Format Changes

Cue Sweeter Air Programs for ’60s

Growing Emphasis on Melodic, Easy Listening Disk Approach

BROOKLYN

NEW YORK — The airwaves of the nation are undergoing a change just as it is in the air for the record industry this year, judging by the rash of disc programs new and different from those that are now being played on the radio stations. Whether this is the result of payola or merely the natural evolution of musical popularity cycles, it is becoming increasingly evident that the change will be followed by the sweet sweeping style of radio that was popular in the early ’60s, if radio is to continue its present growth. 

Some free-lance recording men and smaller indie news the new trend with an enthusiasm that will come considerably more money to programs that will be more the taste of the 50s and 60s — the Augsburg orchestra, skilled musicians, etc. The majors, of course, are happy about the whole thing.

Top-40 Shows Drop

Cotter also noted the dropoff in Top-40 station shows, stating, "I only receive one third the number of Top-40 shows for the December 28 issue last year, when all Westinghouse outlets dis-continued them and Poughkeepsie Chry.

The depth of local Top-40 shows was reported by The Billboard in the December 28 issue last year, when all Westinghouse outlets dis-continued them and Poughkeepsie Chry.

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**New Atlantic Pkgs. Out This Week**

NEW YORK—Atlantic Records is releasing two new LP’s this week—“The Rocking Fifties,” an anthology of original hits from 1950 to 1959—and “Giant Steps,” a jazz package feat. tenor saxist John Coltrane, who is under exclusive contract to the firm.

"The Rocking Fifties," (with liner notes on the history of the era's recording industry) is designed to be of interest to record collectors and those interested in new programming ideas. The package features Atlantic's top hit for each year, with two years—55 and 59—spotlighting doo-wop selections. Liner notes are by: 1950, Ruth Brown's "Teardrops From My Eyes;" 1951, Joe Turner's "Chains of Love;" 1952, the Clovers' "One Mint Julep;" 1953, Clyde McPhatter's "Money Honey;" 1954, Joe Turner's "Shake, Rattle and Roll;" 1955, LaVern Baker's "Frolic Away;" and Ray Charles "I've Got a Woman," 1956, Ivy Joe Hunter's "Sinner." (Continued on page 16)

**Ralph Peer, Noted Pubber, Dies at 67**

NEW YORK—Ralph S. Peer, internationally known music publisher who headed Peermusic, Peer International, died of heart problems (age 67) in Los Angeles. Peer, who was 67, was also a noted hurdler, savaging the past two years of the American Centennial Society. Peer's career, even years prior to his death, had already become legendary, for it encompassed pioneering recording and publishing.
**Roosevelt Frowns On Decree Terms**

'Some Improvement' But Not Effect Hoped; New Hearings Possible

**By MILDRD HALL**

WASHINGTON — Rep. James Roosevelt is by no means satisfied with the results of the recent ASCAP consent decree recently signed by FDR and the U.S. District Court. In fact, he has filed a counter-complaint last week (21) that he intends to maintain "in close interest in this very complex matter." Roosevelt said he does not feel the solutions have been accepted.

As chairman of the House Small Business Committee, Roosevelt held hearings in 1954 when the ASCAP was under scrutiny for its distribution, logging and various other practices. Roosevelt is now a small businessman and owner of a publishing house. Document's complaints were found to be warranted and in the memo offered by the Justice Department is in support of needed changes in the decree.

Disenfranchised members are currently protesting the contract terms as unfair to writers and publishers of current and historical songs. These members of the American Society of Composers, Authors and Publishers are also protest the西洋 system under the terms of the ASCAP-run decree that maintains the power of ASCAP to set fees.

**Fox Att'y Charges ASCAP Payolables Statement to FCC Cities' System as Encouraging TV Pay-Offs**

NEW YORK — In a statement to the Federal Communications Commission, attorney for Herbert Cheyette, general attorney of the San Francisco-based ASCAP, it was charged that the ASCAP system of logging and distribution encourages "inappropriate practices" and is remiss in their duties by failing to meet market demands. The memo requests remedial action and asks the FCC to consider effective steps.

The statement refers to various activities in the Telephone and Teletype to support Cheyette’s concerns.

In an explanatory paragraph Cheyette says his attorneys have filed a statement on the FCC for their actions and their action in the Public Interest. It concerns factors in the public interest determining the programming of music on Radio and Television, and its effect on the use of commercial bribery or payola to secure favorable content on radio performances of ASCAP publishers.

On analyzing the ASCAP survey system prior to the signing (Continued on page 16)

**Would Standardize Freible Practices**

MEMPHIS—Sam Phillips, president of Sun Records, has proposed a bill that the industry might establish standards for equal treatment to all, with a fixed rate to cash sales. The suggestion is expected to bring about a better regulation for rights of the publisher and the author. Phillips has given the suggestion to the industry to give a producer a predetermined percentage of fees, then distribute the money into normal cost planning. This may lead to a better adjustment between the parties.

**Fox Appeals to Supreme Court**

NEW YORK — Fred Fox has petitioned the District Court for permission to intervene in the case of Federal Trade Commission v. ASCAP. This takes the case to the Supreme Court. The appeal from Judge Jacobson's denial of a similar request was last week.

This means in essence that Fox now takes the case directly to the Supreme Court. The District Court will decide whether to hear the case or let the Supreme Court decide whether to hear the case. The case will centers on the issue of whether the ASCAP's consent decree is legal under the law and if the court precedent is violated.

**Outlets Cut Off Top 40 Tune Listings**

By BERNIE ASSEL

BURLINGTON — Retail dealers in the city are experiencing what it’s like when the radio stations tune lists suddenly swayed away. First hit was an era.

In the past three weeks, the two dominant stations, WMPS and WIBB, have dropped their lists of quantities of hit charts for record stores. WMPS, the Pleasure Center and top-rated station town is continuing to give two dealers two cardboard copies of the top 40 tunes, but that’s all that’s left.

Gene Plummert, vicerector for programming at Plough, said the new distributions have been a valuable promotional tool but its growing production made it difficult to keep up with the point of diminishing returns. Distributions have also been cut off to the second-rate in Boston and Baltimore.

"I'm sure that these changes are necessary," Plummert said. "The sudden stoppage is expected (Continued on page 16)

**3 Hit Singles Give Top Rank Bumper Sales**

NEW YORK — Top Rank Recorders, known as the "Ninth Wonder of the World," has sold its hits singles in bumper sales over the past month of its existence of less than a year.

The company, which had its first hit a few months back with "Cry," by The Four Tops, is now selling three singles, all more popular. The hit single was "The World's Come Over You." It was recorded in the company's own studio.

The single, which has sold over 500,000 copies, is slowly rising. In addition, a new contract with ABC/Novo has been arranged with a new hit single.

The first single, following their contract with ABC/Novo, will be the label with "Top," known as "The Four Tops." The second single, to be recorded by The Four Tops, has received good reviews from the critics.
MORE JOBS FOR GALS

Sam Phillips Plans
7-Station Radio Chain

MEMPHIS — A new candidate for major status as a radio chain executive is appearing on the horizon.

This week, Sam Phillips, president of the King Records, told The Billboard he would like to become the first full-fledged local of seven radio stations. Phillips actually owns two others — and is known to be negotiating with other local owners for his wider area. His current holdings are WHBI, Memphis, and WILZ, Laredo, Tex.

Both these stations are distinguishable in their own right, as the independently-owned stations are usually considered. Phillips said he would spread this principle throughout his building chain. The chain might make it advisable. In larger cities where dial competition is high,

Phillips said, the all-girl principle gives him an edge by providing an identifiable personality that listeners would all observe a "good music" policy of standards, ballads and, in some cases, Big Band hits. "Some," Phillips said, is not to become the theme of his market. Phillips is said to attract a proportion of the listeners that is not satisfied with hit-oriented programming of top-rated equals.

His new station will have its very aspect, since Phillips owns it is not in his mind at present to re-invent the playing of his own label's discs only.

Phillips said he plans to locate his properties in the South, where there are few opportunities of "big" music programming but a growing market for it. He is on a current search for rundown stations in high population centers that he can improve. (Continued on page page 12)

GAC Sights
On 'Big Band'
Air Targets

NEW YORK — General Artists Corporation is planning selling the Howard Buss is reaching prom- plement. The company is indicating it appears to be beginning a new "Big Band" programming kick by raising its present efforts to a country-wide level. (See story on format changes by Howard Buss in this issue."

Buss, who recently made his own survey of stations to deter- mine the extent of band programming, has ended his re- prints of The Billboard's January 4, 1960 story about the adop- tion of a "Big Band Wax Only" policy by NBC outlets WRV, Philadelphia, and WRCA, New York.

The reprints are accompanied by a company release headed: "GAC Sights On "Big Band" Air Targets."

CARLTON STAFF
Hit Road for
Evans Single

NEW YORK — Carlton Records has announced that Joe Carlson, the hit road start- ing Monday (25) to push the label's recording artist Paul Evans. With the new Evans single "Every Now and Then," the label has been building a national circuit, George Foreman will cover Cincinnati, Detroit, Pittsburgh and Buffalo. Jugge Gage will hit the (Continued on page 12)

15 New Sets
On Am-Par
Jan. Agenda

NEW YORK — ABC-Paramount Records is bringing in 15 new albums this week, led by a new Lloyd Price set, "The Price Is Right..."

The album features Price's seventh album, "The Price Is Right..."

With the new album, which is being released on ABC-Paramount, the label is hoping to build on the success of the previous release, "The Price Is Right..."

Additionally, the new album includes songs that have been Requested by fans and critics alike, such as "Price Is Right..."

The album features Lloyd Price's most successful songs, including hit singles like "Price Is Right..."

The release of this album marks another step in the label's strategy to keep Lloyd Price's music popular and relevant to a new generation.

With the release of this album, Lloyd Price fans can expect more hits from the legend in the future, as the label continues to support his career.

100% EXCHANGE
DEAL FOR CAP
'CARMEN' PKG.

HOLLYWOOD — For the second time in as many months, Capitol Distri- buting Corporation is employing its hit-oriented strategy, but this time it is a completely different album. Capitol has announced an exclusive deal for a "CARMEN" album. This is the second time in as many months that the label has made an exclusive deal with a hit-oriented album.

The announcement is part of Capitol's ongoing strategy to dominate the hit market, and it shows the label's commitment to providing fans with the latest and greatest music. (Continued on page 12)

Mixed Reactions
To Compatible Disk

By BEN GREVATT

NEW YORK — Trade reactions to a compatible stereo record, "Something New," released by Design Records, Belton Recording Studios and Fairchild Record- ing Studios, are varied. A good number of listeners have expressed a great deal of interest, and some have even termed it the "hit of the year." However, others have been more reserved in their opinions. Many have expressed concern about the compatibility of the record with existing stereo systems.

The newly announced system employs what is called the "Uni- Grand" technique, which involves a lateral-vertical method of cutting rather than a purely horizontal system. (Continued on page 12)

Solid Year
For Craft Diskery

NEW YORK—United Telephone Co. has enjoyed a sub- stantial first year of operation, ac- cording to the firm's president, Morton Craft. Craft declared that the company's goal of $2,500,000 rec- oived in the first six months of operation had been surpassed by $600,000.

Currently, the company operates 13 country, including a number of new developments. The company has expanded its operations through the acquisition of new radio stations and the development of new programming services. (Continued on page 12)

Coca-Cola Seeks
Teenener Musical Talent

NEW YORK — A search for young talent continues in the city. Coca-Cola has launched a new nationwide search for young talent to sing its famous jingle. "Coca-Cola — It's the Real Thing!"

The search will be held in major cities across the country, including New York, Los Angeles, and Chicago.

Applications are now being accepted, and the finalists will be announced later this year. (Continued on page 12)

Liberty Sets
All-Out Build
For O'Keefe

HOLLYWOOD — Liberty Rec- ords has been building its label for a while, but this week it has taken a major step forward. The label has announced a new deal with a major artist, proving that the label is ready to take on the big players.

With the new deal, Liberty Records has signed an artist with a proven track record, proving that the label is ready to compete with the major labels.

This move is part of Liberty Records' strategy to grow and expand its业务. By signing a major artist, the label is showing that it is committed to building a successful label and competing with the major labels.

The new deal is a significant milestone for Liberty Records, and it is a clear indication of the label's commitment to growth and expansion.
Mr Harry Maselow  
General Manager  
Strand Records  
157 W 57th Street  
NEW YORK 19  N Y  

My dear Harry  

I want you to know how pleased I am that STRAND RECORDS is proving so successful.  

Our start was slow but since you have taken over the general management, it has moved rapidly and profitably, to my complete satisfaction.  

Our good fortune began with the acquisition of Larry Hall’s first release, SANDY, the forerunner of more good ones to come on STRAND and our new label, DORSET.  

Keep up the good work, Harry. I am delighted.  

Warm personal regards.  

Yours very truly  

Jack
New Budget Cold to FTC, FCC Needs

WASHINGTON — The budget picture for fiscal 1963 is an eloquent reminder that low-budget agencies such as the Federal Trade Commission and the Federal Communications Commission will remain low, regardless of mammoth workloads added by payola and TV fraud disclosures in 1959. The budget requests a modest 10 per cent increase for FTC, to $7,600,000, with funds for investigation and legal action on deceptive practices (including that payola scam) up only $370,000 over fiscal 1960 estimate. The FCC will gain $2.9 million to reach $13.5 million, but an allocation study of the use of ultra-high frequency for television will take most of the increase. The hard-pressed broadcast processors at FCC will get a mere $150,383 over the 1960 pre-poll estimate, (Fiscal 1961 runs from July 1, 1960 to June 30, 1961.)

In contrast, Chairman Harris (D., Ark.) of the House Commerce Committee, had no difficulty in getting new money required to bring his legislative subcommittee funds up to $401,000 for its payola investigation. Congress voted the funds last week.

Federal Trade Commission appears confident that most of its $99 million budget will be maintained, and most of its labor will be settled via consent decrees. FTC hopes the lead breakdown in fiscal 1961, it expects to issue only 10 more cases and complaints in this area—300 in 1961 as against 290 in 1960.

The magic increase of 10 is again expected for cases in litigation in 1961, in both anti-monopoly and deceptive practices: a probable 360 cases out of some 4,500 investigations begun, pending or completed in that year. FTC expects its negotiation rate to be the same in fiscal 1961 as in this year’s estimate—about 150 cases. It looks to accept 1,800 “assurances” from statute violators who agree to go and sin no more.

Another budgetary stepchild is the President’s International Program, which has sent the country’s top performing artists to the far corners of the world. Sam asked for the cultural exchange program, admittedly more vital now than ever before in U. S. history, will be increased about $400,000 to a total of 2.9 million in fiscal 1961. The program hopes to send 32 pros.

\[Continued on page 12\]

Raker UA Sales Mgr. in Midwest

NEW YORK — United Artists Records has pegged Jerry Raker as its new division sales and promotion manager. He will headquarter out of Chicago and will visit the major cities of Milwaukee, Minneapolis, St. Louis, Cleveland, Detroit, Cincinnati, Buffalo and Pittsburgh areas. He will report to Andy Miele, the label’s national sales manager.

Raker has had an extensive career in retailing and promotion. Prior to that he was a producer, writer and director for New York’s WPIX.

Syd Nathan Blasts Off

NEW YORK — Syd Nathan, King Records chief, issued a blast last week relative to a Billboard story quoting testimony by ASCAP President Stanley Adams before the Federal Communications Commission. Adams, to support the contention that payola was rampant as a result of "collective activity of broadcasters thru their wholly-owned publishing and licensing organization, BMI," had referred to a New York Times story which in turn referred to King Records. Adams quoted the article as stating King allegedly paid "between 12 and 15 dollars around the country" to play its records.

The Billboard story noted that Adam tied this in with the Otto Harbach affidavit, which had pointed out that King-owned Lois Polston records in the form of an advance from BMI "in excess of $10,000 annually." This affidavit found it conceivable that the subsidy "may then be distributed or made available to jockeys or stations as a BMI service.

Nathan, in his blast, attributes the last statement to an affidavit by Adams, rather than by its true author, Harbach.

Nathan, apparently attributing everything to a subsidy to a Billboard affidavit, termed it "truthful, vicious and erroneous." He added that "the King label has never had a BMI guarantee," and that "we are compelled to earn every cent that we receive from BMI and our own account in our own state. The amount that we earn is grossly exaggerated..."

He also noted that whether a song was ASCAP or BMI did not enter into the selection of material to be recorded; that this attitude is common in the record business.

He also noted that King initially was primarily a country label, and that this type of music was openly frowned upon by ASCAP officials.

Syd Nathan added: "I'll say Sir to Mr. Adams that I have never seen or heard of the New York Times article from which he quotes. If there is such an article then I feel that he should produce it and if and when he does, I will have more to say to those concerned. If the article does exist, then why would anyone write such a one? quote from it without finding out how much it was true, half-truth or lies before accusations are made, as such appeared in the Billboard?"

Editor’s Note: It is the function of The Billboard to present the testimony as it was given before the FCC. This was done in the January 1 issue.

New Chimpunk Single on Way

HOLLYWOOD — Ron Bagdasarian’s Alvin is entering the disk derby once again, this time in the form of a Liberty single called "Alvin’s Orchestra." Cast includes Alvin’s fellow chimpunks, Simon and Theodore. Threesome are backed by a 50-piece orch under Alvin’s baton. Release follows closely the sales harvest reaped by the "Chimpunks" album and singles.

A full-scale promotional campaign will herald the new David Seville (Bagdasarian’s nom de disc) Chimpunk entry, including dealer displays, sheeters, point-of-sale material. Single will be wrapped in a four-color jacket spotlighting the Bagdasarian character creations. Another Bagdasarian original, “Copyright 1960," backs the "Alvin’s Orchestra" side.

One in a Series of Industry Personality Statements

Indian River Electronics Center

Admiral - Motorola - RCA - Zenith

4002 E. Indian River Road

NORFOLK, VIRGINIA

Jan. 6, 1960

The Billboard

156th, Broadway

New York 36, N. Y.

Gentlemen:

Recently we opened a record department in our place of business. We are doing very well with record sales...

I would like to add that we subscribe to The Billboard, and that I would be lost in this new venture without it. It is an excellent guide...

Sincerely yours,

Mrs. Frances M. Holland

Asst. Manager

THE BILLBOARD

JANUARY 25, 1960

MUSIC NEWS

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

6
YOUR LAST CHANCE...SEVEN MORE DAYS!

The deadline for the fabulous Mercury "Go-Like-60" Plan is January 31. There are but seven (7) days left! Be sure to take advantage of this opportunity.

These 10 brilliant new releases Yours at 12\% or 22\% extra discount. Buy 10 Mercury Stereo and/or Monaural New January Releases (as illustrated) at this sensational extra discount, and this qualifies you to buy as many as 60 additional units from the regular catalog at the same fabulous 22\% extra discount on stereo and 12\% extra discount on monaural. Minimum order: 10 new January release units of any combination. Maximum order: Unlimited but must be based on 6 for 1 ratio. Deferred Payment Terms.

Beginning February 1, 1960 suggested list for Mercury Classical monaural will be $4.98. Take this opportunity to stock the merchandise based on the suggested $3.98 list—buy at the old price and receive the extra 12\% discount.

CONTACT YOUR MERCURY SALESMAN OR DISTRIBUTOR NOW!

More hits to come from
HONORED

Harry Belafonte’s TV special, TONIGHT WITH BELAFONTE, has just won the coveted Sylvania TV Award as “Outstanding Light Musical Program of 1959.”

RCA Victor, honored to present all of Belafonte’s recorded performances, congratulates him on this new triumph.

Some recent Belafonte albums:
MY LORD WHAT A MORNIN’
LSP/1PM 2022
BELAFONTE AT CARNEGIE HALL
LSP/LOC 6006
LOVE IS A GENTLE THING
LSP/LPM 1927
Hometown Fiesta
Only on NJB Sked

NEW YORK — The Newport Jazz Festival Board will only participate in one jazz festival this year — and that one will be its own in Freebody Park, Newport, R.I. Newport will not co-sponsor any jazz festivals with the Sheraton Hotel chain, and they will not send any touring groups around the United States or to Europe. But next summer’s Newport Folk Festival, which is also sponsored by the NJF Board, will be bigger and better than it was last year.

The decision not to participate in sponsoring other festivals was made by the Newport Board recently. Last year George Wein, with the assistance of the NJF, put on shows for the Sheraton Hotel chain in Boston, French Lick, Ind., and in Canada. At the third annual United R. Jazz Festival, which was sponsored by the Sheraton chain if he wants to, the NJF Board doesn’t want to. Part of the reason for the withdrawal of the NJF from the Sheraton festival is because two of their last year were bombs (Canada and Boston) with only French Lick making money, and because the NJF folk are anxious to devote their time to making the Newport Jazz Festival bigger and better.

In line with this bigger and better attitude is the fact that by 1963 the Newport Jazz Festival expects to have a hand shell and park of its own in which to hold the festival. Shell and park acre are to be financed by the State of Rhode Island, since the state has figured out that the NJF brings in close to $1,000,000 worth of business every Fourth of July weekend. If the folk festival grows as quickly as did the jazz clambake, this could mean another $1,000,000 worth of tourist trade business.

The Newport Jazz Festival is going all out on making this year’s Folk Festival a real wingding. They have invested heavily in folk talent, with the Weavers, Bill Holli, Theodore Bikel, Odetta, and Mahalia Jackson already signed to contracts. They are dick right now with one of the biggest names in the business appearing as well. If it goes well the NJF Board believes that the Newport Folk Festival could come close to the take of the jazz show.

Solon Approval
For Keogh Bill

WASHINGTON — At long last the Keogh (D., D.C.) bill to protect music publishers from falling under high personal holding companies tax rates has cleared the Senate Finance Committee. The bill has already passed the House (The Billboard, August 24, 1959), and stands the best chance in its long history of becoming a law before the end of this session.

The Keogh bill would safeguard music publisher income from the higher tax rate when royalties constitute 50 per cent or more of the gross income, and deductions for business expenses are at least 50 per cent of the gross. Other personal holding income of the company cannot exceed 10 per cent. Bill will safeguard such publishers from the 45 per cent personal holding tax bracket, and put them in 52 per cent corporate category.

REPERCUSSIONS
TO MIAMI BASH

WASHINGTON — The records of the Americas Hotel in Miami, relating to the plush debut conventions held there in May of 1959, have been subpoenaed by the House Legislative Oversight Subcommittee, it was revealed last week.

"Hospitality Suite" history was made during the convention by record companies which reportedly set up a Roman holiday for the spanners, and made lurid items for newspapers and national magazines. (The Billboard, December 21, 1959.)

Atco Skeds
Heavy Promo
On Darin LP

NEW YORK — Atco Records has set an extensive campaign on Bobby Darin’s new LP, “That’s All,” which has already racked up distributor orders of over 200,000 before its release.

Richard Weiss, who conducted Darin’s first best selling LP, “That’s All,” is also conductor-stranger on the new package. Atco has sent out a special promotional EP to jocks, featuring four sides from the LP — “Clementine,” “Guys and Dolls,” “Down With Love,” and “My Gol Sat.”

Initial reports, according to Atco execs, are that “Clementine” may be the side jocks pick as a successor to Darin’s single hits “Make Me Love” and “Beyond the Sea.” Both singles were originally released as part of his “That’s All” LP.

"WHY DO I
LOVE YOU SO"

by

JOHNNY HILLSON

B/W NEVER LET ME GO ... CADENCE 1372
M-G-M RECORDS GIVES YOU
A 40 MILLION READY-MADE ALBUM BUYING AUDIENCE
WHO WILL BE WATCHING REVLONE'S MAURICE CHEVALIER SHOW
"A BOUQUET FROM MAURICE CHEVALIER"
Thurs. Eve. Feb. 4th—CBS TV NETWORK

BE PREPARED! STOCK UP NOW! ORDER!
ALL SONGS FROM THE SHOW WILL BE EXACTLY THE SAME ARRANGEMENTS FROM THESE MAURICE CHEVALIER M-G-M RECORD ALBUMS

WATCH AND LISTEN FOR BIG MGM RECORD REFERENCE AT THE END OF THE SHOW
MEXICAN MUSIC ORG ANNOUNCES '60 AIMS

By ROBERT W. STOSSEL
MEXICO CITY — The newly formed Confederation of Mexican Music Editors has kicked off 1960 with a statement of aims and purposes, according to an announcement at a recent press party. One requirement for membership in the group is that the applicant have contracts with at least 100 authors.

Juan Kanes Marquez, proxy of promotora de Musica Mexicana, and press head of the confederation, stated that the main job will be the legal defense of members, since recently, in his words, "some funny deals and probably illegal proceedings have been made by recording companies." However, said Marquez, "The real accusations will be made when the legal department of the confederation gathers enough proof which can be accepted as evidence by the Mexican courts."

Admission chairman, Filadelfo de DeDe, announced that a gala event for Valentine’s Day . . . or Any Special Occasion

for Valentine’s Day . . . or Any Special Occasion when your customers want to Say it With Music!

Shad Builds Time Album Releases

NEW YORK — Bobby Shad is stepping up his album releases on Time Records. For February he is releasing six new albums, and he expects to release a minimum of six albums a month from now on. The February release includes albums by Dodo Greene, the Malcolm Shep Fields Orchestra, the Tommy Dorsey Orchestra, Sonny Terry, Lightening Hopkins, and Artie Goddum, and an album called "Everybody Sting" with the Johnny Rollins Singers.

Shad is also expanding his talented roster. Latest projects to Time are through Felicia Sanders and jazz singer Jackie Paris, and warbler Sonny Clark. In less than a year’s operation, Shad now has three labels off operating in the singles field. Time, Shad and Brent.

ANNOUNCES

WB-EVERLYS MULL PACT

NEW YORK — As of last week it appeared that Warner Bros. would land the Everly Bros. Wesley Rose, the team’s manager, flew into New York last Friday to look at the contract offered by the disk company, and reliable opinion was that he would sign it this week. Although terms of the pact are not available, Rose had been asking for a 10-year contract at $100,000 a year guarantee for the boys, plus a picture deal.

Ometogatape Gets Carlton Disk Catalog

HOLLYWOOD — Ometogatape has acquired exclusive stereo tape rights to the complete Carlton Record catalog under terms of a contract concluded here last week.

In sewing up Carlton, Omega is intensifying its drive to bring more diskeries into its tape camp. Omega will issue Carlton product in four-track, two-track and tape cartridge forms.

Initial Carlton release will include the "Anita Bryant" album, Monty Kelly’s "Poetry & Boss," Vincent Lopez’s "Nol and Other Piano Instrumentals," and George Liberace’s "Yesterday’s Hits."

DIZ IS SIZZ BIZ

VIZ: THE EBULLIANT MR. GILLESPIE TOUR DE FORCE

HAVE TRUMPET, WILL EXCITE

DIZZY GILLESPIE WORLD STATESMAN

BIRKS’ WORKS

DIZZY GILLESPIE IN GREECE

MANTÉCA

exclusive on

VERVE RECORDS
Dot Issuing Pre-Pack Hit Singles Deal

HOLLYWOOD — Dot Records is issuing its “All Time Hit Series,” to dealers in the form of a pre-pack browser box containing 36 singles. These are comprised of 18 different disks containing reissues of Dot’s top selling selections.

Artists represented, include Pat Boone (four different disks), Gale Storm (two singles), Johnny Maddox (two singles), Tab Hunter, Milli Brothers and Frankie Craig (one single of each). Pre-pack which opens into a browser comes complete with divider cards. Eye-arranging, multi-colored printing is used to stimulate self-service sales. Browser contains six duplicates of each Pat Boone single plus two duplicates of each of the remaining artists. Retailers, to buy up the “All Time Hits” slogan, Dot has re-priced the platters so that feature back-loaded the top sellers of the past, device is aimed at stimulating singles sales traffic.

Another Billboard Record/Phone Dealer

ILFIELD HOME A FURN CO
LA VESGAS 6320 G20

IIfeld Hardware & Furniture Co.
The retail establishment of this record/phone dealer...

is essentially a furniture and hardware store...

offers both records and albums...

handles phonographs selling from $19.90 to $450...

has been reading Billboard for more than 5 years

My name is LENNY WELCH... and my first release on Vodafone Records, which I hope you like, is YOU DON'T KNOW ME. 1373

Kaffel Takes Over CRD Top Slot

HOLLYWOOD — Ralph Kaffel last week assumed full charge of California Record Distributors, replacing Jack Lemerke, who defected for Switzerand, where he will manufacture and distribute RCA, U.M. records in its European markets and in Africa. Kaffel moved up from his former post of CRD’s sales manager.

Lemerke headed CRD for the past decade. He assumed full charge of California Record Distributors, replacing Jack Lemerke, who defected for Switzerand, where he will manufacture and distribute RCA, U.M. records in its European markets and in Africa. Kaffel moved up from his former post of CRD’s sales manager.

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CORAL proudly presents
the most talked about
record in years

LET MY PEOPLE GO

SONG OF EXODUS

by

DICK JACOBS

his chorus and orchestra

Coral 62168
of the currently General Decca, Cheyette charges "ASCAP... from its inception, has been dedicated to the unfair proposition that equal use of its music by its licensees does not require equal distribution of revenue and any allocation of revenue he made... to the members whose music is so used.... The ASCAP Board of Directors has traditionally... been a dominant source of the ASCAP revenue. The total should go to the publishers represented on the Board of Directors. ... This allocation has lit- tle or no relation to the actual use of music by ASCAP licensees. For the past eight years... approximately 63 percent of music distributed by ASCAP to publishers... has gone to the 19 traditional publisher members of the Board, constituting less than 1 percent of the total publisher membership." 

Analyses System

Analyzing the ASCAP survey system, Cheyette, noting from plaintiff's memorandum in support of the Proposed Consent Order on September 2, notes: "ASCAP's survey puts a premium on network broadcasting. It does not adequately take into ac- count programming, with its performances occurring daily over local radio and TV, ASCAP logs each commercial network performance, multiplies it by the number of af- filiated stations, and sums the results up as a single program. In contrast, ASCAP in its so-called local survey logs less than one-fourth of one percent of the total hours of local broadcasting throughout the country. Yet every local performance on an ASCAP song receives a multiplier of only 60, and every same TV show performance a multiplier of only 60. ... The license fees received per performance... are an acceptable figure for one - first four quarters, but the rest of the distribution system is... a host of non commercial network performances. In contrast, ASCAP distributes almost two-thirds of its revenue according to the basis of local radio and television. He says the survey does not reflect that the ASCAP distributes, according to the price paid for the Society's domestic income in the... from such sources. Moreover, he says the survey is obtained in such a way as to include any thing in the performance summaries of the performances occurring on non-program networks and other media such as wired music, hotel, etc. Thus the survey samples no more than 250 to 500 performances throughout the country on the basis of counts and jumps. ASCAP applies a multiplier of only 20 to each song thus sum- marized."

Result has been, notes Cheyette, that publishers members who know the two systems would have to be counted toward the commercial network income only, and these were... even greater because of the inaccuracies. Identification system, he adds.

The Moral

The statement, "The moral of this story was simple, ... Payola, if you could afford the price, was both economically feasible and desirable, if it resulted in network performance because such performance would necessarily produce a return from ASCAP, the amount of which could be accurately predicted. Payola on local station was even more economically feasible because such performances were paid for in 500 that any such local performance would be reflected in the ASCAP distribution, the effect of this survey system was that they had no data for payola for network programs but to re- strict its use to the major ASCAP publications... network performances, which were then,... capable of paying the payola on local stations. To support this the statement refers to articles in Variety and The Billboard, and states that certain publishers have not been "restrained to take advantage of the payola system."

Public Slighted

In a statement additionally charged the ACSAP system, the public is not aware of the essential nature of the ASCAP survey and that almost the board has consid- ered itself that the public was... "implanted confusion." It is further charged that the ASCAP administration has... to investigate such "inadequate" systemic arrangement.

Cheyette adds that in order to eliminate performance payola it is necessary to establish a system that will either... be reduced to the value of an indi- vidual's personal income by increasing the proportion of its performance. It is also necessary that the ASCAP rights society agrees to distribute its revenue on a per use basis, "the performance compensation should have the right to determine accounting right of the use. The FCC in turn should de-
Start off the New Year with hits from Coral...Start off the New Year with hits from Coral...

TERESA BREWER
SWINGS INTO '60 WITH A SMASH HIT!

PEACE OF MIND

orchestra directed by
DICK JACOBS

9-62167

Coral Records
**Trend to Good Music Bureaus**

*Continued from page 1*

Trend-often nizable majorities of disc purveying firms and some light classical music publishers have found themselves in the Winchestor circle. A couple of weeks ago, when it switched its disk program to a new format, the Winchestor line opened up some new possibilities for the average listener.

Meanwhile, RCA Victor announced it has new format, but even though the average listener is not too obscure for the aver-

**New FCC Teeth**

*Continued from page 2*

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**London Complaint**

*Continued from page 2*

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**Freebie Practices**

*Continued from page 2*

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**Columbia Plans**

*Continued from page 2*

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**Top 40 Listings**

*Continued from page 3*

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**Marek Statement**

*Continued from page 2*

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**Alaska**

A pioneer and staunch music promoter, Mr. Peet was turned to the Latin field, where he managed demonstrations for his copyrights being "Beaua Mucho". "From the day he started," said his father, "he was a man with a purpose." Mr. Peet's influence was continuous in the music industry.

In later years, much of his time was spent in promoting his music and his home on the West Coast continued to be a center of music in that area. Mr. Peet was always very active in the fields of music and music education.

**Roswell Fowens**

*Continued from page 3*

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**Atlantic Pegke**

*Continued from page 2*

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**Top Quality**

*Continued from page 2*

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**S-F 98c Stereo**

*Continued from page 2*

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IN 1960 YOUR ANSWER TO REAL PROFIT

AUTOMATIC RELEASE PROGRAM

SUBSCRIPTION AGREEMENT

for

COLUMBIA® MASTERWORKS ® RECORDS

We agree to purchase one (1) copy each of a pre-selected group of new @ albums released on the Columbia Masterworks label, under any one of the following three plans. This includes Original Cast Broadway Show and Movie Sound Track Albums.

(Check Desired Plan)  
- Regular High Fidelity @ Albums
- Stereo @ Albums
- Both Regular High Fidelity @ and Stereo @ Albums

We understand that on albums purchased under this ARP we will be entitled to the following:

- 10% additional cash discount from regular suggested dealer cost for qualified dealers on all albums shipped.
- Shipments automatically made in advance of release date of merchandise.
- The bonus-to-sell program applies to ARP purchases.
- One ARP plan allowed per store.
- Special Masterworks flyers, in-store promotional material, displays, and material for consumer mailings will be sent to dealers on the plan.
- Special informative Newsletter will be sent regularly, containing important selling tips, sales aids, promotional ideas and artists' biographical information to dealers subscribing to ARP.
- ARP may be cancelled on 30 days written notice by the dealer to his local branch/distributor with a copy of cancellation notice sent to Columbia Records, Bridgeport, Conn., order service department, or by your local branch/distributor upon written notice to you.
- Contracts are to be returned to your local distributor or branch by the 15th of any given month in order for ARP to become effective with the following month's releases.

Dealer's Name

Authorized Signature

COLUMBIA® #1 IN CONSUMER SALES
Hi-Fi Institute Maps New Program for Revitalization:

New Board Blueprints Reforms

By LEE ZHITO

HOLLYWOOD — A new program for the Hi-Fi Institute of High Fidelity Manufacturers and rekindling enthusiasm among its members was launched last week by the Institute’s newly elected board, Ray Pepe (James R. Lanning negative) served as acting pres., following the withdrawal by Charles Manheim, who is now a buying prexy as sole candidate for the post. (See The Billboard, January 19).

Among the measures passed was a resolution providing for a closer working relationship with the Audio Engineering Society. In the past, the board held an open meeting with representatives of the hi-fi shows. The AES, the board felt, list a muscle of engineering know-how and prestige to the Institute. Further, the AES itself is a pastime for thousands of hard-core hi-fi enthusiasts whose support will be welcomed.

The board resolved to change the status of record company members from the former associate to full fledged general members, thereby giving them the right to vote in Institute meetings (see separate story).

Mr. Pepe requested the treasurer to prepare a statement of future financial requirements of the founding of the Institute and the disbursements (Continued on page 26).

Rek-O-Kut On Big Air Promo Kick

NEW YORK — The Rek-O-Kut Corporation, which makes juke boxes and phonographs, and others, has a juke box to be promoted, and will be

MAGNAVOX Buys British Firm, Colarico, Ltd.

FORT WAYNE, Ind. — Magnavox will launch its first major new line of consumer electronics products, the Magnavox Colarico Series, in conjunction with Colarico president Walter Stanton, who will serve on the executive board as president of the Magnavox Colarico Corporation.

Miss Colarico, a British firm, carries only products not produced by its own distribution facilities. Welcoming a British man to Colarico operations was the challenge of retail merchandising outlets that the British idea, the commonwealth and continental Europe's new huge stores. Just as Magnavox has

Diskeries Get Full Privileges

HOLLYWOOD — Recording companies will be welcomed into the fold of independent record makers as regular members, enjoying full voting privileges, according to the unanimous approval last week of the IHFM board.

Therefore, record manufacturers could belong only as associate members which would allow them to vote and thereby to have a voice in Institute affairs.

MAGNAVOX

The company, which makes phonographs and recorders, stated that it may soon develop a "component" in a high fidelity system as any other part, and that it should participate in the affairs of the company along with all the other hi-fi component manufacturers.

It was argued that the finest board could not be expected to give the company the priority of quality of sound held in the market.

Active participation by diskeries (Continued on page 26).

Steremonic Sound New Phono Gimmick

Claim Device Givens Twin-Track Polish To Any Disk; Tests Up Juke Box Takes

By BEN GREYVAT

NEW YORK — Stereo that isn’t really stereo may soon be made available for domestic purposes. The reason is that stereo may not be marketed in the near future.

Employed in the marketing of some future phono lines is known to an industry leader who claims that it can "convert" any monaural record, to stereo, to gain a stereo-sound feeling.

The new stereonomic amplifier has been developed and recently patented by inventor H. C. Hogestyn. The unit is a smaller version of the unit which is just now being brought to market with the original for tin and for the new record.

Accordingly, the unit is so engraved to separate the high frequencies on a monaural disk from the lows and pump them out thus separate sound source. Current is thereby obtained by any type of stereo, either television or radio, with the unit. (Continued on page 26).

Bigger Gate For L. A. Show

HOLLYWOOD — This year's Los Angeles Hi-Fi Show scored a substantial increase in attendance over last year's event, boot in the element taking the form of a more promising sales season when seen in the light of seeming insuperable sales obstacles plaguing the industry including an epidemic of a variety of sales ailings and unusually bad weather conditions.

This year's exhibit drew 24,600 paid admissions, compared to 16,500 in 1959, and the last year event was held at the more expensive exhibit at Los Angeles Auditorium as opposed to the less expensive exhibit at the Biltmore Hotel.

Two factors worked in the favor of this year's show: a high volume of advertising campaign and a large volume of radio advertising.

The show was attended by over 150 retailers and distributors.

Audio Feedback

FIRM PRICING PAYS FOR MAGNAVOX

"The only time you'll find Magnavox packaged goods on sale at less than list is during the annual clearance sale we periodically conduct," said Ray Pepe, executive v-p for a New York dealer following by Frank Freiman, president of the Magnavox Company. By all the standards, the direct-dealer sales policy of Magnavox, a policy unusual in the field of packaged stereo, hi-fi, radio and TV, is paying dividends in the market.

Magnavox, aloha distributing on a selective franchised basis that gives only limited penetration of the consumer market, is on a strong financial basis. About 60 per cent of Magnavox's sales of $90.6 million for the year ending June 30, 1960, were in the West. Of those, about half were in the home phone field. Magnavox has only some 10 per cent of the U. S. packaged phone market, but accounts for nearly one-third of all consoles selling for more than $250.

Not content with this achievement, the firm recently published quarterly in-par sales figures of about $1, Magnavox is out to conquer other areas. Recently, the firm invaded the lower-priced phone market with a new series of teleregisters priced under $150 (see Audio-Phone Directory, The Bill- board, January 11, p. 22) with the others. The firm tagged the trio, tagged at $119.95, and with another over-$150 model at $199.80. This attack, according to a report we've seen from the office of C. W. Laffitte, president in the presi- dent, could "thus have more than double" the phone Magnavox phone sales in the near future.

Now pointing for total annual sales of $135 million in the year ending in mid-1960, Magnavox has some hope as it has in the past. The tele-registers, Frisch made, can be enrolled in 1959 at the firm's entry in this field rapidly becoming important market of phone dealers who now make a substantial portion of their telephone equipment, and is an expansion of a field which is seen to be the future.

The fall of consumer products to Magnavox dealers in this field will be tripled by the demand of the new price line. A new product line is being shown, and will be marketed in a number of home and car lines.

The flow of consumer products to Magnavox dealers is expected to triple this year, and will result in an even larger expansion.

The key to this year's success is that Magnavox has emphasized the importance of the dealer, who is a factor in the creation of the new line. The firm's marketing department, however, is not the only unit to be credited with the success of the new line. The firm's marketing department, however, is not the only unit to be credited with the success of the new line. The firm's marketing department, however, is not the only unit to be credited with the success of the new line. The firm's marketing department, however, is not the only unit to be credited with the success of the new line. The firm's marketing department, however, is not the only unit to be credited with the success of the new line. The firm's marketing department, however, is not the only unit to be credited with the success of the new line. The firm's marketing department, however, is not the only unit to be credited with the success of the new line.
Battery Sales Add Plus Business $$

Dealer Cashes In on Service for Transistor, Portable Customers

By BOB LATIMER

Building a "can-do" reputation when radio "miniatures" are con-
cerned has led to a hefty monthly "plus business" volume at Mal-
Iory's, record dealership in New Orleans.

T. E. Mallory, owner, has be-
come one of the Louisiana city's top-ranking record, high fidelity and stereo dealers because he has carefully geared his Canal Street store to "meet the customer's need whatever it is."

A few years ago, when transistor radios, particularly the miniature devices, first came on the market, Mallory's was stocking five lines, as did most retailers. In surveying the market, he was struck by what he considered an odd situation. This was the fact that few of his contemporaries who were selling transistor radios were making any attempt to carry the necessary re-
placement batteries. The major- in fact, such as jewelry stores, camera shops, department stores, sporting goods stores, etc., made no attempt at all to solve this prob-
lem for transistor radio buyers. It was similar, in Mallory's view, to the fact that even today many disk

Melo-Sonics Intros 1960 Cartridge Line

NEW YORK — The Melo-Son-
ics Corporation has introduced in 1960 line of automatic background music, employing a self-contained automatic tape cartridge repeater which has overtones of consider-
able interest to the domestic and automobile market.

The Melo-Sonics unit employs a repeating tape, using the recordin-

Poetry in Motion is Profit in You!-

Audio Book of Famous Poems

Moves from Dealer Shelves the Nation Over!

The popularly acclaimed Audio Book of Famous Poems moves and when it does it means greater sales volume for you! Lovers of verse agree that poetry should be read aloud and in this thrilling record albums, Marvin Miller reads 74 of the boy loved poems including the immortal "Rubaiyat of Omar Khayyam." 4 Records — $4.95 List. STOCK IT — PROMOTE IT — SELL IT!

OTHER BEST SELLING AUDIO BOOK 16 RPM RECORD ALBUMS

- The Best Writings of Ralph Waldo Emerson — Ronald Cal-
mon reads all 124 sonnets which is a sensitive, moving and altogether magnificent achievement. 5 Records — $5.95 List. The Complete Sonnets of Shakespeare — Ronald Calmon reads all 124 sonnets which is a sensitive, moving and altogether magnificent achievement. 3 Records — $3.95 List. The Rest of Mark Twain — A rousing reading of 17 of the most hilarious stories and sketches by America's most beloved humorist. 4 Records — $4.95 List.

ORDER THESE POPULAR 'AUDIO BOOKS FROM YOUR DISTRIBUTOR TODAY!

Write for Complete Catalogs

THE BILLBOARD 19

THE SOUND OF MUSIC

47-13 FOUR TRACK $7.95
27-13 TWO TRACK $9.95

Nutone Intros Home Intercom Stereo Plant

CHICAGO—The apex in func-
tional audio playback was unveiled here this week at the National Home Builders' Show by Nutone Inc., Cincinnati maker of intercom systems and door bells and chimes, and with the first built-in stereo inter-
com system, featuring components and tape and record play-
back. The Nutone system is aimed at the home builder, who can put in master controls which transmit AM or FM radio, stereo records or tape from a house. The amplifier, including each player or tape player built into standard four-inch studs, solving the "where-to-put" problem in a new home. The integrated home sound system makes it possible to equip each room in a new home with individu-
al controls for up to eight different locations. Nutone offers both out-
door and indoor bullet wall speakers.

As components, Nutone offers a dual amplifier, an AM-FM tuner, and

THE BILLBOARD 19

THE SOUND OF MUSIC

47-13 FOUR TRACK $7.95
27-13 TWO TRACK $9.95
MAVIS RIVERS

So Rare

A swinging SELL TREATMENT of a wonderful standard...

C/W Longing, Longing, Longing

Record No. 4333
The Billboard

JANUARY 25, 1960
AUDIO NEWS

21

Melo-Sonics Cartridge Line

Continued from page 19

age Consumer, according to com-
porary spokesmen, has prompted a
review of the Bukoff's application
picture. "We intend to develop a
smaller, more compact line of
home use," was the comment of a Melo-Sonics spokesman.

Representatives were confident they
were equally entitled to the appli-
cations of the unit for automobile
use. "It's too big to be used in a car
now, even as small as it is, but we
will probably put together a unit using
the tape deck and a transistorized pre-amplifier in a small housing
and use the amplifier and speaker
of the car radio for auto use." Again
the fact that no amount of motion in any direction can dislo-
edge the tape -- as it could in the case of a record -- will work
to our advantage in the auto field.

The auto unit would operate off
a six or 12 volt direct current power source, and would
be self-contained, the main in-
stallation can be operated from
either of these or a 32 volt power supply.

On the background music as-
pect, users actually buy the equip-
ment and the tape cartridges. In
this case the company literature
points out, there are "no monthly rentals, captive contracts, line static, station breaks or in-
noying FM commercials." Car-
ttridges are sold initially for $2 each aloha upon return of any
cartridge, another is available at $15.

The standard unit which in-
cludes volume and tone controls
costs $199, while a less expen-
sive model, including a mike for PA purposes, goes for $239. An
industrial model, without amplifi-

tral position between speakers, while it is claimed that stereo-
monic sound saturates a whole room, providing a depth effect no
matter where the listener may be
Positions. "Some people do
not even listen to their records unless they can hear it, said the
spokesman.

Another advantage listed was
the fact that there are many mil-
ions of portable records in the hands of disc collectors, which
without such a development as
stereomonic sound, would inevi-
tably lose some of their appeal in a
highly stereo-conscious world. "These records too can now be used
in a stereo fashion," it was
said.

Although no firm deals have yet
been made with any parties inter-
ested in home applications, it was
stressed that results bordering on
the sensational have been noted as
a result of jive box tests made in
various sample locations.

UPS Juke Takes

In a small scale juke box in a
smart cocktail lounge, the stereo-
nal unit tipped the tape by about one per cent during the test
period. On the other hand, in a
box, the increase jumped to 60 per
cent. In what was described as an
"out and out dive," the added tape
was rated at 152 per cent. "People
who have heard it can't believe
their ears," said the enthused
spokesman.

On the other hand, some disk
and phonograph industry sources, au-
priod of the development, quickly
recognized the dilemma bearing
upon earlier versions of so-called
two-channel sound. "There was never
to have employed the process of
splitting high and lows to achieve
a stereo effect," these sources were
generally taking a dim view of the
latest three-dimension stereo sound development. They pointed
out that only recently, practices of
certain manufacturers of marketing
a so-called "three channel stereo" out
of two basic channels, in which the
two bass tones were pumped thru a
center speaker, were taken note of
by the National Better Business Bureau.

Battery Sales Add Business $1

Continued from page 19

store, Mallory wasn't prepared for
the stellar results which ensued.
By the end of the first month, after
the concentrated promotion got
under way, more than $500 worth
of batteries, primarily for transmit-
ters, had been sold. "It was quite
rapid, in fact, that it was neces-
sary to raise a better "constant-
ly running to distributors to pick
up more batteries."

Increased Stock

Now with such new elements in
the picture as battery operated
electric clock radios, battery port-
able phonographs, and transistor
radios by and large down to price
levels which "anyone can afford," the
battery stock has been steadily in-
creasing to the point at which an in-
vestment of around $500 is usually
represented. The eye-level shelf
display, so prominently identified
that "nobody can miss it" covers
every aspect of battery manufac-
ture, including special sizes.

Another Billboard Record Phono Dealer

EMERSON PIANO HOUSE
134-145 N MAIN ST
DECATUR ILL
62500 0520

Emerson Piano House

The retail establishment of this record/phonograph deal-

• is essentially a music store
• offers both records and albums
• handles phonographs selling from $19.95 to $1,000
• has been reading Billboard for more than 10 years.

Stereomonic Sound Gimmick

Continued from page 18

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NOW PLAYING
ALL OVER AMERICA
THEME FROM
"A SUMMER PLACE"
PERCY FAITH

4-41490

COLUMBIA
From the Warner Bros. Picture "A Summer Place"

ALSO AVAILABLE
SPECIAL INTRODUCTORY STEREO SEVEN OFFER
THEME FROM "A SUMMER PLACE" — PERCY FAITH
b/w THE BEST OF EVERYTHING — JOHNNY MATHIS
SS 7

COLUMBIA #1 IN CONSUMER SALES
Brenda Lee Scores with "Sweet Nothing"

Brenda Lee, born on December 11th, 1944, in Steelville, Mo., made her first public appearance when she was 19 years old. At the age of five in an amateur contest, Paul another of her first public appearances was in 1964 when she received the spotlight and plunged into the "Pearl Bailey Show for Adults Only," performing "I'm Born to Be Blue." She has also scored in top Las Vegas nightclubs and with Dean Martin's orchestra. Among these were "Jambalaya" and "One Step at a Time." Currently, Miss Lee is scoring high on the Hot 100 with "Sweet Nothing."
Teresa Brewer, the bix girl from Kentucky, is doing her first National Spot- light with her band on "Casino Night Time," an intense guitar-savvy spot- light with her based on "Don't Think Twice, it's All Right." Brewer is a young, courageous woman with a strong approach- ing vocal quality and a solid approach to her music. She is a natural talent and will be a force to be reckoned with in the future of country music.

Johnny Burnette, who recorded a good record, "A School for Liberty," with the Flames on Vocalion, Geometry, Johnny now makes Cali, his home. In addition to singing and playing guitar, he has been seen in several films and on television shows. He was seen as a "School Boy" in his first film, "Johnny Burnette, Jr.," and has been seen in other films such as "High Society" and "The Banana Splits." He is married to Peggy Burnette and they have two children.

Perry Como has a bright, sunny smile, Delightful, that's something else about him. He is a well-known writer, composer, and his songs have become standards. His style is unique, with a blend of jazz and pop influences. He has a gravelly, throaty voice that has become his trademark.

The bottleneck picker Stonewall Jackson, who has been seen in several films, has developed a new style, "Bottleneck Stomp." He is a master of the bottleneck technique, which involves using the base of the guitar to create unique sounds. His style is a blend of country and blues, and he has gained a following in both genres.

Pete King Chorale, Pete King and his chorale, are a group of singers who are well-known for their beautiful harmonies and their ability to perform in a variety of settings. They are particularly known for their performances at Carnegie Hall and in other prestigious venues.

Gene Krupa's sensitivity to musical trends and his unmatched versatility at the drums have made him one of the most prominent drummers of our time. He has played with many of the greats in the jazz world, including Count Basie, Duke Ellington, and the American Music Masters. His drumming style is unique, with a blend of swing and bebop influences.

Corynthe, the young singer from Kansas City, has developed a style that ranges from gospel to jazz, from spiritual to rhythm and blues. She is a talented songwriter and performer, with a voice that has been compared to the likes of Ella Fitzgerald and June Lee Morgan.

Louis Prima & Kelly Smith make two of the best as their smash hit "I Like It Like That," and "I Remember How It Feels." Their current hit is "My Favorite Things" from the Broadway and Hammer- stone reviews. The Sound Of Music, in which Louis Prima and Kelly Smith are featured, has been a huge success, and their performance has been praised by critics and audiences alike.

Conway Twitty, whose last hit was "Here's My Baby," has a great voice and a talent for melody. He is a well-known singer who has had many hits, including "Can't Help Myself," "The Way You Love Me," and "Takin' It Easy."

Roger Williams, the pianist, is known for his unique style, "Roger Williams' Jazz Piano." He has composed and arranged many of his own pieces, and his music has been used in films and on television shows.

Billie Holiday, the legendary singer, has a voice that is known for its unique timbre and emotional depth. She is a master of the blues genre and has been a Inspiration to many other singers.

The Four Fours: Alfonso Clark, Brian Reidland, Glen Lanier, and Ed Cobb are presenting a show in the Alpert Neighborhood Center. It is a farewell performance, and the group is recognized for their talent and dedication. They will be missed, and we wish them well in their future endeavors.

Birthdays of the Week:

January 17:
- Johnnie Ray, singer, is 29. He is best known for his hit "Don't Let Me Be Lonely Tonight."
- Jack Hylton, bandleader, is 59. He is famous for his band, which featured many top swing musicians.
- Janie Joplin, singer, is 29. She is known for her soulful voice and her performances, including "Summertime."
- Edith Piaf, singer, is 64. She is a cultural icon in France and is known for her powerful voice and her personal story.

January 18:
- Kenneth Bagby, singer, is 29. He is known for his soulful voice and his performances in musicals, including "Oklahoma!" and "Oklahoma City."
- Edith Piaf, singer, is 64. She is a cultural icon in France and is known for her powerful voice and her personal story.
- Kenneth Bagby, singer, is 29. He is known for his soulful voice and his performances in musicals, including "Oklahoma!" and "Oklahoma City."

Johnnie & The Hurricanes, the popular beach music group, has a new hit, "I Like It Like That." The group is known for their energetic performances and their ability to adapt to different musical styles.

The Billy Brown Band, led by the energetic singer Billy Brown, has a new hit, "I Like It Like That." The group is known for their upbeat and lively performances, and they have gained a following for their unique sound and style.

The Henry Morgan Band, led by the talented singer Henry Morgan, has a new hit, "I Like It Like That." The group is known for their soulful and introspective performances, and they have gained a following for their unique sound and style.

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

* * *

A weekly column of choice for those interested in the Billboard,-radio, and music business. 

The BULLETIN reports the Billboard's "Hot 100" for the week ending January 25, 1960.

**Billboard's "Hot 100"**

1. "I Like It Like That" - Billie Holiday
2. "I Like It Like That" - Louis Prima & Kelly Smith
3. "I Like It Like That" - Conway Twitty
4. "I Like It Like That" - Roger Williams
5. "I Like It Like That" - Billie Holiday
6. "I Like It Like That" - Louis Prima & Kelly Smith
7. "I Like It Like That" - Conway Twitty
8. "I Like It Like That" - Roger Williams
9. "I Like It Like That" - Billie Holiday
10. "I Like It Like That" - Louis Prima & Kelly Smith

These songs are among the top performers and are expected to remain at the top of the charts for the foreseeable future.

**Billboard's "Hot 50"**

11. "I Like It Like That" - Billie Holiday
12. "I Like It Like That" - Louis Prima & Kelly Smith
13. "I Like It Like That" - Conway Twitty
14. "I Like It Like That" - Roger Williams
15. "I Like It Like That" - Billie Holiday
16. "I Like It Like That" - Louis Prima & Kelly Smith
17. "I Like It Like That" - Conway Twitty
18. "I Like It Like That" - Roger Williams
19. "I Like It Like That" - Billie Holiday
20. "I Like It Like That" - Louis Prima & Kelly Smith

These songs are expected to be in the top 50 for the next few weeks.
a darling of a disk!

MY DARLING, MY DARLING, MY DARLING

sung by

JAYE P. MORGAN

M-G-M K12861

Orchestra and Chorus conducted by Ray Ellis

The HOTTEST Label in the Business . . .

M-G-M Records

A Division of Loew, Inc. 1540 Broadway, N.Y. 36 JU 2-2000
MUSIC AS WRITTEN

Continued from page 24

Nashville

Jim Reeves is skedded for the Dick Clark TV show February 6. His new release on RCA Victor is "He'll Have to Go," which is set for the Pat Boone show February 11. . . . June Marie Van makes an appearance on 'Ted Binger's' (WSOE-TV) here January 30. . . . Homer and Jethro continue their clock at a Jazze, Mexico, night spot. . . . Bernie Asbell was in town last week gathering material on Jimmy Driftwood for an upcoming Reader's Digest article... Ferlin Husky recorded at the Bradley Studio Wednesday (20), with Marvin Hughes directing the Capitol session. . . . Columbia's Three G's cut two sessions at the Bradley Studio Thursday night (21), with Don Law directing.

Mr. and Mrs. Wes Rose, Joe Lucie and Lex Rose were all on hand Saturday (22) when Mark Dinning and the Everly Brothers appeared on Dick Clark's TV show... Minnie Pearl is slated for guest appearance on Tennessee Ernie Ford Show February 25. . . . Larry Moeller was in Springfield, Ill., over the weekend, representing the Jim Donny Artlet Bureau at the fair meeting... "Title of Floyd Robinson's new RCA Victor album is "Floyd Robinson." . . . Porter Wagoner cut a session at RCA Studio Sunday of last week (20), with Chet Atkins directing... Del Wood goes to work this week on a new RCA Victor album at the lease studio... Stonewall Jackson is slated for the Dick Clark show January 30, with Webb Pierce set for the June 4 slot... George Hamilton IV, who moved to Nashville in recent weeks, has linked with the Jim Donny Artlet Bureau. . . . Big benefit in Louisville Sunday (17) for Reel Sivie attracted better than 7,500 people... John Lenover, Wilks' latest Columbia release, cut last week, is "Tobacco Road" and "Midnight Bus," both originals. Pat Twyve

Board Blueprints Reforms

Continued from page 18

ment of these funds. Reunion: To answer the long-standing request of some members for an accounting. The Institute will have a clear picture of its income and what can best be done with funds for the greatest benefit to the hifi industry as a whole.

The board also agreed to provide its members with accurate figures on the present size of the hifi industry and to avoid the tendency sometimes attributed to inflated figures merely to make the industry appear that much more impressive. This, it was felt, would help members in making their business policy decisions. Some members, it was said, hearing the inflated figures, lose confidence in the industry when they found their share of the overall business was comparatively minute. Also, members will be given paid attendance figures at the hifi shows as opposed to over-all (including Annie Oakley) figures.

Board's purpose in its "open book" approach is to make mark and file Institute members more inclined to actively participate in its affairs for they will now feel that they are a part of the organization.

A key part of the revitalization program is a series of monthly regional meetings to be held in the primary market areas between component manufacturers, reps and audio dealers. Purpose of the regular meetings is to establish a forum for exchange of ideas and a sound board for problems faced in the various levels of the industry.

Peppe appointed a nominating committee to be chaired by Stanton and including Herman Scott and Jim and John Denny in an effort to solicit a candidate for the office of Institute president. Peppe, elected as a vice president is filling in as acting president until a replacement for Stanton is found. Who withdraws from candidacy, is found. Peppe added that he could be a candidate for the Institute's highest office since he firmly believes the best interest of Institute resides in an Eastern based manufacturer being chosen president, since the industry is centered in the East.

Full Privileges

Continued from page 18

in the hifi industry, it is felt, will result in an over-all better informed industry as it will bring together disk and component manufacturers at the same round table for a discussion of mutual problems. This will bring the questions to the ears of the manufacturers, reps and audio dealers. Purpose of the regular meetings is to establish a forum for exchange of ideas and a sound board for problems faced in the hifi industry.

Magnavox Buys

Continued from page 18

billionaire policy with a select number of American retailers, it's planned that the Great Universal Stores will Magnavox products from TV/FM to radios thru stereo phonographs and even a small line of photographic equipment. Callaro will manufacture Magnavox products for its foreign distribution in England.

While Magnavox has never been a tape recorder supplier, and therefore it's rather universally, that the link with Callaro may open the door for Magnavox to become a tape playback supplier. The Callaro unit links Magnavox's first foreign purchase in its over-30-year history.

MARKS THE SPOT TO BUILD PROFITS

with the nation's eldest & largest ONE-STOP Record Service

Guaranteed immediate delivery in one prompt, postage-paid envelope to any store in the world. All labels, any...

DISTRIBUTOR WHOLESALE

Nothing over! Included:

- Singles
- Albums
- Tapes
- Accessories

Record Pressing ANY SIZE, ANY SPEED

Yes, We have the Fairchild Compatible Unigroove Cutter!

From tape to finished product, we'll find your service and quality hard to beat. And our prices are competitive. On-taping, coating, labeling, printing, packaging are only a few of the services available.

Call, write or phone your order today to THE

MUSICAL SALES CO.


Institute of Philadelphia, Pa., Virginia 7-7733

FLYING HIGH

Call, write or phone your order today to THE

MUSICAL SALES CO.


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Institute of Philadelphia, Pa., Virginia 7-7733

FLYING HIGH

Call, write or phone your order today to THE

MUSICAL SALES CO.
NOW! OVER 100,000 COPIES OF "BAD BOY" SOLD IN THIS COUNTRY
# Billboard Top P's

## Mono Action Albums

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The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all albums reviewed this week.

**COMING**

**THE MANCINI TOUCH**
Henry Mancini Orch., RCA Victor LSP-2101 (Stereophonic & Monophonic)—Henry Mancini proves on this fine new album that he can do more than the music for "Peter Gunn" with this very attractive big band waxing that could turn into another best-seller. The outstanding Mancini arrangements are played by the 35-piece orchestra with a sharpness and precision that is a pleasure to hear. Tunes include Mancini originals such as "Let's Walk," "A Cool Shade of Blue," and standards such as "Snoo Fall" and "That's All." The stereo sound is excellent.

**SING WE NOW THE SONGS OF FAITH**
The Harry Simonne Choir, 20th Fox 3032 — The Harry Simonne Choir, whose waxing of "The Little Drummer Boy" has been a hit the past few holidays, has turned out a glorious new album here. The set contains a fine collection of religious and inspirational items, including "Onward Christian Soldiers," "Peace in the Valley," "Climb Every Mountain," and "Rock of Ages," all sung with deep reverence and feeling. The choir is excellent, and the sound is fine, too.

**CONCERT IN RHYTHM, VOLUME 2**
Ray Conniff, Columbia C 1415 — The Conniff Singers and orchestra present a thoroughly delightful and listenable package of themes adapted from the classics. The treatments are inventive and listenable, and this second volume should prove as salable as the first edition. Sound is good, and the cover is attractive.

**PAUL DESMOND**
Paul Desmond, Warner Bros. 1256 (Stereo & Monaural) — Paul Desmond is supported in this outing by Percy Faith, tenor, Connie Kay, drums, and Jim Hall on guitar. The alto does some interesting things to "Greenleeves," treating it to a set of lyrical three-quarter improvisations. Other tunes in the seven-track set are just as acceptably rendered. The small group has been well recorded in stereo. His fans should go on watching the consistent Paul winner.

**KIRSTEN FLAGSTAD SINGS SONGS FROM NORWAY**
London Symphony Orchestra (Fielding), London (S 25183) (Stereo & Monaural) — The legendary Wagnerian soprano is in rich, quality vocal form here on a group of colorful Norwegian songs of varied moods. Selections include five by Grieg, four by Eyvind Almen and others. by Arne Eggen, and Harold Lie. Fine backing, display cover.

**STRAVINSKY PETROUCHKA**
Marinoril Symphony Orchestra (Eshel), Mercury SR 90216 (Stereo & Monaural) — A notable performance of the 1947 revised version of the ballet. The orchestral scores come through with amazing clarity and color. Cover is simple, yet an eye-catcher, and the notes by John Scrymes gather pertinent material on the background of this ballet.

**THE ORGAN OF NOTRE DAME DE PARIS**
Pierre Cochereau, organist, Perfect P 13007 (Stereo & Monaural) — A remarkable recording of organ music played on the organ of Notre Dame by Pierre Cochereau. The recording is outstanding for the organist's performance and for the quality of the recording, which is enhanced by a stereo. Selections include works by Bach, Mendelssohn, Franck, Liszt, Widor and Vierne. A set that should have strong appeal to organ lovers, especially at the low price.

**BEST SELLING**

**LOW PRICE LP'S**
(List price $2.98 or less)

**MONOPHONIC CLASSICAL ALBUMS**

**STEREOPHONIC CLASSICAL ALBUMS**

**COMING**

**COMING**

**REVIEWS OF THIS WEEK'S LP'S**

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

**JANUARY 25, 1969**

Copyrighted material
WE HAVE SOLD
4 MILLION COPIES
OF OUR ALBUM SO FAR!

400,000,
ACTUALLY

THE ADVENTURES
OF
ALVIN
IN 1960

THIS ALBUM WILL
SELL FOR THE NEXT
132 YEARS!

WEL-L-L-

82 MILLION RECORD PLAYERS
WERE GIVEN FOR CHRISTMAS
THIS YEAR!

NOW WAIT
A MINUTE
ALVIN!

...AND IF ONLY 9/10
OF THESE PEOPLE
BUY OUR ALBUM-

ALVIN!

...WE WILL SELL 74 MILLION
MORE ALBUMS
THIS YEAR!

ALVIN!

SERIOUSLY FOLKS, THE ALBUM IS
A YEAR-ROUND SELLER, SO STOCK
ENOUGH OF....

SO DON'T RUN OUT OF STOCK!
EVERY RECORD STORE SHOULD
ORDER 5,000 A DAY!

ALVIN!
SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases

Strangest sales potential of all albums reviewed this week.

- Continued from page 29

Children's

FAVORITE SONGS FROM WALT DISNEY MOTIONS

Mitch Miller Orch., featuring the Sauguspippers, Golden Gate Kids Choirs, and the Schuyler Orfeo Quartet. A catchy package of sizzling tunes from such popular Disney movies as "Snow White and the Seven Dwarfs," "Pinocchio," etc. Bright piping by the Sauguspappers, Miller Orch. and the Schuyler Quartet add to the siren-kiddie appeal. Tunes include "Whistle While You Work," "When You Were Upon a Star" and "Ferdinand."

SPECIALTY

BEST LOVED JEWISH SONGS

Jan Bart, Request REP 9038 (Stereo & Monaural)—This is a lovely album of well-known Jewish songs sung with warmth by Jan Bart, lyric tenor, who is familiar to New York residents via his radio show over WORAM. He handles the songs tenderly and the backing is simple. Tunes include "Jome-Jome," "As Der Rebbe Weiht," and "Tochin Brider." An album that should have appeal.

THE WYA OF EIEH (ZEN-BUDHIST CEREMONY) (2-12"

Followers FR 8910—At one time, this set of two LPs may not have been considered. This LP is aparently only to be appreciated by Buddhists. These days, however, it may also escape as sound artifacts via its magnificent reproduction of gong, bell, block and other ceremonial instruments, which along with chants, form the LP's major content. Also worthy and exact, Zen-Buddhist should flip for the material. A booklet with complete notes explains all the rituals recorded on this set's coverage of a complete day of the Zen monks in a Japanese temple.

SPOTLIGHT SPOTLIGHTS

The following albums have been picked for outstanding sales potential in the opinion of The Billboard Music Staff, they deserve exposure.

- POP DICK JACOBY PROGRAMMING

THE MOST RECORDED SONGS OF ALL TIME

Budd Cole Orch., Warner Bros. 1375 (Stereo & Monaural)—This is one of the better easy-listening items to come along in a while. Among the themes, almost anyone should be able to find one or two of his favorites. Cole's arrangements are extremely engaging. Covers open to form a line-up of 10 pretty gals. The arrangements are varied, and included in stereo. Tunes include "Laura," "September Song," "Tenderly," "Star Dust" and the "Begin the Beguine." Interesting liner notes by some of the writers of the songs.

JAZZ

A NEW ORLEANS DIXIELAND SPECTACULAR

George Lewis, Omega OM 1052—This album consists of a group of outstanding performances by George Lewis originally released as a 10-inch LP to the jazzmen label back in 1953. Along "Ice Cream," "Down by the Riverside," "Burgundy Street" and "When the Saints Go Marching In" there are four sides waxed in 1953 and never previously released. These are some of the outstanding performances waxed by Lewis and they should be on every jazz collector's shelf.

CLASSICAL

CLASSICAL SPECIAL SPOTLIGHT

LOCATELLI: VIOLIN CONCERTOS NOS. 2 & 3

Susi Lautenbach, Violin; Mainz Chamber Orchestra (Krehm, Vox STDL 5060). This LP reissues two works from Locatelli's "Art of the Violin" which the interlocutor heard are treasures comparable to those of Scarlatti for the violin at its high-water mark. In spots, Locatelli showed himself to be well in advance of his time for optimistic romantic treatments to come over in his later years. Beautiful work by both sections for unaccompanied violin that can challenge any virtuoso. Brilliantly performed.

STRAVINSKY: SONG OF THE NIGHTINGALE

PETER BURROWS, Soprano; Sydney Symphony Orchestra, Sir Charles Mackerras, Conductor. L'Orchestre De La Societe Romandes (Zermattet), London CS 6138 (Stereo & Monaural). With such works as the symphonic poem, "Song of the Nightingale" and "Pulcinella Suite," a popular lighter work of Stravinsky, were first performed decades ago by Ambros at the occasion of their first presentation. Coupled on one disc, superbly performed, they provide a package which is an excellent buy. Cover art, with a Chinese motif, is an eye-catcher. Excellent notes by David Drew.

OPERA

BRITEN: PETER GRIMES COMPLETE

Soloists: Chorus and Orchestra of the Royal Opera House, Covent Garden, (British). London OSA 1305 (Stereo & Monaural)—A dramatic and exciting reading of one of Benjamin Britten's earliest and perhaps better known opera. The soloists include Peter Pears, Claire Watson, James Pease, David Kraft and Owen Brinigan. It is performed in first-rate style, and the orchestra under the composer handles its chores admirably. The recording is excellent. See contains a full-scale account of the opera and a good synopsis. This opera waxing could have strong appeal.

PUCCINI: MANON LESCAUT (COMPLETE)

Callas, De Stefano, Fierrovari, Calabrese, Forcellini. Angel 3584 C—The incomparable Callas, a rare combination of sheer vocal and great acting, gives fine support from Giuseppe De Stefano, Gavino Fierrovari, Franco Calabrese and Dino Forcellini in this excellent recording of "Manon Lescaut." Package complete with descriptive liner notes and libretto, has some stiff competition, but this excellent performance by the noted sopranos should capture a large segment of the market.

BIZET: CARMEN

Soloists: Orchestra Nazione de la Radiodiffusioni Francolise (Beccham). 3-12" Capitol SCGR 7279 (Stereo & Monaural)—This handsome package should find an easy market, despite the excellent versions of Bizet's opera that are already on the market. Performances, sound, packaging and overall direction are of the highest quality. Victoria de los Angeles, Nicolai Gedda, Ernest Blanc and Janine Micheaux are the soloists.

VERY STRONG SALES POTENTIAL

ADORABLE LITTLE SUES

(Parts 2 and 4) is THE HIT! Signature 12026

RAY BRYANT'S "LITTLE SUSIE"

(The World's First Stereo-Scored Orchestra

AUDIO FIDELITY RECORDS

the highest standard

170 Eleventh Ave. N.Y.C. 19
**REVIEWs AND RATINGS oF NEW ALBUMS**

*Continued from page 31*

**VERY STRONG SALES POTENTIAL**

AD: "BABY, WHAT YOu WANT ME TO DO?"

**JIMMY REED**

Veejay #333

Miss Delta, changed 22,000 of
"JUST A LITTLE BIT"

**ROSCOE GORDON**

Veejay #332

GIVE TO DAMON RUNYON CANCER FUND

**JAZZ**

**SOMETHING TO SWING**

Carmen McRae, Kasy KS 3623. (Stereo and Mono)

McRae's voice may be regrettable, but this album is a collection of songs that are arranged in a logical manner. The selections are well played, and the overall quality of the recording is excellent. This album is strongly recommended for anyone who enjoys jazz music.

**AWARD-WINNING DRUMMER**

The Beach Boys, Tuff 1970. (Stereo and Mono)

This album is a showcase for the Beach Boys' outstanding drumming. The drums are played with great skill and precision, and the overall quality of the recording is excellent. This album is strongly recommended for anyone who enjoys drumming.

**CLASSICAL**

**THAIVAROHY SYMPHONY NO. 5 IN E MINOR, OP. 64**

The Sinfonia Orchestra (Karens), London CS 4000. (Stereo and Mono)

This symphony is a masterpiece, and the Sinfonia Orchestra has performed it excellently. The recording is of excellent quality, and the overall quality of the performance is outstanding. This album is strongly recommended for anyone who enjoys classical music.
Bobby Darin’s Eagerly Awaited NEW LP!

“This is DARIN”

ATCO 33-115
Available stereo & monaural

Arranger-Conductor RICHARD WESS

A new triumph for Bobby Darin!
From Bobby Darin’s last album came “Mack The Knife,” the No. 1 hit of 1959—and “Beyond the Sea,” his current hit single! Much can be expected of a follow-up to such an LP, and Bobby has brilliantly fulfilled this promise in his new album, THIS IS DARIN.

THIS IS DARIN is an impressive collection of great swingy ballads from which, we feel certain, several singles of the magnitude of “Mack The Knife” will emerge. This LP shows the full range of Bobby’s phenomenal talent and his flair for showmanship.

THIS IS DARIN is an album to dazzle the eyes, as well as the ears. Its silver foil sleeve makes it a million dollar keepsake.

You don’t gamble with a “sure thing.” Swing with Darin!

THIS IS DARIN is the smash hit LP of 1960!

Songs in the Album
Clementine Caravan
I Can’t Give You Anything But Love
Black Coffee My Gal Sal
Have You Got Any Castles, Baby
Guys and Dolls Pete Kelly’s Blues
Don’t Dream Of Anybody But Me
Down With Love All Nite Long
The Gal That Got Away

THE OTHER DARIN LPs:
• 33-102 BOBBY DARIN
• 33-104 THAT’S ALL
(contains “Mack The Knife” and “Beyond The Sea”.)

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<th>Label</th>
<th>Peak Position</th>
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<td>1. Running Bear</td>
<td>By J. P. Richardson—Published by Big Report Music (BMI)</td>
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<td>2. El Paso</td>
<td>By Marty Robbins—Published by Marty's Music (BMI)</td>
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<td>3. Why</td>
<td>By Markie or Abe—Published by Decca (ASCAP)</td>
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<td>4. Teen Angel</td>
<td>By JST—Published—By Alfred Rose (BMI)</td>
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<td>5. Way Down Yonder in New York</td>
<td>By Peter, Paul &amp; Mary—Published by Beacon Records (ASCAP)</td>
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<td>11. It's Time to Cry</td>
<td>By Paul Anka—Published by SMRS (BMI)</td>
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<td>12. Where or When</td>
<td>By Rodgers &amp; Hammer—Published by Capitol (ASCAP)</td>
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<td>13. Heartaches by the Number</td>
<td>By H. Howard—Published by Peeroy (BMI)</td>
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<td>14. Mack the Knife</td>
<td>By Well-Bred—Published by Home (ASCAP)</td>
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<td>15. Hound Dog Man</td>
<td>By Peter, Paul &amp; Mary—Published by Beacon Records (ASCAP)</td>
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<td>21. Down by the Station</td>
<td>By Bruce Channel—Published by Columbia (BMI)</td>
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<td>22. He'll Have to Go</td>
<td>By J. Alvarez—Alvare—Published by Capitol (BMI)</td>
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<td>23. Not One Minute More</td>
<td>By Rumer—Rum—Rum—Published by Reprise (ASCAP)</td>
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<td>24. Lonely Blue Boy</td>
<td>By Winter—Winter—Published by May (ASCAP)</td>
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<td>25. Let It Be Me</td>
<td>By M. Carlin—Decca—Published by Lee (ASCAP)</td>
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<td>By Gordy—Published—By Fidelties (BMI)</td>
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<td>17. Handsome</td>
<td>By Ritchie—Published—By Shenon Music (BMI)</td>
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<td>18. Sandy</td>
<td>By Terry Fell—Published by American (BMI)</td>
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<td>19. What in the World's Come Over You</td>
<td>By Jack Scott—Published—By Peer Inn &amp; Star Fire (BMI)</td>
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**Third Ten**

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<td>By Archer—Published by Decca (BMI)</td>
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<td>27. Smokie (Part II)</td>
<td>By Bill Haley—Published by Joe (BMI)</td>
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<td>28. The Little Drummer Boy</td>
<td>By E. Simon &amp; M. R. Fidel—Published by Decca (BMI)</td>
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<td>29. Theme from a Summer Place</td>
<td>By Brice—Published—By Wheaton (ASCAP)</td>
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<td>30. Bonnie Came Back</td>
<td>By Reda Harkness—Published by Wheaton (BMI)</td>
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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.
WIN IN '60
WITH
RCA VICTOR

FIRST HIT SINGLES

CHET ATKINS
Teensville 47/7834

PERRY COMO
Delaware 47/7835

ROD LAUREN
If I Had a Girl 47/7844

DELLA REESE
Not One Minute More 47/7844

JIM REEVES
He'll Have to Go 47/7834

The great hits of the Golden 60's
are on RCA VICTOR.
The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all records reviewed this week.

**THE FLEETWOODS** MAGIC STAR (Cornerstone, BMG) — OUTSIDE MY WINDOW (Morris, ASCAP) — The trio has two hot sides that follow their big "Mr. Blue." The top tune, penned by Bonnie Guitar, is presented along similar lines to their current hit. Flip is an attractive reading of a gentle and plaintive ballad. Delton 15

**THE KINGSTONS** HOME FROM THE HILL (Miller, ASCAP) — EL MATADOR (Highbridge, BMG) — The Kingston Trio should have a two-sider with their latest effort. "Home From The Hill" is a wistful, folk-flavored ballad that is given a pretty reading. "El Matador" is a stinging flamenco-styled guitar backing. Capitol 4338

**FRUDDY CANNON** CHATTANOOGA SHOE-SHINE BOY (Acuff-Rose, BMG) — BOSTON (My Home Town) (Conley, BMG) — Cannon's sequel to his "Way Down Yonder in New Orleans" appear strong bets to repeat. He revives "Shoe-Shine Boy" in his familiar dynamic way over a rhythmic orchestral assist. "Boston" is a clever, new tune about the Bean City that has a great old-fashioned, stand-by guitar backing. Capitol 4338

**PATTY BOONE** (WELCOME) NEW LOVERS (Roosevelt, BMG) — WORDS (Melody Train, BMG) — Boone warbles "New Lovers," a pretty cockleshell strongly. His relaxed reading is smooth and listenable. "Words" is a new lyric version of "Silver Threads Among the Gold," and this, too, is nicely sold by the bit-sinker.

**TOMMY EDWARDS** DON'T FENCE ME IN (Harms, ASCAP) — I'M BUILDING CASTLES AGAIN (Tobin, ASCAP) — Edwards is a smart reading of "Don't Fence Me In." Cole Porter's evergreen. Swingin' backing helps the singer all the way. "I'm Building" is a pretty rockish ballad that is well portrayed by the artist. Should figure. M-G-M 1268

**ANNETTE** O Dio Mio (Topper, ASCAP) — IT TOOK DREAMS (Wonderland-Music World, BMG) — The young thrush has two potent sides. "O Dio Mio" shows a heart-felt delivery on an attractive ballad with beat. "It Took Dreams" is also done multi-track style, and the catchy rhythm tune provides a strong coupling.

**CLYDE MCBRATY** JUST GIVE ME A RING (Progressive, BMG) — DON'T BE SUCH A SNOB (Progressive) — Cozy's chart bound again with two strong contenders. "Just Give Me A Ring" is a gospel-type rocker that he belts expressively over a rich, warm string back. His outing on "Don't Be Such A Snob," a bluesy medium-beater, also has the money sound. Atlantic 2049

**JOHNNY HORTON** SINK THE BISMARCK (Cajun, BMG) — THE SAME OLD TALE THE CROW TOLD ME (Acuff-Rose, BMG) — Horton is in his familiar dual-market groove in his spirited renditions of these folkish themes. Both are strongly sold, and Horton can have pop sound with either side.

**MITCHELL TOROK** I WANT TO KNOW EVERYTHING (Acuff-Rose, BMG) — HOW MANY ANGELS FELL (Acuff-Rose) — Torok has two potent outings with his latest tunes. "I Want To Know" is a curious instrumental which is cleverly handled by Bobby Bazis. His reading over piano assist strongly. "Guardian Angel" is a rockballad that is also nicely rendered. Gaydon 2932

**LENNIE WELCH** DON'T YOU KNOW ME (Bill & Range, BMG) — NEED SOMEONE (Taurus, BMG) — Welch, a newcomer, has two impressive sides to mark his debut. He hands "You Don't Know Me," the hit of a few years back, a solid reading over fine rock assist. "Need Someone" is a lovely ballad, and this is also given a meaningful go. Columbia 41568

**THE KNIGHTSBRIDGE STRINGS** BLINDFOLD TIPS "AN AMERICAN IN PARIS" (New World, ASCAP) — FIDDLER'S BOOGIE (Pickwick, ASCAP) — The English strings come thru with two very acceptable sides, presented in the pattern of their previous hits. The emphasis, of course, is on strings. Both sides sound together, listenable, and should sound particularly salable. Top Rank 2931

**CARL BUTLER** CRY, YOU FOOL (Cry Golden West Melodies, BMG) — YOU'VE DON'T STEAL FROM A POOR MAN (Red River Songs, BMG) — Butler should grab plenty of pop and country foot with these strong sides. "Cry" is a country item that is sweetly styled by Rich Fuller. The other side is a brighter item that is cheerfully sold over fine backing from the As. Columbia 41569

**DORIS DAY** ANYWAY THE WIND BLOWS (Artists, ASCAP) — SOFT AS THE STARLIGHT (Daywind, BMG) — The pert lark has two gems that should make noise. Top song is from her forthcoming film, "Please Don't Eat The Daisies." She gives it a bright, multi track reading. Flip is a lovely ballad that she chirps warmly.

(Continued on page 39)

**REVIEWS OF THIS WEEK'S SINGLES**
“WILD ONE”
CAMEO #171

“LITTLE BITTY GIRL”
Doris Payne
what a wonderful lover (Meridian, BMI) - Miss Payne comes through with an excellent reading of a rhythmic Waltz. The three-quarter, country-styled vocal is handled with feeling and she could have a hit side, if it's exposed. Flip is "I Want to Be Loved (But Only by You)" (Meridian, ASCAP).

Mack McArtney
somebody just like you (Know, BMI) - Walking and talking (I'll Be, BMI) - Owen gives out with strong renditions of two tunes. "Somebody Just Like You" is a pretty ballad that is sung in touching fashion, "Walking" is a wild rocker. He scores to good effect on both.

** POP DISK JOKING PROGRAMMING **

** VERY STRONG SINGLES POTENTIAL **

Glen Williams and the Charmes
chief usher (take it easy) (King) 5322 - A cute side, on the Indian kick, with the material having a strong slant toward the Latin style. Midget tune and the boys had it a hand, a strong saleable reading. (Maffix, BMI)

** IT'S A TREAT ** - It's a treat what that click does to him when they're together. Williams with the group. Attractive side set to a rocking good rhythm. Worth spins. (Gill, BMI)

Roy Hamilton
nobody knows the trouble I've seen - Epic 9354 - Song is from Hamilton's latest album. It's a rhythmic version of the standard religious song. This has a chance. (PD)

** The Ten Commandments ** - Tune is from the singer's latest LP, "Roy Hamilton Sings Spirituals." It's a moving item that could go over very lovely backing. Spinnable jockey item. (Big Billy, BMI)

Jesse Belvin
** the door is always open ** - RCA Victor 7675 - Pretty ballad with best is nearly matched by the chorus over the chorus and organ support. It's a pretty side, and it has a chance. (Famous, ASCAP)

** Something Happens to Me ** Belvin delivers a smart tune with jazz-like organ support from Shorty Rogers and the orchestra. It's a ball side for the artist, and it could create interest. (Marvin, ASCAP)

Bo Didley
** my story ** - Checker 942 - Bo Didley sells a melodic hunk of folk material in his own expressive style, playing his fabulous organ. Very cute wax. A terrific item. (PV)

** Road Raser ** - Listenable blues is warbled with feeling by the chorus over solid backing by the rhythm section and some sharp chords on Bo Didley's guitar. (Arc, BMI)

Mimi Roman
** keep it secret ** - KAPP 316 - The great Jesse Mae Belvin gets a second reading by Mimi Roman, when this is released by an unusually smart arrangement. Later includes a trumpet carrying the melody; it's very effective. (Shapiro-Bernstein, ASCAP)

** Round About Midnight ** - Fickle flavored side, pretty in melody and lyric and embellished with a very tasteful arrangement. (Knoll, ASCAP)

Tommy Brit
** YOU KNOW HOW THINGS GET ROUND ABOUT ** -Unison vocal with a strong reading on the pretty oldie. It's getting quite some country rockabilly workout and it could take off. (Ahlert, BMI)

** Girl Crazy Guy ** -Cachy rhythm tune is nicely handled by Brit. This side can also grab coin. (Hummable, ASCAP)

Craig Douglas
** my first love affair ** - JARO 70106 - Craig Douglas sells this attractive medium tempo ballad with much feeling covering over a pretty orchestration. It's an intangible effect that bears watching. (Hummable, ASCAP)

** Rock n Roll Boy ** - Atlantic 22006 -A nice rocker featuring one of the group's best shots. (Smith, BMI)

** Touch of Pink ** - Blow a kiss - Columbia 41355 - With the tune now again spotlighted, (Kim, BMI)

**郵送 FIRE BALL ** - Flip Comb in - Columbia 41355 - With the tune now again spotlighted, (Kim, BMI)

** special Merit Spotlights **

The following records have been picked for outstanding work in their various categories because of its uniqueness and quality. Check The Billboard Music Staff, they don't seem to have been ignored.

** POP SONG **

Eddie de Marr
(its rough) this time of year (Sambora, ASCAP) - Happening. A new comer delivers two lovely ballads warmly, and he's given quality support from the orchestra. Both are spiral sides that should meet jockey approval, and with plugs, either could step out sales wise.

Columbia 41355

(continued on page 4)
FOLK TALENT & TUNES

by BILL SACHS

Around the Horn

The Brown, Jim Edward, Maxine and Robbins are spending a month in Hollywood. While on the Coast, the trio completed the singing of its night club act and will have the honor of performing on the 17th Annual Triller Life Show at the Great Western Exhibits Hall, Los Angeles, January 27-31. They'll one-day show back from the Coast near their home in Pine Bluff, Ark. Herb Shelser, manager of the group, announces that he has signed the Lovin' Brothers to the Al- bation Records label. The Lovins have a new Capital release in "Pigeon" due copies of which may be had by writing to Shelser, 1710 West End Building, Nashville.

"Grand Ole Opry's" Lorenzo and Oscar have one on Saturday, Jan. 26. "I'm My Own Grandpa" by C.Bondread, "Lasses and Sinatral Tempest," has brought a song to Dickerson Road, just outside Nashville, and the boys have installed a new trailer on it to house their new publishing firm. Lorenzo and Oscar play Lockeland Air Force Base in Florida Wednesday (27). The Lowes, Heapers and Baus- man Newman are rooted for Smo- ter, Tex., January 26; Woodward, Okla., January 27; Chickasha, Okla., Puma, Tex., 30, and Colorado City, Colo., 31. The Lomaxé perform February 2, and Fort Worth, Tex., 10, while Newman hopes to Salt Lake City for February 6. Stringbean, of "Grand Ole Opry," has a new one on the Columbia label titled "Barnyard Banjo Pickin'" February 2. And Oscar, his new office at 19 Two-Mile Pike, Goodlettsville, Tenn., "Ernie Thompson, Sheeter Dave, and rainbow" Sheeler are on Tennessee. Amsterdam's Atlantic will have a new release on February 10 at 1 Team Pis, 30, and Kansas City, Kan. 31.

Murray Nash was in Cin- cinnati and Chicago, Jan. 25. Since recently in the interest of a new record venture he plans to launch soon, to an office at the desk. Nash stated that a re- lease on his label of a project will be forthcoming in a few weeks. . . . Leon Mc Huff and His Countrymen have been set up by RCA for the Midwest Fair, Jan. 14. Mc Huff together with his manager, D.D. Thompson, and Roy Price recently cut a flying trip to Lorain, Ohio, for a decade of fun, with Price walking off with the honors by bagging an eight-point, 220-pound white-tailed buck.

A Harry (Hop) Pesque package containing Johnny Cash and the Tennessee Two, Garyordon, Nora Jean, Bill Monroe and the Blue Grass Boys. Warren Smith, Carl Perkins and hand and George Jones and His Western Jamboree will begin tomorrow in San Francisco, and the band will age the state, their world famous, the Grand Ole Opry unit featuring Marty Robbins and his band. Cities to be visited are Santa Fe, Santa Fe, New Mexico, Santa Fe, New Mexico, and San Diego. The band's tour will continue on February 5 and will be joined by Wanda Lee and Steady Cooper and Their Mountain Jamboree. Johnny Cash, George Jones, Bobby Sykes, Tampall and the Glider Brothers and Bobby Lord.

Futlin Husky plays Jack Roberts' Heiser Shalme Lake Balloon, near Seattle, January 30, and then tours over to Brownstone Park, Tennessee, Wash., for an appearance with Buck Owens and the Buck O’Boogie Gang on the 31st. . . . Teen- age country entertainer Fer- ry McGee Wilson shows her wares at the Naval Station in San Diego, Calif., January 31, along with Yvon Long and Cornelia Terry. Johnny Humbird was in Nashville last week but will not to new cut sides for Capital. The label due out next month, a new release on the record made on "Grand Ole Opry," following it with a new release on the label.

With the Jockeys

Texas Bill Strength has transferred his activity from KFOX, Long Beach, Calif., to KIKK, Bakersfield, Calif., where he serves as program director and diskjockey. In addition, Texas Bill does a daily stint with Connie Hess Hen- son on KERO-TV in the same city. Strength also that audiences and disc jockeys put him on the list for samples of new re- leases. He is a very active in the music department, and is a very active in the music department, and is a very active in the music department, and is a very active in the music department.

Jim Reeves put in last Friday and Saturday (22-23) playing the air bases in the San Antonio sector. . . . Curtis Artists Productions and Pamper Companies fowed on February 3rd at the Warner Brothers label. Donna Louvin and her band, with the Louvin Brothers,}

The Billboard

HOT & C.W. SIDES

FOR WEEK ENDING JANUARY 24

<table>
<thead>
<tr>
<th>No.</th>
<th>TITLE</th>
<th>ARTIST, COMPANY, RECORD NO.</th>
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<tbody>
<tr>
<td>1</td>
<td>1 1</td>
<td>EL PASO, Marty Robbins, Columbia 4151</td>
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<td>2</td>
<td>4 4</td>
<td>'HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643</td>
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<td>3</td>
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<td>SAME OLD ME, Roy Price, Columbia 4176</td>
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<td>THERE'S A BIG WHEEL, Wilma Lee &amp; Stoney Cooper, Hickory 1100</td>
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<td>5</td>
<td>7 8</td>
<td>RIVERBAND, Faron Young, Capitol 4291</td>
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<td>6</td>
<td>9 9</td>
<td>ME LOVE HAVE I, Webb Pierce, Decca 3041</td>
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<td>7</td>
<td>5 5</td>
<td>ANGEL'S NURSE, Kitty Wells, Decca 20679</td>
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<td>8</td>
<td>6 6</td>
<td>COUNTRY GIRL, Faron Young, Capitol 4238</td>
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<td>9</td>
<td>13 13</td>
<td>UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4247</td>
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<td>10</td>
<td>7 7</td>
<td>GET OUT OF MY WAY, Hank Thompson, Capitol 4291</td>
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<td>11</td>
<td>11 16</td>
<td>FACE TO THE WALL, Faron Young, Capitol 4291</td>
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<td>12</td>
<td>10 13</td>
<td>UNDER YOUR SPELL AGAIN, Roy Price, Columbia 4176</td>
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<td>13</td>
<td>21 20</td>
<td>WISFULL THINKING, Wynon Jardine, Challenge 5976</td>
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<td>14</td>
<td>2 2</td>
<td>ANOTHER, Roy Driscoll, Decca 30124</td>
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<td>15</td>
<td>16 17</td>
<td>MONEY TO BURN, George Jones, Mercury 31256</td>
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<td>16</td>
<td>15 18</td>
<td>ONE YOU SLIP AROUND WITH, Jim Reeves, Challenge 5976</td>
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<td>17</td>
<td>12 14</td>
<td>ARE YOU WILING WILLY, Harold Weeks, Scotti 326</td>
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<td>18</td>
<td>19 21</td>
<td>BIG H ARAH TAYLOR, George Jones, Mercury 31256</td>
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<td>19</td>
<td>17 15</td>
<td>FAMILY MAN, Frank Miller, Starlet 457</td>
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<td>20</td>
<td>24 25</td>
<td>YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41552</td>
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<td>21</td>
<td>23 23</td>
<td>DEAD OR ALIVE, Bill Anderson, Decca 30969</td>
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<td>22</td>
<td>25 25</td>
<td>RIVERBAND GOLPER, Jimmy Swaggart, Columbia 41553</td>
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<td>23</td>
<td>18 19</td>
<td>THIMBLES, Louis Prima, Decca 31575</td>
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<td>24</td>
<td>28 24</td>
<td>I'M MovIN ON, Din Gisebe, RCA Victor 7649</td>
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<td>25</td>
<td>27 27</td>
<td>THE GIRL WHO DIDN'T NEED LOVE, Porter Wagoner, RCA Victor 7683</td>
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<td>26</td>
<td>11 29</td>
<td>MAY, DON'T YOU WEED, Shearnell Jackson, Columbia 4133</td>
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<td>27</td>
<td>16 16</td>
<td>BEAT THE BAND, Bill Anderson, Decca 30969</td>
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<td>28</td>
<td>16 17</td>
<td>EASY MONEY, James Owens, Mercury 31256</td>
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<td>29</td>
<td>19 24</td>
<td>A WOMAN'S INTUITION, Wilburn Brothers, Decca 30969</td>
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HEADIi HIGH ON THE CHARTS!

Steadily building the Cash (3575), "I CAN'T GET A LAYA/' BILL JIMMAY BARNES (10681) "CRIEY CAUSE I LOST" SAVOY 81919

Rusty & Doug

.nging Big! SOME ENCHANTED EVENING. Carl Mann

Phillips I. 3030

with the music charts.
Paul Evans rides the "MIDNIGHT SPECIAL" to Hitsville! GUARANTEED #205

**Reviews of New Pop Records**

***** VERY STRONG SALES POTENTIAL

TAB HUNTER
***** I GOTTA HAVE MY BABY BACK—WARNER BROS 5142 — Humming melody that was a hit with Fool Tinian years back, receives a warm reading from the chanter. This could get considerable action. (Peer Int'l, BMI)

★★ Black Coat — Bright rocker is handed a good reading by Hunter over snappy backing. May get spins. (Marty's, BMI)

JOHN GARY
***** WHEN I'M ALONE—FRATERNITY 864—An attractive rockballad receives a forceful reading from the singer, helped by a good harmony and a triplet beat on the piano. A very good side. (Milkter, ASCAP)

★★ The Shrike of St. Cecilia — Gary sells the familiar effect with much warmth here over good backing. Gary sounds better on every record, and this one could happen. (Bremen, SARAC)

BILLY BLAND
***** LET THE LITTLE GIRL DANCE—OLD TOWN 1076—Cachy rhythm story is wrapped up in a thoroughly vocal style by Bland and fern chorus. Deal market appeal. (Glover, BMI)

★★ Sweet Thing — Bouncy rhythm tune is chanted with perceptive validity by Bland and chorus. Another good side. (Glover, BMI)

THE ARENA TWINS
***** JAMALAYA—KAPP 315—The Hank Williams bit of a few years ago is sung with spirit by the boys, helped by a good arrangement. Tune is still a good one and the disc could get some action. (Acuff-Rose, BMI)

★★ This Could Be the Night—The Arena Twins sells a pleasant rockballad with warmth over okay backing. (Hecht, Lancaster & Buzzell, ASCAP)

*Continued from page 39*

**GOOD SALES POTENTIAL**

**Continued from page 39**

***** NEGROES—The Jukebox Feb. 1959 30444—In attractive Full Color Sleeve

*Continued on page 44*

*Reviews of New Pop Records*
Redd Foxx
New Releases

BEST OF PARTY FUN
(LP 274 EB 286-287)

REDD FOXX SINGLES
SHOCK SHOWER 455
* DEAR JOHN LETTER 453
* (Special for Radio Programs)
SONGS HEARD THROUGH A KEYHOLE
Jolly Gown
(LP 285 EB 283-284)

VERNON GREEN MEDALLIONS
THE DOOR-ROCKET SHIP 454

BREACHING AGAIN!
EARTH ANGEL
PENGUINS 346
PENGUIN-MEDALLIONS
DON JULIAN'S MEADOWLARKS
Including

EARTH ANGEL — THE LETTER
HEAVEN AND PARADISE
Other Hits
(LP 254 EB 201-202-203)

DOOTOO

JUST OUT AND MOVING
MACK THE KNIFE/ 
THE NEARNESS OF YOU

BLUE NOTE 43/172

BE MY LOVE/ LUKE'S BLUES
BLUE NOTE 43/172

BY LOU DONALDSON

BLUE NOTE

"WHAT A NIGHT"
THE CHERPI DIADLES
ANDIE 1932

"ALL WINTER LONG"
LINDA LAURIE
ANDIE 1935

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

---

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

These are ranked in order of their current national selling importance at the sheet music level (piano books).

**This Week**

<table>
<thead>
<tr>
<th>Title</th>
<th>Last Week's Rank</th>
<th>This Week's Rank</th>
<th>Weeks on Chart</th>
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<tbody>
<tr>
<td>1. WHY (Debvia)</td>
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<tr>
<td>2. EL PASO (Marty's Music)</td>
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<td>3. MACK THE KNIFE (Harms)</td>
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<td>4. DO-BEEN! (Williamsen)</td>
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<td>5. HEARTACHES BY THE NUMBER (Pamper)</td>
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<td>6. CLIMB EVRY MOUNTAIN (Williamsen)</td>
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<tr>
<td>7. AMONG MY SOUVENSRS (DeSylva-Brown-Heidlerstein)</td>
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<td>11</td>
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<td>8. MISTY (Vernon-Octave)</td>
<td>10</td>
<td>12</td>
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<td>9. THE BIG HURT (Music Productions)</td>
<td>11</td>
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<td>10. MR. BLUE (Corostead)</td>
<td>12</td>
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<td>11. I KNOW WHAT GOD IS (Leeds)</td>
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<td>12. MARINA (Maxwell)</td>
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<td>13. RUNNING BEAR (Big Bopper Music)</td>
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</tbody>
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**Best Selling Pop Records in Britain**

(Fixed week ending January 16)

**This Week**

<table>
<thead>
<tr>
<th>Title</th>
<th>Last Week's Rank</th>
<th>This Week's Rank</th>
<th>Weeks on Chart</th>
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<tbody>
<tr>
<td>1. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR? Emile Ford (Fxy)</td>
<td>1</td>
<td>1</td>
<td>12</td>
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<tr>
<td>2. WHY — Anthony Newley (Decal)</td>
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<td>3. WHAT DO YOU WANT — Adam Faith (Parlophon)</td>
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<td>12</td>
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<td>4. NEARLY — Michael Holliday (Columbia)</td>
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<td>5. WAY DOWN DONNA — Fats Cannon (Crest)</td>
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<td>6. ORCHESTRA — Neil Sedaka ( RCA)</td>
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<tr>
<td>7. STACCATO THEME — Eumir Deodato (Columbia)</td>
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<tr>
<td>8. VOICE IN THE WILDERNESS — Cliff Richard (Columbia)</td>
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<td>9. TITLE WHITE — Johnny Seneca (Decca)</td>
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<tr>
<td>10. HEARTACHES BY THE NUMBER — Gene Austin (Philips)</td>
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<tr>
<td>11. SEVEN LITTLE GIRLS — The Amis (Columbia)</td>
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<tr>
<td>12. RATTLEDEE — Frankie Laine (Philips)</td>
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<tr>
<td>13. REVERIE ROCK — Johnny and the Hurricanes (London)</td>
<td>13</td>
<td>13</td>
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<td>14. BAD BOY — Marty Wilde (Philips)</td>
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<tr>
<td>15. BE MY GUEST — Pat Dublin (London)</td>
<td>15</td>
<td>15</td>
<td>4</td>
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<tr>
<td>16. EXPRESSO BONGO (ST) — Cliff Richard (Columbia)</td>
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<td>16</td>
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<td>17. IN THE MOOD — Ernie Fields (London)</td>
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<td>18. DANCE WITH ME — Drummies (London)</td>
<td>18</td>
<td>18</td>
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<tr>
<td>19. TRAVELING LIGHT — Cliff Richard (Columbia)</td>
<td>19</td>
<td>19</td>
<td>4</td>
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<tr>
<td>20. SUMMER SET — Alice Bill (Columbia)</td>
<td>20</td>
<td>20</td>
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</tbody>
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**The Billboard Hot R & B Sides**

FOR WEEK ENDING JANUARY 24

**Title**

1. 1 1 5 SMOKIE OAT HT, Bill Black Combo, Hi 2708
2. 2 6 3 YOU GOT SHAKE IT, Mary Johnson, Recorded Artists 119
3. 3 9 8 TALK TO TALK, Jackie Wilson, Brunswick 57165
4. 5 2 10 COME INTO MY HEART, Lloyd Price, ABC-Paramount 10062
5. 8 3 15 I'M WITH THE WIND, Barry White, Brunswick 57057
6. 4 4 9 I'LL TAKE CARE OF YOU, Bobby (ghost) Band, Dust 314
7. 7 7 16 RUNNING BEAR, Johnny Preston, Mercury 70414
8. 13 — SWING SISTERS, R. J. King, King 310
9. 11 18 AMONG MY SOUVENSRS, Connie Francis, M-G-M 12734
10. 16 16 FANKIE MAR, Buster Brown, Fine 1008
11. 6 10 WHY, Frankie Avalon, Chancellor 1045
12. 17 — IT'S TIME TO CRY, Paul Anka, ABC-Paramount 10504
13. 18 — HOW ABOUT THAT, Dee Clark, ABC-Paramount 1032
14. 24 — TEEN ANGEL, Mark Davison, M-G-M 12748
15. 28 — SHINY, SHINY, R&B, APEX 12297
16. 22 — WHAT ABOUT US, Crazy, Ace 6132
17. 15 13 LET'S TRY AGAIN, Eldie McPherson, M-G-M 12748
18. 27 19 18 MANY YEARS, Buck Builder, Mercury 71512
19. 14 3 2 MY GUEST, Fats Domino, Imperial 5029
20. 9 — OH! OH! (PART II), Huey Hamptons, Parlophon 4340
21. 20 — LET THEM TALK, Little Willie John, King 5574
22. 9 12 0 WREST MACH, Little Richard, Imperial, EMI 1900
23. 19 — COME ON LITTLE LEE, Little Richard, Imperial, EMI 1900
24. 21 20 11 ALWAYS, Sunny Turner, Big Top 2029
25. 14 — MONEY, Barrett Strong, Anna 1118
26. 25 — GIVE ME SOME, Dee Dee, Buddy Lester, Atlantic 2040
27. 29 22 13 IN THE MOOD, Ernie Fields, Borderlines 110
28. 18 14 — RIDE DOWN AIRPORT, Frankly Carson, Swan 4010

---

**SMASHING INSTRUMENTAL**

CLARENCE "GATEMOUSE" BROWN

"JUST BEFORE DAWN" and "SWINGIN' THE GATE"

PEACOCK 1692

RECORD STORES

**Increase Sales**

Listings of the latest popular records, based on weekly sales, for 8 full color & 4 black and white pages in 50,000 radio stations and newspapers.

**PEACOCK RECORDS, INC.**

**1901 East 22nd Street**

**VISTA RECORDS**

**THE BILLBOARD**

**JANUARY 25, 1960**

**Showing Action!**

**It's My Fault**

and Say You Really Care

Roscoc Shelton

Excello 2170

Outlets — if you haven't received your annual copy, contact us.

**KASPERDON RECORD, Inc.**

**Nashville, Tenn.**

**RECORD STORES**

**Increase Sales**

Listings of the latest popular records, based on weekly sales, for 8 full color & 4 black and white pages in 50,000 radio stations and newspapers.

**PEACOCK RECORDS, INC.**

**1901 East 22nd Street**

**VISTA RECORDS**

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**Page 42**

The Billboard's Music Popularity Charts... POP RECORDS
"A Feed Kiss" — Mary MacLane and "The Big Right Hand" — Rosina Stalo should interest fans. For details.

**KEEP IT — BE HAPPY**

This is the second part of our two-part series on the life and music of Rosina Stalo. She was known for her three octave range and her unique vocal style. She is perhaps best remembered for her rendition of "My Way," which was featured in the film "Casablanca." Stalo was also known for her recordings of "The Four Seasons," which included "Desperately." She passed away in 1992.

**SIDE NEW (Stereo mix) — Plenty of Fun**

This is a new mix of a classic song from the 1960s. The mix features a new arrangement and adds some modern elements to the original. It is a great example of how music can be updated to fit modern tastes.

**THE INVITATION WITH BILLY MAY & HIS ORK**

This is a great example of the kind of music that was popular in the 1960s. It features a mix of jazz and pop influences, and is a great representation of the era.

**IAN McCODA**

This is a great example of the kind of music that was popular in the 1960s. It features a mix of jazz and pop influences, and is a great representation of the era.

**FURRINCE JUNELA**

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**MOONSHINE SIERENKIN**

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**A JOURNEY WITH THE **

This is a great example of the kind of music that was popular in the 1960s. It features a mix of jazz and pop influences, and is a great representation of the era.

**ROAR ALONG WITH FRANKIE**

This is a great example of the kind of music that was popular in the 1960s. It features a mix of jazz and pop influences, and is a great representation of the era.

**SONGS OF THE JAMAICA**

This is a great example of the kind of music that was popular in the 1960s. It features a mix of jazz and pop influences, and is a great representation of the era.

**I WISH YOU LOVE**

This is a great example of the kind of music that was popular in the 1960s. It features a mix of jazz and pop influences, and is a great representation of the era.

**THE 20TH CENTURY'S STRINGS VOL. 2 GREAT STANDARDS**

This is a great example of the kind of music that was popular in the 1960s. It features a mix of jazz and pop influences, and is a great representation of the era.
HOLTER, STRATES ANIMALS IN WALT DISNEY PICTURE

CHICAGO—Show business animals owned by Gene Holter and the James E. Strates Shows will play prominent roles in an upcoming Disney ride. Strength and motion are expected to be the major elements in the development of the Holter and Strates Family Robinson. 

Mr. Holter recently wound up 27 weeks of location shooting on Togo Island in the British West Indies. The Strates organization provided two hyenas. Holter had a herd of about 200 hyenas, which included three zebras and a trick mule, all worked by Felix Reynolds and Ray Chandler. Holter reports that shortly before the actual shooting was finished, he had to fly two more zebras down as the heavy pace had tired out the pack. Mr. Holter and a man spent an hour on the shore of the island for scenes that depict unloading of the animals from a wrecked ship on a beach. Holter's mule was worked in the mud and in danger of being killed by a Strates hyena. The mentioned Robinson recalled the animal and located it on the beach. Actually, the zebra took one of the principal actresses a dozen or more times before the riding scene could be completed. Holter reports that one of the motion picture technicians came up with an idea of using large canvas skins as blinders on the zebra. 

Cast in the picture includes John Mills, Dorothy McGuire, James MacArthur, Tommy Kirk, Kevin Cochran, Janet Monroe, and others, from the Disney TV series.
Va. Fairs Offered State Ag Displays

CHICAGO, Ill. — The 27th annual Illinois State Fair, the largest and oldest state fair west of the Mississippi River, is scheduled for Aug. 20-30. The fair will feature more than 1,000 exhibits, 100,000 prize-winning entries, and a wide variety of entertainment and educational programs. The fair is expected to attract over a million visitors.

Mich. Fairs Show Optimism for 60

DETROIT, Mich. — Despite the state's economic difficulties, an atmosphere of optimism prevailed at the 60th annual Michigan Fair Association of Fairs convention held last week in downtown Detroit. The fair industry professionals discussed strategies to overcome the challenges facing their businesses.

Ga. Fairs Rename Benton President

ATLANTA—William L. Benton, Savannah, was elected to another term as president, and Mrs. E. N. Graver, Augusta, was named vice-president as the Georgia Association of Agricultural Fairs held its 56th annual meeting here. Twenty-three fairs and 22 commercial firms attended Monday (11) at the Dinkler Hotel.

Cold Weather Fails to Hurt N. D. Fair Meet

FARGO, N.D.—Despite temperatures that fell below the zero mark several times this week, the outlook for the North Dakota State Fair this fall is excellent, according to Charles Fleming, Hamilton, Ben Rospak, Essendine, and A. D. Scott, Fargo, who was re-elected as secretary-treasurer.

New Miami Fair Reports Good Sales Off Exhibit Space

MIAMI—Sale of exhibit space for the Greater Miami Metropolitan Exposition Fairs, Jan. 26 to 31, is going at a good pace, Leon F. Rubenstein, manager, announced. Event will be held at the Miami Beach Park. Tropical Race Track. Park, Memorial Stadium, and the new Municipal Auditorium. A new feature this year is the Miami Fair, which will be held in conjunction with the exposition.

Fort Worth Fair and Rodeo for 10 Run in Joe Freeman Coliseum which opens Feb. 12. Knight and Hames will also be present there. Attractions are Betty Johnson, who was a pop singer and TV artist in 1957, and her husband, Bob. In addition to this, there will be several other events and activities scheduled.

TV Western Names Leave Studios For Texas Rodeo-Stock Show Loop

WESTERN—Jim Lycey, general manager of the Western TV Network, announced that the network will be moving to Dallas to be closer to the Texas Rodeo-Stock Show Loop.

SEATTE EXPO BUILDING NUT $13 MILLION

SEATTLE—The building program for the Seattle City Auditorium, to be held on the site of the old Seattle Auditorium, will be $13 million. The project will include an exhibition hall, a convention center, and a theater.

FOOTNOTE: For more information, please visit www.americanradiohistory.com.
Skelton, Lawrence Welk, Show Interest in Fairs

Comico Red Skelton and Lawrence Welk are reportedly negotiating for a date this summer which would be a departure for the redhead. Welk has played fair before, but not many since his big TV success. The general impression is that they will plan a one-day concert in St. Louis' Kiel Auditorium April 1. Other dates set for the threemore are March 12 at Purdue University, West Lafayette, Ind.; March 14 at Miami, Fla.; and March 18 at the Missouri School of Mining, Rolla, the next day he'll also be at the Kansas City Club March 16.

Marching units have been imported to the Civic Center, Hollywood, for three weeks on February 3 and then for a pair of Midwest dates, Set are Luther College, Decorah, in February 26, and a doubleheader on February 27, after which the concert at the University of Notre Dame, South Bend, Ind., is March 1, and the University of Arizona, Tucson, on March 15. They'll then tie in with the St. Louis Hawks pro basketball game on the 28th; Lincoln (Ill.) College, 29; Kahamans (Mich.) College, March 1, and Milwaukee the following weekend. The Tri-Astono, acro, debuted on the Sunday (17) Ed Sullivan Show.

CITRUS EXPO

Buys New & Larger Site

Acquires 57 Acres
At Winter Haven;
Gate Marks Full

Winter Haven, Fla. — Attendance records tumbled early in the week for the Florida Citrus Show, and another record is expected to be set Thursday. The show, which has been going on for 30 years or longer, and construction will start in February.

The show long ago outgrew its 11 acres on Cypress Gardens Road. In addition to the farm market, rest area, and police station, manager Bob Eastman, the name of the death of William Polk, announced on February 11, the park closed a potential traffic catastrophe for police and fire departments.

Some buildings will be erected during the year. This year's show was at the turn of the year.

100,000 Watch Parade

The best attendance ever was 110,000. The show features farm market, rest areas, and police stations.

The show is about 150,000 for the week. (Continued on page 51)

at least five kinds of deep plate glass, which will be used on the site of the old Orange County Courthouse. The area rented by the 1908 building, which was removed in 1905, is to be used. The area is estimated to have been about three acres. The glass will be used for the new courthouse, which is to be built.
Edmonton Draws 440,000 Persons To Auditorium

EDMONTON, Alta. — Nearly 440,000 persons attended performances, meetings, banquets and other functions in Edmonton’s Jubilee Auditorium last year, according to J. E. Plewes, manager.

Some 300,000 of these attended shows or events in the building’s main theatre, which has a seating capacity of 2,731.

Attention has been drawn to the fact that in 1958, Plewes said.

During 1959 the auditorium’s biggest stage was used for the first time by a major U. S. traveling show, “My Fair Lady.”

SACRAMENTO — The Exposition of Modern Living, said to be the third largest Home Show on the West Coast, is scheduled for a six-day run in the Merchandise Mart Building of the California State Fairgrounds here April 19-24.

Deanna B. Baker, veteran California concessionaire, heads the 1960 exposition, which is expected to be headlined by a TV and motion picture personality plus a Mrs. Homemaker Contest and walkaround entertainers.

Another feature will be an exhibit of 52 panels on which are mounted giant photographs of plans and details of the 30 prize-winning homes selected as winners in the recent Sunset Magazine-American Institute of Architects contest.

More than 250 exhibits of home design, materials, furnishings and appliances will be displayed by Northern California merchants, the announcement said.

John Sacramento, is managing director.

Phoenix Sets Flower Show

PHOENIX, Ariz.—The International Garden and Flower Fiesta will be held in Phoenix, Scottsdale, Tempe and early Maricopa County March 24-29 under sponsorship of the Arizona Nurseriesman’s Association, James K. Wheat, chairman of the event.

The Fiesta will occupy more than 70,000 square feet of space and feature foreign and State gardens and the Arizona State Valley Garden Center Flower Show.

“Holiday” Pleasing, Russ Number Unique

By TOM PARKINSON

MIWALUIE — “Holiday on Ice” is playing to its share of the scorching heat and business with a production that pleases from first to last. The Morris Chaldees show turns frequently to its own experiences for production inspiration. The results are a fresh turn now and then among the regulars and thereby show regulars

Outstanding this time is the number inspired by “Holiday on Ice’s” recent engagement in Moscow where “The Lancers,” it is paced by slow and ponderous, the pleasant, Rus-

Russian and gray and black and gray in one phase. It features red-tinted uniforms in another. It’s a military drill with the line following the rhythm of a retreat with long silver lances. And there are further formations among lances with the lances, all adding up to a spectacular display.

Opening the first half of the show is “The Legend of the Black Pearl.” This is an extended major production with an underworld theme. Color- edged pictures of golden fish are projected in great dimensions on the stage curtain to set the theme. A chariot of two horses is shown. In another corner there is another chariot of galleons carrying huge bubbles, Neptune and a mermaid are at the stage, and an octopus moves off with one diver while a second diver and the black pearl in the form of Jinx Clark.

San Francisco — The world’s most unique bird show is taking place now in the San Francisco Zoo. This is the 43rd annual San Francisco International Bird Show. A second animal attraction is the Children’s Zoo, which has been running since 1924.

Arizona — The 1960 flower show, sponsored by the Arizona Nurseriesman’s Association, will be held from March 24 to 29, according to James K. Wheat, chair-

man of the event.

The Fiesta will occupy more than 70,000 square feet of space and feature foreign and State gardens and the Arizona State Valley Garden Center Flower Show.

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Round-Up

WORLD’S MOST UNIQUE BIRD SHOW

FRANK HUBREITZ & Co.

Tickets: 3,000,000, $7,500.00

The Ticket Office will be at 1111 Market St., Sandusky, Ohio, 6444-5277.
AMUSEMENT PARK OPERATION

Galveston Pier Credits Zoo For Increase; Adds Animals

SUCCESS LAST SEASON with the exhibition of zoo animals has prompted the Galveston Pleasure Pier to lay plans for a larger display this year. Howard Robbins, pier manager, advises that Manuel King, of the Wild Animal Ranch and Reptile Farm, will furnish all of the animals on a lease basis. King will operate a snake show as an added attraction. The small assortment of animals in 1959 doubled the pier’s attendance over any previous year, the manager reports. In 1960 the pier also will continue with combined shows, major and kiddie rides, a night club and the 1,000-seat Marine Ballroom, which plays name bands when available. Also on the pier is a 4,500-seat outdoor stadium, loca- cized a quarter mile out over the Gulf. Operator of the pier is the Texas Pleasure Pier Corporation, of which Walter Dick is president and Robbins is general manager.

Oktoberfest Sets Dates; Royalty Rides Dodgem Cars

MUNICH’S HUGE ANNUAL, the Oktoberfest, will run from September 24 through October 9. This will be the 150th anniversary of the festival which has become Germany’s most famous fair and in recent years a mecca for American park and ride people touring Europe. Applications for space are being taken until January 31. A royal garden and Princess Anne of the British royal family stopped off for a ride and reside on the Dodgem at the Olympia Fun Fair. The Dodgem is a favorite ride in the Gulf area. In October, the annual holiday circus runs there. The rides are owned by the Button Brothers, who have a new line-up of Whistaker fiberglass cars on hand. The Whistker cars operate with a cone size that makes rides easy to handle. The royal children also went on the Ghost Train dark ride.

Seaside Park Registers Major Increase in Gross

SOME KING-SIZED INCREASES are reported for Seaside Park at Virginia Beach, Va., by park President Dudley Cooper. The park enjoyed an over-all increase of 31 per cent, he related. Principal in- creases contributing toward that total include a 25 per cent improvement in ride grosses, a 10 per cent climb for miscellaneous games, and a 57 per cent increase for refreshment stands and the ballroom. Cooper attributes the added business and popularity of the park to the presence of many service installations in the vicinity and continued administration. New last year were the Tilt-O-Fun and a Lift-in-the-Dark. Management of concessions was consolidated and at 43 cents has one of the best Scramblers plus a Merry-Go-Round, Scooter, Ferris Wheel, Kiddie Coaster, Rocket and six kiddie rides. The new season will open May 20, Cooper announced. He added that Seaside Park and reports that it showed a modest rise over the past season. It will reopen April 9 with a Flying Coaster as a new attraction.

Billings Stalls in Everglades; Mrs. Schmidt Flies to Calif.

WITH THE PAREMEN—Ron Billings, former manager of Belmont Park in Montreal, writes from his Miami home that he’s having to curtail his fishing activities this winter, due to “the old accrued weight,” he says, “a gradual expansion of the waist of the Everglades when the snow fell from the rain. A short time ago I was in the wilds of the Everglades when the mudder on his boat broke down 10 miles from the nearest inhabited with a storm coming up. Fortunately some friends came along and towed them in. In fact and his family recently had an surprise guests Alex and Ruth Moller, of Waldoame Beach Park, Erie, Pa., who came over from Hildorado Beach, Fla., where they are spending this winter. Mrs. George Schmidt, widow of the Riverview Park owner and pioneer leader of NAAPPB, flew out to California for a winter vacation in sunny La Jolla. Her son, Bill Schmidt, now president of Riverview, saw her at the plane. Bill and Mary Schmidt have no immediate plans for any further summer climes, but may take in a few shows in New York while Bill is in the New York area attending the NAAPPB safety meeting February 20. NAAPPB past president Ed Schott, of Conoy Island, is planning another winter in Florida president of Seaside Park and also may look in on the Florida State Fair at Tampa. . . Bob Freed, of Lagoon Resort, Salt Lake City, NAAPPB board and pioneer member of the park. Jack was there last week for his annual New York show “inertoire.” Bob and his wife, each year take a jaunt to Colorado and automatically see all the new legitimate shows. Between planes in Chicago, Bob will confer regarding imple- mentation of the new NAAPPB promotional program delayed at the last NAAPPB convention. Makers Mickers Hughes and his lovely wife, Ingrid, of Hot Rods, Inc., are thinking of adopting a gaggie on a trip to Ireland in the very near future. They were greatly interested recently when their anticipated child was still-born. Mrs. Hughes is improving satisfactorily in a New York hospital. John S. Rowan, NAAPPB Executive Secretary.
**CIRCUS TROUPING**

By TOM PANKINSON

SARASOTA WAS LIVELY with circus action last week. Ringling Bros. and Barnum & Bailey Circus left for its Miami Beach engagement. The Wallendas, just in from the Pikes date in Mexico, traveled to the Frank With-Dee Ring show. The circus people who later took off for the Saginaw and Grand Rapids stands of the Mack Sennett Davenport Circus in the Cristal Bros. Circus was taking an active part in Sarasota's world premier of Walt Disney's newest film, the circus story of "Toby Tyler."

Mill Bros. Circus has arranged for Hollywood glamour lightings effects for the coming season, Whitey Wilhelm has left the props at the Detroit Shrine Show. Charles (Jenney) Jones has joined the management of the show because of his prior knowledge of the business and advice... Hamld-Morton opens February 15-21 at Milwaukee. Publicity this year is handled in Milwaukee by the Cadman Agency 

Bill Ricks. The Circus is going to Chicago to shoot a stage show next summer and will try to get in the World's Fair in Mexico City brought two turn-overs and a full house, Jack Lownei reports. The full Walfredia act has been signed for Pats' date this next season.

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**Mills Bros. Gets Chimp, Lion Acts; Buys Banner Wagon**

Brothers Return From Europe; Consider Importing Gorilla

CLEVELAND HEIGHTS, 0.- Mills Bros. Circus has signed a lion to its act, adding what is considered a number of ground and aerial numbers as a result of the European talent-scouring tour just completed by co-owners Jack and Jake Mills. The lion act marks a departure in Mills program policies, also the brothers’ first act in many years.

Jack Mills returned to his headquarters here early last week. He had met his brother, Jake, at London, and together they went to Hamburg and Berlin. Jake then reported home and Jack went on to Vienna and then to Moscow and Kiev, Russia.

Imports will include a five-girl teeterboard number, six-girl skating act, wire act and two-girl balancing act. He said he would know in about a week about other possible imports. He also is considering importing a gorilla, he announced.

Mills revealed that the show has ordered a menagerie bannerman wagon in Mexico and a red and brown wagon is being built in Indiana. Jack’s of Hollywood has shipped new wagons for the show’s new acts. Recently reported was the building of five floats for Mills’ circus.

The show will have all new cars from front to back, including a 120-foot big top with three middle. United States Tent is building the big top.

Mills also revealed that he has been offered apartments in Skater Heights, O.

**PHONENOMENAL**

Advertising Telephone Salesmen
for Home Office in Florida full salaries.
PRESS-TEEGE ENTERPRISES
640 Lincoln Rd.
Miami Beach, Florida.

**HUNT BROT. CIRCUS**

Circus hails to Center, February 3-6. This is a day longer than last year’s run. Water Stetson is handling the advance work and has opened the office in Lansing.

Voisey said he also is setting up a special tent for the show and that he is arranging to transport in Chattanooga. Other engagements also are in the works.

**PHONENOMENAL**

Circus salesmen and U.P.C.’s: Opening Sale, Michigan, Friday, Jan. 26. Can also use man for First Grain, Granary and Lansing, Mich. We can at least double the man's salary at either of these cities. Work at your own rate, work is abundant. You must be able to sell tickets. Call Ponio Reve, 8-1200, or write for full information.

**PHONENOMENAL**

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January 25, 1960

Fair-Exhibition
Management

IAFE Prez Bill Masterson Peers Into the Future

PHOENIX, K. Y. - President of the Dutchess Agricultural Society for 1960 is Linn Fish, Jr., of Salt Point, veteran fair director and vice-president during 1959. He succeed Paul Romey, president for the past two years.

It was announced that an exception has been made and Light will be used on the second Tuesdays of April. The printing of bills and co-ordination of plans of fair, the newly organized group consists of: Lillian L. Leachman, first vice-president; Richard F. Myers, second vice-president; Richard C. Murray, secretary; Horatio W. Nielsen, treasurer; County Agent Touzie and Raymond Vail.

Others chosen at the annual election were: Ross Holston, attorney; directors Albe Cole, Dr. Kenneth Neidlock, Samuel Morrison and Paul Rosenholtz, and four men elected to society membership.

This year's season, handled, by Munson Jr., Claire Barrigot and Jay Burela.

The meeting was held at the Beckermans, Jack Reynolds, organized the group on the continuing importance of papers in improving agricultural standards throughout the nation.

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Fish Elected Fair Prexy At Ricebeheime

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ROADS—Thomas Crawford, 57, veteran member of Kelvington (Sask.) Agricultural Society and president of the club, was killed last weekend in a hit-and-run accident.

CLARK—W. R., 68, West Coast Show concessions owner, passed away on January 6 of a heart attack on the golf course in Fresno, Calif. A native of Marshallfield, Wis., he was treated with the Johnny J. Jones, Shorely and other railroad shows before joining American United and Patrick organizations on the West Coast. Survived by his widow, son and three daughters.

GALLEY—Clyde E., former concessionaire with the Cole Bros. and Cannon Bros. circuses, December 17 in Revere, Pa. Survived by his widow, Marie, of Los Angeles; his mother and stepfather, Mr. and Mrs. E. R. Fye, North Bend, Pa.; a stepdaughter, Mrs. Charles F. Penary, North Bend, Pa.; a brother and a sister. Burial December 21 in North Bend, Pa.

GUFFIES—Heinz Whiteley, 63, known as the "Willie" of the Diamonds for about a month, was the widower of Therese Whiteley. Survived by his mother, Mrs. H. Whiteley, and a daughter and two grandchildren.

HALLOCK—Rev. William A., 92, Presbyterian minister and circuit court judge, January 3 at his home in Rochester, N. Y. He served (Contended on page 56)

In Memory of Our Son

On January 26, 1959

DENIS F. POWER

Enshrined in the hearts of
THE TERRAL FAMILY
FRIENDS AND ASSOCIATES

Mike ROSEN

"Fifteen years have come and gone. But the memory of you, still lingers on." January 27, 1945

Ted and Winona Woodward

ANCHOR TENTS

The Showman's Choice

First manufacturer of Tents, Awnings, Pop-Corn Concession Tents, Skating Rink Tents, Barber Shops, Tents and for all occasions. Satisfaction guaranteed for their best construction and workmanship, August 1878.

ANCHOR SUPPLY CO., INC.
Evanston, Indiana

AMERICA'S L. FINEST TENTS

O. HENRY TENT & AWNING CO., INC.

Tampa, Fla., Jan. 18-28, 1960

Circus Routes

Bluegrass (Fair) Palmetto, Fla.; (Fair) Waco, Tex.; (Fair) Degaeker Am. Co.; (Fair) West Palm Beach, Fla.

Davenport, Mich., Feb. 5-10

Pittsburgh, Pa., Feb. 11-15

Carnival Routes

Atayde Bros.; Mexico City, Mex., Feb. 5-8


Orin, No. 2: Grand Rapids, Mich., Feb. 25-30

Branch Bros.; Fairport, Mich.; (Exhibition Hall) Miami Beach, Fla., Feb. 25-31

Miscellaneous

Stadstheater Chico; West Palm Beach, Fla., 25-30; Hollywood, Calif., 31-Feb. 6

Montagon, Duke, & Co.; Kaukauna, Wis.; 25; Wisconsin Rapids 26; Pittsville 27; Marshfield 28; Edgar 29

O' Day, Marie; Palace Car; Bemidji, Minn., Dept. 25, Feb. 1; Haarne; Cameron 3; Rockford 4; Taylor 5; Egan 6; Rothein 7; Luling 11-14; Seguin 12-13.

Legitimate Shows

Dark at the Top of the Stairs (Bittmore) Los Angeles, Calif., 25- Feb. 13

Look Homeward, Angel (Orpheum) Springfield, I11., 25; (Vivoli) Toledoa 16 Feb. 27; (Memorial) Louisville, Ky., 29-30; (Memorial) Greensboro, N. C., Feb. 1-2; (American) Roanoke, Va. (Continued on page 56)

ARMY CONCESSION TOPS

"Fifties style" circus tent 24' x 24' with top and walls, 16' x 24' top, 8' x 16' top, 4' x 12' top, 4' x 8' top, 8' x 20' walls, 16' x 20' walls, 8' x 16' walls, 8' x 16' top. Available nationally.

"Fifties style" circus tent 24' x 24' with top and walls, 16' x 24' top, 8' x 16' top, 4' x 12' top, 4' x 8' top, 8' x 20' walls, 16' x 20' walls, 8' x 16' walls, 8' x 16' top. Available nationally.

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**THE BILLBOARD**

**SHOW NEWS**

**CARNIVAL CONTEST**

**JOHNNY VIVONA** stopped off in New Jersey for a breather between fair meetings. Frank A. Miller is ill in the Royal Hospital, the Burns. Pat Reithoffer and Big Al Howard have been making New England business in the Pennsylvania Railroad for his new fair at Charlotte, N. C. — Resolutions of regret are adopted by the Virginia meetings. Frank, Strate, Joe Prell, and B. R. Lawson, president of the South Boston fair. — Jack Weiss is drumming up show club interest in the Miami picnic. The fact is he's getting rather discouraged with the past-car tax in New York, and he waved it away. Meanwhile, Louis (Dud) King is in New London, asking for new fire and theather for his car. He was married not long ago for the earlybirds, who numbered Roy (Pepsi) Jones, Pat Reithoffer, B. R. Prell, B. B. Carriere, Harry Winger and Ben Allen.

**Irvin Kirby**

**HOT SPRINGS Marks 11th Birthday**

**HOT SPRINGS —** Over 200 members and guests of the Hot Springs Showmen's Association relished at the 11th annual birthday party last week. Jack Sherwood and his band provided the music for dancing. Many local businesses dropped in to pay their respects.

Hostesses were Mrs. Millie Wilson, Evelyn Rinaldi and Ollie Glosier. Herbie Brill ensued the floorshow.

**Collins Wraps UP FAIR ROUTE**

**MINNEAPOLIS** — William T. (Bill) Collins, owner of the show, beating his name, last week announced that booking of his fair route for the '60 season has been completed.

Show will start out as usual in North Dakota and wind up in Oklahoma. The route, as lined up by Collins, will start at:

**Hot Springs**

Next in line are the Pennington County Fair, Thet River Falls, Minn.; Jackson County Fair, Maquoketa, Ia.; Interstate Fair, La Crosse, Wis.; Steele County Fair, Owatonna, Minn.; Pine Beach County Fair, Albert Lea, Minn.; Sioux Empire Fair, Sioux Falls, S. D.; Nebraska State Fair, Lincoln; Washington County Fair, Fayetteville, Ark.; Oklahoma State Fair State, Muskogee, and the Tubo State Fair and Exposition. Collins plans to show in Tampa for the Florida State Fair.

**Carnival Conundrum**

**NEW YORK —** This fall's route for Prell's Broadway Shows will include the Kerns County Fair in Camdenton, S. C. Announcement was made by the sponsoring County Farm Bureau.

Prell's list of fair dates has been growing steadily since acquisition of the Petersburg (Va.) Southside Virginia Fair and the fair in Statesville, N. C.

Camden will run October 31 thru November 5, a date later than usual. Sam and Abe Prell and agent F. E. (Frankie) Smith have been making the Eastern fair meetings.

**PSCA Lists Committees**

**LOS ANGELES —** Committees for the Pacific Coast Showmen's Association for 1960 were announced by Prell's Broadway Shows, Inc., at the regular meeting held last week.

On the roster with Vaquita for the meeting were J. B. Dauay.

**Contest**

**CARNIVAL CONTEST**

**CARROLL R. L. COBURG** is in charge of the American Radio History. Was his name before the show. He was defending his name, last week. Jack Weiss is drumming up show club interest in the Miami picnic. The fact is he's getting rather discouraged with the past-car tax in New York, and he waved it away. Meanwhile, Louis (Dud) King is in New London, asking for new fire and theather for his car. He was married not long ago for the earlybirds, who numbered Roy (Pepsi) Jones, Pat Reithoffer, B. R. Prell, B. B. Carriere, Harry Winger and Ben Allen.

**Irvin Kirby**

**WORLD'S LARGEST MOTORIZED MIDWAY**

**AL KUNZ PRESENTS**

**SHOWMEN • RIDE OPERATORS • CONCESSIONAIRES**

**WE HAVE TO OFFER 20 WEEKS OF FAIRS INCLUDING SUCH STELLAR DATES AS —**

**Orack Empire Fair Springfield, Mo.**

**Coffa Valley Fair, Rome, Ga.**

**Madison Co. Fair, Huntsville, Ala.**

**Miss.-Ala. State Fair, Meridian, Miss.**

**West Tenn. Dist. Fair, Jackson, Tenn.**

**South Miss. Fair, Laurel, Miss.**

**Exchange Club Fair, Augusta, Ga.**

**... other fairs starting June 20 and ending Nov. 5, 1960.**

**CONCESSIONAIRES**

**Jewelry, Sheet and Long Range, Basketball, Contests, Picture Post, Photos, Hit-Striker, Ice Cream, Ball Games, Derby and Taffy Pans.**

**Roderick, Hooper, Hellpacker (Shinie, answer) or any new or novel Ride.**

**Globe of Death, or other Grid Show with Nearly Free, or what have you Girl Pans and Side Show People contact Not Mercy.**

**Good Show Carpenter and Scene Artist who can do both lettering and pictorial for Winterseason starting March 1. No deals.**

**NOTICE**

**MOBILE MARDI GRAS, FEB. 18 to MARCH 1**

**Want Tower Ride, Jewelry, Photos, Long or Short Range, Hats or Direct Sales, Write, phone or wire at once!**

**AL KUNZ**

P. O. Box 5515
North Birmingham, Ala.

Phone: WOrth 1-5521, Birmingham, Ala.

I will be at the Tampa Fair, Feb. 4 thru 9, at Tampa Terrace Hotel, Tampa, Fla. Otherwise

**FLASHBACKS: 20 Year Ago —**

Royal American Shows signed for the Western Canadian circuit of fairs for the seventh year. James F. Strates Shows closed for the New York State Fair, Syracuse. — Dolly Young was recognized as queen of a local beauty pageant. — Lightning struck a car in an auto crash. — Press Agent L. C. (Ted) Miller was named general entertainment manager for television and radio shows and Harry Winger as road show and stables manager. — William Gorman was appointed business manager of the O. C. Beck Shows. — Deep South’s Famous Shows was awarded the contract for the Red River Valley Circuit of Fairs in Minnesota for the fifth year.
HARRIBURG, Pa. — Eastern carnival routes neared completion here last week, and as the final chips started to fall there were few changes and even fewer surprises. The big fairs as usual were all not many. Some shows were represented at the Pennsylvania meeting, plus several routes which, with most fairs having announced their intentions in advance, the action was limited. Chief interest was expressed in the early week in the Jamestown Show, now under the management of E. J. Strauss, son of the founder. The York-Inter-State Fair had been signed last fall and two of the show's other fairs in this State, Clearfield and Butler, finally announced their returns despite some spirited competition from several other sources.

Reithoffer Bros. Homestead

One of the pending fairs, Wayne County Fair, Heredale, will be played this year by the Reithoffer Shows, which earlier had contacted Bedford and Butler. All had been played by other units in 1959. Also reported here was the return of World of Mirth to the fair in Rutland, Vt. The railroader reported new seat load, the Mecklenburg Show on the outskirts of Charlotte, N. C. Coming after the big South Carolina State Fair in Columbia, the new one provides a promising week in place of its former finals in Augusta, Ga., which has switched to a Heard Fair combination midway. Charlotte dates are Oct. 24-29, and it is expected the event will gain the patronage of the former fair retainer a couple of years ago by Dr. J. S. Dorton. Announcements are awaited on the plan of the Bluebird and Greater Allan fairs in this State and New York State Fair, respectively.

The Reading Fair will again have Cottis & Whits Show on this midway, a past sign last season by the handshake into In Cottin and fair head John Giles. Among other Pennsylvania awards this year are Pennsy Preliminary Show in Indiana, Meyersdale and Ebenburg; Eddie's Exhibition Show in Day- ton and elsewhere, and Amusements of America in Hughesville, Leesburg and Kutztown.

Turning out for the meeting were the following: Cottin & Wilson, World of Mirth, James E. Strates, Marks Bros., American National Amusements, Reithoffer, How-Rei, Smiley's Amusements, Penn, Pennsylvania, Broadway, Eddie's Expo, Morris Hammun, Armstrong's York, Stables, Kids, Penn-Penn, Roxy Giff. A. Griffiths Active Bazaar and Others.

DALLAS Club Installs Prez Riley Hickman

DALLAS—Riley Hickman was installed as president of the Lone Star Showman's Association made up of over 100 members and friends present for the installation. At the opening ceremonies were decorated in a hunting and fishing theme in honor of the man of the year.

Also taking office were Joe Murphy, first vice-president, Tex Meeks, second vice-president; Simey Carroll, third vice-president; Paul Vaught, general manager, treasurer, and Jule Conners, chap- man.

Inez Carroll served as installing officer and Bernie Cohen as ensign. Candles were lighted for all affiliated and a large one was lit by Chuck Moss for the Showman's League of America. Miss Murphy lighted the candle for all deceased showmen. Many wires and telegrams were exchanged.

A report was given on the club's Christmas party where they hosted 100 underprivileged children. Cabo- lican music and clowns greeted the youngsters. There were treats, games for candy, snow cones and popcorn. Captain Ebo and his trained dogs, the Marquisees and the clowns gave the show and Santa Claus passed out stockings filled with toys and candy. Hot dogs, ice cream and cold drinks were served and a silver dollar and stuffed toy was presented each of the youngsters.

Then 50 baskets were filled with turkeys, chickens, hams, eggs and groceries for distribution to needy families.

CLIFFORD H. (STASH) GRAY

Richmond Bank has filed insurance claim with us. Call me collect with your bank. Friday night, January 29.

GEORGE TURNER

Phone: Victim 2-5868

Ohio City, Ohio, January 29.

JAMES H. DREW SHOWS

MECHANIC WANTED

For man who can weld and do some carpentry work. Must be of good character and appearance. Would like to have a steady job with a nice place to live. Write, stating experience and references. No duties of special nature. A SPECIAL AGENT: Opening for a specialist in exhibitions. Must be able to work with a motor car and can far out in advance of shows. Write, stating experience and knowledge of exhibitions. You can be our man. Address: JAMES H. DREW SHOWS.

CAPPEL BROKERS, SHOWS

Wanted: Paint roller, 1 new, 3 used. Can be bought wholesale. Address: Cape Brokers, St. Louis, Mo.

AMERICA'S Finest Show

BANNERS and FRONTS

RITEWAY MFG. CO.

ADDRESS...

OCTOPUS WANTED

Factor must be a man. It must contain 2500 or better, must be in good cond. Address...

GRIFEN AMUSEMENT CO.

H出动... BARNES AND NOBLE

CARNIVAL WANTED


SAM ALEXANDER

Olympic Hotel, 725 So. Westlake, Los Angeles 57, Calif.
New York — With 14 fair signs sealed and delivered, American Airlines newest logo week became one of the first shows to have its season rounded out in the East. The fair, which opened three weeks ago and continues to its traditional end on the Boardwalk at the South Side, was opened for the benefit of the New Jersey State Fair, Trenton, and the Liberty Bell. The fair has been in operation for the past 30 years.

One of the interest points of the fair was the recent acquisition of a new building for the Liberty Bell. The building, which was constructed earlier this year, is a modern structure and is equipped with the latest in electric lighting and heating.

The Liberty Bell, which is one of the few remaining portions of the original building, is now housed in a separate wing of the new structure.

Details disclosed of the new building have been given by the executive officer of the fair, Mr. John D. Stewart. He said that the cost of the building was approximately $100,000.

The building includes a modern heating system, which is controlled by a central thermostat, and a new electric lighting system. The building also has a new roof, which is designed to prevent the entry of moisture and to provide a better environment for the Liberty Bell.

The Liberty Bell, which has been on display in the original building for many years, is now housed in a larger and more suitable environment. The new building is designed to provide a better display for the Liberty Bell and to make it more accessible to visitors.
COMING EVENTS

Legitimate Shows

- Continued from page 53

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- 20 for the season: (Shrine
Mosque) Poultry Hill, 25-26,

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- Iowa Home Show, 101

- Vaqueros, and

- Poultry & A

- by Harry Hughes, House of
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BETTER MERCHANDISE BUYS

January 25, 1960

COMMUNICATIONS TO 188 W. RANDOLPH ST., CHICAGO 1, ILL.

FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1, Illinois.

Giant Savings!
Special deal on brand new styles of men's and ladies' Tuxedos and Formal Wear with exclusive buttons. Rebuilt, used.

6 WATCHES..$39.95 60 percent deposit with order

Bolano-Bolano-Button-Button

Elegance

Midwest Watch Co.

Sensational Device Tests Eyes

save as much as $16.00 or more

The Best Sales Banners And Jar Games

Gentlemen's Guide to Sales Results - The Advertising Columns of the Billboard!

Easter Toys
10" Plush Rabbit. $5.00 ea.

Bead, Nat. Ducks. 4.00 ea.

7" Plush Rabbit. $3.00 ea.

Rabbit on Bike. 4.00 ea.

Dolly Doll House. 4 dozen

5.00 ea.

Pipe Salt Shaker. $2.50 ea.

OUTSIDE 20" Plush Rabbit. $12.50 ea.

OUTSIDE 24" Plush Rabbit. $17.50 ea.

FREE CATALOG! 100% EASTIN PLUSH AND GLASS ITEMS! REPRESENTATION WANTED.

Fruled Pete Enterprises, Inc.

4601 W. North Ave., Chicago 37, Ill.

Jason's Corner Jewelry

Menu's new style Earrings and Beautiful Necklaces included. Ruby and gold guaranteed 14K. 2 colors.

Choice selection at new styles for men will be on display, all famous brands. Complete with complimentary books - guaranteed like never before. (Sample, 69.95)

50% with order. Bonus C.O.D.

Send your copy of Pearl Sales Co.

108 S. Main St., Memphis, Tenn.

Free Wholesale Catalog CONTAINTAS:

Expansion & Photo Idents
Heart & Dart Pendants
Acme Aluminum Sales Co.
Rings & Pins & Pearl Clusters. Etc.

Send your copy today

For Fast 1960 Selling

Ladies' and Gentlemen's
Eglon, Bolona, Brenton, Cullen
Wrist Watches


15.50 1960 Styles Guaranteed

New 1960 Styles

SOUTHERN WATCH CO. 3-9 Volta Park Ave.

FOR SALE BY:

ACME SUPPLY CORP.

2201 Washington Ave. St. Louis 3, Mo.

Millard's, Westmoreland, Iowa.

Tampa, Florida.

Good in all Departments.

O. D. Conners, Caswell, Mo.


Fisher Basket Mfg., South Bend, Ind.

Kaye's of Chicago, Inc.

402 Main St., Wheeling, W. Va.

We are Manufacturers of HAND REELS
"FREE TIP BOOKS AND BASEBALL CARDS"

Phone Wheeling-Cedar 2433

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REGULAR CLASSIFIED ADS

Set in usual wanted style, one paragraph, no display. First line set in 5 pt. case, balance in regular 5 pt. upper and lower case. RATE: 30c a word, minimum $4 CASH WITH COPY.

In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

- DISPLAY CLASSIFIED ADS -

Attract more attention and produce quicker and greater results. Type in the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverse, or other decorative matter. One at a time border an ads in one line or more.

RATE: $1 per page line. 14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEE WEEK'S ISSUE

Send all orders and Correspondence to 2160 Patterson St., Cincinnati 22, O.
BULK VENDING

The best selling book in the world... miniatures!

HOLY BIBLE with printed cover and painted edges
only $10.00 per M. for or more.


COLUMBUS—Local bulk vending operators are seeking exemption from a bill passed by the Ohio Legislature that will tax vending machines $5. The statute, passed at the close of 1969, became effective January 1, and is currently being studied by the Ohio Health Department and National Vendors Association legal counsel. Milton T. Raynor and Don Mitchell met last week with officials of the Ohio Department of Health to seek an interpretation of the bill.

Next step is for the State director of health to draft regulations under which the measure, Ohio Food Service Law, will be enforced. It is in these regulations that vendors seek to have bulk vending machines exempted.

Paul A. Price Bows Line of Trading Cards

NEW YORK—Paul A. Price Company, Inc., has introduced a new line of trading cards. The series will be known as Crazzy Cards. There are 56 different cards in the complete series. Price said the cards are not loop cards, and they will be sold for laughs, for the whole family, grown-ups, and kids will like them. They'll be sold for mailing or trading,” he added. Price of the cards is $2.75 per thousand and they'll be packed 12,000 to a carton, 1,000 to a box and 12 boxes to the carton. The cards will be available thru distributors or direct from the Price company.

Detroit—Service time on the route was cut by about 70 per cent when Hill Vending Company here adopted a new percentage payment plan with its location. Rather than count out the money try to get and give the location split, Hill pays the location a flat figure, determined by how fast the vending machine has emptied.

For example, if the machine is empty or nearly so, Hill pays the location a flat $2.50; if approximately half-empty, the payment is $1.25. Rough proportions, which Hill has worked out on a chart, are used in between.

Time Out

Carl Hill, head of the firm, says that the average servicing time has been cut to about three to five minutes compared to 15 to 25 minutes per stop.

Hill uses a different payment schedule for each type of machine, all of which have been worked out in conjunction with the store manager. Chief problem, Hill notes, is how to go along with the idea. This is usually accomplished by letting the location split the change on a full machine, and letting him see that the percentage is a fair one.

Location Break

“We even give the location a small break in the percentage,” Hill grins, “making them feel the procedure will be a benefit for them.”

Hill notes the time saved in the process by his servicemen makes it easier for them, and the more they are transacted, the more the machine will pay.

Back in the office, Hill says they use an automatic coin counter to tabulate each day's receipts. But the total coin counting time for the machine is negligible, when compared to the time it would take on the routes.

Eight New 'World's Greatest' Ring Charms Bowed By S. Eppy

NEW YORK—A set of eight new vacuum-inalated ring charms, with separate captions featuring a "World's Greatest" theme, have been introduced by Samuel Eppy & Company, Inc.

Each ring has a different World’s Greatest caption, one of which is "The World’s Greatest Lover," the rest being "sassy," "sassy" and "sweet," according to the manufacturer. Rings are priced at $12.50 per NV for lots of 10,000 and up, $15.50 per 1,000 for 5,000 to 9,999, and $17.50 per 1,000 for 1,000 to 4,000. Free labels with each order; immediate delivery and FOB. -Lot 1.

The firm is also offering the rings in capsules (half-clear, half-colored) at $20.50 per 1,000.

A number of fill charms are also being offered by Eppy to the operator trade, including Series 19, over 100 different kinds, vacuum-priced, $4.75 to $6. per 1,000; Series 25, vacuum-priced, .40 to .75 cents per piece. Also Series 2 in plastic, silver or gold, over 100 different kinds, priced $.25 to $1 per 1,000; Series 3, vacuum-priced, gold, over 100 different kinds, pegged at .25 to .50 per 1,000; Series 22, Christmas charms, 16 subjects, vacuum-priced, all others, priced $.40 to $1.00 per 1,000, and Series 90, pins, pins, pins, vacuum-priced, pegged at .45 to .50 per 1,000.

Eight New "World's Greatest" Ring Charms Bowed By S. Eppy

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Eight New "World's Greatest" Ring Charms Bowed By S. Eppy
'No Needless Publicity' Says FTC In Blue Sky Vending Investigations

CHICAGO—The vending industry will be ready in March to display evidence to justify industry association opposition to Federal Trade Commission attack on deceptive vending machines. breaks with bread and rolls. Blue sky vending machine price

$ 5.00 per M Plastic, unpainted, without labels, order by M.
$ 11.50 per M Plastic, unpainted, without labels, order by M.
$ 9.50 per M Plastic, unpainted, without labels, order by M.

Order from your distributor or

GOLDEN95

E.
$11.50
JANUARY
5.00
GOING
M.
25c
Drofit" Advance
Northwestern
pompla4e
parts.

He
complete
mounted
which
to
back
resulted
some
by
its
hold
its
NATIONAL
DISTRIBUTORS.

36th
DISTRIBUTORS.

and
also
Three
slot
Supplies,

or

NATIONAL
VENDERS
MACHINES
FOR
MIAMI

The well-known agent, caught in a gype scheme with prospects of his investment flying out the window, resort to cut-throat competition, promising exorbitant commissions plus other inducements in an effort to get locations and almost save some portion of his investment.

Other victims of the schemes, abandon their routes entirely, or almost entirely, letting the equipment run down and giving the location owners in general a bad taste for the entire bulk industry.

Wooden Tray Beneath Chutes Gives Op 'No Spill' Service

DENVER—Goodwill is just as important to a bulk operator as to any other type of merchant, says Joy Shannon, who runs a string of 49 machines in the Denver area.

"And," adds Shannon, "there is nothing more likely to come ill will than a vendor whose chute allows the customer to hit the sidewalk unless a hand is in camped beneath it!"

Shannon has had many such machines, all of which have been equipped with a deeply grooved wooden tray in front of the chute to catch the filled bull gum, peanuts, chow mein, etc. She feels that the machines would make a little more money when customers fail to catch the vendor product are nullified when the tray is shown to them.

Shannon finished the tray for each machine in appropriate colors to correspond with the contrast, and finds that the result is a more attractive installation no matter what sort of stand is being used.

However, while starting quietly and slowly, their effect on the bulk vending industry is considerable. Worst is the multiplicity of bad publicity that results, giving legitimate operators in the area a harder case than ever to gain new locations and even holding on to existing stops.

Alas, as bad are the bad business practices that inevitably arise, the well-meaning agent, caught in a gype scheme with prospects of his investment flying out the window, resort to cut-throat competition, promising exorbitant commissions plus other inducements in an effort to get locations and almost save some portion of his investment.

Other victims of the schemes, abandon their routes entirely, or almost entirely, letting the equipment run down and giving the location owners in general a bad taste for the entire bulk industry.

NOT 1 BUT 2 CONVENTIONS FOR MIAMI

CHICAGO—Operators will have at least one good chance to visit Miami during 1960 and some will have two. The vacationland city has already been chosen by National Vendors Association for its spring convention and last week the National Automatic Merchandising Association announced it was picking the city for its convention next fall.

Salon Denver collaborated, and October 29 thru November 1, at the Miami Beach Exhibition Hall, with pre-convention surveys indicating the group will expand the program used in its historic Chicago meeting.
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DON MITCHELL

MAYMI — Prospects brightened
last week for Florida ball gum
operators to be excluded from a
State statute providing for a 50-cent
per machine tax on penny vendors.

The Florida statute, which has
been on the books for some years,
is part of a State revenue measure
that covers coin-operated amusement
devices.

In recent months, a number of
Florida coin-op owners have come to
include penny-gum machines under a
provision of the bill that sets a
$1.20 tax rate on all such devices.

In addition there are numerous
local tax schedules throughout the
State that make combinations and
aren't the same general heading.

Day before a hearing before the
Legislature Association legal counsel, met in
Miami, Mr. J. I. C. Sales, Joe Stein, 
Distributing Company, and 
Dale Anderson, Fordway, Inc., to
map strategy for the group's fight
against the measure. Feingold is
also president of the new Florida
bullet operators' association.

The problem has been raised by
State Comptroller R. E. Green refused to
include ball gum under a provision of
the Florida statute that provided
for exemptions of "penny machines
dispensing only nuts, citrus juices
or other food products." Green
contends that gum is not a food,
therefore under the liquor licensing
affiliation.

The newly formed Bulk Vending
Association of Florida, which is
meeting in Tallahassee to affiliate with
the National Vending Association,
has asked its comptroller's office to get
an opinion from the attorney
genera tor. (Only an official of
the comptroller's office can ask for such
an opinion.)

If the comptroller complies, and
if the State attorney general finds
gum to be a food product, bulk vendors
will be excluded throughout the State.

Eppy Bows New $75 Charm Promo
NEW YORK — A $75 promo
package of charms is being
marketed this week by Samuel
Eppy & Company.

The current Eppy bundle is made
up of 10,000 series 10, 15, un
series 10, 20, two
plastic charms; 7,500 series 50,
and 5,000 series 45-108 plas
chams. Eppy says the package has
more than 250 different kinds of
charms, for $75 in F. W. "Pigeon City"".

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"... really pays in the dark"
VACUUM-PLATED CHARMS

FLASHLIGHT...
$1.20

VICTOR STANDARD TOPPER
$1.35

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NATIONAL VENDING SERVICE CO.
"Use The Billboard classified pages for
GIVE RESELLER
(Continued on page 68)
NEW ORLEANS—Using colorful, fun signs which promise “400 SURPRISES” on every location has paid steady dividends and greater sales for Arthur Contadini, bulk operator here.

Contadini, who has some 350 locations throughout New Orleans, has found the famous French Quarter a Mecca for tourists; his most profitable area. Since the French Quarter is alive with colorful post signs and signs proclaiming various entertainment wares, Contadini felt that his vending machines looked a bit lonely.

He worked out a program of sign-merchandising just as colorful as that used by the biggest night clubs and cocktail lounges on New Orleans’ busy Bourbon Street.

The 10 by 6-inch signs are mounted at the back of each machine, usually by means of Scotch tape, and show color reproductions of some of the charms and novelties which are vended.

A typical such machine, in the entrance of a large drugstore, shows a miniature type measure, miniature cigarette lighter, compact key chain, tiny locket, and miniature magnifying glass, re-produced in four colors. A strip sign above guarantees “OVER 400 SURPRISES.”

The billboard signs began showing results the very first week Contadini put them to work. He was so pleased, in fact, that within a few months’ time, he began extending the practice to other locations. He found volume up by as much as 50 and 60 per cent wherever the signs were used.

The signs have been made up in several ways. Some of them are provided by charm manufacturers, by distributors, and the rest have been produced by simply clipping out color photos of charm ideas from catalogs, and pasting them on a white cardboardssel, which is then reproduced by a local printer, with the “OVER 400 SURPRISES!” sign on top.

Locations Help Op Service Vendors

Last week, The Billboard told how Ralph Le Franc, Biloxi, Miss., operator, had experimented with having his machines returned to a central location to refill. He has an experimental arrangement with 400 distributors throughout Mississipp through four mailmen, who has been using the machine, usually the same idea for him has worked out very well. Evidence clearly there are two sides to the question. What are your feelings? Do you have any experience or even any ideas on the subject drop us a line.

CLEVELAND — Location owners help in servicing and refilling vending machines in cut-throat sections of the route has solved a tricky problem for Joseph Rades, owner of Ridge Gum Corporation here.

A few years ago Rades added a route to his operation with locations as far as 200 miles away. Excessive operating costs were being incurred by frequent trips to only two or three of the locations, with Rades having to send an extra man to the route for the purpose.

Rades was finally able to solve the problem by leaving an extra, filled vending machine with the stockkeeper, who would replace an empty or malfunctioning machine whenever necessary.

Worked Well

“The idea worked out very well for us,” Rades commented. “We usually leave the extra vendor in the stockkeeper’s basement or storefront where it’s easy for him to make the switch. In the meantime, we’re able to service the local machine and service the location itself, again leaving an extra machine for him to use when necessary.”

Rades pointed out that servicing was actually cut in half for him. It also had the advantage of keeping the locations happy, with machines that were always full and always functioning properly.

He’s been able to turn the route back in full charge of one man again, with no loss of service either.

The only disadvantage lies in having two machines tied up in a location instead of one, but this is more than offset by the savings in labor and time.
CHICAGO—Chances are that the juke box operator will never see a major factor in the background music business. Reports from seven Billboard correspondents from the United States and Canada indicate that under certain circumstances, on-location background music can provide the juke box operator with a valuable source of added income.

Background music itself is not a new type of operator of automatic phonographs. For years the major juke box manufacturers have been producing specifically designed juke box units which have been used by operators for non-selective music.

But only in the last six months have the manufacturers begun to produce machinery that is specifically designed for background use, with Seeburg making a unit which plays 10 records, disc and AM/FM playing.

While reports from different sections vary widely, several conclusions can be drawn with regard to the impact of background music on the juke box operator. They are:

1. The operator will be better off in a non metropolitan area than in a large city. Response Competition from FM radio and such central studio systems as Music in Motion, when large numbers of subscribers with and without colour TV, as well as with and without colour TV, is playing together, the juke box can provide an additional source of income.

2. On industrial locations the full-line vending machine operator has a distinct advantage over the juke box line. In the home, the juke box has the location can offer background music free or as an alternative to the background music. The juke box must operate must operate on a parallel, mutually exclusive, or must operate on a single source.

3. On street locations, and where a tailored system is required, the juke box operator has his greatest opportunity. The juke box operator can use the background music in a background music box or can sell the juke box, and he has latitude in working package deals.

In general, the juke box operator is not a competitor of the background music system. Reason is that the volume is in the juke box market and there is a factor in the background music system. Reason is that the volume is in the background music market and there is a factor in the background music system. Reason is that the volume is in the background music market and there is a factor in the background music system. Reason is that the volume is in the background music market and there is a factor in the background music system. Reason is that the volume is in the background music market and there is a factor in the background music system. Reason is that the volume is in the background music market and there is a factor in the background music system. Reason is that the volume is in the background music market and there is a factor in the background music system.

(Continued on the page)

BEAUTY CONTEST

CHICAGO—Bally Manufacturing Company has launched a new one-day, one-shot contest, which hopes might become the fast-play favorite of 1960.

The new, metered, single-coin model is Beauty Contest, played with one large and a single-coin coin box. It is equipped with a coin divider type coin box.

According to Herb Jones, Bally executive vice president, “the launching of the new one-ball will not affect output of the firm’s line of pin games which will be produced regularly.

Quick & Easy:

Playfield action is quick but relatively simple. Players try to knock down the tops of the mushroomed bumber bumpers which correspond to 11 batting beautyides depicted on the backglass. As each bumper is hit, it lights up and the player can consult the mushroomed beautyides to light up. The lamps are earned for lightning up six to 11 of the swimming beautyides.

(Continued on page 77)

Stereonomic Amplifier Developed for Jukes

COLUMBUS, Ga.—A new unit known as the Steremonomic Amplifier, which, it is claimed, converts any record, old or new, to a stereo-like sound quality, has been developed and patented here by H. C. Hogencamp.

The amplifier is being marketed by Mr. Hogencamp at $98.50 and is expected to first reach the market through a number of Wurlitzer distributors, including Peach State Distributing of Atlanta, flaming for the company, developing and marketing of the unit, and the home has been established by the Martin Theater Company, which operates a chain of more than 200 movie houses in Georgia, Florida, South Carolina, and Tennessee.

The unit will be manufactured and marketed under a division of the company.

Spokesmen read as simple as this but there is no longer a question as to the success or relative high and low frequencies on a number of stero-phonophones, and also that the unit will be available through other speakers systems. Spokesmen say that where there is true, the stereo amplifier has to be placed in some sort of fixed position between speakers. The stereo-phonics puts a room, where the amplifier is to be used, where the listener may be seated. "What other audiophiles have to do is to do us so to say, our special amplifiers," says it is "the only way to do it." The new system will first be promoted to the juke box market, although it is also plans to have it in the works that may lead to later domestic applications. The pitch to operators will be that it is now possible to obtain a stereo effect without actually purchasing new equipment, new equipment, the many operators, so far unsold on the juke box line, can be sold to stereo equipment, that a fly can fly with this less expensive system.

(Continued on page 76)

South Dakota Ops Hold Meet

In covering the South Dakota operators’ convention, The Billboard depicted from its usual policy of self-covering and listing operators, it is in the interest of the original organizers of the South Dakota Convention to build its foundation, which is one of its strongest supporters today. The state is a Midwest of America and long active in industry point it is.

In covering the South Dakota Operators’ Association convention, The Billboard has planted a new area, which is one of the best locations in the world.

BY GORDON STOUT

PIERRE, S. D.—Over 60 operators, traveling salesmen and finished guests were in attendance at the smorgasbord dinner and social evening formally opening South Dakota Phonograph Operators’ Association quarterly convention.

All four of the major phonograph manufacturers were represented by both factory and distributor personnel. Current models of

WEISMAN, KOENIGSBURG

BUY OUT DOUBLE-U SALES

BALTIMORE—Sam Weisman, a veteran of 30 years in the coin machine industry, has purchased one of the nation’s largest distributors in partnership with Dave Koenigsb erg, another coin machine veteran.

The pair bought complete interest in the Double-U Sales Company from Harry Rosenberg, who has owned and operated the firm exclusively on his extensive operations in the Baltimore area.

Weisman, who has been Double-U Sales manager for many years, will be president of the new corporation, the State Sales and Service Corporation, Koenigsb erg, who has been an operator and he who has owned a coin machine conversion and repair organization, will be secretary-treasurer.

New Quartet:

The firm will move to new 7,800-square-foot headquarters at 1005-7 East Baltimore St. on February 1, 1961. State Sales is franchised distributor for the United Manufacturing Company on both games and music, the J. H. Keeney Company, and the Midway Manufacturing Company.

Weisman, one of the most popular sales executives in the coin machine industry, was associated with telegrams and phone calls from well-wishers this week as he made the announcement.

30 Distributors Authorities

For Billboard Price Listings

CHICAGO—The Billboard presents its new weekly Price Index on coin machines. The index lists the new sales prices for coin machines, and other items of interest in coin machine business. The index lists the new sales prices for coin machines, and other items of interest in coin machine business. The index lists the new sales prices for coin machines, and other items of interest in coin machine business. The index lists the new sales prices for coin machines, and other items of interest in coin machine business. The index lists the new sales prices for coin machines, and other items of interest in coin machine business. The index lists the new sales prices for coin machines, and other items of interest in coin machine business.

Since the same model is likely to have different value from one section of the country to another, the operator should use the index only as a general guide. The listed prices merely indicates what this model is selling for around the nation on the current market.

The index currently includes over 600 listings. We have expanded to include still more. Kidde ride prices are noted in line, too.
The Billboard's New Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Prices quoted on each machine represent the average of quotes by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

January 25, 1960

Juke Box Ops Background Music Future Limited

• Continued from page 64

Rodstein and Adair had different opinions in regard to the effect background music will have on the juke box business. 

"I've been afraid that eventually background will take a toll on the juke box business," said Rodstein. "I know of at least one case just last month where a long-time juke box location moved over to background music.

"You'll find more background music going into locations where there are no managers," he continued. "Older people will go for background music more since it is more soothing and not as jumpy as many music.

But Adair maintains that the two types of locations are different and never the twain will meet.

"These are two entirely different lines," he said. "A man (location owner) is not going to sit up and change his old juke boxes just to get background music and then on top of that.

Besides, background and jukes work together. If you have this kind of location, Adair continued. "Background music is primarily for large stores and industrial locations.

As a result of this reasoning, Adair doesn't think there will be any chance of being a juke box location to background music. And Adair has thrown in derby to the background, saying:

One of the largest operators in the area, Joe Mangel, of Mangle & Mangel, says that he has continued to expand his background music operation, and rather than hurt his background music business, he has been able to overcome many objections raised by certain clients. Mangle & Mangel has a series of background music locations.

From Miami, Racal Shapiro reports:

"We tell the jobber in Florida to set up a specific route of background music. Other operators here will have a background music unit and a juke box en the same location, leaving the former running the dining room and the latter running the jukebox. We have dance patios, with the juke box furnishing the dance music, and a background music system, taking care of the rest of the establishment.

One of the largest operators in the area, Joe Mangel, of Mangle & Mangel, has an exclusive set up with the Howard Johnson restaurants in all its Gold Coast locations. He has just signed a new five-year agreement to continue furnishing background music in all present and new Howard Johnson locations in the area. Mangel thinks the future is bright for this type operation. If a location is sold to juke box or background music makes no difference. (Continued on page 65)
Juke Box Op's Background Music Future Limited

continued from page 65

He is geared to service that location whatever his need, and in many cases he will handle it himself, if necessary, in the part of the building and installing background music at their new location.

Again this holds true in most of the hotels and motels in Florida.

Florida Juke Box Op's

John W. Sammons

Only two distributors are in background music business, namely John W. Sammons, president of Sammons Pennington Company, Inc., who handles the Seeburg background music sales and has some 225 outlets in the state, and A. C. Camp, president of Southern Amusement Company, a distributor of AMI (also Seeburg) plus other equipment and also operator of a music store.

Camp in the past few years has developed his background music business as a separate company, name of which is Music World. Camp has a separate location company from his Southern Amusement business.

He has some 210 locations. His operating procedure is the background music has been to have separate playing units, with amplifiers and speakers, in each location. Every sheet of music is fed to a juke box unit in his business, which is in process of converting all to receiving the WMC-FM background music by radio.

This will enable Camp to get the new service at a reasonable cost before than. The service is fed to the juke boxes on a sliding scale and depend on the number of speakers needed, are about $25 per month for a location with four speakers.

As another example, a location with 35 speakers would run from $54 per month. Camp has had to supply records to the locations which pay corporation for all music, much the same as the type of music on his own locations.

Camp supplied new records ever so often so that by the end of three months the location will have a complete change of records for new music.

Out of the Seeburg and Sammons and Camp charge they pay the music license royalty fees to WMC-FM (as WMC-FM has $3 per location per month and fees to the ASCAP for music as well). The ASCAP fee is higher because as ASCAP composers have far the larger group of background music type. Thus, the Seeburg and Sammons, used is some 150 out of Sammons plus various locations for hours.

No Memphis music operator has the background music policy, one, Edward H. Newell, owner of Oramt Music Company, has had interested interest and may later on. It is the interview with Sammons disclosed.

He is getting more and more locations, for instance, of the 120 locations, is Vyma Mills, a clothing factory, one 60 outlets, where 69 speakers were used. Monthly fee for this location is for $40 and the store is about $110 Sammons said.

No Memphis music operator has the background music policy. One, Little Rock, where 130 speakers were used. The monthly fees paid to the industry depend on the number of speakers and number of hours.

A small, average-size location will run from $35 to $40 a month if the location is one of the 120 locations, with the number of speakers and amount of hours.

Sammons listed the types of locations he has, and this includes, for example, supermarkets, drugstores, variety, drug, factories, banks, bowling alleys, drugstores, discount stores, supermarkets, and savings and loan associations.

Sammons does not feel background music is much more, except for the trend for phonograph operators because most operators are being full service and do not sound in looking after their routes and do whatever the customer requires at the time, requiring a good bit of technical knowledge.

Retail competitor in the same field is John W. Sammons who handles in his Sammons Pennington Company, Inc., the background music business, including Murak, the originator back during World War II and Seeburg background music.

But Camp is working on some thing new and interesting that may be a trend in the field. He has an exclusive franchise with a local background music company, WMC-FM, which claims a new source of revenue for these operators.

Camp has leased this service from WMC-FM to send to locations in the city area, where the radius will cover 60 to 80 miles. This type of background music operation is new to Camp, having separate players at each location, as long as has been selling in building up his business.

Camp is now in process of converting all to receiving the WMC-FM background music by radio.

Some other comments on background music: "I think that it will be a good deal for the juke box operators. We haven't gone into it yet because we have too busy to investigate it properly," says John (Red) Jacomet. Red's chief executive, West Alls.

From Sammond, Hastings, Distributing Co.

"We are still checking to see what the various manufacturers are doing in this department. We are interested, but Murak is pretty well ahead of the game on this. We don't have a lot of the top spots lined up.

After all, there are only a limited number of radio stations available for this type of distribution."

According to Jack Roeder, L. R. Distributing Co., company that has been supplying this service, has a lot of locations of his own in operating in Toronto. The rest of the service is handled by operators that are paid commissions for this type of service and not the leasing of the machine.

Bulk of the Gishlick locations in the city are shopping places which he feels there is a new problem for the company.

Under a Supreme Court of Canada ruling, the mecha-

music is not played in the basement and the coin mechanism is run by the operators. There is no royalty fee for the music to the Operators, Authors and Publishers.

The Gishlick organization, however, made an arrangement with this city that there are separate locations, a fee of $0.25 per location in the shopping centers.

That means where the mecha-

music is not played in the basement, each outlet for that machine in the store, rates a fee to CAPAC.

This company with the cooperation of the operators has a separate outlet for supplying music to each location.

From Toronto, Harry Allen Reports

Or-location background music sales in this country belong largely to the Seeburg distributor, R. C. Gishlick.

Gishlick leases the equipment, charging 1 per cent per week, per location, as well as for charging the operators a $250 setup fee on all new locations

which is credited at 16% per year to the lessee.

Operators who place the equipment paid a commission on the servicing of the equipment. In other words, the equipment always re-

mains the property of the Gishlick organization and Gishlick pays the operator for servicing the equipment and changing the records as required.

The biggest competition comes from Muzak and, as a lesser degree there is competition from the FM station in the city and small rock commercials when feeding music to their clients.

For the past 20 years, Gishlick has had locations of his own in operating in Toronto. The rest of the service is handled by operators that are paid commissions for this type of service and not the leasing of the machine.

The Gishlick organization, however, made an arrangement with this city that there are separate locations, a fee of $0.25 per location in the shopping centers.

That means where the mecha-

music is not played in the basement, each outlet for that machine in the store, rates a fee to CAPAC.

This company with the cooperation of the operators has a separate outlet for supplying music to each location.
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SINCE 1909 DESIGNERS, ENGINEERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY
Venezuela Bars U.S. Juke Box Imports

NEW YORK — Venezuela has temporarily closed the door on imports of juke boxes from the United States. This fact was confirmed here this week by Morris Pressner, president of K.B.I., Inc., well-known exporter of coin-op equipment and other commodities to Latin America.

Pressner told the Billboard that since last October, Venezuela has declined to issue any import licenses for juke boxes. The view was held here that the Venezuelan government classifies jukeboxes as luxury items which should qualify for a higher import duty under terms of certain amendments recently made in the country’s customs tariff law. It was indicated

Portugal Pins Knocked Out

LISBON, Portugal — A Ministry of the Interior order prohibiting operation of pinball games in public places as of January 1, 1960, and operators were warned they will be legally prosecuted and the machines subjected to confiscation in 1960.

Sandy Moore Named British Mills Distributor

LONDON — Gabie Farnum, sales executive of the Sandy Moore Distributing Company, a leading New York coin-op firm and distributor, arrived here this week to complete details for the first distributorship of the Mills line of table machines in the United Kingdom and Ireland.

Farnum will stay for two weeks, then fly back to New York. He will be at the Dorchester Hotel during his London stay. This spring he will take up permanent residence in London, where he will direct the firm’s activities in the sale of the Mills line.

The belt drives, legal in British private clubs, have been popular in the United Kingdom.

Four plans to attend the annual convention of the Music Operators of America in Chicago this May, then return to London where he and his family will make their home.

HAMBURG, Germany — West Germany’s coin-op industry will make public relations a major concern in 1960. One of its industry’s goal’s is to win friends and influence the public for the fair use of juke boxes. Other black marks are vandalism of juke boxes, gams, vendors and luck machines.

But the PR program will concentrate on the juke box. The German Industry Association claims that a juke box ”image” can be created which will be to the industry’s benefit. The theory is that the juke box is in the public mind, tends increasingly to be a synonym for the entire coin-operated equipment.

Patently, this applies less to vend- ers than players, but it has demonstrated that the fostering of a friendly juke box image can build good will for the entire industry.

The friendly juke box program is being developed along these lines:

1. The improvement of industry information channels.
2. Increased and more important juke box operators to justify public criticism of certain aspects of the industry.
3. To tell the public what the juke box is for providing the coin-op public, entertainment, impulse, compact, elastic image, adaptable to varying situations.
4. Development ofjukebox literature mainly to jukes, but it seems to hold promise for brochures, bi-weekly, semi-weekly and in fact, if it has outgrown the specialty-box sensation, it will have to compete.

The Germans are trying to dress up the jukes, to upgrade the product. For example, German firms now market the juke box as a garish dispenser of pop music. So, we call the dis- guised “black tie” purveyor of soft background and even classical music.

The idea is there is no industry in the world of America in Chicago this May, then return to London where he and his family will make their home.

Germany’s war aftermath, mainly refugee camps andorphans, created a need for coin-operated entertainment and philanthropy, and there were some industry figures who believed it would be good public relations to dedicate jukes to youth groups, encouraging the groups to operate the jukes as a source of revenue.

This proposal promises to gain support and generate favorable public opinion of juke boxes.
JANUARY 25, 1960
THE BILLBOARD
COIN MACHINES

ONE LOOK

ONE LISTEN

AND THE UNANIMOUS OPINION IS
WURLITZER HAS IT!
The World's Greatest Money Making Music Systems

THE WURLITZER COMPANY ESTABLISHED 1856 NORTH TONAWANDA, N.Y.

www.americanradiohistory.com
Baltimore Liquor Board Probes Location-Operator Financial Ties

Baltimore—The city Liquor Board this week will receive a flood of questionnaires filled in by 2,632 holders of liquor licenses in the city's probe of financial links between tavern owners and coin machine operators.

The 17-page questionnaire, drawn up and mailed to licensees last week, asks for information pertaining to the purchase of their establishments.

It was the first step of a manifold probe into financial dealings involved in tavern purchases and possible connections they might have with coin machine operators in the city.

$250 Tax
Tavern operators were asked how many of their machines bear $250 federal tax stamps, which are required for any coin-operated device which pays off in cash or merchandise. Such payoffs are illegal in the city.

The inquiry stemmed from testimony into the ownership of a West Baltimore tavern. At the hearing the woman whose name appeared on the license and a man who identified himself as her superior said they had no money of their own invested in the place. The tavern license was issued pending investigation.

Details of the complicated financing of the purchase led Frank Hanson, board member, to remark that the operator of an operating company whose machines were installed there may be the true owner of the tavern.

The questionnaire, mailed to all licensees, must be returned only by those which have now, or had at one time, coin machines on their premises.

The respondent is asked:

1. Type and number of coin-operated devices, such as pinball machines, and box machines, on premises.
2. Name and address of owner and/or operator of the machines.
3. Purchase price of the tavern or liquor store, excluding real property.
4. Amount and source of funds put up by licensee not borrowed from someone else.
5. Amount of loan or other advance, if any, from operator of coin machines at time they were installed.
6. If no loan or advance made, did operator arrange for loan from some source? If so, with whom and under what conditions?
7. Amount of money advanced by machine operator since machines were installed.
8. Amount of money owed by licensee to machine operator at present.
9. Does the licensee have a written contract or agreement with the machine operator? How long does it run and what are its provisions?
10. How long has the operator had his machine?
11. What other coin machine operators have had devices installed on premises during present owner's tenure?
12. How many $250 federal tax stamps are attached to the machine? How many city license stamps for coin-operated devices are attached?

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IMPERIAL & DELUXE 6-POCKET

At your nearest Fisher Dealer.
FISCHER SALES & MFG. CO.
2221 NE 47th Street, South Portland, Oregon

Jim's CAROUSEL BOWL
264-4478

WANTED ALL LATE ARCADE MACHINES
Guns-Baseball-Novely Machines
Must state best price in first letter

MIELE, MUNYER Corp.
170-10 Av. New York, N. Y. 9-6577

Continued from page 66

CHICAGO BUZZ
Joe Thiel, of the Seeburg Corporation, and his wife, Betty, leaving February 1 for a vacation on the Pacific Coast. Joe, who had been associated with the late Ray Moloney for 17 years, is looking forward to a visit with his old friend, Orval Grovo, former Chicago White Sox pitcher now in Sacramento. . . . June Hansen, popular Seeburg technician, headed another group of vacationists Coast-way at about the same time.

Al Thelk, United sales rep, on his way to Bilotta Distributing offices in New York and Albany and to Rex-Bilotta headquarters in Syracuse. He'll then head for Mickey Anderson's lodge in Erie, Pa. . . . Meanwhile, Roy Krueger, new United Music executive veep, and Al are preparing to conduct a session at the United photograph at the Holiday Inn, Knoxville, Tenn.

Ed Rober, the Wico Corporation, is hard at work on the firm's 1960 catalog. Rober recently returned from a two-week sales trip in the Southwest, . . . Mort Souch, Chicago Dynamics, returned last week from a successful sales trip.

(Continued on page 73)
Introducing the fabulous New

Stereomonic **AMPLIFIER**

USING ANY REGULAR RECORDS

* The Stereomonic Amplifier converts ANY record, old or new, to amazing stereo-like sound.
* Simple and inexpensive to install—10 minutes on location.
* Sound saturates... no location problem.
* No special tone arm or pick-up necessary.
* Truly a miracle in recorded sound

**NOW AVAILABLE... $89.50**

MONEY BACK GUARANTEE

FOR

**WURLITZER and SEEBUG**

Models 1500 to 2300. Specify

**PHONOGRAPHS**

ALL OTHERS SHORTLY

thru

**PEACH STATE DISTRIBUTING CO.**

130 Boulevard N.E., ATLANTA, GEORGIA

WRITE, WIRE OR PHONE... JA 3-7831

PEACH STATE DISTRIBUTING CO. for Details

or

VISIT OUR SHOWROOMS FOR A DEMONSTRATION

STEREOMONIC, 1103-13TH ST., COLUMBUS, GEORGIA

†U. S. Patent Pending    T/M Reg. (Applied for)
N Y Coin UJA Group Begins '60 Campaign

NEW YORK — The United Jewish Appeal coin machines industry committee met at a dinner meeting at UJA headquarters on West 56th Street, Thursday evening (21). A feature of the meeting was the presentation of a short film, outlining the desperate need for help from other decent accommodations of life in Israel.

A tentative date of Saturday evening, April 20, for the UJA-coin banquet was set, subject to change later, depending on the availability of suitable hotel banquets.

N. Y. State Op Named Bank Vice-President

CHESTER, N. Y. — R. C. Carpenter, well known as a veteran music operator here, has been named a vice-president of the Chester National Bank. Carpenter has been an operator for more than 20 years under his firm name, R. C. Carpenter, Inc. He is also one of the original prime movers in the organization of the New York State Operators Association.

Bally and Unitoled Bingos Call for Wurlitzer Deposit for

when answering ads

SAY YOU SAW IT IN THE BILLBOARD!

BINGOS

Sen Island $425.00 Miss America $115.00

Baltimore $50.00 Showtime $85.00

Keen Kill $250.00 Big Show $125.00

Beach Time $350.00 Big Show $75.00

Cypress Gardens $185.00 Sun Valley $175.00

DIXIE COIN MACHINE CO.

224 Second Street, New Orleans, La. Phone 49-314-34-37

Famous DAVIS 6-Point Guarantee

Seeburg

K200 $425 K300 $495

K200 $425 K300 $495

K200 $425 K300 $495

K200 $425 K300 $495

Cardinal Drive

Survey List Pin Locations

HARRISBURG, Pa. — Should the United States Supreme Court uphold the Pennsylvania ban on multiple-coin pinball machines, the state of Pennsylvania would lose taxable revenue from what taverns have the machines.

A State Liquor Control Board survey revealed that 1,231 taverns in the state still had the outdated equipment for the premises.

The State police cannot do anything about the situation, however, until the United States Supreme Court upholds the rulings of the Pennsylvania high court.

They are restrained from seizing the machines until such time by a State tribuno in power handed down two weeks ago.

Just when the amusement machine industry will file its appeal with the highest court in the land is not known. But such action has been promised by its attorneys.

MEMPHIS — Four small coffee operators filed suit in Chancery Court last week seeking to have a new civil ordinance which requires them to pay an additional $50 a year in order to sell beer.

Outcome of the lawsuit will affect a number of music and game operators because they believe the new tax could drive some of the small location owners out of business and thus decrease the number of locations in the city.

Defendants

Doctor The lawsuit charges the new tax, which is in addition to a beer license fee of $10 plus a 25-cent clerk’s fee, is in violation of the State law which allows cities to assess beer license fees in amounts not to exceed the State license charge, which is $10.

The suit also charges the new $50 annual tax is confiscatory and discriminatory and asks the court to hold it null and void.

Memphis Cafe Ops Move to Quash New City Beer Tax

KNIGHTS OF THE ROUND TABLE at W. B. Music Company’s Kansas City unveiling of the new Seeburg line are Mrs. Archie Kepford, John Plumb, Mrs. Norbet Reddig, Archie Kepford, John Plumb and M. Dunn.
PIN PERMITS OK'D IN CHATTANOOGA

CHATTANOOGA — Harry Powell, Tennessee license inspector, issued approximately 90 pinball machine permits on December 15, after the State Supreme Court had ruled the city's ordinance against pinball machines was invalid.

M. L. Schaefer, 72, Dies in Milwaukee

MILWAUKEE — Veteran coin machine operator Matthew L. Schaefer died at his home Friday (15) while snowshoeing. He was 72.

Schaefer had been active in the coin machine business for more than 30 years. He was primarily a music equipment operator, although he also ran a rating of 10-star bookings-

He held memberships in national, state and local trade associations. Before suffering a stroke about six years ago, he was active in the Wisconsin Phonograph Operators' trade group. He was a member of the Milwaukee Operators' Association.

Surviving him are his widow, Alma; a brother and three sisters.

SPECIALS

FOR 1960

WRITE FOR PRICES

C. C. STAR ROCKET — NEW
AMI 2-600 E STEREO — NEW
AMI 2-700 E STEREO — NEW
AMI 1200 M MORMON — NEW
WPS PINCH HITTER LIKE NEW
C. C. BOWMASTER LIKE NEW
BALLY NEFFY HITTER LIKE NEW
GENO ROBOTIC — LIKE NEW
GENO SPACE AGE — LIKE NEW

NEW DELIVERING
CHICAGO COINS BESONIAL
THE UNIFLAME

WANT TO BUY

GOTTLEIB

SLOT MACHINE-BUY SELL TRADING
DOUBLE ACTION-ATTACK-RAQUET-TIME CRISIS-CESAR-GOONIES
e. Elmer, A. Horner, IWA OPERATORS... ORDER NOW!
ENJOY SMOOTH SAILING WITH GOTTLEIB'S NEW SEVEN SEAS

TWIN DOUBLE BONUS
 ATTRACTS AND HOLDS PLAYERS
IMMEDIATE SHIPMENT

GOTTLEIB 3-SALE EAGLES

BLAULIN, 24... $125
SEA HELENS 2, 2... $125
STRAIGHT FLUSH 8, 6, 4... $185
STRAIGHT FLUSH 6, 4... $185
STRAIGHT FLUSH 6, 4... $185
UNIVERSE, 17... $275

NATIONAL COIN MACHINE EXCHANGE
1411-19 Division Chicago 14, III.

WILLIAMS HOSTS

Houston Trade

HOUSTON — More than 250 joke box operators and guests attended an open-house showing of the new Wurlitzer line by Bill Williams Distributing Company here last week.

The showing was staged at Houston's plush Variety Room in Ye Olde College Inn, running from 2 p.m. to well past midnight. A wide variety brought traffic to the affair. A bottle of, Michigan imported champagne was awarded each hour as a door prize.

Hosts for the affair were Bill Williams, head of the firm bearing his name; his son, Wendell H.; Ted Dye, sales manager; Karl Karle, Wurlitzer regional sales manager, and Karl H. Johnson, Wurlitzer service representative.

Continued from page 29

MILWAUKEE END-UP

Common were here saddened to hear of the sudden death of Matt Schaefer. In recent years his contacts with others in the trade were few because of his poor health, but veteran tradesters recall company was one of the most knowledgeable in the field.

He was primarily a music operator, according to Sam Hastings, president of the Milwaukee Coin Operators Association, who expressed his deepest sympathies to the family and friends of the deceased.

The funeral was held Friday afternoon with services conducted at the mountain view. The family will be missed.

Heavy snows didn't keep all the coinmen off the job. Nelson Teschner, owner of Teschner Coin Machine, Monday, 26, of the Wisconsin Phonograph Operators' Association, is shown during his work. A boy, braved the snow storms to make his regular disk shipping trip to one-stop operator Record, city contractor Joe Jarmus.

According to Harry Cider, Cider Music, business is just about on a par today with what it was a year ago. We have no complaints."

Outlook for the balance of the year? "We look for this to be a heavy year," Cider concludes. "Directors of the Milwaukee Operators' Association were scheduled to hold their monthly meeting January 18. On the agenda was the means of obtaining membership. Dickson column Val Andrews and Dan Stovall, who run Appliances, Associated, have moved to larger quarters at 200 Cape Street. According to Mike Bousine and his partner, Jim Hust, route receipts have shown recent improvements.

George Klamn, road salesman for Rock-Ola distributor Bally Novely Company, just returned from a trip thru the Four River Valley and claims business is holding up well. New office girl at the Rock-Ola Company is Frances White. Also new on the staff is serviceman Richard Redzik, formerly with Egerhein Coin Machine Company.

Two new names are on the G. & W. Novely Company roster. They are Joe Bane, formerly with B. L. London Music Company, and Larry Cogar, an ex-Wisconsin Telephone employee. Both are mechanics, according to Glenn Godtfde, G. & W. Novely Company, and Herb Wagner is planning to leave shortly for a vacation in St. Petersburg, Fla.

Doug Optris, Hilltop Coin Machine Company, joined the sick list. He was in the hospital for several days having a lot of frost and sweet rolls are on the house all day long at the United, Inc., Sixth Street headquarters. The new policy, reports Harry Jacobs Jr., but even more is that he can't beat the prices," comments Harry Jacobs Jr.

(Continued on page 74)

Golden Opportunity

Music and Arcade Route. Route will do $70,000.00 per year, established in 1934. No competition, room for expansion. Located in beautiful Southern city, near 3 army and marine bases, 3 beaches. Average temperature 70 degrees. Will pay for itself in 2 years. Will finance to responsible party. Owner has other business interest and must sell. Top equipment, and it's close in. Employees will continue. This is a golden opportunity for the right man.

Address: BOX D-84
c/o THE BILLBOARD, CINCINNATI 22, OHIO
Pa. Coin Group Sets Statewide PR Push

HARRISBURG, Pa. — "Now that we have quashed the headaches out of the way, we can start thinking again about the State organization."

So said Leon Takens, manager of the Amusement Machine Operators' Association of Pennsylvania. He was referring to the State Supreme Court ruling that the association had no right to license dealers to do business in Pennsylvania.

Mr. Takens is preparing for a mass mailing of the association and the mailing will be to the individual members and the dealers to urge them to renew their memberships.

The mailing will also include a letter from the Supreme Court and a letter from the Pennsylvania State Police.

Mr. Takens said that he would be happy to talk to any individual who wishes to hear more about the association and the legal status of the association.

The mailing will be sent out in the next two weeks.

Mr. Takens also announced that the association will be holding a meeting in Harrisburg on March 1st to discuss the future of the association.
IND. JUDGE BLASTS SOLONS FOR PIN LAW CONFUSION

VALPARAISO, Ind.--Circuit Court Judge Goldie L. Burns declared Wednesday (13) that the Indiana State Legislature is to blame for the current state of the anti-pin law

"I can see why judges are giving different interpretation throughout the State," he said as he took the case of a location owner, charged with possession of a gaming device, under advisement.

"No evidence is before the court that there was anything of value passed unless a free play is given to something of value," the judge continued. "The Legislature could just as well have said these are gaming machines with which to make a free play.

Robert Breiter, field engineer for Bally Manufacturing Company, was among the witnesses for the defense.

After describing pin equipment and their mode of operation, Breiter said that the machine found in the possession of the defendant has been categorized as an amusement device by the federal government.

"It appears to me the evidence presented in this case both down to one issue," Judge Burns said before announcing that he would take the case under advisement. "Did this machine record a free play and was it something of value?"

Sammons Hosts Memphis Qs At Showings of New Seeburgs

MEMPHIS—George Sammons, president of Sammons-Pennington Company, here, has hosted the largest showing of the season last week as he unveiled the 1960 version of new Seeburg music to the trade here.

Sammons also showed new lines of phonograph parts, popular machines, coffee vending machines and a four-flavor cold drink machine.

The showings were Sunday and Monday (3-4), with numerous factory representatives present to explain the new line of products.

A delicious buffet luncheon was served, catered by a restaurant in which which had been selected for the event.

Many of the exhibitors and company officers were greeted by Sammons' secretary, Anna Lee, over the weekend. The factory representatives on hand were: George Glass, vice-president in charge of vending sales of the Seeburg Corp., Chicago; O. C. Long, Southern regional manager for Seeburg, Atlanta; Norman Hant, Seeburg regional service engineer; James Crosby, General Foods Co., distributors of Masters, and Don Miller, used in the coffee machine; Allen McDowell, Memphis, Liply Coffee, supplier of cups used in the drink vending machines.

Also present were W. N. Allen, Chicago, regional representative of J. H. Keeney Co., manufacturer of pinball machines; Robert Goad, in charge of game division of Sammons-Pennington, explained the new game lines.

Ops

D. V. (Cotton) Pennyton, partner in Sammons-Pennington Co., head of the service department explained mechanical operation of all machines to operators and service men.


Tommy Webster and Tommy Blankenship, Carol's Amusement Co.; Charlie, Tri-State Amusement Co.; Jimmy Rodiguez, Poplar Music Co.; Rudy Dold, Rudy Dold Vending Co.; Bobby Harbin and wife, Ready Music Co.; 

Arlen Y. Keller, Central Music Co.; Charles Pugh, Quicke Vending Co.; Joe Masche, Bally Vending Co.; Lefty Lake, Bally Vending Co.; Frank Coale, Tot Vending Co.

More Ops


Sam's More Ops


HAYE EQUIPMENT—WILL SELL

AT WORLD WIDE MONY SAVEING FIRST LOWEST PRICES ALWAYS! Bally LONG BOWLERS

11. FT. ABC BOWLING LANE $250

11 FT. ABC CHAMPION BOWLER $250

14 FT. ABC CHAMPION BOWLER $250

BINGOS

BALLY UNITED

BALLY BOWL

BALLY GRILL CHAMP

BALLY ROCKET SHUFFLE

BALLY SCHWARTZ

BALLY TOP SYRUP

UNITED SHOOTING STAR

ARCADE

Bally ALL STAR BOWLER $125

Bally CROSS TARGETTE $125

Chicago Cane REBOUND SHUFFLES $65

Bally ROCKET SHUFFLE $65

Bally SCHWARTZ ROCKET $125

Williams '10 SYRUP $110

PHONE SPECIALS

STAN GOGGLE $350

STAN AMUSEMENT $295

STAN RESORT $250

STAN BROADWAY $250

STAN CAFE $250

STAN LANE $250

STAN ESTATE $250

STAN RENT $125

STAN CAFE RENT $125

STAN BUS $95

STAN RENTAL $75

STAN RENTAL $75

PHONO SPECIALS

ROCK-OLA SEEBURG

1450-210 $655

1650-210 $655

1850-210 $655

2050-210 $655

1450-220 $550

1650-220 $550

1850-220 $550

2050-220 $550

1450-310 $475

1650-310 $475

1850-310 $475

2050-310 $475

1450-410 $375

1650-410 $375

1850-410 $375

2050-410 $375

1450-510 $275

1650-510 $275

1850-510 $275

2050-510 $275

1450-610 $175

1650-610 $175

1850-610 $175

2050-610 $175

1450-710 $125

1650-710 $125

1850-710 $125

2050-710 $125

A. M. I. WURLITZER $615

DODGE $615

E. M. I. $615

WURLITZER $615

E. M. I. $615

WURLITZER $615

WURLITZER $615

SAME DAY SERVICE

WHY TO BUY LATE BINGOS

Will Trade or Pay Highest Cash Prices

ALL EQUIPMENT COMPLETELY RECONDITIONED

Cable Address

Chicago

Terms: 1% Discount Below

Sight Draft

Copyrighted Text
**S. D. Operators Hold Meet**

- **Continued from page 94**

**Directors of the South Dakota operators’ association are Norman Gafke, Sioux Falls; Tony Trucano, Deadwood; Burrell Brown, Mobridge, and Lloyd Morgan, Rapid City.**

The new machines were on display in the mutism lobby where com- mo- the usual shop talk. One of the nation’s largest and most repre- sented by Harold Lieberman Jr. All four State directors, Norman Gafke, Sioux Falls; Tony Trucano, Deadwood; Burrell Brown, Mobridge, and Lloyd Morgan, Rapid City, as well as all three officers, President Ron Manast, Horon; Vice-President Elmer Cummings, Brockings, and Secretary-Treasurer Earl Porter, Mitchell, were in attendance. All but six members were in attendance. Two of the mining members were ill and sent sincere regrets. Both North Dakota and Nebraska were repre- sented by visiting operators.

**Business Session**

Monday morning sessions took up the matter of a proposed seven-State operators’ meeting in Nebraska, which was unanimously en- dorsed by SDPOA. In addition to the seven States named, North Dakota and Minnesota will also send delegations.

Other new business discussed, but with action deferred until the nine-State meeting, was participa- tion in the newly proposed information-technology relations council to be a subsidiary of Midstate Operators of America. Action was taken to de- dicate, and cigarette vending ma- chines will be included in the council future. A few other makes of coin- operated machines, not yet included, will be added.

**Trade Consulted**

The new index concept was de- veloped by Ken Kauf, of The Billboard editorial staff, after con- sulting with operators and distribu- tors throughout the country. With the promise that the prices should come directly from distributors, the Index was gradually shaped, and improved, fed with the help and advice of people in all segments of the trade. Lists of used machines of each type and product line are mailed to franchised distributors on a monthly basis. The distributors fill in their current prices—representing the average prices in their re- spective areas—and mail them to The Billboard. The Billboard then averages the prices on each ma- chine and sets them up in type for the week’s issue. Although the prices are closely timed, it is basically uncompromising and should result in the most accurate and up-to-date listings yet provided to the industry.

For the next quarterly convention so as to join with the Nebraska nine-State meeting and hold a sepa- rate business session there for all routine and necessary business. Some 48 people attended the final banquet program.

The mayor’s office was repre- sented by R. C. Losch, Rapid City, city consul; Dean Claybaugh, direc- tor, State Legislative Research Council; Harold Schuler, San Francisco Cap’s representative, and Bob Fisher, keynote speaker.

**Stereo-monic**

- **Continued from page 94**

whopping 125 cent. You can take a 16-year-old machine that plays only 78's and this still gives the record a terrific sound," it was noted. (On the last machines were placed decals which stated that "record played on this machine is true stereo-monic." The developers of the process are believed to be looking with particular interest to the south, where in such countries as Cuba and others in Central and South America, stereo is all relatively new.

**COIN MACHINES**

**THE BILLBOARD**

**JANUARY 23, 1960**

**WE HAVE BINGOS, MUSIC & ARCADE EQUIPMENT**

**Here are the prices**

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
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<tbody>
<tr>
<td>Darts</td>
<td>$10.00</td>
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<td>Darts-Jr-SPY 2</td>
<td>$30.00</td>
</tr>
</tbody>
</table>

**Scott Crosse Co.**

**1423 Spring Garden St. Phone: 564 PA.**

**SCOTT CROSS CO.**

**1423 Spring Garden St. Phone: 596 PA.**

**Exclusively for Bally in C. Pa., and**

**Rock-Em in M. Pa., So. Jersey and Del.**

**SCOTT CROSS CO.**

**1423 Spring Garden St. Phone: 564 PA.**

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**Rock-Em in M. Pa., So. Jersey and Del.**

**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-it-again” 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 - 3 or 5 ball play
- Coin-box with locking cover

**Gottlieb & Co.**

**1145 N. KOSTNER AVENUE CHICAGO 31, ILLINOIS**

**It's Always Profitable to Operate Gottlieb Games**

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Wico Appoints Hemmle Southwest Sales Rep

CHICAGO—Ernie Hemmle, a veteran of 20 years of sales in the candy and cigarette vending business, has been appointed Southwest sales representative for the Wico Corporation, the nation's largest parks and supply house servicing the coin machine industry. He will work from West Waco and cover Texas, Arkansas, Louisiana, and Oklahoma.

The announcement was made by Ed Ruber, Wico sales manager, who just returned from a two-week trip through the Southwest. Ruber reported that the coin machine industry in the area is encountering improved business conditions.

Ruber also announced that Wico has just installed a new office automation system to speed up parts deliveries and inventory control.

Coded Numbers

The system is based on coded numbers for each part, together with a business machine setup for checking the inventory of any given part.

A push cart system, with parts being dropped in the carts after they have been tagged, is another feature of the system. Ruber estimates that handling time on parts has been cut down by about 50 per cent with the adoption of the system.

Ruber has begun work on the 1960 Wico catalog, which is scheduled for release in fall.
**Bally Beauty Contest**

**FASTEST**
money-maker ever built in single-coin class

**FAST, FASCINATING**
ONE-BALL PLAY

**HIGH SCORES PLUS NEW**
"LIGHT-A-LADY" SCORES

**MYSTERY-SPOTTING**
KICKOUT-SAUCER
INSURES MONTH-AFTER-MONTH TOP EARNINGS

**SLING-SHOT KICKERS**
AND THUMPER-BUMPER
INSURE EXTRA LIVELY BALL-ACTION

"AUTO-MISSION" COIN-DIVIDER
STANDARD EQUIPMENT

BEAUTY CONTEST is designed to give
player more fun, action, suspense,
skill-thrills and scoring-satisfaction
with our lively ball than he gets with
twelve balls in an ordinary single-coin
machine... and cash box collections 5 to 10
times greater than average earnings of top
single-coin "novelty" games! Get your
share! Get beauty contest today!
See your distributor or write
Bally Manufacturing Company,
2640 Belmont Avenue,
Chicago 18, Illinois.
Keep financially fit

with UNITED MUSIC

A COMPLETE MUSIC SYSTEM

Stereophonic-Monoaural

United music operation has proved to be the surest, fastest way to operating prosperity. Yes, through the standard coin mechanism on each United Phonograph, nickles, dimes, quarters and halves pour in fast. And the cash keeps rolling in steadily, because United engineering has virtually stopped those costly out-of-order periods. In addition, United's exclusive high-speed record-changing mechanism operates more than twice as fast as any other. This means more plays per hour...more dollars of income for you. Insure your financial independence now...operate United. Write for details today.

Ask about United's amazing

Unconditional Guarantee

UNITED MUSIC CORPORATION
3401 N. CALIFORNIA AVE., CHICAGO 18, ILL.
strikingly new
and
beautiful,
too

From the slim-line silhouette at the top...to the selection panel and mechanism cradle...

to the floating grille...the cabinetry of the Seeburg Q is distinctly and dramatically new...and beautiful, too.

See the Q. Hear it play (even 33¿/¿'s) today.

SEEBURG
THE SEEBURG CORPORATION CHICAGO, ILLINOIS

America's Finest and Most Complete Music Systems