

# The Billboard

SIXTY-FIFTH YEAR

0530  
90509  
99KR  
678012  
FRANCIS C LAUDA  
118 MIDDLENECK RD  
PORT WASHINGTON  
LONG ISLAND N Y

PR  
50 C

NOVEMBER 30, 1959 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Payola Probe Keys Widespread Effect

Spells Hefty Career Damage for Many; Finis for Some; Policy Shifts Likely

By JUNE BUNDY

NEW YORK — Judging by events of the past week, one effect of the current deejay-payola probe is likely to be that at least 25 disk jockeys (ranging in importance from moderate to the biggest), program directors, record execs and publishers will have been substantially damaged as far as their careers in the music business are concerned.

Some will recover, but others may truly "go down the drain," in the words of deejay Alan Freed, who lost both his jobs at WABC and WNEW-TV last week. (See separate story for more on Freed.)

### Budget Angle

One of the most immediate effects of the probe may very well be a sharp decrease in the number of local record hop-type shows. Freed's parting with WNEW-TV was said to have been at least partially sparked by AFTRA's ruling that Freed (who reportedly was paid only \$450 weekly for six hour-long daily TV shows) paid scale (about \$140) to each act for lip-syncing to records on his show.

Freed—and many other TV record hop emcees across the country—usually had from four to eight disk guests daily, thereby posing a practically impossible budget problem.

In line with this, Station WJBK, Detroit, has said it has no intention of scheduling another "Detroit Bandstand" show replacement for emcee Dale Young, who resigned from that station last week, refusing to comment on the reason for his exit.

Tom Clay was fired from WJBK over the weekend, after he admitted accepting payola. Clay admitted he received about \$6,000 over the last year and a half from small record companies. Another Detroit broadcaster, Jack LeGoff, was fired last week from WJBK after he aired an editorial partially defending payola "as a part of American life." Still another Detroit broadcaster, Don McLeod, resigned from WJBK last week, making

three spinners out in a 36-hour period.

### Other Resignations

Altho the payola probe wasn't necessarily involved, several other deejays resigned from stations across the country last week. Joe Niagara moved his previously announced December 19 resignation date (from WIBG, Philadelphia) up to last Monday (23), following a conference with WIBG managing director John C. Moler.

Three of Boston's top jocks (Stan Richards, Bill Marlowe and Joe Smith) were given notice by WILD, in what was described as a move "to de-emphasize the role of the deejays and to emphasize the role of the station from now on."

The WILD story suggests what many in the trade believe to be a strong possibility—namely that the probe may result in the selection of music being taken out of the hands of individual disk jockeys and program directors almost entirely. Confronted with a threat to their FCC licenses, station management may decide the only solution is to ride herd on record programming personally.

It has been suggested that the elimination of payola will mean the return of "good music" (i.e. non-rock and roll) to radio. However, station management usually places more emphasis on the importance of ratings than anyone else in a radio operation, so the only conclusion is that they will give the public what surveys and ratings indicate it wants to hear—

(Continued on page 2)

## TOP RANK'S OWN SNIFF-O-RAMA A PERFUMED LP

NEW YORK — If The Billboard smells sweet this week—there's a reason for it. The reason is an ad on the back of Audition in this issue for a Top Rank album titled "F Sharp... Where There Is Music," with the Ernest Maxin Ork. The printing ink used in this ad has been impregnated with a new perfume manufactured by Faberge of Paris and called (naturally) "F Sharp." The ad ties in with the Top Rank album which also has a sweet smell, since the flocked covers have been lavishly sprinkled with the perfume, even tho — as the liner notes say — the perfume lists for \$27 per ounce.

Norm Weinstroer, sales chief at Top Rank, who is all hipped up with enthusiasm for the scented release, believes that the "F Sharp" LP is the first perfumed album in the history of the record business. The ad for the album in Audition is the first perfumed advertisement in the history of The Billboard, which has had many firsts over the years. The Top Rank perfumed album appears to be part of a new entertainment idea, to please the nose as well as the eyes and ears. Right now the Hollywood folk are working on new odorful movie techniques called Aroma-rama and Smellovision. Weinstroer expects the music to sell the album, with the perfume working as an attention getter. But Faberge quietly hopes that the album will help them move a lot of "F Sharp" perfume during the holiday season.

## Few Surprises on NARAS Grammy Winners' Roster

Multiple Awards to 4 Artists; Victor, Col., Cap Diskery Toppers

By LEE ZHITO

HOLLYWOOD — There were few surprises among the winners of the National Academy of Recording Arts and Sciences (NARAS) second annual awards as presented last night (Sunday, 29) on the Grammy Awards telecast over the NBC-TV network. What was surprising re the hullabaloo raised over the nominations was that no one company dominated the awards, with RCA Victor first with 11, Columbia second with eight, Capitol third with seven. Atco and Verve tied with three each, and M-G-M, Mercury, Angel and Liberty snagging one Grammy apiece. The telecast was viewed on both coasts by members of NARAS in an informal buffet dinner held at the Beverly Hilton in Los Angeles, and a formal dinner-dance held at the Waldorf Astoria in New York.

### 4 Artists Win Big

Four artists captured more than one Grammy Award. Frank Sinatra won Grammys for Album of the Year ("Come Dance With Me"), and also won Best Vocal Performance, Male, for the same album. The Sinatra album was also voted Best Arranged, with Billy May getting a Grammy for the arrangements, and the album also won a Grammy as the best a.&r.'s album of the year, due credit being given to a.&r. man Dave Cavanaugh. Duke Ellington

won the Best Performance by a Dance Band for his "Anatomy of a Murder" LP, and he also won an award with the same album as Best Sound Track from Movies or TV. For his third award Ellington won a Grammy with the "Anatomy" set as Best Musical Composition First Recorded and Released in 1959 (more than five minutes duration). Ella Fitzgerald won two Grammys, one for Best Vocal Performance, Female, for the set "But Not For Me," and won the other as Best Jazz Performance, Soloist, for the album "Ella Swings Lightly." Bobby Darin won Grammys as Best New Artist of 1959, another for his "Mack the Knife" as Record of the Year, and the same disk won a Grammy as Best a.&r. single of the year with Ahmet Ertegun getting due credit for the a.&r. work.

### Song of Year

"The Battle of New Orleans" won the Song of the Year award, and Johnny Horton won an award for Best Country and Western Performance via his record of "Battle of New Orleans." Homer and Jethro's record of "The Battle of Kookamonga," which is a parody of "Battle of New Orleans," won the Best Comedy Performance-Musical. Two RCA Victor engineers won Grammys. One was Lew Lavton for his work on "Victory At Sea, Vol. II," a classical recording, and the other was Bob Simpson, for his engineering work on the popular album "Harry Belafonte at Carnegie Hall." Two Broadway original cast albums tied for Best Original Cast Album of 1959.

(Continued on page 2)

## NEWS OF THE WEEK

### Jocks on "No Comment" Kick Claim "Misquoted" by Dailies . . .

Alarmed by what they label "misquotes" in some of the wilder daily newspaper stories last week, many New York disk jockeys suddenly clammed up with the press and issued "no comment" statements. Prime target of the sensational-type newspaper coverage was deejay Alan Freed. Also smarting from "seeing things in print he didn't say" was veteran spinner Martin Block, WABC, New York.

### Battle Over ASCAP Consent Order Rages on Both Coasts . . .

The battle over the acceptance or rejection of the new proposed ASCAP consent order raged this week with fiery discussions held both in New York and on the West Coast. Members are scheduled to receive ballots at

### Playboy Plans Summer-Long Jazz Bash at Chicago's Chez Paree . . .

Playboy Magazine, which last summer hosted the biggest jazz bash in the U. S. at the Chicago Stadium, is planning to hold a summer-long jazz clambake at the Chez Paree night club in Chicago in 1960 . . . . . Page 4

### DEPARTMENT AND FEATURES

Amusement Park	61	Music Pop Charts	26
Operation	61	Top LP's	26
Arena, Auditorium	61	Honor Roll of Hits	32
Newsletter	60	Hot 100	34
Audio Products	14	Tomorrow's Tops	35
Bulk Vending	71	Hot C. & W.	38
Carnival Confab	65	Hot R. & B.	43
Circus Trooping	62	Music Record Reviews—	
Classified Ads	69	This Week's LP's	28
Coin Machines	71	Singles	35-37
Final Curtain	64	Pipes	70
Hot 100	34	Radio	2
Letter List	70	Roller Rumbles	61
News	68	Routes	61
Talent on the Road	68	Show News	57
		Talent on the Road	68

## Payola Week' for Charity

WASHINGTON — An official "Payola Week" was declared last week by WWDC here. Listeners were invited to "pay and WWDC will play."

Explained WWDC proxy Ben Strouse, "We believe that most disk jockeys — like most people everywhere — are honest. So here at WWDC we are having 'Payola Week.' Listeners pay and we play — a request. But the listener's check is made over to the Variety Club Research Center at Children's Hospital."

# Payola Probe Spells Widespread Career Damages; Finis for Some

• Continued from page 1

be it rock and roll, far-out jazz or the minuet. Rating services, of course, have also recently been accused of hanky panky.

## 'Payola' Not Defined

The word "Payola" itself has yet to be defined. Some stations believe it perfectly proper for jocks to have ownership interests in publishing companies, record firms, distributing outfit, etc.—as long as they don't infringe obviously on station programming; while others consider such activities just as much a part of payola as cash on the line.

For example, John V. B. Sullivan, general manager of WNEW, New York, says he doesn't consider it real payola "unless it affects the music." Consequently, said Sullivan, he has no objections to WNEW jockey Lonny Starr's ownership in a couple of firms. Because his investigations have shown they don't show up on his radio program. In fact, notes Sullivan, last year, the firms actually cost Starr \$400.

Sullivan also said that: "I don't care if Frank Sinatra wants to give WNEW jockey Bill Williams a Cadillac because Williams would be playing Sinatra records already—thus such a gift wouldn't effect the music."

## Westinghouse View

On the other hand Westinghouse Broadcasting last week said "WBC does not condone disk jockeys' ownership of record companies, distributing companies, publishing companies or ownership of talent. That is because of the actual or potential conflict of interest be-

tween ownership on the one hand and the creative selection of programming on the other." Westinghouse did not say if it would take any action if investigation reveals that any of its jockeys are involved in such outside activities.

Harold Anderson, general manager of WINS, New York, agrees with WNEW manager Sullivan, in that he doesn't think ownership of labels, etc., necessarily constitutes payola. For example, he said the station is aware of jockey Murray Kaufman's publishing and recording activities but he doesn't think they influence the spinner's pro-

gramming, because jocks at WINS don't select records played on their own shows.

The disks are selected by the program department, with the assistance of a rotating trio of jocks. Anderson said he is convinced "our people are perfectly clean" and that instant dismissal would follow if he discovered anything to the contrary.

The happiest result of the probe should be that it will make payola deals so difficult to manage in the future, that legitimate forms of record promotion will have a tremendous resurgence.

## HOLIDAY DOLLARS

# Hefty Yule Discounts Benefit Smart Dealer

NEW YORK—This is the season when the record manufacturers want their product in the dealers' stores in anticipation of a swinging Christmas season which should get off the ground this week. And this year, as in others, the record companies, with album

lines, from the largest to the smallest, have and are offering strong discounts on Christmas merchandise. A sharp dealer who buys intelligently on his holiday wares has a chance to come out with profits even if he has to sell at discount.

The large firms have offered discounts or return privileges of 10 to 25 per cent. Columbia Records, for example, is offering a 12½ per cent cash credit for sales or a 25 per cent return privilege on Christmas merchandise. Some other firms are holding to a straight 20 per cent discount, or a 10 per cent (Continued on page 24)

# New Pic Tie-In For Brit. Pub

LONDON — Leading British music publishing house, Feldmans, which recently concluded a deal to handle all published music of all British Lion Films have now made a similar exclusive arrangement with the recently formed Bryanston Films Limited.

Bryanston, which has for its chairman, Sir Michael Balcon and managing director, Maxwell Setton, is a co-operative of 11 prominent British producers who have banded together with the two-fold object of increasing the output of British pictures and controlling the distribution of them to a degree impossible by conventional methods.

The distribution function of Bryanston is being operated in association (Continued on page 24)

# Reynolds to Exit Victor

NEW YORK — Fred Reynolds, a.&r. director for RCA Victor, has resigned after four years of pop a.&r. work. He is considering several offers. Prior to joining Victor, Reynolds spent 12 years at WGN, Chicago, as deejay and writer.

# Rank Buys Jack Scott Contract

NEW YORK—The contract of chanter Jack Scott was sold this week by Carlton Records to Top Rank Records. Papers were signed Wednesday afternoon (25) and Wednesday evening found Scott in the Bell Sound Studios here on his first Top Rank date.

Rank signed the artist on a long term deal and according to Norm Wienstroer, an initial single would be rushed out late next week. Album Plans are already in the works. Formerly, Scott made most of his own disks, including "My True Love," in studios in Detroit, his current home.

Terms of the deal for Scott, who recently was discharged by the Army after a six-month hitch, were \$30,000 for the contract. With the waiving of about \$20,000 in royalties, the total involved approximated \$50,000.

## EDITORIAL

# Lame, Halt & Blind

District Attorney Hogan and the Oren Harris Committee are boldly pursuing their investigations of the payola mess. This is all to the good, and may ultimately mean a better record and broadcasting industry—with cleaner business ethics and a fairer shake for the consumer.

Let us, however, urge the investigators to use utmost care in examining the evidence—in sifting the wheat from the chaff.

Many frustrated music men—out of step with current song and recording trends—see in the present goings-on a chance to return to a position of eminence. The ranks of the frustrated include artists, songwriters, publishers and record manufacturers—many of whom sigh for the good old days, blame their plight on rock and roll and construe that rock and roll is an outgrowth of payola.

The cancer of payola cannot be pinned on rock and roll. Payola was rampant in the music business during the vaudeville era of the 1920's and the band era of the 1930's and 1940's. It did not affect major song trends then, and it had little effect in the 1950's.

The trend-setters are the Elvis Presleys, the Johnny Cashes, the Fats Dominoes, the Johnny Mathises, the Bobby Darins, etc. Artists of this stature make their mark despite payola. They make it because they reach the kid with 98 cents in his pocket. He is the final arbiter.

Typical of the wild "evidence" being bandied about currently is the daily newspaper story about singer Don Anthony "whose record of 'Careless' became a hit on his own label, Barbizon Records..."

Anthony may need police protection, as he claims, but his recordings of "Careless" never became a hit. Quite the contrary, all evidence indicates it was a complete "bomb."

Other similarly wild and irresponsible pieces of "evidence" are likely to come to light.

It would be highly unfair, and would do the record industry a great disservice, if irresponsible allegations by embittered has-beens were taken seriously by either the investigators or the press.

There are many talented, creative people in the music business; there are many who are incompetent or no longer attuned; there are many who are evil.

The probes should aim carefully. A buckshot blast may do general and irreparable damage while missing the specific target: Payola.

# European Disk Moguls Meet

MILAN, Italy — Seven top European disk manufacturers and distributors from as many West European nations met here this week in huddles with a two-fold purpose. Basic discussions were aimed, according to New York attorney Walter Hofer, who set up the meetings, at developing unified distribution in Europe of various American labels and unified purchase and promotion of various American disks.

Hofer, who represents a number of the companies in the United States, said that those present included Bluebell Records of Milan; Dansk Grammofonpladerforlag of Copenhagen, Denmark; Scandinavian Record Company of Stockholm, Sweden; Sonet Record Company of Germany; C. N. Rood N. V., of Rijswijk, Holland; Moon-glow Record Distributing Company of Antwerp, Belgium; and Dischi Recordi of Paris, France.

# HILL PROBERS BRIEFED ON FREEBIE EVIL

WASHINGTON — A prominent record manufacturer was known to have discussed the dislocation of normal label competition by massive giveaways of "freebies" with Hill probers last week. Altho no confirmation could be obtained, it was reliably learned that the manufacturer told the Legislative Oversight Subcommittee investigators that his firm is one of many forced into the giveaway practice by competitive pressure.

Other manufacturers who have criticized the practice as cancelling out benefits to legitimate labels, and opening the doors to record racketeering, are rumored to be considering similar presentations.

# 'FIORELLO' UNLOCKS B'DWAY DOOR TO BMI

NEW YORK—Broadcast Music, Inc., long interested in moving into the class field of Broadway show scores, has hit the big time after several previous false starts. The Robert E. Griffith, Harold S. Prince production of "Fiorello," which opened here Monday (23) is by all odds a smash. And the Jerry Bock score with lyrics by Sheldon Harnick, is published in Tommy Valando's BMI firm, Sunbeam Music.

same Bock-Harnick duo. This was less than a raging success, but by the same token, it was the first (Continued on page 24)

# WP Skeds 3 New November Pkges.

HOLLYWOOD — World Pacific Records will issue three albums in its forthcoming release, including a yuletide offering, "Happy Holiday" by the Masterounds

# The Billboard

The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson

## Publishers

Roger S. Littleford Jr.  
William D. Littleford

## Editors

Paul Ackerman... Music-Radio-TV, N. Y.  
Herb Dotten... Show News, Chicago  
Aaron Sternfield... Coin Mach., Chicago  
Wm. J. Sachs Exec. News Editor, Cincinnati  
Lee Zhitto... Western Music Ed., L. A.

## Managers and Divisions

L. W. Gatto... Main Office, Cincinnati  
R. S. Littleford Jr... Music-Radio Div., N. Y.  
Sam Chase... Asst. Publisher, New York  
Herb Dotten... Show News Division, Chicago  
Hilmer Stark... Coin Mach. Division, Chicago  
W. D. Littleford... President  
M. L. Reuter... Vice-Pres.  
Lawrence W. Gatto... Treasurer  
John Ross... Secretary

## Offices

Cincinnati 22, 2160 Patterson St.  
L. W. Gatto  
Phone: DUnbar 1-6450  
New York 36, 1564 Broadway  
W. D. Littleford  
Phone: PLaza 7-2800  
Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CEntrol 6-9818  
Hollywood 28, 1520 North Gower  
Sam Abbott  
Phone: HOLlywood 9-5831  
St. Louis 1, 812 Olive St.  
Frank B. Joerling  
Phone: CHestnut 1-0443  
Washington 5, 1426 G St.  
News Bureau  
Phone: NATIONAL 8-4748

## Advertising Managers

Show News-Mdse... Robert Kendall  
Music-Radio-TV... Dan Collins, New York  
Coin Machine... Hilmer Stark, C  
Music-Western... Robert McCluskey

## Circulation Department

B. A. Bruns, Director... Cincinnati  
Send Form 3579 to  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897 at Post Office Cincinnati, Ohio under act of March 3, 1879. Copyright 1959 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International;

## MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Name \_\_\_\_\_

Occupation \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

**CLEVER MAN**

**Clubs Now Work For Wis. Dealer**

MADISON, Wis.—“If you can't hok 'em, join 'em.” By joining them Mike Victor of the Victor Music stores has beat the threat of factory record clubs. He now has Columbia, RCA Victor and Capitol clubs working for him instead of the other way around.

“I felt I had to bring the factory club members back in my stores, and the only way I could do it was

to offer them something better than they were getting.” Victor, owner of two flourishing retail outlets, explained.

He offers the customer the irresistible inducement of selecting from the combined monthly releases of the three major label sponsored clubs. The customer gets a free bonus record for every two he purchases, but the great advantage is that he may select from three labels and 300 records monthly instead of being limited to the 100 records offered by one club.

**Simple System**

Victor operates his system very simply. Each month's complete selections are placed in browser bins labeled with the three companies' names. With each purchase the customer gets a one-half bonus certificate. When he gets two halves he is eligible for his bonus record.

“In this way, I often get the customer back into the store two and sometimes even three or more times. There is no minimum or maximum. He can buy two records or 22 the same month and get his bonus merchandise accordingly,” said Victor.

There are no clerical details involved in his set-up. The reason for this is that customers are not obligated to buy a minimum number a year as in the factory sponsored clubs. His first half bonus certificate automatically makes him a member.

Victor offers no free or cut-rate merchandise as an inducement to join. “It isn't necessary,” he said. “There are so many advantages that my customers are delighted. Besides being able to pick from three companies, they don't have to order blind. They can hear

*(Continued on page 56)*

**FTC Says 'No Comment' on Distrib Probe**

**Admits Jobbers May Be Liable for Payola Under Act**

WASHINGTON — Reports that FTC field officers are asking record distributors about deejay payola, and how the supply of free records is being used, were neither confirmed nor denied by the federal FTC office here last week. Sherman R. Hill, director of the agency's Bureau of Investigation noted that Commission policy prohibited discussion or even admission of any investigation in progress.

However, when asked if record distributorships could technically come under FTC statutes for alleged payola to certain deejays, and for discriminatory use of free records, Hill said: “Under Section 5 of the Federal Trade Commission Act, there is a plausible theory of violation by payola practices. If payments are being made, as alleged, involving distributors, they could be found in violation of the section on unfair practices. If such cases are brought to the Commission's attention, it is our job to look into them, to the extent that our funds and personnel allow.”

**Local Jocks 'Misquoted'; Clam Up**

NEW YORK—Alarmed by what they label “misquotes” in some of the wilder daily newspaper stories here last week, many local deejays are clamming up with the press and issuing “no comment” statements.

Prime target of the daily newspaper coverage was Alan Freed, who lost both his WABC radio show and WNEW-TV program as a result of the payola prove hoopla. Freed was quoted in some detail by New York Post columnist Earl Wilson in a series of “exclusive” interviews. Among other things Freed supposedly told Wilson that he thought Dick Clark should be investigated because “he's on about 300 TV stations, I'm on one.” Wilson also reported Wednesday (25) that Freed “had been talking to Washington investigators for the last 48 hours, and that Clark had been one of the topics of dis-

**ASCAP Membership Meet Keys Top-Flight Bitterness**

**Decree Arguments Vary From Hysterical to Deeply Sincere**

NEW YORK—The battle raging around the proposed new Consent Order hit an all-time high in bitterness and recrimination at the ASCAP membership meeting at the Hotel Edison Tuesday. The session, called for the purpose of discussing the proposed order, followed a couple of weeks after a similar meet held on the West Coast. Administration's adherents urged acceptance of the proposed order, claiming that a vote in the

negative posed such problems as possible dissolution and economic insecurity for members and their heirs. Administration arguments were also loaded with promises—promises that a continuing attempt would be made to correct inequities.

Those in opposition to the proposed Consent Order presented a forceful case, led by publisher Fred Fox.

There was more than a touch of

drama. Many of the speakers were keyed to what seemed an almost hysterical pitch. Others projected profound sincerity and emotion. Too, the usual dose of comedy lightened the proceedings. Beginning at 8:15 p.m., the affair was still underway at 3 a.m.

ASCAP President Stanley Adams termed the proposed order a fair one which avoided “the reefs and shoals.” He referred to armchair strategists who felt they could do better; but stated his contention that the board was best equipped to reconcile divergent views. He stated his contention that the board was the matter of food, clothing and shelter for the members—and that the board did not wish to gamble with the members' security. “Who among them (the opposition) is the great chef who has concocted the recipe which can please all?”

**Colorful Phrases**

Other colorful phrases peppered Adams' talk. He urged avoidance of Hatfield-McCoy tactics. “If you affirm the order, the board will fight against standpat-ism” he said, adding that the board would examine and act upon suggestions. At this point one listener in the audience muttered: “As they have in the past!” Adams' talk was well received, however.

Arthur Dean spoke for nearly an hour summarizing the status of the proposed order and analyzing aspects of it. He also summarized proposed amendments to the Articles of Association. The attorney discussed what he called possible future changes and improvements in the event the proposed order is adopted. He noted that formulas can be re-evaluated by the board in accordance with principles the proposed order. He said that by experience the fairest distribution of revenues would be arrived at, and that survey methods would be studied.

Dean said he felt the proposed order was in the best interest of all and urged an affirmative vote. He felt an adverse vote posed the possibility of dissolution, inimical legislation and decreased revenues.

*(Continued on page 56)*

**Kapp Finesses a Col Broadway Ace**

NEW YORK — Columbia Records rushed out a plain sleeved wrapped waxing of Percy Faith's new recording of the score of the Broadway musical “The Sound of Music” to its salesmen last week. And at the end of last week the diskery rushed a “Special Pre-Release LP Record” to radio stations of the Percy Faith “Sound of Music” dinking, packed in a white envelope and with black block type on the cover. The cover stated “Programming information included on record label.”

What caused Columbia to rush out this not-so-well-dressed recording by Faith? Well it seems that a smart fella named Dave Kapp had recorded a vocal version of the score with the Pete King Chorale and rushed it out. In fact it was in stores last week. Columbia, which as everyone knows has the original cast album, had intended to release the Faith set simultane-

ously with the original cast cutting of the Rodgers and Hammerstein smash. But they were spurred into action by the speed of the Kapp disk and by the fact that there were 15 competitive instrumental and vocal waxings of the album soon due to hit the market.

In a letter that went to distributors, branch sales managers, promotion men, district managers, and all Columbia Records salesmen, the Columbia Records Sales Corporation took note of this competition, and also took note of the Kapp album with the comment: “Competition has pulled a quarter back sneak, and they have gained a little yardage, but now we have the ball, so let's show them the power of the Columbia juggernaut when it begins to roll.”

The fight of the record firms over getting a fast waxing of the score of a Broadway hit, which “Sound of Music” is, indicates anew the potency of a Broadway musical score for album sales. Altho the firm that wraps up the original cast waxing of a show continues to put out most of the single record versions of the material, every company is willing to risk recording an album of the score. There will be, for instance, on the “Sound of Music,” both high and low price albums, jazz albums, vocal albums, and probably even symphonic albums. And the right jazz or vocal or instrumental set can sell mighty well. That's what both Kapp and Columbia hope with their Pete King and Percy Faith versions of the R.&H. score.

**Payola Possible FTC Huddle Issue**

WASHINGTON — A Federal Trade Commission TV-Radio conference with network heads to be held here this week (2) may get into radio-payola matters as well as the more obvious deceptive advertising practices for which the meeting was called.

Invited to the closed-door conference, originally scheduled for November 30, are network heads Robert Kintner, NBC; Dr. Frank Stanton, CBS; and Leonard Goldenson, ABC. Also expected are National Association of Broadcasters' president Harold Fellows, and TV Code Review board chairman Donald McGannon. Observers from the Attorney General's office and the Federal Communications Commission are to attend.

FTC chairman Earl Kintner

hopes for some “teamwork” to come out of the conference, in cleaning up what President Eisenhower referred to as “this whole mess.”

Payola practices are known to be in possible violation of the broad terms of the unfair practices section (Sec. 5) of the Federal Trade Commission Act, which covers unfair promotional allowances and commercial bribery. In the former type of violation, the manufacturer is the offender, if, for example, a record label were to set up special promotion allowances in cash or giveaway records for one buyer as against another. In commercial bribery, the law prohibits any secret deals between an employee, such as a deejay, and a supplier, to push certain products.

Whether or not a deejay can technically be termed a “buyer,” the situation is believed by some FTC attorneys to be a “similar” instance, parallel to other types of commercial bribery. It is possible that under the broad terms of the FTC statute, a single precedent case in the payola area would be sufficient to make the law apply, and establish payola as a violation, they point out.

Altho no official acknowledgment

**Sells London Wax at 99c**

NEW YORK—London Records, monaural only, are selling in New York at two Record Haven stores for 99 cents each. They are fresh records and comprise many still in the firm's catalog. Original list was \$3.98 and \$4.98. Owner of the Record Haven Shops on Sixth Ave-

**New Rank Audio Plastic Disks Now Official**

NEW YORK — Rank Audio Plastics, as revealed exclusively in The Billboard (August 3, 1959, issue) has officially announced a new type plastic high fidelity record. The disk is described as unbreakable, pliable and one-eighth the weight and thickness of conventional records.

The records are being called Rank T.U.P. (Thin Unbreakable Plastic) and employ a manufacturing process pioneered by Librairie Hachette of Paris, publisher of the magazine, Sonorama. Rank Audio Plastics, which is a division of Rank Records of America, has already licensed Consolidated Litho Corporation of Carle Place, Long Island to be exclusive U. S. manufacturer. Harold Friedman will

**Dreyer, Marks Bag Standards**

NEW YORK — Dave Dreyer and Gerald Marks have acquired one of the most sought after catalogs of renewals in the music business for their Marlong Music Company. The catalog comprises the works of the late Seymour Simons, and totals about 100 songs. The tunes include such great standards as “Breezin' Along With the Breeze,” “Honey,” “Tie a Little String Around Your Finger,” and “I'm Just Beginning to Care.” Marlong Music acquired the rights of the children of Simon.

In addition, Marks has assigned to Marlong Music his own renewal

# Coast Cleffer Meet Makes Like Volcano

Pro-Con Sentiment See-Saws Via  
Oratory; 'Aye' Gunners Have Edge

By LEE ZHITO

HOLLYWOOD — A head-on collision between the pros and cons on the issue of ASCAP's proposed consent order last week marked the unofficial meeting of Hollywood songwriters. It erupted into a verbal volcano which raged out of control far past midnight and was in sharp contrast to the restraint evident in ASCAP's official meeting here the previous week.

For the most part, the majority present seemed to see-saw in its sentiment from one side to the other, swayed by the speakers championing the respective factions. In the final analysis the pro administration forces seemed better endowed with oratorical artillery.

Pober Moderator

Leon Pober, who pleaded for a no vote on the consent order during the earlier ASCAP meeting, served as moderator. In addressing the unofficial gathering last week, Pober stated:

"The new decree would limit the board to some 41 per cent of the vote. Now, with 15 per cent of the total vote usually abstaining, and the enormous influence of the top three firms on the board, this still constitutes complete control of ASCAP. The board is all-powerful. It decides on all money matters, it makes bylaws, changes them, and on occasion ig-

## New Atlantic, Atco Releases

NEW YORK—Atlantic Records released three new albums by Vern Baker, Mickey Baker and Wilber de Paris; and four new LP's on its subsidiary label, Atco.

The Atlantic packages spotlight "Precious Memories" a spiritual album by Miss Baker; Mickey Baker's (of Mickey and Kitty) "The Wildest Guitar," and "That's a Plenty" by de Paris.

The new Atco packages include "The Coasters' Greatest Hits," Helen Merrill's "American Country Songs," "Have Tenor Sax, Will Blow" by King Curtis, and Paul and Nancy Steffen's "Christmas Bells," featuring Swiss handbells and a set of tuned sleigh bells.

## JEWELER TIE FOR GRAMMY LP

NEW YORK — In an unusual example of co-operation between record companies, a premium LP (featuring old best-selling sides by top disk names on various labels) will be offered for \$1 thru jewelry stores by Watchmakers of Switzerland, sponsor of the National Academy of Recording Arts and Sciences Grammy Award presentation on TV, Sunday (7:29).

The LP, which was promoted on the telecast, features Perry Como's "Catch a Falling Star," Doris Day's "Que Sera, Sera," the Chordettes' "Mr. Sandman," Nat King Cole's "Mona Lisa," and Edd Byrnes' "Kookie, Kookie Lend Me Your Comb," plus sides by Patti Page, Billy Vaughn and Debbie Reynolds.

Record labels involved are RCA Victor, Capitol, Columbia, Cadence, Warner Bros., Liberty, Mercury and Not.

# AGAC Again Seeks Network Divestiture

NEW YORK — The American Guild of Authors and Composers is making another attempt to bring about the divestiture of record manufacturing and music publishing interests by NBC, CBS and ABC.

In a letter to FCC chairman John C. Doerfer, AGAC prexy Burton Lane asked that they be permitted to present evidence of "instances of improper uses of licenses by broadcasters" to the Commission at the upcoming December 7 public hearing.

Both NBC and ABC refused to comment on the Lane letter, but a CBS spokesman said they still take the position they took last year during the hearings (July, 1958), on the Smathers bill to divorce broadcasters from all music interests. At that time, Senate Subcommittee Chairman Pastore la-

(Continued on page 11)

nore them. It controls all survey mechanisms. It decides all issues, and answers to none, because with its combined voting power it doesn't have to. The new decree will not change this situation at all, and for that reason, I'm against it.

"If you give the board a vote of confidence by passing the new consent decree, you will only succeed in sweeping the dirt under the rug temporarily, but you will not hide the lump it will form, and it will boomerang on all of you. But we can anticipate and avert this kind of mess by defeating the proposed decree. This will constitute a mandate to the board to go back to the Justice Department and really hammer out a decree that will not be scandalously inequitable to most of the membership. I think, the pressures being what they are, the board will have to comply with

(Continued on page 11)

## GIN, JAZZ, GALS

# Playboy Mag's New Brainstorm

CHICAGO—Playboy Magazine has junked its brainstorm for a three-city "jet jazz festival" next summer but is supplanting it with another plan equally unheard of.

The current inspiration, already in a well-advanced stage of negotiation, is to take over the Chez Paree, the town's leading night club, convert it to an auditorium and run a marathon festival that would last 10 weeks.

The abandoned plan, hatched by Vic Lowmes, the mag's big-thinking promotion director, would have staged festivals in New York, Chicago and Los Angeles over the same weekend. Acts would have been transported from one arena to the other in chartered jets so that each would play all three cities.

Lowmes said he had assumed he could buy name jazz acts for three shows at about twice the price he paid for Playboy's one-city festival last August in Chicago. But bookers, he said, asked prices averaging three-and-a-half times the one-show price.

Said: To Hell With It

"The prices," Lowmes told The Billboard, "were so removed from reality that I said to hell with it. I didn't even bother asking them to resubmit lower bids. I figured it might be a good thing for other talent buyers if I just walked away and left the bookers wondering why. The stadium operators were just as unreasonable, asking for ridiculous percentages of the gross."

## Musidisc Bows U. S. Release

NEW YORK — Musidisc, the Brazilian record company has issued its first releases in the U. S. Label is issuing both albums and single records here. First albums feature the Magic Strings, El Cubanito and his Cha Cha Ork, and the Pan American Ork. Singles are taken from the albums. Musidisc has set up distribution in the U. S. with Ideal in New York, Lesco in Philadelphia, West Coast Distributors in California and Brooke Distributors in Miami.

# HOT 100 ADDS NINE

NEW YORK — Nine new sides appear for the first time on this week's Hot 100 chart. These are:

50. I Wanna Be Loved—Ricky Nelson, Imperial
76. Teardrop—Santo & Johnny, Canadian-American
81. Marina—Willy Alberti, London
86. Mighty Good—Ricky Nelson, Imperial
90. Symphony—Sammy Turner, Big Top
95. Shadows—The Five Satins, Ember
96. Beyond the Sunset—Pat Boone, Dot
98. Smokie (Part II)—Bill Black's Combo, Hi
99. Teach Me Tiger—April Stevens, Imperial

## AFM MUSIC FOR NEEDY

HOLLYWOOD — More than 2,000 needy and homeless enjoyed live orchestral music with their Thanksgiving dinner at Los Angeles' Midnight Mission, as provided by members of the AFM. Earl Williams orchestra played for two hours while the Mission's dinner was in progress.

Musicans were paid out of the performance trust fund. This marks the second year that the trust fund provided free music for the Mission's annual free Thanksgiving feast.

## Victor Yule Lanza Package

NEW YORK — RCA Victor is issuing a new 12-inch LP made up of two previous 10-inch Lanza albums, "That Midnight Kiss" and "The Toast of New Orleans." Called "Double Feature," the new package is being rushed for the Christmas trade.

## Victor to Cut Puate

NEW YORK — RCA Victor on December 4 will record Tito Puate at Grossinger's. Session will be cut by Johnny Camacho.

# Detroit Distribbs Mull Own One-Stop

DETROIT — Distribbs here, alarmed over traffic in freebies and the steady increase in transshipping are considering the formation of their own one-stop, co-operatively owned, as a means of helping to stabilize the city's supply sources.

The tentative plan is an outgrowth of current talks toward the formation of a local distributors' organization. Henry Droz, president of Arc Distributing, confirmed to The Billboard that lawyers are now being consulted about the legal problems of such a formation.

Droz said that one-stops, instead of being customers of local distribbs, are becoming serious competitors. By buying merchandise outside the territory, often at sharply reduced prices enabled by the profusion of freebies, these one-stops are appreciably reducing the passage of goods thru local distrib points, Droz said. This, he added, jeopardized the distrib's chance of meeting his quota commitment to his manufacturers, causing strained relations and perhaps eventual loss of labels.

If the distribbs owned their own one-stop, Droz said, they could help guarantee the flow of merchandise thru normal channels.

Droz declined to predict whether the plan for a co-op one-stop would materialize but hastened to add that if he hears of another case of transshipping of merchandise into the territory of his labels, he would be forced to open a one-stop on his own. This would be

the only way, Droz said, that he could do something to maintain his responsibility to his sources of supply in the form of meeting his sales quotas.

# New Money Seen Behind Westminster Reorg

NEW YORK — With a number of staff members discharged as of last Friday (27), Westminster Records at press time appeared on the brink of a general reorganization with a new regime set to take over, and a flood of new money moving in.

Key man in the new deal appears to be Horace Grinnell, prexy of Abbey Records, East Newark, N. J., pressing firm. Abbey is a major creditor of Westminster. The new set-up will involve fresh money backing the Grinnell move, to be supplied by what were described as Chicago insurance interests. The assets of these interests were reportedly in the neighborhood of \$125,000,000.

The future of the current executive set-up, consisting of prexy James Grayson, veepee Henry Gage and secretary-treasurer Dr. Mischa Naida was viewed as uncertain but Grinnell was believed likely to take over in a top exec spot.

# FCC Names Witnesses for B'dcast Huddle

WASHINGTON — The Federal Communications Commission last week (27) announced the names of those who will appear at hearings to "re-examine and re-evaluate the licenses in the broadcast of program and other material" to the public. Hearings are slated to begin December 7.

Witnesses include: National Broadcasting Company, Columbia

(Continued on page 11)

# Red Sovine Sidemen Die In Auto Crash

NASHVILLE — Two members of Red Sovine's c&w. band unit were killed and three others seriously injured in an auto crash near Bristow, Okla., last Monday (23). Fatally injured in the crash were Douglas Nicks, of Nashville, and Johnny G. Morris, of near Tulsa, Okla.

Seriously injured were Sovine and band members Sonny Burnette and Jimmy Isle. Sovine was up and about by mid-week and Burnette and Isle were taken off the critical list at the same time. Mrs. Sovine left here Wednesday night to join her husband in Bristow. Several weeks ago tragedy struck the Lonzo and Oscar country music team when an auto wreck took the life of Oscar's wife and his brother, Phil Sullivan.

The Sovine group, which had been working personals with Little Jimmy Dickens for the Jim Denny office, has been replaced for the remainder of the tour by Decca's Arnie Derksen and the Casuals.

The uncertain situation at Westminster came to light late last week when news of a wave of firings at the company reached the street. A number of sources reported getting frantic phone calls from those on notice at Westminster, who were seeking new jobs.

The indebtedness of the company stands currently at close to \$1,500,000. Among the leading creditors in addition to Abbey, were Peerless Albums, Inc., RCA Victor, Columbia, James Talcott, Inc., and Gibraltar Factors Corporation. The latter two were active in the financing of the company against accounts receivable.

The Westminster catalog is believed to number more than 1,500 separate albums, the great majority of which are in the classical field. It is generally regarded in the trade as containing a considerable amount of highly salable merchandise.

FOUR SCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT FORTH ON THIS CONTINENT A NEW NATION CONCEIVED IN LIBERTY AND DEDICATED TO THE PROPOSITION THAT ALL MEN ARE CREATED EQUAL

NOW WE ARE ENGAGED IN A GREAT CIVIL WAR TESTING WHETHER THAT NATION OR ANY NATION SO CONCEIVED AND SO DEDICATED CAN LONG ENDURE. WE ARE MET ON A GREAT BATTLEFIELD OF THAT WAR. WE HAVE COME TO DEDICATE A PORTION OF THAT FIELD AS A FINAL RESTING PLACE FOR THOSE WHO HERE GAVE THEIR LIVES THAT THAT NATION MIGHT LIVE. IT IS ALTOGETHER FITTING AND PROPER THAT WE SHOULD DO THIS. BUT IN A LARGER SENSE WE CAN NOT DEDICATE—WE CAN NOT CONSECRATE—WE CAN NOT HALLOW—THIS GROUND. THE BRAVE MEN LIVING AND DEAD WHO STRUGGLED HERE HAVE CONSECRATED IT FAR ABOVE OUR POOR POWER TO ADD OR DETRACT THE WORLD WILL LITTLE NOR LONG REMEMBER WHAT WE SAY HERE BUT IT CAN NEVER FORGET WHAT THEY DID HERE. IT IS FOR US THE LIVING RATHER TO BE DEDICATED HERE TO THE UNFINISHED WORK WHICH THEY WHO FOUGHT HERE HAVE THUS FAR SO NOBLY ADVANCED. IT IS RATHER FOR US TO BE HERE DEDICATED TO THE GREAT TASK REMAINING BEFORE US—THAT FROM THESE HONORED DEAD WE TAKE INCREASED DEVOTION TO THAT CAUSE FOR WHICH THEY GAVE THE LAST FULL MEASURE OF DEVOTION—THAT WE HERE HIGHLY RESOLVE THAT THESE DEAD SHALL NOT HAVE DIED IN VAIN—THAT THIS NATION UNDER GOD SHALL HAVE A NEW BIRTH OF FREEDOM—AND THAT GOVERNMENT OF THE PEOPLE BY THE PEOPLE FOR THE PEOPLE SHALL NOT PERISH FROM THE EARTH.

*a milestone in American history*

*has been recorded with great dignity by*

**BERT & BILL  
GIANT**

**GETTYSBURG  
ADDRESS**

Signature record 12019

Disk Jockeys: As a Public Service we will send a copy of this record in your name to the principal of your local school. Send his name, school and address to Educational Dept., Signature Records, 119 W. 57th St., N. Y. C.

*Signature* \*



This One

Copyright material

**TOMMY SANDS SINGS**

**YOU HOLD THE FUTURE**

Published by  
**CENTRAL SONGS INC.**  
Hollywood, California  
CAPITOL RECORD No. 4316

**On the PERRY COMO TV SHOW**  
NBC-TV • December 9th

ONE IN A SERIES OF INDUSTRY PERSONALITY STATEMENTS

“ The Billboard is like a silent helper. It has been a genuine aid in carrying us through this critical music business period. Thanks to Billboard, our business is good. ”

(Mrs) *Thomas M. MacAbee*

(Mrs.) Thomas M. MacAbee  
The MacAbee Piano Co.  
Wilmington, Delaware



THE COMMUNICATIONS  
CENTER OF THE  
MUSIC INDUSTRY

**Do we have to be een de north  
to have CHREE·SEE·MUS?**



**Do we have to have snow and ice  
to do eet right?**



**Can dere evah be a  
Careebbean Santy Claus?**



**Ees CHREE·SEE·MUS still  
CHREE·SEE·MUS eef  
CHREE·SEE·MUS ain't white?**



**Listen to the  
Commander Shea School Boys' Choir,**

**St. Cecilia's Parish, New York City**

**answer these vital questions on**

**CHREE·SEE·MUS**

**CADENCE 1375**



# Holiday Greetings to You All from *Elvis* and the Colonel



WESTERN UNION WESTERN UNION WESTERN UNION

MJAO20 72 PD INTL  
CD BADENAUHEIM VIA RCA  
LT COLONEL TOM PARKER  
WUX MADISON (TENN)

DEAR FANS: MANY OF YOU ASK FOR A NEW RECORD, SO  
THAT MY CAREER WOULD NOT INTERFERE WITH MY ARMY DUTY  
I DID NOT RECORD IN GERMANY. I WILL DO MY BEST TO  
HAVE A NEW RECORD SOON AS I RETURN. THANKS TO ALL  
OF YOU ALSO THE DISC JOCKEYS RECORD DEALERS  
DISTRIBUTORS AND RCA VICTOR FOR MAKING THIS MESSAGE  
POSSIBLE

SINCERELY YOUR PAL  
ELVIS PRESLEY  
850AMC NOV 6.

WESTERN UNION WESTERN UNION WESTERN UNION

*Copy Telegram From Elvis in the Colonel for his Fans*

**FREE!**

Christmas cards from Elvis  
to all his many fans!

**FREE!** RCA Victor offers you the traffic-builder of the year  
to attract the attention of the millions of Elvis fans!

Call your RCA Victor distributor for your  
**FREE** supply of these colorful Christmas  
cards and display streamers. Act today—  
the supply is limited.

WE ARE LOOKING FORWARD TO A GREAT  
1960—when Elvis is home again!



**RCA VICTOR**



RADIO CORPORATION OF AMERICA

## Slatkin Now Liberty Exec

HOLLYWOOD — Felix Slatkin, Capitol recording artist who is with the Liberty label in an artist-repertoire capacity, last week was named as an exec of Liberty's a.&r. department. He will continue recording for Capitol on a non-exclusive basis. Slatkin will devote his a.&r. talents to the production of albums, and, according to Liberty prexy Si Waronker, will aid the label in developing new talent. Slatkin has been with Capitol for the past decade, recording both as classical soloist as well as bating the orchestral accompaniment for Frank Sinatra, Keely Smith and Dakota Staton. He also conducted the Hollywood Bowl Symphony for the Cap's long-hair releases.

## DeJohns New UA Pactees

NEW YORK — United Artists has signed the DeJohn Sisters to an exclusive recording contract. Their first release is due in the near future.

Don Owens, national promotion manager for UA, leaves this week for a Midwest deejay and distributor tour, which will take him to Chicago, Cleveland, Detroit and Pittsburgh.

Owens will be plugging platters by Rosemary June, Diahann Carroll, the Jamies, Ferrante and Teicher and Eddie Holland. He will also provide additional drive for the label's current chart sides, "You Got What It Takes," by Marv Johnson, "Love Potion No. 9" by the Clovers and "I'll Walk the Line" by Don Costa.

## Dobey Joins Sandel Firm

MINNEAPOLIS — John Dobey has been appointed sales manager of Sandel Distributors here, which also has a branch in Omaha. Prexy Herb Sandel announced the appointment. Sandel handles Ace, Argo, Ato, Atlantic, Checker, Kapp, Roulette and Warwick in this territory.

Dobey is an 11-year veteran of the distribution business, having served nine years with Leo Maxwell in Oklahoma City. He also opened the Decca branch and operated it for a year in that city and has managed the Decca outlet in Seattle.

**persistent**

**hoarseness**

**or cough**

...is one of the seven commonest danger signals that may mean cancer...but should always mean a visit to your doctor.

The other six danger signals are — Any sore that does not heal... A lump or thickening in the breast or elsewhere... Unusual bleeding or discharge... Any change in a wart or mole... Persistent indigestion or difficulty in swallowing... Any change in normal bowel habits.

For other facts about cancer that may some day save your life, phone the American Cancer Society office nearest you, or write to "Cancer"—in care of your local Post Office.

## Trotter and Adair Team On Musical

NEW YORK — John Scott Trotter and Tom Adair have joined forces to turn out 15 songs for a new musical titled "The Medicine Show." The book was written by Ted Hartman, son of Paul Hartman. The show has been in the works for the past year and marks Trotter's and Adair's first joint musical effort. Show is now making the rounds of the Broadway producers.

Trotter, now the slim musical director of the George Gobel Show and Warner Bros. Records ork leader, has been writing music for many years, even way back at the start of his long association with Bing Crosby on the Old Kraft Music Hall, which lasted for over 17 years.

Adair has had a show on Broadway, the revue "Along Fifth Avenue," which featured Nancy Walker and Jackie Gleason. Adair not only wrote such pop hits as "Everything Happens to Me," "Let's Get Away From It All," "Violets for Your Furs" and "The Night We Called It a Day" (with Matt Dennis), but also has been active as a comedy writer and special material writer for night club acts. Trotter and Adair hope to place the show with a Broadway producer before they plane back to the Coast next month.

## Del-Fi Sets LP Promos

NEW YORK — Del-Fi Records hopes to merchandise its album line, via a special promotional gimmick for each package, according to prexy Bob Keene.

For example, a new LP, "Masque d'Afrique" features an unusual African mask on the cover. Del-Fi is now manufacturing accessories (for men and women) imprinted with reproductions of the cover mask.

Another new Del-Fi album with built-in promotional possibilities is "The Many Sides of Pepino." The LP was waxed by Tony Martinez who plays the role of Pepino in the high-rated ABC-TV series "The Real McCoys." Del-Fi is setting a national promotional tie-up on the album with the show's sponsor.

During the forthcoming Christmas holidays Del-Fi will include personalized Mother and Father yule cards in its LP's, thus providing a ready-made Christmas gift package for parents.

## M-G-M Sets 'Hur' Tie-Ins

NEW YORK — M-G-M Records distribs here and in Boston, Philadelphia and Los Angeles were ready to tie in this week with openings of the M-G-M film epic, "Ben Hur." Disks of the "Ben Hur" score and accompanying display material were being rushed out to cash in on the ballyhoo attendant on the pic's opening in these cities.

Full color posters of scenes from the picture, 36 by 36 inch blow-ups of the album cover and window streamers are being sent to dealers. In New York, Al Levine of Ideal Distributors has set up displays in such shops as Gaiety, Tin Pan Alley, Strand, Colony, King Carroll and Capitol. M-G-M's Eddie Heller, meanwhile, has set up displays in Woolworth stores thruout the city. Heavy trade and consumer promotion is also in the works.

## Freed's 'Beat' Slot to Hayes

NEW YORK — Singer Richard Hayes, who has a daily deejay show with Stan Freeman on WCBS here, takes over Alan Freed's "Big Beat" show on WNEW-TV this week. Freddie Robbins has been assigned Freed's radio time on WABC.

The new "Big Beat" telecast will be packaged by the station. Teen-agers will continue to dance on camera and record artists will appear as guests but they will not lip-sync to their records. The show will continue to feature best-selling singles, but will include more ballads. Hayes will not give up his WCBS stint.

## Black, British Booker, Dies

LONDON — The death occurred last week of Solly Black, important member of the Lew and Leslie Grade organization. Black, aged 51, was engaged primarily with the booking of Continental artists into Britain and sending British attractions to many European countries.

Recently he arranged the successful engagement in London of the Marino Marini Quartet.

At one time a French boxing champion, he formed a theatrical agency with Richard Afton, now a BBC-TV producer.

Black was Lew Grade's brother-in-law, and is survived by his widow and a seven-year-old son.

**YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!**

ANNOUNCING OUR NEW LOCATION

SY OLIVER ENTERPRISES, INC.  
ORCHESTRATIONS - RECORDING SUPERVISION  
1619 BROADWAY  
SUITE 505  
NEW YORK 19, NEW YORK

JUDSON 6-6432



**ATTENTION, DEALERS!**  
IF YOU ARE INTERESTED IN DOLLARS FOR A \$CENT,  
Turn to the Back Cover of Audition!

**New! . . . New! . . . New!**

A Bigger and Better-Than-Ever

**AUDITION**

. . . to help you buy

. . . to help you sell

. . . to help you make more album profits!

(See Page 40)



from the desk of  
**IVAN MOGULL**

December 1, 1959

TO: Disc Jockeys, Program Directors & Librarians

Many thanks for your past cooperation in making my song,

"A WORRIED MAN"  
recorded by - The Kingston Trio  
A Big Hit!!

I also want to thank you for programing the songs from Broadway's hit musical,

"TAKE ME ALONG"  
words & music by - Bob Merrill

Your continued help much appreciated on my current new Christmas song,  
"BUON NATALE" means

(Merry Christmas To You)  
recorded by - Nat "King" Cole -- Capitol  
The Four Coins -- Epic  
Gene Autry -- Republic  
Sonny Bloch's Coraliers - N.R.C.  
BEST WISHES FOR THE HOLIDAYS.

*Ivan Mogull*

# DJ'S FLIP OVER 10-YEAR-OLD MISS. MISS

## *MPI Has Biggest Xmas Hit*

### 4 PRESSING PLANTS WORKING OVERTIME

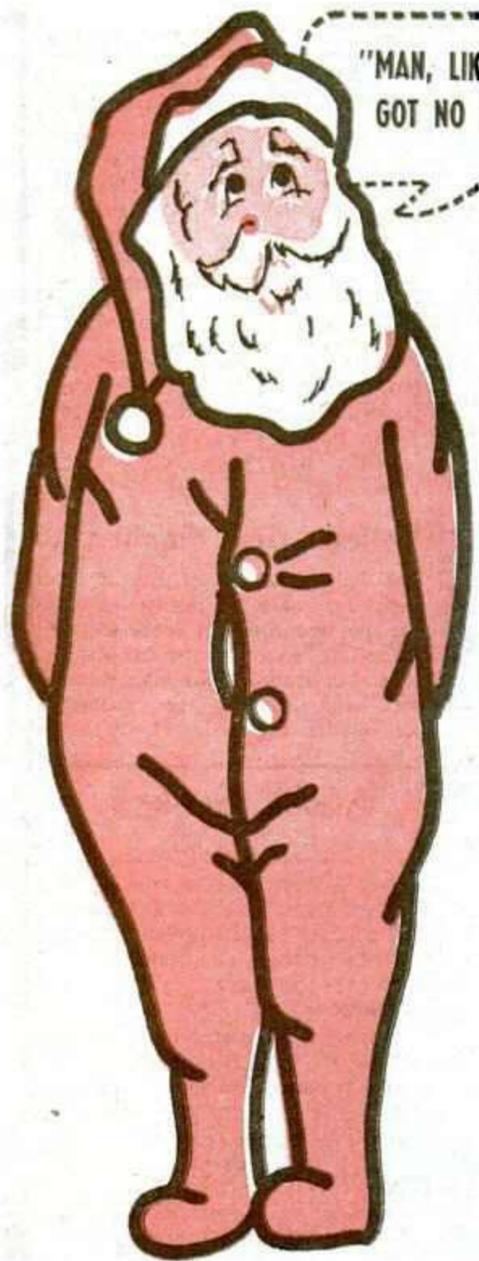
### 3 Biggest Sales Weeks Coming Up!

#### MPI DISTRIBUTORS

- Pelican Rec. Dist. New Orleans
- Alpha Rec. Dist. New York City
- Arc Rec. Dist. Detroit
- B&K Dist. Oklahoma City
- Choice Rec. Dist. Omaha
- Commercial Music St. Louis
- Eric Dist. San Francisco
- Essex Rec. Dist. Newark, N. J.
- Garmisa Dist. Milwaukee & Chicago
- Great Western Dist. Salt Lake City
- Hoosier Rec. Dist. Indianapolis
- M. B. Krupp Dist. Phoenix & El Paso
- Bill Lawrence Dist. Pittsburgh, Pa.
- Chips Dist. Philadelphia
- Leslie Dist. Hartford, Conn.
- H. Lieberman Dist. Minneapolis
- Record Sales Memphis
- Record Merchandising Los Angeles
- Scan Dist. Buffalo, N. Y.
- Schwartz Bros. Washington, D. C.
- Seaboard Dist. Albany, N. Y.
- Stanley Rec. Dist. Seattle, Wash.
- Sterling Dist. Cleveland, O.
- Whirling Disc Cincinnati, O.
- Daily Dist. Houston, Tex.
- Baker Dist. Dallas, Tex.
- Music Supply of N.E. Boston

- Mangold Dist. Charlotte
- Pan-American Denver
- National Dist. Birmingham & Atlanta
- Florida Music Sales Miami
- Southern Dist. Nashville
- London of Canada Montreal, Que., Can.

NATIONAL PROMOTION  
George Jay & Assocs.



# POOR OLD SANTA CLAUS

AVAILABLE IN FULL-COLOR SLEEVE MPI #1002



BY THE SENSATIONAL  
10-YEAR-OLD

# JERI KELLY

Personal Mgt.: **THURSTON WILKES**  
RICHMOND, MISS.



PHONE: RE 6-2536

P. O. BOX 565

COLUMBIA, MISSISSIPPI

Copyrighted material





**THEATRICAL AGENTS, MANAGERS, REPS . . .**

**locale at the center of SHOW BUSINESS in Mid-America**

**203 N. WABASH AVENUE**

Join the many Show Business leaders who find this modern, centrally located building ideally suited to their needs. Efficient office layouts in Single or Multiple units . . . only minutes from clubs, theatres, fine restaurants and shops, hotels . . . convenient to all transportation . . . ample parking facilities.

24-hour service—7 days a week. Air Conditioning optional.

Subleases available

Contact

**CHAS. G. GREEN**

203 N. Wabash Ave. Chicago 1  
RAndolph 6-3542

**CALIFORNIA'S**  
welcome to the world



**Miramar**

and NEW TOWER California's World-Famous Resort overlooking the Blue Pacific where Wilshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exciting new Venetian Room and Cantonese Room. Swimming pool Beautiful grounds and landscaped gardens. Rates from \$8. Write William W. Donnelly, Gen. Mgr.

Across the U.S.A. and in HAWAII  
**MASSAGLIA**  
CREST OF GOOD LIVING

JOSEPH MASSAGLIA, JR., President

MASSAGLIA HOTELS

- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherway
- CINCINNATI, O. Hotel Sinton
- HONOLULU Hotel Walkiki Biltmore

World-famed hotels  
Teletype service—Family Plan

**GOING TO NEW YORK?**

Stay at the  
**NEW HOTEL CHESTERFIELD**  
130 West 49th St.  
18 Floors . . . 600 Rooms  
AT RADIO CITY IN TIMES SQUARE



\$4 SINGLE

\$5.50 DOUBLE

**SPECIAL FAMILY PLAN**  
No charge children under 14

**AIR CONDITIONING TELEVISION . . . RADIO**

For booklet or reservations, see your travel agent or write direct to hotel.

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

## Coast Cleffers Meet Volcano

• Continued from page 4

the true interests of the membership. They will be under the gun and will not this time, as our president put it to me, move too slowly. For once the membership will have a strong influence on the way the consent decree is shaped. And the original purpose of the government, which was to protect the membership against the ruling conspiracy, will not be thwarted.

"All of us have been bombarded with talk of the enemy from without and the need for loyalty within. But it is precisely within our society where the root of our present troubles lie, and I cannot be loyal to corruption, wherever it may be."

Publisher Mickey Goldsen summed up his plea for a no vote by stating that "If you vote for the consent decree the evils that exist in the consent decree will be perpetuated. Almost everyone agrees that some changes are necessary. Let's make those changes now."

Publisher Jimmy Johnson (Disney Music) charged that Arthur Dean (special legal counsel defending ASCAP in the current government action) "is being paid by all of us ASCAP members, but he is representing only the board's point of view. There are sufficient inequities in the consent order to vote it down. Something better will come out of it for all of us."

Johnson's "blockbuster" of the evening came when he related an incident wherein he said, he complained to the board that the Disney "Mickey Mouse March" was not receiving proper ASCAP recognition. According to Johnson, Jermain Starr, ASCAP board member and head of the Warner Bros. firms, said that since the Disney firm is one of the larger companies it will receive more favorable attention than a smaller firm. Johnson said he turned down the offer, claiming he wanted justice for all and not special privilege. This, Johnson said, was an example of the manner in which the board treated its members. Healthy applause greeted the points made by these speakers, indicating a fairly strong following. But as spokesmen for the administration rose, crowd reaction seemed to tip in their favor. Even anti-decree champion Pober mounted the see-saw, and at times appeared to be swayed in favor of a yes vote.

### Litigation Threat

This was brought about when Paul Francis Webster raised the point that a no vote could tie up ASCAP's funds for at least four years. He told the group that in the event the decree were defeated, litigation would result. And once ASCAP is sued by the government, money collected by ASCAP would go into escrow until ASCAP's authority as a collecting agent would be clarified by the courts.

This point seemed to throw the majority assembled into the pro-decree camp including moderator Pober. Attorney and publisher Al Slesinger, however, branded this as another "scare tactic," and insisted that from a standpoint of pure law, it was impossible for the users of ASCAP's music to declare a moratorium on payments and in no way could its funds be tied up. This, he said, was as out of the question as the other "scare issue" that ASCAP would be dissolved if the decree were defeated.

When he was convinced in his own mind that ASCAP's funds could not become ensnared in legal red-tape, Pober returned to the anti-decree camp.

### Impassioned Plea

Most eloquent and impassioned among the pro-decree orators was Ray Gilbert who told the assembly that everyone who opposed the decree was attempting to "destroy the house my father built." Gilbert said the founders of ASCAP

were the fathers of our present day writers. They worked hard to build what today is the shelter which protects the writers. Any one challenging the solidity of this structure would destroy it.

Leo Robbins was also among the more convincing pro-decree speakers. On several occasions he rose to deliver telling blows to the opposing camp. He pointed to his 37 years in ASCAP and to the high rating he enjoys today. But, he said, when he first joined ASCAP, altho he had a hit, he did not reap the benefits that the newly joined writer today receives. It took years of hard work, he said, to get the present improvements and the new decree further liberalizes the benefits for the new and smaller members. These changes can come only in time and work and cannot be effected immediately. He concluded by pleading with the tunesmiths to "write instead of fight," and thereby receive a greater share for their talents.

### Newcomers Scored

Harry Ruby charged that the Johnny-come-lately in ASCAP refuses to go thru the sweat and toil which he and the other older members had to encounter to prove their worth. In every field, he said, pointing to the medical and legal professions, members have to go thru years of training and apprenticeship before they are brought into the fold as a full-fledged member. These barriers have been removed from entry into ASCAP and now the writers who have little to offer are out to destroy what the older members had worked so hard to build.

The group which gathered at 8 p.m., finally dispersed after 2 a.m. Diane Lampert, one of the anti-decree writers who was instrumental in calling the meeting said she seriously considered sending the hotel bill to ASCAP comptroller George Hoffman since the end result seemed to benefit the Society's administration more than the group which opposes it.

## FCC Names

• Continued from page 4

Broadcasting System, Inc., American Broadcasting Company, Mutual Broadcasting Company, Westinghouse Broadcasting Company, National Association of Broadcasters, American Society of Composers, Authors and Publishers, Storer Broadcasting Company, Springfield Television Broadcasting Corporation, Television Code Review Board, National Association of Broadcasters, Association of National Advertisers, American Association of Advertising Agencies, Advertising Federation of America, Association of Better Business Bureaus, Inc., National Association for Better Radio and Television, Federal Communications Bar Association, Professor Charles Siepmann, School of Communications, New York University; Eric Larabee, Executive Editor, American Heritage, Inc.; Professor Paul Lazarfeld, Visiting Professor Harvard Business School.

CHICAGO - Custom Record Sales Department of RCA Victor here had an open house celebration last week to mark the re-opening of the firm's recording studio. About 300 attended, including TV, radio and diskery execs. The rebuilt studio now contains advanced stereo recording equipment similar to that installed in RCA's New York, Hollywood and Nashville studios.

The opening of the Chicago studio marks completion of RCA's three-year program of rebuilding and re-equipping its studios with latest facilities.

## Own U. S. Outlets For Mexican Firm

New York — The Corporacion Nacional Electronica, (CNE) one of Mexico's largest indie manufacturers of records will set up its own distribution outlets in the United States early next year. The firm has three labels—Orfeon, Dimsa and Maya.

Mercury Records, which is represented in Mexico by CNE, has a first-refusal contract on CNE disks, so when CNE establishes national distribution here the firm will drop from its direct sale catalog any numbers Mercury wishes to handle. Initial distribution will concentrate on the West Coast and Southwest, which are deemed to be the best outlets for CNE platters.

Meanwhile, CNE has completed the second of three studios, described as "the largest in Latin America." The firm represented RCA Victor in Mexico for 25 years until RCA Victor withdrew its distribution and set up a local operation in 1957. Since that date CNE has produced over 200 LP's (regular and low-priced) and 1,000 singles.

Among the labels which will shortly be distributed by CNE are Pye, England; Barclay, France; Columbia, Spain; Ariola, Germany; King, Japan; Fidelity, Greece; Ar-tone, Holland; Victory, Belgium; Bataan, Philippines, and Trutone, South Africa.

Orfeon also produces its own TV musical series, which is syndicated thruout Latin America. The show, which previews the label's weekly output of new singles and albums,

## Valletti Disk Planned

NEW YORK — RCA Victor in February plans to release an on-the-spot recording of tenor Cesare Valletti's Town Hall recital of October 16, according to Alan Kayes, Red Seal a.&r. manager. Concert was lauded highly.

## AGAC Seeks

• Continued from page 4

beled "impossible" the type of legislation asked by the ASCAP songwriters in their fight against ASCAP music. He rejected the Smathers (D., Fla.) bill as "bad legislation."

Richard S. Salant, CBS veepee, during the Smathers hearings last year, produced evidence showing that "year in, year out, an overwhelming proportion of music we (CBS) play is ASCAP (rather than BMI)."

Meanwhile, Robert W. Lishman, chief counsel of the Harris Committee, reportedly will come to New York this Tuesday to take personal charge of the payola probe.

Lishman reportedly plans to have the personal and business records of prominent TV performers investigated in an attempt to discover if any of them have participated in "cut-ins" on tunes they have recorded or performed on television, as claimed by some publishers and record companies. He also will check on publishing and recording company ownership activities of TV stars.

## SHAWNEE STANDARDS

**"ONE LITTLE CANDLE"**

Current Recordings:

Perry Como—Victor  
Jane Frohman—Capitol  
Leslie Uggams—Columbia  
Fred Waring—Decca

**Shawnee Press inc.**  
New York Office: 157 W. 57 St., N. Y. 19

## GREAT HITS!

**BOURBON STREET BEAT**

WARREN COVINGTON  
DECCA #9-31010

**SEASON'S GREETINGS**

MITCH MILLER  
COLUMBIA #48888

MUSIC PUBLISHERS  
HOLDING CORPORATION

Mills  
**HIT REMINDERS**

**SCARLET RIBBONS**  
★ THE BROWNS  
RCA Victor 47-7614

★ ENOCH LIGHT  
Grand Award 45-1035  
MILLS MUSIC, INC.

ONE OF THE GREAT ALL-TIME PROGRAMMING STANDARDS

**MELODIE D'AMOUR**

RAVEN MUSIC

1650 Broadway New York City

Tommy Sands  
**"YOU HOLD THE FUTURE"**  
Cap #4316

**CENTRAL SONGS, INC.**  
6208 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hollywood 1-9347

**UNFORGETTABLE**

BY  
**DINAH WASHINGTON**  
MERCURY

**BOURNE INC.**

(ABC MUSIC CORP.)

136 West 52d Street

New York 19

AD  
DEADLINE  
DECEMBER

7

Only a week to go (or less)

to get your important ad in...

## NIGHT CLUB REVIEW

### Brown's Nitery Act Packs Promise

The Browns, RCA Victor recording artists who have put together two back to back hit singles, previewed their night club act at The Shell House on Long Island last week. Jim Edward, spokesman for the group, tho a little nervous, won out with his country styled sincerity. The large room was nearly full and the Browns gave them an entertainment-packed 35 minutes of songs that included their hits, "The Three Bells" and "Scarlet Ribbons" plus other well chosen tunes like "Stars Get in Your Eyes," "It Takes a Worried Man," "Party Doll" and "Gotta Travel On."

Keeping it simple and sincere, Jim Brown and his two sisters will have to add to their repertoire for future bookings. They were called back a few times and had to beg off because "we have nothing more prepared." This highly experienced group, long known in the country circles, can easily work their way to top billing in large niteries in a very short time.

Tom Noonan.

\* \* \*

## LEGIT REVIEW

### 'Fiorello' Top Song-and-Dancer

"Fiorello" is one of the brightest and freshest musicals in many seasons. The score, sets and performances all rate superlatives.

The story traces the late Fiorello LaGuardia's life thru his career as a congressman to his successful election to the mayoralty of New York on his second attempt in 1933. His kindly effort toward others, his friends, admirers and supporters and his political vicissitudes are perfect for a musical treatment.

The dances and songs are interwoven into the book with natural ease. Most of the performers, except for Howard Da Silva and thrush Eileen Rodgers, are unknown. However, Tom Bosley as La Guardia achieves an amazing physical and vocal resemblance, and Pat Stanley, Patricia Wilson and Ellen Hanley are vocal and visual charmers.

The tuneful score boasts several hit parade possibilities, especially "Till Tomorrow," a lovely waltz. Other songs in the attractive score can become standards.

Capitol Records will release the original cast album, and it should be a runaway seller.

Howard Cook.

## Playboy Mag's Brainstorm

• Continued from page 4

tered weeks. With this incentive in mind, Chez owners, according to Lownes, have agreed to guarantee the Playboy festival against loss and they would share 50-50 in the profits.

Admissions would sell at about \$4.40. Additional revenue would come in a manner that may cause other night club enterprisers to blink in awe. Since there would be no tables, food would be served from a lobby buffet. Vendors—possibly in the form of pulchritudinous damsels—would stroll the aisles selling stuff, no not Cracker Jack and pretzels, but vodka and tonic, Scotch and soda, and that there kind of stuff, at a buck a throw. Such thirst quenchers would be served, said promotion man Lownes, in Playboy Jazz Festival paper cups.

The show would change every week, playing seven nights, Lownes said. Budgets would run, he estimated, from \$15,000 to \$20,000. One line-up now being planned, which would run higher than that

vis Jr., Count Basie's Ork with Joe Williams, the Lambert-Hendricks-Ross vocal group, Bud Schenk Quintet and Chet Baker.

All talent contracts would be signed by the Chez management, so certain acts obligated to exclusive plays at the Chez would be able to perform at the festival. This procedure is also calculated to capture talent at night club prices.

On another front, the magazine's venture into TV is going national. "Playboy Penthouse," an informal party-format show emphasizing jazz celebs, which bowed locally on WBKB has sold to seven other cities. By December 5, it will be carried on WABC, New York; KTTV, Los Angeles; KTVI, St. Louis; KMBC, Kansas City; WEWS, Cleveland; WLW, Cincinnati; and KFJZ, Ft. Worth. The show, syndicated on tape, besides featuring an array of real live chicks, also features on-the-air consumption of real live liquor. This fact has led to expressions of panic from some noted critics.

To launch the mag opens an

## Merchandising Market Key, Says E. Wexler

NEW YORK — Elliot Wexler, who has helped pioneer many new merchandising techniques for the record industry (he was one of the early record men in the rack jobbing business), stated this week that the record industry could up its total business by \$100,000,000 per year by utilizing some of the newer merchandising methods that are being used in other fields. Wexler, who is now a merchandising consultant for record companies as well as consultant to Echo, the sight and sound magazine, noted that the record industry now, as never before, is looking and experimenting with new marketing ideas.

Wexler stated that manufacturers have to shape their product to fit the market they want to hit. He pointed to the Benny Goodman three LP "Treasure Box" pack and the Connie Francis six LP release (country, Christmas, Folk, pop, etc.) on M-G-M Records as some of the new type of packages he was talking about. He noted that records are in competition with every other entertainment product, from television to movies, and theater and night clubs, and including sports, books, etc. He said that record manufacturers have to make their product more attractive and desired in order to pull sales away from these competing products.

Some of the new merchandising concepts that record manufacturers have developed in recent years said Wexler were the record clubs, supermarket record racks, etc. He said that the Benny Goodman-Westinghouse records, which sold in appliance stores only, was another new type of record sales concept. He noted that the Westinghouse-Goodman set sold over 250,000, even tho it sold in entirely different channels than those thru which records usually are offered.

ultra-smart-smart saloon, called the Playboy Club, which will house what will undoubtedly be the world's most tantalizing juke box. Allied Radio Corporation is installing a super-duper hi-fi system. Bins of records will contain only those albums—absolutely no singles, oh mercy no—which have been favored by an approving review in the magazine. Once the customer makes his choice, the record will be fetched and needed by a luscious playmate wearing just about enough to cover from here to here.

The Chi-located club will be owned and operated by the magazine, but carbon copies of it, juke box and all, will be franchised to other culture-minded cities across the country.

## Sound Off!

If you have something on your chest and want to let the rest of the industry know about it, send your opinions to The Billboard Letters Editor, 1564 Broadway, New York 36, N. Y. All letters must be signed. However, names may be withheld upon request, at the discretion of the editor.

### Disk Jockeys and Cranberries

To the Editor: Recently, a chemist discovered that a chemical used in a weed-killer sprayed on cranberries could, in large enough quantities, cause cancer in rats! So the news was immediately flashed, out of proportion, and the entire nation goes on a cranberry-free diet, out of fear. Even tho this same chemist also said that a person would have to eat 15,000 pounds of sprayed cranberries per day, for years, to become ill from them!

Now, the news is flashed across the country that disk jockeys accept "payola," or bribes for playing or "pushing" certain records in order to build them into hits! But again, let's get things in proportion! No doubt it can be proven that a few, maybe a few dozen of the highest-paid disk jockeys on the largest stations in the "key" cities have, in the past, accepted such "payola" from record companies or publishers. But why condemn the entire radio broadcasting profession for the mistakes of so few? Actually, as music industry men will admit, there are a few "key" or "important" cities in breaking a new record for a "hit." Cities such as Cleveland, Detroit, Pittsburgh, New York and Chicago. And no doubt the record companies and publishers continually attempt to bribe, in some way, the top dj's in these cities.

But there are well over 4,000 radio stations in the United States. Every station has several disk jockeys. And I have yet to hear of one single dj outside a "major" city who was offered or accepted any advance "payola" of any kind! Perhaps the dj's receive a Christmas card or some homemade cookies from a grateful listener because the dj played some music the listener liked. But no money or gifts in advance to play a certain tune or record!

Now, even if it's proven that 100 of the "bigger" disk jockeys are guilty of accepting some money or other gifts from "grateful" record-pluggers, that would still only be 100 out of at least 10,000 disk jockeys, or less than 1 per cent of the profession! And this does not count all the other

personnel of all the radio stations in the land! Why disgrace an entire profession for the mistakes of a 1 per cent minority?

Consider this fact also: It will be readily admitted by any top industrial executive or businessman, that in any important business there exists a situation in the top ranks of that business where the attitude of "you-do-a-favor-for-me . . . I'll-do-a-favor-for-you" is accepted as common practice. A distributor of food or hard-goods will give his retail outlets substantial additional financial discounts if that retail outlet will push his product for more sales! Quite often, a top salesman for a company or of a product can expect lavish Christmas gifts or even bonus money from the parent company for successfully placing that product in the hands of more customers. Are these businesses and industries "whipped" in public for these practices of a limited few?

Let's put "first things first!" Let's keep the news in proportion! Perhaps the headlines should read: Ninety-Nine Per Cent of Disk Jockeys Don't Accept Payola.

And, after all, the public itself is always the last and final judge. If the public doesn't like a "bad" record a major dj is "pushing," the public can always turn the dial to another station!

Quentin W. Welty

General Sales Manager

WWSI & WRAD, Wooster, O.

Member: Board of Directors, Disk Jockey

Association, Inc.

National Academy of Recording

Arts & Sciences

American Federation of Musicians

Broadcast Music, Inc. (writer)

## M-G-M Pacts Half Dozen New Acts

NEW YORK—M-G-M Records added a flock of new acts to the label this week. In addition to the half dozen names pacted to the parent M-G-M firm, two more performers were inked for the subsidiary Cub label.

New to the M-G-M fold were the Laurie Sisters, Johnny Ferguson, Enzo Stuarti, Garry Wells, Kenny Lee Martin and Ron Murphy. Singles by the latter two have already hit the market. Willie Jones and Buddy MacGregor, meanwhile, were signed for Cub.

## Heston Cuts Bible Wax

NEW YORK — Vanguard Records is releasing two LP's featuring actor Charlton Heston in reading from the first Five Books of Moses from the Old Testament. One recording is titled "In the Beginning" the other "Out of Egypt." With Heston starring in the new flick "Ben Hur" the label is going on an all out promotional kick with the new LP's.

Among the promotional devices lined up by the diskery are a concert tour with Heston and the Robert DeCormier Choir in major cities of the U. S., free sets going to ministers, priests and rabbis all over the country, and extensive advertising, both regular and co-op. The label is making up a 12-LP pre-pack, which will be available on a 60-day consignment deal—payable after January 1. There is also a counter display for dealers which contains two each of the LP's.

more than

60

... ongoing specialities. Come aboard now... earn while you learn a trade of the future.

NAVY

# Billboard's famous year-end Programming and Talent Buying Guide



**in the new, conveniently-sized 8 1/2 x 11 special slick-stock section that will be read, used and referred to for months and months and months.**

This is it—the biggest, strongest Billboard music-record-artist issue of them all.

This is the issue in which everyone who means anything to the record business says "thanks" to the industry for a great '59... and starts swinging for a still greater 1960.

This is the one and only place where you can reach them all... the buyers and users of singles and albums... the people responsible for selecting talent for personal appearances (at home and overseas), for television and for movies... and the columnists and editors who mean so much to your publicity and exploitation program.

You'll never find a better advertising buy anywhere at any time. So start planning your most powerful ad message now for Billboard's Famous Year-End Programming and Talent Buying Guide.



**and with 7 big extras at no extra cost!**

- EXTRA!** Advertisers (recording artists only) using a page or more to get **FREE picture and caption** in addition to regular full biographic listing in the important "Today's Top Record Talent" section. **...at NO extra cost!**
- EXTRA!** A **second color (orange)** to give artist advertisements of one page or more the greater eye appeal, attention value and excitement of 2-color reproduction. **...at NO extra cost!**
- EXTRA!** Valuable distribution to more than 250 **television producers and advertising agency executives** who are responsible for star and guest talent on major network tv shows. **...at NO extra cost!**
- EXTRA!** Special distribution to the **music and entertainment columnists** of over 500 leading newspapers and magazines with total readership exceeding 30,000,000. **...at NO extra cost!**
- EXTRA!** Special mailing of complete copies to over 200 **Hollywood motion picture executives**, the producers of films for release through theatres as well as on television. **...at NO extra cost!**
- EXTRA!** More copies to all of the **big buyers of talent overseas**... some 200 to 300 in all, including the owners and operators of such important locations as London's Palladium, Paris' Olympia Theatre and Glasgow's Empire. **...at NO extra cost!**
- EXTRA!** A very, very special 2-page, 2-color spread rate that delivers **exceptional "show-stopping" impact** at a fantastic, once-in-a-lifetime discount. A total regular-rate value of \$1425 (including the special orange) for only \$750! **...BIGGEST BARGAIN OF THEM ALL!**

## M-G-M-Philco Deal Off to Good Start

Diskery's Distribs Proving That Phono Product Can Be Successfully Promoted

By REN GREVATT

NEW YORK — Indie record distributors can successfully handle the distribution of phonograph products. That's the conclusion reached upon review of the first three months of an operation whereby a number of M-G-M Records distributors are distributing radio and portable phono equipment of the Philco Corporation.

The deal was announced by Philco spokesmen earlier this year at a convention of M-G-M distributors held at Nassau, BWI. In a move frankly aimed at getting dis-

tribution of transistor, portable and clock radios as well as phono units up to the top-end portables, in record stores, the line was offered M-G-M distribns on a non-obligatory basis.

### Good Results

Since that time, 18 of the diskery's 32 distributors have taken on the Philco line. Results in general appear to be extremely favorable. Charlie Hasin, M-G-M sales chief, indicated this week that particularly in the West Coast areas the results of the deal have been ex-

(Continued on page 16)

## Webcor to Bow 3 New Tape Recorders

CHICAGO — Webcor intends to introduce three new tape recorders next year, one a large size economy model, another for use in classrooms and speech laboratories, and a third to be manufactured in a foreign country, probably Japan. The imported tape recorder is to be a small, lightweight model. These facts were given out by John Ibrig, director and executive vicepee of the large phono firm.

Webcor exec H. R. Letzter, vicepee and sales director, claimed at the meeting that Webcor sales of recorders were up one third for the period ending October 31, as against the same period a year ago. He also averred that Webcor is selling from 30 to 35 per cent of all tape recorders to consumers. He said that RCA Victor, by the "premature introduction of a new concept in tape recorders," hurt Webcor and all other magnetic tape recorder manufacturers, and said that it wasn't until January of 1959 that the firm really started to sell tape recorders again. The sales chief also noted that the introduction of stereo had confused the phono business, and said that Webcor "went thru quite an ordeal with this changeover to stereo..." By January 1960, stated Letzter, Webcor expects to have a tape deck listing at \$225 as an electronics component for distribution thru the hi-fi trade.

## Transistor Sales Leap

WASHINGTON — The Electronic Industries Association reported last week (26) that factory sales of transistors during September set a new all-time monthly record.

Sales during that month totaled 8,652,526 units, more than twice the number of units sold during calendar 1955. Cumulative sales during the first nine months of this year exceeded the total number of transistors sold during calendar 1958, the association said. In 1958, total factory sales were 47,051,000 units, valued at \$112,730,000. For the first nine months of this year, some 57,910,513 units have been sold, with a value of \$154,337,518.

## SPACE DRAWINGS FOR FRISCO SHOW

HOLLYWOOD — San Francisco's hi-fi show exhibitor drawings for room assignments will be held on Friday (4) at that city's Whitcomb Hotel. According to Jim Logan, the show's exec director, exhibitors eligible in drawing for space must have signed space contracts prior to that date. Show will be held at the Cow Palace on January 23 to 26.

The show will be sponsored by the Magnetic Recording Industry Association, marking the first time MRIA has staged an affair of this kind. Altho it will be held under auspices of MRIA, it will be an all-industry event in its scope, including participation of all segments of the hi-fi industry.

## Walco Scoffs End Of Sapphire Styli

EAST ORANGE, N. J. — Clevite Walco, manufacturers of phono needles and a line of phono accessories, is looking forward to healthy increases in needle volume in 1960. And despite reports from other quarters that attempts may be made to obsolete the sapphire tip, Walco sees much business ahead in both styles, with no diminution in the low-end sapphire market.

"It's all very well for some manufacturers to discuss the so-called coming end to the 'sapphire market'" (see The Billboard, November 23 issue), Herb Bodkin, Clevite Walco sales chief said, "but I can tell you that more than half of our sales are still in sapphire needles and with the continuing volume of low-priced phonos being sold, the market should certainly hold up. And naturally there is a great replacement market for these needles anytime."

"There is still enough difference in price between diamonds and sapphires to maintain the market. We believe that no matter how hard you try to sell the diamond, some people will still want the lower priced item, no matter how often they have to replace it."

Bodkin noted that the company will plunge into a large-scale promotion and merchandising cam-

paign early in 1960 with the expectation of a continued heavy sales volume in both diamond and sapphire-styli.

## Decca Climbs 4-Track Tape Bandwagon

HOLLYWOOD — Decca Records will make its product available in four-track stereo tape form, according to an agreement concluded last week with United Stereo Tapes, Ampex Audio's subsidiary. Tape will be distributed by UST as well as Decca's own distribution organization. Label becomes the 24th to join UST's roster of recording companies whose stereo catalogs are being issued on quarter-track tape.

First Decca tape release is scheduled for December 1 and will consist of 12 selections. These include the original motion picture soundtracks to "The Eddie Duchin Story" and "Around the World in 80 Days" as well as Wayne King's "Dream Time," the Ray Charles Singers' "Sunrise Serenade," Tommy Dorsey's "Tea for Two Cha Cha," the Sammy Davis Jr.-Carmen MacRae "Porgy and Bess" album, "Cavalero With That Latin Beat," the Sal Salvador Quartet's "Colors in Sound," Sabicas' "Furioso," Alfred Newman's "Magic Island," the original cast album of "Destry Rides Again," and the Don Cossack Choir's "Russian Fair."

Four-track tape packages will list at \$7.95 with two-track versions to be available at \$10.95.

## Motorola Stereos Up

CHICAGO — Edward Taylor, exec vicepee of consumer sales for Motorola stated this week that distributor sales to dealers of Motorola stereo sets were up 80 per cent over last year, as of November 6. He also stated that the best selling Motorola units were in models selling from \$300 to \$400. He added that sales in the top end of the line, and the Drexel line, were also very satisfactory.

## Audio Feedback

U. S. phono-radio dealers, altho a primary sales channel for Japanese electronic goods, are often unaware of the scope of the bitter commercial rivalry developing between American and Japanese manufacturers in the past two years. Domestic manufacturers are doing a not-so-slow burn, and Washington officials are developing a fine set of migraines trying to find an answer that will please everybody.

A whole U. S. consumer market is threatened, U. S. firms contend, by the flood of neatly packaged, competitively priced transistorized portable radios bearing the "Made in Japan" label. The growing rivulet of Japanese-made transistor phonos and audio components, chiefly arms, turntables, low-priced tuners and speakers, are also being viewed as a cause for alarm by U. S. industry.

America is not the only country suddenly facing Japanese rivalry. From a standing postwar start, Japan's electronics industry (partially with U. S. technical assistance) has become the fourth largest in the world. Its total level last year, in terms of U. S. dollars, was nearly \$500,000,000, of which somewhat more than half was in consumer products. Only the U. S., Great Britain and West German electronics industries still out-pace the Land of the Rising Sales Curve. In the first quarter of this year, Japan manufactured over 1.2 million transistor radios (worth, in Japan, some \$20 million).

To keep its electronics industry booming, Japan is exporting like mad. Principally, the exports come in two forms: Consumer goods, such as radios, phonos and audio components, and industrial and broadcasting gear. The U. S. is the biggest customer, receiving about 50 per cent of all Japanese electronic exports last year, and somewhat more than that so far this year.

This is where the howls begin. Japan has captured at least 25 per cent of the U. S. market in transistor portables, and can compete with U. S. radio makers up and down the line in price, quality, appearance, service and variety. Last year nearly \$18 million worth of Japanese radios went on the U. S. market. In the first half of this year alone, \$17.5 million worth—nearly double the volume rate of 1958—were imported. Just three years ago the import level was a mere \$2.6 million annually.

Japan hasn't really concentrated on the U. S. packaged phono market—yet. But the invasion has begun, and the feelers are out. In 1957 a mere \$7,000 worth of Japanese phonos, primarily small portables, were imported by the U. S. In 1958 the figure had jumped to nearly \$60,000. This year it'll be at least \$300,000 by latest estimates. Next year and the year after is anybody's guess.

The tendency of the Japanese to zero in on a segment of the electronic industry that fits their own manufacturing abilities is beginning to draw considerable fire in this country. A group of top manufacturers (Arvin, Sylvania, CBS Electronics, Radio Development & research, Clevite, Tung-Sol) has complained to the Office of Civil and Defense Mobilization that the free-wheeling Japanese invasion is "undermining" the defense capacity of U. S. industry—a serious charge. By CBS Electronics' estimates, "40 per cent of the U. S. market" in transistor radios may go to the Japanese in 1960 unless checked.

Facing possible tariff hikes in this country, the Japanese may themselves put the brakes on the flow of "Made in Japan" electronic products, in the form of self-imposed quotas and controls. Earlier this month, they also received a not-very-subtle hint from the U. S. Embassy in Tokyo that the Japanese policy of restricting imports of U. S.-manufactured products (including electronic) while exporting freely to the U. S. was "a very dangerous game."

Dealers can expect to see the U. S.-Japan electronic sales battle remaining fairly lively, however. Both sides are making new moves in attempts to win the U. S. market. Due to start soon in five national magazines and in major-city newspapers, for example, is an ad campaign by Chicago's Sampson Company, distributor of the transistor products of Hitachi Company. Japan's biggest single manufacturer of transistor radios and components. Object: To get a bigger slice for Hitachi of the U. S. radio market, even with special controls imposed by the Japanese.

U. S. manufacturers have a few tricks of their own up their sleeves. Since wages paid to skilled Japanese labor in the radio-phono field are about one-fifth of what they are in this country, some U. S. firms are exploring the same kind of manufacturing, co-production deals long pioneered in other fields (such as Benrus Watches, whose timepiece works are made in Switzerland altho cased and merchandised in the U. S.).

Magnavox, for example, is currently launching a line of six-transistor radios, made for Magnavox in Japan and carrying a top retail price of \$34.95, in addition to a pair of battery-operated stereo phonos. Columbia's new Model C-610 Transistor Convertible (see The Billboard, October 26) is actually made in West Germany. Emerson, Motorola and others are involved in, or exploring, similar U. S.-Japanese deals. And Admiral, RCA and Zenith are fighting back with competitively priced all-U. S. transistor models. From the dealer standpoint, the battle is just beginning.

*The Nation is Cheering*

# JONI JAMES

*New Smash Release*

**LITTLE  
THINGS  
MEAN  
A LOT**

**I  
LAUGHED  
AT  
LOVE**

Picked as a hit by  
all trade papers

Orchestra and Chorus  
under the direction of

ACQUAVIVA  
MGM K12849

**MGM** Records

1540 BROADWAY, NEW YORK 36, N. Y. JUDSON 2-2000



free  
new  
Dealer  
catalog



listing the  
many hundreds  
of selections  
now available  
on all labels

4-track  
stereo  
tape

send coupon  
below

please rush new catalog and facts  
on how to make money with 4-track:

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY & STATE \_\_\_\_\_

UNITED STEREO TAPES   
1050 KIFER ROAD • SUNNYVALE • CALIFORNIA

## M-G-M-Philco

• Continued from page 14

cellent. "Lou Lavanthal of C and C Distributors in Seattle as of three weeks ago, had re-ordered at least four times his original order," Hasin said.

"In San Francisco, Al Bramy and Tony Vallario of Melody Sales Company have re-ordered at least that quantity and probably a little more, which certainly presents a good picture," Hasin noted. At the time of the original presentation, Philco people stated that depending on performance, distributors involved would one day likely get a chance to take on the entire Philco phono line, including the big ticket, high-end console models. It is believed now that both C and C and Melody sales will apply for the entire line shortly on the basis of successes to date.

Beyond this, a successful initial effort has been reported from Ed Barsky of B. Barsky Distributors, Philadelphia. Barsky has re-ordered a number of times already, according to sales reports. The company is well pleased, in addition, with sales instituted by Music Suppliers, Inc., of Boston.

One reason given for the unusually good results on the West Coast has to do with pricing. West of the Mississippi River, there is a normal additional tab placed on the retail price. Yet the cost of shipping the product to these territories is less than the addition to the list price. Therefore, there's a slightly bigger markup in the West.

Hasin was enthusiastic on the matter of TV coverage on last September's Miss America telecast from Atlantic City, sponsored by Philco. Despite a breakdown in TV transmission equipment which resulted in a partial blackout of the commercial, the spot seen on screen showed a Philco model surrounded by a fan of M-G-M album covers. It was also noted that display material furnished M-G-M distributors thru Philco were colorful and elaborate and showed clearly the tie-in between the two product lines.

M-G-M has been enthusiastic about the arrangement too, because of the opportunity it affords some of the smaller distributors to hire additional salesmen. "Where formerly in some outlying territories with a lot of space to cover, a salesman would only be able to reach an account every three or four weeks, adding salesmen makes possible much more frequent contact. This helps the distributor, M-G-M and Philco," it was said.

### Philco Enthusiastic

At Philco, meanwhile, spokesmen were equally optimistic. Underscoring the favorable initial results in the West, Jack Kane, manager of market development for electronic products, pointed out that Atlanta, too, has shown good early indications. He also noted that newly named M-G-M distributors in Memphis and St. Louis have recently taken on the Philco line, tho the relationship is too new in those sectors to show concrete results.

Kane said that tho results across the board are perhaps spotty so far, this was to be expected in view of the problems of sales orientation on the new line. In the initial presentation, this problem was brought to the attention of distributors. He pointed out that in a word, "The shakedown cruise is now nearing a close. Next year we'll really be ready to roll in high gear." He added that a heavy trade and consumer ad, promotion and merchandising program is being planned now for kick-off after the first of the year. This will encompass point of sale, magazines and TV.

Success of the new dimension of sales strategy was seen in light of the fact that prior to the new arrangement, the bulk of Philco distribution, as in the case of many equipment manufacturers, was thru appliance stores. The company admittedly was reaching only about

## Boom on FM; '59 Sales Near 1½ Mil Unit Mark

NEW YORK — FM is booming. This is the opinion of many astute traders who note that FM, considered dead in 1954, has been growing so rapidly over the past two years that close to 1,500,000 FM receiving units are expected to be sold this year. Altho sales figures about FM are hard to obtain, it is estimated that the following sales breakdowns on FM are fairly reasonable: Hi-fi phonos with FM, close to 600,000; FM radios and AM-FM radios, 550,000; FM tuners, 150,000; imported FM receivers, about 100,000.

During 1959, sales of foreign-manufactured FM receivers, and FM-phono combinations declined. This is attributed to the availability of the American-made FM product in many price ranges and styles. The obvious reasons for the growth of FM is in the ever-growing hi-fi audience and the increasing interest in serious music. The good reception provided by FM has helped its growth with this audience. Some observers also attribute the growth of FM to the pop hit music played on so many AM stations.

## GE Debuts Audio Dep't

BRIDGEPORT, Conn. — General Electric has combined its phonograph and audio components operation into one over-all audio products section. Charles J. Coward has been named general manager. Coward joined GE in 1954 and has served as marketing consultant in New York since that time.

Hershner Cross, general manager of GE's radio and TV division and acting manager of the radio receiver department said that the establishment of an audio products section ties together organizationally the two product lines of phonos and high fidelity components. Phonos come out of the firm's Utica plant while components are manufactured in Auburn, N. Y.

## New Stereo Demo Disks

CHICAGO — Two more major names in the electronics consumer field have released stereo demo disks and sales tie-in packages for use with two-channel disk playback instruments. W. E. Laswell, Motorola's radio-phono sales mahoff, announced availability of two eight-LP packages (one classical and one popular), to dealers, while Magnavox, Ft. Wayne, Ind., is releasing to its dealers a single 12-inch stereo demo disk. Magnavox disk is made up of a dozen excerpts from Connand and Grand Award stereo LP's.

## Cap to Deb

• Continued from page 14

cluding plug-in cartridge and diamond stylus. The stereo amplifier offers push-pull output for each channel, delivering 105 decibels sound output. Control panel design incorporates a loudness control aimed at correcting frequency response at low listening levels, bass, treble and stereo balance controls, using a push-pull on-off switch. Console comes in hard-finished cabinets in natural mahogany and Scandia walnut. Power is 165 watts.

5 per cent of all record stores with its products. Now this percentage has been markedly stepped up via the new M-G-M set-up.

There has been a great increase in the sales of inexpensive FM sets. Granco has jumped into competition with Zenith via its inexpensive (\$29.95) FM-only unit. Zenith is still believed to be the number one FM manufacturer, making a full line of FM-only sets, AM-FM sets and AM-FM consoles. Zenith expects to have its most profitable year ever in 1959 out of FM, and actually expects to double 1958 sales.

Granco expects to hit a sales total of 250,000 FM sets this year, with the \$29.95 set the backbone of its sales. Granco is also selling its \$19.95 FM tuner in large quantities and expects sales of this model to climb greatly in 1960. At the moment the firm says it's having a hard time keeping up with orders.

## UST Skeds 8 Yule Stereo Tape Packages

HOLLYWOOD — United Stereo Tapes, the Ampex Audio subsidiary distributing 7½ i.p.s. four-track tape, will greet its first yuletide season with eight stereo tape packages. UST is offering dealers a 100 per cent exchange privilege on its Christmas release.

Items include George Greeley's "Best Loved Christmas Piano Concerto" (Warner Bros.), Roger Williams' "Christmas Time" (Kapp), the Surfers' "Christmas From Hawaii" (HiFiTapes), George Wright's "Merry Christmas" (HiFiTapes), Town Pipers' "Christmas Greetings" (HiFiTapes), Wally Stott's "Happy Holiday" (Warner Bros.), Vienna Choir's "Christmas in Stereo" (Omegatape) and Richard Purvis' "Music for Christmas" (HiFi Tape).

Exchange privilege will be in effect from December 26 to January 15. All packages list at \$7.95 with exception of the Omegatape selection which retails for \$6.95. Dealers will receive standard markup of 38 per cent with exception of Kapp which is 33½ off of list.



"Forget that lousy ruby, Ed. Let's pry this Jensen cartridge loose."

The Big Hits  
Are On  
Today's Hit  
Trademark





## Choose From Exciting Brand-New Hit LP's

**DANCEABLE DIXIELAND JAZZ:** Riverboat Shuffle, When the Saints Go Marching In and other stellar two-beat instrumentals by the top new name in the Bourbon St. tradition. DAVE REMINGTON AND HIS DIXIE SIX (Vee-Jay LP-101)

**GENE ALLISON:** A dozen of the inspired current hits of America's teen-aged idol. (Vee-Jay LP 1009)

**OH WHAT A NITE:** The five Dells delight with 12 of their biggest sellers in the five-year hit-making history of the Harvey, Ill., harmonizers. THE DELLS (Vee-Jay LP 1010)

**AT THE GATE OF HORN:** Traditional, current and original with Memphis Slim, a blues concert from Chicago's smartest folk music bistro. MEMPHIS SLIM (Vee-Jay LP 1012)\*

**WALTER PERKINS' MJT 3:** Newest stars on the instrumental jazz horizon, Chicago-born drummer Perkins and five young, promising cohorts in a future collector's item. (Vee-Jay LP 1013)\*

**GO:** Cannonball Adderley's alto, Winton Kelly's piano, Philly Joe Jones' drums, Freddie Hubbard's trumpet combine with leader-bassist Paul Chambers in a trio of original tunes by Chambers and scintillating variations on three evergreens. PAUL CHAMBERS (Vee-Jay LP 1014)\*

**THE ORIGINAL FIVE BLIND BOYS:** Fast becoming the nation's top spirituals' catalog, Vee-Jay offers the nationally known Mississippi quintet whose work is headlined in church appearances thru the U. S. (Vee-Jay 5004)

**HIGHWAY QC'S:** Together since 1945, these five spirited songsters from Chicago's Highway Baptist Church perform such all-time favorites as Somewhere To Lay My Head, Teach Me and their many other favorites (Vee-Jay LP 5005)

### NEW RELEASES

**OLD FAVORITES:** Under one LP cover, all the following hits: All Nite Long (Rusty Bryant); Play It Cool (The Spaniels); Honest I Do (Jimmy Reed); Over the Mountain, Across the Sea (Johnny and Joe); Money Honey (Clyde McPhatter and the Drifters); You Can Make It If You Try (Gene Allison); Sincerely (The Moonglows) and many other all-time favorites. (Vee-Jay LP 100)

**JERRY BUTLER, ESQ.:** The young Chicagoan who in six months has posted hits like *For Your Previous Love* and *I Was Wrong*, includes these greats of '59, along with 10 others, which display his ability and versatility. (Abner LP 2001)

*And stock sufficiently for the Christmas Rush on these Established Vee-Jay and Abner Albums*

CRAZY LITTLE MAMA	THE ELDORADOS	Vee-Jay LP 1001
GOODNITE, IT'S TIME TO GO	THE SPANIELS	Vee-Jay LP 1002
WE BRING YOU LOVE	SARAH McLAWLER AND RICHARD OTTO	Vee-Jay LP 1003*
I'M JIMMY REED	JIMMY REED	Vee-Jay LP 1004
THE SWINGIN'EST	BENNY GREEN ALL-STARS	Vee-Jay LP 1005*
WE BRING YOU SWING	SARAH McLAWLER AND RICHARD OTTO	Vee-Jay LP 1006*
I'M JOHN LEE HOOKER	JOHN LEE HOOKER	Vee-Jay LP 1007
ROCKIN' WITH REED	JIMMY REED	Vee-Jay LP 1008
DEE CLARK	DEE CLARK	Abner LP 2000*
UNCLOUDY DAY	THE STAPLE SINGERS	Vee-Jay LP 5000
AMAZING GRACE	MACEO WOOD at the organ	Vee-Jay LP 5001
THE HARMONIZING FOUR	THE HARMONIZING FOUR	Vee-Jay LP 5002
THE SWAN SILVERTONES	THE SWAN SILVERTONES	Vee-Jay LP 5003

\*Indicates available in stereo



# "HOW ABOUT THAT"

**DEE CLARK**

abner 1032

★ ★ ★ ★  
VERY STRONG  
SALES POTENTIAL

# "WHAT'S HAPPENING"

**WADE FLEMONS**

vee-jay 335

# "GOIN' HOME"

b/w

# "JUST A LITTLE BIT"

**Roscoe Gordon**

vee-jay 332



# "BABY, WHAT YOU WANT ME TO DO"

**JIMMY REED**

vee-jay 333

Vee-Jay & Abner's 10% Discount on LP's Continues thru Dec. 31, 1959



**ATTENTION, DEALERS!**  
**HEAVEN "SCENT"**  
*Just in Time for Christmas*  
*... the Most Exciting Album*  
*of the Year!*  
**★ TURN TO THE BACK**  
**COVER OF AUDITION ★**

**Pacconi to New Post**

NEW YORK—John Pacconi has been appointed customer service manager for Glaser-Steers Corporation of Newark, N. J., maker of Glaser-Steer changers. In the new post Pacconi will be in charge of the firm's authorized national service agency network. Pacconi was formerly with Lafayette Radio in New York.

**GRAMMY AWARDS OFFER FEW SURPRISE WINNERS**

• *Continued from page 1*

Best Broadway Show Album award, "Gypsy" and "Redhead."

Here is the complete list of Grammy winners:

Record of the Year: "Mack the Knife" — Bobby Darin (Atco); Album of the Year: "Come Dance With Me"—Frank Sinatra (Capitol); Song of the Year: "The Battle of New Orleans" — Jimmy Driftwood, composer; Best Vocal Performance—Female: "But Not for Me" — Ella Fitzgerald (Verve); Best Vocal Performance — Male: "Come Dance With Me"—Frank Sinatra (Capitol); Best Performance By a Dance Band: "Anatomy of a Murder"—Duke Ellington (Columbia); Best Performance by an Orchestra: "Like Young"—David Rose and his Orchestra with Andre Previn (M-G-M Records); Best Performance by a Chorus: "Battle Hymn of the Republic"—Mormon Tabernacle Choir (Columbia); Best Jazz Performances, Soloist: "Ella Swings Lightly"—Ella Fitzgerald, Vocal (Verve); Best Jazz Performance, Orchestra: "I Dig Chicks"—Jonah Jones (Capitol).

Best Classical Performance—Orchestra: Debussy: "Images for Orchestra"—Boston Symphony Orchestra, Charles Munch, conductor (RCA Victor); Best Classical Performance — Chamber Music (including chamber orchestra): Beethoven: Sonata No. 21, in C, Op. 53 ("Waldstein") Sonata No. 18, in E Flat, Op. 31, No. 3—Artur Schnabel, pianist (RCA Victor); Best Classical Performance, Concerto or Instrumental Soloist (With Full Orchestra Accompaniment): Rachmaninoff Piano Concerto Number 3—Van Cliburn, pianist; Kiri Korshakina conducting the Symphony of the Air (RCA Victor); Best Classical Performance — Instrumental Soloist (Other Than Full Orchestral Accompaniment): Beethoven: Sonata No. 21 in C, Op. 53 ("Waldstein") Sonata No. 18, in E Flat, Op. 31, No. 3 Artur Schnabel, pianist (RCA Victor); Best Classical Performance—Vocal Soloist (With or Without Orchestra): Jussi Björling on Opera (RCA Victor); Best Classical Performance—Opera Cast or Choral: Mozart: "The Marriage of Figaro," Soloists, Vienna State Opera Chorus, Richard Rossmayer, chorus master, Vienna Philharmonic Orchestra, Erich Leinsdorf, conductor (RCA Victor); Best Musical Composition First Recorded and Released in 1959 (More Than Five Minutes' Duration): "Anatomy of a Murder"—Composed by Duke Ellington; Best Sound Track Album — Background Score From Motion Picture or Television: "Anatomy of a Murder" (from the motion picture) — Duke Ellington (Columbia); Best Sound Track Album, Original Cast—Motion Picture or Television: "Porgy and Bess"—With motion picture cast, and music conducted by Andre Previn (Columbia); Best Broadway Show Album: Tie: "Gypsy"—Ethel Merman and Broadway show cast; Musical Director Rosenstock (Columbia). "Red head"—Gwen Verdon, Richard Kiley and Broadway cast; music directed by Jay Blanton (RCA Victor).

Blues Performance: "What a Difference a Day Makes" — Dinah Washington (Mercury); Best Performance — Folk: "The Kingston Trio at Large"—The Kingston Trio (Capitol); Best Recording for Children: "Peter and the Wolf"—Peter Ustinov, narrator (Angel); Best Arrangement: "Come Dance With Me"—Frank Sinatra (Capitol); arranged by Billy May; Best Engineering Contribution — Classical Recording: "Victory At Sea, Vol. 2" (Richard Rodgers) — Robert Russell Bennett, conductor, and the RCA Victor Symphony Orchestra (RCA Victor), Engineer: Lewis W. Layton; Best Engineering Contribution—Novelty Recording: "Alvin's Harmonica" — David Seville (Liberty), Engineer: Ted Keep; Best Engineering Contribution—Other Than Classical or Novelty: "Belafonte at Carnegie Hall"—Harry Belafonte (RCA Victor), Engineer: Robert Simpson; Best Album Cover: Shostakovich Symphony Number 5—Howard Mitchell conducting the National Symphony Orchestra (RCA Victor); Best New Artist of 1959: Bobby Darin (Atco).

Special National Trustees Awards for Artists & Repertoire Contribution: Record of the Year: "Mack the Knife" — Bobby Darin (Atco Records), Ahmet Ertegun, a.&r. producer; Album of the Year: "Come Dance With Me"—Frank Sinatra (Capitol), Dave Cavanaugh, a.&r. producer.

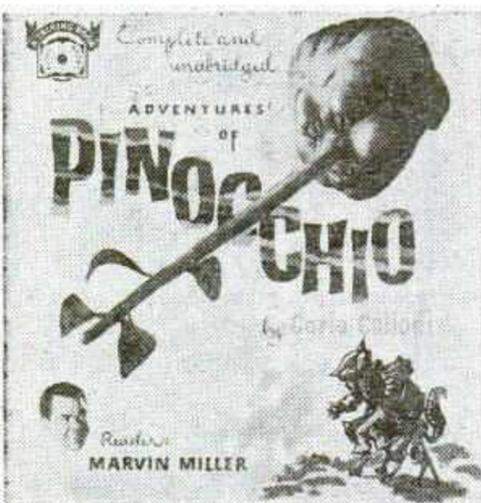
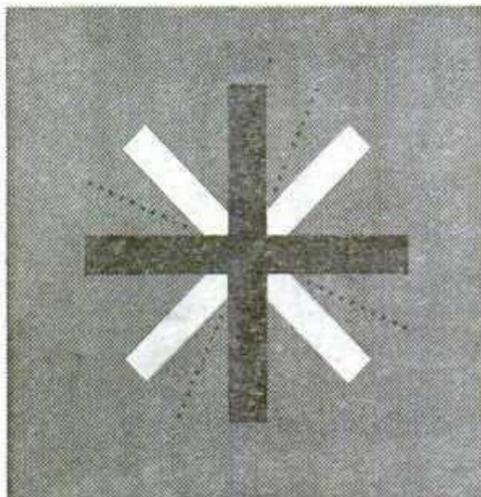
**A PROFIT-PLUS FOR HOLIDAY-SEASON SELLING!**

**AUDIO BOOK "Literature for Listening" 16 rpm RECORD ALBUMS!**

Like tinsel on a Christmas tree, profitable AUDIO BOOK albums do a lot to make your holiday season merrier! They're perfect gifts—and they're never obsolete!

**Top Talent Reads Timeless Children's Classics Like These:**

THE HILARIOUS "ADVENTURES OF PINOCCHIO"—Carlo Collodi's immortal masterpiece is delightfully read by Marvin Miller. On 5 Ultra-Microgroove 16 rpm Records. **\$5.95 List**



**A COMPLETE LIBRARY OF CHILDREN'S STORIES!**

**ALICE IN WONDERLAND**—Marvin Miller and Jane Webb—3 records—**\$3.95 List.**

**A CHILD'S GARDEN OF VERSES**—Elinor Gene Hoffman—1 record—**\$1.49 List.**

**JUST SO STORIES**—Gene Lockhart—5 records—**\$5.95 List.**

**THE WIZARD OF OZ**—Marvin Miller and Jane Webb—5 records—**\$5.95 List.**

**MERRY ADVENTURES OF ROBIN HOOD**—Michael Rye—3 records—**\$3.95 List.**

**STORYTIME FAVORITES**—Jane Webb—2 records—**\$2.95 List.**

**RIP VAN WINKLE and LEGEND OF SLEEPY HOLLOW**—Elinor Gene Hoffman—1 record—**\$1.49 List.**

**GULLIVER'S TRAVELS**—Hal Gerard—1 record—**\$1.49 List.**

**KING OF THE GOLDEN RIVER and GREAT STONE FACE**—Elinor Gene Hoffman—1 record—**\$1.49 List.**

**STORIES OF THE NEW TESTAMENT**—26 stories—2 records—**\$2.95 List.**

**STORIES OF THE OLD TESTAMENT**—21 stories—2 records—**\$2.95 List.**

**Order Today—Fast, Fast Shipment!**

**AUDIO BOOK COMPANY**

"Great Literature in High-Fidelity"  
 ST. JOSEPH, MICHIGAN

**MUSIC BOX ONE STOPS**

**Dealers: Don't Pour \$\$\$ In Dead Stock**

**Order Best-Selling Pop Singles and Christmas LP's (any quantity), on 100% Guarantee!**

Write-wire-phone any of our 5 offices for details. Overnight delivery to 40 States. Full Inventory—all labels, speeds. All LP's at Distributor Prices.

**Free Title Strips for Juke Box Ops**

1902 Loeland  
 Houston 3, Tex.  
 Ph.: CA 8-5156

1043 Broadway  
 Denver 3, Colo.  
 Ph.: MA 3-8497

1301 W. 79th  
 Chicago 20, Ill.  
 Ph.: AB 4-3600

1305 Spring St., N. W.  
 Atlanta 9, Ga.  
 Ph.: TR 5-0354

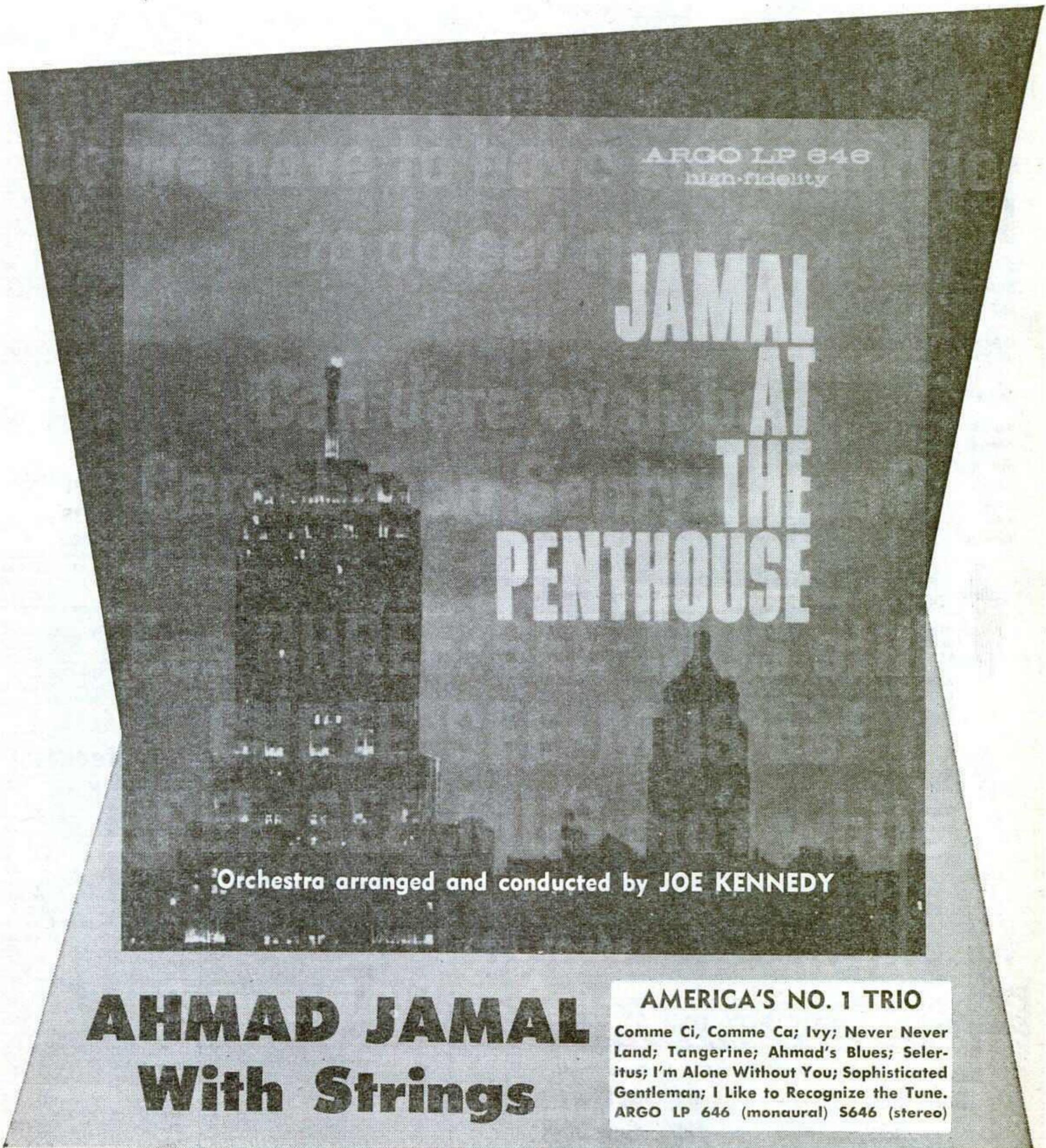
1327 Crampton St.  
 Dallas 7, Tex.  
 Ph.: RI 8-6707

**DECCA FETES KITTY WELLS**

NEW YORK — The sweetheart of country music, Kitty Wells, was feted at a cocktail party tossed here last week in her honor by Decca Records. The party was the occasion for the announcement that Miss Wells has signed a lifetime contract with Decca. She has been consistently voted the number one country and western artist. She originally signed with Decca in May, 1952, and her first recording was the now famous, "It Wasn't God Who Made Honky Tonk Angels."

Best Comedy Performance—Spoken Word: "Inside Shelley Berman" — Shelley Berman (Verve); Best Comedy Performance—Musical: "The Battle of Kookamonga" Homer and Jethro (RCA Victor); Best Performance — Documentary or Spoken Word (Other Than Comedy): "A Lincoln Portrait"—Carl Sandburg (Columbia); Best Performance by "Top 40" Artist: "Midnight Flyer"—Nat King Cole (Capitol); Best Country and Western Performance: "The Battle of New Orleans" — Johnny Horton (Columbia); Best Rhythm and

# AMERICA'S #1 ALBUM \$ELLER!



ARGO LP 646  
high-fidelity

## JAMAL AT THE PENTHOUSE

Orchestra arranged and conducted by JOE KENNEDY

### AHMAD JAMAL With Strings

#### AMERICA'S NO. 1 TRIO

Comme Ci, Comme Ca; Ivy; Never Never Land; Tangerine; Ahmad's Blues; Seleritus; I'm Alone Without You; Sophisticated Gentleman; I Like to Recognize the Tune. ARGO LP 646 (monaural) S646 (stereo)

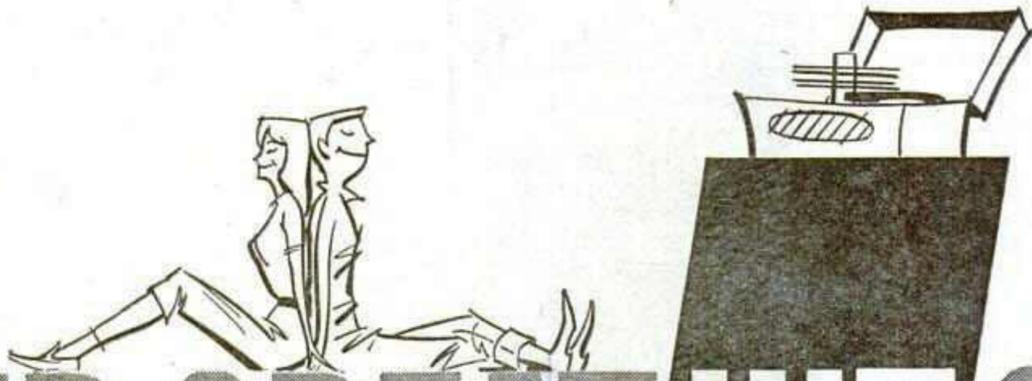
#### Other JAMAL Best-Seller LP's:

But Not for Me .....Argo LP 628

AHMAD JAMAL at the Spotlight Club.....Argo LP636\*

Portfolio of AHMAD JAMAL (deluxe 2-pocket LP).....Argo LP 2638\*

\*Available in both monaural or stereo. Use letter "S" before LP number to indicate stereo.



# FOUR GREAT HIT SINGLES

**1** Paul  
**O'KEEFE**  
child star of "music man"



(SANTA)  
"What would you like  
and for Xmas"  
"A baby in a basket"

#9-19322

**2** the  
**CURLS**



"Why didn't I go"  
and  
"Imaginez Vous"

#9-19319

**3** Jimmy  
**ISLE**



"Billy Boy"  
and  
"Oh Judy"

#9-19320

**4** Joe  
**SENECA**



"Overnight Success"  
and  
"Rick-a-Chick"

#9-19321

**EVEREST**<sup>\*</sup>

## DISTRIBUTOR NEWS

By HOWARD COOK

NEW YORK: Al Levine of Ideal Record Products, Inc., reports that business is jumping. Top M-G-M money-makers include "I Laughed at Love" by Joni James, "Let's Try Again" by Clyde McPhatter, "Honestly and Truly" b-w "(New in) The Ways of Love" by Tommy Edwards, "Danny Boy" by Conway Twitty and "Among My Souvenirs" b-w "God Bless America" by Connie Francis. "Bagdad Rock" by the Sheiks on Trine looks like a winner. Others that are moving strongly are "Primrose Lane" by Jerry Wallace on Challenge, "Clouds" by the Spacemen on Alton, "The Hunch" by Paul Gayten on Anna, "First Name Initial" by Annette on Vista, "Gillee" by Sonny Spencer on Memo and "Reveille Rock" by Johnny and the Hurricanes on Warwick.

Comers include "Handy Man" by Jimmy Jones on Cub, "Stairway to Paradise" by Pat O'Day on Seville and "Big River" by Buddy Brennan on Warwick. Top Christmas singles are "Silent Night" by Mahalia Jackson on Apollo, "Donde Esta Santa Claus?" by Augie Rios on Metro, "Harvey the Hippo" by Long John Silver on Star-Rite and "Santa's Coming in a Whirlybird" by Gene Autry on Republic. Top LP is Connie Francis' Italian album on M-G-M.

Evelyn Cornell, Cosnat Distributing Corporation, tells us that there are strong requests for "Uh! Oh!" by the Nutty Squirrels on Hanover, "Dance With Me" by the Drifters on Atlantic, "Ebb Tide" by Bobby Freeman on Josie, "Workout" by Baby Washington on Neptune, "Darling Lorraine" by the Knockouts on Shad, "Babalu's Wedding Day" by the Eternals on Hollywood and "Caesar's Pad" by Google Rene on Class. Top albums are "Rumble" by various artists and "The Paragons Meet the Jesters" on Jubilee and "The Genius of Ray Charles" on Atlantic.

Harold Horner of Leslie Distributors lists the following as his best selling, newer items: "Darling Lorraine" by the Knockouts on Shad, "Not One Minute More" by Della Reese on RCA Victor, "Sandy" by Larry Hall on Strand, "Serenade of the Bells" by the Four Coins on Epic, "Babalu's Wedding Day" by the Eternals on Hollywood and "Blues Get Off My Shoulder" by Dee Clark on Abner and "Ebb Tide" by Bobby Freeman on Josie. "El Paso" by Marty Robbins on Columbia, "Why?" by Frankie Avalon on Chancellor and "The Big Hurt" by Toni Fisher on Signet are strong.

Mickey Wallach, Malverne Distributors, Inc., lists "Way Down Yonder in New Orleans" by Freddie Cannon as his hottest side. Other hot ones are "The Little Drummer Boy" by the Harry Simeone Chorale on 20th Fox, "Makin' Whoopee" by Julie London on Liberty, "Candy Apple Red" by Bonnie Guitar on Dolton, "Pretty Blue Eyes" by Steve Lawrence and "It's Time to Cry" by Paul Anka on ABC-Paramount. At Mayfair, Malverne's co-distributorship, "Teen-Age Hayride" by Tender Slim on Gray Cliff and "Shimmy Shimmy Koo Bop" by Little Anthony and the Imperials on End are tops. Ella Fitzgerald's new Gershwin sets are strong sellers.

George Weiss of Superior Record Sales reports that sales have picked up during the past week and that business looks good for the Christmas season. Strong platters at Superior are "Seven Little Girls (Sitting in the Back Seat)" by Paul Evans and the Curls on Guaranteed, "Always" by Sammy Turner on Big Top, "We Told You Not to Marry" by Titus Turner on Glover and "Love Potion No. 9" by the Clovers, "You Got What It Takes" by Marv Johnson and "I'll Walk the Line" by Don Costa (all on United Artists), "Midnight Stroll" by the Revels on Norgolde is gaining. "The Big Hurt" by Toni Fisher is big. Ditto "Sandy" by Larry Hall on Strand and "A Year Ago Tonight" by the Crests on Coed.

Comers include "I Trusted You" by Jimmy Clanton on Ace, "Wintertime" by the Four Coachmen on Adonis, "Wear This Ring" by Robert and Johnny on Old Town, "Dearly Beloved" by Gloria De Haven on Secco and "Nuttin' for Christmas" by Kenny and Corky on Big Top.

PHILADELPHIA: Matty Singer of David Rosen, Inc., lists "Now, Now, Now" by Jerry Keller on Kapp, "Baby, What You Do to Me" by Jimmy Reed on Vee Jay and "Memories" by the Playboys on ABC-Paramount. "My Favorite Things" by the Peter King Chorale on Kapp looks like a sleeper. Strongest LP's are "Lonelyville (The Nervous Beat)" by Creed Taylor on ABC-Paramount, "Frankie Avalon" and the "Fabulous Fabian" on Chancellor and "The Sound of Music" by the Peter King Chorale on Kapp.

Singles already on the move are "Running Bear" by Johnny Preston on Mercury, "Little Ton" by George Hamilton on ABC-Paramount, "Why?" by Frankie Avalon on Chancellor, "This Friendly World" by Fabian on Chancellor, "It's Time to Cry" by Paul Anka on ABC-Paramount, "Come Into My Heart" by Lloyd Price on ABC-Paramount, "Happy Anniversary" by Jane Morgan on Kapp and "San Antone Rose" by Steve Gibson and the Red Caps on ABC-Paramount.

MIAMI: Hot items at Brooke Distributors are "Just As Much As Ever" by Bob Beckham on Decca, "Joey's Song" by Bill Haley and His Comets on Decca, "Talk That Talk" by Jackie Wilson on Brunswick and "Have a Nice Weekend" by the McGuire Sisters on Coral. "Marina" by Willy Alberti on London is also big.

ARTISTS' BIOGRAPHIES FOR  
JOCKEY PROGRAMMINGPierce Weaves "Webb"  
Of Pop-C&W Favorites

With more than 30 hit songs in a row, and various awards to his credit, Webb Pierce is rated one of the country and western singers of today. Recently, thru his "I Ain't Never" smash, the singer gained prominence in the pop groove.

Born on a farm near West Monroe, La., some 30-odd years ago, Pierce began his association with music at the age of 12, when he bought his first guitar.

He was drafted at the age of 19 and spent two years in the Army. After his hitch was up, Pierce formed a hillbilly band, the Southern Valley Boys. They auditioned for the "Louisiana Hayride" and were accepted immediately. Soon he had his own show over KWKH. During this time, Pierce was instrumental in launching the careers of Faron Young and Goldie Hill.

Pierce was first signed to record on the 4 Star label, then Decca. In 1954 he won the coveted "Award for Outstanding Achievement in Country and Western Music" presented annually by The Billboard.

His big hits at Decca included: "In the Jailhouse Now," "Back Street Affair," "Slowly," "Even Tho," "More and More," "There Stands the Glass," "I'm Tired" and "Honky Tonk Song." His current release is "No Love Have I."

Squirrels Score With  
Solid Smash: Uh! Oh!

The Nutty Squirrels are two jazz musicians who romp in the woods around greater New York.

Both in their early 30's, Don Elliot and Sascha Burland, are both long-time veterans in the music business.

Burland's credits include the writing of the Duke cigarette and Buick automobile commercials as well as the "What's My Line" theme.

Elliot was a member of the Benny Goodman sextet and also played with George Shearing's quintet for a number of years.

## YESTERYEAR'S TOPS—

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

NOVEMBER 27, 1954

1. I Need You Now
2. This Ole House
3. If I Give My Heart to You
4. Hey There
5. Hold My Hand
6. Papa Loves Mambo
7. Teach Me Tonight
8. Mr. Sandman
9. Count Your Blessings
10. Shake, Rattle and Roll

NOVEMBER 26, 1949

1. That Lucky Old Sun
2. You're Breaking My Heart
3. Slipping Around
4. Jealous Heart
5. I Can Dream, Can't I?
6. Don't Cry Joe
7. Room Full of Roses
8. A Dreamer's Holiday
9. Someday
10. Maybe It's Because

## VOX JOX

By JUNE BUNDY

BIRD SEED ANYBODY? Don Hodges, KOMA, Oklahoma City, played the Storz waxing of "Deck the Cage With Boughs of Holly" (by Tweety and Sweetie, the Parakeet and Canary) more than 100 times for a straight five-hour period last Thursday (19) night. The marathon bird-warbling session was held to raise some 500 pounds of bird seed to use in KOMA's annual "Operation Bird Feed" promotion. At the end of the five-hour period the disk chirped off to the tune of 700 pounds of assorted bird seeds, leaving Hodges with 200 extra pounds of feed on his hands—a situation he characterized as being "for the birds."

GIMMIX: Latest deejays to contribute blood to "Operation Leaky Arm" (organized by inmates of Michigan Penitentiary to promote blood donations for the Red Cross) are Ed Hardy, WKHM, Jackson, Mich.; Bob Runyon WILS, Lansing, Mich., and Buck Matthews, WILX-TV, same city. Bonnie King, Brunswick recording artist (recently crowned "Miss O.L.A."), has been visiting jockeys around the country to promote the blood donation campaign and her new "Soul Full of Sunshine." ... Bob Martin, WABY, Albany, N. Y., was locked away in a trailer last November 4 and stayed there until an A. & P. shopper found the key that opened the trailer lock and won a 1960 Ford Sunliner. Martin stayed there for 10 days on the parking lot of an A. & P. store. More than 43,000 keys had been mailed to area residents and keys were also available at any of seven area A. & P. supermarkets. Martin lived inside the three-room trailer and broadcast his two hour afternoon shows daily thruout the 10 days, plus hourly spot checks made by the station. It was an old story to Martin, who—earlier this year—spent several days up in the air on a small platform in another station promotion stunt.

CHANGE OF THEME: Bill Rogers, formerly program director-deejay at KFDA, Amarillo, Tex., is moving to an afternoon slot at KFJZ, Fort Worth, Tex. ... Bob Cooper, ex-assistant general manager of KICN, Denver, has joined KVI, Seattle as program director. ... Johnny Hicks has returned to the air with a daily program over KRLD, Dallas, at 12:45 p.m.

Ted Rogers and Jim Wayne have a new morning program over KOSI, Denver, "The New Musical Clock Show," featuring the boys' assorted comedy characters—Carpenter Millhouse, Tillie Tonsils and Biff Burns. ... National co-chairman of the 1960 Disk Jockey Committee are Alan Dary, WBZ, Boston, and Dick Cook, KSFO, San Francisco.

Gil Faggen, producer-director for "Program PM" at KYW, Cleveland, for the past years, has been promoted to director of music policy, special programming and spot sales development. He will be in complete charge of supervising the music policy established by program manager Bud Wendell. Assisting Faggen will be Betty Shields, station record librarian.

Jim Scannell is retiring from radio. During his lengthy career he served as a spinner for WFOX, WISN, WCAN, WOKY, WEMP, all Milwaukee; WLUK-TV and WMAM, Green Bay-Marquette, Wis.; WOSH, Oshkosh, Wis., and WDUZ, Green Bay, Wis.

SANDE & GREENE—Musical promotion creators Bob Sande and Larry Green have written a basic theme for WNEW, New York. The musical theme is utilized for a musical image series (station hates the word jingle) with time signals, station identification, and weather reports all utilizing the same melody.

JAZZ SALUTE: Station WKPA, New Kensington, Pa., is commemorating the 60th anniversary of jazz with a "Salute to Jazz" series this week (November 30-December 4). Every day from 2:30 to 5 p.m. Phil Brooks, WPKA's "Voice of Jazz" will broadcast from the show window of Cooper Brothers Music Store, Pittsburgh. He will interview jazz greats on each program — Lionel Hampton, Ramsey Lewis, Kai Winding, etc. Listeners will be invited to visit the shop and register for a free LP contest. At the end of the week a "Jazz Horizons Unlimited" party will be held by the station at the Penn Sheraton Hotel.

PAYOLA EDITORIAL: Bill Gaven, free-lance programmer and secretary-treasurer of the Disk Jockey Association, writes, "We can safely assume that Senator Harris and his committee will shortly reveal numerous instances of 'payoffs' involving record companies, distributors, disk jockeys and others. It's entirely possible that an unfavorably distorted picture of our radio industry will be presented to the public. It is the committee's duty to fix responsibilities, if possible, and to indicate the need — if any — for Congressional legislation to protect the American public against deception and the mis-use of radio's vast power."

Gavin concludes, "I believe that it would not be amiss for station managers during the next month, to tape announcements in which they personally assured their listeners that the records on their stations are not being played for pay but only for listeners' enjoyment. Such announcements should also vouch for the integrity of the disk jockeys and program staff."

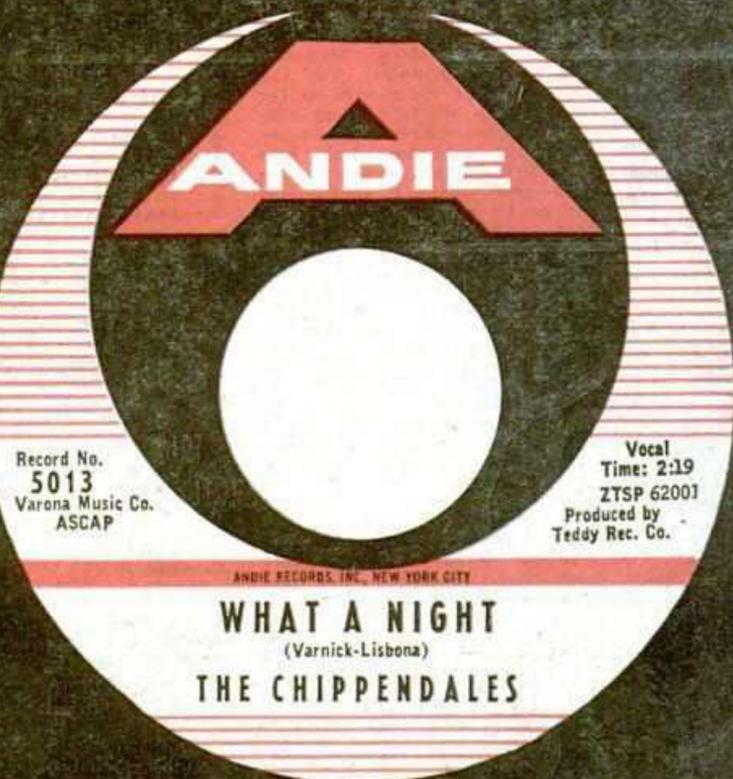
Gavin has asked jockeys to write him "in detail about every constructive activity by deejays." He in turn will turn the information over to the Disk Jockey Association, and "see that it is used effectively." Gavin adds "People prefer reading news about the bad guy rather than the good guy. And yet, somehow, in some way, the plus side of the disk jockey—his positive contributions to public service must be placed before the people."

In a similar vein, Fred Fiske, WWDC, Washington, writes in his Washington Daily News column, "The investigation will find only a few among the 10,000 disk jockeys in America guilty of this misguided duplicity. I hope that in the process the reputations of the honest conscientious vast majority are not soiled."

Your key to  
SALES RESULTS—  
the advertising columns of  
THE BILLBOARD!

# 2 HITS

## FROM LAURIE'S NEW SUBSID



## AND HERE ARE THE LUCKY DISTRIBUTORS

**Albany, N.Y.**  
Delta Record Distributors  
1122 Broadway

**Atlanta, Ga.**  
Dixie Distributing Co.  
1235 Techwood Drive, N.W.

**Washington, D.C.**  
Schwartz Brothers  
901 Girard St., N.E.

**Boston, Mass.**  
Dumont Record Distributors  
1280 Tremont St.

**Buffalo, N.Y.**  
Metro Distributing Co.  
861 Washington St.

**Charlotte, N.C.**  
Mangold Distributing Co.  
2212 W. Morehead

**Chicago, Illinois**  
M & S Distributing Co.  
1309 S. Wabash

**Cleveland, Ohio**  
Head Distributing Co.  
1227 W. 9th Street

**Dallas, Texas**  
Baker Distributing Co.  
2207 Farrington

**Denver, Colorado**  
Davis Sales Co.  
1724 Arapahoe St.

**Detroit, Michigan**  
Arc Distributing Co.  
40 Selden Avenue

**El Paso, Texas**  
M. B. Krupp Distributing Co.  
309 S. Sante Fe St.

**Hartford, Conn.**  
Associated Record Distributors  
76 Tolland Street

**Houston, Texas**  
H. W. Daly Distributing Co.  
811 E. 11th St.

**Jacksonville, Florida**  
Columbia South East Distributing Co.  
822 N. Myrtle

**Los Angeles, California**  
A & A Record Distributors  
2524 W. Pico Blvd.

**Memphis, Tennessee**  
Record Sales Corp.  
1070 Union Avenue

**Minneapolis, Minnesota**  
Jather Distributing Co.  
730 Lyndale Ave. N.

**Nashville, Tennessee**  
Music City Record Distributors  
127 Lafayette Street

**Newark, New Jersey**  
Ideal Record Products, Inc.  
357 Lyons Avenue

**New Orleans, La.**  
Pelican Distributors

**New York, N.Y.**  
Ideal Record Products  
549 W. 52nd Street

**Oklahoma City, Okla.**  
B & K Distributing Co.  
129 N.W. 23rd Street

**Pittsburgh, Pa.**  
Bill Lawrence, Inc.  
1409 Fifth Ave.

**Philadelphia, Pa.**  
Chips Distributing Co.  
1415 N. Broad Street

**Oakland, California**  
Chatton Distributing Co.  
2517 San Pablo Avenue

**Seattle, Washington**  
Stanley Distributing Co.  
235 Westlake North

**St. Louis, Mo.**  
Roberts Record Distributing Co.

# MUSIC AS WRITTEN

## New York

Lester Sims is on the West Coast to look over Bourne's music operation there and to take a gander at the latest California styles. (Sims, in addition to being general professional manager of the Bourne operation, has long been considered one of musicdom's nattiest dressers.) All kidding aside, he will also interview personnel for the firm's West Coast offices. . . . Jack Frizzelle has been appointed manager of classical publicity in Columbia Records public relations department. He was previously assistant to the press director of the New York Philharmonic orchestra. . . . **Pola Chapel**, who signed with Top Rank Records last week, is now at the Left Bank in New York City. . . . **The Ink Spots** and the **Erskine Hawkins** ork will open at the new Rosebank Theater in Bermuda tonight (30). . . . **Errol Garner** was the guest of honor at the opening day Christmas ceremonies at Bamberger's Department Store in Newark, N. J., last week (23).

**Bob Allen** and **Al Stillman** have penned six songs for the forthcoming TV spectacular "Once Upon a Christmas-time" based on a Paul Gallico story. . . . **Leroy Holmes**, a.&r. chief of Everest Records, has signed chanter **Paul O'Keefe**. Singer is featured in "The Music Man." . . . **Clyde McPhatter** is now at the Town Hill in Brooklyn. . . . **Italian** composer **Angelo F. Lavagnino** will write the musical score for the new **Dino DeLaurentis** flick "Jovanka and the Others." . . . **New** promotion director for the **Rel and Hornet** label of **Erwin, N. C.**, is **Ray Goodwin**, the deejay. . . . **The Chad Mitchell Trio**, now on **Colpix** Records, are also performing at the **Blue Angel** in New York. . . . **Bob Luman**, with the **Warner Bros.** label, just completed a four weeks' tour of the **Orient**, hitting **Japan**, **Okinawa**, **Taipai** and **Formosa**. . . . **Julian Graddock**, 18-year-old singer, has been signed by the **Kain** label of **Mobile, Ala.** . . . **Al Ward**, of **Ace** Records, is now at the **Roosevelt Grill** in New York with the **Jimmy Palmer** ork. . . . **Dot** Records and **Keeley Smith** threw a clambake for the label's new pactee, **Kimm Charney**, 14-year-old-chanter.

Radio Station **KMRX**, the station of **Purdue University**, needs records, pop and LP's. Station reaches 3,000 students between 17 and 21 years of age every day. Record companies that want plugs should send platters to **Program Director Frank Laughlin**, Station **KMRX**, P. O. Box R, Department H-3, West Lafayette, Indiana. . . . **Cozy Cole** will open at **Campbells Restaurant**, London, Ontario, this week (30). . . . **United States** serious composers and serious **Russian** composers agreed last week to exchange 50 musical compositions. Proposal was made by **Dr. Roy Harris**, of the School of Music of **Indiana University**, and accepted by **Tikhon Khrennikov**, general secretary of the **Union of Soviet Composers**. . . . **Nina Simone** starts at the **Town House** in **Pittsburgh** on **December 17**. . . . **Mickey Scopp**, general manager of the **Big Three**, left for **London** last week for conferences with **Robbins Music, Ltd.**, and to meet with **Fred Day** of **Affiliated Music Publishers, Ltd.** . . . **Chris Connor** will play in **Sapphire Room** in **Queens, New York**, on **December 4 and 5**. . . . **Carlton Records** is trying to locate its new singing act, the **Nelson Trio**. Seems the boys, **Phil Royal** and **Arie Nelson**, forgot to leave a return address. . . . **Brook Benton** was named singer of the year by **The Pittsburgh Courier**. . . . **Chip Taylor** was signed by **Signature-Hanover**. . . . **Russ Haddock** is now with **Roulette Records**. . . . **Bob Sheppard** is now managing thrush **Suzanne Nicole**. . . . **Clock Records** has signed **Chuck Jackson**, former lead of the **Del Vikings**. . . . It is reported that **Julie Chester** will be running **Eddie Fisher's** music firm subsidiary connected with the singer's new recording firm. . . . **Jack Taylor**, **S. J. McNeal** and **Malcolm Newkirk** have started a new firm, **Fine-Brackett**, which will comprise three record labels, a music firm and a management firm.   
Bob Rolontz

## Cincinnati

**Danny Engel**, local **Chappell Music** rep, stricken recently while dining with friends when a bone became lodged in his throat, stretched a two-day hospital observation to a full week. A minor operation was necessary to remove the obstruction. He left the nursing home in time to spend **Thanksgiving** at home. . . . A two-year-old suit by **L. B. Wilson, Inc.**, operators of **WCKY**, with headquarters in the **Sheraton-Gibson Hotel** here, against the local chapter of the **American Federation of Television & Radio Artists**, was dismissed last week by **Common Pleas Judge Charles E. Weber**. In the suit filed **November 13, 1957**, **WCKY** asked for \$19,500 from the local **AFTRA** chapter, the national organization and officers of each for alleged loss of advertising revenue during an **AFTRA** strike in 1957 and 1958. **Judge Weber** ruled that the suit should not have been filed in a State court, stating that the **NLRB** had primary jurisdiction.

**John Gary**, **Fraternity Records** artist, last week obtained a release on a week's **December** booking at **Blins-trub's**, **Boston**, to play the entire month, opening **December 1**, in **Bermuda**. He will split the month between the **Empire Club** there and two of the island's hotels. . . . **Dotty Mack**, long-time record pantomine star on **WCPO-TV** here, becomes the bride of **New York deejay William B. Williams** in the **Big Town** next **February 14—Valentine's Day**.

Bill Sachs

## Nashville

**Juanita Jones**, **Chet Atkins' Girl Friday** at the **RCA Victor** Studio, is vacationing this week. . . . **Eddy Arnold** cut an album at **RCA Victor** last week, and **Chet Atkins** made another album to follow his latest, "Mr. Guitar." . . . **Jim, Ed, Maxine and Bonnie Brown** left for **England** Monday (23). . . . **Skeeter Davis** will cut an **RCA Victor** album for **June** release as soon as she returns to town from current p.a.'s. . . . **Jimmie Driftwood** appeared on **Pat Boone's Thanksgiving TV show**, and received a **Grammy Award** on **NBC-TV's "Sunday Showcase"** last night (29). . . . **Harvie June**

# DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

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

**EUGENE CHURCH**, the young **Class** Records artist who hails from **Los Angeles**, has a **Billboard Pick** working for him: **Jack Of All Trades**. His previous single was **Pretty Girls Everywhere**.

**JIMMY CLANTON** is swingin' with his latest release, **Go, Jimmy Go**—b-w **I Trusted You**, on **Ace Records**. Born in **Baton Rouge, Louisiana**, **Jimmy** wrote his million seller, **Just A Dream**, which is the title of his first album release. He will appear at **Youth Hall, Albuquerque, N. M.**, **Dec. 5**.

**The COASTERS**, **Carl Gardner**, **Billy Guy**, **Bobby Nunn**, **Leon Huges**, and their guitarist, **Adolph Jacobs**, are on the scene with two great couplings, **Run Red Run**, about a wild poker game which features piano backing by **Mike Stoller**, b-w **What About Us**—both **Spotlighted** by **Billboard**. The boys reached the million seller mark with **Searchin'**, **Yakity Yak** and **Charlie Brown**. In the album department they are represented with their LP titled **The Coasters**.

**CHRIS CONNOR's** new album, **Witchcraft**, is a real gasser that should create many new fans for the jazz stylist. Featured in the album are these outstanding tunes: **Witchcraft**, **I'll Never Be Free**, **Baltimore Oriole** and **Like A Woman**. **Chris** developed her jazz style while singing with **Stan Kenton**. As she put it, "Singing with **Kenton** was the most exciting thing that happened to me. And, believe me, it trained my ear."

**BOBBY DARIN's** **Mack The Knife** continues to spin in the number 1 position on the **Hot 100 Chart**, a consecutive number 1 holder for several weeks. At 22, **Bobby's** success includes a **NARAS** award, a film contract with **Paramount**, his own label, and a top night club attraction. **Bobby's** album are: **Rockin' Together**, **Bobby Darin and Darin That's All**. The **Ateo** recording artist will be at the **Chez Paree, Chicago**, **Dec. 4 thru 25**.

**BIRTHDAYS OF THE WEEK:** Dec. 3, **Connie Boswell**, Dec. 4, **Freddy Cannon**.

**The DIAMONDS**, **Dave Somerville**, **Mike Douglas**, **John Felton** and **Evan Fisher**, offer a version of their million seller, **The Stroll**, in a new tune titled **Walkin' The Stroll** b-w **Batman**, **Wolfman**, **Frankenstein** or **Dracula**.

**JONAH JONES:** The recent spectacular success of this trumpet-playing jazz star provides an excellent example of stick-to-itiveness. Success for him arrived in 1955 just as he began what he intended to be his swan song to swing, and after 20 years as a musician. That year **Jonah** and the group made their first appearance at **The Embers**, a **New York** jazz club of high repute, and the showcase that led to his four best-selling albums, **Jumpin'** with **Jonah**, **Big Chicks**, **Jones At The Embers**, a writer-membership in **BMI**, a much sought after television personality, and a winner in the **NARAS** awards for **Best Jazz Performance** for his **Capitol** album **I Dig Chicks**. **Jonah's** new single is **Gentleman Jimmy**, from the **Broadway** musical **Fiorello**.

**The NELSON TRIO** is a new name on the scene on the **Guaranteed** label. The trio consist of **Phil, Royal** and **Art** in a bouncy side titled **The Town**

**Crier**, **Arrangement** has an instrumentation which calls for a banjo and a tuba—good song idea. **The Flip** is **All In Good Time**, a cute rhythm side.

**LOUIS PRIMA's** newest is **My Cuczza** b-w **Hey! Ba-Ba-Re-Bop**, with **Sam Butera** and the **Witnesses** on the **Dot** label. **Louis** has been having much luck with his treatment of the oldies. When not entertaining **Louis** finds time for golf, which he shoots in the mid-eighties, and polo. **Louis** lives it up on his albums, **Breaking It Up** and **Strictly Prima**.

**JOHNNIE RAY** is in the **Billboard Spotlight** with one of his best offerings in a long time, **When It's Springtime In The Rockies**, the old tune done up in a strong vocal job to a guitar and harmonica background. **Flip** is **An Ordinary Couple**, from the musical **Sound of Music**. Always a delight on the night club stage, **Johnny** opens at the **Harrah Club, Lake Tahoe**, **Dec. 7 thru 20**.

**DELLA REESE** jumps to the number two spot on the **Hot 100** this week with **Don't You Know**, the tune taken from **Musetta's Waltz** in **Puccini's La Boheme**, and her first **RCA Victor** release since joining the label — under the able direction of **Hugo & Luigi**. **Miss Reese** is in the **Billboard Spotlight** with her latest wax, **Not One Single Minute More** b-w **You're My Love**. When **Della** was 13, the great gospel singer, **Mahalia Jackson**, touring thru **Detroit** (**Della's** home town) heard the young singer and gave **Della** her first break by hiring her to sing with the **Jackson** troupe. **Della** sang for thrill of it and the kindness of **Miss Jackson**. **Della** is presently at **Fack's II, San Francisco**, till **Dec. 20**.

**JIMMIE RODGERS** is on the scene with a bright, swiny piece of holiday-slanted material **Wistful Willie** b-w **Christmas Once Again**. **Jimmie's** very first recording on **Roulette Records**, **Honeycomb**, sold well over a million and skyrocketed this young man from **Camas, Washington**, into the limelight. His many follow-up recordings, including **Kisses Sweeter Than Wine**, **Oh, Oh, I'm Falling In Love Again** and hit the jackpot.

**SANTO & JOHNNY:** The two **Brooklyn** lads who hit it big with **Sleep Walk** are off to a spinning start with their second for **Canadian-American Records**, **Teardrop**. The boys will be part of the show at the **Brooklyn Fox Theater** starting **Dec. 25** for 10 days.

**JOHNNY TILLOTSON**, a new artist on the **Cadence** label, has been hot lately, and can stay right up there with his newest, **Never Let Me Go**, a smart rocker. Born in **Jacksonville, Fla.**, **Johnny's** first was **True, True Happiness**.

**ADAM WADE** is an unusual and talented young gentleman who until two months ago wore a white coat and was "surrounded daily by test tubes as a member of the staff of **Doctor Jonas Salk** at the **Salk Institute** in **Pittsburgh**. **Adam** is a laboratory technician who worked for two years on polio research and on the new cancer research program there. A change of scenery from **Pittsburgh** to **New York**, a new recording career and a new laboratory at the **Flushing Hospital** presently occupy a great part of his time. Oh yes, the tune is **Tell Her For Me** on **Coed Records**.

**PROMOTION DAYS AND WEEKS:** Dec. 1 thru 31 is **Give And Serve Meat** For **Christmas Month** — to encourage the giving of meat for **Christmas**. **Dec. 2** is **Pan American Health Day** — by **Presidential Proclamation**.

See you in the groove next week. **TOM ROLLO.**

## THIS WEEK'S NEW Money Records

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

### SINGLES

- ALL WINTER LONG**—Linda Laurie . . . . . Andie
- CHREE SEE MUS**—Commander Shea School Boys' Choir. . . . . Cadence
- GETTYSBURG ADDRESS**—Bert and Bill Giant. . . . . Signature
- I LAUGHED AT LOVE**—Joni James . . . . . M-G-M
- LITTLE THINGS MEAN A LOT**—Joni James. . . . . M-G-M
- NO LOVE HAVE I**—Webb Pierce. . . . . Decca
- POOR OLD SANTA CLAUS**—Jeri Kelly. . . . . M.I.P.
- THE LORD'S PRAYER**—Perry Como. . . . . RCA Victor
- THE VILLAGE OF SAINT BERNADETTE**—Andy Williams. . . . . Cadence
- WHAT A NIGHT**—The Chippendales. . . . . Andie

### ALBUMS

- ELVIS' CHRISTMAS ALBUM**—Elvis Presley. . . . . RCA Victor
- FIORIELLO**—Original Cast . . . . . Capitol
- JAMAL AT THE PENTHOUSE**—Ahmad Jamal . . . . . Argo
- SOUND OF MUSIC**—Original Cast. . . . . Columbia

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

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



# A STAR PERFORMER!

Big!

## ANNETTE'S "FIRST NAME INITIAL"

Bigger!

## ANNETTE'S "FIRST NAME INITIAL"

Biggest!

## ANNETTE'S "FIRST NAME INITIAL"

Vista F-349

... and  
growing  
bigger, too!



ANNETTE

Vista BV-3301



Burbank California

www.americanradiohistory.com

## MUSIC AS WRITTEN

• Continued from page 23

Van's next single release is being pushed right out by RCA Victor. . . Hank Snow is due for an RCA Victor session soon.

Bobby Sykes has joined Cedarwood's Curley Rhodes for a tour of Memphis, Dallas, Fort Worth, St. Louis and other markets. Curley will be pushing Cedarwood pop, while Bobby will be spreading the word about his hopeful new Epic release, "Moonlight Becomes You" and "I Never Felt Like This." . . . Buddy Killen's new University release, a rocker titled "What You Gonna Do Tomorrow," was released last week. . . . Jim Reeves is skedded for "Jubilee, U.S.A.," December 5. . . . Lucky Moeller headed for Chicago over the weekend to attend the outdoor showmen's convention.

WSM-TV, in co-operation with local Jaycees, staged a benefit Thanksgiving eve in behalf of the annual Thanksgiving Day Clinic Bowl, which features two top football teams out of Middle Tennessee. Proceeds went to the Vanderbilt Hospital's Physical Therapy Clinic. The hour-long Clinic Bowl Ball was emceed by WSM-TV's Dave Overton, and featured George Hamilton, the Kalin Twins, Brenda Lee, Papa John Gordy and His Dixielanders, Tommy Knowles and his Orchestra and several other top performers from in and out of Nashville. Pat Twitty

## 'Fiorello' Unlocks B'way Door

• Continued from page 2

legit BMI Broadway score and the show actually got to Broadway and lasted for several months. It was viewed at the time, one writer has recalled, as "an encouraging foot in the Broadway door." Despite the ill-fated "The Happy Town," with a BMI published score by Gordon Duffy, which died a-borning earlier this fall, all attention now focusses on "Fiorello."

To begin with, the show received generally rave reviews in the local press, particularly from Brooks Atkinson of The Times and Walter Kerr of The Herald Tribune, the latter known to be one of the toughest pew-sitters around. Both incidentally praised the score.

Of added interest is the fact that at least one of the show's tunes, "Til Tomorrow," appears to have

hit pop potential, with at least seven already-released or upcoming disks. These are by Eileen Rodgers and Sammy Kaye on Columbia, Les Baxter, Sonny James and Alfred Newman on Capitol, the Four Aces on Decca and Nancy Knight on Top Rank. Capitol has the original cast album rights. Also, according to Valando, there is considerable activity shaping up already on other album versions of the score.

Meanwhile, the creators of "Fiorello" are not wasting time patting themselves on the back over the current success. Producers George Abbott and Jerome Weidman with Bock and Harnick are already working on their next opus, "Tenderloin," a period piece set in the early part of this century. At this writing the hope is to bring this show to the Stem in the late spring of 1960.

An interesting sidelight to the "Fiorello" success and one that can be judged as a mark of success in itself is the fact that one enterprising low-price diskery operator, with headquarters near to the New York scene, called Valando seeking the original pit ork arrangements to the score. The plan was to do a so-called low price version and the fact is that the operator did not obtain said rights.

## Holiday Dollars

• Continued from page 2

cent discount on Christmas items. However, it is no secret that a good dealer (meaning one who pays the bills) can always return a goodly amount of unused Christmas merchandise to his distributors.

Warner Bros. Records, going to an extreme for today's record business, has offered a 100 per cent exchange privilege on all Christmas items. Actually WB has sent out the stuff on memo, with billing delayed until January. This means that the WB Christmas albums are in dealer's stores on consignment and that dealers will be able to make all the returns they need to in January. This program happens to be fitted to particular WB needs. The label has a big album line which so far has been moving at a fair rate. Unless the goods are in the stores it can't move at all. Since many dealers do not want to get tied up with any items but the very hot sellers during the Christmas period, WB felt they would rather have the LP's in the stores on consignment rather than not have it there in depth. So far the label claims its Christmas stuff is moving.

Dealers now get a crack at discounted, or special return privilege merchandise about four times a year. First time is in the spring, to stir new action in a dull season. Second time is in the summer when manufacturers present their new fall releases. Third time is with Christmas merchandise, and the fourth time is right after the Christmas period. Except for ordering hit LP's which dealers feel they must have in stock, many dealers have learned to stock up at these times and save themselves from 10 to 20

## New Pic Tie-In

• Continued from page 2

tion with British Lion whose existing facilities will be used to implement the policy which will be determined by Bryanston.

Five or six major films will be handled by Bryanston in their first year and even more in subsequent years.

The first film under the Feldman-Bryanston tie-up will be Monja "Danny" Danischewsky's film version of the James Thurber short story "The Catbird Seat," which Charles Crichton has recently finished shooting at Beaconsfield Studios. Composer-conductor Stanley Black is in charge of the music, but it is not yet possible to know whether the rather special background music that is required will lend itself to popular publication.

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



# Congratulations,

**YOU'VE GOT A SMASH SHOW!**  
PLAYING AT THE BROADHURST THEATER NEW YORK

LLOYD DUNN  
VP Artist & Repertoire

JAMES BAYLESS  
VP Manufacturing  
and Engineering

GLENN WALLJCHS  
President

MIKE MAITLAND  
VP Merchandising & Sales

DAN BONBRIGHT  
VP Administration & Finance

ORIGINAL BROADWAY CAST



Full Dimensional Stereo — SWAO 1321  
Monophonic — WAO 1321

ROBERT E. GRIFFITH and HAROLD S. PRINCE  
present

# *fionello!*

A New Musical



Book by JEROME WEIDMAN and GEORGE ABBOTT  
Music by JERRY BOCK  
Lyrics by SHELDON HARNICK  
with ELLEN HANLEY and HOWARD DA SILVA  
TOM BOSLEY PATRICIA WILSON MARK DAWSON and PAT STANLEY  
Choreography by PETER GENNARO  
Scenery & Costumes Designed by WILLIAM and JEAN ECKART  
Musical Direction MAL HASTINGS Orchestration by IRWIN KOSTAL Dance Music Arranged by JACK ELLIOTT  
Production Directed by GEORGE ABBOTT

*And Capitol is proud to be selected to produce a great album.*

NATIONAL RELEASE  
MID-DECEMBER

Order stock NOW  
for Christmas sales  
and post-Christmas  
excitement!!!

**TOP SALES POTENTIAL**

**TOP PROMOTION TO BOOST YOUR SALES!**

Thousands of giant displays, posters, in-store merchandisers—production stills, empty jackets—prepared mailing pieces—lapel pins for salesmen—

complete press coverage—saturation air-play promotion—it all adds up to one of the heaviest regional and national advertising campaigns ever brought to you!

# The Billboard TOP LP'S

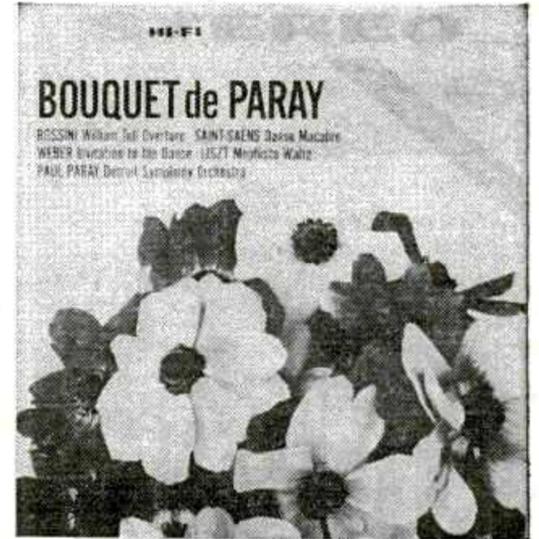
FOR THE WEEK  
ENDING NOVEMBER 29

## BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 HEAVENLY, Johnny Mathis, Columbia CL 1351.....	11
2	2 INSIDE SHELLY BERMAN, Verve MGV 15003.....	32
3	5 HERE WE GO AGAIN, Kingston Trio, Capitol T 1258.....	4
4	3 KINGSTON TRIO AT LARGE, Capitol T 1199.....	24
5	4. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	88
6	7 THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia ML 5386.....	7
7	6 KINGSTON TRIO, Capitol T 996.....	24
8	8 FROM THE HUNGRY I, Kingston Trio, Capitol T 1107.....	42
9	9 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344.....	19
10	11 JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133.....	83
11	10 GIGI, Sound Track, M-G-M 3641 ST.....	74
12	13 MY FAIR LADY, Original Cast, Columbia OL 5090.....	191
13	15 SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160.....	73
14	16 FOR THE FIRST TIME, Mario Lanza, RCA Victor LM 2338.....	4
15	20 NO ONE CARES, Frank Sinatra, Capitol W 1221.....	15
16	12 OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001.....	11
17	23 STUDENT PRINCE & OTHER GREAT MUSICAL COMEDY HITS, Mario Lanza, RCA Victor LM 1837.....	9
18	17 PORGY AND BESS, Sound Track, Columbia OL 5410.....	20
19	19 HYMNS, Tennessee Ernie Ford, Capitol T 756.....	125
20	— SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Assorted Artists, RCA Victor LM 6074.....	1
21	18 THAT'S ALL, Bobby Darin, Atco LP 33-104.....	9
22	21 QUIET VILLAGE, Martin Denny, Liberty LRP 3122.....	14
23	14 PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	42
24	22. THE MUSIC MAN, Original Cast, Capitol WAO 990.....	92
25	27 GYPSY, Original Cast, Columbia OL 5420.....	20

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	35 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243.....	53
27	34 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	33
28	24 BUT NOT FOR ME, Ahmad Jamal, Argo LP 628.....	48
29	25 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331.....	14
30	40 OKLAHOMA! Sound Track, Capitol SAO 595.....	195
31	26 FIVE PENNIES, Sound Track, Dot DLP 9500.....	8
32	30 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270.....	43
33	31 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355.....	18
34	32 BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006.....	4
35	— OUTSIDE SHELLY BERMAN, Verve MGV 15007.....	1
36	28 SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	287
37	29 FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	46
38	37 THE KING AND I, Sound Track, Capitol W 740.....	163
39	33 SONGS BY RICKY, Ricky Nelson, Imperial IMP 9082.....	10
40	36 FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	108
41	38 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252.....	60
42	41 WITH THESE HANDS, Roger Williams, Kapp KL 3030.....	5
43	46 LOUIS AND KEELY, Louis Prima & Keely Smith, Dot DLP 3210.....	3
44	48 COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	40
45	49 CONNIFF MEETS BUTTERFIELD, Ray Conniff, Columbia CL 1346.....	2
46	—MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130.....	21
47	44 LATE, LATE SHOW, Dakota Staton, Capitol T 876.....	47
48	— LET'S ALL SING WITH THE CHIPMUNKS, The Chipmunks, Liberty LRP 3132.....	1
49	— FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	24
50	39 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	24

## Album Cover of the Week



BOUQUET DE PARAY—PAUL PARAY AND DETROIT SYMPHONY ORCHESTRA. Mercury SR 90203. Standout cover designed by George Maas. Eye-catching flowers in shades of brick-red and violet, with black centers, were photographed by Henry Ries.

## Best Selling LP's on the Racks

This chart has been tabulated from the sales made by the nation's leading rack service merchandisers and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (\$3 or more suggested retail price); Best-Selling Low-Priced LP's (\$2.99 or less suggested retail price); Best-Selling EP's, and Best-Selling Kiddie Records

1. **Let's All Sing With the Chipmunks**  
David Seville and the Chipmunks...Liberty LST 7132
2. **Heavenly**  
Johnny Mathis.....Columbia CL 1351
3. **No One Cares**  
Frank Sinatra.....Capitol W 1221
4. **Songs by Ricky**  
Ricky Nelson.....Imperial IMP 9082
5. **More Music From Peter Gunn**  
Henry Mancini.....RCA Victor LPM 2040
6. **Party Sing Along With Mitch**  
Mitch Miller.....Columbia CS 8138
7. **Como Swings**  
Perry Como.....RCA Victor LPM 2010
8. **More Johnny's Greatest Hits**  
Johnny Mathis.....Columbia CL 1344
9. **Kingston Trio at Large**  
.....Capitol T 1199
10. **That's All**  
Bobby Darin.....Atco LP 33-104

## BEST SELLING STEREOGRAPHIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	28
2	3 HEAVENLY, Johnny Mathis, Columbia CS 8152.....	10
3	5 THE LORD'S PRAYER, The Mormon Tabernacle Choir, Columbia MS 6068.....	3
4	4 HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258.....	4
5	2 KINGSTON TRIO AT LARGE, Capitol ST 1199.....	22
6	12 GEMS FOREVER, Mantovani, London PS 106.....	17
7	6 OKLAHOMA! Sound Track, Capitol SWAO 595.....	26
8	11 FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338.....	5
9	7 MY FAIR LADY, Original Cast, Columbia OS 2015.....	28
10	8 PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	28
11	14 TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO, Morton Gould, RCA Victor LSC 2345.....	4
12	9 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226.....	26
13	15 BLUE HAWAII, Billy Vaughn, Dot DLP 25165.....	21
14	10 PORGY AND BESS, Sound Track, Columbia OS 2016.....	7
15	17 QUIET VILLAGE, Martin Denny, Liberty LST 7122.....	3

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	18 GIGI, Sound Track, M-G-M SE 3461 ST.....	28
17	19 NEAR YOU, Roger Williams, Kapp KS 1112.....	5
18	20 NO ONE CARES, Frank Sinatra, Capitol SW 1221.....	14
19	30 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA LSC 2252.....	23
20	13 FILM ENCORES, VOL. I, Mantovani, London PS 124.....	28
21	21 COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	28
22	23 GYPSY, Original Cast, Columbia OS 2017.....	12
23	24 THE KING AND I, Sound Track, Capitol SW 740.....	16
24	22 TILL, Roger Williams, Kapp KX 1081.....	4
25	27 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150.....	18
26	29 BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006.....	2
27	25 TABOO IN HI-FI, Arthur Lyman, Hi-Fi Record SR 806.....	26
28	26 CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022.....	11
29	28 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138.....	9
30	— THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	25

## Best Selling Pop EP's

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University

1. **Heavenly**  
Johnny Mathis.....Columbia EPB 13511
2. **Hymns**  
Tennessee Ernie Ford.....Capitol EAP 1-756
3. **Spirituals**  
Tennessee Ernie Ford.....Capitol EAP 1-818
4. **Exotica**  
Martin Denny.....Liberty EPL 1-3034
5. **Songs by Ricky**  
Ricky Nelson.....Imperial EP 162
6. **Kingston Trio at Large**  
.....Capitol EAP 1-1199
7. **More Sing Along With Mitch**  
Mitch Miller.....Columbia EPB 12431
8. **Side by Side**  
Pat & Shirley Boone.....Dot DEP 1076
9. **No One Cares**  
Frank Sinatra.....Capitol EAP 1-1220
10. **South Pacific**  
.....

# "THE SOUND OF MUSIC"

KOL 5450  
KOS 2020 (STEREO)

ORIGINAL BROADWAY CAST ALBUM RECORDED NOVEMBER 22nd ON COLUMBIA, OF COURSE!

## MUSIC CITY HIT LIST

The Top Sellers based on actual record sales of Wallichs' Music City, Hollywood and Lakewood Center as well as over 300 Music City Record Racks in Southern California and Southern Nevada supermarkets THE WEST'S ONLY AUTHENTIC POPULAR RECORD AND ALBUM HIT LIST

HIT LIST #394 FOR THE WEEK ENDING 11/23/59

### MUSIC CITY TOP TEN POPULAR ALBUMS

- |     |                                |                      |          |
|-----|--------------------------------|----------------------|----------|
| 1.  | Inside Shelley Berman          | Shelley Berman       | Verve    |
| 2.  | Outside Shelley Berman         | Shelley Berman       | Verve    |
| 3.  | Here We Go Again               | Kingston Trio        | Capitol  |
| 4.  | Heavenly                       | Johnny Mathis        | Columbia |
| 5.  | Dodgers '59                    | Bailey, Cook, Scully | BB       |
| 6.  | Sound of Music                 | Original Cast        | Columbia |
| 7.  | Johnny's Greatest Hits         | Johnny Mathis        | Columbia |
| 8.  | Be My Love                     | Keely Smith          | Dot      |
| 9.  | Lord's Prayer                  | Mormon Choir         | Columbia |
| 10. | More Of Johnny's Greatest Hits | Johnny Mathis        | Columbia |

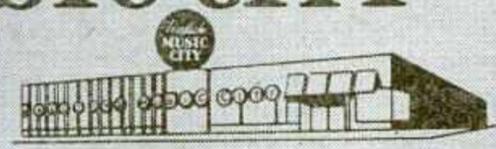
NOT SHIPPED  
... AND  
ALREADY  
THE  
NUMBER 6  
BEST SELLER  
IN SOUTHERN  
CALIFORNIA!



## MUSIC CITY



Sunset & Vine, Hollywood • HOLLYWOOD 2-2181



Lakewood Center • METCALF 3-0181

Congratulations to Clyde Wallichs for an outstanding display of aggressive merchandising. Without the Album itself to sell he used his own Gift Certificate to zoom the Columbia Original Cast Album of "The Sound of Music" to No. 6 on the Music City Best-Seller Chart. And he did it in just two weeks!

Now Columbia's "The Sound of Music" Gift Certificate is available to Dealers. Call your Columbia Distributor today. Be sure you have enough to meet the initial demand—don't get caught short at Christmas either!

ALBUM WILL BE SHIPPED AS QUICKLY AS POSSIBLE TO FILL ALL GIFT CERTIFICATE ORDERS!

COLUMBIA RECORDS

© "Columbia" "Masterworks" ® & © Marcas Reg. A division of Columbia Broadcasting System, Inc.

# 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.

### Pop

#### A WINTER ROMANCE

**Dean Martin. Capitol ST 1285. (Stereo & Monaural)**—A fine new Dean Martin album that should have solid appeal. The tunes are all on the winter kick, including "Let It Snow," "The Things We Did Last Summer," "I've Got My Love to Keep Me Warm" and "June in January." Martin sings them with his usual ease and nonchalance, and the ork backing by Gus Levine is excellent. A potent waxing for the holiday season.

#### LATIN AFFAIR

**George Shearing Quintet. Capitol ST 1275 (Stereo & Monaural)**—Shearing serves up his usual, lightly swingy, delicately phrased instrumental treatments of a group of Latin themes and standards . . . all dressed up in an infectious Latin beat. Selections include "All or Nothing at All," "Mambo Balahu," "Afro No. 4," etc. A variety of Latin rhythm instruments are heard on backing along with Shearing's piano, vibraphone and guitar.

#### A MIS AMIGOS

**Nat King Cole. Capitol SW 1220 (Stereo & Monaural)**—An earlier Spanish album, called "Cole Espano," did fine business and this similarly slanted set can do likewise. Again the vocals are in Spanish and Cole seems to be equally at home in that language. Recordings, which feature colorful and swingin' Dave Cavanaugh arrangements were made during Cole's recent tour of Latin America. The set can win him additional friends there as well as in the United States. This set moves in fine style.

#### AND THEN I WROTE THE MUSIC MAN

**Rini & Meredith Willson. Capitol ST 1320 (Stereo & Monaural)**—Meredith Willson's latest book (about the years he spent on "Music Man") called "But He Doesn't Know the Territory," is chalking up almost as many sales as his hit musical "Music Man" did at the box office. He and his wife tell and sing the musical here, as they did during the numerous auditions they performed before the show was produced. Folksy, sincere performances with sure-fire appeal for show album collectors.

### Pop Low Price

#### MERENGUES AND MAMBOS

**Fred Astaire Dance Studio Ork. Camden CAL 558**—A companion to the Astaire Studio cha-cha disk. An eight page booklet is included. Offering self-instruction diagrams on how to dance the mambo and merengue. The band devotes one side of the album to each type of dance, and plays will if not brilliantly. Instruction book gimmick is a strong one, and combined with Astaire's name, should make for substantial sales, especially as rack merchandise.

### Jazz

#### LOUIS ARMSTRONG MEETS OSCAR PETERSON

**Verve MG V 8322**—Here's an interesting combination with solid commercial possibility. Armstrong is at his showmanly best on a group of nostalgic standards, while Peterson provides fresh, tasteful backing. Selections include "That Old Feeling," "Blues in the Night" (with brief trumpet solo by Armstrong). Backing is by ace jazz men Herb Ellis, Ray Brown and Louis Bellson.

#### EVERYDAY I HAVE THE BLUES

**Joe Williams, Count Basie Ork. Roulette R 52033**—Joe Williams, the man who can sing the blues, comes thru with some first-rate readings of a wonderful collection of blues here, including the title tune that he made a smash hit a few years back. Others are "Going to Chicago," "Shake Rattle and Roll," "Cherry Red" and "Good Mornin' Blues." He sings them with emotion in his own meaningful style, backed by the swinging Count Basie ork. A potent package for the jazz and pop fan.

### Classical

#### KHACHATURIAN: VIOLIN CONCERTO; SAINT SAENS: INTRODUCTION AND RONDO CAPRICCIOSO

**Mischa Elman, Violinist; Vienna State Opera Ork. (Golschmann). Vanguard VSD 2037 (Stereo & Monaural)**—The master's tone is still arresting, and the performances here are in the grand manner—being, in effect shining examples of tasteful virtuosity. Vanguard has engineered the disks well. Dealers should display this and demonstrate it for good sales.

### Christmas

#### THE LITTLE DRUMMER BOY

**Jack Halloran Singers. Dot DL 25233 (Stereo & Monaural)**—One of the finer Christmas choral albums offered this season. The Halloran Singers are well drilled in their precise singing and their arrangements are superior. Accompaniment is limited to an occasional spotting of a harp. Otherwise it's strictly a capella. Included are familiar carols along with "Mary's Boy Child," "I Wonder as I Wander," "Christmas Is A-Comin'," and "Little Drummer Boy." Excellent programming material and a set that can be recommended.

### Folk

#### BALLADS WITH GUITAR

**Burl Ives. United Artists UAS 6060 (Stereo & Monaural)**—The great balladeer has a very impressive package here. Cover is book-style and includes lyrics. Ives' performances are superb. The material includes "Two Maidens Went Milking," "Boy Willie," "Henry Martin," etc. Buyers of folk material will find it hard to put down, and dealers with that kind of clientele would display it prominently.

### Spoken Word

#### NORMAN THOMAS REMINISCES

**Spoken Arts 759**—Norman Thomas sums up his many, many years as leader of the American Socialist Party on his most important and most enlightening new disk from the label. It illustrates how a man can appear to lose every battle and yet win the ultimate victory. Thomas has lived to see many of the things he fought for eventually come true, even if under the Democratic or Republican parties. He has lived a courageous life devoted to principle, and yet he tells about it in a completely self-effacing manner. An important documentary recording.

#### CHARLTON HESTON READS THE FIVE BOOKS OF MOSES

**(2-12") Vanguard VRS 9060-1; VSD 2049-50. (Stereo & Monaural)**—The text covers the early events of Moses' life and the exodus out of Egypt. Heston reads the scriptures with moving conviction, and support and background music by the Robert De Cormier Chorale lends dramatic emphasis. Packaging includes the text. Dramatic cover photo of the narrator will attract.

## 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.

### FOLK

#### ALAN LOMAX PRESENTS FOLK SONG FESTIVAL

**Jimmy Driftwood, Memphis Slim, Muddy Waters, Stony Mountain Boys. United Artists UAS 6050**—There's an unusual collection of folk artists here—unusual in that they represent the extremely broad range of American folk music today. Alan Lomax collected them for a program at Carnegie Hall earlier this year; and the sides are from that show. Included are performances by Jimmy Driftwood, Stony Mountain Boys, Muddy Waters and Memphis Slim. A very good buy.

### SPECIALTY

#### THE FUZZY PEACH PIE AND OTHER LUNACIES

**Leonard Elliot and Irma Jurist. Monitor MP 570**—There's a take-off on Menotti's operas here that alone is worth the price of this disk. Many of the other musical satires included are also hilariously successful, and even those that don't quite make it are good fun. One needn't be a musical sophisticate to enjoy the broad take-offs on German lieder, canonic music, show tunes, etc. Leonard Elliot and Irma Jurist render this mad mish-mash with no holds barred.

★★★★

## VERY STRONG SALES POTENTIAL

### POPULAR ★★★★★

**★★★★ WITCHCRAFT**  
**Chris Connor. Atlantic 8032**—A fine new album by Chris Connor that should gas her many, many fans. The thrush is featured here on an outstanding group of pop tunes, including such wonderful items as "Witchcraft," "I'll Never Be Free," "Baltimore Oriole," and "Like a Woman." And she sings them with the style and taste that mark all her work. The arrangements by Dick Wess swing too. A strong new slicing by the thrush with a most exciting cover.

**★★★★ CAREFREE**  
**Paul Weston. Capitol ST 1261. (Stereo & Monaural)**—A fine new album by the ever listenable Paul Weston crew that should rack up healthy sales. The arrangements are light and swinging, and the selections are first rate. Tunes include such strong items as "What a Difference a Day Makes," "Hooray for Love," "Spring Is Here," and "Give Me the Simple Life." The orchestral work is excellent and the stereo sound is very good.

ments are light and swinging, and the selections are first rate. Tunes include such strong items as "What a Difference a Day Makes," "Hooray for Love," "Spring Is Here," and "Give Me the Simple Life." The orchestral work is excellent and the stereo sound is very good.

**★★★★ GEE, BABY AIN'T I GOOD TO YOU**  
**Donna Hightower. Capitol ST 1273. (Stereo & Monaural)**—Expressive, perceptive readings by the thrush on uptempo blues and ballads with fine swinging backing by Sid Feller Ork. Selections include "Everyday I Have the Blues," "All or Nothing at All," and title theme.

**★★★★ HYMNS FROM THE HEART**  
**Rosemary Clooney. M-G-M SE 3782. (Stereo & Monaural)**—With a mixed

chorus assisting, Rosemary Clooney does a sincere-sounding job on 14 well-loved hymns. Her distinctive voice is heard in satisfying interpretations of such old favorites as "The Old Rugged Cross," "It Is No Secret," "Jesus Loves Me" and "Onward Christian Soldiers."

#### ★★★★ DANCE WITH LAWRENCE WELK

**Dot DLP 25224. (Stereo & Monaural)**—This set shows off the instrumental sections and soloists in the Welk band while providing danceable music. Altho nobody can call these avant garde arrangements, there's no denying the ability of the musicians who are shown off here playing such pop faves as "Old Black Magic," "Easy to Remember," and "Willow Weep for Me." They also adapt to their simple beat such jazz derived numbers as "Clarinet Marmalade," "South," and "Plenty of Brass."

#### ★★★★ C'MON LET'S DANCE

**Freddie Martin Ork. Capitol ST 1269. (Stereo & Monaural)**—Veteran maestro Martin serves up danceable, melodic instrumental medley treatments of 40 memorable standards—mostly Cole Porter, Jerome Kern and Rodgers & Hammerstein. Good stereo sound. Selections include "Who," "It's De-Lovely," "My Heart Belongs to Daddy," and "I Love Paris."

#### ★★★★ THIS MUST BE THE PLACE

**Plas Johnson. Capitol ST 1281. (Stereo & Monaural)**—Eye-catching photo of curvaceous red-head gives package solid display value. Johnson's tasteful, warm sax solo work is heard to advantage on a group of oldies, with excellent swingy backing by vibes, guitar, bass, drums, organ and piano (by Paul Smith). Spinnable wax for jazz jocks and hip pop deejays. Tunes include "Too Close for Comfort," "Poor Butterfly," "Just One of Those Things."

#### ★★★★ SOLOMON AND SHEBA

**Sound Track. United Artists UAS 5051. (Stereo & Monaural)**—Handsomely packaged double-fold album is solid display item. Exotic score, composed and conducted by Mario Nascimbene, concentrates mainly on exciting battle-scene styled music, but there's a few pretty love themes for jocks. The Yul Brynner-Gina Lollobrigida film should be a big office item, which will help sales.

#### ★★★★ PAUL WHITEMAN'S CAVALCADE OF MUSIC

**Grand Award 244 SD. (Stereo & Monaural)**—Maestro Whiteman leads a brilliantly recorded big ork thru a series of older tunes, none of which has been new for at least 25 years. The band plays "St. Louis Blues," "Gypsy Love Song," "I Got Rhythm," "Stardust," "I Wish I Could Shimmy Like My Sister Kate," etc. The recording job, supervised by Bob Fine, is superior and should prove a real treat to the two-channel fans.

#### ★★★★ BOBBY SCOTT PLAYS THE MUSIC OF LEONARD BERNSTEIN

**Verve MGVS 6065. (Stereo & Monaural)**—An exceptionally pleasing set. Scott plays both piano and vibes to the accompaniment of fine, rich arrangements for strings. The song material, too, taken from the works of Leonard Bernstein has seldom been recorded in this type of program and it makes for fine listening. Tunes include selections from "On the Town," "West Side Story," "Candide," and "Wonderful Town." Nice, well-recorded listening.

#### ★★★★ ON THE BEACH

**Original Soundtrack. Roulette R 25098**—This moving score for the new movie "On the Beach" was composed, and here conducted, by Ernest Gold. The various orchestral treatments of the wistful and melodious theme of "Waltzing Matilda" are woven in and out of the score with great effectiveness. Some of the highlights of the composition are "Boat Race," "Australian Summer Night," "Mysterious Signal," and "There's Still Time." The flick, based on best-selling novel by Nevil Shute, should really pull in the coin for this disk.

#### ★★★★ TAKE ME ALONG

**Frankie Carle, Piano & Ork. RCA Victor LSP 2142. (Stereo & Monaural)**—Tasteful arrangements of the tunes from the new Broadway show, "Take Me Along." Frankie Carle with his inimitable piano stylings enhance the entire program. Highlights include: "Take Me Along," "Little Green Snake," "Thinkin' Things," and "But Yours." Stereo sound is good. Disk has good potential.

#### ★★★★ F (sharp) . . . WHERE THERE IS MUSIC

**Ernest Maxin Ork. Top Rank RM 307**—An elaborate packaging job by Rank features a tie-in between the album and a new perfume scent, known as "F Sharp," being marketed by Faberge. The music is appealing in the mood groove and is strictly instrumental. Package itself, which carries an imaginative high fashion drawing in black and white, is the subject of a heavy promotion by the label. Plenty of interest can be generated here.

(Continued on page 30)

# ONLY EVEREST SELLS MONAURAL AND STEREO AT ONE PRICE!

**PLUS**   
**50% DISCOUNT FROM NOW  
 TO JAN. 1st! BUY NOW**

for deliveries timed for peak selling!

**EVEREST RECORDS**



360 Lexington Ave., New York  
 1314 So. Wabash Ave., Chicago  
 2707 West Pico Blvd., Los Angeles

PRODUCT OF BELOCK RECORDING CO., DIVISION OF BELOCK INSTRUMENT CORP.



**DUMONT RECORD DISTRIBUTORS**  
 1280 Tremont  
 Boston, Mass.

**FRONTIER DISTRIBUTING CO.**  
 7042 Highway 80 East  
 El Paso, Texas

**MARNEL DISTRIBUTING CO.**  
 1622 Fairmont Ave.  
 Philadelphia, Pa.

**WHIRLING DISC RECORD DISTRIBUTORS**  
 140 West 5th St.  
 Cincinnati, Ohio

**LEONARD SMITH, INC.**  
 30 North 3rd St.  
 Albany, N. Y.

**DAVIS SALES**  
 1724 Arapahoe St.  
 Denver, Colo.

**S & S DISTRIBUTING CO.**  
 3927 Woodward Ave.  
 Detroit, Mich.

**MARNEL**  
 6 East Mt. Royal Ave.  
 Baltimore, Md.

**KEYLINE DISTRIBUTING CO.**  
 118 Tenth St., North  
 Minneapolis, Minn.

**ASSOCIATED RECORDS**  
 76 Tolland St.  
 East Hartford, Conn.

**H. W. DAILY**  
 314 East 11th St.  
 Houston, Texas

**MIDWEST DISTRIBUTING CO.**  
 2642-22 Olive St.  
 St. Louis, Mo.

**MELODY SALES CO.**  
 512 Brannan St.  
 San Francisco, Calif.

**BENART**  
 327 Franfort Ave.  
 Cleveland, Ohio

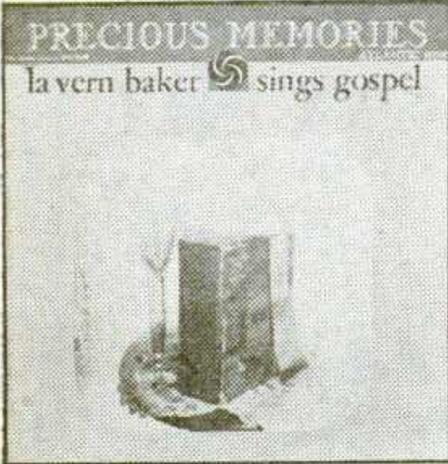
**C & C DISTRIBUTING CO.**  
 708 Sixth Ave., North  
 Seattle, Wash.

**3 GREAT NEW LP's FROM ATLANTIC**



**PRECIOUS MEMORIES**

**LaVern Baker Sings Gospel 8036**



**THE WILDEST GUITAR Mickey Baker 8035**



**THAT'S A PLENTY Wilbur de Paris 1318**

All these LP's available in Stereo  
 MONAURAL 8000 Series, \$3.98  
 MONAURAL 1300 Series, \$4.98  
 All Atlantic Stereo Discs, \$5.98

*Atlantic Records*

**VARIETY IS THE SPICE OF THE ATCO LP LINE . . .**



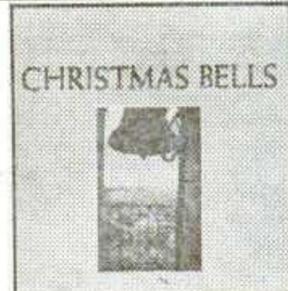
**THE COASTERS' GREATEST HITS The Coasters 33-111**



**AMERICAN COUNTRY SONGS Helen Merrill 33-112\***



**HAVE TENOR SAX, WILL BLOW King Curtis 33-113\***



**CHRISTMAS BELLS Paul & Nancy Play Traditional Christmas Carols on Swiss Handbells & Tuned Sleighbells 33-114\***

**Reviews and Ratings of New Albums**

Continued from page 28

★★★★

**VERY STRONG SALES POTENTIAL**

**JAZZ ★★★★★**

**★★★★ JACK TEAGARDEN AT THE ROUNDTABLE**  
 Roulette R 25091—Jack Teagarden and his band are featured here recorded live at The Roundtable in New York. Teagarden is, of course, one of the giants of jazz and on this new set he gets many chances to show off his fine trombone work as well as some "preachin'" vocals. Tunes include "South Rampart Street Parade," "St. James Infirmary," a strong reading of "Big Noise From Winnetka" and "St. Louis Blues."

**★★★★ CHAIRMAN OF THE BOARD**  
 Count Basie. Roulette R 52032—This LP shows off the composing and arranging as well as performing talents of members of the Basie band, all but one having been clefted by Thad Weiss, Frank Wess and Frank Foster. The sole exception is the product of ex-Basie sax player Ernie Wilkins. The mood ranges from delicate to romping, with a few sounds (such as flute) not usually heard from Basie. The results always point up the high degree of talent and cohesion of the group.

**★★★★ LIKE WOW!**  
 Marty Paich, Guest Artist Art Pepper. Interlude MO 514—Top flight solo efforts by each of the four participants are the feature here. Marty Paich's sensitive piano is the stickout, but there are also expressive outings by Carl Pepper on alto, Joe Mondragon on bass, and Larry Bunker on vibes and drums. Three original Paich compositions add interest to such standards as "I'll Remember April," "Lullabye of the Leaves" and "Jump for Me."

**★★★★ HOT SKINS**  
 Shelly Manne and Others, Interlude MO 513—Drummers Shelly Manne and Frank Gurreo, plus Mike Pacheco on bongos and Carlos Vidal on conga drums, produce a driving Latin beat that makes this collection jump. Piano, guitar and two bass fiddles round out the unusual group, and it's a special treat for fans of the Latin riff. Specially worthy of note is the treatment given such numbers as "Nightingale," "Too Marvelous" and "Sometimes I'm Happy."

**★★★★ THE KENTON TOUCH**  
 Stan Kenton, Capitol ST 1276 (Stereo & Monaural)—Capitol's stereo is at its most effective here, enabling one to explore the ingredients making up Stan Kenton's own brand of big band jazz. It's evocative, moody, impressionistic as clefted by Kenton and Stan Rugolo. Some of the works are not new, but have a fresh sound, including "Elegy for Alto" and "Painted Rhythm." Others make their wax bow an effective one. All have moments of freshness and real interest. Kenton's piano and Laurindo Almeida's guitar are strong solo factors.

**CLASSICAL ★★★★★**

**★★★★ BOUQUET DE PARAY**  
 Detroit Symphony Orch. (Paray). Mercury SR 90203. (Stereo & Monaural)—A fine collection of light works played brilliantly here by the Detroit Symphony Orchestra under the direction of Paul Paray. The four works include Rossini's "William Tell Overture," Saint-Saens' "Danse Macabre," Von Weber's "Invitation to the Dance," and Liszt's "Mephisto Waltz." Well recorded, with the stereo effect excellent, the album should have steady sales.

**★★★★ MOUSSORGSKY: PICTURES AT AN EXHIBITION**  
 Minneapolis Symphony Orch. (Dorati). Mercury SR 90217. (Stereo & Monaural)—The Minneapolis Symphony under the baton of Antal captures the noble mood of Mussorgsky's work with this performance. Surfaces are flawless. Second side also includes excerpts from "Khovanshchina," namely, "Prelude" and "Dance of the Persian Slaves." A modernistically designed cover will draw buyers.

**LOW-PRICE CLASSICAL ★★★★★**

**★★★★ TCHAIKOVSKY: SYMPHONY NO. 6**  
 Vienna State Opera Orch. (Golschmann). Vanguard SRV 112 SD; SRV 112. (Stereo & Monaural)—Vanguard offers another fine disk in its excellent lab series. In addition to the superior sound quality,

Golschmann's sensitive reading of the "Pastoral" symphony is competent in every respect. Low-price tag will attract economy buyers, and those already familiar with the label's demonstration series can be easily sold.

**LOW-PRICE CHILDREN'S ★★★★★**

**★★★★ RINGLING BROS. BARNUM & BAILEY CHIRCUS**  
 Don Forbes. Cricket 14—All the exciting and familiar circus sounds are reproduced in careful detail on this set beginning with the stirring opening announcement and the big band sound as it accompanies a flock of acts. Animal sounds are also faithfully depicted. A great production for the kiddies who've been to the circus and for those who have not yet been, this will make 'em want to go.

**★★★★ LET'S HAVE A PARADE**  
 Cricketeer Marching Band. Cricket 18—The Cricketeer marching band plays a program of familiar martial strains which would be ideal for accompaniment to children's games like Musical Chairs, etc. Numbers include "76 Trombones," "Stars and Stripes Forever," "El Capitan" and "River Kwai," among others. Excellent sound thruout.

**★★★★ ONCE UPON AN ORCHESTRA & THE STORY OF CELESTE**  
 David Wayne, Paul Tripp, George Kleinsinger, The Cricket Symphony (Eastman). Cricket 16—David Wayne proves an effective narrator on these two sides which should capture the fancy of kiddies right away. Side one, "Once Upon an Orchestra," is a story built around the orchestra and features the instruments in a sort of talking and shouting role. "The Story of Celeste," on the flip relates a tale of a little melody that nobody wanted. Cute imaginative material well performed by Wayne and the ensemble. Winning kiddie fare.

**★★★★ SING-A-LONG WITH THE MERRY MAILMAN**  
 Ray Heatherton. Cricket 24—Ray Heatherton, whose TV role of the Merry Mailman has won a place in the hearts of the kiddie population, turns to a group of familiar and oft-performed folk songs here. As he sings, the Cricketeer Children's Chorus joins in, just as listening groups of children probably will, too. Tunes include "Blue Tail Fly," "Skip to My Lou," "Waltzing Matilda," "Polly Wolly Doodle," etc. Cute cover.

**★★★★ SMILEY BURNETTE AND HIS RODEO SONGAREE**  
 Cricket 11—Long a favorite of kids as a result of his movie and TV work, Smiley Burnette has assembled a cheerful collection of songs here. Some are traditional Westerns, such as "Red River Valley," "Buffalo Gals" and "Clementine." Others tell the kind of stories youngsters are most apt to enjoy, such as about the prairie dog who ran off with the bottom of the hole, the "Smart Alec Crow," "The Thievin' Burro" and "Gran'pa Frog."

**CHRISTMAS ★★★★★**

**★★★★ SING WE NOW OF CHRISTMAS**  
 The Harry Simeone Chorale. 20th Fox SFX 3002 — The original '58 Christmas hit, "The Little Drummer Boy," is contained in this package, now made available in stereo for the first time. This tune plus 30 other popular Christmas selections as well as some not too often performed are all plus quantities. A highly attractive cover, a painting by Huldah plus fine work by the chorus makes this an even bigger attraction than it was last year when it was available in mono only. Stereo adds depth but both mono and stereo will sell and exposure of "Drummer" will help immeasurably.

**LOW PRICE RELIGIOUS ★★★★★**

**★★★★ HYMNS OF SALVATION**  
 Jane Pickens and Salvation Army Choir. Lion L 70131—Fifteen of the most revered hymns are sung definitively on this disk. The Salvation Army Choir is an aggregation who sing with strong and true voices which make the most excellent arrangements. Jane Pickens sings the lead sweetly and without affectations. This LP can stand comparison with any similar disk, regardless of price.

★★★

**GOOD SALES POTENTIAL**

**POPULAR ★★★**

**★★★ TEN TOP HITS**  
 Margaret Whiting. Dot DLP 25235. (Stereo & Monaural) — Miss Whiting as

tive thrush in her performances of a group of current hits for other artists. Her work on "Morgen" in English, is good enough to have been a threat as a single had it been available earlier. Other songs included

Melody," "Til There Was You," "Three Bells," etc. Good programming on the basis of new versions of familiar hits.

**★★★ HAPPY CHA CHA CHA**  
 Laurindo Almeida. Capitol ST 1263. (Stereo & Monaural) — A happy group of cha chas featuring guitarist Almeida arranged and composed all of the tunes in the set, and many of the tunes here were used in the flick "Cry Tough." With Almeida are a group of potent jazz names who perform the tunes with spirit. A very good set for cha cha fans.

**★★★ MORE TEA FOR TWO CHAS CHAS**  
 Warren Covington, the Tommy Dorsey Ork. Decca DL 8943 — Warren Covington and the Tommy Dorsey Ork come thru with many more bright readings of swinging cha chas here. The tunes include "Tea for Two," "Dream," "Sweet and Gentle," and "You Go to My Head." Spirited cha cha wax.

**★★★ ROCK & ROLL BANDSTAND**  
 Various Artists. Roulette R 25093 — This is a collection of hit singles released by the label over the past few years featuring top rock and roll artists such as Buddy Knox, Jimmy Bowen, the Playmates, Valerie Carr, Cathy Carr, and Ronnie Hawkins. Some of the tunes are fairly current such as "Forty Days," others date from a year or more back like "Party Doll," and "Jo Ann." But it's all very listenable and the younger set will dig these rock and roll hits.

**★★★ BORN TO BE BLUE**  
 Anne Phillips. Roulette R 25090 — Anne Phillips, young thrush who has been one of the leading lights of the Ray Charles Singers for the past few years, makes a good record debut here. The tunes concern sad love affairs, and love that is over, and she sings them all with a warm and meaningful style that is most appealing. Titles include "A Stranger in Town," "I Don't Want to Walk Without You," and "Born to Be Blue." She purrs them touchingly over smooth arrangements by Kermit Leslie.

(Continued on page 54)

**"... As Usual, Request Records, Presents the Unusual ..."**  
 in Monaural and Stereophonic Space Sound  
 For full-color catalog of timeless international best sellers contact  
**REQUEST RECORDS, INC.**  
 443 West 49th St., NYC 19, N. Y.  
 Few areas still available for distribution.

*101 Strings*  
 The World's First Stereo-Scored Orchestra

**BETTER MUSIC BY**  
  
**Musidisc**  
 THE Super Sound System  
 MUSIDISC INTERNATIONAL INC.  
 666 FIFTH AVENUE • NEW YORK 19, N. Y.

**AUDIO FIDELITY RECORDS PRE-PAK BIG PROFITS**

\*Available Stereo & Monaural  
 MONAURAL LIST PRICE, \$3.98  
 STEREO LIST PRICE, \$4.98

Perry's great  
new Christmas single  
**THE LORD'S PRAYER**

47/7650



 **RCA VICTOR**   
AMERICAN CORPORATION OF AMERICA

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending November 21

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Mack the Knife</b>		<b>1 13</b>	<b>6. Misty</b>		<b>12 5</b>
By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) <b>BEST SELLING RECORD:</b> Bobby Darin, Atco 6147. <b>RECORDS AVAILABLE:</b> Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30978; Billy Vaughn, Dot 15444.			By Garner & Burke—Published by Vernon-Octave (ASCAP) <b>BEST SELLING RECORD:</b> Johnny Mathis, Col 41483. <b>RECORDS AVAILABLE:</b> Georgi Auld, Coral 65513; Chris Connor, Atlantic 2037; Erroll Garner, Mer 30037; Jane Harvey, Dot 15885; Bill Shepherd, Signet 12012; Sarah Vaughan, Mer 71477.		
<b>2. Mr. Blue</b>		<b>2 11</b>	<b>7. So Many Ways</b>		<b>9 5</b>
By Dwayne Blackwell—Published by Cornerstone (BMI) <b>BEST SELLING RECORD:</b> Fleetwoods, Dolton 5.			By Bobby Stevenson—Published by Brenda (BMI) <b>BEST SELLING RECORD:</b> Brook Benton, Mer 71512. <b>RECORD AVAILABLE:</b> Varetta Dillard, Savoy 1153.		
<b>3. Don't You Know</b>		<b>3 9</b>	<b>8. In the Mood</b>		<b>10 7</b>
By Bobby Worth—Published by Alexis (ASCAP) <b>BEST SELLING RECORD:</b> Della Reese, Vic 7591.			By J. Garland-A. Razas—Published by Shapiro-Bernstein (ASCAP) <b>BEST SELLING RECORD:</b> Ernie Fields, Rendezvous 110. <b>RECORDS AVAILABLE:</b> Andrews Sisters, Dec 28482; Bulawayo Sweet Rhythm Band, London 1491; Hutch Davie, Atco 6123; Crazy Otto, Dec 29449; Jerry Gray Ork, Dec 27177; Johnny Maddox, Dot 15045.		
<b>4. Heartaches by the Number</b>		<b>5 7</b>	<b>9. Primrose Lane</b>		<b>7 11</b>
By H. Howard—Published by Pamper (BMI) <b>BEST SELLING RECORD:</b> Guy Mitchell, Col 41476. <b>RECORD AVAILABLE:</b> Ray Price, Col 41374.			By Callender-Shanlin—Published by Music Productions (ASCAP) <b>BEST SELLING RECORD:</b> Jerry Wallace, Challenge 59047.		
<b>5. Put Your Head on My Shoulder</b>		<b>4 12</b>	<b>10. Seven Little Girls (Sittin' in the Back Seat)</b>	<b>13</b>	<b>8</b>
By Paul Anka—Published by Spanka (BMI) <b>BEST SELLING RECORD:</b> Paul Anka, ABC-Paramount 10040.			By Hilliard-Pockriss—Published by Sequence (ASCAP) <b>BEST SELLING RECORD:</b> Paul Evans & the Curls, Guaranteed 200.		
<b>Second Ten</b>					
<b>11. Deck of Cards</b>		<b>6 9</b>	<b>16. Be My Guest</b>		<b>17 4</b>
By I. Texas Tyler—Published by American (BMI) <b>BEST SELLING RECORD:</b> Wink Martindale, Dot 15968. <b>RECORDS AVAILABLE:</b> Tex Ritter, Cap 1665; T. Texas Tyler, King 5249; Tex Williams, Dec 28809.			By Domino-Marascalco-Boyce—Published by Travis (BMI) <b>BEST SELLING RECORD:</b> Fats Domino, Imperial 5629.		
<b>12. We Got Love</b>		<b>14 4</b>	<b>17. Oh, Carol</b>		<b>19 6</b>
By Kal Davis-Bernie Lowe—Published by Kaimana-Lowe (ASCAP) <b>BEST SELLING RECORD:</b> Bobby Rydell Cameo 169.			By Neil Sedaka & Howard Greenfield—Published by Aldon (BMI) <b>BEST SELLING RECORD:</b> Neil Sedaka, Vic 7595.		
<b>13. Lonely Street</b>		<b>8 10</b>	<b>18. Dance With Me</b>		<b>18 4</b>
By K. Sowder-W. S. Stevenson-C. Belew—Published by Four Star (BMI) <b>BEST SELLING RECORD:</b> Andy Williams, Cadence 1370. <b>RECORD AVAILABLE:</b> Carl Belew, Four Star 1701.			By Lebish-Glick—Published by Tredlew-Tiger (BMI) <b>BEST SELLING RECORD:</b> Drifters, Atlantic 2040.		
<b>14. The Enchanted Sea</b>		<b>11 5</b>	<b>19. Unforgettable</b>		<b>20 5</b>
By Metis-Starr—Published by Volkwein (ASCAP) <b>BEST SELLING RECORDS:</b> Martin Denny, Liberty 55212; Islanders, May Flower 16.			By Irving Gordon—Published by Bourne (ASCAP) <b>BEST SELLING RECORD:</b> Dinah Washington, Mer 71508.		
<b>15. Danny Boy</b>		<b>16 7</b>	<b>20. Teen Beat</b>		<b>15 12</b>
By Weatherly—Published by Bossey & Hawkes (ASCAP) <b>BEST SELLING RECORD:</b> Conway Twitty, M-G-M 12826. <b>RECORDS AVAILABLE:</b> Sil Austin, Mer 71442; Al Hibbler, Atlantic 911 & 1071; Joni James, M-G-M 12369; Glenn Miller Ork, Vic 0040; Slim Whiteman, Imp 8201.			By Nelson Egnoian—Published by Drive-In (BMI) <b>BEST SELLING RECORD:</b> Sandy Nelson, Original Sound 5.		
<b>Third Ten</b>					
<b>21. You Were Mine</b>		<b>22 6</b>	<b>26. Marina</b>		<b>- 1</b>
By Paul Gialcalione—Published by Dara & Good (BMI) <b>RECORDS AVAILABLE:</b> Fireflies, Ribbon 6901; Rudy West, King 5276.			By Rocco Granata—Published by Maxwell (BMI) <b>RECORDS AVAILABLE:</b> Willy Alberti, London 1888; Rocco Granata, Laurie 3041; Jacky Noguez, Jamie 1137; Tony Martin, Vic 7633; Joe Vina, Allied Record Sales 7778.		
<b>22. Uh! Oh!</b>		<b>- 1</b>	<b>27. Woo-Hoo</b>		<b>23 5</b>
By Sascha Burland-Don Elliot—Published by Janson (BMI) <b>RECORD AVAILABLE:</b> Nutty Squirrels, Hanover 4540.			By G. D. McGraw—Published by Shapiro-Bernstein & McGraw (ASCAP) <b>RECORD AVAILABLE:</b> Rock-A-Teens, Roulette 4192.		
<b>23. The Big Hurt</b>		<b>- 1</b>	<b>28. Come Into My Heart</b>		<b>- 1</b>
By Wayne Shanklin—Published by Music Productions (ASCAP) <b>RECORD AVAILABLE:</b> Toni Fisher, Signet 275.			By Harold Logan & Lloyd Price—Published by Prigan (BMI) <b>RECORD AVAILABLE:</b> Lloyd Price, ABC-Paramount 10062.		
<b>24. Always</b>		<b>28 2</b>	<b>29. El Paso</b>		<b>- 1</b>
By Irving Berlin—Published by Berlin (ASCAP) <b>RECORDS AVAILABLE:</b> Guy Lombardo Ork, Dec 23817; Dorothy Shay, Imperial 5462; Sammy Turner, Big Top 3029; Victor Young Ork, Dec 27288.			By Marty Robbins—Published by Marty's Music (BMI) <b>RECORD AVAILABLE:</b> Marty Robbins, Col 41511.		
<b>25. Scarlet Ribbons</b>		<b>- 1</b>	<b>30. Reveille Rock</b>		<b>25 2</b>
By Jack Segal-Evelyn Danzig—Published by Mills (ASCAP) <b>RECORDS AVAILABLE:</b> Harry Belafonte, Vic 0321; Browns, Vic 7614; Kingston Trio, Cap 3970; Enoch Light, Grand Award 1035.			By King Conatser—Published by Vicki (BMI) <b>RECORD AVAILABLE:</b> Johnny and the Hurricanes, Warwick 513.		

Another big one POP-ing!

Billboard Spotlight  
Cashbox Pick of the Week  
Music Reporter Scoop  
of the Week  
Variety Best Bet

# WEBB PIERCE

# "NO LOVE HAVE I"

and

## "WHIRLPOOL OF LOVE"

DECCA 31021



FOR THE WEEK ENDING DECEMBER 6

# The Billboard HOT 100

THIS WEEK ONE WEEK AGO TWO WEEKS AGO THREE WEEKS AGO

★ STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.

S Indicates that STEREO SINGLE version is available.

TITLE, Artist, Company, Record No.

STEREO WEEKS ON CHART

1	1	2	1	<b>MACK THE KNIFE</b> .....	15
				Bobby Darin, Atco 6147	
2	3	3	4	<b>DON'T YOU KNOW</b> .....	11
				Della Reese, RCA Victor 7591	
3	2	1	2	<b>MR. BLUE</b> .....	13
				Fleetwoods, Dolton 5	
4	4	5	10	<b>HEARTACHES BY THE NUMBER</b> .....	9
				Guy Mitchell, Columbia 41476	
5	8	11	13	<b>IN THE MOOD</b> .....	11
				Ernie Fields, Rendezvous 110	
6	6	9	12	<b>SO MANY WAYS</b> .....	7
				Brook Benton, Mercury 71512	
7	5	4	3	<b>PUT YOUR HEAD ON MY SHOULDER</b> .....	14
				Paul Anka, ABC-Paramount 10040	
8	10	12	21	<b>WE GOT LOVE</b> .....	8
				Bobby Rydell, Cameo 169	
★9	14	17	22	<b>BE MY GUEST</b> .....	6
				Fats Domino, Imperial 5629	
10	12	13	9	<b>7 LITTLE GIRLS (SITTIN' IN THE BACK SEAT)</b> .....	12
				Paul Evans & the Curis, Guaranteed 200	
11	7	8	7	<b>DECK OF CARDS</b> .....	12
				Wink Martindale, Dot 15968	
12	15	20	20	<b>MISTY</b> .....	9
				Johnny Mathis, Columbia 41483	
★13	19	19	16	<b>OH, CAROL</b> .....	8
				Neil Sedaka, RCA Victor 7595	
14	18	14	11	<b>DANNY BOY</b> .....	10
				Conway Twitty, M-G-M 12826	
★15	20	16	23	<b>DANCE WITH ME</b> .....	8
				The Drifters, Atlantic 2040	
16	11	6	5	<b>LONELY STREET</b> .....	13
				Andy Williams, Cadence 1370	
17	9	10	8	<b>PRIMROSE LANE</b> .....	16
				Jerry Wallace, Challenge 59047	
★18	36	55	—	<b>THE BIG HURT</b> .....	3
				Toni Fisher, Signet 275	
★19	24	35	56	<b>ALWAYS</b> .....	5
				Sammy Turner, Big Top 3029	
20	21	18	17	<b>UNFORGETTABLE</b> .....	9
				Dinah Washington, Mercury 71508	
★21	33	50	75	<b>SCARLET RIBBONS</b> .....	5
				Browns, RCA Victor 7614	
22	17	15	18	<b>THE ENCHANTED SEA</b> .....	10
				Islanders, Mayflower 16	
23	16	21	25	<b>WOO-HOO</b> .....	9
				Rock-A-Teens, Roulette 4192	
24	22	22	26	<b>YOU WERE MINE</b> .....	13
				Fireflies, Ribbon 6901	
★25	50	70	86	<b>UH! OH!</b> .....	4
				The Nutty Squirrels, Hanover 4540	
26	13	7	6	<b>TEEN BEAT</b> .....	13
				Sandy Nelson, Original Sound 5	
★27	51	73	88	<b>EL PASO</b> .....	4
				Marty Robbins, Columbia 41511	
28	25	29	45	<b>REVELLE ROCK</b> .....	5
				Johnny and the Hurricanes, Warwick 513	
29	26	37	43	<b>BELIEVE ME</b> .....	6
				Royal Teens, Capitol 4261	
30	35	47	44	<b>COME INTO MY HEART</b> .....	6
				Lloyd Price, ABC-Paramount 10062	
31	27	23	33	<b>LOVE POTION #9</b> .....	12
				Clovers, United Artists 180	
★32	42	81	—	<b>HOUND DOG MAN</b> .....	3
				Fabian, Chancellor 1044	
33	34	42	57	<b>(IF YOU CRY) TRUE LOVE, TRUE LOVE</b> .....	5
				Drifters, Atlantic 2040	

THIS WEEK ONE WEEK AGO TWO WEEKS AGO THREE WEEKS AGO

★ STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.

S Indicates that STEREO SINGLE version is available.

TITLE, Artist, Company, Record No.

STEREO WEEKS ON CHART

34	32	38	72	<b>YOU GOT WHAT IT TAKES</b> .....	5
				Mary Johnson, United Artists 185	
35	38	45	68	<b>MIDNIGHT STROLL</b> .....	7
				Revels, Norgolde 103	
36	39	51	80	<b>MARINA</b> .....	4
				Rocco Granata, Laurie 3041	
37	23	25	24	<b>BATTLE HYMN OF THE REPUBLIC</b> .....	13
				Mormon Tabernacle Choir, Columbia 41459	
38	40	40	48	<b>TALK TO ME</b> .....	7
				Frank Sinatra, Capitol 4284	
39	41	36	37	<b>JUST AS MUCH AS EVER</b> .....	17
				Bob Beckham, Decca 30861	
★40	74	—	—	<b>IT'S TIME TO CRY</b> .....	2
				Paul Anka, ABC-Paramount 10064	
★41	61	—	—	<b>FRIENDLY WORLD</b> .....	2
				Fabian, Chancellor 1044	
42	37	34	39	<b>IF I GIVE MY HEART TO YOU</b> .....	9
				Kitty Kallen, Columbia 41473	
43	28	31	41	<b>THE ENCHANTED SEA</b> .....	6
				Martin Denny, Liberty 55212	
44	29	28	39	<b>HIGH SCHOOL U.S.A.</b> .....	7
				Tommy Facenda, Atlantic 51 to 78	
45	44	33	36	<b>I'VE BEEN AROUND</b> .....	6
				Fats Domino, Imperial 5629	
★46	58	96	—	<b>GOD BLESS AMERICA</b> .....	3
				Connie Francis, M-G-M 12841	
47	48	49	46	<b>JOEY'S SONG</b> .....	9
				Bill Haley & His Comets, Decca 30956	
★48	75	69	58	<b>FIRST NAME INITIAL</b> .....	6
				Annette, Vista 349	
49	55	68	96	<b>I'M MOVIN' ON</b> .....	4
				Ray Charles, Atlantic 2043	
★50	—	—	—	<b>I WANNA BE LOVED</b> .....	1
				Ricky Nelson, Imperial 5614	
51	30	32	31	<b>LIVING DOLL</b> .....	10
				Richard & the Drifters, ABC-Paramount 10042	
52	54	43	100	<b>WON'TCHA COME HOME</b> .....	4
				Lloyd Price, ABC-Paramount 10062	
★53	95	—	—	<b>WHY</b> .....	2
				Frankie Avalon, Chancellor 1045	
★54	80	—	—	<b>PRETTY BLUE EYES</b> .....	2
				Steve Lawrence, ABC-Paramount 10058	
55	47	39	42	<b>TORQUAY</b> .....	10
				Fireballs, Top Rank 2008	
★56	76	—	—	<b>AMONG MY SOUVENIRS</b> .....	2
				Connie Francis, M-G-M 12841	
57	62	66	89	<b>SMOOTH OPERATOR</b> .....	5
				Sarah Vaughan, Mercury 71519	
58	53	41	49	<b>CLOUDS</b> .....	7
				The Spacemen, Alton 254	
★59	86	—	71	<b>RUNNING BEAR</b> .....	7
				Johnny Preston, Mercury 71474	
★60	72	—	—	<b>WAY DOWN YONDER IN NEW ORLEANS</b> .....	2
				Freddie Cannon, Swan 4043	
61	46	30	32	<b>SAY MAN</b> .....	11
				Bo Diddley, Checker 931	
62	66	67	—	<b>THE BEST OF EVERYTHING</b> .....	3
				Johnny Mathis, Columbia 41491	
63	73	65	82	<b>TINY TIM</b> .....	5
				LaVern Baker, Atlantic 2041	
★64	89	—	—	<b>SANDY</b> .....	2
				Larry Hall, Strand 25007	
65	31	24	15	<b>JUST ASK YOUR HEART</b> .....	14
				Frankie Avalon, Chancellor 1040	
66	65	94	95	<b>HONESTLY AND TRULY</b> .....	5
				Tommy Edwards, M-G-M 12837	
67	70	97	—	<b>(NEW IN) THE WAYS OF LOVE</b> .....	3
				Tommy Edwards, M-G-M 12837	

THIS WEEK ONE WEEK AGO TWO WEEKS AGO THREE WEEKS AGO

★ STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.

S Indicates that STEREO SINGLE version is available.

TITLE, Artist, Company, Record No.

STEREO WEEKS ON CHART

68	63	59	34	<b>MORGEN</b> .....	16
				Ivo Robic, Laurie 3033	
69	56	46	—	<b>I DIG GIRLS</b> .....	6
				Bobby Rydell, Cameo 169	
70	43	26	14	<b>POISON IVY</b> .....	15
				Coasters, Atco 6146	
71	57	64	66	<b>PRETEND</b> .....	6
				Carl Mann, Phillips International 3546	
72	83	98	—	<b>I'LL WALK THE LINE</b> .....	3
				Don Costa, United Artists 190	
73	78	92	—	<b>GOODNIGHT MY LOVE</b> .....	4
				Ray Peterson, RCA Victor 7635	
74	79	74	93	<b>ONE MORE CHANCE</b> .....	4
				Rod Bernard, Mercury 71507	
75	49	48	51	<b>POCO LOCO</b> .....	13
				Gene & Eunice, Case 101	
★76	—	—	—	<b>TEARDROP</b> .....	1
				Santo and Johnny, Canadian-American 107	
77	68	85	83	<b>THE HUNCH</b> .....	6
				Paul Gayten, Anna 1106	
78	71	82	78	<b>THE HUNCH</b> .....	6
				Bobby Peterson, V-Tone 205	
79	52	52	76	<b>TENNESSEE WALTZ</b> .....	7
				Bobby Comstock, Blaze 349	
80	45	27	19	<b>(TIL) I KISSED YOU</b> .....	16
				Everly Brothers, Cadence 1369	
★81	—	—	—	<b>MARINA</b> .....	1
				Willy Alberti, London 1888	
82	84	93	—	<b>GILEE</b> .....	3
				Sonny Spencer, Memo 17984	
83	87	—	—	<b>TALK THAT TALK</b> .....	2
				Jackie Wilson, Brunswick 55165	
84	81	90	—	<b>THERE I'VE SAID IT AGAIN</b> .....	3
				Sam Cooke, Keen 82105	
85	91	79	77	<b>STARRY EYED</b> .....	5
				Gary Stites, Carlton 521	
★86	—	—	—	<b>MIGHTY GOOD</b> .....	1
				Ricky Nelson, Imperial 5614	
87	94	95	—	<b>MARINA</b> .....	3
				Jacky Noguez, Jamie 1137	
88	97	89	84	<b>JUST TO BE WITH YOU</b> .....	7
				The Passions, Audicon 102	
89	96	83	87	<b>HAPPY ANNIVERSARY</b> .....	4
				Jane Morgan, Kapp 305	
★90	—	—	—	<b>SYMPHONY</b> .....	1
				Sammy Turner, Big Top 3029	
91	85	71	85	<b>FANCY NANCY</b> .....	5
				Skip and Flip, Brent 7005	
92	67	53	27	<b>HEY LITTLE GIRL</b> .....	15
				Dee Clark, Abner 1029	
93	100	—	—	<b>WE TOLD YOU NOT TO MARRY</b> .....	2
				Titus Turner, Clover 201	
94	69	75	53	<b>MARY LOU</b> .....	16
				Ronnie Hawkins, Roulette 4177	
95	—	—	—	<b>SHADOWS</b> .....	1
				The Five Suns, Ember 1056	
96	—	—	—	<b>BEYOND THE SUNSET</b> .....	1
				Pat Boone, Dot 16006	
97	77	44	35	<b>THE ANGELS LISTENED IN</b> .....	16
				The Crests, Coed 515	
98	—	—	—	<b>SMOKIE (PART II)</b> .....	1
				Bill Black's Combo, Hi 2018	
99	—	—	—	<b>TEACH ME TIGER</b> .....	1
				April Stevens, Imperial 5626	
100	82	77	90	<b>HAPPY ANNIVERSARY</b> .....	4
				Four Lads, Columbia 41497	

# & TOMORROW'S TOPS

## BEST BUYS

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

### POP

- \*WHY ..... Frankie Avalon  
(Debmart, ASCAP) Chancellor 1045
- \*I WANNA BE LOVED/MIGHTY GOOD... Ricky Nelson  
(Hillard, BMI) (Hillard, BMI) Imperial 5615
- \*TEARDROP ..... Santo and Johnny  
(Trinity-Climax, BMI) Canadian-American 107
- SANDY ..... Larry Hall  
(American, BMI) Strand 25007

RUNNING BEAR ..... Johnny Preston  
(Big Bopper Music, BMI) Mercury 71474

### C&W

\*HE'LL HAVE TO GO ..... Jim Reeves  
(Central Songs, BMI) RCA Victor 7643

BIG HARLAN TAYLOR..... George Jones  
(Tree, BMI) Mercury 71514

R&B—No selections this week.

In order to speed record reviews, The Billboard requests that all singles be sent to The Billboard Music Department, 1564 Broadway, New York 36, N. Y.

## BUBBLING UNDER THE HOT 100

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

1. EBB TIDE ..... Bobby Freeman, Josie
2. CANDY APPLE RED ..... Bonnie Guitar, Dolton
3. COO COO-U ..... Kingston Trio, Capitol
4. MY LITTLE MARINE ..... Jamie Horton, Joy
5. TELL HER FOR ME ..... Adam Wade, Coed
6. A YEAR AGO TONIGHT ..... The Crests, Coed
7. LET'S TRY AGAIN ..... Clyde McPhatter, M-G-M
8. I LAUGHED AT LOVE ..... Joni James, M-G-M
9. BLUES GET OFF MY SHOULDER ..... Dee Clark, Abner
10. RUN, RED, RUN ..... The Coasters, Atco
11. EBB TIDE ..... Roy Hamilton, Epic
12. SHIMMY SHIMMY KO KO BOP  
..... Little Anthony & The Imperials, End
13. DARLING LORRAINE ..... Knockouts, Shad
14. SAY MAN, BACK AGAIN ..... Bo Diddley, Checker
15. NO LOVE HAVE I ..... Webb Pierce, Decca

## HOT 100: A TO Z

Always	19
Among My Souvenirs	56
Angels Listened In, The	97
Battle Hymn of the Republic	37
Be My Guest	9
Believe Me	29
Best of Everything, The	62
Beyond the Sunset	96
Big Hurt, The	18
Clouds	38
Come Into My Heart	50
Dance With Me	15
Danny Boy	14
Deck of Cards	11
Don't You Know	2
El Paso	27
Enchanted Sea (Danny)	43
Enchanted Sea (Islanders)	22
Fancy Nancy	91
First Name Initial	48
Friendly World	41
Gilee	82
God Bless America	46
Goodnight My Love	73
Happy Anniversary (Four Lads)	100
Happy Anniversary (Morgan)	89
Heartaches by the Number	4
Hey, Little Girl	92
High School U. S. A.	44
Honestly and Truly	66
Hound Dog Man	32
Hunch, The (Gayten)	77
Hunch, The (Peterson)	78
I Dig Girls	69
I Wanna Be Loved	50
If I Give My Heart to You	42
(If You Cry) True Love, True Love	33
I'll Walk the Line	72
I'm Movin' On	49
In the Mood	5
It's Time to Cry	40
I've Been Around	47
Joey's Song	45
Just as Much as Ever	39
Just Ask Your Heart	65
Just to Be With You	88
Living Doll	51
Lonely Street	16
Love Potion #9	31
Mack the Knife	1
Marina (Alberti)	81
Marina (Granata)	36
Marina (Noguez)	87
Mary Lou	94
Midnight Stroll	35
Mighty Good	86
Mr. Blue	3
Misty	12
Morgen	68
(New In) The Ways of Love	67
Oh, Carol	13
One More Chance	74
Poco Loco	75
Poison Ivy	70
Pretend	71
Pretty Blue Eyes	54
Put Your Head on My Shoulder	7
Reveille Rock	28
Running Bear	29
Sandy	64
Say Man	61
Scarlet Ribbons	21
7 Little Girls (Sittin' in the Back Seat)	10
Shadows	95
Smoke (Part)	98
Smooth Operator	57
So Many Ways	6
Starry Eyed	85
Symphony	90
Talk That Talk	83
Talk to Me	38
Teach Me Tiger	99
Teardrop	76
Teen Beat	26
Tennessee Waltz	79
There I've Said It Again	84
(Til) I Kissed You	80
Tiny Tim	63
Torquay	55
Uh! Oh!	25
Unforgettable	20
Way Down Yonder in New Orleans	40
We Got Love	8
We Told You Not to Marry	93
Why	53
Wont'cha Come Home	52
Woo-Hoo	23
You Got What It Takes	34
Xmas	01

## REVIEWS OF

# THIS WEEK'S SINGLES

## SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

### ANDY WILLIAMS



**THE VILLAGE OF ST. BERNADETTE** (Ludlow, BMI) — **I'M SO LONESOME I COULD CRY** (Acuff-Rose, BMI) — The classy chanter has a top-notch side on this oft-recorded tune from Europe. It's lushly and sensitively handled and should score. The flip, a great ballad by Hank Williams, can also pull many a spin.  
Cadence 1374

### BROOK BENTON



**THIS TIME OF YEAR** (Vanessa, ASCAP) — **NOTHING IN THE WORLD** (Eden-Sweco, BMI) — Benton sounds better all the time and both these fine sides will bear that out. Top side is a poignant holiday tune, handled with much heart. Flip is a pretty ballad that's just as tasty. Watch them both.  
Mercury 71554

### THE QUAKER CITY BOYS



**GOODBYE 50'S, HELLO 60'S** (Barbro, ASCAP) — **YOU CALL EVERYBODY DARLIN'** (Mayfair, ASCAP) — Two good, contrasting sides. On top, the boys have the Mummies Philadelphia marching sound applied to a mighty infectious tune. Flip is a rockin' hand-clapper version of the old Al Trace hit. Two fine sides that could take off.  
Swan 4045

### STONEWALL JACKSON



**MARY DON'T YOU WEEP** (Cedarwood, BMI) — Another solid, folk-slanted side for Jackson with the same thumping Salvation Army marching beat as his "Waterloo" hit. Fine material. Flip, "Run," is a smart folkish tune. (Silver Star, BMI).  
Columbia 41533

### PATTI PAGE



**THE SOUND OF MUSIC** (Williamson, ASCAP) — **LITTLE DONKEY** (Chappell, ASCAP) — The lovely title song from the Rodgers and Hammerstein hit is an ideal showcase for Miss Page and she handles it in fine, tasteful style. Flip is an appealing holiday side with touching lyrics. Both can get action.  
Mercury 71555

### THE FONTANE SISTERS



**LISTEN TO YOUR HEART** (Roosevelt, BMI) — **PLEASE BE KIND** (Harms, ASCAP) — In their first outing in a spell, the gals turn it on with a fine and strongly gospel flavored tune by Otis Blackwell coupled with "Please Be Kind," a revival of the song made famous by Benny Goodman and Martha Tilton. Two smart, spinnable sides.  
Decca 16014

### ROY ORBISON



**UP TOWN** (Acuff-Rose, BMI) — **PRETTY ONE** (Acuff-Rose, BMI) — The smart rockabilly artist packs a lot of emotion and punch into "Up Town," a tune with strong teen appeal. Flipside has a bluesy content and it's sold with equal power.  
Monument 412

### DELLA REESE



**NOT ONE MINUTE MORE** (Ross-Jungnickel, ASCAP) — **YOU'RE MY LOVE** (Hollybrook, ASCAP) — The thrush has a pair of warm and listenable sides. On top, there's a fine rendition of a dramatic theme in the mood of her recent hit. Flip is a theme associated with the Ed Sullivan show. Both show much promise.  
RCA Victor 7644

### THE ADDRISO BROTHERS



**GONNA SEE MY BABY** (Bobby Tune, Aztec, ASCAP) — **VEN AMI** (Bobby Tunes, Aztec, ASCAP) — The boys with the countryish harmony flavor take off on a half-spoken, half sung effort on the top side which has a hit sound. Flip is a pretty waltz with a Neapolitan flavor which could also score.  
Del-Fi 4130

### FERRANTE AND TEICHER



**LOVERS SYMPHONY** (United Artists, ASCAP) — **DREAM CONCERTO** (Malin, ASCAP) — The duo pianists have a strong coupling in this pair of versions of Tchaikovsky themes. Both enjoy lush ork support behind the pianistics and both could happen. Watch them.  
United Artists 196

### THE FIREFLIES



**I CAN'T SAY GOODBYE** (Trinda, ASCAP) — **WHAT DID I DO WRONG** (Trinda, ASCAP) — The group has done mighty well with "You Were Mine," and either of these could be repeats. Top side is a rockaballad effort while the flip is a ballad with a teen lyric. Both feature a good lead job by Richie Adams.  
Ribbon 6907

### Christmas

### DINAH WASHINGTON



**THE LIGHT** (De Larue, BMI) — **OLE SANTA** (Eden, BMI) — The thrush has been mighty hot lately and these two holiday sides can keep things moving. On top there's a warm, inspirational type message well-keyed to the season, while the flip offers a pleasant, nostalgic yule theme. Strong wax either way.  
Mercury 71557

### THE LOLLIPOPS



**MISTER SANTA** (E. H. Morris, ASCAP) — **LITTLE DONKEY** (Chappell, ASCAP) — Here's a fine coupling by a mighty appealing young fem group. Top side is a rewrite of "Mr. Sandman" and the gals handle it with much charm. This could be the big one this year. Flip is a touching Christmas tune in another and more sacred  
Warner Bros 5132

*It is with great pride  
that we announce the release of  
The Village of Saint Bernadette  
by Andy Williams*

*The Variety Club's 'Personality of the Year'  
again proves his greatness by a truly  
inspired performance of a magnificent song.*

*The recording session was one of the  
most thrilling experiences of my life.*

*I pay sincere tribute to the great artistry  
of Andy Williams ~ and to the creative  
genius of Eula Clark, the composer of  
'The Village of Saint Bernadette.'*

*Archie Bleyer*

# Reviews of THIS WEEK'S SINGLES (continued)

## SPECIAL MERIT SPOTLIGHTS

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

### POP TALENT

#### RON MURPHY

**CLIMB EV'RY MOUNTAIN** (Williamson, ASCAP) — **HOLDING HANDS AND MAKING LOVE** (Sheldon, BMI)—A fine new chanter bows on these good sides. First is the beautiful melody from "The Sound of Music," and the chanter hands it a rich bit of warbling. Flip is a tender ballad reading in which he sounds equally at home. Watch the lad. **M-G-M 12848**

### POP DISK JOCKEY PROGRAMMING

#### THE FOUR ACES

**'TIL TOMORROW** (Sunbeam, BMI) — The Aces have probably the strongest entry yet of numerous diskings of the lovely tune from the new hit, "Fiorello." It's a smart bit of wax and it's bound to find audience favor. Flip is a revival of Cole Porter's "I Love Paris." (Buxton Hill, ASCAP). **Decca 31027**

#### CHAD MITCHELL TRIO

**WALKIN' ON THE GREEN GRASSES** (Sanga, BMI) — **UP ON THE MOUNTAIN** (Cindy, BMI) — A pair of interesting sides by the new folk-oriented group. First, there's a soft, pretty ballad effort in a calypso vein. Flip is a fast tempoed "Ghost Riders" type tune with a flute and drums backing. Very spinnable sides. **Col-Pix 136**

### ★★★★

## VERY STRONG SALES POTENTIAL

#### CRASH CRADDOCK

**★★★★ I WANT THAT** — COLUMBIA 41536 — A good, steady rocker by the artist with a persuasive rhythm. He has the solid rockabilly sound and he could go with this effort. It's worth watching. (Sigma, ASCAP)

**★★★★ SINCE SHE TURNED SEVENTEEN**—A slow ballad with the rock triplets in support. Craddock hands it a tender croon and he sells it nicely. A classy effort and it should be watched. (Cedarwood, BMI)

#### HANK BALLARD & THE MIDNIGHTERS

**★★★★ LOOK AT LITTLE SISTER** — KING 5289 — A real, down home effort by Ballard and his crew. This one has a pounding blues sound and the message can get thru too. Watch this side. It can move. (Lois, BMI)

**★★★★ I SAID I WOULDN'T BEG YOU**—A strong vocal effort by Ballard in the lead spot, backed by a chorus in the Lloyd Price style. Has a persistent beat that can attract. (Lois, BMI)

#### FRANCK POURCEL

**★★★★ ANYTIME** — CAPITOL 4315 — The old Eddie Fisher hit is presented in lush instrumental fashion with mildly r.&r. tempo. Fine jockey side. (Hill & Range, BMI)

**★★★ Champagne Cocktail** — Sweeping instrumental treatment of a frothy theme. (Bechwood, BMI)

#### CHARLIE BLACKWELL

**★★★★ CHOPPIN' MOUNTAINS** — WARNER BROS. 5132 — A happy, folk type effort has a snappy beat and Blackwell gives it a vocal reading to match. Watch this side. (E. H. Morris, ASCAP)

**★★★ The Girl of My Best Friend** — A persistent rhythm tune by Blackwell. The tune has a good, teen-slanted message which could find some interest. (Hill & Range, BMI)

#### JERRY HOWARD

**★★★★ SNAKE IN THE GARDEN**—IMPERIAL 5632—Strong performance by Howard on an interesting rockaballad with folksy flavor and a lyric based on Adam and Eve theme. Effective backing. (Calaban, BMI)

**★★★ My Every Heartbeat**—Howard sings with feeling and sincerity on a good rockaballad. Flip side rates the edge. (Calaban, BMI)

#### JOHNNY BURNETTE

**★★★★ SETTIN' THE WOODS ON FIRE**—LIBERTY 55222—Johnny Burnette comes thru with a sock reading of the hit of a few years ago. It has a money sound, and if exposed it could be big. (Milene, ASCAP)

**★★★ Kentucky Waltz**—The country-styled warbler sells this waltz item from Kentucky with a lot of feeling, as he tells about the girl he met doing the "Kentucky Waltz." Two strong sides. (Peer, Int'l)

#### LOUIS PRIMA

**★★★★ HEY! BA-BA-RE-BOP** — DOT 16009 — Prima chants in showmanly fashion on the swing rhythm oldie. Can catch plenty of play. (Leeds, ASCAP)

**★★★ My Cucuzza**—Exuberant warbling by Prima on a bouncy novelty with Italian phrases scattered thruout the lyric. (Milnac, ASCAP)

### ★★★

## GOOD SALES POTENTIAL

#### RUSS & RUSSANNE ELMORE

**★★★ Big Words** — DOLTON 14 — Cute chirping by Daughter Russanne and father Russ Elmore on a catchy ditty with amusing lyrics. Funny jockey side. (Cornerstone, BMI)

**★★★ What Does Santa Claus Want for Christmas**—Brisk piping by Elmore and daughter on an appealing holiday side. Merits exposure during yule season. (Cornerstone, BMI)

#### MIKE CLIFFORD

**★★★★ I Don't Know Why** — LIBERTY 55219—A slow, rocking version of the standard, pleasantly chanted by Clifford to a chorus background which also features a repetitive sax figure. Spinnable wax. (Ahlert, ASCAP)

**★★★ I'm Afraid to Say I Love You**—A good rocker with a nice strummed guitar rhythm effect. Clifford sings the upbeat with style. also programmable. (Mappa, ASCAP)

#### HOLLYWOOD STUDIO SYMPHONY ORK

**★★★ Theme From the Wonderful Country** — UNITED ARTISTS 194 — Pleasant pastoral movie title theme is wrapped up in lushly effective instrumental treatment. Nice mood wax for late-night segs. (United Artists, ASCAP)

**★★★ Theme From Solomon & Sheba**—Exotic instrumental and choral treatment of haunting new movie theme. Equally spinable for the late hours. (Unart, BMI)

#### THE STRANGERS

**★★★ Hill Stomp**—TITAN 1702—A gutsy upbeat instrumental. Guitars take the lead on the blues-styled effort. Teens can go for this. (Dolly Bee, BMI)

**★★★ A Lost Soul**—An interesting instrumental side with a tenor sax taking the lead in front of an echoey guitar sound. Slow and danceable. (Dolly Bee, BMI)

#### GOOGIE RENE

**★★★ Serenade in the Night**—CLASS 262 —This somewhat rocking version of the standard is taken from Rene's new album "Romesville," and it's a good jock side. (Mills, ASCAP)

**★★★ Caesar's Pad**—This deals with the wild days of Ancient Rome, and the powers Caesar enjoyed. It's a wild side—more on the Henry Mancini "Peter Gunn" kick. This is also from the album. (Rene, ASCAP)

#### FRANK D'RONE

**★★★ I Love You**—MERCURY 71544—The wonderful tune penned by Cole Porter, receives a very smooth reading from D'Rone, and the arrangement is attractive. Good side. (Chappell, ASCAP)

**★★★ Serenade in Blue**—The chanter sells this smooth version of the hit nicely, while the ork plays triplets behind him. It could get spins. (Bregman, Vocco & Conn, ASCAP)

#### THE MAJESTICS

**★★★ The Lone Stranger**—20TH FOX 171 —The Majestics come thru with an exciting reading of a rather old-fashioned styled rocker. But the boys' performance gives a chance for exposure. (Conley, BMI)

**★★★ Sweet One**—The boys turn in another good reading here, this time of a rockaballad that tells a familiar story. Group is good. (Reis, BMI)

#### EARL DAVIS

**★★★ Walk With Me**—DEL-FI 4129—A big reading of a pounding rockaballad by the chanter over an ear-catching arrangement. A side that could turn into a big one. (Maravilla, BMI)

**★★★ In the Middle of the Night**—A soulful reading of a minor key ballad, on which the chanter asks his girl to return to him for good. (Maravilla, BMI)

#### LES BAXTER

**★★★ The Tomorrow** — CAPITOL 4322 — A rrrrry ballad from the new musical hit

and chorus treatment. This can get spins. (Sunbeam, ASCAP)

**★★★ Prelude & Ben Hur Theme** — Sweeping dramatic theme from the epic movie is handed impressive treatment, via ork and non-lyric chorus. Also spinnable. (Robbins, ASCAP)

#### THE FOUR PREPS

**★★★ Listen Honey** — CAPITOL 4312 — Attractive folk-flavored ditty is wrapped up in pleasant group vocal. Nice jockey wax. (Lar-Bell, BMI)

**★★★ Down By the Station** — Catchy tune with teen-appeal lyrics is handed an okay reading by the boys. (La Bell, BMI)

#### ANNE SHELTON

**★★★ The Village of St. Bernadette** — EPIC 9351 — This is the original British version of a tune covered here by several artists. Canary sings with rich sincerity on the inspirational song. (Ludlow, BMI)

**★★★ Living in Vain** — Okay performance by the British thrush on a pleasant ballad, but flip is side to watch. (Bloom, ASCAP)

#### RICHIE ROBIN

**★★★ Strange Dreams**—GONE 5083 — A slow, slow ballad by Robin who is assisted by an ethereal sounding fem chorus. Simple background here. Spinnable. (Lyco-Real Gone, BMI)

**★★★ Branded**—Robin hands this rhythm effort a worthwhile go to an interesting rhythm background. Nice effort. (Gil, BMI)

#### RONNIE HAWKINS

**★★★ Southern Love**—ROULETTE 4209—After an offbeat chanted start, Hawkins gets into an insistent rhythm pattern in a minor flavor. Chorus helps here. (Patricia, BMI)

**★★★ Love Me Like You Can**—A pretty ballad chanting effort by Hawkins. Chorus also is heard on this pleader side. (Patricia, BMI)

#### THE ECUADORS

**★★★ Say You'll Be Mine** — ARGO 5353 —A smart up-rhythm effort with stops. Good lead and group support. Spinnable side. (Arc, BMI)

**★★★ Let Me Sleep Woman** — An interesting novelty side somewhat in the Coasters style. Also worth a hearing. (Arc, BMI)

#### BUDDY MERRILL

**★★★ Goin' Away**—DOT 16011—Lawrence Welk protege, Merrill, contributes tasteful guitar work on haunting theme. Nice jockey side. (Von Tilzer, ASCAP)

**★★ San Antonio Rose**—Cheerful guitar solo treatment of the happy country-pop hit. (Bourne, ASCAP)

#### JERRY LEWIS

**★★★ Makin' Whoopie**—DECCA 31019—Sincere chanting by Lewis on the infectious oldie. Should pull play. (Bregman, Vocco & Conn, ASCAP)

**★★ Have a Girl, Have a Boy**—Moving reading by Lewis on a tender ballad. (Patti Enterprises, ASCAP)

#### NELLIE LUTCHER

**★★★ My Mother's Eyes**—CAPITOL 4319 —Miss Lutchter thrushes the tune made famous by George Jessel. She sings it to a simple piano and rhythm backing, with rhythm in the triplet groove. Pleasant styling. (Feist, ASCAP)

**★★ The Heart of a Clown**—A string-filled ork backs Miss Lutchter on this ballad reading. Pretty wax should please the gal's fans. (Hill & Range, BMI)

#### THE TEAM MATES

**★★★ You Must Pay**—LE CUM 706—A slow rockaballad with an insistent triplet in the piano. The lead offers a moral lesson about paying for mistakes in the clink. Tune is based partly on "Beautiful Dreamer." (Glad, BMI)

**★★ If Only I Had Known**—Another slow

rhythm in the piano. Flip rates the nod here. (Le Bill, BMI)

#### ROGER STEVENS ORK

**★★★ Love Me Forever**—PARIS 540—This was a vocal hit on the same label a couple of seasons back. Now Stevens and his combo have a nice version on the instrumental side with harmony saxes leading the way. Danceable and listenable. (Greta, BMI)

**★★ Under Foreign Stars**—Saxes in harmony take the lead here in a rhythm that would appear to have a Hawaiian base. It's pretty and listenable. (Greta, BMI)

#### BUZZ AND AL

**★★★ Carling for You** — JIMSKIP 909—The boys turn in a pretty ballad in a style reminiscent of the Everly Brothers. The rendition has a strong country flavor with nice guitar accompaniment. Side is worth spins. (Jimskip, BMI)

**★★ Will You, Huh**—A bouncy rocker done in pleasant fashion by the duo. Good sound here with a trick guitar break at the end of phrases. Flip may have an edge. (Jimskip, BMI)

#### JERICO JONES

**★★★ Black Magic**—TODD 1038—Jericho Jones sells this insinuating rocker with feeling over a swinging guitar. It's a driving cutting that could make it if exposed. (Drake-Jamil, BMI)

**★★ Can a Young Love**—On this side the chanter asks the eternal question, how can love die so soon? Another good side, more in the traditional style. (Jamil-Drake, BMD)

#### DEE DEE FORD

**★★★ Good Morning Blues**—TODD 1049—The familiar blues is chanted solidly here by the thrush over good backing by the chorus and ork. This could get some loot. (Bregman, Vocco & Conn, ASCAP)

**★★ I Just Can't Believe**—Dee Dee Ford handles this typical rockaballad, helped by a chorus and ork. (Skidmore, ASCAP)

#### DICK FARRELL

**★★★ Sixteen Cavalry Men**—DOT 16007—This is a tale about 16 cavalrymen who were slain by Indians many years ago. Farrell turns it into an exciting disk, over an intriguing arrangement. This could happen. (Gil, BMI)

**★★ Epitaph**—On this side Farrell talks about a love that has died due to a thoughtless girl. Flip is stronger. (Gil, BMI)

#### LILLIAN BRIGGS

**★★★ Diddy Boppers** — CORAL 62156—Robust thrushing by the canary on an exuberant rocker with good beat. Watch this one, it could get hot. (Roosevelt, BMI)

**★★ Hooray for the Rock**—Gal belts out a catchy rhythm-rocker. (Grant, BMI)

#### CHUCK & CHUCKLES

**★★★ One Hundred Baby**—SHAD 5015—The duo turn in a medium rhythm job employing a flock of recent and current song hit titles. Side is done to a Kansas City type rhythm. Worth a listen. (Trinity, BMI)

**★★ Bury the Hatchet**—A slow rocker with a pounding rhythm. Boys give it a lively reading, in Coasters style. (Trinity, BMI)

#### MARTY GINO

**★★★ I Was It**—TIME 1018—Gino chants somewhat in the style of Fats Domino on this novelty effort. It's on the up-rhythm side and the chanter gives it a good sound. (Brent, BMI)

**★★ Protect My Love**—A pleader ballad gets an okay reading by Gino but the flip would rate an edge. (Brent, BMI)

#### DAVID HOUSTON

**★★★ Kalua**—NRC 47—A Hawaiian type ballad with Houston essaying the island style of singing with a sliding, almost yodeling effect. It's a nice ballad, well rendered. (Darby, ASCAP)

**★★ It's Been So Long**—Houston gives this ballad much feeling with a chorus assist. It's done to slow rock rhythm backing. (Lowery, BMI)

#### MARGARET ANN & JA-DAS

**★★★ Secret** — WARNER BROS. 5124—Tune has an old-fashioned flavor and the gal hands it a spirited reading. Banjos and a chorus are heard in the backing. Catchy side. (Ardmore, ASCAP)

**★★ Bill Bailey, Won't You Please Come Home**—A snappy, upbeat version by Margaret Ann to a male group support against

**EXPLODING**  
**BOBBY BLAND'S**  
**"I'LL TAKE CARE OF YOU"**  
*and*  
**"THAT'S WHY"**  
*Already Red Hot in.*

HOUSTON NASHVILLE  
 MEMPHIS CHICAGO  
 DALLAS  
 DETROIT MIAMI  
 NEW YORK PITTSBURGH  
 LOS ANGELES NEW ORLEANS  
 ATLANTA  
 WASHINGTON

*all over*  
**DUKE 314**

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Discovered in a musty collection of ancient phonograph records by "Jubilee U.S.A.'s" producer, Bill Ring, is a 1909 release by one Don Richardson on the Columbia Graphonola label. Tunes are something-less-than-stirring fiddle solos of "Old Zip Coon" and "Arkansas Traveler." Latter-day Don R., "Jubilee's" veteran writer-publicity man, came no nearer recording immortality with "Dirty Rack-a-Frack," peddled earlier this fall as a vocal novelty on Decca, with the '59-model Don using the pseudonym of Tom Thumb. Still another wearer of the Don Richardson tag is a New York-based director of network television and the Broadway stage. The Ozarkian member of the clan (actually the three are unrelated) has recently affected an attention-getting Sr.

Garth Gibson, editor of Country and Western Spotlight, published in Kelso, Otago, S. I., New Zealand, writes: "I'm a regular reader of The Billboard, particularly the c.&w. section, and find it invaluable for keeping up with the latest developments. As editor of the only c.&w. magazine south of the equator, I'm always in urgent need of material and c.&w. music. I'm doing my best to promote country music down here and am having an uphill battle. New Zealand has the highest record sales in the world, per capita, but nearly all record companies say c.&w. disks are uneconomical to issue. This is due to the fact that the government-owned radio monopoly in this country gives c.&w. music practically no exposure (we have no TV) and the most played by any station would be about half an hour a week. Thus, a potential market for high c.&w. sales is being choked, but there are still plenty of c.&w. fans here, as proved by the reception Johnny Cash received on his recent visit here. I'd like to make an appeal for all sorts of promotion and publicity material on c.&w. music and artists-biographies, photos and the works." All such material may be sent to Gibson at the above address.

Doug LaValley and Jean Marie and the Country All-Stars, heard regularly, Monday thru Friday, 8:30-9 a.m., on CKCW-TV, Moncton, N. B., have embarked on a personal-appearance tour that will carry them thru New Brunswick, Nova Scotia, Maine, Quebec, Prince Edward Island, Vermont, Rhode Island and Massachusetts. . . . Rusty Adams has just completed a deejay tour thru Southern Virginia to plug his new Tip Top waxing, "Chance of a Lifetime" b.w. "Your Lying Lips." Deejays everywhere may obtain a copy by writing to Rusty at Station WRVA-Radio, Richmond, Va. . . . Dusty Miller and His Colorado Wranglers have been engaged to play weekends at Brownie's Tavern, Amsterdam, N. Y., until after the first of the year.

## With the Jockeys

Johnny Cash Enterprises, 1516 Crossroads of the World, Hollywood 28, has on hand a supply of deejay samples of Johnny Cash's new Columbia release, "The Little Drummer Boy." A line on your station's letterhead will get you a copy. . . . Buck Owens and Dusty Rhodes in a nice to the desk in

of their "Under Your Spell Again," which they claim is going like a house afire. Mail will reach them at Box 241, Puyallup, Wash. . . . Davie Davis, deejay at WRWH, Cleveland, Ga., typewrites that the country music festival held there recently pulled well, with the result that plans are already being made for a similar venture next year. Davie reports further that Gene Wood's "Why Should I?" on the Friddell label, has hit the station's charts with big smoke.

Chubby Stewart, of KUZN, West Monroe, La., reports that the station's Saturday night show, "Twin City Jamboree," recently inaugurated its 1960 season, after its usual fall layoff, and that business to date indicates that c.&w. entertainment hasn't lost any of its lustre in that sector. Featured with the live seg is Tim Johnson, a newcomer in the business, who has just had his initial release on the Leo label, "Yes, Indeed" b.w. "A Memory of Mother." Deejay samples may be had by writing to Stewart at the station, P.O. Box 1147, West Monroe. . . . Copies of Bill Deaton's new TNT release, "Just For a Little While" b.w. "You Are Responsible," may be obtained by writing to TNT Records, 1122 W. Popular Street, San Antonio.

Station WOOW has just completed the job of moving its facilities from Washington, N. C., to new studios on Evans Street in Greenville, N. C. The station's new control room is showcased in the front of the building in full view of passersby. Jay Ball, WOOW c.&w. deejay, reminds that they are dependant upon the record companies for new material, as local dealers don't stock the new releases until they are already off the charts. . . . Bill Martin, formerly of Atlanta and organizer of the World-Wide Country Fans' Association back in 1953, is now serving as news director and deejay of the closed-circuit radio station WIND aboard the aircraft carrier U.S.S. Independence. Bill says he is programming considerable c.&w. material and is in need of promotion records. His address is Station WIND, U.S.S. Independence, S-3 Division, APO, New York, N. Y.

Alan B. Porteous, of CHEX Radio, Peterborough, Ont., shoots a plea for better service on country and western records. "Being in Canada," typewrites Alan, "we have to wait for U. S. disks to be released in this country, and this sometimes can take up to two months. We program country music Monday thru Saturday in an urban-suburban area with money. Country music artists from the States appear from time to time at our Memorial Center. Recently we entertained Ernest Tubbs and His Texas Troubadours, Hawkshaw Hawkins and Skeeter Davis. We do a good job in promoting country artists in our market, and with good service on new records we can do even better.

Bill Anderson invites jockeys to write to Tree Music, 319 Seventh Avenue North, Nashville, for a copy of his latest Decca recording, "Dead or Alive" b/w "It's Not the End of Everything." . . . Country Jim Howell, of WTJH, East Point, Ga., offers brother jocks a sample of a new release, "Timbrook" b/w "Yankee Doodle Dixie." Write to him at the station or to Balh's

# The Billboard

## HOT C & W SIDES

FOR THE WEEK ENDING NOVEMBER 29

TITLE, Artist, Company, Record No.

THIS WEEK	WEEKS AGO			WEEKS ON CHART
	ONE	TWO	THREE	
1	1	1	1	COUNTRY GIRL, Faron Young, Capitol 4233..... 20
2	2	5	5	SAME OLD ME, Ray Price, Columbia 41477..... 8
3	3	7	10	THE LAST RIDE, Hank Snow, RCA Victor 7586..... 7
4	10	26	26	EL PASO, Marty Robbins, Columbia 41511..... 4
5	7	4	9	THERE'S A BIG WHEEL, Wilma Lee & Stoney Cooper, Hickory 1107.... 7
6	4	2	3	I AIN'T NEVER, Webb Pierce, Decca 30923..... 20
7	5	6	4	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245..... 9
8	8	10	7	FAMILY MAN, Frankie Miller, Starday 457..... 9
9	11	—	—	UNDER YOUR SPELL AGAIN, Ray Price, Columbia 41477..... 2
10	6	3	2	THE THREE BELLS, Browns, RCA Victor 7555..... 18
11	15	9	11	A WOMAN'S INTUITION, Wilburn Brothers, Decca 30968..... 6
12	12	17	22	AMIGO'S GUITAR, Kitty Wells, Decca 30987..... 4
13	9	8	8	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374..... 30
14	16	12	6	I GOT STRIPES, Johnny Cash, Columbia 41427..... 17
15	13	11	15	DECK OF CARDS, Wink Martindale, Dot 15968..... 7
16	18	13	12	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946..... 16
17	19	21	21	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389.. 26
18	26	23	—	FACE TO THE WALL, Faron Young, Capitol 4291..... 3
19	14	16	20	NEXT TIME, Ernest Tubbs, Decca 30952..... 10
20	20	18	19	MY LOVE AND LITTLE ME, Margie Bowes, Hickory 1102..... 10
21	17	24	—	CHAIN GANG, Fred Hart, Columbia 41456..... 3
22	24	—	—	BIG HARLAN TAYLOR, George Jones, Mercury 71514..... 2
23	28	30	—	SCARLET RIBBONS, The Browns, RCA Victor 7614..... 3
24	23	28	29	I DIDN'T MEAN TO FALL IN LOVE, Hank Thompson, Capitol 4269.... 4
25	21	20	—	RIVERBOAT, Faron Young, Capitol 4291..... 3
26	25	22	25	GOODBYE LITTLE DARLING, Johnny Cash, Sun 331..... 4
27	22	25	—	BLACK SHEEP, Ferlin Husky, Capitol 4278..... 3
28	27	15	13	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566..... 16
29	—	29	23	ARE YOU WILLING WILLIE, Marion Worth, Cherokee 503..... 6
30	—	27	17	HOMEBREAKER, Skeeter Davis, RCA Victor 7570..... 10

# X MARKS THE SPOT TO BUILD PROFITS

with the nation's oldest & largest  
**ONE-STOP**  
 Record Service  
 Guaranteed immediate delivery in one prompt, postage-saving shipment to anywhere in the world. Any label, any hit . . . Musical Sales' has it at . . .

**DISTRIBUTOR WHOLESALE**  
 Nothing over!  
 • Singles  
 • Albums  
 • Tapes  
 • Accessories

**45 R.P.M. 60¢**  
**33 1/3 R.P.M. \$2.47 \$3.09 \$3.71**

Write, wire or phone your order today to The  
**MUSICAL SALES CO.**  
 Musical Sales Bldg.  
 Seeburg Dist for Md.-Va.-D.C.  
 Baltimore 1, Md. VERNON 7-5755

**IN THE EAST**  
 You Can Count On  
**SILVER-PARK PRESSING**  
 FOR PRICE--SERVICE--DELIVERY  
 286 KINDERKAMACK RD.  
 RIVER EDGE, N. J.  
 N. Y. OR 3-7380 • N. J. HU 9-5687

**AUDITION**  
 a new selling force  
 ...for dealers  
 ...for manufacturers

**REALLY ROLLING!**  
 Wilma Lee & Stoney Cooper  
**THERE'S A BIG WHEEL**  
 Hickory 1107

**SOUND Impact!**  
**I WALK THE LINE**  
 by Brad Suggs  
 SAM C. Phillips International 3549  
 Records

**SMASHING NATIONALLY!**  
**JACK OF ALL TRADES**  
 b/w  
**WITHOUT SOUL**  
 Eugene Church #261

**JIMMY'S GREATEST SINGLE TO DATE!**  
**GO JIMMY GO**  
 b/w I TRUSTED YOU  
**JIMMY CLANTON**  
 #575

**ACE RECORDS**

• **Best Selling Sheet Music in U. S.**

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

Week This	Last Week	Weeks on Chart
1. MACK THE KNIFE (Harms) .....	1	11
2. MR. BLUE (Cornerstone) .....	2	6
3. HEARTACHES BY THE NUMBER (Pamper) .....	7	3
4. THE THREE BELLS (Harris) .....	3	14
5. MISTY (Vernon-Octave) .....	5	4
6. PUT YOUR HEAD ON MY SHOULDER (Spanka) ...	6	5
7. DON'T YOU KNOW (Alexis) .....	9	3
8. PRIMROSE LANE (Music Productions) .....	4	5
9. LONELY STREET (Four-Star) .....	8	4
10. SEVEN LITTLE GIRLS (SITTIN' IN THE BACK SEAT) (Sequence) .....	—	1
11. TILL THERE WAS YOU (Frank) .....	10	17
12. ('TIL) I KISSED YOU (Acuff-Rose) .....	11	9
13. TALK TO ME (Barton) .....	13	2
14. BROKEN-HEARTED MELODY (Mansion) .....	12	15
15. DECK OF CARDS (American) .....	14	5

• **Best Selling Pop Records in Britain**

(For week ending November 21)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. TRAVELLIN' LIGHT—Cliff Richard (Columbia).....		1
2. MACK THE KNIFE—Bobby Darin (London).....		2
3. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR?—Emile Ford (Pye) .....		4
4. RED RIVER ROCK—Johnny and the Hurricanes (London).....		3
5. OH! CAROL—Neil Sedaka (RCA) .....		12
6. 'TIL I KISSED YOU—Everly Brothers (London) .....		5
7. PUT YOUR HEAD ON MY SHOULDER—Paul Anka (Columbia).....		7
8. WHAT DO YOU WANT?—Adam Faith (Parlophone).....		20
9. SEA OF LOVE—Marty Wilde (Philips).....		5
10. BROKEN-HEARTED MELODY—Sarah Vaughan (Mercury).....		10
11. TEEN BEAT—Sandy Nelson (Top Rank) .....		15
12. SEVEN LITTLE GIRLS—The Avons (Columbia).....		22
13. SNOW COACH—Russ Conway (Columbia) .....		17
13. MAKIN' LOVE—Floyd Robinson (RCA) .....		11
15. HIGH HOPES—Frank Sinatra (Capitol) .....		8
16. THREE BELLS—The Browns (RCA).....		9
17. ONE MORE SUNSET—Dickie Valentine (Pye) .....		14
17. POISON IVY—Coasters (London).....		17
19. MR. BLUE—Mike Preston (Decca) .....		16
20. RAWHIDE—Frankie Laine (Philips) .....		23

**Epic Distrib Holiday Deal**

NEW YORK — Epic Records has set up a 25 per cent return privilege on all Christmas albums shipped to distributors up to and including December 24. If a distributor does not return the full 25 per cent of his net purchases, he will be entitled to 12½ per cent in cash credit of his unused merchandise. Privilege applies to nine new albums; including Lester Lanin's "Christmas Dance Party," and "A Christmas Cantata" by Honneger.

**New Label, Studio Make Bow in Mass.**

CAMBRIDGE, Mass. — A new label, Raycraft Records, and a new recording plant, Raycraft Recording Studio, have been launched here at 1974 Massachusetts Avenue, with Eugene Raschi in charge of both operations.

Country music singers and entertainers Doug LaValley and Jeane Marie, formerly heard on Cape Records, have joined Raycraft and will soon give the firm its initial release, "Have You Seen Suzie?" b.w. "Alone With You."

**OUR STAFF OFFERS FINER RECORDING, EDITING AND MASTERING SERVICES**



QUALITY IS AN ART...AND AN RCA TRADITION

RCA "Custom Quality" means: the industry's most highly-trained, most experienced technicians, operating the most advanced precision equipment available today. Live recording, re-recording, editing and mastering...all are available in each of four handy locations. You can record in spacious, sound-engineered RCA Custom studios at Nashville, New York, Chicago or Hollywood. The choice is up to you. All the rest is up to RCA Custom Record Sales!

**RCA CUSTOM RECORD SALES**

155 EAST 24TH STREET • NEW YORK 10, NEW YORK • MURRAY HILL 9-7200  
 445 N. LAKE SHORE DRIVE • CHICAGO 11, ILLINOIS • WHITEHALL 4-3215  
 1510 NORTH VINE STREET • HOLLYWOOD 28, CALIFORNIA • OLDFIELD 4-1660  
 800 17TH AVENUE SOUTH • NASHVILLE 3, TENNESSEE • ALPINE 5-6691  
 IN CANADA: RCA VICTOR COMPANY, LTD. 1001 LENOIR STREET, MONTREAL

**MONEY SAVING SUBSCRIPTION**



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

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

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Terms of Business Title

**NEW! ... NEW! ... NEW!**

A Bigger and Better-Than-Ever  
**A U D I T I O N**

to help you buy . . .

to help you sell . . .

**TO HELP YOU MAKE MORE ALBUM PROFITS!**

**NEW...**

Special Timely Art  
and Copy Theme  
for Page One  
of Every Issue!

**10** Big Colorful  
Issues of 1960

**IMPROVED**  
Best-Seller Charts

**BIOGRAPHIES**

of Leading Album Artists

**30 OR MORE**  
Full-Color  
Album Pix and  
Captions Thruout  
Each Issue!

Dealers:  
Place  
Your  
Order  
**NOW...  
TODAY!**

AUDITION, Billboard Bldg., Cincinnati 22, Ohio

I want to increase my profits from album sales.  
Enter my order for each new edition (10 a year)  
of AUDITION as follows.

NO. OF COPIES	MY COST	MY PROFIT (at 15c cover price)
( ) 20 copies.....	\$2.00.....	\$1.00
( ) 40 copies.....	\$3.60.....	\$2.40
( ) 80 copies.....	\$6.40.....	\$5.60
( ) 100 copies.....	\$7.50.....	\$7.50
( ) 200 copies.....	\$12.00.....	9c on each copy

SIGNED \_\_\_\_\_

STORE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Please include postal zone

Copyrighted material

# The Billboard HOT R & B SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR THE WEEK ENDING NOVEMBER 29		WEEKS ON CHART
				TITLE, Artist, Company, Record No.		
1	1	3	3	DON'T YOU KNOW, Della Reese, RCA Victor 7591	8	
2	9	—	—	COME INTO MY HEART, Lloyd Price, ABC-Paramount 10062	2	
3	4	1	2	SO MANY WAYS, Brook Benton, Mercury 71512	7	
4	3	4	11	MR. BLUE, Fleetwoods, Dolton 5	7	
5	8	7	13	THE CLOUDS, Spacemen, Alton 254	5	
6	2	2	7	DANCE WITH ME, Drifters, Atlantic 2035	5	
7	13	—	—	IN THE MOOD, Ernie Fields, Rendezvous 110	2	
8	14	25	—	BE MY GUEST, Fats Domino, Imperial 5629	3	
9	5	9	10	I DON'T KNOW, Ruth Brown, Atlantic 2035	7	
10	6	11	16	MACK THE KNIFE, Bobby Darin, Atco 6147	11	
11	16	—	—	I'M MOVIN' ON, Ray Charles, Atlantic 2043	2	
12	15	—	—	PRIMROSE LANE, Jerry Wallace, Challenge 59047	5	
13	7	6	12	ALWAYS, Sammy Turner, Big Top 3029	4	
14	20	15	14	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	4	
15	18	—	—	LET THEM TALK, Little Willie John, King 5274	2	
16	—	—	—	TALK THAT TALK, Jackie Wilson, Brunswick 55165	1	
17	28	—	—	REVEILLE ROCK, Hurricanes, Warwick 513	2	
18	12	20	5	(IF YOU CRY) TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040	7	
19	22	18	21	DANNY BOY, Conway Twitty, M-G-M 12826	4	
20	10	5	1	POISON IVY, Coasters, Atco 6146	14	
21	—	—	—	SMOKIE, Bill Black Combo, Hi 2057	1	
22	24	—	—	LONELY STREET, Andy Williams, Cadence 1370	4	
23	—	—	—	ROOSTER BLUES, Lightning Slim, Excello 2169	1	
24	11	8	—	SMOOTH OPERATOR, Sarah Vaughan, Mercury 71519	3	
25	—	10	8	MISTY, Johnny Mathis, Columbia 41483	3	
26	29	23	19	PUT YOUR HEAD ON MY SHOULDER, Paul Anka, ABC-Paramount 10040	11	
27	23	12	9	SAY MAN, Bo Diddley, Checker 931	12	
28	—	30	23	UNFORGETTABLE, Dinah Washington, Mercury 71508	3	
29	27	—	—	OH, CAROL, Neil Sedaka, RCA Victor 7595	2	
30	—	—	—	HEARTACHES BY THE NUMBER, Guy Mitchell, Columbia 41476	1	

## Reviews of New Pop Records

Continued from page 37

### ★★★ GOOD SALES POTENTIAL

banjo backing. Gal sings it with a Beatrice Kaye touch.

#### RALPH MARGERIE

★★★ *Bwana*—MERCURY 71547—A wild, throbbing instrumental with a touch of the African flavor is portrayed neatly by the Margerie crew here. Listenable side with a chance. (Pure, BMI)

★★ *Trumpet Soliloquy*—Attractive instrumental features a listenable trumpet solo by Margerie. (Judy, ASCAP)

#### COZY COLE

★★★ *Stained Glass*—KING 5287—Happy rocker is played with spirit by the Cozy Cole combo on this bright instrumental cutting. Could get spins. (Kip, BMI)

★★ *D'Mitri*—Latinish rocker is handled neatly here by the combo but flip has an edge. (Kip, BMI)

### ★★ MODERATE SALES POTENTIAL

#### HARRY JAMES ORK

★★ *Bess You Is My Woman*—M-G-M 12842—James takes a pretty solo on his horn on this memorable tune from the "Porgy and Bess" score. A programmable rendition. (Gershwin, ASCAP)

★★ *Shiny Stockings*—A danceable, medium paced instrumental by the James big band. Good juke side, with lots of blaring brass. (Jatap, BMI)

#### MORT GARSON

★★ *Gas Light Village*—TODD 1050—Attractive old-timey ditty is performed in sprightly fashion by the ork with piano featured. A good jock disk. (Cornell, ASCAP)

★★ *Drum Tango*—On this side the Garson crew turns in a bright reading of a tango effort that features drums and a trumpet. (Copar, BMI)

#### LONNIE JOHNSON

★★ *Tomorrow Night*—KING 5293—Johnson chants this medium beater with a good bit of feeling. Chorus assists. (Bourne, ASCAP)

★★ *Pleasing You*—A pleasant rockabilly reading by Johnson. Chorus is also heard on this side. (Lois, BMI)

#### RUTH CHRISTIE

★★ *My Mother's Eyes*—LIBERTY 55225—The second version of the tune in a week. It's a slow version of the song made famous by George Jessel. Fair wax. (Feist, ASCAP)

★★ *Let Me Love You*—An okay ballad effort by the thrush. (Capha, BMI)

## Christmas

★★★

#### PEGGY LEE

★★★★ *The Tree*—CAPITOL 4311—Bouncy yule ditty is accorded sprightly vocal treatment by the thrush and a kid-chorus. Can get good jock action. (Denslow, ASCAP)

★★★★ *The Christmas List*—Appealing holiday tune is sung with sweet simplicity. Also a good programming item. (Denslow, ASCAP)

#### TOMMY DEE — CAROL KAY

★★★★ *Merry Christmas, Mary*—CREST 1067—Dee offers a sincere Christmas ballad effort with a spoken interlude in the middle. Thrush Carol Kay handles the answer section. It's a strong message for the teens. (American, BMI)

★★★ *Angel of Love*—A snappy medium rhythm effort. Dee hands it a nice vocal with listenable help from the group backing. (American, BMI)

#### LOU MONTE

★★★★ *All Because It's Christmas*—RCA VICTOR 7641—Feelingful interpretation by Monte on a moving ballad with tender holiday lyric. Nice jockey wax. (Romance, BMI)

★★★ *Santa Nicola*—Goodnatured chant.

## Vanguard LP's Spot'l't Elman

NEW YORK — Vanguard Records new album release is highlighted by Mischa Elman's performances of the Mendelssohn "Violin Concerto" and Lalo's "Symphonie Espagnole" and a three volume set, tagged "Newport Folk Festival, 1959."

Featured on the Elman album are the Vienna State Opera Ork with conductor Vladimir Golschmann. The Newport set was recorded during last July's folk festival in Newport's Freeport Park, and spotlights everybody from Pete

## Buckner to Cut First LP for Argo

CHICAGO—Milt Buckner, currently hot with an album-plucked single, "Mighty Low," has been signed by Argo Records by its a.&r. chief, Jack Tracy. Tracy is flying to New York Wednesday (2) to cut Buckner's first Argo album to feature guitarist Kenny Burrell.

Seeger and Earl Scruggs to Sonny Terry and Brownie McGhee.

Other new Vanguard packages include LP's by folk singer-guitarist Cisco Houston and Germaine Montero in readings and songs from the Spanish poet Federico Garcia Lorca.

## "AMERICA'S ZANIEST QUARTET" THE VAGABONDS

VIVA 62



ORDER NOW

SEE THEM PERFORM THEIR SMASH

## "HEY JULIUS"

on the ED SULLIVAN SHOW, Dec. 6th

VIVA RECORDS  
1138 N.E. 2nd AVENUE  
MIAMI, FLORIDA

Distributed Nationally by  
ALLIED  
1041 N. LAS PALMAS  
HOLLYWOOD, CALIF.

## MERRY CHRISTMAS TO YOU

(And a Glorious Blessed Birthday, Dear Holy One)

Music & Lyrics by E. J. Stude

## I MISS ALL THE SONGS

(Arranger Abie Baker)

Produced & Recorded by Al-Brite Records

SILVER LEAF RECORDS

2314 86th St., Brooklyn, N. Y.

D. J.'s: Send for Sample Copies



## ATTENTION, DEALERS!

HEAVEN "SCENT"

Just in Time for Christmas

... the Most Exciting Album

of the Year!

★ TURN TO THE BACK COVER OF AUDITION ★

## LP S

\$2.47-\$3.10-\$3.71

1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (HUmboldt 6-5204)

6920 S. HALSTED, CHICAGO 21, ILLINOIS (RAdcliffe 3-3144)

SINGER ONE STOP

45's-65¢

78's-76¢

Free Strips

Brand New Pop Release!

## MYSTERY OF A KISS

## and HEARTBREAK STATION

Ray Norman

Nasco 6030

Deejays — If you haven't received your sample copy, contact us.

NASHBORO Record Co., Inc.

## THE LITTLE DRUMMER BOY

Original Version

by the

HARRY SIMEONE CHORALE

Fox #121

look to...

20 FOX

IT'S HOT FROM Coast to Coast!

## "TUXEDO JUNCTION"

DUD BASCOMB #1580

## "I CRIED LIKE A BABY"

NAPPY BROWN #1575

SAVOY RECORD CO  
NEWARK, N. J.

IT'S A HIT!

## SISTER SADIE

b/w "BREAK CITY"

by

HORACE SILVER QUINTET

BLUE NOTE 45/1750

BLUE NOTE  
47 W 63rd St. New York 23, N. Y.

A BILLBOARD PICK!!

Sandy NELSON

## "DRUM PARTY"

#5630

IMPERIAL RECORDS  
6425 Hollywood Blvd.

ARDCO

Presents

JIM BACKUS

## "I WAS A 'TEENAGE REINDEER'"

b/w OFFICE PARTY

Dico #D 101

ALLIED RECORD DISTR. CO.

1041 No. Las Palmas, Hollywood 38, Calif.

Nat'l Dist. Wanted  
for  
**THE BALLAD OF ANGEL**  
by **BOBBY SWANSON**  
"Picked to Click" by over half radio stations which have record. Spun several times on Dick Clark's American Bandstand. Will make good deal to solid op. Airmail or wire  
**IGLOO RECORDINGS**  
P. O. Box 493 Anchorage, Alaska

**Don Costa**  
**I'LL WALK THE LINE**  
b/w **Catwalk**  
UA #190  
**UNITED ARTISTS**  
7297th AVE., N.Y. 19, N.Y. **UA**

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

GIVE TO DAMON RUNYON  
CANCER FUND

**Reviews and Ratings of New Albums**

Continued from page 30

★ ★ ★  
**GOOD SALES POTENTIAL**

★ ★ ★ **EV'RY HOUR EV'RY DAY OF MY LIFE**

Valerie Carr. Roulette R 25094 — Valerie Carr, who has made some noise in the pop field with a couple of single hits, turns to a group of standards here and comes thru strongly on this album. Her big, emotional style is neatly fitted to such standards as "Always," "I'll Be Around," "While We're Young," "I'll Never Smile Again," and "Why Was I Born." Set could grab sales if displayed and exposed.

★ ★ ★ **PROVOCATIF**

John McFarland. United Artists UAS 5053. (Stereo & Monaural) — The popularity of "natural sound effects" albums including animals and natural sound sources along with music should also help this collection. John McFarland's six-man group plays some strikingly original numbers with jazz motifs, a couple of humorous items, and understated treatments of "Tangerine" and "Where or When" that are truly lovely. The sound effects are used sparingly.

★ ★ ★ **OLE TORME**

Mel Torme. Verve MGVS 6058. (Stereo & Monaural) — Husky-voiced Mel Torme gets strong support from Billy May's band in a dozen Latin-paced favorites. The results are gratifying, notably because Torme uses his voice knowingly and because May's distinctive ork supplies exciting arrangements as backing. Included are "Malaguena," "Frenesi," "Perfidia," "Baia."

★ ★ ★ **SING ALONG WITH THE MIGHTY WURLITZER**

Dick Scott. United Artists UAS 5058. (Stereo & Monaural) — Shades of the

thirties! Organist Dick Scott has recreated most realistically the sound as well as the feeling evoked by countless movie house organists of another generation. The "bouncing ball" style is, in its own way, just as effective now as then as backing for a group singfest. Sing-along fans should like this album. Lots of old-timers included, with lyrics on the back of the jacket.

★ ★ ★ **GOLSEN AWARD SONGS**

Crazy Otto. Decca DL 8919 — Crazy Otto's host of fans have a fine new album to go for. The German pianist with the distinctive honky-tonk style puts his off-key instrument to work on a collection that includes such diverse items as "Mack the Knife," "Hernando's Hideaway," a Chopin polonaise, "Tammy," and "Autumn Leaves." Top-flight party record.

★ ★ ★ **THIS LOVE OF MINE**

Jack Jones. Capitol ST 1274. (Stereo & Monaural) — After a few efforts, this is the initial LP by a lad whose work augurs a strong potential. Jack Jones is the son of former stars Allan Jones and Irene Herve, and he has been playing nifty dates with his dad in Las Vegas and Los Angeles. He shows a feeling for a swinging rhythm, an ability to project his personality and a pleasing way of styling a ballad. Strong backing by Bobby Hammack's ork.

★ ★ ★ **SWEET LEILANI**

Hal Aloma. Dot DLP 25228. (Stereo & Monaural) — This collection can be recommended strongly to anyone seeking a collection of popular Hawaiian songs rendered on traditional instruments with a bright, modern sound. Aloma's steel guitar and a rhythm section featuring ukeleles play such standards as "Sweet Leilani," "Song of the Islands," "Blue Hawaii," "Hawaiian War Chant," etc. Sparkling arrangements and a snappy beat make this a stickout among Island collections.

★ ★ ★ **MOST HAPPY ORGAN**

Milt Herth. Dot DLP 25226. (Stereo & Monaural) — Milt Herth is the man who makes a Hammond organ sound like a full orchestra. This ability, plus a swinging tempo and arrangements that enable him to sound uncannily like a trombone, trumpet or clarinet, as required, have contributed to his popularity over the years. Current collection includes several numbers of blues and jazz origin, plus up-tempo versions of such items as "Loch Lomond," "American Patrol" and "Dixie."

★ ★ ★ **ROMANTIC STRINGS**

Helmut Zacharias. Decca DL 8949 — Violinist Zacharias is much in evidence on

this group of standards, many of which are show tunes. He is backed by massed violins, which all adds up to a listenable program of background music. "Love for Sale," "Embraceable You," "Moonglow," "April in Paris," and "The Man I Love," are samples. Salable product, recorded in Germany by Deutsche Grammophon.

★ ★ ★ **MUSIC FOR WISE GUYS AND BOOSTERS, CARD SHARPS AND CRAP SHOOTERS**

Turk Murphy. Roulette R 25088 — This is really an unusual collection of a segment of American music — typical of the ways of card sharps and smart alecks. Disk buyers who hoard Americana will find this interesting; and guys and gals who like to derive some nostalgic fun from their records will love it. Tunes are "Ace in the Hole," "Silver Dollar," "A Good Man Is Hard to Find," etc.

**JAZZ** ★ ★ ★

★ ★ ★ **WORK!**

Thelonious Monk, Sonny Rollins. Prestige 7169 — These recordings by Thelonious Monk were made back in late 1953 and 1954, when Monk was not yet the idol nor the leader of the new jazz movement. On this album the pianist is not at his best, but he displays many of the stylings that set him apart from other pianists. The tunes with Monk alone are "Friday the Thirteenth," "Work" and "Nuttty," and with Sonny Rollins' group "The Way You Look Tonight" and "I Want to Be Happy."

★ ★ ★ **PLEASE MR. JACKSON**

Willis Jackson. Prestige 7162 — Here's a different Willis Jackson, no longer the "Gator Tail" of yore but playing a soft, sweet tenor sax that is listenable and warm. The tunes are originals with an occasional standard, including "Cool Grits," "Come Back to Sorrento" and "Dinky's Mood." A good waxing by the tenorman, helped by Bill Jennings on guitar.

★ ★ ★ **I GET A BOOT OUT OF YOU**

Marty Paich. Warner Bros. WS 1349. (Stereo & Monaural) — Here's a pleasant, lightly swinging album featuring good work by the Marty Paich crew in the modern idiom. The tunes are all fine standards from "It Don't Mean a Thing" to "Cottontail." And they all move very neatly sparked by the Paich arrangements and the strong ork work. And the cover is mighty attractive.

★ ★ ★ **COLEMAN HAWKINS ENCOUNTERS BEN WEBSTER**

Verve MGV 6066 (Stereo & Monaural) — A great package for jazz buffs who dig these tenormen and a wonderful group including pianist Oscar Peterson, drummer Alvin Stoller, guitarist Herb Ellis and bassist Ray Brown. Tasteful material, fine performances, well-recorded, and a set of discerning liner notes.

★ ★ ★ **JIMMY ROWLES AND HIS UPPER CLASSMEN**

Interlude MO 515 — Neat but not gaudy small group jazz is the product of the septet fronted by Jimmy Rowles on piano. Nobody blows too hard and the result is a smooth-flowing, easy listening set. Barney Kessel's guitar is a big help, and there are

also strong contributions from Pete Candoli (trumpet), Harold Land (tenor), and Larry Bunker (vibes), with Red Mitchell on bass and Mel Lewis on drums. Included are "East of the Sun," and a moody waltz-tempo "Lullaby of Birdland."

★ ★ ★ **PEPPER POT**

Art Pepper. Interlude MO 512 — Art Pepper, former first alto with Stan Kenton, is the key man here, abetted by piano, bass and drums. Pepper's best work is on the slower-paced ballad, to which he brings feeling as well as dexterity. Thus, some outstanding moments are achieved in "Over" (Continued on page 55)

**JAMIE**  
Top Country Number Breaking for a Pop Hit—The Big Ballad of 1960!  
**Are You Willing Willie!**  
b/w This Heart of Mine  
**MARION WORTH**  
Guyden #2026  
**GUYDEN**  
RECORDS 1330 W. Girard Ave. Phila., Pa. ST 2-3333

This is the big one!  
**"MARINA"**  
**WILLY ALBERTI**  
#1888  
**LONDON**  
RECORDS  
539 WEST 25TH STREET, NEW YORK 1, N. Y.

**"GET READY"**  
**LARRY WILLIAMS**  
chess 1745

Light Up Your Christmas Sales  
**JIMMIE RODGERS**  
**"WISTFUL WILLIE"**  
c/w  
**"IT'S CHRISTMAS ONCE AGAIN"**  
Roulette 4205

**SPOTLIGHT WINNER!**  
**SHIMMY SHIMMY KO KO BOP**  
LITTLE ANTHONY and THE IMPERIALS  
End #1060  
**GONE RECORDS**  
1630 BROADWAY (Judson 6-1060) N. Y.

HIS SMASH FOLLOW-UP TO "KISSIN' TIME"  
**Bobby Rydell**  
**"WE GOT LOVE"**  
Cameo #169  
**G.A.M.E. RECORDS**  
1405 Locust St., Philadelphia, Pa.

Heading for the "Top"  
"The Most Refreshing Sound on Record"  
**"I DON'T KNOW WHAT IT IS"**  
By The Bluenotes—Brooke—111  
CASH BOX "Pick of the Week" "Looking Ahead"  
BILLBOARD "Bubbling Under the Hot 100"  
—Distributed Nationally by—  
**THE FIRST NATIONAL RECORD DISTRIBUTING CO.**  
6522 Tanglewoodlane • LA 4-4516 • Cleveland 31, Ohio

Another big one from **WARWICK**  
**BIG RIVER** M-517  
Buddy Brennan Quartet  
b/w THE CHASE  
A Division of **United Telefilm Records, Inc.**  
MORTY CRAFT, PRESIDENT 701 SEVENTH AVENUE NEW YORK 35, N. Y. Circle 5 4693

**TOP RANK INTERNATIONAL**  
**ATTENTION, DEALERS!**  
IF YOU ARE INTERESTED IN DOLLARS FOR A 5¢ ENT,  
Turn to the Back Cover of Audition!

A GREAT SINGLE FOR CHRISTMAS PROGRAMMING  
**"WHEN SANTA COMES OVER THE BROOKLYN BRIDGE"**  
b/w "What Would You Like to Have for Christmas"  
by **JIMMY ALLEN & TOMMY BARTELLA**  
#A-1300 (Arranger: Abie "Available" Baker)  
**AL-BRITE RECORDS** 2314 86th St., Brooklyn, N. Y. ES 2-9563  
D. J.'s, Send for Free Sample Copies  
Distributors: Some Territories Still Available

**Reviews of New Pop Records**

Continued from page 53

Neapolitan-flavored ditty. Change of pace for holiday programming. (Romance, BMI)

**THE LITTLE SISTERS**

★ ★ ★ **A Little Star Came Down—LIBERTY 55220**—Three young little girls tell about a star that came down the night The Christ was born. Spinnable during the holiday season. (Monclaire, BMI)

★ ★ ★ **Are My Ears On Straight**—Here's a cute record about a doll that was broken and now wants to know if her ears are on straight. It has a chance for some action if exposed, especially with the younger set. (Glenwood, BMI)

**RUTH LYONS**

★ ★ ★ **Christmas Marching Song—CAN-DEE 502**—Likeable reading by Cincinnati TV star Ruth Lyons on a cheerful holiday song with kiddie appeal. (Candee, ASCAP)

★ ★ **This Is Christmas**—Pretty piping by Miss Wright on a wistful holiday ballad with lyric penned by Ruth Lyons. (Candee, ASCAP)

**AL & DICK & THEIR CHILDREN'S CHORUS**

★ ★ ★ **Wish You a Merry Christmas—CORAL 62157** — Bright chirping by kid chorus on a pleasant holiday theme. (Topper, ASCAP)

★ ★ **Santa Cwuz**—Little Mario and other kids chant baby-talk lyric on okay yule item. (Topper, ASCAP)

**COMANDER SHEA SCHOOL BOYS' CHOIR**

★ ★ ★ **Chree-See-Mus—CADENCE 1375**—The group of little Puerto Rican boys give the Latinish Christmas tune a cute whirl. It has an infectious melody and rhythm and figures as an item for jocks. (Saunders, ASCAP)

turns in an okay reading of the Irving Berlin traditional item. It's listenable but the flip may have a better chance. This is also done to a Latin beat. (Berlin, ASCAP)

**MEL BLANC**

★ ★ **Tweety's Twists and Twouble—WARNER BROS. 5129**—Mel Blanc comes thru with an okay reading of a Christmas item in which he is "Tweety" the cartoon character. For the very young. (M. Witmark, ASCAP)

★ ★ **I Keep Hearing Those Bells**—Mel Blanc sells this cute Christmas effort neatly. It's aimed strictly at the under eight trade. (M. Witmark, ASCAP)

**PAUL O'KEEFE**

★ ★ (Santa Claus) **What Would You Like For Christmas—EVEREST 19322** — The youngster who took Eddie Hodges' place in "The Music Man," turns in a cute, kiddie-slanted holiday item. Some jocks may like. (Sequence, ASCAP)

★ ★ **A Baby in a Basket**—An interesting tune about a baby who's left on somebody's front door step on Christmas Eve. (Sequence, ASCAP)

**ATTENTION RECORD DEALERS**

Listings of the latest popular records by titles and artists rushed each week by first-class mail. Big books of over 225 pages of current and older numbers by titles and artists sent monthly. Each month complete in itself with no need to refer to previous issues. Three months' trial, \$10.00 or economical yearly, \$35.00. Further information and samples sent on request.  
**Don't Lose Sales—Order Today.**  
**RECORDAID, INC.**  
P. O. Box 5765, Philadelphia 20, Pa.

# Reviews and Ratings of New Albums

Continued from page 54

## GOOD SALES POTENTIAL

the Rainbow," "Melancholy Madeline" and "Diane."

### CLASSICAL ★★★

★★★ BERLIOZ: GRANDE SYMPHONIE FUNEBRE ET TRIOMPHALE  
Musique des Gardiens de la Paix de Paris (Dondeyne). Westminster WST 14066. (Stereo & Monaural)—Good reading and performance by the Musique des Gardiens de la Paix de Paris under the direction of Desire Dondeyne. This composition is not often performed, and has not been over-recorded. However, this top level recording should aid in promoting interest for the neglected work. Good item for Berlioz fans.

### CHILDREN'S ★★★

★★★ THE STORY OF PAUL BUNYAN

Dennis Day. Cricket 21 — Dennis Day proves himself an adept tale-spinner as well as singer by telling the story of Paul Bunyan, indulging in occasional vocal gymnastics to play various roles. Some original songs, also they slow down the action, do underline the key points and provide a tuneful change of pace. For the under-teen group.

### CHRISTMAS ★★★

★★★ CHRISTMAS IN YOUR HEART  
Reginald Foort, Organ. United Artists UAS 5057. (Stereo & Monaural) — Veteran organist Foort performs with deft showmanship on the Wurlitzer Pipe Organ, simulating various instrument tones effectively. Rich sound. Selections include "Silent Night," "Jingle Bells," and "White Christmas."

### FOLK ★★★

★★★ AN EVENING WITH JOHN JACOB NILES  
Tradition TLP 1036 — One of the more arty of the folk song genre, John Jacob Niles offers his own interpretations of 14 tunes of widely varying backgrounds—from Western North Carolina to the very old 15th Century material from Europe. For fans, these performances will prove highly rewarding and Niles has also added his own interesting notes on the background of the songs presented. Good specialty folk merchandise.

★★★ GREAT FOLK BALLADS  
Mac Wiseman. Dot DLP 25213. (Stereo & Monaural) — This material is folk-oriented rather than country, and includes such items as "Lamplighting Time in the Valley," "Jimmy Brown the Newsboy," "Barbara Allen," etc. Wiseman has the true sound.

★★★ COUNTRY BLUES  
Lightnin' Hopkins. Tradition TLP 1035 — Hopkins is one of the great primitive blues artists, and buyers of blues — or those interested in folk material generally — will find this package of much interest. The performances and material are completely authentic. Cover is attractive, and should be given display space.

★★★ AMERICAN HIGH SCHOOLS SING AMERICAN FOLK SONGS  
Request RLP 8036 — High school choirs, chosen from different sections of the country, sing a total of 17 notable folk songs, such as "My Wanderin'," "Yellow Rose of Texas," "Lone Prairie," etc. The voices are fresh and vibrant and present a picture of musical American youth across the land. An attractive cover sets off the package. A good value.

### INTERNATIONAL ★★★

★★★ KOREA IN SONG & DANCE  
Various Artists. Bruno 50100—Here are 10 selections of varying patterns and rhythms representative of the culture of Korea. There is a mixture of solo vocal, choral and instrumental material some with a typical Oriental flavor and others with a highly individualistic quality. This is another of the Bruno "Around the World" series and is one of the better efforts in terms

of recording quality. Strictly for the folk oriented shops.

★★★ FIRST CLASS TO EUROPE  
Various Artists. Panarama PLP 2003—A listenable set of European recorded melodies. Featured instrumentation of soloists—Pete Hendriks on accordion, Sepp Weiler on zither and Henk Master on street organ, give the package an offbeat quality. Tunes are representative of various West European nations including Holland, Switzerland and Germany. Unusually well recorded album could generate interest, if properly exposed.

★★★ MOSCOW EVENINGS  
Kapitalina Lazarenko, soprano and other soloists, Moscow Variety Theater Orch. Bruno BR-50095—Sixteen pop songs which are favorites in Moscow are performed here by Russian bands and vocalists, including Miss Lazarenko, who was featured at the recent Soviet exhibit here. Title of the album is derived from the pop song which is tops in Moscow. Music is all pleasant if not memorable. Half of the contents of this disk are identical versions on a Monitor disk titled "Moscow Nights."

★★★ AN EVENING WITH THE ZAPOROZHSKY COSSACKS VOL. 4  
Various Artists. Bruno BR 50101—There's a mixed bag of Russian contents here. Ukrainian folk songs, arias from folk operas, ensemble numbers on the bandura, nostalgic songs by an excellent basso, and an accelerating tenor solo by a singer identified as Bruno Ronty, coincidentally the name of the label's top man. All numbers are excellently performed and would satisfy those who appreciate this type of folk music.

### RELIGIOUS ★★★

★★★ KURT KAISER, PIANO  
Word W 3093—As religious albums go, this is decidedly unusual. Kaiser is the young a.&r. director of the Word label, and obviously a pianist of some inventiveness and ability. Here he provides his own keyboard interpretations of some well-known religious songs, hymns and even a couple of spirituals. His approach is acceptable both from the musical and religious standpoint.

## MODERATE SALES POTENTIAL

### POPULAR ★★

★★ WINGS OF SONG  
Phillip Green Ork. Jaro JAM 5002 — The new J. Arthur Rank disk organization shows off British maestro Phillip Green with a collection of pop tunes, each of which contains the name of a bird in its title. Green's arrangements give them all satisfying treatments, emphasizing the strings but with the rhythm section supplying a beat and necessary emphasis.

★★ THE STEPHEN FOSTER CARILLON  
Bell Deagen Carillon. Decca DL 8923 — The Stephen Foster Carillon is located in White Springs, Fla., and is the largest set of tubular bells which can be played either manually or automatically. On this new LP carillon, June Albright plays a familiar group of Stephen Foster songs on the giant bells. They are recorded well, even to catching the sounds of the birds and crickets in the early Florida morning.

★★ CARMEL QUINN SINGS OLD IRISH-AMERICAN FAVORITES  
Headline HLP 500M — One of America's favorite colleens, sings the songs of her native land with warmth and sincerity. Miss Quinn presents "The Rose of Tralee," "River Shannon," "Mother Machree," and other favorites of this genre. Unfortunately

the background arrangements do not always provide the best showcase for the gal's own good performances.

★★ MY FAIR LADY & GIGI  
Rosa Rio, organist. Vox VX 26150 — Another addition to the long list of performances of tunes from the pair of Lerner and Loewe scores. Six numbers from each are included here, with Miss Rio playing an attractive brand of organ, along with a rhythm trio in the backing. Set can spark some interest altho the field of Lerner and Loewe music is highly competitive.

★★ COME RAIN OR COME SHINE  
Rosa Rio, organist. Vox VX 26010 — Organist Rosa Rio, who is familiar as the accompanist to numerous radio and TV soap operas, as well as a soloist in her own right, programs this set on the basis of tunes associated with several kinds of weather — rainy or stormy and clear. On the first side, we have "Rain," "Stormy Weather," "September in the Rain," etc., while "Over the Rainbow," and "Sunny Side of the Street," are found on the bright side.

### JAZZ ★★

★★ BERNIE GREEN SWINGS THE BLUES  
Enrica LP 2002—Bennie Green, aided by tenorman Jimmy Forest, comes thru with some good readings of a group of original blues here, most of them penned by himself. He handles his trombone in warm fashion and his stylings are listenable. Sound is good, too.

★★ FLAUTISTA  
Herbie Mann. Verve MGVS 6074 (Stereo & Monaural)—Flautist Herbie Mann and a group of Afro-Cuban rhythm men get together for an occasionally interesting album of Afro-Cuban music featuring Mann's flute work. But mostly it is rather uninspiring. Tunes are almost all originals, except for the oldie, Duke Ellington's and Juan Tizol's "Caravan."

### CHILDREN'S ★★

★★ KIDDIE "POP" PARADE  
Playhour Players, Cricketone Chorus & Ork. Cricket 20—This is for kiddies who are just starting to play their own records. It contains fairly entertaining versions of numbers as "Zippity Doo Da," "Over the Rainbow," "Me and My Teddy Bear" and novelties such as "Bimbo" and "Tweedle Dec-Tweedle-Dum." A feature is a miniature version of the story of "Around the World in 80 days."

### CHRISTMAS ★★

★★ THE JOY OF CHRISTMAS  
The Bison Glee Club. Word 3092 — The youthful voices of the glee club of Oklahoma Baptist College are blended nicely on a collection of hymns and Christmas songs, as well as some lighter numbers, such as "Winter Wonderland," and even "Rudolph the Red-Nosed Reindeer." Where the choral approach is desired, this is an acceptable collection.

### FOLK ★★

★★ SONGS OF THE AMERICAN SOUTH  
Lucile Turner. Colonial C 17001 — Miss Turner sings with a big, dramatic voice, and she has selected an interesting repertoire, including train songs, gambling songs and other folk-styled material. Included are "One Arm Tom," "Midnight Train," "John Henry," etc.

### GODS AND DEMONS OF BOLIVIA

The Morning Stars. Vanguard VRS 9054. (Stereo & Monaural) — Here's an album that will please folk music fans. It features Bolivian folk music performed by the Morning Stars, also known as Pepe Cadona (Khosinaira) and Tito Yapanqui and accompanied by guitar and native instruments. The music is intriguing with a touch of the East as well as Spanish influences. The performers are now stars of Mexican TV, but their music is still primitive and spirited and fun to hear.

### SONGS FROM ERIN'S GREEN SHORE

Willie Brady. Avoca AV 115 — Bright, cheerful Irish ballads tastefully sung with feeling by Brady. A solid package for listening with special attention to the cute, sad and comical lyrics recommended. Brady, with a simple approach wisely lets the material do the job of winning the listener. His sincerity and pleasant voice adds much to the over-all attractiveness of this package. Backing is highly suitable. Dealers should push to their Irish clientele.

### INTERNATIONAL ★★

★★ ESPANA IN HI-FI  
Various Artists. Bruno BR 50065—Six of the 12 Spanish numbers here are presented by the Roland Zaninetti accordion ensemble. Altho well played, they lack the necessary Iberian feeling, sounding more like Parisian cafe music. Two flamenco guitar offerings by Gonzalo Ortega have a more authentic sound, and four paso dobles by the Andrew

## RACY TALES

DTL275

ORDER THE DOOTO HITS

Penguins, Medallions, Meadowlarks, Best Vocal Groups DTL204 • Billy Mitchell, Hattie Noel, Songs For Fun, DTL212 • Redd Fox, Laff Of The Party, DTL214, DTL219, DTL220, DTL227, DTL236, DTL265 • Best Of Fox, DTL234; The Sidesplitter, DTL253, DTL270; Burlesque Humor, DTL-249; George Kirby, Night In Hollywood, DTL250 • Allen Drew's Stag Party, DTL259 • Sloppy's House Party, DTL266 • Earth Angel, 348 • The Letter, 347 • Heaven & Paradise, 359 • Back Home Again, Willie Headen, 703.

### CALL YOUR DISTRIBUTOR

Arnold Dist. Co., North Carolina - Arizona • M. B. Krupp Dist. Co., Arizona • Superior Record Dist. Co., New York • C & C Dist. Co., Washington • Cadet Dist. Co., Michigan • Central Sales Co., Texas • Essex Dist. Co., New Jersey • M. B. Krupp Dist. Co., Texas • Leslie Dist., New England, Connecticut • Microphone Music Co., Hawaii • Milton Phono Records Co., California • National Record Dist. Co., Georgia • Pan American Rec. Sup. Co., Colorado • Records Unlimited, Wisconsin • Roberts Dist. Co., Missouri • Leonard Smith, Inc., New York • Star Dist. Co., Minnesota • Tru-Tone Dist. Co., Florida • Concord Dist. Co., Ohio • Hoosier Records Dist., Indiana • New Sound Record Dist., California • Dumont Records, Massachusetts • Mid America Dist. Co., Iowa • S & W Dist. Co., Inc., Tennessee • Cosnat Dist., Ohio • Musical Sales, Maryland • Baker Record Dist., Texas • United Record Dist., Illinois

## ASCAP Membership Meet

• Continued from page 3

Fred Fox next took the microphone and presented a well-organized argument for rejection of the proposed order. He stated the rank and file had never been consulted and had no voice in the proposed order. He stated the proposed order was arrived at by the consent of vested interests who have exercised complete control since the inception of the Society. He noted that Ryan had refused to sign the proposed order, because there was lacking sufficient consent.

Fox charged that the administration and board identify themselves as ASCAP and "project the false theory that the welfare of the board is the welfare of the membership."

"This masquerade," he said, "is patently fraudulent." Warming up, Fox termed the board a "tight little oligarchy" rather than a democracy. The welfare of the board members is not consonant with that of the membership, but is diametrically opposed, he stated, then went on to attack the weighted

vote and other matters. He stated the men who hold the vote get a preponderant share of the money distributed. He questioned the eligibility of the board members to serve the Society, in the light of past history; he felt the 1950 decree had been flouted and felt the proposed order would bring no relief.

Urging rejection, Fox said: "Don't be intimidated by the bogey of dissolution. There will always be an ASCAP. . . ." He added that the government doesn't desire dissolution, and it won't be ordered by the court if the government doesn't seek it.

With regard to the weighted vote, Fox said that the board members, by transferring copyrights from a parent firm to subsidiaries, could retain complete control. He referred to "a handful of men who have twice been judged guilty" and are now up for judgment again. Fox urged the members not to confuse dissolution with government regulation. Fox also stated publishers would not withdraw, adding that according to a decision by Ferdinand Pecora (present on the dais) they could not do so and retain their catalogs. He also noted that individual publishers could not adequately police performances, and in this connection cited the withdrawal of Warners—and the firm's return to ASCAP—in 1935.

### 'Giant Step Backward'

Finally, Fox termed the proposed order a giant step backward, with big publishers having life and death power with the sanction of the government. He noted the big publishers were not on the firing line and invited them to defend their position.

Fox received a big hand.

Adams stated that Fox, in reading from transcripts, read partially rather than whole. Someone in the audience stated, "So did Dean."

Burton Lane, AGAC chief, stated that the oppositionists seemed determined to "tear down the house" altho they're not clear as to the consequences. He urged the Society be kept functioning so that inequities may be solved from within. Apparently referring to rock and roll, Lane said, "The end of horrible sounds is near . . . the ASCAP writers will reap the benefit . . . let us be smart enough to take advantage of the situation . . . don't tear up the Society." He urged members to turn aside personal objections and give ASCAP a new lease on life. "The opposite to life is death" he said. Lane was applauded.

Sherman Edwards, speaking for the Current Writers Committee, strongly attacked the 30 per cent recognized works clause in the proposed order. He referred to it as "disfranchisement in the womb." He stated BMI has a preponderance of today's hits; that BMI is getting the new talents; that ASCAP discourages new writers. He foresaw a decline in ASCAP revenues as BMI grew stronger and as more of ASCAP's standards went into public domain. He urged that instead of favoring old writers, ASCAP should favor new writers. "We need the hits if we are to remain a first class Society. . . . We should get ASCAP back into the music business."

Jack Lawrence, on behalf of the Committee for ASCAP, spoke in favor of the proposed order. A comic series of exchanges between Lawrence and Barney Young fol-

lowed, relative to who had paid for the mailing sent out by Vincent Lopez. Gloria Parker urged the audience to give Young a chance to speak, and Young, now at the mike, agreed with Miss Parker. "The lady is right," he said. He added that Lopez is paying for the mailing. Young then launched into an attack on the proposed order, terming it a "suicide plan." Addressing himself to "the little fellows," he stated, "You have bats the belfry if you vote for it." He ridiculed the threat of dissolution, and he said his royalties had dropped from \$30,000 to \$400. Young revealed data relative to correspondence he had had with the Borroughs people anent working out a survey method, and stated they offered to take the job at a cost of \$68,000 per month, for 300,000 plays a day.

### Emotion Appeal

Pinky Herman, highly emotional, stated "This great organization must be preserved. . . . It needs correction . . . this will be done . . . but it must be preserved." He urged all to have faith and added that ASCAP would come thru with flying colors. At this time Oscar Hammerstein, who has been present on the dais several hours, left. Pinky promised to write a book covering 20 years of ASCAP.

Redd Evans stated that BMI existed in order to destroy ASCAP and then asked: "How many publishers are purely ASCAP?" He stated many ASCAP publishers needed BMI money to exist, and he prognosticated that big ASCAP publishers would ultimately have BMI firms. Evans charged the 1950 Consent has been "emasculated." He argued that there would be no dissolution in the event of a negative vote. "No reformation will come from within. . . . only from without." He mentioned trade paper stories indicating large publishers had cornered the performances on big TV shows and termed the evidence shameful.

Posing the possibility of the government becoming ASCAP's friend Evans said this would be a good development; that the juke box battle would be more readily won; that performance income would increase. Hitting at the "arrogance" of men who kept the same system in effect for years, he urged, "Don't be afraid to vote No." "Show some concern for fair play and ASCAP" he concluded. Evans received applause.

Johnny Loeb stated the broadcasters were responsible for what was going on.

### Calls for 'Reshuffle'

Kermit Goell, outlining his record of loyalty to ASCAP, stated that nevertheless he and his committee (Current Writers group) had decided to vote against the proposed order. Such a vote entailed no danger to ASCAP, he argued. He termed the current writers a group of active, non-radical members who produced up to 35 per cent of the Society's hits last year. He termed the proposed order "terrible." He attacked the 30 per cent recognized works clause. He pointed up the need to encourage young and current writers; noted that BMI has cracked the Broadway show front with "Fiorello"; and urged the proposed order be rejected and remanded to the Justice Department for a reshuffle.

The speeches continued on into the night.

Meanwhile, Wolfe Gilbert in New York received a wire from the West Coast stating the wives of a number of ASCAP immortals were voting for the proposed order. The signees were Eleanor Whiting, Grace Kahn, Jessie Kalmer, Virginia Monaco, Ruth Van Alstyne, Wallie Donaldson, Betty Ruby and Helen Dubin. The oppositionists, too, claimed to be getting new supporters.

Members will receive their ballots about November 30 or December 1, and these must be returned within 20 days.

## Local Jockeys 'Misquoted'

• Continued from page 3

Freed after he failed to appear for a morning appointment to answer their questions about payola. Freed is now scheduled to report to them Monday (30).

A spokesman for Freed on Friday (27) said that the jockey had decided not to make any more statements to the press, and that he had been "misquoted" in many of the articles.

Altho Freed was quoted by some of the dailies as saying he wouldn't finish out the week at WNEW-TV (his replacement Richard Hayes takes over the show this week). He did appear on the telecast and made a farewell speech at the beginning of Friday's (27) show. He had previously taped his Saturday (28) program.

In his final TV appearance, Freed wore his trade-mark, a plaid jacket, remarking he always wore it for opening and closing dates—adding that Jackie (his first wife) gave it to him in 1952. He said he was sorry to leave his fans, then deadpanned, "I know a bunch of ASCAP publishers who will be glad I'm off the air."

Veteran spinner Martin Block, WABC, New York (who testified

before the Grand Jury last week) was incensed when the New York Journal American last week gave him the page one banner story—headed "DJ Martin Block Charges Program Bosses Get Payola." The story claimed Block has accused 35 broadcast program directors of taking payola, and that he would name names when the time came.

Block was also quoted as saying "I have refused to play records which have been proffered me by management because I have felt for one reason or another they were not in good taste."

Bob Moss, Block's producer, said the jock was "badly misquoted on almost every incident." Block himself sent wires to all the dailies last week denying the story and stating he had never been asked by management to play a record, and that he had no personal knowledge whatsoever of payola being offered to any jockeys.

Meanwhile, Dick Clark, who is scheduled to testify in Washington December 7, was playing it the cageiest of all, and politely issuing "no comment" statements to all comers.

## Clubs Work for Wis. Dealer

• Continued from page 3

what they're getting before they buy."

Victor's system also eliminates much of the nuisance aspects associated with factory clubs. Records in wrong jackets and defective records are taken care of on the spot. There are no cards to return. One of the most frequent complaints by club customers was that they had forgotten to return the card and received records they didn't want. The expense and annoyance of returning them soured many subscribers.

### Good Profit

Profit-wise, Victor comes out ahead on his club even tho he operates on a lesser markup. The charge is based on the normal retail price plus 25 cents handling charge per record.

"It works like this," Victor explained. "At \$2.47 each, three records cost me \$7.41. Under fall stock or restock plans I get an additional 10 per cent which brings the price down to \$6.67. In lieu of the normal return privilege I get another 5 per cent off making it \$6.34. Deduct 2 per cent for cash and the price is \$6.21 for three records."

"The customer pays \$3.98 plus 25 cents handling charge per record which makes it 4.23 each. Double that is \$8.46 for the deal including the third free bonus record. Subtract \$6.21, my cost, from \$8.46 and the dollars and cents

## New Rank Audio

• Continued from page 3

chines being set up in the Long Island plant. Each is said to be capable of producing 8,000 disks per hour at a cost of about 3½ cents each. The new development is expected to have extensive applications in publishing, education, drama, music, sales campaigns, fund raising activities and children's books.

The raw plastic material is presently being imported from Germany but a half dozen U. S. firms are said to be researching now to come up with a product which can be produced domestically.



Unsurpassed in Quality at any Price

Our amazing new process retains all details in highlights and shadows—every copy an original photograph!

8" x 10" GLOSSY PHOTOS

5½¢ EACH

IN 5,000 LOTS

6½¢ IN 1,000 LOTS

\$8.99 per 100

POST CARDS \$26 per 1,000

Copy Negatives \$1.95

MOUNTED ENLARGEMENTS

20" x 30" . . . . . \$3.50

30" x 40" . . . . . \$4.85

"WE DELIVER WHAT WE ADVERTISE"

PLaza 7-0233

JJK COPY-ART Photographers

A Division of JAMES J. KRIEGSMANN

165 W. 46th St., NEW YORK 19, N. Y.

FAN MAIL GLOSSY PHOTOS

All sizes—quantities—color or black and white. Post cards, mounted blow-ups. It will pay you to see our free samples and complete price list before ordering anywhere. Write today for new low prices, samples, etc.

MULSON STUDIO

Box 1941 Bridgeport, Conn.

PHOTOS for PUBLICITY

QUALITY PHOTOS IN QUANTITY

100 8x10 . . . \$ 7.99

1,000 Postcards 19.00

BLOWUPS

All other sizes, write for FREE sample & list BB.

MOSS PHOTO SERVICE

8 x 10 5¢

350 W. 50 Street, New York 19. PL 7-3520

SANTA CLAUS HEADQUARTERS

Circulars—Free

Dance—COSTUMES—Clown

Special costumes made to order

The Costumer

DESIGNERS AND RENTERS

238 State St., Zone 5

Schenectady, N. Y.

gross profit is \$2.25 or about 26 per cent.

Victor feels that the enormous gain in traffic move than compensates for lower markup. "Faces I haven't seen for two or three years are starting to come back, with a lot of brand new ones mixed in. They often buy non-club records and my accessory business has gone way up," he said.

It took only a couple days of advertising on radio and local newspapers for the word to spread around town. Victor estimated that the club has brought in 30 to 40 new customers daily in each store.

"There's more than one way to skin a cat," Victor concluded. "My customers are happy and so am I. After 'battering my brains' against the clubs, it's wonderful having them work for me."

The Crest of Good Living

in

WASHINGTON D.C.

Hotel Raleigh

PENNSYLVANIA AVE. at 12th St., N.W.

Midway between the Capitol and the White House

500 rooms. Air-conditioning. Television. Finest Cuisine. Lamp Post Corner restaurant.

JOSEPH MASSAGLIA, JR., President

HARRY P. GALLOWAY, Mgr.

Other MASSAGLIA HOTELS

- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Santa Clara
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki

CHICAGO HEADQUARTERS

BOOKING OFFICE 200 E. WALTON DE 7-4344

BOSTON OFFICE 80 BOYLSTON ST. HU 2-0060

World-famed hotels

Teletype service—Family Plan

## DEarborn 2-3864

Jot down that number. It's important.

It's the telephone number of The Billboard's Servicer at the outdoor convention which started at the Hotel Sherman, Chicago, the weekend following Thanksgiving Day.

Offered in co-operation with the Showmen's League of America, The Billboard's Servicer provides many services to make your stay at the convention more pleasant.

Located in the Hotel Sherman lobby, The Billboard's Servicer will offer a free paging service.

That is why the number above is important.

Anyone calling you at that number will be able to have you paged over a special public-address system.

Anyone leaving a message at that number will know that the message will be held until you pick it up.

Otherwise, The Billboard's Servicer will serve to make your convention stay as enjoyable as possible.

House phones will be set up to enable you to locate people in the hotel.

Another valuable service is The Billboard's convention directory, listing room number of carnivals, booking agencies, etc.

The Servicer is open daily thru Wednesday, December 2, on the following schedules:

- Monday (30) ..... 10 a.m. to 6 p.m.
- Tuesday (1) ..... 10 a.m. to 6 p.m.
- Wednesday (2) ..... 10 a.m. to 6 p.m.

## GUIDED CLUB 22 YEARS

# 250 Honor Hamid Devotion to NSA

NEW YORK — An almost unprecedented event for this city's showmen's club, a testimonial banquet sellout, paid honor last week to George Hamid Sr. While this was but one more plaudit heaped on the onetime Lebanese tumbler's shoulders, it represented the thanks of the National Showmen's Association, whose origin and progress he has piloted for 22 years.

Several speakers paid tribute to the club's president emeritus before a full-house crowd in the Tropical Room of the Park Sheraton Hotel on Monday (23). The 250-plus party-goers were well-treated for their trouble, for they not only had their testimonial intentions fulfilled, but also enjoyed a fine dinner, brief and to-the-point speeches, and a snappy four-act show.

This was the first time in a considerable stretch of years for a sellout banquet. It attracted a half dozen show owners and seven club past presidents.

A series of speakers pointed out facets of Hamid's career in show business, with Dr. Jacob Cohen, physician of the club since its inception, striking a keynote in referring to the honored guest as "the pillar of strength that has brought this club to its present high standing." Further honors were expressed by Oscar Buck, representing carnival owners; club president Al McKee, for park members; Dan Edelman, for arcade people, and John Weisman, for bingo operators. Wires were received from Mr. and Mrs. Anthony Lewis, John

W. Levy, Josephine and Charley Basile, Mary G. Roebing, Showmen's League of America, Atlantic City Elks Club, Mayor Altman and the Atlantic City Commissioners, and the National Association of Amusement Parks, Pools and Beaches. The speakers agreed that without Hamid's leadership the club would not have thrived.

The Ladies' Auxiliary also took an active part in the program, with Mildred Peterson, its president, presenting a gift to Bess Hamid. The NSA gave Hamid a jeweled Masonic ring.

### Thanks to Two Women

Hamid's remarks included recognition of the large number of visitors, which included Mayor Arthur Holland of Trenton, and praise for Mrs. Hamid and Dorothy Packman, his secretary for more than 30 years. "Those two made me what I am today," he quipped. "I hope they're satisfied."

The rest of his talk was sprinkled with humorous digs at his acquaintances and family, and concluded with expressions of gratitude to the club for singling him out for honors.

Louis D. King and Dave Brown were commended for their supervision of the night. There was an outstanding chicken dinner and a program managed by Al Rickard. With Nick Francis' band backing the show and playing for dancing, entertainment also included Artie Dann, comic and emcee; Veronica Martel, juggler, Roy Smeck, "wizard of the strings," and the four Johnny Conrad dancers. All women attending were presented with attractive cigarette lighters.

On the dais were the Hamids, Oscar and Carol Buck, Dr. and Mrs. Cohen, John and Eileen Weisman, Al and Mae McKee, and Louis D. King, who introduced the speakers. Past presidents attending were Art Lewis, Joe McKee, Morris Batalsky, Frank Bergen, Bernard B. Allen, Weisman, and Buck. Show ownership included Bergen, Buck, Pat Reithoffer Jr., Al Howard, Mrs. James E. Strates, and Morris, John, Babe and Phil Viona.

## TORONTO TALKS ABOUT A 1967 WORLD'S FAIR

TORONTO — City fathers are talking in terms of a world's fair here in 1967—the centennial of the founding of Canada.

The subject was first forwarded by Mayor Nathan Phillips but the Canadian Government Exhibition Commission warned it would cost a minimum of \$20 million for such an event.

A spokesman said that if Toronto decides on the fair, it would probably use the plant of the Canadian National Exhibition and would seek financial aid from other levels of government.

## Ringling Circus, Hershey Arena Sign for 1960

HERSHEY, Pa.—Ringling Bros. and Barnum & Bailey Circus and the Hershey Sports Arena have signed contracts for a 1960, engagement. The circus will exhibit at Hershey May 27, May 28 and May 30. The show will be idle at Hershey on the intervening day, Sunday, May 29. The Sports Arena last had the circus in 1958.

## Trenton, Mo., Fair Names 1960 Execs

TRENTON, Mo.—Lowell Moore has been elected president of North Central Missouri Fair here and Harold Pond vice-president. Elmer C. Posey has been named chairman of entertainment and concessions. No secretary has been named.

## CONVENTION

# Park Sessions Starting Today

CHICAGO — Convention sessions of the National Association of Amusement Parks, Pools and Beaches will get underway today (30) at the Sherman hotel. Bill Veck of the Chicago White Sox, will be one of the first-day speakers.

Prior to opening, John S. Bowman, executive secretary of NAAPPB, said that the attendance promised to be large. All hotel space at the Sherman and the Bismarck had been reserved and late applicants were being accommodated at other Loop hotels.

The trade show of the convention opened Sunday (29). It and the convention sessions run thru Wednesday (2).

Mornings will be given over to specialized sessions for operators of kiddielands in one group and swimming pools in another. During the afternoons there are daily meetings for park operators generally.

Monday evening will see the American Recreational Equipment Association holding its annual banquet at the Bismarck hotel, a block from the Sherman. The meeting

# N. Y. Fairs Study Kid Shows, Ponies

## Elect Fitser of Whitney Pt.; Meet Successful in Advancement from Jan.

SYRACUSE — A switch in meeting dates has worked out to the benefit of the Central New York Association of Agricultural Societies. A gratifying increase in delegates and number of fairs represented, was noted at Saturday's (21) get-together here.

More than 85 persons representing 30 fairs turned out at the Hotel Syracuse. It marked an advancement in time from the usual January meeting, immediately preceding the State convention in Albany. Robert S. Turner of the Chemung County Fair, Horseheads, retiring secretary - treasurer of the group, said it was decided to retain the new November concept for future

years. Last year about 23 fairs and 70 persons attended in January.

### Esty Succeeds Turner

Eugene Fitser of Whitney Point was elected president, succeeding Ted Curtis of the Canandaigua Fair. Vice-president is Alex Duffy of Watertown and secretary-treasurer is Charles Esty of Owego. Turner has held the last position for 15 years and cited other activities as his reason for stepping down.

Jim Carey of the State Department of Agriculture and Markets conducted a question-answer session during which many fairs re-

*(Continued on page 67)*

# Beatty-Cole Signs Long Island Arena

## April 15-24 Will Be Opening Run; 18 Miles From Wirth's L. I. Stand

COMMACK, N. Y. — Clyde Beatty-Cole Bros. Circus will open its 1960 season at the spacious new Long Island Arena here, with a nine-day date covering the Easter period, managers Frank McClosky and Walter Kernan announced. It, therefore, becomes the fourth circus to schedule an Easter date in the New York metropolitan area.

The dates are April 15-24, starting on a Friday and including two

weekends. From Long Island the show will motor to the Washington area where canvas and seating will be awaiting its arrival for the start of the tenting season on April 26.

Contracts for the Commack engagement were recently signed by Neil Berk for the show, and Tom Lockhart for the arena. The date will be accompanied by heavy billing on Long Island thereby putting it into conflict with the Frank Wirth Circus at Island Garden in West Hempstead some 18 miles away. The arena is on Veterans Highway in Suffolk County, 25 miles from the New York City line.

Long Island Arena has been open for exhibition basketball and regular Eastern Hockey League games. It has 5,000 cushioned folding chairs and no obstructions to vision. Initial hockey crowds averaged 1,500 patrons but attendances have built to 4,000 recently.

McClosky was due in New York last weekend, and Kernan will arrive December 3 prior to another European visit in search of new features, agent Floyd King reported. Three acts were signed there last year.

# MEMPHIS FAIR SIGNS FOR PLANT SURVEY

MEMPHIS—The Mid-South Fair here has signed with Vandenburg, Linkletter Associates, Inc., of New York to make a detailed study of the fair's present plant and draft a plan for a 10-year improvement program, G. W. (Bill) Wynne, fair manager, announced.

Wynne said that he has reasonable assurance from city and county officials that they will go along with the program.

The study will take six months and one of the first items to be studied will be the erection of an air-conditioned coliseum. The study will be made under the direction of Clyde M. Vandenburg, president of the study group.

Boyd Arthur is the new president of the fair. Arthur has been first vice-president of the fair and chairman of the rodeo committee for the past two years. He is owner of Manufacturers' Rubber & Supply Company here.

## AREA MEETING IN BISMARCK'S MEDILL ROOM

CHICAGO—AREA's annual banquet will be Monday (30) in the Joseph Medill Room on the third floor of the Bismarck Hotel. Social hour will start at 7:30 p.m. and the dinner, speaker, and business session will follow.

## Charleston Fair Seeks Own Area

CHARLESTON, S. C. — Exchange Club sponsors of the Coastal Carolina Fair are mulling four possible sites for next year's fair, to be played again by Amuse-

ments of America. The intent is to procure a location for permanence this time, manager Robert Scarborough reports.

The Meeting Street grounds will probably not be used again, he said. Once a location is chosen the club will proceed to macadam a race oval and erect a 3,000-seat grandstand for the 1960 fair, Scarborough added.

Dates will be October 31 to November 5, during which the program of diversions scheduled for this year will be repeated. Included will be quarter-midget racing and a local rodeo. In addition there will be three-quarter midget racing and stock car events.

Scarborough said a corporation is being formed to hold two stock car races weekly prior to the fair.

The 1959 fair was clobbered by rain and held over for a second week. Financial results on fair days indicated a strong potential in the area, and the gross managed to greatly exceed that of the previous season, when rain was also a factor. Scarborough said the accumulated income has prompted thoughts of permanent grounds and structures.

### Closed for Repairs

GRANDE PRAIRIE, Alta.—Grande Prairie Memorial Arena has been closed indefinitely because of weakened roof trusses.

Engineers estimate cost of repairs at from \$25,000 to \$30,000 and it is unlikely the arena will open before mid-January. City officials say speed is essential because a heavy fall of wet snow would further damage the roof.

## Moose's Rodeo In Okay Run At Greenville

GREENVILLE, S. C. — Glen Moose's RCA rodeo at the Memorial Auditorium here played a successful run for four days thru Saturday (21), it was reported by building manager Herman Penn.

The show featured Rex Rossi and Wanda Rossi and included Jerry Roberts, clown; Corrine Williams, vocalist; and Bob Estes, producer and stock contractor along with Moose. Attendance was reported at about 9,000 in the 4,500-seater for the four shows.

Promotion included a pony giveaway thru one grocery chain, a cut-rate general admission ticket sale thru another grocery and distribution of 100,000 leaflets thru the latter. There also was a sale of script books thru various organizations, with the clubs getting 25 per cent of their sale.

Moose had another rodeo in the building five months ago but is switching to a fall schedule for the annual running. His connection with RCA has come since his previous event here.

## October Christmas Rates Big at Atlanta



Even Santa Claus made an early appearance at Southeastern Fair this year. Brought in by helicopter, he scored quite a hit, and the Christmas Gift House registered solidly with patrons and exhibitors.

SANTA CLAUS was a new, added attraction at the Southeastern Fair. And his headquarters—the Christmas Gift House—also was a new, added lure at the Atlanta event.

Brought in by helicopter, Santa scored quite a hit, and the Christmas Gift House registered solidly with exhibitors and fair patrons alike.

An old exhibit building was converted into the gift house. The exterior was dolled up with colored garlands, a bell, Christmas wreath and bow. Two snowmen and flocked Christmas trees were spotted on the lawn in front of the building. Foundation shrubs and the lawn in front of the structure also were sprayed white. The sum effect was December-in-October.

Inside the exhibits gave a preview of gifts for Christmas. The commercial displays were more colorful than the usual run at fairs, with those displays by decorating companies being particularly colorful.

The Christmas Gift House brought in many new exhibitors and the fair as a result sold more space than ever before. Proof of the success of the venture is that the fair decided to continue and expand further on it in 1960.

## Western Fairs Assn. Meeting Sidelights

NOTES OFF THE CUFF at the 37th annual Western Fairs' Association meeting which ended its three-day meeting in Sacramento Wednesday (18): Allen Ross has been named secretary-manager of Santa Barbara (Calif.) National Horse Show and Flower Show.

. . . E. P. (Ned) Green, former manager of California State Fair, Sacramento, and now local administrator of the Federal Housing Administration, visited briefly Tuesday (17). . . Dudley T. Fortin, manager of California State Fair & Exposition, will attend the International Association of Fairs & Exposition convention in Chicago.

. . . Carl Mills, manager of Sacramento County Fair, has bought a home and moved his family to Sacramento from Angels Camp, where he was manager of the Calaveras County Fair & Jumping Frog Jubilee for 22 years.

. . . R. M. C. (Bob) Fullenwider, secretary-manager of Riverside County Fair & National Date Festival, Indio, has moved to that city after residing in Corona for a number of years. . . Bill Arballo, Date Festival press director, also attended the convention. He will make the Chicago convention to appear on the publicity panel. He was formerly head of press at the Southern California Exposition in Del Mar. . . Bob McClure, recently named secretary-manager of Southern California Exposition, made his first convention since assuming his new post.

Duane (Spike) Hennessy, manager of Multnomah County Fair, Gresham, Ore., said West Coast Shows has played his fair for 29 years. The show started playing the date under the guidance of the late A. H. Lea, one of the deans of fair business. . . John McMurray, manager of Western Washington Fair, Puyallup, was among those attending the sessions.

. . . C. B. (Jack) Afflerbaugh, president and general manager of Los Angeles County Fair, Pomona, was also present, making it his first in several years. The fair was also represented by Phil Shepherd, assistant manager, and Tevis Paine, special events director. . . Jimmy Zeno, veteran Alameda County Fair press director, assisted Joe Blenkle, WFA press supervisor, in covering the convention for out-of-town papers. . . Newton (Carolina) and Jo Brunson, of the Hollywood Theatrical Agency, Hollywood, kept in touch with fair managers, but did little or no pitching. They have booked and produced shows at the Riverside County Date Festival for 14 years. . . Larry (Bozo the Clown) Valli and his wife, Bess, greeted fair managers as he lined up dates for the little unfilled time he has in 1960. . . Ted Rosequist, co-ordinator of planning for California State Fair, had a rough schedule during the meeting. He divided his free time (what there was of it) in the interest of the Boy Scouts. . . John Billsbury, who books from Hollywood, was on hand with material about the Atterbury Girls, the helicopter act. . . Ralph A. Watkins Jr., who was named to succeed the late George Goodman as manager of Arizona State Fair, was only able to attend the last two days of the meeting. His fair closed only a few days before the sessions started.

Santa Clara County Fair was represented by A. L. Christopher, board president; William A. Straub, secretary-manager; Sal Millan, press director, and Russell E. Pettit, its former manager and also a past president of Western Fairs.

## TALENT ON THE ROAD

### MCA Lists Talent Line-Up Packages for 1960 Season

The Music Corporation of America has released a portion of the talent it will be offering for fairs and special events in 1960. Including are seven package shows, including "Leave It to Beaver," with the entire family from the ABC-TV series; Spike Jones and his "Musical Insanities of 1960"; "Ken Murray, Marie Wilson and their 'Blackouts'; "Truth or Consequences," with Bob Barker and El Bailey, from the TV show; Lenn Laden's "Holiday Watercade"; Hubert Castle's "Circurama," a circus presentation, and "Country America," a c.&w. show. MCA's Western stable will include Dale Robertson, Steve McQueen, Allen Case, Scott Brady, Peter Breck, Ty Hardin, George (Gabby) Hayes, Tex Ritter, Smiley Burnette, Jimmy Wakely, Leon McAuliff and His Cimmaron Boys, and the Browns. Non-Western names include Ricky Nelson, Betty Grable and Harry James, Guy Lombardo and ork, June Taylor Dancers, Homer and Jethro, Anita Bryant, Goofers, Chordettes, Vagabonds, Jill Corey, Rusty Draper, Jo Stafford, Crewcuts, Sportsmen, Don Cornell, Gordon (Tarzan) Scott, Johnny Cash, Tommy Sands, Four Aces, Fleetwoods, John Rait, Four Preps, Hilltoppers, Jane Morgan, Anna Marie Alberghetti, Modernaires, Jaye P. Morgan, Molly Bee, Erin O'Brien, Victor Borge, Gordon MacRae, George Burns, Liberace, Johnny Carson and Jeannie Carson.

Plus Ted Lewis and his revue, Bob Crosby, Abbe Lane and Xavier Cugat, Dennis Day, Kathryn Grayson, George Gobel, Phil Ford and Mimi Hines, Andre Previn, Carman Cavallaro, Martin Denny, William Bendix, Gateway Singers, Bill Hayes, Teresa Brewer and Carol Channing. The following batoneers and their orks are also on the list: Charlie Spivak, Ray Anthony, Sam Donahue, Ralph Marterie, Freddy Martin, Jimmy Dorsey under Lee Castle, Teddy Phillips, Billy Williams, Claude Gordon and Woody Herman. . . J. L. Eisbrenner Jr., a 19-year-old, reports from Rutland, Vt., that he's going into the fair grandstand revue business this season. Plans a revue with a 16-gal line. . . Jimmy Dean, TV and record topper, will be the name attraction at the San Antonio Livestock Exposition, doing 15 performances February 12-21. . . Ralph Liese, Houston musician, is now also general manager of Stage Door, Inc., booking agency in that Texas metropolis.

TV-RADIO SHOWCASE: Don McNeill's "Breakfast Club," 26-year-old program on ABC radio, will go on a Western tour in January under the March of Dimes. Show will come from the Paramount Theater, Phoenix, Ariz., January 4-8, and the Coconut Grove, Los Angeles, January 11-15. Talent set for the cast are the regulars, Anita Bryant, Dick Noel, Fran Allison, Sam Cowling, Cliff Peterson and Eddie Ballantine and his ork. . . Jack and Jeannie Carson are slated for the December 1 Ford "Startime" show with Red Buttons. . . Guesting on the December 6 Sunday Showcase with Jimmy Durante will be Ray Bolger, Jane Powell, Jimmy Rodgers and Eddie Hodges. . . Perry Como will host Tommy Sands and Sandra Church on December 9, and Jane Morgan and the Weire Brothers December 16. . . Along with Rosemary Clooney on the December 18 "Bell Telephone Hour" will be the Lennon Sisters. . . English performer Frankie Vaughan will join Eddie Cantor and Mort Sahl on the January 22 Pontiac "Star Parade." Also set are Vicki Benet, Norman and Dean, and the Joanie, Johnny and Hal Trio. Vaughan will also guest on the December 20 Chevy Show with Dinah Shore.

Charlie Byrnes

## Chanteurs de Paris Return; Rockettes in Parade

Varel and Bailly with Les Chanteurs de Paris return to the U. S. in December, opening with a two-week date at the Tropicana in Las Vegas, then two weeks more commencing January 12 at the Monteleone Hotel, New Orleans. Concerts are set thru February and March in Chicago, Phoenix and Los Angeles. Cosmetto Artist Management has set the tour. . . Thanksgiving show at Radio City Music Hall in New York has tenor Dino Zamaro, singer Sylvia Barry, comic Bob Lewis, and dancer Johnny Daenen and the Davis Dixie Band, both winners of the Music Hall Award of Merit on the Ted Mack Show. The theater's 36 Rockettes will take part in Macy's Thanksgiving Day Parade by riding in a 50-foot heated, transparent float shaped like a beribboned gift box. . . Carnegie Hall concerts set by Herbert Management are soprano Ellabelle Davis, November 30; pianist John Browning, December 14; violinist Toshiya Eto, January 11, and pianist Benno Moiseiwitsch, March 14. National Symphony Orchestra of Washington, D. C. is included in the series. . . Booker Ray Beaudet won the third race at Aqueduct on November 11, it would appear, but the victory was a horse named after him and previously owned by his family. It's now the property of sportsman Is Bieber. . . Benny Goodman is playing at Basin Street East in New York. Little Jackie Heller is back at the Eden Roc, Miami Beach.

New bookings by Jolly Joyce include Dave (Baby) Cortez at the Casa Loma Ballroom in St. Louis, November 25-29, then to the Wilmington (Del.) AFB's Teen-Age Club, December 11-13; also Bill Haley and His Comets at the Fraternity, Wilmington, November 26; New Castle (Del.) AFB, 27; Erie Social Club in Philadelphia, 28-29; and two weeks of overseas Army bases in latter January; also Steve Gibson and the Redcaps for six weeks at Bill Miller's New Frontier Hotel, Las Vegas, opening last Thursday (19). Joyce has taken over Andy Rose of Coral Records for personal appearances.

Irwin Kirby

. . . Kenny Hofman, secretary-manager of the California Mid-Winter Fair, Imperial, said George Hunt had been engaged to book and produce the grandstand shows during the run in late February.

# Hunt Lists Agents, Staffers for 1960

BURLINGTON, N. J. — Staff for the 1960 Hunt Bros. Circus tour was released this week as preparations continued. Aim is to have refurbishing and painting completed before Christmas.

The seat wagons bought from St. John Terrell will be separated from their chasses and loaded on the Hunts' existing seating trailers, enabling each to do double duty. After the opening date at Palisades Amusement Park they will be stored until the 1961 park date, Harry Hunt reported. Work has been aimed at lining up the expanded seating, so that tickets can be ordered.

Line-up of acts will be forthcoming soon. On the staff side is the crew of advance contracting people working under Walter Long. They are James W. Grift, Maryland - Virginia - Washington, D. C. area; Russell Campman, Pennsylvania - Delaware area; Edward Andrews, New York; Ozzie Schleentz, New Jersey; Wally Beach, Connecticut and Southern Massachusetts, and Edward Hennessey, Eastern Massachusetts, Maine and New Hampshire.

### Department Heads Named

Also, Advance Car No. 1, Bob Dickman; Advance Car No. 2, Raymond Everett; press and public relations, Bob Goodwin; manager, Marvin Case; superintendent, Joe Gilligan; boss canvassman, Eddie Mellon, assisted by Vernon Clark, Harry Sherling and Tex Paladin; watchman, Bill Cody; boss property man, Donald Bumpus, assisted by Bob Gaunt; lights, Tiny Marlotte; ring stock, Homer Wrisley, assisted by Frank Habres; trainer John Herriott; boss mechanic, John Wadowsky, assisted by Milton Yale.

Elephant department (eight elephants), Roy Bush, assisted by Leonard Clark and Albert Sharp; menagerie, June Badger and two assistants; band, Stella Wirth, leader, Carl Woolrich, Charles Schlorbaum and Nick Altroth; painting, Popcorn, Walt Marczak; Snake Show, Jack Turner; front door superintendent, George Gifford;

# Alta. Rodeos Rename Dorin President

PONOKA, Alta.—Ernie Dorin, Bruce, Alta., was re-elected president of Central Alberta Stampede Association at the 11th annual meeting here. Bud Younge, Hardisty, is vice-president, and Mrs. Ernie Dorin is secretary-treasurer.

Award winners were: Saddle bronk riding, George Myron, Viking; bareback, Brian Butterfield, Ponoka; bull riding, Leo Brown, Czar; steer wrestling, Bud Butterfield, Ponoka; calf roping, Cliff Vandergrift, Drayton Valley; all-round cowboy, Keith Hyland, Black Diamond; chuckwagon, Ralph Vigen, Grande Prairie; amateur bronk, Garth Maxwell, Viking; wild horse race, John Cummings, Viking; wild cow milking, Alex Laye, Sounding Lake; boys' steer riding, Glen Daines, Innisfail.

Dates for 1960 stampedes were tentatively proposed as follows:

Hanna, June 1; St. Paul, June 3 and 4; Hand Hills, June 8; Hardisty, June 10 and 11; Rumsey, June 13; Lea Park, June 14 and 15; Wainwright, June 24 and 25; Ponoka, June 30 and July 1; Stettler, July 5 and 6; Rimbeys, July 19 and 20; Bruce, July 25; Benalta, July 27; Drayton Valley, July 29 and 30; Edmonton Beach, August 1; Barrhead, August 2 and 3; Edson, August 5 and 6, and Wetaskiwin, September 5.

# Ringling Draws 33,000 At Louisville

LOUISVILLE — Ringling Bros. and Barnum & Bailey Circus drew about 33,000 people in its six-performance, four-day run here ending Sunday (22). The Kentucky State Fair and Exhibition Center was the promoter and the show was held in the 14,400-seat Coliseum. The biggest crowd, 6,700, attended the Sunday (22) matinee. Some 4,200 caught the Thursday (19) performance and about 4,894 patrons were at the Friday (20) evening show.

## WEST COAST ROUTE

# Big John Strong Runs Strong Little Circus

By SAM ABBOTT

TWO trained dogs that Ruth Strong bought less than 10 years ago have grown into the Big John A. Strong Circus that plays schools and fairs about 46 weeks a year and today has winter quarters in Thousand Oaks, Calif.

Six-footer John Strong always had a yen for show business, particularly the circus. It was after he and Ruth married in 1948 that they both went to work to create the show that today carries its own elephant, four ponies, chimp, monkeys, a raft of dogs and several clowns. During the school term they play under auspices of the State 10th District Principals' Association. To keep this important sanction, the show has to be kept clean and educational, and Strong, who performs as a ringmaster, must watch his diction and patter. This set-up gives the Strongs about 110 city schools in San Fernando Valley and 300 in the city as potential customers. In the city they have played about 260 of them at least once.

The circus also is sponsored by Parent-Teacher Association groups. In schools, the funds paid to the Student Body Finance Association is used for items such as record players, and money earned thru the performances has been used to build a hospital at least on one occasion.

The Strongs now own all of their equipment. This includes a big top, usually 40 by 60, which can be expanded to 40 by 100 if the need arises. They have their own trucks, which Big John keeps in good shape, well painted with the old fashioned circus lettering and a firehouse red background.

In 1955, to keep their equipment from collecting dust, they started playing fairs. They have played the Alameda County Fair, Pleasanton, for five years; Solano County Fair, Vallejo, for three; Fresno District Fair, four, and the Hillsdale Shopping Center, San Mateo, four. Returning to Santa Maria each year for six years under P.-T. A. Council sponsorship, they now draw upward of 3,000 during the couple of days they play here.

Big John comes by the circus by inheritance. His father, John A. Strong Sr., was a juggler and concessionaire. From 1919 to 1928, he had novelties in Celoron Park, Jamestown, N. Y., where John was born in 1920. Big John practically grew up in Celoron Park.

He came to California in 1942 to recuperate from a respiratory ailment at Lucille Ball's ranch in San Fernando Valley. When he had recovered, he obtained a job parking cars in the lot at the National Broadcasting Company in Holly-

wood. After three months here, he was signed for pictures by Sue Carol (Mrs. Allan Ladd). He appeared in "The Canterville Ghost" with Margaret O'Brien and with Charles Laughton at Metro-Goldwyn Mayer. Strong was under contract to RKO Pictures for a year and had speaking bit parts in movies with Jack Haley and Ann Jeffreys. He appeared with Tom Neal in "First Man Into Tokyo" and in three Leon Erroll films. In 1944, Big John entered the night club business. He managed such spots as the Tropics, Radio Room, the Stardust, and the Jade, all in Hollywood.

Strong says that it is hard to get show business out of the blood once it gets there. When he was 17 or 18 years old, he had a small tent show that presented hillbilly entertainment in Pennsylvania and New York. He also gave such shows as "Way Down East" and "Ten Nights in a Barroom."

It was in 1946 that Strong decided that he could make more in his own way than he could in movies. He sold cotton candy and was in on the ground floor with the rainbow bubbles, which he sold for 75 cents and \$1 before the department stores sold them for 10 cents. For 18 months Strong had eight different corners on the weekends where he sold balloons with and for Alex Freedman, now owner of Freedman Concessions, San Francisco.

Ruth was a guide to movie stars' homes when she learned that balloon selling could bring \$80 to \$100 a day. Later she and John bought a marriage license and snow cone and floss machines. Later Strong sold booths for community fairs that Ben Martin played with his carnival.

In 1950, Strong and Bill Dedrick teamed up. Dedrick had dogs and ponies. His cut was the money from the circus, and the Strongs, often assisted by Big John's mother, had the concessions. It was about three years after Dedrick and Strong had teamed up that Ruth saw two dogs that Joe and Della Ryan had trained. She bought them and began working them in an act. Now she trains her own and is a regular performer.

Big John recalls that Elmer Jones, now 86 and once the "king of the two-car shows," helped him when he had the tent show in the East, and John admired the former operation of the Jones brothers. So when an heir was born 11 months ago, Big John named the son John Augustus Jones Strong after the late brother of Elmer Jones. Little Johnny has two sisters, Sandra, 26 months, and Linda, 14 months. Three kids in so short a time? Sandra and Linda were adopted.

# 120,000 Equals '58 For Jacksonville

JACKSONVILLE, Fla. — Another 10-day run has been decided on for the Greater Jacksonville Agricultural and Industrial Fair, a Wednesday opening having worked out nicely this year. The 1960 event will also begin on Wednesday. The date will be November 9.

A strong start last week tapered off when coldness and threatening weather set in. Admissions, however, matched the 120,000 record set last year. Cetlin & Wilson Shows played the fair again and moved from here to winter quarters with a gross in excess of 1958's.

From every artistic viewpoint this was a superior fair. All departments exhibited more and better displays than previously, setting a standard to be aimed at.

Under consideration for next year is a series of crowd-pulling

promotions. With the use of the big Gator Bowl stadium available, the fair offered two free high school football games. This may be increased next year, possibly to three or four games, it is understood. Children's attractions may also be offered.

Complicating the gate count was an increase in children's days from two to four, and the free admission on Saturday (21) of all servicemen in uniform. It rained Saturday morning but the day's attendance was estimated at 30,000-40,000 nonetheless.

Decision on the 1960 midway will be made at the annual meeting, the second Tuesday in January. Possibly influencing it will be Mayor Haydon Burns' published pronouncement that C&W's was the cleanest in Jacksonville's experience.

# Wagner's Rambler Unit Sets Mid-May Opening

PHILADELPHIA — A May 16 opening date is projected for the Auto Capades unit of Buddy Wagner, five weeks ahead of that of last year. Early indications are for a good route, based on results at the Central New York fair meeting in Syracuse.

Wagner contracted Owego, Afton, Henrietta and others, a larger sampling than achieved in the past. He and brother Ray Wagner will

attend the Chicago convention. Ray heads the advance and exploitation staff.

The show will again make use of Rambler dealer tie-ins in sponsored shows. Several such dates were played in 1959 with dealers issuing free tickets in showrooms and picking up the performance tab. American Motors equipment will be featured once more, Wagner said, and he will carry four Americans, four Rambler Rebels, four Rambler super sedans, two Metropolitan and two station wagons.

Personnel set to return next season includes Hank Thompson, ramp-to-ramp cannon jump, Bobby Lynch and Dick Cobb, who returns after missing one season. Wagner also announced an advertising tie-in with Oilzum Motor Oil, a renewed and expanded arrangement from 1959.

# Working Dam Model Clicks At Many Fairs

Several fairs last season found their patrons entertained by a working dam model, complete to such details as locks and boats. Representing the Greenup Locks and Dam project on the Ohio River, the model was built to show the operation of a modern, high-lift dam of the kind being constructed on the Ohio River to replace the old wicket-type dams. Army engineer plans call for 19 modern dams to replace 46 obsolete ones.

Wherever the unit was shown it attracted interested spectators from all age groups at the 17 presentations it has made since being built. The geographical dispersion ranges all the way from the Texas State Fair in Dallas to Virginia Polytechnic Institute in Virginia. Included have been Scioto County Fair, Lucasville, O.; Ohio State Fair, Columbus; Kentucky State Fair, Louisville; West Virginia State Fair, Lewisburg, and Southern West Virginia Fair, Institute, W. Va.

The model was constructed from contract plans, scaled down to an inch for each 40 feet. Operational features were simplified somewhat to provide necessary strength and simulate the prototype for demonstration purposes. For example, miter gates for the locks are operated by a screw jack which opens and closes a slotted scissors arrangement. It is extended and retracted by rotation of a crank

dominated from the control panel. A tow moves thru the main lock chambers and travels upstream and downstream by movement of a flexible steel cable, which in turn pulls a small carriage along a track. The turn-around at each end of the travel is accomplished by spring-activated switches similar to those used in a railroad yard. Track, carriages, cable, etc., are mounted on a false bottom which is soldered underneath the riverbed.

A single control panel is used for all features of the model, and it retracts within the base of the model for portability purposes. A scale model of the Huntington District's towboat, Robert G. West, with a fleet of 12 barges of coal and hardware works in a realistic manner. The model, both portable and waterproof, is seven feet wide and 13 feet long. Sixteen-ounce copper was used in its construction. A concrete mold was first sculptured to scale, and the copper formed into this. All topographic and architectural features are also made of copper, accurately to scale.

Millions of people have viewed the working model, not only at fairs but in banks and other public gathering places. The Greenup project will be finished in early 1961 at an estimated cost of \$54,600,000. Lt. Col. Harold Beaty, deputy district engineer, reports the model was built under supervision of Tracy S. Kitchen Jr., aided by Bill Dawson, Richard Dillard, Lee Gregory, Duke Meadows, Claude Rhea, Sonny Sammons, Jack Thornton, Eddie Walker, Demar Watson and Mary Frances Hatch, of the District Engineer's office.

New beautiful rooms and suites



at the ALLERTON HOTEL CHICAGO

HOME of the Famous TIP TOP TAP Close to business—close to gay social activities and right in the heart of Chicago's "Magnificent Mile." Write for circular and rates..

ALLERTON HOTEL MICHIGAN AVE. AT HURON ST. CHICAGO

GIVE TO DAMON RUNYON CANCER FUND

# Grand Rapids Stand Big for 'Holiday' Icer

GRAND RAPIDS, Mich.—The 15th edition of "Holiday on Ice" showed to capacity houses during its 10-performance run in the Civic Auditorium here. Run closed Sunday (22) with 1:30 and 5 p.m. matinees.

The icer has improved its overhead lighting so that all spots, floods and black lights are raised into the air by eight electric lifts. Formerly the show hung six or eight banks of border lights around the perimeter of the ice by separate block and tackles. Now, similar red, white and blue floods are attached to the ends of the overhead pipes.

The show features Arnold Shoda, who made the Moscow showing; Jinx Clark, Tommy Collins, Alice Quessy, new to the U. S.; Johnny, Pat, Debbie and Robbie Williams; Gail Marlowe, Tommy Allen, Tony and Donna Jeanne LeMac, Ray Balmer, Cathy Lynn, Alfredo Mendoza, John La Due, Baptist Schreiber and his chimps, Phil Hiser, Paul Andre ad Ives and French.

The 1960 production opens with a "Crystal Anniversary" number featuring four show girls in 10-foot-high prop cocktail glasses and

the ensemble in white wardrobe with headpieces that light up. "The Lancers" number has the 24 girls and 12 boys as black-cloaked Moiseyev dancers and then disrobing to reveal bright red coats to interpret the Ukrainians with long metal lances. Biggest production number is "The Legend of the Black Pearl," starring Jinx Clark.

Following intermission Arnold Shoda stars as a Pagliacci in "Continental Circus." "Gaelic Holiday" has the ensemble in Irish costume and finishing with the wheel turn. The finale, entitled "Rhapsody in Rhythm and Color," includes the Miracle Fountains and brings back the principals and ensemble interpreting various music and ending with Sousa's "Stars and Stripes Forever." Paul Andres' vehicles are "Holiday in a Harem" and "At the Slender-Ease Salon," together with a hillbilly bit in the finale, teamed with Tommy Collins. An earlier slot in the program has a "cat," a "mouse" and the holdover "hound dog" in a pleasing routine for the youngsters. Staffers and producers remain virtually unchanged with this edition.

Jon Friday

# ARENA, AUDITORIUM NEWSLETTER

## New Manager Appointed At San Angelo Coliseum

SAN ANGELO COLISEUM in Texas has a new manager. He is Tom Caskey, a city employee since 1955, who was appointed by the Coliseum Board to succeed Jerry Burns. Burns had announced earlier he was leaving the job. He was manager at the opening and initial operation of the new building. . . . Arrangements have just been made for the Peter Hand Brewery's three sports racing cars to be at the Chicago Automobile Show in January. Two of the cars were built by Lance Reventlow. . . . Lincoln Vacation, Sports and Outdoor Living Show at the Nebraska State Fair's Coliseum is set for March 17-20, reports Edwin Schultz, fair secretary. . . . Milwaukee's 16th annual holiday folk fair, sponsored by the International Institute, expanded this year to include not only the Auditorium but also the Arena. . . . American Seating Company recently acquired the Pacific Northwest operations of the Northern School Supply Company. Northern continues with its other operations and it also is distributor for American Seating.

## New El Dorado Building Announces Future Bookings

NEW MUNICIPAL AUDITORIUM at El Dorado, Ark., has future bookings that include Vienna on Parade, January 29; Whittmore and Lowe, piano duo, February 11; Johanna Martzy, violinist, February 19, and Hilde Gueden, Metropolitan Opera soprano, March 2. Robert Joffrey Theater Ballet was in November 24, advises K. W. Dodson. . . . A delegation of 14 Russian engineers who are touring New York, Washington, Detroit and other spots, made a tour of the Lakefront Exposition Hall, now under construction at Chicago. . . . Fairbanks, Alaska, has a high school auditorium and a civic center in the planning stage. Meanwhile, a pair of theaters, a high school gym, a baseball park and a winter hockey rink serve the town's auditorium-arena needs. . . . Salt Lake City's Deseret News carried an article recently about the condition of Ute Stadium. The part built in 1927 is in need of repair and the part built in 1947 is in good condition. The stadium is operated by the University of Utah.

## National Finals Rodeo Coming Up Over Holidays

UPCOMING ARENA EVENT that is likely to get wide publicity is the National Finals Rodeo at the new Coliseum of the State Fair of Texas, Dallas. Event is sponsored by the Rodeo Cowboys' Association and will be December 26-30, tied in with the 1959 Cotton Bowl Festival. This is the first annual National Finals Rodeo and the second also will be held at the State Fair of Texas building. This event will amount to a playoff in the determination of the champion cowboy of the year. . . . At Milwaukee, the County Stadium showed a 10 per cent decrease in income this year, due largely to a sag in attendance at baseball games of the Milwaukee Braves. The Braves pay the county 7 per cent after deduction of the admission tax and visiting clubs' shares. The team also pays 15 per cent of the gross from most concessions. In 1958 this amounted to a total of \$422,845. This year it was \$382,240. . . . The United States Bank of Omaha publishes a monthly program called Omaha Events. Most of the events that are listed are booked by the Civic Auditorium.

## Buildings List Wide Variety Of Nov., Dec. Bookings

NOVEMBER AND DECEMBER events in auditoriums and arenas around the nation include scores of top-flight shows and other attractions. At the Omaha Civic Auditorium recently have been the Black Hills Passion Play, the Harlem Globetrotters, "Dear Liar," and "Two for the Seesaw." Manager Charles Mancuso states. . . . Public ice skating plus hockey games keep the Armory at Louisville busy, according to Manager Charles Graviss' schedule. . . . Public skating in a variety of classifications and hockey also make up most of the Sports Arena program at Toledo, Manager Andy Mulligan reports. He had the Johnny Horton Show, some auto model shows and other events as well. . . . At Lin Lueddeke's Auditorium & Exposition Building, Oakland, Calif., highlights of the December events are largely Christmas parties and concerts plus use of part of the facilities by the postoffice. In November the annual production of the Oakland Old Time Vaudeville and Dramatic Artists Club drew attendance of 1,600. . . . In November Vancouver's new Queen Elizabeth Theater offered the National Ballet of Finland, several symphony concerts, the Jim Bond Show, jazz programs and the Janz Brothers' gospel program, as well as other events, reported Manager John Panrucker. . . . Charleston (W. Va.) Civic Center this month had the Rev. Oral Roberts, a national automobile show and many local events. In past weeks it has had a dinner for 1,200 persons to hear Sen. John Kennedy, a stand by "Holiday on Ice" and local events. Future weeks will bring Roller Derby, Harlem Globetrotters, many college and high school basketball games and, in March, the Ringling-Barnum circus, according to Manager Bill Bolden's schedule. . . . From Lansing, Mich., Charles Ziegas reported November events that included Bette Davis in "The World of Carl Sandburg," "Jazz for Moderns" with Dave Brubeck and others, and "Grand Ole Opry." October brought the Globetrotters and a sellout by the Kingston Trio.

"Over \$24,000 gross in 56 days with 8 Arrow Antique gasoline cars."

Gas Light Village Lake George, N. Y.

"850,000 riders in two seasons—May '58 to October '59" (electric tracked auto ride using original contact shoes).

Knott's Berry Farm Buena Park, Calif.

Arrow Antique cars are 3/5 scale 2-passenger models of 1906 Maxwell and 1910 Ford, or 4-passenger 1911 Cadillac. Complete in every detail—beautifully turned out. Gasoline or electric. Simplified controls; anyone can handle. Get complete details at Chicago, Booth No. 106, or write:



ARROW DEVELOPMENT CO.

243 Moffett Blvd. Mountain View, California Yorkshire 7-3334

# WILD MOUSE

We can deliver two rides immediately!

Don't confuse this ride with other rides of a similar nature! This is the ORIGINAL ride—built in Germany by an established manufacturer.

Engineered to proven trouble-free performance with Roller Coaster-type chain drive.

We are now operating four Wild Mouse rides in Canada!

### Results that Count!

BELMONT PARK	1958 16 Weeks'	Gross \$52,031.50	at 25c
	1959 16 Weeks'	Gross \$63,405.00	at 25c
CANADIAN NATIONAL EXHIBITION	1958 16 Days'	Gross \$44,322.25	at 35c
	1959 16 Days'	Gross \$48,028.05	at 35c

We would be interested in booking an original Wild Mouse Ride at established Amusement Parks in Canada and the U. S. A. Would also consider proposition from State or Class A Fairs in U. S. A. and Canada for independent bookings.

## J. W. CONKLIN, FUN CARS LIMITED

P. O. Box 31, Brantford, Ontario, Canada

Phone: Plaza 3-2619 or at HOTEL SHERMAN, Chicago, during the Convention.

# AMUSEMENT PARK OPERATION

## NAAPPB Trade Show Appears To Be Biggest in History

CHICAGO—Current showing of the NAAPPB's trade show—this year named the International Outdoor Amusement Exposition—is believed to be the biggest in the show's long history, according to Executive Secretary John S. Bowman. The show was sold out, then some areas were redesigned and six more booths were created. Added exhibitors snapped up this space as well as the "cardtable spaces" that could be utilized in various small places around the exhibition hall. Bowman said that direct comparison is difficult since the number of booths, number of exhibitors, number of multiple-booth users, and space provided by the hotel all vary from year to year. However, this year's show of 172 booths appears to be the biggest, he said.

## Park Owners to Hear New Safety Angles

A STANDARD topic will get new treatment at the NAAPPB convention Wednesday (2) at Chicago when a panel of experts familiar with the park field take on the subject and go on to evaluate the NAAPPB safety survey.

On the panel will be Adm. Joseph Fowler, vice-president of Disneyland; Gov. Howard Pyle, president of the National Safety Council, and Aulton Mullendore, safety engineer for the Associated Indemnity Company of Philadelphia.

The convention panel is expected to offer a new springboard for the NAAPPB's continuing effort to reach the public with its story of a genuinely high safety record thruout the industry.

Admiral Fowler will detail the industry's safety-conscious operations, beginning on the drawing boards and drafting tables as new attractions are designed, and continuing thru the training of personnel, development of the ultimate in inspections and enforcement of safety-first procedures.

The panel will consider the recent safety survey made by Robert L. Plaar, NAAPPB safety chairman, results of which are currently being analyzed by the National Safety Council.

The industry is seeking public awareness of its good safety record. Such awareness is calculated to reduce the number of false claims filed for "accidents," and to reduce the cost of liability insurance.

## Convention Chiefs Arrive; Winslows Have Film Makers

ROBERT L. PLARR, NAAPPB first vice-president and head of Dorney Park, Allentown, Pa., flew into Chicago Monday (23) by jet from Miami where he's been sojourning the last several weeks getting his strength built up for the upcoming 41st annual convention of NAAPPB. . . . As top veepee, Bob is banquet and social committee chairman, with the result that he had quite a few chores to perform before the convention opened Sunday. . . . His assistant, Margaret Lehr, of Dorney Park, and his daughter, Mrs. Robert Ott, were due to arrive Tuesday evening to start helping Bob with final banquet planning details. . . . Mrs. Ott's husband, also a Dorney Park executive, was to arrive Sunday (29) to round out the party. . . . Charlie and Enid Winslow, of Bay Amusement Corporation, Santa Monica, Calif. (formerly Newcomb Pier), write that they'll be too busy with their remodeling and expansion program to make the convention. Charlie reports they are still rebuilding the surface of their giant auto park and also are involved in a movie project. A movie company plans to film the Amie McPherson Los Angeles Temple on the Pier, using the ballroom building as the background. The shooting period will be December 7-17. One scene will have 2,500 persons. The Winslows had hoped to make the convention to renew friendships made while they were on the NAAPPB European tour. . . . Jack Gurtler, of Elitch's Gardens, Denver, brings the glad tidings that his dad, A. B. Gurtler Sr., an NAAPPB past president, will be coming to the 41st annual convention. The senior Gurtler has been unable to come to the last two conventions because of ill health. . . . The Alex Moellers and Torg Nelson, of Waldameer Beach Park, Erie, Pa., will not be able to make the convention because a lawsuit which they filed against the State of Pennsylvania a couple of years ago is finally coming to trial. . . . However, their friends, the Carl Sinclairs, of Meyers Lake Park, will come. . . . John Phillips, of Dayton, O., chairman of the Pool & Beach program section of the convention, was to host his committee with cocktails and lunch Sunday noon (29) to talk over final plans for his three-day program. "I want this to be the best possible program," Phillips declared. . . . Bill Tarr, of Conneaut Lake Park, has arranged the annual Pennsylvania get-together as a luncheon meeting on Wednesday noon (2) in the Polo Room. . . . Bill Muar, the NAAPPB president, trailed Vice-President Plarr by one day, being scheduled to arrive on the scene Tuesday evening (24). His hostess for the ladies' tea Sunday will be his daughter, Mrs. Evelyn Muar Walsh. Assisting her will be Mrs. William B. Schmidt, vice-chairman, and Mrs. Jack Singhiser, co-ordinator. . . . Mrs. Singhiser is arranging an extra feature for the ladies Monday, a tour of the Merchandise Mart, followed by luncheon at the M & M Club.

John S. Bowman, Secretary, NAAPPB

## Carpenter Shows 1960 Model Cars

CHICAGO—Carpenter Amusements, maker of Power-Mij Speed-day Racers, unveiled its new 1960

tion here last week.

The new model is a single seater that hits speeds of 30 miles per hour, according to Jim Carpenter, owner of the firm. The new model and the older three-seater have both been equipped with a number of

## Freedomland Spending 500G on Arrow Rides

MOUNTAIN VIEW, Calif.—Arrow Development Company will deliver approximately \$500,000 worth of original theme rides to Freedomland, Inc., New York, by the first of the year, Walter B. Schulze, Arrow secretary-treasurer, said.

Company has purchased three and one-half acres for a new plant that will centralize operations and speed production on orders for spring delivery for nearly every important park in the nation.

Arrow is now making on order four dark car rides, one of which will be a two-story ride; two electronically guided trackless trains, two 19th Century Mine Trains, 40 streamline freeway cars, 30 Cadillac 1911 cars, 68 tramway ride buckets, one 72-passenger circular turntable spinning top ride, and other devices still in the planning stage.

Schulze said that the steel strike had been anticipated and construction of the rides was started late in the summer. A majority of the dark car rides, Cadillacs and trains for Freedomland will be delivered late this year in anticipation of the July 1 opening.

Other rides on order include a 19th Century Electric Mine Train with 10 ore cars, gags and sound effects for the Santa Cruz Seaside Company, Santa Cruz, Calif; four Ford and Maxwell antique cars and a 19th Century Mine Train with excursion type coaches for Adventure Land, Atlanta, and five electric trains with a mine type theme for Knott's Berry Farm, Buena Park, Calif.

Also on the work schedule are modernization of dark rides by Arrow for Riverview Park, Chicago, and Coney Island, Cincinnati.

## GLOBETROTTERS ADD TENNIS QUEENS EARLY

CHICAGO—Owner Abe Saperstein, of the Harlem Globetrotters, added tennis queens Althea Gibson and Karol Fageros to the Trotters unit at San Antonio November 17 and business has increased perceptibly, it is reported.

The tennis stars appear at half time in the Trotters' games. They

use magnetic tape for the lines so that buildings' basketball floors are not altered or damaged.

The two girls relinquished their amateur status to join the Globetrotters organization. Miss Gibson, 1957 and 1958 Wimbledon and U. S. singles champion, is understood to be guaranteed \$100,000 for the tour that extends to April 1. Miss Fageros draws \$30,000. These figures might be upped, since the girls joined five weeks earlier than originally expected. Saperstein holds options and may take the girls on the Globetrotters' foreign tours following the regular season.

Also in the half-time entertainment unit are Richard Berman, of England, and Norikazu Fujii, of Japan, table tennis stars; Kimi Yokoi, bicycle ballerina, and Carmenas, hand balancers. The San Francisco All-Nations and the Baltimore Rockets are supplying most of the playing opposition to the Trotters in December.

## 'ICE FOLLIES' INCREASES 24% AT DETROIT RUN

DETROIT—The Shipstads and Johnson 1960 "Ice Follies" wound up its Detroit engagement of 16 performances at Olympia Stadium 24.2 per cent ahead of last year on the gross. Attendance was estimated at close to 160,000, setting a record for an ice show for the equivalent number of performances, according to Nick Londes, Olympia's director of promotions. For the first time, the closing performance on Sunday night was sold out.

### MERRY-GO-ROUNDS

1959 Jumping Carousels in 3 standard sizes—kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.

**THEEL MFG. CO.**  
Phone MU 2-4351  
Leavenworth, Kansas

### SUREFIRE PROFITS SMITH AND SMITH RIDES

ADULT FERRIS WHEEL  
ADULT CHAIRPLANE  
KIDDIE SPACE PLANE  
TRAILER-MOUNTED AUTO RIDE  
ATOMIC JET FIGHTER  
KIDDIE CHAIRPLANE  
SPEED BOAT RIDE

Send for complete information  
**SMITH AND SMITH, INC.**  
SPRINGVILLE, ERIE CO., NEW YORK

**The Famous CAGNEY STEAM TRAIN**  
15" 16" 24" 36" Track Gasoline Locomotives. Cars now being manufactured by  
**Eagle Locomotive—Cars**  
5 Water Street, South River, New Jersey  
www.americanradiohistory.com



The biggest profits come from the best rides

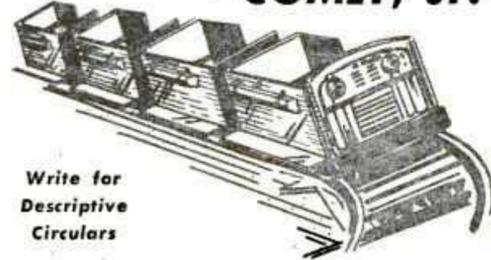


FINANCE PLAN AVAILABLE

Merry-Go-Rounds • Miniature Trains • Boat Ride • Kiddie Auto Ride • Portable Roller Coaster • Jolly Caterpillar • Sky Fighter • Helicopter • Mad Mouse • Mite Mouse • "1865" Locomotive • Brownie Tractor • Roadway Ride • Rodeo • Twister • Tank Ride • Buggy Ride • 18-Car Cat • Record Player • Merry Go Round Records • Tapes • Ride Timers • Canvas

**ALLAN HERSCHELL CO., INC.** • EST. 1880  
NORTH TONAWANDA, N. Y.  
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

## ALL THE THRILLS WITH THE COMET, Jr.

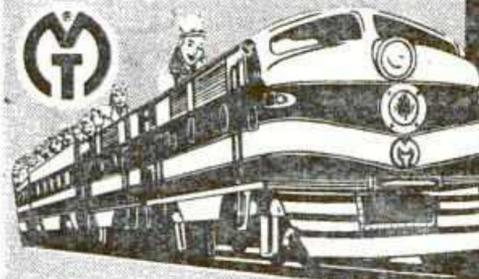


Write for Descriptive Circulars

**NATIONAL RIDES**  
Century Flyer  
Trackless Trains  
Kiddie Ferris Wheels  
Kiddie Buggy Ride  
The Pony Ride  
Comet Jr. Coaster  
Fun Houses  
The Steeplechase  
Old Mills and Chutes  
Coaster Cars  
Mirror Mazes  
Complete Kiddielands

### NATIONAL AMUSEMENT DEVICE CO.

P. O. Box 488, VAC Phone: AMherst 3-2646 DAYTON 17, OHIO



### MINIATURE TRAINS

5 models with capacities from 14 children to 240 adults  
Write for FREE details  
MINIATURE TRAIN DIV.  
ALLAN HERSCHELL CO.  
North Tonawanda, N. Y.

## High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL—FIRE ENGINES

Illustrated Circulars Free

**W. F. MANGELS CO.**, Coney Island, Brooklyn 24, N. Y.  
ESTABLISHED 1888

## Polack Completes 'Satisfactory' Tour

CHICAGO—Following the close of their 1959 tour of Charleston, W. Va., executives of Polack Bros. Circus who converged on the show's Chicago offices this weekend characterized the season as "entirely satisfactory in view of the general trend of circus business."

They pointed out that while grosses dropped in some spots, imposing new records were set in others.

On the road since January 18, Polack had played a total of 53 dates in a coast-to-coast, border-to-border tour that embraced 22 States and British Columbia in Canada. Majority of dates were for Shrine auspices. Appearances were made for 20 Shrine temples and 13 Shrine clubs. Thirty dates were indoors; the remaining 23 were in ball parks, football stadiums and fairgrounds.

Longest run was 19 days in Chicago, and week stands were played in Flint, Sacramento, Denver, Vancouver, B. C., and Baltimore. There was a tendency toward shorter runs, and more one-day stands were played than in previous seasons. A tally of the route, however, shows 18 two-day stands and 27 in excess of two days.

Four fairs played by Polack in 1959 were the PNE for the 12th time at Vancouver, B. C.; Southern California Exposition at Del Mar, Southwest Washington Fair at Chelalis and National Grape Festival at Lodi, Calif. Of six military posts on the itinerary, Camp Lejeune Marine Base in North Carolina was played twice, once in March and again in October.

Biggest increase of the season was at San Antonio, where switch was made from the downtown Municipal Auditorium to the Joe Freeman Coliseum and business was up 50 per cent.

Polack played to a turnaway and

a capacity house its final day (22) in Charleston, after fair business the first three days of the run. A substantial increase over last year had been registered the previous weekend in Springfield, Ill., despite bad weather that sharply cut attendance opening day.

Polack's 1960 season will be launched January 17. As usual, the opening spot will be Flint, Mich.

The show's equipment and Besalou elephants remained in Charleston for the layoff. The elephants, in charge of Mack and Peggy MacDonald, are quartered at the Dunbar fairgrounds.

Florida was the destination of a majority of the show's personnel, including the Flying Alexanders, High Wire Coronas, Oscar and Pat Konyot with their chimpanzees, Henry Kyes and Win Danielson.

George Hanneford Jr. and his wife Vickie headed for California to frame a new riding act. The rest of the Hanneford family troupe and Princess Tajana (Mrs. Tommy Hanneford) played the Evansville Shrine date before continuing to Florida.

Prince El Kigordo took his lions home to Williamsport, Pa., where he faced further hospitalization as a result of an attack by a lion August 31, which was his second of the season.

The Amandis, teeterboard and trampoline, had a series of dates to play before going to Blackpool Tower Circus in England in the spring. The Tong Brothers went to New York. The Reynoso Trio, Senor Cardona and Peluza, clown, returned home to Mexico City.

Among other clowns, the Sherman Brothers went home to Bellevue, Ky., before starting Christmas dates, Ray Sinclair and John Thomson to Burlington, N. J., Bob Lorraine to Hollywood by way of Chicago, and Johnny Cirillino to New York.

Frank and Janet Burger were to play Christmas dates with their dogs and ponies out of their home base in New Jersey before going to Woodland, Calif., to join Sam Bocklich in their new circus venture in 1960. They were accompanied by Mary Huber.

## Strong Opening At Evansville; Sign Dobritch

EVANSVILLE, Ind.—The Evansville Shrine Circus opened with a heavy advance sale and swung into its run (26-29) with increased box office sales as well. Shrine officials told The Billboard that they have contracted with Al Dobritch to produce the 1960 show also. That will be their 27th annual circus and the fourth produced here by Dobritch.

Line-up for this year's show includes Eddie Kuhn's Wild Animals, Landon Midgets, Martells (Hannefords), Happy Kellemas as producing clown, Princess Tajana, Golden Kids, Victor Julian, Joanides, Hunt Bros. Elephants (5) with Roy Bush, George Hanneford Family (6), Flying Ray-Dels, Antonucci Chimps, Seven Ashtons, Bobby Diamond, and Les Kimris.

Bobby Diamond, who plays a role in the TV show, "Fury," was booked by the Shrine as headliner.

## Adams & Sells Sets Opening For April 19

CHICAGO—Owner Bill Griffith said here last week that his Adams & Sells Circus will open its new season at Muskogee, Okla., April 19.

The show now is quartered partly in Illinois and partly in Arkansas and Griffith expects to combine the sections at Mulberry, Ark.

He said the tour of his abbreviated winter show was unsuccessful, with only a few winning days in the two or three weeks it operated. His manager, Bob Couls, halted the show in Arkansas. His agent, Vera Himes, had a heart attack at Corpus Christi, Tex., and now is recuperating there.

Griffith said that he has some of his equipment and his elephant playing Christmas dates now. The Griffiths have moved into a new home at Des Plaines, Ill.

## Voise, Sponsor Paying Bills; See Happy End to Chi Date

CHICAGO—Final settlement of the Knights of Columbus Circus appears to be imminent. Additional payments to performers, the buildings, and other creditors were made recently, bringing their receipts to more than 70 per cent of their claims. Other bills have been paid or are being handled by either the

Knights of Columbus or show producer Harold Voise.

Voise said he was responsible for settling with the acts and with the building. He said that the performers now have received more than \$21,000. This is more than the total of their basic contracts, which add up to \$20,315. Performers put in claims totaling some \$28,000 at the outset, but this included extras and some figured on an eight-day basis. Voise said he expected to contact the acts involved to make final settlements on the basis of their contracts.

Meanwhile, the Knights of Columbus were paying electricians, ushers and guards and already had paid the newspapers and arrived at settlements with the outdoor advertising firm and others.

Voise said he plans to stay in Chicago to make the fair convention this week. He will go soon to Sarasota, having stayed in Chicago until the K. of C. circus matter was straightened out. He said that when he leaves now both he and the sponsor will be in the clear, with all debts accounted for.

Voise said he would concentrate at once on preparations for his coming season, starting at Lansing, Mich.

## CIRCUS TROUPE

By JON FRIDAY

EVERYONE IS SHYING away from Cuba this holiday season. Last week Arthur M. Concello confirmed that the Ringling-Barnum show would not make the Havana stand. The Tom Packs Circus, which was in town for Castro's revolution a year ago, will go to Mexico City instead. Cubans have contacted other circuses also, but none seems interested this time. . . . In England, Cyril and Bernard Mills are announcing plans for their annual London opening. The Marquess of Exeter will preside at a luncheon and the lord mayor of London will open the circus, December 18.

Col. Harry Thomas, equestrian director, and Mrs. Thomas now are making their home at Oak Lawn, Ill., Chicago suburb. He is making Orria Davenport dates. . . . Rolf Lehmann, German circus historian, is in this country as a teacher at King College, Bristol, Tenn. He visited the Polack show at Charleston, W. Va. . . . Ernie Palmquist and Jean LeRoy, model circus builders and exhibitors, have combined forces and will start a season of combined showings at Waterloo, Ia. They will play shopping centers, home shows, fairs and stores. LeRoy formerly was a clown with Ringling and Cole. Palmquist wrote the song, "The Music Goes Round and Round." Both have had their miniature circuses on display tours prior to the combination. . . . Tom Packs Circus in New Orleans had a tie-in with Esso gas stations for discount tickets.

ALFRED MEDRANO, Austrian circus owner not to be confused with the French circus proprietors, now has his show in Israel and he has been visiting the Atayde show in Mexico. He tells that Hitler cost him his first show, the Russians took his second and now he has a third. John Ringling North helped him get started again. Top tickets are \$7 but there is a 30 per cent tax in addition to local permits and taxes in Israel. The government supplies and pays a 40-piece band. His center poles are of a piston type, using compressed air to extend them. He has 24-foot side walls for his big top, electric fans inside it, and 114 animals that include a gorilla, five elephants, 40 horses and 11 tigers. When the show makes an occasional jump by rail, wheels have to be taken off most of the trucks so as to clear tunnels. The circus normally goes over the road and includes 54 show wagons and 30 living wagons.

★ ★ ★

George J. Konesny, former agent, spent two weeks in the Harrisburg (Pa.) Hospital following an automobile accident, and is recuperating at his Middletown, Pa., home. . . . Jack W. Burke, contracting agent for King Bros. Circus the past season, took over management of the Oceanside (N. Y.) Theater just two days after arriving at his Baldwin, N. Y., home. . . . CFA Marjory Towson visited in Chicago last week. The Rockford (Ill.) CFA tent was raised Saturday (21) at the home of Mr. and Mrs. Joe Taggart. Elected officers include Francis Graham, president, Dixon, Ill.; Mrs. Irene Dean Peters, former Hagenbeck-Wallace Circus aerialist, secretary-treasurer, Rockford, and Charles Kitto, historian, Beloit, Wis. Some 20 people attended the meet, including Herm Linden, past CFA president, and Don Sexton, Illinois State chairman of the CFA and organizer of the new tent. . . . L. M. White had an article on Herman Joseph in a recent issue of his Mexico (Mo.) Evening Ledger.

ington, president; Harvey E. Priest, first vice-president; Tommy Walters, second vice-president, and Thomas F. Lavery, secretary.

Richard Barstow, Margaret Smith and Art Concello have been conferring in New York about the 1960 Ringling edition, before other staff members are briefed late this month prior to the start of rehearsals in January. . . . Barstow has been in constant touch with William Woodruff, Cristiani driver critically burned in an accident. Woodruff is in General Hospital, Muscatine, Ia., has undergone 17 operations, and would appreciate hearing from friends, Barstow says.

H. J. Lane, general agent and tent show operator, is confined to Talmadge Memorial Hospital, Augusta, Ga., following an emergency operation October 11. He expects to be released by Thanksgiving and will return to Alamo, Ga., to reopen his school dates in January. . . . Show folks around Blind Bill's News Stand, Hot Springs, include Guy Stuck, Francis and Elsie Kitzman, the Tom McLaughlins Bill and Jackie Wilcox, Lloyd Stoltz and wife and Jimmy Ray. . . . The marriage of George W. (Slim) Lewis, elephant handler and author of "Elephant Tramp," to Lillian Ware Godsey on November 21 at Seattle has been announced by her parents.

Billy Barton (Mr. Sensation, cloud swing) will play Christmas shows for Barney Rapp. Billy has recovered from a knee injury sustained in Chicago during his break-away, and also from a bout with pneumonia. He'll repeat dates for Harold Voise in 1960, Billy reports, and is already booked at the Minneapolis Shrine Circus. . . . Fan Bill Montague of East Hartford, Conn., is convalescing after seven weeks in the hospital during which three operations were undergone.

★ ★ ★

TURNING BACK THE PAGES: 10 years ago — Gargantua, famous gorilla with R-B since 1937, died in his cage at Miami on the last day of the season. . . . Jack and Jake Mills stated that their 10th anniversary season which closed November 14 at Wilmington, N. C., was the best ever in the show's history. . . . Dub Duggan reported the best season to date for the Pan-American Animal Exhibit. . . . Owner-Manager Si Rubens closed the 40-week season of Roger Bros. Circus at Plant City, Fla., December 3. . . . Jack Tavlin, of Cole Bros. Circus, denied rumors that Olsen and Johnson were dickering for the purchase of the Cole show.

### PHONEMEN

Promoters, with and without crews. Police, Sheriffs and Firemen deals. Ready to start. Contact

C. MULLETT  
MOhawk 1-8576, Miami, Fla.  
No collect.

### Phonemen and Phonewomen

Some phones and towns open. Conn. State National Guard. 8th Year. Year around work.

SUNDERLANDS  
721 Main St. Hartford, Conn.

### PHONEMEN

Established Dates.  
Phone: Dickens 3-8461, Days.  
Galesburg, Ill.  
Write P. O. Box 32, E. D. M. Sta.,  
Des Moines, Iowa.  
Associated Productions.

### 8—PHONEMEN—8

Tickets and ads: Utah, Idaho and Nevada. No collect calls. Sid Harris, Paul Reynolds and Joe Morgan, call.

STAN EDWARDS or SAM MOE  
Da 21991 Salt Lake City, Utah

### VARIETY ACTS

Wanted for Davenport, Iowa, Saturday Jan. 30, 1960. Mahinee and Evening. Acts that do two or more preferred. Write, giving full details and lowest flat price.

SUNSET PRODUCTIONS CO.  
P. O. Box 74 Loves Park, Ill.

### TELEPHONE SALESMEN

Advertising and Tickets, Rotary Club Christmas benefit.  
Call 9 to 5, phone 2-2241.  
A. MARTENEY  
Bowling Green, Ohio

### PHONEMEN

Harold Paxton, Geo. Burkette, Duke Fritsch, Cliff Darling and Les Harris, phone VAN, FRanklin 7-3678, Miami, Fla.

### TELEPHONE SALESMEN

Can use reliable Salesmen who can sell and conduct themselves as gentlemen. Good sponsors. No layoffs. Call:  
PROMOTIONAL DIRECTOR  
Woodland 9-0412 Woodland 9-0410  
Downers Grove, Illinois  
Dick Wise, please call.

### HUNT BROS. CIRCUS 1960 SEASON

Want Cooks, first class, to take full charge of department. Musicians—Trumpet, Baritone, Cornet, Double Drums. Attractive Pit Shows. Concession Help and other useful Help in all departments. Write:  
HUNT BROS. CIRCUS, Burlington, N. J.

**SHOW TENTS**  
Manufacturers of Concession  
Tents,  
Merry-Go-Round,  
Cookhouse Tops  
**LARGE TENTS for RENT or SALE**  
For any purpose  
**ACE CANVAS CORP.**  
103 Greene Street Jersey City, N. J.  
Phone: DE 2-6893

**IT PAYS TO BUY**  
*Lenz* **INSURANCE**  
RELIABLE INSURANCE  
CANNOT BE PURCHASED AT  
A BARGAIN COUNTER  
*Charles A. Lenz & Associates*  
"The Showman's Insurance Men"  
1492 Fourth St., North  
St. Petersburg, Fla.  
Phones: 5-3121 — 7-5914

**CORRECTION  
NOTICE**  
The Phone Number for Vic  
Sturken which appeared  
on page 67 of the Nov. 23  
issue was incorrect.  
The correct phone number  
is TR 2-4869.  
**VIC STURKEN**  
R.R. #3, Box 473, Michigan City, Ind.

**New De Luxe  
MINIATURE GOLF  
COURSES  
by ARLAND**  
New Designs—125 Styles  
of Holes—Fully Carpeted  
**ARLAND, BOX 247**  
NEW HYDE PARK, N. Y.  
WELLS 8-8676  
America's Oldest and Greatest  
Builder of Miniature Golf Courses

**SHOW TENTS**  
HARRY SOMMERVILLE  
516-518 East 18th St.  
Kansas City 6, Missouri  
Phone: Harrison 3026  
**CENTRAL**  
*Canvas Company*

**INSURANCE**  
**IDA E. COHEN**  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**INSURANCE**  
For the Amusement Industry  
**SAM SOLOMON**  
"The Showfolk's Insurance Man"  
5017 N. Sheridan Road, Chicago, Illinois  
Phone: Longbeach 1-5555 or 5576  
**GIVE TO DAMON RUNYON  
CANCER FUND**

**OTTAWA  
ROCKET LINER  
B-14**  
UP TO 70 ADULT CAPACITY  
EXCLUSIVE MANUFACTURER  
OF RAIL RIDES SINCE 1944  
**FOR KID APPEAL  
PUMP-IT  
HANDCAR  
RIDE**  
PROVEN  
FINEST IN  
ITS FIELD  
OTTAWA STEAM TRAINS

**Carnival Routes**  
All American: \*Don Prevost; (Fair)  
Walterboro, S. C.  
Deggeller Show of Shows: Atlanta,  
Ga.  
Deggeller Funland: Montgomery,  
Ala.  
Greater Kastl: \*Nobie Hammock;  
Las Cruces, N. M. (Season  
ends.)  
Peter Paul Ams.: Sanford, Fla.  
Texas Funland: Florence, Tex.  
Turner, Scott, Rides: (Edgewater &  
Rugby) Orlando, Fla., 30-Jan. 2,  
1960.

**Circus Routes**  
Packs, Tom: Mexico City, Mex.,  
Dec. 4-Jan. 7.

**Miscellaneous**  
Matchstick Cities: Tampa, Fla., 30-  
Jan 1.

**Arena Routes**  
Ballet Espanol: (Martin High  
School) Laredo, Tex., 30; (Evans  
Aud) San Marcos Dec. 1; (Ed-  
wards High School) Tupelo,  
Miss., 4; (Pascagoula High  
School) Moss Point 5; (Municipal  
Aud) New Orleans, La., 6;  
(Municipal Aud) Pensacola, Fla.,  
7; (Wescott Aud) Tallahassee 8;  
(Mayhall Aud) Lakeland 10.  
Polish State Folk Ballet: (Civic  
Opera House) Chicago, Ill., Dec.  
1-6; (Masonic Temple) Detroit,  
Mich., 8-12; (Milwaukee Aud)  
Milwaukee, Wis., 15.

**Ice Shows**  
Holiday on Ice of 1960: (Sports  
Arena) Toledo, O., 30-Dec. 1;  
(Aud) Canton 2-6; (Memorial  
Arena) Green Bay, Wis., 8-13.  
Ice Capades, 19th Edition: (PNE  
Forum) Vancouver, B. C., Dec.  
3-12; (Civic Center) Butte,  
Mont., 15-20.  
Ice Capades, 20th Edition: Coli-  
seum) Springfield, Mass., 30-  
Dec. 6; (War Memorial) Roches-  
ter, N. Y., 7-13; (Coliseum)  
Charlotte, N. C., 15-20.  
Ice Follies of 1960: Hershey, Pa.,  
30-Dec. 5; New Haven, Conn.,  
6-13.

**Legitimate Shows**  
Dark at the Top of the Stairs: (Ellis  
Aud) Memphis, Tenn., 30-Dec.  
2; (Robinson Memorial) Little  
Rock, Ark., 3-4; (Central High  
(Continued on page 67)

**RIDES FOR SALE**  
Allan Herschell MGR, factory rebuilt,  
new horses; 8-Car Octopus, Boil-o-Plane,  
in good condition. Late model Cater-  
pillar, fluid drive, new tunnel. KIDDIE  
RIDES, all in good condition, real bar-  
gain: Fire Engine, Water Boat Ride,  
Rocket Skyfighter, Cage Ferris Wheel,  
Choo-Choo Locomotive Train, Elephant  
Ride, Circus Ride, Buggy & Pony Ride.  
**R & B KIDDLAND**  
403 Lafayette Blvd.  
Long Beach, N. Y.

**FOR SALE**  
**5-IN-LINE ELECTRIC GROUP GAME**  
Left in an estate. Children disagree.  
No reasonable offer refused!  
**MARVIN D. FABER**  
1760 East 19th Street, Brooklyn, N. Y.

# PROGRESS AT Arrow

**New rides  
now building...**

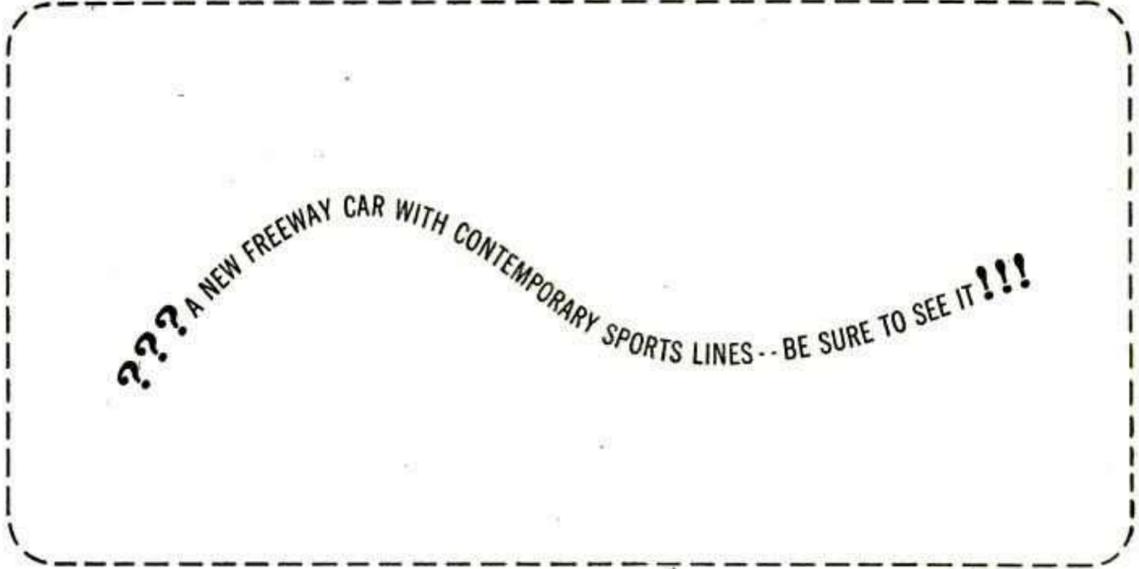
**for Freedomland,  
N. Y.**

**for your  
order**

**for first showing  
at Chicago-  
Booth No. 106** ↓

gasoline driven  
freeway car and many  
other rides

1. electronic guided trackless train
2. 2-story dark ride
3. "New" 19th Century Train with 3 types of cars, a) covered excursion, b) mine, c) ore.



Additionally, Arrow is pleased to announce that  
mechanical devices developed by Arrow for  
Disneyland (Turntable ride, 2-story dark ride,  
etc.) are now available to Arrow customers  
for use with completely new ride themes.  
For more details see Arrow at Chicago, or write:

**ARROW DEVELOPMENT CO.**  
243 Moffett Blvd. Mountain View, California  
Yorkshire 7-3334

THE STANDARD OF THE AMUSEMENT RIDE BUSINESS

# TILT-A-WHIRL

America's Most Dependable Family-Type Ride

- Simple Operation
- Consistent Money-Maker
- Never Goes Out of Style
- More Value for Your Money

Ask the Amusement Operators Who Have Them.

All orders filled on a first-come first-served basis. For Complete Information Write, Wire, Phone.

**Sellner Mfg. Co.** P. O. Box 306, Faribault, Minn. Phone: EDison 4-5584

# Flying COASTER

**LOWELL STAPF AMUSEMENT CO., INC.**

Amarillo, Texas Exclusive Manufacturers  
NORMAN BARTLETT, U. S. Patents #2,895,735

NEW MODERN AMUSEMENT EQUIPMENT



- KIDDIE RIDES
- ADULT RIDES
- MINIATURE TRAINS
- ROLLER COASTERS
- FERRIS WHEELS
- MERRY-GO-ROUNDS
- SHOOTING GALLERIES
- FUN HOUSES
- CONCESSION TRAILERS

Write today for complete catalog.

**KING AMUSEMENT CO., INC.**  
P. O. BOX 448 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN

# ANCHOR TENTS

The Showman's Choice

Finest materials—50 Yrs. Experience  
Flamefoil and New Nylon Fabrics.  
Red—Blue—Yellow—Green—White

Aluminum Tent Frames—Light Weight  
Hinged Legs—Slip Joints Rustproof

Concessions—Show Tents—Ride Tops—Bingo  
—Merry-Go-Rounds—Cookhouse Tops.  
Phone: Harrison 5-8105

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

NEW PARATROOPER RIDE

500 PASSENGERS PER HOUR

New version of the traditionally successful Spitfire. Unique seating arrangement. Adaptable to any Spitfire with conversion kit. New truck-mounted units with built-in handling equipment or standard units for ground installation available. Ground units may be transported on 28-foot semi.

**FRANK HRUBETZ & CO., INC.**  
3495 25th St., S.E., Salem, Oregon  
Phone: Empire 4-6847

POPCORN—COTTON CANDY—SNO-KONES—APPLES

WE HAVE EVERYTHING YOU NEED

WRITE NOW FOR OUR 120-PAGE CATALOG  
GO "GOLD MEDAL" ALL THE WAY

**GOLD MEDAL PRODUCTS CO.**  
World's Largest Manufacturer of Concession Equipment and Supplies  
313 E. 3rd ST., CINCINNATI 2, OHIO

AMERICA'S FINEST SHOW TENTS

# O. Henry Tent & Awning Co.

- CONCESSION TOPS
- SHOW TENTS
- RIDE CANVAS
- BANNERS

**BERNIE MENDELSON**  
4862 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL.  
Field Representative: G. C. "MITCH" MITCHELL

# UNITED STATES TENT AND AWNING CO.

Established 1870. Over 88 Years of Specialized Experience.

MAIN OFFICE & FACTORY: SARASOTA, FLORIDA  
1230 N. EAST AVENUE PHONE: RINGLING 6-6316

Circus—Carnival—Concession—Any Size—Any Type—Banners—Ride Canvas.  
S. T. JESSOP GEO. W. JOHNSON

# THE FINAL CURTAIN

CASS—Chester G., 57, former Side Show performer, November 11 at Eau Claire, Wis., following a brief illness. Cass was seven feet six inches tall and appeared with the Al G. Barnes Circus, Pete Kortess Side Show, Sparks, the Johnny J. Jones, Sparks, the Sol Solomon carnival and Chicago vaudeville circuits. For the past 10 years he owned and operated the Colonel's Cupboard Restaurant in Eau Claire, Wis. Survivors include his widow, Adeline. Burial was at Eau Claire, Wis.

MORRIS—A. L. (Abie), 79, veteran outdoor showman and associated with The Billboard in its St. Louis office, November 21 following a heart attack. Death came while he was walking down a St. Louis street. His full name was Abraham Lincoln Morris. Morris was in The Billboard office for the past 30 years, during which time he made hundreds of friends throughout the business. Survivors include four sisters, all non-professionals. The diminutive Morris was a bachelor with the exception of one year of married life which was dissolved by divorce some 15 years ago. Funeral services were held Tuesday (24) in St. Louis.

ROSS—Frederick M., 58, a "Mechanical Man" over 40 years, November 22 at Pine Bluff, Ark. Ross could maintain one position more than five hours without moving a muscle and held a record for immobility. Ross had been working in Ar-

(Continued on page 67)

IN LOVING MEMORY of My BELOVED HUSBAND



**SAM GORDON**  
Who Passed Away December 1, 1957

**MYLDRED and Tiny Son, Sam**

IN LOVING MEMORY of MY DEAR WIFE and PAL

**ROSE MARY RUBACK**



Who passed away Dec. 4, 1950  
**Jack Ruback**

**MRS. ROSE RUBACK**  
Who passed away December 4, 1950.  
Sadly missed by her friends.

**MARTHA RODGERS & SOPHIE FRENCH**

# ROLLER RUMBLINGS

By AL SCHNEIDER

THE AMERICA ON WHEELS chain of rinks has announced its schedule of championship fund parties, starting November 30 at Alexandria (Va.) Arena. Others will be held at Boulevard Arena, Bayonne, N. J., December 7; Mount Vernon (N. Y.) Arena, January 11; Twin City Arena, Elizabeth, N. J., January 25; Bladensburg (Md.) Arena, February 1; Levittown (N. Y.) Arena, February 1; Capitol Arena Trenton, N. J., February 8, and Hackensack (N. J.) Arena, February 17. The chain's competitive racing program kicked off last month in the Northern and Southern divisions. The debut in the North took place October 10 at Boulevard Arena, with dates following at Levittown, October 25; Florham Park (N. J.) Rink, November 14, and Mount Vernon, November 22. Twin City hosts the contests on December 5, followed by Capitol, December 20; Hackensack, January 9; Boulevard, January 24; Mount Vernon, February 13; Twin City, February 28; Capitol, March 5; Florham Park, March 20; Levittown April 2; Hackensack, April 24, and Twin City, May 28. In the

South racing got underway October 17 at Bladensburg, followed by National Arena, Washington, October 25; Alexandria, November 15; and Bladensburg, November 29. In succeeding weeks contests will be held at National, December 12; Alexandria, December 20; Bladensburg, January 10; National, January 16; Alexandria, January 31; Bladensburg, February 14; National, February 27; Alexandria, March 13; Bladensburg, March 27; National, April 23, and Alexandria, May 15.



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

# SKATING RINK TENTS

42 x 102 IN STOCK  
53 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

**CAMPBELL TENT & AWNING CO.**  
100 Central Ave. Alton, Ill.

MAKE REAL MONEY WITH

# Porto-Bilt

TENT COVERED RINKS

Write **W. T. SHARPEL FORD**  
Box 425, Smyrna, Ga. Phone: HE 5-5978  
Phone: 8-2183, Marietta, Ga.

# GUARANTEED

**LOOP HOTEL ROOMS**  
anytime to

**PREFERRED GUESTS \***

\* During certain convention periods, all available Chicago hotel rooms are frequently taken. The Hamilton guarantees (with advance notice) reservations anytime of the year to you, the preferred guest. Ask for your "Preferred Guest Card", today... at no obligation.

Rates \$5 from



**THE NEW HAMILTON HOTEL**  
30 SOUTH DEARBORN  
Preferred by guests in

# CHICAGO

IN KANSAS CITY IT'S THE **BELLERIVE HOTEL**  
100% AIR-CONDITIONED

# SNOW BALL

Ice Shaver



A Style and Size for Every Need

Write for full particulars  
**CLAWSON MACHINE CO., INC.**  
P. O. Box 5 Flagtown, N. J.

# GOOFY-GOLF

A Complete 19 Hole, Prefabricated, Miniature Golf Course!

For permanent or temporary installations that will compare with courses costing 3 times as much. Has more PLAY APPEAL and EYE APPEAL than most.

Includes EVERYTHING from Caddy House, Lights, Illuminated Sign, Animated Obstacles, Clubs, Balls, Greens, Fairways, Number and Par Markers, etc. A COMPLETE PACKAGE... a business that can be in operation within a week!

ALL Material is completely weather-proofed with an entire incasement of Hot Plastic to give long life to your course. Detailed information and prices upon request.

Call or Write TODAY!

**PHILLIPS AMUSEMENTS, INC.**  
208 S. Robinson St. Bloomington, Ill.

# STAGECOACHES

New pony and horse size: Covered Wagons, Buckboards, Carriages, Carts and Fire. Special vehicles built to order. Wagons, Street Cars, etc. Used Broughams and elegant Vehicles and Sleighs. Can furnish Horses and Ponies. Write for catalog.

**CARRIAGE CRAFT**  
278 Scott Ave. Winnetka, Ill.  
Phone: VE 5-1360

I WANNA SEE!



**the Aut Swenson THRILLCADE JUMBO**  
OF ALL THRILL SHOWS

R.O. BOX 1553 SOUTH SIDE STATION  
SPRINGFIELD, MISSOURI

when answering ads...  
**SAY YOU SAW IT IN THE BILLBOARD!**

# 700-PLUS ENJOY NSA'S BLOWOUT

## Success Height of McKee Regime; Lennons, Barry Highlight Program

By IRWIN KIRBY

NEW YORK — With more than 700 mirth-makers sharing in post-season revelry, the National Showmen's Association almost outdid itself during the annual wingding, held Wednesday (25) at the Hotel Commodore. The figure represented a substantial increase (100) over last year's turnout and caused considerable comment, all of it favorable.

Good mention, in fact, attended just about every aspect of the affair. The food was fine, the service excellent, and the entertainment up to the usual standards of the club. There were some talent entrants scratched for various reasons, but nobody had cause to complain.

Al McKee, president, termed the

affair his "swan song" altho none of the hundreds who know him had any doubt that his efforts on behalf of the association would continue long after his term of office ends, later in the winter. He was one of several speakers, other being toastmaster Harry Hershfield, George Hamid, and State Sen. Jeremiah Bloom.

This was a shorter theatrical program than usual. Response was excellent, however. Three of the acts — Artie Dann, Veronica Martel and the Johnny Conrad Dancers — had been seen and appreciated at Monday's (23) Hamid Testimonial. But the additions were outstanding. They were the Lennon Sisters, Johnny Puleo and the Harmonica Rascals, and comic Dave Barry.

### Audience Attentive

Instantly noted to veteran partygoers was the attention and respect the acts received. The Lennons were roundly applauded; Puleo, one of the stage's best pan-

*(Continued on page 67)*

# WOM Retains Midway for Greensboro

GREENSBORO, N. C. — World of Mirth Shows will again play the Greensboro Fair, according to manager Clyde Kendall.

The fair will be held again on the new all-paved area and have the use of all facilities, including the new coliseum and auditorium. Space sales have begun by the Chamber of Commerce. The 1959 fair, opening with several days of rain, managed to get back on its feet due to the complete lack of mud on the grounds.

# NSA Holds Memorial

NEW YORK — A large and respectful audience honored departed members of the club and its Ladies' Auxiliary, at the November 25 memorial services and open house. The upper floor was used for services.

Taking part in the program were the Rev. Allen Claxton, of Broadway Methodist Church; Rabbi Sam-

*(Continued on page 67)*

## FEST HI-LITES

# 50 Seated by Strates for N. Y. Shindig

NEW YORK — While Palisades Amusement Park and Coney Island made a deep dent in the NSA banquet throng, the James E. Strates Shows turned out in force to take attendance honors among the carnivals. Five tables were taken up by the outfit and its guests, with these names being among the 50 seated:

Mrs. James E. Strates, Mrs. H. William Jones, Billie Jones, Lee and Elizabeth Alexander, Frank and Theodore Nemia, Mr. and Mrs. Ed Hardeman, Mr. and Mrs. Howard Parker, Phyllis Strates, Roy Jones, Mr. and Mrs. Charles Baker, Mr. and Mrs. Norm Wasser, Arthur Cohen, Mr. and Mrs. Allen Travers, Capt. H. T. Muller, Lou Aronowitz, Mr. and Mrs. George Franklin, Nick Bozini, Mr. and Mrs. George Bozini, George and Julia Kallianos, Mrs. Max Cohen, H. K. Leeworthy, Edward and Mae Hong, Mr. and Mrs. Gene O'Donnell.

Also Dorothy Anderson, Mr. and Mrs. K. Brust, Mr. Quigley, Mr. and Mrs. Walter Cox, William Cavanaugh, Mr. and Mrs. Milton Walton, Mr. and Mrs. Lefty Billet, Gabe Alliger.

### Vivonas A-Plenty

Not as numerous in size but also prominent was the Vivona delegation, consisting of Mrs. Catherine Vivona, her daughter and five sons, representing Amusements of America. John and Morris were on the dais, while the table sat Mrs. Vivona, Babe and Dolie, Dominic, Phil, Morris' wife Ethel and daughter Catherine Ann, Ann and Matt Fontana, and visitors Bob and Elisa Scarborough.

*(Continued on page 67)*

# CARNIVAL CONFAB

FRANK W. PEPPERS, who is again wintering his show in Mobile reports that closing weeks of the season were hurt by plenty of rain, and business was off almost 20 per cent for that period. Peppers opened a unit of three rides at the new Glendale Supermarket there on November 19 and plans to continue this type of operation until the Mobile Mardi Gras which opens February 18. He'll use three lots for the big celebration, and has already booked a number of attractions. Walter B. Fox handled negotiations that will bring Heth Shows to Mobile for the Standard lot. . . . Bernie Smuckler is living with relatives in Lake Helen, Fla., since the death of his wife, but plans to be in Mobile for the Mardi Gras. . . . Johnny Portemont, owner of Johnny's United Shows, was in Mobile recently from his Gantt, Ala., winter base.

T. J. McManus, who had concessions on Sunset Amusement Company the past season, is wintering in Biloxi, Miss., and is fishing daily in the Gulf. . . . James L. Reed writes from Dyersburg, Tenn., that he's remodeling his wife's popcorn trailer. The two leave in December for Georgia and South Carolina to visit relatives and then return to winter quarters of Byers Bros. Shows at Coushatta, La., on January 15. . . . Eugene (Sheeney) Franklin is recuperating at his St. Louis home after amputation of his left leg. Sheeney plans to be up and around again soon and already attended a recent meeting of the International Association of Showmen. . . . Chief White Feather and his wife, Madeline, are wintering in Mobile. . . . Tex Roberts is busy with his Christmas novelty business in Mobile. . . . Hattie Wagner has been keeping her kid rides busy at Mobile church events and shopping centers.

Frank Joerling

★ ★ ★

Folks on the Vivona show scattered after the two fairs in Charleston, S. C. Tony Mason will oversee the Merry-Go-Round, Octopus and three kiddie rides leased out. . . . Joe and Aggie Ross, Danny and Rosita Dell, Joe Cennane and Natie Feinberg went to Miami. Pete Hendricks went to Nashville, Don Crown and family to Kissimmee, Fla., Jim Rapple to Sharon, Pa. . . . Jeri (Torchy) Turner went to Miami with the boys, while Red Williams, Tarzan Banks, Frank (Dego) Peternel and Bull Smith went to Sumter (S. C.) winter quarters to rebuild the 40-foot Merry-Go-Round just purchased from Kenny Moore. It's a two-trailer job. . . . Among the Vivonas, Babe and Phil went to Bloomfield, N. J., Dom, Morris and Mrs. Catherine Vivona returned to Irving, N. J., and John and Art visited New York for the club doings before heading west to Chicago. . . . Little Anthony (A. D.) Vivona has a pony, unclaimed after the final fair. It's being kept lend-lease at Sumter City Manager Wade Kolb's farm until A. D.'s parents take him there next spring. . . . Norman Shepherd and Chuck Weaver and their wives journeyed to Vallejo, Calif.

wife, the former Carol MacIsaac of Leaksville, N. C.

Irwin Kirby

Norman Schlossberg, co-owner of Olson Shows, and Mrs. Schlossberg, have been vacationing in Hot Springs. . . . Out-of-towners attending a recent meeting of the Hot Springs club's auxiliary were Martha Moss, Sally Murphy, Helen Hill and Alice Hennies. . . . The Ladies' Auxiliary of the Tampa club will honor all new members at its December 2 meeting. Entertainment will be under Bertie Perrot. . . . Ladies' Auxiliary of the Showmen's League of America will hold open house in the Hotel Sherman November 28-December 1. Doings will be in the Emerald Room. Installation dinner was held November 29. . . . New members of the auxiliary of the Midwest Showmen's Association in Minneapolis include Rosalia Saunders, Adella Pratt, Ethel Rochman, Gwendolyn Van Cise, Marge Duffy, Helen Dickenson and Janet Hansen. Christmas party will be held December 19. Micky Collins is in charge of the baskets for the needy.

Charlie Byrnes

Annual banquet and ball of the Pacific Coast Showmen's Association will be held December 8 in the Ambassador Hotel. Tab is \$10 each. Club's annual memorial services are set for December 6 at Evergreen Cemetery. . . . New members of the Arizona Showmen's Association in Phoenix include Leonard Lamphere, Don H. Ferguson, Sam Byer, Mrs. A. Rose, Frank Panisko, Robert Emery Mellen, Dora Bennington, Ethel Withare, Steve Monticello, Dewey Cook and Alice Louise Cook. . . . Emily Bailey headed up the annual fall bazaar dinner of the Regular Associated Troupers in Los Angeles. Assisting in various capacities were Rose DeHaven, Sunshine Jackson, Sally Marson, Ida Kaford, Eve Scott, Zoe Wick, Rose Fitzgerald, Julia Castle, Andrew Hislop, Martha Nathan, Nell Robideaux, Ruth Wolf Wood, Tillie Palmateer and Dod Dodson.

Sam Abbott

★ ★ ★

FLASHBACKS: 10 Years Ago—Railroad show owners banded together at a Chicago meeting to organize the Railroad Show Owners of America. Carl J. Sedlmayr was named president; James E. Strates and J. C. McCaffery, vice-presidents, and an executive committee of Robert Lohmar and Ralph Lockett. . . . Mel Dodson sold Dodson's Imperial Shows to the Amusement Corporation of America. . . . Morris Lipsky was installed as president of the Showmen's League of America, succeeding Robert K. Parker in the top spot. Vice-presidents named were Lou Keller, first; Noble Fairly, second, and J. P. (Jimmy) Sullivan, third. . . . Johnny J. Jones Exposition came out of the Chicago convention with contracts for fairs at Cedar Rapids, Ia.; Columbus, Ga.; Sedalia, Mo.; Knoxville and Chattanooga, Tenn.; Pensacola, Fla.; Dothan, Ala., and Atlanta. . . . Merle Beam was re-elected president of the American Carnivals Association at its Chicago convention.

# IMPORTERS, OWNERS, BUILDERS OF RIDES

## SOUTH'S BEST LATE RIDE SPOT

MID-SOUTH FAIR, MEMPHIS, TENN.—SEPT. 23-OCT. 1, 1960

EXHIBITORS, IMPORTERS — AMERICA'S BEST SHOWCASE FOR SALES

1959 ATTENDANCE — 515,967 PAID ADMISSIONS

CAN ALSO BOOK CIRCUS SIDE SHOW, BIG DROME, WESTERN REVUE, GRIND SHOWS  
NOTHING TOO BIG

THE STATE FAIR OF TEXAS, DALLAS, FOLLOWS—OCT. 7-23, 1960

SEE ME NOW AT HOTEL SHERMAN DURING CONVENTION

## CLIF WILSON'S ASSOCIATED EXPOSITION

190 N. W. 93d St. (Phone PLaza 9-6536) Miami 50, Fla.

# 24th ANNUAL SUN CARNIVAL

DECEMBER 19-JANUARY 3-16 DAYS

HEART OF DOWNTOWN EL PASO, TEX. (ACROSS FROM JAUREZ, OLD MEXICO) 3 WEEK ENDS—INCLUDING CHRISTMAS AND NEW YEAR'S

RIDES: Want Wild Mouse, Flying Coaster, Paratrooper, Spineroo, Dark Ride, Fun House, Large Coaster, Sky Wheel, Rock-o-Plane, Rotor Ride, Turnpike or any other new Ride.

SHOWS: Platform Shows for streets. Have room for large Side Show. (Milo Anthony, Arch McAskill or any Big Side Show, get in touch.)

LIMITED SPACE—LIMITED SPACE

CONCESSIONS: Want Merchandise Wheels and legitimate Concessions of all kinds. Will sell "EX" on Glass Pitch and Bear Pitch. Want Bingo. (Joe Williams, contact.)

NO FLATS—NO GYPSIES

WRITE — WIRE — CALL

A. "BOOBIE" OBADAL or ALVIN VANDIKE

KE 3-1300 — Washington Park — El Paso, Texas

"Boobie" Obadal will be at Sherman Hotel during the Convention

# Ontario SLA Draws 400 to First Ball

Conklin Presented With Portrait; IAFE, Canada Fair Assn. Repped

TORONTO, Ont.—The Ontario Chapter of the Showmen's League of America drew over 400 to its inaugural banquet and ball here Wednesday night (25) in the Royal York Hotel.

The event, the first held by the

newly organized branch of the Chicago club, had all the trimmings, from prominent guests to a complete floorshow and dancing.

One of the high points of the evening was the presentation to J. W. (Patty) Conklin, first president, of a hand-painted portrait of himself.

The head tables were graced by club officials and many guests, all of them parading to their seats behind a group of Scotch bagpipers.

At the table, in addition to Conklin, were the following club officers: Pat Marco, first vice-president; E. H. (Al) Brown, second vice-president; Howard Jones, third vice-president; Howard Cleaver, treasurer; Julius Silverman, chairman of the board of trustees; Verne V. Forbes, chaplain.

Others were William Carsky, president, Showmen's League of America, Chicago; Maurice E. Hartnett, president, International Association of Fairs and Expositions; Hiram E. McCallum, president, Canadian Association of Exhibitions; Hon. George Calvin Wardrope, Minister of Reform Institutions; Rev. Richard D. Jones, executive secretary, Canadian Council of Christians and Jews; Floyd A. Lashley, Director of Agricultural and Horticultural Societies Branch, Ontario Department of Agriculture; William Allen, comptroller, City of Toronto; Honorable Free C. Stinson, M.P.; Louis Herman, Q.C.; Douglas Creighton, president, Toronto Men's Press Club, and Duncan (Cisco Kid) Renaldo.

In the show were Billy Meek, emcee; Norma Davis, comedy; Doug Romaine, comedy, and Juliette. Cathy McBain sang "God Save the Queen" and the "Star Spangled Banner." Rudy Pratt and the Skyliners provided the dance music.

## One Walsh Unit to Barn, One to Tampa

MOBILE, Ala.—Earl B. Walsh's Matchstick Cities closed the regular season November 21 in Mobile, with the No. 2 unit going into quarters here while the No. 1 unit was taken to Tampa for a stand lasting thru January 1.

Negotiations are under way with Johnny Canole for purchase of a 40-foot van in which to house and exhibit the units in 1960, said Walsh.

## BOND TOPS LIST OF 20 NSA AWARDS

NEW YORK — Twenty prizes were awarded at the open house held Tuesday (24) by the National Showmen's Association. Past president Art Lewis served as emcee and singmeister. Winners are as follows:

A \$500 U. S. Savings Bond, Molly Goldsmith; \$250 bond, Heale; \$100 bond, Zyne Caponey; \$100 bond, Al Newman; pair of imported lamps, Meyer Harris; 25-jewel wrist watches, Jensen and Bess Hamid; Electrolux vacuum cleaner, Manhattan Center; case of Canadian Club whiskey, Dorothy Anderson; case of whiskey, Charles Basile; Emerson radios to Margaret McKee, Francis J. Coleman and Carl Salek; \$50 bonds to C. Ryan and Seashore Supply Company; lady's wrist watch to Kay Anderson; men's wrist watches to Fern C. Rutt and Koepfel; clocks to Vic Hamid and R. Middleton.

## SOCIAL

### 350 Frolic At Big PCSA Homecoming

LOS ANGELES—Approximately 350 members and friends attended the annual Pacific Coast Showmen's Association Homecoming Party held in the clubrooms here Monday (23). Chairmen for the night were Jack Kent and Sam Dolman.

The evening featured food and beverage along with a performance of more than an hour by Max Reid's Coral Islanders, who donated their services. On the bill in addition to Reid were Tommy Ainahau, Ralph Kolsiana, Buddy Silver, Chief Satini, Lalia, Kuuipo and Malania.

The food committee for the Ladies' Auxiliary included Lucille Dolman, chairman; Emily Bailey, Mae Mortensen, Sally Flint, Jetta Clancy, Marie Tait, Emily Friedenheim, Alta DeNeau, Elsie B. Kennedy, Clara Richard, Mae Snobar, Edith Hargraves, and Nina Levine. Committee for beverages was made up of Betty Kent, Edna Dauer, Clara Andersen, Jewel Hobday, and Kitty Searce.

## Page Combined Keeps Midway At Henrietta

HENRIETTA, N. Y. — The Monroe County Fair here has retained Page Combined Shows to provide the midway in 1960, secretary Albert Lockner reports. It will be Page's third year here. Show was represented by Marty Smith. The fair will run August 15-20.

## K.C. Men's Club Hosts Auxiliary

KANSAS CITY, Mo. — The Ladies' Auxiliary of the Heart of America Showman's Club were guests of the men's organization at a turkey dinner here on Thanksgiving. The event was held in the clubrooms.

On November 20 the auxiliary

## CLUB ACTIVITIES

### National Showmen's Association

NEW YORK — President Al McKee presided over the November 18 meeting, which disposed of final details for the festive week. Also discussed was the coming calendar of events and meetings. Results were:

November 30: Specially scheduled general meeting at which the nominating committee presents its slate of officers.

December 1: Official election ticket is posted on the bulletin board.

December 9: Regular meeting.

December 10: Deadline for filing independent ticket.

December 23: Election of 1960 officers.

December 30: Installations.

On the dais with McKee were Charles Rubenstein, secretary; Leo Willens, treasurer; Louis D. King, chaplain, and Dr. Jacob Cohen, physician.

### Miami Showmen's Association

MIAMI — Harry (Buster) Westbrook presided over the opening meeting of the season on November 16, in the absence of John Vivona, president, who was still on the road. There were 180 paid-up members present.

On the dais with Westbrook, first vice-president, were Mel Dodson, second vice-president; A. R. White-side, secretary; Phil Cook, assistant secretary; Alton Pierson, treasurer, and William J. Tucker, assistant treasurer. Westbrook invited several other members to join the dais group, namely Sam Solomon, Art Lewis, Bucky Allen, Louis A. Rice, Chris Dundee, Harry Modele, Wallace N. Maer and Jack Weiss. Executive secretary Martin M. Weiss is working a regular schedule and getting around well on crutches, a notable improvement since last season as the result of rest and therapy in Hot Springs.

### Regular Associated Troupers

LOS ANGELES — The annual fall bazaar dinner was held in the clubrooms with Emily Bailey in charge. A chicken dinner was served after an afternoon of card playing.

The committee, dressed in colorful costumes, was Rose DeHaven, Sunshine Jackson, Sally Marson, Ida Kaford, Eve Scott, Zoe Wick, Rose Fitzgerald, Julia Castle, Andrew Hislop, Martha Nathan, Nell Robideaux, Ruth Wolf Wood and Tillie Palmateer. Dod Dodson was in charge of the trick or treat bag. Tillie Palmateer furnished the awards for Fred Smith, Martha Mathan, Peg and Ed Butler, Vera Downie, Jeannette Roth, Dod Dodson, C. H. Allton and Dusty Howard.

Etta Kotarakos, secretary, was welcomed back after a summer on the road. Ernest Hoblit was congratulated on the many new members he obtained. M. H. Ellison was presented a life membership. Sam Brown was present after a summer's rest at the beach. Guests included Vera Jewell, May Stevens, Ethel Linnett, Mr. and Mrs. Billy Smith, Betty Johnson and Anna Vineyard.

### International Assn. of Showmen

ST. LOUIS — During the past two months Euby Cobb, secretary, has been overseeing the refurbishing of the clubrooms. Acoustical

held its bazaar and bake sale which was a big success. The ladies also went out in a group for an Italian dinner and later held a short business meeting in the clubrooms.

ceilings have been installed and the walls have been painted. New tables and chairs were purchased. The kitchen has been rearranged with new cabinets and a refrigerator added. The bar has been re-finished and a new cooler was added.

Activities planned include card parties, holiday parties and dances. President Hal Eifort and Past President Ernie Farrow attended the first card party November 19.

### Caravans, Inc.

CHICAGO—Regular November meeting was presided over by President Margaret Levine. Other officers present included Alda McCue, Wanda Derpa and Lillian Lawrence. Chaplain Irene Coffey read the invocation.

Correspondence received from Edna Burrows, Margaret Davis, Gladys Dowswell, Hattie Hoyt, Kathryn Robertson, Frieda Rosen, Betty Shea and Dolly Young. Sick list names Mae Taylor in Illinois Masonic Hospital; Belle Williams, Augustana Hospital; Agnes Barnes at home. Veronica Potenza is now home from the hospital and Lorraine Downs had a virus infection.

Mae Sopenar and Pearl McGlynn donated hand-crocheted afghans for the bazaar. Jeannette Martindale was congratulated upon her election as president of the Showmen's League of America Ladies' Auxiliary. Rose Jarboe attended after a long absence.

Lillian Lawrence

### Arizona Showmen's Assn., Inc.

PHOENIX, Ariz. — Clubrooms are now open, with Earl Salter, assistant secretary and custodian in charge. President Ann Horstman called the first official meeting for Monday (16) in the clubrooms at 8 p.m. The banquet and ball will be held December 14 at the Riverside Ball Room.

Mr. and Mrs. J. M. Stone have moved into their new home at Apache Junction. Ambrose Johnson, secretary of the West Idaho State Fair at Boise, visited the Arizona State Fair and the clubrooms. Mr. and Mrs. Les Horrell are back after a tour of fairs on the Pacific Coast. Mr. and Mrs. Webber and Roy Matthewson visited the clubrooms. Charlie Hale had his Crime Show at the Arizona State Fair.

Thomas P. Hughes, recently re-

(Continued on page 67)

## Detroit Clubs Hold Jamboree

DETROIT—The Ladies' Auxiliary and the men's club of the Michigan Showmen's Association held a joint social and jamboree here Monday (23). High point of the evening was a home-cooked supper.

Summer activity bonds were presented to Mrs. L. Neal and Mrs. Dale Wolford with other awards going to Fred Small and Fanny Greenberg.

Petitions are being signed for the annual elections to be held January 11.

## Al Becks Leave For World Tour

MIAMI — Al C. Beck, special representative of Charles A. Lenz & Son Insurance, and Mrs. Beck will leave December 12 on a 75-day trip around the world. The Becks will leave from Miami on the William Ruys and visit the following spots by ship and air: Bermuda, Holland, Italy, Greece, Egypt, Lebanon, Holy Lands, Ceylon, Singapore, Australia, New Zealand and Panama. They'll be back home in late February.

### ATTENTION

## NEW JERSEY PARKMEN

Have available a lot of new games for Parks. If in Chicago at the convention look me up.

Regards,

Ray Oakes, Jr.

RAY OAKES & SON

Day Phone: RE 69774—Nights RE 65467

Write for FREE Catalog

P. O. Box 4344  
TAMPA 7, FLORIDA

## SURPLUS EQUIPMENT FOR SALE

TWO-ABREAST ALLAN HERSHELL LITTLE BEAUTY MERRY-GO-ROUND, King horses, new platforms and mudsills, excellent condition, \$5,000.00, with trailer. 1957 SPINEROO, new style clutch and controls, or trade for major Ride or factory-built Kid Rides. SIDE SHOW TOP, aluminum banner line, 30x100 ft., blue canvas, flame proofed, good condition, \$1,000.00; stored in Fremont, Ohio. FOUR LIGHT TOWERS AND FLASHING LIGHT FRONT GATE, all on one trailer, \$2,500.00, with trailer. REWARD—Leading to recovery of King Laugh Land and Chevrolet Tractor. Tractor painted orange and ivory with large 42 on front. Laugh Land painted white with plate glass and animated clown visible. Contact ROD LINK, c/o Sherman Hotel, Chicago, during Convention, or permanent address: 7931 S.W. 16th St., Miami 55, Fla.

# CLUB ACTIVITIES

Continued from page 66

instated in the club, plans a trip around the world next year. Rose Merrow and Paul Jackson returned to Phoenix recently and are settled in their new home.

Memorial services were held at Showmen's Plot at Greenwood Cemetery Friday (13). Sick list names Sam Siebrard; June Curry, who underwent surgery; Harry L. Gordon, and Frank Scerba, who is at the Veterans' Administration Hospital at Prescott, Ariz.

## New England Showmen's Club

BOSTON — Larry Carr, president, presided over the November 17 meeting, at which other officers included vice-presidents Frank Allen, Charles Tamponne and Israel Gross; treasurer Milton Emerson, chaplain John Moses, secretary Joe Freedman, and about 50 other members.

Milton Kaufman, just returned from the West, was a visitor. New members were announced as Jack Greenberg, Ted Guarino and Vincent Ferla. It was decided that Carr and past president John Venditto would attend the New York banquet of the National Showmen's Association as representatives of the New England club.

Committee appointments are as follows: Ways and Means, Charles Tamponne, Milton Emerson and Pat Fera; Sick and Welfare, John Moses; Blood Bank, Pat Fera and Wilbert Dube; Membership, Mr. Green, Fred Venno, Bruno Goloskie, Fred Venno and Bruno Marra.

## Show Folks of America

SAN FRANCISCO — Regular meeting was called to order Monday (16) by First Vice-President Earl Leonard. Attending officers included Charlotte Porter, treasurer; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary. Harry Cooper and Harry Martin were asked to sit on the rostrum.

Last minute preparations were

made for the Ladies' Bazaar held Saturday (21). Charlotte Porter, chairman, announced the affair looked promising.

The following choices of the nominating committee met no opposition and thus stand as the officers for 1960: Earl J. Leonard, president; Leona Stevens, first vice-president; Al Rodin, second vice-president; Ewell Harrison, third vice-president; Lester Hart, auditor; Oscar Mattley, financial secretary; Charlotte Porter, treasurer; Lola Cox, corresponding secretary; Bonnie Townsend, recording secretary; Nate Cohn, counselor, and Dr. Malcom Jones, physician.

## Showmen's League of America

Ladies' Auxiliary

Carmelita Horan, Phoebe Carsky and Frieda Rosen were hostesses at a highly successful card and bunco party. First award, donated by Margaret Filograsso, was taken by Mrs. Ann Phillipini. Others who took awards were Mrs. Elsie Schulz and Mrs. Louise Murphy.

Open house is to be held November 28-December 1 in the Emerald Room of the Hotel Sherman. Installation dinner was held November 29 in the Crystal Ballroom at 6:30 p.m. Carmelita Horan was emcee. Mrs. Alda McCue was installing officer; Mrs. Virginia Kline, installing chaplain, and Ann Fisher guest of honor.

Mae Smith reports good action on the summer award books for the Cancer Fund.—CARMELITA HORAN.

## New England Showmen's Association

Ladies' Auxiliary

BOSTON — First meeting of the season highlighted nominations and elections, at which Marion Carr was chosen president. Other officers are Ann Caporale, first vice-president; Mona Ross, second vice-president; Marion Cushing, third vice-president; Josephine Gross, secretary; Dorothy Freedman, treasurer; Frances Waterman, chaplain.

## Legitimate Shows

Continued from page 63

School) Springfield, Mo., 5; (Warner) Oklahoma City, Okla., 7-8; (Municipal) Amarillo, Tex., 9; (High School Aud) Snyder, Tex., 10; (New Municipal Aud) Dallas 12-13; (Municipal Aud) Harlingen 15.

Gay '90's Nite: (Lyric) Baltimore, Md., 30; (Constitution Hall) Washington, D. C., Dec. 1; (Glass Aud) Lynchburg, Va., 2; (Ovens Aud) Charlotte, N. C., 3; (Township Aud) Columbia, S. C., 4; (Tower) Atlanta, Ga., 5; (Memorial Gym) Ruston, Ga., 7; (Baylor Aud) Waco, Tex., 8; (Municipal Aud) San Angelo 9; (Civic Aud) Lubbock 10; (Liberty Hall) El Paso 11; (Union High Aud) Phoenix, Ariz., 12.

Look Homeward Angel: (Wis. Union) Madison, Wis., 30-Dec. 1; (Palace) South Bend, Ind., 2-3; (Shrine Mosque) Peoria, Ill., 4-5; (American) St. Louis, Mo., 7-12; (Pabst) Milwaukee, Wis., 14-19.

Music Man, The: (Shubert) Chicago, Ill., indefinite run.

Odd Man In: (Ovens Aud) Charlotte, N. C., 30-Dec. 1; (American) Roanoke, Va., 2; (Center) Norfolk 3-5; Schenectady, N. Y., 7; Buffalo 8; (Colonial) Akron, O., 9; Huntington, W. Va., 10; (Sexton High School) Lansing, Mich., 12; (Regent) Grand Rapids, Mich., 14-15.

## Fest Hi-Lites

Continued from page 65

Comic Dave Barry entertained one group twice. After the show a group went to the Latin Quarter to celebrate the first wedding anniversary of Walter and Pat Cox. They had a ringside table and Barry, recognizing them, lauded the NSA to all present. Attending were Jack Eicholz and his sister, the O'Donnells, and Dorothy Anderson.

Among fairmen present were Charles Bochert, of the Mineola (N. Y.) Fair, and Swante Swenson, of the Morris County Fair. Troy, N. Y., both sitting at the table of Pat Reithoffer Jr. and Al Howard. Bochert's fair did not run in 1959 but goes in October next season, while Swenson's had just met, reviewed its exceptional run and extended his contract. Both had cause for thanks on Thanksgiving Eve.

The introduction of George Hamid provided an unexpected chance for him to come up with some levity. He didn't object to the clapping, he said, "but you don't have to stand up just because you're at my table." He referred to Big-Hearted Bennie and Good-Natured Harry Weiss, the brother bingo operators, who, all alone in the hall, had jumped to their feet during the applause.

## N. Y. Fair Study

Continued from page 57

ported on their 1959 ventures and the results. Two elements brought up during the day, pony racing and children's promotions, stirred considerable comment.

A Massachusetts group has been active trying to enroll fairs in one or more race circuits, for pony-drawn sulkies. Several of the fairmen present were interested in using this activity to supplement their usual harness race activities. In the discussion of kiddies' days a number of fairs reported success from promoting youth activities during midweek, thereby spurring attendance on normally slow days. Tied in with these programs is the presenting of children's film and TV favorites.

The morning and afternoon sessions bracketed a luncheon.

Commercial visitors included Reithoffer and How-Reit Shows, Coleman Bros. Shows, Page Combined Shows, Interstate Fairworks Corporation, Tony Santillo and Andrew McGee, food operators, the Jack Kochman, Joie Chitwood and Buddy Wagner, thrill shows, the Cooke and Rose, GAC-Hamid, Al Martin and Ward Beam theatrical agencies, and Pinkerton Detective Agency.

## NSA Memorial

Continued from page 65

uel Director, of Maspeth Jewish Center; and Phil Cook, who read the Roman Catholic prayer. Also on the dais were Al McKee, president; Mildred Peterson, president of the Ladies' Auxiliary; Louis D. King, chaplain and committee chairman, and Anna Dinsmore, auxiliary chaplain, Joe Basile's Buglers played taps.

Flowers were offered and candles lit in memory of Irving Udowitz, Charles Saffer, Joseph Allen, Joseph Milana, Cyrus Holliday, Gerald Snellins, H. William Jones, George Reinhardt, Harry Miller, Jimmy Dalle, Sam Bibring, Joseph Prell, James E. Strates, Frank Russo, and Madge Bloch. Charles Boiles played the piano and songs were presented by the Broadway Quartet.

The night's activities took a more cheerful turn when visitors went downstairs for the annual raffle and refreshments. Tables were laid out banquet style and there was plenty of chicken, salads, cold cuts and drinks. Serving were Jane Tubis, Mae McKee, Flo Thompson and Palmiro Fantino.

# 700-Plus at NSA Blowout

Continued from page 65

tomimists, carried on in the Borah Minneville tradition with an acy tailored for his talents, and Barry, the Latin Quarter headliner, just stopped everything cold, having the visiting showfolk eating out of his hand from the start. The show ended shortly after midnight and dancing continued until the wee hours of the morning. Jos Basile's band played during dinner, and Nick Frances' for the entertainment and dancing. Al Rickford was again show director.

McKee's remarks were essentially thanks to his committee heads. Louis D. King, banquet chairman, and Ethel Weinberg, NSA executive secretary, earned special plaudit.

Hershfield was warmly received and, altho 75 years old, succeeded as usual in entertaining a large and affectionate audience. Senator Bloom extended greetings on behalf of Mayor Robert Wagner.

Hamid again ran down the results of various fund-raising projects, which he termed the life blood of the organization. Before launching the financial subject he drew loud laughter in referring to his withdrawal from the booking business. He said the first day of inactivity found him returning home at 3:30 p.m., running into some minor disagreements around the house.

"It was then I realized why Bess and I had been so happily married for 44 years. We hadn't seen much of each other!"

## \$3,453 Contribution Cited

Ways and means committee and chairman Charles Rubenstein were thanked, then Hamid outlined income as follows: Amusements of America, \$500; O. C. Buck Shows, \$300; Cetlin and Wilson Shows, \$480; How-Reit Shows, \$1,000; Palisades Amusement Park, \$1,050; World of Mirth Shows, \$1,300; Joe McKee, Al McKee, Morris Brown and Rubenstein, \$100 apiece; and James E. Strates Shows, the surprising total of \$3,453. With other sources like the award books, which topped \$5,000, and the souvenir program, \$10,000, the club benefited by more than \$23,500 during the year.

One of the night's warmer moments came with the introduction of Mrs. James E. Strates. The ballroom throng clapped and rose to its feet and Hamid expressed confidence in the future of the big Strates railroad carnival under the hands of E. J. (Brother) Strates.

There were three awards made, the club extending gold life membership cards to Frank Rappaport

## FINAL CURTAIN

Continued from page 64

kansas, Kentucky and Texas. Reportedly, he died in the position he assumed in his mechanical man role.

## MARRIAGES

GIFFORD-PEREZ— Samuel L. Gifford, concessionaire with Central States Shows the past season and currently with the Sugar State Shows, and Gloria Perez, of Jeanerette, La., November 14 in Franklin, La.

## BIRTHS

COLE— A daughter, Carla Raquel, recently to Mr. and Mrs. Bruce Cole. Father, currently in the concession business, formerly worked in USO shows as Bruce the Magician.

for obtaining 700 boosters, and to Leo Willens for signing up 50 new members. Mildred Peterson, president of the Ladies' Auxiliary, gave one to Catherine Rausch for membership activity.

On the dais were the following: Alfred G. McKee, president; Max Tubis, second vice-president; Morris Vivona, third vice-president; Charles Rubenstein, secretary; Leo Willens, treasurer; E. James Strates, assistant treasurer; Louis D. King, chaplain; Dr. Jacob Cohen, physician; State Sen. Jeremiah Bloom; George Hamid Sr., president emeritus; Max Cohen, American Carnivals Association; John W. Leahy, International Association of Fairs and Exhibitions; Frank Taylor, Showmen's League of America; Sam Glickman, Hot Springs Showmen's Association; John Vivona, Miami Showmen's Association; J. Jeff Harris, New England Showmen's Club; Irwin Kirby, The Billboard; Rev. Allen E. Claxton, Broadway Temple Methodist Church, and past presidents Morris Batalsky, Oscar Buck, Art Lewis, Joe McKee, and Harris.

## FOR SALE

- 1 Allan Herschell Twister
- 1 Allan Herschell Looper
- 1 Allan Herschell Kiddie Merry-Go-Round
- 1 Miler Roller Coaster
- 1 King Electric Train Ride

INGALLS AMUSEMENT CO.

20 Michigan Ave. Coldwater, Mich.  
Phone: BRoadway 8-2465

## LOCATION WANTED

For Rides, including Kiddie Rides. Concessions and permanent Miniature Golf. Must be 7 day operation. New or established. Prefer location at Zoo, Fairland, Story Book or Western Theme Park. No propositions wanted from promoters.

Will Be At The Convention— Sherman Hotel

Contact M. SMALL  
c/o Frank Joerling, Billboard Pub. Co.  
188 W. Randolph St., Chicago, Ill.  
AFTER CONVENTION, ADDRESS:  
c/o Billboard Pub. Co.  
390 Arcade Bldg. St. Louis, Mo.

## WANTED

Adult Portable Merry-Go-Round and #5 Eli Wheel. Must be in good condition and reasonable. Write

BOX 278, JUNCTION CITY, OHIO

## FOR SALE

- 1 Allan Herschell 32-Ft. Merry-Go-Round
  - 1 Tilt-A-Whirl
  - 1 Octopus
  - 1 70 Kw. Caterpillar Light Plant, Mounted on Trailer
- S. FIDLER  
4217 N. Florissant St. Louis, Mo.

## FOR SALE

32-ft. Merry-Go-Round—Allan Herschell Little Beauty. Excellent, immaculate condition. Priced for quick sale. Tremendous value. \$5,000.00.

DE LUXE SHOWS

41 White Street, Rockville, Conn.  
TRemont 5-2281

## Thank You BERNIE FELDMAN

Concessionaire, Ross Manning Shows, for your new 20TH CENTURY MOBILE HOME purchase. "Save Money With Johnny" JOHNNY CANOLE  
Phones: WI 3-0803 or WI 4-9347 Altoona, Pa.

## FOR SALE

LONG ARM OCTOPUS Good shape With transportation.  
WANTED  
WELL EQUIPPED FUN HOUSE No junk. Will book good Cookhouse 1960 season.  
FRANK ROBINSON'S WESTERN SHOWS Box 20 Everett, Wash.  
Will be at Chicago Convention.

## WANT RIDES

Octopus, Rolloplane, Rockoplane, Scrambler, Dodgem, or what have you. Will place one or two of these rides all winter in the Caribbean Islands. Small percentage, paid round trip transportation. This is virgin territory. All interested call ANDY OSAK, Tampa, Fla., 40-4513, or E. FISHER, Bristol Hotel, Miami, Fla.

## WANTED — SCOOTER

Will buy for cash. Building and Cars. State all details.

JOHN VIVONA

Hotel Sherman  
Chicago, Illinois, till Dec. 2, then  
1799 Northwest 28th Street,  
Miami, Florida.

## FOR SALE

FERRIS WHEEL  
ELI BRIDGE = 5

For information call:

HARRY HINZ

4147 Dickinson St., Chicago 41, Ill.  
Palisades 5-0781

## FOR SALE OR LEASE

No. 12 Eli Wheel and Comet, in good condition. Will give terms to reliable party. Also 90 Kw. Diesel Light Plant and Wire. Will book route if desired.

Phone: Hickory 4-9984 or write  
P. O. Box 4, Lebanon, Tenn.

THEODORE MEADOWS

## AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1959 DATE BOOK

CENTRAL Show Printing Co., Inc.

MASON CITY, IOWA

# BEST MERCHANDISE BUYS

68

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

NOVEMBER 30, 1959

new merchandise for tomorrow's . . .

## parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:  
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



TOOL KIT

A tool kit with nickel-plated steel tools, including three cabinet blades, two recess blades, tack puller, chisel, hammer, saw and scratch awl and an amber grip handle. Designed for sportsmen, boat owners, car owners, homes, farms, offices, etc. Department B-1, 1245 North Union, Decatur, Ill.



BISQUE BABIES

Pastel-colored bisque babies. Lifelike coloring in tones of pink and blue. Six assorted styles. Average size five inches high and six inches long. Price, \$9 a dozen assorted. Arnart Imports, Inc., 212 Fifth Avenue, New York 10.

### ALL-PURPOSE KNIFE

Imported from Germany are these all-purpose knives which are for the kitchen gadget which trade. Importer says they can cut thru frozen food or meat without thawing and can shred vegetables. Made of stainless steel and need no sharpening. Hardwood or plastic handles. Lund Import Company, 510 Barton Street, Hearne, Tex.

### SNACK STOVE

Electric three-in-one portable table-top stove. Included in the unit is an automatic pop-up toaster with timer, broiler with automatic temperature control, and griddle also with thermostat control. Retail for \$24.95. Consterdine Enterprises, 4844 Lakewood, Detroit 15.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

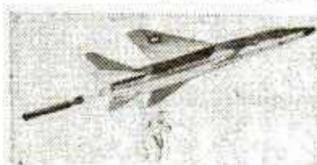
### FREE! DUMPING!

- RED HOT XMAS MOSE. CLOSEOUTS
- Knitting Plush Kitten . . . \$ 5.75 dz.
- 36" Reindeer—Best Stock . . . 12.00 dz.
- Balloon Blower, Smoking Bear . . . 30.00 dz.
- Walking-Begging Plush Dog . . . 19.80 dz.
- Santa Claus Ringing Bell—Hot . . . 3.00 dz.
- Giant Battery Helicopter . . . 24.00 dz.
- Giant Action Army Tank . . . 24.00 dz.
- Blinking Light Xmas Tree . . . 4.50 dz.
- Acrobat Clown—Funny! . . . 3.60 dz.
- Walking Dandy—Moving Eyes . . . 6.00 dz.
- Extra Nice Plush Dogs
- w/Swoak . . . 28.80 gr.
- Magic Action Pick-Up Truck . . . 24.00 dz.

Pick Up at Our Factory or Same Day Shipment! 100's Other Legit Closeouts!  
FREE CATALOG, 1,000 Plush Toys, Imported Toys & Carnival Goods. REPRESENTATION WANTED.

**ACE TOY** 536-A Broadway N. Y. C. WO 6-5627

GIVE TO DAMON RUNYON CANCER FUND



ATTACK BOMBER

Model kit for making a twin jet attack bomber has a small trigger on underside which releases self-cocking, bomb-ejecting mechanism and drops a bomb. Airplane is designed after the latest U. S. Navy attack bomber. Called the Vigilante. Monogram Models, Inc., 3421 West 48th Place, Chicago.



STUD FINDER

A four-way tool for the home craftsman. It's a stud finder. Has a magnifying lens on one side and magnetic compass and plumb bob on the other. Made of impact styrene, it's 3½ inches long. Retail at 98 cents. Remington Hardware Company, 102 Greenwich Street, New York 6.

### JACKPOT BANK

A bank that operates on dimes has lever in the rear, jackpots dimes, and reels spin when dime is deposited. Made of heavy cast metal, it retails at \$5.95. Western Sales Distributing, Inc., 338 West Street, Reno, Nev.

### TV GAME

Latest game in time for the Christmas trade is a Bat Master-son article, named for the TV star who plays that role. It's billed as an exciting authentic Western game. Retail at \$2.98. Lowell Toy Manufacturing Company, 43 37th Street, Long Island City, N. Y.

### BIG WATCH BUYS PLUS

FREE Boxed Jewelry Sets

. . . 3-pc. set included with every order for 6 watches or more. Weinman's Christmas bonus for YOU!



SPECIAL 6 WATCHES

Men's new style Elgins and Walthams. Expansion band included. Rebuilt and guaranteed like new. (Sample, \$8.95)

Choice Lot—6 for \$49

For men and women. . . All famous brands. Complete with expansion bands — guaranteed like new! (Sample, \$9.95) 25% with order, balance C.O.D.

GET A BETTER DEAL AT **WEINMAN'S** 182 S. MAIN ST., MEMPHIS, TENN.

You Can't Beat **BRODY** For Merchandise

### XMAS SPECIALS

OUR NEW 1959-60 CATALOG. 72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY ITEMS. Send for FREE COPY.

\*FREE—XMAS AND NEW YEAR'S FLYER—JUST OFF THE PRESS

M. K. BRODY & CO., INC.

916 So. Halsted Chicago 7, Illinois L. D. Phone: Monroe 6-9520-9524 —in Business in Chicago for 46 years—Open Sundays—9 to 11.

### CHRISTMAS SPECIAL

6 Ass'd Watches Elgins, Bulovas, Gruens, etc.

\$39.95



Rebuilt, guaranteed like new—in BRAND NEW 1959 style cases. Expansion bands included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 5-day money-back guarantee. SAMPLE \$7.95. Single Watches: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95. Write for free catalog

**MIDWEST WATCH CO.** 5 S. WABASH AVE., CHICAGO 3, ILL.

### SPECIAL

3 PAIR CUFF LINKS & TIE BARS WITH 2 BALL POINT PENS TO SET, GIFT BOX.

55¢ PER SET

SOLD IN DOZ. LOTS ONLY.

25% Dep., Bal. C.O.D., F.O.B. Chl.

**J & N COOK, Inc.** 763 W. Taylor Chicago 7, Ill. OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.

### MANUFACTURERS

Tip Books—Baseball Daily & Weekly—Football—Basketball Books—Jar Games—Club Deals.

**WERTS NOVELTY CO., INC.**

920 S. Pershing Dr., Muncie, Indiana

### FLASH!

### Close-Out! Watch Sets

Man's Smart Jeweled Watch with Expansion Band. Matching Cuff links and tie bar.

\$3.90 Set

Handsomely packed in satin-lined, streamlined gift box! Limited to supply on hand. Rush your order while stocks last! Min. order 6. 25% cash—balance C.O.D.



Cel-Max Christmas Season Sell-Out! Beautifully Boxed! Hand-Set Stones!

### Jewelry Sets

- Sparkling Necklace
- Earrings
- and Bracelet in each set!
- Assorted colors

\$8.90 Doz.

Thousands of more expensive sets included in a sensational factory close-out! Entire stock at one low price to go during Christmas season! Order a sample dozen NOW—re-order before they're gone! High-styled to sell on sight at terrific profit!

25% cash with order—balance C.O.D.

**CEL-MAX, Inc.**

582 So. Main Street

Memphis, Tennessee

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

WHOLESALE BUYERS' GUIDE

Gellman BROTHERS

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

### FOR FAST XMAS SELLING

6 LADIES' and Gentlemen's WRIST WATCHES

- 15-J. . . . \$ 9.95 ea.
- 17-J. . . . 10.95 ea.
- 21-J. . . . 12.95 ea.

1960 Styles—Guaranteed Like New.

\$39.95

Write for price list

JOSEPH BROS., 5 So. Wabash, Chicago, Ill.

### Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.** 2201 Washington Ave., St. Louis 3, Mo.

### Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY Please state your business.

**FRISCO PETE ENTERPRISES, Inc.** 2048 W. North Ave. Chicago 47, Ill. EVerglade 4-0244

GIVE TO DAMON RUNYON CANCER FUND

### FREE LUXURIOUS CATALOG! CAPES & STOLS

BE IN BUSINESS FOR YOURSELF! BIG PROFITS! BUY DIRECT FROM RELIABLE NEW 1960 THE FASHIONS, Ltd. 2230 S. W. 10th, Miami, Fla. Free Catalog. All prices, colors, styles for free.

\$19.50 UP ROSE FUR COMPANY, 20 W. 27 St. (Dept. C77), N.Y. 1, N.Y.

### The Best Sales Boards and Jar Games

Write for information and prices.

**GALENTINE COMPANY**

Dept. B. 519 E. Jefferson Blvd. South Bend 17, Indiana



### FREE! CATALOG ADULT GAMES JAR TICKETS

- MATCH-PAKS • TIP BOOKS
- SALESBOARDS • PUSH CARDS
- BINGO and CASINO EQUIPMENT
- Complete Supplies — Write to Catalog Dept.

**ACE GAMES Manufacturing Company** 2241 So. Indiana Ave. Chicago 16, Illinois

### WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

- TIP BOOKS
- BASEBALL BOOKS

at very, very reasonable prices. Phone: Wheeling—CEDar 34282

**Columbia Sales Co.** 302 Main St. Wheeling, W Va

**ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS**

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

ANOTHER COMEDY BUY! "COMEDY INDEX" the classified gag file from A to Z...

BEST IN JEST. REAL "HUMOR DIJEST." 1 year (6 issues), \$1. Sample, 25c. Donegan, 2065 Creston Ave., New York (B), N. Y.

GIANT ASSORTMENT OF COMICS, SOME original. Cards, Signs, Post Cards, Comic Advertisements. Only \$1. Chip Hudak, 511 So. Blakely, Dunmore, Pa.

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad bits. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif.

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gaffles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laugh Unlimited, 106 W. 45 St., New York, N. Y.

25,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies, 1,800 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y.

Agents, Distributors Items

CASH IN NOW WITH TIMELY HAWAIIAN PRODUCT. Just in time for Holiday Season. Toasted-Salted Hawaiian Coconut Chips.

For added glamour and taste, can also be used to garnish meat, fish, vegetables. Vacuum Packed—24 #2 Tins to a case. Retail 79c per tin. Sample Case, \$9.60; 10 cases at \$8.00 per case; 25 cases, \$7.20 each; 50 cases, \$6.50 each.

20% deposit on C.O.D.'s. GEM PRODUCTS. 1030 Taylor Ave., Baltimore 4, Maryland

CHRISTMAS CARDS WITH MUSIC Designs, 5c to 25c. Free samples. Williams, 19 Hudson St., New York 13.

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED. A sure way to attract more attention and secure greater results.

Rate: \$14 PER INCH. Rule border permitted when using one inch or more.

EARRINGS—ASSORTED STONE AND TAILORED, carded. \$6 gross. Plastic Wailets, assorted colors. \$10.80 gross. 20% deposit. New England, 124 Empire St., Providence, Rhode Island.

HOSIERY—LOW PRICES LADIES' MEN'S. Children's Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn.

MERRY CHRISTMAS TO ALL OUR CUSTOMERS AND FRIENDS. CHRISTMAS HAS ARRIVED EARLY WITH US.

FAMOUS MFR. CLOSEOUTS. Asst. Earrings, \$1.75 & \$3.00 Dz. Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.

Asst. Boxed Sets, \$4.50 to \$6.00 Dz. Boxed Sets, Asst. \$9.00 & \$18.00 Dz.

Eng. Pearl Sets, Boxed \$2.00 Dz. Cultured Pearl Tie Slides, carded \$2.00 Dz.

Asst. Boxed Sets, \$4.50 to \$6.00 Dz. Boxed Sets, Asst. \$9.00 & \$18.00 Dz.

Eng. Pearl Sets, Boxed \$2.00 Dz. Cultured Pearl Pendants, Boxed \$2.50 Dz.

Rosary Beads, Boxed \$6.00 & \$9.00 Dz. Children's Neckties, Boxed \$3.00 Dz.

Plis, Asst. \$1.75 & \$3.00 Dz. Cameo Neck & Earrings, Boxed \$3.00 Dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order. bal. C.O.D.

SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

JEWELRY CLOSEOUTS

FREE CATALOG. E5—Stone E/rigs, etc., asst. Gr. \$12.00. E1—Tailored E/rigs, asst. Gr. 18.00.

E2—Stone & Pearl E/rigs, asst. Gr. 21.00. E130—Rhinstone E/rigs, asst. Gr. 30.00.

O1—Odd Lot Brace & Neckls, Gr. 15.00. L2—Men's Chrome Lighters, Dz. 4.35.

L5—Zippo-Type Lighters, Dz. 6.00. R11—Ladies' Birthstone Rings, Gr. 11.00.

P4—E/RG, 3 strand NK-BR. Bxd. 7.20. 415—Men's or Lad. Watch Exp. Dz. 7.20.

619—Men's asst. Stone Rings, Dz. 3.25. 1165—Flashlights, Tri-Color, Dz. 4.00.

Samples Reg. Price—25% Dep., Bal. C.O.D. NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Pro-tectors. Samples of either 50c with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

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

JEWELRY FOR CHRISTMAS SALES—EN-graving, religious, expansions, rings. Send for Christmas catalog. Samuel Pocker Co., 477 Smith St. (rear), Providence, R. I.

REBUILT WATCHES—ELGIN, WALTHAM, Benrus, Bulova; \$5 and up. Write for free price list. Joseph Bros., 5-BB So. Wabash, Chicago 3, Ill.

REVOLUTIONARY NEW AUTOMOTIVE Item! \$1 seller; quick, flashy demonstration. Exceptional profits. Free sample, no obligation. Macco Products Co., Falls Church 8, Va.

SALESMEN! AGENTS! DISTRIBUTORS!

\$\$\$ MAKE BIGGER PROFITS \$\$\$ Sell RV-2 liquid battery additive. RV-2 out-performs and outsells all others. Send \$3.00 for samples and best deal in country.

USONA DYNAMICS CO. Box 97 Clovis, Calif.

TERRIFIC PROFITS SELLING POPNIK Rockets! America's newest action toy sensation! Fun maker for all ages. Millions will be sold! Rush \$1 for 12 salable samples. Wholesale prices. Satisfaction guaranteed. Samuel Glenn, Box 507, Jacksonville, N. C.

Animals, Birds, Snakes

CHEETAH, 6 MONTHS OLD, FEMALE, very gentle, leash broke, \$750. Python, 21 ft., good feeder, \$750. Raymond Biddle, 328 W. Mannheim St., Philadelphia, Pa.

FEMALE INDIAN ELEPHANT, 3 YEARS, approximately 60 inches, tame, gentle, price \$2,500 f.o.b. Catskill, N. Y. Reason for selling, too large for our Children's Zoo. Guinea Baboons, eight young adults, excellent condition, \$200 for group. Frank Thompson, c/o Catskill Game Farm, Inc., Catskill, N. Y.

Business Opportunities

DUE TO BLINDNESS AM COMPELLED TO sell very profitable Manufacturing and Mail Order business. For information write Doc Marvin, Loxahatchee, Fla.

FOR LEASE—COLORED PARK WITH large pool. 150,000 to draw within 50-mile radius near Charleston. Herbert Clark, Dorchester, S. C.

FOR SALE SHOOTING GALLERIES AND SUPPLIES

Fully stocked, equipped and established business since 1927. Priced to sell, by owner.

H. W. TERPENING 137-139 Marine St. Ocean Park, Calif.

FORTUNES IN FORMULAS!!

Every Man and Woman needs this Giant Volume—900 pages containing 10,000 Valuable Trade Secrets, Formulas, recipes, processes, money-making formulas. Greatest "How-To-Do-It" book in the world. Bound in Gold Stamped Library Cloth. Special, only \$3.95 ppd. Satisfaction Guaranteed.

WORLD'S DROP-SHIP DIRECTORY

Will bring you up to 1,000% profits importing by mail. Tells you How, What and Where to Import. No stock investments. No experience needed. Only \$3 ppd. Order now, and receive Bonus Gift. Agents and Salesman Buying Guide. Satisfaction Guaranteed. Literature Free on request. SAMUEL GLENN (PUBLICATIONS) Box 507, Jacksonville, N. C.

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn.

LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesale, Box 2068-BB, Sioux City, Iowa. ch-np

MEN, WOMEN—SHARE SENSATIONAL mail order success. Opportunity for lifetime income, security. No experience, no inventories needed. No problems. Everything furnished. Guidance given. Write Samuel Glenn Publications, Box 507, Jacksonville, N. C.

PARTNER WANTED

Silent or active, to promote new Park in fast-growing South Jersey area, 22 miles from Philadelphia. Trolley Museum on site. Grand opportunity. Minimum capital \$30,000. Write immediately, all replies confidential.

MR. A. G. ROTH 306a Blue Anchor Rd., Berlin RD1, Tansboro, N. J.

SALESBOARD CATALOG, 10c. DELUX Sales, Blue Earth, Minn.

SIGNS! SIGNS! SIGNS! OVER 2,000 DIFFERENT SIGNS! All kinds of signs. 10c for

This is a

DISPLAY CLASSIFIED AD

Your Advertisement Displayed

in a space this size will cost

only

\$14 per insertion

UP TO \$300 WEEKLY—ONLY 4 ORDERS A day means \$15,000 per year. No Experience, just demonstrate and take orders for the Revolving Golden Beacon. The fastest selling traffic builder and customer attraction. Send for details and free demonstration plan. Golden Beacon Sales, 251 South 5th St., Philadelphia 6, Pa.

WE NEED NAMES. WILL PAY YOU 25c per name for obtaining them for our mailing list. Complete instructions sent for \$1. U. S. only. Harry M. Young, 917 Broad St., Bristol, Tenn.

PAYING SIX PONY RING. YEAR ROUND. Three-day week. Broke ponies. Equipment. Altenburg, 2401 N. State Road Seven, West Hollywood, Fla.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill.

For Sale—Secondhand Show Property

BOAT RIDE—WET, \$795; KID MERRY-GO-Round, 3-abreast, 24 capacity. \$995; 8x12 blue complete joints, \$100; 36-ft. Merry-Go-Round tops, \$150. Topval, Lyndhurst, N. J. Phone GE 8-5880.

FACTORY RECONDITIONED KIDDIE AND adult Rides that have been taken in trade, also some repossessions for sale on long easy terms. Write today for new list and full particulars. King Amusement Co., P.O. Box 448, Mt. Clemens, Mich.

FOR SALE—OTTAWAY STEAM TRAIN, perfect condition, little used, factory inspected recently. Six cars, 330 ft. track, 600 wood ties. Regular train loads on special-built trailer. Many extras. \$4,000 takes all. Robert L. Cochran, 397 Arthur St., Kittanning, Pa.

FOR SALE

Equipment in Excellent Condition. Eli Adult #10 Ferris Wheel, new seats, \$3,500; 1933 Dodge Tractor & 22" Fruehauf Trailer, \$1,250; King Kid Wheel, \$750; King Pony Ride, \$750; Trailer-Mounted Car Ride (12 Jeeps), \$1,250; Ticket Box with Fluorescent Lighting, \$75; Music Box, 2 Floss Machines, 2 Popcorn Machines, 6x6 Center Joint Top only, Humpty Dumpty Sign, Kiddyland Sign, Wiring, 2 Junction Boxes, Misc. Items. R. G. HAMMOND, Rt. #2, Warren, Ohio. TA 42853.

HERSCHELL ROLLER COASTER WITH new drive unit, excellent condition, \$3,500. Noble Park, Funland, Phone 2-4450, Route 7, Paducah, Ky.

FOR SALE OR TRADE—LARGE TRAIN and Kiddie Octopus, in A-1 condition. Write Box 278, Junction City, Ohio

SHOOTING GALLERY—INTERNATIONAL Truck, 6 Guns, complete; 26-ft. Vagabond House Trailer, \$3,000. Louis Masucci, 197 Malcolm Ave., Garfield, N. J. GR. 3-8178 after 6 p.m.

SHRUNKEN HEADS, SHRUNKEN BODIES, strange attractions. Nothing like them. Free folder. Tate's Curiosity Shop, 385 E. Van Buren St., Phoenix, Ariz.

SPECIAL BUILT TANDEM TRAILER. Closed 7 1/2' by 18'; open 28'. Fluorescent lighting, \$550. Ben Sundrud, Park Rapids, Minnesota.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass.

2-ABREAST 36-FOOT SPILLMAN MERRY-Go-Round with 24 aluminum horses, stainless steel outside scenery, price \$4,000. Also Herschell 12-Car Ride-O in A-1 condition, \$2,500. Kiddie Electric Train, 40-foot diameter, \$1,200. Also Frozen Custard, repainted on factory-built body; Electro-Freeze machine, priced reasonably. All equipment stored in New Jersey and can be seen by appointment. Reason for selling: Replacing with new equipment. Contact Morris Vivona, 103 South 21 St., Irvington, N. J., Essex 3-9112, or contact at Chicago convention!

Help Wanted

DRUMMER FOR TRIO AROUND DEC. 8. Must play any style, read, be personable. Ralph Gibbs, Tarrymore Hotel, Jackson, Miss. Phone: FLeetwood 3-3838.

Did This Ad

ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

Rule border permitted when using one inch or more.

www.americanradiohistory.com

Locations Wanted

PERMANENT RIDE LOCATION WANTED, Chicagoland area preferred. In picnic grove, zoo, park, beach, etc. 6 to 10 adult and kid rides. Some Direct Sales Concessions, Candy Apples, Snow Cones, etc. Will be at Krispy Korn booths 2 and 3 at Sherman Hotel, N.A.A.P.P.B. or contact Box C-565, c/o The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

Magical Supplies

FREE MAGIC TRICK GIVEN WITH 160 page Giant Surprise Catalog! Over 1,000 illustrated tricks, jokes, magic, illusions, puzzles! Rush name, address and only 25c. House of 1,000 Mysteries, 202-95 Pinewood, Trumbull, Conn. ch-np

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. del4

Motion Picture Films and Accessories

35MM. FEATURES, 16MM. FEATURES AND Shorts. Hundreds of titles, all price ranges. Write for lists. Crawford, 412 Page, Fort Worth 10, Tex. de7

Personal

MEN—NOVELTY ASSORTMENT, \$10 EX-press only. Prices included with order. No samples or lists. Bower, P. O. Box 787, Gary, Ind.

\$20,000 WORTH BOOKINGS COST \$16.00. Composite reproductions, 8 1/2 x 11; 100, \$13; 250, \$16. Standard, 30 North Dearborn, Chicago, Ill.

\$20,000 WORTH BOOKINGS COST \$16.00. Composite reproductions, 8 1/2 x 11; 100, \$13; 250, \$16. Standard, 30 North Dearborn, Chicago, Ill.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

- 1. Type or print your copy in this space:
2. Check the heading under which you want your ad placed:
Acts, Songs, Gags
Advertising Specialties
Agents, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliope and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand—Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M P Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Sound Equipment—Components
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M P Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

- 3. Indicate below the type of ad you wish:
REGULAR CLASSIFIED AD—20c a word. Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Please insert the above ad in \_\_\_\_\_ issue

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ I enclose remittance of \$ \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Devel pers, Frames, everything for direct positive photography Write for our low prices. PDQ Camera Co. 1846 W. Cortez, Chicago 22, Ill. ch-1fn

Printing

FAST SERVICE! 100 - 8 1/2 X 11 LETTERHEADS, \$2 postpaid. Samples better printing, dime. Refunded. R. Cook (BB) 818 W. Gift, Peoria, Ill. no30

POSTPAID PRINTING SPECIALS!

Quality Workmanship 500 1,000 Bond (8 1/2 x 11) Letterheads... \$4.50 \$6.95 Envelopes (6 1/4), 24 lb. .... 4.00 6.50 Envelopes (No. 10), 24 lb. .... 5.00 8.75 Business Cards ..... 2.25 3.25

TAYLOR

3900 Hamilton St. Hyattsville, Md.

200 8 1/2 X 11 LETTERHEADS, 200 6 1/4 ENVELOPES, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Michigan. de21

LETTERPRESS PRINTING MAGAZINES, newspapers, posters, bumper strips, booklet; 72 hour service. News Press, Mounds, Ill. no30

Salesmen Wanted

SALESMEN - EN-R-G AUTOPLATE GIVES big deal, big profits. Overhaul car motor for only \$6. Sample for your car \$3 or \$30 dozen. Write today. H. J. Jole, 823 Roscoe St., Chicago 13, Ill.

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-1fn

A GOOD SIDELINE CAN PAY EXPENSES. I want one person in each major market area. Commission basis. Now calling on retail stores. You will have exclusive in your area. Madsa Anodyne Tablets. Quick pain relief. Contains no aspirin. Doesn't sour stomach. Stronger, faster, longer lasting relief. Samples for 35¢ and one 85¢ size for \$1. Madsa Products, Post Office Box 21025, Indianapolis 21, Indiana. de21

Talent Wanted

\$20,000 WORTH BOOKINGS COST \$16.00. Composite reproductions, 8 1/2 x 11; 100, \$13; 250, \$16. Standard, 30 North Dearborn, Chicago, Ill.

Tattooing Supplies

TATTOOING THE WORLD OVER; FIRST and second editions, \$2 each, or both for \$3. Zeis, 728-A Leslie, Rockford, Ill.

Wanted to Book

NOTICE!

Northeast Louisiana District Livestock Show in Delhi, Louisiana, now accepting bids for complete clean Show during week Feb. 29-March 4, 1960. Contact:

J. H. MARTIN Secretary Delhi, Ph.: TR 82529.

Wanted to Buy

ELI NO. 5 FERRIS WHEEL, 3-ABREAST Merry-Go-Round. Cash for right price. Pauline Farr, RFD No. 3, Vernon, Conn.

GLASSHOUSE, FUNHOUSE, PHOTOS, Rides, trailer mounted. Have Major and Kid Rides for sale or trade. F. Shafer, Washington, Ind.

WANTED ELI #5 WHEEL

Also 32 or 36-ft. Merry-Go-Round and 2 Kiddie Rides. Also Dodge or Lusse cars with building. Junk not wanted. Have cash.

Have for sale: Rensselaer Miniature Train with 28 sections of track, in very good condition and working order. Also a brand new Scrambler. Address:

STARLITE PARK MICHAEL FIX R. R. 2, Box 245A East Moline, Ill.

Will be at the N.A.A.P.P.B. Convention at the Sherman Hotel, Chicago, Ill., Nov. 29 to Dec. 2.

WANTED TO BUY ABOUT 500 USED Folding Chairs. Must be in good condition. 804 W. Vermont St., Urbana, Ill.

WANTED TO BUY-FIVE NICKEL PHILA. Toboggan Skee Balls. Write: Mattatuck Amusement Company, 87 Scovill St., Waterbury, Conn.

WANTED: BAND ORGANS, CALLIOPES and Electric Pianos. L. M. Horstman, 457 Oneida St., Pittsburgh 11, Pa.

WHIRLWIND OR HURRICANE FLOSS Machine and Booster. State age, condition and price. W. L. Walters Jr., Box 74, Covington, Va.

COIN MACHINES

Used Equipment

SHIPMAN 3-COL. STAMP MACHINES, LIKE new, \$34.50; Dues, \$12; Roll Type, \$55; new \$69. USP, 100 Grand, Waterbury, Conn. de28

POKERINO 20 WITH PUSH CHUTES, \$135 each. 10 with drop chute, \$185 each. New in 1956. James Travis, Box 206, Millville, N.J. no30

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

Wanted to Buy

WANTED - VICTOR, MASTER, ACORN, Northwestern Gum and Charm Vendors, Schoman Stamp and Sticker Candy Machines. Give all information in first letter. Beard Cigarette Service, Brunswick, Ga.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

BUD WHITNEY-AMERICA'S FINEST RODEO, Wild West, Western Show Announcer -producer of old Western Action, 12360 Fineview, El Monte, Calif. de7

WHEN YOU SEE A MAN WALKING IN your town with advertising necktie on, it's "Bang Up Jazz Brown," 831-839 Kelly St., Bronx 59, N. Y.

Musicians

AT LIBERTY-ORCHESTRA TUBA-DIXIE-land, concert, dance, circus. Locate, travel, references, audition. Frank Robyns, 4625 Second, Apt. 217, Detroit 1, Mich. no30

BASS-TRUMPET-VOCALIST DESIRES CONNECTIONS with units and agencies. Box C-564, c/o The Billboard, Cincinnati 22, O.

FENDER ELECTRIC BASS, ALL AROUND experience, any style; best Fender equipment. Musican, Apt. F-5, 3609 Westerville Rd., Columbus 24, Ohio. no30

PIANIST - FULL EXPERIENCE, SHOWS, classics, commercial. Best references. Solo, combos, accompanist. Member 47-802. David Chody, 1406 Hamilton, Manitowoc, Wisconsin.

WELL-EXPERIENCED PIANIST AVAILABLE December 18 thru January 4. Extensive repertoire, good transportation, clean-cut appearance. Write 1756 Dauphin, Apt. 2, Mobile, Ala., or call GR 90624.

TENOR SAX, CLARINET, FLUTE AND Violin, good tone, appearance. Twenty years' experience; read, fake anything. Bedford Brown, 104 W. Mineral St., Hot Springs, Ark.

MUSIC RECORDS ACCESSORIES

Miscellaneous

WANTED-RECORDS, 45'S, EP'S, AND LP'S. Rock and roll, popular and hill-billy. New only; cash. Send list and prices. Stewart's Record Shop, 221 E. City Hall Ave., Norfolk, Va. no30

WANTED-STEREO TAPE ONLY. CASH. Send list and prices. Stewart's Record Shop, 221 E. City Hall Ave., Norfolk, Va. no30

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. no30

HIGH AERIAL ACTS FOR OUTDOOR PRESENTATION. Rigging illuminated. Visible for miles. Stunt men extraordinary. Mar Productions, 456 Lamphier, Warren Ohio de14

SPANISH DANCE REVUE, BEAUTIFULLY costumed, featuring authentic dances and songs. Great outdoor attraction. B. Taggart, 1602 National Ave., Rockford, Ill. no30

THE GOLDEN GLOBE OF DEATH, FLASHY thrill act. Rolls and sets on rubber. Fireworks finale. Contact Speed Wilson, 2854 Belmont Ave., Chicago 18, Ill. IRVING 8-4658.

Parts, Supplies

CAPSULE JEWELRY - ASSORTED EARRINGS, \$5 gross. Heart Pendants, \$5 gross. Solitaire Rings, \$60 gross. Cuff Links, \$14.40 gross. Birthstone Rings, \$11 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. de7

100 LATE MODEL UNITS, MUSIC, GAMES, Heart of fishing and game country; thriving tourist business. Top book, no good will asked. \$20,000 will handle. Intermountain Amusement, 105 1/2 Sherman, Coeur d'Alene, Idaho.

Routes for Sale

100 LATE MODEL UNITS, MUSIC, GAMES, Heart of fishing and game country; thriving tourist business. Top book, no good will asked. \$20,000 will handle. Intermountain Amusement, 105 1/2 Sherman, Coeur d'Alene, Idaho.

Vocalists

MALE VOCALIST, 21, WISHES CONTACT with recording company. Composes much of own material. Will send photos and demo of own songs on request. Box C-563, c/o The Billboard, Cincinnati, O.

PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

CONTINUING... the account, started last week, of her activities during the past season, Madaline E. Ragan reports that while in Atlantic City "I visited with Bobbie and Evelyn Roan and Jack David. They were on the Boardwalk with slicers, juicers and blade planers. Incidentally, where are Speedy and Ruth Haskell? Pat Keller has been off the road since the death of Herman. She is living in Brooklyn where daughter Madaline is in school. She wrote me not long ago to the effect that she certainly missed the road this year. She would like to hear from friends, who may write to her at 394 Christopher Avenue. All the old-timers were saddened at news of the death of Rattle Snake Bill Podow. Harry Kincheloe is at the Elks Home in Bedford, Va. He, too, would like to receive mail. How are things with George and Estelle Reagan and Teresa Sidenberg? Pipe in folks, and let us know."

"I AM... doing well, as usual, in dear old West Virginia," writes Jack (Bottles) Stover from Moorefield. "It's been quite frigid here, so tell the lads and lassies who are in light dress and short on alcohol that they had best stay down road."

EN ROUTE... south from the West Coast, Al Edward stopped off in Denver for a few days and reports that the boys are back from elk and deer hunting expeditions. Among those bagging deer were Ralph Smith, Spots Goodman, Rex Elliot, Alex Risolia and Ted Kinipel, while Jerry Elliot, Red Green, Danny Beales and Larry Green were lucky enough to get elk. Risolia, Red Green and Beales are getting their Christmas tree lots ready. As soon as the cranberry scare cropped up Beales and Red Green took their trucks to Wisconsin for loads of the Wisconsin product; then rented a small store in Denver and advertised a bit. As a result their store looked like a July Fourth celebration at Greeley, Colo. If the berries hold out they'll have it made, says Edward.

COLLINS... the old white stone worker, writes from Newark, N. J., to say that he is taking it easy these days and give a little info on other workers in that area. "Murray is working novelties in a local Bamberger store and appears to be doing okay. This is his fourth year at the store during the Christmas period. Some of the boys are working slum jewelry on Newark streets, but in New York they are few and far between in

LETTER LIST

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

MAIL ON HAND AT CINCINNATI OFFICE

Allen, Audrey; Allen, Martha Dianne; Allen, Ray F.; Allen, Thelma; Anderson, John E.; Asher, Charles; Bailey, F. W.; Bain, Gene R.; Balam, Vangel; Bale, Mrs. Irene T.; Bale, E. Trevor; Barnett, George; Barnum, John; Barr, George; Bartholice, E. A. & Mrs.; Beal, Glenn E.; Beavers, Bill & Mrs.; Bender, Charles; Benham, Robert Lee; Bernard, Victor J.; Bertram, Dick & Mrs.; Bess, James R.; Betzold Jr., Edward; Bishop, John; Black, Jack; Bloom, David; Bloom, Oscar; Bordonaro, Samuel; Boston Joe; Bowes, Jerry; Boyd, R. L.; Bradley, Bill; Bramlage, Byron G.; Rratton, Frank; Broeffle, Sonny; Brooks, Verle; Broshar, Mrs.; Brown, Ralph Eugene (Corky); Burdine, Roy O.; Burton, Irene; (Wild Life Exhibit); Bush, Henry W. & Mrs.; Butler, Gil; Carlyle, Robert; Carter, William F.; Carvalha, Raymond; Cash, Joe Edward; Cavalierro, Mrs.; Chemniant, Lee; Chisholm, John (Rocky); Clark, Lou & Mrs.; Coleburn, John; Cole, Marian; Conlon, Edward H.; Cook, J. M. (U. S. Reptile Exhibit); Cooper, Bobby; Cooper, Jerry F.; Cooper, Joan; Counter, William; Cox, Clifton; Cox, Shirley Sue; Cox, Lester; Crabtree, Walter; Curtis, John; Darrett, Martin W.; Daubenspeck, R. V.; Daugherty, Clinton & Mrs.; Davis, J. E.; Day, Charles; Dearduff, Roy; De Graffenreid, Marion F.; Del Mar, Lisa; Delano, William; Delgross, Daniel; Demsey, John; Detweiler, Ann; Dick, Billy; Dillon, Leonard; Dimmette Jr., R. G.; Dornier, Mrs. Lee; Duane, Bob J.; Duncan, Leonard; Duncan, P. L.; Eckert, Ben; Ekins, William C.; Ewell, Peggy; Estias, Bela; Gold Trio; Fitzsimmons, Roy; Flood, Fred; Fowler, Floyd J. & Loreita; Fraker, Chas. W.; Franke, Russell; Franklin, Fred; Frederick, Mrs. Diann; Gallupo, Jack; Garvia, Tony; Garvin, Marvin; Gattis, Glendon & Gelene; Gattis, Jimmie; Getty Sr., Ralph A.; Gibson, John & Phyllis (High Act); Givens, Joe I.; Glosser, Benjamin; Gopolski, Larry; Goude, James E.; Gray, Clifford H.; Gray, Vivian; Grigsby, Ray; Gutnick, Kenneth M.; Gwens, Joe; Hale, D. D.; Hale, P.; Hall, Pearl; Hamster, Alice H.; Hangstetter, Allan; Hanlon, Pat; Harley, Lee; Harrison, Frank (Greater Shows); Hansen, John; Harmon, Bud; Harris, H. M.; Harsh, Lois; Hauck, Harry; Hawkins, Hattie M.; Henderson, Duane; Henderson, Herman; Hern, Gary; Hicks, Johnny; Higgins, Jerry; Hill, J. & E.; Hill, Lee; Hines, Charles; Hoff, Ben; Hoffman, Eugene; Hose, Mrs. Reland; Holliday, Jack; Hollingsworth, Fred; Hns, Ireland; Howey, Fred; Hoyt, Laura; Hoyte, Dan Emory; Huffle, Tom; Iker, Capt. Don; Imes, Warren; Ireland, Agnes; Jack, Mrs. Barbara E.; Johnson, Joe; Johnson, Tom; Johnson, Wm. T.; Jordan, Ruby Lee; Kalbaugh, Wm. & Mrs.; Keller, Prof. George; Kelly, Emmett; Kelly, Slim; Kelroy, Mrs. I. M.; Kennedy, Robert; King, Pearl F.; Kipp, Stewart; Klein, Seymour; Knight, H. M.; Koenig, Charles; Kuykendall, Roger; La Breche, Frieda; Yvonne De Wald; Latimer, L. J.; Lavelda, Ted & Mrs.; Lawrence Mrs. Shirley; Leasure, C. C.; Lehman, Herb; Leib, Rodrick H.; Lester, N. B.; Levine, Harry; Liny, Stanley; Lombardi, Robert; Long, Eddie; Lowery, John & Mrs.; Lyons, Ross; Lytton, Al; McDermott, Dolores; McDermott, William; McDonald, J. K.; McGee, Philip L.; MacLaughlin, Dick; McTeague, Edmund & Mrs.; Mack, Billy H.; Manstein, Bill; Mapes, Tom; Maricle, Bertha; Marline, Stash; Marsh, Jesse B. & Mrs.; Marshall Jr., Walter G.; Martel, James Spotsy; Martin, Bill; Masiello, Loretta; Mason, Jim; Mason, Tony; Matthis Jr, Edward D.; Metcalf Jr., Wm. F.; Miller, Bobbie; Miller Jr., Wm. Bobby; Miller, Janice Ann; Miller, Paul (Paul Miller Shows); Miller, Robert B.; Minich, Mrs. Barbara; Minton, D. E. (J. H. Hardin); Mitchell, James T. & Melvin Black; Mohr, C. E.; Mohr, Donna; Mongerson, G. W.; Montello, James; Mooney, Mrs. Ginger; Moore, Roy; Moran, Billy; Moran, Evie or Evvie; Morgan, Celia Mary; Moreno, Gus; Morris, Edw.; Murphy, Pat; Musgrove, Truman; Mulkey, Clifford; Nabor, Dalsy; Naramore, Mrs. Dolly; Nash, Larry; Nash, Lindy & Mrs.; Nash, Orlando & Mrs.; Nemio, Mrs. S.; Nippo, William N.; Neilson, Herbert; Norman, Charles; O'Connor, James G.; O'Hara, Frederick; Oliver, Sveve; O'Riley, Jimmie & Mrs.; Oleott, Frank; Osborne, Bill; Palmater, Dick; Parker, Mrs. Ella; Virginia; Paul, Stanley; Pauli, F. W.; Perkins, Fred B.; Perry, W. D.; Peterson, Bob; Phillips, Nikki; Pinelli, S.; Poplin, Charlie M. & Jewell; Powers, Mrs. Nellie R.; Pronath, George; Puckett, Preston; Reed, John & Mrs.; Reeves, Tommy; Reichert, Frank; Renado, Joseph F.; Reynolds, William (Wolfe); Richards, Arthur; Richey, Louise; Ristick, James E.; Ristick, John; Ritchie, Mrs. Louise; Roberts Wm T.; Robinson, Charles; Robinson, Hattie; Robison, Marie; Rochman, Albert; Rotolo, Joseph; Roxby, Wm. A.; Royal, Johnny; Rutzen, Kenneth; Sagle, Carol; Scott, Lewie; Scott, Paul & Mrs.; Settle, Thurman D.; Shaffer, J. E.; Shindler, Charles; Shuemaker, E.; Smallwood, Leon; Smith, James V.; Smith Jr., Hayes W.; Smith, Roy; Snellings, Hattie;

Sowman, Mrs. Rose; Speer, Cecil; Spleker, James T.; Spoon, Mrs. Sue; Stank, James L.; Stanley, Bobby; Steenrod Jr., Elmer; Stefan, Josef; Stein, Mrs. Barbara; Stillman, Chuck; Stimmel, James; Stoffel, Walter (Wildlife Exhibit); Stutler, Bob (or Stutler); Suber, Emma & Sarge; Sullivan, Joan E.; Summers, James E.; Swain, Cecil V.; Swenson, Lucky; Taylor, John & Opal; Taylor, Leon; Taylor, Mrs. Sue Ann; Taylor, William; Thomas, Richard; Titts, Sherry; Tolter, Clyde H.; Tolley, Virgil; Tombs, Doc; Trela, J. C.; Turner, Danny; Tutterow, Charles G.; Tyszka, Walter; Vohl, Henry (Golf); Voigt, Robert & Laura (Bob Top & Laureen); Voia, Dagmar; Welser, Calvin; Wellner, J. E.; White, Albert (Clown); White, Alice; White, Fian; White, Vesper F.; Williams, Dock; Wilson, Harvey T.; Wilson, Theodore; Woodcock, Wm. (Buckies); Yearty, Ben

MAIL ON HAND AT ST. LOUIS OFFICE

Parcel Post Davis, Scotty, 66¢; Snook, A. T., 58¢

Ackerman, William; Addison, Roy; Allen, H. S.; Allen, Wilbur H.; Ames Sr., Jack; Atkins, Paul; Bain, Gene; Bain, Mrs. John; Bartholice, Mr. & Mrs. G. A.; Bensing, Walter; Bishop, Brownie; Bostick, Ellis; Bowen, Ray; Boyle, William; Carl, Robert; Collins, Mrs. Fern; Carpenter, Clifford; Coleman, Mrs. Dorothy; Converse, Art; Cook, Jack; Coomes, L. E. (Larry); Cooper, Jerry F.; Cox, Francis X.; Cox, Raymond (Blacky); Crowe, Bill; Denind, Luther; Dick, Daniel D.; Donovan, James; Duffy, Mr. & Mrs. John; Edson, B. J.; Fisher, Earl; Followell, Blackie; Francis, John A.; Franks, T. S.; Freeman, Bill Happy; Gospodarski, Larry P.; Gray, C. H.; Grieks, Charles; Haddock, Mr. & Mrs. Larry; Hamilton, Mr. & Mrs. Olin W.; Harrell, Earl D.; Hatfield, James; Harris, Sonny (Manley); Heffner, David; Henry, Todd; Hollenbeck, H. C.; Holston, J. F.; Kerner, Dorothy; Koch, Cletus Q.; LaBreche, Mrs. Frieda Yvonne; Lamson, Harry W.; Lay, Verna; Lazear, Mr. & Mrs. Max; Lewey, Thomas M.; Liddle, Bernice C.; Little Sr., James L.; Loftis, Jack R.; Luffman, Paul N.; McConnell, W. C.; McWhorter, Ted; Mathews, Sherry; Matthews, Sport & Alice; Mercy, Frank; Miles, Rex; Miller, Paul A.; Morgan, Clyde; Morgan, Don; Moran, Sailor; Neill, L. K.; Newsman, Hunts A.; Nix, Ray; O'Day, William H.; Osbourn, Walker; Paek, Johnny; Phillips, Mr. & Mrs. Austin; Pitchlynn, Carl; Romero, Rickey; Sharpton, Mrs. Charles; Sheffield, Mr. & Mrs. William C.; Silcox, Jo Ann; Slavin, Ed; Slinm, Chester; Smith, Jack E.; Smith, Jimmie; Smith, Robert; Steamer & Dothery; Stergiou, Costa & Gertrude; Stevens, Grant; Strahl, Mr. & Mrs. Edward; Talbott, Elwood E.; Vomberg Jr., Jack; Walters, Curley; Watson, Jack; Weaver, J. L.; Wetherbee, Harold; Woodward, Mr. & H.; Holston, J. F.; Kerner, Dorothy; Koch, Cletus Q.; Mannings Shows, Inc.; Miller, Pony Farm; R. &amp. H. Equipment Company; Rothman, Emanuel C.; Smith, H. W. Jr.; Tobell, Allen; Whitehead, George F.; Wright, Dale Jeanne

MAIL ON HAND AT CHICAGO OFFICE

Arnold, Raymond L.; Charles, Michael; Cooper, Jerry F.; Evans, Sam; Harris, Fred; Hickey, J.; Holland, E. Snoden; Jaxon, Jaykay Bros. Circus; Manning Shows, Inc.; Miller, Pony Farm; R. &amp. H. Equipment Company; Rothman, Emanuel C.; Smith, H. W. Jr.; Tobell, Allen; Whitehead, George F.; Wright, Dale Jeanne

MAIL ON HAND AT NEW YORK OFFICE

Byrnes, Charlie; Burke, George; Cooper, Chip; Davidson, T. Y.; Gilmore, R. J.; Jackson, Dixie; Lorraine, Blanche; Miller, Tom; Serious, Bill; Stark, Al; Stewart, Jerome A.; Strong, Peter; Weather, Alfred; Weber, Donald Philip; Wilcox, Ramon; Winters, Helen

Shelbyville, Ind., Fair Re-Elects

SHELBYVILLE, Ind.—Earl M. Goodwin was re-elected president of Shelby County Fair. Also renamed were Garnett S. Patterson, first vice-president; Mrs. Louis Grover, second vice-president; Glenn V. Bass, secretary; Charles Scheffler, treasurer, and Glenn Callahan and Gilbert Sie-



**SIGNAL FLASHLIGHT**  
... really Glows in the dark!

VACUUM-PLATED CHARMS  
1M to 4M—  
\$12.00 per thousand.  
5M and up—  
\$11.00 per thousand.

at your distributor or  
**Guggenheim**  
INC.  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL 5-8393

# Memphis Operator-Distributor Says 25 Units Enough to Start Operation

By ELTON WHISENHUNT

MEMPHIS — Russ Thomas, owner of Vendor Distributing Company, long-time bulk operator and distributor, said last week he starts new operators in the business by "not trying to oversell them on the number of machines to begin with."

Thomas said he does not try to sell them 50 or 100, but 25 machines.

"I consider that the minimum to start with," he said. "I advise the beginning operator to add to his route later. With the 25 he can find out what type of locations go best, learn the business in his spare time and if he wants to go into it

full time he can then build the route up."

### \$1 Week Gross

Thomas, a tall, affable man, said he advises beginners that they can make 30 to 35 stops a day and give proper service. He tells them that a good stop should gross a minimum of \$1 a week for everybody to make money.

Experience has shown the best locations in this area to be the supermarkets where there is heavy foot traffic, Thomas said. He said he tells starters that if their locations are slow and average less than \$1 a week they should seek better spots.

### Three Points

On soliciting locations, Thomas tells operators never to emphasize the commission but to accent three things: (1) The late model equipment; (2) the good merchandise; and (3) the good service the operator will render.

"The commission should be played down," said Thomas. "In this area it is 20 per cent. In some others it is 25 per cent. But to do a proper job the operator should not pay more than 20 per cent commission."

"The reason is that if he pays more than 20 per cent he will not

be able to put the right amount of charms in his mix and his collections will suffer.

### Mixed Fill

"The best way in starting out is for the operator to buy fill already mixed. All distributors handle this: It is better than for them to mix it themselves until they learn something about the business. Then when they are acquainted with it, they can mix their own fill, featuring the charms they feel will do best at their particular locations."

Thomas has no financing plan for beginners. Several factories he represents do have terms for experienced, proven operators, but not for beginners. Thomas said he has found it best not to extend credit to beginners.

"When they prove themselves capable then we can talk credit terms. But I have found it best never to offer terms to a newcomer. For one thing, it makes him exert less initiative, whereas with his own investment dependent on his work he can better prove himself."

### Initial Investment

Thomas said for a beginner to start with 25 machines full of merchandise the cost would run \$500 to \$625. Thomas said each machine would cost \$20 to \$25. After that, fill costs vary considerably, but leaves the operator ample profit. Cost of fill depends on number of charms, kind of charms and cost, and quality and weight of gum.

This type operation lends itself ideally to a person with a job and putting part time into the route, Thomas said. If he is successful at that, and builds it up to the point that it takes all his time, then he is ready to quit his job and devote full time to bulk vending.

Once a man has 200 machines on location, Thomas feels he is on the safe side and will make a sufficient income to justify a full-time operation.

**WANT TO BUY Vending Machines**

Acorns, 1c and 5c    Victors    Counter Games  
Atlas, 1c and 5c    Model Vs    Sanitary Vendors  
Northwestern    Toppers    Stamp Machines  
(model 49 & 33 nut)    (3-col. Shipman)

You Name It, We Want It! All Makes and Models  
Send Your List of All Machines and Lowest Prices Wanted. We pay top dollar

**RAKE COIN MACHINE EXCHANGE**  
609 Spring Garden St.    Walnut 5-2676    Philadelphia 23, Penna.

**CHATTERING SKULLS . . .**  
free advertising labels. Terrifying action in hinged jaw. \$10 per M. (for 5M or more)

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

**The PENNY KING Company**  
2538 Mission Street, Pittsburgh 3, Penn  
World's Largest Selection of Miniature Charms  
ATLAS MASTER . . . the proved 1c-5c vendor

Ask about Our ATLAS Finance Plan

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

EASTERN ELECTRIC CIGARETTE,  
10-Col., all coin, 25c & 30c . . . \$75.00

NATIONAL 9-M CIGARETTE,  
25c & 30c . . . 85.00

8-COLUMN CRUSADER,  
25c & 30c . . . 57.50

8-COLUMN PRESIDENT,  
25c & 30c . . . 50.00

8-COLUMN DIPLOMAT,  
25c & 30c . . . 65.00

CONVERSIONS,  
(30c to 35c) . . . 7.50

8-COLUMN STONERS (pre-war & post-war)  
6-COLUMN STONERS (pre-war & post-war)

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

**NATIONAL VENDING SERVICE CO.**  
46 Fulton St., Brooklyn 1, N. Y.  
TRiangle 5-1857

YOUR NAME ADDRESS

**CANCER**  
% YOUR LOCAL POST OFFICE

Give to the AMERICAN CANCER SOCIETY

when answering ads . . .  
Say You Saw It in The Billboard

**NEW! NEW! NEW!**  
There Will Be Plenty of Action in Your Machines With These Rings!

Here are a couple of rings that will make engagements easy. Your machines will always be busily engaged, too. Kids will load them with coins. These are real stones, not plastic

**ROBIN RING**  
Octagon Shaped Crystal. 4 1/2 carat stone. Sparkles like the real thing.  
\$17.50 per M

**CAROL RING**  
Ass'd. color stones. Beautifully set in rich type setting with large size stone.  
\$16.80 per M

Good for all types of vending!  
Order Now for These Money-makers.

Paul a. **Price** co. inc.  
55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-B

**TWENTY-FIVE (25) GIMMICK MIX**

ONE THOUSAND will Fill THREE (3) MACHINES Full of TREASURES & REWARDS

5,000 and up . . . \$7.50 per 1,000  
1,000 to 4,000 . . . \$9.60 per 1,000

F.O.B. Jamaica, N. Y. Immediate Delivery.

Here are TWENTY-FIVE different GIMMICKS, enough to make a child WANT to BUY.

**SAMUEL EPPY & COMPANY, INC.**  
91-15 144th Place Jamaica, N. Y.

**BIG SAVINGS**

on BALL AND VENDING GUMS

Same fine flavors Centers and Coatings

**Direct LOW Factory Prices**

Bubble Ball Gum, 140-170 G 210 ct. & Giant Size . . . 27¢ lb.  
Chicle Ball Gum, 130 ct . . . 35¢ lb.  
Clor-o-Vend Ball Gum . . . 40¢ lb.  
Clor-o-Vend Chicks, 320 ct. . . 40¢ lb.  
Chicle Chicks, 320 & 520 ct . . . 36¢ lb.  
Bubble Chicks, 320 & 520 ct . . . 28¢ lb.  
Tab (short stick) 100 ct. . . 38¢ box  
5-Stick Gum, 100 packs . . . \$1.90

F.O.B. Factory 150 lb lots

**AMERICAN CHEWING PRODUCTS**  
35 years of manufacturing experience.  
4th & Mt. Pleasant • Newark 4, N. J.

**YOUR AUTHORIZED VICTOR DISTRIBUTOR**

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .

**INCREASE YOUR PROFITS BIG WITH VICTOR'S VENDORAMA® . . . THE ALL-PURPOSE VENDOR . . . AND THE 4 OR 6-UNIT STAND**

<p>Bernard K. Bitterman 4711 E. 27th St. Kansas City, Mo. WA 3-3900 Iowa, Neb., Mo., Kan., Colo.</p>	<p>Champion Nut Co. 1194-1198 Tremont St. Boston 20, Mass. Highland 5-8935 Mass., Conn., R. I., N. H., Vt., Mo. Ed Flanagan</p>	<p>Ellingworth Supply Co. 659 Adams St., N.E. Mpls. 13, Minnesota SUNset 8-6972 Minn., N. D., Mont., S. D., Wyo.</p>	<p>Graff Vending Supplies 2817 W. Davis Dallas 2, Tex. Whitehall 8-7117 Okla., Ark., Tex., Miss., La., N. M., Ariz.</p>	<p>H. B. Hutchinson, Jr. 1784 N. Decatur Rd., N.E. Atlanta 7, Ga. DRake 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.</p>
<p>Logan Distr., Co. 1850 W. Division Chicago 22, Ill. HUMboldt 6-4870 Ill., Ind., Ohio, Wis., Mich., Ky.</p>	<p>Northwestern Sales &amp; Service Co. 446 W. 36th St. N. Y. 18, N. Y. LONGacre 4-6467 New York State</p>	<p>Parkway Machine Corp. 715 Ensor St. Baltimore 2, Md. Eastern 7-1021 Va., Md., W. Va., Del.</p>	<p>Standard Specialty Co. 1028 44th Ave. Oakland 1, Calif. AN 1-9037 Wash., Orc., Idaho, Calif., Nev., Utah and Hawaiian Islands.</p>	<p>Yeedco Sales Co. 2124 Market St. Phila. 3, Pa. LOcust 7-1448 Pa., N. J.</p>

**Unique in Design and Beauty**

**VICTOR VENDING CORPORATION**

**VICTOR'S VENDORAMA**  
The New All Purpose Bulk Vendor  
The One Machine for Vending All Types of Bulk Merchandise.

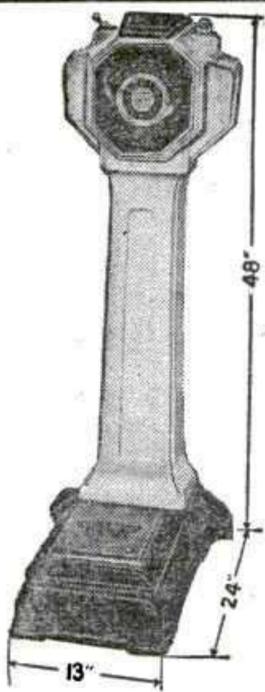
1c  
5c  
10c  
25c

- Easy to Service
- Large Capacity
- Top Fill
- Refill Assembly
- Removable Cash Drawer
- Wholesale Price \$17.95 each

Write for Lowest Prices on our complete line of  
● CHARMS ● BALL GUM  
● CAPSULES ● MACHINES

Order Now From Victor's South-eastern Distributor.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road N.E.  
Atlanta 7, Ga.  
Phone: DRake 7-4300



### KICK OFF BULK WRAPUP NEXT WEEK

A nationwide roundup of business conditions in the bulk vending industry will be kicked off in next week's issue of *The Billboard*. The report, gathered by *Billboard's* staff of correspondents throught the country, goes into eight major cities in an effort to determine just how good 1959 has been for the bulk trade thus far. Some of the topics discussed will include: How are collections for the first 10 months of 1959 compared to last year? What are some striking local factors? Are any specific types of locations—any specific types of fills—doing better than others? What are some operators doing to boost business—and how successful has it been?

**\$25 DOWN**  
**Balance \$10 Monthly**  
**ALL WEATHER SCALE**  
**COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.**  
**WRITE FOR PRICES.**  
*Invented and Made Only by*  
**WATLING**  
 Manufacturing Company  
 4541 W. Lake St. Chicago 24, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
 Cable Address: WATLINGITE, Chicago

Servicing is Simplified with the

**Northwestern INTERCHANGEABLE MERCHANDISE UNIT**

**Northwestern GOLDEN '59**

Is your best buy and here's why!

- ✓ IT'S VERSATILE — Dispenses all small products from peanuts to capsules and jumbo ball gum
- ✓ GETS MORE COINS — Striking appearance gets added attention ... and extra coins

**SIDMOR VENDING CO.**  
 2137 Fifth Avenue Pittsburgh 19, Pa.  
 Phone: ATLantic 1-2540

Servicing is Simplified with the

**Northwestern INTERCHANGEABLE MERCHANDISE UNIT**

**Northwestern GOLDEN '59**

- ... Easy to Service
- ... Easy to Clean
- ... Time Saving
- ... More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
 2029 Prospect Ave., Cleveland 13, Ohio  
 Phone: Tower 1-6715

**BANKRUPTCY SALE**

S. HARVEY KLEIN, Trustee in Bankruptcy of

**MAMCO CORPORATION**, also known as **MILLS AUTOMATIC MERCHANDISING CORPORATION**, Case No. 59 B 6346,

will offer for sale on December 4, 1959, at 11:00 o'clock in the forenoon before WALLACE STREETER, Referee in Bankruptcy, in Room 357-B, United States Court House, 225 South Clark Street, Chicago, Illinois, the penny gum vending machine and person weighing machine business of the MAMCO CORPORATION, also known as MILLS AUTOMATIC MERCHANDISING CORPORATION, including

Approximately 2,970 Gum Vending Machines;  
 Approximately 1,761 Persons Weighing Machines;  
 Gum Inventory;  
 Furniture, Fixtures and Equipment;  
 Good Will.

The Trustee is operating the business pursuant to order of court and is authorized to sell all or any part of said assets in bulk or piece meal, or as a going concern.

All bids must be for cash and must be accompanied by a deposit of 25% thereof.

S. HARVEY KLEIN, Trustee  
 100 West Monroe Street  
 Chicago 3, Illinois  
 Telephone—STate 2-1821

ALEX H. DOLNICK,  
 Attorney for Trustee  
 33 North LaSalle Street  
 Chicago 2, Illinois  
 Telephone—ANdover 3-1023

## Eppy Bows New Charm-Filled Capsule & 'Copyright Series'

NEW YORK—Two new charm items—a "copyrighted charms" gimmick series Number 57 and a charm filled capsule—were introduced by Samuel Eppy & Company to the operator trade recently.

The series 57 charms are especially suitable for inside fill, are vacuum metalized and sell for \$4.25 per M for 100,000 and up; \$4.75 per M for 25,000 to 99,000; and \$5.25 per M for minimum order of 5,000 up to 24,000.

The capsule items are each filled with two charms and are priced \$17 per M. The following 10 charms are used in the mix: Snake that crawls, lighter, ivory monkeys, folded skeleton, gold slipper, gold six-shooter gun, plastic playing cards, rubber heels, doughnuts and milk and arrowheads.

Capsules are also available empty, prices \$4 per M for 100,000; \$4.50 per M for 50,000 to 90,000; \$5. per M for 10,000 to 40,000. Capsules are packed 10,000 each side to a carton, minimum order is 10,000.

## Price Debuts New Capsule

NEW YORK — Paul A. Price, leading charm maker here, has debuted a new capsule unit which includes a top molded of polyethylene. Holes in the top permit use of the capsule as a salt or pepper shaker after its use in the vending machine.

The top unit is assembled in cork-like fashion inside the capsule so that no edges, which might pull the unit apart, protrude. The top is available in various colors while the body of the unit is transparent, permitting display of the item contained within. The units will be available at \$5.50 per thousand.

## FTC Cites 2

WASHINGTON — Two affiliated vending machine distributors were charged recently by the Federal Trade Commission with selling machines thru deceptive employment offers, exaggerated earnings claims and other misrepresentations.

Cited in the formal complaint were Commercial Distributors of America, Inc.; National Placement and Distribution Agency, Inc.; Gene J. Davidson, their president; and William J. Stockton, vice-president of National. All respondents are from Newark.

## Suhr Route

Continued from page 71

are those containing commission checks for the service organizations. The check for the Fresno City Kiwanis Club alone averages \$200 or more a month.

The funds have supported school lunch programs, scholarships, little league baseball and health and safety campaigns. Since 1947, Suhr says proudly, he has written commission checks for worthwhile community activities totaling about \$80,000.

Suhr wants to continue writing big commission checks for the service clubs. So he stimulates his own business by trying to inculcate a feeling of responsibility among the club members. "If they can feel a sense of ownership in the bulk venders," he declares, "my business increases and their commissions rise." Prize locations have been obtained by members whom Suhr has acquainted with the vending business.

## H. B. "HUTCH" HUTCHINSON SAYS:

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."



We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

**H. B. HUTCHINSON, JR.**  
 1784 N. Decatur Road, N.E., Atlanta 7, Ga.  
 Phone: RBake 7-4300

## Electric Money Maker Famous ACME ELECTRIC MACHINE



Time proven favorite for health and amusement. Electric vibratory current increased at will by player. One dry cell battery good for 1,500 to 3,000 plays.

Sample ..... \$28.13  
 2 and up ..... 23.50  
 Floor Stand ..... 5.00

1/3 Deposit, Balance C.O.D., F.O.B. N. Y. We stock a complete line of Vending Machines, Stands, Parts, Supplies, Charms, Capsules, Merchandise and Ball Gum.

ORDER TODAY

## J. SCHOENBACH

Distributors of Amco Vending Machines  
 715 Lincoln Place, Brooklyn 16, N. Y.  
 President 2-2900

## MULTIPLE VENDING Means LARGER PROFITS With Northwestern GOLDEN 59 And HI-LO MULTIPLE STANDS



Just try this money-making combination on your route and see for yourself.

Wire, Write or Phone  
**THE NORTHWESTERN CORPORATION**  
 22115 Armstrong St., Morris, Ill.

**RECONDITIONED MACHINES**

N.W. MODEL 49's	\$11.95
PREMIER CARD MACHINES	13.95
8-COL. 1¢ TAB GUM VENDORS	14.95
N.W. TAB GUM—1¢	18.95
TOPPERS—1¢ BALL GUM	9.95
VICTORS—1¢ MODEL V	7.95
FOLDER STAMP MACHINES	12.50

**MERCHANDISE**

MALT-ETTE—100 CT.—Per 100	29¢
RAIN-BLO GUM—210, 170 OR 140 CT.	30¢
RAIN-BLO GUM—100 COUNT	32¢
RAINBOW PEANUTS	28¢
BOSTON BEANS	28¢
LICORICE LOZENGES—VEND. SIZE	26¢
PEANUTS—SALTED	42¢

**CHARMS**  
 JUMBO VENDOR MIX—ASSTD.—A REAL WINNER, PER BAG \$3.00



**VICTOR'S PROVEN MONEY-MAKER TOPPER**  
 1c BALL GUM VENDOR  
**\$13.95 EACH**

1/3 Deposit on All Orders  
**PARKWAY MACHINE CORP.**  
 715 Ensor St., Baltimore 2, Md.

## MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxe 1¢ or 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. Model #33 1¢ Porc. Converted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorns, 1¢ or 5¢ B.G. or Mdse.	10.00

## MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb. vac. pack fins, per lb.	85¢
Pistachio Nuts, Jumbo Queen, Red	68¢
Pistachio Nuts, Jumbo, Queen, White	63¢
Pistachio Nuts, Large Tulip	65¢
Pistachio Nuts, Vendor's Mix	58¢
Pistachio Nuts, Sheik	48¢
Cashew Whole	66¢
Cashew Butts	58¢
Peanuts, Jumbo	42¢
Spanish	32¢
Mixed Nuts	57¢
Baby Chicks	30¢
Rainbow Peanuts	32¢
Boston Baked Beans	32¢
Jelly Beans	28¢
Licorice Gems	28¢
M & M, 550 Ct.	59¢
Hershey's	47¢

Rain-Blo Gum, 60 ct.	30¢
Malt-ette, 100 ct., per 100	32¢
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	30¢
Rain-Blo Ball Gum, 100 ct.	32¢
300 lb. minimum, prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	45¢
Wrigley's Gum, all flavors, 100 ct.	45¢
Beech-Nut, 100 ct.	45¢
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
 One-Third Deposit, Balance C.O.D.

## IMMEDIATE DELIVERY on the NEW

## Northwestern GOLDEN 59



This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN SALES AND SERVICE CO.**  
 MOE MANDELL  
 446 W. 36th St., New York 18, N. Y.  
 LOngacre 4-6467

GIVE TO DAMON RUNYON

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of November 23)

Table with columns for Machine Name, High Price, Low Price, Mean Average Price, and Manufacturer. Sections include Music Machines, Shuffle Games, Arcade Equipment, and Pinball Games. Manufacturers listed include AMI, Rock-Ola, Seeburg, Wurlitzer, Bally, Chicago Coin, Genco, Gottlieb, and Williams.

## Exhibit Supply Resuming Arcade Machine Output

CHICAGO — Exhibit Supply Company, leading producer of card vending machines and penny cards and once a major manufacturer of Arcade and coin amusement games, plans to resume output of Arcade machines.

### AMI UNVEILS NEW K SERIES TO DISTRIBUTORS

CHICAGO — AMI's new "K" series line was reportedly unveiled at a surprise meeting of the firm's distributors held in Grand Rapids, Mich., last week. Details of the line are still a closely guarded secret, but are expected to be announced next week. Operator showings of the line are to begin shortly.

Chet Gore, Exhibit Supply president, announced plans last week to resume Arcade machine output and to move to a larger building on Chicago's West Lake Street.

Gore said the move to larger quarters has been brought on by increasing demands for Exhibit's Vacuumatic Card Vender and its line of cards which includes 55 different categories.

The new Exhibit headquarters at 4719 West Lake will be occupied by the firm by January 1. The location is just five blocks from present Exhibit headquarters.

Exhibit, at that time, will begin laying the groundwork for its projected new line of Arcade machines, and will build up a complete parts department for the line.

In the meantime, Gore said, the firm will continue to conduct its business from its 4218 West Lake address.



**GAME LINE-UP AT SUPERMART.** Detroit's first discount supermarket has installed six Arcade games and a vending machine along a wall of the entrance. Spot is the recently opened Big Value Supermarket. The games are operated by Michigan Midget Movies, headed by Joseph Auton and John R. Pieters, Kalamazoo. Included in the set-up is an Old Smokey ride, Crane, Motorama, Davy Crockett gun, Bull's-Eye kiddie gun and a Peppy Clown machine. An additional ride is located at another entrance. Early collections are reported favorable, with the Motorama and Crane bringing in the best results to date.

## PA. OPS HAVE TILL END OF YR. TO PULL MULTI-COINS

HARRISBURG, Pa.—Pennsylvania Attorney General Anne Alpern today (30) gave the owners of multiple-coin pinball machines until January 1 to get them out of the State.

The State Supreme Court has outlawed these devices as gambling machines, effective immediately.

Establishments where they are on location are subject to immediate prosecution on gambling charges. Under State law, the machines themselves could be confiscated and destroyed.

But State Police are holding off on the seizure phase until after New Year's to give the owners a "break."

### Revenue Loss

The high court decision will mean loss of revenue to many local governments in the Commonwealth, which has for years levied a local license tax on pinballs. Only multi-coin machines are involved in the decision.

In its thinking, the Supreme Court followed the State Superior Court decision. It said, in effect, that multi-coin machines are gambling because if they were played for amusement only, one coin would produce the same degree of fun as a dozen coins. With changes of odds as additional coins are played, the device becomes a gambling machine, the court held in a decision issued in Philadelphia on November 24.

The decision was five to two, with Justices John C. Bell and Michael J. Musmanno dissenting. They held that the machines are amusement devices.

### Case History

The Pennsylvania case started in Fayette County (Uniontown, Pa.) in 1957, when a local judge held the multi-coin pinballs were gambling. Owners fought the decision thru the Superior Court, which upheld the County Court, and then took it to the Supreme Court.

Attorney General Alpern said each county district attorney is being instructed that it will be the policy of the Commonwealth to prosecute on gambling charges immediately, where the machines are found in action.

But to give the owners a chance to recoup financially, they will not be confiscated at this time. Owners have until January 1 to sell them or to move them from the State, Miss Alpern said.

## Solons Mull 3d Pin Tax Category

By DELORES POE

WASHINGTON — Rumor persisted here last week that a third tax category for pinballs will be proposed when Congress reconvenes in January. Spokesmen for the tax-writing committees of both houses could not confirm that they are looking into the feasibility of setting up such a category, but said it is "possible" there might be some action when Congress returns.

The Billboard learned that the joint committee on Internal Revenue taxation has been "talking" of the new category with Treasury Department officials, presumably to get Treasury's views on what the proposed change would mean revenue-wise.

The third category would levy a \$25 a year tax on a pinball when non-redeemable merchandise prizes not valued at more than \$5 are awarded. This category would be separate from the pinballs currently taxed at \$10 which award only free plays, and from the pinballs now taxed at the \$250 gaming rate.

The idea of a third category is not new. It was incorporated in an omnibus excise tax bill introduced by Rep. Aime J. Forand (D. R.I.) in 1956.

During the hearings held on the Forand Bill by the House Ways and Means Excise Tax Subcommittee, Alvin Gottlieb, treasurer of D. Gottlieb Company, urged the tax writers not to set up such a tax because it would be detrimental to

the amusement pinball industry. According to Gottlieb, the third category would remove machines containing the element of chance from the \$250 bracket "where they rightfully belong" and would result in more location owners being attracted to the \$25 devices.

Gottlieb also pointed out that enforcement of the proposed tax law would be "virtually impossible" because the Internal Revenue Service would have to make a "continuing check" to see that only merchandise of a value not exceeding \$5 is awarded.

The subcommittee subsequently voted in favor of the proposal, but the full committee turned thumbs down on the idea, and the \$10 and \$250 levies remained in force.

## Pa. Supreme Court Rules 5-2 To Ban Multi-Coin Games

By GEORGE METZGER

PHILADELPHIA — The Pennsylvania Supreme Court late Tuesday (24) outlawed all multi-coin pinball machines in the State by a 5-2 vote.

In so doing, the high court affirmed a decision handed down last March by the State Superior Court ordering the destruction of 17 bingo games confiscated by the

State Police in a raid on an American Legion post in Uniontown, Fayette County.

The decision does not affect pinball machines operated by a single coin, but only those in which more than one coin may be inserted with the purpose of raising the odds.

### No Opinion

In upholding the lower court's decision, the high tribunal wrote no opinion, but just adopted the ruling of Superior Court Judge William I. Hirt.

A dissenting vote was cast by Justice Michael A. Musmanno. He wrote a 10-page dissent in which he pointed out that over \$5 million worth of machines would have to be destroyed.

An unofficial report said that all multi-coin operated machines would have to be off the street by January 1, 1960.

### Hirt Opinion

In writing his opinion last March, Judge Hirt ruled the machines were gambling devices and should be destroyed. He said there were "evidences of electronic engineering which challenge and nurture the gambling instinct in a player and at the same time limit the amount that can be won."

Judge Hirt added: "The player is not aware of frustrating forces working against him."

"If free games are all that can be won," wrote Judge Hirt, "it is difficult to understand why there should be a difference in price

charged for playing the machine.

"A player can not get more amusement out of playing the machine by merely depositing 25 cents or even 10 cents instead of a nickel—if the rewards are the same," the jurist observed.

"The odds are continually against the players," he added.

### Cash Payoff

In asking that the bingo machine be banned, the State had contended that the location owner actually pays the player off in cash, according to the number of free games he won. A person could win as many as 600 free games.

In dissenting from the majority ruling, Judge Musmanno said that in the 500-page record of the lower court hearing, there was not the slightest evidence to show the machines were actually used for gambling.

"Condemnation of gambling should not be so loosely applied that it strikes down perfectly legitimate and innocuous pastimes," the jurist said.

### Musmanno Statement

Musmanno asserted that the Superior Court's ruling reads as if it might be "a technical description of a highly-intricate, complex electronic space traveling rocket."

"If the court does not understand what it is writing," Musmanno said, "how can it expect police officers throughout the State to be guided by its decision."

He went on to state that the ban *(Continued on page 77)*

## N. Y. Ops Re-Elect Denver; 11-Point Program Presented

By REN GREVATT

NEW YORK — A hard-hitting, 11-point program of action was the feature of the election and general membership meeting of the Music Operators of New York here Tuesday evening (24) in the Colonial Room of the Park Sheraton Hotel. The plan for recommended action was voiced by Al Denver, who was unanimously re-elected for his 16th term as prexy of the group.

In addition to the substantial membership turnout, honored guests on the dais included State Senator Thomas Mackell, a long-time and staunch friend of the coin industry on the Albany front, the Very Rev. Msgr. John Kelly, who

is in charge of Cardinal Spellman's Servicemen's Center here, and Maxwell Raab, a former first secretary to the U. S. Cabinet and administrative assistant to President Eisenhower.

In the balloting for officers and a board of directors, in addition to Denver's re-election, Ben Chickofsky was re-elected to the post of secretary. George Holtzman, formerly a board member, was elevated to the vice-presidency, while Gilbert Sonin was named treasurer.

Re-elected to the board were Joe Conners, who formerly was veepee of the group; Mac Polay, Irv Fenichell and Doc Shapiro. New board members were William Kober and Al (Senator) Bodkin.

Officers were installed by Senator Mackell in an impressive ceremony. Prior to this, Mackell addressed a series of cogent remarks to the operators on the need for organization and for continuous representation on the Albany front. "You are honest, hardworking and industrious," Mackell told the operators, "and you must take steps to protect yourselves. You must have an alert set of eyes and ears in Albany which can head off adverse legislation and propose beneficial legislation."

"The coin machine industry must cast aside the defensive attitude," the Senator continued, "and bring your good points to the fore. You

*(Continued on page 89)*

## Europe Eyes Integration—To Meet U.S. Competition

By OMER ANDERSON

BONN, Germany—West Germany's coin machine industry will sponsor a European coin machine trade fair next spring dedicated to promoting the "integration" of the European coin trade.

This so-called "Euromata" exhibition will be organized by West Germany's Working Committee for the Coin Machine Industry (AMA), representing the integrated German industry—producers, operators, wholesalers and technicians.

Headquarters for Euromata have been established in Bingen, home of West Germany's giant N.S.M.-Loewen-Automaten Company. The date, place and other details are being worked out and will be announced later.

It is expected that nearly 100 European coin machine companies and related concerns will exhibit at Euromata, the first effort ever at promoting the coin machine industry in Europe on an integrated basis.

The announcement of Euromata coincides with intense political activity in Europe connected with the two great trading blocs—the European Economic Community (Common Market) and the Free Trade Association of the "Outer Seven" nations.

German coin machine producers pushed promotion of Euromata against the backdrop provided by Chancellor Konrad Adenauer's discussions in London on the trade bloc dispute and the Stockholm meeting of the Outer Seven to seal the free trade area pact.

The declared intention of the Euromata sponsors is to promote and protect the interests of the coin machine industry on a West European-wide basis; in other words, an integrated regional industry able to take care of itself against the American industry in the catch-as-catch-can competitive struggle which the Germans regard as inevitable.

The week's political developments have been welcome to the German coin machine trade. Chancellor Adenauer's visit to London seems to have advanced the likelihood

of a compromise in the deadlocked trade bloc dispute between France and Britain.

The Chancellor has proposed the bridging of the two rival trade blocs with the machinery of the Western European Union, the treaty organization including the six Common Market nations plus Britain.

This development already had been anticipated by the German coin equipment trade with its proposals last spring for Euromat, a European juke box producer pool, a grouping which would include Britain and other nations in the present free trade area line-up.

A similar approach is being taken by the organizers of Euromata. The reasons are obvious: Britain is a lucrative coin machine market for the Common Market producers, most of all the Germans.

The competitive factors present in most other industries common to both trading blocs are absent for the coin machine industry, which is concentrated in West Germany and France. Britain rates primarily as a market, not a competitor.

Meanwhile, French juke producers are lining up solidly behind the Euromata trade fair idea. There is unbounded enthusiasm within the French coin machine industry for integration of the European industry.

The French tend to see such integration as the orderly slicing of the European market between France and West Germany, with these two nations protected, via their trade bloc barriers, from outside (American) competition.

In fact, Jacques Marchant, spokesman for French juke producers, is on record urging that the primary purpose of an integrated European coin machine industry be the exclusion of foreign (non-bloc) competition on anything but a token basis.

The idea behind Euromat is the erection of import quotas on equipment originating outside the bloc and the levying of stiff tariffs.

This problem already is becoming acute with respect to the trading bloc scheme in general. France, which

frankly visualizes the Common Market primarily as a protective mechanism for French industry, is proposing that the six nations in the Common Market lower their tariffs to each other next June 30.

If accepted by the other five nations (West Germany, Italy, Holland, Belgium and Luxembourg), this move could speed what people inside the bloc await and many outside it fear: Creation of a trading bloc of some 160 million persons with no internal customs duties and a common external tariff toward the rest of the world.

The significance of the French proposal, which would include the coin machine industry, is to be interpreted against the original conception for the Common Market. When the supermarket started up last January 1, member nations reduced tariffs among themselves by 10 per cent. At the time it was planned to space the dismantling of all tariffs within the market over 12 to 15 years.

Now leaders of the bloc are talking in terms of eight to 10 years. This acceleration similarly accelerates the approach of the crisis built into the market machinery for outsiders.

Under terms of the Common Market treaty, the larger tariff reduction will have to be accompanied by the first step toward a joint external tariff to outsiders. This tariff is eventually to be somewhere between the high tariffs of France and Italy, the medium tariffs of West Germany, and the low ones of the Benelux countries.

This would mean that the Benelux countries, and to some extent West Germany, would have to raise their tariffs to non-Common Market countries sooner than had been anticipated. For this reason, the French move is being opposed in Belgium and Holland.

To counter cries of discrimination, it is expected that the Common Market will make its second round of tariff cuts applicable to most of the world's trading nations, as it did the first time.

The six nations in the Common Market, however, will continue to treat each other preferentially in the matter of import quotas.

### SPECIAL!

CHROME SIDE RAIL MOLDING FOR  
BALLY BINGO GAMES \$5 PER SET OF 2.

Write: SUPERIOR SALES CO.  
Room 6  
7855 Stony Island Avenue  
Chicago 49, Illinois

### Bally Upright On UK Market

LONDON — The second coin to be issued in Britain by AMI (G.B.), Ltd., in its exclusive agreement with Bally Manufacturing Company, Chicago, is the Jumbo upright piece.

Said Cecil Jones, the British firm's managing director: "In view of the proposed relaxations and changes anticipated when the new gaming bill becomes law, I expect, based on results thus far with the Jumbo upright, that the day of the ordinary fruit machine is passing in Britain, and that a game like Jumbo has greater play appeal here."

### Bambi, British Juke, Bowed

LONDON—A new British juke box has just made its appearance under the banner of M. B. Automatics, 44 Islington Park Street, London, a firm owned by the well-known Manzi brothers of Blackpool.

Named the Bambi, it is an 80-selection machine which will sell at about \$1,000, including purchase tax (50 per cent in the U. K.)

The machine has been extensively tested in the Northern resort of Blackpool during the summer season.

Distributors include Samson Novelty Company and Regent Automatic Supplies, both of London. Distributors are being appointed in other parts of the U. K.

#### WANT FOR EXPORT

10 Seeburg 100 B as is  
10 AMI F-120 shipped  
10 AMI G-120 shipped  
Call, Write or Wire:  
DUARTE INTERNATIONAL SALES  
835 E. 31 St. Los Angeles 11, Calif.  
Phone: ADams 4-9616



Joe Ash says . . .

Lowest prices in the country on the following  
Gottlieb Games:  
HI DIVER      SUNSHINE  
CRISS CROSS      SLUGGING CHAMP  
DERBY DAY

ACTIVE

AMUSEMENT MACHINES CO.

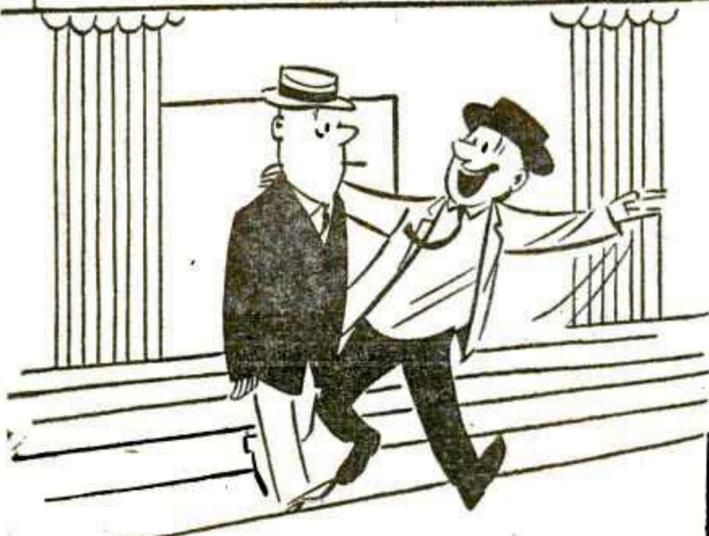
666 N. Broad St., Phila. 30, Pa.

POplar 9-4495

Write or wire for prices

You can ALWAYS depend  
on ACTIVE ALL WAYS

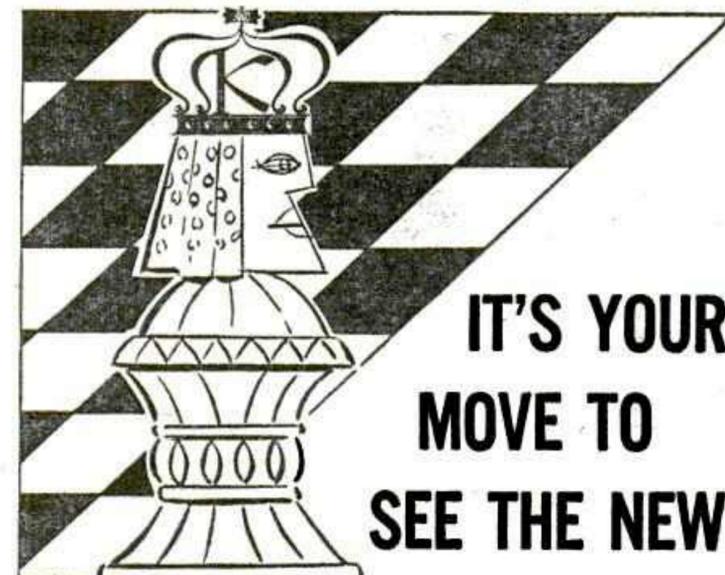
### U.S. MINT



NOW LET ME SHOW YOU A REAL  
MONEY MAKER

THE NEW AMI MODEL K  
HUB ENTERPRISES, INC.

2216 Division St., Baltimore 17, Md.  
LaFayette 3-3525



IT'S YOUR  
MOVE TO  
SEE THE NEW

AMI MODEL K

---JUKE BOX

SOUTHERN MUSIC DISTRIBUTING CO.

503 W. Central Ave. Orlando, Fla. GArden 3-2261	1453 S.W. 8th St. Miami, Fla. FRanklin 1-8559	2465 Harper St. Jacksonville, Fla. ELgin 6-1664
---	---	---

# Op's Decal Helps Boost Music Take

NEW ORLEANS — Personalizing his juke boxes on locations with a colorful decal has helped Bob Nims, Lucky Coin Machine Company here to establish his firm on the local scene. He feels it's worth consideration by other operators.

Nims contracted a decal manu-

facturer to turn out a large, bright green and gold sticker which simulates a four-leaf clover. The decal is attached inside the glass at the right front, where it's a natural eye-catcher.

Lettered on the decal is the slogan, "Be Happy—Play Lucky!" along with some words of thanks to the patrons.

Nims says it makes his machines better remembered by both location and customers. There are many instances, he says, where his firm has been recommended by one location owner to another, and he credits the decal idea with an assist.

# Ark. Ops to Appeal \$250 Tax

LITTLE ROCK—Attorney D. D. Panich said last week he will appeal to the Arkansas Supreme Court a case in which he contends that a new law requiring a \$250 annual tax on all games and juke boxes is illegal.

The law also prohibits anyone but a resident of Arkansas from having a music or game operation in the State and requires Arkansas operators to post a \$3,000 performance bond.

Panich represents Lynn Farr, owner of Central Music Company of Texarkana, Ark.-Tex., and W. Jake Brown, owner of one juke box at his Tia Wanna Club at 9210 W. Markham Street in Little Rock.

## Arbitrary, Capricious

In a lawsuit in Chancery Court, Panich had sought to have the law, passed in March, 1959, by the State Legislature, ruled unconstitutional. He challenged the law as arbitrary, capricious, discriminatory and confiscatory, contending it would drive the small operator out of business.

The suit was filed against Orville Cheney, Arkansas Revenue Commissioner, who was charged with carrying out the provisions of the new law.

The case was heard by Chancellor Murray O. Reed in Little Rock in September. The chancellor took it under advisement. Hearn Northcutt, chief attorney for the State Revenue Department, sought to have the lawsuit dismissed on demurrer.

A demurrer is a legal pleading stating, in effect, that assuming all

the contentions of the person suing are true, there are still no grounds for a lawsuit. In early November, Chancellor Reed held with Northcutt and dismissed the suit brought by Farr and Brown.

The effect of this lower court ruling was to uphold the new law, which is Act 120 of the 1959 Legislature. Panich told The Billboard that he is perfecting his appeal and he expects to have a final decision from the Supreme Court "in two or three months."

If the high court upholds Chancellor Reed, it will mean the new

law is constitutional. If the court overturns Chancellor Reed, it can declare the law unconstitutional.

## Non-Residents

This will mean operators not residents of Arkansas can operate in Arkansas, it will abolish the necessity of paying the annual \$250 tax, making the \$3,000 performance bond and securing from the State Revenue Department a license to operate.

Arkansas already has a \$5 State tax on amusement devices, the counties a \$5 tax and cities \$5. Federal tax is \$10 per machine.



NOW LET ME SHOW YOU A REAL MONEY MAKER

THE NEW **AMi** MODEL **K**  
 Sunday, Dec. 6th, noon to 6 p.m.  
**SOUTHERN AUTOMATIC MUSIC CO.**  
 Louisville — Indianapolis  
 Cincinnati — Lexington

# New Lubricant

DETROIT—A new machine lubricant called Vend-Lube is being marketed for the vending machine, juke box and amusement game trade by Lord Laboratories here.

The lubricating substance is packed in plastic squeeze bottles with long-stem nozzles, suitable for normally inaccessible parts.

According to Lord, the lubricant is non-toxic and contains none of the grime associated with greases or graphite, making it ideal for food vending equipment.

The material, a white powder, can also be mixed with light oils or carbon tetrachloride and is a non-conductor of electricity. Price is \$1.69 per package; three packages for \$5.

# Pa. Supreme Ct.

Continued from page 75

might eventually spread to other types of machines.

"The decision will be a death warrant for thousands of other machines whose value could easily surpass the \$5 million mark," Musmanno said.

"Because gamblers bet on horses," the dissenting opinion concluded, "it is no reason to shoot the horses."

Whether or not an appeal is planned to the United States Supreme Court could not be immediately learned.

Industry sources close to the case could not be reached for comment at the time.

The State Supreme Court, which announced its decision while sitting here in Philadelphia, had heard testimony in the case while sitting in Pittsburgh on October 9.

At that time, James P. McArdle, an attorney who represented American Legion Post No. 51 of Uniontown, Pa., gave a demonstration of pinball playing for the benefit of the court.

McArdle showed them how to grunch and hula in an attempt to drive home the point that skill was very much indeed necessary to win games.



NOW LET ME SHOW YOU A REAL MONEY MAKER

THE NEW **AMi** MODEL **K**  
**SOUTHERN AMUSEMENT COMPANY**  
 628 Madison Ave., Memphis, Tenn.  
 JACKSON 5-5804



IT'S YOUR MOVE TO SEE THE NEW

**AMi** MODEL **K**

# JUKE BOX

**BIRD MUSIC DISTRIBUTORS, INC.**

124-126 Poyntz Ave., Manhattan, Kansas

Phone: PRescott 8-5229



NOW LET ME SHOW YOU A REAL MONEY MAKER

THE NEW **AMi** MODEL **K**  
 Sunday, Dec. 6. Refreshments from 10 a.m.  
**BIRMINGHAM VENDING CO.**  
 540 Second Ave., North Birmingham 3, Ala. FAirfax 4-7526

# THE King

IS HERE



# AMI

*and its family of distributors  
throughout the United States and Canada*

EXTEND YOU A

# Royal Welcome

TO SEE THE ALL-NEW **AMI** MODEL **K**

**"K" Days are here!**

Showrooms are ready, red carpets are out. Be among the first to see the new AMI Model "K" jukebox. Here are looks, lights and the color that attract extra play. Advanced new engineering features are a serviceman's dream. Inside and out, the "K" has everything it takes to be a real moneymaker worthy of the title, "King of Profit". See it now.

**YOUR KING OF PROFIT FROM**

# AMI

**AUTOMATIC MUSIC INC.**

Affiliate of *A*UTOMATIC CANTEN COMPANY OF AMERICA  
1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN. SINCE  
1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTO-  
MATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY

## Dean of Beer City Coin Ops Services Games on Birthday

MILWAUKEE—Walter (Pops) Waters, dean of the Beer City coin machine operating fraternity, celebrated his 78th birthday and his 55th wedding anniversary last week. While in retirement, the spry septuagenarian has retained a keen interest in the coin machine industry. He still operates a couple of machines in one of his original locations. On the day he marked his birthday and wedding anniversary, he found time to service the stop's bowling and bumper pool games.

About once a month, when Waters decides it is time to pay a call on his old friends, he drives out to service his remaining location. The call, he admits, is more social than business.

Waters started out in the juke box and games business back in 1933. About five years ago he turned over his locations to his son, Vince, who still keeps the Waters family name active in the industry

## Record List Aids Dallas One-Stop

DALLAS—All the advantages of modern supermarket buying, plus a guaranteed list of disk hits which is sent out every week, are two features which have endeared Music Box, Inc., to Dallas juke box operators.

Managed by Daniel Sullivan, Music Box has just closed out its first year in the Dallas industrial district, west of the downtown business area.

Altho it is surprisingly located in an area full of manufacturing plants, warehouses, railroad spurs, etc., the Music Box is actually in the geographical center of the local juke box industry, according to Sullivan, and since it is served by major expressways in every direction, the location isn't so illogical as it seems at first glance.

### Showroom

Inside, the showroom is likewise quite a surprise. Thirty-five feet wide by some 80 feet deep, the big room is lined with popular singles on the left, albums on the right, with rack displays up the center, in typical retail record shop style.

Just inside the door and to the left is a new Rock-Ola stereo phonograph, ready to demonstrate stereo records at the press of a button. Spotted along the wall on either side are small, individual players for the juke box operator who wants to play a selection before making up his mind.

The entire inventory is out in the open where the operator, who is in a hurry, can simply drop in, walk around well-labeled boxes of singles and albums, make his selections and pay for the purchases at a counter at the rear.

Available where the operator needs some discussion or advice is Carol Penny, with the shop since its opening, plus Ray Goff, who makes the rounds of record distributors every day thruout Dallas, calling on eight firms. He is, consequently, up to the minute on record popularity. No matter where a phone rings, no Music Box employee can be more than a few steps away to insure fast, reliable service.

Operating on a 5-cent-above-cost basis, as do most one-stops, the Music Box serves record shops thruout the greater Dallas and Fort Worth area as well as some 50 juke box operators.

The first true one-stop in the area, it required something spectacular to get off the ground at the beginning, and this has been developed in the form of a "guaranteed 20" list which is direct mailed to Music Box customers every week. It lists 20 records which the shop guarantees will sell, or will pick up at the end of the week.

Extremely close rapport with the disk pressers, Dallas' eight distributors, plus a good sense of timing and appeal mean that records offered as sure-fire generally are.

The list, which is sent around by direct mail, is also an order form, requiring only check marks for the customer to order in quantity. Usually orders are carefully screened by Goff, Sullivan or Miss Penny, and cut down somewhat to balance them specifically against the record shop's outlet or the juke box operators' routes.

Overenthusiasm, carefully controlled, means that the reputation for infallibility which the Music Box has built up isn't damaged.

Complete lists of all records are mailed separately from the "100 Per Cent Guaranteed" list for buying convenience. While there are some deliveries to juke box operators, the majority of them find that the industrial area location and its convenient hard-surface parking lot is so handy that they prefer to come in and buy personally.

Since the one-stop was completed, owner Bill O'Dwyer and

Manager Sullivan have prided themselves on "a complete fill on every order." This means that close daily contact with all distributors, immediate pick-up of all new records as received and long-distance calls to diskeries are used to insure that the operator who sends in a big order is always pleased.

Even hot, new numbers which have just been successfully introduced by the Dick Clark Show or Peter Potter are on the Music Box's shelves just as fast as distributors receive them, a point which operators and retail record shop owners

alike are bound to notice and appreciate.

Tho there is always the problem of the operator who doesn't enjoy paying 5 cents over cost for records, the "can do" ability of the Music Box in fulfilling requests has offset this successfully.

Most operators who want to try their hand at going from distributor to distributor in order to buy usually find that the amount of gas, time and headaches involved amount to much more than the 5-cent overage which is the Music Box standard.



NOW LET ME SHOW YOU A REAL MONEY MAKER

THE NEW **AMi** MODEL **K**

At Our Showroom, Dec. 7-11

**MOUNTAIN DISTRIBUTORS**

3630 Downing St., Denver, Colo. AComa 2-8518

**MAKE A MOVE TOWARD BIGGER PROFIT**

see the new

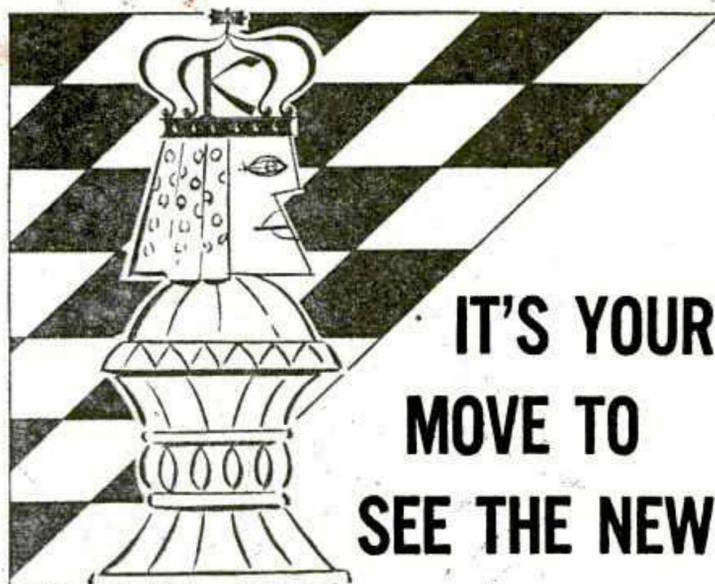
**AMi** MODEL **K**

**JUKE BOX**

**MONROE COIN MACHINE EXCHANGE, INC.**

2423 Payne Ave., Cleveland 14, Ohio

Superior 1-4600



IT'S YOUR MOVE TO SEE THE NEW

**AMi** MODEL **K**

**JUKE BOX**

At Our Showroom . . . Sunday, Dec. 6, at Detroit—  
Sunday, Dec. 13, at Grand Rapids

**MILLER NEWMARK DISTRIBUTING COMPANY**

42 Fairbanks St., N.W.  
Grand Rapids 2, Mich.  
CLendale 6-6807

5743 Grand River Ave.  
Detroit, Mich.  
TYler 8-2230



NOW LET ME SHOW YOU A REAL MONEY MAKER

THE NEW **AMi** MODEL **K**

**AMi SALES COMPANY**

3652 West North Avenue Chicago 47, Illinois

PHONE: HUmboldt 6-1070

# Rock-Ola's All-Purpose Stereophonic Phonographs are "Location Engineered" for Dependable, Profitable Operation in any Location!

Rock-Ola phonographs are engineered to serve all locations at the greatest rate of profit with a minimum of service costs. Twenty-five years of "on location" engineering has made Rock-Ola the dependable phonograph.

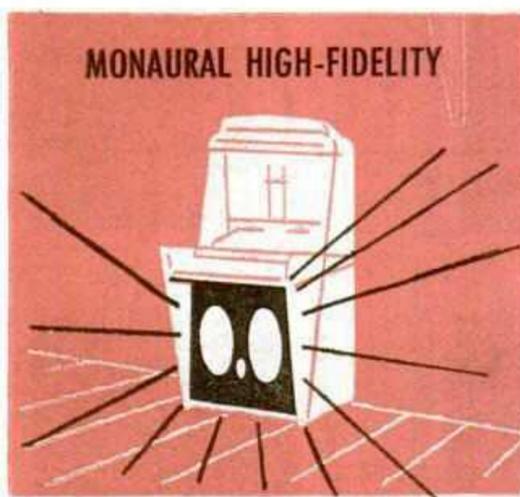
The new 1960 Rock-Ola TEMPO II all-purpose phonograph is equipped to play either monaural or stereophonic music without the addition of costly internal conversion parts. Only plug-in stereo extension speakers are needed for instant conversion to stereo music. Now you can literally have two machines in one for less than you used to pay for a standard monaural machine.

Such features as the dual-channel amplifier, the stereo com-

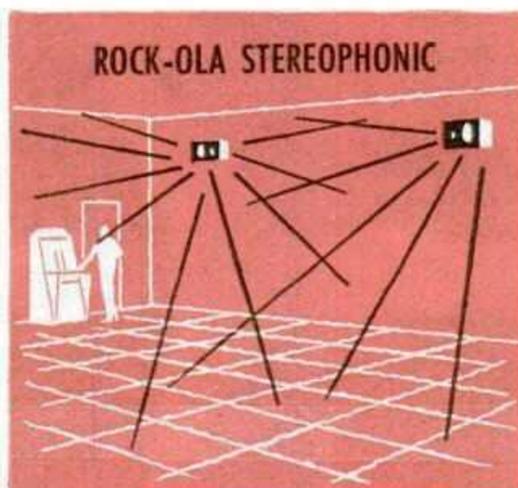
patible wide range cartridge and the exclusive Rock-Ola three position "Tri-Fonic" switch permits instant conversion from monaural to stereo play at the "flip of a switch." Only the new TEMPO II all-purpose stereophonic phonograph offers Rock-Ola dependability plus all-purpose flexibility at no extra cost.

In addition to this marvelous new concept of flexibility, the 1960 TEMPO II offers a modern styling unmatched in the industry. Its clean, contemporary lines and graceful full-vision wrap around dome gives the TEMPO II an eye-appealing magnetism the customers will be unable to resist. For sheer play appeal, for greater profits, the TEMPO II stands alone in the field.

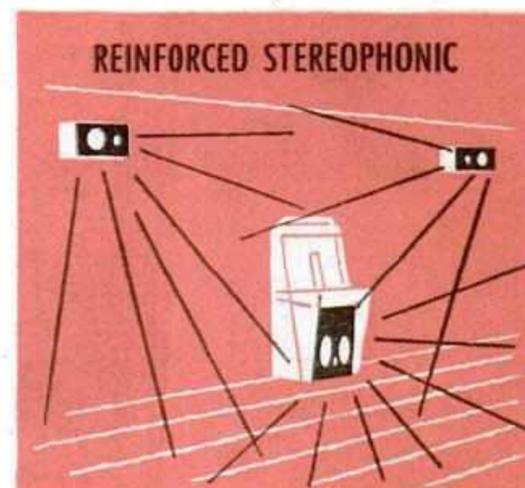
## ROCK-OLA'S "Tri-Fonic" Switch...a new concept in flexibility



Rock-Ola's new three way "Tri-Fonic" switch gives instant conversion from monaural to stereo play. Position "A" on the "Tri-Fonic" switch is for standard high fidelity monaural music. This setting feeds the sound through the three built-in main unit speakers (two 12" bass speakers and one high compression driver horn) for the purest high fidelity reproduction. One or more extension speakers may be used with this position for multi-room setups.



Position "B" cuts out main unit speakers and divides music into two separate channels to stereo speakers. Allows phono to be placed in most profitable heavy traffic area while speakers are arranged for best stereo sound. Rock-Ola speaker enclosures utilize special Helmholtz full resonance bass baffle with a heavy duty 12" speaker plus a wide dispersion compression driver horn for full room stereo sound thus eliminating any "holes." NO MATTER WHERE THE CUSTOMER SITS, HE HEARS FLAWLESS STEREO.



Position "C" directs the separate stereo channels to the stereo extension speakers and also combines both channels through the main unit speakers. In extra large or odd shaped locations where other equipment would require a "scatter-shot" speaker arrangement, Rock-Ola's four powerful 12" bass speakers and three high compression driver horns fully compensate for the location's acoustic deficiencies to provide smooth aural-balanced reinforced stereo sound.

**ROCK-OLA** Manufacturing Corporation • 800 No. Kedzie Ave., Chicago 51, Ill.

*Unmatched*

IN BRILLIANCE OF STYLING

*Unequaled*

IN PROVEN DEPENDABILITY



**ROCK-OLA**

Model 1485

*Tempo II*

twenty-fifth anniversary model

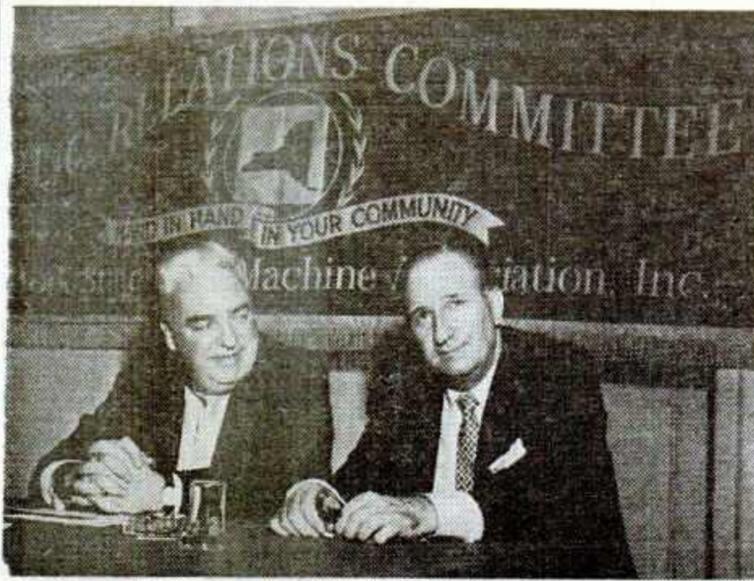
The All-Purpose Stereophonic Phonograph Available in 120 or 200 Selection Model

# At Music Operators of New York Meeting

# Michigan Ops View Rock-Ola



NEW YORK STATE SEN. THOMAS J. MACKELL addresses membership of the Music Operators of New York at election meeting of the organization Tuesday (24). Mackell urged that the group consider having permanent representation in Albany to become its "eyes and ears on legislative matters."



STATE SEN. THOMAS J. MACKELL (l. pictured with Al (Senator) Bodkin) at election meeting of MONY. Mackell installed the new slate of officers and board members.



AL DENVER outlines a new 11-point program of action for MONY following his re-election as president of the group. Denver addressed the meeting which was held Tuesday (24) at the Park Sheraton Hotel, N. Y.



MRS. AMELIA (MILLIE) MCCARTHY, treasurer of NYSCMA, addresses MONY members. Left to right: Sam Mezansky, MONY counsel; Mrs. McCarthy; Ben Chikofsky, MONY secretary; New York State Sen. Tom Mackell and Al (Senator) Bodkin, MONY Board member.

DETROIT—Juke box operators of Michigan were introduced to the 1960 Rock-Ola models at an open house held Sunday by Fabiano Sales & Service here. The firm, with offices in both Buchanan and Detroit, is Rock-Ola's Michigan distributor.

Attendance was good, tho concentrated toward the later hours. A well-publicized football game between the Detroit Lions and Chicago Bears kept sports fans away earlier in the afternoon.

Refreshments and buffet lunch were served to all visitors, catered by Huck's Redford Inn.

### Entertainment

Entertainment was a special feature of the day, with the Evans Brothers Trio, a percussion group. Also on the informal program were Mickey Shorr, disk jockey from WXYZ-TV, presented by Frank Barbaro, former impresario of the Bowery, and young Raymond Carbone, a recording artist.

Frank Mitchell, in charge of sales for Rock-Ola, came in from Chicago to talk with operators on the new models. Assisting Host Frank Fabiano in key roles in the day's festivities were Paul Folino, manager; Linden F. Bush, route manager; Mrs. Mamie (Paul) Folino, former office manager, who served as hostess, and Mona Chambers, office manager, in charge of the registration desk.

On hand to talk with operators were several others of the Fabiano staff: Harry Walsh, parts superintendent; Johann De Young, shop superintendent; Raymond Sieg, serviceman; Ray Suarez, Don McElmurry, Jack Bird, Al Marr and Chester Moros, collectors, and Kenneth Stephan, business promotion man.

### Guests

Among operators and visitors at the open house, all from Detroit, were: Mr. and Mrs. Leo Weinberger, Leo's Amusement; Jim Heiss and Bob Andrei, Atomia Music, Muskegon; Joseph Higginchesi, Meltone Music; Arthur Weston, Wess Music Company; Michael Weinberger, Leo's Amusement; Clarence Sharpe, C Sharp Music.

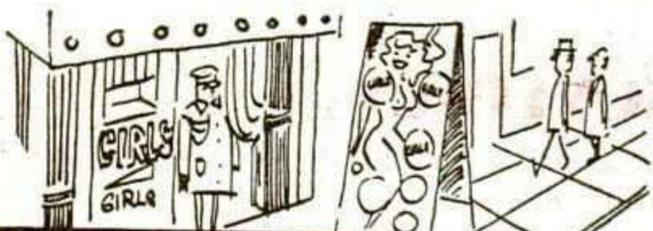
Bill Miller, Grand Rapids; O. Bolein, Grand Rapids; Ben Stocker, Bandbox Music; Tom Jones, Jones Music; Mr. and Mrs. Jake Dumler, D & P Service; Mr. and Mrs. James Spagnuolo, Northville; Erv Moss, Moss Music; Jack Kirschner, Jack's Music Company; Leo Piazza; Frank Alluvot and Frank Alluvot Jr., and J. Styles, Frank's Music.

Leo Morris and Thomas Wilson, Ray Music Company; George Nettleton, Empire Coin Machine; Hal Reves, The Billboard; Bill Sager, Frank's Music; Joe Marchin, Frank's Music; Blanche and Sheldon Look, Look Music.

### More Guests

Mr. and Mrs. William Campbell, Campbell's Music; Marilyn Chapir and Bob Wiley, Empire Coin; Sam Fine; Mr. and Mrs. Joseph L. Vishinsky; Stanley Buck, Hamtramck; Ray Suarez, Fabiano Sales; John B. Walker, V & W Music; Martin Kiel; Mr. and Mrs. Charles Andrews, Angott Distributing.

Everett Warthin, Wolverine Entertainers, Pontiac; Edgar Vernon, V & W Music; Mr. and Mrs. J. E. Wagner, Wagner Music Company; H. E. Anderson, Ray Music; Mickey Shorr, WXYZ, Mr. and Mrs. Cyrill Carbone, Hazel Park; Herman Stallings, North End Music; Judge Frank Schemanske; Frank Barbaro, and Bob Harris, Wolverine Entertainers, Pontiac.

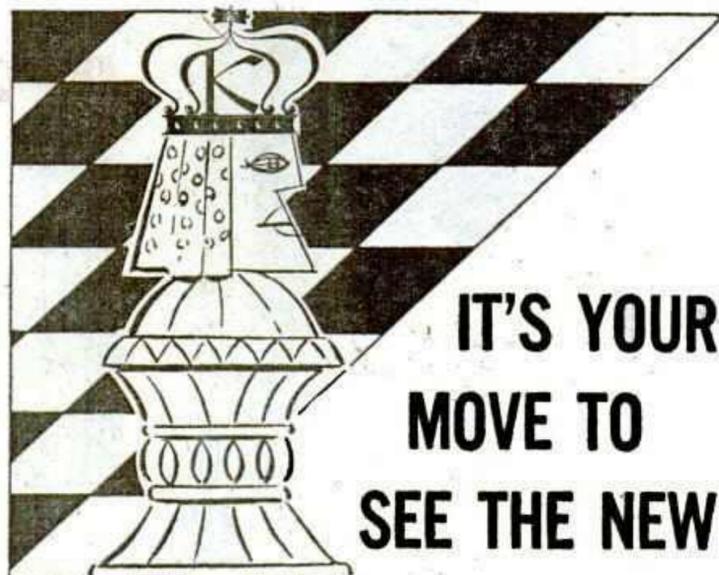


I'D RATHER SEE  
THE NEW  
AMi MODEL K  
JUKE BOX



the king of profit will  
reign supreme for you.

NOW AT OUR SHOWROOM SEE IT HEAR IT  
Sunday, Dec. 6  
HERMITAGE MUSIC CO.  
74 LaFayette St., Nashville, Tenn. Alpine 6-5666



IT'S YOUR  
MOVE TO  
SEE THE NEW

AMi MODEL K

JUKE BOX

Dec. 1 thru 10

LIEBERMAN MUSIC CO., Inc.

257 Plymouth Ave., North, Minneapolis, Minn.

Federal 9-0031

# VISIT OUR BOOTH #49, NAAPPB CONVENTION SHERMAN HOTEL, CHICAGO, NOV. 29, 30-DEC. 1, 2.

**ATTENTION:** SHOWMEN—CONCESSIONAIRES at FAIRS—  
AMUSEMENT PARKS—TRADE SHOWS

Wherever there are thousands of people  
You will cash in on high earnings with the new



\* Dimensions: 5' 7" High, 28" Wide, 20" Deep.

For complete details, literature and prices  
contact your distributor

Phone: REgent 4-0508

**HEART**  
DISTRIBUTING COMPANY

7823 Stony Island Avenue Chicago 49, Illinois

# ORLEANS COIN-OPERATED BLOOD PRESSURE MACHINE

At the National Automatic Merchandising  
Association Convention held at Navy Pier,  
Chicago, October 31 thru November 3, 1959

**2,673**

Conventioneers took their own blood pressure on  
one of these machines.  
Total attendance at the show was 7,500.

## OPERATORS

This is your opportunity to cash in on high  
earnings with the new

## ORLEANS BLOOD PRESSURE MACHINE

- Every person a potential customer
- Location tested
- Precision built
- Simplified operation
- ULA approved components
- 25c coin chute
- Beautiful Mahogany cabinet
- Gets new high traffic locations

Airports, Railroad Depots, Bus Stations, Hotel Lobbies,  
Shopping Centers, Fairs, Carnivals, Amusement Parks, Trade  
Shows, Conventions

AUTOMATIC PRODUCTS CO.  
722 Ward Parkway  
Kansas City 12, Mo.  
Logan 1-2505

H. M. BRANSON DIST. CO.  
811 E. Broadway  
Louisville, Ky.  
Juniper 7-1344

CALDERON DISTRIBUTING CO.  
433 N. Alabama  
Indianapolis, Ind.

EMPIRE COIN MACHINE CO.  
1012 Milwaukee Ave.  
Chicago, Illinois  
Everglade 4-2600

MILLER-NEWMARK DISTRIBUTING CO.  
42 Fairbanks St., N.W.  
Grand Rapids 2, Mich.  
CL 6-6807

MILLER-NEWMARK DISTRIBUTING CO.  
5743 Grand River Ave.  
Detroit 8, Mich.  
Tulsa 6-2230

MITCHELL NOVELTY CO.  
3506 West National Ave.  
Milwaukee 15, Wis.  
Mitchell 5-3254

MUSIC SYSTEMS, INC.  
737 Carnegie  
Cleveland 15, Ohio  
Cherry 1-3801

MUSIC SYSTEMS, INC.  
1302 Jackson Ave.  
Toledo, Ohio  
Clermont 1-6192

B. J. NICHOL CO., INC.  
226 S. Flores St.  
San Antonio 5, Texas  
Capitol 6-0305

REX-BILOTTA CORP.  
821 S. Salina St.  
Syracuse 3, N. Y.  
Harrison 2-8255

DAVID ROSEN, INC.  
855 N. Broad St.  
Philadelphia, Pa.  
Central 2-2903

TARAN DIST. CO.  
3401 N.W. 36th St.  
Miami, Florida  
NE 5-2531

TARAN DIST. CO.  
90 Riverside Ave.  
Jacksonville, Fla.  
Elgin 6-1551

WEYMOUTH DIST. CO.  
2525 W. Pico Blvd.  
Los Angeles 6, Calif.  
Dunkirk 3-1304

LOCAL OPTION

# Confusion Reigns as N. J. Towns Set Elections to Legalize Prize Games

TRENTON, N. J.—Altho New Jersey voters approved lifting of the ban on amusement games in a special referendum on November 3, chances are it will be some months before those games previously barred are given the green light to operate.

One of the things holding up the go-ahead is the compiling of a list of communities that approved lifting of the ban in the election, since despite the fact the voters approved the referendum on a State-wide basis, it can only be carried out in those municipalities that provided an affirmative vote.

There was some confusion on this phase of the plan. Most observers here in the capital were of the opinion that another election would have to be held to determine what towns would permit the games.

Vote Indicative

But as it turned out, the way the municipalities voted on November 3 will count in the decision of whether the games will be legal there.

This sounds confusing, but most of the aspects concerning the legalizing of the games are, in fact, another of the big headaches is just what games will become legal.

"Surprisingly, a number of games that have been in operation during the ban might become illegal," said Vincent P. Biunno, counsel to Gov. Robert B. Meyner, who wrote the amendments to the law before it was passed.

Games Commissioner

But the final decision on all matters will be handed down by the man who is named to fill the newly created post of amusement games commissioner at a salary of \$14,000 per year. He was not yet named at this writing.

"The rulings will depend on the commissioner," said Biunno. "He will be in complete charge of the games. He will be the czar. He will have to decide what games are legal on a case-by-case basis."

"Then, too," the Governor's counsel added, "there will be a lot of questions that won't be able to be answered until the program gets rolling."

Change Mind

As for the question, "Can a town that voted no in the State-wide balloting change its mind?" the answer is yes.

Fifteen per cent of the voters in a given municipality must sign a petition requesting such and the question will then be placed on the

ballot in the November, 1960, presidential election.

Altho the referendum will permit a lot more games, it carries with it such stringent governing provisions that many operators are liable to just forget the whole thing.

Fees, Licenses

Among other things, an operator must pay the municipality in which he has a location an annual fee of at least \$10 and buy an annual license from the State for \$100. False statements in applying for such can bring a \$1,000 fine and a year in jail. The applicants must have "good moral character" and never been convicted of a crime.

The new law states no fee over 25 cents may be charged to play a game. Prizes, which cannot exceed \$15, must be in merchandise only and must be awarded immediately at the end of each game.

The commissioner will have the power to suspend a license for any cause he sees fit upon giving the operator a hearing.

## SEND FOR NEW and COMPLETE LISTINGS

LOWEST PRICES IN THE NATION

### DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 29, PA.  
PHONE: STEVENSON 2-2903

Phone, Wire, Write Today!

<b>CANDY MACHINES</b> Shipman 2 sel. .... \$ 18.00 Gum & Mint ..... 39.50 Shipman, 3 sel. .... 125.00 Shipman, 6 sel. .... 125.00 Northwestern Sw. 16 col. .... 250.00 National, 6 col. .... 79.50 Serval, 8 col. .... 85.00 U-Select-It, 72 sel. .... 69.50	<b>CIGARETTE VENDORS</b> National 950 ..... \$ 90 National 9M ..... 110 National 9ML ..... 125 National 11ML ..... 165 Goretta, 9 col. .... 125 Lehigh, 10 col. .... 135 Lehigh, 12 col. .... 150 Lehigh, 15 col. .... 175 Keeney Elec., 9 col. .... 85 Eastern Elec., 22 col. .... 165 U-Select-It, 72 sel. .... 70 Smoke Shop, 18 col., new .... 300	<b>VENDORS</b> Colespa, 3 sel. .... \$350 Colespa, 4 sel. .... 495 Spacarb, 3 sel. .... 250 Soda Shoppe, 3 sel. .... 450 Welch Orange Juice 195 Welch, 2 sel. .... 250 Avenco Choc. & Coffee, new ..... 295 Mills Fresh Brew ..... 495 Mills Hot Choc. .... 125 Bert Mills ..... 250
--	--	--

WURLITZER DISTRIBUTORS.

SEEBURG BACKGROUND MUSIC, L.U. 200 Library Unit model, completely shopped, \$425.

## CLEVELAND COIN MACHINE EXCHANGE

2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715

M. S. GISSER Sales Manager

## ATLAS ... Best in Music and Vendors!

**NEW 1960 LINE!**  
SEEBURG AUTOMATIC OFFICE COFFEE CABINET

Also: 1,000 and 500-Cup FRESH BREW COFFEE VENDORS

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS

**MUSIC**

SEEBURG L-100	\$625
SEEBURG V/VL 200	495
SEEBURG 100-G	465
SEEBURG 100-C	395
A. M. I. MODEL "H"	595
A. M. I. G-200	375
A. M. I. E-120	295
ROCK-OLA 1475 (200)	WRITE
WURLITZER 2150	495

Reconditioned—Refinished

**NEW Calcoin 45 RPM Conversion for M-100A**  
with fast-moving carriage gear! .. **\$49-50**  
Also Conversions for All Machines.

**USED CIGARETTE VENDORS**

9-Col. DuGRENIER (Mechanical)	\$ 65
30-Col. CONTINENTAL	265
12-Col. EASTERN	85
10-Col. EASTERN	65
8-Col. EASTERN	35
9-Col. NATIONAL	95
22-Col. EASTERN	145

Exclusive Seeburg Distributors

## ATLAS MUSIC COMPANY

A Quarter Century of Service  
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

OPS GET ON-SPOT DEMO

## Texas Distributor Installs Stereo Phono at One-Stop

DALLAS—Walbox Distributing Company, Rock-Ola distributor here, is a firm which has "one location."

Phil Weinberg and J. Fred Barber, partners, are dead set against the idea of a phonograph distributor running any sort of route in competition with its own customers. They do have one location, however, which is one of the most unusual in the Texas metropolis.

A few months ago, shortly after Danny Sullivan had opened the Music Box One-Stop Record Agency in the Dallas industrial district, Barber and Weinberg noted that phonograph operators, by and large, were still a bit hesitant on buying stereo records or stereo equipment. Since the one-stop, one of the largest in the Southwest, was making an issue of supplying every record need, Weinberg and Barber decided that here was the ideal

point at which to demonstrate a stereo phonograph.

Opportunity To Listen

"Any operator who comes into the one-stop has his mind on records, of course," Barber said. "When he has an opportunity to listen to stereo on the same type of machine which he can install in his locations, he is bound to devote more time to it."

As a result, an unusual co-operative agreement was worked out, whereby Walbox Distributing Company has installed a new Rock-Ola stereo phonograph at the left front of the Music Box showroom. Here, only a few feet away from the entrance and plainly visible from anywhere in the one-stop's big record display room, the Rock-Ola carries about 40 stereo selections at all times, ready to swing into action at the touch of a button.

Manager Sullivan co-operates further by pointing out the machine to operators who have never made a stereo installation or are a bit dubious as to whether the double-throated machines will justify their cost on location.

Intros Stereo

By playing thru a few stereo selections then and there, the one-stop has influenced a steady string of Dallas and Fort Worth operators to try stereo on some of their outstanding spots. News of the stereo phonograph installation, naturally, got around quickly to phonograph operators in the Fort Worth-Dallas area, and brought a steady stream of newcomers in. Each of these had two purposes in mind, acquainting himself with the one-stop self service facilities, much ballyhooed in Central Texas, and to listen to some stereo records and equipment at the same time.

There is no question but what at least a dozen stereo phonographs have been sold from this unique form of co-operation, and the one-stop, it is certain, will co-operate to every extent in creating a market

## Heart Distrib Appointments

CHICAGO—Steve Sohacki, head of Heart Distributing Company, last week announced the naming of a number of distributors for his firm's Orleans Blood Pressure Machine.

Included are Automatic Products Co., Kansas City, Mo.; H. M. Branson Distributing Co., Louisville; Miller-Newmark Distributing Co., Grand Rapids, Mich.; Miller-Newmark, Detroit; Mitchell Novelty Co., Milwaukee; Music System, Inc., Cleveland; Music Systems, Toledo; B. J. Nichol Co., Inc., San Antonio; David Rosen, Inc., Philadelphia; Taran Distributing Co., Miami; Taran Distributing, Jacksonville, Fla., and Weymouth Distributing Co., Los Angeles.

Previously named were Calderon Distributing Co., Indianapolis; Empire Coin Exchange, Chicago and Rex-Bilotta Corporation, St. Louis.

## BINGO BARGAINS

Bally Sea Island	\$495
Bally Carnival Queen	345
Bally Beach Time	275
Bally Cypress Gardens	250
Bally Sun Valley	200
Bally Miss America	150
Bally Show Time	125
Bally Key West	100
Bally Big Show	95
Bally Double Header	95
Bally Parade	90
Bally Night Club	80
Bally Broadway	70
Bally Miami Beach	60
Bally Big Time	60
Bally Variety	51
Bally Gayety	40
United Nevada	30
United Pixie	50
United Starlet	50
United Caravan	60
United Stardust	60

UPRIGHTS

Games Inc. Skeel Shoot	\$275
Games Inc. Super Hunter	275
Games Inc. Double Shot	285
Genco Silver Chest	50
Auto Bell Circus Days	195
Auto Bell Wagon Wheel	265
Auto Bell Play Ball	265
Bally Sportsman	425
Buckley Pointmakers Late Models	495

Completely Reconditioned and Guaranteed.

Rush deposit to:



a day to be proud of...

When you receive your commission ... and join on the bars ... if an officer in the Naval Reserve ... if you are a college graduate, between 18 and 27, you may qualify for the Navy's Officer Candidate School. Visit your local Office of Naval Officer Procurement for complete details on how you can serve your country as a commissioned Navy officer.



# MAKE A MOVE TOWARD BIGGER PROFIT

see the new

# AMI MODEL K

## JUKE BOX

Monday, Dec. 7

## COIN MACHINE EXCHANGE

2416 W. Davis, Dallas, Texas  
Whitehall 2-3565

**FIRST... and still BEST!**

- If it's ● SLATE TOPS
- 6-PKT. TABLES
- ARAMITH BALLS
- COMPLETE POOL TABLE SUPPLIES

... Your Best Deal Is From

**NYACK SLATE CO.**

Railroad Ave. Nyack, N. Y.  
NYack 7-2464

**ARCADE**

AUTO PHOTO M 9	\$1.050
BULL'S-EYE BASEBALL	175
ROCKET SHUFFLE, 2 Player	225
C. C. BASKETBALL CHAMP	150
BALLY HEAVY HITTER	445
WMS. SIDEWALK ENGINEER	125
C. C. STEAM SHOVEL	125
GENCO CHAMPION BASEBALL	95
GENCO QUARTERBACK	95
C. C. MIDGET SKEE BALL	125
GENCO RIFLE GALLERY	145
GENCO BONUS GUN	210
GENCO GUN CLUB	375
WMS. SAFARI GUN	210
C. C. DELUXE SKI BALL	145
C. C. CRISS CROSS HOCKEY	295
EX. VACUUMATIC CARD VENDOR	175
MONKEY SHINE	195
COON HUNT	125
GENCO HOROSCOPE (New)	250
SPEEDWAY BOMBSIGHT	125
ATOMIC BOMBER	95
MUTO. VOICE-O-GRAPH	225
GENCO SPACE AGE	225
PHILA. TOBOGGAN SKI BALL, 11 Ft.	295
STANDARD METAL TYPER	250
REBOUND SHUFFLE	75

**BALL BOWLERS**

BALLY TOURNAMENT, 12 1/2 or 14 Ft.	\$350
C. C. CLASSIC, 13 or 16 Ft.	445
BALLY STRIKE, 11 or 14 Ft.	275
UN. JUMBO, 13 or 16 Ft.	445
C. C. TV BOWLER, 13 or 16 Ft.	350

We have a complete stock of Arcade Equipment.  
Write and let us know your needs.  
One-third deposit with order, the balance S/D or C.O.D.

**MONROE**

COIN MACHINE EXCHANGE, INC.  
2423 Payne Ave., Cleveland 14, Ohio  
Phone: SUPERior 1-4600

**Tailored Wallbox Set-Up Earns Top Coin for Op**

LAMAR, Colo.—Specializing in ingenious wallbox installations which operate in conjunction with a phonograph remoted from the business area has enabled Charles Finney, of Chief Amusement Company here, to obtain some valuable restaurant locations.

Operating thru Southeastern Colorado in such areas as Lamar, Springfield, Eads and Kit Carson, Finney has inevitably run up against a common phenomenon. This is the roadside restaurant which needs almost every possible square inch of booth and table space to cater to tourists and townspeople during the busy tourist season.

In many such restaurants, several hundred of which are located in the Chief Amusement Company territory, there simply is no space to install a juke box without removing a booth or a table—something which the average cafe owner isn't willing to do.

**Shrug Shoulders**

At first, Chief Amusement Company's salesmen were inclined to shrug their shoulders and give up on such potential locations. That was before Finney became aware of the possibilities of wallbox installations, however, and he made his first test installation after months of persistent hammering away at a restaurant owner in his own home town.

In this case, the restaurant seated around 110 persons in a comparatively small space and had no basement, attic, utility room or any other spot where the juke box could be placed. Nor did the location owner feel free to reshuffle his fixtures in order to make the necessary space.

So interested was the Colorado operator in setting a precedent, however, that he worked out a lean-to cabinet, which could be attached to the rear wall of the restaurant, providing a tightly-protected space for the phonograph, well away from traffic, and certainly not requiring the sacrifice of a single inch inside the restaurant.

**20 Wall Boxes**

In this job, 20 wall boxes were installed along a fast food service counter, in a dozen booths, and on the wall near the dining room entrance. With speakers mounted in the ceiling at three points, the phonograph is controlled entirely by the wallboxes, while volume is set up or down as necessary by a rheostat control mounted behind the food service counter where the manager is usually stationed.

Spark-plugged by heavy shilling and continuing suggestions by waitresses, this location in a few short weeks became the second best on the route, and most important, furnished the kind of sample which Finney could use in selling other potential location owners.

Now he has more than two dozen such restaurant spots, all of which had steadfastly refused to permit installation of a coin phonograph before.

In all of these, the phonograph has been carefully mounted out of the way, in closets, in basements, in the manager's office or sometimes in the kitchen itself!

**NOTICE**  
**NOTICE**  
CLUB EQUIPMENT CORP. hereby announces that **STANLEY M. BROWN** is no longer associated with it in any capacity, having left its employ  
October 1, 1959.  
**CLUB EQUIPMENT CORP.**  
1801 W. Irving Park Road Chicago 13, Illinois



**New LUCKY HOROSCOPE**  
5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

Size: 18"x8"x6"  
Shipping Wgt.: 20 Lbs.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS

**MID-STATE CO.** 2369 Milwaukee Ave., Chicago 47, Illinois  
Tel.: Dickens 2-3444

**ATTENTION**  
**JOBBERs, EXPORTERS, Etc.**

**5,000**

**BALLY BINGOS**

**ALL MODELS**

Off location . . .  
complete, but  
not shopped.

What do you need?

**NO REASONABLE OFFER REFUSED!**

**ATLAS NOVELTY CO.**  
2231 FIFTH AVE. PITTSBURGH, PA.  
GRand 1-1705

**WE'RE SHOWING SUNDAY, DEC. 6—**  
**YOU ALL ARE INVITED TO COME**

**MAKE A MOVE TOWARD BIGGER PROFIT**  
*see the new*

**AMI MODEL K**

**JUKE BOX ROANOKE VENDING EXCHANGE, INC.**

RICHMOND, VA. 4930 W. Broad St. Phone: Atlantic 2-4221  
CHARLESTON, W. VA. 625 Ohio Avenue Phone: Dickens 3-0311  
BRISTOL, VA. 63 Commonwealth Ave. Phone: North 9-7147  
KNOXVILLE, TENN. 313 W. Depot Ave., W. Phone: 4-1975

**BINGO GAMES**

Clean, Ready for Location!

Beach Time . . .	\$295
Cypress Gardens	265
Sun Valley . . .	210
Miss America . .	180
Show Time . . . .	135
Key West . . . .	115
Night Club . . . .	80
Big Show . . . .	80
Broadway . . . .	75
Miami Beach . .	70
Gay Time . . . .	65
Gayety . . . . .	50

1/3 deposit—write to  
**SUPERIOR SALES CO.**  
7855 Stony Island Ave. Chicago 49, Illinois

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

### ATTENTION, IMPORTERS

END OF YEAR CLEARANCE  
CLOSING OUT

Reconditioned Coin Operated

- Phonographs
- Pin Ball Games
- Bingos
- Arcade Equipment

Write for Lists

Exclusive Gottlieb, Williams and Seeburg Distributors



# TRIMOUNT

Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS.  
Tel. Liberty 2-9480



Operators and guests at Franco Company's open house showing of the new Rock-Ola Tempo II line includes W. A. Radford and Jack Barnett, of Barnes Music Company, Selma, Ala.; J. L. Barnes and Buford Dowdy, Columbus, Ga.; Oscar Ard, Pensacola, Fla., and Soddie Godwin, Atmore, Ala.

GEARED  
TO GREATER  
EARNING POWER

## WURLITZER PHONOGRAPHS

WEEKLY SPECIAL!  
Gottlieb 1-Player  
**SUNSHINE . . . \$225**

N. ILLINOIS, N. INDIANA, IOWA  
OPERATORS . . . ORDER NOW!

### GOTTLIEB'S NEW 2-PLAYER MADEMOISELLE

DRESSES UP LOCATIONS!  
STIRS UP ACTION!  
FILLS UP COIN BOXES!

Immediate Delivery!

#### GOTTLIEB 5-BALL GAMES

SHINDIG, 1-Pl.	75
GOLD STAR, 1-Pl.	75
LADY LUCK, 1-Pl.	75
SCOREBOARD, 4-Pl.	95
TREADOR, 2-Pl.	125
SEA BELLES, 2-Pl.	135
WORLD CHAMP, 1-Pl.	145
FAIRLADY, 2-Pl.	145
ROYAL FLUSH, 1-Pl.	145
STRAIGHT FLUSH, 1-Pl.	185
CONTINENTAL CAFE, 2-Pl.	185
CRISS CROSS, 1-Pl.	195
ROCKET SHIP, 1-Pl.	200
WTO POOL, 1-Pl.	225
HI-DIVER, 1-Pl.	250
STRAIGHT SHOOTER, 1-Pl.	250
DOUBLE ACTION, 1-Pl.	315
RACE TIME, 1-Pl.	325
CONTEST, 4-Pl.	395

#### NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill.  
BUckingham 1-8211

### POOL TABLES . . . \$75

Jumbo Pools . . . . . \$ 95  
6 Pocket Pools . . . . . 165

#### BOWLERS

Bally Strike, large ball . . . . . \$265  
Un. Jumbo, large ball 450  
Chi Coin All Star Bowler, large pins. 195  
Chi Coin Blinker . . . 225

14-Ft. Bowlers . . . . . \$225  
C.C. Shuffle Rebounds 75  
Keeney Bowlette . . . 145  
Un. Shuffle Targettes 125  
Auto Bell County Fair 195  
Bally Showtime . . . . 150  
Bally Cypress . . . . . 250  
Squirt Guns . . . . . 365  
Chi Coin Star Rockets 375



Better Buys

4322-24 N. WESTERN AVE.  
CHICAGO, ILLINOIS  
JUNIPER 8-1814



David R. Franco, head of Franco Distributing Company, explains the new line to Junior Carlton, Marianna, Fla.



Gilson Capilouto curtsies beneath the Rock-Ola 30th anniversary sign. Her dad is operator Joe E. Capilouto, of Montgomery, Ala.

## Franco Hosts Southern Ops At Rock-Ola Tempo II Show

MONTGOMERY, Ala.—Juke box operators thruout Alabama and Northwest Florida attended showings of the new Rock-Ola Tempo II line in a week-long open house at Franco Distributing Company here.

The unveiling session, running from November 15-22, was highlighted by special souvenirs and attendance prizes to the operator guests and even favors for the ladies. Buffet and refreshments were served thruout the affair.

Winning first prize of a beautiful Magnus electric organ and bench was O. H. Dozier, Montgomery. Second prize, a World eight-transistor radio, went to O. C. Wood, Andalusia, Ala. Third prize, a banquet folding table, was won by Oscar Ard, Pensacola, Fla.

#### Prizes

Fourth, fifth, sixth and seventh prizes were won by the following: Cigarette case and clock to Gene Simms, Bonifay, Fla.; electric travel iron to Donald Godwin, Pensacola; 25 G. C. needles to Soddie Godwin, Atmore, Ala., and a case of shuffle wax to Adolph Sutton, Atmore.

Additional guests included A. M. Crory, Montgomery; Mr. and Mrs. Curtis Emfinger, Montgomery; Mr. and Mrs. Chester Williamson and Milton Weathers, Albertville, Ala.; J. H. Jones, Columbus, Ga.; H. T. Rowell and son, P. D. Rowell, Talladega, Ala.; Morris Bain, Miami; George Cassimus, Pensacola; E. W. Womble, Pensacola; Adolph Sutton and S. W. Godwin, Atmore, Ala.

Mr. and Mrs. W. G. Braxton, Mr. and Mrs. Wendy Harrell and Mr. and Mrs. Buford Dowdy, Columbus, Ga.; Mr. and Mrs. Archie Simms, Mr. and Mrs. Wallace Arnold and Mr. and Mrs. Gene Simms, Bonifay, Fla., and Mr. and Mrs. C. B. Carlton Jr. and Mr. and Mrs. Bill Beefkin, Marianna, Fla.

Mr. and Mrs. J. P. Clusker, Birmingham; O. C. Wood, Andalusia, Ala.; Jimmy Sloan, Anniston, Ala.; Oscar Ard and Donald Godwin, Pensacola; Mr. and Mrs. J. L. Barnes and Mr. and Mrs. W. A. Radford, Selma, Ala.; Mr. and Mrs. H. V. Smith, Alex City, Ala.; Mr. and Mrs. O. H. Dozier, Montgomery; Mr. and Mrs. M. L. Whipple and Mr. and Mrs. C. D. Arthur Jr., Columbus, Ga., and Mr. and Mrs. W. J. Barnett, Selma, Ala.

### PRICE BREAK—GUARANTEED MACHINES

#### BIG BALL BOWLERS

Chi Coin KING  
Chi Coin QUEEN

Bally LUCKY • TROPHY • STRIKE  
ABC BOWLING LANE

#### SPECIALS

Chi Coin STAR ROCKET  
Chi Coin JET ROCKET

#### BALLY

JUMBO  
SPORTSMAN

#### KIDDIE RIDES (new)

WANTED IN TRADE—Music Machines & Bally Bingos

## REDD DISTRIBUTING CO., INC.

298 Lincoln St., Allston 34, Mass. AL 4-4040

FIRST . . . Now Delivering the FINEST!

Chicago Coin's NEW 8-FT.

### FOUR GAME BOWLER

4 GAMES IN 1 } 1. REGULATION 3. LITE-O-MATIC  
2. FLASH-O-MATIC 4. RED PIN SCORING

#### NEW GAMES

Auto Bell's GALLOPING DOMINOES  
Bally COUNTY FAIR  
Bally CHALLENGER  
Bally MONARCH  
Gottlieb MADEMOISELLE  
Keeney BIG "3"  
Keeney BIG DIPPER  
Keeney TOUCHDOWN  
United 4-WAY SHUFFLE  
United HANDICAP—16'  
Wms. ROCKET  
Valley 6-PKT POOL  
Kaye 6-PKT POOL  
Bally 6-PKT. POOL

Chicago Coin's  
QUEEN BOWLER—16 Ft.  
KING BOWLER—16 & 21 Ft.  
PLAYLAND Rifle Gallery

#### ARCADE

Gen. GYPSY GRANDMA . . . \$195  
C. C. GOALEE . . . 95  
Keeney LEAGUE LEADER . . . 210  
C. C. SUPER H.R. BASEBALL 130  
Genco FOOTBALL . . . 110  
Wms. CRANE . . . 115  
C. C. STEAM SHOVEL . . . 115  
Bally ALL STAR BOWLERS 165  
Genco MOTORAMA . . . 215  
C. C. TWIN HOCKEY . . . 215  
Williams TEN PIN . . . 160  
Wms. SIDEWALK ENGINEER . . . 105  
Wms. KING OF SWAT . . . 135

#### UPRIGHTS

Games' BIG HORN . . . . . \$245  
Games' GUN SMOKE . . . . . 245  
Games' SUPER HUNTER . . . . . 275  
Games' DOUBLE SHOT . . . . . 295  
Auto Bell CIRCUS DAY . . . . . 175

#### GUNS

Exhibit SIX SHOOTER . . . \$ 95  
Genco CIRCUS GUN . . . 295  
Genco STATE FAIR . . . 240  
Un. CARNIVAL GUN . . . 160  
Genco RIFLE GALLERY . . . 135  
Exh. SHOOT'S GALLERY 100



Cable: "FIRSTCOIN"—Chicago

#### COIN MACHINE EXCHANGE

Joe Kline & Wally Finke

## Wico Gives Stereo Disks With Each Conversion Kit

CHICAGO—In an effort to stimulate stereophonic juke box play and ease the log jam on stereo singles, the Wico Corporation, one of the nation's largest coin machine parts and supply houses, has inaugurated a policy of giving 40 stereo records to each operator who buys the firm's stereo conversion kit.

The records, listing at \$28 for the package, include pop, standard and the latest releases. Labels in the package include RCA Victor, Mercury, ABC - Paramount, M-G-M, Warwick and Abner. All

OPERATE

## Williams TITAN

### NEW and DIFFERENT GUN GAME

- \* Corner In-Lines score double
- \* Super Hole triples score
- \* Red Button transfers score
- \* Spell T-I-T-A-N for carry-over

Williams

ELECTRONIC Mfg. Corp.

4242 W. Fillmore St., Chicago 24, Ill.

## STEP UP COLLECTIONS

WITH THESE REBUILT SPECIALS

### SEEBURG

VL-200 . . . . . \$499.50  
D-3WA W Box . . . . . 110.00

### AMI

E-120 . . . . . \$195.00  
D-80 . . . . . 189.50

### CIGARETTE VENDORS

Corsair "30" . . . . . \$269.50  
Seeburg 800 E-1 . . . . . 275.00  
Eastern, 22 Col. . . . . 199.50  
DuGrenier, 12 Col. . . . . 149.50  
Eastern, 10 Col. . . . . 99.50  
Eastern, 8 Col. . . . . 59.50

### COFFEE VENDORS

Bert Mills M/500 . . . \$495.00  
Bert Mills FB56/57 . . . 395.00

GUARANTEED BY

## SHAFFER MUSIC COMPANY

Write for Illustrated Catalog

849 North High Street  
Columbus 8, Ohio  
Phone: AX 4-4614

# Ops Pave Way for Top Stereo \$\$

DENVER — Installing stereo juke box equipment in a big, busy tavern is practically a waste of time and money unless the tavern's patronage as well as the location owner is "briefed to appreciate what they are listening to," according to Frank Huber and Glenn Pierce, partners in the big Century-Supreme Music Company here.

Huber and Pierce have enjoyed the lion's share of stereo instal-

lations in the Colorado capital, primarily because Huber himself is a "bug" on the subject, and was delighted with the opportunity to pass along the benefits of stereophonic sound to his locations.

Both men are thoroly qualified to pass on the new subject, and both agree flatly that stereo is still something of a "mystery" to the average person, and has to be "sold" to location customers before anything like the full income-potential can be realized.

This isn't true, of course, in the sort of high-class location where better-income people, usually lovers of good music, are likely to congregate, Huber pointed out. In a tavern, however, which caters primarily to beer drinkers, stereo is "something fancy" and a little bit beyond the average person's personal experience. Still, these are at the same time the locations which show the consistently best returns, and so, they are well worth putting some extra effort into "stereo merchandising" both partners agree.

Necessary, Huber and Pierce pointed out, is an effective educational program so well worked out that it lets every person in the location know exactly what he is listening to, and why it is worth his play. To accomplish this halcyon objective, Huber and Pierce have used some highly unusual methods.

First, the location owner is usually invited out to lunch before the subject of stereo installation is brought up, and taken to a spot where their stereo phonograph is already installed. Here, the Denver operators see to it that the first location owner gets an opportunity to not only hear the music critically, but to likewise compare it with ordinary high fidelity.

Here he can listen to the comments of the location owner who has had stereo for some time. The results are always good, since even a "tin ear" can detect the better reproduction, and visualize the effect in his own location. Many location owners who have steadfastly ignored stereo music in the past, decide to "give it a try" enthusiastically after they have been thru this simple sort of selling technique.

One of the Century-Supreme's A-1 locations in a better-income Denver area has been used at least 25 times for this sort of on-the-spot salesmanship — and results have always been good.

Now, what about the patrons in the spot which will be newly equipped with stereo? Well, the mere fact that the location owner himself has been sold on the sound

reproduction which stereo equipment makes possible is the major stride forward, Huber and Pierce point out.

Usually, the location owner himself will discuss this new improvement with his bartenders, who, of course, can pass along "the word" to patrons. Then, of course, Huber and Pierce are not the least bit backward about spending some time with waitresses if table food-service is offered in the spot, inviting them to learn all they can about stereo, and to transfer their own enthusiasm to their table patrons.

Standard shilling is emphasized more heavily than ever in Huber and Pierce's planning, since it is a certainty that the more plays, the more people hear stereo, and the more likely they are to ask questions and build up enthusiasm for this new form of musical appreciation.

## WORLD FAMOUS EXPORTER

—Inquiries Invited—

AMI H100	\$600.00
AMI I-200M	750.00
AMI I-100M	700.00
2 AMI G200	495.00
3 AMI E80 (repainted)	300.00
3 AMI E120 (repainted)	295.00
2 AMI D80	245.00
2 AMI D40-45 (repainted)	150.00
2100 Wurlitzer	475.00
Seeburg V200	400.00
Seeburg V200 (Changed to 45)	450.00

### BALLY BINGOS

Cypress Garden	\$250.00
Miss America	175.00
Show Time	150.00
Key West	145.00
Big Show	110.00
Double Header	90.00
Parade	90.00
Night Club	90.00
Broadway	90.00
Miami Beach	60.00
Chicago Coin Bowling League, 14 Ft.	225.00
Chicago Coin Bowling League, 18 Ft.	275.00
Bally ABC Bowling Lane, 14 Ft.	245.00
United DeLuxe Bowlers, 14 Ft.	265.00
United DeLuxe Bowlers, 14 Ft. (later model)	275.00

Terms: 1/3 Deposit With Order (Money Order or Cashier's Check), Balance C.O.D. or Sight Draft on Your Bank.

**Central**  
DISTRIBUTORS, Inc.

2315 Olive Street, St. Louis 3, Mo.  
Phone: MAin 1-3511; Cable: "Conditi"

## MUNVES GOLD ARCADES

### FOREIGN BUYERS!

EVERYTHING IN ARCADE

and

MACHINES & EQUIPMENT

SEE US AT THE  
NAAPB SHOW • Booth 177-178

**MIKE MUNVES CORP.**

577 10th Ave., New York BR 9-6677

WESTERN

# PENNSYLVANIA

## UPRIGHT HEADQUARTERS

Exclusive distributor for J. H. KEENEY & CO.

TOUCHDOWNS on hand for immediate delivery.

### USED

Galloping Dominoes, Wildcats, Buckaroos  
and BUCKLEY POINTMAKERS

**BILL LaBRE DISTR.**

466 State Street, Erie, Pa., Phone: Glendale 6-2791

## NOW SHIPPING...

### THE IMPROVED

*Valley* MODEL 745  
6-POCKET

## POOL TABLE

... NEW for '60!

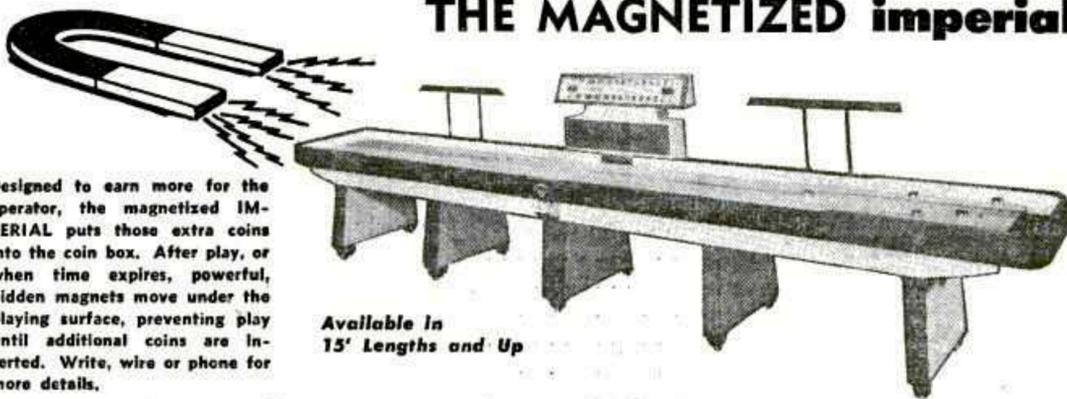
SEE YOUR DISTRIBUTOR OR CONTACT US DIRECT

**VALLEY SALES COMPANY**

Sales Affiliate, Valley Mfg. Co.

333 MORTON STREET, BAY CITY, MICHIGAN • TWinbrook 5-8587

## IT GETS THE PLAY... AND THE REPLAYS! THE MAGNETIZED imperial



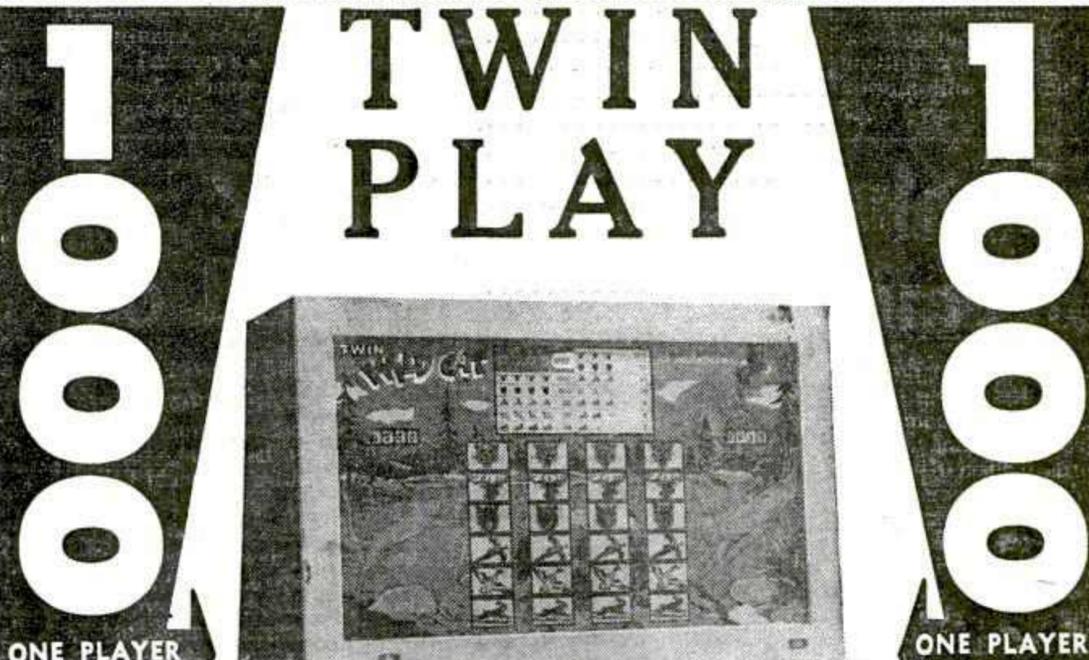
Designed to earn more for the operator, the magnetized IMPERIAL puts those extra coins into the coin box. After play, or when time expires, powerful, hidden magnets move under the playing surface, preventing play until additional coins are inserted. Write, wire or phone for more details.

Available in  
15' Lengths and Up

### AMERICAN SHUFFLEBOARD COMPANY

210 Paterson Plank Road, Union City, New Jersey

UNion 5-6633



ONE PLAYER

ONE PLAYER

LOCATION  
TESTED

# TWIN WILD CAT

Optional Coin  
Denomination

Height 56"

Width 39"

Depth 18"

Ship. wt. 200#

MANUFACTURED BY  
**GAMES, INC.**

2950 N. Campbell Av.  
Chicago 18, Ill.  
COrnellia 7-8800

The originators of  
electric upright free-  
play games.

**WORLD WIDE Presents**



**"Profit Opportunities"**

**WANT TO BUY BINGOS**

- ★ BALLERINA
- ★ SEA ISLAND
- ★ CARNIVAL QUEEN
- ★ BEACH TIME
- ★ CYPRESS GARDENS

**WILL PAY HIGHEST \$ \$**

**... OR TRADE THE FOLLOWING:**

- WILDCAT
  - SHAWNEE
  - SKEET SHOOT
  - DELUXE BIG TENT
  - LITTLE BUCKAROO
  - DOUBLE SHOT
  - WAGON WHEEL
- CALL COLLECT!**

**Prices Slashed on Late Model PHONOGRAPHS**

**GUARANTEED A-1 CONDITION!**

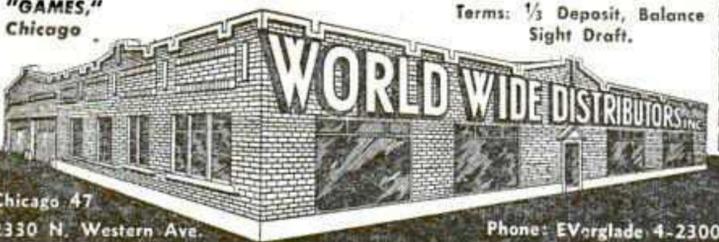
ROCK-OLA 1475—200 Sel.	Write
SEEBURG 201	\$795
SEEBURG 161	775
ROCK-OLA 1465—200 Sel.	625
ROCK-OLA 1458—120 Sel.	545
ROCK-OLA 1455, D-200	495
ROCK-OLA 1455, S-200	475
ROCK-OLA 1454—120 Sel.	475
ROCK-OLA 1448—120 Sel.	425
SEEBURG HF-100G	395
SEEBURG M-100B	275
WURLITZER 1550	155
ROCK-OLA 1446—120 Sel.	345
SEEBURG HF-100R	495
A.M.I. H-200	645
A.M.I. G-200	425
A.M.I. G-120	425
A.M.I. G-80	375
WURLITZER 2000	375
SEEBURG V-200	375
SEEBURG M-100C	325
SEEBURG M-100A, 45 RPM	125
WURLITZER 1500	145
ROCK-OLA 1436	125

**DON'T DELAY! CALL COLLECT—TODAY!**

**ALL EQUIPMENT THOROUGHLY RECONDITIONED**

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47

2330 N. Western Ave.

Phone: EVerglade 4-2300

**JUKE BOX OPERATORS:**

The best of the hottest records—in stereo and monaural

What top artists have recorded what songs in STEREO? What are the latest hits of the top artists? What all-time favorites have they recorded? What million-sellers? To get all the answers...

Be sure to Read... and Use... and Hold Onto Billboard's Big New Year-End Programming and Talent Buying Guide

—a special slick-stock section of the December 14 issue.

**GIANT GAME OF CHESS**

**Florida Op Must Move 200 Units Twice a Yr.**

PANAMA CITY, Fla. — Early autumn is a busy season for Charles Hawkins, operator of the Gulf Music Company, Inc., with headquarters in nearby St. Andrew.

Operating 200 pieces, primarily phonographs, along the beautiful Northwestern Florida Gulf Coast, Hawkins has seen his market grow to one of the best in the nation during the summer months.

Here, on Panama City Beach, and Long Beach, there are now more than 250 motels and hotels, seaside lodges, etc., attracting thousands of tourists each week from nearby Southern States, who enjoy the blue waters of the Gulf of Mexico anywhere from a few days to the entire summer. As the fastest growing resort area in the Southeast, the beach resorts have provided enough play to more than quadruple the Hawkins string within the space of a few years.

The phrase "all good things must end" never applied anywhere better than it does to the North-Florida beaches, where Labor Day symbolizes the end of the season, and the advent of a beach fly erosion which makes it impossible for anyone to enjoy themselves out on the open beach. Then all of the popular spots close down, and Gulf Music Company, Inc., is faced with a tremendous re-locating job.

Long experience in 13 years as a phonograph and amusement machine operator has taught Hawkins to move his "outdoor spots first," locations where machines are set up on lanais, verandas or open pavilions, strung out along the beach. Most of these machines are re-spotted into smaller taverns, restaurants and clubs which are located on the other side of Panama City, and which, understandably, offer better protection during the winter.

Some machines go into a complete appearance and parts maintenance program, which calls for complete disassembly, repainting, weatherproofing of the interiors and similar steps. Still more machines are simply moved indoors, at some spots, where lighter traffic during the autumn provide the necessary space.

Operating three trucks, including two equipped with lift gates, the Florida operator plays a giant "game of chess," moving his machines from position to position, in order to produce the best returns in view of the season. Many "red-hot" new amusement machines, for example, which show maximum return on the beach during the summer months, go into nearby Tindall Air Force Base, big military installation a few miles east, which characteristically builds up its population during the winter.

Because of the highly corrosive nature of Northwestern Florida's humid summer climate, Hawkins has been first to develop protective methods of his own on most of his locations. Included are special moisture-resistant paints, sealants and insulation for electronic parts and more convenient access doors

to get at delicate circuits and tubes which are prone to damage from moisture, sand and similar components.

Mrs. Hawkins, who has spent just about as much time in the field as her husband, assists, and is responsible for some of the improvements which allow a phonograph to operate for as long as six months of the year out in the open, sometimes pelted by torrential rains, 100 degree temperatures and white sand so fine that it will penetrate into the tiniest crevice.

Gulf Music Company, Inc., was known as Bay Music Corporation until a few years ago when the original corporation was replaced by Gulf Music.

During the autumn months, every one of the 200-odd pieces of equipment which makes up the string will be handled, rejuvenated, re-located or otherwise given special attention. Surprisingly, in spite of the fact that the elements are very much against this Northern Florida operator, the total maintenance cost is actually less than those of many Northern operators of similar size—that is if you overlook the extra hours of labor involved, as Hawkins puts it.

**OLD MacDONALD**

**Barnyard Ditty Hypes Charm Idea**

MINNEAPOLIS — The bulk vending industry needs a touch of "Old MacDonald's Farm," as far as Ralph Arms, local bulk vending operator here is concerned.

Arms would like to see more charms along the animal theme—barnyard stock as well as some wild and wooly tigers and lions. The items would go over great with kids, he says, and are ideal for a collection-type item.

The main thing, Arms cautions, is that the animals have wide, broad feet to stand up. Kids don't go for animals that keep flopping down. Besides we've had them in the past—as charm bracelet items. These were fine for holding in your hand, or putting on your wrist—but they don't stand, said Arms, adding that good broad flat feet would be a prime essential for any prospective animal charms.

**COME & GET IT, SAYS 3-TIME LOSER**

DES MOINES—Julius Epstein, of Superior Sales Company here, has had it and is leaving his safe open and empty. Burglars have broken into the office of the coin machine company three times within three weeks and wrecked the safe. The burglaries came on October 21 and 25 and November 10. "I know darned well they'll be back," Epstein announced, "but this time it will be different. The safe will be left open and empty." In the first break-in the burglars broke down a wooden door to gain entrance. It was replaced with a metal door. In the second break-in the burglars came thru a window. The window now is barred. On the last time they broke down a side door which was locked and barred. In the three robberies about \$2,200 was taken.

**chicago coin Profit Winners**

- QUEEN BOWLER
- PLAYLAND RIFLE GALLERY
- BOWL MASTER
- KING BOWLER
- TWIN BOWLER
- STAR ROCKET

**Chicago Dynamic Industries, Inc.**  
1725 W. DIVERSEY CHICAGO 14.

**FAMOUS**

**DAVIS 6 POINT GUARANTEE**

**SEEBURG**

- 100 W .....\$435
- HF100G ..... 450
- HF100R ..... 510

**AMI**

- G200, with conversion unit ....\$375

**WURLITZER**

- 1500 .....\$ 99
- 1550A ..... 139
- 1650AF ..... 169
- 2000 ..... 395
- 2150 ..... 449
- 2200 ..... 595

**CIGARETTE VENDOR**

**SEEBURG MARK II \$179.50**

Terms: 1/3 Deposit Required.

Cable Address: **DAVDIS.**



738 Erie Blvd., East  
Syracuse 3, N. Y., U.S.A.  
Phone GRanite 5-1631

All the news of your industry every week in The Billboard

**Unveil Rock-Ola For St. Paul Ops**

ST. PAUL—Close to 100 operators and servicemen attended the three-day Rock-Ola showing November 18-20 at Automatic Games Supply Company distributors here. The following week a few "stragglers" continued to come in to see the new machines.

A service school also was conducted during the showings so operators and servicemen could learn correct servicing procedures. A large percentage of operators who attended were from outside the Twin Cities, Crosby declared.

**THIS IS THE SALE of All SALES Phonographs**  
All Thoroughly Reconditioned

**ROCK-OLA**

1475	Write
1468	Write
1458D	\$545
1454 (120 sel.)	475
1455 (120 sel.)	450
1448 (120 sel.)	425

**SEEBURG**

A's (100 sel.)	\$125
B's (100 sel.)	275
C's (100 sel.)	345
V (200 sel.)	375
VL (200 sel.)	475

**WURLITZER**

1800 (104 sel.)	\$375
1900 (104 sel.)	445
2000 (104 sel.)	495

**AMI**

D (80 sel.)	\$195
E (80 sel.)	225
F (120 sel.)	400
G (80 sel.)	395
C (120 sel.)	445
C (200)	395
I (200) (Monaural)	705
I (200) (Electric)	775

**SPECIAL OF THE WEEK**

Rebound Shuffles	\$ 85.00
Coon Hunts	65.00
Bang-O-Rama Gun	55.00
Keeney True Seal 14' Bowler	175.00
Rocket Ship	125.00

**SCOTT CROSSE CO.**  
1423 Spring Garden St., Phila. 30, Pa.  
Rifflinghouse 6-7712  
Exclusive Dist. for Bally in E. Pa., and Rock-Ola in E. Pa., So. Jersey and Del.  
Branch: 1101 Pittston Ave. Scranton, Pa.

GIVE TO DAMON RUNYON CANCER FUND

**N. Y. Ops Re-Elect Denver**

Continued from page 75

must also become 100 per cent united in order to achieve the best results for your industry."

Al Denver, in accepting the office of president for the coming year, took to task certain minority elements within the group, who, thru constant fault-finding, "keep us from being thoroly united." He also noted the vital importance of increasing the MONY's membership, and getting up-to-date dues payments from all members.

Noting that the group is on the road now to greater accomplishments, Denver cited his 11-point plan of goals to be reached. First, he advocated that "we avoid the charged atmosphere which surrounds the term 'juke box' and instead let us call our units phonographs. Then he cited other points as follows: "2. That we develop with the assistance of our good friend, Senator Bodkin, a public relations program that will help us eliminate the juke box stigma. 3. That we strive for a clean bill of health in the present federal anti-trust inquiry.

"4. We should review and work for an amendment of the present consent decree entered into between us and the New York State Attorney General. Until this is resolved it will always be a sore spot. Let us never again become the victims of fear, hysteria and the grand jury. 5. We will use every effort to win our case against the tax imposed by the city of New York. 6. Let us present a proposal to the State Liquor Authority for the governing of loans and bonuses to licensees. 7. We will work toward including operators of phonographs and games under one charter. 8. We will conduct a membership drive. 9. We will hope to promote a liberal and co-operative understanding with distributors and

possibly to accept distributors as associate members. 10. We will develop a closer relationship between the association, its membership and the trade press. 11. We will try to set up local forum meetings to discuss problems on a local basis."

Sam Mezansky, counsel for the MONY, discussed in more detail some of the points urged by Denver, and also recommended the formation of a credit information service which would provide credit data on location owners. Mezansky also noted that current indications point to the middle of January as a probable time for the start of the court case on the city tax law on phonographs.

Other speakers included Al Bodkin, who delivered an up-to-the-minute report covering five months of activity of the public relations committee of the New York State Coin Machine Association, of which he is chairman. Monsignor Kelly, in a brief talk, outlined the importance of a servicemen's center such as that operated under the name of Cardinal Spellman. He thanked the operators for their continued financial support of the center's Christmas fund.

Mrs. Ameila (Millie) McCarthy, well-known operator from Hurleyville, N. Y., and treasurer of the NYSCMA, discussed some of the activities of the association and the need for increased membership. She called for a better representation of dues payers from this area, pointing out that "A paid-up member is a good member."

At a later point, the members in attendance passed a resolution authorizing the board and officers to proceed with plans on the proposal that game operators join the ranks of the music operators in a single effective coin group.

In New York It's the New HOTEL

**PLYMOUTH**  
143 WEST 49th ST. NEW YORK  
400 ROOMS  
from \$5 SINGLE  
\$8 DOUBLE

COMPLETELY REFURNISHED  
AIR CONDITIONED. TELEVISION.  
Walking Distance to Radio City TV Center, Theaters and Restaurants.  
ROBERT BENSTOCK, Mgr.

**KIDDIE RIDES**

**FOR SALE** (F.O.B. Chicago & Los Angeles)  
In operating condition. All parts complete.

- SPACE SHIPS**  
Atomic Jet \$100.00 to \$225.00  
Nyico Rocket Space Ranger  
Bally Space Ship Space Patrol
- PONIES**  
Capitol Brite Eyes \$100.00 to \$350.00  
Big Bronco Champion  
Crusader Ponies Pinto Ponies
- MERRY-GO-ROUNDS**  
Lane MGR \$125.00 to \$250.00  
Lee MGR Deco MGR  
Capitol MGR Texas K.R. MGR
- VARIETY EQUIPMENT**  
\$100.00 to \$195.00  
Miss America Boat Exh. Pistol Gallery  
Austin Car Exh. Rifle Gallery  
See Skate Harvard Metal  
Duck Typewriter  
Dale Pistol Gallery Bull Ride

November \$95 Closeouts  
Davy Crockett  
See Saw  
Tank Ride  
Joy Merry-Go-Round  
Pony Express

Terms: 1/3 Certified Deposit, Balance C.O.D. or Sight Draft.

**KIDDIE RIDES, INC.**

2557 W. North Ave., Chicago 47, Illinois  
Phone: ARmitage 6-8180

All the news of your industry every week in The Billboard...

**THE BEST FOR LESS!**

2200's, 2100's, 2150's  
2000's, 2204's, 1900's

Large Stock of 5205 Wallboxes... \$27.50

**SEEBURG**

Model C	\$285
VL	375
V200	345
K. D.	525
200 Sel. Wall Boxes	80
100 Sel. Chrome	39.50

**AMI**

G200	\$345
C	40
E-120	215
H-100 Mon.	565

**ROCK-OLA**

1432, 45 RPM	\$ 85
1434	145

**BINGOS**

Miss America	\$200
Beach Time	295
Key West	125
Show Time	165
Cypress Gardens	265
Big Time	65
Big Show	95

**UPRIGHTS**

Circus, Remote Control	\$ 95
Kentucky Derby Day, Remote Control	95
Wild Cat	Write
DeLuxe Big Tent	295

**5-BALLS**

Turf Champ	\$195
Dragonetta	75
Star Pool	55
Smoke Signal	70
Balls a Poppin'	60
4 Star	30
Guys & Dolls	55
Hawaiian Beauty	85
Peter Pan	75
Brite Star	255
Frontiersman	75
Harbor Lites	75

**ARCADE**

C.C. Rocket Shuffle	\$ 95
C.C. Rebound Shuffle	65
Seeburg Bear Gun	85
Teleguz	65
United Chief Shuffle Alley	55
C.C. Ski Bowl	85
Un. Imperial Shuffle	95

Call, Write or Cable  
Direct all inquiries to Indianapolis Office.  
Export inquiries invited.  
Cable: LEWJO

**Lew Jones** Distributing Co.  
Exclusive Wurlitzer Distributor

1301 N. Capitol Ave. Indianapolis, Ind.  
1635 Central Pkwy. Cincinnati, Ohio  
Tel.: MEIrose 5-1593 Tel.: MAIn 1-8751

BEAUTY

PLAYER APPEAL

TOP EARNINGS

**GOTTLIEB'S 2 PLAYER**

**Mademoiselle**

Want to beautify and add a real spark to your locations? New Gottlieb 2 player MADEMOISELLE will do the job. Around the world location tests prove it's a game of skill designed to give you maximum playing hours and, of course, top earnings.

SEE, PLAY AND ORDER MADEMOISELLE AT YOUR DISTRIBUTOR TODAY

- 2 super-bonus holes score up to 500 points
- Bulls eye target scores up to 150 for direct hit
- Side rollovers light 5 yellow bumpers for high score
- 6 snap-action pop bumpers carry rebound play to top of playboard
- Double number match feature
- Cross-board cyclonic kickers
- 3 or 5 ball play • Coin-box with locking cover

**D. Gottlieb & Co.**

1140-50 NORTH KOSTNER AVENUE  
CHICAGO 51, ILLINOIS

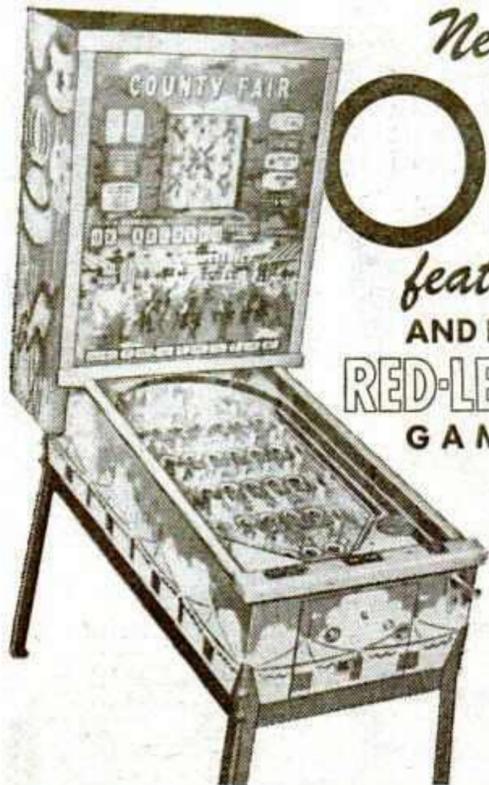
Amusement Pinballs  
As American as Baseball and Hot Dogs!

Dime play is here to stay—buy Gottlieb Games and keep it that way!

Copyrighted material

# COUNTY FAIR

NEW FAST IN-LINE GAME



New **OK** feature AND NEW RED-LETTER GAMES

Visit your Bally distributor today. See and play COUNTY FAIR. See the sensational new OK Feature that opens up an exciting new area to skill-play. Shoot for in-line scores... section scores... super-section scores... "bonus-blue" scores... plus new Red-Letter Free Games with guaranteed red-letter features. You'll see why operators call COUNTY FAIR the red-letter game that is really OK!

# Challenger Bowler



OFFICIAL BOWLING SCORES  
POPULAR LUCKY STRIKES  
HI-SPEED TOTALIZERS

New CONVENIENT **HI-LO** FLY-AWAY PINS

1 TO 6 CAN PLAY

3 POPULAR-SIZES: 11 ft., 14 ft., 18 ft.

2 COIN STYLES: Dime-a-Game or 2-for-Quarter

4 IN. RUBBER BALL or 4 IN. HARD BALL

# MONARCH-BOWLER



**4** WAYS TO PLAY

**SUPER SCORING** WITH OR WITHOUT LUCKY STRIKES

**OFFICIAL SCORING** WITH OR WITHOUT LUCKY STRIKES

1 TO 6 CAN PLAY  
8½ ft. by 25 in.  
DIME-PLAY

Popular 4-way play insures continuous play, increased group play, top earning-power month after month, and highest re-sale value.

# LOTTA-FUN



NO METERS  
NEW AUTO-MISSION  
COIN-DIVIDER

WITH POPULAR **LIGHT-A-LINE** SKILL-APPEAL

**OHIO MODEL**  
**FUN-WAY**  
OPERATED WITHOUT REPLAYS

Earns up to 6 coins a game

Extra coins give player extra cards in which to score by skill. Although play is limited to 6 coins maximum to select all 6 cards, location tests prove sensational extra coins play appeal of LOTTA-FUN... fastest 5-ball game in years. Get LOTTA-FUN for top, trouble-free earning-power.

BUY  
**Bally**  
FOR  
**TOP EARNINGS**  
IN  
EVERY TYPE OF LOCATION  
EVERYWHERE

# 6-POCKET Pool Table

GENUINE STA-FLAT SLATE TOP  
GENUINE BILLIARD CUSHIONS AND CLOTH  
CHOICE OF COIN CHUTES—Single Quarter or Double Dime



75 IN. BY 42½ IN.,  
33 IN. HIGH

# Targets

WITH POPULAR **SWING-SHOT** APPEAL

DOUBLE OR TRIPLE  
BONUS ADVANCE  
BONUS BUILD-UP  
MOVING TARGETS

1 OR 2 CAN PLAY  
30 SHOTS PER  
PLAYER



2 MODELS  
STANDARD  
OR  
REPLAY  
24 IN. BY 57 IN.

# out service calls to sleep...



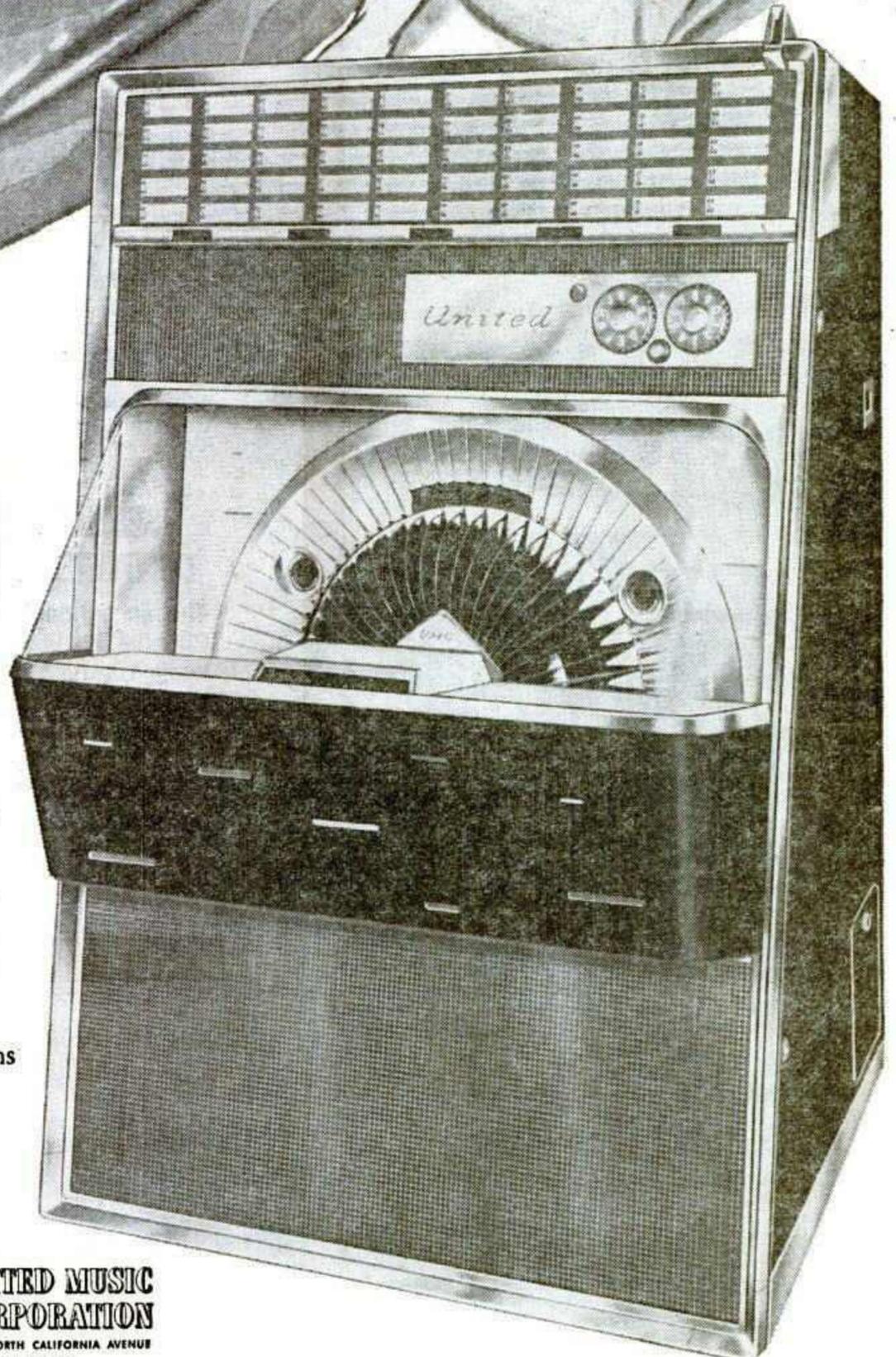
## operate UNITED!

Do away with annoying, costly service calls . . . avoid expensive break-downs during periods of peak play . . . install United Music equipment in your busiest locations. Exclusive, simplified United mechanism insures continuous, trouble-free, high-profit operation. New, high-speed record-changer reduces silent time between selections by more than half, resulting in cash-box collections much greater than any other. Keep locations happy.

Keep yourself happy. Operate the smoothest, fastest money-maker in the industry . . .

operate United. Write today . . .

get full details about United's amazing *Unconditional Guarantee*.



**UNITED MUSIC CORPORATION**  
3401 NORTH CALIFORNIA AVENUE  
CHICAGO 18, ILLINOIS  
CABLE ADDRESS: UMCORP



A COMPLETE MUSIC SYSTEM

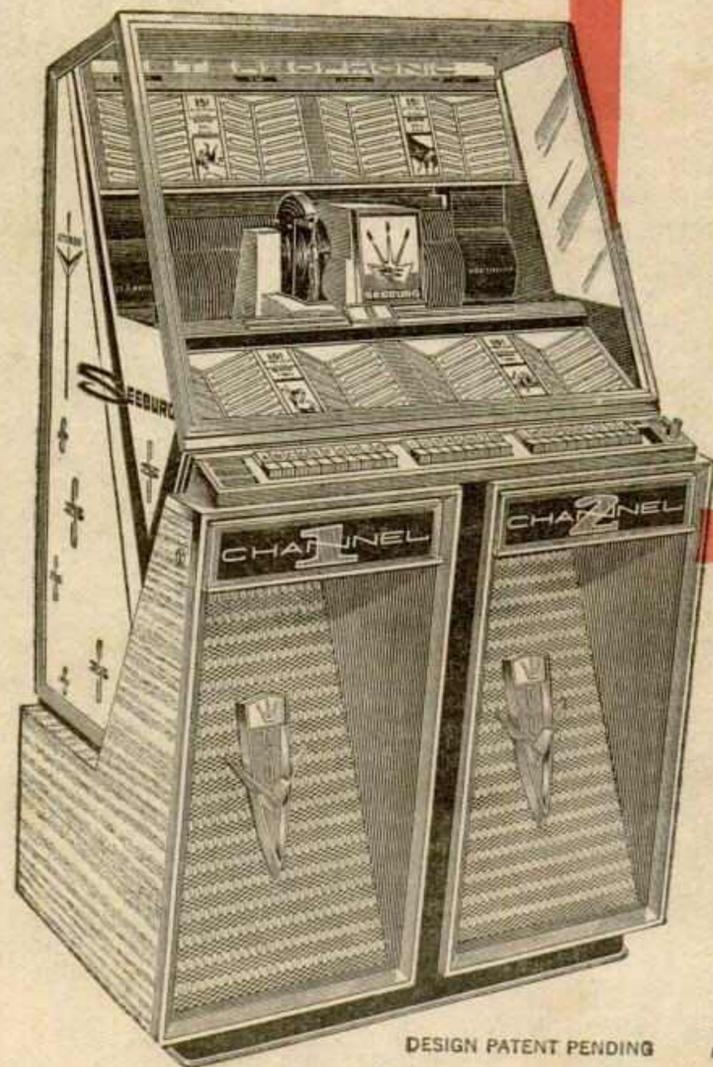
*Stereophonic - Monaural*

# SEEBURG TWO-CHANNEL STEREO

MEETS THE  
REQUIREMENTS  
OF EVERY  
LOCATION

## SEEBURG STEREO IS COMPLETELY INTEGRATED

The sensational Seeburg Two-Channel System is stereo all the way—from the pickup, through the dual amplifier to the newly developed twin stereo speakers. It's completely flexible to satisfy the requirements of every location regardless of size.



DESIGN PATENT PENDING

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
THE SEEBURG CORPORATION  
Chicago 22, Illinois

*America's Finest and Most Complete Music Systems*