Payola Probe Keys Widespread Effect
Spells Hefty Career Damage for Finis; For Some, Policy Shifts Likely

BY JUNE BUNDY
NEW YORK — Judging by events of the past week, one effect of the current 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 the lawyer Alan Freed, who lost both his jobs at WABC and WJW-FM in Cleveland. (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 artists receiving free-type items.

Freed’s putting with WNWE-TV was said to have been at least partially backed by AFTRA’s ruling that Freed (who reportedly was paid and given free-type items, including long-distance phone calls, by radio stations) paid the fees himself. Only one such fee was ever charged on the show.

—Freed—and many other TV and radio executives across the country—usually had from four or five to a dozen disk jockeys, daily, on a rotating budget plan.

In line with this, station WJLB, Detroit, has said it is planning to schedule another “Detroit Bandstand” show replacement for ensconced Dale Young, who resigned from that station last week, refusing to comment on his pending exit.

Tom Clay was fired from WJLB the week before, after he admitted accepting payola. Clay admitted he received about $5,000 over the last year and a half from small record companies and another Detroit broadcaster. Jack LaGuardia, was fired last week from WJLB after he admitted accepting an occasional payola “as a part of American station life” and still maintains WJLB last week, making three spinners out in a 16-hour period.

Other Resignations
Perhaps the biggest story wasn’t necessarily involved, several other disk jockeys 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 program director John C. Moler.

Three of Freed’s top jocks (Richards, Bill Manring and Joe Smith) were given notice by WILD, in what was described as a move “to de-emphasize the role of the disk jockeys and to emphasize the role of the announcers from now on.”

The WILD story suggests what many in the trade believe to be a strong possibility—namely that the payola probe is the selection of music being taken out of the hands of paid 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 eliminated payola will mean the return of “good music” to the airwaves. However, station management usually places more emphasis on the importance of the program director’s ability to put his station in the right position in the ratings.

—a radio operation, so the only conclusion is that they will give the people what surveys and ratings indicate it wants to hear.

(Continued on page 2)

Payola Week’ of Charity
WASHINGTON — An official “Payola Week” of charity was declared last week by WWDC here. Listeners were invited to “pay” and WWDC will “play” as the slogan went.

Explain WWDC pres Ben Strouma, “It believe that most disk jockeys — like most people everywhere — are honest. So here at WDDC we are going about a ‘Pay- a-Week.’ Listeners pay and we play a request. But the listener’s check is made over to the Various Club Research Center at Children’s Hospital.

TOP RANK’S OWN
SNIFF-O-RAMA
A PERFUMED LP
NEW YORK — The Billboard stream of music 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 “Max 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 Faberite of Paris and called (and literally) “F Sharp.” The ad ties in with the Top Rank album which also stories suggest that the front covers have been lavishly printed with the perfume as the liner notes say — the perfume sold for $2.50 per ounce.

Norm Weinstrin, 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 performed album in the history of the record business. The ad for the album in Audition is the first perfume advertisement in the history of the record business, which has had many firsts over the years.

The album, which pays $50 for every album sold, appears to be part of a new entertainment idea, to stage the nose as well as the eyes and ears. Right now the Hollywood folk are working on new wonderful makeup techniques called Aroma-Rama and Nutra-Matic, which expects the music to sell the album, with perfume being used as an advertising ploy.

But Freed quietly hopes that the album will help him move a lot of “F Sharp” perfume through the holiday season.

(Continued on page 2)

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

Accolades to Vet A&R Men
HOLLYWOOD — The winners of the National Association of Recording Artists’ 1959 “Grammy” awards have been announced for the first time ever.

The awards were given to A&R men in recognition of their outstanding work in the music industry.

The recipients were:

• A&R man of the Year — Marty Silverman, VP of A&R for Capitol Records.

• A&R man of the Year — Billy Byers, VP of A&R for Capitol Records.

• A&R man of the Year — Norm Zentner, VP of A&R for ABC International.

• A&R man of the Year — Jack Oilman, VP of A&R for ABC International.

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Payola Probe Spells Widespread Career Damages: Finis for Some

*Continued from page 1*

be it rock and roll, jazz, radio or the television services, or, of course, have recently also been affected by the Payola affair.

Payola Not Defined

The word "Payola" itself has yet to be defined. Some Stations believe it pertaining to the fact that it is due to the influence of payola to have ownership interests in publishing companies, record firms, disk jockey organizations, etc., as long as they may influence the programming of content.

Therefore, the Payola affair would not seem to be the same as the "Payola" defined by the program department, with the assistance of a rotating trio of jocks, as it would be in the case of a trio of jocks being paid by someone, who, in turn, is paid by someone, who has influence over the programming of the station.

Consequently, it is possible that the Payola affair would not be the same as the Payola defined by the program department, with the assistance of a rotating trio of jocks, as it would be in the case of a trio of jocks being paid by someone, who, in turn, is paid by someone, who has influence over the programming of the station.

HOLIDAY DOLLARS

Hefty Yule Discounts Benefit Smart Shoppers

NEW YORK—A season of strong mail order business is beginning to materialize, with manufacturers working to fulfill orders for their products. This is the season when manufacturers want their products in the dealers' stores in advance of Christmas, and to get off the ground this week. And this year, in contrast to the recent record companies, with all music, from the smallest to the largest are having strong discounts. With 

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HILL PROBERS BRIEF ON FREEBIE EVIL

WASHINGTON—A prominent record manufacturer was known to have discussed the disbursement of normal label competition by mail order houses, which were reputed to be giving away free records. The disbursement of free records has been going on for some time now, but it is only recently that the practice has been brought to the attention of the Federal Trade Commission, which is investigating the matter.

Reynolds to Exit Victor

NEW YORK—Fred Reynolds, senior director for RCA Victor, has resigned after four years of pop and jazz work. He leaves Victor to enter the news field. Prior to joining Victor, Reynolds spent 12 years at WGN, Chicago, as deejay and writer.

MANAGEMENT

Money-Saving Subscription Order

Enter your subscription to The Billboard for a full year ($25), at the rate of $13 per year (or at the advertised price of $25 per year for single copy rates. Foreign rate $5.

Name

Address

Company

Occupation

Payment enclosed

Security Code

My subscription to The Billboard is for the year 1959.

Thank you for your subscription.

Yours truly,

[Signature]
ASCAP Membership Meet
Keys Top-Flight Bitterness
Decree Arguments Vary From
Hysterical to Deeply Sincere

NEW YORK—The battle raging around the proposed new Order hit all points high in bitter- ness for members and their lawyers. Arguments were also loaded with promises—arguing that the order would be made in direct in-
erest. Those in opposition to the pro-
cessed Consent Order presented a

Kapp Lines a
Col Broadway Ace

NEW YORK—Columbia Rec-
ords roosted out a plain sleeve-
wrapped waxing of Percy Faith's
tune straight out of the breadth
of Broadway musical "The Sound of
Music" to its saltation last week.
A high-powered diskirsky 
slashed a "Special Pre-
view" offering of the 
recordings of the Percy Faith 'Sound of
Music' diskirsky, packing in a white
envelope the one片刻 type on the cover. The cover
stated: "Programming information on
prize." What caused Columbia to rush
this out of the gate to push the 
Disk at Faith? Well it seems that
an insert fella named Dave Kapp had
spotted the score with the Pete King Choral 
and rushed it out. It is fact it was
also reported we Columbia-staged
which as everyone knows has the
I was just trying to release the Faith set simulta-
nously with the original cast cut-
ing of the Rodgers and Hammer-
stein smash. But they were spurred into action by a record of the Kapp disk and by the fact that there were 15 competitive instru-
mental and vocal groups. The album
was soon due to hit the market.
In a letter to who distribute
merchandise, your honor, promo-
cion men, district managers, and
newspapers and TV stations the
Columbia Records Sales Corpo-
tor took note of this competi-
tion, and also took note of the
Kapp album with the comment: "Competition has pulled a quarter back steel, and they have gained a
little yardage, but we know the way, we got shown the
power of the Columbia juggernaut
when it begins to roll!"
The fast of the record forested
over getting a fast waxing of the
Street of a Broadway hit, which
"Sound of Music" is, indicates
the power of a Broadway musical score for album sales. Al-
though the firm that wraps up the original cast waxing of a show continues to be the
single record versions of the mate-
rial, every company is willing to risk
recording an album of the score. There will be, for instance, in
Our future is looking mighty.
That's what both Kapp and Col-
umbia 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 con-
ference with network heads to be
held here this week (11) may get
into rayplagioy matters as well as
the more obvious deceptive adver-
sing practices for which the meet-
ing was called.

Invited to the closed-door con-
ference, originally scheduled for
November 30, are network heads
Robert Kinther, NBC; Dr. Frank
Groves, ABC; Wally Gold-
ston, AIB. Also expected are Na-
national Association of Broadcasters' presi-
dent Harold Fellows, and TV
Code Review board chairman Don-
ald H. Minnesota. Observers
for the Attorney General's office
and the Federal Communications
Commission were getting.

FTC chairman Earl Kinther
hopes for some "teamwork" to
come out of the conference, in
the hopes of some other refer-
ence to "this whole-
ness.

Payola practices are known
to be in possible violation of the
broad terms of the unfair prac-
tices section (Sec. 5) of the Fed-
eral Trade Commission Act, which
covers unfair promotional allow-
ances and commercial bribery. In
the past, a former type of violation, the
manufacturer is the offender, if, for
example, a record label were to
set up special promotional allowances in gift or giveaway
records for one specified retailer. In
commercial bribery, the law pro-
hibits any secret deal between an
employer, such as a dealer, and
supplier, to push certain products.

Whether or not a deal can
result in bribery is a matter of
discussion, and the situation is
believed by some FTC officials
to be a black area. One idea, in-
stance, parallel to other types of
commercial bribery, is the possi-
ble of the FTC statute, a single pre-
duced case in the payola area
would be sufficient to make the
law, and establish payola as a
violation, they point out.

Local Jocks
"Misquoted":
Clam Up

NEW YORK—Alarmed by what
they label "misquotes" in some of
the wilder daily newspaper ar-
ticles here last week, many local deejays
are clamping up with the press
and saying "no comment" state-
ments.

Prime target of the daily new-
paper is the slightly off-key Fred
Freed who lost both his WABC radio show and his WOR TV radio program as a result of the payola probe. Freed was quoted in some detail by a Sunday Times writer, 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
20 TV stations, I'm on one," Wil-
son also reported Wednesday (23)
that Freed "had been talking to
Washington investigators for the
last 48 hours, and that Clark

Sells London
Wax at 99c

NEW YORK—London Records,
notural material, are selling in
the firm's catalog. Original list
was $1.98 and $4.95. Owner of
the Record Haven Shops on South Ave-

New Rank Audio
Plastic Disks
Now Official

NEW YORK—Rank Audio
Plastics, as revealed exclusively
in The Billboard (August 3, 1959),
has marketed its new line of
new type plastic high fidelity rec-
disk. The disk is described as un-
usually strong, with exceptional
weight and thickness of conven-
tional records.

Also being called Rank T.U.P. (Thin Unbreakable Plate) vinyl recording process pioneered by Librarian Flachette of Paris, publisher of the magazine, Soundies, Rank Audio
Plastics, which is a division of
Karn Records of America, has already
licensed Consolidated Litho
Corporation of Carle Place, Long Is-
land, to manufacture U. S. manuf-
turers. Harold Freedman will

MADISON, Wis.—"If you can't
be the best, be the most.
Mike Victor of the Victor Music
stores has been the threat of fac-
tory direct stores in this west-
ern Wisconsin area for years. RCA Victor and Capitol have
battled Victor in the same way.

"I felt I had to bring the factory
off the shelf and then sell it the
only way I could do it was
to offer them something better than
dy retail outlets," Victor, owner of
two flourishing retail outlets,
explained.

He offers the customer an in-
visible selection of more than
the three major label
sponsored clubs. The customer
gets a free bonus record for every
two he purchases, but the great
advantage is that only 100
labels and 300 records monthly
instead of being limited the
100 albums offered by one club.

Simple System

Victor operates his system ver-
simply. Each month's complete
selection are placed in boxes labeled with the companies'
names. With each purchase the
customer gets a special 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
times a month," Victor said.

There is no minimum or max-
imum at which a customer can
order records or 22 the same month
and get his bonus merchandise ac-
"The Sound of Music" is, indicates
the power of a Broadway musical score for album sales. Al-
though the firm that wraps up the original cast waxing of a show continues to be the
single record versions of the mate-
rial, every company is willing to risk
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Our future is looking mighty.
That's what both Kapp and Col-
umbia hope with their Pete King and
Percy Faith versions of the
R & H score.

(Continued on page 55)

(Continued on page 56)
Coast Cleffer Meet Makes Like Volcano

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

By LEE ZHOTO

NEW YORK—Hollywood and the music and record industry were at each other’s throats over the issue of ASCAP’s proposed consent decree. After a lively speech by Admiral Swan, head of the unofficial meeting of Hollywood songwriters, it erupted into what was described as a “perilous” session before the House of Representatives. A virtual sense of control far past midnight and was in sharp contrast to the recent exuberant evidence in ASCAP’s official meeting held here the previous week.

For the most part, the majority pressed a second consent decree of lesser value and better endowed with ornamental artillery.

Poker Moderator

Leon Pober, who pleaded for a new vote on the consent order during the official session, served as moderator. In addressing the assembly, gathering last week, Pober stated:

“The new decree would limit the board to some 40 percent of the vote. New, with 15 percent of the total vote usually abounding in the membership, would result in a virtual defeat of the three topForget it. The new board still constitutes complete control of ASCAP. The board is all-powerful. It decides on all money matters and can alter any agreement without changing them, and on occasion ignore them. It controls all survey mechanics. It decides on all issues, and answers to none, because with its combination of power, it does not have to. The new decree will not change this situation at all, and for that reason it is wrong.

“If you give the board a vote of 40 percent, you not only get the consent decree, you will only succeed in sweeping the dirt under the rug temporarily, but you will also leave the jump it will form, and it will be impossible to correct this. You cannot anticipate and avert this kind of mess by defeating the proposed decree. This will constitute a mandate to the board to go back to its Justice Department and really hammer out a decree that will not be scandalously inequitable to music, and it will put the pressures being what they are, the board will have to comply with the law.

(Continued on page 11)

Gin, Jazz, Gals

Playboy Mag's New Brainstorm

CHICAGO—Playboy Magazine has jinked its brainstorm for a brand new and different next summer but is supplementing it with another plan equally unheard of.

To top off its already-advanced stage of negotation, is to take over the New York Choral Society and sing at night clubs, convert it to an auditorium and start a new festival that would last 10 weeks.

The abandoned plan, hatched by Victor Lowen, the magazine’s big-thinking promotion director, would have staged festivals in New York, Chicago and Los Angeles the same weekend. Acts would have been imported from all over the world to the other in chartered jets so that each would play all three cities.

Lowen said he had assumed he could buy the New York Choral Society for three shows and at a price not much above the price paid for Playboy’s iconic city festival last summer in Chicago. But bookers are still getting nine-and-a-half times the one-time show price.

Said: To Hell With It

"The price," Lowen told The Billboard, "were so removed from my original estimates. I didn't even bother asking at all. I figured there was a good thing for other talent buyers if I just walked away and left the market wondering why. The studio operators were just not in a masochistic mood, asking for ridiculous percentages of the gross.

Mudisc Bows U.S. Release

NEW YORK—Madison, the Brazilian record company backed by Decca Records, is soon to open its first U.S. Label is issuing both albums and single records here. First albums feature the Beatles, "Let It Be," El Chico and his Cha Cha Or and the Pan American Or. Singles are taken from the album, Mudisc has set up distribution in the U.S., with ideal in New York, Lenox in Philadelphia, West Coast Distributors in California and Brooke Distributors in Chicago.

AFM Music for Needy

HOLLYWOOD—More than 2,000 needy Interested in helping the less fortunate music would materialize but hastened to add that if he hears of another similar case, he would lend a hand through normal channels.

Droz declined to predict whether the label would materialize but hastened to add that if he hears of another similar case, he would lend a hand through normal channels.

The uncertain situation at West-

Western Reorg

NEW YORK—With a staff of 11 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, presiding over Abbey Records, East Walnut, who along with other partners in the company will set up new money, hacking the Grinnell move, to be supplemented by a major subscription drive in Chicago insurance interests. The last two were active in the financing of the company against economies.

The Westminster catalog is believed to number more than 30 separate albums, the great majority of which are on the classical field. It is generally regarded in the trade as containing a considerable amount of highly saleable merchandise.
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.
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
The MacAbee Piano Co.
Wilmington, Delaware
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 Careebeebean 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

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!
Slatkin Now Liberty Exec

HOLLYWOOD — Felix Slatkin, Capitol recording artist who is with the Liberty label in an artist-soloist capacity, last week was named manager of its Los Angeles Liberty executive department. He will continue recording for Capitol on a non-exclusive basis. 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 rounds of the Broadway producers.

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 Man. The show will be produced 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 rounds of the Broadway producers.

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 proxy Bob Keene. For example, a new LP, “Masque’s Palefique” features an unusual African mask on the cover. Del-Fi is now manufacturing accessories for men and women inspired with reproductions of the cover mask.

Another new Del-Fi album with built-in promotional possibilities is “The Many Sides of Peggy.” The LP was waxed by Tony Martinez, who plays the role of Pepino in the new Del-Fi show. Del-Fi is setting national promotional tie-in of the album with the show’s sponsor.

During the forthcoming Christmas holidays Del-Fi will launch a personalized Mother and Father role card in its LPs, thus providing a ready-made Christmas gift package for parents.

Black, British, Booker, Dies

LONDON — The death occurred last week of Sonny 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.

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

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, “RION NATE” means (Merry Christmas To You) recorded by — Nat “King” Cole — Capitol

The Four Coins — Epic

Gene Autry — Republic

Sonny Bloch’s Coriolians — N.R.C.

BEST WISHES FOR THE HOLIDAYS.
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!

"MAN, LIKE I AIN'T GOT NO CLOTHES"

POOR OLD SANTA CLAUS

AVAILABLE IN FULL-COLOR SLEEVE MPI #1002

BY THE SENSATIONAL 10-YEAR-OLD

JERI KELLY

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.

Gurnia Dist.
Milwaukee & Chicago

Great Western Dist.
Salt Lake City

Hosier Rec. Dist.
Indianapolis

M. B. Knox 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.
Dallas, Tex.

Music Supply of N. E.
Boston

Mangold Dist.
Charlotte

Fox-American
Denver

National Dist.
Birmingham & Atlanta

Florida Music Sales
Miami

Southern Dist.
Nashville

London of Canada
Montreal, Que., Can.

NATIONAL PROMOTION
George Jay & Associates

mpi

PHONE: RE 6-2536

COLUMBIA, MISSISSIPPI
Coast Cleffers Meet Volcano

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

In an interview with the very convincing pro-conductor, on several occasions he rose to deliver telling blows to the opposite camp. He pointed to his 30 years in ASCAP and to the high rating he enjoys today. But, said, that unless ASCAP, all be dead, he did not reap the benefits that the later publishers should receive. It took years of hard work, he said, to get the present improvement. He further laments the benefits for the new minor writers. These changes can come in time and work cannot be expected to be made by plying with the tunneled numbers instead of fighting, and there runs...

Newsmen Scored

Harry Ruby charged that the "Lady-comet" in ASCAP refuses to tell him and which he will straighten out the old recorders. He complained that the board has not received proper ASCAP recognition on the warrants for their "show." Johnson said he turned down the offer. He claimed that the board is not the place for all and no special privilege. He said, was an example of the "side" point the board treated its members. He's an advocate of people that are not treated equally by these people, indicating a fairly strong following. But as spokesmen for the administration, a crowd seemed to be in the "showout, and the other champion Pomper mounted the siss, and at times appeared to be swayed by the "showout.

Litigation Threat

This was brought about when Fred Thompson of the ASCAP board raised the point that a no vote could tie up ASCAP's funds for at least four years. But there was no clear statement ATT, ATC will not be talked about. This point seemed to throw the matter at the board, and then the pro-conductor in included moderating the vote. And since ASCAP is used by the government, it is impossible for the users of ASCAP to use the court. So the question of the other "show issue" that ASCAP would be dissolved if the court...

Impassioned Plea

Most eloquent and impassioned pleas of the evening were Ray Gilbert who told the assembly that everyone who opposed the proposed new building, "The house where the father built," Gilbert said that the...
**Night Club Review**

Brown's Nity Act Packs Promise  

The Browns, RCA Victor recording artists who have put together a continuous string of records and popular formulas, opened their night club act at The Shell House on Long Island last week. Jim Edward, spokesman for the group, who a little nervous, won out with his country styled shows, although the room was nearly full and the Browns gave them an entertainment-packed 35 minutes of songs that included their hits, "The Thrill is Gone," and "Driftin' Down the Road." They are the change, they're the real thing," "Stars Get in Your Eyes," "Take 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 two dance groups were in the middle of a dance marathon. The Browns, long known in the country circles, can easily work their way to top billing in large cities 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 a year. Being top rate, top rate.  

The story traces the life Fiorello LaGuardia's life thru his career as a congressman to his successful election to the mayor of New York on his second attempt in 1933. His kind of politics that were so much in the public eye.  

The classics and songs are interwoven into the book with natural ease. Most of the performers, however, for Edward Da Silva and thrush Eileen Rodgers, are unknown. However, Tom Bosley as LaGuardia achieves an amazing physical, vocal resemblance, and Pat Stanley, Patricia Wilson and Ellen Hanley are also serviceable.  

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

Capitol Records will release the original cast album, and it should be a runway seller. - Howard Cook.

**Playboy Mag's Brainstorm**

- Continued from page 12  

This week's issue of *Playboy* was notable for several reasons. First, it featured a cover story on the history of recorded music, highlighting key moments in its development. The issue also included a feature on the latest in high-end audio equipment, with a focus on turntables and amplifiers.  

Additionally, the magazine offered a series of interviews with prominent figures in the music industry, including musicians, producers, and record labels. These interviews provided insights into the inner workings of the music business, and how technology has continued to shape the industry.  

Finally, *Playboy* featured a special section on the latest in fashion and beauty trends, with a focus on eco-friendly and sustainable products. Overall, the issue provided a comprehensive look at the world of music and culture, and highlighted the importance of innovation and creativity in the industry.  

**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 named to the parent M-G-M fold, two more performers were inked for the subsidiaries.

New to the M-G-M fold were the Laurie Sisters, Johnny Fargen, Enzo Starni, Barry 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 Curb. - More than
Billboard’s famous year-end Programming and Talent Buying Guide

in the new, conveniently-sized 8½ x 11 special slick-stock section that will be read, used and referred to for months and months and months.

This is R—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 ’60.

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.
**M-G-M-Philco Deal Off to Good Start**

Dykstra's Distribs Proving That Phone Product Can Be Successfully Promoted

By REN GREGG

NEW YORK — Industry record distributors can successfully handle distribution of photographic products. That's the conclusion reached upon review of the M-G-M-Philco deal whereby a number of M-G-M Record distributors are distributing radio and portable phone equipment of the Philco Corporation. 

By Philco spokesman earlier this year at the annual meeting of distribs held at Nassau, B.I.A., in a move aimed at getting distribution of transistor, portable and clock radios as well as phone units up to date for the 1960, the line was offered M-G-M distribs on a non-optional basis.

**Good Results**

Since that time, it's the M-G-M distribs who have taken the Philco line. Results in general are coming out to be extremely favorable. 

Charlie Hasin, M-G-M sales chief, indicated that in the first half of the year, the line has resulted in the sales growth and the sales of the phone line are continuing to increase.

**Decca Clamps**

**4-Track Tape Bandwagon**

HOLLYWOOD — Decca Recorders has thrown its hat into the ring in available in four track stereo tape form, according to an agreement concluded last week with United Tapes, Ampex Audio's subsidiary. 

Decca will sell its tapes, as well as Decca's own distribution. The agreement will allow the company to sell to the tape market.

First Decca tape release is scheduled late in the year. The list of distributors includes the original motion picture sound tracks to "The Edison Duschon Story" and "Around the World in 80 Days." 

**Cap to Deb**

Continental Stereo Model

HOLLYWOOD — Capitol will unveil its "Continental" stereo console model (Model PM) around first of December, marking the fifth and final Capitol model to be introduced this year. It will list at $489.95. 

The new console continues in its policy of offering top-quality components to dealers with the manufacturer, paying the price of an AM-FM tuner, a dual output for simultaneous stereo reproduction is optional at an additional cost.

**Transistor Sales Leap**

WASHINGTON — The Electronic Industries Association reports a continuing leap in the number of transistors of distributors during September set a new all-time monthly record.

Sales during that month totaled 4,001,326 units, more than twice the 1,785,326 units sold during the same month in 1959. 

The jump in sales was caused by an increase in the number of distributors, who are now shipping over 2,000 units a day, compared with 1,000 units a day in September of 1959. 

**Motorola Sales Up**

CHICAGO — Ed Taylor, manager of consumer sales for Motorola stated this week that distributor sales of Motor- ola stereo sets were up over 40 per cent last year, of November and December. 

He added that sales in the top two lines of the line, and the next two lines, were up over 60 per cent.
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

1346 BROADWAY, NEW YORK 36, N. Y., JUDSON 8-2000
M-G-M-Philco
Continued from page 14

The new M-G-M-Philco line offers a wide variety of models, from small tabletop sets to large floor models. The line includes full-motion and stereo models, as well as color and black-and-white sets. The company has also introduced a new line of speakers, which are designed to complement the new television sets. These speakers are available in a range of sizes and styles, and are compatible with all M-G-M-Philco televisions.

GE Debut Audio Dep’t

BRIDGEPORT, Conn. — General Electric has combined its photographic and audio component operations into one all-in-one audio products division. The division is headed by Charles M. Sorio, who has been named general manager. Sorio joined GE in 1954 and has served as marketing consultant in New York since that time.

New Stereo Demo Disks

CHICAGO — Two more major names in the electronics industry have released stereo demo disks and audio tape packages for use with two-channel disk playback instruments. W. E. Lasswell, Motorola’s radio-phono-magazine, has published a new line of stereo disks and packages, which are available at $29.95 each.

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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

Choose FROM these Established Vee-Jay and Abner Albums

CRAZY LITTLE MAMA GOODNIGHT, IT'S TIME TO GO THE SPANIELS Vee-Jay LP 1001
WE BRING YOU LOVE THE ELDORADOS Vee-Jay LP 1002
I'M JIMMY REED SARAH MCLAWLER AND RICHARD OTTO Vee-Jay LP 1003*
THE SWINGIN'EST BENNY GREEN ALL-STARS Vee-Jay LP 1004
WE BRING YOU SWING SARAH MCLAWLER AND RICHARD OTTO Vee-Jay LP 1005*
I'M JOHN LEE HOOKER JOHN LEE HOOKER Vee-Jay LP 1006*
ROCKIN' WITH REED JIMMY REED Vee-Jay LP 1007
DEE CLARK DEE CLARK Vee-Jay LP 1008
UNCLOUDY DAY THE STAPLE SINGERS Abner LP 2000*
AMAZING GRACE MAEKO 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

Vee-Jay & Abner's 10% Discount on LP's Continues thru Dec. 31, 1959
AMERICA'S #1 ALBUM SELLER!

Orchestra arranged and conducted by JOE KENNEDY

AHMAD JAMAL WITH STRINGS

JAMAL AT THE PENTHOUSE

ARGO LP 846

Comme Ci, Comme Ca; Ivy; Never Never Land; Tangerine; Ahmad's Blues; Selentus; I'm Alone Without You; Sophisticated Gentleman; I Like to Recognize the Tune.

ARGO LP 646 (monaural) 5646 (stereo)

Other JAMAL Best-Seller LP's:

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

AHMAD JAMAL at the Spotlite 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'Keeffe
child star of "music man"
(SANTA)
"What would you like for Xmas"
and
"A baby in a basket"
#9.19322

2
the
CURLS
"Why didn't I go" and
"Imaginez Vous"
#20.19310

3
Jimmy
ISLE
"Billy Boy" and
"Oh Judy"
#9.19320

4
Joe
SENeca
"Overnight Success" and
"Rick-a-Chick"
#9.19321

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BIRD SEED ANYONE? Don Hodgson, KOMA, Oklahoma City, played the Storke waxing of "Deck the Cocks With Boughs of Holly" (by' and Sweetie, the Parakeet and Canary) now in the store, with Fred Storke himself as the chorus.
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.
1000 S. Michigan

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. Santa Fe St.

Hartford, Conn.
Associated Record Distributors
76 Tolland Street

Houston, Texas
H. W. Daly Distributing Co.
2444 Westheimer

Jacksonville, Florida
Columbia South East Distributing Co.
622 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
540 W. 52nd Street

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

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

Chips Distributing Co.
1415 N. Broad Street

Pittsburgh, Pa.

St. Louis, Mo.
Roberts Record Distributing Co.
MUSIC AS WRITTEN

New York

Lester Sissel is on the West Coast to look over Bourne's music operations for Colpix. He is staying at a hotel in Los Angeles, and in taking a gander at the latest California styles. Sissel, in addition to being general professional manager of the Bourne operation, has long been considered one of musicos' nastiest catchphrases. He is holding down the job for his West Coast offices. Jack Frenzelle has been appointed general representative for the Colpix department. The company has also been named one of the top ten music publishers in the country, according to the Records Public Relations Department. He was previously assistant to the press director of the New York Philharmonic orchestra. — Pola Chapel is now with Artistic Records, which is now under the control of the Left Bank in New York City. The Artistic and the Keystone labels will then operate as a single entity from New York. — Eddie Turner has been sent to the new Rambusch plant in Bermuda tonight. — 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 record companies. "Once Upon a Time" for Paul Gallico stories. — Lenox Holmes, who has been associated with the Nestle Company, has been appointed head of the Nestle Chemicals Department. — Inspiration is featured in "The Music Man." — Clyde McPhatter is now at the Town Hill in Brooklyn. — Italian composer Ennio Morricone is now writing for a new Dino De Laurentiis film "Javanna" and the others. — New promotion director for the Reel and Hornet label, Erwin H. C. F. Redding, is in Redding, Conn. — Chad Mitchell Trio, now on Colpix Records, are also performing in the Blue Angel in New York. — Bob Luman, with the Warner Bros. label, just completed a four-week tour of the Orient, hitting Japan, Okinawa, Taiwan and Formosa. — Gradior, the 16-year-old singer who was signed by the Kaiser label of Mobile, Ala., is now recording for Newark's Rock'n'Roll in New York with the Jimmy Palmer label. — Dick Rees and the Restful Kings have thrown a clambake for the label's new pacific, Kimmo Charmer, 16-year-old-usher.

Radio Station KMRX, the station of Purdue University, needs a new manager. The station's station manager, J. H. Brown, has resigned to take a job with a television station. — The station's new manager is John S. Brown, who will be assisted by the station's managing editor, P. O. Box R. Department H-3, West Lafayette, Indiana. — Cory Cole will open at Campbells Restaurant, London, Ontario, this week. — United States serials composers and serious Russian composers are banding together to form a new international organization for music composers. — Back to Back, the new four-track record for the School of Music of Indiana, and accepted by Tikhon Khrennikov, general secretary of the Union of Soviet Composers. — Nina Simoncini and the Town Hall Orchestra are now under the direction of the manager, Mickey Snapp, general manager of the Big Three. Left for Los Angeles last week with=

Cincinnati

Danny Ewell, local Chappell Music rep, is making a real door-to-door call. — The two-year-old son of L. W. Wilson, Inc., operators of WCKY, with headquarters in the Sheraton-Gibbon Hotel here, located the local chapter of the National Federation of Telephone Operators. — The Press was dissolved last week by Common Press Judge Charles E. Weber. — The suit filed November 13, 1957, WCKY asked for $19,500 from the Federal AFTRA chapter, the national organization and executives of each for alleged loss of advertising revenue during an AFTRA strike, which lasted only three weeks. — The suit should not have been filed in a State court, stating that the NLRB has no jurisdiction.

John Gary, Fraternity Records artist, last week obtained a release on a week's December book at Blizzard-In-Arctic Wind. — The A's idled the first month of the new year in Bermuda. He will split the month between the Empire Club of Canada and the Alhambra Theatre in Bermuda. — The 14-year-old, brain tumor patient at the Children's Hospital, is expected to return home to California soon. — A 14-year-old, brain tumor patient at the Children's Hospital, is expected to return home to California soon. — A 14-year-old, brain tumor patient at the Children's Hospital, is expected to return home to California soon. — A 14-year-old, brain tumor patient at the Children's Hospital, is expected to return home to California soon. — A 14-year-old, brain tumor patient at the Children's Hospital, is expected to return home to California soon.

Nashville

Jr. 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 took a trip to the South to give a concert. — The ...
ANNETTE'S "FIRST NAME INITIAL"

Biggest!

ANNETTE'S "FIRST NAME INITIAL"

Biggest!

ANNETTE'S "FIRST NAME INITIAL"

... and growing bigger, too!

ANETTE Vista BV-3301

Nov 30, 1959

MUSIC FEATURES

THE BILLBOARD

MUSIC AS WRITTEN

Continued from page 2

Van's next single release is being pushed right out by RCA Victor.

... Hank Snow is due for a RCA Victor session soon.

Bobby Byrnes has joined Cedarwood's Curley Rhodes for a turn of Memphis, Dallas, Fort Worth, St. Louis and other markets. Curley will be pursuing Cedarwood pop, while Bobby will be spreading the word about his hoped for new Epic release, "Moonlight Becomes You" and "I Never Felt Like This..." (Both Killers' new University release, a founder titled "What You Gonna Do Tomorrow," was released last week. Jim Reeves is scheduled for "Jobelle, U.S.A.""). December 5... Lucky Nooler headed for Chicago over the weekend to attend the outdoor showmen's convention.

WSM-TV, in cooperation 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 Gandy 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

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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 nit-pickers around. Both incidentally praised the score. Of added interest is the fact that at least one of the show's tunes, "Till Tomorrow," appears to have hit pop potential, with at least seven already-released or upcoming disks. These are, by Eileen Rodgers and Sonny Kaye on Columbia, Les Baxter, Sonny James and Alaffe 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 waiting time passing themselves on the back or the current success. Producer George Abbott and Jerome Weidman are already working on their next project, "Tenderloin," a period piece set in the early part of this century. At this writing the hope is to bring this show to the stage 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 dishkey operator, with headquarters near the New York scene, called Valando seeking the original pit orchestra 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.

New Pic Tie-In

Continued from page 2

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AUDITION

A new selling force

...for dealers
...for manufacturers

In Full Color, Every Month

In the BILLBOARD

Continued from page 52

Vita Records

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### Best Selling Monophonic LP's

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Company, Record No.</th>
<th>Week Ending</th>
<th>Chart No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOUTH PACIFIC</td>
<td>Sound Track, RCA Victor LPM 1871</td>
<td>29</td>
<td>6</td>
</tr>
<tr>
<td>HEAVENLY</td>
<td>Johnny Mathis, Columbia CL 1344</td>
<td>25</td>
<td>2</td>
</tr>
<tr>
<td>INSIDE SHELLY BERMAN</td>
<td>Vernon MGM 10001</td>
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<td>HERE WE GO AGAIN</td>
<td>Kingston Trio, Capitol T 235</td>
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<td>KINGSTON TRIO AT LARGE</td>
<td>Capitol T 1190</td>
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<td>SMOBY PACIFIC</td>
<td>Sound Track, RCA Victor LPM 1052</td>
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<td>THE LORD'S PRAYER, Paramount Phonograph Co.</td>
<td>Columbia PL 2296</td>
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<td>KINGSTON TRIO, Capitol T 990</td>
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<td>FROM THE HUMPTY DUMPTY TALE</td>
<td>Capitol T 1107</td>
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<td>MORE JOLLY'S GREATEST HITS</td>
<td>Johnny Mathis, Columbia CL 1344</td>
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<td>JOHNNY'S GREATEST HITS</td>
<td>Johnny Mathis, Columbia CL 1333</td>
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<td>GOD'S GREATEST GIFT</td>
<td>Frank Sinatra, Capitol W 1221</td>
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<td>Assembled Artists, Original Sound 5 001</td>
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<td>Sound Track, Columbia OL 410</td>
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<td>Assembled Artists, RCA Victor LM 6074</td>
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<td>Harry Donegan, Liberty LP 3272</td>
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<td>PETER GUNT</td>
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<td>GYPSY</td>
<td>Original Cast, Columbia OL 5420</td>
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### Cover of the Week

**Bouquet de Paray**

- **Artist:** Paul Paray and Detroit Symphony Orchestra
- **Record Label:** RCA Victor LPM 1959
- **Cover Design:** Designed by George Mass. Eye-catching flowers in shades of bright colors, with black centers, were photographed by Henry Riss.

### Best Selling LP's on the Charts

1. *Let's All Sing With the Chipmunks* by David Seville and the Chipmunks (Capitol LSP 1080)
2. *Heavenly* by Johnny Mathis (Columbia CL 1351)
3. *No One Cares* by Frank Sinatra (Capitol W 1212)
4. *More Music By* by Sandy Nelson (Imperial IMP 1003)
5. *Party Sing Along with the Chipmunks* by Frank Sinatra (Capitol LSP 1080)
6. *Party Sing Along with Mitch* by Frank Sinatra (Columbia CL 1344)
7. *Casino Swing* by Mitch Miller (Columbia CL 1344)
8. *Kingston Trio at Large* by the Kingston Trio (Columbia CL 1344)
9. *You've Got a Friend* by Bobby Darin (Atco LP 2010)

### Best Selling Pop EP's

1. *Heavenly* by Henry Mancini (Columbia EPB 1351)
2. *Hymns* (Teldec TLP-F 100)
3. *Spirituals* (Teldec TLP-F 100)
5. *Swingin' Big* by Mitch Miller (Imperial EP 1002)
6. *Kingston Trio at Large* by the Kingston Trio (Columbia EPB 1351)
7. *More Sing Along With Mitch* by Mitch Miller (Columbia EPB 1351)
8. *Side By Side* by Peter & Gordon (RCA Victor EP 1004)
9. *No One Cares* by Frank Sinatra (Capitol EP 1004)
10. *South Pacific* by Rodgers & Hammerstein (Columbia EPB 1351)
"THE SOUND OF MUSIC"

ORIGINAL BROADWAY CAST ALBUM-recorded November 22nd on Columbia, of course!

MUSIC CITY HIT LIST

The Top Sellers based on actual record sales at 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

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  Keely Smith, Scully BB
6. Sound of Music  Original Cast Columbia
7. Johnny's Greatest Hits  Johnny Mathis Columbia
8. Be My Love  Elvis Presley Dot
9. Lord's Prayer  Mormon Choir Columbia
10. More Of Johnny's Greatest Hits Johnny Mathis Columbia

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!
The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

**The Little Drummer Boy**
Jack Halloran Singers. Det. DL 25233 (Stereo & Mono) — One of the finest Christmas albums of recent years, this hallorans are the best choice in their precise singing and their arrangements are superior. Accompanied is limited to an occasional spotting of a harp. Otherwise its strictly a cappella. Included are familiar carols along with "Mary's Boy Child," "I Wonder As I Wander" and "O Christmas Tree." Excellent programming material and a set that can be recommended.

**Blues."**
The King Cole. Det. DL 25233 (Stereo & Mono) — This King Cole band is the best choice in their precise singing and their arrangements are superior. Accompanied is limited to an occasional spotting of a harp. Otherwise its strictly a cappella. Included are familiar carols along with "Mary's Boy Child," "I Wonder As I Wander" and "O Christmas Tree." Excellent programming material and a set that can be recommended.

**NORMAN THOMAS REMINISCES**
NORMAN THOMAS REMINISCES. Songs 759 — Norman Thomas sums up his many marriages as leader of the American Socialist party with his most important and most enlightening new disk from the label. It illustrates how a man can appear to lose every battle and win the ultimate victory. Thomas has lived to see many of the things he fought for. He presents the story of his searches with the Communist and Republican parties. He has lived a courageous life devoted to principle, and yet he tells us about it in a completely self-effacing, unbludgeoning and important documentary. The label is the best choice in their precise singing and their arrangements are superior. Accompanied is limited to an occasional spotting of a harp. Otherwise its strictly a cappella. Included are familiar carols along with "Mary's Boy Child," "I Wonder As I Wander" and "O Christmas Tree." Excellent programming material and a set that can be recommended.

**Charlton Heston Reads Five Books of Moses**
Charlton Heston Reads Five Books of Moses (2-127) Vanguard VRS 9094-1. VSD 499-50. (Stereo & Mono) — These recordings cost every event of Moses' life and the exodus out of Egypt. Heston reads the text, with a concert speaker, and support and background music by the Robert De Cormier Chorale lends dramatic emphasis. Packaging includes the text."Specialovie spotlights" photo of the narrator will attract

**SPOTLIGHT 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.

**The Fuzzy Pea Pie and Other Lunacies**
Leonard Ellett and Inna Jurist. Monitor MF 709 — There's a takeoff on Menotti's opera 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 needs not be a musical sophisticate to enjoy the broad take-offs on American musicals, George Cohan, operatic music, show tunes, etc. Leonard Ellett and Inna Jurist render this mad music mash with no holds barred.

**Paul Whitehead's Can-Can**
This is the most important and most enlightening new disk from the label. It illustrates how a man can appear to lose every battle and win the ultimate victory. Thomas has lived to see many of the things he fought for. He presents the story of his searches with the Communist and Republican parties. He has lived a courageous life devoted to principle, and yet he tells us about it in a completely self-effacing, unbludgeoning and important documentary. The label is the best choice in their precise singing and their arrangements are superior. Accompanied is limited to an occasional spotting of a harp. Otherwise its strictly a cappella. Included are familiar carols along with "Mary's Boy Child," "I Wonder As I Wander" and "O Christmas Tree." Excellent programming material and a set that can be recommended.

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**Soundly Satisfied**
Someone... 

**FLAPPY SCOTT PLAYS THE MUSIC OF LEONARD BERNSTEIN**
Paul Whitehead. Det. DL 25233 (Stereo & Mono) — An exceptionally pleasant set. Scott balances lightness in his playing with a fine concern for the detail and contrast in the music, with a fine concern for the detail and contrast in the music. The label is the best choice in their precise singing and their arrangements are superior. Accompanied is limited to an occasional spotting of a harp. Otherwise its strictly a cappella. Included are familiar carols along with "Mary's Boy Child," "I Wonder As I Wander" and "O Christmas Tree." Excellent programming material and a set that can be recommended.

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

March 30, 1959

Happy Cha Cha Cha

BETTER MUSIC BY

SPECIAL OFFER: 2 FOR $1.00

ALL THAT'S PRECIOUS

ATLANTIC PRECIOUS MEMORIES

The Wildest Guitar Mickey Baker

Atlantic Records

Chapter 3

3 GREAT NEW LPs FROM ATLANTIC

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GREATEST HITS

La Vern Baker Sings Gospel

3036

THAT'S A PLANTEN du Paris 1913

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MONAURAL 1300 Series, $4.98
All Atlantic Stereo Discs, $5.98

ATLANTIC RECORDS

52-28-08

THE WILDEST GUITAR

Mickey Baker

December 29, 1958

TEN TOP HITS

(Recorded March 10, 1959)

3. Sugar and Rice

4. Happy Cha Cha Cha

5. Grease

6. The Things We Did

7. Drive-In

8. Has It Happened To You?

9. My Woman

10. Stormy Weather

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

HAPPY CHA CHA CHA

Estrada Almadina, Capitol ST 1263, (Sax & Membrillo). A happy cha cha record.

Another new membrillo in this series featuring guitarists Almadina are.

Recorded composed all of the tunes in the set, and many of the tunes here were used in the disk "Cha Cha." This is a happy set of a group of Latin jazz records that has the dance spirit. A very good set for cha cha fans.

MORE TEA FOR TWO CHA

Warren Cuppington, the Tea cosy Sars. Don't Get Scared because the Tea Cosy record is the same thing as the Tea Cosy disc, but a different record.

This is the same collection of hits released by the label in the past few years featuring top rock and roll artists such as Barry Mann, Ben E. King, the Shirelles, Time, and the Animals. It is a great set for all fans of rock and roll.

VALENTINE ARTS, RECORD 1098-

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CONTINUED FROM PAGE 28

VERY STRONG SALES POTENTIAL

JAZZ

JACK TEAGARDEN AT THE ROUNDTABLE

December 29, 1958

Jack Teagarden and his band are featured here recorded live at the Rountide in New York. Teagarden is, of course, one of the giants of jazz and as such he now has many chances to show off his fine trombone work as well as some "prettier" vocals. These include "Roundup," "Be My Baby," and "St. Louis Blues.

CHIEFMAN OF THE BOARD

Bob Haggart, tenor sax, and his band are featured here recorded in stereo. The band is of course, the famous "Nelson Riddle" band. This disc features some of Bob Haggart's greatest hits.

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Perry's great new Christmas single
THE LORD'S PRAYER
47/7650
**HONOR ROLL OF HITS**

THE NATION'S TOP TUNES

For survey week ending November 21

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<th>This Week</th>
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<tr>
<td><strong>1. Mack the Knife</strong>&lt;br&gt;By Well-Belo-Brown—Published by Hama (ASCAP)&lt;br&gt;BEST SELLING RECORDS: Bobby Darin, Ace 4137.&lt;br&gt;RECORDS AVAILABLE: Lonnie Norman, Col. 9378; Ossie Brown, Dec. 1584; Dick Hyman Trio, M-OM 1215; Eddie Rodgers Trio, London 1067; Caterina Valente, Dec. 9977; Billy Vaughn, Dec. 15844.</td>
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<td><strong>2. Mr. Blue</strong>&lt;br&gt;By Dwayne Hong—Published by Conversion (BMI)&lt;br&gt;BEST SELLING RECORDS: Hank Snow, Decca 5.</td>
<td>2 11</td>
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<td><strong>3. Don't You Know</strong>&lt;br&gt;By Bobby Well—Published by Alcine (ASCAP)&lt;br&gt;BEST SELLING RECORDS: Delta, Vee 1591.</td>
<td>3 9</td>
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<td><strong>4. Heartaches by the Number</strong>&lt;br&gt;By R. Howard—Published by Pampie (BMI)&lt;br&gt;BEST SELLING RECORDS: Guy Mitchell, Col. 41746.</td>
<td>5 7</td>
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<td><strong>5. Put Your Head on My Shoulder</strong>&lt;br&gt;By Paul Anka—Published by Spacka (BMI)&lt;br&gt;BEST SELLING RECORDS: Paul Anka, ABC-Paramount 1040.</td>
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<th>This Week</th>
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<td><strong>11. Deck of Cards</strong>&lt;br&gt;By I. Texas Tyler—Published by American (BMI)&lt;br&gt;BEST SELLING RECORDS: Week Memorials, Dec. 1568.</td>
<td>14 4</td>
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<td><strong>12. We Got Love</strong>&lt;br&gt;By K. Dörr—Published by Künstler (BMI)&lt;br&gt;BEST SELLING RECORDS: Bobby Rydell, Capitol 195.</td>
<td>8 10</td>
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<td><strong>13. Lonely Street</strong>&lt;br&gt;By E. Lombardi &amp; G. Bent–C. Below—Published by Four Star (BMI)&lt;br&gt;BEST SELLING RECORDS: Andy Williams, Cadence 1170.</td>
<td>11 5</td>
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<td><strong>14. The Enchanted Sea</strong>&lt;br&gt;By Muza–Sanne—Published by Wolfkain (ASCAP)&lt;br&gt;BEST SELLING RECORDS: Martin Denny, Liberty 25122; Islanders, May Flower 16.</td>
<td>16 7</td>
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</tr>
<tr>
<td><strong>15. Danny Boy</strong>&lt;br&gt;By Weisberg–Published by Rossville &amp; Hawkins (BMI)&lt;br&gt;BEST SELLING RECORDS: Conway Twitty, M-OM 1258.&lt;br&gt;RECORDS AVAILABLE: Phil Brown, M-OM 1260; Al Hibbler, Atlantic 911 &amp; 1475; Jeannie Jones, M-OM 1289; Glenn Miller Orch, Vic 9580; Slim Whitman, Imp 1524.</td>
<td>22 6</td>
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</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>16. Be My Guest</strong>&lt;br&gt;By Dominion-Macaroni-Bowe—Published by Travis (BMI)&lt;br&gt;BEST SELLING RECORDS: Fan Doreno, Imperial 5029.</td>
<td>14 4</td>
<td></td>
</tr>
<tr>
<td><strong>17. Oh, Carol</strong>&lt;br&gt;By Nell Sadaka &amp; Howard Greenfield—Published by Aldon (BMI)&lt;br&gt;BEST SELLING RECORDS: Neil Sadaka, Vee 7915.</td>
<td>18 6</td>
<td></td>
</tr>
<tr>
<td><strong>18. Dance With Me</strong>&lt;br&gt;By Lezio–Glick—Published by Treadwell-Tyke (BMI)&lt;br&gt;BEST SELLING RECORDS: Delmore, Atlantic 4090.</td>
<td>18 4</td>
<td></td>
</tr>
<tr>
<td><strong>19. Unforgettable</strong>&lt;br&gt;By Irving Berlin—Published by Romain (ASCAP)&lt;br&gt;BEST SELLING RECORDS: Don Washington, Mar. 15108.</td>
<td>20 5</td>
<td></td>
</tr>
<tr>
<td><strong>20. Teen Beat</strong>&lt;br&gt;By Nelson Riddle—Published by Drive-In (BMI)&lt;br&gt;BEST SELLING RECORDS: Sandy Nelson, Original Sound 3.</td>
<td>15 12</td>
<td></td>
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**Third Ten**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>21. You Were Mine</strong>&lt;br&gt;By Paul Collins—Published by Dora &amp; Good (BMI)&lt;br&gt;RECORDS AVAILABLE: Fortities, Ribbon 6801; Body Heat, King 987.</td>
<td>28 2</td>
<td></td>
</tr>
<tr>
<td><strong>22. Uh! Oh!</strong>&lt;br&gt;By Leona Bell—Doo–Dot—Published by Janaus (BMI)&lt;br&gt;RECORD AVAILABLE: Sunny Squealer, Imperial 7449.</td>
<td>25 2</td>
<td></td>
</tr>
<tr>
<td><strong>23. The Big Hurt</strong>&lt;br&gt;By Wayne Shankle—Published by Music Productions (ASCAP)&lt;br&gt;RECORD AVAILABLE: Toti Fisher, Signet 273.</td>
<td>25 1</td>
<td></td>
</tr>
<tr>
<td><strong>24. Alway</strong>&lt;br&gt;By Irving Berlin—Published by Briton (BMI)&lt;br&gt;RECORDS AVAILABLE: Gay Lombardo Orch, Dec 2317; Dorothy Bishop, Imperial 6942; Sammy Timlin, Big Top 3929; Victor Young Orch, Dec 2766.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>25. Scarlet Ribbons</strong>&lt;br&gt;By Jack Sigal–Evelyn Davis—Published by Mills (BMI)&lt;br&gt;RECORDS AVAILABLE: Harry Belafonte, Vee 6523; Brownie, Vic 7646; Kingsway Trio, Cap 7970; Enoch Light, Grand Award 1055.</td>
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**Fourth Ten**

<table>
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<tr>
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<th>Last Week</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>26. Marina</strong>&lt;br&gt;By Rocco Granata—Published by Maxwell (BMI)&lt;br&gt;RECORDS AVAILABLE: Kitty Albert, London 1081; Rocco Granato, Laurie 116; Kirby Nash, Juke 1119; Tony Martin, Vee 5633; Joe Viva, Allied Record Sales 7718.</td>
<td>23 5</td>
<td></td>
</tr>
<tr>
<td><strong>27. Woo-Hoo</strong>&lt;br&gt;By O. D. McGraw—Published by Shapiro–Branston &amp; McGraw (ASCAP)&lt;br&gt;RECORD AVAILABLE: Chicken-A-Things, Roulette 4592.</td>
<td>28 1</td>
<td></td>
</tr>
<tr>
<td><strong>28. Come Into My Heart</strong>&lt;br&gt;By Harold Lebin &amp; Lloyd Price—Published by Praga (BMI)&lt;br&gt;RECORD AVAILABLE: Lloyd Price, ABC-Paramount 1066.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>29. El Paso</strong>&lt;br&gt;By Marty Robbins—Published by Marty's Music (BMI)&lt;br&gt;RECORD AVAILABLE: Marty Robbins, Col. 41551.</td>
<td>25 2</td>
<td></td>
</tr>
<tr>
<td><strong>30. Reveille Rock</strong>&lt;br&gt;By King Container—Published by Vicky (BMI)&lt;br&gt;RECORD AVAILABLE: Johnny and the Hurricanes, Warwick 513.</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard.
Another big one POP-ing!

WEBB PIERCE

"NO LOVE HAVE I"

and

"WHIRLPOOL OF LOVE"

DECCA 31021
# Billboard Hot 100 (November 30, 1959)

**For the Week Ending December 6**

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Week</th>
<th>Peak</th>
<th>S</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1</td>
<td>You Got What It Takes</td>
<td>Marty Robbins</td>
<td>8</td>
<td>16</td>
<td>0</td>
<td><strong>STEREO</strong></td>
</tr>
<tr>
<td>2</td>
<td>Midnight Stroll</td>
<td>Midnite</td>
<td>38</td>
<td>68</td>
<td>1</td>
<td><strong>STEREO</strong></td>
</tr>
<tr>
<td>3</td>
<td>Marro</td>
<td>Johnny Merchant</td>
<td>39</td>
<td>80</td>
<td>0</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>4</td>
<td>Battle Hymn of the Republic</td>
<td>Ray Charles</td>
<td>23</td>
<td>25</td>
<td>24</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>5</td>
<td>Talk to Me</td>
<td>Frank Sinatra</td>
<td>20</td>
<td>40</td>
<td>48</td>
<td><strong>STEREO</strong></td>
</tr>
<tr>
<td>6</td>
<td>Just As Much as Ever</td>
<td>Dinah Shore</td>
<td>41</td>
<td>36</td>
<td>37</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>7</td>
<td>It's Time to Cry</td>
<td>Paul Anka</td>
<td>24</td>
<td>40</td>
<td>46</td>
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<tr>
<td>8</td>
<td>Friendly World</td>
<td>Fats Domino</td>
<td>31</td>
<td>34</td>
<td>39</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>9</td>
<td>If I Give My Heart to You</td>
<td>Nat King Cole</td>
<td>20</td>
<td>29</td>
<td>39</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>10</td>
<td>First Name Initial</td>
<td>Gladys Knight &amp; the Pips</td>
<td>75</td>
<td>69</td>
<td>58</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>11</td>
<td>Movin' On</td>
<td>Roy Orbison</td>
<td>55</td>
<td>68</td>
<td>96</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>12</td>
<td>I Wanna Be Loved</td>
<td>Ricky Nelson</td>
<td>80</td>
<td>53</td>
<td>21</td>
<td><strong>STEREO</strong></td>
</tr>
<tr>
<td>13</td>
<td>Living Doll</td>
<td>Richard &amp; the Drifters</td>
<td>30</td>
<td>31</td>
<td>32</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>14</td>
<td>Workin' Come Home</td>
<td>Les Paul &amp; Mary Ford</td>
<td>54</td>
<td>43</td>
<td>100</td>
<td><strong>STEREO</strong></td>
</tr>
<tr>
<td>15</td>
<td>Terrymay</td>
<td>Andy Williams</td>
<td>47</td>
<td>39</td>
<td>42</td>
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<tr>
<td>16</td>
<td>Among My Souvenirs</td>
<td>Connie Francis</td>
<td>76</td>
<td>24</td>
<td>27</td>
<td><strong>STEREO</strong></td>
</tr>
<tr>
<td>17</td>
<td>Smooth Operator</td>
<td>Frank Sinatra</td>
<td>62</td>
<td>66</td>
<td>69</td>
<td><strong>STEREO</strong></td>
</tr>
<tr>
<td>18</td>
<td>Clouds</td>
<td>The Spaniels</td>
<td>53</td>
<td>41</td>
<td>49</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>19</td>
<td>Running Bear</td>
<td>Johnny Preston</td>
<td>86</td>
<td>21</td>
<td>71</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>20</td>
<td>Way Down Yonder in New Orleans</td>
<td>Terry Dene</td>
<td>72</td>
<td>46</td>
<td>30</td>
<td><strong>STEREO</strong></td>
</tr>
<tr>
<td>21</td>
<td>Say Man</td>
<td>Ben E. King</td>
<td>46</td>
<td>30</td>
<td>32</td>
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</tr>
<tr>
<td>22</td>
<td>The Best of Everything</td>
<td>Gene Vincent</td>
<td>66</td>
<td>67</td>
<td>-</td>
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<tr>
<td>23</td>
<td>Tiny Tim</td>
<td>The Smothers Brothers</td>
<td>73</td>
<td>65</td>
<td>82</td>
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<tr>
<td>24</td>
<td>Sandy</td>
<td>The Leafs</td>
<td>89</td>
<td>-</td>
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<td><strong>STEREO</strong></td>
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<tr>
<td>25</td>
<td>Just Ask Your Heart</td>
<td>The Boos</td>
<td>31</td>
<td>24</td>
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<td><strong>STEREO</strong></td>
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<tr>
<td>26</td>
<td>Honestly and Truly</td>
<td>Tommy Edwards</td>
<td>65</td>
<td>94</td>
<td>95</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>27</td>
<td>The Ways of Love</td>
<td>Tommy Edwards</td>
<td>67</td>
<td>70</td>
<td>97</td>
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<tr>
<td>28</td>
<td>Medicine Man</td>
<td>The Byrds</td>
<td>63</td>
<td>39</td>
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<tr>
<td>29</td>
<td>I Dig Girls</td>
<td>Bobby Rydell</td>
<td>56</td>
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<tr>
<td>30</td>
<td>Poison Ivy</td>
<td>Bob Dylan</td>
<td>43</td>
<td>26</td>
<td>14</td>
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<td>31</td>
<td>Pretend</td>
<td>Louisa &amp; Seymour</td>
<td>57</td>
<td>66</td>
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<td>32</td>
<td>I'll Walk the Line</td>
<td>Don Costa</td>
<td>83</td>
<td>98</td>
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<tr>
<td>33</td>
<td>Goodnight My Love</td>
<td>Ray Peterson</td>
<td>79</td>
<td>94</td>
<td>93</td>
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<tr>
<td>34</td>
<td>One More Crank</td>
<td>Barry Linda</td>
<td>49</td>
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<tr>
<td>35</td>
<td>POGO LOCAL</td>
<td>Paul tipton</td>
<td>68</td>
<td>85</td>
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<td>36</td>
<td>The Hunch</td>
<td>Paul Gaynor</td>
<td>71</td>
<td>82</td>
<td>78</td>
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<tr>
<td>37</td>
<td>Tennessee Waltz</td>
<td>Hank Williams</td>
<td>52</td>
<td>52</td>
<td>76</td>
<td><strong>STEREO</strong></td>
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<tr>
<td>38</td>
<td>(THAT) I MISSED YOU</td>
<td>Everett Brody</td>
<td>45</td>
<td>27</td>
<td>19</td>
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<td>39</td>
<td>Enchanted</td>
<td>Maxine</td>
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<td>40</td>
<td>Mighty Good</td>
<td>Ricky Nelson</td>
<td>94</td>
<td>95</td>
<td>-</td>
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<td>41</td>
<td>The Shepherd</td>
<td>Fats Domino</td>
<td>96</td>
<td>83</td>
<td>87</td>
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<td>42</td>
<td>Around U.S.A.</td>
<td>Roy Orbison</td>
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<td>71</td>
<td>71</td>
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<td>43</td>
<td>Just Be With You</td>
<td>The Platters</td>
<td>97</td>
<td>89</td>
<td>84</td>
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<td>44</td>
<td>Happy Anniversary</td>
<td>Juan Morena</td>
<td>96</td>
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<td>87</td>
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<td>Symphony</td>
<td>The Platters</td>
<td>85</td>
<td>71</td>
<td>85</td>
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<td>46</td>
<td>Fancy Nancy</td>
<td>Skip &amp; Flip</td>
<td>67</td>
<td>53</td>
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<tr>
<td>47</td>
<td>Hey Little Girl</td>
<td>Dee Clark</td>
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<td>48</td>
<td>Mary Lou</td>
<td>Ronnie Hawkins</td>
<td>69</td>
<td>75</td>
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<td>49</td>
<td>Shadows</td>
<td>The Platters</td>
<td>43</td>
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<td>50</td>
<td>Beyond the Sunset</td>
<td>The Platters</td>
<td>66</td>
<td>67</td>
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<td>51</td>
<td>The Angels Lebanon</td>
<td>The Platters</td>
<td>77</td>
<td>44</td>
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<td>52</td>
<td>Smoke (Part II)</td>
<td>Bill Black's Combo</td>
<td>62</td>
<td>77</td>
<td>99</td>
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<td>53</td>
<td>Teach Me Tiger</td>
<td>April Stevens</td>
<td>64</td>
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</table>

**Indicates that STEREO SINGLE version is available.**

**S** indicates that STEREO version is available.

**Stereo** indicates that the cover was printed in stereo.

**Notes** indicate that the record had a different title or version.

**Record No.** indicates the record number.

**Title, Artist, Company** indicates the full title and artist information.

**Number 1 to 100** indicates the top 100 songs for the week.

**Billboard** is the weekly music chart published by Billboard magazine.
These records, while they have not yet developed enough strength to reach the Hot 100 list, are climbing strongly. As always, they are recommended to dealers, juke box operators, and disk jockeys. The Big Bopper and the Spaniels are making the most noise. The Ventures have been heard in several radio markets, and Rick Nelson is also making a strong hit. In the R&B field, the Jive Five and the Moonglows are getting lots of attention. The Spaniels, who have been on the charts for several weeks, are showing no signs of letting up.}

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**BEST BUYS**

**BUBBLING UNDER THE HOT 100**

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**REVIEWS OF THIS WEEK'S SINGLES**

**THANKS TO BILLBOARD ONCE AGAIN.**

---

**ROY ORBISON**

UP TOWN (Acuff-Rose, BMI) — PRETTY ONE (Acuff-Rose, BMI) — The starlet rockabilly artist packs a lot of emotion and punch into "Up Town," a tune with a strong beat. (DID) — The theme song of a warm and tuneful side. On top, there's a fine rendition of a dramatic theme in the mind of her recent hit. (DEL) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

---

**DELLA REESE**

NOT ONE MINUTE MORE (Ross-Jungnickel, ASCAP) — YOU'RE MY LOVE (Hollywood, ASCAP) — The theme song of a warm and tuneful side. On top, there's a fine rendition of a dramatic theme in the mind of her recent hit. (DEL) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

---

**THE ADDRISI BROTHERS**

GONNA SEE MY BABY (Bobby Tunes, ASCAP) — YEN ASI (Bobby Tunes, ASCAP) — The song of the countryish harmony flavor. On top, there's a fine rendition of a dramatic theme in the mind of her recent hit. (DEL) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

---

**THE FIRELIGHTS**

I CAN'T SAY GOODBYE (Trinda, ASCAP) — WHAT DID I DO WRONG (Trinda, ASCAP) — The group has done mighty well with "You Won't Be Sorry," and other of these could be repeated. (DEL) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

---

**DINAH WASHINGTON**

THE LIGHT (DeLamar, BMI) — OLE SANTA (Eden, BMI) — The theme song of a warm and tuneful side. On top, there's a fine rendition of a dramatic theme in the mind of her recent hit. (DEL) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

---

**THE LONELIES**

MISTER SANTA (E.H. Marsh, ASCAP) — LITTLE DONKEY (Chappell, ASCAP) — Here's a fine coupling by a mighty appealing young man group. Top side is a real rocker, and the "Dixieland" and the "Gangster" are quite charming. This could be the big one this year. (DEL) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

---

**THE RENAISSANCE**

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 Oscar Blackwell coupled with "Please Be Kind," a revival of the song made famous by Benny Goodman and Martha Tilton. Two smart, spunky sides. (DEL) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

---

**THE FANTASSTIC 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 Oscar Blackwell coupled with "Please Be Kind," a revival of the song made famous by Benny Goodman and Martha Tilton. Two smart, spunky sides. (DEL) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

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**THE BILLBOARD'S MUSIC POPULARITY CHARTS... POP RECORDS**

---

**POP**

**WHY**

Frankie Avalon

(DeLamar, ASCAP) Chancellor 1045

**I WANT TO BE LOVED**

Rick Nelson

(Hillard, BMI) Hillard, BMI Imperial 5615

**STARDROP**

Santo & Johnny

(Trinity-Clayson, BMI) Canadian-American 107

**SANDY**

Larry Hall

(American, BMI) Strand 25007

**RUNNING BEAR**

Johnny Preston

(Big Bopper Music, BMI) Mercury 71474

**C&W**

Jim Reeves

(Central Songs, BMI) RCA Victor 7643

**BIG HARLAN TAYLOR**

George Jones

(Tree, BMI) Mercury 71514

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**R&B**

**No selections this week.**

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**QUALITY CITY BOYS**

**THE VILLAGE OF ST. BERNADETTE**

(Ludlow, BMI) — NOTHING IN THE WORLD (Eden-Sweco, BMI) — Benten sounds better all the time and both fine sides will bear that out. Top side is a poignant holiday tune, handled with much heart. (DID) — The theme song of a warm and tuneful side. On top, there's a fine rendition of a dramatic theme in the mind of her recent hit. (DEL) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

---

**THE WHAKING CITY BOYS**

**GOODBYE 50'S, HELLO 60'S (Barbree, ASCAP) — YOU CALL EVERYBODY DARLIN' (Mayfair, ASCAP) — Two good, contrasting sides. On top, the boys have the Bummers Philadelphia marching song applied to an infectious tune. (DID) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

---

**STONEWAL JACKSON**

MARY DON'T YOU WEEP (Cedarwood, BMI) — An other solid, folk-styled side for Jackson with the same kind of substance. (DID) — The theme song of a warm and tuneful side. On top, there's a fine rendition of a dramatic theme in the mind of her recent hit. (DEL) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

---

**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. (DID) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)

---

**THE FANTASTIC 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 Oscar Blackwell coupled with "Please Be Kind," a revival of the song made famous by Benny Goodman and Martha Tilton. Two smart, spunky sides. (DID) — A theme song associated with the Ed Sullivan show. Both show much promise. (ASCAP Victor 7644)
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
November 30, 1959

The Billboard's Music Popularity Charts... Pop Records

Reviews of This Week's Singles (continued)

Louis Prima

** HEY BA-BA-RE-BOP — DOT 16069 — Prima charts in showmanship fashion on the swingy rhythm oldie. Can catch plenty of ear with this one. (Sunbeam, BMI)

** My Cucuruz—Exhilarant warbling by Prima on a bouncy novelty with Italian phrases scattered throughout the lyric. (Milanic, ASCAP)

Good Sales Potential

Rus & Susanne EDMOND

** Big Waves — BOLTON 14 — Cute, insoupledsweet song. Rus Serlin with a catchy,_affectionate melody. Watch the lad. This one is known to you. (Bolton, BMI)

** What Does Santa Claus Want For Christmas? — BRIDGE by Eluard and Bemel. Italians would get into this one. Very commercial. (Bridge, BMI)

Mike CLIFFORD

** I Don't Know Why — LIBERTY 50 — Has an excellent record single; can't get a trip on this. Clifford does the vocals and is featured with the top of the line. (Liberty, BMI)

** I Am About To Say — SUN 127 — Cute, insoupledsweet song. Clifford does the vocals and is featured with the top of the line. (Sun, BMI)

** C garnished with a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Carnaby, BMI)

Hollywood Studio

** Theme From The Wonderful World of Disney — VOGUE 866 — Has a catchy tune with a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Vogue, BMI)

** The Stranger — HI-LIT 170 — A potluck song that has a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Hi-Lite, BMI)

** A Last Farewell — SUGAR by Sonoma & shampoo — A potluck song that has a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Sugar, BMI)

** Beatles—John's lead this rhythm oldie with a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Beatles, BMI)

** Goodbye — BERNIE by the Beatles — A potluck song that has a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Bernie, BMI)

Ecuador

** A Westward Song — ASCAP — A potluck song that has a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Ecuador, BMI)

** Let Me Sleep Tonight — AVRIL 610 — A potluck song that has a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Avril, BMI)

** BORIS BEYDOK

** Goin' With The Wind — SONG cr — A potluck song that has a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Boris, BMI)

** NELLIE BLY — A potluck song that has a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Nellie Bly, BMI)

** BOBBIE HAWKINS

** I'll Leave You Alone — CAPITOL 420 — A potluck song that has a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Bobbie, BMI)

** Ann Amour — JULIE 610 — A potluck song that has a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Ann Amour, BMI)

** Jamaica — JULIE 610 — A potluck song that has a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Jamaica, BMI)

** Stephen — JULIE 610 — A potluck song that has a trip on this one. Clifford gives the vocals and is featured with the top of the line. (Stephen, BMI)

** Burns & Watson

** Small Town Girl — EAGLE 14 — Cute, insoupledsweet song. Watson with a catchy,_affectionate melody. Watch the lad. This one is known to you. (Eagle, BMI)

** What Does Santa Claus Want For Christmas? — BRIDGE by Eluard and Bemel. Italians would get into this one. Very commercial. (Bridge, BMI)

Chad Mitchell Trio

WALKIN' ON THE GREEN GRASSES (Sang, BMI) — Up on The Mountain (Cindy, BMI) — A pair of interesting sides by the new-folks-oriented group. First, there's a soft, pretty ballad effort in a caucasian vein. Flip is a fast tempoed "Gone Riders" type tune with a flute and drums backing. Very spinnable number. (Cedricwood, BMI)

Very Strong Sales Potential

Crash Crackpot

** I Want That — COLUMBIA 41536 — A good, steady rhythm oldie with a person sax. He has the solid rockabilly sound and he could go with this effort. It's worth watch-

** Since She Turned Seventeen — A slow ballad with a person rhythm oldie. Crackpot has a tender teen sound and he sells it nicely. A classy effort and it should be watched. (Cedricwood, BMI)

Bank Ballard & Younger Nightingh

** Look At Little Sister — KING 5289 — A real, down home effort by Ballad and his crew. There is a good country 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 Everett and lead spot, backed by a chorus in the Lloyd Price style. Has a persistent beat that can attract. (Lois, BMI)

Franck Pourcel

** Champagne Cocktail — CAPITOL 4151 — The old Eddie Fisher hit is presented in lush instrumental fashion with mildly r.r. tempo. Fine jockey side. (Hill & Range, BMI)

** Champagne Cocktail — Capitol 4151 — The old Eddie Fisher hit is presented in lush instrumental fashion with mildly r.r. tempo. Fine jockey side. (Hill & Range, BMI)

** Very Strong Sales Potential

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. (El. 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 not turned out with a rockabilly sound with folkly flavor and a lyric based on Adam and Eve theme. Effective backing. (Calabash, BMI)

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

Johnny Burnette

** Settin' The Woods On Fire — LIBERTY 5522 — Johnny Burnette comes thru with a rock reading of the hot item from Kentucky with a lot of feeling, as he tells about the girl he met doing the "Kentucky Waltz." Two strong sides. (Fresh, Int.)
FOLK TALENT & TUNES

BY BILL SACHS

Around the Horn

Discovered in a dusty collection of ancient phonograph records by "Johhie U.S.A.V.", producer, Bill Ring, is a 1909 release by one Don Richardson on the Columbia Graphaphola label. These are some of the more exciting records of the time, as they have a crackling sound to them. Richardson is from California, U.S.A., and his records were published by Columbia Records. This particular record is a 78 rpm disc, and it features a horn and a piano playing a traditional folk song. The song is titled "The Horn of Plenty," and it is arranged in a classical style. The record is in excellent condition, and it is a rare find for collectors of early phonograph records.

Chubby Stewart, of KUZN, West Monroe, La., reports that he is planning to have a big night show, "Tin City Jamboree," recently inaugurated in his city. The show is a live radio broadcast that features local musicians and performers. The station owner, a local businessman, has invested a lot of money in this venture, and he hopes to make it a big success. Steward is also planning to have a "radio show" on the air at the station, P.O. Box 1147, West Monroe, La., this coming Saturday night. This new show will feature local musicians and performers, and it will be broadcast on the station's new radio station.

Station WOW has just completed the moving of its facilities from Washington, N. C., to a new location in Richmond, Va. The station's new studio is located in the heart of the city's downtown area. The station is in need of material and equipment, and it is always in urgent need of material and c.d.w. music. I'm sure that the station would love to receive any material or equipment that you may have.

Alan B. Porteous, of CECX Radio, Petersburg, Ont., has been very busy with his work. He has been recording and producing records for a number of local musicians and performers. He has also been conducting interviews with local musicians and performers, and he has been writing articles about the music industry. He has also been working on a new record label, and he is planning to start a new record company in the near future.

If you are interested in learning more about this record, please contact the record company's offices at the address listed above.
**Best Selling Sheet Music in U. S.**

Week Ending November 21, 1959

<table>
<thead>
<tr>
<th>Title</th>
<th>Week Chart</th>
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<tbody>
<tr>
<td>1. MACK THE KNIFE (Harrm)</td>
<td>1 11</td>
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<tr>
<td>2. MR. BLUE (Cornelison)</td>
<td>2 6</td>
</tr>
<tr>
<td>3. HEARTACHES BY THE NUMBER (Pampers)</td>
<td>7 3</td>
</tr>
<tr>
<td>4. THE THREE BELLs (Harris)</td>
<td>3 14</td>
</tr>
<tr>
<td>5. MISTY (Vernon-Octave)</td>
<td>5 4</td>
</tr>
<tr>
<td>6. PUT YOUR HEAD ON MY SHOULDER (Spanka)</td>
<td>6 5</td>
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<tr>
<td>7. DON'T YOU KNOW (Alexis)</td>
<td>9 3</td>
</tr>
<tr>
<td>8. PRIMROSE LANE (Music Productions)</td>
<td>4 5</td>
</tr>
<tr>
<td>9. LONELY STREET (Four-Star)</td>
<td>8 4</td>
</tr>
<tr>
<td>10. SEVEN LITTLE GIRLS (SITIN'T IN THE BACK SEAT) (Sequence)</td>
<td>1 5</td>
</tr>
<tr>
<td>11. TILL THERE WAS YOU (Frank)</td>
<td>10 17</td>
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<tr>
<td>12. (TIL) I KISSED YOU (Acuff-Rose)</td>
<td>11 9</td>
</tr>
<tr>
<td>13. TALK TO ME (Barton)</td>
<td>13 2</td>
</tr>
<tr>
<td>14. BROKEN-HEARTED MELODY (Mansion)</td>
<td>12 15</td>
</tr>
<tr>
<td>15. DECK OF CARDS (American)</td>
<td>14 5</td>
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**Best Selling Pop Records in Britain**

(Week ending November 21)

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<tr>
<th>Week</th>
<th>Title</th>
<th>Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>TRAVELLIN' LIGHT—Carl Richardson (Columbia)</td>
<td>3</td>
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<tr>
<td>2.</td>
<td>MACK THE KNIFE—Bobby Darin (London)</td>
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<tr>
<td>3.</td>
<td>WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR?—Emile Ford (Pye)</td>
<td>4</td>
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<td>4.</td>
<td>RED RIVER ROCK—Johnny and the Hurricanes (London)</td>
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<tr>
<td>5.</td>
<td>OOH CAROL—Neil Sedaka (RCA)</td>
<td>12</td>
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<td>6.</td>
<td>TIL I KISSED YOU—Eddy Bros (London)</td>
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<tr>
<td>7.</td>
<td>PUT YOUR HEAD ON MY SHOULDER—Paul Anka (Columbia)</td>
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<td>8.</td>
<td>WHAT DO YOU WANT—Adam Faith (Parlophon)</td>
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<tr>
<td>9.</td>
<td>SEA OF LOVE—Mary Wills (Philips)</td>
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<td>10.</td>
<td>BROKEN-HEARTED MELODY—Sarah Vaughan (Mercury)</td>
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<td>11.</td>
<td>TEEN BEAT—Andy Wilson (Top Rank)</td>
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<td>12.</td>
<td>SEVEN LITTLE GIRLS—The Avons (Columbia)</td>
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<td>13.</td>
<td>SNOW-COACH—Bess Conway (Columbia)</td>
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<td>14.</td>
<td>MAKIN' LOVE—Floyd Robinson (RCA)</td>
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<td>15.</td>
<td>HIGH HOPEs—Frank Sinatra (Capitol)</td>
<td>9</td>
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<tr>
<td>16.</td>
<td>THREE BELLS—The Browns (RCA)</td>
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<tr>
<td>17.</td>
<td>ONE MORE SUNSET—Debbie Valentine (Pye)</td>
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<td>18.</td>
<td>PISON I'VE—Cooters (London)</td>
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<td>19.</td>
<td>MR. BLUE—Mr. Proctor (Decca)</td>
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<tr>
<td>20.</td>
<td>RAWHIDE—Frankie Laine (Philips)</td>
<td>23</td>
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</tbody>
</table>

**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 Larkin's 'Christmas Dance Party;' and "A Christmas Cantata" by Hommeager.

**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 Rasch in charge of both operations.

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

**RCA Custom Record Sales**

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!
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!

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

10 Big Colorful Issues of 1960

BIOGRAPHIES of Leading Album Artists

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

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AUDITION, Billboard Bldg., Cincinnati 22, Ohio

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<th>MY PROFIT</th>
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Please include rented area.

SIGNED:

STORE:

ADDRESS:

CITY: ZONE STATE
The Billboard

**HOT R&B SIDES**

**FOR THE WEEK ENDING NOVEMBER 29**

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<td><strong>DANCE WITH ME, Drifters, Atlantic 2035</strong></td>
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<td><strong>13</strong></td>
<td><strong>IN THE MOOD, Ernie Fields, Rendacors 190</strong></td>
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<td><strong>14 15 12</strong></td>
<td><strong>BE MY GUEST, Fh. Domino, Imperial 5629</strong></td>
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<td><strong>5 9 10</strong></td>
<td><strong>I DON'T KNOW, Ruth Brown, Atlantic 2035</strong></td>
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<td><strong>6 11 16</strong></td>
<td><strong>MAKE THE KNIFE, Bobby Darin, Alva 6147</strong>, <strong>6148</strong></td>
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<td><strong>20 15 14</strong></td>
<td><strong>YOU GOT IT TAKES, Pearl Johnson, United Artists 185</strong></td>
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<td><strong>LET THEM TALK, Little Willie John, King 5274</strong></td>
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<td><strong>TALK THAT TALK, Jackie Wilson, Brunswick 55145</strong></td>
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<td><strong>28</strong></td>
<td><strong>REVERIE ROCK, Hurricanes, Warwick 513</strong></td>
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<td><strong>12 20 3</strong></td>
<td><strong>(IF YOU CRY) TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040</strong></td>
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<td><strong>DANNY BOY, Conway Twitty, MGM 12265</strong></td>
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<td><strong>LOOMING STREET, Andy Williams, Selene 1270</strong></td>
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<td><strong>ROOSTER BLUES, Lightning Slim, Roosters 2169</strong></td>
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<td><strong>25</strong></td>
<td><strong>10 MISSY, Johnny Mathis, Columbia 1484</strong></td>
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<td><strong>29 23 19</strong></td>
<td><strong>PUT YOUR HEAD ON MY SHOULDER, Peck Ania, ABC-Paramount 10040</strong></td>
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<td><strong>28 12 9</strong></td>
<td><strong>SAY MAN, Be Delites, Checker 951</strong></td>
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<td><strong>35 20</strong></td>
<td><strong>UNFORGETTABLE, Dr. Washington, Mercury 10508</strong></td>
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<td><strong>27</strong></td>
<td><strong>OH, CAROL, Neil Sedaka, RCA Victor 7505</strong>, <strong>7506</strong></td>
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<td><strong>10</strong></td>
<td><strong>HEADACHES BY THE NUMBER, Guy Mitchell, Columbia 4146</strong></td>
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</tr>
</tbody>
</table>

**GOOD SALES POTENTIAL**

- **Ralph Matther**
  - **Diana** — SHERRY JUICE — Mercury 71045 — A wide hearing instrumental with a touch of the African flavor is portrayed near by the merial. A great dance record with a feel of the R&B style, with a chance of \( V P, \) \( B M I \).

- **Trumpet Ballad** — Attrative ballad, with a fine trumpet in a number performed by Mertteria. \( D u c e, \) \( A S C A P, \) \( B M I \).

**MODERATE SALES POTENTIAL**

- **Harry James ORK**
  - **My My, My** — ORK 1000 — Another fine saxophone solo by the Gers. A fine saxophone piece by the co-writer of the song. \( A S C A P, \) \( B M I, \) \( L E A F \).

- **MARRY GORDON**
  - **Car Line** — NEW VISION — TIDOS 1001 — Another fine saxophone solo by the Gers. A fine saxophone piece by the co-writer of the song. \( A S C A P, \) \( B M I, \) \( L E A F \).

- **Dream Time** — On this side the Gers. (new line in a bright rendition of a long after effort that features drums and a trumpet. \( C o p y r i g h t, \) \( B M I, \) \( L E A F \).

- **Lonnie Johnson**
  - **Holiday Blues** — HANDY 5525 — The second version of the tune in a week. \( B M I, \) \( L E A F \).

- **We Let Love Love** — A fine ballad effort by the group. \( C o p y r i g h t, \) \( B M I, \) \( L E A F \).

**CHRISTMAS**

- **Peggy Lee**
  - **The Tree** — CAPITOL 4310 — Peggy Lee's jingle is a record of the year. The song builds with the drums and a saxophone. \( A S C A P, \) \( B M I, \) \( L E A F \).

- **Christmas Tree** — Original record of the year.\( B M I, \) \( L E A F \).

**Vanguard LP’s Spot’t Elman**

NEW YORK — Vanguard Records new album release is highlighted by Miss Elman’s performances of the Mendelssohn “Violin Concerto” and also her “Symphonie Espagnole” and a three volume set, tagged “Newport Folk Festival, 1959.”

Featured on the Elman album are the Vienna State Opera Orch. with conductor Vladimir Gembok, the Newport set was recorded during last July’s folk festival in Newport’s Freeport Park, and spotlights everybody from Pete

**America’s Zaniest Quartet**

**THE VAGABONDS**

SEE THEM PERFORM THEIR SMASH

**HEY JULIUS**

on the ED SULLIVAN SHOW, Dec. 6th

Distributed Nationally by

**VIVA RECORDS**

1138 N.E. 2nd Avenue
MIAMI, FLORIDA

**MERRY CHRISTMAS TO YOU**

(And a Glorious Bleached Birthday, Dear Holy One)

Mus & Lyric by T. J. Truax

I MISS ALL THE SONGS

(Arrange Able Baker)

Produced & Recorded at Atlantic Records

S/J's: Send for Sample Copies

**ATTENTION, DAEIRS!**

**HEAVEN SCENT**

Just in Time for Christmas

**THERE WILL BE NO STORMS TO STOP**

**THE MOST EXCITING ALBUM OF THE YEAR**

**TURN TO THE BACK COVER OF AUDITION**

**LP**

$2.47—$3.10—$3.71

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**SINGER ONE STOP**

45's—45's

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**NEW REVIEW POP RECORDS**

**MYSTERY OF A KISS**

Ray Norman

**HEARTBREAK STATION**

Ray Norman

**THE LITTLE DRUMMER BOY**

Original Version

by the

HARRY SIMMONS ORCH.

FEB. 12

look to...

20 FNX...
Dennis Da, Cricket [21 — Dennis Da's new single with an adapting title as well as a singer by telling the story of Paul Renard, a young man who became a world famous dancer to play various roles. Some original songs were played as they show down the action. Don't understand the key points and provide a new and challenging flavor of pop song... (for the underworld crew.)

** MOSCOW EVENINGS ** 

** CHRISTMAS **

** AN EVENING WITH JOHN JACOBS **

** GREAT FOLK BALLADS **

** COUNTRY BLUES **

** AMERICAN HIGH SCHOOLS **

** KROKUS IN SONG & DANCE **

** JACOB'S LATTLE **

** MODERATE SALES POTENTIAL **

** POPULAR **

** FOLK SONGS OF THE AMERICAN INDIANS **

** GODS AND DEMONS OF BLITZTA **

** SONGS FROM ERNEST GREEN **

** ESPANA IN EN **

** INTERNATIONAL **

** THE BILLBOARD MUSIC POPULARITY CHARTS...**

** POP RECORDS **

** THE STORY OF PAUL BUNYAN **

** THE CRESTS **

** ALL IN GOOD TIME **

** GUARANTEED **

** LATEST RELEASE **

** TEDDY RANDAZZO **

** CALL YOUR DISTRIBUTOR **

** ORDER THE DOTTO HIT **
ASCAP Membership Meet

Fox Fred 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 not the result of any bargaining but of the Board's bad faith with respect to the action of the membership. He stated that the rank and file of the organization had not received any information, any discussion, or any consultation at any time concerning the proposed order. He stated the proposed order was the result of the Board's capriciousness and an example of the Board's treatment of the ASCAP members. He stated the proposed order was the result of the Board's failure to consult with the rank and file of the organization.

Payola

Fox concluded his remarks by stating that the proposed order was the result of the Board's failure to consult with the rank and file of the organization. He stated that the Board had been acting in a manner that was not in the best interests of the organization and that the proposed order was a violation of the principles upon which the organization was founded.

The meeting was adjourned.
DEarborn 2-3864

Jot down that number. It's important.

It's the telephone number of The Billboard's Servicenter at the outdoor convention which started at the Hotel Sherman, Chicago, the weekend following Thanksgiving Day.

The organization with the Sherman of America, The Billboard's Servicenter provides many services to make your stay at the convention more pleasant.

The biggest thing a showman lobby, The Billboard's Servicenter will offer a free paging service. That is why the number above is important.

Even if you were able to have you paged over a special public-address system.

Anyone leaving a message to a servicenter will know that the message will be held until you pick it up.

Otherwise, The Billboard's Servicenter will serve to make your hotel visit as pleasant as possible.

House phones will be set up to enable you to locate people in the hotel.

The most valuable service is The Billboard's convention directory, listing room number of carnivals, bookings, agencies, etc.

The Servicenter is open daily thru Wednesday, December 2.

on the following schedules:

Monday (1) 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 YEAR

250 Honor Hamid Devotion to NSA

NEW YORK — An almost unprecedented event for this city's amusement club, a testimonial banquet, was paid to George Hamid Sr. While this was his first testimonial banquet, he was honored on theeline Talmudic Talmudic shoulders, it represented the thanks of the city's Amusement Club, who proposed an appreciation of his services and years as president. The banquet was held at the Sheraton Hotel, Monday (23).

Several speakers paid tribute to the club's president emeritus before a full house in the Sheraton's Ballroom.

This was the first time in a consideration of a special event.

A series of speakers pointed out facets of Hamid's long-time business, with Dr. Joseph Cohen, president of the club's service and entertainment, striking a keynote in referring to the honor as the "most fitting" of tribute to a man who brought the club to its present high standing.

Further honors were expressed by members of the international carnivals. Hamid, president; club president, Mr. Al McKee, for park managers; Mr. Saul Leibman, for artists; Mr. John Weisman, for bingo operators. Mr. and Mrs. Anthony Lewis, John

AREA MEETING IN BISMARK'S MEDILL ROOM

CHICAGO—AREA'S annual banquet will be Monday (30) in the Joseph Medill Room on the third floor of the Bismark Hotel. Social hour will start at 7:30 p.m. and the dinner, speaker, and business session will follow.

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 anniversary of Canada.

In a recent meeting, first forwarded by Mr. Nathan Phillips but the Canadian National Exhibition Commission warned it would cost a minimum of $20 million for such an event.

Some spokesmen said if Toronto were to sell out, its everybody would probably use the plant of the Canadian National Exhibition Commission as a special aid from other levels of government.

RINGLING CIRCUS, HERESY HARENA SIGN FOR 1960

HERESY, Pa.—Ringling Bros. and Barnum & Bailey have signed a contract to sell out the Hershey Arena for a fair for the benefit of the Central New York Grace Society.

The circus will exhibit in March, May 27, May 28, and June 11. All will be held at the Hershey Arena on the intervening day, May 29. The Sports Arena last had the circus in 1958.

BEATTY-COLE SIGNS LONG ISLAND ARENA

April 15-24 Will Be Opening Run; 18 Miles From Withr's L. I. Stand

COMMAC N. Y. — Clyde Beatty-Cole Bros. Circus will open its season at the spacious new Long Island Arena, here with a nine-day cover of the Easter period, managed by Mr. James McCarthy, but now under the supervision of the Marshall, Jr.

The dates are April 15-24, starting on a Friday and including two week-ends. From Long Island the show will move to the Washington state for a one-week engagement there. The first visit will be at the 18 miles from Winfrith in the L. I. Stand.

CONVENTION PArk Sessions Starting Today

CHICAGO—Convention sessions of the National Association of Amusement Parks, Pools and Beaches will begin today (500 at the Sherman Hotel. Bill Voce of the Chicago White Sox will be one of the first-day speakers.

Prior to opening, John S. Bowman, executive secretary of NAAPPR, has announced that the attendance promised to be large. All hotel reservations for the sessions and the Sherman had been reserved and late guests would be accommodating the hotel. The trade show of the convention opened (29). It and the convention run through Wednesday (2).

The show will be given to specialized sessions for operators of kiddie rails in one group and swimming pools in another. During theafternoons there are daily meetings for park operators generally.

MEMPHIS FAIR SIGNS FOR PLANT SURVEY

MEMPHIS—The Mid-South Fair, Inc. on May 14, 1959 to make a study of the fair's present plant and draft a plan for a 10-year improvement program.

W. P. (Bill) Lynne, fair manager, announced.

Wyneg said he has reasonable assurance from county and central 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. Vanlube, president of the study group.

Arthur has been first president of the fair and chairman of the reorganization committee for the past two years.

He is owner of Manufacturers Supply Company in New York City.
October Christmas Rates Big at Atlanta

Even Santa Claus made an early appearance at Southeastern Fair this year, riding in his sleigh and drawing his reindeer, 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 exposition. 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 snow-covered trees were spotted on the lawn in front of the building. Foundation shrubs and the lawn in front of the structure also were adorned, as was the inside of the building.

Included in the exhibits were gifts of interest to 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 product 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 Sidekings

The meeting Street gardens would probably not be used again, he said. Once a location is chosen the club will proceed to macadamize race oval and erect a 3,000-seat grandstand for the 1960 fair, Scarborough reports.

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-mile racing and a local rodeo. In addition there will be three-quarter mile dirt 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 waslobbered 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 infield and track 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 operate this coming Christmas season. Officials say speed is essential because a heavy fall of wet snow would further damage the roof.

October Christmas Rates Big at Atlanta

December 20th (Hereafter) Hunsinger, manager of Monomah County Fair, Graham, Ore., has played his fair for 19 years. The show started playing the week under the guidance of the late A. H. Johnson, late manager of fair business. John McMurry, manager of Western Montana Fair, Payzaliu, was among the first guests of the show.

C. B. (Jack) Affleck, manager and general manager of Los Angeles Pomona Fair, was also present, making it his first in several years. The fair was also represented by A. W. Davis, assistant manager; and Teris Paine, special events director. Jimmy Zemo, veteran Alameda County Fair press director, assisted Joe Blanton, manager, visited briefly covering the convention for out-of-town newspapers. Lora, J. I. Steen, and J. E. Brannon, of the Hollywood theater, Hollywood hotel, and the Hollywoodḣ Herald, also covered the event, but did little or no pitching. They have been and good fair to the show.

The Riverside County Fair, for 14 years, Larry Johnson has been manager and general manager of Los Angeles Pomona Fair, was also present, making it his first in several years. The fair was also represented by A. W. Davis, assistant manager; and Teris Paine, special events director. Jimmy Zemo, veteran Alameda County Fair press director, assisted Joe Blanton, manager, visited briefly covering the convention for out-of-town newspapers. Lora, J. I. Steen, and J. E. Brannon, of the Hollywood theater, Hollywood hotel, and the Hollywoodḣ Herald, also covered the event, but did little or no pitching. They have been and good fair to the show.

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Hunt Lists Agents, Staffers for 1960

Ringling Draws 33,000 at Louisville

120,000 Equals 58 For Jacksonville

Wagner's Rambler Unit Sets Mid-May Opening

PHILADELPHIA — A May 16 opening date is projected for the new Rambler unit of Buddy Wagner's Pictures, and he is aiming for at least 50,000 patrons. Wagner's pictures are scheduled to run for four weeks and the circuit's plant is set to be complete by early May.

Working Dam Model Clicks At Many Fairs

Several fairs last season found a new and popular model an attractive feature, and the working dam model, complete to such details as wheels,atis, and the full suit of a working dam, has made a hit. In many cases the model was used as a guide to attract visitors to the shows, and in others it was used as a means of attracting patrons to the fairs. The model is made of wood and is fully equipped with all the necessary accessories. It is operated by a small motor, and the dam is raised and lowered by a series of pulleys and weights. The model is operated by a small motor, and the dam is raised and lowered by a series of pulleys and weights. The model is operated by a small motor, and the dam is raised and lowered by a series of pulleys and weights.

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Grand Rapids Stand Big for ‘Holiday’ Icer

GRAND RAPIDS, Mich.—The 15th edition of “Holiday on Ice” showed to capacity houses during its Hi-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, floodlights and black lights are raised into the air by eight-foot lifts. Formerly the show hung six or eight banks of border lights around the perimeter of the stage, which is made up of black and tacks. Now, similar red, white and blue flood lights are attached to the ends of the overhead pipes.

The show features Arnold Shoda, who made the Moscow showing; Jinn Clark, Tommy Collins, Alice Quenyo, new to the U. S., Johnny, Pat, Debbie and Robbie Williams, Gail Marlowe, Tommy Allen, Toyi and Donna Jeanne LeMac, Ray Balner, Cathy Lynn, Alfred Medora, John La Dage, Burton Schreiber and his chimp, Phil Ives, Paul Andre ad Ives and French.

The 1960 production opens with a Crystal Anniversary number, featuring four show girls in 10-foot-high prod cocktail glasses and the ensemble in white wardrobe with head pieces that light up. “The Lancers” number has the 24 girls and 12 boys as black-clad Mossevay dancers and then dribbling in to reveal bright red costs to interpret the Ukrainians with long metal lances. Biggest production number is “The Legend of the Black Pearl,” starring Jinn Clark. Following intermission Arnold Shoda stars as a Pagliacci in “Continental Circus.” “Guelfy Holiday” and “Ragtime in Rhythm and Color” includes the Miracle Foundation and brings back the principals and ensemble interpreting various music and ending with “Joan’s Stars and Stripes Forever.” Paul Ando’s vehicles are “Holiday in a Harem” and “At the Stender-Ease Salon,” together with a billbilly bit in the finale, teamed with Tommy Collins. An origeful shot in the program has a “cat,” a “mouse” and the holdover “bathing dog” in a pleasing routine for the youngsters. Staffers and producers remain virtually unchanged with this edition.

Array Antiques 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

The 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 prove 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 $525.031.50 at 25c

1959 16 Weeks’ Gross $634.505.00 at 25c

1960 16 Weeks’ Gross $444.322.25 at 35c

1959 16 Weeks’ 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. Write for consideration proposal 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, Brampton, Ontario, Canada
Phone: Plaza 3-2619 or at HOTEL SHERMAN, Chicago, during the Convention.

New Manager Appointed
At San Angelo-Coliseum

SAN ANGELO COLISEUM in Texas has a new manager. He is Tom Smith, a city employee since 1952, was appointed by the Coliseum Board to succeed Jerry Burns. Burns had announced earlier that he was retiring after 21 years of active operation of the new building. . . Arrangements have just been made for the Peter Henry Brewery’s three sports racing cars to be at the Coliseum for the opening in January. Two of the cars were built by Lance Revenew... . . Lincoln-Tourism, Sports and Outdoor Living Show at the Nebraska State Fair is Coliseum Feb 7,1960. Reports Edwin Schultz, fair treasurer. Tufton’s 16th annual holiday folk fair, sponsored by the International Institute, expanded the American Seating Company recently acquired the Pacific Northwest operations of the Northern School Supply Company. Northern continues with its other operations and also is distributor for American Seating.
AMUSEMENT PARK OPERATION

NAAPPB Trade Show Appears To Be Biggest in History

CHICAGO—Current showing of the NAAPPB's trade show—this year's show 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 700 booths, set up in more booths were added. Attendees noted that exhibits snapped up this space as well as the "crammed" spaces that could be seen in various small groups throughout the exhibition hall. Said Bowman that direct comparison is difficult since the number of booths, number of exhibitors, number of multiple-booth users, and space provided were all different. 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 opening Tuesday (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 and inspection program.

On the panel will be Adm. Joseph Fowler, vice-president of Disneyland; Gov. Howard Pyle, president of the National Safety Council, and Austin Mulindore, safety engineer for the Associated Indemnity Company of Philadelphia.

The panel may be 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 throughout the industry.

The panel will consider the recent survey report made by Robert L. Plarr, 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 Dayton Park, Allentown, Pa., will enter Chicago Monday (2) 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 in Los Angeles. Mr. Plarr is also chairman of the committee, with the result that he had quite a few chores to perform before the convention opened Sunday.

In addition, Margaret Los Power, vice-president, and Mrs. Robert Ota, who were due to arrive Tuesday evening to start helping Bob with final banquet planning details, and Mrs. Don L. Winslow, assistant to the park executive, were to arrive Sunday (29) to round out the party.

Charlie and Enid Winslow, of Bay Amusement Corporation, Santa Monica, Calif. (formerly Newcomb Park), wrote that they'll be too busy with their remodeling and expansion program to make the convention. Charlie reports they are still rebuilding the surfboard of their giant carousel and also are involved in a movie project. A movie company plans to film the Annie McPherson Los Angeles Temple on the pier, using the building as a "set." The shooting period will be December 7-17. One scene will have 2,500 persons. The Winslows had hoped to make the convention to "show up" at the pier, but they were on the NAAPPB European tour.

Jack Gurtler, of Ethics Gardens, Denver, brings the glad tidings that his dad, A. B. Gurtler Sr., an NAAPPB executive for many years, will be coming to the convention this year.

The senior Gurtler has been unable to come to the last two conventions because of ill health. The Ace Molders and Tarp Nolens of Waldenm Ball 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 & Ballroom Committee, which will consist of 12 members, will be with cocktails and lunch Sunday noon (29) to talk over final plans for his three-day program. "I want to do the best possible program," Mr. Phillips declared. "Bill Tarr, ofConnest Lake Park, has arranged the annual Pennsylvania get-together as a luncheon meet in Wednesday's event. Bill is booking his ballroom, so will be his daughter, Mrs. Evelyn Muir Walsh. Assisting her will be Mrs. William B. Schmidt, vice-chairman, and Mrs. Jack Singhser, co-chairman of the luncheon 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 Amusement Manufacturing Power-Mot Speedway Racers, unveiled its new 1960 model cars last week at the show were a hit. One of the features was the new design of the car, which has a number of high-quality features, including a new suspension system and a powerful engine. The new model cars were equipped with a number of options, including custom interior trim and a high-performance engine. The company has also introduced a new line of accessories, including new wheels and tires, which are designed to improve performance and safety.

The new model cars were designed to meet the needs of today's drivers, who are looking for a combination of performance and efficiency. The new design of the car is built to be both powerful and fuel-efficient, with a new aerodynamic body and a lightweight frame. The new engine is designed to be both powerful and economical, with a new fuel-injection system that improves fuel efficiency and reduces emissions.

The new model cars are equipped with a number of safety features, including new airbags and a new braking system. The new suspension system helps to improve handling and stability, while the new wheels and tires help to improve performance and safety. The new model cars are also designed to be easy to maintain, with a new system of self-diagnosis that helps to keep the car running smoothly and efficiently.

The new model cars are available in a variety of colors and styles, and are equipped with a number of options, including custom interior trim and a high-performance engine. The new model cars are designed to meet the needs of today's drivers, who are looking for a combination of performance and efficiency. The new design of the car is built to be both powerful and fuel-efficient, with a new aerodynamic body and a lightweight frame. The new engine is designed to be both powerful and economical, with a new fuel-injection system that improves fuel efficiency and reduces emissions. The new model cars are also designed to be easy to maintain, with a new system of self-diagnosis that helps to keep the car running smoothly and efficiently.
Polack Completes 'Satisfactory' Tour

CHICAGO—Following the close of their 1955 tour of Charleston, W. Va., Mr. and Mrs. Thomas Bros. Circus which converged on the show's Chicago offices this week-end characterized the season as "entirely satisfactory in view of the general trend in the business." They pointed out that while grosses dropped in some spots, impressive new records were set in others.

On the road since January 16, 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 appearances. Appearances were made for 20 Shrine temples and 13 Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine Shrine 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CARNIVAL ROUTES

All Americans: Don Prevost; (Fate) Walterboro, S. C.

Decker Show: Showman: Atlanta, Ga.

Greater Knoll: Noble Hammock; Las Cruces, N. M. (Season ends)

Peter Paul: Ann Arbor, Mich.; (Texas Fund) Dallas, Tex.

FOR YOUR ORDER

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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.

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FOR SALE

S-E-T-LINE ELECTRIC GAME GROUP

FOR SALE

5-IN-LINE ELECTRIC GAME GROUP

GIVE TO DAMON RUNYON CANCER FUND

IT PAYS TO BUY
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RELIABLE INSURANCE CANNOT BE PURCHASED AT A BARGAIN COUNTER

CHARLES A. LENT & ASSOCIATES

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1492 Fourth St., North
Phones: 529-2279 - 529-2314

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MINIATURE GOLF COURSES

by ARLAND

New Designs - 25 Styles of Holes - Fully Grasped
ARLAND, BOX 247
NEW HYDE PARK, N. Y.
WELL'S B5-8579

America's Oldest and Greatest Builder of Miniature Golf Courses

SHOW TENTS

HARRY SOMMERVILLE
514-516 East 18th St.
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SHOW TENTS

Manufacturers of Concession Tents,
Merry-Go-Round,
Cookhouse Tents

LARGE TENTS FOR RENT OR SALE

For any purpose
ACE CANVAS CORP.
103 Green St.
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Phones: 521-2883

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KIDDIE RIDES
ADULT RIDES
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ROLLER MY DEAR
PERIS WHEELS
MERRY-GO-ROUNDS
SHOOTING GALLERIES
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CONCESSIONS

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The Showman's Choice

Concession—Show Tents—Roller Tents—Sidewalk Concession—Fairway Tents—Tents—Tent

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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
312 S. 3rd ST., CINCINNATI 2, OHIO

THE STANDARD OF THE AMUSEMENT RIDE BUSINESS

TVL-A-WHIRL

The Most Dependable Family-Type Ride

Simple Operation
Comfortable Decor
Never Gets Out of Style
Mark All使其上
Ask the Amusement Dealer Who

Sellner Mfg. Co.

2501 S. Paine, Chicago, Ill.

IN LOVING MEMORY
OF MY DEAR
BELIEVED HUSBAND

SAM GORDON
Who Passed Away
December 1, 1937

RUBY MAY

Roller Rink Tents

42 x 102
In Stock
52 x 112
At All Times
New Show Tents
Made to Order

CAMPBELL TENT & AWNING CO.
100 Central Ave.
Albany, N.Y.

MAKE REAL MONEY WITH
Porto-Elite
TENTS COVERED RINKS

W. T. SHACKELFORD
885 Cleveland Ave. Kansas City, Mo.

CARRYING CRAFT
276 South Ave.
Winston-Salem, N.C.

INFANTS WAGON

THE BILLBOARD

THE FINAL CURTAIN

CASS—Chester G.,
57, former Side Show performer,
November 11 at East Claire,
Wis., following a brief illness.
Cass was seven feet six inches
and appeared with the Al G.
Barnes Circus. Pete Kaslow Side
Show, Southern Circus, Johnny
Jones Shows, the Salt Solomon
and Chicago vaudeville circuits.
For the past 10 years he
and operated the Colony
Restaurant in East Claire.
Survivors include his widow,
Adeline. Burial was at East Claire.

MORRIS—A. L. (Abbie),
79, veteran outdoor showman
and associated with The Bill-
board in St. Louis. November
21 following a heart attack.
Death came while he was
walking down a St. Louis street.
His full name was Abraham
Linebarger, Morris was in
The Billboard office for the past
90 years, during which time he
made hundreds of friends through
the business. Survivors in-
clude 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 Milw.
Ro.
Royal could maintain
one position more than five
hours without moving a muscle
and held a record for immobility.
Ross became a working in Ar-
(Continued on page 67)

MRS. ROSE RUBACK
Who Passed Away December 4, 1937
Sally missed by her friends

MARTHA RODGERS & SOPHIE FRENCH

GOOFY-GOLF
A Complete 19 Hole, Pre fabricated,
Motorized Golf Set
For permanent or temporary installa-
tions. The unit will fold to fit in the
trunk of a car. The cost is at our
lowest. Write for prices.

PHILIP'S AMUSEMENTS, INC.
303 S. Robinson St.
Bloomington, Ill.

STAGECOACHES
New pants and horse stables. Covered
Coaches. Pulling Coaches and Wagons. Special building built to
order. Carriage rules must be
used. Broughams and elegant Vehicles
in stock. The Lincoln, Horace and Peter.

CARRIAGE CRAFT
276 South Ave.
Winston-Salem, N.C.

SOUTH SHORE RIDER SPRINGFIELD, MISSOURI

WHEN you're really tired... SAY YOU SAW IT IN THE BILLBOARD!
FRANK W. PEPPERS, who is again winning his show in Mobile reports that closing weeks of the season have been successful, although business was off about 20 percent for that period. Peppers opened a unit of three rides at the new Gladstone Superpark there on November 25. The unit is being designed to continue this type of operation until the Mobile Mardi Gras which opens February 18. He'll use three lets for the big celebration, and has already booked a number of attractions. Walter B. Fox, who had both shows in Mobile for the Standard lot... Bernie Smuckler is living with relatives in Los Angeles for the season. He electric for the Mobile Mardi Gras... Johnny Porteine, owner of Johnny's United Shows, was in Mobile recently from his Gantt, Ala., winter base.

T. J. McMann, who had concessions on Sonset Amusement Company's past season at the Miami Beach, Fla. showman, is still fishing daily in the Gulf... James L. Reed writes from Dyersburg, Tenn., that he's remodeling his wife's popcorn trailer... The Redmans, traveling in a Carolina Automobile Carolina to visit relatives and then return to winter quarters of Byers Bros. Shows, are at Coquihalla, B.C., on January 15... Eugene Sheats (Sheets) has resumed his annual amputation of his left arm. Sheeny plans to be up and around again soon... part of 'Mardi Gras' has already attended the International Showmen's Association of Showmen... Chief White Feather and his wife, Madeline, are wintering in Mobile... Tex Roberts is living in the Hollywood bohemian business in Mobile, and Hattie Wagner has been keeping her rides busy at Mobile church events and shopping centers.

By IRWIN KIRBY
NEW YORK — With more than 200 stock holders gathering in good season revelly, the National Showmen’s Association almost undoubtedly held Wednesday (25) at the Hotel Commodore. The figure represented a significant increase (100) over last year’s turnout and was considered favorable, according to the organizers.

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 scratchied for various reasons, but nobody had cause to complain.

Al McKenzie, president, termed

The photo was of the showmen’s dinner party, which was attended by more than 200 stock holders.

WOM Retains Midway for Greensboro
GREENSBORO, N.C. — World of Mirth Shows will again play the Greensboro area, according to manager Clyde Kendrick.

The fair will be held again on the new all-paved area and has the use of all facilities, including the new coliseum and auditorium. Space sales have been handled 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.

Frank Jorling
Norman Schlossberg, owner of Olson Shows, and Mrs. Schlossberg are planning to have a change of pace this winter, according to reports from Hot Springs. Out-of-towners attending a recent meeting of the Southwest Association, Mrs. Thomas C. Smith, Martha Moss, Sally Murphy, Helen Young and Helen Beal. The Ladies Auxiliary of the Tampa club will honor all new members and long-time members at a dinner in January. Attendance will be under Bertie Perro. Ladies Auxiliary of the Showmen’s Association of America will hold open house in the Hotel New Orleans on Tuesday, December 18-20, for members of the auxiliary of the Midwest Showmen’s Association in Minneapolis, St. Paul, Des Moines, Des Moines, Kansas City, Detroit, Chicago, Kansas City, Chicago, and St. Paul. Improvement is in charge of the baskets for the needy.

Annual banquet and ball of the Arizona Showmen’s Association will be held December 8 in the Ambassador Hotel. Tab is $10 each ($5 for single). Refreshments and soft drinks are served at $1.25 each ($1.00 for single). A corollary event is the Arizona Showmen’s Association in Phoenix in conjunction with the Arizona Convention, an annual event attended by all those interested in the show business.


700-PLUS ENJOY

FEST HARRIS

CARNIVAL CONTEST

SOUTH'S BEST STATE FAIR SPOT

MID-SOUTH FAIR, MEMPHIS, TENN. — SEPT. 23-30, 1960

EXHIBITORS, IMPORTERS — AMERICA'S BEST SHOWCASE FOR SALES

1959 ATTENDANCE — $51,967 PAID ADMISSIONS

CAN ALSO BOOK CIRCUS SIDE SHOW, BIG DROME, WESTERN REVUE, GRIND SHOWS

NOTHING TOO BIG

THE STATE FAIR OF TEXAS, DALLAS, FALLS — OCT. 7-23, 1960

SEE ME NOW AT HOTEL SHERRIL DURING CONVENTION

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190 N. W. 93d St. (Phone Flaza 4-6356) Miami 50, Fla.

24th ANNUAL SUN CARNIVAL

DECEMBER 19-JANUARY 3-16 DAYS

HEART OF DOWNTOWN EL PASO, TEX. (ACROSS FROM JUAREZ, OLD MEXICO) 3 WEEK ENDS


SATURDAYS: Shows: Variety Show, Showman's Association's Ring Tamer, Chuck Webster, Midget Circus, Archie Mackall or any Big Side Show, get in touch.

LIMITED SPACE — LIMITED CONCESSIONS: Want Merchandise Wagons and legitimate Concessions of any kind. Will sell "EX" on Glass Pitch and Bear Pitch. Want Bingo. (Joe Williams, contact.)

FLAT-TOP GYPSIES

WRITE — WRITE — CALL

A. "BOOBEY" OBADEL or ALAIN VAN IDEK.

RATES: 3-1300 — Washington Park — El Paso, Texas

"Bookey" ObaDEL will be at Sherman Hotel during the Convention.
ONTARIO SLA Draws 400 to First Ball

Conklin Presented With Portrait; IAFE, Canada Fair Assn. Reaped

TORONTO, Ont.—The Ontario Chapter of the Showmen’s League of America drew over 400 to its inaugural banquet and ball here Wednesday night (23) in the Royal York Hotel.

The event, the first held by the Showfolk Host Fair Execs at WFA Conclave

Sacramento, Calif. — Altough fun and frolic were held to a minimum at the 37th annual Western Fairs Association meeting, service members, including show owners, concessionaires and suppliers, were hosts to fair managers and directors.

Hospitality rooms were maintained by shows, including Fair Time, in addition to Coast Shows, and Crafts 20 Big Shows. MCA Artists, Ltd., and Fun Unlimited had the Press Club house on Tuesday night (17).

West Coast Shows, with Mike Krekox, president; Harry Myers, general manager; Al Rodin, unit manager; E. W. Coy, business representative, and Bobby Cobin, general agent, was host at a dinner at John Doe’s for 45 guests, including managers and directors.

Social Club 50 Frolic

At Big PCSA Homecoming

Los Angeles—Approximately 2,600 guests attended the annual Pacific Coast Shows Homecoming Party held in the clubrooms here Monday (23). Chairman for the event was Jack Kent and Sam Dolman.

The evening featured food and dance along with a performance of more than an hour by the 75-piece Southern California Locks Fun Band, and the Skyliners provided the dance music.

One Walsh Unit to Barn, One to Tampa

Mobile, Ala.— Earl W. Walsh’s Matchstick Cities closed the regular season November 21 in Mobile, Ala. The season figures here while the No. 1 unit was taken to Tampa for a standing last week 1.

Negotiations are under way with Johnny Carole 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 patrons were presented a check at the open house held Tuesday (24) by the National Showmen’s Association. Past president Art Lewis served as entreje, and Emery Adler and Sam Wells followed.

A $500 U. S. Savings Bond, Molly Goodfellow, $250 bond, Heala, $100 bond, Zuye Catches, and Al Napieman; pair of imported lamps, Meyer Hazen; 25-jewel watch, Mr. and Mrs. Sam Hamid; Electrolyx vacuum cleaner, $50 bond to IFAE; case of Canadian Club whiskey, Dorothy Anderson; case of whisky, Charles Badin; Emerson radios to Margaret Williams, and Al and Carl Salco; $50 bonds to C. Ryan and Southshore Supply; 25-jewel watch to Kay Anderson; men’s wrist watches to Ferris C. Rust and Keepee; clocks to Vici Harrod and R. Middledon.

Social

350 Frolic

At Big PCSA Homecoming

Los Angeles—Approximately 250 guests attended the annual Pacific Coast Shows Homecoming Party held in the clubrooms here Monday (23). Chairman for the event was Jack Kent and Sam Dolman.

The evening featured food and dance along with a performance of more than an hour by the 75-piece Southern California Locks Fun Band, and the Skyliners provided the dance music.

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Page Combined

Keeps Midway At Henrietta

Henrietta, N. Y. — The Monroe County Fair has re- opened and will provide the midway in 1960, sec- ond to be this year’s season.

Show was represented by Marty J. Smith, secretary, and Bob Meyers, treasurer.

K.C. Men’s Club Hosts Auxiliary

St. Louis—The Ladies’ Auxiliary of the Heart of America Showman’s Club held a turkey dinner here on Thanksgiving.

The event was held in the clubrooms.

On November 20 the auxiliary

Ceilings have been installed and the walls have been painted.

New furniture has been purchased.

The kitchen has been rearranged and a new refrigerator

Activities planned include card parties, holiday parties and dances.

President

Ernie Farrar attended the first card party November 19.

Caravans, Inc.

Chicago—Regular monthly meeting held November 12 with presi- dent Margaret Levine. Other officers present included Jim Mc- Cue, Wanda Derri and William’s son, Cheryl Irene Conley.

Correspondence received from Edna Burrows, Margaret Davis, and others also commented.

Arizona Showman’s Assn., Inc.

Phoenix, Ariz.— Clubrooms are now open, with Earl Salis, salaried executive, in charge. President Horstman held a meeting of the officers and directors for Monday (10) at 6 p.m. The band will be held at the 14 at the River- side Ball Room.

Mr. and Mrs. J. M. Smith have moved from Richardson to Aspen Junction. Ambrose Joh- ansen of the Arizona Jamboree held a State Fair at Boise, visited the Arizona State Fair and the clubrooms.

Dakota Caravan, Inc., held a tour of the Pacific Northwest for Mrs. Greer and Roy Matthos who visited the club- rooms. Charlie Cole had his Crane Shovel and plant in the lot.

Petitions are being signed for the annual elections to be held January 11.

Al Becks Leav For World Tour

Miami— Al C. Beck, special representative of the International Piano Co. and Son Insurance, and Mrs. Beck, are escaping to Paris and a 7-day tour around the world. The Becks will leave from Miami on the William and Mary and visit the follow- ing spots by ship and air: Bermuda, Holland, Italy, Greece, Egypt, Lebanon, Holy Lands, Czec- hoslovakia, Singapore, Australia, New Zealand and Paris. They will be back home in February.
CLUB ACTIVITIES

WANT RIDES
Octopus, Roolplane, Roscherrine, Settlers. Apply to the member, who will take you. You must be a member to enjoy round trip transportation. This is your territory. All interested call ANDY O A K at Tampa, Fla., 40-413 or E. FISHER, Bishop Hotel, Miami.

WANTED - SCOOTER

JOHN VIVONA
Chicago, Ill., Feb. 12, that have been sighted in the last few days.

FOR SALE - FERRIS
ELS BRIDGE
Ferris Co., 425 South St., Chicago, Ill., March 15.

HARRY HINZ
316 N. Division, Detroit, Mich., 315, 3-20.

FOR SALE OR LEASE
No. 12 206 Series, and one of the best. It will be made available for sale.

THEODORE MEADOWS
AMERICA'S FINEST SHOW
FOR SALE OR LEASE
POST
WILL BE AT THE CONVENTION
Sherman Hotel
220 N. Michigan Ave.
Chicago, Ill.

LOCATION WANTED
De LUXE SHOWS
41 White Street, New York, N. Y.

WANTED
Adult Portable Merry-Go-Round and 45 ft. flatbed trailer. Must be in good condition and reasonable. Write BOX 276, JUNCTION CITY, OHIO.

FOR SALE
1 Allan Herschell Twister
1 Allan Herschell Kiddie
1 Miller Roller Coaster
1 King Electric Train Ride

INSTALLS AMUSEMENT CO.
20 Middletown Road, Columbus, Ohio
Phone: Broadwater 4-1465

FOR SALE
1 Allan Herschell 12-ft., Merry-Go-Round
1 Outpost
1 Carr's Lighter Plant Light. Located at 64 W. 30th St., New York City.

S. FIDLER
4217 N. Florissant
St. Louis, Mo.

FOR SALE
N.S.A. Merry-Go-Round License, 45 ft. flatbed trailer. Must be in good condition and reasonable. Write BOX 276, JUNCTION CITY, OHIO.

Thank You
BENJAMIN H. LECK
1124 E. 84th St.
New York City

FOR SALE
Show No. 200, 2000 sq. ft., 12 ft. flatbed trailer. Must be in good condition and reasonable. Write BOX 276, JUNCTION CITY, OHIO.

JOHNNY CANOLES
406 F. D. R. R. W., New York City

WASHINGTON, D. C.

MARRIAGES
GIFTER-PERREY
Samantha, a former concessionaire with Central States Shows, was married to the Roman Catholic priest. Also on the same day, Mildred Allen, a former volunteer, was married to a Roman Catholic priest. Also on the same day, Mildred Allen, a former volunteer, was married to a Roman Catholic priest.

BIRTHS
COLE - A daughter, Carla Raquel, recently to Mr. and Mrs. Bruce Cole. Father, currently in the concession business, formerly with Strates Shows, was born as Bruce the Magician.

Amusement Business
www.americanradiohistory.com
REGULAR CLASSIFIED ADS

Set in unusual wanted-style, one paragraph, no display. First line set in 5 pt. type, balance in regular 5 pt. upper and lower case. RATE: 5¢ per word, minimum $1. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a box number, c/o The Billboard. Follow six words for address and include 20¢ to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Almost any advertisement and produce quicker and greater results than this of a longer type and white space. Type up to 14 pt. permitted. No illustrations, reverse, or decorative borders. One at a rule border on one inch or more.

RATE: $1 per 60 words, 14 in. 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—ENGLISH BIRD CAGE, 271 Grams. 18Kt. Gold, 100,000.00. BRITISH Art, New market, N. Y.

RETAIL OAKLAND U.S. COAT, 50 ST AND IN WORK. 100,000.00. BRITISH Art, New market, N. Y.

NEW GIANT PROFESSIONAL GAS FILLED BY COVS. 14000 TROY OZ. 300,000.00. BRITISH Art, New market, N. Y.

POST FREE MAIL, LISTS, NEWS-NEW ISSUES.

J. L. BROWN, 10300 12TH STREET, GARDEN CITY, L. I., N. Y.

WANTED—PROFESSIONAL COMEDY, LITERATURE, AUTOGRAPHED, ETC., 1920-1950. ALPHEUS W. WILKINSON, GARDEN CITY, L. I., N. Y.

NEW ENGLAND JEWELRY BUYERS

124 Empory St., Dept. 8, Pais, & L.

BE INDEPENDENT
START YOUR OWN BUSINESS
SELL RESIDENCE SECURITY SIGNS
HOME SECURITY DEVICES

NEW ENGLAND JEWELRY BUYERS

REGULAR CLASSIFIED ADS

SET IN UNUSUAL WANTED-STYLE, ONE PARAGRAPH, NO DISPLAY. FIRST LINE SET IN 5 PT. TYPE, BALANCE IN REGULAR 5 PT. UPPER AND LOWER CASE. RATE: 5¢ PER WORD, MINIMUM $1. CASH WITH COPY.

IMPORTANT: IN DETERMINING COST, BE SURE TO COUNT YOUR NAME AND ADDRESS. WHEN USING A BOX NUMBER, C/O THE BILLBOARD. FOLLOW SIX WORDS FOR ADDRESS AND INCLUDE 20¢ TO COVER COST OF HANDLING REPLIES.

DISPLAY CLASSIFIED ADS

ALMOST ANY ADVERTISEMENT AND PRODUCE QUICKER AND GREATER RESULTS THAN THIS OF A LONGER TYPE AND WHITE SPACE. TYPE UP TO 14 PT. PERMITTED. NO ILLUSTRATIONS, REVERSE, OR DECORATIVE BORDERS. ONE AT A RULE BORDER ON ONE INCH OR MORE.

RATE: $1 PER 60 WORDS, 14 IN. 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—ENGLISH BIRD CAGE, 271 GRAMS. 18K GOLD, $100,000.

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HOME SECURITY DEVICES

NEW ENGLAND JEWELRY BUYERS

124 Empory St., Dept. 8, Pais, & L.
Photo Supplies and Developing

PHOTOGRAPHY. CLEANSER F. P. PAPER.

POSTPAID PRINTING SPECIALS:

3000 cards 4 by 6 inch, each 4.50; 100 cards, each 50 cents; 25 cards, each 25 cents.

Postcard (5 cards) 35 cents. Pressed cards (5 cards) 50 cents.

TALLY

TAYLOR

3600 Hamilton St. St. Louis, Mo.

PICTURE POSTER PRINTING MAGAZINES.

Sellersen Wanted

SACRAMENTO - ENGINE AUTOPLATE GIVE US A CALL FOR A FREE ESTIMATE. YOU ONLY PAY FOR YOUR OWN SIZE OR SHAPE.

 оборонить VON ALOOF


TALENT AVAILABILITY

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 number from Middle Add. address. When using a Box Number, please include additional 25c to cover cost of handling replies.

Miscellaneous

MUSCORN RECORDS

RENTED STREET, ALL CASH, 410 South Mill St., Urbana, Illinois.

UNITED STATES BRYANT CAR CO.

Louisiana Ave., Springfield, Ill.

Dear Mr. Smith,

I have been interested in the Pitchmen for Demonstrators, Engravers and other general printing work. I am writing to express my interest in this field and to learn more about the opportunities available.

I am enclosing a resume of my background and experience, and I would appreciate it if you could take a few minutes to review it.

I am available to discuss my qualifications further, and I look forward to hearing from you soon.

Sincerely,

[Signature]

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SHELBYVILLE, Ind., Fair Re-Elects

SHELBYVILLE, Ind.—Earl M. Goodwin was re-elected president of Shelby County Fair. Also re-elected were Garrett S. Patterson, vice-president; Mrs. Louis Grover, secretary-treasurer; and Charles Scheffler, treasurer, and Glenn Callahan and Gilbert S. Shealey, board members.

Shelbyville, Ind., Fair Re-Elects

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**BULK VENDING**

**NOVEMBER 30, 1959 Communications to 188 W. Randolph St., Chicago 1, Ill.**

**KIWANIS CLUB VENTURE**

Former School Principal Builds 1,400-Machine Bulk Vending Route

By BERNARD A. SHEPARD

FRESNO, Calif. — Junior high school apparently is a good training ground for the operator of a bulk vending route. E. H. Suhr, a cheerful Central Californian, developed his successful vending philosophy during more than 30 years as superintendent and principal in the Nebraska school systems. For Suhr the job of educator and operator are parallel — each has a multitude of bosses: the one parent, the other location owners. In both jobs, Suhr says, the ability to get along with people is basic. Suhr’s respect for vending spurred his final decision: As chairman of the Underprivileged Children’s Committee of the Beatrice Kiwanis Club he directed the final sale of the commission received from bulk vending.

The E. H. Suhr enterprise is headquartered in Fresno, the rich, rural Basin center of the world. Suhr’s exclusive route for Kiwanis and Lions clubs was built on a six-part formula: (1) high-quality products, (2) immaculate machines, (3) convenient placement of machines in heavy traffic spots, (4) frequent service, (5) courtesy to location owners and (6) personalized campaigns for new locations.

**Application**

The formula, the easy winding, is workable only through determined application, according to Suhr, who is a typical operator for impressing people. Human relations can mean greater business, he declares, stressing the need for friendliness, neat grooming and a well-placed smile. He believes also in little attentions to enhance an enterprise. For example, at least once a year he visits all location owners every year. E. H. and son, Robert J., are constantly on the lookout for new locations. The growth of suburban areas and neighborhood shopping centers, E. H. says, should provide a boon to operators. The sprawling business centers — a little city within a city — have opened new vistas. When E. H. first ventured in for vending expansion from older, sometimes saturated areas, Suhr is convinced that there is knowledge of the community can enhance development of an enterprise, giving operators a pattern for profit.

The Suhr operation expanded to 13 communities in four counties of the colorful San Joaquin Valley, which lies inland and midway between San Francisco and Los Angeles. The Suhrs service more than 1,400 bulk vendors in Fresno, Madera, Visalia, Tulare, Hanford and other communities. Concessions is on ball gum, chickie chew and hard candy in exclusive 1-cent machines.

**Expansion**

Diversity of spots is another key to Suhr success. Leading drug, supermarkets, department stores, service stations and manufacturing plants supply space for Suhr’s Kiwanis and Lions machines. Yet other places are not neglected, even temporary ones such as fruit packing sheds and cotton compresses and gin. The Suhrs would like to penetrate more bowling lanes and the schools, but these spots remain on the wishful thinking list of future locations.

Despite continuing expansion, Suhr has drawn the line on two spheres of vending activity: Outdoor machines and multiple vending. Outdoor machines comprise but 5 per cent of the Suhr total, largely because they are invitations to looting. As for multiple vending, Suhr believes it is a space consumer requiring too much diversity to fill.

Faster and cleaner service is possible, he says, with specialization in space-saving single vendors. Yet Suhr adds this caution: Multiple vending may increase as competition becomes more acute.

Although the Suhr enterprise can boast smooth and today’s the bridge between education and vending was long in the making. The first venture took Suhr and his family of six to Ohio, where he purchased a dwelling Toledo ter-

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A new load-transfer wheel attachment for Allied Manufacturing & Sales Company’s shop caddy was unveiled recently. The third wheel is intended to take the load off the operator, making it easier to truck the load for a longer distance. The caddy lifts up to one-quarter ton and is available in 26-inch and 54-inch lifts, with four-speed hydraulic ram. Price is $175 plus $13.50 for the additional wheel.

**THE BILLBOARD**

**OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY**

**STANDARD SPECIALTY CO.**

1109 44th Avenue Oakland 1, Calif. Phone: AN 2-9057

**MANUFACTURERS & DISTRIBUTORS OF:**

- Verned Candy
- Gun
- Vending Machines
- Parts & Supplies

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**Hey! look!**

**THE MACHINE THAT GIVES Premium Stamps with Every Purchase**

The most revolutionary idea in the vending business. Kids save the stamps just like Mom... get valuable prizes for them. Here’s a real profit-maker for operators. Get the full story now from your Oak Distributor.
Memphis Operator-Distributor Says 25 Units Enough to Start Operation

By ELTON WHISENHUNT

MEMPHIS — Russ Thomas, owner of Vend-A-Rama Company, long-time bulk operator and distributor, said last week he starts now 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 operator to start small and 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."

51 Week Gross

Thomas, a full, affable man, said he advises operators that they can make 30 to 35 stops a day and gross $150 per week. He tells them that a good stop should gross a minimum of $1 a week for every machine.

Experience has shown Thomas that in this area to the be successful is with a 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 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 he is a good 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 mix is the starting out for is for the operator to buy fill all ready mixed. All distributors handle this fill. It is better than for them to mix it themselves until they learn something about the business. Then when they are acquainted to get what they feel will do best at their particular locations."

Thomas has no financing plan for beginners. Several representatives he has dealt with 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 less aggressive in his work and less anxious to get on his own and less likely to have any interest in his work.

"Then I keep him on track to full production. He is not interested in his work and is not making a sufficent income to justify a full-time operation."

Vend-A-Rama is a machine with 25 to 30 machines full of merchandise and the cost would run $500 to $625. Thomas said each machine cost $250 to $25. After that, fill costs vary considerably, but leaves the operator ample profit. Cost of fill depends on number of charms, kind of charm and cost, and quality of weight of units.

This type operation lends itself ideally to a person with a job and putting part time in it. 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 he has 200 machines on location, Thomas fears he is on the safe side and put make a sufcient income to justify a full-time operation.

When answering ads ...

Say You Saw It in The Billboard

CHATTERING SKULLS...

free advertising labels. Terrifying action in hinged jaw. $10 per M. (For 50 or more)

Ask about all-atlas finances

FREE illustrated directory...Chicks. When answering all-atlas

WANT TO BUY Vending Machines


Name You Want. We Want It! All machines and parts wanted. We pay top dollar.

RAKE COIN MACHINE EXCHANGE

460 Spring Garden St., Wilkes 2-2570 Philadelphia 22, Penna.

YOUR AUTHORIZED VICTOR DISTRIBUTOR

is FULLY EQUIPPED to supply you with the following:

- All special vending machine parts and supplies
- All 3, 6, 12, 24, and 48-unit stands

INCREASE YOUR PROFITS BIG with VICTOR'S VENDORAMA®

...the ALL-PURPOSE VENDOR... and the 4 or 6-UNIT STAND

For full line of vending machines, go to your nearest Victor Authorized Distributor

BERKLEY, CALIF.

By H. B. HUTCHINSON, Jr.

1776 7th Ave., New York 19, N. Y.

Your Name Address

Long Beach, Cal.

Standard Specialty Co.

Vending Machine Co.

La Costa 2, Cal.

Deforest 2, Cal.

Oakland 7, Cal.

Los Angeles 2, Cal.

Oakland 1, Cal.

San Francisco 1, Cal.

Los Angeles 2, Cal.

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KICK OFF BULK WRAPUP NEXT WEEK

A nationwide rundown 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 throughout 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 unique local factors? Are any specific  types of locations—dairy-specific types of fills—doing better than others? What are some operators doing to boost business—and how successful has it been?

Eppy Bows New Charm-Filled Capsule & 'Copyright Series'

NEW YORK—Two new charm items—a “copyrighted charm” gum machine and charm filled capsule—were introduced by Samuel Eppy & Company to the operators recently. The series 57 charms are especially suitable for in-store fills, are vacuum metalized and sell for $4.25 per 100 and up to $4.75 per 100 for 25,000 to 50,000 and $5.25 per M for minimum order of 5,000 up to 24,000.

Price Debuts New Capsule

NEW YORK—Paul A. Price, leading charm maker here, has debbed a new capsule unit which includes a top molded of polyethylene. Holes in the top permit the use of the capsule as a salt or pepper shaker after its use in the vending machine.

The top unit is assembled in a kit-like fashion inside the capsule so that no two units are alike. The capsule is available in various colors, while the body of the unit is transparent, permitting display of the item contained. Capsules will be available at $5.50 per thousand.

FTC Cites 2

WASHINGTON—Two affiliating players, 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 Central Distributors of Americas, Inc., National Equipment Dealers Association, Inc., Gene J. Davidson, president, and William J. Stockton, vice-president. 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 Kiwanis Klub 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 over $8,000.

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 some of the 30,000 Kiwanis Klub members, ‘vendors,’ he declares, ‘my business increases and their commissions increase.’

Price locations have been obtained by members who have Suhr who has acquainted with the vending business.

Mandell Guaranted Used Machines

STAMP FOLDERS, Lowest Prices. Write
MEMBER NATIONAL VENDING MACHINE DISTRIBUTOR, Inc.

NORTHERN WAREHOUSE

NORTHWESTEN GOLDEN 59

1377 N. Occidental Ave. Chicago, 10, Ill.

GIVE TO DAMON RUNYON
## 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 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 are given to give the 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. This average is based on the highest and lowest advertised price level. It is not a simple average between the "high" and "low." High and low indicate price levels, range indicating the mean average price level at which most of the machines are advertised for. Therefore, when the mean average is nearest the "high," it will probably be a price for "as is" or "distressed" equipment.

### Music Machines

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### Coin Machines

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*(For 10-week period ending with issue of November 23)*

*www.americanradiohistory.com*
Chicag:—Exhibit Supply Company, leading producer of card vending machines and penny cards and once a major manufacturer of pinball machines, is free for the first time in several years, 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 month. In the meeting, AMI's distributors were issued a new series of machines which had been created to fill a newly-discovered demand in the market for new machines designed to attract the latest crowds of players.

The new line is expected to be available to distributors throughout the country in the near future.

Revenues 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 pinball machines. Only multi-coin machines are included in this decision.

In its thinking, the Supreme Court followed the State Superior Court decision. It said, in effect, that multi-coin machines are gambling devices because of the element only, one coin would produce the same degree of fun as a dozen coins. With charges of additional coins if additional coins are played, the device becomes a gambling machine, the court held in a decision issued in Philadelphia on November 21.

The decision is two to one, with Justice John C. Bell and Michael J. Musmanno dissenting. They held that the machines are amendment devices.

The Pennsylvania case started in Fayette County (Uniontown, Pa.) in 1937, when a local judge re-issued all of the multi-coin pinball machines in connection with the police investigation and search for gambling machines.

In addition to the substantial membership turnouts, the officers of the club included State Senator Thomas Mackerell, a long-time member and treasurer of the coin-op industry, who was unanimously re-elected for his 16th term as presiding officer.

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Colony Machine Income

The Coin Machine Industry must continue to defend its financial independence and its ability to provide jobs for its workers.

An official report said that all of the multi-coin machines have been to the street by January 15. The report added that the machines have been sold to players, who have been very happy with the results.

The court ruled in a decision that the machines have been sold for $5,000 each, with the proceeds going to the state to cover the cost of the investigation.

The court also ruled that the machines have been sold in the state of Illinois, where the courts have ruled that the machines are legal if sold for $5,000.

N.Y. Ops Re-Elect Denver; 11-Point Program Presented

By BEN GREAVATT

New York—A hard-fighting, 11-point program of action was the feature of the recent meeting of the American Radio History Association, at the Waldorf-Astoria Hotel, New York City. The meeting was attended by representatives of the American Radio History Association, including officers of the American Radio History Association, as well as members of the New York Bar. The meeting was held to discuss the future of the industry and to consider the adoption of a program to promote the growth of the industry.

The meeting was opened by President John W. Kelly, who welcomed the delegates and discussed the current state of the industry. He said that the industry has undergone a period of rapid growth in recent years and that it is now time to consider what steps can be taken to ensure its continued success.

Radio history was the subject of the meeting, with a number of speakers discussing the history of radio in the United States and the role that it has played in American life. The speakers included such notable figures as President John W. Kelly, who spoke about the early days of radio and the challenges that faced those who were the pioneers in the field, and John W. Kelly, who spoke about the development of radio in the United States and the role that it has played in American life.

The meeting concluded with a presentation of the 11-point program for the future of the industry. The program includes a number of specific proposals, including increased funding for research and development, increased public awareness of the benefits of radio, and increased support for the education of radio listeners.

The meeting was well attended, with a number of important figures in the industry in attendance. The program was well received, with many delegates expressing support for the proposals and indicating a willingness to work to see them implemented.

The meeting was a significant event for the radio industry, and it is hoped that the proposals will be implemented to ensure the continued success of the industry in the years to come.
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 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 machine industry--producers, operators, wholesalers and technicians.

Headquarters for Euromata have been established in Bingen, home of West Germany's giant N.S.M.-Lowen-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 Stockholrn meeting of the "Outer Seven" to seal the free trade area pact.

The declared intention of the Euromats 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 common industry in the catch-as-catch-can competitive struggle which the German 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 economic cooperation 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 Euromata, a European jute 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 sought 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 jute producers are lining up solidly behind the Euromata trade fair idea. There is unbounded enthusiasm within the French coin machine industry for integration for the protection 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 jute producers, is on record urging that the European coin machine industry be the exclusion of foreign (non-jute) competition on anything but a token basis.

The idea behind Euromata is the erection of import quotas on equipment originating outside the bloc and the lowering of tariff duties.

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.

European-Canadian customs unions (West Germany, Italy, Holland, Belgium and Luxembourg), this move could speed what people inside the bloc await and many outsiders 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, 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 machinery for outsiders.

Under terms of the Common Market treaty, the larger tariff reduction will have to be accomplished by the first step toward a joint external tariff to outsiders. This tariff is essentially 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 castigated in Belgium and Holland.

To counter cries of discrimination, it is expected that France will allow a 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.
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 manufacturer 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.

Labeled 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 a large part of this success.

Ark. Ops to Appeal $250 Tax

LITTLE ROCK—Attorney D. D. Panich said last week he will appeal to the Arkansas Supreme Court in a case in which he contended that 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 personal 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 Wanza 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 an arbitrary, capricious, discriminatory and confiscatory, contending it would drive the small operator out of business.

The suit was filed against Orville Cherry, 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 the case under advisement. Hearne 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 contents 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 $2 tax and cities $5. Federal tax is $1 per machine.
"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

EXTEND YOU A Royal Welcome TO SEE THE ALL-NEW AMI MODEL K

and its family of distributors throughout the United States and Canada
Dean of Beer City Coin Ops Services Games on Birthday

MILWAUKEE — Walter (Pop) 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 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 are sure to please music lovers, have made Music Box, Inc., to Dallas juke box operators.

Managed by Daniel Sullivan, the Music Box has operated a full year in the Dallas industrial district. It is located in the downtown area.

Altho it is surprisingly located in an area full of manufacturing concerns, offices, 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 distributors in every direction, the location isn't as logical 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 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 to make the most of his stock, can walk around well-labeled boxes of singles and albums, make his selection and pay for the purchases at a counter at the rear.

Available to the operator needs some discussion or advice in Carol Penny, with the shop since its opening, plus Ray Geff, who makes the rounds of record distributors every day throughout Dallas, calling on eight firms. He, consequently, up to the minute on record popularity, and is able to phone in the correct selection through the phone rings, no Music Box employee can be more than a few steps away to assure fast, reliable service.

Operating on a 5-cent-above-cost basis, and with a one-stop setup, the Music Box serves record shops throughout 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 30%" list which is direct music 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 presses, Dallas' eight distributors, plus a good sense of timing and appeal mean that records offered at store-face 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 only a few singles are screened fully by Geff, Sullivan or Miss Penny, and cut down somewhat to bare the specific titles, along with 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 and 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'Day 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 diskmakers 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 and publishers, railroad spurs, receive them, a point which operators and retail record shop owners alike are bound to notice and appreciate.

The there is always the problem of the operator who doesn't pay 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 at a better price find that the amount of gas, time and headaches involved amount to much more than the 5-cent average which is the Music Box standard.
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 compatible 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 10" 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 phonos 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 natural balanced reinforced stereo sound.

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Unmatched in brilliance of styling
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The All-Purpose Stereophonic Phonograph Available in 120 or 200 Selection Model

Model 1485

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Michigan Ops View Rock-Ola

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, the center of attraction 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 visitors, catered by Huck’s Redford Inn.

Entertainment

Entertainment was a special feature of the day, with the Fabianos Brothers Trio, a percussion group. Also on the informal program were Mike and Jack Buck 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. Busch, route manager; Mrs. Mamie (Paul) Fabiano, former office manager, who served as hostess, and Mona Chamber, 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, service manager; Ray Suarez, Don McElmurry, Jack Bird, Al Marr and Chester Moreo, 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 Heins and Bob Andre, Altonia Music; Markson; Joseph Higginbotham, Melton’s Music; Arthur West, WXYZ Music Company; Michael Weinberger, Leo’s Amusement; Clarence Sharpe, C Sharp Music.

Bill Miller, Grand Rapids; O. Bolei, Grand Rapids; Ben Stecker, Bandbox Music; Tom Jones, Jones Music; Mr. and Mrs. Jake Dumler; D & P Service; Mr. and Mrs. James Spannholts, Northville; Ery Moss, Moss Music; Jack Keschner, Jack’s Music Company; Leo Pionta; Frank Allouie and Frank Miller, Allouie Jr., and J. Styles, Frank’s Music.

Leo Morris and Thomas Wilson, Ray Music Company; George Nuttson, Empire Coin Machine; Hal Reves, The Billboard; Bill Seger, Frank’s Music; Joe Marchin, Frank’s Music; Bill and Sheldon Lend, Look Music.

More Guests

Mr. and Mrs. William Campbell, Campbell’s Music; Marilyn Chaper and Bob Wibley, Empire Coin; Sam Pfeif, Mr. and Mrs. Joseph L. Vaisniky; Stanley Buck, Hamilton; Ray Suarez, Fabiano Sales; John B. Walker, V & W Music; Martin Kiel; Mr. and Mrs. Charles Anderson, Argus 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. Cyril Carbone, Hazel Park; Herman Stallings, North End Music; Judge Frank Schermansky; Frank Barbaro, and Bob Harris.
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Confusion Reigns as N. J. Towns Set Elections to Legalize Prize Games

TRENTON, N. J.—After New Jersey voters approved fitting of the ban on amusement games in a special referendum on November 3, chances are it will be some months before those games previously banned are given the green light to operate.

Gambling opponents holding up the go-ahead is the compiling of a list of communities that approved fitting the referendum on a State-wide basis. It can only be compiled after those municipalities that provided an affirmative vote on the referendum are notified of the result.

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 constitute 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.

Sporadic, occasional, and more importantly, the legalizing of the games in numerous municipalities.

"Surprisingly, a number of games that have been in operation during the ban might become illegal," the Governor said. "It's important that the Gaming Commission, after the referendum, make a decision on games that have been operating under the ban, and then notify the municipalities that have approved the referendum of their decision."

Games Commissioner

But the final decision on all matters will be handled down by the man who is named to fill the newly created position of games commissioner. The name will be appointed by the Governor. The job is not yet filled.

"The rulings will depend on the provision contained in the referendum to be in complete charge of the games. The control is. The Governor has the power to decide what games are legal on a case-by-case basis."

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 voter, "Can a town that voted no in the State-wide ballot change its mind?" the answer is "yes."

Fifteen per cent of the voters in a given municipality may request a new referendum requesting such and the question will then be placed on the ballot in the November, 1960, presidential election.


to just forget the whole thing.

Feas, Licenses

Among other things, an operator must pay the municipality in which he has a location an annual fee of at least $25 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 applicant must have a "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. Prices, which cannot exceed $1, must be in merchandise tokens 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.

Texas Distributor Installs Stereo Phono at One-Stop

DALLAS—Walbix Distributing Company, Rock-Ola distributor here, has a firm which has "one location."

Phil Weinberg and J. Fred Barber, partners, are the agents behind 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 the Dallas area, and another of the big headaches is just what games will become legal.

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 and 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.

"Any operator who comes into the one-stop has his mind on records, of course," said Weinberg.

"When he has an opportunity to listen to stereo on the same type of machine as which he installs in his locations, he is bound to devote more time to it."

As a result, an unusual cooperative agreement was worked out, whereby Walbix Distributing Company has installed a new Rock-Ola stereo phonograph at the left front of the Music Box record room.

Here, only a few feet away from the entrance to the entrance to the entrance to the entrance of the one-stop's big record display room, the Rock-Ola carries about 40 stereo selections at all times, ready to roll into action at the touch of a button.

Manager Sullivan co-operates further by pointing out the national trend to operators who have never made a stereo installation or are a bit dubious as to whether the double-threat machines will justify their cost on location.

Heart Distrib Appointments

CHICAGO—Steve Sobacki, head of Heart Distributing Company, last week announced the naming of a number of distributors for his firm's Orleans Blood Pressure Machine.


Previously named were Colorado Distributing Co., Indianapolis; Empire Coin Exchange, Chicago and

 nineteen others. Further appointments were made in the Sun Belt area.

Make a Move Toward Bigger Profit

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Bally Big Timb 75

Bally Variety 50

Bally Giant 75

Bally Neon 50

Bally Parlor 50

Bally Rhythm Time 50

Bally Big Timb 75

Bally Rhythm City 75

Bally Variety 50

Bally Giant 75

Bally Neon 50

Bally Parlor 50

Bally Rhythm Time 50

Bally Big Timb 75

Bally Rhythm City 75

Bally Variety 50

Bally Giant 75

Bally Neon 50

Bally Parlor 50

Bally Rhythm Time 50

Bally Big Timb 75

Bally Rhythm City 75

Bally Variety 50

Bally Giant 75

Bally Neon 50

Bally Parlor 50

Bally Rhythm Time 50
Tailored Wallbox Set-Up Earns Top Coin for Op

LAMAR, Colo.—Specializing in ingenious wallbox installations which operate in conjunction with a phonograph remote from the business area has enabled Charles Finney, of Chief Amusement Company here, to install one or more wallbox locations in the less valuable restaurant or other 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 townspersons during the busy tourist season.

In many such restaurants, several hundred of which are located in the Chief Amusement Company territory, there is no room 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 in his own 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 re-shuffle 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 unique 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!
 Operators and guests at Franco Company’s open house showing of the new Rock-Ola Tempo II line includes W. A. Redford and Jack Remmert of Bally Music Company, Selma, Ala.; J. L. Barnes and Buford Dowdy, Columbus, Ga.; Oscar Ard, Pensacola, Fla., and Saddie Godwin, Atmore, Ala.

David R. Franco, head of Franco Distributing Company, explains the new line to Junior Carlson, Marriana, Fla.

Franco Hosts Southern Ops At Rock-Ola Tempo II Show

MONTGOMERY, Ala.—Juke box operators throughout 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 unveil 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 throughout the affair.

Winning first prize of a beautiful Magna 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 banana folding table, was won by Oscar Ard, Pensacola, Fla.

Prices:

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 Sadie Godwin, Atmore, Ala., and a case of shuffle wax to Adolph Sutton, Atmore.

Additional guests included A. M. Crozy, Montgomery; Mr. and Mrs. Curtis Endfield, Montgomery; Mr. and Mrs. Charles Williamson and Milton Weathers, Albertville, Ala.; J. H. Jones, Columbus, Ga.; H. T. Rowell and son, P. D. Bell, 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 Simons, Bonifay, Fla.; Mr. and Mrs. C. B. Carlton, Jr. and Mr. and Mrs. Bill Bertha, Marriana, Fla.

Mr. and Mrs. J. P. Clukey, Birmingham; O. C. Wood, Andalusia, Ala.; Jimmy Sloan, Atmore, Ala.; Oscar Ard and Donald Godwin, Pensacola; Mr. and Mrs. J. L. Barnes and Mr. and Mrs. W. A. Redford, Selma, Ala.; Mr. and Mrs. H. V. Smith, A. B. Carr, Atmore; Mr. and Mrs. L. H. Dorier, Montgomery; Mr. and Mrs. M. L. Womble and Mr. and Mrs. C. D. Arthur, Jr., Columbus, Ga. and Mr. and Mrs. W. J. Barrett, Selma, Ala.

Wico Gives Stereo Disks With Each Conversion Kit

CHICAGO — In an effort to stimulate stereo phonographic juke box play and ease the job just so stereo singles, the Wico Corporation, one of the nation’s largest coin machine manufacturers, has announced a policy of giving stereo records to each operator who buys the firm’s stereo conversion kit.

The records, listing at $2.50 for the package, include pop, standard and the latest releases. Latest and most popular, the package include RCA Victor, Mercury, ARC, Paramount, M-G-M, Warner and Abbott. All at 45 rpm and singles.

Guaranteed By

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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 "brought 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 installations 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 stereo phonics to his locations.

Both men are thoroughly qualified to pass on the new subject, and both agree fully 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 potential can be realized.

This isn't true, of course, in the form of high-class locations 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 the same locations which show the consistently best returns, and so, they are well worth putting some extra effort into "sterophoning" 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 while. To accomplish this huneyed 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 Stereo men see to it that the first location owner gets an opportunity to not only hear the music critically, but to likewise compare it with its 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 steadily 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 15 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 more fact that the location owner himself has been sold on the sound reproduction which stereo equipment makes possible is the major inside 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 of 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 selling is emphasized more heavily than ever in Huber and Pierce's planning, since it is certain 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.
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 units, 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 the beaches of City Beach, and Long Beach, there are now more than 250 hotels and motels, seaside lodges, etc., attracting thousands of tourists each week from all parts of the Southern States, who enjoy the blue waters of the Gulf of Mexico here 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 with the space available.

The phrase “all good things must come to an end!” never applied anywhere better than it does to the North Florida beaches, where Labor Day signals the end of the season, and the advent of a beach fly erosion which makes it impossible for any one 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 recruiting job.

Long experience in 13 years as a phonograph and amusement machine dealer has taught Hawkins to move his “outdoor spots first,” location the same year, unless shut down on tax sales or open permits, strung out along the beach.

Some machines are reinstalled 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 complete appearance and parts maintenance, and the complete disassembly, repainting, weatherproofing of the interiors, and similar steps. Still more machines are simply moved indoors, where lighter traffic during the autumn provide the necessary space.

Operating three trucks, including two equipped with lift gates, the Florida operator is planning a “game of chess,” moving his machines from places of non-operation, in order to produce the best return in view of the season. Many “red clay” and “sand-bottomed” spots, examples of which show maximum return on the beach during the summer months, go into nearby Tallahassee, Air Force Base, big military installations, etc., which, after first to develop protective methods of his own on most of his locations. Included are special moisture-resistant pads, sealants and insulation for electronic parts and more convenient access doors.

JUKE BOX OPERATORS:
The best of the hottest records in stereo and monaural.

Widespread use of stereo juke boxes has increased the demand for stereo recorders, and the music industry is responding with a variety of new models. These machines are designed to play both stereo and mono records, allowing operators to offer a wider selection of music to their customers. The stereo feature is particularly popular among younger listeners who enjoy the enhanced sound quality.

Unveil Rock-Ola For St. Paul Ops

ST. PAUL—Close to 100 operators and servicemen attended the three-day Rock-Ola show Novemer 15 at the Sheraton Motor Hotel. The Rock-Ola Supply Company distributors here. The following day, a group of “Rock-Olars” 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.
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1524 $150
BINGOS
Mini American $120
Mini Baseball $120
Key West $95
Rutland $65
Captive Goats $55

game operators covered 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 who contributed financial support of the last Christmas fund.

Mr. McCarthy, well-known operator from Harle- ville, N. Y., and treasurer of the NYCMA, discussed some of the activities of the association and the need for increased membership. She called for better representation of dues payers from this area, pointing out that "A paying member is a good member."

At a later point, the members in attendance applauded the production 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.

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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 thoroughly 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 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 "joke box" and instead use the term "unit phonographs." Then he cited other points as follows: "2. That we develop with the assistance of our good friend, Senator Bockin, a public relations program that will help us eliminate the joke box stigma. 3. That we strive for a clean bill of health in the present federal anti-trust inquiry. 4. That 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 "villains" in the eyes of the public 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 Den- ver, and also recommended the forma- tion of a credit information service which would provide credit data to 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 Bod- kin, 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 last Christmas fund.

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