Payola to Snare Giver and Taker

Legislation Seen Certain to Make "Taste" Criminal Offense Both Ways

By MILDRID HALL

WASHINGTON — Legislation to make payola a criminal offense and to snare both giver and taker in non-commercial broadcasting now appears to be the one certain outcome in the general hue and cry over chicanery in the broadcast field.

The only clear-cut call for new legislation is the recent Justice Department memo on the "naked consideration" language in the airwaves, wax on payola. Attorney General William Rogers, with the blessing of the administration, would extend the Federal Communications Act to put criminal penalties on payola accepted by station employees, as well as the owners, who are presently liable for "unauthorized" sponsorship by someone who pays under the money.

Sharp Reaction

This Interim Report from Legislative Oversight Subcommittee chairman Harris (D., Ark), and two members, who said the Justice proposal did not go far enough, since it mantled only the receiver and not the giver of bribes. Definite promise of legislation to cover both parties has been made by Rep. William L. Schuster (D., Pa.), and such legislation does not develop out of the payola memo. John B. Bennett (R., Mich.), ranking Republican member of the full Communications Committee and chairman of a bill to put paywaves under F.C.C., has made no move.

Chairman Harris has stated that the Rogers memo had not gone far enough, and said he hoped to see that all received in payola would be held accountable, including broadcast personnel, sponsors, advertisers.

Intem Report Due

The interim report of the Legislative Oversight Subcommittee on its voluminous 1959 hearings on agency problems and TV quiz scam, is known to be due out at any moment. It is expected to review the payola investigation by a staff, as far as it has gone, and may receive unusual access to the case for dealing with payola in hearings and legislation. Members are known to have been outdoing each other in the type of legislation needed to put criminal sanctions on payola, to punish the guilty and also in a fine of costs of court, or a fine and imprisonment for anyone who feels safe from criminal prosecution.

Aside from payola, all other aspects of both broadcasting and rigging in the broadcast industry, whether in the operation of music or other programmers, together with questions of regulatory powers of the FCC and the Federal Trade Commission, continue to be shrouded in a fog of cost of courts and delay and argument.

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Emphasis is placed on the legality of the new methods, of broadcasting, the industry, rather than the public, and the need for self-help in the broadcast industry, which is largely self-regulated.

IRS Eye on Credit Cards

WASHINGTON — Internal Revenue Service has further tightened loopholes for payola-type expenditures in broadcasting business expenses, by ruling that employers using payola as a business expense can furnish additional proof that all such charges to the employer were legitimate business expenses.

The new ruling, issued last week, states that the IRS has ruled that if an employer furnishes additional proof that all such charges to the employer were legitimate business expenses. The Billboard, 1960.

The credit card system gives the employer's eye a bead on personal in kind and type of expense charged to him, the IRS points out, but his eye is on the employer's charge to his to his employee, the IRS points out, but the charge is a proper business expense. Therefore, employers using credit cards must furnish additional record of all unincorporate charge "directly or indirectly" to his employer, in proof of business nature.
Payola Pot Boils Merrily In Chi; Accusations Soar

Press Competes With Committee Sleuths Seeking Names and Takes

CHICAGO—This city is digging in to what has been called a long-time local siege of payola accusations to date.

Word got out that the Harris subcommittee will be trekking here in February. Newspapers jumped into competition with the committee's sleuths in the canvassing for names and amounts. In order of prominence, the following items are floating thru the air:

1. Al Benson, veteran O. B. deejay, opened his books to reveal collection of $855 a month from nine distributors and labels. Benson denies the sum can be called payola. He says it's he helps to defray costs of a weekly hit survey and feed in a small magazine. Some distributors were shocked, not so much as being named as in learning how much they are paying others.

2. Investigators interested in Deeply Howard Miller's partnership with Milt Salutone, president of M-S Distributing Company, in radio station WOOD in Milwaukee. The partnership was reported by The Billboard here and after the transaction was consummated 18 months ago, both Miller and Salutone freely volunteered information. Miller's reaction to question of "What was wrong with it?"


In Book

3. A "All States" record locker widely announced to be the first to be subbed upon will open this month. Its general manager can reveal how demands by Chicago deejays are "among the worst in America.

HARBAECH BILLS BOM OVER R&R

NEW YORK—Otto Harbach, veteran lyricist, was among the speakers at a news conference last night at which the brilliant BMI for plugging rock and roll music at the expense of having quarterly sales meetings.

Harbach stated: "In recent years the song selling works and stations have barbed some wonderful songs, while paying them little or no return. That is a problem which we need to face."

Harbach's "Smoke Gets In Your Eyes" was co-written with Jerome Kern, enjoyed a hit revival this year via a rock and roll version by the Platters. The tune headed the best selling list for several weeks and was the 16th most popular song of 1959.

Haley Comets In Wf Fold

HOLLYWOOD—Warner Bros. Records last night formally named Bill Haley and His Comets to an exclusive recording contract, with the group's label's owner's advised vote for number one talent. Warner also concluded an agreement with Tom Crown's Project Records to release the Travelling Wilburies and to release of "The Sound of Music" score, the Rodgers and Hammerstein musical hit based on the Trapp family life story. Fact that Rudy has signed with the Travels to a long-term project pact was reported exclusively by The Billboard December 28.

Acquisition of Haley marks the first time a major label has bought exclusive rights to an independent artist's entire output.

(Continued on page 59)

Decca A&R Staff Goes Independent

NEW YORK—Decca Records recently released its a&r staff this week in a move that is the first step of a complete reorganization.

The move is seen as an effort to make Decca independent of the owner's concerns. It will be possible for one executive to work on his project with no restraints.

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New Lubinsky Album Issue

NEW YORK — New albums with the first Lubinsky label, a joint effort of Herman Lubinsky labels, Savoy, Contemporary and Fantasy. On the Savoy label, new albums include sets by Benny Golson, Dickwell, Eddie Holland, John Coltrane and others. On the Contemporary label, there are two new albums, one a program of Strauss waltzes, another a collection of Debussy works. On the Fantasy label, working semi-classical selections, there will be a new album by the Caritas Choir.

Lubinsky has been signing up new talent and getting his new label, L, off the ground. New freight signed to Savoy is Jack “Moose” Johnson, one-time owner of the Driskill Singers. His first release will soon be issued. On the Sharp label, whose first release was by Jimmy Scott, there will be singles issued by Gene Ammons and the Caravan.
SOLID REVENUE SOURCE

Old R&B Hits Pan New Gold in Pop Category

NEW YORK — Many old faves from the 1952-57 rhythm and blues period—and that were only recently recognized as such—are still consistgent sellers. Altogether, roughly 75 million 45s, mostly singles, by more than 300 R&B performers, were sold this year, with a few hundred million more expected in the next few weeks. That compares with slightly over 100 million R&B singles sold last year.

The only significant change in the distribution of R&B sales is that the British invasion has been practically nil, as anticipated, and that the hit records this year have been more like early rock than typical R&B tunes.

Chicago on TV

A significant change in the distribution of R&B sales is the spike in the distribution of R&B sales is the spike in the R&B-oriented television shows, which have increased from about 1,000 sales to about 2,500 sales, with the number of television stations running such shows increasing from about 100 stations to about 250 stations.

Radio Chain to Buy Wax for Air Plugs

NEW YORK — The Triangle Publications, Inc., a record label, will announce Friday that it will handle all of its records on the air on a 60-credit basis, as it has for the past few years.

The move, which is expected to save the company about $2 million a year, will allow the company to focus on better quality control and to reduce its costs, according to the company's president, John H. Smith.

The move will also allow the company to better handle its own records, which are now handled by music companies.

DJA Meet Set for March as Skedded

By JUNE BUNDY

NEW YORK—The Disc Jockey Association (DJA) will hold its 56th annual convention and first annual membership meeting at the Sheraton on the Avenue Hotel, 600 Fifth Ave., New York City, March 15-17.

DJA secretary-treasurer Bill Givens said that the convention will be held at the same hotel, which has been used for the past 56 years.

Unusual delaying tactics—sponsored in 1958 and 1959 by the Storer Radio chain—will not be accepted this year, according to Givens.

The convention will begin at 9:30 a.m. on March 15, and will end at 4:30 p.m. on March 17.

Victor Names Peirce West Coast Chief

CHICAGO — Dee Jones Howard, who has been with the Victor Company, will announce Friday that he is leaving the company to become the vice president of record division at the Victor Company.

The move will allow Howard to concentrate on the company's flagship record division and to devote more time to the company's other divisions, according to a company spokesperson.

WB Singles to Get Face-Lift

HOLLYWOOD — Warner Bros., the independent record label, will release a new line of 45s this week.

The line, which will feature singles by various artists, will be released on a limited basis and will be available only through select record stores.

Cheddar Switches Distributors in L.A.

HOLLYWOOD — Cheddar Records, the independent record label, will release a new line of 45s this week.

The line, which will feature singles by various artists, will be released on a limited basis and will be available only through select record stores.

10 Albums On Liberty Jan. Agenda

HOLLYWOOD — Liberty Records, the independent record label, will release a new line of 45s this week.

The line, which will feature singles by various artists, will be released on a limited basis and will be available only through select record stores.

Art Weems Dies at 56

NEW YORK—Art Weems, vice-president and general manager of General Artists Corporation, died Wednesday of a heart attack at the age of 56.

Weems was a descendant of the Weems family, which ran the Liberty Records label for many years.

Kenin Asks More Live Air Music

WASHINGTON — Music interest was high during last week's sleepers in the Federal Communications Commission's decision on its rights and duties in broadcast licensing.

The American Federation of Musicians' President Herman Kenin was one of the speakers at the Federal Communications Commission's meeting in Washington, D.C.

Kenin's speech was well received by the audience, which included some of the leading figures in the music business, such as the late Frank Sinatra.

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WHO WAS THAT LADY!
(Colin—Van Hees)
Title song from
Columbia Pictures' Resurrection
Columbia 4528

I GOTTA HAVE YOU
(Arnold Swilling—Richard Lumsing)
From
The Girls Against the Boys
Capitol 4214

CRY ME A RIVER
(Urban Hamilton)
Capitol 4214

I CAN'T HIDE A MOUNTAIN
(Shalom—Brown and Fields)
Capitol 4214

AND THIS IS MY BELOVED
(Wilgart—Harnett)
In
Kalupala
Capitol LP C 102

a full house of hits
from Frank Music Affiliates

Frank Music Corp.
Empress Music, Inc.
Saunders Publications, Inc.
Tape-It-Yourself Threat Grows; Stirs RIAA Action

By REN GREVATT

NEW YORK — The off-di-cesased threat posed to the disk industry by home use of tape recorders to “take down” records played on the air, has reached increasingly serious proportions. For several years the alleged “tape threat” has been a subject of comment in the industry. Now, it has been learned, the matter has come up for serious discussion within the inner sanctum of the Record Industry Association of America.

In a dispatch early last fall in The Billboard, the tape problem along with that supposedly posed by “loopers” use of pocket-sized radios with ear plugs to hear their favorite pop disks, was discussed.

Later (The Billboard, November 9) disk industry execs’ objections to tape recorder ads which employed such pitches as “tape your own records off the air” were reported.

It is now known that enough disk execs are viewing the situation with open alarm as to bring about the talks within RIAA. It is recalled that several years ago, legislation which would have provided the industry with some legal protection against home “off the air” taping practices, was introduced in the New York State Legislature but was passed unanimously by both houses but was vetoed by the then Gov.

At the time, the disk industry observed that no body blow. Now, another move is believed afoot in the RIAA to again frame some type of legislation which could be used in test cases if necessary as a protection, not only for the record companies themselves, but for all those involved in the making of a record whom payment for services is all or partially in the form of royalties. How such legal sanctions might be applied, however, even if made available to the diskers, has never been made clear.

Recent evidence of the growth of the home tape practice has come to light in several ways. First of all, the recent decline in single sales has at least been partially blamed on the tape-it-yourself phenomenon. Moreover, diskers are reportedly continually forgetting requests for teen-age listeners not to break into the records while they are playing with commercials or other clutter.

Another example of what goes on, that it related to radio play, is the tape by groups of kids (and adults) buying a single copy of the record. All chip in to buy the disk which is then used to make tape copies for everybody. In another case, not currently in the disk, a Long Island ten-ager asked the dealer if he could take a disk out “on approval” as a gift for his father. A day later, the disk (an LP) was returned with the grooves chopped up beyond recognition. “Father didn’t want that particular one,” was the teen’s explanation.

Woe From Britain

As if diskers worry on this score has not been enough already, they can look to Great Britain for a new refinement on the tape front which can conceivably add to their woes. This is a specially fitted tape deck which turns any phonograph into a tape recorder. The unit, known as the Gramophone Tape Recorder, was made by Grandec of London, fits right over the phonograph and takes its power from the phone turntable motor. Currently, it’s being advertised as able to “record direct from radio.” Right now, the unit is selling for about $3.88.

Brodie Adds 2 One-Stops

BUFFALO — Steve Brodie, producer, record producer and head of Best Records in Buffalo, has started two new one stops in Rochester and Syracuse. Including his Buffalo one stop, this makes Brodie head of three one stops in Northern New York State. In addition to his one stop work, Brodie is still producing masters and selling them to record firms.

But Brodie claims that from now on he will only sell his masters to the major firms. He told The Billboard this week that it’s too tough to get money from indie distirubitors, and thus he only wants to work with major record firms since they get their foot from their distributors on time. Brodie also has sold his newest act on the Indic Brand of his own, a group called the Hot Tubs. Right now Brodie has a hit with another act he manages, Larry Hall, who has the hit record “Sandy,” on the Strand label.

MITCH SEEKS QUALITY, KNOW-HOW 1960 KEYS

NEW YORK — Columbia A&R exec Mitch Miller, surveying the present record scene after his company racked up a record-breaking sales year in 1959 (see separate story), prognosticated that 1960 would see more emphasis on quality and professionalism. “There is a need for profit and good taste,” Miller remarked. Miller stated this philosophy emanated from President Goddard Liaberson, and was borne out in the company’s current standing position in albums and singles. In last week’s Billboard, for instance, 14 albums out of 40 on the Moon Action chart were Columbia’s, and right out of 25 on the Essential Inventory list. On the Stereo Action chart, 12 out of 30 were Columbia.

Capitol A&R Staff Mulls New Product

HOLLYWOOD — Capitol Records’ artist-repertoire department held a two-day conference last week at nearby Palm Springs to discuss new product to be issued during 1960. A&R execs attending included Lloyd Duzen, veep in charge of the artist-repertoire division, admnistrator of repertoire operations Francis Scott; assistant of album planning and packaging Lou Schurrer, and exec a.r. producers Dan Cavanagh, Dave Dexter, Lee Gillette, Voyle Gilmore, Ken Melson and New York’s Andy Williams. Also present, veep of sales and merchandising Mike Malisano, and assistant of merchandising and advertising Bill Tallant.

Jambalaya’s, and three out of 20 on the Essential Inventory list.

Miller stated that there are no limits to profits and income in the album field, that unlike the single field, it made good sense to pump into the market continuous packages by an established artist; that the newer packages would not diminish the sale of the old. An example of this, he noted, is his own Jambalaya series. Seven of these were released within a period of 15 months, all as albums, and the total sales have reached 3,000,000 packages, according to Miller. “This is unlike the singles field, where a diskery is afraid to follow up in this rapid manner,” he said. Adding that “with albums, people can’t wait to get hold of the artist’s next one.”

Miller predicted emphasis would return more and more to great performers and great songs. “Otherwise, there’s no music business, but a c.c. side show.”

At the radio level, Miller commented, an awareness of quality will continue to grow. Formerly, people took refuge in lists and songs themselves program decisions.”

MINNEAPOLIS—C. B. Brown, of Langa-Murica, New Ulm, Minn., this week introduced a new pop label, Lodestar, with the first release featuring the highlights on the back cover of a pair of old standards, “Whispering” and “Sweet Sue.”

A lease agreement has been made with Kay Book Records, Minneapolis, involving more than 60 original pop masters. Brown says this has another label, Platinum, which features old-time “coon” music.

it’s happening!

the first successful released smash single of 1960! join the big parade to profitville!

Everest Records

PRODUCT OF EVEREST RECORDS, DIVISION OF BELOGH INSTRUMENT CORP.

breaking wide in chicago and milwaukee!
RCA VICTOR INVITES YOU TO CELEBRATE THE BIGGEST YEAR IN ITS LONG HISTORY WITH THE BEST DEAL IN THE INDUSTRY!

During January, 1960, you can earn sensational discounts on the entire monophonic catalog of RCA Victor and RCA Camden albums, including all the latest January and February releases. See your RCA Victor distributor today for the complete details. This offer ends on January 31.
HOT 100 ADDS EIGHT

Roulette to Distrib New Vernon Disk
NEW YORK — Roulette Records has signed to handle national distribution for debut Ray Vernon's new disk "Here Was a Man" on the Vernon label. The platter, a Billboard "Spotlight" this week, is a religious recitation (with organ background) which relates the life story of Christ.

The deal marks the first time Roulette has distributed another label (other than purchasing a master for release on Roulette). If the experiment proves successful, the deal may be extended to other labels. The deal calls for distribution of the disk — which will remain on the Vernon label — by Roulette both here and abroad. However, in areas where the Vernon disk has not been handled by Roulette distributors, the platter will continue to be handled by Vernon's original distributors.

Capitol Swings For Mavis Rivers
HOLLYWOOD — Capitol Records will kick-off a three-phased promotional campaign in behalf of newgrass Mavis Rivers during February to make it one of the biggest bullseye build-ups it has ever thrown behind one of its new artists. Drive includes a 22 city month-long personal appearance tour with Mavis's promotion corps arranging radio and TV appearances plus newspaper interviews. Tied in with the tour is a national consumer mag campaign (black and white and color) spotlighting her new album, "Hooray for Love," plus special window displays and in-store merchandising. Dealer-level promotion includes, in addition to complete window display kits, giant blow-ups of the album cover, balloons and confetti streamers.

Thus, the campaign will hit the p.a. tour, via national consumer mags and will blanket the dealer facet of the business. Tour starts in San Francisco on February 1 and winds up in Los Angeles on the 21st of the month.

THE BILLBOARD

NEWS REVIEW

Chess Puts New Dress On Oldies
NEW YORK — The Chess Brothers have released several very interesting packages made up of material from the archives of the Chess label and its subsidiaries. Devotees and students of blues and rock and roll will want much of this material in LP form. On the Chess label, for instance, there's a packaged titled "Oldies in Hi-Fi," containing such noted hits of years ago as "Malone of Love"; "I Don't Know," Jackie Brenston's "Rocket 88," etc. Another Chess package, "Bunch of Goodies," comprises ballads by the Moonglows, "Two Commandments of Love," and others by Lee Andrews and the Harlins, the Miracles, etc. "Love Thru Goodies," on Checker, contains some outstanding songs by Jimmy Witherspoon, Bo Diddley, Little Walter and Lowell Fulson.

On Argo, "Remember the Oldies," includes a side containing Clifton Chenier's "The Big Wheel," Paul Gayton's "Night Scene," and a side of vocals, including Clarence Henry's " Ain't Got No Home," and the Monroe's "Book of Love." Taken together, these packages, in addition to their entertainment value, document changes in the music business during the earlier rock and roll years. "Remember the Oldies," Argo LP 649; "Love Thru Goodies," Checker LP 297; "Bunch of Goodies," Chess LP 1441; Oldies in Hi-Fi, Chess LP 1439.

KAY LITTLE BACK ON THRUSH BEAM
PHILADELPHIA — Kay Little, former vocalist with Tony Pastor, Bobby Byrnes, Dick Stabile and Benny Ber- rigan, who retired in 1951 to return to her native Philadel- phia and resume another career — housewife and mother — has now reversed her career to resume singing career. After an impromptu appearance at the Peacock Inn in Atlantic City, friends and former associates persuaded her to return to professional work. With her husband, Will- iam F. Burns, store manager here of Gimbel's Department Store, acting as her agent and publicist, Kay embarked on a new career by recording several tunes — "If It's True," "Goodbye Love," "You're the One," and "What Are They?" Masters have been turned over to Columbia's Mitch Miller. All but "If It's True" were composed by Bill Murray, local pianist — tunesmith currently at the Black Horse Tavern. Burns didn't spare the bankroll in assembling a 24-piece ensemble to back up his Missus. Joseph Kohn, internationally known symphonic arranger now with Dave Miller's Somerset Records, was placed in charge; and the sidemen included such people as Eddie Saffranski, on bass; Mandler Love and Frank Pollock; violin soloist and noted authority on contemporary music. Session was cut in New York.

Clark Sells 3 Pubberies
NEW YORK — Clef's Aaron Schroeder and Vera Hodes are purchasing the three Dick Clark music publishing firms, Sea Hodes, January, and Arch Music. Schroe- der is the well-known ASCAP writer with many hits to his credit. Miss Hodes has been running the three firms for Clark since their formation. They have not known how much cash was put up for the firms, but it is understood that it was a substantial sum. The deal, which has been under negotiation for two weeks, was wrapped up late last week.

It is believed that the sale of the three firms adds up to a good capital gains deal for Clark, since the firms have had a number of record hits, including "At the Hop," "I've Cared." At the present time one of Aaron Schroeder's new tunes is being published by Arch Music, the tune being "Of Times and the River" which is out on Capitol via a Nat Cole recording.

Carlton Prep Evans Album
NEW YORK — Paul Evans, Carlton Records' in-house, on the firm's Guaranteed label, will have his first album out in a few weeks. It will feature the late singing blues guitarist Joe Carlton, now known as Joe Evens. Head of the label, started this week that Evans' newest single "Midnight Special" is turning into the fastest selling hit the firm has had to date. The new disk is selling at many times the rate of his first hit "Seven Little Girls."

"Missing a single issue of Billboard would be likened to a power failure... or a complete breakdown of vital communications of a ship or airliner."

says

FRANK J. ADORNETTO,
Stereo House, 11024 Magnolia Blvd., N. Hollywood, California, and operator of Definitive Recordings Club, "An All-Labels Club"

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
Front Page Version

Running away with the honors as the best interpretation —

The Sound of Music

by Patti Page

Mercury 71555
Solenos to Put Payola In 2-Way Crime Slot

*Continued from page 1*

targeted to mean networks and their national affiliated stations under the NAB Television Code.

Justice faulted FCC more particularly, for laxity in supervision, and ordered the agency to hold the individual broadcaster more accountable for payola, and for unacknowledged plugs for owned enterprises, such as record companies.

**CORRECTION:**

"SHAKE A HAND" & "MANANA"

Atlantic #2048 is arranged and conducted by Richard Wess

GREAT HITS!

Bourbon Street Beat

Warren Covington 3-3510

LIVIN' DANGEROUSLY

MISSY SISTERS

Cora #45-1411

MUSIC PUBLISHERS

HOLDING CORPORATION

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**SCARLETS**

"The Browns"

RCA Victor 47-614

"Enoch Light"

Brand Award 45-1023

Mills Music, Inc.

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**WE'RE LOOKING FOR A BIG JEEP MAN!**

We are one of America's oldest and best known attractions and have been entertaining America for some 138 years! Our established part of our business involves live talent and a broad knowledge of showbusiness. It is in this area of our operation that we are looking for a big idea man. He must be a skilled citizen, a substantial person, and be found in show business.

He will be a combination of P. T. Barnum, Billy Rose and Mike Todd with as many big ideas as you can think of. This opportunity can represent a tremendous challenge to the right man with the possibility of stepping into a growing venture. If you're the man, why not drop us a note with full particulars.

Reply in confidence to Box 255, The Billboard, 1564 Broadway, N.Y.C. 36

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**FEDERAL AID FOR NAT'L ORK**

Washington — Legislation which would provide funds for National Symphony Orchestra and other cultural activities in the nation’s capital was introduced on the opening day of Congress (by) Rep. Frank Thompson (D-Ill.).

Under Thompson's proposal, one bill would appropriate $18 million for a new performing center collected in the district denied by the orchestra and other art activities. Funds will be matched on a 50-50 basis by the federal government.

Thompson announced that in the next few days he will introduce legislation to set up an International Olympic of the arts and sciences, and legislation to strengthen the Fine Arts Commission.

**AFM Sets 2d String Session**

NEW YORK — The Second International String Session, which last year won acclaim for its eighth week's session at Greenleaf Lake, will be repeated this year in Puerto Rico, it was announced this week by president of the American Federation of Musicians. Dates are June 21th through 27th. The event is a joint production of the orchestra of Puerto Rico and the Chamber of Commerce, which is the major sponsor of the event.

The audience will consist of some 400 talented young string players who will receive teacher training, Dr. Roy Harris, noted composer-conductor, who directed last year's sessions, will be the artistic director of the first three days of the event. The event will be held at the Nineteenth Street Church in San Juan.

Col. January Sales Hold to 59 Hot Pace

NEW YORK — Columbia Records is continuing the hot pace it established in 1959. In January of 1960. The firm's album line is moving strongly and the single record, "Robin's "El Paso" are also grabbing big gains. On the other side of the firm is putting a potent campaign drive behind January as "Johnny Mathis Month" and looks promising enough to the firm is paying off.

Columbia's business over the Christmas season was even stronger than the firm itself expected. Christmas albums released in 1958 actually topped their 1958 Christmas releases, and have included albums by Mitch Miller, Johnny Mathis and Ray Conniff. These Columbia Christmas albums for 1959 was the best in the firm's history with sales of more newly released albums, again including records of Mathis, Conniff and Matalon for $50,000 mark.

Everest Extends Discounts

NEW YORK—Everest Records presents this financial discount plan on all albums, 10, 15 and 25 cents off. This is part of the firm's restructuring program which also applies to the list of $3.98 on pop and $4.40 on classical albums.

Meanwhile, Everest is bringing out a box of new albums in January. Among them are LPs by John Newman, Dinah Washington and classical albums from the London Symphony Orchestra and the Everest Windmark Chorale.

Cash Draws Record Gate

VALENTINE, Calif.—Johnny Cash and the Tennessee Two established a new attendance mark in a show at the Dream Bowl on January 7, grossing $6,060 with a $3 gate charge. Cash was in for 60 per cent privilege.

The box office opened at 7 p.m. and 8 p.m. Cash and western swing was the program was slated to start. The Dream Bowls parking lot was jammed to capacity with 1,500 cars, according to Steve Cunn, manager. Previous attendance mark at the Dream Bowl was set by the Harry James band back in 1944.

The Surf—A Lazy Masters

NASVILLE—Ray Swenson, vice-president and general manager of Abo Music Company, has announced the release of "Lazy Masters Part I & II" from Don Pierce, president of Starday Records Company.

Swenson said that for the label, "Lazy Masters Part I & II" is based on a number of recordings made by Pierce for Starday, which were recorded prior to the affiliation of Abo Music Company with Starday.

Swenson added that he will re-release the two parts on his own label, in conjunction to his Showboat label.

Bull to Distill "Dart and Dart Down Under"

HOUSTON — H. W. (Pappy) Daily, president of "D-D" and Dart Distilling Company, announced last week a deal with Well Records in Australia and New Zealand. The first release under the contract will be "D-D" and Dart records, which were been numbers in Daily's Glad & Dull Phonograph Record line, are being recorded by Australian artists.

A similar distribution deal was recently engineered by Daily with Deserter Records in Britain and Africa, and negotiations are now in progress in these three overseas countries.

Triolene Dubs 1st Release

CINCINNATI—Ex-heavyweight champ Joe Louis, who made the Triolene Records, recently organized in Los Angeles, and Bill Graham, Triolene execs, were in Cincinnati Thursday and Friday to finish the legal details to kick off the firm's initial releases. Graham said that Cincy was being used as the locale for the release parties.

One disc筹建 new label, "The Real Thing Comes Along," and "How Come You Don't Love Me," a new song by Manfred Thrasher handling the vocals on both sides. tracks are called Triolene 2nd. Sorted producer features the Triolene four discs and three shows have been sold to Radios, in exchange for the local area's "I Want You So Long"...It Just Isn't True.

On the local promotion Louis and Graham enlisted the aid of Ernestm Charles, another former heavyweight champ, as a "reader" here, in calling on the music world and dealers. Friday afternoon, the Triolene execs, in association with the Klavens, of A.R. Distributing, which handles the label, turned toward a cocktail session and barbecue for local songwriters, dealers and local sports figures at the Chief's Paradise, a local cocktail parlor.

Louis and Graham arrived here early Thursday night, where they attended and departed late Friday for Chicago.

Hollywood — Capitol Rec- cords will release the original cast musical comedy, "Little Miss Sun- shine," on February 1, which opened November 19, has enjoyed a favorable press. Capitol is scheduled to record January 11 with Cup producers Andy Wis- well and Dick Jones handling the sessions.

"Sunshine's" book, music and lyrics are by Peter and Rosemary Beh- ley. Howard Barker, Cynthia Bailey and Robert Allen are the producers, with Ray Harrison handling singing and photography.

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**ETERNALLY STAYING**

**SARAH VAUGHAN**

MERCURY MOUND, INC.

(Music Corp.)

136 West 52nd St., New York, N.Y.
JANUARY 11, 1960

THE BILLBOARD

MUSIC

TALK THAT TALK
JACKIE WILSON

DECCA

CRAZY ARMS
BOB BECKHAM

TALK THAT TALK
JACKIE WILSON

Lucky Devil
CARL DOBKINS JR.

SWEET NOTHIN'
BRENDA LEE

WEBB PIERCE

DECCA

NO LOVE HAVE I
WEBB PIERCE

DECCA

JUST AS MUCH AS EVER
BOB BECKHAM

DECCA

SKOKIAAN
BILL HALEY

DECCA

NEW YORK—Decca Records is experiencing one of its busiest periods of chart activity in the past two years. This week, the company was represented on The Billboard Hot 100 best selling singles chart with seven entries, all but one of which was headed upward. Two of the sides broke in for the first time this week.

Heading the list is the Jackie Wilson wax of "Talk That Talk," moving from 43 to 35 this week. Wilson is on Brunswick, Decca subsidiary. All other sides are actually on the Decca label.

Next in line was Bob Beckham, hot new Decca artist, with "Just As Much As Ever," at the 44 slot. This was the 22d week on the chart for this disk. Then came the country-based Webb Pierce with "No Love Have I," his second consecutive top hit. The disk placed in the number 66 slot. Bob Beckham moved into the select group with his second hit this week. Beckham's "Crazy Arms," hit the 68 position in its initial Hot 100 showing.

Carl Dobkins Jr., another relatively new artist, moved up from 82 to 70 with his current "Lucky Devil," while Bill Haley broke in for the first time in the Top 75 with "Skokiaan." Finally, Brenda Lee, another strongly country-oriented artist, moved up from 90 to 78 with "Sweet Nothing."
**NIGHT CLUB REVIEWS**

**Davis Again Copasetic at Copa**

Pint-sized Sonny Davis Jr. is a giant of energy in his current stint in New York's Copacabana, working himself into a frenzy and a lather in a snit which ran 45 fast minutes on the night caught but which was to run an hour and a half more on other shows in the latter half of the show. No matter how long the versatile song and dance belts out his well-paced material, the customary encore was never fully appreciated.

The act breaks, down into four equally commercial segs, including straight song turns, an extended tap routine, a series of familiar but said impressions of "some of my good friends in the business," and a pounding, whirrwind finish.

Opening with "New York, New York," he quickly moves to paying his respects to Fred Astaire with "Change Partners," followed by "my one dignified song." "When I Fall in Love," with an exceptional string arrangement by conductor Morty Stephens.

In a "Birth of the Blues" seg, Davis breaks the people up with a discussion of the different kinds of blues, including those of the great Ray Charles.

There were a flock of impersonations — Tony Bennett, Billy Eckstine, Vaughan Monroe, Lena Armstrong, Dean Martin, etc., but as they were far, it was the thing for Nat Cole and Sinatra. A tap routine to "Pismatic Rhythm," lasted seven minutes and it was given a stamping reception.

At another spot, Davis relaxed on a stool, kidded with the audience and pulled them into the act with the entire Copa audience doing a chorus of "White Christmas!" Then Davis moved to his wild windup with "OM Black Magic" as a frantic pace which found him singing his credits to the band and maestro.

It was a bundle of class all around with Davis proving a happy holiday for the Copa management. Ben Grevett.

**Jazz Vocal Trio Refreshing Group**

Lambert, Hendricks and Ross, who constitute one of the most reinvigorating unique jazz vocal groups ever to come down the pike, opened Tuesday (29) at the Village Vanguard for a one-week booking and played to an enthused gathering that shredded Max Gordon's little bitie. They were backed by the Ike Jackson trio, who also supply the music behind the group on their new Columbia P.

The distinguishing characteristic which has shot this vocal trio into prominence was very much in evidence. John Hendricks (who also pens many of the original lyrical turns in some remarkable vocal pretzels in his frequent imitation of a virtuoso tenor sax, Annie Ross not only is an outstanding vocalist in her own right, as evidenced during her solo turns, but makes knowing use of a uniquely high register which she can use piercingly or in short staccato bursts, as would a trumpet player in complete command of his horn. Dave Lambert wears a pinhead smile and seems very much as anchor man, holding together many of their best efforts.

Among the offerings which drew warmest crowd reaction were "Moonpie" (which is on their new LP), in which some true spiritual feeling shines thru; "Arizona" (which spiked betterwards, in which Hendricks and Lambert take fantastic solo turns before working together; "Every Day," in which Miss Ross does a fine vocal trumpet in which features were of their best crook-tales lyrics, and "Little Pony" for its rapid-fire delivery.

Professor Irvin Carey opened an eight-week day on the juice band and had the customers in a state of near-hysteria, being in exceptionally good form. He referred continually to the fact that the trio is a "group of individuals" working in unison. And it's really true, for what sets them apart from all other groups is that their arrangements give them some sophisticated roles which they fill with great capability.

To top it off, they are a most attractive group to watch, again with each personality permitted to project separately. Miss Ross provides something which is too infrequently present in female performers, real femininity as well as vocal blandishments. This group's future is tremendous.

Sam Chace.

**MUSIC-Drama Review**

'**Daniel' a Real Musical Treat**

One of the most interesting recorded works of the recent past is the remarkable production of 'The Play of Daniel,' issued by Decca, as performed by the New York Pro Musica under the direction of Noah Greenberg. Live performances of this scintillating 12th Century music-drama were given in the past at the Cloisters in New York, this year, to celebrate the Christmas season, and it was so offered as to them have been done already in a church.

As played at the Chapel of the Incarnation at Trinity Parish, it is in one of the most enjoyable musical events of recent seasons. Delightful as in the work itself with its primitive melodies and rhythms that remain in the mind long after each hearing, much is gained when one has seen the work played out with the colorful medieval costumes and make-up, and the use of old instruments such as the horn, bells, hurdy-gurdy, rebec, cymbal, etc.

Naturally the principal performers also appeared on the disk, and again were in fine voice. These include Russell Oberlin, Charles Brenster, Betty Wilson and Brayton Lewis. Since the entire week is sung in Latin (with the disk provides an English translation), a narrator is used for the live performances, tying together the action. This loving yet naive view of life contained in the disk's ten comes close to being the best show in town. Full bios, a $4.50 top for the relatively brief show indicates that the public feels this way too.

Sam Chace.

**TIME AFTER TIME**

by Bob Crews

I WANT TO BE YOUR MAN

“Frantic Frankie Ford

Ace #580

**THE WHIFFENPOOF SONG**

by United Telephone Records, Inc.

**REFERENCES**

8,238 West Capital St., Jacksonville, Ill.

**vae2,**

United Telephone Records, Inc.

**Copyright printed in Full**

**MUSIC STORIES**

by Bob Crews

**ANNOUNCEMENTS**

**MUSIC NEWS**

THE BILLBOARD

JANUARY 11, 1960

Where there's business action, there's a businesspaper... ... where there's record phone business, there's "THE BILLBOARD"

One of a series of advertisements prepared by the ASSOCIATED BUSINESS PUBLICATIONS

BECAUSE OF MY BEST FRIEND

TO BE A PART OF YOU

THE CLICKETTES

DISTRIBUTOR: Terrielle Snod., 14th St. (N.Y., N.Y.)

DICE RECORDS

1885 N. 112th St., Seattle 72, W. 8

the FUTURE

with a promise

when answering ads...

Say You Saw It In The Billboard

BECAUSE OF MY BEST FRIEND

TO BE A PART OF YOU

THE CLICKETTES

DISTRIBUTOR: Terrielle Snod., 14th St. (N.Y., N.Y.)

DICE RECORDS

1885 N. 112th St., Seattle 72, W. 8

the FUTURE

with a promise

when answering ads...

Say You Saw It In The Billboard

Copyrighted material
The BIG song from Broadway's newest musical smash
"Fiorello"

The Four Aces

'TIL TOMORROW

DECCA
31027
ATCO RECORDS presents

BOBBY DARIN

singing and swinging his first SMASH for 1960

AMERICA'S NUMBER 1 HIT MAKER

"Beyond the Sea"
and
"That's the Way Love Is"

Atco 6158

Arranged and conducted by RICHARD WESS

Watch for more BOBBY DARIN single and album hits EXCLUSIVELY on ATCO RECORDS
BAILEY—One of the most interesting demonstrations at the recent audio show was the one put on by Victor. Victor's sales staff is composed of some of the most experienced and knowledgeable people in the field, and they are constantly developing new and innovative techniques to help customers make informed decisions about buying audio equipment.

One of the highlights of the demonstration was a new line of speakers designed specifically for use with stereo systems. These speakers are made from high-quality materials and are engineered to provide optimal sound quality. The sales staff demonstrated the speakers in a number of different settings, including a living room and a home theater, to show customers how they can improve the overall sound quality of their audio systems.

Another interesting demonstration was the one put on by a local computer store. The store had set up a number of different systems, each with a different type of computer and a variety of different speakers. The sales staff demonstrated how the different systems worked together to provide optimal sound quality, and they were able to answer any questions that customers had about the equipment.

The demonstrations at the audio show were a great opportunity for customers to see the latest and greatest in audio equipment and to learn more about how it works. By taking the time to listen and learn, customers can make informed decisions about buying audio equipment and enjoy the best possible sound quality in their homes and businesses.

New products and new technology were on display at the audio show, with companies showing off their latest innovations in audio equipment. From high-end speakers to state-of-the-art digital audio processors, there was something for everyone at the show.

The audio show is a great event for anyone who is interested in audio equipment, whether they are looking to upgrade their current systems or just learning about the latest and greatest in audio technology. It is a great opportunity to see the latest and greatest in audio equipment and to learn more about how it works. By taking the time to listen and learn, customers can make informed decisions about buying audio equipment and enjoy the best possible sound quality in their homes and businesses.
FOLLOW the STEREO LEADER!

V-M MODEL 314

V-M MODEL 312

V-M MODEL 301

Complete Versatility in Portable Stereo Systems!

3 GREAT NEW MODELS!
COMPLETELY SELF-CONTAINED!
UNPARALLELED PERFORMANCE!

V-M—pioneer in new stereo record changers brings you a great trio of self-contained portables that suit every customer desire. These precision-engineered phonographs meet the demands of all your "portable" customers. Completely new—and definitely practical in styling—with such obviously superior performance, these distinctively "Voice of Music" models will build your greatest sales volume. Be sure to compare! These are incomparable phonographs!

AVAILABLE NOW! These are the originally-styled portables your customers are buying! Promotions, Displays and Ad Mats Are Ready to Work for You!

V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS

Your choice for music is... the Voice of Music

VM CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS

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www.americanradiohistory.com
New Stereo Phonos
Key Style Trend

By MAURICE GORDON

PHILADELPHIA—"Tell me about this stereo here," is one of the crazy questions Philadelphians ask during a normal day. In the past two years, many people find it difficult to comprehend the reasons and pointings reasons behind the surge to higher styling in cabinetry. Very simply, this was that femininity in buying home entertainment equipment is becoming a dominant factor. Sales reports show that because of rising national economic upgrading of equipment is a natural phenomenon. And the more expensive the unit being considered by Mr. Audio Addict, the more sway has his wife in the ultimate selection of the equipment. Dealers reported that more and more couples come to the store together to do the shopping. And often then not, the wife's taste in furniture, be it modern, provincial or traditional, is the final sale.

Some of the surge in buying of expensive equipment, the price of which in some cases rival that of a new car, many have had to reorganize their own financing and installment buying plans. This is expected to become an increasingly important factor in the general business patterns.

Dealer-Decorators

Not only must dealers be prepared with time-payment plans, they must also be interior decorators, a fact which ties in with the female influence in equipment purchases. Dealers reporting to The Billboard indicated that they are frequently called upon to visit a customer's home the very first time, not only on location and size of equipment, but also to show them the best suited to the decor of the buyer's home.

The trend to high end merchandise showings with thousands of dollars in equipment at the Market here, are listings of new equipment introduced since last September which appear in the Mid-Season Phonograph Directory on a regular basis.

Many companies elected to stand virtually put on complete lines displayed last fall. But those who did have been prepared, because they had focused unusually heavy in-store display and window promotions at all price brackets. In other words, at mid-season, the trend shows consumers spending on stereo equipment, and not just on TVs, phonographs or radios. The trend is greater than ever in the low and medium price range portable and hi-fi equipment. Also quite new are newly introduced models listed in the current Phonograph Directory at an average price of $200. Among the companies using this marketing set in the $500 retail classifications are Magnavox, Grandav, Blaupunkt, Sterlings of M. Monet, Copher, Anexpr and Fishcr.

With the increased emphasis on equipment for four-figure list prices, sales exceed previous years. And for the second week readily indicated they would be on top this season. One eye to results achieved by the pioneers in the high-end field. With a steadily expanding economy, many believed there would be store and more emphasis on the high priced units by not a few, but many companies in the months to come.

One-Unit Sets Up in Toronto

By HARRY ALLEN

TORONTO — Stereo accounts for practically all the packaged sales in this city.

Not only are customers buying complete sets, but the only kind being delivered to the dealers by manufacturers with the exception of additional pieces. Monaural phonographs take perhaps 15% of the sales, said Ken Colyer, of Colyer-McKee, and Lang Evans, of the Prototype.

The primary buyers are adult males, the younger generation purchases a pocket transistor radio model, carrying it around to listen to the latest tunes. Most active stereo is in the $100 range. Colyer, for the buyer to seek out the one-piece Phonon dealers in "What is the hot range of people buying these days, rather than price, said both Evans and Colyer.

"Colyer cited one make of phonograph, in particular, he is imported and exported to the United States (Chilton), where the quality is excellent at $300. However, more models at $700 unit are sold.

Evans told about the driving force of customers being a good phonograph to the customers is the very little they can possibly pay; these people can be satisfied with the phonograph.

Colyer said many dealers made the same mistake as the others by using units at a low price, discovering later that these lower priced units didn't sell, because they are not the higher priced models. In the beginning, Colyer stated, he invested in something to put in their kitchen or basement, they want a piece of good furniture, which can be shown off in their living room," said Colyer.

The attractiveness of the model will be the eye-catcher with the wife, first off.

The standard question met by both salesmen is, "What is the difference between stereo and hi-fi?" A common explanation seems to clear up most of the confusion; there is no good demonstrator. One suggestion is to supply retailers with a series of records that have in one unit: Two bands of the same musical selection, one monaural and one stereo, and jazz for different types of musical tastes, expensive monaural and stereo presses monaurally and stereo press stereophonically, this way, the differences between stereo and hi-fi can be effectively illustrated to the customer.

Stereophone Confuses Public, Philby Dealers Say

By BERN OLMAN

MILWAUKEE—Bee City dealers claim that stereo section sales through the first of January were almost 50 percent of all units sold, and the $100 price level are the fastest moving.

An increasing number of record dealers have widened phonograph lines to include stereo equipment. Some are now obtaining dealers who deal only in low priced portables. Salesmen quipped indicated that the fall and winter season is the time when they will use their stereo sales boosted to new peaks.

Charles Netzow, of Netzow, Inc., claims that this year several dealers are the first time verbally to his clients that "Stereo is here to stay." The reason, he says, "Frankly, where to place the phonograph or speakers is the big problem we are confronted with. We can see that the customers are waiting to see whether we'll go to the trouble to close a sale. We no longer need to know much about sound, we are just listening to music. A good deal of the time nowadays when a dealer comes in with a price, they are not interested in the disc in the turntable or the amplifier or the turntable. Improved cabinetry of both complete and assembled phonographs has caused the dealers to realize that the acceptance of the new stereo machinery is increasing. As of 1959-60 models, says Netzow, almost always necessitates a trip to the prospect's home to suggest "where to put it in your house.

"In a great many cases the customer isn't interested in where to find the proper place for it in his home," says Netzow. "The public is still somewhat confused about stereo, claims Netzow. "We have a lot of questions we are asked now in all at compared to several years ago; the public is more knowledgeable on the scene. Buyers today are a lot more sophisticated, at least those who buy the higher priced sets appear to be.

"I believe by having the customer sit down to listen to a stereo or to close the sale in the last way that we do to close a phonograph sale," says Charles Netzow. "First, we stereo our time with the phonograph and quality to learn where the prospect's interests lie. In the first place, the difference between hi-fi and stereo is marginal. Those people who come in expecting to hear a miracle in sound and expect all the dealer's questions to be answered. Too frequently they can't detect the difference under store conditions.

"We like to keep our stereo demonstrations at home," says Charles Netzow. "Customers can lose themselves listening to a record in the living room or sitting in a window. Asking a prospect to sit down and listen to a phonograph record normally comes at the close of a sales presentation with us. We can play a record for them on what they can expect to hear. It is how we are answering on a host of continuing questions."

John Plimpson, Bay Music Stereo, has his method of monaural sets he moves these dealers to the customer's home. Even at $25. "Everything else is stereo," he says.

The Memorial Day volume at Bay Music Stereo Shop comes from the $79.95 to $200 price range. It is the idea of the small set." If the set is for the teen-agers in the family says Plimpson, "to give the young set a chance to give it a new good sound. If the customer is the father, the set is for him, but then they generally can be upgraded to stereo.

Like most disk dealers here who have been perverted to promote record buying, oneaby said that the record player is not something more than most record dealers have, to show the bigger con-

The discount situation, Plimpson adds, has forced him to stay away from the more expensive stereo sets. "When the price comes down to below $200, then they start talking discount," he claims.

The most common question last month at in selling stereo, was "How do I close a sale with the price of a phonograph?" With Ray Heidorn, among other artists and manufacturers, has made similar disk decks to the original with the name and Decca Records. This marks the beginning of a new stereo label. Warners feels that as a result of these growing sales, it will increase its sales to thousands of the Bay Music stereo shop. On WSB, diskjockey will start promoting the P-B sets in February.

P-B Makes WB Demo Tie

HOLLYWOOD — Warner Bros. Records has prepared a special phonograph for demonstration with each P-B 1960 color photo disk. Album consists tracks from a dozen WB packages and features George Gershwin, John Scott Trotter, Benny Goodman, Ray Heidorn, among other artists and a manufacturer, has made similar disk decks to the original with the name and Decca Records. This marks the beginning of a new stereo label. Warners feels that as a result of these growing sales, it will increase its sales to thousands of the Bay Music stereo shop. On WSB, diskjockey will start promoting the P-B sets in February.

EIA Preps Co-Op Phonon Ad Pitch

"Continued from page 1..."

EIA Preps Co-Op Phonon Ad Pitch

"Continued from page 1..."
2 MORE FIRSTS FROM COLUMBIA PHONOGRAPHSTo help make your Spring sales ZOOM!

STEREO 1 PORTABLE “PLAYMATES” WITH STORAGE SPACE FOR 44 RECORDS IN SECOND SPEAKER CASE!

**$89.95 COMPLETE**

Now—the most convenient stereophonic portable ever made! In the second speaker case there's room for 24 12-inch Lp records and 20 7-inch records—44 in all! The records are safely stored for home use... ready to be taken along at a moment’s notice. A feature that makes this a stand-out value for gifts and personal use.

True high-fidelity stereophonic sound • Two perfectly balanced 5-inch speakers • Automatic 4-speed changer • Flip-over cartridge • Jewel stylus • Smart modern styling in gray and black with chrome trim.

NEW 2-IN-1 “PLAYALL” PORTABLE. FIRST MONOURAL PORTABLE THAT PLAYS STEREO RECORDS, TOO—WITH COMPLETE SAFETY!

**$29.95 COMPLETE**

Now parents can permit children to play the family's good stereo records on their own machine... without risk to the discs. Versatility made possible by an exclusive Columbia-designed Lp needle that plays both monaural and stereo records. Here's the portable that opens up a whole new area of profits for you—just as the big spring season is at hand. You need it to complete your line!

- Flip-over cartridge • Jewel stylus • Two 4-inch speakers (one detachable) for room-filling richness of sound • Extra-long cord for remote playing • Plays 78, 33, and 45 rpm records • Handsome two-tone combination in blue and white.

These new portables are typical of the advanced product development you can expect from Columbia...

Number one in the wonderful world of sound. Contact your Columbia Distributor today or write Columbia Phonographs, 495 Park Ave., New York 22, N. Y.
### Under $30

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<th>Company</th>
<th>Model Number</th>
<th>Manual or Automatic</th>
<th>Stereo or Monaural</th>
<th>Power Output</th>
<th>Number of Tubes (Speaker)</th>
<th>Number &amp; Size of Speakers</th>
<th>Styles</th>
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### $31 to $60

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<td>2</td>
<td>dual tape</td>
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<td>stereo</td>
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<td>2</td>
<td>tapete</td>
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<td>C-1200</td>
<td>manual</td>
<td>stereo</td>
<td>2</td>
<td>2</td>
<td>tapete</td>
<td>no</td>
<td>wood cabinet covered with leatherette and sapphire, turquoise, and brown</td>
<td>6 1/2&quot;x10 1/2&quot; (15 lbs.)</td>
<td>$39.95</td>
<td>—</td>
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</table>

### $61 to $80

<table>
<thead>
<tr>
<th>Company</th>
<th>Model Number</th>
<th>Manual or Automatic</th>
<th>Stereo or Monaural</th>
<th>Power Output</th>
<th>Number of Tubes (Speaker)</th>
<th>Number &amp; Size of Speakers</th>
<th>Styles</th>
<th>Tuner</th>
<th>CASE OR CABINET Material-Finish</th>
<th>Suggested Retail Price</th>
<th>Suggested Selling Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claisse Electronic</td>
<td>P. E.</td>
<td>manual</td>
<td>monaural</td>
<td>5</td>
<td>1</td>
<td>dual tape</td>
<td>no</td>
<td>plastic cover-black</td>
<td>8 x 10 1/2&quot; (12 lbs.)</td>
<td>$65.95</td>
<td>$65.95</td>
</tr>
<tr>
<td>Claisse Electronic</td>
<td>ST-200</td>
<td>automatic</td>
<td>stereo</td>
<td>2</td>
<td>2</td>
<td>dual tape</td>
<td>no</td>
<td>wood veneer-brown and white</td>
<td>5 1/4&quot;x10 1/4&quot; (12 lbs.)</td>
<td>$69.95</td>
<td>—</td>
</tr>
<tr>
<td>Zenith</td>
<td>BPS2/1</td>
<td>manual</td>
<td>stereo</td>
<td>2</td>
<td>2</td>
<td>dual tape</td>
<td>no</td>
<td>wood construction with grey and white</td>
<td>6 1/4&quot;x10 1/4&quot; (12 lbs.)</td>
<td>$69.95</td>
<td>—</td>
</tr>
<tr>
<td>Zenith</td>
<td>BPS40/1</td>
<td>automatic</td>
<td>stereo</td>
<td>2</td>
<td>2</td>
<td>dual tape</td>
<td>no</td>
<td>wood construction with brown and white</td>
<td>6 1/4&quot;x10 1/4&quot; (12 lbs.)</td>
<td>$69.95</td>
<td>—</td>
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### $81 to $100

<table>
<thead>
<tr>
<th>Company</th>
<th>Model Number</th>
<th>Manual or Automatic</th>
<th>Stereo or Monaural</th>
<th>Power Output</th>
<th>Number of Tubes (Speaker)</th>
<th>Number &amp; Size of Speakers</th>
<th>Styles</th>
<th>Tuner</th>
<th>CASE OR CABINET Material-Finish</th>
<th>Suggested Retail Price</th>
<th>Suggested Selling Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claisse Electronic</td>
<td>C-1917</td>
<td>automatic</td>
<td>stereo</td>
<td>3</td>
<td>2</td>
<td>dual tape</td>
<td>no</td>
<td>plastic cover-black</td>
<td>8 x 10 1/2&quot; (12 lbs.)</td>
<td>$69.95</td>
<td>$69.95</td>
</tr>
<tr>
<td>Claisse Electronic</td>
<td>PE Musical</td>
<td>manual</td>
<td>stereo</td>
<td>2</td>
<td>2</td>
<td>dual tape</td>
<td>no</td>
<td>wood veneer-brown and white</td>
<td>6 1/4&quot;x10 1/4&quot; (12 lbs.)</td>
<td>$79.95</td>
<td>—</td>
</tr>
<tr>
<td>Claisse Electronic</td>
<td>PE D-65</td>
<td>automatic</td>
<td>stereo</td>
<td>2</td>
<td>2</td>
<td>dual tape</td>
<td>no</td>
<td>synthetic fabric</td>
<td>5 1/4&quot;x10 1/4&quot; (12 lbs.)</td>
<td>$79.95</td>
<td>—</td>
</tr>
<tr>
<td>Olympic</td>
<td>D-630</td>
<td>automatic</td>
<td>stereo</td>
<td>2</td>
<td>2</td>
<td>dual tape</td>
<td>no</td>
<td>wood veneer-brown and white</td>
<td>6 1/4&quot;x10 1/4&quot; (12 lbs.)</td>
<td>$79.95</td>
<td>—</td>
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<tr>
<td>Biltmore Products, Inc.</td>
<td>ST-2000</td>
<td>automatic</td>
<td>stereo</td>
<td>2</td>
<td>2</td>
<td>dual tape</td>
<td>no</td>
<td>combination of synthetic fabric and leatherette</td>
<td>8 1/2&quot;x10 1/2&quot; (12 lbs.)</td>
<td>$99.95</td>
<td>—</td>
</tr>
<tr>
<td>Symphonics Radio &amp;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Electronic Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Zenith</td>
<td>BPS100</td>
<td>automatic</td>
<td>stereo</td>
<td>2</td>
<td>2</td>
<td>dual tape</td>
<td>no</td>
<td>combination of synthetic fabric and leatherette</td>
<td>9 x 10 1/2&quot; (15 lbs.)</td>
<td>$99.95</td>
<td>—</td>
</tr>
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</table>

### $101 to $150

<table>
<thead>
<tr>
<th>Company</th>
<th>Model Number</th>
<th>Manual or Automatic</th>
<th>Stereo or Monaural</th>
<th>Power Output</th>
<th>Number of Tubes (Speaker)</th>
<th>Number &amp; Size of Speakers</th>
<th>Styles</th>
<th>Tuner</th>
<th>CASE OR CABINET Material-Finish</th>
<th>Suggested Retail Price</th>
<th>Suggested Selling Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biltmore Products, Inc.</td>
<td>ST-100</td>
<td>automatic</td>
<td>stereo</td>
<td>2</td>
<td>2</td>
<td>dual tape</td>
<td>no</td>
<td>wood veneer-brown and white</td>
<td>8 x 10 1/2&quot; (15 lbs.)</td>
<td>$119.00</td>
<td>—</td>
</tr>
<tr>
<td>Claisse Electronic</td>
<td>PE Musical</td>
<td>automatic</td>
<td>stereo</td>
<td>2</td>
<td>2</td>
<td>dual tape</td>
<td>no</td>
<td>synthetic fabric</td>
<td>5 1/4&quot;x10 1/4&quot; (15 lbs.)</td>
<td>$134.95</td>
<td>—</td>
</tr>
</tbody>
</table>

(Continued on page 22)
Cash in on the "THREE CHANNEL STEREO" BOOM with DECCA® PHONOS

IMMEDIATE DELIVERY!

PRICED FROM $39.95-$89.95-$119.95

THE ALLEGHENY Y DP-306—Three Channel Stereo—Two 8-inch bass speakers—two tweeters—imported 4-speed changer—record storage space when speakers are removed—loudness, balance and two tone controls. Mahogany—Blonde—Walnut.

THE LAMBERT IV DP-338—Three Channel Stereo—Automatic portable—center bass speaker—can be played with lid closed without removing speakers—bass, treble, and dual concentric loudness controls. Stardust Blue—Silver with Black.


THE Saxon DPS-20—3-speed, Full Stereo Portable. Available in Grey/Gold or Blue/Gold, both with White Trim.

THE PALM BEACH III DP-12—New design of best-selling low-end phonograph—flip-over cartridge—front-mounted speaker. Pumpkins and White—Two Tone Blue—Grey with Pink.

THE MIAMI II DP-395—Full Stereo. Automatic in a piece of fine leather. Available in Charcoal or Saffron Wool. $139.95

SALE! $19.95

THE HUDSON DP-310—Full Stereo Console. A complete, self-contained stereo unit. Includes $50.00 worth of Decca Stereo records.

Decca® PHONOGRAPHS

BRAND NEW!!

THE NORWOOD II DP-588—Three Channel Stereo—4-speed manual portable—two loudness and dual tone control—can be played without removing tweeters. Charcoal Brown with White—Two Tone.


BRAND NEW!!

THE ALLEGHENY Y DP-306—Three Channel Stereo—Two 8-inch bass speakers—two tweeters—imported 4-speed changer—record storage space when speakers are removed—loudness, balance and two tone controls. Mahogany—Blonde—Walnut.

Suggested list price. Plus spindle, if automatic. Some prices slightly higher in South, Southwest and West.

THE LINE OF ALL VINQ DECCA® PHONOGRAPHS

www.americanradiohistory.com
### $101 to $150

<table>
<thead>
<tr>
<th>Company</th>
<th>Model Number</th>
<th>Manual or Automatic</th>
<th>Stereo or Monaural</th>
<th>Power Output (Amplifier)</th>
<th>Number of Tubes (Amplifier)</th>
<th>Number &amp; Size of Speakers</th>
<th>Stylist</th>
<th>Tuner</th>
<th>CASE OR CABINET</th>
<th>Material—Finish or Other Combination (Color Code)</th>
<th>Dimensions Weight for Portable Only</th>
<th>Weight for Cabinet Only</th>
<th>Suggested Retail Price</th>
<th>Selling Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nelson Electric Products, Inc.</td>
<td>PE-356</td>
<td>automatic</td>
<td>stereo</td>
<td>8 watts</td>
<td>3 plus rectifier</td>
<td>4 dual supplies</td>
<td>no</td>
<td>no</td>
<td>wood—plastic open-back, gray, brown, black, all with gold</td>
<td>$95.00/18&quot;x14&quot;x14&quot;</td>
<td>20 lb.</td>
<td>$119.95</td>
<td>portable with AM tuners included</td>
<td></td>
</tr>
<tr>
<td>Fisher</td>
<td>EP702</td>
<td>automatic</td>
<td>stereo</td>
<td>3 plus rectifier</td>
<td>4 dual supplies</td>
<td>no</td>
<td>no</td>
<td>wood—metal, black, plastic</td>
<td>$89.50/18.5&quot;x14&quot;</td>
<td>20 lb.</td>
<td>$119.95</td>
<td>portable with AM tuners included</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magnavox</td>
<td>1-522ADF</td>
<td>automatic</td>
<td>stereo</td>
<td>—</td>
<td>2.8&quot;</td>
<td>dual diamond-sapphire</td>
<td>no</td>
<td>no</td>
<td>wood—black plastic, white plastic</td>
<td>$75.00/18&quot;x14&quot;x14&quot;</td>
<td>20 lb.</td>
<td>$109.95</td>
<td>portable with AM tuners included</td>
<td></td>
</tr>
<tr>
<td>Magnavox</td>
<td>1-5224DF</td>
<td>automatic</td>
<td>stereo</td>
<td>—</td>
<td>2.8&quot;</td>
<td>dual diamond-sapphire</td>
<td>no</td>
<td>no</td>
<td>wood—black plastic, white plastic</td>
<td>$75.00/18&quot;x14&quot;x14&quot;</td>
<td>20 lb.</td>
<td>$109.95</td>
<td>portable with AM tuners included</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>1-5246</td>
<td>automatic</td>
<td>stereo</td>
<td>—</td>
<td>2.8&quot;</td>
<td>dual diamond-sapphire</td>
<td>no</td>
<td>no</td>
<td>wood—black plastic, white plastic</td>
<td>$75.00/18&quot;x14&quot;x14&quot;</td>
<td>20 lb.</td>
<td>$109.95</td>
<td>portable with AM tuners included</td>
<td></td>
</tr>
<tr>
<td>Magnavox</td>
<td>1-5246DF</td>
<td>automatic</td>
<td>stereo</td>
<td>—</td>
<td>2.8&quot;</td>
<td>dual diamond-sapphire</td>
<td>no</td>
<td>no</td>
<td>plastic</td>
<td>$75.00/18&quot;x14&quot;x14&quot;</td>
<td>20 lb.</td>
<td>$109.95</td>
<td>portable with AM tuners included</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>1-5316/17</td>
<td>automatic</td>
<td>stereo</td>
<td>—</td>
<td>2.8&quot;</td>
<td>dual diamond-sapphire</td>
<td>no</td>
<td>no</td>
<td>plastic</td>
<td>$75.00/18&quot;x14&quot;x14&quot;</td>
<td>20 lb.</td>
<td>$109.95</td>
<td>portable with AM tuners included</td>
<td></td>
</tr>
<tr>
<td>Radio &amp; TV</td>
<td>98-10</td>
<td>automatic</td>
<td>stereo</td>
<td>10 watts</td>
<td>4 plus rectifier</td>
<td>4 dual supplies</td>
<td>AM radio included</td>
<td>no</td>
<td>wood—plastic, black and white plastic</td>
<td>$95.00/18.5&quot;x14&quot;x14&quot;</td>
<td>20 lb.</td>
<td>$129.95</td>
<td>portable with AM tuners included</td>
<td></td>
</tr>
</tbody>
</table>
| Radio Products, Inc. | PE-1000 | automatic | stereo | 10 watts | 2.6" | dual supplies | no | no | all wood with washable fabric covering, chrome snap-on speakers | $95.00/18"x14"x14" | 20 lb. | $119.95 | "

### $151 to $200

<table>
<thead>
<tr>
<th>Company</th>
<th>Model Number</th>
<th>Manual or Automatic</th>
<th>Stereo or Monaural</th>
<th>Power Output (Amplifier)</th>
<th>Number of Tubes (Amplifier)</th>
<th>Number &amp; Size of Speakers</th>
<th>Stylist</th>
<th>Tuner</th>
<th>CASE OR CABINET</th>
<th>Material—Finish or Other Combination (Color Code)</th>
<th>Dimensions Weight for Portable Only</th>
<th>Weight for Cabinet Only</th>
<th>Suggested Retail Price</th>
<th>Selling Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sanders</td>
<td>PE-356</td>
<td>automatic</td>
<td>stereo</td>
<td>16 watts</td>
<td>3 plus rectifier</td>
<td>4 dual supplies</td>
<td>no</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
<td></td>
</tr>
<tr>
<td>Fisher</td>
<td>EP702</td>
<td>automatic</td>
<td>stereo</td>
<td>60 watts</td>
<td>6</td>
<td>dual supplies</td>
<td>no</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
<td></td>
</tr>
<tr>
<td>Magnavox</td>
<td>1-522ADF</td>
<td>automatic</td>
<td>stereo</td>
<td>—</td>
<td>2 plus rectifier</td>
<td>2.8&quot;</td>
<td>dual diamond-sapphire</td>
<td>no</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
</tr>
<tr>
<td>Mitchell</td>
<td>5929</td>
<td>automatic</td>
<td>stereo</td>
<td>8 watts</td>
<td>3 plus rectifier</td>
<td>1.8&quot;</td>
<td>dual supplies</td>
<td>no</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
</tr>
<tr>
<td>Olympic Radio &amp; TV</td>
<td>729</td>
<td>automatic</td>
<td>stereo</td>
<td>10 watts</td>
<td>4 plus rectifier</td>
<td>4 dual supplies</td>
<td>AM radio included</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
<td></td>
</tr>
<tr>
<td>Philco</td>
<td>18-17</td>
<td>automatic</td>
<td>stereo</td>
<td>12 watts</td>
<td>4</td>
<td>dual diamond sapphire</td>
<td>no</td>
<td>no</td>
<td>walnut, grey, blond</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
<td></td>
</tr>
<tr>
<td>Philco</td>
<td>18-17</td>
<td>automatic</td>
<td>stereo</td>
<td>12 watts</td>
<td>4</td>
<td>dual diamond sapphire</td>
<td>no</td>
<td>no</td>
<td>walnut, grey, blond</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
<td></td>
</tr>
<tr>
<td>RCA Victor</td>
<td>1607</td>
<td>automatic</td>
<td>stereo</td>
<td>17 watts</td>
<td>4 plus rectifier</td>
<td>1.8&quot;</td>
<td>dual supplies</td>
<td>no</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>1620</td>
<td>automatic</td>
<td>stereo</td>
<td>17 watts</td>
<td>4 plus rectifier</td>
<td>1.8&quot;</td>
<td>dual supplies</td>
<td>no</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
</tr>
<tr>
<td>Symphonet Radio &amp; Electronic Corp.</td>
<td>1612</td>
<td>automatic</td>
<td>stereo</td>
<td>8 watts</td>
<td>3 plus rectifier</td>
<td>3</td>
<td>dual supplies</td>
<td>AM/FM radio included</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
</tr>
<tr>
<td>Symphonet Radio &amp; Electronic Corp.</td>
<td>1612</td>
<td>automatic</td>
<td>stereo</td>
<td>8 watts</td>
<td>3 plus rectifier</td>
<td>3</td>
<td>dual supplies</td>
<td>AM/FM radio included</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
</tr>
<tr>
<td>Symphonet Radio &amp; Electronic Corp.</td>
<td>1612</td>
<td>automatic</td>
<td>stereo</td>
<td>40 watts</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
<td></td>
</tr>
<tr>
<td>Symphonet Radio &amp; Electronic Corp.</td>
<td>1612</td>
<td>automatic</td>
<td>stereo</td>
<td>20 watts</td>
<td>4</td>
<td>4</td>
<td>dual diamond sapphire</td>
<td>no</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
</tr>
<tr>
<td>Symphonet Radio &amp; Electronic Corp.</td>
<td>1612</td>
<td>automatic</td>
<td>stereo</td>
<td>20 watts</td>
<td>4</td>
<td>4</td>
<td>dual diamond sapphire</td>
<td>no</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$189.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$209.50</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
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### $201 to $300

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<tr>
<th>Company</th>
<th>Model Number</th>
<th>Manual or Automatic</th>
<th>Stereo or Monaural</th>
<th>Power Output (Amplifier)</th>
<th>Number of Tubes (Amplifier)</th>
<th>Number &amp; Size of Speakers</th>
<th>Stylist</th>
<th>Tuner</th>
<th>CASE OR CABINET</th>
<th>Material—Finish or Other Combination (Color Code)</th>
<th>Dimensions Weight for Portable Only</th>
<th>Weight for Cabinet Only</th>
<th>Suggested Retail Price</th>
<th>Selling Points</th>
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<td>RC-1S4</td>
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<td>stereo</td>
<td>20 watts</td>
<td>4</td>
<td>dual diamond sapphire</td>
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<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$229.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$229.95</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
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<td>General Electric</td>
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<td>automatic</td>
<td>stereo</td>
<td>20 watts</td>
<td>4</td>
<td>dual diamond sapphire</td>
<td>no</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$229.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$229.95</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
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<td>stereo</td>
<td>20 watts</td>
<td>4</td>
<td>dual diamond sapphire</td>
<td>no</td>
<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$229.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
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<td>no</td>
<td>wood—metal, gray, brown, black</td>
<td>$229.95/18.5&quot;x14&quot;x14&quot;</td>
<td>30 lb.</td>
<td>$229.95</td>
<td>all-in-one feature; includes AM/FM tuner, speaker, and external volume control</td>
<td></td>
</tr>
</tbody>
</table>

(Continued on page 24)
NEW PHILCO HIGH FIDELITY 4-SPEAKER STEREO

WITH TWO CONVERTIBLE SPEAKERS!

SPECIFICATIONS
Amplifier - Philco high fidelity dual-channel stereophonic amplifier. Transformer powered push-pull output with 15-watt peak.
Control Center - Attractive control panel with separate, calibrated controls for treble tone, bass tone, loudness and balance. Function control switch for Stereophonic or Monophonic records.
Deluxe Multi-Mix Record Changer - Plays all speeds, Hermanizes 16" and 12" records automatically.
Lightweight tone arm - With dual-needle stereo pickup.
Dimensions - 26" high, 21 1/4" wide, 15 3/4" deep.
Cabinetry - Contemporary style in walnut or mahogany finish.
Exclusive Convertible lift-out speakers - for custom stereo in any room.

SUGGESTED LIST MODEL 1617

TO SELL AT
$159.95

Now Philco gives you 7 stereo models you can custom-fit to any room in the home. Priced from $159.95

PHILCO
Famous for Quality the World Over

UP TO 24 FT. STEREO SEPARATION WITH CONVERTIBLE SPEAKERS ON EITHER SIDE

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>Company</th>
<th>Model Number</th>
<th>Manual or Automatic</th>
<th>Steer or Manual</th>
<th>Power Output (Stereo)</th>
<th>Number of Speakers</th>
<th>Number &amp; Style of Speakers</th>
<th>Phono Cartridge-Blind Tuner</th>
<th>Case or Cabinet Material-Finish Color Combination-Blind Tuner</th>
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<td>walnut, oak, cherry</td>
<td>21 1/4&quot;x13-1/8&quot;x17-1/4&quot;</td>
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<td>2 dia.</td>
<td>self</td>
<td>walnut, oak, cherry</td>
<td>21 1/4&quot;x13-1/8&quot;x17-1/4&quot;</td>
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<td>WC-815</td>
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<td>35 1/8&quot;x17-1/4&quot;</td>
<td>$599.55</td>
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</tr>
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</table>
LIBERTY announces:

The Sound of the Sixties!

...and the DEAL of the Sixties

10% DISCOUNT ON ENTIRE LP CATALOG
Just by purchasing all 10 new releases (ANY COMBINATION/STEREO MONOURAL)

15% DISCOUNT ON ENTIRE CATALOG If above order totals $75 or more

100% EXCHANGE PRIVILEGE
PAYABLE ⅓ MARCH, ⅓ APRIL, ⅓ MAY

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SEE HIM NOW!

www.americanradiohistory.com
Portable Emphasis on New Decca Product

NEW YORK — The Decca Company’s phonograph division has added two new portable models to its regular line, making a total of six different season phonos in the full line introduced last fall. For Fall-Winter ’59-60, in the new portable category, Decca has added a line of stereo equipment to the lineup. The addition of the new portable units brings the total of new product additions of other equipment to four for the Decca season in the past year and a half.

W. Reino Schubert, president of the National Business Bureau, said the growing demand for stereo equipment has been even more accelerated by the fact that Decca is bringing out new products which will fit into the popular Decca line. He pointed out that the Decca system places in the center sound source with middle and a good set of the detachable wing speakers units.

CD PREDICTS RADIO SALES RISE IN 1960

WASHINGTON — Factory sales of radios and record players are expected to rise slightly in 1960, but at a somewhat lower rate than in 1959, according to a report issued by Commerce Department. The report, which states that the trend of the domestic market by Japanese transistor radios should be followed carefully, includes an analysis of American manufacturers to meet the situation, that with “more automated production, vigorous promotion, and competitive pricing.”

Sears of sales are expected to continue to grow because of the high costs of radio systems. The report, based on data from the Commerce Department, was issued in January.

Final Promo For L.A. Show

NEW YORK — Eighty exhibitors will come from all parts of the world to the third annual West Coast Audio Show which will be held March 29 to April 1 at the Los Angeles Convention Center.

Also among the exhibitors will be Jack Adams, Ann Blyth and Connie Stevens and others are to show some of the latest in hi-fi equipment and accessories and sign autographs.

Furniture Prize For Magnavox

CHICAGO — The Magnavox Company has announced the winners of the last weekly by a special prize award presented by the Magnavox Company. The theme of “Go Beyond” has been the goal of the company, which plans to increase the award in the coming weeks.

The winners of the furniture award to Magnavox reaffirmed the growing emphasis on stylish and comfortable homes that customers are looking for. The contest is to be held in the stores.

The winners are award for the second time in the year. The awards are given for “the greatest design and craftsmanship.”

New Portable Col. Phonos

NEW YORK — Columbia Phonograph Corporation has announced the addition of two new musical instruments, one monaural and one stereo.

According to Jack Sharrow, vice-president of the Columbia Company, the new models, the “play-all” and “play-all-(((tone), are designed with two-channel speaker units, one in the cabinet and another detachable. The set has all mono-groove disks and will play stereo disks monaurally in the stereo position. The suggested list price is $39.95.

The “Play-all” stereo portable features a tone control and a five-speaker inch cabinet in the tone and one in a remote unit. The set has a suggested list of $99.95.

Reeves Geared To Video Tape

DANBURY, Conn. — Reeves Sondar/month will start full production of video tape recorders in 1960, according to the annual report of the firm.

The report states that Reeves will increase its production of video tape recorders in 1960, adding that the firm produced three experimental units in the development of the first.

Envisioning an optimistic view of the tape field, Reeves described the market which will reach over $10,000,000. Reeves also stated that instrumentation tape sales for business and industry will show considerable growth in 1960 and 1961.

Stereo Demo Techniques

- Continued from page 18

record “the most demonstrable” in commercial stereo. “It eliminates long-winded explanations of stereo,” the disk’s perfect technique helps the prospect to grasp the meaning of stereo in the shortest possible time.”

Hot ‘n’ Cold Staff averages over 100 miles per week on the road, showing how stereo works. Another part of the Hot ‘n’ Cold operation is to have a salesman call at the home of the prospect and demonstrate several會議s for the stereo equipment and speakers.

Mickey Sherman, of Sight & Sound Stage, Denver, first asks the customer to describe his preferences in music. From a carefully, pre-selected list of songs, the customer has the greatest separation of sound in the customer’s own home. The customer is to carry on conversation with the disk at the side and then leaves it up to the prospect’s ears to sell the set.

Every set at Sight & Sound is demonstrated in the open, 70-foot room rather than in closed-in spaces. Also, the demonstration room has a carpeting. This is a part of the theory that if the customer has carpeting in his room, it will sound better than it did in the carpeted showroom. On the other hand, if the set is demonstrated in a carpeted setting, it will sound better than would the stereo equipment. The customer in the showroom is to carry on conversation with the disk at the side and then leaves it up to the prospect’s ears to sell the set.

Of two-channel methods of purifying sound, etc., Reeves believes that “the more that the customer is on the face of it most clearly, the better his car will be.”

Philadelphia, 9/21/1959 — Reeves Geared, a manufacturer of high fidelity equipment, has announced the addition of two new musical instruments, one monaural and one stereo.

A particular decor can’t be matched.

Gresham says stereo customers at Campbell’s are buying quite a few of the new models, but he feels that there is a fair amount of traditional and modern. New trends in consumer behavior are making it difficult for a customer to make a choice. He feels that the new models are being matched on an expert basis. Many of the customers are willing to order the model that is the best buy for the price.

According to Jim Sharrow, vice-president of the Columbia Phonograph Corporation, the novel "play-all" and "play-all-tone" models are designed with two-channel speaker units, one in the cabinet and another detachable. The set has all mono-groove disks and will play stereo disks monaurally in the stereo position. The suggested list price is $39.95.

The "Play-all" stereo portable features a tone control and a five-speaker inch cabinet and one in a remote unit. The set has a suggested list of $99.95.

Reeves Geared To Video Tape

DANBURY, Conn. — Reeves Soundcraft will start full production of video tape recorders in 1960, according to the annual report of the firm.

The report states that Reeves will increase its production of video tape recorders in 1960, adding that the firm produced the three experimental units in the development of the first.

Envisioning an optimistic view of the tape field, Reeves described the market which will reach over $10,000,000. Reeves also stated that instrumentation tape sales for business and industry will show considerable growth in 1960 and 1961.

Endings

- Continued from page 18

One-Unit Sets

- Continued from page 18

Denver Sales

- Continued from page 18

Detroit Market

- Continued from page 18
a 4 sided smash!
The most exciting piano instrumental of the New Year

Ray Bryant
LITTLE SUSIE
PARTS 1-2-3 and 4

Goodbye, Ray — thanks a lot.
Good luck at Columbia!
Parts 1 and 3 are available on Columbia #41553

Signature #12026
(PARTS 2 AND 4)

DEALERS — JOCKEYS — OPERATORS
Contact your nearest Hanover/Signature Distributor or Hanover-Signature Record Corp.
119 W. 57th St., N.Y.C. 19
COLUMBUS 5-0650

www.americanradiohistory.com
Another Billboard Record/Phono Dealer

Trudell's TV & Appliance

The retail establishment of this record/phone dealer...
- is essentially an appliance store
- offers both records and albums
- handles phonographs selling from $20 to $500
- has been reading Billboard for more than 10 years

Another Billboard Record/Phono Dealer

Newburgh Hi Fi Center

The retail establishment of this record/phone dealer...
- is essentially a high-fidelity store
- offers both records and albums
- handles phonographs selling from $19.95 to $500
- has been reading Billboard for more than 15 years

Another Billboard Record/Phono Dealer

Sears, Roebuck & Co.

The retail establishment of this record/phone dealer...
- is a department store
- offers both records and albums
- handles phonographs selling from $19.95 to $695
- has been reading Billboard for more than 6 years

Another Billboard Record/Phono Dealer

Gorbys Music House

The retail establishment of this record/phone dealer...
- is essentially a music store
- offering both records and albums
- handles phonographs selling from $29.95 to $595.00
- has been reading Billboard for more than 5 years

What Kind of Dealers Read Billboard?

All kinds. Big and little. In large cities and small towns. Furniture outlets, appliance dealers, department stores, mail-order houses, hi-fi shops, music-record stores... If records and phonographs are part of their business, Billboard is an important and regular part of their business reading. And you might also keep in mind that Billboard dealers account for an estimated 40% of all U. S. phone sales.

The Billboard

THE COMMUNICATIONS CENTER
OF THE MUSIC INDUSTRY

New York
Washington
Chicago
St. Louis
Hollywood

Another Billboard Record/Phono Dealer

Gimbel Brothers

The retail establishment of this record/phone dealer...
- is essentially a department store
- offering both records and albums
- handles phonographs selling from $18.00 to $600.00
- has been reading Billboard for more than 8 years

Another Billboard Record/Phono Dealer

Jewelry & Record Shop

The retail establishment of this record/phone dealer...
- is a jewelry and record store
- offers both records and albums
- handles phonographs selling from $29.95 to $500
- has been reading Billboard for more than 8 years

Another Billboard Record/Phono Dealer

McKenzies Furniture

The retail establishment of this record/phone dealer...
- is essentially a furniture store
- offers both records and albums
- handles phonographs selling from $32.50 to $349.50
- has been reading Billboard for more than 4 years

Another Billboard Record/Phono Dealer

Weiss Appliance

The retail establishment of this record/phone dealer...
- is essentially an appliance/record/phono store
- offering both records and albums
- handles phonographs selling from $19.95 to $700.00
- has been reading Billboard for more than 12 years
the SOUND for '60

ZENO GOSS

AND THE

SAM WILHOIT CHORUS OF ATLANTA

“CANDLESTICKS”

MPI #1003

“4 Star Rating Very Strong Sales Potential”

The Music Reporter, Dec. 21

and sincere thanks from a

Southern boy to many new

J J friends in the North.

Zeno

MPI RECORDS

Box 565

Columbia, Miss.

Phone: KE 6-2536
HAMD RADIO: More and more deejays are going in seriously for acting these days. For example, Beyes Bon, WNOQ, Norfolk, Va., has now been booked to play lead in the new film "The Littlest Rebel." He is also playing the lead in a Burleef film, "The Meaning Rascal," a Civil War saga, which is being filmed in the Norfolk area. A popular San Francisco pop jock, Sydny Gros, WINS, New York, and ABC, played the role of narrator and a BBC announcer in the TV version of "Mrs. Miniver," on CBS-TV last week.

Dick Holland, who recently joined KFMK-FM, Houston, is the male star of "Bells Are Ringing," at the Houston Main. He is also another junior version of Dick Tracy, playing a supporting role on the same production.... Another Houston deejay, Charles Cashmore, who recently joined KJUL-FM, was active in summer stock last year in Pennsylvania.

GIMMIX John B. Elwood, WBNM, Jackson, Mich., cele-
brated his 60th week on the air, and opines that "with 1150 years behind me now, I feel safe in boasting that I hold the record for the longest continuous run on any radio show featuring Bing Crosby. My listeners may not fall in the teen-age bracket, but they are loyal, and, I’m happy to say, apparently many in number." Elwood observed his anniversary on the air, via a special "Crosby Cavalcade" of his covering the past years from the time of his show’s inception in June, 1944.

Station WLOS, Asheville, N. C., installed an automatic telephone exchange for its broadcasting studios, a move expected to reduce the time spent by deejays for kids to call during the day time. Station KVJ, Seattle, the first of the traditional Christmas "Jingle Bell" days, December 25, plus two special yule segs by Hardwick and Bob Gun also during the yule. Hardwick introduced his wife Ruth and daughter Linda on his early morning WLOS show, while Bob Saltz featured a "Christmas" theme for his show "Around the World" theme on his evening WLOS program.... Dialers to KWMQ, Albuquerque, N. M., were given "dialer cards" to the kids, with the message "Thank you for calling us." In return for each toy received, KWMQ jocks donated a taxe to the donor.

Promotions at Public Radio Corporation (which owns KAKC, Tulsa, KOA, Des Moines, and KBCK, Kansas City) include the following: Robert L. Dowell, in charge of AKC FRM, was made a vice president of PRS. James Dowell, general manager of the renovated studio of WABC, New York, was named program director, while Larry mobile, ex-program director of KXXO, St. Louis, named station manager of KDDO. Dowell retains his post as general manager of the same outlet. William Alfred to Kansas City as manager of KBCK.

CHANGE OF THEME: Jack McCoy, formerly with KEEL, Shreveport, La., has joined KISN, Portland, Ore., as "The Noon Whistle." abc, which currently named KSTN in Rous Rile, who has taken over the "Night Watchman" slot from 6 to 6:30 a.m., a run on the Chay of Fort Wayne, Ind., replacing Marvin Hunter, who has moved on to Buffalo, N. Y.

New jocks at KOSI, Denver, are Ray Durkee and Tod Roger.... Ed Gold, long-time general manager of WGDY, Minneapolis and KFRC, San Francisco, has been named a vice president of the Metropolitan Broadcasting Corporation. He is general manager of Metropolitan outlet WHB, Cleveland.

Bob Hile, who is leaving WMAV, Springfield, Ill., news, "open to any good offer where a guy can pay for a family and a few new appliances."... Bob Cook, KRLA, Burbank, Ca., who was recently guest deejay at the 1960 International Motor Sports Show in Los Angeles.... Jack Kelly, ex-VFY, Rochester, N. Y., is doing the midnight show at WEENY, Buffalo, N. Y.

George Norton, WSAQ, Fall River, Mass., has changed time slots and is now evening "The Music Shop" from 1 to 4 p.m. and " Commander’s Hour" from 4 to 6 p.m. Dick (Happy) Blan-
chard, who was most recently guest deejay at the 1960 International Motor Sports Show in Los Angeles.... Jack Kelly, ex-VFY, Rochester, N. Y., is doing the midnight show at WEENY, Buffalo, N. Y.

New spinner at WJET, Erie, Pa., is Bob Mitchell, from WIBO, Memphis, Tenn., previously sales manager of WITR, Albany, N. Y., has been appointed to station manager. Station WQXJ, New York, is concentrating on a classical program, in 1960. The outlet has replaced its lighter-music shows in the after-
noon with a program of "Midday Symphony" from 1 to 3 p.m., and "Listening to Music with Jacques Fray" has been given an additional half hour and is now heard from 3 to 5 p.m.

TEXAS: Doug Chinn, deejay at KONO, San Antonio, Tex., asked to program director status.... Singer Floyd Tillman has joined KRKT, Pasadena, Tex., as a deejay-promoter man, Tillman penned "Sippin’ Around." "I Love You So Much It Hurts Me" and "It Makes No Difference Now.".... Bob Clark, KRTC, Pas-
daena, Tex., promoted from deejay to assistant station manager post.

ROBBINS’ "El Paso"
Stirs C.C. & Revival

Robbins, currently holding down the number one slot on the Hot 100 with his recording of "El Paso," has made an appearance in Austin, on September 26, 1962. His version in Nashville with his wife and their eight-year-old son, Ronnie. At 17, he joined the Navy and served until 1946. After his dis-
cision, he took a limitation job over KYTL in Mara, Ariz., where he formed a band, the K-Bar Cowboys.

In 1953 he became the WSM "Crazy" program director and笼 a Columbia recording contract. Since then, he has written and recorded over 100 songs. Most famous among those being "Singing the Blues," "White Sport Coat," "Last Tall Sally," "The Story of My Life," "You Don’t Owe Me a Thing," "The Hanger Ten," and "Just Married." In addition to singing Robbins has included Hollywood with success. His hits include "The Gun and the Gavel," "Badge of Marshal Brennan," etc.

Hanky-Tong King Scores With 'Smoke' Bill Doggett was born on February 16, 1916, in Philadelphia, Pennsylvania. He recorded a single for the independent Kansas City record company and was signed by the Jukebox with the famous "Smoke Out." Doggett performed in his own band and toured the country. The strain of the one was when Doggett left the band, he changed the name of the group and signed his own contract with the Glenn Miller Band. Doggett sold his band to the Glenn Miller Band for a price of a dollar.

Doggett returned to the Coast to take up the chief arrang-
ing post with the Hampton mercury. In 1953, he formed his own recendo and signed a recording contract with King Records. His biggest hits at King Records were "Hanky Tong" and "(Parrot the "Billboard"") and "Smoke Out." Doggett is currently scoring with the biggest of his "Smoke Out." (Part 2.)

YESTERDAY’S TOPS—
"TRACY'S THEME" by SPENCER ROSS on COLUMBIA RECORDS

TRACY'S THEME WAS FEATURED ON THE TALENT ASSOCIATES' TELEVISION PRODUCTION OF "THE PHILADELPHIA STORY." 20,000,000 PEOPLE SAW THIS SHOW AND THE COLUMBIA RECORD IMMEDIATELY EXPLODED INTO A POP SMASH!!!

COLUMBIA • 4-1432
Music as Written

New York

Frank Hanshaw has been named a veep of General Artists Bureau, a subsidiary of GAC. Pat Lombard, head of the bureau, made the announcement. Hanshaw is in the New York office. GAC. The Miami GAC office just added Alan Sherwood to the staff.... Fridge Ellis has returned to New York after singing with the group led by Artie Fink and George Arlotta.... Trude Adams will open at the St. Regis Hotel in Chicago Nov. 12. Miss Adams was last here in March at the State Fair last week.... Monica Zetterlund, Swedish vocalist, is set to record for Hanover-Signature. She opens at the Eltingville, Staten Island, Nov. 13. The album will be titled "Monica Zetterlund".... Nancy Wilson's first album on Capital will be issued this month.... World and Republic Music, the Sunny Kaye firm fronted by Frank Abramo, will move to the Brill Building about mid-January. "We want to see writers," says Abramo, and plans to sign an entire roster of writers with whom he has spent time at Bascom Street East last week.... Buddy Laine and his name suggested as a one-nighter thru the South. "I believe Fred Alan" is generating a lot of latest concern," says an important industry leader. Don Johnson is now at the Frieside Club in Fort Lauderdale, Fla. ....Warwick Records recorded comic Henry Youngman in week at person at the Tallfri Grill in New York. ....Publicist Mali Braverman is now handling Abe Laboriel and Tom Mendelson.... United Artists Records has signed vocalist Frankie Raye.... The Art Farmer-Benny Golson Combo has been held over at Joe Vonhansler's for an extended booking.... Bill Hasen, head of the Harmon label, has announced the following artists for release on the label in 1960. J. J. Johnson and his group will alternate with them. Chuck Carlin and his own will be spreading out on one-nighters thru the South. Music Fair, the charitable organization, has organized and will market a tour to the 1960 Cads Festival in San Juan, Puerto Rico, this week.... Fans of June Christy are excited over her at the Hollywood Palladium last Sunday.... Warner Bros. Records will release this week the first record by new artist Lowell Alexander from Warner Bros. Records.... "The Dream," Buzzy Reed, English trumpeter, opens at the Jazz Gallery in New York this week (12).... Carmen McRae opens at the Aragon in New York next week.... "The many top artists in the country will be doing several weeks of concerts together on the West Coast in March.... Barbara McNutt opens at the Healy Room in Indianapolis on Monday (11). Josephine Baker and her new group will open at the Broadway Theater in New York starting in April.... Apollo Records will release an album of Bobby Darin songs by Miller and the Rangers will be issued this week.... Clifton Christy, singer, is on a record project for Columbia.... Doris Day will be in the picture "Isle of Fancy," directed by Henry Du Pont have formed a talent and management firm. Jerry Vale will open at the Monticello in Framingham, Mass., starting January 15. Bob Ristom".

Cincinnati

Mel Herman, bossman of State Records Distributors, again phoned in to his area music retailers and dealers for Young's Economic Week's advertising at Gomer's Colony Restaurant in Sunset Village. All local radio stations, save one, were rapped at the cablering. Exception was WCPQ, which recently put its personnel on an accept-no-favor-pay-your-own-basis.... The town's top comic, Charlie Christian, is running a bowling fave with locals and visiting connoisseurs alike, his latest private club, with a band of Cal Marno, is expected to open about January first. Electrical Engineer at Lynn, Mass., Tuesday (12). His partner, Dick Holdi, is now at the roundabout with him. Buddy Rapp set the date.... John Gary, currently creating excitement with his new album release, "When I'm Feeling Better," backed by the Dixieland up the week.... Ronny and the Dayton Admirals are on the road.... Our Week's Money Records

In this week's New Money Records

".... an alphabetical listing of the records manufactured here with backing special feature treatment in large open Billboard ad...."

BUNGELAND

ALBUM

Singles

Beyond the MA...Robby Durn

挫折 ALLENS SAD SONGS FROM GOSPEL FOR YOU

Hell Will Have to Go...Jay Hynes Rites

Betten the Woods on Fire...Johnny O'Brien

Mound of Sound...Pelli Page

Make Love ...De Soil

EL TOMORROW...Ever Ace

TRACY'S THEME...Eddie Form

Sakata Center...Original Cast

Visit to statistics maintained over a period covering thousands of releases.... 7 out of 10 will reach Billboard's "Hot 100" in the weeks ahead.... According to sales figures recently issued by the General Artists Bureau, a subsidiary of GAC, 50 releases were issued during the week ending Nov. 11, an increase of 10 over the previous week. The following artists were among the best-sellers for the week:

Astrud Gilberto

Judy Garland

Frankie Laine

The Four Tops

Byrds

Black Sabbath

Sharon
c

Elvis Presley

The Beach Boys

The Beatles

Bob Dylan

The Rolling Stones

The Beach Boys

The Beatles

Bob Dylan

The Rolling Stones

Elvis Presley

The Beatles

Bob Dylan

The Rolling Stones

The Beatles

Bob Dylan

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Elvis Presley

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The Beatles

Bob Dylan

The Rolling Stones

Elvis Presley”.

(Continued on page 34)
M-G-M Hot on Hot 100 With Nine Sides

NEW YORK — M-G-M Records was swinging this week, singles-wise, with nine disks on the Hot 100 chart. With virtually 10 per cent of the top hits in its camp, the label was seen as making its best showing in some time.

CONNIE FRANCIS
AMONG MY SOUVENIRS
MGM 12841

JONI JAMES
LITTLE THINGS MEAN A LOT
MGM 12849

CONNIE FRANCIS
GOD BLESS AMERICA
MGM 12841

CONWAY TWITTY
LONELY BLUE BOY
MGM 12857

TOMMY EDWARDS
(NEW IN)
THE WAYS OF LOVE
MGM 12837

CONWAY TWITTY
DANNY BOY
MGM 12826

MARK DINNING
TEEN ANGEL
MGM 12845

JIMMY JONES
HANDY MAN
CUB 9049

CLYDE MCPHATTER
LET'S TRY AGAIN
MGM 12843
I see that ROY ORBISON'S UPTOWN will be a BIG HIT!

She's not so smart....
everybody knows that!

MUSIC AS WRITTEN

Continued from page 39

is handling national distribution on the platter. Klazman reports a lot of early action on the ditty.... Sam Donohue, former big-band tenor, moves Into Herman Kirschen's Piano Lounge downtown, January 18, for a four-week stand with a quintet which he bowed recently in Las Vegas.

Roy Liberti's jazz combo is set for the Sheraton Hilton Hotel's Florentine Room Wednesday thru Saturday (13-16). Sheraton Hilton manager, Jack Schubale, and Barney Rapp, local booker, made a flying trip to St. Louis last Tuesday (5) to set the date.... Bill Parsons ("All-American Boy") in town last Tuesday (5) for a visit with Harry and Paul Carlson, of Fraternity Records, before departing for the West Coast, where plans to put in the next three months working club.... The Lester Lanin orch Saturday (9) officially opened the winter band season at Millie Maggio's Castle Fun, with a host of other names slated to follow in on succeeding Saturdays. Ray McKinley's crew is this Saturday's (16) feature.

Bill Sachs

Nashville

Bill Graham, proxy of local ad agency, Noble-Davy & Associates, is the penman of Eddy Arnold's new RCA Victor single, "Johnny Reb, That's Me." Graham, this section's most successful author of 45s, submitted "Reb" to the publishers long before current Civil War kick caught on. It was one of those songs that everybody liked but nobody recorded until Arnold included it in an RCA Victor album and the label then released it as a single.... Ron Isle. Nashville youngsters who authored current releases of Marvin Rainwater, Tony Bello and Porter Wagoner, has a new release out on Kenny Marlow's Image label. Sides are "The Day We Marty" and "Love Will Make You Dirty." Bradley Studio was jingling last week, with admen in town producing swinging commercials. Ed Carver was in from Ralph H. Jones, Circimnet; Noel Doghy was down from Gardner in St. Louis; Pinky Vlaskovich, of Walker-Sanny Agency, New Orleans, was in jingling; and William Hoy Agency's Don Devor was in from New York doing the same.... Columbia's Don Law directed a Johnny Horton session at Bradley's Wednesday night (6) and a Marty Robbins session Sunday (10).... Mitchell Tuck cut a session at Bradley's Tuesday (5) for the Gaydon label.... Leroy Holmes was in to ad. a Randy Lee session for Everest Records at Bradley's Tuesday (5), and a T. Tommy Cutter session at the RCA Victor Studio Thursday (7).... M-G-M's Jim Vienneau directed a Conway Twitty session at the Bradley Studio Friday (8), and George Jones recorded there for Mercury the last of the week. Decca's Benny Martin is set for a session Tuesday (12) at the Bradley Studio, with a.d.s. in ad.碑, Owen Bradley, directing.... Decca's Harry Silverstein has purchased "Timbuck," a hit hopeful by Lewis Pruitt on the Peach label. It was released last week by Decca. Silverstein infers that Anita Kerr Quartet's "Strange Little Melody" is beginning to show action.

Friends of Red Sovine are staging a benefit for him Monday and Tuesday in Memphis. Webb Pierce, Wayne Walker, Mel Tillis, Bill Phillips and Bobby Sykes will appear on the shows. Another benefit for the amiable entertainer is slated for January 17 at Louisville's Army. Among those who'll face the singer's Army are those who'll face the spotlight at the two Louisville performances are Carl Smith, Minnie Pearl, Brenda Lee, Minnie Belle, Johnny & Jack and Jack and Webb, Webb Pierce, George Hamilton IV, Billy Grammer, Bobby Helms, Jimmie Dickens, George Morgan, Carl Mann, Duke of Paducah, Justin Tubb, Stringbean, Conine Judd and Alex Houston and the Casuals. The gent who won't be spotlighted on the shows, but who dialed a few phone numbers lining them up is Don Denise. Pat Twitty

Hollywood

Warner Bros. Singles Sales Manager Bob Burrell kicks-off the first in a year-long series of promotion tours by hitting Dallas for a week, covering radio stations, one-stop and bookers in the Houston-Dallas-Memphis-New Orleans territory. During the week of 18-23 he will similarly cover the Chicago-Detroit area, working out of the label's Windy City branch.

Dot Records reports that its recent "Lawrence Welk Mondo" sales campaign, during which the label issued 10 stereo and monaural Welk albums, resulted in nearly $200,000 in sales at the manufacturer level, passing the $500,000 sales target. Welk will produce an additional 18 packages for Dot during the coming year.

Capitol's Roger Wagner Chorale get a few weeks' rest at its home base here following an exhausting State Department South American tour and now has launched an 80-city tour of the U. S. . . . Rendeverse Records will enter the LP field with an album featuring Ernie Fields on the heels of the latter's successful "In the Mood." single. Album will bear the latter title. Label head Red Pierce is currently recording Fields' package in Hollywood.

Cristellette Records' Carl Burrell plans to increase the label's singles releases during the coming year and is preparing a subsidiary label, Scout, to be launched in the near future. After its success with a standard in Don Kirshner's "Mock the Knife," Atlantic is switching LaVern Baker from her usual backers to the Latin-spiced slide, "Mambo." Peggy Lee's smash seller of 1948.

Allied Artists is using David Potel to provide the Offcon Caruso voice in its Ernest Borgnine-Zahra Lampaert film, "Pay or Die...." Jesse Kaye has acquired all necessary clearances from the various recording companies on the jazz musicians who perform in Metro's "Subterranea," thereby clearing the way for an M-G-M album taken from the film's sound track. Included are Jerry Mulligan, Andre Previn, Shelly Manne, Red Mitchell, Art Farmer, Dave Bailey, Buddy Clark, Rurs Freeman, Art Pepper, Bob Enevoldson and Bill Perkins.

Lee Zhao.
THE HIT OF 1960

"SETTIN' THE WOODS ON FIRE"

#55222
B/W 'KENTUCKY WALTZ'

JOHNNY BURNETTE

LIBERTY
## MONO ACTION ALBUMS

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<thead>
<tr>
<th>Title, Artist, Label and Number</th>
<th>Weeks on Chart</th>
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<td>INSIDE SHELLY BERNER</td>
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<tr>
<td>HEAVENLY</td>
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<tr>
<td>SIXTY YEARS OF MUSIC AMERICA LOVES BEST</td>
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<tr>
<td>LET'S ALL SING WITH THE CHIMPMUNKS</td>
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<tr>
<td>OUTSIDE SHELLY BERNER</td>
<td>7</td>
</tr>
<tr>
<td>SOUND OF MUSIC</td>
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<tr>
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<tr>
<td>THE LORD'S PRAYER</td>
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<td>KINGS ON TOUR AT LARGE</td>
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<td>SWINGIN' ON A RAINBOW</td>
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<td>GUNFIGHTERS BALLAD</td>
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<td>MORE JOHNNY'S GREATEST HITS</td>
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<td>STUDENT PRINCE &amp; OTHER GREAT MUSICAL COMEDY HITS</td>
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<td>THAT'S ALL</td>
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<tr>
<td>KINGS ON TOUR</td>
<td>30</td>
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<td>FOR THE FIRST TIME</td>
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<tr>
<td>NO ONE CARES</td>
<td>21</td>
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<tr>
<td>BELAFONTE AT CARNEGIE HALL</td>
<td>10</td>
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<tr>
<td>OLDIES BUT GOODIES</td>
<td>17</td>
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## ESSENTIAL INVENTORY (MONO ALBUMS)

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<th>Title, Artist, Label and Number</th>
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<tbody>
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<td>SOUTH PACIFIC, Sound Track, RCA Victor LC 1032</td>
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<td>THE LORD'S PRAYER, Frank Sinatra, Capitol GC 1035</td>
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<tr>
<td>SONGS THE WORLD SINGS</td>
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<td>FIRESIDE IN THE PARTY ROOM</td>
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<tr>
<td>COME DANCE WITH ME, Frank Sinatra, Capitol W 1069</td>
<td>24</td>
</tr>
<tr>
<td>OLDIES BUT GOODIES</td>
<td>24</td>
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<tr>
<td>FIRESIDE WITH THE PARTYS</td>
<td>24</td>
</tr>
<tr>
<td>COMES DANCE WITH ME</td>
<td>24</td>
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<td>OLDIES BUT GOODIES</td>
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## STEREO ACTION ALBUMS

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<td>HEAVENLY</td>
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<td>HERE WE GO AGAIN</td>
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<tr>
<td>SOUND OF MUSIC</td>
<td>42</td>
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<tr>
<td>FOR THE FIRST TIME</td>
<td>11</td>
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<td>BELAFONTE AT CARNEGIE HALL</td>
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<td>PARTY SING ALONG WITH MITCH</td>
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<tr>
<td>WITH THESE HANDS</td>
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<td>PORGY AND BESS</td>
<td>12</td>
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<tr>
<td>CONNIF MEETS BUTTERFIELD</td>
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<tr>
<td>TECHNIKOVSKY: 1812 OVERTURE/RAVEL: BOLEDO</td>
<td>2</td>
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<tr>
<td>QUIET VILLAGE</td>
<td>19</td>
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<tr>
<td>CONTINENTAL ENCORES</td>
<td>17</td>
</tr>
<tr>
<td>FOUR SONGS SING ALONG WITH MITCH</td>
<td>27</td>
</tr>
<tr>
<td>FOUR FRESHMEN AND FIVE GUITARS</td>
<td>5</td>
</tr>
</tbody>
</table>

## ESSENTIAL INVENTORY (STEREO ALBUMS)

<table>
<thead>
<tr>
<th>Title, Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOUTH PACIFIC, Sound Track, RCA Victor LC 1032</td>
<td>24</td>
</tr>
<tr>
<td>COME DANCE WITH ME</td>
<td>24</td>
</tr>
<tr>
<td>SONGS THE WORLD SINGS</td>
<td>24</td>
</tr>
<tr>
<td>FIRESIDE IN THE PARTY ROOM</td>
<td>24</td>
</tr>
<tr>
<td>COMES DANCE WITH ME</td>
<td>24</td>
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<tr>
<td>OLDIES BUT GOODIES</td>
<td>24</td>
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<tr>
<td>FIRESIDE WITH THE PARTYS</td>
<td>24</td>
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<tr>
<td>COMES DANCE WITH ME</td>
<td>24</td>
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<td>OLDIES BUT GOODIES</td>
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</tr>
</tbody>
</table>

## BEST-SELLING MONO LP'S

<table>
<thead>
<tr>
<th>Title, Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>HERE WE GO AGAIN</td>
<td>10</td>
</tr>
<tr>
<td>INSIDE SHELLY BERNER</td>
<td>38</td>
</tr>
<tr>
<td>HEAVENLY</td>
<td>17</td>
</tr>
<tr>
<td>SIXTY YEARS OF MUSIC AMERICA LOVES BEST</td>
<td>7</td>
</tr>
<tr>
<td>LET'S ALL SING WITH THE CHIMPMUNKS</td>
<td>7</td>
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<tr>
<td>OUTSIDE SHELLY BERNER</td>
<td>7</td>
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<tr>
<td>SOUND OF MUSIC</td>
<td>42</td>
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<tr>
<td>FABULOUS FABIAN</td>
<td>3</td>
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<tr>
<td>THE LORD'S PRAYER</td>
<td>13</td>
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<tr>
<td>KINGS ON TOUR AT LARGE</td>
<td>30</td>
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<tr>
<td>SWINGIN' ON A RAINBOW</td>
<td>3</td>
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<tr>
<td>GUNFIGHTERS BALLAD</td>
<td>3</td>
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<tr>
<td>MORE JOHNNY'S GREATEST HITS</td>
<td>25</td>
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<tr>
<td>STUDENT PRINCE &amp; OTHER GREAT MUSICAL COMEDY HITS</td>
<td>15</td>
</tr>
<tr>
<td>THAT'S ALL</td>
<td>15</td>
</tr>
<tr>
<td>KINGS ON TOUR</td>
<td>30</td>
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<tr>
<td>FOR THE FIRST TIME</td>
<td>10</td>
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<tr>
<td>NO ONE CARES</td>
<td>21</td>
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<tr>
<td>BELAFONTE AT CARNEGIE HALL</td>
<td>10</td>
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<tr>
<td>OLDIES BUT GOODIES</td>
<td>17</td>
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</table>

## BEST-SELLING STEREO LP'S

<table>
<thead>
<tr>
<th>Title, Artist, Label and Number</th>
<th>Weeks on Chart</th>
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</thead>
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<tr>
<td>THE LORD'S PRAYER</td>
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<td>HEAVENLY</td>
<td>16</td>
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<td>HERE WE GO AGAIN</td>
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<tr>
<td>SOUND OF MUSIC</td>
<td>42</td>
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<tr>
<td>FOR THE FIRST TIME</td>
<td>11</td>
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<tr>
<td>BELAFONTE AT CARNEGIE HALL</td>
<td>8</td>
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<tr>
<td>PARTY SING ALONG WITH MITCH</td>
<td>15</td>
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<tr>
<td>WITH THESE HANDS</td>
<td>8</td>
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<tr>
<td>PORGY AND BESS</td>
<td>12</td>
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<tr>
<td>CONNIF MEETS BUTTERFIELD</td>
<td>2</td>
</tr>
<tr>
<td>TECHNIKOVSKY: 1812 OVERTURE/RAVEL: BOLEDO</td>
<td>2</td>
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<tr>
<td>QUIET VILLAGE</td>
<td>19</td>
</tr>
<tr>
<td>CONTINENTAL ENCORES</td>
<td>17</td>
</tr>
<tr>
<td>FOUR SONGS SING ALONG WITH MITCH</td>
<td>27</td>
</tr>
<tr>
<td>FOUR FRESHMEN AND FIVE GUITARS</td>
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</tbody>
</table>
REVIEWS OF THIS WEEK’S LP'S

The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

**COMING**

Strongest sales potential of all albums reviewed this week.

<table>
<thead>
<tr>
<th>Pop</th>
<th>Pop</th>
</tr>
</thead>
<tbody>
<tr>
<td>MY LORD WHAT A MORNIN'</td>
<td>Mercury MG 20438</td>
</tr>
<tr>
<td>Harry Belafonte, RCA Victor LPM 2022—Belafonte offers group of hymns and spirituals for his latest album. The renditions are sincere and moving. He is given excellent choral support by the Belafonte Folk Singers, directed by Bob Corman. Fine sound and a displayable cover sketch of the artist are additional assets.</td>
<td></td>
</tr>
</tbody>
</table>

**THE MAGIC OF SARAH VAUGHAN**

Mercury MG 20472 — Set includes a fine group of tunes, some of which were formerly released as singles by the lady. Among them are her recent "Broken Hearted Melody," "I've Kissed the World on a String," "Separate Ways" and "That Old Black Magic." Everything is good. She should have another big one with this.

**ENCORE OF GOLDEN HITS**

The Platters, Mercury MG 20472 — Just about all the Platters top sides are to be found in this collection. Among the "golden" hits included are "The Great Pretender," "Twilight Time," "Smoke Gets in Your Eyes," "The Magic Touch," "Only You," "My Prayer," and others. Powerful merchandise can spark a lot of revival type spin from jocks and certainly figures in brisk sales folder.

**THE EXPLOSIVE FREDDY CANNON**

Swan EP 582 — The fine young Hawaiian rocker, who has enjoyed such singles hits as "Tallahassee Lassie," "Okehokane," and "Way Down Yonder in New Orleans," offers his first album, which includes these three hits. The lad has a solid, inspired, driving sound and he shows particularly well on Luther and Stebler's tune, "Kansas City." There's a lot of continuing excitement to this voice and the fans should gobble up the album.

**POP LOW PRICE**

|$ 0.98|

1. Haney (Tenn.) Revue Ford ..............Capitol EAP-1396
2. Bobby Nelson ..............Imperial EP 562
3. Tennessee Revue Ford ..............Capitol EAP-1318
4. Bobby Nelson ..............Imperial EP 159
5. Bobby Nelson ..............Imperial EP 161
8. Bobby Nelson ..............Imperial EP 1530

11. Bobby Nelson ..............Imperial EP 1523

**SPECIAL MERIT SPOTLIGHTS**

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

**CLASSICAL**

A PIANO INVITATION TO THE DANCE

Ann Schein, Kapp KC 9042 (Stereo & Monaural)—Miss Schein made a strong impression with her first two Kapp albums and proves again that she is a fine artist, offering attractive renditions of short works by Chopin, Bartok, Weber, Bizet, Halftter and Medtner. Her technique is outstanding, and she has a sympathetic approach to works of varying mood and style.

(Continued on page 40)
catch the action...
first hits of the Golden 60's
...new chart-action
albums from RCA Victor

MY LORD WHAT A MORNING, LSP-1248. Harry Belafonte, the greatest folk singer of them all, in an album of spirituals. Another Belafonte best-seller!

HELLO AMIGOS, LSP-1249. The Ames Brothers, The nation's top male quartet in 17 Latin favorites. Includes AMOR, FRENESI, BESAME MUCHO, others.

TEENSVILLE, LSP-1250. Chet Atkins, Mr. Guitar, in a pulsating package of rhythm for teen buyers. Includes NIGHT TRAIN, TILL THERE WAS YOU, others.

DELLA. LSP-1251. Della Reese, whose pop singles are setting the charts on fire, in her first RCA Victor album. YOU SWELL, BLUE SKIES, I'LL GET BY, others.

THE MANCINI TOUCH. LSP-1252. After two smash "Peter Gunn" albums, Henry Mancini has another winner in this big-band jazz festival!

DOUBLE IMPACT. LSP-1253. Follow-up to the best-selling "Impact" album. The Buddy Morrow Orchestra presents hot new themes from TV adventure series.

ORDER FROM YOUR RCA VICTOR DISTRIBUTOR NOW!
Available In Living Stereo and Regular L.P.
TUNEFUL TRIUMPH ON RCA VICTOR!

"The music Harold Arlen has created for 'Saratoga' is simply wonderful."
John McClain, New York Journal American

"Johnny Mercer's lyrics are light and beguiling."
Walter Kerr, New York Herald Tribune

"A charming cast...splendid song-and-dance numbers."
John Chapman, Daily News

"Carol Lawrence...danced or sang in 13 of the 19 numbers. And she sparked them all like Fourth of July fireworks."
Robert Coleman, New York Mirror

"Mr. Keel's voice is one of the finest in the Broadway theatres."

"A large and elaborate musical play loaded with beauty and talent."
Richard Watts, Jr., New York Post

ANOTHER GREAT RCA VICTOR ORIGINAL CAST ALBUM! Every wonderful note of the Arlen-Mercer score, brilliantly recorded by Carol Lawrence, Howard Keel, Carol Brice, Tun Tun and the rest of the delightful Broadway Cast, on regular L.P. and Living Stereo, LOC:LSO-1051.

And for dancing—MUSIC FROM THE BROADWAY HIT PRODUCTION "SARATOGA"—Larry Elgart and his Orchestra, LPM/LSF-2196.
DEALERS OFF DISCOUNT including MONOPHONIC THE UNITED 721 THE NEW YORK 11, 1960

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

**CONTINUED FROM PAGE 37**

**CLASSICAL**

THE FESTIVE PIPES
Krahn's Recorder Ensemble. Kapp KC 9034 (Stereo & Monaural)—A delightfully different collection of music deriving from the 13th thru early 18th centuries, as played on recorders with light percussion accompaniment. The difficult part harmony for as many as five recorders makes for a most enjoyable presentation of tunes which are not only simple, rhythmic and joyous. The result not only is novel but has great appeal. Can be recommended as a highly unusual gift item.

**CLASSICAL TALENT**

CHOPIN
Adam Harasiewicz, Piano. Epic LC 3633 — Harasiewicz, a fine new talent, gives precise and sensitive interpretations to the Chopin Mazurkas, sludes and nocturnes. The four mazurkas are especially well played. The set has been recorded with taste and excellence and is worth stoler consideration. The repertoire has been duplicated by stronger sales names, but with attention and price, this will certainly move.

**SPOKEN WORD**

HAGOROMO & KANTAN TWO PLAYS OF JAPAN
Various Artists. (7-12,7). Cadmocon TC 1909 — This is one of the most daring efforts to date by Cadmocon. It is a two-act set, containing two traditional "Noh" plays, each about 600 years old, recorded in Tokyo. Athlo performed in Japanese, they contain a constant flow of striking spoken and sung vocal effects, no dialogue being done really straight, and there is flute and drum accompaniment to the action. So no Japanese need be understood to enjoy this on record. Lister notes explain the history and action of the plays and this type of theater. Limited sale, but will excite the adventurous.

**VERY STRONG SALES POTENTIAL**

**POPULAR**

**** A NICE NIGHT WITH JERUSALERN
Wrightson, Louis Hunt and Percy Faith Orch. Columbia CL 1399. — This package is a fine follow-up to the same artist's previous LP. "A Nighting With Spanish Romance." Piano provides nice melodic solo backing for the extensive instrumented renderings of Louis Hunt and Earl Wrightson. An excellent but so-blown collection. Selections include "What Didn't Bulleus Me," "Tanks Got In Your Eye," "All The Things You Are," and other Kern recordings.

**** ONCE UPON A TIME
Fleming. Columbia CL 1399. — Described mentions its World War II days when he was selected with the Louis Gliss Miller's Air Force Band. Souvenir package features live Miller cuts backing Yo Mama's night. Features and more than half live on CL 1399 date saying original recordings. Exceptional backing by Desmonde on "Night and Day," "Symphony," etc. Fine jockey wax.

**** 14 NEWSY BUT GOODIES
Yosef Aschen, Mercury NM 2. — This can find a market in terms of price — special, "Imperial" ($3.99 deal) as well as in quality which produces a block of good sounding hits. For example, the not available Brook Benton's "So Many Ways," and Dusty Washington's "Uptight." In addition it is material for the listener the Desmonde, Red Hurley, the Fashionettes, and others. Package can command a market, especially at the prices.

**** DELLA
Red Rca Victor LP 2587. — Max Romeo is both hot and cold and sweet in this well paced group of seven, all of which are superior stuff by Neil Hefti. Every one is a standard, but three are in mood from a free-ranged "Lady Is A Tramp," with improvised passages, to a rather straight and pretty "If I Could Be With You." The is a good value with three of them, with a number of rare selections for problems. Cover sheet is rather attractive, too.

**** MORE SONGS FROM GREAT FRIDAYS!
The Chartbeaters Strings, Mercury SB 2426. — Chaterbe's fourth Mercury LP, and this time super-rock runs have been added to the ensemble, Nothing backing but enough to provide a little contrast and support. The combination proved to be in the mold music group, playing a force of the more music fanatics in a certain point of view, "All The Way," "On The Tip of My Tongue," "A Ticket To Tokyo.

**LOW-PRICED POPULAR**

***** SING ALONG WITH THE LINDY TONES
Stereo Fidelity SF 1199. — Here's a flavorful country-styled LP with solid commercial appeal for the low-priced market. It's a good act. The booklet which wraps on such familiar classics as "Farewell To Arms," "Man A Fire A Mornin'," etc.

**** FLAMENCO!
Cesar Amos Flaxer, Stereo Fidelity SF 1200. — This is a new gipsy album that should pick up strong sales. It's a well-made and well-recorded flamenco album starring the Cesar Amos quartet. The program is excellent. Flamenco as presented in Spain's Andalusia province. The album is, of course, a must for any type of Spanish music collection.

**CLASSICAL**

ROSSINI: THE BARRIER OF NEVILLE
House Symphony Orchestra (Gabor). Kapp 9052 (Stereo & Monaural). — Here is another effective album in Kapp's successful "Opera Without Walls" series. Rossini's music is wrapped up in an expressively performed score. Excellent for any library.

**** VIVE LA MARCHE
Dorothy Symphony Orch (Perry). Mercury SB 2532. (Stereo & Monaural). — This is a collection of the more classic march music rather than the pop-styled selections which have pulled a movie among stereo and hi-fi fans. Nevertheless, the performance level is impressive from some of its march compatriots, it is nevertheless delightful listening. Recording employing the Orchestral process, excellent in such repertoire as "Crete," "Marche Hongroise," "Marche Mystique," etc.

"Golden eggs, my foot!" This goose lays JENSEN NEEDLES!"
NOW!...A

“SOUND BUY”

from WARNER BROS.

The most exciting sales program for
record dealers ever introduced

During the month of January and each month thereafter, for a
period of thirty days, record dealers will have the opportunity
to feature a "sound buy" from Warner Bros. at the low—SHOCK
—suggested retail price of $2.88 monaural and $3.88 stereo.

• Dealers earn an additional 5% discount on each "sound buy" album.

• The "sound buy" for January is the hit Kurt Weill album, "SPEAK LOW", #1313.

• Dealer earns 15% cash discount on all catalog albums.

• Deferred payment terms available.

• More consumer and trade advertising than ever before.

• Dealer earns 5% cash discount on these new releases:
  - W/WS-1355 HAWAIIAN EYE
  - W/WS-1356 PAUL DESMOND
  - B/WS-1357 THE MOST RECORDED SONGS OF ALL TIME—Buddy Cole
  - B/WS-1358 KEEP FIT AND BE HAPPY
  - B/WS-1359 COLOSSUS!—Gus Fane
  - W/WS-1360 BUT YOU NEVER HEARD GERSHWIN WITH BONGOS
  - Don Ralke and Orch.
  - W/WS-1362 YOUR OWN COMMUNITY SING
  - The Almanac Community Sing Band
  - W/WS-1367 R.F.D. TAB HUNTER

• Extensive Point-of-Purchase material for dealers includes:
  - Browser Cards • Counter cards
  - Window Streamers

the first name in sound

WARNER BROS. RECORDS
Burbank, California

See your Warner Bros. distributor now for complete details
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist/Composition</th>
<th>Last Week on Chart</th>
<th>This Week on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Why</td>
<td>By Marcus-Di Angelo—Published by De郁闷 (ASCAP)</td>
<td>1</td>
<td>6</td>
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<tr>
<td>2.</td>
<td>El Paso</td>
<td>By Marty Robbins—Published by Marty's Music (BMI)</td>
<td>2</td>
<td>7</td>
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<tr>
<td>3.</td>
<td>Running Bear</td>
<td>By J. P. Johnson—Published by Big Boner Music (BMI)</td>
<td>5</td>
<td>4</td>
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<tr>
<td>4.</td>
<td>Way Down Yonder in New Orleans</td>
<td>By Creer-Lyner—Published by Shapiro-Bernstein (ASCAP)</td>
<td>6</td>
<td>5</td>
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<tr>
<td>5.</td>
<td>The Big Hurt</td>
<td>By Warren Smith—Published by Music Productions (ASCAP)</td>
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<td>7</td>
</tr>
<tr>
<td>11.</td>
<td>Hound Dog Man</td>
<td>By Pernice-Howard—Published by Columbia (BMI)</td>
<td>15</td>
<td>6</td>
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<tr>
<td>12.</td>
<td>Go, Jimmy, Go</td>
<td>By Pernice-Howard—Published by Wise-Air (BMI)</td>
<td>16</td>
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<tr>
<td>13.</td>
<td>The Village of St. Bernardette</td>
<td>By Erle-Fisher—Published by Ludlow (BMI)</td>
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<tr>
<td>14.</td>
<td>Teen Angel</td>
<td>By JNR-Summy—Published by Acuff-Rose (BMI)</td>
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<tr>
<td>15.</td>
<td>Smokey (Part II)</td>
<td>By Bill Black—Published by Decca (BMI)</td>
<td>19</td>
<td>4</td>
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<tr>
<td>21.</td>
<td>First Name Initial</td>
<td>By Kamens-Schroeder—Published by House (ASCAP)</td>
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<tr>
<td>22.</td>
<td>Mr. Blue</td>
<td>By Disneyland—Published by Brunswick (BMI)</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>23.</td>
<td>Friendly World</td>
<td>By Ken Darby—Published by Robbins, Fain, Miller (ASCAP)</td>
<td>21</td>
<td>6</td>
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<tr>
<td>24.</td>
<td>Not One Minute More</td>
<td>By Robertson—Published by Robertson-International (ASCAP)</td>
<td>28</td>
<td>2</td>
</tr>
<tr>
<td>25.</td>
<td>In the Mood</td>
<td>By J. Garland-A. Rose—Published by Rynoke-Rynoke (ASCAP)</td>
<td>24</td>
<td>13</td>
</tr>
<tr>
<td>26.</td>
<td>Oh, Carol</td>
<td>By Neil Sedaka &amp; Howard Greenfield—Published by Alon (BMI)</td>
<td>30</td>
<td>12</td>
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<tr>
<td>27.</td>
<td>Scarlet Ribbons</td>
<td>By Jack Scott—Published by Mills (ASCAP)</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>28.</td>
<td>Chipmunk Song</td>
<td>By Rex Benjamin—Published by Sonora (ASCAP)</td>
<td>28</td>
<td>2</td>
</tr>
<tr>
<td>29.</td>
<td>So Many Ways</td>
<td>By Bobby Rydell—Published by 嵜 (BMI)</td>
<td>25</td>
<td>11</td>
</tr>
<tr>
<td>30.</td>
<td>I Wanna Be Loved</td>
<td>By B. Kaper—Published by Hilliard (BMI)</td>
<td>1</td>
<td></td>
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</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist/Composition</th>
<th>Last Week on Chart</th>
<th>This Week on Chart</th>
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<tbody>
<tr>
<td>6.</td>
<td>It's Time to Cry</td>
<td>By Paul Anka—Published by Spector (BMI)</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>7.</td>
<td>Heartaches by the Number</td>
<td>By H. Horace—Published by Passer (BMI)</td>
<td>3</td>
<td>13</td>
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<tr>
<td>8.</td>
<td>Mack the Knife</td>
<td>By White-Hensley—Published by Harris (ASCAP)</td>
<td>7</td>
<td>19</td>
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<tr>
<td>9.</td>
<td>Among My Souvenirs</td>
<td>By Leslie Nielson—Published by Decca</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>10.</td>
<td>Pretty Blue Eyes</td>
<td>By Rondano-Nieves—Published by Al Capone (BMI)</td>
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**Third Ten**

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<th>No.</th>
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<tr>
<td>11.</td>
<td>A Man without Love</td>
<td>By Rosemary Clooney—Published by United Artists (BMI)</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>17.</td>
<td>The Little Drummer Boy</td>
<td>By S. Sondheim—K. Hammer—Published by Mills (ASCAP)</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>18.</td>
<td>You Got What It Takes</td>
<td>By Gene, Davis &amp; Grey—Published by Fidelity (BMI)</td>
<td>23</td>
<td>4</td>
</tr>
<tr>
<td>19.</td>
<td>We Got Love</td>
<td>By Neil Sedaka &amp; Howard Greenfield—Published by Alon (BMI)</td>
<td>30</td>
<td>12</td>
</tr>
<tr>
<td>20.</td>
<td>Sandy</td>
<td>By Tony Fell—Published by America (BMI)</td>
<td>26</td>
<td>3</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's weekly nationwide surveys.
PAUL EVANS rides "MIDNITE SPECIAL"

C/w "SINCE I MET YOU BABY"

And the "Sitting in the Back Seat" kid has a smash album - "PAUL EVANS SINGS THE FABULOUS TEENS"

UNANIMOUS TOP PICKS OF THE WEEK

PAUL EVANS SINGS THE FABULOUS TEENS

January 4, 1960

MUSIC VENDOR

THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

January 4, 1960

The Cash Box Pick of the Week

January 9, 1960
These records, all of them on the Hot 100, have begun to show NATIONAL sales breakouts this week for the first time. They are recommended to dealers, juke box operators and disc jockeys, as having the greatest potential to get on the way. Previous Billboard Spotlight Picks are noted (1).

**POP**

**Lucky Devil**
Carl Dickens Jr. (Sequence, ASCAP) Decca 31029

**Let's Try It Again**
Clyde McPhatter (Wemar, BMI) M-G-M 12843

**Little Things Mean A Lot**
Joni James (Feist, ASCAP) M-G-M 12849

**BAGCIARE, BAGCIARE**
Dorothy Collins (Southern, ASCAP) Top Rank 2024

**HARLEEN NOCUBBE**
The Viscards (Shapiro-Brinnstein, ASCAP) Madison 133

**WHAT IN THE WORLD'S COME OVER YOU**
Jack Scott (Peer Int., BMI) Top Rank 2028

**TRACY'S THEME**
Spencer Ross (Devon, BMI) Columbia 41532

**Let It Be Me**
The Everly Brothers (Leeds, ASCAP) Cadence 1376

C&W — No selections this week.

R&B — No selections this week.

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

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**REVIEWS OF THIS WEEK'S SINGLES**

SPOILIT LIGHT WINNERS OF THE WEEK

**BOBBY DARIN**
**BOND BY THE SEA** (Harms, ASCAP) — THAT'S THE WAY LOVE IS (Portrait, BMI) — Both sides are from the POP (A.R.E., BMI) — this is a beautiful song with a big hit. Mack the Knife, and either could register as strongly as this week. The rhythm is done like the harmony.

**DINAH WASHINGTON & BROOK BENTON**
**BABY (YOU'VE GOT WHAT IT TAKES)** (Meridian-Play, BMI) — I DO (Meridian-Play, BMI) — The artists share the spotlight equally. Both are fine producers of two big tunes. Top side is a ballad ballad with strong, tenor appeal lyrics. Orat support on both is outstanding.

**LAVERN BAKER**
**SHAKE A HAND** (Angel, BMI) — Mammy (Criterion, ASCAP) — The thump revives "Shake A Hand," the old Fats Adams classic, with a hit sound. It has enough variety to be of interest. "It's True," the Medley, is a fine song with a big swing.

**THE PLATTERS**
**SLEEPY LAGOON** (Chappell, ASCAP) — HARBOR LIGHTS (Chappell, ASCAP) — Tony Williams offers strong lead on both of these oldies, and the group comes through with listenable harmonies in support. The rhythm is strongest in a while, and it could be a big two.

**CHUCK BERRY**
**LET IT ROCK** (A.E.R., BMI) — TOO POOLED TO POOL** (A.E.R., BMI) — This is a fine song with a lot of style. The rhythm is strong, and the group shows a lot of promise in the studio.

**THE ISLANDERS**
**RAINS** (Volkstone, ASCAP) — The group has a strong, romantic, "Enchanted Sea." The rhythm is strong, and the group shows a lot of promise in the studio.

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**SAM-COOK**
NO ONE CAN EVER TAKE YOUR PLACE (King, BMI) — Cooker is the best. "It's A Shame," the Jukebox was a hit. Make a song with a lot of good spirit. It's a real find.

**NAT KING COLE**
TIME AND THE RIVER (Arch, ASCAP) — WHATCH'A GONNA DO (Comet, ASCAP) — A pair of interesting and swinging sides. First up is a totally different dandy ballad which gets a warm reading. Flipside finds Cole in a return to his instrumental side with a smart, rocking piano reading of a tune he penned himself. Smart sides both. Capitol 4325

**THE PASSIONS**
THIS IS MY LOVE (Audicon, BMI) — I ONLY WANT YOU (Audicon, BMI) — The group scored again via either of these two coincides. On both the lead vocal is well-sung, and the flip side is a good group effort. Both leave a good impression. Capitol 4326

**PERRY CONO**
**DELWARE** (Garten, ASCAP) — Giovanni has a bright novelty that can be a big side. The lyrics use the names of States to form an interesting story, and the tune is catchy and clever. Flip is "I Know What God Is," a lovely inspirational theme. (Leeds, ASCAP). RCA Victor 7676

**TERESA BREWER**
**PEACE OF MIND** (Famous, ASCAP) — The thump sends the familiar tune of material with warmth over a strong arrangement. Tune has a country flavor. It could break loose. Flip is "In The Sunshine," (Wemar, BMI). Coral 62167

**LITTLE RICHARD**
**I GOT IT** (Venice, BMI) — BABY (Venice, BMI) — The frisky charter has two rockers that can grab coin in pop and R&B. Marts. Both get his vigorous approach, and puppy hand backing pushes him all the way.

**THE VIRTUES**
**VIVA CON DIOS(Sardone, ASCAP) — BLUES IN THE CEILLAR** (Aqua, BMI) — The Virtues have two solid sides. "Viva Con Dios" gets a rocking treatment with guitars, brass and tenor sax. "Blues In The Cellar" is an infectious blues that packs a lot of punch.

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**& TOMORROW'S HITS**

**BEST BUYS**

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the only hit version is on RCA Victor!

JIM REEVES' HE'LL HAVE TO GO

RCA Victor
The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all records reviewed this week.

- **CONTINUED FROM PAGE 45**

**THE HARRY SIMMONS CHORALE**

ONWARD CHRISTIAN SOLDIERS (Shawnee, ASCAP)

The Simonn choir style the old religious tune in an appealing manner, based on the popular song "Little Drummer Boy." The results are highly effective and listenerable, and they could have another winner. Flip is "Climb Every Mountain," (Williamson, ASCAP). 26th Feb 174

**RAY VERNON**

HERE WAS A MAN (Andrel, BMI)—AND THERE WAS A MAN. (Andrel, BMI)—Vernon has two recitations with religious messages that are warmly delivered over simple organ backing. His readings are sincere and alluring. They have much the effect of "The Christmas Carol." Peep Junk will find either side an item worth whirling.

Ray Vernon 1

**MUDDY WATERS**

I FEEL SO GOOD (Mello, BMI)—Waters shuffles a fine blues number, "I Feel So Good." His natural, down-home backing helps on the knowing vocal. Strong fodder for r.&b. sales. Flip is "When I Get to Thinking." (Arc, BMI). Chess 1748

**B. B. KING**

SWEET SIXTEEN (PARTS 1 & 2) (Modern, BMI)—A wah-wah blues gets a warm, syrupy treatment on "Sweet Sixteen." Over the years, a very pretty side to come down the same nostrum pattern. It can also move for pop. Kent 330

**RHYTHM & BLUES**

**THE SPECIAL MERIT SPOTLIGHTS**

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

- **POP DISK JOCKEY PROGRAMMING**

**ALFRED NEWMAN ORK**

'TIL TOMORROW (Sunbeam, BMI)—POLITICS & POKER (Sunbeam, BMI)—The Newman ork supplies two fine instrumental settings of tunes from (Herr Kleid) "Politics and Poker" gets a colorful Viennese waltz treatment. "'Til Tomorrow" is presented as a lovely waltz. Both are quality programming sides. Capitol 4532

**JO STAFFORD**

EVERY NIGHT WHEN THE SUN GOES IN (Hannover, ASCAP)—YOU STARTING TO GET TO ME (Cahn & Van Hensen, ASCAP)—The lack goes well with her usual excellent warbling on two tasty performances. "Every Night" is from her latest album, and she presents the ballad-blues warmly with fine orchestral help from Paul Weston. You're Starting is a smart tune that is also a listenable go. Spins will please. Columbia 41335

**101 STRINGS**

ROMEO & JULIET (Chordele, BMI)—SWINGIN' AT EGERS (Chordele, BMI)—The string group styles two themes from classical works in lush, reknocks. top side is from a Teibhkhovskis work. The flip is based on a Borodin melody. They're both programable sides that should go well with listeners. Somerset 145

**POP TAUNT**

**THE SCOTT BROTHERS**

STOLEN ANGEL (Starling-Dogra, BMI) KEEP LAUGHING (Starling-Dogra, BMI)—The group boys with impressive warbling on two noteworthy sides. "Stolen Angel" spots a telling vocal by the lead with fine group backing. Tune is a Latinized runner. Flip is "Keep Laughing," is a novelty blues rocker that also lends good couting.

Ribbons 6905

**GOOGE RENE**

**** FOREVER—CLASS 204—A slow, simply arranged melody with mono vocals is the latest in the series. It medaly forms into a mighty pretty vocal. A fine deep-side. (Tree, BMI) ****

**** EZ-ZEE—A solid blues with the Rene beach heard to present chances for the organ. Chorus is heard here with a nice, easy-going vocal. Another mighty spinable side. (Records, BMI)

**JIM LOWE**

JIM LOWE & HIS DRESS REHEARSAL—DOL 1064—Cute spiritual-type rocker states that this life is only a dress rehearsal for that big dress rehearsal. Love registers strongly on the happy item. (Trinity, BMI) ****

HELL WILL HAVE TO GO—Tune is currently big for Jim Reeves. Love renders the countryish waltz nicely over light organ and chorus backing. This can still come in for heavy load. (Central Songs, BMI)

**GLORIA LYNN**

BE MY LOVE—EVEREST 1926—A big orchestral flourish starts things off here with a dramatic reading by Miss Lynn. This is the tune that was a big hit for Mario Lanza a few years back. A nice side. (Miller, ASCAP) ****

MY PRAYER FOR YOU—A slow and pretty ballad with extensive overtones of love. Girl) is again on an attractive, dramatic-styled kick. Either side here has a chance. (Noma, BMI) ****

**THE ROBBETS**

THE ROBBETS—GALLANT 1006—A rocker with a lot of bounce and a touch of church style in the vocal. Lead charterette and the vocal thrashes do a fine job. Exciting sound. (ONX, BMI) ****

OH MY PAPA—The hit of some years back gets a reading which has well-marked rhythm, violin licks and a fresh-sounding vocal. (Sharpest-Beamont, ASCAP)

**NINA SIMONE**

** MOOD INDIGO—BETHLEHEM 11057—A swingin', up-beat reading by the thrush of the standard. It's backed by the usual pop rhythm section. (Gospel, ASCAP) ****

**Central Park Blues—**Interesting counterpoint piano by Miss Simone on a blues theme. (Broadcast, BMI)

**THE BANNERS**

**SALES TALK—**MG-M 12862—Catty dinner with clever lyric is wrapped up in solid vocal stomp by group. Teen-appeal. (E. (E. Arhide, BMI) ****

**Fortune Teller—**Melodic theme is charted in attractive illusionship by group. (Mayfair, ASCAP)

**DICK JACOBS**

JOHNNY CASH **** I LOVE YOU BECAUSE—SUN 387—Cash ties into a fine ballad which employs a big chorus. A very pretty side, well charted and it can pull coin. (Acuff-Rene, BMI) ****

**Straight A's in Love—**A cute, sneaky little rhythm tune. It's a good song idea and again Cash gives it a good ride. (Knox, BMI) ****

**DICK JACOBS**

SONG OF EXODUS—CORAL 62168—Attractive tune is a deep-throated vocal by the group. Reading by the Jacobs crew. It has a bit of Hebrew gospel flavor. It could grab scions. (Bayer, ASCAP) ****

**I Love You For Time**—No novelty minus item is handled a snappy reading by the Jacobs crew. It could get spins. (Southern, ASCAP)

**GOOD SALES POTENTIAL**

**THE CONFIDENCES**

THE GHOST OF COLUMBIA—BEAVER 15—The old slave gets a reknocks. down-home instrumental to bring out the new. It makes an interesting commercial entry from the crew. Teens and general carry the line. (Beaver, ASCAP) ****

**Building—**A little novelty-type of the "Rain Dance" variety. Very neat (except lyrics and a booking theme) in a Latinized manner. It is self (Fenlon-Massini, BMI) ****

**LITTLE DAME & MASON**

WHEN YOU MAKE YOUR WISH—MELTOWN 13715—From the Jive Generation comes a lovely rhythm with a light vocal. (Meltown, BMI) ****

**That International Rap—**The Bee- side in gone a treat reading the boys. Good jockey side. (Berlin, ASCAP)

**LUICE WAYNE**

COME Until TOMBSTONE—DALE 118—Lilt, moderate picking by gal on piano backed with interesting backing. (Luice, BMI) ****

**I Like You In Love—**Unusual chewing gum type type too many similar results. (Arapahoe, BMI) ****

**NICK DARBOW**

BUTTERCUP—EVEREST 1042—Nice chewing gum on a customary waltz. It's pitched a bit on the high side. Not a big hit. A side has a chance. (Tree, BMI) ****

**Don Joe—at Least—**The Latin-Jamaican hit of a few years back gets a pretty reading. It's been in the air several years, but should come back via this new version. (Centa, BMI)

**JEAN SAMPSON**

Lucky in Love — COLUMBIA 8049—Very strong chop on the label for the same. It's a bit too fast for the younger set. (Columbia, BMI) ****

**THE PANKS**

You're Doing Me Crazy—ARC 257—This one is a big hit for the girls. It gives the girl in autumn fashion for some scented soap that features a bouncy rhythm. It's a funny way of saying the fragment in which they could be lots of soap. (Beckert, Vanis & Cons. ASCAP) ****

**KENT STEWART**

I'll Walk On—Entertainer—ADMIRAL 76—This flip with a few gaps and a roll/bouncing rhythm is charted in attractive illusionship by group. (Intermez, BMI) ****

**SKEETS MCDONALD**

**On The Horizon**—COLUMIA 4704—The country styled number is charted in attractive illusionship. (Emerson, BMI) ****

**INES LADD**

**DECCA MIMM—**Side sound is divided with warmth by the Dutch band. (Decca, BMI) ****

**Inner Nar Do—**The German through flip is charted in attractive illusionship by group. (Eastern, BMI) ****

** Комуче—**A charming tone is charted in attractive illusionship by group. (Zamora, BMI) ****

**MARY MERRIET**

**Tom Sheriffs—**STANDARD 2601—A lovely tune is charted by the girl and the girl is a good one. There is a chart (Corinna, BMI) ****

**Soulmates—**Soulmates—Miss Merriett and her instrument perform the happy rhythm in a very fine manner. It is a good one. (Soulmates, BMI) ****

**TOMMY TUCKER**

**Millie's Call—**ILL 1104—Tucker puts a close cap on the teen revival in the deep-throated style of the standard. Vocal group works with his. It's a good side with the message reach in the 30's. (Tucker, BMI) ****

**The Strangers—**Another strong folknolly-directed nifty with a smart side. It's in the line of the usual chart. Is a good one. (Newhall, BMI) ****

**Rosale—**Rosale—Miss Merriett and her instrument perform the happy rhythm in a very fine manner. It is a good one. (Soulmates, BMI) ****

**ROSEMARY CLAYTON & JIMMY RODER**

**Blow My Mind—**COLUMBIA 8049—This is another chart in the case of the success of the same item. It could grab scions. (Battle, ASCAP) ****

**HENRY CLAYTON**

I Only Have This One—Lovely tune, originally issued a few years ago when Rosie was on the label, still holds up a pretty well by the rhythm. (Kingsnake, BMI) ****

(CONTINUED ON PAGE 3)
**Best Selling Sheet Music in Britain**

A weekly report from the Music Publishers Association, Ltd., London. Lists based upon six weeks' sales of sheet music, as reported to the association by its members. Sales are from wholesalers to retailers.

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<th>Title (Artist)</th>
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<tr>
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<td>Billboard 338</td>
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</tbody>
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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The officers and board of directors of the Country Music Association's board held their next quarterly meeting at the Captain Shaw Hotel, Shreveport, La., Friday and Saturday, February 12-13, ... Chief Dyson, who recently launched Oklahoma City's only exclusive country and western music shop, the Record Ranch, has set up his own c.w. label, Del Records. The address is the same as that of the Record Ranch, 121 S.E. 44th Street, Oklahoma City. Dyson kicked off his new label with two re-leases, "Wasting Time" b/w. "Play That Song Again," with Ken George and "I Love Again" b/w. "Things That Night Have Been Done," as done by Billy Guitar. Display samples are available by writing to Dyson at the above address.

Guitar man the turntables at the City's c.w. station, KLPR.

Jim and Jesse and the Virginia Boys, together with the Lonnie Brothers, Charlie & Earl (Tuesday, October 11) begin a two-week personal-appearance tour of Florida, Georgia, Alabama, Mississippi and Maryland. Joe Os-burn, of P. O. Box 401, Lynn Haven, Fl., is new president of the Jim and Jesse Fan Club... Bill Howroyd presents "Polka Jamboree" heard each Monday, Wednesday and Friday over WOTR, Topeka, Kans., Red Howroyd displays his wares each Saturday over WILN, Perkins, N. Y. ... Comedy Low Childers is having an every-week crack at the statewide TV audience this week, appearing each Saturday on "Incredible U. S. A." from Springfield, Mo.

Jim McConnell, head of Top Talent, Inc., Springfield, Mo., is making the Ohio State managers and editors in Columbus this week as part of a six-week booking trip. He is also to be made the fair meeting in Detroit, January 17-19, Harrisburg, Pa., January 20-21, and Springfield, Ill., January 24-26. The Hillsdale Hilbillys, heard regularly over WNUC, Barnsworth, Pa., and WCWA, Charter Oak, Pa., have been donating much of their time to "the show deal" doing shows for crippled children, hospitalized veterans and prisoners.

Bill Lowery, National Recording Corporation chief, phones in from his Atlanta office. He says that Johnny Lee's next NRC release, "Nobody's Darlin' But Mine," is catching on like a house afire and in a major spot, Chicago and Milwaukee, is selling over even into the pop charts... A c.w. package featuring Johnny Horton, of Louisiana Hayride, Hambone Hawkins and Jean Shepard, of the Drifters, and Bill Reenow and His Echo Valley Boys, of WVWA, Wheeling, W. Va., pulled full house at the high school auditorium in Greensboro, Pa., Thursday. Carl Miller, of "World's Original Jamboree," handled the entire chores while leaning on his board with the Echo Valley lads.

Clyde Yeates, recently signed with the Jim Denny-Woeb Piercer Station WJAT, Swansboro, Ga., has been named manager of WRW, Waynesboro, Ga., recently acquired by Denney and Pierce. Beavers launched "Peach State Jamboree" at Nancy Auditionium, Swans-

Bullens, Jarrett Wauden and Beavers, plus local talent. The show will be presented once a month, Beavers says. He re-
minds artists and diskers that the station is desperately in need of wax... For her first album on the Capitol label, Rose Maddox has re-recorded a collection of her past hits. Lending musical and vocal services to the packages are her brothers, Carl and Henry, who were a part of the original family, the Maddox Brothers and Rose.

For his new Capitol album, "Blood on the Saddle," Tex Ritter dips into the legend of the Old West for 12 representative western folk tunes... The Eligibles, who have chosen an assortment of Western-style songs for their first Capitol album, "Along the Trail," are following their guest appearance on the "Reel" series, on ABC-TV January 3.

Johnny Cash and the Tennessee Two embarked on a tour that will find them in Harvey, Mo., January 12; Great Falls, Mont., March 13; Helena, Mont., April 14; Vancouver, Wash., March 16; Spokane, Wash., January 17; Little Rock, Cits., January 27; Colorado Springs, Colo., February 28; Ontario, Neb., 29; Wichita, Kan., 30; Kansas City, Mo., March 1; Dallas, Texas, March 2; Hammond, Ind., 14; Grand Rapids, Mich., 15; Hanceville, Mich., 16; Lansing, Mich., 20, and Saginaw, Mich., 21.

Keeping country music alive and popular in Central Pennsylvania are Jim Daughen-

Ash's Boys are currently airing WIT, Lewistown, Pa.

With the Jockeys

Effective the first of the year, KILL, Lubbock, Tex., adopted a policy of 100 per cent country and western music. The Corbin Broad-

APPEARING THURSDAY, JANUARY 14, 1960

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Boys have their fair share of special events, including KILL's first box office of 1960, which was sold out for the Friday night show. They are currently airing WIT, Lewistown, Pa.

Cowboy Phil, of WJOT, Greensboro, Pa., was released from Jefferson Hospital New Year's Day. He was confined 82 days following an operation for the removal of his right eye... Linda Lou Stone, of Station WKRO, Harrisburg, Pa., is also due for release. She follows "Please help me by sending out an S.O.S. for country music records for my show, 'Country Music Jam-

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SUNNY SIDE UP

SUNNY SIDE UP

THE QUAKER NOOKS

HAROLD AUSTIN DICK

RAW TEXT:

The Exciting New Star

JACKY NOGUEZ

AMAPOLA

b/w Mahalez

(RETCOL)

JAMIE

GUYDEN

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ROULETTE RECORDS

"LITTLE SISTER"

by

Cathy Carr

R-4219

ROULETTE Records

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THE FIREBALLS ARE HOT

"BULLDOG"

AYWARDS

VISTA F-359

ANNETTE

"FIRST NAME INITIAL"

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P.O. Box 3477, Philadelphia, Pa.
ASCAP Consent Order Okayed

Continued from page 2

Fred Fox, posed what he called an alternative. He argued that once one of the total membership numerically, was opposed to the decree, and he urged further negotiations which would produce a document satisfactory to a larger percentage of the membership.

Eady answered that total dissatisfaction is a newly-found fact brought about by the lighting. Judge Ryan answered that complete unanimity was not to be expected for, he expressed the expectation that a large number of members, who did vote affirmatively, and added that the committee used representatives who were not impartial supervisors, and the Justice Department would have to work on a continuing interest; and that the present plan does not necessarily have to be the final plan.

Horysh, in a poky analysis presented for further negotiation. According to his analysis of the votes only 52 per cent of the membership expressed approval; but Ryan was not swayed. Arthur Dean for ASCAP stated that he had not received a letter from the Justice Department.

In a statement following Ryan’s approval and designation of Judge McGreern and Senator Hearings, ASCAP president Stanley Adams said: “ASCAP condemns those dissatisfied with their willingness to serve. We believe they will make a valuable and lasting contribution to the musical life of the nation in which the members of ASCAP play such an integral part.”

Adams voiced his gratification at the vote, terms which is a vote of confidence by the members. He said: “Under the Decree ASCAP will turn its attention to its organization, constantly re-examining its procedures and canons where necessary, with the possibility of the Society’s dissolution on the scale of a number of a negative vote. This task had been barred as an impossibility by the Justice Department.”

Haley Comets

Continued from page 3

pulled away a strong-selling artist from ASCAP and is currently climbing the charts with his current, “Jim Dandy.” He had been on the Decca label for the past five years and gave it his all. The song was included in “Rake, Tackle and Roll.”

Details which are picked up from the Clock and “Joe’s” Son’s Book of Others. Haley is a strong seller in the foreign market and is claimed to have been the first artist to surpass the million sales mark in that market.

Warners is capitalizing on the Haley acquisition as one of the most important in the record industry. Firm’s prexy Jim Conkling had stated earlier that 1960 will see a record number of top name artists move to the WB roster. Haley, who has been on the Decca label in New York in the immediate future both for recording and touring.

In the meantime, Warners is rushing the Trapp Family publication to press. The new album is backing up the album with a major chart opening. The publicity campaign is under the supervision of merchandising and mail order department. The package will be point-of-sale material, special displays, national mag. covers, tie-in with the label’s artist and repertoire department.

New Angel Disk

Continued from page 2

identical to that used by the Capitol Club; choice of four monaural and stereo LP’s, and a four-phonograph stereophonic record player; member agrees to buy a minimum of $10 packages during a 12-month period and will receive a free album for each two albums purchased after that. Choice is made from a group of 24 albums.

DJ A Set Meet

Continued from page 4

in effect help to clear the air for the whole.

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New Angel Disk

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CRISTIANI CIRCUS TO PLAY OHIO STATE FAIR 8 DAYS

Contract Up For Approval;
Side Show Set
COLUMBUS, O. — Cristiani Bros. Circus will play in front of the grandstand at the Ohio State Fair August 26-September 2. Details of the contract have been worked out by Roland Bishop, manager of the fair, and Tom Parker, agent for the circus. The State Board of Control was to pass on the contract September 1.

This will be the first fair to be played by the Cristiani show. At Ohio, they will be following last year's appearance there of Ringling Bros. Circus.

The circus will appear for all eight nights plus four afternoons. The other four afternoons will be devoted to horse races. It is certain just how the dates will be divided on Friday night, first day of the fair, and play four nights and rest over that weekend. Horse racing will be superimposed for the afternoon session on Saturday, andCrystal will be under a contract to bring in addition to shows, an additional entertainment for that night.

In a new twist for circuses at fairs, the Cristiani Side Show will stay in operation by being located near the grandstand at the edge of the midway. The show's menagerie and Side Show will be crammed into one attraction for this location. Cristiani has offered to do three street performances after the weekend. The circus will be on the grounds for the next two weeks, and will be ready to open for the fair the day before the fair opens.

The general admission will be fixed at 25 cents, with the first five shows free to the general public. The management of the Cristiani show has made an agreement to provide a guarantee for a new attraction in the ring. The guarantee will be paid in cash, and will be made to the Ohio State Board of Control.

Reading Fair EYES Pati, Mutuel Vote

Reading, Pa. — With the Kentucky Derby in the background, the Pennsylvania Horticultural Society is preparing to handle Reading Fair in filing for one of the four licenses to be granted.

The directors of the event voted unanimously last week to get the proceeds from the fair for the benefit of the Horticultural Society. The proceeds from the fair will be used to help the Society's annual projects. The Society is planning to use the proceeds to help with the cost of operating the Reading Fair.

"Do you favor the location of a horse-race park in the fairgrounds in this county?" The fair has a half-mile track on its property, and the track is currently used for horse races. The track is located near the main entrance to the fairgrounds.

The fair is scheduled to run from May 1 to May 4, and will be open to the public.

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In order to compete for the award, which is to be given to the fair, the award committee must have announced its convention of the association.

Entries will be sent to all member fairs and four will be selected for the finals to be held at next year’s banquet.

Samuel E. Moller, Goodland, was elected 1960 president of the organization, moving up from the vice-president position to succeed Jack Royce, Austin. Ed Harvey, Pendleton, was elected first vice-president and Robert L. (Bob) Baenen, Muskego, was re-elected secretary-treasurer.

As outgoing president, Royce was named a director at large and Frank Thilman, Panama City, succeeded Dr. E. E. Mangus on the board. Holders directors are William Thilman, Logansport; Curtis W. Russell, North Vernon; and Joseph L. Quinn Jr., Terre Haute.

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FAIR-EXHIBITION MANAGEMENT

York, Pa., 316G Gross Only 1% Off in Cold, Rainy Week

YORK, Pa.—A week of rain and bitter cold was overcome by the York Inter-State Fair, which showed only a slight decrease in its annual audit statement. The five-day fair checked in with total earnings of $116,214 and a net of $30,400. Last year's comparative figures were $140,950 in gross and $42,150 net (with an attendance of 36,030 and 58,651, respectively). This year's attendance was down about 1 percent.

This year's report was favored because of extremely cold weather which dipped into the night temperatures. The net is increased by the high average price of the corn, which was $4.78 a bushel in this fair, as compared to $4.51 last year.

Horse B. Fisher, president, cited the excellent financial condition of the fair. The major capital outlay last year was a new pedestrian entrance off Market Street, dedicated at the Samuel S. Lewis Memorial in commemoration of the late manager's 45 years of service to the York County Agricultural Society. In addition, the Nevin Administration building was re-roofed and a Memorial Hall kitchen area was completed.

Major income items were: gates, $69,576; parking, $18,359; gate receipts, $15,236; free food, $7,323; and state fair 52 cent shows, $19,253.

Major expenses were: wages, $41,212; prizes, $19,658; advertising, $1,986; and M.S.A. headquarters, $13,223. Chairmen of the 11 committees and 15 subcommittees and 300 volunteers are to be thanked for their services.

The success of the fair has not been without its problems, including a number of labor troubles over the past few years. However, the fair has continued to be one of the most successful in the state.

The fair is open from 9 a.m. to 9 p.m. daily, except for Thanksgiving Day, when it is closed. The fair concludes on November 25.

Overland Inks Minn., S. D., State Fairs

INDIANOLA, Ia.—The Tranquility Foundation has invested $3,700 for two days at Minnesota State Fair, St. Paul, and Labor Day at South Dakota State Fair, Huron. Larson General, local agent, announced the latest move.

The Tranquility Foundation has always been a strong one for auto racing and has been featured on this fair. Larson also disclosed the show has been signed for two days at the Minnesota State Fair, Elkton, Ia., and its fourth year at the Ontario County Fair, in Ithaca, N. Y.

Colo. State Fair Signs Knight Rodeo

PUEBLO, Colo.—The Colorado State Fair's rodeo will again be produced this year by Harry Knight of New Mexico. The rodeo will be held during the fair's final three days this year.

Governor McNichols' contract committee approved the agreement, according to publications in the professional rodeo.

The contract for the fair will furnish $9,000 in prize money and will pay all expenses. Knight is expected to bring $20,000 in gross sales of tickets to the six rodeos. The Colorado State Fair will be held from August 24 to August 28.

In addition to providing the rodeo, the State Fair will furnish the contract acts and a rodeo manager. Knight will also carry the liability insurance.

Mich. Fairs Get State SSL

LANSING, Mich.—The Michigan State Fair, held in September, has been designated a state SSL show. The state SSL show is a recognition program for fair and festival committees. The Michigan State Fair is one of the largest in the state.

The report that the Hildale County Fair had previously received money due for presentation but had not been paid out. The money paid the Hildale Fair was for payment of the Michigan Fair, which was held in 1959. The fair was held on the ground of the fair grounds, but the money was paid to Hildale by miscellaneous sources.

The report for the Big Spring Fair and Upstate Fair was also submitted to the State Lottery Board and the Department of Highways.

Bourbon, Ind., Fair Goes to Free Gate

BOURBON, Ind.—The Bourbon Fair will operate this year on a new system and there will be no increase in its grandstand entertainment. Extra gates have been added to the fair grounds, however, will be charged 30 cents.

Grandstand rates remain at 50 cents for bleachers; $1 for regular seats and $1.50 for box accommodations. These nights of horse racing are scheduled plus other attractions.

AMUSEMENT PARK OPERATION

Gooding's Zoo Park Tabs 20% Business Increase

500,000 Plant Program

MADISON, Wis.—The Dane County Fair has opened a new plant improvement program that will cost an estimated $500,000 upon completion.

Adoption of the plan, prepared by Gaylord R. Lewis, foregound consultant and planner, was by a unanimous vote of the 82 members of the fair board.

One of the major projects will be a $140,000, 600-foot building that will be constructed on the fair grounds during the fall for fair seasons for many functions. The hall is to be completed in time for this year's runs.

The fairgrounds, which were redesigned to replace the old milo and additional parking area improvements are in the works.

Orange Show Adopts 'Fiesta Mexicana' Theme

SANT BERNARDINO, Calif.—"Fiesta Mexicana" has been selected as the theme for the 1959 Golden Anniversary Orange Show, according to W. B. Ball, manager, said.

The Mexican Government is co-operating by bringing exhibits, products, and crafts of old and modern Mexico as well as special entertainment.

Last year, the show featured the "Polynesian Paradise" theme for the island state of Hawaii, and this year the state of New Mexico will have the honor of being featured.

The state is a favorite with the fair, which is scheduled to open on October 25. The fair will be held for 10 days.

The show is expected to be one of the largest in the state, with an expected attendance of over 500,000.

Franklin, Mich., Fair

BOWMAN REPORTS: NAAPPB Members on Worldwide Tours

ONE PARKMAN WHO IS quite sure 1960 will be a better year for him in Ken Sterling, genial owner-manager of Rocky Glen Park, Long Beach, Calif. His Park is now a multi-million dollar operation, evidenced by the dissatisfaction of August 26, which destroyed a large segment of the fair with the closing of the park. Sterling said that the Park was closed for the season.

It is to use a theme of Texas Under Six Flags. Earnings from the park are to be used to pay interest and sinking fund requirements on the debentures for the first several years at least. Stockholders include Rockefeller Center Inc., of New York City, 27 per cent of the stock, and two Dallas firms as well as Weiss & Knapp.

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**VIEW COLDSTREAM GUARDS**

Hurok Tours Moscow's Symphony in 15 Cities

**NEW YORK**—A 15-city tour by the Moscow State Symphony play got to successful notices last week in Carnegie Hall. Under Hurok auspices, the tour extends westward to Minnesota and includes both theatres, auditoriums and arena dates in the U.S. and Canada.

Hurok is also touring the Viola Choir Boys, whose route ends up at the Philharmonic Society of Milwaukee. In the negotiation stage is the importation of more British military department gifts, the Coldstream Guards and Edinburgh Tattie. The office has scored notable arena success with the Scott Guards and Black Watch units in Paris.


**Philadelphia Hall Contracts 72 Big Events**

PHILADELPHIA—The city-owned Constitution Hall, one of the five buildings at the Philadelphia Trade and Convention Center, will be the site of 72 major events, including 15 of the 1981-82 season, scheduled through March 1982.

Among the events are the Home Show and Touchdown Show (March 15-20), the Motorboat and Sportsmen’s Show (April 1-10), the Flea Market Show (March 7-12) and a new Auto Show featuring custom and antique vehicles. In addition, the traditional Philadelphia Automobile Show in November.

Brandon, Man., Fair Starts 83G Bldg.

BRANDON, Man.—An 83,635-square-foot building has been awarded for construction of a 90-by-136-foot addition to facilities of the Brandon Winter Fair Building. The addition of sheet steel construction, to be completed by March 1, will be used at the winter fair, March 28-April 2.

**New Modern Amusement Equipment For Sale**

KIDDIE RIDES

KIDDER RIDES

ADULT RIDES

MOTOR TRAINS

ROLLER COASTERS

FERRIS WHEELS

MERGER-GO-ROUNDS

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AMUSEMENT TRAILERS

Write today for complete specifications.

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MT. CLEMENS, MICHIGAN

**FOR SALE TRIVIA QUESTIONS**

1. Who was the first king of the United States?
2. What is the capital of France?
3. Who invented the telephone?

Answer:

1. George Washington
2. Paris
3. Alexander Graham Bell

**Route Being Set for 100 Swedish Girls**

NEW YORK—A route of about 300 miles is being planned for the 1965 Swedish princess bus group from the 100-girls Swedish bull-girls group, with the kickoff date as yet undetermined. However, on this continent may be a Canadian fair, and it will be necessary to see if the entrance is under an English-speaking country.

The indoor dates of the bus tour are planned to be worked out in cooperation with Arena Managers and the tour will be a part of the attraction of the world’s most beautiful and be the tour in Europe to be represented.

New York—A route of about 200 miles is being planned for the 100-girls Swedish bull-girls group, with the kickoff date as yet undetermined. However, on this continent may be a Canadian fair, and it will be necessary to see if the entrance is under an English-speaking country.

Million Dollar Theatre—This week's entertainment program will be presented by Tommy Thomas, manager of the Million Dollar. The program will feature the 100-girls Swedish bull-girls group, and it will be the world's most beautiful and be the tour in Europe to be represented.

**Auditoriums, Arenas Book Wide Selection of Shows**

**BOOKING BULLETINS FROM Around the Nation:**

New Orleans Municipal Auditorium has a "Old Man in" thru Friday (15) and in the weeks to come its swing into its peak season for Mardi Gras carnival balls and rehearsals by the many groups that stage these events.

Toledo Sports Arenas has its second annual show January 23 and it will be the world's most beautiful and be the tour in Europe to be represented.

**ARENA, AUDITORIUM NEWSLETTER**

**Minneapolis Answers**

By TOM PANKISON

IN MINNEAPOLIS, where there has been much discussion lately about need for more arena-auditorium facilities, several sports broadcast engineers and land developers have been consulting with fair officials at the fair as the time of the year draws near. They have asked why this couldn't be used for hockey and basketball. This prompted Fair Manager D. K. Baldwin to explain that the buildings were in the planning stages for the fair and the use of the fair is idle the rest of the year. They asked why this couldn’t be used for hockey and basketball. This prompted Fair Manager D. K. Baldwin to explain that the buildings were in the planning stages for the fair and the use of the fair is idle the rest of the year.
Everyone Agrees!

THE GREATEST SHOWS ON ICE!
THE GREATEST SHOWS EVER PRODUCED!

20th EDITION

ICE CAPADES

19th EDITION

REMAINING 1959-1960 ITINERARY

20TH EDITION

Jan. 11-20 R. I. Auditorium, Providence, R. I.
Jan. 21-27 New Haven Arena, New Haven, Conn.
Jan. 28-Feb. 10 Uline Arena, Washington, D. C.
Feb. 11-23 Sports Arena, Hershey, Pa.
Mar. 16-27 Stadium, Chicago, Ill.
Mar. 28-Apr. 3 Arena, St. Louis, Mo.
Apr. 4-10 Coliseum, Omaha, Neb.
Apr. 16-24 Arena, Milwaukee, Wis.
Apr. 26-May 1 Coliseum, Denver, Colo.
May 3 Los Angeles, Calif.

19TH EDITION

1/12-16 Arena, Victoria, B. C.
1/18-23 Garden, Edmonton, Alta.
1/25-10 Stampede Corral, Calgary, Alta.
2/1-6 Arena, Winnipeg, Man.
2/7-14 Auditorium, St. Paul, Minn.
2/17-21 Auditorium, Lincoln, Neb.
2/22-28 Auditorium, Sioux City, Iowa.
3/1-5 Auditorium, Kitchener, Ont.
3/7-10 St. Dan's Arena, Lewiston, Maine
3/11-14 Auditorium, Bangor, Maine
3/16-20 Roberts Stadium, Evansville, Ind.
3/22-23 Exposition, Little Rock, Ark.
4/5-10 Auditorium, Kansas City, Mo.
4/11-17 Rogers Coliseum, Fort Worth, Texas
4/18-24 Coliseum, San Antonio, Texas

MORE THAN 2,000,000 PEOPLE HAVE SEEN ICE CAPADES THE FIRST THREE MONTHS OF THIS SEASON!

NOW IN PRODUCTION ... ICE CAPADES 21st EDITION!
RINGLING RETURNING TO PHILADELPHIA

Convention Hall Contracts Its First Circus for March

PHILADELPHIA — Ringling Bros. and Barnum & Bailey Clowns, which skipped Philadelphia for the first time in its 1959 tour, will return to the city in 1960. Its coming here March 29-30—evidently it has ever come—the show will have a roof over its head. Ringling will be housed for the first time in the city's Convention Hall.

In 1957 and again in 1958, it played during June weeks at Connie Mack Stadium, with seating capacity of some 35,000. However, the baseball park stands failed to entice the public. There was always the threat of rain and chilly weather. Lack of parking facilities at the ball park also hurt.

During the two seasons that the show played at the ball park, the weather factor also held down advance ticket sales. Lack of enthusiasm for the outdoor showing was a reason the Ringling circus skipped the city last year.

The Convention Hall enjoys many advantages that should make the circus stand a considerable boost from the fact that it will be the first time for a major circus in the big hall. Convention Hall enjoys heavy acceptance on the part of the public. The big hall is air-conditioned, there are ample parking facilities, and the auditorium is easily reached from every section of the city by car or public transportation.

The Ringling stand will be a month ahead of the Clyde Beatty Circus during the last week in May that'll have Shrine Temple sponsored for its tent showing. Seat- ing capacity of Convention Hall is normally around 14,000, but with the city-owners on the ground floor, they'll be able to build it up considerably.

Pre-Opening Work Done, Hunts Cruise

BURLINGTON, N. J.—All mechanical work is completed on the Hunt Bros. Circus, and painting is being wound up now. The stake- driver was sent to Palisades Amusement Park for use in a new ride installation.

The Hunt’s “Circusline,” is in service in the Miami area, where Charles and Mildred Hunt, Marvin and Hazel Case, Walter Long and Joe Gilligan are stationed.

Hunt attended the Circus Sains and Saints Luncheon at which Governor Richardson was honored. Guests of Hunt were Commissioner Mulvany and Mayor Shaw of the Connecticut State Police.

Carson-Barnes Canadian Tour

HUGO, Okla.—Carson & Barnes Circus, which scored well in its tour last season, will head back for Canada in 1960, this time aiming for Manitoba, Saskatchewan and British Columbia, it was announced by Manager Jack Moore.

More animals will be used. There will be four elephants and another semi-trailer cage. Bill and Jackie Wilcock are scheduled to take the advance billing department, and are expected to be in Hugo for conferences this week.

CIRCUS TROURING

By TOM PARDONSON

CIRCUS OWNERS have been on the move, winter as well as summer. A number of them are still on the road. The Allied Clowns and Circus Park in Mexico have proved a lure for some. The Howard Street family has been there. Lucio Cristiani was expecting to make it, possibly with Tony Diano. A paper indicates he is. Lucio Cristiani was also a local point. Walter Carnan, of the Beatty-Cole show, went to Houston, Texas, where he had an unusual animal, the Ringing Wallers and Don E. Keer, have returned to the home base.

Preliminary reports and rumors persist that many animals are changing hands. It has also been said that Walter Carnan has made no comment about word that he is selling his fire-eating elephant to the Beatty show. There have been reports that Mike Bros. is buying animals, but Jack Miller’s announcement was that this report was premature. Now comes word that Rudy Jacoby has been in the animal mart, too, and Lucio Cristiani and Tony Diano are talking about the possibility of acquiring some animals they will scout near Kansas.

** **

Prof. George J. Keller has signed with Random House to produce a book about his transition from college professor to wild animal trainer. It is scheduled for fall publication.

Floyd King is working out of the Beatty-Cole quarters for the season in De Land, Fla., following a holiday vacation at his home in the Palisades area. Walter Nealton is ready with the Beatty-Cole press staff.

Tony Diano’s agent, Art Miller, is scheduled to start contracting the states soon. Les Laxlen will vacation three weeks in Florida fishing areas. Then they go to Richmond, Va., for a Saints and Sinners banquet and to Atlanta for some American Circus shows that will take them to February, when they return to Richmond to make their Minnesota Shrine Circus. Beyond that there may be more Army shows to do, written Joes Larabee.

2 ADVERTISING TELEPHONE SALESMAEN

Can you advertise? The manager of the Columbia Associated Telephone Salesmen 32 will select exclusive representatives in your territory. Must be men who for 10 years is your territory. No supervisory service. Must be able to take on 10 new calls a day. Can earn $35 to $60 per week, plus tips for success. Must have good business sense, a healthy alertness to new ideas, the ability to adapt to many different people, willingness to travel the state. Write, phone or write phone. Call 215-932-4536.

2 PHONEMAKERS

OPENING TUESDAY, DECEMBER 23

The Standard Telephone Company

Telephone Salesmen Wanted

Phonos by O.A. Besmart and A.J. Diefendorf

Box 136, Columbus, Ohio


t.N.

Telephones sold and installed.

Circus Trouping

By TOM PARDONSON

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FAIR MEETINGS

Georgia Association of Agricultural Fairs, Roehl Plaza Hotel, Atlanta, January 31. Joe F. Probst, 550 Riverside Drive, Macon, secretary.


Ohio Fair Managers’ Association, DeWeaver-Hilton Hotel, Columbus, January 15. E. E. Schelbie, 1043 South Main Street, Dayton, O., executive secretary.


West Canada Association of Exhibitions, Beesborough Hotel, Saskatoon, Sask., January 15-17. W. H. Box 10, Saskatoon, Sask., secretary.


Michigan Association of Fairs and Shows, Midland, January 18-19. C. W. Summers, Box 977, Bay City, secretary.


Association of Illinois Fairs and Shows, New Home Hotel, January 20. Max Ballew, 2620 South 20th East, Salt Lake City 9, secretary.


Kentucky State Fair & Horse Show, Kentucky Hotel, Louisville, January 21-22. L. D. Cassidy, Box 73, Shelby Station, Louisville 17, secretary.


New Jersey Association of Agricultural Fairs, Hildebrandt Hotel, Trenton, January 27. William Lynn, 1 West State Street, Trenton, secretary.

Tennessee Association of Fairs, Maxwell Hotel, Nashville, January 28-29. Mr. and Mrs. Michael Cranberry, Box 3304R, Mid-South Fair, Nashville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 31-February 1. Harry E. James, Room 621 County Building, Oklahoma City, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 3. N. S. Hind, Mississippi State Fair, Jackson, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. Bob Maddox, Eltie Texas Fair, 102 East Loop Street, Tyler, secretary-treasurer.


SHOW TENTS

HARRY SOMERVILLE

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Kenton City & Missour

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World’s Largest Manufacturer of Concession Equipment and Supplies

511 S. 3rd St. CINCINNATI 2. OHIO

SHOW MEETINGS

January 11, 1960

THE BILLBOARD

Show News

Estevan, Sask.

Elects; Books

Attractions

ESTEVAN, Sask. — B. P. Rae was re-elected president of the Estevan Agricultural Society at the annual meeting. Vice-presidents are Ron Gaylor, Harold Carson and Walter Gutes. W. R. Cardin was re-appointed as treasurer.

The 48th annual fair will be held July 3-9, with the Art & Thomas Show Champions to be held a Tom Drake Agency unit providing the grandstand above.

The selling of children’s tickets to merchants who in turn gave them away for a dime on the fair’s opening day proved successful in 1959. President Rae reported. Of 8,000 sold, more than 6,500 were turned in at the midway.

Another successful venture was a children’s parade put on by the Elks club. Plans are to be made for a similar parade in 1960.

A nursery service provided during the fair cared for 90 babies.

Prize money paid out totaled $7,349. Committee chairman will work to see if the prize money can be reduced.

Hawaiian State Fair Names Chrimes

HONOLULU — William Alves has been named chairman of this year’s State Fair, which will celebrate the 60th anniversary of the fair. Alves was vice-president of the Honolulu Junior Chamber of Commerce, sponsors of the event.

Surprise… the best appeal of all the rides

The Allan Herschell Twister has surprised… thrilling, spine-tingling surprise. Riders never knew when the whip is coming and it sends them into paroxysms of joy, bringing them back again and again. The operator produces the whip by pumping the gasoline engine. This extra “bit” combines excitingly with the Twister’s three basic motions… makes teenagers shriek with delight and adults feel young again.

Twister grosses are even better today than when the ride was introduced four years ago. Twister owners especially like the air brakes on each vehicle for safe and fast reloading. There’s high capacity and tremendous repeat business in the Twister. Write or phone us today for full list of proud and successful owners with whom you could talk.

MERRY-GO-ROUND • MINIATURE TRAINS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • CROSS-RAIL • ODYSSEY • ROYAL T LIMI RIDE • RIDE • II 1/3 CAR • BOAT RIDE • MERRY-GO-ROUND RECORDS • RIDE • RIDE TRAINS • CARNIVAL

ALLAN HERSCHELL

COMPANY, INC.

“World’s largest manufacturer of amusement rides”

104 OLIVER STREET

PHONES: KILBREW 4300

NORTH TONAWANDA, NEW YORK

Notice! Effective January 1, 1960

10% Increase All Prices

LLOWELL STAPLE AMUSEMENT CO., INC.

Amarillo, Texas

NORMAN BARTLETT, U. S. Patents #2,895,735

MINIATURE TRAINS

Capacity from 14 children to 240 adults

MON TAGE TRAINS • TIN LIZZIES • PIRATES • TUGBOATS • TRAINS

SENSATIONAL NEW FROLLIC RIDE

“Fifteen Rides sold at the Chicago Convention”

Twister is a real, exciting ride that appeals to all ages. Measures 50 ft. In height, each seat individual, and it holds 36 people. Twister can be supplied with a gas powered portable engine to be mounted for permanent location. This is a full-sized Twister. The going price for this same model is $5,000. When answering ads… Say You Saw It in The Billboard
Barstow—Edith, 83, a photographer for Ringling-Barnum Circus, at Sarasota, Fla., Thursday (7). Details elsewhere.

HACK—Blanch E., 74, mother of several people in carnival business, January 7, in Veedersburg, Ind., after a long illness. Her sons, James and Richard, have been with Tom Baker midway operations and a third, Don, is located with Baker's United Shows. A daughter, Mrs. Milt Bean, was formerly with the Rohr's Modern Midway Shows. Also surviving are three other daughters, one son, 19 grandchildren and nine great grandchildren.

In Memory of Jack Halstead

HAMD—Alma, known in Flint carnival circles, died Thursday night, Janu-
ary 6, in St. Mary's. Survivors in-clude her daughter, Mrs. Mag-
olia Lewis, son, Robert, and a brother, Mr. James Kahnyk. Services were held January 11 at Walcher Funeral Home in Brooklyn, with burial in St. Charles Cemetery, Long Island.

HAND—Alma, 69, former circus troopster, De-
crease, 66, was a native of Troy, Ill., and a sister, Dorothy Leond, both of Peru, Ind.

LESLIE—Burt, 50, retired trooper, at Mem-
phis, December 31. He had been with the circus and other shows, work-
ing as a concessionaire, tender and minstrel. No survivors are known.

MORRISON—Rose, mother of Ben Morrison, pro-
moter and former concessionaire, recently in Beverly Hills, Calif. Her son, John Morrison, president of the Michigan Showmen's Association, Detroit.

OSLO—John, 71, former circus strong man and wrestler, who came to this country from Germany in 1909 as a circus performer, at Wash-
hington, D.C., December 28, of injuries suffered earlier in a fall from a scaffold where he was working on windows of the hos-
pital in which he later died. He had wrested under the name of John Vercelace.

PHELAN—Frank, about 56, formerly on the Ring-
ing and Beatty circuses, in Chic-
ago January 5. No immediate survivors could be located.

RAPP—Larry S., 62, the past season talker on Dick Book's Side Show at River-
view Park, Chicago, December 18, of pneumonia at Mt. Sinai Hos-
pital, New York. Earlier a leg had been amputated. In the past he had spent time in vaudeville and had also been a girl show spook and engineer. Survived by his wife, Jean Carroll, trot-
toed lady, and two sons by a former marriage, all of Decem-
ber 21 in Hartford, N.Y.

SCHUE—Lillian, 68, past president of the Pacific Coast Showmen's Association, and a Regular Associated Tramps and an independent horse show con-
cession operator, January 5 in Temple City, Calif., following an illness of three months. (Details elsewhere.

SCHWARTZ—Herman (Jew), 59, concert-
to operator, died December 31 in Medical Center Hospital, Osaka, Tex., of a heart attack. In the past he worked with the Tatum, Brusher, Northern Ex-
position, A.I.M. Exposition, Moore Modern, Bayinger and John Francis shows. Survived by his widow, a daughter, Betty Vineyard, and a son, Herman Jr. Formerly of Chicago, he was married to a Miss of Roses, Osaka, were followed by burial in Sunset Gardens Cemetery, that city.

TIEFENTWICK—Al, 80, in St. Louis, Mo., a native of Kaukauna, Wis., a fine comedian and vaudeville performer, at Rich-
mond, Va., December 30, of a heart attack.

WILD MOUSE Excellent Condition—For SALE—Trade or Concession.

WILD MOUSE

Anchor Supply Co., Inc.

Anchorage Supply Company,

E. S. Fisbrey & Co.

Carnival Routes

Blue Giraffe (Fair) Sebring, Fla.

Circus Routes

Ayerro Bros.: Metro City, Mex., with Beatty, Chicago, Nov.

30, 1960, to Davenport, Ont.

Davinburg, Main.


24, 1960.

Holiday on Ice of 1960: (Civic) Milwaukee, Wisc., 14-24; (Gardens) Cincinnati, O., 18-23; (Ice Capades, 19th Edition: (Arena) Victoria, B.C., 12-14; (Gardens), Edmonton, Alta., 18-23.; (Ice Capades, 20th Edition: (Auditor-
ium) Chicago, Ill., 12-20; (Arena) New Haven, Conn., 21-
23; (Ice Follies of 1960: (Gardens) New York 12-24; (War Memorial Auditorium) Syracuse, N.Y., 26-31.

Mills to Get 5 Pony Floats For Spectacle

New York—A set of five parachute floats is being completed for Mills Bros. Circus by Truy Displays, Inc. Union, N. J. Jake Mills is expected to visit the show on its return from Europe. The vehicles are similar to the two new sets produced last year for the Beauty-
cole circus. They will be ponym-

drawn by horses and the motion and animation that the Beauty floats include. Bill Truy, vice-president, prob-

ably would make them more dur-
able over the long run.

The designs were drawn by Hansel and Gretel. Captain Hook's Pirate Ship, Cinderella and Some of His Lamp, and one other. Mills also will be getting some new shows during the last week of a visit to Saratoga.

Insurance—By Al Schneider

By Al Schneider

RACRBERG RULLMUNDS

By AL SCHNEIDER

Twelvc operators, representing 11 roller rinks, are the latest additions to the membership roster of the Roller Skating Rink Operators. A meeting was held last week at RSRO headquarters in Detroit by Charles E. Cahill, association secretary-treasurer. The operators and the rinks they represent are Mr. and Mrs. George K. Reis, Rinkmaster, Deerfield, Cleveland, Theodore Prekatz, Fleetwood Roller Rink, Summit, Ill.; Mr. and Mrs. Richard N. Reis, Rinkmaster, Port Washington, Mich.; Mr. and Mrs. D. F. Seyfert, Rinkmaster, Kansas City, Mo.; Mr. and Mrs. O. H. Geological Survey, and members of the RSRO and the American Roller Rink Operators Association, awarded charter certificates to the new members at the annual meeting.

The meet will include dance, figure, free style and speed skating in all divisions. During the meet the National Rink Operators Association will act as site of gold medal tests for the RSRO Northeastern Region.

Roller Land, Inc., Whitney, N. J., recently was granted a charter by Secretary of State Frank Thompson to operate roller rinks. Authorized capital stock is $5,000. Walter J. Kinn, Lovettville, Va., is president of the corporation.

Burgers broke into the Shellyville (Ind.) Roller Rink on December 7, looting the rent of tickets and change from two cash registers.
400 REVEL AT MIAMI BANQUET

MIAMI BEACH — A well-populated Prospector Room was the setting Monday (6) when the Miami Showmen’s Association threw its 16th annual banquet at the Feden Roc Hotel.

Switches Made At Ind. Meet

INDIANAPOLIS — A few switches at bookends and a couple of carnival changes came out of the meeting of Indiana fair officials at the Povelson Amusement Company.

Carnival Confab

J O E  G R E E N E, veteran general agent, has joined the new S & W Shows in that capacity. The new organization is owned by Jay S. Bucher and Lyke Wells. Hot Springs, Arkansas, is the site of their first ride into Arkansas, Louisiana, Missouri, Kansas, Iowa, Illinois, Wisconsin, and Oregon, formerly with Stearns Grotto, Tivoli Exposition and Gladstone Shows, where he made four meetings in the States during 1963. Mr. and Mrs. Luke Merriam, owners of Marvel Show, are connected at Hot Springs.

All ride help report to our Winter Quarters at Large Fairgrounds not later than Friday, Jan. 15.

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MIDWEST CLUB AWARDS OSCARS

Cathy O'Neil Gets Showgirl Trophy; Charles Carroll Elected President

ST. PAUL—The Midwest Showmen's Association made awards for various achievements at its annual banquet here Monday (4). Mrs. Ted Cathy O'Neil, assistant manager of the O'Neill Amusement Company, was named Miss Showgirl of the Year. Miss Joseph Mandrick, Winnipeg, third vice-president of the club, received the trophy as the most valuable member. Mrs. Paul Hearne, office manager, received a honorary card, an annual trophy and cash prize.

According to officials of the group, the Midwest Club will be completely reorganized at the Winter quarters at Lehman, Pa., have been expanded to 40 acres. The new building is all concrete. One is a ride, Reithoffer Rides, a new wonder, with a gold mine motif and considerable height to it.

Seven of the presentation acts for the Bedford date were the Penn & Teller Magic Act, Paul Broadway midway, Eichelberger Olde Time Band.

Sedlmayr Buys New Generator, Builds Wagons

CARLISLE—Carl Sedlmayr, owner of the Royal American Shows, on a stopover here disclosed that he has purchased a new 200 kw. Caterpillar generator for his operation.

He also reported that of the five new all-stone wagons scheduled to be built for the quarter two quarters have been completed and the other three will be finished by the time the shows open its season's tour at the Memphis Coliseum in a week.

The shows, he also reported, is to be expanded with the addition of heavy electric cables to further improve the equipment's power from the generating unit.

Sedlmyar made a stopover here from Chicago to San Francisco, where he again has awarded the Space, and Howard, it is believed. The car will be used by the Royal American Shows in the Washington State Fair. From here, Sedlmyar planned to go to Peoria, Ill., to purchase the generator, and then fly to Saskatchewan for the annual meeting of the Western Canadian A. F. circuit. From Saskatchewan, he planned to fly to St. Louis, to fill out space for shows before heading for his home in Tampa.

Fred Mathews, a manager of the American Tobacco Co., has been appointed to St. Paul and to this point, and he is familiar with the amusement business, and was to remain there at Saskatchewan.

M. D. Shows Awarded Fair

CUBESKILL, N. Y.—Midway for the 1960 Sunshine Fair has been awarded to the M. D. Amusements of Hazleton, Pa., according to Paul M. Losee, association president. Dates are August 24-28.

The fair was awarded in 1958 under a contract awarded to King Red, in a split arrangement with the fair's original sponsor, George B. Reed Ltd., who was to handle the rides there. Last year Reed-After Shows provided the midway.
**CARNIVAL CONFB**

- Continued from page 61

Campi, Tommy Carson, 1 Or, Cettie
Dick Coleman, Danny Dull, Jack
Esquire, Nate Darke, Dave Finn
man, Paul Finney, Nick Finney, Elva
Speck Greenscene, Joe Gruso, Mur
Modell, Abe Prull, Louis Reiss, Mike
Roman, Harry Schreiber, Clarence
Lloyd Serfis, Jimmy Stubble
Whitney, Don Vivona, Richard

**JULY FOURTH LOWELL CELE FOR LAGASSE**

Retai Big Date; 4 Units Readied
For May Opening

HAVERHILL, Mass. — Refur
hishing of the Lowell Company uses' rides and equipment is
set to start January 25, following a highly successful holiday
season. The midway firm has a long-standing Southern business in
Christmas lighting and deco
oration.

A crew of 15 men handled 11
cities and towns plus many build
ings, residences and community
Christmas trees, including the 76-
footer at WR-2V in Boston.

Almost one third of the 1950 route are
indoor-type buildings, according to Mr. Prull. Four units will go out starting
May 6: Plans are developing for the
July Fourth celebration on the
Lowell Common, one of the East's
biggest predate days. Dates and
Dates are July 1-4. Laganse played it in 1950.

There are six units booked for
various July Fourthdoings, she said. A major show is being
organized with, about dividing into
sections for the holiday dates. Also shining strong on the route is the Gloucester Fiesta, June 23-
26, sponsored by the Gloucester Business Men, Inc. This one falls during the peak of the Cape Cod season.

The Caterpillar and Tilt-a-
Whirl were commissioned in Sep
tember prior to storage. The Occa
pon was sent to the factory for rehauling.

1959 was another great year for Al
Dorshelper Merry-Go-Round was
added. A new Scrambler is to be delivered prior to May.

Show officials will remain un
changeable. Manager William R. 
Wege as general manager; Harry Ryn
grounds superintendent; and unit
managers Joseph (Bucke) Hemen, Mr.
6, Unit; Rene Desgouet, No. 3 Unit;
El Cardier, No. 3 Unit; and Roland
No. 4. United States Airport opened the annual Massachusetts fair meeting, then
vacation on the West Coast.

Hammond Plans
February Bow

HOUSTON — Bob Hammond Show plans are showing to board here on early February 15, 1960. The scheduled A
announced at winter quarters here late Saturday.

A crew of eight men are working here under Eugene Hammond and Bill 
Donovan, and the boys are playing shopping centers around the corner.

Three Texas fairs new to the
route have been signed, Rosenberg, Liberty and Wharton. As previ
ously announced, three town fairs have been added — Macon, Texas; Tipton and Corning.

Welsh, Harry Weis, John Wil
son, Art Lewis, Louis Bell, Rod
Page, Max Goodman, Dwight
Groat, Larry Taylor, Joe Mac
miano Jr., John Miller St., Syd
ney, Betty Hamblin, Harry Holt
man, Lou Lange, Jeff Harris, Phil
Cook, John Portman, Pete Nor
ley, Bessie Fishing, John E. Stra
yes, Johnny Canale, Harry Ross
and Eddie Harwood. The best show in Miami was Abe Prull, chairman, Ben
Glasenberg, Al Hassid, Tommy
Hoffa and Jimmy Stubble.

Mr. and Mrs. Wallace Thomas,
owner of Pfitz's Tractor Courts, 
Lafayette, Tex., recently presented
Mr. and Mrs. W. H. D. Thomas,
dir.

Mr. and Mrs. I. S. Sethers, Mr.
and Mrs. Roy Harvey and son, Dennee, 
Mr. and Mrs. Willard Bouler, Emmit
Stevens, Mrs. and Mr. Jim Dever
ing and son, Bobby, Mr. and Mrs.
Carolyn Barnett and daughter, Jean
ie, Mrs. and Mr. H. Chamberlain, Mr.
and Mrs. A. Brandh, Mr. and Mrs.
J. K. Hughes H. H. kald, Betty Kelly, 
Benny Batts, and Fred and San
dra Lee.

Concessionaire Walter Todd, 
at his home in White Lake, Md., fol
owing a November 16 back injury, 
would like to be here from friends before departing for St. Louis where he is to undergo treatment.

...In two days of hunting recently
S. C., Sonny Levy, begged a deer, according to the Royal American Shows' Joe Pearl.

...In 1959, the first year the show
in the tail season with Bill Chalke's Side
Show on the Capitol T. Collins Shows, is conva
cessing after recent illness in his home in Boston. Va.

...Show baseball. Earl H. Lyons
has been commissioned a Kentucky
Holiday by Gov. B. Chandler, 
accordance, to Mrs. Lyons, of Gib
bston, Fla. — Show owner turned out by an 
Panas is winning in sale, Als
...after playing Southern fairs.

Georgia Amusement Company
is pleased to announce the contract for the
1960 Cherokee (N. C.) Indian Fair, October 4-8, according to Mr. H. H. Scott...Jerry
and Sally Higgins were reciprocated of a combination Christmas-style party.

Among the guests were Mrs.
Helen Jennings, Mrs. Harry Hopp,
and Mrs. Jack Klap. 

Woodrow Arnold, a patient in the
State E. B. Simpson, Sanitar
ior, Miss, would like mail from 
friends.

Palatine at the recent funeral in Overseas, Tex., for congratualtes
Herman (Jew) Schwartz were Ceci
Amusement, and Carl Wallace, Dick Vinegar, Bob Het and George Steven
s. Other showmen
including Rickey Green, S.
T. Beauchamp, Ruth and Carl Wil
ke, Emmer Redman, Lucile Hay, 
Mr. and Mrs. Everett South, Canadian, 
Mr. and Mrs. Tony, Mrs. Dick Vine
gard, Mrs. Bob Het, Mrs. Bill 
Duck, Mrs. John and Mrs. John 
Frankin, Mrs. and Mr. R. H. Reid, 
R. B. Crawford, George Cooper, Dean 
Brown, Mr. and Mrs. Willburn Elliot, 
Mr. and Mrs. Gene Smow, Mrs. 
Royce Cline, Mrs. Billy Baker, 
Bennie Green, Mrs. Royce 
Robertson, A. G. Oney, 
Jewel and Herschel Russell, 
Johnny Stubble and Sydney 
Dandie.

Irvin Kirby

**SMILEY'S AMUSEMENTS**

Want for Glades Annual Fair and Festival, sponsored by Florida National Guard, with 4 Fairs to follow.

SHOWS: Can use any family-type Shows.

CONCESSIONS: Hungry Pocks, Eating and Drinking Stands, all Sales and All Att. 

RIDES: Can use any Major Rides that do not conflict.

RIDE HELP: Can use capable Ferris Wheel Man for season. Want to buy
Wheel for cash. All wires and replies Clearwater, Fla., week January 11-16.

**HOLIDAY AMUSEMENT CO.**

FOR THE SEASON

Want 12 of the better Fairs in Southern Miss, Fla., and Ark.

...Can use the entire season following the following: Concessionists—Wendell, Duck, Busch, Penn, 

Bob Holm; Hotel Concessions—Louie, Bill, 

Dale; Mechanical—Wendell, Duck, Busch, Penn, 

Bob Holm; Rides—Louie, Bill, Dale, 

Wendell, Duck, Busch, Penn, 

Bob Holm; Concessions—Wendell, Duck, Busch, Penn, 

Bob Holm. A good show should be run. Call or write.

...RIDE MANAGER: Name— phone number— address— town— state.

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...RIDE MANAGER: Name— phone number— address— town— state.
Beautiful rooms and suites at the Allerton Hotel in Chicago.

Allerton Hotel Chicago

The Allerton Hotel, located in the heart of Chicago, offers beautiful rooms and suites close to business centers and gay social activities. The hotel is conveniently situated in Magnificent Mile, making it the perfect choice for your next visit.

Allerton Hotel

Allerton Hotel Miami

Allerton Hotel

The Allerton Hotel Miami offers comfortable accommodations in a beautiful setting. With its close proximity to gay social activities and attractions, this hotel is ideal for both business and leisure travelers.

Allerton Hotel

Allerton Hotel

For Glorious FLORIDA Resort Living

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San Mario...
Agents, Distributors, Items

BUY WHOLESALE FROM AMERICAN manufacturers! Thousands of lines...1,000,000 items listed....Visit this genuine B2B platform. International Buyers, Importers, Wholesalers and more...

Did This Ad ATRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED A sure way to attract more attention and ensure greater results.

Rate $14 per inch. Rate borders permitted when using this rate.


Hey Swaders—NATIONAL ASSOCIATION OF PROFESSIONAL PETS, POA. R. H. Smith, 369 W. 38th St., Chicago, Ill.

Animals, Birds, Snakes

CHAMPIONS. 100 BIRD, FISH, REPTILE, etc. A. H. M. P. 1011 Lakeview, Los Angeles, Calif.

Added: 5000 Little girls, boys, cats, dogs, etc., plus birds, reptiles, etc. Superior quality. Exclusively imported for gold and silver. New York City, N.Y.

JEWELRY CLOSEOUTS

FREE CATALOG

60-30-10 Wholesalers, Retailers, Therapists, Etc., 1505 S. Dearborn St., Chicago, Ill. For $1.00 you can get our new 1960 catalog, 250 pages. We have more than 50,000 items, from $0.01 to $100.00.

NEW END JEWELRY BUYERS 124 Empire St., Dept. 8, Pro. R. I.

REMARKABLE ITEMS FOR MEN, WOMEN, CHILDREN, MARRIAGE, ALL OCCASIONS. 1000,000 schöne things. Send 10c for our 30-page catalog. P. O. Box 220, New York, N.Y.

REGULAR CLASSIFIED ADS

Set in canvas well-made style, our advertisements are displayed full page 8 or 4 pages, in regular size or large size. Extra space for $3.00 to $30.00, whichever size is available. Advertising space is classified, and space is available for handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results. The use of larger type and color space. Type up to 12 pt. permitted. Rectangles, reverses, or other decorative matter. One or two borders one inch or more. Rate $15 per page inch. 1/16 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE ON WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati, Ohio.

Business Opportunities

FRED GENZI WILL BELL MINIATURES, CAROUSEL, ETC., Nashua, N.H. 1 1/2 R.S.

E. W. STEVENS CO., 119 E. 15th St., New York, N.Y.

HOLBROOK TOWHART, 2231 W. Glencoe Ave., Chicago, Ill.

B. W. MILLER, 115 N. Market St., Lebanon, Ohio.

R tide, EATON, 712 W. 23rd St., Cincinnati, Ohio.

Magical Supplies

New JAPANESE ILLUSTRATED CATALOG. 100 pages of new and standard items for magicians. Sensational. Published for every two years.

CROWN METAL PRODUCTS CO., WYOMING, PA.

MALLE WELDING, INC., CHICAGO, ILL.

MISCELLANEOUS

OCEAN VIEW, 100 S. 3rd St., Philadelphia, Pa.

WANTED FOR CLASSIFIED AD. Your advertisement displayed in space this size will cost only $14 per insertion.

ELEPHANT, ONE ELEPHANT, TOO.

MUSIC-RECORDS ACCESSORIES

Opportunities

Here's A Handy Order Form For Preparing Your Classified Ad

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
- Agents, Distributors Items
- Magical Supplies
- Miscellaneous

3. Indicate your preferred rate:

- Display Classified (2 columns)
- Business Opportunities
- Magical Supplies
- Miscellaneous

4. Include your contact information:

Name:
Address:
City:
State:

5. Include any additional requests:

- I enclose $ with this order.
- I enclose $ with this order.
- I enclose $ with this order.

6. Please fill out the above ad...

Here's a handy order form for preparing your classified ad...

Tattoing Supplies

Two Outstanding Window Displays.

WANTED FOR CLASSIFIED AD. Your advertisement displayed in space this size will cost only $14 per insertion.

Wanted to Book

CONCESSIONS AND RIDES WANTED

In one week only, the carnival needs the following concessions and rides: Concessions, 25¢ and 45¢. Rides, 50¢ and 75¢. Any one with usable equipment, please contact the carnival office at 2160 Patterson St., Cincinnati, Ohio.

WANTED FOR CHANDLER OF HORSESHOE BOWLING, 1101 S.W. Fourth St., 2024 W. 17th St., New York, N.Y.

Music, Records, Accessories

Used Dealer-Distributor Equipment

Used Record Pressing Equipment

Coin Machine Headings

Help Wanted

Opportunities

Positions Wanted

Talent Availabilities Headings

- Agents and Managers
- Bands and Orchestras
- Dramatic Artists
- Miscellaneous

- Pay below the top of ad you wish.

- Participation in musical productions.

- Talent Wanted

- Vocalists

- Extra-sharp photos of your acts needed.

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

Please insert the above ad...

NAME:
ADDRESS:
CITY:
STATE:

Copyrighted material
**LETTER LIST**

**MAIL ON HAND AT**

**CINCINNATI OFFICE**
2160 Patterson St.
Cincinnati 22, O.

**Parcel Post**

Cable, M. - Nona B. Mitchell, Kentucky, May 31.

**Alabama**


**Arkansas**


**California**


**North Carolina**


**Nebraska**


**Ohio**

Almoguera, John, Cleveland, May 31.

**Oregon**


**Tennessee**


**Texas**

Avery, M. W., Austin, May 31.

**Wisconsin**


**LETTER LIST**

**MAIL ON HAND AT**

**ST. LOUIS OFFICE**
300 Arcade Bldg.
St. Louis 1, Mo.

**Parcel Post**

Sellers, Fred W., May 31.

**Selling**

Kuebinger, R. W., May 31.

**Transit**


**TOWING**

Stahl, F. W., May 31.

**WRECKING**

Leaf Opens Plant in Ireland

IRISH CIVIC and business dignitaries gather at the recent opening of Leaf Brands' new plant in Kilcock, County Kildare, Ireland. The new Leaf subsidiary is already in full production, turning out some 1,000,000 pieces of bubble gum daily, mostly for overseas shipment. The 16,000-square-foot, $450,000 factory building will employ from 100 to 200 Irish workers daily.

RIBBON-CUTTING ceremonies at the Leaf Irish works are presided over by (left to right) Minister of Posts and Telegraphs, M. Hilliard; Leaf executive Sam Shankman, former Lord Mayor of Dublin, Robert Briscoe, Marshall Leaf, and Leaf's Belgian distributor, Georges Charlier. Leaf will be shipping products into Europe, South Africa, Australia and Canada.

FIRST SHIPMENTS of bubble gum are examined by Georges Charlier, Marshall Leaf and Alphonse Don Oudan, Leaf oversees sales manager. Leaf air conditioned the entire plant to overcome one of the chief problems of Irish candy-makers—a wet climate. Leaf will have major freight savings and tax advantages with the overseas plant.
DENVER CITY COUNCIL RATIFIES
BULK VENDING LICENSE CODE

By Bob Latimer
Denver — After nearly six months of study and legislation, the Denver council has come up with a set of license regulations covering the bulk vending throughout the community.

As part of a series of six meetings, the new license fee schedule calls for some highly unusual provisions. First, any operator of 1-cent machines who owns less than 10, will pay a flat $20 license fee, plus $20 for each additional employee. In addition, each 1-cent machine operator will pay an initial license-application fee of $10, which will permanently license him for business in Denver.

Where the operator has more than 20 machines, the yearly fee will be $50, plus $20 for each additional employee. Since the owner is not considered an employee under the new licensing regulations, the charges will amount to $20 per employee, whether he is a store owner or not.

Other Provisions
In the category of machines vending at from 1 cent to 9 cents, the operator who has less than 10 machines will pay the same $20 per year, plus $20 for each employee. Where he has more than 20 machines in this 1-cent to 9-cent category, the operator will pay $20 per year, plus $20 for each additional employee, and the $10 initial application fee.

The same $20 per year will apply to operators vending in the 9-cent-on-up category, providing that the routes do not comprise more than 20 machines. If there are more than 20, however, the license fee jumps to $120, plus the $20 per year for each additional employee, and the $10 original application fee.

Operators of more than 20 machines in the 1-cent-to-9-cent category will pay $100 per year, plus $20 for each additional employee, and the $10 initial application fee.

Promulgated by the management and planning committee of the city council, these new revenue-raising license fees have not brought a storm of protest from Denver bulk operators, according to Jap Shanlon, young Denver operator who sat in on two of the sessions.

In order to help the committee members obtain a clearer understanding of the problems of the bulk operator, Shanlon brought his books along, which were studied with interest by council members. This undoubtedly helped to counteract the impression of high profits and easy income which many people share, Shanlon believes.

One of the obvious outcomes of the new license fee system will be the decision of small store owners who own one or two penny vending machines to do away with them. A grocer, for example, who has a single bulk gum machine alongside the cash register in his store is not likely to be willing to pay a $20-per-year fee, plus a $20-per-year fee, amounting to $100.

New Spots
Since the license costs will be the same for any number of machines and up to 20, the Denver board would have to expand its vending operations tremendously, or drop them altogether. Most Denver bulk operators believe that this will open up hundreds of new spots throughout the city, as location owners who have owned a few vending machines decide to let the operators have the spot instead.

"There is no question that many store owners who have one or two machines will simply give it up," another Denver operator said.

"There is also a possibility, of course, that some sort of provision for the small operators, who are not independent store owners may be brought into the picture. However, there have been no concrete plans in that direction."

Definitely concerned with the new action have been large supermarket chains who operate their own machines, such as the 25 Miller Supermarkets in Denver. These big 57,000-square-foot stores own as many as 10 or 15 vending machines operating at each location, a situation which will require a $20-per-year license fee, plus the $10 original application fee.

Complicating the issue some-what will be the "$20 for each additional employee," since in most of the supermarket chains the job of loading the machines with fill, removing coins and maintaining... (Continued on page 92)
Eppy Features Scale in Deal-of-Month Promo

NEW YORK—Samuel Eppy & Company's "deal of the month" plan for January features a free bathroom scale as bonus along with the purchase of 5,000 "Twenty-Five" gimmick mix charms and 10,000 Series 10 vacuum-metalized color charms.

The package is the fourth in a line of new deal-of-the-month promotions introduced by the firm in December. The first three deals featured a man's or woman's watch, a forty-eight-hour trip with the purchase of a certain specified charm package.

The scale featured in the current Deal No. 4 is a Destaco model, priced at $7.95. The charm included in the purchase deal cost a total of $562.50 cash, Jamaica, N. Y., with the order expiring January 31, 1966.

The Series 10 color vacuum-metalized fill charms are priced $2.50 per 1,000. The Twenty-Five gimmick mix charms are priced $7.50 per 1,000 and include such items as toy furniture, bugs, false teeth, four-leaf clovers, space ships and watches.

Beads Big Draw Notes Denver Op

DENVER — Frank Thorvald, operator who has some 600 locations in Denver and Colorado Springs, is reporting excellent success with pearlescent oval beads. Thorvald is featuring them in his multiple-machine locations in Denver drug stores and supermarketers and other traffic points with a high volume of children.

Some of the glass front of each machine suggests the oval beads, point them out with red arrows, and urge Denver youngsters to grate necklaces from "head to toe."

LEAF BOWS 210 COUNTER ROYAL CHERRY GUM

CHICAGO—In last week's issue of The Billboard, a series of errors, caused in no small part by the short New Year's weekend, helped garble a story about a new Leaf Brands product.

It was erroneously stated that the firm was introducing a "125-cent cherry bubble gum." The item Leaf is actually introducing is a new Royal Cherry Ball Gum, a companion piece to the 100-cent Royal Cherry Gum.

Rake Coin Machines Store 204 Spring Street
Philadelphia, PA

SAY YOU SAW IT IN THE BILLBOARD!
Stereo Juke Box Progress Report—Ten Markets

New York Report

By REN GREVATT

Juke box stereo is moving ahead here due to a number of factors, but it is doing so with little genuine enthusiasm being evidenced among operators. This is the early 1960 pictures brought out thru interviews with representative ops in this city.

Reports here indicate that much of the current new equipment buying is being concentrated in stereo boxes. Morris Rood, speaking for Rayon

Williams Ships Golden Gloves Five-Ball Pin

GOLDEN GLOVES

CHICAGO—Golden Gloves, a new single-player five-ball pin game with a boxing theme, was shipped in distributors last week by (Continued on page 85)

Stereos, local AMI outlet, said that fully half of all new units sold thus far are stereo. At Atlantic New York, Parkoff distributor, the wood from Meyer Parkoff is that his company is selling only stereo equipment. While Seeburg is still manufacturing monaural phonos, but Atlantic is not ordering any new. The belief is, according to Parkoff, that the industry has a 100 per cent stereo future.

Operators are approaching the matter with thoughtfulness and caution. They are aware of the fact that certain fringe benefits such as better splits, consolations, etc., once might have been available, they are no longer to be found. Today, much of the thinking on stereo is geared to the element of competition. Very simply, to stay competitive, you have to put in stereo in some spots. If you don't offer it to the location owner when making a new installation, somebody else will and you will lose the spot.

Most operators already have limited amounts of stereo equipment on location. But the unpleasant facts of life are simply that stereo has not apparently made any consistent difference in the take. Here again, a sort of reverse psychology works. "Let's say that for the moment, the revenue from a stereo box is on a level with that of the (Continued on page 74)
MEN WHO KNOW
PUT THE "K" IN NOW

5 new models smartly uniform in styling but with distinctive differences to meet your specific needs

YOUR King OF PROFIT

from AMI

and its family of distributors in the United States and Canada

AUTOMATIC MUSIC, INC.
Affiliated with Automatic Canteen Company of America
1500 Union Avenue, S.E., Grand Rapids 2, Michigan, since 1909 designers, engineers and manufacturers of automatic musical instruments for business and industry
New York Report

Continued from page 72

monaural box it replaced," says one operator. "But on the other hand, take it from me, the sure tone we might have lost if we hadn't put the stereo in the box!"

Another prominent operator, Charlie Bernoff, said, "At one of the chain points Bernoff, noted that adding stereo equipment is more of an expense to the operators than might at first be supposed, an unexpected and possibly an unfortunate guarantee of any early increase in over-all take.

"You pay about $100 extra for the stereo unit," Bernoff said. "But with the sort of stereo unit required here, the network's, the network's scheme is to charge you for the difference in cost between this stereo unit and the one in which your space is located. That means you are guaranteed to have a completely changed sound. It becomes quite a service and installation problem that can't be neglected too lightly.

Bernoff also expressed the belief that stereo is more necessary for the small box operator, particularly in the New York City area. The locations are nearer and when they disappear they disappear right away. It would be impossible to keep housing, they are not being replaced," he said. The real answer for the operator today is diversification.

Juke boxes are not enough, stereo or no stereo. The operator must have games, cigarettes, even a restaurant but he must have stereo.

One bright note sounded by Meyer Parkoff was cost. He noted that they were thinking of launching a stereo 330 rpm disc, announced earlier this year. Parkoff felt that this could be a great impact on the stereo market. He noted that it would increase the profit margin and would become an important factor in the coin-operated phonograph field.

Some operators indicated that machine owners in general appear unimpressed in stereo. Many seem to feel that stereo could cost them business, as 300 rpm discs have never been tried before and the Stereo Commission has reported that in some of his stereo boxes there is a mutton of what to do. Others say that stereo has not been taken up by 25% of the public. Furthermore, Forrest concedes the possibility of a better commission payment through stereo, also he operates on a guarantee basis.

"And it definitely helps to get into a location," he said. "It's a matter of show business and if you don't have the stereo you're out of it. Stereo is a necessary tool, if you want to get ahead, you must have it."

The opinions of these operators seem to voice the sentiments of management. The presidential minds are in stereo, they dislike having to pay the extra money and make the specialized installations, but so much is said and written about stereo they feel that the right thing to do when buying a new machine is to make the move to stereo. For years, they do not have any doubts about stereo being here to stay.

Hartford Report

By ALLEN M. WIDEMAN

Connecticut distributor sales to operators of stereo juke boxes have increased for the first time in a year by whopping 95 cent per box in 1959.

In a "Worx," said Paul Rechthauer, president of the Connecticut Coin Machine Operators' Association and partner in the Capital Reliable Game Co., "It is in Connecticut where we have found tremendous public reaction to stereo.

Philadelphia Report

By JOSEPH KLEIN

With the scant exception, Indiana distributors and operators feel that the age of stereo is here and that it is here to stay.

Some operators report that over 90 per cent of their new purchases are in stereo equipment. Others say they will be 100 per cent when and if they start buying.

Some distributors insist that stereo has attained a loyal 50 per cent of their total sales volume. Others are confident that in time "that's all there will be." At Calderon, of the Calderon Distributing Company, they feel that stereo will eventually change the entire make-up of the market.

He feels that there will be no other type of equipment on sale or on location. The stereo is at steady and stable rate and the big advertising campaign is to not get records. What good is equipment if you can't get records. Another gripe is the cost of the record.

John Speis, sales manager of Carl J. Speis Distributors, Evansville, declared that about 20 per cent of his firm's business is in stereo equipment.

Comparisons with a year or six months ago reflect no upward movement on the stereo trend, he said. "The big complaint is that you can't get theStereo records," he explained.

"But we will be up and running in the next two months and it will become an important factor in the coin-operated phonograph field."

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Rock-Ola's new three way "Tri-Fonic" switch and dual-channel amplifier permits instant conversion from monaural to stereophonic sound at no extra cost to the operator for expensive conversion parts. Because all components for stereo and monaural play are integrated into the TEMPO II phonograph, only extension speakers are needed for stereophonic reproduction. Now you can buy an all-purpose stereophonic phonograph for the same price you used to pay for just a monaural machine.

See What the All-Purpose Rock-Ola Flexibility can do for you!

Before you buy another phonograph, stop in and see your Rock-Ola distributor and get the full story on the 1960 all-purpose TEMPO II phonograph. No other phonograph can match it for all around versatility and field tested dependability. For fuller profits and ease of operation see the new Rock-Ola today.

The All-Purpose Stereophonic Phonograph

Available in 200 or 120 Selection Model

Rock-Ola Mfg. Corp.
5855 N. Western Ave.
Chicago 34, Ill.
CONSTRUCTION CONTINUES on the Guthrie Memorial Hospital in the western suburbs of Chicago. Ground was broken in June, with completion set for the spring of 1961. Nearly $2 million of the $2.75 million project has been spent. The hospital is the dream of David Guthrie, prominent coin machine manufacturer, who contributed $750,000 for the hospital. Assisting Guthrie in the drive are his son, Alan; his brother, Nathan, and his son-in-law, Jud Weinberg. The 120-bed, non-sectorial hospital is being supported by civic, religious and business leaders.

Pa. Multiple-Coin Ban in Effect

By GEORGE METZGER

PHILADELPHIA — The ban against multiple-coin pinball machines went into effect in Pennsylvania on January 1 as scheduled without any action being taken on an appeal to the State Supreme Court for an injunction.

Attorneys had asked the tribunal for an order restraining the attorney general from confiscating and destroying the machines which were termed "gaming devices" and ruled illegal by the State Supreme Court on November 24.

But the high court did not act on the petition, and law enforcement agencies started to move against the multiple-coin equipment as of the January 1 deadline set by Atty. Gen. Anne X. Alpern.

Single-coin machines or multiple-coin machines which had been converted to single coin play (one coin per play) were not affected by the ban.

Anthony Cavalcante and Jacob Kleinman, attorneys representing the coin machine industry, had announced they would appeal to the U. S. Supreme Court on the grounds that the State court's decision was "contrary to the state process of law." They claimed that this move authorized Bally would put off the deadline for seizing the banned machines, but Miss Alpern disagreed.

"Since the State Supreme Court ban has returned the records of the case to the Fayette County Court (where it originated)," she said, "I'm free of any restraint imposed by the announced intention of Cavalcante to appeal the case to the U. S. Supreme Court."

Law enforcement agencies, led by the Police, did not lose much time in taking up the ban. They started their drive against the multiple-coin machines right on schedule.—New Year's Day.

Miss Alpern confirmed this while spending the holiday with friends in Pittsburgh.

Some machines were still reported in operation in the State. In Montgomery County, adjacent to Philadelphia, State Police Sp. Frantz Haffey said the banned machines were in operation there.

"But our troopers know just where they are and can begin carrying out the order immediately," he added.

In Bucks County, another county next to Philadelphia, Dist. Atty. Paul R. Becket promised that all outlawed machines would be seized.

Multiple-coin pinball machines have been operating in the county "in broad daylight," he said, and "we will take steps to correct this situation." He added that they were moving the banned machines across the State line into West Virginia. This was reported to be the case in the Harristown (the State capital) and Pittston areas.

The thinking here is probably to hold the machines with the hope that an appeal will go thru to the highest court in the land, but if this tribunal will agree to hear the case it is a point of conscience everywhere in Pennsylvania to move in on the "game circle."

The entire thing started in 1957 when State police raided an American Legion Post in Uniontown, Fayette County, and seized 17 pinball machines. Appeals were subsequently filed and denied by the County Court, State Superior Court and State Supreme Court. The question now seems to be "Will it go to the U. S. Supreme Court?"

SUPER WILDCAT is the new up-right game in shipment by Games, Inc., Chicago. The game boasts 115 ways to score, with score symbols of wildcats, deer, bears, pheasants, ducks and rabbits. Dimensions are: 68-inch height, 28-inch width, 16-inch depth. Shipping weight is 171 pounds.

CONVERTED SINGLE COINS LEGAL IN PA. TILL MARCH

PHILADELPHIA — Multiple coin pinball machines that have been converted to single-coin play will be allowed to operate in Pennsylvania until March 7.

This order was handed down by U. S. District Judge Harold K. Wood on the eve of the State-wide ban against the multiple coin equipment.

Atty. Gen. Anne X. Alpern had announced that all multiple coin machines would be confiscated and destroyed beginning January 1. She made this order following a State Supreme Court ruling on November 24 banning the multiples "gaming devices" and declaring them illegal.

Miss Alpern and other law enforcement agencies had declared that it would make no difference if a machine had been converted to single-coin play, it would still be confiscated. "It only took a couple of minutes to convert the multiple coin machines to single-coin play," the Attorney General maintained. "And, therefore, by the same token, it would only take the same couple of minutes to readapt it back to its original form, which is illegal."

This was filed by Michael Ford, of McAdoo, Schuylkill County, a distributor. He asked that Miss Alpern and other law enforcement agencies be restrained from seizing his converted equipment.

Judge Wood granted the temporary injunction and ruled that the converted machines could remain in use until March 7, at which time the case will be heard on its merits.

Single-coin machines were not included in the Supreme Court's ban, just those in which mere games could be won by inserting more coins. The State claimed this was tantamount to odds.

Ford, in his suit filed by Attorney Jacob Kostman, claimed police had told him that they would seize his machines as of January 1, even tho they were converted, since they were originally part of the State law.

Kostman pointed out that if the converted machines were not allowed, it would cost the industry thousands of dollars in destroying the multiples and also in purchasing all new equipment.
INVITATION

Your Wurlitzer Distributor Cordially Invites You to See and Hear

THE WORLD’S GREATEST MONEY MAKING MUSIC SYSTEMS FROM

WURLITZER

Stereophonic Systems  Monophonic Systems

NATIONAL WURLITZER WEEK • JAN. 11-16

WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK • Established 1886
By OVER ANDERSON
HAMBURG, Germany -- The European common market expects trade bloc tariffs reductions in 1960 to increase considerably its competitive edge over American equipment.

Political figures are unavailable until firm decisions are announced on tariff reductions, but some European producers believe the prospective tariff cuts may enable price reductions of as high as 20 percent.

Many factors remain to be clarified, but the general outlook in 1960 is for trade bloc-inspired price cutting.

General factors are:
1. Straight tariff reductions.
2. Reduced raw material prices resulting from tariff cuts.
3. Production and sales advantages stemming from the creation of the trade bloc mass market.

Obviously, it will take several years for the mass market visualized in the trade bloc schemes to be achieved. But producers are predicting that even in 1960 they will begin experiencing first-echelon rewards of a mass market.

What is certain is that one effect of the common market in Europe, in 1960, will be arrayed under the banner of a trade bloc. Therefore, the European Economic Community or "Common Market" in France, Germany, Great Britain, Belgium, and Luxembourg.

And now arranging is the rival line-up of the European Common Market Six and the EFTA, the competitive situation among these nations.


coin Machine exports

October, 1959

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Oct. Exports Barely Top $1 Million

CHICAGO—U. S. exports of juke boxes and coin games continued their gradual downward trend in October, 1959, just nailing a bit above the $1 million volume level. The total value hit $1,152,343 on 3,776 units, compared to $1,560,289 on 4,777 units in September.

The trend to slower export business for U. S. coin firms appears to be continuing as production has been pronounced as foreign producers in- crease their efforts in juke boxes and games, and trade within the European countries is made more competitive.

U. S. Department of Commerce figures show that there was a slight drop in trends through the months ahead, and the 1959 totals will almost surely be behind 1958's near $25 million level.

New United British Distrib...
Boston Report
Continued from page 74

In a new series, Albert H. H. Revens, of WQAM in St. Louis, reports on "Stereographic Stereo: Well-Around Stereo Operators"

**Stereo Operators in Other Markets**

Stereo operators play a critical role in the stereo industry, as they have to be able to judge the quality of stereo sound and ensure the best possible experience for their customers. They are the eyes and ears of the stereo industry, and their opinions can make or break the success of a new product or technology. In this article, we will explore the role of stereo operators in the industry and examine some of the factors that influence their judgments. We will also look at some of the challenges that stereo operators face and discuss how they can overcome them to provide the best possible experience for their customers.

**Stereo Operators in Other Markets**

Stereo operators are not just limited to the big cities. They can be found in small towns and rural areas as well. In these areas, stereo operators often have to serve a larger and more diverse audience, and they have to be able to juggle multiple responsibilities. They may have to sell stereo equipment, repair stereo systems, and provide customer service all in one day. Despite these challenges, stereo operators in these areas are able to provide a unique and valuable service to their customers.

**The Future of Stereo Operators**

As the industry evolves, stereo operators will continue to play an important role in shaping the industry. They will be the first to test new products and technologies, and they will be the ones to provide feedback to manufacturers. In addition, stereo operators will play a vital role in educating consumers about the benefits of stereo, and they will be the ones to help consumers make informed decisions about their stereo purchases.

**Conclusion**

In conclusion, stereo operators are a vital part of the stereo industry. They are the ones who make the difference between a successful stereo system and a failed one. They are the ones who provide the best possible experience for their customers, and they are the ones who help drive the industry forward. As the industry continues to evolve, stereo operators will continue to be an important part of the stereo industry, and they will play a vital role in shaping its future.
Oklahoma Report

- Continued from page 79

potential, stereo equipment has been slow to catch on, Oklahomans report.

There are currently only around 25 stereo installations in the city, a distributor recent reports. Most of these have been installed by three opera
tors, each of whom has used the stereo equipment to catch new locations.

The Sooner operators for the most part have adopted a “watch and wait” attitude, distributors indicate, preferring
to assess the results accomplished by other operators before investing in higher priced stereo equipment.

To date, the results achieved by those who have stereo locations have not been outstanding enough to warrant a “big switch” in phonograph equipment, the average operator reports.

Collections have increased only slightly, most operators report, many smaller amounts to more than 5 cents greater overall on the most expensive of stereo equipment over standard-hi-fidelity phonographs. There are exceptions to the rule, of course, such as Bev Music Company’s putting stereo installations in pool of clubs.

The Sooner doubled in one spot which maintained a quiet men’s club atmosphere, and by more than 25 cents per slot.

Leading phonograph operators such as A. Atkins Music Company, Modern Music Company, Boyle’s Music Company, Car Music Company, and Jet Music Company, are all currently experimenting with stereo, but to date have not found the new development necessary in order to obtain top collections. The general attitude voiced by spokesmen of each firm was that while most operators and location owners agree that stereo is more pleasant to listen to than standard high fidelity, the extra cost puts it on a “luxury” level which certainly isn’t necessary at the average spot.

Some firms, in fact, have found that location owners are in direct conflict over the question, pointing out that “most of my customers don’t pay any attention to the music anyhow.”

The Dickson Distributing Company, Seeburg distributor in Oklahoma City, reports things “on the upgrade but slow” where stereo is concerned. Sales have been adequate, considering the price resistance, the fear of many phonograph operators that the more complex equipment will increase their service expenses without bringing in a compensating additional flow of income, etc.

The Dickson Company has held several demonstrations for Oklahoma City juke box operators, who acclaimed the purer sound reproduction—then failed to buy.

Contacts with half a dozen sources indicate that there has not been a single instance in which a location owner had “held out” for stereo in dealing with juke operators. Most of them feel that the public, by and large, hasn’t “gotten overboard” for stereo to the point that it is a major issue with them.

Denver Report

By Bob Latimer

Even the stereo phonograph installations have been highly successful whenever they have been used, the Denver phonograph circle confirms.

There are only 13 stereo installations in the Colorado capital to date, representing only one in eight major phonograph operators; three new firms and two by another. Leading the parade has been the Century Music Company, who, according to Frank Huber and Glenn Pierce, Modern Music has two, and most of the remaining firms have installed stereo equipment somewhere along the routes to study the over-all results.

While most operators agree that stereo does everything claimed for it, most of them feel that the difference in thc cost of the equipment is not justified by a similar increase in collections. There are exceptions, of course, but for the most part the typical Denver operator feels that “the public doesn’t appreciate stereo enough to play the box more.”

One exception, of course, is Frank Huber, of Century Supreme, who, in himself, somewhat of a


great deal of popularity in stereo installations. Huber was already experimenting with stereo long before

(Continued on page 80)

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435 Miss America

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Carnival Queen

500 Show Time

$7.50

Beach Time

240 Big Show

Sun Valley

165 Key West

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WORLD FAMOUS EXPORTER

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GIVE TO DAMON RUNYON CANCER FUND

New Lucky Horoscope

(Continued on page 80)
Penny Tax Hike Plagues Michigan Cigarette Ops

DETROIT—Michigan cigarette operators had to make some fresh adjustments last week with the imposition of a new 1-cent-per-pack tax by the State.

The measure is a stopgap in the State's emergency revenue bill, but it is generally felt that a tax once imposed is virtually never removed.

The general result is a force return to the old and knowledge practice of "pennying." Cigarettes were generally selling at 30 cents.

Operators were unprepared to meet the changeover since they were assured the latter part of December that there would be no cigarette tax increase by legislators.

The first of the tax refunds or "unwelcome surprise passed in a matter of hours as a last-minute compromise between legislators and Gov. M. Williams to save the State from further fiscal woes."

"Ops Meet"

Cigarette operators met and reviewed the situation, but no concrete policy was set by the association.

Each operator must now make his decision as to how to meet the tax increase, be it to raise his price, to discontinue a line, or to search for a new method of reducing the price.

Typical was the decision of Beno Kos, vice-president in charge of vending for Howes-Shoemaker Company, perhaps the largest operator in the territory, to raise prices from 30 to 33 cents across the board, increasing the operating amount required in the machines from 30 to 33 cents, and putting three pennies in each package.

This policy, being followed by operators generally in the territory, is an increase of 2 cents in net price and has an undesirable public relations angle in that it appears to increase the prime cost to the consumer a whole nickel since the average person tends to look upon pennies as almost useless coins today.

"Pennying Cost"

Pennying itself is proving an important source of additional expense.

A. Additional labor and equipment are required.
B. Handling pennies slows operations in several phases of the daily routine.
C. Increased fees are required for armored car service for handling the pennies.
D. The actual insertion of three pennies is a laborious and slow process that the technique used some years back of inserting only one or two.
E. Three pennies often prove too much for the cabbage wrappers, and there is a risk of premature or splitting of cabbage resulting.

The outlook is further discouraging, Ross says, because "we anticipate a drop in volume because of the increased cost at retail to the public."

Supers

In one important volume area, the price is still 30 cents in super-

market installations.

"This brings us closer to the over-the-counter price," explains Geno Fontana, of Fontana Bros., large operating firm specializing in this field. He refers to the selling price in counter sales by major drug chains, considered directly competitive with supermarkets. In the drugstores the price is 27 cents for regular packs and 28 cents for king size and filters, 1 cent higher in each case than the former prices. Incidentally, vending operators adjusted their concessions in this field with the rise in prices.

"AMI BOWS KIT FOR 33 SINGLES"

CHICAGO—AMI is introducing a kit to market its current model K phonograph to play the new 33 rpm singles intermixed with the phonograph's standard fare of 45 discs. Although not officially set, the price is estimated at under $15. Details will be simple, and easily adapted to the current line. This will provide for insertion of 33 singles in the J and K button portion of the selection panel, allowing 20 records or 40 selections at the 33 speed. The number of selections will also be capable of being increased in multiples of 20.

WE HAVE THE FOLLOWING BINGOS

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Prices $0 & up on board at Port of Baltimore
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CIGARETTE VENDOR
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Terms: 1/2 Deposit Required

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AMERICAN RADIO HISTORY

NEW POOL TABLES

-most dependable for 1960!

25 ways best for performance, appeal, profits!

When answering ads... Say You Saw It In The Billboard
Role of Tariff Cuts in Trade

Continued from page 78

trade blocs reduce their internal tariffs they will proceed to erect common tariff walls against the outside world. The extent and precise nature of tariffs remain in doubt, but the trend is clearly in this direction.

Some idea of the problem facing U.S.-based coin machine produc-
ers is suggested by the difficulties already encountered by trade-block concerns. Take automo-
tiles, a fair example and a produc-
tion item with fewer complications than coin equipment.

Next July, the Common Market Six and the free trade area Seven cut duties, each within its own trading circle. The Seven will drop the tariff on British cars entering Sweden from 15 to 12 per cent; and 70.50 will be abolished entirely.

But the 15 per cent on German cars will remain, as matters now stand, because Germany belongs to the other trade club—the Common Market. And, of course, the Swedish tariff will remain on American cars, which currently already are free of a rough time in the world export market from European small-car competition.

German car producers can expect more competition from their own bloc—on car sales in Holland, Belgium, and Luxembourg—and the British can expect tariff discrimination. But any balance is impossible to strike on such a scale.

To illustrate, British cars will have to meet competition from increased production in other countries belonging to the EFTA Seven. But German producers will be battling stiff competition from car producers in France, Italy, and American concerns based in Belgium and Holland.

A somewhat similar situation prevails with respect to con-
tinental equipment. Aside from limited British production capacity, there is no coin machine production industry in the Seven. But the German, if locked into the Common Market alone, undoubtedly would demand the same tariff within limits, but against comp-
titute produces in France, Italy (where Wurlitzer is now based), Belgium and even Holland.

All these myriad factors—some firm but most of them still hazy—are entering into the price-structure assessment of European producers.

Here in Hamburg, a major coin machine production center, there is a constant procession of trade deals—clashes, incidentally, in which all involved will emerge losers.

This pessimism undoubtedly is influenced to substantial degree by Hamburg's own search in the middle position between the Six and the Seven. But it also has solid grounding in a palpable econom-

ic fact.

In a memorandum to Chancellor Konrad Adenauer, Edgar Engle-land, Hamburg's deputy mayor and director of commerce and trans-

port, has just spelled out the city's fears.

Engelhard warned the chancellor that Hamburg, as a leading port and an industrial center, can expect to pay—and pay dearly—if the EFTA and EEC collide.

West Germany's four coastal States (Hamburg, Bremen, Lower Saxony and Schleswig- Holstein) handle the bulk of West Germany's trade with the EFTA area. About 75 per cent of the combined Hamburg-Bremen foreign trade is conducted with countries neither included in nor associated with EEC.

"Unless links are forged between the EFTA and the EEC to forestall mutual discrimination, North Ger-

many's traditional trade relations will be damaged and even destroyed," Engelhard warned the chancellor.

Hamburg, as a traditional center for trade with North America, is acutely sensitive to the emergence of factors likely to affect this cen-
ter.

Thus, the Germans are gird-
ing for a fight, while it means grafting for price shal-
king. In this connection, the observation of Wurlitzer's Edgar J. Baker, president of the Music Operators' Association of Mas-
sachusetts, have commented close study in Germany.

Baker, after a tour of major European centers, concluded that there is no ground for American business to ride in exporting prices and gains to Europe. His report is accepted here as a know-
ledgeable estimate of the European and American situation.

The Massachusetts operator executive pointed out to a German phonograph selling for between $600 and $650. It is his opinion that Europeans and "buy German" because of the price edge, even be-

fore they are given American equip-
ment from their own distributors. Baker pointed out that the Ger-
mans are even now shipping jokers to the U.S.

Baker believes that the ap-
nproximately $1,000 price differ-
cential, which discourage the purchase of Amer-
ican machines by German joke operators, will be elimi-
ated if the EFTA and EEC can be negotiated.

But at the same time he foresees the develop-

ment of a new market for U.S. equipment in the Orient, Latin America and other areas where freight charges will be less than in the Common Market. The Germans, too, are cast-
ing a covetous eye east and west to the Orient and Latin America.

As Baker has stated, the decisive factor in these hopes is shipping charges. To be competitive, the Germans must bring their prices down still lower, and this, thanks to the Common Market, they hope to accomplish.
Denver Report

Continued from page 80

It became available in the juke box form, and he felt that in de luxe locations, particularly fine restaurants, fine cocktail lounges, etc., that it would definitely pay. Experience has proven him right in most instances.

However, Huber admits that in the typical noisy tavern or beer parlor, "the customer did not come with the idea of attending a concert," and needs only some good music as a background to enjoy himself. Whether or not it is reproduced on a stereo basis is unimportant, and usually "the tavern customer won't appreciate the difference."

All operators agree that stereo has some definite value as a means of obtaining new locations, since almost any location owner, no matter what type of spot he operates, is reasonably familiar with the new development in sound and usually wants it in his spot. However, he isn't willing, as a rule, to make any sort of concession or split adjustment to compensate for the higher cost of the equipment if the collections remain the same. The result has been a somewhat aesthetic outlook on the part of the usual operator.

One leading operator with more than 225 machines operating in out and downtown Denver has installed only one stereo box; this is a continental-type restaurant which features a quiet, subdued atmosphere along with top-quality food. Here in what appeared to be the perfect location for a stereo phonograph, collections did not increase by more than two or three percentage points in the space of a whole year—evidently there was an aggressive selling drive on stereo in the form of menu fliers, suggestions by waitresses, etc.

"Can you blame me for conflicting my stereo operations to one box?" was this operator's question.

Distributors in general have found the stereo question agitating. As much as most have sold for stereo phonographs for use in other Colorado cities than they have in Denver. In Pueblo, a city of only 100,000, some 113 miles south of Denver, there are more than 30 stereo installations in use, and in Colorado Springs, which has only 75,000, there are around 25 successful stereo spots.

Big Denver, near the half-million mark, on the other hand, has only 13 at present. Distributors feel that it is probably the wider choice of entertainment available to the residents of such a large city like Denver, which de-emphasizes the importance of the juke box in the neighborhood tavern. Certainly, cocktail lounge and tavern patronage has gone down sharply in the last two years in most Denver spots, and this, of course, has had ill effects on juke box collections.

Draco Sales Company, with a real stereo expert in the person of Leo Negrri on the payroll, has made most of the stereo installations to date in Denver, all carefully engineered on the theory that "one disappointing job would kill the market." Good, reliable engineering has had a lot to do with the fact that Draco Sales has been reasonably successful in this new field.

Other distributors have sold only a trickle of stereo phonographs despite full-blow sales programs aimed at the market. Draco Sales, a Warner distributorship, has been thoroughly encouraged by the larger number of stereo boxes which have been sold for use in Southern Colorado communities, according to operating manager Mike Savio.

The principal objections of operators to date to stereo phonographs have been primarily the high price, higher maintenance cost, more complex circuits and channels to deal with and, of course, the always troublesome reliability of hit records on stereo disks. "It may work out well elsewhere, but in Denver there has not been sufficient difference" seemed to be the consensus.

...in this corner...your best choice...

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THE WINNER!

a new champion that is bound to win for you!

Hitting targets or rollover buttons score knockdown.

4 KNOCKOUTS
Hit six targets to score 1 Knockout

4 KNOCKOUTS
Life center hole to score 1 replay

5 KNOCKOUTS SCORE 2 REPLAYS
LITING word "GLOVES" twice 2 bottom followurs to score 1 replay

MATCH FEATURE: Matching last number in score to a red star that appears on backgine when game is over scores 1 replay!

115 WAYS TO SCORE
1,000 FEATURE

COIN DENOMINATION OPTIONAL

SUPER WILD CAT

NEW PLAYER APPEAL

LOCATION TESTED

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HEIGTH—54"
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BE FIRST . . . SEE FIRST for Chicago Coin's BULL'S-EYE DROP BALL
a fast play-Turning Ball Action—Ball and Timing—High Score Features
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Valley 2-PIN POOL
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COLUMBUS GALLERY
EVERY TYPE OF MACHINES
with any games

Keeney Anderson Amusement Company, Erie, Pa., installs its
first store juke unit—a Rock-Ola Tempo II Model 1478. In Tim
and De's Tavern, Erie. Surrounding the new juke are, left to right:
Jack Barabash, Rock-Ola Manufacturing Corporation service
manager; Al DeSous, co-owner of Tim & De's; Mike Anderson,
sales manager of Mickey Anderson Amusement Company; Ronald
Gardner, bartender at Tim's and De's, and Jerry Anderson, service
manager of Mickey Anderson Amusement Company. Andy Timko,
co-owner of Tim and De's, was absent at the time of the photo.

Show New AMI
Seeburg in Hub
BOSTON—Two local distribu-
tors held week-end showings for
new Seeburg and AMI machines
this week. Tormat Automatic
Sales Corporation held a showing
and open house at its plant at 40
Walsham Street here, for the new
Seeburg line. Atlas Distributors, Inc., of 1024
Commonwealth Avenue, displayed
a complete AMI line of five stereo
and monaural machines during the
week with an open house and door
prizes for attendees.

Keeley Starts
2d Run on Pin
CHICAGO—J. H. Keeley &
Company last week began its
second production run on Hi-Straight,
a new five-ball pin game with a
poker score system.

BUY
Bally FOR
TOP EARNINGS
IN EVERY TYPE OF LOCATION
EVEwHERE

NEW 1960 WURLITZER

BEYOND Chicago

FIRST
COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
GIVE TO DAMON RUNTON CANCER FUND

Watch free-spending crowds compete
for HI-StraIGHTS and HI-HANDS
as card symbols shuffle on the
backglass of

Keeney's
HI-StraIGHT
Location Tested, Profit Proven 5-Ball Game

See these money making features:

• HI-SCORE up to 10,000,000.
• 5 individual playing cards shuffle on backglass as
  player tries for a Hi-Straight hand.
• Players draw cards on backglass as balls hit
  rollarows.
• Hi-Straight in any order inbes 6 special-
  rollarows to set up special scoring
  opportunites.

IT'S FAST!

Everyone agrees—it's the best
5-ball in any year!

Install
Keeney's Hi-Straight
It's your best bid for real winnings. Your
5-ball distributor has it or
and can get it for you.
SALESBORDS
COIN-OPERATED
E. C. WALLIS MFG. CO.
2523 Sample Ave. St. Louis 12, Mo.

WE HAVE
BINGOS, MUSIC & ARCADE EQUIPMENT
Here are the prices:
All equipment cleaned & checked
Big Tip $5.00
Gum Tip 50c
Back Beauty 55c
Big Show 60c
Rack Show 60c
Gio's Show 60c
Mirror Rack 60c
Snow Time 80c
Toy WW 60c
Miss America 150c
Sun Valley 150c
Cypress Garden 165c
The Cine Corner 75c
Leo Rands 75c
Midget Monna 95c
Around the World Trapper 225c
DIY Shooting Gallery Complete with compressor & gun
Bear Siles 200c
Back-Up 148c Steve, new in case $6.50
Back-Up 148c Iowa, 120 gal. 675.00
Back-Up 148c Deluxe, new in case 775.00
Back-Up 148c Deluxe, new in case, 675.00
Back-Up 148c Deluxe, new in case, 775.00
Back-Up 148c Deluxe, new in case, 775.00
Back-Up 148c Deluxe, new in case, 775.00
Back-Up 148c Deluxe, new in case, 775.00
ALL MUSIC FULLY RECONDITIONED

SCOTT CROUSE CO.
Distributorship 6-7712
Exclusive Dist. for Bally in Pa., N. J., and Delaware.
Branches: 1101 Pilgrim Ave., Scranton, Pa.

THE BILLBOARD
COIN MACHINES
85

'Silence' Is Main Theme

The idea was good enough for the students to see the
economic possibilities and come up with the Hush Record
Label Company—no connection with Hush-Hush Records, an
easier Detroit development. And people have been actually
paying out cash for the self-eradicating disks.

The Ciss Theater presentation is a combination concert
and recording session of silence—the theme is carried through.
With comedian Henry Morgan as commentator and master of
ceremonies, titles on the program include: Panorama by
Scory Sales, ABC-TV comedy; a 60-piece orchestra silently
playing "Stars and Stripes Forever"; explanation by commen-
tator Faye Elizabeth of "What a Woman Means by Different
Kinds of Silence"; Paul Winter, disc jockey, playing his silent
collection of "Great Things Left Unsaid by Philosophers"; 65-
voice chorus non-singing "The Ave Maria," accompanied by
20 arps struck by rubber mallets; Russell McLaughlin, dra-
matic critic, with records of his collection of "Famous Piano
From Great Drama," a talk by an attorney on "Judicial Silence,"
and a recording to Tom Dorfman, of WXYZ-TV, of "Silent as a
Tomb," recorded in Grant's Tomb.
The concert was timed to tie in with Silent Record Week—
to follow New Year's Eve.

Wurlitzer Bows

A "six by nine" speaker is enclosed in a metal case and faced with a
perforated bronze grille.
Model designation of the car phonographs are: 2400 for the
200-selection phonograph, 2410 for the 100-selection unit and 2404 for
the 104-selection phonograph.

BUSH DISTRIBUTING COMPANY

cordially invites you to see and hear
the world's greatest hi-fi stereo
money-making music system
the new 1960 wurlitzer
100, 104 and 200 selections
now on display

BUSH DISTRIBUTING COMPANY

266 N. W. 20th St.
Miami 37, Florida
Jacksonville, Florida
Tampa, Florida

21-790

Gottlieb's 2 Player

SEVEN-SEAS

Twin Double Bonus
Attracts and Holds Players!

Here's a game that can really give your profit picture a lift! Twin double
bonuses enable players to make super scores throughout the entire game.
Holds player's interest right down to the finish... has real "play-in-o'clock" appeal. See, play and order SEVEN SEAS at your distributor today!

- Twin double bonus holes score up to 300 points
- Targets and rollovers advance bonuses
- Five light-up snap-action pop bumpers
- Four alternating light rollovers score 50 points
- Match feature + 5 or 5 ball play
- Coin-box with locking cover

Gottlieb & Co.
1146-58 NORTH KOSTNER AVENUE CHICAGO 31, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!
Gotham Operators See New Seeburg Line at Atlantic-N. Y.

NEW YORK — Atlantic New York held its showing all this week here of the colorful new Seeburg line of phonographs and other diversified vending equipment. A number of operators partook of the showings and the spread of refreshments—both of a solid and liquid variety, offered by Messrs. Parkoff, Kaye, Prutting et al.

Bill Prutting, recently named sales chief of Atlantic, who replaced Jack Gordon here, told The Billboard that operator response to the Seeburg-developed device which allows for the use of both 45 and 33 1/3 r.p.m. stereo discs was excellent. One unit has already been sold and is on location. Units demonstrated at the showings included the new Seeburg 160, 140 and Wall-O-Matic 100 boxes. Also on view was the newly housed new Seeburg 1000 background music system, which employs nine-inch discs which play at the low speed of 10½ r.p.m. Non-musical units displayed included a drink vender, two coffee bars and a cigarette vending machine.

Parkoff had employed tried and tested tactics of show business over the past month. He was seen in his office under cloaks. When ops would call, he would lift a section of the cloak on the various models to what the operators' appraisal. At one point last month, Parkoff had a group of operators literally "jumping around" in excitement. They were so eager to get a look at the new line.

Denver Tax

Continued from page 70

The machines are likely to be delisted and permitted. A spokesman for the Miller Supermarket chain indicated that the Delaware supermarket service man will probably be appointed. He will travel from store to store, with exclusive responsibility for all servicing, placement and machine repairs. Otherwise, the Denver supermarket chain might be presented with a license bill which would make the use of bulk vendors untenable.

The same is true of service station chains, many of which have installed batteries of bulk gain, charm and other vendors in their service stations as a convenience for employees and customers. One Denver chain has over 400 machines on location and will be faced with a stiff license tax, as well as the problem of clarifying the function of employees who are directly concerned with vending operations.

Ops Meet

A special meeting was held by prominent Denver bulk route operators during the foundation period. Included were Charles Floyer, Jay Shannon, William Cohn, and Andy Anderson, of Star Novelty Company. It was proposed that the Denver bulk vending industry appoint a legal counsel, at the height of the license studies, as the program developed, it was found that no serious need existed. Operator Jay Shannon, an enterprising and aggressive young operator with 900 machines, was the spokesman of the industry during the council meetings.

The license costs will, of course, affect bulk vending, and probably will a step to the activities of string operators who have only a limited number of machines. It will also hit the large vending organizations who operate large numbers of machines, and some are finding that their license costs are too high. At this meeting, the license fees described above were considered firm, although they may not be introduced following the first of the year.

SPECIAL PEGAMES—SINGLE PLAYERS:

- Bingo:
- Snooker:
- Snell Box:
- Snell Box:
- Sure Shot:
- Sure Shot:
- Snell Box:
- Snell Box:
- Sure Shot:
- Sure Shot:
- Bingo:
- Snooker:
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- Sure Shot:
UNITED'S 4-WAY Shuffle Alley with All-Player appeal

PLAYERS

CHOICE OF SCORING

regulation

strike

PLUS

flash

or

normal

strike

bonus

SELECT BY BUTTON

ANY TIME

AVAILABLE IN DE LUXE MODEL

WITH TRIPLE MATCH FEATURE

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TEAM-MATE BOWLING ALLEY

NOW AT

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SEE YOUR DISTRIBUTOR

1 TO 6 CAN PLAY

RAPID-SCORING TOTALIZERS

NATIONAL REJECTOR

6½ FT. LONG, 2½ FT. WIDE

SHIPPING WEIGHT 450 LBS. CRATED
THE 1960 SEEBOURG

...AND IT PLAYS
THE 33½ TODAY

strikingly new!
dramatically different!

THE SEEBOURG CORPORATION
CHICAGO, ILLINOIS

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