

The Billboard

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DECEMBER 7, 1959 (AP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Red Europe Bows to Juke Box Passion

Party Leaders Throw Fits, as Symbol of Western 'Decadence' Bares in Commyland

By OMER ANDERSON

BERLIN—A juke box boom is sweeping Communist Europe and throwing party leaders and the party line into convulsions.

In its own way, the juke box boom is the biggest, and certainly the most bizarre, occurrence since de-Stalinization.

Until a few months ago the juke box, along with the Coke, was the symbol of Western "decadence," the object of scorn and vituperation by party propagandists.

Cokes and Juke Boxes

Strange as it seems, the communist juke box boom dates roughly from the Cokes Nikita Khrushchev drank at the American exhibition in Moscow last summer. There is no evidence the two are connected, but the juke boxes began to bare in earnest thruout the Communist bloc a few weeks after Khrushchev sampled the Cokes and pronounced them okay.

Communist East Germany has imported 100 juke boxes from a West German manufacturer in a single shipment. From various sources, the East Germans have scrounged an additional 900 boxes.

For the first time ever, East Germany's government is now approving expenditure of Western currencies for juke boxes. This is a sensational turnabout for the foreign-exchange-pinch East Germans.

Purchases Approved

Juke box purchases from Western countries are being approved under provisions of the foreign exchange control regulations authorizing "investment in urgent capital equipment."

The Communists have few of the problems plaguing the Western

German Reds Dig U. S. Tunes

WASHINGTON — Voice of America officials report that their American pop transmissions to the Communist bloc is beginning to make its impact on juke box programming behind the Iron Curtain.

In East Berlin the manager of a Communist juke box location made the following observation:

"It used to be that we couldn't get anything for our box but guff about women coal miners and steel workers and their boy friends who became 'heroes of socialist labor.' But now we get a lot of top Western tunes."

LIFE PACT FOR KITTY WELLS FIRST OF MANY

NEW YORK — In these troublesome times in the record business, when many artists come up and go down again in just a few months, Decca Records last week took the unprecedented step of signing an artist, Kitty Wells, to a lifetime contract. The signing of Miss Wells, one of the greatest of fem country artists, to a lifetime pact, is evidence of the faith that Decca has in its artist and conversely, that the artist has in the record company. It is known that the signing of Miss Wells to a lifetime pact is only the first in a series of lifetime contracts that Decca is now readying for a number of artists.

Kitty Wells signed with Decca Records originally in May of 1952. Her first waxing for the label was the big hit that has turned into an all-time standard, "It Wasn't God Who Made Honkey Tonk Angels." She has been consistently voted the top country thrush in the field every year since, and her records are always greeted with appreciation by her many avid fans. Some of the many hits that the thrush has had in her long association with Decca Records have been: "Searching," "Making Believe," "One by One" (with Red Foley), "I'll Always Be Your Fraulein," "Paying for That Back Street Affair," "Oh So Many Years," "Hey Joe," "Goodbye Mr. Brown," (with Roy Acuff), "Make Believe," "Mommy for a Day," and her current hit "Your Wild Life's Gonna Get You Down."

juke box operator. For example, there are no problems concerning operator associations and sites. East Germany's State trading trust, the Handelsorganization (HO), operates all the stores, cafes and even recreation areas in East Germany.

The HO system has established a juke box operating division which requisitions locations wherever it pleases. For Communists as for capitalists, the juke box is good business. In fact, East Germany's Communist businessmen are popeyed over their juke box takes.

Sitting in the Budapest restaurant, in East Berlin, Werner Wisznowski, manager of a juke box site, cheerfully confessed:

Collections High

"We were amazed. Can you believe it? We take in up to a thousand marks per site per week. They play our jukes silly. We have trouble keeping them in service."

The East German mark has a purchasing power of roughly 20 cents in East Germany, altho it exchanges on the black market at 16 to the dollar.

In relation to other prices, a juke box play is expensive in East Germany. But nevertheless the East Germans almost literally line up to play the juke boxes.

New Policy

Of course, the main motive for State sanctioning of juke boxes after the long ban is the brightening of Communist life. With Stalin's passing, the Communists have discovered that there is nothing in Marx specifically decre-

(Continued on page 81)

Decca Climbs Disk Club Bandwagon Via Pact With Diners'

Last of 'Big 4' to Enter M. O. Market; Carlton Also Succumbs

By LEE ZHITO

HOLLYWOOD — The Diners' Record-of-the-Month Club has concluded a contract with Decca Records, adding the major diskery to its growing roster of labels, The Billboard learned exclusively last week.

Thus, Decca, the sole hold-out to the disk club concept among the long-established "big four" major record companies, now invades the club facet of the record business for the first time. It joins the other members of the "big four"—Columbia, RCA Victor and Capitol—in gaining exposure of its product to the club market. The latter firms, of course, maintain their own record club operations which they have established thru years of extensive and costly advertising in recruiting members.

In December Line-Up

Diners' Record Club, The Billboard learned, will include Decca product in its December album line-up. The club will make available to its members Decca's "Sammy Davis Jr. at Town Hall." The package will be offered in both stereo and monaural forms. The contracts which make Decca product available to the Diners' Record Club were signed recently with Decca's exec veepee Len Schneider and its veepee and general sales manager Sid Goldberg signing on behalf of the label, and

disk club chief Bernie Solomon signing for the multi-label club.

Carlton Records also succumbed to the lure of the club market, concluding a similar deal with the Diners' Record Club to join its line-up of labels, The Billboard learned. This development is significant in that it marks an apparent reversal in the label's anti-club policy. The Carlton firm heretofore has been among the most vocal and openly antagonistic to the disk club concept of any company in the business.

A Puzzlement?

As a result of this bitter anti-club feeling on the part of the Carlton firm, members of the Diners' Record Club will find on the back-liners of the Carlton albums they order the following statement: "These records are so'd only in retail stores. They are not available thru records clubs or book clubs."

The Billboard also learned that Colpix Records, the disk subsidiary of Columbia Pictures Corporation, joined the Diners' Record Club fold as well. Its product, however, is not scheduled for club exposure until early next year.

The fact that a number of labels who heretofore turned a blind eye to the record club market are now seeking to cash in on their share of that business can be seen as deeply significant of shifts within the industry itself. Heretofore, only retailers claimed they felt the competitive pinch of the clubs. Now,

(Continued on page 9)

NEWS OF THE WEEK

Payola Investigations Spark FTC, FCC and Station Actions . . .

The investigations into payola triggered a dozen actions this past week. The FTC indicated RCA Victor and London Records and five Philadelphia distributors for payola practices. The FCC sent a letter to every radio station asking for a complete report on payola activities on their stations. Two disk jockeys, Joe Finan and Wes Hopkins, were bounced by Station KYW, Cleveland, after they admitted taking checks from a record distributor. The CBS network issued strict rules to be observed by all employees on gifts, etc., and NBC sent a questionnaire to all personnel. . . . Pages 2, 3, 4

Sell With Conviction for Big Results, Harmon Tells Dealers . . .

"The easy sale is the bad sale," according to Sidney Harmon, prexy of Harmon-Kardon, au-

dio equipment manufacturer. Harmon has scored dealers who do not take the trouble to indoctrinate buyers in hi fi, and to turn them into walking advertisements for component hi fi equipment. . . . Page 26

DEPARTMENT AND FEATURES

Amusement Park	Music Pop Charts—
Operation 61	Top LP's 37
Arena, Auditorium	Honor Roll of Hits . . . 45
Newsletter 63	Hot 100 46
Audio Products 26	Tomorrow's Tunes . . . 47
Bulk Vending 73	Hot C. & W. 53
Carnival Confab 67	Hot R. & B. 55
Circus Trounpus 64	Music Record Reviews—
Classified Ads 71	This Week's LP's 40
Coin Machines 73	Singles 47-49
Fair-Exhibition	Pipes 71
Management 62	Radio 7
Final Curtain 65	Roller Rumbings 65
Hot 100 46	Routes 66
Letter List 73	Show News 58
Merchandise 70	Talent on the Road . . . 60
Music 2	TV-Music-Radio 2

'All-Label' Diners' Aim

HOLLYWOOD — The acquisition of Decca Records as a contracted supplier to the Diners' Record-of-the-Month Club is seen as a major step in the multi-diskery club's rapid development towards its avowed goal to emerge as the only "all-label record club" in the business.

In its short span, the club, which kicked-off with indie product, has offered its members titles which included product previously released by Columbia, RCA Victor and Mercury. According to reports, it is continuing its efforts to acquire other major label product so as to fill the few remaining gaps as quickly as possible.

NEXT WEEK!

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Featuring the results of Billboard's Big 12th Annual
DISK JOCKEY POLL

FTC Launches Complaint Barrage on Payola Guilt

3 Diskeries, 6 Distribs on Carpet; 'Only the Beginning'

By MILDRED HALL

WASHINGTON — The first of what promises to be a barrage of complaints against payola practices by the record industry zoomed out of the Federal Trade Commission last week (6) as part of its "intensive investigation" of the business. Complaints were issued against three record manufacturers and distributors. FTC spokesmen say "this is only the beginning."

Manufacturers named were: Radio Corporation of America (Victor Records), and London Records, Inc., of New York, and Bernard Lowe Enterprises, Inc., of Philadelphia. Five independent Philadelphia distributors were: Edward S. Barsky, Inc., Chips Distributing Company, Inc., David Rosen, Inc., Universal Record Distributing Corporation, and Sparks Music Distributors, Inc. Main Line Cleve-

land, Inc., of Cleveland, exclusive RCA distributors in its area, rounded out the list. Company executives in all cases except RCA and London Records, were also named. Companies have 30 days to answer the complaints.

Specifically, the FTC complaints charge that each record company and the distributors, either singly or in collaboration, paid disk jockeys to plug its records, thereby deceiving the public, and causing a chain of artificial boost in sales and in chart ratings — which again hyped sales. Competitors then suffer from suppression of their disks due to the payola practice, and trade is unfairly diverted, in violation of the FTC Act, the complaint states.

FTC refers to "unidentified" disk jockeys in both TV and radio who conceal their payola, and "expose" the records by "day after day" play of up to six or 10 spins daily, thus "substantially increasing their sales."

The deejays "misrepresent to listeners that they select these records independently and without bias, based either on each record's merits or public popularity," FTC points out.

Individual complaints are almost identical in wording, and indicate the Commission has dug back several years into the records.

In the RCA complaint, FTC accuses the company of "unfair and deceptive" practices and "unfair methods of competition," thru its Victor subsidiary, during the "past several years."

FTC notes that "deception is inherent in payola," and "the respondent, by participating individually or in a joint effort with certain collaborating record distributors, has aided and abetted the deception of the public by various disk jockeys (on radio and TV), with the payment of money or other consideration to them or to other personnel which select or partici-

(Continued on page 35)

2 Jocks Stay On at WILD

BOSTON — Joe Smith and Ken Malden have decided to remain at WILD here. The jocks were originally scheduled to leave with three other spinners — Bill Marlowe, Mike Eliot and Stan Richards — following what was said to have been the station's decision to de-emphasize personality jocks.

However, Smith said what actually happened was that the five deejays' contracts with the outlet were up and management wanted to sign them at less money. The jockey said he decided to stay after it was explained to him that the station couldn't afford to meet his old salary demands. Smith emphasized that payola had nothing to do with the employment situation at WILD.

Am-Par Signs Ray Charles

NEW YORK — Ray Charles has signed a long term contract with ABC-Paramount Records, thus ending an association of several years with Atlantic Records.

Charles' deal with Am-Par reportedly calls for a guarantee of about \$50,000 a year. Sid Feller, Am-Par's artist and repertoire chief, is working with Charles to select material for his first recording session for the label.

The artist currently has an up-and-coming pop hit, "I'm Moving On" on Atlantic — No. 45 on The Billboard's "Hot 100" this week.

Finan and Hopkins Bounced by KYW

By JUNE BUNDY

CLEVELAND — The payola issue broke wide open here last week, when Westinghouse station KYW fired deejays Joe Finan and Wes Hopkins after they admitted taking thousands of dollars from the RCA Victor distributor, Main Line, Inc.

The payments came to light when the Federal Trade Commission inspected the distributing firm's books and discovered a flock of cancelled checks made out to Finan and Hopkins. The spinners said they were paid to act as "consultants" and select future record hits.

Jim Shipley, advertising director of Main Line, and one of the biggest distribution firms in the State, said that the company had sent Finan and Hopkins weekly checks — varying in amounts from \$25 to \$100 — for the past 15 months. Prior to giving them checks he said the money was dispersed to the jocks in cash by field representatives.

Each check, reportedly, was inscribed with the title of a different record. Shipley said the cash payments were made to the deejays in KYW's third floor men's room, which they affectionately called "the Payola booth."

Shipley denied that Finan and

Hopkins had acted as "consultants" for the firm. He termed the procedure "payola."

Finan and Hopkins, who claimed they were being sacrificed to keep Westinghouse clean, reportedly said they would sue Westinghouse for "irreparable damage to character." Finan's combined annual radio-TV salary totaled more than \$45,000—\$30,000 for radio, \$12,000 for TV, plus \$300 per record hop.

A KYW spokesman commented: "Our compensation to local talent, believed to be on a level with the best in the industry, was paid with the conviction that men who are well paid would avoid the temptation of payola and any such overtures would fall on non-responsive ears. However, in the final analysis the entire question in any station rests on the integrity of the people involved."

The exec added: "It should be borne in mind that even tho the

(Continued on page 14)

Dot Skeds Big Pitch In Merchandising Aids

HOLLYWOOD — Dot Records, for the first time in its history, will launch an extensive merchandising drive that will embrace furnishing retailers with point of sale display material, co-operative advertising plans, and promotional matter including shopping bags. Dot will also issue revised versions of its catalog to dealers on a semi-annual basis.

Dealers will also receive photos of Dot artists plus biog material to be used for in-store displays as well as any publicity purposes dealer may need fulfilled.

Dealer merchandising matter includes stand-up floor displays, motion window displays to attract passer-by attention, browser boxes, streamers, among other items.

SUBCOMMITTEE HOOKS SET FOR PAYOLA PROBE

WASHINGTON — The Harris (D., Ark.) Subcommittee on Legislative Oversight meets this week (9) to wind up the Bernard Goldfine matter, and reportedly to decide if it will hold hearings on payola practices in January. Onlookers feel fairly certain that hearings will be scheduled, in view of the intensive investigation and the nationwide interest shown in the Subcommittee's staff findings on payola, its effect on American music, and the music industry, plus the more subtle relationships of the unwholesome payola situation to American teen-agers.

Storer Sets Up 'Quality Control' Plan

NEW YORK — The Storer Broadcasting Company, which recently fired a flock of deejays from its Detroit station WJBK, has installed a "quality control" plan, designed to keep record programming at its stations payola-free.

The quality control group which will be fully schooled in Storer policy, FCC and FTC regulations and NAB code regulations will render daily reports on all programs aired by Storer stations.

No direct contact will be permitted between the quality control group and local station management. The former will be responsible directly to the veepees in charge of radio and TV programming at the Storer home office.

Management at each station will submit a list of records each week to the quality control group. If any deejay attempts to play anything not on the list he will be reported to the operating department.

Carter Joins Epic Ranks

NEW YORK — Dick Carter, former assistant merchandise manager for Kenkins Music of Kansas City, was appointed Midwest district manager for Epic Records this week. Carter leaves this week with field sales promotion manager Herb Linsky to visit distributors in the Midwest and South.

RCA Victor Ups Racusin

NEW YORK — Norm Racusin was appointed this week to the post of Divisions Operation Manager of the RCA Victor Record Division. Appointment was made by George Marek, veepee and general manager of the division. In his new post, Racusin will report to George Marek. Reporting to Racusin will be Bill Bullock, veepee of the commercial records creation department, Jim Davis, record operations veepee, and Jack Burgess, head of the commercial sales and merchandising department.

The new Victor divisions operation manager has been with RCA since 1950, and was named controller of the Victor Records division in 1956. In 1957 he was named director of budgets for the NBC-TV network. He has been director of business affairs for the NBC-TV network since January of 1959.

Dealer Flies In Own Stock

MADISON, Wis. — Record dealer Mike Victor not only swings — he flies. He is the dealer who detailed how his Victor Music Stores LP inducement system beat the factory record clubs at their own game in The Billboard, November 30 issue.

Victor also has a technique for

(Continued on page 14)

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EDITORIAL

Trials & Opportunities

Implicit in the payola probe is a tremendous opportunity and an urgent obligation. Segments of the business who must grasp the opportunity and shoulder the obligation are manufacturers, distributors, radio stations and trade papers.

Stated briefly, the opportunity exists to clean house and restore sanity and respectability to a troubled industry.

To allow this chance to slip by would be criminal and would lend support to the argument that cynics and venal men call the turn in the music business. Failure to face the matter honestly and to act may also entail intervention by outside regulatory agencies. The latter possibility is not the most pleasant. Far better that every segment of the business put its best foot forward in the interests not only of respectability, but also increased billings and profit.

The Manufacturer

Enough has now been revealed to indicate that among those who have been "taken" by unethical business practices are the manufacturers. Beset by competitive pressures, many have lost their grip on their own business and have mounted the payola and "freebie" bandwagon. They have been led into a dangerous quagmire which can only stifle the record industry's creative spirit. The chance is here—and the time is now—to cut down the costs of record "promotion" to reasonable and respectable levels. Firm guidance at the top will restore sanity and pave the way for an expansion of the singles field; for proper pricing, proper merchandising and proper exposure practices.

The Stations

Radio has long been under attack for its programming policies. In the best of times it is in an extremely sensitive position. It must program in the public interest.

Radio is inextricably married to the record industry and any mutual participation in unethical dealings must have an ultimately disastrous effect on audience ratings and upon the medium's ability to attract advertisers. By its very nature, depending as it does upon use of the public's airwaves, radio can afford no other path than the straight and narrow. At this troublous time, it behooves the industry to take a long look at itself, weed out its evil doers and examine its attitudes. As in the case of the record manufacturers, the ultimate benefits to be derived involve not only respectability but also a better profit and loss statement at the end of the year. Competent programming practices must, in the end, mean a stronger broadcasting industry in relation to competitive media. Any alternative is a dim one.

Trade Papers

Trade papers, too, are inextricably woven into the music-radio industry's fabric. Their obligation is specific and clear. From our vantage point at Billboard, we feel this obligation entails the forthright presentation of accurate news, thereby giving a picture of industry developments; the presentation of accurate record charts which are useful to dealers as buying guides and to disk jockeys and juke box operators as programming guides; and the publication of reviews naming the poor product as well as the good, in fulfillment of our obligation to those who depend upon these comments for the very selection of their inventory.

Trade papers, in order to function correctly, must make a continuous effort to improve these services; and the presentation of chart material, particularly, entails constant supervision—for it is in this area that the probing fingers of the music business seek out weak spots—spots where the "hype" and the "payola" may be effective.

Years ago, The Billboard dropped its territorial charts when it was learned that all such charts can be "reached." They will not be reinstated until a hype-proof procedure is worked out. The Billboard also substituted for its former national dealer best selling chart its current presentation of the top records, based upon a new chart system of dealer sampling worked out by New York University School of Retailing. This involves sampling on a rotating basis by the most up-to-date scientific methods assuring a true reflection of all dealers, a system which also precludes hype by making repeat calls upon the same dealer only sporadically and without advance warning.

These dealer reports, plus station data on frequency of performance, plus many other checks, enter into the makeup of The Billboard's chart system today.

It may be stated that The Billboard's expenditure for research on these matters runs well into the six-figure category annually.

This brief analysis gives some indication of the seriousness of our intent to present chart material which we know affects the dealer, the radio station, the music publisher, the juke box operator and ultimately—the consumer.

This is not to say that we rest our case. We, as well as such trade papers who shoulder their responsibilities honestly, must exercise constant vigilance.

Wrapping up the ball of wax, the conclusion is obvious:

What is indicated for all of us—record manufacturers, distributors, stations, trade paper, etc.—is self-examination; the opportunity is here for self-improvement and the expansion of every facet of the combined radio-music industries.

Let all who have stayed with us thus far take the necessary steps.

Shakespeare stated the matter correctly: "There is a time in the affairs of men, which taken at the flood, leads on to fortune." This is true literally and figuratively.

Broadcasters Vie in Frantic Payola Combat Scramble

Require Staffers' Sworn Denials; Gavin Blasts Station Managers

NEW YORK — Broadcasters were utilizing everything from notarized statements to lie detector tests last week in their frantic efforts to combat payola.

Both CBS and NBC took action. Dr. Frank Stanton, CBS prexy, issued a formal statement to the effect that CBS employees face dismissal if they accept any gifts that are given for the purpose of influencing their business decisions, such as the selection of certain music for a show, the purchase of a program, "hidden" plug for a product, etc.

However, Stanton added, "The foregoing does not apply to the courtesies openly accepted or given as part of the usual business or social amenities." By this he apparently meant luncheons with

agency men, and similar public relations activities.

NBC last week asked all of its deejays, performers and execs at its six owned-and-operated radio stations to fill in a detailed questionnaire and return it — notarized — to their station managers.

Searching Questions

The questions asked if they (the NBC staffers), or any of their relatives have any ownership interest,

direct or indirect, in any music publishing, record manufacturing, or distributing firms; if they act as personal managers or agents in any way for artists or songwriters; if they receive royalties from any music performing society or share in royalties payable to anyone else.

NBC also asked their staffers if they have ever accepted anything of value for playing a record or
(Continued on page 12)

Culture, Not Payola, FCC Hearing Key

National Leaders' Comment Sought on Programming and Possible Regulation

WASHINGTON—Prospects for sensational personalities or testimony at FCC public hearings opening today (7) may prove very dim. Said one of the agency's personnel directly responsible for the conduct of the hearings:

"The press seems to have the wrong idea about this matter. These hearings were called primarily to learn the impact of television and radio on American culture and society. We have invited those we felt were qualified to evaluate that impact—leaders in religion, education, and representatives of the public."

Witnesses scheduled for the opening day (7) of Federal Com-

munications Commission hearings reportedly will include spokesmen for the National Council of Churches; National Catholic Welfare Conference; and the American
(Continued on page 12)

Clark to Host New Year In

NEW YORK — "Dick Clark's New Year's Eve Party," a 90-minute one-shot, will be aired by ABC-TV, December 30 from 11 p.m. to 12:30 a.m. The show will originate from the studio's of WFIL-TV, Philadelphia, where Clark does his
(Continued on page 10)

New Labels Hit Nippon Market

YOKOHAMA — A number of new labels are continuing to hit this market, with announcement of contracting for a series of East European labels via the Russian New World firm here. New World is being pressed and distributed by Nippon Victor.

New World has now added to its repertoire availabilities the Supraphon (Czech) label which debuted recently with Dvorak's "New
(Continued on page 16)

FCC Demands Broadcasters File Complete Payola Data

Cancellation Threat Cue To Attitude

WASHINGTON — The individual licensee now appears slated to bear total responsibility for payola or other chicanery on his station, as far as the Federal Communications Commission is concerned. The agency's stand has been clearly mapped in recent remarks by the chairman, also by a threat to cancel license of a radio station owned by TV quiz packagers Enright and Barry — and particularly by last week's double-edged demand that every licensee provide a breakdown

DISK-PIC TIES HIKE IN ITALY

ROME — Record and film tie-in in Italy will apparently be greater than ever this year. Practically every film now released features a theme song, not necessarily the title, for which credit is given at the beginning of the film. Singers are usually not seen but heard during the credits, at the end of the film or during a scene which calls for a voice.

on all "unannounced" aspects of payment for programming, over the past year, plus an accounting of the licensee's control over payola
(Continued on page 10)

Sworn Report Required of All Stations

WASHINGTON — The heaviest broadside against payola to date was launched with paralyzing suddenness by the Federal Communications Commission last week, when it demanded of every U. S. radio and TV licensee a detailed accounting of all program matter for which any kind of payment has been made but not publicly acknowledged since November 1, 1958—plus a detailed picture of the way the licensee has kept tabs on payola among his employees. All information must be sworn to.
(Continued on page 10)

EVEN IN MERRY ENGLAND

Labor MP See Payola Rearing Ugly Schnozzola

LONDON — Suggestions that a British "payola" racket taking place in Tin Pan Alley here is down for a Parliamentary discussion this week. Allegations that "discrimination" is current between the television world disk jockeys and recording artists have been made by Roy Mason, Labor MP and one of the Party's top spokesmen in the new "shadow" Government in opposition's own cabinet. John Reginald Bevins, the Post-

master General, is being asked by Mason to get commercial deejay shows like "Cool for Cats," presented by Associated Rediffusion, and "other similar record plugging programs" taken off by the BBC and ITA, because of "the discrimination which is taking place."

Mason and other Labor MP's want a departmental inquiry to investigate the possible undercover "plugging" arrangements between
(Continued on page 10)

Col Holds 3d Promo Seminar In Chicago

CHICAGO — Columbia Records held its third promotion seminar at the Lake Tower Motel last weekend. Attending were the firm's promotion managers and top execs from the New York offices. The seminar which was held December 4 and 5, dealt with such topics as promotion of the firm's Masterworks line, promotion of wax on FM stations, promotion of
(Continued on page 16)

EVERYBODY ALL SHOOK UP

Happy Huddles Vanish as Payola Cloud Casts Gloom

By BOB ROLONTZ

NEW YORK — The twin investigation into payola by the Congressional sub-committee and the office of District Attorney Hogan of New York has left the music business "all shook up." There has been almost a complete cessation of the normal, fraternal spirit that once animated all levels of the music business, including record manufacturers, contact men, promotion men, distributors and disk jockeys. In the word of one observer, "Like it's dead."

No longer are the lobbies of the Brill Building or its annex thronged with diverse music businessmen, wildly ecstatic over a newly recorded song or a newly released disk. The crowd that used to stand in front of the Turf and Dempsey's or Hanson's Drugstore has faded away. Disk jockeys cannot be reached by phone, distributors are out of town, a.&r. men are suddenly vacationing and many record company officials are answering their phones in soft, whispery voices.

The hype, that exciting, unfactual but sincere boasting that always accompanies the release of a new record, has almost disappeared in the spate of payola headlines

Lane, Fox Talk; Still Wide Apart

NEW YORK — Some conversations have been held between Burton Lane, president of AGAC, and publisher Fred Fox, leading figure among those who oppose the proposed ASCAP Consent Order, relative to a reconciling of different points of view.

It was indicated that no reconciliation was even close. Lane, queried late last week, stated his position had not changed one bit from that which he had enunciated at the recent ASCAP membership meeting, namely, that he is interested in the preservation of the Society; that if a cancer is present, it must be eliminated; that moves to better the Society should be made from within.

Fox, queried last week, stated that he was sympathetic to any moves to correct inequities in ASCAP; but that thus far, attempts to do so from within had failed.

(Continued on page 35)

Court Rules For Chipmunks

NEW YORK — Monarch Music and Liberty Records were granted a temporary injunction by the Superior Court of New Jersey against Synthetic Plastic last week, halting the latter's distribution of a Peter Pan album, tagged "Sing Along With the Grasshoppers" — Featuring the Chipmunk Song.

The plaintiffs (publishers and manufacturers of the Chipmunk disk hits) object to the use of the phrase "featuring the Chipmunk Song" and the appearance on the cover of drawings of three animals purportedly resembling the famed Liberty trio. Monarch and Liberty were represented by attorney Lee Eastman, with the New Jersey firm of Reibel, Isaac and Tannenbaum as co-counsel.

that appear on the front pages of the newspapers every day. There is an eerie silence about; and the lack of gaiety in a usually happy industry was evident at the annual NARAS dinner held at the Waldorf Astoria Hotel here last Sunday (29). All eyes are turned toward Washington and toward the Subcommittee on Legislative Oversight meeting that is due to take place on December 9. In New York all

eyes are turned toward the office of the D.A.

Mixed Emotions

The various investigations, the firing of certain disk jockeys, the headlines in the newspapers, etc., have caused mixed emotions in the trade. These have to do with payola itself, with Christmas presents, and with a.&r. thinking. There are many in the business who sincerely

(Continued on page 35)

Dreyer Suggests ASCAP Reforms

NEW YORK — Attorney Lew Dreyer has outlined to ASCAP president Stanley Adams several interesting thoughts anent the proposed Consent Order. Dreyer's letter to Adams has special reference to the problem of members' voting rights, and he analyzes the matter in the light of American tradition. Dreyer states:

"I have been following with great interest the internecine warfare . . . currently raging within ASCAP. The seriousness of the demands made by the various groups will not be known, of course, until the vote is counted. Only then will we know how large a group is spoken for by those who have articulated a viewpoint.

"The issues concerning the details

of ASCAP's operation, such as the amount of credits to be given to a certain type of performance, etc., I believe can be worked out thru the machinery suggested by Judge Ryan, this is, by appeal to the court-appointed referees.

The one fundamental argument that I believe ASCAP must face is that concerning the right of representation. The founding fathers

(Continued on page 35)

Cerami Joins Rank Staff

NEW YORK — Sam Cerami has been hired as Midwest division sales manager for Top Rank Records. Cerami immediately hit the road along with other members of the Rank staff in pushing new disks by Dorothy Collins and Jack Scott, who has just cut his first single for the label. Also on the road are sales chief Len Levy in the Baltimore-Washington area and Irv Trencher, who is hitting Boston and Albany. Cerami will hit Milwaukee and Minneapolis.

In his new slot, Cerami will aid Levy in promoting both Top Rank and the firm's subsidiary, Jaro International. He was formerly branch manager for Coral - Brunswick in Chicago.

NEW YORK — At a meeting of serious music publishers in the ASCAP board room Friday (4), Fred Fox argued for a more equitable consideration of serious music.

In a petition presented to the publishers he stated: "The publisher of serious music must be recognized as the partner and not the unwelcome relation of the publisher of popular music. The fact that even under the best of systems performance royalties for serious music will never attain the amount of such royalties for popular music does not mean that serious publishing should be relegated to the position of an ASCAP charity case."

The petition stated that currently the ASCAP board lacks incentive to secure proper performance fees for serious music "because its dominating popular publishers know that such money, even if obtained,

MUSIC SALUTES PEARL HARBOR

NEW YORK — "Pray for Peace" music recorded on a Everest LP by Hawaiian born Charles K. L. Davis, becomes a lead programming item today (7) on the 18th Anniversary of Pearl Harbor Day. Radio stations throughout the Islands as well as network and local radio outlets here have planned shows employing the music in commemoration of the day that "shall live in infamy," in the words of the late Secretary of State, Cordell Hull. Special programming attention is being devoted to Davis' rendition of "The Lord's Prayer," which he sings to the Gregorian chant.

Evans Blasts Scare Tactics

NEW YORK — Publisher Redd Evans lashed out with vigor this week at what he called "pressure, threat and intimidation," used to induce young writers and publishers to vote to accept the proposed ASCAP consent order. Scoring such tactics, which he alleged were used at recent ASCAP member-

(Continued on page 29)

Fox Argues Case For Serious Music

will not insure to their own benefit." The petition added that the distribution rules of the Society exemplify the board's indifference.

Fox's argument presents the following additional points:

(1) Under the Proposed Consent Order, it remains impossible for any group of serious publishers to elect a member of the board; (2) in the weighting formula, a provision relating to "qualifying works" is designed to exclude serious music from this category . . . and has the effect of excluding serious publishers from the nearly one-third of ASCAP revenue distributed for background use; (3) the presumed durational credit in Provision (D) of the weighting formula is nullified by another provision which permits ASCAP to arbitrarily reduce credits "on a basis having no relation to the time of actual

(Continued on page 35)

'Deleted' Wax Bargains Lure Nippon Yen

YOKOSUKA, Japan — Nippon Victor has just brought to the market a new machine known as the "Magnaton," a recorder-reproducer of magnetic disks. On another front, the Victor company carried out what was called a sensational bargain sale of what were called "deleted" records.

The Magnaton unit employs a magnetic disk spun on a turntable. A recording can be made of it with a magnetic head, set on a pickup. If the magnetic head is replaced with an ordinary pickup, the set will play ordinary records. Retail price of the unit is \$72 and seven-inch blank magnetic disks, with five minutes playing time, are available at 28 cents per piece.

The Victor company carried out its bargain sales of "deleted" records (dropped from catalog) from November 1 to 15 and scored a great success. It was said that about 500 different titles were offered "at extra cheap prices." These were: 12-inch LP (classical and pop) \$1.90; 10-inch LP, \$1.10; EP's, 55 cents; and singles, 42 cents. The sale attracted thousands of people and LP's were completely sold out.

In this country, retail prices are well maintained thru the efforts of Japan Dealers' Union and manufacturers but Victor set an example in disposing of this deleted product by price-cutting. Observers here now believe it is quite certain, as one put it: "That other recording companies will follow this suit and will carry out special sales of discarded records once or twice a year hereafter."

Victor company also announced that its total sales for first six fiscal months of 1959, including disks, radios, phonos, TV and other items, reached \$170,000,000, with net profits of \$1,592,000. The company now plans to double its current capitalization of \$1,670,000 early next year.

Goodman Cuts 'Music' Score

NEW YORK — M-G-M Records is rushing to market a special Benny Goodman version of the score of "The Sound of Music," new Rodgers and Hammerstein legit musical hit. The set was cut on location at New York's Basin Street East nitery. The disk was put on the market 10 days after recording. A "crash" merchandising, advertising and publicity program was being mapped to cash in on the set in the weeks prior to Christmas.

'99c LP'S NOT NEW'—LONDON

NEW YORK — London Records emphatically denied this week that any of the monophonic LP's being sold for 99 cents at two Record Haven stores on New York's Sixth Avenue were new merchandise. In a letter to The Billboard, Leon Hartstone pointed out that most of these 99 cent LP's are records that have been returned by dealers and distributors. He said that the great majority of these records were on dealer's counters in excess of six months. He also noted that every jacket on these records has a 1/2-inch diameter hole in the lower right hand corner for identification purposes.

Coming Next Week . . .

in the slick-stock pages of

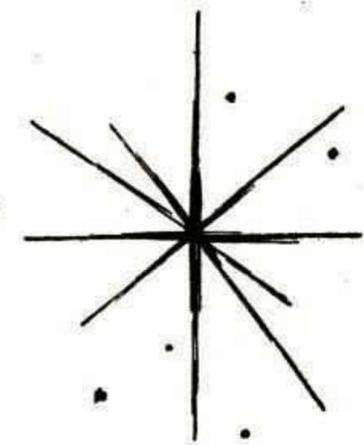
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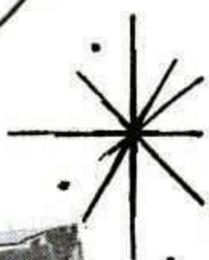
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Order on
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HOT 100 ADDS EIGHT

NEW YORK—Eight new sides appear for the first time in this week's edition of the Hot 100. Essentials are:

71. A Year Ago Tonight—The Crests, Coed
77. What About Us—The Coasters, Atco
83. The Happy Reindeer—Dancer, Prancer & Nervous, Capitol
93. Lucky Devil—Carl Dobkins Jr., Decca
96. Shimmy Shimmy Ko Ko Bop—Little Anthony & the Imperials, End
98. Go, Jimmy, Go—Jimmy Clanton, Ace
99. How About That—Dee Clark, Abner
100. Uh! Oh! (I)—The Nutty Squirrels, Hanover

WAKELY'S 'SLIPPIN' AROUND' FOR SHASTA

NEW YORK — They can talk all they want to about "The Battle of New Orleans," "Waterloo" and a flock of other recent song hits and how they helped bring authentic country music to the pop world, but 10 years ago this week, one of the most memorable country hits

of all, "Slippin' Around," was number three on The Billboard pop record chart and moving up.

Jimmie Wakely, who was one-half of the duo on the pop hit of "Slippin' Around," breezed into town this week on a whirlwind tour of the nation, promoting another venture, his own Shasta label, which headquarters in Hollywood.

"Slippin' Around" and its famous answer song, "I'll Never Slip Around Again," sold close to 1,400,000, between them, between October and the end of 1949. The other half of the duo was Margaret Whiting.

"That was a day when cover records could also make it," Wakely remembers. "Floyd Tillman, who wrote the song, recorded it on Columbia and made the country charts and so did Ernest Tubbs' version on Decca.

"As a matter of fact, our success seemed to get everybody on a kick of teaming a well-known girl singer with a country and western artist. Right after 'Slippin' Around,' Columbia put out a record by Jo Stafford with Gene Autry. Victor teamed Dinah Shore with George

(Continued on page 29)

Petty Opens N. Y. Offices

NEW YORK—Publisher, music man and makers of masters, Norman Petty, has opened New York offices at 50 West 57th St., the building which formerly housed Decca Records. Miss Jo Harper will operate the Manhattan set-up.

Formerly, Petty who hails from Clovis, N. M., maintained his New York operations in the offices of the Southern-Peer combine. His Nor-Va-Jak Music (BMI) is a split deal with Peer. The new offices will be headquarters for Petty's new BMI firm, Dundee Music. Nor-Va-Jak will continue for the present to be housed with Peer. Petty is expected to step up his activity in publishing and production of masters via the new outlet.

Richmond Aims For Expanded Pub Operation

New Emphasis on Masters, Talent Mgt., Cleffers

NEW YORK — Publisher Howard S. Richmond, who in the last couple of years has solidified his foreign operation, is now envisioning an expanded operation here with much emphasis being placed on the production of masters, management of talent, and the employment of writers. Richmond feels that the publisher with a song today must produce the actual concept of what will become the finished record; and this publishing philosophy entails many more facets than the traditional type of publisher operation.

Other publishing firms, of course, have already embraced similar modes of expanded operation—notably Csida-Burton, Inc., the Aberbach Freres, Georgie Joy, Dave Dreyer and many others.

Veteran music man Happy Godday has joined Richmond, and with the latter and Al Brackman will be active in the publishing, recording and management phases of the operation. Richmond at one time was active with his Mars label and at a more recent period had a distrib arrangement with ABC-Paramount. Under the new plan, however, masters produced by the Richmond firm will be released thru various established labels.

The firm's British office, Essex Music, Ltd., under the management of David Platz, will also step up its activities in the talent management and production of masters spheres. In this regard, much reciprocal activity between the American and British office is expected, and some of this has already transpired. Platz, for instance, recently produced a master by Diana Dors, which will soon be issued abroad by an established label. Meanwhile, the American releasing rights are in the process of being set with a major diskery here.

Richmond has also made a deal with Charley Singleton whereby the publisher took 10 of Singleton's tunes. Masters have already been made of these and four are scheduled to be cut by established diskeries in the next 10 days. Richmond has also signed a folk singing group and a new male vocalist who is also a cleffer.

Dynasty Gives 'Matilda' 9 Treatments

HOLLYWOOD — Dynasty Records achieves a novel first in the disk business by issuing nine different versions of the same song performed by the same artist in nine different languages. Tune getting the nine-way stretch is "Waltzing Matilda" which Dynasty is issuing a tie-in with Stanley Kramer's "On the Beach" film. Song is recorded by linguistically ambidextrous Ann Henry. Film will be released simultaneously in 18 cities around the world in the native tongues of the respective lands. Dynasty disk, whose release in the various countries, will coincide with the film, will be distributed outside the U. S. by Rank Records, International. Languages include English, German, Swedish, French, Dutch, Spanish, Japanese, Italian and Russian.

Blaine Alleges Freed Loan in News Story

NEW YORK — Jerry Blaine, head of Cosnat Distributors and Jubilee and Josie Records, claimed this week in a story in the New York Post (3) that he had given ex-jockey Alan Freed an \$11,000 loan

in 1956. He stated that he had received payments and interest on the loan thru 1956, and then had returned the interest to Freed and turned the loan over to Roulette Records. The head of Roulette, Morris Levy, could not be reached for comment.

In another development on Friday (4), the New York Post carried a story that an unidentified record manufacturer had paid payola to disk jockeys totaling \$10,000 per year. Another record manufacturer, who also refused to be identified, told the New York

(Continued on page 29)

SMASH SALES

Ellis Flips Over Connie Francis LP

NEW YORK — Ray Ellis, M-G-M's pop a.&r. chief, is flipping over the smash sales being racked up by Connie Francis' latest release "Among My Souvenirs" and "God Bless America." Both sides of the record are moving with "Souvenirs" taking over this week as the hot side.

Up to this week the Irving Berlin tune had the edge.

Ellis' happiness over sales of the record stem from the initial thumbs down reaction he got from distributors, jockeys, et al., when he told them that he was waxing "God Bless America." They all said the tune can't make it with the kids, but Ellis was proved right when the waxing hit the charts. Ellis got the idea for waxing the tune via a suggestion from Miss Francis' father, who was at the session when they picked out the songs. And the success of "The Battle Hymn of the Republic" with the Mormon Tabernacle Choir influenced Ellis' thinking as well.

Ellis, who has been with M-G-M a little less than a year in the top a.&r. capacity, has had hits with Miss Francis, Jaye P. Morgan and Clyde McPhatter. He brought McPhatter to the label after his close association with the singer at Atlantic, where Ellis conducted and arranged a lot of recording dates when he was a freelance arranger. Ellis is now working on a new album for M-G-M featuring brass and voices. His first M-G-M set, "I'm in the Mood for Strings," is still doing well.

Prior to Ellis' association with M-G-M he was with the Columbia Records a.&r. staff. He arranged and conducted many of Johnny Mathis' sessions, as well as those of Tony Bennett and the Four Lads. In between his Columbia exit and his joining M-G-M he arranged and conducted many of Brook Benton's hit waxings for Mercury, including "Just a Matter of Time," "Endlessly," and "So Many Ways," as well as the Sarah Vaughan hit "Broken Hearted Melody."

Roulette Inks UST Deal, 6 4-Tracks Set

NEW YORK — Roulette Records is the latest firm to sign with United Stereo Tapes. The initial deal calls for the release of six four-track stereo tape albums featuring Count Basie, Tyre Glenn, Bud Wattle, Joe Williams and William Kealoha.

The stereo tapes will also be distributed thru Roulette's regular national network of 40 distributors. The tapes will retail for \$7.95 and will feature the same four-color covers as the Roulette monaural and stereo LP's.

A special promotional drive will be placed behind the first six—"Basie One More Time," "Basie," Glenn's "Try a Little Tenderness," Kealoha's "Hawaiian Luau," Wattle's "Themes From the Hip" and Williams' "A Man Ain't Supposed to Cry."

SCHOOL CHOIR CHRISTMAS DISK

NEW YORK — The Rumpus Room of St. Cecilia's Parish House, on the upper east side of the city, was the scene of an unusual press conference Wednesday (2) when the Commander Shea School Boys Choir and their Puerto Rican flavored holiday disk, "Chree-See-Mus," were introduced to the trade. The disk was released on Cadence. Earlier in the day, the 18 12-year-old choristers were introduced to Francis Cardinal Spellman. All royalties received on the disk by the choir group will be turned over to the school's milk fund.

TALENT BUYERS:

1001 ideas to help you select the right talent for your important location

Before you buy talent you look for data on an artist... background... singing style... the type of work the artist has done in the past (night clubs, TV, fairs, films)... current and previous hits... personal manager... booking office... information that will help you spot talent on the rise... information that will help you place the right talent in the right location.

Be sure to Read... and Use... and Hold Onto
Billboard's Big New Year-End
Programming and Talent Buying Guide

—a special slick-stock section of the December 14 issue.

... out next week

TV PRODUCERS:

What are your needs—
guests... stars... or talent for
a complete spectacular?

Take a ten minute break—to get a fresh outlook on some fresh new talent to spark up those important ratings for your TV shows. Take a good hard look at the vital facts about today's best recording stars. Check their backgrounds... their hits, past and present... get a 24" picture of the solid appeal of today's record stars. The way to get all of this important talent data is to...

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INSPIRATIONAL
BALLAD OF THE SEASON
LITTLE
DONKEY**

TENDER, MOVING STORY OF THE FIRST
CHRISTMAS EVE, REVERENTLY DONE BY

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AND COUPLED WITH THE TITLE SONG
FROM THE HIT BROADWAY SHOW.....

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RODGERS & HAMMERSTEIN II
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*Hit Album from the
Smash Broadway Musical
"The Sound of Music"*

- No Way To Stop It
- Sixteen Going On Seventeen
- So Long, Farewell
- Climb Ev'ry Mountain
- The Sound of Music
- My Favorite Things
- An Ordinary Couple
- Maria
- Do-Re-Mi

KENIN ASKS PROBE ON CANNED FOREIGN MUSIC

NEW YORK — Herman Kenin, AFM chief, has asked the Harris Congressional subcommittee to look into "additional industry practices which totally ignore the public interest and wrongfully deprive professional musicians of their legitimate employment opportunities."

Kenin has in mind the use of unlabeled canned foreign-recorded music "in otherwise wholly American shows designed to sell American products to the American public."

Congratulating the committee "for its forthright investigation into fraudulent practices in the broadcasting industry," Kenin added in part: "It is our studied conviction that the Federal Communications Commission has shown a glaring indifference to the true public interest by allowing the television industry... unfettered license to utilize, without identification, 'canned' foreign music... Let me hasten to add that we have no objection whatever to the presentation of true cultural musical programs by foreign artists either in person or by recording. It is only the specious, unlabeled foreign music against which we protest. The net effect of this practice is to condemn the American public to inferior, sub-standard music which can only cause a deterioration of our previous musical heritage and a diminution of professional work opportunities for American musicians. It is no exaggeration to say that if this trend continues, there will be no real music in the United States musicians left to make it."

Kenin also noted that broadcasters licensed by the FCC pledge that part of their programming will be devoted to live, local talent; and that despite flouting of com-

munity needs, the FCC has not revoked, suspended or refused to renew applications.

Kenin pointed out that 90 per cent of radio air time consists of music "with hardly a single musician being employed in that industry.... In fact, talented musicians... in this country are denied opportunity to perform on local radio and TV stations because these stations, in callous disregard of their pledges in their original and renewal licensing applications, have abdicated their responsibility to the disk jockey and the network."

S'Wonderful, But Mozart Wouldn't Like

CHICAGO—Chipmunks, shove over. Here comes more machine-made music.

A music professor at the University of Illinois has fed instructions into an electronic digital computer which then proceeded to compose a string quartet. But the project was small potatoes compared to what the machine can be made to do. The professor, Lajaren A. Hiller Jr., a composer himself, says that the computer could compose a symphony in the style of any of the masters.

"Whether the results would justify the necessary labor is another story," Hiller allowed, but he said in an article in the Scientific American that "the machine could be made to produce, say, a 42d Mozart Symphony, which would prove to be a representative but almost certainly undistinguished work."

WCPO OUTLINES CODE OF ETHICS

CINCINNATI — Mort C. Watters, general manager of WCPO and WCPO-TV here, called a gathering of area music distributors at the station Thursday afternoon (3) to outline to them a code of ethics based on what he termed "an outgrowth of payola."

Watters told some 25 distributor reps present that henceforth no WCPO employee may receive a gift at Christmas or any time worth more than \$5. He also stressed that no record distributor may take a WCPA employe to lunch unless the WCPO persons pick up the check the next time.

"We want no favors," said Watters, "and we will grant no favors. We expect to receive record releases at the same time other stations do."

Distributors Win M-G-M Prizes

NEW YORK — Milton Eidelman, salesman for All-State Distributors, Newark, has won a Simca automobile, for his efforts in the M-G-M Records "Profitonic" contest just concluded. The prize was for the best, nationwide selling job on the label's promotion campaign. Attending the presentation was M-G-M prexy Arnold Maxin, sales chief Charlie Hasin, and Irwin Fink, head of All-State.

Second prize, a Philco "Miss America" stereo set was won by Ed Calmus, salesman at Music Suppliers, Boston. A 21-inch Philco TV portable, third prize, was awarded to Dick Miller, of Sunland Music, Los Angeles.

Decca Climbs Disk Club Bandwagon

• Continued from page 1

apparently, those manufacturers who had not exposed their product to the club market before, find it necessary thru competitive pressures to hop aboard the club bandwagon or lose out on potential sales.

Prior to the Diners' Record Club's entry into the field, the only avenue open to the club market for a label was to start its own disk club in a manner similar to the Columbia, RCA Victor and Capitol clubs (this was true, with the rare exception of Columbia Records taking on some of Caedmon's spoken word disks, etc.). The high cost of building a disk club was prohibitive for almost all the labels.

With the formation of the Diners' Record-of-the-Month Club, labels who heretofore could not gain access to the club market were given a ready means whereby they too, could gain club exposure. Some of the smaller indies were among the first to seek that exposure. As the Diners' Record Club progressed and continued swelling its membership ranks, the larger labels came aboard. Diners' lure to these firms has been in providing a road to the club market without having to stand the cost of building membership or taking credit risks.

The apparent lure to a label with the stature of Decca—which has both the catalog and the means to launch its own club—is that the existing clubs have too great a head start in membership recruitment to make such a venture practical. Inasmuch as Diners'

disk club can offer a ready-made membership, Decca can move into the club market now without having to spend the time or investment in reaching the direct mail buyers.

Andy Williams Repacts With Cadence Label

NEW YORK — Andy Williams has been signed to a long-term renewal contract by Cadence Records. The pacting this week ended rumors that had circulated earlier that Williams might move to another label.

Williams, whose current hit is "Lonely Street," has had a string of successes during his four years at Cadence, including, "Hawaiian Wedding Song," "I Like Your Kind of Love," "Are You Sincere," "Butterfly" and "Canadian Sunset." Williams' newest release is "The Village of St. Bernadette." This week Cadence also released his sixth LP.

ROME — Domenico Modugno, composer, and Franco Migliacci, lyricist, of "Volare" have once again been cleared of charges that the song was plagiarized. A composer who accused them of plagiarizing the song in a magazine article has been given a suspended sentence of eight months for failing to substantiate his charges.

LOADED WITH SALES APPEAL

RON MURPHY

Sings

CLIMB EV'RY MOUNTAIN

From Broadway Musical Production

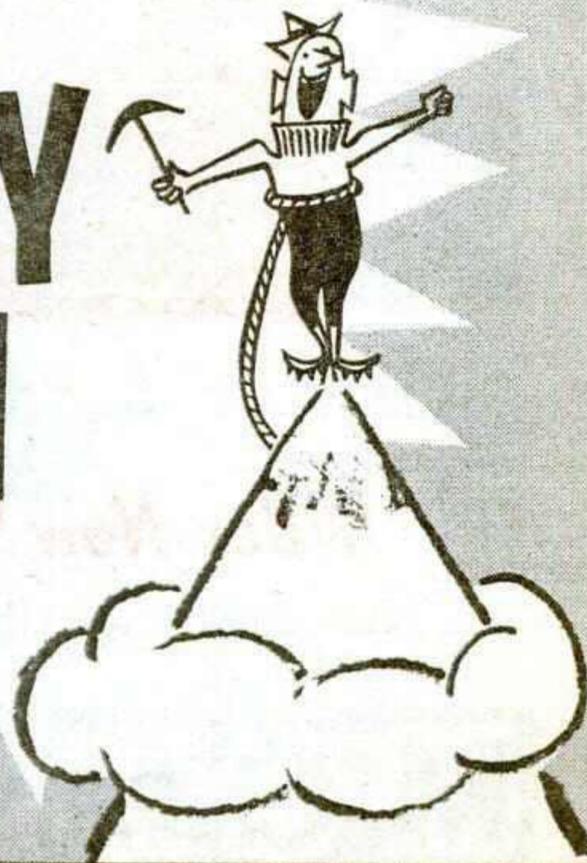
"The Sound of Music"

Orchestra conducted by Ray Ellis

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MGM Records

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A Special Note to

Phono Manufacturers

and manufacturers of other
home entertainment equipment

WINTER BUYING NUMBER

January 11, 1960

This edition supplements the earlier 1960 Phono Directory Number, supplies all of the most important specifications about the new phono models added since then . . . brings the phono directory right up to the minute. Extra distribution at the Furniture Show, Merchandise Mart, Chicago, Jan. 4 thru 9.

ELECTRONIC PARTS SHOW NUMBER

May 16, 1960

For the third straight year, Billboard covers the important product introductions—essentially in the field of components and accessories—and supplements its product reports with feature material that details to its dealer-readers the potential sales and profit opportunities in adding such lines. Extra distribution at the week-long show, Conrad Hilton Hotel, Chicago.

NAMM CONVENTION NUMBER

July 11, 1960

A special-value equipment issue featuring the Annual Phono and Tape Sales Survey which details the actual equipment sales activities of phono/record dealers . . . tells what makes and models they are selling, and in what volume. Extra distribution at the National Association of Music Merchants Convention, Palmer House, Chicago, July 11 thru 14.

DIRECTORY ISSUE 1961 PHONOGRAPH

September 12, 1960

A complete rundown of all phono product on the market to date, including prices and specifications—and all presented in easy-to-use chart form. This is the basic directory that phono/record dealers use for months and months—material which they keep and up-date from the regular product and price data which is furnished weekly in The Billboard.

SPECIAL TAPE-REPORT EDITIONS

April 4, July 25 and October 19, 1960

From the earliest days, Billboard has kept its dealer-readers fully informed on tape playback equipment advances. In 1960, as in the past, Billboard will continue its weekly coverage of tape and tape equipment, with special round-up report editions—as noted above—to supply readers with full data on the sales and profit opportunities in this important area of the equipment field.

The Billboard

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

NEW YORK
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Central 6-9818

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that you plan now to build
your Billboard ad campaign
around these key issues,
beginning with the
important Jan. 11
Winter Buying Number—
ad deadline Jan. 6

Cancellations Threat Cue

• Continued from page 3

among his personnel. (See separate story.)

The FCC's stern letter to WGMA's owners Dan Enright and Jack Barry, packagers of TV quiz shows recently under fire for fraud, is directed solely to the "character qualifications" of the licensees, and is the first serious threat to cancel a station license since 1932.

Significantly, it is not either programming or any particular practice on the part of radio station WGMA which may cause revoke of the license. The critical letter, directed mainly to Enright, is in line with a recent warning by FCC Chairman Doerfer that the character of the individual station owner, as well as the way he runs his station, will be prime considerations at renewal time. It is also in line with the agency's—and Doerfer's—extreme reluctance to get into censorship of program content.

The FCC letter, sent November 30, said that WGMA licensee, Melody Music, Inc., which is co-owned by Enright and Barry, would have to answer charges that recent Legislative Oversight Subcommittee testimony "raises serious questions concerning the character qualifications of Mr. Enright . . . and whether he is qualified to own and operate a broadcast facility." The crackdown requires response within 20 days, altho the three-year station license is reportedly not up for renewal until November, 1960.

Since the FCC letter holds Enright responsible for malpractices of employees during the NBC TV quiz shows, it would seem to fol-

low that FCC will also hold an individual licensee responsible for fraudulent payola tactics, even if he claims ignorance. (The law requires identification of all program sponsorship.) If the Enright case sets a precedent, it could also mean that any deejay, record manufacturer or distributor with broadcast interests could lose his license if his personal business conduct is found wanting. Further, the complaint could originate with any official body, at State or federal level.

In a recent talk before the TV Bureau of Advertising in Chicago, FCC Chairman Doerfer pointed out the FCC's dilemma: The statute orders it to refrain from censorship, but at the same time, choose the more desirable licensees from applicants by "determining the composition" of the station's broadcasting.

Said Doerfer: "To reconcile the mandate not to censor . . . and the duty to permit the retention of broadcast licenses only so long as the public interest is served, the Commission has generally confined itself to an over-all appraisal of the licensee's record. . . . In this manner, the FCC does not violate the proscription against interfering with specific programs."

Indications of heavier responsibility for station owners have also been made by spokesmen for the Harris (D., Ark.) Legislative Oversight Subcommittee, which is expected to go deeply into payola in January, and by Federal Trade Commission Chairman Kintner, whose agency is also investigating story.

Sworn Report Is Required

• Continued from page 3

The barrage loosed at the individual licensees is in striking contrast to the more general and leisurely approach being taken in the agency's public hearings which get under way today (7). Apparently the FCC will handle the payola issue backstage and bare-knuckled, while educators, religious and cultural representatives debate the impact of broadcast media out front, on the public hearing stage. Broadcasters will be represented, but decidedly in a secondary role, the witness list indicates. (Billboard, November 30, 1959.)

The exact wording of the FCC questionnaire which would seem to cover every possible aspect of payola on the airwaves follows:

"Pursuant to the authority vested in the Commission under the Communications Act of 1934 as amended, you are requested to file with the Commission not later than January 4, 1960, verified and in triplicate, the following information:

"1. Since November 1, 1958, what matter, if any, has been broadcast by any of your stations for which service, money or any other valuable consideration has been directly or indirectly paid, or promised to, or charged, or accepted by your station or stations, or anyone in your employ, or independent contractor engaged by you in furnishing programs—which matter at the same time so broadcast has not been announced or otherwise indicated as paid for or furnished by such person?"

Clark to Host

• Continued from page 3

daily afternoon ABC-TV "American Bandstand" series.

Altho no names have been released as yet, the program will feature recording artists as guests and a name band, plus Clark's usual group of dancing teen-agers. In addition to the in-person guests, Clark will chat with other stars, via the phone and video tape.

"2. What internal controls and procedures have you established to provide you with information concerning the remuneration, other than that paid by you, that has been or may be received by individuals in connection with participation in the preparation and presentation of programs broadcast by your station?"

"A separate verified statement shall be filed for each AM, FM and TV broadcast station." FCC spokesmen note that "verified" means the information must be given under oath.

British Payola

• Continued from page 3

disk jockeys, TV executives and record companies.

A number of leading deejays have already replied to these allegations. David Jacobs, who handles two shows, radio's "Pick of the Pops" and BBC-TV's "Juke Box Jury," said this week: "I have been a disk jockey for 14 years, and this is the first time I have ever heard of bribery. I am approached by record companies and song pluggers in the normal way, but I play what I like."

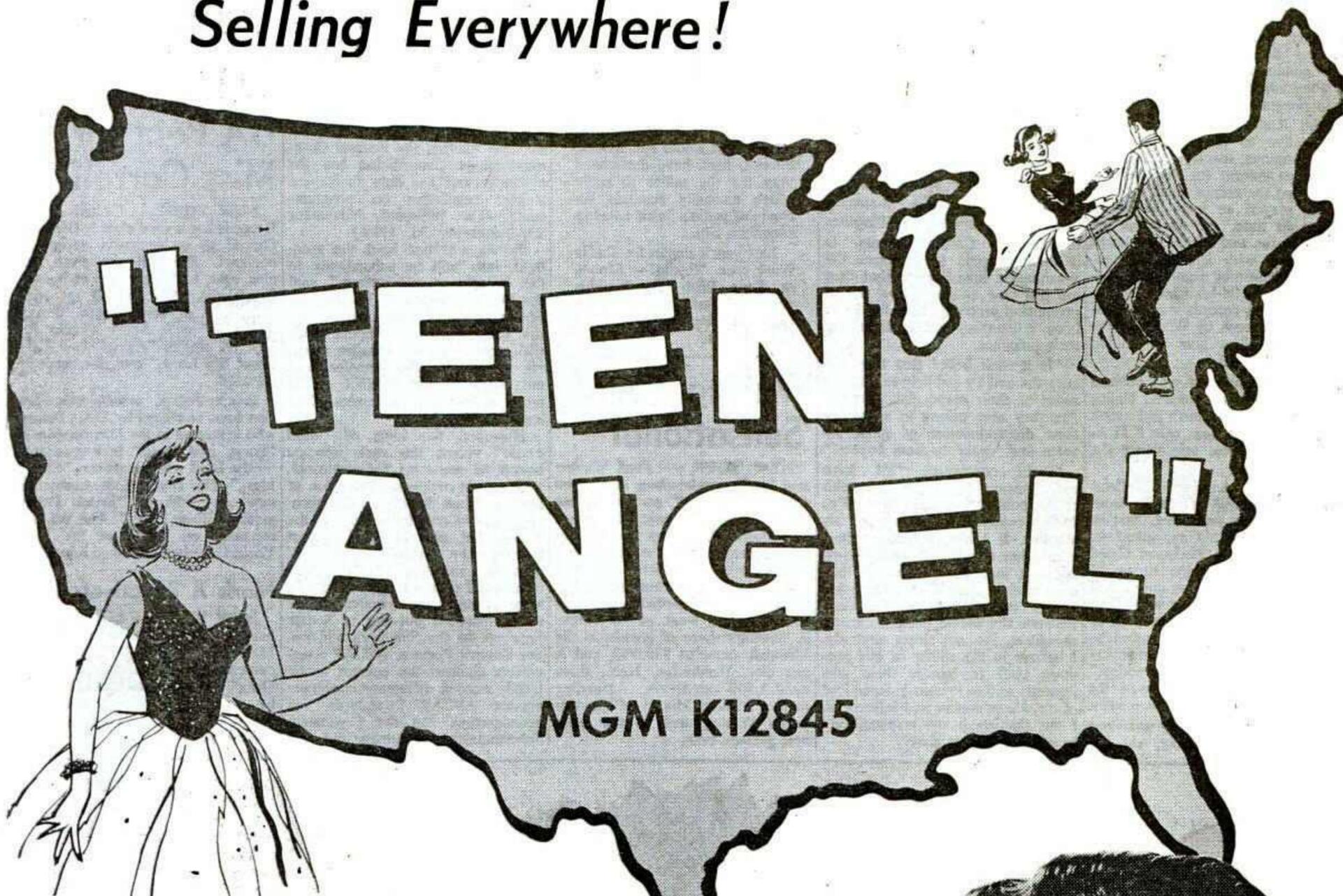
Another disk jockey, Richard Attenbrough, the film actor, said: "I get letters from record companies asking me to lunch to discuss a certain record. I tell them I haven't time, but will hear the record if they send it along. They do not send me bottles of whiskey or bundles of pound notes."

But Peter Noble, who conducts a 30-minute BBC disk show said this week, according to the "Daily Express": "I have never been offered any bribes, altho I could dine out every day of my life if I accepted half the invitations I got."

Mr. Mason, the MP who started the "payola" scare, said: "I have my evidence to back my suggestion. If the question is not reached in the Commons, I shall put evidence in documentary form and present it to the Postmaster General."

New Hit Streaking Across the Nation!

Selling Everywhere!



Sung by

**MARK
DINNING**



Frantic Payola Scramble

• Continued from page 3

presenting an artist on any radio or TV program or for mentioning any person, firm, corporation, or product or service on TV or radio.

Meanwhile, James A. Stabile was appointed veepee in charge of standards and practices, a new department which will formalize and develop the activities NBC has been conducting thru a special unit to eliminate questionable practices in its programming and advertising.

CBS Radio has already issued a directive to its owned-and-operated stations, specifying that deejays must submit (to their station managers) the names of all records to be played at least 24 hours before air time. All air plugs for movies, cafes, and other events must be cleared with station management, with instant dismissal the alternative. The 24-hour advance notice policy on records was also instigated last week by WNJR, Newark, N. J. List goes to station manager Si Lewis.

A lie detector test was utilized by KDAY, Santa Monica, Calif., last month. The station's jocks took the tests on television, with KTLA-TV, Los Angeles, telecasting the event.

Plough Broadcasting is collecting payola denial affidavits from all of its jockey personnel. Station KALL, Salt Lake City, asked its jockeys to sign "a Pledge of Good Practice." The Pledge began "I pledge that I have not and I will not select my record or news item or plug any commercial product or event in return for any entertainment, gifts or payment from advertisers, agencies or promoters." Again instant dismissal was the penalty for violation of the pledge.

Another Detroit deejay was fired last week. Mickey Shorr, who de-

nied taking payola, said he was offered a choice of resigning or being fired by WXYZ. He said he refused to resign because "I didn't feel I had done anything wrong."

Blasts Station Managers

Meanwhile, Bill Gavin, freelance record programmer and secretary-treasurer of the Disk Jockey Association, commented, "I detect symptoms of fear, frenzy and flight on the part of several station managers. They are hurriedly making protestations of purity by large scale firings and inquisitions of their program staffs. It smacks of requiring an oath of allegiance to the Ten Commandments. Is it their purpose to convince the Washington investigators that they are just now aware of how record promotion pressures have for years been infiltrating and undermining their program."

"Is it their belief that they can cure the evil by publicly sacrificing some of their name disk jockeys? Are they also willing to announce their discontinuance of gifts, rebates and 'deals' to time buyers?"

Gavin continued, "I'd have more respect for a manager who could publicly declare, 'Yes, I've found evidence of payola at my stations. If I hadn't been so busy with other things, I'd have known about it long before now. It has been a duty that I have neglected and I accept full responsibility. Because the blame belongs on my shoulders, I'm not firing anybody. I believe in the ability of our program staff to handle their jobs honestly and to remain independent of outside pressures and influences. I am making it my responsibility to see that this is done.'"

'UNEASY LIES THE HEAD'

WASHINGTON — NAB promotion plans have designated national radio to be Queen of the May, but broadcasters already crowned by the stern hand of the Federal Communications Commission in its payola query are a bit wan about celebrating National Radio Month for 1960. Undaunted by the hot breath of Washington probers, National Association of Broadcasters President Harold Fellows and Kevin B. Sweeney, president of Radio Advertising Bureau, Inc., have designated May for the salute to radio which annually reminds listeners of radio's "vital role" in American life.

Last year's slogan for Radio Week was: "Radio — Always in Tune With You." This year's will take some cudgeling, according to certain glum broadcasters.

Waring Tour 'Sensational'

NEW YORK — Fred Waring and his Pennsylvanians have been doing "sensational" on the current "Stereo Festival" tour. The band and chorus has been racking up SRO grosses, with standees and turnaways on many dates. In Knoxville, Tenn., for example, in October, the band pulled a gross of \$12,000. The week of November 3, Waring's share of grosses in the Midwest came to \$30,000, and in one city, Holdrege, Neb., there were 3,500 turnaways. According to the William Morris office, this year's Waring trek is the ork's best grosser ever.

Culture, Not Payola, the Key

• Continued from page 3

fare Conference; Jewish Theological Seminary; Mrs. J. C. Parker, for National Congress of Parents and Teachers; Mrs. Clara Logan, president, National Association for Better Radio and Television; Mrs. Julius Wittelsey, for National Council of Women; Ralph Steetle, Joint Council on Educational Television, and Victor Niborg, Association of Better Business Bureaus, Inc.

The invited witnesses were asked to comment on whether broadcast programming is in the public interest, and whether the Federal Communications Commission has the authority and the duty to impose stricter regulation on programming. (The Billboard, November 23, November 30, 1959.)

Payola will not hold the spotlight, but "will be subordinate to the broader considerations," said the FCC spokesman. The problem of payola and the responsibility of the broadcasters are being dealt with outside of the hearing room, via the tough questionnaire sent out last week by the FCC to its more than 5,300 licensees. (See separate story.)

However, the issue of "good music" versus the rock appears bound to come up for argument, with payola overtones. Inclusion of the American Society of Composers, Authors and Publishers on the witness list, plus reported request to appear by Burton Lane, AGAC president, and Miss Gloria Parker, an avowed enemy of rock and roll, seem to guarantee a revival of the issues threshed out during Senate hearings on the Smathers bill, under Senator Pastore. ASCAP songwriters claimed the current music trends were a deliberate conspiracy against ASCAP "standards" in broadcasting, but the Commerce Subcommittee chairman did not

concur, and no report was issued.

The Billboard asked FCC personnel: "What if a flood of witnesses want to be heard on these music issues?" The answer: "These hearings cannot be allowed to run on forever. We intend to hear from the most qualified witnesses first. No one will be excluded, but we may have to limit testimony to written statements submitted to the Commission, as time goes on."

UA Pact for Miss Carroll

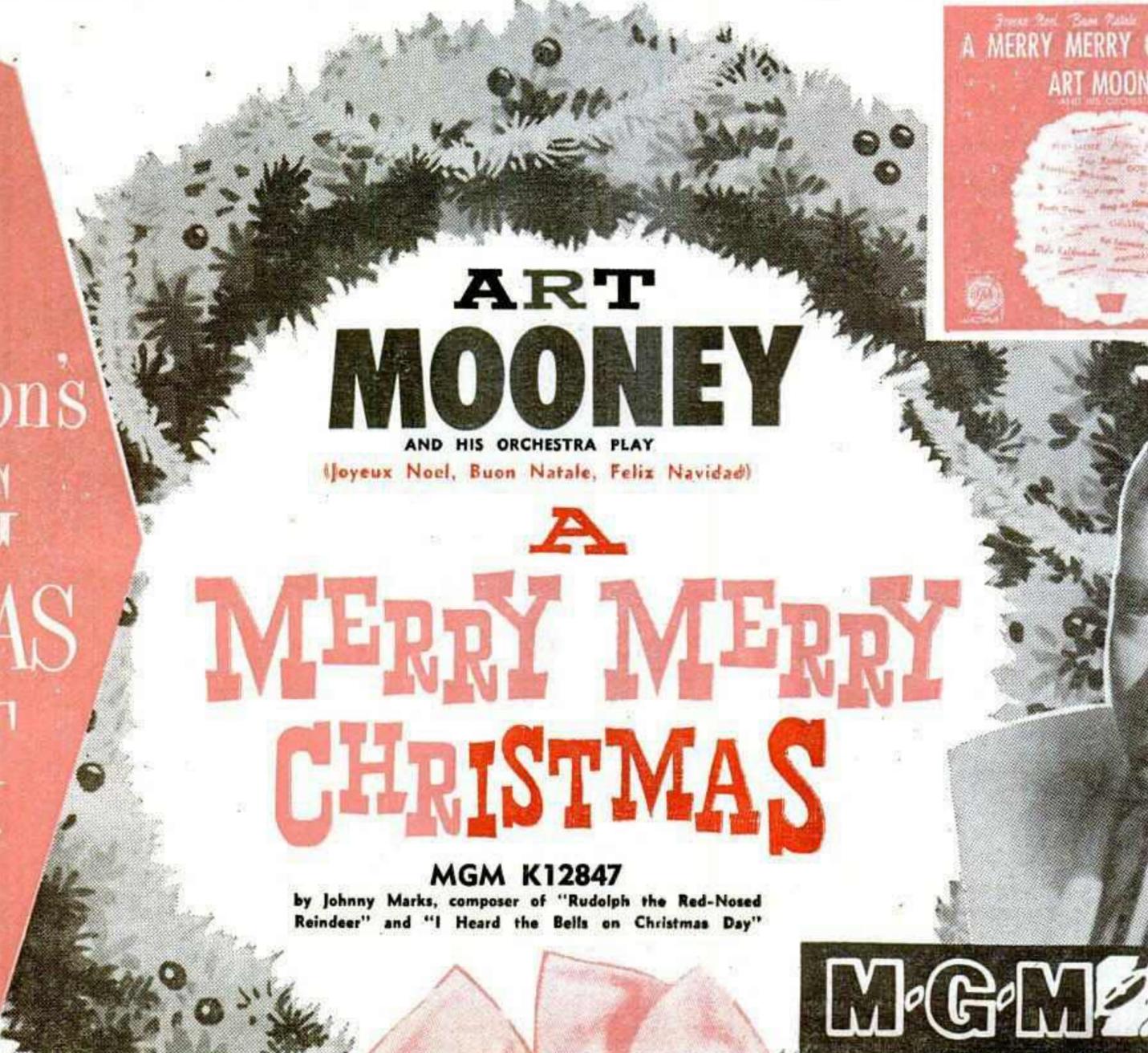
NEW YORK — United Artists Records has signed thrush Diahann Carroll to an exclusive recording contract. She will wax both singles and LP's for the company. Previously, Miss Carroll recorded an album of songs from "Porgy and Bess" with Andre Previn for UA. A single, "Again" b-w "My Love, My Love," was also recently released.

Brock Peters, actor-singer, has also been re-signed by UA. Peters, who is starred in the film version of "Porgy and Bess," is represented on the-label with an album, "Sing a Man." His first release under his new pact will be "Brock Peters at the Village Gate." The set was recorded on locale at the New York, Greenwich Village nitery.

Mark X Reactivated

NEW YORK — Gone Records has reactivated its subsid label, Mark X. Two singles are due for current release. These are "The Drag" b-w "Rockin' MacDonald" by the Isley Brothers and "It's Magic" b-w "If You Let Me" by Ronnie Baxter.

this season's
BIG
XMAS
HIT



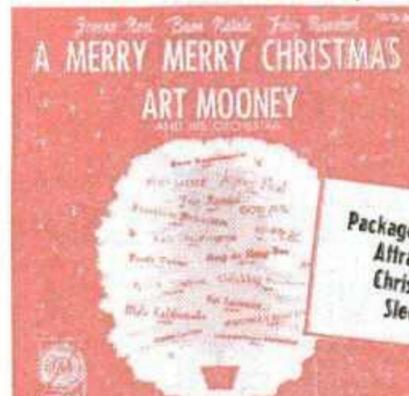
ART MOONEY

AND HIS ORCHESTRA PLAY
(Joyeux Noel, Buon Natale, Feliz Navidad)

A MERRY MERRY CHRISTMAS

MGM K12847

by Johnny Marks, composer of "Rudolph the Red-Nosed Reindeer" and "I Heard the Bells on Christmas Day"



Packaged in an Attractive Christmas Sleeve





1540 Broadway N. Y. 36, N. Y. JU 2-2000

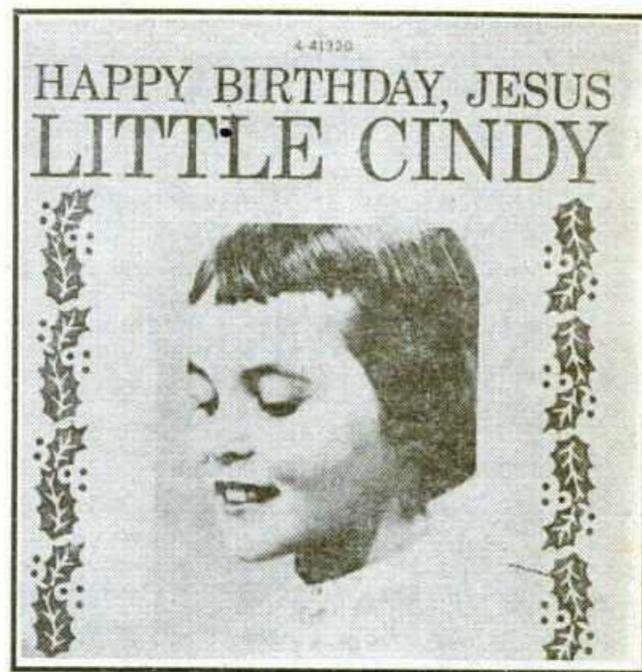
CHRISTMAS HITS

from **COLUMBIA**

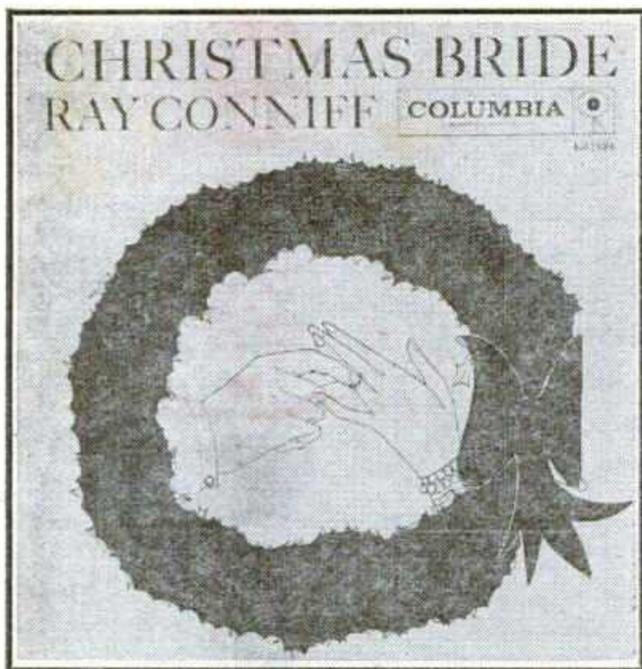
best selling singles all in exciting holiday sleeves



◀ **LITTLE DRUMMER BOY**
JOHNNY CASH
4-41481



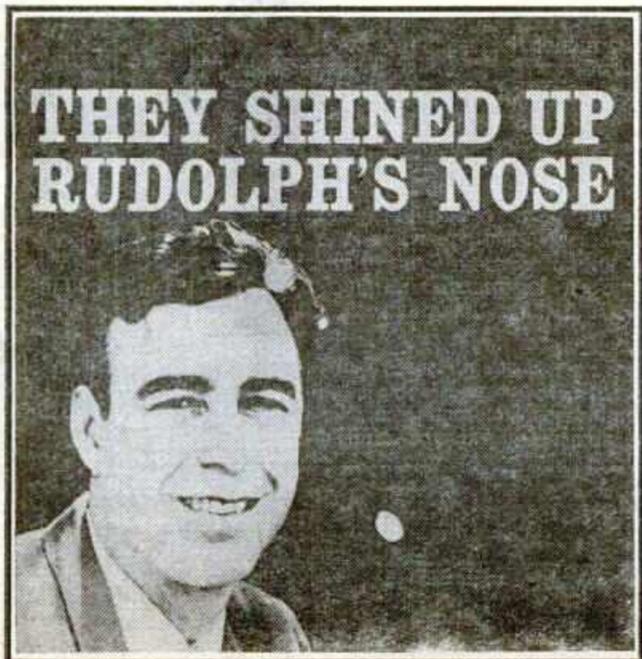
HAPPY BIRTHDAY, JESUS
LITTLE CINDY
4-41320 ▶



◀ **CHRISTMAS BRIDE**
RAY CONNIFF
4-41484



HALLELUJAH CHORUS
(FROM HANDEL'S "MESSIAH")
CAROL OF THE BELLS AND
SILENT NIGHT, HOLY NIGHT
4-41515
MORMON TABERNACLE CHOIR
AND THE
PHILADELPHIA ORCHESTRA,
EUGENE ORMANDY, CONDUCTOR ▶



◀ **THEY SHINED UP RUDOLPH'S NOSE**
JOHNNY HORTON
4-41522

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LINDA HOPKINS

**LOVE IS A
MANY-SPLENORED THING**
and
SENTIMENTAL FOOL

Produced by Leiber & Stoller

6154

THE HOLLYWOOD FLAMES

EVERY DAY, EVERY WAY

and

**IF I THOUGHT
YOU NEEDED ME**

6155

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MOVIE PRODUCERS:

Today's newest and biggest
record stars are tomorrow's
big box-office attractions

It's coming soon, all in one convenient, easy-to-use package. It's a ready source of Grade A box office material. It's the last word on today's top record talent, complete with all the vital data you need to choose the best names for your upcoming productions.

Be sure to Read... and Use... and Hold Onto
Billboard's Big New Year-End

Programming and Talent Buying Guide

— a special slick-stock section of the December 14 issue.

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Another Billboard Record/Phono Dealer

The retail establishment of this record/phono dealer ...

- ... is a department store
- ... offers both records and albums
- ... handles phonographs selling from \$19.95 to \$695
- ... has been reading Billboard for more than 6 years

TV REVIEWS

Real Highspots Mark Grammy Awards

For one of the rare times in the history of entertainment industry award TV shows, an award show was presented on TV last week that was actually entertaining. The show was the NARAS "Grammy" awards clambake, presented over NBC-TV last week from New York and Hollywood, Sunday (29). It wasn't the greatest show ever seen on TV but it had enough high spots to add to a generally entertaining hour.

Outstanding on the show were Bobby Darin, Shelly Berman, Ella Fitzgerald, The Mormon Tabernacle Choir, and emcee Meredith Willson. A vote of thanks must go to the NARAS execs who selected Willson for the emcee role, he was an excellent choice for the post — and in a rhythmic sing-a-long with Darin he showed he could keep a beat too. Darin's stint, a performance of his hit dishing "Mack the Knife," was the highspot of the evening, and the special effects (comprising characters from "The Threepenny Opera") that went on while Darin was singing, were superb. Similar effects behind Jimmy Driftwood, the composer of "The Battle of New Orleans," while he was performing, were also good.

The producers of the show managed to get away from the stereotyped presentation of record acts (and what can a NARAS show be but a succession of record acts?) on TV. This was not true all thru the show, Nat Cole and Jonah Jones and the Kingston Trio suffered from unimaginative staging, and the effects behind Duke Ellington were out of place. There were other weaknesses, too; the method of presenting the winning records and albums on Victorian-styled art work was pretentious and often hard to follow. There were too many hard sell ads on the part of the Swiss Watchmakers, the sponsors of the show. But even with these failures it added up to a diverting show.

From a record industry point of view the show should bring nothing but good to the trade. However, this reviewer can't help but wonder why the show couldn't be sponsored by the record companies that belong to NARAS. The NARAS show would seem to be a perfect opportunity for NARAS members to plug buying records at local record shops. The \$1 LP disk, "Golden Ones," (with 12 different hit singles from various manufacturers) would be a good traffic builder for record shops, who need traffic builders these days.

Bob Rolontz.

* * *

Disk Showcase Has Promising Debut

"Stars of Sound," an eye-worthy approach to visually previewing new disks was impressively unveiled on KRCA (NBC-Hollywood) last Saturday (29) as part of the station's new program showcase series, "KRCA Auditions." Half-hour colorcast featured batoner-trumpeter Ray Anthony as emcee who handled his chores in an easy fashion. He chatted with conductor-composer Paul Weston, who, as prexy of the Los Angeles Chapter of the National Academy of Recording Arts and Sciences, plugged the NARAS telecast which was televised the following night. Excerpts from Weston's new Capitol package, "Carefree," were played.

Program spotlighted Capitol's Mavis Rivers singing "Fools Rush In" to accompaniment provided by the new "Sing Along With Riddle" album of instrumental backgrounds. Her appearance plugged her own album, "Take a Number," and also demonstrated the purpose of the riddle package, prepared for vocalizing disk buyers.

Artist line-up also included guitarist Laurindo Almeida performing (in synch to the recording) "Danza Espanol" from his long-hair classical package, "Capitol's 'Danzas.'" Film-footage of surf-boat riding and Hawaiian scenes were cut-in during playing of selections from the Cap album, "Island Paradise."

Program also plugged a Warner Bros. John Scott Trotter package and ended with an animated cartoon setting for Capitol's Christmas single, "Happy Reindeer." Cartoon (animation by Pantomime Pictures, Inc.), cleverly treated the novelty ditty in a manner aimed at selling the disk. Lyrics are interjected into the animation to prompt a sing-along response from the viewers.

Plugs were for albums by artist and title with manufacturer name carefully avoided. This serves to spotlight the talent parade without giving the show a commercial taint. Pilot program was heavy on the Capitol Records side for source material. This is explained by the fact that two of its principals are Capitol staffers, producer Fred Rice and writer John Annarino, who enjoyed access to Capitol's talent roster. Once show gets past the pilot stage production plans call for giving all labels a share of the airtime.

"Stars of Sound" packs potential as a vehicle for solid TV entertainment. It offers viewers a galaxy of top names in the disk business. Show deserves the eye and ear of national sponsors for the audience appeal of each week's participating artists is proved by the performers' record sales.

And, of course, the show provides excellent exposure for new recordings.

Lee Zhitto.

Valentine Heads Verve Sound

HOLLYWOOD—Verve Records will feature a distinctive sound all its own and has named Louis (Val) Valentine as its full time guardian. Valentine, for a number of years with Capitol's recording department, last week joined Verve as its director of recording.

UNFORGETTABLE

BY
DINAH WASHINGTON
MERCURY
BOURNE INC.

(ABC MUSIC CORP.)
136 West 52d Street

New York 19

Finan, Hopkins

• Continued from page 2

radio industry and the disk jockeys are taking the brunt of this regrettable situation, like all relationships, it takes two sides. There must be one who tempts as well as one who accepts. No matter how intense the competition may be among the record companies, distributors, talent managers and others, it cannot justify practices aimed at compromising broadcasting talent, and this thought must be borne in mind by the public as well as the investigating authorities.

"Our station is continuing to closely supervise talent and music selection and will promptly screen and evaluate any future reports of payola, or approaches made to talent for that purpose."

Dealer Flies

• Continued from page 2

getting new releases in his two bustling record shops before his competitors. He flies them in from Milwaukee in his own Piper Cub.

Example: He was the first dealer in the State to sell the new Columbia album "The Sound of Music." He flew his Piper Cub from Madison to Timmerman field on Milwaukee outskirts Thursday noon December 3. After a sandwich with Columbia Records distributor Bill Farr, Morley Murphy Company, Victor noted several cases of the LP's and an hour later they were being sold in his Madison stores.

Mills
HIT REMINDERS

★ SCARLET RIBBONS
★ THE BROWNS
RCA Victor 47-7614

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

Season's Greetings
from
GUS & ANDY'S
RESTAURANT
146 W. 47th St.
N. Y. C.
JUdson 6-2929

GREAT HITS!
BOURBON STREET
BEAT
WARREN COVINGTON
DECCA #9-31010

SEASON'S
GREETINGS
MITCH MILLER
COLUMBIA #48888

MUSIC PUBLISHERS
HOLDING CORPORATION

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

"X@%*X@*@!"

MAN, LIKE I GOT TO WORK
3 WEEKS AHEAD. EVERYBODY
WANTS A RUSH COPY OF

"HOW ABOUT THAT?"

BY **DEE CLARK**
(ABNER #1032)



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QUALITY IS AN ART...AND AN RCA TRADITION

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

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800 17TH AVENUE SOUTH • NASHVILLE 3, TENNESSEE • ALPINE 5-6691
IN CANADA: RCA VICTOR COMPANY, LTD. { 1001 LENOIR STREET, MONTREAL
225 MUTUAL STREET, TORONTO

CONCERT REVIEW

Bikel Talent Wows 'Em at Town Hall

Theodore Bikel, currently co-starring with Mary Martin in "The Sound of Music," appeared at Town Hall, Sunday (29) for two performances, both of which were complete sellouts for over three weeks. The highly receptive audience overflowed onto the stage and rocked the house time and again as Bikel sang, joked and in general established a wonderful rapport which left 'em wanting more and raving when leaving the theater.

Featuring a fine voice, excellent strumming on the guitar, a well mixed, most interesting repertoire, which included songs in at least seven languages from approximately a dozen countries, Bikel was the master thruout. He presents the tunes with a full explanation of the lyrics and then sings them with tremendous feeling and with such effect that knowledge of the language is not necessary. While he is equally at home in all selections, he is most effective with Yiddish tunes, both comical and touching. The audience loved everything and roared with approval when he brought on Geula Gill, an Israeli singer, for five numbers. Miss Gill is featured with Mr. Bikel in the Elektra LP, "Folk Songs From Just About Everywhere."

Bikel has eight LP's available on Elektra and the over two hours at Town Hall would make an excellent addition to the catalog. A highly talented name actor, Bikel's accomplishments as guitarist and singer, his fantastic repertoire and his ability to hold an audience make Bikel a remarkable attraction.

Tom Noonan.

* * *

JAZZ BOOK REVIEW

New Hentoff Tome a Must for Fans

A book about jazz by Nat Hentoff, one of the most literate and discerning of American jazz critics, is always an important event. Hentoff's new book, "Jazz," a collection of pieces on various aspects of jazz, co-edited by Albert McCarthy, the British jazz buff and critic, is not only important, but makes for fascinating reading. Jazz has now become venerable enough for a reappraisal of various aspects of its history — a re-examination of jazz in the light of today's ideas and theories, and more important, in the light of today's jazz.

It is good to know that there are now so many jazz scholars of a serious stature to contribute the many pieces in this book, pieces that throw new light on many areas of jazz history that were either blank or sketchy before. Not all of the selections in the book are up to the same high standard, but enough are to make it required reading for jazz fans and critics.

Among the excellent pieces in the book is one on the "Roots of Jazz" by Ernest Borneman. Another on New Orleans jazz by Charles Edward Smith, and another on "Kansas City and the Southwest" by Franklin S. Driggs, are also very worth while. And there are essays by Martin Williams, Paul Oliver, Max Harrison, John Steiner, Hsio Wen Shih, Gunther Schuller, and McCarthy and Hentoff, too, on everything from boogie-woogie and ragtime to today's jazz. The book also includes a well-edited discography.

JAZZ. Edited by Nat Hentoff & Albert J. McCarthy. 387 pp. New York: Rinehart & Company. \$5.95. Bob Rolontz.

Nippon Market

• Continued from page 3

World Symphony" by the Czech Philharmonic Ork, when the ork was here in October. New World is also negotiating to represent here Ars Polona of Poland, Hungaroton of Hungary and Jugoton of Yugoslavia.

Meanwhile King, which already has London, Mercury, Telefunken and ABC-Paramount, has acquired government approval of its contract with the American Vanguard label. This will be debuted with four 12-inch LP's to be followed with two new LP's every month. One ob-

Columbia Promo

• Continued from page 3

server warned this week: "The narrow Japanese record market will ever more get confused by the invasion of these new labels."

special material recordings and all regular promotional activities. Among the execs in attendance were Bill Gallagher, Debbie Ishlon, Stan Kavan, Mitch Miller, Harvey Schein, Jim Turnbull, Art Schwartz, Jack Loetz, Ken Glancy, Floyd Kershaw, Al Fishman, Jim Zimeral, Frank Campana, and Dave Kapralik.

DISK JOCKEYS:

More real programming
material and chatter data
than you'll ever
find anywhere

A source of lively chatter items about recording artists that will capture the attention of your listening audience and add color to your programming — birthdays . . . home town . . . education . . . background . . . hobbies . . . other musical interests . . . movies . . . current releases and previous hits. For programming "feature" shows, the list of million sellers, chart toppers, and favorites in the country and western field is invaluable for building special shows around.

Be sure to Read . . . and Use . . . and Hold Onto

Billboard's Big New Year-End
Programming and Talent Buying Guide

— a special slick-stock section of the December 14 issue.

. . . out next week

"RODGERS & HAMMERSTEIN AT THEIR BEST!"

—John McClain, *Journal-American*

"Rodgers and Hammerstein in their happiest form. Rich in melodies."

—Brooks Atkinson, *Times*

"The music by Richard Rodgers and the lyrics by Oscar Hammerstein 2nd are splendid. The songs? Go hear them sung! A beguiling flow of melody."

—John Chapman, *Daily News*

"A titanic hit. A charming score."

—Robert Coleman, *Mirror*

"Hosannahs are due Rodgers and Hammerstein. A delight. Thanks, Dick and Oscar."

—Dorothy Kilgallen

"Smash hit. Rodgers and Hammerstein have written their most varied score. Full of delights."

—Life

"Rodgers and Hammerstein in top form. The loveliest musical imaginable."

—Frank Aston, *World-Telegram-Sun*

"Broadway's latest musical explosion. Delightful, captivating score."

—Jack Gaver, *United Press Int'l.*

"Rodgers and Hammerstein have delivered another musical hit. A fine new song bag."

—Newsweek

"A lovely, lovely musical."

—Jack O'Brian, *Journal-American*

"Richard Rodgers has composed the sort of richly melodious score for which he's famous, and Oscar Hammerstein 2nd has provided some of his most graceful lyrics."

—Hobe Morrison, *Variety*

"'SOUND OF MUSIC' SCORE SOUNDSATIONAL!"

—Walter Winchell

"Delightful, winning, and wonderful. Both the score and lyrics are particularly rich in freshness and imagination."

—Richard Watts, Jr., *Post*

"Melodic splendor... one of the season's major events."

—William Glover, *Associated Press*

"A complete hit... Rodgers' loveliest melodies and Hammerstein's homiest lyrics."

—Dick Kleiner, *NEA Service*

"The most enchanting lyric entertainment to come to Broadway in years."

—Rowland Field, *Newark News*

"A magical score, richly melodic."

—Ward Morehouse, *NANA*

"The score Richard Rodgers has composed is one of his loveliest and Oscar Hammerstein has provided some of his most graceful lyrics."

—Douglas Watt, *Daily News*

"Delightful and thoroughly enjoyable. The music's the thing. The songs will be heard on Broadway for years."

—Emory Lewis, *Cue*

"One of Rodgers and Hammerstein's most lilting and melodic scores."

—Tom Dash, *Women's Wear*



MARY MARTIN in THE SOUND OF MUSIC

Music and Lyrics by
RODGERS & HAMMERSTEIN

Book by
LINDSAY & CROUSE

with THEODORE BIKEL

WILLIAMSON MUSIC, Inc.

1270 Sixth Ave., New York 20

Original Cast Recorded by
COLUMBIA RECORDS

2nd Annual Awards

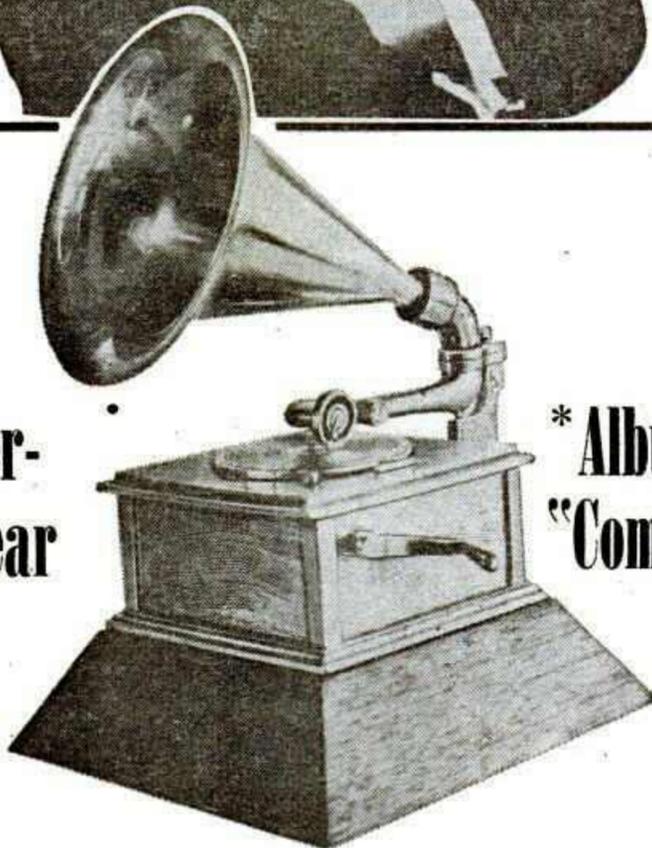
Thank You -
(for both of them*)

Frank Sinatra



1.

***Best Male Vocal Performance of the Year**



2.

***Album of the Year
"Come Dance With Me"**

National Academy of Recording Arts and Sciences

- SHELLEY BERMAN (VERVE)**
Best Comedy Performance—Spoken Word (Inside Shelley Berman)
- JUSSI BJOERLING (RCA VICTOR)**
Best Classical Performance—Vocal Soloist (Jussi Bjoerling in Opera)
- BOSTON SYMPHONY ORCHESTRA (RCA VICTOR)**
CHARLES MUNCH, CONDUCTOR
Best Classical Performance—Orchestra (Debussy: Images for Orchestra)
- DAVE CAVANAUGH (CAPITOL)**
A&R Contribution, Album of the Year (Come Dance With Me)
- VAN CLIBURN (RCA VICTOR)**
Best Classical Performance—Concerto or Instrumental Soloist With Orchestra (Rachmaninoff: Concerto No. 3)
- NAT KING COLE (CAPITOL)**
Best Performance by a Top 40 Artist (Midnight Flyer)
- BOBBY DARIN (ATCO)**
Best New Artist of the Year (Mack the Knife)
Record of the Year (Mack the Knife)
- JIMMY DRIFTWOOD (RCA VICTOR)**
Composer, Song of the Year (The Battle of New Orleans)
- DUKE ELLINGTON (COLUMBIA)**
Best Performance by a Dance Band (Anatomy of a Murder)
Best Musical Composition First Recorded in 1959 (Anatomy of a Murder)
Best Soundtrack Album, Background Score (Anatomy of a Murder)
- AHMET ERTUGEN (ATCO)**
A&R Contribution, Record of the Year (Mack the Knife)
- ELLA FITZGERALD (VERVE)**
Best Vocal Performance—Female (But Not for Me)
Best Jazz Performance—Soloist (Ella Swings Lightly)
- GYPSY (COLUMBIA)**
Best Broadway Show Album (tie)
- JOSEPH HIRSCH (RCA VICTOR)**
Artist, Best Album Cover (Shostakovich: Symphony No. 5)
- HOMER AND JETHRO (RCA VICTOR)**
Best Comedy Performance—Musical (Battle of Kookamonga)
- JOHNNY HORTON (COLUMBIA)**
Best Country and Western Performance (The Battle of New Orleans)
- JONAH JONES (CAPITOL)**
Best Jazz Performance—Orchestra (I Dig Chicks)
- TED KEEP (LIBERTY)**
Best Engineering Contribution—Novelty (Alvin's Harmonica)
- KINGSTON TRIO (CAPITOL)**
Best Performance—Folk (Kingston Trio at Large)
- LEWIS W. LAYTON (RCA VICTOR)**
Best Engineering Contribution—Classical (Victory at Sea, Vol. 2)
- BILLY MAY (CAPITOL)**
Best Arrangement (Come Dance With Me)
- MORMON TABERNACLE CHOIR (COLUMBIA)**
Best Performance by a Chorus (Battle of the Republic)
- PORGY AND BESS (COLUMBIA)**
Best Sound Track Album, Original Cast
- REDHEAD (RCA VICTOR)**
Best Broadway Show Album (tie)
- DAVID ROSE & ORCHESTRA WITH ANDRE PREVIN (M-G-M)**
Best Performance by an Orchestra (Like Young)
- ARTUR RUBINSTEIN (RCA VICTOR)**
Best Classical Performance—Chamber Music (Beethoven: Sonatas No. 18 & 21)
Best Classical Performance—Instrumental Soloist (Beethoven: Sonatas No. 18 & 21)
- CARL SANDBURG (COLUMBIA)**
Best Performance—Documentary or Spoken Word (other than comedy): (A Lincoln Portrait)
- ROBERT SIMPSON (RCA VICTOR)**
Best Engineering Contribution Other Than Classical or Novelty (Belafonte at Carnegie Hall)
- FRANK SINATRA (CAPITOL)**
Best Vocal Performance—Male (Come Dance With Me)
Album of the Year (Come Dance With Me)
- PETER USTINOV (ANGEL)**
Best Recording for Children (Peter and the Wolf)
- VIENNA STATE OPERA CHORUS, VIENNA PHILHARMONIC AND SOLOISTS (RCA VICTOR) ERICH LEINSDORF, CONDUCTOR**
Best Classical Performance—Opera Cast or Choral (Mozart: Marriage of Figaro)
- DINAH WASHINGTON (MERCURY)**
Best Rhythm and Blues Performance (What a Difference a Day Makes)

Salute to the
2d Annual
NARAS
AWARDS
WINNERS



VOTED AMERICA'S #1 JAZZ GROUP
BY NATIONAL ACADEMY OF RECORDING ARTS AND SCIENCES

JONAH JONES

BEST JAZZ PERFORMANCE
(GROUP)

"I DIG CHICKS"

Capitol
#T-1193



Swingin' on Broadway T963



Muted Jazz T839



I Dig Chicks! T1193



Jumpin' With Jonah T1039



Swingin' at the Cinema T1083

*many thanks to everyone
for making 1959 a really
big year*

Jonah

DIRECTION:

SAM BERK

160 WEST 46TH ST., NEW YORK, N. Y.



2nd Annual Awards

*Once again...
thanks to everyone for everything...*

The KINGSTON TRIO



Personal Management
FRANK WEBER AGENCY

National Academy of Recording Arts and Sciences

*Congratulations...and appreciation
...to the award-winning artists and
technicians whose efforts are making
Capitol Records the 'Capitol'
of the recording industry.*



FRANK SINATRA
"Come Dance With Me"
Album of the Year
Best Male Vocal Performance



THE KINGSTON TRIO
"Kingston Trio at Large"
Best Performance — Folk



NAT KING COLE
"Midnight Flyer"
Best Performance by
"Top 40" artist

from



BILLY MAY
"Come Dance With Me"
Best Arrangement



JONAH JONES
"I Dig Chicks"
Best Jazz Performance — Group

AND SPECIAL PLAUDITS TO

DAVE CAVANAUGH
Special producer award for
"Come Dance With Me"
Album of the Year

... and to

MEREDITH WILLSON
"Mr. Music Man"
for an excellent performance
as master of ceremonies.

NARAS

National Association of Recording Arts and Sciences

WINNERS!



2D ANNUAL NARAS AWARDS

Photo Report



Bobby Darin (right), winner of two top awards as Best New Artist of the Year and for the Record of the Year, receives congratulations from Paul Weston, president of the West Coast chapter of NARAS and one of the organization's national trustees.



Grammy winners who appeared on the color TV presentation of the NARAS Awards line up holding their trophies. With the Award-Winning Mormon Tabernacle Choir in the background, the others are (l. to r.) Jonah Jones, Ella Fitzgerald, Jimmy Driftwood, Bobby Darin, Van Cliburn and Shelley Berman.



This group of happy Grammy winners showing their trophies includes (l. to r.) David Rose, Andre Previn, Bobby Darin, Jonah Jones, Shelley Berman and Billy May. Rose and Previn collaborated on M-G-M's album, "Like Young," which won as Best Performance by an Orchestra. May won his Grammy for Best Arrangement, in recognition of his efforts for the Frank Sinatra album, "Come Dance With Me," named Album of the Year.



Emcee of the nationally televised award ceremonies, Meredith Willson here holds one of the Grammy awards given the winners by vote of members of the National Academy of Recording Arts and Sciences.

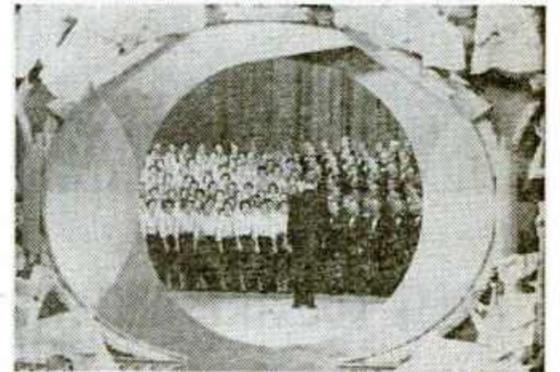


Ella Fitzgerald, Verve's queen of the jazz songstresses, receiving one of her two Grammy awards. She won both for Best Vocal Performance and for Best Jazz Performance.



Van Cliburn (right) repeats his NARAS win in the first Awards by capturing another Grammy for his RCA Victor recording of Rachmaninoff's Third Piano Concerto.

Here's how the Mormon Tabernacle Choir, Columbia recording artists, appeared to televiewers during the NARAS show. Their "Battle Hymn of the Republic" was Best Choral Performance.



Jonah Jones (right) receiving his Grammy for Best Jazz Performance by an Orchestra for his Capitol album, "I Dig Chicks."

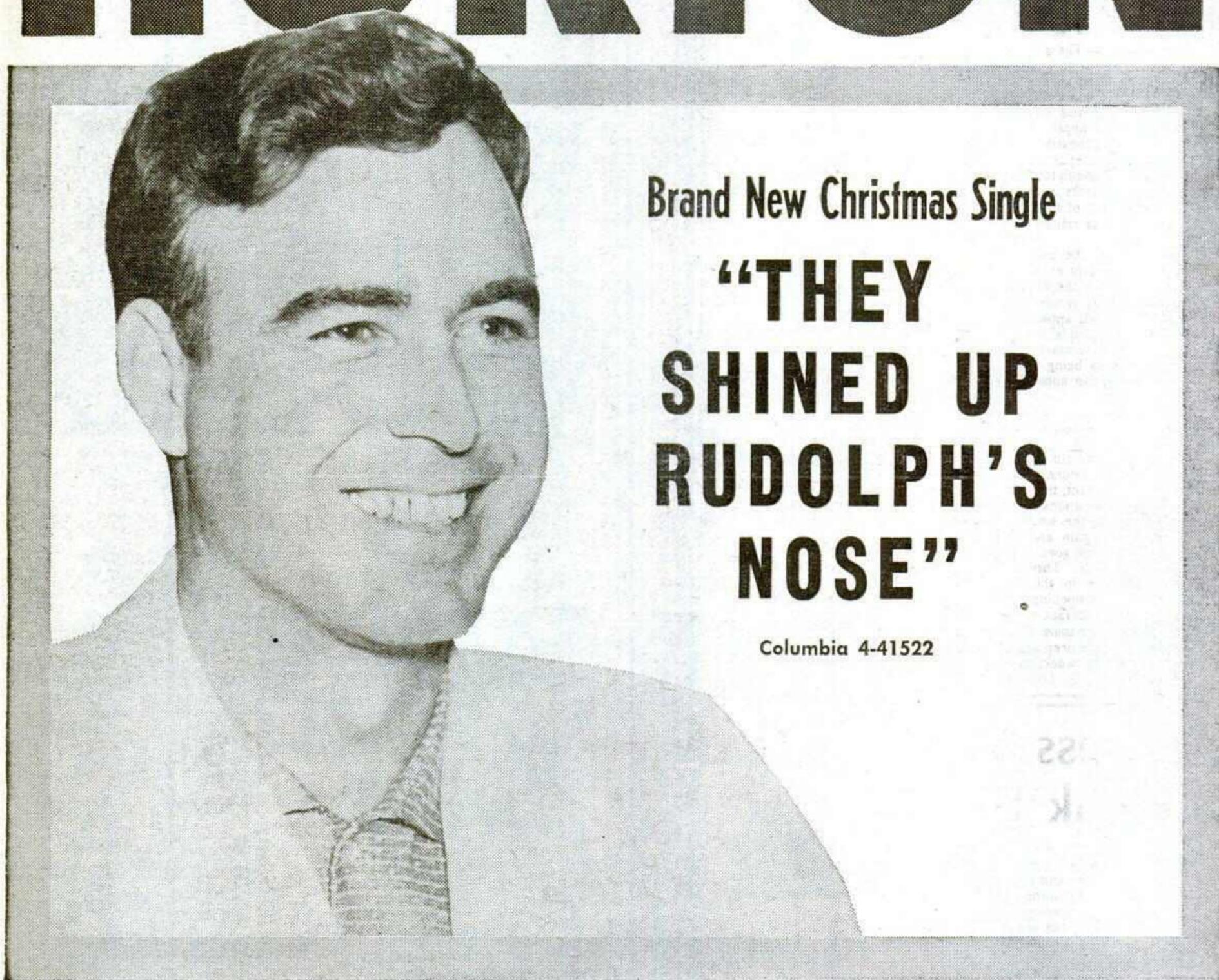


Jimmy Driftwood, who recorded "The Battle of New Orleans" for RCA Victor, awarded a Grammy for also having composed that number which was named Song of the Year.



Comic Shelley Berman doing one of his hilarious telephone conversation routines that were part of the Verve album which won a Grammy for Best Comedy Performance—Spoken Word.

JOHNNY HORTON



Brand New Christmas Single

"THEY SHINED UP RUDOLPH'S NOSE"

Columbia 4-41522

BEST COUNTRY AND WESTERN PERFORMANCE

(The Battle of New Orleans—Columbia 41339)

The National Academy of Recording Arts and Sciences
1959 Grammy Award

*Thank you, Academy Members
for this great honor—*

Personal Management:
TILLMAN FRANKS

Exclusively:
COLUMBIA RECORDS

Bookings:
KWKH ARTIST SERVICE BUREAU
P. O. Box 1387, Shreveport, La.



BOBBY DARIN

My sincere thanks to the National Academy of Recording Arts and Sciences for its Awards.

Bobby Darin.

Personal Management

STEVE BLAUNER
8744 Arlene Terrace
Los Angeles 46, Calif.

MACK THE KNIFE BEST RECORD OF THE YEAR

BEST NEW ARTIST OF 1959

Also Nominated for
BEST VOCAL PERFORMANCE

MACK THE KNIFE BEST ARRANGEMENT (BY RICHARD WESS)



ATCO RECORDS

Dealers Miss Boat, Says Equipm't Head

Harmon Sees 'Easy Sale the Bad Sale'; Every Customer a Potential Salesman

By REN GREVATT

WESTBURY, N. Y. — "The easy sale is the bad sale," says Sidney Harmon, prexy of Harmon-Kardon, well-known audio equipment firm here, in referring to the too often noted lackadaisical selling habits of Mr. Average Dealer.

"A lot of people do their shopping after they've read various magazines and advisory services. They get up a list of what they think they want to buy. I feel, frankly, that anything that causes people to go into a store with a list is fundamentally bad. And any dealer who sells them exactly what they've got on their list, is going for the easy sale and is losing a great opportunity.

"What do I mean by opportunity? Simply that a dealer who takes an order and refuses to sell, loses the chance to make a walking advertisement for himself. The dealer in the high fidelity field is probably a more important medium than in many others. That's because he's at the promotion as well as the sales level in our business.

"In this field, it seems that there are too few devices available to carry the real message about components. It's a good story and a real story and yet it's too infrequently told to consumers by anybody. Our exposure has to come from knowledgeable, communicative, alert dealers who can generate an atmosphere of true, sincere selling.

Opportunity Knocks

"When the customer walks in the dealer's door, that's when the dealer's opportunity starts. If the buyer says, 'Here's my list, this is what I want,' the dealer should say, 'That's fine, I have all of those items, but let me show you some of the other interesting things we have here!'

"At that point he starts his selling and educational job. The dealer should take that customer and so inculcate him with hi fi consciousness, so demonstrate the product to inform him of its value, and so clearly show him the function of all the controls, that the customer has bought a point of view and a conviction, and the necessary equipment to demonstrate it.

Rye Sound Intros Danish Earphone

RYE, N. Y.—Rye Sound Corporation has placed on the market a new universal type earphone, designed to offer quality reception "for more than 90 per cent of all transistor radios regardless of impedance requirements."

The unit is known as Metropolitan Personal Earphone Accessory, Model R 201, and utilizes what the manufacturer describes as "an entirely new electronic design to bring out the best performance in nearly every leading transistor radio that it fits, including Zenith, TraVler, Regency, RCA, Philco, Motorola, Emerson, Arvin, Admiral and many imports."

General sales chief, Sy Scher said, "Altho this accessory is not made in Japan, it will improve the hearing quality of Japanese radios. It is a precision product manufactured in Denmark for Rye Sound." List price is \$6.50.

"The first thing most first-time buyers of audio equipment want to do is call their neighbors in to give them a demonstration. Well, if that buyer has been thoroly indoctrinated by his dealer, he's going to indoctrinate his friends in the same way. So let's face it, he's a salesman. And the dealer has made him a salesman. Those friends of his are going to want to buy equipment, too.

"If we had the kind of product they call a shelf item, I could understand selling the stuff by model number. But you can't sell and educate somebody who is probably very confused and who is covering up that confusion by bringing in a list of items with model numbers, by just taking his order. It's a terrible omission to miss the chance for the big sell. I say, let the dealer do a favor for himself and his industry. Let him make a new salesman out of every new customer who enters the store."

Pickens Adds New Model

NEW YORK — Pickens Radio has added a new Blaupunkt model to its line—the New Yorker, a nine speaker stereo console system with echo chamber. It has a Rex four-speed changer with pushbutton operation. The nine speakers include four 10-inch by seven-inch, four with four-inch diameter, and one pressure chamber speaker. Set has 50 watts output, and is available in American walnut or high gloss walnut finish. Pickens is the exclusive distributor of Blaupunkt radios and phonos.

Radio, Headphone Joint Promotion

NEW YORK—Madison Fielding components and Koss stereo headphones have launched a joint promotion, keyed around the new Madison Fielding series 440 complete AM-FM stereo receiver, according to Carol Bag, promotion head of Brand Products, Inc., exclusive U. S. marketing outlet for M-F units.

Each shipped carton of the recently introduced 440 model will include a coupon, which entitles the purchaser to a set of Koss SP-3 stereo phones for \$10. Normal retail tag is \$24.

Sams Issues New Service Manuals

INDIANAPOLIS—New service manuals covering tape recorders, auto radios and transistor radios have been issued here by Howard W. Sams Company, Inc.

The Tape Recorder Manual, Volume 5, contains Photofact service data on all popular brand 1958-'59 tape machines. Book shows alignment data, parts list, schematics, lubrication and other data for each model covered with a section of general servicing information.

The Auto Radio Manual, Volume 9, covers 35 models of 1958-'59 lines while the book, Servicing Transistor Radios, Volume 4, covers 60 new models. All three books contain 160 pages and sell for \$2.95.

FAT HI-FI PRIZE FOR UA CONTEST

NEW-YORK—United Artists will give away \$1,000 worth of hi-fi equipment to the lucky winner of its Treasure Hunt contest, being staged here in connection with the promotion for the opening late this month of the Biblical film spectacle "Solomon and Sheba."

The hunt will be a city-wide search for Solomon's Gold Ring of Wisdom. In a unique tie-in with a prominent disk dealer, the film company will post clues each day in Sam Goody's East and West Side record stores. In addition to the playing equipment, the winner will receive an extensive library of classical and pop LP's.

RCA Reorgs Home Equipm't Division

Functions Divided For Operations & Marketing Hypo

NEW YORK—The RCA Home Instrument Division has been organized into two functions, operations and marketing. The object of the new set-up is to provide better service for the dealers, distributors and the public, according to P. J. Casella, executive veepee, Consumer Products. He stated that the new organization structure will enable the home instrument division to improve product and marketing activities for all television, radio and "Victrola" phonos.

The following appointments were made by Casella, in line with the new organizational set-up: Jack Beldon, president of the RCA Sales Corporation, will have responsibility for all RCA home instrument products — TV, radio, phonos, stereo and tape recorders and the new cartridge tape instruments. Reporting to Beldon will be Jim Toney, R. W. Saxon, J. M. Williams and R. M. Ryan.

On January 1 Delbert L. Mills will join RCA as a division veepee, of the Home Instrument Division. Reporting to him will be E. I. Anderson, W. E. Albright, J. D. Walter, P. W. Hoffman, and P. R. Slaninka. Mills will report to Casella.

UST Skeds 8 Yule Special Releases

HOLLYWOOD — United Stereo Tapes, tape one-stop subsidiary of Ampex, has prepared a special Christmas release of eight four-track stereo tape packages. These are being offered tape dealers on a 100 per cent exchange basis.

Packages include "Christmas Time," with Roger Williams; "Christmas Greetings," with the Town Pipers; "Christmas in Stereo," with the Boys Choir of Vienna; "Christmas in High Fidelity," with Wally Stott's Ork; "Christmas in Stereo," with the Sing Along Singers; "Music for Christmas," with Richard Purves at the organ; George Wright at the Wurlitzer in "Merry Christmas"; "Best Loved Christmas Concertos," with George Greeley, and a set by the Surfers.

Dual Principles Seen In 3M Tape Unit

CHICAGO — The projected Minnesota Mining and Manufacturing tape cartridge playback unit combines both the principles of the cartridge and the reel-to-reel tape in essence, it was learned this week. The 3M deck operates with a square cartridge only 5/16 of an inch thick, with the 3M cartridge differing from the Fidelipac or Victor cartridge in that the tape actually reels off the permanent spindle inside the cartridge onto a permanent spindle on the deck itself. It's understood that at the end of the reel's play, an automatic re-wind puts the tape back onto its magazine in a matter of seconds and the completed cartridge is pushed upward, allowing the next reel on the spindle to make contact with the playing head. In a showing to radio-TV-phonograph recorder biggies in mid-October, 3M brass said the 1/8-inch wide tape will carry two tracks and the tape deck would play either monaurally or stereophonically.

Currently, Zenith is reported putting full steam behind the 3M machine, whose existence was first reported in The Billboard, November 16. Primary unit on the Zenith planning board is a tape converter deck, which at present would retail from \$40 to \$50. It's understood that 3M engineers feel that the 1-8 inch wide tape will hug the head much better than the wider variety resulting in better performance and resultant

GE Intros 4 New Stereo Speakers

NEW YORK — General Electric has introduced four new "Stereo Classic" speakers for use with stereo or hi fi monophonic systems. Speakers range from \$19.95 to \$59.95. There are two \$19.95 speakers, one (Model 1201B) a 12-inch wide range speaker, with an amplifier rating of 5-25 watts, and a frequency response of 48 to 13,000 cps. The other \$19.95 speaker (Model G-504) a tweeter speaker, with a power rating of 30 watts and a frequency response of 1,200 to 16,000 cps.

The new General Electric dual cone 12-inch speaker (Model G-502) has a treated cloth edge suspension for improved low frequency response. Recommended amplifier rating is 5-25 watts, frequency response of 30-16,000 cps, and a power rating of 25 watts. Price is \$34.95. Fourth new speaker is a dual co-axial 12-inch speaker (Model G-503) with specially treated cloth edge suspension, and a new combination electro-mechanical and L-C crossover music network for smoother transition. Recommended amplifier rating is 5-30 watts and a frequency response of 30-16,000 cps, crossover frequency of 2,000 cps, and power rating of 30 watts.

NEW YORK—Sonic Industries, manufacturer of stereo phonos, has opened new sales offices and showrooms at the Greeley Arcade on the west side in New York. Ben Brins, Al Herbst, and Dave Fisher, execs of Sonic, will be hosts at the firm's open house at the new offices all week (December 7 thru 11). Sonic will continue to maintain its factory in Lynbrook, Long Island.

fidelity at the slower 1 7/8 inches per second. In describing the principle which combines the cartridge elements with reel-to-reel, a trade observer said it most closely approximates an automatic leader feed demonstrated by the Illinois Institute of Technology's Marvin Camras, holder of basic magnetic tape patents, to the Magnetic Recording Industry Association over a year ago.

Asks Industry Support IHFM

NEW YORK — Joseph N. Benjamin, prexy of the Institute of High Fidelity Manufacturers, has sounded a call for the entire high fidelity industry to participate in and support the Institute's continuing programs of consumer education and the development of industry standards.

Benjamin's remarks were a part of his official welcome to four new members of the Institute, Brand Products, Inc., New York; Cletron, Inc., Cleveland; DeWald Radio, Inc., Long Island City, N. Y., and Telectrosonic Corporation, also Long Island City.

"The IHFM today is the industry spokesman," Benjamin noted. "For the first time, members have a collective voice to represent them in dealings with government agencies, in Congressional hearings affecting vital legislation, and in relations with other important electronic groups."

Benjamin said that the component industry is "going thru a consolidation period," and said that future plans for marketing and promotional assistance to individual members would increase the Institute's value in years to come.

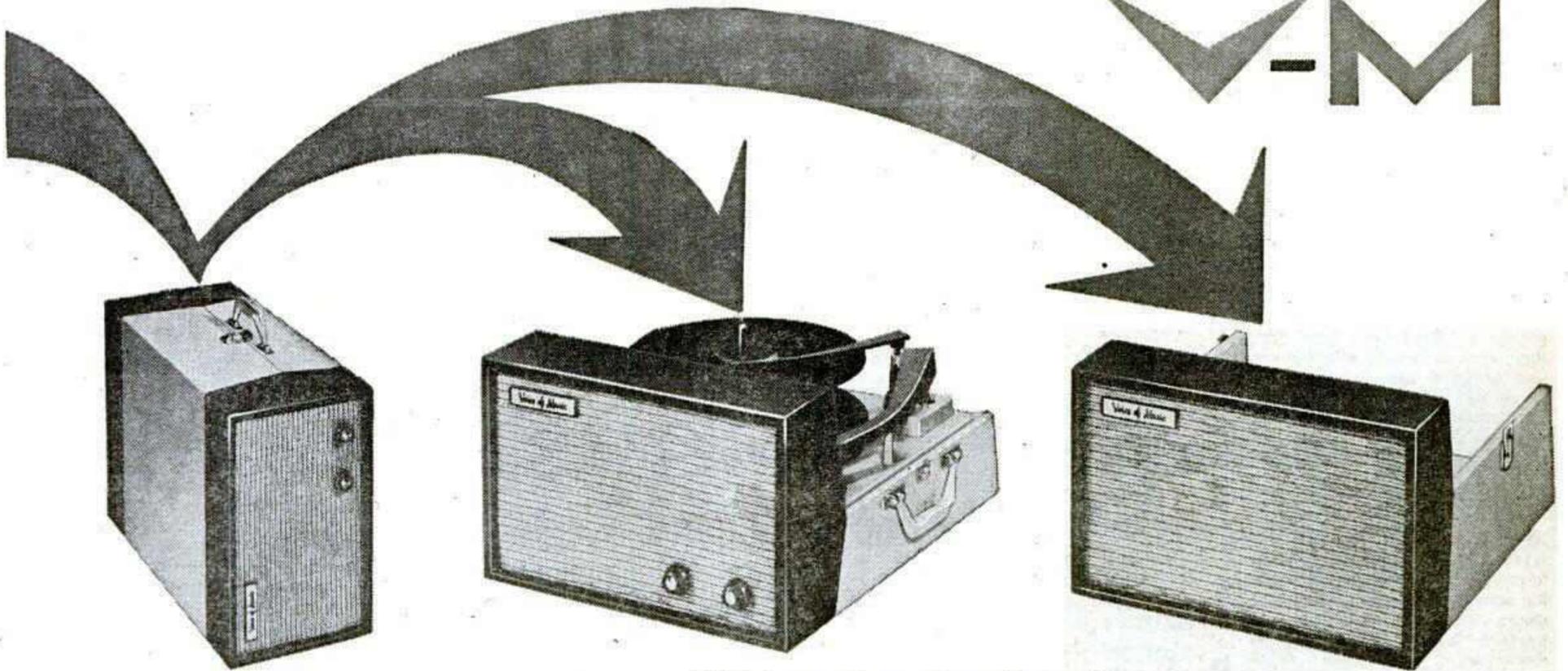
On another front, announcement was made of an Institute advisory committee for the upcoming 1960 Los Angeles High Fidelity Music Show. The show is set for January 13-17 at the Pan Pacific Auditorium there. Named to head the committee is Ray Pepe of James B. Lansing Sound, Inc. Serving with Pepe will be Bernard Cirlin of Stephens Tru-Sonic, Inc., and Lew Gillingham of Altec-Lansing Corporation. Members of the Audio Components Representatives Association and the Audio Components Dealers Association have been invited to join the committee. The groups will work with Institute officials and staff with the aim of insuring success of the West Coast show.

Qualitone Sets Display Units

TUCKAHOE, N. Y.—Qualitone Industries, Inc., manufacturer of needles and accessories, as tho in answer to some who would obsolete the sapphire needle, is pushing a special display unit "combo card" which merchandises 100 per cent all-sapphire needles.

The card contains three different types of sapphire styli, for all three speeds. These list at 50 cents, \$1 and \$1.50. Another unit being currently pushed by Qualitone is a 4-by-6-inch rack card. The card has holes for easy mounting and a heat-proof acetate blister. In the blister such items as needles, 45 r.p.m. adaptors, record brushes, pressure gauges, record cloths and turntable pads can be displayed.

FOLLOW the STEREO LEADER!



V-M MODEL / 314

■ V-M AUTOMATIC PRECISION RECORD CHANGER ■ PLAYS ALL STEREO RECORDS. MONOPHONIC 33 and 45 RPM, TOO! ■ DUAL-LOUDNESS, TONE CONTROLS ■ BIG, HEAVY MAGNET AND 5 1/4" SPEAKER IN EACH DETACHABLE SECTION ■ Attractive Mojave Brown and White Washable Leatherette Case... \$79.95† List



V-M MODEL 312

■ FOUR 5" SPEAKERS—TWO IN EACH DETACHABLE SECTION ■ FAMOUS V-M 'STERE-O-MATIC'® AUTOMATIC FOUR-SPEED RECORD CHANGER ■ PLAYS ALL RECORD SIZES AND SPEEDS—STEREO and MONOPHONIC ■ TONE, DUAL-LOUDNESS, "REJECT-O-MATIC" CONTROLS ■ Beautiful Blue and White Washable Leatherette Case with Silver Accents... \$109.95† List

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■ TWO BIG 6" SPEAKERS—ONE IN EACH DETACHABLE SECTION ■ PLAYS STEREO AND MONOPHONIC 45 and 16 RPM RECORDS ■ TONE AND DUAL-LOUDNESS CONTROLS ■ Striking Charcoal Gray and Explorer White Leatherette Case..... \$59.95† List

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*T.M. of V-M Corp.

A Special Note to

Phono Manufacturers

and manufacturers of other
home entertainment equipment

WINTER BUYING NUMBER

January 11, 1960

This edition supplements the earlier 1960 Phono Directory Number, supplies all of the most important specifications about the new phono models added since then . . . brings the phono directory right up to the minute. Extra distribution at the Furniture Show, Merchandise Mart, Chicago, Jan. 4 thru 95.

ELECTRONIC PARTS SHOW NUMBER

May 16, 1960

For the third straight year, Billboard covers the important product introductions—essentially in the field of components and accessories—and supplements its product reports with feature material that details to its dealer-readers the potential sales and profit opportunities in adding such lines. Extra distribution at the week-long show, Conrad Hilton Hotel, Chicago.

NAMM CONVENTION NUMBER

July 11, 1960

A special-value equipment issue featuring the Annual Phono and Tape Sales Survey which details the actual equipment sales activities of phono/record dealers . . . tells what makes and models they are selling, and in what volume. Extra distribution at the National Association of Music Merchants Convention, Palmer House, Chicago, July 11 thru 14.

DIRECTORY ISSUE 1961 PHONOGRAPH

September 12, 1960

A complete rundown of all phono product on the market to date, including prices and specifications—and all presented in easy-to-use chart form. This is the basic directory that phono/record dealers use for months and months—material which they keep and up-date from the regular product and price data which is furnished weekly in The Billboard.

SPECIAL TAPE-REPORT EDITIONS

April 4, July 25 and October 19, 1960

From the earliest days, Billboard has kept its dealer-readers fully informed on tape playback equipment advances. In 1960, as in the past, Billboard will continue its weekly coverage of tape and tape equipment, with special round-up report editions—as noted above—to supply readers with full data on the sales and profit opportunities in this important area of the equipment field.

The Billboard

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

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CHICAGO
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CEntrol 6-9818

HOLLYWOOD
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HOllywood 9-5831

May we suggest
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your Billboard ad campaign
around these key issues,
beginning with the
important Jan. 11
Winter Buying Number—
ad deadline Jan. 6

Audio Feedback

FOREIGN INTRIGUE IN RED RETAILING

NEW YORK—Russia may be lobbing sputniks successfully around the moon, but Soviet-style retailing methods in the phono-record-radio field resemble those already being discarded in the U. S. around 1930. That's the impression passed to us by Wallace A. Ross, independent TV-film consultant and founder of TV's successful Ross Reports data service, one evening last week.

Ross has just returned from an April-thru-October European survey trip which took him behind the Iron Curtain in Czechoslovakia, Poland and the Soviet Union itself. With his actress wife Jill, Ross made a point of visiting music retailers in such cities as Brno (more or less the Pittsburgh of Czechoslovakia), Minsk, Leningrad and Moscow.

"Phonos, radios and records are still in short supply behind the Iron Curtain," Ross told us. "There's evidence that the Russians are trying to step up manufactured production in these fields, and to expand consumer distribution. There are a few interesting retail gimmicks, but the West is obviously far ahead on all counts."

Specialty shops devoted to retailing music industry products are rare in the Soviet Union, Ross stated. Usually, they are a department in a branch store of the Universal chain, of which the GUM store in Moscow is headquarters. Only in Moscow, where GUM maintains a retailing annex that sells records, is true specializing permitted.

"There is absolutely no point-of-sale material in music stores in Russia or in the satellite countries," Ross told us. "Sales counters are handled almost entirely by women clerks, and most stores are under-staffed. There's no attempt at U. S.-style salesmanship. You have to know what you want before you go there, and you have to hope they have it. Prices are exactly the same in all stores, and there's no such thing as discounting or price battles in the music field."

Ctepeo and Mohr (Russian for stereo and monophonic) are words just making their way into the language of the Soviet phono-record industry, Ross made clear. There's no industry push behind stereo, which is strictly in the experimental stages, or tailored for upper-bracket Soviet purses. There are problems enough, apparently, in catching up in the older developments in the field.

"Most Iron Curtain radios and phonos look like older models of the German Telefunken line," said Ross. "There's little modern cabinetry. Most of it is highly polished traditional woods. There's practically nothing in the way of phonos packaged in leather or plastics. However, they look as tho they are well made, and designed to operate with a minimum of repair."

They're also expensive, Ross pointed out. In Czechoslovakia, a small table-model radio costs the equivalent of \$87. A push-button, German-style table radio costs \$148. In Moscow's GUM store, the cheapest radio-phono combo costs \$125. More elaborate radios start at \$180. One of the more popular items is—stereo-minded U. S. dealers please note—a hand-wound, 78-r.p.m. portable phono selling for \$50 at the official exchange. TV, in a cash purchase, is a real luxury; a 12-inch table set sells for \$487.50 in Moscow.

Disk retailing follows a similar line. "Russian record buyers have available a fairly good selection of classical works, in LP's and 78's, but are limited in the number of orchestral performances available. There's no real competition among labels," said Ross. Packaging, as Ross described it to us, is seldom fancy, with most album merchandise coming in a plastic sleeve inside a slip-on paper jacket. Some of the jackets are pictorial, a few are in color, but most resemble the hole-in-the-middle paper jackets used by U. S. major labels back in the 1920's. A quick price index: 10-inch LP classics cost about \$5.

The Soviets have come up with a few retail innovations worth noting, Ross indicated. One was an adaptation of the boutique—type of branch store (such as branches of top jewelry or fashion shops at such U. S. hostelrys as the Waldorf-Astoria or the Plaza) to the record field. Ross saw one such disk-selling boutique in the upper-bracket Moska Hotel in Moscow, which maintained a small stock of top-selling platters for well-heeled foreign visitors. The disk counter staff was multi-lingual, and able to explain just what was available back at the main store.

Disk departments in the larger stores are divided into sub-departments, Ross also explained, according to the type of music handled (classic, popular, operatic, etc.). There's no grouping, as in large U. S. retail operations, by label. The system, Ross noted, seemed to work, and to speed up retail sales.

Newest wrinkle in Soviet music-industry retailing is installment buying, which went into effect in Moscow just as Ross was leaving. Radios, phonos, and TV are on the list of approved products under the new plan, which enables the average Russian consumer to buy-now, pay-later (thru regular deductions, like a withholding tax, from monthly pay envelopes). To avoid any taint of capitalism in the plan, there are no carrying charges for the service, according to Ross.

"The biggest difference of all between the U. S. and Russia in the music-industry field is a question of political philosophy," Ross concluded. "In this country, it's a free leisure market. In Russia, the whole thing is part of a slanted, controlled political indoctrination."

By: C. R. S.

Uropa New Transistor Radio Import

NEW YORK — The growing interest in high fidelity which has spilled over into FM broadcasting has made a ready market for a new AM-FM transistor portable radio which is being imported from Germany. Called the Uropa Airloom, it is the only transistor set with an FM band which retails for under \$100.

Altho it has only been on the market for a short time, its importer, Uropa International, Inc., of 16 West 32 St., New York, is particularly pleased by public reaction in California and the Chicago and New York areas. Uropa's national sales director, G. Caminer, told The Billboard that distributorships are still available in some sections, such as New England, the Midwest and the Southern States.

The radio uses nine transistors, including two special new FM transistors, and four Germanium diodes, which give the little set the impact of a 13-tube radio. It contains a five-inch speaker in a leatherette covered case of wood specially selected to provide high-fidelity sound.

It's understood that a few key dealers, now being served by distributors, have been ordering direct in the past. It's not known whether or not Uropa will continue to service dealers on this basis in the future.

Sylvania Hires Ralph Bloom

BATAVIA, N. Y. — Considerable trade speculation this week centered on the possibility of Sylvania employing record distributors to move its hi fi, stereo and radio lines to market. The possibility of such a move arose when the hiring of Ralph Bloom as national sales manager of these consumer lines became known. Bloom has had a background of experience with disk distributors thru a former association at Replogle Globes.

Bloom, it was believed, could spearhead a drive similar to that experimented with successfully by Philco thru distributors of M-G-M Records (The Billboard, November 30 issue). In his years with Replogle's Lyric carrying case and accessory line, Bloom worked thru record distributors.

Evans Blasts

Continued from page 4

ship meetings, Evans singled out for special attack the "most insidious and disgraceful scare tactic used by Paul Francis Webster at a meeting of Coast writers."

"Webster," said Evans, "raised the point that a 'no' vote could tie up ASCAP funds for four years. This is like telling the small writers, 'If you don't allow the group in control to continue taking money they are not entitled to, you may not get any money for four years.' Imagine forcing writers whose small monies from ASCAP mean survival into a vote for something they have smelled out as a conspiracy. There is no precedent in law for this, as Al Slesinger, a lawyer, pointed out at the Coast meeting. 'It was impossible for the users of ASCAP music to declare a moratorium on payments and in no way could its funds be tied up.'"

According to Evans: "This group is trying to sell the idea that the government is irresponsible and would create hardship cases. However, this too shall fail to deter a 'no' vote, as the young writers and publishers know that this is the last chance they will ever get to clean this thing up and promote their own futures."

Wakely's 'Slippin' Around'

Continued from page 6

Morgan, Mercury put Patti Page and Rex Allen together and Decca came up with a teaming of Evelyn Knight with Red Foley. The only thing none of them had was Maggie Whiting. Maggie sings like a trombone. She's flexible and blends beautifully. She is the greatest."

More reminiscing prompted Wakely to recall a couple of other well-known disks he was on. "I had a record called 'One Has My Name,' and there was a little gal named Mary Ford on the record with me and she didn't even get billing. Later on she had a few hits of her own. Another gal worked with me on 'Til the End of the World.' That was Janis Paige."

"The county field was big then just as it is today. And it's interesting to note in the country field that now, like then, the artists help one another. Gene Autry helped me get started when I went to the Coast from Oklahoma back in 1940. He put me on his radio

show. Then in 1950, I was able to help Tennessee Ernie Ford get his first appearance on the Grand Ole Opry. You know, too, that Webb Pierce has helped Red Sovine along the way and of course Red Foley helped Pat Boone."

Another interesting bit of reminiscence of Wakely's part has to do with Steve Allen. "We recorded what I think was Steve's first song to be recorded. The tune was 'Let's Go to Church Next Sunday,' and it was in 1950 when Steve was a disk jockey on KNX, Los Angeles."

Wakely believes that sooner or later people will buy "stars" again. "For a while people wanted something new desperately. Stars were created overnight and forgotten. The time is going to come when they'll buy artist, not sound. And as Top 40 fades, as it must, stores will not buy simply by the list, they'll have a better stock of records, including country disks."

Blaine Alleges Freed Loan

Continued from page 6

Post about his payola to jocks. Both of the manufacturers told about their deals with jocks and showed some of the demands made by deejays.

One of the letters quoted in the New York Post stated "Well (first name deleted): Have waited but still haven't heard from you, I don't dig. Am I going to get anything or not?" Another letter read, in part "... say ... I am planning to be in New York over the weekend of August 3, 4 and 5 for a meeting and a rest ... sort of a two-fold trip. Would certainly appreciate any little thing you might do to make my trip an enjoyable one. If you are in any shape, would appreciate a little cigarette change, if you get what I mean. . . ." And another letter from a jock to the unidentified manufacturer read: "Dear (first name deleted), Your letter here and I don't dig you (title of record) and (another title), record is selling here according to the

distrib and both of them are getting more than their share of air plays plus (musicians name) new one (title of record). That listing you saw in The Cash Box was sent in over three weeks ago, you know how they are about getting something in. (Record label) will be listed the next time my name appears. Now that we have moved these two records off, how about a taste? And please let me know one way or another. Your friend (name of disk jockey)."

Meanwhile on another front, District Attorney Hogan summoned a number of top record artists, as well as various other members of the record business, down to his office to question them about payola and kickbacks. Artists Bobby Darin, Eileen Rodgers, and Les Paul and Mary Ford all visited the swinging D. A. It was reported that these artists were questioned about their appearances on the Alan Freed TV show over WNEW-TV and how they were paid.

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DISTRIBUTOR NEWS

By HOWARD COOK

CHICAGO: Karen Lundquist sends the following round-up of distributor happenings: Top three at Capitol are "The Happiest Christmas Tree" by Nat King Cole, "Talk to Me" by Frank Sinatra and "The Happy Reindeer" by Dancer, Prancer and Nervous. Columbia has "Heartaches by the Number" by Guy Mitchell, "Battle Hymn of the Republic" by the Mormon Tabernacle Choir and "Misty" by Johnny Mathis. Strongest at United's pop division are "Clouds" by the Spacemen on Alton, "St. Louis Blues" by Ray B. Anthony on Sun and "Cradle of My Arms" by Billy Bryan on Blaze. Hottest r.&r. items at United are "Lock Me in Your Heart" by Tarheel Slim on Fire, "Fannie Mae" by Buster Brown on Fire and "I'll Take Care of You" by Bobby (Blue) Bland on Duke.

James H. Martin has moved to larger offices at 2419 So. Michigan Ave. Heading their best-selling list are "Smoky (Part II)" by Bill Black's Combo on Hi, "Deck of Cards" by Wink Martindale on Dot and "My Faithful Heart" by Pat Boone on Dot. Music Distributors, Inc., has "Danny Boy" by Conway Twitty on M-G-M, "Reveille Rock" by Johnny & the Hurricanes on Warwick and "God Bless America" by Connie Francis on M-G-M.

Strongest at Coral are "I Surrender Dear" by Nick Noble on Coral, "Talk That Talk" by Jackie Wilson and "Debra" by the Crickets on Brunswick. Tops at RCA Victor are "Don't You Know" by Della Reese, "Oh, Carol" by Neil Sedaka and "Scarlet Ribbons" by the Browns. Decca's biggest are "Sweet Nothin's" by Brenda Lee, "No Love Have I" by Webb Pierce and "Lucky Devil" by Brook Benton, "Unforgettable" by Dinah Washington and "Running Bear" by Johnny Preston.

MS Distributors reports action on "Tell Her for Me" by Adam Wade on Coed, "Go, Jimmy, Go" by Jimmy Clanton on Ace and "The Chipmunk Song" by David Seville & the Chipmunks on Liberty. All-State has "The Big Hurt" by Toni Fisher on Signet, "I Want to Be Loved" by Ricky Nelson on Imperial and "Congo-Bongo" by Ben Leonard on Case.

The Chess-Checker-Argo sellers are "She's All Right" by Bo Diddley on Checker, "Just for Your Love" by the Falcons and "It Took a Long Time" by Lowell Fulson on Checker.

NEWARK, N. J.: Jerry Ross of Cosnat Distributing Corporation writes that "My Faithful Heart" by Pat Boone on Dot is getting strong action. Ditto "Mairzie Doats" by Dodie Stevens and "Sixteen Cavalry Men" by Dick Farrell on Dot. "Honey Hush" by Joe Turner and "Tiny Tim" by LaVern Baker on Atlantic are climbing. Other hot ones are "Lullabye" by the Brents on Chevron and "I Don't Know What It Is" by the Bluenotes on Brooke.

Joe Martin of Apex-Martin Record Sales lists "Sandy" by Larry Hall on Strand, "Somewhere Over the Rainbow" by David Campanella on Kane, "Tua," by Mina on Chirp, "My Little Marine" by Jamie Horton on Joy and "Stop By My House" by Bobby Parker on Amanda. The firm has also acquired the Seeco label for distribution. Top albums are "The Swingers" by Lambert-Hendricks and Ross on World Pacific, "Little Drummer Boy" by the Henry Snow Singers on Whitehall and the original cast of "Leave It to Jane" on Strand.

SAN FRANCISCO: Stan Cumberpatch of New Sound called to report action on "The Big Hurt" by Toni Fisher on Signet, "Uh! Oh!" by the Nutty Squirrels on Hanover, "In the Mood" by Ernie Fields on Rendezvous, "Teardrop" by Santo & Johnny on Canadian-American and "Go, Jimmy, Go" by Jimmy Clanton on Ace. Coming up are "Hully Gully" by the Olympics on Arvee, "Mashed Potatoes" by Nat Kendrick on Dade, "Upturn" by Eddie Smith on Rell, "Time" by Dale Ericson on Raynote and "The Office Party" by Jim Backus on Dic.

BALTIMORE: Bernie Block of Marnel of Maryland, Inc., sends word that his biggest is "Way Down Yonder in New Orleans" by Freddie Cannon on Swan. Following are "Teardrop" by Santo & Johnny on Canadian-American, "Marina" by Rocco Granata on Laurie, "Ebb Tide" by Roy Hamilton and "Slinky" by Link Wray on Epic and "You Got What It Takes" by Marv Johnson on United Artists. Other big ones are "Everybody's Going" by Eddie Holland on United Artists, "Village of St. Bernadette" by Rosemary June on UA, "Promise Me a Rose" by Anita Bryant on Carlton, "The Big Hurt" by Toni Fisher on Signet, "How Will It End" by Barry Darvell on Colt 45 and "Moon Shot" by the Dynatonas on Bomarc.

EAST HARTFORD, Conn.: Hot tips this week at Trinity Record Distributors are "Heart of Gold" by the Twins on Lancer; "Where Can I Go" by Millie on Chelsea, "Running Bear" by Johnny Preston on Mercury and "Stop" by Wayne Rooks on Jamie.

DETROIT: S & S Distributors are now handling Fascination Records in Michigan and Ohio. The label's latest release is "Amnesia" b-w "Transylvania" by the Mysteri-Ons.

NEW YORK: Herman Kaplan of Ribbon Records called to report strong sales for "I Can't Say Goodbye" by the Fire Flies on Ribbon and "Heart of Gold" by the Twins on Lancer.

PHILADELPHIA: Chips Distributing Company has acquired Johnny Vincent's Ace Records for distribution. Current hot Ace item is Jimmy Clanton's "Go, Jimmy, Go."

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Tunesmith Turner Turns In Big Vocal Hit

Titus Turner was born in Atlanta on May 11, 1933. His father, a Pentecostal Bishop, greatly influenced the warbler's musical tastes.

Turner decided at the age of 15 that he wanted to be a singer. His step in this direction came when he won a talent contest and won a contract with Aladdin Records.

While at Aladdin and later at King, Turner had only one fair sized hit, "The Return of Stagger Lee." However during this time, he was known primarily as a writer. Tunes penned by Turner include: "That'll Be the Day," recorded by the Crickets on Brunswick; "Hey, Doll Baby," recorded by the Everly Brothers and "All Around the World," "Leave My Kitten Alone" and "Tell It Like It Is," all recorded by Little Willie John on the King label.

Turner's first smash, also the first hit for the newly formed Glover Records, is "We Told You Not to Marry."



Internationally Famous Alberti Scores Here Too

When he was 12 years old, Willy Alberti created a sensation in the Netherlands, in a musical show at the famous Carre Theater in Amsterdam.

Since his first triumph in Holland, Alberti has gone on to become one of Europe's top vocalists.

Today, Alberti is on the same international level as stars like Tino Rossi and Luis Mariano. His big European smash was an Italian song "Lolita." He is currently scoring Stateside with a top-notch version of the Italian song "Marina," which came to the United States via Belgium.

YESTERYEAR'S TOPS—

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

DECEMBER 4, 1954

1. Mr. Sandman
2. I Need You Now
3. This Ole House
4. If I Give My Heart to You
5. Teach Me Tonight
6. Papa Loves Mambo
7. Hold My Hand
8. Hey There
9. Count Your Blessings
10. Naughty Lady of Shady Lane

DECEMBER 3, 1949

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

VOX JOX

By JUNE BUNDY

RUPPE TO WIL: Mike Ruppe Jr., formerly with WCUE, Akron, O., and more recently with KWK, St. Louis, has joined WIL, St. Louis, as promotion director. In line with the Ruppe appointment, WIL is presently consolidating all promotional activities, both on and off the air. While at KWK and WCUE, Ruppe became a familiar figure in the local broadcasting world, via his widely circulated analysis of record programming procedures. Some of his former duties at KWK have been taken over by Jeraldine Freed, formerly with KTSA, San Antonio, who has joined KWK as promotion manager and continuity director. Miss Freed is currently working on an "expanded public relations program" for KWK.

WNTA GIMMIX: Newark, N. J., outlet WNTA jocks were busy last week working on special remote broadcasts in the interest of sweet promotion. George Tucker started a new Saturday night show (9:30-10:30 p.m.) which is pre-recorded each week during a record hop program at the Capitol Theater, Hoboken, N. J.

The entire programming of WNTA is originated from a local Davega store over the weekend—from 12 noon Friday (4) to 1 p.m. Saturday (5). The store stayed open all night, and as a special feature introduced a new sales item every hour on the hour to coincide with WNTA's hourly news broadcasts. WNTA deejays also gave away free records every hour, and recording artists were on hand to autograph their disks for shoppers.

A similar 25-hour broadcast was aired from the same Davega store last month. Appearing on last weekend's show were Paul Brenner, Bob Brown, Mike Woloson, Les Sand, Neil Van Ells, Dick Sugar, Guy Leboe and Tucker.

Still another remote promotion is scheduled by WNTA for this Wednesday (9) when Paul Brenner will emanate his show from the Camera Department of Bamberger's Newark store on behalf of Polaroid. In addition to spinning disks, Brenner will offer to take free pictures of fans who go down to the store and catch his act as "the Polaroid Personality in North Jersey."

CHANGE OF THEME: Bruce Bradley has joined WAME, Miami. . . . Bob Wells wants his friends to know that he is not the Bob Wells who deejays in Buffalo. The first Wells, ex-KOCY, Oklahoma City, is now spinning 'em at WDAF, Kansas City, Mo., from 9:30 a.m. to noon across the board, plus a Saturday afternoon "TV Teentown," on WDAF-TV from 4 to 5 p.m. . . . New musical director at WERE, Cleveland, is Chuck Young, formerly record librarian at KYW, same city. Walt Masky remains as WERE's record librarian.

Tom Looney, 3-7 p.m. deejay over KICN, Denver, has been appointed assistant program director of that outlet, working with program director Jim Tate. . . . Alan Fredericks has joined WRFM, Woodside, N. Y., and needs jazz wax for his new jazz program. . . . Bob Furlong has left WSKI, Montpelier, Vt., to join WLYN, Lynn, Mass.

Johnny Sax, WBAY, Green Bay, Wis., and his frau are the proud parents of a baby girl, Annette—their first daughter. . . . Bob Adams, 23-year-old program director-deejay at WAKE, Atlanta, is leaving that outlet in January to become program director of WITH, Baltimore. . . . Jack Kelly is the new all-night man at WVET, Rochester, N. Y.

Ted Brown and his frau Rhoda, billed as the Redhead, celebrate their tenth anniversary on WMGM, New York, this week (December 11). They are holding a "birthday party" which will be attended by 50 redheaded listeners. . . . Herb Holiday has left WNOE, New Orleans, to take over the 4-7 p.m. time period on WTIX, New Orleans. . . . Tom (Big Daddy) Torrance is moving from WDSM, Duluth, Minn., to WERC, Erie, Pa.

Don Hickman, 22, formerly with WKDA, Nashville, has joined WDXI-TV, Jackson, Tenn. . . . Reshuffling of time periods at WWDC, Washington, has resulted in following changes: Ted Work takes over as the "Night Mayor" from 1 to 6 a.m., succeeding Phil Gaines, who in turn, takes over Work's daytime duties.

CANADIAN REPORT: New station CKGM, Montreal, goes on the air this week. Recording artists from the U. S. and Canada sent the outlet congratulatory wires. The station will feature "off-beat" LP programming on a two-hour seg, spotlighting readings by the late poet Dylan Thomas, famous love letters, etc.

New staffers at CKEY, Toronto, Canada, are Larry Thiessen and Brian Skinner. The station is currently running a contest to identify the "CKEY Santa Claus." Listeners are given clues on various CKEY shows. Dialers submitting correct answer will receive prizes worth \$2,000.

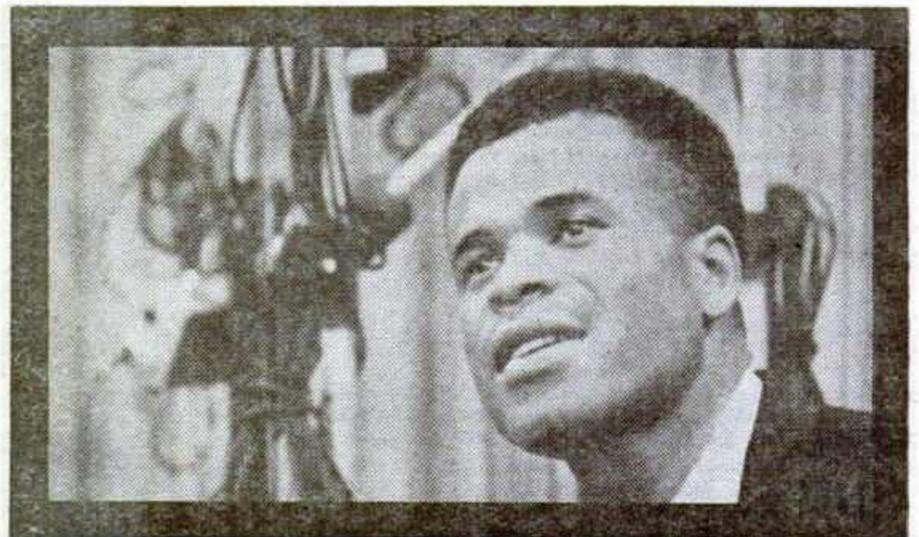
Louis Tinqu, member of the Dog Rib Indian band, has an hour-long weekly show on CFYK, Yellowknife, NWT, Canada. Tinqu, who speaks in Chipewyan on the show, plays mainly country and western music, which is very popular with the Dog Ribs, who live at Fort Rae, a few miles north of Yellowknife.

3 HOT ONES ON EPIC RECORDS



"WALTZING MATILDA"
THE MERRILL STATON CHOIR

9344



"EBBTIDE"
ROY HAMILTON

9068



"SERENADE OF THE BELLS"
THE FOUR COINS

9348

THE WORLD OF WONDERFUL MUSIC IS YOURS ON



RECORDS

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MUSIC AS WRITTEN

New York

Al Massler, head of Bell Records and Bestway Products, has started a new regular price pop label, Mala Records. **Buddy Smith** is a.&r. director and **Walter Blumberg** is head of sales and promotion. . . . **Bob Neal** has ended his management of **Johnny Cash** and is returning to Nashville to set up a booking and management office. First act he will manage out of Nashville is **Marty Robbins**. . . . Prestige is releasing this month another waxing by the **Miles Davis Quintet** called "Workin' With the Miles Davis Quintet" and featuring the trumpeter, **John Coltrane**, **Red Garland**, **Paul Chambers** and **Philly Joe Jones**. . . . The 1960 Italian Song Festival will take place January 28, 29 and 30 at San Remo. . . . RCA Italiana is compiling a History of Italian Music under an UNESCO grant which will eventually result in a series of at least 20 LP's.

Herbie Mann and his Sextet will leave December 28 on a 14-week tour of Africa. Trek is sponsored by ANTA and the State Department's Cultural Exchange Program. . . . UA taped the **Stan Rubin** combo at the "Ivy Jazz Band Ball" held at the Hotel Astor in New York on November 26. . . . The **Mello-Larks** are at **Mister Kelly's** in Chicago. . . . **Judy Scott** plays the **Adolphus** in Dallas starting December 17. . . . **Tina Robin** starts at the **Roosevelt** in New Orleans on December 24. . . . Nashville attorney **Kenny Marlow**, who owns **Fidelity Recording** studio there, has started a new label, **Image Records**. . . . **Franny Williamson**, head of **Impala** label in Philadelphia, has opened his own distributorship also called **Impala Distributors**. . . . **Vaughan Monroe** has been re-signed as "The Voice of RCA" for another three years. Pact was negotiated by **Irv Siders**, the singer's personal manager. . . . **United Artists Records** has signed the **DeJohn Sisters**. . . . **Erskine Hawkins** is now at the **Lyric Band Club** in Hanover, Pa. . . . The **Modern Jazz Quartet's** first concert on their return to the U. S. after their European tour will be held at **Symphony Hall** in Boston on December 19. . . . The **McGuire Sisters** will appear at the **Desert Inn** in Las Vegas twice a year during 1960 and 1961. . . . "The Play of Daniel" the 12th Century medieval music drama, will be presented nine times in New York between December 26 and January 2, at the **Chapel of The Intercession** at 155th Street and Broadway, in New York. . . . The **Wilbur de Paris** combo is now in its ninth year at **Jimmy Ryan's** in New York. **Garvin Bushnell** is the new member of the group, replacing the late **Omer Simeon**.

The **Edinburgh Festival** next summer will include a visit of the **Glyndebourne Opera Company**, and appearances by the **Leningrad Symphony**. . . . **Russ Garcia** will conduct his own musical score for the **George Pal** Productions of the flick "The Time Machine." . . . **Columbia Records** has signed comics **Wayne & Shuster** and will record the boys before a live audience at **Columbia's** New York studios this week. . . . **Joanie, Johnny and Hal**, singing trio, have been signed by **Capitol Records**. . . . **King Curtis'** new album for **Atco** is called "Have Tenor Sax, Will Blow." . . . **Jerry Lieber**, of the songwriting team of **Lieber and Stoller**, became a father recently. . . . **Mills Music** has signed composer **Jack Beeson** to an exclusive contract. **Beeson**, associate professor of music at **Columbia University**, penned the one act opera "Hello Out There." . . . Folk singer **Cisco Houston**, will head the folk singing group going to **India** for three months under the auspices of the **International Cultural Exchange Service of ANTA**.

Mari Chevalier and **Nat Gold** have formed **Cheval Productions**, a TV film firm. . . . The **American Ballet Theater** is skedded to perform in **Russia** next summer as well as in **Western Europe** under the auspices of the **President's International Program for Cultural Presentations**. . . . The **Independent Record Manufacturer's Association** will hold its December meeting at **Rosoff's Restaurant** in New York on Tuesday night, December 8. All pressing plants, and other suppliers to the record industry are invited. . . . The **Bell Sounds**, a new group, has signed with **Chancellor Records**. The label recently signed **Charlie Pasco** as **Fabian's** musical director and drummer. **Bob Rolontz**.

Cincinnati

RCA Victor's new artist, **Rod Lauren**, visits here Thursday (10) for a round of the local deejays to plug his new release. Accompanying him to town will be **RCA Victor** execs **George Parkhill** and **H. Hellman**. Local **RCA Victor** record chief, **Jerry Weiner**, assisted by his promotional right bower, **Julia Godsey**, will host the local music trade and press in **Lauren's** honor at a cocktail session at the **Terrace Hilton Hotel** Thursday evening. . . . **Taft Broadcasting Company's** **WKRC** TV, radio and FM stations last week moved into their new \$2,000,000 building at 1906 Highland Avenue, on a 300-foot plat of land below the **WKRC-TV** tower. . . . **Roberta Sherwood** returned Friday (4) for one of her frequent two-week appearances at **Beverly Hills**, Southgate, Ky.

The **Platters**, arrested here August 10 last on morals charges, will hear the decision on their case in **Judge Gilbert Bettman's** Municipal Court Thursday (10). The singing foursome was tried before **Judge Bettman** early in October, at which time he took the case under advisement. The **Platters** will come here from **Caracas, Venezuela**, where they have just finished an engagement. They are slated to open in **Berlin** December 14. . . . **Paul Carlson**, of **Fraternity Records**, spent last Wednesday (2) in **Nashville** doing some over-dubs, including one on **John Larson's** "Floating Down the River," which is due for immediate release. **Larson** is currently on six weeks of club dates in the **Missouri** sector. . . . The **Al Belletto Sextette**, which pulled raves and big business to **Herman Kirschner's** plush **Piano**

(Continued on page 35)

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

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

WILLY ALBERTI is a new name on the American Scene with a fast climber on the London label, **Marina**—a Star Performer on the Hot 100 this week. A professional singer at the age of twelve in his home town Amsterdam, Holland, 30-year-old Willy has been a favorite of many European audiences. He sings in Italian, German, English and French.

ANNETTE FUNICELLO, one of the popular female singers, continues to climb on the Hot 100 with her latest, **First Name Initial**. The hit that launched her on her singing career, **Tall Paul**, is included in her album titled **Annette** along with **My Heart Became Of Age** and her latest single. The pert brunette was born 17 years ago to non-theatrical parents in **Utica, N. Y.** Her family moved to **Calif.** in 1946, where she is presently testing to achieve her ambition to become an actress. The **Vista Records** artist is a hobbyist, sports enthusiast and likes to play the piano.

BROOK BENTON sounds better with each new record he makes. Latest is a **Billboard Pick**: **This Time Of Year**, a fine holiday offering, b-w **Nothing In The World**, a pretty ballad. **Brook's** hit single **Endlessly** is the title of his new album, which includes **Endlessly**. Another of **Brook's** album is **It's Just A Matter of Time**, also the title of his hit single. A product of **Camden, S. C.**, **Brook** collaborated with **Clyde Otis** in the writing of **A Lover's Question** and **Looking Back**, and other tunes made hits by **Nat King Cole** and **Patti Page**. The **Mercury** recording artist, who is married to a non-professional **Mary Peay**, and has three children, was named singer of the year by **The Pittsburgh Courier**.

DEE CLARK is swingin' with his latest **Abner** wax, **How About That**. **Dee's** hit tunes, **Just Keep It Up**, **Hey Little Girl**, **Nobody But You** (which he penned) and nine others are assembled in album form under the title **Dee Clark**. Twenty-year-old **Dee** was singing with a local group in 1955 when **Herb Kent**, **Ch. deejay**, heard them and brought them to **Vee Jay Records**. **Vee Jay's** subsids issued several singles featuring **Clark** alone, but none really happened until **Nobody But You** on the **Abner** label.

BIRTHDAYS OF THE WEEK:
Dec. 7, **Louis Prima**, Dec. 10, **Morton Gould**, Dec. 12, **Frank Sinatra**.

PERRY COMO's new Christmas offering is **The Lord's Prayer**. Always at his best with inspirations, **Perry** puts much feeling and sincerity into this single, with backing from the **Robert Shaw Chorale**. In the same category of music, **RCA Victor** has a **Como** album titled **His Favorite Songs Of Worship**. The former **Cannonsburg, Pa.** barber is high on the list of million-sellers, some of which are available in his album **Como's Golden Records**.

DON CORNELL: For a very listenable un-gimmicked version of a tune **Don** is the singer to hear, and his new **Hanover-Signature** album, **Don Cornell Sings Love Songs**, is the source to hear him. Contained in the album are the favorite Italian love songs, **Sempre Amore**, **Stella Del Amore**, **Serenade Sorrento**, and **I Have But One Heart**. Pretend **You Don't See Her**, **You're Breaking My Heart** and **Just Say I Love Her**. A native of **New York City**, **Don** is a former vocalist with **Sammy Kaye's** and numerous other bands.

FIORILLO is the departed former mayor of **N. Y.**, a Broadway musical hit and a fast selling **Capitol** album. **Capitol Records** has the album of the original Broadway cast which features **Tom Bosley** as **Fiorillo**, **Patricia Wilson**, **Pat Stanley**, **Ellen Hanley**, **Nathaniel Frey**, **Mark Dawson** and **Eileen Rodgers**. Music is by **Jerry Bock** and lyrics by **Sheldon Harnick**. The entire production is directed by **George Abbott** with **Hal Hastings** handling the musical direction. Songs from the show are **Gentleman Jimmy**, **Politics and Poker**, **On The Side Of The**

Angels, **I Love a Cop**, **Little Tin Box** **Where Do We Go From Here** and **Till Tomorrow**.

The **FONTANE SISTERS**, brunette **Bea**, red-headed **Gigi** and blonde **Marge**, are in **The Billboard Spotlight** with their new wax, **Listen To Your Heart**, a fine gospel flavored tune, b-w **Please Be Kind** a revival of the song made famous by **Benny Goodman** and **Martha Tilton**. Music has always been a part of the **Fontane** family, their mother directed a church choir in **New Milford, N. J.** The girls will be at the **King Phillip Ballroom, Lake Pearl, Wrentham, Mass.**, Dec. 18.

AHMAD JAMAL's album **Jamal At Penthouse** reveals the musical talent that makes **Jamal** and his group one of the leading jazz stylists on the scene. With **Jamal** at the piano, the album offers their rendition of **Comme Ci, Comme Ca**, **Ivy**, **Never Never Land**, **Tangerine**, **Ahmad's Blues**, **Seleritus**, **I Like To Recognize The Tune**, **I'm Alone With You** and **Sophisticated Gentleman**. Although he was born and educated in **Pittsburgh, Pa.**, **Chicago—Blue Note Club** and **Pershing Lounge**—was actually the springboard that launched his career.

JONI JAMES is getting action from her new **MGM** release, **Little Things Mean A Lot** b-w **I Laughed At Love**. A favorite for many years, **Joni** arrived on the entertainment scene in 1952 by her first sensational record **Why Don't You Believe Me**. Since then, she has hit the million mark with **How Important Can It Be**, **Why Don't You Believe Me**, **Your Cheating Heart** and **Have You Heard?** **100 Strings** and **Joni** is one of her latest albums. **Joni** will appear at **Montclair Teachers College, Montclair, N. J.**, Dec. 12.

LINDA LAURI, the teen-age **Brooklyn** singer whose first hit was **Ambrose**, is helping **Laurie Records** launch their new subsid, **Andie Records**, with her first release for the label, **All Winter Long**.

PATTI PAGE's fine handling of **The Sound of Music**, the title song from the **Rodgers and Hammerstein** hit, wins her a **Billboard Pick**. **Flip** is **Little Donkey**, a holiday side also picked. **Patti** can soon be seen as the spiritual singer in the new **Burt Lancaster** film **The Life of Elmer Gantry**. In the film she does 13 numbers.

PAUL O'KEEFE is the child star of the **Broadway** musical **Music Man** on the scene with his first on the **Everest** label, **(Santa) What Would You Like For Xmas** b-w **A Baby In A Basket**. **WEBB PIERCE** has a hot side to follow his **I Ain't Never** in his newest.

No **Love Have I**, a bright spiritual, and a **Billboard Spotlight Winner**. One of the top **C&W** singers of today, his big **Decca** hits include: **In The Jailhouse Now**, **Back Street Affair**, **Slowly**, **Even Tho**, **More And More**, **There Stands The Glass**, and his album **Sound For The Kingdom**.

TOMMY SANDS, 22-year-old **Capitol** recording artist who hit the national scene with **Teen-Age Crush**, will perform his newest, **You Hold The Future**, on the **Perry Como** TV Show December 9. **Sands Storm** is the title of his new album.

COMMANDER SHEA SCHOOL BOYS' CHOIR are 18 12-year-old boys of **Puerto Rican** descent who achieve a unique **Latin American** flavor with their first on **Cadence Records**, **Chree-see-mus**. It's sung in English with Spanish accents, and emphasizes the happy fact that you don't need snow or **Santa Claus** to have Christmas. The boys are from **The Shea School**, an annex of **St. Cecilia's School, N.Y.C.**, and under the direction of choir master **Chester Woodrow**. **Brother Duffy** is supervisor. Royalties are earmarked for the school.

ANDY WILLIAMS: The very versatile **Mr. Williams** displays his exceptional talent, again, in the release of **The Village Of Saint Bernadette**, a **Billboard Winner** on **Cadence Records**. The semi-religious song has a 30-string orchestra and 30-voice chorus for backing. Just turned 29 (Dec. 3). **Andy** recently received the **Variety Club's** award as **Personality Of The Year**. He is currently appearing at **The Flamingo, Las Vegas**, thru December 27.

PROMOTION DAYS AND WEEKS: Dec. 7 begins **Ice Cream** for the **Holidays Week**. Dec. 8 is **Human Rights Day**. Dec. 10 is **Wyoming Day** in **Wyoming**. Dec. 11 is **Junior Chamber International Day**.

HAVE A GOOD WEEK.
TOM ROLLO.

THIS WEEK'S NEW Money Records

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

SINGLES

BONNIE CAME BACK—Duane Eddy. . . . **Jamie**
HAPPY REINDEER—The Singing Reindeer. . . . **Capitol**
HOW ABOUT THAT—Dee Clark. . . . **Vee Jay**
TEEN ANGEL—Mark Dinning. . . . **M-G-M**
THE HAPPIEST CHRISTMAS TREE—**Nat King Cole**. . . . **Capitol**
THE VILLAGE OF ST. BERNADETTE—**Andy Williams**. . . . **Cadence**
THE GOLDEN RULE—**Cite Turner**. . . . **Colonial**
WORKIN' ON THE SANTA FE—**Randy Starr**. . . . **Mayflower**
YOU'RE GROWING UP—**Randy Starr**. . . . **Mayflower**

ALBUMS

JUST AS MUCH AS EVER—**Bob Beckham**. . . . **Decca**
SOUND OF MUSIC—**Original Cast**. . . . **Columbia**
SOUND OF MUSIC—**Benny Goodman**. . . . **M-G-M**
SWINGIN' ON A RAINBOW—**Frankie Avalon**. . . . **Chancellor**
THE FABULOUS FABIAN—**Fabian**. . . . **Chancellor**

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

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

Andy Williams

The Village of Saint Bernadette

Cadence 1374

MUSIC AS WRITTEN

• Continued from page 33

Lounge downtown November 28, is tentatively slated to return there for the December 22-January 19 period, prior to their opening at Birdland, New York. Bill Sachs

Nashville

This was Pat Boone's town last week. The red carpet has never been rolled out more lavishly than on Thursday night (3) when Pat alighted from a plane at Nashville's Berry Field. The time of his arrival was within a matter of minutes from the opening of his taped ABC-TV "Chevy Showroom." Pat had come home for the world premiere of his new picture, "Journey to the Center of the Earth," at the Paramount Theater here Friday night (4). Two thousand Boy Scouts and several hundred adults greeted him at the airport. After downtown ceremonies, Pat headed for the home of his parents, where wife, Shirley, and their four daughters had been visiting for several days. Crowds poured into the Paramount Friday night for the 7:30 and 10 o'clock shows. On stage with Pat were Diane Baker, Barrie Chase, Carol Lynley, Eddy Arnold, the Owen Bradley orchestra, the Jordonaires and Boy Scouts' Order of the Arrow Indian Dancers. Stageshow was produced by Jack Stapp. All proceeds of the premiere went to Camp Boxwell, Scout camp on Old Hickory Lake, just outside Nashville. Station WKDA, of which Pat is part owner, stopped the turntables to pick up live remote broadcasts during Pat's home-town p.a.s.

"Grand Ole Opry's" Jim Reeves, June Carter, Chet Atkins and Grandpa Jones entertained at a banquet Thursday night (3) in Vanderbilt University's Rand Hall. First time any "Opry" talent has ever appeared on Vandy campus. . . . Hal March and Sheila Copelan come to Tennessee Theater stage here Tuesday night (8) in "Two for the Seesaw." . . . Guy Lombardo and orchestra played to capacity crowd Thursday night (3) at the Hippodrome.

Jim Denny and Webb Pierce have purchased a 1,000-watt daytimer in Waynesboro, Ga. New set-up is only a short hop from WJAT, their station in Swainsboro, Ga. Webb and Audrey Pierce and daughter, Debbie, mixed business with pleasure Saturday (5) when Webb appeared on "Big D Jamboree" in Dallas. They visited his folks in Monroe, La., and Audrey's in Camden, Ark. He goes to Washington and Baltimore next week to promote his current Decca release, "No Love Have I." . . . Eddie Hill says he's getting mail from several parts of the country reporting favorably on his University release, "Monkey Business." Eddie's "Country Junction" on WLAC-TV weekday mornings, 6:45-7:45, is pulling a big audience with what he describes as a "country Jack Paar format." . . . Liberty Records' Snuff Garrett was in from the West Coast last week. Label cut three sessions at the Bradley Studio by the Statues of Liberty, quartet headed by former Jordonaires' bass singer, Hugh Jarrett.

Paul Cohen directed a Johnny Seymour session for Todd Records at Bradley Studio Wednesday morning (2). Mrs. Cohen came down from New York with her hubby. . . . Hubert Long joined Ferlin Huskey on a jaunt to the West Coast last week. . . . Fraternity Records' Paul Carlson was down last week from Cincy for overdubbing at Bradley Studio. . . . Baptist Sunday School Board's Bill Reynolds recorded a 50-voice choir at Bradley Friday (4). . . . Ed Labunski, of ESV Records, was in town Saturday (5) for sessions at Bradley Studio. . . . Decca's Harry Silverstein was in Cincinnati last week. . . . Engineer Jimmy Lockert took Bradley Studio's portable equipment to Ryman Auditorium Saturday (5), where the "Opry's" Minnie Pearl cut an album of comedy routines for Everest Records. Leroy Holmes directed the session. . . . Charlie Bradley, of Bradley Studios, infos that young son, Carl, is bouncing back after surgery in local hospital Thursday (3). Pat Twitty

Complaint Barrage on Payola

• Continued from page 2

part in the selection of the records used on such broadcasts."

This deceives the public, says FTC, which in turn causes people to buy the records, and indirectly push the disk higher on the "popularity polls," which again, has the "capacity and tendency to substantially increase the sales of the exposed records." Result is also to restrain and suppress competition in the manufacture, sale and distribution of phonograph records, and to divert trade unfairly to the respondent from its competitors."

RCA is notified — as are other respondents — that it can appear to defend itself at an FTC hearing on February 8, 1960. RCA can deny the charges, or declare ignorance of the practices. Failure to answer the complaint within 30 days, or admission of guilt, waives hearings, and an initial order on disposal of the case (generally a cease and desist order) will be issued by an FTC examiner.

Backgrounding the complaints, the FTC points out that since

World War II, exposure of records by broadcasters has become a substantial factor in the music business, which grossed about \$400,000,000 in 1958. It notes that respondents are engaged in sale and/or distribution to retail outlets and juke box operators in various States.

Company officials cited in the complaints against Philadelphia distributors, serving Eastern Pennsylvania, Southern New Jersey and Delaware, are: Edward S. Barsky, Manuel Barsky and Delaine Ginchoff, of Edward S. Barsky, Inc.; Harry Chipetz, of Chips Distributing; David Rosen and Joseph J. Wasserman, of David Rosen, Inc.; Harold B. Lipsius, Harry Finfer and Clara B. Lipsius, of Universal Record Distributing Corporation; Leonard Bakliff, of Sparks Music Distributors, serving Eastern Pennsylvania, Southern New Jersey and Delaware, in Cleveland, William M. Shipley and James J. Shipley, of Main Line Cleveland, Inc., exclusive distributor for RCA

Payola Cloud

• Continued from page 4

want to see the whole "mess" cleaned up, who want to see all payola jocks fired and believe it would be a better industry if these things were done. But there are others who are cynical enough to believe that nothing will really come out of all the noise and shouting, that the politicians now so intent on probing payola will jump to something else when the headlines fade. These latter folk, it is reported, are calmly continuing to shell out payola to jockeys who have always been on their list.

There are publishers and diskeries who are not sure what to do about Christmas. If they give out presents and the presents are returned they will have a lot of sweaters, shirts, slacks, bottles, etc., laying around the office. If they don't send presents, however, they are afraid they may disturb the delicate relationships that they have built up with many jockeys over the years. What to do? Only the firms with strong-minded and stout-hearted execs have solved this problem—they are going ahead and sending out presents as tho nothing has happened nor is likely to.

What to Do?

A.&r. men, especially in the rock and roll idiom, are faced with problems, too. Should they continue to make rock and roll records or not. Is there now a swing to "sweeter" music or will this all fade in a few weeks or months. Should they go on the sweet music kick or not? What to do?

Few of the record firms or the disk jockeys have much good to say about the jockeys that have been so unceremoniously bounced off the air. To some music or record men an ex-jockey is merely someone they don't have to worry about. But they will avidly defend other jocks who have had their finger pointed at them but are still on the air, because these jocks can still expose their tunes.

While radio stations and TV stations are philosophizing over what comprises payola and whether jocks should be given saliva tests or not, department stores, who use deejays for Saturday or after-school promotions to sell girls sub-teen clothes, have generally shrugged their shoulders over the whole payola situation. No department store, from New York to Spokane, has stated that they intend to drop rock and roll promotions. (Macy's & Stern's in New York, Wanamaker's & Strawbridges in Philadelphia, for instance, often use deejays and record artists for teen-age promotions.) A few stores have flatly stated that they would use jockeys as long as they could move merchandise no matter what happens in the payola investigations. Altho jocks usually appear at department store promotions for free in exchange for promotion of their program or show, there have been reports that some stores have paid loot or handed gifts to jocks. One store exec stated when asked about it, "There's no law against it." Many of the smaller city stores claimed that payola was limited to only the big cities anyway. No store that has been promoting Dick Clark merchandise (boy's accessories) has any plans to stop handling it.

Jokes about payola made the rounds from Al & Dick's to Lindy's and down to Klube's Restaurant in New York. The most common was the one about the promotion man, frustrated by the refusal of a jock to play his new record, who blurted out — "Listen you — if you don't play my record I'll send you money!"

in and around Northeastern Ohio and Eastern Indiana.

Only record manufacturers official named was Bernard Lowe, president and treasurer of Bernard Lowe Enterprises, Inc., Philadelphia.

Dreyer Seeks ASCAP Reforms

• Continued from page 4

of our country were faced with the same problem in their proposed drafts of the Constitution. As you know, our government is based upon the system of checks and balances. This system was the result of a compromise between those who advocated supremacy of (a) the judicial, (b) the administrative, and (c) the legislative. There was also a system of checks and balances set up within Congress itself whereby each State was given not less than two votes in the Senate and each State was given a representative for a certain number of citizens. This theory of checks within the legislative organization has been followed by local government also.

Per Capita Precedent

"Therefore, it is quite clear that the demand for representation by each member on a per capita basis is not without precedent. In fact, the proposition is ingrained in all of us. There is also ingrained . . . a branch of the Legislature which will protect a substantial minority from the will of the per capita majority. This system is the most democratic, logical and workable one that has yet been devised.

"I therefore suggest that we apply these American principles to ASCAP which, because it represents such a broad membership, is akin to a representative body. This can be accomplished by dividing the writers' board and the publishers' board into two equal parts of six votes each. Six of each board will be elected by popular vote and six will be elected by a weighted vote based on the income of each member from the Society, which income measures the contribution of such member to the organization.

"The members of the Board of Directors should each have a real stake in the success of ASCAP. The only possible measure of success (with the exception of those

writers of serious symphonic music) is the income to the Society produced by the works of such members. I therefore suggest that no writer may be elected to the Board of Directors unless he has earned not less than an average of \$3,000 per year for the last two years prior to the election. For the same reason, I suggest that no director may be elected to the publishers' board unless he represents a publisher member which has earned an average of at least \$10,000 during the last two years prior to the election.

Check & Balance

"In order to implement the checks and balances idea, I suggest that no rule or regulation be passed by a board of ASCAP unless a majority of each six man group has approved. Further, all committees of ASCAP appointed within the province of the Boards of Directors must have their representatives appointed by each of the six man groups referred to; e.g., half of the writers' classification committee would be appointed by a majority of the six men elected by popular vote and the other half of the members of such classification committee would be appointed by a majority of the six directors elected by weighted vote.

"The President of ASCAP should also be appointed in the same manner, that is, he must receive a majority vote of each segment of both Boards."

Dreyer points out that altho his plan will not satisfy all, it will, in his opinion, satisfy a majority of the members because it assures representation to all members of all classes; and guarantees that the majority cannot dictate to a responsible minority.

Dreyer expressed a wish to confer further with Adams, in an effort to bring harmony to the Society.

Fox Argues for Serious Music

• Continued from page 4

performance of individual compositions.

"In view of the foregoing," the petition states, "and the fact that this decree was purportedly negotiated by the Board of Directors in behalf of all the members of the Society, it would seem both credulous and naive for any publisher to believe that the Board . . . took its responsibilities to the entire membership seriously. Furthermore, it appears manifest that the publishers represented on the Board will grant nothing to members having interests different from their own unless forced to do so. As a consequence, the recommendations of the Serious Music Committee must attack the source of infection rather than merely at-

tempt to salve the symptoms. The condition that presently exists in ASCAP can be remedied only by providing relative autonomy for the Serious Music Publishers. Each publisher should have the right to choose . . . whether to vote for a set of popular publisher directors or a set of serious publisher directors. All publishers voting for serious publisher directors should have one vote. The serious publisher directors elected should have complete and autonomous control over the licensing of the Society's serious music catalog and over the rules of distribution of the royalties so obtained. They should also be empowered to act as a separate grievance committee for serious publishers. Obviously, only publishers primarily interested in serious music performing royalties would be willing to become members of such a class, since they would necessarily have to give up voting for the popular directors.

"The popular publishers as represented on the Board of Directors have always had the courage of their avarice. Surely it is about time that the Serious Publishers had at least the courage of their convictions."

NEW YORK — Youngsters between the ages of 11 and 14 voted Ricky Nelson their favorite vocalist in a poll conducted by Junior Scholastic Magazine, a weekly classroom publication for grades 6, 7 and 8.

Fabian ran Nelson a close second. Pat Boone was No. 1 last year. The poll pulled more than 20,000 ballots. Very few girls were mentioned, but Connie Francis' name appeared most frequently.

Lane, Fox Talk

• Continued from page 4

Therefore he felt obliged to continue on his present course.

Lane pointed out that he and others, as Eddie Wiscu and John Loeb, are aware there is much upset in ASCAP. He stated he did not know whether the Fox charges are correct, but that this did not necessarily mean that some of them might not be correct. His chief point was that the Society's members should handle the matter.

Fox also stated that until there was some concrete evidence of cleaning up from within, he could not think of ceasing his present campaign. Fox, when queried, also stated that he felt a growing awareness among ASCAP members both here and on the West Coast, that specific ASCAP reforms were needed.



on rare occasions,
*a tremendous new artist comes along
 and a record company is successful
 in capturing the impact of that
 artist in fabulous performances.*

Such an artist is

Bob Beckham

*...and Decca proudly presents his
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JUST AS MUCH AS EVER
BOB BECKHAM



Including:
 YOU'LL NEVER KNOW
 TOGETHER
 SEPTEMBER IN THE RAIN
 TO EACH HIS OWN
 THINKING OF YOU

Hear Bob's
 smash single,
**"JUST AS MUCH
 AS EVER,"**
 in this album.

MONAURAL DL-8967
 STEREO DL-78967

The Billboard TOP LP'S

FOR THE WEEK
ENDING DECEMBER 6

BEST SELLING MONOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	HEAVENLY, Johnny Mathis, Columbia CL 1351.....	12
2	3	HERE WE GO AGAIN, Kingston Trio, Capitol T 1258.....	5
3	2	INSIDE SHELLEY BERMAN, Verve MGV 15003.....	33
4	4	KINGSTON TRIO AT LARGE, Capitol T 1199.....	25
5	5	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	89
6	6	THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia ML 5386.....	8
7	7	KINGSTON TRIO, Capitol T 996.....	25
8	8	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107.....	43
9	10	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133... 84	
10	9	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344.....	20
11	11	GIGI, Sound Track, M-G-M 3641 ST.....	75
12	12	MY FAIR LADY, Original Cast, Columbia OL 5090.....	192
13	16	OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001... 12	
14	13	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160.... 74	
15	20	SIXTY YEARS OF MUSIC AMERICA LOVES BEST; Assorted Artists, RCA Victor LM 6074.....	2
16	17	STUDENT PRINCE & OTHER GREAT MUSICAL COMEDY HITS, Mario Lanza, RCA Victor LM 1837.....	10
17	14	FOR THE FIRST TIME, Mario Lanza, RCA Victor LM 2338.....	5
18	15	NO ONE CARES, Frank Sinatra, Capitol W 1221.....	16
19	19	HYMNS, Tennessee Ernie Ford, Capitol T 756.....	126
20	18	PORGY AND BESS, Sound Track, Columbia OL 5410.....	21
21	35	OUTSIDE SHELLEY BERMAN, Verve MGV 15007.....	2
22	21	THAT'S ALL, Bobby Darin, Atco LP 33-104.....	10
23	24	THE MUSIC MAN, Original Cast, Capitol WAO 990.....	93
24	26	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243.. 54	
25	22	QUIET VILLAGE, Martin Denny, Liberty LRP 3122.....	15

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	23	PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	43
27	25	GYPSY, Original Cast, Columbia OL 5420.....	21
28	48	LET'S ALL SING WITH THE CHIPMUNKS, The Chipmunks, Liberty LRP 3132.....	2
29	27	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	34
30	28	BUT NOT FOR ME, Ahmad Jamal, Argo LP 628.....	49
31	30	OKLAHOMA! Sound Track, Capitol SAO 595.....	196
32	29	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331.....	15
33	38	THE KING AND I, Sound Track, Capitol W 740.....	164
34	31	FIVE PENNIES, Sound Track, Dot DLP 9500.....	9
35	32	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270.. 44	
36	34	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006.....	5
37	36	SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	288
38	39	SONGS BY RICKY, Ricky Nelson, Imperial IMP 9082.....	11
39	33	RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355.....	19
40	37	FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	47
41	40	FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	109
42	41	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252.....	61
43	47	LATE, LATE SHOW, Dakota Staton, Capitol T 876.....	48
44	44	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069.....	41
45	49	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316.....	25
46	46	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1130.. 22	
47	42	WITH THESE HANDS, Roger Williams, Kapp KL 3030.....	6
48	43	LOUIS AND KEELY, Louis Prima & Keely Smith, Dot DLP 3210.... 4	
49	45	CONNIFF MEETS BUTTERFIELD, Ray Conniff, Columbia CL 1346.. 3	
50	—	SPIRITUALS, Tennessee Ernie Ford, Capitol T 818.....	5

BEST SELLING STEREOPHONIC LP'S

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	29
2	4	HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258.....	5
3	3	THE LORD'S PRAYER, The Mormon Tabernacle Choir, Columbia MS 6068.....	4
4	2	HEAVENLY, Johnny Mathis, Columbia CS 8152.....	11
5	5	KINGSTON TRIO AT LARGE, Capitol ST 1199.....	23
6	6	GEMS FOREVER, Mantovani, London PS 106.....	18
7	8	FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338.....	6
8	7	OKLAHOMA! Sound Track, Capitol SWAO 595.....	27
9	9	MY FAIR LADY, Original Cast, Columbia OS 2015.....	29
10	11	TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO, Morton Gould, RCA Victor LSC 2345.....	5
11	10	PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	29
12	12	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226... 27	
13	21	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	29
14	13	BLUE HAWAII, Billy Vaughn, Dot DLP 25165.....	22
15	14	PORGY AND BESS, Sound Track, Columbia OS 2016.....	8

THIS WEEK	ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	15	QUIET VILLAGE, Martin Denny, Liberty LST 7122.....	4
17	17	NEAR YOU, Roger Williams, Kapp KS 1112.....	6
18	16	GIGI, Sound Track, M-G-M SE 3461 ST.....	29
19	18	NO ONE CARES, Frank Sinatra, Capitol SW 1221.....	15
20	19	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	24
21	23	THE KING AND I, Sound Track, Capitol SW 740.....	17
22	24	TILL, Roger Williams, Kapp KX 1081.....	5
23	22	GYPSY, Original Cast, Columbia OS 2017.....	13
24	25	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150.. 19	
25	26	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006.....	3
26	28	CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022.....	12
27	30	THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	26
28	20	FILM ENCORES, VOL. I, Mantovani, London PS 124.....	29
29	29	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138.. 10	
30	27	TABOO IN HI FI, Arthur Lydon, Hi Fi Record SR 806.....	27

Album Cover of the Week



BARBER: MEDEA; CAPRICORN CONCERTO—HOWARD HANSON & EASTMAN-ROCHESTER ORCHESTRA, Mercury SR 90224. Startling painting of the famous Greek figure by Jane Wilson should certainly draw attention to the disk. Photo by Louis Golman.

Best Selling Low-Priced LP's on the Racks

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

1. Flower Drum Song
Various ArtistsDesign DLP 98
2. Porgy and Bess
Mundell LoweCamden CAL 490
3. Mantovani Showcase
..... London MS5
4. Perry Como Sings Just for You
.....Camden CAL 440
5. Soul of Spain
101 StringsSomerset P 6600
6. You Do Something to Me
Mario LanzaCamden CAL 459
7. TV Action Jazz
Mundell LoweCamden CAL 523
8. Golden Era of Dixieland Jazz, 1887-1937
Various ArtistsDesign DLP 38
9. Symphony for Glenn
101 StringsSomerset SF 5400
10. Grand Canyon Suite (Grofe)
Oslo Philharmonic Orch. (Fjeldstad).....
.....Camden CAL 468

Best Selling Pop EP's

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

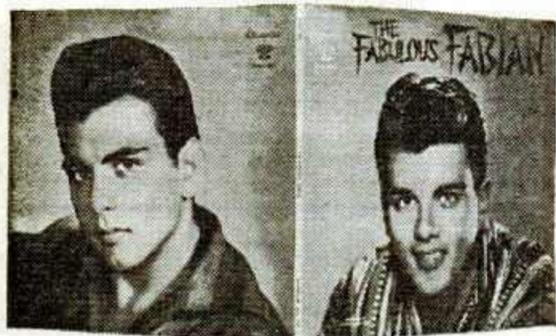
1. Heavenly
Johnny Mathis, Columbia EPB 13511
2. Hymns
Tennessee Ernie Ford, Capitol EAP 1-756
3. Spirituals
Tennessee Ernie Ford, Capitol EAP 1-818
4. Ricky Sings Again
Ricky Nelson, Imperial EP 159
5. Exotica
Martin Denny, Liberty EPL 1-3034
6. Songs by Ricky
Ricky Nelson, Imperial EP 162
7. Kingston Trio at Large
Capitol EAP 1-1199
8. More Sing Along With Mitch
Mitch Miller, Columbia EPB 12431
9. Side by Side
Pat and Shirley Boone, Dot DEP 1076
10. No One Cares
Frank Sinatra, Capitol EAP 1-1220



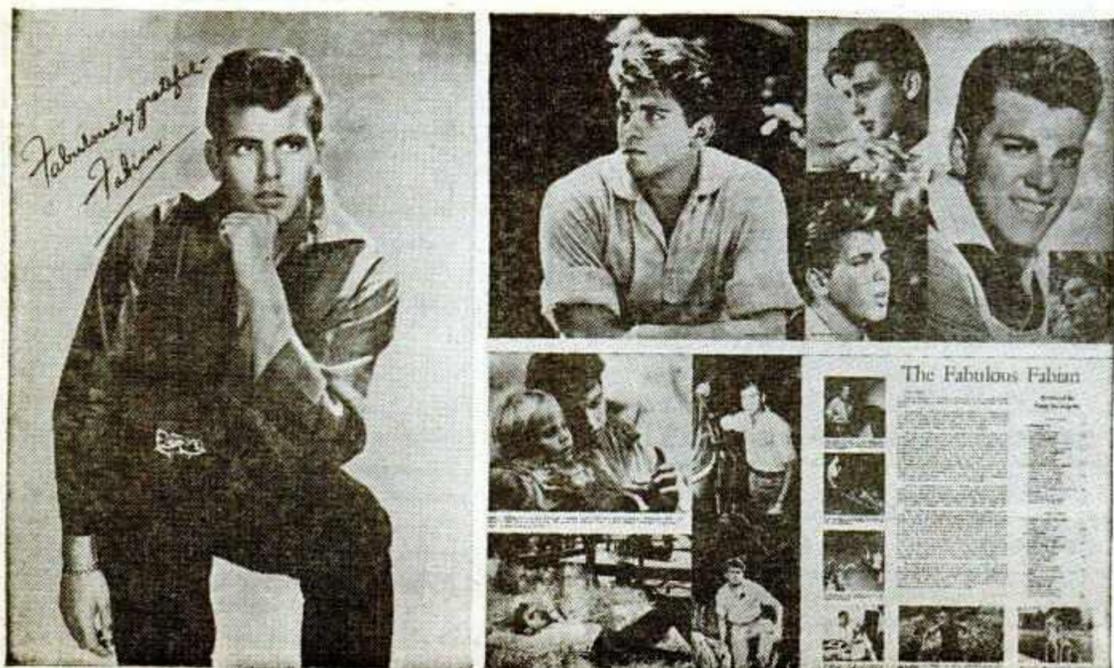
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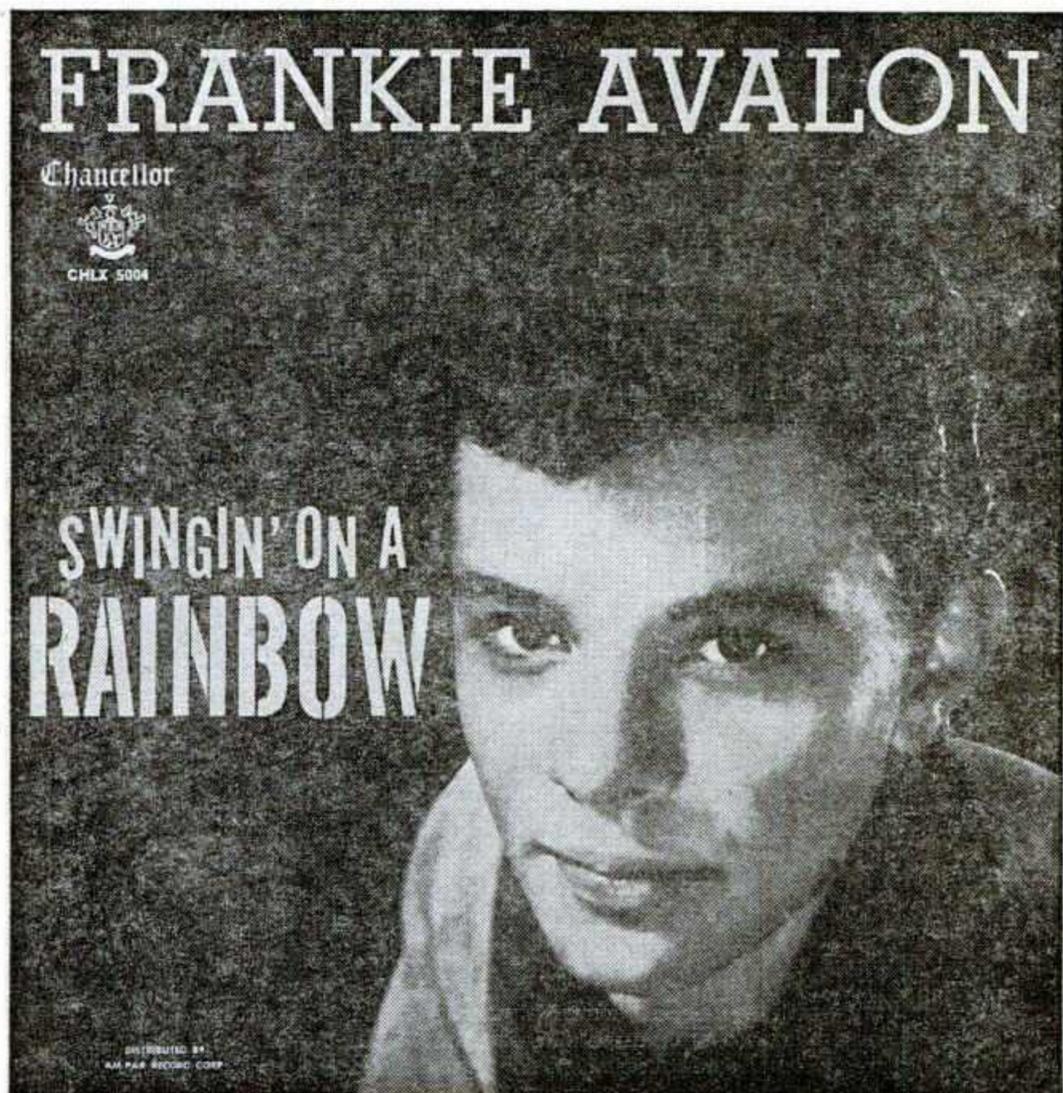


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two top teen-age
idols!



Reviews of THIS WEEK'S LP'S

The pick of the new releases:


SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

FIORELLO!



Original Cast. Capitol WAO 1321 — The original cast recording of the new Broadway musical smash "Fiorello!" is as bright and engaging as the show itself. All of the wonderfully saucy tunes are performed with vigor by the fine cast, including Tom Bosley, Pat Wilson, Ellen Hanley, Howard Da Silva, Pat Stanley and others. Selections include "Til Tomorrow," "Politics and Poker," "The Name's La Guardia" and "I Love a Cop." The recording is excellent. Eye-catching cover will help sales.

THE SOUND OF MUSIC



Original Cast. Columbia KOL 5450. (Stereo & Monaural) — Columbia should have another strong-selling cast LP with the release of the new Rodgers and Hammerstein show. Mary Martin is charming and sparkling, and she is warmly assisted by the other principals. The show boasts a flock of lovely and lyrical tunes. Flattering reviews of the show has received will aid in interest for the album. Top potential.

THE SOUND OF MUSIC



Percy Faith. Columbia C 1418 — This could be considered one of the outstanding albums of the year. All of the glorious tunes from the smash Rodgers and Hammerstein hit, "The Sound of Music," are performed instrumentally and delightfully so by the Percy Faith crew. The arrangements are charming; the recording itself is faultless. Best sides are "Maria," "My Favorite Things," "Do-Re-Mi" and "The Lonely Goatherd." A fine set that should be a strong seller.

THE COASTERS' GREATEST HITS



Atco 33-111 — The top-selling singles group is featured in a collection of their past, more recent and current hit sides. Oldies, such as "Young Blood," and "Searchin'" are included amongst "Yakety Yak" and "Poison Ivy," their present winner. Displayable cover will help.

LENA HORNE



RCA Victor LSP 1895. (Stereo & Monaural) — Lena Horne's remarkable ability to make the most familiar tunes sound fresh and new, and her versatility with any kind of song, is illustrated anew in her latest album. The tunes are above average in quality, all being the handiwork of Burke and Van Heusen. The result is dynamic. Miss Horne provides dramatic interpretations of such songs as "It's Anybody's Spring," "But Beautiful," "It Could Happen to You" and "My Heart Is a Hobo."

WE GOT LOVE



Bobby Rydell. Cameo LP 1006—Rydell sings with an infectious beat and personality on a group of catchy r.&r. ditties, including his old hit "Kissin' Time," "Ain't That a Shame," "That's My Desire" and "You're the Greatest." Nice chorus backing on some sides. Attractive cover photo of the young rock and roll warbler, a strong seller in the singles field, gives package sock display value.

MR. BLUE



The Fleetwoods. Dolton BST 8001. (Stereo & Monaural) — Currently riding high with "Mr. Blue," the Fleetwoods have their first album, which includes their present hit, plus the earlier "Come Softly to Me," among the dozen selections. Other selections are "Unchained Melody," "Come Go With Me," and a flock of lesser known ballads. Fans of the smooth, relaxed Fleetwood harmony sound will like this program.

THE BEST IN THE COUNTRY



Ames Brothers. RCA Victor LSP 1998. (Stereo & Monaural) — This is one of the Ames Brothers' best albums. The boys come thru with potent readings of the outstanding country hits of the past 10 years, sung brightly in sharp arrangements. The tunes include "Love Me Tender," "San Antonio Rose," "Mockingbird Hill," "Your Cheatin' Heart" and "On Top of Old Smoky." Could be a big seller.

HE LEADETH ME



Pat Boone. Dot DLP 3234—Boone renders the hymns and inspirational themes with moving conviction and sincerity. Accompaniment by the Jerry Fielding Brass Choir and Chorus is gracefully lovely. Selections include "Nearer My God to Thee," "He Leadeth Me" and "What a Friend We Have in Jesus." Sound is good, and the displayable cover will also help attract.

Pop Low Price

MUSICAL HIGHLIGHTS FROM BEN HUR



Sound Track. Lion L 70123 — Miklos Rozsa composed this dynamic score that runs the gamut of emotions from a beautiful theme heard thru each religious scene, "Prelude," "Adoration of the Magi," the moving "Lepers Search for Christ" and "Miracle" to the dramatic, sweeping theme in "Victory Parade." "The Love Theme of Ben Hur" should also come in for many plays by the jockeys. The score is a "blockbuster," and this low-price disk, pushed by the success of the flick, should make it a big item. Excellent rack material.

Jazz

ODDS AGAINST TOMORROW



Modern Jazz Quartet. United Artists UAS 5063. (Stereo & Monaural) — A superb outing by the group as they perform the John Lewis score for the film which stars Harry Belafonte, Shelly Winters and Robert Ryan. The group's intense coolness of style comes thru in six themes of broad variation of mood taken from the background score. The recording captures the full quality of the theater stereo sound. The set will certainly appeal to the legion of normal MJQ fans, and it should sell, too, to a new army of pop, movie-going buyers as well. Highly recommended.

Classical

HANDEL: MESSIAH 3-12"



Soloists: The Hiddersfield Choral Society (Bardgett); Eric Chadwick, Organ; Royal Liverpool Philharmonic (Sargent). Angel 3598C (Stereo & Monaural)—Despite several other fine recent versions of the Handel work, this quality package can offer strong competition to the earlier versions. The handsomely packaged set includes the text, information about the principals and repros of portions of the score. Sound is a plus factor, and the lovely cover is attractive.

Christmas

WHITE CHRISTMAS



Pat Boone. Dot DLP 3222—Boone has a delightful package that should prove one of the more salable, seasonal items. It's a collection of favorites, popular Christmas selections and carols. They're warmly rendered, and spins will provide excellent yuletide programming. Good cover shot of the artist.

CHRISTMAS BELLS



Paul & Nancy Steffen. Atco 33-114 — The Steffens program a flock of Christmas standards and carols on Swiss Handbells and tuned sleighbells. In addition to the interesting musical approach displayed by the artists, the disk has a sound quality that is hard to surpass. Their professionalism is such that the selections do not become monotonous, despite the similar styles on the various tunes. It should prove an attractive item for those seeking something different in Christmas fare.

Specialty

BEHIND CLOSED DOORS AT A RECORDING SESSION



Various Artists. Warner Bros. WS 1348. (Stereo & Monaural) — This is a fascinating package for record fans. It traces the history of recording techniques, illustrating various styles utilized on "Am I Blue," simulates recording sessions (some of which sound remarkably spontaneous), demonstrates multi-tracking, echo chambers, etc. A glossary of recording terms is packaged with the album. Featured are singer Joanie Sommers, arranger-conductor Carl Brandt and narrator Ken Jensen.


SPECIAL MERIT SPOTLIGHTS

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

POP

AMERICAN COUNTRY SONGS

Helen Merrill. Atco 33-112 — The jazz thrush turns to a series of smartly selected country tunes for her latest album. They're rendered in lush, pop fashion with excellent ork support from Chuck Sagle. Such chestnuts as "Half As Much," "You Win Again" and "Cold, Cold Heart" are included. Package is highlighted by a lovely cover photo of the lark. Sound is excellent. It's a salable and programmable item.

(Continued on page 43)

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ YOUR NUMBER PLEASE . . .
Julie London. Liberty LST 7130 (Stereo & Monaural)—One of the finest offerings, sound-wise, of the many by the thrush now available. Here, she sings a flock of great tunes, written by or associated with such "boy friends" as Frank ("Learnin' the Blues"), Gene ("Love Is Here to Stay") and Mel ("Stranger in Town"), the gentlemen in question here being Sinatra, Kelly and Torne. The stereo is some of the very best in the solo vocal line heard recently with unusually tasty arrangements by Andre Previn. Cover photo, as usual, is designed for knockout eye appeal.

★★★★ PRECIOUS MEMORIES

LaVern Baker. Atlantic 8036—The hit-making r.&b. star sounds at her best in this selection of rich gospel and spiritual songs. She sings with great soul and her frantic dedication is quite clear in some of the more free-flowing vocal improvisations. "Precious Memories" and "Just a Closer Walk With Three," are here in their quiet, soulful reverence, and so is the excitingly rhythmic, "Everytime I Feel the Spirit." Excellent accompaniment is provided by the well-known Prof. Alex Bradford and his Singers, an organ and Reggie Obrecht's ork. Gal's fans and gospel fans, too, will like this one.

★★★★ I HEAR THE WORD

Kay Starr. RCA Victor LSP 2055 (Stereo & Monaural)—The great thrush comes thru in satisfying style on this fine grouping of spirituals and inspirational material. The set swings thruout with solid assists from the Jimmy Joyce Singers and an ork helmed by Bill Stafford. The gal's lusty, soulful piping beams especially well adapted to this kind of repertoire which includes "Down by the Riverside," "Get on Board," "Shadrack" and "Go Down Moses." Fine cover shot of Miss Starr. Gal can do good business with this one.

★★★★ THE WORD'S GREATEST ENTERTAINER

Al Jolson. Decca DL 9074—Jolie is back again, this time with a collection of air checks culled from the days when he subbed for Bing Crosby on Kraft Music Hall's old radio show. The time is the late 1940's, the ork is Lou Bring's. Jolie sings "Alabama Bound," "Toot Toot Tootsie" and other favorites with the zing and warmth that made him America's greatest entertainer. A strong set for Jolson fans.

★★★★ THE SIGNATURES PREPARE TO FLIP

Warner Bros. WS 1353. (Stereo & Monaural)—The mixed group has a fine hip vocal blend, highlighted by lead singer Dottie Dunn's versatile solo work. The three-boy, two-girl quintet provide exciting, tasteful renditions of oldies, standards, and originals, including "Black Coffee," "I Get a Kick Out of You," and an excellent version of "April in Paris," styled after the Count Basie arrangement. Spinnable wax for jazz and hip pop jocks

JAZZ ★★★★★

★★★★ BILLY TAYLOR WITH FOUR FLUTES

Riverside 1151 — Billy Taylor, the swinging jazz pianist, makes his debut for the label as leader, composer and arranger. Here he experiments with the jazz flute and comes up with a real winner. Experts on the unusual jazz instrument aiding Mr. Taylor are Frank Wess, Herbie Mann and Jerome Richardson. Phil Bodner also comes in for kudos with his sensational solo in "Blue Shutters." Othe highlights: "The Song Is Ended," "Ludy Be Good," and "Back Home" penned by Billy Taylor. Great disk

★★★★ TAYLOR MADE JAZZ

Various Artists. Argo LP 650 — Pianist Billy Taylor is at his melodic best on this LP, which features eight Taylor originals arranged by bassist Johnnie Pate and played by a group of Duke Ellington sidemen, plus Earl Thigpen and Earl May. It's tasteful, relaxed instrumental wax, with appeal for hip pop jocks as well as jazz spinners. Standout cover design.

★★★★ DESIGNED FOR YOU

Johnny Smith Trio. Roost LP 2238 — Johnny Smith, a big deejay favorite, displays his relaxed, sensitive musicianship here on a group of standards. He registers particularly well with tasteful, simply stated guitar solo treatments of "Fools Rush In," "Mood Indigo," "My Romance," etc.

CLASSICAL ★★★★★

★★★★ BARBER: MEDIA; CAPRICORN

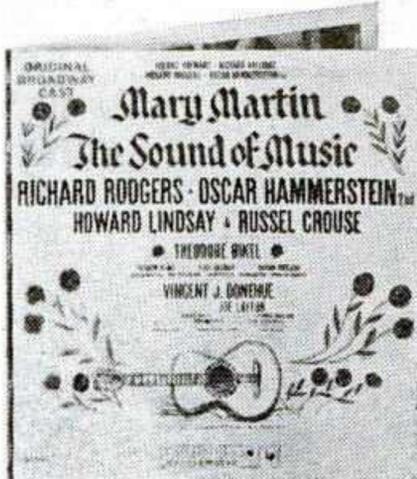
(Continued on page 43)

“SMASH HIT MUSICAL... FULL OF DELIGHT” — LIFE MAGAZINE

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Reviews and Ratings of New Albums

Continued from page 40

★★★★

VERY STRONG SALES POTENTIAL

CONCERTO FOR FLUTE, OBOE, TRUMPET & STRINGS

Eastman-Rochester Orch. (Hanson). Mercury SR 90324 (Stereo & Monaural)—Well performed versions of Samuel Barber's ballet suite "Medea" and his rhythmic "Capricorn Concerto," by the Eastman-Rochester Symphony Orchestra under Howard Hanson. Barber's large following will be interested in these excellent interpretations of his works, especially "Medea." The stereo separation is musically very good.

★★★★ WILLIAMS: SYMPHONY NO. 8 IN D MINOR; PARTITA FOR DOUBLE STRING ORCHESTRA

London Philharmonic Orchestra (Boult). London CS 6078 (Stereo & Monaural)—Excellent performances of Vaughan Williams' "Symphony No. 8 in D. Minor" and his "Partita for Double String Orchestra" by the London Philharmonic under Sir Adrian Boult. The symphony is played with the spirit the composer intended. The fine recording and the excellent cover will attract buyers.

★★★★ SCHUBERT: THE "TROUT" QUINTET

Clifford Curzon, Pianist. London CS 6090 (Stereo & Monaural)—One of the sunniest and best-loved of all chamber works receives a warm and ingratiating performance by pianist Curzon with members of the Vienna Octet. The group provides the essence of Viennese charm in its interpretation, which ranks with the best. Anyone being introduced to chamber music would be well advised to start here.

CHRISTMAS ★★★★★

★★★★ MERRY CHRISTMAS
The Mills Brothers. Dot DLP 3232—The Mills Brothers offer appealing renditions of the Christmas melodies. They exude lots of easy-going charm in the attractive readings. Included are standard carols and popular tunes. Interesting liner notes include background material on the more well-known selections.

INTERNATIONAL ★★★★★

★★★★ THIS IS FELIX CABALLERO
Secco CELP 444 — Felix Caballero is a young Latin singer who created a lot of

excitement a while back when he appeared on the Arthur Godfrey "Talent Scouts" show. He has a most pleasing tenor voice with plenty of range and power, and he can dramatize a song with the best of them. Tunes, which are all sung in Spanish, include "What a Difference a Day Makes," "Time Was," "Green Eyes," and "Maria Elena." This could sell, if exposed.

RELIGIOUS ★★★★★

★★★★ BEST LOVED CATHOLIC HYMNS

Lennon Sisters. Dot DLP 3250 — The sweet-voiced harmonizing thrushes from the Lawrence Welk brigade offer a selection of just what the album title implies. Singing in their familiar style they offer "Come Holy Ghost, Creator Bless," "O God of Loveliness," "Soul of My Saviour," and others with grace and sincerity. Set can produce revenue over a long haul. The girls' special guest shot on a big TV Christmas spec should help sales.

SPOKEN WORD ★★★★★

★★★★ BUT SERIOUSLY FOLKS

Sam Levenson. Signature SM 1026—The lovable TV comedian, known for his folksy, down-to-earth commentaries on life, brings some of these observations to life again on this LP. Particularly, a number of the remarks which Levenson made on several TV shows with Arthur Godfrey, regarding modern day morality, teen-age problems and family relationships are recreated, hence the "serious" tag in the title. There's a lot of horse sense here which many adults will cherish.

★★★★ T. S. ELIOT READS OLD POSUN'S BOOK OF PRACTICAL CATS

Spoken Arts 758 — This LP, previously recorded on another label, should be a welcome addition to the record collection of all poetry lovers. Mr. Eliot is one of the few poets who can read his own works well. The "Book of Practical Cats" is a charming collection of portraits of various "tabbies" in Mr. Eliot's acquaintance. Included are "The Old Gumbie Cat," "Growltiger's Last Stand," and "Old Deuteronomy." "The Naming of Cats," and "The Ad-dressing of Cats" are wonderful too. Good Xmas gift for lovers of felines as well as poetry.

★★★

GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★ HOLIDAY INN
Ralph Flanagan. Imperial LP 9091—The Flanagan band has something of a modified

society sound on this set, with Flanagan's piano spotted in the solo spots. Tunes, for the most part, have to do with the Christmas-winter scene with the titles like "June in January," "Winter Wonderland," "Sleigh Ride," "White Christmas," etc., included. Pleasant listening with an attractive, "ski motif" cover.

★★★ SIDEWALKS OF NEW YORK

Guy Lombardo. Decca DL 8894—Lombardo's usual bouncy, danceable style is showcased on a group of standards and oldies with New York City type lyric themes—"Sidewalks of New York," "Sweet Rosie O'Grady," "The Band Played On," etc. Most of the tunes feature vocals by various artists. Pleasant group of older cuttings for the maestro's fans.

★★★ SHY

Cathy Carr. Roulette R 25077—A pleasant enough disk showcasing Cathy Carr who hit the charts with "Ivory Tower" and "First Anniversary." On this LP, her first for this label, Cathy does better with such tunes as "Find Me," "Personal Secret" and "For the First Time" then she does with some of the oldies. Aply backed by the orks of Lew Douglas and Joe Reisman, the singer's fans should pick up quickly on this disk.

★★★ ART LINKLETTER PRESENTS HOUSE PARTY MUSIC TIME

Muzzy Marcellino and House Party Group Capitol ST 1284 (Stereo & Monaural)—Muzzy Marcellino has been musical director on Art Linkletter's popular TV show for the past nine years. He demonstrates his talent as a whistler, guitarist and vocalist on this varied package of tunes he has performed on the program, including "High and Mighty" (he did whistling for the film sound track) and a bouncy medley of "Time for Kids." Plugs by Linkletter (who appears on album cover) should help LP sales.

★★★ MISSISSIPPI SHOWBOAT

Del Wood. RCA Victor LPM 2091—Warm, delightfully old-fashioned performances of old-time tunes by Del Wood and her combo of bones, calliope and banjo. Selections include "Memphis Blues," "Wait-

Continued from page 40

COMMAND PERFORMANCE

Harry Sukman, Piano & Ork. Liberty LST 7135 — With exposure, this could become one of the important albums of the coming year. Harry Sukman, a talented composer now working in films, has produced a genuinely exciting group of orchestral interpretations with his own unique pianistics contributing a real spark. In addition to excerpts from two Sukman film scores, the set includes numbers as varied as "Bess, You Is My Woman," "The Breeze and I," "If You Love Me" and "Intermezzo."

CLASSICAL

VILLA LOBOS: UIRAP URU; MODINHA FROM BACHIANAS BRASILEIRAS NO. 1; PROKOFIEV: CINDERELLA

Stadium Symphony Orch. of New York (Stokowski). Everest LPBR 6016 — Striking performances of two outstanding works by the late Heitor Villa-Lobos by the Stadium Symphony Orchestra of New York under the baton of Leopold Stokowski. As usual on Everest the stereo sound is superb. The orchestra also comes thru with a fine interpretation of the Prokofiev ballet suite, "Cinderella," in a new arrangement by Stokowski. Good wax for connoisseurs.

SCRIABIN: THE POEM OF ECSTASY; AMIROV: AZERBAIJAN MUGAM

Houston Symphony Orch. (Stokowski). Everest LPBR 6032 — The mystical "Poem of Ecstasy" with its myriad tonal shadings is perfect orchestral material for Stokowski's magic, as those who recall his famed 78 rpm version will attest. The maestro's magic is still there, abetted by Everest's top quality sound. The Amirov work, tho of lesser quality, is built from colorful Azerbaijan melodic patterns that also show off Stokowski's orchestral mastery. Makes a fine demo disk.

ing for the Robert E. Lee." "Swanee River" and "Shine On Harvest Moon." It's a fun album that should please many fans.

★★★ CHA CHA ON THE ROCKS

John Buzon Trio. Liberty LST 7124 (Stereo & Monaural)—The John Buzon Trio comes thru with some bright, happy readings of listenable cha chas set to a group of standards. They play them with a lilt. The tunes include "Don't Worry 'Bout Me," "When It's Sleepy Time Down South," "It Must Be True" "Squatty Roo."

★★★ RAGTIME PIANO GAL

Jo Ann Castle. Dot DLP 25249 (Stereo & Monaural)—Miss Castle, a honky tonk pianist of distinction, is part of the Lawrence Welk retinue of performers and due to her exposure as a guest on some of the maestro's shows, she can be expected to have some sales appeal. Beyond that her live stereo performances have a nice, full, butty sound that should appeal to fans of this genre. Included are "Maple Leaf Rag," "Johnson Rag," and others.

★★★ MEMORIES DI ROMA

Di Mara Sisters. Roulette R 25096—Another collection of Italian songs, native and associated with the romantic country. The Di Mara Sisters blend well together in English and Italian with such tunes as "Ferryboat Serenade," "Vieni Vieni," "La Strada Del Amore" and "I've Got a Guy." Good disk for those travelers to Italy interested in reminiscing and the many fans of Italian-American music.

★★★ THE DIXIECATS AT WAIKIKI

Liberty LST 7136 (Stereo & Monaural)—Jazz versions, Dixieland style, of old and new South Seas tunes. The two-beat remains, and the horns replace the steel guitars. Ken Alford and his Dixiecats preside at the Moana Hotel in Waikiki and give forth with some off-beat arrangements. Oldies include "Hawaiian War Chant," "On the Beat at Waikiki," and real wild interpretations of "My Little Grass Shack" and "Hilo March." Good sales potential for both the jazz fans and South Seas music addicts.

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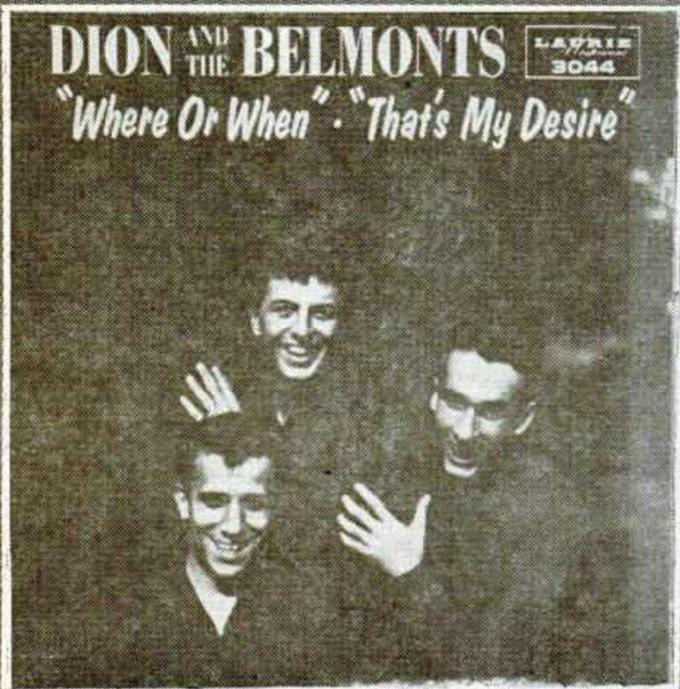
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DION AND THE BELMONTS LAURIE 3044
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LAURIE RECORDS, INC. NEW YORK CITY

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending November 28

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Mack the Knife By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30978; Billy Vaughn, Dot 15444.	1	14	6. We Got Love By Kai Davis-Bernie Lowe—Published by Kaimana-Lowe (ASCAP) BEST SELLING RECORD: Bobby Rydell Cameo 169	12	5
2. Mr. Blue By Dwayne Blackwell—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolton 5.	2	12	7. Put Your Head on My Shoulder By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 19049	5	13
3. Heartaches by the Numbers By H Howard—Published by Pamper (BMI) BEST SELLING RECORD: Guy Mitchell, Col 41476. RECORD AVAILABLE: Ray Price, Col 41374.	4	8	8. So Many Ways By Bobby Stevenson—Published by Brenda (BMI) BEST SELLING RECORD: Brook Benton, Mer 71512. RECORD AVAILABLE: Varetta Dillard, Savoy 1153.	7	6
4. Don't You Know By Bobby Worth—Published by Alexis (ASCAP) BEST SELLING RECORD: Della Reese, Vic 7591.	3	10	9. Misty By Garner & Burke—Published by Vernon-Octave (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 41483 RECORDS AVAILABLE: George Auld, Coral 65513; Chris Connor, Atlantic 2937; Errol Garner, Mer 30037; Jane Harvey, Dot 15885; Bill Shepherd, Signet 12012; Sarah Vaughan, Mer 71477	6	6
5. In the Mood By J Garland-A Razas—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Ernie Fields, Rendezvous 110. RECORDS AVAILABLE: Andrews Sisters, Dec 28482; Bulawayo Sweet Rhythm Band, London 1491; Hutch Davie, Atco 6123; Crazy Otto, Dec 29449; Jerry Gray Ork, Dec 27177; Johnny Maddox, Dot 15045.	8	8	10. Oh, Carol By Neil Sedaka & Howard Greenfield—Published by Aldon (BMI) BEST SELLING RECORD: Neil Sedaka, Vic 7595.	17	7

Second Ten

11. Deck of Cards By I Texas Tyler—Published by American (BMI) BEST SELLING RECORD: Wink Martindale, Dot 15968. RECORDS AVAILABLE: Tex Ritter, Cap 1665; I. Texas Tyler King 5249; Tex Williams, Dec 28809	11	10	16. Uh! Oh! (Part II) By Sachs Burland-Don Elliot—Published by Janson (BMI) BEST SELLING RECORD: Nitty Squirrels, Hanover 4540.	22	2
12. Be My Guest By Domino-Marascalco-Boyce—Published by Travis (BMI) BEST SELLING RECORD: Pats Domino, Imperial 5629.	16	5	17. Marina By Rocco Granata—Published by Maxwell (BMI) BEST SELLING RECORDS: Willy Alberti, London 1888; Rocco Granata, Laurie 3041. RECORDS AVAILABLE: Jacky Noguez, Jamie 1138; Tony Martin, Vic 7633; Joe Vina, Allied Record Sales 7778.	26	2
13. Danny Boy By Weatherly—Published by Bossey & Hawkes (ASCAP) BEST SELLING RECORD: Conway Twitty, M-G-M 12826. RECORDS AVAILABLE: Sil Austin, Mer 71442; Al Hibbler, Atlantic 911 & 1071; Joni James, M-G-M 12369; Glenn Miller Ork, Vic 0040; Slim Whitman, Imp 8201.	15	8	18. Hound Dog Man By Pomus-Shuman—Published by Fabulous (BMI) BEST SELLING RECORD: Fabian, Chancellor 1044.	-	1
14. Seven Little Girls (Sittin' in the Back Seat) By Hilliard-Pockriss—Published by Sequence (ASCAP) BEST SELLING RECORD: Paul Evans & the Curfs, Guaranteed 299.	10	9	19. The Enchanted Sea By Metis-Starr—Published by Volkwein (ASCAP) BEST SELLING RECORDS: Martin Denny, Liberty 55212; Islanders, May Flower 16.	14	6
15. El Paso By Marty Robbins—Published by Marty's Music (BMI) BEST SELLING RECORD: Marty Robbins, Col 41511.	29	2	20. Dance With Me By Leblah-Glick—Published by Tredlow-Tiger (BMI) BEST SELLING RECORD: Drifters, Atlantic 2049.	18	5

Third Ten

21. It's Time to Cry By Paul Anka—Published by Spanka (BMI) RECORD AVAILABLE: Paul Anka, ABC-Paramount 10964.	-	1	26. Scarlet Ribbons By Jack Segal-Evelyn Danzig—Published by Mills (ASCAP) RECORDS AVAILABLE: Harry Belafonte, Vic 0321; Browns, Vic 7614; Kingston Trio, Cap 3970; Enoch Light, Grand Award 1035.	25	2
22. Lonely Street By K Souder-W S. Stevenson-C. Belew—Published by Four Star (BMI) RECORDS AVAILABLE: Carl Belew, Four Star 1701; Andy Williams, Cadence 1379	13	11	27. Primrose Lane By Callender-Shallin—Published by Music Productions (ASCAP) RECORD AVAILABLE: Jerry Wallace, Challenge 59847.	9	13
23. Why By Marcucci-De Angelis—Published by Debmarr (ASCAP) RECORD AVAILABLE: Frankie Avalon, Chancellor 1045.	-	1	28. The Big Hurt By Wayne Shanklin—Published by Music Productions (ASCAP) RECORD AVAILABLE: Tom Fisher, Signet 275.	23	2
24. Always By Irving Berlin—Published by Berlin (ASCAP) RECORDS AVAILABLE: Guy Lombardo Ork, Dec 23817; Dorothy Shay, Imperial 3462; Sammy Turner, Big Top 3029; Victor Young Ork, Dec 27288.	24	3	29. Come Into My Heart By Harold Logan & Lloyd Price—Published by Prigan (BMI) RECORD AVAILABLE: Lloyd Price, ABC-Paramount 10962.	28	2
25. Woo-Hoo By G. D. McGraw—Published by Shapiro-Bernstein & McGraw (ASCAP) RECORD AVAILABLE: Rock-A-Teens, Roulette 4192.	27	6	30. Friendly World By Ken Darby—Published by Robbins, Feist, Miller (ASCAP) RECORD AVAILABLE: Fabian, Chancellor 1044.	-	1

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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.

FOR THE WEEK ENDING DECEMBER 13

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		STEREO	WEEKS ON CHART
					Indicates that STEREO SINGLE version is available.	TITLE, Artist, Company, Record No.		
1	1	1	2					16
2	4	4	5					10
3	3	2	1					14
4	2	3	3			S		12
5	5	8	11					12
6	8	10	12					9
7	6	6	9			S		8
8	9	14	17					7
9	13	19	19					9
10	14	18	14			S		11
11	7	5	4			S		15
12	11	7	8					13
13	12	15	20					10
14	10	12	13					13
15	27	51	73	★				5
16	21	33	50	★		S		6
17	18	36	55					4
18	40	74	—	★		S		3
19	25	50	70	★				5
20	30	35	47	★		S		7
21	32	42	81	★		S		4
22	19	24	35					6
23	15	20	16					9
24	53	95	—	★		S		3
25	41	61	—	★		S		3
26	16	11	6					14
27	23	16	21					10
28	28	25	29			S		6
29	17	9	10					17
30	20	21	18			S		10
31	60	72	—	★				3
32	36	39	51					5
33	39	41	36					18

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		STEREO	WEEKS ON CHART
					Indicates that STEREO SINGLE version is available.	TITLE, Artist, Company, Record No.		
34	33	34	42					6
35	22	17	15					11
36	29	26	37					7
37	64	89	—	★				3
38	56	76	—	★		S		3
39	34	32	38					6
40	50	—	—	★				2
41	26	13	7					14
42	48	75	69					7
43	38	40	40					8
44	54	80	—	★		S		3
45	49	55	68					5
46	35	38	45					8
47	31	27	23					13
48	24	22	22					14
49	47	48	49					10
50	57	62	66					6
51	59	86	—					8
52	76	—	—	★				2
53	42	37	34					10
54	44	29	28					8
55	37	23	25					14
56	52	54	43			S		5
57	51	30	32					11
58	45	44	33					7
59	46	58	96			S		4
60	81	—	—	★				2
61	86	—	—	★				2
62	58	53	41					8
63	62	66	67					4
64	43	28	31			S		7
65	98	—	—	★				2
66	67	70	97			S		4
67	72	83	98					4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		STEREO	WEEKS ON CHART
					Indicates that STEREO SINGLE version is available.	TITLE, Artist, Company, Record No.		
68	66	65	94			S		6
69	73	78	92					5
70	55	47	39					11
71	—	—	—	★				1
72	83	87	—					3
73	88	97	89	★				8
74	70	43	26					16
75	63	73	65					6
76	61	46	30					12
77	—	—	—	★				1
78	65	31	24			S		15
79	85	91	79			S		6
80	77	68	85					7
81	71	57	64					7
82	68	63	59					17
83	—	—	—	★				1
84	74	79	74					5
85	89	96	83					5
86	84	81	90					4
87	93	100	—					3
88	96	—	—					2
89	90	—	—					2
90	78	71	82					7
91	82	84	93					4
92	79	52	52					8
93	—	—	—					1
94	95	—	—					2
95	99	—	—					2
96	—	—	—					1
97	100	82	77					5
98	—	—	—					1
99	—	—	—					1
100	—	—	—					1

& TOMORROW'S TOPS

BEST BUYS

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

POP

*PRETTY BLUE EYES Steve Lawrence
(Almimo, BMI) ABC-Paramount 10058

*SMOKIE II Bill Black's Combo
(Jec, BMI) Hi 2018

*A YEAR AGO TONIGHT The Crests
(Winneton, BMI) Coed 521

*WHAT ABOUT US The Coasters
(Tiger, BMI) Atco 6153

C&W—No selections this week.

R&B—No selections this week.

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

BUBBLING UNDER THE HOT 100

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

1. EBB TIDE Bobby Freeman, Jose
2. CANDY APPLE RED Bonnie Guitar, Dolton
3. COO COO-U The Kingston Trio, Capitol
4. MY LITTLE MARINE Jamie Horton, Joy
5. TELL HER FOR ME Adam Wade, Coed
6. LET'S TRY AGAIN Clyde McPhatter, M-G-M
7. LITTLE THINGS MEAN A LOT Joni James, M-G-M
8. EBB TIDE Roy Hamilton, Epic
9. LITTLE DRUMMER BOY Harry Simeone, 20th Fox
10. DARLING LORRAINE The Knockouts, Shad
11. SAY MAN, BACK AGAIN Bo Diddley, Checker
12. NO LOVE HAVE I Webb Pierce, Decca
13. RIVERBOAT Faron Young, Capitol
14. VILLAGE OF ST. BERNADETTE Andy Williams, Cadence
15. IF I HAD A GIRL Rod Lauren, RCA Victor
16. LITTLE DRUMMER BOY Johnny Cash, Columbia

HOT 100: A TO Z

A Year Ago Tonight	71
Always	22
Among My Souvenirs	38
Battle Hymn of the Republic	55
Be My Guest	8
Believe Me	36
Best of Everything, The	63
Beyond the Sunset	88
Big Hurt, The	17
Clouds	62
Come Into My Heart	20
Dance With Me	23
Danny Boy	10
Deck of Cards	12
Don't You Know	4
El Paso	15
Enchanted Sea, The (Denny)	64
Enchanted Sea, The (Islanders)	35
First Name Initial	42
Friendly World	25
Gilee	91
Go, Jimmy, Go	98
God Bless America	59
Goodnight My Love	69
Happy Anniversary (Four Lads)	97
Happy Anniversary (Morgan)	85
Happy Reindeer, The	83
Heartaches by the Number	2
High School, U. S. A.	54
Honestly & Truly	68
Hound Dog Man	21
How About That	99
Hunch, The (Gayten)	80
Hunch, The (Peterson)	90
I Wanna Be Loved	40
If I Give My Heart to You	53
(If You Cry) True Love,	34
True Love	67
I'll Walk the Line	45
I'm Movin' On	5
In the Mood	18
It's Time to Cry	58
I've Been Around	49
Joey's Song	33
Just As Much As Ever	78
Just Ask Your Heart	73
Just to Be With You	57
Living Doll	26
Lonely Street	47
Love Potion #9	93
Lucky Devil	1
Mack the Knife	60
Marina (Alberti)	32
Marina (Granata)	46
Midnight Stroll	61
Mighty Good	3
Mr. Blue	13
Misty	82
Morgen	66
(New In) The Ways of Love	9
Oh, Carol	84
One More Chance	74
Poison Ivy	81
Pretend	44
Pretty Blue Eyes	29
Primrose Lane	11
Put Your Head on My Shoulder	28
Reveille Rock	51
Running Bear	37
Sandy	76
Say Man	16
Scarlet Ribbons	14
7 Little Girls (Sittin' in the Back Seat)	94
Shadows	96
Shimmy Shimmy Ko Ko Bop	65
Smokie (Part II)	50
Smooth Operator	7
So Many Ways	79
Starry Eyed	89
Symphony	72
Talk That Talk	43
Talk to Me	95
Teach Me Tiger	52
Teardrop	41
Teen Beat	92
Tennessee Waltz	86
There I've Said It Again	75
Tiny Tim	70
Torquay	19
Uhi Oh! (Part II)	100
Uhi Oh! (Part I)	30
Unforgettable	31
Way Down Yonder in New Orleans	6
We Got Love	87
We Told You Not to Marry	77
What About Us	24
Why	56
Won'tcha Come Home	27
Woo-Hoo	39
You Got What It Takes	48
You Were Mine	48

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

DUANE EDDY



BONNIE CAME BACK (Gregmark, BMI) — Eddy should click again via his rockin' version of the oldie, "My Bonnie Lies Over the Ocean." His twangy guitar is spotted to good advantage with sax support. Flip is "Lost Island," (Gregmark, BMI). **Jamie 1144**

JERRY WALLACE



LITTLE COCO PALM (Music Productions, ASCAP)—Wallace could repeat his "Primrose Lane" with this catchy rockahula. He gives it a salable performance over sprightly backing. Flip is "Mission Bell Blues," (Taj, ASCAP). **Challenge 59060**

JACK SCOTT



WHAT IN THE WORLD'S COME OVER YOU (Peer Intl.-Starfire, BMI) — **BABY, BABY** (Starfire, BMI) — Scott bows on his new label with two strong sides. Top tune is a ballad that he chants with sincerity. "Baby" is a countryish rocker that is also nicely handled. **Top Rank 2028**

THE RIVIERAS



SINCE I MADE YOU CRY (Winneton, BMI) — **11TH HOUR MELODY** (Paxton, ASCAP)—The group scores strongly on both sides. "Since I Made You Cry" is a weeper that is presented over a rhythmic arrangement. Flip, "11th Hour Melody," shows a smart rockaballad reading of the oldie. **Coed 522**

THE FIREBALLS



BULLDOG (Dundee, BMI) — **NEARLY SUNRISE** (Dundee, BMI) — The Fireballs have two strong bids to follow their current "Torquay." "Bulldog" is styled along similar lines. "Nearly Sunrise" is an attractive melody on which guitars are featured. Both can score. **Top Rank 2026**

THE ISLEY BROTHERS



RESPECTABLE (Wemar, BMI)—The boys can have a hit successor to their "Shout." It's a frantic novelty type, and driving combo support helps. Flip is "Without a Song," (Miller, ASCAP). **RCA Victor 7657**

LOVE ME LIKE YOU CAN (Patricia, BMI)—SOUTHERN LOVE



(Patricia, BMI) —Hawkins has two strong contenders, and either can be a chart side. "Love Me" is a leisurely paced medium beater that he presents with a sound. "Southern Love" is a haunting folkish sort that also comes in for an appealing warble. **Roulette 4209**

Novelty

HERBIE & THE CLASS CUTTERS



LIKE THOSE IVY WALLS, MAN (Tunesville-Jack, BMI) — On this clever side a romantic warbler is heckled by a hipster who has rather wry comments for the song's idealistic lyric. It's an amusing side, and the kids could take to it. Flip is "Just a Summer Kick." (Tuneville-Jack, BMI). **RCA Victor 7649**

Pop Song

THERE'S STILL TIME BROTHER (Planetary, ASCAP) RCA Victor



7658; **DON COSTA**, United Artists 198; **DON CORNELL**, Signature 12020; **BILL COURTNEY**, JIMMY DEAN, Columbia 41543; **THE SALVATION ARMY NEW YORK STAFF BAND AND CHORUS**, Roulette 4212—The tune was inspired by one of the sequences in the forthcoming "On the Beach" flick. It's a bright, inspirational type. The above are the currently available versions. Pic has been getting rave notices, and the tune is certain to receive heavy air exposure. Corresponding flips are "Forever," (Vin, ASCAP); "I'd Like Her to Be" (Arch, ASCAP); "You're So Fine" (Unart, BMI); "Thanks for the Dream" (Nor-Va-Jak, BMI), and "Banners and Bonnets," (Plymouth, ASCAP).

CHRISTMAS

LITTLE BOBBY REY



ROCKIN' "J" BELLS (Drive In, BMI) — Rey has a rockin' version of the traditional holiday ditty. It's a solid and salable side that can grab a lot of coin during the coming weeks. Flip is "Corrido de Aul Lang Syne" (Drive In, BMI). **Original Sound 8**

COUNTRY & WESTERN

CARL BELEW



I WISH I'D NEVER (Cajun, BMI) — **I KNOW, BUT TELL ME DEAR** (Four Star, BMI) — Belew is a strong threat to score again with these powerful outings. "I Wish" is an up-tempo effort. "I Know" is a weeper. Both are highly appealing. **Decca 31012**

MARGIE SINGLETON



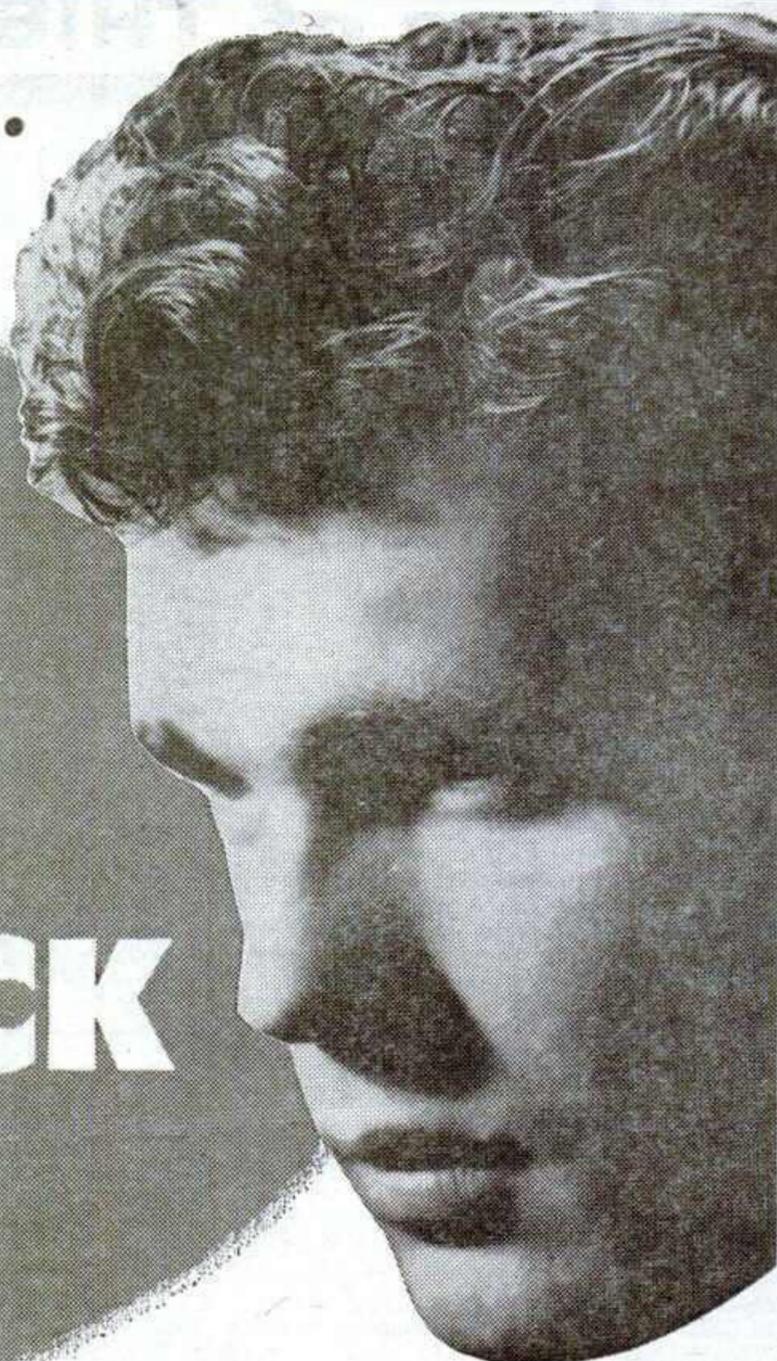
THE EYES OF LOVE (Bayou State, BMI) — **ANGEL HANDS** (Starday, BMI) — The thrush should have a two-sider with her latest, fine offering. "The Eyes of Love" is a Cajun type. The flip, "Angel Hands," is a sad, haunting ballad. **Starday 472**

MONEY-MAKING NEWS...

REMEMBER "REBEL ROUSER"?? THIS IS GREATER!

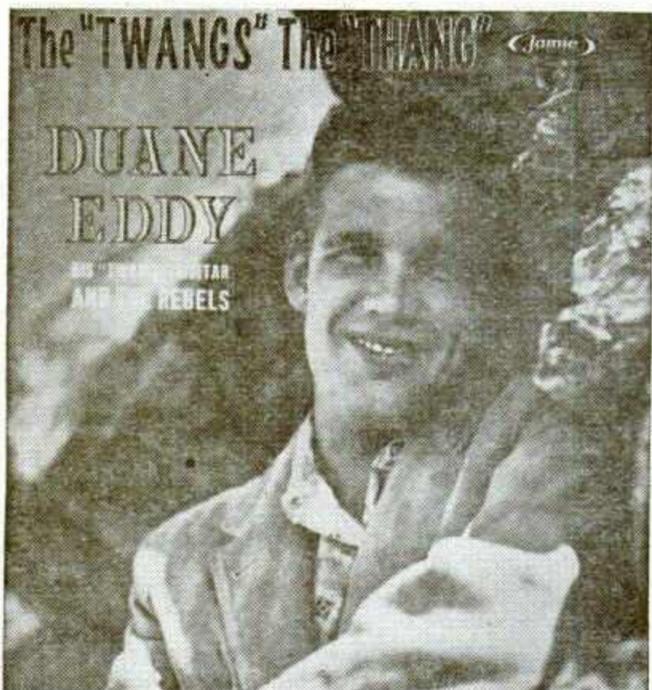
DUANE EDDY BONNIE CAME BACK

bw
LOST ISLAND
Jamie 1144



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Reviews of THIS WEEK'S SINGLES (continued)

SPECIAL MERIT SPOTLIGHTS

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

POP DISK JOCKEY PROGRAMMING

BOB CREWE

THE WHIFFENPOOF SONG (Miller, ASCAP) — Crewe comes thru with a swingin' version of the oldie, rendered over a smart and colorful arrangement. It's a side that should have appeal for all segs, and it's a good bet to step out saleswise also. Flip is "Let's Pretend," (Conley, BMI). **Warwick 519**

THE FOUR VOICES

WANG WANG BLUES (Feist, ASCAP) — The group presents an exuberant vocal treatment of the evergreen. It's done over a good march-like arrangement. Spins should meet approval. Flip is "The Little White Cloud That Cried," (Carlyle, ASCAP). **Columbia 41524**

FRANK CHACKSFIELD ORK

ON THE BEACH (Planetary, ASCAP)—The pretty tune, based on one of the themes in the coming movie, gets a lush, rich instrumental outing. It's done in rockaballad tempo, and the emphasis is on strings. It rates heavy whirrs. Flip is "A Paris Valentine," (Robbins, ASCAP). **London 1901**

POP TALENT

JUDY, JOHNNY & BILLY

BEAUTIFUL BROWN EYES (American, BMI)—The trio gives an effective and relaxed reading to the click of some years ago. They have a warm, attractive style and with plugs they could have a winner with their first try. Flip is "Toastin' Marshmallows," (Choice, ASCAP). **Silver 1003**

NINO TEMPO

WHEN YOU WERE SWEET SIXTEEN (Aragin, ASCAP)—Nino registers strongly in his peppy reading of the old tune. He treats it to a bouncy rocking sing that impresses. Side rates plugs. Flip is "Ding-A-Ling," (Aragin, ASCAP). **RCA Victor 7647**

THE BENDER SISTERS

SHARON'S DREAM (Timpkin, BMI) — The sweet-voiced thrushes present the wistful melody with lots of charm. They come across nicely on the attractive side. Ork backing helps. They could have something with this. Flip is "Loving Someone New," (Bolens, BMI). **Low 101**

RUSTY RICHARDS

MIDDLE HAND ROAD (Riverside, ASCAP) — **GOLDEN MOON** — Richards bows on wax with two very acceptable sides. "Middle Hand Road" is a folkish sort that gets a fine warbling stint. His delivery on "Golden Moon," an Oriental folk tune is also engaging. **Shasta 125**



VERY STRONG SALES POTENTIAL

ERNIE FREEMAN

BIG RIVER — IMPERIAL 5633 — A nice, satisfying instrumental with the guitar sound up front a la Duane Eddy. It's a rock version of the traditional "Anniversary Song," which was once a hit for Al Jolson. Good sound. (Jameco, ASCAP)

NIGHT SOUNDS — This side has the more familiar Freeman sound, with the honkin' tenor sound up front against an organ backing. A fine dance side, and a solid box item. (Post, ASCAP)

LARRY WILLIAMS

BABY BABY — CHESS 1745 — The tune rocks along in fine eight-to-the-bar style. Has the quality of "Ballin' the Jack." Williams does a convincing job with a good assist from fem voices. There's a lot of power here. Watch the side. (Arc, BMI)

GET READY — A rip roarin' gospel chant with a pounding persuasive rhythm. It's in the great church meeting style and Williams gives it all he's got, which is considerable. An exciting side. (Arc, BMI)

GENE VINCENT

RIGHT HERE ON EARTH — CAPITOL 4313 — Gene Vincent comes thru with a sock reading of a rocking effort helped solidly by a chorus and pounding rhythm section. His fans will enjoy. (Roosevelt, BMI)

WILD CAT — Cute song receives an outstanding vocal a la Fats Domino on this bright new cutting. It could grab coins. (Hill & Range, BMI)

TEDDY RANDAZZO

YOU DON'T CARE ANYMORE—ABC-PARAMOUNT 10068—Pretty rockaballad with a fine lyric is given a listenable

belt by the chanter with a good chorus and ork assist. It bears watching. (Almino, BMI)

HOW I NEED YOU — Feelingful dual-track warble by Randazzo on a ballad with beat. Good coupling to the flip. Either can take off. (Raleigh, BMI)

GERRY GRANAHAN

IT HURTS—GONE 5081—Gerry Granahan tells how much it hurts to see his girl with another guy on this wild rocker. It could grab coins. (Bonnie-Granadeane, ASCAP)

LOOK FOR ME—The chanter sells this ballad with feeling over good backing by the ork and chorus. It has a chance, too. (Bonnie-Granadeane, ASCAP)

THE DONNYBROOKS

COMING HOME FROM SCHOOL — CALICO 112 — A slow teen-age styled ballad with a nice melody. Simple background features piano, guitar and strings. This side has the goods to make it step. Watch this one. (Calico, ASCAP)

Mandolins of Love — A gentle, soft-shoe rhythm song by the vocal group. It's a pretty tune backed with strings and the mandolin sound. The boys have the sound and they could pull a lot of spins here. (Calico, ASCAP)

RICKY REYNOLDS

LET'S LEAVE IT THAT WAY — MOHAWK 201 — A tear-jerking ballad receives a meaningful reading from the chanter over good chorus and ork backing. It has a chance. (Mo, ASCAP)

Get the Message — Ricky Reynolds sells this teen-age plea pleasantly over intriguing ork backing. (Mo, ASCAP)

ED TOWNSEND

BE MY LOVE — CAPITOL 4314 — The Mario Lanza hit of a few years ago receives a first-rate reading from the chanter helped by a big backing. It has a lot of class and could happen. (Miller, ASCAP)

With No One to Love — The chanter sells this big ballad with feeling as he tells how poor a rich man is with no one to love. He is backed with massed strings and a chorus. Good side. (Cherritown, BMI)

WILLIE JONES

FAST CHOO CHOO — METRO 2003 — Showmanly chanting on solid blues with good train-whistle-styled backing by chorus. (Vicki, BMI)

Something Happened to My Heart — Feelingful vocal by Jones and chorus on emotional rockaballad, with lush backing. (Vicki, BMI)

THE FLAMINGOS

I WAS SUCH A FOOL—END 1062—The Flamingos sell this pretty ballad with warmth over full-stringed backing. A good side with a sound that can happen. (Bonnie, ASCAP)

Heavenly Angel—The boys come thru with a vigorous reading of a bright rocker that moves all the way. Two strong sides. (Real Gone, BMI)

SHEB WOOLEY

IT'S ALMOST TIME—M-G-M 12853—Tune tells of an approaching wedding day. Wooley handles the moderate-beater with salable appeal. (Channel, ASCAP)

Roughneck—Bright, countryish tune is given a strong, talking outing by Wooley. Tune tells of a saga about a wildcat oil workman. It can sell. (Channel, ASCAP)

THE HILLTOPPERS

THE PRISONER'S SONG — DOT 16010 — The oldie is rendered appealingly by the group over a folkish arrangement. Up-dated version of the evergreen has a sound that can catch on. There's a recitation on the reprise. (Shapiro-Bernstein, ASCAP)

Alone—Pretty new ballad is given a strong vocal by the lead with a fine group assist. Lush, programmable side could score, if exposed. (Robbins, ASCAP)

THE PLAYMATES

ON THE BEACH—ROULETTE 4211—Pleasant blend-work by group on the pretty ballad, based on the love theme from the movie. (Planetary, ASCAP)

THE SONG EVERYBODY IS SINGING—Catchy, calypso-styled tune is accorded a light-hearted vocal treatment by the boys and mixed chorus. (Kahl, BMI)

CHUBBY CHECKER

SAMSON AND DELILAH—PARKWAY 808—Wild drive receives a shoutin' reading by Chubby over sock ork backing. This has a shoutin' chance. (Lowe-Mann, ASCAP)

Whole Lotta Laughin'—Novelty effort is sold well by Checker over laughing backing. Flip appears more important. (Lowe-Mann, ASCAP)

(Continued on page 52)

GOOD SALES POTENTIAL

TRADE MARTIN

La Mer — GEE 1053 — The Jack Lawrence, Charles Trenet tune "Beyond the Sea" is handed a touching instrumental reading by the Martin combo with Martin on guitar. Vocal group helps the performance. Good side. (Harms, ASCAP)

Loving You—Interesting instrumental is performed neatly by the Trade Martin combo with Martin on guitar and a vocal group making good sounds behind him. (All State, BMI)

JOHNNY SEA

My Time to Cry—NRC 49—Johnny Sea bows on the label with a good reading of a listenable tune, that hits both the country and the pop veins. (Wonder, BMI)

Nobody's Darling But Mine—The country chanter, with a style similar to Johnny Cash, sells the Jimmie Davis tune with feeling over a background of rhythm, fiddles and a vocal chorus. (Leeds, ASCAP)

FRANKIE DAVE AND HIS KNIGHTS

Drag It — STUDIO 9904 — Sultry blues theme is accorded effective instrumental treatment with fine pounding beat. (Delstone, BMI)

Dance Party Rock—Same comment. (Delstone, BMI)

DANNY WELTON

Manhattan Sunrise—CORAL 62159—Listenable harmonica solo by Danny Welton here of an attractive new tune penned by Danny Small. It could get a lot of jockey spins. (Goday, BMI)

Bewitched—The fine Rodgers and Hart tune is handled smartly here by Welton on harmonica over simple backing. Good instrumental. (Chappell, ASCAP)

GORDON MacRAE

The Sound of Music — CAPITOL 4323—The lovely title song of the newest Rodgers and Hammerstein hit gets a sincere rendition by the baritone. It's a classy reading that can catch spins. (Chappell, ASCAP)

When Did I Fall in Love—MacRae offers a pretty ballad from the Harnick-Bock score for the new Broadway hit, "Fiorello." He performs it with much tenderness and expression. Two spinnable show tune readings. (Sunbeam, ASCAP)

GEORGIA LEE

My God Is Real—DECCA 31023—The lyrics are lined out, in preacher style. Effective, giving the feeling of a church service. Miss Lee has an incisive, lyrical voice. (Hill & Range, BMI)

Get On Board Little Children—This rousing item of the coming of the gospel train is done in fine fashion. Miss Lee—with the humming and chanting voices behind her—is solid. Even has a falsetto touch at the end of phrases.

JOHNNY NIGHT

Secret Place—APRIL 1101—Feelingful reading on appealing country-flavored ballad with effective weeper-styled lyrics and r.&r. piano triplets on backing. Merits exposure. (Bottine, BMI)

Sixteen Days—Night warbles with sincerity on interesting tune with fem chorus backing. (Bottine, BMI)

MILTON GRAYSON

Don't Blame Me—ARWIN 1005—The Dorothy Fields-Jimmy McHugh standard gets an upbeat treatment in this mildly rocking version by Grayson. He sings it with enthusiasm. (Robbins-Feist-Miller, ASCAP)

(I Never Will) Forget You—A slow pretty ballad offering by Grayson, a chanter with a pleasant, deep voice quality. Chorus and strings are heard in support. (Daywin, BMI)

BOBBY SWANSON

The Ballad of an Angel—IGLOO 1003—A ballad of tragedy about a girl he met at the dance. Love blossomed and then, without warning, the gal went up to Heaven. It's a slow rock effort and Swanson gives it a sincere performance. (Igloo, BMI)

Rockin' Little Eskimo—Swanson is a rockabilly and he sings this upbeater with a strong echo quality. Guitar comes in for a

(Continued on page 52)

CLASS is *Swingin'*

BOBBY DAY

"MY BLUE HEAVEN"

#263

.....

EUGENE CHURCH

"JACK OF ALL TRADES"

#261

.....

GOOGIE RENE'

"CAESAR'S PAD"

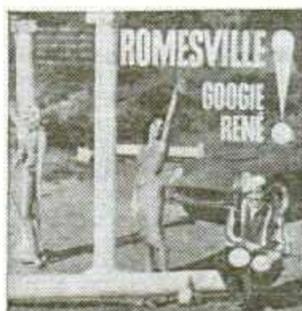
(Hits of "ROMESVILLE" Album)

#262

2 SMASH ALBUMS



GONE! . . . but not forgotten
CL 5004



ROMESVILLE
Googie Rene
CL 5003

Class Records
HOLLYWOOD

• Best Selling Sheet Music in U. S.

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

Week This		Last Week	Weeks on Chart
1.	MACK THE KNIFE (Harms)	1	12
2.	MR. BLUE (Cornerstone)	2	7
3.	HEARTACHES BY THE NUMBER (Pamper)	3	4
4.	THE THREE BELLS (Harris)	4	15
5.	DON'T YOU KNOW (Alexis)	7	4
6.	PUT YOUR HEAD ON MY SHOULDER (Spanka)	6	6
7.	MISTY (Vernon-Octave)	5	5
8.	LONELY STREET (Four-Star)	9	5
9.	PRIMROSE LANE (Music Productions)	8	6
10.	SEVEN LITTLE GIRLS (SITTIN' IN THE BACK SEAT) (Sequence)	10	2
11.	SILVER BELLS (Paramount)	—	1
12.	WHITE CHRISTMAS (Berlin)	—	1
13.	WINTER WONDERLAND (Bregman)	—	1
14.	(TIL) I KISSED YOU (Acuff-Rose)	12	10
15.	TWELVE DAYS OF CHRISTMAS (Public Domain)	—	1

• Best Selling Sheet Music in Britain

(For week ending November 28)

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

Little Donkey—Chappell (Chappell)	China Tea—Mills (Mills)
Travellin' Light—Aberbach (—)	Mary's Boy Child—Bourne (Bourne)
Morgen (One More Sunrise)—Dominion (Skidmore)	Put Your Head on My Shoulder—Yale (Spanka)
Snow Coach—Feldman (—)	Broken-Hearted Melody—Maurice (Mansion)
Mack the Knife—Arcadia (Harms)	Livin' Doll—World Wide (Maurice)
Mr. Blue—Morris (Cornerstone)	Side Saddle—Mills (Mills)
What Do You Want To Make Those Eyes At Me For?—Francis Day (—)	Sea of Love—Southern (Kamar)
Sitting in the Back Seat—Sheldon (Sequence)	Village of St. Bernadette—Francis Day (Ludlow)
Three Bells—Southern (Southern)	Treble Chance—Henderson (Kassner)
High Hopes—Barton (Maraville)	Roulette—Mills (Mills)

• Best Selling Pop Records in Britain

(For week ending November 28)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week		Last Week
1.	WHAT DO YOU WANT?—Adam Faith (Parlophone)	8
2.	WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR?—Emile Ford (Pye)	3
3.	TRAVELLIN' LIGHT—Cliff Richard (Columbia)	1
4.	OH! CAROL—Neli Sedaka (RCA)	5
5.	RED RIVER ROCK—Johnny and the Hurricanes (London)	4
6.	MACK THE KNIFE—Bobby Darin (London)	2
7.	PUT YOUR HEAD ON MY SHOULDER—Paul Anka (Columbia)	7
8.	TEEN BEAT—Sandy Nelson (Top Rank)	11
9.	SEVEN LITTLE GIRLS—The Avons (Columbia)	12
10.	'TIL I KISSED YOU—Everly Brothers (London)	6
11.	SNOW COACH—Russ Conway (Columbia)	13
12.	SEA OF LOVE—Marty Wilde (Philips)	9
13.	RAWHIDE—Frankie Laine (Philips)	20
14.	PIANO PARTY—Winifred Atwell (Decca)	—
15.	ONE MORE SUNRISE—Dickie Valentine (Pye)	17
16.	BROKEN-HEARTED MELODY—Sarah Vaughan (Mercury)	10
17.	LITTLE DONKEY—Gracie Fields (Columbia)	—
18.	MAKIN' LOVE—Floyd Robinson (RCA)	13
19.	SAN MIGUEL—Lonnie Donegan (Pye)	—
20.	POISON IVY—Coasters (London)	17

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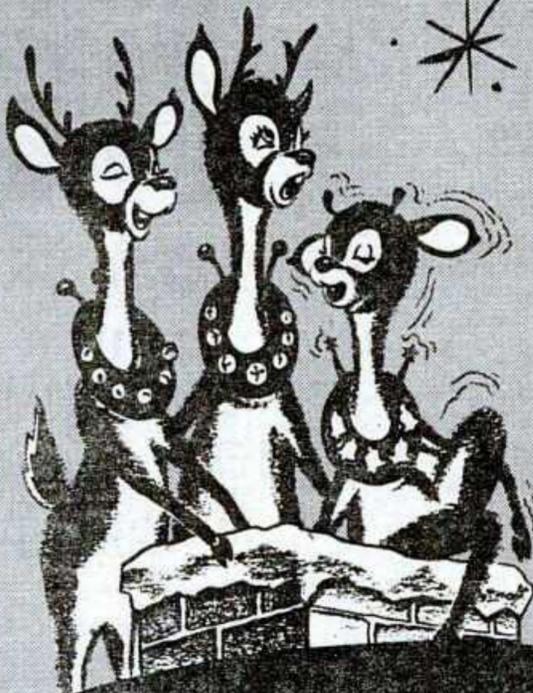


75—Janaows 90 91

★ EM-1056—Satin
96—The Happy Reindeer

★ CA-4300—Dancer, Prancer & Nervous

97—Red River



THE MUSIC VENDOR TOP 100

62 WAY DOWN MONDOW IN NEW ORLEANS

63 THE HAPPY REINDEER (93)

Dancer-Prancer & Nervous—cap (66)

64 EL PASO (83)

65 I'M SORRY (85)

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December 24, 1959



Man, This Thing's Got to Happen!

"SLOOCHIE"

by **BILL JUSTIS**

Play Me Records #3519

★★★★

VERY STRONG SALES POTENTIAL

• Continued from page 49

ART & DOTTY TODD

★★★★ **JOIE DE VIVRE**—DART 404—The duo could get back in the hit groove with this bright waxing that sounds a lot like their old hit "Chanson D'Amour," a strong tune, well performed by the pair. (Oakland, ASCAP)

★★ **Wait for Me**—Art and Dotty Todd sell this rockaballad sweetly, over a tender rock and roll beat. (Oakland, ASCAP)

A Hit Again in '59

"MERRY CHRISTMAS, BABY"
CHUCK BERRY
chess 1714

"SAY MAN BACK AGAIN"
b/w
"SHE'S ALRIGHT"
BO DIDDLEY
checker 936

"JUST FOR YOUR LOVE"
the FALCONS
chess 1743

"BABY, BABY"
LARRY WILLIAMS
chess 1745

RAMSEY LEWIS does "HERE 'TIS" argo 5352

AHMAD JAMAL swings "SHOULD I" argo 5354

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Buddy Brennan Quartet

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Coming Next Week . . .
in the slick-stock pages of
DEC. 14 BILLBOARD

★★★★

GOOD SALES POTENTIAL

• Continued from page 49

good chorus in the middle. An example of good Alaskan rock from the Anchorage label. (Cana, BMI)

BILL JUSTIS

★★★ **Sloochie**—PLAY ME 3519—A pounding instrumental rocker with a lot of sound by Justis, who formerly was on the Phillips International label. Fine sound here, and the side is worth plays. (Justis, BMI)

★★★ **Teensville**—A straight blues effort by the group. There's a good, low-down sound about the instrumental and it can catch play. (Tunerville, BMI)

DAISY MAY & MARRYING SAM

★★★ **I'm Fast My Prime**—COLUMBIA 41539—Stubby Kaye and the lass who plays Daisy Mae and Marrying Sam in the movie "Li'l Abner," blend with showmanly savvy on the catchy ditty. Merits spins. (Commander, ASCAP)

LIL ABNER & DAISY MAE

★★★ **I Wish It Could Be Otherwise**—Romantic ballad from the forthcoming "Li'l Abner" movie is sung with legit-styled feeling by the film's leading man and lady. Both sides are from sound track. (Commander, ASCAP)

LEW DOUGLAS

★★★ **Mary Ann's Rock**—B & P 1329—This is the former calypso hit, "Mary Ann," done to rock rhythm with a lead carried by flutes and organ. This could come in for spins. (Frederick, BMI)

★★★ **Weeping Winds**—A steel guitar carries the lead spot on this windy side, that is to say, the rushing sound of wind is heard frequently. Has a Polynesian flavor with mild touch of a rock rhythm. Interesting blend of styles. (Frederick, BMI)

JERIL DEANE

★★★ **Summer Winds**—DOT 16013—Attractive, multi-track chanting on a pretty ballad. (Spark, BMI)

★★★ **My Mother's Eyes**—Plaintive old George Jessel hit is wrapped up in tender reading by thrush with jazz-flavored backing. Nice jockey side. (Feist, ASCAP)

THE AMES BROTHERS

★★★ **China Doll**—RCA VICTOR 7655—Relaxed vocal blend work by brothers on a pretty country-flavored item with interesting guitar work in the backing. (Winnerton, BMI)

★★★ **Christopher Sunday**—Effective folksy

ballad with good lyric is sung with attractive vocal showmanship. (Paxton, ASCAP)

SIV MALMKVIST

★★★ **Buon Giorno Amore**—JARO 77014—Multi-lingual (mostly English) vocalizing by thrush on an attractive Neapolitan-styled tune. Interesting jockey side. (Metorian, BMI)

★★★ **Buon Giorno Amore**—The same tune with its original German lyric. Both versions are spinnable. Nice ork backing by Siegfried Wegener. (Metorian, BMI)

FRANKIE VAUGHAN

★★★ **The Very, Very Young**—COLUMBIA 41537—Love prefers the very, very young sings Vaughan in this relaxed ballad. Side has a pretty melody and an expressive chanting job. (Pincus, ASCAP)

★★★ **If You Ever Fall in Love**—A medium beater ballad is chanted for pleasant effects by the British artist. Frequent TV exposure here may help give the disk a push. (Fox, ASCAP)

RICK AND THE RANDELLS

★★★ **Honey Doll**—ABC-PARAMOUNT 10055—Listenable and rather frantic rocker is sung to good effect here by the lads over a piercing backing. (Pamco, BMI)

★★★ **Let It Be You**—The boys quiet down on this side and sell a rockaballad with the appropriate feeling. It's a la Paul Anka. (Pamco, BMI)

WILLIE WILLIS

★★★ **San Antonio Rock**—DOT 16018—Bright, swinging instrumental performance of the standard, "San Antonio Rose," by the Willie Willis crew. It moves and could pull some coins. (Bourne, ASCAP)

★★★ **Catawampus**—The Bill Justis tune of a year or so ago receives a pounding reading from the Willis combo here. It's a strong effort for the boxes. (Hi-Lo, BMI)

THE JAQUARS

★★★ **I Could If I Would**—JANET 201—Country-flavored vocalizing by lead singer Bud Brewster and group on effective ditty with mildly r.&r. backing. (Janet, BMI)

★★ **The Big Noise**—Lead warbler Harold Harper wails plaintively on okay bluesy theme with folksy quality. (Janet, BMI)

JAY MATTY

★★★ **A Tall Tale**—ERA 3008—Exuberant reading by Matty and fem chorus on bouncy r.&r. ditty. (Bamboo, BMI)

★★ **Janie My Lover**—Matty warbles in okay fashion on plaintive rockaballad with fem backing. (Bamboo, BMI)

JOEY CASTLE & THE DADDY-O'S

★★★ **Wild Love**—HEADLINE 1008—Haunting theme is wrapped up in interesting duo work by item with high-pitched wail and Castle. (Inter-Continental Artists, ASCAP)

★★ **Rock and Roll Daddy-O**—Exuberant reading by Castle on fast-moving rhythm item with flashy piano backing. (Inter-Continental Artists, ASCAP)

THE SALMAS BROTHERS

★★★ **Cocoanut Grove**—KEEN 82108—An Hawaiian flavored rocker, with chicks' voices comprising a chorus behind the brothers. Pleasant. (Famous, ASCAP)

★★ **Kissin' Bug**—A rocker with a Latin pattern in the rhythm (Jewell, ASCAP)

DON MARINO BARRETO JR.

★★★ **Arrivederci**—COLUMBIA 41527—The Italian warbler sells this pretty tune

(Continued on page 54)

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b/w I TRUSTED YOU
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featuring results of the **12th ANNUAL DISK JOCKEY POLL**

and highlighting a **TALENT BUYING SHOWCASE FOR 1960**

The Billboard HOT C & W SIDES

FOR THE WEEK ENDING NOVEMBER 29

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2	2	5	SAME OLD ME, Ray Price, Columbia 41477	9
2	1	1	1	COUNTRY GIRL, Faron Young, Capitol 4233	21
3	4	10	26	EL PASO, Marty Robbins, Columbia 41511	5
4	5	7	4	THERE'S A BIG WHEEL, Wilma Lee & Stoney Cooper, Hickory 1107	8
5	3	3	7	THE LAST RIDE, Hank Snow, RCA Victor 7586	8
6	7	5	6	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	10
7	9	11	—	UNDER YOUR SPELL AGAIN, Ray Price, Columbia 41477	3
8	6	4	2	I AIN'T NEVER, Webb Pierce, Decca 30923	21
9	11	15	9	A WOMAN'S INTUITION, Wilburn Brothers, Decca 30968	7
10	12	12	17	AMIGO'S GUITAR, Kitty Wells, Decca 30987	5
11	8	8	10	FAMILY MAN, Frankie Miller, Starday 457	10
12	23	28	30	SCARLET RIBBONS, The Browns, RCA Victor 7614	4
13	15	13	11	DECK OF CARDS, Wink Martindale, Dot 15968	8
14	18	26	23	FACE TO THE WALL, Faron Young, Capitol 4291	4
15	25	21	20	RIVERBOAT, Faron Young, Capitol 4291	4
16	14	16	12	I GOT STRIPES, Johnny Cash, Columbia 41427	18
17	10	6	3	THE THREE BELLS, Browns, RCA Victor 7555	19
18	19	14	16	NEXT TIME, Ernest Tubbs, Decca 30952	11
19	17	19	21	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	27
20	13	9	8	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	31
21	16	18	13	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	17
22	29	—	29	ARE YOU WILLING WILLIE, Marion Worth, Cherokee 503	7
23	—	—	—	TIMBROOK, Lewis Pruitt, Peach 725	1
24	22	24	—	BIG HARLAN TAYLOR, George Jones, Mercury 71514	3
25	20	20	18	MY LOVE AND LITTLE ME, Margie Bowes, Hickory 1102	11
26	—	—	—	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	1
27	24	23	28	I DIDN'T MEAN TO FALL IN LOVE, Hank Thompson, Capitol 4269	5
28	21	17	24	CHAIN GANG, Fred Hart, Columbia 41456	4
29	—	30	—	MONEY TO BURN, George Jones, Mercury 71514	2
30	30	—	27	HOMEBREAKER, Skeeter Davis, RCA Victor 7570	11

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The country and western music industry was well represented at the outdoor showmen's convention held last week at the Hotel Sherman, Chicago. On deck to greet their friends in outdoor showbiz and pitch their wares to the fair representatives present were Herb Green, manager for Gene Autry; George Ferguson, of Attractions, Inc., Chicago; Walter D. (Dee) Kilpatrick, Wesley Rose and Bob Gallion, of the Acuff-Rose talent bureau; W. E. (Lucky) Moeller, of the Jimmy Denny office; Pee Wee King, Tex Ritter, Jimmy Wakely, Rex Allen, Mickey Gross, Louis (Grandpa) Jones, Jack Lindahl, Harry Smythe, Bob Skinner, and Jimmy McConnell, of Top Talent, Inc., Springfield, Mo. Ott Devine, head of WSM's "Grand Ole Opry," was forced by a last-minute development to call off the Chicago jaunt. Homer and Jethro were on hand to head up the amusement park men's banquet Tuesday (1), and Brenda Lee, accompanied by her manager, Dub Albritten, flew in early Wednesday (2) to appear on the Showmen's League of America banquet that night.

Johnny Cash has been released from the Ottumwa, Ia., Hospital, following an emergency appendectomy, and is recuperating at his home in Encino, Calif. Johnny (Columbia) Horton filled in for Cash on dates in Topeka, Kan., and Corpus Christi, Tex., last week. Cash resumes with his bookings at Morehead, Minn., Saturday (12), hopping to Des Moines for a Sunday (13) stand. Horton makes two appearances in Columbus, Ind., Saturday (12) with Uncle Cyp Brasfield, the Promenaders and the Country Gents band, of "Jubilee U. S. A."

Harry (Hap) Peebles' 10th annual holiday country music tour kicks off at Sioux City, Ia., December 29, and follows with Lincoln, Neb., 30; Omaha, 31; Wichita, Kan., January 1; Topeka, Kan., 2, and Kansas City, Kan., 3. Featured with the unit will be Jim Reeves, Cowboy Copas, Hank Locklin, Kitty Wells, Bill Phillips, C. Cedric Rainwater, Johnny and Jack and Their Tennessee Mountain Boys, and Bob Wills and His Texas Playboys. . . . Jimmy Simpson, the Oilfield Boy, is on leave of absence from KBYR, Anchorage, Alaska, until March, and at present is in Brackettsville, Tex., working in John Wayne's movie, "The Alamo." After December 15, he has several show dates booked in Phoenix, Ariz., and the long Beach, Calif., area. Sims Records, of Hollywood, has taken over Jimmy's Caprock release, "I'm an Oilfield Boy b/w. Breaker of My Heart."

Roy Acuff and the Wilburn Brothers begin a tour of the Caribbean area this Saturday (12). . . . Upcoming bookings on "Grand Ole Opry" artists include the following: Cowboy Copas—Jacksonville, Fla., December 18-19; Sioux City, Ia., 29; Lincoln, Neb., 30; Omaha, Neb., 31; Wichita, Kan., January 1; Topeka, Kan., 2, and Kansas City, Kan., 3; Flatt and Scruggs—Loma, Tenn., 9; Almadale, Tenn., 10; LaVergne, Tenn., 11; Henager, Ala., 14; Portsville, Tenn., 16, and Mount Pleasant, Tenn., 18; Lonzo and Oscar—Minneapolis, December 23-26, and December 30-January 2; Jim Reeves—Atlanta, December 19; Sioux City, Ia., 29; Lincoln, Neb., 30; Omaha, 31; Wichita, Kan., January 1, and Topeka, Kan., 2.

Marvin Rainwater is in the midst of a string of personals thru Minnesota, Iowa, South Dakota, Oklahoma and New Jersey that will carry him up to January 11. Route was mapped by Jim McConnell, of Top Talent, Inc., Springfield, Mo. . . . Carla Gates and D. J. Fontana are the newest regulars on Tillman Frank's "Louisiana Hayride," Shreveport. . . . Jenny Herrell, who recently joined the staff of regulars on "Jubilee U. S. A.," has just had her initial record release, a ditty titled "Bottle or Me," on the Sims label. Mercury has just covered the same tune with Connie Hall.

Texas Bill Strength last week cut a session for Warner Bros. Records in Burbank, Calif., with his old friend, Bob Burrell, directing. . . . Faron Young headlines the Prince Albert portion of "Grand Ole Opry" over the NBC network Saturday (12), with the Carlises as his guests. George Morgan tops the December 19 seg, with Marty Robbins following in December 26. . . . Ray Mitcham is currently making personals in the South to push his new Kool recording of "Out Yonder" b/w. "Love Just Grows." . . . June Carter guests on the Jack Paar TV-er December 15.

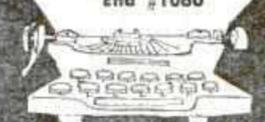
With the Jockeys

Uncle Len Ellis, c.&w. deejay and manager of WJOB, Hammond, Ind., recently celebrated his ninth year at the station. Celebration was culminated with a live show at Hammond Civic Center, featuring such country music names as Lefty Frizzell, Joe Maphis and Rose, Freddie Hart, Merle Travis, David Frizzell, Skeets McDonald and Johnny Western. Show was witnessed by two full houses. . . . Dee Douglas, who conducts a nightly, two-hour c.&w. platter show, Monday thru Friday, plus five hours on Saturday night, on WBCB, Levittown, Pa., asks aid from manufacturers and distributors in obtaining c.&w. platters. He promises to play all records received and says he always mentions the label.

Tommy Downs, who whirls the wax at WTMT, Louisville's new and only full-time country and western station, invites c.&w. artists to call him for a promo. Says he has a beeper phone ready between 5 a.m. and 8 a.m. and 1 p.m. and 2 p.m. The number is MELrose 7-2527. . . . Red Howard phones in to say that he's back on WIBM, Jackson, Mich., Saturdays, 7:30-8:30 p.m., with the "Red Howard Country Show." On Wednesday nights, Howard and his c.&w. swing band, the Rainbow Boys (5), appear at Johnny Ludwig's Club Ludwig, Jackson, for a show and dance. Artists working the territory can get in a night at the club by contacting Howard or Ludwig.

Del-Ray Records, 4 Center Street, Harrington, Del., has available to jockeys sample copies of Cowboy Howard Vokes' first release on that label, "The Ghost of a Honky-Tonk Slave" b/w "This Prison I'm In." . . . Blue Hen Records, also of 4 Center Street, Harrington, Del., is mailing to jocks who inquire a copy of its newest release, "Broken Heart," by Jimmy Man-ship, b/w "Stephie Gal," by Bill Price. Both sides are published by Vokes Music, New Kensington, Pa.

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Ph.: RI 8-6707★★★
GOOD SALES
POTENTIAL

• Continued from page 52

warmly in Italian here. He has a sound and the disk could get spins. (BIEM, BMI)

★★ Per Un Bacio D' Amor—Don Marino Barreto bows on the label with a listenable reading in Italian of an attractive ballad. (BIEM-Pan Musik, BMI)

LANI KAI

★★★ Now There Are None—KEEN 82109—He broke a lot of hearts, says the singer, but now there are none left to break. He sings this very well and it has a good sound. (Milver, ASCAP)

★★ Isle of No Aloha—Lani Kai sells this tale of No Aloha softly and neatly as a

sweet-voiced chorus backs him well. (Harcoss-Tomm, BMI)

LONNIE & THE CAROLLONS

★★★ Hold Me Close — MOHAWK 111—An attractive ballad is sung nicely by the lead with the group backing him well. Piano work in the backing adds a fresh touch. (Schwartz, ASCAP)

★★ Trudy—The singer and the vocal group sells a rocker in fair style here. (Hawk, BMI)

MINA

★★★ Tua — CHIRP 5901 — A colorful rumba sung with gusto and fire by the thrush. Gal has a sound. Disk—by a gal who has touches of la Valente in her style—was made by Italdisk in Italy. (Peer International, BMI)

★★ Nessuno—Here's what could be called an Italian rocker and it could catch plays here and there. Like the flip, it has a certain sound. (BIEM)

GUS GORDON

★★★ Don't You Think I Ought to Know —IPS 102—A ballad with triplet figure. Gordon sings it in swiny, relaxed fashion, with a horn answering his phrasing. Very nice. (Popular, ASCAP)

★★ Empty Room — Another rockaballad side. Not quite as effective as flip. (Cessna, ASCAP)

EDDIE BO

★★★ Everybody Knows—RIC 964—A nostalgic-styled ballad, with a chorus of chicks effectively breaking in behind the male vocal. A smartly turned out disk. (Ron, BMI)

★★ You Got Your Mojo Working—Modified blues, with a smattering of voodoo quality in the lyric and sound. Weird effect will be interesting to many. (Ron, BMI)

THE LEEDS

★★★ Mr. Cool—WAND 102—The group essays the Coasters' "Charlie Brown" style on this number about a teen-age hot shot. Interesting material and it's handled in good style. Spinnable. (Scepter, BMI)

★★ Heaven Only Knows—A slow pleader ballad with lots of the meshuga sound. The side is a bit dated in style. Flip would have an edge. (Scepter, BMI)

RAY NORMAN

★★★ Mystery of a Kiss—NASCO 6030—Norman chants with feeling on the inquiry into the mystery of kisses. The side has an interesting rhythm and sound with a chorus. Has touches of the Dean Martin hit, "Memories Are Made of This." Worth spins. (Excellorec, BMI)

★★ Heartbreak Station—Norman chants in good style on this train rhythm effort in the blues tradition. Chorus fills in behind the artist here. (Excellorec, BMI)

THE BARONS

★★★ Jay Walk—KEY 1001—A good, low-down instrumental in blues style. Growling tenor and then a guitar take turns on the lead. Voices are heard in spots in the chorus. A fine box record. (Lock, BMI)

★★ If You Want a Little Lovin'—A good rockin' effort by the group, this time with a vocal. Good rhythm number which can pull box interest. Flip may have an edge, however. (Lock, BMI)

SAM BUTERA

★★★ Dancing With a Dolly With a Hole in Her Stocking—DOT 16012—Exuberant vocalizing by Butera on the bouncy novelty oldie. Merits exposure. (Shapiro-Bernstein, ASCAP)

★★ Don't Knock It — Raucous novelty-rocker is handed an okay interpretation by Butera and a chick. (Be-Are, BMI)

GRACIE FIELDS

★★★ Little Donkey—ABC-PARAMOUNT 10069—The attractive tune, which has been getting a lot of recordings lately, receives a first-rate performance by the thrush. Competition is rough, tho. (Chappell, ASCAP)

★★ Far Away—Pretty ballad is handled with traditional warmth by the music hall favorite. (Chappell, ASCAP)

BERLINGERI

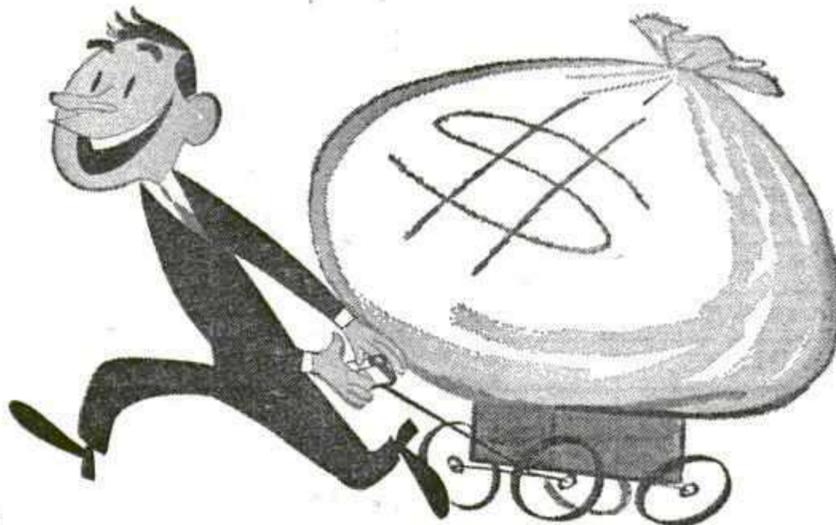
★★★ Lonely Island — JARO 77015 — This has the sound of the throbbing South Seas drums with tropical winds, waves and a steel guitar heard against a fem duo of vocalists. Largely instrumental (vocal is without lyrics) the side has a pleasing sound. (Jarrard, ASCAP)

★★ Lolita—A Latin instrumental with a one-fingered piano solo carrying the lead much of the way. Fiddles back the soloist. Pleasant, danceable wax. (Jarrard, ASCAP)

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The Billboard HOT R & B SIDES

FOR WEEK ENDING DECEMBER 6

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	5	8	7	THE CLOUDS, Spacemen, Alton 254	6
2	3	4	1	SO MANY WAYS, Brook Benton, Mercury 71512	8
3	16	—	—	TALK THAT TALK, Jackie Wilson, Brunswick 55165	2
4	6	2	2	DANCE WITH ME, Drifters, Atlantic 2035	6
5	8	14	25	BE MY GUEST, Fats Domino, Imperial 5629	4
6	2	9	—	COME INTO MY HEART, Lloyd Price, ABC-Paramount 10062	3
7	4	3	4	MR. BLUE, Fleetwoods, Dolton 5	8
8	1	1	3	DON'T YOU KNOW, Della Reese RCA Victor 7591	9
9	13	7	6	ALWAYS Sammy Turner, Big Top 3029	5
10	14	20	15	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	5
11	24	11	8	SMOOTH OPERATOR, Sarah Vaughan, Mercury 71519	4
12	21	—	—	SMOKIE, Bill Black Combo, Hi 2018	2
13	7	13	—	IN THE MOOD, Ernie Fields, Rendezvous 110	3
14	25	—	10	MISTY, Johnny Mathis, Columbia 41483	4
15	10	6	11	MACK THE KNIFE, Bobby Darin, Atco 6147	12
16	9	5	9	I DON'T KNOW, Ruth Brown, Atlantic 2035	8
17	18	12	20	(IF YOU CRY) TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040	8
18	28	—	30	UNFORGETTABLE, Dinah Washington, Mercury 71508	4
19	11	16	—	I'M MOVIN' ON, Ray Charles, Atlantic 2043	3
20	27	23	12	SAY MAN, Bo Diddley, Checker 931	13
21	17	18	—	REVEILLE ROCK, Hurricanes, Warwick 513	3
22	—	—	—	I CRIED LIKE A BABY, Nappy Brown, Savoy 1575	1
23	—	—	—	LOVE POTION #9, Clovers, United Artists 180	1
24	12	15	—	PRIMROSE LANE, Jerry Wallace, Challenge 59047	6
25	15	18	—	LET THEM TALK, Little Willie John, King 5274	3
26	19	22	18	DANNY BOY, Conway Twitty, M-G-M 12826	5
27	—	—	—	UHI OHI, Nutty Squirrels, Hanover 4540	1
28	—	—	—	FANNIE MAE, Buster Brown, Fire 1008	1
29	—	—	—	I'VE BEEN AROUND, Fats Domino, Imperial 5629	1
30	—	26	—	WON'TCHA COME HOME, Lloyd Price, ABC-Paramount 10062	2

BILL WALTERS

★★★ Never Gonna See You Again—JARO 77013—Attractive ballad is sold with feeling by the warbler in a style somewhat on the Sinatra kick. Good side. (Vance, BMI)

★★ Honey Lips—Bill Walters comes thru with a good reading of a swinging rocker on this driving side. (Vance, BMI)

BOB SCOTT

★★★ Rita—MILO 102—This is largely a guitar instrumental except for some suggestive squeals heard intermittently from a chick who must be Rita. Interesting from a novelty angle. (Queen, BMI)

★ Rockin' Guitar—An echoey guitar solo, backed by an organ. Little to offer. (Queen, BMI)

LINDA LAURIE

★★★ All Winter Long—ANDIE 5015—The lad is going back to school, and the chick will think about him—at home. The tribulations of academic love, as it were. A smart vocal. (Sea-Lark, BMI)

★ Stay With Me—A ballad with a folk sound in the melody rather than in the lyric. (Woodstock, BMI)

BOBBY PARKER

★★★ Stop By My House—AMANDA 1001—Parker shouts a good, gospel-flavored tune, with a church type vocal background. It's got that pulsing, wild sound of the revival meeting. Artist has a good touch. (Claiborne, BMI)

★ Foolish Love—An okay ballad by Parker but the flip side has all the interest. (Vernath, ASCAP)

★★
**MODERATE SALES
POTENTIAL**

THE ISLEY BROTHERS

★★★ Rockin' McDonald—MARK-X 8000—This is a re-issue of a record waxed by the boys before they went to Victor. (Real Gone, BMI)

★★ The Drag—On this side the boys turn in a rockin' instrumental that moves. (Real Gone, BMI)

BOBBY EDGE

★★ Gambler's Guitar—B & F 1330—His guitar has been with him all the time, and it could tell a few tales about his amours. Not too convincing a side. (Frederick, BMI)

★★ If I Could Have You Back Again—A Latin slanted rockballad with an okay performance by Edge. (Brandon, ASCAP)

JOHN McFARLAND SEXTET

★★ Forbidden—UNITED ARTISTS 189—Exotic island-styled theme is wrapped up in jazz-flavored instrumental treatment. (Omell-United Artists, ASCAP)

★★ The Chimp and the Bumble Bee—Elaborate jungle sound effects are highlighted on an okay novelty instrumental theme. Both sides are from an LP. (Omell-United Artists, ASCAP)

THE ROYAL JACKS

★★ Night After Night—STUDIO 9903—Lead warbler and group wall with heart on feelingful rockballad. (Marble-Swarthmore, ASCAP)

★★ Who What Where When and Why—Personable chanting by group on okay rhythm-rocker. (Delstone, BMI)

TOMMY DOWLING

★★ Love—FELSTED 8595—Pop treatment of Puccini theme is handed romantic warbling stint by Dowling and chorus. (Parakeet, ASCAP)

★★ There But for the Grace of God Go I—Inspirational theme is wrapped up in reverent vocal by Dowling and chorus. (Parakeet, ASCAP)

BILL DURKIN

★★ Till There Was You—IN VICTA 101—Durkin, who possesses a legit-styled voice, handles this pretty tune from "The Music Man" with feeling, over listenable ork backing. (Frank, ASCAP)

★★ God's Christmas—New Christmas song is sung with the proper reverence by the chanter, backed simply by the ork and chorus. (Mo, ASCAP)

THE CHIPPENDALES

★★ Drip Drop—ANDIE 5013—Typically teen-slanted lyric chanted well. Arrangement has triplet figure and marked beat. (Varona, ASCAP)

★★ What a Night—Relaxed chanting of a lyric which has a touch of folk flavor. (Varona, ASCAP)

DANNY LESLIE

★★★ Glorianna—MARLBORO 1001—Leslie sings out—a la Paul Anka—with heart on up-tempo r.&r. item with effective wailing chorus on backing. (Marlboro, ASCAP)

★★ If—The moving oldie is sung with emotional impact by Leslie and chorus. (Shapiro-Bernstein, ASCAP)

K-DOE

★★ There's a Will There's a Way—MINIT 605—K-Doe sells this rockballad with feeling over an arrangement that gets in his way. (Minit, BMI)

★★ Make You Love Me—He wants his gal to come back home and he's going to do anything he can to make her return. A spirited performance. (Minit, BMI)

KEN GRIFFIN

★★ Whistler's Jingle—COLUMBIA 41526—High-pitched organ solo work simulating whistling is featured on catchy theme. Attractive deejay and juke side. (Windy City, ASCAP)

★★ (I'm Always Hearing) Wedding Bells—Lyrical organ solo treatment of wistful theme. Pleasant jockey and juke wax. (Mel-lin, BMI)

WILLIE HINES

★★ Gettin' Married—DEMON 1521—Everybody's gettin' married except me, chants Hines in this blues-based tune. It has a persistent rhythm. Fem group fills in spots. (Fairlane, ASCAP)

★★ Young Boy—A medium beater about a young cat who's yearning to live. Okay wax. (Fairlane, ASCAP)

PETE BENNETT

★★ Bunny Hop—CUPID 1212—The familiar teen dance is done in convincing style by Bennett and his Ivy Leaguers. Group of chicks handle the vocal. Danceable. (Moonlight-Line, BMI)

★★ Tarantella Rock—The vocalists work here without lyrics along with the band on a jump effort. Also a danceable side. (P. D.)

BOBBY D'FANO

★★ Dimples—STAR SATELLITE 1013—A pleasant melody, with relaxed instrumental accompaniment; a chorus is effectively used behind the vocal. (Van Star, BMI)

★★ A Change in Me—This side is material, with smartly turned phrasing in the lyric. The vocal is well done; also the material is above the pop-teen groove. (Chord, ASCAP)

STU LANE

★★ Do You Know Where God Lives—ALPINE 54—A happy, upbeat spiritual type song. The side rocks in good style. (Towne, ASCAP)

★★ Too Young to Be True—Lane has a pleasant, straight crooning style on this pretty ballad. Strings back him in the effort. (Robbins, ASCAP)

YOUNG JESSE

★★ Lula Belle—CAPITOL 4318—A rockarumba is handled in good style by Young Jesse. Interesting Latin percussion backing. The cat sings with much gusto and spirit here. (Beechwood, BMI)

★★ The Wrong Door—A jazz-based side, with Jesse chanting something in the Joe Williams style. Combo backing has strong jazz overtones. Good dance side for the kids. (Leeway, ASCAP)

DICK WILSON

★★ Merry Xmas—SILVER LEAF 101—Wilson sings in attractive style in the fox-trot rhythm holiday tune. Fem chorus is heard with an assist. (Stude-Sani, BMI)

★★ I Miss All the Songs—An old time type tune. He misses all the old time tunes that the gang used to sing. Not for this market. (Sani, BMI)

SHANE HUNTER

★★ I'm So Helpless—IPS 101—A slow, clink-clink-clink ballad sung with sincerity by Hunter. (Popular, ASCAP)

★ Follow Me—Fair vocal effort by Hunter but the side has an unimaginable arrangement. (Popular, ASCAP)

THE DEE CALS

★★ Stars in the Blue What Should I Do—CO ED 1960—The Dee Cals sell a ballad with some style here. The lead does his job with feeling. (Sorority-Fraternity, BMI)

★ A Wonderful Day—Rocker is sung with spirit by the boys. (Sorority-Fraternity, BMI)

(Continued on page 56)

LET THEM TALK

Little Willie John
King 5274

**GOOD GOOD
LOVIN'**

JAMES BROWN
and the Famous Flames
FEDERAL 12361

GOOFY ORGAN

BILL DOGGETT
King 5281

**I SAID I WOULDN'T
BEG YOU**

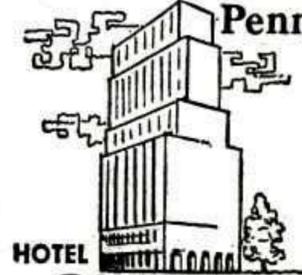
b/w
LOOK AT LITTLE SISTER
HANK BALLARD and
THE MIDNIGHTERS
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"I CRIED LIKE
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★ ★ MODERATE SALES POTENTIAL

• Continued from page 55

REX & HERB

★ ★ Mama May I — JANET 202 — Okay country tune is wrapped up in pleasant blend work by duo. Dual market disk. (Janet, BMI)

★ Come Back Big Bertha — Bouncy rockabilly ditty is handed lively reading by team. (Janet, BMI)

LYNN & LINDA

★ ★ Agob Bagaby — ROULETTE 4215 — The fem duo offer a medium beater employing a sort of pig Latin in spots. Moderate appeal. (Lear, ASCAP)

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"WHAT'S HAPPENING"

WADE FLEMONS
veejay 335

★ Angel Pennies — The youngsters tell a story about getting pennies for being good. Slim prospects. (Wanessa, BMI)

JIM BURCHELL

★ ★ Darlene — EMC 968 — The Canadian singer handles this semi-rocker pleasantly helped by a fem vocal group. (Evans, CAPAC)

★ Let's Take a Trip to Paradise — Burchell tries hard on this slight novelty. (Evans, CAPAC)

BETTY McLAURIN

★ ★ The Masquerade Is Over — O GEE 100 — An unusual side, apart from the commercial groove. A horn behind the chanteuse does some interesting jazz improvisations with the oldies. (DeSylva, Brown & Henderson, ASCAP)

★ Goodbye My Love — Another with a non-commercial arrangement behind the vocal. (Herbert, ASCAP)

CLENT GANT

★ ★ Storms End — CHANSON 1000 — Gant chants a minor key song in slow pulsing tempo. The song is unconvincing. With the right songs, the artist might make a noise. (Czar, BMI)

★ Certainly — Gant sings a medium rhythm tune with a monotonous lyric that doesn't go anywhere. Artist deserves better material. (Czar, BMI)

Christmas

★ ★ ★ ★

THE FRANCERS

★ ★ ★ ★ Rudolph the Red-Nosed Reindeer — GUARANTEED 204 — Santa is making preparations for his yearly visit and the other reindeer voice their slight disapproval of the "most famous reindeer of all." Cute side that can make a noise. (St. Nicholas, ASCAP)

★ ★ ★ ★ Short Shortain' — Rocker treatment of the "Shortnin' Bread" theme. The group gives a fairly wild reading over peppy ork backing. Also a spinnable item. (Jones, BMI)

GRAHAM DONALD

★ ★ ★ ★ And It Ain't Paid For Yet — Warner Bros. 5131 — Donald sounds somewhat like the old Philosopher on this side. Over a warm chorus rendition he takes a

more doleful and commercial approach to the Christmas season. It has its amusing moments. (Witmark, ASCAP)

★ ★ ★ ★ I Saw Mommy Kissing Santa Claus — Over a straight-forward reading of the oldie, various voices offer asides. Also a good novelty Christmas tune that should come in for spins and coin. (Harman, ASCAP)

EARL GRANT

★ ★ ★ ★ Christmas Card — DECCA 31022 — Lovely Christmas melody is sung nicely by Grant over a light complementary arrangement. It's one of the prettier, new Christmas melodies, and it can create interest. (Criterion, ASCAP)

★ ★ ★ Swingin' Christmas — Grant is featured on organ and vocal on this moderate-beat, jazz-type Christmas tune. Flip appears the stronger effort. (Criterion, ASCAP)

★ ★ ★

THE SKUNKS

★ ★ ★ Smitty's Toy Piano — ARVEE 585 — Interesting sound by toy piano solo seg is spotlighted on this catchy instrumental side with solid beat. Nice jockey side. (Arvee-House of Fior, BMI)

★ ★ ★ Smitty's Xmas Toy Piano — Here's another electronic-voiced animal group with slightly hip phrasing piping away with Rene Hall on bouncy holiday item. Theme is same as flip. (Arvee-House of Fior, BMI)

STAN ZABKA ORK

★ ★ ★ Chimes (It's Christmas Time) — PALLADIUM 605 — Pretty piping by chorus on medley of familiar Christmas tunes — "Silent Night," etc., with melodic central theme on backing. Nice yule programming in traditional groove. (Broude, ASCAP)

★ ★ ★ Chimes (Theme) — Lyrical central theme of flip is wrapped up in pleasant instrumental treatment. (Broude, ASCAP)

THE LENNON SISTERS

★ ★ ★ Christmas Moon — DOT 16017 — Pretty piping by the sisters of Lawrence Welk fame on attractive yule ballad. (Vernon, ASCAP)

★ ★ ★ Peppy the Peppermint Bear — Pert novelty is sung with verve and charm by girls. The Lenons are scheduled to guest on big Christmas TV spec which should help sales. (Von Tilzer, ASCAP)

DOROTHY OLSEN

★ ★ ★ Christmas Spirit — RCA VICTOR 7654 — Pretty tune, penned by Allen-Stillman for a forthcoming TV spectacular of the same name, is sung sweetly by the thrush. Could get spins. (Korwin, ASCAP)

★ ★ ★ Little Donkey — Muchly recorded tune is sung with warmth by the chanteuse over a smooth backing. (Chappell, ASCAP)

JIMMY WAKELY

★ ★ ★ Swingin' Jingle Bells — SHASTA 124 — Warm rendition by Wakely of the traditional yule song dressed up with a swingy beat and new lyrics. Spinnable seasonal wax. (Riverside, ASCAP)

★ ★ ★ Silver Bells — Pretty holiday ballad is sung with feeling and sentiment by Wakely and chorus. (Paramount, ASCAP)

JIMMY ALLEN & TOMMY BARTELLA

★ ★ ★ When Santa Comes Over the Brooklyn Bridge — AL-BRITE 1300 — Allen and Bartella bow on the new label with an acceptable reading of a rocking novelty about Santa coming to Brooklyn. Cute holiday wax. (Sani, BMI)

★ ★ What Would You Like to Have for Christmas — A voice a lot like that of one of the Chipmunks asks the boys what they would like to have for Christmas on this new dinking. Pleasant song, but flip has the edge. (Mingo-Sani, BMI)

★ ★

JANICE DAWN

★ ★ Christmas Angel — BROOKE 108 — Miss Dawn sings in country style about the events in Bethlehem. A little tot comes in to take a chorus in the middle. Country-sacred harmonies are featured. (Jan Pat, BMI)

★ ★ Shine Every Day — A fast waltz rhythm tune by Miss Dawn singing in dual track style. The little tot is heard again in the second chorus. (Jan Pat, BMI)

Country & Western

★ ★ ★ ★

MEL TILLIS & BILL PHILLIPS

★ ★ ★ TBI I Get Enough of These Blues — COLUMBIA 41530 — Plaintive reading by duo on an appealing blues-styled item with pop appeal. (Cedarwood, BMI)

★ ★ ★ Georgia Town Blues — Warmly folksy wailing by boys on a strong country blues with good lyric. (Cedarwood, BMI)

ROY DRUSKY

★ ★ ★ ★ Another — DECCA 31024 — Roy Drusky sells this country weeper with much feeling while a vocal group lends strong backing. A very good side. (Moss Rose, BMI)

★ ★ ★ The Same Corner — Mighty listenable reading of a bright, but sad, tale about a love that is over. Two strong sides by the country chanter. (Moss Rose, BMI)

MAC WISEMAN

★ ★ ★ The Preacher and the Bear — DOT 16008 — This is the traditional "Preacher and the Bear" updated a bit by Wiseman to fit the current beat, and it comes out as a bright hunk of material. Could get spins and juke loot. (Wise-O-Man, BMI)

★ ★ ★ When It's Lamp Lightin' Time in the Valley — This folk item, taken from the chanter's album, "Great Folk Ballads," is handed a straightforward reading by the country artist. May get spins on traditional country shows. (Shapiro-Bernstein, ASCAP)

COWBOY COPAS

★ ★ ★ Mom and Dad's Affair — STAR-DAY 476 — A weeper of powerful proportions. Guaranteed to open the tear ducts. A.&r. man Don Pierce is to be congratulated on turning out this fine side. (Starday, BMI)

★ ★ ★ Black Cloud Risin' — Copas does a stirring reading of this Bible-oriented song. There's a honky tonk piano and a chorus of voices. Discerning listeners will appreciate this one. (Cedarwood, BMI)

★ ★ ★

BILL CLIFTON

★ ★ ★ When Autumn Leaves Begin to Fall — STAR-DAY 474 — A true weeper, wherein mother is asked for forgiveness. Lyric relates a sad story, to typical string and fiddle accompaniment. Authentic style. (Starday, BMI)

★ ★ Walking in My Sleep — Uptempo side, with terrific pickin', singing and fiddling. They don't hardly make sides like this no more. (Starday, BMI)

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Reviews and Ratings of New Albums

Continued from page 43

GOOD SALES POTENTIAL

MUSIC TO READ LADY

CHATTERLEY'S BY Richard Shores Ork. Mercury 20501—The most commercial thing about this package is its title, designed to cash in on controversy over recent publishing in the U. S. of the previously banned novel. Contents spotlight lushly orchestrated instrumental treatments of dramatic original themes tagged "Love," "Hate," "Passion," "Fear," "Frustration," etc.

DANCING BY THE FIRELIGHT

Kelth Textor Singers. Warner Bros. WS 1345 (Stereo & Monaural)—Here's a dreamy, romantic package of late evening mood songs. A male chorus works with a single girl, who sometimes blends with them, sometimes is heard alone or with the orchestra. The effect is one of pleasant nostalgia. Selections include, "I Only Have Eyes for You," "Moonlight Cocktail," "The Nearness of You," etc.

SHOW STOPPERS

Frankie Carle. RCA Victor LSP 1963 (Stereo & Monaural)—Veteran ork leader Carle contributes his usual attractive piano solo technique to a group of show tune medleys, spotlighting 30 songs in all—from "Carousel," "Show Boat," "South Pacific," "King and I," "Oklahoma!" and others. Nice gentle deejay wax and dance music.

THE SWINGING '59

Henri Rene. Imperial LP 9096—Imaginative orchestral interpretations of a dozen hit singles of 1959. Henri Rene lends his distinctive touch to such diverse numbers as "Battle Hymn of the Republic," "Mack the Knife," "The Three Bells" and "Morgen." The result will pick up the ears of many who may not have cared for these same works in the singles versions. Aimed at the pop-oriented adult market.

ON THE BEAT

OUTSTANDING THEMES OF THE MOTION PICTURE
Hollywood Studio Symphony Ork. United

Artists UAS 6061 (Stereo & Monaural)—Mitchell Powell and the Hollywood Studio Symphony Orchestra wrap up the score of the new movie "On the Beach" in a suite in six movements based on the Australian folk song "Waltzing Matilda." His style is lushly melodic and dramatic. Flip features rich, symphonic styled instrumental treatments of other movie themes from "The Vikings," "The Horse Soldiers," "I Want to Live," etc.

LAWRENCE WELK PRESENTS THE GREAT OVERTURES IN DANCE TIME

Dot DLP 3247—The maestro adapts some of the famous overtures—"Poet and Peasant," "Overture 1812," "Light Cavalry," "William Tell" and others to the framework of the dance band. The result is a lusty series of outings with emphasis in many cases focussing on the massed horn sound. In addition, the full band is heard in a program which is certainly listenable and sometimes danceable.

SONGS OF THE ISLANDS

Lawrence Welk. Dot DLP 3251—Buddy Merrill, Lawrence Welk's featured guitarist, takes over the spotlight on steel guitar on this expression of appealing, often memorable tunes, associated with the Island State. "Hawaiian Wedding Song," "Blue Hawaii," "On the Beach at Waikiki" and "Little Brown Gal," are all performed in listenable fashion by the talented Merrill with rhythm support.

LAWRENCE WELK PRESENTS GREAT AMERICAN COMPOSERS

Bob Ballard. Dot DLP 3238—Merchandise with strong appeal to a number of classes of listeners. Maestro Welk takes great classics like "The Man I Love" (Gershwin), "Body and Soul" (Johnny Green) and "Where or When" (Richard Rodgers) and sets them off in the pretty arrangement style of Bob Ballard—and presto there's another salable Welk set. Easy listening product that should sell since it's Lawrence Welk, not because it's particularly

well-packaged, because it isn't. Cover is singularly uninspiring.

STRICTLY INSTRUMENTAL

Bill Haley & His Comets. Decca DL 8964—This Haley package features guitar, sax, bass and drums. Like others of Haley's recent product, it offers more than strictly rock and roll material and presents the artist in a broader, more mature vein. Included are "Joey's Song," "Mack the Knife," "Skokiaan," etc.

I WANT TO BE HAPPY

Tutti Camarata Ork. Everest LPBR 5062—This new set contains songs by the late Vincent Youmans, performed prettily by the Tutti Camarata Ork. Tunes include the title song and other great Youmans' hits such as "Great Day," "More Than You Know," "The Carioca" and "Rise 'N' Shine."

GLORIA LYNNE: LONELY AND SENTIMENTAL

Everest SDBR 1063. (Stereo & Monaural)—This new album with thrush Gloria Lynne shows off the thrush in a collection of ballads arranged and orchestrated by Melba Liston. The thrush again shows off her mellow style, tho there are evidences of over-reaching herself on some of the tunes. Selections include "Am I Blue," "For All We Know," "Little Girl Blue," "Tis Autumn" and "Hands Across the Table." Arrangements are smooth.

FLYING HIGH

Wild Bill Davis. Everest LPBR 5052—Davis has a set that can appeal to pop and jazz buyers. It's both an easy-listening and danceable package. He is featured with rhythm and tenor sax support on a flock of standards that include "But Not for Me," "Love Bottom," an original and "The Nearness of You." Fine sound.

JAZZ

WILDEST GUITAR

Mickey Baker. Atlantic 8035—Mickey Baker is well-known to singles buyers as half of the team of Mickey and Kitty, and formerly of Mickey and Sylvia. His electric guitar is given full reign in his first solo album. The beat varies, sometimes driving and sometimes sensuous, with Mickey's guitar work effective on both types. Four compositions are originals and enable him to flash some virtuoso calisthenics, along with zingy renditions of such standards as "Old Devil Moon," "Autumn Leaves," "Chloe" and "Gloomy Sunday."

THAT'S A PLENTY

Wilbur de Paris. Atlantic 1318—A startling tongue-in-cheek cover makes this package a rather controversial display item. Wilbur de Paris and some excellent jazz men offer his usual fine Dixieland on this LP, featuring bright, bouncy versions of "Waiting for the Robert E. Lee," and "That's A Plenty," and an effective treatment of "Mack the Knife"

A LITTLE BIT OF STITT

Sonny Stitt. Roost LP 2235—Sonny Stitt gives extended demonstrations here on both alto and tenor. In some cases the interpretations are almost of a straight pop character, while in other areas he loosens up and swings gingerly with some healthy improvisations. In most cases, the tunes are standards—"Slow Boat to China," "For All We Know," "Laura," etc., but "J. B. Blues," and "After the Late Late Show," a couple of Stitt originals, also provide good listening.

THE LITTLE GIANT

Johnny Griffin. Riverside 304—Johnny Griffin's strong blowing has won him a sizable following. In this set, his tenor sax leads a sextet in efforts which are also dexterous and imaginative. Griffin seems to have grown quite as effective on cerebral and emotional numbers such as the minor-key "Lonely One" heard here, as on the swift-moving high-voltage type of jazz. Fortunately, this new album provides both types of music, so he has a field day.

AROUND MIDNIGHT

Cootie Williams and Wini Brown. Jaro JAM 5001—The combo here consists of a rhythm section plus Dick Harris on trombone, G. Clarke on assorted reeds and Cootie Williams himself on trumpet. The band swings and so does Wini Brown who has a mellow and exciting sense of communication. Cootie Williams joins her in several duets and he is heard on a couple of solo vocal spots. He might well confine himself to the horn however, as his vocal work is less effective. In all, however, the set's advantages outweigh this one drawback.

GO . . .

Paul Chambers. Vee Jay LP 1014—A swinging, driving set with bassist Paul Chambers turning in some virtuoso work on both a plucking and bowing kick. "Cannonball" Adderly naturally comes in for much of the highlight solo work and he adds much power to the set. Philly Joe Jones, tho billed as the lead drummer, appears on only band one, "Awful Mean," with Jimmy Cobb taking over on the other five bands. Also heard are Wynton Kelly on piano and Freddie Hubbard on spot trumpet work. Good cover idea has a green traffic light conveying the "go" idea.

THE SOUND OF MUSIC

Mannie Klein. Imperial LP 9094. (Stereo & Monaural)—Mannie Klein and a group

of West Coast jazzmen, including Bobby Hammack, Ronnie Lang, Al Hendrickson and Morry Cobb, play selections from the smash Rodgers and Hammerstein musical with taste and imagination that should make this a salable album. It's the first jazz set from "Music" Tunes include "Do-Re-Mi," "My Favorite Things," "Climb Every Mountain" and the title tune. Package can collect loot.

CLASSICAL

PROKOFIEV: SINFONIA CONCERTANTE FOR CELLO & ORCH.

Mstislav Rostropovich, cellist SHOTAKOVICH: CONCERTINO FOR TWO PIANOS
Maxim & Dmitri Shostakovich, pianists Leningrad Philharmonic Ork. (Sanderling) Monitor MC 2040—There are few recordings of the Prokofiev compositions and none of the lovely Shostakovich Concertina. This performance of both with such talent as cellist, Mstislav Rostropovich, who worked closely with Prokofiev, and the duo-piano team of the great composer Shostakovich himself playing with his son Maxim, is enough to be a sales item. In addition, both are fine performances.

TCHAIKOVSKY: MANFRED

The London Symphony Ork. (Goossens). Everest LPBR 6035—The lyrical tone poem, actually composed in symphonic form, is given a sensitive reading by the London orchestra. Goossens draws a moving performance of the work. The programmatic selection is based on Byron's romantic poem. It has not been over-recorded, and this fine treatment should find easy sales, if exposed.

MOZART: DON GIOVANNI

(3-12") Soloists, Berlin Radio Symphony Ork. (Fricsay). Deutsche Grammophon DGSO 7302 (Stereo & Monaural)—This brilliant new set is an experience to hear. Sterling performances by such standout artists as Maria Stader, Irmgard Seefried, Dietrich Fischer-Dieskau, Sena Jurinac and Ernst Haefliger among others, make the set like an all-star package of talent. Beyond this the recording is beautifully carried off with the noted maestro Ferenc Fricsay at the helm. Competition is tight when it comes to complete "Giovanni" interpretations but even with more competitors, this could be expected to do solid, long-pull business. Handsome packaging includes 36-page script (German-English) and program notes.

CHOPIN MAZURKAS

(3-12") Nikita Magaloff. London CSA 2303. (Stereo & Monaural)—This body of Chopin's work is not as well known as the various nocturnes, preludes, etc., but in inspiration and charm it embodies much of the spirit of Chopin and of Poland. Magaloff executes the pieces with grace and romantic lyricism, which is what a Chopin interpreter must have. In short, this is an excellent set for admirers of the piano literature.

STRAUSS: DER ROSENKAVALLIER

Soloists, Saxon State Ork. (Bohm). Deutsche Grammophon DGMR 301—An excellent performance of the Strauss opera with Irmgard Seefried, Marianne Scheck, Rita Streich, Dietrich Fisher Disckoa and Kurt Bohme in leading roles. Orchestra conducted by Karl Bohm. Album is beautifully packaged in lavender and black and contains complete liner notes by Alec Robertson and a fine libretto by John Gutman. It should give the few other entries on this program some good competition. An excellent gift item, if given proper promotion.

CHRISTMAS

TEN TUNES OF CHRISTMAS

Ruth Lyons. Candee 50-50—Group of Christmas tunes, all written by Ruth Lyons for her WLW-TV (Cincinnati) program. Backed by Cliff Lash's ork, the cast of the TV program offer such tunes as "Hey Nonny, Nonny," "Have a Merry, Merry Merry Christmas," and "Christmas Is Getting Mighty Close." Good family Christmas fare

LOW PRICE CHRISTMAS

THAT HAPPY CHRISTMAS FEELING

The Organ Ork. RCA Camden CAL 542—A pleasant holiday program performed by an electric organ and a small ork. Tunes offered are taken from the repertoire of pop type Christmas hits of other years, including "The Christmas Song," "I'll Be Home for Christmas," "Jingle Bells," and "White Christmas." Salable cover shows a group of kiddies around the tree. Good buy for holiday backgrounds.

A VARIETY OF CHRISTMAS SONGS

Ernie Berger. Organ. Audio Lab 1554—Pleasant performances on Christmas carols played by Ernie Berger on organ and chimes. Tunes include "Hark the Herald

Angels Sing," "Silent Night," "The First Noel," and "Jingle Bells."

FOLK

AN EVENING WITH THE RUSSIAN GYPSIES

Nadezhda Oboukhova, Contralto; Peter Leshtchenko Ork. Bruno BR 50098—This is one of the most successful of the Bruno "Around the World" series. Whether gay or heartbroken, the Russian gypsy music consists of melting tunes performed with emotion. In this collection, five are sung by Mme. Oboukhova, leading contralto of the Bolshoi Theater and a fine singer of gypsy tunes. Other works are capably rendered by a basso, two tenors and a soprano.

INTERNATIONAL

CABARETS DE PARIS

Various Artists with the Cabaret Orks. Dana DIL 8009—Various artists from Italy, Germany, France, Spain and other countries with their accompanying cabaret orks are assembled in this flavorsome set. It can have wide appeal, if exposed. Sound is good, and the fine selection of tunes both slow and up is appealing.

RELIGIOUS

GET ON BOARD WITH GEORGIA LEE

Decca DL 8945—Georgia Lee, young actress and TV starlet, shows off a good style on this collection of spirituals sung in pop style with the Ralph Carmichael Choir. Tunes include "Get on Board," "Rocka My Soul," "Yes God Is Real," "Peace in the Valley."

MODERATE SALES POTENTIAL

JAZZ

SPIRITUALS AND BLUES

Doc Evans Jazz Band. Audiophile APS 5963. (Stereo & Monaural)—Another in a continuing series of album releases by the Evans band, a New Orleans group with authentic instrumentation of cornet, clarinet, trombone, banjo, tuba, piano and drums. Recording quality is good on the tunes which include "Just a Closer Walk," "Joe Turner Blues," "How Long Blues," and others. Packaging could have been better. Moderate prospects.

SPOKEN WORD

BRENDAN BEHAN SINGS IRISH FOLKSONGS AND BALLADS

Spoken Arts 700—Brendan Behan, Irish playwright and poet, bows on wax with renditions of native folksongs and ballads interspersed with commentary that more often than not becomes unintelligible. Occasionally he does come thru with some charming bits and one or two acceptable readings of the songs.

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Willard Masterson Elected President of Fair Association

J. C. Huskisson Named Vice-President; Open Forums Featured in Programs

By CHARLIE BYRNES

CHICAGO—Willard (Bill) Masterson, manager of Wisconsin State Fair, Milwaukee, was named the 40th president of the International Association of Fairs and Expositions at its 69th annual meeting here Monday (30) thru Wednesday (2). He succeeds Maurice J. Hartnett, manager of the Calgary (Alta.) Exhibition and Stampede.

J. C. Huskisson, manager of Florida State Fair, Tampa, was named to the post of vice-president, and the veteran Frank Kingman was returned as secretary-treasurer.

Lloyd Rhoden, Tallahassee, Fla., was elected to the board of directors to replace Huskisson, and Don Swanson, Detroit, was elected a director to replace D. Robert Jones, who has left Ohio State Fair. Re-elected to the board were John W. Leahy, Danbury, Conn.; G. W. (Bill) Wynne, Memphis; Clyde E.

Byrd, Little Rock, and J. Hugh King, Yakima, Wash. Goldie Scheible, Dayton, O., new president of the Federation of State and Provincial Association of Fairs, also became a director, as did Hartnett as immediate past president.

Forums Used

The three-day session of the fair executives from all over the



Willard (Bill) Masterson, manager of Wisconsin State Fair, Milwaukee, who was named the 40th president of the International Association of Fairs and Expositions. He succeeds Maurice J. Hartnett, Calgary.

United States and Canada discussed many problems in both open forums and informal addresses.

Donald Swanson headed up the session on attractions, with Joseph Rucker Jr. moderating the discussions on commercial space. Mrs.

Moxie Mulrooney was in charge of the forum on women and Bryan P. Sandles chaired the panel on youths. Larry Fairall headed up the forum on advertising and publicity, while G. W. (Bill) Wynne took over on concessions and John Libby on operations.

Dudley T. Fortin was again in charge of grandstand shows; Clarence Lester on agriculture and E. Lee Carter on exhibits.

On Wednesday afternoon the program was devoted to more formal types of addresses. Paul Swaffer, secretary of the American Hereford Association, looked ahead and talked on livestock shows of the future, and Swanson came back to discuss paid and free gates. Earl J. Bailey described the conservation exhibits at Indiana State Fair, and J. W. (Patty) Conklin, Canadian midway biggie, looked into the future of carnivals.

The value of themes at fairs was discussed by both Jack Reynolds and A. P. Morrow, while veteran John W. Leahy described the new village at his Great Danbury State Fair. Ed Leidig told the session about the new "Farmerama" which was a popular attraction at the Great Allentown Fair.

"Community Co-Operation" and its importance to fairs was the subject treated by Hartnett and James H. Stewart, Dallas. Louis S. Merrill, Western Fairs Association, warned the fair men to keep up with the many changes taking place and described the revamping of the California Fair set-up.

Joseph T. Monsour, 1958 president of the IAFE, presided at the Past President's Club luncheon on Tuesday.

Monsour and Clifford C. Hunter, Taylorville, Ill., were named to the annual hall of fame of the association.

Ride Purchases Set Brisk Pace at Chicago Trade Show

By IRWIN KIRBY

CHICAGO—Diversion and new faces among the exhibitors were key points of the outdoor industry's annual trade show in the Hotel Sherman. Held traditionally under auspices of the National Association of Amusement Parks, Pools and Beaches, the exposition has continued to swell its available space to the point where added areas are in sight for the 1960 edition. Again, traffic and sales pointed to the huge potential of the outdoor amusement industry.

John Bowman, executive secretary, has been conferring with hotel officials with an eye to occupying a large hall directly beneath the back room of the trade show. With 100 exhibitors showing their wares, 30 more than last year, there is growing awareness of the need for new

space. The newcomers represented rides, pitching machines, tickets, posters, pool equipment, lockers,

IMCA Elects Miller Prez

CHICAGO—Virgil Miller, Kansas State Fair, Hutchinson, was elected president of the International Motor Contest Association at its annual meeting here last week. C. G. (Pete) Baker, Oklahoma State Fair, was renamed vice-president and John Libby, Minnesota State Fair, secretary.

In addition to Miller and Baker, the board includes Douglas Baldwin, Lloyd Cunningham, Joe Monsour, Ed Schultz and Richard McIntosh.

Bob Plarr Elected NAAPPB President At Chicago Meeting

Singhiser, Canfield, Staton Named; Vote 6 New Directors Into Office

CHICAGO—Robert L. Plarr, of Dorney Park, Allentown, Pa., was elected president of the National Association of Amusement Parks, Pools and Beaches at the association's annual convention here.

The veteran park operator was named to the top post Tuesday (1) by the NAAPPB board of directors, who also named these addi-



ROBERT L. PLARR

tional new officers:

J. R. Singhiser, Fontaine Ferry Park, Louisville, first vice-president.

Laurence Canfield, Santa Cruz Seaside Company, Santa Cruz, Calif., second vice-president.

Marvin Staton, Springlake Amusement Park, Oklahoma City, third vice-president.

John S. Bowman, Chicago, executive secretary, and A. L. Filigrasso, Chicago, treasurer. The latter two were re-elected.

Plarr succeeds William Muar, of Roseland Park, Canandaigua,

N. Y., as president. The newly elected president was first vice-president last year and served as banquet and entertainment chairman for the convention.

In his President's Address, Muar said he believed this was NAAPPB's biggest and best convention. He noted that establishment of the housing bureau for the convention had eased confusion about hotel reservations this year. Muar outlined the trips he made to visit numerous member parks, a conference at Disneyland and the part played by Harry Batt, of New Orleans, in Washington on behalf of the NAAPPB. He also commended the extensive efforts this

(Continued on page 60)

Coleman Named Manager of Atlanta Fair

ATLANTA—Maurice Coleman, longtime staffer of the Southeastern Fair here, has been named acting manager of the event. He succeeds E. Lee Carteron, who resigned from the post shortly after the 1960 run.

Coleman has for a number of years handled the sale of exhibit space at the fair and also served as advertising manager.

IAFE STUDIES NEW LOCATION FOR '60 MEET

CHICAGO — The International Association of Fairs and Expositions again will study changing the location of its convention for 1960, it was announced at a board of directors' meeting here last week. Last year the same problem was discussed at a Tampa conclave.

A committee was named to study the situation and report to the board's February 7 meeting in Tampa. The committee included Don Swanson, Michigan State Fair; Maurice Fager, Mid-America Fair, and J. W. Wynne, Mid-South Fair.

The Tampa meeting is tentatively set for the Tampa Terrace Hotel at noon on February 7. J. C. Huskisson, manager of Florida State Fair, Tampa, and new IAFE vice-president, will make arrangements.

A committee was also named to study the financial structure of the association and present its report at Tampa.

44 Attend Jester Fete

CHICAGO — Officials and outdoor show members of the Royal Order of Jester Courts held a breakfast and pow-wow here Monday (30) with 24 courts represented and 44 members on hand.

Art Briese chaired the event, assisted by Mickey Blue and Max Cohen. Also on hand were Charles Franklyn, St. Louis, past imperial director; Howard Milligan, Pittsburg, Kan., royal impresario; Selman Schulz, director of the

(Continued on page 69)

IAFE 'OSCARS' JOE MONSOUR, CLIFF HUNTER

CHICAGO — Joseph Monsour, secretary-manager of Louisiana State Fair, Shreveport, and Clifford C. Hunter, veteran Illinois fair executive, last week were named to the Hall of Fame of the International Association of Fairs and Expositions.

Monsour, who has been with the Shreveport fair for many years, first as assistant manager and later as manager, is a past-president of the IAFE, having served in the top spot during 1958.

Hunter is the veteran secretary of the Illinois Association of Agricultural Fairs, former secretary of the Taylorville (Ill.) Fair, and is an assistant to Stillman Stanard, Illinois secretary of agriculture. Hunter is a past president of the Federation of State and Provincial Association of Fairs, having held that position for two years, 1958-'59.



Scarlett Cornwell, Miss Arkansas Fair Queen, was crowned Queen of Queens in the second annual contest conducted in Chicago last week by the International Association of Fairs and Expositions. Miss Cornwell is 16, a senior at Dardanelle (Ark.) High School and took the crown in competition with six other State queens. She is a national baton twirling champion and was named the most beautiful baton twirler in another national contest. Miss Cornwell was named to represent her State at finals held at Arkansas Livestock Exposition, Little Rock.

Many Fairs Leave Chicago Sans Grandstand Commitm'ts

By HERB DOTTE

CHICAGO — More grandstand attraction-seeking fairs left the annual convention of the International Association of Fairs and Expositions, which ended here Wednesday (2), without firm commitments than ever before.

Only a few actually closed. Three which did were the Tennessee State Fair, Nashville; the Southeastern Fair, Atlanta, and the Tennessee A. and I. Fair, Knoxville, with all three signing an all Nipponese cast tentatively titled "Japanese Spectacular," represented by Jimmie Hetzer of the Huntington, W. Va., agency bearing his name.

This show, to be done in Japanese garb, will feature dancer Takeuchi Keigo and six Japanese fem dancers, has a cast of slightly over 30 and includes illusionists, acrobats and jugglers. Keigo and four gal dancers made a belated entrance at the convention, and their colorful kimonos and coiffures, created something of a sensation while seated at Hetzer's table during the banquet and ball of the Showmen's League of America. Three firm fair contracts followed swiftly and Hetzer said he was confident on the basis of interest shown by other fairs that the show will go out with a route of 14 fairs.

GAC-Hamid Wins A

The biggest attraction package sale was a revue plus acts to the Western Canadian A Fair circuit. Winner of the five-fair pact was the GAC-Hamid office with Stu McClellan, assisted by Ernie Young, making the successful pitch. Loop includes fairs at Brandon, Man., Calgary and Edmonton, Alta., and Saskatoon and Regina in Saskatchewan.

T. H. McLeod Heads Canada Racing Assn.

EDMONTON, Alta. — T. H. (Tommy) McLeod, manager of the Regina Exhibition, was named president of the Western Canada Racing Association at the recent annual meeting here. He takes over for one year, succeeding Maurice Hartnett, Calgary.

Vice-presidents are S. N. MacEachern, Saskatoon; A. J. Anderson, Edmonton, and Maurice Hartnett, all exhibition managers.

E. J. Courtney, C. W. Adams, L. E. Wilson and Elmer Bell remain on the board of directors for another term. Lou Davies continues as general manager.

Under management of the WCRA, which took over the sport in 1957, racing in Alberta and Saskatchewan has shown great strides. Last season new records in attendance and mutual handle were established at Calgary, Edmonton, Saskatoon and Regina.

POOL SESSIONS COME OFF OKAY

CHICAGO — The beach and pool division of the NAAPPB had one of its most successful meets during last week's convention. The panel discussions and open forums at morning meetings were augmented by field trips to Chicago pools. John Philipps and Vernon Platt were the chairmen.

Clyde Baldschun was given the go-ahead by the Alabama State Fair, Birmingham, to come up with Western headliners for its night show. Besides the names, the fair's night offering will have a line of dancers and acts to be provided by Barnes-Carruthers Enterprises, Chicago.

One of the fattest attraction contracts closed during the convention was to a park, Riverside Park at Agawam, Mass., with Clyde Baldschun closing with Ed Carroll, park owner-manager, to furnish a different Western TV name each of 10 Sundays beginning Easter. Baldschun worked thru Al Martin of the Boston Agency that bears his name. The contract price was reported in excess of \$30,000. The pact calls for the appearance of such headliners as Bat Masterson, Johnny Ringo, Yancy Derringer, Wyatt Earp, Kate of the Real Mc Coys, Chuck (Rifleman) Connors, Darrel (Mickey Spillane and Riverboat) McGavin.

Allen Signs

Rex Allen, on hand during the convention, was set to appear at the Central Wyoming Fair, Casper. The Gunsmoke Trio (Chester, Doc and Kitty) were booked into the

Central Wisconsin Fair, Marshfield, for two days by Mike North, who also represented Roy Rogers.

North, as Rogers' rep, was besieged by fairs eager to book Rogers, who last year added to his reputation as being the strongest box office draw the fair field has ever known. Even major fairs who had booked Rogers as recently as last year sought to contract the cowboy who is famed for his box office magic.

As he left the convention, North said a decision on which dates Rogers will play would be made by mid-January. Indications are that Rogers will accept possibly seven or eight fair engagements in the U. S. and Canada.

Of other headliners, much interest was centered upon Pat Boone, represented by GAC - Hamid. According to a spokesman for that office, Boone's acceptance of fair dates will hinge on completing his shooting schedule for motion pictures.

Interest in Ford

Much interest also was expressed in Tennessee Ernie Ford, who has been second only to Roy Rogers as a crowd-pulling headliner for ma-

(Continued on page 60)

Federation Names Goldie Scheible Prez

CHICAGO — Goldie Scheible, Dayton, O., was elected president of the Federation of State and Provincial Association of Fairs at its annual meeting here Monday (30). Miss Scheible is executive secretary of the Ohio Fair Managers' Association and secretary-manager of the Montgomery County Fair, Dayton.

She succeeds Clifford C. Hunter, veteran secretary of the Illinois Association of Agricultural Fairs, and will hold the position for two years.

Christie W. Summers, Jasper, Ala., secretary-treasurer of the Association of Alabama Fairs, was

named vice-president of the Federation. Joseph Bartlett, North Haven, Conn., of the Association of Connecticut Fairs, was re-elected secretary-treasurer.

One of the high points of the meeting this year was the judging of programs, date lists and letterheads used by the various associations. Judges were Everett Winrod, Monarch Exposition Shows, and Charlie Byrnes, The Billboard.

Winners on programs, in order, were: Tennessee Association of Fairs, Illinois Association of Agricultural Fairs, Ohio Fair Managers' Association and Canadian Association of Exhibitions. The Idaho Association of Fairs won the blue ribbon on date lists followed in order by the Association of Connecticut Fairs, Indiana Association of County and District Fairs and the Nebraska Association of Fair Managers. Letterhead awards were as follows: North Carolina Association of Agricultural Fairs, Wisconsin Association of Fairs, New York State Association of Agricultural Fair Societies and the Florida Fair Association.

Varied topics were discussed at the session of the organization which drew a good turnout. Wilbur E. Layman, Lincoln, Ill., served as moderator of a panel discussion on general points.

Museum Train Reaches Wis.

MADISON, Wis.—The four-car circus train of the Circus World Museum arrived here last week after a long trip from Ringling quarters at Sarasota. The arrival was delayed several days when the cars were sent to Madison, Ill., instead of Madison, Wis. They had left Sarasota November 18 and made a brief stop at Tampa for maintenance work. Included are eight circus wagons and four circus railroad cars, destined to be exhibited at the Baraboo museum. They will be stored for the winter and moved to the museum in the spring.

Sweden Bans Wild Animals In Circuses

STOCKHOLM — The government here has ruled out all wild animal acts in circuses and variety shows. The royal veterinary board and animal protective organizations recommended the action, stating that the animals living conditions were unsatisfactory.

Irving Garbert, president of the Swedish Circus Management Association, said "the ban is absolutely stupid and means the death of the circus in Sweden." Albin Altenburg, veteran operator who owns no wild animals, countered that "the public has lost interest in wild animals and as a result the circus has more character and variety."

Kerr Circus Opens in Okla.

HUGO, Okla.—Don E. Kerr European Circus became the sixth circus to go on tour from Hugo this year. Framed quickly at Hugo by Lee Bradley, Billy Griffin and Dick Loter, it moved out to open at Broken Bow, Okla., Saturday (21).

500-PLUS AT BANQUET

Parkmen Frolic, Get Batt Invite

CHICAGO—Parkmen and their friends turned out again in great number for the annual Chicago banquet Tuesday (1), and the atmosphere maintained the pace that has been a pattern for years. This was the 41st such event. It was again attended by good food, entertainment and cordiality.

The Hotel Sherman Ballroom held 561 party-goers. In addition to food and drink they were entertained by Lou Breeze's orchestra and a lineup of acts arranged thru a committee consisting of Eldred Stacy, of MCA; Sam Levy, Barnes-Carruthers, and Phil Consolo, United Attractions. Performing were the Lenore Sutton Dancers; Dee Woolem, "Fastest Gun Alive"; dancers Rossow and Johnston, singer Mollie Bee, and Homer and Jethro.

Long and loud applause was extended to two popular presidents, outgoing leader Bill Muar and his successor, Bob Plarr, of Dorney Park, Allentown, Pa. Plarr also was chairman in charge of planning the banquet.

Lightheartedness prevailed during a public banter between Patty Conklin and Harry Batt. Muar's remarks included an allusion to the "rumor" that Batt might invite the National Association of Amusement Parks, Pools and Beaches to his Pontchartrain Beach park in New Orleans for the 1960 summer meet. Encouraged by good-natured torment, Batt took to the microphone and made the invitation official and public. The exchange was over who could provide the better hospitality, Batt vowing to at least equal Conklin's effort of last summer in Toronto.

Both Muar and Plarr voiced well-chosen sentiments about their park functions. Introductions included outgoing officers Larry Stone and Robert Guenther, second and third vice-president respectively and incoming vice-presidents Jack Singhiser, of Fountain Ferry Park, Louisville; Laurence Canfield, of Santa Cruz (Calif.) Seaside Co., and Marvin Staton, of Springlake Park, Oklahoma City.

AREA Elects John Allen, Mulls New Plans for '60

CHICAGO—John Allen, of the Philadelphia Toboggan Company, was elected president of the American Recreational Equipment Association at the annual meeting and banquet at the Bismarck Hotel here Monday (1). Allen succeeds Lyndon Wilson, of the Allan Herschell Company, Inc., as AREA president.

Other AREA officers are Lee Sullivan Jr., Eli Bridge Company, vice-president; Ben Roodhouse, Eli Bridge Company, secretary; Fred Markey, Dodgem Corporation, treasurer, and Lyndon Wilson and John Mitchell, new members of the board of directors.

Guests were William Muar and John Bowman, NAAPPB officers. Wilson commended the NAAPPB for its improvement in trade show

operation and other aspects of the convention.

Frank Hrubetz reported on movements in Oregon to set up a system to inspect amusement rides for safety, and urged AREA and AREA members to co-operate with the plan in order to achieve a workable inspection plan. AREA decided to work with the NAAPPB safety committee in this connection.

A number of members discussed how AREA might recruit more new membership. Also mentioned was the possibility of scheduling an AREA luncheon or cocktail party on the convention Saturday next year rather than on the Monday. AREA meetings formerly were on Sundays, but have been on Mondays for the past four or five years.

MEETING CHATTER:

Baldwin Absent; SLA Honors Vets

CHICAGO—Doug Baldwin, veteran manager of Minnesota State Fair, St. Paul, missed his first convention in years. He was confined to a hospital following surgery. According to the large group that repped the fair at the meetings, he was doing fine but the MD's wanted him to rest up a few more days. With the exception of the war years, this was the first meeting Baldwin missed in many years.

A total of 13 members of the Showmen's League of America were awarded pins denoting 25 years of membership in the Chicago-based organization. Included among the recipients was Bill Carsky, outgoing president, and Paul Olson, incoming president. Others were William Claire, Max Cohen, Theo Forstall, Charles Goss, Louis Herman, Q. C., Frank Joerling, Louis (Péasy) Hoffman, Frank Malloy Knight, Edward (Ted) Debb and Ben Weiss.

Jack Reynolds, manager of the Eastern States Exposition, Springfield, Mass., proudly accepted the annual award for "superior achievement in the fair business" from Sam Guard, of the Breeders Gazette. . . . Rex Allen, who'll be the name attraction at this winter's Fort Worth Stock Show, noted that he'd be tied up with TV film commitments during most of March. Allen's starting a new series called "Mr. Cowboy" that's due for release in the fall of 1960.

Rt. Rev. Mons. L. J. Arrell, longtime friend of outdoor show business, received a high honor before he left Fargo, N. D., to officiate at the Showmen's League memorial services in Chicago. By order of the Pope he was elevated to protonotary apostolic ad instar, becoming a member of the highest college of prelates in the Roman Curia, the highest order of prelates below the bishops. Monsignor Arrell will leave for Rome to be present at the crowning of the Cardinals on December 14.

The Iowa contingent of fairmen pointed out that their State's livestock did pretty well at the International Livestock Show in Chicago. The grand champion steer, Black Jewell, was from Remsen, Ia., shown by Roy Maas, longtime 4-H exhibitor. The reserve champion, a Hereford, was shown by Sherman O. Berg, Osage, Ia., and Ronald Kersten, Woodbine, Ia., took the blue ribbon with his yearling short-horn, an animal that was grand champion of the Harrison County Fair, Missouri Valley, Ia.

An annual social exchange between Allen Williams, of the Ionia (Mich.) Free Fair, and the Cetlin & Wilson people was interrupted during the convention. Williams treated Is Cetlin and Bill Hartsman, office boss, to sumptuous food, nightclubbing and a show on Monday (30). Cetlin was set to reciprocate as usual, but Williams had to leave Chicago unexpectedly, but not before confirming C&W's return contract.

There were more New England showmen present than in several years. Included were King Reid Lefevre, Larry Carr, John Venditto, Whitey McTeague, Jeff Harris, Sonny Levin and Joe Carrolo.

Jewelry jobber Sam Pockar took off from the convention on a long-awaited California

trip. He hemmed and hawed so much back in Providence, R. I., that wife Molly wrote out a permissive statement allowing him to take the jaunt. She even got the signature of a witness, Al Ackerman, then offered 10 to one Sam wouldn't have the guts to leave. He finally talked himself into it on Tuesday (1).

This was the first time in 17 years there was no delegation from the Spartanburg (S. C.) Piedmont Interstate Fair, as president Paul Black is still recuperating after leg surgery. It turned out to be the first time in all those years that his children saw him at Thanksgiving time, as Black had habitually gone hunting and thence to Chicago.

Paul Huedepohl, veteran former NAAPPB secretary, says he saw more of this year's affair than at any time in the last 33 years. It was a new circumstance for Paul not to take an active role, and he used his time well, visiting booths, attending sessions as a spectator and cutting up jackpots with old buddies.

One of the more interesting side-lights to the convention was the large number of concession and business managers scouring the hotel, digging up connections. There was more traffic of this kind than ever before, particularly involving Eastern shows, evidence of unrest in the front-end ranks. Pre-season stories are bound to carry news of personnel changes.

The announcement that Al Dorso will have the bingo and cookhouse on Amusements of America points up the extent of his expanding operation. He will also retain bingo units on the Marks and Cetlin & Wilson shows, in addition to his cookhouse and grab stand business and ride operations with C&W.

Al Kaufman, veteran concessions op on World's Finest Shows, got his winter bankroll in a hurry at the Chicago meetings. His wife, Lee, held that one good ticket in the Showmen's League of America \$12,000 giveaway. J. P. (Jimmy) Sullivan, bossman of World's Finest, was awarded a \$500 bond as the ducat seller. Scarlett Cornwell, fair association's queen of queens, pulled the lucky ticket out of the hopper.

Darrell Hornbeck was heralding a new production this year, Sky Circus Thrills-A-Poppin', which he said is a departure in thrill attractions. He is still recuperating from the fall at the 1958 Minnesota State Fair. . . . Vic Perry, hefty, bearded pickpocket actor, was being offered at the meeting by Sam J. Levy, of the Barnes office. Vic's been absent from the outdoor scene for several years and was welcomed back by many friends. . . . Lenn Laden, producer of "Holiday Watercade," made his first meeting, bringing along Mrs. Laden and Bernie Gurtman.

Lee Moss, Hot Springs-based digger operator, and Bill Sitki were all smiles over a U. S. Supreme Court decision on the legalization of digger and other concessions. . . . Mr. and Mrs. Don Evans and William Evans of Evans United Shows were on hand and infoed that Mrs. Pearl

(Continued on page 69)

FAIRS HIT TV ON ROY ROGERS DEC. 13 SHOW

CHICAGO — Six major fairs will play an important role in the Sunday, December 13 "Chevy Show" over the NBC television network which will star Roy Rogers and Dale Evans.

Woven into the hour show will be filmed highlights of fairs played by Roy and Dale during the past season. Included will be shots from the Mid-America Fair, Topeka; Ohio State Fair, Columbus; Indiana State Fair, Indianapolis; Great Allentown (Pa.) Fair; Mid-South Fair, Memphis, and the Iowa State Fair, Des Moines.

The show will be a color-cast and will also feature Dennis Day, Jimmy Dean and Molly Bee. The show is set for 9-10 p.m. EST.

Shrine Show Sets Record At Evansville

EVANSVILLE, Ind. — The Shrine Circus here ended its four-day (26-29) run with a total attendance of about 45,000 persons, giving it a new high, it was reported. The show, in Roberts Stadium, was headed up by Bobby Diamond, who appears in the TV show, "Fury." He was booked thru Clyde Baldschun. The show was produced by Al Dobritch.

Plarr Elected

• Continued from page 58

past year by the safety and program of work committees of NAAPPB.

New Directors

NAAPPB membership at large elected six new members of the board of directors:

Joseph Fowler, Disneyland, Anaheim, Calif.; Irwin Rosenthal, Palisades (N. J.) Park; Larry Stone, Paragon Park, Nantasket, Mass.; Julian Norton, Lake Compounce, Bristol, Conn.; Carl Henninger, Kenneywood Park, Pittsburgh, and F. L. Hall, Crystal Beach, Ontario.

The directors who were elected are those put up by the nominating committee. Nominated from the floor but not elected was John Philipps, Dayton, O., pool operator. He was nominated by Vernon Platt, who leads the NAAPPB beach and pool section. The voting was on Monday (1).

At the executive session Monday morning, the secretary's report recalled the year's activities, including the addition of 85 new members, the Toronto summer meeting, the publication of the annual manual and guide, the increase in income from the trade show and the plans for an improved banquet and ball.

Pat Hoy, executive of the Hotel Sherman, spoke to the group about improvements in the hotel's service and its eagerness to please the park association conventioners.

There also were numerous reports from standing committees.

KIDDIELANDERS IN BUSY MEETS AT CONVENTION

CHICAGO—Morning kiddieland sessions of the NAAPPB convention drew large attendance and participation. Jimmie Thompson, of Alexandria, La., was chairman. The three sessions were given over almost entirely to open forums and panel discussions.

TALENT ON THE ROAD

Duncan Sisters Clicking As Chi Run Tops 25 Weeks

NOTE: Since the item below was written, Rosetta Duncan, half of the well-known team, died as the result of injuries suffered in an auto crash in a suburb of Chicago. Death came to the trouper early Friday (4) in a Berwyn, Ill., hospital.

The Duncan Sisters, Vivian and Rosetta, who gained fame in such shows as "Topsy and Eva," "She's a Good Fellow" and "Tip-Top," came to Mangam's Chateau in suburban Chicago for two weeks and now are in their 25th week with more to follow. Their act, with singing, dancing, comedy and music goes over well on its own merits and its appeal is heightened by flashbacks to earlier acts. Weekly amateur series was concluded recently with Vivian Duncan presiding. Agent Dwight Pepple said many of the acts discovered thru the series were placed and that he has inquiries about future Duncan bookings.

Cook and Enos, comedy clown car duo, have packed up their gear and sail for Europe on December 9. Turn will open on Christmas Day in Berlin. They took part in the Macy Thanksgiving Day parade and also did a bit on the Paul Winchell TV program. . . . Betty Johnson and Jimmy Dean have been set for the San Antonio Livestock Exposition and Rodeo, February 12 for 10 days, Joe Freeman, event's chairman, disclosed. . . . Four Step Brothers move into Chicago's Regal Theater on Christmas. . . . Professor Backwards set for two days at Fort Wayne's Berghof Gardens, February 8-9.

TV SHOWCASE: Harry Belafonte on the Revlon Hour December 10. . . . Ray Bolger, Bert Lahr and Jack Haley join Red Skelton in the December 13 "Wizard of Oz." . . . Peggy Lee, Benny Goodman, Lionel Hampton, Gene Krupa, Carol Channing and Alan King join forces December 17 on "The Big Party." . . . Xavier Cugat and Mrs. (Abbe Lane) Cugat plus Senor Wences will be on the December 31 "Big Party." . . . Jack Paar show has moved to Hollywood for its annual West Coast airing and will be there November 30-December 10. . . . American entertainers who have served as entertainment ambassadors abroad will be showcased by Dave Garroway on the Bell Telephone Hour New Year's Day. Scheduled are Louis Armstrong, Shirley Jones, Jack Cassidy, Jane Froman, Gene Nelson, Taina Elg and others. . . . Jackie Gleason and Shelly Berman join forces for a 90-minute seg on "The Fabulous Fifties" January 31. . . . Senor Wences will do his vent bits on the Garry Moore Show December 1. . . . And Jerry Lewis is signed for a May 20 program on NBC. *Charlie Byrnes.*

Brandon Sets 1st 1960 Fair; Acts, Celebs in Macy's Parade

Hypnotist Joan Brandon played the Riverside Club in Casper, Wyo. Harry Cooke has her set for the 1960 Lowville (N. Y.) Fair. . . . Herbert Marks agency continues as booker for the Lou Walters "French Dressing" revue at the Carillon Hotel, Miami Beach. Marks also books American acts for the "Follies Bergere" show Walters is bringing from Paris to the Torpicana, Las Vegas. . . . Big line-up in the Macy's parade included Torrelli's Dog and Pony Circus, Pinky Madison's tricycle-riding elephants, Bebe's Hollywood Beats; the Four Kilroys, trampoline and high wire, and Texas Tommy's huskies. Features included Shirley Temple, Chuck Connors, Bobby Clark, Pat Carroll, Connie Francis, Dolores Gray and Ed Wynn. *Irwin Kirby.*

Fairs Exit Chi Sans Shows

• Continued from page 59

major fairs. Ford, represented by Eldred Stacy of Music Corporation of America, had declined offers for '60 by several major fairs but, in line with his past practice, he will probably play one or two of the biggest fairs.

Several of the biggest fairs reported they were seeking to sign Lawrence Welk. Others reported they were interested in booking Dinah Shore, Fred Astaire and Charlton Heston, who up to now have made no fair appearances. Offices representing the last three were asked to determine their possible availability and price.

Barnes-Carruthers Theatrical Enterprises, which had dominated the Midwest fair grandstand booking business until names made their inroads, offered a new package—a road show version of "Damn Yankees." Sam J. Levy Sr., president of the agency, also offered the stable of country and western stars under Jim Denny and Associates of Nashville, for which the B-C office had taken on the exclusive sales rights to fairs.

Most of the larger fairs reconciled themselves before entering the convention that they would

leave without making firm commitments. Closing for name stars, they have come to realize, in most cases can not be made as early as the annual convention.

More fairs than ever before showed interest in contracting for rodeos, and while no contracts for them were signed indications were that more larger fairs than ever before will offer rodeos in 1960. Rodeos, they figure, are not over-televized and, moreover, ride on the popularity of Western TV films.

The fair convention was marked by strong attendance of county fair representatives from the Midwest. Many attraction reps said they believed there were more county fairs represented than ever before. In most cases, these fairs delay signing until the fair conventions in their respective States.

Among the attractions aimed largely at county fairs, the Gene Holter Animal Show and Racing Ostriches reported firm commitments with seven fairs. These are Jamestown, N. D.; Peoria, Ill.; Monroe, Wis., and Mason City, Ia., all for two days; Menville, Ia., and the Date Festival, Indio, Calif., for 10 days.

AMUSEMENT PARK OPERATION

NAAPPB Hears Bill Veeck, Dr. McFarland on Monday

BILL VEECK, head of the Chicago White Sox, a principal speaker at the NAAPPB convention Monday (1) declared that "surprises and incongruity make conversation pieces" and constitute the best promotions. He noted that ball parks and amusement parks have much in common in this area. . . . He said that the White Sox drew the fewest women of any major team until last year when he set about to make baseball the social thing to do. Part of the program included painting the park, expanding parking area, and fixing up the rest rooms with luxury services. On the day he gave away trading stamps, the women in the park outnumbered the men 20,000 to 18,000. At the World Series games he gave each lady a rose. There were rain capes for ladies on rainy days. . . . Installation of TV sets at concession stands, and tuned to the game in the park, served to hike concession income 20 per cent, he recalled. . . . Newspaper publicity efforts were concentrated on pages other than those in the sports sections. . . . Veeck urged park men—ball or amusement—to take part in civic activities. He donated income from exhibition games to charity but he warned against giving away anything free. "We don't give ourselves away; we give the other guy's stuff," he said. . . . A number of small bands spotted around the park are more effective than having one big band some place, he noted. . . . Veeck also caters to bartenders, cab drivers and others who might steer conversation or customers his way. . . . In pointing up his theory on incongruous give-aways, he explained that it is better to give 3,000 cupcakes to one lady than one cupcake to each of 3,000 ladies.

Dr. Kenneth McFarland, chairman of the General Motors speakers bureau, wound up the Monday NAAPPB session with an inspirational talk that had conventioners commenting for days. He said that the 1960's will be a time in which "the rule book" of free enterprise will be working. He said it wasn't going according to rules in the depression or in the war-time 1940's. But now things are back on schedule. Two out of three wage earners have started work since things last were going according to the rules, he said, and they need to be told of free enterprise and how it works. He said that it must be made clear to all that in free enterprise one keeps his profits and, conversely, cannot look to government to cover his losses. . . . Dr. McFarland said that free enterprise is working well in Europe as well as here and that this was one reason for Russia's stirring up the Berlin crisis and other diversions.

Other Monday features included a panel discussion about life in the 1970's.

Eggert, McSwigan, Lemmon Address Tuesday Session

R. J. EGGERT, director of marketing of the Ford Motor Company, told Tuesday NAAPPB conventioners, that births are averaging 4,000,000 annually and the population is booming, that another marriage boom will start in a few years, that earnings are up, as is real income. . . . He pointed out that the future planning for parks and other businesses should be based on "a growing market, a richer market, a shifting market and a more demanding market." He was introduced by Maynard Reuter, publisher of Funspot.

A. B. McSwigan, of Kennywood Park, Pittsburgh, in his talk asked "Are we kidding ourselves about profits?" McSwigan took exception to the impression about park business left by several recent magazine articles. He quoted from these articles and indicated that there were more complexities and less likelihood of giant profits than these articles said.

E. R. (Doc) Lemmon, Disneyland ride superintendent, told NAAPPB members how that amusement park has increased business thru use of book tickets and how the sale of book tickets has been increased. Now more than half of the sales are in book deals, he stated. Lemmon detailed the various kinds and prices of books Disneyland uses and how the combinations have been changed in order to meet demand and increase ride use.

James Hausman told the NAAPPB session about the tie-in promotions operated by his firm, the Schaefer Brewing Co., in cooperation with various amusement parks in the East. He told about sponsoring fireworks shows at a number of parks on a regular schedule thru the season, and he described promotions in which a girl swimmer was sponsored for long-distance swims, including one in the Boston harbor area, starting at one park and ending at another.

Other Tuesday features included a panel discussion about theme parks, by Jim McHugh, of Funspot; Elmer Freeland, of Conneaut Lake; and Walt Schultz, of Arrow Development Company. McHugh told about the rise of theme parks. Freeland told about his decision and progress in building one, and Schultz described the problems of custom-building theme rides. . . . In a separate feature, Robert Freed, of Salt Lake City and Lagoon Resort, displayed an array of newspaper promotions and advertisements from parks thruout the nation.

WEDNESDAY'S EVENTS at the NAAPPB sessions included a panel discussion on safety. Participants were Adm. Joseph Fowler of Disneyland; Aulton Mullendore, of Associated Indemnity Corporation, and William G. Johnson, National Safety Council. Fowler detailed Disneyland's safety program and said one of the greatest causes of accidents is the camera fan who backs up while looking into a camera and falls into a pond. Mullendore declared the aim should be to "get as many interested in preventing an accident as there are interested in filing a claim." And Johnson said that the things that bring about profits in a company are the same things that bring about safety.

Phillip Lesly, who operates a publicity office, outlined his success in publicizing the music instrument business and his plans for the ballroom business. His participation was linked to the possibility of NAAPPB launching a publicity program.

Park Aims Studied By Work Committee

NAAPPB Group Outlines Fields Association Should Stress, Develop

CHICAGO—NAAPPB's important Program of Work Committee, headed by Ed Schott, of Cincinnati's Coney Island, reported to the board of directors and to the convention at large that it recommended greater activity by the national office.

The report urged the association to undertake a public relations program, but it qualified this by suggesting a series of short-term goals that can be achieved by the NAAPPB itself rather than retaining an expensive public relations firm.

It pointed out that the convention and other activities lend themselves to publicity, that Disneyland has done much for the entire industry in the way of public relations, that the association on its own can do much to counteract unfavorable material.

The members of the committee recommended that the secretary's office seek to expand files of information on promotions, safety, taxes, and other subjects in order to better answer inquiries. They also asked for more statistical studies and they said that the secretary's office should keep a "Better Business type" of file about persons who supply and service the park industry.

Schott's committee strongly recommended that the NAAPPB keep the convention in Chicago "at all costs." This was in response to reports in the past year that some persons in other organizations have suggested moving. The committee also recommended the association keep publishing its manual and guide.

Thought was given to a possibility for staging regional clinics on park management. The committee likened this idea to the work of the Pennsylvania park owners' group and said that any other such groups should be started on the initiative of the regional members and that the NAAPPB national office should support these groups but not start them.

Among other comments made by the committee was one raising the possibility of adding to the office staff, increasing the secretary's travel budget and increasing membership dues.

NAAPPB Award Winners Named In 3 Classes

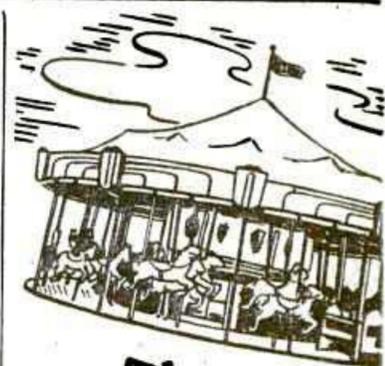
CHICAGO — Awards presented by the NAAPPB at its convention last week included these:

The N. S. Alexander Service Award for the finest program appearance, to Dr. Kenneth McFarland. The Andrew McSwigan Service Award for service to the industry, to Ed Schott for the program of work committee and an honorable mention to Harry Batt for the minimum wage legislation work. The A. S. Hodge Service Award for best pool program appearance having to do with a promotion, to James Hausman of the Schaefer Brewing Co.

Trade show awards were as follows:

Davies Award to Hot Rods, Inc., with honorable mentions to National Amusements, Inc., and Philipps Amusement Co. The Wilson Award to the Dalason Products Manufacturing Co., with honorable mentions to C. R. Frank National Supply Co. and Harry E. Prince. The Humphries Award to Eric Wedemeyer, Inc., with honorable mentions to Hampton Amusements and Gennaro Industries, Inc. The Guenther Award to Fascination, with honorable mentions to Chicago Dynamic Industries, Inc., and Mike Munves Corp.

Awards in the promotions contest were in three classes. In the News class, first was Coney Island, Cincinnati, and honorable mentions went to Disneyland, Anaheim, Calif., and Kennywood Park, Pittsburgh. In the Photos class, first went to Riverside Park at Agawam, Mass., while honorable mentions went to Idora Park, Youngstown, Pa., and Lagoon Resort, Salt Lake City. In the Features class, first place went to Springlake Amusement Park, Oklahoma City, and honorable mentions were awarded to Idlewild Park, Ligonier, Pa., and Pontchartrain Beach, New Orleans.



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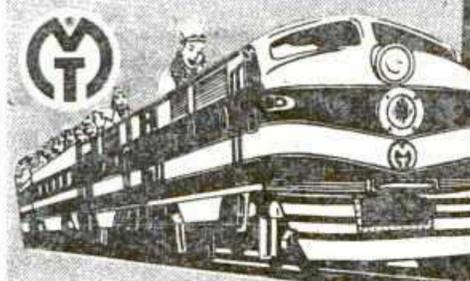
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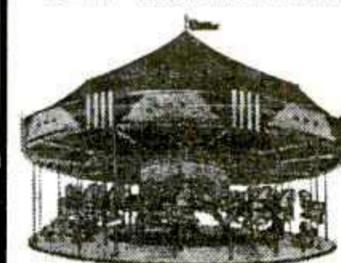
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County Fairs Using More Heralds for Promotions

CHICAGO—Increased use of various types of heralds by county fairs was noted at the portion of the fair convention here devoted to those events below the State and district level.

In fact, some fairs are going to a tabloid type of herald that serves, in addition to advertising its attractions, also as a premium book, containing all the necessary information for exhibitors. In some cases the heralds, thru arrangements with local newspapers, are distributed along with the regular newspaper some 10 days to two weeks ahead of the fair.

The use of two or three-day tours as promotions for fairs were outlined by two managers, who have found that this type of advertising has paid off well in publicity and patronage. Exponents were Tom Conrady, Oklahoma Free State Fair, Muskogee, and F. W. (Jack) Stewart, Guadalupe Agri-

cultural and Livestock Fair, Seguin, Tex.

The question was raised by Conrady whether fairs get the same money for their independent concession space as do the carnivals. The results of a survey in Minnesota indicated that fair charges are higher than those made by the carnival owner.

By a show of hands, it was indicated that the average space charge was \$5 per front foot. About a half dozen of the 80 present indicated they received over \$5 and a few got over \$7.50.

Clyde E. Byrd, Arkansas Fair Managers' Association, was chairman of the afternoon session on county fairs. Also participating were Paul Corson, Topsfield (Mass.) Fair; James H. Snow, Allegan, Mich.; Mrs. S. G. Fisher Jr., Four States Fair, Texarkana, Tex., and Neil Bolton, Dixie Classic Fair, Winston-Salem, N. C.

IAFE Women Elect Mrs. Bill Masterson Prez

CHICAGO—Mrs. Willard Masterson, wife of the manager of Wisconsin State Fair, Milwaukee, was elected president of the Fair Women's Affiliate of the International Association of Fairs and Expositions. Mrs. Masterson takes office the same year that her husband was named IAFE president.

Mrs. Harry B. Kelley, wife of the secretary of the Hillsdale (Mich.) Fair, was named vice-president, and Mrs. John Libby, wife of the assistant manager of Minnesota State Fair, St. Paul, was elected secretary-treasurer.

The ladies held a luncheon meeting at Marshall Fields on Monday where Canada and 20 States were represented. A program of events and things to see was outlined at the meeting.

Midwest Fair Assn. Sets Feb. Meeting

CHICAGO—The Midwest Fair Association will hold its annual meeting February 25-26 in the Hotel President, Kansas City, Mo., it was announced at its Monday (30) meeting here.

Other activity at the meeting included a review of functions. Willard (Bill) Masterson, Milwaukee, is president, and Maurice E. Fager, Topeka, is secretary of the group.

Arlington, Tex., Elects Miller

ARLINGTON, Tex. — Vernon Miller, president of the Arlington Community Fair Association, was named by the fair board of directors to manage the forthcoming annual event, April 28-30. Randal Mill Park was chosen as the fair site, subject to the approval of the City Commission.



FAIR-EXHIBITION MANAGEMENT

Youngsters Split \$145,968 From State Fair of Texas

DALLAS—Checks totaling \$145,968.81 have been mailed to boys and girls all over Texas who participated in the junior livestock and poultry auction sales during the 1959 State Fair of Texas.

Approximately 1,045 Future Farmers and 4-H Club members from throughout the State had animals or fowl in the auctions.

In the livestock sales, 270 steers were sold for \$104,307.70, 265 lambs for \$7,751.92, and 621 pigs for \$24,245.22. The grand champion steer went for a record \$7,500, or \$10 a pound for the 750-pound Angus.

The reserve grand champion also brought a record price, \$1,697.50 for the 920-pound Hereford. Turkey sale brought \$6,010.97 for 544 birds, and the broiler auction receipts totaled \$3,653 for 1,750 broilers sold.

Mid-South's Bill Wynne Speaks On the Upgrading of Fairs

DIXON, Ill.—G. W. (Bill) Wynne, manager of Mid-South Fair, Memphis, was the key speaker at the recent annual meeting of the Northern Zone of the Illinois Association of Agricultural Fairs here, his address being "Upgrading Our Fairs."

Main points in his comments were:

1. Altho livestock and agriculture is no more the only attraction at the county fair, it is still of considerable interest to many people and should be handled in a manner to attract all people attending the fair.
2. We cannot emphasize too strongly the importance of well-planned commercial exhibits as a means of drawing urban families.
3. In these days of television, good, well-planned live entertainment is a must.
4. To have universal appeal a fair must plan a variety of special events, attractions and features that are free to the public. Make the fairgoers think his admission price was the best bargain he ever got for his money.

Gaylord Lewis, fair architect and planner, also spoke. Carroll County Fair, Milledgeville, was the host. Nominated for offices were: Gene Litwiller, Carroll County, president; L. A. Frehill, Ford County, first vice-president; C. E. Weir, Whiteside County, secretary, and Paul Stager, Mendota County, and Wayne Carter, Grundy County, directors.

Ohio Assn. Will Again "Oscar" Outstanding Fair

COLUMBUS, O.—The Ohio Fair Managers' Association again will select the top 1959 Ohio fair at its annual convention to be held here January 12-14 in the Deshler Hilton Hotel.

President Russell W. Alt announced the contest would again be one of the high points of the conclave. The award was originated years ago by the late Myers Y. Cooper, first president of the association and a former governor of Ohio.

A committee to draft a new set of rules for the 1960 contest includes Russell S. Hull, Sandusky County Fair, Fremont; George Connelly, Fulton County Fair, Wauseon, and L. William Burns, Scioto County Fair, Portsmouth.

Wisconsin Events Split \$300,000 in State Aid

MADISON, Wis.—State aid checks totaling close to \$300,000 have been mailed to 75 fairs in Wisconsin as their share of the 1959 program.

Total premiums paid this year reached an all-time high of \$450,573.80 compared with \$443,952.54 paid in 1958, an increase of \$6,621.26. Total premiums allowed this year decreased from \$433,494.07 in 1958 to \$422,653.46. This difference was due largely to the adoption of the uniform premium list in livestock and poultry.

There was a definite trend toward an increased number of junior fair exhibits and exhibitors and a decrease in adults. In 1958, 9,514 adult exhibitors showed 111,475 exhibits compared with 9,214 exhibitors and 105,791 exhibits this year. In the junior division a total of 78,820 exhibitors participated this year, while 73,315 participated a year ago.

Annual State convention will be held in Milwaukee's Hotel Schroeder January 12-14. On the evening of January 12, the U. S. Trotting Association will hold its meeting and banquet. Fair sessions will be held on the afternoon of January 13 with the cheese party that evening; sessions will be held the next day with the banquet on Thursday evening, January 14.

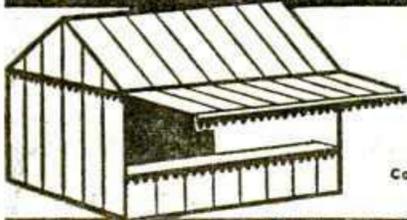
DALLAS—Most everybody is interested in latching on to some of the long green, and the State Fair of Texas found this year that a great many fairgoers just like to look at it.

The U. S. Treasury Department had an exhibit in the Varied Industries Building at the Fair this year, featuring money like everybody has in his pocket, but in denominations just a wee bit bigger than most of us are accustomed to carrying around.

The big feature of the exhibit was a real \$100,000 bill. It was one of the rare occasions when a bill of such a high denomination has been put on display in a public place, altho they have been exhibited in banks, etc.

Just to emphasize the versimilitude of the big bill and the other currency in the exhibit, a detachment of U. S. Marines were sent to the fair to stand guard over the exhibit. They were on a 24-hour watch thruout the 17 days of the fair.

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ARENA, AUDITORIUM NEWSLETTER

Quick Change Artists

By TOM PARKINSON

ONE OF THOSE ACTION-PACKED times when multiple events and close scheduling have a building manager and his staff in top gear has just been completed at the Veterans Memorial Auditorium at Des Moines, Ia. The first step was a 600-ton task, that of moving dirt into the arena in preparation for the Diamond P Rodeo, an RCA event produced by Gerry Partlow, and starring Gabby Hayes, Ann Marsten and Marshall Jay, an Iowa TV personality. With the dirt covering ice for the rodeo inside, it was the reverse outside. A major sleet and ice storm hit Des Moines the day before the rodeo opened. Attendance therefore was held down, but the rodeo pleased the thousands who saw it November 13-15. On the evening of November 16, the building had a meeting of the Iowa Federation of Farm Bureaus. To make that switch, the removal crew started at 8 p.m. on the 13th and worked 15 straight hours, removing the 600 tons of dirt. By Monday (16) evening, all was in readiness. The Farm Bureau meeting used the hall also on Tuesday (17) morning. That noon the half-hall set-up had to be changed to a three-quarter set-up for a 6:30 p.m. banquet. There was no difficulty in doing this. But the banquet was for 2,100 persons, and that makes it the largest waitress-served banquet to be handled in the building's history. A dance followed for the evening. When it broke up after midnight, building crews removed the banquet tables and the decorator came in to set up booths for the 8 a.m. opening of the state convention of Iowa Association of School Boards on Wednesday (18). That continued for two more days. Then Saturday (21) the building housed the Kiwanis Club Pancake Feed. Manager Horace S. Strong looks back with satisfaction on the series for the way it proved the capabilities of the building crew and pointed up the satisfaction which the building management has for its equipment.

New Greensboro Building In 'Fantastic' 1st Month

GREENSBORO WAR MEMORIAL Coliseum and Auditorium, managed by Robert H. Kent, now has been open a month and the reports are of a highly successful inaugural period. There was a dedication on October 25 and the first event was "Holiday on Ice" for six days starting October 29. This turned in a resounding \$104,000 to give the building a tremendous start. Next came a Home Show, produced by Paul Waters and sponsored by the local building association. A horse show scored well with the Gunsmoke Trio, television personalities, heading it up. There were four shows and an overall attendance of about 17,000 persons. November 13-14 saw "Odd Man In" on the stage of the auditorium, and coming up in future weeks are "Two for the Seesaw," "Look Homeward, Angel," and "Dark at the Top of the Stairs." The Broadway Theater League in Greensboro also has purchased 1,500 seats at each of the first two night performances of "My Fair Lady," which will have six days in the new building. Harry Lashinsky is promoting the date of "My Fair Lady."

Kent's building has a team in the Eastern hockey league and they have played five games in their first month, and have 32 home games in all. Kent will be doing the promotion for several of the events in the building. There will be three college basketball games—Villanova vs. North Carolina State, North Carolina vs. Wake Forest, and Virginia vs. North Carolina. Public skating has been doing well under the direction of Gene Spain, pro, who also handles the same chore for Paul Buck's building in Charlotte. Kent remarks that the first month has been "fantastic." And with many strong events coming up—not the least of which are Fabian on December 14 and Guy Lombardo on December 17—it appears the subsequent weeks will be as strong.

Wagner Opera Company Improvises at Billings

FELIX W. SALMAGGI'S Wagner Opera Company presented a performance of "La Boheme" in Billings, Mont., Shrine Auditorium despite the most difficult conditions. The opera company of 52 traveled by bus from Missoula when the roads were all but blocked by snow and ice. They took their time to be more certain of making it at all, and the buses didn't arrive in Billings until after the scheduled curtain time. Coffee that Building Manager Harold Weston had expected to sell to opera-goers was instead readied for the chilled opera singers. Meanwhile, the company's truck carrying scenery, properties and wardrobe was stalled by weather. It never did reach Billings, but instead went on to Omaha, the next stand, when it could roll again. So back in Billings the performers had no costumes or properties. They devised the best costumes they could from the street clothes they wore. And props were improvised from supplies around the auditorium. When the opera scene shifted to a cafe, the performers were drinking hot coffee from what was supposed to be wine flasks. And they actually were eating chicken that Weston had ordered; in that case the improvised props were better than the usual ones. The audience waited it out and then enjoyed the performance. Salmaggi said this was the first time his organization had had such difficulties. And he said he could picture the memoirs of performers in years to come, recalling the night in Billings—and the fact it was Friday the 13.

Exits Remodeled

FORT MACLEOD, Alta.—Alterations recommended by the provincial theater inspector are being carried out on the Fort Mac-

leod arena. Town council was warned that the building would be closed unless the exits were widened. Fire escape lighting and "panic bolts" are also being installed.

23 Acts Coming Into Country For Dobritch

CHICAGO—Al Dobritch has signed 23 European acts and will go to London December 16 to arrange for transportation, he said. All of them are due in the States by April 1 for Dobritch's spring dates. He said some are one-year contracts guaranteeing 30 weeks and some are two-year contracts guaranteeing 60 weeks. They have been scouted and signed in Europe by Mrs. Al Dobritch, who has been in Europe about two months.

Ringling on TV From Miami Beach Exhibition Hall

MIAMI BEACH — CBS will televise a special program called "Christmas at the Circus" on Thursday evening (10). The show will feature acts from Ringling Bros. and Barnum & Bailey Circus plus TV actors James Arness and Dennis Weaver. The show will originate in the Miami Beach Exhibition Hall here.

Greenwood, S. C., Sees '59 Profit

GREENWOOD, S. C.—The '59 edition of the Greenwood Fair will show a profit as the result of a gross take of \$23,000, E. B. Henderson, disclosed.

First four days were hurt by rain but new one-day marks were set on the last two days, he said. Entertainment included Rudi Sisters, aerial; Tony Vitale's fireworks; car giveaway and a pony giveaway.

Cetlin & Wilson Shows, which provided the midway attractions again will be back in 1960, Henderson said.



Bernard Thomas, Manager of Art B. Thomas Shows, Lennox, South Dakota, has this to say about their No. 5 Big Eli Wheel: "The BIG ELI Ferris Wheel did exceptionally well, they are always right up there for top money. For an attraction that offers continued popularity and good profits in return for a reasonable investment, investigate a time proven BIG ELI Wheel. Write for Price List A-74 on 1960 model BIG ELI Wheels TODAY."

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Packs Wins in New Orleans; Opens Stand in Mexico City

NEW ORLEANS—Tom Packs Circus closed its Shrine Circus stand here Sunday (30) with an increase of 16,000 over last year's attendance. The show drew between 95,000 and 100,000 persons in nine days according to Jack Leontini.

The show left Sunday night for Mexico City, where it opened Friday (4) as the Gran Circo Imperial. It was augmented there with a large number of Mexican circus acts. In Mexico City the show is appearing in the New Arena Mexico. Karl Wallenda went to Mex-

ico City November 23 to start preparing the rigging and rehearsing acts.

Meanwhile, in New Orleans, the Packs show was visited by Walter Kernan, Lucio Cristiani and Tony Diano as well as by other circus people.

Humboldt Elects; Signs Attractions

HUMBOLDT, Sask. — Dan Loehr was re-elected to his fourth term as president of the Humboldt and District Agricultural Society at the organization's annual meeting.

A. E. Hoffman and C. Schenn are vice-presidents, and Dan Stuckel continues as secretary-treasurer.

Gayland Shows, of Kelowna, B. C., will be on the midway at the 1960 fair, and KBD Enterprises, Calgary, Alta., will provide the grandstand show. Fair dates are July 11-12.

WINTER FAIRS

Florida

- Bartow—Polk County Youth Show March 3-5
- DeLand—Volusia County Fair Feb 15-20
- Lee Maxwell
- Eustis—Lake County Fair & Flower Show March 8-14
- Fannin Springs—Suwannee River Fair & Livestock Show Feb. 24-26
- Largo—Pinellas County Fair & Horse Show Feb. 22-27
- Madison—North Florida Livestock Show & Sale Feb 29-March 1
- Miami—Southeast Florida & Dade County Youth Show Jan. 28-31
- Oriando—Central Florida Fair Feb 22-27
- H. H. Parish
- Palmetto—Manatee County Fair Jan 28-31
- W. H. Kendrick
- Plant City—Florida Strawberry Festival Feb. 29-March 5
- Quincy—West Florida Fat Cattle Show & Sale April 5-12
- Sarasota—Sarasota County Fair March 14-19
- Sebring — Highlands County Fair Jan 18-22
- Tampa—Florida State Fair Feb 2-13
- J. C. Huskisson
- West Palm Beach—Palm Beach County Fair Jan 22-30
- Wm Lamar Allen
- Winter Haven—Florida Citrus Exposition Jan. 16-23.

Name MacEachern Bank Director

SASKATOON, Sask. — S. N. (Steve) MacEachern, manager of the Saskatoon Exhibition, has been named a director of the Bank of Canada. He is a past president of the Western Canada Association of Exhibitions and the Canadian Association of Exhibitors.

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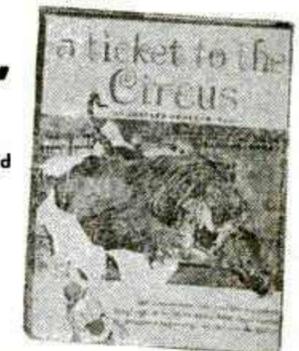
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Kelly-Miller Men Battle Hugo Fire

HUGO, Okla. — Kelly-Miller Circus personnel and equipment joined other volunteers here to battle a grass fire that raged over miles of grazing land south of Hugo Wednesday (25). Owner D. R. Miller headed the crew which answered the emergency call.

In the force were Robert Cline, Tex Clayton, John Carroll, Odis Hill, Buck Wade, Dallas Snow, Kelly Swin and Alva Harrison, as well as Miller. They went into areas no one else would enter because of the fire danger and battled the blaze from 1 to 5 p.m. with

K-M water trucks and other equipment. The fire had threatened the entire town.

Thanksgiving dinner was served in K-M quarters by Lee Robinson and his cookhouse staff.

Work is progressing in quarters and several of the new-style wagons are being delivered to quarters. All the new baggage wagons and two new cages are expected to be ready prior to the first of the year.

Cold Clouts King Closing

FORT MYERS, Fla. — King Bros.' Circus closed its initial season here Saturday (28) in the wake of a severe cold front which dropped temperatures to the mid-40's at noon. The afternoon performance was near full and almost a half house attended the evening show in topcoats and blankets. The sponsoring Tice (Fla.) Lions Club reported it made a profit despite the drop in temperature.

At Gainesville (18) the show also encountered cold and windy weather, and drew half houses of about 1,000 each to the matinee and evening performances under auspices of the American Legion.

NEW SEALS

Beers-Barnes To Improve, Not Expand

HIALEAH, Fla. — Beers-Barnes will improve upon its equipment and performance but will not enlarge for next season, it was stated last week by Charles Beers, co-partner and manager.

He is rehearsing a new seal act and declares that he is thru with chimps, since he was out of action 15 weeks last year because of a chimp bite. Beers recently returned from a trip to the West, on which he stopped in Hugo and visited with Jack Moore of Carson & Barnes Circus, and Obert and Dorey Miller, of Kelly-Miller Circus.

Beers also visited with Capt. David Hoover, his nephew, and the pair went big game hunting. Hoover had his lion act with Carson-Barnes last season.

Beers-Barnes route is being mapped out by agent Gene Christian and co-partner Roger Barnes. The show recently bought a power plant from Hunt Bros. Circus.

Joe Hartman Hurt Seriously By New Lion

KANSAS CITY, Mo.—A lion, purchased only the day before, attacked and seriously wounded Joe Hartman after the matinee of the Shrine Circus here Thursday (19). Two lions purchased by Paul Kelly Wednesday (18) from George Fraser of Thousand Oaks, Calif., were together when trainer Hartman entered their cage to become acquainted with them. He was knocked down, bitten and clawed on the shoulders and throat and received a punctured windpipe. Kelly and Fraser drove off the lion with a meat fork after a three-minute struggle.

Hospital attendants listed Hartman's condition as serious. He was working the Paul Kelly nine-lion act at the Shrine Circus here produced by Orrin Davenport. For the remaining three days, Fraser worked the male lion that seriously injured Hartman and another lion in the steel arena.

CIRCUS TROUPE

WIDESPREAD REPORTS during the Chicago conventions last week were to the effect that Louis Stern and Mrs. Bessie Polack were negotiating for the possible sale of Mrs. Polack's share in the show to Stern. However, on Wednesday the two owners of Polack Bros. Circus issued a statement saying that there was no foundation to the reports. . . . Henry Ringling North's book reportedly will be published in the spring. He has been working on it while in Rome. He returned to this country about a month ago. . . . Ring Bros. and Roy Bible circuses are wintering together in California, and both are working toward spring openings.

A strong turnout of circus people was noted at the Chicago conventions. Among those on hand were Walter Kernan, Floyd King, Art Bitters, Jack Mills, Larry Lawrence, Howard Suesz, Jack LaPearl, Sam Polack, Louis Stern, Justus Edwards, Harold Voise, Dwight Pepple, Tom Parker, Preston Lambert, Mr. and Mrs. Bill Griffith, Raymond Duke, Sam Ward, Al Dobritch, George A. Hamid, Art Sturmak, Murray Fein, Tom Carroll, Freddie Jones, C. P. Fox, Harry Thomas, Mike Malko, George Hanneford, John Armstrong, Larry Benner, Edmundo Zacchini, Jack Kwiet, Kurt Oranto, Max (Deep Sea Red) and Barbara Morris, Jonesy, Chuckles Facer, Joe Antalek, Mr. and Mrs. Rink Wright, Paul Kelly, Ed Widaman, Glenn Henry, Earl Tegge, Al Ackerman, George Hubler, Red Sonnenberg, Mr. and Mrs. Paul Delaney, L. N. Fleckles, Homer Hobson and Charlie Cheer.

THE HANNEFORD FAMILY has divided and now the two sections are playing separate engagements. In one group are the senior George Hannefords; Tommy Hanneford and his wife, who works as Princess Tajana, and Kay Hanneford and her husband. Those six are in the riding act and also offer second acts. They will make Dabritch dates. . . . In the other group are George Hanneford Jr. and his wife, who also work a perch act; Jackie Bostock and three others. This group of six also offers a bareback act as well as second acts and reported will be with the Hamid-Morton Circus.

* * *

Jim Conley will be announcer and equestrian director on Hunt Bros. Circus in 1960 and the Conley family will do juggling and aerial acts and work stock. Anita Conley will do web in addition to her other turns. . . . Vern R. Cox, Tulsa, Okla., was the subject of a feature story in a recent Tulsa Daily World describing his circusiana collection. He visited Ringling four times when the show played Tulsa, November 3-4. . . . Acts which appeared in Macy's Thanksgiving Day parade in New York included Bebee's Bears; Torelli's Dogs and Ponies; Pinky Madison's Elephants; Waltons, trampoline; Kayos, Riskey; Texas Tommy's Huskies and Cooke and Enos, comedy car.

P. Guilano, promotional manager with the Clyde Beatty-Cole Bros. Circus, is wintering at the Sarasota (Fla.) Hotel after a fortnight at Hot Springs, while Allen Tobell is wintering at his St. Petersburg, Fla., home. . . . R. E. and Ruth Parker, promotional managers with the Clyde Beatty-Cole show, are at their Portland, Ore., home and will return to the show in 1960. . . . Jack W. Burke, King Bros. Circus agent this season, is managing a movie theater on Long Island. He will return to the white tops in the spring.

James M. Cole, former circus owner of Penn Yan, N. Y., is manager of the Strand Theater, Seneca Falls, N. Y. . . . Mr. and Mrs. Ed Morris, promotional managers of the Clyde Beatty-Cole Bros. Circus, will spend the holidays at their Jeffersonville, Ind., home. They will return to the show in the spring. . . . Mr. and Mrs. Lee Tanguay, also of the promotional

department of the Beatty circus, are wintering at their home in Daytona, Beach, Fla. . . . J. R. (Dick) Fremont, veteran circus showman, will spend the Christmas season at his home in Hagaman, N. Y.

Seen recently in the lobby of the Central Hotel, Macon, Ga., were Elmer Kauffman, car manager of Cristiani Bros. Circus; Charles R. Underwood, general agent of King Bros. Circus; Charles Blaum, of the Black Hills Passion Play; Herbert M. Knight, promotional manager with the Clyde Beatty-Cole Bros. Circus; Ed Hiler, contracting agent for the Tommy Scott Show; Walter D. Nealand, veteran circus press agent, and James H. Drew Jr., of the James H. Drew World Fair Shows. . . . George Werner, superintendent of canvas with the Beatty-Cole show, will spend the holidays at his home in Milstat, Ill., after several weeks at Hot Springs.

From Ringling Bros. and Barnum & Bailey Circus, clown Chuck Burnes writes that due to the low door in Birmingham, the tires on Zacchini's cannon had to be deflated to enter the arena at each show and then inflated once inside the building. . . . Foot juggler Tony Durkin, ringmaster Trevor Bale, personnel director Bob Dover and clowns Dennis Stevens, Otto Griebling, Paul Segura and Rogelio Arroyo made a series of school appearances in Louisville. . . . William (Woody) Woodruff, candy butcher who suffered severe burns when the Cristiani seat truck he was driving overturned and exploded last July, has been transferred to University Hospital, Iowa City, Ia., for further treatment and skin grafting.

* * *

TURNING BACK THE PAGES: 15 years ago—The Macon, Ga., Shrine Circus had a 30 per cent increase and netted over \$12,000 on the week. General admission tickets were upped from 10 cents to 25 cents. . . . The Ringling-Barnum winter quarters at Sarasota were opened to the public. . . . Arkie Scott, bull man, was injured November 26 at Omaha while unloading elephants that worked the Orrin Davenport indoor circus there. . . . Cole Bros. Circus, wintering at the State Fairgrounds, Louisville, planned to build spools to wind up the big top in seven minutes flat. The project was to be under the direction of Bill Curtis, superintendent, reported Zack Terrell, owner. . . . The Shrine Circus at Wichita, Kan., produced by Orrin Davenport, opened with overflow houses. Merle Evans was musical director and Col. Harry Thomas was equestrian director and announcer. Performance included Cole Bros. boxing horses, handled by John Smith, and the Cole pony drill, Liberty horses and elephants with Dorothy Herbert.

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Fair Publicists Organize, Name Pierson President

CHICAGO—Fair publicity men formed their own organization here last week and elected Virgil Pierson, Birmingham, as its first president. Pierson is publicity director of Alabama State Fair.

Richard Frederick, Michigan State Fair, was named vice-president; Ray Speer, Minnesota State Fair, secretary, and William Arballo, Riverside County Fair and National Date Festival, treasurer.

The board of directors, which

includes all officers, is as follows: Larry Fairall, Iowa State Fair; Amico Barone Jr., Eastern States Exposition; Harry Storin, Greater Barrington Fair; Martin H. Ritter, Allentown Fair; Don Davis, Indiana State Fair; Carroll Benson, Wisconsin State Fair; L. (Doc) Cassidy, New Albany, Ind.; Clive R. Lane, Kansas State Fair; Thad Ricks, State Fair of Texas; E. E. Hill, Oklahoma State Fair, and Barney Ghio, Louisiana State Fair.

THE FINAL CURTAIN

BEARD—Charles W., 37, former showman who for the past five years was a patrolman in Jackson, Tenn., November 9 en route to a hospital in Memphis, six hours after receiving a gunshot wound in the head. He formerly worked on the W. G. Wade Shows and Sunset Amusement Company as counterman for Bill Stacy's bingo and was a veteran of World War II. Survived by his widow, Rosemary; a son, Danny; his mother, Mrs. William Chastain, Ocean Springs, Miss.; three sisters, Mrs. Dorothy McClaran, Murfreesboro, Tenn.; Mrs. Harriet Kaylor, Circleville, O., and Mrs. Irene Stacey, Columbia, Tenn., and two brothers, James, Jackson, Tenn., and Robert, Ocean Springs. Burial November 11 in Hollywood Cemetery, Jackson.

CLARK—Charles Herbert, 83, a member of the Unity Agricultural Society, in Unity, Sask., recently. Survived by his widow and one daughter.

EDWARDS—William Henry, 70, a member and ex-official of the Grenfell Agricultural Society, November 15 at Broadview, Sask. As a livestock man he had exhibited Aberdeen Angus cattle at the Provincial Exhibition in Regina. Survived by his widow, a son, three daughters, two brothers and a sister.

HANSEN—Kolborn, A., 74, a former officer of the Eaton Agricultural Society, in Eaton, Sask., recently. Survived by two sons and two daughters.

LITTLE—Ray L., 68, veteran concessionaire and former carnival owner, November 20 in Alvarado, Tex., of a heart attack. He had been in the business 35 years. He was a member of the Masonic Order, Scottish Rite and a Shriner. Survived by his widow and a son, James W. Burial November 23 in Cleburne, Tex.

MANLY—Luis J., 59, clown ventriloquist, November 25 in Los Angeles following

Rhoda-Saxon Thrill Show Set for 1960

NEW YORK — A new auto thrill show — Hell's Angels — using Renaults, is being framed by Lady Rhoda, blindfold and escape artist, and Johnny (Tex) Saxon, stunt driver. It will be offered at Chicago and at Eastern fair meetings.

About 10 pieces of equipment will be used, the partners report. In the routines will be a dynamite act, Saxon's daredevil driving, Lady Rhoda's straitjacket escape while hanging from her heels 25 feet over a car, and blindfold driving. They will also incorporate rollovers of flaming cars.

Indications on bookings were encouraging, several inquiries coming during Lady Rhoda's performing at NASCAR tracks. Title of the new show will be "Lady Rhoda and Tex Saxon present Hell's Angels."

Rifleman Package Set For Outdoors

VAN NUYS, Calif. — Chuck Connors, star of television's The Rifleman, and Johnny Crawford, who plays his son, Mark, in the series, will be featured in a package for fairs and other outdoor events for which dates will be arranged by Clyde Baldschun & Associates as personal managers.

In addition to Connors, who plays Lucas McCain, and Crawford, the package will include Perry Botkin, Bing Crosby's guitarist, heading a musical group to supply the background.

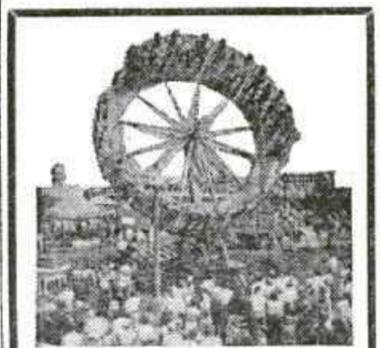
The Rifleman group has already been set to play the Winnipeg, Canada, Shrine Circus, April 30-May 7. Frank Simmons, event's general manager, and Alex Turk, assistant, were here recently to complete arrangements.

Robert Horton, who plays the Scout in "Wagon Train," has been set for the Odessa, Tex., Rodeo, January 4-9, and Eric Fleming, star of "Rawhide," for the Miami Rodeo, February 25-28, with the Baldschun office making the arrangements.

Rio Grande Valley to Be Busy in '60

McALLEN, Tex. — The Rio Grande Valley area will be a busy place for fun seekers during the first nine months of 1960. A total of 37 fiestas, fairs and celebrations are listed for 12 valley towns north of the river and two south, Reynosa and Matamoros.

The themes vary. There are citrus fiestas, Charro Days, bullfights, vegetable shows, shrimp fiestas, fishing tournaments, a town birthday party, livestock shows, July 4 celebrations, a lamb show and a long list of purely local events.

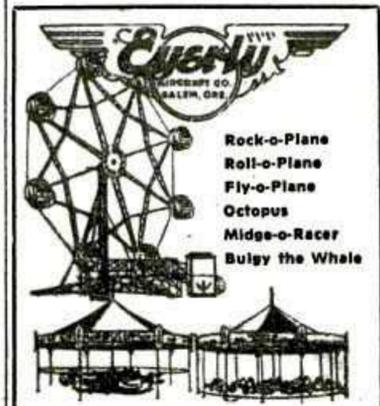


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ROLLER RUMBLINGS

By AL SCHNEIDER

A PREVIEW of facilities for the 1960 American Amateur Roller Skating Championships was a feature of the four-day semi-annual meeting of the Board of Control, Roller Skating Rink Operators' Association of America, held at Little Rock November 30-December 3. The RSROA convention will also be held at Little Rock next summer during the championship meet, and leaders of the association in-

spected local facilities in order to complete plans for the combined events. Co-operative activities with manufacturers of roller skating equipment and supplies were implemented at the Little Rock session, according to Charles E. Cahill, RSROA secretary-treasurer, who said that the manufacturers' representatives were invited to attend "to discuss with the board mutual problems and goals in the industry." In addition to intramural matters, which were expected to take up the bulk of time during the four days, special reports from two affiliated bodies, the United States Federation of Amateur Roller Skaters and the Society of Roller Skating Teachers of America, had important places on the agenda.

An excellent example of roller rink publicity at the local level, where it counts most, appeared in All Week of November 28. The Cincinnati Post and Times Star's Saturday tabloid-size supplement of feature articles. The feature in question was a page of pictures with text about the mothers' skating club organized a couple of years ago by rink Manager C. V. (Cap) Sefferino at the Lou and Charles Myers-operated Price Hill Roller Rink. Three large pictures showed mothers in action at the rink, while a fourth pictured professional Donna Roche coaching a group of toddlers in skating while their mothers participated in class work. The article reported that membership in the club now totals 80, and explained that the mothers attend in order to

enjoy the sport with their kiddies and, at the same time, find it an excellent way in which to keep their figures trim. The latter point has been the dominant theme in the

(Continued on page 69)

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Peter Paul Ams: Sanford, Fla.
 Sugar State: Baldwin, La.
 Turner, Scott, Rides: (Edgewater & Rugby) Orlando, Fla., 7-Jan. 2, 1960.

Circus Routes

Atayde Bros.: Tenancingo, D. F., Mex., 7-8; Ixtapan 9; Miacatlan 10; Jojutla 11-13; Tlanillatan 14-15; Cuagla 16-18; Amecameca 19-20; Mexico City 24-Feb. 3.
 Packs, Tom: Mexico City, Mex., 4-Jan. 7.

Miscellaneous

Matchstick Cities: Tampa, Fla., 7-24.

Arena Routes

Ballet Espanol: (Municipal Aud) Pensacola, Fla., 7; (Westcott Aud) Tallahassee 8; (Mayhall Aud) Lakeland 10.
 Polish State Folk Ballet: (Masonic Temple) Detroit, Mich., 8-13; (Milwaukee Aud) Milwaukee, Wis., 15; (Municipal Aud) St. Paul, Minn., 18; (Minneapolis Aud) Minneapolis 19; (Philharmonic Aud) Los Angeles, Calif., 22-26, and (Shrine Aud) 27.

Ice Shows

Holiday on Ice of 1960: (Memorial Arena) Green Bay, Wis., 8-13.
 Ice Capades, 19th Edition: (PNE Forum) Vancouver, B. C., 7-12; (Civic Center) Butte, Mont., 15-20.
 Ice Capades, 20th Edition: (Memorial Aud) Rochester, N. Y., 7-13; (Coliseum) Charlotte, N. C., 15-20.
 Ice Follies of 1960: New Haven, Conn., 7-13; Philadelphia, Pa., 25-Jan. 10.

Legitimate Shows

Dark at the Top of the Stairs: (Warner) Oklahoma City, Okla., 7-8; (Municipal Aud) Amarillo, Tex., 9; (High School Aud) Snyder 10; (New Downtown Aud) Dallas 12-13; (Municipal Aud) Harlingen 15; (Municipal Aud) Austin 16; (Municipal Aud) San Angelo 17; (Aud) Lubbock 18; (Geary) San Francisco, Calif., 21-31.
 Gay '90's Nite: (Memorial Gym) Ruston, Ga., 7; (Baylor Aud)

Mexico Plans Exhibit at Orange Show

SAN BERNARDINO, Calif. — Direct participation of the Mexican government in the 1960 Golden Anniversary National Orange Show here, April 28-May 8, was assured last week in a meeting of a personal representative of President Adolfo Lopez Mateos and exposition officials.

President Mateos was represented by Mexico's Ambassador-at-Large, Miguel Alvarez Acosta, director of International Cultural Promotion, Secretariat of Foreign Affairs. He said his government is planning to display examples of his country's ancient and modern culture and art. There are possibilities that a pageant featuring famous musical organizations from south of the border will be staged in concert appearances.

The 11-day event for 1960 will have a Salute to Mexico theme as the exposition celebrates its 50 years of dedication to the citrus industry.

James E. Cunningham Sr., exposition president, said the invitation for Mexico's participation had received full co-operation from the State Department in Washington.

Fond du Lac, Wis., Fair Reaps Profit, Elects Batterman

FOND DU LAC, Wis.—Fond Du Lac County Fair here wound up its 1959 operations on the right side of the ledger and elected Charles Batterman, this city, president.

Other officers are Erwin E. Jonas, vice-president; William S. Schwefel, secretary, and Fayette M. Coffeen, treasurer. Directors are Victor Promen, Lloyd M. Hawes and Ervin Roehl.

Total receipts amounted to \$42,856.52 and disbursements amounted to \$40,128.67. Included in the revenue column was \$6,469.92 from the carnival; \$11,347.05 from concessions and \$3,206.30 from the grandstand.

Waco, Tex., 8; (Municipal Aud) San Angelo 9; (Civic Aud) Lubbock 10; (Liberty Hall) El Paso 11; (Union High Aud) Phoenix, Ariz., 12.

Look Homeward Angel: (American) St. Louis, Mo., 7-12; (Pabst) Milwaukee, Wis., 14-19; (Blackstone) Chicago, Ill., 21-Jan. 9.

Music Man, The: (Shubert) Chicago, Ill., indefinite run.

Odd Man In: Schenectady, N. Y., 7; Buffalo 8; (Colonial) Akron, O., 9; Huntington, W. Va., 10; (Sexton High School) Lansing, Mich., 12; (Regent) Grand Rapids 14-15; (Palace) South Bend, Ind., 16-17; (Memorial Aud) Louisville, Ky., 18-19; Detroit, Mich., 21-Jan. 2.

Two for the Seesaw: (Memorial Aud) Greenville, S. C., 14; (City Aud) Asheville 15; (Columbia Twp. Aud) 16; (Memorial Aud) Greensboro 17-18.

Walter Beachler Re-Elected Chief

DAYTON, O.—Walter Beachler, president of United Fireworks Manufacturing Company, has been re-elected to his fourth term as chief barker of the Dayton Variety Club.

FAIR MEETINGS

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 7-8. Eugene Moore, Tipton, secretary.

West Virginia Association of Fairs, Tygart Hotel, Elkins, January 2-3. Mabel C. Hetzer, P. O. Box 589, Huntington, secretary.

Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 3-5. Robert L. Barnet, Muncie Star, Muncie, Ind., secretary.

Minnesota Federation of County Fairs and Minnesota State Agricultural Society, St. Paul Hotel, St. Paul, January 4-6. Hubert Ransom, St. James, secretary.

Georgia Association of Agricultural Fairs, Dinker-Plaza Hotel, Atlanta, January 11. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 12-13. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 12-14. Goldie Scheible, 1043 South Main Street, Dayton, O., executive secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 13-14. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Missouri Association of Fairs, Governor Hotel, Jefferson City, January 14-15. Victor M. Gray, Box 630, Jefferson City, secretary.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 14-15. Corbin Green, Hickory, secretary.

West Canada Association of Exhibitions, Bessborough Hotel, Saskatoon, Sask., January 15-17. Mrs. Letta Walsh, P. O. Box 10, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 16-17. William E. Finch, Danville, secretary.

South Dakota Fair & Exposition Association, St. Charles Hotel, Pierre, January 17-18. Ray Urrah, Hurley, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 17-19. Harry B. Kelley, Hillsdale, secretary.

Association of Alabama Fairs, Hotel Stafford, Tuscaloosa, January 18-19. C. W. Summers, Box 972, Jasper, secretary.

Massachusetts Agricultural Fairs' Association, Wendell-Sherwood Hotel, Pittsfield, January 18-19. Paul Corson, Topsfield, secretary.

Association of Utah Fairs and Shows, New House Hotel, January 20. Mae Bellow, 2636 South 20th East, Salt Lake City 9, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 20-21. William Arthur Morris, 2924 North Fifth Street Highway, Reading, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Hotel Graver, Fargo, January 21-22. A. D. Scott, Box 68, Fargo, secretary.

Kentucky Association of Fairs & Horse Show, Kentucky Hotel, Louisville, January 21-22. L. Doc Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorsville, secretary-treasurer.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-26. H. C. McClellan, Arlington, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 25-26. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

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

Tennessee Association of Fairs, Noel & Maxwell House, Nashville, January 28-29. Mrs. Malinda Granberry, Box 3808, Mid-South Fair, Memphis, secretary.

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

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

Arkansas Fair Managers' Association, Lafayette Hotel, Little Rock, February 8-9. Clyde E. Byrd, Arkansas Livestock Exposition, Little Rock, secretary.

Midwest Fair Association, Hotel President, Kansas City, Mo., February 25-26. Maurice E. Fager, Mid-America Fair, Topeka, Kan., secretary.

Midget Car Firm Expands For '60 Tour

INGLEWOOD, Calif.—A. & J. Midget Car Corporation plans to increase its road units from two to five this coming year, Norb Janssen, president and sole representative, said here.

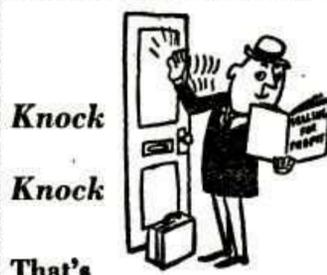
Janssen said he will again play fairs and with carnivals when he launches his third season on the road. In addition, the half midget racing cars will be offered to parks as a packaged deal. For parks, the set-up will include cars, engineering of the track, layouts, and instructions in operation.

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1,000 CELEBRATE AT SLA BANQUET

Sedlmayr, Conklin Unveil Plaque; Carsky Gets Gold Membership Card

CHICAGO — Close to 1,000 members of the outdoor amusement fraternity relaxed at the 47th annual banquet and ball of the Showmen's League of America, Wednesday evening (2). Colorful gowns and jewels were the order of the day for the ladies and the ballroom of the Hotel Sherman sparkled in a show biz atmosphere. Highlights of the evening included the unveiling of the huge bronze clubroom plaque by the two chairmen of the drive, Carl Sedlmayr Sr., and J. W. (Patty) Conklin. Of equal importance was the presentation by Bill Carsky, outgoing SLA president, of the official charter for the League's Ontario chapter to Conklin, the president of the latter organization. And Paul Olson, new president of the League presented Carsky with the traditional gold life membership card.

Adams Emsees

Joey Adams, new president of the American Guild of Variety Artists, and a longtime comedian, served as toastmaster of the evening. He called on a number of guests including Governor Ralph Herseth of South Dakota, Sally Rand, the Imperial Japanese Dancers, Rex Allen and the Cisco Kid. He also called on two of the youngsters in the crowd, James (Jimmy) Drew Jr., son of the owner of the James H. Drew Shows, and Johnny Williamson, whose dad is commissioner of agriculture of Missouri. Bob Shaw, pitcher for the Chicago White Sox also spoke. In closing his portion of the program, Adams pledged the full co-operation of AGVA with outdoor business and said to phone him anytime.

League officers at the speakers' table, in addition to Carsky and Olson, included Hank Shelby, secretary; Ed Sopenar, first vice-president; Lou Dufour, second vice-president; Hal Eifort, third vice-president; Bernie Mendelson, treasurer; George B. Flint, chaplain; Morris Haft and Arthur Morse, co-counselors.

Organizations

Representing other organizations were John Bowman, National Association of Amusement Parks, Pools & Beaches; Maurice Hartnett, International Association of Fairs and Expositions; Norman Schlossberg, Hot Springs Showmen's Association; John Vivona, Miami Showmen's Association; Robert Morrison, Michigan Showmen's Association; Earl Maddox, Greater Tampa Showmen's Association; Max Cohen, American Carnival Association;

Charles Goss, Pacific Coast Showmen's Association; Bill Kaplan, Al Sopenar American Legion Post; Frank Winkley, Midwest Showmen's Association; Al McKee, National Showmen's Association, and Pat Marco, Showmen's League of America, Ontario Branch.

Congratulatory wires were read from Chicago's Mayor Richard J. Daley, Phoebe and Lynn Carsky, Mr. and Mrs. Wolf Carsky, Sara McCaffery, National Showmen's Association, Greater Tampa Showmen's Association, Miami Showmen's Association, Hot Springs Showmen's Association; Midwest

(Continued on page 69)

Blue Grass Set to Play 8 Fla. Fairs

CHICAGO—Blue Grass Shows will play eight Florida fairs this winter, opening January 18 at Sebring, C. C. (Specks) Groscurth, owner-manager, announced.

The other fairs are at Palmetto, Fort Myers, De Land, Largo, Plant City, Eustis and Sarasota. A shopping center unit will then hit the road and remain out until the Groscurth organization moves into its spring and summer route.

Groscurth was shopping for new rides here during the outdoor meetings and said as soon as he returned to his Largo, Fla., winter base, work would get under way on rides, equipment and rolling stock. He said almost a complete rebuilding is planned.

Honor Bill Carsky At President's Party

CHICAGO — William Carsky, 35th president of the Showmen's League of America, was honored by close to 700 outdoor showmen here Sunday evening (29) at the annual president's party in the ballroom of the Hotel Sherman.

The all-male audience enjoyed a program of acts, dinner and all the trimmings. Serving in various capacities were Ken Nordine, Les Lear and Lou Dufour, and Carsky was presented with a television set in thanks for his year's work. A huge photograph of the outgoing president, measuring five feet by seven feet, graced the stage.

Maurice (Lefty) Ohren and Bernie Mendelson were co-chairmen of the annual party. Benedict Garmisa and Herb Dotten headed up the press committee for the event which included Nat Green, Al Sweeney, Harry Duncan, Mickey Blue and Dave Friedman. Ed Levinson was in charge of tickets, assisted by Noble Case, Bill Hetlich, Neil Webb and Petey Pivor. Max Brantman was in charge of the reception committee of Tom Sharkey, Harold Barrows, Sam J. Solomon and Jack Benjamin.

The show was put together by the two chairmen, Ohren and Mendelson, with the assistance of the following co-chairmen: Marcus Glaser, Sam J. Levy Sr. and Norman Schlossberg. Their committee, in turn, included Dave Halper, Pat DeCarlo, Harry Greben, Charles Hogan, Paul Marr, Ernie Young, George B. Flint, Charles Zemater Sr., Lou Breese, Ernie

Fast, Frank Taylor, George Hamid, L. N. Fleckles, Dave Malcolm and Chick Schloss.

Stage co-ordinators were Sam Ward, Dick Ware, Jimmy Staunton and Louie Leonard.

Talent in the show included Jack Marshall, Pearls of the Pacific, Ernie McLean's Royalaires, Riverboat Folliettes, Vic Perry, Ford and Reynolds, Elkins Sisters, George Carl and Company, Tommy Garry and Sherry, Rick and Gibson, Harry Todd and the Toddlers, Miles Bell, Two Bowers and the following from the local company of "Music Man": Forrest Tucker, Benny Baker, Cliff Hall and Randy Garfield.

Troupers Name New Officers

LOS ANGELES—Regular Associated Troupers has named its 1960 official slate, with installation ceremonies to be held here in the clubrooms the night of December 31. Following the installation, the annual New Year's Eve party will be held.

Emily Bailey was named president. Vice-presidents elected include Ernest Hohlitt, first; Sunshine Jackson, second; LaMotte Dodson, third, and Sylvia Levy, fourth. M. H. Ellison was named treasurer; Etta Katarakos, secretary, and Ted LeFors, chaplain. Helen B. Smith was again selected as corresponding secretary.

K. C. Fems Name Officers

KANSAS CITY, Mo.—Loreli Wrigley was elected president of the Ladies' Auxiliary of the Heart of America Showmen's Club.

Other officers are Mae Wilson and Ruth Yonkers, vice-presidents; Vera Goff, secretary, and Hattie Howk, treasurer.

Banquet and ball will be held December 11 at the Hotel Continental. On December 18 the women will have a parcel post sale and Christmas party. Memorial services are set for December 27 and open house the following day. A luncheon is set for December 30 at the Aladdin Hotel Roof.

CARNIVAL CONFAB

THE recent home-coming party of the Pacific Coast Showmen's Association drew a strong turnout including Orville N. Crafts, Ross Davis, Arthur Anderson, Faye Prosser, Mike and Babe Herman, Mike Schwartzberg, Kenneth F. Payne, Saul and Beverly Breetmor, Al Weisman, Hy and Sue Korenblatt, William Stephenson, Madison Hopes, Ruth Wolff Wood, Sally Flint, Dick Dillard, Theodore Kozacki, Mr. and Mrs. Cliff Barber, David Friedenheim, Larry Lindell, Jack and Ann Wasserman, Jimmy and Julia Smith, Anna Metcalfe, Rose DeHaven, Jim Jones, Matt and Morosa Herman, Mr. and Mrs. H. J. Webber, Charles and Grace Goss, Kathryn Doolan, Mr. and Mrs. Tom Wolfe, J. Ed and Mabel Brown, Mary V. Taylor, Arthur Thompson, Joe Brower, Si Otis, Nate and Marjorie Hartman, Jack Linn, Bob Schoonover, Bob and Liz Matthews, Lee B. Smith, John Lopez, George and Etta Kotarakos, Joe and Peggy Steinberg, Harry Shreve, Bertha McCarthy, Dod Dodson, Steve Vaughn, Jack Wasserman, Earl and Doris Stolz, Gloria Snobar, Ellis and Sylvia Hendry, Charles and Edith Walpert, Mr. and Mrs. Spot Fowler, Sam Snobar, Ernest (Dutch) McCarthy, Jimmy Val Gray, John O. Davis, C. H. Allton, Jack Glassman, Ben Morrison, Bill and Jewel Hobday, Harry Gilbert, Florence Webber, Vivian O'Connell.

Also Shirley Leatherwood, Lucy Lango, E. W. and Betty Coe, Babe Gardner, Moe and Nina Levine, Edwin Tait, May Stewart, Nancy Meyer, Bertha Harris, Minnie Springs, Irving and Mollie Seiff, Mr. and Mrs. M. Mitchell, Bob and Raie Banard, Lillian Enfield, Hunter and Margaret Farmer, Sam Steffin, Mr. and Mrs. Sam Sharphran, Bertha Culver, Sam Brown, Sam and Mickey Wexler, Florence Lusby, Al (Red) Cohn, Mr. and Mrs. Dave Sugerman, Mallory Van Slyker, Joe and Edna Dauer, J. R. Miller, Sam Alexander, Buddy and Bonnie Wald, Bill and Blanche Overly, Martha Walker, Ruth Safro, Abe and Katherine Goldstein, Eva May Thompson, John Wilson Tony Spring, Jimmie Kelly, Mr. and Mrs. Wally O'Connor, F. M. Nay, J. J. Dillon, John Slaven, Mickey Koch, Jack Hughes, Ellis Freeman, Maree Rhodes, Eva DeMarrs, Harry Starr, John F. Dowling, Dolly Mintzer, Rose Westlake Dodson, Luch Longo, Meyer Scholem, Harry Hargrave, L. Ed Roth, Mr. and Mrs. Toney Martone, O. F. (Red) Friend, James G. Dunn, John P. Norman, Lou Hoffman, Sam Coomas, Bob Chaplin, and Ed Cadieux.

Sam Abbott

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Fred Nolan, owner of Nolan Amusements, Inc., Zanesville, O., is currently in Europe where he plans to purchase two new thrill rides from a manufacturer in Swena, Germany. The added two devices will swell his total to 47 on the various Nolan units. In 1960 Nolan will field a total of five units, the latest addition to play a route of Shrine dates. Winter quarters in Zanesville is now open under the direction of Curley Little. Crew will be increased after January 1. . . . George S. Harr, longtime show agent, currently with Olson Shows, was confined to Providence Hospital, Mobile, Ala., with bronchial pneumonia. . . . James H. Drew placed an order for a new Paratrooper at the Chicago meetings. . . . Everett Winrod was a busy man at the Windy City meetings. In addition to repping his show and his ride connection, he also served as a judge of printed material for the Federation of State and Provincial Association of Fairs. . . . Johnny Fulghum reports he visited Cetlin & Wilson quarters in Petersburg, Va., and also saw Ralph Lockett, of Foley & Burk Shows, who makes his home there. Chatted with Stan Hutchison, general manager of the Petersburg fair. . . . Henry Halder, who was in the office wagon of Olson Shows during the season, is back home in Richmond, Va.

Frank Joerling

Mary M. King, wife of Joe L. King, owner of King Bros.' Shows, entered Presbyterian Hospital, Denver, for December 4 surgery. . . . Pauline Belle King is recuperating from a heart attack at her home at 336 West 49th Street, New York, and would like to receive mail from friends. . . . Louis (Fingers) Bell, of World of Pleasure Shows, has booked his "Jailhouse

Rock Revue" for the upcoming Detroit Policemen's Ball. . . . James D. Chapman, show electrician of Iowa Park, Tex., was reported to be in improved condition at Medical Center Hospital, Odessa, Tex., following injuries suffered November 22 when he fainted and fell into the clutch of a Ferris Wheel, incurring a crushed chest and broken bones in the left arm. Chapman, a former worker with Victory Exposition Shows, went to Odessa to visit the Victory show and the Great Western Shows. He would like to receive mail from friends.

Sherri Lane, annex feature, will be with Dickie Hilburn's Side Show in 1960, her third season with the attraction. . . . Barbara LeMay, exotic dancer, has been working clubs in the St. Louis area and currently is at the Show Club, 3230 St. Clair, East St. Louis, Ill. She would like to hear from friends. . . . Johnny Kinsey, for the past seven years with Continental Shows as sound man, is now operating a used car lot and filling station in Oneonta, N. Y., and also has a Western group known as the Rainbow Ranch Show and Dance Troupe. . . . Fred (Curley) Mayner has undergone an operation in John Seelye Hospital, Galveston, Tex., and would like mail from friends. . . . Ruth and Jay Williams are back in Ocala, Fla., after their fourth year with William T. Collins Shows.

Al Schneider.

Chicago Notes: Petey Pivor was ill during the meetings and confined to his Hotel Chateau room with a virus. . . . Pete Siebrand and Art Frazier repped the former's show. . . . Maxie Friedman and Lefty Block announced that they would operate the front end

(Continued on page 69)

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FLASHBACKS: 15 Years Ago—The Showmen's League of America mustering-out fund was swelled to a total of \$32,000 by contributions from Royal American, Johnny J. Jones Exposition, Gooding Amusement and Cavalcade of Amusements. . . . Frank Bergen was elected from assistant manager to general manager of World of Mirth Shows succeeding the late Max Linderman. . . . Over 1,000 turned out for the annual banquet and ball of the National Showmen's Association in New York. Jay C. Flippen emceed the show which included Vaughn Monroe, Henny Youngman, Latin Quarter Revue, Wally Brown, Joan Brooks; Lo, Hite and Stanley; Whitson Brothers, Billy Vine, Lee Simpkins and Jack Teagarden and His Orchestra.

SHOWMEN'S LEAGUE PAYS TRIBUTE TO DECEASED

CHICAGO—The Showmen's League of America, friends and guests paid tribute to deceased members of show business at the annual memorial services here Sunday (29) in the Bal Tabarin of the Hotel Sherman.

The program was conducted by the Rt. Rev. Monsignor L. J. Arrell of St. Mary's Cathedral of Fargo, N. D. He was assisted by the Rev. Thomas P. Byrne, Old St. Patrick's Church, Chicago.

Following an organ prelude the Reverend Byrne delivered the invocation. The old St. Patrick's Church Children's Choir sang several selections and Monsignor Arrell delivered the eulogy and also the benediction. Presentation of colors was by the Commonwealth Edison Post of the American Legion. Ed Sopenar and Hy Neitlich were in charge of the program.

Members who passed on during 1959 included Joe Lewis, Gerald O. Grossaint, Albert Singer, Buster Cronin, Walter D. Jackson, M. E. Frenzel, John F. Courtney, Clyde R. Coffing, Harry Russell, John Dorsey, William T. L. McCoy, William K. White, Emmett W. Sims, J. A. Darnaby, Gerald Snellens, Rudolph Rivers, Frank A. Rizzo, George Reinhardt, H. William Jones, Fred F. Donnelly, John Curran, John J. Re, J. Edward Fuld Jr., Sam Arenz, James E. Strates, Carl N. Carlin, O. Buck Saunders and R. D. Dowis.

Midwest Status Quo After Chicago Meet

Railroad Show Routes Unchanged; Park Signs Battle of Flowers

By HERB DOTTE

CHICAGO—The annual convention of the International Association of Fairs and Expositions, which closed Wednesday (2)—was a carbon copy of the '58 confab for the big three carnival operations of the Midwest—the mighty 80-car Royal American Shows, the Olson Shows, and the Gooding Amusement Company.

All again retained the same route of fairs. The only change was an extension of the Olson Shows' fair time, as two of the show's regular fairs decided to

GOODING INKS HOOSIER FAIR

INDIANAPOLIS — The Gooding Amusement Company Friday (4) was awarded the midway contract for the 1960 Indiana State Fair. The action by the State Fair board was taken on the first day of a two-day attraction meeting. Gooding, which played the fair last year, presented the lower of two bids for the contract, it was reported. The Cetlin & Wilson Shows tendered the other bid.

lengthen their runs by two days and eight days. The Anderson, (Ind.) Free Fair, in adding two days, thus will have two Saturdays and one Sunday. The Northern Wisconsin District Fair, Chippewa Falls, will open on a Sunday and close on a Sunday.

From a carnival contracting standpoint the only big surprise to break during the convention did not involve a fair but a festival, the Battle of Flowers at San Antonio. A new festival committee awarded the 1960 contract to Robert K. Barker after soliciting outright buy bids. The award to Parker brought to an end the long period during which Jack Ruback, owner of the Alamo Exposition Shows, had provided the rides and shows for the late-winter festival.

Carl Sedlmayr Sr., Royal American Show owner, purchased a Flying Coaster during the convention and said that the ride would be delivered in time for the Florida State Fair, Tampa.

Paul Olson, general manager and a co-owner of the show bearing his name, disclosed that he purchased 16 new Dodgem cars during the convention and that delivery on these would be made at the show's Hot Springs winter quarters before the show takes to the road. He also said he planned to buy two new rides.

Olson, the new president of the Showmen's League of America, planned to remain in Chicago on league affairs for a few days following the convention and then attend the Iowa fair convention at Des Moines before heading for Sarasota, winter quarters of the Ringling-Barnum Circus, where he planned to inspect some railroad cars with a view to buying them. He was to make the trip to Des Moines in company with Lou (Stretch) Rice and Louie Berger, business manager and general agent, respectively, of his show.

Floyd E. Gooding, president of the Gooding Amusement Company, cut his stay at the convention short in order to go to Indianapolis, where the Indiana State Fair board Friday (4) was to hear bids for and award the midway contract for 1960.

William T. Collins disclosed he had added another fair, Thief

River, Minn., to his route. This he said, was made possible when the Grand Forks, N. D., fair advanced its fair dates to the last week in June, enabling him to play Thief River the third week in July.

C. C. (Specks) Groscurth, owner of the Blue Grass Shows, announced he had purchased a new Paratrooper ride, which will be delivered in time for his early fair dates. Groscurth also reported signing the Champaign - Urbana (Ill.) Fair for the eighth year and the La Porte (Ind.) Fair for the sixth year.

Al Kunz, owner-operator of the Heth Shows, picked up two dates, the Lincoln (Ill.) Fair and the Soldiers and Sailors Reunion, Salem Ill.

Elmer Velare, who with his brother Curtis, owns and operates the Space Wheel, closed to have the spectacular ride on the Olson Shows' midway at the Iowa State Fair, Illinois State Fair, and the Kentucky State Fair.

Conklin Sees Bright Future for Midways

CHICAGO—J. W. (Patty) Conklin, Canadian midway biggie, last week said that the future of carnival or midways at fairs and exhibitions is particularly bright, pointing out that carnival owners have not scratched the surface of what can be done in this field of entertainment.

Conklin gave this opinion in an address before the annual meeting of the International Association of Fairs and Expositions here Wednesday (2).

"There have been any number of references in recent years to the fact that television has seriously affected our industry. After checking attendance records, and making surveys of some of the most important exhibitions, large and small, on this continent, I find that the facts are just to the contrary. My reason for this statement is borne out by our increasing revenues, and the fact that you cannot bring an organized show company into a broadcasting studio, or sit at home in your living room and ride a Merry-Go-Round," he said.

He further said that the outdoor amusement industry is one that has not increased prices of admission to the extent that all other amusements have done. One of the most important things that we should strive to do in the future is to make a sincere effort to maintain and keep prices down at midways—give the public a good standard ride and eliminate what is commonly known as jam openings on shows.

Likes Kiddielands
Conklin was enthusiastic in his recommendation of kiddielands or kiddie areas that produce good grosses and also provide solid entertainment. He said that, if possible, they should be located away from the main midway.

He also stressed the importance of fairs providing rest rooms in the fun zone. "This is something that we owe the public and by providing these facilities in the area, we have increased our business by more than 25 per cent the first year they were installed," he disclosed.

Also recommended by Conklin was better lighting and flashing of midways and paved surfaces to overcome dust, dirt and mud.

He also cited the following example:

Prells Sign Statesville, Buy 2 Rides

NEWARK, N. J.—Prell's Broadway Shows placed orders for two rides at the Chicago conventions, Sam Prell reports. Also announced is the acquisition of the fair contract for Statesville, N. C., last played by Amusements of America.

Statesville marks the second new fair signed recently, the other being the one in Petersburg, Va.

Sam Prell said the show will be joined next season by Carl Prell, who will return to the road in efforts to follow in the footsteps of his late father, Joe Prell, the show's agent. Agenting meanwhile is being handled by F. E. (Fernie) Spain, it was announced. Carl and his mother Beatrice will tour in a house trailer.

A Roundup and Paratrooper were ordered at the convention.

Paul Olson Named 36th SLA President

CHICAGO—Paul Olson, general manager and co-owner of Olson Shows, was elected the 36th president of the Showmen's League of America in an uncontested election here Monday (30). Olson succeeds William Carsky in the top spot.



PAUL OLSON

Secretary Hank Shelby cast the one ballot that elected Olson along with the following slate of officers: Eddie Sopenar, first vice-president;

Lou DuFour, second vice-president; Hal Eifort, third vice-president; Bernie Mendelson, treasurer, and Shelby as secretary. Elmer Byrnes was named for a five-year term as trustee and J. P. (Jimmy) Sullivan for a two-year term.

Elected to the board of governors were Douglas K. Baldwin, Louis J. Berger, Mickey Blue, Max Brantman, Johnny Campi, Noble Case, William T. Collins, James Conklin, Hadji Delgarian, Herb Dotten, James H. Drew, George B. Flint, Dave Friedman, John Gallagan Jr., Benedict Garmisa, K. H. Garman, C. C. (Specks) Groscurth, Morris Haft, Paul Huedepohl, William Kaplan, Andy Kasin, Al Kaufman, Al Kunz, C. J. (Jack) Kwiet, Lou Leonard, Eddie Levinson, Sam J. Levy Jr., R. H. McIntosh, Gerald Mackey.

Also Pat Marco, Chuck Moss, Art Morse, Harold (Buddy) Padlock, Henry Polk, Harry Ross, Jack Ruback, David Russell, Norman Schlossberg, William Schmidt, Harry Shore, Lloyd I. Thomas, Bernard Thomas, Sam Ward, Solmie Wasserman, E. W. (Slim) Wells, Ben Weiss, O. J. (Whitey) Wells, Frank Winkley, Ralph Woody and Charles Zemater Sr.

Installation of officers took place at the annual meeting of the League held Thursday evening (3).

C&W Share Bought By Barney Corey

MIAMI—A long-rumored situation became reality last week when a new name was added to the management of Cetlin and Wilson Shows. Jack Wilson, long said to be on the verge of disposing of his show interest, confirmed that Barney Corey has acquired "a share" of Wilson's partnership.

Wilson emphasized that he will continue to tour with the railroad show and that he is retaining a partial holding. The title will continue unchanged and the entrance of Corey, veteran operator of pitch games, will not affect the concession staff, Wilson added.

Corey is a West Coast operator who has had multi-unit pitches on many shows. He is the father of Dania Crayne, film starlet currently in Pepsi-Cola and 7-Up commercials.

The extent of Corey's purchase was not detailed. He has not been

associated with carnival management in the past and most likely will devote his attention to the show's front end operation. His title and exact duties will be announced.

Is Cetlin and Jack Wilson have been associates for more than 40 years. In the last decade there have been many names rumored to be buying the holding of one partner or the other. This is the first time there has been any finalization of such activity, altho purchase was nearly accomplished at least once in recent years.

Cetlin and Wilson's fair route has been kept intact from 1959 and it is said there is no reason for any changes to be expected, because of Corey's entering the partnership. Wilson said he has several other business propositions under consideration and may make a further announcement prior to the 1960 season.

Western Shows Opens May 3

EVERETT, Wash. — The 1960 route for Western Shows is shaping up well, and the No. 1 unit will open the season May 3 at the Bellingham Blossom Time Festival, Frank Robinson, owner-manager, said here upon his return from the Chicago convention.

The Blossom festival, Robinson said, will have a Hawaiian theme with one of the Northwest's largest parades planned. A beauty contest will be held in conjunction with the event.

Western Shows has also signed Evergreen State Fair in Monroe for two years, the first time such a contract has ever been issued.

Dates for the Marysville Strawberry Festival have been moved up to mid-June. Show will have an enlarged downtown location because of the growth of the exposition.

Eastern Routes Developing With Few Changes in Sight

CHICAGO — Booking changes among the Eastern carnivals were of little significance at the convention here. Show operators did considerable buying and there was socializing with committees who were already committed, but contract switches of significance, if any, are yet to come.

Cetlin and Wilson has retained its 1959 dates and has concern over only one or two weeks in late season. World of Mirth has a strong nucleus consisting of Ottawa, Columbia and Anderson, S. C.; Greenboro, N. C., and others.

The James E. Strates Shows route has developed along the same lines as 1959, with all fairs confirming 1960 appearances except the New York State Fair in Syracuse, where a preliminary agreement,

usually followed by a contract, is in effect.

Major spots still pending in the East number Allentown and Bloomsburg, Pa., and fairs in Vermont. The Allentown decision is expected to be made relatively early in 1960, following a December 16 election to fill the presidency post of the late Frank Hausman.

The Marks Shows route is near completion with the addition of Salisbury, N. C., played by another show last year. With two weeks open, the lineup consists of Orangeburg, S. C.; Gaithersburg, Md.; Hickory, Albemarle, Fayetteville and Monroe, N. C.; Union and Laurens, S. C., and Covington and Roanoke, Va. John Marks leaves December 10 on his anticipated trip to Latin America and South America, which will last until after the Southern meetings.

Ride Buyers Set Brisk Pace

Continued from page 58

not dominate the ride field, although one or two examples of spirited action involving European units were noted. There was a strong acceptance of new rides. The outdoor industry again demonstrated its willingness to be shown novel units with which to entertain the public, and made purchases from pictures, films, drawings and models. It only underscores a fact of which most equipment purveyors are aware—despite any price considerations there is no trouble disposing of genuinely novel, dependable units.

Ben Schiff created a stir with his Giant Tower Slide, in operation now on Burdine's roof in Miami. This is a copy of an English unit which is simply a squared set of panels rising to 30 or 40-foot height, with steps inside and a spiral Fiberglas slide girding the outside. About 50 of the units were ordered, he said, several by carnivals who will festoon them with neon and spots for use as self-liquidating light towers. Sets of U-Drive boats will go to Meyers Lake and to Clementon, N. J.

Hampton showed its new Super Jet and photos of Rotation, a Scrambler-type ride with clusters supported from underneath rather than being suspended. The Frolic ride of King Amusements, a teenage grind ride, was also nicely received. It features suspended self-spinning tubs that swing out when the ride is in motion. Delivery will be made to Amusements of America, George Broas of Parkersburg, W. Va., Frank Cerbini, How-Reit Shows, Alva Merriam of Ogden, Ia., Frank Robinson of Everett, Wash., Harry Altman of Williamsville, N. Y., Phil Danella of Baldwinville, N. Y., Tony Carl of Utica, Mich., James Vitale of Royersford, Pa., and Mickey Stark of Gold Bond Shows.

Scramblers Move

New rides getting a strong kick-off in recent years continued to score successes. Eli Bridge's Scrambler list is still a long one, and the Paratrooper of Hrubetz and Flying Coaster of Stapf also were in demand. Truck-mounted Paratroopers are going to Blue Grass Shows, James Drew Shows, Prell's Broadway Shows, Tony Carl, Johnny Denton, and Russell E. Kissell, and conversion kits to Frank Cerbini,

O'Neill Amusements and Art B. Thomas Shows. Glenn Wyble will be receiving a new Roundup. There were eight Flying Coasters in the field last season, Lowell Stapf reported, but the total will be 38 at trade show time in 1960, due to orders combined with expanded capacity. Velare Brothers and Hal Wilson of Gooding will each get a second unit. Royal American Shows will receive one for the fair in Tampa, and others are reported destined for Orville Crafts, Venice Amusements (Seaside Heights, N. J.), Bill Hames' and Mac Duburges.

A novel working model was shown by Oarco, whose Orbit ride features two booms, each with a four-seat car on each end, connected by a rotating shaft. Controlled action in all directions is possible. The first one out of production will be operated at the Florida State Fair in Tampa and then go to Forrest Amusements for operation at Daytona Beach.

The Herschell and Hot Rods forces appraised the show results as the most successful yet for them. Herschell again put down a vast array of ride bodies and reported strong encouragement from many sales leads. Among its units was a new intermediate coaster, gas buggy and electrified pony cart. The Mighty Mouse has been well received. Herschell's Mad Mouse, one of the strongest units it has come up with in recent years, went to 22 buyers last year. Among the sales consummated was that of a third train, a streamliner, to Forrest Park in Fort Worth.

Hot Rods, thanks to an accurate estimate of its 1960 orders, had all of its 1960 projected imports spoken for at the show's end. Included are a set of Mercedes-Benz sports cars for the Palisades (N. J.) Amusement Park turnpike track, set of new Hot Rod cars for Hunt's Pier, Wildwood, N. J., and three Calypso rides, one to Hunt's Pier and the other two for John Gibbs, to be placed on location. Ben Krasner will get a large multi-body Carrousel, Fred Pierce an eight-car Hot Rod unit with track, and John Fitzgerald 24 new fluid drive Scooter cars.

Many Dark Rides Set

Arrow Amusements, which has been providing dark rides over an expanded geographical area, noted sales of both single and double-deck ones. Pretzel Amusements, after a season testing its double-decked dark unit last year, secured agreements to provide it for several parks. Among the Arrow installations will be Dick Barry of Chicago, Cincinnati's Coney Island (double), Chicago's Riverview, Denver's Elitch's Gardens (both double and single), Pittsburgh's Kennywood (double), California's Nu-Pike, and Wildwood, N. J.'s Hunt's Pier.

Gennaro Industries, a first-time exhibitor, showed a two-unit trackless trolley which was bought off the floor by Starlite Drive-In, Chicago. Carnivals, drive-ins and parks expressed interest in the unit.

Eyerly Aircraft's Standbys were snapped up again, including several rebuilt units. New Ones are going to Bill Howard (Octopus), Hale Shows (Rock-o-Plane), R. and T. Amusements (Octopus), Stanley's Rides (Octopus), and Schaffer of Evansville (Rock-o-Plane).

Albany Machine and Foundry Company showed its Satellite spinning tub ride again. It will be exhibited on the road next season, touring with Forrest Hayward's Kenny's Attractions out of Indianapolis. Ottaway showed its new G. M. streamliner train right off the trade show turnstiles and reported numerous leads which should be consummated by an encouraging number of sales.

FINAL CURTAIN

Continued from page 65

an illness of several months. A member of the Pacific Coast Showmen's Association for 20 years, he was secretary from 1950 to 1953. For more than 15 years he had the "Punch and Judy" show on the Pike in Long Beach. He worked in a number of television shows and more than 50 movies. During the past few years he was with Rudy Bros.' Circus. Survived by his widow, Opal, a past Ladies' Auxiliary president. Burial in Pacific Coast Showmen's Rest Tuesday (1).

MEADOWS—Harry F., 80, a former member of the Manitoba Provincial Exhibition board, November 10 in Brandon, Man. Survived by his widow, one son and two daughters.

MURRAY—R. J. (Bert), 72, president of the Saskatoon (Sask.) Exhibition in 1954 and 1955, November 23 in Saskatoon. He had been associated with the exhibition board since 1932, when he was first appointed an associate director. He had been a director since 1944 and at the time of his death was chairman of four exhibition committees dealing with livestock and stock sales. Survived by his widow, a son, four brothers and two sisters.

RHODES—Sam (Lucky), who formerly worked for Johnny Miller as a waiter on the West Coast Shows and more recently for Buster Odle and Rex Nottingham, concessionaires on the Buff Hottle Shows, November 18 in Richmond, Va., after being struck by an automobile. Survived by two sisters.

Meeting Chatter

Continued from page 60

Evans was recuperating in a St. Joseph, Mo., hospital from surgery. Vacating Mr. and Mrs. G. N. Burns, Torture Show operators messaged from Guadalajara, Mexico, they were sunbathing while their many friends were in Chicago. . . . Fred and Dennis Silber of the Fred Silber Company, Detroit carnival supply house, visited with many of their concession customers.

Dwight Bazinet signed as business concession manager of the Great Northern Shows, of which Eugene Skerbeck is owner-manager. The show, which plays Michigan spots exclusively, will open May 1 and close the week after Labor Day. It has 12 fairs already signed and will open with 15 rides, 6 shows and 45 concessions. Bazinet was with Eastern shows the past three years.

Jester Fete

Continued from page 58

Chicago court; Walter Holloway, Howard A. Schott, Tom Seay and Earl Schneider, Chicago court officials, and George Saunders, Kansas City.

Outdoor showmen present included Harry J. Batt Sr., Frank Conklin, J. W. (Patty) Conklin, M. M. (Neil) Webb, Ben Weiss, Max Cohen, Carl J. Sedlmayr Sr., C. J. Sedlmayr Jr., Harry Julius, O. J. (Whitey) Weiss, William W. Muar, Carlisle J. Miller, George W. Long, Harry Fitton, Ray Latham, Roy Tuckers, J. A. (Red) Dutton, Gordon Love, Robert K. Parker, Art Peirce, Lloyd Cunningham, Frank Bering, R. J. Dixon, Jack Arthur, Ed Schultz, Floyd Pohlman, Jack DeVoe, Jack Ray, Judge Beverly Briley, William J. Tarr, W. J. Borrie, T. H. McLeod, Alexander Warden, Carl Henninger, John McMurray and Frank B. Joerling.

Roller Rumbblings

Continued from page 65

rink's advertising campaign for a number of years. In a tie-in with the picture layout, the article reported that the mothers were helping with the rink's annual project, the Post-Firemen's Mile of Dimes benefit show. The Mile of Dimes campaign is conducted to provide toys for needy children at Christmas and also assists in cases of polio victims who are unable to pay for hospitalization. The mothers, the article reported, designed and sewed the costumes worn by more than 100 youngsters who appeared in the December 5 skating revue at the rink. Part of the show, incidentally, was televised over Station WCPO-TV under sponsorship of the local Pepsi-Cola Bottling Company. Thus an offbeat promotion (the club) has produced a threefold benefit in providing the rink with a steady supplementary income in the members' regular admission fee, excellent publicity and aid to a worthy charitable undertaking. The picture layout also illustrates what may be accomplished by rink operators publicity-wise by working in close harmony with the local press. Virtually every large newspaper annually sponsors some type of charity campaign, and a tie-in by a rink operator with such a drive automatically provides the operator with the type of publicity that money can't buy.

MIDWAY CONFAB

Continued from page 67

on Don Franklin Shows the coming season. . . . Mr. and Mrs. Ep Glosser, of Heth Shows, announced a forthcoming addition to the family. . . . Paul Greeley, recording secretary of the Michigan Showmen's Association, was on hand and reported the latest Detroit doings, such as the annual Christmas party for underprivileged kids, which takes place December 20 in the clubrooms. . . . Annual banquet and ball will be held January 16 in conjunction with the State meeting of fair managers, and the Ladies' Auxiliary will have open house at the same time. Sam (Pork Chops) Ginsberg again will head up the Detroit Christmas party. . . . New slate of officers is in the making with election set for January 11. . . . Greeley also noted that Louis (Frenchie) Brown is due back soon from his annual European jaunt. *Charlie Byrnes*

1,000 Celebrate

Continued from page 67

Showmen's Association, Sarah McIntosh, staff of the Olson Shows and Mr. and Mrs. Norman Schlossberg.

Talent in the floor show included Christine and Wade, dance; Ronnie Eastman, comedy; Brenda Lee, songs, and Professor Irwin Corey, comedy. Lou Breese and his orchestra cut the show and played for the dancing that followed.

DAUPHIN, Man. — Howard Campbell has been re-elected to his eighth term as president of the Dauphin Agricultural Society. Gayland Shows will be on the midway at the 1960 fair.

Show Folks Name Board

SAN FRANCISCO — Thirty members of Show Folks of America, San Francisco chapter, were voted to serve on the board of directors at a recent meeting conducted here by Harry Myers, president.

They include Sam Dolman, Al (Moxie) Miller, Marilyn Rodin, Louis Leos, Orville N. Crafts, Bob Dignan, Arthur Anderson, William Meyer, Teddy Texiera, Barbara Hellwig, Hazel Christensen, Flossie Fitzgerald, Isabel Myers, John Provenzale, Barney Stevens, Dick Searce, Ray Cox, Harry Baker, William Coles, Ernest Santanni, Arthur Unger, Mary Texiera, Harry Martin, Ivy Gomez, Bobby Cohn, Beatrice Harrison, Dave Long, E. C. Mullins Jr., Dee Mullins and Dora Redder.

A vote of thanks was extended Charlotte Porter for her work as chairman of the ladies' bazaar. A Chevrolet was awarded Gene Graff with others to Harold Seidner, Seiff & DeGono, James Wheeler, Don Wasilak, Betty Caruso, Lloyd Hilligoss, B. Kahn, E. W. Cochrane, Lester Hart, Ralph Burt, Cal Switzer, Ewell (Slim) Harrison, Flossie Fitzgerald, Charlotte Porter, Denver Ham, Bernice Summers and Doris Monette.

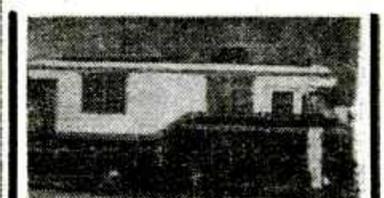
Herbert M. Snyder, Vic Davis, Max Freedman and Harry C. Myers were voted into the membership.

Rodeo May Move Indoors in 1960

TABER, Alta.—Consideration is being given to the possibility of holding the 1960 Taber rodeo in the Arena to avoid the risk of bad weather.

If approval is given, an afternoon show would be offered May 21 and afternoon and evening shows May 23.

President Mike Bartram and Andy Andrews, of the Taber Rodeo Association, have asked the Taber and District Recreation Board for use of the building and the matter will now go before town council.



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DECEMBER 14

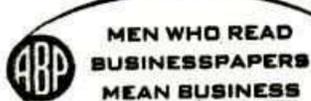
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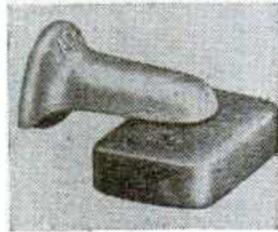
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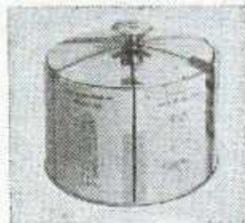
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Ice bucket with humor plus utility. Cartoon panels decorate the article. They're designed by William Box, creator of Box Studio Cards. Gold, black and white exterior. Polyethylene lining with styrofoam insulation. Fabcraft, New York and Los Angeles.

DIABLO TOY

Diablo-type plastic toy. Called the Gee-Whirler, it stays on the string even when not in motion. Jiggle the hand and the object spins; spread the arms quickly and it flies into the air, to be caught again on the string. Unbreakable. Retail for \$1.29. Gee-Whistler Toy Corporation, 7-9 Near Place, Auburn, N. Y.

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BICYCLE PROP

New action propeller for bicycles and tricycles spins as soon as the bike starts moving. Made of molded plastic, has adjustable mounting clamps to fit all handle bars. 1/8 13 inches tip-to-tip, in bright colors. Retail for 49 cents. Cossman & Company, 7039 Sunset Boulevard, Hollywood 28.

WAKE-UP

An individual morning alarm that wakes one occupant of a bed but doesn't disturb the other. Clock has a buzzer that's placed under the pillow. Comes in ivory, blue, and sand pink. A \$12.95 retailer. Sessions Clock Company, 61 East Main, Forestville, Conn.

POCKET HOIST

A hoist that is said to be able to lift up to 2,000 pounds. Is portable, weighs less than one pound and fits into pocket. Comes with 100 feet of nylon rope. A \$12.95 retailer. Division Products Corporation, 339 Fifth Avenue, New York 16.

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Pipes for Pitchmen

CARL CHAFFIN... novelty worker, is back at Stone's Grill on West Spring Street, Columbus, O., for the winter and invites any of the boys passing thru town to stop in for a visit.

BACK IN... their Tarpon Springs, Fla., quarters, Mr. and Mrs. Robert Noell, former med show folks, report that they had a good season with their Noell's Ark Gorilla Show on the Smiley Amusements outfit this year. "We were in and around Pittsburgh all summer, working to big crowds and okay takes," they write. "In fact, the weather was a worse enemy than the steel strike. We didn't start feeling the strike's far-reaching results until we got away from the Pittsburgh area. Our two gorilla 'children' are doing nicely. We went to the zoo convention at Philadelphia in September and met Henry Trefflich, from who we obtained two orangutans. Cliff Faust managed our home-base zoo during our absence. Plans are

(Continued on page 72)

SPECIAL

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NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad Hbs. Only \$1. List free. Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif. tfn

SEND FOR FREE PRICE LIST. NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y. de28

25,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies, 1,800 pages. Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. de28

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DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-np

Did This Ad
ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED
A sure way to attract more attention and secure greater results.
RATE: \$14 PER INCH
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EARRINGS—ASSORTED STONE AND TAILORED, carded, 36 gross. Plastic Wallets, assorted colors. \$10.80 gross, 20% deposit. New England, 124 Empire St., Providence, Rhode Island. de28

HOSIERY—LOW PRICES LADIES' MEN'S. Children's Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. de28

KOEHLER NOVELTY SIGNS OR JUMBO postcards sell everywhere. They are comic, witty, illustrated, brilliant colored 7 x 11 inch money makers. Cost 6¢, sell 50¢. Koehler, 12 Caldwell, Cincinnati 16, Ohio. np

JEWELRY CLOSEOUTS

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E3—Stone E/rngs, etc., asst. Gr. \$12.00
E1—Tailored E/rngs, asst. Gr. 18.00
E2—Stone & Pearl E/rngs, asst. Gr. ... 21.00
E130—Rhinestone E/rngs, asst. Gr. 30.00
O1—Odd Lot Brace & Neckls. Gr. 15.00
L3—Men's Chrome Lighters, Dz. 4.35
L5—Zippo-Type Lighters, Dz. 6.00
R11—Ladies' Birthstone Rings, Gr. ... 11.00
P4—E/RG, 3 strand NK-BR. Bxd. 7.20
415—Men's or Lad. Watch Exp. Dz. ... 7.20
619—Men's asst. Stone Rings, Dz. 3.25
1165—Flashlights. Tri-Color. Dz. 4.00
Samples Reg. Price—25% Dep., Bal. C.O.D.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS...
stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Pro-tectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.

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Dept. BB-100, 188 State St. Albany, N. Y.

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FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

MAKE BIGGER PROFITS FAST, SELLING
Pocket Radios, Badminton Sets, Rechargeable Flashlights, many imports. Wholesale prices, literature free. Samuel Glenn Publications, Box 507, Jacksonville, North Carolina. ch-tn

MERRY CHRISTMAS
TO ALL OUR CUSTOMERS AND FRIENDS, CHRISTMAS HAS ARRIVED EARLY WITH US. With every purchase of \$15.00 or more of our regular goods, listed below, we will give you FREE 3 dozen pair of earrings for Christmas. This is our way of saying "Merry Xmas." This offer is good until Dec. 15, 1959.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings \$1.75 & \$3.00 Dz.
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.
Tie & Cufflinks Sets, Asst. \$3.75 & \$6.00 Dz.
Cultured Pearl Tie Sides, carded \$ 2.00 Dz.
Asst. Boxed Sets \$4.50 to \$ 6.00 Dz.
Boxed Sets, Asst. \$9.00 & \$18.00 Dz.
Eng. Pearl Sets, Boxed
1, 2 & 3 Strands to doz. sets, \$6.00 Dz.
Cultured Pearl Pendants, Boxed \$3.50 Dz.
Rosary Beads, Boxed, \$6.00 & \$9.00 Dz.
Children's Neckls, Boxed \$3.00 Dz.
Pins, Asst. \$1.75 & \$3.00 Dz.
Cameo Neck & Earrings, Boxed \$3.00 Dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions, 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

NEW TINSELED CHRISTMAS SIGNS, 7" X 11" and 11" X 14". 50¢ to \$1 sellers. Make Christmas Money! 10 samples, \$1. Catalog free. Lowy, 812 Broadway, Dept. 128, New York 3. ch-np

REVOLUTIONARY NEW AUTOMOTIVE
Item! \$1 seller; quick, flashy demonstration. Exceptional profits. Free sample, no obligation. Maco Products Co., Falls Church 8, Va. de7

WHY PAY MORE—SAVE! ATTRACTIVE, competitive prices Mexican Easter Baskets, chairs, straw hats, straw man on horse, straw man on foot, all kinds Mexican imports. Be surprised, write us today. Ramirez Importing Co., P. O. Box 1482, Laredo, Tex. de21

WILL YOU TEST NEW ITEMS IN YOUR home? Surprisingly big pay. Latest conveniences for home, car. Send no money. Just your name. Kristee 113, Akron, Ohio.

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. National Mail Order, 2111-AF Roosevelt Rd., Chicago 8, Illinois. ch-np

Animals, Birds, Snakes
WANTED—LIBERTY PRONY ACT OR trained ponies. E. R. Gray, 685 Sweetser Ave., Evansville 13, Ind.

Business Opportunities

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories G & S Mfg. Co., Nashville 3, Tenn. de7

MATHEMATICAL QUOTATIONS AVAIL-able on any prominent event. Sports, Political, etc. Accuracy now at 91%. Trial offer of any two events \$3. Odds, Inc., 2455 Guernsey Dell, Dayton 24, Ohio.

MEN, WOMEN—SHARE SENSATIONAL mail order success. Opportunity for lifetime income, security. No experience, no inventories needed. No problems. Everything furnished. Guidance given. Write Samuel Glenn Publications, Box 507, Jacksonville, N. C. ch-tn

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Your Advertisement Displayed in a space this size will cost only \$14 per insertion

PRETZEL RIDE IN HEART OF CONEY Island, \$4,500 includes ¼ of 1960 rental. Donald Hays, 612 Argyle, Brooklyn 30, N. Y. GE 4-2949.

UP TO \$300 WEEKLY—ONLY 4 ORDERS A day means \$15,000 per year. No Experience, just demonstrate and take orders for the Revolving Golden Beacon. The fastest selling traffic builder and customer attraction. Send for details and free demonstrator plan. Golden Beacon Sales, 251 South 5th St., Philadelphia 6, Pa. ch-tn

WE NEED NAMES, WILL PAY YOU 25¢ per name for obtaining them for our mailing list. Complete instructions sent for \$1. Harry M. Young, 917 Broad St., Bristol, Tennessee.

YOUR OWN BUSINESS—WITHOUT IN-vestment! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-129, Chicago 32. de28

For Sale—Secondhand Show Property

ATTENTION, PITCHMEN, JEWELRY Workers, Popcorn or Sno Cones, 8 ft. x 4 ft., collapsible joint, new awning. Call NA 4-4133, Miami, Fla.

BRILL'S NEWEST PLANS: RODEO RIDE, \$15; Slot Machine Illusion, \$5; Small Trailer Show, \$5; Pick-Up Truck Show, \$5; Free circular. Brill, Box 875, Peoria, Ill.

FACTORY RECONDITIONED KIDDIE AND adult Rides that have been taken in trade, also some repossessions for sale on long easy terms. Write today for new list and full particulars. King Amusement Co., P.O. Box 448, Mt. Clemens, Mich. de7

FOR SALE—G12 MINIATURE TRAIN, 300 feet track, Jet Bomber, 6 Planes and fence. No junk. Box 1272, Santa Ana, Calif.

KING TRAIN, FIVE BATTERY OPER-ated metal Jeeps. Need paint only, \$800 both. Will trade toward major Ride or novel Side Show. Will be at Chicago Convention, J. L. (Whitey) Bedard, 2301 Broadway, Flint, Mich. Phone C. E. 4-5148.

MERRY-GO-ROUND HORSES, ALL SIZES, at low prices. Kiddie Rides Wanted, also coin-operated single rides. J. W. Landl, 323 Sanford, Upper Darby, Pa.

MOVING—MUST SELL, COME SEE, MAKE offer. Turf Game, Balloon Racer, Roll Down Tables, Spill Milk, Pitch-Win Blocks, Custard Machine, Fountain Bar, Flavors, Sink, Electric Water Heater, Fans (upright, ventilating), Table, ABT Gallery, Safe, ¼ hp. Motors, Ladders, Fluorescent Fixtures, Electric Hammer, Saw, Drill Press, P. A. Sets. Also Pretzel Ride in Coney Island. Hays, 612 Argyle, Brooklyn, N. Y. GE 4-2949.

MORE BUYERS
Will Stop and Read
YOUR AD
If you use a
DISPLAY CLASSIFIED AD
RATE ONLY \$14 per inch

SHOOTING GALLERY—INTERNATIONAL Truck, 6 Guns, complete; 26-ft. Vagabond House Trailer, \$3,000. Louis Masucci, 197 Malcolm Ave., Garfield, N. J. GR. 3-8178 after 6 p.m. de7

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. de14

1959 TINY-MITE KIDS' STREAMLINE Train; used 8 weeks, perfect. \$2,000. Adult Train, \$8,500. Edward Crane, 2 E. Ave., Newark, New Jersey.

2,000 AMERICAN SEATING FOLDING CHAIRS
Used one time. Cost new \$6
Sell 10 or more at \$4 each.

TWO PORTABLE ICE RINKS
85 x 185 and 40 x 70
Headers, clamps and plastic pipe only. Will make any kind of deal. No half-reasonable offer refused.

A. CARLSON
ISLAND GARDEN
West Hempstead, N. Y. IVanhes 3-3000

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, Ill. jall

FOR SALE

Texas Barbecue-Chicken Trailer, 15 ft. long, just like new. Brand-new tires. Capable putting out 35 chickens per hour. Fully equipped. Ready to go to work in half hour. Awnings all around. \$1,100 Barbecue Rotisserie, used only five weeks. Norge Deep Freezer mounted in truck, capable of freezing 700 pounds of food. International one and one-half ton Truck, dual wheels, 7 brand-new tires. Will sell reasonable for cash. Selling for health reasons.

Write or wire
EDDIE DAVIS
7311 Third Avenue Brooklyn, N. Y.

Help Wanted

EXPERIENCED PHONE WOMEN, ADS & Tickets. Connecticut only. Booked solid thru 1960. No layoffs. Write: Sunderland's, 721 Main St., Hartford, Conn. de7

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A sure way to attract more attention and secure greater results.
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Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG, Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. de14

Miscellaneous

SIGNS—DO THEM YOURSELF WITH EASY to use patterns. Free circular. Ansel Rahn, 116 S. George, Mt. Prospect, Ill.

Motion Picture Films and Accessories

35MM. FEATURES, 16MM. FEATURES AND Shorts. Hundreds of titles, all price ranges. Write for lists. Crawford, 412 Page, Fort Worth 10, Tex. de7

Personals

\$10.00 REWARD
Will pay \$10 for information as to whereabouts of
HUGH MONTGOMERY ROGERS, JR.
Age 60, 6'3" height. Last known to be a cook with a small carnival in vicinity of Garfield, Wash., about 1953. Mr. Rogers has a family bible with information needed for compilation of a family history. Please write
JOHN F. CAMP, JR.
Box 29 Vancouver, Washington

Personals

ANYONE KNOWING WHEREABOUTS OF Vel LaDour (of dance team Gigi and Vel LaDour) please contact Lura H. Moore, 1201 E. 52, Apt. 15, Seattle 5, Wash.

MAIL RECEIVED-FORWARDED. 25¢ LETTER, \$3 month. Prompt and efficient service. James Rahall, 315 S. Fayette St., Beckley, West Virginia.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Deval pers. Frames everything for direct positive photography. Write for our low prices. PDQ Camera Co. 1546 W. Cortes, Chicago 22, Ill.

Printing

CALENDAR BACK BUSINESS CARDS—\$4.45 per 1,000 prepaid. Business Printing. Large selections, low prices. Free samples. Rayborg, 810 West 18th St., Erie, Pa.

NEARGRAVURE EMBOSSED LETTERHEADS—Sparkling golds and colors! Special engravings for Carnivals, Midways, Circuses, etc. Samples, 10¢, be surprised! Solidays Colorprint, Knox, Ind. de21

WINDOW CARDS—QUALITY NON-BENDING 14x22 size 3-color posters, \$9 hundred; 17x28 size, \$13.50 hundred. Dayglo auto bumper stickers, size 4x15, \$13 hundred. Tribune Press, Dept. 359, Earl Park, Ind. de28

This is a

DISPLAY CLASSIFIED AD

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in a space this size will cost

only

\$14 per insertion

200 8 1/2 X 11 LETTERHEADS. 200 6 1/2 ENVELOPES, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovia Ave., Flushing, Michigan. de21

Salesmen Wanted

A GOOD SIDELINE CAN PAY EXPENSES. I want one person in each major market area. Commission basis. Now calling on retail stores. You will have exclusive in your area. Madsa Anodyne Tablets. Quick pain relief. Contains no aspirin. Doesn't sour stomach. Stronger, faster, longer lasting relief. Samples of two 35¢ and one 85¢ boxes for \$1. Madsa Products. Post Office Box 21025, Indianapolis 21, Indiana. de21

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 818 N. Dearborn, Dept. 21, Chicago 10, Ill. np

NEW SHAMPOO WASHES CARS WITHOUT rinsing. Ideal for washing in garage. 16 washes, \$1.50. Sample, 50¢. Nealco, 10630 Whipple, Chicago 43.

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine. Desk 22B, 307 North Michigan, Chicago 1. ch-119

Talent Wanted

BISBEE'S COMEDIANS WANTS FOR 1960 season. Vaudeville Act strong enough to feature. Show opens last of April. Address Billy Choate, c/o Bisbee's Comedians, Wayne City, Ill.

Tattooing Supplies

HARD TO GET ITEMS—SOLDER-ALL CONTACT Points, concentrated Black Ink. No. 12 Sharps, Designs, Zeis, 723-A Leslie, Rockford, Illinois. np

Wanted to Book

CONCESSIONS WANTED

FOR FEBRUARY 1-6

Write giving particulars and space required

SOUTHWEST FLORIDA FAIR

Box 163, Fort Myers, Fla.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Caigle, M., Books 20¢ Hale, Pat, Magazine 8¢

- Allen, Audrey; Allen, Martha Dianne; Allen, Ray F.; Allen, Thelma; Anderson, John E.; Ansher, Joe; Applebaum, Sam; Argo, Robert G.; Asher, Charles; Baker, Bennie; Balam, Vangel; Barnett, George; Barnes, Pvt. Roscoe; Baroun, John; Bartholice, E. A. & Mrs.; Bernard, Victor J.; Bertram, Dick & Mary Ann; Bess, James R.; Biehlers, Sylvia & Ray; Bishop, John; Black, Jack; Bloom, David; Boston, Joe; Bowes, Jerry; Bradley, Lee; Bratton, Frank; Broeffle, Sonny; Brooks, Verle; Brown, Ralph Eugene (Corky); Bumpgardner, Bill; Burdine, Roy O.; Burns, Robert M.; Burton, Irene (Wild Life Exhibit); Bush, Willie; Butler, Gil; Carawan, Mrs. Bernadine (Ducky); Carawan, Lee & Mrs. Carey, Gibson; Cash, Joe Edward; Cash, John Singleton; Chase, Frank H.; Cheminant, Lee; Cherry Jr., William M.; Chisholm, John (Rocky); Clark, Lou & Mrs. Colburn, John; Conlon, Edward H.; Cook, J. M. (U. S. Reptile Exhibit); Cooper, Bobby; Cooper, Jerry F.; Cooper, Joan; Cooper, Quey; Cooper, Richard; Cox, Clifton; Cox, Shirley Sue; Coy, Lester; Davis, Koke (Illusion Show); Day, Charles; De Graffenreid, Marion F.; De Wald, Frieda; Deairo, Bert & Corinne; Delano, William; Delgrosso, Daniel; Del Rio, Carmen; Dickson, Douglas E.; Diggs, E. L.; Dillon, Leonard; Downes, Raymond J.; Duane, Bob J.; Eckert, Ben; Elkins, William C.; Ezslas, Bela (Rose Gold Trio); Fink, Harry; Fisher, Mrs. Joan E.; Fowler, Floyd J. & Loretta; Fraker, Russell; Frank, J. E.; Frederick, Mrs. Diann; Freeze, Tony; Gallupo, Jack; Gammel, Earl; Garry, John; Garvia, Tony; Garvin, Marvin; Gattis, Glendon & Gelene; Gattis, Jimmie; Givens, Joe L.; Gilson, Johnny; Gosplarski, Larry; Gray, Carol; Gray, Vivian; Griffin & N. W. (Micky); Griggs, Charlie; Grigaby, Ray; Gross, A. F.; Guinick, Kenneth M.; Gwans, Joe; Hale, D. D.; Hale, P.; Hall, Robert; Hangsterfer, Allan; Harding, Lloyd (Duke); Harrison, Frank (Greater Shows); Hansen, John; Harmon, Bud; Harris, H. M.; Hawkins, Hattie M.; Heaton, Arthur P.; Henderson, A. G.; Hendershott, Duane; Henderson, George; Hendricks Sr., James W.; Hicks, Johnny; Higgins, Jerry (Seals); Hill, J. & E.; Hilton Sisters (Violet Mason, Jim); Hines, Charles; Hinkle, Mitt; Hoff, Ben; Hoge, Mrs. Reland; Hollingsworth, Fred; Holstrum, Tip & Mrs. Miller, Alma; Horton, Robert & Mrs. Horwitz, Edward; Hos, Leland; Howey, Fred; Hoyt, Laura; Huffle, Tom; Hupe, Harry; Ireland, Agnes; Jackson, Eli; Johann, Peter; Johnson, Wm. T.; Jones, Pagan; Jordan, Ruby Lee; Kalbaugh, Wm. & Mrs.; Kelly, Eddy H.; Kelly, Emmett; Kelroy, Mrs. I. M.; Kennedy, Robert; Kerner, Dorothy; Kipp, Stewart; Kirby, Raymond; Klein, Seymour; Kuykendall, Roger; La Breche, Frieda; Yvonne De Wald; Lance, Doc; Latimer, L. J.; Leasure, C. C.; Lehman, Herb; Le Paige, Bert; Lester, N. B.; Liny, Stanley; Little Head (Minstrel Show) Arnold; Long, Eddie; Loter, Marie P.; Lowery, Mrs. Jessie; Lowery, John & Mrs. Lytle, John; McCabe, Wm.; McDermott, Dolores; McDonald, Chas. & Mrs.; McGee, Phillip L.; MacLaughlin, Dick; Mack, Billy H.; Majors, Peggy; Mapes, Tom; Maricle, Bertha; Marks, John (Marks Shows); Marshall Jr., Walter G.; Martel, James Spotsy; Mason, Jim; Mason, Tony; Mathis Jr, Edward D; Maughan, Robert; Means, Mrs. Lois; Merritt, Johnny; Miller, Alma; Miller Jr., Mrs. Bobby; Miller, Paul (Paul Miller Shows); Miller, Paul G.; Miller, Thomas R.; Minich, Mrs. Barbara; Minton, D. E. (G. E. Hardin); Mongerson, G. W.; Montello, James; Mooney, Mrs. Ginger; Moore, Roy; Moran, Billy; Morgan, Steven B. & Mrs. Mort, George or Peter; Murphy, Pat; Naramore, Mrs. Dolly; Nash, Larry; Nemis, Mrs. S.; Newman, Norman E.; Nott, Ellen; O'Neal, Mrs. Estelle; O'Riley, Jimmie & Mrs. Palmatier, Dick; Palmer, Harold; Pamphilon, Wm.; Parker, Mrs. Ella Virginia; Paul, Stanley; Peeslar, James; Peterson, Bob; Phillips, Nikki; Poplin, Charlie M. & Jewell; Powers, Mrs. Nellie R.; Rathund, L.; Reed, J. E.; Reed, John & Wendy; Reeves, Tommy; Reichert, Frank; Reynolds, William (Wolfe); Rice, A. C.; Richards, Arthur Harry; Ristick, James E.; Ritchie, Mrs. Louise Mary; Roberts, Anna Mae; Robinson, Hattie Marie; Rochman, Albert; Rotolo, Joseph; Sagie, Carol; Sauble, Shirl; Scott, Lewie; Scotti, S. A. & Mrs. Settle, Thurman D.; Smith Jr., Hayes W.; Spieker, James T.; Spank, James L.; Stanley, Bobby; Harris; Stefanrod Jr., Elmer Harold; Steen, Josef; Stewart, Eddie; Stimmel, James; Stoffel, Walter (Wildlife Exhibit); Stroud, Howard K.; Stuck, Mrs. Virginia; Stuthur, Bob (or Stutier?); Sullivan, Joan E.; Swenson, Lucky; Taylor, John & Opal; Taylor, Leon; Taylor, Mrs. Sue Ana; Taylor, William; Thompson, Pete; Toer, Clyde H.; Tombs, Doc; Treia, J. C.; Turner, Danny; Tyski, Walter; Valentine, Val; Vohl, Henry (Gold); Voigt, Robert & Warner, Jack; Wellner, J. E.; White, Vesper P.; Wilson, Harvey T.; Wood, Bert; Woodcock, Wm. (Buckles); Yearty, Ben;

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post

Davis, Scotty, 65¢ Snook, A. T., 58¢; Petrovich, T., 24¢

- Adkisson, Roy; Allen, Wilbur H.; Armstrong, Matt; Atkins, Paul; Gain, Gene; Bain, Mrs. John; Barry, A. J.; Bennett, Mr. & Mrs. Chuck; Biers, Steven L.; Bishop, Brownie; Bostick, Ellis; Bouillion, Willie (Frenchy); Bowen, Ray; Boyle, William; Burto, L. H.; Carl, Robert; Coleman, Mrs. Dorothy (Kerner); Converse, Art; Conaway, Martin; Cook, Jack; Coomes, L. E. (Larry); Cooper, Jerry F.; Cox, Francis X.; Creighton, Mrs. Mamie; Denind, Luther; Dickson, Dick; Farrell, Mr. & Mrs. Pat; Fisher, Earl; Foster, Mrs. Basil; Franks, T. S.; Freeman, Billy; Gattis, James; Griggs, Charles; Greenberg, Harold; Harris, Sonny (Manley); Heffner, David; Hightower, H. D.; Hines, Mr. & Mrs. Chas.; Hoffman, Eugene; Holston, Mr. & Mrs. John F.; Johann, Peter; Kerner, Dorothy; Kelley, Mr. & Mrs. Ed; Kiser, Guy; Labadie, Lawrence Frederick; Lamon, Harry W.; Lay, Miss Verna; Lewey, Thomas M.; Lindie, Bernice C.; Littler, James L.; Luffman, Paul N.; McCabe, Mrs. Ruth; McConnell, W. C.; McWharter, Ted; Malbin, Dorothy; Marton, Bill; Maser, Bob; Melbye, Viggo; Mercy, Frank; Miles, Victor; Miller, Paul; Mink, Mr. & Mrs. Chick; Moran, Sailor; Morgan, Clyde; Morgen, Don; Morton, John A.; Nix, Mr. & Mrs. Ray; O'Day, William H.; Osbourn, Walker; Pack, Johnny; Phillips, Mr. & Mrs. Austine; Plunkett, June; Ray, Bernard W.; Raymond, Leslie; Sims, J. K.; Slavin, Ed; Smith, Ann; Smith, Jack E.; Smith, James; Smith, Robert; Snook, Albert; Steamer & Doherty; Stevens, Emmett; Stevens, Grant; Stickle, Doran; Strahl, Mr. & Mrs. Edward; Talbot, Elwood E.; Vaughn, Mr. & Mrs. Harold; Vernon, Mr. & Mrs. Cliff; Wilson, George; Woodward, Mr. & Mrs. Ted; Young, Charles; Young, Mrs. Dolly; Young, Roger;

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Byrnes, Charlie; Dick, Joe; Gilmore, R. J.; Jackson, Dixie; Kelly, Sonny; Buchets; Lee, Bob; Levy, Sam S.; Mantell, Wm.; Stewart, Jarome A.; Streng, Peter; Weber, Donald; Wilcox, Ramon; Zull, Clifford A.;

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Arnold, Raymond L.; Ayers, Trobie; Bowman, Harley L.; Carter, June; Charles, Michael; Cooper, Jerry F.; Flynn, Francis Pat; Kuntz, Seymour J.; Lane, Gerald; Manning Shows, Inc.; Miller Pony Farm; Powers, Babe; R & H Equipment; Rothman, Emanuel G.; Stern, Isaac; Tobell, Allen;

Pipes for Pitchmen

Continued from page 71

to again tour with the Smiley org in 1960. Excellent publicity received by our show helped us a lot the past season. Recent zoo visitors included Ben Davenport, Harry L-Roi, Rex Barnes, Dufrenes and Sailor Katzy."

COIN MACHINES

Opportunities

MAILING LIST: 4,755 VENDING MACHINE Operators, \$47; 8,885 Juke Box & Game Operators, \$88. Carolina Electric Co., Box 125, Matthews 10, N. C.

Parts, Supplies

CAPSULE JEWELRY—ASSORTED EARRINGS, \$5 gross. Heart Pendants, \$5 gross. Solitaire Rings, \$60 gross. Cuff Links, \$14.40 gross. Birthstone Rings, \$11 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. de7

Positions Wanted

MECHANIC AVAILABLE—25 YEARS' thoroughly experienced on all makes music, pins, bingos, bowlers, alleys. Also rebuild. Have tools, testers. Sober, reliable. Split traveling expenses. Go anywhere. Want permanent position. Ted Andersen, 137 S. Fourth Street, Steubenville, Ohio. Telephone Atlantic 3-1320.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

Miscellaneous

BUD WHITNEY—AMERICA'S FINEST Radio, Wild West, Western Show Announcer—producer of old Western Action. 12360 Fineview, El Monte, Calif. de7

Musicians

FENDER ELECTRIC BASS, ALL AROUND experience, any style; best Fender equipment. Musician, Apt. F-5, 3609 Westerville Rd., Columbus 24, Ohio. de14

PIANIST—FULL EXPERIENCE, SHOWS, classics, commercial. Best references. Solo, combost accompanist. Member 47-802. David Chody, 1406 Hamilton, Manitowoc, Wisconsin.

WELL-EXPERIENCED PIANIST AVAILABLE December 18 thru January 4. Extensive repertoire, good transportation, clean-cut appearance. Write 1756 Dauphin, Apt. 2, Mobile, Ala., or call GR 90624.

Routes for Sale

100 LATE MODEL UNITS, MUSIC, GAMES, Heart of fishing and game country; thriving tourist business. Top book, no good will asked. \$20,000 will handle. Inter-mountain Amusement, 105 1/2 Sherman, Coeur d'Alene, Idaho. de7

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SHIPMAN 3-COL. STAMP MACHINES, LIKE new, \$34.50; Duos, \$12; Roll Type, \$55; new \$69. USP, 100 Grand, Waterbury, Conn. de28

Did This Ad

ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

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Rule border permitted when using one inch or more.

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WANT—GOTTLIEB AND MERCURY GRIP-pers, also Penny Electric Shockers and Punching Bags in good condition. Reliable Coin Machine Co., 1433 W. Sherwin Ave., Chicago 26, Ill.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

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

- Acts, Songs, Gags; Advertising Specialties; Agents, Distributors Items; Animals, Birds, Snakes; Business Opportunities; Calliopes and Band Organs; Collectors Items; Costumes, Uniforms, Wardrobes; Food & Drink Concession Supplies; Formulas and Plans; For Sale—Secondhand Goods; For Sale—Secondhand Show Property; Help Wanted; Instructions and Schools; Locations Wanted; Magical Supplies; Miscellaneous; Mobile Homes, Accessories; M P Films—Accessories; Musical Instruments, Accessories; Partners Wanted; Personals; Photo Supplies & Developing; Ponies; Printing; Rigging and Props; Salesmen Wanted; Scenery, Banners; Talent Wanted; Tattooing Supplies; Trucks, Trailers, Accessories; Wanted to Book; Wanted to Buy;

Music, Records, Accessories

- Business for Sale; Record Pressing; Situations Wanted; Sound Equipment—Components; Used Dealer-Distributor Equipment; Used Records; Used Record Pressing Equipment;

Coin Machine Headings

- Help Wanted; Opportunities; Parts, Supplies; Positions Wanted; Routes for Sale; Wanted to Buy; Used Equipment;

Talent Availabilities Headings

- Agents and Managers; Bands and Orchestras; Dramatic Artists; Hypnotists; Miscellaneous; M P Operators; Musicians; Outdoor Acts and Attractions; Vaudeville Artists; Vocalists;

- 3. Indicate below the type of ad you wish: REGULAR CLASSIFIED AD—20c a word. Minimum \$4; DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch); TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

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

Please Insert the above ad in _____ Issue

NAME _____

ADDRESS _____ I enclose remittance of

CITY _____ STATE _____ \$ _____

BULK VENDING

DECEMBER 7, 1959 Communications to 188 W. Randolph St., Chicago 1, Ill.

Business Mixed, Say N. Y. Ops

By REN GREVATT

NEW YORK — Operators gave no clear-cut pattern as to the current trend of the bulk vending business in statements given The Billboard this week. In some cases the outlook was bullish indeed, while in other there was considerable pessimism evident. Comments were offered in light of the fact that by tradition, the year-end period, with its short hours of daylight, is a time of diminished activity in the bulk vending field.

Arthur Bianco indicated several weeks ago that as of that date collections were considerably up over the similar period one year ago. He estimated that in some spots, the play is up as much as 15 to 20 per cent. Bianco indicated that supermarkets today are the best possible new locations and pointed out that he expends considerable effort in the direction of opening such locations. Another secret of success in today's business, according to Bianco, is simply the open-

ing of more new locations wherever possible.

Harold Folz of Rockville Centre, N. Y., said that business was currently somewhat ahead of the same time last year, while admitting the fact that this is normally a slower season than some others. Folz believes that the secret of success today lies in continual expansion of the number of units on location. He indicated that it's not uncommon today to have as many as 12 to 14 units on a given multiple-unit location.

On Par With Year Ago

Syd Molingarten of Elmont, N. Y., which like the Folz headquarters is in the Long Island Nassau County sector, said that business is much the same currently as a year ago. But multiple vending, says Molingarten, is definitely here to stay. He has numerous spots with four units but others with six and eight as well, he reported.

Ball gum and charms are far and away the best selling items today, in the view of Molingarten. Century gum, too, is a brisk seller. In the charm line, it's the action charm that's moving best right now. Molingarten feels that an important part of keeping up the level of activity is to watch units with care. When they stop producing in a spot, get 'em out, is Molingarten's byword.

Lew Ellis, of Brooklyn, feels that despite the slackness of this immediate season, the situation for bulk vendors is better now than ever. "Vendors are prosperous today," says Ellis. "Today they can hold up their heads and have real pride in their business."

Chains, Supers Help

Ellis attributes much of the growth in the current business to the opening up of chains and supermarkets to bulk vendors. "For a long time you couldn't get in a location like that," he said. "Now we can, in many sections, and it has meant a great deal of extra business." Another vital part of the income picture is the need for giving the customer his money's worth, says Ellis. "If you don't give the

(Continued on page 75)

BULK OPS HAVE GOOD YR. 17-CITY SURVEY REVEALS

CHICAGO—The nation's penny and nickel bulk vending operators are about to end 1959 on a happy note and most are looking forward to an even better year to come.

This is the concensus from a nationwide round-up of 17 major cities gathered by Billboard correspondents last week. The reports will appear city by city in this and forthcoming issues of The Billboard.

With few exceptions, such major economic factors as the steel strike and unemployment had small effect on the level of collections. Operators in general agree their main stock in trade is the small bands of tiny tots—and their supply of pennies and nickels seemed to remain pretty even.

Winter Slump

If anything, the most notable factor affecting collections now is the regularly expected fall and winter slump. But even here, operators say the drop off is no more than usual and they aren't bothered by it one bit.

Several trends appear to be gaining thruout the country—the switch to multiple machine installations and the increased popularity of supermarkets and shopping centers as top bulk vending locations being two of the most prominent.

Operators also appear to be more conscious of upgrading their routes with new equipment and utilizing such sales boosters as point of sale material and multiple assortments of machine fills designed to attract a broader segment of interest.

No Favorite

No particular fill has emerged as a favorite in any one area. Local conditions appear to be the strongest factor and even more important, the actual locations involved. For example, large industrial locations are still the best market for peanuts and candies whereas the small tot, high traffic spots seem to do better with ball gum and charms.

As far as 1960 goes, most operators and distributors express an optimistic note. They see the year as being one of even greater challenge in the way of adapting to new shopping centers and store openings as well as keeping the trade forever interested with different types of candy fills and charms.

In this week's issue The Billboard presents reports from 10 major cities in the deep South plus New York, Philadelphia and Cleveland. Next week, additional reports will appear from Chicago, Denver, St. Louis and Detroit.

Business Steady in Deep South; Outlook Excellent Thruout '60

By BOB LATIMER

NEW ORLEANS—Despite the steel strike, tight money and a generally stringent economy in the face of rising prices, bulk operators in the South's 10 largest cities are expecting continuing good conditions thru 1960.

Operators contacted in Wichita Falls, Tex., and Dallas; New Orleans, Shreveport and Alexandria, La., and Mobile, Montgomery and Birmingham, Ala., all reported sales up substantially for 1959 over 1958.

In the few instances where sales had dropped, operators were first to admit that this had occurred on purely a local basis, caused by strikes, crop failures or other unexpected developments. Even in resort areas, where summer tourist volume has a strong influence on vending operations, sales had generally been on the climb thru most of 1959.

Not for Sale

A general indication of the healthy condition of bulk vending over the Southeast was the fact that almost no routes are for sale in any of the cities concerned. New routes are appearing in some of the larger towns such as New Orleans,

Pensacola, Fla., and Mobile, Ala., but most of them are being built rather than bought from existing operators.

Except for such cities as Dallas and Austin, Tex., where routes of as many as 2,500 or 3,000 machines are not unusual, the average Southern route consists of less than 500 machines, and is usually operated by older men retired from some other profession. There are some exceptions, of course, but for the most part, a 500-machine route is considered big anywhere east from Dallas to Jacksonville, Fla.

Definitely noticeable was the trend toward replacing obsolete, unattractive old equipment with new machines. Few operators thru the Southeast are attempting to get along with old-timers of any sort, except in those States which allow penny amusement machines, such as Louisiana.

Upgrade

Otherwise, most operators have been continuously upgrading their routes since the end of the Korean War, crediting the fact that reasonably priced new equipment has made it possible to install bright, attractive new machines where otherwise, the operator would have

had to struggle along with older types.

Around half of the operators contacted from city to city were planning to increase their routes with new equipment, primarily for vending of 1-cent and 5-cent charms, the rest preferring to "keep the route at its present size" for as long as economically possible. One-man operations, requiring a lot of travel, maintenance and personal dealings with location owners, have been the limiting factor.

Shared in common almost without exception thruout the South has been a swing toward charms in place of ball gum, and the almost complete disappearance of other items in penny and 5-cent machines.

Even operators who were exclusive ball gum specialists up to a year or two ago have switched heavily into charms. Operators cite the ease with which machines can be kept clean, the constant introduction of bright, attractive new charm items, and their general acceptance in school areas, as reasons for making the switch to this type of fill.

Rings, wiggle-worms, novelties (Continued on page 76)

STANDARD OF QUALITY THE WORLD OVER.....



BALL GUM

Contact your distributor for immediate shipment.

MANUFACTURED EXCLUSIVELY BY LEAF BRANDS INC., 1155 N. CICERO AVE., CHICAGO 51, ILL.

MORRIS S. GISSER SAYS:

"Contact me for complete information on the Golden '59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."



We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.
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2029 Prospect Ave. Phone 1-6715 Cleveland 15, Ohio

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:
RAKE COIN MACHINE EXCHANGE
609-A Spring Garden St. Philadelphia 23, Pa.
WALNUT 5-2676

We handle complete line of machines, parts & supplies.



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WORLD FAMOUS
VICTOR STANDARD TOPPER

\$13.95 each 1¢ or 5¢ for ball gum and charms. Also available for peanuts and bulk candies.
F.O.B. FACTORY

STANDARD SPECIALTY CO.
1028 44th Ave. Oakland, Calif.

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

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COMPANY _____
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CITY _____

Fill in coupon, clip and mail to:
KING & COMPANY
2700 W. Lake St. Chicago 12, Ill.
Phone: KE 3-3302

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1 Hersheys 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

OUR GOOD CUSTOMERS ARE RING HAPPY
... AND no wonder! Beautiful Stone Rings

Two styles at ... \$ 8.95
Seven at 10.00
Thirteen at 12.50

Send for free illustrated circulars.

Ask about Our ATLAS Finance Plan

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

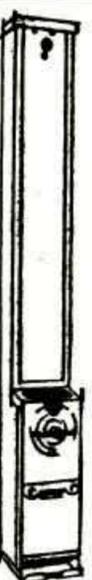
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ATLAS MASTER ... the proved 1¢-5¢ vendor





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Vends flat packs up to
1/8" x 2" x 3 1/4". Advance
coin detector with auto-
matic coin return when
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For details and prices
Write, Wire, Phone Today.

We stock a complete line of vending
machines, stands, parts, supplies, charms,
capsules, merchandise and ball gum.

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Factory Representative for Stamp Vendors
and Stamp Folders—Write for Prices
715 Lincoln Place Brooklyn 16, N. Y.
PResident 2-2900

Philadelphia in Off-Season, But Ops Report Year's Business Is Normal

By **GEORGE METZGER**

PHILADELPHIA — Bulk vending collections here are in the midst of their perennial off season but no more than usual.

This is the opinion of each operator and distributor contacted. They all agreed that the nearer you come to Christmas the worst collections get.

"This is probably because almost every house has candy in it for the holidays," explained Paul Schwartz, of Confectionary Sales. "Every mother buys candy and then when the kids want some from a machine, she reminds them that 'they have some at home.'"

kept his income pretty stable. He could not see any change coming up as to the kind of fills.

Schwartz maintains that you can get an accurate picture of the bulk business by watching the stock market. "If it goes up," he said, "business goes up. If the market goes down, business goes down."

He added that operators can try to boost business occasionally by offering better values. But Schwartz thought this has been a pretty good year.

"Then, too," he said, "another bad feature about a shopping center location is the lack of schools around them. This is not usually good."

Miller emphasized that this trend will develop in years to come and not in the immediate future of next year or the one after that.

"It looks like the small locations will be around for quite a few years yet," Miller expounded. "I hope they stay around as long as I'm in the business anyway."

Gifts

"Then, too," Schwartz said, "many people get candy as gifts. This is another reason things get slow about this time." He said the last week in December—the one between Christmas and New Year's—seems to be the worst of the year.

Trend?

Manny Miller saw a definite trend developing for the future. "More and more operators are going to lose that favorite stop, the candy store near a school," he predicted. "The reason is more and more people are shopping at shopping centers."

Summer Best

As for the present, Miller said he saw basically little change in business conditions this year. "The summers are, of course, usually a little better," he said, "but the change this year was not appreciable."

Exception

There is one exception to this rule, however. "That's the small candy stores located near elementary schools," Rake interjected. "Those locations seem to flourish during the winter. But that, of course, is because the kids stop in those places more frequently than others."

No Signature

In general, said NBBB, the only signature would be a postal box or phone number.

The Bureau said they were advised by Hershey that there was no

connection, financially or otherwise, between the candy manufacturer and any vending machine company.

It is permissible, adds NBBB, for manufacturers and distributors of vending machines to state that their machines are designed to sell Hershey or other candy, but any statement claiming or implying an affiliation with the Hershey Chocolate Corporation is misleading to prospective purchasers.

"It is the position of NBBB that vending machine advertisements which use the Hershey name in any manner having the capacity or tendency to convey the impression to the prospective customer that the Hershey Chocolate Corporation is in any way associated with or interested in the concern or individual responsible for placing the advertisement, are not in the public interest."

NBBB Cites Unauthorized Use Of Hershey Name by Distribs

NEW YORK — A warning against the unauthorized use of the Hershey Chocolate Corporation name was given promoters and distributors of candy vending machines by the National Better Business Bureau, here recently.

In numerous advertisements, the bureau said, distributors attempted to imply that Hershey was attempting to procure the services of individuals to operate Hershey vending machines.

A typical advertisement would read, "Hershey Candy Route, Men or Women—Good Income—No experience necessary, operate from home, we place and locate all dispensers."

Bulk Banter

Sol Cohen, who runs the Chicago operations of the Marjay Vending Company for Jason Koritz, suffered a broken nose, fractured knee and other injuries in a recent accident in Chicago, Koritz reported in St. Louis. Cohen's automobile was demolished when another car crossed into his lane of traffic and crashed head on into his machine.

In St. Louis, Koritz has taken to servicing his route in his newly purchased 1960 Nomad station wagon. The operator, who enjoys comfort, had his eye on the future because the wagon is air conditioned. Says Koritz: "I will not go thru another summer uncomfortable in St. Louis' hot and humid weather." Incidentally, Koritz's home is completely air conditioned.

Jules Levitt, George Morrison Jr. and Sam Signorino, St. Louis bulk operators, have added more machines to their expanding routes. The three purchased a total of 300 new machines thru Koritz, the Northwestern distributor for the St. Louis area. Levitt added another 200 machines, increasing his total to about 350. Morrison and Signorino each added another 50 machines to their routes. . . . Another "J" has been added to the Joe Hoedel family. The addition was eight-pound 11-ounce Joy Hoedel, the fourth daughter of Joe and Jean Hoedel. Like their parents and new sister, the other girls' first name begins with a "J." They are Jill, who will be eight years old on December 7; Judy, six, and Janice, three.

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More vending men in all phases of the industry are using the money-saving, money-making ideas in **VEND** every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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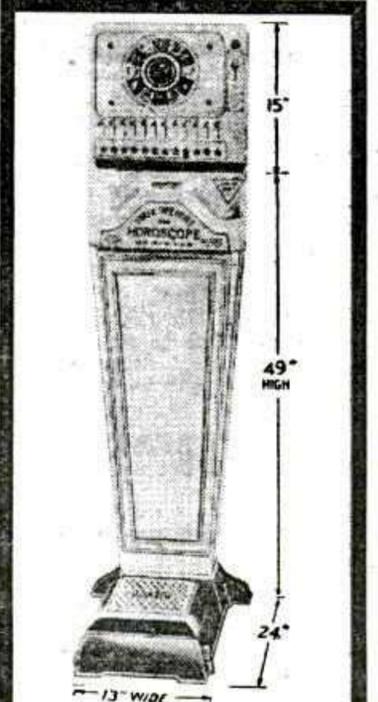
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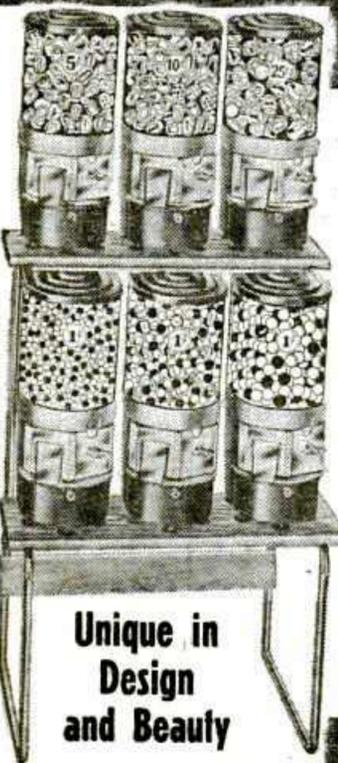
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TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00
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Balance \$10.00 Per Month

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IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .

INCREASE YOUR PROFITS BIG WITH VICTOR'S VENDORAMA® . . . THE ALL-PURPOSE VENDOR . . . AND THE 4 OR 6-UNIT STAND

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Logan Distr., Co. 1850 W. Division Chicago 22, Ill. HUMboldt 6-4870 Ill., Ind., Ohio, Wis., Mich., Ky.	Northwestern Sales & Service Co. 446 W. 36th St. N. Y. 18, N. Y. LONGacre 4-6467 New York State	Parkway Machine Corp. 715 Ensor St. Baltimore 2, Md. EAStern 7-1021 Va., Md., W. Va., Del.	Standard Specialty Co. 1028 44th Ave. Oakland 1, Calif. AN 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands.	Veeco Sales Co. 2124 Market St. Phila. 3, Pa. LOCust 7-1448 Pa., N. J.

VICTOR VENDING CORPORATION

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SAY YOU SAW IT IN THE BILLBOARD!

CAVA's 3d Annual Convention Draws 1,100 Operators & Guests



B. J. (BOB) GRENIER, California Automatic Vendors Association president, stands between the CAVA queen and princess as they cut the ribbon opening the third West Coast vending machine show at the Ambassador Hotel in Los Angeles. The event, held in the Ballroom and Sunset Room on November 21 and 22, pulled more than 1,100 registrations.

LOS ANGELES—More than 1,100 persons registered for the third annual West Coast vending machine show sponsored by the California Automatic Vendors Association at the Hotel Ambassador

here Saturday and Sunday (21-22), B. J. (Bob) Grenier, CAVA president, said.

The number of exhibits was about 50 per cent ahead of 1958 with both the ballroom and the Sunset Room being devoted to the displays. Rooms were open on Saturday morning and night following the banquet and floor show, and on Sunday. No other program was scheduled for Sunday, with the show ending at 6 p.m.

Saturday's schedule featured a luncheon in the Coconut Grove with Charles L. Senn, sanitation director, Los Angeles City Health Department; Hugh E. McManus, CAVA counsel; Ernie Beyl, Hill & Knowlton, Inc., public relations counsel for Coca-Cola; Jack Pinta, certified public accountant for Davidson Brothers, and Douglas Moore, vice-president in charge of operations, Davidson Brothers, the speakers. Grenier acted as moder-

ator, with Ivan (Pang) Wheaton, Long Beach operator, handling the roving microphone.

Sanitation

Senn traced the progress of the sanitation code for vending machines from the beginning in 1947 to the present, during the five minutes allotted him. He urged that operators be represented at conferences concerning sanitation, understand the problems by actually working the route, and work closely with the sanitation departments in their areas.

McManus devoted his talk to taxation, advising the operators to always be alert with information and research for the taxing groups. He stressed the fact that operators did not want special but fair treatment in the matter of taxation.

Pinta replaced Herman G. Minter, who was scheduled to appear on the panel. He urged closer check on expenditures, explaining that every dollar that could not be justified costs \$1.43 of the sales money.

Byel gave the results of a spot check he had made in which, he said, it was shown that few people are familiar with vending. He suggested a public relations program to explain: (1) The importance of the service, (2) modern means of selling and (3) the time saving values.

Versatile

Moore, who has been in vending for nearly 15 years, pointed out the versatility of being an operator. He estimated that an operator fills 30 to 40 jobs with his company.

Mixed N. Y. Biz

Continued from page 73

kid something worthwhile for his penny, you've lost him and he isn't going to come back," he points out.

On the other hand, Syd Gollin of Forest Hills, in the New York City Borough of Queens, insists that the business is rougher now than it has been. Gollin estimates November business off 10 to 15 per cent over the same month a year ago. In Gollin's view, some of the trouble lies in the fact that greater competition exists than ever. "There are more part time operators with a few locations now than there have been," says Gollin, "and collectively they can hurt you. The over-all business is as good as ever I'm sure, but the fact is that the pie is being split more ways than it ever has been. For the individual operator this makes it necessary to work harder, and get more machines out to bring in the same income as you got a year ago."

He urged that operators accentuate the important jobs, cut down on the lesser ones, and increase profits.

"An operator has to be a jack-of-all-trades and a specialist," Moore said. "Years ago we handled six brands of cigarettes. Now the number is closer to 20. Operate your company and make a profit in such a way that you can go to bed and feel that you've done a good job."

The banquet in the Embassy Room featured a show thru the courtesy of Rowe Manufacturing Company, APCO, Pepsi-Cola and KAYO Chocolate Products. Featured on the show were Patti Moore and Benny Lessy, Mildred Law, Leo Diamond, and the Norman Hawes Trio.

Exhibitors at the show included Advance Engineering, R. A. Parina, Rowe Manufacturing Company, Jones Company, Bally Vending Corporation, Minthorne Music, National Vendors, Weymouth Distributing, Stoner Manufacturing, Badger Sales, National Rejectors and Vend magazine.



You see RED-RED PLASTIC FIRECRACKERS, T.N.T., Dynamite, & Explosive—with painted SILVER TIPS. You see a RED LABEL that bursts with enthusiasm.

RED FIRECRACKERS

5,000 & up \$6.00 per 1,000
1,000 to 4,000 \$8.00 per 1,000
F.O.B. Jamaica, N. Y.

Red Booming Labels Free.

A "Sleeper Idea," that explodes sales with a Bang! Try this. It's what children want.

SAMUEL EPPY & CO., INC.

91-15 144th Place Jamaica 35, N. Y.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. Deluxe 1¢ or 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. Model #33 1¢ Porc. Com.	6.50
verted for 100 ct. B.G.	8.50
Silver King 1¢ B.G. or Mds.	30.00
ABT Guns	12.00
Mills 1¢ Tab Gum	12.00
Acorns, 1¢ or 5¢ B.G. or Mds.	10.00

MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb.	85
Vac. pack tins, per lb.	48
Pistachio Nuts, Jumbo Queen, Red	63
Pistachio Nuts, Jumbo, Queen, White	63
Pistachio Nuts, Large Tulip	65
Pistachio Nuts, Vendor's Mix	58
Pistachio Nuts, Sheik	48
Cashew Whole	66
Cashew Butts	58
Peanuts, Jumbo	42
Spanish	32
Mixed Nuts	57
Baby Chicks	30
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	28
Licorice Gems	28
M & M, 550 Ct.	59
Hershey-ets	47

Rain-Blo Gum, 60 ct.	30
Malt-ffe, 100 ct., per 100	32
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	30
Rain-Blo Ball Gum, 100 ct.	32
300 lb. minimum, prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
Beech-Nut, 100 ct.	45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes assorted.	

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms, Everything for the operator.
One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY

World Famous
VICTOR
Standard
TOPPER
1c or 5c

For ball gum and charms. Also available for peanuts and bulk candies.

\$13.95
Each

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN
SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St. New York 18, N. Y.
L'ongacre 4-6467

Northwestern

1909 - 1959

GOLDEN 59

- Attractive design
- Large globe capacity
- Interchangeable merchandise unit
- Flawless vending of all popular items
- Easy to service
- 1c, 5c, 10c, 25c play

TAB GUM VENDOR

- Rotating merchandise drum
- Window shows empty columns
- Interchangeable merchandise drum
- Giant capacity 550 pieces
- Quick, easy servicing

We also manufacture Model 49, 49 Hot Nut, Package Gum, U. S. Postage and other vending machines. Contact your distributor for further information and prices on Northwestern venders, parts and stands.

THE NORTHWESTERN CORP.
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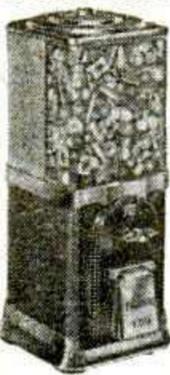
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Cleveland Ops Blame Steel Strike for Drop

By IRINA REBERSAK

CLEVELAND — Most Cleveland area bulk vending operators and distributors report a decrease in collections in 1959, as much as 20 per cent off from last year.

This was attributed, in most part, to the effect of the steel strike on general business conditions. Also, the end of the strike occurred at the beginning of the normal slump of business during the year, felt prior to and immediately after the holidays.

Because charm manufacturers did not come out with a hot new charm or novelty this year, it was felt that 1959 would have been an ordinary year, but the strike made it a poor year, and a hot, new charm could have turned the year into a good one, many feel.

October Best

Joseph Rades, Ridge Gum Corporation, Parma, O., reports a 20 per cent increase in mail orders, mostly to chains, with October being the best month. Because the mail order customers are scattered throughout the country, the effects of the steel strike did not present a serious threat to business.

However, most small operators to whom Ridge Gum distributes, have reported a 15 to 20 per cent decrease in collections. Also, Ridge Gum's collection route, a local drug chain operating in Northeastern Ohio, has been affected, with collections being off about 25 per cent over last year. This decrease includes the seasonal drop that is normal in November.

None of the operators or distributors felt that any specific location was doing better than any other. However, it was reported by Herman Eisenberg, Confection Sales, Cleveland, that more and more of the small stores were going out of business, but he also reports the acquisition of a few new chains.

Multiple Stands

Another distributor reported that the location with a single installation was on the way out in his territory, with multiple installations becoming increasingly evident in more locations.

One operator, George Sandish, Parma, O., a relatively newcomer in the bulk vending business, continues to relocate his single ma-

chines wherever possible into locations affording multiple installations.

No particular fill was reported by most distributors or operators as doing better than others and most reported that, to their knowledge, no gimmicks or new ideas were employed by operators in 1959 to boost business. However, one operator, doing business mostly in Eastern Metropolitan Cleveland, claimed that jaw breakers were leading other fills in popularity on his routes and he also introduced a baby capsule recently, which shows promise.

New Vender

Joseph Rades plans to put out a new machine before the end of the year which he claims will appeal to all age groups and he expects it to be a great success. An attractive globe will hold a mix of large jumbo gum, 5-cent capsule, 1-cent gum and a lot of loose charms. Vending for a nickel, the combinations will be many—a nickel capsule, or three gums, or three rings, to name a few, but always giving a nickel value.

"I think it's going to be a great success," claims Rades. "We'll have in one machine what normally takes three machines. It'll be more attractive to the buyer and will not only appeal to children, but will appeal to everyone."

To sum it up, most Cleveland operators and distributors felt that the steel strike had affected all locations, generally—large stores as well as small—and as a result, all collections were down. However, most also felt that 1960 would

Denver Ops Vie For New Kiddie Park Locations

DENVER — Around 25 bulk operators in the Denver area are vying for locations in the huge new multi-million dollar Magic Mountain amusement park, being built a few miles west of Denver along the Eastern slope of the Rocky Mountains.

Modeled after the famous Disneyland, by the same engineers who built the successful California project, Magic Mountain will provide spots for at least 50 machines.

However, the management of the new Magic Mountain organization is setting up a schedule of classifications and criteria which will be difficult for many of the potential operators to meet.

In full operation, the park is expected to draw an average of 4,000 to 5,000 children daily thru the summer, enough to insure the sort of play which will result in batteries of as many as 10 machines on a single stand.

Among the installations projected will be anywhere from two to eight vending machines installed on each car of a four-car narrow gauge railroad which runs around the perimeter of the park, pulled by a genuine locomotive of the Colorado Gold Rush era.

bring a gradual increase in business with a promised share in a predicted year of prosperity for Cleveland's economy which is keyed to steel, auto parts and machinery.

Biz Steady in Deep South

Continued from page 73

are some of the examples most often quoted. Most operators confessed to either setting up a plan to buy direct, or were giving serious thought to buying in this way, in order to show a better return from charm fills.

The usual complaint was that distributors were too inclined to push the merchandise they wanted to sell, rather than leaving it up to the operator to do his own selecting. In some cities, particularly along the Florida and Alabama Gulf Coast, there is a definite shortage of jobbers who are willing to stock charms and other fills in sufficient variety to be of real help to the operator, it was pointed out.

Cut Costs

Evident everywhere in Southern bulk vending has been preoccupation with cutting costs. Replacing balky often out-of-order older machines with smoothly functioning new equipment has been one major approach to economy.

Another which has paid dividends for most operators has been the development of exchange heads, rather than refilling the machine on the spot, making it possible to service a machine on location in around one-fifth the amount of time normally required.

Few operators anywhere are continuing to fill the machine on the spot, and in most instances, the policy of filling globes in a central shop has become standard.

Boss the Works

Noticeable is the fact that almost no bulk operators in the South are delegating any part of their route operations to others. "It used to be that the boss worked four or five days a week, and expected his employees to handle the extra time," one operator said, with a smile.

"Now things have changed so completely that the employees work a short five days per week, and the boss takes care of the weekends, night calls and any extra labor involved."

Hiring help for route operations

has become so expensive that usually, operators restrict the size of their routes to the number of machines they can practicably service themselves, using another member of the immediate family, usually the "Mrs." to help out.

Handicapped

In a few spots, where larger routes are concerned, bulk operators have hired handicapped workers, usually wheel chair cases, to aid in the shop headquarters.

Progressive merchandising methods were apparent everywhere, in the form of posters, point-of-sale cards and similar sales building displays located right on the machines themselves.

Most of these are furnished by either fill manufacturers or machine manufacturers, particularly in the charm classification, and have been uniformly helpful wherever an operator has used them.

P.O.P. Aids

Show cards, either inside the glass of larger machines, or clipped across the top of smaller ones, have become almost an essential in introducing new charms to the market, according to most operators.

It is very seldom, one Birmingham operator indicated, that any bulk vending machine customer is willing to bend over, peer into the globe and identify each charm item in the machine for himself.

Largely gone from Southern routes are peanuts, jelly beans and confections, which at one time, and not so long ago at that, were standard.

High Price

High prices of peanuts, plus the nuisance of globe cleaning have forced them off the routes except in large industrial-plant locations where customers insist on them and, of course, have little use for charms, and only a small amount for gum.

Jelly beans still appear in some juvenile locations, but jelly beans, (Continued on page 86)

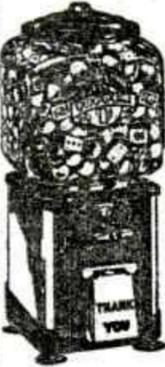
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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

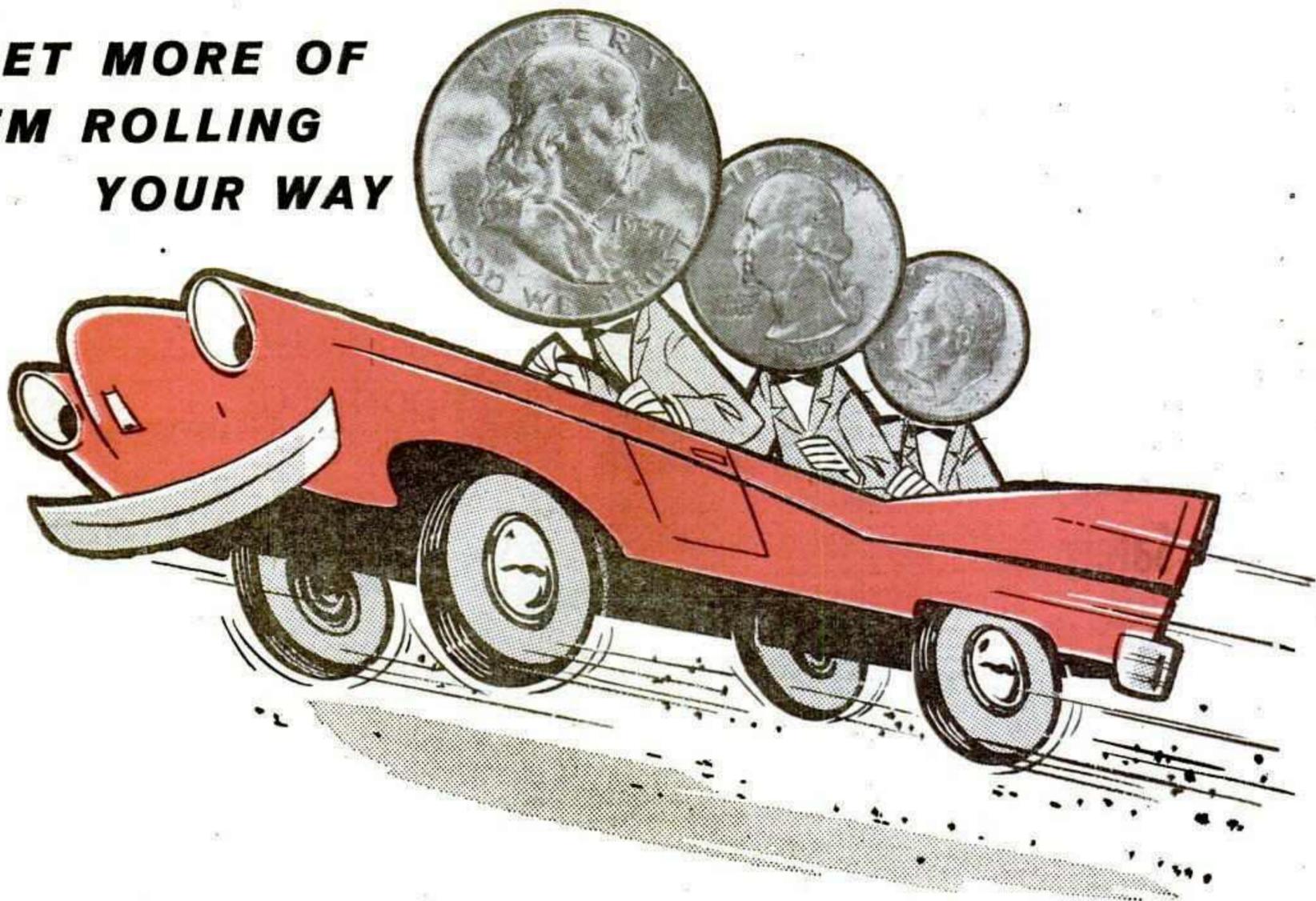
PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

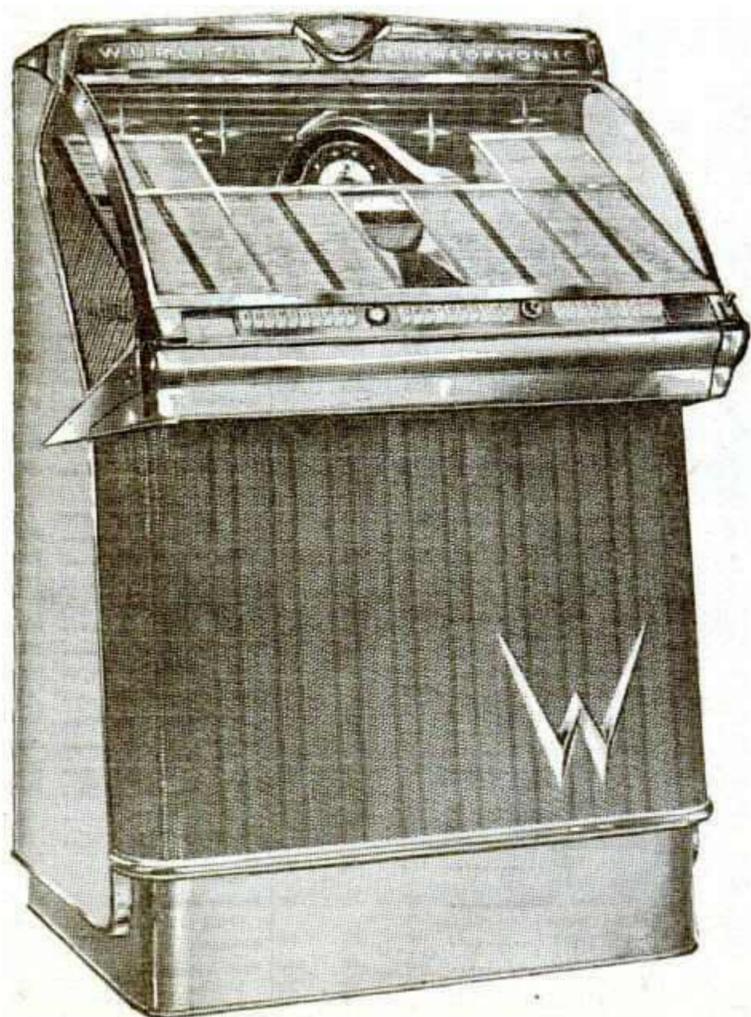
(For 10-week period ending with issue of November 30)

Table with columns for Machine Name, High Price, Low Price, Mean Average Price, and Manufacturer. Categories include Music Machines, Shuffle Games, Pinball Games, and Arcade Equipment. Includes sub-sections like AMI, Rock-Ola, Seeburg, Wurlitzer, Bally, Chicago Coin, and Gottlieb.

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MUSIC WILL DO IT!



Talk about traffic — the coin slides on
Wurlitzer Phonographs are carrying the heaviest
load of dimes, quarters and halves in history.

The green light that keeps them moving
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Music Systems

FIRST IN **FAVOR** · FINEST IN **SOUND**

AMI Distributes Bow Model K Stereo, Monaural Line

GRAND RAPIDS, Mich.—AMI distributors last week took the wraps off the 1960 line as thousands of operators tramped to distributor showrooms to view the new Model K. Deliveries are currently being made.

The new Model K comes in both stereo and monaural sound systems, with the operator offered 100, 120 and 200-selection units.

Mechanically, the new phonographs feature a simplification of component design and complete accessibility of working parts.

Credit System

The new fast-change-credit system provides an almost unlimited number of credit combinations, with adjustment made by a screwdriver. Changes are made quickly and easily, without soldering or changing individual wires, simply by positioning screws on the sealed circuits of the credit unit and credit circuit board.

Up to \$3 credit may be accumulated with the new system, and all models—including the manual selection type—are capable of dual pricing.

Quick-disconnect couplings allow the two credit system components to be removed and replaced immediately, if desired, although many credit changes also may be done easily while the units remain in the cabinet. The four-coin slug rejector is standard on the K-200E and optional on all other models.

New Amplifier

A new multi-use amplifier adapts to every sound requirement thru instant interchangeability of four optional plug-in components. These include a basic power amplifier providing 27 watts of music power output with less than 2 per cent harmonic distortion.

The same basic power amplifier chassis is used with the addition of matching power and stereo control amplifier sections which plug in for stereo coverage.

Changes from monaural to stereo are made without soldering or rearranging individual connections. Automatic volume control is built in to compensate for varied sound levels and is standard on all K models. All amplifier components mount on the hinged back door, with

terminal strips, tubes and adjustment controls immediately at hand for convenient servicing.

Transfer Assembly

A new free wheeling transfer assembly allows manual operation of the gripper bow mechanism for handy inspection or service. Trouble-free record handling is provided for by a new unidirectional a.c. motor and gear drive.

Other new features include a self-aligning converter assembly which attaches only in correct position, a self-centering turntable mount which automatically aligns with the record transfer mechanism, a sealed mechanism, switches equipped with quick-disconnect terminals, a top-mounted scan control and a total-play counter, mounted behind the title racks.

The K-200A and the K-100A feature a simplified selection system which eliminates the pulse generator and portions of the pulse converter. Direct wiring connections from the pushbuttons to the search segments give instantaneous automatic play action.

(Continued on page 93)

Capitol Ties in Auto-Test With Highway Safety

CHICAGO—Sam Goldsmith, in Chicago last week for the annual convention of the National Association of Amusement Parks, Pools and Beaches, has been active in promoting the Auto-Test—made by Capitol Projectors—as a tool in encouraging highway safety.

Goldsmith was a featured speaker at the recent 47th Annual Safety Congress and during the park show addressed the Illinois Safety Council.

In both talks he told how the Plymouth Division of the Chrysler Corporation used 24 Auto-Tests in a competitive driving game which emphasized highway safety. Some 85,000 contestants in Detroit, Chicago, Milwaukee, Kansas City and Denver competed.

Community Service

As a community service, L. Bamberger & Company used Auto-Tests in a six-day traffic safety program at the newly opened Menlo Park, N. J., store. Supporting the program were the New Jersey State police, all police departments in Middlesex County, (Continued on page 93)

NAAPPB Show Clues Importance Of Arcade in Park Profit Picture

By KEN KNAUF

CHICAGO — Stronger ties between coin machine traders and amusement park interests were evidenced here last week at the annual park show, in which the coin machine trade takes an annual part.

With the coin machine Arcade field becoming more and more an outdoor amusement operation, the coin exhibits at this show were heavily weighted with Arcade equipment. Coin exhibitors were shooting for attention from park people and reported fair success.

From strictly the coin machine operator approach, the show offered little more than in other years, but the show's newer and

more realistic role of showcasing coin equipment as a profitable adjunct to the park business is a worthwhile and important one.

The coin equipment, by and large, was not spanking new. What was new was the pervading spirit of mutual recognition between the two industries. In a number of cases manufacturers serve both industries to good advantage.

What has brought the change in thought? For one thing, park operators have found the coin machine Arcade to be a highly profitable installation or concession—one that ups over-all receipts—and at least some coin machine manufacturers, distributors and oper-

ators have had their eyes opened to this new direction.

Aside from the park people themselves, the coin machine business has drawn increasing attention from other areas. The new-type installation of coin bowling alleys in youth centers has brought new blood into the field; still other interest has been shown by department store and discount house management. Other new areas of coin machine business remain to be developed, but it is at a show such as the NAAPPB's that coin equipment and its many uses can best be promoted.

Not all the coin machine ex- (Continued on page 92)

Background Sets Shown At Park Fete

CHICAGO — Two tape music systems, both suitable for use by the juke box trade for background music, were shown at the National Association of Amusement Parks, Pools and Beaches convention here last week.

One system, put out by Elcomatic Manufacturing Company, Cleveland, consists of a tape magazine playback unit combined with component amplifier, speakers and any other necessary accessories needed for an installation.

The other system consists of a reel-tape player with various pre-recorded tape libraries, put out by Tape-Athon, Inc., Inglewood, Calif.

4-Hours

The Tape-Athon player is self reversing offering continuous play. Each individual reel lasts four hours. The firm offers a library of different sound-tracks suitable for various locations including, Rhythmic, Latin American-Tropical, Listen and Dance, Modern Mood Music, Christmas, Relaxing Mood Music, Light Classics, and many more.

Price of the libraries range from (Continued on page 88)

Delay Naming of N. J. Game Czar

TRENTON, N. J. — New Jersey's new amusement games commissioner will not be named for at least another month.

This decision came about when the State Senate adjourned for the Christmas holidays last week without approving a games czar as provided under the referendum approved by the State's voters on November 3. The Senate will not reconvene until January 12.

On the final day of session, Gov. Robert B. Meyner sent a proposal to the Senate that William Howe Davis, the State's alcoholic beverage commissioner, also be given the games job at no salary increase.

Davis now gets \$18,000 for his position which polices the bars and liquor stores in the State. The Legislature has set a \$14,000 yearly salary for a games chief.

Meyner Position

Meyner pointed out that the Alcoholic Beverage Commission has offices in the seashore resorts of Asbury Park and Atlantic City, and since most of the State's amusement machines are located at the shore "the dual job would be a logical one."

However, the Senate refused to confirm Davis for the dual capacity.

The Republican senators then went into a caucus and came up with the decision that another of the State's watchdogs, the bingo and raffles commissioner, should

take over the games responsibility. This would also be at no extra pay.

Stalled Proceedings

This brought the entire proceedings to a halt. It seemed that many of the lawmakers objected to having the amusement games control put on a part-time basis.

Under the rules drawn up several weeks ago by the Legislature concerning the amusement games (Continued on page 88)

Mutoscope Bows Photo Machine at Park Show

CHICAGO — A coin-operated photo machine—the first completely new one in years—was introduced at the park show here last week by International Mutoscope Corporation, Long Island City, N. Y.

Main feature from the operator standpoint is the list price, \$2,250, reportedly considerably below standard tab for this type of machine.

The machine takes, develops and dispenses four photos for 25 cents. Specially ordered models can be equipped for 50-cent operation or for non-coin push-button action.

Lever Setting

A new lever setting eliminates the familiar stool arrangement, saving time and trouble for the patron and increasing number of takes possible. Cabinet work is of Formica in modern styling.

The complete unit measures 54 by 30 by 78 inches high. It weighs 38 pounds.

Other features:

1. The machine can be broken down for moving or shipment so that it will fit into a station wagon. (The display model at the park

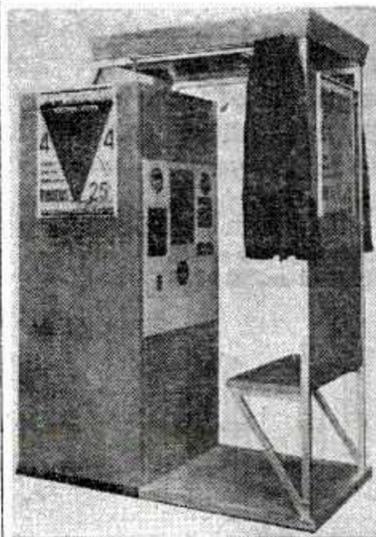


PHOTO MACHINE

show arrived in Chicago from New York via a Rambler station wagon.)

2. Photo process is relatively fast, requiring just two minutes, 29 seconds for development.

3. An electronic strobe lighting

(Continued on page 93)

FIVE STATES DUE AT NEB. GUILD MEET

LINCOLN, Neb. — Operators and their guests from five States have been invited to the December 5-6 meeting of the Music Guild of Nebraska at the Capital Hotel here. Represented on the attendance rolls will be operators from Nebraska, Kansas, Iowa, Colorado and South Dakota. Howard Ellis, secretary-treasurer of the Guild, said he had been assured that some new coin machine equipment—not yet seen in this area—will be shown.

Runyon Exec Tours Europe, Comments on Coin Markets

LONDON — Portugal, Spain, Switzerland, Germany, Denmark, Belgium, Holland and the United Kingdom were included in the quick business tour completed last week by Myron Sugarman, export manager of the New York coin machine distributing and exporting firm, Runyon Sales Company, and he had a quick summing up for them all.

His assessment is that Britain has the greatest potential of all countries for the exploitation of American new and secondhand equipment. He also finds the English reliable people to deal with.

As an export market he found Portugal unfavorable; Spain the same at present; Switzerland nearly at saturation point; business in Germany good; no business in Denmark because of prohibitive duty and taxes; lots of business in Belgium and Holland; France improving and will open up in due time.

\$37 Take

In the few days he was in London, Sugarman did many thousands of dollars' worth of business, mainly in amusement machines. He had already been dealing with a

firm in the U.K. but not exclusively. He had shipped them a consignment of Bally eight-foot shuffles of some years back and was interested to learn that the average weekly take on these has been 13 pounds (about \$37).

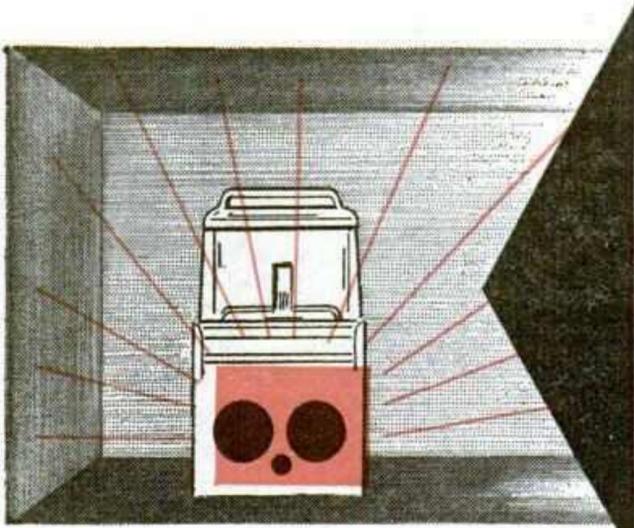
He believes the reason for these good results is that these older model shuffles feature a simple, easy-to-follow game of 300-score bowling, with few extra complications. British customers, unused to bowling, quickly grasp it on a simple shuffle and can be steered on to more complicated shuffles eventually.

The firm is offering equipment of this sort at reasonable prices. They have found it is advantageous from the points of view of cheaper British labor and savings in duty and tax to send such equipment with the cabinets as they are for reconditioning in the U.K. Reconditioning of cabinets takes about two hours of work in Britain.

Mechanisms Reconditioned

The mechanisms, on the other hand, are fully reconditioned before leaving New York, and this (Continued on page 81)

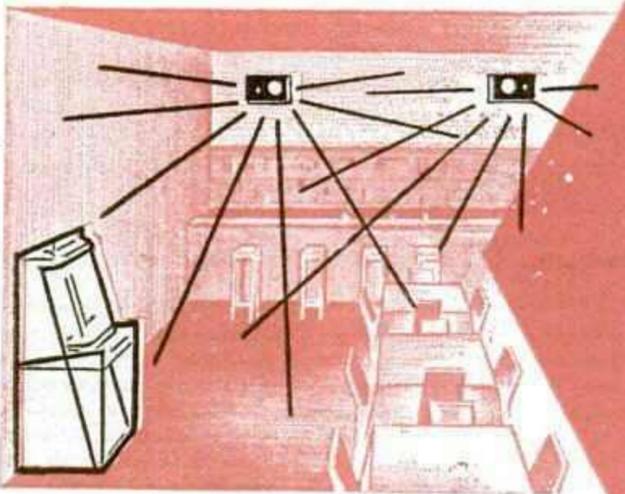
Now one all-purpose phonograph fits all locations... plays any type music



For High Fidelity Monaural Play

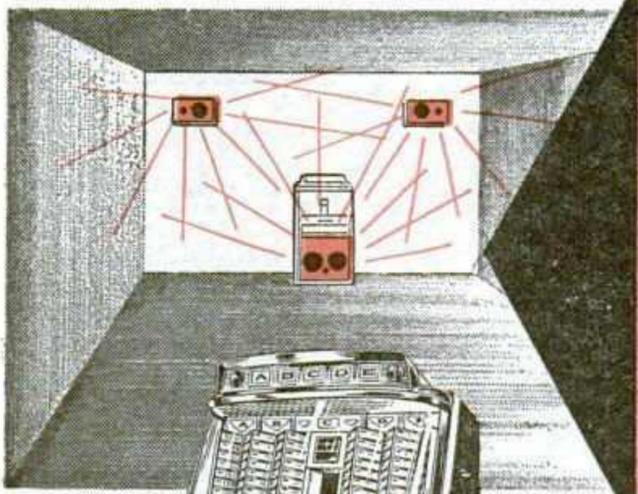
Yes, it's true. The new 1960 all-purpose Rock-Ola stereophonic phonograph with the exclusive Rock-Ola "Tri-Fonic" switch plays both monaural or stereo music at the flip of a switch without the addition of any costly internal conversion parts. Now you can do business with just one phonograph, cut your installation costs and make more money than ever before.

Position "A" on the three way "Tri-Fonic" switch is for standard monaural music. This position feeds all sound through the three built-in main unit speakers (two 12" bass speakers and one high compression driver horn) for the purest high fidelity reproduction. One or more extension speakers may be used with this position for multi-room setups.



For Standard Stereophonic Play

When in position "B" the dual-channel amplifier divides music into two separate stereo channels to the stereo speakers. This allows phono to be placed in the most profitable heavy traffic area while the speakers are arranged for the most suitable stereo sound delivery. All Rock-Ola speaker enclosures utilize a special Helmholtz full resonance bass baffle with a heavy duty 12" speaker plus a wide dispersion compression driver horn for full room stereo sound, thus eliminating any "holes", while using just two extension speakers. **NO MATTER WHERE THE CUSTOMER SITS, HE HEARS FLAWLESS STEREO SOUND**

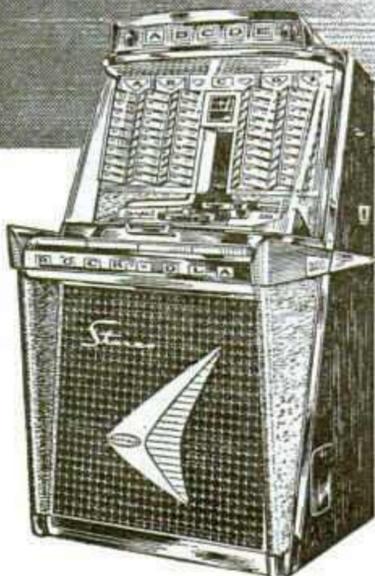


Eliminates "Scatter-Shot" Speaker Arrangements

Position "C" directs the separate stereo channels to the stereo extension speakers and also combines both channels through the powerful main unit speakers. In very large or odd shaped locations where other equipment would require a "scatter-shot" speaker arrangement, Rock-Ola's four powerful 12" bass speakers and three high compression driver horns fully compensate for the location's acoustic deficiencies to provide smooth aural-balanced stereo sound.

When buying your next phonograph, buy the one "Location Engineered" phonograph that offers the famous Rock-Ola dependability plus true flexibility and economy. Call your Rock-Ola distributor and learn the whole Rock-Ola story for 1960. Your profits will be glad you did.

The TEMPO II phonograph is available in a 120 or 200 selection model machine as model 1478 or model 1485.



ROCK-OLA
tempo II

Twenty-fifth Anniversary Model

Available in
200 or 120 selection
models

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Mexican Trade Hit by Curfew On Juke Boxes

MEXICO CITY — Juke box interests here are up in arms over a recently imposed government curfew on juke box use. Jose Riojas Jr., manager of Casa Riojas, juke manufacturer, said that the effect of the curfew was to prohibit juke play at the hours normally most profitable for a juke box.

Under the edict, juke boxes are to be shut off at 10 p.m., even the most clubs operate until 1 a.m. in the area. It is understood that the local musicians' union is at least partially responsible for the development, on the theory that too many juke boxes in operation tend to reduce the opportunities of musicians to make a decent living. There is also a belief that juke boxes tend to keep youngsters away from home too late in the evening.

The problem is a particularly thorny one inasmuch as juke boxes here are operated mainly by location owners rather than operators. The only opportunity for unified action is thru manufacturers and distributors. Interested groups in the field are now bringing pressure to bear to obtain a review of the situation.

Juke Box Boom Sweeps Commie Europe

• Continued from page 1

ing that Communists be dull, drab and dreary, as it tended to be under Stalin.

The juke box is an easy, convenient and inexpensive way of brightening Communist life. It tends to give even the sleaziest Communist refreshment parlor an air of gaiety and even opulence which, of course, was readily apparent to Khrushchev.

When the comrades are playing

the juke boxes, their attention is distracted from such grim commonplace of Communism as food shortages, overtime without pay and all the other depressing characteristics of Communist life.

Hungary

Aside from East Germany, Hungary is the juke-happiest land among the satellites. Hungary's Communist regime lifted the juke box bars even before Khrushchev's

Coke sampling. In fact, the first juke boxes were exhibited hardly a year after the Hungarian revolution.

First installations were in a few night clubs in Budapest, but there are now juke boxes in cafes throughout the country, and they are still proliferating. It is estimated that Hungary now has upwards of 3,000 juke boxes.

Poland is also discovering the

juke box. They first appeared in Warsaw several months ago. They are now commonplace in the capital and are spreading into the provinces. In all, Poland has approximately 500 machines.

Czechoslovakie

Czechoslovakia, traditionally a highly industrialized state on a par with Germany, has been interested in coin machines for several years. The Czechs, at the peak of their foreign exchange difficulties, approved the purchase of several hundred cigarette units in West Berlin.

Now the Czechs, too, are turning to juke boxes, and there are even suggestions in the Czech Communist press that juke boxes can be utilized as a tool in boosting factory output somewhat in the manner of background music. They are beginning to appear in cafes and recreation halls in Prague and even in canteens in some of the larger industrial plants.

The number of juke boxes in Czechoslovakia is estimated at perhaps 1,000, but as in the case of East Germany, Poland and Hun-

(Continued on page 89)

Loewen Executives Survey U. S. Market

CHICAGO—Here last week to meet with American coin machine manufacturers with European representation were two of Europe's leading coin executives—G. W. Schulze, chairman and president of N.S.M. and Loewen Automaten Corporation, Germany, and H. E. Herbosch, Loewen executive export and sales manager.

After their survey of U. S. business conditions and the import-export market here, they will visit Belgium, France and Italy before returning to Germany.

Loewen manufactures the Fanfare phonograph, a popular European juke box, and distributes the Seeburg phonograph and the Bally line of games and vending machines.

Both men agree that the European coin machine picture is the brightest in years, with the economies of the various European countries being strengthened and licens-

ing restrictions and import duties being eased.

Their biggest problems, they say, are to manufacture or import

(Continued on page 88)



INTERNATIONAL COIN CHATTER. H. E. Herbosch, left, executive export and sales manager of Loewen Corporation of Germany, and G. W. Schulze, right, Loewen president and board chairman, discuss coin machine problems with Hilmer Stark, general manager of The Billboard's Coin Machine Division, at a recent dinner in Chicago.

Belgian Trade Group Offers Marketing Help to Exporters

ANTWERP, Belgium—A. Van De Wege, president of the Federation Nationale des Unions Belges de l'Automatique (U.B.A.), Belgian coin machine trade group, last week called on world exporters to contact his group for recommendations of Belgian import firms.

In this way, Van De Wege says, exporters will be better served and the Belgian trade also will be improved. "Contacts established in

this way will be most profitable, for each of the parties will have the certitude of doing business with solvent firms," said Van De Wege.

Van De Wege said that the Belgian coin machine field only started to really expand after World War II.

Post-War Troubles

"However, in the post-war chaos, it was difficult to do regular and honest business. Everyone wanted to do business, endeavoring to make up for the lost war years. The losses sustained during the occupation had by any means to be recuperated. On the other hand, the arrival of British and American troops did not have a steadying influence on business. It went to the highest bidder.

"The result, therefore, was complete anarchy in the trade for buying as well as selling.

"Commercial relations were established between countries with little or no checking of solvency. The sellers saw the possibility to sell for a high price and did not take into consideration the honorability of their client. The one aim of both parties was to earn much money in a short time.

Caused Harm

"All these transactions were, naturally, to the detriment of honest and reputable shopkeepers desiring to give the coin machine industry the rightful place it deserves. There is a tendency to think, by those not sufficiently well informed, that the coin machine trade is an 'open wound.'

"The future belongs to the coin machine industry if it can be soundly regulated. It is toward this end that the associations are working."

Van De Wege feels that the volume of U. S. coin machine imports by Belgium has been impressive. The volume could be further increased, he feels, if exporters to Belgium would take the trouble to ask associations for the names and addresses of their members.

Adickes Back From U. S. Trip

HAMBURG, Germany—Alfred Adickes, head of Nova Apparate here, returned November 16 from an extensive and profitable trip to the United States. He was particularly impressed by his review of the Rock-Ola phonograph and by plans he was shown at the Chicago factory.

His deliveries of the full range of Rock-Olas, including hideways and sound systems to British importers-distributors, Ruffler & Walker Ltd., London, have been stepped up to such extent recently that he has arranged for a special pool of American machines to be set aside for special shipments to England, over and above the normal quota arrangements.

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SWISS COINMEN SEEK GAMES AT NAAPPB SHOW

CHICAGO — Here for the annual convention of the National Association of Amusement Parks Pools and Beaches this week were a father-and-son operating team from Zurich, Switzerland.

Edy Meier and Edy Meier Jr., who operate Vergnugsbetriebe Spielautomaten visited Chicago coin machine manufacturers after the show in an attempt to bring new games into Switzerland. While the Meiers primarily operate major rides, they recently entered the coin machine field and now have seven juke boxes—of American manufacture—in the Zurich area.

Two of these boxes are in taverns and five in restaurants. Location commissions for music in Switzerland average about 20 per cent. In the U. S. equivalent, single play is 5 cents, with three plays for 10 cents and six for 25 cents.

U. S. Juke Boxes

Most of the Swiss juke boxes are of American manufacture, but West German machines are beginning to make inroads. A U. S. 100-play monaural box goes for about \$1,800 new, while a German 100-play machine sells for about \$1,500.

American music is popular in Swiss juke boxes, but the Meiers say that record popularity is about six months behind the American market. While most juke boxes are location owned, more and more operators are entering the picture, and location ownership may eventually be rare.

In cases of location ownership, the location will have its machine serviced by an outside organization—often an operator—at a fixed weekly fee.

U. S. Games

American games pretty well dominate the Swiss scene, as the Meiers agree that European games, as yet, have not been able to compete in earning power. Pin games and shuffle alleys are particularly popular.

The Meiers have found their juke box operation profitable, even at nickel play, and plan to expand that operation. They also plan to install coin-operated American games in their existing juke box locations and seek additional game stops.

The Swiss coinmen are due to leave for Zurich soon, but they plan another American trip in April, probably to include the annual convention of the Music Operators of America in Chicago.

Runyon Exec

• Continued from page 79

procedure will be followed for the next few shipments until British mechanics can become accustomed to the equipment and can undertake full reconditioning, which will obviously cut prices still further. Quality equipment will be shipped by the firm in all cases. Machines can, of course, be fully reconditioned (including cabinets) in New York for U.K. firms that prefer it that way.

Service manuals and parts manuals are included in every machine. Spare parts are made available for every type of equipment.

The Runyon Sales Company is a distributor for AMI, Bally, Irving Kaye and Keeney equipment. It can also offer export markets a full line of late models (from 1953 on) in the AMI, Seeburg, Rock-Ola and Wurlitzer ranges of phonographs at prices acceptable to the European market despite heavy duties and P.T. charged on all phonographs.

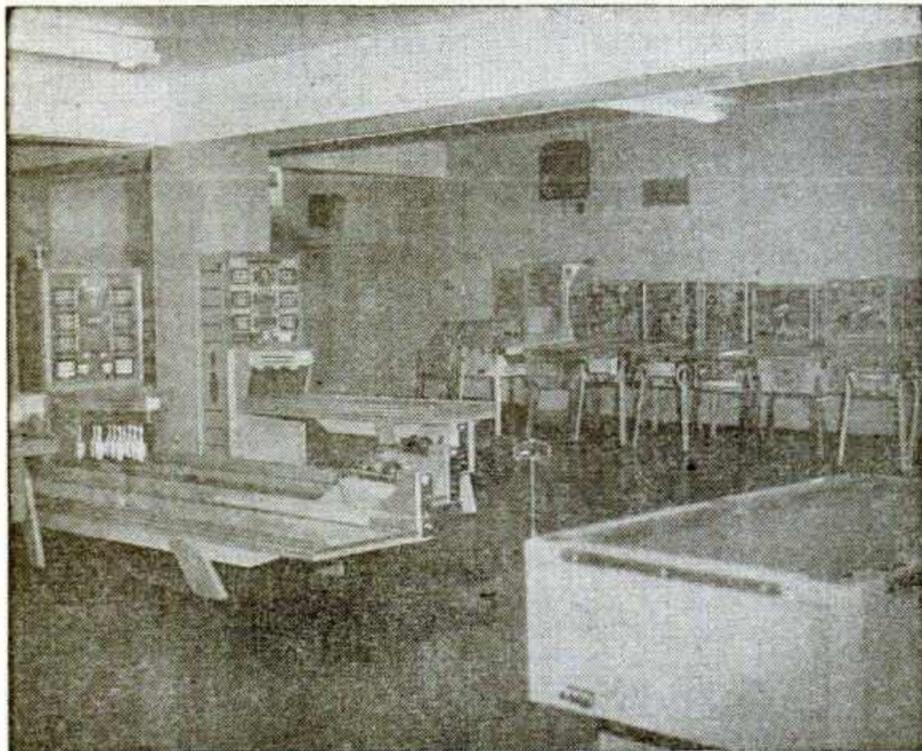
But Runyon believes its largest sales in the U.K. will be in five-ball tables, bingos; 11, 14 and 18-foot bowlers from Chicago Coin, United and Bally, plus Arcade equipment, shooting galleries and kiddie rides. They will also be offering new and secondhand coffee venders, including the Coffee-Mat fresh-brew machine and second-hand cigarette machines.

Runyon Background

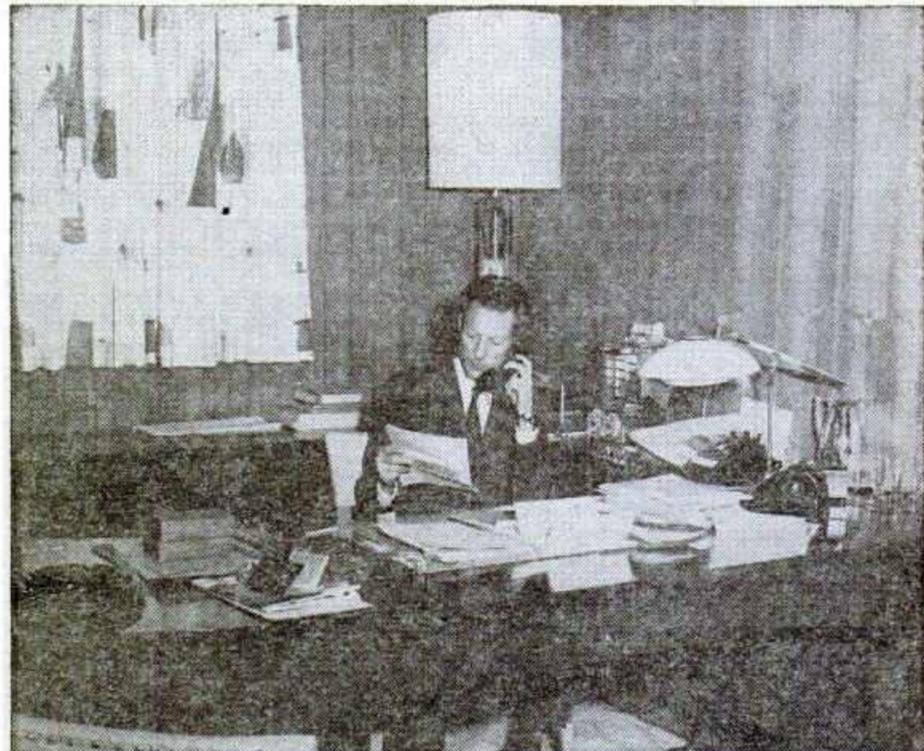
Runyon, headquartered in New York, was founded 22 years ago. Its president is Myron Sugerman's father, Barney Sugerman, and his partner is Abe Green. As well as being distributors and exporters, the firm has a large operating route in New Jersey, run by Ed Burg. This comprises 1,600 amusement machines, phonographs and cigarette machines. So successful is this large route that they are planning (as are many other American operators) to go into merchandise vending machines also.

Myron Sugerman, who flew home with a large batch of orders and who expects to be back in Britain again before long, is only 22 years of age. He, more or less, cut his teeth on coin machines and has had vast experience already in the world market for coin equipment.

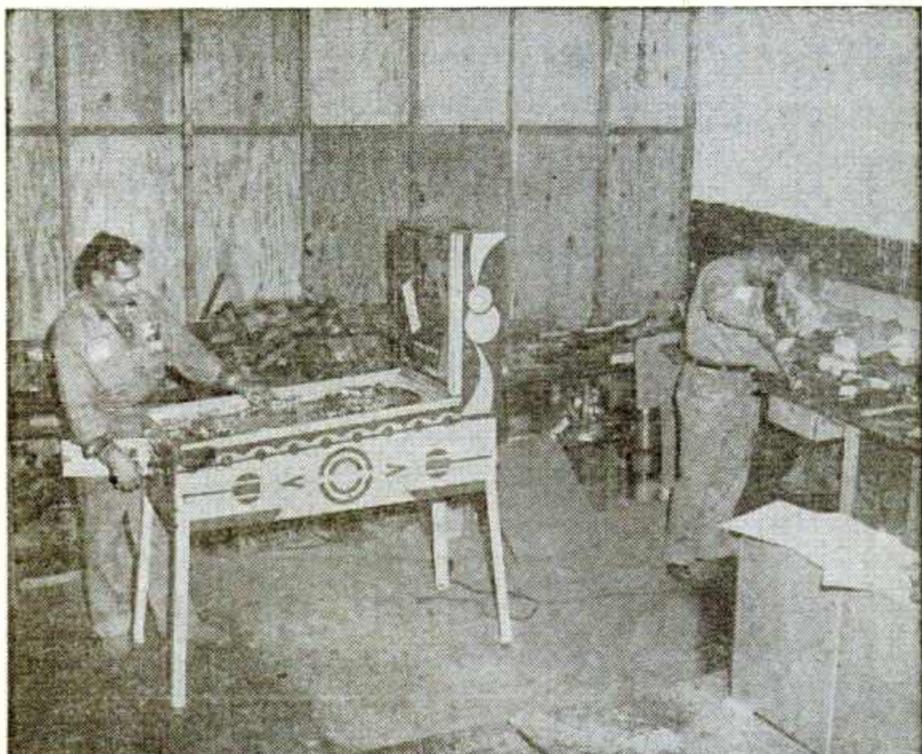
Banner Specialty Co. Has Model Distributor Plant



NEW SHOWROOM AT BANNER SPECIALTY displays equipment to greatest advantage, with games lined up in battery installations.



ALBERT M. RODSTEIN, youthful president of Banner, uses a modern executive desk which makes the paperwork somewhat easier.



THE REAR WORKSHOP is a busy place. Bill Forman, left, works on a pin game, while W. A. Clifford, department manager, is at the bench.



NEW MACHINES ARE TESTED BY THE STAFF. Left to right are Morris Bayer, Fred Walter, Al Rodstein, Angelo Musi and Lois Gellis.

By GEORGE METZGER

PHILADELPHIA—The Banner Specialty Company here has come up with one of the most ideal amusement machine distributor plants in the country.

The firm moved into a building formerly occupied by an automobile agency on September 1 and things couldn't have worked out better. The 31,000 square feet of space is laid out perfectly for an amusement machine distributor.

What was once the showroom for new cars is now the showroom for pinball machines, juke boxes, bowlers and other assorted pieces of equipment.

Parts Division

What used to be the auto parts section has been adopted perfectly into a complete one-stop coin machine parts division.

In the rear where the auto repair shop was at one time, Banner now has its staff of 10 mechanics putting used pieces back into shape.

What is probably the biggest feature about the whole deal are the huge garage doors. They enable big trucks delivering equipment from Chicago to pull into the place and get out of the weather. This also goes for operators making pickups.

Proud of Layout

Albert M. Rodstein, young president of Banner, is proud of his new layout.

"We think it is just great," he said, while sitting behind his desk in his plush, palatial office. "Representatives of manufacturers who travel over the entire country have told us they have never seen anything like it.

"We can move equipment both in and out in nothing flat," he pointed out, "and we can also give it the best treatment while it is in here."

New headquarters of Banner is located on North Fifth Street, just above Girard Avenue. The firm moved on

September 1 from smaller quarters three blocks away on Girard Avenue at Second Street.

"Too Cramped"

"Things were too cramped there," Rodstein said. "Our operation was spread out over three floors and we had to depend on a small elevator to get equipment up and down.

"Since we could get only two pieces on the lift at one time," he said, "you can appreciate how it slowed things down. Now we can move equipment along in a production-line-type pickup and get it out fast."

Rodstein explained that he was looking around for a new location for sometime. "But I just couldn't find what I was looking for," he explained. "I wanted something not too far away so we would still be near our old place, yet give us more space.

New Coin Row

"Then one day I saw this auto place up for sale and thought it would be ideal for us," Rodstein said. "It was only three blocks from our old place and just a short drive down Girard Avenue from Coin Row on Broad Street."

Rodstein said moving was a big problem, but it came off smoothly. The bulk of the shift was made within three days and mostly all by small truck. "Remember," he added, "we still had to do business during our move.

"But after only 10 weeks here we are conducting business as if we have been here for 10 years. Everything is back to normal."

No Parking Problem

Parking will never be a problem for Banner. The building is surrounded by 12,000 square feet of parking space in three different lots. Each lot can accommodate 20 cars.

In the rear of the place is a parking lot that faces on a back street and can take care of 20 operators' trucks. There is also a loading dock to which the trucks can back up and load.

"Sometimes we are loading four or five operators'

trucks at the same time," Rodstein said. "There is no waiting. They can pull right up, get immediate service and be on their way."

Double Doors

He pointed out that if necessary a truck could even pull right into the showroom in the front thru the large double doors thru which the display cars would be driven during the auto agency days.

Bill Polis, a 19-year veteran of the parts business, is parts manager of Banner's new complete one-stop. "An operator can get any part for any coin machine right here," Bill said, pointing to his well-stocked racks with pride. "It will only take a few seconds," he said. "It's just a matter of coming in, picking it up and driving off."

Increased Business

Polis said the new parts set-up has increased business. "Before," he explained, "we did not carry everything and the operators would get some parts from us and go elsewhere for the others. Now, since they stop in our place anyway, they buy everything from us."

Each of Banner's five salesmen have their own offices, located around the showroom. Rodstein considers himself one of the salesmen.

Banner is the executive distributor in Pennsylvania, New Jersey and Delaware for United, Valley Pool and the Midway Games Company.

Morris Bayer, one of the salesmen, just couldn't say enough about his new "home." "We could never handle some of this new equipment down at the old place," he pointed out. "When the firm first went into the old building there were just pinball machines and they didn't take up too much room.

"But now," he went on, "some of the equipment is four and five times larger. Why we couldn't even load them on the old elevator we had to rely on to get things around the three floors."

Crown Novelty, Dixie Coin Merge To Form Coin Mart in New Orleans

NEW ORLEANS—The Crown Novelty Company and the Dixie Coin Machine Company, two of the leading coin machine distributors here, have joined forces to form The Coin Mart, which will operate as an equipment one-stop for Louisiana, Mississippi and Alabama game and music operators. The firm will headquarter in 18,000-square-foot offices and showrooms at 1055 Baronne St.

Principals in the merger are Nick Carbajal, president of the Crown Novelty Company, and Ed Holyfield, vice-president and general manager of the Dixie Coin Machine Company.

Dixie is the local AMI distributor and also handles kiddie rides, pool tables and office equipment. Crown handles several major game lines.

Open House

Open house week is set for December 14, to coincide with the introduction of the new AMI K line with all operators in the three-State area invited to attend.

Office and service personnel of both firms has been retained, with some new faces to be added.

Negotiations are underway with a leading vending machine manufacturer for The Coin Mart to act as distributor.

The Coin Mart will feature drive-thru customer service, special operator lounges and meeting

and the needs of the coin machine operator. We believe the diversified service we are now prepared to offer is the answer to those needs."

Holyfield added, "Our two older companies are definitely handicapped by the limitation of product



NICK CARBAJAL, president of the Crown Novelty Company, signs the merger papers while Ed Holyfield looks on. The merged company, the Coin Mart, will be a coin machine one-stop for Louisiana, Mississippi and Alabama, with headquarters in New Orleans.

rooms, and more than twice the floor space of the two component firms. A background music line and a complete record service will soon be added.

Carbajal Statement

Carbajal made the following comment on the merger: "Several recent developments and recognizable trends in the industry indicate the time is at hand for bold new steps to meet changing conditions

and space. This new venture is designed to provide our operators with a complete service under one roof, in pleasant, dignified surroundings, in a business-like manner, fast and efficient."

Details of the final financial structure of the new firm were withheld pending a joint meeting of other officials and stockholders of the two firms. The meeting is set for December 31.

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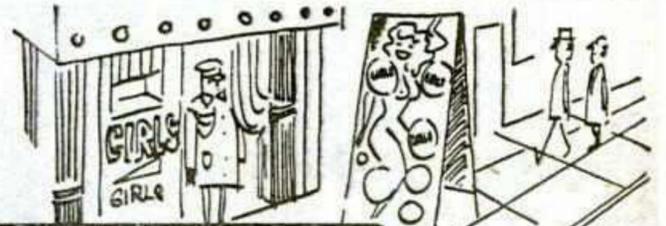
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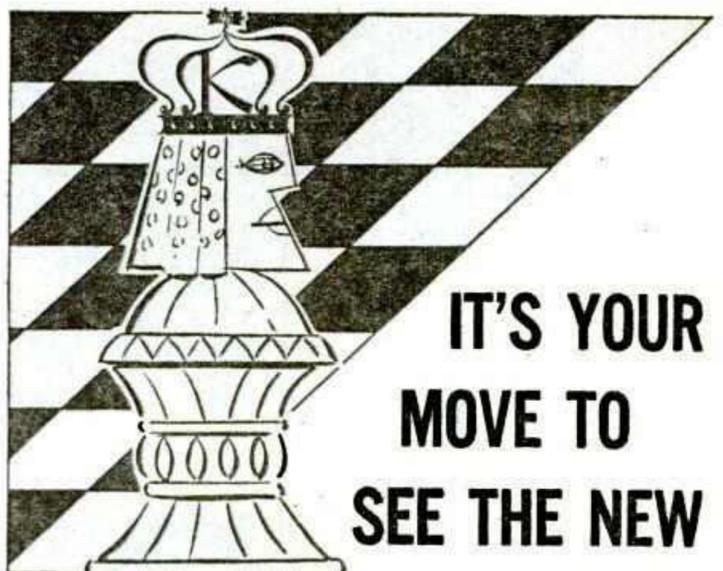
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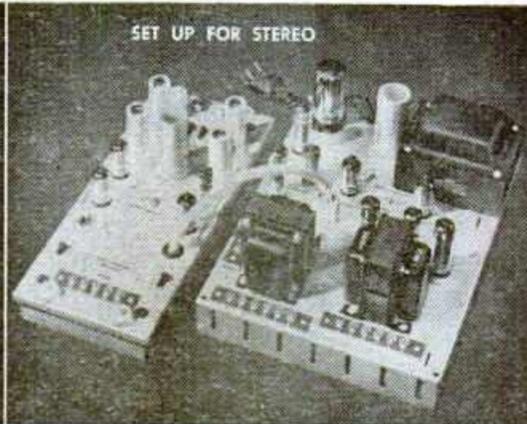
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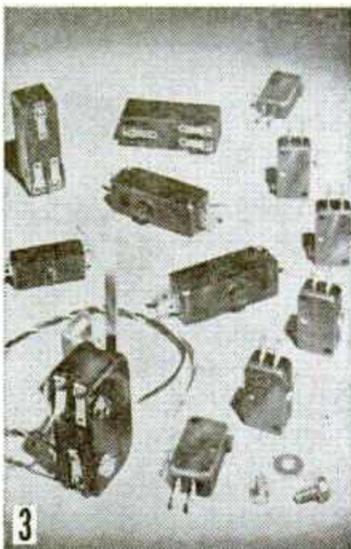
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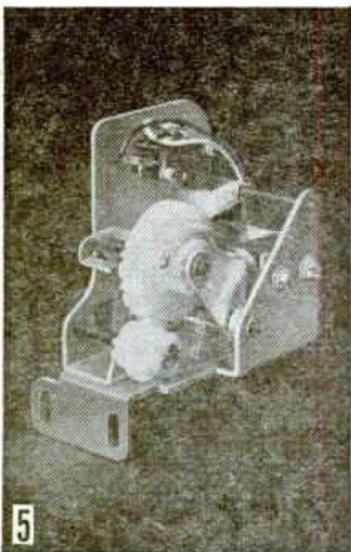
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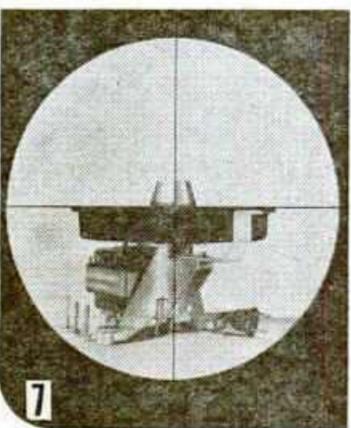
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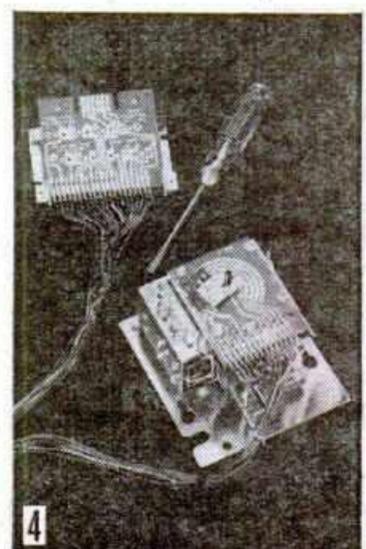
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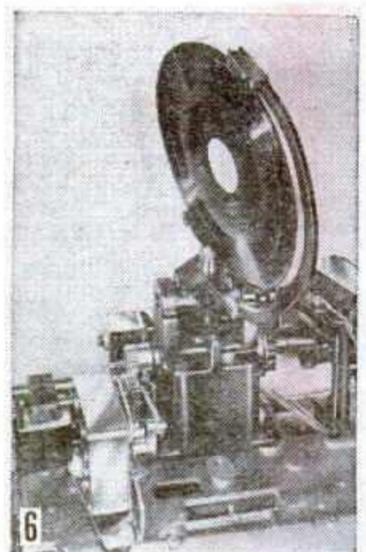
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HERE THEY ARE

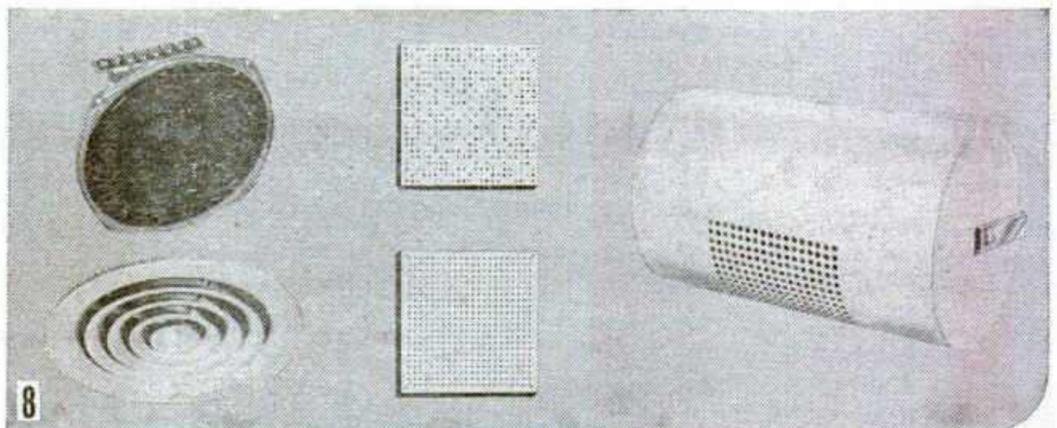
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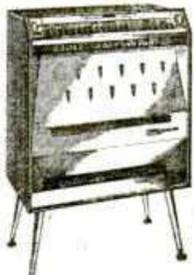
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Seeburg Earns \$2 Mil For '59; Expansion Set

CHICAGO—The Seeburg Corporation has earned about \$2,000,000 during the fiscal year ended October 31, compared with earnings of \$562,683 the previous fiscal period, according to President Delbert W. Coleman. Earnings for the 1958 fiscal year were 50 cents a share. Altho complete figures are not in, this year the earnings are expected to hit \$1.69 a share.

Coleman added that net income for the quarter ended October 31 is at least 25 per cent ahead of the 1958 quarter. Sales for the recently completed fiscal year were about the same as the \$22,900,000 reported in fiscal 1958.

Seeburg's improved position, reflected more efficient utilization of production facilities," reduced interest costs arising from the re-funding of outstanding 5 per cent and 7 per cent note issues, and the introduction of a new line of vending machines.

Expansion

Coleman said that Seeburg is considering the purchase of other companies and added that "by mid-1960, we expect to expand our vending machine line to include

Biz Steady

Continued from page 76

party mixes and hard candies are gradually giving way to charms in almost every such spot.

Surprisingly, multiple-machine stands have been slow to catch on in the South, to the point that only in rare instances have there been more than one or two machines on a stand, even in supermarket locations.

Big Cities

There were some exceptions, of course, where four machines were double-decked on wrought iron and hardwood combination stands, used in supermarkets in New Orleans, Atlanta, Birmingham and Montgomery.

Most operators in the South have found that with supermarkets in this section of the country much smaller than in other sections, the usual supermarket owner looks with a jaundiced eye on the idea of giving up much floor space for vending machines.

Consequently, the multiple stands remain for future exploitation, probably outdoors in front of stores, where permission can be obtained. Most Southern operators currently are doing away with old-fashioned single-column stands in favor of wooden or plastic-base varieties of their own.

Patton Music Co. Shows Rock-Ola

MODESTO, Calif. — The new Rock-Ola Tempo phonographs were shown both here and in Stockton by Patton Music Company. W. R. Patton, head of the firm, said

Each showing was for a week. The local showing was concluded Saturday (21) and the one in Stockton on Saturday (28).

The showings were well attended by operators in each area.

300 Machines in Storage

NEW ORLEANS—Eddie Centa, owner of the Pennyland Arcade here and a prominent route operator as well, thinks he has set some sort of record for the number of machines in storage. Because of the current tight money situation, Centa has no less than 300 amusement machines of various types in storage, many of which he plans to sell. The huge number was the result of over-expansion as Centa, one of Louisiana's most active Arcade operators, put it.

candy and bottled soft drinks, and by the end of the year should have a full line of vending equipment including hot food and sandwich machines.

According to Coleman, Seeburg has enough steel on hand at least thru January as a result of the firm's expanding its steel inventory last spring.

Coleman said that despite the sharp increase in earnings, the directors do not anticipate declaring either a stock or cash dividend, but will use earnings to expand and diversify the business.

While no figures were released on the earnings of the quarter ended October 31, the firm earned \$606,000 for the 1958 quarter, and an increase of at least 25 per cent, as indicated by Coleman, would put the Seeburg earnings for the quarter at \$750,000 or more.

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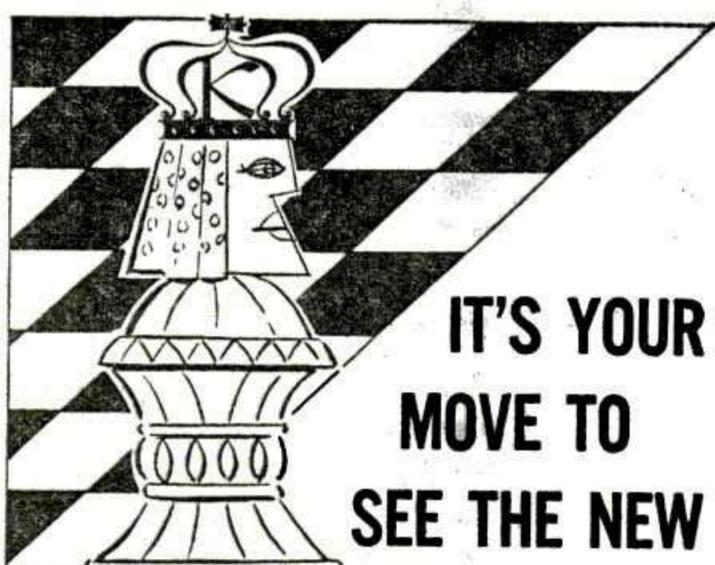
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Pa. Multi-Coin Pinball Decision May Be Appealed in Fed. Ct.

PHILADELPHIA—An appeal is expected to be filed in a few days on the recent Pennsylvania Supreme Court decision to outlaw multiple-coin pinball machines. A spokesman for the industry said trade leaders will try to get a new trial in the State Supreme Court, but if this doesn't work they will take their appeal into the federal courts.

"We feel the very strong dissent by two of the Supreme Court judges might sway the thinking of the remaining five who voted to ban the machines," the spokesman said. "And remember, we only have to get two of the justices to change their vote and we're in."

In its decision to uphold a previous ruling by the Superior Court, the State's highest tribunal voted 5-2, with Judges Michael A. Musmanno and John C. Bell dissenting.

January 1 Deadline

The appeal will have to be filed before January 1. This is the date set by State Atty. Gen. Anne X. Alpern for seizing of all machines.

Altho the machines will be allowed in the State until that date, they are currently illegal to operate.

There was some confusion created as to the exporting aspect of the business. One exporting firm indicated that it would start looking around for a new location out of State so it could continue in business. It based its thinking on the ban against even having the multiple coin machines in storage.

But actually, The Billboard learned, the State will make an exception for firms having a record of being legitimate exporters. These companies will be able to stockpile the illegal machines for exporting only.

It is expected, however, that these firms will have to post some sort of bond which it will forfeit if it should sell the machines within the State.

At present the State police and Liquor Control Board agents are checking to see if all such machines have been taken off location.

The attorney general's office announced that any operators found to have multiple coin machines in operation will be prosecuted.

But the industry is just holding its breath until the new trial comes up in the State Supreme Court or, if that court refuses such action, an appeal is filed in federal court.

In either case an appeal would no doubt cause the ban to be lifted on the machines until a new decision could be reached.

Coinmen are counting heavily on the five judges who voted for the ban to be swayed over by the strong sentiments in the matter of the two justices who voted against it.

No Ruling

Actually, the Supreme Court did not write a favorable ruling. It simply reaffirmed the decision written in the Superior Court by Judge William I. Hirt.

The State contended that the location owners were in reality paying off in cash for free games. This contention was attacked by Justice Bell.

"There was no testimony offered to prove that actual gambling took place on or in connection with these machines, or that money or merchandise or anything else of value had ever been paid to the winners," he wrote.

Musmanno Dissent

Judge Musmanno was much stronger in his dissent. He said the machines were not gambling devices because no money could be collected from them.

"Because gamblers bet on horses," Musmanno declared, "is no reason to shoot the horses."

The test case in question grew out of a 1957 raid on an American Legion Post in Uniontown, Pa., in which State police confiscated 17 bingo machines as "gambling devices."

Hal Hurwitz, N. Y. Op, Dies of Heart Attack

NEW YORK—Hal Hurwitz of Linell Music Company, died of a heart attack here Saturday (28). He was 42.

Hurwitz was one of three original operators of Tri-Boro Maintenance Company, Brooklyn, one of the largest service firms in this area.

Services were conducted in Westminster Chapel. He is survived by his wife, Rhea, and a son and a daughter.

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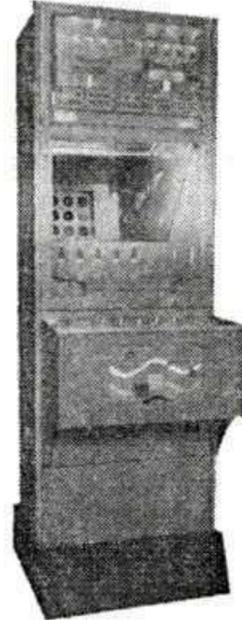
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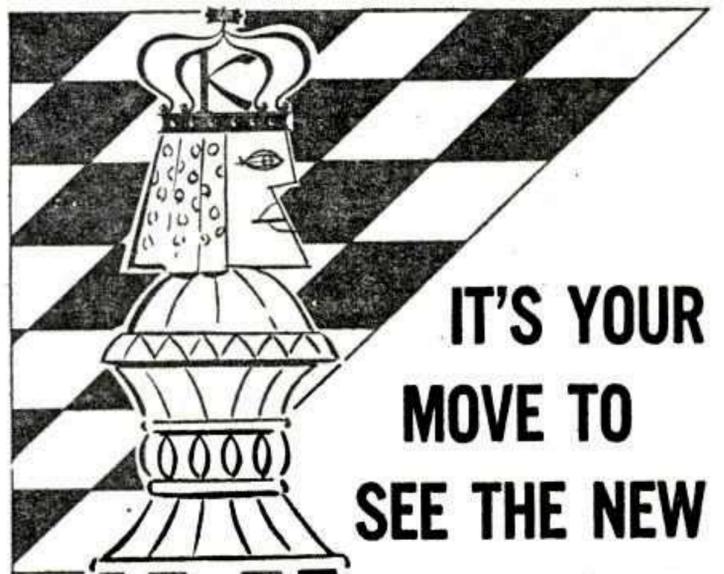
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Memphis Ops and Police Meet In Attempt to Halt Burglaries

MEMPHIS — Here is a brief story reporting four burglaries which appeared in last Monday's Memphis Press-Scimitar, the afternoon newspaper:

"Four burglaries were discovered early today:

"Johnson's Grocery & Hardware Company, 3004 Mt. Olive, plate glass broken, trail of blood left behind. Loot included a pair of skates, box of gum, a skillet and the peanut machine was robbed.

"Harry's Liquor Store, 194 E. Calhoun, panel knocked out of

door, \$150 taken from register.

"Mid-South Fence Co., 1960 S. Bellevue, about \$30 taken from vending machines.

"Riverside Cafe, 1270 Riverside, about \$40 taken from vending machines."

Games Music

When the newspaper uses the term "vending machines," it usually means cigarette vending machines, amusement games, such as pinballs, or juke boxes.

The story points up the widespread wave of coin machine burglaries which have been increasing tremendously in recent months and become a first class headache for operators.

That is the reason Memphis Music Association, the group of operators, has taken action to try to stop the burglaries. A committee which met with Police Commissioner Claude A. Armour has been promised a squad of police to work with operators beginning January 1 to try to catch this type of criminal many of whom are juveniles.

Meantime, the operators are also working with location owners in an effort to make the locations more burglar-proof.

Background Sets

Continued from page 79

\$25 to \$44. The player ranges in price from \$299.50 to \$394.50, depending upon specifications. The entire player weighs less than 30 pounds, is portable, uses 38 watts and can play any 1/4-inch pre-recorded tape at 1 7/8, 3 3/4 and 7 1/2 ips.

The Elcomatic unit is somewhat smaller and plays the cartridge tape package offered by the firm. Each tape magazine offers up to an hour's music, tho the cartridge will reverse automatically and play continuously.

The firm offers a pre-recorded cartridge priced at \$25 or a raw tape cartridge at \$12.50. A number of different libraries are also available in the pre-recorded tapes.

Cost of the playback unit is approximately \$129, but is available with various accessories including a stereo hook-up. Unit plays at 3 3/4 to 7 1/2 ips, and weighs approximately 20 pounds.

Loewen Execs

Continued from page 81

enough equipment to meet the demand and to travel enough to arrange distribution.

Schulze was the first editor and founder of Automatenmarkt, the German coin machine trade paper, since sold in equal third shares to manufacturers, distributors and operators. He is also the deputy member of the Board of the German Coin Guild, official government organization regulating the industry, and chairman of the subsidiary Loewen Benelux.

Products of the Loewen factories are sold thruout the world, with both Schulze and Herbosch traveling extensively to promote international sales. The company has even built a community of homes to house its workers.

Next Issue

DECEMBER 14

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14-Ft. Bowlers ... 225
C.C. Shuffle Rebounds 75
Keeney Bowlette.. 145
Un. Shuffle Targettes 125
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Bally Cypress 250
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Kaye Shipping Fleetwood Pool

BROOKLYN — Irving Kaye Company here commenced shipping this week on the new double-ball viewer "Fleetwood" six-pocket pool table, newest addition to its pool table line.

Completely re-engineered and re-designed, the Fleetwood presents a new double ball viewer which makes competitive play more acceptable and easier to score. A flip of a knob before each team or player shoots, permits balls to be channelled into their respective viewer, thus segregating all balls scored by one player or team.

An anti-jamming device is another feature. Balls are returned to the viewer quickly. A feather-touch push coin chute releases balls speedily for fast replay.

The new "console" leg of the Fleetwood is guaranteed never to shake or wobble. With slate top, the table measures 75 by 42 inches, standard small table size. The unit features formica top rails, live rubber cushions and top-grade cloth and quality accessories.

N. J. Game Czar

Continued from page 79

commissioner's job, it stands to be one of the most powerful administrative posts in the State.

He will have complete authority to make any decisions and lay down rulings he sees fit in connection with amusement games. His rulings will have the force of law. He can also issue subpoenas and hold hearings and limit licenses for a specific game.

Four-Year Term

The games head will be appointed for a four-year term. He will be in the State Department of Law and Public Safety and will make annual reports to the Legislature.

In any hearings conducted by the games commissioner, witnesses will not be permitted to take the Fifth Amendment, but will be forced to answer all questions. If they refuse and take the Fifth, they will be taken before the State Superior Court and cited for contempt.

Under the portion of the job that gives him the authority to limit licenses for a certain type of machine, the commissioner "may restrict the number of permits in a municipality to avoid a monopoly or unfair competition."

Broad Powers

There doesn't seem to be any limit to the power the Legislature has given the man who will eventually man the amusement games commissioner post.

He will get his wide powers from an elastic clause which will allow him to establish "such other controls as the commissioner shall deem to be suitable and proper."

But just how long it will be before someone is finally named to this near dictatorship is something else again.



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SCOREBOARD, 4-PI. 95
TOREADOR, 2-PI. 125
SEA BELLES, 2-PI. 135
WORLD CHAMP, 1-PI. 135
FAIRLADY, 2-PI. 145
ROYAL FLUSH, 1-PI. 145
STRAIGHT FLUSH, 1-PI. 185
CONTINENTAL CAFE, 2-PI. 185
CRISS CROSS, 1-PI. 195
ROCKET SHIP, 1-PI. 200
ROTO POOL, 1-PI. 225
SUNSHINE, 1-PI. 245
HI-DIVER, 1-PI. 250
STRAIGHT SHOOTER, 1-PI. 250
DOUBLE ACTION, 2-PI. 315
RACE TIME, 2-PI. 325
CONTEST, 4-PI. 395

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G200 \$345
E-120 215
H-100 Manual 565

ROCK-OLA
1432, 45 RPM \$ 85
1434 145

BINGOS
Miss America \$200
Beach Time 295
Key West 125
Show Time 165
Cypress Gardens 265
Big Time 65
Big Show 95

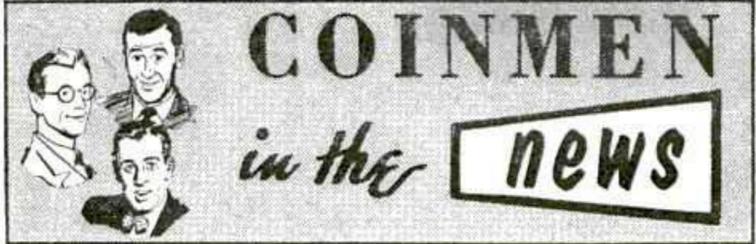
UPRIGHTS
Circus, Remote Control \$ 95
Kentucky Derby Day, Remote Control 95
Wild Cat Write
Deluxe Big Tent 295

5-BALLS
Turf Champ \$195
Dragonette 75
Star Pool 55
Smoke Signal 70
Balls a Poppin' 60
Peter Pan 75
Britte Star 255
Frontiersman 75
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ARCADE
C.C. Rebound Shuffle \$ 65
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Telequiz 65
United Chief Shuffle Alley 55
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Un. Imperial Shuffle 95

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East

THE PHILADELPHIA SCENE
One of the salesmen at the Scott Cross Company here is named **Roy Rogers**, and you can imagine the kidding he must take. But Roy is not touchy about it. In fact, when asked how he spelled his last name, with or without a D, he quipped: "Just like the cowboy." . . . **Bob Feman**, a salesman for Banner Specialty Company, is back on the job after a two-week honeymoon. The newlyweds traveled to New York State and city. They were wed November 7.

HARRISBURG HAPPENINGS
Arnold Tasken, 25-year-old son of **Leon Tasken**, owner of the D & L Coin Machine Company in the Pennsylvania capital and manager of the Amusement Machine Operators' Association of Pennsylvania, has received his discharge from the Army after a two-year hitch. The graduate of Rider College has taken over command of his dad's exporting division, and, by the way, D & L is shipping pieces abroad. . . . The Amusement Machine Operators Association of Harrisburg has donated \$1,000 to the Police Athletic League in that city.

CLIPS FROM THE CAPITAL
Roger Squitiero, treasurer of Hirsh Coin, says machines on location in bowling alleys are doing well now that league bowling has resumed. Roger is trying to get rid of a nagging cold. . . . The company's vice-president, **Phil Mason**, is taking his family on a winter vacation. Can't decide whether to head for ski country or the beaches of Florida.

Hirsh de La Viez helped the Variety Club with its fete to honor singer **Andy Williams** as "personality of the year." Affair was held November 21 and was a sellout. Hirsh is past chief barker of Tent 11 of the club. . . . Hirsh followed his usual custom and presented each employee with a Thanksgiving turkey.

While most operators look at the Christmas holidays as a time when business will be off, **Michael Bushdid**, who operates the Game Room at National Airport, looks forward to the season. During times of heavy travel, his collections zoom. In addition, he has machines on location at the Greyhound terminal.

George Metzger.

Midwest

MILWAUKEE MENTIONS
Distributors are complaining that this is a tough time to talk business with operators. "Too many of them are out deer hunting, or making plans to go hunting," says **Nate Victor**, S. L. London Music Company. Despite the situation, however, trade reactions to the new Seeburg "E" cigarette vender and Coffee Bar have been excellent, says he.

Found—a Milwaukee coin machine operator who actually came back from the north woods with proof that he went deer hunting. He is music and game operator **Mike Bosanec**. He bagged plenty of venison for his Christmas dinner, he claims. . . . **Wattler (Pops) Waters** recently celebrated two memorable events, his 78th birthday and his 55th wedding anniversary.

Benn Ollman

Juke Boom in Red Europe

Continued from page 81

gary, the boom there is only beginning.

Balkans
The first juke boxes have also appeared in Romania and Bulgaria, and there are reports that even Albania now has three boxes, two of them in the capital city of Tirana.

For German juke box producers, the jackpot question is whether they can anticipate a rush of Communist juke business. German trade with the Communist bloc is picking up, and some juke box producers dream of making a killing in the Communist market.

But this is to be doubted. East Germany, which has the Communist bloc's leading electronics industry and one comparing favorably with any in the Western world, is apparently ready to begin juke box production.

New Plant
For some time East Germany has been producing vending machines at Lueckewalde, near Leipzig, and there are reports that a juke box plant is also being erected there.

Moreover, the Soviets have purchased a complete sample line of coin machine products manufactured by Wiegandt of West Berlin, including Wiegandt's Diplomat and Tonmaster juke boxes. It is as-

sumed that the Soviets intend establishing a coin machine industry, producing vending machines and juke boxes.

Juke boxes are fairly numerous in Moscow and the other larger Russian cities. No figures are available, but estimates run to several thousand for the entire country.

Soviet Juke Boxes
As with the satellites, the Soviet juke boxes are assembled from diverse sources, consisting mainly of second-hand equipment filtering into the country a few at a time in combination with other shipments. Many are German machines, some French, a few American and the rest a miscellany.

As with Western operators, the Communist juke box operator's sorest single problem is the selection of music. But with the Communists, it is not merely a matter of picking top tunes; it involves basic Communist ideology: Whether the music is to entertain or to instruct—in other words, whether tunes about lady tractor drivers and boy factory "Aktivists" are to predominate.

At first the ratio was about 50-50, but under impact of the East-West thaw the ratio is changing in favor of Western top tunes. For example, **Elvis Presley** is as popular east of the curtain as west.

ALL GAMES CLEANED AND SHOPPED—READY FOR LOCATION

King of Swat \$110	Arrow Head \$100	Sittin' Pretty \$235
Cue Ball 135	Perky 80	Register 135
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Gay Paree 125	Hi Diver 175	Scoreboard 85
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Wms. CRANE 115
C. C. STEAM SHOVEL 115
Bally ALL STAR BOWLERS 165
Genco MOTORAMA 215
C. C. TWIN HOCKEY 215
Williams TEN PIN 160
Wms. SIDEWALK ENGINEER 105
Wms. KING OF SWAT 135

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Exhibit SIX SHOOTER 95
Genco CIRCUS GUN 295
Genco STATE FAIR 240
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Genco RIFLE GALLERY 135
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Games' SUPER HUNTER 275
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DAVE ROSEN, prominent Philadelphia coin machine distributor, has his blood pressure taken for a worthy cause. The blood pressure unit, set up in the lobby of the Broad Street Trust Company, was donated by Rosen. All collections go to the Variety Club Heart Fund, of which Rosen is a member of long standing. Center is Raymond Erfle, senior vice-president of the bank, while at the right is Leo Berenson, of Berlo Vending and chief barker of Tent 13 of the Variety Club.

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Laymon Has Special Showing Of Rock-Ola to Trade Group

LOS ANGELES — A special showing of the Rock-Ola Tempo was held for the members of the Harbor Music Operators Association in Long Beach Tuesday night (1) by representatives of Paul A. Laymon, Inc., local distributors. The showing continued the display of the new phonographs and followed the week long "open house" which ended Saturday (21) in the West Pico Boulevard showrooms.

A Tempo 200-player was shown in Long Beach by Ed Wilkes, Laymon's general manager; Jimmy Wilkins, in charge of phonograph sales, and Don Peters, service department.

Nearly 20 members of the Long Beach operators association attend-

ed the dinner and showing at Boyette's Broiler in that city. Among those attending were Charles Koski, John Miller, William Thompson, Gary Thompson, Ralph Cruz, Robert Holland, Jerry Jacobs, Lee Walker, William McCune and Cliff Jones.

Big Crowd
The showing in the Laymon headquarters brought a steady flow of operators from Los Angeles and vicinity. The three Laymon representatives who conducted the Long Beach display participated in it along with Paul and Lucille Laymon, Charles Daniel, and Bill Fritz.

Among those attending the local showing were Jack Richie, Needles, Calif.; Dan Corey, Long Beach; William Bradley, Covina; Jack Neel, Riverside; S. L. Griffin, Pomona; Don Zak, Covina; Gary Thompson, Long Beach; Harold Sharkey, Los Angeles; William A. Thompson, Long Beach; Clarence Shepherd, Sunland; A. Fred Ross, West Covina; Joe Whiteman, Los Angeles; Tom Catana, Los Angeles; Bill Williams, Gardena; Nick Beaver, Lancaster; Paul Johnson, Los Angeles; Ray Barra, San Bernardino; Ed Elmore, Inglewood; Joe Cusimana, Los Angeles; Dick Norton, Dean Brown, Glendale; Bill Yedlin, Sherman Oaks; Sam Brown, Los Angeles; John Ketchersid, Long Beach; Don Bush, Santa Ana, and Herman Stauffocker, San Bernardino.

Showings are planned for other outlying areas with the dates to be set.

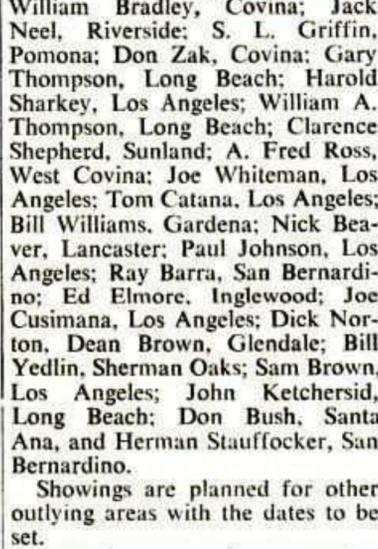
Casola Enters Food Vending; Showings Set

ROCKFORD, Ill.—An outstanding example of the move on the part of game and music machine operators into diversified vending was displayed last week with the announcement that Lou Casola, prominent local coin operator, a director of the Music Operators of America and president of the Information Council of the Coin-Operated Equipment Industry, has formed the Mid-West Automatic Vending Corporation.

In partnership with Casola in the venture is Len Friberg, former Winnebago County sheriff. Casola is president and Friberg vice-president and general manager. The \$50,000 firm will be located at 208 North Madison Street, adjacent to headquarters of Casola's music and game operation. There will be no connection between the two firms.

Friberg, a former U. S. Army colonel, won fame as a member of Merrill's Marauders, who fought behind Japanese lines in the China-Burma campaign during World War II.

Mid-West will hold open house for traders 11 a.m. to 9 p.m., Wednesday thru Friday (9-11). A vended buffet will be served and a full line of food and beverage machines will be displayed.



VALLEY POOL GAME. One of seven new 1960 models in production by Valley Manufacturing Company, Bay City, Mich. Included in the new line are bumper-type tables and six-pocket tables.

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100 W\$435
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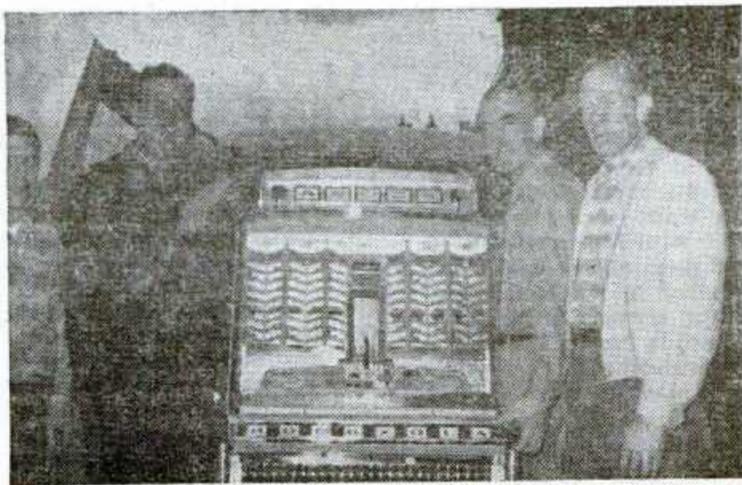
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Musical Sales, St. Louis, Bows New Rock-Ola at Open House



FIRST ROCK-OLA MACHINES in St. Louis were delivered by the Musical Sales Company to the Zitta Juke Box Company. Left to right are Tom Trokey, Musical Sales; Al Zitta, operator, and Frank Colombo and Ray Higgins, both of Musical Sales.

ST. LOUIS—The complete 1960 line of Rock-Ola phonograph machines and accessory equipment was unveiled in St. Louis in a pre-Thanksgiving showing by the company's new local distributor, Musical Sales Company.

The one-day showing was a real success, said co-owners Joseph McCormick and Don Tabacchi. Local and out-State Missouri and Illinois operators and distributors assembled at Musical Sales from the time the display was opened at 11 a.m. the day before Thanksgiving eve until it closed at 9 p.m.

The preview showing was a festive occasion, as coinmen in the territory served by Musical Sales renewed acquaintances and chatted about the industry and associated and dissociated subjects. Refreshments, both liquid and solid, added to the gala 1960 preview of the music machines.

Cordial Hosts

McCormick and Tabacchi were cordial hosts to their guests, and members of their staff assisted in squiring visitors around and explaining the equipment, how it works and services of the company.

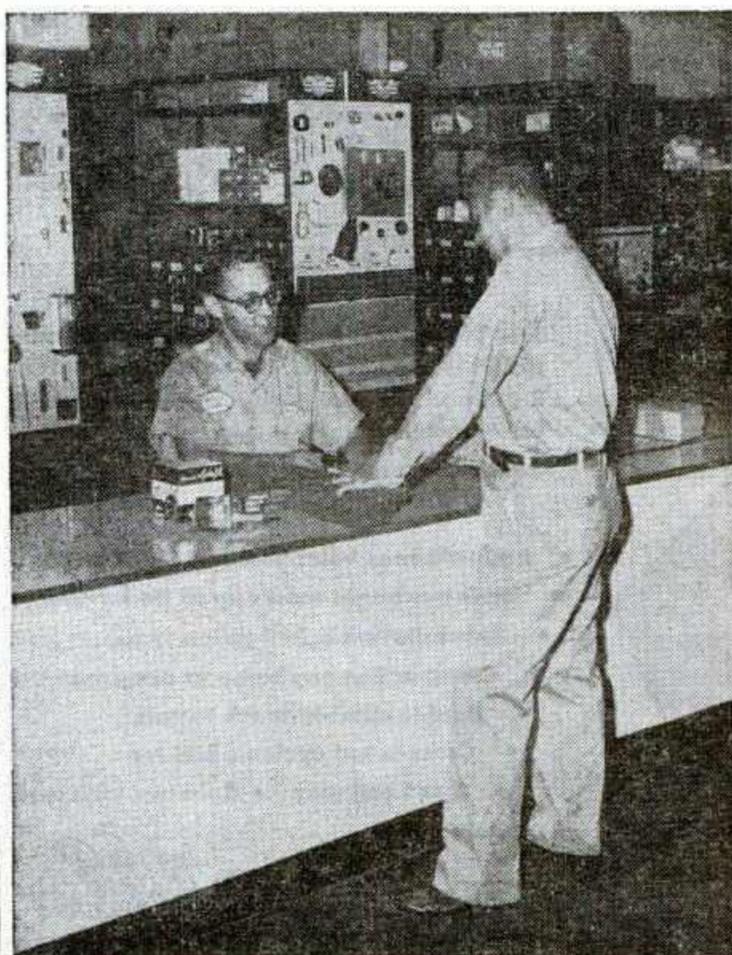
During the course of the day's showing, about 155 meals were served to those who came to inspect the equipment and extend their best wishes to the new Rock-Ola distributor. A long table was set up in the center of the company's display room and food prepared by Ann Howe Caterers was placed on the table for buffet serving. For the convenience of the visitors, additional card tables and chairs were supplied.

Members of the Musical Sales staff—all of the service department—on hand besides co-owners McCormick and Tabacchi were Stan Seiter, Ray Higgins, Tom Trokey and Frank Colombo.

Visiting Brass

Also attending the St. Louis showing of the new phonographs and accessory equipment were Edward Doris, Rock-Ola Manufacturing Corporation vice-president, and Jack Barabash, field representative of the manufacturing concern.

Before Musical Sales was named Rock-Ola distributor here recently, the company specialized in reconditioning and refurbishing all types of coin machines. It was founded 15 years ago.



AN INTEGRAL PART OF PHILADELPHIA'S Banner Specialty set-up is the parts department. Here William Polis, parts manager, services a customer. (See full-page picture story this issue.)

JUKE BOX OPERATORS:

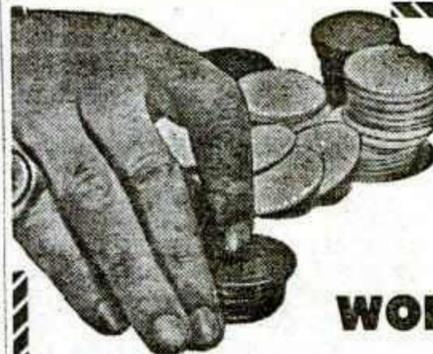
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... OR TRADE THE FOLLOWING:

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| SEEBURG 161 | 775 |
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| ROCK-OLA 1458—120 Sel. | 545 |
| ROCK-OLA 1455, D-200 | 495 |
| ROCK-OLA 1455, S-200 | 475 |
| ROCK-OLA 1454—120 Sel. | 475 |
| ROCK-OLA 1448—120 Sel. | 425 |
| SEEBURG HF-100G | 395 |
| SEEBURG M-100B | 275 |
| WURLITZER 1550 | 155 |
| ROCK-OLA 1446—120 Sel. | 345 |
| SEEBURG HF-100R | 495 |
| A.M.I. H-200 | 645 |
| A.M.I. G-200 | 425 |
| A.M.I. G-120 | 425 |
| A.M.I. G-80 | 375 |
| WURLITZER 2000 | 375 |
| SEEBURG V-200 | 375 |
| SEEBURG M-100C | 325 |
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| WURLITZER 1500 | 145 |
| ROCK-OLA 1436 | 125 |

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Arcade Units at Park Show

• *Continued from page 79*

hibits were representative of the amusement business, per se. There were such new coin-operated units as Heart Distributing Company's Orleans blood pressure machine which were top attractions, but not aimed primarily at the Arcade trade.

Another top exhibit which suited a wide range of interest was the new photo machine shown for the first time by International Mutoscope Corporation. For many years Auto Photo Company had this field largely to itself, but the two firms were in competition for interest and orders at the NAAPPB. Photo machines are regarded as a necessity by many Arcade operators and used widely in amusement parks and many other types of public locations.

Biggest exhibit for coin kiddie ride operators was the Tusko display, which featured several new units, including a camel ride, first time this animal type appeared, to our knowledge. Tusko also showed a new horse ride with a molded saddle and bridle, all in one piece. Another eye catcher was a pink elephant, a new version of the kind of ride that established the firm in the coin kiddie ride field.

Ingo Gripper

Mike Munves presented a big selection of Arcade units, for which this firm is highly regarded, and some brand-new pieces, including a portable grip machine called the Ingo. (It's made in Sweden and has the backing of the world heavy-weight champ, for whom it is named.) Munves also showed the Activeaire automatic street cleaner, which Mike and Joe Munves feel is a handy device to have around the Arcade for clean-up chores.

The rubber-tired gas-operated cleaner picks up, smashes and packs paper rubbish, including everything from cigarette stubs to milk cartons.

A fresh wrinkle in Capitol Projector's widely successful Auto-Test driver trainer unit was unveiled at the show. It's a competitive scoring device for the single-unit Auto-Test consisting of red and green-colored miniature autos attached to the scoreboard. The driver attempts to keep his car (green) in front of the red car and finish ahead of it. Previously, competition on this unit was limited to two or more unit installations. Now the individual patron can compete against the machine itself.

Chicago Dynamic Industries, one of the manufacturers attracted to both the coin and park fields, showed a big range of products. Included was the Commando Machine Gun shooting gallery in both standard and trailer set-ups. The firm's full line of coin games was shown.

Show Games

Coin game lines were displayed by United Manufacturing and Williams Electronic Manufacturing, including bowling-games and gun games respectively.

Exhibit Supply Company exhibited its Vacuumatic card vending machine and its line of cards. This firm expects to return to production of Arcade machines in the near future (The Billboard, November 30).

J. F. Frantz exhibited some new counter game models, among them the Pot of Gold and the Long Shot. Frantz said show results were good and that this part of the game business is on the climb.

Iring Kaye Company displayed

N. Y. Game Assn.
To Hold Special Meeting Nov. 9

NEW YORK — A special meeting has been scheduled for next Wednesday evening (9) by the Associated Amusement Machine Operators of New York. The meeting has been set for 8 p.m. at the Hotel Belvedere, and will be open to all amusement game ops, both members and non-members. Local distributors have also been invited.

The meeting comes at a time when the Music Operators of New York are making a strong bid to expand their association to include game operators. At a MONY meeting last week, the general membership authorized management to proceed with plans to change the charter and work out a new title for the organization. Letters went out this week to game operators thruout the area inviting them to join the MONY.

The AAMONY meeting schedule for Wednesday is believed to have

its line of pool tables and its Super Hockey two-player game.

Standard Harvard showed its line of metal typer units, regarded as popular Arcade equipment.

A.B.T. displayed its line of coin counter and rejector mechanisms for coin machines of all types.

Individual coin pony rides were included in the exhibits of some of the major ride manufacturers.

J. H. Keeney & Company, game and vending machine manufacturers, showed their line of popcorn machines.

been set up in the wake of receipt by many of its members this week of the letters from MONY, inviting them to join. It's expected that ways and means will be discussed for reinvigorating the AAMONY organization and holding its members in the fold.

BINGO BARGAINS

Bally Sea Island	\$495
Bally Carnival Queen ...	345
Bally Beach Time	275
Bally Cypress Gardens ..	250
Bally Sun Valley	200
Bally Miss America	150
Bally Show Time	125
United Nevada	30
United Pixie	50
United Starlet	50
United Caravan	60
United Stardust	60

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SIX ABC 14' BOWLING LANES
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Want to beautify and add a real spark to your locations? New Gottlieb 2 player **MADemoiselle** will do the job. Around the world location tests prove it's a game of skill designed to give you maximum playing hours and, of course, top earnings.

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Amusement Pinballs
as American as Baseball and Hot Dogs!

Dime play is here to stay—buy Gottlieb Games and keep it that way!

AMI Distribs Bow Model K

• Continued from page 79

Cabinet styling and servicing convenience are the same as in the K-200 (electrical) model, making these units particularly suitable for top locations which do not require wallbox operation.

The entire mechanism is mounted on rails and slides out from the cabinet thru the removable back door. Additional access to the mechanism, pushbutton banks, credit system, coin equipment, title racks and light tubes are available thru the lift-up curved glass front opening which latches automatically when raised. Formed plastic title holders snap out for filling; programming strips slip into position under the individual racks.

The entire front grill assembly may be removed by releasing two thumb latches from inside the cabinet. The slug rejector and coin box have individual chrome-framed side doors to speed collections and servicing. A new all-metal coin box door resists forcible entry to the large-capacity metal coin box which has provision for a separate lock.

Sound Reproduction

The stereo models feature three-channel sound reproduction in which extension speakers carry separate sound channels which are combined and reproduced at lower volume level by the juke box speaker system.

The cabinets of all K models are finished in a muted gold metallic tone which sets off the bright metal trims and is picked up as background color in the decorative side panels.

Topping the cabinet is a patterned, gold-flecked band framed in chrome trims which extend in a sweep to encircle the curved plate glass window and provides showcase for the play compartment.

Lighting

In the play compartment, stage-type lighting provides soft, diffused light and holds down glare with the use of fluorescent tubes.

Large finger-fitting pushbuttons framed in chrome and patterned vinyl set off the color scheme of the cabinet. Number and letter designations are large scale and backlit against the gold color of the pushbuttons.

A manual selection model, available in the 200-selection unit, features a distinctive selector area, with a translucent, golden-glow selector wheel and matching single pushbutton flanked by illuminated panels. These panels carry operating instructions in large, backlit lettering.

Program Message

In all models, a chrome-bordered panel of gold-tone patterned glass is indirectly lighted to emphasize a message merchandising the musical program.

The sable-black grill is of rigid metal, contrasting with the chrome grill guards and trim. A diffused rainbow of color from a concealed light source floods the grill and reflects from the adjacent chrome.

A new line of remote speakers for stereo or monaural was also introduced. An adaptable, cylindrical all-purpose bass reflex speaker may be mounted either vertically

Capitol Ties

• Continued from page 79

the AAA, the Zurich Insurance Company, the superintendent of schools, PTA, American Legion and the Middlesex County Traffic Safety Committee.

Goldsmith feels that the identification of a coin-operated amusement device with highway safety is the sort of public relations the industry needs.

or horizontally, and an eight-inch high-fidelity cone speaker is designed for flush ceiling mounting and comes in three decorative grills.

Wallbox

Also on display was the all-chromed 200-selection wallbox, with hinged cover, single-button selection, snap-out slug rejector, title racks and a choice of four or three-coin rejectors.

A new remote volume control and cancel assembly which may be mounted behind the bar or on a wall up to 100 feet from the juke box is available for all models.

Mutoscope Bows

• Continued from page 79

system stops motion of patrons, insuring good shots even tho there is movement in the booth.

4. Front door to machine is of steel with double lock reinforcement.

5. Servicing is made easier by a cabinet structure that gives the operator access to both front and rear.

Top Interest

Larry Galente, displaying the machine at the show for Mutoscope, remarked that "in all the years we have attended this show,

we never before got the kind of reaction to a new product as we have with this new machine."

Galente said the initial production run (100 machines) has already sold out, and that orders are being taken on the second run now. He promised deliveries, however, in 10 days to two weeks.

Galente said the machine had been thoroly tested in high-traffic spots in New York "for 90 days without a breakdown."

The machine's photo development process is a new one that took years to develop, according to Galente. It eliminates the older "spray" or "dip" method of development, and instead utilizes a "paper drive" system of formed and preformed tanks that naturally

dries the photos and reduces service troubles.

Galente said International Mutoscope developed the machine and is producing it at its factory.

Next Issue

DECEMBER 14

"BUY-MART"

DIRECTORY

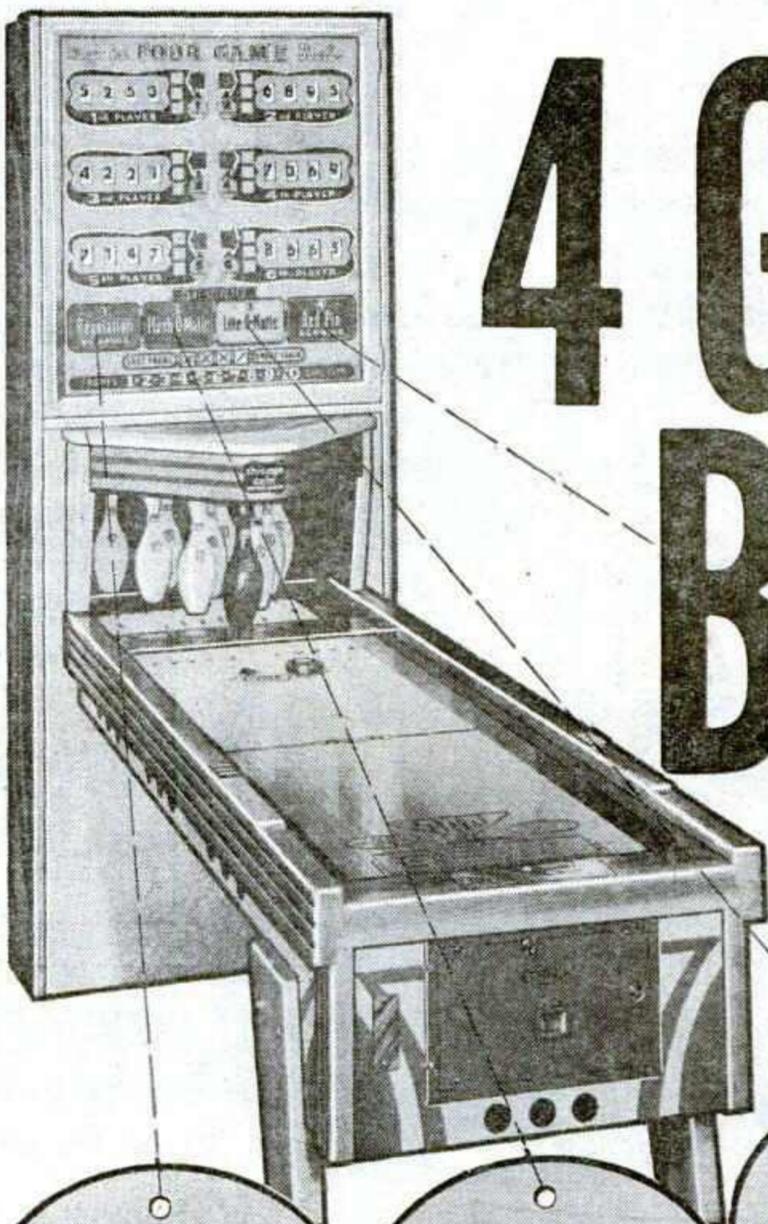
A Good Place to Buy

chicago coin's

NOW! Player Has Choice of 4 WAY Scoring in ONE Bowling Game!



4 Game Bowler



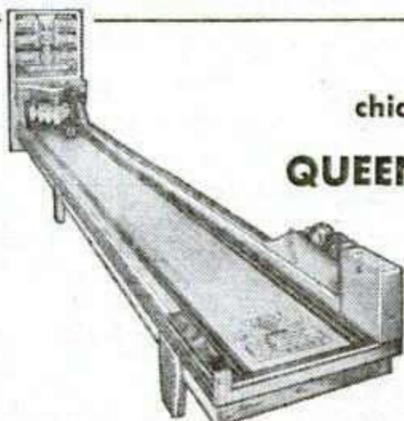
1. REGULATION SCORING!

2. FLASH-O-MATIC SCORING!

3. LITE-O-MATIC SCORING!

4. RED PIN SCORING!

Double Coin Chute 10c and 3 for 25c or Single 10c Chute



chicago coin's QUEEN BOWLER

Featuring

HIGH SCORING with BONUS BALLS!

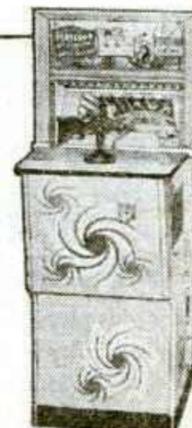
Plus . . . OFFICIAL REGULATION SCORING!

chicago coin's PLAYLAND

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with

MOVING TARGETS



Chicago Dynamic Industries, Inc.

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NEW FAST IN-LINE GAME



New **OK** feature AND NEW RED-LETTER GAMES

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Challenger Bowler



OFFICIAL BOWLING SCORES POPULAR LUCKY STRIKES HI-SPEED TOTALIZERS

New CONVENIENT HI-LO FLY-AWAY PINS

1 TO 6 CAN PLAY

3 POPULAR SIZES: 11 ft., 14 ft., 18 ft.

2 COIN STYLES: Dime-a-Game or 2-for-Quarter

4 IN. RUBBER BALL or 4 IN. HARD BALL

MONARCH-BOWLER



4 WAYS TO PLAY

SUPER SCORING WITH OR WITHOUT LUCKY STRIKES

OFFICIAL SCORING WITH OR WITHOUT LUCKY STRIKES

1 TO 6 CAN PLAY 8 1/2 ft. by 25 in. DIME-PLAY

Popular 4-way play insures continuous play, increased group play, top earning-power month after month, and highest re-sale value.

LOTTA-FUN



NO METERS NEW AUTO-MISSION COIN-DIVIDER

WITH POPULAR LIGHT-A-LINE SKILL-APPEAL

OHIO MODEL FUN-WAY OPERATED WITHOUT REPLAYS

Earns up to 6 coins a game

Extra coins give player extra cards in which to score by skill. Although play is limited to 6 coins maximum to select all 6 cards, location tests prove sensational extra coins play appeal of LOTTA-FUN... fastest 5-ball game in years. Get LOTTA-FUN for top, trouble-free earning-power.

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Targets

WITH POPULAR SWING-SHOT APPEAL

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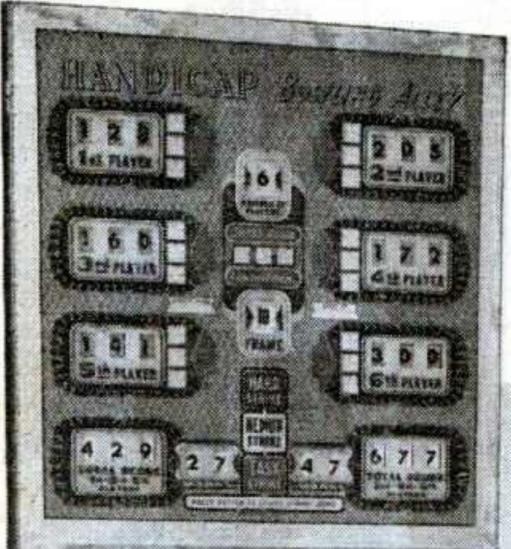
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(SELECT BUTTON)

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13 FT. LONG
16 FT. LONG
Expandable with 4-ft. Sections
to
17 FT. LONG
20 FT. LONG

SEE UNITED'S
4-WAY
SHUFFLE ALLEY
NOW AT
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EQUIPPED WITH
DIME COIN MECHANISM

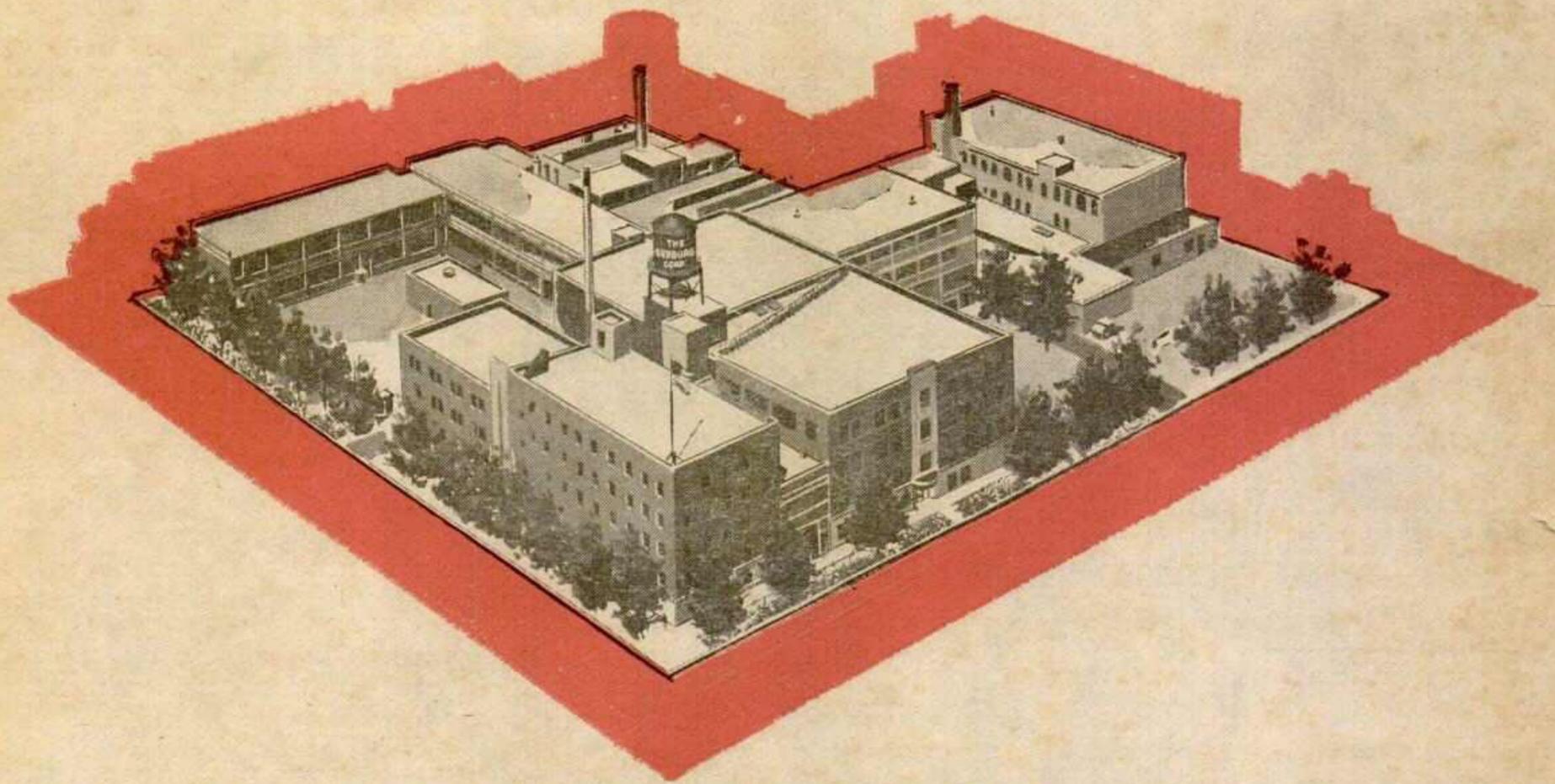
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