

The Billboard

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JANUARY 25, 1960  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

Format Changes Cue Sweeter Air Programs for '60's

Growing Emphasis on Melodic, Easy-Listening Disk Approach

By JUNE BUNDY

NEW YORK — A definite change is in the air for the record industry this year, judging by the rash of disk programming format-changes instigated by stations across the country, since the first of the year, and the growing number of lushly orchestrated melodic waxings among the new releases.

Whether it's the pressure of payola charges or merely the natural evolution of musical popularity cycles, it is becoming increasingly evident that the rocking fifties will be followed by the sweet swinging sixties. "Sweet swinging," of course, is only a substitute tag until the era develops its own descriptive style-adjective.

Sweet Approval

The old guard cried "wolf," so many times during the '50's that the trade, at first, tended to discount reports that stations were finally adopting a "sweet" programming approach on any large scale. However, since the FTC payola probe was launched in December, more and more broadcasters have issued format-change announcements, the "change," in most cases, being stepped-up emphasis on melodic, easy listening disk programming, both new and old.

A Capitol promotion exec, who returned from a swing around the deejay circuit last week, said that all of the label's branches confirmed the new programming trend. RCA Victor promotion staffer Mike Collier also noted the

trend as an authentic one. He defined it as "more melodic and less rhythmic — more of a beautiful sound."

Some free-lance recording men and smaller indies view the new trend with trepidation since it costs considerably more money to produce that "beautiful sound" with augmented orchestra, skilled musicians, etc. The majors, of course, are happy about the whole thing.

Top-40 Sheets Drop

Collier also noted the drop-off in Top-40 station sheets, stating, "I only receive one third the number that I did last year." The decline of local Top-40 sheets was reported by The Billboard in the December 28 issue last year, when all Westinghouse outlets discontinued them and Plough Radio Chain prexy Harold Krelstein opined that Top-40 programming "has outlived its usefulness." Latest station to discontinue its Top-40 sheet is WBNY, Buffalo, N. Y.

Even if Top-40 programming does survive, and it's quite possible that many stations will retain the format, that doesn't mean they will continue to spin raucous r.&r. material. The consumer press — and some of the trade — has consistently misstated the objectives of the Top-40 formula. It doesn't necessarily mean r.&r. programming. The format is based on giving the public what it wants (as reflected in their record buying

(Continued on page 3)

MODUGNO AGAIN FAVORITE TO WIN SAN REMO

ROME — For a third year the spectre of Domenico Modugno looms large over the Italian song-writing picture and his composition, "Libero" (Free), is considered the song to beat at the San Remo Festival, January 28, 29 and 30.

The recent three-month-long "Canzonissima" competition of RAI, Italian radio and TV which is tied to a national lottery, brought a reaffirmation of victory to Modugno's San Remo winner of a year ago, "Piove," also known as "Ciao, Ciao, Bambina." But even more unusual was the fact that two other numbers among the 14 finalists in this competition of all-time Italian song favorites were Modugno numbers—"Vecchio Frak," in third place and "Volare," in 13th. Another bugaboo was laid to rest in this competition and that was the one that only Modugno can sing his songs to victory. He remained out of Canzonissima and the top song was sung by Joe Sentieri.

Runner-up in the radio-TV competition was the hit "Arrivaderci." Fourth and fifth prizes went to "Mamma" and "Arrivaderci Roma." Last year's winner, "L'Edera" (The Ivy) finished sixth.

In this year's San Remo competition, 23 different singers will present the 20 songs with the two orchestras. Each night five will be selected and the winner will be chosen from the surviving 10 on the last night. On the final night, juries in every part of Italy watch via TV and join in the final decision.

Recipients of FTC Complaints on Spot

'Wait & See' Seen as Policy on Signing Consent Orders; Only Three Pactees

By BOB ROLONTZ

NEW YORK — The challenge thrown down by London Records to the FTC as to whether payola is illegal (see separate story) raises some interesting questions for the music industry, and especially for the score of record manufacturers and distributors who have had complaints issued against them by the FTC. To date, most of the firms named by the FTC have been dragging their feet over signing a consent order with the FTC. So far only RCA Victor, Laurie, and Cameo Records have signed a consent order.

Wait and See

A check made by The Billboard this past week of many of the manufacturers and distributors who were named, indicated that most were following a "wait and see" pattern, for one of a number of reasons. Some felt that the complaint itself, was too broad and too far-reaching; others felt that signing a consent order would put them in an unfair competitive position, and there were a few who felt they were not guilty of the charges.

It has been rumored that a group of indie labels who were named and a group of indie distributors were going to meet to refuse to sign a consent order, but no verification of this could be discovered. However, comments made by some of the diskeries and distributors called showed that there would be no rush to get their names down on a consent order. Many of the firms checked said they were still talking to their lawyer,

and they would leave the legal angles up to him. Others stated that the whole indictment was a lot of hogwash.

Could Hurt Later

One indie label said that signing the consent order could hurt any record company very much if in six months the whole climate changes. "What happens," he asked, "if six months from now the jockeys all start asking for loot again to play records? What am I supposed to do? Once I sign that consent order I'm in the soup. If I pay out money I'm liable for a stiff fine, and if I don't, I may not be able to get my plays at all."

Some of the companies talked to were pleased that London had taken a stand, altho none were willing to say whether they would follow the London lead. There was little doubt however, that most of the companies were viewing the possible signing of a consent order with distaste. What the future would hold in a payola-less music business appeared to worry both distributors and manufacturers.

One of the reasons for worry, according to a manufacturer, was the way things were already happening as a result of the FTC complaints. He said that one jockey that he used to "take care of" had stopped playing his records when he stopped paying. He called the deejay last week and asked him to get on his records. The jock said he needed his "bread," and if he couldn't have bread there were other items that the manufacturer could send him. When the manufacturer explained that as a result of the FTC complaint against his firm he couldn't send anything, the jockey was unmoved. And now his records are not being played by that jock, claims the manufacturer.

If all the manufacturers and distributors named in the com-

(Continued on page 3)

It Adds Up to A Puzzlement

NEW YORK — The quandary faced by the record and distributing firms who have been named in FTC complaints but who have not signed a consent order is how to sign the order and still run their business effectively. If the disk business really does become payola-less, obviously new methods of promoting a record must be found. To this end some indie diskeries are putting more promotion men on the road, feeling that personal contact and a bit of romancing may help get a disk played. Others are stepping up their promotional activities with one-stops and distributors. Sam Phillips, of the Sun label has called for the "legitimization" of freebies, so that distributors can continue to promote disks with one-stops and dealers. Not all companies are confident that these methods will ever be as efficacious as payola, for as one trader put it "What can take the place of money?"

NEWS OF THE WEEK

Rep. Roosevelt Frowns

On ASCAP Decree Terms . . . Rep. James Roosevelt is by no means satisfied with the terms of the amended ASCAP consent decree recently signed by Federal Judge Ryan of the U. S. District Court. Last week he told the press he intends to maintain "close interest in this very important matter which I do not believe has been solved." . . . Page 3

New Audio Systems Debuted Under Melo-Sonic and Stereo-Monic Tags . . .

"Melo-Sonic" and "Stereo-Monic" were key words on the audio front this week. The former refers to a new line of cartridge tape playback units with domestic and auto applications, while "Stereo-Monic" is the tag assigned a new system of stereo-like playback of monaural disks. Both were announced this week. . . . Pages 18 and 19

Sam Phillips Plans 7-Station Radio Chain . . .

Sam Phillips, Sun Records prexy, plans to acquire the full legal limit of seven radio stations, with most of them operating on an all-girl staff basis, and all utilizing a "good music" policy. The exec already owns two

outlets and is currently negotiating for a third. Ultimately he will open a training school for deejayettes in Memphis. . . . Page 4

New Teeth in FCC Payola

Crackdown on Stations . . . The FCC will put teeth into its payola crackdown by rule making to hold up license renewal for any broadcaster who has failed to take active steps to end payola in his station and for any broadcaster failing to provide answers to FCC's payola questionnaire. . . . Page 2

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WQAM Kids Top 40 Crix

MIAMI — Storz Station WQAM here spoofed the TV Western trend and Top-40 programming critics last week. Deejays asked listeners if they would be interested in Indian music—"Music to Live in Tepees By," "Music to Burn Wagon Trains By," In Your Own Backyard, etc.

Altho the station thought it was obviously an air gag, 78 dialers took it seriously and requested that WQAM start spinning America's original "popular music — Indian music — the real culture of America." At the same time a local diskery said it planned to release a new platter, titled "Ugh-Part 2."

Jocks Know the Big Ear Is Listening

New Balaban Monitor System Insures Strict Adherence to Program Controls

NEW YORK—"Big Brother" is keeping an ear-watch on deejays these days via various monitoring systems instigated by broadcasters in the wake of the payola scandals. Latest monitoring system was set up by the Balaban Stations—WIL, St. Louis; WRIT, Milwaukee, and KBOX, Dallas. The system ("Program and Commercial Control"—PACC) calls for active monitoring of all three stations to enable management to "immediately detect any deviations from prescribed practices or extraneous comments by air personnel."

Each station will set up a researcher to handle the monitoring at a location removed from the station proper. Reports will be made directly to the operation director and/or the assistant to the veepee.

The monitoring will determine adherence to commercial controls established by the stations, advertising agencies, and the FTC, adherence to planned musical programming, including the listing of every recording played, etc.

PACC, long in the planning stage at the Balaban outlets, is

similar to the Quality Control plan recently instituted by the Storer Broadcasting Company to keep a continuous review of program content on the chain's seven radio and five TV stations.

Stepped-up monitoring and tighter restrictions on "acceptable air chatter" are making some deejays' broadcasting day a more difficult one. Usually glib spinners confess they find it difficult to make with the ad libs since there are so many topics labeled tabu. For example, NBC station jocks can't mention the name of a book, play, movie or night club.

New Teeth in FCC Payola Crackdown

WASHINGTON—The Federal Communications Commission will put teeth into its payola crackdown by rule making to hold up license renewal for any broadcaster who has failed to take active steps to end payola in his station — and for any broadcaster failing to provide answers to FCC's payola questionnaire. Further, the agency will cross-check with the Federal Trade Commission, and will hold up license renewal where the FCC has shown employee involvement in payola, not indicated by the licensee in his answers to FCC questionnaire. (The Billboard, December 7, 1959.)

FCC says answers to its December 2 questionnaire have been re-

CRDC FIELD MEN TO GET BRIEFING

HOLLYWOOD—Capitol Records Distributing Corporation's top four execs will explain in person the purpose and functions of its newly reorganized structure (The Billboard, January 18) at meetings in the three primary markets to be attended by district sales and regional operations managers and branch sales and operations managers.

CRDC prexy Mike Maitland, veepee in charge of distribution Bud Schuster, national sales department director Bill Mikels and national operations department director Myron Levinson will discuss the new set-up and men in the field at the sessions to be conducted in Hollywood (22-23), Chicago (25-26-27), and New York (29-30).

New Atlantic Pkgs. Out This Week

NEW YORK—Atlantic Records is releasing two new LP's this week—"The Rocking Fifties," an anthology of the label's biggest hits from 1950 thru 1959 — and "Giant Steps," a jazz package featuring tenor sax star John Coltrane, who is under exclusive contract to the firm.

"The Rocking Fifties," (with liner notes on the history of the entire rock and roll movement by Gary Kramer) is designed to be of special interest to deejays in search of new programming ideas.

The package features Atlantic's top hit for each year, with two years — '55 and '59 spotlighting duo-selections. Lineup is as follows: 1950, Ruth Brown's "Tear-drops From My Eyes"; 1951, Joe Turner's "Chains of Love"; 1952, the Clovers' "One Mint Julep"; 1953, Clyde McPhatter's "Money Honey"; 1954, Joe Turner's "Shake, Rattle and Roll"; 1955, LaVern Baker's "Tweedlee Dee," and Ray Charles' "I've Got a Woman"; 1956, Ivory Joe Hunter's "Since" (Continued on page 16)

Ralph Peer, Noted Pubber, Dies at 67

NEW YORK — Ralph S. Peer, internationally-known music publisher who headed Southern Music and Peer International, died of virus pneumonia, Tuesday (19) in Los Angeles. Peer, who was 67, was also a noted horticulturist, having been past president of the American Camellia Society.

Peer's career, even years prior to his death, had already become legendary, for it encompassed pioneering recording and publishing. (Continued on page 16)

Big-3 Steps Up Operations On All Fronts

NEW YORK—Big Three professional manager Norman Foley is stepping up the operation of his department in New York to encompass TV, film and producer contacts in addition to exploitation of pop singles. The staff under Foley at the New York office now includes Hy Ross, Roy Kohn and Al Rickey. The latter, who recently joined the firm, has been a conductor and arranger for bands and (Continued on page 16)

Victor Snares 'Greenwillow' Cast Recording

NEW YORK—RCA Victor has secured the original cast recording of the forthcoming Frank Loesser musical "Greenwillow." Victor emerged the winner in a three-way fight for the original cast rights of the show based on B. J. Chute's novel of the same name. The show is already being touted as one of the "hot" new musicals of the season. Frank Loesser and Lesser Samuels did the adaptation, and the music and lyrics are by Loesser.

The original cast recording will be produced by Frank Music, Loesser's publishing firm. The show, which opens at the Alvin Theater in New York on March 3, stars Tony Perkins in his first singing role. Deal was made for Victor by General Manager George Marek and a.&r. chief Steve Sholes, with Frank Music exec Stu Ostrow handling the publishing firm negotiations. Market stated that Victor would back the show with the biggest advertising and promotion campaign in the company's history.

FTC Won't Drop London Complaint

WASHINGTON—If London Records carries thru on its challenge to the legality of the Federal Trade Commission's payola complaint, agency spokesmen say: "We'll subpoena everything they've got, if matters come to trial."

London's legal representatives, Kaye, Scholer, Fierman, Hays and Handler, of New York, requested dismissal (January 7) on the grounds that payments to disk jockeys by the record companies do not constitute an "unfair practice." (Continued on page 16)

ceived from all but 300 of the 5,200 broadcasters queried. License renewal will be deferred for the delinquents who have failed to answer, or who have failed to answer either part of the questionnaire.

Part one of the FCC query asked for details of payola among employees resulting in "unannounced sponsorship" of broadcast, which is in violation of the statute; part (Continued on page 16)

Marek Letter Clarifies Air Co-Operation

New York—RCA Victor chief, George Marek, sent out a letter to station managers across the country this week, praising radio stations for their valuable service to music. The letter also explained that Victor felt the radio stations were as interested in cleaning up abuses as was the diskery, and that Victor would continue to service stations with records and continue to have (Continued on page 16)

Col. Plans New Dealer Aid on Masterworks

NEW YORK—Columbia Records is kicking off a new dealer merchandising program to help dealers sell more of the firm's Masterworks releases. The program, called ARP, or "Automatic Release Plan," consists of a monthly series of pre-selected new Masterworks releases, accompanied by a Masterworks merchandising kit, which will contain complete product information developed by Columbia's creative services division — advertising, publicity, art, display and sales promotion departments. The firm is inviting dealers to subscribe to the plan right now.

In sum, the plan means that a dealer will receive one single copy of important Columbia Masterworks releases every month, plus the sales and merchandising material that will help the dealer sell the albums. There may be as many as 10 different albums one month. (Continued on page 16)

HIT AIN'T ENOUGH

Personality and Act Now Recipe

NEW YORK — Altho scores of young artists would give their eyeteeth for one big hit, many agents, managers and bookers are complaining these days that one hit doesn't make the artist. And then they add, "like it used to." In fact, these agents and managers say, even two or three hits don't necessarily make the artist any more. The any more they are referring to are the days when a hit record seemed to create a new personality, potent enough — on the strength of one hit record — to draw sock grosses at a club and on a tour. Some of the artists who became hit performers on the basis of one hit, for instance, were Joni James,

who went in one year from a job offer at a club of \$200 per week to \$2,000 per week after her first hit "Why Don't You Believe Me." Another was Johnny Mathis, who jumped into the hit class with "Chances Are" and has stayed on top ever since.

Today, however, a record hit is no longer the selling agent for an artist that it once was. Traders think many factors cause this. One is that there are so many different artists coming up with hit records that the impact of the artist's personality rarely comes across. Another is the fact that many artists who make it today (Continued on page 14)

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Recipients of FTC Billets Drag Feet

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plaints were convinced that if all would stop giving payola there would be much less reluctance to sign a consent order. But few are, and manufacturers and distributors are disinclined, in a bitterly competitive singles field, to give up the only lever they have to get records played. These manufacturers claim, as one did last week, that a manufacturer gives payola not as a bribe but because he is blackmailed. According to many manufacturers, it's the jockey who demands the money, rather than the manufacturer who first offers it. And it is a fact, claim many manufacturers, that even now, in the midst of all the probes, there are still deejays asking for loot.

Roosevelt Frowns On Decree Terms

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

By MILDRED HALL

WASHINGTON — Rep. James Roosevelt is by no means satisfied with the terms of the amended ASCAP consent decree recently signed by Federal Judge Sylvester Ryan of the U. S. District Court. Roosevelt told a press conference last week (21) that he intends to maintain "close interest in this very important matter which I do not feel has been solved."

As chairman of the House Small Business Subcommittee on Distribution, Roosevelt held hearings in 1958 on complaints against the Society's distribution, logging and voting methods, made by small business publishers and composers. Dissident's complaints were found valid in the subcommittee report, and in the memo offered by the Justice Department in support of needed changes in the decree.

Dissident members are currently protesting decree terms as unfair to writers and publishers of current hit songs and of serious music. These members of the American Society of Composers, Authors and Publishers also maintain that the voting system under the terms of the amended decree maintains the

FM RADIO PITCH AT NAB MEET

WASHINGTON — FM radio will hold the spotlight on Sunday, April 3, during the 38th annual convention of the National Association of Broadcasters in Chicago.

The Sunday morning session, preceding the formal opening of the convention, will be under the baton of Ben Strous, president of WWDC AM and FM, of Washington, and chairman of NAB's FM Radio Committee. This session will be open to members of the National Association of FM Broadcasters, a new organization headed by C. Frederick Rabell, KITT-FM, San Diego, Calif. The group plans to concentrate on sales promotion for FM at the session.

The afternoon FM get-together will be under the auspices of NAB vice-president for radio, John F. Meigher, and will be open to all registrants at the NAB convention.

Format Changes Signpost Sweeter Air Programming

Trend to Good Music Burgeons

• Continued from page 1

habits). Todd Storz, prexy of the Storz Radio Chain, has often remarked, "if the public wants Chinese music, we'll give them Chinese music."

The network stations, both owned and operated affiliates, have made the most concentrated pitch for "sweet swinging" wax. Some of the web outlets — particularly the o.&o. operations — have always followed conservative record programming patterns. However, the trend is far more general today than it was six months ago.

For example, program directors of all of the NBC owned-and-operated stations have and its affiliates recently agreed to meet and adopt a music programming policy featuring "listenable melody—easy to listen to — not racous or extreme." Each station is tailoring the format to meet its own local

TOP TREATMENT FOR McNAIR LP

MONTREAL — Signature Records a.&r. chief, Joe Guercio, is engaged in what can honestly be described as a long-playing disk project. Guercio is mapping plans for a first LP by Signature's recently pacted thrush, Barbara McNair.

Miss McNair, now doing a night club stint in Chicago, will be backed on the recording date with arrangements by prominent Canadian maestro-arranger, Jack Kane, who is currently working out of this city. Guercio has been on a marathon schedule between the Windy City and here, setting up the arrangements. Next week all parties concerned will get together for the date.

listeners' needs, but the results are remarkably similar.

Here in New York, WNBC features "Wall to Wall" music — lush. (Continued on page 16)

Outlets Cut Off Top 40 Tune Listings

By BERNIE ASBELL

MEMPHIS — Retail dealers in this city are experiencing what it's like when all the radio station top tune lists suddenly blow away. They say it's awful.

In the past three weeks, the two dominant stations, WMPS and WHBQ, stopped distribution of quantities of hit charts for record fans. WMPS, the Plough chain nerve center and top-rated station in town, is continuing to give each dealer two cardboard copies of the top 40 tunes, but that's all. The kids go empty-handed.

Gene Plumstead, veepee for programming at Plough, said the mass distribution has been a valuable promotional tool but its growing cost passed the point of diminishing returns. Distribution has also been halted at Plough stations in Boston and Baltimore. In Chicago, sheets are now bought by dealers directly from a printer at \$2.50 per 250 copies. Plough's Atlanta station never gave away sheets, Plumstead said.

The sudden stoppage is expected (Continued on page 16)

Fox Att'y Charges ASCAP Payolas

Statement to FCC Cites Society's System as Encouraging TV Pay-Offs

NEW YORK — In a statement for the Federal Communications Commission, prepared by Herbert Cheyette, general attorney of the Sam Fox publishing firms, it is charged that the ASCAP system of logging and distribution encourages payola at the TV level. Cheyette suggests remedial action and lists what he considers effective steps.

The statement refers to various stories in The Billboard and Variety to support Cheyette's contentions.

In an explanatory paragraph Cheyette says of his statement: "I am filing this statement... before the FCC concerning 'Programming in the Public Interest.' It concerns factors other than the public interest determining the programming of music on Radio and Television stations, more especially the use of commercial bribery or 'payola' to artificially stimulate the performance royalties of ASCAP publishers."

On analyzing the ASCAP survey system prior to the signing (Continued on page 14)

"power house" of superdreadnaught publishers and writers of ASCAP standards and show tunes, and the decree fails to require proper logging of radio performances.

Roosevelt said: "The decree has had some effect toward improvement, but nowhere near the fundamental effect I had hoped for." The entire matter may have to be reopened for further consideration, Roosevelt said, if after a reasonable time the situation seems to demand it.

He could not say if further hearings might be held at some future time by his subcommittee, but (Continued on page 16)

Would Standardize Freebie Practices

MEMPHIS—Sam Phillips, president of Sun Records, proposed this week that the industry ought to establish freebies as a standard trade practice, but at a fixed ratio to cash sales. The suggestion is aimed at ending the regard for freebies as an under-the-table transaction. Distribution of bonus disks, Phillips told The Billboard, is not unethical, but it is a chaotic practice. It has come to rival payola as a drain on the manufacturer, he said. If it became industry custom to give distributors a predetermined percentage of freebies, then manufacturers could figure them into normal cost planning, even if a price adjustment might become necessary.

Demands from distributors are now running as high as 300 free disks per thousand purchased, Phillips said. He is convinced that distributors, on the whole, are not selling these freebies for their own profit. They are passing them on to one-stops and rack jobbers, who demand the sizable bonuses as the price of pushing a rising hit. Thus, said Phillips, freebies became an additional hefty discount to the one-stopper and rack jobber, which he feels is discriminatory against the retail dealer besides being a clout over the manufacturer.

Phillips believes the issue should

be raised by the record industry distributors and manufacturers association (ARMADA). He is vice-president and a founder of ARMADA as well as a member of RIAA. It would be legal for these organizations under anti-trust laws, Phillips believes, to recommend to their members that a promotional (Continued on page 16)

'Top Quality' Westm'ter Aim

NEW YORK — "Westminster Records will be operated as a top quality company," Horace Grenell, new head of the firm, told a creditors committee meeting this week. Question regarding future planning of the operation arose as a result of the presence in the organization of Jesse Selter, well known as a disk dumper and graveyard operator thru his Ransdell Trading Company.

"There will be no dumping or underselling of the line," Grenell continued, pointing out that running a record company of the potential of Westminster was a life- (Continued on page 16)

S-F Sets 98c Stereo Deal

NEW YORK — Stereo-Fidelity Records, the stereo label of Dave Miller's LP firm, is offering any one of 15 stereo records for 98 cents with the purchase of any Stereo-Fidelity album at the regular \$2.98 list. The program, called "Stereo 60's," starts the beginning of February.

The 15 albums offered at 98 cents each with the purchase of any one record at list, includes six albums by the best-selling 101 Strings, as well as LP's by the London Philharmonic Orchestra, the Banda Mexico City, the Hamburg Staats Orchestra, the Skip Martin ork, and the Left Bank Bearcats. These 15 records are being offered to dealers for 65 cents each, so that dealers have a substantial markup on the 98-cent sales platters.

The program is being advertised via a two-page spread in the February 1 issue of Life, as well as ads in High Fidelity, The New (Continued on page 16)

BMI at Bat in FCC Hearings

WASHINGTON — Broadcast Music, Inc., will state its case against ASCAP accusations at today's Federal Communications Commission Hearing (25). BMI counsel and Board Chairman Sidney Kaye is expected to hurl broadsides at the American Society of Composers, Authors and Publishers, which accused the Broadcast Music performance group of payola tactics, and was itself accused in turn, during FCC's hearings on program control. (The Billboard, January 18, 1960.)

Also on the roster of witnesses for FCC hearings this week are: Westinghouse Broadcasting Company, Inc., National Association of Broadcasters, CBS, NBC and ABC. Hearing order presently has the witnesses scheduled for January 25, 26, 28 and 29, giving the broadcast giants plenty of time to present their views.

3 Hit Singles Give Top Rank Bumper Sales

NEW YORK — Top Rank Records, American disking wing of the world-wide J. Arthur Rank Organization, is having the hottest sales month of its existence of less than a year.

The company, which had its first hit a few months back with "Cry," by the Knightsbridge Strings, is now sporting three singles clicks, all moving up the Hot 100 list. At the head of the pack is the newly signed Jack Scott's first disk for Top Rank, "What in the World's Come Over You," which climbed from 30 to 16 this week.

The Fireballs, following their first hit for the label with "Torquay," have a new contender in "Bulldog," which stepped up from 69 to 48 during the week, while Dorothy Collins moved up from 49 to 45 with "Baciare, Baciare."

Fox Appeals to Supreme Court

NEW YORK—Fred Fox has petitioned the District Court for permission to intervene in the case of the United States vs. ASCAP. This takes the case to the Supreme Court. The notice of appeal from Judge Ryan's denial of intervention was filed last week.

This means in essence that Fox now takes the case directly to the Supreme Court and Supreme Court will decide whether to hear oral arguments or decide on the basis of the briefs. The ground of the appeal is predicated on Fox's contention that the rights of the rank and file were inadequately considered in the Consent Decree, inasmuch as — in Fox's view — neither the ASCAP board nor the Justice Department represented the interests of the rank and file.

MORE JOBS FOR GALS

Sam Phillips Plans 7-Station Radio Chain

MEMPHIS — A new candidate for major status as a radio chain operator threw his hat in the ring this week. Sam Phillips, president of Sun Records, told The Billboard he plans to acquire the full legal limit of seven radio stations.

Phillips already owns two outlets and is known to be negotiating for a third in the Mid-South area. His current holdings are WHER, Memphis, and WLIZ, Lake Worth, Fla.

Both these stations are distinguished by all-girl staffs and Phillips said he would spread this principle thru his budding chain insofar as local conditions make it advisable. In larger cities where dial competition is high,

Phillips said, the all-girl principle gives him an edge by providing an identifiable sound. Stations would all observe a "good music" policy of standards, ballads and bands, as his current properties do. His aim, Phillips said, is not to become the biggest stations in his markets, but to corner a stable portion of the listening public that is not satisfied with hit-oriented programming of top-rated outlets.

This programming policy has its wry aspect, since Phillips owes his rise in the music business to his discovery of Elvis Presley, Johnny Cash, Jerry Lee Lewis and other rock-and-rollers. He bans the playing of his own label's disks from his radio stations.

Phillips said he plans to locate his properties in the South, where he feels there is a dearth of "better music" programming but a growing market for it. He is on a current search for run-down stations in high population areas that he can

(Continued on page 14)

GAC Sights On 'Big Band' Air Targets

NEW YORK — General Artists Corporation's hand booking chief Howard Sinnott is readying promotional forces to cash in on what appears to be the beginning of a "Big Band" programming kick by radio stations across the country. (See story on format changes by broadcasters elsewhere in this issue.)

Sinnott, who recently made his own survey of stations to determine the extent of band programming by jocks, is sending out reprints of The Billboard's January 4, 1960, story about the adoption of a "Big Band Wax Only" policy by NBC outlet WRCV, Philadelphia.

The reprints are accompanied by a complete list of GAC's band

(Continued on page 12)

Carlton Staff Hit Road for Evans Single

NEW YORK — Carlton Records staffers, and Carlton Records prexy Joe Carlton, will hit the road starting Monday (25) to push the label's new album hit-maker Paul Evans. With the new Evans single "Midnite Special" on the upswing, the firm intends to put a big promotion on his album. Joe Carlton will travel the Midwest circuit, George Furness will cover Cincinnati, Detroit, Pittsburgh and Buffalo. Juggy Gale will hit the

(Continued on page 14)

15 New Sets On Am-Par Jan. Agenda

NEW YORK — ABC-Paramount Records is bringing out 15 new albums this week, led by a new Lloyd Price album and the first duet album featuring Steve Lawrence and Eydie Gorme. The Lloyd Price set is called "Mr. Personality Sings the Blues," and the Lawrence-Gorme set is titled "We Got Us." All of the albums, including these two are available both in stereo and monaurally.

Other ABC sets include an album by Emery and His Violin, Micko Marlo, Louis Prohut and his ork, Roy Smeck, Pete Brady, Ferranate and Teicher, Creed Taylor, Lecuona Cuban Boys, Glenn and Brenda Derringer, Eddie Calvert, Cliff Richards and Elton Britt.

100% EXCH'GE DEAL FOR CAP 'CARMEN' PKGE.

HOLLYWOOD — For the second time in as many months, Capitol Records Distributing Corporation is employing its heretofore rarely used 100 per cent exchange privilege on behalf of an LP selection. Both times the full exchange benefit was used to support classical items.

Capitol's triple LP recording of the complete "Carmen," performed by diva Victoria de los Angeles with Sir Thomas Beecham conducting, was offered to retailers last week on a 100 per cent exchange basis. The exchange period expires July 29 of this year. Last month, the Angel recording of Handel's "Messiah" similarly hit the market armed with a full exchange privilege to dealers.

Asked whether the firm plans to increase its use of the 100 per cent exchange benefit as a sales spurring device, CRDC execs merely replied that it will be invoked only on select releases as in the past. Fact is that prior to the above two instances, the full exchange privilege was last employed for package product as far back as spring of 1958. It has enjoyed more frequent use on behalf of selected singles.

HAMMOND PUTS CHARGE INTO COL. DISK STINT

NEW YORK — John Hammond, after only a few months under his belt as special a.&r. staffer for Columbia Records, has already started to create some excitement with his disks. Just two weeks ago he issued a waxing of a tune called "Little Susie" (Parts 1 & 3), with pianist Ray Bryant, which was also immediately released on Signature (Parts 2 & 4) by the same artist. (Bryant had cut the side previously for Signature. According to Hammond, the reports he receives are that the record is selling.

In addition to lining up new talent for the firm, Hammond, a vet jazz authority, is working on

three re-issue packages for the label. One of the packages will be "The Mildred Bailey Story." Another is "The Fletcher Henderson Story," which will be a four LP set. And the third is called "The-saurus of Jazz," which will also be a four-record package. Hammond's feeling about these re-issue packages is that they should be complete, and he intends to obtain all of the recordings needed to put in the sets. The "Thesaurus of Jazz," notes Hammond, will contain many records dating back to the 1920's that have never been re-issued.

Hammond also feels that re-issue jazz sets must contain not only biographical material on the artists, or musicians, but also sociological background of the times in which they lived, places they worked, etc. All of these sets will have extensive notes and many pictures, and will be done up in a handsome booklet.

In line with his job, Hammond is also finding new talent for the firm. Last week he cut a new singer, Ollie Shearer, for whom he has high hopes. Hammond also will be cutting some albums with well-known jazz artists already signed to the Columbia label over the next few months.

4 More Jan. LP's for UA

NEW YORK — United Artists Records will release four more LP's during January. These include "The Persian Room Presents Diahann Carroll," recorded during the thrush's recent appearance at the nitery, "Marvelous Marv Johnson," "Manhattan With Strings," by Georgie Auld and "Aging Along With Ush," a community singing party arranged by Don Costa with a crew of happy friends. Dealers can take advantage of UA's January Album Discount Program if they purchase these sets before February 19.

The diskery has adopted a new

(Continued on page 12)

Mixed Reactions To Compatible Disk

By REN GREVATT

NEW YORK — Trade reactions to a compatible stereo record, jointly announced two weeks ago by Design Records, Belton Recording Studios and Fairchild Recording, ranged this week from a series of quiet "no comments" to "it can't be truly compatible."

The newly announced system employs what is called the Uni-Groove technique and involves a lateral-vertical method of cutting rather than the widely-accepted Westrex 45-45 system of cutting.

Design is issuing the disks at a price of \$1.98 under the tag "Design Compatible Fidelity." Following a test period of six months during which five different titles of LP's were sold incorporating the process, Design will now release 20 new titles immediately under its "DCF 1000" series. At least 150 more will be issued this year with all future Design LP's slated to employ the "DCF" process.

It was understood that a number of diskeries, both major and indies, had asked for samples of the records. RCA Victor officials said samples had been sought. Victor vee-pee George R. Marek commented merely that "We are studying it."

At Columbia, veepee Herb Greenspon, reserved comment on

the announcement but admitted that samples would be given a test. Greenspon recalled that the industry had been thru all this before, referring to an earlier process of compatible stereo developed by CBS Laboratories at about the time of the birth of the stereo disk.

At Decca, veepee Martin P. Sal-kin noted that "We've been aware of this development for several

(Continued on page 12)

Solid Year for Craft Diskery

NEW YORK — United Telefilm Records, Inc., has enjoyed a successful first year of operation, according to an announcement from the firm's swinging prexy, Morton Craft. Craft declared that the company's goal of 3,000,000 records sold in the first six months of operation, had been surpassed by 600,000.

Currently, the company operates three labels, Warwick, U. T. and Tel and handles distribution and production for Lido, Sir and Harvard labels. Added to this list two weeks ago, was Eddie Fisher's new label, Ramrod Records.

On the artist front, Craft noted that the firm has built two major attractions in Johnny and the Hurricanes and Bob Crewe. The Hurricanes, which had three hits have just been pacted to a long-term deal. Fran Warren and Sonny Gale have, meanwhile, been signed during the past week.

A month ago, the company expanded from a four-room suite to an entire floor in the Mayfair The-

(Continued on page 14)

Coca-Cola Seeks Teener Musical Talent

NEW YORK — A search for teen-age musical talent—"Talentsville U. S. A."—has been launched by Coca-Cola, via some 325 deejays at local stations across the country. The jocks emcee local "Hi-Fi Club" shows, sponsored by local Coca-Cola bottlers under a club plan devised by Coke's agency, McCann-Erickson.

It is the first time Coca-Cola has united the local shows in a nationwide club promotion, involving some 2,000,000 teen-age club members. The contest, which closes in June, calls for local auditions by each club-jock. Follow-

(Continued on page 12)

Liberty Sets All-Out Build For O'Keefe

HOLLYWOOD — Liberty Records is launching an all-out drive to build its new vocal personality, Australia's 23-year-old Johnny O'Keefe. This marks the first time the label has thrown full promotional weight behind one of its newcomers, incorporating radio, TV, and personal appearances. His debut disk release is "It's Too Late" coupled with "She's My Baby." An LP will follow.

Liberty is heralding O'Keefe as Australia's top vocal attraction. Build-up campaign includes a nationwide 21-city personal appearance tour, key radio and TV ap-

(Continued on page 14)

2 Low-Price LP Highlights By 20th-Fox

NEW YORK — Two low-priced special collector albums highlight 20th-Fox's new winter LP program (tagged "Golden Decade of Sound") along with new packages by the Harry Simeone Chorale and the 20th Century Strings.

A 10 per cent discount is available to qualifying dealers—as part of the new program—on the entire 20th-Fox catalog, with the exception of the two low-priced special packages.

One of the low-priced LP's "20th Century-Fox Star Showcase," retailing at \$1.98, is a monaural collection of old Fox sound tracks, featuring Glenn Miller, Tommy Dorsey, Shirley Temple, Simeone Chorale, and Al Martino.

The other low-priced package is "Stereoscope Spectacular," featuring stereo sound tracks from previous 20th-Fox LP's — and spot-

(Continued on page 12)

DISKERY'S COMMUNIQUE A REAL COLLECTOR'S ITEM

NEW YORK — With the final delayed payments dates on many fall package plans on the immediate horizon and many disk men also wondering how and when distributors will settle up on Christmas merchandise shipped out in November, the subject of money is of particular interest.

With this thought in mind, one enterprising label has prepared a simple questionnaire which will be shipped out to distributors this week. The piece is the work of Hanover-Signature sales chief, Irv Stimler, who feels that by giving distributors a multiple choice of excuses to check off, a lot of phone bills can be cut down. The distributors are asked to check off the appropriate of the following excuses for possible delays in payment:

1. I will compile the figures and let you know what is owed.
2. My bookkeeper is working on it right now.
3. My bookkeeper is out sick and you know what a mess that causes.
4. I've been out sick and haven't had a chance to do anything.
5. We mailed it last week. Didn't you get it yet?
6. I don't owe anything. You're just piling me up with inventory without orders.
7. Where are my RA's?
8. Payments are lousy. No one's paying me.
9. Why don't you get money from the other people that owe you? I always paid my bills on time before.
10. I owe you money?
11. See me tomorrow. See me in a couple of weeks.
12. My partner's away and can't sign the check.
13. I think your figures are way off.
14. I just paid you a couple of weeks ago.
15. Don't worry, I'll take care of it.
16. It's the Holiday season and I'm just too busy to get on bills right now.

JACK KENT COOKE

73 Richmond St West
TORONTO

January 18th 1960

Mr Harry Maselow
General Manager
Strand Records
157 W 57th Street
NEW YORK 19 N Y

My dear Harry

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

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

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

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

Warm personal regards.

Yours very truly

Jack

STRAND & DORSET RECORDS, 157 West 57th Street, New York, N. Y. (Columbus 5-0405)

This One



PQUT-20R-EB5E

Copyrighted material

New Budget Cold to FTC, FCC Needs

WASHINGTON — The budget picture for fiscal 1961 is an eloquent reminder that low-budget agencies such as the Federal Trade Commission and the Federal Communications Commission will remain low, regardless of mammoth workloads added by payola and TV fraud disclosures in 1959.

The budget requests a modest 10 per cent increase for FTC, to \$7,600,000, with funds for investigation and legal action on deceptive practices (including the payola area) up only \$350,000 over fiscal 1960 estimate. The FCC will gain \$2.9 million to reach \$13.5 million, but an allocations study of the use of ultra high frequency for television will take most of the increase. The hard-pressed broadcast processors at FCC will get a mere \$150,383 over the 1960 pre-payola estimate. (Fiscal 1961 runs from July 1, 1960 to June 30, 1961.)

In contrast, Chairman Harris (D., Ark.) of the House Commerce Committee, had no difficulty in getting new money required to bring his legislative subcommittee funds up to \$410,000 for its payola investigation. Congress voted the funds last week.

Federal Trade Commission appears confident that most of its payola investigation and complaint will have been settled via consent agreements, according to its workload breakdown. In fiscal 1961, it expects to issue formal complaints in only 290 cases of deceptive practices (payola included), up only 10 cases from fiscal 1960. It expects to issue only 10 more cease and desist orders in this area—300 in 1961 as against 290 estimated for 1960.

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

Another budgetary stepchild is the President's International Program, which has sent the country's top performing artists to the far corners of the world. Sum asked for the cultural exchange program, admittedly more vital now than ever before in U. S. history, will be increased about \$490,000 to a total of \$2.9 million in fiscal 1961. The program hopes to send 32 pro-

(Continued on page 12)

Raker UA Sales Mgr. in Midwest

NEW YORK — United Artists Records has pegged Jerry Raker as their Midwestern district sales and promotion manager. He will headquarter out of Chicago and will cover the Minneapolis, Milwaukee, Cleveland, Detroit, Cincinnati, Buffalo and Pittsburgh areas. He will report to Andy Miele, the label's national sales manager.

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

Syd Nathan Blasts Off

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

The Billboard story noted that Adams tied this in with the Otto Harbach affidavit, which had pointed out that King-owned Lois Publishing received a subsidy in the form of an advance from BMI "in excess of \$100,000 annually." This affidavit found it conceivable that the subsidy "may then be distributed or made available to jockeys or stations as a BMI service."

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

Nathan, apparently attributing the statement to an Adams affidavit, termed it "untruthful, vicious and erroneous." He added that neither King nor Lois have ever had a BMI guarantee. "We are compelled to earn every cent that we receive from BMI and our agreements so state. The amount that we earn is grossly exaggerated..."

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

HOT 100 ADDS 12

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

70. **Midnight Special**—Paul Evans, Guaranteed
77. **Forever**—The Little Dippers, University
79. **Baby (You've Got What It Takes)**—Brook Benton & Dinah Washington, Mercury
84. **On the Beach**—Frank Chacksfield, London
86. **Harbor Lights**—The Platters, Mercury
89. **My Little Marine**—Jamie Horton, Joy
90. **I Can't Say Goodbye**—The Fireflies, Ribbon
94. **I Was Such a Fool**—The Flamingos, End
95. **Mediterranean Moon**—The Rays, XYZ
96. **I'll Take Care of You**—Bobby Blue Bland, Duke
97. **Living Dangerously**—The McGuire Sisters, Coral
100. **Secret of Love**—Elston Henderson, Mercury

He also noted that King initially was primarily a country label, and that this type of music "was openly frowned upon by ASCAP officials..." Nathan cited figures to support his contention that the percentage of ASCAP tunes on his disks are high. He stated his firm's payola payments to deejays came about "because we were informed by our salesmen... that we could not get our records played... in important areas." He concludes:

"I want to say to Mr. Adams that I have never seen or heard of the New York Times article from which he quotes. If there is such an article then in all fairness he should produce it and if and when he does, we will have more to say to those concerned. If the article does exist, then why would anyone quote from it without finding out how much of it was truth, half-truth or lies before accusations are made, such as appeared in The Billboard?"

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

New Chipmunk Single on Way

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

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

One in a Series of
Industry Personality
Statements



THE COMMUNICATIONS CENTER
OF THE MUSIC INDUSTRY

KI. 5-9439

INDIAN RIVER ELECTRONICS CENTER

Admiral - Motorola - RCA - Zenith

4002 E. INDIAN RIVER ROAD
NORFOLK, VIRGINIA

Jan. 6, 1960

The Billboard
1564 Broadway
New York 36, N. Y.

Gentlemen:

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

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

Sincerely yours,

(Mrs.) Frances M. Holland

Mrs. Frances M. Holland
Asst. Manager



from the Robert Youngson production "The Golden Age of Comedy"

YOUR LAST CHANCE...SEVEN MORE DAYS!

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

These 10 brilliant new releases Yours at 12½% or 22½% extra discount. Buy 10 Mercury Stereo and/or Monaural New January Releases (as illustrated) at this sensational extra discount, and this qualifies you to buy as many as 60 additional units from the regular catalog at the same fabulous 22½% extra discount on stereo and 12½% extra discount on monaural. Minimum order: 10 new January release units of any combination. Maximum order: Unlimited but must be based on 6 for 1 ratio. Deferred Payment Terms.

Beginning February 1, 1960 suggested list for Mercury Classical monaural will be \$4.98. Take this opportunity to stock the merchandise based on the suggested \$3.98 list—buy at the old price and receive the extra 12½% discount.

CONTACT YOUR MERCURY SALESMAN OR DISTRIBUTOR NOW!



MG20472



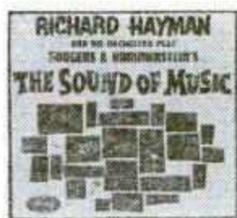
MG20438, SR60110



MG20483, SR60162



MG20502, SR60179



MG20500, SR60177



MG20391, SR60061



MG50216, SR90218



MG50211, SR90211



MG50223, SR90223



MG50183, SR90183

More hits to come from



HONORED

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

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

Some recent Belafonte albums:

MY LORD WHAT A MORNIN'
LSP/LPM 2022

BELAFONTE AT CARNEGIE HALL
LSO/LOC 8006

LOVE IS A GENTLE THING
LSP/LPM 1927

 **RCA VICTOR** 
TRADE MARK RADIO CORPORATION OF AMERICA



Hometown Fiesta Only on NJB Sked

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

The decision not to participate

Atco Skeds Heavy Promo On Darin LP

NEW YORK—Atco Records has set an extensive campaign on Bobby Darin's new LP "This Is Darin," which has already racked up distributor order of over 200,000 before its release.

Richard Wess, who conducted Darin's first best selling LP, "That's All," is also conductor-arranger on the new package. Atco has sent out a special promotional EP to jocks, featuring four sides from the LP — "Clementine," "Guys and Dolls," "Down With Love" and "My Gal Sal."

Initial reports, according to Atco execs, are that "Clementine" may be the side jocks pick as a successor to Darin's single hits "Mack the Knife" and "Beyond the Sea." Both singles were originally released as part of his "That's All" LP.

in sponsoring other festivals was made by the Newport Board recently. Last year George Wein, with the assistance of the NJF, put on shows for the Sheraton Hotel chain in Boston, French Lick, Ind., and in Canada. Altho Wein is free to work with the Sheraton chain if he wants to, the NJF Board doesn't want to. Part of the reason for the withdrawal of the NJF from the Sheraton festivals is because two of them last year were bombs (Canada and Boston) with only French Lick making money, and because the NJF folk are anxious to devote their time to making the Newport Jazz Festival bigger and better.

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

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

REPERCUSSIONS TO MIAMI BASH

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

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

Solon Approval For Keogh Bill

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

The Keogh bill would safeguard music publisher income from the higher tax rate when royalties constitute 50 per cent or more of the gross income, and deductions for business expenses are at least 50 per cent of the gross. Other personal holding income of the company cannot exceed 10 per cent. Bill will safeguard such publishers from the 85 per cent personal holding tax bracket, and put them in 52 per cent corporate category.

Only on SHARP can you get the ORIGINAL-SENSATIONAL version of

"THE DECISION"

by

The Enchanters

SHARP #105

Immediate Delivery at Your Sharp Dist. A Few Territories Available. WRITE, WIRE, PHONE

SHARP RECORD CO. NEWARK, N. J.

A Division of World Wide Records, Inc.

Another Billboard Record / Phono Dealer

JEFFERSON STORES
HAROLD BROWN
MIAMI FLA
6320 0320

Jefferson Stores

- The retail establishment of this record/phono dealer . . .
- . . . is essentially an appliance/department store
- . . . offers both records and albums
- . . . handles phonographs selling from \$9.95 to \$1,000
- . . . has been reading Billboard for more than 15 years

when answering ads . . .

Say You Saw It in The Billboard

"WHY DO I LOVE YOU SO"

by



JOHNNY

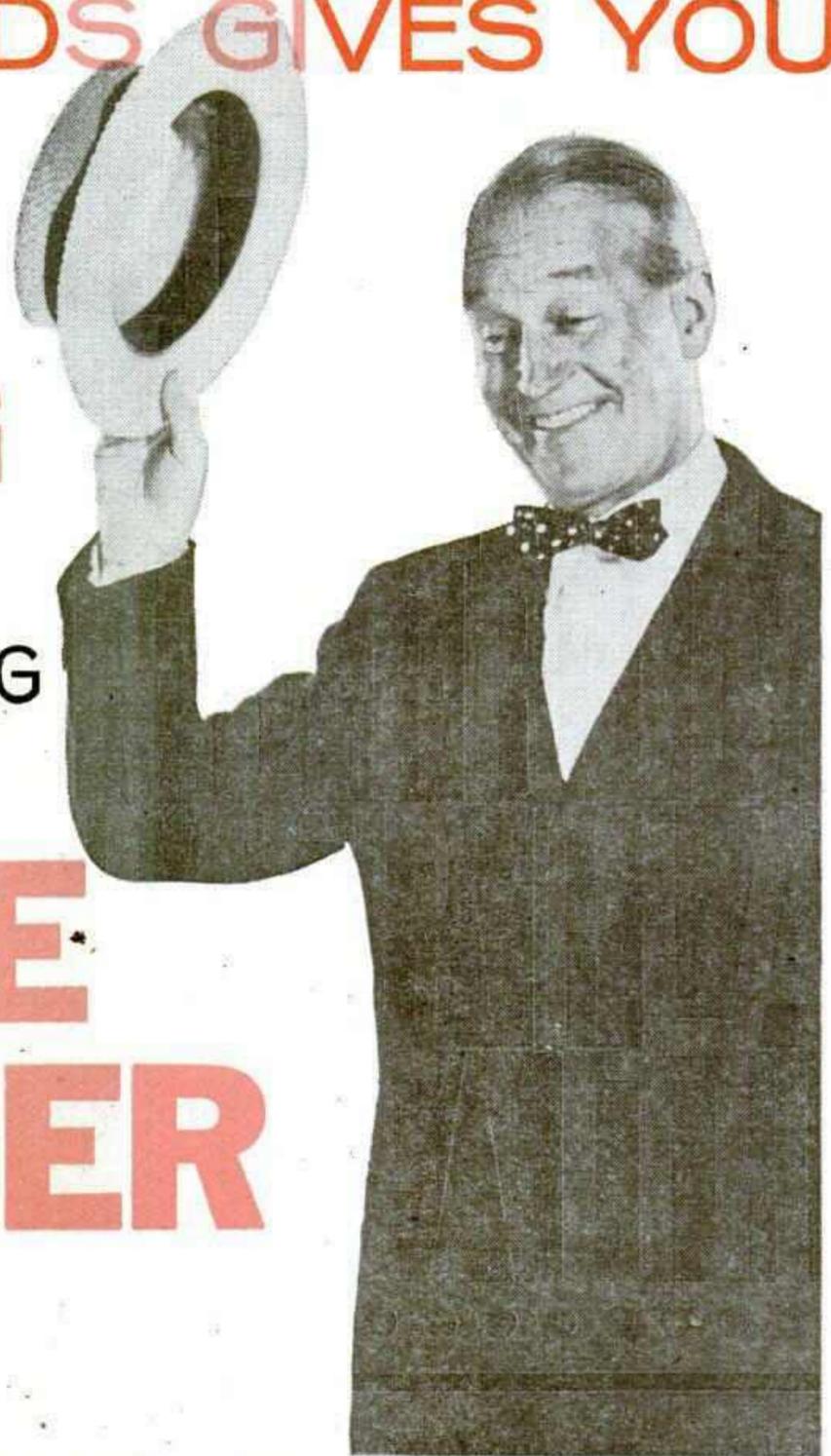
TILLOTSON

B/W NEVER LET ME GO ... CADENCE 1372

**M-G-M RECORDS GIVES YOU
A 40 MILLION
READY-MADE
ALBUM BUYING
AUDIENCE**

**WHO WILL BE WATCHING
REVLON'S**

**MAURICE
CHEVALIER
SHOW**



"A BOUQUET FROM MAURICE CHEVALIER"

Thurs. Eve. Feb. 4th—CBS TV NETWORK

BE PREPARED! STOCK UP NOW! ORDER!

ALL SONGS FROM THE SHOW WILL BE EXACTLY THE
SAME ARRANGEMENTS FROM THESE MAURICE CHEVALIER

M-G-M RECORD ALBUMS



**MAURICE CHEVALIER
YESTERDAY**
Stereo SE3702P E3702P



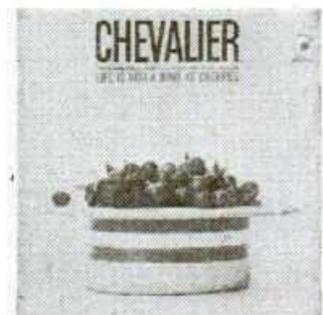
**MAURICE CHEVALIER
TODAY**
Stereo SE3703P E3703P



**MAURICE CHEVALIER SINGS
BROADWAY**
Stereo SE3738P E3738P



**A TRIBUTE TO
AL JOLSON**
Stereo SE3773P E3773P



**LIFE IS JUST A BOWL
OF CHERRIES**
Stereo SE3801 E3801

**WATCH AND LISTEN FOR BIG
MGM RECORD REFERENCE AT THE END OF THE SHOW**

MEXICAN MUSIC ORG ANNOUNCES '60 AIMS

By ROBERT W. STOSSEL

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

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

Admission chairman, Filadel fo

Daily Jazz Air Series

NEW YORK — Beginning February 1, New York City will be provided with a daily five-hour jazz show (10 a.m.-3 p.m. Monday thru Sunday) on WNCN-FM here.

Packaged by Communicating Arts Corporation, the show will feature a group of jazz critics and musicians as rotating deejays. Line-up includes Dom Cerulli, Nat Hentoff, Julian (Cannonball) Ad-derley, Ira Gitler and Martin Williams.

The CAC package outfit was formed by three junior United Artists Records execs — Tom Wilson, DeDe Daniels and Ron Nackman. Wilson is prexy.

Olmedo, head of Editora Chihuahense, reported that 25 members are in the fold and that the way is being cleared to opening the doors to individual authors who want to edit their own music. Since they are not now united, it is reported that these writers get what was described by local sources as "the brush off from the recording companies unless they buy a minimum of 1,000 copies."

The confederation get-together was attended by a host of prominent music people on the Mexican scene including officials of Columbia Records of Mexico, Compas Records, Boni Records and Pima Records, plus various singers.

Shad Builds Time Album Releases

NEW YORK — Bobby Shad is stepping up his album releases on Time Records. For February he is releasing six new albums, and he expects to release a minimum of six albums a month from now on. The February release includes albums by Dodo Greene, the Malcolm Peters Ork, Tommy Turrentine, the Kings of Dixieland, a blues album with sides by Ray Charles, Sonny Terry, Lightning Hopkins, and Arbee Stidham, and an album called "Everybody Sing" with the Johnny Rollins Singers.

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

WB-EVERLYS MULL PACT

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

Omegatape Gets Carlton Disk Catalog

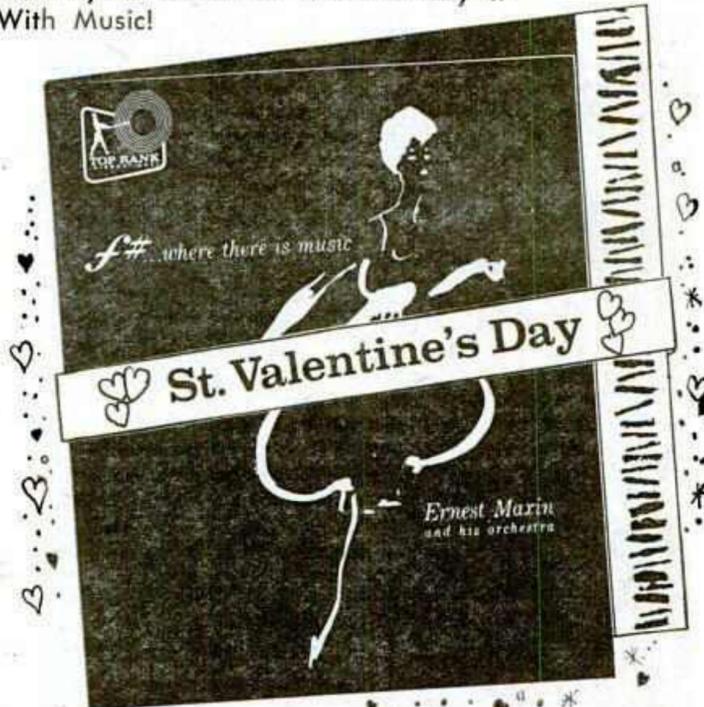
HOLLYWOOD — Omegatape has acquired exclusive stereo tape rights to the complete Carlton Records catalog under terms of a contract concluded here last week. In sewing up Carlton, Omega is intensifying its drive to bring more diskeries into its tape camp. Omega will issue Carlton product in four-track, two-track and tape cartridge forms.

Initial Carlton release will include the "Anita Bryant" album, Monty Kelly's "Porgy & Bess," Vincent Lopez's "Nola and Other Piano Instrumentals," and George Liberace's "Yesterday's Hits."

Omega previously acquired Ted Weems releases from Wynn Records and Shep Fields from the Golden Crest label. Omega's distribution includes United Stereo Tapes for its four-track product plus its own distributors, who in addition to quarter track, also handle the line's other stereo tape versions. Carlton contract was concluded between Omegatape veepee Dave Hubert and Carlton veepee Don Genson.



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



f#...where there is music

RM 307 RS 607



Familiar standards in beautiful, romantic arrangements . . . Each album actually scented with Faberge's new perfume f# . . . Each album has decorative Holiday Wrapper!

DIZ
IS
SIZZ
BIZ



VIZ: THE EBULLIENT MR. GILLESPIE
TOUR DE FORCE
HAVE TRUMPET, WILL EXCITE
DIZZY GILLESPIE WORLD STATESMAN
BIRKS' WORKS
DIZZY GILLESPIE IN GREECE
MANTECA

exclusive on



Dot Issuing Pre-Pack Hit Singles Deal

HOLLYWOOD — Dot Records is issuing its "All Time Hit Series" to dealers in the form of a pre-pack browser box containing 60 singles. These are comprised of 18 different disks containing re-couplings of Dot's 36 top selling selections.

Artists represented, include Pat Boone (four different disks), Gale Storm (two singles), Johnny Maddox (two singles), Tab Hunter, Mills Brothers and Francis Craig (one single of each). Pre-pack which opens into a browser comes complete with divider cards. Eye-arresting, multi-colored printing is used to stimulate self-service sales.

Browser contains six duplicates of each Pat Boone single plus two dupes of each of the remaining artists' records. To live up to the "All Time Hits" slogan, Dot has re-coupled the platters so as to feature back-to-back the top sellers of the past; device is aimed at stimulating singles sales traffic.

VICTOR-BRECK SALES TIE-UP

NEW YORK—A joint promotion between RCA Victor and Breck, manufacturer of hair shampoo, etc., has resulted in a 38 per cent increase in sales for Breck hair preparations, according to the latter. Promotion offered purchasers of Breck products an RCA Victor LP, containing sides by Harry Belafonte, Perez Prado, Mario Lanza, etc., for \$1 (monaural) or \$1.25 (stereo). Victor and Breck publicized the promotion via cross advertising in magazines and on TV shows. Promotion was the largest-scaled premium promotion the company has ever undertaken.

NEW YORK — Hanover-Signature Records has signed thrush Barbara McNair to a long-term pact. She will record for the Signature label, with her first release due out shortly. Her initial album will be cut in February with Jack Kane doing the conducting and arranging for the date. Miss McNair was formerly associated with Bob Thiele, Hanover - Signature prexy, when he was a.&r. chief at Coral Records.

Cap Unveils L. A. Plant

HOLLYWOOD — Capitol Records last week opened its new plant here, heralding it as one of the world's most modern record manufacturing facilities and one of the largest on the Coast. Cap veepee in charge of manufacturing and engineering Jim Bayless held open house last Friday (22) to greet civic dignitaries and press.

The plant, at its Fletcher Drive site, adjoins the Capitol Records Distributing Corporation's Los Angeles branch, and with office buildings and warehouses, occupies a three and a half acre tract. Occupying 70,000 square feet of floor space, valuation is pegged at past the million dollar mark.

Plant itself is so constructed as to permit Capitol to expand its manufacturing facilities up to twice its present size. Production capacity allows Capitol to supply the entire western U. S. with albums and singles. Until recent years, Capitol's plant here concentrated its efforts on singles disks while package product for the western markets was shipped from the firm's main plant in Scranton (Pa.). The former L. A. plant was leased in 1945. Now, for the first time in the label's history, it owns its own manufacturing site here.

Bouree Cuts Schein Album

NEW YORK — Alan Silver of Bouree Productions, part of the Bouree Enterprises office, returned from Europe last week after recording pianist Ann Schein with the Vienna Symphony Orchestra. Bouree records the young pianist for Kapp Records. Other waxings recently cut by Bouree for diskeries include an album with Joe Venuto for Everest Records, another featuring Dean Kincade, and one more for Atlantic titled "The Flying Fingers of Flip Top Finnegan." (Bouree won't tell who Finnegan is, however.)

Kaffel Takes Over CRD Top Slot

HOLLYWOOD — Ralph Kaffel last week assumed full charge of California Record Distributors, replacing Jack Lewerke, who departed for Switzerland, where he will manufacture and distribute U. S. records in Europe and markets in Africa. Kaffel moved up from his former post of CRD's sales manager.

Lewerke headed CRD for the past decade. He is now head-quartering at Lugano, Switzerland, as head of his firm, Interdisc. Swiss-based company is handling Contemporary, HiFi, Riverside, Good Time Jazz, Gene Norman Presents and the Fantasy lines. Interdisc will manufacture, package and distribute their wares, printing the identical artwork and labels the various firms use in this country.

Also-Interdisc will headquarter in Switzerland, it will utilize pressing facilities in Milan, Italy. Distribution of the various lines will be handled only in those countries where the firms do not have existing arrangements with European distributors. Alan Bates, formerly with English Decca, will be Lewerke's sales manager at Interdisc.

Plan New TV Series For Lanson

SPRINGFIELD, Mo.—The producers of two weekly network programs. ABC-TV's "Jubilee U. S. A." and NBC Radio's "Red Foley Show," are making a strong bid for a third series to originate from this Ozark Mountain community. "Snooky Lanson Time," starring the nine-year veteran of "Your Hit Parade," will be video-taped here for audition purposes Thursday (28).

Supporting Lanson in the half-hour pop-variety format will be Brenda Lee, the Anita Kerr Singers, Betty Ann Grove and an instrumental combo headed by Paul Mitchell.

Officials of Crossroads TV Productions, whose "Jubilee" this month celebrates a continuous five-year run on ABC, are of the opinion that the warmest facet of Lanson's personality remains undiscovered by the viewing public, that his "Hit Parade" role never permitted the Memphis-born singer to exhibit the soft-spoken Southern charm of his speaking voice and his ability to serve as a show host.

Mixed Reactions

Continued from page 4
months and we have been studying it. Our engineers are giving the record expensive tests."

John Mosely, engineer for Audio Fidelity, said he felt some quality was sacrificed on the jazz disk heard and expressed doubt that a classical disk made with the system would give as faithful a result. He did opine, however, that the disk "would satisfy the average home user," in mono or stereo form.

Ted Jacobsen, an engineering supervisor at Westrex stated: "To produce a compatible stereo disk, using the vertical-lateral technique, a substantial amount of the vertical component is eliminated. This method was proposed several years ago and was turned down in favor of the 45-45 system. If anybody wants to produce the so-called compatible disk, it can be done with the Westrex 3-C cutter.

GAC Bands

Continued from page 4

attractions, along with chatter material on their career and current releases. List includes Shep Fields, Pee Wee Hunt, Henry Jerome, Stan Kenton, Johnny Long, Clyde McCoy, Billy May, Art Mooney, Russ Morgan, Buddy Morrow, Newport Youth Band, Bobby Sherwood, Claude Thornhill, plus vocalists who perform with Big Band-type backings — Ray Eberle, etc.

Sinnott notes that since the introduction of stereo sound, bands have become more in demand by record companies, because stereo buyers have discovered the Big Band sound showcases their stereo systems in a particularly effective manner. Now that stations are beginning to emphasize Big Band programming, Sinnott predicts bands will be in even heavier demand by waxeries in 1960.

4 More for UA

Continued from page 4

four-color label design which includes a multi-colored stroboscope around the label edge, inclosing UA initials in the same color scheme. The new label will be on all LP's with a special adaptation for singles. It will be used on the new Marv Johnson album and on the sing-along set.

UA has signed the Zoot Finster Octet to a long exclusive pact. A change in the group's line-up now has Zig Priff on trumpet. Anastasia Lefcourt, jazz and blues singer, has also been added.

20th Fox LP's

Continued from page 4

lighting Simeone, Martino, Alfred Newman, Malcolm Arnold and the London Philharmonic Ork. There is no duplication of tracks in either package.

The new Simeone package is "Sing We Now the Songs of Faith," third in the firm's "Sing We Now" album series. The 20th Century Strings' new release, tagged "Great Standards" (conducted by Hugo Montenegro), is third volume in another continuing 20th-Fox LP series.

Coca-Cola

Continued from page 4

ing local, area and division eliminations, the finals will be held in New York.

Deejays from the Southwest met in Houston last week to set regional plans on the contest; while Rod Kellogg, who emcees the "Hi-Fi Club" on KPHO, Phoenix, Ariz., has already started auditions for musically talented high school students who are members of the club.

Three grand prize winners will each receive \$5,000 in cash or college scholarships. Other awards include clothing, vacation trips and trophies.

New Budget Cold

Continued from page 6

jects overseas, up six over the 1960 estimate of 26 junkets.

The United States Information Agency will get up to \$105 million in fiscal 1961, but the request for the broadcast media allowance — which includes the world-welcome Voice of America musical program—will increase only \$565,800 over 1960 estimate of \$5.2 million.

Total of these two budget requests in America's bid for making friends by peaceful exchange comes to \$114 million, as against over \$45 billion for defense, out of the President's proposed budget of \$79 billion for fiscal 1961.

Another Billboard Record/Phono Dealer

ILFELD HDWE A FURN CO

LAS VEGAS N MEX
6320 0210

Ilfeld Hardware & Furniture Co.

- The retail establishment of this record/phono dealer . . .
- . . . is essentially a furniture and hardware store
- . . . offers both records and albums
- . . . handles phonographs selling from \$19.90 to \$450
- . . . has been reading Billboard for more than 5 years

YOU DON'T KNOW ME.....



My name is LENNY WELCH... and my first release on Cadence Records, which I hope you like, is YOU DON'T KNOW ME B/W I Need Someone...1373

 proudly presents
the most talked about
record in years

LET MY PEOPLE GO
SONG OF
EXODUS

by
DICK JACOBS

his chorus and orchestra

Coral 62168



Att'y Charges ASCAP Payola

• Continued from page 3

of the current Consent Decree, Cheyette charges that "ASCAP... from its inception, has been dedicated to the unfair proposition that equal use of its music by its licensees does not require equal allocation of revenue be made... to the members whose music is so used... The method the ASCAP Board of Directors has traditionally deemed proper is that a predominant share of the ASCAP revenue should go to the publishers represented on the Board of Directors... This allocation has little or no relation to the actual use of music by ASCAP licensees. For the past eight years... approximately 63 per cent of all money distributed by ASCAP to publishers has gone to the 10 traditional publisher members of the Board, constituting less than 1 per cent of the total publisher membership."

Analyzes System

Analyzing the ASCAP survey system, Cheyette, quoting from plaintiff's memorandum in support of the Proposed Consent Order, September 2, notes: "ASCAP's survey puts a premium on network broadcasting performance. It does not adequately take into account thousands of performances occurring daily over local radio and TV... ASCAP logs each commercial network performance and multiplies it by the number of affiliated stations carrying the program. In contrast, ASCAP in its so-called local survey logs less than

one-fourth of one per cent of the total hours of local broadcasting throughout the country. Yet every local radio performance of an ASCAP song receives a multiplier of only 20, and every local TV performance a multiplier of only 60... The license fees received from radio and TV networks account for only one-fourth of ASCAP's domestic revenue, but ASCAP distributes almost two-thirds of its income on the basis of network performances. Again in contrast, ASCAP distributes only one-third of its revenue on the basis of local radio and television performances altho three-fifths of the Society's domestic income is derived from such sources... Moreover, this survey is not conducted in such a way as to include anything like a representative sample of the performances occurring on non-network programs and other media such as wired music, hotels, etc. Thus the survey samples no more than one song out of every 500 performed throughout the country on local radio and TV stations, but ASCAP applies a multiplier of only 20 to each song thus sampled."

Result has been, notes Cheyette, that publisher members knew that network performances would have to be counted toward the allocation of three-fifths of ASCAP's income, where as local performances had only one chance in 500 to be counted toward allocation of one-third of ASCAP income. Moreover, the odds were even greater because of the inaccurate identification system, he adds.

The Moral

The statement adds:

"The moral of this story was simple... Payola, if you could afford the price, was both economical, feasible and desirable, if it resulted in network performance because such performance would necessarily produce a return from ASCAP, the amount of which could be accurately predicted. Payola on local stations, however, was economically unfeasible because there was only one chance in 500 that any such local performance would be reflected in the ASCAP distribution. The ultimate effect of this survey system was then, to promote the use of payola for network programs but to restrict its use to the major ASCAP publishers primarily since they were the only ones capable of paying the price a network plug required. Moreover, these major publishers by being on the board were in a position, as the rank and file were not, to supervise the ASCAP survey and distribution."

The statement adds: "Compositions which pay off 1,000 to 1... plus a 100 per cent network survey, made the opportunity for payola complete..." To support this the statement refers to articles in Variety and The Billboard, and states that certain publishers have not been "reticent to take advantage of this opportunity."

Public Slighted

The statement additionally charged that because of the ASCAP system, the public is not getting the music it wants; and that altho the board has considered the problem of payola, it has been "impliedly condoned." It is further charged that the ASCAP administration has the power to investigate such "manipulation" by its members, but has refused.

Cheyette adds that in order to eliminate performance payola it is necessary to "either make uncertain whether a given performance will be reflected in the ASCAP survey or to depress the value of an individual performance by increasing the number of performances surveyed to the point where it becomes economically unfeasible to pay for performances. The first

Liberty Sets

• Continued from page 4

pearances plus night club dates. The label is backing up the drive with an extensive ad campaign.

To kick-off the artist, his initial disk is being packaged in a four-color sleeve aimed at spurring sales at the self-service retail level.

According to Liberty, O'Keefe fronted his own band in Australia when he was 20 years old. He later had his own national radio show and subsequently, a TV show, "Six o'Clock Rock," which Liberty says made him the teen-age idol of the down-under country. Label is using the "Mr. Boomerang" title as a tag of identity, since, it is said, he has demonstrated the use of the boomerang in his personals.

O'Keefe is credited with writing "The Wild One," a ballad which reportedly climbed high atop the down under pop charts. Tune, as well as his other originals, will be introduced during his appearances.

More Jobs

• Continued from page 4

pick up at attractive prices. While conducting this search, he said, he also expects to consider attractive small-town stations for temporary ownership until urban opportunities open up. In such cases, he said, he would not switch to the all-girl style.

Once having four or five all-fem outlets, Phillips said he would open a training school for deejayettes in Memphis. Girls passing an audition would be trained free or possibly be given small payment. After building a corps of qualified announcers, Phillips said he might switch the girls from one station to another to keep fresh voices on the air in the various towns.

might be accomplished by a scientific random sample, the second by expanding the survey to include all performances and by requiring payment by the Society to its members on a per use basis. The optimum solution is a combination of the two, i.e., to have an independent agency hired by the Society, receive periodic notices... and certify the results to the Society..."

Cheyette added that the Justice Department "consented to permit the board to conduct the survey themselves, to continue the networks on a 100 per cent basis, while raising the size of the local survey from two-tenths of one per cent to a mere three-tenths and increasing the local multiplier. On the positive side, it did reduce the value of the individual network performances somewhat by prohibiting ASCAP from distributing more revenue for network performances than it received from the networks and by reducing discrimination between similar compositions identically performed from a maximum of 1,000 to 1 to a maximum of 100 to 1."

FCC Has Power

Cheyette concludes that payola is still "practical for major ASCAP publishers," because of alleged failure of the Justice Department to adequately revise the survey.

Cheyette states that the FCC has the legal power to remedy the matter. "It has the practical power to do so because... its licensees contribute nearly 90 per cent of the revenue of performing rights societies."

Cheyette urges that the FCC require stations to file notice of every music use; that the FCC prohibit stations from entering into licensing agreements unless the performing rights society agrees to distribute its revenue on a per use basis... "save that the performing rights society should have the right to discriminate according to type of use. The FCC in turn should de-

Personality and Act Now Recipe

• Continued from page 2

are youngsters, without the type of appeal that will draw the young marrieds or the older marrieds into a night club. And they also claim that too many of the artists who come up with hits have no act and thus often lay a bomb when they do appear at a local night club.

Style and Personality

Generally these agents are referring to young artists who hit via records only, prior to their playing clubs or road tours. Yet it is not true that a record hit can't make an artist today, if the artist has a style and some sort of personality. Two recent instances would be the Kingston Trio and Brook Benton, both new talents that made it with one big hit — have hits since. Both Benton and the Kingston Trio are now in the \$2,000 to \$3,000 a week class and records put them over originally. But both Benton and the Trio have personality and an act.

Many bookers making up packages to send out on the road have remarked about the strange lack of appeal of some artists whose records have sold solidly, release after release. It is as tho the kids who attend rock and roll shows prefer some artists only on records and others both on records and in person. (This is a reverse twist as against artists who do great in night clubs but can't make it at all on records.) Some packages sent out on the road and loaded with hit artists don't make it at all. Others, also loaded with a similar group and number of record artists, make it solidly.

It is true that the sensational impact a record hit meant for an artist a few years ago is becoming less and less common. An artist not only has to have a hit rec-

ord, but he often must have more than one, and an act besides. And he must have a smart manager and agent too, who books him into, and out of, the right places.

on 20th FOX

ALL YOU HEAR IS BEAUTY

If you like the sweet smell of success — you read your businesspaper carefully and regularly. You know there's no other place you can get so much of what you need to be outstanding in your job, or in your field, as the information you find concentrated in the advertising and editorial pages of your businesspaper.



PHOTO ON LOCATION BY EHRENBRE

Craft Diskery

• Continued from page 4

ater Building on Seventh Avenue here. A number of swinging operators are housed in this working area. All have been recruited by Craft from various disking entities.

Sales chief Gordon Gray worked with Craft at M-G-M Records as did production chief, Lois Van Duyn. Nick Cirillo, comptroller, came from London Records and Cosnat Distributors, while Freddie Mendelssohn, pop singles a.&r. chief, came via King and later Savoy Records. Ed Cole, general production co-ordinator, who is slated to direct the company's forthcoming classical line, also is an alumnus of M-G-M. Mel Turoff and Moe Shulman, road men, came from Roulette. Danny Driscoll is the newest addition to the promotion staff, hired to cover the Chicago area.

Carlton Staff

• Continued from page 4

South and Don Genson will cover the West Coast and Southwestern markets.

Carlton Records made noise last week with the signing of two new singers. One is chanter Brooks Arthur, who will be released on Carlton, and the other is thrush Fran Manfield, whose disk will be issued on Guaranteed. Latter is managed by Natalie Fredericks, wife of deejay Alan Fredericks. Carlton's subsidiary label, Guaranteed Records, is taking on the national distribution of "Tough, Tough, Tough," a waxing issued on the Century Limited label in Jackson, Miss., with singer Andy Anderson.

fray the cost of this service by refusing to make the data available to a society unless the society pay a pro rata share of the expense."

Where there's business action, there's a businesspaper

... where there's record/phone business, there's

The Billboard

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



Start off the New Year with hits from Coral... Start off the New Year with hits from Coral...

TERESA BREWER

SWINGS INTO '60 WITH A SMASH HIT!

PEACE OF MIND

orchestra directed by
DICK JACOBS

9-62167



Display This Attractive Two-Color Sleeve for Extra-Added Sales!



Trend to Good Music Burgeons

• Continued from page 3

fully-orchestrated backgrounds — no small groups." The web's Pittsburgh outlet, WAMP, launched its own "Wall to Wall" sound January 1; while its Chicago station, WMAQ, dropped top-rated deejay Howard Miller a couple of weeks ago, when it switched its disk programming to "predominantly standards and some light classics."

Interestingly, Miller, who retains his WINDING show, last week announced a format change for WFOX, Milwaukee, of which he is majority owner. The outlet, said Miller, will henceforth spin "recognizable music" as opposed to "good music" which he notes can often be too obscure for the average listener.

Salesmen for WFOX are cashing in on the new format by carrying transistor sets when they call on prospective sponsors. Advertisers receive a free airplug if they fail to recognize a tune at any given time the radios are turned on. The station claims it has yet to divvy up a free spot.

Another NBC station, WRCV-Philadelphia, is playing up the "Big Band" angle of the web's new music policy, via "Sound of the Sixties" format. (See separate story this issue.) Also on a "Big Band" kick is CKFH, Toronto, Canada, which identifies itself as "The Big Band Station — Radio for Grown-ups." Another Canadian station, CHED, Edmonton, launched a "sweet swinging sound," January 4.

One of the original Top-30 outlets, KAYO, Seattle, recently switched to a new "soft sound" in programming, eliminating the "hard rock" disk items and integrating "the top 50 singles" and "the top 50 albums." Seattle station KISN, is also operating on a new "softer sound, more album selections" programming policy.

As of December 1, KJAY, Topeka, Kan., dropped r.&r. and re-

London Complaint

• Continued from page 2

turn," as FTC claims, and therefore are not illegal.

Spokesmen for the FTC say there are more complaints in the mill, which are being issued by the investigators and moved on to the Commission's trial attorneys at a rapid rate. However, they do not anticipate many hearings. The feeling is strong that most of the companies will settle by consent, thereby ending the action, while not having to admit being guilty of payola. This expectation is borne out by the administration's budget breakdown for the agency, which indicates very little change in level of negotiated cases in deceptive practices from fiscal 1960 estimates. (See separate story.)

London's extremely brief reply to the FTC complaint that payola deceives the public and is unfair to competitors simply denies "each and every allegation" to that effect. FTC revealed recently (15). The company admits having given "valuable consideration" to radio deejays, but does not mention television.

The New York firm also denies having sufficient knowledge to judge the validity of the agency conclusion that when a record company pays a deejay, his musical choice is pegged to the payola, while he implies that play is on merit or on true popularity basis.

London was one of the first three record companies to receive FTC payola complaint. RCA (Victor Records) almost immediately signed a consent order promising no more payola, and Bernard Lowe (Cameo Records) is also reported to have signed the consent, with a proviso for a 30-day delay in effective date. (See The Billboard, December 7 and December 21, 1959; January 18, 1960.)

turned to what the outlet termed "sensible programming."

A "Sound of the Swinging Sixties" format was started by WNTA, Newark, N. J., January 11, based on the premise that "both rock and roll and insipid instrumental 'schmaltz' music are on the way out." The WNTA format emphasizes the bands, "big personalities, who can actually sing, and big tunes that last longer than three weeks."

Even ultra-conservative "good music" station WQXR, New York, got in the act this month, via a format change. In 1960, the outlet will concentrate even more on classical music than in the past, and has dropped all of its lighter-music shows. "Lighter," by WQXR standards, of course, means light opera selections, etc.

New FCC Teeth

• Continued from page 2

two asked what steps broadcasters had taken to end the payola practices among employees. Deadline for report on payola transactions is February 5, 1960. Most licensees have answered both questions at the January 4 deadline for question two.

None of the information will be made public, except in those cases where the Commission has to take formal action on a particular case — in which case "all relevant material will be made part of the public record or application folder of the station involved," FCC notes.

FCC says further steps may be needed, on the basis of a study of the replies. Specifically, these are the steps FCC is considering:

1. It proposes to initiate rule making proceedings which would require broadcast licensees to take affirmative steps to prevent the broadcast of matter as a result of payola received by their employees;

2. Its processing of renewal and other applications filed by broadcast stations will include consideration of the stations' replies to the Commission's current inquiry into the above practices;

3. Where the licensee has answered question two (what steps he has taken to deal with the situation) and not question one (what unannounced matter he has so broadcast since November 1, 1958), consideration of any application will be withheld until the answer to question one is received (February 5 is the deadline for such filings);

4. Where no questions are raised by the replies, but information furnished the FCC by the Federal Trade Commission indicates station employee involvement in payola, the FCC will defer consideration of renewals for further study.

Freebie Practices

• Continued from page 3

allowance not exceed a certain percentage of a sale. Offhand, Phillips thought 10 per cent might be considered, but he was more concerned with standardization than with the specific ratio.

In the past year, he said, he has run up costs of \$3,000 to \$4,000 in phone calls merely to okay individual freebie deals with distributors. In absence of an accepted ratio, each deal must be individually negotiated in whispers, at great cost in time and strained feelings as well as phone bills, he added.

Phillips pointed out that publishers are now beginning to demand royalty payment on freebies, which threatens to run up the costs even higher. This trend adds to the need for planning the cost of freebies, lest the manufacturer discover that he has promoted himself out of business with promotional disks, Phillips said.

Indie manufacturers, who have

Ralph Peer

• Continued from page 2

ing activity in many segments of the music business — particularly with regard to the pop, country, rhythm and blues and Latin fields. Subsidiary offices of the Peer operation are established throughout the world, reaching into remote sections of the Far East and Latin America — in brief, wherever there is music publishing activity.

In 1920 Peer, while recording director of Okeh, recorded noted blues artists as Mamie Smith and later in the decade he traveled extensively for the Victor company, recording country and Negro artists. It was during this period that Peer discovered and developed Jimmie Rodgers, the folk blues singer and writer who is regarded as the Father of the Country Field.

Altho a pioneer and staunch supporter of country music, Peer next turned to the Latin field, where he amassed tremendous holdings, among his copyrights being "Besame Mucho," "Perfidia," etc. His country and Latin holdings were a pillar of strength to Broadcast Music, Inc., which Peer joined at its inception in 1940. Southern Music and its affiliates (Chas. K. Harris, etc.) are ASCAP-affiliated.

While maintaining his interests in grass roots material, Peer was continuously active in the pop field, establishing such international hits as "Fascination."

In later years, much of his time was devoted to horticulture, and his home on the West Coast contains a camellia collection unmatched thruout the world. In this sphere he had already assumed the status of one of the great plant explorers — having been instrumental in bringing into the Western world heretofore unknown camellia species.

Surviving are his widow, Monique Peer, after whom a camellia had been named; a son, Ralph I. Peer, 2d, and his mother, Mrs. Anne Peer.

Columbia Plans

• Continued from page 2

or as few as two in another. The albums that will be sent will be selected by members of both the Masterworks and the sales department, with emphasis on the most commercial items. Show albums will also be included in albums to be selected. Dealers may, if they wish, order more than one album each under the ARP program.

Merchandise purchased each month by dealer subscribers to Columbia's ARP will be given an extra 10 per cent discount on these purchases, and these albums will be subject to Columbia's "bonus to sell" program as well.

The first shipments under the program will start with Columbia's March releases. It is expected that the individual albums and the merchandising kit will be shipped at least one week in advance of the album release dates.

Columbia sales execs are convinced that the ARP program will aid the dealer greatly in merchandising classical records, and in ordering and selling Masterworks records expressly. The kits will have in them sales hints, product information, press biographies about the albums, artists biosographies, reprints of national ads and samples of brochures and store display pieces.

been most active in the use of freebies as a sales lever, have most to lose by unplanned giveaways. If chaotic promotional costs are forcing indies into the marginal areas of profit and loss, the relative strength of the majors becomes greater because they can withstand a financial beating for longer periods, Phillips concluded.

Top 40 Listings

• Continued from page 3

to have serious effects in disk sales, according to Frank Beretta, owner of Poplar Tunes and Pop Tunes, two of the largest disk stores in the South.

"For the kids, it'll be like learning to walk all over again," Beretta said. "They've become so accustomed to coming in every week to look over the sheet, that now they'll have to fish around for new ways to know what to buy. The sheets have been good for us as a sales booster. A kid comes in to buy a particular disk, he looks down the sheet and buys a couple or three more. I guess we'll have to go back to mimeographing our own sheet again like we used to. I hope it has the same impact of a sheet backed up by radio stations."

Poplar Tunes has been mailing 200 WMPs sheets weekly and distributing 400 over the counter.

Meanwhile, Plumstead pointed out that the sheets, while they attempted to be a survey of disk sales popularity, were not a sole guide to Plough stations' programming. In many cases, he said, tunes hitting No. 1 on the sheets were never played on the stations because they were too rough in lyric or music content. On the other hand, stations have programmed a solid portion of album material.

Plumstead said the current changing sound of the Plough stations does not represent a policy change but a change in record buying tastes. Plough has not appreciably altered its disk policy in more than a year, he said, but since last June the percentage of rock and roll appearing in the survey has reduced.

Roosevelt Frowns

• Continued from page 3

indicated that he had by no means closed out the possibility. The length of time needed to evaluate both the working of the new decree terms, and the effectiveness of the two court-appointed supervisors who are to report on the performance survey, would eliminate possibility of hearings in this pre-election session.

Of the supervisors appointed to oversee the workings of the decree, Roosevelt said: "We must presume that an honest effort will be made to carry out the intent of the decree."

By a somewhat ironic coincidence, at the press conference which was called primarily on Roosevelt's subcommittee bills on fair practices in the food and petroleum industries, Roosevelt commented: "Consent decrees after a lapse of nine or 10 years do not appear to do the job. Too many loopholes are found over a period of time." It is 10 years since the 1950 ASCAP decree terms — originally planned to reinforce its 1941 decree — have been found wanting by dissident members, the Roosevelt subcommittee and Justice Department.

Atlantic Pkge.

• Continued from page 2

I've Met You Baby"; 1957, the Bobette's "Mr. Lee"; 1958, Chuck Willis' "What Am I Living For?" and 1959, Ray Charles' "What'd I Say" and the Drifters' "There Goes My Baby."

The '54 and '55 disks played a major role in bridging the gap between rhythm and blues and pop. Altho pop covers of both disks—Bill Haley's "Shake, Rattle and Roll" and Georgia Gibbs' "Tweedle Dee" took the lead on the pop charts, both the Turner and LaVern Baker platters placed on the pop listings.

At that time, Miss Baker persuaded her Congressman to denounce the Gibbs disk in the House of Representatives, and propose a law forbidding the copying of disk hits.

Marek Statement

• Continued from page 2

their stations relations men call on disk jockeys, librarians, etc. The letter appeared to be sent to stations to clear away any misconceptions created when RCA Victor signed the FTC Consent Order a few weeks ago.

The letter read, in part: "We believe that 1960 will be a great, if not the greatest, year for music in America. . . . Radio stations . . . have rendered a valuable service to music. We, in the record business, would not want to do without the music missionary work of radio any more than radio stations today could do without recorded music. . . . As you know, we wholeheartedly believe in the correction of abuses in the music industry. We believe that you desire such corrections as well. We will continue to do our part to make available to you the music we record. The various services which have been offered to most radio stations thru our distributors . . . will be continued in full. The men employed by us to call on radio stations will continue. It will be their task in the future, as it was in the past, to call to your attention the interesting and worth-while recordings that we make, so that your programming may . . . be comprehensive."

Big 3 Step Up

• Continued from page 2

record dates. Creative servicing to record companies with respect to albums will be handled by Oscar Robbins and the men in his department. Ted Black will be associated with Robbins in the New York office, and Dick Milford will assist Robbins and Black.

The Big Three's Chicago rep, Erwin Barg, will expand his exploitation operation outside Chicago to include other Midwest cities formerly covered by Bill White. The latter has retired from the company after 40 years of service.

The West Coast Big Three exploitation operation will work closely with New York under the direction of Eddie MacHarg and Hy Kantor, assisted by Jay Lowey as the recording company contact and Barney McDevitt for radio and TV contacts. Co-ordination of all inter-office professional activities will be handled by Ed Slattery, executive assistant to Mickey Scopp, general manager of the Big Three companies. Scopp stated this week that he expected 1960 would be an even better year for the Big Three than 1959, the firm's best year to date.

'Top Quality'

• Continued from page 3

time ambition of his. Regarding distributors, Grenell said there would be no favoritism shown, no special deals and no territorial invasions.

"We will also cut down on the number of monthly releases and will concentrate on a carefully selected choice of newly recorded material. Our byword will be to upgrade our catalog all along the line," Grenell added.

S-F 98c Stereo

• Continued from page 3

Yorker, Bill, Esquire, Playboy and others. The ads all read "No Clubs, No Coupon, No Commitments."

In addition to the above deal, the Somerset label is offering a monaural program to all dealers, consisting of a pre-pack of 25 good selling monaural LP's with the purchase of 100 Somerset records.

IN 1960 YOUR ANSWER TO REAL PROFIT



AUTOMATIC RELEASE PROGRAM SUBSCRIPTION AGREEMENT

for

COLUMBIA MASTERWORKS LP RECORDS

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

(Check Desired Plan)

- Regular High Fidelity LP Albums
- Stereo LP Albums
- Both Regular High Fidelity LP and Stereo LP Albums

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

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

Dealer's Name _____

Authorized Signature _____

MEMO

*Call
Columbia Distributor
Immediately and
get all the details!*

Hi-Fi Institute Maps New Program for Revitalization

New Board Blueprints Reforms

By LEE ZHITO

HOLLYWOOD — A new program aimed at revitalizing the Institute of High Fidelity Manufacturers and rekindling enthusiasm among its members was launched last week by the Institute's newly elected board. Ray Pepe (James B. Lansing veepee) served as acting prexy following the withdrawal by Walter Stanton (Pickering prexy) as sole candidate for the Institute's office (see The Billboard, January 19).

Among the measures passed was a plan calling for a closer working relationship with the Audio Engineering Society. In the Institute's earlier days, a close bond existed when the engineering group lent its name as co-sponsor to some of the hi-fi shows. The AES, the board felt, lent a mantle of engineering know-how and prestige to the Institute. Further, the AES itself is comprised of thousands of hard-core hi-fi enthusiasts whose support will be welcomed.

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

The board requested the treasurer to prepare a statement of funds, going back to the founding of the Institute and the disbursement (Continued on page 26)

Rek-O-Kut On Big Air Promo Kick

NEW YORK — The Rek-O-Kut Company, manufacturer of turntables and tonearms, whose Audax division also turns out a line of speaker systems, has swung into high gear promotionally, via a full year time buy on WABC-FM here.

The program will be known as the Rek-O-Kut Hour and will be heard Monday, Wednesday and Friday in the 10 to 11 p.m. slot. The program went on the air last week (18) coincidentally with the division for the first time of AM and FM programming on the local American Broadcasting outlet here.

Commercials on the show will be of a low-key, informational nature, explaining various aspects of high fidelity. Names and addresses of local dealers handling Rek-O-Kut products will be inserted in the continuity.

The company's heavily expanded ad and promotion program for 1960, of which the radio time buy is only one facet, were outlined at a recent meeting in Ruckahoe, N. Y., with officials of Land-C-Air Sales Company, which represents Rek-O-Kut and Audax in the Middle-Atlantic States, plus Delaware, Maryland, Virginia and the nation's capital.

To call attention to its consumer ad program, the company invited to the conference reps of Esquire, Sports Illustrated, Playboy, High Fidelity and WABC, all of which are among the media selected for the year's campaign.

Magnavox Buys British Firm, Collaro, Ltd.

FORT WAYNE, Ind.—Magnavox this week launched its first major bid for the international consumer electronics products market with the acquisition of Callaro Ltd. of England. Frank Freimann, president of Magnavox, announced the addition of the English maker of record changers, phonographs, reel-to-reel tape recorders and components, in conjunction with Callaro president Isaac Wolfson, noting that the linking of the two firms carries not only product but distribution ramifications. Wolfson major British industrialist, is not only head of the Callaro operation, but also heads a very large chain of retail merchandising outlets thru the British Isles, the Commonwealth and continental Europe called Great Universal Stores. Just as Magnavox has a two-step distri-

(Continued on page 26)

Diskeries Get Full Privileges

HOLLYWOOD — Recording companies will be welcomed into the Institute of High Fidelity Manufacturers as regular members, enjoying full voting privileges, according to the unanimous approval last week of the IHFM board. Heretofore, record manufacturers could belong only as associate members which did not allow them to vote and thereby to have a voice in Institute affairs.

James B. Lansing's Ray Pepe, acting prexy of the Institute, explained that the disk is as much a "component" in a high fidelity system as any other part, and, therefore, record manufacturers should participate in the affairs of the Institute along with all the other hi-fi component manufacturers. It was argued that the finest possible hi-fi system is ever at the mercy of the quality of sound held in the record groove.

Active participation by diskeries

(Continued on page 26)

Stereomonic Sound New Phono Gimmick

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

By REN GREVATT

NEW YORK — Stereo that isn't really stereo may soon be made available for domestic purposes. The process which may be employed in the marketing of some future phonograph lines is known as "stereomonic," and its manufacturer claims that it can "convert any record, old or new, to amazing stereo-like sound."

The new stereomonic amplifier was developed and recently patented by inventor H. C. Hogen-camp of Columbus, Ga. The version of the unit which is just now being brought to market has been tailored primarily for converting juke boxes to a so-called stereo sound, but there are reports that later on, domestic models will be made available.

Very simply, the unit is so engineered as to separate the high frequencies on a monaural disk from the lows and pump them out thru separate speaker systems. Currently the unit is being offered to juke operators thru Peach State Distributing, Atlanta Wurlitzer distributor. It is known, however, that a demonstration of the unit was conducted for officials of one of the largest phonograph manufacturing companies, located in the Midwest only last week. It is also known that one of the nation's largest mail-order chains, also headquartered in the Midwest, is interested in marketing the unit. Negotiations have been conducted with both these firms with the matter of price per unit and exclusivity the main stumbling blocks at this stage of the talks.

The inventors and developers of the unit are being financed in the early marketing stages by the Martin Theater Corporation, operator of more than 200 movie houses in

Georgia, Florida, South Carolina and Tennessee.

Not True Stereo

Spokesmen for the stereomonic development, claim several advantages, despite their open admission that the sound produced is not true stereo. It was pointed out that in the case of true stereo, the listener must assume a sort of cen-

(Continued on page 21)

Bigger Gate For L. A. Show

HOLLYWOOD — This year's Los Angeles Hi-Fi Show scored a substantial increase in attendance over last year's event, the boost in turnout taking on even more impressive proportions when seen in the light of seemingly insurmountable obstacles plaguing the affair, including an epidemic of a variety of Asian flu, and unusually bad weather conditions.

This year's exhibit drew 24,600 paid admissions to the Pan-Pacific Auditorium as opposed to last year's 21,300 visitors at the Biltmore Hotel.

Two factors worked in the favor of this year's show: a high voltage ad campaign using radio and 24 sheets, and the fact that the show was centrally located at the Pan-Pacific Auditorium within easy access of hi-fi minded Hollywood and Beverly Hills. Last year's event was held at the more distant downtown Los Angeles Biltmore Hotel. The show here was sponsored both years by the Institute of High Fidelity Manufacturers.

Audio Feedback

FIRM PRICING PAYS FOR MAGNAVOX

"The only time you'll find Magnavox packaged goods on sale at less than list is during the annual clearance sale we permit our franchised dealers," we were once told at a New York dealer showing by Frank Freimann, president of the Magnavox Company. By all indications, the strict direct-to-dealer sales policy of Magnavox, a policy unusual in the field of packaged stereo, hi-fi, radio and TV, is paying dividends in the literal sense.

Magnavox, altho distributing on a selective franchised basis that gives only limited penetration of the consumer market, is in a strong position. About 60 per cent of Magnavox sales of \$90.6 million for the year ending June 30, 1959, were consumer products. Of these, about half were in the home phono field. Magnavox has only some 10 per cent of the U. S. packaged phono market, but accounts for nearly one-third of all consoles selling for more than \$250.

Not content with this achievement, now reflected quarterly in per-share profits of about \$1, Magnavox is out to conquer other areas. Recently, the firm invaded the lower-priced stereo market with no less than three phono models priced under \$150 (see Audio-Phono Directory, The Billboard, January 11, p. 22) with the least expensive of the trio, tagged at \$119.95, and with another over-\$150 model at \$199.50. This invasion, according to a report we've seen from the office of C. Wesley LaBlanc, assistant to the president, could "more than double" Magnavox phono sales in the next five years.

Now pointing for total annual sales of \$135 million in the year ending in mid-1960, Magnavox has some other tricks up its sales sleeve. A Magnavox-made electronic organ will be launched in 1960 as the firm's entry in a field rapidly becoming important of music-audio-phono dealers. Magnavox is also in the process of closing a deal for a British subsidiary which spearhead a sales invasion of Commonwealth countries, including Canada, for the first time.

The Fort Wayne, Ind., firm is diversifying in other areas as well. Late last fall, Magnavox gave European electronics firms a real surprise by announcing it had received a \$9 million order from the West German Republic (which abounds locally in strong electronics concerns, from Telefunken to Siemens) for "communications systems." The deal pushed Magnavox's backlog of military and industrial sales (40 per cent of total sales) to a record level of over \$65 million and caused President Freimann to note that he anticipated "a substantial increase in annual volume from foreign business."

In the military realm, where contracts held by Magnavox are likely to reach \$50 million in 1960, the company is as hot as the nose cone of a re-entering missile. Under an Air Force sub-contract from Eastman Kodak, Magnavox has co-developed Minimard, a data processing system (three delivered to the Air Force, two more being constructed) and is working on a simplified version of it, called Media, as a business-machine system for large business concerns.

The flow of consumer products to Magnavox dealers is by no means slighted in favor of the electronic diversification now a factor among major U. S. firms like General Electric, RCA, Philco, Westinghouse, Motorola, etc. With most phono dealers in large cities now reporting a trend to the over-\$300, all-in-one stereo unit, Magnavox intends to remain a prime mover in this consumer area, long a Magnavox favorite.

By its own reckoning, Magnavox has something like 35 per cent of the total market in TV-stereo-radio consoles and better-class TV receivers featuring 24-inch tubes. Expected to be a strong item in Magnavox lines this year is the \$595 Stereo Theater TV-phono, and even the high-end, de luxe stereo phono, Model 1-ST800F, at \$1,100, is expected to find a fair share of buyers attracted to Magnavox dealers by the firm's aggressive advertising and promotion, we're told.

FM RADIO SHOULD HAVE STRONG YEAR

It should be a good year at the dealer level for FM radio sets, manufacturing sources in both the component and packaged field indicate, with as many as 2,000,000 FM units of all types (FM-only, AM-FM radios, tuners, auto sets) being sold in the U. S. Motorola and Granco have already invaded the auto FM field, as have several European radio firms. On the low end of price lines, a significant breakthrough was made recently by veteran TV station operator and electronic equipment manufacturer Sarkes Tarzian, whose firm makes tuners for many TV lines. Tarzian is now marketing, in the Indianapolis-Bloomington area, a seven-tube FM receiver at what is just about the rock-bottom price for getting FM into the hands of consumers: \$19.95.

MORE DATA ON DEALER CO-OP PLANS

The Radio Advertising Bureau, promotion-research outfit supported by radio stations, is currently at work on a project that will be of interest to phono retailers and local radio stations. The project is a distillation of the co-op advertising plans of leading manufacturers in various fields, including such industry giants as RCA, Westinghouse, Admiral, etc., with emphasis on how stations can tap co-op funds in conjunction with dealers for local-sponsored radio shows. We'll try to bring you a report on RAB's findings when the project is completed in about six weeks.

By: C. R. S.

Battery Sales Add Plus Business \$\$

Dealer Cashes In on Service for Transistor, Portable Customers

By BOB LATIMER

Building a "can-do" reputation where radio batteries are concerned has led to a hefty monthly "plus business" volume at Mallory's, record dealership in New Orleans.

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

A few years ago, when transistor radios, particularly the miniature

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

dealers do not stock needles and other phono accessories.

Saw Opportunity

Seeing an excellent opportunity wide open for servicing the transistor-radio owner with a complete stock of batteries, Mallory built an eight-foot-long shelf at eye-level, behind the cashier's counter in his busy downtown store, and put in a representative stock of miniature batteries, along with standard A & B types for usual tube-operated portable radios. "We made a definite campaign out of it" he said. "We began using posters thru the store and in the windows, pointing out that we carry a complete stock of portable batteries for every type of portable radio, from the transistor miniatures up to battery-operated clock-radios. All of our salespeople were instructed to mention this fact emphatically, whenever possible to the customers, no matter what the latter came in to buy. We included a note to the same effect in all newspaper display ads, and occasionally, we insert a classified newspaper ad which simply points out that we are radio battery headquarters for New Orleans."

Even tho he hoped that this plan would sell a worth-while turnover of batteries, and was accustomed to heavy traffic in the Canal Street
(Continued on page 21)



Every type and size of battery used in today's portable and transistor portable radios are displayed and heavily promoted by Mallory's, prominent New Orleans radio and phono store. Pictured here is part of the depth stock of batteries and portables offered by Mallory's. Store has written considerable plus business by making batteries, an essential of portables, available to customers.

Melo-Sonics Intros 1960 Cartridge Line

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

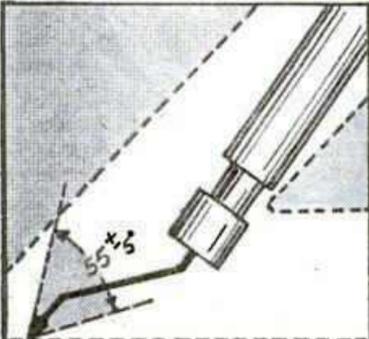
The Melo-Sonics unit employs a repeating tape, using the moebius

loop, endless repeater system. Tape is fully sealed in a mylar cartridge. The company has built a library which permits a total of 1,500 hours of uninterrupted music, of many different types. Each cartridge offers two full hours of playing time and the unit will play indefinitely until it is manually shut off.

To date, the company, which has been in business only a year, has focussed on the background music market in business and industrial fields. The latest application of the principal, however, is in the marine field, a fact which accounts for the company showing its units at the annual motor boat show current at the New York Coliseum.

Marine applications of the unit are the result of the fact that when the cartridge is slipped into position and the switch turned on, the cartridge is held in place by 60 pounds of pressure. No amount of rolling or pitching of the boat can shake the tape loose from its mooring or prevent it from playing.

Interest generated at the motor boat show on the part of Mr. Aver-
(Continued on page 21)



what's the angle?

55 (±5) degrees—a whole diamond—hand polished
Why 55 (±5) degrees? To fit standards set by record manufacturers. Stylus ground mechanically may have angles up to 85 degrees. The Duotone stylus is hand ground and polished as close to record-groove requirements as possible. A whole diamond, 2/3 embedded in the stylus, that can't break off like a welded chip—guaranteed—and the protection of a microscopic inspection for ±.0001 tolerance in its radius—that's the angle.

DUOTONE

DIAMOND NEEDLE
Keypoint, New Jersey
In Canada: Chas. W. Pointon, Ltd., Toronto



NuTone Intros Home Intercom Stereo Plant

CHICAGO—The apex in functional audio playback was unveiled here this week at the National Home Builders' Show by NuTone Inc., Cincinnati maker of intercom systems and door bells and chimes, with the first built-in stereo intercom system, featuring component parts and tape and record playback. The NuTone system is aimed at the home builder, who can put in master controls which transmit AM or FM radio, stereo records or tape thru a home. The amplifier, tuner, record player or tape deck are built into standard four-inch studding solving the "where-to-put-it" problem in a new home. The integrated home sound system makes it possible to equip each room in a new home with individual controls for up to eight different locations. NuTone offers both outdoor and indoor built-in wall speakers.

As components, NuTone offers a dual amplifier, an AM-FM tuner,
(Continued on page 21)

Poetry in Motion is Profit in Motion for You!

Audio Book of Famous Poems
Moves from Dealer Shelves the Nation Over!

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

STOCK IT — PROMOTE IT — SELL IT!

OTHER BEST SELLING AUDIO BOOK 16 RPM RECORD ALBUMS —

The Basic Writings of Ralph Waldo Emerson—Lew Ayres reads with understanding and integrity the most representative works of one of America's greatest men of letters.
5 Records — \$5.95 List

The Complete Sonnets of Shakespeare — Ronald Colman reads all 154 sonnets which is a sensitive, moving and altogether magnificent achievement.
3 Records — \$3.95 List

The Best of Mark Twain — A rollicking reading of 17 of the most hilarious stories and sketches by America's most beloved humorist.
4 Records — \$4.95 List

ORDER THESE POPULAR 'AUDIO BOOKS' FROM YOUR DISTRIBUTOR TODAY!

Write for Complete Catalogs

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

LIVINGSTON PRESENTS THE SONGS FROM RODGERS & HAMMERSTEIN'S

THE SOUND OF MUSIC

Cosmopolitan Choral Ensemble & Orchestra

4T-13	FOUR TRACK	\$7.95
2T-13	TWO TRACK	\$9.95

MAVIS RIVERS



So Rare

A swinging
SELL TREATMENT
 of a wonderful
 standard...

C/W Longing, Longing, Longing

Record No. 4333



Melo-Sonics Cartridge Line

• Continued from page 19

age Consumer, according to company spokesmen, has prompted a review of the domestic application picture. "We intend to develop a smaller, more compact unit for home use," was the comment of a Melo-Sonic spokesman.

Representatives of the firm were equally enthused as to the applications of the unit for automobile use. "It's too big the way it is now, even as small as it is, but we have plans in mind for car use," commented Marvin Cohen, one of the principals. "We will probably put together a unit using simply the tape deck and a transistorized pre-amplifier in a small housing and use the amplifier and speaker of the car radio for auto use. Again the fact that no amount of motion in any direction can dislodge the tape — as it could in the case of a record — will work to our advantage in the auto field."

The auto unit would operate off a six or 12 volt direct current power supply, while the marine installation can be operated from either of these or a 32 volt power supply.

On the background music aspect, users actually buy the equipment and the tape cartridges. In this case, as the company literature points out, there are "no monthly rentals, captive contracts, line static, station breaks or annoying FM commercials." Cartridges are sold initially for \$30 each altho upon return of any cartridge, another is available at \$15.

The standard unit which includes volume and tone controls lists at \$189, while a de luxe model, including a mike for PA purposes, goes for \$249. An industrial model, without amplifier

is listed at \$179, or at \$206 with amplifier.

The Mariner line for pleasure craft starts with the Sea Breeze at \$229.50 and includes the Bermuda for use with six and 12 volt systems at \$295.50 and the Commodore for \$430.50.

All music in the Melo-Sonic library has been licensed thru ASCAP. At the moment, the systems are strictly geared for mon-

aural (at 3 3/4 inches per second speed) but plans are in the works to break into the stereo field soon.

The system employs standard tape and is being seen by some traders as a powerful competitor for a tape cartridge system now under development by the Minnesota Mining and Manufacturing Company. The latter system employs a narrower tape, played at 1 7/8 inches per second and is capable of stacking tape in the same way a disk player stacks records. However the 3M's system does not incorporate the continuous loop principle.

Stereomonic Sound Gimmick

• Continued from page 18

tral position between speakers, while it is claimed that stereomonic sound saturates a whole room, providing a depth effect no matter where the listener may be positioned. "What some people do on the record, we do with every record thru our amplifier," it was stated.

Another advantage listed was the fact that there are many millions of monaural records in the hands of disk collectors, which without such a development as stereomonic sound, would inevitably lose some of their appeal in a highly stereo-conscious world. "These records too can now be played in a stereo fashion," it was said.

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

Ups Juke Takes

In an old style juke box in a smart cocktail lounge, the stereo-

monic unit upped the take by about 20 per cent during the test period. On the other hand, in a bar, the increase jumped to 60 per cent. In what was described as an "out and out dive," the added take was noted as 125 per cent. "People who have heard it can't believe their ears," said the enthused spokesman.

On the other hand, some disk and phono industry sources, apprised of the development, quickly recalled the condemnation heaped upon earlier versions of so-called stereo records, which were known to have employed the process of splitting highs and lows to achieve a depth effect. These sources were generally taking a dim view of the latest three-dimensional sound development. They pointed out that only recently, practices of certain manufacturers of marketing a so-called "three channel stereo" out of two basic channels, in which the bass tones were pumped thru a center speaker, were taken note of in a dubious manner by the National Better Business Bureau.

Battery Sales Add Business \$

• Continued from page 19

store, Mallory wasn't prepared for the stellar results which ensued. By the end of the first month, after this concentrated promotion got under way, more than \$500 worth of batteries, primarily for transistor sets, had been sold. Turnover was so rapid, in fact, that it was necessary to keep a porter "constantly running to distributors to pick up more batteries."

Increased Stock

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

shapes, tiny miniatures for the smallest portables on the market, etc.

All salespeople in the store have been thoroughly trained in recognizing at a glance the size battery required for various transistor radios, making installations swiftly for the customer, and reminding the latter "We always have the batteries you need in stock," when the radio is handed back to the gratified owner. It isn't unusual for personnel at the cash register to sell an extra set or two of batteries to customers who live in small towns nearby, simply to "save a trip into town."

New Orleans, of course, is a major seaport, with hundreds of foreign nationals visiting the colorful city every week. Signs in foreign languages are thus employed to point out to such visitors that Mallory's carries all necessary batteries for the miniature radios which many visitors buy as souvenirs. Such customers as French, Greek, Spanish, South American, and other naval men have bought as many as 10 batteries "at a crack" well aware that they cannot easily locate such batteries in their home ports or cities.

Nutone Intros

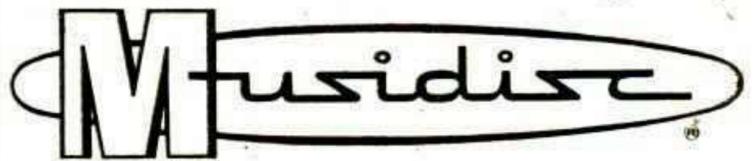
• Continued from page 19

a record changer made by V-M Corporation a cartridge tape recorder made by Bell Sound Systems using three-and-three-quarter-inch-per-second tape and individual remote control panels for indoor and outdoor use. Price range is from \$400 to \$1000, depending upon the size of the system.

All components are encased in a variety of wood finishes, with the cases projecting no more than three inches out of the wall. The tape deck and record changer are fold-out type, which can be returned to their wall-cases when not in use.

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COLUMBIA #1 IN CONSUMER SALES

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DISTRIBUTOR NEWS

By HOWARD COOK

BALTIMORE: Sam Kaufman of Kay-Gee Distributing Company writes that his current big ones are "If I knew" by the Cruisers on V-Tone, "Love Is Just a Game to You" by the Short Twins on Jewel, "Have You Heard" by Herb Johnson on V-Tone and "Harbor Lights" by Pete Hendricks on Panorama. Top album is "The Fabulous Wailers" on Golden Crest.

Ed (The Beard) Kalicka of Marshall Enterprises, Inc., sends word that he's getting big sales for "Teen Angel" by Mark Dinning, "Lonely Blue Boy" by Conway Twitty (both on M-G-M) and "Handy Man" by Jimmy Jones on Cub. "My Little Marine" by Jamie Horton on Joy has broken out. "Wake the Town" by Mindy Carson and "Never Let Me Go" by the Valiants (also on Joy) are moving well.

Imperial has "Country Boy" by Fats Domino, Ricky Nelson's new EP, "Ricky Nelson Sings Spirituals," and "Canadian Sunset" by the Quarter Notes. "The Scent of Mystery" b-w "The Chase" by Eddie Fisher on Ramrod is going well. Warwick is cooking with "Beatnik Fly" by Johnny & the Hurricanes and "Whiffenpoof Song" by Bob Crewe. Comers include "High Tide Boogie" by Billy Mure on M-G-M and "Angela Jones" by Johnny Ferguson on M-G-M.

PHILADELPHIA: Jerry Ross of Cosnat Distributing Corporation advises us that the firm is racking up big sales for "Honey Hush" by Joe Turner on Atlantic and "Manana" b-w "Shake a Hand" by LaVern Baker on Atlantic. "Mashuga" by Louis Prima and Keely Smith on Dot is taking off. "Am I That Easy to Forget" by Debbie Reynolds on Dot is also hot. "Lullaby" by the Chevrons on Brent is clicking. Others that are going well include "I Love You Because" by Johnny Cash on Sun, "Dream Talk" by Herb & Betty Warner on Jubilee and "One More for the Road" by Hank Leeds on Jaro. Dot's new stereo plan has been getting an enthusiastic reaction from dealers.

Matty Singer of David Rosen, Inc., writes that several platters are showing definite signs. ABC-Paramount has "Never Let Me Go" by Lloyd Price, "Goodbye" b-w "A Place in the Sun" by Johnny Nash and "Vava Con Dios" by the Virtues. "Untouchable" by Joe Damiano on Chancellor looks promising. Kapp's new winners are "The Bells of St. Mary's" by Jane Morgan and "Red Headed Stranger" by David Hill. Mercury is swinging with "Baby" by Dinah Washington and Brook Benton, "Harbor Lights" b-w "Sleepy Lagoon" by the Platters and "You're My Baby" by Sarah Vaughan.

Top LP's are "Encore of Golden Hits" by the Platters and "The Magic of Sarah Vaughan" on Mercury and "Persuasive Percussion" by Terry Snyder on Command.

Word from Bob Heller of Chips Distributing is that Chips is about to launch a special Roulette Record promotion. Joe Kolsky, proxy of Roulette, was in huddles with Chips last week to help plan the promotion on a flock of the label's LP's. Those to be spotlighted and plugged include "Pearl Bailey Sings for Adults Only," "Born to Be Blue" by Anne Phillips and "For Wise Guys Only" by Turk Murphy.

Top singles at Chips this week are "Go, Jimmy, Go" by Jimmy Clanton on Ace, "Forever" by the Little Dippers on University, "Hold Me Close" by Lonnie & the Carollons on Mohawk, "Sweet Talkin' Baby" by Johnny Strickland, "Lonely Girls Prayer" by Connie & the Cones on Roulette, "Romeo & Juliet" by 101 Strings on Somerset, "Little Sister" by Cathy Carr and "Tender Love and Care" by Jimmie Rodgers on Roulette.

BRIEFS: Roosevelt Grier's (New York Giant Football star) first wax effort, "Sincerely" b-w "Why Don't You Do Right," on "A" Records, subsid of Arc Records, will be distributed thru Calico Records of Pittsburgh. Joy Records now has a total of 36 distributors, including an outlet in Hawaii. Current big items are "My Little Marine" by Jamie Horton, "Let Me Go Lover" by the Valiants and "When I Fall in Love" by Mindy Carson.

DISTRIB DOINGS: Joy Records has acquired or made the following distrib changes: Delta, Albany, N. Y.; Cosnat, Cincinnati; Mid-American, Des Moines; Trinity, East Hartford, Conn.; Krupp, El Paso, Tex.; Hanson, Miami Beach; John O'Brien, Milwaukee; Heilicher Bros., Minneapolis; Music City, Nashville; Apex-Martin, Newark, N. J.; Portem, New York; Heilicher Bros., Omaha; Bill Lawrence, Pittsburgh; Sneed, Denver, and "Microphone Music, Honolulu.

Jubilee has switched to Best Distributors, helmed by Steve Brodie, in Buffalo, N. Y. Current big platter for Jubilee is "Dream Talk" by Herb and Betty Warner.

LOS ANGELES: Gene Simmons of California Record Distributors called to report strong action on "Hully Gully" by the Olympics on Arvee. It's one of his strongest items. Other fast-moving singles are "Blue Rain" by the Islanders on Mayflower and "Black Orchid" by Cal Tjader on Fantasy. Top LP is "Woody Woodbury Looks at Love and Life," on Stereoditties. At Vista Distributors, for whom Simmons does promotion, "O Mio Dio" by Annetta is starting strongly.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Lauren's First Wax Hitting Big

Born in Fresno, Calif., on March 26, 1940, Rod Lauren never dreamed of being a singer. His first love was acting, and his parents' intention was for Lauren to become a dentist.

After graduating from Tracy High School in 1957, Lauren enrolled at Stockton Junior College where for a year he studied dramatics and appeared in many school and community plays. He also continued to play the trombone, which he had been studying since he was 10 years old.

Dick Pierce, who is an a.&r. director for RCA Victor, was prominent in bringing Lauren into the musical spotlight. The result is a real smash hit for Rod Lauren with his first disk, "If I Had a Girl."



Brenda Lee Scores With 'Sweet Nothin's'

Brenda Lee, born on December 11th, 1944 in Atlanta, Ga., made her first public appearance at the age of five in an amateur contest.

Petite Miss Lee began her road to popularity with her first appearance on ABC-TV's "Ozark Jubilee," where she impressed the audience with her vivacious personality.

Thereafter she became a "regular" on "Jubilee," in addition to making guest shots on many other network TV shows, including Perry Como Show, Steve Allen Show, and others.

She has also scored in top Las Vegas niteries and with her Decca recordings. Among these were "Jambalaya" and "One Step at a Time." Currently, Miss Lee is riding strong on the Hot 100 with "Sweet Nothin's."

YESTERYEAR'S TOPS—

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

- JANUARY 29, 1955
1. Let Me Go Lover
 2. Mr. Sandman
 3. Naughty Lady of Shady Lane
 4. Hearts of Stone
 5. Teach Me Tonight
 6. Melody of Love
 7. Count Your Blessings
 8. This Ole House
 9. I Need You Now
 10. Make Yourself Comfortable

- JANUARY 28, 1950
1. Dear Hearts and Gentle People
 2. I Can Dream, Can't I?
 3. The Old Master Painter
 4. A Dreamer's Holiday
 5. Mule Train
 6. Slipping Around
 7. There's No Tomorrow
 8. Bibbidi Bobbidi Boo
 9. Johnson Rag
 10. I've Got a Lovely Bunch of Coconuts

VOX JOX

By JUNE BUNDY

MOUTHS OF BABES DEPT.: Dick Biondi, WKBK, Buffalo, N. Y., writes "Signs of the times: We were preparing our New Year's Eve show — playing top hits of each year from 1950 to 1959, based on info supplied by The Billboard — and mentioned the Top 10 for 1959. Our son, sitting and listening, said 'You mean they've got the list fixed already for this year?' This boy is too close to the business."

CHANGE OF THEME: New station manager of WRCV, Philadelphia, is T. E. Paisley... Complete new jockey staff at KROD, El Paso, Tex., featuring all "formula personality" men, includes Paul Allen, ex-KLOS, Albuquerque, N. M.; Jack Murry, ex-KBMI, Las Vegas, Nev., and Chuck Edwards, ex-KELP, El Paso, Tex., KROD's new music director as well as deejay. Program director of outlet is Jim Newton, ex-KELP, El Paso, Tex.

New jockey additions at WHYN, Springfield, Mass., are George Wildey, formerly with WTYM, same city, and Ken Gaughran, formerly with WREB, Holyoke, Mass., as deejay-p.d.... Jonathan B. Frost has left KRGV, Weslaco, Tex., to join KRIZ, Phoenix, Ariz., in the 1-3 p.m. and 6-8 p.m. time slots.

Bill Scott has resigned as all-night jock at KILT, Houston, and moved to another McLendon station, KABL, San Francisco. Jay Rogers, ex-KTSA, San Antonio, has taken over his post at KILT.... James E. Bailey has been named managing director of Storer outlet WJW, Cleveland, replacing Paul E. Mills.

Chuck Daugherty has taken over the "Coke Hi-Fi Club" on WYZ, Detroit, in addition to his regular stint as pilot of that outlet's "All Night Satellite" show. Latter program has recently acquired an extra hour and now runs from midnight to 5:30 a.m. He is anxious to hear from other jocks who emcee "Hi-Fi Clubs" in other cities to compare gimmicks, etc.

Larry Dean, formerly with WJLB, Detroit, and known as "the dean of rhythm and blues," has left that station and is in the market for another deejay spot... Warren Clark, WFAA, Dallas, is emceeing a new show, "Tempo," which features a "Million Aires" seg — disks which have sold a million or more copies — plus standards. Program is heard on Mondays and Wednesdays from 7:05 to 9:15 p.m.

Station KSFO, San Francisco, last week launched a new time schedule for its Monday thru Friday deejay line-up. Don Sherwood and Dick Cook remain in their early morning 6-noon spots; while Del Courtney shortens his show to three hours — noon to 3 p.m.; Bob Arbogast and Al take over the 3-5:45 p.m. slot; Jim Spero emcees the 9 p.m. to midnight stanza, and Herb Kennedy handles the midnight to dawn "Night Sounds" show. During the last hour — 11 p.m. to midnight — of the Spero program, he will tour the Bay City in his "Ramblin' Rambler."

On KSFO, Saturdays, Wally King and Dick Cook retain their 6-noon time slots: Del Courtney extends his show to Saturday, noon to 3 p.m.; Bill Heyward is on from 3-6 p.m.; Colvig, 6-9 p.m.; and Spero, 9 p.m. to 2 a.m. On Sundays, King is on from 6-11 a.m. and noon to 3 p.m. Bob Arbogast has a new "Where's Al?" show from 11 a.m. to noon and teams up again with Al from 3 to 7 p.m. Heyward presents "Sunday Sounds," 7 p.m. to midnight, followed by Kennedy's "Night Sounds."

THIS 'N' THAT: Don Tillman, WMRI, Marion, Ind., recently completed his 300th record hop for teen-agers in the central Indiana area. During that time he spent more than 900 hours at emceeing hops. Tillman, who has a Saturday morning show, 9-11:30 a.m., last week signed to pilot Coca-Cola's "Hi-Fi Club" show in his city. The seg will be carried on his Saturday show at 10:05 a.m.

Norman Wain, who hosts the Friedman-Buick Dance Party on WEWS, Cleveland, Saturdays from 11 a.m. to noon, is conducting a dance contest, with the major prize a trip to Philadelphia, and an appearance on Dick Clark's ABC-TV "American Bandstand" program. Alan Russell, manager of the Lorain, O., Arthur Murray studio, will act as judge, and Wain will accompany the winning couple to Philly.

GAB BAG: Paul D. Vodicka, music director of WNUR-FM, "the radio voice of Northwestern University, Evanston, Ill.," writes, "WNUR gives blanket coverage to Evanston, many of the North Shore suburbs and a good part of Chicago, so you can see we have a great listening market. Being a University-owned operation we work within a tight budget, and cannot really afford to buy the disks we program. Therefore, any LP's or 45's will be appreciated and played."

Note to Bernie Smith, Indiana: Please send us the call letters of your station, and we will carry your item.... Danny Stiles, WNJR, Newark, N. J., and WCTC, New Brunswick, N. J., recently ran a contest asking listeners to identify the mystery voice on Eddie Fisher's new record "The Chase." First prize was a bottle of Mike Todd Jr.'s perfume, "Scent of Mystery," also the title of his new Smellelevision movie. Answer, of course, was Elizabeth Taylor.

Johnny Jano, KOKE, Austin, Tex., recently promoted to the post of musical director and assistant program director, reports his deejay show was No. 1 in Austin, according to the latest Pulse survey, "with more listeners than all other Austin stations combined."

Frosty Harris, KRLA, Hollywood, writes that three KRLA jocks — Bob Cole, Jim O'Neal and Frank Pollack — are hosting a teen-age night club every Sunday afternoon at a local Sunset Strip nitery. Kim Fowley, co-ordinator of KRLA record hops, notes that capacity crowds have turned out to sip non-alcoholic beverages and applaud such disk names as Jerry Lee Lewis, Eddie Cochran, Eugene Church, Sandy Nelson, Preston Epps, Art and Dotty Todd, the Olympics and Jerry Fuller.

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.

TERESA BREWER, the tiny girl with a big voice, is in The Billboard Spotlight with her latest on Coral, *Peace Of Mind*, an oldie given warm treatment by Teresa with a strong arrangement and country flavor. In private life, Miss Brewer is Mrs. Bill Monahan (her manager) and lives in Scarsdale, N. Y., with her husband and small daughters. She will guest star on Ed Sullivan's TV show Feb. 7.

JOHNNY BURNETTE, who recorded on Freedom Records, a subsid of Liberty, is swingin' with his first for Liberty, *Settin' The Woods On Fire*. Born in Memphis, Tenn., Johnny now makes Calif. his home. In addition to singing and playing guitar, he has written such songs as *Waitin' In School* and *Believe What You Say* (recorded by Ricky Nelson); *Wait* (recorded by Margie Rayburn), and many others.

PERRY COMO has a bright novelty, Delaware, that's getting many air plays. The lyrics are adapted from an old, familiar kiddies' jingle that uses States in a catchy and clever way to form an interesting story. Flip is *Know What God Is*, an inspirational ballad with background by Mitchell Ayres and his orchestra and the Ray Charles Singers. Both sides are excellent examples of Perry's ability to sing any type of song, and sing it well. Here are a few interesting notes about Mr. C.: his favorite colors are "Como blue," named after the famous lake in Italy, and shades of brown. He hates neckties and affected people; likes spaghetti, corned beef, orange juice, coffee, reading and dogs. He is an excellent and enthusiastic golfer, collects pipes and has a noted sense of humor.

The **FLEETWOODS**, who scored with their own composition, *Come Softly To Me*, are on the scene with their newest Dolton release, *Outside My Window* b-w *Magic Star*. The three 19-year-olds from Olympic, Wash., display their ability to do justice to old standards such as *Unchained Melody* and *Serenade Of The Bells* as well as to brand new tunes written especially for them on their first album, *Mr. Blue*, just released. The singing career of Gretchen Christopher, Gary Trozel and Barbara Ellis started by accident. Barbara and Gretchen intended to whip-up a girls duet act and invited Gary to play trumpet for them, but he sang the trumpet part instead—it proved to be a perfect blend of young, soft voices.

The **FOUR PREPS**: Although Don Clarke, Bruce Bellard, Glen Larson and Ed Cobb are presently doing a stint in the Air National Guard, the boys are with us via their fast climbing Capitol hit, *Down By The Station*. They hit the million seller list with *Twenty-Six Miles*.

BIRTHDAYS OF THE WEEK: Jan. 27, David Seville, Skitch Henderson. Jan. 29, Frank Assunto (one of the Dukes of Dixieland). Jan. 30, Ruth Brown, Roy Eldridge. Jan. 31, Eddie Cantor, Bobby Hackett, Mario Lanza (deceased).

STONEWALL JACKSON is the 25-year-old North Carolina-born ex-farmer and logger who is on the charts with *Mary Don't You Weep*. Stonewall—that's his real name—has been a regular on the Grand Ole Opry since 1956. His current hit is from his Columbia album, *The Dynamic Stonewall Jackson*.

JOHNNY & THE HURRICANES should score again via their latest rockin' instrumentals: *Beatnik Fly*, an adaptation of *Blue Tail Fly*, and *Sand Story*, a catchy rhythm tune—a two-sided Billboard Pick. Both are done along the lines of their previous winners, *Crossfire*, *Red River Rock* and *Reveille Rock*. The group consists of Johnny Paris (leader), Paul Tesluk, Tony Kaye and David Yorko. They are doing one-nighters with GAC's package, *The Biggest Show Of Stars—1960*.

PETE KING CHORALE: Pete King is the arranger, conductor behind this aggregation of easy-listening voices. Their current hit is *My Favorite Things* from the Rodgers and Hammerstein score, *The Sound Of Music*. Trained at the Cincinnati Conservatory, Pete has arranged, conducted and composed for all the networks, motion pictures (*April Love*, *South Pacific*) and the forthcoming screen version of *Bells Are Ringing* and is no stranger to the recording industry, having worked with Eddie Fisher, Julie London, Dean Martin, etc.

GENE KRUPA's sensitivity to musical trends and his unchallenged virtuosity at the drums have made him one of the immortals of jazz. The subject of a current motion picture, *Verve Records* has released an album recorded directly from the soundtrack of the film which stars Sal Mineo as Krupa, *The Gene Krupa Story*. Chicago-born, Gene's life has embodied the rhythm of his time and he has expressed it in the best way he knew how, the drums. The album includes many musicians who worked with and for Krupa in the Thirties and Forties: Red Nichols, Benny Carter, Dave Pell, Shelly Manne. Contents are a collection of favorite tunes: *Royal Garden Blues*, *Indiana Jam Session*, *Spiritual Jazz*, *Way Down Yonder In New Orleans* and the vocal of Anita O'Day on *Memories Of You*.

GLORIA LYNN, one of Everest Records' newest singing stars, is currently delighting patrons at the Copa Lounge, N.Y.C., with her newest wax, *Be My Love* b-w *My Prayer For You*. She'll be there for four more weeks. Born in New York City, Miss Lynne has been singing since she can remember, and calls Ella Fitzgerald and Mahalia Jackson her favorite singers.

JANE MORGAN, currently heading the show at the Drake Hotel, Chicago, till Jan. 27, has a very busy schedule that will include the performance of her latest Kapp Records release, *The Ballad Of Lady Jane* b-w *The Bells Of St. Mary's*. Jan. 29-Feb. 2 she will be at the Greenbriar, White Sulphur Springs, W. Va.; *Deauville*, Miami Beach for one night, Feb. 4; Ed Sullivan's TV show, Feb. 14, and Feb. 24 she opens at the El San Juan Hotel, Puerto Rico for a two-week engagement.

GENE McDANIELS is a new name on the scene with two listenable ballads on Liberty, *Once Before* b-w *In Times Like These*—a Billboard Special Merit Spotlight. A product of a gospel

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

singing family from Kansas City, Kan., Gene has developed a style that ranges from gospel to jazz, from spiritual to folk music.

LOUIS PRIMA & KEELY SMITH make like two cats on their newest, *Nyow Nyow!* a conversation between two cats. On the flip Keely has the vocal honors on *Mashuga*, based on a folk melody. Originally scheduled for a four-week run at the Desert Inn Club, Las Vegas, the duo has been held over another two weeks till Feb. 10.

CONWAY TWITTY, whose last hit was *Danny Boy*, has a new one on MGM, *Lonely Blue Boy*. The young man from Mississippi is finding a new outlet for his talents, his first film is the upcoming *Platinum High School*. Conway will appear on the *Arthur Murray Dance Party*, Jan. 26.

ROGER WILLIAMS: The piano magic of Mr. Williams is at its best on his latest Kapp album, *Always*. The theme of the LP is "Melodies That Will Live Forever." Tunes include: *Stardust*, *Stranger In Paradise*, *Dark Eyes*, *Moonlight Sonata*, *Brahm's Lullaby*, etc. Folks in the following area can hear his piano styling on these dates: Jan. 28, Constitution Hall, Wash., D. C.; Jan. 29, Lyric Theater, Baltimore; Jan. 30, Mosque Aud., Richmond; Feb. 1, Keith Albee Theater, Huntington, W. Va.; Feb. 3, Aycock Aud., Greensboro, N. C., and Feb. 5, Township Aud., Columbia, S. C.

PROMOTION DAYS AND WEEKS: Jan. 25 begins National Junior Achievement Week. Jan. 26 starts National Fur Care Week. Jan. 31 begins National Youth Week.

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

BAD BOY—Marty WildeEpic
LET MY PEOPLE GO—Dick JacobsCoral
LITTLE BITTY GIRL—Bobby RiddellCameo
MY DARLING, MY DARLING—Jaye P. MorganM-G-M
PEACE OF MIND—Teresa BrewerCoral
SANDY—Larry HallStrand
SO RARE—Mavis RiversCapitol
SONG OF EXODUS—Dick JacobsCoral
THEME FROM A SUMMER PLACE—Percy FaithColumbia
WILD ONE—Bobby RydellCameo

ALBUMS

LET'S ALL SING WITH THE CHIPMUNKS—David SevilleLiberty
THIS IS DARIN—Bobby DarinAtco

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!

MUSIC AS WRITTEN

New York

Bob Crystal, manager of Mike Stewart's Korwin Music firm, is leaving Korwin this week to go into packaging and general promotion. . . . Jazz drummer **Sticks Evans** is the featured soloist with the Radio City Music Hall Symphony under **Raymond Paige** at the Music Hall in New York. . . . **Dimitri Tiomkin** hosted a party at the Drake Hotel last week in honor of the New York showing of the U. S. Steel's industrial film, "Rhapsody of Steel." Tiomkin composed the score for the flick and conducts the 110-piece Pittsburgh Philharmonic in the two-reeler. . . . **Marion Anderson** started her North American concert tour in Winston-Salem, N.C., last week. She will sing in 33 U. S. and Canadian cities, ending her tour in Salt Lake City on April 11.

Richard Rodgers and **Oscar Hammerstein II** were awarded the Gold Medal of the Poor Richard Club of Philadelphia last week. . . . One of Decca's first stereo tape recordings features the **Sal Salvador Ork** album "Colors in Sound." . . . **John Levy's** personal management firm is now located in new offices on West 57th Street in New York. . . .

Bernie Katz, comptroller for Pickwick Sales Corporation, became the father of a baby girl recently named **Glenda Susan**. . . . **Ken Naber** will represent the Corsican label and **Shan-Todd** publishing on the West Coast. Firm has recently signed the **Rebels**, an instrumental group, and the **Crystals**, a vocal group. . . . **Slide Hampton** and his ork opened at the **Jazz Gallery** in New York last week. . . . **Jerry Lee Lewis** has been picked for one of the important roles in the flick "The Young and the Deadly." . . . Record export distributor **Albert Schultz**, has moved to new offices in New York on West 14th Street. . . . **Gene Di Novi** and his trio opened at the **Arpeggio** in New York last week. **Bob Rolontz**

Cincinnati

King Records prexy, **Syd Nathan**, and the firm's general manager, **Hal Neely**, flew out of New York Saturday (23) for London, where they will spend several days at EMI, King Records' European rep, before winging on to the Music Festival at San Remo, Italy. They will spend a month abroad, contacting EMI people and negotiating leases for LP's. Their itinerary includes Milan, Zurich, Vienna and Hamburg. . . . Running smack-dab into the redhot competition of the UC-Bradley basketball telecast, Columbia's jazz vocal group of **Lambert, Hendrick and Ross**, with a quintet, pulled a meager 500 payers to Emery Auditorium here Saturday night (16), with ducats pegged from \$1-\$3. Promotion was handled by **Diano J. Santangelo**, local impresario. Latter's next promotion will be at Music Hall February 19, when the **Kingston Trio** comes in for a one-nighter. House has been scaled at \$2.20, \$3.30 and \$4.40 for the event.

Bill White, dean of local song pluggers and well known in the music trade coast to coast, last week resigned his post with **Robbins, Feist & Miller** after nearly 48 years' service. White says he made the move to escape the rigors of the road. He started his career in his native Chicago 50 years ago, moving to Cincinnati in 1910. He was singing at the **Lubin Theater** here for **Jim Hennegan**, when **Leo Feist** signed him to a contract. White's last plug efforts were in behalf of **John Gary's** new Fraternity release, "When I'm Alone," which he predicts will go all the way. In his many years with **Robbins, Feist & Miller**, White brought the firm a countless number of hits, including such clickers as "Lady of Fatima," "Lucky Old Sun," "Old Master Painter," "God's Country," "Wooden Soldier and the China Doll" and "Swanee River Moon." There are currently three new records out on the "Fatima" tune.

Bill Sachs

Hollywood

Ernie Lewis, AFM prexy **Herman Kenin's** assistant, will commandeer the federation's war against unidentified foreign canned music tracks in TV shows on the Coast. Union intends to lodge protests with the sponsors of the shows. Lewis is headquartering his activities at the federation's office here.

Morton Guild will conduct the **Los Angeles Philharmonic** on February 13. . . . **M-G-M's** **Miklos Rza**, the Oscar winning composer, will occupy the same podium on March 12. . . . **Sammy Davis Jr.'s** arranger-conductor **Morty Stevens** was assigned to compose the original score of the **General Electric** show's offering, "The Patsy," which stars **Davis**. . . . The **Browns** are here working with a choreographer to shape up their nitery act. While here, they'll be playing the local **Trailer Life** Exhibit.

Ross Bagdasarian is moving business affairs. **Chipmunk, Witch Doctor** and all **Beverly Hills**. **Bagdasarian Enterprises** will be located at 485 S. Beverly Drive and includes **Monarch Music, Inc.**, **Chipmunk Enterprises, Inc.**, **Witch Doctor Ranch** and **Chipmunk Ranch**.

Rod Pierce, **Rendezvous Records'** prexy, back from a cross-country deejay and distrib tour to promote the new **Ernie Fields** single, "Chattanooga Choo-Choo." **Skip Garner** cut "You're My Type" and "Not Yet" for the **WB** label. . . . **Liberty** veepee **Al Bennett** in New York for distrib and divisional sales managers huddles.

Clyde (Music City) Wallichs addressed the **Hollywood Chamber of Commerce**. Topic: Hollywood's multi-million dollar recording industry. . . . **Crystalette's** **Carl Burns** signed male nitery vocalist **Lee Riley** and 19-year-old warbler **Ricky Scott**. . . . **Institute of High Fidelity Manufacturers** awarded a plaque to station **KMPC (Hollywood)** for "Outstanding contribution to the music industry." . . . **Bob Mills** is taking an indefinite leave of absence from **Mills Music** to work with the **Civil Air Patrol**, taking part in **CAP** education to youth program.

Lee Zhitto

(Continued on page 26)

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.

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MY DARLING, MY DARLING

sung by

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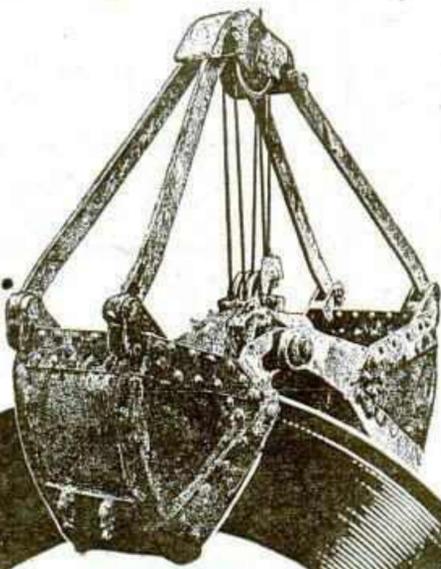


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b/w

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"MIGHTY HIGH" MILT BUCKNER

argo 5356



AND BRAND NEW

"LITTLE GIRL, LITTLE GIRL" The FAIRLANES

argo 5357

MUSIC AS WRITTEN

Continued from page 24

Nashville

Jim Reeves is skedded for the Dick Clark TV show February 6. His new release on RCA Victor is "He'll Have to Go." . . . Skeeter Davis is showing up strong on sales sheets hereabouts with her latest RCA Victor waxing, "Am I That Easy to Forget?" b/w "Wishful Thinking." . . . Jimmie Driftwood is set for the Pat Boone show February 11. . . . Harvie June Van makes an appearance on Ted Barnes' hop (WSIX-TV) here January 30. . . . Homer and Jethro continue their click at a Juarez, Mexico, night spot. . . . Bernie Asbell was in town last week gathering material on Jimmie Driftwood for an upcoming Reader's Digest article. . . . Ferlin Husky recorded at the Bradley Studio Wednesday (20), with Marvin Hughes directing the Capitol session. . . . Columbia's Three G's cut a session at the Bradley Studio Thursday night (21), with Don Law directing.

Mr. and Mrs. Wes Rose, Joe Lucas and Les Rose were all on hand Saturday (23) when Mark Dinning and the Everly Brothers appeared on Dick Clark's TV'er. . . . Minnie Pearl is slated for guest appearance on Tennessee Ernie Ford Show February 25. . . . Larry Moeller was in Springfield, Ill., over the weekend, representing the Jim Denny Artist Bureau at the fair meeting. . . . Title of Floyd Robinson's new RCA Victor album is "Floyd Robinson." . . . Porter Wagoner cut a session at RCA Victor Studio here Wednesday (20), with Chet Atkins directing. . . . Del Wood goes to work this week on a new RCA Victor album at the local studio. . . . Stonewall Jackson is slated for the Dick Clark show January 30, with Webb Pierce set for the February 6 slot. . . . George Hamilton, IV, who moved to Nashville in recent weeks, has inked with the Jim Denny Artist Bureau. . . . Big benefit in Louisville Sunday (17) for Red Sovine attracted better than 7,500 people. . . . John Loudermilk's latest Columbia release, out last week, is "Tobacco Road" and "Midnight Bus," both originals.

Pat Twitty

Board Blueprints Reforms

Continued from page 18

ment of these funds. Reason: To answer the long-standing request of some members for an accounting. The Institute will have a clear picture of sources of revenue, size of income and what can best be done with funds for the greatest benefit to the hi-fi industry as a whole. The board also agreed to provide its members with accurate figures on the present size of the hi-fi industry and to avoid the temptations of using inflated figures merely to make the industry appear that much more impressive. This, it was felt, would help members in making their business policy decisions. Some members, it was said, hearing the inflated figures, lost confidence in the industry when they found their share of the over-all business was comparatively minute. Also, members will be given paid attendance figures at the hi-fi shows as opposed to over-all (including Annie Oaklies) turnout.

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

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

Magnavox Buys

Continued from page 18

tribution policy with a select number of American retailers, it's planned that the Great Universal Stores will carry Magnavox products from TV thru radios thru stereo phonographs and combinations. Callaro will manufacture Magnavox product for its foreign distribution in England.

While Magnavox has never been a tape recorder supplier domestically, the link with Callaro may open the door for Magnavox to become a tape playback supplier.

The Callaro link marks Magnavox's first foreign purchase in its over-30-year history.

the various levels of the industry.

Pepe appointed a nominating committee to be chaired by Stanton and including Herman Scott and Joe Benjamin to select a candidate for the office of Institute prexy. Pepe, elected as a veepee, is filling in as acting prexy until a replacement for Stanton, who withdrew from candidacy, is found.

Pepe added that he could be a candidate for the Institute's highest office since he firmly believes the best interest of Institute rests in an Eastern based manufacturer being chosen prexy, since the industry is centered in the East.

Full Privileges

Continued from page 18

in the hi-fi institute, it is felt, will result in an over-all better informed industry for it will bring together disk and component manufacturer at the same round table for a discussion of mutual problems. Vital among the issues requiring continuing study by disk and component makers, according to Pepe, include new refinements in sound reproduction, greater compatibility between the record and the equipment intended for its reproduction, and the great need for manufacturers in both groups to keep in step with one another.

Thus, disk manufacturers who at times complained they were at the development in the equipment field, now will be able to participate at the policy making level of the hi-fi components industry. Since diskeries heretofore were not granted the privilege to vote, only a handful of labels belonged to the Institute as associate members, mostly for the benefits of exhibiting at the Institute hi-fi shows. These firms included Audio Fidelity, Hi Fi Recordings, and a few others. Associate membership cost \$150 per year. General membership fee is \$250.

Several promotional benefits will be offered to labels joining the Institute's general membership ranks. High among these, it is felt, is the right to use the Institute's insignia on recorded product, a trade-mark which many components manufacturers have employed as an implied "seal of approval."

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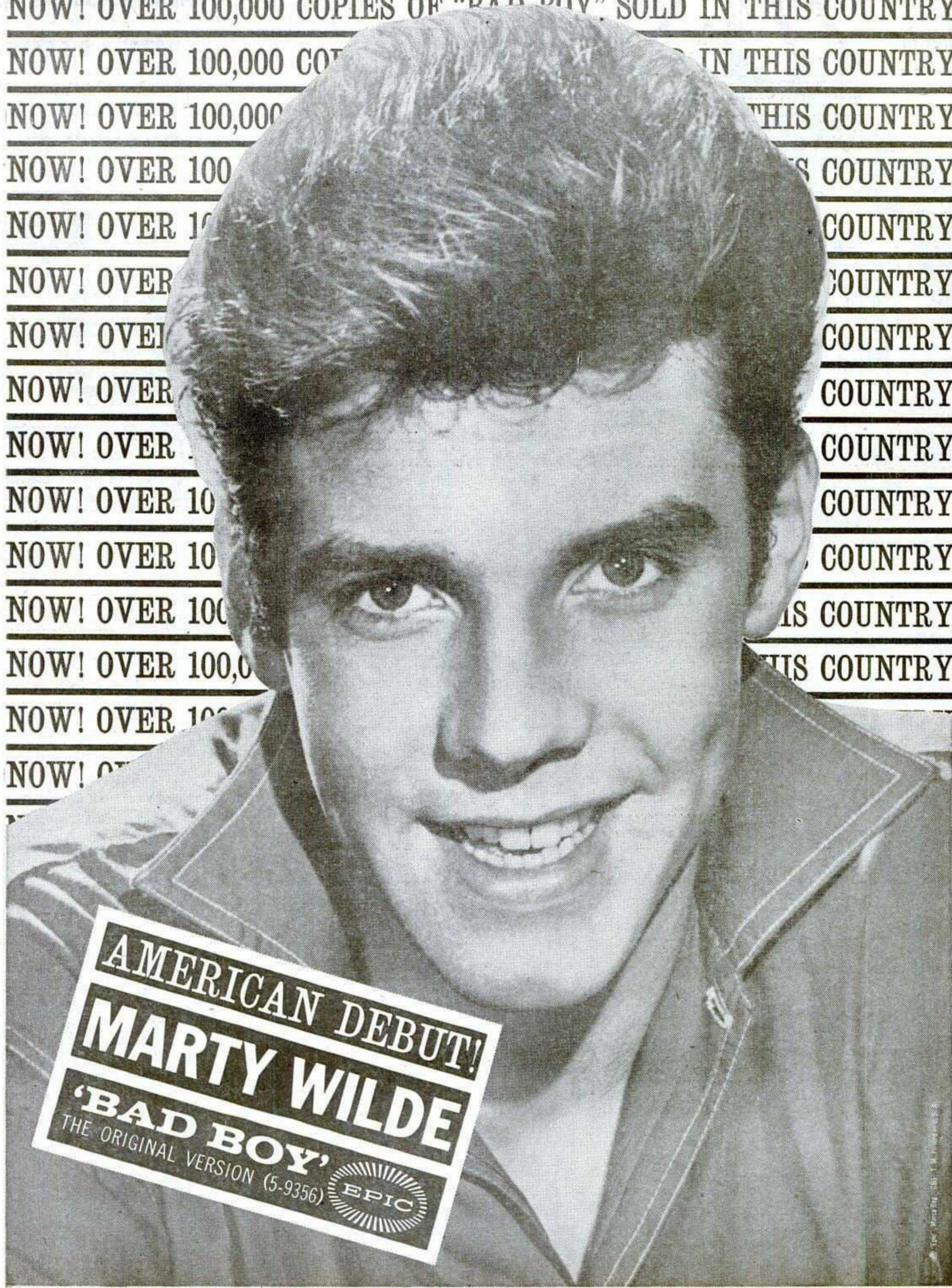
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MARTY WILDE
'BAD BOY'
 THE ORIGINAL VERSION (5-9356) 

Photo: Murray Close - CBS - T. A. Jones photo

FOR THE WEEK ENDING JANUARY 29, 1960

The Billboard TOP LP'S

MONO ACTION ALBUMS --- on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. HERE WE GO AGAIN Kingston TrioCapitol T 1258	12
2		2. HEAVENLY Johnny MathisColumbia CL 1351	19
3		3. SOUND OF MUSIC Original CastColumbia KOL 5450	6
4		4. SIXTY YEARS OF MUSIC AMERICA LOVES BEST. Assorted ArtistsRCA Victor LM 6074	9
5		6. FABULOUS FABIANChancellor CHL 5005	5
6		8. LET'S ALL SING WITH THE CHIPMUNKS. The ChipmunksLiberty LRP 3132	9
7		7. OUTSIDE SHELLEY BERMANVerve MGV 15007	9
8		10. KINGSTON TRIO AT LARGECapitol T 1199	32
9		11. SWINGIN' ON A RAINBOW Frankie AvalonChancellor CHL 5004	5
10		9. THE LORD'S PRAYER The Mormon Tabernacle ChoirColumbia ML 5386	15
11		12. GUNFIGHTER BALLADS AND TRAIL SONGS. Marty RobbinsColumbia CL 1349	5
12		15. BELAFONTE AT CARNEGIE HALL Harry BelafonteRCA Victor LOC 6006	12
13		17. THAT'S ALL Bobby DarinAtco LP 33-104	17
14		13. MORE JOHNNY'S GREATEST HITS Johnny MathisColumbia CL 1344	27
15		14. KINGSTON TRIOCapitol T 996	32
16		18. NO ONE CARES Frank SinatraCapitol W 1221	23
17		16. STUDENT PRINCE & OTHER GREAT MUSICAL COMEDY HITS Mario LanzaRCA Victor LM 1837	17
18		19. OLDIES BUT GOODIES Assorted ArtistsOriginal Sound 5-601	19
19		22. PORGY AND BESS Sound TrackColumbia OL 5410	28
20		30. FAITHFULLY Johnny MathisColumbia CL 1422	2

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		20. FIRESIDE SING ALONG WITH MITCH. Mitch MillerColumbia CL 1389	5
22		25. SONGS BY RICKY Ricky NelsonImperial IMP 9082	18
23		29. PARTY SING ALONG WITH MITCH. Mitch MillerColumbia CL 1331	20
24		23. SPIRITUALS Tennessee Ernie FordCapitol T 818	11
25		24. GYPSY Original CastColumbia OL 5420	28
26		27. RODGERS: VICTORY AT SEA, VOL. II RCA Symphony Orch. (Bennett)RCA Victor LM 2226	37
27		21. FOR THE FIRST TIME Mario LanzaRCA Victor LM 2338	12
28		26. WITH THESE HANDS Roger WilliamsKapp KL 1147	9
29		32. SANTO AND JOHNNYCanadian-American CA 1001	2
30		31. EXOTICA, VOL. I Martin DennyLiberty LRP 3034	36
31		35. NEARER THE CROSS Tennessee Ernie FordCapitol T 1005	4
32		--- "TWANGS" THE "THANG" Duane EddyJamie JLP 3009	1
33		34. FIORELLO! Original CastCapitol WAO 1321	3
34		33. NEAR YOU Roger WilliamsKapp KL 1112	28
35		37. BLUE HAWAII Billy VaughnDot DLP 3165	28
36		--- A DATE WITH ELVIS Elvis PresleyRCA Victor LPM 2011	8
37		--- MORE MUSIC FROM PETER GUNN Henry ManciniRCA Victor LPM 2040	25
38		--- LONELY STREET Andy WilliamsCadence C 3030	1
39		28. TCHAIKOVSKY: 1812 OVERTURE/ RAVEL: BOLERO Morton GouldRCA Victor LM 2345	6
40		--- LOVE IS THE THING Nat King ColeCapitol W 824	8

ESSENTIAL INVENTORY (MONO ALBUMS) on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		--- INSIDE SHELLEY BERMAN, Verve, MGV 15003	40
2		1. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	96
3		2. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	50
4		3. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	81
5		4. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	91
6		6. HYMNS, Tennessee Ernie Ford, Capitol T 756	133
7		7. GIGI, Sound Track, M-G-M 3641 ST	82
8		8. MY FAIR LADY, Original Cast, Columbia OL 5090	199
9		5. THE MUSIC MAN, Original Cast, Capitol WAO 990	100
10		14. PETER GUNN, Henry Mancini, RCA Victor LPM 1956	49
11		10. SOUTH PACIFIC, Original Cast, Columbia OL 4180	295
12		9. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	47
13		11. FILM ENCORES, VOL. I, Mantovani, London LL 1700	116
14		13. OKLAHOMA! Sound Track, Capitol SAO 595	203
15		19. ELVIS' GOLDEN RECORDS, VOL. I, Elvis Presley, RCA Victor LPM 1885	43
16		12. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	61
17		15. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	49
18		16. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	54
19		23. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	54
20		20. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	47
21		17. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252	67
22		18. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	41
23		22. THE KING AND I, Sound Track, Capitol W 740	170
24		25. LATE, LATE SHOW, Dakota Staton, Capitol T 876	54
25		24. GEMS FOREVER, Mantovani, London LL 3032	51

STEREO ACTION ALBUMS --- on the charts 19 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		3. SOUND OF MUSIC Original CastColumbia KOS 2020	3
2		1. HERE WE GO AGAIN Kingston TrioCapitol ST 1258	12
3		2. HEAVENLY Johnny MathisColumbia CS 8152	18
4		4. THE LORD'S PRAYER The Mormon Tabernacle ChoirColumbia MS 6068	11
5		6. FOR THE FIRST TIME Mario LanzaRCA Victor LSC 2338	13
6		5. BELAFONTE AT CARNEGIE HALL Harry BelafonteRCA Victor LSO 6006	10
7		10. TCHAIKOVSKY: 1812 OVERTURE/ RAVEL: BOLERO Morton GouldRCA Victor LSC 2345	12
8		14. CONNIFF MEETS BUTTERFIELD Ray ConniffColumbia CS 8155	4
9		8. QUIET VILLAGE Martin DennyLiberty LST 7122	11
10		15. NEAR YOU Roger WilliamsKapp KS 1112	13
11		27. LET'S ALL SING WITH THE CHIPMUNKSLiberty LST 7132	2
12		--- PERSUASIVE PERCUSSION Various ArtistsCommand S 800	1
13		11. FIORELLO! Original CastCapitol SWAO 1321	3
14		12. PORGY AND BESS Sound TrackColumbia OS 2016	14
15		9. ONLY THE LONELY Frank SinatraCapitol SW 1053	16

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		16. CONTINENTAL ENCORES MantovaniLondon PS 147	17
17		18. WITH THESE HANDS Roger WilliamsKapp KS 3030	10
18		21. AMERICAN SHOWCASE MantovaniLondon PSA 3202	3
19		--- PROVOCATIVE PERCUSSION Various ArtistsCommand 806	1
20		13. PARTY SING ALONG WITH MITCH Mitch MillerColumbia CS 8138	17
21		25. SAIL ALONG SILVERY MOON Billy VaughnDot DLP 25100	3
22		--- STILL MORE SING ALONG WITH MITCH Mitch MillerColumbia CS 8009	5
23		20. LET'S DANCE AGAIN David CarrollMercury SR 60152	3
24		--- MORE SING ALONG WITH MITCH Mitch MillerColumbia CS 8043	1
25		19. FIRESIDE SING ALONG WITH MITCH Mitch MillerColumbia CS 8184	4
26		28. MUSIC FOR DINING George Melachrino Strings and Orch.RCA Victor LSP 1000	4
27		26. TILL Roger WilliamsKapp KX 1081	10
28		--- NEARER THE CROSS Tennessee Ernie FordCapitol ST 1005	4
29		--- THE EDDY DUCHIN STORY Sound TrackDecca DL 7-8289	1
30		22. KINGSTON TRIOCapitol ST 996	2

ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 20 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	36
2		4. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	36
3		5. GIGI, Sound Track, M-G-M SE 3461 ST	36
4		2. MY FAIR LADY, Original Cast, Columbia OS 2015	36
5		7. GEMS FOREVER, Mantovani, London PS 106	25
6		15. KINGSTON TRIO AT LARGE, Capitol ST 1199	30
7		10. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	23
8		11. FILM ENCORES, VOL. I, Mantovani, London PS 174	34
9		9. KING AND I, Sound Track, Capitol SW 740	24
10		--- STRAUSS WALTZES, Mantovani, London PS 118	20
11		3. MUSIC MAN, Original Cast, Capitol SWAO 990	32
12		8. OKLAHOMA! Sound Track, Capitol SWAO 595	34
13		6. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	34
14		12. NO ONE CARES, Frank Sinatra, Capitol SW 1221	22
15		--- EXOTICA, VOL. I, Martin Denny, Liberty LST 7034	20
16		14. SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	23
17		13. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	31
18		--- 'S MARVELOUS, Ray Conniff, Columbia CS 8037	20
19		19. TABOO IN HI FI, Arthur Lyman, Hi Fi SR 806	31
20		16. TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054	24

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BEST SELLING STEREOPHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

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- Hymns
Tennessee Ernie FordCapitol EAP 1-756
- Songs by Ricky
Ricky NelsonImperial EP 162
- Heavenly
Johnny Mathis ..Columbia EPB 13511
- Gunfighter Ballads and Trail Songs
Marty Robbins ..Columbia EPB 13491
- Ricky Sings Again
Ricky NelsonImperial EP 159
- Spirituals
Tennessee Ernie FordCapitol EAP 1-818
- Here We Go Again
Kingston TrioCapitol EAP 1258
- That's All
Bobby DarinAtco EP 4504
- Nearer the Cross
Tennessee Ernie FordCapitol EAP 1095
- Warm
Johnny Mathis ..Columbia EPB 10781

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 Low Price

EXCITING SOUNDS OF THE NAME BANDS, VOL. II

Maxwell Davis Ork. Crown CST 173 (Stereo & Monaural)—With indications that there may be a revival of interest in big bands, this disk may gain public approval. Maxwell Davis leads musicians, most of whom played in some of the great bands of the past and present, in arrangements identified with these outfits. Thus, they do "Bugle Call Rag" a la Benny Goodman; "Artistry in Rhythm (Stan Kenton style); "Swanee River" (Tommy Dorsey style); "Volga Boatmen" (Glenn Miller style), and "Red Bank Boogie" (Count Basie style). Well played. Excellent rack product.



BROOK BENTON

Camden CAL 564 — This new low-price album shows off the Brook Benton of three years ago, when he was recording for the Vik label. And the Benton of three years ago was almost as exciting as he is today. The set contains a number of sides that are strong enough to grab the album a lot of exposure, including "A Door That Is Open," "If Only I Had Known," "Devoted" and "Only Your Love." Solid merchandise for Benton fans.



Pop

THE MANCINI TOUCH

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



SING WE NOW THE SONGS OF FAITH

The Harry Simeone Chorale. 20th Fox 3032 — The Harry Simeone Chorale, whose waxing of "The Little Drummer Boy" has been a hit the past few holiday seasons, has turned out a glorious new album here. The set contains a fine collection of religious and inspirational tunes, including "Onward Christian Soldiers," "Peace in the Valley," "Climb Every Mountain" and "Rock of Ages," all sung with deep reverence and feeling. The choir is excellent, and the sound is fine, too.



SO MUCH

Jackie Wilson. Brunswick BL 754050 (Stereo & Monaural)—Some of Wilson's past singles clicks are included in his latest LP. The set also has a few new rockers and rockaballads, delivered in the singer's driving and spirited style. Teens will find it attractive fare. Selections are "Talk That Talk," "Only You, Only Me," "Never Go Away," etc.



CONCERT IN RHYTHM, VOLUME 2

Ray Conniff. Columbia C 1415 — The Conniff Singers and ork again present a thoroly delightful and listenable package of themes adapted from the classics. The treatments are inventive and listenable, and this second volume should prove as salable as the first edition. Sound is good, and the cover is attractive.



Jazz

PAUL DESMOND

Paul Desmond. Warner Bros. 1356 (Stereo & Monaural) — Paul Desmond is supported in this outing by Percy Heath, bass; Connie Kay, drums, and Jim Hall on guitar. The altoist does some interesting things to "Greensleeves," treating it to a set of lyrical three-quarter improvisations. Other tunes in the seven-track set are just as acceptably rendered. The small group has been well recorded in stereo. His fans should go for this showcasing of the consistent poll winner.



Classical

KIRSTEN FLAGSTAD SINGS SONGS FROM NORWAY

London Symphony Orchestra (Fjeldstad). London OS 25103 (Stereo & Monaural)—The legendary Wagnerian soprano is in rich, quality vocal form here on a group of colorful Norwegian songs of varied moods. Selections include five by Grieg, four by Eyvind Alnaes and others by Arne Eggen, and Harold Lie. Fine backing. Displayable cover.



STRAVINSKY: PETROUCHKA

Minneapolis Symphony Orchestra (Dorati). Mercury SR 90216 (Stereo & Monaural)—A notable performance of the 1947 revised version of the ballet. The orchestral choirs come thru with amazing clarity and color. Cover is simple, yet an eye-catcher, and the notes by John Scrymgeour give pertinent material on the background of this ballet.



Classical Low Price

THE ORGAN OF NOTRE DAME DE PARIS

Pierre Cochereau, organist. Perfect PS 15007 (Stereo & Monaural)—A remarkable recording of selections played on the organ of Notre Dame by Pierre Cochereau. The recording is notable for the organist's performance and for the quality of the recording, which is enhanced by stereo. Selections include works by Bach, Mendelssohn, Franck, Liszt, Widor and Vierne. A set that should have strong appeal to organ followers, especially at the low price.



(Continued on page 31)

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LIBERTY

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 29

Children's

FAVORITE SONGS FROM WALT DISNEY MOTION PICTURE HITS

Mitch Miller Ork, featuring the Sandpipers, Golden GLP 48—Here's a happy package of sprightly tunes from such popular Disney movies as "Snow White and the Seven Dwarfs," "Pinocchio," etc. Bright piping by the Sandpipers and the Miller ork. Adds up to a sure-fire kiddie appeal. Tunes include "Whistle While You Work," "When You Wish Upon a Star" and "Ferdinand."



Specialty

BEST LOVED JEWISH SONGS

Jan Bart, Request RLP 8038 (Stereo & Monaural)—This is a lovely album of well-known Jewish songs sung with warmth by Jan Bart, lyric tenor, who is familiar to New York residents via his radio show over WMGM. He handles the songs tenderly and the backing is simple. Tunes include "Jome-Jome," "As Der Rebbe Wejnt" and "Tzehr Brier." An album that should have appeal.



THE WYA OF EIHEIJI (ZEN-BUDDIST CEREMONY) (2-12")

Folkways FR 8980—At one time, this set of two LP's might have been considered limited in appeal only to religious Buddhists. These days, however, it may also excite hi-fi sound addicts via its magnificent reproduction of gong, bell, block and other ceremonial instruments, which along with chants, form the set's major content. Also would-be and ersatz Zen-Buddists should flip for the material. A booklet with complete notes explains all the rituals recorded in this set's coverage of a complete day among the Zen monks in a Japanese temple.



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 DISK JOCKEY PROGRAMMING

THE MOST RECORDED SONGS OF ALL TIME

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

JAZZ

A NEW ORLEANS DIXIELAND SPECTACULAR

George Lewis, Omega OM 1053—This album consists of a group of outstanding performances by George Lewis originally released as a 10-inch LP on the Jazzmen label back in 1953. Along with "Ice Cream," "Down by the Riverside," "Burgundy Street" and "When the Saints Go Marching In" there are four sides waxed in 1955 and never previously released. These are some of the outstanding performances waxed by Lewis and they should be on every jazz collector's shelf.

CLASSICAL

CLASSICAL SPECIAL MERIT SPOTLIGHT

LOCATELLI: VIOLIN CONCERTOS NOS. 2 & 3

Susi Lautenbacher, Violin; Mainz Chamber Orchestra (Kehr), Vox STDL 500-1 (Stereo & Monaural)—This LP contains two works from Locatelli's "Art of the Violin," which tho infrequently heard are treasures representative of Baroque composition for the violin at its high-water mark. In spots, Locatelli showed himself to be well in advance of his time; forecasting romantic treatments to come over a century later. Beautiful works, these both contain sections for unaccompanied violin that can challenge any virtuoso. It's to Miss Lautenbacher's credit that she handles them easily.

STRAVINSKY: SONG OF THE NIGHTINGALE PULCINELLA SUITE

L'Orchestra De La Suisse Romande (Ansermet), London CS 6138 (Stereo & Monaural)—Both works, the symphonic poem, "Song of the Nightingale" and "Pulcinella Suite," a popular lighter work of Stravinsky, were first performed decades ago by Ansermet on the occasion of their first presentation. Coupled on one disk, superbly performed, they provide a package which is an excellent buy. Cover art, with a Chinese motif, is an eye-catcher. Excellent notes by David Drew.

OPERA

BRITTEN: PETER GRIMES COMPLETE

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

PUCCHINI: MANON LESCAUT (COMPLETE)

Callas, De Stefano, Fioravanti, Calabrese, Formichini. Angel 3564 C-1—The incomparable Callas, a rare combination of superb voice and great acting, gets fine support from Giuseppe De Stefano, Giulio Fioravanti, Franco Calabrese and Dino Formichini in this excellent recording of "Manon Lescaut." Package, complete with descriptive liner notes and libretto, has some stiff competition, but this excellent performance by the noted soprano should capture a large segment of the market.

BIZET: CARMEN

Soloists: Orchestre Nation de la Radiodiffusion Francaise (Beecham), (3-12") Capitol SGCR 7207. (Stereo & Monaural)—This handsome package should find an easy market, despite the excellent versions of Bizet's opera that are already on the market. Performances, sound, packaging and over-all direction are of the highest quality. Victoria de los Angeles, Nicolai Gedda, Ernest Blanc and Janine Micheau are the soloists.



VERY STRONG SALES POTENTIAL

★★★★ BIG BAND BLUES

Ted Heath Ork, London PS 172. (Stereo & Monaural)—The familiar Ted Heath big ensemble sound is heard to good effect on this collection of many types of blues. For example, you will hear "St. Louis Blues," "Limehouse Blues," "Blues in the Night," "Tin Roof Blues," "Royal Garden Blues," in the grouping of a dozen tunes. The crisp, clean, neatly recorded stereo sound is all here and for the Heath followers, it's a must.

include "Anytime," "Hey, Good Lookin'" and "Oh, Lonesome Me."

★★★★ HAWAIIAN EYE

TV Sound Track, Warner Bros. 1355 (Stereo & Monaural)—This album could turn out to be a big one for the label. It contains the music created for the current TV show "Hawaiian Eye," played by the Warren Barker ork, with occasional vocals by thrush Connie Stevens. Titles include "Hawaiian Eye," "Steele on the Prowl," "Soft Green Seas" and a number of standards. They are played in striking dramatic style, and the music is exciting. Worth featuring, especially with the attractive cover.

★★★★ JANE MORGAN TIME

Kapp KS 3054 (Stereo & Monaural)—A selection of fine efforts by Miss Morgan, including some previously released singles like "Happy Anniversary" and "I'm New at the Game." Also included are a couple of fine efforts from "Sound of Music," including the title song and "Climb Ev'ry Mountain." A lushly produced set, fine ork-wise with the gal in great form thruout. Pretty cover shot of the artist is featured.

★★★★ TEENSVILLE

Chet Atkins, RCA Victor LSP-2161 (Stereo & Monaural)—Chet Atkins is really on the teen beat on this new waxing, and it's a happy swinging beat that is infectious. The tunes range from well-known pop hits, including "White Silver Sands," "Oh, Lonesome Me" and "Night Train," and new material, including the title song. Chet Atkins' guitar work is featured along with the swinging beat. Strong wax.

★★★★ R.F.D.

Tab Hunter, Warner Bros. WS 1367 (Stereo & Monaural)—Hunter turns to a group of countryish and folkish tunes for his latest album effort. He is supported by the Jimmy Joyce Singers with fine instrumental backing from Grady Martin. The singer handles the tunes in relaxed style. His fans should find this attractive fare. Tunes

★★★★ SPIRITUALS
Roy Hamilton, Epic LN 3654—Hamilton, whose first major hit was a song of the
(Continued on page 32)

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Reviews and Ratings of New Albums

Continued from page 31

VERY STRONG SALES POTENTIAL

spirit ("You'll Never Walk Alone"), has the type of resonant, big voice, which, coupled with sincere emotion, makes for good spiritual performances.

SPOTLIGHT ON BUD AND TRAVIS Bud and Travis, Liberty LST 7138 (Stereo & Monaural) — Here's another spinnable package by Liberty's popular folk warblers.

DAVID HILL Kapp KS 3031 (Stereo & Monaural)—To the accompaniment of guitars and percussion primarily, Hill, a classy chanter, waxes into the folk genre.

YOUR OWN COMMUNITY SING Almanac Community Sing Band, Warner Bros. WS 1362 (Stereo & Monaural)—This elaborately packaged double-folk album includes five complete sets of lyrics for 10 familiar tunes bound into the LP.

CHANT OF THE JUNGLE Augie Colon, Liberty LST 7148 (Stereo & Monaural)—Colon, key man of the Martin Denny Group, provides a fascinating instrumental package, featuring colorful arrangements for flute, bongos, and other exotic instruments.

THE BEST OF THE TRAPP FAMILY SINGERS (2-12") The Trapp Family Singers, Decca DXB-162—The fabulous Trapp family has won new fame as the subject of Rodgers & Hammerstein's "The Sound of Music."

LOW-PRICED POPULAR

ACCORDION FANTASY Stradivari Strings and Mario Kostellani, accordion, Spinorama MK 3052 — This 99-cent LP offers exceptionally good quality performances for the low-price tag.

DANCE TEMPO CHA CHA CHA Manuel Rivera Ork, Crown CST 171. (Stereo & Monaural) — The Rivera ork presents a 10 track set of spicy cha chas.

MUSIC OF JEROME KERN, VOL. 1 Stradivari Strings, Spinorama NMK 3049 —Considering the price tag of 99 cents on this set, it's quite a remarkable bit of packaging.

SHOWBOAT — SELECTIONS Stradivari & Strings; Various Artists, Spinorama MK-3044—A 99 cent special, this set of selections from the Jerome Kern classic, rendered nicely by ork and soloists, can come in for a share of sales, strictly on the price factor.

JAZZ

SOMETHING TO SWING ABOUT

Carmen McRae, Kapp KS 3053. (Stereo & Monaural) — McRae fans are going to like this and the gal can easily make herself new friends with the set.

AWARD-WINNING DRUMMER

Max Roach, drums, Time t-7003 — Roach works with an interesting new crew here which has an exciting off-beat sound.

CLASSICAL

TCHAIKOVSKY: SYMPHONY NO. 5 IN E MINOR, OP. 64

The Vienna Philharmonic Orchestra (Krips), London CS 6095 (Stereo & Monaural)—An outstanding performance. The themes in the four movements come thru with great poignancy and eloquence under the baton of Krips.

MOZART: SYMPHONIES NOS. 38 & 39

Philharmonia Orchestra (von Karajan), Angel 35739 (Stereo & Monaural)—Two of Mozart's most popular symphonies are given lyrical readings by von Karajan.

TCHAIKOVSKY: OVERTURE 1812; BERLIOZ: HUNGARIAN MARCK; LISZT: HUNGARIAN RHAPSODY NO. 2; SIBELIUS: VALSE TRISTE; WEBER: INVITATION TO THE DANCE

Philharmonia Orchestra (von Karajan), Angel 35614 (Stereo & Monaural)—Five of the most popular pieces in classical catalogs are programmed on one disk and given top level performances in the fine stereo sound.

THE CONCERT PIANO IN STEREO

Peter Katla, Piano, London CS 6085 (Stereo & Monaural)—A lot for the money here—fine performance and engineering and a broad selection of pieces which include representative selections by Bach, Scarlatti, Schumann, Chopin, Brahms and Rachmaninoff.

VERDI OVERTURES

Philharmonia Orchestra and Royal Philharmonic Orchestra (Serafin), Angel 35676 (Stereo & Monaural)—Superb readings by the veteran maestro of six Verdi overtures, "Nabucco," "Aida," "Giovanna D'Arco," "I Vespri Siciliani," "La Traviata" and "La Forza Del Destino."

LOW-PRICED

CLASSICAL

SCHUBERT: SYMPHONY NO. 4 IN C MINOR ("TRAGIC"); SMETANA: THE MOLDAU

London Philharmonic Orchestra (Boult); London Symphony Orchestra (Goehr), Perfect PS 15010 (Stereo & Monaural)—A bargain disk that should attain popularity. The favorite orchestral works are given perceptive performances, including a tense, emotional reading of Schubert's "Tragic Symphony" conducted by Sir Adrian Boult.

HAYDN: LONDON SYMPHONY; MOZART: HAFNER SYMPHONY

London Philharmonic (Boult), Perfect PS 15003. (Stereo & Monaural) — Sir Adrian

Boult paces the London Philharmonic thru energetic readings of the two popular selections. A cover depicting the over-all mood of the music will also be a lure.

LISZT: PIANO CONCERTO NO. 1; PIANO CONCERTO NO. 2

Kempff, piano; London Symphony Orch. (Fistoulari), Richmond KB 19023—Kempff offers more than adequate readings of Liszt's well-known piano works, establishing a fine rapport with Fistoulari, whose support is good.

BAND

HELTER SKELTER

Band of the Welsh Guards (Statham), Angel 35720. (Stereo & Monaural) — The Band of the Welsh Guards presents a program of classical, light classical and pop-fare in interesting and colorful settings.

FAMOUS CONTINENTAL MARCHES

The Band of the Grenadier Guards, London PS 177. (Stereo & Monaural) — Well-known continental marches, played with spirit by one of England's top bands, the Grenadier Guards.

ENGLISH MARCHES

Military Band (Deisenroth), Vox VX 26.110 — This new disk complements Vox's previous releases of American, French and German marches. Major Deisenroth's fine band provides stirring renditions of some traditional British parade marches, as well as some music which is more properly classified in the concert march category.

MARCHING ALONG WITH SOUSA

The Marine Band of the Royal Netherlands Navy, Epic LN 3650 — Here's a first-rate march music LP with stirring performances by the Marine Band of the Royal Netherlands Navy.

CHILDREN'S

QUICK DRAW MCGRAW AND HUCKLEBERRY HOUND

Jimmy Carroll Ork and Chorus, featuring voice of Gilbert Mack, Golden GLP 51 — A ball for the kiddies with songs by some of their favorite TV cartoon characters.

MISS FRANCES PRESENTS DING DONG SCHOOL

Miss Frances, Golden GLP 49 — A fine kiddie package derived from the TV program. The Singing Games include a tremendous variety of material, as "Turkey in the Straw," Mendelssohn's "Dance of the Clowns," "To a Wild Rose" — material derived from opera, folk and other sources.

INTERNATIONAL

STUDENT DRINKING SONGS

Various Artists, London TW 91191 — Here's a lighthearted package of songs, culled from the most popular European student and/or drinking songs of some 600 in the last edition of the "Lahrer Kommerbuch."

SPECIALTY

SONGS OF THE WAR BETWEEN THE STATES

Johnny Reb & Billy Yank, featuring narration by Win Stracke, Golden GLP 50 — Songs of Americana derived from the Union and Confederate armies during the Civil War. Tunes include "Yankee Doodle," "John Brown's Body," "The Battle Hymn of the Republic," and "Just Before the Battle, Mother."

THE SONGS OF ROBERT BURNS

Kenneth McKellar, London PS 179. (Stereo & Monaural) — Kenneth McKellar, one of Scotland's best-known singers, does very well by the collection of songs by Robbie Burns. He sings them with the feeling they deserve, helped by the accompaniment directed by Bob Sharples.

(Continued on page 43)

Bobby Darin's Eagerly Awaited NEW LP!

"This is DARIN"



ATCO 33-115

Available stereo & monaural

Arranger-Conductor RICHARD WESS



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

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

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

You don't gamble with a "sure thing." Swing with Darin!

THIS IS DARIN is the smash hit LP of 1960!

Songs in the Album

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

THE OTHER DARIN LPs

- 33-102 BOBBY DARIN
- 33-104 THAT'S ALL
(contains "Mack The Knife" and "Beyond The Sea".)

ATCO RECORDS

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending January 16

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Running Bear	3	6	6. The Big Hurt	4	9
By J. P. Richardson—Published by Big Bopper Music (BMI) BEST SELLING RECORD: Johnny Preston, Mer 71474. RECORD AVAILABLE: Smiley Wilson, Freedom 44025.			By Wayne Shanklin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Toni Fisher, Signet 275. RECORD AVAILABLE: Kalesandro, Warner Bros. 5103.		
2. El Paso	2	9	7. The Village of St. Bernadette	12	4
By Marty Robbins—Published by Marty's Music (BMI) BEST SELLING RECORD: Marty Robbins, Col 41511.			By Eula-Parker—Published by Ludloy (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1374. RECORDS AVAILABLE: Toni Arden, Dec 31025; Rosemary June, United Artists 197; Anne Shelton, Epic 9351.		
3. Why	1	8	8. Pretty Blue Eyes	13	7
By Marcucci-De Angelis—Published by Debmar (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1045.			By Randazzo-Weinstein—Published by Almino (BMI) BEST SELLING RECORD: Steve Lawrence, ABC-Paramount 10058.		
4. Teen Angel	10	3	9. Go, Jimmy, Go	9	5
By JNR-Surrey—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Mark Dinning, M-G-M 12845.			By Pomus-Shuman—Published by Wills-Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 575.		
5. Way Down Yonder in New Orleans	5	7	10. Among My Souvenirs	6	7
By Crámer-Layton—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Freddy Cannon, Swan 4043. RECORD AVAILABLE: Louis Armstrong, Dec 28169-70.			By Leslie Nicholls—Published by De Sylva, Brown & Henderson (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12841. RECORD AVAILABLE: Bing Crosby, Dec 23745.		
Second Ten					
11. It's Time to Cry	7	8	16. You Got What It Takes	15	6
By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10064.			By Gordy, Davis & Gordy—Published by Fidelity (BMI) BEST SELLING RECORD: Marv Johnson, United Artists 185.		
12. Where or When	21	2	17. Handy Man	22	2
By Rodgers & Hart—Published by Chappell (ASCAP) BEST SELLING RECORD: Dion and the Belmonts, Laurie 3044. RECORDS AVAILABLE: Jan August, Mer 30001; Lionel Hampton, Dec 27198; Dick Haymes, Dec 23751; Leroy Holmes Ork, M-G-M 12253; Guy Lombardo Ork, Dec 27502.			By Blackwell-Jones—Published by Sheldon Music (BMI) BEST SELLING RECORD: Jimmy Jones, Cub 9049.		
13. Heartaches by the Number	8	15	18. Sandy	17	5
By H. Howard—Published by Pamper (BMI) BEST SELLING RECORD: Guy Mitchell, Col 41476. RECORD AVAILABLE: Ray Price, Col 41374.			By Terry Fell—Published by American (BMI) BEST SELLING RECORD: Larry Hall, Strand 25007.		
14. Mack the Knife	11	21	19. What in the World's Come Over You	-	1
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 12M9; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30987; Billy Vaughn, Dot 15444; Australian Jazz Quartet, Bethlehem 11053; Dick Stabile, Dot 15996; Fred Skinner, Mecca 1; Ernie Heckscher, Verve 10193.			By Jack Scott—Published by Peer Int'l & Star Fire (BMI) BEST SELLING RECORD: Jack Scott, Top Rank 2028.		
15. Hound Dog Man	14	8	20. Friendly World	20	8
By Pomus-Shuman—Published by Fabulous (BMI) BEST SELLING RECORD: Fabian, Chancellor 1044.			By Ken Darby—Published by Robbins, Feist, Miller (ASCAP) BEST SELLING RECORD: Fabian, Chancellor 1044.		
Third Ten					
21. Down by the Station	26	2	26. Tracy's Theme	-	1
By Bruce Belland-Glenn Larson—Published by Lar-Bell (BMI) RECORDS AVAILABLE: Four Preps, Cap 4312; Slim Gaillard, Dot 15919; Guy Lombardo Ork, Dec 24555.			By Ascher—Published by Devon (BMI) RECORD AVAILABLE: Spencer Ross, Col 41532.		
22. He'll Have to Go	28	2	27. Smokie (Part II)	16	6
By J. Allison-A. Allison—Published by Central Songs (BMI) RECORDS AVAILABLE: Billy Brown, Col 41380; Jim Reeves, Vic 7643.			By Bill Black—Published by Jec (BMI) RECORDS AVAILABLE: Bill Black's Combo, Hi 2018; Bill Doggett, King 5310.		
23. Not One Minute More	24	4	28. The Little Drummer Boy	23	5
By Robertson-Blair-Dinning—Published by Ross-Jungnickel (ASCAP) RECORDS AVAILABLE: Earl Grant, Dec 30983; Della Reese, Vic 7644.			By H. Simeone-K. K. Davis-H. Onorati—Published by Mills-Delaware (ASCAP) RECORDS AVAILABLE: Beverley Sisters, London 1862; Johnny Cash, Col 41481; Eric Jay, Bullseye 1021; Harry Simeone Chorale, 20th Fox 121; Snow Singers, Whitehall 30005.		
24. Lonely Blue Boy	-	1	29. Theme From a Summer Place	-	1
By Weisman-Wyse—Published by May (ASCAP) RECORD AVAILABLE: Conway Twitty, M-G-M 12857.			By Steiner—Published by Witmark (ASCAP) RECORDS AVAILABLE: Percy Faith, Col 41490; Don Ralke, Warner Brothers 5108; Hugo Winterhalter Vic 7599.		
25. Let It Be Me	-	1	30. Bonnie Came Back	30	2
By M. Curtis-P. DeAnce-G. Bécand—Published by Leeds (ASCAP) RECORD AVAILABLE: Evertly Brothers, Cadence 1376.			By Eddy Hazlewood—Published by Gregmark (BMI) RECORD AVAILABLE: Duane Eddy, Jamie 1144.		

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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.

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PERRY COMO

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ROD LAUREN

If I Had a Girl 47/7845



DELLA REESE

Not One Minute More 47/7844



JIM REEVES

He'll Have to Go 47/7843



The great hits of the Golden 60's

are on  **RCA VICTOR** 

FOR WEEK ENDING JANUARY 31

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.	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	4	4		RUNNING BEAR Johnny Preston, Mercury 71474	15
2	3	1	1		EL PASO Marty Robbins, Columbia 41511	12
3	2	2	2		WHY Frankie Avalon, Chancellor 1045	10
4	7	14	29		TEEN ANGEL Mark Dinning, M-G-M 12845	6
5	5	3	5		WAY DOWN YONDER IN NEW ORLEANS Freddy Cannon, Swan 4043	10
6	4	5	3		THE BIG HURT Toni Fisher, Signet 275	11
7	8	12	13		THE VILLAGE OF ST. BERNADETTE Andy Williams, Cadence 1374	7
8	6	7	10		GO, JIMMY, GO Jimmy Clanton, Ace 575	8
9	9	9	9		PRETTY BLUE EYES Steve Lawrence, ABC-Paramount 10058	10
10	13	28	51		WHERE OR WHEN Dion & the Belmonts, Laurie 3044	5
11	14	15	23		YOU GOT WHAT IT TAKES Marv Johnson, United Artists 185	13
12	11	6	7		IT'S TIME TO CRY Paul Anka, ABC-Paramount 10064	10
13	10	8	8		AMONG MY SOUVENIRS Connie Francis, M-G-M 12841	10
14	25	42	67		HANDY MAN Jimmy Jones, Cub 9049	5
15	16	19	15		SANDY Larry Hall, Strand 25007	10
16	30	75	—		WHAT IN THE WORLD'S COME OVER YOU Jack Scott, Top Rank 2028	3
17	20	33	62		DOWN BY THE STATION Four Preps, Capitol 4312	5
18	15	11	16		HOUND DOG MAN Fabian, Chancellor 1044	11
19	18	16	19		NOT ONE MINUTE MORE Della Reese, RCA Victor 7644	7
20	24	29	41		HE'LL HAVE TO GO Jim Reeves, RCA Victor 7643	5
21	31	61	65		LONELY BLUE BOY Conway Twitty, M-G-M 12857	5
22	12	10	6		HEARTACHES BY THE NUMBER Guy Mitchell, Columbia 41476	17
23	61	76	—		LET IT BE ME The Everly Brothers, Cadence 1376	3
24	29	60	84		TRACY'S THEME Spencer Ross, Columbia 41532	4
25	27	43	70		LUCKY DEVIL Carl Dobkins Jr., Decca 31020	8
26	21	21	20		FRIENDLY WORLD Fabian, Chancellor 1044	10
27	17	17	18		SMOKIE (Part II) Bill Black's Combo, BI 2081	9
28	43	96	—		THEME FROM A SUMMER PLACE Percy Faith, Columbia 41498	3
29	26	40	46		BONNIE CAME BACK Donnie Eddy, Jamie 1144	5
30	22	20	24		FIRST NAME INITIAL Annette, Vista 349	14
31	33	36	48		IF I HAD A GIRL Rod Lauren, RCA Victor 7645	6
32	19	13	12		MACK THE KNIFE Bobby Darin, Atco 6147	23
33	38	37	38		HOW ABOUT THAT Dee Clark, Abner 1032	8

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	WEEKS ON CHART
34	74	—	—		BEYOND THE SEA Bobby Darin, Atco 6158	2
35	23	18	11		WE GOT LOVE Bobby Rydell, Cameo 169	16
36	45	46	80		RUN, RED, RUN Coasters, Atco 6153	6
37	32	30	28		TEARDROP Santo and Johnny, Canadian-American 107	9
38	47	59	86		LITTLE THINGS MEAN A LOT Joni James, M-G-M 12849	5
39	41	34	35		TALK THAT TALK Jackie Wilson, Brunswick, 55165	10
40	36	26	32		I WANNA BE LOVED Ricky Nelson, Imperial 5614	9
41	34	44	60		SHIMMY, SHIMMY, KO-KO BOP Little Anthony & the Imperials, End 1060	8
42	60	83	—		TENDER LOVE AND CARE Jimmie Rodgers, Roulette 4218	3
43	28	23	17		SCARLET RIBBONS Browns, RCA Victor 7614	13
44	50	66	79		SWEET NOTHIN'S Brenda Lee, Decca 30967	6
45	49	55	72		BACIARE, BACIARE Dorothy Collins, Top Rank 2024	6
46	52	89	95		LITTLE COCO PALM Jerry Wallace, Challenge 59060	4
47	42	45	63		A YEAR AGO TONIGHT The Crests, Coed 521	8
48	69	99	—		BULLDOG The Fireballs, Top Rank 2026	3
49	40	27	26		OH, CAROL Nell Sedaka, RCA Victor 7595	16
50	75	—	—		WALTZING MATILDA Jimmie Rodgers, Roulette 4218	2
51	35	35	37		JUST COME HOME Hugo and Luigi, RCA Victor 7639	7
52	56	47	50		WHAT ABOUT US The Coasters, Atco 6153	8
53	57	63	64		HONEY HUSH Joe Turner, Atlantic 2044	5
54	37	32	25		SO MANY WAYS Brook Benton, Mercury 71512	15
55	51	49	49		MIGHTY GOOD Ricky Nelson, Imperial 5614	9
56	44	25	21		IN THE MOOD Ernie Fields, Rendezvous 110	19
57	73	80	82		ROCKIN' LITTLE ANGEL Ray Smith, Judd 1016	4
58	64	77	88		HARLEM NOCTURNE Viscounts, Madison 123	5
59	59	64	68		CRAZY ARMS Bob Beckham, Decca 31029	4
60	48	48	71		LET'S TRY AGAIN Clyde McPhatter, M-G-M 12843	6
61	68	81	91		I DON'T KNOW WHAT IT IS The Blue Notes, Brooke 111	7
62	58	57	42		BELIEVE ME Royal Teens, Capitol 4261	14
63	39	31	30		COME INTO MY HEART Lloyd Price, ABC-Paramount 10062	14
64	54	22	22		THE LITTLE DRUMMER BOY Harry Simeone Chorale, 20th Fox 121	7
65	84	—	—		WHY DO I LOVE YOU SO Johnny Tillotson, Cadence 1372	2
66	72	88	89		GOD BLESS AMERICA Connie Francis, M-G-M 12841	11
67	46	24	14		UHI OHI (Part II) The Nutty Squirrels, Hanover 4540	12

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	WEEKS ON CHART
68	88	—	—		AMAPOLA Jacky Noguera, Jamie 1148	2
69	77	86	92		DARLING LORRAINE Knockouts, Shad 5013	5
70	—	—	—		MIDNIGHT SPECIAL Paul Evans, Guaranteed 205	1
71	62	52	33		DANNY BOY Conway Twitty, M-G-M 12826	18
72	63	38	27		BE MY GUEST Fats Domino, Imperial 5629	14
73	53	41	53		MARY, DON'T YOU WEEP Stonewall Jackson, Columbia 41533	5
74	55	56	56		NO LOVE HAVE I Webb Pierce, Decca 31021	5
75	89	—	—		TOO MUCH TEQUILA Champs, Challenge 59063	2
76	96	—	—		UPTOWN Roy Orbison, Monument 412	2
77	—	—	—		FOREVER Little Dippers, University 210	1
78	82	97	—		LET THE GOOD TIMES ROLL Ray Charles, Atlantic 2047	3
79	—	—	—		BABY (YOU GOT WHAT IT TAKES) Brook Benton and Dinah Washington, Mercury 71565	1
80	86	—	—		AM I THAT EASY TO FORGET Debbie Reynolds, Dot 15985	2
81	85	92	93		(I REMEMBER) IN THE STILL OF THE NIGHT The Five Satins, Ember 1005	4
82	87	98	—		TELL HER FOR ME Adam Wade, Coed 520	3
83	95	—	—		I FORGOT MORE THAN YOU'LL EVER KNOW Sonny James, Capitol 4307	2
84	—	—	—		ON THE BEACH Frank Chacksfield, London 1901	1
85	90	94	97		ONE MINT JULEP Chet Atkins, RCA Victor 7684	4
86	—	—	—		HARBOR LIGHTS The Platters, Mercury 71563	1
87	99	—	—		THE HAPPY MULETEER Ivo Robic, Laurie 3045	2
88	97	—	—		TIME AFTER TIME Frankie Ford, Ace 580	2
89	—	—	—		MY LITTLE MARINE Jamie Horton, Joy 234	1
90	—	—	—		I CAN'T SAY GOODBYE The Fireflies, Ribbon 6904	1
91	91	—	—		CRY ME A RIVER Janice Harper, Capitol 4324	2
92	80	58	40		MISTY Johnny Mathis, Columbia 41483	17
93	100	—	—		SINCE I MADE YOU CRY The Rivelas, Coed 522	2
94	—	—	—		I WAS SUCH A FOOL The Flamingos, End 1062	1
95	—	—	—		MEDITERRANEAN MOON The Rays, XYZ 605	1
96	—	—	—		I'LL TAKE CARE OF YOU Bobby (Blue) Bland, Duke 314	1
97	—	—	—		LIVIN' DANGEROUSLY McGuire Sisters, Coral 62162	1
98	79	79	57		REVELLE ROCK Johnny and the Hurricanes, Warwick 513	13
99	65	69	39		SWINGIN' ON A RAINBOW Frankie Avalon, Chancellor 1045	6
100	—	—	—		SECRET OF LOVE Elton Anderson, Mercury 71542	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

- *BEYOND THE SEA Bobby Darin
(Harms, ASCAP) Atco 6158
- WHY DO I LOVE YOU SO Johnny Tillotson
(Tannen, BMI) Cadence 1372
- UP TOWN Roy Orbison
(Acuff-Rose, BMI) Monument 412
- ROCKIN' LITTLE ANGEL Ray Smith
(Fairway & Singing Music, BMI) Judd 1016

- *AMAPOLA Jacky Noguez
(Marks, BMI) Jamie 1148
- *FOREVER The Little Dippers
(Tree, BMI) University 211
- *MIDNIGHT SPECIAL Paul Evans
(Jones-Milbern, BMI) Guarantee 205

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. THE WHIFFENPOOF SONG Bob Crewe, Warwick
2. EARTH ANGEL The Penguins, Dooto
3. ONE MORE FOR THE ROAD Hank Leeds, Jaro
4. CLAP YOUR HANDS The Wheels, Folly
5. NO ONE (CAN EVER TAKE YOUR PLACE) Sam Cooke, Keen
6. YOU'RE MY BABY Sarah Vaughan, Mercury
7. WHATCHA GONNA DO Nat King Cole, Capitol
8. DELAWARE Perry Como, RCA Victor
9. I KNOW WHAT GOD IS Perry Como, RCA Victor
10. YOU'RE THE ONLY STAR Billy Vaughn, Dot
11. BEAUTIFUL BROWN EYES Judy, Johnny & Billy, Silver
12. LOVE ME, MY LOVE Dean Martin, Capitol
13. TALL OAK TREE Dorsey Burnette, Era
14. TIME AND THE RIVER Nat King Cole, Capitol
15. LADY LUCK Lloyd Price, ABC-Paramount

HOT 100: A TO Z

A Year Ago Tonight	47
Am I That Easy to Forget	80
Amapola	68
Among My Souvenirs	13
Baby (You Got What It Takes)	79
Baciare, Baciare	45
Be My Guest	72
Believe Me	62
Beyond the Sea	34
Big Hurt, The	6
Bonnie Came Back	29
Bulldog	48
Come Into My Heart	63
Crazy Arms	59
Cry Me a River	91
Danny Boy	71
Darling Lorraine	69
Down by the Station	17
El Paso	2
First Name Initial	30
Forever	77
Friendly World	26
Go, Jimmy, Go	8
God Bless America	64
Handy Man	14
Happy Muleteer, The	87
Harbor Lights	86
Harlem Nocturne	58
Heartaches by the Number	22
He'll Have to Go	20
Honey Hummer Boy, The	53
Hound Dog Man	18
How About That	33
I Can't Say Goodbye	90
I Don't Know What It Is	61
I Forgot More Than You'll Ever Know	83
(I Remember) In the Still of the Night	81
I Wanna Be Loved	40
I Was Such a Fool	94
If I Had a Girl	31
I'll Take Care of You	54
In the Mood	56
It's Time to Cry	12
Just Come Home	51
Let It Be Me	23
Let the Good Times Roll	78
Let's Try Again	60
Little Coco Palm	46
Little Drummer Boy, The	64
Little Things Mean a Lot	38
Livin' Dangerously	97
Lonely Blue Boy	21
Lucky Devil	25
Mack the Knife	32
Mary Don't You Weep	73
Mediterranean Moon	95
Midnight Special	70
Mighty Good	55
Misty	92
My Little Marine	89
No Love Have I	74
Not One Minute More	19
Oh, Carol	49
On the Beach	84
One Mint Julep	85
Pretty Blue Eyes	9
Reveille Rock	98
Rockin' Little Angel	57
Run, Red, Run	36
Running Bear	1
Sandy	15
Scarlet Ribbons	43
Secret of Love	100
Shimmy Shimmy Ko-Ko Bop	41
Since I Made You Cry	93
Smoke (Part II)	27
So Many Ways	54
Sweet Nothin's	44
Swingin' on a Rainbow	99
Talk That Talk	39
Teardrop	37
Teen Angel	4
Tell Her for Me	82
Tender Love and Care	42
Theme From a Summer Place	28
Time After Time	88
Too Much Tequila	75
Tracy's Theme	24
Uh! Oh! (Part II)	67
Uptown	76
Village of St. Bernadette, The	7
Waltzing Matilda	50
Way Down Yonder in New Orleans	5
We Got Love	35
What About Us	52
What in the World's Come Over You	14
Where or When	10
Why	3
Why Do I Love You So	65
You Got What It Takes	11

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

THE FLEETWOODS



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

THE KINGSTON TRIO



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

FREDDY CANNON



CHATTANOOGA SHOE-SHINE BOY (Acuff-Rose, BMI) — **BOSTON** (My Home Town) (Conley, BMI)—Cannon's sequel sides to his "Way Down Yonder in New Orleans" appear strong bets to repeat. He revives "Shoe-Shine Boy" in his familiar dynamic way over a rhythmic ork assist. "Boston" is a clever, new tune about the Bean City that should also take off. **(Swan 4050)**

PAT BOONE



(WELCOME) NEW LOVERS (Roosevelt, BMI) — **WORDS** (Melody Trails, BMI) — Boone warbles "New Lovers," a pretty rockaballad strongly. His relaxed reading is smooth and listenable. "Words" is a new lyric version of "Silver Threads Among the Gold," and this, too, is neatly sold by the hit-maker. **Dot 16048**

TOMMY EDWARDS



DON'T FENCE ME IN (Harms, ASCAP)—**I'M BUILDING CASTLES AGAIN** (Toy Town, ASCAP)—Edwards has a smart reading of "Don't Fence Me In," Cole Porter's evergreen. Swinging backing helps the singer all the way. "I'm Building" is a pretty rockaballad that is warmly presented by the artist. Both should figure. **M-G-M 12868**

ANNETTE



O DIO MIO (Topper, ASCAP)—**IT TOOK DREAMS** (Wonderland-Music World, BMI)—The young thrush has two potent sides. "O Dio Mio" shows a heart-felt delivery on an attractive ballad with beat. "It Took Dreams" is also done multi-track style, and the catchy rhythm tune provides a strong coupling. **Vista 354**

CLYDE McPHATTER



JUST GIVE ME A RING (Progressive, BMI)—**DON'T DOG ME** (Progressive, BMI)—McPhatter sounds chart bound again with two strong contenders. "Just Give Me a Ring" is a gospelish rocker that he belts expressively over a fine chorus assist. His outing on "Don't Dog Me," a bluesy medium-beater, also has the money sound. **Atlantic 2049**

JOHNNY HORTON



SINK THE BISMARCK (Cajun, BMI)—**THE SAME OLD TALE THE CROW TOLD ME** (Acuff-Rose, BMI)—Horton is in his familiar dual-market groove in his sprightly renditions of these folkish themes. Both are strongly sold, and the singer can have a pop-c.&w. hit going with either side. **Columbia 41568**

MITCHELL TOROK



I WANT TO KNOW EVERYTHING (Acuff-Rose, BMI) — **GUARDIAN ANGEL** (Jamie, BMI)—Torok has two potent outings with his latest tries. "I Want to Know" is a cute tune, clefted by Boudleaux Bryant, on which he registers strongly. "Guardian Angel" is a rockaballad that is also nicely rendered. **Guyden 2032**

LENNIE WELCH



YOU DON'T KNOW ME (Hill & Range, BMI)—**I NEED SOMEONE** (Taurus, BMI)—Welch, a newcomer, has two impressive sides to mark his debut. He hands "You Don't Know Me," the hit of a few years back, a solid reading over fine ork support. "I Need Someone" is a lovely ballad, and this is also given a meaningful go. **Cadence 1373**

THE KNIGHTSBRIDGE STRINGS



BLUES FROM "AN AMERICAN IN PARIS" (New World, ASCAP) — **FIDDLER'S BOOGIE** (Pickwick, ASCAP)—The English strings come thru with two very acceptable sides, presented in the pattern of their previous clicks. The emphasis, of course, is on strings. Both sides are danceable and listenable, and they should prove easily salable. **Top Rank 2031**

CARL BUTLER



CRY, YOU FOOL, CRY (Golden West Melodies, BMI)—**YOU JES DON'T STEAL FROM A POOR MAN** (Red River Songs, BMI)—Butler should grab plenty of pop and c.&w. loot with these strong sides. "Cry" is a countryish item with honky tonk overtones. The flip is a brighter item that is cheerfully sold over fine backing from the ork. **Columbia 41560**

DORIS DAY



ANYWAY THE WIND BLOWS (Artists, ASCAP)—**SOFT AS THE STARLIGHT** (Daywin, BMI)—The pert lark has two gems that should make noise. Top song is from her forthcoming film, "Please Don't Eat the Daisies." She gives it a bright, multi track reading. Flip is a lovely ballad that she chirps warmly. **Columbia 41569**

(Continued on page 39)



IT'S **3** IN A ROW FOR-

Bobby Rydell!

With a 2 Sided **SMASH!**

"WILD ONE"

CAMEO #171

"LITTLE BITTY GIRL"



Reviews of THIS WEEK'S SINGLES (continued)

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 37

EILEEN RODGERS



YOU WERE MEANT FOR ME (Robbins, ASCAP)—**I WISH I WAS THE MOON** (American, BMI) — Miss Rodgers turns in fine warbles on both sides. "You Were Meant for Me" is brought up to date in an attractive rockballad tempo. "I Wish" is a cute ditty that is also handled with appeal. **Columbia 41563**

ROBERT MOSELY



JUST A LITTLE MORE (Winneton, BMI)—Mosely belts the folkish item with attractive ease. The new artist registers strongly on the likable tune, and he could have a winner with this first try. Flip is "Not Until I Lost You." (Winneton, BMI). **Coed 524**

MONTY BABSON



I WISH IT WERE YOU (Mansion, ASCAP) — The British chanter has a strong first etching on his new label. He sells the haunting theme with heart over lush backing and a strong fem chorus assist. Flip is "So the Story Goes" (Morris, ASCAP). **RCA Victor 7673**

CAROLE KING



OH, NEIL (Aldon, BMI)—The thrush has a cute parody of Neil Sedaka's hit, "Oh, Carol." The take-off is clever and amusing, and it's read in multi track style. This should easily catch on. Flip is "A Very Special Boy" (Bryden, BMI). **Alpine 57**

WILT CHAMBERLIN



THAT'S EASY TO SAY (Sequence, ASCAP)—The basketball ace proves a more than competent vocalist on his first wax effort. The tune is a spiritual-type, done in somewhat of a Lloyd Price manner. It appears a likely winner. Flip is "By the River" (Patricia, BMI). **End 1066**

ERSEL HICKEY



WHAT DO YOU WANT? (Mills, ASCAP) — This is Hickey's best to date. He wraps up the jaunty, infectious ditty with a showmanly vocal over good ork support. It can go all the way. Flip is "Love in Bloom." (Famous, ASCAP). **Epic 9357**

EDDIE QUINTEROS



COME DANCE WITH ME (Drexall, BMI)—Quinteros handles the bright rocker with zest and verve, and he gets a rockin' assist from the ork. It's a cute and snappy effort that should lure loot. Flip is "Vivian." (Drexall, BMI). **Brent 7009**

BETSY BRYE



MY EVENING STAR (Edgar, BMI)—The chick who made a noise recently with a vocal version of "Sleep Walk," could have a hit with this ballad with beat treatment of the oldie (Lillian Russell's theme song). She reads it smartly over strong ork support. Flip is "Sweetheart of All My Dreams." (Shapiro-Bernstein, ASCAP). **Canadian-American 108**

Country & Western

BOBBY HELMS



SOMEONE WAS ALREADY THERE (Champion, BMI) **TO MY SORROW** (Adams, Vee & Abbott, BMI)—Helms can have a dual-market entry with his latest. "Someone" is a sad ballad that is nicely read. "To My Sorrow" has more of a country feeling, and it's also chanted with lots of heart. **Decca 31041**

Spiritual

MARIAN WILLIAMS



THE LORD ONLY KNOWS (Savoy, BMI)—**NOTHING BETWEEN**—The gospel singer gives two great performances. She delivers the hymns with obvious sincerity and with grace. Devotees of this sort will find either side to their tastes. **Gospel 1035**

SPECIAL MERIT SPOTLIGHTS

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

POP TALENT

EDDIE DE MARR

IT'S ROUGH THIS TIME OF YEAR (Sanders, ASCAP)—**HAPPINESS** (Valiant, ASCAP)—De Marr has two fine sides. The talented newcomer delivers two lovely ballads warmly, and he's given quality support from the ork. Both are spinnable sides that should meet jockey approval, and with plugs, either could step out sales-wise. **Columbia 41355**

DORIS PAYNE

WHAT A WONDERFUL LOVER (Meridian, BMI)—Miss Payne comes thru with an excellent reading of a rhythmic waltz. The three-quarter, countryish sort is handled with feeling, and she could have a hit side, if it's exposed. Flip is "I Want to Be Loved (But Only by You)." (Melrose, ASCAP). **Everest 19327**

MACK OWEN

SOMEBODY JUST LIKE YOU (Knox, BMI)—**WALKIN' AND TALKIN'** (Hi Lo, BMI)—Owen gives out with strong renditions of two contrasting tunes. "Somebody" is a pretty ballad that is sung in touching fashion, "Walkin'" is a wild rocker. He scores to good effect on both. **Sun 336**

POP DISK JOCKEY PROGRAMMING

KAYE BALLARD

RESTA CU'MME (Leeds, ASCAP) — **HUSH LITTLE BABY** (United Artists, ASCAP)—The comedienne is on the serious side in her presentations of these two lovely efforts. "Resta Cu'mme" is a beautiful Latin theme that is richly sung. "Hush Little Baby" shows a poignant reading of the folkish song. Listeners will find both sides attractive fare. **United Artists 203**

VERY STRONG SALES POTENTIAL

OTIS WILLIAMS AND THE CHARMS

★★★★ **CHIEF UM (TAKE IT EASY)**—KING 5323—A cute side, on the Indian kick, with the material having a strong slant toward the Lieber and Stoller style. Mighty cute song and the boys hand it a strong, salable reading. (Marks, BMI)

★★★★ **IT'S A TREAT**—It's a treat what that chick does to him when they're together, sings Williams with the group. A listenable side set to a rockarhumba rhythm. Worth spins. (Gil, BMI)

ROY HAMILTON

★★★★ **NOBODY KNOWS THE TROUBLE I'VE SEEN**—EPIC 9354 — Song is from Hamilton's latest album. It's a rhythmic version of the standard religious song. This has a chance. (PD)

★★★ **The Ten Commandments** — Tune is from the singer's latest LP, "Roy Hamilton Sings Spirituals." It's a moving item that he sings well over lovely ork backing. Spinnable jockey item. (Big Billy, BMI)

JESSE BELVIN

★★★★ **THE DOOR IS ALWAYS OPEN**—RCA VICTOR 7675 —Pretty ballad with beat is neatly rendered by the chanter over lush chorus and ork support. It's a pretty side, and it has a chance. (Famous, ASCAP)

★★★ **Something Happens to Me**—Belvin delivers a smart tune with jazz-like ork support from Shorty Rogers and the ork. It's a bit of a switch for the artist, and it could create interest. (Marvin, ASCAP)

BO DIDDLEY

★★★★ **MY STORY** — CHECKER 942 — Bo Diddley sells a melodic hunk of folk material in his own expressive style, playing his fabulous guitar. Very cute wax. (Arc, BMI)

★★★ **Road Runner**—Listenable blues is warbled with feeling by the chanter over solid backing by the rhythm section and some sharp chords on Bo Diddley's guitar. (Arc, BMI)

MIMI ROMAN

★★★★ **KEEP IT A SECRET**—KAPP 316—The great Jessie Mae Robinson song gets a fine reading by Miss Roman, who is showcased by an unusually smart arrangement. Latter includes a trumpet carrying the melody; it's very effective. (Shapiro-Bernstein, ASCAP)

★★★ **'Round About Midnight**—Folk flavored side, pretty in melody and lyric and embellished with a very tasteful arrangement. (Knollwood, ASCAP)

TOMMY BRITT

★★★★ **YOU KNOW HOW THINGS GET AROUND**—UNISON 202—Britt warbles the cute theme pleasantly over a pretty orchestration. It's listenable effort that bears watching. (Hummable, ASCAP)

★★★ **Girl Crazy Guy**—Catchy rhythm tune is nicely handled by Britt. This side can also grab coin. (Hummable, ASCAP)

CRAIG DOUGLAS

★★★★ **MY FIRST LOVE AFFAIR**—JARO 77016—Craig Douglas sells this attractive medium tempo ballad with much feeling over good backing. British lad has a good sound and the disk could get some coins. (Regent, BMI)

★★★ **What Do You Want** — Another potent reading by the singer, this time of another listenable ditty. Again he sells it with a fresh sound. He's a good talent. (Mills, ASCAP)

DEEP RIVER BOYS

★★★★ **I DON'T KNOW WHY** — SEECO 6046 — The veteran group turns in a strong reading on the pretty oldie. It's given a strong rockballad outing, and it could take off. (Ahkert, ASCAP)

★★★ **Timber's Gotta Roll**—Folkish sort is delivered over snappy, brassy backing. Listenable effort, but the flip appears the side to watch. (Unicorn, ASCAP)

GOOD SALES POTENTIAL

COZY COLE

★★★ **Cozy's Mambo** — KING 5303 — A blues riff done to the mambo rhythm and featuring Latin percussion with a honking horn thrown in. Cole takes a long solo break in the middle. Dancers can swing to this one. (Kip, BMI)

★★★ **Play Cozy Play** — The combo turns in another terperable and listenable side with the tenor man again spotlighted. (Kip, BMI)

MITZI GAYNOR

★★★ **Happy Anniversary** — LAURIE 3050 — Miss Gaynor sings in meaningful fashion, the tune from her current starring pic. It's an appealing effort with chorus but sides by Jane Morgan and the Four Lads have a long head start. (Korwin, ASCAP)

★★★ **I Don't Remember a Thing** — The pic star thrushes another pleasant ballad, also from "Happy Anniversary." Like the flip, it's nicely arranged and it's spinnable. (Korwin, ASCAP)

WADE PHILLIPS

★★★ **Please Don't Lie** — JARO 77017 — Phillips walls emotionally on catchy theme with folk flavor. (Jarow, BMI)

★★★ **All Alone to Cry** — Phillips wraps up an okay country-styled ditty in an effective multi-track chant. (Starfire - Peer Int'l, BMI)

GLENN OSSER

★★★ **Someday (You'll Want Me to Want You)** (Duchess, BMI)

★★★ **Just Because** (Leeds, ASCAP) — UNITED ARTISTS 205 — Here, from Osser's "March Along, Sing Along" album comes a trio of revivals which features a chorus along with the ork, the latter of which has something of the Ferko string sound. Fine side for juke boxes.

★★★ **Woodchopper's Ball** — From the same album comes this revival of the Woody Herman - identified tune. Nice big band sound and it's highly danceable. (Leeds, ASCAP)

★★★ **Neisha (Part 2)** — STROLL 104 — Tasteful jazz-flavored instrumental treatment of haunting theme. Excellent wax for jazz spinners and hip pop jocks. Fine sax solo work. (Skyrocket, BMI)

★★★ **Neisha (Part 1)** — Expressive vocal version of the same tune, but flip is better side (Skyrocket, BMI)

TEDDY HUMPHRIES

★★★ **I'm Only Trying** — KING 5299 — Humphries has a nice, soft ballad style, not unlike that of Brook Benton. This is a pounding triplet ballad and the chanter handles it well. (Lois, BMI)

★★★ **Thief in the Night** — A well-known blues melody line is heard here and Humphries again gives it a good delivery. Spots of dual-track chanting are heard here. (R-T, BMI)

THE FIVE KEYS

★★★ **I Burned Your Letter** — KING 5302 — A smart rock blues by the Keys. Danceable, and the lead man gives it a solid listenable whirl. Definitely spinnable. (Marks, BMI)

★★★ **How Can I Forget** — A pretty and stylish ballad effort by the lead man with nice harmony support by the rest of the group. (Lois, BMI)

JOHNNY SEYMOUR

★★★ **The Same Way You Came In** — TODD 1051 — Plaintive vocalizing by Seymour on a solid weeper. Dual market side. (Copar, BMI)

★★★ **A Touch of Pink, a Touch of Red**—Pleasant warbling stint on county-flavored ditty. (Copar, BMI)

IKE COLE

★★★ **Cloud Nine** — TODD 1052 — A soulful reading by Cole on a lushly arranged ballad. Nice jockey side. (Justis, BMI)

★★★ **C'est C'est Vous Chere** — Same comment. (Smith, ASCAP)

SONNY FORREST

★★★ **Diddy Bop** — ATCO 6157 — Pound

(Continued on page 41)

(Continued on page 41)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The Browns, Jim Edward, Maxine and Bonnie, are spending a month in Hollywood. While on the Coast, the trio will complete the staging of its night club act and will headline the Seventh Annual Trailer Life Show at the Greater Western Exhibit Hall, Los Angeles, January 27-31. They'll one-night it back from the Coast to their home in Pine Bluff, Ark. Herb Shucher, manager of the Browns, announces that he has signed the Louvin Brothers to the All-britten-Shucher agency fold. The Louvins have a new Capitol release in "Nellie Moved to Town," deejay copies of which may be had by writing to Shucher at 1717 West End Building, Nashville.

"Grand Ole Opry's" Lonzo and Oscar have a new one out on Starday, "I'm My Own Grandpa" b.w. "Cornbread, Lasses and Sassafrass Tea." Lonzo has bought a farm on Dickerson Road, just outside Nashville, and the lads have installed a new trailer on it to house their new publishing firm. Lonzo and Oscar play Lockland Air Force Base in Florida Wednesday (27). . . . The Louvin Brothers and Jimmy Newman are routed for Snyder, Tex., January 26; Woodward, Tex., 27; Chickashaw, Okla., 28; Pama, Tex., 30, and Colorado Springs, Colo., 31. The Louvins make Denver February 2, and Fort Morgan, Colo., 3, while Newman hops to Salt Lake City for February 6. Stringbean, of "Grand Ole Opry," has a new one on the Cullman label titled "Barnyard Banjo Picking." . . . Ray Price's itinerary carries him to Macon, Ga., January 28; Pensacola, Fla., 29; Columbus, Ga., 30, and Albertsville, Ala., 31. . . . Bill Monroe and His Blue Grass Boys stop off at Sioux Falls, S. D., January 27; Scottsbluff, Neb., 28; Omaha, Neb., 29; Wichita, Kan., 30, and Kansas City, Kan., 31.

Murray Nash was in Cincinnati and Dayton, O., recently in the interest of a new record venture he plans to launch soon. In a visit to the desk, Nash stated that a release on his new project will be forthcoming in a few weeks. . . . Leon McAuliff and His Cimarron Boys have been set by MCA for the Florida State Fair, Tampa, February 1-14. McAuliff together with his manager, Don Thompson, and Ray Price recently made a flying trip to Laredo, Tex., for a deer-hunting trip, with Price walking off with the honors by bagging an eight-point, 220-pound white-tailed buck.

A Harry (Hap) Peebles package comprising Johnny Cash and the Tennessee Two, Gordon Terry, Norma Jean, Bill Monroe and the Blue Grass Boys, Warren Smith, Carl Perkins and band and George Jones is set for Sioux City, Ia., January 27; Scottsbluff, Neb., 28; Omaha, Neb., 29; Wichita, Kan., 30; Kansas City, Kan., 31, and Topeka, Kan., February 1. Peebles also has arranged a tour for a "Grand Ole Opry" unit featuring Marty Robbins and his band. Cities to be visited will include Sioux City, Ia., February 9; Scottsbluff, Neb., 10; Omaha, Neb., 11; Wichita, Kan., 12; Tulsa, Okla., 13, and Kansas City, Kan., 14. Rounding out the package will be Wilma Lee and Stoney Cooper and Their Clinch Mountain Gang, Grandpa Jones, Bobby Sykes, Tompall and the Glaser Brothers and Bobby Lord.

Ferlin Husky plays Jack Roberts' Heiser Shadow Lake Ballroom, near Seattle, January 30, and then hops over to Bresemann Park, Tacoma, Wash., for an appearance with Buck Owens and the Bar K Gang on the 31st. . . . Teenage country entertainer Beverly Mae Wilson shows her wares at the Naval Station in San Diego, Calif., January 31, along with Faron Young and Gordon Terry. . . . Johnnie Humbird was in Nashville last week to cut new sides for Columbia's Don Law, with his second release on the label due out next week. On January 16, Humbird made an appearance on "Grand Ole Opry," following it with a guest shot on the Ernest Tubb show over WSM. Humbird is the protegee of Sheriff Davis, c.&w. deejay on WLOW, Norfolk.

Jim Reeves put in last Friday and Saturday (22-23) playing air bases in the San Antonio sector. . . . Curtis Artists Productions and Pamper Music Company, formerly at 4705 Gallatin Road, Nashville, have moved into new offices at 119 Two-Mile Pike, Goodlettsville, Tenn. . . . Ernest Tubb, Skeeter Davis, Hawkshaw Hawkins and Jean Shepard kicked off a Texas tour at Harleton Wednesday (20) and Sunday (24) were joined by Jim Reeves for a show in San Antonio. . . . "Northwest Jubilee," presented January 10 at the Coliseum, Spokane, Wash., is reported to have pulled more than 4,000 payees. Buck Owens, Charley Ryan and His Timberline Riders, and Louie Andrews and his all-Indian group, of the Colville Indian Reservation, headed up a cast of 30. The Andrews unit will headline the next "Northwest Jubilee" to be presented January 31.

With the Jockeys

Texas Bill Strength has transferred his activity from KFOX, Long Beach, Calif., to KIKK, Bakersfield, Calif., where he is serving as program director and deejay. In addition, Texas Bill does a daily stint with Cousin Herb Henson on KERO-TV in the same city. Strength asks that artists and diskeries put him on the list for samples of new releases. . . . Pamper Music, Inc., Box 96, 119 Two-Mile Pike, Goodlettsville, Tenn., is mailing out sample copies on Skeets McDonald's new release on Columbia, "Where You Go, I'll Follow," published by Pamper. Drop 'em a line for your copy.

Max Lee, of Station WKBX, Kissimmee, Fla., which recently changed to an all-c.&w. music policy, says he's badly in need of platter material, both old and new. . . . Blackie Crawford, who with his Western Cherokees appears on Maverick Records and KPEP, San Angelo, Tex., has a new release coming out soon which he'll mail to all deejays requesting a copy. Top side is done in Western Cherokee style, Blackie says, with the flip featuring a theme for disk jockeys. . . . Skip Slagle, now spinning the c.&w. platters on KNIM, Maryville, Mo., typewrites, to wit: "I hope the artists and distributors will continue being as kind as they have in the past by sending me their releases as they come out. I seem to have trouble getting hold of the Decca label. Is this my fault or is there a policy against sending out deejay samples? Need Ernest Tubb and Webb Pierce releases, also those of Carl Smith on Columbia."

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The Billboard HOT C & W SIDES

FOR WEEK ENDING JANUARY 24

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	EL PASO, Marty Robbins, Columbia 41511	12
2	3	4	4	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	8
3	2	2	2	SAME OLD ME, Ray Price, Columbia 41477	16
4	4	3	3	THERE'S A BIG WHEEL, Wilma Lee & Stoney Cooper, Hickory 1107	15
5	7	8	6	RIVERBOAT, Faron Young, Capitol 4291	11
6	9	9	11	NO LOVE HAVE I, Webb Pierce, Decca 31021	6
7	5	5	7	AMIGO'S GUITAR, Kitty Wells, Decca 30987	12
8	6	6	5	COUNTRY GIRL, Faron Young, Capitol 4233	28
9	8	7	8	SCARLET RIBBONS, The Browns, RCA Victor 7614	11
10	11	14	16	FACE TO THE WALL, Faron Young, Capitol 4291	11
11	10	13	9	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	17
12	13	11	10	THE LAST RIDE, Hank Snow, RCA Victor 7586	15
13	12	10	12	UNDER YOUR SPELL AGAIN, Ray Price, Columbia 41477	10
14	21	20	20	WISHFUL THINKING, Wynn Stewart, Challenge 59061	5
15	22	—	—	ANOTHER, Roy Drusky, Decca 31024	2
16	16	17	15	MONEY TO BURN, George Jones, Mercury 71514	9
17	15	18	—	ONE YOU SLIP AROUND WITH, Jan Howard, Challenge 59059	3
18	14	12	18	ARE YOU WILLING WILLIE, Marion Worth, Guyden 2026	14
19	19	21	21	BIG HARLAN TAYLOR, George Jones, Mercury 71514	10
20	17	15	13	FAMILY MAN, Frankie Miller, Starday 457	17
21	24	25	—	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	3
22	23	23	30	DEAD OR ALIVE, Bill Anderson, Decca 30993	5
23	25	—	—	RIVERBOAT GAMBLER, Jimmy Skinner, Mercury 71539	2
24	18	19	—	TIMBROOK, Lewis Pruitt, Decca 31338	7
25	28	24	14	I'M MOVIN' ON, Don Gibson, RCA Victor 7629	7
26	27	—	—	THE GIRL WHO DIDN'T NEED LOVE, Porter Wagoner, RCA Victor 7638	2
27	29	—	—	MARY, DON'T YOU WEEP, Stonewall Jackson, Columbia 41533	2
28	20	16	17	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	38
29	26	27	—	EASY MONEY, James O'Gwynn, Mercury 71513	4
30	—	29	19	A WOMAN'S INTUITION, Wilburn Brothers, Decca 30968	13

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Reviews of New Pop Records

Continued from page 39

★★★★
VERY STRONG SALES POTENTIAL

TAB HUNTER

★★★★ **I GOTTA HAVE MY BABY BACK**—WARNER BROS. 5142 — Haunting melody that was a hit with Floyd Tilman years back, receives a warm reading from the chanter. This could get some action. (Peer Int'l., BMI)

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

JOHN GARY

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

★★ **The Shrine of St. Cecelia** — Gary sells the familiar effort with much warmth here over good backing. Gary sounds better on every record, and this one could happen. (Braun, SESAC)

BILLY BLAND

★★★★ **LET THE LITTLE GIRL DANCE**—OLD TOWN 1076 — Catchy rhythm ditty is wrapped up in a showmanly vocal stint by Bland and fem chorus. Dual market appeal. (Glover, BMI)

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

THE ARENA TWINS

★★★★ **JAMBALAYA**—KAPP 315—The Hank Williams hit of a few years ago is sung with spirit by the boys, helped by a good arrangement. Tune is still a good one and the disk could get some action. (Acuff-Rose, BMI)

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

Reviews of New Pop Records

Continued from page 39

★★★
GOOD SALES POTENTIAL

ing rocker sort with the theme carried by twangy guitar. Tenor sax also comes in late on the side. It has a sound. (Progressive, BMI)

★★ **Knockdown** — Another danceable side with a similar approach. This, too, can create interest. (Progressive, BMI)

DON CARROLL

★★ **What I Go Through** — NRC 39 — Rocker gets a good go from the chanter. Tune has a slight spiritual flavor. Good work by the chorus and combo. It rates spins. (Lowery, BMI)

★★ **Silver Bracelet** — Carroll renders the tune softly over a lush chorus and ork assist. Teens could take to it. (Lowery, BMI)

RALPH YOUNG

★★ **Wichita Town** — EVEREST 19324 — Deep-voiced vocal on a folksy, westernish item. Fair prospects. (Cedarwood, BMI)

★★ **Moonlight Gambler** — Hit of a few seasons ago gets an okay outing by Young. Potential appears similar to that of the flip. (Morris, ASCAP)

ADAM FAITH

★★ **What Do You Want?** — CUB 9061 — Vocal is done in a highly stylized staccato fashion, superimposed on a rockabilly base. Staccato theme is carried out in the backing. (Mills, ASCAP)

★★ **From Now Until Forever** — Chanter has a light, fetching style on this one; also features a bright arrangement. (Progressive, BMI)

JOHNNY RIVERS

★★ **The Customary Thing** — CUB 9058 — A rocker, blues-oriented, with performance in the rockabilly style. Some interesting guitar and drum scoring. (Cedarwood, BMI)

★★ **Answer Me, My Love** — A cute ditty, done with a toe-tapping beat and a tasteful use of rock figures. (Bourne, ASCAP)

KIP ANDERSON

★★ **Oh, My Linda** — SHARP 102 — A folk touch pervades this one. Anderson's capable vocal is benefited by a chorus

of chicks who can hold a sustained high note. (Savoy, BMI)

★★ **Till Your Love Is Mine** — A poignant quality and again a touch of folk flavor mark this one. Anderson sings the pretty melody in slow tempo, with heart. (Savoy, BMI)

JIMMY BOWEN

★★ **Oh Heah! Oh Yeah Mm Mm**—ROULETTE 4224—Bowen packs plenty of personality into his delivery of this catchy r.&r. tune. Good chorus backing. Rates spins. (Kahl, BMI)

★★ **I Need Your Loving Arms** — Melodic, Latin-flavored song is handed a tasteful reading by Bowen and a fem chorus. Another nice jockey side. (Planetary, ASCAP)

JOHNNY O'KEEFE

★★ **It's Too Late** — LIBERTY 55228—Tender rockballad is wrapped up in feelingful vocal stint by Australia's Presley. Interesting chatter wax for jocks. (Rush, BMI)

★★ **She's My Baby** — O'Keefe exhibits showmanship and verve on an okay rockabilly item. (Jat, BMI)

ERNEST MAXIM

★★ **On the Beach**—TOP RANK 2030—Upbeat version of the melodic movie theme. This waxing is out late, but it merits exposure on the basis of quality. (Planetary, BMI)

★★ **The Sound of Music**—Lush, sweet-stringed treatment of the lovely R. & H. musical theme. Pretty jockey wax. (Williamson, ASCAP)

JOHN D. LOUDERMILK

★★ **Midnight Bus**—COLUMBIA 41562—A story of an eloping couple who leave on the midnight bus from Durham. But it's a sad, sad tale because there's a fight. Another imaginative piece of cleffing and chanting by Loudermilk. The side can catch spins. (Cedarwood, BMI)

★★ **Tobacco Road**—An interesting tale of a back-shack existence. The tune has a minor flavor employing a repetitive figure. Loudermilk wrote the tune and handles it with conviction. (Cedarwood, BMI)

EILEEN BARTON

★★ **That Old Feeling**—UNITED ARTISTS 206—The oldie is given a rock treat-

ment by the thrush. The tune is currently going well for Kitty Kallen. This can compete, however. (Feist, ASCAP)

★★ **The Joke Is Not on Me**—Bright, Latinish item is delivered with zest by Miss Barton. Contagious side could create interest with exposure. (Pearl, BMI)

SAMMY KAYE ORK

★★ **Melody of Love** — COLUMBIA 41552—A mildly rocking version of the hit of a few years back. Kaye uses harmony saxes in the style of Billy Vaughn. There's a real sound, and the side has a chance. Also fine for boxes and jocks. (Pressen, ASCAP)

★★ **My Happiness**—The tune was a recent hit for Connie Francis, and now Kaye hands it a pleasant instrumental treatment, again with the suggestion of the rock tempo. Also a spinnable side. (Happiness, ASCAP)

THE TANGENTS

★★ **The Wiggle** — UNITED ARTISTS 201—Bouncy, happy instrumental treatment of a catchy rhythm item with good sax solo work. (Roxbury, ASCAP)

★★ **The Waddle**—More bright, beat-wise instrumental wax with solid swinging tempo. Both sides are dual market items. (Roxbury, ASCAP)

THE SWE-DANES

★★ **Hot Toddy**—WARNER BROS. 5144 —The Ralph Flanagan hit of a few years back is sung stylishly here by the Swe-Danes over solid support. Good jock wax. (Valley, ASCAP)

★★ **Scandinavian Shuffle** — Infectious ditty is intoned with spirit here by the duo, and it has the rollicking 1920's sound. Good jock side. (Suchan, ASCAP)

MARVIN RAINWATER

★★ **Wayward Angel**—M-G-M 12865—A tender ballad is intoned sweetly by Rainwater over good support by the chorus and ork. A pretty side. (Geronimo, BMI)

★★ **The Paleface Indian**—The chanter tells of the sufferings of the Cherokees after they were forced onto the reservation. Flip appears stronger. (Cedarwood, BMI)

CINDY & LINDY

★★ **There Are Such Things**—CORAL 62165 — The pretty standard is handled smoothly by the duo over warm backing. Flip is stronger. (Dorsey Brothers, ASCAP)

★★ **Let's Go Steady**—Cindy and Lindy sell this slight rocker in good fashion over string and rhythm backing. Could get spins. (Regent, BMI)

SERINO

★★ **I'm Walkin' Thru the Ruins of a Beautiful Dream**—SIGNATURE 12025 — Relaxed, personable chanting by the lad on a catchy item with effective backing, blending r.&r. and pop. (Jonathan, ASCAP)

★★ **I Had the Craziest Dream**—Lengthy off-beat intro slows down an otherwise appealing vocal rendition of the oldie. (Bregman, Vocco & Conn, ASCAP)

(Continued on page 44)

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This Week	Last Week	Weeks on Chart
1. WHY (Debmar)	1	4
2. EL PASO (Marty's Music)	3	3
3. MACK THE KNIFE (Harms)	2	19
4. DO-RE-MI (Williamson)	5	5
5. HEARTACHES BY THE NUMBER (Pamper)	9	11
6. CLIMB EV'RY MOUNTAIN (Williamson)	10	3
7. AMONG MY SOUVENIRS (DeSylva-Brown-Henderson)	6	3
8. MISTY (Vernon-Octave)	8	12
9. THE BIG HURT (Music Productions)	11	3
10. MR. BLUE (Cornerstone)	4	14
11. I KNOW WHAT GOD IS (Leeds)	13	2
12. MARINA (Maxwell)	7	7
13. RUNNING BEAR (Big Bopper Music)	—	1
14. THE VILLAGE OF ST. BERNADETTE (Ludlow)	12	2
15. IT'S TIME TO CRY (Spanka)	14	3

Best Selling Sheet Music in Britain

(For week ending January 16)

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.

What Do You Want to Make Those Eyes at Me For? — Francis Day (—)	Jingle Bell Rock—Cromwell (Cronell)
Sitting in the Back Seat—Sheldon (Sequence)	High Hopes—Barton (Maraville)
What Do You Want?—Mills (Mills)	Little Donkey—Chappell (Chappell)
Little White Bull—Peter Maurice (—)	Why—Bron (Debmar)
Heartaches by the Number—Joy (Pamper)	Ivy Will Cling—John Fields (—)
Starry Eyed—Lawrence Wright (Manson)	Side Saddle—Mills (Mills)
Raw Hide—Leeds (Erosa)	Happy Anniversary—Dominion (Korwin)
Snow Coach—Feldman (—)	The Village of St. Bernadette — Francis Day (Ludlow)
Travelling Light—Aberbach (—)	China Tea—Mills (Mills)
Mack the Knife—Arcadia (Harms)	Oh! Carol—Nevins-Kirshner (Aldon)

Best Selling Pop Records in Britain

(For week ending January 16)

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

This Week	Last Week
1. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR?—Emile Ford (Pye)	1
2. WHY—Anthony Newley (Decca)	12
3. WHAT DO YOU WANT?—Adam Faith (Parlophone)	2
4. STARRY EYED—Michael Holliday (Columbia)	6
5. WAY DOWN YONDER—Freddy Cannon (Top Rank)	10
6. OH! CAROL—Neil Sedaka (RCA)	3
7. STACCATO THEME—Elmer Bernstein (Capitol)	4
8. VOICE IN THE WILDERNESS—Cliff Richard (Columbia)	—
9. LITTLE WHITE BULL—Tommy Steele (Decca)	8
10. HEARTACHES BY THE NUMBER—Guy Mitchell (Philips)	18
11. SEVEN LITTLE GIRLS—The Avons (Columbia)	5
12. RAWHIDE—Frankie Laine (Philips)	7
13. REVEILLE ROCK—Johnny and the Hurricanes (London)	14
14. BAD BOY—Marty Wilde (Philips)	9
15. BE MY GUEST—Fats Domino (London)	10
16. EXPRESSO BONGO (EP)—Cliff Richard (Columbia)	24
17. IN THE MOOD—Ernie Fields (London)	14
18. DANCE WITH ME—Drifters (London)	20
19. TRAVELLIN' LIGHT—Cliff Richard (Columbia)	13
20. SUMMER SET—Acker Bilk (Columbia)	—

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The Billboard HOT R & B SIDES

FOR WEEK ENDING JANUARY 24
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	1	1	5	SMOKIE (PART II), Bill Black Combo, Hi 2018	9
2	2	6	3	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	12
3	3	9	8	TALK THAT TALK, Jackie Wilson, Brunswick 55165	9
4	5	2	10	COME INTO MY HEART, Lloyd Price, ABC-Paramount 10062	10
5	8	5	1	THE CLOUDS, The Spacemen, Alton 254	13
6	4	4	9	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314	13
7	7	7	16	RUNNING BEAR, Johnny Preston, Mercury 71474	4
8	13	—	—	SWEET SIXTEEN, B. B. King, Kent 330	2
9	—	—	—	BABY (YOU GOT WHAT IT TAKES), Brook Benton and Dinah Washington, Mercury 71565	1
10	11	18	—	AMONG MY SOUVENIRS, Connie Francis, M-G-M 12841	3
11	16	16	17	FANNIE MAE, Buster Brown, Fire 1008	8
12	6	10	—	WHY, Frankie Avalon, Chancellor 1045	3
13	17	—	—	IT'S TIME TO CRY, Paul Anka, ABC-Paramount 10064	2
14	10	—	—	HOW ABOUT THAT, Dee Clark, Abner 1032	2
15	24	—	—	TEEN ANGEL, Mark Dinning, M-G-M 12845	2
16	28	—	—	SHIMMY, SHIMMY, KO-KO-BOP, Little Anthony and the Imperials, End 1060	2
17	23	—	—	WHAT ABOUT US, Coasters, Alco 6153	2
18	15	13	15	LET'S TRY AGAIN, Clyde McPhatter, M-G-M 12843	4
19	27	19	18	SO MANY WAYS, Brook Benton, Mercury 71512	15
20	—	—	—	NOT ONE MINUTE MORE, Della Reese, RCA Victor 7644	1
21	14	3	2	BE MY GUEST, Fats Domino, Imperial 5629	11
22	9	—	—	UH! OH! (PART II), Nutty Squirrels, Hanover 4540	5
23	20	—	—	LET THEM TALK, Little Willie John, King 5274	7
24	12	8	6	WON'TCHA COME HOME, Lloyd Price, ABC-Paramount 10062	9
25	19	—	20	(IF YOU CRY) TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040	14
26	21	20	11	ALWAYS, Sammy Turner, Big Top 3029	12
27	—	—	—	MONEY, Barrett Strong, Anna 1111	1
28	25	—	—	GO, JIMMY, GO, Jimmy Clanton, Ace 575	2
29	29	22	13	IN THE MOOD, Ernie Fields, Rendezvous 110	10
30	18	14	—	WAY DOWN YONDER IN NEW ORLEANS, Freddy Cannon, Swan 4043	3

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Reviews and Ratings of New Albums

Continued from page 32

★★★★

VERY STRONG SALES POTENTIAL

"A Fond Kiss," "Mary Morison" and "My Love Is Like a Red, Red Rose." Should interest Burns' fans.

★★★★ KEEP FIT — BE HAPPY
Bonnie Prudden, Warner Bros. 1358 — Bonnie Prudden, an expert on fitness, editor of same for Sports Illustrated and NBC's "Today" show, lays it right on the line here.

★★★

GOOD SALES POTENTIAL

★★★★ THE ALL TIME TOP TANGOS
Stanley Black & Ork. London PS 176 (Stereo & Monaural)—Stanley Black and his ork, one of the best of the society bands, does a first-rate job here with a well-known collection of tangos. The tunes include "Rosie," "A Media Luz," "Jealousy" and "Oh Donna Clara." They are played in warm fashion, and the sound is good.

★★★★ BLACK CORAL
Rene Paulo Trio. Liberty LST 7143 (Stereo & Monaural)—Like the package by the Invitations and Billy May on this label, this album, also using Hawaiian songs, is not the usual type of Hawaiian album. It is fresh and modern in approach with Rene Paulo proving a gifted pianist.

★★★★ THE INVITATIONS WITH BILLY MAY & HIS ORK
The Invitations With Billy May Ork. Liberty LST 7145 (Stereo & Monaural)—A second album by a notable Hawaiian group. Vocal harmonies are unusual, and the Billy May backing gives it all a modern touch. Dealers and buyers, looking over the list of selections—most of which are Hawaiian—should not be misled into believing this is the usual type of Island material. It is much different, and fresh.

★★★★ MARINA
Willy Alberti. Epic LN 3662—Alberti, known for his recording of "Marina," does a dozen Italian songs, including hits from the 1959 San Remo Song Festival, as "Ciao, Ciao Bambino," "Una Marcia in Fa," etc. Plenty of style and vocal training in evidence here, plus good engineering in making the disk.

★★★★ FUNICULI FUNICULA
Armando Foresio Ork. Kapp KS 3050 (Stereo & Monaural)—The favorite melodies of Napoli are reproduced in clear, shimmering style on this grouping. Senor Foresio batons the big, full complement in "Sorrento," "Luna Rossa," "Volare," "Vesti La Giubba," "Funiculi, Funicula," among others. There's a strong slant toward the international market here but the material also serves as appealing mood music for the pop market.

★★★★ MOONLIGHT SERENADES
Richard Wolfe. Kapp KS 3055 (Stereo & Monaural)—This is not the Glenn Miller type of Moonlight Serenader, but rather a new kind, intoned by Dick Wolfe and featuring harmony sax sounds with guitars and organ. It makes for pleasurable listening and just as important, it's a well-paced dance set for those so inclined. Material includes "Susquehanna Moon," "You Can't Be True Dear," "Until Tomorrow" and "Side by Side."

★★★★ BUT YOU'VE NEVER HEARD GERSHWIN WITH BONGOS
Don Raik. Warner Bros. WS 1360 (Stereo & Monaural)—The accent (as the title implies) is on bongos in this set. They feature prominently in the Don Raik treatments of a flock of Gershwin evergreens. They are used to rhythmic advantage on both ballads and swingers. Sound is a plus factor, and the set should find an easy market. Tunes include "Love Is Here to Stay," "Summertime" and "I Got Rhythm."

★★★★ ROAR ALONG WITH THE SINGING 20's
The Johnny Mann Singers. Liberty LST 7149 (Stereo & Monaural)—The Johnny Mann Singers warble with vivacity and vitality on a lighthearted group of bouncy oldies. Tunes include "The Varsity Drag," "My Blue Heaven" and "Black Bottom." Fine nostalgic wax.

★★★★ I WISH YOU LOVE
Felicia Sanders. Time T 70002 — Miss Saunders turns in her usual quality readings on an attractive group of tunes. Her warm approach nicely embraces such items as "When the World Was Young," "I'm Through Love" and "Lonely Town." Ork support under the direction of Irving Joseph complements throat. Pretty cover photo of the thrush.

★★★★ THE 20TH CENTURY STRINGS VOL. 3 GREAT STANDARDS

Here are all the exercises — at least 30 separate ones — designed to put anybody and everybody in good shape. Her commands are all well-illustrated in the double fold set and you do the exercises to pleasant musical accompaniment. The set constitutes a good idea and it should be especially effective in supermarkets or other shopping areas.

Hugo Montenegro Ork. 20th Fox 3030—Third volume containing lush orchestrations of favorite standards. Included are, "Tennessee Waltz," "And the Angels Sing," "I Can't Get Started," "A String of Pearls" and "Harbor Lights." Disk should have wide appeal.

★★★★ KIM LOY WONG AND HIS STEEL BAND
Folkways FS 3834—This steel band plays everything from pop to folk to Latin and Italian tunes including "Blue Moon," "This Land Is My Land," "Happy Wanderer" and "La Paloma." Explicit notes by folk singer, Pete Seeger, describing the history and techniques of the group are attached. Good item for followers of this type of music.

★★★★ ACCORDION TIME WITH ELLEGAARD AND HIS ORCHESTRA
Vox STVX 426.090 (Stereo & Monaural)—Mogens Ellegaard, gifted young European musician, comes thru with some more virtuosic accordion work, on this, his second album for the label. Tunes include "Tico Tico," "Holiday for Strings," "The Hot Canary" and "Adios." Good listening here.

★★★★ MUSIC TO BREAK ANY MOOD
Dick Schory's Percussion Ensemble
RCA Victor LSP-2125 (Stereo & Monaural)—In spite of the title this is a very attractive new mood set featuring the Dick Schory crew performing a group of standards in many moods. Some of the moods are wild and swinging, others are soft and caressing. Tunes include "Caravan," "Speak Low," "Walkin' My Baby Back Home" and "A Foggy Day." Tunes were waxed in Chicago's Orchestra Hall, and a lot of hi-fi bugs will be interested in hearing some of these occasionally frantic sounds.

★★★★ CLIFF SINGS
Cliff Richard. ABC-Paramount 321 — The British chanter has gained an American following via a number of hit singles. His program includes a few rockers and also some ballads. He is capably supported by Norrie Paramor's lush strings. Set, if exposed, can appeal to teen and adult buyers. Tunes include "Living Doll," "As Time Goes By" and "That's My Desire."

★★★★ A JOURNEY WITH THE TRAVELERS
Kapp KS 3051. (Stereo & Monaural) — A new folk singing group, already familiar on the San Francisco night life scene, makes its disk debut here with a collection of smartly styled folk songs including "Cindy, O, Cindy," "Lonesome Traveller," "Delia's Gone," and an interesting medley of off-beat and generally unfamiliar Civil War songs, introduced by a stirring spoken bit. The comparison with the Kingston Trio is, in a way, inevitable, but the two boy-one girl trio with their two guitars handles the material well and can become a strong entry in this increasingly important field.

LOW-PRICED POPULAR ★★★

★★★★ CAROUSEL
Various Artists. Rondo-lette SA 141 — Rodgers and Hammerstein's poignant show score is wrapped up in listenable treatments by Russ Case ork and a group of talented unknowns. Selections include "Mister Snow," "You'll Never Walk Alone," "Soliloquy," etc. Salable show wax for the low priced market.

★★★★ OKLAHOMA!
Various Artists. Rondo-lette SA 142 — Competent vocal performances of the great Rodgers and Hammerstein score give this package solid commercial appeal for the low-priced market. Good ork backing by Russ Case. Soloists include Laurence Chelsi, Barbara Altman, Eddy Ruhl and Norma Cleary.

★★★★ ON STAGE WITH CHARLIE BARNET
Charlie Barnet Ork. Crown CST 167. (Stereo & Monaural) — This \$2.98 stereo package has nostalgic name power in veteran maestro Barnet. The swingy, tasteful treatments of oldies supposedly were cut during Barnet's recent appearance at the Holiday Casino in Reno, Nev. Selections

spotlight "Caravan," "The Lady Is a Tramp," "Let the Good Times Roll," "Skyliner," etc.

★★★★ DINE AND DANCE WITH GEORGE LIBERACE AT THE BEVERLY HILTON
George Liberace & Ork. Crown CST 174. (Stereo & Monaural) — Uncomplicated rhythms and arrangements as featured by George Liberace should attract adult buyers, mainly for use at dancing parties. Nothing tricky is included, simply easy to take dancing tempos. Featured are a waltz medley and a couple of Latin sessions as well as the more traditional fox trot beat.

★★★★ HOLIDAY FOR ORGAN
Harry Farmer, organ. Richmond B 20070 — Harry Farmer does a good job of performing a collection of well-known tunes on the organ. He plays them with zip and verve, and the sound is good. The tunes include "La Danza," "Holiday for Strings," "Dance of the Comedians" and "Hora Staccato."

★★★★ GIGI AND SOUTH PACIFIC
The London Theater Company Chorus and Orchestra. Richmond S 30074. (Stereo & Monaural) — The groups offer pleasant performances of the top tunes from the Lerner and Loewe score for "Gigi" and the Rodgers and Hammerstein score for "South Pacific." In both cases, the cast, made up of soloists from the London Theater Company and Orchestra, do a good job of imitating the singers on the original cast waxings. Should appeal at the low price.

IA77 ★★★

★★★★ MOON SHOT
Teddy Tyle Quintet. Golden Crest CR 3060 — This is a very listenable new jazz set, featuring attractive jazz sounds by a group of musicians including Teddy Tyle, Tony Gottuso, Irv Dweir, Jack Zimmerman and Bobby Donaldson. The music swings, and the set is well-recorded. In keeping with the title, all of the tunes have something to do with moon, such as "Moonshot," "Blue Moon," "Moonsong," and "Moonglow."

★★★★ DOWN BY THE RIVERSIDE
Pee Wee Erwin's Dixie Strutters. United Artists UAL 3071. (Stereo & Monaural)—Seven swinging musicians provide lively Dixieland jazz instrumental treatments of exuberant spiritual-flavored oldies. Selections include the title tune, "Swing Low, Sweet Chariot," "When the Saints Go Marching In" and "Just a Closer Walk With Thee." Name side man lineup features Milt Hinton, Osie Johnson, Lou McGarity, Dick Hyman, etc.

★★★★ BYRD IN THE HAND
Donald Byrd. Blue Note 4019 — A vigorous, aggressive and gutsy blowing session. Byrd is in great form with his often breathy but highly assertive style, while Pepper Dams, who has worked considerably with Byrd in recent outings, handles his bar sax in a flexible and driving manner. The group also includes Charlie Rouse on tenor, Walter Davis Jr. on piano, Sam Jones on bass and Art Taylor on drums. Repertoire includes three Byrd originals, a couple by Davis and "Witchcraft," by Cy Coleman and Carolyn Leigh. An enthused session, worth hearing.

★★★★ RUSHING LULLABIES
Jimmy Rushing. Columbia CL 1401 — Jimmy Rushing, one of the veteran practitioners of the blues singing art, turns in a good performance here of a group of standards and blues. Most of the tunes are performed in slow style, including "I Cried for You," and "I Can't Believe That You're in Love With Me," others are handed an uptempo treatment, such as "Good Rockin' Tonight," and "Pink Champagne." Good wax for Rushing fans.

★★★★ FEELIN' THE SPIRIT
Jimmy Witherspoon. Hi-Fi R 422 — Good, sincere readings of a group of familiar spirituals by Jimmy Witherspoon, the well-known blues singer. He is accompanied by the Randy Van Horn Singers. Witherspoon sells them with reverence, but his forte is still the blues. Tunes include "Deep River," "Steal Away to Jesus," and "Go Down Moses."

LOW-PRICED JAZZ ★★★

★★★★ KINGS OF DIXIELAND, VOL. III
Kings of Dixieland. Crown CST 172. (Stereo & Monaural) — The Dixieland crew turns in spirited renditions of popular Dixie fare. Set is adequately packaged, and sound is okay. On the racks this should command fair sales, and it will also lure buys from economy buyers.

CLASSICAL ★★★

★★★★ BEETHOVEN: PIANO CONCERTO NO. 3
Arrau, Piano; Philharmonia Orchestra (Galliera). Angel 35724 (Stereo & Monaural) — Arrau performs the concerto with technique and with feeling. His interpretation is nicely shaded to take full range of the work's dynamics. Support from Galliera and the Philharmonia orchestra is excellent. Stereo enhances the over-all appreciation of the set. Competition is a factor, however.

★★★★ CHOPIN WALTZES
Malczuzynski, Piano. Angel 35726 (Stereo & Monaural)—A devotee to the works of Chopin, Malczuzynski performs these lovely whirling waltzes with color, vivacity and fine musicianship. The stereo sound enhances the set as does the extremely lovely cover in shades of violet and white lilacs. Solid classical item.

★★★★ DVORAK: SLAVONIC DANCES, OP. 46 AND OP. 72 (COMPLETE) FOR PIANO FOUR HANDS
Alfred Brendel and Walter Klein, Pianists. Vox PL 11.620—Brendel and Klein play these spirited and melodic Czech dances with color and enthusiasm. Altho there are many recordings of these pieces, this fresh interpretation should capture many sales.

★★★★ BEETHOVEN: SYMPHONIES NOS. 3, 5 & 7
The Vienna Philharmonic Orchestra (Solti) London CS 6145, CS 6092, CS 6093 (Stereo & Monaural)—Solti interprets each of the Beethoven symphonies artfully. The "Eroica" is especially stirring. The familiar Fifth is treated in a somewhat subdued vein. The lighter Seventh also comes in for a fine reading. The works have, of course, been heavily recorded, so dealers will have to plug the sets for sales. Sound on each volume is a sales plus.

★★★★ VIVALDI—CONCERTOS FOR WIND INSTRUMENTS
Gli Accademici di Milano (Santi). Vox DL 450—This is another in the label's series of Music of Five Centuries, recorded in Europe and packaged beautifully by the label. The Vivaldi Concertos (for two oboes and two clarinets, for two oboes, and for oboe and bassoon), are played tastefully by the Gli Accademici di Milano under Piero Santi. The current renewed interest in Vivaldi should make this a wanted item.

★★★★ BACH CANTATAS (53, 54, 200)
Helen Watts, Contralto; The Philomusica of London (Dart). London SOL 60003 (Stereo & Monaural)—Three of the lesser known Cantatas from Bach's monumental output, these all have passages of great beauty plus some unexpected uses of dissonance and unresolved harmonies which will surprise the fancier of more modern works. Helen Watts sings these with a lovely contralto, while Thurston Dart does a laudible job conducting the predominantly string Philomusica ensemble. A welcome bonus is the famed alto aria, "Ebarne Dich," from St. Matthew's Passion.

★★★★ MOUSSORGSKY: NIGHT ON BALD MOUNTAIN; BORODIN: IN THE STEPPES OF CENTRAL ASIA
Concertgebouw Orchestra of Amsterdam (Fournet). Epic BC 1054 (Stereo & Monaural)—Five representative pieces of program music, heard often in the concert halls, are most ably performed by the Concertgebouw Orchestra of Amsterdam under Jean Fournet's baton. This rich interpretation outlines the stirring melodies, spirited rhythms and delightful passages of the popular pieces by famed Russian and French composers. A prime item in fine stereo sound for every collector.

★★★★ STRAVINSKY: VIOLIN CONCERTO; BERG: VIOLIN CONCERTO
Ivy Gills, Violin. Vox PL 10.760—This talented violinist gives excellent performances of two modern composers' violin concertos. He displays splendid technique and genuine feeling for the concertos. Modernists will find the set to their taste, and quality dealers will take advantage of the opportunity to acquaint customers with seldom-recorded works.

★★★★ LAJO: SYMPHONIE ESPAGNOLE; RAVEL: TZIGANE
Ruggiero Ricci, violin; L'Orchestre de la Suisse Romande (Ansermet). London CS 6134. (Stereo & Monaural) — Ricci's tones and shadings are of the highest quality. The Lajo work calls for great demands on the part of the soloist, and the artist presents the programmatic selection most brilliantly. Ravel's gay work is also presented with power by Ricci. Sound is excellent, and this should appeal to aficionados of violin musical literature.

★★★★ ROSAND PLAYS SIBELIUS (AND OTHER WORKS BY SARASATE & TCHAIKOVSKY)
Vox PL 11.600 — Rosand displays technical skill and ability in this program of lighter classical fare. The works call for excellence of craftsmanship, however, and the artist fulfills the demands of the work. The liner notes reveal that he is playing a Guarnerius, del Gesu (an ex-Kochanski). It is the first time that the instrument has been recorded. In addition to six humorous by Sibelius, there are Sarasate's "Gypsy Airs" and "Carmen Fantasy," and Tchaikovsky's "Serenade Melancolique."

★★★★ OPERATIC RECITAL
Joan Sutherland. London OS 25111. (Stereo & Monaural) — The soprano presents a program of arias from operas by Verdi and Donizetti. She exercises excellent vocal and tonal control. Support from the French orchestra is complementary, and Santi maintains an excellent balance with the singer. The program will prove a popular one to the opera goer, and it should establish an American following for the artist.

★★★★ HANDEL: ISRAEL IN EGYPT
Dessoff Choirs Symphony of the Air (Boepple). (2-12") Vox STPL 511.642.

(Stereo & Monaural) — The oratorio is far less-performed or taken note of than the popular "Messiah," yet in many ways it is the equal of that better known work. It has a monumental quality in its chorus and orchestral passages and it has roles for solo soprano, contralto and tenor, every bit as demanding as the better known work. This impressive packaging is one of the very few complete versions and only the second such in stereo now available. It is handsomely recorded by the American performers and its neat box packaging is also an asset. Over the long haul this can certainly account for a level of sales.

Smashing Thru the Charts!!
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IN THE BILLBOARD

Reviews of New Pop Records

Continued from page 41

GOOD SALES POTENTIAL

DAVID WHITFIELD
 ★★ *Climb Ev'ry Mountain*—LONDON 1905—Rich legit styled warbling by the British artist on the lovely theme from R. & H.'s latest hit "The Sound of Music." (Williamson, ASCAP)

★★ *The Sound of Music*—Same comment. (Williamson, ASCAP)

BILLY WARD AND THE DOMINOES
 ★★ *Have Mercy, Baby*—KING 5322—A oldie in the blues tradition gets a shouted version by the high-voiced lead with repetition from the group. An insistent and driving side. (Ward-Marks, BMI)

★★ *Sixty-Minute Man*—The old tune is given an okay go by the group. Side is out of the vaults and some jocks might give it a go just for the sake of tradition. (Armo, BMI)

NORMAN WARREN
 ★★ *The Puerto Rican Peddler*—DOT 16043—Tune now getting a little action is performed brightly here by the Norman Warren crew. If the tune breaks this version could catch some of the action. (Wemar, BMI)

★★ *The Lonely Gypsy*—Tune with gypsy flavor receives a typical old world reading from the ork. Flip counts for more. (Wemar, BMI)

DUB DICKERSON
 ★★ *The Bottle*—TODD 1053—Wist-

ful lament by tippler is sung with feeling and sincerity. Both sides are dual market items. (Drake, BMI)

★★ *Mama Laid the Law Down*—Amusing country ditty is wrapped up in a personable vocal. (Acuff-Rose, BMI)

THE TINKERBELLS
 ★★ *When You Go Out*—HANOVER 4543—A bright, hand-clapper effort is given a German-English language reading by the group. It's a happy effort in the Bavarian oom-pah rhythm tradition. A bright juke box side. (Miller, ASCAP)

★★ *A-Razz-A-Ma-Tazz*—The oldie tune is handed a Latinish rhythm reading. For the most part it's a gimmicky side with the flip getting the nod. (Consolidated, BMI)

HUGO WINTERHALTER
 ★★ *Hide Me in Your Arms*—RCA VICTOR 7674—Moving theme from the top-rated French movie, "400 Blows," is given a lush treatment by the ork and chorus. Spinnable side. (Chappell, ASCAP)

★★ *Crying Guitar*—Yris Rabenou wails plaintively on a country-flavored theme with rich string backing. (Shapiro-Bernstein, ASCAP)

NICK NOBLE
 ★★ *Violino*—CORAL 62169—Familiar folk melody receives a warm reading from Noble, helped by chorus and ork. (Meadowbrook, ASCAP)

★★ *Lemons and Cloves*—Folkish tune receives a fair reading by the chanter over simple support. (Criterion, ASCAP)

THE SUPREMES
 ★★ *Little Sally Walker*—MASCOT 126—Wild rocker is handed a solid go by the

group over a bright beat. Could catch action. (Keel, BMI)

★★ *Just Yell*—The Supremes come thru with a bright reading of a happy rocker over standard rhythm support. (Keel, BMI)

JULIE FRANCIS
 ★★ *Prisoner of Love*—STARDUST 702—The great Columbo-Como oldie is handed an expressive thrashing stint with mildly r.&r. backing. Spinnable side. (Mayfair, ASCAP)

★★ *Rockin' Flapper*—Okay rendition of bouncy rhythm ditty, but flip appears the better side. (Atlantic, BMI)

RE PRICE
 ★★ *Week End*—Hard driving instrumental treatment of catchy rhythm item. Merits spins. (Wildcat-Seabreeze, BMI)

★★ *Ker-Choo-Cha-Cha*—Instrument treatment of an old-lullaby. Off-beat jockey was punctuated with sneeze sounds. (Battsam, BMI)

BARBARA McNAIR
 ★★ *He's a King*—SIGNATURE 12024—Thrush exudes sultry excitement on interesting blues-flavored item. Merits spins. (Raleigh, BMI)

★★ *Murray What's Your Hurry?*—Aggressive thrashing stint on an okay novelty. Flip seems better side. (Herb Reis, ASCAP)

MODERATE SALES POTENTIAL

BETTY HARTELL
 ★★ *A Fallen Star*—ARCADE 154—The very young thrush handles this pretty ballad sweetly over a simple backing. Could get some spins. (Tree, BMI)

★★ *Have I Told You Lately That I Love You*—The hit of a few years ago is sung pleasantly by the wee lass over rhythm support. (Duchess, BMI)

DON JOHNSON
 ★★ *Five Feet Two*—KANDY 137—

Instrumental reading of the oldie. Good organ keyboarding with accordion, bones and banjo. (Folst-Warock, ASCAP)

★★ *Sweet Georgia Brown*—Same instrumental combo does a lively reading of the standard. (Remick, ASCAP)

THE DAWNBREAKERS
 ★★ *Deep in the Heart of Texas Rock*—CENTURY LTD., INC. 600—The standard in an instrumental reading. Plenty of rhythm, with the lads chanting a chorus midway thru the side. (Melody Lane, BMI)

★★ *Chop Suey*—An instrumental, with a couple of Oriental vocal gimmicks and an occasional funky guitar passage. (Singing River, BMI)

JOHNNIE Y JOE
 ★★ *I Adore You*—ABC-PARAMOUNT 10079—Pleasant rockballad is chanted with heart and sincerity by the duo. Has dual market appeal. (Zells, BMI)

★★ *I Want You Here Beside Me*—Team shouts exuberantly on a bouncy r.&r. ditty. Flip has better chance. (Pamco, BMI)

THE ELEGANTS
 ★★ *Get Well Soon*—HULL 732—Pleasant rockballad receives a warm reading from the lads. (Keel, BMI)

★★ *Little Boy Blue Is Blue No More*—The Elegants explain why "Little Boy Blue" is no longer blue on this old-fashioned rocker. (Keel, BMI)

RUSTY HAMER
 ★★ *Two of a Kind*—MERCURY 71564—Rusty Hamer sells this rockballad sweetly over standard backing. The singer sounds about eight years of age. (Arch, ASCAP)

★★ *If My Mother'd Only Let Me Cross the Street*—The singer tells his young girl friend that he would do a lot of things for her—if. (Oviv, ASCAP)

GEORGIE AULD
 ★★ *Manhattan*—UNITED ARTISTS 202—From the album "Manhattan With Strings," comes this Rodgers and Hart revival. Auld blows a soft, breathy sax reading against strings. Pleasant mood fare. (E. B. Marks, BMI)

★★ *Harlem Nocturne*—The familiar oldie is handled in moody fashion by Auld. This is also from the album "Manhattan With Strings." Nice jock material. (Shapiro-Bernstein, ASCAP)

MARY JO TRAPE
 ★★ *It Would Be a Crime*—SHERRY 536-7—The thrush sings this country-styled ballad with feeling. (Wood, ASCAP)

★★ *What Would Johnny Say?*—Pleasant novelty is handled well by the lass over good support. (Knollwood, ASCAP)

ADRIAN ROLAND
 ★★ *The Night*—ALLSTAR 7196—Traditional country ballad material is handled adequately by Roland. (Allstar, ASCAP)

★★ *When I'm in Your Arms*—More traditional country fare. Roland hands it a weepy pleader touch. (Allstar, ASCAP)

JACK DAY
 ★★ *Rappin' the Blues*—ARCADE 155—Bouncy tune receives catchy instrumental treatment with good belt. (Seabreeze, BMI)

★★ *Raffle Bone Boogie*—Okay vocalizing on routine rhythm item. (Valley Brook, ASCAP)

TED SHEELY
 ★★ *Eagle Shuffle*—J-V-B 5903—Slight riff effort is played pleasantly by Sheely over a rockin' beat. (JVB, BMI)

★★ *I Love You Porgy*—Okay instrumental reading of the tune, featuring organ and horn. (Gershwin, ASCAP)

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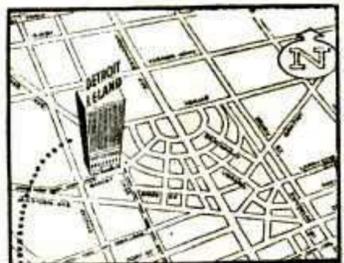
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MO. FAIR MEETING GETS BIG TURNOUT

Carl Tising Elected 1960 President; Okay Statewide Queen Beauty Contest

JEFFERSON CITY, Mo. — A strong turnout of fair executives, with some 80 per cent of the fairs in the State represented, marked the meeting here of the Missouri Association of Fairs and Agricultural Exhibitions, Thursday and Friday (14-15).

Carl Tising, California, was elected president. Vice-presidents named are Walter McQuay, Montgomery City; H. L. (Herb) Henry, Bethany; Robert Knell, Carthage, and LeRoy Roper, Cape Girardeau. Victor M. Gray, Jefferson City, was re-elected secretary-treasurer.

John Sam Williamson, State commissioner of agriculture, was one of the key speakers of the sessions, pointing out what the department is striving to do to assist fairs in the State. He said that fairs are the showcases for their various areas and important factors in

the lives of the communities. Sen. George Spencer, Columbia, chairman of the Senate agricultural committee and a member of the "State Government and Fairs."

Okay Contest

The association okayed holding a contest to select a Queen of Fairs. The association will back the run-offs thruout the State with the finals to be held at the Missouri appropriations committee, spoke on State Fair, Sedalia, in August. Clifford L. Fish, outgoing association president, read a report on the Chicago meeting of the International Association of Fairs and Expositions and Peg'ee Homan described how the queen contest will be promoted.

Other speakers included M. C. (Colie) Ervin, secretary-manager of the Missouri State Fair; Robert

(Continued on page 56)

Canada A Fairs Won't Buy '61 Show at Chicago

REGINA, Sask. — A new approach to the matter of selecting grandstand entertainment for the Class A fairs circuit—Brandon, Calgary, Edmonton, Saskatoon and Regina—is one of the immediate goals of the Western Canada Association of Exhibitions.

The decision was made at the three-day annual meeting in Saskatoon, which closed Sunday (17).

A few years ago, when the WCAE sessions were held in Winnipeg, much time was devoted to choosing attractions and there were always many agency reps on hand.

In recent years, delegates from the five fairs have huddled in Chicago during the IAFE convention.

Altho the situation has been handy for the bookers, the fairmen have found themselves pressed for time. Feeling is that the agencies have not had full opportunity to detail their wares and that the delegates have not been able to study the presentations as thoroly as they would like.

Executives of the WCAE have now been empowered to choose a Western Canadian city and select a date prior to the IAFE convention for the purpose of hearing agency presentations for the 1961 show. Fair managers and presidents will be among those attending.

Indications are that no city has yet been discussed, but Winnipeg could be considered because of transportation connections with the U. S. Speculation is that the session may be in Saskatoon in late October and in Regina in October, 1961.

In other business, Don J. Pells, a past president of the Regina Exhibition Association, was elected president of the WCAE, succeeding Dr. V. E. Graham, Saskatoon. Frank Meighen, Brandon, was named vice-president and Mrs. Letta Walsh, Saskatoon, was reappointed secretary-treasurer.

Next annual meeting will be in Regina, January 20-22, 1961.

HOLTER, STRATES ANIMALS IN WALT DISNEY PICTURE

CHICAGO—Show business animals owned by Gene Holter and the James E. Strates Shows will play prominent roles in an upcoming Walt Disney full-length motion picture, "The Swiss Family Robinson."

The animals recently wound up 27 weeks of location shooting on Tobago Island in the British West Indies. The Strates organization provided two hyenas. Holter had a herd of animals there, including an elephant, seven ostriches, three zebras and a trick mule, all worked by Fess Reynolds and Ray Chandler. Holter reports that shortly before the actual shooting was finished, he had to fly two more ostriches down as the busy pace had tired out the long-necked birds.

Almost a month was spent on the shore of the island for scenes that depict unloading of the animals from a wrecked ship. In another scene, one of Holter's zebras is mired in the mud and in danger of being killed by a Strates hyena. The marooned Robinsons rescue the animal and it becomes a family pet. Actually, the zebra tossed one of the principal actresses a dozen or more times before the riding scene could be completed. Holter reports that one of the motion picture technicians came up with an idea of using large clam shells as blinders on the ostriches. This, he said, met with failure.

Cast in the film includes John Mills, Dorothy McGuire, James McArthur, Tommy Kirk, Kevin Cochrane, Janet Monroe, and Mochie, from the Disney TV series.

Detroit Fair Seeks Boone, Dick Clark

Grandstand Goes To Val Campbell; Switch Kids' Day

DETROIT—The Michigan State Fair is negotiating with the GAC-Hamid Agency for the booking of Pat Boone and Dick Clark into its Coliseum show, Donald L. Swanson, fair manager disclosed here last week.

The building show, which is pitched generally to the teen-age set, would have Boone in for the first four days and Clark for the last three. Last year Clark and troupe set a new record, the opening four stanzas.

Swanson also announced that the grandstand contract for 1960 has again been awarded to the Val Campbell Agency here with a combination ice and variety show scheduled. As in the past two years admission to the stand will remain on a free basis.

Plans for an International Village have been okayed and the layout is expected to be one of the major features of the '60 fair.

Children's day will be switched from the Tuesday after Labor Day to the opening Friday. Last year a number of parochial and suburban schools opened their fall terms on the day after the holiday. Detroit schools do not open until the Wednesday after Labor Day. Annual parade will be held on Thursday evening instead of the traditional Friday morning, Swanson announced.

Final figures on the '59 fair showed a net profit of \$10,119 from gross revenue of \$766,125 and expenses of \$756,006.

No Decision By Fair Assn. Conv. Group

CHICAGO—A three-man committee of the International Association of Fairs and Expositions, which met Wednesday (20) in the Morrison Hotel here to consider cities and hotels for the association's 1960 convention, reported at the end of its deliberations that no conclusion had been reached.

The committee, which is headed by Maurice E. Fager, manager of the Mid-America Fair, Topeka, is to report on various possibilities to the IAFE's board of directors at a meeting to be held in early February at the Florida State Fair, Tampa.

Other members of the committee are G.W. (Bill) Wynne, manager of the Mid-South Fair, Memphis, and Donald Swanson, manager of the Michigan State Fair, Detroit. Also participating in the meeting here were Willard (Bill) Masterson, manager of the Wisconsin State Fair, Milwaukee, and president of the IAFE, and Frank H. Kingman, the association's secretary.

The association's annual convention for many years has been held at the Hotel Sherman concurrently

PA. KEEPS SLATE, REVISES DUES

Set Gross Income Scale; Fairman Urged for New Pari-Mutuel Group

HARRISBURG, Pa. — All officers of the Pennsylvania Association of County Fairs were retained at the annual meeting in the Penn Harris Hotel here last week, starting a new pattern of elections for two-year terms. Heading the slate is Edward A. Clark, Clearfield County Fair, Clearfield. It was voted to hold the 1961 convention at the Abraham Lincoln Hotel, Reading, which bid for the meeting along with Pittsburgh, Philadelphia and Stroudsburg.

Vice-presidents are John S. Giles, Reading; A. J. Richards, Butler, and Dwight B. Hower, Port Royal, and secretary-treasurer is W. Arthur Morris, Reading. Ed Teidig, Allentown, was named to the executive committee, filling the unexpired term of the late Frank Hausman, Allentown.

There was a commendable turnout, with more than 70 fairs represented, about three-fourths of the State's total. Among important orders of business were a recommendation that a fairman be appointed to the new harness racing commission, and a revised schedule of dues based on gross income of fairs.

Up to now fairs paid a flat \$30. The new assessments, effective this year, are for fairs grossing \$100,000 or more, \$150 annually; \$75,000-\$100,000, \$100; \$50,000-\$75,000, \$60; \$25,000-\$50,000, \$40; \$5,000-\$25,000, \$20, and small community fairs and fireman's carnivals, a minimum of \$5.

The executive committee recommended, and the body approved, a

telegraphed suggestion to Governor Lawrence and Agriculture Secretary Henning that a fair association representative be on the three-man commission to oversee the State's new pari-mutuel operation, from which fairs can benefit up to \$6,500 each. Submitted were a Republican, Richard Eichelberger, Bedford, and a Democrat, Maynard Mordan, Bloomsburg.

Create Emergency Fund

It was explained that the new dues set-up will cover transportation of the association president to fairs every year, and also provide for contingencies such as one in Butler a couple of years ago. Fairs then contributed \$1,000 for legal expenses to fight a local anti-fair injunction.

Eichelberger detailed the pari-mutuel law. Rising vote of thanks was extended to Dale Fetrow, Carlisle, a fairman and a director of the U. S. Trotting Association, who was credited with much of the effort which finally won a form of State financial assistance in Pennsylvania.

Discussions on a variety of subjects produced a lively interchange of information. In one regarding advertising, Martin Ritter, Allentown, reported success in the elimination of barn placards, which he said had been found torn down after distribution of passes for the privilege of billing barns. Allentown switched to heavy use of 24-sheet boards with notable results, he said. The plan was endorsed

(Continued on page 56)

Bible Storyland Plan Set by Ex-Disneyites

HOLLYWOOD — Bible Storyland, a \$15,000,000 park and amusement area dramatizing Biblical lore and patterned after Disneyland, will be constructed in Cucamonga, Nat Winecoff, vice-president and general manager of the project, announced here Tuesday (19). Ground breaking is set for April with the opening for Easter Sunday, 1961.

Site of the 220-acre project, to be privately financed, is in San Bernardino County, about 35 miles from Los Angeles and 30 air miles northeast of Disneyland.

Winecoff, formerly vice-president and secretary of WED Enterprises, Inc. (Walt E. Disney), which designed and built Disneyland, said the operation will be similar to that of Disneyland with rides and attractions to be designed by Storyland's staff and built by such firms as Arrow Development Company,

Mountain View. Bruce Bushman, son of Francis X. Bushman and formerly associated with the Disneyland project, is the chief designer.

The park will be heart-shaped, symbolic of God's love for humanity, and will be divided into six areas—Garden of Eden, Rome, Egypt, Ur, Israel, and Babylon. Each area will have its colorful streets, bazaars, eating places, museums, shops, artisans' quarters, animated displays, and dioramas as well as Biblical and historical imported architectural and geographical features.

Winecoff said that the basis for the design was, of course, the Bible. "We took important stories from both the Old and New Testament," Winecoff said. "I have talked to a number of Sunday School teachers and they have all told me that they would like to have some place to take their students so that they could see the stories dramatized. This is Bible Storyland."

Amusement rides will be keyed to the geographical areas as well as to Biblical lore. For example, chariot rides of Rome (six abreast on tracks), Noah's Ark carousel in Israel and the King Tut Tomb ride in Egypt. There will also be the Ride to Heaven and Dante's Inferno.

Architectural features will be

(Continued on page 56)

Va. Fairs Offered State Ag Displays

Mobile Exhibits in Works; Brickert President, Succeeds M. W. Renalds

RICHMOND, Va. — New president of the Virginia Association of Fairs is J. C. Brickert of Farmville's Five-County Fair. Election was one order of business taken up at the annual meeting Saturday and Sunday (16-17) in the John Marshall Hotel. Advanced to first vice-president was J. A. Mitchell, manager of the State Fair here. Brickert succeeds M. W. Renalds of Woodstock, who presided.

Other officers include four area vice-presidents, Charles W. Wampler of Harrisonburg, Herbert Ward of Tazewell, E. B. Wilkins of South Boston, and George Rawlings Jr. of Fredericksburg. William E. Finch of Danville was retained as secretary - treasurer. The 1961 meeting will again be held in Richmond, with the hotel and date undecided as yet.

A significant discussion was that of John Wessells of the State Department of Agriculture. He reported that his department is preparing, for the first time, a series of portable exhibits available to fairs on request. They depict the State's agricultural situation and

are the result of several years of association urging in this direction.

The turnout this year was excellent, with 23 of the association's 27 member fairs registering. There are 35 in the State. Speakers were well received after offering blunt, constructive criticism, and their suggestions received favorable comment. Dr. Davis Paschall, State Superintendent of Schools, said that regarding school participation in fairs, there is a

(Continued on page 55)

Ga. Fairs Rename Benton President

ATLANTA—William L. Benton, Savannah, was elected to another term as president, and Mrs. E. N. Nicholson, Hiawassee, was named vice-president at the Georgia Association of Agricultural Fairs held its 47th annual meeting. Twenty-three fairs and 22 commercial firms attended Monday (11) at the Dinkler-Plaza Hotel.

Joe F. Pruett, Macon, veteran secretary-treasurer who had offered his resignation, was prevailed upon to keep the position until a replacement can be located. He has handled the chore for five years.

Directors named are Hunter Leaf, Savannah; Marvin Lorig, Albany; Felix Jenkins, Columbus; R. F. Armstrong, Jackson; Otis Weaver, Griffin; J. C. Moore, Macon; Burl Scroggins, Dalton; Oscar McGowan, Waycross; J. H. Henderson, Cartersville, and Earl Lindsey, Augusta.

Attendance this time hit the 110 mark. Fair people heard discussions of new rulings regarding food booths and livestock health. The latter was explained by J. N. McDuffie, veterinary division of the State Department of Agriculture. Leo Aikman, Atlanta Constitution columnist, and Jim Thomas, Patter-

HAYES BROS. CITED BY ASSN.

HERRIN, Ill.—E. J. and Don M. Hayes, owners and managers of the DuQuoin (Ill.) State Fair, received appreciation awards here Wednesday (20) from Southern Illinois, Inc., an area Chamber of Commerce. The awards are presented each year to persons who have done outstanding work in promoting the area.

The Hayes brothers, owners of the fair, home of the Hambletonian, were cited for their showmanship. They were further recognized for their development of 1,200 acres of former strip mine land into a fairgrounds and their efforts in obtaining new industry for the area.

son, Ga., national president of the Future Farmers of America, also spoke.

Eight Panel Discussions

There were eight panel discussions held thruout the day on such topics as advertising and programs, passes, Negro participation, showmanship and promotions, 4-H and FFA participation, community exhibits, livestock shows and sales, and grounds, buildings and utilities. The Make Believes, a pantomime act, entertained at the banquet and a combo played for dancing.

Commercial visitors were Capitol City Shows, Hoard & Mullis Amusements, James H. Drew Shows, James E. Strates Shows, Cetlin & Wilson Shows, Georgia Amusement Company, Gooding Amusement Company, Johnny's United Shows, Page Combined Shows, Lee Amusement Company, Prell's Broadway Shows, Heith Shows, Regalia Manufacturing Company, GAC-Hamid, Mahaffey Bros. Tent & Awnings, Pepsi-Cola Bottling Company, Fair Publishing House, Southern Poster Printing Company, E. G. Staats & Company, Triangle Poster, Barnes-Carruthers agency and Kochman's Hell Drivers.

WINTER ROUND-UPS

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

FORT WORTH — Television's cowboys and cowgirls will desert the video cameras and sets to be exposed to the real West during the coming weeks as almost a dozen of them become the name lures at rodeos held in conjunction with Texas expositions and fat stock shows.

First major exposition to kick off its run in the Lone Star State's string of winter fairs that annually draw hundreds of thousands of patrons is the Southwestern Exposition and Fat Stock Show. This annual event opens Friday (29) for a 10-day run in Fort Worth's Will Rogers Memorial Coliseum and Rex Allen will be the name attraction. Harry Knight & Company will provide the stock and Bill Hames Shows will bring in the midway attractions.

The rodeo clan will then move to San Antonio Stock Show and Rodeo for a 10-day run in Joe Freeman Coliseum which opens February 12. Knight and Hames will also be present there. Name

attractions are Betty Johnson, who was a pop singer and TV artist until she made a series of 1959 appearances on horseback along with Gene Autry. Sharing the spotlight will be Jimmy Dean, singing and recording cowboy, who has several hit disks currently going for him.

The Houston Fat Stock Show, February 24-March 6 in the Houston Coliseum, will for the first time present more than one name attraction. In fact, the event will feature a total of six, including Roy Rogers and Dale Evans, who will be in for the closing night, using the rodeo as the backdrop for a network television show.

In addition, "Wagon Train's" Robert Horton will be on hand with 13-year-old songstress Brenda Lee for the first week. Michael Ansara, known in video circles as Cochise and also star of "Law of the Plainsman," and Tennessee Plowboy Eddy Arnold will move in for the second half of the run. An added attraction for all 19 performances is Dee Woolem, billed

Mich. Fairs Show Optimism for '60

Blair Woodman Succeeds Snow as Prez; Financial Situation Appears Brighter

By HAL REVES

DETROIT—Despite the State's economic difficulties, an atmosphere of optimism prevailed at the 75th convention of the Michigan Association of Fairs here Sunday thru Tuesday (17-19). A total of 56 fairs registered for the sessions held in the Hotel Pick-Fort Shelby.

Blair Woodman, Corunna, was elected president, succeeding James H. Snow, Allegan. Five vice-presidents are Sidney Phillips, Charlotte; Allan M. Williams, Ionia; Victor Werth, Alpena; Don Sweeney, Marshall, and Ray LaPorte, Escanaba. Harry B. Kelley, Hillsdale, was re-elected for his 30th term as secretary-treasurer.

In resolutions, the association recommended the annual convention of the International Association of Fairs and Expositions remain in Chicago because of its central location. The convention also voted continuation of the annual short course on fair management held annually in Lansing.

Aid \$\$ Soon

In opening the convention, President Snow said that funds for Michigan fairs, delayed by financial difficulties, may soon be available. Senator John Minnema, Traverse City, commended the fairs on their help in passing legislation that will benefit them and horsemen. He said the new \$2,500 allowance to each fair for construction and maintenance will put plants back into condition. Charles J. Figy, currently an assistant to the U. S. Secretary of Agriculture and former Michigan director of agriculture, said the prospects for fairs are good. He said it is up to the fairs to provide a well-balanced selection of attractions.

A. Jack Bronkema, Grand Rapids, moderated a panel on outdoor advertising and discussed recent troubles with highway departments. Also participating were Mrs. Moxie Mulrooney, Saginaw; Ray LaPorte, Escanaba, and Corliss Teachworth, Ionia. George S. McIntyre, director of agriculture, led a hearing on proposed changes in regulations

on State aid for horse, mule and tractor pulling. McIntyre said that the event has possibly lost its educational value. Much discussion followed. McIntyre said no conclusions had been drawn but the recorded conversations would be reviewed.

Edward Z. Zemner, in charge of fairs for the State, presented a financial summary of State aid. For the past year, county and district fair premiums totaled \$166,250; 4-H Clubs, \$74,695; FFA, \$30,000; harness racing, \$397,087; Michigan Futurity, \$20,000; racetrack repair fund, estimated \$22,000; Wolverine Futurity fund, \$7,100.

Evan McGugan, manager of the Western Fair, London, Ont., was a guest speaker and complained about the music union. "I think musicians' unions are doing a little too much dictating to music buyers in a not too consistent way." Clarence Harnden, Saginaw, discussed hobby exhibits.

A large turnout was on hand for the banquet with Mayor Weldon Rumery of Allegan as toastmaster. Governor G. Mennen Williams, Blair Woodman and Rev. Eugene G. Slep also spoke. Sam J. Levy Sr., emceed the show which included Betty Gray, dancer-musician; Joe Bodrie, guns; Farrell Sisters, music; Paul Lennon, comedy; Three Leggers, dance, and Al Lloyd, organist.

Al Sweeney Sets 60 Races

NEW YORK—National Speedways' 60-date circuit is its largest in recent seasons, Al Sweeney reported here while conferring with advertising agencies. He tabbed the prospects for automobile racing at State and county fairs as good.

At the recent Missouri meeting in Jefferson City Sweeney contracted 10 race dates, including six at Missouri State Fair, Sedalia; two at Ozark Empire Fair, Springfield, and two at Scotland County Fair, Memphis, Mo., a new one for Sweeney.

Sweeney left here for Tampa where he will open the 1960 fair season with four days of speedway-type cars at Florida State Fair. Dates are February 3, 6, 9 and 13.

SEATTLE EXPO BUILDING NUT \$13 MILLION

SEATTLE—The building program for the Century 21 Exposition, to be held here in 1962, will involve a total cost of over \$13 million.

A total of 224 buildings on a 74-acre site north of the business district have been razed.

Major constructions will include a coliseum to cost \$3.8 million and provide 129,000 square feet of exhibit space; a science pavilion to cost \$5 million; a \$1 million multi-purpose auditorium, and conversion of the Civic Auditorium into a concert hall at a cost of \$2.5 million.

Financing hasn't been obtained for a \$5 million monorail that is to run from the central business district to the exposition grounds.

Cold Weather Fails to Hurt N. D. Fair Meet

FARGO, N.D.—Despite temperatures that fell well below the zero mark there was a strong turnout of fair and attraction people at the annual meeting of the North Dakota Association of Fairs here Thursday and Friday (21-22). In all about 125 reps were on hand in the Hotel Graver.

Ted Eckberg, Kenmare, a director of the North Dakota State Fair, Minot, was named president, succeeding Charles Fleming, Hamilton. Ben Rogelstad, Fessenden, was elected vice-president and A. D. Scott, Fargo, was returned as secretary-treasurer.

One of the high points of the business session was a panel moderated by Art Briese. The panel was made up of attraction people who were to report on what innovations they had seen at '59 fairs. It ultimately boiled down to a controversy between members on paid versus free outside gates. Panel members included Ernie Young, Leo Overland, Frank Winkley, Hal Garven, Earl Dunn, Gene Holter, Bill Collins, George Ferguson and Aut Swenson.

Next year's meeting will again be held here in Fargo with the dates tentatively set as January 19-20.

New Miami Fair Reports Good Sales Of Exhibit Space

MIAMI—Sale of exhibit space for the Greater Miami Metropolitan Fair, to be held here February 20-27, is going at a good pace, Leonard R. Simons, secretary, announced. Event will be held at Tropical Park Race Track.

Jimmy Rison, long-time show promoter, is handling ad and exhibit space sales. O. J. (Whitie) Weiss is booking midway concessions. Burton E. Van Deusen is president, and Harry B. Julius is vice-president.

TALENT ON THE ROAD

Skelton, Lawrence Welk Show Interest in Fairs

Comic Red Skelton and Lawrence Welk are reportedly negotiating for fair dates for the 1960 season. This would be a departure for the redhead. Welk has played fairs before, but not many since his big TV success. . . . The Ahmad Jamal Trio, sock with the youth set, will play a one-day concert in St. Louis' Kiel Auditorium April 1. Other dates set for the threesome are March 11 at Purdue University, West Lafayette, Ind.; Western Illinois U., Macomb, March 12, and a one-week stand at Milwaukee's Holiday House starting March 21. . . . Richard Maltby is also playing colleges, set for Bradley University, Peoria, Ill., March 18, and the Missouri School of Mining, Rolla, the next day. He'll also be at the Kansas City Club March 16.

The Dukes of Dixieland will open at the Cloister, Hollywood, for three weeks on February 3 and then head for a string of Midwest dates. Set are Luther College, Decorah, Ia., February 26, and a double-header on February 27, afternoon concert at the University of Notre Dame, South Bend, Ind., and a night concert at University of Indiana, Bloomington. They'll then tie in with the St. Louis Hawks pro basketball game on the 28th; Lincoln (Ill.) College, 29; Kalamazoo (Mich.) College, March 1, and Milwaukee the following day. . . . Trio Aristons, acro, debuted on the Sunday (17) Ed Sullivan Show. . . . Currently at Chicago's Chez Paree are Tony Bennett, Phil Ford and Mimi Hines and the Four Step Brothers.

TV SHOWCASE: Singer-guitarist Jimmie Rodgers will guest on the January 28 Tennessee Ernie Ford Show. . . . George DeWitt and the Glenn Miller ork will make up part of the guest list on the January 27 "Be Our Guest" seg. . . . Phil Silvers and Polly Bergen join Jack Benny on his March 19 program. . . . Steve Allen has invited Tony Randall and Jo Stafford for January 25. . . . Perry Como has lined up lots of talent. On February 10 the show will include the Kingston Trio and Phil Harris; on February 17, Patti Page, Carol Haney, Senor Wences and Frank D'Rone, and February 25 it will be Ann Bancroft, Bert Lahr, Kay Starr and the Mills Brothers. . . . "Bell Telephone Hour" on February 12 will include Nanette Fabray, Victoria De Los Angeles, Brian Sullivan and Earl Wrightson. . . . Imogene Coca brings her problems to the January 31 George Gobel program. *Charlie Byrnes*

3-Package Talent Outlined For Central Florida Fair

Talent for the February 22-27 Central Florida Fair, Orlando, has been completely worked out between fair manager Pete Parrish and W. D. Kilpatrick of Acuff-Rose Artists. There will be three shows in the fair's Municipal Auditorium, as follows: Monday-Tuesday, Everly Brothers, Mark Dinning, Sammy Salvo, the Casuals, Alex Houston and Elmer, and dance and baton acts. Wednesday-Thursday, Betty Johnson, the Browns, Charley Spivak and orchestra, Tommy Zang, the Omegas, and variety acts. Friday-Saturday, "Grand Ole Opry's" Roy Acuff Show, including Smoky Mountain Boys, June Webb, Don Gibson, Margie Bowes, Stoney Mountain Cloggers and others. . . . New Music Hall show in New York has vocalists Betty Terrell and Alan Cole, the Eight Notes, comic Don Tannen, and the five acrobatic Gimma Brothers. . . . Marian Anderson's annual North American concert tour began January 14 in Winston-Salem, N. C. Thirty-three cities will be played, ending April 11 in Salt Lake City. . . . Paul La Cross worked his shooting and knife-throwing act Thursday (14) on Boston's Channel 5. He has sports shows booked for February and March, including Cincinnati's.

Gil Dova, comedy juggler, and Conrad (Little Buck) Buckner, tap dancer on the January 17 Ed Sullivan Show, were picked by Mark Letty from AGVA talent showcase appearances at Jack Silverman's International, New York. Instituted in late October, the program has six acts appearing every Monday. The club pays AGVA an agreed fee for an offering taking the place of its usual second show, and the union pays acts the club date minimum while packing the place with agents, bookers and producers. . . . Many acts have gotten worthy exposure this way. A committee of 10 agents picks performers from AGVA-member applicants. . . . "Sweet Bird of Youth" ends a 383-performance run in New York January 30, then opens a road tour February 2 at the Cass Theater, Detroit, with other openings February 18 in San Francisco and March 21 in Los Angeles. . . . Now the Hurok office is setting a tour for Russia's Georgian Dancers, starting with six performances March 27-29 in Madison Square Garden with tickets at \$3, \$5, \$6 and \$7. The big Edinburg Tattoo production starting June 18 at the same hall will include three pipe bands from the Scots Guards and the First Battalion Seaforth Highlanders. Three Britannia Aircraft will make a double trip, shuttling the troops to New York. *Irwin Kirby*

100 Bidders Seeking Cobo Hall Concessions

DETROIT — Concessions in the new \$54 million Cobo Hall, slated to open this summer, have drawn inquiries from over 100 prospective bidders, it was reported last week. The catering concession, including the 2,800-seat main banquet hall as well as other rooms, has drawn special interest. Front-runner in the competition, according to report, was a proposed syndicate formed by George Roumell, who operates the concessions in the adjacent Veterans Memorial Building and the city's two largest hotels, the Sheraton-Cadillac and the Statler-Hilton. Municipal invest- *(Continued on page 55)*

Beatty-Cole Circus Hires Forstall; Purchases Giraffe, Five Elephants

DE LAND, Fla.—Clyde Beatty & Cole Bros.' Circus has purchased the five-elephant act of Pete and Norma Cristiani. The show also bought Pete Cristiani's giraffe.

At the same time, the Beatty-Cole show announced that Theo Forstall has been engaged as circus treasurer. Forstall fills the vacancy left by the death of William Petty last year. Forstall was treasurer of the Al G. Barnes Circus for 12 years and of the Ringling-Barnum circus for 17 years. He will come from Monrovia, Calif., to join the Beatty show in February.

The elephant act purchased by the show is one of the top acts of its kind and the elephants are from 15 to 20 years old. They were imported from India by Ben Davenport for his Dailey Bros.' Circus and later he gave them to his daughter, Norma. They have played

Shrine dates and been with Cristiani Bros.' Circus during the past several years.

Pete Cristiani bought his giraffe last year and exhibited it on the Cristiani show in 1959. It is of the reticulated variety. The sale of elephants and giraffe included the semi-trailer truck units for transporting them.

Steve Kuzmicz has been named car manager of the Beatty show for the coming season. He will start work in March, billing for the Long Island Arena engagement. He plans to use 12 men.

Among visitors at the Beatty-Cole quarters here recently have been Si Rubens, George Penny, Art Bitters and William Carsky.

N. C. FAIRS ASK TIGHT CONTROLS

Offer to Offset Part of Cost for State System of Inspections

DURHAM, N. C. — The North Carolina Association of Agricultural Fairs is taking steps to stimulate closer State inspection of the fair business. Agriculture Commissioner L. Y. (Stag) Ballentine has been approached toward this end and the prospects are considered favorable.

This was one of the subjects brought out at the annual convention held Thursday and Friday (14-15) in the Washington Duke Hotel. The attendance was good this year in the group's second visit here. The annual banquet drew 314 persons, eight more than the previous record established in 1959 at Raleigh.

Neil Bolton, association president, and most of the slate of officers were retained for another year. Vice-presidents are Clyde Propst, Concord; David Clay, Salisbury, and Howard Holley, Burgaw, who had replaced W. K. Lanier after he withdrew during the year. Corbin Green, Hickory, the group's popular secretary-treasurer, was re-elected unanimously.

The association is already under legal observance of the State, but is seeking an inspection system whereby fairs can be classified as to type and size. It is felt that the desired system would be a big step in improving fairs while eliminating any abuses committed in the guise of an agricultural fair. Ballentine was informed that the association would assist in the expense if a qualified person is found to perform as inspector of fairs, a function for which the Department of Agriculture has no budget.

The 1961 meeting will be held the same Thursday and Friday in January, to be the 13th and 14th. A committee will meet in February to determine the location, which during the last three years has swung between Raleigh's Sir Walter Hotel and the local Washington Duke, after being a fixture in the State capital.

GAC-Hamid and the Cooke & Rose agencies provided the banquet entertainment, with music by the Larry Elliot orchestra.

CITRUS EXPO BUYS NEW & LARGER SITE

Acquires 57 Acres At Winter Haven; Gate Marks Fall

WINTER HAVEN, Fla. — Attendance records tumbled early in the week for the Florida Citrus Exposition, which has set its sights on a brand-new location starting next season. A 57-acre tract has been bought, one mile south of the downtown site being used until now, and construction will start in February.

The exposition long ago outgrew its 11 acres on Cypress Gardens Road. In addition to not having sufficient operating space, manager Bob Eastman said, the event's influx of visitors has always posed a potential traffic catastrophe for police and fire departments.

Some buildings will be erected for the 1961 fair. The old site will be partially cleared for a new city hall, and a couple of structures will be converted for use by the city. A master plan and fairgrounds model have been created.

100,000 Watch Parade

The best attendance earned here was 110,000 and early estimates were for at least 150,000 for the week beginning Saturday (16). On Monday (18) an estimated 100,000 persons watched the downtown parade, which wound up with 30,000 persons on the grounds. The James E. Strates Shows reported Saturday and Monday as the best-grossing days it has experienced here. Tuesday turned cooler but still pleasant.

The exposition was advanced from its traditional February stand in deference to the convention of the National Cannery Association. Several major citrus operators, such as Minute Maid, responded by exhibiting for the first time.

The Jack Linkletter TV show, "On the Go," was taped here every morning for airing on CBS. While it was not telecast during the fair, the attendant big-time video activities were exploited by Eastman and his staff, to attract curious visitors. The series of shows will be telecast the week of February 8.

Fair admission continued at 50 cents for adults, 25 for children.

AUGMENTS CONNEAUT

Freeland's Themer Nearly Completed

CONNEAUT LAKE, Pa.—The new Fairyland Forest, theme park operation of Conneaut Lake Park, Inc., is now 80 per cent complete and President E. E. Freeland expects all to be in readiness for the Decoration Day opening.

The theme park is separate from Conneaut Park, but under the same ownership. It is across the highway from the established park and it is expected to draw about 50 per cent of the picnic crowds at Conneaut Lake Park.

Fairyland Forest now is using six acres and there is space for

expansion. The area is wooded and entirely fenced, two sides with ornamental wooden fence and two sides with steel fence. Near the main entrance are 15 storybook exhibits such as Goldilocks, Red Riding Hood and the Pied Piper. At the center is a large artificial lake, in the middle of which is a Noah's Ark with live animals. In the lake is a Jonah and the Whale exhibit. There also is a waterfall.

Next department is Animaland, where there will be five kinds of deer plus white elk, bears, moun- *(Continued on page 55)*

Ky. Fair Meeting Draws Record Crowd

LOUISVILLE—A record turnout of fair executives attended the annual convention of the Kentucky Association of Fairs and Horse Shows here Thursday and Friday (21-22) in the Kentucky Hotel.

John E. Crigler, Burlington, moved up to the presidency from the post of vice-president, succeeding John R. Vinson Jr., Cadiz. Frank C. Rapier, Waverly, was named vice-president and L. Doc Cassidy was returned as secretary-treasurer. New members of the board are Roy Asbury, Augusta;

J. B. Messer, Crab Orchard, and Roy T. Weller, Shelbyville.

A round of activities marked the two-day conclave. Thursday evening a new banquet was inaugurated where 20 trophies and rosettes were awarded to that many horse exhibitors who were classed as tops during the fair season. Next year's meeting will be further heightened by crowning the grand championship county fair among the county events.

Miss Kentucky Fair was crowned *(Continued on page 55)*

ICE SHOW REVIEW

'Holiday' Pleasing; Russ Number Unique

By TOM PARKINSON

MILWAUKEE — "Holiday on Ice" is playing to its share of the continuing ice show boom business with a production that pleases from first to last. The Morris Chalfen show turns frequently to its overseas experiences for production inspiration. The results are a fresh turn now and then among the reliable and steady ice show regular numbers.

Outstanding this time is the number inspired by "Holiday's" recent engagement in Moscow. Called "The Lancers," it is paced by slow and ponderous, tho pleasant, Russian music and marked by unique gray tones achieved thru blends of special lighting and uniforms of black and gray in one phase. It features red-toned uniforms in another phase. It's a military drill with the line following a leader in a routine with their long silver lances. And there are further formations and lunges with the lances, all adding up to a spectacular display.

Closing the first half of the show is "The Legend of the Black Pearl." This is an extended major production with an undersea theme. Colored pictures of golden fish are projected in great dimensions on the stage curtain to set the theme. A chorus of sea horses is novel, there is another chorus of girls carrying huge bubbles, Neptune and a mermaid are at the stage, and an octopus makes off with one diver while another finds the black pearl in the form of Jinx Clark.

"Continental Circus" has Arnold Shoda skating the role of Pagliacci while Alice Quessy is a tightrope walker. This ballet skating is fine. Moreover, the chorus line appears as circus horses, with wardrobe that is particularly well done. The number also has a clown walkaround in which one bit is notable since it is good and yet did not originate in circuses.

Initial number in the show is keyed to the show's 15th anniversary, and features crystal. Three show girls appear in giant tall-stemmed wine glasses that give the show its art theme for the season. Gail Marlowe is the leading skater in this act.

Finale is "Rhapsody in Rhythm and Color," which samples 11 kinds of dancing and thus serves to bring on the full company for the bows.

Along with these principal numbers are the solos, specialties and comedy acts.

Tommy Allen displays good skating and styling in his number. Jinx Clark and Tommy Collins use a French theme for their early appearance. "Cat and the Mouse" has the usual and popular big furry suits, and the number, despite its name, features a dog.

Tony LeMac, Donna Jeanne, Cathy Lynn and Ray Balmer make up the "Fiesta Foursome" for neat precision dancing and skating. Baptist Schreiber works his chimpanzees in an act themed to the space age. Phil Hiser and Pat Williams skate pleasantly "Down Memory Lane," and they are mirrored later by little Debbie Williams and her younger brother, Robbie. Arnold Shoda and Alice Quessy have a colorful stage setting behind them for "Romance in Venice," with lifts and carries. Paul Andre puts comedy into "Holiday in a Harem." Ives and French get laughs with their comedy adagio number. Jinx Clark is back as "Miss Everything" and Tommy Collins is the "Dude Rancher." Debbie and Johnny Williams score well in their father-daughter act. The big chorus and precision number features Tony LeMac and Donna Jeanne with the chorus in "Gaelic Holiday." Ray Balmer's figure skating is first class, and comedy reaches its "Holiday" heights in "At the Slender-Ease Salon."

Staff includes Ruth Tyson, producer; Dolores Pallet, associate producer and musical director; Chester Hale, choreography and staging; Freddy Wittop, costumes; Ted Meza, scenery and set, and Doug Morris, lighting.

Morris Chalfen is president; Angela Gilbert, vice-president; Alvin R. Grant, business manager; John Finley, director of public relations; Ken Stevens, company manager; Ben Stabler, musical conductor; Wayne Thompson, emcee; Anne Schmidt, performance director, and Art Johnson, Paul Dempsey, Arthur Seelig and Jim Riley, advance promotion directors.

Edmonton Draws 440,000 Persons To Auditorium

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

Some 300,000 of these attended shows or meetings in the building's main theater, which has a seating capacity of 2,731.

Attendance was about the same as in 1958, Plewes said.

During 1959 the auditorium's big stage was used for the first time by a major U. S. traveling show, "My Fair Lady."

Sacramento's Home Show Set For April 19-24

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

Dewey S. Baker, veteran California concessionaire, heads the corporation. A five-act stagershow headed by a TV and motion picture personality plus a Mrs. Home-maker Contest will highlight the entertainment.

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

More than 250 exhibits of home design, materials, furnishings and accessories will be displayed by Northern California merchants, the management announced.

Bill Bien, of Sacramento, is managing director.

Phoenix Sets Flower Show

PHOENIX, Ariz.—The International Garden and Flower Fiesta will be held in the Camelback Town and Country Village March 24-29 under sponsorship of the Arizona Nurserymen's Association, James K. Wheat, chairman of the event, said.

The Fiesta will occupy more than 70,000 square feet of space and feature foreign and State gardens and the 10th Annual Valley Garden Center Flower Show.

ARENA, AUDITORIUM NEWSLETTER

Lubbock Doing Well

By TOM PARKINSON

FROM LUBBOCK, TEXAS, Manager David Blackburn reports that the civic auditorium-arena has been doing well, tho not up to the high grosses of the previous season. Highlight of past months was the Ringling circus gross of \$66,000 in three days—"one of those engagements where everything just seems to go right." And there are some strong events coming up soon also. Next door to the city building, the State College is involved in the huge task of moving and enlarging the stadium. . . . Paul Buck handled the promotion for the appearance of "Ice Capades" at the Charlotte (N.C.) Coliseum during the recent holidays. The show grossed nearly \$100,000 in five days, he reports, compared to a previous gross of \$84,000 in seven days and the opening year's gross of \$140,000. Promotion hits included a half-page color picture in a newspaper and a full-page of pictures in the women's section.

Dorian May Repeat 'Gay '90's'; Mulls Scot Theater Unit Tour

A SECOND ANNUAL TOUR of the Hollywood Bowl's "Gay Nineties" show may be launched this fall, Warren Olney, head of Dorian Productions, said at Santa Monica last week. The attraction was on tour from October 1, when it opened in Santa Barbara, Calif., to December 12, when it closed in Phoenix, Ariz. Gross for the run was estimated at nearly \$300,000. Olney said that the reaction to the show was good, even tho business for the Patricia Morison starrer was spotty. Olney also has Bette Davis in "The World of Carl Sandburg" on tour. It is headed for Hollywood with a scheduled run in the Huntington Hartford Theater. Negotiations are under way for a North American tour of the Pitlochry Festival Theater company of Scotland. Olney said that he discussed the tour with the group in Scotland last summer. A study of the projected tour is now under way.

Chicago, New York Boat Shows Setting Pace for Big Season

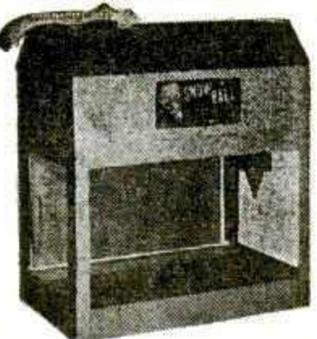
BOAT SHOWS PROMISE TO CONTINUE their great successes again this season. The 50th National Motor Boat Show at the New York Coliseum completed its 10-day run Sunday (24), broke exhibitor records with 430 different displays and more than 500 boats on display. B. Altman and Vogue magazine staged a fashion show among the yachts on opening night. Show used five floors of the New York Coliseum for the first time. There were exhibits by various organizations, ranging from the U. S. Navy to the American Water Ski Association. Joseph E. Choate is show manager. . . . Meanwhile, Chicago National Boat Show announces that for its February 5-14 run at the International Amphitheater there will be 919 boats, compared to 850 last year. Attendance is expected to top last year's 300,000, according to Guy W. Hughes, executive director of the sponsoring organization. Guy Lombardo and His Royal Canadians have been signed to do one-hour stagershows twice daily during the show. Another name attraction also will be signed, Hughes said, as the show returns to a talent policy. Lombardo is being billed not only for his music but also for his position as a noted boat race driver. The jet boat in which Lombardo hopes to win the world speed record will be on display.

Bargain Boxing Experiment Doesn't Make the Difference

"I WOULDN'T GIVE TWO CENTS. . . ." In the belief—or hope—that boxing fans would pay two cents, Whitey Carlson, operator of the West Hempstead Arena on Long Island, set up an AAU card for December 28 and charged that admission. Ringside seats were \$3 but 5,000 bleacher seats went for pennies. "If boxing fans won't spend two cents," he said, "there is no use continuing amateur bouts here." Only a couple hundred people showed up. He's dropping amateur boxing. . . . Los Angeles City Recreation and Park Commission has named Herm Alber and G. William Shea as its representatives on the Los Angeles Memorial Coliseum commission. . . . Charleston (W.Va.) Civic Center, managed by Bill Bolden, had the Army Field Band on January 10. Other events include State Department of Insurance examinations, dance classes, university basketball, and a Ford dealers' meeting. . . . Twentieth International Dog Show will be at the International Amphitheater, Chicago, April 9-10, under management of the International Kennel Club. . . . Harold R. Meyer's National Electrical Industries Show has been sold out, it is reported. Three hundred exhibits are set for the March 6-9 event.

MEMORIAL COLISEUM AT Portland, Ore., has let contracts for an attraction board and ice resurfacers. It is circulating a plat that shows how 740 standard sized display booths can be set up in the new building. And it has set a 1962 auto show, while getting tentative dates for a sports show and expecting to house the home show, Golden Gloves, Shrine Circus and Rose Festival, among others. Construction of the building is moving rapidly. . . . Graham-Paige Corporation now owns 80 per cent of the capital stock of Madison Square Garden Corporation. . . . Baseball season will see the opening of an additional 1,000 parking places near the Coliseum and Sports Arena at Los Angeles, bringing the total space to 5,000 for cars and 100 for buses. . . . At Chicago, the Merchandise Mart, the American Furniture Mart and the Association of Commerce and Industry joined to announce that the marts combine forces with the Chicago International Trade Fair to form an International Home Furnishings Market, starting June 20.

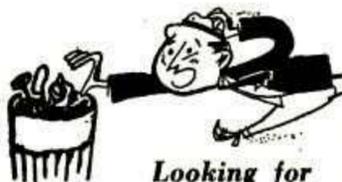
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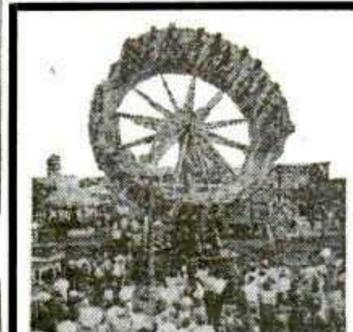
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AMUSEMENT PARK OPERATION

Galveston Pier Credits Zoo For Increase; Adds Animals

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

Oktoberfest Sets Dates; Royalty Rides Dodgem Cars

MUNICH'S HUGE ANNUAL, the Oktoberfest, will run from September 24 thru October 9. This will be the 150th anniversary of the beginning of the event which has become Germany's most famous fair and in recent years a mecca for American park and ride people touring Europe. Applications for space are being taken until January 31. . . . Prince Charles and Princess Anne of the British royal family stopped off for a ride and reside on the Dodgem at the Olympia Fun Fair recently. The indoor ride array is set up in the Olympia Building during the annual holiday circus run there. The rides are owned by the Botton Brothers, who had a new line-up of Whittaker fiberglass cars on hand. The Whittaker cars operate with a coin slot that makes rides easy to handle. The royal children also went on the Ghost Train dark ride.

Seaside Park Registers Major Increase in Gross

SOME KING-SIZED INCREASES are reported for Seaside Park at Virginia Beach, Va., by park President Dudley Cooper. The park enjoyed an over-all increase of 31 per cent, he relates. Principal increases contributing toward that total hike included a 25 per cent improvement in ride grosses, a 10 per cent climb for miscellaneous games and a thumping big 57 per cent increase for refreshment stands and the ballroom. Cooper attributes the added business progress and popularity of the park to the presence of many service installations in the area and a progressive city administration. New last year were a Tubs-O-Fun and a Laff-in-the-Dark. Management of concessions was consolidated also. The park has one of the first two Scramblers plus a Merry-Go-Round, Scooter, Ferris Wheel, Kiddie Coaster, Rodeo and six kiddie rides. The new season will open May 20, Cooper announced. He also operates Ocean View Park and reports that it showed a modest increase. It will reopen April 9 with a Flying Coaster as a new attraction.

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

WITH THE PARKMEN—Rex Billings, former manager of Belmont Park in Montreal, writes from his Miami home that he's having to curtail his fishing activities this winter, due to "the old sacroiliac." He recently had a gruelling experience in the wilds of the Everglades when the motor on his boat broke down 10 miles from the nearest habitation with a storm coming up. Fortunately some friends came along and towed them in. Rex and his family recently had as surprise guests Alex and Ruth Moeller, of Waldameer Beach Park, Erie, Pa., who came over from Hillsboro Beach, Fla., where they are sojourning this winter. . . . Mrs. George Schmidt, widow of the Riverview Park operator and pioneer leader of NAAPPB, flew out to California for a winter vacation in sunny La Jolla. Her son, Bill Schmidt, now president of Riverview, saw her to the plane. Bill and Mary Schmidt have no immediate plans for any junket to warmer climes, but may take in a few shows in New York while Bill is in the New York area attending the NAAPPB safety meeting February 26. . . . NAAPPB past president Ed Schott, of Coney Island, Cincinnati, is planning to visit his Florida ranch with Mrs. Schott early in February and may also look in on the Florida State Fair at Tampa. . . . Bob Freed, of Lagoon Resort, Salt Lake City, NAAPPB board member and promotions committee chairman, is coming East this week for his annual New York show "smorgasbord." Bob and his wife, each year take a junket to Broadway and systematically see all the new legit stage shows. Between planes in Chicago, Bob will confer regarding implementation of the new NAAPPB promotional program okayed at the last NAAPPB convention. . . . Mickey Hughes and his lovely wife, Ingrid, of Hot Rods, Inc., are thinking of adopting a child on a trip to Ireland in the very near future. They were greatly saddened recently when their anticipated child was still-born. Mrs. Hughes is improving satisfactorily in a New York hospital.

John S. Bowman, NAAPPB Executive Secretary.

NAAPPB

New Orleans Summer Meet Set for Aug.

CHICAGO—Host Harry J. Batt Sr., president of Ponchartrain Beach amusement park in New Orleans, has set Tuesday and Wednesday, August 23-24, as the dates for the 1960 late summer meeting of the National Association of Amusement Parks, Pools and Beaches.

This was announced by NAAPPB Executive Secretary John S. Bowman, who will go to New Orleans early next week to confer with Batt about preliminary plans for the affair, which is expected to draw a record crowd of members and their wives. Batt, a renowned gourmet, has promised to acquaint the NAAPPB guests with some of the famed New Orleans cooking by taking them to some of the leading eateries in that city, as well as entertaining them at his park.

Headquarters for the gathering will be Roosevelt Hotel in New Orleans, which has set aside 150 air-conditioned rooms for NAAPPB members and their families.

Hughes Bringing Five Calypsos, 25 'Pike Cars

NEW YORK—Mickey Hughes, of Hot Rods, Inc., last week announced sales of two Calypso rides for this year, three more for next year and a set of 25 Turnpike cars. He departed for Europe to arrange for deliveries on the units.

One Calypso and the Turnpike cars will go to Palisades Park in New Jersey. The cars will be used on the ride designed by Joe McKee and Jack Ray and which has 2,000 feet of track. McKee has elevated the Flying Scooter 20 feet and provided a walk-up in order to clear the Turnpike's loading area. Hughes, who will operate a Satellite Jet at the park, is buying his former Hot Rod Speedway site there and will operate new Antique Family Cars there.

Palisades' Calypso will be delivered late in the season. One for John Gibbs, Beverly Hills, Calif., is to be delivered in June. The three Calypsos ordered for 1961 will include one for Venice Amusements at Seaside Heights, N. J., and one for Hunt's Pier, Wildwood, N. J.

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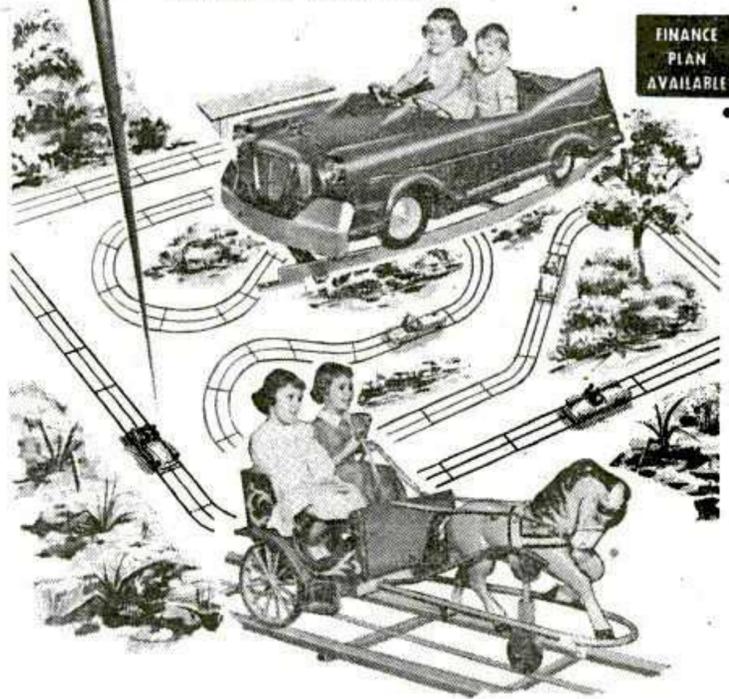
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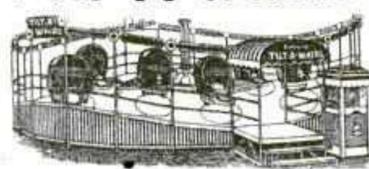
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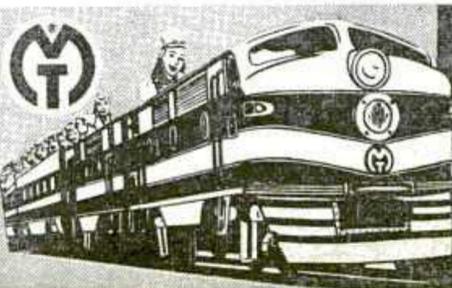


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Mills Bros. Gets Chimp, Lion Acts; Buys Banner Wagon

Brothers Return From Europe; Consider Importing Gorilla

CLEVELAND HEIGHTS, O.—Mills Bros.' Circus has signed a lion act, chimpanzee act and a number of ground and aerial numbers as a result of the European talent-scouting tour just completed by co-owners Jack and Jake Mills. The lion act marks a departure in Mills program policies, altho the brothers have considered an arena act for several years.

Jack Mills returned to his headquarters here early last week. He had met his brother, Jake, at London, and together they went to Hamburg and Berlin. Jake then re-

turned home and Jack went on to Vienna and then to Moscow and Kiev, Russia.

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

He also is considering importing a gorilla, he announced.

Mills revealed that the show has ordered a menagerie bannerline wagon in Memphis. And a rest room wagon is being built in Indiana. Jack's of Hollywood has shipped new wardrobe for the show's new specs. Recently reported was the building of five floats for Mills specs.

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

Mills also revealed that he has taken an apartment in Shaker Heights, O.

Harold Bros. Names Talent For Lansing

SARASOTA, Fla.—Partial lineup for Harold Bros.' Circus program in Lansing, Mich., its opening stand of the year, was announced last week by owner Harold Voise.

Show will include Cuneo's Wild Animals, the Cuneo llamas, and Cuneo's bears; Hildalys, aerial motorcycle; Rhodins, aerial teeter-totter ladder; Theron Troupe, bikes; Elosie Berchtold's African elephant; Cresso's Rocket Car; Mickey Sullivan, band leader; Rex and Kitty Ronstrom, drum and organ. Other acts are to be named later, Voise said.

Circus will be at the Lansing Civic Center, February 3-6. This is a day longer than last year's run. Walter Stebbins is handling the advance work and has opened the office in Lansing.

Voise said he also is setting up acts for his dates in Maine and that he is arranging to repeat in Chattanooga. Other engagements also are in the works.

CIRCUS TROUPE

By TOM PARKINSON

SARASOTA WAS LIVELY with circus action last week. Ringling Bros. and Barnum & Bailey Circus left for its Miami Beach engagement. The Wallendas, just in from the Packs date in Mexico, departed for the Frank Wirth-Dave Endy show in Miami. Numerous other acts took off for the Saginaw and Grand Rapids stands of the Orrin Davenport Circus. And the Cristiani Bros. Circus was taking an active part in Sarasota's world premier of Walt Disney's newest film, the circus story of "Toby Tyler."

Mills Bros. Circus has arranged for Hollywood glamour lighting effects for the coming season. . . . Whitey Wilbur handles the props at the Detroit Shrine Show. Charles (Jonesy) Jones had to decline the date because of commitments to MCA, he advises. . . . Hamid-Morton opens February 15-21 at Milwaukee. Publicity this year is handled in Milwaukee by the Cushman Agency of Chicago. . . . Bill Griffith, owner of Adams-Sells circus, is promoting a filmed Passion Play in the Chicago area now.

C. P. Fox, author of several circus books, has been named director of the Circus World Museum, Baraboo, Wis. He took the post January 1 and it was announced in Wisconsin last week. Fox has been a prime mover in getting the museum financed and open. He will be on the grounds as manager thruout the coming season and now is working on museum projects at Madison and Baraboo. . . . Final payments by the Knights of Columbus at Chicago to local creditors for the KC circus of last October were being made last week. . . . Tom Packs Circus returned to the States without special incident. Final day in Mexico City brought two turnaways and a full house, Jack Leontini reports. The full Wallenda act has been signed for Packs' date there next year.

* * *

Jimmy Ray, last season with Adams Bros., is wintering at Tracy, Mo. . . . The Kansas City (Mo.) Star recently carried a biographical feature about Merle Evans and reported the new Merle Evans Ring of the Model Circus Builders will erect signs at the edges of Columbus, Kan., to identify it as the Evans home town.

Billy Orwell Rodgers reports his brother, Dave, joined him on the recent tour of Scott Bros.' Circus after completing Army duty at Fort Jackson, S. C. On the way to their home in Ohio they had an accident which demolished the trailer and damaged the truck. Billy will return to Scott Bros. with a new trailer.

. . . Australia has stiffened its animal and bird export restrictions. . . . Art Linkletter, the TV performer, was given a baby elephant in India and it recently arrived at Los Angeles, where he has it quartered at the Griffith Park Zoo. . . . Johnny Fulghum will be back with the Beatty-Cole bill crew. . . . A male pigmy hippo is due to be delivered at the Washington Zoo. It is a gift from the president of Liberia.

Juan and Emma Nicolini and their son, William, visited with Bob Stevens at Gainesville, Tex., on Christmas night. Then they continued on their way to Miami with their chimp act. . . . Rube Arnold spent the holidays with his son, Floyd (Tex) Arnold Jr., at New Orleans. . . . Hazel King caught the National Finals Rodeo in Dallas and made the Gainesville show there, too. . . . The Baraneks were in Gainesville to make some Texas dates, but now are back in Olney, Ill. . . . Sport Matthews was at the Gainesville fairgrounds for a while. . . . Dolly Jacobs was at home in Gainesville. . . . Bum Henry and Jimmy Conner went to Alabama for an annual Christmas date. . . . Ed Widaman returned to Gainesville after spending the holidays with relatives on the West Coast.

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Top Deals going! Everyone is making money. Have K of C going in St. Paul & Omaha. State K of C convention starts Jan. 25, Mason City, Iowa. Top deal starts in Mpls., Jan. 25 also. Can use 8 top men who want to make money. Taps in all these towns. Running St. Paul & Mpls. myself. Pay 25%. Have 1960 booked thru Sept.
KEITH DuBOIS
Days: CA 2-0284, St. Paul
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CAPELL BROS. SHOWS
Box 327, Coolidge, Ariz.
Phone: PArkway 3-3883. (No collect.)

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FOR WATERLOO ON REPEAT DEAL. PERMANENT WORK, OTHER TOWNS TO FOLLOW. 25% PAID ON BOOK, BANNERS AND TICKETS. (John Mallon, Mary Burns, Tom Crew, Costello, answer.) No collect calls.
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DICK MURRAY
No collect, please

Promoters--Phonemen

Endorsed State labor paper, church pages, radio and plenty of deals; year around work for men who want to settle down and make a good living. No collect, no drinking.
Emory Sadler, Randy Keith, Frank Larkin and Bun Roberts, call MGR., UN 3-3336, Gulfport, Miss. After 6 p.m., call UN 4-3169 or write to Box 33, Long Beach, Miss.

3—PHONEMEN—3

UPC's and Banners. Season's work to reliable men who don't drink on the job. CIRCUS, top sponsors. Pay daily. Paid collectors. Office opens Monday, Jan. 25. Those who know me and others, call. Days: Liberty 6-0104; nights: Liberty 6-1443, Athens, Ga. No collect, no advances. Bud Mahon (Mike), Harry Swank, Chas. O'Brien, call. BOB, Promotion Manager.

WANTED

Young, small, well-trained Dog: male preferred. Doing several outstanding routines. State full details.
BOX D-126, c/o Billboard
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Fourth year—taps. Must be able to ask for money. Others to follow.
JACKSON 4-0831, Ft. Lauderdale, Fla.
FOWLER

WANTED 2 PHONEMEN

Must be experienced. Ohio Shrine Circus engagement starting Feb. 2—2 months' work. UPC's—ads. Call **PROMOTIONAL MANAGER** Saginaw, Mich., PLeasant 5-0331. No collect. Sober and reliable men only need apply.

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Circus Banners and UPC's.
Opening Saginaw, Mich., Monday, Jan. 25. Can also use men for Flint, Royal Oak, Trenton and Lansing, Mich. We use collectors and pay daily. Work all year round with no lost time.
MEARL N. JOHNSON
Saginaw, Mich., PLeasant 2-5268; Flint, Mich., OLYmpia 9-9291; Royal Oak, Mich., LINcoln 8-3488 Ask for Miss Meier.

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Capable Horse Trainer for young Arabians and other stock. Also Cooks and other useful People, write.
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Burlington, N. J.

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Cristiani Bros.' Circus Knights of Columbus sponsorship, Milwaukee, Wis. Phones in and ready to work
Monday, January 25. Call **TOM PARKER**
Division 4-2370 (days) or Schroeder Hotel (nights). Please don't call collect.

4 PHONE MEN

2 Deals, top sponsors, high caliber, experienced, dependable phone men. Steady work. WO 1-7432.
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7 PHONEMEN

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Circus deal, U.P.C., banners. Large towns, good sponsors. Want men who can get money. Can use Contracting Agent. C. C. Smith, Al Porter, wire. Can use one team doing two acts or more. Art Post, Pat Cronin, Bud Snyder, wire. All replies: M. A. MORRIS, Western Union, Jacksonville, Fla.

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926 Main St., Room 514, Peoria, Illinois

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Three good towns carded and ready to go. Deal just starting; strong sponsors; 25% paid daily. We pick it up fast. Bill and Bill, contact me. Tried to call you. For placement call **CLINT LEWIS** EXpress 9-9997 Charlotte, N. C.

2 PHONEMEN

High caliber men who can sell clean. Cerebral Palsy proceeds, Grand Ole Opry Show. More dates to follow.
Call **Henderson, Ky., VALley 6-9172.**
No collect, must be sober.
Dick Wise and Freddy Martin, call at once.

PHONE SALESMEN

Advertising
Phone: 9-1558 Peoria, Illinois
P.S.: Bill Howard, call Roy.

8—PHONEMEN—8

Strong repeat labor deal. AFL-CIO unions. Taps, cutoffs ready. 4 weeks' work. Best deal in the country. Come in. Bennie Gordon, Larry Harris, Arlington, Older, Mrs. Trafton, Bud Mahon, Mike, phone **JERRY COLE** Dickens 3-6177, Baton Rouge, La.

FAIR-EXHIBITION MANAGEMENT

IAFE Prez Bill Masterson Peers Into the Future

(NOTE: Following is a condensed version of an address by Willard (Bill) Masterson, president of the International Association of Fairs and Expositions and manager of Wisconsin State Fair. It was delivered before the recent meeting of the Wisconsin Association of Fairs.)

IN THIS DAY of space it will be good to sit down and think of our fair operation. Are we running fairs just because someone started the fair a hundred years before, and it is an annual tradition, or do we have a purpose?

"I would like to talk about five words and how these words apply to our business. The first is NEED. Is there a need for fairs in the present and will there be a need in the foreseeable future? In my opinion there has never been such a need for fairs as there is today. There is about us a great change in ideas, methods of transportation, communication, commerce and education. The great majority of the fairs have not changed their thinking with the times.

"Since the end of World War II there has been more change in public desires about fairs, possibly more than in the previous 100 years. The red flag of challenge is up; let us seize the opportunity not only to satisfy the restless curiosity of our changing public but go step ahead and give our fairgoing public stimulus for thought.

"My second word is TYPE. What type of fairs should we have? One hundred years ago the agriculture fair sprung up as a necessity in Wisconsin to disseminate information to the farmer. The fair was the harvest festival, market place and annual vacation, all in one, plus the only place available to learn the newest methods of agriculture.

"After one-third of the 20th century was over, agricultural education had been taken over by other agencies. New forms of entertainment lessened the need for a harvest festival, and the fair no longer provided the services for which it was originally organized. No, the fairs did not go out of business, but they shifted and, as the adult exhibitors dropped out, a pink-cheeked youth was ready to step into his place. Fairs in the past decade have had a definite noticeable swing to youth fairs.

"Should we sit by and let our fairs become youth fairs exclusively? Today too many adults are contented with a soft chair and a TV set which provide chewing gum for the eyes and candy floss for the brain.

"Education should be our battle cry as we meet the challenge. We are not talking the schools and university type of education, but education thru the five senses: To see, to hear, to smell, to taste and to touch. In other words participation in everyday events and activities. No other mass media can make such a claim. Our basic assault is to let people see and take part in what's going on about them that they can't see elsewhere—except at a fair.

"In reorganization, classify fairs as sections, special feature, regional and expository.

"Sectional fairs should be the local fair, much needed to generate interest and enthusiasm at the local level. Sectional fairs should have local standards of achievement. Exhibits should be limited to the area of commerce about the fair.

"Special feature fairs could also be called vertical fairs where one subject, project or product is promoted to the 'nth degree. They may be dairy shows, flower shows or livestock shows. . . . This one subject being presented must not only be a product on display but a comprehensive show of subject from start to finish.

"The regional fairs would be few in number and they would resemble a small State fair. This fair would also be a horizontal fair. The fair including many types of exhibits and constantly be switching themes and features to create interest.

"The fourth would be the State's largest fair—an exposition type of fair. This exposition would know no boundaries as far as exhibits are concerned. Only the best of everything would be shown. The exposition would be professional all the way thru. Our watchword—education—would still hang high. This fair would have every exhibit completely understandable by both adults and children. The livestock could be like a capsuled version of a special feature livestock fair. Not thousands of exhibits, but thousands of ideas ready for harvest."

"My third word is LOCATION, and in many instances this is already determined, but in some fairs of Wisconsin there is change as towns and communities develop. Location and usage of fairgrounds cannot be separated; locate where 365 days of usage is a possibility.

"The fourth word is FINANCE. Fairs cannot finance themselves and meet the challenge that is before them. The use of public funds for exhibits and capital improvements can be one of the wisest uses of tax money in the coming generation. . . . No other group, organization or agency has the perfect distribution, the organized groups and physical facilities ready to be organized and improved.

"Fifth, let us speak of OPERATION. Who will operate our fairs of tomorrow? Today we have societies and boards that were set up many years ago when the fair's functions and responsibilities differed from what they are today and what they will be tomorrow. It seems only logical that the fair organization of tomorrow will be a private corporation set up to do a public function."

"We have discussed five words: Need, Type, Location, Finance and Operation, as I think they apply to fairs of today and tomorrow. "Change is a peculiar word. It's a constant, it's a necessity. In Webster's new American Dictionary the definition of change is to progress from one state of being to another, as a caterpillar changes to a butterfly. Let us pursue this metamorphosis and apply it in our business—fair business."

Fish Elected Fair Prexy At Rhinebeck

RHINEBECK, N. Y.—President of the Dutchess County Agricultural Society for 1960 is Louis Fish Jr., of Salt Point, veteran fair director and vice-president during 1959. He succeeds Paul Rosenthal, president for the past two years.

It was announced that an executive operating committee named by Fish will meet the second Tuesday each month for auditing of bills and co-ordination of fair plans. The newly organized group consists of Fish; Leland L. Leachman, first vice-president; Richard F. Myer, second vice-president; Richard C. Murray, secretary; Horatio W. Nelson, treasurer; County 4-H Agent Tozier and Raymond Vail.

Others chosen at the annual elections included Benson Frost, attorney; directors Albert Cole, Dr. Kenneth Chase, Samuel Morrison and Paul Rosenthal, and four men elected to society membership. They are Warren Wigsten, Hunting Winans Jr., Clifford Baright and Jay Bontecou.

The meeting was held at the Beekman Arms. Jack Reynolds, general manager of Eastern States Exposition, West Springfield, Mass., addressed the group on the continuing importance of fairs in improving agricultural standards thruout the nation.

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Concessions and Rides wanted. Now booking for 1960 season, opening April. Top deal for 3 Kiddie Rides and 3 Majors. Good grosses.
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Phone: Williams 8-7440
Royersford, Pa.

FAIR MEETINGS

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 28-28. Mrs. Malinda Granberry, Box 3808, Mid-South Fair, Memphis, secretary.

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

Louisiana Association of Fairs and Festivals, Jung Hotel, New Orleans, February 13-14. Adolph Netter, Donaldsonville, secretary.

Midwest Fair Association, Hotel President, Kansas City, Mo., February 25-26. Maurice E. Fager, Mid-America Fair, Topeka, Kan., secretary.

Association of Connecticut Fairs, Town Hall, Columbia, April 9. J. C. Bartlett, North Haven, executive secretary.

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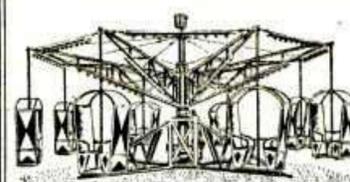
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18 HOLES permanently built. Each hole a challenge. Wherever this course is built it grosses 2 to 5 times more than other courses, and the price is 10 to 25 cents more per person each game than other courses. Have for Sale: Complete set of Blueprints with color picture of each hole, as well as club house and layout plot of ground, also information where to buy mds. at wholesale. If interested, you may send \$1 for picture of this course. Or you may come to Pensacola and see at first hand the course. Address all mail to

JACOB PRYOR

3920 NAVY BLVD., PENSACOLA, FLA.

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PUMP-IT HANDCAR RIDE
PROVEN FINEST IN ITS FIELD
also OTTAWAY STEAM TRAINS

THE FINAL CURTAIN

BOYES—Thomas Crawford, 67, veteran member of Kelvington (Sask.) Agricultural Society and its president for many years, at Kelvington recently. Survived by his widow, son and three daughters.

CLARK—W. B., 68, West Coast Shows concessionaire, January 16 of a heart attack on the golf course in Fresno, Calif. A native of Marshfield, Wis., he trouped with the Johnny J. Jones, Sheesley and other railroad shows before joining American United and Patrick organizations on the West Coast. Survived by his widow, Opal. Services in Los Angeles conducted at Armstrong Family Mortuary by Pacific Coast Showmen's Association with burial in Showmen's Rest.

CUNNINGHAM—Edward M., 68, former advance agent for Ringling Bros. and Barnum & Bailey Circus for about 12 years, January 18 in Veterans' Hospital, Albany, N. Y., after a long illness. Born in Schenectady, N. Y., he lived in nearby Scotia for many years. He was a World War I Army veteran. Survivors are a sister, Ellen Kilts, Burnt Hills, N. Y., and a brother, Hubert, Schenectady. Services January 21.

GALLEW—Clyde E., former concessionaire with the Cole Bros. and Gentry Bros. circuses, December 17 in Renovo, Pa. Survived by his widow, Maria, of Los Angeles; his mother and stepfather, Mr. and Mrs. T. R. Fye, North Bend, Pa.; a stepdaughter, Mrs. Charles P. McCarthy, Aransas Pass, Tex.; a brother and a sister. Burial December 21 in North Bend, Pa.

GIFFELS—Helen Whitely, 63, January 14 in Detroit after a month's illness. She was the widow of Louis J. Giffels, formerly general manager of Olympia Stadium, Detroit. Survived by one son and two daughters.

HALLOCK—Rev. William A., 92, Presbyterian minister and circus fan, January 3 at his home in Rochester, N. Y. He served (Continued on page 56)

Carnival Routes

Blue Grass: (Fair) Palmetto, Fla.; (Fair) Fort Myers, Feb. 1-6.
Deggeller Am. Co.: (Fair) West Palm Beach, Fla.
Page Comb.: Kendall, Fla.
Peter Paul Ams.: Sanford, Fla.
Smiley's Ams.: Fort Pierce, Fla.; Lake Wales, Feb. 1-6.

Circus Routes

Atayde Bros.: Mexico City, Mex., 25-Feb. 3.
Davenport, Orrin, No. 1: Saginaw, Mich., 25-30.
Davenport, Orrin, No. 2: Grand Rapids, Mich., 25-30.
Polack Bros.: (Civic Center) Hammond, Ind., 27-31.
Ringling Bros. and Barnum & Bailey: (Exhibition Hall) Miami Beach, Fla., 25-31.

Miscellaneous

Matchstick Cities: West Palm Beach, Fla., 25-30; Hollywood 31-Feb. 6.
Montague, Duke, & Co.: Kaukauna, Wis., 25; Wisconsin Rapids 26; Pittsville 27; Marshfield 28; Eau Claire 29.
O'Day, Marie, Palace Car: Brenham, Tex., 29-30; Caldwell Feb. 1; Hearne 2; Cameron 3; Rockdale 4; Taylor 5-6; Elgin 8; Lockhart 9; Luling 10-11; Seguin 12-13.

Legitimate Shows

Dark at the Top of the Stairs: (Biltmore) Los Angeles, Calif., 25-Feb. 13.
Look Homeward, Angel: (Orpheum) Springfield, Ill., 25; (Vivoli) Toledo, O., 27-28; (Memorial) Louisville, Ky., 29-30; (Memorial) Greensboro, N. C., Feb. 1-2; (American) Roanoke, Va., (Continued on page 56)

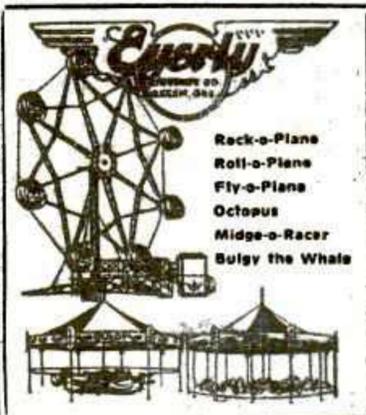
ROLLER RUMBLINGS

By AL SCHNEIDER

AN IMPORTANT step in creating a basis for united promotion of the roller skating industry was taken at a recent joint meeting in Chicago of executives of the Roller Skating Rink Operators' Association of America and the Roller Skating Foundation of America. "There has been difficulty in co-ordinating the activity of the two programs," particularly in the separate queen contests held by each group, according to Charles E. Cahill, RSROA secretary-treasurer. "However, we feel that as a result of this new program we will have the strongest force of organized effort the industry has ever had," he said. Details for co-ordinated effort were ironed out in several areas. Most important from the public relations standpoint was the queen contest, and the two groups have decided upon a program which will involve mutual support, each aiding the other's contest. RSROA, for instance, will actively support the RSFA queen contest this coming year, and the Foundation, in turn, will support various RSROA activities. Each contest will continue to be held separately, it was stressed, and tentative plans are to have one queen crown the other in a gesture of good will. The new union of effort involves the largest association and the largest manufacturer, since Chicago Skate Company supports the RSFA, Cahill pointed out, concluding, "In a very broad sense, complete agreement was reached between the two organizations on mutual co-operation and support. We really feel that, as a result, new avenues of success will be opened not only organizationally for the RSROA

but also for the industry as a whole."

Four Campbell County, Kentucky, businessmen have announced plans to build a roller rink at Southview Drive and Alexandria Pike, just south of Cold Spring. The rink will be a project of the Recra Corporation, whose officers include Roy White, Charles Frentzel, Al Feldmann and Ed White. The rink building will be 80 by 120 feet and will cover a maple floor 60 by 120 feet. The building will be on a 200 by 250-foot lot. Space not occupied by the building will be used for parking. Construction is expected to start in March.



In Memory
of Our Son
Passed on
January 26, 1959
DENIS F. POWER
Enshrined in the hearts
of
THE TERRELL FAMILY
FRIENDS AND
ASSOCIATES

MIKE ROSEN
"Fifteen years have come and gone,
But the memory of You,
still lingers on."
January 27, 1945
Ted and Winona Woodward

IN LOVING MEMORY
Of My Dear Husband
MICHAEL "MIKE" ROSEN
who passed away
January 29, 1945.
FRIEDA ROSEN

The family of the late
STANLEY W. WATHON
Sincerely thank friends and relatives for their kind expressions of sympathy in their recent bereavement.

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NEW SHOW TENTS
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COLLINS WRAPS UP FAIR ROUTE

Fourteen Stands Include Dates In Seven Midwestern States

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

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

Hot Springs Marks 11th Birthday

HOT SPRINGS — Over 200 members and guests of the Hot Springs Showmen's Association relaxed at the 11th annual birthday party here last week.

Jack Sherwood and his band provided the music for dancing. Many local businessmen dropped in to pay their respects.

Hostesses were Mrs. Millie Wilson, Evelyn Rinaldi and Ollie Glosser. Herbie Brill emceed the floorshow.

Greater Grand Forks Fair, Grand Forks, N. D., followed by the Stutsman County Fair, Jamestown, Red River Valley Fair, Fargo, and the North Dakota State Fair, Minot, all in North Dakota.

Next in line are the Pennington County Fair, Thief River Falls, Minn.; Jackson County Fair, Maquoketa, Ia.; Interstate Fair, La Crosse, Wis.; Steele County Free Fair, Owatonna, Minn.; Freeborn County Fair, Albert Lee, Minn.; Sioux Empire Fair, Sioux Falls, S. D.; Nebraska State Fair, Lincoln; Washington County Fair, Fayetteville, Ark.; Oklahoma Free State Fair, Muskogee, and the Tulsa State Fair and Exposition.

Collins plans to be on hand in Tampa for the Florida State Fair.

TYLER, Tex.—The East Texas Fair wound up its '59 operations in the black despite the fact that it poured considerable money back into capital improvements.

Expenses of putting on the fair was higher than a year previous, but good weather, outstanding livestock and special shows helped to rack up the profit, according to Alex Genecov, fair official.

Camden Runs Week Later, Signs Prell's

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

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

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

PCSA Lists Committees

LOS ANGELES — Committees for the Pacific Coast Showmen's Association for 1960 were announced by Steve Vaughn, president, at the regular meeting held here last week (18).

On the rostrum with Vaughn for the meeting were J. B. Dauer, (Continued on page 56)

CARNIVAL CONFAB

JOHNNY VIVONA stopped off in New Jersey for a breather between fair meetings. Frank A. Miller is ill in the Royal Hospital, the Bronx. . . . Pat Reithoffer and Big Al Howard have been making New England business visits. R. C. McCarter is reportedly dealing with a rail-roader for his new fair at Charlotte, N. C. . . . Resolutions of regret were adopted at the Virginia meeting, over the passing of James E. Strates, Joe Prell, and R. B. Lawson, president of the South Boston fair. . . . Jack Weiss is drumming up show club interest in the Miami picnic. The fact it was raining didn't keep Lou Dufour from scorning a compact-car taxi in New York, and he waved it away. Meanwhile, Louis (Dada) King stood alongside, grumbling and getting sopped. Location was outside the Commodore Hotel after the joint club installations. . . . Miami attendances have slimmed down somewhat as State conventions attract showmen of all facets.

Hopes of some showmen to hold the November fair convention in Miami were exposed publicly at the South Carolina meeting by Sam Prell. Some groundwork has been done but it is conceded that budging the convention out of Chicago is a tremendous and (to many) nigh impossible task. The effort continues, however, with growing support among carnies. . . . Is Cetlin won the early-arrival award at the Penny meeting, being first on the scene. . . . For most, it was early to bed at the Richmond meeting's lobby-go-round. . . . Barney Corey was set back 30 clams before reaching Harrisburg, needing a new tire and thermostat for his car. He was ready and waiting for the earlybirds, who numbered Roy (Pepsi) Jones, Pat Reithoffer Jr., Abe Prell, Blackie Camarota, Harry Wigden and Ben Allen.

Irwin Kirby

Carolyn Leedy, of the Deggeller Amusement Company, points with pride. She passes on the info that of the Myers Y. Cooper best fair awards given annuals at the recent Ohio convention, three of the events were played by the Deggeller line-up of rides and shows. The winners were Franklin County Fair, A Division; Washington County Fair, B Division, and Washington County Fair, certificate of excellence for well balanced program. . . . Al C. Beck, of the Charles Lenz and Associates insurance firm, recently passed thru Cairo, Egypt, on the round-the-world tour he and Mrs. Beck are enjoying. Says they've ridden camels to the pyramids, sailed down the Nile, took in horse races near Cairo and are heading for Singapore and Australia.

Frank Gaskins, veteran general agent, is in the Veterans Administration Hospital, Ward 83, Jackson, Miss., with a thyroid condition. . . . Treasurer Stan Muckle, of the Midwest Showmen's Association, Minneapolis, in his annual report indicated the three-year-old club was worth nearly \$20,000. . . . Committee heads of the Ladies' Auxiliary of the Miami Showmen's Association were recently named as follows: Ann Tara, chaplain; Evelyn Taylor, Kitty Brown, tylers; Leona Plas, Edith Wolpert, parliamentarians; Onalee Jones, membership; Marte Vivona, Estella Bell, ways and means; Lois Weiss, entertainment; Jean Kaslin, Caesara Buzzella, sick; Ethel Weer, relief; Lillian Sylvester, publicity; Agnes Grosso, public relations; Pat Recor, Germaine Lollar, refreshments; Kitty Glosser, hostess; Myrtle Brooks, house; Neva Heiman, Syd Silverberg, journal; Mickie Hawkins, memorial; Lillian Tucker, blood bank, and Pearl Ridings, building management.

Charlie Byrnes

Jimmy and Ann Ackley are in Ruskin, Fla., after a business-pleasure trip thru Mexico. . . . Christy Obrecht, retired, who operated a tent show from 1915 to 1950, was a visitor in Rochester, Minn., recently, driving a 1955 Rolls Royce. After parking his car he was surprised by an offer, which Obrecht declined, of immediate cash to purchase it. . . . Louis

(Fingers) Bell was recipient of a gold wrist watch from the Silbert Callerton agency for his work at last year's LaGrange (Ga.) Fair, according to Mrs. Bell.

Al Schneider

Mr. and Mrs. R. J. McMillan, concessionaires, stopped off at St. Louis recently and spent several days visiting friends. They were en route from the South to their home in Richmond, Kan., where they'll remain until about May 1 when they hit the road. . . . Al Kunz, owner-manager of Heth Shows, is becoming known as the "Flying Dutchman" thru his air travel. Recently flew from Atlanta to Mobile, Ala.; to Birmingham the same night and was in Buffalo, N. Y., two days later. Will fly to the Pacific Coast and back before the Mobile Mardi Gras opens February 18. While in the latter town, he contracted another lot for a total of three on which he plans to have 15 rides, including his Mouse. Veteran Walter B. Fox repped Kunz in the real estate deals.

Frank W. Peppers, of Peppers All-State Shows, recently had his Jenny set up on the public square in Mobile for the March of Dimes committee. He'll have three separate locations for his rides and concessions at the Mobile February 18-27 Mardi Gras. . . . Mrs. Catherine Oliver, St. Louis ride owner-operator, is in DePaul Hospital there after another stroke. According to the medics, she'll be confined for another 10 days or two weeks. . . . Betty Harris, president of the Lone Star Showman's Club, Dallas, and other members of the club drew big space and a photo in The Dallas Morning News on their Christmas party for underprivileged children. Also mentioned in the piece were Bob Harris and Mrs. Katie Little.

Frank Joerling

EDSON, Alta.—The Edson Tri-Service Rodeo and Exhibition Association has set August 5-6 as the dates for its 1960 show. Event has joined a professional rodeo circuit and is planning to hire a stampede manager and an arena director.

A race track will be built on the rodeo grounds and chariot races are expected to be a feature. Brahma bull events may be added and a midway will be signed.

★ ★ ★

FLASHBACKS: 20 Years Ago—Royal American Shows signed for the Western Canadian circuit of A fairs for the seventh year. James E. Strates Shows closed for the New York State Fair, Syracuse. . . . Dolly Young was recuperating in a Lexington, Ky., hotel following injuries suffered in an auto crash. . . . Press Agent L. C. (Ted) Miller was named general agent of Bantley Shows and Harry E. Wilson as assistant manager. . . . William Gorman was appointed business manager of the O. C. Buck Shows. . . . Dee Lang's Famous Shows was awarded the pact for the Red River Valley Circuit of fairs in Minnesota for the fifth year.

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AL KUNZ

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SHOWMEN • RIDE OPERATORS • CONCESSIONAIRES

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

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| Ozark Empire Fair, Springfield, Mo. | Coosa Valley Fair, Rome, Ga. |
| Du Quoin State Fair, Du Quoin, Ill. | Madison Co. Fair, Huntsville, Ala. |
| Soldiers & Sailors' Reunion, Salem, Ill. | Miss.-Ala. State Fair, Meridian, Miss. |
| West Tenn. Dist. Fair, Jackson, Tenn. | South Miss. Fair, Laurel, Miss. |
| Greater Gulf State Fair, Mobile, Ala. | Exchange Club Fair, Augusta, Ga. |

. . . other Fairs starting June 20 and ending Nov. 5, 1960

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North Birmingham, Ala.

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PA. ACTION OFF; STRATES SCORES

Clearfield, Butler Retained;
Allentown Decision Awaited

HARRISBURG, Pa.—Eastern carnival routes neared completion here last week, and as the final chips started to fall there were few changes and even fewer surprises.

The big fairs as yet uncommitted were not many. Some shows were represented at the Pennsylvania meeting, plus several ride units, but with most fairs having announced their intentions in advance of the sessions, the action was limited.

Chief interest was expressed in the fortunes of the James E. Strates Shows, now under the management of E. J. Strates, son of the founder. The York-Inter-State Fair had been signed last fall and two of the show's other fairs in this State, Clearfield and Butler, finally announced Strates' return despite spirited competition from several other operators.

Reithoffer Bags Honesdale

One of the pending fairs, Wayne County Fair, Honesdale, will be played this year by the Reithoffer Shows, which earlier had contracted Bedford and Butler. All had been played by other units in 1959.

Also reported here was the return of World of Mirth to the fair in Rutland, Vt. The railroader reported a new spot, the Mecklenberg Fair on the outskirts of Charlotte, N. C. Coming after the big South Carolina State Fair in Columbia,

the new one provides a promising week in place of its former finale in Augusta, Ga., which has switched to a Heth-Drew combined midway. Charlotte dates are October 24-29, and it is hoped the event will gain the patronage of the former fair retired a couple of years ago by Dr. J. S. Dorton.

Announcements are awaited on midway awards by the Bloomsburg and Greater Allentown fairs in this State and New York State Fair, Syracuse.

The Reading Fair will again have Cetlin & Wilson Shows on the midway, a pact signified last season by the handshake between Is Cetlin and fair head John Giles. Among other Pennsylvania awards this year are Penn Premier Shows in Indiana, Meyersdale and Ebenburg; Eddie's Exposition Shows in Dayton and elsewhere, and Amusements of America in Hughesville, Lehigh and Kutztown.

Turning out for the meeting were the following: Cetlin & Wilson, World of Mirth, James E. Strates, Marks, Amusements of America, M. D. Amusements, Reithoffer, How-Reit, Smiley's Amusements, Penn Premier, Prell's Broadway, Eddie's Expo, Morris Hannum, Thompson Bros.' Rides, Stanley's Rides, Ken-Penn, Roxy Gatto, W. A. Griffiths Active Bazaar and others.



Hal Eifort, co-chairman with Patty Conklin of the Ways and Means Committee of the Showmen's League of America.

SLA Names Ways & Means Committee

CHICAGO—J.W. (Patty) Conklin and Hal Eifort, co-chairmen of the Ways and Means Committee of the Showmen's League of America, this week announced members that will serve with them during 1960 season.

Named to the group are Lew Dufor, C. C. (Specks) Groscurth, Floyd E. Gooding, Morris Lipsky, James H. Drew, Chuck Moss, Jack Ruback, O. J. (Whitie) Weiss, Elmer Byrnes, Sollie Wasserman, Hank Shelby, Art Frazier, Max Sharpe, Al Kaufman, John Gallagan Jr., Al Kunz, Robert K. (Bob) Parker, Gerald J. Mackey, Carl J. Sedlmayr Sr., Mickey Blue, Norman Schlossberg, Bernie Mendelson, Harry Schreiber and Dave Fineman.

Plans for fund-raising are in the works and will be revealed in the near future.

Detroit Men, Fems Install '60 Officers

DETROIT—The combined election and installation of officers Monday drew one of the largest turnouts of members in the history of the Michigan Showmen's Association, according to Recording Secretary Paul Greeley.

An unusual feature of the evening was the serving of two buffet suppers, one early in the evening and another following the installation sessions. Refreshments were provided thru courtesy of the newly elected officers and served with the co-operation of the house committee, including Sam Burd, Arthur Rosenthal, Alex Kaplan and Irving Rubin.

The new officers are Robert Morrison, president; Harry Stahl, first vice-president; Frank Cook, second vice-president; Charles Duma, third vice-president; Edor Burge, treasurer; Calvin L. Lovejoy, executive secretary.

The new directors are Sam Burd, Irving Rubin, Fred Small, Harry Peltier, Teddy Underwood, Max Nahoun, Alex Kaplan, Fred Silber, Gerald Gordon, Irving Borker, Irving Quist, Rex Allen, Dave Karp, Milton McLean and David Greenberg.

Jack Dickstein, past president, served as installing officer.

Dallas Club Installs Prez Riley Hickman

DALLAS—Riley Hickman was installed as president of the Lone Star Showmen's Association with over 100 members and friends present for the ceremonies. The clubrooms were decorated in a hunting and fishing theme in honor of the new president.

Also taking office were Joe Murphy, first vice-president; Erma Meeks, second vice-president; Simmy Carroll, third vice-president; Pearl Vaught, secretary; Pat Gregg, treasurer, and Jule Conners, chaplain.

Inez Carroll served as installing

officer and Bernie Cohen as emcee. Candles were lighted for all affiliated clubs and a large one was lit by Chuck Moss for the Showmen's League of America. Sallie Murphy lighted the candle for all deceased showfolk. Many wires and floral tributes were received.

A report was given on the club's Christmas party where they hosted 100 underprivileged children. Caliope music and clowns greeted the moppets who were treated to candy floss, snow cones and popcorn. Captain Ebo and his trained dogs, the Marionettes and the clowns gave the show and Santa Claus passed out stockings filled with toys and candy. Hot dogs, ice cream and cold drinks were served and a silver dollar and stuffed toy was presented each of the youngsters.

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

CLIFFORD H. (STASH) GRAY

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SOUTH'S TWO BEST LATE FAIRS
RIDES — SHOWS
MID-SOUTH FAIR
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CAN LOCATE ANY LARGE, NEW, IMPORTED RIDE. NOTHING TOO BIG.
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BIG DROME, SIT-DOWN SHOWS AT
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WILL BE AT TAMPA GASPARILLA, Care of Royal American Shows,
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JIMMIE CHANOS SHOWS

Now Booking for 1960. Open April 29, Muncie, Ind.

Want legitimate Commissions of all kinds. Cook House that caters to show people. Bingo, Ball Games of all kinds and Pitches of all kinds, Fish Pond, Balloon Dart, Glass Pitch and Pottery, Scales & Guess Your Age, Waffles & French Fries.

Want Girl Show with two or more Girls and own outfit, and any family-type Show. Ride Help of all kinds for Ferris Wheel, Rolloplane, Flying Scooter. Must have license and drive semi. This show has 12 office-owned rides, also has 3 extra Rides for sale, Smith & Smith Chairplane and two Kiddie Rides, Boat and Tank Rides. Cheap if sold at once. All replies to

JIMMIE CHANOS, 709 East 4th St., Greenville, Ohio.

VIRGINIA GREATER SHOWS

OPENING EARLY IN APRIL

Want Concessions of all kinds. Tom Kennedy and Maxie Sharp, contact me. Want Girl Shows, Snake Show and Wild Life. All Grind Shows open. Will book two or more Rides. Cecil and Frances, write me. Will book your rides.

Box 461, Suffolk, Va.
Wm. C. Murray

CONCESSIONS FOR SALE

2 Fish Ponds and Pumps, complete w/fish; 1 Double Blower, complete; 1 Razzle, complete; 1 40 x 20 Cook House, complete; 1 40 x 20 Corn Game, complete; 4 16 x 10 Tops and Frames; 3 12 x 12 P.C. Center Joints; 2 16 ft. Ball Games; 20 Concession Trunks; 15 24" Concession Wheels; 200 ft. 1 1/2" new Manila Rope; 2 Eli portable Motors on wheels. Other miscellaneous.

Must sell, will take any reasonable offer. Any part or all.

Call or write

SAM LEVINE

201 Main, Little Rock, Ark. FR. 61836

WANTED FOR CASH

32-ft. or 36-ft. Allan Herschell Merry-Go-Round. Must be in top condition.

Reply BOX 976, c/o The Billboard
188 W. Randolph St. Chicago 1, Ill.

RIDE FOR SALE

Late model Schiff Low Road Model Roller Coaster in A-1 condition. With transportation; price very reasonable. Painted, ready to go. Replies to

LOUIS OPPERT

801 W. Meade St. Dothan, Alabama

WANTED

One more outstanding Freak, Working Acts for Belmont Park, Montreal, Que. Open April 30th. Long season. Finest of treatment and working conditions.

SAM ALEXANDER

Olympic Hotel, 725 So. Westlake, Los Angeles 57, Calif.

Frederick Midway Signed by Vivonas

NEW YORK — With 14 fairs signed, sealed and delivered, Amusements of America this week became one of the first shows to have its season rounded out in the East. Key spot in the route, breaking the jump from North to South, was lined up when the Frederick (Md.) Fair was contracted, John Vivona announced.

Frederick falls between the New Jersey State Fair, Trenton, and the Florence (S. C.) Fair, and trims the New Jersey - South Carolina haul from 600 miles to one of 425 over level country. Trenton falls on Sunday, September 25, and Frederick opens the following Tuesday.

Also contracted was the fair in Lumberton, N. C., Vivona said. One fair was pending when the show's representatives visited the

Pennsylvania meeting, and its signing would provide a 15th fair.

Both Frederick and Lumberton are new to the route this year. Other additions include Florence, and Kutztown, Pa., the latter being a heralded back-end location.

The current route is cited by the Vivona family as the high mark attained since it branched out after playing church dates exclusively in the Northern New Jersey region. Among other fairs on the list are Charleston, Sumter and Lancaster, S. C., Cumberland and Hagerstown, Md., and Leighton and Hughesville, Pa.

Virginia Fairs

Continued from page 46

need for including school officials in advance planning. He cited this as preferable to asking for school assistance at a later date.

Dr. Paschall also urged that fairs consider incorporating more science, chemistry and physics elements to supplement the agricultural phase. In many cases, he said, there is lack of consideration for the elementary school students.

Mrs. F. F. Carr, secretary of the National Home Demonstration Council, spoke on women's exhibits. The woman in the home, she stressed, is behind the success of every fair. She criticized crowded conditions, poor lighting, and being off the main flow of traffic, as detracting from the value of women's displays. Mrs. Carr said fairs can do the following, to properly exploit the women's angle: include a set of judging points in the catalog, inform exhibitors of the points missed on back of entry tag, prepare set of standards in cooperation with home economist, give more thought to staging exhibits, use capable personnel in departments, and give more publicity to the women's department.

Spencer Givens, a 4-H All-Star from Henrico County, offered a general discussion of 4-H Club work.

Banquet attendance exceeded 100 as usual, and was entertained by a locally booked orchestra plus acts provided by GAC-Hamid and Cooke & Rose Agency, with Chick Darrow as emcee.

Freeland Theme

Continued from page 47

tain goats and other animals, all in shelters that simulate their natural habitats. Many of the animals already are on the spot. More cages for monkeys and other animals will be added.

There is to be an outdoor theater at which a free-act circus will be produced by Rube (Bozo) Ray. There will be three shows daily. Around the site are to be numerous rustic shelters and many benches. Hundreds of birdhouses are being installed to help make the park a bird sanctuary. All trees are being labeled with their botanical and common names.

Admission will be \$1 for adults and 50 cents for children. A large gift shop serves as entrance and exit. A heavy budget is set up for billboard advertising aimed at tourists.

Cobo Hall

Continued from page 47

ment in catering equipment is given as \$400,000, and this concession is expected to gross over \$1 million the first year.

A separate concession package up for bid will include 15 hot dog stands, three novelty stands and a dozen checkrooms. Regulations permit selection of the concessionaire according to the best interests of the operation rather than requiring award to the highest bidder.

A survey made by Stephen T. Kish, director of the Civic Center, indicated percentage concessions of this type range from 18½ per cent in St. Louis to 30.6 per cent in Philadelphia. Details of Roumell's contract for the Veterans Memorial Building were disclosed at 12½ per cent on banquet service, 5 per cent on cafeteria, 20 per cent on liquor served at banquets and 5 per cent on vending machines.

Ky. Fair Meet

Continued from page 47

at the Friday evening banquet, selected from 30 entries who represented that many fairs in the State. Clyde Reeves, executive consultant to the Kentucky State Fair, was one of the speakers at the banquet, talking on county-State fair relations. J. O. Matlick, former manager of the State Fair and now editor of the Kentucky Farmer, spoke on fairs behind the iron curtain and illustrated his address with colored slides. Both banquets drew overflow crowds of fair and attraction people.

Thank You

BILL McMURTRY
Ride owner, Conklin Shows
For your CHEV TRACTOR purchase.

"Save Money With Johnny"

JOHNNY CANOLE
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RIDES TO SELL

Allan Herschell Roller Coaster National Streamliner, adult size, cost \$16,000, sell for \$5,000. Kiddie Ferris Wheel, Auto Ride, Aeroplane, etc.

J. J. FREDERICK
2245 Newton Detroit 11, Mich.
Phone TRinity 3-2860

Fairmen and Showmen in Attendance at the Texas Fairs Association Meeting in Dallas—

You Are Cordially Invited By The

LONE STAR SHOWMEN'S CLUB OF TEXAS

To The HOSPITALITY ROOM, ROOM 310, BAKER HOTEL, Feb. 3-6.
And The MEMORIAL SERVICES, TEXAS ROOM, BAKER HOTEL, Feb. 4.

OPEN HOUSE, CLUB ROOMS, 1430 FOURTH AVE., Feb. 5,
9:00 P.M. Until 1:00 A.M.

CONTINENTAL SHOWS

Roland E. Champagne, Owner Fred Fritz, Mgr. Doris Fritz, Asst. Paul LaCross, Agent

3 Courtney Lane, Lowell, Mass. Phone GLENview 2-0803

Want: Joints of all kinds, Hanky Panks, Scales, Alibi Joints, French Fries, Custard or Ice Cream or what have you. No Flat Stores this year.

Want: Ride Help. Must be truck drivers. Sober and reliable. All old Help contact now.

Want: Man to operate sound truck. Good deal to reliable man.

Want: Girl Show Operator with Girls to operate our office-owned Show on percentage. Must drive truck or have driver. Finest Girl Show equipment on the road.

We can also use other Shows with own equipment. Clayton Campbell, contact. Also have small Top, can be used for Snake Show or other small Show. Will give to reliable person on percentage. Show opens April 28.

THOMAS JOYLAND SHOWS

OPENING EARLY IN APRIL—WANT FOR 1960 SEASON

CONCESSIONS: Want Concessions of all kinds; Hanky Panks, High Striker, Basket Ball, Bear Pitch, Photo Gallery, Hoop-La. Agents for Age and Scales and Hanky Panks.

WANT BILLPOSTER WITH OWN TRANSPORTATION. LONG SEASON, GOOD SALARY.

RIDE HELP: Want Ride Help in all departments. Especially want Foremen and Second Men for Ferris Wheel, Tilt, Octopus, Rock-O-Plane, Dodgem. Must drive. (Wives to sell tickets.) Must be sober, no others need apply. Good salary plus bonus.

SHOWS: Place Shows of all kinds. Want Girl Show Operator with 3 Girls or more, will book with own equipment or I have complete outfit. Want Grind Shows, Snake Show, Fat Show, Penny Arcade, Rock and Roll White Troupe, also Colored Troupe. Have complete outfits.

L. I. THOMAS, 1701 N.W. 83RD ST., MIAMI 47, FLA.

(Phone: PL 1-2841) No Collect Calls Accepted.

WM. T. COLLINS SHOWS

"WORLD'S LARGEST MOTORIZED MIDWAY"

Open June 4, Austin, Minnesota

WANT FOR AN OUTSTANDING ROUTE OF FAIRS IN MIDDLE WEST

WANT—CONCESSIONS: Cookhouse for season and that will cater to show people, Long Range Shooting Gallery, Balloons that work for stock and not coupons, Pitch-Till-U-Win, Jewelry, and all kinds of Hanky Panks. Also want Eats and Drinks, outright sales for independent Midway at the Sioux Empire Fair, Aug. 27-31, Sioux Falls, South Dakota.

WANT—SHOWS: Side Show that has something in it to feature, Motordrome, Animal Show or any other Grind Shows of merit.

WANT—HELP: Ride Superintendent that must know all rides and be able to handle Ride Help. It's a year-round job. Foreman for Rock-o-Plane, Tilt-a-Whirl, Octopus, Twin Wheels, Roll-o-Plane, Scrambler, Helicopter and Sky Fighter. Man for Towers and Front Gate. Second Men on all rides. All must have chauffeur's license, be sober and reliable. If you are a drunk and agitator, save your stamp. Top wages and good treatment to all who qualify.

All replies: Wm. T. Collins, 801 E. 78th Street, Minneapolis 23, Minn.

P. S.: Will be in Tampa, Florida, Feb. 4-7, Tampa Terrace Hotel.

AMUSEMENT COMPANY OF AMERICA PRESENTS THE

OLSON SHOWS

"WORLD'S GREATEST MIDWAY"

OPENING SOME TIME IN JUNE, HOT SPRINGS, ARK.

CAN PLACE FOR 1960 SEASON

WANTED: Grind Shows of all kinds, Monkey Show or Monkey Speedway, Side Show and Illusion Show.

WANTED: Major Rides that don't conflict. Must be up to standards of our Rides.

WANTED: Can place Hanky Panks of all kinds. Can place Foremen for office-owned Rides.

1960 FAIR ROUTE

ANDERSON FREE FAIR, Anderson, Ind.
FORT WAYNE FREE FAIR, Ft. Wayne, Ind.
MILWAUKEE, WIS. (On the Lake Front)
NORTHERN WISCONSIN DISTRICT FAIR,
Chippewa Falls, Wis.
ILLINOIS STATE FAIR, Springfield, Ill.
IOWA STATE FAIR, Des Moines, Iowa

KENTUCKY STATE FAIR, Louisville, Ky.
CHATTANOOGA-HAMILTON COUNTY FAIR,
Chattanooga, Tenn.
MISSISSIPPI-ALABAMA FAIR, Tupelo, Miss.
ALABAMA STATE FAIR, Birmingham, Ala.
SOUTH ALABAMA FAIR, Montgomery, Ala.
SOUTH TEXAS STATE FAIR, Beaumont, Tex.

Contact PAUL OLSON, General Manager

Tampa Terrace Hotel, Tampa, Fla., February 6, 7 and 8. After that contact him at 1061 Third Avenue, Riviera Beach, Fla.

FOR SALE

3-EYED BULL WITH 4 HORNS
Alive, young, healthy, tame, gentle. A complete show ready to go with living quarters.
Write LITTLE HARVEY
8584 Landis San Diego, Calif.

THE NEW ROMAN TARGET

One of the greatest stock concessions ever built. Orders placed now can be delivered within 30 to 60 days. Write for literature and prices.
Manufactured under U. S. Pat. No. 2619348.
C. A. WOODIN
802 WALNUT RIDGE, JOPLIN, MO. Phone: MAYfair 4-8214

COMING EVENTS

Alabama
Mobile—Mobile Mardi Gras, Feb. 18-27.

Arizona
Phoenix—Jaycees' World Championship Rodeo (Fairgrounds), March 17-20.
Tucson—La Fiesta De Los Vaqueros, Feb. 18-21.
Wickenburg—Gold Rush Days, Feb. 12-14.
Round-Up Club.
Yuma—Silver Spur Rodeo, Feb. 13-14.

California
Fresno—Boat, Sports & Travel Show (Fairgrounds), Feb. 5-7. Robert Klemm, 3199 W. Madison.
Los Angeles—Los Angeles International Sports Show (Colliseum), March 11-20. Fred J. Tabery.
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan Pacific Aud.), March 31-April 10. H. Werner Buck.
San Diego—San Diego Boat, Sports & Outdoor Show (Mission Bay, Belmont Park), March 18-27. W. H. Barrett.
San Francisco—Gift Show, Feb. 7-10. Kay Leber, 1355 Market St.
San Francisco—San Francisco Nat'l Sports & Boat Show (Cow Palace), March 4-18. Thomas R. Rooney.

Colorado
Denver—Colorado Sports, Boat & Travel Show (Colliseum), Feb. 21-28. R. C. Langenwaller.

Connecticut
Hartford—Automata (State Armory), Feb. 17-22. Joe Kizis.

District of Columbia
Washington—National Capital Flower & Garden Show (Nat'l Guard Armory), March 4-10. D. L. Herndon.

Florida
Daytona Beach—Volusia Co. Home Show, March 19-23. Al Stern, 120 N. Grandview.
Fort Pierce—St. Lucie County Home Show, Feb. 19-14. Lew Nachman, Fort Pierce Hotel.
Hollywood—Hollywood Home Show, Jan. 30-Feb. 3. Al Stern, 1016 N. 16th Court.
Jacksonville—Southeastern Boat Show (Gator Bowl), March 3-6. Don Cox.
Miami—International Foreign & Sports Car Show (Dinner Key Aud.), Jan. 24-28. 1960.
Miami—Miami International Boat Show (Dinner Key Aud.), Feb. 19-24. Mrs. Peggy Leyshon.
West Palm Beach—South Florida Fair & Exposition, Jan. 22-30. William Lamar Allen, secy.-mgr.

Georgia
Atlanta—Southeast Boat & Vacation Show (Municipal Aud.), Feb. 26-March 4. Martin P. Kelly.

Illinois
Chicago—Chicago National Boat Show (Intl. Amphitheater), Feb. 5-14. Guy W. Hughes.
Chicago—Sportsmen's Vacation & Trailer Show (Intl. Amphitheater), Feb. 26-March 6. Thomas E. Durant.

Indiana
Fort Wayne—Fort Wayne Sports, Vacation & Boat Show (Memorial Coliseum), March 29-April 3. Ernie Berg.

Iowa
Des Moines—Iowa Sports, Boat & Vacation Show (Veterans' Memorial Aud.), March 22-27. Martin P. Kelly.
Ottumwa—Ottumwa Sports & Home Show (Colliseum), March 25-27. Everett C. Dyer.
Waterloo—Northeast Iowa Sports, Vacation & Travel Show (Hippodrome), March 17-20. Harlan Epland.

Kansas
Wichita—Kansas Sports, Boat & Travel Show (Forum) Feb. 9-14. R. C. Langenwaller.

Kentucky
Louisville—Kentucky Sport, Boat & Travel Show (Fairgrounds Expo. Center), Feb. 6-14. William H. King.

FOR SALE

Set of Diggers, mounted on trailer, \$1,000 cash.

W. D. GANOTE
Altoona, Iowa

WANTED TO BUY

Funhouse, also Light Towers, for cash. Write BOX 521

c/o The Billboard, 390 Arcade Bldg. St. Louis 1, Mo.

SOUTHWEST FLORIDA FAIR

FORT MYERS, FLA., NEXT WEEK, FEB. 1-6

CONCESSIONS: Can place Hanky Pank Prize-Every-Time Games of all kinds, Picture Frames, Long Range Buckets, 6-Cats, if you have Hanky Panks to go with same. Must put out stock.

Want Pitches and Direct Sales, etc.

HELP: Man for Sperry Searchlight and Downey Towers.

All wires to

WM. O. PERROT, Mgr., BLUE GRASS SHOWS
Palmetto, Fla., all this week.

THOMPSON BROS.

WANT TO BUY

Late model factory Kiddie Rides, Scrambler, 3-Abreast Merry-Go-Round. Also Popcorn and Carmel Corn Fritter and Funhouse.
THOMPSON BROS., 2906 Fourth Ave., Altoona, Pa.

Louisiana

Alexandria—La. Market Poultry Show, March 31-April 1. L. L. Walters.
Arabi—Arabi Jr Livestock Show, Feb. 26-27. George R. Queen, P. O. Box 160.
Baton Rouge—L.S.U. Livestock Show & Rodeo, March 4-15. W. M. Babin, Box 8637, University Station.
Baton Rouge—East Baton Rouge Parish Fair, Feb. 23-25. C. L. Flowers, 301 St. Phillip St.
Bunkle—Avoyelles Parish Poultry Festival, March 28-29. B. G. St. Romain, 610 Floyd St.
Covington—La. Tung Blossom Festival, March 19. Otilie M. Lambert, Military Road.
Delhi—Delhi Livestock Show, Feb. 20-March 5.
Franklin—St. Mary Parish Fair, Feb. 20. F. A. Swann Jr., P. O. Box 323.
Grambling—N. La. Brouler Show & Fair, March 21-26. Furman C. Anderson, Box 189.
Lake Charles—Southwest Dist. Pat Stock Show, Feb. 25-29. R. A. Anderson, Box 868.
Shreveport—La. Garden Club Show, March 25-26. Mrs. L. L. Robinson, 2811 Summer Grove Drive.

Maryland

Baltimore—Chesapeake Boat Show (Armory), March 2-7. William E. Ames.

Massachusetts

Boston—New England Boat Show (Commonwealth Armory), Feb. 21-28. Frank J. Farrell.

Michigan

Bay City—Bay City Homes Show, March 16-20. Jack Davis, Box 12.
Detroit—Detroit Auto Show (Artillery Armory), Feb. 6-14, 1960.
Detroit—Detroit Boat Show (Fairgrounds), Feb. 20-28. Frank Jenkins.
Kalamazoo—Kalamazoo Sports, Boat & Travel Show (County Center Bldg.), Feb. 15-20. E. H. Buckner.
Lansing—Home-Arama (Civic Center), March 9-13.
Lansing—Lansing Sports Show (Civic Center), March 24-27.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Aud.), Jan. 29-Feb. 7. P. W. Kahler.
Springfield—Springfield Metro Sports Show (Shrine Mosque), March 8-13. Paul H. Nystrom.
St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 19-28. Wendell Emrick.

(Continued on page 59)

Bible Storyland

Continued from page 45

represented by the Tower of Babel, pyramids of Egypt, King Solomon's Temple, Colossus of Rhodes, Hanging Gardens of Babylon, Circus Maximus in Rome, and Ziggurat of Ur, the ancient city of Abraham.

Other highlights will be Nile River, Mediterranean sea, and Dead Sea. The Euphrates River will flow thru the Babylon area and Noah's Ark will be on Mt. Ararat in the Israel section. Hollow log boats will be used in the Garden of Eden, reed boats on the Euphrates, and Roman grain ships on the Mediterranean. Charon's ferry will cross the River Styx. Transportation in the Egypt section will be by camel and donkeys on the road from Jerusalem to Nazareth.

Storyland will also have Meeting Grounds where facilities will be made available to religious and civic groups.

Officials of the project include Donald F. Duncan, formerly of Duncan Parking Meter Corporation, chairman of the board; Jack Haley, stage and screen star, president; A. A. Mercola, owner of A. A. Mercola Real Estate and Investments, Beverly Hills, vice-president; Nathan Miller of Chicago accounting firm of Miller, Mandell & Company, secretary-treasurer, and Winecoff.

Legitimate Shows

Continued from page 52

3; (Center) Norfolk 4-6; (Colonial) Boston, Mass., 8-20.
Music Man, The: (Shubert) Chicago, Ill., 25-March 6.
Odd Man In: Amarillo, Tex., 26; Oklahoma City, Okla., 27-28; Tulsa 29-30; Shreveport, La., Feb. 1-2; Houston, Tex., 3-5; Dallas 6-7; Wichita, Kan., 9-10.
Two for the Seesaw: (Shrine Mosque) Peoria, Ill., 25-26; (RKO Orpheum) Davenport, Ia., 27-28; (Regent) Grand Rapids, Mich., Feb. 1-2; (Sexton H. S.) Lansing 3.

Ice Shows

Holiday on Ice of 1960: (Gardens) Cincinnati, O., 26-31; (Memorial Aud) Greenville, S. C., Feb. 2-6.
Ice Capades, 19th Edition: (Stampede Corral) Calgary, Alta., 25-30; (Arena) Winnipeg, Man., Feb. 1-6.
Ice Capades, 20th Edition: (Arena) New Haven, Conn., 25-27; (Uline Arena) Washington, D. C., 28-Feb. 10.
Ice Follies of 1960: (War Memorial Arena) Syracuse, N. Y., 26-31; (Maple Leaf Gardens) Toronto, Ont., Feb. 1-5.

PCSA Appoints

Continued from page 53

first vice-president; Sam Dolman, second vice-president; Sam Steffin, third vice-president, and H. D. (Bob) Matthews, secretary.

Committees are—membership, Sam Dolman, chairman; C. E. Moore, co-chairman; Joe Blash, Lloyd Hilligoss, Ed Kennedy, John Snobar and the entire membership. Finance, Ed J. Harris, chairman; Joe Steinberg, co-chairman; Charles Goss, Joe Glacy, Edwin Tait, E. W. Coe and C. F. (Doc) Zeiger. Ways and Means, Joe Blash, chairman; Lloyd Hilligoss, co-chairman; Jimmy Lantz, Larry Ferris, Jackie Lee, Bobby Cohn, Chet Barker, F. M. (Pete) Sutton, Bob Vaughn, Joe Steinberg, Jerry Mackey, John Snobar, Earl Stolze, Jimmy Rose, Alex Freedman, William H. Meyer, Al Cecchini, Matt Herman, Patty Conklin, Frank Eastman and Jack Rhuback. Welfare, Ed Kennedy, chairman; Tom Condron, Toney Martone, Bob Matthews, Sam Anscher, Al Cohn and Al Weisman. Public Relations, E. W. Coe, chairman; O. N. Crafts, Hunter G. Farmer, William Hobday, Matt Herman, Rudy Jacobi, Bobby Cohn, Jack Shaffer, Frank Warren and Al Cohn.

Cemetery Board, Harry Phillips, chairman; C. F. Zeiger, 5 years; Joe Glacy, 3; Bob Downie, 2, and Edwin Tait, 1. Custodian, Ben Beno; tyler, Lee B. Smith; sergeant at arms, Fred Mortenssen; physician, Dr. Ralph Smith, and counselors, Kenneth Beatson and William Sherwin. Chaplain, Jack Hughes. House committee, Art Thompson, chairman; Earl Stolze, Pat Kozacki, Frank Nay and Charles Austin. Board of Trustees, Arthur E. Andersen, 5 years; Theo Forstall, 4; E. J. Harris, 3; Joe Steinberg, 2, and Harry Hargrave, 1. Goodwill ambassadors, J. Ed Brown, chairman; Sam Anscher, Al Cohn, Dan Dix, Matt Herman, W. R. Siebrand and Joe Steinberg.

Publicity, Sam Dolman, chairman, and Sam Abbott. Publications, E. J. Harris, chairman, and M. H. Ellison, co-chairman.

FOR SALE

No. 5 Ell Wheel, 32-ft. Merry-Go-Round, Kid Rides. All like new with transportation. Write

BOX 1250, c/o The Billboard
390 Arcade Bldg. St. Louis 1, Mo.

THE FINAL CURTAIN

Continued from page 52

as chaplain in World War I and was New York State chaplain of the Veterans of Foreign Wars. Survived by two sons, William A. (Bob) Jr., general agent and promoter, and Charles, and two daughters, Mrs. Anna Woodall and Mrs. Margaret Seiler. Services January 6 and burial in Mount Hope Cemetery, Rochester.

HIX—Richard, 59, known professionally as Jimmy Hix, January 13 in Detroit. He was a dancer, singer and comedian, and also produced and directed revues, working home-comings and other events. He appeared as a single and also in the teams of Hix and Kern and Hix and Leisig, appearing also in drama and vaudeville. Survived by his widow and four children.

HUB—Carlton M., 72, veteran theatrical manager who was an organizer of the Circus Saints and Sinners, January 16 of a heart attack. In the business more than 30 years, he resided in Orange, N. J., and in New York.

JENNINGS—Mrs. Betty, 37, wife of showman E. C. Jennings Jr., January 13 in St. Elizabeth Hospital, Dayton, O., following a September 1 operation. Also surviving are three sons, Edgeter III, Richard and Romola; a daughter, Conchita; her parents, Mr. and Mrs. Clyde Moore, Cleveland; a sister, a brother and two half-brothers. Services January 16 and burial in Bear Creek Cemetery, Dayton.

KURITZ—Leo, 51, who formerly worked in a comedy acro act with his brother, Max, of Bethpage, N. Y., January 12 at his home in Milwaukee of a heart attack. Also surviving are his widow, Frieda; two sons, Jay and Robert; a stepbrother, Sam Benton, Portland, Ore.; a sister and a stepsister. Services January 14 and burial in Anshe Lebowitz Cemetery, Milwaukee.

MADDISH—Mrs. Mary, 54, formerly with the Dumont and other shows, January 16 in University Hospital, Augusta, Ga., after being stricken ill while en route to Florida with her husband, Frank. She was a member of the Elks Club Aidmore. Also surviving is a son, Stanley, Lovelton, Pa., and three sisters. Catholic services in Potect Funeral Home, Augusta, with burial in Kulpmont, Pa.

MAIN—L. Edward, 65, longtime outdoor showman, January 11 in San Diego. He was a member of the Ringling circus band from 1910-14 and later had novelty concessions on Southern Exposition, L. G. Heth and Dodson World's Fair shows. He had been out of the business since 1930. His widow and a son, Jay, survive. Burial under auspices of the Veterans of Foreign Wars.

NILSSON—Mrs. Nadeschda, 75, administrative directress of Grona Lunds Tivoli, amusement park in Stockholm, Sweden, December 17.

PAUGH—Harry, 52, concessionaire with Hannah Amusements, November 6 of a heart attack in West Palm Beach, Fla., it has just been learned. Survived by his widow, Elizabeth, and a brother, Arthur, of Florida. Burial in Miami.

PURCELL—Thomas, 73, professional violinist and ukulele player, January 14 in Detroit. He appeared as a child prodigy in the Chicago

World's Fair in 1893, and played with the old Buffalo Bill Show, and was with various orchestras. A sister survives.

RIDDICK—Johnnie, showman, January 12 in Portsmouth, Va. Survived by his widow, Flossie.

SCOTT—Gladys, wife of R. Dewey Scott, recently in a Charlotte, N. C., hospital. Burial in Forest Lawn Cemetery, Charlotte.

WILSON—Henry F., 82, former owner of Menlo Park, Bucks County, Pa., died January 15 in Miami, where he had lived since selling the park to the borough in 1956. Wilson started working at the park as a solicitor in 1914 and bought one third of it in 1925, in partnership with concessionaire Joe Hizer. They soon acquired the rest and in 1936, Wilson bought Hizer's portion. In 1955 he offered the park to Perkaskie Borough for \$115,000 and its purchase was approved by the voters. Menlo Park pulled heavily from the Lehigh Valley-Philadelphia area as a recreation site. Wilson is survived by his widow, the former Jennie Sigg of Philadelphia, and a son, David. Burial was in Miami.

WILSON—John (Doc), 65, formerly with the Walter L. Main Circus and the Rubin & Cherry, Model, Royal American and Sol's Liberty shows, January 13 at his home in Fort Myers, Fla. He was long an affiliate of Dufour and Rogers. Survived by his widow, Helen.

Mo. Fair Meet

Continued from page 45

Knell, Carthage, operations; Pete Anesi, Kirksville, grandstand shows J. Lawrence Moore, West Plains, free acts; Gilbert Sargent, Kahoka, horse racing; Jack Baker, Mexico, and Harold Lindauer, Washington, on livestock shows and premiums.

A discussion on small fair problems was led by Mrs. L. L. Emrich, Mendon; Glen Patton, Ste. Genevieve, and Tony Mertle, Owensville. Victor M. Gray, director of the livestock and fairs division of the State, conducted a question-and-answer session on State aid.

Meeting closed with the annual banquet where close to 200 relaxed. Fish, outgoing president of the association, presided and made a presentation to Truman Nickerson, Bethany, 1958 president. Show presented by J. C. Michaels Attractions, included Earl Morgan, magic; Ruwe and Looie, ventriloquist; Professor Merrell, novelty musical; Reuters, puppets and roller skating; Todds, balancing and dogs.

Pa. Slate

Continued from page 45

by the Bloomsburg Fair, reporting a similar problem and solution.

Several hundred persons attended the banquet Thursday (21) at which the best entertainment in several years was witnessed. Acts, all enthusiastically received, were Charles Dauber, accordionist; Cori and Else, knockabout, and the Roof Rockers, rock-'n'-roll band, provided by Cooke & Rose Agency. Jimmy Colleano, juggler, was provided by the Barnes-Carruthers agency. Chick Darrow, ballroom specialist; the Grimaldis, musical novelty; Harry and Harriet King, balancing, and the Borjenas, plate spinning, were supplied by the GAC-Hamid agency. The Agostinos, acro, were offered by the Wolfe & Adams Agency, and the Four Voices, vocal group, were provided by the Willard Alexander Agency.

BEST MERCHANDISE BUYS

JANUARY 25, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

57

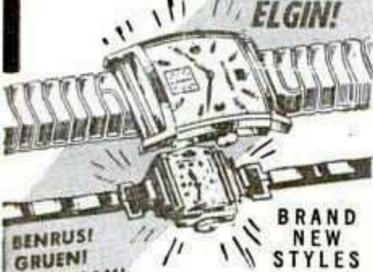
BIG WATCH BUYS PLUS. FREE

Boxed Jewelry Sets

... 3-pc. set included with every order for 6 watches or more. Weinman's bonus for YOU!



BULOVA! ELGIN!



BENRUS! GRUEN! WALTHAM!

Guaranteed like NEW!

SPECIAL 6 WATCHES

Men's new style Elgins and Walthams. Expansion band included. Rebuilt and guaranteed like new. (Sample, \$8.95)

\$41.60

Choice Lot—6 for \$49

Choice selection of new styles for men and women. . . . All famous brands. Complete with expansion bands — guaranteed like new! (Sample, \$9.95)

25% with order, balance C.O.D.

GET A BETTER DEAL AT

WEINMAN'S

182 S. MAIN ST., MEMPHIS, TENN.

WOW! NEW STYLES NEW PRICES SELLING FAST EVERYWHERE



Hand-tooled Mexican Purse and Wallets * Mexican Tarnish Proof Rings * Hand-painted Skirts * 100% wool jackets * Zorapes * All Sizes * Men's hand-tooled Belts * Imported Fishing and Hunting Knives * The best Merchandise at lowest prices * And many more items too numerous to mention.

JUST OUT—NEW CATALOG SEND FOR YOUR COPY PEARL SALES CO.

P. O. BOX 675, EL PASO, TEXAS

Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings & Pins & Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY

Please state your business.

FRISCO PETE ENTERPRISES, Inc.

2048 W. North Ave. Chicago 47, Ill. Everglade 4-0244

SPECIAL

54 X 72 STRIPED STADIUM BLANKET—**\$1.40 Each**

KEROSENE COPPER LAMP **\$2.75 Dozen**

Sold in dozen lots only. Truck shipments only.

25% Dep., Bal. C.O.D., F.O.B. Chi.

J & N COOK, Inc. 763 W. Taylor Chicago 7, Ill.

OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

- TIP BOOKS
- BASEBALL BOOKS

at very, very reasonable prices. Phone Wheeling—Cedar 34252

Columbia Sales Co.

302 Main St., Wheeling, W. Va.

new merchandise for tomorrow's . . .

parade of hits

FOR LISTING

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



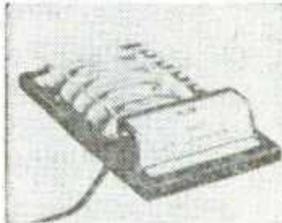
FUNNELS

A package of various-sized funnels in 2, 4, 8, 16, 32 and 64-ounce sizes. All pack together. Funnels are boilable, acid-proof, easy to ship and to stock and display. Hutzler Manufacturing Company, 45 21st Street, Long Island City 1, N. Y.



PRINTER

Personal imprint equipment that is used to promote gift sales. Personal information can be put on Christmas cards, book matches, writing paper, pencils, paper napkins, leather goods, playing cards, fountain pens, etc. Howard Stamping Machine Company, 4445 West Belmont, Chicago.



HOT DOG COOKER

Cooker automatically prepares up to six frankfurters in one minute. Has heat and break-resistant plastic see-thru lid. Comes complete with cord. Easily cleaned. Retail for \$7.95. National Presto Industries, Eau Claire, Wis.

LOOK-IN PANS

A line of pans with transparent covers so the housewife can easily see what's inside. Also used for transporting foods. Included are a juice-catcher pie pan, cake and utility pan, covered loaf pan and square cake pan. Enterprise Aluminum Company, Massillon, O.

IRON BOARD COVERS

Ironing board covers that can be turned about. Two ironing surfaces and a pad in one. Said to be completely safe. Unconditionally guaranteed for three years. Being advertised in national magazines. Textile Mills Company, 2762 Clybourn, Chicago.

CLEANER BAGS

Line of disposable vacuum cleaner bags. Replacement bags available for almost every kind of electric cleaner, including Eureka, Universal, Electrolux, G-E, Westinghouse, RCA Whirlpool and others. Free display available. Loroman Company, 1150 Broadway, New York 1.

KITCHENWARES

Kitchenwares packed in skin packs. Included are French fry cutters, egg slicers, ice chippers, safety graters, clothes reels, baller cutter, coremasters, paper towel holders, bottle caps, vegetable peelers and food choppers. Acme Metal Goods Manufacturing Company, 6 Orange, Newark, N. J.

BANNERS

Satin and felt banners in any size, shape and color. Applied letters. Offered to radio and TV stations, stage attractions, schools, churches and clubs in any quantity. With or without fringe at bottom and choice of grommet holes or cross bar with spears for hanging. Bro-Tel Service, Box 592, Huntsville, Ala.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

GIANT SAVINGS!

Special Deal on brand-new styles of men's and ladies' famous watches, complete with expansion bands. Rebuilt, guar. like new.

6 WATCHES, Asstd. Value, New, \$100. While They Last—\$39.95

25% deposit with order, bal. C.O.D. 5-Day money-back guarantee.

Elgin-Bulova-Benrus-Gruen

Write for free catalog.

MIDWEST WATCH CO.

8 S. Wabash, Chicago 3

FREE! CATALOG ADULT GAMES JAR TICKETS

- MATCH-PAKS
- TIP BOOKS
- SALESBOARDS
- PUSH CARDS
- BINGO and CASINO EQUIPMENT
- Complete Supplies

Write for Catalog

ACE GAMES Manufacturing Company

2281 So. Indiana Ave. Chicago 18, Illinois

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

Every set must go! . . . **CEL-MAX**

Sell-Out!

Beautifully Boxed! Hand-Set Stones!

Jewelry Sets

- Sparkling Necklace
- Earrings
- and Bracelet in each set!
- Assorted colors

\$8.90 Doz.

Thousands of more expensive sets included in a sensational factory close-out! Entire stock at one low price to go. Order a sample dozen NOW—re-order before they're gone! High-styled to sell on sight at terrific profit!

25% cash with order—balance C.O.D.

CEL-MAX, Inc.

582 So. Main Street Memphis, Tennessee

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG **IT IS NOW AVAILABLE**

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

Gellman Bros. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

FOR FAST 1960 SELLING

6 LADIES' and GENTLEMEN'S WRIST WATCHES

ELGIN, BULOVA, BENRUS, GRUEN

1960 Styles—Guaranteed Like New

15-J . . . \$ 9.95 ea.

17-J . . . 10.95 ea.

21-J . . . 12.95 ea.

Write for price list

SOUTHERN WATCH CO.

5 SO. WABASH AVE. CHICAGO 3, ILL.

\$39.95

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips Balloons Hats, Ball Gum Special Bingo Merchandise

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in

ACME PREMIUM SUPPLY CORP.

2201 Washington Ave., St. Louis 3, Mo.

You Can't Beat BRODY

For Merchandise

OUR NEW 1960 CATALOG, 72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY Items. Send for FREE COPY.

M. K. BRODY & CO., INC.

916 So. Halsted Chicago 7, Illinois

L. D. Phone: MOntroe 6-9520-9521

—in Business in Chicago for 46 years—

EASTER TOYS

10" Plush Rabbit . . . \$5.00 dz.

Beaut. Natural Ducks. 4.00 dz.

7" Plush Rabbit . . . 3.00 dz.

Rabbit on Bike . . . 4.00 dz.

Chenille Fluff Chicks, 4 dozen for . . . 2.00

SAMPLE ASSORTMENT 6 Pieces only \$18 f.o.b.

CLOSE 38" Plush Rabbit . . \$24 dz.

OUTS! 20" Plush Rabbit . \$12 dz.

FREE CATALOG! 1,000 EASTER, PLUSH and Imported TOYS and CARNIVAL GOODS.

REPRESENTATION WANTED.

ACE TOY 536-A Broadway N. Y. C. WO 6-5627

Sensational Device Tests Eyes



SAVES up to \$15.00 on Glasses!

Bring BIG news to the millions of Spectacle Wearers and Prospects. Means Freedom from Outrageous Prices. Sold on Money-back Guarantee.

MAKE BIG MONEY QUICK—FREE SAMPLE KIT!

Show It to Friends and others. Let them use it Free and watch their amazement over this Self Testing system. Here is a great new opportunity in a tremendous new field of unlimited possibilities. Spare or full time. No experience needed. Write for FREE complete sample kit.

C. C. OPTICAL CO., DEPT. AA-139

20 E. Delaware Place, Chicago 11, Illinois

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY

Dept. B. 519 E. Jefferson Blvd. South Bend 17, Indiana



THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad libs. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif. fe29

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. ja25

THE ENTERTAINER - TOPICAL GAGS, original monologues, one liners, stories, risqué jokes. Sample copy, \$1; 12 issues, \$12; 4,000 gags, \$30. Eddie Gay, 242 W. 72d St., New York 23, N. Y. fe15

25,000 PROFESSIONAL LINES! ROUTINES, Sight-Bits, Parodies. Topical gag service. Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. mh21

Agents, Distributors Items

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED A sure way to attract more attention and secure greater results. RATE: \$14 PER INCH Rule border permitted when using one inch or more.

EARRINGS—ASSORTED STONE AND TAILORED, carded, \$6 gross. Plastic Wallets, assorted colors, \$10.80 gross. 20% deposit. New England, 124 Empire St., Providence, Rhode Island. ja25

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 Slides, carded \$2.00 Dz. Asst. Boxed Sets \$4.50 to \$6.00 Dz. Boxed Sets, Asst. \$9.00 & \$18.00 Dz. Eng. Pearl Sets, Boxed 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 Neckties, 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.

FREE CATALOG! — BULOVA, ELGIN, Gruen Watches. New 1960 styles, \$6.95 up. Buy direct from importer! Electrical Tools, Costume Jewelry, Rings, Perfumes. Write today. Jet Premiums, 2567-BM W. Pico, Los Angeles 6, Calif. fe1

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. ja25

SALESMEN! AGENTS! DISTRIBUTORS!

\$\$\$ MAKE BIGGER PROFITS \$\$\$ Sell RV-2 liquid Cadmium battery additive. RV-2 out-performs and outsells all others. Send \$3.00 for samples and best deal in country.

USONA DYNAMICS CO. Box 97 Clovis, Calif.

Animals, Birds, Snakes

CHAMELEONS, \$15 HUNDRED PREPAID! Live arrival guaranteed. Twenty-foot Python, \$800; Rattlers, \$5. Harmless Snakes, \$1. Snake Farm, Laplace, La. ja25

PETS, BIRDS, ANIMALS, REPTILES. Every description, trained or untrained; shipped anywhere; live arrival guaranteed; wholesale, retail. Information or price list, \$1 (refundable). Junglification, Florida, Ala. fe8

YOUNG BULL, 5 LEGS, OTHER EXTRA parts, good show animal. Tommy Tomlinson, Seio, Ore., Rt. 2. Tele.: 51FX1.

JEWELRY CLOSEOUTS

FREE CATALOG

E3—Stone E rings, etc., asst., Gr. \$12.00 E1—Tailored E rings, asst., Gr. 18.00 E2—Stone & Pearl E rings, asst., Gr. ... 21.00 E130—Rhinstone E rings, asst., Gr. ... 30.00 O1—Odd Lot Brace & Neckties, Gr. 15.00 B40 4—Stone NK, Brace, & E/R, Bx. Dz. 7.20 R19—Asst. Rel. Neckties, Bxd. Dz. 3.50 R11—Ladies' Birthstone Rings, Gr. 9.00 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 Protectors. Samples of either 50¢ with your name, address and Social Security number Catalog free. GENERAL PRODUCTS Dept. BB-106, 188 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

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

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

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

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

Business Opportunities

BASEBALL BATTING RANGE LOCATION available at Uncle Milt's Park, Bayonne, N. J. Six month season. Contact Milton Tone, 805 Ave. C., Bayonne, N. J.

CONCESSION TRAILER FOR SALE—27 FT., \$2,800. Equipped to sell popcorn and caramel corn. Has hot dog roto-grille and 2-faucet 45-gal. soft drink barrel and carbonator. Room for additional equipment. Donald Marsh, Box 61, Lemoynne, Ohio. Teresa 7-2672.

EXTRA MONEY AT HOME EASY! "HOME Business Digest" magazine shows you how! Rush 50¢ for sample copy plus exciting offers. Guaranteed. Glenn Publications, Box 507, Jacksonville, N. C. ch-17n

FOR SALE OR LEASE—COLORED BEACH. Owner-management 13 years. Food, Bath House, Lockers, Arcade, Dance Hall, Fishing Pier; with or without rides. Gate and parking, etc. R. A. Markham, Tappahannock, Va. fe15

FOR SALE—ORGAN GRINDER'S MONKEY. Well trained. Organ and monkey; selling on account of illness. Must be seen to be appreciated. John Fiorella, 1412 Webster St., Houston, Tex.

FOR SALE—THE MOST UNUSUAL AND unique midway feature attraction in the entire world. Never before seen. Ideal for large or small posing show. Requires only one girl dancer. Write to Harry Rosen, 10 W. Hubbard, Chicago, Ill.

FOR SALE

2 Multiplex Root Beer Barrels, self-contained refrigeration units, 3 Spigots; 1 for Root Beer, 1 for Pepsi-Cola, 1 for Carbonated Water. Used less than 6 months, same as new. Retail price, \$1,300.00. A BARGAIN @ \$800.00.

SCIOTO NOVELTY, INC.

1909 Eighth St. Portsmouth, Ohio Phone: EL 3-4179

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. fe15

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 29, Calif. fe22

LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesalers, Box 2068-B, Sioux City, Iowa. ch

LEARN SIGN PAINTING—HAVE YOUR own shop or make money on the road. Straley Lettering, 410 So. Western, Springfield, Ohio.

MAKE MONEY FULL OR SPARE TIME sealing cards, pictures, etc. in plastic. New low priced machine. Simple to operate, seals in one minute. Only \$24.95 including plastic. Send for information. Spico, 4469 E Olympic, Los Angeles 23, Calif. fe19

OPERATE PROFITABLE EMPLOYMENT Agency; home or office; full or part time. Franchises available. Write Personnel Associates, Box 592-BB, Huntsville, Ala. fe15

OPPORTUNITY FOR INVESTOR FOR OUT-right sale or expansion. Well established western town. Gift Shop concession open. Great potential. Write c/o The Billboard, Box No. C-578, Cincinnati 22, Ohio.

SALT WATER TAFFY CONCESSION LOCATED in amusement park, can be moved. Will sacrifice now, due to ill health. Box C-573, c/o The Billboard, Cincinnati 22, O.

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

UNUSUAL OPPORTUNITY FOR FUTURE Rodeo. Excellent location with a well-established Western town in Northern N. J. Great potential. Investment necessary. Write c/o The Billboard, Box No. C-577, Cincinnati 22, Ohio.

YOUR OWN BUSINESS — WITHOUT INVESTMENT! Sell advertising matebooks 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-10-C, Chicago 32. ja25

Costumes, Uniforms, Wardrobes

BEAUTIFUL BLACK VELVET CURTAIN (25x31), oil painted, moon, stars, decorative, bargain, \$35; Oriental Curtain (8x20), colorful designs, excellent condition, bargain, \$35; new Clown Suits, flashy, \$10; Big Shoes, \$5. Wallace, 2453 N. Halsted, Chicago.

CLOWN SUITS—REAL HAIR IMPERSONATORS' Wigs, Cotton Tights, Catruch Plumes. Free lists. Leroy Carpenter, 4518 Park Ave., Weehawken, N. J.

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. mh21

For Sale—Secondhand Show Property

BRAND-NEW SCRAMBLER, 16-TUB OCTOPUS, 12-car Dodgeem, Portable Building, Tractors, Semis. Absolutely A-1, late. Want Mad Mouse, Van, Young's Park Sales, 716 4th Ave., Two Harbors, Minn.

BUILD ILLUSIONS — DETAILED PLANS: Coffin, Blade Box, Lensless Fishbowl, Buzz Saw, 6 Platform Illusions, Slot Machine, \$5 each. Free catalog. Brill, Box 875, Peoria, Ill.

FOR SALE OR TRADE — KIDDIE M.G.R., fluid drive, aluminum horses, new top and paint. For Turnpike or Tubs-O-Fun. Jimmie Thompson, Alexandria, La.

FOR LEASE — SHOOTING GALLERY, Santa Monica Pier. Ideal location. Bay Amusement Corp., 276 Santa Monica Pier, Santa Monica, Calif. fe1

FOR SALE—PONY CART RIDE, KIDDIE Auto Car Ride. John M. Boyd, Fullerton, Neb. Phone: 257 W.

FOR SALE

Ready for the road. 1 3-Abreast 40-ft. Allan Herschell M.G.R., including 2 24-ft. trailers for same, \$3,500. 1 12 Eli Ferris Wheel with trailer, \$3,500. These 2 rides, plus approximately 500 ft. of 2 2-conductor ground cable and boxes, all for \$6,500 cash. If not sincere for a good deal, don't waste my time. Not interested in correspondence or gossip. Rides stored in Northern Ohio. Contact OWNER, 830 Franklin Rd., W. Palm Beach, Fla. Phone: Justice 5-6420. ch-fe22

FOUR ROMAN TARGETS, TRAILER mounted, living quarters, factory built. Trade for ride. Earl McReynolds, Box 311, Caney, Kan. Phone 273W.

GIRL SHOW FOR SALE—TOP, FRONT, wardrobe, etc. First \$250 takes it. 1205 W. Felix, Fort Worth, Tex. Phone WALnut 7-5053.

GOOD USED TENTS FOR SALE. 12 FT. X 19 FT thru 42 ft. x 75 ft. and up. Write for list direct from factory. Eureka Tent & Awning Co., Inc., P. O. Box 966, Binghanton N. Y. ch-fe22

KIDDYLAND EQUIPMENT FOR SALE—Five Rides: two Mechanical Rides: Cotton, Snowball, Popcorn Machines; Novelties; Stand and miscellaneous equipment. \$3,800 cash. C. Plarr, 2894 Reading Rd., Allentown, Pa.

LIST YOUR RIDES NOW. OUR NATION-wide Service offers full sales coverage. Young's Park Sales, 716 4th Ave., Two Harbors, Minn. fe15

MERRI GO-ROUND AND ROCKET TRAIN for sale. Phone: Hickory 4-2965, Columbus Ohio. ja25

MORE BUYERS

Will Stop and Read YOUR AD If you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

PHILADELPHIA TOBOGGAN CO. KIDDIE M.G.R. 16 passenger, \$1,800. Mangala Kiddie Airplane, 10 passenger, \$1,250. Can be seen in operation. M. Seakin, 1834 E. 14th St., Brooklyn, N. Y.

REPOSSESSED STEEL STADIUMS — 6,407-seat Los Charrros University of Texas Rodeo \$1.55 per seat, used only 3 months. Bremond, Texas, \$2,465.48. Jimmie Thompson, Alexandria, La.

SAN FRANCISCO GIANTS MOVED TO new ball park. We have for sale their former Box Seat Chairs, individual and unattached. Comfortable, padded, cost at least \$25, will sell in lots of 25 for \$5.50 each. Pictures and size on request. Sharin Oil Co., 57 Encina, Palo Alto, Calif. fe15

SHOOTING GALLERY—LONG TYPE; operating, plenty room for rides or other concessions, sell or take partner. C. Hatch, 852 Amador Ave., Ontario, Calif.

SIDE SHOW TOP, ALUMINUM BANNER line, \$1,000. Rod Link, 7931 S.W. 16th St., Miami 55, Fla.

SMITH & SMITH AUTO AND BOAT RIDES with lights and wiring, used only 3 months. Like new. Cash. Rainbow Golf Range, 1024 Forrest Ave., Gadsden, Ala. Ph.: LI 3-4588.

SPECIAL BUILT TANDEM TRAILER—closed, 7'4"x18"; open, 28'; fluorescent lighting, \$550. Ben Sunderud, Park Rapids, Minnesota.

1957 SPINEROO, EXCELLENT CONDITION. Rod Link, 7931 S.W. 16th St., Miami, Fla.

4,000 FOLDING CHAIRS, STADIUM CHAIRS, Tables, Theater Chairs, Lockers, Bleachers, Tents, Playground Equipment. Lone Star Seating, Box 1734, Dallas 1, Tex.

Help Wanted

ACCORDIONIST OR ORGANIST, MALE OR female. Vocals. Immediate opening. Location. Top salary. Musician, 1036 So. Lake St. Marquette, Mich. Phone: CA 6-8668.

ACTS WANTED IN CAROLINAS. SEND photo and price. Southern Talent Agency, 128 W. Front St., Burlington, N. C.

EXPERIENCED, BONDABLE ADVERTISING Telephone Salesmen - Saleswomen wanted. Permanent; good 50% commission; all States. R. E. Snyder, Youngstown 12, Ohio 444 Wildwood Dr.

GIRL WANTED WITH OR WITHOUT experience to teach and manage rock and roll strip school. Wire collect: Leslie Klester, General Delivery, Rochester, Minn.

GIRLS WITH TATTOOS—PLEASE REPLY. I am writing book, "Female Tattooing." Send full description and photos to Ann, Box C-574, c/o The Billboard, Cincinnati 22, Ohio.

TEX HARBIN WANTS AGENTS OF ALL kinds to join at Lake Wales, Fla., Feb. 1 to 6. Must be entirely reliable. Smiley's Amusements. fe1

Instructions & Schools

LEARN AUCTIONEERING — TERM SCHOOL. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. fe8

Magical Supplies

MAGIC: CIGARETTES DISAPPEAR IN A flash! A corker! \$1 with agent's proposition. Details free. Scheetz's, 98 Branch, Sellersville, Pa.



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 _____ CITY _____ STATE _____ I enclose remittance of \$ _____

BULK VENDING

The best selling book in the world . . . miniature HOLY BIBLE WITH printed cover and painted edges . . . only \$10.00 per M for 5 M or more.

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The PENNY KING Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

ATLAS MASTER . . . The proved 1c-5c Vendor

Ask About Our ATLAS Finance Plan



Ohio Bulk Ops Ask Exemption From \$5 Vending Tax Statute

COLUMBUS—Local bulk vending operators are seeking exemption from a bill passed by the Ohio Legislature that would tax vending machines \$5. The statute, passed at the close of 1959, became effective January 1, but is currently being studied by the State Health Department before actual enforcement.

National Vendors Association legal counsels, Milton T. Raynor and Don Mitchell, met last week with officials of the Ohio Department of Health to seek an interpretation of the bill.

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



Milton T. Raynor

have been publicly posted. Probable choice here, will be to request a special category for bulk equipment in an amendment to the health code.

Bulk operators here contend that the \$5 tax on each of its locations would be confiscatory, putting most operators out of business. Only the large multiple installations in supers and chains could even begin to support the assessment. Single or even double machine installations would have their margin cut beyond the point of profit. Not the intention of the Ohio Legislature to include the bulk machines in its bill, but that the State was referring to large industrial vending locations.

In this, it is joined by several other groups. Representatives of the National Automatic Merchandising Association, the major equipment vending association, is also in touch with the Ohio Health Department and supports the NVA position.

The local milk vending industry is also fighting the bill, contending too that the \$5 tax would be crippling to the majority of its installations, most of which are single-machine stops.

'Money-Back Guarantee' Held Valid

DENVER — A Sidney, Neb., man who saved a business opportunity advertisement at the time he purchased 30 vending machines got his money back when he didn't double it within a year.

Denver District Court Judge William A. Black ordered \$1,190 returned to Robert E. Fleenor who claimed he had purchased the machines from Harris Enterprise, Inc., of Denver in March, 1956.

Fleenor said he had answered an advertisement which promised a full refund of all money invested in the machines if he did not double that money in a year. He had also received a guarantee from the Oroco, Inc., of Denver on his investment.

The ad Fleenor answered claimed the operator could earn up to \$100 weekly by working six to 10 hours a week.

It didn't work out for Fleenor, and when he failed to double his money he asked for the refund, but was refused. He then filed suit.

Paul A. Price Bows Line of Trading Cards

NEW YORK — Paul A. Price Company, Inc., has introduced a new line of trading cards. The new series will be known as Crazy Cards. There are 66 separate cards in the complete series. Price said the cards would feature crazy sayings and will be good for laughs for the whole family, grown-ups and kids alike. "They'll be ideal for mailing or trading," he added.

Price of the cards is \$2.75 per thousand and they'll be packed 12,000 to a carton, 1,000 to a box and 12 boxes to the carton. The cards will be available thru distributors or direct from the Price company here.

Specifically, the statute provides for a \$5 tax for both the operator and each location where he has machines, or in the words of the bill, "shop from which automatic food or beverage vending machines are serviced, or location at which food and beverage vending machines have been installed."

Exempted in the statute are "pre-packaged, non-perishable confections, crackers and cookies. . . and bottled, canned and pre-packaged beverages."

NVA's argument is that bulk merchandise, tho not pre-packaged, is nevertheless a non-perishable confection and should be included in the interpretation of the exemption.

If this is not done by the State Department of Health in its regulations governing enforcements of the statute, NVA will present its case.

The bulk trade feels that it was in hearings after the regulations

'Percentage Payment' Plan Cuts Op Time 70%

DETROIT—Servicing time on the route was cut by about 70 per cent when Hill Vending Company here adopted a new percentage payment plan with its locations.

Rather than count out the money on the spot, and give the location split, Hill pays the location a flat figure, determined by how much the vending machine has emptied.

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

Time Out

Carl Hill, head of the firm, says that the average servicing time has been cut to about three to four minutes compared to 15 to 20 minutes per stop.

Hill uses a different payment schedule for each type of fill, all of which have been worked out in advance.

Chief problem, Hill notes, is getting the location to go along with the idea. This is usually accomplished by letting the location owner count the total taken in by a full machine, and letting him see that the percentage is a fair one.

Location Break

"We even try to give the location a small break in the percentage," Hill grins, "making them

feel the procedure will be a benefit to them."

Hill notes the time saved in the process by his servicemen makes this more than worth while.

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

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

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

Each ring has a different World's Greatest caption, one of which is "World's Greatest Lover," the rest being "sassy," "saucy" and "sweet," according to the manufacturer.

Rings are priced at \$12.50 per 1,000 for lots of 10,000 and up; \$13.50 per 1,000 for 5,000 to 9,000, and \$15 per 1,000 for 1,000 to 4,000. Free labels with each order, immediate delivery and f.o.b., Jamaica, N. Y., are offered, Eppy says.

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

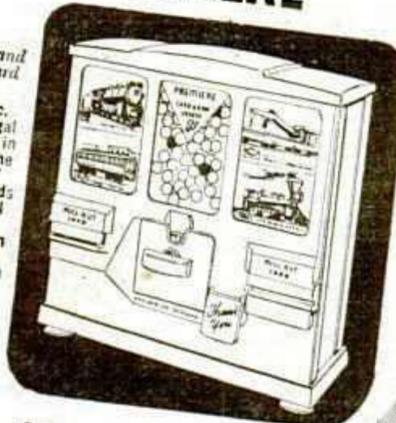
A number of fill charms are also being offered by Eppy to the operator trade, including Series 10, over 100 different kinds, vacuum-metalized, priced \$2.50 to \$3.75 per 1,000; Series 45, vacuum-plated gimmick size, over 100 different kinds, priced \$4 to \$6 per 1,000.

Also Series 2 in plastic, silver or gold, engraved both sides, 52 different kinds, priced \$2.20 to \$2.75 per 1,000; Series 8, sports series, vacuum-plated, gold, over 100 different kinds, priced \$2.50 to \$3.50 per 1,000; Series 12, Christmas charms, 16 subjects, vacuum-plated, all colors, priced \$4.10 to \$6.00 per 1,000, and Series 90, nine different gimmick-sized charms, vacuum-plated, priced \$4.50 to \$5.50 per 1,000.

Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.

WE HAVE oak's "PREMIERE"



Ball Gum and Picture Card Vendor Both for 1c. Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum. Same tool-proof coin mechanism proved best on the famous Acorn Vendors.

Below are listed factory authorized dealers.

AMERICAN NUT & CHOCOLATE 1061 Tremont Street Boston 20, Massachusetts

BUYMORE SALES #5 Bayview Avenue Lawrence, L. I., New York

DALE DISTR. (B.C.) LTD. 1168 Seymour Street Vancouver 2, B.C., Canada

H. B. HUTCHINSON CO. 1734 N. Decatur Rd., N.E. Atlanta 7, Georgia

IMPRONTO VENDING MACHINE CORP. 300 North Gay Street Baltimore 2, Maryland

LOGAN DISTRIBUTING CO. 1850 West Division Street Chicago 22, Illinois

McPHAIL VENDING 1218 Eglinton West Toronto, Ontario, Canada

DAK SALES COMPANY 2033 Fifth Avenue Pittsburgh, Pennsylvania

OPERATORS VENDING MACHINE SUPPLY CO. 1023 South Grand Avenue Los Angeles 15, California

SAMUEL J. PHILLIPS CO. 4372 Lindell Boulevard St. Louis 8, Missouri

QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada

RAKE COIN MACHINE EXCH. 609 Spring Garden Street Philadelphia 23, Pa.

oak DAK MANUFACTURING COMPANY, INC. 11411 Knightsbridge Ave., Culver City, California

JACK SCHOENBACH 715 Lincoln Place Brooklyn, New York

SOUTHERN ACORN SALES 526-30 Bruns Avenue Charlotte 8, N. C.

STANDARD SPECIALTY CO. 1028 44th Avenue Oakland, California

STAR VENDING SUPPLY CO. 6327 Calhoun Road Houston 21, Texas

T. T. VENDING SALES CO. 2065 Milwaukee Avenue Chicago 47, Illinois



MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry

SPECIAL INTRODUCTORY TRIAL SUBSCRIPTION Order

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Enter my subscription to The Billboard for a full year (52) issues, at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 798

Name

Company

Address

City Zone State

Type of Business Title



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

'No Needless Publicity' Says FTC In Blue Sky Vending Investigations

CHICAGO—The vending industry will be spared any unnecessary publicity from Federal Trade Commission investigation of deceptive merchandising practices including blue sky vending machine promoters.

Announcement came last week from the National Automatic Merchandising Association, whose public relations director, Walter W. Reed, recently attended an FTC information conference in Washington.

The meeting had been called to enlist the aid of trade groups in "publicizing the many frauds which are being perpetrated on the consuming public."

Headlines

NAMA cautioned that recent publicity by the Better Business Bureaus and other groups had resulted in damaging headlines such as "Vending Machine Rackets" and other broad statements in many newspapers and magazines.

Both Reed and Herbert M. Beitel, NAMA legislative counsel said they were stepping up plans in 1960 to co-operate with the government and private agencies while at the same time forestalling damaging publicity which has resulted from such "campaigns."

NAMA has asked members to notify it of any fraudulent ads or practices in their home cities. Any such ads appearing in local newspapers, should be clipped and sent along with the name and date of the publications.

Blue Sky

The so-called "blue sky" practices of which FTC spoke have long been a headache to legitimate operators—especially in the bulk vending field.

National Vendors Association, the bulk operator group, has also been active in helping State and local officials combat such practices as they arise, but in many cases, the blue sky promotions are difficult to catch until the damage has been done.

Seldom if ever, are they done thru ordinary vending industry channels, thus leaving the legitimate bulk vending operator largely ignorant of their existence until too late.

Want Ads

The gyps are usually conducted thru want ads in the daily papers, promising a multitude of "get-rich-quick" results, and the victims are generally older people, who seek some part-time income and know nothing of the bulk industry or its legitimate distributors.

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

Almost as bad are the bad business practices that inevitably arise. The well-meaning amateur, caught in a gyp scheme with prospects of his investment flying out the window, resorts to cut-throat competition, promising exorbitant commissions plus other inducements in an effort to get locations and at least save some portion of his investment.

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

NOT 1 BUT 2 CONVENTIONS FOR MIAMI

CHICAGO—Operators will have at least one good chance to visit Miami during 1960, and some will have two. The vacationland city has already been chosen by National Vendors Association for its spring conclave, and last week the National Automatic Merchandising Association announced it was picking the city for its convention next fall. NAMA will hold its affair October 29 thru November 1, at the Miami Beach Exhibit Hall, with pre-convention surveys indicating the group will expand on space used in its 1959 Chicago meeting.

Wooden Tray Beneath Chutes Gives Op 'No Spill' Service

DENVER—Goodwill is just as important to a bulk operator as to any other type of merchant, says Jay Shannon, who runs a string of 900 machines in the Denver area. "And," adds Shannon, "there is nothing more likely to cause ill-will than a vender whose chute allows the confection to hit the sidewalk unless a hand is cupped beneath it!"

Shannon had many such machines, all of which have been equipped with a deeply grooved wooden tray in front of the chute to catch vended ball gum, peanuts, charms or tabs.

Multiple Installation

Typical is a three-machine unit which is in front of a popular shoe shop in the Brentwood shopping center in Denver's southwest residential suburb. The machines are mounted on a wooden platform, an inch thick by two feet long. The machines are dropped back from the edge of the platform about three inches. In the front space, Shannon has dadoed out a groove and inch and a half wide by three-quarters of an inch deep, sufficient to catch any spillage which may occur.

Thus, if the customer puts in a penny and twists the handle without placing his hand below the delivery chute, there is still no loss. He can scoop the vended merchandise out of the groove and go away satisfied.

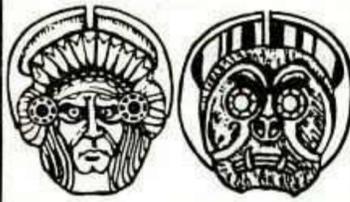
Investing a few dollars for the necessary lumber, and a lot of hours of his own time, has paid real dividends for Shannon. Location owners who complained bit-

terly that the machines would make a floor cleaning problem when customers fail to catch the vended product are nullified when the tray is shown to them.

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

GOING STRONGER THAN EVER! HEAD HUNTER RINGS

Letters from all over the country report excellent results. Machines empty fast!



\$ 5.00 per M (Plastic, unplated without jewels)
\$11.50 per M (Plastic, unplated with jewels)
\$ 9.50 per M without jewels (vacuum plated faceted eyes that sparkle)

Order individually.
SKULL AND BEAR RINGS ALSO AVAILABLE.

Order from your distributor or:

paul a. PRICE co. inc.

55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

Servicing is Simplified with the

Northwestern INTERCHANGEABLE MERCHANDISE UNIT

Northwestern GOLDEN '59

- ... Easy to Service
- ... Easy to Clean
- ... Time Saving
- ... More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

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 2029 Prospect Ave., Cleveland 15, Ohio
 Phone: Tower 1-6715

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

1c, 5c, 10c or 25c Operation

Vends flat packs up to 1/2" x 2" x 3 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

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.

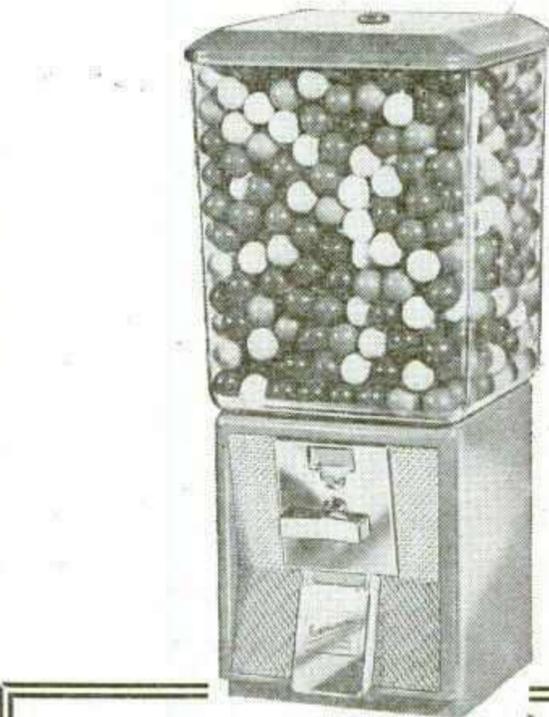
J. SCHOENBACH
 Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.
 715 Lincoln Place Brooklyn 16, N. Y.
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H. B. "HUTCH" HUTCHINSON SAYS:

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

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Northwestern GOLDEN 59 SUPER C

FOR YOUR BETTER LOCATIONS

SUPER CAPACITY

1012 Balls 100 Count Gum
2886 Balls 210 Count Gum
365 Regular Capsules

See your Northwestern Distributor or write to
THE NORTHWESTERN CORPORATION
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MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c or 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Con.	6.50
verified for 100 ct. B.G.	8.50
Silver King 1c B.G. or Mdse.	30.00
ABT Guns	12.00
Mills 1c Tab Gum	10.00
Acorns, 1c or 5c R.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Golden Non Pareil Almonds, 5-lb. vac. pack tins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red.	.68
Pistachio Nuts, Jumbo, Queen, White	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Sheik	.61
Cashew Whole	.66
Cashew Butts	.66
Indian Nuts	.75
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, 72 ct.	.30
Malt-ette, 100 ct., per 100	.35
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.	1.30

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 on the NEW Northwestern GOLDEN 59

This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

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

NORTHWESTERN SALES AND SERVICE CO

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More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR 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.

SIGN UP NOW — MAIL THIS COUPON TODAY

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1 year \$5 3 years \$11

Payment enclosed Please bill me
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Occupation

DISTRIBUTORS WANTED
 Be the first in your area with the new, exclusive
CRACKER JACK VENDING MACHINE
 For full information write or phone:
C. J. VENDORS, INC.
 4643 W. Washington Blvd.
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 WE. 1-6644
 Exclusive manufacturers of vending machines for Cracker Jack

Fla. Ops Fight Ball Gum Tax

MIAMI — Prospects brightened last week for Florida ball gum operators to be excluded from a State statute providing for a 50-cent



Don Mitchell

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

In recent months, a number of Florida counties have sought to include penny-gum machines under a provision of the bill that sets a 50-cent tax on all "... coin operated vending machines operated for amusement ..."

In addition there are numerous local tax schedules thruout the State that make assessments under the same general heading.

Don Mitchell, National Vendors Association legal counsel, met in Miami last week with Paul Feingold, I C Sales; Joe Seltzer, Reliable Distributing Company; and Dole Anderson, Fordway, Inc., to map strategy for the group's fight against the measure. Feingold is

also president of the new Florida bulk operators' association.

The problem arose when State Comptroller R. E. Green refused to include ball gum under a provision of the Florida statute that provided for exemption of "penny machines dispensing only nuts, citrus juices or other food products." Green contends that gum is not a food, hence covered under the licensing provision.

Affiliation

The newly formed Bulk Vending Association of Florida, which is affiliating with NVA, has asked the comptroller's office to get an opinion from the attorney general on the matter. (Only an official of the State can ask for such an opinion.)

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

SIGNAL FLASHLIGHT
 "... really glows in the dark"
VACUUM-PLATED CHARMS
 1M to 4M—
 \$12.00 per thousand.
 5M and up—
 \$11.00 per thousand.
 at your distributor or
Guggenheim
 33 UNION SQUARE
 N. Y. C. 3, N. Y. • AL. 5-8393

\$ TANDARD SPECIALTY'S
WORLD FAMOUS
VICTOR STANDARD TOPPER
 \$13.95 each
 F.O.B. FACTORY
 1¢ or 5¢ for ball gum and charms. Also available for peanuts and bulk candies.
STANDARD SPECIALTY CO.
 1028 44th Ave. Oakland, Calif.

WANT TO BUY Vending Machines
 Acorns, 1c and 5c
 Atlas, 1c and 5c
 Northwestern
 (model 49 & 33 nut)
 You Name It, We Want It!
 Send Your List of All Machines and Lowest Prices Wanted. We pay top dollar
RAKE COIN MACHINE EXCHANGE
 609 Spring Garden St. Walnut 5-2676 Philadelphia 23, Penna.

HARRY HURVICH 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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East

PHILADELPHIA SCENE

Angelo Musi, vice-president of Variety Vending and former captain of the Philadelphia Warriors' professional basketball team, became a coach January 15—for one game. He directed the city's Press All Stars to a 47-33 victory over the Radio-TV squad in a preliminary game to the Warriors-Boston Celtics NBA game at Convention Hall. As implied, the press team was made up of newspapermen and the other squad of radio and TV personalities, and believe it or not, the final basket of the game was made by this writer.

The Philadelphia chapter of the Variety Club chanced off seven 1960 automobiles recently, and two of the winning tickets were sold by the Berlo Vending Company at 333 South Broad Street. W. Sati-noff sold one that brought the ticket holder a four-door Valiant, while Leo Beresin sold one that returned a two-door Lark to the lucky customer.

Midwest

DETROIT GRAPEVINE

Judy Angott, daughter of Carl Angott, head of Angott Distributing Company, as well as bookkeeper for the firm, has announced her engagement to Raymond H. Harper Jr., mechanic for the firm. They plan to be married in about a year. . . . Seeburg, which has shifted distributors in Detroit, is reported opening a new office out in the West Side suburb of Dearborn to service Detroit activities.

Mrs. William Sager, whose husband is an industry veteran—about 10 years with Frank's Music and with Wurlitzer distributors before that—is expected home soon. She has been hospitalized about seven months for major surgery and recently in Herman Kiefer Hospital for treatment. She is planning to go North for the trout fishing season this year, evidence of a good recovery.

Maurice J. Feldman, head of Central Coin Machine Exchange, has been busy putting out the new Valley Pool Table on location, and finds it a fine potential money maker. His firm is taking the old tables off location and converting them to manual operation for home recreation. Says Maurice, "The number of requests we got for pool tables for homes really surprised us."

Dr. Robert Silver, after several years in the Navy, has returned to civilian life and is going into general medical practice in Detroit. He is the son of Frank Silver, partner in Central Coin. . . . The Detroit Shuffleboard Association will tentatively hold the annual election at the meeting on February 4.

The DSA will be well represented in Florida next month, according to plans of operators to be down there. Scheduled to trek southward are Vice-President Thomas Dewberry, Executive Secretary Fred Chlopan, Director Maurice J. Feldman, and Norman LaFleur, of the Michigan Nickel Company. . . . Marty Burke, son of Barney Burke, of Brown Amusement, and president of the DSA, has been on the sick list with the nearly-epidemic flu.

Henry C. Lemke, veteran of some 40 years in the coin machine business, has retired from the field, selling his operations, known as the Lemke Coin Machine Company, to the Lynn Amusement Company, operated by Lorie Lodice. The latter has moved his own headquarters from the downriver suburb of Wyandotte to Lemke's downtown Detroit site on West Vernor Highway. This has been one of the most diversified operations in the territory. Lemke himself has gone into the shoe shine supply business.

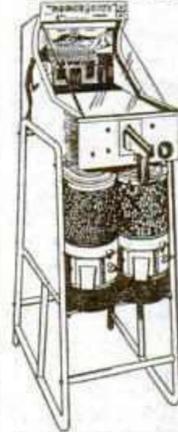
(Continued on page 66)

Eppy Bows New \$75 Charm Promo

NEW YORK — A \$75 promotion package of charms is being marketed this week by Samuel Eppy & Company.

The current Eppy bundle is made up of 10,000 series 10, vacuum-plated charms; 10,000 series two, plastic charms; 5,000 series 90, and 5,000 series 45 vacuum-plated charms. Eppy says the package has more than 250 different kinds of charms. Price is \$75 f.o.b. Jamaica, N. Y.

"BODGE CITY"



Designed and Developed for Profit Making Locations. America's Finest Pistol Target Game. Has Everything. Action, Profit and Dependability.

SMALL COST BIG PROFIT

For complete information and prices contact Dave Brody, "The Dodge City Kid."

J. F. FRANTZ MFG. CO.
 1938 West Lake Street Chicago, Illinois
 Phone: TAYlor 9-2399

Color Vacuum-Metalized CHARMS, SERIES #10
 Over 100 different CHARMS.
 This is "EPPY" Quality.
 25,000 & up.....\$2.50 per M
 5,000—24,000..... 3.25 per M
 F.O.B. Jamaica, N. Y.
 Immediate Delivery
 Your very best buy in **FILL CHARMS** for your money
SAMUEL EPPY & CO., INC.
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Pre-War 6 Column STONERS
 With Angle Iron Base
SPECIAL \$75.00
 10c Operation for 1 or 2 Nickels
FULLY RECONDITIONED and RESPRAYED
 All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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Use The Billboard classified pages for **RESULTS!**
GIVE TO DAMON RUNYON CANCER FUND

OVER 400 SURPRISES

Novel Point-of-Sale Cards Attract Customers for Op

NEW ORLEANS—Using colorful signs which promise "over 400 surprises" on every location has paid steady dividends and greater sales for Arthur Contadini, bulk operator here.

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

He worked out a program of

sign-merchandising just about as colorful as that used by the biggest night club and cocktail lounges on New Orleans' busy Bourbon Street. The 10 by 6-inch signs are mounted at the back of each machine, usually by means of Scotch tape, and show color reproductions of some of the charms and novelties which are vended.

Typical

A typical such machine, in the entrance of a large drugstore, shows a miniature tape measure, miniature cigarette lighter, comapart key chain, tiny locket, and miniature magnifying glass, re-

Locations Help Op Service Venders

Last week, The Billboard told how Ralph Le Franzio, Biloxi, Miss., operator, had experimented with having his

produced in four colors. A strip sign above guarantees "OVER 400 SURPRISES!"

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

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

locations help in servicing empty machines and had found the experiment unsuccessful. This week Joseph Rades, Cleveland, tells how the same idea for him has worked out very well. Evidently there are two sides to the question. What are your feelings? If you have any experience or even any ideas on the subject, drop us a line.

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

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

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

Worked Well

"The idea worked out very well for us, too," Rades commented. "We usually leave the extra vender in the storekeeper's basement or storeroom where it's easy for him to make the switch. In the meantime, we're able to make the stop and service the location ourself, again leaving an extra machine for him to use when necessary."

Rades pointed out that servicing

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

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

The only disadvantage lies in having two machines tied up in a location instead of one, but this is more than offset by the savings in labor and time.

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Juke Box Ops' Background Future Limited

CHICAGO—Chances are that the juke box operator will never be a major factor in background music. But reports from seven Billboard correspondents from the United States and Canada indicate that under certain circumstances, on-location background music can provide the juke box operator with a valuable source of added income.

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

But only in the last six months have the manufacturers begun producing equipment specifically designed for background use, with Seeburg making a unit which plays 16 2/3 r.p.m. disks and AMI making a 33 1/3 player.

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

1. The operator will be better off in a non-metropolitan area than in a large city. Reasons: Competition from FM

radio and such central studio systems as Musak is rough. With large numbers of subscribers and with subscribers close together, these systems can often provide less expensive service. But in a non-metropolitan area the juke box operator with an on-location unit is apt to have the field to himself.

2. On industrial locations the full-line vending machine operator has a distinct advantage over the juke box operator. The vending operator who already has the location can offer background music free or as an alternative to high commissions. The juke box operator must operate profitably on the merits of his background music unit alone.

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

Indications are that in metropolitan areas the juke box distributor rather than the operator may be a factor in the background music system. Reason is that the distributor generally has the sales organization and capital to

lock horns with the central studio competition, while few operators possess these assets.

Here's what The Billboard's correspondents learned in the field:

From Philadelphia, George Metzger Reports:

Background music has had little effect upon operators in this area. In fact, you could count the number of them that are handling it on one hand.

Of the distributors, only two are doing anything with background music. They are Eastern Music System, exclusive distributor for Seeburg in this section, and Banner Specialty Company.

Both Bill Adair, of Eastern, and Al Rodstein, president of Banner, agreed that only a handful of operators are in background music.

Rodstein explained that Banner has a unique set-up whereby its background music is picked up from a special FM station. The firm leases the right to install this to operators.

Adair said Eastern is operating some of the equipment itself and also has some sub-distributors.

(Continued on page 65)

Bally Bows New-Style Single-Coin Pin Game



BEAUTY CONTEST

model is Beauty Contest, played with one lively ball. It is equipped with a coin divider type cash box.

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

Quick & Easy

Playfield action is quick but relatively simple. Players try to "knock out" lighted, numbered ball bumpers which correspond to 11 bathing beauties depicted on the backglass. As each bumper is hit, its light goes out and the like-numbered backglass bathing beauty lights up. Replays are earned for lighting up from six to 11 of the swimming suit queens.

(Continued on page 77)

South Dakota Ops Hold Meet

In covering the South Dakota operators' convention, The Billboard departed from its usual policy of self-coverage and invited Gordon Stout, veteran industry figure, to act as guest columnist. Stout, who hosted the event, was one of the original organizers of the South Dakota group and is one of its strongest supporters today. He's also a director of Music Operators of America and long active in industry affairs. Besides his juke box operation, Stout has penned a weekly column for the Pierre, S. D., local daily. Following is his report of the meeting.

By GORDON STOUT

PIERRE, S. D.—Over 60 operators, tradespeople and local distinguished guests were in attendance

at the smorgasbord dinner and social evening formally opening South Dakota Phonograph Operators' Association quarterly convention.

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

(Continued on page 76)



OFFICERS OF the South Dakota Phonograph Operators' Association during the group's quarterly convention in Pierre, left to right: Elmer Cummings, vice-president, Brookings; Ronald Manolis, president, Huron, and Earl Porter, secretary-treasurer, Mitchell.

CHICAGO—Bally Manufacturing Company has launched a new one-ball type pin game which it hopes might become the fast-play favorite of 1960.

The new, meterless, single-coin

OPERATOR FOILS JUKE BOX SALE BY AUCTIONEER

NEW ORLEANS—Phonograph operator Pat Cleigh here received a hurry-up call the other night from a location owner. "There's some joker here who is auctioning off the juke box!" came the comment from a tavern owner. Cleigh, half sure that someone was pulling his leg, pulled on his clothes and dashed to the Metairie Parish spot in which his juke box and two amusement machines were located. Sure enough, he found a portly individual of some 50 years standing on a table alongside the phonograph, accepting bids on the juke box, which at that point were up to some \$85. When Cleigh understandably raised a righteous protest, the "auctioneer" smiled, and climbed down from the table. "Don't worry about it," he quipped. "I'm studying auctioneering as an avocation and just wanted to see what sort of price I would get." Cleigh dropped the matter after pointing out to the somewhat crestfallen amateur auctioneer that the 200-play machine involved had sold only a few months before at better than \$1,300!

Stereomonic Amplifier Developed for Jukes

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

The amplifier is being made available to juke operators at \$89.50 and is expected to first reach the market thru a number of Wurlitzer distributors, including Peach State Distributing of Atlanta. Financing for research, development and marketing of the unit, has been established by the Martin Theater Corporation, which operates a chain of more than 200 movie houses in Georgia, Florida, South Carolina and Tennessee. The units will be manufactured and marketed under a division of the Martin firm.

Spokesmen readily admit that the system does not and cannot produce true stereo effects. The amplifier actually separates high and low frequencies on a monaural record and feeds them out thru separate speaker systems. Spokesmen claim that where with true stereo, the listener has to be placed in some sort of central position between speakers, the stereomonic system saturates a room, producing the depth effect wherever the listener may be seated. "What others do on the record, we do thru our special amplifier," it was stated.

The new system will first be promoted to the juke box market, altho there are also plans in the works that may lead to later domestic applications. The pitch to

operators will be that it is now possible to obtain a stereo effect without actually purchasing brand new equipment. It is hoped that many operators, so far unsold on the advantages of stereo reproduction, may take a flyer with this less expensive system.

So far, juke boxes in three test locations have been "stereomonic" equipped. A spokesman revealed the interesting information that in location number one, a smart type cocktail lounge, the increase noted in the take was about 20 per cent. Location number two, a bar, saw a jump in plays of 60 per cent. In the third location, what was described as "an out and out dive," the increase was a

(Continued on page 76)

WEISMAN, KOENIGSBERG BUY OUT DOUBLE-U SALES

BALTIMORE—Sam Weisman, a veteran of 30 years in the coin machine business, has purchased one of the nation's largest distributorships in partnership with Dave Koenigsberg, another coin machine veteran.

The pair bought complete interest in the Double-U Sales Company from Harry Rosenberg, who will concentrate exclusively on his extensive operations in the Baltimore area.

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

New Quarters

The firm will move to new 7,000-square-foot headquarters at 1005-7 East Baltimore St. on February 1. State Sales is franchised distributor for the United Manufacturing Company on both games and music, the J. H. Keeney & Company, the Irving Kaye Company, and the Midway Manufacturing Company.

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

30 Distributors Authorities For Billboard Price Listings

CHICAGO—The Billboard presents its new weekly Price Index on used coin machine equipment in this issue.

It represents a new concept in coin machine price reporting. In the past The Billboard used distributor advertised prices for the basis of its Index listings. The new Index is based on current distributor quotes to operators.

The quotes on used juke boxes and amusement games listed in this

issue come directly from over 30 distributors stretching from coast to coast.

Average Compiled

Each distributor furnishes us timely quotes on lines of equipment he handles, which are averaged with the quotes from distributors in other parts of the country listing the same equipment. The result is a single price listing on each model juke box and game, representing each model in average condition.

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

The Index currently including nearly 500 listings, will soon be expanded to include still more. Kid-die ride prices are next in line to be

(Continued on page 76)

The Billboard's

New Coin Machine Price Index

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

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

MUSIC

Table listing music machines under 'MUSIC' category, including models like AMI D-40, E-40, F-40, etc.

Table listing music machines under 'Rock-Ola' category, including models like 1436, 1436A, 1438, etc.

Table listing music machines under 'Seeburg' category, including models like M100B, M100C, M100W, etc.

Table listing music machines under 'Wurlitzer' category, including models like 1250, 1400, 1500, etc.

BOWLERS & SHUFFLES

Table listing bowling and shuffle machines, including models like ABC Super-Deluxe, ABC Bowling, Bally, etc.

Chicago Coin

Table listing Chicago Coin machines, including models like All Star Team, Blinky, Bonus Score, etc.

United

Table listing United machines, including models like Ace Shuffle Alley, Advance, Green Pastures, etc.

Williams

Table listing Williams machines, including models like Arrow Head, Big Ben, Casino, etc.

Pinballs

Table listing pinball machines, including models like Gottlieb, Gottlieb, Gottlieb, etc.

ARCADÉ & NOVELTIES

Table listing arcade and novelty machines, including models like All-Star Baseball, Aqua Duck, Auto Photo, etc.

United

Table listing United machines, including models like Brazil, Caravan, Havana, etc.

ARCADÉ & NOVELTIES

Table listing arcade and novelty machines, including models like All-Star Baseball, Aqua Duck, Auto Photo, etc.

Bally

Table listing Bally machines, including models like Ballerina, Ball-A-Poppin, Bally U. S. A., etc.

United

Table listing United machines, including models like Brazil, Caravan, Havana, etc.

Rock 'n Roll

Table listing Rock 'n Roll machines, including models like Rock 'n Roll (Muto), St. Christopher, (Muto) 12/56, etc.

Juke Box Ops' Background Music Future Limited

Continued from page 64. Rodstein and Adair had different opinions in regard to the effect background music will have on the juke box business. "I'm afraid that eventually background music will take a toll on the juke box business," said Rodstein. "I know of at least one case just this month where a long-time juke box location swung over to background. "You'll find more background music going into locations where there are no teenagers," he continued. "Older people will go for background music more since it is more soothing and not as jumpy as other music." But Adair maintains that the two types of locations are different

and never the twain will meet. "These are two entirely different lines," he said. "A man (location owner) is not going to give up an income (from juke boxes) just to get background music and then on top of that pay a rental. "Besides, background and juke boxes are meant for different kinds of locations," Adair continued. "Background music is primarily for large stores and industrial locations." As a result of this reasoning, Adair doesn't think there will be any chance of losing a juke box location to background or serving the same customers. Altho AMI has thrown its derby into the background ring, David

Rosen, the AMI distributor in these parts, hasn't done anything with it at present. From Miami, Raoul Shapiro reports: Cy Wolfe, Wolfe Distributing Company, local Seeburg outlet, operates a sizable route of background music stops. Other operators here will have a background music unit and a juke box on the same location, with the former serving the dining room and the latter the bar. Many Florida hotels will have dance patios, with the juke box furnishing the dance music, and a background music system taking care of the rest of the establishment. One of the largest operators in the area, Joe Mangone, of

Mangone & Mangone, says that he has continued to expand his background music operation, and rather than hurt his juke box operation, he has been able to overcome many objections raised by certain owners in regards juke box music. Joe reports that almost 50 per cent of his background music locations also have juke boxes. Mangone cites a perfect example of how one type of operation complements the other. About five years ago Mangone had an almost exclusive set-up with the Howard Johnson restaurants in the area. Suddenly the Howard Johnson management decided it didn't want juke boxes in the locations, and told Mangone it de-

cidied to install background exclusively. Rather than be dismayed by the sudden loss of so many locations, Mangone convinced the management that his background set-up was the equal to any other. Howard Johnson management contracted for Mangone & Mangone to install background music in all its Gold Coast locations. He has just signed a new five-year agreement to continue furnishing background music in all present and new Howard Johnson locations in the area. Mangone thinks the future is bright for this type operation. If a location is suited to juke box or background makes no difference. (Continued on page 66)

Juke Box Op's Background Music Future Limited

• Continued from page 65

He is geared to service that location whatever his needs, and in many cases he will wind up setting a juke box in one part of the building and installing background music in the rest of the building. Again this holds true in most of the hotels and motels in Florida.

From Memphis, Elton Whisenhunt Reports:

Only two distributors are in background music. One is George Sammons, president of Sammons-Pennington Company, Seeburg distributor, who handles Seeburg background music sales and has some 225 locations. The other is Clarence A. Camp, president of Southern Amusement Company, distributor of AMI phonographs, various other equipment and also operator of a music and game route.

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

He has some 210 locations. His operation in building up the business has been to have separate playing units, with amplifiers and speakers at each location with a supply of records, giving each location new records ever so often.

Both Sammons' and Camp's background music businesses are separate businesses from their phonograph routes, with new locations and customers involved.

About the only type location which conflicts with a juke box operator is the swank, plush restaurant which prefers the soft background music to a juke box in most instances. Some such restaurants, however, have both; some have a juke box and some, usually most, have the background music now.

No Memphis music operators have yet gone into background music. One, Edward H. Newell, owner of Ormatt Music Company, has indicated interest and may later on.

The interview with Sammons disclosed:

He is getting more and more locations. One of his largest is Myrna Mills, a clothing factory at Adamsville, Tenn., where 69 speakers were used. Monthly fee for a location this large with that many speakers is about \$110, Sammons said.

His largest location is a shopping center at Little Rock, where 130 speakers were used. The monthly fee for background music depends on the number of speakers and amplifiers used, he said.

A small, average-size location will run \$35 to \$40 a month, he said.

Sammons listed the types of locations where he has sold background music, indicating the wide interest in this new field in recent years. The locations include:

Clothing stores, flower shops, shoe repair shops, cafeterias, factories, banks, bowling alleys, drugstores, doctors' clinics, dance studios, supermarkets, and savings and loan associations.

Sammons does not feel background music will become a widespread sideline for phonograph operators because most operators are small operators, have plenty to do in looking after their routes and do not want to take on a sideline requiring a good bit of technical know-how.

Biggest competitor in the type business Sammons handles are other background music companies, including Muzak, the originator back during World War II days.

But Camp is working on something new and interesting that may

be a trend in the field. He has an exclusive franchise with a local radio station, WMC-FM, which plays nothing but background-type music.

Camp has leased this service from WMC-FM to send to locations. The broadcast radius will cover 60 to 80 miles. This type of background music operation will do away with having separate players at each location, as Sammons has been selling in building up his business.

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

This will enable Camp to give the service at more reasonable cost than before. He estimates his fees, which are on a sliding scale and depend on the number of speakers used, are about \$25 a month for a location with four speakers.

As another example, a location with 35 speakers would run from \$75 to \$100 a month. Up to now, Camp has had to supply records to the locations which play continuously on the automatic players (such as the type Sammons uses with Seeburg system) for many hours.

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

Out of the fees both Sammons and Camp charge they pay the music license royalty fees to ASCAP and BMI. The ASCAP fee is \$3 per location per month and 60 cents for BMI.

The ASCAP fee is higher because ASCAP composers have by far the greatest amount of background-type music; that is, the soft, gentle ballad, not too fast, like the Cole Porter, Irving Berlin, Jerome Kern and George Gershwin music of the 1930's.

From Milwaukee, Benn Ollman Reports:

Less than a half dozen local background music installations can be traced to juke box operators. Background music here to date appears to be the domain of the well-established Muzak organization; several other central music specialists, and the Seeburg distributor, S. L. London Music Company, which has built a formidable string of locations.

The average Milwaukee juke box operator appears convinced that background music has a limited appeal. Many are afraid that it threatens their route security; that juke box locations are due to be decimated by the advent of the continuous music systems.

Seeburg distributor Perry London, S. L. London Music Company, reports heavy interest among operators.

"We have noticed a terrific reaction to background music all over the territory, especially since the new Seeburg BMF-1 came out," he says. "We are getting fine results with our operators from South Dakota to Lake Michigan. Orders for background music equipment are coming from areas where we never dreamed operators would be interested in the field."

London admits that the bulk of the orders are coming from small-town operators. Competition in the big cities has grown too keen for most newcomers.

"The important thing," adds London, "is that these new background music locations are not replacing juke box spots. Operators going into the background music business are moving into new locations

such as offices, supermarkets and factories that never used juke boxes. This is providing a new source of revenue for these operators."

Other juke box distributors here are also planning to invade the background music field. Paster Distributing Company, distributor for AMI, is planning to promote its new background music units with much enthusiasm.

"Background music," according to Sam Cooper, head of the Paster office, "will help our operators get into some locations that don't care for juke boxes."

Some operator comments on background music: "I think that it will be a good deal for the juke box operators. We haven't gone into it as yet because we have been too busy to investigate it properly," says Jerome (Red) Jacomet, Red's Novelty Company, West Allis.

From Sam Hastings, Hastings Distributing Company:

"We are still checking to see what the various manufacturers have to offer. I am interested. But Muzak is pretty strong here and already has a lot of the top spots lined up. After all, there are only a limited number of good locations available."

According to Les Reder, L. R. Distributing Company, opportunities for the juke box operator are slim. "The average tavern or small restaurant is not a likely spot for background music," he claims.

From Los Angeles, Sam Abbott Reports:

Background music is being operated in this area both by juke box operators and new specialists, and also bringing sales for units from veteran music men as well as new ones in the field. The Billboard learned in a spot check here and in San Francisco.

The people in the business, however, are not in agreement that the tape or record machine is the answer to their problem.

For example, D. D. McClurg, Trevilian Enterprises, Santa Barbara, is sold on tape and he has been in the background music field for approximately four years. "Tape gives high-fidelity reproduction and constant volume," McClurg said. He operates background music as a separate entity from the juke box business and with a separate staff.

In Santa Barbara, McClurg has found that the competition comes from FM radio. But he believes that the field will be for the juke box operator. "An operator has got to be versatile and he will find himself in this end of the business whether he wants to or not," McClurg explained.

William Black, of the Ace Amusement Company, Bakersfield, has been operating Seeburg record background units for only a couple of months and has found that the potential is with spots that "do not appreciate juke box music." One of the things that Black has had to face is a system that is sold for less money. "Competition is keen," Black added.

In at least one respect, Black has found background music helpful in holding a juke box location. He has a location which uses a stereo phonograph in the bar and background music in the dining room for atmosphere. As he had installed speakers for another system, he was able to use them for the new set-up. He said that installation charges have to be watched closely if an operator is to make a profit.

Black is trying to keep the background music separate from his juke box route business.

From Houston, Louis Alexander Reports:

Distributors and operators in the Houston area believe background music is providing them with a brand-new sales opportunity.

Operators here believe the market for background music doesn't compete at all with the juke box market. They don't believe background music will cut into juke box operations; they also don't believe one will help make sales for the other, either.

At the H. A. Franz Company, which handles Seeburg equipment, H. A. Franz said: "Background music is doing very good. We're pleased with the acceptance of it."

"Reports from locations are good, and they are pleased, too."

Business in recent months has been better than before, Franz said, but he declined to give any figures or percentages for competitive reasons.

The company leases its Seeburg equipment to offices and industrial locations, Franz reports. It is a separate phase of its business from the juke box business, with different customers and different locations. Main competition, Franz reports, is Muzak.

"There's a world of locations available," he commented. "Officers and industrial locations are leasing the equipment, and some is also going into places of retail business."

At Muzak—the Gulf Business Music Company—a spokesman reported that background music is going extremely well.

In the past year banks have begun to accept installations and service in increasing numbers. Hospitals are another new market, and supermarkets are another.

The Muzak spokesman doesn't believe that competition from either AMI or Seeburg equipment has had any serious effect upon business in recent months.

From Toronto,

Harry Allen Reports:

On-location background music

sales in this country belong largely to the Seeburg distributor, R. C. Gilchrist Company, Ltd., Toronto.

Gilchrist leases the equipment, charging 1 per cent per week on the value of the equipment, as well as charging for the supply of the music—recorded at 16 $\frac{2}{3}$ r.p.m.—to the units.

Operators who place the equipment are paid a commission on the servicing of the equipment. In other words, the equipment always remains the property of the Gilchrist organization, and Gilchrist pays the operator for servicing the equipment and changing the records as required.

The biggest competition comes from Muzak, and to a lesser degree there is competition from the FM station which has a beep signal to cut out commercials when feeding music to its clients.

Gilchrist has 20 locations of his own operating in Toronto. The rest of the locations are handled by operators who are paid commissions thru the servicing of the leased machines.

Bulk of the Gilchrist locations in the city are shopping plazas which have introduced a new problem for the company.

Under a Supreme Court of Canada ruling, where the mechanism of a music machine is operated in the basement and the coin device is elsewhere in a building, there is no royalty for the music to the Composers, Authors and Publishers Association of Canada.

The Gilchrist organization, however, made an arrangement with CAPAC to pay where there are separate locations, a fee of \$2.40 a month per location in the shopping centers.

That means where the mechanism of the machine is at one position, each outlet for that machine in each of the stores, rates a fee to CAPAC.

This compares with the operation of Muzak which must pay a fee for supplying music to each location.



• Continued from page 62

Thomas J. Kilbride has reregistered title to the Pointe Coincussion Company, which has been experimenting in some special fields in the coin machine business. . . . The D & L Coin Company, Lincoln Park, operated by the late Delisle L. Lodico, who lost his life in a boating accident in September, has ceased operations, and the firm's equipment is being disposed of, according to Lorie Lodico, a brother, who handled some of the arrangements.

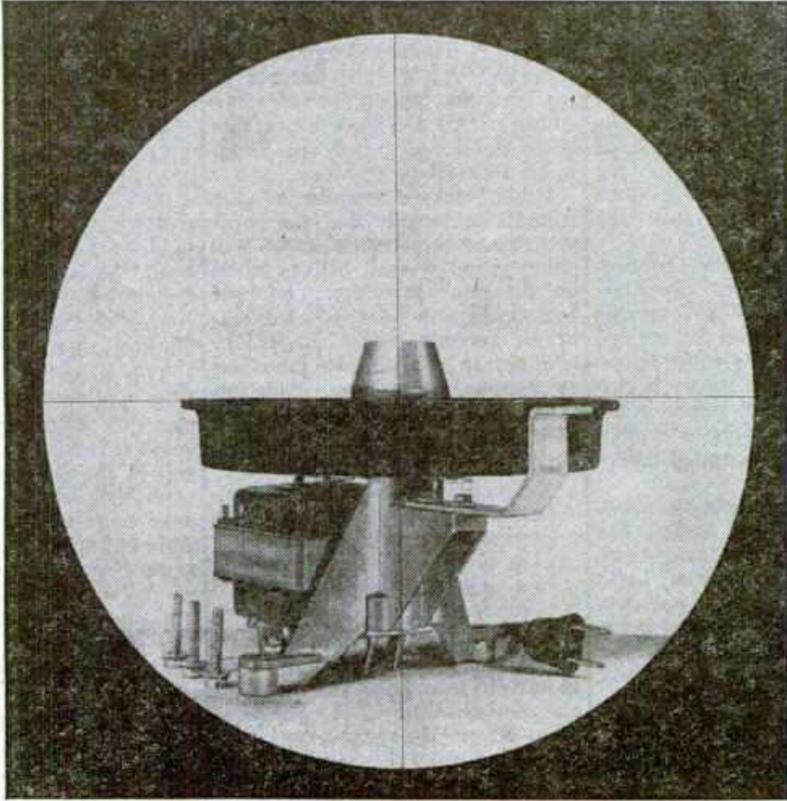
Marcel N. Algoet, serviceman for Lemke and now for Lynn Amusement, is also operating a route of grippers and scales independently. He took over the operations of the Athletic Scales Company, an outgrowth of the old Holly Manufacturing Company, which was owned by John Kotek and Edward Holly, and will continue to operate this route independently.

James Ashley, who formerly operated Lincoln Music and Novelty Company, juke box operators, and at one time distributor as well for popcorn and candy machines, is now concentrating exclusively on selling records, players and radios. He has operated the American Novelty Company in connection with his coin machine activities, for at least 26 years, and continues at the same location. . . . Roger J. Attard, who operated the Arrow Vending & Amusement, bulk vending route specializing in pistachio vending, has moved out to Dearborn Township.

Arthur Grenier, who operated a music route under the name of Art's Music, is now in the electrical business. . . . Harry A. Shapiro has taken over sole ownership of the Associated Coin, in which he was formerly a partner with Louis Davidson. The firm, which operated juke boxes in Detroit and Buffalo, has switched to radio and television service. . . . L. R. Tower, formerly manager of Associated Vendors, Inc., is now business manager of Oberlin (O.) College.

Hal Reves

(Continued on page 70)



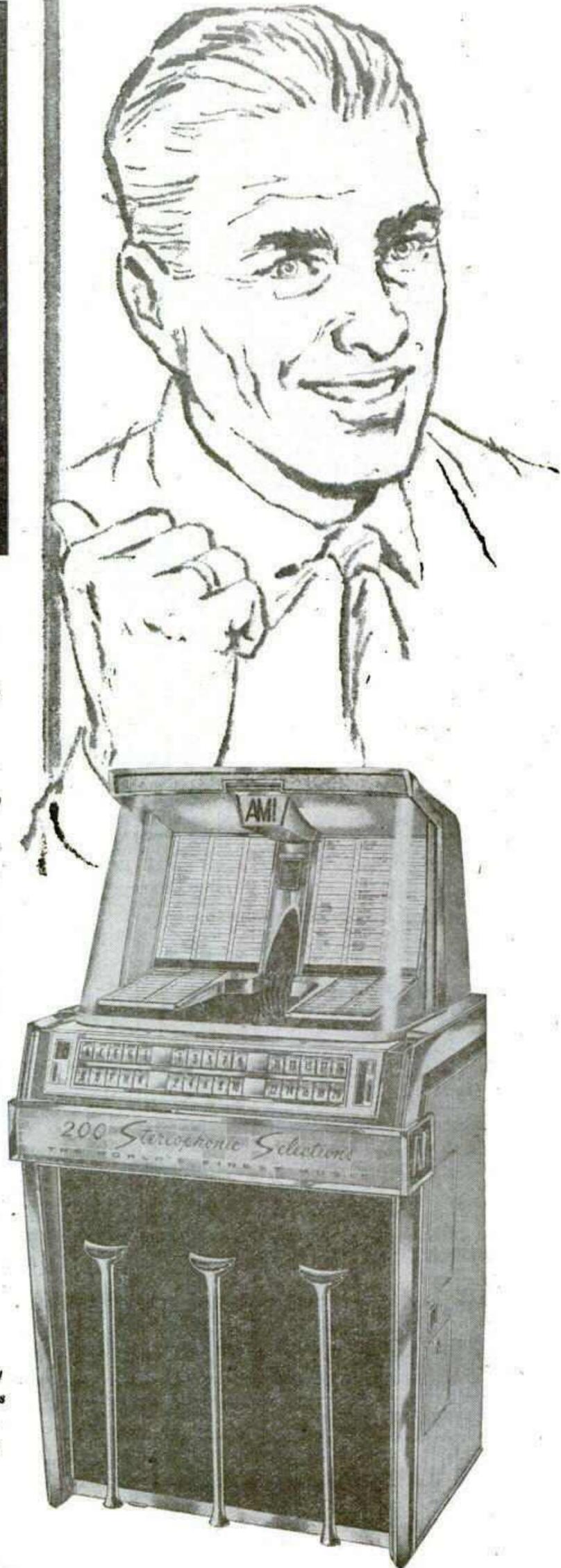
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Model "K" engineering cuts service overhead by simplifying critical points of adjustment, such as this turntable base. Its one-piece base casting attaches to a three-point fixed position on the mechanism base. Easily removed, it is replaced in positive, automatic alignment with the transfer mechanism, horizontally and vertically. Look into the "K" . . . you'll find it's a real moneymaker in every way.

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Venezuela Bars U.S. Juke Box Imports

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

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

that the embargo on imports was a temporary measure until the government could determine a proper rate of tariffs on boxes.

A spokesman at the New York Venezuelan Consulate General was vague about the question. A reporter was told that such a matter was not within the normal province of duties of the consul general, but rather it was an internal matter and the concern of the Ministry of Finance. The spokesman said that no official government word has been received here that would clarify the new policy but that undoubtedly the embargo was a reflection of certain recent changes in the law there.

GERMANS LAUNCH P-R DRIVE

Hope to Portray Favorable Public Image of Juke Box

HAMBURG, Germany — West Germany's coin machine industry will make public relations a major industry undertaking in 1960. The industry's goal is to win friends and influence the public for the coin trade in all its branches—juke boxes, games, venders and luck (gambling) machines.

But the PR program will concentrate on the juke box. The Germans believe that if a favorable juke box "image" can be created among the public, the entire industry will benefit. The theory is that the juke box, in the public mind, tends increasingly to be a symbol for the entire coin-operated equipment industry.

Patently, this applies less to venders than games, but testing has demonstrated that the fostering of a friendly juke box image can build good will for the entire industry.

The friendly juke program is being developed in four sectors:

1. The improvement of industry information channels along orthodox PR lines.

2. Increased and more imaginative promotion and advertising.

3. Efforts to rectify justified public criticism of certain aspects of the industry.

4. Technical enterprise aimed at providing the coin machine industry with a more elastic image, adaptable to varying situations.

This last point applies mainly to juke boxes, but it seems to hold promise for venders and, to less certain extent, for games. The Germans are trying to dress up the juke, to supplant the popular German image of the juke box as a garish dispenser of rock 'n' roll with that of the dignified "black tie" purveyor of soft background and even classical music.

The idea is that there is no inflexible law saying the juke has to be garish, to play hot music and be located in noise-happy locales.

Not that the Germans intend going to the high-brow extreme and disdaining mass trade. Such would defeat the purpose of the PR drive. Instead, the Germans merely seek to demonstrate that the juke, where the setting and clientele demand it, can be high-brow as well as popular.

This means, basically, dressing up the juke, and this is what the Germans are doing. Heinrich Hecker, of Paderborn, has pioneered this black-tie approach with his

Phonobar. Thomas Bergmann has come out with a classy console introduced in Britain by Reading Automatic as the Courtier, a machine developed jointly by Bergmann technicians and Reading.

Other black-tie boxes include the Automaten Melody Bar, the Nova system and the Rennottee (of Belgium) sound system. All are based on the same principle: The juke box mechanism housed in the luxurious console record player. In addition to the built-in juke box mechanism, they have extension wall and table selection units, along with "music menus."

There are hideaway units for similar locations. All provide intimate coin-operated background music in dignified and even sophisticated surroundings such as hotels, clubs, restaurants and coffee bars.

They feature a wide range of music, and efforts are being made to expand into LP disks of mood and semi-classical music. The Germans believe the console-type juke could stimulate the sale of these types of recorded music.

In general, the German "jolly juke" promotion program is aimed at providing a convincing, affirmative answer to the question posed by a recent issue of the British magazine, Lilliput: "Can the Juke Box Be a Gentleman?"

Lilliput concluded: "It may be a garish, strident, neon symbol of 20th century vulgarity but not to everyone. In fact, it has outgrown the teddy-boy stage and invaded the Palm Courts. Furthermore, it has become Big Business. Our juke box population is 15,000, but experts predict we'll have 100,000."

Nova has brought out a Rock-Ola 120 or 200 juke mechanism housed in a Chippendale console—in stereo or monaural. The Nova box tops the juke-gone-classy trend, elevating the juke, in fact, into the period-piece furniture category.

With the proliferation of elegant console and unobtrusive hideaway units, the German industry hopes to place many thousands of boxes in the better-class restaurants now closed to the standard juke. It is estimated that there is an easy market for about 5,000 boxes (compared with the present total of 300,000 juke boxes in Germany) in classier sites.

In the information sector, the German industry is expanding substantially the flow of factual information concerning the industry to the press, radio and TV. The majority within the industry feel that in the past the industry has mistakenly tended to assume a defensive attitude in dealing with communication media. Party because of the gambling (glueckspiel) issue, the industry has been perpetually embattled with the press.

With substantial right on their side, the operators claim much industry reporting is slanted and uninformed. But it is also true that information concerning the industry has been hard to come by, particularly when it tends to be unfavorable.

All this is now to change, according to the PR program. The industry is appointing PR men and establishing information offices.

Moreover, the industry is becoming more promotion-minded, and this trend is to be extended and expanded. Exam-

ples include Christmas donations to philanthropy and song plugging by a "Miss Juke Box" on the radio.

Germany's war aftermath, mainly refugee camps and orphanages, offer a glittering field for industry philanthropy, and there are some industry figures who argue that it would be good public relations to donate juke boxes to youth groups, encouraging these groups to operate the juke boxes as a source of revenue.

This proposal promises to gain adherents, coinciding as it does with plentiful evidence that German youth is involved to a shocking extent in the outbreak of anti-Semitism. Obviously, very little has been done to provide wholesome recreation and social facilities for a great many German youth.

In lieu of such facilities, youth has strayed into the hands of political extremists, who have filled their idle hours with indoctrination in neo-Nazi and racial dogma. Proof is the fact that two-thirds of anti-Semites arrested since the Christmas Eve desecration of the Cologne synagogue are under the age of 25 and unmarried.

German juke PR men discern in the anti-Semitic upsurge the opportunity to refute stereotyped criticism of the juke and to counter-attack all along the line against arguments that coin machines stimulate juvenile delinquency.

Finally, the German juke trade is facing up to the fact that it is not immune to criticism; that some of the criticism is justified. This is notably true as concerns the gambling or luck machines. The industry is making an intelligent effort to eliminate abuses—or what are claimed to be abuses—and to establish self-regulatory machinery.

This is also true of the other coin trade branches. It is now recognized that coin machines contain the seeds of abuse, and that it is incumbent on the industry to examine complaints with judicial disinterest and rectify abuses.

A subsidiary feature of the PR program is an effort to improve and generally strengthen organization of the industry, from top to bottom. Industry leaders contend that the industry can conduct an effective public relations program only if it is tightly organized and integrated.

Their reasoning is, of course, that effective public relations must be co-ordinated and supported by substantial resources from a central organization.

Aside from the United States, West Germany has the world's most extensively organized coin industry. Nevertheless, perhaps as high as 30 per cent of German operators (many of them small operators) remain unorganized.

Portugal Pins Knocked Out

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

Sandy Moore Named British Mills Distrib

LONDON—Gabe Forman, sales executive of the Sandy Moore Distributing Company, a leading New York juke box and game distributor, arrived here this week to complete details for the firm's distributorship of the Mills line of bell fruit machines in the United Kingdom and Ireland.

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

The bell fruits, legal in British private clubs, have long been popular in the United Kingdom.

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

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2 AMI D40-45 (repaint#d)	150.00
1 Rock-Ola 1465	725.00
Seeburg V200	325.00
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CMMA, Miller and MOA to Continue CARE Program

OAKLAND, Calif.—The joint program of the Music Operators of America, the California Music Merchants' Association and George A. Miller, MOA president, in providing CARE packages for overseas, will continue thruout 1960, Miller announced this week.

Recently three tons of food—one each to Libya, Greece and Korea—were sent, with the three parties splitting the cost. Future shipments will be made to other nations on the same basis.

On the local level, the CMMA provides a dance band and entertainment for the monthly teen-age dance party of the Athens Athletic Association and sponsors a contestant in the annual Soap Box Derby.

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CHROME SIDE RAIL MOLDING FOR BALLY BINGO GAMES \$5 PER SET OF 2.

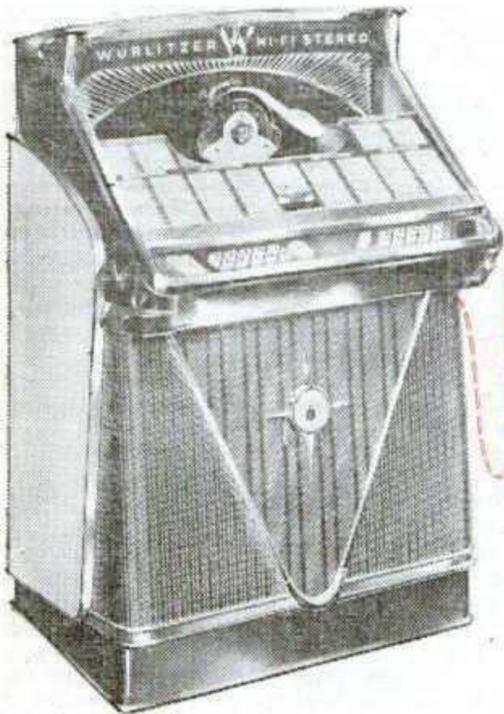
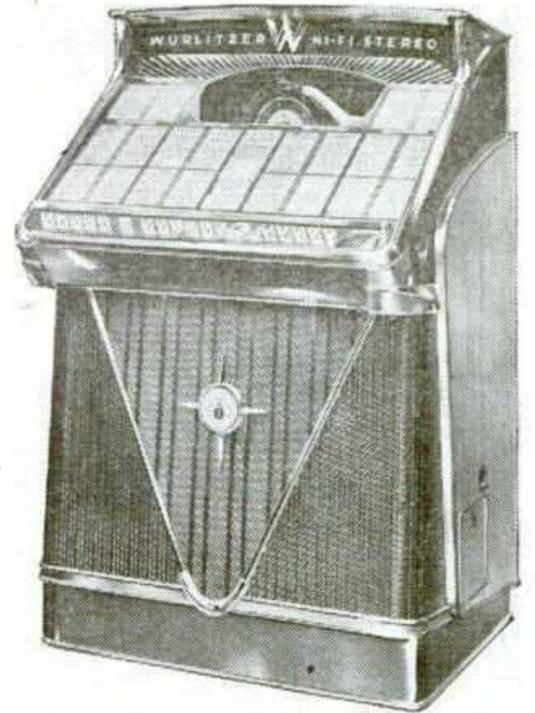
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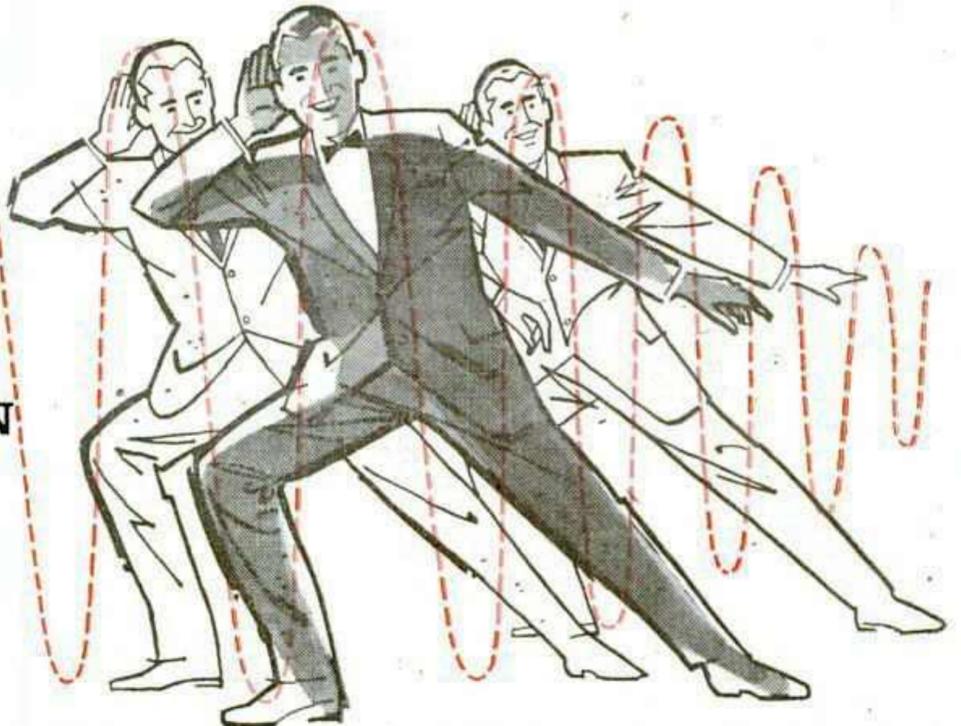
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Routeman Robbed Of \$1,000; Money Recovered in Can

ST. LOUIS—Almost \$1,000 in change was stolen from Ace Vending Machine Corporation routeman Eldon Smith recently, but the money was recovered a few minutes later from a garbage can.

Mobile reserve patrolmen Robert Cronin and Paul Hawk saw a man looking in the garbage can. When they approached, the man started to walk away but was stopped by the officers. They looked into the can and found the money. The man, booked suspected of robbery, told the patrolmen he saw a man put the money in the garbage can.

Smith said he could not identify the man, and the clothing description did not fit. He told police he was standing at the rear of his truck parked in the 3200 block of Franklin Avenue when a man with a revolver forced him to get into the vehicle.

The robber then grabbed two canvas bags of change, weighing about 100 pounds, and fled up an alley. A few minutes later the two patrolmen, unaware of the robbery, were driving down the alley and saw the man looking into the can.



CONGRATULATIONS go to smiling Sam Hastings on his re-election as president of the Milwaukee Coin Machine Operators' Association. Flanking him at the table are two officers also re-elected at the recent annual meeting. From left, Vice-President James Stecher, Novelty Service Company, and Secretary-Treasurer Jerome Jacomet, Red's Novelty Company. Standing, in rear, from left, are three directors, Clarence Smith, Milwaukee Amusement Company; Arnold Jost, Jost Novelty Company, and Erv Beck, Mitchell Novelty Company. Not present when the picture was taken was director Bob Puccio, P. & P. Distributing Company. (Benn Ollman photo)

Baltimore Liquor Board Probes Location-Operator Financial Ties

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

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

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

\$250 Tax

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

illegal in the city.

The inquiry stemmed from testimony at two hearings into the ownership of a West Baltimore tavern. At the hearings the woman whose name appeared on the license and a man she identified as her superior said they had no money of their own invested in the place. The tavern license was suspended indefinitely.

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

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

Some of the questions:

1. Type and number of coin-operated devices, such as pinball machines, juke boxes, cigarette machines, on premises.
2. Name and address of owner and/or operator of the machines.
3. Purchase price of the tavern or liquor store, excluding real property.

4. Amount and source of funds put up by licensee not borrowed from someone else.

5. Amount of loan or other advance, if any, from operator of coin machines at time they were installed.

6. If no loan or advance made, did operator arrange for loan from someone else? If so, with whom and under what conditions?

7. Amount of money advanced by machine operator since machines were installed.

8. Amount of money owed by licensee to machine operator at present.

9. Does the licensee have a written contract or agreement with the machine operator? How long does it run and what are its provisions?

10. How long has the operator had his machine installed?

11. What other coin machine operators have had devices installed on premises during present owner's tenure?

12. How many \$250 federal tax stamps are attached to the machines? How many city license stamps for coin-operated devices are attached?

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Photomatic, brand new Write	Drivemobile 150	Ex. Shooting Gallery 150
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Boomerang 95	Set Shot Basketball 195	Ex. Sky Gunner 125
Midjet Movies 125	Shoe Shine Machine 150	Nite Filter 125
C.C. Basketball 150	Kay's Team Hockey 225	Ex. Super Bomber 150
C.C. 4-Pl. Derby 125	Tungo 125	Genco State Fair 240
C.C. Goalee 95	Sidewalk Engineer 150	C.C. Midget Skee Alley 125
C.C. Twin Hockey 225	Williams Peppy 195	Un. Bonus Gun 220
Genco 2-Pl. Basketball 195	Williams Ten Strike 195	Un. Pirate Gun 245
Genco Gypsy Grandma 195	Bangorama 150	Keeney Air Raider 165
Genco Motorama 250	Tungo 150	Keeney Sportsman 195
Cap. Panoram 325	Bally All Star Bowler 195	Vanguard Gun 475
Mills Panoram 350	Miniature Golf 85	Hercules Gun 395
Flying Saucer 95	Miniature Football 85	Jet Pilot, new 395
	Stan. Metal Typer 250	Red Ball 295
	Jack Rabbit 125	Toboggan 300
	Hole in One 195	Jungle Joe 125
	ABT Gun Range 395	Gen. Horoscope 225
	Undersea Raider 125	Leaves 35
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	C.C. Pistol 75	Heavy Hitter, Jr. 50
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COINMEN
in the **NEWS**

Continued from page 66

CHICAGO BUZZ

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

Al Thoeke, United sales rep, on his way to Bilotta Distributing offices in New York and Albany and to Rex-Bilotta headquarters in Syracuse. He'll then head for Mickey Anderson's locale in Erie, Pa. . . . Meanwhile, Roy Kraehmer, new United Music executive veep, and sales rep John Casola will be conducting a showing of the United phonograph at the Holiday Inn, Knoxville, Tenn.

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

(Continued on page 73)

Committee Named for Neb. Meet

OMAHA—Committee members for the Music Guild of Nebraska's Midwest coin machine show, to be held here March 12-13 at Omaha's Sheraton-Fontenelle Hotel, was named last week. Chairman for the event is Howard N. Ellis, also president of the group.

Forums and work shop sessions will be handled by Ted Nichols, Fremont operator. The sessions will begin at noon, Saturday (12), lasting thruout the day. Nichols will announce subject matter later. Registration will be handled by Dick Taylor, Lincoln operator.

Donation

Jerry Witt, Omaha, is in charge of public relations. He will select an eligible organization to receive the group's traditional \$100 donation to a charitable or civic group. Presentation will be made Sunday (13).

Exhibits are being arranged by Harry Abramson, Omaha. The floor will be open and ready for setting up Saturday morning. Exhibits will be shown thruout the convention, except during the Sunday afternoon business meeting.

Entertainment is being arranged by Ed Zorinsky, Omaha distributor.

Prizes

Door prizes are being handled by Ralph Reeves, Norfolk. Prizes will be donated by manufacturers, distributors and one-stops. Drawing will be held Sunday evening with Reeves in charge.

Chairman Ellis said that plans for the conclave are shaping up well, with the group confident of a fine turnout.

Wurlitzer Plans Coast Service Shop

LOS ANGELES—The Wurlitzer Company will open a factory branch for sales and service at 2940 West Pico Blvd. in the near future.

The building has been leased from Sam Ricklin of California Music. The present occupants, American Coin Machine Company, a used equipment and service organization headed by the three Lanzy brothers, will vacate by February 1. They have leased quarters at 2962 West Pico Blvd.

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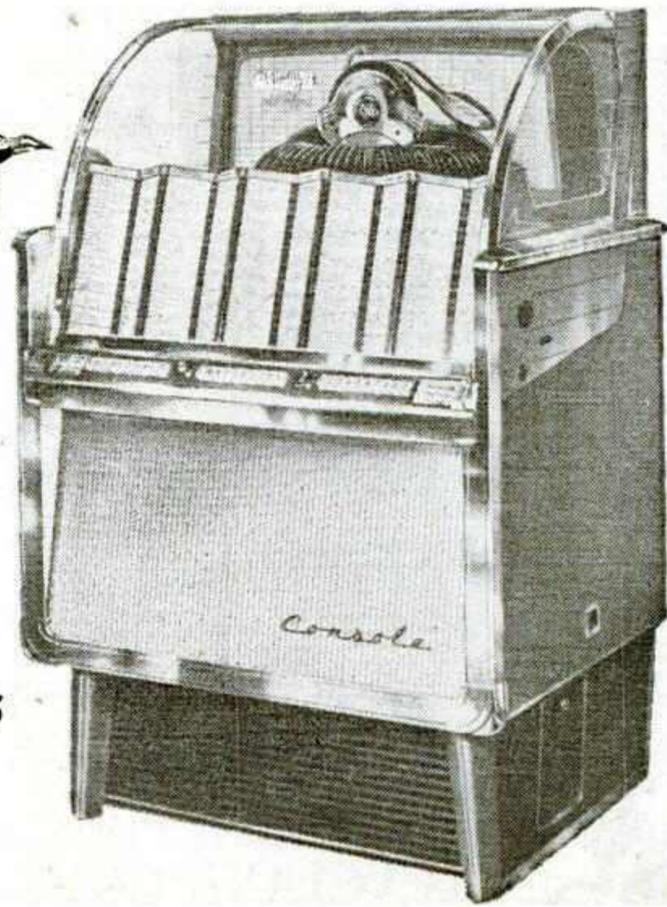
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Games Inc. Super Hunter	245
Games Inc. Skool Shoot	250
Games Inc. Big Horn	225
Games Inc. Gun Smoke	225
Games Inc. Hunter	195
Auto Bell Circus Days	195
Auto Bell Play Ball	245
Auto Bell Wagon Wheel	265
Kooney Big Tent	195
Kooney Deluxe Big Tent	245
Buckley Point Makers (late models)	395

MUSIC

AMI C-40 (45 RPM)	\$ 75
AMI D-40 (45 RPM)	125
AMI D-80	185
AMI F-80	285
Wurlitzer 1900	395
Wurlitzer 2000 (with speed read program holder)	445
Seeburg 100 A (45 RPM)	125
Seeburg 100 R	465
Seeburg V-200 N conv. to VL (with speed read program holder)	445
Seeburg KD-200	545
Rock-Ola 1434 (45 RPM)	95
Rock-Ola 1455 S	445

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N. Y. Coin UJA Group Begins '60 Campaign

NEW YORK — The United Jewish Appeal coin machine industry committee met at a dinner meeting at UJA headquarters on West 58th Street, Thursday evening (21). A feature of the meeting was the presentation of a short film, outlining the desperate need for housing and other decent accommodations of life in Israel.

A tentative date of Saturday evening, April 30, for the UJA-coin banquet was set, subject to change later, depending on the

availability of suitable hotel banquet accommodations for that date. This part of the planning is being handled by George Nemsoff of UJA. Al (Senator) Bodkin nominated Irving Holzman as the chairman for this year's affair, a nomination which was enthusiastically seconded and passed unanimously.

Some discussion was devoted to the participation of the coin industry public relations committee in setting up the dinner. There was also discussion on the active participation of up-State groups and individual operators in the banquet. Before the close of the meeting financial pledges of support were accepted from Lou Boorstein of Leslie Distributors and cigarette operator Max Weiss.

Attending the planning meeting were Weiss, Holzman, Bodkin, Nash Gordon, Carl Pavesi, Seymour Pollack, Boorstein, Nemsoff, Al Denver, Sandy Moore, Gabe Forman and Ren Grevatt.

N. Y. State Op Named Bank Vice-President

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

Meyer Parkoff, head of Atlantic New York, Seeburg distributor here, singled Carpenter out for a special accolade, when he declared, "Mr. Carpenter has exemplified all the true attributes of a fine businessman, conducting himself with integrity and dignity in the coin machine industry. He deserves commendation for elevating himself to such a high position, which in turn, lends more character to all the members of the coin machine industry."

N. Y. Guild Plans Annual Affair

POUGHKEEPSIE, N. Y.—The New York Operators Guild monthly meeting Wednesday (20) was well attended by both members and guests. The conclave was held at the Nelson House Hotel here.

A feature of the meeting was the showing of new Wurlitzer juke models by Bob Catlin of Bilotta Distributors. A committee was also appointed to look into the matter of the Guild's annual function, to take place sometime in late May or early June. In recent years, this has taken the form of a weekend affair at a country club or resort hotel in the Catskill Mountain vacation area. The committee consists of Guild prexy Jack Wilson, Mike Mulqueen, Joe Reich, and Tom Greco.

Guests attending Wednesday's meeting included Catlin and his service manager, Gordon Howard of Atlantic New York, Irving Kempner of Runyon Sales, and Bernie Boorstein of Leslie Distributors.

Members of the Guild in attendance included Wilson, Lester Smith, Mrs. Gertrude Brown, Joe Reich, Millie and Mac McCarthy, Mike Mulqueen, Joe Lippi, Mrs. Ann Koenig and her manager, Jack Rahm, John Nuccitelli, Jimmy DeMare, Nick Kuprych, Mac Douglas, the Greco Brothers and attorney Lou Werner.

Survey Lists Pin Locations

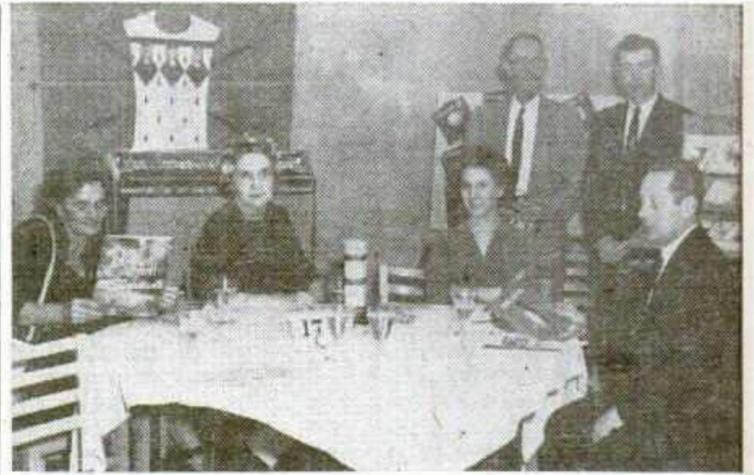
HARRISBURG, Pa. — Should the United States Supreme Court uphold the Pennsylvania ban on multiple-coin pinball machines, the State will have no trouble learning what taverns have the machines.

A State Liquor Control Board survey revealed that 1,231 taverns in the State still had the outlawed equipment on the premises.

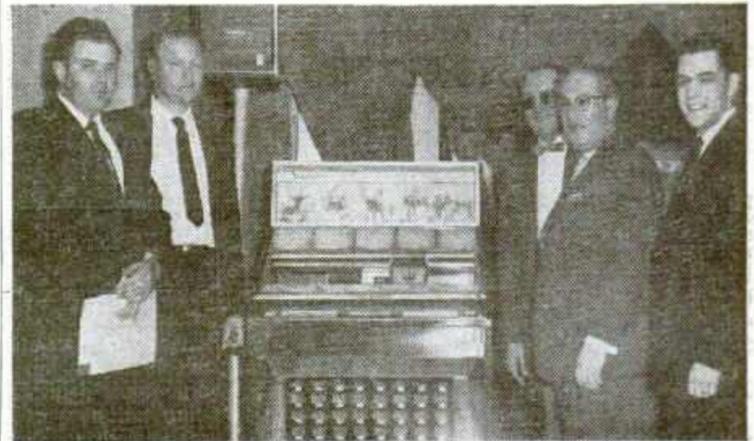
The State police cannot do anything about it, however, until the United States Supreme Court upholds the rulings of the Pennsylvania high court.

They are restrained from seizing the machines until such time by a State tribunal order handed down two weeks ago.

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



KNIGHTS OF THE round table at W. B. Music Company's Kansas City unveiling of the new Seeburg line are Mrs. Archie Kepford, Mrs. John Plumb, Mrs. Norbet Reddig, Archie Kepford, John Plumb and M. Dunn.



MORE THAN 100 operators and guests attended showings of the new Seeburg by Kansas City distributor, W. B. Music Company, at the Bellerive Hotel. Looking over the machine are Sam McGuire and crew, together with Harry Silverberg, W. B. president, and Stan Weiner.

Memphis Cafe Ops Move to Quash New City Beer Tax

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

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

Confiscatory

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

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

suit is a test case to determine whether it is constitutional.

Drew Canale, owner of Canale Amusement Company and other coin machine operations and a leader in the local industry, said he had talked to a number of operators and their feeling was that the increase, if allowed to stand, would be harmful to their business in that some small location owners would have to close and locations would be lost.

Usually there is a juke box, cigarette vending machine, pinball or shuffleboard or bowling game at each spot. Number of machines, depending on size of the location, usually varies from three to five.

Canale said a small cafe owner can start in business with only \$200 to \$250 and make a living at it, but the additional \$50 tax would be a great burden and they should not be penalized. He said the restaurant business changes hands more than any other in the U. S.

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G200 with conversion unit \$345

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PIN PERMITS OK'D IN CHATTAN'GA

CHATTANOOGA — Harry Pierce, license inspector, says permits for approximately 90 pinball machines have been issued by the city licensing division. The city started accepting applications for pinball permits December 15 after the State Supreme Court had ruled the city's ordinance against pinball machines was invalid.

M. L. Schaefer, 72, Dies in Milwaukee

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

Schaefer had been active in the coin machine business for more than 30 years. He was primarily a music equipment operator, altho he at one time also ran a string of cigarette machines.

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

Survivors include his widow, Alma; a brother and three sisters.



Continued from page 70

MILWAUKEE ROUND-UP

Coinmen here were saddened to hear of the sudden death of **Matt Schaefer**. In recent years his contacts with others in the trade were few because of his poor health, but veteran tradesters recall that prior to the stroke that slowed him down, Matt was one of the bulwarks of the local and State associations. He was primarily a music operator. According to **Sam Hastings**, president of the Milwaukee Coin Operators' Association, Matt was well liked and highly respected by everyone in the industry. His support will be missed.

Heavy snows didn't keep all the coinmen off the job. **Nelson Tompkins**, Tompkins Coin, Manitowoc, and **John Jesinski**, Sheboygan, braved the snow drifts to make their regular disk shopping trip to one-stopper Record City, reports counterman **Joe Jarmusz**.

According to **Harry Cisler**, Cisler Music, "Business is just about on a par today with what it was a year ago. We have no complaints." Outlook for the balance of the year? "We look for this to be a good year," Harry concludes. . . . Directors of the Milwaukee Coin Machine Operators' Association were scheduled to hold their monthly meeting January 18. On the agenda: Ways and means of boosting membership. Oshkosh coinmen **Val Andreas** and **Don Stowe**, who run Appliances, Associated, have moved to larger quarters at 205 Ceape Street. . . . According to **Mike Bosanec** and his partner, **Jim Hudy**, route receipts have shown recent improvements.

George Klamm, road salesman for Rock-Ola distributor Badger Novelty Company, just returned from a trip thru the Fox River Valley and claims business is holding up well. New office girl at Badger Novelty Company is **Frances White**. Also new on the staff is serviceman **Richard Dejewski**, formerly with Egelseer Coin Machine Company.

Two new names are on the G. & W. Novelty Company roster. They are **Jim Blanc**, formerly with S. L. London Music Company, and **Larry Conger**, an ex-Wisconsin Telephone Company employee. Both are mechanics, according to **Glenn Geadtke**. G. & W. Novelty Company partner **Herb Wagner** is planning to leave shortly for a vacation in St. Petersburg, Fla.

Doug Opitz, Hilltop Coin Machine Company, joined the sick list. He spent several days home nursing the flu. . . . Coffee and sweet rolls are on the house all day long at the United, Inc., Vliet Street headquarters. The new policy, reports **Harry Jacobs Jr.**, has been meeting with excellent reception. "Can't beat the prices," comments Harry Jacobs Jr.

Benn Ollman

AROUND ST. LOUIS

Mr. and Mrs. Louis Morris are vacationing in Florida. They left St. Louis January 14 and will spend several weeks in the South. Morris, president of Morris Novelty Company, hopes to get in some fishing on **David Gottlieb's** yacht, Flipper, while on vacation. Even if he misses a good catch, Morris already is one up on St. Louisans. He left the city before wintry weather settled in this area.

A plan whereby Missouri location owners can become booster members of the MOA has been put into operation by the Missouri Association of Music and Coin Machine Operators. The dime-a-week plan was set up in such a way that location owners take 10 cents a week from the juke box collection until the \$2.50 booster membership is paid for, if the owner wants to be affiliated with the national association. The plan will be presented by the Missouri delegation at the next annual convention of the MOA. **John Fling**, Kansas City, is secretary-treasurer of the Missouri organization.

Ted Key, Farmington, Mo., music and games operator, dropped by Central Distributors January 18 making purchases and looking for more routes to buy. Key was optimistic about the coin machine industry and business in general. . . . **Tony Koupal**, an officer of Central, said conditions in the St. Louis area are about the same as they were a couple of months ago.

South

MISSISSIPPI MEMOS

John Haley is still expanding his business. He started with a route and now has big ones spread around of jukes, games and cigarette machines. He has a big wholesale tobacco warehouse at Canton and branch offices in Jackson and Durant. . . . **J. T. Long**, Long Amusement Company, Hollandale, bought a flashy 1960 Oldsmobile and reports a big fall season for his business, a music and game route in the rich cotton-growing Mississippi Delta.

Paul Mauceli, Paul's Novelty Company, Greenville, is putting up another commercial business, his fourth, in addition to operating his music and game route. He rents the building out to various businesses. This one is for an auto tire recapping company. Paul also reports his two-way radio system saves him a great deal of overhead expense. . . . **Chester Richardson**, Richardson Amusement Company, Greenville, is recovering from pneumonia and hopes to get his route revamped soon.

Johnny and Alex Allegrazza, twin brothers who operate Ace Amusement Company at Shaw, have bought a drive-in restaurant at Cleveland and are remodeling it for leasing. It will be a rental property as well as a good juke and game location for them. . . . **Pete Manos**, PM Music Company, Greenville, was seen unloading four new bingo games recently. He is bringing his route up to date. He is paying the \$250 federal tax stamp on them. Manos reports

(Continued on page 74)

Williams Hosts Houston Trade

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

The showing was staged at Houston's plush Varsity Room in Ye Olde College Inn, running from 2 p.m. to well past midnight. A wide variety of refreshments and food were served, with the operators dancing thruout the affair. A bottle of Rhine imported champagne was awarded each hour as a door prize.

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

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Pa. Coin Group Sets Statewide PR Push

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

So said Leon Taksen, manager of the Amusement Machine Operators' Association of Pennsylvania. He was referring to the State Su-

preme Court ban on multiple-coin pinball machines.

"We all had to think about ourselves there for a while," he said. "After all, our own businesses are our bread and butter. But now that the State ruling problems are over with we can start going full force once more with the association."

PR Program

One of the first things the AMOA of Pennsylvania did after the trouble period was over was to make plans for its public relations program.

The board of directors at a meeting earlier this month decided to concentrate the group's public relations efforts for the first year on helping various charities.

"We decided to make donations to such groups as the Red Cross, the cancer crusade and so forth," Taksen explained. "Since we are a Pennsylvania group, we will make our donations to the Pennsylvania chapters of these organizations. If they want to pass it on up to the national body then that's up to them."

Taksen said this is the only public relations plan at the present. The entire State association must approve the board of directors plan at the mass meeting on February 3.

Fla. Ops See New Wurlitzer at Bush

MIAMI — After hosting the showing of the new Wurlitzer line in West Palm Beach, Friday (8), and in Jacksonville, Sunday (10), Ozzie Truppmann, Bush Distributing Company, was still full of smiles and enthusiasm at the 1960 Wurlitzer debut at the home offices in Miami.

Among those present were: Bobby Schwartz, B&B Vending; X. Y. Zevery, Radio Center Music Co.; Vic Bray, Vic's Service; Sam Marino, Marino Music Co.; Len Baitler, AMOA; Howard Greenberg, Nat Schenfield, Viking Export Co.; William Blatt, William Blatt Music Co.; Harry Baron; Lucky Skolnick, Lucky Amusement Co.; Leon Markowitz, Noel Music Co.; Scotty Daddis, Scotty Amusement Co.

Also David Friedman, American Operating Co.; Murray M. Gross, Gross Music Co.; Morris Marder, Sol Tabb, M&M Service; Oscar Garcia, Oscar Garcia Music Co.; Willie Levey, Ed Leopold, Mel Schwartz, Mellow Music Co.; Jack Lipsiner, Coin Operated Service; Sam Taran, Gene Lane, Taran Distributing Co.; Mac Reisen, Radio Center Music Co.

Bob Weller and Marion Godwin, assisted Ozzie Truppmann in introducing the many new features of the 1960 Wurlitzer 100, 104 and 200 phonos.

Preceding the formal Tampa showing of Monday (11), an informal cocktail party was held Sunday afternoon for a sneak preview at the office and showrooms. The event was hosted by Tampa Manager Billy Whitcomb and assistant, Tony Antone.

Among the operators attending were Johnny Freeman, Clearwater Music Co., Clearwater; Joe Daniels and Roy Carney, Jolly Novelty Co., Tampa; Mr. and Mrs. Emmett Peth, Suncoast Music Co., St. Petersburg; William Gentry, Contract Repair Service, Tampa; Sam O'Connell, Sunshine Music Co., St. Petersburg; F. M. Chiles Jr., Tampa Music Service; Buddy Shuman, Shuman Music Co., Tampa; Charles Welborn, T. O. Busbee, J. T. Echols, Jean Young, Tommy Davis, Twenty Record Phonograph Co., Tampa.

Also Tom Taylor, Gene Wilson, Miller Phonograph Co., Plant City; Joe Fernandez, Claude Spangler, Jack Young, J. D. McCoy, Automatic Merchandising Co., Tampa; W. W. Daniels, Wayne Daniels, Mr. and Mrs. Sam Gaskins, Bob Macherman, Ideal Music Co.; Anne Cannon, Mr. and Mrs. Tommy Polk, Pinellas Music Co., Clearwater; Syd Sapp, Earl Crosby, Fred House Music Co., Sarasota; Mr. and Mrs. James Dowling, Dowling Music Service, Winter Haven; Mr. and Mrs. Buddy McKeown, Buddy's Music Service, Winter Haven; Glen Smith, Sylvanus Music Co., Dundee; Lester Rushing, Rushing Music Co., Tampa.

Also Cecil Buchan, Rainbow Music Co., Tampa; Al Underwood, Al's Music Service, Fort Myers; Corky Sabin, 100 Record Phonograph Co., Tampa; Clyde Murrell, Murrell Amusement Co., Lakeland; Jim Tollano, Cecil Wise, Jack Evans, Harry Papalos, Modern Music Co., St. Petersburg, and Ed Guy, 50-50 Music Co., Clearwater.

Wolfe Bows New Seeburg in Miami

MIAMI—Cy Wolfe, Wolfe Distributing Company, unveiled the new Seeburg to South Florida operators at the Skyroom of the Dupont Plaza Hotel here recently.

Among the guests were: Mr. and Mrs. Buster Bailey, Deale Music Co.; Ronald Shapiro and Bunny Florio, Broward Music Co.; Mr. and Mrs. William Blatt, Mr. and Mrs. Dave Shiffrin, Bert Blatt, Paul Daniels, William Blatt Music Co.; Virginia Petricini, Fidelity Music Systems; Willie Levey, Mr. and Mrs. Eddie Leopold, Mellow Music Co.; Sid Ritterman, Phil Zimand, Eddie Dee, Mr. and Mrs. Harry Zimand, Mr. and Mrs. Harold Berk, Arthur Zimand, Acme Music Co.; Morris Marder, Sol Tabb, M. & M. Service.

Also Mr. and Mrs. Bobby Schwartz, B&B Vending; E. J. Issenberg, Joe Issenberg Music Co.; Eloise Mangone, Mangone & Mangone; Mr. and Mrs. Gene Lane, Taran Distributing Co.; Dave Friedman, American Operating Co.; Mr. and Mrs. Morris Diamond, Diamond Amusement Co.; Murray Gross, Gross Music Co.; Arnold Rogan, Rogan Amusement Co.; Walter Kardy, John Marino, Marino Music Co.; Paul Pincus, Whitey's Amusement Co.; Frank Brady, Charles M. Brown, Jack Hunt, Lake Amusement Co., Pahokee.

Also Gleason Stanbough, Snooky Stanbough, Florida Music Co., West Palm Beach; Mr. and Mrs. Lucky Skolnick, Lucky Amusement Co.; Nat Shenfield, Viking Export Co.; Al Cassorla, Al's Music Co.; Leon Markowitz, Noel Operating Co.; Ted Hunt, Leon Feilback, Star Music Co., Hialeah; Bobby Cox, Flamingo Music & Cigarette Co., West Palm Beach; Don Armstrong, Gordon Williams, Flamingo Music Co.; Mr. and Mrs. Dick Daddis and Mr. and Mrs. Scotty Daddis.

Musical Sales To Distribute Smoke Shop

ST. LOUIS—Musical Sales Company, headed by Joseph McCormick and Don Tabbachi, has branched out into distribution of cigarette vending machines. The company, which also is local distributor for Rock-Ola phonographs, has held the cigarette machine franchise for Smoke Shop machines for about a month and received its first shipment from the manufacturer, Automatic Products Company, St. Paul, on January 18.

The firm's territory for the cigarette machines coincides with its distribution area for juke boxes, roughly Eastern Missouri and Southern Illinois. Tabbachi said the territory extends south to the Missouri border and west to Springfield, Mo., and in Illinois from that State's capital (Springfield) southward.

Musical Sales recently became the St. Louis distributor for Rock-Ola juke boxes.

Since the activities of the company have expanded, a road salesman has been hired. He is Frank Bunten, who had been a furniture and appliance salesman for the last 15 years. This is his first venture in the coin machine industry.

Bunten, 41, made a trip with co-owner McCormick into Southern Missouri to meet operators and location owners in that part of the Musical Sales distribution territory. He is scheduled to accompany Tabbachi the week of January 25-29 to cover areas served by the company in Southern Illinois.

Bunten is married and has three children. The oldest, Ronald, 18, is a seminary student at St. Vincent's College, Cape Girardeau, Mo. Bunten's other children are Nancy, 13 and Margie, 11.

STEP UP

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AMI

H120	\$575.00
G120	425.00
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WALL BOXES

AMI W-200	\$79.50
Seeburg D3WA	99.50
Wurlitzer 5250	89.50

CIGARETTE VENDORS

Corsair "30"	\$249.50
Eastern "22"	195.00
Rowe 8 Col. Diplomat	39.50

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COINMEN
in the news

Continued from page 73

a good fall business and believes 1960 will continue to bring good business.

Clarence Spain, Spain Amusement Company, Tunica, and one of his route men, J. W. Smith, were in Memphis recently looking over some new stereo juke, believe they are the coming thing. . . Also seen in Memphis examining new equipment and buying supplies were C. E. Spencer, Spencer Novelty Company, Holly Springs; B. D. Sparks, Friendly Music Company, Columbus; Eugene Bul-lard, B & J Amusement Company, Maywood; E. E. Steed, Steed Amusement Company, Tupelo, and Lavaughn Johnson, Johnson Amusement Company, Corinth.



E. E. Steed

IND. JUDGE BLASTS SOLONS FOR PIN LAW CONFUSION

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

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

"No evidence is before the court that there was anything of value passed unless a free play is something of value," the judge continued. "The Legislature could just as well have said these are gambling machines with or without a recording device."

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

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

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

Sammons Hosts Memphis Ops At Showing of New Seeburgs

MEMPHIS—George Sammons, president of Sammons-Pennington Company, Seeburg distributors, hosted the largest showing of the season last week as he unveiled the new 1960 Seeburg phonograph line here.

Sammons also showed new lines of games, popcorn machines, coffee vending machines and a four-flavor cold drink machine.

The showings were Sunday and

Monday (3-4), with numerous factory representatives present to explain the equipment.

A delicious buffet luncheon was served, catered by a restaurant in which Sammons' father, L. C. (Pappy) Sammons, is a partner. Name is Pappy's and Jimmy's, famous to all Memphians and Mid-Southerners for its good food.

Operators and guests were greeted by Sammons' secretary, Anna Jeanne Lindell. The factory representatives on hand were: George Glass, vice-president in charge of vending sales of the Seeburg Corp., Chicago; O. C. Long, Southern regional manager of Seeburg, Atlanta; Norman Haas, Seeburg regional service engineer, Chicago; James Crosby, General Foods Co., distributors of Maxwell House coffee, and Dean's milk, used in the coffee machines; Allen McDowell, Memphis, Lilly Cup Co., supplier of cups used in the drink vending machines.

Also present was V. N. Allbritton, Chicago, regional representative of J. H. Keeney Co., manufacturer of popcorn machines. Robert Goad, in charge of Game Sales Co., subsidiary of Sammons-Pennington Co., explained the new game lines.

Ops

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

Operators from Memphis included E. T. Luckett, Lucky's Music Co.; L. P. Dickens and family, Curley's Music Co., Stanley Werner and wife Rose, Dixie Music Service; Tommy Jernigan, Poplar Tunes Music Service; Jake Kahn and wife, Tri-State Amusement Co.; Bill Carver, Tri-State Amusement Co.; Guy Canipe and Bill Canipe and wife, Canipe Amusement Co.; C. W. Hammer, Hammer Vending Co.; Gordon Rhinehardt, Rainbow Music Co.; Johnny Novarese, Poplar Tunes Music Service; Frank Berretta, Poplar Tunes Music Service.

Tommy Webster and Tommy Blankenship, Canale Amusement Co.; Charles Kahn, Tri-State Amusement Co.; Jimmy Rutledge, Ace Music Co.; Bobby Doll, Roll Vending Co.; Bobby Harbin and Billy Harbin, Harbin Music Co.; Allen Y. Keller, Central Music Co.; Charles Pugh, Quality Vending Service; Leo Pieraccini, Rainbow Lake Music Co.; Frank Cole, Cole Vending Co.

More Ops

Don Blankenship, Bianchi Vending Co.; Edward Bodenheimer, Shelby Amusement Co.; Frank Carroll, local distributor for Dot

records; Robert Adams, manager of Record Sales Co.; Milo Solomito, Ace Music Co.; Jack Embry, Central Music Co.; Wallace Nolen, Nolen Music Co.; Henry Trigg and wife, Commercial Music Co.

Mid-South operators included Andrew Cassinelli and his two sons, Little Rock Amusement Co., Little Rock, Ark.; Melvin Lapedes, Osceola Amusement Co., Osceola, Ark.; Bill Kenny, Dan's Cigarette Service, Newport, Ark.; Clarence Spain, Spain Amusement Co., Tunica, Miss.; J. W. Smith, Spain Amusement Co., Tunica, Miss.

Bill Herman and family; John & Frank, Inc., Marked Tree, Ark.; J. D. Ashley, Globe Coin Machine Co., Little Rock; Roy Colson and son, D & D Cigarette Vendors, Little Rock; Pete Gurley and wife, Ace Music Co.; Little Rock; Fred Rauschenberger, Globe Amusement Co., Little Rock; Bob Beard, Broadway Music Co., Carruthersville, Mo.; C. E. Tolliver and wife, Lepanto Music Co., Lepanto, Ark.; Tom Sinclair and wife, Crown Music Co., West Memphis, Ark.

Some More Ops

Paul Adams and wife, Rice Belt Music Co., Stuttgart, Ark.; Clay Davis and family, Tri-State Vending Co., Marianna, Ark.; Lee Thompson and family, Tri-State Vending Co., Marianna, Ark.; Olan Jackson and wife, Jackson Music Co., Brinkley, Ark.; C. E. Spencer, Spencer Candy Co., Holly Springs, Miss.

Tom Armstrong, Armstrong Music Co., Brinkley, Ark.; W. H. Raff, Raff Vending Co., Helena, Ark.; Al Jenkins and wife, Jenkins Vending Co., Dyersburg; A. G. Williams and wife, Williams Music Co., Monticello, Ark.; B. D. Sparks, Friendly Music Co., Columbus, Miss.

Johnny Allegrazza and Alex Allegrazza, Ace Music Co., Shaw, Miss.; Joe Michie, Day Amusement Co., Blytheville, Ark.; C. E. Dawson, C. & D. Music Co., Hayti, Mo.; Roy Morris Jr., Morris Music Co., Somerville, Tenn.; Paul Mucceli and wife, Paul's Novelty Co., Greenville, Miss.; Ernest Toland, Toland Music Co., DeWitt, Ark.; Frank Shireman, Toland Music Co., DeWitt, Ark.; Frank Wade, Tri-State Vending Co., Marianna, Ark.

Guests

Jimmy Laine, Keene Music Co., Union City, Tenn.; Mahon Jones, Jones Amusement Co., Holly Springs, Miss.; Vincent Doss, Doss Vending Co., Cairo, Ill.; Nathan Wheelless and Bobby Joe Adams, Service Amusement Co., Jonesboro, Ark.

Fred Swan, Swan Amusement



OPERATORS attending recent Wurlitzer showings of the new line received a novel souvenir for their efforts—a small toy bank, a replica of the new Model 2400 juke box. Model Susan Saunders shows how the bank can even accept half-dollars, just like the full-size counterpart. The little metal models are fully colored and complete, even to the transparent dome glass.

Co., Forrest City, Ark.; Odean Craig, Craig Amusement Co., Ripley, Tenn.; Bethel Green, Snow Amusement Co., Collierville, Tenn.; William Forsythe, Forsythe Amusement Co., Millington, Tenn.; Albert Uttz, Dixie Novelty Co., Covington, Tenn.; Eugene Bullard, B. J. Amusement Co., Maywood, Miss.

Lloyd Barber, B. & C. Music Co., Forrest City, Ark.; Wayne Cartiller, B. & C. Music Co., Forrest City, Ark.; Duane Faulk, Faulk Amusement Co., Hot Springs, Ark.; Warren B. Smith, S. & D. Amusement Co., Hoxie, Ark.; Robert Kirspe, Kirspe-Hollenberg Amusement Company, Little Rock, Cecil Hill, Hill Amusement Co., Little Rock.

Hold Rites for Joseph Bak, United Exec

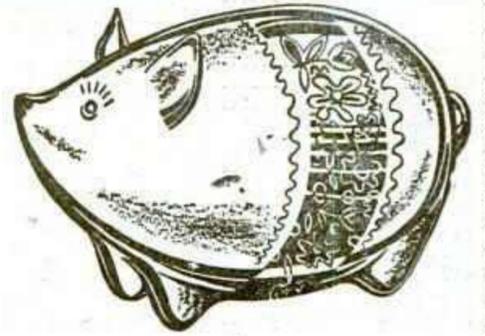
CHICAGO — Funeral services for Joseph M. Bak, 50, United Manufacturing Company assistant superintendent, were scheduled for today (25) at the Diversey Funeral Home, Chicago. Burial is at St. Adelberts Cemetery, Niles, Ill.

Bak, a veteran of 25 years in the coin machine business, had been with United since its very beginning.

He is survived by his widow, Bernice, and six children. Death came after a long period of illness.

HAVE EQUIPMENT—WILL SELL

AT
WORLD
WIDE
MONEY-
SAVING



LOWEST PRICES... ALWAYS!

Bally LONG BOWLERS

11-FT. ABC BOWLING LANE	\$250
14-FT. ABC BOWLING LANE	250
11-FT. ABC CHAMPION BOWLER	415
14-FT. ABC CHAMPION BOWLER	425

BINGOS

BALLY	UNITED
CYPRESS GARDENS	\$275
MISS AMERICA	195
KEY WEST	145
BIG SHOW	135
NITE CLUB	110
BROADWAY	95
GAYTIME	85
BIGTIME	75
BRAZIL	\$65
HAWAII	55
MEXICO	50
MONACO	65
PIXIES	55
SINGAPORE	75
STARLET	55

ARCADE

Bally ALL STAR BOWLER	\$125
Chicago Coin CRISS CROSS TARGETTE	75
Chicago Coin REBOUND SHUFFLES	65
Bally GOLF CHAMP	175
Chicago Coin ROCKET SHUFFLE	135
Bally SKILL ROLLS	75
Williams' 10 STRIKE	110
United SHOOTING STAR	150

PHONO SPECIALS

ROCK-OLA	SEEBURG
1465-200	\$615
1458-120	565
1455-D	485
1438	285
KD-200	\$550
HF 100-R	495
M100 B	245
M100 A (45 RPM)	125
A. M. I.	WURLITZER
I-200	\$685
H-200	615
E-120	245
2250	\$615
1800	345
1700	295

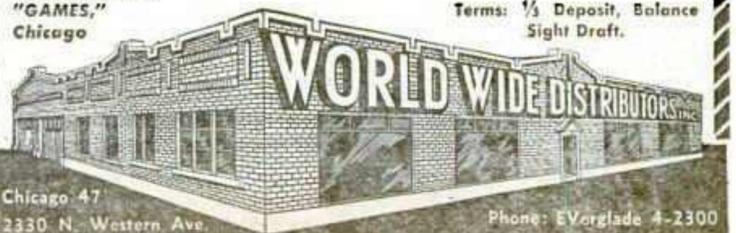
WANT TO BUY Late BINGOS

Will Trade or Pay Highest Cash Prices

ALL EQUIPMENT COMPLETELY RECONDITIONED

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47

2330 N. Western Ave.

Phone: EVerglade 4-2300

SPECIAL READ THIS!

SHUFFLE ALLEYS

13 United Regular Shuffle Alleys	\$ 50
3 United Clover Shuffle Alleys	65
2 United Olympic Shuffle Alleys	65
7 United 10th Frame Shuffle Alleys	75
1 United Cascade Shuffle Alley	75
2 United Classic Shuffle Alleys	90
1 United Venus (moving lights)	90
1 United Royal Shuffle Alley	100
1 United Super Bonus Shuffle Alley	160
1 United League Shuffle Alley	165
2 United Capitol Shuffle Alleys	215
1 United Regulation Shuffle Alley	270
3 Bally A B C Shuffle Alleys	375
1 Chicago Coin Criss Cross S. A.	65
2 Chicago Coin Starlight S. A.	75
1 Chicago Coin Crown (moving lights)	80
1 Chicago Coin Rocket Shuffle	125
2 Chicago Coin Holiday Shuffle Alleys	125
3 Chicago Coin Triple Strike (moving lights) Shuffle Alleys	150
2 Chicago Coin Blinker (moving lights)	180
3 Chicago Coin Hollywood (moving lights)	180
2 Chicago Coin Thunderbolt (moving lights)	200
2 Genco Shuffle Pool Shuffle Alleys	75
4 Keeney Fascination Shuffle Alleys	170

BOWLERS

2 Unjted Bowlers, 14 ft., 3-inch Balls	\$175
5 United Playtime, 13 ft., 4-inch Balls	195
1 United Royal Bowler, 13 ft., 4 1/2" Balls	400
1 United Royal Bowler, 16 ft., 4 1/2" Balls	450
1 United Duplex Bowler, 13', 4 1/2" Balls	575
2 Bally A B C Bowlers, 14', 3" Balls	325
1 Bally Trophy Bowler, 11', 4" Balls	500
2 Bally Lucky Bowlers, 14', 4" Balls	525
2 Bally Trophy Bowlers, 14', 4 1/2" Balls	600
4 Chicago Coin Bowling League, 14 ft., 3 1/2" Balls	175
2 Chicago Coin TV Bowlers, 13 ft., 4 1/2" Balls	225
2 Chicago Coin Classic Bowlers, 16 ft., 4 1/2" Balls	450
5 Exhibit Tru-Bowlers (conversion), 16', 4" Balls	150

SPECIAL MUSIC

1468 120-Selection Rock-Ola Phonos (brand new), 1959 Models	\$750
1468-ST 120-Selection Stereo Rock-Olas (brand new), 1959 Models	850

Modern Dist'g Co.

3222 Tejon Street, Denver 11, Colo. Phone GRand 7-6834

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

BALLERINAS

Write, wire or call
NEW ORLEANS NOVELTY CO.
 415 Magazine St. New Orleans, La.
 Tel.: JACKSON 2-5306

WE HAVE BINGOS, MUSIC & ARCADE EQUIPMENT

Here are the prices
 All equipment cleaned & checked

Big Time	\$ 50.00
Gay Time	50.00
Beach Beauty	55.00
Big Show	60.00
Broadways	60.00
Night Clubs	60.00
Parade	70.00
Show Time	80.00
Key West	80.00
Miss America	110.00
Sun Valley	135.00
Cypress Garden	165.00
Chl. Coin Quarterback	75.00
Coon Hunts	75.00
Midget Movies	95.00
Around The World Trainer	225.00
ABT Shooting Gallery (Complete with compressor & guns)	275.00
Moon Rides	100.00
Rock-Ola 1468 Stereo, New in crates.	Write
Rock-Ola 1468 (mono, 120-sol.) slightly used	675.00
Rock-Ola 1468 (stereo, slightly used)	790.00
Rock-Ola 1475 (200-sol. mono)	725.00
Rock-Ola 1455 D's (200-sol.)	450.00
Rock-Ola 1454 (120-sol.)	450.00
Rock-Ola 1448 (120-sol.)	425.00
Rock-Ola 1438 (120-sol.)	275.00

ALL MUSIC FULLY RECONDITIONED

SCOTT CROSSE CO.

1423 Spring Garden St., Phila. 30, Pa.
 Rittenhouse 6-7712
 Exclusive Dist. for Bally in E. Pa., and
 Rock-Ola in E. Pa., So. Jersey and Del.
 Branch: 1101 Pittston Ave.
 Scranton, Pa.

S. D. Operators Hold Meet

Continued from page 64



DIRECTORS of the South Dakota operators' association are Norman Gefke, Sioux Falls; Tony Trucano, Deadwood; Burrell Brown, Mobridge, and Lloyd Morgan, Rapid City.

the new machines were on display in the mezzanine lobby where comfortable seating was supplied for viewing, listening, demonstration and the usual shop talk. One of the major Northwest phonograph record distributors, Lieberman Music Company, of Minneapolis, was represented by Harold Lieberman Jr.

All four State directors, Norman Gefke, Sioux Falls; Tony Trucano, Deadwood; Burrell Brown, Mobridge, and Lloyd Morgan, Rapid City, as well as all three officers, President Ron Manolis, Huron; Vice-President Elmer Cummings, Brookings, and Secretary-Treasurer Earl Porter, Mitchell, were in attendance. All but six members were in attendance. Two of the

missing members were ill and sent sincere regrets. Both North Dakota and Nebraska were represented by visiting operator quests.

Business Session

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

Other new business discussed, but with action deferred until the nine-State meeting, was participation in the newly proposed information-public relations council to be a subsidiary of Music Operators of America. Action was taken to de-

30 Distributors

Continued from page 64

added, and cigarette vending machines will be included in the near future. A few other makes of coin games, not yet included, will be added.

Trade Consulted

The new Index concept was developed by Ken Knauf, of The Billboard editorial staff, after consulting with operators and distributors throughout the country. Starting with the premise that the price listings should come directly from distributors, the Index was gradually shaped to its present form with the help and advice of people in all segments of the trade.

Lists of used machines of each type and product line are mailed to franchised distributors on a monthly basis. The distributors fill in their current prices—representing the average prices in their respective areas—and mail them to The Billboard. The Billboard then averages the prices on each machine and sets them up in type for the week's issue. Altho the operation is closely timed, it is basically uncomplicated, and should result in the most accurate and up-to-date listings yet provided to the industry.

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

The mayor's office was represented by R. C. Leonard, city commissioner; Dean Claybaugh, director, State Legislative Research Council; Harold Schuler, Sen. Francis Case's representative, and Bob Fisher, keynote speaker.

Stereomonic

Continued from page 64

whopping 125 per cent. "You can take a 10-year-old machine that plays only 78's and this still gives the record a terrific sound," it was noted. On the test machines were placed decals which stated that "records played on this machine are true stereo-monic."

The developers of the process are believed to be looking with particular interest to the south, where in such countries as Cuba and others in Central and South America, stereo is all relatively new.

KIDDIE RIDES

FOR SALE } F.O.B. Chicago & Los Angeles
 In operating condition. All parts complete.

- SPACE SHIPS
 \$100.00 to \$225.00
 Atomic Jet Space Ranger
 Nylce Rocket Space Patrol
 Bally Space Ship
 MERRY-GO-ROUNDS
 \$125.00 to \$250.00
 Lane MGR Deco MGR
 Lee MGR Texas K.R. MGR
 Capitol MGR
 PONIES
 \$100.00 to \$350.00
 Capitol Brite Eyes Crusader Ponies
 Big Bronco Champion Pinto Ponies
 VARIETY EQUIPMENT
 \$100.00 to \$195.00
 Miss America Boat Exh. Pistol Gallery
 Austin Car Exh. Rifle Gallery
 See Skate Harvard Metal
 Duck Typewriter
 Dale Pistol Gallery Bull Ride
 SPECIAL—USED RIDE BODIES.
 King Pony, Duck, Reindeer,
 Bull, Etc.
 Write for Prices.
 Terms: 1/3 Certified Deposit, Balance C.O.D. or Sight Draft.

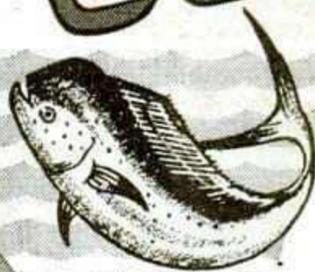
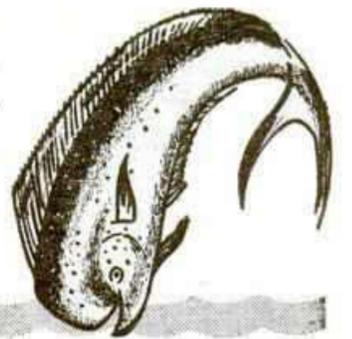
KIDDIE RIDES, INC.

2557 W. North Ave., Chicago 47, Illinois
 Phone: ARmitage 6-8180

GIVE TO DAMON RUNYON
 CANCER FUND

Gottlieb's 2 Player

SEVEN SEAS



Twin Double Bonus Attracts and Holds Players!

Here's a game that can really give your profit picture a lift! Twin double bonuses enable players to make super scores throughout the entire game. Holds player's interest right down to the finish... has real "play-it-again" appeal. See, play and order SEVEN SEAS at your distributor today!

- Twin double bonus holes score up to 300 points
- Targets and rollovers advance bonuses
- Five light-up snap-action pop bumpers
- Four alternating light rollovers score 50 points
- Match feature • 3 or 5 ball play
- Coin-box with locking cover

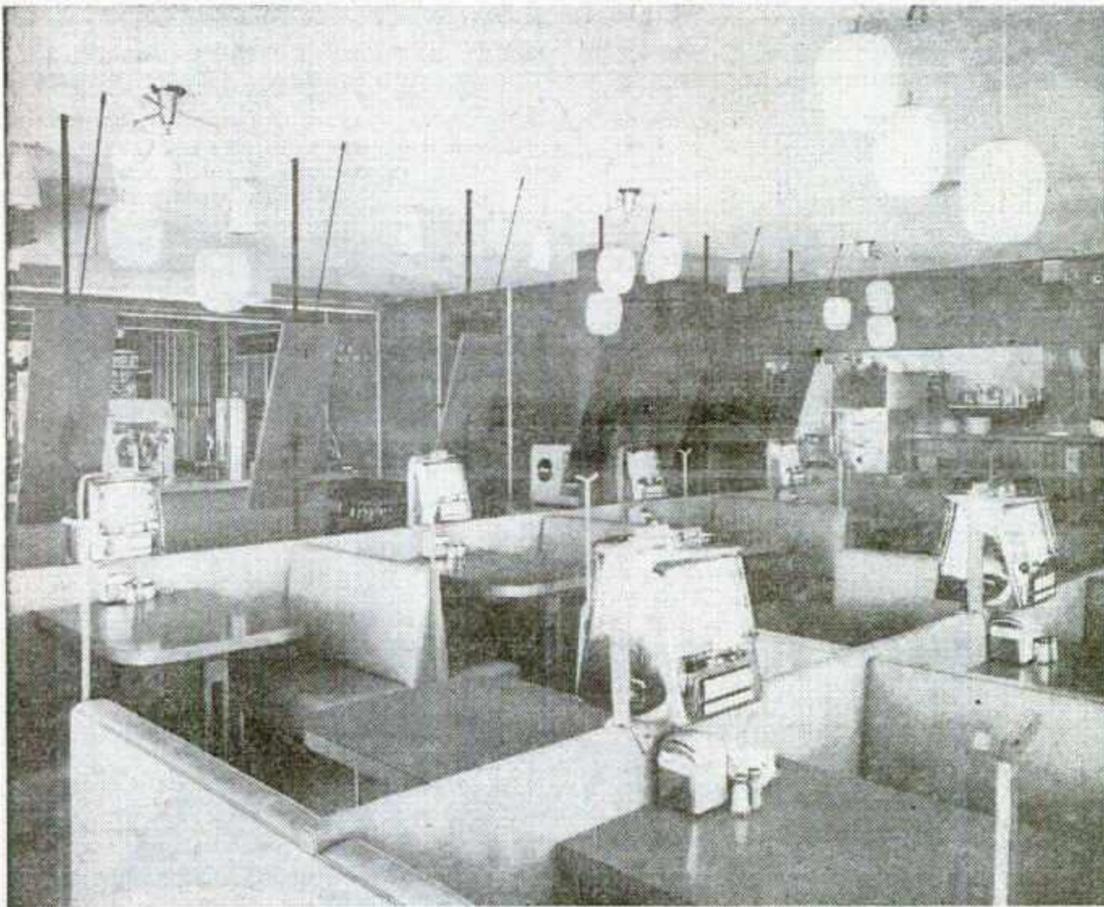
D. Gottlieb & Co.

1140-50 NORTH KOSTNER AVENUE CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!



Amusement Pinballs
 as American as Baseball and Hot Dogs!



A WELL-PLACED wall box installation in a low-walled booth type restaurant was made by Bob Rothberg, Continental Music Company, Denver, at popular White Spot Restaurant there. Wall boxes are mounted on dual-metal brackets holding a pair of wall boxes back to back. Installation saves valuable table space and adds decor to the otherwise monotonous booth tops. Restaurant owner is Bob Clements, an enthusiastic admirer of the installation.

★ THE ★
★ HIT ★
★ OF ★
★ THE ★
★ PARK ★
★ SHOW ★
★ ! ★

INGO ★
Grip Tester
ONLY **\$129.50**
★
You've seen it at the park show . . . now, first on location reports prove that the INGO GRIP TESTER is one of the biggest new moneymakers. Ideally adaptable for all types of locations.
Dealer inquiries invited.
Rush your order today.
★ **MIKE MUNVES CORP.**
577 10th Avenue, New York
BR 9-6677

ATLAS . . . Music and Vendors

SPECIALS!

ROWE DIPLOMAT 8 Col. \$30*
NATIONAL 13 Col. \$185
*Minimum order—3

MUSIC

SEEBURG K-200 \$525
Lots of 3. Ea. 495
SEEBURG V-200 395
Lots of 3. Ea. 345
A. M. I. G-200 325
Lots of 3. Ea. 295

SEEBURG 201 \$850
SEEBURG L-100 595
SEEBURG 100-C 375
A. M. I. MODEL "H" 595
A. M. I. G-200 295
ROCK-OLA 1458 (120 Sel.) 525
Reconditioned—Refinished

USED CIGARETTE VENDORS

9-Col. DUGRENIER (Mechanical) \$ 45
12-Col. EASTERN 85
10-Col. EASTERN 45
9-Col. NATIONAL 95
22-Col. EASTERN 145

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS.

NEW HIDEAWAYS
SEEBURG Model K-200
SPECIAL PRICE, \$695
First Come, First Served!

Exclusive Seeburg Distributors

ATLAS MUSIC COMPANY
A Quarter Century of Service
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

BUY THE BEST WURLITZER FOR 1960
2200's, 2100's, 2150's
2000's, 2204's, 1900's

Large Stock of **\$27.50**
5205 Wallboxes.

SEEBURG

Model C \$285
VL 365
V200 335
K. D. 510
Model G 365
Model B 220
200 Sel. Wall Boxes 78.50
100 Sel. Chrome 39.50

AMI

F-120 \$375
H-120 575
I-120 635
J-120 745
D-80 190

ROCK-OLA

1448 \$400
1454 440
1455 450

BINGOS

Miss America \$185
Beach Time 295
Key West 125
Show Time 165
Cypress Gardens 265
Big Time 65
Big Show 95
Sea Island 495
Carnival Queen 345
Sun Valley 195

UPRIGHTS

Kentucky Derby Day, Remote Control \$ 95
Wild Cat Write
Super Big-Tent 295

5-BALLS

Turf Champ \$195
Dragonette 75
Star Pool 55
Smoke Signal 70
Balls a Poppin' 60
Peter Pan 75
Harbor Lites 75
Easy Aces 135
Bally Circus 85
Funfair 125

ARCADE

C.C. Rebound Shuffle \$ 65
Seeburg Bear Gun 85
Telequiz 65
C.C. Ski Bowl 85
Un. Imperial Shuffle 95
Mercury Athlete Scales 65
Wms. Hercules Gun 395

Call, Write or Cable
Direct all inquiries to Indianapolis Office.
Export inquiries invited.
Cable: LEWJO

Wico Appoints Hemmle Southwest Sales Rep

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

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

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

Coded Numbers

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

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

Ruber has begun work on the 1960 Wico catalog, which is scheduled for release this fall.

GIVE TO DAMON RUNYON CANCER FUND

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 N. Capitol Ave. 1635 Central Pkwy.
Indianapolis, Ind. Cincinnati, Ohio
Tel.: MEIrose 5-1593 Tel.: MAIn 1-8751

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

New Bally Game
Continued from page 64

In addition, a spot kicker hole located near playfield center lights up as many as four beauties at one time when player lands a ball in it. The numbers change with each game played.

A sling-shot type ball kicker at the bottom of the playfield kicks balls toward the ball hole and back up the playfield. It has spring enough to return ball all the way to the top.

Jones said the new game was tested in selected areas before regular shipments began last week. He feels that the game may "bring a lot of operators to life—operators who had been running old equipment or had restricted themselves to buying used equipment. We have heard from many operators who haven't come thru with new equipment purchases in a long time."

chicago coin's

Bulls Eye DROP BALL

ENTIRELY DIFFERENT NEWEST SURPRISE GAME OF THE YEAR!!

NEW-EXCITING . . . Traveling Ball Action!!

NEW-EXCITING . . . Changing Score Action!!

NEW-EXCITING . . . Player Skill and Timing Action!!

New Additional High Score Feature!!

6' Feet of PROFIT Dynamite For Every Type Location!

see these chicago coin's "profit winning" games!

QUEEN BOWLER
Featuring HIGH SCORING with BONUS BALLS! Plus . . . OFFICIAL REGULATION SCORING!

4-GAME BOWLER
1. REGULATION SCORING
2. FLASH-O-MATIC SCORING!
3. LITE-O-MATIC SCORING!
4. RED PIN SCORING!

PLAYLAND RIFLE GALLERY with MOVING TARGETS
America's No. 1 Gun Attraction!

Chicago Dynamic Industries, Inc.
1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

FASTEST

money-maker ever built in single-coin class



FAST, FASCINATING
ONE-BALL PLAY

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

MYSTERY-SPOTTING
KICKOUT-SAUCCER
INSURES MONTH-AFTER-MONTH TOP EARNINGS

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

**"AUTO-MISSION"
COIN-DIVIDER**
STANDARD EQUIPMENT



BEAUTY CONTEST is designed to give player more fun, action, suspense, skill-thrills and scoring-satisfaction with one lively ball than he gets with five balls in an ordinary single-coin game... and cash-box collections 3 to 5 times greater than average earnings of top single-coin "novelty" games! Get your share! Get BEAUTY CONTEST today! See your distributor or write Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18, Illinois.

Bally Beauty Contest



Keep
financially
fit

with
**UNITED
MUSIC** . . .

A COMPLETE MUSIC SYSTEM

Stereophonic-Monaural

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

Ask about United's amazing
Unconditional Guarantee



UNITED MUSIC CORPORATION

3401 N. CALIFORNIA AVE., CHICAGO 18, ILL.



CABLE ADDRESS: UMCORP

strikingly new
and
beautiful,
too



From the slim-line silhouette at the top... to the selection panel and mechanism cradle
...to the floating grille... the cabinetry of the Seeburg Q is distinctly and dramatically new... and beautiful, too.
See the Q. Hear It play (even 33 $\frac{1}{4}$'s) today.

SEEBURG
THE SEEBURG CORPORATION • CHICAGO 27, ILLINOIS

America's Finest and Most Complete Music Systems