

FTC Pouring It on Payola; Issues 10 More Complaints

Total Now 37 as Jock 'Taster' List Burgeons in Agency Files

By MILDRED HALL
WASHINGTON — The Federal Trade Commission is still pouring it on payola, with 10 more complaints issued last week for record industry payments to "unnamed" disk jockeys—bringing the total to 37, while the roster of deejay names in the commission's private files grows and grows. One consent order was signed, for David Rosen, independent record distributor of Philadelphia, who has agreed not to pay deejays for record plays, unless public announcement is made.

Record manufacturers and their principal officers cited were: A-1 Record Distributors, Inc., and Joseph J. and Bobbie G. Banashak, of New Orleans; Fame Records, Inc., and Lee A. C. Gallo Jr., of New York City; Time Records, Inc., Brent Music Corporation, and Robert Shad, of New York City, also trading under names of Shad Records and Brent Records, Inc.; Vee Jay Records, Inc., and James Bracken and Ewart G. Abner of Chicago.

The distributors receiving complaints were: All South Distributing Corporation, and Henry J. Hildebrand Jr., Evelyn K. Hildebrand, and Henry J. Hildebrand Sr. of New Orleans; Superior Record Sales Company, Inc., and Sam Weiss, New York City; Raymond Rosen & Company, Inc., and Thomas F. Joyce, Joseph B. Elliott, Jack S. and Edward H. Rosen, and George M. Mintner, Philadelphia; Allstate Record Distributing Company, and Paul J. and Peggy M. Glass, Chicago, (company also known as All State Record Distributing Company); Ideal Record Products, Inc., New York City. Together with Ideal Record Products of New Jersey, Inc., of Newark, N. J., and Alfred Levine and Samuel Keenholz, officers of both concerns.

Tenth complaint is against Gone Recording Corporation, End Music, Inc., and George Goldner,

president of each, and Jack Waxman, vice-president of former. These two men also are cited, together with Jerome G. Roth, as co-partners trading as Co-Op Distributing Company, all of New York City. FTC says the corporations manufacture records, and the partnership distributes them.

Complaints charge each company with giving unidentified disk jockeys payola to push records in which it has financial interests, thus artificially increasing sales, raising chart ratings, and deceiving the public, via the unfair competition.

FTC consent terms require that "recipient must disclose to listeners when the record is played," that the play is in return for compensation received by deejay or employer. Signing of consent does not constitute acknowledgement of guilt.

Rosen consent signed last week is the second publicly announced, RCA having been the first, and the fastest. Other companies are reportedly negotiating settlements. London Records is the only one to date to defy the FTC dictum that payola per se is illegal. (The Billboard, January 25, 1960).

Col. Decentralizes Field Sales Force

District Mgrs. Will Report to Five Regional Sales Heads Under Set-Up

By BOB ROLONTZ

NEW YORK — Columbia Records is making a complete decentralization of its field sales force. The changes that are going into effect this month are called by the sales chief Bill Gallagher, a decentralization of control, so that the district sales managers will report to five newly appointed regional sales managers. These regional managers will in turn report to Jack Loetz, Gallagher's newly appointed staff assistant. Jim Turnbull, former field sales manager for Columbia, is leaving the diskery for his own distributing business. His post will not be taken over by anyone else, but the new regional managers will fulfill his old duties.

Joe Lyons, former district sales manager in Philadelphia, will become regional sales manager of region No. 1, which covers New York, Albany, Hartford, Boston and Portland, Me. Under him will be Gene Weiss, who is leaving his post as sales manager of special markets for the responsible post of district manager of the New England States. Weiss' former spot will be taken over by George Kling, former manager of the New England district.

Warner (Pug) Pagliara, formerly a district manager in St. Louis, will become the regional sales manager for region No. 2, which covers the Philadelphia to Buffalo area. Under him will be Maurie Rose, who is moving from Cincinnati to take over the Baltimore, Richmond, Pittsburgh district. Pat Brophy, formerly the Kansas City district manager, will replace Rose

in Cincinnati and also report to Pagliara.

Mort Hoffman, formerly district manager in Pittsburgh, becomes regional sales manager of region No. 3, covering the Midwest. Reporting to him will be a new man, Bud Reiland, who will become the district sales manager in Kansas City. Reiland was formerly with the Columbia distributor in Pittsburgh. Larry Owens, now in charge of the Detroit, Indianapolis, Peoria district, will also report to Hoffman.

Tom Cade becomes the regional (Continued on page 26)

CBS-TV SPEC TO CREDIT KAPP LP

NEW YORK — Kapp Records' Roger Williams album, "The Fabulous Fifties," receives credit on the CBS-TV two-hour spectacular Sunday (3) of the same title.

Decision to do this was precipitated by a suit filed in State Supreme Court by Kapp Records, claiming the CBS title was an infringement of the Kapp album. Case was amicably settled out of court. The spectacular will show the album cover and acknowledge permission.

Referee Sets Back 4 Goody Hearings

NEW YORK — Hearings in four of five pending Sam Goody cases were adjourned until March 3 by Referee Herbert Loewenthal, Thursday (28). At that time, it's expected that creditors will file consent to the Chapter II settlement plans. All five Goody firms involved in the proceedings have offered a settlement of 48 per cent over 10 years. In the fifth case, that involving the Philadelphia, Sam Goody at Snellenberg's operation, the referee ordered the posting of a \$5,000 indemnity bond by next Thursday (4).

The bond was asked by Howard Shugerman, who said he represented \$90,000 in claims of the total of \$214,000 lodged against the Philadelphia Goody store. Attorneys for the creditors' committee and for the debtor vigorously attacked the bond posting order to no avail.

Nov. '59 Unit Disk Sales Under '58 Tab

But \$ Volume Jumps 10% Over Previous Similar Period; Stereos Hype Total

NEW YORK — Unit sales in retail stores of LP's, EP's and singles for the period November 9 to December 5, 1959, slipped below sales in the same pre-holiday period for 1958. LP sales were off 200,000 LP's from the same period a year prior, and single sales dropped by 1,400,000. However, dollar volume was up 10 per cent (at manufacturer's list prices) for the pre-holiday period over 1958, due to increased sales in this period of stereo records, which still sell for

more than their monaural counterparts.

This information is taken from the 12th report of the New York University - Billboard Continuing Study of Record Sales in Retail Record Stores, record sales research service that is subscribed to by many of the key manufacturers in the record business.

In the period November 9 to December 5, 1959, sales of LP records dropped to 2,700,000 units in retail stores, as against 2,900,000 units in the same period in 1958. This is the first time in 1959 that LP sales in any one four-week period were below those of 1958. Single records dropped to 3,400,000 units in the pre-holiday period in 1959 as against 4,800,000 units in the same four-week period in 1958.

That the dollar volume was still ahead of the 1958 period in spite of lower unit sales in the November 9 thru December 5 four-weeks, is indicated by the great increase in stereo sales. Stereo sales for the 1959 period were 26.2 per cent of all LP's sold, the second highest total for stereo sales in any four-week period in either year. The great jump in stereo sales in this pre-holiday period is indicated by the year to date total, which shows

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SOCK AIR PLUG FOR '60 YEARS'

NEW YORK — RCA Victor's best-selling album, "60 Years of Music America Loves Best," will be the sole programming on Jack Lazare's early morning WNEW program, 12 midnight to 6 a.m., on February 6. Guesting on the program will be Sid Ramin, Lou Monte, Al Nevins, Neil Sedaka, Hugo & Luigi, Frankie Carle and others.



Victor Skeds Feb. 'Save on Stereo' Sale

NEW YORK—RCA Victor will launch another "Save On Stereo" sale starting February 15. The sale will offer consumers any RCA Victor stereo record for \$1 when the consumer buys a stereo record in the same category at list price. The sale will run for one month, or until March 15.

RCA Victor had its first "Save On Stereo" sale back in the spring of 1959. According to the diskery it was a great success, and increased the firm's stereo record sales enormously. The 1960 sale covers the firm's entire catalog of 450 stereo LP's. And at the same time, the firm's Camden label will offer all its stereo LP's for \$1 each, when a customer purchases any Camden set at list price.

The firm is setting an intensive advertising campaign on the Victor and the Camden stereo sale. There will be ads in The New Yorker, Saturday Review, Newsweek, Esquire, Time, and many other consumer publications. There will be special ads on the Camden line in Cosmopolitan and Look Magazine.

In addition RCA Victor is making available a variety of point-of-sale items, such as hangers, window streamers, counter merchandisers, counter cards and a special 45-page stereo supplement for dealer use, on both RCA Victor and Camden stereo sets.

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British Decca Reports Solid Fiscal Year

LONDON — Decca Company, Ltd., has issued a financial statement indicating a very successful year. Excerpts from the report of Chairman E. R. (Ted) Lewis, at the annual general meeting of the firm, were:

"Balance from Trading Account for year ending March 31, 1959, amounted to \$9,254,786.40, an increase of \$987,767.20 over the previous year. The net profit amounted to \$2,887,374, an increase of \$280,618.80. Consolidated turnover at \$61,040,000 was \$2,380,000 greater than that of the previous year and the highest in the company's history.

"Exports reached the record total of \$16,408,000, including \$3,864,000 to the U.S.A. and Canada."

Lewis also reported excellent prospects for current year and good business in the firm's TV, stereo-gramophone and other departments.

PAYOLA-SINGED JOCKS BACK AT TURNTABLES

NEW YORK — Some of the deejays who lost their jobs because of the payola scandals, are back at the turntable again.

Tom Clay, who was axed by the Storer outlet WJBK, Detroit, reportedly has joined WBRB, Mt. Clemens, Mich.; while Alan Freed, fired by WABC and WNEW-TV here last December, may be back on the air here shortly, via a local station recently purchased by a promotion-minded radio chain.

Meanwhile, tho, Tom Donahue left WIBG, Philadelphia, last week, the third jockey to depart from the Storer Broadcasting outlet in the last three months — the other jocks being Joe Niagara and Hy Lit. Donahue, whose real name is Thomas Coman, had been at WIBG for the last 10 years. No explanation was given for his departure. His show will continue under the same title "Danceland With Tom Donahue" (WIBG owns the name) with Bill Jones spinning the platters.

Altho Alan Freed hasn't been on the air in New York since December, he has kept himself in the public eye, via his recent stagershow at the Brooklyn Fox, and an upcoming bill at the Apollo Theater here, which starts this Friday (5). The show will feature Bo Diddley, the Skyliners, Bobby Day, Jo Ann Campbell, and the Cadillacs.

Crosby Signs Butler

LAS VEGAS — Champ Butler has signed a long term recording contract with Crosby Records, according to Stanley Skiba, diskery chief. Butler, who in the past has recorded for Columbia, Tops and Keen labels, will do a minimum of eight sides per year.

Victor Adds to Grade School Music Programs

NEW YORK — RCA Victor has announced a major contribution to elementary school music programming, a series of 10 albums intended to give elementary school children a balanced musical fare representative of noted composers of different periods. Titled "Adventures in Music," the first volume, "Grade 3, Vol. 1" will be out this month, according to George R. Marek, RCA Victor chief. This will be followed by an album for "Grade 6, Vol. 1," to be released early this summer. The series is

New Air Formats, Controls In Wake of Payola Exposés

By JUNE BUNDY

NEW YORK—In the wake of the payola panic and generally troubled atmosphere of the current record and local radio industry scene, stations across the country are continuing to set up new formats and various types of disk programming controls.

The trend away from "Top 40" extends as far as Hawaii, where KULA, Honolulu, a "Top 40" outlet for the past several years, adopted a "Wall to Wall" sweet music programming policy January 10. According to deejay Ted Sax, who emcees "Houseparty" on KULA, KULA's format switch leaves Hawaii with "only one station playing popular hits, out of 12 which are now playing albums (or sweet music singles) only."

Dim View

Altho many deejays protested when stations adopted "Top 40"

formats and prophesied the demise of the "personality jockey," Sax takes a dim view of his outlet's switch from "Top 40" to "Wall to Wall."

The spinner avers: "Some (stations) are saying goodbye to rock and roll, and others goodbye to the loud noise, but what they are really saying is goodbye to thousands of songs that may be written by new talent and performed by potential new stars... With pop music the disk jockey, the publisher, the singer and the name of the artist meant something. Wake up everybody, we may all be replaced with Muzak and tape station identifications if this keeps up."

On the other hand, KICN, Denver, which switched from "Top 40" more than two months ago in favor of a "Top Music" ("better pop music" and oldies) policy, reports that

both ratings and letters from dialers indicate the switch has been a successful one.

Also in favor of the new trend is Philip L. Davis, promotion manager of WWSW, Pittsburgh, who writes: "The Johnny-come-latelys are hopping on the sweeter music bandwagon, a spot that WSW has never left. Not that we're a bunch of old fogies. We didn't throw out records just because they had some kind of r.&r. beat. We auditioned them from the point of a good, tasteful musical sound."

Meanwhile, station WGN, Chicago, which banned rock and roll disks back in February, 1958, notified record distributors last week that hereafter visits by promotion men are banned and the station will purchase all records played on the air. Thus WGN followed the lead of the Triangle Publications, Inc., which now buys all records used on any of its five radio and six TV stations (see The Billboard, January 11).

Distributors were told to deliver all disks to an office dubbed the WGN Music Center, headed by Charles V. Allen. Records passing a preliminary audition will be listed in a daily release given to all on-the-air personalities. Rejected disks will

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Dot Hits All-Time Sales Peak in '59

HOLLYWOOD — Dot Records' gross sales hit an all-time peak of \$8,294,000 during 1959 to rack up a sales increase of almost 20 per cent over the firm's previous year, prexy Randy Wood told The Billboard. According to Wood, Dot's sales gross during 1958 reached \$7,050,687.

Dot's target for 1960 is an \$11,000,000 gross. Plans include the possible acquisition of a company-owned pressing plant and further expansion of company-owned distributorships. Also, as an immediate prospect is a revitalized merchandising operation.

Wood said that during his company's nine-year history, Dot has

averaged each year an 85 per cent increase in sales gross over the previous year's take. Its first year's gross totaled \$95,859. At that time (1950), Wood recalled, his staff consisted of a part-time office hand, since Dot had been started merely as a hobby.

By 1951, Dot's sales leaped a full 300 per cent, jumping to \$264,950. In 1952, Dot reaped its first big hit with the Hilltoppers' recording of "Trying." By 1953, Dot's strides had become so impressive that Wood decided to devote his full time and energies to this "hobby" and turned over his mail order record business in Gallatin (Tenn.) to others to handle.

With the addition of top-selling talent plus key distributors across the nation, Dot continued to enjoy rapid financial growth during the period from 1953 to 1956. In 1957, Paramount Pictures bought Dot Records and made it a wholly owned subsid with Wood remaining at its helm as prexy.

In 1958, Dot moved into the international market as a serious factor. Its royalties from abroad passed the \$150,000 mark. The label's foreign take last year increased by an additional \$100,000. On the domestic market, Dot's product is handled by 35 distributors.

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Bids Out for NAMM Show

CHICAGO — Invitations to the 1960 Music Industry Trade Show sponsored by the National Association of Music Merchants, will go out in the mail this week to 600 prospective exhibitors. There are a number of changes in store for the 59th annual NAMM show. First is the fact that the show will open Sunday instead of Monday, thus extending the show from four days to five. There will be separate complete floors set aside for pianos and organs.

Rental fees will be lower than in other years, since they will cover seven days instead of eight. There will be a relaxation of display rules in the large 400 room where stereo hi-fi exhibits are housed to allow for special decorations on the front entrance of display areas. Show will be held at the Palmer House in Chicago, July 10 to 14. William Gard, secretary of the NAMM, urges early reservations.

Everest Sets Special Tape Deal for Feb.

NEW YORK—Everest Records has come up with a special tape program for February. The label is releasing 17 tapes for February, 13 four-track tapes and four two-track tapes. As a special offer, the label is offering a 10 per cent discount to dealers and distributors on all pre-recorded tapes, the new releases and the catalog tapes, during the month of February.

The four-track tapes to be issued by Everest include three pop sets, one with Woody Herman, another with Charlie Barnet, and another with Raoul Poliakin and his orchestra. Classical tapes include "Petrouchka," with the London Symphony, a recording of Berlioz' "Symphonie Fantastique," Strauss' "A Hero's Life," Tchaikovsky's Fifth Symphony, Antill's "Corroboree," Copland's Third Symphony, an album with Raymond Paige, and two albums with Leopold Stokowski and the Houston Symphony Orchestra. The two-track tapes include sets by Ray Wright, and the London Symphony.

Everest Records has extended its special dealer stocking program on LP's for another week. The program, which allows dealers a 50 per cent discount off list now runs thru February 5, 1960. But this program does not include new February releases.

GRAND JURY FOR PAYOLA PROBE?

NEW YORK — Activity on the payola investigation front, which has been quiet here for several weeks, is expected to be stepped up this week when a grand jury is expected to be impanelled to hear evidence.

A spokesman for Assistant District Attorney Joseph Stone, who is handling the investigation into alleged deejay payoffs by distributors and diskeries here, said "it would be a fair speculation" that a special grand jury will go into action.

Make Payola a Crime? NAB Toppers Disagree

WASHINGTON — Two of the National Association of Broadcasters' top brass split on the question of making payola a criminal offense, in testimony before the Federal Communications Commission, here last week (26). Donald H. McGannon, president of Westinghouse Broadcasting Company, and chairman of the NAB TV Code Review Board, recommended legislation making giver and receiver liable to criminal penalty. But Harold Fellows, NAB president, preferred to let the industry correct the situation.

McGannon proposed wording for federal anti-payola legislation that would make it a criminal of-

fense with penalties of \$500 fine and/or a year in jail. He felt the payola picture had been exaggerated, said the great bulk of radio talent was "clean," and came down hard on the party who "offers the temptation and makes the solicitation."

Fellows insisted that the code tightening, which now specifically outlaws payola to membership, would be preferable to government statute. When asked how the non-complying, non-members of the NAB code would be made to comply, Fellows said the FCC could handle those cases.

On other aspects of deception (Continued on page 26)

scheduled to be completed in three years.

The library will include one album each for grades one and two, and two albums each for grades three thru six. RCA Victor, which has pioneered in music education thru recordings, states it is the first major company to undertake such a thoro program which presents the latest in recording advances. The disks will be available in stereo and monophonic versions, in 33 and 45 r.p.m. speeds.

Diskery notes that the series will be the first of its kind done by a major orchestra. The National Symphony Orchestra, under Howard Mitchell, known for its work in the educational field, will do the recordings.

Editor of the RCA Victor Basic Library is Gladys Tipton, Columbia University Professor of Music (Continued on page 69)

NEW 20TH FOX FOREIGN DEALS

NEW YORK — 20th Fox Records has signed pacts with five more foreign countries for distribution. In Brazil the firm has signed with Discos RGE Ltda.; in Colombia with Sello Vergara; in Greece with Icaros Publishing Company, in Holland with Delahay Record Company, N. V., and in Spain with Belter Sociedad, Ltda.

Kaye Belts ASCAP Ch'ges Before FCC

Boomerangs 'Conspiracy' Gripe; Claims Society's System Encourages TV Payola

WASHINGTON — The ASCAP distribution system encourages payola on network television "by enabling a favored few of its members to profit directly from the planting of performances, whether or not the performances result in public response," BMI counsel and Board Chairman Sidney Kaye told the Federal Communications Commission at hearings last week.

This "disproportionate concentration" of payment for network TV background music among a handful of well-aged tunes owned by ASCAP publisher-board members also results in a virtual shut-out of new writers and new publishers from one-third of ASCAP's distribution. This amounted to over \$6,000,000 in 1957, as noted in the Justice Department memo supporting current ASCAP Consent amendment, Kaye pointed out.

Kaye made a boomerang of the ASCAP "conspiracy" charge, by noting that the American Society

of Composers, Authors and Publishers, by promoting big-time network payola and discouraging new talent, has conspired against its own current song writers. The latter affiliated with Broadcast Music, Inc., with the result that BMI writers have shown substantial leads in current hit charts, Kaye told the FCC, during its concluding week of hearings on the agency's rights and duties in program control.

As a third aspect of disproof of ASCAP's allegation that its music is pushed off the air by BMI tunes, Kaye pointed out that BMI tunes ranked lower on charts limited to broadcast-deejay choice, than on charts which included public's buys of retail records, sheet music, and play on juke boxes. Also, said Kaye, earlier testimony by Burton Lane, president of American Guild of Authors and Composers (formerly Songwriters' Protective Association), could not account for the fact that 1958 percentage of BMI music on the air was lower than in 1957 — altho payola presumably has reached its peak during the past two years.

Kaye's oral testimony, cut to the bone for its scheduled presentation on Monday morning (25), was pushed over into the afternoon, when FCC Chairman Doerfer gave the time to the upper echelon of the Westinghouse Broadcasting Company. WBC President Donald H. McGannon, who also doubles as head of NAB Code of Good Practice, read 65 pages of prepared testimony, which was fol-

(Continued on page 14)

3 New Distributors Rumored for Chi Take-Off

CHICAGO — Rumors were rife in Chicago this week that three new distributing outfits were soon to be formed, one a new distributorship and the other two new firms to be started by established distributors. The new firm to be started, it was understood, was to be called Summit Distributors, and the founders were to be Jack White and Seymour Greenspan, of the Warner Bros. distributing outlet here. White is currently the Chicago branch manager for WB; Greenspan is the firm's Midwest promotion manager. The major line they are to carry in Summit is WB.

It was also rumored, altho not confirmed at press time, that Lennie Garmisa was starting a new Chicago distrib operation to be called Garland. And Milt Salstone of M & S Distributors was supposed to have leased space on South Michigan Avenue, to start his new distribution set-up. What lines would be handled by the new Garmisa distrib or the new M & S distrib was not known.

WHAT'S IN A NAME? 98c, NATCH!

CHICAGO—Nick Adams, TV star of "The Rebel," who recently signed with Mercury Records, has received some advice from a master which he hopes will help build him to disk stardom.

Adams used to appear as a side attraction during personal appearances of Elvis Presley and won the acquaintance and personal affection of Presley's manager, Col. Tom Parker. Last week, Parker sent Adams a letter full of Dutch-uncle advice.

"When you're appearing at any place records are sold," Parker admonished, "never autograph a photo. Just sign records. If they want your name bad enough make them come up with 98 cents."

QUICKIE SCAN OF PAYOLA DUE AT ROUND TABLE

WASHINGTON — The question of payola is not expected to get much, if any attention, at the upcoming round-table conference to be held by Sen. Warren Magnuson (D., Wash.), February 19, with members of the Federal Communications Commission, the Federal Trade Commission, and top figures in networks, NAB and advertising on general conditions in the broadcasting world.

The participants, who have also been testifying before the FCC hearings on its rights and duties in program control for hours on end, will have to talk fast to get in their opinions during the one day set for the Magnuson gallop.

The problem under discussion will be the efficacy of the FTC and FCC to deal with deceptive practices so extensively revealed in broadcasting by the Harris (D., Ark.) Legislative Oversight Subcommittee hearings and investigations. Magnuson will ask what corrective measures have been taken to prevent a repetition.

Called to the conference, in addition to FCC and FTC, will be Harold Fellows of NAB; Donald H. McGannon, chairman of NAB TV Code Review Board; Frederick R. Gamble, president of the American Association of Advertising Agencies; Donald Frost, chairman of the board, Association of National Advertisers; Leonard H. Golden-son, president of ABC; Frank Stanton, president of CBS, and Robert E. Kintner, president of NBC.

Walter-Beethoven Set to Col. Club

NEW YORK — Columbia Records' plush Beethoven package, consisting of the nine symphonies of Beethoven conducted by Bruno Walter, is now available in stereo for \$5.98 thru the Columbia Record Club. The stereo set consisting of seven LP records smartly boxed, lists for \$41.98. Anyone who joins the Columbia Record Club, and agrees to purchase six albums over the next 12 months, can obtain the set for \$5.98.

The Bruno Walter Beethoven set was given a big sendoff by Columbia late last fall. It is the first complete waxing of all the Beethoven symphonies in stereo. The performances have been hailed as excellent by most critics. The set is available to new club members whether they sign up for the popular or classical Columbia clubs.

De luxe packages going into record clubs to attract new members is not unusual. RCA Victor put its new Soria series "Messiah" into its classical club last December, and offered it to new members at a special price. It almost appears to

be expected that the de luxe packages will be used in clubs, because they are good for prestige and can pull new members. Book clubs work on a similar principle with their new member offers. In the case of record clubs, it is interesting to point out that the clubs themselves at times dictate the type of packages that can be made, by offering to share the costs of making the expensive de luxe packages. It is believed that some de luxe sets might not have been issued at all unless the club agreed beforehand to take a certain amount, and thus help the package get off the expensive nut.

Canucks Dig Belafonte LP

NEW YORK—"Calypso," Harry Belafonte's RCA Victor album, has passed the 100,000 sales mark in Canada, it was reported by Dick Broderick, manager of Record Export Marketing for RCA International. This is claimed to be the first album ever to pass the 100,000 mark north of the border.

Csida Cap. Topper For Eastern Area

• Continued from page 1

in charge of sales, was the first top ranking Capitol exec to become the firm's Eastern administrative head. The West Coast based major provided its Eastern wing with executive stature in 1951, almost a decade after Capitol was founded, when it moved Fowler and his national sales headquarters to New York City. Fowler served as CRI's Eastern spokesman and administrative chief, but a veepee in charge of sales, his functions for the most part were concentrated on CRI's sales side. Fowler resigned in February, 1956, and until Csida takes over, was the last CRI officer to be based in New York.

Walt Heebner, manager of Capitol Records Distributing Corporation's Customs Department, was elected a CRDC veepee and was appointed administrative head of the New York wing in January, 1956. Heebner resigned the post one year later to return to the Coast. Since that time, Max Callison, the former CRDC veepee and national sales manager, shared administrative responsibility for the New York operation with Sandor Porges, administrator of CRI's International Department. (Callison resigned both posts several weeks ago to return to his Fort Wayne, Ind. home.)

Thus, executive control of a number of key functions in the all-important New York area here-

MJQ Booked At Basin St.

NEW YORK — The Modern Jazz Quartet, Atlantic Records' recording artists, are currently holding forth at the Basin Street for a special one week's engagement. This marks the group's first night club appearance in over a year and their first New York date in over three years.

The quartet will give three performances nightly. Each set will be for 40 minutes.

Dunn Quits Victor Post

NEW YORK — Jack Dunn, Administrator of Press and Information, Singles, at RCA Victor, has resigned. Dunn is known to be considering several offers.

Prior to joining RCA Victor's press and information department, Dunn was manager of deejay promotion. Dunn joined the label in 1956, coming from Coral Records. At the latter diskery he had been head of Eastern deejay promotion.

CANADIAN DISTRIB ON ALERT FOR NEW LINES

NEW YORK — "Since everybody else seems to want to crack the singles field, we decided to start our business with LP's and it's given us a nice base," reports Ralph Harding, general manager of the budding Canadian distributing firm, Raleigh Record Sales. Harding was in town this week from his Toronto headquarters, scouting new lines for his north-of-the-border firm.

Harding likened the situation in Canada to that which has obtained for some years in Britain, with a very limited number of firms controlling release of countless American labels. "Many labels don't stand a chance that way," he declared, "and we believe the field is ripe for us to acquire new

lines among the many who are dissatisfied with their current Canadian set-up. That's why I'm in New York now."

Harding noted that the Canadians are still a prime market for country and western records. "A pop hit in Canada will sell only 5 to 7 per cent of the same record's U. S. sale," he asserted, "but when a good c.&w. side breaks loose it can go as high as 20 or 30 per cent of the American volume."

Another interesting point, according to Harding, is the virtual absence of payola in Canada. "I don't say it couldn't happen," he noted, "it's just that most of the records played there are already

(Continued on page 69)

tofore had to be administered directly from the firm's distant headquarters in Hollywood. Among the vital areas wherein Capitol has felt itself in need of greater strength in the East has been in high level public relations. The East is the editorial home base for nearly all the important national publications and is headquarters for the TV and radio networks. It heretofore faced a handicap by not having one of its officers stationed in the hub of the nation's communications center.

At an artist and repertoire level, Capitol has enjoyed top sales success with its original cast recording of Broadway's "The Music Man." It recently launched an intensive drive for more main stem properties, having acquired disk rights to "Fiorello," among other shows. Capitol, well-endowed with artist and repertoire talent in New York, nevertheless has long felt the need for a permanently based officer of the company in New York empowered to negotiate for recording properties. Capitol sees a solution to these problems, among others, in its election of Csida as its Eastern veepee.

Adams Offers Brief Kaye Rebuttal

WASHINGTON — Here is the brief comment of Stanley Adams, President of the American Society of Composers, Authors and Publishers, on the testimony of Sidney Kaye, Chairman of the Board, and General Counsel of Broadcast Music, Inc., before the Federal Communications Commission last week (25):

"ASCAP, a membership association of writers and publishers of music, does not and cannot engage in 'payola' because it does not participate directly or indirectly in exploiting or popularizing the works of its members.

"BMI, on the other hand, a corporation whose stock is wholly owned by broadcasters, does participate directly in exploiting and popularizing the works in its repertory.

"ASCAP continues to urge that the broadcasters, who control the greatest means of popularizing musical works, be divorced from engaging in collectively owning, controlling or marketing those works."

Diamond Tops H-S Promotion

NEW YORK — Morris Diamond, one of the hard-working swingers among the disk promotion set on the local scene, has joined Hanover-Signature Records as promotion chief. The diskery also announced the appointment of Nat Fields as public relations head.

Diamond left his promotion post at Carlton Records to take the new assignment. At Carlton, where he had been since the label's inception, Diamond was active in the promotion of disks by Jack Scott, Gary Stites, Anita Bryant, Paul Evans and Jesse Lee Turner. Diamond will report to Irv Stimler, sales veepee for H-S. He'll start his activity by plugging current disk offerings by Barbara McNair, Serino and Ray Bryant.

Fields has handled press for Sam Levenson, Peter Lind Hayes, Mary Healy, Dennis James and Johnny Carson.

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ARTHUR TRACY, THE STREET SINGER AFLP 1929/AFSD 5929	2	2	1	AL HIRT, Trumpet & Dixieland Orchestra, Vol. 3 AFLP 1926/AFSD 5926	2	2	1
THE HAPPY SOUND OF RAGTIME — Harry Breuer & Orch. AFLP 1912/AFSD 5912	2	2	1	REVIVAL—Rev. Gatemouth Moore & his Gospel Singers AFLP 1921/AFSD 5921	2	2	1
AL MELGARD AT THE CHICAGO STADIUM ORGAN, Vol. 3 AFLP 1907/AFSD 5907	2	2	1	JO BASILE, POLKA ACCORDION AFLP 1914/AFSD 5914	2	2	1
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German Attitude on Yank Songs Irks Pubs

HAMBURG, Germany — Publishers here are generally dissatisfied with the situation relating to American material. Major German diskeries are using a considerable number of independently contracted producers for their prime source of product, wherein lies the roots of the irritation.

Producers are contracted to turn out as many as 200 sides a year according to agreements reported here. This naturally means that they will have considerable dealings with numerous publishers. The fact that the indie producer has been placed in such an important position in the disk scene has thus given birth to a new form of payoff.

A publisher with an American hit song will submit the material

to a producer with a specific artist in mind. Tied to the producer's agreement to do the record is a demand that he be given the rights to do the German text of the American hit. Some producers, in addition to getting the lyricist share of royalties, have arranged to be cut in to the publisher's share as well.

Publishers object, not only because the lyrics are often poor, but because this kind of arrangement precludes the likelihood of getting any other artist or producer to do the song. The result has been that fewer American songs are being exposed.

The German market is not primarily pro-American artist, and the only way to get an American song

(Continued on page 69)

February Col.'s 'Conniff Month'

NEW YORK — Columbia Records is following up its "Mathis Month" in January, with a "Conniff Month" in February. Firm will go on all out campaign to push the conductor's albums, especially his newest release "Concert in Rhythm," Vol. II, which features the Conniff singers and ork in themes from classical composers. Columbia also has a number of promotion and merchandising aids set to push six popular Conniff albums.

In February, along with the new Conniff release, Columbia is issuing 12 other albums, three Masterworks, six popular and three jazz sets. Included in the Masterworks releases are a new Glenn Gould set, a new Andre Kostelanetz, and an album called "The Mass" with the Choir of Santa Susanna in Rome.

Popular albums include a new Four Lads set, another with Sir

(Continued on page 69)

BUMPER CROP

Nashville Absorbing Hitville

• Continued from page 1

associates, has its expression in the distinctive Nashville record style.

"We try to emphasize the solo sound, one guitar man or one bass. We like to hear what one guy has to say when he gets wound up."

Where Nashville prides itself in section work is not in instrumentals but in vocal groups. The Jordanaires and the Anita Kerr Quartet, according to Atkins, are the best vocal groups in the country for disk backgrounds. They work fast in the studio and have strong spontaneity. While they are excellent readers, Atkins says he never permits the groups to read during his sessions.

The trend is still rising, Atkins said, for Northern record makers to schedule their sessions in Nashville. He expects Memphis to continue its growth, too, as a recording center. Memphis, he said, does not yet have a first-grade pool of musicians but he figures talent will develop fast as work is attracted there by the excellent studio facilities.

Summing up, Atkins made a sociological observation:

"There's more originality here because there are more poor people in the South. That's where the songs come from."

If the trend continues, the South will become richer than anybody. What happens then?

BRAND NAMES PICKS COMPETITION ENTRANTS

NEW YORK—Twenty-five music stores have been selected to compete for national brand name Retailer-of-the-Year awards, in the annual competition sponsored by the Brand Names Foundation, Inc. Four Certificate of Distinction winners in previous competitions are competing again this year. They are Strep Music Company, Orlando, Fla.; Jacobs Brothers Music Company, Philadelphia; Kitt Music Company, Inc., Washington, and Newton Piano Company, Norfolk.

Other retailers in the Music Stores category, competing for top honors, are: Beihoff Music Company, Milwaukee; Bowman Music Company, Lake Charles, La.; Tom Clark Music Company, Grand Junction, Colo.; Brook Mays Music Company, Houston; Duffield Music House, Chambersburg, Pa.; Fleming Music Center, New Castle, Pa.; Goss Piano & Organ Company, Syracuse; Great Lakes Piano Company, Toledo; Harden Music Stores, Marion, O.; Hays Music Company, Inc., Hays, Kan.; House of Strauss, Santa Barbara, Calif.; Korten's, Longview, Wash.; Lines Music Company, Springfield, Mo.; Londeree Music Company,

Charleston, W. Va.; Ludwig Music House, Inc., St. Louis, Mo.; McMillan Music Company, San Angelo, Tex.; Barney Miller's, Inc., Lexington, Ky.; Neal-Clark-Neal Company, Buffalo, N. Y.; Rhein's Music House, Inc., Belleville, Ill.; Thurlow Music Company, Clinton, Okla.; Tri-State Music Company, El Paso, Tex.

Above mentioned retailers represent country-wide territory, and from this group will come the winners earning the title of top brand merchants. Awards ceremony will be held in the Grand Ballroom of the Waldorf, May 6.

Cap Lists 30 Feb. Pkgs.

HOLLYWOOD — Capitol Records will release a total of 30 albums this week, including 19 pop, three "Capitol - of - the - World" and eight classical packages.

The pop release includes six newly packaged re-issues in Cap's Arthur Murray series. New items in the label's pop array feature Ray Anthony, June Christy, Four Freshmen, Stan Kenton, Guy Lombardo, Billy May, Kay Starr, Jimmy Bryant, Mickey Katz, the Jordanaires, Dave Pell, Ruth Welcome and Curt Massey. All are available in stereo and monaural with the exception of the monaural Arthur Murray re-issues.

Capitol - of - the - World series features albums by France's Les Compagnons de la Chanson, and

(Continued on page 18)

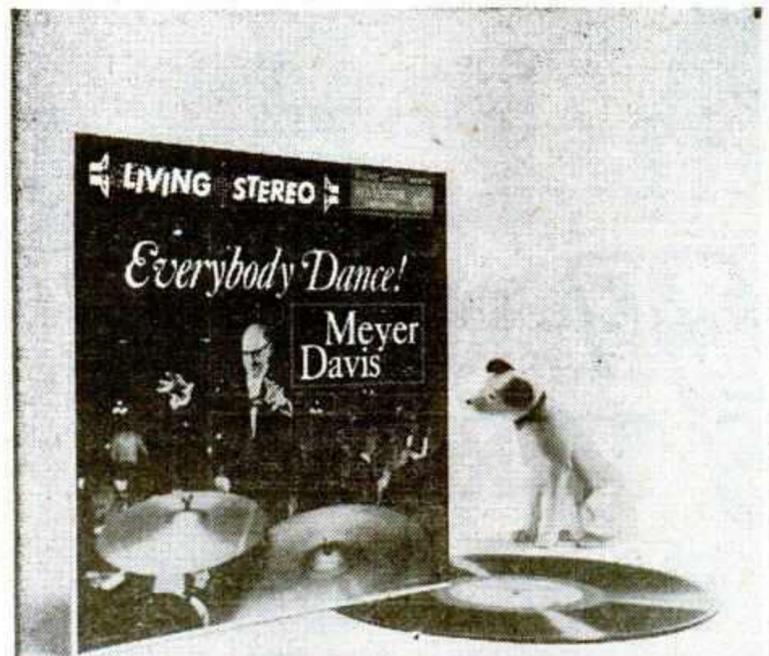
Angel Issues 6 New Pkgs.

HOLLYWOOD — A new stereo version of Rimsky - Korsakoff's "Scheherazade" paces Angel's new six album mono-stereo release. Artists represented on the release include Dennis Brain, Paul Hindemith, Herbert von Karajan, Paul Kletzki, Lovro von Matacic, Elisabeth Schwarzkopf, Constatin Silvestri, the Scots Guards, and the two soprano favorites of the current opera season, Birgit Nilsson and Aace Loebberg.

FCC TO HASTEN STANDARDS FOR FM STEREO

WASHINGTON — The Federal Communications Commission hopes to finalize standards for FM stereophonic broadcasting as soon as possible after March 15, 1960, the final date for filing comments on this matter. In view of the high priority given the FM stereo study, the FCC has had to turn down a request from the Electronic Industries Association that the commission establish the National Stereophonic Radio Committee (NSRC) on an organizational basis similar to the Television Allocations Study Organization (TASO).

FCC reminds the Electronics Association that its stereo committee had promised the agency to try to complete its tests and considerations of stereo FM broadcasting systems by mid-March. Interest in the FM stereo is so high, and the matter has already taken so much time, that the FCC said it wants to set up these standards before considering stereo in AM broadcasting and television.



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That's right! More than 50 Meyer Davis bands are plugging this album—from the Everglades Club in Palm Beach... to the Grand Hotel in Mackinac Island... even on the high seas, on the S.S. America and the S.S. United States.

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FCC ASKS MORE INFO ON STATION TRANSFER

• Continued from page 1

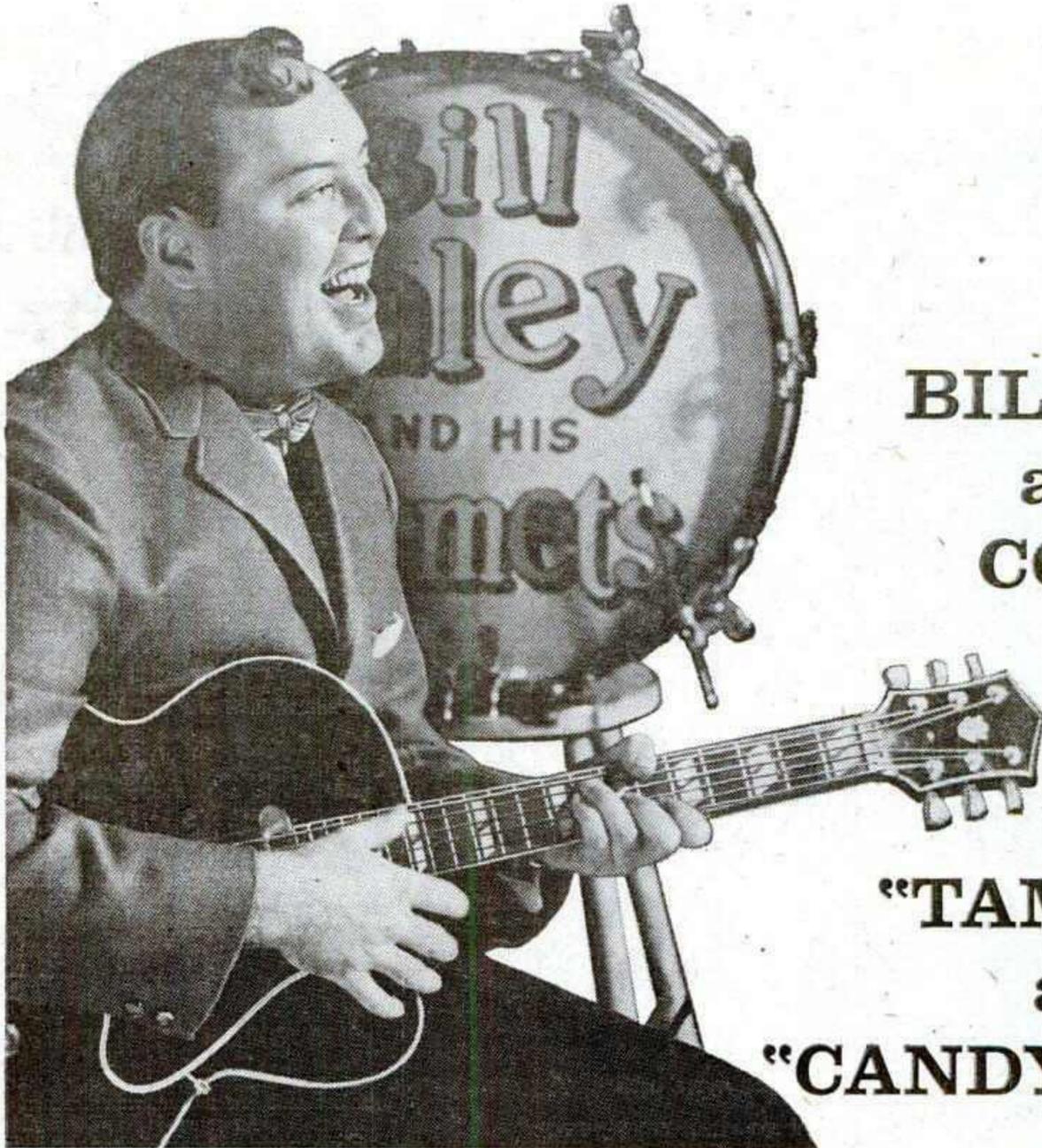
sue has rarely been cited as basis for holding up a transfer. In cases of newspaper ownership, for example, the commission has in the past given consideration to how much monopoly of newscasting would be involved in the entire community to be served by the station. It has rarely singled out specific items of outside business investment for questioning in just this manner. Onlookers ascribe the special scrutiny to the payola climate of the times, and a warning for other applicants to supply full information.

FCC points out that the transfer application requires a "definite response" to questions as to average

number of broadcast hours a week which will be given to promoting the other non-broadcasting interests of applicants. Laclade had given no answers in this area, terming the questions: "not applicable."

FCC has spelled out four specific questions it wants Laclade to answer. It asks if the new owner of KATZ intends to use the station to promote stockholder outside interests, and how many hours will go to such promotion. It asks for copies of any agreement or any memoranda on written or oral promise that KATZ will promote the individual stockholder interests, and what exclusion of competitive interests would result.

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and his
COMETS

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"TAMIAMI"
and
"CANDY KISSES"

SPOTLIGHT WINNER
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BILL HALEY & HIS COMETS

TAMIAMI (Skidmore, ASCAP) - Haley and crew bow on the label with a colorful reading of a catchy and cute instrumental theme. It's given a zestful and attractive treatment, and it appears a strong bet to score. Flip is "Candy Kisses," (Hill & Range, BMI).

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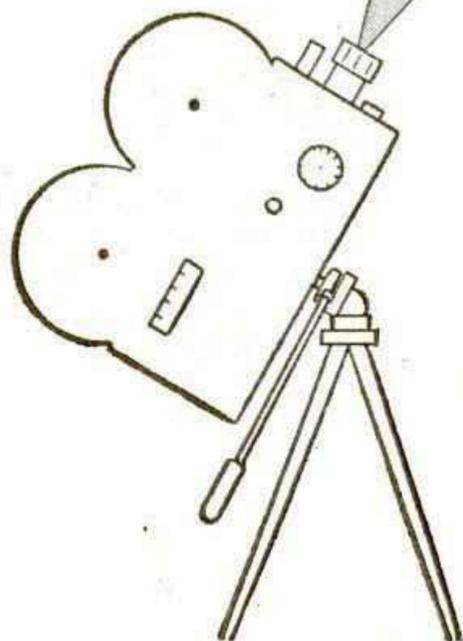
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ATLANTIC RECORDS

Spotlight on 'Compatible' Stereo Disk

NEW YORK — Reactions continued to be heard this week on the announcement several weeks ago of a "compatible" stereo record, produced by Beltone Studios and released first by Design Records. The Fairchild cutting process is employed in the manufacture of the record.

Nelson Verbit, of Marnel Distributors, Philadelphia, came out in favor of the idea "if they are as good as stories have indicated." Verbit noted that "Any recording firm that does not ultimately convert to compatible recordings is holding back progress. It would give us the opportunity to free time, money and space for more titles."

Meanwhile, Golden Crest Records has slated the release of two experimental compatible disks shortly. The pair of records employs the same technique as that used with the Design Records. The Golden Crest releases will sell for \$3.98 and if received well in the market, will be followed by a series of similar releases.

Another reaction was received from John Mosely, chief engineer for Audio Fidelity Records, who posed the question, "Are we saying that the genie of compatibility lies in the pickup, the disk, the cutter or the tape?"

Mosely continued: "A cutter will transcribe onto a disk (assuming that one requires the disk to match the tape) precisely the information it receives from the tape. It is well known that by the use of an electrical network, it is possible to reduce the vertical component,

VICTOR, BUD IN ALBUM HOOK-UP

NEW YORK—RCA Victor has set up joint promotion with Anheuser-Busch, manufacturers of Budweiser Beer, centering around the new Russ David pop album titled, "Where There's Life." According to Bill Alexander, diskery advertising, publicity and promotion chief, Album title is taken from Budweiser's ad slogan, "Where There's Life, There's Bud." All songs in the package use the "Life" theme in titles, such as "Ah, Sweet Mystery of Life," "Life Is Just a Bowl of Cherries," etc.

Budweiser will use the album cover art in ads, and will run full page ads featuring "Where There's Life" in Saturday Evening Post, Life, Look, Time and other national magazines. Beer concern is also making available 40,000 display cards featuring the album, and 12,000 streamers and 4,000 coasters.

RCA Victor will advertise "Where There's Life" album in half column ads in The New Yorker, Sports Illustrated, Playboy and other national mags. Album will also be the February selection for the diskery's new illuminated blinker marquee display.

with, of course, a compromise in the quality. The Greek word 'stereos' means 'block' and therefore one presumes to produce a solid sound picture without any holes unless one is in the 'gimmick' business. So we cannot neglect the vertical component. We all go to considerable lengths to ensure that our equipment is as good as it can be. Anything that will reduce the quality along the line is to be deprecated."

Plug Still a Plug Even If It's for R&H

NEW YORK — A plug by any other name is still a plug even when its for Rodgers and Hammerstein, according to some of the country's harassed deejays.

The boys recall that the famous team — among the most active supporters of accusations that broadcasters, via BMI, exploit their own musical interests — recently demanded a plug for themselves on their "Sound of Music" original cast album.

The LP's were accompanied by a letter from the Columbia Record Sales Corporation, which said stations could broadcast all or any part provided they gave air plugs for the composers, star, show and theater "each and every time you broadcast all or part of such recording." A similar plug-if-play provision was made on R. & H.'s "Flower Drum Song" LP.

Maxwell Joins Atlantic Fold

NEW YORK — Larry Maxwell has joined Atlantic and Atco Records as a full-time promotion staffer. Maxwell formerly worked for the labels on a free-lance basis.

The addition of Maxwell is part of Atlantic's recent expansion plans. Sammy Vargas joined the labels' promotion department six months ago, and Norman Rubin was added last month.

Maxwell and Rubin will concentrate on national promotion; while Vargas continues his local New York activities. Prior to joining Atlantic, Maxwell handled disk promotion for United Artists Records, Della Reese, Brook Benton, and Barbara MacNair.

THE SWING IS TO



Here's the single record that's taking the country by storm.

- Plays at 33 $\frac{1}{3}$ r.p.m.—the speed where stereo sounds best.
- No bothersome inserts or special spindles needed.
- Here's a brand new single record market made up of stereo and regular album buyers.



Hats off to Seeburg who have seen the immediate potential of "Stereo Seven" and have called it the "singles" record of the future. The new Seeburg machine plays "Stereo Seven" easily and efficiently and opens up a brand new market for Juke Box play.

Burton Buys Out Partner

NEW YORK — Ed Burton last week purchased the entire stock interest of his partner Joe Csida in Csida-Burton Associates, Inc., two music publishing companies—Trinity (BMI) and Towne (ASCAP)—and several other affiliated firms owned jointly by Csida and Burton. Csida sold out his interests to join Capitol Records, Inc., as veepee for Eastern Operations. (See page one story.)

Apart from Csida's departure, the Trinity, Towne and Csida-Burton operations personnel will remain completely intact. Bob Davie will continue as musical director and supervisor of talent and recording. Irwin Schuster continues as general professional manager of both the Trinity and Towne firms and Bob Steinberg continues financial administrator.

Organized in June, 1954, the firm has published, and in most cases also recorded, such best-selling disks as "Green Door," "Sleep Walk," "The Battle of Kookamonga," "It Was I," "I Dreamed," "The Little Blue Man," etc. They currently are partners with Bobby Darin in a recording operation, Addison Records, and a music publishing firm Music Development Corporation. Talent managed by the firm include Eddy Arnold, Santo and Johnny, Jim Lowe, Skip and Flip, Johnny Restivo, Betsy Brey, and others.

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'ILLIAC'

See Robot Composer No Genius

NEW YORK — A computer named "Illiac" has composed a 25-minute suite for a string quartet. With the help of a musician and mathematician who comprised the human part of the team, the machine was fed a certain mathematical formula and thence produced what was called a "stilted, lifeless performance which aroused curiosity but not envy from composers."

Illiac's prime function, according to Professor Lejaren Hiller Jr., of the University of Illinois, where the unit makes its home, will be as a composer's assistant "permitting him to write music based on mathematical and logical thought processes more complex than those used today." Tradesters later observed that if the latter idea were applied to the pop field, the singles business would undoubtedly be completely dead today.

Leeds Quits WINS for KDAY Slot

NEW YORK — Mel Leeds has resigned as program director of WINS, here, to join KDAY, Los Angeles. As yet no replacement has been set for him at WINS.

Leeds will operate in a "managerial capacity" for KDAY, but details of his new post were not revealed at this time. The WINS operation at one time had an ownership interest in KDAY, but sold it about a year and a half ago.

DJA Business Meet Set for Minneapolis

HOLLYWOOD — As previously reported in The Billboard the Disk Jockey Association has decided to forego its convention in Hollywood in favor of a business meeting to be held in Minneapolis (Minn.) on April 8. The convention had been planned for March 5-6.

The switch in plans was prompted by a growing feeling among its rank and file to hold a straight business meeting as opposed to a convention and to enlist broadcaster support in drafting a code of ethics. Since Midwestern Minneapolis is centrally located, a far greater turnout is anticipated to attend the meeting than could have been possible for a similar national gathering in Hollywood.

DJA will also call on the Federal Communications Commission to assist it in drafting its code. In view of the crisis created by the "payola" scandals, the Association feels that a strong code put into practice as soon as possible will help ease the strain under which deejays have been operating. It was felt that this is not the time for a convention as such but instead to keep deejay attention strictly on the drafting of the proposed code.

According to DJA proxy Jim Hawthorne, the 20th Century-Fox film devoted to deejays is still being planned. However, he admitted that the "payola" stigma created by the recent investigations had placed previously unforeseen stumbling blocks in the path of its completion.

Look for Swingin' Lovelace

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The unqualified success of Columbia's introductory offer of the "Stereo Seven Sampler" at 33¢ featuring Percy Faith's "Theme From A Summer Place" backed with Johnny Mathis' "The Best of Everything" has necessitated our extending this unprecedented offer. For a limited time only!

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2. Standard repertoire perfect for home, store and juke box.

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S7 30445	"The Song From Moulin Rouge" "Bouquet"	PERCY FAITH
S7 30444	"Volare" "I Love Paris"	KIRBY STONE FOUR
S7 30441	"Goodnight Irene" "On Top of Old Smoky"	MITCH MILLER
S7 30410	"Small World" "You Are Everything To Me"	JOHNNY MATHIS
S7 30476	"Heartaches By The Number" "Two"	GUY MITCHELL
S7 30511	"El Paso" "Running Gun"	MARTY ROBBINS
S7 30532	"Tracy's Theme" "Thanksgiving Day Parade"	SPENCER ROSS
S7 30533	"Mary Don't You Weep" "Run"	STONEWALL JACKSON
S7 30542	"The Sound of Music" "Heart Full of Love"	DORIS DAY
SS 7 (Sampler)	"The Best of Everything" "Theme From A Summer Place"	JOHNNY MATHIS PERCY FAITH

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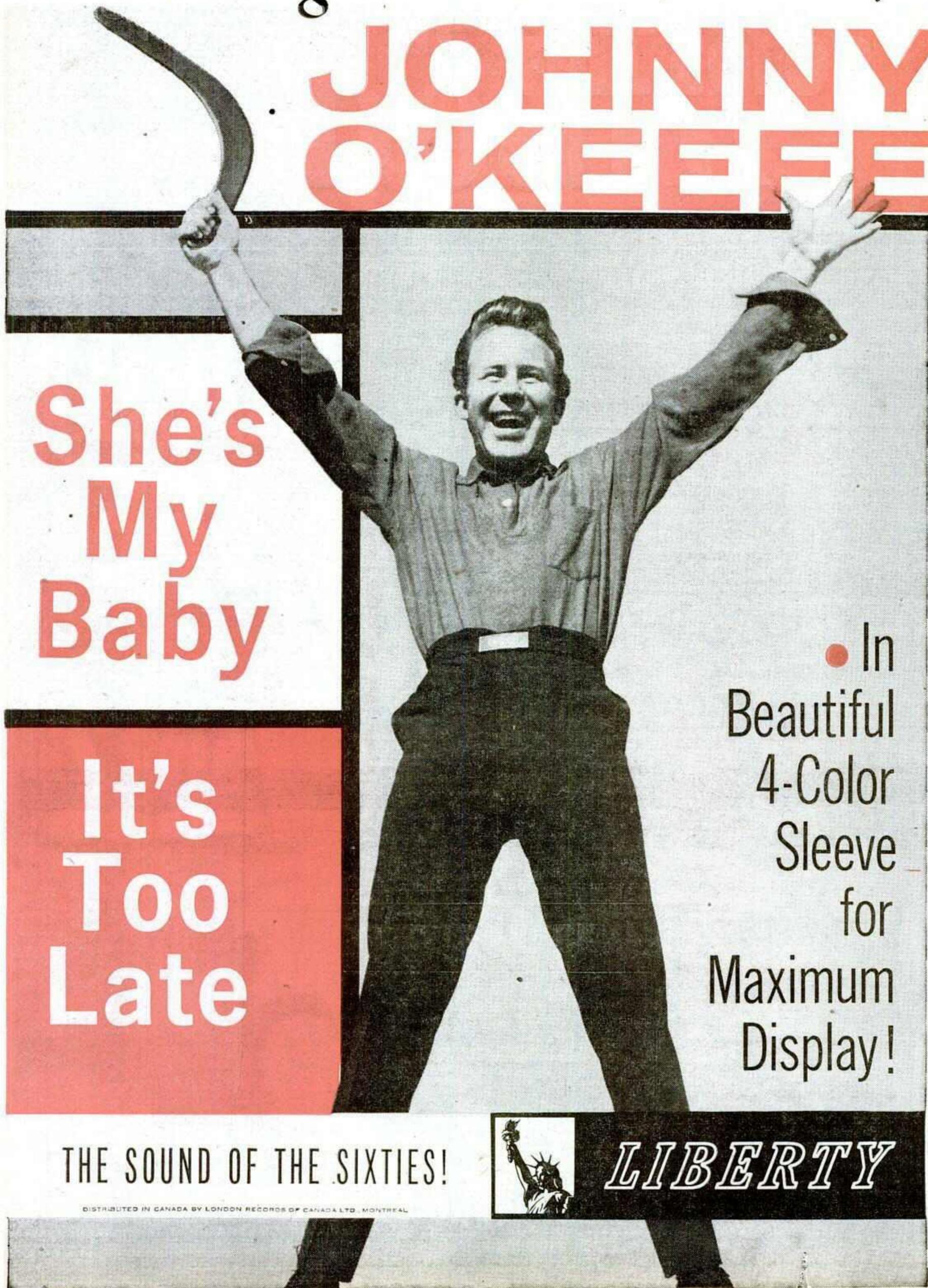
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It's
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THE SOUND OF THE SIXTIES!



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Kaye Belts ASCAP Charges

• Continued from page 4

lowed by leisurely discussion. (See separate story.)

Among the few questions asked of the BMI board chairman, FCC hearing counsel Ashbrook Bryant asked if BMI could license "just as much music," if it were divorced from broadcast ownership. "Yes," said Kaye, "providing there was as much of it produced. If BMI had to operate under ground rules proposed by ASCAP, there would be no competition in music licensing — it would constitute a merger."

FCC Commissioner Cross asked what BMI did to control payola among its members. Kaye said it was controlled to such extent as was possible. BMI has resorted to the American Arbitration Society to cancel the contract of certain publishers who have attempted to manipulate or abuse the BMI system, said Kaye. However, if payola occurs outside BMI performance system, as between publishers, writers, and other sources of profit, BMI has no jurisdiction.

Kaye said that BMI distribution is in itself discouraging to payola practices, since it is based on a wide spread of local play, and individual plugs would not be

worth enough to make the deal profitable. He contrasted this situation with the amounts of up to \$5,000 weekly in performance money that an ASCAP publisher can get if fragments of his tunes are used in network background play. Kaye quoted trade stories indicating 50-50 splits between ASCAP publishers and show producers when latter reportedly agree to use the publisher tunes at \$60 per play, with \$30 kickback to the producer.

Commissioner Bartley asked Kaye where the line could be drawn between legitimate plugging and payola? Kaye felt that "personal character" has to be the test where interests overlap. Payola in the form of \$20 to one deejay to plug a record is obvious. But, said Kaye, what about a situation where an Oscar Hammerstein gets up his own show, and performs his own music on network TV, resulting in vast performance sums. And what of the situation of Steve Allen, who is an ASCAP songwriter, with recording and publishing interests, and uses his own music on his TV program to roll up substantial performance take. Whether this is fair to the rest of the songwriters and publishers not so advantageously placed, is a question to be pondered, Kaye said.

"We would not disqualify the owners of these music interests from any of their other interests," he said pointedly, "any more than BMI would accept the proposition that all broadcasters should be divested of music ownership." In both cases, the handling of the situation depends on the individual, Kaye felt.

Hard facts from the Justice Department memo criticizing ASCAP's distribution system were

used to point out the overweighted network TV payments, and the corresponding temptation to buy such plump plugs. Facts cited were that in 1957 some 42.5 per cent of all payments made by ASCAP were based on TV network performances alone — amounting to about \$11,000,000 (the same as BMI total distribution from all sources, local and net, Kaye noted).

One-third of all ASCAP performance credits went to background music, which constituted the bulk of the network TV performances, and accounted for over \$6,000,000 annually, Justice pointed out.

Said Kaye: "Under ASCAP's system, the emphasis on background music is accelerated by the exaggerated advantages given to even a few seconds' use of old established hits on network TV programs. The use of a fragment of an old hit accompanying the closing of a door will yield as much as if an artist had featured the same song in a full performance on the same program. . . . If the ACAP publisher is owned by a motion picture producer, and places fragments of old hits in a TV show produced by the movie company, or induces a package proprietor to use such fragments, ASCAP's system calls for the payment of as much as \$2,000 for the fragmentary background uses on a single program."

If the fragments were taken from new songs, written by young writers and published by new publishers, "ASCAP's payments would be precisely nothing—" unless the performance had a certain duration, when it would still get only a "fractional" payment.

In rebuttal to ASCAP claims that it is wrong for BMI stock-owning broadcasters to be in a position to "choose" music for broadcasting, Kaye notes that 25 per cent of AGAC members have ties with radio or TV, giving them a say in what music will be played

on the air. Also, many in ASCAP writer-performer membership, select music for movie and TV film use; and ASCAP's movie publisher members own record companies.

When any of these diversely-equipped members select music for broadcast shows, live or filmed, they profit from selection of music in which they have interests, Kaye points out. "It is difficult to see why broadcasters should be disqualified in a field in which their competitors are left free to operate."

In addition to his oral testimony, Kaye submitted a point-by-point rebuttal to ASCAP charges, for the hearing record. Among the items were lists of ASCAP writers who both write and produce for television, and members who are also entertainers, with interests in publishing houses.

On the much-discussed topic of BMI's allged \$100,000 a year payments to Lois Music, Kaye said BMI never paid "even close to the amount mentioned" by Harbach in the oft-quoted, unofficial affidavit. (The affidavit was presented to Justice Department and rejected by them in 1953, when Mr. Harbach was 80 years old — and the document did not even claim its hearsay data to be of Harbach's own personal knowledge, Kaye pointed out.) Kaye said "Lois Music was paid by BMI on the basis of the number of performances of its compositions over the air. BMI did not pay Lois because King Records recorded music licensed by BMI." (The Billboard, January 18, January 25, 1960.)

Finally, Kaye pointed out, ASCAP should follow its competitors' path in achieving customer good will. BMI does not win this by conspiracy, but by service: "I respectfully suggest that it may be because BMI does not systematically insult, vilify and attack its customers," was Kaye's parting shot.

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BILLBOARD SPOTLIGHT

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

CASH BOX PICK OF THE WEEK

"JUST A LITTLE MORE"
 (2:16) (Winneton BMI—Watts, Mosely)

"NOT UNTIL I LOST YOU"
 (2:35) (Winneton BMI—Watts, Mosely)

ROBERT MOSELY (Coed 524)
 Coed has come up with another hot new find. He's Robert Mosely and his "stepping stone" will probably be his debut offering. "Just A Little More." It's an easy singin' romancer on which Mosely and the choral group blend in a refreshing, Lloyd Price fashion. Flipside Mosely displays his fine ballad stylings.

JUST

A LITTLE MORE

VARIETY BEST BET

ROBERT MOSELY ... JUST A LITTLE MORE (Coed) ... NOT UNTIL I LOST YOU

Robert Mosely's "Just a Little More" (Winneton) has the beat, lyric angle and vocal style that's sure to get important spinning attention. "Not Until I Lost You" (Winneton) is just an average ballad entry.

ROBERT MOSELY
 #524

COED
 Records, Inc.

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THE NEW STARS ARE ON COED

MUSIC REPORTER SCOOP OF THE WEEK

ROBERT MOSELY

"Just A Little More" (Winneton, BMI)
 "Not Until I Lost You" (Winneton, BMI)
 Coed 524 — Destined to rank among the great ones with its extremely refreshing sound, proper instrumentation and material that combines the strictly modern with enough of the traditional to insure smash sales. Distribbs should have field day.

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A PLACE

**LET
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**IN THE
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Arranged and Produced
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ABC-10076



and just take STOCK of these other ABC-PARAMOUNT climbers . . .

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The Virtues VAYA CON DIOS ABC-10071

*** The Poni-Tails . . . BEFORE WE SAY GOODNIGHT ABC-10077**

*** Nat Wright OL' MAN RIVER ABC-10078**

*** Johnnie AND Joe . . . I WANT YOU HERE BESIDE ME ABC-10079**

and the hottest version of

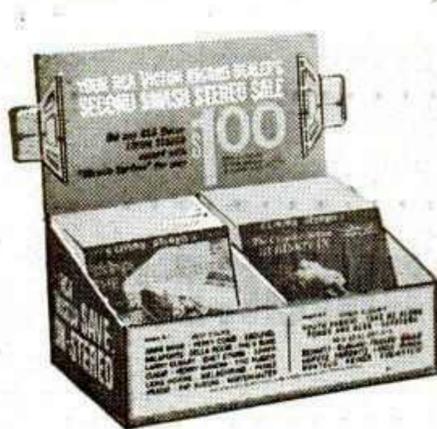
THE PUERTO RICAN PEDLAR by **Sid Feller** and his Orchestra . . . **ABC-10074**

* Arranged and Produced by Sid Feller

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Russell WSM Manager of Production

NASHVILLE—Don Russell, of NBC's "Monitor" and "It's Network Time," joins the staff of WSM here as production manager, effective February 1. In his new post he will also serve as emcee-announcer of a new show titled "650 Russell Street," to be presented over WSM Monday thru Friday from 9:10 to 11 a.m.

In addition to top tunes and interviews, the show will spotlight WSM's live talent, with the Jordanaires, Hank Garland, Buddy Harmon, Chet Atkins and the Glazer Brothers on hand the first week.

In addition to the new Russell show, WSM expands its farm service program, "Noontime Neighbors," from a half hour to 55 minutes—12:05 to 1 p.m., Monday thru Friday. T. Tommy Cutrer teams with farm director John McDonald and "Grand Ole Opry" talent on the farm service show.

Another new show on WSM's agenda is "World of Music," heard Monday thru Thursday from 6 to 10 p.m., with veteran announcer

Johnson LP Clicks for UA

NEW YORK — Based on heavy advanced orders for the new Marv Johnson LP, "Marvelous Marv Johnson," United Artists Records feels that it will be one of the strongest albums it has ever released. The label reports that heavy re-orders have been coming in daily for the album which was released only a week ago.

The success of Johnson's current hit single, "You Got What It Takes," which is included in the new album, is responsible for the strong initial reaction.

UA also reports strong acceptance on the other three LP's recently released with "Marvelous Marv Johnson." These are "The Persian Room Presents Diahann Carroll," "Manhattan With Strings" by Georgie Auld and "Shing Along With Ush" by Don Costa and His Freeloaders.

The company plans an extensive promotion and advertising campaign to support the albums.

David Cobb adding adult commentary to so-called "good music" you like to hear.

Cap Lists 30

• Continued from page 6

packages devoted to "Berlin at Night" and the music of Australia's uncivilized native tribes. First two albums are in stereo and monaural, the Australian package in mono only.

The classical release spotlights albums by Sir Thomas Beecham, Carmen Dragon, Nathan Milstein, Sir Malcolm Sargent, the Whitmore and Lowe piano duo and a stereo re-issue of an earlier Leopold Stokowski recording of music by Debussy, Ravel and Ibert.

GROWING!

"I WAS SUCH A FOOL"

The Flamingos
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END RECORDS

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NIGHT CLUB REVIEWS

Castle Sisters in Solid Coast Deb

The Castle Sisters, making their initial West Coast appearance at Bimbo's 365 Club in San Francisco, are adding to their musical friends. And this gesture is sure to push the sales of their recent Roulette releases, "Will You Love Me Tomorrow?" and "Thirteen."

The pert and pretty sisters have exceptionally good special material for each of their three nightly shows. And they sandwich in a number of favorites for the middle-agers who frequent the bistro. In their first evening show, the special "Three Little Sisters" is entertaining and missed in the second performance. But they do top harmonizing with "Sittin' on Top of the World," "Since There Was You," and particularly "I Enjoy Being a Girl." A medley including "Strike Up the Band," "76 Trombones," "Easter Parade," "McNamara's Band" and "When the Saints Go Marching In" are highlights. Outstanding, however, is "Walk With Me," which indicates that the girls could also sock with music with a gospel tinge. Their comedy part is "We Like Mountain Music," complete with jug and washboard.

The Castles dress conservatively in sequined bodiced light blue gowns.

They are well supported by Johnny Martin as emcee and singer of "Perfidia," which he does while the Moro-Landis Dancers (8) and specialty performers put over a jungle number. Del Ray's magic turn is fresh and most entertaining. Bill Weir and his ork (8) played for the show caught, being relief for Bill Clifford and his regular aggregation.

★ ★ ★

The Lady Needs to Let Herself Go

Carmen McRae is currently starring at The Arpeggio, one of New York's newer, and pleasanter, jazz spots on the east side. The thrush sticks mainly to standards, with an occasional piece of special material thrown in. She handles her vocal chores ably on "Give Me the Simple Life," "The Lady Is a Tramp," and "Foolin' Myself." But somehow, on the night caught (22), Miss McRae seemed to be holding back. She can sing, and she does have a definite vocal style, but she'll never impress an audience with the real extent of her talents unless she gives more than she appears to be doing at the Arpeggio, and adds some personality to her vocal work as well.

Alternating with the thrush at the Arpeggio is the Gene Di Novi Trio. Di Novi is a talented pianist and he keeps things

BARRY SISTERS

Roulette Records artists, say:

"Being a team, we always have to consult each other and come to an agreement before making a decision. Billboard is the exception to this rule, since we both recognize without any discussion the importance of reading it every week to keep in touch with what goes on in every facet of our business."



swinging whenever his trio is on view. Record companies should give his trio a listen for possible recording. **Bob Rolontz.**

★ ★ ★

Bey Sisters and Andy Lively Two

Refreshing and different enough to be exciting is the American debut engagement of the Bey Sisters & Andy at Boston's Storyville for a three-week stand. This unique trio, Andy at the piano and the sisters, Salme and Geraldine, working solo and in concert, hails from Newark, N. J., but had to move to Paris to garner recognition.

Their notices at Josephine Baker's "Blue Note" were all in the rave class and they have come back home to start a nationwide tour under the aegis of George Wein, Storyville and Newport impresario, who was impressed with their fresh approach to jazz.

The trio attacks its own arrangements with a kind of joyful ferocity, perfectly paced, tossing in amusing dialog which appears to be ad libbed, but which apparently isn't. They give a new stylization to oldies like "Bye, Bye Blackbird," "Belly to Belly and Back to Back," "Blues in the Night" and "Everybody Loves My Baby."

The girls have a well-timed sense of fun and comedy, at times they seem almost off-hand and informal, but they are consistently professional even while frolicking thru an Ella Fitzgerald scat song. They flirt with a striking arrangement of "Summertime" and put new ideas into "Pretty Baby." They are just disconcerting and high-spirited enough to tweak a jaded jazz audience. **Cameron Dewar.**

★ ★ ★

White Showmanship Scores Again

Two fine talents are appearing at the Village Gate — Josh White, noted folk balladeer, and Elly Stone, a young thrush with a repertoire of satiric songs. These talents, coupled with the moderate food and drink prices prevailing at the spot, make this downtown boite a very attractive entertainment buy.

White has been around for years—and the years only confirm the solid bases of his talent. He is a showman who is not tinged with a touch of the spurious; and it is this quality which sets him apart from many folk artists. Material in his turn Tuesday (26) included "St. James Infirmary Blues," "Lord Randall," "Outskirts of Town," etc. A highlight was the presentation of his daughter, Beverly, who sang "House of the Rising Sun," "Half as Much," and "Molly Malone" to daddy's guitar backing. Fresh and charming, "Half as Much," incidentally, is an interesting addition to the act's repertoire; it is the Hank Williams' country hit of years ago.

White's guitar work continues to be superb. Miss Elly Stone opens the show. This is a bright, good looking chick who merits careful attention by talent buyers. The style of her turn is a combination of youthful freshness and sophistication. Her songs fall into the category of special material, tastefully risqué — but with a purpose — for they depict the lighter, ironic aspects of human nature. **Paul Ackerman.**

★ ★ ★

CONCERT REVIEW

Fine Promise in Chamber Music Trio

One does not normally associate many chamber music groups with commercial success, but the Nieuw Amsterdam Trio seems to be one of the few exceptions. Their concert at the Carnegie Recital Hall last week not only was S.R.O., but drew a distinguished audience which was perceptive musically and obviously had come in response to the group's widening reputation. The program consisted of Beethoven's Trio in E flat, Op. 1, No. 1; Charles Ives' Trio; and Dvorak's Dumky Trio.

The group plays with unity and precision and obviously consists of seasoned musicians of talent. The Beethoven trio was performed with emphasis on insight rather than display, for which the other two works provided ample challenges which were met with ease and distinction. The Ives was a pure romp, and the Dvorak, based as it is on peasant themes, afforded melodic as well as technical opportunities for the ensemble to shine. The group is recommended as likely recording talent on the basis of its ticket-buying following as well as its musical ability. **Sam Chase.**

★ ★ ★

LEGIT REVIEW

Material Revue's Major Headache

Jerry Herman's latest review, "Parade," which opened at the Playhouse in New York last week (20), starts and occasionally sputters, but it never really gets off the ground. This is more the fault of the material than of the five gifted performers—all of whom have their bright moments.

A few of Herman's skits are hilarious, and there are some clever situation tunes and attractive ballads. However, a consistently interesting pace is not maintained. Dodie Goodman has a very funny number, "Bless This House," which deals with preserving the Girl's House of Detention, somewhat of a Greenwich Village landmark.

Singers Lester James and Fia Karin interpret "Your Hand In My Hand," the show's loveliest ballad, very prettily. Richard Tone, also the revue's choreographer, has an impressive number, "The Audition," and Charles Nelson Reilly is seen in some funny skits, notably "Confession to a Park Avenue Mother."

The show is heavily balanced in favor of the first act, which contains the better routines. Technically, the various contributors to the production, have done a laudable job.

Chief ache of "Parade," however, is the material, which is not nearly up to the par of some of talented Jerry Herman's previous efforts. **Howard Cook.**



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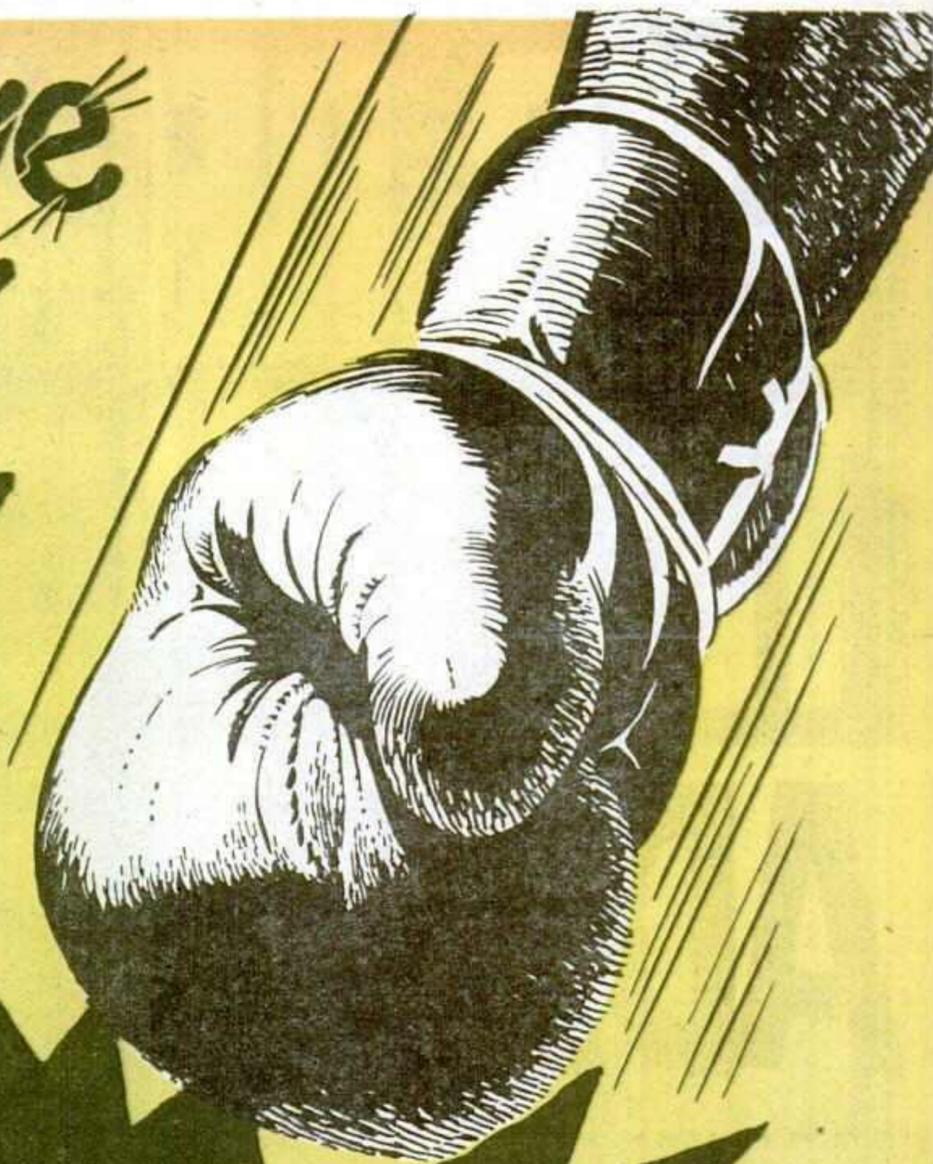
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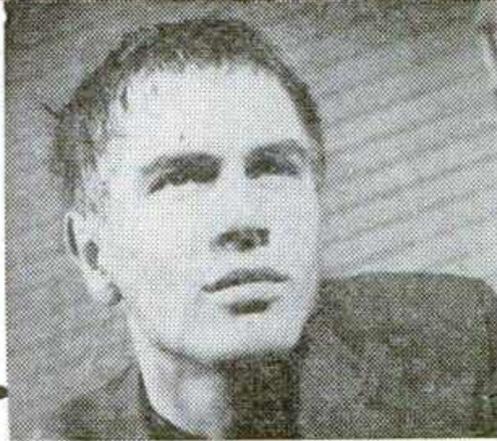
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Audio Feedback

DISCOUNTERS: NEW AUDIO SALES AREA?

Most phono-component dealers jump nervously if you mention the words "discount house" to them. Not so the executives of Hudson Radio & TV Corporation, one of the country's top outlets for audio components, records and packaged goods. For nearly six months, Hudson has been proving that the audio retailer and the discount retailer can form a profitable (to both) alliance.

Hudson's biggest outlet is on Manhattan's West 48th Street, in the same block as two of the biggest names in the discount-merchandise field—E. J. Korvette and Masters, Inc. Korvette recently set up departments in its chain of discount shops to handle a number of audio items. Since last September, Hudson has been operating, on what amounts to a lease basis, a thriving audio department in the Masters stores.

Trade sources we've queried about the Hudson-Masters alliance estimate the deal will add as much as \$1.5 million annually on top of Hudson's regular sales level of some \$4.2 million. We put the same question last week to Sol Baxt, executive vicepres of Hudson and one of the most aggressive merchandisers in the audio field. Baxt didn't comment on how well his precedent-breaking subsidiary was making out, but he had much to say about other factors in the dealer-level marriage.

"It's doing a lot to help us reach a new market—people who never came to Hudson, even tho we're only a couple of doors away," Baxt said. "Masters has an enormous customer traffic, and practically none of it, before we started there, was what you'd call 'the audiophile trade.' When it came to phonos, it was primarily medium and low-priced package goods. We've changed a lot of that."

Customers who go in for audio comparison-shopping are in for a surprise, however, if they make the Hudson-Masters audio circuit. Price schedules on items sold in both stores (and many are) are identical, altho the sales emphasis at the Masters audio outlet is on "the \$200-\$300 class," according to Baxt. It is definitely not used as a dumping ground for distress merchandise.

Hudson does restrict the audio, tube and battery lines handled at the big discount house to those that generally give the retailer some leeway in letting prices find their own level in a free market. A few: the Japanese-made Realistic line (also sold by Boston's Radio Shack), Acoustic Research, Bogen, Fisher, Harman-Kardon, H. H. Scott, University, Electro-Voice, RCA, General Electric.

"Handling price-fixed lines at Masters, we both felt, would defeat much of the purpose of the experiment," Baxt explained. "People who shop Masters regularly expect that the store is giving them the best price possible, and that Masters will be competitive. This makes handling a fair-traded audio line like McIntosh, or K-L-H, or Marantz a problem, even tho we've been asked by some fair-trade firms to put their merchandise in our Masters outlets. However, if the price really breaks on an item we have at Masters, we'll pull it out."

When the Masters deal began last September, Baxt told us, Hudson's regular suppliers were by no means universally enthusiastic about it. In fact, it took considerable assurance that Hudson had no intention of undercutting its own price structure thru a leased audio department in a discount house to make suppliers go along with the deal. "Now," adds Baxt, "they're enthusiastic about it, because we're broadening the audio market."

One clue that Hudson is using its foothold in the mass-market retail field as a means of expanding the total market for components can be seen in the personnel staffing the Hudson departments. Discount houses traditionally offer little in the way of sales frills, and the kind of personalized selling found in retail outlets that can afford it thru higher mark-ups. "Selling audio to a consumer who knows nothing about components hi-fi still calls for a specialty salesman. It can't be just anyone. That's why all the key sales people in our Masters operation are veterans of selling audio in our regular audio departments," explains Baxt.

In a way, the Hudson-Masters tie-up is just an extension of a process begun several seasons ago within the Hudson stores themselves, notably the West 48th Street outlet. "We began to get an increasing number of consumers of a non-audiophile nature attracted by word-of-mouth, or our ads. They would usually be completely bewildered by a visit to our audio component department, and would ask: 'Can I buy something that I can just take home and plug in?'" Baxt recalls.

To meet this problem, accelerated considerably by the start of a record department at Hudson, the firm added a number of packaged-goods phono-radio lines, such as RCA, Webcor and Motorola. The move gave Hudson a good in-depth sales position with customer traffic that came to Hudson, as sales staffers could talk either packaged goods or components. What it didn't provide was a means of meeting the needs of customers who felt more comfortable shopping in a non-technical environment, or who bought most of their home appliances or electrical goods at discount retailers.

Could other large audio dealers broaden their consumer market by expanding into the leased-department field at discount houses in other cities? "It'll take at least a year to evaluate fully just how well we're doing," says Baxt. "But I'd say that the formula could probably be duplicated with success in other areas."

By: C. R. S.

MoodMaster Wing Sold

CHICAGO—The acquisition of the Special Products Division of Conley Electronics Corporation, Skokie, Ill., was announced Thursday (28) by Edgar N. Greenebaum Jr., president of Greenebaum & Associates, electronics consultant firm, and G. D. Andrews, president of Master Tapes Music, Inc., Des Moines, distributor of background music units and pre-recorded tape. Greenebaum said that the purchase in no way affects the Waters-Conley Company, Inc., the phono-making wing of Conley Electronics Corporation, which manufactures in Rochester, Minn., with sales headquarters in Chicago. Greenebaum changes in the Special Products Division will be announced within the next week.

The Special Products Division will continue to manufacture and distribute nationally the MoodMaster automatic tape magazines and background music playback units, with rumor indicating that Andrews will actively spearhead an accelerated sales and distribution program (The Billboard, January 18). In making the announcement, the firm also spotlighted entrance of MoodMaster into language instruction at all grade levels and also for use in the Talking Books for the Blind program.

Fun & Games Build Stereo Phono Sales

Prizes, Free Food at Annual 'Premiere' Bash Pay Dividends for Denver Dealer

DENVER — Some highly unusual merchandising methods are selling a record volume of stereo for Nides' big record and stereo phono-graph dealership here. The Nides firm is under the guidance of Mrs. Nessie Nides, who took over following the death of her husband, shortly after their marriage seven years ago.

Typical of the spectacular methods which she has used to keep the stereo market booming is the annual "World Premier of Stereo" which has been held for the last three years at the store. Timed to match the introduction of each year's new models, the "World Premier" is probably the most colorful individual stereo promotion run in the Western States.

To make sure that it attracts anywhere from 7,000 to 9,000 people, full-page newspaper ads are used in both Denver dailies, outlining the "World Premier," offering exciting prizes, refreshments, free gifts, and above all, "a chance to see the nation's finest stereo developments all under the same roof." For the three-day program, all other merchandise (except for

the record department) is moved out of the store into a warehouse. Walls are completely covered with velvet drapes, and bouquets of flowers are strategically spotted thru the store. Meanwhile, each distributor or manufacturer supplying the Nides store is given "booth space" around the walls, to make up individual displays of his finest products, and to act as a demonstrator. Meanwhile, a dozen shapely models are hired to act as hostesses in evening gowns, distributing literature, directing customers to specific displays, while the store staff of salesmen and executives wear tuxedos. Every suggestion is built around the slogan "See the Man in the Tuxedo."

(Continued on page 26)

Alden to New 3-M Post

ST. PAUL, Minn.—Minnesota Mining and Manufacturing's magnetic products division accelerated its sales impact activity with the creation of a merchandising manager for the first time this week. Charlie Alden, advertising manager of the 3 M magnetic products division, moves into the newly-created slot. His successor has not been named.

Creation of the new post ties in with the acceleration of the whole division's work with the growth of the tape cartridge playback unit at one and seven-eighths inches per second exclusively reported in The Billboard late last year. The magnetic products division oversees the entire recording tape activity.

Stereodisk Boon to Tape, Says MRIA

SAN FRANCISCO — Tho the stereo disk "delivered tape a cruel blow" in the beginning, "the stereodisk was the best thing that ever happened to tape," declared Herbert L. Brown, president of the Magnetic Recording Industry Association, on the eve of the Association-sponsored, 1960 San Francisco High Fidelity Show. The show opened a four-day run last Saturday (23) at the Cow Palace here.

"In the short span of a few months, millions of Americans had been exposed to stereophonic music by the disk — a far greater audience exposure than tape alone could have done in a 10-year period," Brown noted. "In early 1959, tape was at the right time with the right development—music recorded in stereo on four tracks rather than two, immediately cutting tape costs in half. We put tape in competition with the disk without losing tape's most priceless attribute—fidelity."

Brown estimated that the tape industry will manufacture 750,000 machines in 1960, valued at \$170,000,000. In 1959, 650,000 machines were produced with a value of \$140,000,000. "Almost 500 four-track tapes have been made available and at least 1,000 will be on the market within a few more months," Brown said.

PHONO, RECORDER PITCH

Alabama Dealer Bait A Canny Sales Hook

By JEANNETTE FORMBY

BIRMINGHAM, Ala. — Whenever Godwin Radio Company here sells a high fidelity or stereo phonograph, or a tape recorder in the same classification, a "surprise card" is mailed to the purchaser, entitling him to an automatic 20

per cent discount on phonograph records or tapes thereafter.

This simple stunt has had much to do with impressive increases in phonograph sales over the past two years, according to J. W. Godwin, owner. While the company makes no effort to advertise the 20 per cent discount available to equipment owners, news of this service has been widely circulated by word-of-mouth—to the point that it is taken into consideration by almost everyone in the city who is planning to buy a phonograph or tape recorder.

The 20 per cent discount is a real attraction, despite the fact that there are cut-price stores in the area which have chopped their profit margins still farther, in order to meet the Godwin offer. Since this big Alabama store, which

(Continued on page 26)

Pentron Debts Nippon-Made Clock Radio

CHICAGO — Pentron, leading indie tape recorder maker, this week made its first move into the national distribution picture, with the addition of a Japanese-produced miniature transistorized clock-radio. The seven transistor Startone clock-radio, measuring three by six by one-and-one-half-inches and weighing one pound, comes battery-supplied, with ear-phone attachment and leather carrying case at \$49.95 suggested list. Clock, which can be removed from chassis, has 30-hour windup movement and can be battery-powered when necessary. The automatic clock-alarm radio operates on a single nine-volt battery.

New 4-Tr'k Tape Conversion Kit

MINNEAPOLIS — The Nortronics Company, Inc., has introduced a new stereo four-track tape conversion kit. The kit can be used with Wollensak-Revere, Pentron and V-M tape equipment. The new units are available for either four-track play and record or for four-track play only. Net prices range from \$22.50 to \$44.70. Each kit is furnished with necessary stereo heads, hardware and instructions.

New Shure Co-Op Deal

CHICAGO—Shure Bros., Inc., which manufactures mikes, pickups and components, has inaugurated a co-op student training program thru four participating institutions in the Midwest area. The program has been undertaken, according to prexy, S. N. Shure, "to build knowledge and interest in the acoustical sciences."

Participating will be Northwestern University, Marquette University and the Illinois Institute of Technology. Engineering students at these schools can begin the co-op program in their sophomore year. The students alternate school study with lab and production work at Shure.

The program lasts thru the fourth year of study or until he receives his degree. He is given full credit for his work in the company.

Dot® RECORDS

PAT

with a

**"(WELCOME)
NEW LOVERS"**



THE NATION'S BEST

PROUDLY PRESENTS

BOONE

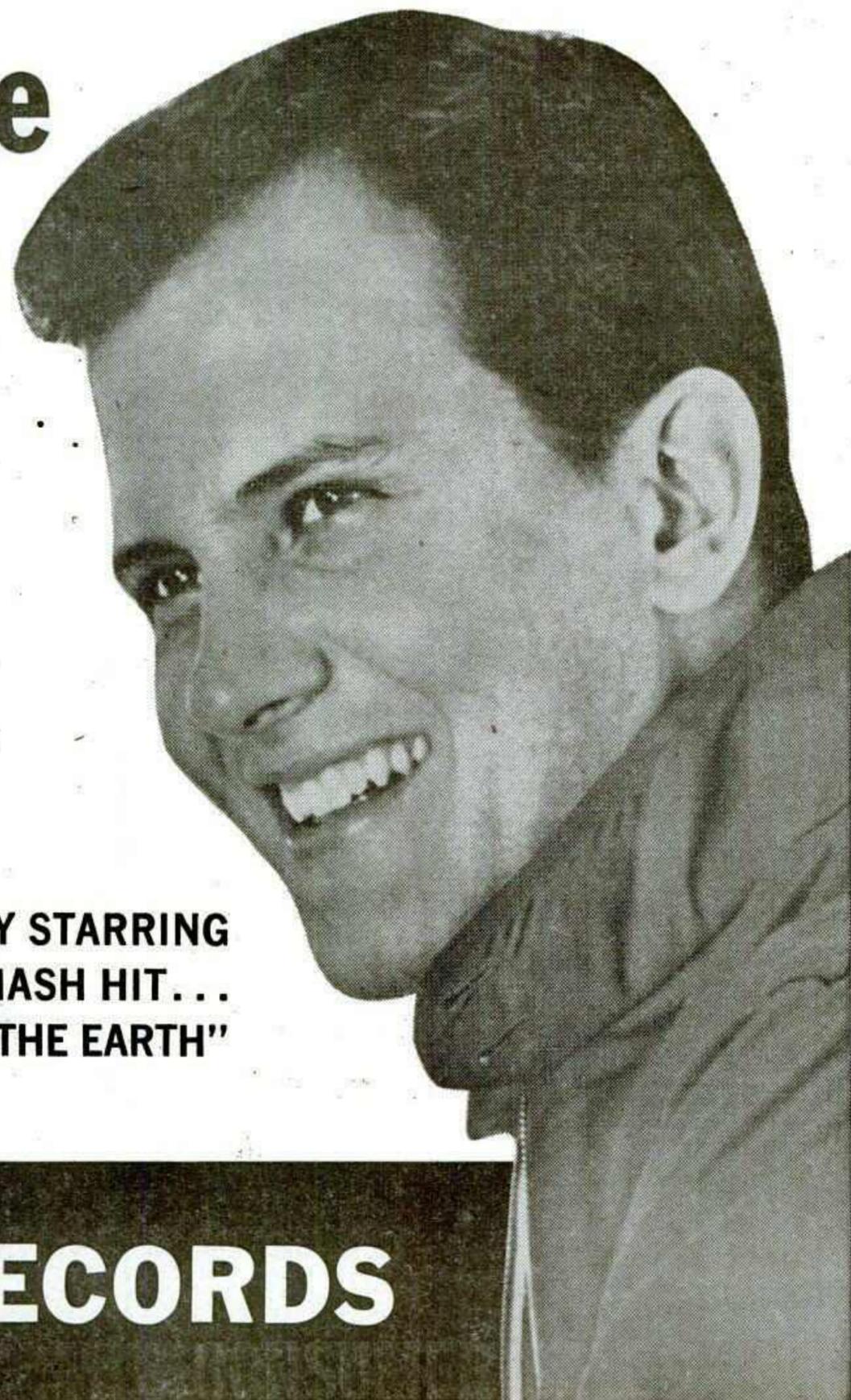
New Release

"WORDS"

#16048

(Stereo #S-220)

**PAT BOONE IS CURRENTLY STARRING
IN THE 20th CENTURY FOX SMASH HIT...
"JOURNEY TO THE CENTER OF THE EARTH"**



SELLING RECORDS

Du Mont Collector Series Adds 9 Models

NEW YORK — The Du Mont Division of Du Mont Emerson Corporation has added nine new models to its Du Mont 1960 Collector Series—featuring a de luxe stereo TV-phono-radio console, two stereo phono-radio consoles, an AM-FM table radio and a 9-transistor radio. The combination, retailing at \$1,200, has a stereo simulcast hi-fi AM-FM radio, 40 watt hi-fi dual channel amplifier, Garrard stereo record changer with diamond stylus, and matched hi-fi coaxial-speaker dual speaker systems. The two stereo hi-fi radio-phono consoles, each retailing at \$499, feature Garrard four-speed stereo record changer with diamond stylus, and dual speaker systems consisting of six hi-fi speakers. The Lorraine has a cherry fruitwood

French Provincial cabinet, while the Westwood has a contemporary-style walnut cabinet. The hi-fi AM-FM table model radio, retailing at \$100, is equipped with a seven-tube full power chassis, built-in Ferrite-rod antenna, dual concentric bass and treble tone controls, phono jack with front control switch and dual hi-fi speakers. Last week Emerson Radio and Phonograph Corporation and subsidiaries reported an increase in profits, for the fiscal year of 1959, of 89 per cent while sales rose 15 per cent over the previous year.

E-V Needle Sales Kit

BUCHANAN, Mich. — A new, 1,000 needle merchandising cabinet is being offered by Electro-Voice, Inc., to all distributors who stock 500 or more E-V replacement needles. The cabinet is constructed of steel and has a handsome, silver-gray, hammertone finish. The needles are held in 24 plastic, dispensing drawers. The unit, which measures 17 1/4 by 14 by 11 3/4 inches, fits on a standard distributor shelf. All needles by E-V, which entered the needle field only last November, are individually encased in styrene plastic packages which are color-coded to quickly identify the unit as to diamond or sapphire tip.

REK-O-KUT SETS TRIP CONTEST FOR DEALERS

NEW YORK — Rek - O - Kut Company, Inc., has announced a February contest which will give dealers an additional chance to win a trip to Nassau as part of the firm's previously announced "Tropical Holiday" promotion. The firm also bowed plans for a joint promotion effort with American Airlines. To enter, a dealer must build a window or island display in his store using Rek-O-Kut or Audax components. Photos of displays sent to the company by March 1 will be judged by the noted industrial designer, George Nelson, who will select his choices of the seven most creative displays. First prize will be a trip to Nassau and the six runners-up will receive points toward a Nassau vacation. The February competition is an added feature of the "Tropical Holiday" promotion, in which each 5,000 points accumulated by a dealer between now and April 30 will earn the dealer a free week in Nassau. Points are awarded on the basis of the number and type of

Rek-O-Kut and Audax components sold. Dealers winning less than 5,000 points can purchase the difference and still go to Nassau, or apply their points toward merchandise prizes. Free trips will also go to the 25 dealers showing the greatest percentage of sales increase over the previous year. The "Tropical Holiday" takes place after the May Parts Show. Also on the Rek-O-Kut front is a joint, five-month campaign with American Airlines. The campaign will promote Rek-O-Kut turntables, tone-arms and Audax speakers, along with American's Boeing 707 jet service, under the theme, "Men of decision. . . Demand precision." Ads show the high fidelity units in use in homes of American pilots and will appear in the New York Times Magazine, Sports Illustrated, Playboy and Hi Fidelity magazines.

Fun and Games Build Sales

• Continued from page 23

which is used in an average of 50 radio spots tied to the stunt.

Prize Drawings

Then, there are some 50 prizes given away, with a drawing every hour, which Mrs. Nides believes pleases the public far more than a drawing for a few more valuable prizes. Almost everyone has an opportunity to win a prize valued at around \$5, and this keeps traffic going thru the day, and late into the evening hours, to accommodate the traffic. Along with the free hourly drawing, free coffee and angel food cake, balloons for the children, cigars for the men, and corsages of flowers for the women are distributed.

In creating the museum-like atmosphere, with sedate dinner music always playing in the background, the Nides firm makes a definite bid for Denver's "carriage trade," and with excellent response. No prices are quoted in the colorful ads which announce the "World Premiere." Instead, every emphasis is placed on high-end stereo sets, along with equally high-end television, and more than 60 per cent of all sales are "graded up" from moderately priced popular stereo sets, into better price brackets. This is the reason why the "World Premiere" can account for from 25 to 30 per cent of the year's volume, and likewise, the reason for the fact that profit per unit sale is higher than at any other time of the year. During each "World Premiere" total profit realized is usually 20 per cent greater than for the same number of stereo sets sold at any other time of the year—as an indication of the drawing power of this colorful event. Incidentally, the emphasis on evening gowns and tuxedos, and the chaste way in which the program is conducted has resulted in both photos and editorial comment from the two Denver newspapers, adding a lot of additional momentum to the program.

Disk Ad Pitch

Subtended to the full - page "World Premiere" ads is a three-quarter page ad in a morning newspaper which stresses the fact that Nides carries one of the largest stereo record inventories in the record titles on hand at all times. Reproduced in the ad are nine popular albums, and cuts of three

to six stereo phonographs, in the lower price levels, for the benefit of the budget-minded buyer.

During the "World Premiere," the store has often been open until long after midnight, which led to still another form of unusual stereo promotion. This is a 72-hour marathon, which has likewise become a permanent yearly feature, during which the store is kept open for 72 consecutive hours, and which has sold as many as 100 stereo phonographs in the space of time. To make the marathon as colorful from a prospect-attracting standpoint as possible, all salespeople wear red nightshirts, carry candles and lanterns, while serving coffee, donuts and other refreshments to the visitors. During the wee small hours of the morning, there are "clock specials," offering stereo albums, phonographs, tape recorders, and TV sets, at special discount prices if purchased say between 2 o'clock and 3 o'clock in the morning. This "pre-dawn selling" surprisingly, has sold a lot of high-end stereo simply because the discounts offered in return for losing a night's sleep are attractive enough to let a customer buy a top-quality \$350 stereo phonograph at the same price he would pay for a lesser quality model during the daylight hours.

Stereo lines include Webcor, RCA Victor, Motorola, Philco, and others. Starting out deliberately to make the "World Premiere" something of a social event, Mrs. Nides has definitely succeeded, and has broken sales records, with each of the three past events.

Alabama Dealer Bait Hook

• Continued from page 23

maintains the largest inventory of high fidelity and stereo equipment in the State, likewise matches that stock with an equally large selection of records, the Godwin offer "makes sense" to many more purchasers.

A consistently heavy advertiser, by newspaper, TV, radio, etc., the Godwin's plugs the fact that it carries a stereo tape inventory which can't be equaled anywhere in Alabama, a choice of the products of 10 leading manufacturers, and a service department which absolutely guarantees every item sold, exclusive of the already-established manufacturer's guarantee.

Godwin, a veteran of 11 years in the record, high fidelity, and now stereo business, recently completed a new 7,000 square-foot addition, making possible a 3,000 square-foot "high fidelity lounge" which displays upwards of 75 examples of high fidelity and stereo players around the walls, combined with radios, televisions, and combinations. Every record customer who comes into the store is invited to take a look at the pleasant, carpeted lounge, and to listen

to a stereo demonstration if he has the time. Because of its huge size, and the multiple brands offered, the hi-fi lounge has proven a thoroughly effective calling card. Another real asset in the sale of hi-fi and stereo equipment is the fact that customers who can take the time, are taken "on tour" of the store's huge service department, which is equipped for every type of electronic maintenance and repairs which the customer is ever likely to need. Such "tours" do a lot toward building the confidence of phonograph and tape recorder purchasers who are chary of inability to find proper repair service when troubles develop. The service department also handles custom installations, and helps the audiophile meet problems in home installation of sound systems.

Col. Field Force

• Continued from page 2

manager for the South and Southwest, region No. 4, covering the area from Memphis, thru Houston, San Antonio and Oklahoma City. Bob Richardson will report to him as head of the Southern district ranging from Charlotte to New Orleans.

Out on the West Coast, Gene Block is the regional manager of region No. 5, covering the Los Angeles, San Francisco and El Paso area. Reporting to him will be Ted Ponsetti, who is district manager of the Seattle, Spokane, Salt Lake City and Denver area. All merchandise managers will continue to report to Columbia sales chief Bill Gallagher.

Nov. Unit Sales

• Continued from page 2

that stereo sales from January 1, 1959 thru December 5, 1959 total 22.9 per cent of all LP's sold.

Total unit sales of all LP's, EP's and singles for the period November 9 thru December 5, 1959, came to 6,235,000 units. In the same period 1958, sales of all speed records were 8,000,000 units.

6 New Portable Radios By Arvin

COLUMBUS, Ind. — Arvin Industries will feature a new line of six portable radios, including a shirt-pocket sized, six transistor portable, about the dimensions of a pack of king size cigarettes.

American made and gift-packed, the miniature set comes with earphone, leather case and strap and a rod-type antenna. It's available at \$39.95. Slightly larger is Model 60R40, at \$41.95, suitable for a woman's purse or coat pocket.

Also included among the portables is the "International," which has a short wave band for amateur, international, ship signal, and WWV time broadcasts. Powered by eight flashlight batteries, the set is designed for boating and flying enthusiasts.

Puli Issues New Needle Catalog

ATTLEBORO, Mass. — Transcriber Company, Inc., manufacturer of Puli needles, has issued a new reference catalog for dealer use. The four-page folder, which is a marked condensation over previous listings, contains illustrations of 58 different Puli replacement needle styles. With each illustrated model is included the Puli model number, the various cartridges from different manufacturers for which it is applicable, the speeds which can be played by the needle and the model numbers of needles from eight different styli manufacturers for which the Puli model is a suitable replacement.



"I once took a JENSEN NEEDLE out of his paw."

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

New 'Strobolamp' Tests Turntables

CHICAGO — Switchcraft, Inc., of this city, has brought out a new device for conveniently checking turntable speeds. The unit, known as "Strobolamp," is a portable lamp with a six-foot cord, which eliminates the necessity of moving household table or floor lamps to the phonograph for use with a stroboscopic testing disk. Price of the lamp, cord and strob-disk is \$1.95.

Payola a Crime?

• Continued from page 3

in broadcasting and broadcast advertising, the two NAB officials saw eye to eye. The general theme, as sung by most broadcasters before the FCC, was "hands off the industry," as far as official regulation of networks or national advertisers is concerned.

NBC Board Chairman Robert Sarnoff, testifying on Thursday (28), was of the same viewpoint. FCC was advised to check up on broadcasters' over-all performance at renewal time. But even here, Sarnoff pointed out, a broadcaster's promises at application might have reflected his "zeal and imagination," but if audience demands made him change his programming, he should not be held accountable. In Sarnoff's opinion, best yardstick was whether the licensee managed to get and hold an audience, and maintain "reasonableness" in station conduct.

Sarnoff also felt radio broadcasters had a right to specialized programming of almost any variety, from "good music" to any other kind, or even an all - news - time - weather line-up, if they find an audience for it. Multiplicity of radio stations takes care of the whole question of program balance for any community in the country today, is Sarnoff's feeling.

New Air Formats

• Continued from page 3

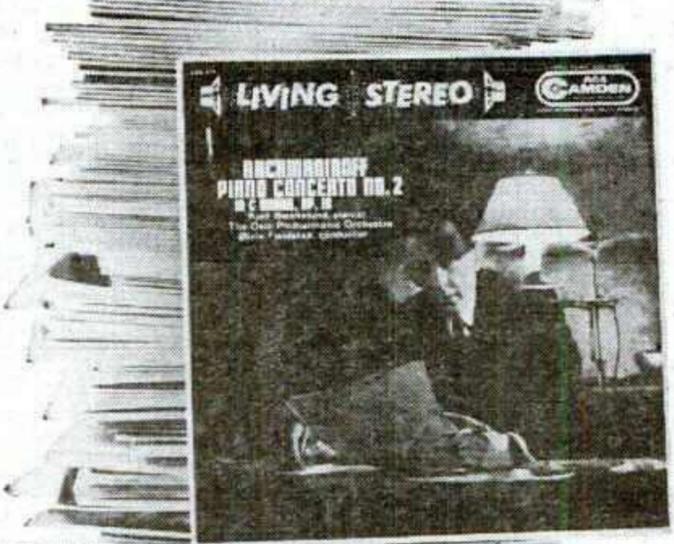
be returned to distributors. Doubtful performers will be auditioned by Bruce Dennis station manager.

If an acceptable record is not played after four weeks in the Music Center, it will be sent back. Those acceptable and used will be purchased.

Wade Quaal, WGN station manager said that music personnel have signed affidavits denying improper influence by record promoters. "We have complete confidence in the people who select and play music over our facilities," he said.

Details of the "Quality Control" program (set up recently by the Storer Broadcasting Company to conduct a continuing review of programming by the chain's seven radio and five TV outlets) were revealed last week. Each of the stations has been equipped with an S-24 Soundscribe tape recorder, which continuously records, off-the-air, the sound portion of each outlet's entire broadcasting schedule.

Portions, or all, of the previous weeks' recorded broadcasts are called for each month by the Quality Control department headed by Dean McCarthy. Each station furnishes the Quality Control office with a weekly list of approved disks selections, so that any variance can immediately be detected and investigated.



THE STEREO SALE OF THE YEAR FROM RCA CAMDEN!

Offer your customers **\$1** when they buy one at regular price!
any RCA Camden Living Stereo record for just

“\$1 for Living Stereo” is the best news a stereo buyer ever heard! And it’s even better news to dealers, who can cash in on the special dealer discounts during RCA Camden’s big Stereo Sale. This special offer runs for a limited time only, so *now* is the time to stock up on the entire RCA Camden Stereo Catalog!



To make sure *every* stereo buyer hears the good news, RCA Camden is setting into motion a tremendous advertising and promotion campaign:
NATIONAL ADVERTISING: Large ads in *Look* and *Cosmopolitan*, reaching 18,000,000 readers!
POINT-OF-SALE: 3-color counter displays holding 40 L.P.’s . . . color window streamers . . . 6-page supplement listing every RCA Camden stereo album, with order form designed for *your* imprint!
LOCAL ADVERTISING: 200- & 600-line mats!

CALL YOUR RCA CAMDEN DISTRIBUTOR NOW!



VOX JOX

By JUNE BUNDY

GIMMIX: Tom (Big Daddy) Torrance, WERC, Erie, Pa., is growing a beard from now until he marries Dolores Rian late this month. He has asked his listeners to write in guesses on how long his whiskers will grow by that date. Winner will receive free albums and 50 singles.

NARAS DEEJAY WINNERS: Bill Houghtaling, program director of KMUR, Salt Lake City, is vacationing in Switzerland this month, as first prize winner in the first annual NARAS deejay Grammy contest. Houghtaling submitted the ballot, most closely paralleling the actual voting results. He competed against 1,000 other deejays. The NARAS TV awards show was sponsored by the Watchmakers of Switzerland, who have made the broadcaster's trip possible. While in Switzerland, Houghtaling will tape several shows for re-broadcast over KMUR. He will also guest on several Swiss radio shows and plans to bring the top Swiss tunes back to the U. S. and feature them on a special KMUR "Swiss Hit Parade" program.

PAYOLA? HA!: Eddie Wall, WHEO, Stuart, Va., writes: "All this talk about payola makes me laugh. How in the H— can you get payola when you can't even get records to play. The only way we get the new releases is to trade air time for them at a local music bar and even that has been discontinued. . . . Now we get some service from the smaller companies but the major companies just don't seem to even read the letter we keep sending them. It stands to reason that if we cannot get service from the rockin' and pop companies, that we will soon do as many as other stations are and start programming listenable (as it is called) music only."

CHANGE OF THEME: Stan Martin, formerly with Port Jervis, N. Y., has joined WARK, Hagerstown, Md., in the 12 midnight to 6 a.m. slot, "The Night Watch," marking the station's first all-night program. . . . Station WROA, Gulfport, Miss., has a new owner-manager, Charles W. Dowdy, who took over the outlet January 1. Staff includes, deejay-program director Douglas Hendon, deejay-production manager Mike Porter, spinner Wayne Dowdy, and country and western jock Jim Owen. Hendon says the station would appreciate faster service on new releases.

Jocko Henderson joined WADO (formerly WOV), New York, this week in the 10 p.m. to midnight time slot. Henderson was with the outlet back in the old WOV days. . . . New staffer at WCHB, Detroit, is Bill Williams (Not WNEW's B. W.) formerly with WTMP, Tampa, Fla., Jim Termine has moved from WAMS, Wilmington, Del., to EEZ, Chester, Pa. He is program director of WEEZ and has his own deejay show from 1 to 5 p.m. across the board.

Scott Muni has had his contract with WMCA, New York, extended another year. His show is aired from 7 to 10:30 p.m. Monday thru Saturday. . . . New staffers at WMCA are Harry Harrison and Ed Brown. Harrison, recently with WPEO, Peoria, is slated from noon to 5 p.m. on Sundays. "Easy" Ed Brown, ex-KLEO, Wichita, Kan., will be heard on Sundays from 5 to 8 p.m.

Rick Ireland, formerly with a New Orleans station, and Al Dunaway ex-WAKY, Louisville, Ky., have joined WLCS, Baton Rouge, La. The station, notes Ireland, utilizes "a basic McLendon format, but softer, called 'Sparklesound.'" Last week the outlet sponsored an all-star stagershow, featuring local and national disk talent.

Cleveland Broadcasting, Inc., which owns station WERE, has purchased WLEC, Sandusky, O., a 250-watter. . . . Dick Holland, an actor at the Playhouse Theater, Houston, Tex., has taken over the all night deejay duties at KHUL-FM, Houston. . . . Station KNUZ, Houston, has changed the name of its programming format from the "Nifty Fifty" to the "Sonic Sixties," featuring what the station deems to be the 60 top selling disk hits.

Anniversary celebrations were held last month by WJMO, Cleveland, and the Keystone Broadcasting System. The Cleveland outlet was one year old. January 19, Keystone observed its 20th anniversary January 31. It has increased its affiliated stations from 98 in 1941 to 1,090 in 1960.

George Tucker, WNTA, Newark, N. J., will originate his daily "Teen Beat" show from schools and youth recreation centers throuout Northern New Jersey, starting this week. Each afternoon, Monday thru Saturday, Tucker will originate a two-hour record hop from 3:30 to 5:30 p.m. An hour of each hop will be transcribed by WNTA and played back that same evening—8:30-9:30 p.m., Monday thru Friday, 9:30-10:30 p.m., Saturday. Tagged "Double Exposure" programming, the gimmick will enable teenagers to attend the hops, then listen to themselves on the program in the evening.

KING ON R-H KICK: Deejays at KING, Seattle, are concentrating on a special promotional push on the new Rodgers and Hammerstein "Sound of Music" score. Frosty Fowler, KING's morning man has been offering free copies of Columbia's "Do-Re-Mi" single to any bona fide teacher who would write in for it. To date he has mailed out 320 copies. One grade school teacher wrote that her class was now getting up two hours early to hear Fowler's 6 a.m. show. The disk demonstrates what the jock calls "a new method of teaching the music scale" to youngsters.

Another tune from the "Sound of Music" score—"My Favorite Things"—has been conducted by Ray Briem. The jock asked his listeners to write and name their "favorite things." A new typewriter was awarded the dialer who submitted the most interesting list. Briem said the most common "favorite things" (submitted by contestants) were "the sunrise on the Cascade Mountains" and "sunset over the Olympic Mountains." The winning list included such satisfying items as "a bank mistake in my favor," my husband's offer to do the dishes, finding that the scale has been weighing five pounds overweight, etc.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



First Wax for Wade, 'Tell Her for Me'

Born in Pittsburgh on March 17, 1937, Adam Wade always wanted to be a singer.

A graduate of Virginia State University, Wade majored in Health Education and minored in bio-chemistry. After college he obtained a position at the Salk Polio Research Center at the University of Pittsburgh, where for the time being he put aside his hopes for a professional singing career.

Then, only a short five months ago, while on vacation from the lab, Wade came to New York to demonstrate some songs a friend had written. This visit with Coed Records resulted in the singer's debut on the label with his current chart-riding click, "Tell Her for Me."

Now the singing chemist is busy with club dates and personal appearances instead of lab work.



Jimmy Jones Has Hit In 'Handy Man'

Jimmy Jones was born in Birmingham, Ala., on June 2, 1937. He attended grade school and junior high in Birmingham and then moved to New York City where he graduated from George Washington High School.

At a session where Jones was doing demo records, he was once asked to sing one of his own songs, and "Handy Man" was recorded. A Cub Records executive heard the disk, became interested, and in a short time Jimmy Jones was signed to a recording contract.

"Handy Man" scored solidly and is currently pushing the top 10 on the Hot 100.

He is currently making personal appearances in theaters and clubs.

YESTERYEAR'S TOPS—

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

FEBRUARY 5, 1955

1. Let Me Go Lover
2. Mr. Sandman
3. Melody of Love
4. Hearts of Stone
5. Naughty Lady of Shady Lane
6. Sincerely
7. That's All I Want From You
8. Make Yourself Comfortable
9. Teach Me Tonight
10. No More

FEBRUARY 4, 1950

1. Dear Hearts and Gentle People
2. I Can Dream, Can't I
3. The Old Master Painter
4. Chattanooga Shoe Shine Boy
5. There's No Tomorrow
6. Rag Mop
7. Johnson Rag
8. A Dreamer's Holiday
9. Bibbidi Bobbidi Boo
10. Slipping Around

DISTRIBUTOR NEWS

By HOWARD COOK

CHICAGO: The Billboard's Karen Lundquist sends the following: Top three at Capitol are "Down By the Station" by the Four Preps, "Cry Me a River" by Janice Harper and "Whatcha Gonna Do" by Nat King Cole. Columbia's tops are "El Paso" by Marty Robbins, "Theme From 'A Summer Place,'" by Percy Faith and "That Old Feeling" by Kitty Kallen.

United's pop division reports strong sales on "Clouds" by the Spacemen on Alton, "I Love You Because" by Johnny Cash on Sun and "Tuxedo Junction" by Bud Sabcomb on Savoy. Strongest items at United's r.&b. outlet are "I'll Take Care of You" by Bobby Blue Bland on Duke, "Too Shy" by Nappy Brown on Savoy and "Dangerous Woman" by Little Junior Parker on Duke.

Hottest items at James H. Martin are "Smokey (Part II)" by Bill Black's Combo on Hi, "On the Beach" by Frank Chacksfield on London and "Chop Sticks" by Billy Vaughn on Dot. Music Distributors, Inc., reports heavy sales for "Teen Angel" by Mark Dinning and "God Bless America" by Connie Francis (both on M-G-M) and "Handy Man" by Jimmy Jones on Cub. Coral has "Living Dangerously" by the McGuire Sisters, "Peace of Mind" by Teresa Brewer and "Violino" by Nick Noble.

Best at RCA Victor are "If I Had a Girl" by Rod Lauren, "He'll Have to Go" by Jim Reeves and "Not One Minute More" by Della Reese. Decca's tops are "Crazy Arms" by Bob Beckham, "No Love Have I" by Webb Pierce and "Lucky Devil" by Carl Dobkins Jr. Mercury reports hot action on "Running Bear" by Johnny Preston, "Baby (You Got What It Takes)" by Dinah Washington and Brook Benton and "Harbor Lights" by the Platters.

MS Distributors lists "Beyond the Sea" by Bobby Darin on Atco, "Let It Be Me" by the Everly Brothers on Cadence and "What in the World's Come Over You" by Jack Scott on Top Rank. At All State the top platters are "I Was Such a Fool" by the Flamingos on End, "Bonnie Came Back" by Duane Eddy on Jamie and "Let It Rock" by Chuck Berry on Chess. Chess-Checker Argo items are "Let It Rock" by Chuck Berry on Chess, "Road Runner" by Bo Diddley on Checker and "Mighty High" by Milt Buckner on Argo.

DETROIT: Dave Hollis of RCA Victor writes that his strongest disks are "He'll Have to Go" by Jim Reeves, "Just Come Home" by Hugo and Luigi, "Not One Minute More" by Della Reese and "Delaware" by Perry Como.

SAN FRANCISCO: Stan Cumberpatch of New Sound has the following sides going: Number one is "Go, Jimmy, Go" by Jimmy Clanton on Ace. Close behind are "Hully Gully" by the Olympics on Arvee and "Beautiful Brown Eyes" by Judy, Johnny & Billy on Silver. Comers include "Middle Hand Road" by Rusty Richards on Shasta, "Time After Time" by Frankie Ford on Ace, "(Do the) Mashed Potatoes" by Nat Kendrick on Dade, "Joie de Vivre" by Art & Dotty Todd on Dart, "Blue Rain" by the Islanders on Mayflower and "Five Foot Two" by Don Johnson on Candy.

Miss Mallory Smith has been appointed head of promotion for Filed Music Sales. Her current big ones are "Where or When" by Dion & the Belmonts on Laurie, "Have Love, Will Travel" by Richard Berry on Flip, "This Is My Love" by the Passions on Audicon and "Midnight Special" by Paul Evans on Guaranteed. Top LP's are "Anita Bryant" on Carlton and "Paul Evans Sings the Fabulous Teens" on Guaranteed.

NEW YORK: Evelyn Cornell of Cosnat writes that several sides are stepping out. These include "Darling Lorraine" by the Knockouts on Shad, "Work Out" by Baby Washington on Neptune, "Let the Good Times Roll" by Ray Charles on Atlantic and "Shake a Hand" by LaVern Baker on Atlantic. "I Thought of You Last Night" by Della Reese on Jubilee and "Dream Talk" by Herb and Betty Warner on Jubilee.

Sam Levy of Ideal Record Products mentions that "Little Coco Palm" by Jerry Wallace has taken off. Top M-G-M disks are "High Tide Boogie" by Billy Muir, "My Darling, My Darling" by Jaye P. Morgan, "Don't Fence Me In" by Tommy Edwards and "Pretty-Eyed Baby" by Dick Caruso. Top Warwick sides are "Big River" by Buddy Brennan, "The Whiffenpoof Song" by Bob Crewe and "Swanee" by Morty Craft.

Others that are getting action include "The Chase" by Eddie Fisher on Ramrod, "The Fight" by Gary Cane on Shell, "O Dio Mio" by Annette on Vista, "Amnesia" by the Mysterions on Warwick, "It Can't Be Wrong" by Faye Adams on Lido, "Since You Left My World" by the Centurions on Tiger, "Watchdog" by Al Terry on Hickory and "Under Your Spell Again" by Tommy Zang on Hickory. Top LP's are "Connie's Greatest Hits," "Connie Francis Sings Italian Favorites" and "Johnny and the Hurricanes" on Warwick.

George Weiss of Superior Record Sales lists "Earth Angel" by the Penguins on Dooto, "Paradise" by Sammy Turner on Big Top, "Let the Little Girl Dance" by Billy Bland on Old Town, "Tell Her for Me" by Adam Wade on Coed, "(Do the) Mashed Potatoes" by Nat Kendrick on Dade, "Money" by Barrett Strong on Anna and "Blue Rain" by the Islanders on Mayflower. Other newer platters that are showing well include "Pony Express" by the Commandos on Cymbal, "Baby, What'cha Want Me to Do" by Jimmy Reed on Vee Jay and "My Heart Belongs to Only You" by the Twilights on Finesse.

WE'RE HAVING A Heat Wave!

The Billboard HOT 100

FOR WEEK ENDING JANUARY 31

25	27	43	70	LUCKY DEVIL	8
Carl Dobkins Jr., Decca 31020					
39	41	34	35	TALK THAT TALK	10
Jackie Wilson, Brunswick 55165					
44	50	66	79	SWEET NOTHIN'S	6
Brenda Lee, Decca 30967					
59	59	64	68	CRAZY ARMS	4
Bob Beckham, Decca 31029					
74	55	56	56	NO LOVE HAVE I	5
Webb Pierce, Decca 31021					
97	---	---	---	LIVIN' DANGEROUSLY	1
McGuire Sisters, Coral 62162					

The Music READER

BIG 100

29	20	LUCKY DEVIL	10
CARL DOBKINS—Decca 3-31020			
31	26	NO LOVE HAVE I	8
WEBB PIERCE—Decca 3-31021			
37	28	SWEET NOTHIN'S	11
BRENDA LEE—Decca 3-30967			
30	37	TALK THAT TALK	10
JACKIE WILSON—Brunswick 55165			
53	42	CRAZY ARMS	3
BOB BECKHAM—Decca 31029			
92	74	SKOKIAN	2
BILL HALEY—3-31030			
★	87	PEACE OF MIND	1
TERESA BREWER—Coral 62167			
95	88	LIVIN' DANGEROUSLY	3
THE MCGUIRE SISTERS—Coral 62162			

MUSIC VENDOR TOP 100 POP

29	LUCKY DEVIL	(36)
C. Dobkins, Jr.—de		
37	TALK THAT TALK	(37)
J. Wilson—br		
46	NO LOVE HAVE I	(55)
W. Pierce—da		
57	CRAZY ARMS	(72)
B. Beckham—de		
71	SWEET NOTHIN'S	(82)
B. Lee—da		

The Cash Box TOP 100

Best Selling Tunes on Records

COMPILED BY The Cash Box FROM LEADING RETAIL OUTLETS—January 30, 1960

40	Talk That Talk	33
★ BR-55165—JACKIE WILSON		
41	Lucky Devil	57
★ DE-31020—CARL DOBKINS		
44	Sweet Nothin's	78
★ DE-30967—BRENDA LEE		
60	No Love Have I	71
★ DE-31021—WEBB PIERCE		
66	Crazy Arms	82
★ DE-31029—BOB BECKHAM		
83	Skokiaan	93
★ DE-31030—BILL HALEY		



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.

HARRY BELAFONTE has another award to add to his collection of honors. His performance in the TV special, *Tonight With Belafonte*, has just won the Sylvania TV Award as "Outstanding Light Musical Program of 1959." Belafonte delivers a stirring program of spirituals on his new LP, *My Lord What a Mornin'*. He and an outstanding roster of entertainers will appear at Town Hall, N.Y.C., Feb. 21, in a benefit to aid the Morningside Mental Hygiene Clinic.

FAT BOONE makes another of his many appearances in *The Billboard Spotlight* with his latest for Dot, (Welcome) *New Lovers*, a rockaballad, b-w *Words*, a new lyric version of *Silver Threads Among the Gold*. Pat's varied show biz activities—his TV show which may be expanded to an hour and his new success in films—may force the Boone family to move to the West Coast where facilities are readily available. He heads for London in mid-Feb. to promote his first film, *Journey To The Center Of The Earth*, and he'll make his third appearance at London's Palladium (a one-night stand) St. Valentine's Day. Publishers Weekly, a trade journal, has announced that Pat's book, *Twist Twelve And Twenty*, emerged No. 1 best seller, with sales over 300,000 in '59 and over one-half million copies sold to date, which was Nov. 1958. All proceeds have been donated to the Northeastern Institute For Christian Education.

MAURICE CHEVALIER has become a favorite with American fans via his films (especially *Gigi*), his TV guest shots and his many MGM albums. MGM has recorded a variety of his songs on these albums: *Maurice Chevalier Yesterday, Today; Sing Broadway*, a tribute to Al Jolson, and *Life Is Just a Bowl of Cherries*. More Americans will be added to his vast number of fans after seeing the Parisian's TV show, *A Bouquet From Maurice Chevalier*, Feb. 4, over CBS-TV.

BOBBY DARIN performs an impressive collection of swingin' ballads on his new LP, *This Is Darin*. He headlines the show at Blnstrub's, Boston, Feb. 8, for one week; heads for a one-week tour of Australia, Feb. 18; and guests on Ed Sullivan's TV show, Feb. 28.

BIRTHDAYS OF THE WEEK:

Feb. 1 Hildegard, Bob Manning, George Beverly Shea, Billy Hayes. Feb. 2 Jascha Heifetz, Fritz Kreisler. Feb. 3, Maxine Andrews—one of the Andrews Sisters. Feb. 5, Red Buttons. Feb. 6 Fabian.

PERCY FAITH, a musical director for Columbia Records, has taken the *Theme From A Summer Place* and arranged it into a hit. Tune rates a Star Performer on the Hot 100 Chart. Considered a musician's musician, Mr. Faith is a product of Toronto, Can., and in 1940 he came to this country to take over the musical directorship of several radio and TV programs. Several years ago he joined Columbia where he has accompanied most of their leading vocalists.

DIZZIE GILLESPIE, who has done much to create good-will for America overseas thru his many concert tours, is presently jazzing-it-up at Basin St. East, N.Y.C. The man and his trumpet will be there till Feb. 4. Verve Records has a collection of Dizzy's albums: *The Ebullient Mr. Gillespie; Tour De Force; Have Trumpet, Will Excite; World Statement; Briks' Works; Gillespie In Greece And Manteca*.

DICK JACOBS & HENRY JEROME, two of Coral Records A&R men, team up on an attractive tune, *Let My People Go Song Of Exodus*. Song was penned by Jerome and recorded by Jacobs, his chorus and orchestra, who give it a big-styled vocal and ork. Flip is a cute novelty, *I Love You 6-8 Time*.

MAVIS RIVERS' first single record was released by Capitol Records last week. Tunes are: *So Rare*, a revival of the standard once popular as an instrumental and a new song, *Longing, Longing, Longing*. The Samoan-born singer, who scored in Billboard's Dec-

ember *Poll of Most Promising Female Vocalist*, made her record debut last year on an album, *Take A Number*, by-passing the initial single record that is usual for new artists. Her second and latest album is *Hooray For Love*. Miss Rivers is presently on a tour that will take her to 22 cities thruout the country and last till Feb. 27, at which time she returns to home base, Los Angeles.

BOBBY RYDELL is rapidly becoming hit-maker on the record scene. Having scored with *Kissin' Time*, *We Got Love*, *I Dig Girls*, both sides of his newest, *Wild One* and *Little Bitty Girl*, turn up on the Hot 100 as Star Performers this week. In addition to his high rating in Billboard's recent DJ *Poll of Most Promising Artist*, TV and radio audiences in the Connecticut area recently voted the Cameo artist Top Male Vocalist for 1959. Rydell is currently touring with a GAC package that will play the Sports Arena, Hershey, Pa., Feb. 5; Municipal Aud., Norfolk, Va., Feb. 6; The Mosque, Richmond, Feb. 7; Memorial Col., Winston-Salem, N. C., Feb. 8; Memorial Aud., Greenville, S. C., Feb. 9; Coliseum, Charlotte, N. C., Feb. 10. **DAVID SEVILLE & THE CHIPMUNKS** invite everyone to sing via their first album release, *Let's All Sing With The Chipmunks*. Produced by Ross Bagdasarian (Seville's real name), the Liberty album features Alvin and the Munks in a variety of colorful tunes: *Yankee Doodle*, *Chipmunk Fun*, *The Little Dog*, *Whistle While You Work*, etc.

RAY SMITH, whose current hit, *Rockin' Little Angel*, is climbing fast on the Hot 100, hails from Paducah, Ky. The 21-year-old artist plays both piano and guitar, and was the star of his own TV show in his home-town. Judd Records is the label.

JOHNNY TILLOTSON: The 21-year-old from down Jacksonville, Fla., way, whose name spins in the Cadence label, rates a Star Performer this week on the Hot 100 for his fast-climbing wax *Why Do I Love You So*. His first disk was two songs he's penned himself, *Well, I'm Your Man*, b-w *Dreamy Eyes*. Says Johnny: "My dream is to prove to myself that I can be something in the entertainment business." Archie Bleyer is one of the important people who helped launch his singing career.

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

DINAH WASHINGTON & BROOK BENTON team up on two powerful numbers that prove the two Mercury artists a very-listenable duo. Titles are: *Baby (You've Got What It Takes)*, a blues-ballad, and *I Do*, ballad with teen-appeal—both picked by Billboard. Brook is currently doing a stint at the Apollo Theater, N.Y.C. till the end of this week. Currently, Ruth Jones (Dinah's real name) is delighting patrons at Fack No. 2, San Francisco, thru Feb. 14.

LENNY WELCH is a newcomer on the scene making his disk debut with two impressive sides on Cadence: *You Don't Know Me* and his own composition, *I Need Someone*. Both picked by Billboard. The 19-year-old from Asbury Park, N. J. is on a promotion tour that will take him to Louisville, Ky., Feb. 1; Cincinnati, Feb. 2; Dayton, Feb. 3; cities in up-state N.Y. the week of Feb. 8.

PROMOTION DAYS AND WEEKS: February is National Sickroom Needs Month, Catholic Press Month, and Good Breakfasts Month begins thru March. Feb. 1 is National Freedom Day. Feb. 2 is Groundhog Day. Feb. 4 begins National Kraut and Frankfurter Week. Feb. 6 begins *Take Tea and See Week*. Feb. 7 begins *Boy Scout Week*, National Beauty Salon Week, National Children's Dental Health Week, National Crime Prevention Week, National Electrical Week and Negro History Week.

See you in seven spinnin' days.
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

ALVIN'S ORCHESTRA—David SevilleLiberty
BOSTON, MY HOME TOWN—Freddy CannonSwan
CANDY KISSES—Bill HaleyWarner Bros.
CHATTANOOGA SHOE SHINE BOY—Freddy CannonSwan
COUNTRY BOY—Fats DominoImperial
EL MATADOR—Kingston TrioCapitol
HOME FROM THE HILL—Kingston TrioCapitol
IF YOU NEED ME—Fats DominoImperial
IT'S TOO LATE—Johnny O'KeefeLiberty
JUST ONE TIME—Don GibsonRCA Victor
OH DIO MIO—AnnetteVista
ONWARD CHRISTIAN SOLDIERS—
Harry Simeone Chorale26th Fox
ROCKIN' LITTLE ANGEL—Ray SmithJudd
TAMJAMI—Bill HaleyWarner Bros.
WELCOME, NEW LOVERS—Pat BooneDot
WHAT DO YOU WANT—Adam FaithCub
WHAT DO YOU WANT—Bobby VeeLiberty
WORDS—Pat BooneDot

ALBUMS

EMERY AND HIS VIOLIN OF LOVE—Emery ...ABC-Paramount
JACK THE RIPPER—Original CastRCA Victor

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

Buddy Johnson and His Ork headed south last week for a string of one nighter dates. . . . The *Ink Spots* are at the Monmartre Hotel in Miami. . . . **Richard Otto** and **Sarah McLawler** play the Club Astoria in Baltimore in February. . . . **Freddie Cannon** is one of the featured acts with the "Biggest Show of Stars for '60" GAC package that is now out on a five-week tour.

Patti Page's first book, "Once Upon a Dream," will be issued March 28 by Bobbs-Merrill. Thrush also just made her film debut in the flick "Elmer Gantry." . . . **George Goldner** has started a new label, Goldisc, to go with his End and Gone labels. First release on Goldisc features the *Temptations*. . . . **Jerry Herman's** new review "Parade" now at the Player's Theater in New York, will be waxed by Kapp Records. . . . Fire Records' artist **Buster Brown**, played the Apollo Theater in New York last week. . . . **Tommy Noonan**, head of the Market Research Division at The Billboard, and **Wife June**, became the parents of a girl, **Kerry Ellen**, last week. . . . **Bing Crosby** and **Rosie Clooney** will start a new daytime radio show over the CBS network on February 29. . . . **Andre Previn** will be the music conductor for the 32d annual Academy of Motion Picture Arts and Sciences Show.

Freddie Martell, musical director and producer of ice shows at the Biltmore Hotel in Atlanta, is now a recording artist for the Top Rank label. . . . **Mike Collier** has been appointed personal assistant to **Hugo & Luigi** at RCA Victor. He was formerly in charge of the Hugo-Luigi promotion men. . . . Calico Records of Pittsburgh has signed **Frankie Castro**. . . . 20th Fox has signed warbler **Vince Martin** to a disk pact. . . . **Rod Peice** and wife **Norma** adopted a baby daughter last week, **Sally Kathleen**. . . . Crystalette Records has signed chanter **Lee Wiley** and young rock & roller **Ricky Scott**. . . . "Selfish Heart," a tune penned by **Bob Bowden** and cut many months ago by **Harry Peppel** for Arc, has been cut by **Sonny Purcell** on Argo.

The **Chad Mitchell Trio**, Colpix artists, will appear with **Harry Belafonte** at his Carnegie Hall recital on May 2. . . . **Crash Craddock** was held over for an extra week on his current Australian tour. . . . Pianist **Bernard Peiffer** will open February 15 at the Town Tavern in Toronto. . . . RCA Victor has released the **Jimmy McHugh-Pete Rugulo** score of the film "Jack the Ripper." . . . **Jackie Wilson** opens at the Fontainebleau on April 12. . . . **Israel Diamond**, head of the logging department at BMI, has been re-appointed as a lecturer by the City College of New York. He will conduct a course in business statistics. . . . **Elvis Presley** made news in Paris last week when he sang and played with the Golden Gate Quartet at a spur-of-the-moment jam session at the Casino De Paris there.

Wynne Records has purchased the master of the *Virtue* recording of "Bluebird of Happiness" sung by **Dave Martin**. . . . **Dom Cerulli**, prominent jazz critic, writer and former president of the MRA, will be heard every Tuesday night over FM station WNCN in New York starting next week. . . . **Nick Venet**, a.&r. chief at World Pacific Records, has signed pianist **Les McCann** for a series of albums. Venet just formed his own publishing firms, **Ridge Music** and **Niven Music**. . . . **Nina Zaha**, Greek songstress and composer, who is managed by **Marlit Bierler**, is in the U. S. to talk to publishers about her current ditty "Fiamme di Roma." . . . **Bobby Darin** heads for Australia this month for a concert tour. In March he will play three weeks in England. . . . **Jimmy Clanton** tours the New England States starting February 12. **Bob Rolontz**

Chicago

Zeno Goss, the MPI recording artist, is father of a third daughter, **Dianne**, born January 15 in Columbia, Miss. . . . **Fred Kassman** has left his post as regional sales chief for London Records in the Midwest, to join Everest Records' new branch as Chicago manager. . . . **Art Dordeck** has left his Mercury Records' home office post as merchandising manager. . . . Mercury Records has inked a deal whereby they will soon release a background music Long Play from "Shotgun Slade," the new Revue Studio TV film package. . . . **Ahmad Jamal**, who cut a new LP for Argo here last week, has notified Associated Booking Corporation that he wants the entire month of May off, so he can concentrate on composing and arranging for recording sessions during the month. . . . **Dick Schory**, the Victor recording percussionist-leader who doubles as advertising and sales promo manager for Ludwig Drum Company, is preparing for a concert and nightery tour with his 12-man percussion group this summer. . . . **Don Gold**, veteran trade paper jazz writer who joined Playboy mag as jazz promotion director, has been upped to assistant editor, with **Phil Citrin**, previously with the William Morris agency, replacing him in the jazz post. . . . **Helene Kallman**, for years with Music Corporation of America's cocktail department and most recently with **Dick Stevens'** agency, until that office was disbanded by Stevens' death, has joined Mutual Entertainment here. . . . **Jordan Ross**, attorney, is now heading up Pure Music, the Mercury Records' owned-pubbery. . . . **Milt Salstone** and **Marv McDermott**, prexy and v.-p. of M.S. Distributing here, attended the marriage of **Rosalind Warnoker**, daughter of the Liberty Records prexy, Cy, in Hollywood, January 31.

Cincinnati

Will Mercer, a former regular on **Red Foley's** "Jubilee U.S.A." TV-er, in town Thursday (28), accompanied by frau **Shirley**, for a guest show on **Ruth Lyons'** "50-50 Club," simulcast Monday thru Friday, 12 noon-1:30 p.m., over Crosley Broadcasting stations in Cincy, Indianapolis, Dayton, O., and Columbus, O. Mercer, now engaged as entertainment director at the French Lick-Sheraton Hotel, French Lick, Ind., is readying an album of folks songs for early release. His latest single on the Sun label is "The Ballad of

(Continued on page 33)

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.

Time's $\frac{1}{2}$ gone

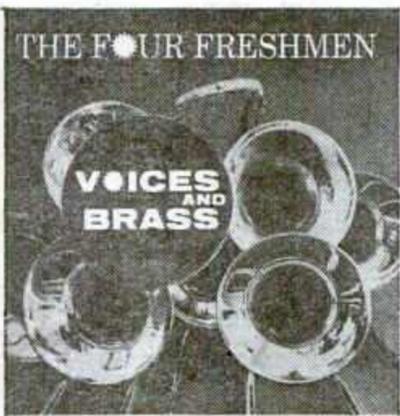
-to cash in on

Capitol's January-February

10% CASH DISCOUNT PLAN

available on all new and catalog

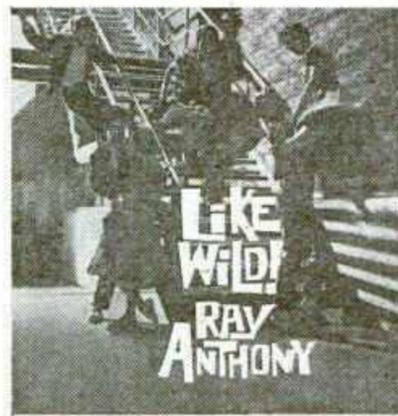
albums including the new February release:



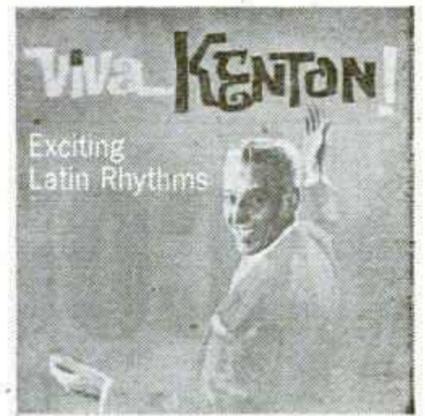
THE FOUR FRESHMEN
VOICES AND BRASS
Four Freshmen (S)T-1295



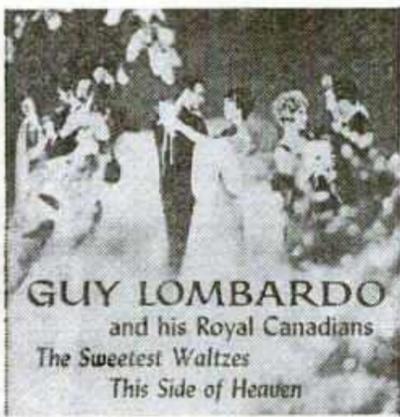
KAY STARR
"losers, weepers..."
Losers, Weepers
Kay Starr (S)T-1303



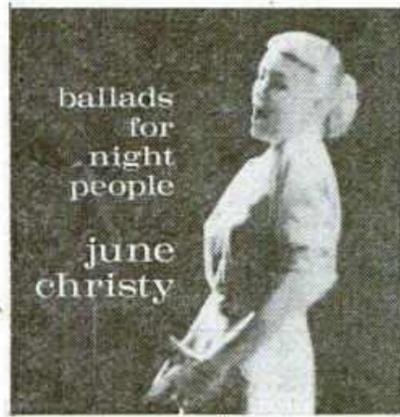
LIKE WILD!
Ray Anthony (S)T-1304



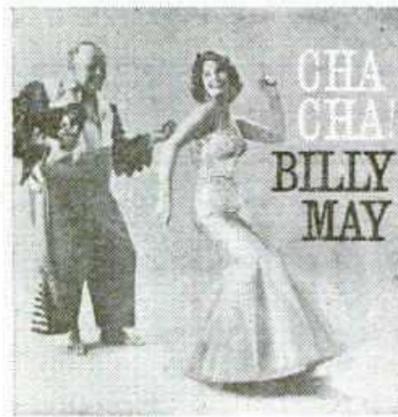
VIVA KENTON!
Exciting Latin Rhythms
VIVA KENTON
Stan Kenton (S)W-1305



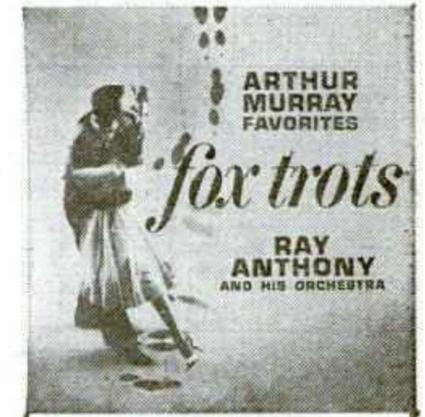
GUY LOMBARDO
and his Royal Canadians
The Sweetest Waltzes
This Side of Heaven
THE SWEETEST WALTZES
THIS SIDE OF HEAVEN
Guy Lombardo (S)T-1306



ballads for night people
june christy
BALLADS FOR NIGHT PEOPLE
June Christy (S)T-1308



CHA CHA!
Billy May (S)T-1329



ARTHUR MURRAY FAVORITES

6 all-time best selling albums of dance music, all beautifully repackaged for added sales

- CHA CHA MAMBOS T-1367
- SAMBAS T-1368
- RHUMBAS T-1369
- WALTZES T-1370
- FOX TROT T-1371
- TANGOS T-1372

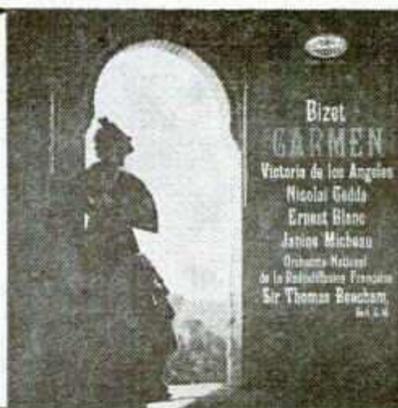
CARMEN featuring

Victoria de los Angeles

The most exciting performance in the opera's 85 years

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3 records handsomely boxed, with French/English libretto (S)GCR 7207



-and many more new popular and classical albums

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ANOTHER SMASH HIT

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OVER 50,000,000 DOMINO RECORDS SOLD TO DATE

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"COUNTRY BOY"

b/w

"IF YOU NEED ME"

5645



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IMPERIAL RECORDS
6425 Hollywood Blvd., Hollywood, Calif.
London Records · Montreal, Canada

MUSIC AS WRITTEN

• Continued from page 30

Saint Mark." . . . John Gary, whose Fraternity recording of "When I'm Alone" is off to a good start in the territory, moves into the Crown Room, Indianapolis, February 8, for a fortnight's stand. . . . Vet songwriter Haven Gillespie has returned to town to take up permanent abode at the Broadway Hotel.

The Colony, mid-town eatery, has revived its once-popular platter show, "Colony Time," via WCKY, Monday thru Saturday, 10:30 p.m.-1 a.m. Stan Street emcees the seg which emanates directly from the restaurant. WCKY dropped its last rock 'n' roll disk show to revive the "good-music" routine. . . . The Four Lads, who Thursday (28) concluded a two-weeker at Beverly Hills, Southgate, Ky., bow their new Columbia album, "High Spirits," in mid-February. . . . Allen Wolk, national promotion and sales rep for Verve Records, currently on a swing around the country to promote the label's "Big Night," by Randy Sparks, was in town Tuesday (26) to make the pitch to local deejays and dealers. He also spent some time with Sam Klayman at Supreme Record Distributing. Wolk, who works out of Beverly Hills, Calif., reports good action on the Verve album, "The Wonderful World of Jonathon Winters."

Ed Labunski heads up Labunsky Productions here, new firm engaged in cutting pop records, commercial jingles, dramatized commercials and special sound tracks. Labunski is using the services of the Johnny Arvin Quartet, Judy James, Bill Waters and Anita Barton on jingles, and is scouting for more singers. Comedian Clarence Loos is handling the character stuff. Labunski recently recorded canary Ada Lee for his label. He also has a new song of his own in the new Carl Dobkins Jr. album for Decca. . . . A new contract was signed last week between WKRC-TV and the International Brotherhood of Electrical Workers providing for an \$11-a-week pay increase for 25 engineers, bringing their pay to \$164 a week. Due to the fact that the station now uses automatic equipment, it was necessary for the station to dismiss 10 engineers and transfer three others to new jobs in the station. Bill Sachs

Hollywood

ON THE SOUNDTRACK: Jerome Moross, last year's Oscar winner for his "The Big Country" score, will score "Adventures of Huckleberry Finn" for Metro. . . . Jazz trumpeter Jack Sheldon will blend talents with Andre Previn, Gerry Mulligan, among others for the background score of "The Subterraneans," an MGM release. . . . Sammy Cahn and Jimmy Van Heusen penned two tunes for Frank Sinatra's Warner film, "Oscar's Eleven." Dean Martin sings "Ain't That a Kick in the Seat" and Sammy Davis Jr., will do the novelty "Ee-O-Leven" in the Las Vegas located pic. . . . Vic Damone turns dramatic actor in "The Piano Man," an episode in the "Zane Grey" theater TV series.

Famous-Paramount will publish the score to Jerry Lewis' "Cinderella" film. . . . "Temptation," first heard in 1933 when introduced by Bing Crosby in MGM's "Going Hollywood," will once again be featured on the screen: Ava Gardner sings the Arthur Freed-Herb Nacio Brown standard in Metro's film of the same name. Thus, 27 years after its initial appearance, it returns to become a movie's title tune.

Andre Previn has recorded his first album for Columbia Records. It will be issued for immediate release. . . . Dot and London stereo albums are selling in Southern California market for less than their monaural counterparts. Hart Distributors, handling both lines here, have wrapped the two into a single sales drive. Both labels are currently offering a cash discount—Dot's January stereo sales push offers a 15 per cent across the board discount, London's consists of a 10 per cent cut during the same period. As a result, dealers here are offering Dot and London stereo packages at \$3.49 while the monaural merchandise continues to list at \$3.98.

Warner Bros. new package release has been cut to five albums, the smallest in the label's history. It is part of a new policy of issuing less product but more select items. Feeling is that distributors will be able to concentrate more on pushing the product if they have less to work with at a given time. Lee Zhitto.

HOT 100 ADDS 15

NEW YORK—This week's Hot 100 chart adds 15 new sides. Essentials are:

- 61. Country Boy—Fats Domino, Imperial.
- 70. China Doll—The Ames Brothers, RCA Victor.
- 71. Lady Luck—Lloyd Price, ABC-Paramount.
- 72. Wild One—Bobby Rydell, Cameo.
- 81. Let It Rock—Chuck Berry, Chess.
- 83. Time and the River—Nat King Cole, Capitol.
- 85. That Old Feeling—Kitty Kallen, Columbia.
- 86. Little Bitty Girl—Bobby Rydell, Cameo.
- 89. Sixteen Reasons—Connie Stevens, Warner Bros.
- 92. Tall Oak Tree—Dorsey Burnett, Era.
- 95. Money—Barrett Strong, Anna.
- 96. Peace of Mind—Teresa Brewer, Coral.
- 97. Fannie Mae—Buster Brown, Fire.
- 98. Hully Gully—The Olympics, Arvee.
- 100. The Whiffenpoof Song—Bob Crewe, Warwick.

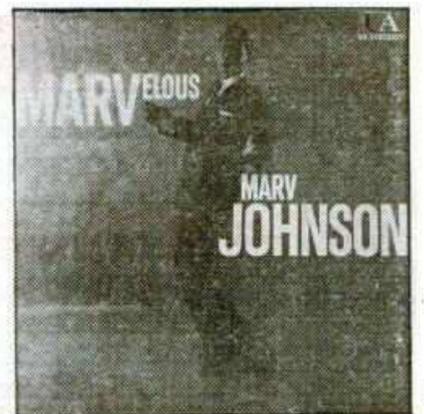
UNITED ARTISTS HAS WHAT IT TAKES!

BUY THESE

NEW HOT ALBUMS

PLUS ENTIRE UA CATALOG UNDER BIG CASH DISCOUNTS

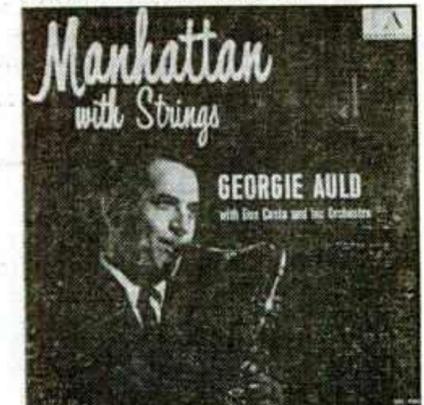
CONTACT YOUR DISTRIBUTOR TODAY!



MARVELOUS MARY JOHNSON — Includes "You Got What It Takes." UAL 3081 (UAS 6081 Stereo)



THE PERSIAN ROOM PRESENTS DIAHANN CARROLL. UAL 3080 (UAS 6080 Stereo)



MANHATTAN WITH STRINGS — GEORGE AULD with Don Costa Orch. UAL 3068 (UAS 6068 Stereo)



SHING ALONG WITH USH — Don Costa and his Freeloaders. UAL 3074 (UAS 6074 Stereo)

FOR THE WEEK ENDING FEBRUARY 5, 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 13 Kingston Trio Capitol T 1258	
2		2. HEAVENLY 20 Johnny Mathis Columbia CL 1351	
3		5. FABULOUS FABIAN 6 Chancellor CHL 5005	
4		3. SOUND OF MUSIC 7 Original Cast Columbia KOL 5450	
5		4. SIXTY YEARS OF MUSIC AMERICA LOVES BEST . 10 Assorted Artists RCA Victor LM 6074	
6		7. OUTSIDE SHELLEY BERMAN 10 Verve MG 15007	
7		6. LET'S ALL SING WITH THE CHIPMUNKS 10 The Chipmunks Liberty LRP 3132	
8		8. KINGSTON TRIO AT LARGE 33 Capitol T 1199	
9		9. SWINGIN' ON A RAINBOW 6 Frankie Avalon Chancellor CHL 5004	
10		11. GUNFIGHTER BALLADS AND TRAIL SONGS . . . 6 Marty Robbins Columbia CL 1349	
11		10. THE LORD'S PRAYER 16 The Mormon Tabernacle Choir Columbia ML 5386	
12		15. KINGSTON TRIO 33 Capitol T 996	
13		12. BELAFONTE AT CARNEGIE HALL 13 Harry Belafonte RCA Victor LOC 6006	
14		13. THAT'S ALL 18 Bobby Darin Atco LP 33-104	
15		14. MORE JOHNNY'S GREATEST HITS 28 Johnny Mathis Columbia CL 1344	
16		20. FAITHFULLY 3 Johnny Mathis Columbia CL 1422	
17		18. OLDIES BUT GOODIES 20 Assorted Artists Original Sound 5-001	
18		— THE WONDERFUL WORLD OF JONATHAN WINTERS 1 Verve MG 15009	
19		17. STUDENT PRINCE AND OTHER GREAT MUSICAL COMEDY HITS 18 Mario Lanza RCA Victor LM 1837	
20		16. NO ONE CARES 24 Frank Sinatra Capitol W 1221	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		33. FIORIELLO! 4 Original Cast Capitol WAO 1321	
22		32. "TWANGS" THE "THANG" 2 Duane Eddy Jamie JLP 3009	
23		29. SANTO AND JOHNNY 3 Canadian-American CA 1001	
24		23. PARTY SING ALONG WITH MITCH 21 Mitch Miller Columbia CL 1331	
25		19. PORGY AND BESS 29 Sound Track Columbia OL 5410	
26		26. RODGERS: VICTORY AT SEA, VOL. II 38 RCA Symphony Orch. (Bennett) RCA Victor LM 2226	
27		25. GYPSY 29 Original Cast Columbia OL 5420	
28		27. FOR THE FIRST TIME 13 Mario Lanza RCA Victor LM 2338	
29		— QUIET VILLAGE 20 Martin Denny Liberty LRP 3122	
30		21. FIRESIDE SING ALONG WITH MITCH 6 Mitch Miller Columbia CL 1389	
31		24. SPIRITUALS 12 Tennessee Ernie Ford Capitol T 818	
32		22. SONGS BY RICKY 19 Ricky Nelson Imperial IMP 9082	
33		30. EXOTICA, VOL. I 37 Martin Denny Liberty LRP 3034	
34		28. WITH THESE HANDS 10 Roger Williams Kapp KL 1147	
35		— CONTINENTAL ENCORES 19 Mantovani London LL 3095	
36		34. NEAR YOU 29 Roger Williams Kapp KL 1112	
37		— JAMAL AT THE PENTHOUSE 1 Ahmad Jamal Argo LP 646	
38		— WHAT A DIFF'RENCE A DAY MAKES 1 Dinah Washington Mercury MG 20479	
39		31. NEARER THE CROSS 5 Tennessee Ernie Ford Capitol T 1005	
40		35. BLUE HAWAII 29 Billy Vaughn Dot DLP 3165	

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN, . . . Verve, MG 15003 41	
2		2. SOUTH PACIFIC , Sound Track, RCA Victor LOC 1032 97	
3		3. FROM THE HUNGRY I , Kingston Trio, Capitol T 1107 51	
4		4. SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1160 82	
5		5. JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1133 92	
6		6. HYMNS , Tennessee Ernie Ford, Capitol T 756 134	
7		7. GIGI , Sound Track, M-G-M 3641 ST 83	
8		9. THE MUSIC MAN , Original Cast, Capitol WAO 990 101	
9		8. MY FAIR LADY , Original Cast, Columbia OL 5090 200	
10		12. COME DANCE WITH ME , Frank Sinatra, Capitol W 1069 48	
11		10. PETER GUNN , Henry Mancini, RCA Victor LPM 1956 50	
12		11. SOUTH PACIFIC , Original Cast, Columbia OL 4180 296	
13		14. OKLAHOMA! Sound Track, Capitol SAO 595 204	
14		13. FILM ENCORES, VOL. I , Mantovani, London LL 1700 117	
15		20. HAVE TWANGY GUITAR, WILL TRAVEL , Duane Eddy, Jamie JLP 3000 48	
16		16. MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1243 62	
17		15. ELVIS' GOLDEN RECORDS, VOL. I , Elvis Presley, RCA Victor LPM 1885 44	
18		17. OPEN FIRE, TWO GUITARS , Johnny Mathis, Columbia CL 1270 50	
19		18. ONLY THE LONELY , Frank Sinatra, Capitol W 1053 55	
20		21. TCHAIKOVSKY: PIANO CONCERTO #1 , Van Cliburn, RCA Victor LM 2252 68	
21		22. STILL MORE SING ALONG WITH MITCH , Mitch Miller, Columbia 1283 42	
22		23. THE KING AND I , Sound Track, Capitol W 740 171	
23		— WARM , Johnny Mathis, Columbia CL 1078 62	
24		19. BUT NOT FOR ME , Ahmad Jamal, Argo LP 628 55	
25		25. GEMS FOREVER , Mantovani, London LL 3032 52	

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUND OF MUSIC 4 Original Cast Columbia KOS 2020	
2		2. HERE WE GO AGAIN 13 Kingston Trio Capitol ST 1258	
3		3. HEAVENLY 19 Johnny Mathis Columbia CS 8152	
4		4. THE LORD'S PRAYER 12 The Mormon Tabernacle Choir Columbia MS 6068	
5		6. BELAFONTE AT CARNEGIE HALL 11 Harry Belafonte RCA Victor LSO 6006	
6		5. FOR THE FIRST TIME 14 Mario Lanza RCA Victor LSC 2338	
7		13. FIORIELLO! 4 Original Cast Capitol SWAO 1321	
8		9. QUIET VILLAGE 12 Martin Denny Liberty LST 7122	
9		8. CONNIFF MEETS BUTTERFIELD 5 Ray Conniff Columbia CS 8155	
10		15. ONLY THE LONELY 17 Frank Sinatra Capitol SW 1053	
11		7. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO 13 Morton Gould RCA Victor LSC 2345	
12		24. MORE SING ALONG WITH MITCH 2 Mitch Miller Columbia CS 8043	
13		12. PERSUASIVE PERCUSSION 2 Various Artists Command S 800	
14		23. LET'S DANCE AGAIN 4 David Carroll Mercury SR 60152	
15		11. LET'S ALL SING WITH THE CHIPMUNKS 3 The Chipmunks Liberty LST 7132	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		14. PORGY AND BESS 15 Sound Track Columbia OS 2016	
17		20. PARTY SING ALONG WITH MITCH 18 Mitch Miller Columbia CS 8138	
18		18. AMERICAN SHOWCASE 4 Mantovani London PSA 3202	
19		29. THE EDDY DUCHIN STORY 2 Sound Track Decca DL 7-8289	
20		25. FIRESIDE SING ALONG WITH MITCH 5 Mitch Miller Columbia CS 8184	
21		27. TILL 11 Roger Williams Kapp KX 1081	
22		— MUSIC FOR BANG, BAA-ROOM AND HARP . . . 1 Dick Schory RCA Victor LSP 1866	
23		10. NEAR YOU 14 Roger Williams Kapp KS 1112	
24		16. CONTINENTAL ENCORES 18 Mantovani London PS 147	
25		17. WITH THESE HANDS 11 Roger Williams Kapp KS 3030	
26		28. NEARER THE CROSS 5 Tennessee Ernie Ford Capitol ST 1005	
27		— GUNFIGHTER BALLADS AND TRAIL SONGS 1 Marty Robbins Columbia CS 8158	
28		30. KINGSTON TRIO 3 Capitol ST 996	
29		— MORE JOHNNY'S GREATEST HITS 1 Johnny Mathis Columbia CS 8150	
30		19. PROVOCATIVE PERCUSSION 2 Various Artists Command 806	

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 37	
2		3. GIGI , Sound Track, M-G-M SE 3461 ST 37	
3		4. MY FAIR LADY , Original Cast, Columbia OS 2015 37	
4		2. COME DANCE WITH ME , Frank Sinatra, Capitol SW 1069 37	
5		5. GEMS FOREVER , Mantovani, London PS 106 26	
6		6. KINGSTON TRIO AT LARGE, . . . Capitol ST 1199 31	
7		7. MORE JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CS 8150 24	
8		9. KING AND I , Sound Track, Capitol SW 740 25	
9		11. MUSIC MAN , Original Cast, Capitol SWAO 990 33	
10		15. EXOTICA, VOL. I , Martin Denny, Liberty LST 7034 21	
11		12. OKLAHOMA! Sound Track, Capitol SWAO 595 35	
12		14. NO ONE CARES , Frank Sinatra, Capitol SW 1221 23	
13		13. RODGERS: VICTORY AT SEA, VOL. II , RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226 35	
14		10. STRAUSS WALTZES , Mantovani, London PS 118 21	
15		— PETER GUNN THEME , Henry Mancini, RCA Victor LSP 1956 . . . 36	
16		— BLUE HAWAII , Billy Vaughn, Dot DLP 25165 29	
17		8. FILM ENCORES, VOL. I , Mantovani, London PS 124 35	
18		17. TCHAIKOVSKY: PIANO CONCERTO #1 , Van Cliburn, RCA Victor LSC 2252 32	
19		20. TCHAIKOVSKY: 1812 OVERTURE , Minneapolis Symphony Orch. (Dorati), Mercury SR 90054 25	
20		16. SING ALONG WITH MITCH , Mitch Miller, Columbia CS 8004 . . . 24	

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOPHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

MONOPHONIC CLASSICAL ALBUMS

STEREOPHONIC CLASSICAL ALBUMS

BEST SELLING
CLASSICAL ALBUMS

COMING

COMING

BEST SELLING
LOW PRICE LP'S
(List price \$2.98 or less)

MONOPHONIC

COMING

STEREOPHONIC

COMING

BEST SELLING
POP EP'S

1. Hymns
Tennessee Ernie FordCapitol EAP 1-756
2. Gunfighter Ballads and Trail Songs
Marty Robbins ..Columbia EPB 13491
3. Songs by Ricky
Ricky NelsonImperial EP 162
4. Heavenly
Johnny Mathis ..Columbia EPB 13511
5. Ricky Sings Again
Ricky NelsonImperial EP 159
6. Here We Go Again
Kingston TrioCapitol EAP 1258
7. That's All
Bobby DarinAtco EP 4504
8. Nearer the Cross
Tennessee Ernie FordCapitol EAP 1005
9. Warm
Johnny Mathis ..Columbia EPB 10781
10. Kingston Trio at Large
.....Capitol EAP 1199

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

THIS IS DARIN

Bobby Darin. Atco 115 — Darin's first LP, "That's All," is still on the best-selling charts, and his new one should enjoy similar success. Dick Wess' exciting swinging backgrounds again showcase Darin's artful, stimulating vocal style on a group of nostalgic standards and a couple of originals. Best bands are "Clemantine," "Guys and Dolls," and "Can't Give You Anything But Love, Baby."

ALWAYS

Roger Williams. Kapp KL 1172 — Williams has another album that figures to be a strong seller. It contains adaptations of familiar classical themes, pop standards and semi-classical items. He applies his listenable approach to such fare as the "Love Theme From 'Romeo & Juliet,'" "To a Wild Rose" and "Moonlight Sonata." Lush support is by the Frank Hunter and Pete King orks. Top potential.

MORE THAN THE MOST

Dakota Staton. Capitol ST 1325. (Stereo & Monaural) — The thrush has another fine album. She performs a group of oldies — giving out with some surprising tempo changes — in her usual warm fashion. Backing from Sid Feller helps all the way. Numbers include "The Song Is Ended," "It's You or No One" and "Love Walked In." Attractive cover photo of the artist.

THE DANCING BEAT OF LATIN BANDS

Various Artists. RCA Victor LPM 2087 — Six of the finest Latin American conductors in the business serve up varying rhythmic impressions of familiar standards and Latin standards — all, of course, with a solid hip-swinging beat. Orks include Xavier Cugat, Tito Puente, Esquivel, Russ Garcia, and Perez Prado. Tunes feature "Tampico," "Carioco," "Sand in My Shoes," "Adios," etc. A solid dual-market item.

WHEN THE SPIRIT MOVES YOU

Jimmie Rodgers. Roulette R 25103 — Here's a fine, listenable collection of familiar spirituals and gospel songs warbled with moving sincerity and gentleness by Rodgers. The contrast of up-tempo pop backing is most effective and in good taste. Should appeal both to pop buyers and the rapidly expanding pop-sacred market.

JONI JAMES AT CARNEGIE HALL

M-G-M 3800 — Tunes were recorded on locale during the thrush's appearance at Carnegie Hall last spring. Her program includes a flock of her past hits — "Your Cheatin' Heart," "There Goes My Heart," "Have You Heard," etc. Lush backing is by Acquaviva and the Symphony of the Air and Chorus. Her fans will find the attractively packaged item a must.

JACKIE GLEASON PRESENTS OPIATE D'AMOUR

Capitol W 1315 — The Gleason orchestra's lush sound embraces a flock of lovely ballads in his latest LP. It's a soft and lovely mood set, that compares favorably with his past, similar releases. For listening or dancing, it's an easy set to take. It also has plenty of jockey programming material. Tunes include "When Your Lover Has Gone," "Yesterdays" and "It's All Right With Me." Lovely cover.

SOMEBODY LOVES ME

Dinah Shore. Capitol T 1296 — Miss Shore's first album on her new label had the accent on rhythm. Her listenable follow-up is in a more subdued vein. The ork settings by Andre Previn complement her pleasing vocals fully. Attractive cover photo, and the sound will be plus values. It should sell as well as her former set.

MR. PERSONALITY SINGS THE BLUES

Lloyd Price. ABC-Paramount 315 — "Mr. Personality" himself turns in some wonderful readings here of a pleasing collection of blues tunes, many penned by Price himself. But there are also some old favorites, such as "Just to Hold Your Hand" and "Ain't Nobody's Business." Of the new blues efforts, "I'm a Lonely Man" and "I've Got the Blues and the Blues Got Me," are strong. A set that could be a big seller.

MORE SONGS FOR ADULTS ONLY

Pearl Bailey. Roulette R 25101 — The inimitable Pearl Bailey is sly, witty and suggestive in her latest LP. The tunes are rendered with her usual smart sound. "Westport," a funny gag song about life in Suburbia, is alone enough to sell the album. Other numbers include "Confession," "The Duchess Threw Her Crutches Away," and "The Begat." Her asides are real rib ticklers. It can prove a steady and consistent seller.

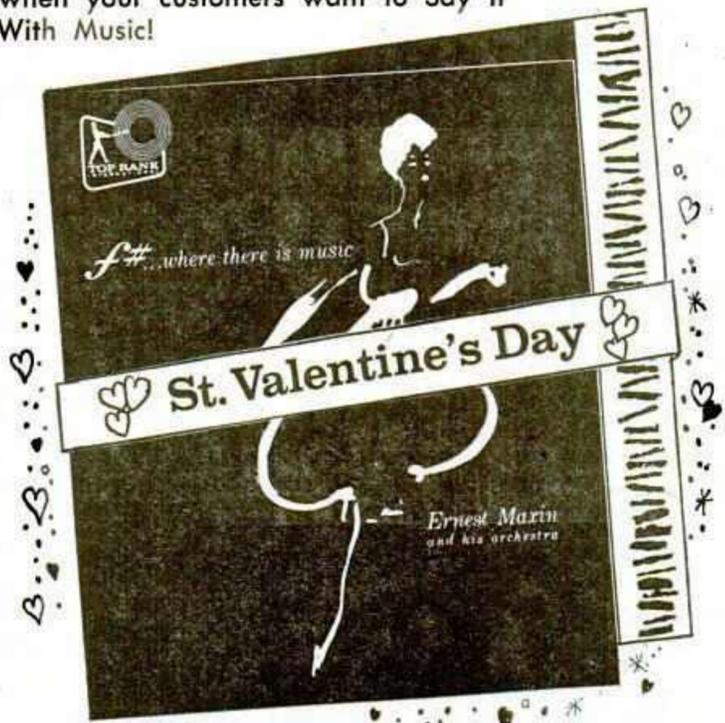
ROAD SHOW

Stan Kenton, June Christy and Four Freshmen. (2-12"). Capitol ST 1327. (Stereo & Monaural) — Set should be a strong pop-jazz seller. It was recorded on locale at Purdue University during the group's recent tour. The set is handsomely packaged with six pages of photos and notes. Included are some of the tunes with which the artists are identified ("Artistry in Rhythm," Kenton; "Them There Eyes," the Four Freshmen and "How High the Moon," June Christy). Solid item.

(Continued on page 36)

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SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all albums reviewed this week.

Continued from page 35

Pop Low Price



GREAT MOVIE HITS, VOL. II
 Cyril Stapleton Ork. Richmond S 30061 (Stereo & Monaural). This, the second in the label's series of hit songs from the movies, is another excellent buy for the money. It includes such well-known pop hits as "Tammy," "Anniversary Song," "True Love" and "Hi-Lilli, Hi-Lo," played in lovely fashion by the Stapleton crew. The stereo sound is excellent.

Jazz



KING SIZE
 Andre Previn Trio. Contemporary M 3570 — The Andre Previn Trio (Red Mitchell on bass and Frankie Capp on drums) has a consistently good six-track set. The ballads are warmly styled and the swingers are done in a crisp, fleet and imaginative manner. It's Previn's best small group set since his "My Fair Lady." Tunes include "It Could Happen to You," "I'm Beginning to See the Light," and "Low and Inside," a Previn original.



ART PEPPER PLUS SEVEN
 Contemporary M 3568 — This is an excellent new album featuring top modern jazz classics, arranged by Marty Paich, and played by top jazzmen led by Art Pepper. Pepper handles his alto solos with imagination and brilliance and the Paich arrangements back him solidly. The tunes include Denzil Best's "Move," D. Gillespie's "Groovin' High," and "Opus De Funk," "Round Midnight," "Four Brothers," "Bernie's Tune," and "Anthropology."



FESTIVAL SESSION
 Duke Ellington. Columbia CL 1400 — The Duke seems to be getting his second wind. After a lapse in quality a few seasons back, his creative genius has been reasserting itself at frequent intervals during the past two or three semesters. This release sums up his new efforts last summer, as prepared for the jazz festivals. Of them, "Idiom '59" offers some outstanding writing and exciting performances. The others, tho not all on the same quality level, give the musicians fine opportunities for some brilliant solo and ensemble work. The multitude of Ellington admirers will want this.

Classical



BEETHOVEN: PIANO CONCERTO IN C MINOR
 Glenn Gould, piano; New York Philharmonic Ork. (Bernstein). Columbia MS 6096. (Stereo & Monaural) — Gould presents a rather forceful and dynamic interpretation of Beethoven's third piano concerto. Bernstein, too, draws a vigorous performance from the orchestra. The two artists complement each other in full. The music is richly and effectively captured in stereo. Set should prove a salable item.



DEBUSSY: IMAGES
 New York Philharmonic Ork. (Bernstein). Columbia ML 5419 — A distinguished grouping of material (even tho each may be considered separately, and "Iberia" often is). The performance under the Bernstein baton evokes landscapes and is of exquisite tone. Dealers will make note, too, of the cover, with its Van Gogh reproduction, which contrasts with the red, informal lettering of the title. An eye catcher in a most tasteful way.



OFFENBACH: GAITE PARISIENNE; BIZET: CARMEN
 Andre Kostelanetz Ork. Columbia ML 5429 — A glittering performance of these popular goodies. "Gaité Parisienne" on one side, and on the flip a number of highlights from "Carmen" ("The Toreadors," "Gypsy Dance," etc.). Back cover, with its art and notes, evokes the charm of Paris of the era of Offenbach and Bizet.



PROKOFIEV: LT. KIJE SUITE; KODALY: HARY JANOS SUITE
 Dan Iordachescu, baritone; Philharmonia Ork. (Leinsdorf). Capitol SP 8508 — Prokofiev's ever-interesting "Lt. Kije" suite is sung with excellence by baritone Dan Iordachescu. The fiery programmatic work is given a stirring reading by Leinsdorf. Equally fine is the orchestra's playing of Kodaly's suite. The well-written liner notes give an English translation of the Russian text for the vocal setting in the Prokofiev work. Cover is displayable, and the sound is excellent.

(Continued on page 40)

★ ★ ★ ★
VERY STRONG SALES POTENTIAL

POPULAR ★ ★ ★ ★

★★★★ PAUL EVANS SINGS THE FABULOUS TEENS
 Guaranteed 1000 — Paul Evans of "Seven Little Girls" singles fame, turns to a group of his own favorite rock and roll tunes of recent years and hands them all a down-right swinging and punchy performance. There are some great numbers here, including "Butterfly," "I'm in Love Again," "Tutti Frutti," "Honey Love," "Sixty Minute Man," and "Midnight Special," the latter being his latest single effort. The chanter has a mighty convincing way with these tunes and they all rock along in great style for teen-dancers. Set has a number of potential singles.

★★★★ HIGH SPIRITS
 The Four Lads, Columbia CL 1407 — The boys are in their usual fine vocal form on this verveful collection of spirituals. Renditions, cheerful yet reverent, include "Great Gettin' Up Morning," "Rock My Soul," "Way Down in Egypt's Land," etc. Effective cover art makes LP good display item.

★★★★ THE CHAD MITCHELL TRIO
 Colpix CP 411 — Styled in the Kingston Trio tradition, the West Coast group warble with verve and sincerity on a group of effective folk songs. (some originals, others standards) backed by solid guitar work. Selections include "Sweet Mary Joe," "Pretty Saro," "Gallows Tree" and "Walkin' on the Green Grass." Dual market package.

★★★★ SARATOGA
 Larry Elgart Ork. RCA Victor LPM 2166 — The highly individual style of Larry Elgart proves quite effective in his big band arrangements of the score of "Saratoga." While the music is not outstanding on its own, the Elgart approach adds to the interest. The tight-knit arrangements, almost understated, bring one of the assets of small ensemble jazz to the big band arena. Elgart's simple, clean approach plus his swinging beat make this an above-average effort.

★★★★ THE SOUND OF MUSIC
 Richard Hayman. Mercury SR 60177. (Stereo & Monaural) — Richard Hayman's album of the score from "The Sound of Music," offers diverse and always attractive versions of the music. Hayman's sensitive work on harmonica is backed by unique orchestral arrangements that really convey the feeling and intent of the music. The result is one of the more unusual and interesting LP's which begin with show music but wind up with a creative product worthy of praise on its own.

★★★★ THE SWINGIN' DECADE
 Glen Gray. Capitol T 1289 — The Glen Gray Orchestra harks back to the wild, turbulent and swinging days of the '40's, and when the big bands were king, on this exciting new album. The tunes include such swing classics as "Mission to Moscow," "Opus No. 1," "Sherwood Forest," "Harlem Nocturne" and "Midnight Sun." They are played with fire by the band just as they were by the bands that made them famous. Mighty good listening here.

★★★★ RIDIN' THE RAILS
 Kenyon Hopkins. Capitol T 1302. (Stereo & Monaural) — Kenyon Hopkins applies a big-band jazz sound to 12 standard railroad melodies. It's an interesting idea, and the set comes across to strong effect due to the orkster's colorful treatments. It should pull in coin in both pop and jazz markets. Cover and sound can be additional lures.

★★★★ THE SACRED IDOL
 Les Baxter. Capitol T 1293 — Baxter styles a series of themes that provide a musical treatise of various aspects of the Aztec empire. They are rendered in exciting, exotic and colorful fashion. His past similar releases have moved well, and this should also prove a profitable item. Selections include "Conquistadores," "Pyramid of the Sun" and "Aqueducts."

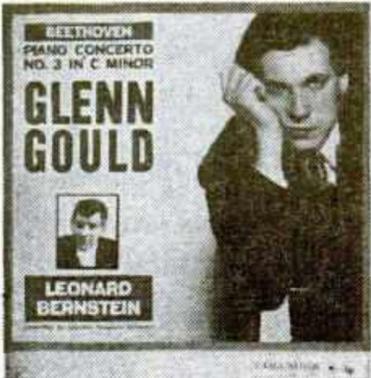
LOW-PRICED POPULAR ★ ★ ★ ★

★★★★ THE KING AND I-MY FAIR LADY
 Frank Chacksfield Ork. Richmond S 30071. (Stereo & Monaural) — This is quite a bargain for the price. The scores from the two popular shows are given fine outings by the British orkster, and in stereo they come across very nicely. On the racks it should sell well despite the flood of similar sets that are already available.

★★★★ KAY STARR
 Camden CAL 567 — The thrush packs plenty of lusty vitality and rich vocal quality into a group of memorable standards and oldies — "Fit as a Fiddle," "I'll Never Say Never Again," "Wrap Your Troubles in Dream," etc. Excellent jockey wax and a solid rack item.

(Continued on page 40)

**NEW
FEBRUARY
MASTERWORKS
RELEASES**



BEETHOVEN:
PIANO CONCERTO
NO. 3 IN C MINOR
GLENN GOULD
LEONARD BERNSTEIN

BEETHOVEN:
CONCERTO NO. 3 IN C MINOR
FOR PIANO AND ORCHESTRA
GLENN GOULD,
Pianist
COLUMBIA
SYMPHONY ORCHESTRA
conducted by
LEONARD BERNSTEIN

ML 5418 MS 6096

EUGENE ORMANDY
conducting
THE PHILADELPHIA ORCHESTRA



TCHAIKOVSKY: SYMPHONY NO. 5 IN E MINOR
ML 5435 MS 6109

HANDEL: THE ROYAL FIREWORKS SUITE
WATER MUSIC SUITE
CORELLI: SUITE FOR STRINGS
ML 5417 MS 6095

LEONARD BERNSTEIN
conducting
**THE NEW YORK
PHILHARMONIC**



DEBUSSY:
Images
For Orchestra
(Complete)
ML 5419 MS 6097

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KOSTELANETZ**
and his orchestra



OFFENBACH:
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ML 5429 MS 6106

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AND THE CHOIR
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OF SANTA SUSANNA**
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FEBRUARY
POPULAR
RELEASES**

**IF I GIVE
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TO YOU—
KITTY KALLEN**

CL 1409/CS 8204



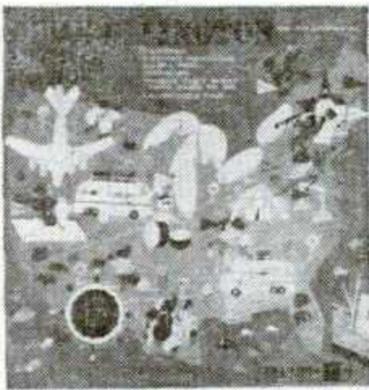
**THE OLD
SWEET SONGS
FRANK DEVOL
AND HIS RAINBOW STRINGS**



CL 1413/CS 8209

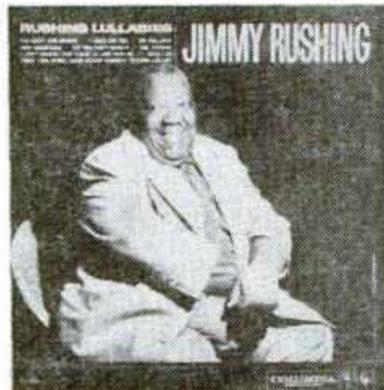
**FESTIVAL SESSION
DUKE ELLINGTON**

CL 1400/CS 8200



**RUSHING LULLABIES
JIMMY RUSHING**

CL 1401/CS 8196



**SIR CHARLES THOMPSON
AND THE SWING ORGAN**

CL 1364/CS 8205



**HIGH SPIRITS!
THE FOUR LADS**

CL 1407/CS 8203



**GREATEST WESTERN HITS NO. 2
VARIOUS ARTISTS
CL 1408**

**HAPPY DAYS!—THE BUFFALO BILLS
CL 1377/CS 8206**

**HAPPY TIME!—AL CONTE QUARTET
CL 1404/CS 8199**

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CL 1395/CS 8190**

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"TOO POOPED TO POP"
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"MIGHTY HIGH"
MILT BUCKNER argo 5356
★ ★ ★ ★
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SAY YOU SAW IT IN THE BILLBOARD

The pick of the new releases:
SPOTLIGHT WINNERS OF THE WEEK
Strongest sales potential of all albums reviewed this week.

Continued from page 36

Classical

HANDEL: ROYAL FIREWORKS-WATER MUSIC SUITE
Philadelphia Orch. (Ormandy). Columbia MS 6095. (Stereo & Monaural) — Ormandy and the Philadelphia Orchestra present the popular Handel works in glowing fashion. The light program adds up to what can be another brisk selling album for the ensemble. Attractive sound quality and the eye-catching cover are assets.

BEETHOVEN: SONATA IN F MINOR; SONATA IN D
Horowitz, piano. RCA Victor LM 2366 — A brilliant performance of Beethoven's "Appassionata" by Vladimir Horowitz that should have tremendous appeal. It is Horowitz' first recording in a long time, and the recording itself is technically perfect. In addition to the "Sonata in F Minor," Horowitz also turns his hand to the "Sonata in D" for another outstanding interpretation. The striking cover photo of the artist adds to the album's appeal.

Country & Western

GREATEST WESTERN HITS, Number 2
Ray Price, Marty Robbins, Carl Smith, Lefty Frizzell, George Morgan and Little Jimmy Dickens. Columbia CL 1408 — A great package, which is a followup to a similar c.&w. anthology released by Columbia. This album contains six great country artists, each doing two sides. A terrific buy for devotees and collectors, for most of these performers span the greatest era of the country field. Included are Little Jimmy Dickens, Lefty Frizzell, George Morgan, Ray Price, Marty Robbins, Carl Smith.

Religious

THE MASS
Canon Sydney MacEwan; Choir of the Church of Santa Susanna. Columbia KL 5311 — The Roman Catholic Mass, sung in Gregorian mode by Canon Sydney MacEwan and the Choir of the Church of Santa Susanna, was recorded in Rome. Accompanying the record is a beautiful illustrated two-color 44-page booklet containing the complete Latin texts and English translations, plus a running explanation of the actions occurring during the services. There are also articles by Bishop Fulton Sheen, Monsignor John D. Dougherty and Edward Jamieson on the history and meaning of the Mass. Lovely from both musical and religious standpoints.

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

THE LIMELIGHTERS
Elektra EK 180 — A smart new group, which made a reputation in the San Francisco area and now breaks into the disk world. The trio includes Lou Gottlieb, an original member of the Gateway Singers and a writer for the Kingston Trio upon occasion. The group's approach to folk styled material with broad derivations and appeal, is not unlike that of the Kingstons. They work with guitar, banjo and bass on a selection which includes the inevitable "Lonesome Traveler," and other goodies. An impressive set that will be worth watching.

POP DISK JOCKEY PROGRAMMING

PANIC THE SON OF SHOCK
Creed Taylor Ork. ABC-Paramount ABC 314 — Taylor's first "Shock" package was a surprise strong seller and its off-spring should enjoy similar success. Again Taylor spotlights eerie sound effects and off-beat dialog, usually accompanied by a familiar theme — "You're Driving Me Crazy," "Heartaches," "Out of This World," etc. Sometimes hilarious, sometimes hair-raising, the LP is most effective.

MARK MURPHY'S HIT PARADE
Capitol T 1299 — Murphy has chosen a group of tunes—hits of this and recent seasons. His approach has jazz overtones. Support from Bill Holman, who did the arrangements, is first rate. The album is an excellent jockey programming item. Tunes include "Personality," "Kansas City," and "Firefly." Quality item. Cover will help.

(Continued on page 42)

Reviews and Ratings of New Albums

Continued from page 36

★ ★ ★ ★
VERY STRONG SALES POTENTIAL

JAZZ ★★★★★

★★★★ THE LAST OF THE BIG PLUNGERS

Al Grey and The Basie Wing. Argo 653 — Here's a solid swinging album, that really goes, or to put it another way, the guys on this set cook. Most of the guys are members of the Basie band, including Al Grey, Benny Powell, Joe Newman, Billy Mitchell, Charlie Fowlkes, Floyd Morris, Ed Jones and Sonny Payne. The tunes include "Things Ain't What They Used to Be," "I Got It Bad and That Ain't Good," "Bewitched," and "The Elder." Grey blows with spirit and so does everyone else.

★★★★ ONE WORLD JAZZ

Various Artists. Columbia WL 162 — This is an imaginative album, which via recording techniques, brings together top American jazzmen with top European musicians. The tapes made in New York feature J. J. Johnson, B. Webster, C. Terry, H. Jones, K. Burrell, George Duvivier, and J. Jones, European artists, who solo on the tracks, include Aake Persson, S. Grappelly, Martial Solal, Roger Guerin, Bob Garcia, Ronnie Ross, George Chisholm and Roy East. Tunes include "Cotton Tail," "Misty," and "In a Mellowtone." Good solos here and a good idea.

★★★★ THE EBULLIENT MR. GILLESPIE

Dizzy Gillespie. Verve MGVS 6068. (Stereo & Monaural) — Gillespie has recorded some of the tunes in this set before — "Swing Low, Sweet Cadillac" and "The Umbrella Man." To these and to the other six tunes he applies his own hard brand of jazz with excellent support from his group. There's lots of clowning by Gillespie, and it also features some fine solos by him and the rest of the crew. Stereo sound is effective, and the cover shot of the artist will also attract.

★★★★ WALK SOFTLY-RUN WILD

Johnny Richards Ork. Coral CRL 757304. (Stereo & Monaural) — Richards is both smooth and dynamic in this fine offering of the big band brand of jazz. The arrangements are interesting and thoughtful, and they are well executed. The set has been well-recorded. Tunes include a few Richards' originals and some standards. Set is an excellent item for both pop and jazz jocks, and it should move for coin in both markets.

★★★★ SOUNDS DIFFERENT!

Joe Venuto and His Quartet with Sandi Blaine. Everest LPBR 5053. (Stereo & Monaural) — Here's a delightful package of jazz-flavored standards and originals, featuring tasteful thrashing by Sandi Blaine (Mrs. Venuto) and brightly swinging backing some ace jazz musicians—Mousey Alexander, Warren Hard, Julie Ruggiero, and Howard Collins. Selections — all spotlighting Everest's fine sound — include "Making Whoopie," "That's All," "Love Nest," "Stars and Stripes Forever," and "Crazy Rhythm."

CLASSICAL ★★★★★

★★★★ BEETHOVEN: PIANO CONCERT NO. 5 (EMPEROR)

Firkusny, Piano; The Pittsburgh Symphony Orch. (Steinberg). Capitol SP 8419 (Stereo & Monaural)—Firkusny displays his usual technical control and virtuosity in his treatment of Beethoven's "Emperor Concerto." The well-conducted Pittsburgh Symphony Orchestra responds beautifully to Steinberg. Sound and packaging are sales plus factors. Strong potential.

★★★★ BIZET: L'ARLESIENNE SUITES NOS. 1 & 2; CARMEN SUITES NOS. 1 & 2

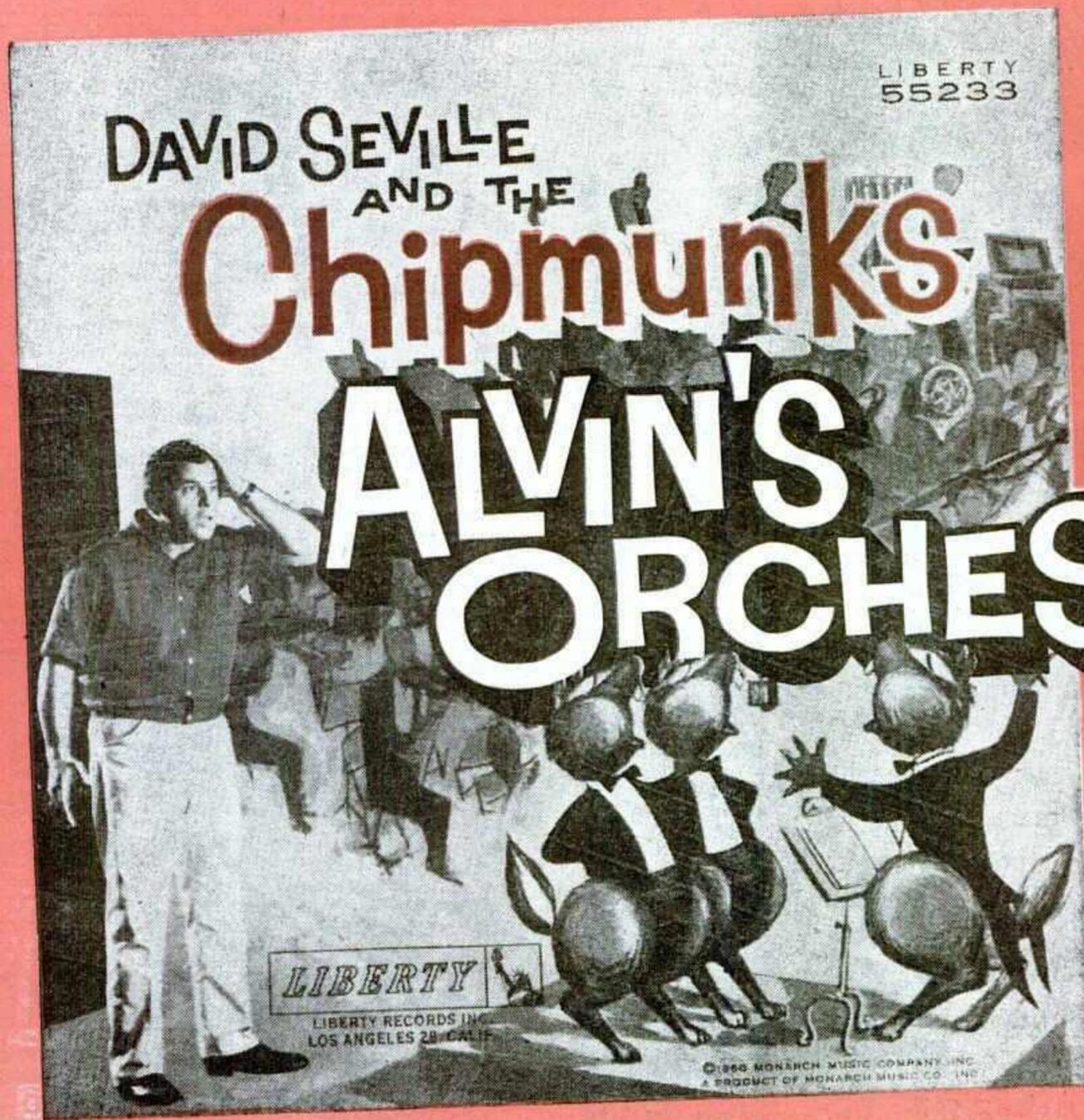
Orchestre des Concerts Lamoureux. Epic BC 1063. (Stereo & Monaural) — Dorati paces the French orchestra thru brilliant and bright readings of the popular works. There are many versions of the suites on the market, but Dorati's name can prove a buy incentive. Sound is effective.

★★★★ TCHAIKOVSKY: VIOLIN CONCERTO IN D

Szeryng, violin; Boston Symphony (Munch) RCA Victor LM 2363 — The Polish violinist displays dexterity and richness of tone in his warm interpretation of the romantic violin concerto. He is ably assisted by Munch and the Bostonians. The set should be able to compete well against existing versions. Sound is a plus factor.

(Continued on page 42)

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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.

Continued from page 40

CLASSICAL

PURCELL: KING ARTHUR (COMPLETE) (2-12"). London SO 60008-9. (Stereo & Monaural) — A handsomely packaged two-record set, especially attractive as a gift to please not only the music buff but also the literary devotee. This is the late 17th Century opera written by John Dryden, noted British dramatist and poet, with Purcell. The performances and engineering on this version are excellent. Package includes a brochure with the libretto.

BARTOK: MUSIC FOR STRING INSTRUMENTA, PERCUSSION AND CELESTE; MARTIN: PETITE SYMPHONIC CONCERTANTE Soloists; Symphony Orch. (Stokowski). Capitol SP 8507. (Stereo & Monaural) — Stokowski again displays his understanding and mastery of contemporary classical music in his meticulous interpretations of the two selections. The soloists on both works are excellent. Prime appeal will be to moderns, but the set is truly a quality item and worthy of attention and exposure.

THE MAGIC BOW Rabin, violin; The Hollywood Bowl Symphony Orch. (Slatkin). Capitol SP 8510. (Stereo & Monaural) — Michael Rabin offers a varied program of classical and light classical fare, displaying a well-developed technique and a rich tone. Slatkin keeps the orchestra disciplined, and the soloist is always in the fore. Selections include "The Flight of the Bumble Bee," "Meditation From 'Thais'" by Massenet and Kreisler's "The Old Refrain." For beginning classical buyers, this can prove an attractive item, and seasoned buyers will also find it a well-produced album.

CHILDREN'S

COME AND SEE THE PEPPERMINT TREE Donny McKayle. Washington WC 302 — Kids, especially the small tots just starting to play records, should enjoy this. It contains many little original songs which vary between describing physical activities such as jumping and dancing, to others which serve to stretch the imagination, such as "Rising on a Star." Material is fresh and excellent, performed with appropriate characterizations by Donny McKayle. He is accompanied by composer Evelyn D. Lohoefer at the piano, and Charlie Byrd, the jazz guitarist.

OPERA

TRISTAN UND ISOLDE (EXCERPTS) Birgit Nilsson. London OS 25138. (Stereo & Monaural) — Miss Nilsson, now a familiar name to the American opera-goer, has appeared in "Tristan und Isolde" at the Met this season. Those who have witnessed her performances and have heard her sing will need no selling. To those who haven't, a real delight is in store. On Isolde's narration, she is joined by Grace Hoffman. Hans Knappertbusch, conducting the Vienna Philharmonic Orchestra, is with the artist all the way. Sound and production are excellent.

Reviews and Ratings of New Albums

Continued from page 40

★★★★

VERY STRONG SALES POTENTIAL

LOW-PRICED CLASSICAL ★★★★★

★★★★ **STRAUSS: THE GYPSY BARON; A NIGHT IN VENICE; LEHAR: THE LAND OF SMILES; DER ZAREWITSCH** Soloists and Chorus of the Berlin Municipal Opera. Telefunken TC 8030 — From standpoint of quality, a terrific buy in the low priced field. Done by the Municipal Opera of Berlin, its soloist and chorus, this stacks as a class production. Fine voices and instrumentalists, and quantitatively a lot for the money in that the package includes one of Richard Strauss and two of Lehar's works.

COUNTRY & WESTERN ★★★★★

★★★★ **BEYOND THE SUNSET** Elton Britt. ABC-Paramount 322 — In view of its rich pop-ish background music,

this album should do well in today's country-oriented pop market as well as c.&w. Veteran warbler Britt chants and recites with warmth and sincerity on some great country items and standards. Selections include "Lost Highway," "Born to Lose," "Trees," "I'm Tying the Leaves," "The Precious Jewel," etc.

RELIGIOUS ★★★★★

★★★★ **HE WALKS WITH ME** Ed Lyman. RCA Victor LSP 2095. (Stereo & Monaural) — Lyman renders the hymns and sacred songs with simplicity and sincerity. He is nicely supported by the Norman Leyden Choir. Devotees of this sort will find the set much to their liking. Tunes include "Stained Glass Windows," "The Wonder of It All" and "All Hail the Power." Sound is good.

★★★

GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★★ **BEN BAGLEY'S SHOESTRING REVUE** Beatrice Arthur, Dody Goodman, Fay

DeWitt, others. Offbeat O-4011 — It's about five years since this bright and popular off-Broadway revue had its run, so the release of this original cast LP can't cash in on current popularity. But word should spread that much of the material is fresh

and funny—just as much so as when it first was produced. There's a hilarious and lengthy take-off on "Medea," a la Walt Disney that's sure fire, plus other sprightly songs and sketches by such pros as Mike Stewart, Ronny Graham, Sheldon Harnick and others. The performances make the most of the zany material.

★★★ PET CLARK

Imperial LP 9079 — Petula Clark, attractive English thrush, shows off her warm style on this new recording. The set features arrangements by Billy May, Pete King and Don Ralke, and they swing. Songs include "Day In, Day Out," "Darn That Dream," "Now That I Need You" and "There's a Small Hotel." Lass shows off well on this waxing.

★★★ DANCING AT WILLOW-BROOK

Don Kingston, Organ. Profile 404 — Don Kingston turns in some pleasant readings of a collection of well-known tunes on the Conn organ. Tunes include "Josephine," "Blue Danube Waltz," "Blue Moon" and "Linger Awhile." He is accompanied on percussion by Bobby Christian.

★★★ ALONE WITH YOU

Connie Russell. United Artists UAL 3063. (Stereo & Monaural) — This set of performances contains some unusual arrangements, notably "Near You," which dispenses with the usual boogie figure. Other standards are prominent, as "All I Do Is Dream of You," "That Old Feeling," etc. Thrush Russell is really talented, delivering facile, satisfying vocals.

★★★ HAPPY GO LOCO

Joe Loco Ork. Imperial LP 9073 — Loco is an artist at setting pop standards into Latin rhythms. He does it here with "Glow Worm," "Autumn Leaves," "Sometimes I'm Happy," etc. Inviting instrumental material, good for dancing, and with a jazz feeling.

★★★ SUDDENLY IT'S SWING

Si Zentner Ork. Liberty LST 7139. (Stereo & Monaural) — Swingy, big band performances will help the listener recapture his love for this type of material. There are four trumpets, three trombones, three altos and two tenor saxes, one baritone and guitar, piano, drums and bass. Material includes both standards and new tunes.

(Continued on page 58)

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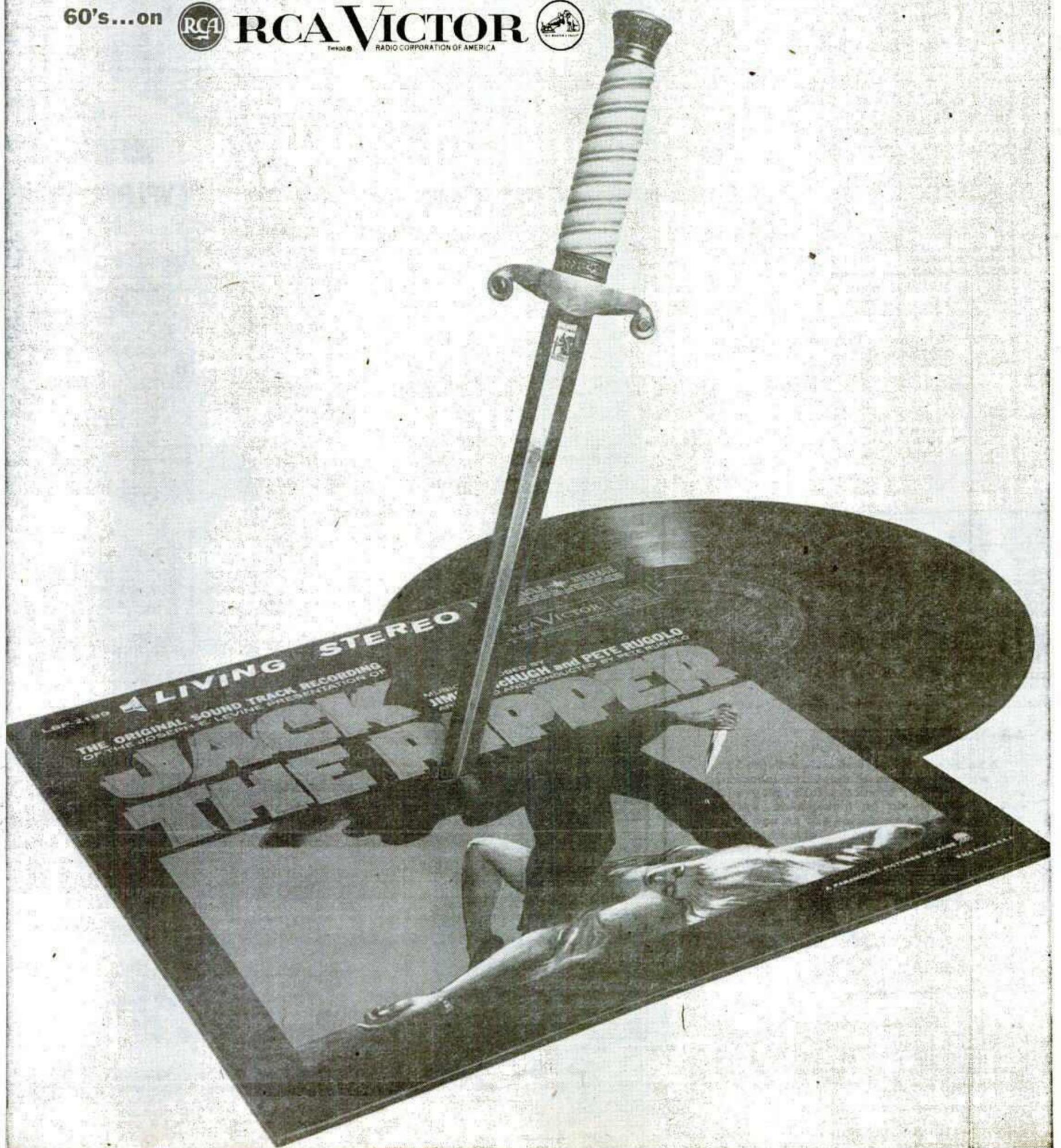
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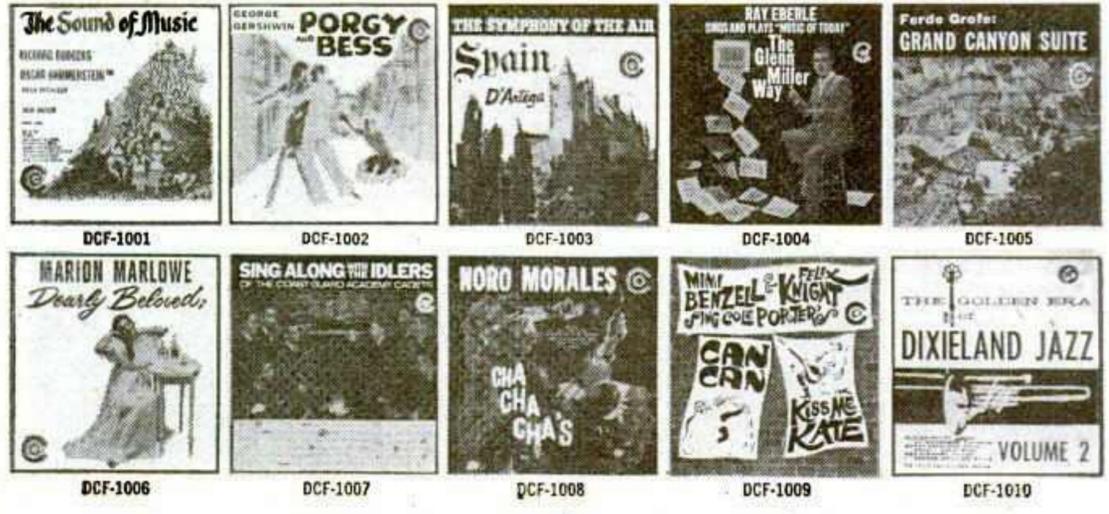


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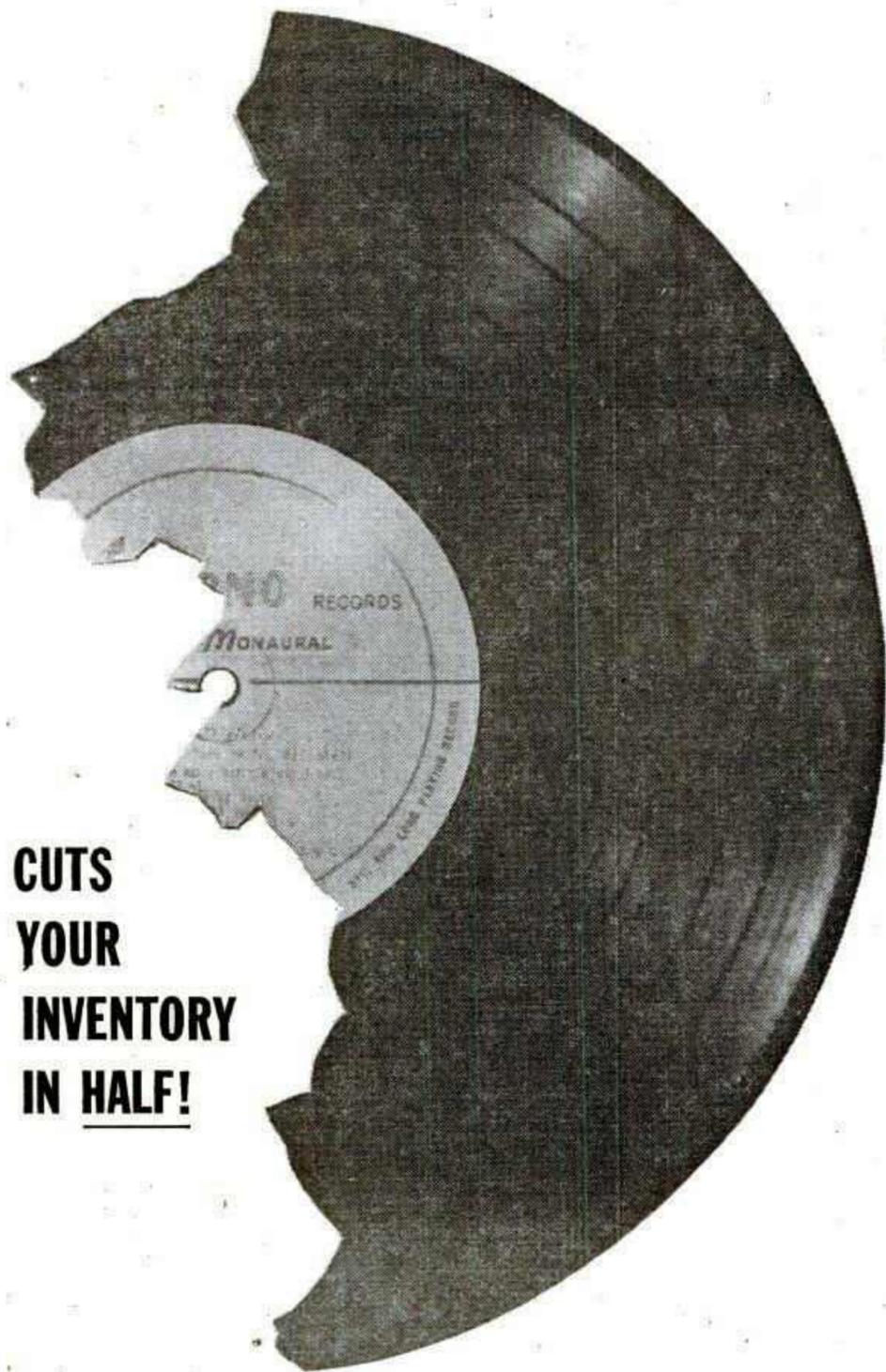
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THE NATION'S TOP TUNES For survey week ending January 23

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Running Bear		1	7		
By J. P. Richardson—Published by Big Bopper Music (BMI) BEST SELLING RECORD: Johnny Preston, Mer 71474. RECORD AVAILABLE: Smiley Wilson, Freedom 44025.					
2. El Paso		2	10		
By Marty Robbins—Published by Marty's Music (BMI) BEST SELLING RECORD: Marty Robbins, Col 41511.					
3. Teen Angel		4	4		
By JNR-Surrey—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Mark Dinning, M-G-M 12845.					
4. Why		3	9		
By Marcucci-De Angelis—Published by Debmar (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1045.					
5. Go, Jimmy, Go		9	6		
By Pomus-Shuman—Published by Wills-Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 575.					
6. Where or When		12	3		
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.					
7. Way Down Yonder in New Orleans		5	8		
By Cramer-Layton—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Freddy Cannon, Swan 4043. RECORD AVAILABLE: Louis Armstrong, Dec 28169-70.					
8. The Big Hurt		6	10		
By Wayne Shanklin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Toni Fisher, Signet 275. RECORD AVAILABLE: Kalesandro, Warner Bros. 5103.					
9. The Village of St. Bernadette		7	5		
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.					
10. Pretty Blue Eyes		8	8		
By Randazzo-Weinstein—Published by Almino (BMI) BEST SELLING RECORD: Steve Lawrence, ABC-Paramount 10058.					

Second Ten

11. Handy Man		17	3		
By Blackwell-Jones—Published by Sheldon Music (BMI) BEST SELLING RECORD: Jimmy Jones, Cub 9049.					
12. You Got What It Takes		16	7		
By Gordy, Davis & Gordy—Published by Fidelity (BMI) BEST SELLING RECORD: Marv Johnson, United Artists 185.					
13. What in the World's Come Over You		19	2		
By Jack Scott—Published by Peer Int'l & Star Fire (BMI) BEST SELLING RECORD: Jack Scott, Top Rank 2028.					
14. It's Time to Cry		11	9		
By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10064.					
15. Lonely Blue Boy		24	2		
By Weisman-Wyse—Published by May (ASCAP) BEST SELLING RECORD: Conway Twitty, M-G-M 12857.					
16. Among My Souvenirs		10	8		
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.					
17. Down by the Station		21	3		
By Bruce Belland-Glenn Larson—Published by Lar-Bell (BMI) BEST SELLING RECORD: Four Preps, Cap 4312. RECORDS AVAILABLE: Slim Gaillard, Dot 15919; Guy Lombardo Ork, Dec 24555.					
18. He'll Have to Go		22	3		
By J. Allison-A. Allison—Published by Central Songs (BMI) BEST SELLING RECORD: Jim Reeves, Vic 7643. RECORD AVAILABLE: Billy Brown, Col 41380.					
19. Theme From a Summer Place		29	2		
By Steiner—Published by Witmark (ASCAP) BEST SELLING RECORD: Percy Faith, Col 41490. RECORDS AVAILABLE: Don Ralke, Warner Bros. 5108; Hugo Winterhalter, Vic 7599.					
20. Let It Be Me		25	2		
By M. Curtis-P. DeAnce-G. Beaud—Published by Leeds (ASCAP) BEST SELLING RECORD: Everly Brothers, Cadence 1376.					

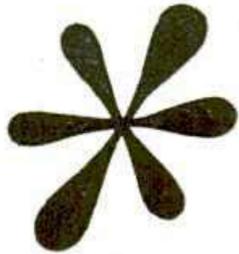
Third Ten

21. Heartaches by the Number		13	16		
By H. Howard—Published by Pamper (BMI) RECORDS AVAILABLE: Guy Mitchell, Col 41476; Ray Price, Col 41374.					
22. Hound Dog Man		15	9		
By Pomus-Shuman—Published by Fabulous (BMI) RECORD AVAILABLE: Fabian, Chancellor 1044.					
23. Sandy		18	6		
By Terry Fell—Published by American (BMI) RECORD AVAILABLE: Larry Hall, Strand 25007.					
24. Tracy's Theme		26	2		
By Ascher—Published by Devon (BMI) RECORD AVAILABLE: Spencer Ross, Col 41532.					
25. Mack the Knife		14	22		
By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Bobby Darin, Atco 6147; Dick Hyman Trio, M-G-M 12149; 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.					
26. First Name Initial		-	3		
By Kalamoff-Schroeder—Published by Disney (ASCAP) RECORD AVAILABLE: Annette, Vista 349.					
27. Beyond the Sea		-	1		
By Trenet-Lawrence—Published by Harms (ASCAP) RECORDS AVAILABLE: Bobby Darin, Atco 6158; Trade Martin, Gee 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osner Ork, Kapp 138; Victor Young Ork, Dec 27027.					
28. Smokie (Part II)		27	7		
By Bill Black—Published by Jec (BMI) RECORDS AVAILABLE: Bill Black's Combo, HI 2018; Bill Doggett, King 5310.					
29. Not One Minute More		23	5		
By Robertson-Blair-Dinning—Published by Ross-Jungnickel (ASCAP) RECORDS AVAILABLE: Earl Grant, Dec 30983; Della Reese, Vic 7644.					
30. Tender Love and Care		-	1		
By Lehman-Lebowsky-Clarke—Published by Kahl (BMI) RECORDS AVAILABLE: Jim Faraday, Dec 30698; Jimmie Rodgers, Roulette 4218.					

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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.

More **FACTS** about **HOW AUDITION HELPS DEALERS MAKE MORE MONEY**



—as documented by new Western Union "Operator 25" phone interview survey conducted in November, 1959.

*** One out of three dealers (34.3%) display colorful AUDITION advertising as store and window posters**

*** Most dealers (55.7%) use AUDITION to help them buy albums**

*** More than half (54.3%) actually show AUDITION to their customers to encourage more album purchases**

*** Just about every other dealer (47.1%) orders albums from AUDITION'S striking advertisements**

WITH EACH ISSUE, thousands of copies of AUDITION find their way into the hands of record customers who come back again and again to purchase LP's featured in both the editorial and advertising sections.

Yes, AUDITION is "standard equipment" with many dealers as a monthly direct mail sales stimulator . . . as a powerful counter-piece . . . or a "stuffer," with LP purchases.

And now, a brand-new Western Union "Operator 25" phone check of dealers in 16 top record markets documents other standard values in each and every new issue of AUDITION.

Check the latest documentation highlighted on this page. Review the many basic uses of AUDITION . . . both as an album buying aid . . . and as a colorful, dramatic, forceful sales aid.

NOW . . . doesn't it all add up to the fact that AUDITION can help you to make more money . . . that AUDITION really belongs in the promotional arsenal of every wide-awake album dealer?

NEW LOW BULK PRICES . . . CHECK YOUR NEEDS . . . ORDER YOUR REGULAR SUPPLY TODAY!

AUDITION, Billboard Bldg., Cincinnati 22, Ohio

I want to increase my profits from album sales. Enter my order for each new edition (10 a year) of AUDITION as follows.

NO. OF COPIES	MY COST	MY PROFIT (at 15c cover price)
() 20 copies.....	\$2.00.....	\$1.00
() 40 copies.....	\$3.60.....	\$2.40
() 80 copies.....	\$6.40.....	\$5.60
() 100 copies.....	\$7.50.....	\$7.50
() 200 copies.....	\$12.00.....	9c on each copy

SIGNED _____
 STORE _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

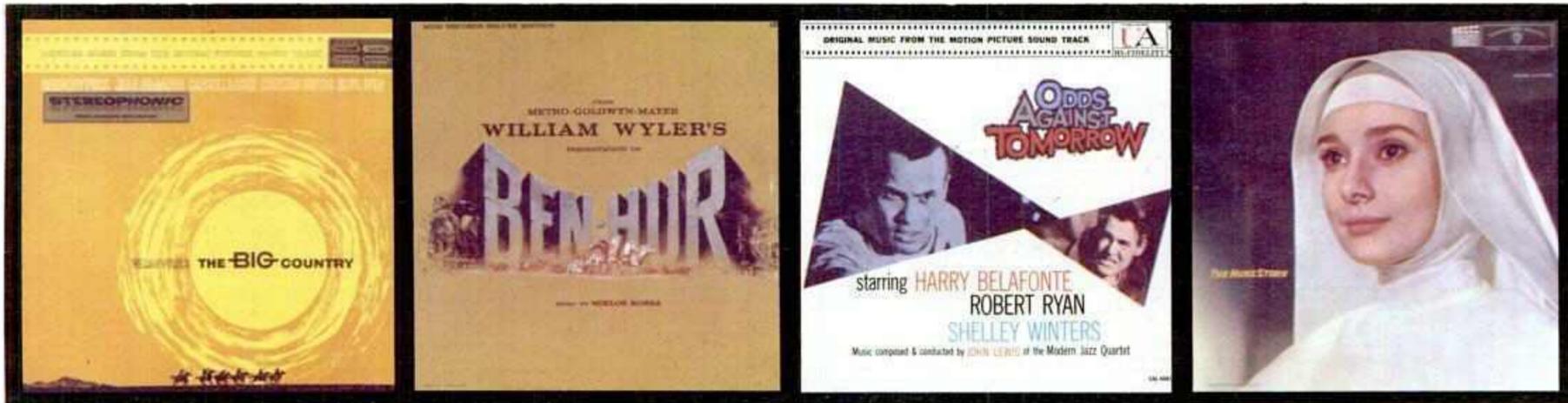
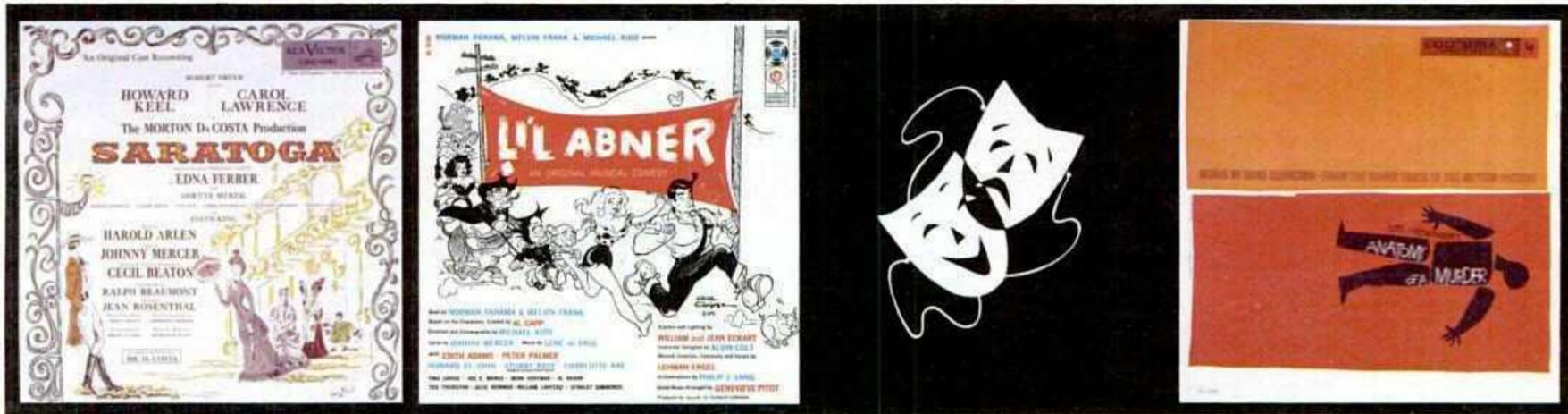
Please include postal zone

AUDITION

THE MONTHLY MUSICAL SHOPPING GUIDE



THE BILLBOARD, FEBRUARY 1, 1960



The material shown on this page—as well as on the inside pages of AUDITION—are valuable monthly supplements to the important buying and inventory aids provided elsewhere in every weekly issue of The Billboard. Dealers are advised to use AUDITION'S LP data as an order guide on the musical tastes and buying habits which prevail within their own special retail sales areas.

SHOW TIME ON LP

This has been a particularly active season for outstanding music in motion pictures and on the stage. Here on this page we salute some of the fine recordings made of this music, which will offer many hours of repeated pleasure long after the shows themselves have wound up their runs.

Showcase

OF NEW AND OUTSTANDING LP'S

All releases are 12-inch long-play records unless otherwise indicated. (M) Following record number in each listing indicates Monophonic; (S) following record number indicates Stereophonic.



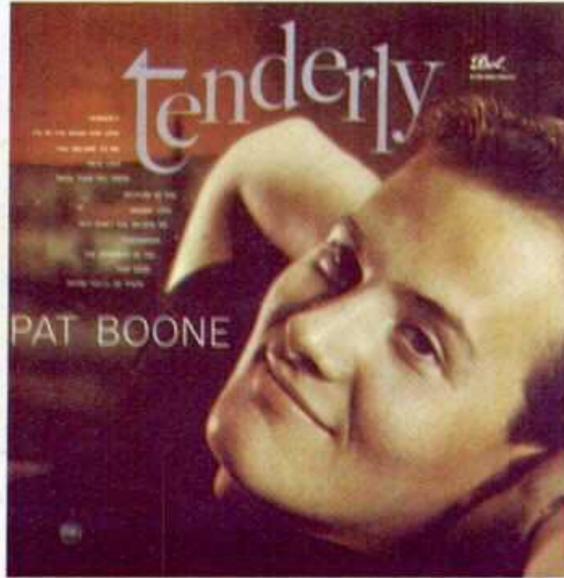
SHOW
MOVIE
TV

TAKE ME ALONG—Original Broadway Cast. Jackie Gleason, Walter Pidgeon and Eileen Herlie are irresistible in a score that sparkles with love songs and show-stoppers. RCA Victor LOC-1050 (M); LSO-1050 (S).



VOCAL

THE SKYLINERS—Calico CLP 3000 (M); CLP 3000 (S). The well balanced, ear pleasing sound of The Skyliners has won them respect and admiration of Americans everywhere. Here's another "pleaser" ... their first album!

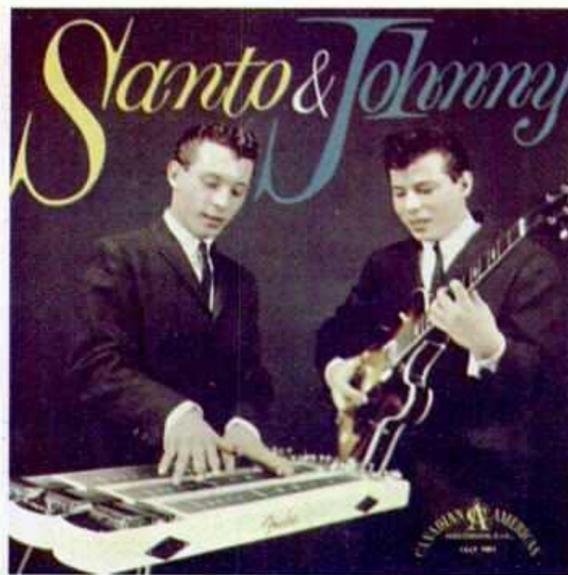


TENDERLY—Pat Boone. Starting with the title song, Pat sets a mood as he vocalizes favorites including Fascination, I'm in the Mood for Love, More Than You Know and Because of You. Dot DLP-3180 (M); DSLP-3180 (S).

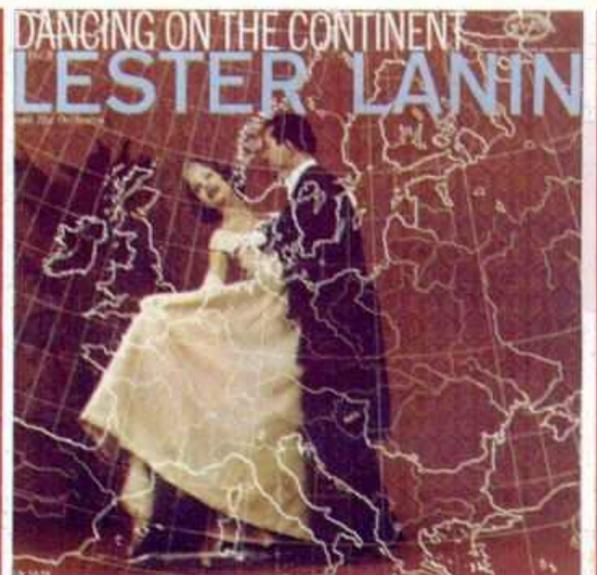


PLEASE BE GENTLE WITH ME—Jean Martin, Adonis ALP-1000 (M); ALP-1000 (S). The former Miss Houston is a man's girl! Here she is with her first album—a round, firm and fully stacked vocal thrill from Texas.

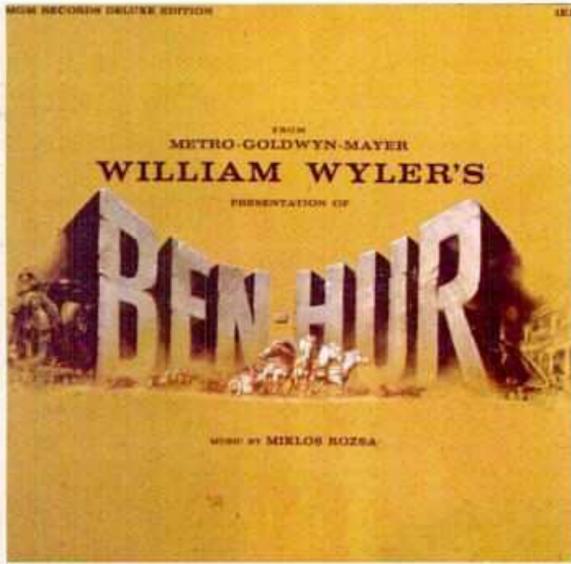
INSTRUMENTAL



SANTO & JOHNNY—Canadian-American CALP 1001 (M). Their distinct interpretation of well-known standards is designed for easy listening and dancing. Includes Caravan, Summertime, Blue Moon, Tenderly, Dream, Raunchy and Sleepwalk.



DANCING ON THE CONTINENT—Vol. 8, Lester Lanin and His Orchestra. Lester Lanin takes famous favorites from many European countries and instills them with the irresistible Lanin dance beat. Epic LN-3578 (M), BN-533 (S).



BEN HUR—Original sound track music by Miklos Rosza in the spectacular M-G-M film, recorded by Symphony Orchestra of Rome conducted by Carlo Savina. In de luxe package with 32-page illustrated souvenir booklet. M-G-M 1E1 (M); S 1E1 (S).



THE SOUND OF MUSIC—Original Broadway Cast starring Mary Martin with Theodore Bikel, Patricia Neway, Kurt Kasznar and Marion Marlowe. Music by Richard Rodgers, lyrics by Oscar Hammerstein. Columbia KOL 5450 (M); KOS 2020 (S).



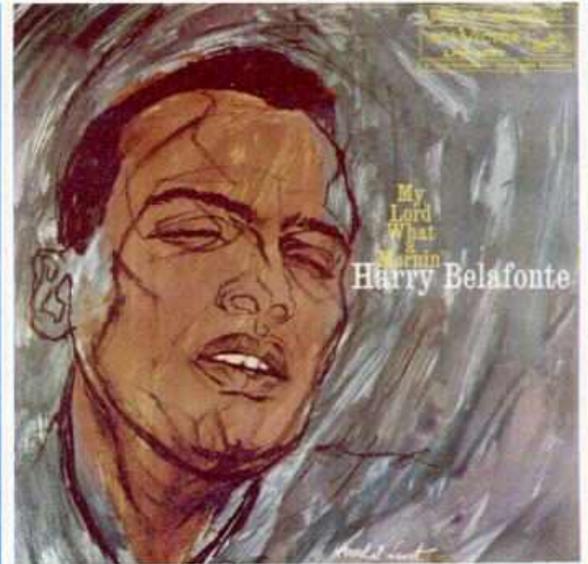
FIORIELLO—Original Broadway Cast — Capitol WAO 1321 (M), SWAO 1321 (S). The story of New York's mayor set to music.



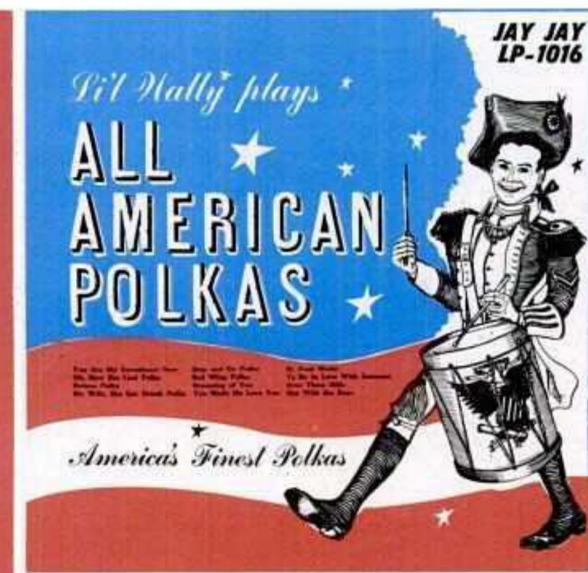
ENCORE OF GOLDEN HITS—THE PLATTERS. A vocal cavalcade of the world's No. 1 harmony group, reprising their top sellers over the past five years: Only You, Magic Touch and 10 others. Mercury MG 20472 (M).



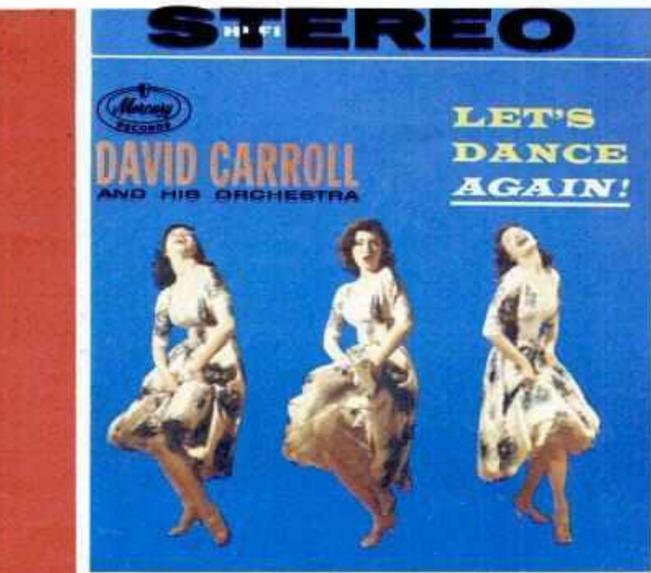
CONNIE FRANCIS SINGS ITALIAN FAVORITES. M-G-M - E3791 (M); SE-3791 (S). Connie, just named the disk jockeys' favorite girl singer on records played by them in 1959, dishes out a delightful program of Italian favorites.



MY LORD WHAT A MORNIN'—Harry Belafonte and The Belafonte Folk Singers. A great new album of spirituals including Wake Up Jacob, My Lord What a Mornin', Ezekiel, Swing Low, and others. RCA Victor LPM-2022 (M), LSP-2022 (S).



LI'L WALLY PLAYS ALL AMERICAN POLKAS—Jay Jay LP 1016 (M) LP-5004 (S). Top polkas, including originals like My Wife She Got Drunk and standards like Helena and Red Wing by Li'l Wally.



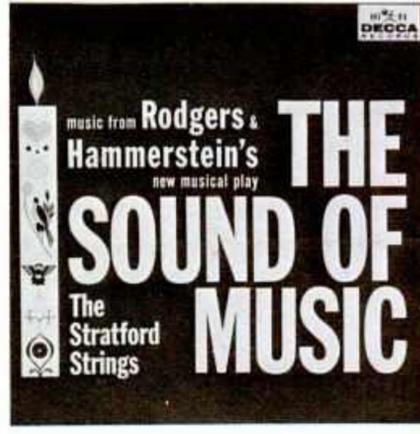
LET'S DANCE AGAIN—David Carroll and his orchestra. Winning followup to chart-making Let's Dance, the master of two-channel dance and listen fun hits the popularity bull's-eye again. Mercury MG 20470 (M) SR 60152 (S).

A RAINBOW OF NEW ALBUM HITS

**DECCA
POPULAR**



THE BEST OF THE TRAPP FAMILY SINGERS
Dr. Franz Wasner, Conductor—Deluxe, two-record package. Monaural only.
□ DXB-162



THE SOUND OF MUSIC
The Stratford Strings.
□ DL 8975 □ DL 78975 (S)

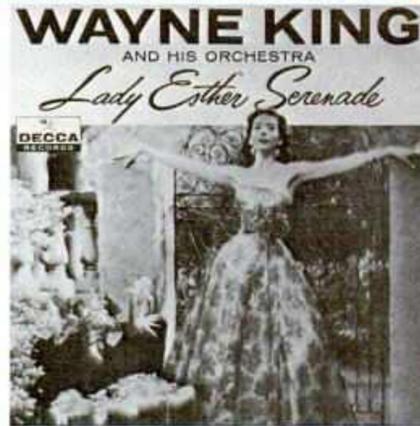
**DECCA
CLASSICAL**



MUSIC FROM ONE STEP BEYOND
From the ALCOA PRESENTS Television Series. Symphony Orchestra conducted by Harry Lubin.
□ DL 8970 □ 78970 (S)



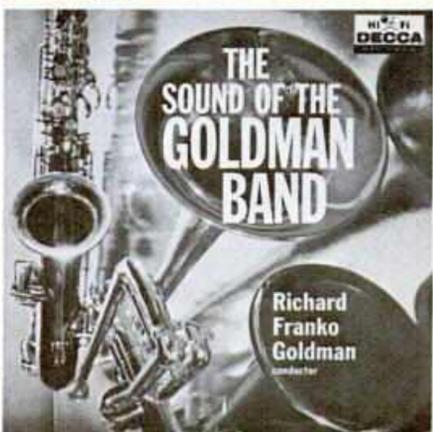
VALENTINO TANGOS
The Castilians directed by Jack Pleis.
□ DL 8952 □ DL 78952 (S)



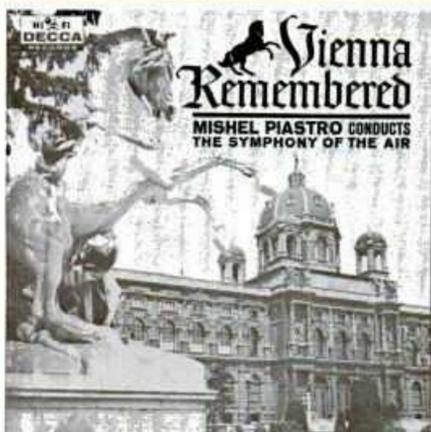
LADY ESTHER SERENADE
Wayne King and his Orchestra.
□ DL 8951 □ DL 78951 (S)



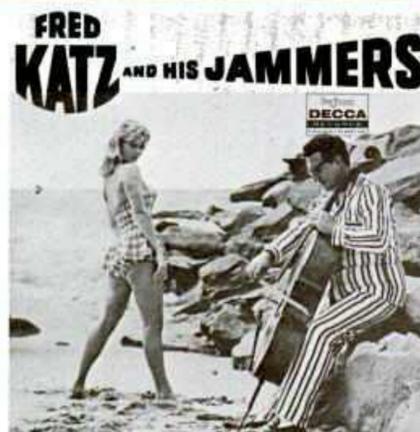
BRAHMS: Symphony No. 3—Tragic Overture. Berlin Philharmonic Orchestra, Lorin Maazel, Conducting. Recorded in Europe by Deutsche Grammophon.
□ DGM 12010 □ DGS 712010



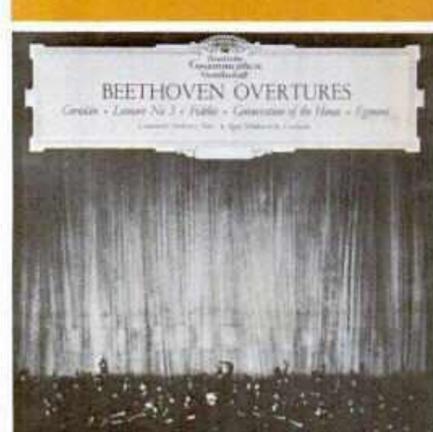
THE SOUND OF THE GOLDMAN BAND
Richard Franko Goldman, Conductor.
□ DL 8931 □ DL 78931 (S)



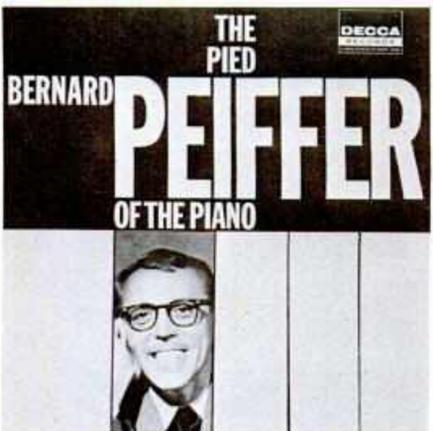
VIENNA REMEMBERED
Mishel Piastro conducts The Symphony Of The Air.
□ DL 8956 □ DL 78956 (S)



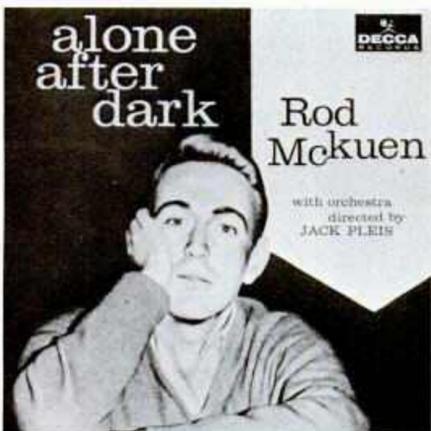
FRED KATZ AND HIS JAMMERS
□ DL 9217 □ DL 79217 (S)



BEETHOVEN OVERTURES: Consecration of the House, Coriolan, Egmont, Fidelio, Leonore No. 3, Lamoureux Orchestra, Igor Markevitch, Conducting. Recorded in Europe by Deutsche Grammophon.
□ DGM 12019 □ DGS 712019



THE PIED PEIFFER OF THE PIANO
Bernard Peiffer.
□ DL 9218 □ DL 79218 (S)



ALONE AFTER DARK
Rod McKuen with orchestra directed by Jack Pleis.
□ DL 8946 □ DL 78946 (S)



SWEET ADELINES. 1959 Medalist Winners, Women's Barbershop Quartets.
□ DL 8968 □ DL 78968 (S)

DECCA

The Golden DECCA

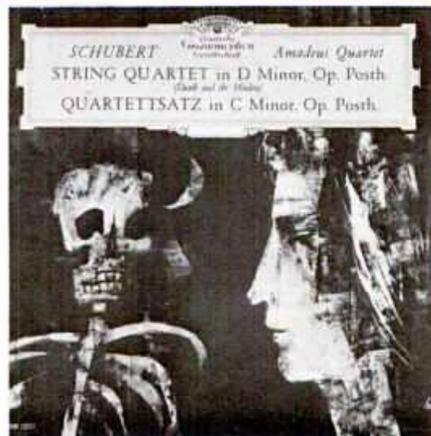
... Release No. 2 for 1960 More on the way!



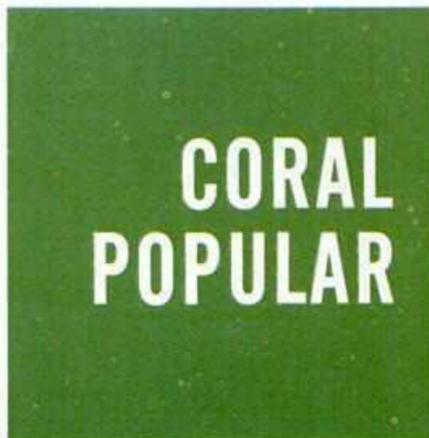
A PROGRAM OF RUSSIAN SONG. Jaroff Women's Chorus, Serge Jaroff, Conducting.
 DL 10019 DL 710019 (S)



DEBUSSY: La Mer. ROUSSEL: Bacchus et Ariane. Lamoureux Orchestra, Paris, Igor Markevitch, Conducting.
 Recorded in Europe by Deutsche Grammophon
 DGM 12040 DGS 712040 (S)



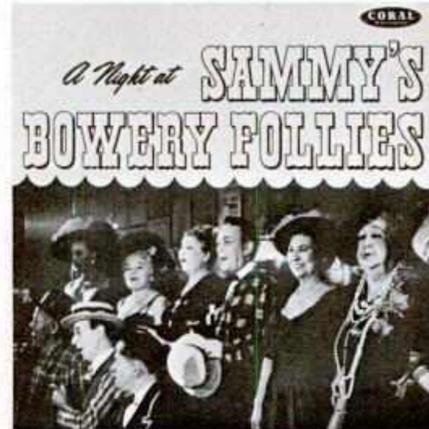
SCHUBERT: String Quartet in D Minor. "Death and the Maiden." Amadeus Quartet.
 Recorded in Europe by Deutsche Grammophon
 DGM 12037 DGS 712037 (S)



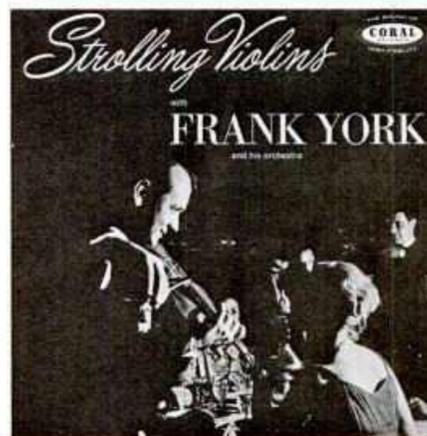
IN HARMONY WITH HIM
 The McGuire Sisters with accompaniment directed by Dick Jacobs.
 CRL 57303 CRL 757303 (S)



PETE FOUNTAIN AT THE BATEAU LOUNGE
 CRL 57314 CRL 757314 (S)



A NIGHT AT SAMMY'S BOWERY FOLLIES
 CRL 57312 CRL 757312 (S)

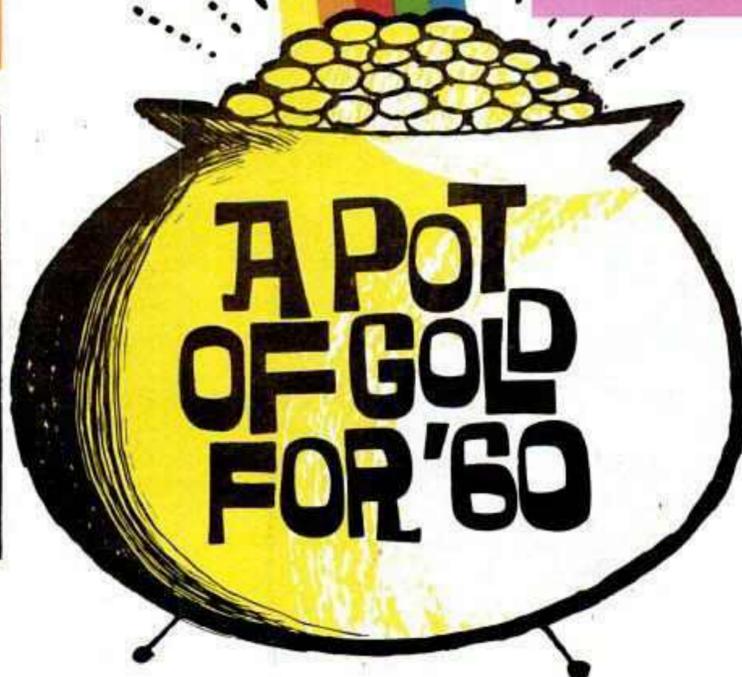


STROLLING VIOLINS
 Frank York and His Orchestra
 CRL 57294 CRL 757294 (S)



LOVERS SONG BOOK
 Bert Keyes
 CRL 57287 CRL 757287 (S)

CORAL



BRUNSWICK



SONGS OUR MUMMY TAUGHT US
 Bob McFadden and Dor
 BL 54056 BL 754056 (S)

le begins right now....

Showcase

OF NEW AND OUTSTANDING LP'S

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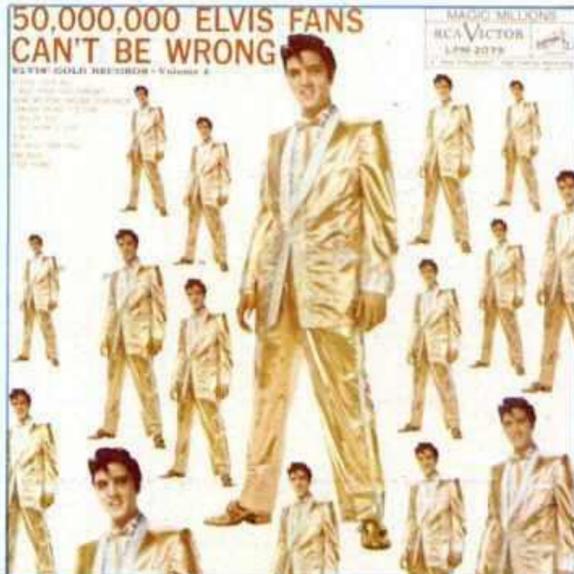
SPOKEN WORD



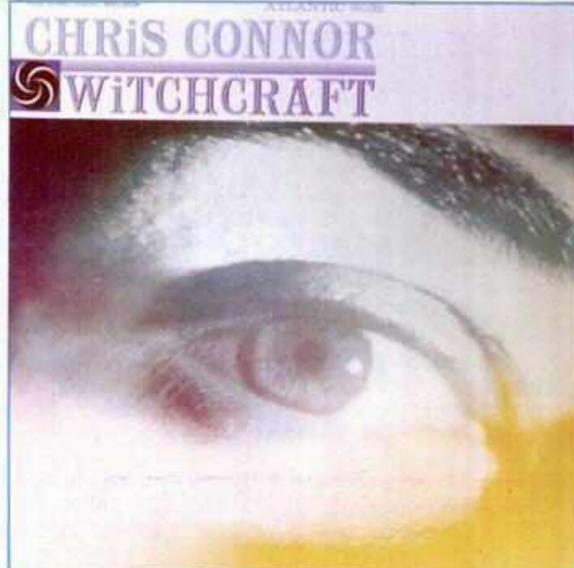
INSIDE-OUTSIDE SHELLEY BERMAN—Verve MG V-15008-2 (M). A de luxe two-record package combining the sensational Inside Shelley Berman with his latest release Outside Shelley Berman. A pair of side-splitting twins!



CONNIE'S GREATEST HITS—Connie Francis, M-G-M E3793 (M): Who's Sorry Now; Stupid Cupid; Plenty Good Lovin'; Frankie; Lipstick on Your Collar; If I Didn't Care; My Happiness; You're Gonna Miss Me; others.

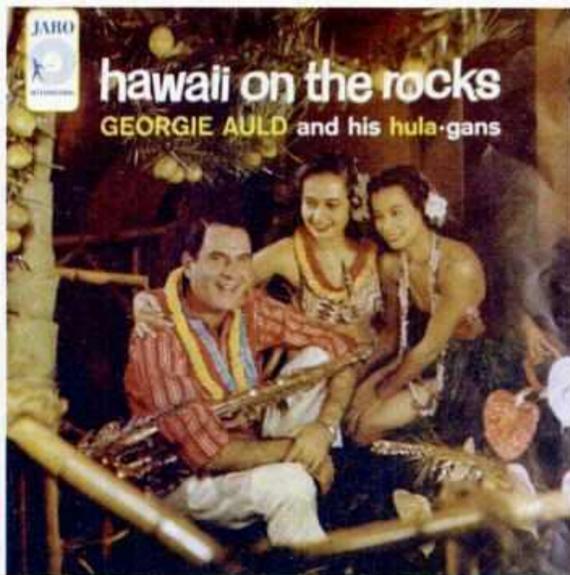


ELVIS' GOLD RECORDS—Volume 2. 50,000,000 Elvis Presley fans can't be wrong! A best-of-Elvis includes: A Fool Such As I; I Need Your Love Tonight; I Got Stung; A Big Hunk O' Love; others. RCA Victor LPM-2075 (M).



WITCHCRAFT—Chris Connor with direction by arranger-conductor Richard Wess, Atlantic 8032 (M); SD 1032 (S). Chris is wonderfully "different"—pensive, bold, sad and glad! She wears her heart on her sleeve.

INSTRUMENTAL



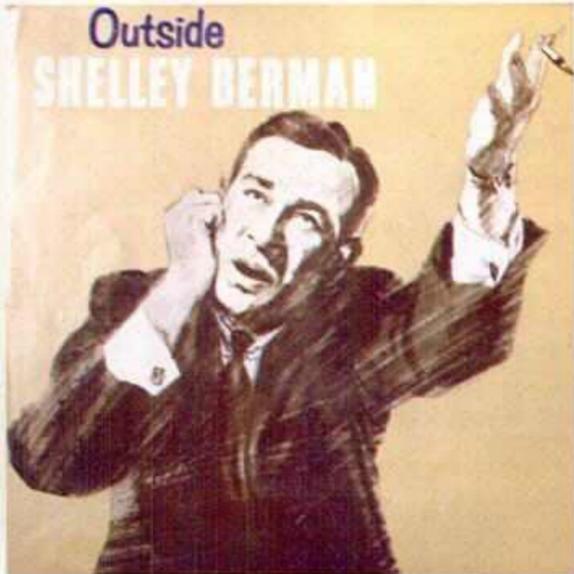
HAWAII ON THE ROCKS—Georgie Auld and His Hula-Gans, Jaro Int'l JAM 5003(M); JAS 8003(S). Hawaiian-styled standards performed in a mild rock manner. Strictly in the contemporary groove, the arrangements are delightful.

LAWRENCE WELK

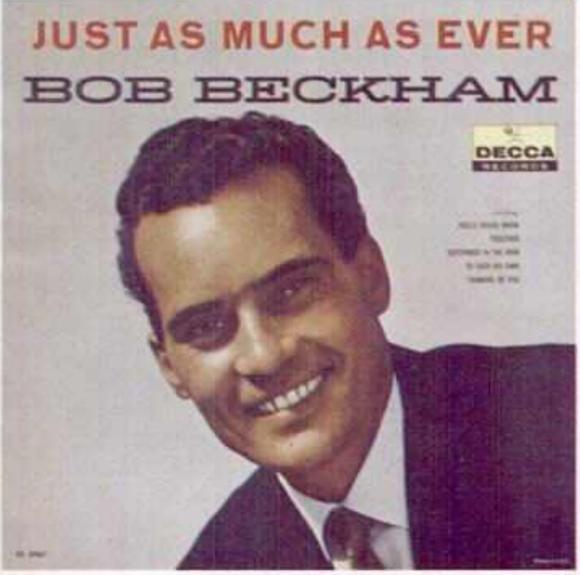
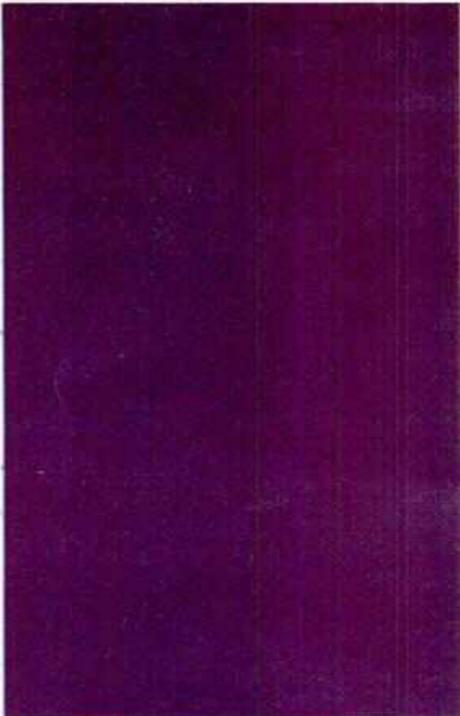
The Great Overtures

OVERTURE 1812	LIGHT CAVALRY OVERTURE
MERRY WIVES OF WINDSOR OVERTURE	WILLIAM TELL OVERTURE
RAYMOND OVERTURE	LUSTSPIEL OVERTURE
POET AND PEASANT OVERTURE	ZAMPA OVERTURE

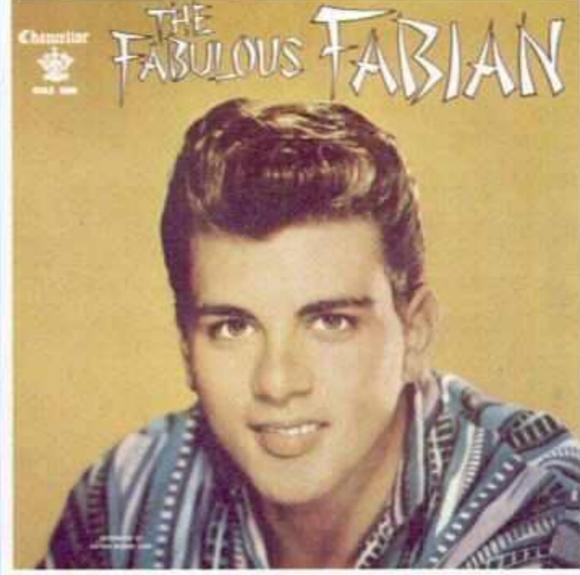
THE GREAT OVERTURES IN DANCE TIME—Lawrence Welk—Dot LP 3247. Poet and Peasant, Light Cavalry Overture and others set in dance time.



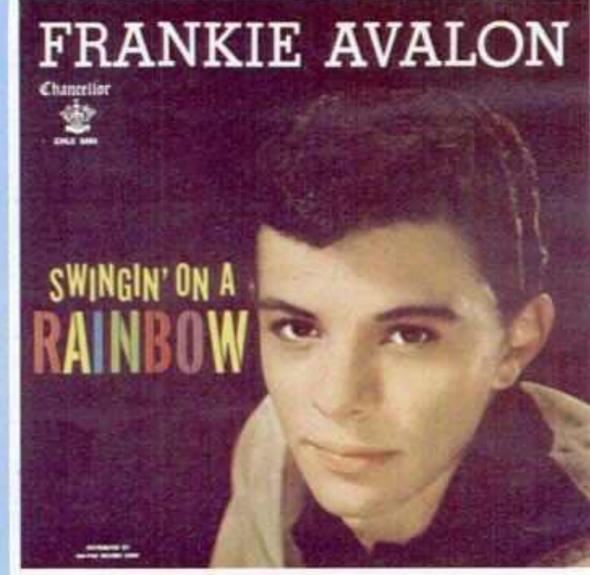
OUTSIDE SHELLEY BERMAN—Verve MG V-15007 (M). A worthy sequel to Inside Shelley Berman, Verve MG V-15003 which has kept America laughing for over half a year! Actually recorded in a crowded night club in full swing!



JUST AS MUCH AS EVER—Bob Beckham, Decca DL 8967 (M), DL78967 (S). The title song was a hit single record a few weeks back and along with it Beckham sings You'll Never Know, September in the Rain, and nine others.



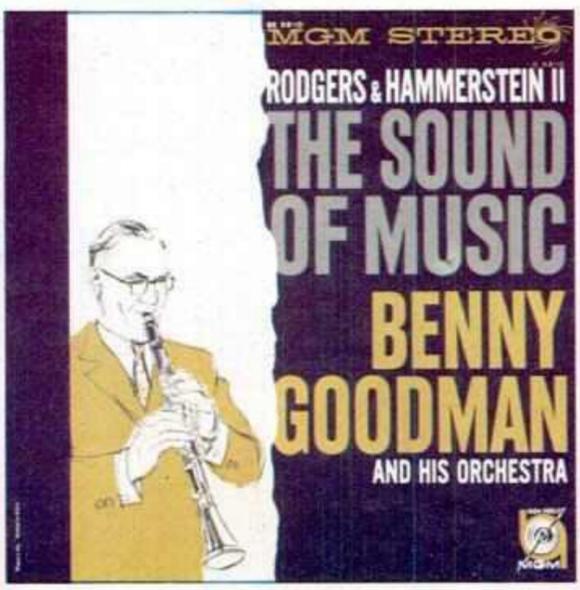
THE FABULOUS FABIAN—Fabian. This designed-for-fans package with numerous pictures of the star including a huge foldout presents Fabian with his great new vocal style! Chancellor CHLX 5005 (M); CHLX-S 5005 (S).



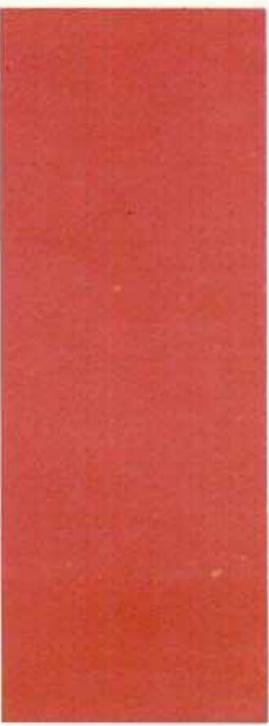
SWINGIN' ON A RAINBOW—Frankie Avalon. Avalon really "swings out" on great standards and some originals. In an original designed-for-fans package prepared by Natt Hale. Chancellor CHLX 5004 (M); CHLX-S 5004 (S).



KEN GRIFFIN PLAYS ROMANTIC WALTZES—Columbia CL-1365 (M). Ken Griffin at the organ plays for listening-dancing-skating! Our Heartbreaking Waltz; Waltz of the Roses; Cecile Waltz; Masquerade, and other favorites.



THE SOUND OF MUSIC—Benny Goodman and His Orchestra. The "King of Swing's" brilliant instrumental arrangements of Rodgers' great new "Sound of Music" score! M-G-M E 3810 (M); SE 3810 (S).



Showcase

OF NEW AND OUTSTANDING LP'S

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POPULAR

AMERICA THE BEAUTIFUL

Disneyland Chorus & Band. Disneyland WDL 4020—Lovely choral arrangements depicting various scenes of Americana. Score is used as sound track for multiple screen motion picture, "Circarama," seen at Disneyland and recently with great success at the American Exhibition in Moscow. Heard are the Disneyland Chorus and Brass Band with such selections as "America the Beautiful," "Columbia the Gem of the Ocean," "Home on the Range" and "Oklahoma!" Attractive double cover LP with exquisite color photos of familiar American scenes. Excellent gift item for every home.

ANITA BRYANT

Carlton STLP 118 (Stereo & Monaural)—The lovely thrush clicks with tasteful renditions of attractive tunes, most of which are from recent Broadway shows. Included are "Till There Was You," and her new single, "Do-Re-Mi" and "Promise Me a Rose." Others are, "Hello, Young Lovers," "Small World" and "The Party's Over." Disk was arranged and conducted by Monty Kelly. Miss Bryant's many fans should pick it up quickly. Good stereo effect enhances set.

ELVIS' GOLD RECORDS, VOL 2

Elvis Presley. RCA Victor LPM 2075—Ten more of Presley's top sellers gathered in one red hot—or rather gold, package. Carrying out the theme of gold records is Presley himself in a crazy, gold lame suit. The same print is reproduced in various sizes all over the cover, with the back cover carrying a separate color shot of the artist without sideburns. Tunes include "A Fool Such as I," "Wear My Ring Around Your Neck," "One Night" and "I Got Stung" among others. This one can hardly miss.

ENCORE OF GOLDEN HITS

The Platters. Mercury MG 20472—Just about all the Platters top sides are to be found in this collection. Among the "golden" hits included are "The Great Pretender," "Twilight Time," "Smoke Gets in Your Eyes," "The Magic Touch," "Only You," "My Prayer," and others. Powerful merchandise.

FAITHFULLY

Johnny Mathis. Columbia C 1422—This should be another smash album for Johnny Mathis. The selections include the title song, "One Starry Night," "Follow Me," "You Better Go Now," "Secret Love," "Maria" and "Where Are You," among others. The arrangement by Glenn Osser are lush and warm, and Mathis has never been in better voice.

HAVE GUITAR WILL TRAVEL

Bo Diddley. Checker P 2974—A fine collection of sides by Bo Diddley, currently hot in the singles field, that should please his many fans. Top sides include "Cops and Robbers," "She's Alright" and "Mumblin' Guitar," all performed with Bo's irrepressible humor.

MY LORD WHAT A MORNIN'

Harry Belafonte. RCA Victor LPM 2022—Belafonte offers a group of hymns and spirituals for his latest album. The readings thruout are sincere and moving. He is given excellent choral support by the Belafonte Folk Singers, directed by Bob Corman. Fine sound and a displayable cover sketch of the artist are sales assets.

PROVOCATIVE PERCUSSION

The Command All-Stars. Command RS 806. (Stereo & Monaural)—The Command All-Stars follow up their hit album "Persuasive Percussion" with another exciting percussion set in the same groove. The subtle arrangements are by Lew Davies and again a group of the country's best jazz men handle them with a wonderful swingy feeling. The tunes are all standards, including "You're the Top," "Mood Indigo," and "Mad About the Boy," and the instrumentalists give them all a solid reading. The sound is superb and the album packaging is outstanding. A set that should sell steadily.

THE BIG 100

Billy Vaughn. (2-12") Dot DLP 10500—Literally 100 tunes to dance to smoothly all night long, packaged handsomely in a double-cover album. Swinging medleys of old and new tunes including everything from "Heartaches" and "The Hot Canary" to "The Old Piano Roll," "El Rancho Vegas" and "Open the Door Richard." Standards, Latin American, rock and roll and jump tunes all are given the Billy Vaughn treatment to provide excellent listening and dancing. This disk can really sell. Good jockey material, too.

THE EXPLOSIVE FREDDIE CANNON

Swan LP 502—The fine young Bostonian rocker, who has enjoyed such singles hits as "Tallahassee Lassie," "Okefenokee," and "Way Down Yonder in New Orleans," offers his first album, which includes these three hits. The lad has a solid, inspired, driving sound and he shows particularly well on Lieber and Stoller's tune, "Kansas City." There's a lot of continuing excitement to this voice and the fans should gobble up the album.

THE MAGIC OF SARAH VAUGHAN

Mercury MG 20438—Set includes a fine group of tunes, some of which were formerly released as singles by the lark. Among them are her recent "Broken Hearted Melody," "I've Got the World on a String," "Separate Ways" and "That Old Black Magic." Ork backing is good. She should have another big one with this.

MR. BIG

Tony Mottola, Guitar. Command RS 807. (Stereo & Monaural)—Superior stereo sound and fine jazz-flavored solo work by Mottola, and four other expert guitarists (four electric and bass guitars) makes this package an unusual listening treat. Selections include "Carioca," "Danger," "What's New," "Dancing on the Ceiling," "I Didn't Know What Time It Was," and "Prelude to a Kiss."

THE "TWANGS" THE "THANG"

Duane Eddy. Jamie JLP 3009—Here's another sock sales item by Duane Eddy, featuring his solid guitar solo work and strong backing by some fine side men (piano, bass, sax, flute, rhythm guitars, drums) and the Ev Freeman Singers. Selections include originals ("Route No. 1," "Rebel Walk," etc) and standards ("My Blue Heaven," "Blueberry Hill," etc.).

SPOKEN WORD

BOSWELL'S LONDON JOURNAL

Anthony Quale. Caedmon TC 1093—Portions of Boswell's "London Journal" (and selections from "Boswell in London" and "Boswell in Search of a Wife") about his many amours and his meeting with Dr. Johnson, should be enough to interest a lot of spoken word fans. Boswell's romantic adventures and misadventures are read well by Anthony Quale. The cover is eye-catching.

HAGOROMO & KANTAN TWO PLAYS OF JAPAN

Various Artists. (2-12"). Caedmon TC 2019—This is one of the most daring efforts to date by Caedmon. It's a gem of a two-disk set, containing two traditional "Noh" plays, each about 600 years old, recorded in Tokyo. Altho performed in Japanese, they contain a constant flow of striking spoken and sung vocal effects, no dialog being done straight, and there is flute and drum accompaniment to the action. So no Japanese need be understood to enjoy the sounds here. Liner notes explain the history and action of the plays and this type of theater.

J. B.

Raymond Massey, Christopher Plummer, James Daly and Nan Martin. (2-12"). RCA Victor LD 6075—Latest release in the label's Soria series. This is the original cast LP of the Pulitzer prize Broadway play by Archibald MacLish, starring Christopher Plummer as God, Raymond Massey as Satan, James Daly as J. B. and Nan Martin as J. B.'s wife, Sarah. The hard-hitting play in verse form is based on the Story of Job. Appropriate background music was composed and directed by David Amram. Packaged handsomely, the album is an excellent gift item and should bring in solid sales from the many who saw the play.

MADELINE AND OTHER BEMELMANS

Carol Channing. Caedmon TC 1113—Music comedy-nitery comedienne Carol Channing is a perfect choice as the narrator of Ludwig Bemelman's Madeline stories. The sly sophistication and whimsical charm of the content and Miss Channing's deft, warm delivery gives package strong appeal for both adults and children. An ideal gift item.

THE WONDERFUL WORLD OF JONATHAN WINTERS

Verve MG 15009—TV-nitery comedian Winters has a sock album of monologs, which should appeal to buyers of Shelley Berman, Mort Sahl, etc. Funniest of the zany material is a report on Flying Saucers. Eye-catching cover, with Winters portraying himself while dangling masks of his face depicting comedy and tragedy.

POPULAR LOW PRICE

BACK STREET SYMPHONY

101 Strings. Stereo Fidelity SF 11500—The much-publicized 101 Strings takes a number of immortal melodies and performs them in arrangements marked with a triplet figure. Material from Schubert, Chopin, Borodin and others are included. Lush sound. Dealers might note the angle—in the liner notes—that teenagers here have the beat; but in a treatment which might lead them on to classical music.

EAST OF SUEZ

101 STRINGS. Stereo Fidelity SF 11200—The lush arrangements associated with the 101 Strings releases are aptly applied this time to a group of numbers with a Near-Eastern flavor. Occasional spice is added in the form of the more exotic percussion instruments. The renditions may not be authentic in the native sense, but they have the sound of mass acceptance. Included are such numbers as "In a Persian Market," "Song of India," "Kashmiri Songs," and excerpts from "Prince Igor" and "Scheherazade."

JAZZ

THE HOTTEST NEW GROUP IN JAZZ

Lambert, Hendricks & Ross. Columbia CL 1403—Surely the freshest and most exciting vocal jazz treatments heard in many a month are those by this trio. Much of their material is original, such as "Everybody's Boppin'," and "Gimme That Wine." But their truly unique talents are shown just as clearly by their work on a number such as Gershwin's "Summertime." Whether using their voices like instruments or to rattle off lyrics, the group is in sure command all the way. Backing is by the Ike Isaacs trio, featuring Harry Edison's muted trumpet. Nitery and other dates will help spread the group's renown, and should aid salability.

TIME OUT

Dave Brubeck Quartet. Columbia CL 1397—Brubeck, well-known for his unusual block chord harmonic structures, undertakes a fascinating experiment in off-beat rhythms. In some spots there is a 9-8 rhythm and in other a 9-4 time signature and in still others there are combinations of odd timings. The soft, expressive alto of Paul Desmond and Brubeck's own incisive piano are, as usual, compelling. This is beautiful rhythmic surrealism handsomely expressed, with the idea borne out by the title and the cover painting. Fans are going to like this one.

FOLK

THE EXCITING ARTISTRY OF WILL HOLT

Elektra EK 181—Will Holt is a folk singer who has started to build a strong following, which should expand healthily as a result of this waxing. It features the artist singing a group of songs by Kurt Weill, including the popular "Mack the Knife," and a number of standards handled in an unusual manner. Holt's style is unique, even for a folk artist, and the album is an intriguing one.

"ROCKIN' LITTLE ANGEL"

BEST BUYS
 ROCKIN' LITTLE ANGEL ...
 Ray Smith
 Judd 1016

The Billboard,
 January 25, 1960

b/w

"THAT'S ALL RIGHT"

JUDD 1016

soaring to the top.....

RAY SMITH



1224
 Fernwood
 Circle, N. E.,
 Atlanta 19,
 Georgia
 Cedar
 7-6408
 In Canada,
 QUALITY

• **Reviews and Ratings of New Albums**

• Continued from page 42

★ ★ ★
GOOD SALES POTENTIAL

★★★ **LONELY GUITAR**
Jimmie Dodd, Imperial LP 9089 — Dodd, who accompanies himself on the guitar, has individuality, a very important ingredient. Here he sings a flock of standards plus several originals. Some are bluesy, others lively and swingy; but all performances are touched with casual charm.

★★★ **THE MUSIC OF RICHARD RODGERS—THE MUSIC OF HAROLD ARLEN**

Pollakin Ork and Chorale, Everest SDBR 1066. (Stereo & Monaural) — As in an earlier album, devoted to Gershwin and Porter, maestro Pollakin again batons a large complement (54 musicians and a chorus of 20) thru a half dozen songs each from the giant catalogs of Richard Rodgers and Harold Arlen. The sound is rich and the arrangements delightful. Tho the standard field may be overworked on the package level, this set, with its group of classy presentations, can serve as excellent mood listening.

★★★ **FERRANTE AND TEICHER PLAY LIGHT CLASSICS**
ABC-Paramount 313 — Eschewing their usual gadgets and sound gimmicks, the duo piano team here exhibits their ability to interpret some lovely semi-classic themes in a tasteful, listenable manner. Tunes include "Malaguena," "Pavane," "Ave Maria," "Polonaise," etc. Fine mood music for adult programming.

★★★ **THE MARK OF FREDERICKS**
Mark Fredericks Ork, Roulette R 25100 — Richly melodic instrumental ork treatments are offered by Fredericks — performing here as a conductor rather than pianist. Lush, symphonic styled originals include "Something New to Me," "Empty City," "Bluejean Rhapsody," etc. Spinable wax.

★★★ **THEMES FROM THE GENERAL ELECTRIC THEATER**
Elmer Bernstein, Columbia CL 1395 — The basic appeal of this mood music package lies in its pull with fans of the TV dramatic series "The General Electric Theater." Bernstein, who composes and con-

ducts music for the show, offers a varied line-up of melodic sides, each from different dramas. The program's host, Ronald Reagan appears on the cover, and plot synopses of each episode are detailed in the liner notes.

★★★ **LINK WRAY AND THE WRAYMEN**
Epic LN 3661 — Wray and his boys provide moody, hard-driving instrumental treatments of some exciting rockers. The package, packed with solid teen-appeal, and standout guitar solo work, includes "Caroline," "Comanche," "Slinky" and "Rawhide."

★★★ **MR. DYNAMO**
Ronnie Hawkins, Roulette R 25102 — Hawkins is at his most exuberant and earthy on this energetic album of rockabilly and folk-styled ditties. Selections include "Clara," "Lonely Hours," "You Cheated, You Lied" and "Baby Jean." Teen-appeal.

★★★ **MARTIN GOES LATIN**
Ray Martin Ork, Imperial LP 9087 — Orkster Ray Martin styles a group of oldies and some less-familiar themes in various spicy, Latin tempos. For listening or for dancing, this is an easy set to take. Tunes include "Delicado," "Anna" and "Siesta in Seville." Good jockey item.

★★★ **THE BEST OF PETER GUNN**
Ray Ellis Ork, M-G-M E 3813 — A late arrival in the many sets of music from the popular TV'er, Ellis does the now familiar themes with some new and interesting variations, and he also makes interesting use of a chorus. It's a good set for jocks, and it can lure buys.

★★★ **SILHOUETTES**
Virgil Fox, organ, Capitol SP 8509. (Stereo & Monaural) — Rich, full-bodied stereo sound marks this album of organ solos on the Aeolian-Skinner Organ of the Riverside Church, New York City. Fox offers moving, reverent interpretations of such familiar tunes as "Londonderry Air," "Songs My Mother Taught Me," "Evening Star," "None But the Lonely Heart," etc.

★★★ **HITSVILLE, VOLUME 2**
Various Artists, Imperial LP 9099 — This is a collection of a dozen tunes which first made their appearance as singles. The artists represented are Pee Wee Crayton, Johnny Fuller, Archibald, L'I Son Jackson, Ken Copeland and Ernie Freeman, with two songs each. Included are such as "I Need Your Love," "Stack-A-Lee," "Rockin' & Rollin'" and "Teenage." Can move among the younger set if exposed.

★★★ **SIR CHARLES THOMPSON AT THE SWING ORGAN**
Columbia CL 136 — Sir Charles has been playing jazz piano for some years, but this is his first recorded outing at the Hammond organ. It can be labeled a successful effort. Accompanied by bass, drums, tenor sax and clarinet, he exhibits an ability to get an easy swinging effect. On some numbers, he also tosses in some of his pianistics as a bonus. Better numbers include "The Lady in Red," "April Love" and "I Get a Kick Out of You."

★★★ **NO BLUES, NORO**
Noro Morales Quintet, Tico LP 1064 — Those who have known Noro Morales only by his big Latin band music of the past will be surprised by his latest effort. On this LP, Noro plays a cool brand of piano, in the pop idiom but verging on jazz. He's supported by a rhythm section which lends more than a touch of a Latin beat. But basically, the stress is on piano improvisations on such tunes as "Patricia," "Body and Soul" and "Nearness of You." A good effort, warranting exposure.

★★★ **TONY RANDALL**
Imperial LP 9090 — Movie-TV-legit comedian Randall is better than his material (which he wrote himself) on a collection of standards (some warbled straight, others tongue-in-cheek) and comedy monologs. Joyce Jameson joins him on "Baby, It's Cold Outside." The deliberately funny chanting stunts are better for Randall than the straight vocal bits. For confirmed Randall fans.

★★★ **THE BEST OF THE BARRACK BALLADS**
Creed Taylor Ork & Chorus, ABC-Paramount ABC 317 — The tunes in this set were popular during World Wars I & II. The Creed Taylor ork and chorus style them in a light, contemporary vein. Set is an attractive easy listening or dancing item. Good jockey package, and it also has a chance for wide appeal.

★★★ **PRESENTING JERRY BURKE**
Brunswick BL 754052. (Stereo & Monaural) — The featured organist of the Lawrence TV'er has a collection of pleasantly styled standards. Set has been well recorded in stereo. He should be familiar to buyers due to his continued TV exposure and that might help with sales. Tunes include "S'posin'," "A Kiss in the Dark" and "Carmen's Boogie."

LOW-PRICED POPULAR ★★ ★

★★★ **REAL BARBERSHOP**
Quartertones, Harmony HL 7134 — One thing that's pleasantly distinctive about this group is the almost total lack of stridency

and reaching for high notes in a windy blast by the top tenor, both of which often characterize the four-square type of singing. The boys offer "Teasin'," "Hello My Baby," "Dear Old Girl" and others. Pleasant barbershopping stint in the traditional, a capella style.

★★★ **VELVET GUITAR**
Hank Garland, Harmony HL 7231 — Pretty guitar solo work—in a sweet, soothing mood—by Garland on a group of nostalgic standards — "Autumn Leaves," "Secret Love," "Greensleeves," etc. Nice intimate jockey wax. Good mood music buy for low-priced market.

JAZZ ★★ ★

★★★ **THE NEWPORT YOUTH BAND AT THE NEWPORT JAZZ FESTIVAL**
Coral 757306. (Stereo & Monaural) — This session by the 18 man (or boy) group was cut live last summer at the Newport bash, during which the complement turned out a group of good, driving numbers, featuring both a fine ensemble sound and some exciting and amazingly agile soloing, for artists so young. Ernie Wilkins and Marshall Brown had much to do with arranging the material, with Brown the inspired man who put the whole group together in the first place. The undertaking was worthwhile and was responsible for a portion of listenable modern big band material.

★★★ **THE SOLID SOUTH**
Deane Kincaide Quintet, Everest SDBR 1064. (Stereo & Monaural) — Deane Kincaide, with a group consisting of Doc Severinsen, Mundell Lowe, Trigger Alpert and Gus Johnson, turns in some occasionally listenable blowing on this new album. And the men with him help, too, altho the album as a whole is a bit disappointing. Since the title is "The Solid South," the tunes all have something in common, title-wise. They include "Tennessee Waltz," "Georgia on My Mind," "Louisiana," and "Carolina in the Morning."

CLASSICAL ★★ ★

★★★ **MUSIC OF HANDEL**
Various Artists; Philomusica of London (Lewin), London SOL 6001. (Stereo & Monaural) — These are a series of excerpts from the composer's earlier operatic works. The selections are taken from such as "Alcina," "Esther," "Jephtha," and "Rodrigo," with the voices of Joan Sutherland, soprano; William Herbert, tenor; and Hervey Alan, bass, featured in the solo efforts. The performances of the rarely done works are superb and the set, tho answering a small basic demand, nevertheless is handsome merchandise in its class.

★★★ **BIZET: SYMPHONY IN C; GOUNOD: SYMPHONY NO. 1 IN D MAJOR**
New York City Ballet Orchestra (Irving), Kapp KC 9039-S. (Stereo & Monaural) — A first class recording of Bizet's Symphony in C, and the Gounod Symphony No. 1, by the New York City Ballet Orchestra under Robert Irving. The set contains a booklet with information about the world-famed New York City Ballet. Set should interest ballet fans. Attractive cover will help sales.

★★★ **MOZART: SERENADES NOS. 11 & 12**
Everest Woodwind Octet (Jenkins), Everest LPBR 6042 — Notable performances of outstanding repertoire for winds; yet this repertoire is not frequently performed. This is a point which dealers might point out to buyers of discernment, or to buyers who like to be considered men to discernment. The notes by Paul Affedier are scholarly.

★★★ **VILLA LOBOS: THE LITTLE TRAIN OF THE CAPIRA; GINASTERA: ESTANCIA, PANAMBI**
London Symphony Orchestra (Goossens), Everest SDBR 3041 (Stereo & Monaural) — Fine performances here of Villa-Lobos' appealing "The Little Train of the Capira," taken from his Bachianas Brasileiras, and the Ballet Suites titled "Estancia" and "Panambi" by Alberto Ginastera. The recording is excellent and the orchestra performs them with verve.

★★★ **BEETHOVEN: PIANO CONCERTO NO. 3 IN C MINOR, OP. 37**
Julius Katchen, Piano; The London Symphony Orchestra (Gamba), London CS 6096 (Stereo & Monaural) — Katchen's brilliant piano and the singing orchestra combine for a noble performance of this great concerto. In the usual London manner, this disk has been carefully engineered, and the review copy has perfect surfaces.

★★★ **PROKOFIEV: SYMPHONY NO. 5 IN B FLAT MAJOR**
London Symphony Orchestra (Sargent), Everest SDBR 3034 (Stereo & Monaural) — Competition for this set is numerically slim, but sterling in quality, in both monaural and stereo form. However, the Everest name, with its reputation for a quality sound and packaging can stand the set in good stead. Sound here is superior and the work, with its many moods and tempi, is given a thoroly convincing reading. Sales can be achieved here.

(Continued on page 68)

"MOONLIGHT and ROSES"
B/W **"DARLING, DARLING"**
V-10195

THE FRATERNITY BROTHERS



RANDY SPARKS

"THE BIG NIGHT"
title tune from the Paramount picture
B/W **"SOUTH COAST"**
V-10196

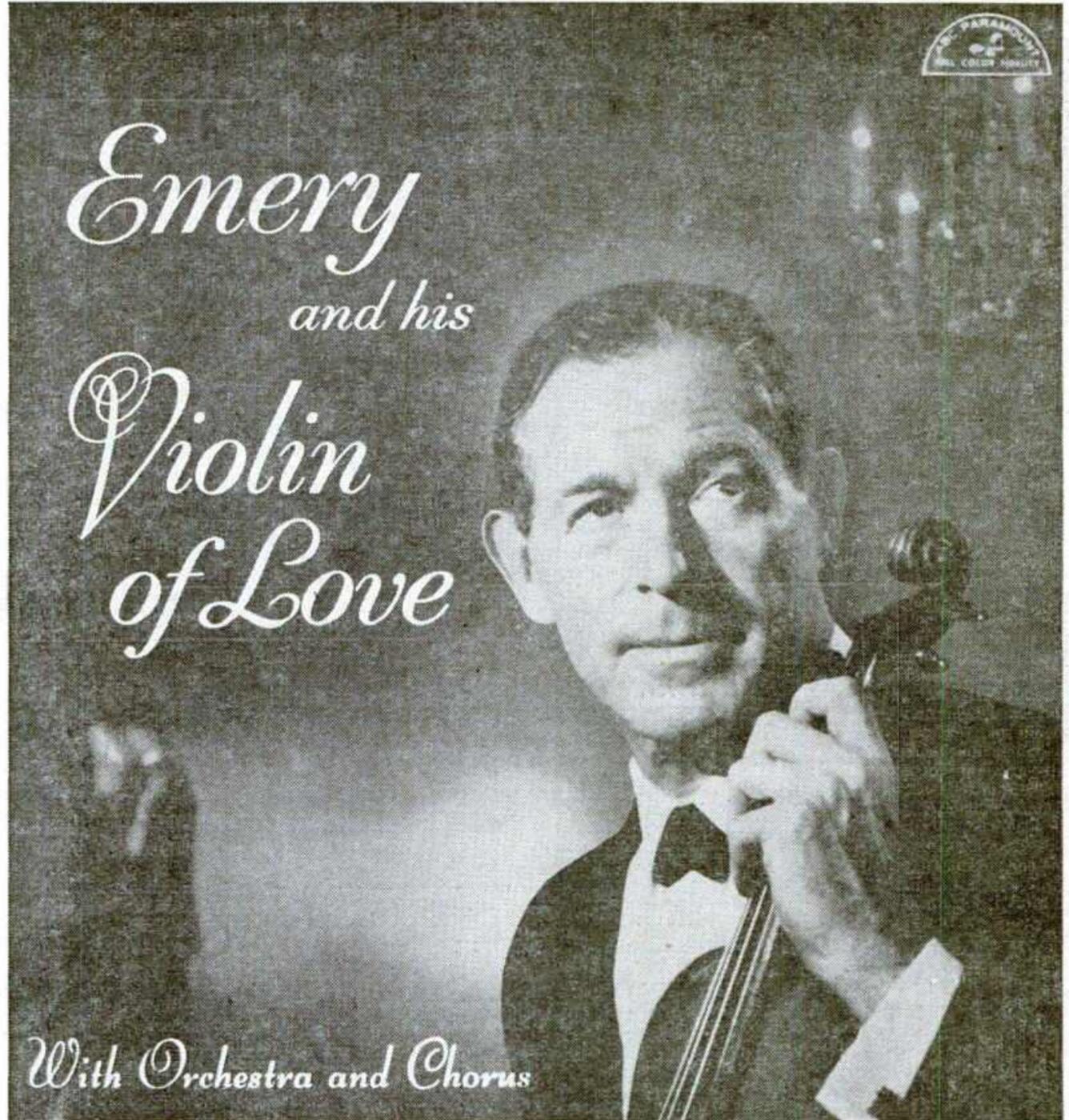
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FOR WEEK ENDING FEBRUARY 7

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	S	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
						TITLE, Artist, Company, Record No.	STEREO	
1	1	1	4					16
2	4	7	14					7
3	2	3	1					13
4	10	13	28	★				6
5	8	6	7					9
6	3	2	2		S			11
7	14	25	42	★				6
8	6	4	5					12
9	5	5	3					11
10	9	9	9		S			11
11	7	8	12					8
12	16	30	75		S			4
13	11	14	15					14
14	21	31	61	★				6
15	17	20	33					6
16	23	61	76	★				4
17	20	24	29		S			6
18	12	11	6		S			11
19	28	43	96	★				4
20	24	29	60					5
21	15	16	19					11
22	13	10	8		S			11
23	34	74	—	★				3
24	18	15	11		S			12
25	30	22	20					15
26	42	60	83	★				4
27	19	18	16		S			8
28	22	12	10					18
29	25	27	43					9
30	27	17	17					10
31	31	33	36		S			7
32	41	34	44					9
33	29	26	40					6

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	S	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
						TITLE, Artist, Company, Record No.	STEREO	
34	57	73	80	★				5
35	38	47	59		S			6
36	46	52	89	★				5
37	26	21	21		S			11
38	48	69	99	★	S			4
39	33	38	37					9
40	32	19	13					24
41	50	75	—		S			3
42	36	45	46					7
43	45	49	55					7
44	80	86	—	★				3
45	75	89	—	★				3
46	77	—	—	★				2
47	37	32	30					10
48	44	50	66					7
49	39	41	34					11
50	65	84	—	★				3
51	69	77	86	★				6
52	58	64	77					6
53	51	35	35		S			8
54	74	55	56	★				6
55	59	59	64					5
56	47	42	45					9
57	52	56	47					9
58	70	—	—	★				2
59	60	48	48		S			7
60	86	—	—	★				2
61	—	—	—	★				1
62	61	68	81					8
63	73	53	41					6
64	68	88	—					3
65	53	57	63					6
66	40	36	26					10
67	79	—	—					2

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	S	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.		WEEKS ON CHART
						TITLE, Artist, Company, Record No.	STEREO	
68	35	23	18					1
69	49	40	27					1
70	—	—	—	★				—
71	—	—	—	★	S			—
72	—	—	—	★				—
73	82	87	98					4
74	84	—	—					2
75	76	96	—					3
76	43	28	23		S			14
77	87	99	—					3
78	54	37	32		S			16
79	—	70	71	★				4
80	83	95	—					3
81	—	—	—	★				1
82	85	90	94					5
83	—	—	—	★				1
84	89	—	—					2
85	—	—	—	★				1
86	—	—	—	★				1
87	88	97	—					3
88	100	—	—					2
89	—	—	—	★				1
90	90	—	—					2
91	62	58	57					15
92	—	—	—					1
93	93	100	—					3
94	96	—	—					2
95	—	—	—					1
96	—	—	—					1
97	—	—	—					1
98	—	—	—					1
99	95	—	—					2
100	—	—	—					1

& TOMORROW'S TOPS

BEST BUYS

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

POP

- AM I THAT EASY TO FORGETDebbie Reynolds
(Four Star, BMI) Dot 15985
- *DARLING LORRAINEThe Knockouts
(Westbury, BMI) Shad 5013
- *TOO MUCH TEQUILAThe Champs
(Jat, BMI) Challenge 59063
- *BABY (YOU'VE GOT WHAT IT TAKES)
.....Dinah Washington and Brook Benton
(Meridian, BMI) Mercury 71565

- *COUNTRY BOYFats Domino
(Alan-Edwards, BMI) Imperial 5645
- *WILD ONE/LITTLE BITTY GIRLBobby Rydell
(Lowe, ASCAP) (Sequence, ASCAP) Cameo 171
- *HARBOR LIGHTSThe Platters
(Chappell, ASCAP) Mercury 71563

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. EARTH ANGELThe Penguins, Dooto
2. CLAP YOUR HANDSThe Wheels, Foly
3. NO ONE (CAN EVER TAKE YOUR PLACE) ...Sam Cooke, Keen
4. YOU'RE MY BABYSarah Vaughan, Mercury
5. WHATCHA GONNA DONat King Cole, Capitol
6. ETERNALLYSarah Vaughan, Mercury
7. CHOP STICKSBilly Vaughn, Dot
8. LOVE, MY LOVEDean Marlin, Capitol
9. TEENSVILLEChet Atkins, RCA Victor
10. BEAUTIFUL BROWN EYESJudy, Johnny & Billy, Silver
11. DELAWAREPerry Como, RCA Victor
12. LET THE LITTLE GIRL DANCEBilly Bland, Old Town
13. WORDSPat Boone, Dot
14. LET ME GO, LOVERCarol Hughes, ABC-Paramount
15. BEATNIK FLYJohnny & the Hurricanes, Warwick

HOT 100: A TO Z

A Year Ago Tonight	56
Am I That Easy to Forget	44
Amapola	64
Among My Souvenirs	22
Baby (You Got What It Takes)	47
Baciare, Baciare	43
Believe Me	91
Beyond the Sea	23
Big Hurt, The	8
Bonnie Came Back	33
Bulldog	38
China Doll	70
Country Boy	61
Crazy Arms	55
Darling Lorraine	51
Down by the Station	15
El Paso	3
Fannie Mae	97
First Name Initial	25
Forever	44
Friendly World	37
Go, Jimmy, Go	5
Handy Man	7
Happy Muleteer, The	77
Harbor Lights	40
Harlem Nocturne	52
Heartaches by the Number	28
He'll Have to Go	17
Money Hush	65
Hound Dog Man	24
How About That	39
Hully Gully	98
I Can't Say Goodbye	90
I Don't Know What It Is	42
I Forgot More Than You'll	94
Ever Know	80
I Wanna Be Loved	66
If I Had a Girl	31
I'll Take Care of You	94
It's Time to Cry	18
Just Come Home	53
Lady Luck	71
Let It Be Me	16
Let It Rock	81
Let's Try Again	59
Little Bitty Girl	86
Little Coco Palm	36
Little Things Mean a Lot	35
Lonely Blue Boy	14
Lucky Devil	29
Mack the Knife	40
Mary Don't You Weep	63
Mediterranean Moon	58
Midnight Special	95
Money	95
My Little Marine	84
No Love Have I	54
Not One Minute More	27
Oh, Carol	69
On the Beach	74
One Mint Julep	82
Peace of Mind	96
Pretty Blue Eyes	10
Rockin' Little Angel	34
Run, Red, Run	42
Running Bear	1
Sandy	21
Scarlet Ribbons	76
Secret of Love	88
Shimmy, Shimmy, Ko-Ko Bop	32
Since I Made You Cry	93
Sixteen Reasons	89
Skokiaan	30
Smoke (Part II)	70
So Many Ways	78
Sweet Nothin's	48
Talk That Talk	49
Tell Oak Tree	92
Teardrop	47
Teen Angel	2
Tell Her for Me	73
Tender Love and Care	26
That Old Feeling	85
Theme From a Summer Place	19
Time After Time	87
Time and the River	83
Too Much Tequila	45
Tracy's Theme	20
Uptown	75
Village of St. Bernadette, The	11
Waltzing Matilda	41
Way Down Yonder in New Orleans	9
We Got Love	68
What About Us	57
What in the World's Come Over You	12
Where or When	4
Whiffenpoof Song	100
Why	6
Why Do I Love You So	72
Wild One	72
You Got What It Takes	13

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

DAVID SEVILLE & THE CHIPMUNKS



ALVIN'S ORCHESTRA (Monarch, ASCAP) — Another clever side from Seville and the Chipmunks. This time Alvin has gone wild in hiring a big, expensive orchestra — much to Seville's chagrin. It's a natural to score. Flip is an instrumental by Seville—"Copyright 1960." (Monarch, ASCAP). Liberty 55233

GUY MITCHELL



THE SAME OLD ME (Papper, BMI)—BUILD MY GALLOW'S HIGH (THE CLOCK IN THE TOWER) (Joy, ASCAP)—Mitchell follows his big "Heartaches by the Number" with two potent efforts. "The Same Old Me" is a bright reading of Ray Price's big c.&w. hit that is done along similar lines to "Heartaches." "Build My Gallow's" is a folkish ballad that is also sung with strong appeal. Columbia 41576

SAMMY TURNER



PARADISE (Feist, ASCAP) — Turner turns in a fine warble on the pretty oldie. It's done in a catchy, mild rock style, and he should have another big one. Flip is "I'd Be a Fool Again," (Herbert, ASCAP). Big Top 3032

RAY CHARLES



MY BABY (I LOVE HER, YES I DO) (Charles, BMI) — WHO YOU GONNA LOVE (Charles, BMI) — Charles is assisted by Margie Hendrix on "My Baby." She starts the gospelish shout, and then Charles comes in with his own shouting style on the powerful side. Flip is a more up-beat side, and the singer gets strong support from a fem chorus on the rocker. ABC-Paramount 10081

DON GIBSON



JUST ONE TIME (Acuff-Rose, BMI) — I MAY NEVER GET TO HEAVEN (Tree, BMI) — Gibson performs "Just One Time," a tricky, moving side with a salable warble. "I May Never Get to Heaven" is an inspirational type, and a lovely arrangement backs the artist on the pretty side. Both are contenders. RCA Victor 7690

ERNIE FIELDS



CHATTANOOGA CHOO CHOO (Feist, ASCAP)—WORKIN' OUT (Foresite-Mardon, BMI)—Fields and crew can have strong follow-ups to "In the Mood." Top side, the old Glenn Miller classic, is revived in a bright rockin' tempo. "Workin' Out," the flip, is a rockin', low-down side, and this can also figure. Rendezvous 117

Country & Western

HANK THOMPSON



A SIX PACK TO GO (Brazos Valley, BMI) — WHAT MADE HER CHANGE (Texoma, ASCAP)—"Six Pack" is a bright honky tonker with quite a story line. It's well delivered by Thompson with a bright assist from the Brazos Valley Boys. "What Made Her Change" is a weeper ballad and this is read with lots of heart. Capitol 4334



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

STEVE ROSSI

FOR THE WANT OF A KISS (Valiant, ASCAP)—The newcomer chants the pretty ballad warmly in dual track style over listenable backing from the ork. The quality side rates spins, and it could take off. Flip is "In Between My Tears" (St. Louis, BMI). Columbia 41598

POP DISK JOCKEY PROGRAMMING

JIMMY WAKELY

I HEARD AN ANGEL CRY (Mono, BMI)—The attractive ballad receives a warm and sincere warble from the singer over complementary backing. Pretty side should please listeners. Flip is "A Hoot and a Holler," (Leeds, ASCAP). Shasta 127

APRIL AMES

YOU ARE MY SUNSHINE (Peer Int'l, BMI)—The thrush has an effective version of the standard. Her unusual, dual-track treatment has a sound that can catch on. It can also move saleswise. Flip is "Oh, My Johnny Boy," (Lenmar, BMI). Unical 4

★ ★ ★ ★ VERY STRONG SALES POTENTIAL

THE SPACEMEN

★★★★ NEPTUNE (Parts 1 & 2 — CLOCK 1018 — Sammy Benskin and the Spacemen turn in a nice, after-hours type of blues with the piano-guitar-drums combo. A horn steps in later with more good sound. Both sides are fine for boxes and jukes and either can step out. Watch these. (Sound-O-Rama & Mecca, BMI)

(Continued on page 63)

SELL\$ATIONAL

A Billboard Spotlight Winner
By the Artist who gave you "Caribbean"

MITCHELL TOROK

I WANT TO KNOW EV'RYTHING

Published by Acuff-Rose

b/w

GUARDIAN ANGEL

Guyden 2032

Breaking Loose as
The Ballad of the Year

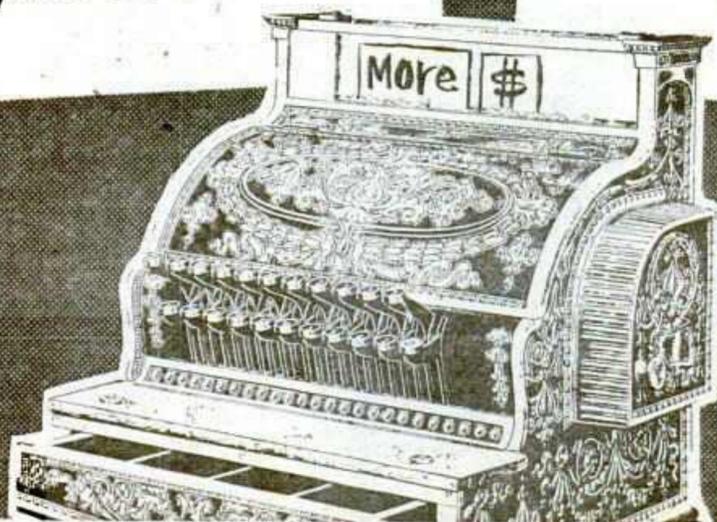
NICKY DeMATTEO

SUDDENLY

b/w

I DIDN'T SLEEP A WINK LAST NIGHT

Guyden #2024



DISTRIBUTING CORP.



1330 W. GIRARD AVE. PHILADELPHIA 23, PA.
Center 2-8383

Reviews of THIS WEEK'S SINGLES (continued)

• Reviews of New Pop Records

• Continued from page 61

★★★★

VERY STRONG SALES POTENTIAL

THE DELLS

★★★★ OH WHAT A NIGHT — VEE-JAY 338 — The group turns in a spirited, semi-shouted reading on a medium paced ballad effort. Satisfying wax. Both sides were released previously. (Conrad, BMI)

★★★★ I WANNA GO HOME — A strongly gospel oriented side, probably based on a religious song. He wants to go home to his baby, he chants. An exciting side. (Conrad, BMI)

RUSTY DRAPER

★★★★ THAT LUCKY OLD SUN—MERCURY 71581—Draper chants in fine, slow, feelingful style on the old Frankie Laine hit. Simple backing consists of chorus and guitar. An excellent outing. (Robbins, ASCAP)

★★★ Anytime — Draper again takes on old hit, this time from Eddie Fisher and gives it a pleasant reading. Flip may have an edge here. (Hill & Range, BMI)

ROYAL TEENS

★★★★ THE MOON'S NOT MEANT FOR LOVERS ANYMORE —CAPITOL 4335 — A snappy, danceable rockin' effort and the group turns in a winning sound. This could be the second hit for them on the label. (Swarthmore-Marble, ASCAP)

★★★ Was It a Dream — A slower side here and it features an interesting piano figure in the backing. The boys are in good form here too. Two good efforts. (Swarthmore-Marble, ASCAP)

THE DAYWINS

★★★★ HEARTBEAT — ARWIN 22 — A good rocking instrumental with the guitar sound predominating. Has the quality of a Duane Eddy performance. This one can catch exposure. (Daywin, BMI)

★★★ Rooster Reel — The picked guitars emulate a rooster clucking sound on this side. Flip has an edge. (Daywin, BMI)

SUNNY GALE

★★★★ WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR? — WARWICK 526 — The lark presents the oldie with a vibrant, bright approach. Fine backing from the Ralph Burns ork helps. This should catch spins and coin. (Feist, ASCAP)

★★★ Falling Star—Smooth ballad with beat reading of an attractive tune by the thrush on her first effort for this label. It can move. (Sequence, ASCAP)

SCOTTY McKAY

★★★★ LITTLE LUMP OF SUGA — SWAN 4049 — Bright rocker is sold with verve by the chanter over a solid beat by the ork. Could get some action. (Conley, BMI)

★★★ Midnight Cryin' Time — Bluesy item is sold with feeling by McKay over wild support by the ork. It moves and it, too, can get attention. (Conley, BMI)

EARL GRANT

★★★★ HOUSE OF BAMBOO — DECCA 31044 — Personable rendition by Grant of an attractive oldie with an infectious tempo. (Criterion, ASCAP)

★★★ Two Loves Have I—Expressive warbling stint on the wistful oldie. Both sides are solid jockey wax. (Miller, ASCAP)

LOU MONTE

★★★★ GUARDA CHE LUNA — RCA VICTOR 7689 — Tune somewhat based on Beethoven's "Moonlight Sonata," receives a forceful reading by Monte, who sings it in Italian. The backing is powerful, too. (Peer Int'l., BMI)

★★★ Remember This Gumba—Lou Monte comes thru with a happy reading in Italian and English of a tarantella-ish type novelty. It could interest his fans. (Romance, BMI)

THE BIKINIS

★★★★ SPUNKY — TOP RANK 2032 — Haunting minor-key theme is wrapped up in a bouncy instrumental treatment. (SESAC)

★★★ Crazy Vibrations — Effective bone playing highlights this off-beat instrumental treatment of a catchy rhythm theme. (SESAC)

THE REVELAIRES

★★★★ NEW KIND OF GOLD — CRYSTALETTE 737 — A folk-flavored song, with an infectious beat and an attractive repeating musical figure in the backing. Lead chanter does a very nice job. Watch this. (Gould, ASCAP)

★★★ Rockin' the Tease — A rocker. Lyric is along the lines of a dance novelty. Side is bouncy. (Award, BMI)

★★★ GOOD SALES POTENTIAL

SONNY BURGESS

★★★ A Kiss Goodnight — PHILLIPS INTERNATIONAL 3551 — The artist has vocal touches of Jerry Lee Lewis on this medium tempo side. It rocks along nicely, and it's worth spins. (Hi-Lo, BMI)

★★★ Sadie's Back in Town — Burgess shouts a wild rocker, with a Jerry Lee Lewis piano sound in the backing. It's full of the echoey, backshack quality and the artist shouts it out. (Knox, BMI)

THE UPSETTERS

★★★ Blues—GEE 1055—The group presents a leisurely paced blues effort. Piano and clarinet are prominent leads. It can sell. (Najac, BMI)

★★★ Rolling On — Reminiscent tune is given a relaxed instrumental whirl by the crew. This, too, has a sound and can spark interest. (Najac, BMI)

BILLY DEAN

★★★ Beyond My Wildest Dream — CORAL 62163—Pretty ballad is chanted in gentle melodic style by Dean. Merits spins. (Lorob, BMI)

★★★ Secret Crush—Catchy tune with teen-appeal lyrics is wrapped up in a personable vocal stint. (All-State, BMI)

BOB AND JOE

★★★ I Love You Only — COLUMBIA 41559—The boy duo has a nice harmony sound with a Beethoven "Moonlight Sonata" type rippling backing. A nice ballad reading. (Benjamin, ASCAP)

★★★ I Dropped In to Say Hello—The rock side and it finds the boys in a more countryish, Everly Brothers reading. A nice effort. (Arena, ASCAP)

CHARLIE RICH

★★★ Everything I Do Is Wrong—PHILLIPS INTERNATIONAL 3552—The material here has a strong r.&b. flavor and Rich, a country rocker, does fine by it. Good wax. (Hi Lo, BMI)

★★★ Lonely Weekends—There's a pounding drumbeat accented here and Rich hands the good material a solid reading. It's all about a cat who makes out all right from Monday to Friday. (Knox, BMI)

FRANCES BURNETT

★★★ I Love Him So—CORAL 62164—A pretty ballad job which features a flute and a vocal group behind Miss Burnett. Good thrashing by the gal here can pull some spins. (Jobete-Kaymax, BMI)

★★★ Too Proud—Miss Burnett thrashes in a warm and persuasive style, a weeper ballad. Gal gets support from a male vocal group and a backing with slow triplet rhythm. A nice effort. (Jobete-Kaymax, BMI)

THE BROTHERS FOUR

★★★ Angelle-O — COLUMBIA 41571—A pretty, calypso-styled melody with an attractive guitar backing. It's a witty bit of material that can catch spins. This is from the album, "The Brothers Four."

★★★ Greenfields—The quartet offers an interesting, minor-flavored ballad which recalls happier moments of an earlier day. The group handles it to a simple backing. From their album, "The Brothers Four." (Montclare, BMI)

THE FAIRLANES

★★★ Little Girl, Little Girl—ARGO 5357 —The boys ask their girl where she's been so long on this interesting side. It has a good feeling and could get some coin. (Arc-Jec, BMI)

★★★ Comin' After You—The Fairlanes sell this medium tempo effort with warmth, over a slightly rocking backing. Good side. (Tree, BMI)

RONNIE BRENT

★★★ Cowboys and Indians—COLT 45 108 — Cute side features guitars and a rhythm backing that is infectious. This instrumental effort could get some coins. (Potomac, BMI)

★★★ Flow Gently—This is based on the familiar "Flow Gently Sweet Afton" and it's another engaging side by the Ronnie Brent crew. Both have a chance. (Potomac, BMI)

THE DEBONAIRE

★★★ Make Believe Lover—GEE 1054—Lead singer and group pack plenty of

emotion into the heartfelt rockaballad. (Hillsboro-Grand, ASCAP)

★★★ We'll Wait—Effective warbling by lead and group on a pleasant rockaballad. (Wemar-Figure, BMI)

JOHNNIE STRICKLAND

★★★ My Truly True Love—ROULETTE 4221—Attractive vocalizing by Strickland on a bouncy ditty with infectious tempo. (Planetary, ASCAP)

★★★ Sweet Talkin' Baby—Lively rhythm-rocker is wrapped up in happy chanting treatment. (Planetary, ASCAP)

OSCAR McLOLLIE

★★★ Call It Love—CLASS 265—Feelingful rendition by McLollie on solid up-tempo rockaballad. Dual market item. (Lee-way, ASCAP)

★★★ The Honey Jump—Exuberant reading of a catchy rhythm-rocker with strong beat. (Rene, ASCAP)

BILLY MIZE

★★★ Little Coco Palm—RAVEN 2—Steel guitar and a bank of rhythm guitars are heard on an upbeat Hawaiian styled instrumental. Pretty sound here. Jerry Wallace waxing of tune has big head start, however. (Music Productions, ASCAP)

★★★ The Windward Isle — This begins with the sound of the surf breaking on the beach. Talking steel guitar follows along with the romantic, Island-styled melody. Listenable side. (Palomar, ASCAP)

MAVIS RIVERS

★★★ So Rare — CAPITOL 4333 — Miss Rivers hands this revival a stylish thrashing job, in a fashion not unlike that of Ella Fitzgerald. Nice, easy-going wax. (Robbins, ASCAP)

★★★ Longing, Longing, Longing—A pretty ballad side with more easy-to-take thrashing by the gal. Both sides are worth a listen. This is the thrush's first single. (Marks, BMI)

HARVIE JUNE VAN

★★★ Poor Wildwood Flower—RCA VICTOR 7668—The chick renders a light folkish effort. Soft chorus and plucked string backing help set the mood. Pop and c.&w. loot possible. (Backwoods, BMI)

★★★ When You Are Here—Wistful reading of a rockaballad by the thrush. This can also be a dual-market contender. (Backwoods, BMI)

NAT WRIGHT

★★★ The Young and the Lonely—ABC-PARAMOUNT 10078—Pretty rendition of a rockaballad by the artist. He handles the tune warmly over a lush ork assist. It can move. (Spanka, BMI)

★★★ Of Man River—Deliberate reading of the Kern-Hammerstein classic. The stylized reading could catch on. (Harms, ASCAP)

JEFF BARRY

★★★ It Won't Hurt — DECCA 31037—Barry is saying that it won't hurt for his chick to say that she loves him. It's done in rocker style. Bright chorus and rock ork backing accompany. (Marks, BMI)

★★★ Never, Never—The artist chants the rockaballad warmly with fem chorus support. It should move as well as the flip. (Marks, BMI)

LESLIE UGGAMS

★★★ The Carefree Years — COLUMBIA 41564 — The lovely ballad is warmly read by the artist. Pretty tune is nicely handled. It can move. (Bloom, ASCAP)

★★★ Lullabye of the Leaves — The young thrush applies a sultry vocal to the oldie. It's a quality item that can lure jockey play and sales. (Bourne, ASCAP)

JULES FARMER

★★★ Come Away — IMPERIAL 5646 — Lad sings with feeling and heart on a pretty ballad with lush mildly r.&r. backing. (Post, ASCAP)

★★★ Sweetheart — Showmanly chanting on bluesy theme. Spinnable. (Portrait, BMI)

EDDIE HOLLAND

★★★ Magic Mirror — UNITED ART-

ISTS 207 — Attractive tune is warbled with showmanship by Holland and chorus. Dual market appeal. (Jobette, BMI)

★★★ Will You Love Me — Strong vocalizing by Holland on a feelingful rockaballad. (Jobette, BMI)

BEN HEWITT

★★★ I Want a New Girl Now — MERCURY 71577 — Exuberant shouting by Hewitt on a bouncy, blues-flavored item. (Music Productions, BMI)

★★★ My Search — Hewitt sells verveful blues in solid rockabilly style. (Actual, BMI)

FAYE ADAMS

★★★ It Can't Be Wrong — LIDO 606 — Thrush packs plenty of emotional power into the oldie over lush pop-type backing. (Harms, ASCAP)

★★★ I Waited So Long — Heartfelt thrashing stint on a moving ballad with elaborate backing. Dual market sides. (Northern, ASCAP)

DON CORNELL

★★★ Only Time Will Tell — SIGNATURE 12027 — Another big ballad, this one penned by Teddy Randazzo, is sung forcefully by Cornell over triplet backing. Listenable side. (Almina, BMI)

★★★ Grateful — Don Cornell handles this pretty ballad pleasantly over lush string backing. (Rojan, ASCAP)

THE 20TH CENTURY STRINGS

★★★ Blueberry HBI — 20TH FOX 176 — Lushly orchestrated, sweet-stringed instrumental treatment of the oldie. Both this side and flip are spinnable. (Chappell, ASCAP)

★★★ Heartaches — Bouncy stringed instrumental version of the catchy oldie. Both sides are from the group's recent album. (Leeds, ASCAP)

FLIP BLACK AND THE BOYS UPSTAIRS

★★★ Elmer's Tune — ACE 581 — Bright, cheery reading of the well-known oldie by Flip Black and his boys that could get some juke coins. (Robbins, ASCAP)

★★★ Will It Make Any Difference — Attractive tune is played neatly by Black and the boys. Should get spins. (Miller, ASCAP)

THE LIONS

★★★ The Feast of the Beat — REN-DEZVOUS 116 — Novelty item is handled with verve by the group. It's a bright and danceable side that could take off. (Brujem, BMI)

★★★ Two Timing Lover — Gimmicked group reading of a ballad with beat. Lead is given okay support on the rockaballad. (Brujem, BMI)

LARRY LAWRENCE

★★★ Jug-A-Roo — BALBOA 10 — Cute side features sax in harmony over plucked strings. It's an interesting side that might attract with exposure. (True Blue, ASCAP)

★★★ Squad Car Theme — Theme has jazz overtones. Production is similar to that of the flip, and the side could go as well. (True Blue, ASCAP)

JOE MITCHELL

★★★ No One Else Will Do — DART 122 — Pounding rockaballad is given an okay go by Mitchell. Side can move for pop and r.&b. loot. (Flat Town-Glad, BMI)

★★★ My Dream — Same comment. (Flat Town-Glad, BMI)

LES ELGART ORK

★★★ Begin the Beguine — COLUMBIA 41566 — Inventive outing on the standard by the Elgart crew. The danceable item could create interest with exposure. (Harms, ASCAP)

★★★ The Man I Love — Lightly swinging approach on the oldie. It can move as well as the flip. (New World, ASCAP)

JACKIE DE SHANNON

★★★ I Wanna Go Home — EDISON INT'L. 416 — Heartfelt thrashing stint on effective r.&b.-styled ditty. Merits spins. (Ran-De-Shan, BMI)

★★★ So Warm — Gal wails with solid emotional impact on a spiritual-flavored ditty. Dual market appeal to both sides. (Ran-De-Shan, BMI)

JON AND SANDRA STEELE

★★★ There's a Small Hotel — GOLDEN CREST 539 — Pretty duo vocalizing on

(Continued on page 65)

IMMEDIATELY PICKED AS A HIT BY THESE FINE STATIONS:

ALABAMA

BIRMINGHAM WSGN
BIRMINGHAM WYDE

ARIZONA

CASA GRANDE KPIN
FLAGSTAFF KOES
GLENDALE KRUX
PHOENIX KRIZ
PHOENIX KPHO
TUCSON KTKT
TUCSON KCUB
YUMA KVOY

CALIFORNIA

FRESNO KYNO
GLENDALE KIEV
LOS ANGELES KFVB
LOS ANGELES KMPC
LOS ANGELES KNX
LOS ANGELES KBIG
LOS ANGELES KHI
LOS ANGELES KDAY
OAKLAND KEWB
SAN FRANCISCO KOBY
SAN JOSE KSJO
SACRAMENTO KXOA
SANTA ROSA KJAX
STOCKTON KJOY

COLORADO

DENVER KTLN

CONNECTICUT

BRIDGEPORT WICC
HARTFORD WPOP
HARTFORD WDRG
NEW BRITAIN WHAY
NEW HAVEN WNHC
NEW HAVEN WAVZ
SPRINGFIELD WSPR
WATERBURY WBRY
WEST HARTFORD WKNB

DISTRICT OF COLUMBIA

WASHINGTON WTUP
WASHINGTON WRC
WASHINGTON WWDC
WASHINGTON WPKC
WASHINGTON WTTG-TV
WASHINGTON WUST
WASHINGTON WOOK

FLORIDA

BRADENTON WBRD
COCOA WKKO
DAYTONA BEACH WMFJ
DELAND WOOD
FORT LAUDERDALE WFTL
FORT LAUDERDALE WWIL
GAINESVILLE WDVH
GAINESVILLE WGGG
HOLLYWOOD WGMA
JACKSONVILLE WPDG
JACKSONVILLE WAPE
JACKSONVILLE WIVY
LAKELAND WYFE
LAKELAND WONN
LEESBURG WBIL
MIAMI WINZ
MIAMI WGBS
MIAMI WCKR
MIAMI BEACH WKAT
OCALA WHYS
ORLANDO WHOO
ORLANDO WLOF
PANAMA CITY WPCF
PENSACOLA WNVY
SARASOTA WKXY
W. PALM BEACH WIRK
TALLAHASSEE WMEN
TAMPA WDAE
TAMPA WALT

GEORGIA

ATLANTA WAKE
ATLANTA WQXI

ILLINOIS

CHICAGO WAIT
CHICAGO WGN
CHICAGO WIND
CHICAGO WMAQ
DECATUR WDZ
QUINCEY WGM
SPRINGFIELD WMAY

INDIANA

FORT WAYNE WOWO
INDIANAPOLIS WFBM
INDIANAPOLIS WISH
INDIANAPOLIS WGEB

IOWA

DES MOINES KIOA
FORT DODGE KWMT
OBLWEIN KOEL
SIOUX CITY KMMS

KANSAS

COFFEYVILLE KGGF
TOPEKA WREN
WICHITA KFH

KENTUCKY

GRAYSON WGOH
LEXINGTON WLAP
LOUISVILLE WAKY
LOUISVILLE WKLO
LOUISVILLE WLOU
LOUISVILLE WAVE

MARYLAND

BALTIMORE WFBR
BALTIMORE WJZ
BALTIMORE WWIN
ROCKVILLE WINX
SILVER SPRINGS WGAY
WHEATON WDNO

MASSACHUSETTS

CHICPEE WACE

MICHIGAN

DETROIT WICMH
DETROIT WEXL
DETROIT WCAR
DETROIT CKLW
FLINT WTAC
GRAND RAPIDS WMAX
KALAMAZOO WKLZ
SAGINAW WKNX

MINNESOTA

MINNEAPOLIS WCCO
MINNEAPOLIS KDWB

MISSOURI

KANSAS CITY KUDL
JEFFERSON CITY KW09
JOPLIN KODE
ST. JOSEPH KUSN
SPRINGFIELD KICK

NEBRASKA

OMAHA KOIL

NEW JERSEY

NEWARK WNTA
CAMDEN WCAM

NEW YORK

BUFFALO WKBW
BUFFALO WBNY
N. Y. C. WMCA
ROCHESTER WBBF
ROCHESTER WHEG
SYRACUSE WNDR

NORTH DAKOTA

FARGO KXGO
MINOT KODY
MINOT KCJB
HETTINGER KNDC

OHIO

CINCINNATI WSAI
CINCINNATI WCKY
CINCINNATI WCPO
CINCINNATI WKRC
CINCINNATI WLW
CINCINNATI WCIN
CLEVELAND KYW
CLEVELAND WERE
CLEVELAND WJW
CLEVELAND WJMO
CLEVELAND WDOK
CLEVELAND WGAR
CLEVELAND WABQ
DAYTON WONE
DAYTON WING
DAYTON WHIO
DAYTON WAVE
TOLEDO WTOL
COLUMBUS WCSI
COLUMBUS WMNI
COLUMBUS WCOL WTVN

OKLAHOMA

DURANT KSEO

OREGON

PORTLAND KGW
PORTLAND KEX
PORTLAND KISN

PENNSYLVANIA

PITTSBURGH KDKA
PITTSBURGH WCAB
PITTSBURGH KQV
PITTSBURGH WBEK
PITTSBURGH WMCK
PITTSBURGH WAMO
ALLENTOWN WARB
LEBANON WLBR
BLOOMSBURG WHLM
CARLISLE WHYD

SOUTH DAKOTA

YANKTON WNAX

TEXAS

AUSTIN KOKB
BROWNSVILLE KBOR
CORPUS CHRISTI KEYS
HARLINGEN KGBT
KILLEEN KLEN
LAREDO KVOZ
SAN ANGELO KGKL
SAN ANTONIO WQAI
SAN ANTONIO KENS
SAN ANTONIO KONO
HOUSTON KTRH
DALLAS KXOL

UTAH

SALT LAKE CITY KMUR

VIRGINIA

ARLINGTON WARL
ARLINGTON WEAM
NORFOLK WLOW
RICHMOND WBBP
RICHMOND WRUA
RICHMOND WLEB
RICHMOND WMBG
RICHMOND WRNL
ROANOKE WSLS

WASHINGTON

SEATTLE KJR
SEATTLE KQDE
SEATTLE ICUI
SEATTLE KING
SEATTLE KREN
SPOKANE KNEW

WISCONSIN

MILWAUKEE WRIT
MILWAUKEE WOKY
MILWAUKEE WEMP

"Now and then in the world of music . . . there comes along a recording so great in magnitude . . . so outstanding and so inspirational . . . that it must be heard and it must be heard often."

Jack Vaughn
WNAX

(in a United Press International release)

The record Mr. Vaughn is referring to is:

"ONWARD CHRISTIAN SOLDIERS"

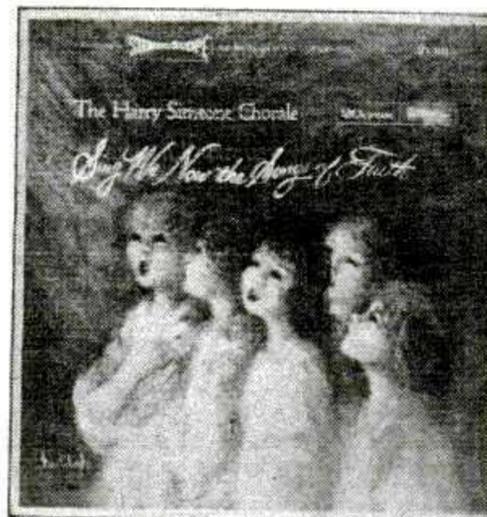
20th Fox #174

b/w "CLIMB EVERY MOUNTAIN"

And this is the album it came from:

"SING WE NOW THE SONGS OF FAITH"

Fox 3031
SFX 3031



"All you hear is beauty"



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

This Week	Tunes are ranked in order of their current national selling importance at the sheet music jobber level.	Last Week	Weeks on Chart
1.	WHY (Debmar)	1	5
2.	EL PASO (Marty's Music)	2	4
3.	DO-RE-MI (Williamson)	4	6
4.	CLIMB EV'RY MOUNTAIN (Williamson)	6	4
5.	MACK THE KNIFE (Harms)	3	20
6.	AMONG MY SOUVENIRS (DeSylva-Brown-Henderson)	7	4
7.	RUNNING BEAR (Big Bopper Music)	13	2
8.	MISTY (Vernon-Octave)	8	13
9.	THE VILLAGE OF ST. BERNADETTE (Ludlow)	14	3
10.	HEARTACHES BY THE NUMBER (Pamper)	5	12
11.	I KNOW WHAT GOD IS (Leeds)	11	3
12.	TEEN ANGEL (Acuff-Rose)	—	1
13.	THE BIG HURT (Music Productions)	9	4
14.	BEYOND THE SUNSET (Robbins)	—	2
15.	MR. BLUE (Cornerstone)	10	15

• **Best Selling Sheet Music in Britain**

(For week ending January 23)

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.

Starry Eyed—Lawrence Wright (Manson)	Voice in the Wilderness—Chappell (Chappell)
What Do You Want to Make Those Eyes at Me For?—Francis Day (-)	Snow Coach—Feldman (-)
Heartaches by the Number—Joy (Pamper)	Mack the Knife—Arcadia (Harms)
Why—Debmar (Debmar)	Oh! Carol—Nevins-Kirshner (Aldon)
Sitting in the Back Seat—Sheldon (Sequence)	Among My Souvenirs—Lawrence Wright (DeSylva, Brown & Henderson)
Raw Hide—Leeds (Erosa)	High Hopes—Barton (Maraville)
What Do You Want?—Mills (Mills)	Bad Boy—Youngstar (Duchess)
Little White Bull—Peter Maurice (-)	Ivy Will Clin—John Fields (-)
Happy Anniversary—Dominion (Korwin)	China Tea—Mills (Mills)
Travelling Light—Aberbach (-)	Side Saddle—Mills (Mills)

• **Best Selling Pop Records in Britain**

(For week ending January 23)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	STARRY EYED—Michael Holliday (Columbia)	4
2.	WHY—Anthony Newley (Decca)	2
3.	VOICE IN THE WILDERNESS—Cliff Richard (Columbia)	8
4.	WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR?—Emile Ford (Pye)	1
5.	WAY DOWN YONDER—Freddie Cannon (Top Rank)	5
6.	HEARTACHES BY THE NUMBER—Guy Mitchell (Philips)	10
7.	OH! CAROL—Neil Sedaka (RCA)	6
8.	WHAT DO YOU WANT?—Adam Faith (Parlophone)	3
9.	STACCATO THEME—Elmer Bernstein (Capitol)	7
10.	LITTLE WHITE BULL—Tommy Steele (Decca)	9
11.	SEVEN LITTLE GIRLS—The Avons (Columbia)	11
12.	RAWHIDE—Frankie Laine (Philips)	12
13.	EXPRESSO BONGO (EP)—Cliff Richard (Columbia)	16
14.	IN THE MOOD—Ernie Fields (London)	17
15.	BE MY GUEST—Fats Domino (London)	15
16.	MISTY—Johnny Mathis (Fontana)	—
17.	POOR ME—Adam Faith (Parlophone)	—
18.	SUMMER SET—Acker Bilk (Columbia)	20
19.	PRETTY BLUE EYES—Craig Douglas (Top Rank)	—
20.	TRAVELLIN' LIGHT—Cliff Richard (Columbia)	19

• **Reviews of New Pop Records**

• Continued from page 63

★★★
GOOD SALES POTENTIAL

the lovely oldie. Both sides are good jockey sides. (Chappell, ASCAP)

★★★ His and Hers — Clever lyric of catchy item is chanted pleasantly by pair. Both sides are from their recent LP. (Gamut, ASCAP)

JIMMIE MACH

★★★ I Believe I Love You — GEE 1056 — Plaintive rockaballad is sung with sincerity and heart by Mack and chorus. (Mellin & Drum, BMI)

★★★ True Lover Girl — Exuberant reading by Mack on lively r.&r. item. Dual market side. (Skip & Flip-Drum, BMI)

CARL THOMAS & FITONES

★★★ I Love You Judy — STROLL 101 — Ballad with beat tribute to Judy is given a zestful reading by Thomas with an energetic vocal assist from the Fitones. It can sell. (Skyrocket, BMI)

★★★ Sweet Lovin' Maryan — The idea's the same. Only, this time it's Maryan. Tempo is a bit faster than that on the flip. Appeal appears similar. (Skyrocket, BMI)

ROOSEVELT GRIER

★★★ Why Don't You Do Right — A 105 — The New York Giant Football star warbles with exuberance and a good beat on the great oldie. Spinnable wax with dual market appeal. (Mayfair, ASCAP)

★★★ Sincerely — Feelingful r.&b. oldie is sung with heart by Grier. Same comment on potential. (Arc, BMI)

RAY MELTON

★★★ Bonnin' Guitar — IMAGE 1005 — Lively reading by Melton on hard-driving rocker with solid guitar solo work. Dual market side. (Marlow, BMI)

★★★ Who Said I'd Miss You — Melton wails effectively on a plaintive rockaballad. (Marlow, BMI)

DON RONDO

★★★ Because of You — JUBILEE 5381 — Rondo croons a pleasant revival of the former hit by Tony Bennett. Spinnable. (Broadcast, BMI)

★★ Alone in the World — A slow and dreamy, romantic-styled ballad. Okay results. (Planetary, ASCAP)

FELICIA SAUNDERS

★★★ The Sound of Music — TIME 1020 — An upbeat, double reading of the title song from the current Rodgers and Hammerstein hit. It's a hip side by the thrush and it can catch spins from the smart jockey clique. (Williamson, ASCAP)

★★ Hello, Baby — An interesting tune which has the snappy, fast rhythm associated with Russia or Eastern Europe nations. The lyric is strictly American. An offbeat effort. (Brent, BMI)

THE DELTONES

★★★ Framed — 20th FOX 175 — Good idea here which the Deltones carry off in fair fashion as they tell the story of a man who was framed for a crime he didn't commit. (Delstone, BMI)

★★ I Never Knew — The Deltones sing this ballad in fair fashion. (Nomar, BMI)

SHORTY BILLUPS

★★★ Boss Chick — FINE 1002 — Verveful reading by Billups on a bouncy rocker with a good beat. Both sides are dual market items. (Neilor, BMI)

★★ Why Can't You Be True — Billups wails plaintively on a wistful rockaballad. (Neilor, BMI)

★★★

MODERATE SALES POTENTIAL

DICK CARUSO

★★ Lyin' Kisses — M-G-M 12868 — Country-flavored ditty is sung in hip vocal fashion by Caruso. (Johnstone, BMI)

★★ Pretty Eyed Baby — Catchy oldie is handed a verveful treatment by Caruso. (Pickwick, ASCAP)

BOBBY MILANO

★★ Ruby — TIME 1019 — The pretty movie instrumental tune of a few years back, gets updated in vocal style by Milano. Okay legit type vocal performance by the artist. (Miller, ASCAP)

★★ Do I Love You — Milano chants this ballad tune in legit style to a Latin-styled rhythm backing. Milano turns in an okay sound. (Admont, ASCAP)

BOBBY VEE

★★ What Do You Want? — LIBERTY 5523 — Vee is a rocker who has traces of Buddy Holly in his approach. Here he sings to rocking string backing. Listenable. (Mills, ASCAP)

★★ My Love Loves Me — A slow rockaballad with inspirational overtones. Okay performance to a similar big ork backing. (Bangtsson-Metric, BMD)

SAMMY SALVO

★★ Leave Me No More — IMPERIAL 5636 — Sammy Salvo comes thru with a good reading of a neat little rocker with a gal's chorus backing him. (Acuff-Rose, BMI)

★★ Oh True Love — Fair ditty is handled well by Salvo with a girls' group helping out in the backing. (Acuff-Rose, BMI)

FRED ELLIS

★★ Time — CORAL 62166 — Fred Ellis sings this pleasant ballad warmly over a chorus and rhythm backing (Bayer, ASCAP)

★★ The Face of an Angel — Another ballad is handled in fair style by the lad. (Brighton-Fleetwood, ASCAP)

JORDAN WHITFIELD

★★ Heaven — DISNEYLAND 128 — From Walt Disney's "The Swamp Fox" comes the tune. It's a pretty song, with a good lyric and melody. (Walt Disney, ASCAP)

★★ Let There Be Peace on Earth — An inspirational side Sung in slow tempo, with stately backing. (Jan Lee, ASCAP)

NICK MARCO AND THE VENETIANS

★★ Little Boy Lost — DWAIN 813 — A rockaballad with a folk quality. Vocal is supported by chorus. (Skyline, BMI)

★★ Would It Hurt You — A rockaballad, with a triplet figure, and tastefully done. (Skyline, BMI)

GINNY ARNELL

★★ Mistor Saxophone — DECCA 31033 — So-So warble on slight rhythm tune. Fair prospects (Aldon, BMI)

★★ Brand New — Rocker is sung to fair effect by the chick. (Roosevelt, BMI)

FREDDIE MARTEL

★★ King of Kings — TOP RANK 2033 — Inspirational tune is sung with sincerity by Martel over choral support. (Famous, ASCAP)

★★ Perfect Fool — Martel bows on the label with a tearful reading of his troubles on this dramatic ballad. (Famous, ASCAP)

(Continued on page 67)

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THE DEEP RIVER BOYS

"I Don't Know Why"

Broke in Cleveland first week out

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 rockaballad outing, and it could take off. (Ahler, 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)

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★★★
MODERATE SALES POTENTIAL

★★ Pretty Eyed Baby — Catchy oldie is handed a verveful treatment by Caruso. (Pickwick, ASCAP)

THE COFFEE GRIND
HANK BALLARD
King 5312

BACKWOODS

b/w
RAW TURKEY
BILL DOGGETT
King 5319

CHIEF UM
(TAKE IT EASY)
OTIS WILLIAMS
King 5323

I KNOW IT'S TIME
b/w
I'LL GO CRAZY
JAMES BROWN
Federal 12369

HOW FAR TO
LITTLE ROCK
STANLEY BROTHERS
King 5306

SIXTY MINUTE MAN
b/w
HAVE MERCY BABY
BILLY WARD
and His Dominoes
King 5322

HOT ROD LINCOLN
CHARLIE RYAN
4 Star 1733

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FOLK TALENT & TUNES

By BILL SACHS

With the Jockeys

The Pee Wee King combo was the featured act on the telethon presented for the Handicapped Children's Fund at Evansville, Ind., Saturday and Sunday (30-31). Following an engagement at the Sports Show at the Fairgrounds Coliseum, Louisville, February 6-14, the King group makes a tour of Wisconsin with the Zahina Band, opening at Waukegan, Wis., February 16, and following with Beloit, 17; Madison, 18; Cashton, 19; Muscoda, 20, and Watertown, 21. On February 26, the King aggregation headlines the c.&w. show at the University of Kentucky Field House, Lexington. Pee Wee is currently plugging Redd Stewart's new release, "It's Better to Forget Her." Co-authored by Pee Wee and Redd, tune is published by their Ridgeway Music firm.

The Andy Doll crew, recently voted one of the top three c.&w. dance bands in the nation in the National Ballroom Operators' Association poll, is routed as follows: Marion, Ia., February 3; Oelwein, Ia., 4; Clear Lake, Ia., 5; Pocatonia, Ill., 6; Prairie du Chien, Wis., 7; Oelwein, Ia., 9; Worthington, Ia., 10; Waterloo, Ia., 11; Muscoda, Wis., 13; Fort Dodge, Ia., 14; Spencer, Ia., 15; Oelwein, Ia., 18; Fennimore, Wis., 19; Guttenberg, Ia., 20; LaCrosse, Wis., 21; Marion, Ia., 24; Fort Dodge, Ia., 25; Hartley, Ia., 26; Decorah, Ia., 27; Oelwein, Ia., 28; Lamont, Ia., 29; Dubuque, Ia., March 1; Oelwein, Ia., 3; Clear Lake, Ia., 4; Prairieburg, Ia., 5, and Prairie du Chien, Wis., 6. Andy says possibilities look great for his new release, "Stockade Rock," on the AD label. Flip is "Letters Have No Arms."

"Pinball Machine" is the name of a song recitation about a truck driver who is addicted to playing pinball games just released on the Starday label by Lonnie Irving. The platter was originally released on the Lonnie Irving label, with Don Pierce, Starday chief, later acquiring the master. According to Pierce, Wayne Raney, of WCKY, Cincinnati, and Grant Turner and Ralph Emory, of WSM, Nashville, report unusual initial reaction on the platter. Pierce, who also serves as secretary of the Country Music Association, is slated to make a European trek early in March. . . . Also set for a trip abroad is Wesley Rose, of Acuff-Rose, chairman of the board of the Country Music Association. He is slated to make the trip in April.

Don Richardson, tub-thumper and promotional expert for Radi-Ozark Enterprises, Springfield, Mo., lost his dad recently in Mattoon, Ill., the victim of cancer. . . . Jim Small, artist rep and record hustler, with headquarters in Elizaville, N. Y., is back in harness after an illness which laid him low for some six weeks. . . . Eddie Alford and the Virginia Mountain Boys this week begin their second year on WPVA, 5,000-watter in Petersburg, Va. Voted the second-best blue-grass band in the State contest held at Crewe, Va., last August, the combo is currently appearing as a regular Saturday feature on Carlton Haney's "New Dominion Barn Dance" in Richmond, Va.

Jimmy Wakely stopped off in Oklahoma recently for a visit with Chief Dyson at the latter's Record Ranch, en route to Springfield, Mo., for an appearance with Red Foley on "Jubilee U. S. A." During

his stay in Oklahoma City, Jimmy made an appearance on KLPR to air for the first time his new Shasta release, "I Heard an Angel Cry." Dyson made the trip to Springfield with Jimmy. . . . Ferlin Husky put in last weekend in Seattle and then departed for a week of booking in Fairbanks, Alaska, where he hopes to get in a bit of bear hunting before returning to Nashville. . . . Jim and Jesse and the Virginia Boys, of Valdosta, Ga., were guests on the "Grand Ole Opry" which played Pensacola, Fla., Friday (29) under sponsorship of Martha White Mills.

Tom Edwards, who continues to do his regular TV show on Saturday nights over WEWS-TV, Cleveland, plus record hops on week-ends and some free-lance commercials from time to time, is booking his "Landmark Jamboree" TV show in the station's listening area. The unit's six-piece band is led by Lennie Sanders. Singing assignments are handled by Cathy Dearth and Dottie West, with Edwards serving as emcee, supplying the comedy patter and doing numbers that require no singing, such as "Deck of Cards," "Little Tom," "Drunken Driver," and the like. Sid Friedman, Cleveland, is handling the bookings. Besides its appearance on WEWS-TV, the unit is seen on four other Ohio TV stations—Dayton, Columbus, Toledo and Zanesville. On February 21 the show appears with Hank Snow, Kitty Wells, Jim Reeves, Stonewall Jackson and Johnny and Jack in two performances at the Akron Armory. The Edwards group will be augmented by an eight-people square dance troupe for the Akron stand.

Leon AcAuliff and his Cimarron Boys kick off their 1960 fair season at the Florida State Fair, Tampa, February 2-14, where they'll appear with Dale Robertson's "Wells Fargo" show. . . . Johnny Cash and the Tennessee Two, Marshall Grant and Luther Perkins, along with Bonnie Guitar, Carl Perkins, Carl Mann and Gordon Terry, played to an estimated 4,300 persons at the Coliseum, Spokane, January 17. . . . Showing the Spokane Coliseum last Saturday was "Northwest Jamboree," highlighting Louie Andrews' all-Indian group; Lee Johnson, of Wenatchee, Wash.; Cliff Carl, of KPEG; the Cascade Troubadours, of Pasco, Wash.; Charley Ryan and His Timberline Riders, featuring Gary Stewart on steel guitar, and a group of square dancers.

Bill Anderson, currently on the charts with his Decca release of "Dead or Alive," has just completed a Western swing with Marty Robbins and is set for a stand at Flame Room, Minneapolis, February 3-6, Bill is co-author of Don Gibson's new RCA Victor single, "I May Never Get to Heaven." Jockey copies of Anderson's new platter are available by writing to Tree Music, 319 Seventh Avenue North, Nashville. . . . Rebel Recording Company, Mount Ranier, Md., of which William J. Carroll is general manager, last week released its first single on a national scale. Top side is "Cotton Dice," with "Making Love to a Stranger" as the flip. Both are published by Zap Publishing Company thru BMI. Authors of "Cotton Dice" are Pete Pike, Buzz Busby and Dick Freeland. Pike put the pen to the flip. Copies of Rebel's initial release may be obtained by writing to Zap Publishing, Box 246, Mount Ranier, Md.

The Billboard HOT C & W SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING JANUARY 31		WEEKS ON CHART
				TITLE, Artist, Company, Record No.		
1	1	1	1	EL PASO, Marty Robbins, Columbia 41511	13	
2	2	3	4	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	9	
3	3	2	2	SAME OLD ME, Ray Price, Columbia 41477	17	
4	5	7	8	RIVERBOAT, Faron Young, Capitol 4291	12	
5	6	9	9	NO LOVE HAVE I, Webb Pierce, Decca 31021	7	
6	4	4	3	THERE'S A BIG WHEEL, Wilma Lee & Stony Cooper, Hickory 1107	16	
7	7	5	5	AMIGO'S GUITAR, Kitty Wells, Decca 30987	13	
8	9	8	7	SCARLET RIBBONS, The Browns, RCA Victor 7614	12	
9	14	21	20	WISHFUL THINKING, Wynn Stewart, Challenge 59061	6	
10	10	11	14	FACE TO THE WALL, Faron Young, Capitol 4291	12	
11	15	22	—	ANOTHER, Roy Drusky, Decca 31024	3	
12	21	24	25	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	4	
13	8	6	6	COUNTRY GIRL, Faron Young, Capitol 4233	29	
14	17	15	18	ONE YOU SLIP AROUND WITH, Jan Howard, Challenge 59059	4	
15	12	13	11	THE LAST RIDE, Hank Snow, RCA Victor 7586	16	
16	13	12	10	UNDER YOUR SPELL AGAIN, Ray Price, Columbia 41477	11	
17	24	18	19	TIMBROOK, Lewis Pruitt, Peace 725	8	
18	18	14	12	ARE YOU WILLING WILLIE, Marion Worth, Guyden 2026	15	
19	22	23	23	DEAD OR ALIVE, Bill Anderson, Decca 30993	6	
20	19	19	21	BIG HARLAN TAYLOR, George Jones, Mercury 71514	11	
21	16	16	17	MONEY TO BURN, George Jones, Mercury 71514	10	
22	11	10	13	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	18	
23	20	17	15	FAMILY MAN, Frankie Miller, Starday 457	18	
24	27	29	—	MARY, DON'T YOU WEEP, Stonewall Jackson, Columbia 41533	3	
25	28	20	16	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	39	
26	25	28	24	I'M MOVIN' ON, Don Gibson, RCA Victor 7629	8	
27	23	25	—	RIVERBOAT GAMBLER, Jimmie Skinner, Mercury 71539	3	
28	—	—	—	DEAR MAMA, Merle Kilgore, Starday 469	1	
29	—	—	—	EYES OF LOVE, Margie Singleton, Starday 472	1	
30	—	—	—	CRYING MY HEART OUT OVER YOU, Lester Flatt and Earl Scruggs, Columbia 41518	1	

Dramatically Different
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The Billboard HOT R & B SIDES

FOR WEEK ENDING JANUARY 31

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	1	SMOKIE (PART II), Bill Black's Combo, Hi 2018	10
2	9	—	—	BABY (YOU GOT WHAT IT TAKES), Brook Benton and Dinah Washington, Mercury 71565	2
3	2	2	6	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	13
4	7	7	7	RUNNING BEAR, Johnny Preston, Mercury 71474	5
5	3	3	9	TALK THAT TALK, Jackie Wilson, Brunswick 55165	10
6	8	13	—	SWEET SIXTEEN, B. B. King, Kent 330	3
7	6	4	4	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314	14
8	15	24	—	TEEN ANGEL, Mark Dinning, M-G-M 12845	3
9	5	8	5	THE CLOUDS, The Spacemen, Alton 254	14
10	4	5	2	COME INTO MY HEART, Lloyd Price, ABC-Paramount 10062	11
11	—	—	—	HANDY MAN, Jimmy Jones, Cub 9049	1
12	12	6	10	WHY, Frankie Avalon, Chancellor 1045	4
13	20	—	—	NOT ONE MINUTE MORE, Della Reese, RCA Victor 7644	2
14	27	—	—	MONEY, Barrett Strong, Anna 1111	2
15	23	20	—	LET THEM TALK, Little Willie John, King 5274	8
16	10	11	18	AMONG MY SOUVENIRS, Connie Francis, M-G-M 12841	4
17	11	16	16	FANNIE MAE, Buster Brown, Fire 1008	9
18	16	28	—	SHIMMY, SHIMMY, KO-KO BOP, Little Anthony and the Imperials, End 1060	3
19	13	17	—	IT'S TIME TO CRY, Paul Anka, ABC-Paramount 10064	3
20	19	27	19	SO MANY WAYS, Brook Benton, Mercury 71512	16
21	17	23	—	WHAT ABOUT US, Coasters, Atco 6153	3
22	—	—	—	THE BIG HURT, Toni Fisher, Signet 275	1
23	28	25	—	GO, JIMMY, GO, Jimmy Clanton, Ace 575	3
24	—	—	—	JUST A LITTLE BIT, Roscoe Gordon, Vee Jay	1
25	—	—	—	SECRET OF LOVE, Elton Anderson, Mercury 71542	1
26	30	18	14	WAY DOWN YONDER IN NEW ORLEANS, Freddie Cannon, Swan 4043	4
27	—	—	—	HEARTACHES BY THE NUMBER, Guy Mitchell, Columbia 41476	5
28	24	12	8	WON'TCHA COME HOME, Lloyd Price, ABC-Paramount 10062	10
29	26	21	20	ALWAYS, Sammy Turner, Big Top 3029	13
30	21	14	3	BE MY GUEST, Fats Domino, Imperial 5629	12

Reviews of New Pop Records

Continued from page 65

★ ★ MODERATE SALES POTENTIAL

NICK ADAMS
★★ *Born a Rebel* — MERCURY 71579 — Okay chanting by Adams, who plays lead in TV series "Rebel," on a bouncy Civil War-type theme. (Oviv-Neila, ASCAP)

★★ *Bull Run* — So-so warbling stint by Adams on another Civil War-styled ditty. (Ruthbert-Oviv, ASCAP)

THE BARONS-THE KEYNOTES

★★ *Lula Mae* — DART 126 — Vigorous outing on this rocker tribute to Lula Mae. Fair chances. (Glad, BMI)

★★ *Lovely Loretta* — So-so rockaballad. Flip appears to have an edge. (Big "D," BMI)

PAUL LITTLE

★★ *Turn Around, Baby* — PEAK 188 — Paul Little sells this slight rocker with some spirit over a routine backing. (Lan-Den, BMI)

★★ *I Want to Talk With You* — The chanter sells a walkin' and talkin' kind of tune in fair style, while the combo backs him up strongly. (Lan-Den, BMI)

DAVE MARTIN

★★ *Old Man River* — VIRTUE A1-2 — Rock and roll version of the standard with okay chanting by Martin and chorus. (Harms, ASCAP)

★★ *Bluebird of Happiness* — Legit-styled vocal by Martin on the oldie with mildly r.&r. backing. (Harms, ASCAP)

SAMMY MASTERS

★★ *Rockin' Red Wing* — LODE 108 — Catchy r.&r. version of the oldie is warbled in folksy style by Masters. (Shawnee, ASCAP)

★★ *Lonely Weekend* — Intimate-styled vocalizing on pretty ballad. (American, BMI)

MAC CURTIS

★★ *Come Back Baby* — FELSTED 8592 — Feelingful reading by Curtis on effective r.&r. item. (Cambella & LeBill, BMI)

★ *No, Never Alone* — Routine folk-flavored ditty is warbled exuberantly by Curtis. (Cambella & LeBill, BMI)

MARCELLA KERN

★★ *Seven Best Years* — KAREN 1006 — The thrush sings about the "best" years of all—those being the teen-age years. Moderate appeal. (Kensam, ASCAP)

★ *They'll Never Believe Me If I Tell Them That You Love Me* — Miss Kern offers a ballad against a slim backing. Little chance here. (Kensam, ASCAP)

THE STROLLERS

★★ *Dee Dee Brown* — CUB 9060 — Bouncy rhythm-rocker is wrapped in an okay vocal by lead and group. (Ronlor, BMI)

★ *Favors* — Routine warbling by lead on so-so rockaballad. (Ronlor, BMI)

Country & Western

★ ★ ★

PATSY TIMMONS

★★★ *My Philosophy* — D 1109 — A hill-billy rhythm song, with a swingy combo behind the chanteress. Moves right along and is in the traditional groove. (Glad, BMI)

★★ *Branded for Life* — A weeper in the traditional style. Both shared the guilt; but the chick was blamed for the love affair. Aficionados will feel the authentic quality here. (Glad, BMI)

JOHNNY GONZALES

★★★ *El Tropical* — MERCURY 101 — Johnny Gonzales delivers this folkish sounding hoedown with vigor. The accent is on accordions and plucked strings. (L & Q, BMI)

JAMES O'GWYNN

★ *Bottle Talk* — O'Gwynn handles this country novelty in sprightly fashion. It deals with some of the tall tales told in bars. It can move. (L & Q, BMI)

Jazz

★ ★ ★

DIZZY REECE

★★★ *The Rebound* — BLUE NOTE 1759 — Fine outing by Reece and crew on a spirited up-tune. It's a spinnable item for jazz jocks, and dealers can use the side to promote the LP. (Groove, BMI)

★★★ *The Rake* — Medium-tempo tune gets a nice workout at the hands of the combo. Potential and appeal appear similar to that of the flip. (Groove, BMI)

DUKE PEARSON

★★★ *Black Coffee* — BLUE NOTE 1754 — The pianist styles the bluesy oldie inventively. It's an easy listening side for both pop and jazz fans. It should attract. (Pickwick, ASCAP)

★★★ *Gate City* — Pearson is the clefter of this medium-beat item. Again the pianist attractively styles the tune with support from rhythm section. (Groove, BMI)

SONNY RED

★★★ *Stay as Sweet as You Are* — BLUE NOTE 1761 — Red on alto sax gives the standard a smooth and mellow reading that can account for plays and sales. (De Sylva, Brown & Henderson, ASCAP)

★★★ *Bluesville* — Moderate-tempo theme is handled in an easy going manner by Red over complementary group backing. It should move as well as the flip. (Groove, BMI)

THE FAMOUS DAVIS SISTERS

★★★★ *Save Me* — SAVOY 4132 — This supplication to the Lord is done in slow, stately tempo; with satisfying and typical gospel chord changes. The Sisters are, let us face it, terrific in the vocal.

★★★★ *Not a Word* — Full of quality is this slow-paced side, with the lead singing like an angel. Highly satisfying.

THE FAMOUS WARD SISTERS

★★★★ *God Is God* — SAVOY 4131 — The noted group is imbued with the true spirit here. The side moves along at an infectious pace, with intensity of emotion maintained. (Planemar, BMI)

★★★ *Every Day Will Be Sunday By and By* — Another rousing side, similar to flip in its emotional quality. (Planemar, BMI)

JIMMY JONES

★★★★ *Before This Time Another Year* — SAVOY 4126 — Jones, in deep bass voice, leads his group in a rousing performance; full of movement and emotion. (Savoy, BMI)

★★★ *Nobody But the Lord* — The vocal here is in a relaxed, easy-paced groove. Pleasant. (Savoy, BMI)

Rhythm & Blues

★ ★ ★ ★

SONNY BOY WILLIAMSON

★★★★ *The Goat* CHECKER 943 — Williamson excels on harmonica on this down-home side. It's a moderate beat, gut-bucket blues. He handles the vocal with lots of know-how. (Arc, BMI)

★★★★ *It's Sad to Be Alone* — This side is also a blues, but at a funkier clip. Harmonica work and vocal are tops. Good side for r.&b. marts. (Arc, BMI)

Sacred

★ ★ ★ ★

THE STATESMEN

★★★★ *I Follow Jesus* — RCA VICTOR 7691 — The Statesmen come thru with a first rate performance on an attractive religious effort. Bass lead's chanting is compelling. Strong side. (Faith, SESAC)

★★★ *Message in the Sky* — The fine gospel group sings this religious effort with feeling, sparked by a strong lead. Will please their fans. (Gospel-tone, BMI)

Spiritual

★ ★ ★

PROF. ALEX BRADFORD

★★★ *God Never Sent a Soldier to Battle Alone* — GOSPEL 1034 — The Professor lines out the lyric, with the group answering him, congregation-wise. Plenty of steam and emotion. (Volunteer, BMI)

★★★ *There's a Leak in the Building* — This one is a change of pace, moving along with a rollicking beat. The group answers and embellishes the lines chanted by the Professor. (Volunteer, BMI)

REVEREND CRUM

★★★★ *I Wanna Be Ready* — GOSPEL 1031 — A rollicking rhythm marks this one. Lead chanter really feels the spirit, and his colleagues help him along the way. (Savoy, BMI)

★★★ *So Much to Thank My Jesus For* — The Reverend is steeped in the true feeling, and his excitement grows apace as the side moves along. (Planemar, BMI)

ARETHA FRANKLIN

★★★ *Precious Lord, (Parts I & II)* — CHECKER 941 — A performance full of emotion and vocal assurance. Side seems to be marred by extraneous noises in the background; otherwise a gas. (PD)

PROF. CHAS. TAYLOR

★★★ *Six Months* — SAVOY 4129 — A fem chorus chants the backing for the Professor, making a lively team. (Savoy, BMI)

★★ *The Blood of Jesus* — Authentic in its structure and this has typical chord changes. Sincere effort. (Savoy, BMI)

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IN THE SKY"
Merri #101

ALLIED RECORD DISTR. CO.
1041 No. Las Palmas, Hollywood 38, Calif.

Kuen recites Jack Kerouac-type narrative, while a group of jazz musicians provide musical atmosphere. Some of the stuff is funny. "Like What Is a Fabian," "Life Is," etc. Interesting off-beat wax.

★ ★
MODERATE SALES POTENTIAL

POPULAR ★ ★

★ ★ **GENTLEMEN SKIERS**

Wegeman Brothers. Raynote RN 5008 — The three Wegeman Brothers offer a collection of songs associated with the sport of skiing. "Skiers Medley," is a group of familiar sing-along tunes with appropriate ski type lyrics. Other titles include "Under the Take-Off," "Ski Heil," "Here's to the Skier," etc. Fair performances will be hindered by a generally budget type packaging job.

★ ★ **THE FABULOUS RHYTHMS OF MODESTO**

Modesto Duran Ork. Raynote RN 5006 — Authentic Afro-Cuban rhythms highlighting bongos and conga drums feature this set. The titles are unfamiliar but the rhythms and the sound as espoused by bongo expert, Jose Granson, would have some limited appeal.

★ ★ **COLOSSUS**

Gus Farney, organ. Warner Bros. 1359. (Stereo Monaural) — Another fine-sounding Wurlitzer organ set, this time recorded in the big unit which is housed in Salt Lake City. Veteran organist Farney offers "Granada," "While My Lady Sleeps," "You'll Never Walk Alone," etc. It's listenable and nicely recorded, but there's much competition in this field.

★ ★ **THE PLEASURES OF PARIS**

Pierre Dorsey Orchestra. GNP 43—Collection of French tunes for dancing recorded in Paris and given the full lush treatment by Pierre Dorsey and orchestra. There's music in various moods; fox trots, waltzes and Latin tempos for a half hour of dancing and listening pleasure. Set should have good appeal. Attractive cover.

★ ★ **I REMEMBER PARIS**

Marcel Lalande Ork. Fiesta FLP 1259—Pleasant readings of a group of Parisian pop tunes by the Marcel Lalande crew. Tunes are all happy, light efforts including "Julia La Rousse" and "Marjolaine." Cover is appealing.

★ ★ **ENCHANTED EVENING**

Bo Rhambo. Imperial LP 9100.—Rahambo plays both sax and trumpet, alternating on the two. He's aided by Teddy Woods, who switches between piano and organ, and by drummer Bobby Pittman. Rhambo seems most at home on the sax, from which he blows free-flowing jazz figurations with a distinctive, insinuating tone, especially on the slower numbers. This justifies the LP's title, underlining the mood aspect of the music, tho there are some numbers which are very much more on the heated side.

★ ★ **PINK CHAMPAGNE FOR DANCING**

Lloyd Mumm & His Starlight Roof Orchestra. Omega OSL-37. (Stereo & Monaural) — Good dance package performance-wise and with regard to repertoire. The tempi are brisk and lively. Material includes two classics in pop dress, two waltzes, two pop standards, two polkas, etc. Fine sound.

★ ★ **HAPPY TIME**

Al Conte Quartet. Columbia CL 1404 — A package of instrumentals, by a quartet playing banjos and piano. A happy sound. Material covers a wide range, in keeping with the novelty nature of the group. "Dark Eyes," "Maple Leaf Rag," "Bill Bailey," "Blue Danube," give an idea.

LOW-PRICED POPULAR ★ ★

★ ★ **THE INKSPOTS**

The Inkspots. Crown CST 175. (Stereo & Monaural) — The group here is only a pale shadow of the original Ink Spots, but they perform the tunes pleasantly enough, nonetheless. Tunes include great pop hits of another day, including some Ink Spots hits of another day, "Gypsy," "To Each His Own," "We'll Meet Again," and "I'm Making Believe." Surfaces of the LP could be a lot quieter.

★ ★ **POLYNESIA**

The Polynesiens—Harry Baty, Sam Kaupuni, Bob Nichols. Crown CST 169 (Stereo & Monaural)—Authentic, both from the standpoint of material and performance. Cover is a good one, suitable for display. The instrumentalists are three, and there are guest vocalists who sing in their native languages.

CLASSICAL ★ ★

★ ★ **HAYDN—CONCERTOS FOR WIND INSTRUMENTS**

Karl Arnold, Horn; Walter Gleisle, Trumpet; Pro Musica Orchestra, Stuttgart (Reinhardt). Vox DL 480—Here's another fine recording by the label in its series of Music

of Five Centuries, and, as usual, it is handsomely packaged. The set contains the Haydn Concerto for Horn and Orchestra and the Concerto for Trumpet and Orchestra. They are tastefully performed here by the Pro Musica Orchestra of Stuttgart under Rolf Reinhardt. Should appeal to Haydn devotees.

★ ★ **MUSIC OF PURCELL**

Philomusica of London (Lewis). London SOL 60002 (Stereo & Monaural)—A variety of offerings by the early English master. One side contains the songs and incidental music composed for the 1695 revival of Shakespeare's "Tempest," sung by Hervey Alan, William Herbert and Jennifer Vyvyan. The other side includes a recently discovered trumpet sonata, three instrumental pieces from "The Virtuous Wife," a soprano number from "Dioclesian" and a delightful little "Chacony in G Minor." A well-performed collection.

★ ★ **MANUEL AUSENSI SINGS MOZART AND CIMAROSA**

London OS 25112. (Stereo & Monaural) — Senor Ausensi offers a splendid set of performances of arias from three Mozart operas plus an intermezzo piece by Cimarosa. Once again London has come up with an artistic winner as the label brings together a top notch vocal artisan with material from such favorites as "The Marriage of Figaro," "Don Giovanni" and "Così Fan Tutte." An exceptionally listenable set, which will not break sales records, but can become a long haul standard type Mozart seller of fair proportions.

★ ★ **RONCALLI: SUITES 1, 2, 3, & 4**

Byrd, Guitar. Washington WR 429—Charles Byrd, one of the finest jazz guitarists, once more proves his versatility by again rendering sensitive and dexterous performances of classical guitar works. This time, it is four 17th century suites by Ludovico Roncalli. They are played with grace by Byrd on his unamplified instrument. Guitar aficionados will be interested.

LOW-PRICED CLASSICAL ★ ★

★ ★ **DVORAK: NEW WORLD SYMPHONY**

Hamburg Philharmonic Orchestra (Jergens). Crown CST 170 (Stereo & Monaural) — A good performance of this classic, with the noted themes ringing out. Orchestra has a full, big sound.

JAZZ ★ ★

★ ★ **MAINSTREAM JAZZ PIANO**

John Evans and Reinhold Svensson. Omega OSL-49. (Stereo & Monaural) — A couple of modern, young Europeans are heard in this program, both sides of which were produced on the Continent. Evans has a bold, sure sound, employing considerable block chord work. Svensson employs the chord technique to a lesser degree, depending more on a rippling, fast-moving improvisation for his effect. Evans' tunes are strictly from the score of Gershwin's "Porgy and Bess," while Svensson works over a variety of pop standards. Good wax exposes two listenable new, young talents.

★ ★ **CONFEDERATE COLONIALS OF JAZZ TOUR THE SOUTH**

Golden Crest CR 3063 — The Confederate Colonials, actually a bunch of cats who find themselves in New Orleans, more or less by accident, play a modified Dixie, intermingled with overtones of Chicago and the Metropole in New York. It isn't pure, and it even contains a guitar, but the boys turn in a neat, clean sound and there's enough of the familiar slipping and sliding of the horns to keep the old-timers happy. "Beale Street," "I'm Coming Virginia," "Mississippi Mud," are samples. Fine recorded quality.

★ ★ **WINGY MANONE**

Imperial LP 9093 — The liner notes on this LP call its contents authentic Dixieland, but it comes off as a not too fresh collection without much real feeling of improvisation or excitement. Titles include such old favorites as "Royal Garden Blues," "Beale Street Blues," and "Muskrat Rumble." Wingy still blows a sturdy trumpet and is given every opportunity to shine.

★ ★ **PLAY BACH**

The London Loussier Trio. London PS 188. (Stereo & Monaural) — Piano, string bass and drums make up the trio. Their performance gives these Bach pieces an underlying jazz pulsation. Pianist Loussier presents Bach in a different way; but judging by his pianistic performance he is obviously a Bach lover. Interesting.

FOLK ★ ★

★ ★ **THIS LITTLE LIGHT OF MINE**

Guy Carawan. Folkways FG 3552 — Pop style "folk" singer, Guy Carawan accompanying himself on the guitar, offers popular treatments of a collection of familiar tunes including "Oh Lord I've Got Some Singing to Do," "Lonesome Traveler," and "Skip to My Lou." Performance is not really authentic in the folk field and does not come across too well in the pop field either.

★ ★ **SONGS FROM THE DEPRESSION**
Mike Seeger, John Cohen & Tom Paley. Folkways FH 5264 — A collection of folk-

type songs dating from the mid-'30's dealing with hard times, poverty, the depression and the hopes engendered by the New Deal. Interest mainly is historical. Neither the numbers or their renditions are especially memorable. They are sung country style, backed by varying string combinations plus harmonica.

★ ★ **MUSIC OF THE BAHAMAS, VOL. 2**

Various Artists. Folkways FS 3845 — This is the second volume in the label's series on "Music of the Bahamas." It features anthems, work songs and ballads from the Bahama Islands. The songs and the singing style are primitive, but they are sung with much spirit by the Islanders who handle the tunes. Titles include "Dig My Grave Both Long and Narrow," "Depend on Me," "Long Summer Days" and "Young Gal, Swing Your Tail." Set was recorded and edited by Samuel B. Charters, the folk song authority.

★ ★ **MUSIC OF THE BAHAMAS, Vol. 3**

Various Artists. Folkways FS 3846 — A collection of folk, popular and religious music, as played by native amateurs of the Bahama Islands. Not impressive in terms of the musical ability of the instrumentalists, but interesting as a documentary of the music being played in the Bahamas. Included are brass band and dance band numbers, plus solos on fife, guitar and harmonica.

RELIGIOUS ★ ★

★ ★ **FROM THE HEART OF A MIRACLE**

Various Artists. Word W 3088 — This represents all the musical portions of the 15th Annual Youth for Christ Convention, held last summer at Winona Lake, Ind. It starts with the entire assemblage enthusiastically chanting their theme song; then follows a long procession of singers in solo and in small groups, plus various instrumentalists (violin, piano, trumpet, etc.). It's well-recorded and with the members of this international movement, the album becomes a souvenir item. For the right stores, this can be sold.

RHYTHM & BLUES ★ ★

★ ★ **T-BONE WALKER**

Imperial LP 9098 — T-Bone Walker, one of the veteran blues artists, has a good album on which he shows off his fine style with a blues, both vocally and on guitar. The songs include "Say Pretty Baby," "Blues Is a Woman," "You Don't Love Me," and "Blue Mood." T-Bone shouts them with style and his fans should like.

★ ★ **BIG DADDY'S BLUES**

Gee G 704 — Blues, with various elements in the vocal style — some of the sides are shouted, some are in a soulful mood and others reflect a gospel quality. Songs are new, nothing in the traditional blues being included; but performance indicates considerable grass roots influence on the part of Big Daddy.

SPECIALTY ★ ★

★ ★ **SHE'S A HE**

Mr. Lynn Carter. Fiesta FLP 1257 — Mr. Lynn Carter, a female impersonator, is the star of "The Jewel Box Revue." His vocal pitch is very close to Pearl Bailey's, whose style he closely approximates in his singing numbers. The disk includes various gags and patter. Audience response can be heard. Set has its amusing moments.

★ ★ **THE YELLOW UNICORN**

Rod McKuen, Julie Meredith, Tak Shindo. Imperial LP 9092 — This truthfully can be termed an offbeat package. There's a bit of beatnik poetry recited by clefter-singer Rod McKuen, some folk-styled singing by thrush Julie Meredith, who offers four of her own tunes, and some interesting instrumental treatments scored in a sort of combination-near-east, oriental way of Tak Shindo. It is designated as being for "hip, cool, frantic 'beats . . . and adults only," which is one way of describing the melange. For something a bit new, this would qualify.

SPOKEN WORD ★

★ **MODERN GREEK HEROIC ORAL POETRY**

James A. Notopoulos. Folkways FE 4468.

Mills ★ ★
HIT REMINDERS

★ **SCARLET RIBBONS**
★ **THE BROWNS**
RCA Victor 47-7614

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

Victor School

• Continued from page 3

Education and co-author of a series of texts, "Music for Living." Miss Tipton is also co-editor of "Notes for Teachers," which will accompany each library volume and which will serve as a planning guide and as an aid in analysis of melody, rhythm, etc. Working with Miss Tipton is Eleanor Tipton, a music supervisor of the Philadelphia School System.

The records will include movements of outstanding works by composers from Bach to Copland. In addition to stimulating understanding and appreciation of music, the series is also designed to show the interrelationship between music and other arts.

In announcing the program, RCA Victor noted it had established the first educational program in 1912 when the Victor Talking Machine Company provided recorded music for schools. The new series is an extension of the original RCA Victor Basic Library for Elementary Schools released in 1947.

Canada Distrib

• Continued from page 4

hits in America and don't need the pushing."

He said that Ontario and Quebec account for 70 per cent of the Dominion market, but that interestingly enough, there is a small but brisk business to be done in the Yukon and Northwest Territories sectors. "That's because with all the iron and uranium ore in the ground up there, their radio reception is pretty terrible. They have to depend on records for entertainment."

Harding has his own label, Hallmark, and has the Canadian distribution for Westminster, Fiesta, Canadian-American and Bruno, the latter of which he reports as "a hot line."

'Conniff Month'

• Continued from page 6

Charles Thompson, a collection of country hits, a Frank De Vol album, a new Buffalo Bills LP, and an album with Elmer Bernstein and his ork. Jazz sets include a new Duke Ellington album, an album with Jimmy Rushing and a new Al Conte Quartet waxing.

New Harmony releases total seven for February. Among the waxings on the low-price LP label are a Count Basie ork set, a Sammy Kaye ork LP, a Rosemary Clooney waxing, another with Hank Garland, an album with the Longines Symphonette, a set of barbershop singing by the Quartertones, and an album for kids called "Cowboy Songs for Children."

Dot Sales Peak

• Continued from page 3

including five company-owned and operated distribution outlets. On the foreign scene, Dot's international division has more than 40 licensees and distributors handling its product in key markets around the world.

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238 State St. Phone: FR 4-7442. Schenectady, N. Y.

German Scene

• Continued from page 6

exposed is to get a top flight German language cover. Only exceptions to this rule are noted here as Elvis Presley, Paul Anka and Frankie Avalon. Even these artists gain only limited exposure, particularly in view of a recent meeting of German radio interests in which it was resolved to focus on German artists and songs.

The one real light for the Americans is the existence of Radio Luxembourg and the American Armed Forces Radio, which continue to expose American records to German youth.

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The Billboard

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



Allan Herschell Buys Velare Patents; Space Wheels Purchased by Al Kunz Ride Company To Manufacture Sky Wheels

NORTH TONAWANDA, N. Y.—The Allan Herschell Company of this city, Thursday night (28) acquired the exclusive rights to manufacture the spectacular Sky Wheels and Space Wheels.

Negotiations closed with the Velare brothers, Elmer and Curtis, originators and manufacturers of the spectacular rides, turning their U. S. patent (No. 2907568) and Canadian patent (No. 589580) over to the Allan Herschell company.

Lyndon Wilson, Allan Herschell president, said that prices, specifications and delivery dates on the rides will be announced in the near future.

He disclosed that O. N. Crafts, owner of the West Coast carnivals bearing his name, already had placed an order for the first Sky Wheel to be made by the Herschell organization. This unit, Wilson said, will be a portable model mounted on a 34-foot semi-trailers with hydraulic jack for fast erection.

Wilson paid high tribute to the Velares for their contribution to the amusement ride industry. He pointed out that the Velares were the first carnival owners to use twin Ferris Wheels and also the first to use four Ferris Wheels in line.

It took 20 years of hard work by the Velares to develop the double wheel and double-double wheels from wheels which were all-steel and had cable drives to wheels with part aluminum, part steel construction and with dual friction drives that operate like clockwork, Wilson observed.

The Sky Wheel and the Space Wheels have been consistently high grossers ever since their introduction. Their flash caused by their extreme height, the double revolving action of the wheels, and brilliant lighting have made them much sought after by major fairs, most of whom have pruned their usual percentages to have the rides as an attraction on their midway.

Tenn. Assn. Again Names Rogers Pres.

NASHVILLE, Tenn.—Leonard Rogers, manager of the Tennessee A. & I. Fair, Knoxville, was re-elected president of the Tennessee Association of Fairs at the association's annual convention here Thursday and Friday (28-29) at the Noel House.

Other officers re-elected included Ernest Thurman, Sevierville, vice-president, and Melinda Granberry, Memphis, secretary.

Jane Dubois, Cookeville, was the winner of the "Fairest of the Fair," queen contest which had 30 entries for the title.

VELARES WILL CONTINUE IN OUTDOOR BIZ

NORTH TONAWANDA, N. Y.—Elmer and Curtis Velare will continue "very much" in outdoor show business, they disclosed here after selling (1) their Space Wheels and (2) the rights to manufacturing the Sky Wheels and Space Wheels.

Curtis, who is 82, and Elmer, 76, said they now will devote their time to their attractions at Nu-Pike, Long Beach, and the Pacific Ocean Park, Santa Monica, Calif.

Essex Jct.'s Pyros to N. A.

SCHENECTADY, N. Y.—North American Fireworks Company has been awarded the fireworks contract for this year's Champagne Valley Exposition, Will Bottieri announces. Also on the date list this year is the Altamont (N. Y.) Fairgrounds on July 4 for a boys' club. About 40 July 4 celebrations are contracted, Bottieri stated.

N. Y. Fairs Vote Aid Assessment

Collyer Continues as Pres.; \$50-\$150 Per Fair to Push State Money Increase

ALBANY, N. Y.—New York's fairs took aim this week at increased State financial aid, following the annual meeting Monday and Tuesday (25-26) in the Sheraton-Ten Eyck Hotel. It was the usual heavily-attended event, winding up with a banquet pulling more than 400 persons to the ballroom and annex. In the aid fight, the attending fairs voted to assess themselves from \$50-\$150 apiece for a fund.

While attendance at the roll-call and subsequent business meetings left much to be desired, there was a sizable turnout on Tuesday afternoon for the remarks of Don Wickham, commissioner of agriculture and markets, State Senator E. I. Hatfield, and Assemblyman P. L. Talbot.

Elections continued the complete slate, headed by Langley Collyer of Cobleskill, in office for a second year, following the usual association pattern. Other officers of the State Association of Agricultural Fair Societies are Vice-Presidents Philip Caird of Schaghticoke, and Maurice Finnegan of Malone, Secretary J. Vincent Hartigan of Chatham, and Treasurer Edward L. Hardeman of Elmira. Permanent Executive Secretary is James A. Carey of Albany.

Cite Other States' Aid
Talbot, touching on the continuing effort toward increased aid, suggested that instead of working thru local legislators, the group

Heth Owner Will Fulfill '60 Bookings

NORTH TONAWANDA, N. Y.—Al Kunz, owner-operator of the Heth Shows, Thursday (28) purchased the only Space Wheels in the world, when he concluded several weeks of negotiations with Elmer and Curtis Velare, owners-builders of the biggest and most spectacular, and largest portable amusement device ever made.

Kunz, following the purchase, said 1960 bookings for the Wheels, made earlier by the Velares, will be fulfilled. These are appearances on the midways at the Illinois State Fair, Springfield; the Iowa State Fair, Des Moines; the Mid-South Fair, Memphis; the Kentucky State Fair, Louisville; the State Fair of Texas, Dallas, and Chicago's Back of the Yards Celebration.

He emphasized that the Space Wheels will not appear at any fair to be played this year by the Birmingham-based Heth Shows. He will personally handle future bookings of the ride.

In the purchase, besides the ride (Continued on page 79)

Roy Rogers Troupe Sets 45 Days at Seven Major Fairs

Three Canadian, Four U. S. Events Slated; Nebraska State Repeats

BEVERLY HILLS, Calif.—Roy Rogers will appear this season at seven fairs, three in Canada and four in the United States, according to an announcement by Mike North, who with Art Rush, Rogers' manager, handles the Western star's bookings.

In order, Rogers with Dale Evans and others in the Rogers troupe, will show indoors at the Calgary Stampede and Exhibition and the Edmonton (Alta.) Exhibition and then in front of grandstands at the Ionia (Mich.) Free Fair; Central Canadian Exhibition, Ottawa; Nebraska State Fair, Lincoln; Reading (Pa.) Fair, and New Jersey State Fair, Trenton.

Of these engagements, only one—Nebraska State Fair—is a repeat. The Rogers troupe played the Lincoln fair two years ago to record-shattering crowds.

At two of the engagements, the Rogers troupe will have competition from the grandstand—a GAC-Hamid show and the famous chuckwagon races at Calgary and the same GAC-Hamid show at Edmonton.

The seven fairs will give Rogers a total of 45 days at fairs. He will make six-day stands at Calgary, Edmonton and Ionia; seven-day appearances at Reading and Trenton, and work nine days at Ottawa and four days at Lincoln.

The Trenton date will mark a departure from past booking policy by the New Jersey State Fair, of which George A. Hamid Sr., long-time booker, is president. Hamid,

who late last year withdrew from active talent-selling as the then president of GAC-Hamid, had always presented at Trenton live talent drawn from either GAC-Hamid or earlier from his own agency, which merged in 1955 to form that division of General Artists Corporation.

Signing of Rogers by Ionia brings to an end the many years during which that free gate fair was the opening stand for the No. 1 revue produced by Barnes-Carruthers Theatrical Enterprises, Chicago.

Some few additional outdoor dates by Rogers may be added within the next two weeks, North said. These, however, would not be fair dates but sponsored one or two-day engagements.

1959 Net 52G In Bloomsb'g; Gate 115,782

Mordan Named Prez; Re-Elect Other Execs

BLOOMSBURG, Pa.—Incumbent officers of the Columbia County Agricultural, Horticultural and Mechanical Association, producer of the Bloomsburg Fair, were retained in office at the January 16 election. Maynard P. Mordan, president, was chosen over Paul D. Jacobs, 597-498.

Other officers re-elected are J. Howard Deily, secretary; Cortez C. Hartman, grandstand superintendent; James C. Stradling, flower show superintendent; J. Fred Geiger, livestock superintendent; L. A. (Pat) Zimmer, superintendent of ticket collectors, and auditors H. Max Pennington, G. Edward Deily and J. Harold McMahan.

The annual financial statement prepared by O. E. Shipman, treasurer, shows a net profit before depreciation of \$52,175.77 for 1959. Fair revenue was \$307,521, including 115,728 gate admissions at 55 cents each, and 30,931 auto admissions at 50 cents each. High school age and those of younger years are admitted free daily. Grandstand took in \$31,193 in the daytime and \$27,000 from the night operation. Rentals brought in \$70,000 incorporating the grounds exhibition buildings and midway.

On the expense side \$28,542 for grandstand entertainment and night show, \$11,148 for Town of Bloomsburg amusement tax, \$10,800 for printing and advertising, \$32,000 for premiums and purses, and \$48,000 for office and grounds help, judges, officials' salaries and other payroll items.

The year ending December 1 saw the association with \$275,000 in U. S. Treasury Bonds and time deposits.

Denver Expo Pulls 160,000

DENVER—Snow and cold or not, there was plenty of activity at the 54th annual National Western Stock Show which closed its nine-day run Saturday (23).

An estimated 160,000 persons braved the weather according to Willard Sims, general manager. Last year when weather was milder an estimated 170,000 turned out for the show. During this year's show, temperatures rose above freezing only twice and dipped below zero on four days.

erational problems" were discussed at a closed session.

Banquet entertainment was provided by GAC-Hamid agency and presided over by Bob Conto. Talent included Mickey Sullivan's band, the Three Rossis, bike act, Harry and Harriet King, balancing, Darow and Corda, dance, Arturo Greco, skating, and the Memory Lane Quartet and songfest. This was the 72d annual meeting.

Among those missing this year was Sam S. Underhill, who at 83 was the oldest member of the Mineola Fair board. On the board for more than 50 years, he died while preparing to make the annual visit to Albany. A retired farmer, he lived in Jericho, on Long Island.

STEELES UNEARTH STEEL FROM FIRST FERRIS WHEEL

VALPARAISO, Ind.—Albert Steele, who with his brothers, Raymond and Vincent, operate Steele Amusements, has unearthed some of the steel that was in the original Ferris Wheel, the big feature of Chicago's Columbian Expositions in 1893.

After its huge success in Chicago, it later showed up as the feature of the 1904 Louisiana Purchase Exposition in St. Louis. After the close it was dismantled and the steel was sold. Apparently some of it found its way here to Porter County, where it was used as the foundation for a number of highway bridges. In replacing some of these bridges with larger ones, the steel again made its appearance.

Al Steele quickly bought it from a local steel firm and present plans are to use it to build an archway at their winter quarters here in Valparaiso. A descendant of George Washington Gale Ferris, inventor and builder of the wheel, also heard about the discovery and was given a small piece of the steel, enough to make a set of bookends.

The original wheel cost \$380,000 to build, was 268 feet high, had 36 enclosed steel cars that held 60 people each, for a total of 2,160 riders at one time. In one year at the Chicago fair it grossed \$726,000 at 50 cents per ride.

Ferris designed the huge wheel while sitting in a Chicago restaurant and there were no major changes from his original sketch. It was built at five different factories and shipped to the fairgrounds where it was assembled with no trouble.

Georgia Rulings Cover Eating Stands, Pyros

ATLANTA — New legislation on food booths sets up a stringent set of regulations for show operators playing the State of Georgia. The law applies not only to in-town establishments, but to carnival and circus ones as well. Also new this year is legislation affecting fireworks.

Of encouragement to showmen, however, is the news that most local health departments will cooperate with fairs so that the necessary alterations can be made over a three-year basis. Enforcement of the law will be chiefly on a local basis. Most fairs are planning to put in concrete floors this year, add hot water where needed next year, and finally screen in the entire set-up the third year.

This type of gradual compliance has been deemed agreeable with health departments approached by the Georgia Association of Agricultural Fairs, secretary Joe F. Pruett reports.

The fireworks measure resulted after a rash of accidents to children. It provides a \$1,000 license to sell fireworks in Georgia and is aimed at retailers. Designers of the legislation, however, put an exemption into the original bill which excludes carnival and show pyrotechnics. It has passed the House and now faces Senate action.

Permits for eating stands are required in the new food legislation. These are permanent-type approvals. No person may lawfully operate a "food service establishment" who does not possess a valid permit from the State Board of Health or the county board, acting as agent for the State board. Applications must be made on forms provided by the State Department of Public Health, and shall be filed with the county board of health "in the county in

Quebec Expo Will Repeat With Dobritch

QUEBEC — Exposition Provinciale here has signed with Al Dobritch for the Coliseum show to be presented September 2-11. This will be the second appearance here of the Dobritch organization, which also produced the show last year. It is again to be a revue or spectacular style of show rather than circus.

which such establishment is located." The permits must be displayed.

Details of the provisos are in a bulletin called "Georgia State Board of Health Rules and Regulations" as recommended by the Food Service Establishment Advisory Council. They cover inspections, revocations, wholesomeness of food products, lighting, ventilation, water supply and other elements. The bill established a five-man council, each of whom gets \$20 per day plus a mileage rate on travel.

MARDI GRAS ATMOSPHERE

Illinois Fair Assn. Goes All Out for 50th Birthday

By CHARLIE BYRNES

SPRINGFIELD, Ill.—The Illinois Association of Agricultural Fairs pulled out all stops here last week to celebrate its 50th annual meeting. It was a combination of the New Orleans Mardi Gras, the Atlantic City Miss America pageant and New Year's Eve, and attendance set a new record.

Climax of the three-day meeting was the annual banquet which drew over 1,300 people to the Illinois Armory, including almost every important State official and dozens of members of the Legislature. It was one of the biggest banquets held by any fair association in recent years, and the huge structure was packed to capacity.

The festivities started with a grand entrance parade of dozens of Boy Scouts dressed in huge heads a la New Orleans, led by the band with occupants of the speaker's table and the queens bringing up the rear. Noise makers were on the tables, serpentine and a gold cup trophy for each of the diners, plus fancy hats for the officials.

George B. Flint, chaplain of the Showmen's League of America, delivered the invocation, and Paul Powell, president of the fair association, introduced the guests. Stillman J. Stanard, director of the Illinois Department of Agriculture, lauded the fair queens and the fairs. Gov. William G. Stratton pledged continued financial support of the fairs, hailing them as "one of the greatest forums for promoting understanding among people."

The Governor further lauded

Cliff Hunter, who has been in the fair business for 40 years and secretary-treasurer of the association for 18 years. In fact, while the association marked its 50th birthday, in turn it honored Hunter on several occasions. For one, he received a plaque on his entry into the Hall of Fame of the International Association of Fairs and Expositions. Further, the Springfield Association of Industry & Commerce presented him with a silver tray for his long work in the fair industry and every speaker had some word for the veteran Hunter.

One of the high points of the evening was the selection of Donna

Detroit Shrine Appoints Cox

DETROIT—Continuity of management of the Shrine Circus, which will open February 1, was assured by the reappointment of Chester E. Cox, newly elected recorder of Moslem Temple, as circus chairman. The appointment was made by Potentate Joseph Davidson, himself appointed to the post a week ago.

Cox last week defeated Tunis (Eddie) Stinson in the election for recorder, a post Stinson has held for 30 years. Cox this week issued a statement strongly commending him for "the hard work Stinson has done." Stinson headed the circus itself for some 50 years until Cox was appointed to succeed him in that assignment last summer.

CNE, Toronto Shrine Circus Combine; Dobritch Produces

TORONTO—Afternoon grandstand show for the Canadian National Exposition will be the Toronto Shrine Circus, produced this year by Al Dobritch. Engagement will be August 29-September 10. This is the first time that the Shrine show has been at the CNE.

Nebraska State Fair Breaks Even in 1959

LINCOLN, Neb.—The 1959 operations of the Nebraska State Fair was virtually a "break-even" project. Ed Schultz, veteran secretary, disclosed that expenditures totaled \$884,704 while receipts amounted to \$883,821. The board started with a balance of \$18,013, ended with \$17,340 for a deficit of \$673.

During the year the fair organization plowed much money into plant improvements. Included were paving a block north of the swine barns, concrete slabs at the race track, extension of storm sewers and beginning of a new sewer, pavement and unloading docks, and landscaping grounds and repairing buildings.

Improvements planned for this year include a new bridge across the 14th street entrance which will cost \$17,781. Installation of exhaust fans in the coliseum and agricultural hall are tentatively planned, Schultz said.

For the past 27 years it has been produced by Hamid-Morton at the Maple Leaf Garden. The CNE afternoon grandstand show last year was produced by Dobritch but without the Shrine connection.

Dobritch said that he and CNE's Jack Arthur, who will direct the show, have planned a performance with seven rings and two stages. It is to use 30 elephants and three wild animal acts among others. Dobritch and Arthur were leaving late last week for Europe to buy acts for this and other shows. They will go to London,

Vienna, Brussels, Istanbul, Paris, Madrid, Lisbon and other places. In Lebanon, Dobritch also will visit his father.

The CNE-Shrine tie-up is similar to the connection between the Vancouver, B. C., Shrine temple, the Pacific National Exposition and the Polack circus.

Dobritch said he also will produce a new show for the Shrine at Maple Leaf Gardens later in the season. It will serve to replace the Shrine circus date there but it will be a revue type of show rather than a circus.

Wheeler Elected in Me.; Mutuel Racing Argued

PORTLAND, Me.—Clyde F. Wheeler of Farmington was elected president of the Maine Association of Agricultural Fairs, succeeding Gordon Drew of Augusta, at the annual meeting Wednesday and Thursday (20-21) in the Eastland Hotel. The same site will be used next year on Friday and Saturday, January 20-21.

Also elected were Philip O'Brien of Bluehill and Stanley Hall of Windham, vice-presidents; Earle R. Hayes of Windsor, treasurer, and Roy E. Symons of Skowhegan, executive secretary.

Pari-mutuel racing was a chief topic of discussion. Richard P. Webster, business manager of the Department of Agriculture, discussed the \$112,668 the State will distribute to 25 fairs qualifying for the stipend last season. Attend-

ance at Maine fairs in 1959 was 380,000 up comfortably from the rainy 1958 season.

Estimates were that fairs paid out premiums totaling \$172,000 in premiums, an increase of 9 per cent over the prior year. They will be reimbursed 65.5 cents on the dollar.

In his address, Webster cautioned fairs against relying so heavily on pari-mutuel revenue that emphasis on maintaining the agricultural fair flavor is neglected. He cited attendance increases at fairs which are short of the national population increases, blaming the entertainment competition of television and other elements.

An important development was a proposition by the Maine Harness Horsemen's Association which would deprive fairs of all harness racing and transfer it to four major commercial tracks. The proposition was turned over to a new committee comprised of two representatives each, from the MHHA, the four tracks, and the fair association. The track men said many fairmen have been claiming losing operations from mutuels at their fairs, and added that fairs will get more money if they divest themselves of mutuels.

Attendance at the 36th annual meeting was slightly less than last year's, due to severe weather all week. Portland and vicinity had the worst snowstorm of the season. Governor John Reed attended the banquet.

Neb. Fair Meet Crowded; Elect Schwedhelm

LINCOLN, Neb.—Lauren Schwedhelm, Bancroft, was elected president of the Nebraska Association of Fair Managers at its annual meeting here Sunday thru Tuesday (24-26) in the Hotel Cornhusker.

W. S. Kimberly, Kearney, was named vice-president of the organization and H. C. McClellan, Arlington, was returned as secretary-treasurer for the 15th consecutive year.

Attendance was excellent with representatives out in good numbers. Entertainment at fairs came up for much discussion during the business sessions and a trend toward the use of talent shows from various radio stations was noted, according to McClellan. Another popular topic was premium payments and it was the consensus that increased payments should be a goal.

Ice-coated highways on Wednesday made hazardous driving for the fair and attraction people present.

CCE NET 119G; BELOW TOP YEAR

1959 Ottawa Run Grossed \$427,848;
USAF Band to Make Farewell Visit

OTTAWA — The Central Canada Exhibition netted \$119,662 on its 1959 engagement, the annual audit and report reveals. At the annual meeting Don B. Reid was elected association president for a second term.

Statistics of the event, attended by 528,129 patrons, show the profit to have been derived from exhibition income of \$427,848 and expenditures of \$308,186. The net is a decline of 7 per cent from 1958's record-attended run, which yielded \$128,643 from income of \$443,765 and outlay of \$315,122.

Both Reid and General Manager J. K. Clarke addressed the meeting on various aspects of the Lansdowne Park installation, which the association leases from the city and runs the year around. Aside from the fair, the property took in \$158,316 in rentals during the year, and netted an additional \$17,697 after deduction of expenses.

Located in the heart of Ottawa, the grounds offer extreme flexibility, being used for curling, scouting rallies, dog shows, cattle sales, musical festivals, bingos, auto racing, professional football, and other events. The Coliseum alone

drew 222,500 visitors from various bookings, football attracted 170,000 and stock cars 70,000.

Display Home Nets \$28,320
The fair last year took in \$155,801 at the gate, \$111,594 from the midway and various exclusive privileges, \$64,730 from sale of building and ground space, \$28,320 from the Exhibition Display Home promotion, and \$35,347 in grandstand admissions.

Chief expenses included \$46,217 in prize money, \$31,046 in repairs and upkeep, \$32,675 for the grandstand performance, \$20,301 for attendance prizes (daily automobiles, etc.), and \$28,976 for publicity. A major outlay was replacing two antiquated boilers in the Coliseum at a cost of \$36,000.

Reid confirmed a farewell appearance this fall of the USAF Band and Singing Sergeants, who have been a highly successful free attraction for the last three years. Cited was a policy of defense authorities in the United States to avoid overstressing any one branch of military service. World of Mirth Shows continue as the midway attraction under the long-term contract awarded several years ago.

Alabama Fairs Elect Meaney As 1960 Prez

TUSCALOOSA, Ala. — Mike Meaney, this city, was elected president of the Association of Alabama Fairs at its annual meeting here recently.

Also elected were Riley W. Kelley, Troy, vice-president, and Christie W. Summers, Jasper, secretary-treasurer. Both Meaney and Summers were re-elected.

Joe Nolan, Chattanooga, was named showman's director. Directors include Wilson Borden, Mobile; Floyd Swann, Tuscaloosa, and S. Edgar Ratcliff, Opelika. Named to the advisory board were C. H. Jackson, Florence, and Neil Kilgore, Jasper.

Attendance at the two-day conclave was excellent and much information was interchanged during the sessions.

Ky. Governor Seeks \$\$ Aid For State Fair

FRANKFORT, Ky.—Gov. Bert Combs announced that he would recommend that the State pick up the tab on \$768,000 worth of bond payments on the Kentucky Fair and Exposition Center. The payments are \$391,000 in the fiscal year 1960-'61 and \$377,000 the next fiscal year.

For the past two years the fair has run into the red in attempting to make the bond payments out of operating income.

The governor's announcement was made at a meeting of the fair board here. It was also voted to hire an educational director from February 1 thru the 1960 fair to set up a program of youth participation. The board heard plans for a proposed quarter-mile stock car race track on the grounds, but withheld any action.

It also rehired Carl Garner to manage the fair's horse show and agreed to push for the construction of a permanent dormitory and cafeteria under the stadium.

Motelman Fred Walters unfolded plans for a 210-room hostelry costing \$2,500,000 at the fairgrounds. Construction is scheduled to begin on June 1, with completion by January, 1961. It will have two swimming pools, dining room, cocktail lounge, coffee shop and other conveniences.

Shorter Auto Show Gets Fewer People

MINNEAPOLIS — Attendance at the nine-day Upper Midwest Auto Show, which closed January 17, reached 175,149 as compared with over 180,000 during the 10-day show last year, according to Max Winter, president of Minneapolis Attractions, Inc., show producer. Daily attendance figures were better this year, Winter pointed out.

Headlining the stagershow the first two days were Xavier Cueat and Abbe Lane. The Lennon Sisters took over the next five days, and Jimmy Dean headlined the show the last two days. The Lennon Sisters set four daily attendance records during their five-day appearance, with their Friday shows drawing the biggest day's crowd during the entire auto show.

Max Thorek, SLA Medic, Dies Suddenly at 79

CHICAGO—Dr. Max Thorek, 79, veteran Showmen's League of America member and physician who was internationally famous as a surgeon, died Monday (25) of a heart attack at his home here.

A member of the League for 39 years, he was a SLA physician since 1921. He started his practice here 56 years ago and gained world-wide acclaim for his work as a surgeon.

Thorek founded the International College of Surgeons at Geneva, Switzerland. The ICS, at his suggestion, later set up a hall of fame to honor great surgeons.

He was the founder and chief surgeon of the America Hospital, attending surgeon at the Cook County Hospital, professor of surgery at the Cook County Graduate School of Medicine, consulting surgeon to the Chicago Municipal Tuberculosis Sanitarium, and a former professor of surgery at the Loyola University of Medicine.

Governments of Argentina, Mexico, Peru, Italy, France and Greece honored him with awards for his

services to medicine and humanity.

He was also famous as an amateur photographer and the winner of international photo prizes. He was a former president of the American Physicians Art Association and the Photographic Society of America.

He is survived by his widow, Frannie, and a son, Philip, also a Chicago surgeon.

Services were held Wednesday (27).

MCA Appoints E. O. Stacy To Veep Post

NEW YORK—E. O. Stacy, in charge of special events for Music Corporation of America, has been named a vice-president of the firm and will continue to manage that department.

Stacy has been with MCA for 15 years, 10 of them in the Dallas office and the last five in Chicago. Assisting him in the special events department are Danny Cleary in Chicago and Jerry Prenchio in the firm's Hollywood office.

The new vice-president set up the department in Chicago five years ago. It provides attractions for fairs, auto shows, conventions, sports shows, rodeos, horse shows, trade shows, club dates and centennials.

TALENT ON THE ROAD

Chicago Trade Fair Guards Talent Plans

Helen Ticken Geraghty, entertainment impresario for Chicago's International Trade Fair, is keeping talent plans for the expo under wraps. Recently back from a 77-day talent hunt that took her to 15 countries, only thing she'd disclose was that there'll be some talent from the Paris Follies, one big folk song and dance group and a Viennese ballet and operatic troupe. . . . Some buyers of talent, who have booked names for appearances later this year, are wondering how some of the performers will come out of the congressional music-radio hearings that'll be resumed early in February.

Shorts: Red Buttons opens at the Empire Room of Chicago's Palmer House, February 10. . . . David Nelson, of the TV Nelson family series, will be a feature of the E. K. Fernandez's circus in Honolulu opening February 19 for 10 days. . . . Homer and Jethro set for a two-week stint at the new Club 6000 in Denver, starting March 21. . . . Johnny Puleo and his harmonica troupe open at the Southern Club, Hot Springs, February 29. . . . Johnny Cash currently at the Showboat, Las Vegas. . . . Johnny (Crazy Otto) Maddox, who has spent the past couple of seasons with Aut Swenson's Thrillcades, currently at the Brass Rail, Chicago. . . . Kingston Trio due in the Windy City February 12 for a one-nighter at the Opera House. . . . Count Basie at Blue Note, Chicago.

TV SHOWCASE: Bob Hope will host Ginger Rogers and Wally Cox on the February 22 program. . . . Harmonica virtuoso John Sebastian and Count Basie set for February 1 Kate Smith Show. . . . Andy Devine will guest on the February 3 Tennessee Ernie Ford seg. *Charlie Byrnes*

'Gunsmoke' Talent Sets Date; Sands' Dancers Repeat Fairs

The Gunsmoke Trio is booked into Smethport, Pa.'s McKean County Fair, Chet Beeres reports for the fair. Appearance dates are September 9-10. . . . Dorothy Packman of the GAC-Hamid office, signed her first fair contract, and it is a solid one, covering several days at the Harrington (Del.) Fair. Clay Colhane of the "Black Saddle" TV show is included, as are Les Paul-Mary Ford for Tuesday and Wednesday, Conway Twitty for Saturday night, and another name for Friday and Saturday. . . . Rochelle (Forest) the mentalist was at the Pennsylvania fair meetings, seeking outdoor dates. . . . Hal Sands' Manhattan Rockets dancers are booked for their 10th straight year at the Du Quoin (Ill.) State Fair, and their seventh year at the York (Pa.) Inter-State Fair.

Winkley '59 Purses 177G; Inks Chippewa Falls Fair

MINNEAPOLIS — Frank R. Winkley's Auto Racing, Inc., paid out a total of \$177,892 in purse money to auto race car owners and drivers during the '59 season, it was disclosed here last week. Included in the figure was \$57,000 paid at the Minnesota State Fair, where Winkley operates 10 days of speed events each year.

Bookings for this year are going along at a brisk pace, the veteran auto race promoter indicated. He recently closed to bring four programs to the North Dakota State Fair, Minot, and three to the

Greater Grand Forks (N.D.) State Fair. This is an increase of one event at each of these fairs, he pointed out.

Two fairs have been signed, the Northern Wisconsin District Fair at Chippewa Falls, and the Southern Iowa Fair, Oskaloosa, which are new for the Winkley route book. Also already contracted is the All-Iowa Fair, Cedar Rapids; Northwest Missouri State Fair, Bethany; Central Wisconsin State Fair, Marshfield; Steele County Free Fair, Owatonna, Minn.; McLeod County Fair, Hutchinson, Minn.; Lac Qui Parle County Fair, Madison, Minn.; St. Louis County Fair, Hibbing, Minn.; Freeborn County Fair, Albert Lea, Minn.; Howard County Fair, Cresco, Ia.; Oklahoma State Fair, Oklahoma City; Oklahoma Free State Fair, Muskogee, and the Louisiana State Fair, Shreveport.

Magic Mountain Leases Out Site For Winter Sports

DENVER — Magic Mountain, multi-million-dollar amusement park now scheduled for a May opening, announced plans for construction of a winter sports area.

Winterland, as the project will be called, will cost an estimated \$600,000. The sports area will feature a chalet restaurant and lounge atop the mountain immediately behind Magic Mountain.

Four-passenger enclosed gondola-type lifts will transport skiers, chalet customers and sight-seers to the chalet over a 2,000-foot cable system. The sky ride and chalet facilities will be open year around.

Roy Parker, who formerly operated another ski area, will be general manager. He said cost of the sports area would have neared \$1,000,000 except for the already existing paved parking lots, paved access roads and utilities installed at Magic Mountain.

Parker says snow-making equipment will be used to extend the ski season in the sports area. Facilities, according to Parker, will include skiing, ice skating, sledding and tobogganing. Negotiations are under way for purchase of an Olympic size ice-skating rink with ice-making machinery for year-round use.

Officers of Winterland, which

Harry Knight Inks 13 Rodeos

FOWLER, Colo.—Harry Knight & Company will provide the stock at 13 major rodeos this year, Knight disclosed here last week. More dates may be added to the list, he said.

The Knight organization has signed five winter fat stock shows in Texas alone, those at Fort Worth, San Antonio, Houston, San Angelo and Mercedes.

Additional stands during the year include rodeos at Cheyenne and Casper, Wyo.; Great Falls, Mont.; Longmont and Pueblo, Colo.; Wichita, Kan., Fort Madison, Ia., and Omaha.

has signed a long-term lease with Magic Mountain, are Albert A. Gordon, president and director; Richard L. Fenton, executive vice-president and director, and George A. Pelton, secretary-treasurer and director.

AMUSEMENT PARK OPERATION

Southern Talks to Shape Up NAAPPB '60 Committee Plans

PLANS FOR ACTIVATING the 1960 projects and committees of the National Association of Amusement Parks, Pools and Beaches will be drafted during Executive Secretary John S. Bowman's Southern tour in the next two weeks. Leaving Chicago Thursday night (28), Bowman first planned to visit Marvin Staton at Spring Lake Park, Oklahoma City. There he was to lay out with Staton the plan of action for the Membership and Safety committees which Staton heads this year. A principal task will be to set up an agenda for the NAAPPB safety committee meeting scheduled for Friday, February 26, in Newark, N. J. Also to be planned will be a "different approach" to the annual membership drive. Exploratory discussions will be held on how to broaden the membership base, particularly in the kiddie-land and pool-beach sections.

After leaving Oklahoma City, Bowman will visit Past President Harry J. Batt at Ponchartrain Beach Park, New Orleans, en route to the Florida State Fair at Tampa. Batt, who will be host to the 1960 late-summer meeting of NAAPPB, August 23-24, will work out basic arrangements for entertaining the NAAPPB guests with Bowman and New Orleans hotel and convention officials. Also to be discussed are plans for 1960 activities of the NAAPPB Government Relations Committee, which is headed by Batt. They will review current legislation pending in Congress.

At Tampa, Bowman plans to confer with President Bob Plarr to review a number of NAAPPB pending matters, including activity of other committees and plans for Plarr to attend the Liability Insurance Committee meeting scheduled for Thursday, February 25, in Newark, and the Safety Committee meeting the following day. Bowman also expects to confer with prospective exhibitors for the 1960 trade show, which is scheduled for November 27-30 in Chicago. Following the Tampa visit, Bowman expects to tour Florida to inspect several new theme parks and kiddie parks. He expects also to confer with John Philipps, of Dayton, O., chairman of the Pool and Beach Program and Services Committee, on plans for expanding the pool and beach member activities during the coming year.

British to Build Chairlifts; Vienna Plans New Prater Park

CHAIRLIFTS SIMILAR TO the model at Disneyland are to be introduced at several locations in Great Britain next season. One already is operating near Dublin and another at a zoo. Billy Butlin installed one a year ago in one holiday camp and now is building another in a camp in Wales. Now there are to be such installations at British amusement zones at New Brighton, Cleethorpes and Blackpool. Interest in chairlifts at Blackpool date back to the time of the 1958 Brussels Fair. After the fair, Blackpool entered a bid to buy the chairlift that was at the fair. . . . There are reports that governmental and private capital will combine to build a major amusement park at the Prater, Vienna's famed amusement area and location of the famous Prater Wheel.

Survey Reveals Satisfaction With Park Show

CHICAGO — Exhibitors at the 41st International Outdoor Amusement Show held recently at Hotel Sherman here were generally much happier than any previous year with hotel arrangements, the quality of exhibits, exhibit show hours and results in general, results of a survey just completed by NAAPPB Executive Secretary John S. Bowman reveal.

Tabulation of the questionnaires received from 49 of the 110 exhibitors showed 15 graded the hotel handling of the event as "excellent" and 30 termed it "good."

Reflecting the new reservation system instituted with the help of the Chicago Convention Bureau, 25 evaluated the handling of reservations as "excellent" and 14 "good." Six graded this as "poor." Twenty said the attitude of hotel management was "excellent" and an additional 27 graded the attitude as "good." Two said it was poor.

"This is a far cry from last year when dozens of our exhibitors, and members as well, complained," said Bowman.

On the matter of the show itself,

17 companies said their exhibit results were "excellent" and 32 graded them "good." Only three said they had poor results.

The new exhibit hours instituted at the past convention, with no luncheon break and a 10 a.m. to 6 p.m. continuous schedule drew a score of 34 "yes" and 19 "no" on the question of "Do you favor retention of same hours for 1960?"

Bowman said he was gratified by accompanying resolution sent in with the questionnaire answers by an NAAPPB affiliate, the American Recreational Equipment Association. The communication, signed by President John Allen and Secretary Ben Roodhouse, praised NAAPPB for its improved handling of reservations, improved hours and general co-operation. AREA is composed of most of the major ride and equipment manufacturers in the outdoor amusement industry.

RIDES FOR SALE
Allan Herschell MGR, factory rebuilt, new horses; 8-Car Octopus, Roll-o-Plane, in good condition. Late model Caterpillar, fluid drive, new tunnel. KIDDIE RIDES, all in good condition, real bargain; Fire Engine, Water Boat Ride, Rocket Skyfighter, Cage Ferris Wheel, Choo Choo Locomotive Train, Elephant Ride, Circus Ride, Buggy & Pony Ride.
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Moody Plans Big Galveston Park; Buys Site

GALVESTON, Tex. — Shearn Moody has purchased a 500-acre tract belonging to the Robert I. Cohen estate for \$450,000. It's located at the Five-Mile Road on the west end of Galveston Island and includes the 180-acre Sweetwater Lake. Moody reportedly is planning to build a Disneyland-type park there to attract the tourist trade to Pleasure Island.

McGrath Heads Ocean Beach Park's Board

NEW LONDON, Conn. — J. Steven McGrath has been re-elected to his second one-year term as chairman of the Ocean Beach Park Board, which controls the city-owned and -operated Ocean Beach Park.

Mrs. Annie M. Vescovi's contracts for the Dodgem cars and Merry-Go-Round, which had two years to go, have been extended one year and incorporated with the three-year miniature railroad contract. She will pay \$9,000 a year for all three, plus 30 per cent of all gross over \$36,000 in season and a straight 10 per cent out of season.

All new contracts are increasing concessionaires' contributions to the park promotion fund from 1/2 of 1 per cent to 1 per cent of gross.

Mrs. Gurtler, Of Elitch Park, Denver, Dies

DENVER—Mrs. Marie Gurtler, about 60, wife of A. B. Gurtler Sr., owner of Elitch's Garden here, died unexpectedly Wednesday (27) afternoon. She had been hospitalized for about two weeks for a condition thought not to be serious before complications set in.

A rosary was said Friday (29) and services were conducted at Holy Family Catholic Church in Denver on Saturday (30). Survivors include her husband and two sons, A. B. Gurtler Jr., and John M. Gurtler, both of the amusement park operation in Denver.

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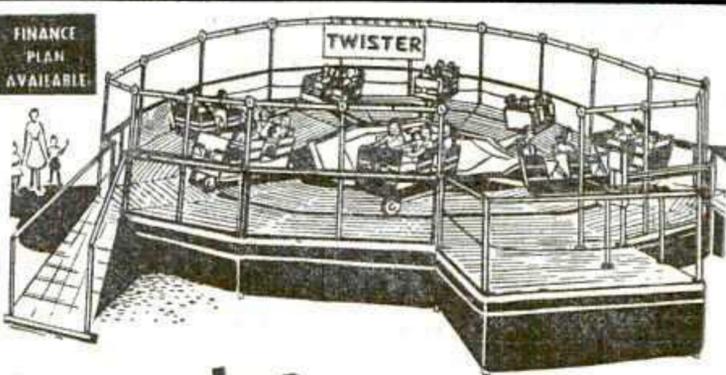
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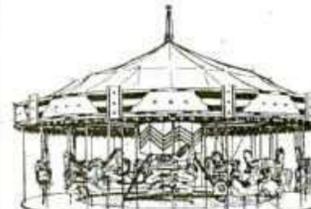
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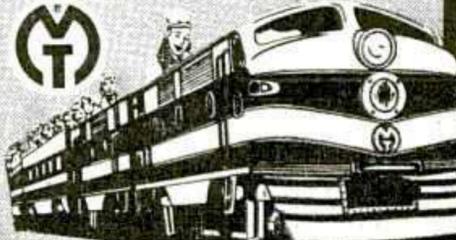
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FAIR MEETINGS

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 Or-

leans, February 13-14. Adolph Netter, Donaldsonville, secretary.

Midwest Fair Association, Hotel President, Kansas City, Mo., February 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.

WINTER FAIRS

Arizona

Yuma—Yuma Co. Fair, April 8-19. Frank Deason.

California

Cloverdale—Cloverdale Citrus Fair, Feb. 19-22. Jess Scott.

Imperial—California Mid-Winter Fair, Feb. 26-March 6. Kenneth F. Hofman.

Indio—Riverside Co. Fair & Nat'l Date Festival, Feb. 12-22. R. M. C. Fullenwider.

Florida

Bartow—Polk County Youth Show, March 3-5.

Clewiston—Hendry Co. Fair & Livestock Show, March 1-3. Mrs. Dorothy Moore.

Dade City—Pasco Co. Fair, Feb. 24-27. J. F. Higgins.

DeLand—Volusia County Fair, Feb. 15-20. Lee Maxwell.

Eustis—Lake Co. Fair & Flower Show, March 7-12. Karl Lehmann.

Panama Springs—Suwannee River Fair & Livestock Show, Feb. 24-26.

Port Myers—Southwest Florida Fair, Feb. 1-6.

Kissimmee—Kissimmee Valley Livestock Show, Feb. 17-21. James B. Smith.

Largo—Pinellas County Fair & Horse Show, Feb. 22-27.

Madison—North Florida Livestock Show & Sale, Feb. 29-March 1.

Orlando—Central Florida Fair, Feb. 22-27. H. H. Parish.

Plant City—Florida Strawberry Festival, Feb. 29-March 5.

Quincy—West Fla. Fat Cattle Show & Sale, April 5-7. John C. Russell.

Sarasota—Sarasota County Fair, March 14-19.

Tampa—Florida State Fair, Feb. 2-13. J. C. Huskisson.

La. State Fair Sets Rodeo Dates

SHREVEPORT, La.—The annual spring rodeo held by the Louisiana State Fair here will be April 20-24, officials announced. Incorrect dates were recently announced. Tommy Steiner will provide the stock and Dale Robertson will be the name lure.

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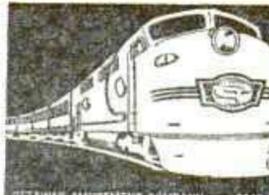
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Fredericton Ex Nets 12.9G; Boosts Dues

FREDERICTON, N. B.—A new operating revenue of \$8,773.26 for the year 1959 was shown by the Fredericton Exhibition, Ltd., at the annual meeting of Agricultural Society No. 34, held recently in the Lord Beaverbrook Hotel.

Attendance at the meeting was sharply trimmed from former years, possibly since dues in the Agricultural Society had been raised from \$1 to \$5 during the past year. On motion for ratification of the change in dues, there was some objection from the floor, but the new rate was approved on a standing vote.

Operation of the fall fair last September produced revenue of \$33,230.07 and expenditure of \$20,312.47 for a net of \$12,917.60. Activities at the race track grossed \$6,932.53 with expenses of \$2,867.35, yielding a net of \$4,065.18. Net income from the fair, the race track, from rented properties and other sources totaled \$26,345.94. Against this were administrative expenses, mostly salaries, of \$12,146.89, and depreciation of \$5,425.79, leaving a net operating revenue of \$8,773.26.

Three directors were re-elected—A. D. Neill, Gilbert Robinson and Hedley Wilson. Ray Crewdson continues as general manager and secretary-treasurer.

Full Slate Chosen by S. C. Fairmen

COLUMBIA, S. C.—Additional officers elected by the South Carolina Association of Fairs are hereby reported. Initial coverage told of the retention of Paul Black and Tom Moore Craig, of Spartanburg, as president and secretary-treasurer, respectfully.

At the annual meeting in the Jefferson Hotel the following were also elected: Paul V. Moore, Moore, S. C., chairman emeritus; J. M. Hughes, Orangeburg, chairman of the board, and J. Cliff Brown, Sumter, vice-president. The following were named new directors: Jack Kirby, Union; Karl Neussner, Greenville, and W. L. Johnson, Beaufort. Directors re-elected were Ransom Williams, Myrtle Beach; Howard McCravy, Spartanburg; John W. Schwalm, Anderson; H. D. Black, Rock Hill; Julian White, Greenwood; Frank Sutton, Newberry; Frank Barnwell, Florence; R. B. Scarborough, Charleston, and George I. Free, Greenwood.

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FAIR-EXHIBITION MANAGEMENT

Pre-Date Bill Pending as S. C. Legislature Resumes

COLUMBIA, S. C.—South Carolina's pre-date law is still pending in the State Senate, as the Legislature resumes its two-year session which was halted last May. At that time the bill, which provides a 30-day competition-free period for fairs, had passed the House but failed to get the necessary number of readings in the Senate.

When and if the measure is enacted it will provide a time buffer in each county, against another fair or related amusements. The Commissioner of Agriculture will be empowered to issue one fair license per county. Charleston County is the only one in which there was contention. Altho the bill did not pass in 1959 only the Exchange Club operated a fair; protagonists are the Jaycees.

Drawing up the bill was a committee of the South Carolina Association of Fairs, consisting of former Gov. Ransom Williams of Columbia, Judge J. M. Hughes of Orangeburg, Paul Black and Tom Moore Craig of Spartanburg, Cliff Brown of Sumter and Robert Scarborough of Charleston. It was submitted by legislator Arthur C. Baker of Charleston County.

Edmonton Ex Budgets For '60 Deficit of 21G

EDMONTON, Alta. — The Edmonton Exhibition board has budgeted for a deficit of \$21,612 on the 1959-'60 season.

Revenue is estimated at \$1,747,100, while expenditures are expected to be \$1,504,427. This leaves a profit of \$242,672 before the write-off on buildings, which amounts to \$264,285. New racing barns are now under construction and the write-off on them this year is expected to be \$119,000.

The estimate compares with \$1,773,399 in revenue last year and expenses of \$1,548,837. Last year's write-off of \$146,945 on buildings left a net profit on operations of \$77,616.

The exhibition association's big money-makers, racing, midway and gates are all expected to suffer a drop in revenue this year. The budget is planned so that racing profits are estimated at \$165,886, down \$8,478 from last year; the midway is expected to bring in \$61,800, down \$6,474, and the gates are estimated to bring \$63,600 profit, down \$1,603.

The road thru the midway area will be widened by 20 feet, it was decided. The association will sponsor another display home this year. The operation in 1959 put \$22,045 into the association coffers.

Jamestown, N. D., Plans New 500G; 160-Acre Plant

JAMESTOWN, N. D.—The Stutsman County Fair will soon start work on a new 160-acre fairgrounds that is expected to cost in the neighborhood of \$500,000. The fair has outgrown its present plant and will relocate on the new grounds about a mile from town.

The fair, which is headed by R. O. Melland, president, and A. F. Baenen, secretary, purchased 80 acres and obtained a 49-year lease on an adjoining 80 acres. The plot has both State and U. S. highways on three sides.

Plans for the grounds have been drawn up by Gaylord Lewis, designer and planner of fairgrounds. The plant will have a race track, grandstand and a number of buildings. Included will be eight livestock barns, two agriculture, three commercial and one poultry building; a youth center, modern electrical system, rest rooms, a caretaker cottage, concession building and roads and walks.

Texarkana, Tex., Makes Way for a New Highway

TEXARKANA, Tex.—The Four States Fair here, confronted with a new by-pass highway cutting off part of its plant, has done something about the situation.

The road took off most of the race track, some of the carnival zone, parking lot and a livestock building.

Armed with a master plan drawn up by Gaylord Lewis, architect and fairgrounds planner, the fair officials obtained several acres to replace the lost parking area.

Then, led by President Ben Mizell and Secretary Evelyn Fisher, they relocated livestock buildings, midway area, machinery space, rodeo parking and replanning of other units to conform to the new grounds.

Now the fair board is launching a plant program this year that is expected to cost in the neighborhood of \$1 million. Plans are for eight new cattle, sheep and swine buildings; four new show horse barns, new concession stands, roads, rest rooms and a cottage for the caretaker.

CHICAGO—Wabash Valley Fair, Terre Haute, Ind., has come up with new dates. William A. Neimeyer, secretary, announced that the '60 run would be August 14-21. The '59 run was approximately a week earlier, August 9-16. Fair has again been awarded the Colt Stakes sponsored by the Indiana Trotting and Pacing Horse Association. . . . The 1959 Logan County Fair, Lincoln, Ill., came up with a net profit of \$10,828.75. W. E. Layman, secretary-manager, announced. This year's fair will be August 6-11. Premiums last year were \$42,542.36. All officers were re-elected. . . . The Colorado Senate has passed a bill that gives the State Patrol full police powers over the Colorado State Fair, Pueblo. By a vote of 27 to 1 the solons provided that the police will automatically be given this authority.

ARENA, AUDITORIUM NEWSLETTER

New Auditorium

By TOM PARKINSON

VIRTUALLY COMPLETE IS THE new auditorium at Panama City, Fla. It is expected to be opened this month and the first attraction is to be the National Symphony Orchestra, of Washington. This Civic Auditorium will seat 3,000 persons, including 1,000 in a balcony. It has a well-equipped stage and several meeting rooms. Generally, it has a modernistic lobby area in front of a higher and fan-shaped seating area, with a rectangular stage structure at the back. The building is in a major waterfront project that also includes a new city hall and a marina with a ballroom structure and a concessions building. Cost is reported at \$1,200,000.

Dallas to Have Specialized Exhibit Hall; Roanoke Plans

A NEW EXHIBITION Hall is to be built at Dallas with a plan for catering to the construction industry. It will be called Fleetwood Square and work is to start in the next several months. Completion is scheduled for 1961. It will include an auditorium with stage, banquet and exhibit hall facilities. There will be an additional exhibit area and a tower combining office and exhibit areas. It is to cost about \$3,000,000. Architect is George L. Dahl. . . . Progress in regard to the new running track for indoor and outdoor use is described by Safway Steel Products of Milwaukee and DiNatali Floors, Inc., of Boston. The firms produce the track jointly. It has banked curves, steel framing and wood deck. Two of the units have been sold and others are to be delivered shortly. In some cases the local newspaper or several colleges together own the floor and establish a fee for its use. Storage problem is less with this type of floor than those of box-section construction. . . . Roanoke, Va., is contemplating a \$4,000,000 auditorium.

Des Moines Auditorium Wins With 'Holiday,' 'Trotters'

REDECORATION OF THE Exhibit hall at the Veterans' Memorial Auditorium at Des Moines is advance preparation for numerous conventions coming up at the American Bowling Congress tournament that will be in the building January thru April in 1962. Manager Horace Strong advises that "Holiday on Ice" played a very successful engagement, with attendance up about 15 or 20 per cent. Strong earlier played the Harlem Globetrotters, with the tennis feature by Althea Gibson and Carol Fageros. In his opinion the tennis stars "greatly enhanced" the engagement. Des Moines experience was that Trotter attendance had declined gradually over the years and was at about 2,000 persons a year ago. But this time, with tennis help, the Trotters zoomed back up to attendance of 5,500.

Louisville Armory's Future Mulled as Lease End Looms

LEASE OF THE SELTZER enterprises on the Armory at Louisville is to expire at the end of August. The county-owned building is up for considerable discussion now. It may be razed, but presently it seems more likely that it will be refurbished by the county and used for numerous suggested purposes. Several persons, including H. Clyde Reves of the State Fair and Exposition Center, have commented on a possibility of combining management of the Armory with that of the fair. Chamber of Commerce executives and others point to the need for downtown convention facilities. Present manager of the Armory, Charles Graviss, declares it has great potential as a sports and convention center and he recommends new seating as the first step.

TV Dinners Focus Attention On Auditorium-Arena Field

NATIONAL ATTENTION FOCUSED on auditoriums and arenas Wednesday (27) when Republican Party dinners were conducted thru-out the nation and President Eisenhower spoke to them by closed circuit TV from the Pan-Pacific Auditorium in Los Angeles. At Chicago, Vice-President Nixon participated in the conclave at the International Amphitheater. Numerous auditoriums and arenas were used for concurrent dinners in other cities. Closed-circuit TV was handed by TNT. . . . For the Amphitheater in Chicago it meant catering some 6,700 meals for the \$100-per-plate banquet. The next night they were host to 2,300 YMCA members at a banquet. (Republicans used oblong tables; YMCA asked for round tables). And on the third night, they served 3,700 dinners for a Boy Scout event, making 12,700 dinners in three days. . . . Chicago's huge auto show closed at the Amphitheater Sunday (25) with its second largest attendance on record. The 1958 total of 518,000 still is tops; weather cut the total to 4,800,000 in 1959. The 1960 count went comfortably over the 500,000 mark, it was announced. Edward J. Cleary is show manager. A review was produced by Barnes-Carruthers.

Atlantic City Conventions Set New Mark

ATLANTIC CITY — This famous convention city remains in the forefront as a leading site for national conventions and trade shows. Last year was the biggest convention year in the resort's history, when the visitors with badges left an estimated \$40 million, according to Wayne Stetson, manager of the Convention Bureau.

Some 410,000 persons attended nearly 400 conventions and expositions during the year. And Stetson finds 1960 shaping up as another good year. The early part of the year seems pretty good, but it looks a little light for the fall, he said. Some 200 conventions and expositions already are on the books for this year, with an expected attendance of around 250,000.

At the end of 1958 bookings for 1959 totaled 210 meetings and trade shows with an estimated attendance of 276,000. Subsequently, 188 more conventions were booked which attracted some 134,000 persons, for the record total of 398 conventions and 410,000 attendance.

The previous record, set in 1956, brought 345,000 persons to 339 meetings and expositions. Taking the average of the past five years as a basis, Stetson expects 1960 to bring a total of some 367 conventions and trade shows with attendance of upward of 325,000.

Twenty-nine of the 1960 conventions are scheduled to be held in Convention Hall and the others in hotels. This is nearly as many Convention Hall meetings as in 1959. But some of the real big ones will be missing.

The Shriner conclave, which attracted some 40,000, and the American Medical Association, which registered more than 30,000, will be meeting elsewhere this year. Like many other big organizations, they meet in a different location each year.

Los Angeles Uses Seating In New Manner

LOS ANGELES — More than 6,000 portable seats from the Sports Arena will be set up for the first time on the Coliseum field for a boxing card Thursday (4).

West end of the Coliseum stadium will be used for the night's bouts with the ring centered on the 15-yard line west. The scaffolding for the portable seats will be supported on 2 by 10 planks and the ground will be covered with canvas, a Sports Arena representative said. Attendance of approximately 35,000 is expected. Advance sale is reported as around \$130,000 as against approximately \$72,000 for the Aragon-Basilio fight last September.

Portable seats from the Arena are being brought in to put fans closer to the action scene.

'Holiday' Sets Mark At Milwaukee Arena

Icer in 2d Yearly Record; Plans New Foreign Trips; Building Up

MILWAUKEE — "Holiday on Ice" established a new record at the Milwaukee Arena for the second successive year. Building manager Elmer A. Krahn revealed that the show grossed \$287,722.85 and that attendance reached 127,755 persons.

This high mark was in line with the season's picture as painted by Morris Chalfen, president of Holiday on Ice, Inc. Chalfen said that the show scored a 20 per cent increase last year and now on top of that it is stacking an additional 12 per cent increase for its current tour.

Chalfen said that his show is scheduled to play the new municipal building at Utica, N. Y., this year. Earlier, it played the new Greenville, S. C., building. Otherwise, the route remains little changed.

In April, "Holiday on Ice" will send a unit to central Africa for the U. S. State Department. This month another "Holiday" unit will be the opening attraction for a new 20,000-seat building in the Philippines. It was built by a wealthy sugar grower.

Krahn said that his building is enjoying a good year, showing an increase in business.

It was reported in Milwaukee earlier that Sportservice, Inc., has been awarded a second 10-year contract for the concessions at the Milwaukee Auditorium - Arena.

Liberace Signs At Minneapolis; England Follows

MINNEAPOLIS — Liberace will headline the stagershow at the Northwest Builders Show March 12-20 at the Minneapolis Auditorium, it was announced by H. H. Cory, show promoter. Immediately after finishing his engagement here, Liberace will fly to England for a tour of that country.

Sportservice was second highest among the several bidders but won the pact because the higher bidder was deemed to lack the financial responsibility and experience to undertake the task. Sportservice will pay \$25,000 per year plus 25 per cent of the gross concession revenue and 20 per cent of the catering and dinner revenue. Based on past experience, this would produce about \$122,600 annually for the building.

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Hamid-Morton Acts Announced for '60

MILWAUKEE—The 1960 program for the Hamid-Morton Circus was announced here last week in advance of the show's season opening stand at Milwaukee Arena February 15-21. Show opened at Memphis in previous years, but that stand now comes farther down the list.

Performance run-down shows an opening spec, followed by a casting display with the Five Daguars, new importation, and the Three Kantors. Evelyn Currie is to work an assortment of 12 lions, tigers and a tiglon. Kitten and Gabby Wendt work their high wire and aerial number as the Aerial Stylites. After a clown number, there will be a display with the Great Barton, Magores and Georgia Trio in assorted

balancing acts. Roland Tiebor follows with his Sadie the Seal turn.

Gretha Frisk, high trapeze, is scheduled. Six Frielanis, cycle troupe, is slated for the 10th spot, with Bobo Barnett and other clowns following. The great Reno, "Flying Dutchman," leaps over elephants, autos and other objects. Dog number will have the Brickie, Sunny Moore and Havilland acts. Kitten Wendt is to be featured in her "Moon Goddess" turn dancing the aerial ballet.

George Hanneford Jr. makes a debut with his newly formed riding act. This will be the troupe's first major appearance since he left the earlier Hanneford act and formed his own organization.

Clown Charlie Cheer will head the next display. Plate-spinner Borjeva, new importation, works up to a 28-plate spinning display.

Flying Malkos will be the show's flying return number. A big display to follow is to have Rudy Rudynoff, Rudy Rudynoff Jr. and Beverly Rudynoff working their several high school horses. Jerry Bangs heads the next clown display. The Rodos Troupe, from Germany, has seven girls and three men in tumbling and gymnastics. Elephants are next. The Triska Troupe, high wire, will be back with Hamid-Morton. Finale is to be "Captain Sputnik" (Igor Romero) in a cannon act.

Dobritch Gives Route Details

NEW YORK — With the signing of the Toronto Shrine-CNE combination date, Al Dobritch released here a rundown on his dates for the coming season. He said he is printing a route card this year.

The card will show the Cincinnati Shrine Circus, April 4-9; Atlanta Shrine Circus, April 18-24; St. Louis Police Circus, April 21-May 1; Washington, D. C., Shrine Circus, May 4-8; Fort Williams, Ont., Shrine Circus, May 12-14; Des Moines Shrine Circus, May 13-14; Buffalo Shrine Circus, June 24-July 2; Toronto Shrine-CNE, August 29-September 10; Exposition Provincial, Quebec, September 2-11; Toledo, O., Shrine Circus, October, 26-29, and Evansville, Ind., Shrine Circus, November 23-26.

Dobritch said it was too late to do so this year but that for 1961 he will offer acts a contract with a guarantee of 25 weeks, similar to those offered by other shows with extensive routes.

CIRCUS TROUPING

By TOM PARKINSON

RINGLING BROS. AND Barnum & Bailey Circus completed rehearsals and costume fittings for its 90th edition prior to going to Miami Beach for the run that ended yesterday (31). It was the 89th annual edition in Miami Beach and it will be the 90th edition when it opens at Montgomery, Ala., this weekend (5-7). There will be three production numbers, with early word indicating the horse production will be strong. Show is moving now by semi-trailers, house trailers and system baggage cars.

But some time after the New York run it is expected the new train will be ready. Sixteen cars are being painted with the show title in large letters. Four have been refitted as end-opening tunnel cars in which are to be loaded small wagons with little wheels. These wagons will haul show property and double as spec floats. Another car will haul horses and two will carry elephants. From the outside all will have the same general appearance as these ex-Army cars always have had on the RB show. Either eight or nine cars will transport personnel. These are being fitted again with air-conditioning, it is reported.

Ringling plans to move remaining equipment from Sarasota to the new quarters at Venice, Fla., including the rail cars and seat wagons. Proposed contract for the Venice site provides the show will pay \$1,000 annually. Within two years the show must complete a 5,000-seat auditorium, plus other shops and buildings. No house trailers may be parked on the new quarters. No animals, except horses, may be there except during rehearsals. If this provision sticks, it would seem to curtail any plans for a year-around tourist attraction or theme park.

* * *

Princess Margaret of Great Britain attended the Bertram Mills Circus at Olympia Stadium, London, recently. The Prince of Wales and Princess Anne also attended. . . . Byron Gosh, operator of the All-American Circus, is recuperating from surgery at Baptist Hospital, Louisville, and would enjoy mail. . . . Earl and Hattie Shipley visited Clyde Beatty at the trainer's new location, Clyde Beatty's Jungleland, North Miami, where he'll be until time to open with the Clyde Beatty-Cole Bros.' Circus. The Shipleys were in Miami Beach for advance promotion on the Ringling date there. . . . Among acts on the bill at Deutschlandhalle, Berlin, thru January 10 were Bobo Barnett; Cook-Enos, comedy car; Mendez and Seitz, high wire; Sciplini's Chimps, and Ronnie Lewis Trio.

Pink and June Madison will have the elephants on Frank Wirth's dates this year, with fair and park dates to follow. . . . William L. Claus, Quincy, Ill., who has been with the Schaffner Players, is now stationed at Fort Hood, Tex., and would enjoy mail. He is with Company D of the 58th Infantry, Second Armored Division.

Movie circles are talking of a circus picture to be called "Jumbo" and to star Debbie Reynolds. . . . Tex Maynard is wintering at Punta Gorda, Fla., where he bought a new home. He will be back with Hagen Bros. Meanwhile King Bros.' winter quarters are near at hand and visitors to his home have included Danny Styron and the Keller Pressleys. . . . Roberto de Vascon-

cellos will be with Ringling-Barnum in New York. . . . Mac McCarthy, former R-B wardrobe chief, is with the Hall of Fame. . . . Madeline Park and Claire Conway have been among visitors at the Ringling quarters in Sarasota.

Roy Barrett, who has been off the road since the Beatty show closed in California early in 1956, will go to Honolulu February 15 for three weeks as producing clown for E. K. Fernandez. This will be his fifth time in the Islands. There is an option for a fourth week. . . . Don Rey Trio just completed Christmas dates in Omaha and moved to the Empire Club, Fort Worth, where they will be at least thru February 6. . . . Saginaw (Mich.) Museum has an exhibit of circus equipment and material this month. It was gathered largely by the Flying Melzoras, who displayed much of their own flying act rigging and other items and who arranged with other performers and fans for other exhibits. Included are miniature circus wagons, a number of circus paintings from Sarasota, route books and programs, clown props, costumes and more. Contributing displays are Clarence Avery, Harold Bradley, Norman Wilder, Lloyd Wonch, Al Slaggart, Stanley Burns, the Harold Conns and Don F. Smith. . . . Recent issue of the International Harvester house organ carried a feature article about the miniature circus of Ray Heim, Milwaukee, and also showed pictures of Larry Westerfield, Art Larson and Bruce Miller, all Harvester employees and all circus model builders.

* * *

TURNING BACK THE PAGES—Ten Years Ago, 1950: Arthur M. Wirtz reportedly bought Cole Bros.' Circus from Jack Tavlin, but the Chicago real estate tycoon continued to deny it. . . . Among those with Mills Bros.' Circus will be Bert Wallace, Fred Stafford, Ray Goody and Howard Ahrhart. . . . Herb Walters was framing a new show, Cole & Walters. . . . The Triskas were at the Cirque Medrano, Paris. . . . Waldo Tupper was general agent of the Ringling show and moved the headquarters from New York to Chicago. . . . Philip Kries Wallenda received an ovation when he returned to the high-wire act at the scene of his fall a year earlier, Shreveport, La.

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Unique, Sure-Fire, Top Money Deal. Top Sponsors, beamed primarily to Volunteer Fire Companies, but applicable to all fund-needful groups.
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Powerful deal with well-known stage show coming in, with best sponsor. Eight radio stations making daily announcements. 25% on tickets, 30% on advertising. 6,000 cards ready. This is the second week, everyone making money. Six men working, need 2 more. Pay daily, paid collectors. Guarantee your hotel bill. Call from 9 A.M. to 8 P.M. Phone: 8-0309, Tampa, Fla. Ask for **BRUCE BENNETT**.

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Highest Class Promotional Directors capable of doing first-class work in principal cities.
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COAST TO COAST TOUR
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JAMES RISON
POLACK BROS.' SHRINE CIRCUS
KOSAIR SHRINE TEMPLE, 812 S. 2ND ST. LOUISVILLE, KENTUCKY
CALIFORNIA NEXT
YOU CAN START HERE IF YOU CAN QUALIFY

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Two good propositions.
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V. F. W.
Porter & Dexter Sts., Providence, R. I.

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Sell Ohio ads and Associate Member cards for proven Police-Constable and Judges' bi-monthly, or two Veterans' newspapers. Top commission, phone, transportation and past sales records furnished. \$50,000.00 renewal city for right man.
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P. O. Box 5802 Columbus 21, Ohio HU 8-3025 (no collects)

2 PHONE MEN
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G. E. FEENEY
RA 3-5399, Washington, D. C.
Brick Holden—COME ON IN.

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Phonemen who want to make money, get in now. 4 K. of C. deals all going big. Opening for office of Civil Defense in city or one million within 10 days. Can place you on K. C. or C. D. deal. 25%. Copies now writing \$150 daily.
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PHONEMEN
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Phone: Glendale 6827, Omaha, Nebr.
TOM MOORE
Paul Rounds and Sid Harris, call.

3—PHONEMEN—3
Fire department deal just starting. 25% pay daily. We pick up fast. Call Express 9-9997 days; Express 2-2368 nights, Charlotte, N. C.
Doris Smith, call me Alvin Earl Graham, Buddy Tebbels and Art Repisardi, call me.
CLINT LEWIS

4—PROMOTERS—4
Crews available immediately for large towns for top-notch sponsors. Contact:
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410 South Salina Syracuse, N. Y. Phone: GR 13962; Eve., GR 48961
P.S.: Dan Mathason, please call immediately.

GIVE TO DAMON RUNYON CANCER FUND

C. H. (STASH) GRAY
Wrong location. Call me again collect before Thursday, February 4, at Oklahoma City, Okla.
Phone: Victor 2-9888
GEORGE TURNER

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who have gentlemanly crews available now. Must be reliable. Work all year. Contact
JACK MILLS
12700 Fairhill Road Shaker Heights, Ohio FA 1-0700

Dozen New Wagons Reach K.-M. Quarters

HUGO, Okla.—The Sanguin wagon works has delivered most of the new baggage wagons to be used this season by the A. G. Kelly & Miller Bros.' Circus.

In the show's paint shops now are two plank wagons, two prop wagons, one big top pole wagon, one trappings wagon, one band wagon and the tractor dolly with a loading ramp. Also delivered are two of the scheduled four new 40-foot seat wagons into which the other wagons are to be loaded. Sanguin also has delivered two additional four-wheel cage wagons. Under construction now are two more seat wagons and a combination menagerie-side show wagon.

In K-M quarters Tex Clayton has an eight-man crew working on rolling stock. Larry Carlton heads the paint department. Most of the motorized equipment has been gone over in preparation for the new season.

A number of new trucks have been delivered. They are being assigned both to the show and the advance. New canvas will come in March from Central Canvas Company, Kansas City.

Col. Harry Thomas will be equestrian director and producer of the new K-M performance. Owner D. R. Miller contracted new acts during his recent trips to Mexico and Cuba. Acts from Italy and elsewhere also are expected to be with the enlarged performance. Several new horse and pony acts are being broken at quarters.

Sask. Assn. Names Ross

SASKATOON, Sask.—George K. Ross, prominent Western Canadian fairman, has been re-elected president of the Saskatchewan Agricultural Societies' Association. He is secretary of the Western Canada Fairs Association (Class B fairs) and manager of the Prince Albert, Sask., Exhibition.

Vice-president is D. J. Vansickle, Melfort, and directors include G. H. Shepherd, North Battleford, and R. J. Hepburn, Yorkton, all officials of the exhibitions at those centers.

Life memberships were awarded A. W. Young (42 years secretary of the Alameda Agricultural Society) and R. M. Glen, Punnichy, another old-timer.

Hagen in Texas

YOAKUM, Tex.—The Yoakum Lions Club will sponsor Hagan Bros.' Circus here on February 5. President Perry Love has announced.

PHONE MEN-ROOM MANAGERS

We have strong auspices—
SHRINE, GROTTO, K. OF C., ELKS. Can use two reliable Room Managers who can give good reference and want to stay, and have year-round work. Phone Men: Can place several, but we want no high-pressure people and no drinkers. Write or call
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PHONEMEN

Safety Programs. Year's work, pay 25%. All advertising, no tickets. Working Peoria now. Open Springfield, Feb. 8.
Phone 4-2316
FLOYD E. DAVIS
926 Main St., Room 514, Peoria, Illinois

CONTRACTING AGENT—PROMOTERS

Good deal for good agent who can produce. Promoters—20,000 pop. or better towns ready to go. Contact at leading hotel as per route or Jacksonville. Chet Harmes, SCOTT BROS.' CIRCUS, Box 5642, Jacksonville 7, Fla.
Phone: EX 8-8432.

Agent Art Miller has departed on a booking tour. Robert T. Bullock, special agent and press agent, is preparing to start his travels for the show also. Edward Riley, car manager, is readying his department.

LAST ONE

RB Bill Car Bought for Wis. Museum

BARABOO, Wis.—What probably will prove to be the last railroad circus advance car has been purchased from Ringling Bros. and Barnum & Bailey Circus for the Circus World Museum at Baraboo.

The car is a gift to the museum of Mrs. Alma Waite, a member of the Moeller family that operated a wagon factory in Baraboo and built wagons for Ringling, Gollmar, Sparks and other circuses. The Moellers were cousins of the Ringling brothers. The car will be used in part for displaying the circus material and wagon builder's tools bequeathed to the State Historical Society by the late Henry Moeller.

Ringling-Barnum last used the bill car in 1956 and it has been at the Sarasota winter quarters since then. C. P. Fox, of the museum, traveled to Sarasota to arrange for shipment of the car to the museum. In the spring this car will be combined with four others that recently were shipped from Ringling quarters to Baraboo.

This car originally was an Army hospital car. It still is fitted as an advertising car and will be retained in its present form by the museum.

Jacksonville Adds Football To Fair Sked

JACKSONVILLE, Fla.—The Greater Jacksonville Fair held its elections last week, retained the Cetlin and Wilson Shows for its 1960 midway, and voted to increase the use of high school football as a gate stimulant. It was also decided to use "more and better" fireworks this year. Fair dates are November 9-19.

All officers were returned to office with one exception, that being election of Oliver Mathews as treasurer, succeeding L. S. Gibson, who retains his seat on the board of directors. Five new men were voted to the 23-man board. They are Harold Harris of McKesson-Robbins; Robert R. Feagin, head of WPDQ radio; Jesse H. Cripe, manager of WFGA-TV; A. R. Howard of Atlantic Coast Line R. R., and E. M. Nix of Seaboard Air Line R. R.

Re-elected officers are James N. Watson, president; George E. Robinson, executive vice-president; vice-presidents Nathan L. Mallison, Harvey Garland and Horace Denning, and J. S. Whittle, secretary. Mrs. Katherine Armstrong is administrative assistant. Robinson and Mrs. Armstrong will visit the South Florida Fair and Exposition in West Palm Beach, and a delegation will represent Jacksonville

Hunts Affirm Full-Length 1960 Season

BURLINGTON, N. J.—A life story of the Hunt brothers, not encroaching on the Charles Hunt Sr. biography, is being penned by Elsworth Summers, of Connecticut. The tale is being written with an eye to commercial exploitation, according to Harry Hunt.

News out of Hunt Bros.' Circus quarters includes the return of the Sanchez Sisters with their bounding rope act, and of Buck Reger, bannerman. A 35-foot trailer is being converted for cage and float transport.

Americana Displays will provide its miniature circus at the Palisades Park premiere. Colonel Middleton will tour during the season and will come on with two pit shows, a Strange Animal and Snake unit. Ozzie Schleentz is creating floats and decorations for the park engagement. While en route to Florida the Hunt family will test its newly assembled radiophone system between automobiles. Several of them will be spotted around the lot this year.

The show this week issued a statement defining its relationship with the two circuses scheduled for Palisades Amusement Park. While the show is deeply involved with the springtime effort opening March 31, Harry Hunt said, the situation is different with regard to the "Circus of the Orient" chartered for August or September.

Oriental circus will use the tent and seating to be stored at the park after the Hunt show takes to the road in May, following the park engagement. This means the Hunts will not be curtailing their season since the Oriental date will use duplicate equipment. The question has been raised by potential employees concerned about the length of the season, which will be as usual, it was claimed.

Opening spec this year will be "Circusland Fantasy" and the closing one, "Salute to the United Nations," staged by Ray Sinclair, who is doing costuming and choreography this season.

Polack Tells Feb. Route

CHICAGO—Polack Bros.' Circus will play Albany, N. Y., and Fort Campbell, Ky., as well as upper Middlewestern stands in its pre-Chicago route. Show opened at Flint, Mich., January 17-23, and moved to Hammond, Ind., for January 27-31. This week the show plays Fort Wayne, Ind. (5-7). Next comes Madison, Wis. (13-14), Fort Campbell (20-21), Albany (26-28), and Chicago, March 2-10. All are Shrine-sponsored dates except that in Fort Campbell.

at the Florida State Fair, Tampa, it was decided.

This will be the sixth edition of the fair. Last season two high school games were offered free in the Gator Bowl to fair visitors. These were night games attracted thru cash offers to the schools by the fair. Four night games may be held this fall.

The gate of around 120,000 included estimates from four children's days and a Saturday on which all servicemen were free-gated.

WANTED TO BOOK

Concessions and Rides wanted. Now booking for 1960 season, opening April. Top deal for 3 Kiddie Rides and 3 Majors Good grosses.
LAKEVIEW AMUSEMENT PARK, INC.
Phone: Williams 8-7440
Royersford, Pa.

ICE SHOW REVIEW

'Ice Follies': Fast, Pleasing, Colorful

NEW YORK — Midway thru its season, "Ice Follies" continues to roll along in sprightly fashion, and opened Tuesday (12) to an appreciative Madison Square Garden audience. This 24th edition, fashioned by Eddie and Roy Shipstad and Oscar Johnson, is one of the more gimmicked-up versions of recent years.

The show holds to its traditional pattern of avoiding matched numbers of fellows and girls in its production, preferring to erupt with three dozen prettily-costumed girls for both precision skating and decorative purposes. Richard Dwyer, with his "young debonaire" routine, and 14-year-old Janet Champion, retain principal spotting in the program.

For the productions, there is a satisfying "Ballet de Brilliance" opening, featuring black and white costumes and four electrically powered black swans. During other offerings the audience is given views of ballroom dancing, the usual kiddie number, ample comedy, a Mexican melange, jazz number, another utilizing an Alaskan theme, and "Somewhere in Space." The last-named has adagio skaters Colleen McCarthy and Allan Glenn vying for attention with novel properties, including several self-inflating plastic rock formations (of another planet, naturally) and impressive, low-hanging white smoke. Dim lighting makes the setting properly eerie.

This is a highly talented and well organized company which succeeds despite the absence of any blockbuster performer or act. Aside from the comedy, of which there is an abundance, the most promising turns are those of the

athletic Eric and Norman Kermond, and the remarkable look-alikes, Marlene Kistner and Betty Jean Clark. The Kermonds, if free of antics which detract from their athletic skills on skates, can easily blossom into the spectacular showstopper this edition has deserved. The girls do a suave shadow routine which stands out.

Other features are Werner (Frick) Groebli, the Scarecrows, the Beattys, and Wall and Dova, in the comedy department, and Barbara Myers, Lesley Goodwin, Carol Caverly, the Meldrum Twins, Donald and Andree Jacoby, Eddie Collins, Ginger Clayton, and Sandra Kulz.

Costuming and props are suitably impressive this year, and the spectators are assaulted by the usual number of teddy bears, mice and cats, plus suffering a front-row sprinkling in the guise of humor. These are things expected and enjoyed, as are the big precision routines of the "Ice Follies."

In summation, the company performs smoothly and competently thruout. Props and costumes are pleasing. Arenas ahead on the route can await the arrival of "Ice Follies 1960" with confidence.

Irwin Kirby

KILLAM, Alta.—Plans are under way for rebuilding the Killam arena, destroyed by fire recently with a loss of more than \$45,000. The arena was insured for \$30,000.

The arena, built, owned and operated by the Killam board of trade as a community enterprise, was constructed in 1948 at a cost of \$45,000. All labor was volunteer and the replacement cost will likely run between \$75,000 and \$100,000.

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400 ROOMS
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and NEW TOWER California's World-Famous Resort overlooking the Blue Pacific where Wilshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exciting new Venetian Room and Cantone Room. Swimming pool Beautiful grounds and landscaped gardens. Rates from \$8. Write William W. Donnelly, Gen. Mgr.

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Mass. Fair Assn. Elects Means Prez

PITTSFIELD, Mass.—Augustus G. Means, Topsfield, was elected president of the Massachusetts Agricultural Fairs Association when that group met at the Hotel Wendell-Sherwood for its 40th annual meeting, January 18 and 19. Means had been one of three vice-presidents last year. He succeeds Harry Storin, Great Barrington.

Some 300 fairmen took part in the first annual Miss Massachusetts Fairs contest which saw the crowning of Jennet A. Roberts, Greenfield, as queen. Satisfaction was evident with the event and it has been planned to include it in next year's annual meeting.

In a legislative session the association voted unanimously in favor of House Bill No. 952, "an act regulating and controlling undesirable at a horse or dog racing meeting, including State or county fairs.

A total of 141 fairs was held in the State last year, according to Daniel Reidy, director of fairs for the Massachusetts Department of Agriculture, who revealed that the State had contributed approximately \$100,000 for prize money, with the fairs themselves putting up \$102,-

000, for a total of \$202,000 in agricultural exhibits. There was a total of 73,525 of these exhibits, with youth exhibits accounting for 46 per cent.

Other officers named were Ralph Rice, Northampton, first vice-president; J. Everett Clohossey, Marshfield, second vice-president; Osborne G. West, Northampton, third vice-president, and Paul Corson, Topsfield, secretary-treasurer. Named to the executive committee were Harry Storin, Barrington; Richard S. Sagendorph, Spencer; John L. Banner, Northampton; Richard H. Campbell, Greenfield; Edward J. Carroll, Great Barrington; Ronald E. Marsden, Rehoboth; Willard A. Pease, Littleville; Jack Reynolds, Eastern States Exposition, West Springfield; Charles J. Thayer, Cummington; ex-officio, A. W. Lombard, former director of fairs, and Daniel Reidy, director of fairs.

In the evening a banquet was held at which a Holstein calf was presented Joan Van Petersilge, Massachusetts Dairy Princess. A floorshow was provided by the Al Martin Agency, of Boston, and music was furnished by the Carl Rohde orchestra.

Carnival Routes

Blue Grass: (Fair) Fort Myers, Fla.; (Cortez Plaza) Bradenton 8-13.
Deggeller Funland: West Palm Beach, Fla., 5-14.
Deggeller Show of Shows: Melbourne, Fla., 2-14.
Peter Paul Ams.: Sanford, Fla.
Smiley's Ams.: Lake Wales, Fla.; Cocoa 8-13.
Sugar State: Lafitte, La.

Circus Routes

Atayde Bros.: Mexico City, Mex., 1-3.
Hamid-Morton: (Arena) Milwaukee, Wis., 15-21.
Polack Bros.: (Memorial Coliseum) Fort Wayne, Ind., 5-7; (Fairgrounds Arena) Madison, Wis., 13-14; (Sports Arena) Fort Campbell, Ky., 20-21.
Scott Bros.: Fitzgerald, Ga., 1; Barnesville 2; Sparta 4; Athens 5; Toccoa 6.

Legitimate Shows

Dark at the Top of the Stairs: (Biltmore) Los Angeles, Calif., 1-13; (Capitol) Salt Lake City, Utah, 15-16.
Look Homeward, Angel: (Memorial) Greensboro, N. C., 1-2; (American) Roanoke, Va., 3; (Center) Norfolk 4-6; (Colonial) Boston, Mass., 8-20.

(Continued on page 83)

ROLLER RUMBLINGS

By AL SCHNEIDER

MOTIVATIONAL research, the important new technique in sales promotion and advertising, is being introduced institutionally to roller skating thru the action of the Ohio chapter of the Roller Skating Rink Operators' Association of America. The chapter has retained a national advertising agency to undertake a job of research in Ohio to find out why people roller skate. The State will be canvassed on a sampling basis, with interviews directed to average parents and youngsters. The objective will be to determine their complete attitude toward skating and the reasons back of it. The findings of the chapter's unique research will probably be used as the basis of a national advertising program for the industry, according to Charles E. Cahill, secretary-treasurer of the RSROA. The research project is being conducted under the direction of John Calaganof, Porthmouth, O., chairman of the Ohio chapter, with Al Kish, Pearson Park Rink, Toledo, as chairman of the research committee. The actual research is being done by professional researchers employed by the agency selected.

After more than a year of experimenting, the gravity feed system for handling roller skates, as developed by Robert Chado, owner

of Roller City, Denver, has been pronounced "a complete success." Chado, whose big rink west of Denver had to be completely rebuilt following a disastrous fire last year, designed the roller skate rental system so that the management is required to handle each pair of skates only once between uses. For this purpose, a battery of windows, facing into the rink entryway, provides for the selection of the proper size of shoe skates from a towering row of gravity feed shelves, which slope within the room, down to the windows. Skates are simply fed into the rear of the gravity-feed unit from the caster-wheeled carts on which they are picked up after use, and rolled down a shelf eight inches wide, with two steel rails on either side keeping them in line. Then as each customer renting skates takes a pair from the lower end of the gravity shelving, the next pair rolls smoothly into place. Actually the system is simply an adaptation of the familiar cigarette vending machine with row after row of chutes. Using the same system for roller skates means that the entire job of renting skates to rink customers is a self-service one, and requires so little time that the entire skate inventory could be distributed among customers in less than 20 minutes. Chado, who expected several bugs to develop in the original design of the system, has been thoroughly pleased to find that there are "no bugs whatsoever."

Calif. Fair Execs Honor Ed Paine

SACRAMENTO — More than 500 friends of Edward L. Paine, assistant manager of California State Fair and Exposition, honored him in Governor's Hall prior to his March 31 retirement. He leaves the fair on that date, which will mark his 70th birthday.

Among the honors bestowed upon him were a gold medallion presented by the fair; a membership in Western Fairs Association Hall of Fame, announced by Tulsa Scott, WFA president; bound volumes of more than 400 congratulatory wires and letters, a round-trip ticket to Hawaii and a check from admirers for more than \$1,200.

Paris Bill Listed

PARIS—Cirque Medrano's January bill has Klant's lions and tigers, presented by Jean Michon; Donatha's bears; Vera Strassburger, Manoella's poodles; Sabine Rancy, high school; Dany Renz, bareback, and Derrick Rosaire's trained horse.

Aerial and ground acts were Troscia, aerial novelty; Two Aeristos, rotating perch; Brahim-Tallas Troupe, tumblers; Gambys, acrobats; Alvarez and Yovani, novelty juggling, and the clowns, the Barrios and Athos and Billy.

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NO MIRRORS TO BREAK
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MANSHIP LIGHTING EFFECTS AND SOUND EFFECTS. IT'S
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ads in the
Classified Section
this issue



THE FINAL CURTAIN

BENHAM—F. Darius, 57, public relations man and founder of the Circus Saints and Sinners, died January 25 in his Bayville, N. Y., home. (Details in Show News section.)

BOURGEAULT—Philip J., former manager of a Lagasse Amusement Company unit, December 23 in Meriden, Conn. Services December 28 in St. Joseph Church, Haverhill, Mass.

GURTLER—Mrs. Marie, wife of the operator of Elitch's Garden, Denver amusement park, at a Denver hospital Wednesday (25). Details elsewhere in this section.

HOLMES—Harry (Happy), circus juggler and clown, at Ann Arbor, Mich., recently. A resident of Alma, Mich., he had been hospitalized at Ann Arbor. He had been with such circuses as Tol Teeter, Cole Bros., Mills Bros., Fowler Bros., Patterson Bros., Romig & Rooney, Hagen Bros., Beers-Barnes and Zell Bros. He was with the Ketrow Renfro Valley show one season and also had played fairs and celebrations. He also was a show painter and wood carver.

KAHN—David A., 62, concessionaire with West Coast Shows, January 22 in Veterans' Hospital, Sawtelle, Calif., following a long illness. Born in Pittsburgh, he trouped with the Johnny Jones, Sheesley and other shows before moving to the West Coast, where he was known as Abie the Agent. He was a member of the Pacific Coast Showmen's Association, Los Angeles, and Show Folks of America, San Francisco. Survived by his widow, Jean. Military funeral, with arrangements handled by Malinow & Silverman, were followed by burial in Mount Sinai Memorial Park, Burbank, January 24.

KIPLEY—Jesse, 64, electrician on the Badger State Shows for 22 years, January 24 in Veterans' Hospital, Milwaukee, of lung cancer. Survived by his widow, Lilly.

LEWIS—Mrs. M. W., mother of Johnnie B. Williams, Side Show band leader and minstrel manager, at Cleveland recently.

RUSSELL—Lorne M., 65, manager and auditor of winter quarters for the Ringling-Barnum circus since 1956, of a coronary thrombosis at Sarasota, Fla., January 20. He was born in Canada and joined the Sells-Floto Circus at Chicago in 1920. Later he was with Cole Bros.' Circus and moved to Ringling in 1950. Survivors include a daughter, Mrs. Paul Schamore, Louisville, and a son, Robert, Williamsport, Pa.

SCHAFFER—Walter A., billposter with the Happyland Shows for many years, January 24 in Rochester, N. Y. Survived by his widow, Florence, and a son, Edwin.

SHEAR—Charles, 65, proprietor of the novelty company bearing his name, died January 19 in New York. (Details in Show News section.)

THOREK—Dr. Max, 79, long-time Showmen's League of America member-physician and internationally famous surgeon, January 25 in Chicago of a heart attack. (Details elsewhere in this section.)

ZANE—Myrtle, for years a member of the J. George Loos Shows, recently in Texas City, Tex. She also was known as Myrtle Adams. Survived by brothers and sisters.

MARRIAGES

ALLTON-DAY— Clarence H. Allton, retired carnival and park operator, and Donna Day (Violet Lunde), actress, January 19 in Las Vegas, Nev.

BIRTHS

HERRIOTT— A daughter, Cynthia Jean, January 7 in Trenton, N. J., to John and Mary Ruth Herriott, of Hunt Bros.' Circus.

HOLLINGSWORTH— A son, Fred IV, January 12 in Bradenton, Fla., to Mr. and Mrs. Fred Hollingsworth III. Father is co-owner of Holly Bros.' Shows.

ALBUQUERQUE — The New Mexico State Fair broke all records during 1959 and racked up a gross of \$906,192 topping the previous 1957 high of \$899,735. The figures were disclosed in a year-end report submitted to the State Fair Commission by Tex Barron, fair manager. Weather cut into the fair's takes on several days and hurt play at the pari-mutuel horse races.

Illinois Pyro Marks 41st Year in Biz

DANVILLE, Ill.—The Illinois Fireworks Company this year is celebrating its 41st year in the business of pyrotechnics and its history closely parallels that of its president Joe P. Porcheddu.

Porcheddu learned the fireworks business while still a boy in Europe and came to this country where he settled in Glassboro, N. J., and worked for a fireworks firm there. As the result of his attendance at a World War I conference on military weapons in Washington, D. C., he was hired as superintendent of the Gordon Fireworks Company, a name well known in show business.

Porcheddu left that firm in 1919 and started his own business. Today he has three plants in the area one at Central Park, another at Hegeler and a gunpowder mill at Grape Creek.

Porcheddu, who is assisted by his two sons, Joe and Fred, has been in every State in the U. S. except two and in many foreign countries where he has fired pyrotechnic displays.

He is a member of the Rotary, Elks and Moose.

St. Paul Books TV Attractions For Winter Event

ST. PAUL — "Howdy Doody" will be a featured attraction of the 1960 St. Paul Winter Carnival, according to Paul Bremicker, general chairman. Carnival dates are January 29 thru February 8.

The NBC network show will originate from the St. Paul Auditorium Saturday morning, February 6, as part of the annual free children's variety program.

Clarabell the Clown will be in St. Paul several days in advance of the show. He will be filmed taking part in various Winter Carnival activities, and the film will be included in the telecast.

Grand marshal of the carnival's torchlight parade February 6 will be Bob Horton, who portrays scout Flint McCullough in the "Wagon Train" NBC-TV Western adventure series. He will lead the procession from Minnesota's Capitol to the St. Paul Auditorium.

Heth Owner

• Continued from page 70

itself, Kunz acquired four tractors and as many trailers which had been built specially by the Velares to transport the ride and also specially-designed hydraulically-operated erecting equipment.

Constructed in 1958, the Space Wheels were built "to last 50 or more years," according to Kunz. Its four wheels have a total of 32 seats. Per day capacity is rated at more than 20,000 riders.

No sale price was disclosed. Kunz, however, commented, "I could have bought a couple of good sized shows with the same size investment."

The purchase, he added, "confirms my faith in the future of the amusement ride business."

The Heth Shows has been one of the fastest growing truck carnivals in the Midwest and South in the last few years under Kunz' ownership and management. The acquisition of the Space Wheels is expected to add greatly to its fair-booking potential.

Provinces Compete for Winter Fair

HALIFAX, N. S. — Two provinces — Nova Scotia and New Brunswick—are competing for the Maritime Winter Fair which was left homeless last winter when fire destroyed its site in Amherst.

Halifax made strong bids in 1959. The Board of Trade and the Nova Scotia Federation of Agriculture have joined forces in an effort to bring the 1960 fair to that city. Facilities of the Halifax Forum were offered.

Fredericton and Saint John, N. B., also want the fair. An offer to relocate the fair in Moncton was termed unacceptable by the breeders.

Alex Thomson, Truro, secretary-manager of the association, said they hope a site will be chosen and the fair restored in November.

Chas. Shear, Novelty House Operator, Dies

NEW YORK — More than 300 persons, including importers, salesmen and others involved in the novelty field, paid homage at the burial of Charles Shear. The veteran jobber and operator died Tuesday (19) in Montefiore Hospital, the Bronx, where he had been admitted several days previous because of a heart attack.

Shear, who started in this country as an immigrant boy, became one of the nation's biggest novelty operators at fairs, celebrations, ball parks, race tracks and other outdoor events. In recent years, while presiding over the Park Row establishment bearing his name, he still retained his operation at the Kentucky Derby and elsewhere.

Masonic and Pythian rituals were conducted at the funeral, which preceded burial in Beth-El Cemetery, Paramus, N. J. The business will continue under the same title, Mrs. Shear announced. Paul Finkell, married to the Shears' daughter, Jocelyn, will remain active in the business. There is one grandchild, Gail Finkell.

Polack Chicago Date

CHICAGO—Polack Bros. Circus will play Chicago March 2-20. The dates are listed incorrectly in another place in this issue.

FOR SALE BOOMERANG RIDE

Now Dismantled and Ready for Delivery.

In Perfect Running Order.

Will sell to first party interested

\$1,500

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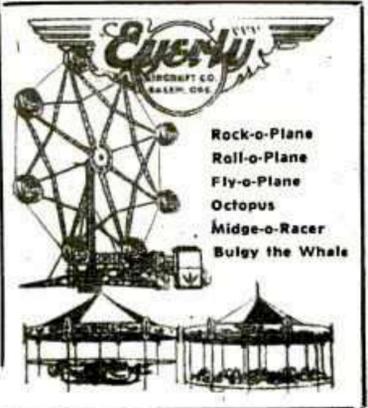
Whitney 5-1000

Benheim Dies; Spurred CFA, Circus Saints

BAYVILLE, N. Y.—The founder of the Circus Saints and Sinners, F. Darius (Freddie) Benheim, was killed Monday (25) in a fire at his home at 1 Meadow Lane. He was 57 years old. Benheim started the CSS in 1929, three years after being instrumental in organizing the Circus Fans Association.

The fire destroyed the top floor of the house, and he was trapped within. Widely known in all walks of life, he attended West Point briefly and served in World War I with the French Foreign Legion. He was public relations consultant to the Zeckendorf Hotels Corporation for the last three years.

Also at home at the time of the fire were Mrs. Benham, two daughters, Joanne and Suzanne, and a son, F. Darius, Jr.



SUREFIRE PROFITS SMITH and SMITH RIDES

- ADULT FERRIS WHEEL
- ADULT CHAIRPLANE
- KIDDIE SPACE PLANE
- TRAILER-MOUNTED AUTO RIDE
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Large acreage of land suitable for operation of rides. Has swimming pool, skating rink, large concession stands, entertainment stage and large picnic area.

Located about 10 miles west of Harrisonburg, Va., on U. S. 33. For further information contact

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Experienced Wheel Man with reasonable knowledge of Kiddie Rides and general ride maintenance.

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Engine and Wheels for Coaches Free. 4,000 linear ft. or 2,000 double ft. of track used for coal mines and converted for playground use. Connector bars, ties, spikes and bolts complete. Was used at the Randall Playground and will carry very heavy load. Engine and coaches need to be rebuilt and will carry sixty persons. Wheels are 30 in. apart. Priced for quick sale, \$2,750.00, F.O.B. Liberal, Kans. Contact

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When answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

IN MEMORY OF HARRY E. WILSON

WHO PASSED AWAY TWO YEARS AGO, FEB. 6, 1958

Always in my heart.
Your loving wife,
PEGGY

IN LOVING MEMORY



KENNETH (JELLY) VAN ZANDT

Passed away February 4, 1947
Gone, But Not Forgotten

MARY and CARL SHERMAN

CARNIVAL CONFAB

STEVEN COHN, son of Al (Red) and Isabel Cohn, graduated from Fairfax High in Los Angeles Thursday (28). While in school he was active in athletics and rolled up an enviable record. . . . Berta Harris is ill at her home in San Gabriel, Calif. . . . Charles Goss is busy in Santa Monica, Calif., where he is getting the Velare brothers' attractions ready for the 1960 opening of Pacific Ocean Park. . . . Loren Towers, manager for Blash & Hillgoss, is reported on the verge of matrimony. . . . Louis Wald is spending the winter in Los Angeles, deserting Phoenix, Ariz., for the season. . . . The C. H. Alltons (she is the former Donna Day) are continuing their honeymoon in Tucson, Ariz. . . . Jimmy Fry has advised Steve Vaughn, PCSA president, that he will prepare a rare Italian dinner for club members in the near future. . . . R. O. (Brownie) Smith is returning to show business in the side show field.

Mr. and Mrs. Frank Robinson, of Robinson's Western Shows, have been visiting in Los Angeles from their Everett, Wash., base of operations. The trip is a combination vacation and business jaunt with the Robinsons shopping for equipment for their two-unit operation. They visited Art B. and Carrie Thomas in Long Beach, with some negotiations expected to come out of the huddle. Robinson said a cookhouse is being added this year with many modern innovations. The joint will be 18 by 30 feet. He also reported purchase of an aerial banner to tow behind his plane as a bally. Among new dates to be played by Western Shows are Gray's Harbor Fair, Elma, Wash., and Kitsap County Fair, Bremerton, Wash.

Sam Abbott

★ ★ ★

Joe Mooney will have the girl shows with Page Combined this season. Harold Wetherbee is providing them on the organization's Florida tour. . . . Roy (Pepsi) Jones took ill at the Pennsylvania fair meeting and spent most of the time in bed. He skipped the New York session. . . . The Coleman family has a new baby, Mary Ellen Coleman having been born to Bobby Coleman and his wife on January 13. . . . Recent deaths include Eddie Sanseverino Jr., agent for Broadway Charley Davenport in New York, and Louis (Kaufman) Kaye, an agent well known around New York. He died January 22 after being stricken in the Hotel President lobby. . . . Bernie Feldman made one of his rare visits to New York, visiting relatives. . . . With Al Dorso having switched to the Gooding organization, the Cetlin and Wilson bingo will probably be operated this year by his former partner, George Goodman, it is understood. Dorso will have two units with Gooding, one with Marks Shows, and a bingo and cookhouse with Amusements of America, where he's also developing into quite a public relations man.

Dick Gilsdorf, new president of the Tampa club, has been very ill and hospitalized in St. Petersburg. . . . When Frankie Schillizzi arrived at the Harrisburg fair meeting the rest of the World of Mirth contingent had already left. "I'm just guarding the rear," he observed. Frank Bergen, Bucky Allen and Bud Sollenberger all turned out.

John Rudsill of the York (Pa.) Inter-State Fair is recuperating from a critical operation. . . . John Marks was due in Miami from his long Latin American tour on January 28. . . . Impressive eulogies were offered at the Durham, N. C. fair meeting by Judge Hunt Parker, for James E. Strates, and by Phil Cook, for Joe Prell. Irwin Kirby

H. N. (Doc) Capell writes from Coolidge, Ariz., that the Capell Bros.' Shows will get an early start with all 15 rides set to open February 15 at Phoenix, Ariz., shopping centers. Doc will again manage the operation, assisted by his three sons, Jack, Bob and Bill. Herb Skinner is general agent for Tommy Carson, business manager and con-

★ ★ ★

FLASHBACKS: 10 Years Ago—The Michigan State Fair switched its carnival organization and signed Al Wagner's Cavalcade of Amusements. They replaced the Gooding Amusement Company and Ray Marsh Brydon who had provided the fun zone for three years. . . . Ben Braunstein signed as business manager of Lawrence Greater Shows. . . . The Tampa Club baseball team, coached by pro baseball player Bert Haas, beat the Miami Club's nine and several Tampa teams. . . . Sam E. Prell announced that he had signed to play 34 dates and would again field two midway units, the second one to be furnished by Vivona Bros.' Shows.

Fair Time Set For Imperial Winter Fair

IMPERIAL, Calif.—Fair Time Shows, Inc., of which Olivia Waldron is president, has been signed to play the California Mid-Winter Fair here for 10 days starting February 26, Ken Hofman, secretary-manager, said.

Hofman said that the novelty contract had again been awarded Pat Treanor & Son, San Francisco. George Hunt & Associates, Hollywood, will book and produce the stagemat in two segments, each running three days starting Saturday, February 27, and Friday, March 4. Allen Ross will produce the horse shows set for Sunday, February 28, and Friday, March 4, afternoons. Andy Juaregi is staging the rodeos February 27 and 28, and Charles Curryer the big car races on the afternoons of March 5 and 6.

Public school music night is set for Friday, February 26.

Jerry Bonder Elected Prez At Montreal

MONTREAL—At a recent election of the Canadian Showmen's Association Jerry Bonder was named president of the executive committee, along with Jules Racine, first vice-president; Y. Monette, second vice-president, and L. Boulanger, third vice-president. Secretary-Treasurer R. Genest is active again after a long illness.

Newly named directors are W. Bonder, G. Chartrand, M. Lightstone and R. Morgan.

Syracuse, Hamburg Kept by Strates; Winter Haven OK

1959 Route Duplicated; Citrus Expo Gross Holds Despite Freakish Cold

ORLANDO, Fla. — A double victory was achieved by the Strates organization last week, one part being scored in this State and the other, much more important to the show's fortunes, being won by negotiations in New York. The basic elements were a satisfactory week at the Florida Citrus Exposition, and retaining of the prosperous fair dates in Syracuse and Hamburg, N. Y.

Hamburg's Erie County Fair returned its contract shortly before the State meetings in Albany, and after admittedly intense competition, the New York State Fair approval was finally announced on Wednesday (27).

Jimmy Strates, son of the late James E. Strates, and general agent Allen Travers, were involved in long sessions in Albany. The contracting completes this year's fair route along virtually the same lines as last year's, giving Strates an impressive series of dates in his first year as general manager.

Winter Haven's citrus date opened Saturday (16) and the first two days' gross were the best ever recorded there. Monday, the second day, far exceeded expectations. Hopes for a record week diminished and then disappeared when extremely cold weather set in. The total gross fell within \$3,000 of last year's and was satisfactory to all hands.

All 13 Towers Carried

The 40-mile return trip to winter quarters was made in short order and work continued on winter

projects. Strates said the five new light towers, built for last year's Greater Allentown (Pa.) Fair, will be carried this season, giving a total of 13. He said all 13 will be erected wherever possible.

Top money among rides at Winter Haven was the Mouse, and the Broadway to Hollywood Revue, fronted by Jack Norman, led the back-end units. Zacchini's Dark Ride and Funhouse had a brisk week. There was a nice complement of Tampa clubfolks attending but Strates called off the planned jamboree because of the cold, and rescheduled it for the fair in Orlando.

In quarters, work has included serious renovation of all flatcars. Decking has been torn out, followed by widespread scraping, rustproofing and re-decking.

After Orlando, the show will provide a ride operation in Savannah, Ga., then make its full-scale spring opening in Washington, D. C., on the Benning Road lot, starting April 21. Still dates will be played along the East Coast until the opening fair in Butler, Pa. Following will be Clearfield, Pa.; Hamburg and Syracuse, N. Y.; York, Pa.; Greenville, S. C.; Shelby, N. C.; Danville, Va.; Raleigh; Athens, Ga., and Albany, Ga. Another Northern date will be announced soon.

CETLIN & WILSON SHOWS

OPENING THE LAST WEEK IN MAY IN PETERSBURG, VIRGINIA

CAN PLACE: Cookhouse and Grab Combined, one capable of handling a large Railroad Show.

WANT FOREMEN: For various Rides, also Second Men. Experienced Working Men in all departments.

CAN PLACE: Grind Shows that do not conflict. New Shows that have merit, Penny Arcade. Will furnish wagons if desired.

WANT: All Hanky Panks. Will sell exclusive for Photos and Long Range Shooting Gallery.

WILL BE AT THE TAMPA TERRACE HOTEL, TAMPA, FLA., FEB. 6-10

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Want for an Outstanding Route of Still Dates, Celebrations and Fairs in Minnesota

Here are just a few of the Fairs for 1960:

Anoka County Fair, Anoka
Kandiyohi County Fair, Willmar
Dodge County Fair, Kasson
Benton County Fair, St. Cloud

St. Louis County Fair, Hibbing
Douglas County Fair, Alexandria
Otter Tail County Fair, Fergus Falls
Box Car Days (Labor Day), Tracy

Show will open about May 1 at Madison, S. D.

WANT CONCESSIONS: Now booking Concessions of all types. Must be clean and meet our high standards. Those already contracted, contact at once. Especially want Novelties, Scale & Age, Photos; Glass, Bear, Bird or Lamp Pitches; Duck Pond, Jewelry, Derby, Diggers.
WANT SHOWS: Any family-type Show, Motordrome, Athletic, Rock & Roll. Especially want 10-in-1 or Circus Sideshow with own equipment. Attractive proposition.
WANT HELP: Electrician (transformers), Ride and Truck Mechanic who can weld. Man capable of moving 15-Ride Show twice a week, who can get it up and down. Foremen and Second Men on all Rides. Winter quarters open March 20. Need Show Painter by April 1. NOTE: Minnesota electrical inspections are no problem for Concessions or Shows. We will see that you pass.
All Replies: AL BROWN, MADISON, S. D. PHONE: CLINTON 6-4473.

REID SIGNS ESSEX JCT.

Eastern Routings Nearly Completed

By IRWIN KIRBY

NEW YORK—With the major Eastern fair meetings being over, only odds and ends of fall bookings remain, after which owners and agents will be scouring around on still-date trips. Major contracts still unannounced at publication time included Bloomsburg and Allentown, Pa., and Brockton, Mass., and indications were that at least one of these awards will cause eyebrows to raise shortly.

In the State of Vermont, King Reid Shows has retained the Champagne Valley Exposition in Essex Junction, and World of Mirth will return to its Labor Day stamping grounds, the Rutland Fair.

At the Albany meeting, the following contracts were reported for New York State: Coleman Bros. Shows, Afton, Boonville, Nodwich, Altamont, Ballston Spa and Fonda. O. C. Buck Shows, Plattsburg, Gouverneur, Elmira, Malone and Bath. Page Combined Shows, Trumansburg, Canandaigua, Ithaca, Whitney Point, Sandy Creek Henrietta and Little Valley.

Reithoffer Shows has three-year contracts confirmed for Owego, Lowville and Watertown, and also

will play Waterloo, Morris Caledonia, Angelica, Palmyra, Walton, Rhinebeck and Schaghticoke. How-Reit Shows, in which Pat Reithoffer and Al Howard are partnered, is repeating at Middletown, N. Y., and Danbury, Conn. James E. Strates Shows continues at its New York State Fair and Hamburg locations. Other fairs contracted include Continental Shows at Westport and Chatham, Gooding Shows at Dunkirk, Uley Reithoffer Shows at Brookfield, M. D. Amusements at Cobleskill, and Jules Gillette Shows at Greenwich. All are New York State fairs.

Washington, Pa. Switches

A change in Pennsylvania sees Frankie's Rides set for the fair in Washington, Pa., played by another show for many years. The fair in Dayton, Pa., awarded to Eddie's Exposition Shows, will run August 15-20 this year, a week earlier than usual to avoid conflicting with Meadville. Ken Penn will play Meadville and Greensburg.

In Pennsylvania, Morris Hanum Shows has Manheim, Abbotstown, Huntington, Port Royal, Dallastown, Ephrata and others. Down South, Ross Manning's fairs include Tarboro, Trenton, Warrenton and Roanoke Rapids, all in North Carolina, and Galax and Woodstock, Va. Thomas Joyland is booked into Chase City, Va., and Concord, Leaksville, Kinston, Martinsville, Jacksonville and Roxboro, N. C.

Penn Premier Shows has the following route of fairs in North Carolina: Reidsville, Burlington, Winston-Salem's Carolina Farmers' Fair, both the Henderson white and colored fairs, Dunn, New Bern, Louisburg, High Point, Warsaw, and Mount Airy.

Fredericksburg and Warsaw, both in Virginia, are added to the Prell's Broadway Shows route.

Hilt Reveals Plan for New Lee's Funland

TROY, N. Y. — A new midway organization, Lee's Funland Shows, has been framed in this area and will hit the road this spring. It will comprise seven to 10 rides and up to five shows, Lee Hilt, show president, announces. Hilt attended the Albany fair meeting with Roy Peugh, former Altamont Fair secretary, and veteran advance man for the O. C. Buck Shows, who will hold a position with Lee's Funland.

Hilt is a former concessionaire and current operator of the Troy Diner on River Street here. Announcement of the full staff is forthcoming, he said, but quarters are established at some farm buildings at Eagle Mills belonging to his son-in-law. Several rides are in storage there.

Opening is planned for May in the Albany area, and the show plans a 22-week season, largely in the Hudson - Mohawk Valley area and New England.

THREE SHOWS AGAIN SIGN CALIFORNIA STATE FAIR

SACRAMENTO, Calif.—Midway contract for the 1960 California State Fair & Exposition has been awarded jointly to West Coast, Crafts, and Foley & Burk shows, Earl Lee Kelly, State Fair board president, said. Amount of the contract will be either \$135,000 or \$125,000 depending upon the gate admission which is now being studied.

If the gate remains at 50 cents, the carnivals will pay \$135,000 for the 12-day event. If the tab is increased to \$1, then the contract price will be \$125,000.

Dudley T. Fortin, State Fair manager, is currently compiling information which will be submitted to the board in February.

The combine, which has played the midway the past five years, was the highest bidder. The only other bid was that of the Frank W. Babcock United Shows, which bid \$90,000.

Freedman Concessions, San Francisco firm headed by Alex Freedman, was again awarded the novelty contract.

Michigan Ride Ops Form Association

DETROIT—A group of owners and operators of amusement rides have organized their own association tentatively known as the Michigan Ride Owners' Association.

The organization meeting was called by W. G. Wade Jr., of the

W. G. Wade Shows, and attending were Bob and Jerry Reid, Virel F. Dickey, Happyland Shows; Walton O King, King Exposition Shows, DeLuxe Rides and King Amusement Company; Tony Carl, A. J. Carl Shows; Eugene Skerbeck, Skerbeck Amusement Company, and Severin Hilt, Down River Shows.

Membership, according to Wade, is open to all ride operators and owners and is primarily for ride people rather than just carnival people. Wade was elected chairman of the organization and Bob Reid treasurer until a permanent election is held.

Representation at the State capital is planned by the association. One of the prime problems, according to officials of the group, is the high taxes on ride trucks which pay the going rate charged commercial truck lines. Another concern is the federal truck tax imposed in 1956. Other activities will include establishment of an inspection system of rides and a means of working out problems encountered by community or sponsoring organizations.

Ontario SLA Membership Tops 400 Mark

TORONTO — The Showmen's League of America, Ontario Chapter, has increased its membership to over 400, it was announced at the January meeting. Harry Shore, chairman of the membership committee, submitted 21 new applications which were approved to bring the total to that number.

(Continued on page 83)

C. S. Peck Sells Show To Thumbbergs

COLUMBUS, O.—C. S. Peck's Key City Shows have been purchased by Fred A. and Fred C. Thumbberg, it was announced last week at Thumbberg quarters here by Loretta Smith.

According to the announcement, the show will continue to operate under the Key City title, opening in late April to play shopping centers until the end of June, carrying 10 rides and about 25 concessions. The show then starts a route of fairs and celebrations thru Indiana, Tennessee and Alabama.

Hennies Leaves on World Sea Cruise

TAMPA—Mr. and Mrs. Harry Hennies, longtime midway folk, and their two daughters, Cherie and Pat, left here recently on their 61-foot motor sailing yacht for a three-year around-the-world cruise.

According to plans, the trip will cover 45,000 miles. Mrs. Hennies will serve as teacher for the children. Seeing them off were Mr. and Mrs. Al Sweeney, Mr. and Mrs. Sam Delaney, Mr. and Mrs. Bernie Mendelson and Helen Julius.

Attractions Well Repped At Missouri Fair Meet

JEFFERSON CITY, Mo.—Carnival and attraction representatives and fair suppliers were out in usual goodly numbers at the recent meeting of the Missouri fair executives here.

Among those present were M. S. Albright, Albright Concessions; Mrs. H. W. Bartholomew and Mr. and Mrs. Scotty Scott, American Beauty Shows; Fred H. Kressmann, Billy Senior, Barnes - Carruthers Theatrical Enterprises; Mrs. Sidney Belmont and daughters, Lorraine and Alice, Sidney Belmont Amusement Service; Earl D. Backer, Blue Grass Shows; Mr. and Mrs. E. Campbell, rides and concessions;

Tom Drake, Debbie Knight, and Hazel Randall, Tom Drake Agency; Bessie Eek, Bobby Eek, M. L. Kusewitt, Eek Hammond Organ Rental Agency; Mrs. Pearl Evans and sons, William and Don, Evans United Shows; Mr. and Mrs. B. E. Miller, Gala Exposition Shows; William Garrett, Garrett Music Sound Service; F. O. Poole, Gladstone Exposition Shows; Le-

(Continued on page 82)

vapor illumination and a new entrance arch with slimline. A p.a. system with music and paging will also be used.

Heth Shows will run two units for part of the season. New additions are Illinois fairs at Decatur and Lincoln, and the Soldier's and Sailor's Reunion at Salem. Repeat fairs will include those at Du Quoin, Harrisburg, Olney, Mount Vernon and Flora. Show will still date at the Champaign fairgrounds 30 days ahead of the fair. A new Tilt-a-Whirl is being picked up at the Sellner plant in Faribault, Minn., and the show's Octopus is at the Eyerly factory for a complete overhaul.

Others at the meeting here included Buff Hottle, Buff Hottle Shows; Mr. and Mrs. Earl Bunting, Bunting Enterprises; W. H. Bailey, concessions; Carl Burkhardt, Bill Hamm, Burkhardt Shows; Mr. and Mrs. Earl Backer, Blue Grass Shows; Euby Cobb, International Association of Showmen; Frank Dietz, concessions; Paul Dispensa, Paul Dispensa & Sons; Paul Drago, Drago Amusements; Morris Lipsky, concessions; George Freiberg, concessions; John Gallagan Jr., Bill Gullette, Imperial Shows; Mrs. Henry Hickman, concessions; John Hansen, A-1 Amusements; Ralph Hunt, Hunt Amusement Company; Jack Lindle, Lindle Shows; John

(Continued on page 83)

FLOYD GOODING CONTRACTS OHIO STATE FAIR 41ST TIME

COLUMBUS, O.—The Gooding Amusement Company will be on the midway of the Ohio State Fair this year for the 41st time. The contract for the 1960 fair was awarded Tuesday (26).

Floyd E. Gooding, president of the carnival company bearing his name, pointed out after the contract closing that his organization supplied the midway attractions at the fair for the first time 45 years ago and has supplied such attractions to the fair every year it operated since that time. The fair was not held four years of that period because of World War II.

Gooding reported that a total of close to 100 fairs of various sizes, including a number of major fairs, have already been signed by his organization for the coming season. Expected additional contracts will raise the number to over 100 fairs, he said. These, he added, will take Gooding units into 12 States.

B. THOMAS SHOWS

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Can Place for 1960 Season

RIDES Want Dark Ride and Flying Coaster.	CONCESSIONS Long and Short Range Shooting Galleries, Hanky Panks of all kinds.
SHOWS Want Monkey Speedway, Illusion Show, Grind Shows of all kinds. Must be neat and have good equipment.	HELP Want Foremen for office-owned rides. Man for front gate and towers, Second Men who drive and stay sober. Top wages plus bonus. Can place Show Painter, starting April 1.

Fair route includes Western Canada B Circuit, Colorado State Fair, North Central Kansas Free Fair, South Dakota State Fair, Great Clay County Fair, Corn Palace, National Dairy Cattle Congress.

Contact BERNARD THOMAS, Gen. Mgr., Winter Quarters, Lennox, S. D. P.S.: Will be at Hotel Tampa Terrace, Tampa, Fla., Feb. 5-9.

GOODING AMUSEMENT COMPANY

WANTS

RIDE EMPLOYEES

Our new factory will afford year-round employment. We demand and will pay for the best Ride Foremen and Helpers in the industry. Drivers preferred.

★ SHOWS ★

Clean entertaining Shows of all kinds. No Girls or Geeks. Great opportunity for worthwhile attractions—especially Single-O and Pit Shows. Have booked 100 outstanding Fairs, including several State Fairs. Best dates on North American Continent.

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Tampa Terrace Hotel, Tampa, Fla., Feb. 5-10.

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OPENING THURSDAY, APRIL 21—EXCELSIOR SPRINGS, MO.

Can place Buckets with Hanky Panks. Also Short and Long Range, Bear, Glass and Bird Pitches, Scales and Age, Photos, One Ball, Coke Ring, Hoop-La, Pitch-Till-You-Win, Striker, Foot Longs, Custard, Dip, Bushels and Ball Games.

Address: P. O. BOX 10245, FT. LAUDERDALE, FLA.

BEE'S OLD RELIABLE SHOWS, INC.

Want for Mardi Gras, Mobile, Ala., Feb. 18-March 1, Knights of Columbus lot, any Direct Sales, Novelties, Short Range, Cotton Candy, Popcorn, Candy Apples. (Speedy Merrill, contact.) All replies to

TEX ROBERTS, Mobile, Ala. Phone: GArden 4-4375. (No collect.)

Want to buy Short Range. Need Foremen for Wheel, Octopus and Rolloplane, also Second Men for all Rides, to report at once to Winter Quarters, De Funak Springs, Fla. Phone: TWIn Oaks 6-5831, 8 a.m. to 5 p.m.

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BOB ROACH, SR.

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"Southwest's Largest Irish Celebration"

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AUGUST 10, 11, 12, 13.
Contact HAROLD KINDLE
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Tampa Club Elects Dick Gilsdorf Prez

TAMPA—Richard Gilsdorf has been elected president of the Greater Tampa Showmen's Association, succeeding Earl Maddox in the top spot.

Also named were Carl J. Sedlmayr Sr., first vice-president; Roland Page, second vice-president; Jack Flynn, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer.

Elected to the board were Maury Brod, W. Bill Clain, James Cyrs, Sam Delaney, Virgil Dickey, C. J. (Clet) Fowler, Jack Gallupo, Harry

(Irish) Gaughn, Robert Hasson, Edward Hunter, T. W. (Slim) Kelly, Billy Lauther, Earl Meyers, Jack Norman, W. O. (Bill) Page, Jerry Reid, George Ringlin, Jack Rose, Harry Rubin, David M. Schwartz, Joe Sciortino, E. James Strates, Al Sweeney, Jack Wright Jr. and Eddie Yeager.

The club used a voting machine for the first time, and ballots were counted in a matter of minutes.

The club's annual picnic and fish fry near Gibsonton on Sunday (24) drew over 600 adults and children. The Showmen's Boat Club presented a spectacular parade under command of C. J. Sedlmayr Jr. Charles Bickford emceed the entertainment. Chet Fowler was general director, assisted by Al Wood, B. Harrington, Al Stafford, Jack Norman, Archie Feathers, J. Jackson, H. Brocies, Whitey Sutton, M. D. (Doc) Hartwicke, Robert Sugar, Robert Garner and Mario Zacchini.

Detroit Club Gets Gavel

DETROIT — Presentation of a gold-banded gavel as the symbol of the president's office to the Michigan Showmen's Association (MSA) highlighted the opening meeting of the new official year Monday night at the clubhouse. The gavel was the gift of Ben (Frisco) Lansberg, retired concessioner, who is currently in Kentucky, and was formally presented in his behalf by Jack Dickstein, past president.

Vice-President Harry Stahl presided at this first meeting in the absence of President Bob Morrison, and was assisted by Second Vice-President Frank Cook, Treasurer Edor Burge, and Executive Secretary Calvin Lovejoy.

Stahl proposed the revival of the Fair Secretaries' Party, held for some years but dropped several years ago, as the prelude to the annual fair convention in January. The party would be held on Sunday night before the convention in the clubhouse and would not conflict with the annual installation banquet conducted by the Auxiliary.

Mo. Meeting

Continued from page 81

roy F. Hackmann, Hackmann Sound Service; W. T. Hale, Hale's Shows of Tomorrow; Fielding Graham, Holiday Amusement Co.; Mrs. Peg Hewitt Homan, Lashbrook Tent & Awning Co.; W. E. Mahaffey, Mahaffey Bros. Tent & Awning Co.;

J. C. Michaels Sr. and Jr., J. C. Michaels Attractions; Lewis Garner, Mo-Ark Shows; Mr. and Mrs. Clarence Slaten; Mound City Shows; Bill Dillard, Sonny Myers Amusement Co.; Al Sweeney, National Speedways, Inc.; Frank Sharp, John J. Wills, Regalia Mfg. Co.; Fred Herrin Jr., Paramount Fireworks Co.; Dutch Schroeder, Rose City Rides; Glen Boyd, Stanley Swan, E. G. Staats & Co.;

Aut Swenson, Swenson Thrillcade; G. G. Hoey, Pinkerton's National Detective Agency; Ted Tillman, Eddie Gromack, Ted Tillman & Associates; Paul E. Turner, Turner Sound Service; Ben Truex, Truex-Peebles Enterprises; Gerald A. Wald, Wald & Co.; Bob Craddock, Gus Karras Wrestling Assn.; Leo Overland, Trans-World Auto Daredevils; Jack Lindle, Lindle Shows; Mr. and Mrs. Everett Winrod, Monarch Exposition Shows; Ed Murphy, Bundy Oldsmobile Co.; A. B. Jefferies, Pine Hill Miniature Railroad; Steve Lee, Joe E. Greene, S. & W. Shows; Ernie Campbell, Campbell Tent & Awning Co.; R. E. Thomas, Funland Shows.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Evans United Completes Route Booking

PLATTSBURG, Mo. — Evans United Shows has completed its 1960 route, it was announced here by Mrs. Pearl Evans, owner. Mrs. Evans and three sons, William, Donald and James, returned here after a round of fair meetings where they signed dates.

Plans are to bow in North Kansas City, Mo., late in April and play lots in that area thru May and June. Rich Hill, Mo., is set for the July 4 stand. Then fairs at Hopkins, Barnard, Savanna, St. Charles, Columbia and Washington, all in Missouri, follow. Kansas fairs will include those at Wakeeney and Winfield.

Missouri street fairs are set at Lexington, Concordia and Liberty, and the show will also be at the Sedalia centennial. The St. Charles, Mo., and Wakeeney, Kan., fairs are new to the route.

Page Com. Open, Keep N. Y. Fairs

HOMESTEAD, Fla. — Page Combined Shows trucked into Homestead Air Force Base this week for the third date in its 1960 season, beginning with a Florida tour. Kickoff was in Naples, followed by the Miami Youth Fair. Show had wintered in Lutz, outside Tampa, since its Southern fairs ended last November.

Nine weeks of Florida dates are projected, then a season of celebrations and fairs. Only a couple of customary still dates are booked. Roland Page, business manager, made his first visit to the New York fair meeting in company with general agent Marty Smith, and the results were encouraging, with all fairs being retained.

A long season of fairs is in the works, centered on the seven spots in New York, a State being played for the seventh season. Booked are the Trumansburg Fair, Ontario County Fair in Canandaigua, Tomkins County Fair in Ithaca, Sandy Creek Fair, Monroe County Fair in Henrietta, Cattaraugus County Fair in Little Valley, and Broome County Fair in Whitney Point. Fairs to follow are in Bedford, Va., Morganton, N. C., Chester, S. C., Newnan, Ga., Opelika and Dothan, Ala., and Americus, Brunswick and Tifton, all in Georgia.

The show precedes its fairs with a celebration in Alleghany, N. Y., then a July Fourth Firemen's date in Shinglehouse, Pa., and the Trumansburg date.

Routing up to Sandy Creek from lower Florida gives the show the longest North-South tour being made this year, since the New York spot is near the Canadian border. Making the swing are 22 office-

owned rides and seven office-owned shows, as the nucleus. Since attempting a Northern season that, a Helicopter.

Staff has Bill Page, general manager; Roland Page, business manager; Mrs. Bill Page, secretary; Dave Dicorte, concession manager; Marty Smith, general agent; John Lucas, electrician, and Frank Rupp, ride superintendent. show has prospered and improved, with a Paratrooper being the most recently acquired unit. Last year the Pages bought a Rock-o-Plane and Scooter, and the year before

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CAN PLACE: Legitimate Concessions only.
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LEE HILT, 47 Bank St., Troy, N. Y. Tel.: Troy, Ashley 2-0895 nights only or LEE'S TROY DINER DAYS
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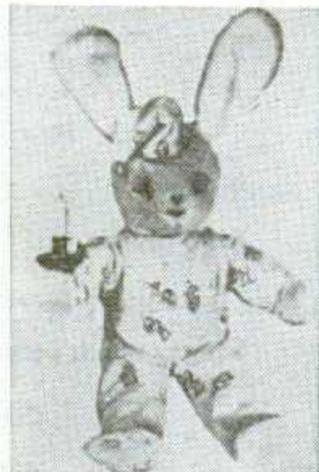
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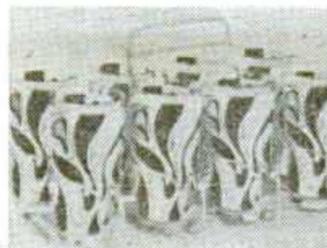
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A plush rabbit that comes with a miniature night lamp. Operates from a dry cell and lights up when pressed. Animal is dressed in washable pajamas and sleep cap. Foam-Aire stuffed. Includes dry cell. Retail \$2.98.—Elka Toys, 200 Fifth, New York City.



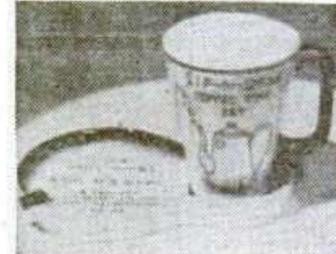
RATTLER

Called "Rudy the Rattler," this toy unwinds to 24 inches long, has a lifelike feel. Made of soft plastic in colorful greens and yellows. Packed in a poly bag. Retail at 49 cents.—Teknoplast, 4026 W. Jefferson, Los Angeles.



CADDY SET

Eight tumblers, 11½-ounce capacity, in a brass caddy. High ball glasses have black and white safari design with gold rimmed tops. Retail at \$2.98.—Hazel Atlas Glass, 100 East 42d, New York City 17.



COMBINATION

Set consists of cup and combination saucer-ash tray in white with brown border and black lettering. Ash tray is 6½ inches long; cup is 3¾ inches high with 3-inch top diameter. Retail at \$1.—Parksmith Corp., 250 Fourth, New York City 3.

LAUNDRY SET
A miniature laundry set in plastic case 2¼ inches long. Includes 10 little plastic clothes pins. Stretchable rubberized clothes line. Weighs one ounce. May be imprinted with buyer's name for use as premium. Priced \$2 per dozen in minimum of three dozen; sample \$3.—Sterling Jewelers, Inc., 1975 E. Main Street, Columbus, O.

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A balloon assortment called "Circus of Balloons." Come in four assortment and is decorated in a circus motif with large clown face. Various assortments sell at \$1.80, \$3.60 and \$4.80. Some have nickel balloons, others dime sellers.—Faultless Rubber, Ashland, O.

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- 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 Chicks, 4 doz. 2.00

SAMPLE ASSORTMENT
96 Pieces only \$18 f.o.b.

- New Pajama Bag Bunny . . . \$14.40 dz.
- 20" Fine Plush Rabbit . . . 12.00 dz.
- 38" Plush Giant Rabbit . . . 24.00 dz.

Sample Ass't: 6 each Pajama & 20" Rabbits plus 3-38" Rabbits \$19.20 FOB.

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

You Can't Beat BRODY
For Merchandise ST. PATRICK DAY SPECIALS
 #4892 - 2 1/2" x 1 1/2" CHENILLE LAPEL SHAMROCK, with hat or pipe attached. Gross—2.25.
 #1035 CELLO GREEN DERBY. Doz.—1.00 Gr.—9.75
 Send for FREE copy of our new catalog of premiums and give-aways.
M. K. BRODY & CO., INC.
 916 So. Halsted Chicago 7, Ill.
 LD Phone: MOntrope 6-9520-9521
 In business in CHICAGO for 47 years.

ATTENTION WATCH REBUILDERS
 All types of used watch movements, in A-1 working condition. Swiss as low as \$1.00 and name-brand movements from \$2.00. Block on hand. Immediate shipments. EXCLUSIVE SUPPLIER TO REBUILDERS.
JOSEPH BROS.
 Room 1308, 5 So. Wabash Ave. Chicago, Ill. Phone: STate 2-2774

modern careers
 ... in today's stream-lined Navy, Electronics, Radar, guided missiles ... careers of the future.
NAVY

PIPES FOR PITCHMEN

Five Years Ago In Pitchdom

Jack (Bottles) Stover was battling the cold breezes around Harrisonburg, Va. . . . Al Delesk, circulation manager of The Southern Planter, was there, too. . . . E. C. Pardee was working paper to fair results in Kentucky. . . . Tom Kennedy reported the sale of one of his detective yarns to Dell Publications' Front Page Detective. . . . Big Al Wilson was in Venice, Fla., working for his brother, Duke, who had concessions at local drive-in theaters.

C. B. Mogridge was in Thomasville, Ga., planning to book a concession with Jack Greenspoon at Seaside Park, Virginia Beach, Va., for the upcoming season. . . . Robert (Heavy) Forkner, a patient in a sanatorium at Black Mountain, N. C., was visited by Horace Braziel. . . . Doc Blanton was going strong with costume jewelry in the hills of Western North Carolina. . . . After a hectic deal in a St. Paul store during the pre-Christmas weeks, Happy Heller was back in Sam's department store, Detroit, working oil. . . . Magical Jack Gillis was in the Veterans' Hospital, Butler, Pa. . . . Ray and Anita Bossi were working plastic towels in a Woolworth store in Minneapolis.

Among the pitch folks attending a holiday party at Jack Anthony's Miami estate were Big Al Wilson, Ray Herbers, Madaline Ragan, Ed (Steamboat) Hutchinson, Peco Maynard, Mr. and Mrs. Phil Kraft, Tip and Lil Hallstrum, Jerry and Stella Mullins, Benny Ackerman, Mr. and Mrs. Brooks, operators of home shows; Mrs. Lucy Yamanaka, Mary and Walter Stoppel, Chet Wedge, Dick Kanthe, Bill Summers, Mr. and Mrs. Earl Davis, Bill Robin, Walter McGrain, Dave Greer, Paul Doyle, Hank Stuart, Joann Sand and Mary Ragan.

Jim Brown was working sky gliders in a chain store in Columbia, S. C. . . . C. D. Boyd was picking up the kale working a sponge joint in Washington. . . . Gus C. Yatron, purveying eyeglass cleaner at auctions in Reading, Pa., announced the birth of a daughter. . . . Mae Rogers was working foot remedy in Trenton, N. J.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS
 • TIP BOOKS •
 • BASEBALL BOOKS •
 at very, very reasonable prices
 Phone Wheeling—Cedar 3428.
Columbia Sales Co.
 302 Main St., Wheeling, W. Va.

Midget Bible
 Only 1x1 1/4-in. Over 200 pages. Illustrated. Choice of black or white cover with gold imprint.
 ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION
 Either style: 90¢ dozen, \$6.70
 Send 15¢ for sample of both per 100 \$50.00 per 1000 F.O.B. Detroit
Johnson Smith Co., Detroit 7, Mich.

MAKE MONEY SELLING TIES—BUY DIRECT FROM MANUFACTURER
 Sell outstanding line of Ties. Personalized Ties with name or slogan. Slim Ties, Matching Tie Kerchief with Tie Tack. New Styles. Money-Back Guarantee.
 SPECIAL OFFER—Send \$1 for 2 Samples of 1 Tie and 1 Tie Kerchief Set.
PHILIP'S NECKWEAR
 20 W. 22d St., Dept. 530, N.Y. 10, N.Y.

BALLOON STICKS
 Pennant Canes, Plush Toys, Slum. If you are a large user, write for quantity prices.
MIDWEST MDSE. CO.
 1008 Broadway Kansas City 5, Mo.

GIVE TO DAMON RUNYON CANCER FUND

Direct From Manufacturer
SENSATIONAL PROMOTION
 VERY LATEST
 Hollywood Created
GLAMOUR EARRINGS
 \$36.00 Per Gross Sample Doz. \$3.50
 Free display rack with gross order.
HUNDREDS of fast selling styles
 Dangle—Clip On—Pierced. Highly polished tailored styles. Rhinestone type set with sparkling Aurora rainbow stones.
 Guaranteed \$1.00 retailers. We will exchange any styles that don't sell. Send for FREE Catalog of 150 other hot jewelry items. 25% Deposit on C.O.D.'s
PACKARD JEWELRY CO.
 Dept. BE, 48 W. 25th St., N. Y. C. 10, N. Y.

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

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. fe29

THE ENTERTAINER — TOPICAL GAGS, original monologues, one liners, stories, risque jokes. Sample copy \$1. 12 issues, \$12; 4.00 a gag, \$30. Eddie Gay, 242 W. 72d St., New York 23, N. Y. fe15

25,000 PROFESSIONAL LINES: ROUTINES, Night-Bits, Parodies, Topical gag service, too! Free catalog. Write Robert Orben, 311 E. Carpenter St., Valley Stream, N. Y. mh21

Agents, Distributors Items

COMBINATION RAIN BONNET, COMB, Brush Case. Volume, \$1 value seller; Gross, \$21; sample dozen, \$2. Federal Trading Company, 176 Federal St., Boston, Mass.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Raleco," XL, Boston 19, Massachusetts. ch-np

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED A sure way to attract more attention and secure greater results. RATE: \$14 PER INCH Rule border permitted when using one inch or more.

JEWELRY CLOSEOUTS

FREE CATALOG
 E5—Stone E rgs, etc., asst., Gr. . . . \$12.00
 E1—Tailored E rgs, asst., Gr. . . . 18.00
 E2—Stone & Pearl E rgs, asst., Gr. . . . 21.00
 E130—Rhinestone E rgs, asst., Gr. . . . 30.00
 O1—Odd Lot Brace & Neckls, Gr. . . . 15.00
 B40 4—Stone NK, Brace, & E R, Bx, Dz. 7.20
 R19—Asst. Rel. Neckls, Bxd, Dz. . . . 3.50
 R11—Ladies' Birthstone Rings, Gr. . . . 9.00
 F4—E RG, 3-strand NK-BR, Bxd. . . . 7.20
 415—Men's or Lad. Watch Exp., Dz. . . . 7.20
 419—Men's asst. Stone Rings, Dz. . . . 3.25
 1165—Flashlights, Tri-Color, Dz. . . . 4.00
 Samples Reg. Price—25% Dep., Bal. C.O.D.

NEW ENGLAND JEWELRY BUYERS
 124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS . . .
 stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Pro-tectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.
GENERAL PRODUCTS
 Dept. BB-107, 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.

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. fe29

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, . . . \$3.75 & \$5.00 Dz.
 Asst. . . . \$3.75 & \$5.00 Dz.
 Cultured Pearl Tie Slides, . . . \$ 2.00 Dz.
 Asst. Boxed Sets . . . \$4.50 to \$ 9.00 Dz.
 Boxed Sets, Asst. . . . \$9.00 & \$18.00 Dz.
 Eng. Pearl Sets, Boxed . . . \$4.50 Dz.
 Cultured Pearl Pendants, Boxed \$3.50 Dz.
 Rosary Beads, Boxed . . . \$8.00 & \$9.00 Dz.
 Children's Neckls, Boxed . . . \$3.00 Dz.*
 Pins, Asst. . . . \$1.75 & \$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 1959 styles, \$4.95 up. Buy direct from importer! Electrical Tools Costume Jewelry, Rings, Perfumes. Write today. Jet Premiums, 2587-BM W. Pico, Los Angeles 6, Calif. fe1

HOSIERY—LOW PRICES LADIES' MEN'S, Children's, Ladies' Nylons, packed cello bags, \$3 dozen. Promot shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. fe29

SALESMEN! AGENTS! DISTRIBUTORS!

\$65 MAKE BIGGER PROFITS \$58
 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.

WILL YOU TEST NEW ITEMS IN YOUR home? Surprisingly big pay. Latest conveniences for home, car. Send no money, just your name. Kristee, 115, Akron, Ohio.

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. National Mail Order, 2111-AF Roosevelt Rd., Chicago 8, Illinois. eh-np

Animals, Birds, Snakes

A YOUNG DOG DOING SPECIALTY FOR your act. Also other Dogs doing tricks. Alfreita, Mounted Route, New Cumberland, Pennsylvania.

BEAUTIFUL YOUNG SHETLAND STAL- lion. Pickout Pony. Many other tricks. Also young Dogs turning somersaults thru hoop. Johnny Pringle, Lutz, Fla.

CHAMELEONS, \$15 HUNDRED PREPAID: live arrival guaranteed. Twenty-foot Python, \$800; Rattlers, \$5. Harmless Snakes, \$1. Snake Farm, Laplace, La. fe15

CHIMPANZEES, BABIES, \$500 EACH AND up; full-grown Chimpazees, \$400 each; 1 Female Lion Cub, six months old, special, \$125. All f.o.b. New York. Trefflich, 228 Fulton St., New York.

CHIMPANZEES: 14, WEIGHING 60 TO 120 pounds. Females, \$200; Males, \$350. Steel Arena Misc. Caging. John Ash, Lake Wales, Fla.

DROMEDARY MALE CAMEL, 7 YRS. OLD, can be led. \$1,250; Giant Red Kangaroo, \$375 each; Aoudads, \$45 each; Fallow Deer, \$65 each (pairs only); 1 Male Himalayan Bear, \$125; Malayan Sunbear Cubs, \$250 pair; f.o.b. N. Y. Trefflich, 228 Fulton St., New York.

FOR SALE — FREAK HOG, PART MALE and female. Alvin Gerdes, Rt. 3, Beatrice, Nebraska.

FOR SALE—5 FT. PERFORMING GENTLE Elephant, \$3,000; 2 trained male African Lions, 2 years old, 20 ft. arena cage wagon, \$1,900. Royals Circus, P. O. Box 549, Decoto, California.

HORSES, PONIES, ACTS—BREAK TO ORDER by Capt. Baranowski, High School horses and pony drills for sale. Star Stables, 7311 Irwin Rd., Raytown 38, Mo.

PETS, BIRDS, ANIMALS, REPTILES. Every description, trained or untrained; shipped anywhere; live arrival guaranteed; wholesale, retail. Information or price list, \$1 (refundable). Jungeland, Florida. Ala. fe8

1 FATHER, MOTHER, BABY GUANACO family of 3, \$1,000. Single Male Guanaco, \$450; Female, \$475. 1 Male Cheelach, tame, 2 yrs. old, \$850; 1 partially tame male, 2 yrs. old, \$750; f.o.b. N. Y. Trefflich's, 228 Fulton St., New York.

Business Opportunities

AMUSEMENT PARK, LONG ESTABLISHED. On beautiful lake in Western New York State. Large pavilion, dancing, swimming, boating, Merry-Go-Round, Ferris Wheel, different rides and amusements. Stock car race track. Cottages, nice home. About 50 acres land. Price \$150,000. Southern Tier Realty Co., Inc., 148 N. Union St., Olean, N. Y.

AMUSEMENT PARK AND SWIM CLUB near Philadelphia, Valley Forge area. Buildings, rides, boats, etc., \$25,000 cash, balance mortgage. Box 49, Lansdale, Pa. UL 5-7910.

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-tfn

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
 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 & M 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

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. Sipeo 4469 E Olympic, Los Angeles 23, Calif. fe1

MUST SELL IMMEDIATELY—PENNY ARCADE, reasonable. For further information write: Julia Pace, 25 E. Washington St. Phoenix, Ariz.

OPERATE PROFITABLE EMPLOYMENT Agency; home or office; full or part time. Franchises available. Write Personnel Associates, Box 592-BB, Huntsville, Ala. fe15

PORTABLE ROLLER RINKS, 40'x80', 40'x100'; complete new Tents, sectional floors, sound systems, shoe skates, clamp skates optional, counter, wiring, etc. \$4,250, \$5,850. Bertram Orr, Rt. 1, Rockvale, Tenn. Phone: CR 4-4019.

This is a **DISPLAY CLASSIFIED AD**
 Your Advertisement Displayed in a space this size will cost only \$14 per insertion

WANTED—IF YOU ARE OR HAVE BEEN in the outdoors amusement field, this is the answer to profits in large or small populated areas. Write for full details to: Doe Amusement Co., 302 Locust St., Dubuque, Iowa. fe8

YOUR OWN BUSINESS—WITHOUT IN- vestment! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-20 Chicago 32. fe22

60" SEARCHLIGHTS AND PARTS, UNUSED Sperry and G. E. Lights and Generators; complete line of Parts, Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15444 Hesperian Blvd., San Lorenzo, Calif.

Calliopes and Band Organs
AIR CALLIOPES FROM \$450 TO \$1,500: All-50 Trailers; Air Calliopes with the steam look just out. Cozart Organ Co., Danville, Ill. Phone: HI 2-5245.

Costumes, Uniforms, Wardrobes
REAL HAIR IMPERSONATORS WIGS, Clown Suits, Wigs, Cotton Tights, solid Sequin Gowns, Girl Show Wardrobe. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J.

Food and Drink Concession Supplies
ABOUT ALL MAKES OF POPPERS, CARA- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, Ill. mh21

For Sale—Secondhand Show Property
BUILD KIDDIE RIDES—TESTED PLANS: Auto, Airplane, Dry Boats, \$100 Chair-plane, Rocket, \$5 each. Free: 104-page plan catalog. Brill, Box 875, Peoria, Ill.

FOR LEASE — SHOOTING GALLERY, Santa Monica Pier, ideal location. Ray Amusement Corp., 276 Santa Monica Pier, Santa Monica, Calif. fe1

FOR SALE—3 GUN SHORT RANGE BUILT in one-ton 1953 International. Dual wheels. Good shape, \$700. P. O. Box 8891, Tampa 4, Florida.

GOOD USED TENTS FOR SALE, 12 FT. X 12 ft. thru 42 ft. x 75 ft. and up. Write for list direct from factory. Eureka Tent & Awning Co., Inc., P. O. Box 966, Birminghamton, N. Y. ch-fe22

LIST YOUR RIDES NOW. OUR NATION- wide Service offers full sales coverage. Young's Park Sales, 716 4th Ave., Two Harbors, Minn. fe15

MERRY-GO-ROUND HORSES, ALL SIZES, at low prices. Kiddie Rides wanted, also coin-operated single Rides. J. W. Landi 323 Sanford, Upper Darby, Pa. (Continued on page 86)

THE MARKET PLACE FOR BUYERS and SELLERS

Continued from page 85

MORE BUYERS

Will Stop and Read YOUR AD If you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

POPCORN TRUCK, COMPLETE. \$595; 5X9 Popcorn Trailer, \$295; Snow Cone Machine, \$75; Floss Machine, like new, complete with stand and umbrella, \$150; Star Jumbo gas Popper, nearly new, \$150; 1 gas Popper on hanger, \$100; 1 dry Popper, \$35; large Burch floor model Popper, \$50. Food Supply Co., Winona, Minn.

SAN FRANCISCO GIANTS MOVED TO new ball park. We have for sale their former Box Seat Chairs, individual and unattached. Comfortable, rugged, 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

BELL OR SWAP - WARNER FERRIS Wheel, twelve seats, good condition, ready to run. Wanted: Small Adult Ride, prefer a Tub Ride. Reason for sale, have 2 Wheels. Write Tramer, Juniper Lane, Georgetown, Mass. fe15

SHRUNKEN HEADS, SHRUNKEN BODIES, strange attractions. Nothing like them. Free folder. Tate's Curiosity Shop, 3858 E. Van Buren St., Phoenix, Ariz. fe22

SIX-PONY RING, SADDLES, SWEEPS, trailer, lights, flags. Complete to work. Poles, equipment. Altenburg, 2401 N. State Rd. 7, West Hollywood, Fla.

SPECIAL BUILT TANDEM TRAILER - Closed, 7 1/2 x 18; open, 28'; fluorescent lighting, \$550; Ben Sunderud, Park Rapids, Minnesota.

TRAINS - ALL SIZES, GAUGES, TYPES: new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. fe15

UNBORN SHOW - SPECIMENS, P.A. SYSTEM, banners, top, blow-ups, ready to operate. Bargain. Four-legged Chicken, alive! Lists, Boswell Shows, Wilson, N. C.

Help Wanted

MEN OR WOMEN EXPERIENCED Machine embroidery work; concession or salary. Write or call: Philip Calomares, 1107 Main St., Daytona Beach, Fla. Clinton 2-4237.

MUSICIANS WANTED, ALL CHAIRS, traveling commercial band, minimum salary, home some. Sammy Stevens, 1611 City National Bank Bldg., Omaha, Nebr.

MUSICIANS WANTED FOR ORCHESTRA traveling in Southeast. Headquarters in Atlanta. Guaranteed salary. Little John Beecher, c/o Dave Brumitt Agency, 3030 Peachtree Rd., N.W., Atlanta, Ga. fe8

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 SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. fe8

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG. M. reading, Mentalism, Spooks, Hypno., sm. Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. fe8

PROFESSIONAL VENTRILOQUIST FIGURES made to your order. Send 50 cents or catalog. John Carroll, 64-36 Myrtle Ave., Brooklyn 27, N. Y. fe15

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.

Miscellaneous

INDIANS, LIFE SIZE, FIBERGLAS, COLORFUL; plastic juggling Clubs, easy to handle, \$5 each. Anything fabricated in glass-plastic. Al Nichols, Animal Farm, Fairlee, Vt. fe15

Personals

\$25 REWARD FOR INFORMATION LEADING to the whereabouts of David Earl Kelly, formerly of Tampa, Fla. Contact us at P. O. Box 7326, Tampa, Fla.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. P.D.O. Camera Co., 1516 W. Cortez, Chicago 22, Ill. ch-11a

Printing

WINDOW CARDS QUALITY 14X22 NON-binding 3-color Posters, 50 words copy printed in black ink, \$9 hundred; 17x26 size, \$13.50. Speedy service. Dave's Variety Bumper Stickers, size 4x15, yellow, red or green, \$13 hundred. Tribune Press, Dept. 160, Earl Park, Ind. mh28

Salesmen Wanted

CHALLENGING OPPORTUNITY FOR DISTRICT Sales Manager. Long a leader in its field, this nationally advertised consumer packaged item - with revolutionary new packaging and pricing - now outsells all competitors in grocery, drug and variety stores. Need young man of ability and proven creative sales record. Headquarters in the New York or Chicago area. Prefer experience in selling non-food item to grocery chains and rack jobbers. Good starting salary plus expense allowance and outstanding schedule of bonuses. Exceptional growth opportunity for the right man. Write in confidence, giving full details (age, education, experience, income requirements) in first letter. R. F. Howe, Box 977, c/o Billboard, 188 W. Randolph St., Chicago 1, Illinois. ch-fe8

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill. np-fe15

I'LL SEND YOU FREE STOCKING SAMPLE newest advancement in hosiery since nylon. Patented, full-length stays up over the knee without supporters, without girdle! Nationally advertised price \$1.95. Make money introducing to friends at \$1 pair. American Mills, Dept. 351, Indianapolis, Ind. fe29

SALESMEN - BIG MONEY SHOWING NATIONALLY advertised Down-Snout-O-Matic, sensation wherever shown. Attaches to all down-spouts, unclogs when it rains, recolls after it rains. Once in a lifetime item. Dry basements guaranteed. Commission advanced. Special sample offer. Campbell Co., Rochelle 88, Ill. ch-mp

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 228 307 North Michigan, Chicago 1, ch-ftn

Tattooing Supplies

TATTOOING - I WILL TEACH YOU THIS profitable, fascinating business. Illustrated information, \$1. Zeis School of Tattooing, 728-A Leslie, Rockford, Ill. np

Trucks, Trailers, Accessories

FRUEHAUF 24 FT. FURNITURE VAN, 4 new tires, 1 spare, good floor, doesn't leak. Price \$300 cash, John Mapus, P. O. Box 37, Castalia, Ohio.

Wanted to Book

WANT FOR WEIRWOOD FAIR, WEIRWOOD, Va., August 9, 10, 11, 12, 13, 1960. Rides, Shows and Concessions of all kinds. All replies to J. L. Francis, Box 76, Nassawadox, Va. Phone: GI 2-6623.

WANTED: KIDDIE RIDES, LOCATION next to Shopping Center and Bowling Lanes. Will book or buy. Lyhurst Bowl, Inc., 111 N. Lyhurst Drive, Indianapolis, Indiana.

Wanted to Buy

MARINE & SEA LIFE ODDITIES WANTED to add to present exhibit. Need stuffed fish any size, also animal heads. Will lease whale or other large attraction. Galveston Pleasure Pier, Galveston, Tex. fe1

NEED INDIANS, STAGECOACH AND River Boat. Tourist attraction featuring Western Town and Indian Village, opening sometime N. Y., in spring. Need Indians to perform and sell merchandise; Stagecoach for rides; scaled down replica of old-time paddle wheel Boat for lake rides. Also many other items. Cimarron City, Box 325, Woodruffe, N. Y. fe8

PANORAMA, FILM PARTS, ALL TYPES Arcade Equipment. Give all details prices first letter. Wm. "French" Neely, Tattoo Artist, 119 East 12th Ave., Denver 3, Colorado.

RECORDS - LP COLLECTIONS, 45 RPM collections for bargain counters, juke box or private. No junk. Cash waiting. Geiger's, 1139 6th Ave., New York 36, N. Y.

SCALES SUITABLE FOR USE IN GUESTS. Your Weight Stand, Brok Novelty Co., 133 N. 3rd St., Reading, Pa.

WANTED TO BUY - ROLLING GLOBE AT once. Send all details. Ralph Kirk, Deshler, Nebr.

WANTED TO BUY - SMALL GRAB JOINT. O. G. Sleeth, 1439 N. Springfield Ave., Chicago, Ill. Phone: Albany 2-2406.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning

Continued from page 83

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Campbell, Ollie; Cash, John Lester; Crossier, Albert; Dukes, Daniel; Kirkland, Lella; Lea, J.; Le Deux, Marie; Lou, Ava; Lucina, Hub; Malus, Louis; Powers, Babe Patricia; Hopper, John; Hoyt, Clyde; Ingram, Albert E.; Johnson, Marvin; Kernes, James Alvin; Kinney, Mr. & Mrs. James; Kristling, Lloyd; Kuhn, Mr. & Mrs. Eddie; Landes, Benjamin Ed; LaPlace, George; Lee, Boyd; Luna, Wanda Loy; McClennahan, DeWayne W.; McConnell, W. C.; Mackenran, Adrian E.; Mathews, Mr. & Mrs. Sport; Miller, Andrew (Red); Miller, Paul A.; Mizner, Mr. & Mrs. Cluckers; Monk, Carl; Moran, Evie; Murr, James H.; Nash, Earl H.; Neill, L. K.; Newman, James; Nord, M. T.; Norwood, Edna Lou; Oglivie, Ben; Penley, Woodra W. C.; Poole, Bill; Poole, Mrs. William; Porter, J. W.; Powell, Ernie (Bud); Qualls, Bobby Wayne; Raiston, Carl L.; Ray, Bernard W.; Raymond, Leslie; Richards, Franklin D.; Reed, Daniel; Reed, Mrs. Mabel; Ricks, John Henry; Roark, Charles; Rodgers, Wm.; Rodgers, John F. (Johnnie); Sanders, James; Shahan, Mrs. Robert; Sims, James K.; Sirios, Richard S.; Slimm, Chester; Smith, Paul; Snook, Albert T.; Spicer, Jimmie; Spicer, Marvin E.; Thomas, Mr. & Mrs. Charles (Chick); Tuttle, Clyde; Tuttle, Robert; Vallasino, Louis; Ward, Harry A.; Whiteman, William; Williams, Mr. & Mrs. Lawrence (Tex); Wilson, Harry; Wimberley, Paul; Woodall, Cecil Ray; York, Carl; Young, Roger

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Adams, Miller; Amerson, Ray; Bartlett, Phillip; Braunstein, Benjamin F.; Chase, William; Copack, Charles & Alice; Diaz, Louis; Ellsworth, Richard; Hall, David Boyce; Heise, Henry; Horowitz, I.; Hutton, Allera V.; James, Al; Johansen, Carl Paul; Kane, Harry; Kopack, Charles & Alice; La Brecke, Frieda; Mitchell, William; Pamphilon, Walter; Paster, Louis; Roberts, Alvin Joe; Sears, James; Sidwell, Ernest; Singer, Jack; Smith, Mrs. D.; Steele, Lynne; Via, Shamrock; Wathon, Stanley; Watson, Don

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Armstrong, Matt; Arnold, Woodie; Ayers, Bobby; Bartholic, Eugene A.; Bee, Bonnie; Biles, Clyde Eugene; Briggs, Thomas; Brogan, Eugene; Brown, Delmar; Burto, L. H.; Calolan, Carl A.; Campbell, Sam; Cherry, John; Clark, Fred; Clarkson, Thomas; Converse, Art; Davenport, Mrs. Jean; Downs, Jack; Eickhorst, Carl W. Exposition Enterprises, Inc.; Fink, Harry; Freeman, Victor; Fritts, W. R.; Gerzema, John; Godpodarski, Larry; Grant, Val; Gray, C. H. (Stacho); Griggs, Charles A.; Hamilton, Mr. & Mrs. Olin William; Hammon, D. R.; Hart, Edgar; Hart, John; Henderson, Thomas; Lester

COIN MACHINES

Help Wanted

WANTED FOR SOUTHERN CALIFORNIA - Qualified Mechanic-Routeman. Must be able to repair, service music, games, candy, cigarette machines. Send photo, qualifications, references and lowest salary to start. All correspondence confidential. Box A-230, The Billboard, 1520 N. Gower, Hollywood 28, California.

Parts, Supplies

CAPSULE JEWELRY - ASSORTED Earrings, \$5 gross; Heart Pendants, \$5 gross; Solitaire Rings, \$6 gross; Cuff Links, \$14.40 gross; Birthstone Rings, \$9 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. fe8

Used Equipment

FOR SALE - 100 TELEQUIZ WITH FILM, reconditioned, refinished, ready for location. \$r or 10r play. Special price, \$79.50 each. Write for quantity prices. Gor Sales, 5216 No. LeClaire Ave., Chicago 30, Ill.

GOOD USED CLEAN ACORNS - 1e, B. G. and 5r Mds., \$8; Acorn 400 Capsules, \$10; Victor 1e and 5e, all kinds, and others. State your needs. Plenty Floor Stands, Scott, 710 W. 42d, Houston 18, Tex. fe1

POKERINO 20 PUSH CHUTES, \$135 EACH; 10 Drop Chutes, \$185 each; new 1956 decals for POKERINO, Suits, Letters, Numbers, also Back Glass Paris, Travis, P. O. Box 206, Millville N. J. TA 5-0726. fe22

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

Bands and Orchestras

AVAILABLE - LITTLE BAND WITH A BIG sound. "The Blue Notes" - sax, drums, bass, guitar, two vocalists. Music you can dance to. Years of experience, best references. Union, will travel. Looking for good Agent. Write, Phone: SW 92747. Bill Mounce, 709 Ave. G, Waco, Tex.

Miscellaneous

BE DIFFERENT, BE MODERN - INCLUDE an exhibition of modern art for your tour or business promotion, abstract artist has over one hundred modern oil paintings, modern sculpture and sketches. J. F. Spindler, Studio Basement, 1516 McHenry St., Baltimore 23, Md.

JUGGLING ACT, SINGLE, GOOD APPEARANCE. Clubs, rings, ball and mouthstick, spinning, etc. Also clown. Box C 580, c/o The Billboard, Cincinnati 22, Ohio.

Musicians

DRUMMER, FORMERLY WITH LES Elgart, experienced big band, shows, commercial, Latin. Prefer commercial jazz or jazz groups, but will consider all offers. No bus bands. Contact: Musician, 910 Lawrence Ave., Apt 207, Long Beach 1-6400, Chicago, Illinois.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. fe9

FLYER FOR FLYING TRAPEZE ACT. Experienced, light weight, sober, stable. Write Box A-228, The Billboard, 1520 N. Gower, Hollywood 28, Calif. fe8

HIGH DIVE EXTRAORDINARY. HOLLYWOOD still feature by Fox Movietone. High rigging light visible for miles. The most fascinating spectacular and exciting thrill feature imaginable. Mac Productions, 456 Lamphier, Warren, Ohio. fe15



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 \$ _____

Fla. Assn. Seeks Members to Fight State Per Machine Tax

MIAMI—The newly formed Bulk Vending Association of Florida is seeking new members to support its continued fight against a 50-cent-per-machine tax on penny venders.

The group is currently embroiled in the old problem of whether ball gum is a food. State Comptroller R. E. Green contends that gum is not a food and hence covered under a Florida statute that taxes coin-operated amusement devices.

Florida operators on the other hand contend that gum is a legitimate food product and therefore qualifies under the exemption for "penny machines that dispense nuts, citrus juices or other food products."

The Bulk Vending Association of Florida, which was recently formed with the tax fight as one of its main objectives, has asked all operators in the State not already members to contact Paul Feingold, president of the group. Feingold can be reached at his operating company headquarters, I-C Sales, 2790 Southwest 33d Court, Miami.

The group hopes to enlist the aid of other operators in helping to have penny gum machines declared exempt under the Florida law.

The newly formed BVAF is affiliating with the National Vendors' Association in an effort to combat the measure successfully. NVA's legal counsel, Don Mitchell, recently met with Feingold and other

Florida bulk vending operators to map strategy for the fight (The Billboard, January 25).

The Bulk Vending Association of Florida has asked the comptroller's office to get an opinion from the State attorney general on whether ball gum qualifies as a food product (only an official of the State can ask for such an opinion).

Hope Exempt

The bulk operators hope the attorney general would find ball gum a food and hence exempt under the statute. Before the opinion is rendered, however, there has to be a request from the comptroller, which so far has not been forthcoming.

Place Bulk Machines Just Inside Front Door, Says Denver Operator

DENVER—Long experience has taught Frank Thorwald, veteran bulk route operator here that there is no better location than a point just inside the door of busy drug-store or other types of retail establishment.

Thorwald runs 600 machines in Colorado, concentrated in Denver, Colorado Springs, and Pueblo. In dealing with practically every type of situation likely to affect a bulk operator, he has learned that standardization is a basic requirement.

Consequently, with few exceptions, his entire bulk vending route has machines finished in bright red

and yellow, mounted on heavy six-inch cylindrical stands.

Trade-Mark

Bright red and yellow have been Thorwald's trade-mark colors for the past five years, and the color scheme is backed up by a reputation for immaculate cleanliness which is equally important. Because Thorwald machines glitter with a brand-new appearance at all times, he is welcomed in locations which hitherto allowed no coin machines at all.

(Modesty forbids Thorwald mentioning that his own impressive appearance has a lot to do with this as

well. A tall man, six feet six inches, Thorwald dresses as neatly and fashionably as a stockbroker, a point which many of his prospective location owners find surprising.)

Once the location is landed, Thorwald usually tries for a front-of-the-store spot for the machine, only a step or so away from the door itself, and set so that it faces inward.

Theory

The theory here is to catch the prospect's attention coming and going. The bright color scheme, easily recognizable in any Thorwald location, automatically suggests charms and gum, his two specialties, to anyone entering these spots, and, the fact that the machines face inward, where it is convenient to anyone who has just left the cash register, and is likely to have a few pennies in the pocket is of course another help.

This is particularly important in supermarkets, Thorwald has found, since most people don't get money out until they have done all of their shopping and arrived at the check stand.

Then, whatever loose change remains, is simply tucked in the pocket or purse where it is convenient to treat Junior to some ball gum or charms. There is a psychological point too, since most customers habitually pause before leaving the store and check to see whether they have forgotten anything. This pause gives plenty of time to get out pennies or a nickel for the vending machine, Thorwald has found.

One of the few operators in the Rocky Mountain States to clear

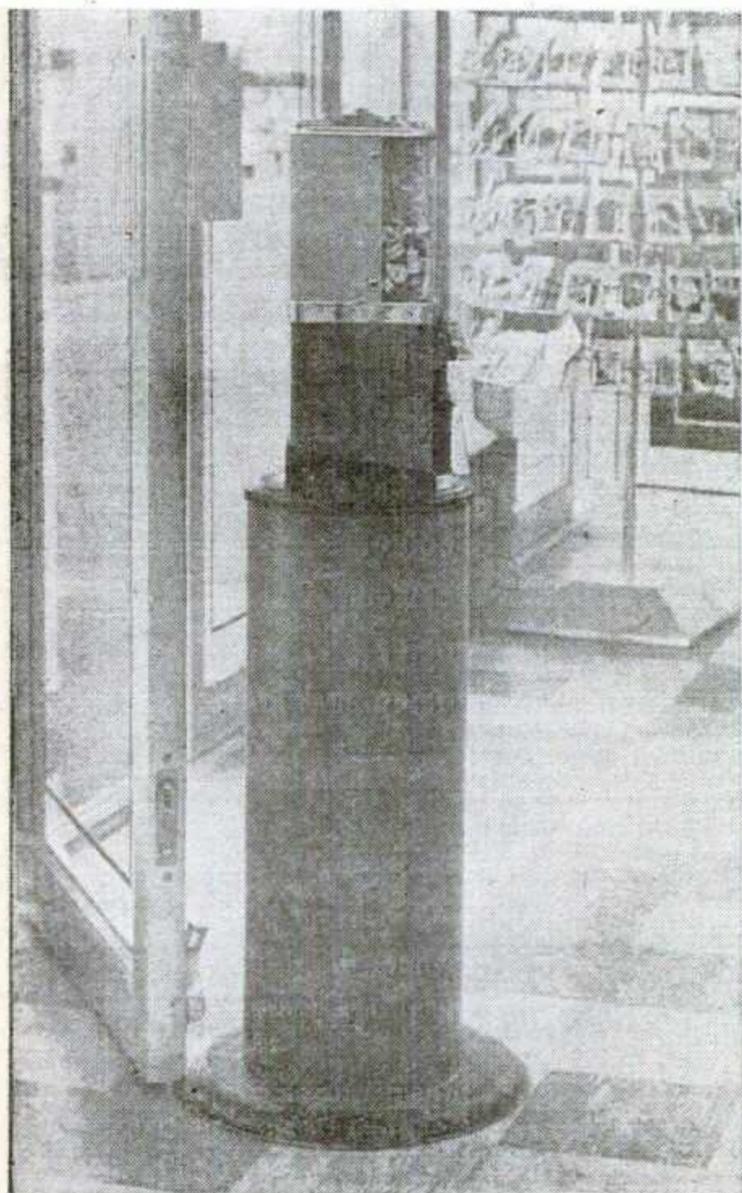
(Continued on page 101)

New American Coffee Tab Gum

NEWARK—American Chewing Products Corporation has added a coffee flavored tablet gum to its assortment of 320-count Chicle Chicks candy coated gum.

Also included in the line are peppermint, spearmint, cinnamon, licorice and fruit flavors.

Chicle Chicks are packed 30 pounds net in a waterproof, paper-lined bag. Price is 36 cents per pound, f.o.b., Newark, N. J., in 150-pound lots. Firm also offers quantity discounts and special distributor rates.



A TYPICAL Frank Thorwald installation at the Republic Drug Store, Denver, shows the machine placed just inside the front door and on one of the large tube-like stands that are a Thorwald trade-mark.

SUPER SALESMEN IN ACTION—FLICKER ACTION!!!
LI'L ABNER® and family; POPEYE® with four friends; FELIX THE CAT® action pictures. All above copyrighted series available in plated rings or plated lockets @ \$13.50 per M (5 M or more) or in plastic lockets @ \$11.00 per M.

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 Vender

Ask About Our ATLAS Finance Plan



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** 25¢ CAPSULE VENDOR

Cap
Vend
Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vender. Vends any denomination from 5c to 25c.

Below are listed factory authorized dealers.

- AMERICAN NUT & CHOCOLATE**
1061 Tremont Street
Boston 20, Massachusetts
- BUYMORE SALES**
#6 Bayview Avenue
Lawrence, L. I., New York
- DALE DISTR. (B.C.) LTD.**
1168 Seymour Street
Vancouver 2, B. C., Canada
- H. B. HUTCHINSON CO.**
1784 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
- OAK 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.
- 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
- OAK MANUFACTURING COMPANY, INC.**
11411 Knightsbridge Ave., Culver City, California

Vend . . . the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for

1 year \$5 3 years at \$11
(Foreign rate, one year \$10)

Name

Address

City Zone State

Occupation

E05

Flexible BELT RINGS
 Plastic-Unassembled... \$4.40 per M
 (open for capsules)
 Plastic-Assembled... \$7.50 per M
 (buckled for bulk vending)
 Plated-Unassembled... \$8.75 per M
 Plated-Assembled... \$11.50 per M

Free advertising labels!
 at your distributor or...

Karl Guggenheim
 INC.
 33 UNION SQUARE
 N. Y. C. 3, N. Y. • AL 5-8393

Vending Boom Expected in Australia; Bubble Gum, Peanuts, Lead Bulk Field

SYDNEY—Bulk vending operators are in for a boom thruout Australia if the way the people are taking to vending in general is any indication.

Virtually all types of vending machines, from bubble gum and peanuts to major food lines, and even some items not too familiar to the American operator like hair oil and Chanel No. 5 perfume, are becoming a common sight in Australian shops and public places.

The Australian's own retailing trade journal, The Retail Week, recently stated that the people were beginning to "overcome an initial distrust that earlier, poor-quality machines had implanted."

12,000 Venders

Commenting on the retailing impact that vending machines of all types was producing, the magazine pointed out that one company alone, International Vending Machines, Pty., Ltd., has installed 12,000 machines thruout the country.

The machines are primarily devoted to peanuts, bubble gum, hand cream and Chanel No. 5 perfume.

More than 750 machines selling

peanuts are reported to have been installed in New South Wales alone, with another 1,200 in other Australian states.

More Machines

Charles Cousens, a well-known Australian television personality and also director of television merchandising for International Vending Machines, Pty., Ltd., was quoted as saying the Australian market for vending had just been scratched and that his company plans to add new machines every

three or four months to their routes.

He said hotels and clubs so far had made up the majority of the firm's most profitable sites, but that grocery and other retail stores would probably be the points of expansion for the future.

He said that retailers were becoming awake to the fact that machine-selling sets them free from low-profit lines and allows them to concentrate on the vital personal selling of high-profit lines.

CIGARETTE MACHINES FOR SALE

EASTERN ELECTRIC, 8 col. \$	25.00
all coin operation....	
DU GRENIER, 9 col.	50.00
ROWE, 6 and 8 col.	20.00
EASTERN ELECTRIC, 10 col.	75.00
EASTERN ELECTRIC, 12 col.	100.00
NATIONAL, 11 col.	150.00
NATIONAL, 13 col.	185.00

F. O. B. Newark, N. J.

STRATFORD VENDING CO.
 504 Clinton Ave., Newark 8, N. J.
 Bigelow 3-5665

Coast-to-Coast Trip by Plastic Processes' Falk

NEW YORK—Bill Falk, head of Plastic Processes, Inc., New York charm manufacturer, left with his wife, Hilda, on a sales trip stretching from coast-to-coast and extending thru the end of April.

Falk left New York January 18 with Atlanta as the first stop. He will be visiting distributors and operators thruout the country. The firm is also introducing a number of new charm items that will be previewed on the trip. These include: Roly-poly animals, new series of telescope viewers, elephant and donkey lapel pins for election year, new beatnik series picturing beat characters and sayings, and a new assorted button series.

After Atlanta, Falk's schedule is as follows:

- New Orleans—January 31-February 5.
- Houston—February 6-10.
- San Antonio and Dallas—February 10-17.
- Texas and Mexico—February 17-March 4.
- San Francisco and Los Angeles—March 4-12.
- Oklahoma, Kansas and Missouri—March 12-March 19.
- Indianapolis—March 20-21.
- Chicago, Green Bay and St. Paul—March 21-April 5.
- Detroit, Toledo and Cleveland—April 5-11.
- Akron, Youngstown, Toronto and New York—April 11-18.

USE THE RING OF THE MONTH!



GARY RING
 with large rhinestone
 Assorted Colors. Brilliantly vacuum plated. Any kid will be proud to get this beautiful Ring out of your machine.
Only \$17.00 per M.
 Good Value for 10c and 25c capsule machines.

JEWELLED HEARTS
 For Valentine's Day. Brilliant vacuum plated.
\$10.50 per M
 Plastic with jewel \$8.50 per M.
 Order from your distributor or:

paul a. PRICE co. inc.
 55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

Send for Your **FREE** Copy of **RAKE'S NEW CATALOG TODAY!**

RAKE'S AUTOMATIC MERCHANDISER



SPECIAL TRADE-IN DEAL
 For 30 Days Only

\$5.00 Allowance on ANY Bulk Gum Vendor Toward Purchase of New Northwestern '49s, '59s or Acorns.

Send List
 Machines must be complete and shipped prepaid.

Rake Coin Machine Exchange
 609 A Spring Garden St., Philadelphia 23, Pa. Walnut 5-2676

GIVE TO DAMON RUNYON CANCER FUND

SUPER STATIONS

Phoenix Chain Stores Install 'Bulk Center'

PHOENIX, Ariz.—A number of local operators are benefiting from a bulk vending machine center that was installed by 30 super-markets operated by the A. J. Bayless Company here.

Instead of scattering bulk venders thruout the store, the Bayless philosophy is to take advantage of a curving corner of the building between two entrances, where a vending machine center is an ideal space user.

Since most of the Bayless stores have been architecturally designed to the firm's specifications, a provision was made for the vending center in almost every instance.

A typical installation has as many

as 18 or more venders on different combination stands vending everything from ball gum and nuts to capsules, charms with or without gum, confections, pan candies and even post cards and stamps.

Another feature of the Bayless vending installations is to use them for some tie-in promotion. A typical store at 16th Avenue and Camelback Road has a battery of machines on a large wooden rack with the center row of the rack being used to display saving stamp books and premium catalogs of prizes the shoppers may earn by shopping at the stores.

The operators, some of whom are Best West Specialties, E. H. Van Patten, Jimmy Wilson and Fred Millard, point out the bulk vending installation and the stamp books and premium books complement each other.

People stop to browse at the premium books and generally buy some gum or nuts to chew on as they read. The venders serve an ideal function for the tots, too. Shoppers are often able to get a few minutes of peace from the little ones by giving them a few pennies to spend "whil: mommie goes shopping." The kids look at the stamp books and venders, and before they're thru, their parents are finished shopping.

Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c Combination



Weights \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial protects pointer when in use.

\$22.00

Complete With Sturdy Carrying Case ORDER TODAY
 1/3 Dep., Bal. C.O.D., F.O.B. N.Y. Distributors, Write for Prices.

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
 713 Lincoln Place, Brooklyn 16, N. Y. PResident 2-2900

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. Los Angeles 16, Calif. WE 1-6684

Exclusive manufacturers of vending machines for Cracker Jack

INVENTORY CLOSEOUTS WHILE THEY LAST

N.W. 49ers, as is, complete... \$ 8.00
 N.W. 49ers, recon. 10.00
 Advance Hershey 12.50
 Victor Play Ball, B.G. 10.00
 Cadillac Hot Nut 10.00

WILLIAM J. NEWMAN CO., INC.
 2364 3rd St., San Francisco, Calif.

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

EASTERN ELECTRIC CIGARETTE,
 10-Col., all coin, 25c & 30c... \$75.00

NATIONAL 9-M CIGARETTE,
 25c & 30c 85.00

8-COLUMN CRUSADER,
 25c & 30c 57.50

8-COLUMN PRESIDENT,
 25c & 30c 50.00

8-COLUMN DIPLOMAT,
 25c & 30c 65.00

CONVERSIONS,
 (30c to 35c) 7.50

8-COLUMN STONERS (pre-war & post-war)
6-COLUMN STONERS (pre-war & post-war)

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
 46 Fulton St., Brooklyn 1, N. Y. TRIangle 5-1857

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-	
verted for 10c ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
AST Guns	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.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	.66
Cashew Whole	.67
Cashew Butts	.61
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'sets	.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
Beach-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.39

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

VICTOR Globe Style TOPPER DELUXE 1c or 5c



For ball gum and charms. A 10 available for peanuts and bulk candies.

\$15.50 Each

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
 MOE MANDELL
 446 W. 36th St., New York 18, N. Y. LOngacre 4-6467

STANDARD OF QUALITY THE WORLD OVER

LEAF Rain-Blo BALL GUM



Contact your distributor for immediate shipment.

MANUFACTURED EXCLUSIVELY BY LEAF BRANDS INC., 1155 N. CICERO AVE., CHICAGO 51, ILL.

MORRIS S. GISSER SAYS:



"Contact me for complete information on the Golden '59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete lines of machines, parts, stands, supplies, charms, capsules and ball gum.

CLEVELAND COIN MACHINE EXCHANGE, INC.
 2029 Prospect Ave. Cleveland 15, Ohio Phone 1-6715

Popeye, Felix and Li'l Abner Rings & Lockets by Penny King

NEW YORK—A new set of flicker-action rings and lockets based on popular comic-book characters is being introduced by Penny King & Company this week.

The series includes Li'l Abner and his whole troupe, Popeye and his gang and various assorted poses of Felix the Cat. In each series, the pictures change into various poses and hop around by flicking

the angle of the charms and lockets.

The Li'l Abner set, for example, is a set of four pictures, each with two characters that interchange as the ring or locket is flicked. One pose has Li'l Abner alternating with Daisy Mae, another features Mammy and Pappa Yokum, third has Moonglow and his little Indian Pal making moonfire juice, and the fourth features Evil Eye with his eyes bugging in and out as the picture is flicked.

Popeye

In the Popeye set, the shots include Popeye with various members of his strip, including Olive and Wimpy, issuing hearty guffaws—no doubt at the viewer.

In the Felix the Cat series, pictures show Felix in various action situations, jumping all over himself as he tries to alternately hit a baseball, juggle a stool, kick a football, etc.

All charms are vacuum-metalized in silver. Plastic lockets are \$11 per 1,000; plated lockets and rings are \$13.50 per 1,000. All prices are based on initial order of 5,000 or more.

FREE DEAL #5

G.E. Luminous ALARM CLOCK with purchase of

10,000 GISMO MIX \$50.00 VALUE for \$37.50

Consists of Equal Quantities of Three Famous CHARM SERIES

#90, #45 and #10

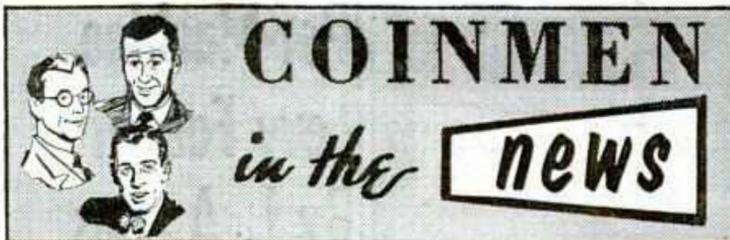
All Color Vacuum-Metalized Over 200 different kinds

This is "EPY" Quality

ORDER DEAL #5

SAMUEL EPPY & CO., INC.

91-15 144th Place, Jamaica 35, N. Y.



South

FLORIDA BREEZE

Florida Music Sales, Miami Mercury outlet, suffered a heavy loss of phono records when thieves broke thru the roof of the building, loaded a truck and made off with about \$15,000 worth of records. The same weekend saw thieves use the same technique to break into the Sam Marino Music Company and smash open the safe. A considerable amount of cash was stolen. With the influx of many strangers into the area, coin operators have been reporting many break-ins.

Signs of the times . . . Eddy Leopold and Mel Schwartz, both of Mellow Music Company, Miami, sporting new cars—Eddy a hardtop and Mel a station wagon. . . Rex Holly, Lucky Amusement Company, faces a daily problem. What should he use, the new car or new truck he uses on the route? That's a problem? Eddie Weber, former routeman with Music Makers, now running a route for Deale Automatic Company. . . Max Lebow, hospitalized for several weeks because of an eye operation, due for release.

Harry Gregg, Wurlitzer service engineer, stopped off in Miami on his way to Jacksonville from New Orleans. Harry reported much interest among coinmen in the showing of the new Wurlitzer.

Ozzie Truppman, Bush Distributing Company, Miami, kicking off the ball with a showing in the George Washington Hotel, West Palm Beach. Bob Weller, Bush Distributing Company sales representative, taking advantage of the showing to introduce the Rowe manually operated cigarette machine and Chicago Coin's new Bulls Eye Drop Ball. Ozzie off to Jacksonville for the Sunday showing there and then back to Miami for the Monday showing at the home office. The West Palm Beach show was well attended, with every operator in the area on hand. The topic of discussion at the buffet luncheon was stereo record availability.

(Continued on page 90)

\$25 DOWN

Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

WEIGHT, 165 LBS.

Invented and made only by

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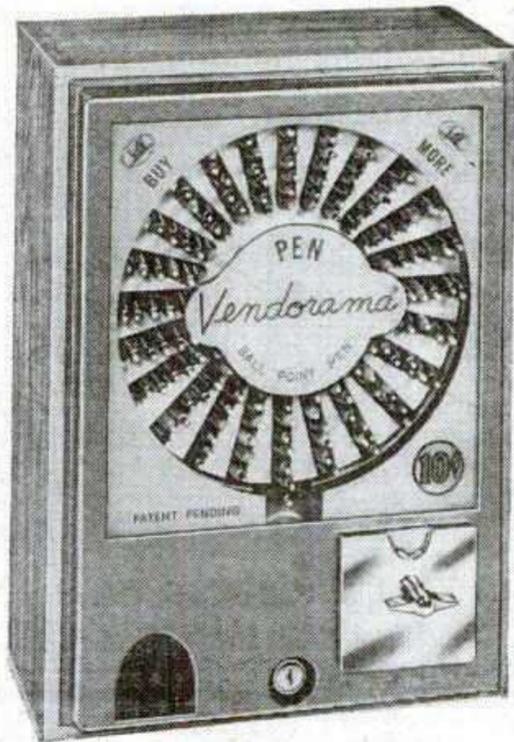
YOUR TICKET TO
SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!

★ ★ ★ YOUR AUTHORIZED VICTOR DISTRIBUTOR ★ ★ ★

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS . . . PARTS AND SUPPLIES.

TOMORROW'S VENDORS TODAY

VICTOR'S



PEN VENDORAMA®

Victor's revolutionary and unique method of selling ball point pens.

The revolving action displays all pens and assures positive delivery. The cabinet is solid oak, trimmed in chrome, screened, and baked enameled in beautiful complimentary colors. Size 12" x 7" x 16 1/2" high. Capacity 168 ball point pens, vending at 10c each.

SUPER-100 CONSOLE MODEL

A show piece, designed for those choice locations. Fast Play—Big Profits—Holds two cases of Century 100 Count Ball Gum or 3,600 Balls. Super-100 is colorful and very attractive! Cabinet is solid oak with chrome-plated legs. Size 15 1/2" x 15 1/2" x 48" high.



GREAT NEW SUPER 100 CONSOLE MODEL

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Kansas City, Mo.
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Boston 20, Mass.
Highland 5-8935
Mass., Conn., R. I., N. H., Vt., Me.
Ed Flanagan</p> | <p>■ Ellingworth Supply Co.
659 Adams St., N.E.
Mpls. 13, Minnesota
SUNset 8-6972
Minn., N. D., Mont., S. D., Wye.</p> | <p>■ Graff Vending Supplies
2817 W. Davis
Dallas 2, Tex.
WHitehall 8-7117
Okla., Ark., Tex., Miss., La.,
N. M., Ariz.</p> |
| <p>■ Logan Distr. Co.
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Chicago 22, Ill.
HUMboldt 6-4870
Ill., Ind., Ohio, Wis., Mich., Ky.</p> | <p>■ Northwestern Sales & Service Co.
446 W. 36th St.
N. Y. 18, N. Y.
LONGacre 4-6467
New York State</p> | <p>■ Parkway Machine Corp.
715 Ensor St.
Baltimore 2, Md.
EAStern 7-1021
Va., Md., W. Va., Del.</p> | <p>■ Standard Specialty Co.
1028 44th Ave.
Oakland 1, Calif.
AN 1-9037
Wash., Ore., Idaho, Calif., Nev.,
Utah and Hawaiian Islands</p> |
| <p>■ H. B. Hutchinson, Jr.
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Atlanta 7, Ga.
DRake 7-4300
N. C., Ala., S. C., Tenn., Ga., Fla.</p> | <p>■ Veedco Sales Co.
2124 Market St.
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LOCust 7-1448
Pa., N. J.</p> | | |

★ ★ ★ VICTOR VENDING CORPORATION ★ ★ ★

COINMEN in the news

Continued from page 89

It's always a pleasure to visit Bobby Cox's Flamingo Music & Cigarette Company in West Palm Beach. Bobby has one of the neatest kept set-ups seen in a long time.

Ralph Cribbs, Perry Music Company, Fort Pierce, says business has shown a big improvement in the past month. . . . Jack McGriff, American Music Company, says his biggest worry is getting stereo records so that he can keep his better customers happy. . . . Frank Brady, Lake Music Company, Pahokee, says business is great. So good, he just has no time for fishing.

Red Gurkin, Belle Glade Music Company, visited Miami for his supply of records. Red was suffering from a sore throat and couldn't talk above a whisper. Strangely, while Red was in Budisco One-Stop, Ed Mercer, Orange Blossom Music Company in Homestead, also walked into Budisco's and he, too, had throat trouble.

Coinmen in the Gold Coast area fearful of what results the recent cold spell will have on business for the remainder of the season. Most of the coinmen in the farming areas are resigned to poor collections for the next couple of weeks due to the many layoffs of farm help because of frost damaged crops. Beach ops not too certain yet if their collections will reflect the poor tourist weather.

Red Gurkin, Belle Glade Music Company, is unhappy with the many roads being tore up in Belle Glade due to the laying of sewers. Red says the work was necessary, but that they didn't have to wait this late in the season to start the work. Red complains that many of his locations have become inaccessible due to the road work.

. . . Frank Brady, Lake Music Company, Pahokee, was in town with serviceman Jack Hunt. . . . Owen Rogers, Owen Rogers Music Company, Pahokee, was also in town for a supply of records and some replacement parts. Owen says business is just so-so.

Buddy Kaufman, C&L Amusement Company, is sporting a
(Continued on page 94)

Per-Machine Levy Fought By L. A. Ops

LOS ANGELES—A per-machine tax thru the purchase of decals for vending machines will be opposed by the bulk operators working with and thru the Western Vending Machine Operators Association. A committee to present the matter to proper city authorities was selected at the regular monthly dinner meeting held at the Nickabob Restaurant here Tuesday night (26).

The matter of the 25-cent decals is being opposed on the basis that it is discriminatory. The per-machine assessment is in addition to the increase from \$10 for the first \$5,000 gross business plus \$1 for each additional \$1,000 gross to \$16 for the first \$5,000 and \$1.60 for each additional \$1,000 worth of business. Operators will ask that they be classified under the retail license and \$16 fee.

News of the per-machine tax brought a record attendance to the meeting, which was conducted by William Siegle, WVMOA president. Because of laryngitis, Siegle turned the meeting over to Leo Weiner, an immediate past president.

The committee named to contact city officials will include Preston Coombs, Weiner, Roza Tyroler, and M. E. Hasha, Jr.

During the meeting, membership in the organization was opened with 15 applicants being received.

No Opposition For Wheaton In CAVA Bid

LOS ANGELES — Ivan (Pang) Wheaton Jr., W. & W. Vendors, Inc., Long Beach, is the unopposed nominee for the presidency of the California Automatic Vendors Association to succeed B. J. (Bob) Grenier, De Luxe Vending Service, Culver City, who did not offer for re-election after serving four years. Ballots for a token vote are in the mail with the deadline for returns February 15.

Also unopposed are Ted Nicolay, Western Vendors, San Bernardino, vice-president, and Charles (Chuck) Mananian, secretary-treasurer. Office work of the association is being turned over to Leo Hill, who will handle the details thru his service, Executive Enterprises in Fullerton.

Also to be voted upon by mail are 10 operators and five honorary members (manufacturers and suppliers) for the board of directors.
(Continued on page 94)

Senate Committee Hits Blue Sky Operators

WASHINGTON — Blue sky vending operations were labeled "one of the most widespread schemes existing in the United States" by the Senate Permanent Subcommittee on Investigations in its annual report issued last week (25).

Report said that blue sky vending operators sell their products to individuals "based on fraudulent representations." Promoters use newspapers to advertise in "glowing terms" the "possibilities of individuals making large profits for small investments, with practically no physical labor involved," the report stated.

Probers pointed out that testimony from Post Office and Federal Trade Commission representatives "indicated much activity on the part of these agencies" regarding blue sky venders, work-at-home schemes, correspondence schools and easy-to-win contest schemes. Conclusion was that the agencies have the authority to go after such fraudulent operations without requiring additional legislation to help them do the job.

Federal Trade Commission has assured the vending industry that it will be spared unnecessary publicity when that agency goes after these companies who are guilty of blue sky operations.

OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY

STANDARD SPECIALTY CO.

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2700 W. Lake St. Chicago 12, Ill.
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We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1c Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies: 1 Hershey's 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

H. B. "HUTCH" HUTCHINSON SAYS:

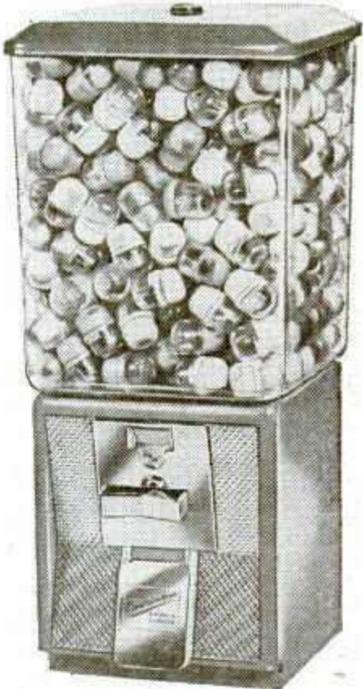
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We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

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"YOU HAVE A GREAT CAPSULE MACHINE . . . BY FAR THE BEST ON THE MARKET"

QUOTE FROM LETTER IN OUR FILES



You'll say the same when you try
THE GOLDEN 59 SUPER C CAPSULE VENDER

See your Northwestern Distributor or write
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2021 E. Armstrong Street Morris, Ill.

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors, Centers and Coatings.

Direct LOW Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size . . . 27¢ lb.
Chicle Ball Gum, 130 ct. . . . 35¢ lb.
Clar-o-Vend Ball Gum 40¢ lb.
Clar-o-Vend Chicks, 320 ct. . . 40¢ lb.
Chicle Chicks, 320 & 500 ct . . 36¢ lb.
Bubble Chicks, 320 & 520 ct . . 28¢ lb.
Tab (short stick), 100 ct. . . 38¢ box
5-Stick Gum, 100 packs . . . \$1.90
F.O.B. Factory 150 lb lots

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33 years of manufacturing experience
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MAKE YOUR OPERATION MORE PROFITABLE

It's here — the new Gold Medal Automatic Popcorn Vender. The best value in popcorn vending machines.

POPCORN VENDING WILL BRING BIG PROFITS TO YOU

Make up to 8c profit on a dime sale. You pay 25% commission and net 50% profit.

Modern design, Unitized construction. Takes two nickels or a dime. National slug rejector.

Capacity 100 sales 20 x 20 x 60" low cost. Only \$250.00 f. o. b. Cincinnati.

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IND. ANTI-PINBALL LAW REBUFFED IN CT. TEST

VALPARAISO, Ind.—Additional bruises were inflicted on Indiana's battered anti-pin law Friday (22) by a decision of Circuit Judge Goldie L. Burns.

In acquitting two location owners, Judge Burns ruled that the Indiana law left him with "reasonable doubt" as to whether pin equipment could be regarded as gambling equipment per se.

"Of course, if there is reasonable doubt, I must resolve in favor of the defendant," Judge Burns declared. "The ruling in this case pertains only to the evidence or facts presented to the court. There may be facts in the future that would make the machines gambling devices, but in this case we don't have the evidence."

1957 Statute

Judge Burns added that the Legislature in the statute passed in 1957 indicated acknowledgment of two types of machines: One intended for amusement, the other equipped with permanent recording devices.

"I believe the Legislature intended to make lawful these machines that merely give a replay," he stated. "It seems to me the 1957 Act by the General Assembly was to exempt the pinballs that gave an unrecorded free play from the provisions of the penal code."

Altho Judge Burns ordered the return of the machines to the location owners, Robert Moore of Gary, attorney for the defendants advised his clients against reinstalling the equipment until the Indiana Supreme Court rules on a pending pinball case.

The case assumed importance as a "test" in the continuing controversy over the validity of the State's "tough" anti-pin law.

Robert Breither, field engineer for the Bally Manufacturing Company, was a witness for the defendant. After explaining that there are two types of pinball machines—one which records free replays and another which not only shows replays but also records the games on a permanent record—Breither told the court that the seized equipment was not considered as gaming apparatus by the Federal government and that it required only a \$10 amusement stamp.

Philly Ops Re-Elect Stern, Silverman



Joe Silverman



Sam Stern

PHILADELPHIA—Sam Stern was elected president of the Amusement Machine Operators' Association of Philadelphia for his 14th consecutive term at the group's annual dinner here January 28. At the same time, Joe Silverman was installed as business manager for his 21st straight year.

Joseph Levin was elected vice-president of the group that has 130 members from this city. Frank Fromowitz was named secretary and Frank Urban treasurer.

The annual election-dinner-meeting held at McAllister's was attended by practically all distributors and jobbers in the Eastern Pennsylvania area.

Directors

The directors are Stan Harris, Louis Klein, Jerry Locks, Bob Miller, Jim Palmisano, Bill Slawe, Al Swerse and Bob Weisblatt.

Attending the dinner as guests were R. J. Erfle, executive vice-president of the Broad Street Trust Company, the bank that is located along Coin Row and at which a good number of the men conduct their business, and William G. Moore, Frank McCaffrey, Robert

Marvel and Jack Wagner, other bank executives.

Another guest was former Philadelphia Police Inspector Maurice Pliner, who now heads his own security firm and serves as security commissioner for the Philadelphia Amusement Machine Operators' Association.

PR Drive

Silverman said that the association is planning to "go in for public relations a little stronger this year." He pointed out that the group has been doing some things along this line in years gone by, but on a very mild basis.

The group has started its accelerated program already by donating juke boxes to the Police Athletic League and St. Vincent's Orphanage.

"We have appropriated a sum of money and earmarked it for the public relations drive," Silverman said. "All the members of the group have pledge their co-operation."

Juke Mfrs. & MOA Group to Hold Chi Meet

CHICAGO—A committee of the Music Operators of America will meet here Friday (5) with representatives of the automatic phonograph manufacturers to discuss copyright legislation and the annual MOA convention, to be held here May 9-11.

George Miller, MOA president, will be in town for the meeting and to attend the regular meeting of the Informat on Council of the Coin-Operated Equipment Industry, to be held in the Sherman Hotel the following day. He will confer with Lou Casloa, who is president of the public relations group.

Miller announced that he will complete arrangements for exhibit space, the banquet, floorshow and other details for the MOA show during his stay here.

Record Mfrs. See Juke Ops As Vendors of Single Disks

By REN GREVATT

NEW YORK — It's no secret that at the retail end of the record business, practically everybody is getting into the act. And the keenest industry observers are now seeing a distinct possibility of juke box men entering the picture as well.

This fact is evidenced not only thru the recent announcement of various types of vending machines which could be operated on location coincidentally with juke boxes, but from statements from juke distributors and record manufacturers as well.

A number of record men here, alarmed at what has been noted as the declining state of the single record business, have openly advocated that juke men should get into the retail end of the business

along with their routes. They point out that chain, variety and candy stores are all selling records from racks right now, while on the other hand, a number of record stores have actually de-emphasized and in some cases have dropped singles. "The juke people are missing a good bet if they don't take advantage of this great opportunity," one diskier said this week. "They're in an ideal spot for selling, what with the juke box as the ideal 'listening booth' for the prospective buyer."

Along this line, an interesting new development has come to light in Great Britain, known as the Press Button Disk Machine, characterized there as an elaborate form of juke box. According to Hubert W. David, writing in Guild News, official organ of Songwrit-

ers' Guild of Great Britain, it works like this: "You select your disk in just the same way (as you would select a record on the box for playing) but you insert 2-6d (about 35 cents) in the slot. You then hear the record played.

"If you like it, you press Button A and get delivered to you on the spot, a single sided disk of the number you have just heard. If you don't like what you heard, you then press Button B and back comes Two Bob of your original Half Crown." The rest of the article deals with the various mechanical royalty problems raised by such a device, not a consideration here. The fact is that such a device offers the juke operator a fascinating opportunity to increase his take.

Some observers have recommended that ops, normally supplied by one-stops which carry all lines, could simply set up an open rack adjacent to the juke box. A customer in this case could make his selection and pay the bartender, tavern owner or candy store proprietor. This, of course, would open the way for obvious methods of cheating — by the location personnel who could accept money without reporting the sale to the op — or by customers in the store, who could readily sneak a disk off the rack.

The Press Button Machine offers the advantage of being pilfer proof. There are several other devices which ops may find equally attractive. The Johnson Fare Box Company of Chicago, recently debuted a Top Twenty Tunes vending machine which handles both 33 and 45 r.p.m. disks. The machine can offer 20 different titles and will hold a total supply of 260 records. These would retail at \$1-in coins. The manufacturer suggests that locations receive 15 cents per record, with a 1½ cent cost to the operator for dispensing envelopes. At a recent showing in

(Continued on page 101)

Neb. Assn. Signs Nine To Exhibit at Conclave

OMAHA—Plans for the Music Guild of Nebraska's seven-State convention here, March 12-13 are rapidly taking shape, with nine exhibitors already signed up and Omaha City Councilman Warren Swigart named to deliver the welcome address.

George Miller, Music Operators of America president, was previously announced as the principal speaker, and Nebraska Music Guild President Howard Ellis said additional civic and business leaders will be on the program.

Scheduled to exhibit are: Bally Manufacturing Company, Rock-Ola Manufacturing Company, Fischer Sales and Service, D. Gottlieb and Company, National Vendors Inc., American Shuffle Board, Lieberman One Stop, Davidson

One-Stop and Mountain Distributors representing AMI.

The convention will have a total of 18 exhibit booths with 11 already reserved (Bally and Fischer each using two). Convention program has not yet been set, but is under the direction of Ted Nichols, Fremont. Nichols previously announced a full schedule of business and forum sessions being planned with numerous current topics of interest to be discussed by the operator membership.

Traditionally, the group will hold a stand-up banquet with dancing Saturday (12) with the grand finale banquet and floorshow being held Sunday evening (13). The group is also planning a full ladies' day program plus door prize drawings and other raffle awards thruout the two-day meet.

Wurlitzer Net & Sales Climb

CHICAGO — The Wurlitzer Company's third quarter sales (October, November and December) climbed 24 per cent over the same period last year, from \$9,561,234 to \$11,869,825. Net earnings were \$364,272, or 41 cents per share, compared to \$239,153 or 28 cents per share in 1958.

Sales for the first nine-month (Continued on page 101)

BILOXI ARCADE OP USES SIGNS TO CURB ROWDYS

BILOXI, Miss.—Wherever an Arcade operator finds that rowdyism results in damage to his machines, and affronts other possible customers, the careful use of signs can often offset the problem, according to Johnny Bertucci, owner of the Sports Center Arcade in this Southern Gulf Coast amusement center.

Bertucci has studied typical players carefully before coming up with a series of signs attached to the machines where they are bound to be read by everyone.

For example, over a row of five-ball tables, a typical sign, lettered in black on a green background, points out: "Our Players Do Not Like to Be Crowded—Please Stand Back!" Similarly, on an adjoining machine, in black on yellow, another sign requests: "Please Play These Machines Quietly—We Believe Both You and Other People Prefer to Patronize an Orderly Place."

Wooden Brackets

Mounted in special wooden brackets, built to fit atop each of the machines, the signs are changed from time to time, always inviting co-operation on the part of players from the standpoint of noise and careless machine handling.

Bertucci's United Novelty Company, which operates other Arcades along with a complete phonograph route thruout the Gulfport-Biloxi area, has found that the old slogan, "Cleanliness Is Next to Godliness," also means a minimum amount of ruffianism, even when the Arcade is crowded with scores of boisterous teen-agers.

Complete informative signs are used to describe proper methods of operating other machines in the Arcade, such as stampers, Lord's Prayer machines and sports pipes.

The Sports Center benefits by the presence of one of the Air Force's largest technical training centers, Keesler Air Force Base, only a half mile or so away, with many students taking electronics training finding much time on their hands. Also, there is a major bus stop just in front of the Arcade and many stores specializing in military goods in the immediate area, which helps to attract traffic.



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.

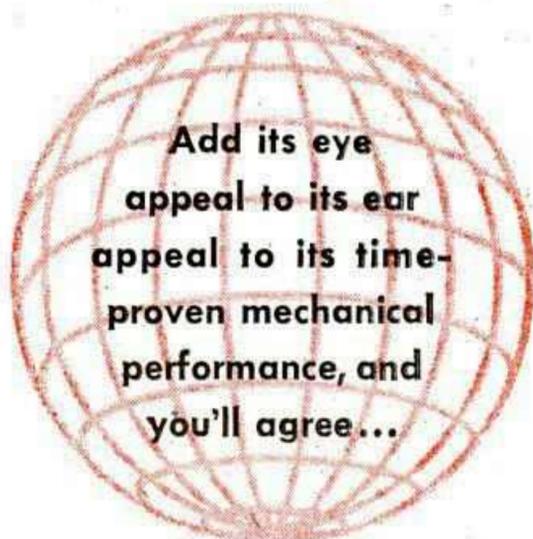
MUSIC		BOWLERS & SHUFFLES		PINBALLS		WILLIAMS		ARCADE & NOVELTIES	
AMI	2204 (104), 1958 \$ 695	BALLY	2200 (200), 1958 825	BALLY	Advance 8/59 \$ 725	WILLIAMS	Carnival Gun (Un)	Pinch-Hitter	
D-40 (40), 1951 \$ 75		ABC Bowler 7/55 \$ 225		Ballerina 6/59 \$ 625	Surf-Club 4/54 \$ 30	Arrow Head 7/57 \$ 95	10/54 \$ 135	(Bally) 3/59 \$ 395	
D-80 (80), 1951 185		ABC Bowling Lanes 12/56 235		Balls-A-Poppin' 10/56 70	Variety 9/54 40	Big Ben 9/54 50	Champion Baseball (Gen) 7/55 105	Pirate Gun (Un) 10/56 225	
E-40 (40), 1953 135		ABC Champion 9/57 475		Bally U. S. A. 7/58 205	GOTTLIEB	Casino 8/58 185	Circus Rifle Gallery (Gen) 3/57 235	Polar Hunt (Wms) 4/55 185	
E-80 (80), 1953 205		ABC Super-Deluxe Bowler 9/57 315		Beach Beauty 11/55 75	Ace High 2/57 \$ 120	2 Circus Wagon 10/55 90	Coon Hunt (Seeb) 2/54 120	Quarterback (Gen) 9/55 85	
E-120 (120), 1953 235		ABC Tournament 6/57 395		Beach Time 9/58 300	Add-A-Line 7/55 90	Colors 11/54 50	Crane (Wms) 3/56 90	Ranger (Keen) 3/55 130	
F-40 (40), 1954 275		All-Star Bowler 12/57 105		Big Show 9/56 110	2 Atlas 5/59 355	Crossword 5/59 250	Crisis Cross Hockey (CC) 9/58 235	Red Ball (Mid) 5/59 400	
F-80 (80), 1954 325		All-Star Deluxe 2/58 130		Big-Time 12/54 55	Auto Race 9/56 100	Cue Ball 4/57 115	Cross Country (Keen) 1/56 75	Rifle Gallery (Gen) 6/54 125	
F-120 (120), 1954 360		Bally Shuffle 1/59 50		Broadway 12/55 75	Auto Star 4/58 265	Daffy Derby 8/54 115	Rock 'n Roll (Muto) 5/56 40	St. Christopher (Muto) 12/56 205	
G-40 (40), 1955 345		Blue Ribbon 4/55 140		Carroll 10/57 130	4 Contest 10/58 350	Dealer 21 4/54 45	St. Christopher (Wms) 6/54 125	Safari (Wms) 1/55 175	
G-80 (80), 1955 385		Champion Bowler 4/54 95		Carnival-Queen 11/58 375	2 Continental Cave 7/57 150	4 Fun House 10/56 85	Rock 'n Roll (Muto) 5/56 40	Satellite Tracker (B-L) 12/58 450	
G-120 (120), 1955 425		Club Bowler 2/59 510		Circus 8/57 85	Crisis Cross 3/58 180	4 Gay Paree 6/57 130	Rock 'n Roll (Muto) 5/56 40	Scramball (Keen) 8/58 30	
G-120-1 (120), 1956 460		Congress Bowler 7/55 225		Crosswords 1/56 170	Daisy Mae 7/54 65	Gusher 9/58 165	Rock 'n Roll (Muto) 5/56 40	Shooting Gallery (Exhib) 5/54 80	
G-200 (200), 1956 415		Deluxe Club Bowler 3/59 510		Cyprus Gardens 5/58 255	Derby Day 5/56 85	Hi-Hand 6/57 120	Rock 'n Roll (Muto) 5/56 40	Shortstop (Wms) 4/58 305	
G-200-1 (200), 1956 425		Gold Medal 4/55 135		Double Header 8/56 105	Diamond Lil 12/54 75	Hi-Score 6/57 260	Rock 'n Roll (Muto) 5/56 40	Sidewalk Engineer (Wms) 4/55 80	
G-200-2 (200), 1956 445		Jet Bowler 8/54 80		Double Shot 11/58 660	2 Double Action 1/59 315	Jumbo Bowling Alley 8/57 435	Rock 'n Roll (Muto) 5/56 40	Sky Raider (Un) 10/58 290	
G-200-3 (200), 1956 470		Jumbo Bowler 9/55 285		Dual Shuffle 1/59 425	Dragonette 6/54 65	Gold Star 8/54 50	Rock 'n Roll (Muto) 5/56 40	Sky Rocket (Gen) 5/55 145	
G-200-4 (200), 1956 470		King-Pin Bowler 9/55 250		Duplex 11/58 660	2 Duette 3/55 100	Green Pastures 1/54 50	Rock 'n Roll (Muto) 5/56 40	Softball League (Exhib) 12/57 395	
G-200-5 (200), 1956 470		Lucky Alley 8/58 630		Eagle Shuffle Alley 5/58 385	Easy Aces 12/55 75	Gypsy Queen 2/55 75	Rock 'n Roll (Muto) 5/56 40	Special Deluxe Baseball (Wms) 1/54 75	
H-200 (200), 1956 625		Lucky Shuffle 9/58 420		Flash 6/59 535	2 Fair Lady 11/56 150	Harbor Lites 3/56 80	Rock 'n Roll (Muto) 5/56 40	Spook Gun (Bally) 9/58 260	
H-120 (120), 1956 560		Magic Bowler 12/54 110		Hi-Diver 4/59 150	4 Falstaff 11/57 285	Hawaiian Beauty 5/54 50	Rock 'n Roll (Muto) 5/56 40	Space Gunner (Bally) 5/58 315	
H-100 (100), 1956 490		Mystic Bowler 12/54 110		Jockey Club 4/54 50	3 Flag-Ship 1/57 175	Hi-Hand 6/57 120	Rock 'n Roll (Muto) 5/56 40	Space Shuttle (Bally) 5/58 315	
H-200M (100), 1957 555		Pan American 6/59 775		4 Jubilee 5/55 175	4-Belles 10/54 50	Regatta 10/55 80	Rock 'n Roll (Muto) 5/56 40	Sportland Shooting Gallery (Exhib) 11/54 90	
I-200 (200), 1957 775		Rocket Bowler 8/54 90		Lady Luck 9/54 50	Frontiersman 11/55 80	Screamo 7/54 50	Rock 'n Roll (Muto) 5/56 40	Sportsman (Keen) 11/54 105	
I-120 (120), 1957 705		Speed Bowler 11/58 410		Lovely Lucy 2/54 50	2 Gladiator 1/56 120	2 Shamrock 1/57 130	Rock 'n Roll (Muto) 5/56 40	Squid's Water Polo (Aqua) 5/57 375	
I-100 (100), 1957 635		Star Shuffle 9/58 395		2 Majestic 4/57 275	Gold Star 8/54 50	Skyway 9/54 50	Rock 'n Roll (Muto) 5/56 40	Star Slugger (Un) 4/58 125	
I-200M (200), 1958 635		Strike Bowler 11/57 290		2 Marathon 11/55 125	2 Gondolier 8/58 295	Smoke Signal 9/55 65	Rock 'n Roll (Muto) 5/56 40	State Fair (Gen) 7/56 200	
J-200 (200), 1958 895		Super Bowler 1/58 120		Mystic Marvel 3/54 65	Green Pastures 1/54 50	Soccer Kick-Off 3/58 140	Rock 'n Roll (Muto) 5/56 40	Steam Shovel (CC) 5/56 95	
J-120 (120), 1958 845		Trophy 4/58 545		2 Piccadilly 5/56 95	Gypsy Queen 2/55 75	Starfire 3/57 150	Rock 'n Roll (Muto) 5/56 40	Super Big Top (Gen) 12/55 235	
J-100M (100), 1958 670		Victory Bowler 4/54 80		4 Race-the-Clock 4/55 80	Harbor Lites 3/56 80	Star Pool 10/54 50	Rock 'n Roll (Muto) 5/56 40	Super Home Run (CC) 3/54 75	
ROCK-OLA				2 Regatta 10/55 80	Hawaiian Beauty 5/54 50	Steeple Chase 11/57 160	Rock 'n Roll (Muto) 5/56 40	Super Pennant Baseball (Wms) 1/54 95	
1438 (120), 1954 \$285				3-D 11/58 200	Hi Diver 4/59 150	Super Star 9/56 85	Rock 'n Roll (Muto) 5/56 40	Super Slugger (Un) 7/55 110	
1442 (50), 1955 325				Three Deuces 8/55 80	Jockey Club 4/54 50	Tic-Tac-Toe 1/59 235	Rock 'n Roll (Muto) 5/56 40	Super Star Baseball (Wms) 1/54 75	
1446 (120), 1955 330				Tic-Tac-Toe 1/59 235	4 Jubilee 5/55 175	Tim-Buc-Tu 1/56 60	Rock 'n Roll (Muto) 5/56 40	Swami (Muto) 4/55 595	
1448 (120), 1955 425				Thunderbird 5/54 50	Lady Luck 9/54 50	Turf Champ 8/58 185	Rock 'n Roll (Muto) 5/56 40	Target-Roll (Bally) 1/58 115	
1452 (50), 1956 395				Top Hat 2/58 195	Lovely Lucy 2/54 50	Wonderland 5/55 60	Rock 'n Roll (Muto) 5/56 40	Test Pilot (Cap) 12/57 470	
1454 (120), 1957 475				Turf Champ 8/58 185	2 Majestic 4/57 275		Rock 'n Roll (Muto) 5/56 40	10 Commandments (Muto) 12/57 210	
1455D (200), 1957 500				Wonderland 5/55 60	2 Marathon 11/55 125		Rock 'n Roll (Muto) 5/56 40	3-D Kiddie Theater (Rite) 3/54 140	
1455S (200), 1957 480					Mystic Marvel 3/54 65		Rock 'n Roll (Muto) 5/56 40	3-D Theater (Rite) 3/54 170	
1458 (120), 1958 620					2 Picnic 6/58 275		Rock 'n Roll (Muto) 5/56 40	3-D Pix (Cap) 2/54 160	
1465 (200), 1958 680					Queen of Diamonds 6/59 280		Rock 'n Roll (Muto) 5/56 40	Treasure Cove (Exhib) 7/55 160	
SEEBURG					2 Race Time 3/59 325		Rock 'n Roll (Muto) 5/56 40	Twin Hockey (CC) 5/56 175	
M100B (100), 1950 \$ 230					Rainbow 12/56 115		Rock 'n Roll (Muto) 5/56 40	Two-Player Basketball (Gen) 3/54 130	
M100C (100), 1952 275					4 Register 10/56 145		Rock 'n Roll (Muto) 5/56 40	United Deluxe Baseball (Un) 2/59 360	
100W (100), 1953 390					Rocket Ship 5/58 195		Rock 'n Roll (Muto) 5/56 40	Vacuumatic Card Vendor (Exhib) 5/54 130	
HF100G (100), 1953 420					Roto Pool 7/58 205		Rock 'n Roll (Muto) 5/56 40	Voice-O-Graph (Muto) 2/57 905	
HF100R (100), 1954 490					Royal Flush 3/57 135		Rock 'n Roll (Muto) 5/56 40	Voice-O-Graph (Muto) 11/54 160	
V200 (200), 1955 375					2 Sea Belles 9/56 125		Rock 'n Roll (Muto) 5/56 40	Wild West (Gen) 2/55 180	
100J (100), 1955 560					Silver 10/57 175		Rock 'n Roll (Muto) 5/56 40	Yankee Baseball (Un) 2/59 335	
K200 (200), 1957 635					Sittin' Pretty 11/58 230		Rock 'n Roll (Muto) 5/56 40	Zig-Zag (M&T) 5/54 10	
L100 (100), 1957 580					Sluggin' Champ 4/55 70		Rock 'n Roll (Muto) 5/56 40	Zipper (Blinks) 1/54 15	
201 (200), 1958 865					Southern Belle 6/55 190		Rock 'n Roll (Muto) 5/56 40	Zodiac Chart (Mun) 12/55 50	
161 (160), 1958 835					Straight Flush 12/57 190		Rock 'n Roll (Muto) 5/56 40		
101 (100), 1958 680					Straight Shooter 2/59 235		Rock 'n Roll (Muto) 5/56 40		
222 (160), 1958 1,005					Sunshine 9/58 225		Rock 'n Roll (Muto) 5/56 40		
220 (100), 1958 925					4 Score-Board 4/56 100		Rock 'n Roll (Muto) 5/56 40		
WURLITZER					Stagecoach 11/54 65		Rock 'n Roll (Muto) 5/56 40		
1250 (48), 1950 \$ 65					2 Super Circus 9/57 240		Rock 'n Roll (Muto) 5/56 40		
1400 (48), 1951 100					4 Super Jumbo 10/54 170		Rock 'n Roll (Muto) 5/56 40		
1500 (104), 1952 105					2 Toreador 6/56 125		Rock 'n Roll (Muto) 5/56 40		
1500A (104), 1953 155					Twin Bill 1/55 85		Rock 'n Roll (Muto) 5/56 40		
1600A (48), 1954 185					2 Whirlwind 2/58 255		Rock 'n Roll (Muto) 5/56 40		
1700 (104), 1954 315					Wishing Well 9/55 90		Rock 'n Roll (Muto) 5/56 40		
1800 (104), 1955 395					World Champ 8/57 125		Rock 'n Roll (Muto) 5/56 40		
1900 (104), 1956 495							Rock 'n Roll (Muto) 5/56 40		
2000 (200), 1956 555							Rock 'n Roll (Muto) 5/56 40		
2100 (200), 1957 605							Rock 'n Roll (Muto) 5/56 40		
2150 (200), 1957 560							Rock 'n Roll (Muto) 5/56 40		
2250 (200), 1958 675							Rock 'n Roll (Muto) 5/56 40		

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Nickel Dead, Say Phoenix Juke Box Ops

PHOENIX, Ariz. — Five-cent play has to all practical extents disappeared in this area, according to a survey of leading phonograph operators headquartering in Phoenix.

Even in so-called minority neighborhoods which had stubbornly refused to go along, dime play has finally been accepted, major operators report.

Much of the resignation to 10-cent play has been artfully developed by offering combination price scheduling, beginning with nine plays for a half dollar, and scaling down to the old standby of three for a quarter, until the individual 10-cent play hasn't seemed so opprobrious to the usual customer.

Another means which has been employed by many operators toward making 10-cent play more acceptable has been putting additional emphasis on requests, and encouraging location owners to point out to their own patrons that customers are entitled to request any record they would like to hear, which would then be placed on the box during the next record change.

At least a dozen firms have employed this method of building good will and find that it invariably produces the desired results.

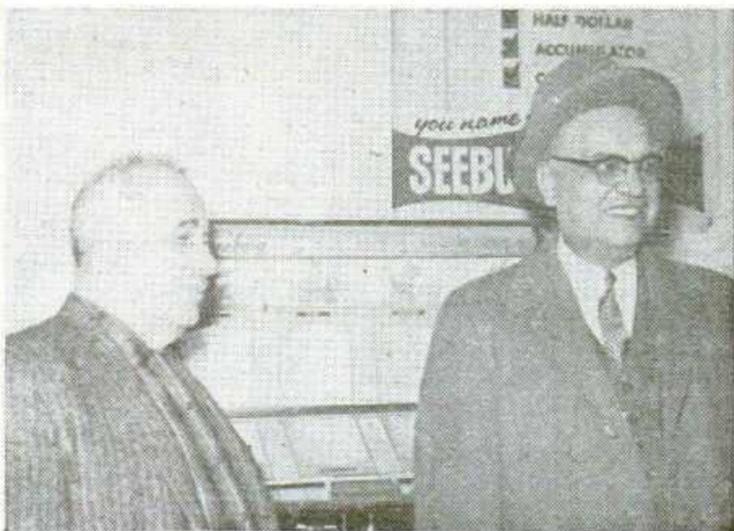
No Opposition

Continued from page 90

CAVA recently passed resolutions permitting all members to vote and be elected officers and directors; authorized election by ballot by mail; study plans for a permanent legislative committee, and hold regional meetings thruout California in 1960.

Grenier said that while he did not run for re-election, he will continue to work in the interest of the association.

N. E. Operators View New Juke Boxes



AT TRIMOUNT showrooms for a look at the new Seeburgs were (l. to r.) Joe Turcotte, Williamsett, Mass., and Steve Pielock, Worcester, Mass.



KENNY GHIORSE, Brockton, Mass., (left) and Dave Riskin, Trimount Sales, Boston, talk over the new Seeburg models.



IRWIN MARGOLD (left), Trimount sales executive, greets Ellie and Al Sharpe, Portland, Me., at the phonograph showings in Boston.



IN BOSTON for phonograph showings were (l. to r.) Bill O'Brien, Newport, R. I.; Pete Slepchuck, Springfield, Mass.; Dan Brown, of the Trimount staff, and Walter Slepchuck, Springfield.

Boston Phono Showings Held

BOSTON—The city's Coin Row had a busy January, with operators from the six New England States flocking in as two distributors demonstrated new models of Seeburg and AMI phonographs. Week-long showings were held at Trimount Automatic Sales Corporation for Seeburg's new line and at Atlas Distributors for the AMI models. Trimount also had some of the new Seeburg coffee and soft drink venders.

Hosting at Trimount was David S. Bond, president; Irwin Margold, general manager; C. Marshall Caras, assistant general manager; salesman Dan Brown and David Riskin, and Frank Finneran, representing the Seeburg Vending Division.

On deck to welcome operators at Atlas Distributors were Anthony Grazio, president; Dominic Grazio, vice-president, and David Shuman, sales manager. Door prizes of articles emphasizing the new K Model were presented.

Among operators in town for the showings were: From Maine, Martin Oliver and Mr. and Mrs. Al Sharpe, of Portland; Mr. and Mrs. Eddie Dicey, Caribou, and Romeo Rivard, Lewiston. From Rhode Island came Chris Carigianis, Bill O'Brien, Pete Slepchuck and Walter Slepchuck, Newport, and Walter Legena, Central Falls.

From Massachusetts were Paul Strahan, Greenfield; Bert Howells, Westwood; James C. Geracos, Dorchester; Sol Robinson, Mike Williams and Guy Di Girloima, Boston; Leon Sherter, Newton; Kenny Ghiorse, Brockton; Steve Pielock, Worcester; Edgar Beals, Needham; Louis Stevens, Southbridge; Charles Pan, Dedham, and Joe Turcotte, Williamsett.



Continued from page 90

new Starliner on his collection rounds. Also accepting deliveries of new Valiants were the routemen of Broward Music Company. . . . Lucky Skolnick, Lucky Amusement Company, missing two consecutive weekends at jai alai. Seems he had to attend a Bar Mitzvah in New York and followed up with another Bar Mitzvah last weekend. . . . A tip of the hat to Mrs. William Blatt, wife of Willie (Little Napoleon) Blatt, for her efforts in making the recent Monte Carlo night of the North Shore Opti-Mrs. a success. Sydelle spent a lot of time and effort soliciting coinmen to aid in a very worthwhile cause.



Willie Blatt

Max Lobow, Automatic Equipment Company, is expected back on the job in the next couple of days. Max has been out with an eye operation, but we hear that everything is okay now. . . . Steve Brookmire, Florida Record Sales, suffered minor damage to his home when his central heating unit caught on fire. Most of the damage due to smoke. . . . Doris Shapiro, formerly of Music Makers, is proving to everybody why she needed a furlough from work. Doris is having most of her family down from up North, and she is as happy as a child with a new toy.

Ozzie Truppan, Bush Distributing Company, is happy to get back from a fast trip up North. Ozzie says it was plenty cold when he left Miami, but nothing like when he deplaned up there in them cold climes. . . . Gene Lane, Taran Distributing Company, called to say that sales of the new Rock-Ola are much better than they were at this time last year. . . . Bob Weller, Bush Distributing Company, reports that sales of vending equipment are far ahead than of the same time last year. Bob says that he expects this to be the best year he ever had.

Raoul Shapiro

TENNESSEE TOPICS

Drew Canale, owner of Canale Amusement Company, Memphis, suffered a sprained wrist recently when thrown while horseback riding. . . . George Sammons, president of Sammons-Pennington Company, got good operator response at his recent showing, biggest

(Continued on page 96)

FASTER PLAY VS. HIGHER TAB

CHICAGO—When the rising cost of production forces up the price of equipment, can the operator simply raise the coin chute price to players? Bill O'Donnell, Bally Manufacturing Company general sales manager, says, "Certainly not!" Strong as the American public's affection for pinball may be, players think of coin games in terms of nickels and dimes, he claims. The answer he proposed is "accelerated play." Increasing games-per-hour earning power is the only solution to the problem of inflation in single-coin operations, says O'Donnell. O'Donnell's argument, of course, was offered by way of a sales plug for Bally's new fast-play one-ball game, Beauty Contest.

Ballard to Minthorne

PHOENIX, Ariz.—James Ballard has been appointed general manager for Minthorne Music Company, Seeburg distributors here. Jack Minthorne, president, has completely gone out of route operation in favor of distribution and sales on Seeburg background music equipment.

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K

Said a wise operator one day, why the fuss about dual speed play forty-five, thirty-three . . . it's as plain as can be you get both if you want, in the "K"

AMI

AUTOMATIC MUSIC INC.

Canadian Court Rules in Favor Of Coin Bowler

EDMONTON, Alta.—An appeal by the crown in a case involving a coin-operated bowling game was recently dismissed in the Alberta Supreme Court. Result of the ruling is that such games are now considered legal here.

Under the strick Alberta law, "a place that is found to be equipped with a slot machine shall conclusively presumed to be a common gaming house." The definition of "slot machine" is "any automatic machine that is used or intended to be used for any purpose other than vending merchandise or services."

In upholding the previous acquittal, Chief Justice Ford said, in part: "There is one feature of the machine that was referred to at the hearing of the appeal. It is that if the scoring of points shows that the operator has a sufficient margin he is entitled to play another game without further payment of money for the operation."

"To my mind, the privilege so given is the result of skill in operating rather than an element of chance or uncertainty and does not make the machine unlawful. I would dismiss the appeal."



BRITAIN'S first coin disk vender, tested nearly one year, is now appearing on a variety of locations throuth the United Kingdom. It is produced by the Ditchburn organization, importers of the Seeburg line and Cole venders, and large operators. The disk vender offers up to 75 different disks. The patron turns a manual selector to the record title desired and inserts coins, receiving the disk and his proper change. If disk is sold out, a red light appears. Unit is of zintec steel sheet with a fiberglas front. It measures 16½ by 23½ by 22½ inches and can be wall mounted or set on a stand. The unit pictured above is located in the foyer of a well known London cinema.

Seek to Link 3 Rival Trade Blocs in 'Atlantic Community'

By OMER ANDERSON

BONN, Germany — The European coin machine industry is acclaiming the decision made in Paris to seek an Atlantic economic community as a solution to the threatening conflict between the trading blocs.

Representatives of the Continental and British branches will join forces in putting pressure on their respective trading blocs to embrace the "Atlantic solution," as it being called.

In Paris, January 14, leaders from 18 West European nations, the U. S. and Canada formally approved the decision of the Atlantic economic conference to link Europe and North America for close cooperation on aid and trade.

Ministers of the 20 nations have endorsed an American-sponsored plan envisioning a long-range Atlantic economic community. The ministers have established a committee of three "wise men" representing the rival trade blocs—the British-backed "Outer Seven" known as the European Free Trade Association and the European Economic Community or Common Market—and the U. S. and Canada.

The wise men group will blueprint the projected Atlantic economic organization, which would:

1. Harmonize trade policies in and with Europe.
2. Co-ordinate use of free-world resources.
3. Assist in aid planning for underdeveloped countries.

European coinmen have jumped to support the Atlantic economic community concept because it so closely parallels what the majority of the industry long has been advocating. There is probably no other segment of European industry more opposed to trade bloc rivalry than the coin machine trade.

As it is being pointed out here, the Atlantic trade bloc concept, in a sense, was anticipated by the coin industry with its sponsorship of a Euromat congress early last year in Brussels. The British were represented prominently, and broad agreement was reached that the wider the super-trading area formed the better for the coin trade.

Meantime, this attitude has crystallized, and the European industry is united behind the approach to North America. A committee from the 20 nations, including the U. S. and Canada, will meet April 19 in Paris to take up the conflicting trade policies of the two rival European trading blocs.

This is not to say that all coin machine producers relish the idea of foregoing the tariff wall against American products promised by the EEC bloc. But it is accepted that the alternative to an Atlantic economic community is a cut-throat trade war between the blocs, commercial strife which would hit the coin trade perhaps harder than most industrial branches.

For the Germans, the overriding consideration is this country's steady expansion, in the coin machine field, into the British market. The last year has capped this development. Every major German producer now has a sales outlet in Britain, and the trend is toward the organization of large-scale production facilities.

Even the Germans have been surprised at the success of their invasion of the British market. Moreover—and most encouraging—German coin exports to Britain have continued to swell despite Britain's dollar import liberalization.

The Germans regard the British market as being ripe for general coin machine boom in all sectors—jukes, games and venders. With Britain now far and away West Germany's best coin machine market, the Germans are dismayed

(Continued on page 98)

Exporters Start 'Sell America' Campaign

By GEORGE METZER

PHILADELPHIA—The International Amusement Company here has started a campaign to "sell America" abroad.

As its first step in this movement, the firm—one of the United States' biggest exporters—has distributed a beautiful 16-page, multi-colored booklet throuth the world.

The booklet is entitled "America's Top Winners." It contains pictures of various music, pin, shuffle, gun and ride machines. Under each picture is simply the name of the game and the manufacturer.

No Ad Gimmick
This is not an advertising gimmick per se for International, since no price list is printed in the booklet.

"But we do hope it will do us some good," said Jack Palmer, of International. "We feel if we can get the European operators to buy their equipment from the United States firms that International cannot help but get some of that business."

Palmer, along with his colleague, Hank Grant, feels that this is the time for American firms to promote America in other countries.

Promote U. S.
"There is no denying that the European-made equipment will eventually get as good as the stuff that is being made here," said Grant. "I figure this will come about in three years. So now is the time for us to start promoting this country abroad so the operators

there will stay in the groove of buying their equipment from the U. S."

"Another way American exporters can help along these lines," interjected Palmer, "is to make sure they give the European men a fair deal. Some exporters in this country feel Europe is a dumping ground for junk equipment, since the men they are dealing with are over 3,000 miles away."

"This is the wrong attitude to take," he continued. "American exporters should not sell anything to men abroad that they would not sell to an operator with a place next door to them."

Fill Commitments
"Another thing the U. S. can do to promote good relations is to

make sure every commitment is filled," Palmer said. "Sometimes an exporter will agree to sell 10 machines of a certain kind to an operator in Europe but then sells to a local man who offers \$50 more for three or four of the machines, thus failing to fill their commitment."

"If some of these incidents happen enough times," Palmer pointed out, "the European is going to soon get the wrong opinion of exporters in this country and start dealing exclusively with distributors in Europe. Pretty soon, the export business here would drop off to nothing."

Small Exporters
Palmer and Grant also advanced another suggestion for improving relations with European firms. They feel the distributor who does only a small amount of exporting should drop out of the field and let it entirely for the exporting firms.

"This would actually help the distributor in the long run," Palmer (Continued on page 100)

Shuman Skeds Trip to Europe

BOSTON—Dave Shuman, sales manager for Atlas Distributors here, will spend the next several months in Europe. The firm maintains warehouses, sales and showrooms in London and Antwerp, Belgium. Atlas exports games and music and buys used equipment for shipment and sales overseas.

Disk Export Distrib Expands Quarters

NEW YORK — Albert Schultz, Inc., prominent export distributor of all brands of phonograph records and accessories, has moved into new and expanded quarters on West 14th Street here. Firm spokesmen stated that the larger premises will accommodate both office and warehouse facilities, which will allow for more rapid and efficient service for their accounts overseas.

'Juke Box Jury' Big Hit on BBC-TV



LONDON—The British version of Peter Potter's "Juke Box Jury," which has an 8½ million-viewer rating, second only to "Wagon Train" on BBC-TV, featured for the first time January 23 a juke box operator-distributor as a member of the celebrity panel.

He was Cyril Shack (left, above), young director of Phonographic Equipment, Ltd., London, main distributor for Wurlitzer juke boxes. Shack also has large operating and one-stop firms in London.

The honor was well deserved, for Shack has been a public relations pioneer in the business and was one of the first to see the possibilities of having juke boxes featured in TV programs. One of his Wurlitzers is featured throuth the program every Saturday.

Shack acquitted himself like a real showman and got in many good words for the industry during the half-hour program.

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2-Way Radio Improves Service, Cuts Overhead for Mid-South Ops

By **ELTON WHISENHUNT**
MEMPHIS — Ten Mid-South music and game operators are now using a two-way radio system between their office and their service cars and trucks to save money, wear and tear on equipment and give better service.

In Memphis, Southern Amusement Company and Ace Amusement Company have the radio system. Parker Henderson, general manager of Southern Amusement Company, said he believed two-way radio for operators is "without a doubt a coming thing in the industry."

Other Mid-South operators who have radio service are:

Robert Kirspel, Kirspel-Hollenberg Music Co., Little Rock; Nathan Wheelless, Service Amusement Co., Jonesboro, Ark.; Paul Mauceli, Paul's Novelty Co., Greenville, Miss.; A. B. Ford, Fairway Amusement Co., Columbus, Miss.; Robert Smith, Smith Amusement Co., Dyersburg, Tenn.; Edward Boyce, Boyce Amusement Co., Bald Knob, Ark.; Wayne Cartiller and Loyd Barber, B & C Amusement Co., Forrest City, Ark., and Harold

Young, Broadway Amusement Co., Caruthersville, Mo.

Cuts Overhead

All say the two-way radio saves them time, cuts their overhead in operation of their service equipment and also saves them money in getting broken down equipment back into operation quicker and thus into play.

There is also a savings on 10-cent pay station telephone calls, the operators point out. But one of the important features is that it enables them to render faster service to location owners.

This also helps operators in a competitive city by giving them an advantage over other operators. They can use the argument that they give fast, prompt service by radio contact.

45-Mile Radius

Henderson, whose company invested \$6,000 for a 60-watt transmitter in the office, with a 100-foot antenna on its lot and 25-watt transmitters in their six cars and trucks, said his radio messages will cover a radius of from 40 to 45 miles.

Some may find they can use it on a rental basis while others may

be able to buy it, he said. He said he expects his radio set-up to effect enough savings in three years to pay for itself.

Paul Mauceli, the young far-sighted operator at Greenville, Miss., was one of the pioneers of two-way radio in the Mid-South. He learned radio and communications while serving in the Navy during World War II and after he became an operator realized that two-way radio would effect a good savings in his operating overhead as well as render faster service to the locations.

About three years ago he installed his two-way equipment to cover a radius of 15 or 20 miles, and a year or so ago replaced it with more powerful equipment to cover a radius of about 60 miles because his route had grown and expanded in outlying areas from Greenville.

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COINMEN
in the **news**



• Continued from page 94

in years. Sammons reports sales good and predicts 1960 will be his biggest year. . . Stanley Werner, operator of Dixie Coin Machine Company with his wife, Rose, reports his golf swing back in the groove.

E. T. Lockett, Lucky's Music Company, Memphis, is talking of adding more machines to his route. . . Clarence A. Camp, president of Southern Amusement Company and owner of other enterprises, including Background Music, Inc., predicts a big year for his growing background music business.

Bobby Harbin and Billy Harbin, brothers operating Memphis' Harbin Amusement Company for their father, Robert, the founder, report good business and feel the coming year will be better than last. . . Joe Cuoghi, partner with Johnny Novarese in Poplar Tunes Music Service, a one-stop, predicts an increase in record purchases by operators during 1960 over 1959. A good year ahead, says Cuoghi. Cuoghi and Novarese also operate a route.

Bill Fitzgerald, formerly manager of Music Sales Company, a record distributorship in seven Southern States, has joined Sun Record Company as head of record distribution. Sam Phillips, owner of Sun, was the man who discovered Elvis Presley and lost a gold mine when he sold his contract to RCA Victor for about \$40,000 just as Elvis hit the top. . . Charles Curtis is now the manager of Rainbow Amusement Company. The founder and owner, Douglas Highfill, died of a heart attack last year at age 44.

Jack Embry, partner in Central Amusement Company, Memphis, lost that location he had hopes of keeping when the cafe operator skipped town owing a lot of money. Jack had a successful pinball in it grossing at least \$50 a week and loaned the cafe operator \$500, unsecured. A Billboard story several months ago, at the time of the skip, pointed out the need for operators to have location owners sign notes when making a loan—a secured loan. Embry agreed. Now the new location owner redecorated, has swank new decor and refuses to have a pinball.

Alan Dixon, general manager of S & M Sales Company, Memphis, reports good sales in his distributorship and good collections from his route. . . A new operator is on the scene in Memphis, Don Blankenship, owner of Bianchi Vending Company. Also, Leo Pieraccini, owner of Rainbow Lake Amusement Company, is expanding his route operations some. The town seems to be growing. . . Edward H. Newell, Ormatt Amusement Company, still doing a good job in scout work, devoting many hours to molding young boys in the right paths.

West Tennessee: Odean Craig, Craig Amusement Company at Ripley, was in Memphis recently eyeing some new phonographs and games. He hopes for a gradual changeover in his juke route to stereo in the coming years. . . William Forsythe, Forsythe Amusement Company, Millington, reports good collections on his rural routes in the past year. He believes 1960 will be much better than 1959. . . Albert Uttz, Dixie Novelty Company, Covington, talking of

(Continued on page 99)

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Seeburg Takes Another Step In Full-Scale Vending Venture

By NICK BIRO

CHICAGO—The Seeburg Corporation last week took another step in what must now be obvious to everyone—a program calling for a full scale invasion of the major equipment vending machine field.

Altho not officially announced, the company acquired for cash the Choice Vend Corporation of Hartford, Conn., a manufacturer of bottled drink venders. At the same time, Seeburg closed the Choice Vend plant and proceeded to move all equipment and machinery into a vacant Fuller Brush plant in Hartford, four times the size of the old factory, and scheduled production to start February 1.

But perhaps more significant of the company's future plans were the remarks made by the firm's youthful president, Delbert W. Coleman, which have since been reprinted in the daily press and a national business publication.

Export Market

Coleman indicated that shortly, Seeburg expects to acquire a major export distributor to improve its overseas business; purchase or introduce its own pre-mix cold drink machine before mid-year; transform Seeburg from a manufacturer solely of juke boxes into a full-line manufacturer of everything in vending machines from music boxes to hot-plate dispensers.

Add this to the fact that in the past year, Seeburg has also brought out an electric cigarette machine, a coffee machine, a background music unit, plans to bring out a cold drink machine, and you have the substantial start of a full line of equipment.

Coleman also indicated the direction he expects things to go by pointing out that he feels his strong distributor organization can be utilized to put Seeburg quickly into merchandise vending equipment lines.

Altho naming no specifics, Coleman said he had already made some changes and plans to make more by cutting down the size of territories and adding more distributors.

He indicated that owners of vending locations would rather deal with one operator to service all machines, instead of one for cigarettes and candy, one for music and one for drinks. He indicated that Seeburg's own distributors and operators would now have the chance to add merchandise vending to their business.

In acquiring Choice-Vend, Seeburg will be taking a crack at selling an estimated 2,400 soft drink bottlers in the country, with another vending machine manufacturer—the giant Vendo Corporation in St. Louis—as his chief competition.

Pepsi Tie-In

Vendo currently does a large portion of the business with Pepsi-Cola and Coca-Cola, and it is the former market that Coleman is reportedly eyeing. Pepsi has its own distribution set-up in most major cities and is in an ideal position to give Seeburg a large chunk order, if and when they ever decide to make the move.

To boost the decision, Seeburg plans to set up its own sales organization to sell directly to the bottlers. Just how and when this might fit in to Seeburg's current sales organization or distributor chain is hard to tell.

Coleman has, however, indicated he plans to go after some 17 to 20 per cent of the full vending market for all his lines, and it is common knowledge that vending machines have traditionally been sold direct—by factory representatives.

Conceivably an inkling of the firm's plans, at least as far as their marketing organization is concerned, can be had by looking at

its recent reorganization into three separate divisions — juke boxes, background music and vending machines.

The re-organization followed the retirement of Carl T. McKelvy, long-time vice-president of Seeburg and considered by many to be the dean of the juke box industry.

With McKelvy's departure (he is still retained on a consulting basis), Seeburg brought in John C. Gordon, Eastern sales representative, as vice-president in charge of the juke box division. Raymond Lindgren took over as vice-president in charge of the background music division. George Glass became vice-president in charge of the vending division. Glass was formerly with Eastern Electric, the company whose cigarette machine Seeburg bought.

Background Music

Lindgren had already set the wheels in motion for the firm's active competition in the background music field by appointing a number of electrical parts dealers as distributors of the firm's background music unit.

This is in addition to the regular Seeburg juke box distributor network, which also carries the background music unit. Back of the move is a bid for a constantly growing background music market that is presently dominated by commercial and industrial sound contractors who install most of the on-location sets. It is these sound contractors that Seeburg hopes to sell thru their newly appointed parts dealers. (They will be in competition with two other popular types of background music installations—FM radio and leased telephone wires.)

According to Coleman, Seeburg expects to have some 15,000 background music systems on location within the next three years. Lindgren had previously indicated he felt that about 50 per cent of the firm's background music output

would be taken up by the juke box operator trade, but it is now common knowledge that the background sound has been only a moderate success with the coin operated phonograph people and any major penetration that Seeburg makes will have to be concentrated in the sound contractor market.

Juke Box Picture

In juke boxes, Seeburg has continued to rely on its strong distributor chain, altho Coleman has made several moves recently, and says he plans to make more, to tighten territories and name some more distributing firms.

How all this will affect vending is at present hard to tell. All juke box distributors currently carry the full Seeburg vending line. But whether they will serve as the only outlet as Seeburg continues its invasion of the major equipment vending field is open to conjecture.

The vending trade some years ago went to considerable pains to divorce itself from the juke box and amusement game field—contending it is a legitimate seller or retailer of merchandise and not to be classed with the coin-operated amusement game or music people.

Whatever the validity of the argument, it is difficult to imagine

an effective vending machine sales organization functioning thru old-time juke box or amusement game channels, Seeburg has already indicated it plans to establish their own sales organization to sell bottled drink venders direct and it is not too difficult to conclude the same will follow for major vending lines.

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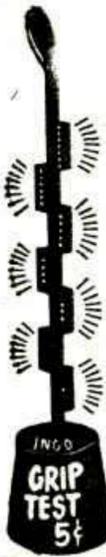
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Operator Seeks to Upset S. C. Town's Anti-Pinball Law

SPARTANBURG, S. C. — In Circuit Court here Judge J. Woodrow Lewis, of Darlington, took under advisement the case of a Gaffney amusement company seeking an injunction against the town of Cowpens.

The firm petitioned for an injunction restraining the town from enforcing its recently enacted ordinances against pinball machines.

Attorney Jonathan Z. McKown, Gaffney, counsel for the amusement company, argued that a \$250 license assessed by the town of Cowpens on pinball machines is unlawful.

McKown also contended that an ordinance which restricts pinball machines from operating within 1,000 feet of a church is, in effect, a prohibitive ordinance.

"Every business in Cowpens is within 1,000 feet of a church, thereby making the ordinance prohibitive in nature," McKown declared. "This is violation of State law, which allows operation of pinball machines," the Gaffney attorney added.

Attorney Matthew Poliakoff, a member of the Spartanburg County legislative delegation, representing Cowpens, contended there are places in Cowpens which do not fall within 1,000 feet of a church.

"The town ordinance restricts the machines to these spots," he explained, "and does not prohibit their operation."

Judge Lewis indicated to reporters he will render a decision in this case "at an early date."

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Seek to Link Trade Blocs
• Continued from page 95

by the prospect of losing this market to a trade war.

Therefore, rather than risk such a catastrophe, the German industry prefers to take on enhanced American competition. In fact, there are optimists in the industry who contend that the Germans, once the Atlantic economic community is a reality, can crack the U. S. coin machine market—and in a big way.

This reasoning is rooted in the anticipation that, with the scaling down of tariff walls, the Germans will enjoy a handsome competitive edge by virtue of this country's lower labor costs and the highly developed skills of its electronic industry.

In other words, what Volkswagen has wrought in the automotive export field, the coin trade can duplicate—and even improve on—with the full and free access to the U. S. market promised by the Atlantic trade community.

On the other hand, as concerns the U. S. industry there can be no doubt that it would benefit enormously from the fashioning of an Atlantic economic community. Briefly, an Atlantic trade area would rescue the U. S. industry from its present nightmarish caught-in-the-middle position between the trade blocs.

It would vastly simplify U. S. planning of a long-range European export program, primarily by eliminating, for the time being, the necessity for the organization of European production facilities. In fact, it may well be that U. S. producers can continue to rely mainly on U. S.-based productive capacity to supply the European market, assuming that such production can be sufficiently automated to compensate for lower European wage scales.

Prior to the Paris meeting, when a trade war of the "Six" and "Seven" loomed, it seemed that U. S. firms might be forced to plant a foot in each trade bloc to avoid discrimination, the costly duplication of production and distribution facilities in Britain and on the Continent.

Now the wait-and-see posture struck by the majority of American coin machine producers appears, in the light of the Paris meeting, to have been the correct policy.

Meantime, U. S. State Department officials who participated in the Paris negotiations are highly pleased with the outcome, and optimistic concerning the long-range outlook. Most of them feel that the crisis has been surmounted, and that the U. S. can expect to benefit from any tariff concessions that the two trading blocs make to each other in future negotiations.

The trade negotiations that will start in a month to six weeks will be conducted by the U. S., Canada and the 18 members of the Organization for European Economic Co-Operation. They will be joined by representatives of the General Agreement of Tariffs and Trade.

U. S. coin machine industry representatives in Europe feel that the presence of GATT representatives will assure the adoption of the most favored nation principle in any trade agreement reached. By this principle, the best trade treatment that one country accords another is automatically extended to all members of GATT.

The main point at issue in the forthcoming negotiations is the different tariff policies of the EEC Six and the Outer Seven. While the EEC abolishes tariff among its six member States, it proposes erecting a common tariff to the outside world. Members of the

looser free trade area abolish tariffs internally, but each maintains its national tariffs for outside goods.

The free trade area scheme is generally regarded as more liberal, and hence more favorable to U. S. trade, than the Common Market scheme of a common tariff wall against outside nations. All members of the free trade area are free to lower their external tariffs as they see fit.

But this is not the case with the Common Market. The EEC's common tariff wall is to be determined by averaging roughly the tariffs of the six members. Thus, such low tariff members as The Netherlands and Belgium would be obliged to increase their tariffs while the French would cut.

The U. S. considers both blocs discriminatory, but hopes that any tariff increases pending will be slight, and that with creation of the Atlantic economic community all tariffs within the community can be leveled.

The U. S. expects to make its tariff position known by spring. U. S. Department of Commerce representatives said American coin machine producers will be invited, along with U. S. exporters generally, to indicate next month the tariffs they want lowered in Europe.

In April the U. S. will announce the concessions it is willing to make, and it is from this announcement that German coin machine producers expect to get the first glimmering of their prospects for a sustained and successful invasion of the American market.

The German industry believes that the Paris conference inevitably will lead to a broad co-ordination of the economic policies of the Continent, Britain and North America. West Germany big business generally is urging such co-ordination to permit the steady expansion of the various national economies without alternate inflation and deflation.

What is likely to be the most important single consideration in the forthcoming negotiations for the Atlantic economic community concerns the speed-up in the Common Market formation. Originally, it had been planned to gear the Common Market to a 1970-'73 timetable.

But it now appears that the original timetable will be considerably telescoped because of the rapid impetus built up behind the market concept. The talk now is that the market will be achieved by the mid-1960's, a fantastic prospect when compared with the uncertainty surrounding the entire supermarket trading scheme when it was launched a scant two years ago.

Nevertheless, such is the outlook, and these are the principal factors involved:

1. Europe's soaring prosperity. The forecast is for continued good times for several years. A general industrial expansion of 6 per cent per year is forecast. All the proponents of EEC are eager to make maximum progress on creating the common market while economic conditions remain auspicious. For it is recognized that, conversely, an economic slump could retard, and even kill, the entire EEC dream.
2. Outside pressure. The opposition of Britain, together with organization of the rival free trade association, has created pressure on the six nations to resolve intramural squabbling and close ranks. The U. S. has exerted pressure for hastening EEC so it can come before GATT as a unified body and begin exchanging tariff concessions. However, leery the U. S. may be of the Common Market insofar as discrimination against American trade is concerned, the official view is

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Continued from page 96

buying some new stereo phonographs, was in Memphis recently to see some.

HERE AND THERE: Capitol Music Distributing Company, Jackson, Miss., reports good sales of phonographs and games following a showing last November. . . . Two other Southern distributors who had showings at the same time also report encouragingly and look for their 1960 models to sell better than any prior ones. They are H. M. Branson Distributing Company, Louisville, and Sanders Distributing Company, Nashville.

At Chattanooga: Smith Amusement Company has received many congratulatory letters from operators over the State, as well as personal messages from ops in the Chattanooga area, for their successful fight in the Supreme Court of Tennessee to overturn a Chattanooga city ordinance which made it a violation of the law for anyone to possess a pinball machine. Police confiscated many of the machines after the law was passed June 24, 1958. But last month the Supreme Court ruled the law unconstitutional and now operators have pinballs back in operation. *Elton Whisenhunt*

Midwest

CHICAGO RAMBLINGS

A new addition to the family—Number 6—arrived at the David Van Doren home recently. Dave handles service for Bill Bonnetts Sr., local operator. . . . Ed Mohill, Star Music, going more and more into the game operating business and now operating one of the South Side's big routes.

Leonard Zeidman's son recently celebrated his Bar Mitzvah. Leonard is shop foreman at Empire Coin. . . . Rudy Kitt has expanded his route—especially in games.

Frank Pelt, the "Ed Sullivan of the coin biz," taking good care of his North Side route, and it's a credit to the industry. . . . David and LeRoy Henderson have imported some of their cousins from down South. They are top mechanics and will be a big help on the route.

Phil Levin putting out pool games in many of his music locations where other game ops pulled out. . . . Bernie Lazar, local game op, trying to get other Windy City operators together to work for a pro-rata license deal. He's also talked it over with the City Collector's Office. Good luck, Bernie.

Ben Coven just returned from New York, where he exhibited his firm's marine electronic direction finder at the boat show. Coven will also exhibit in Chicago at the boat show, February 5-14 in Booth 529. Also on the agenda are Seattle, Miami, San Francisco, Toronto and Buffalo. Coin machine sales for the firm are mostly under the supervision of Irv Ovitz, with Coven devoting most of his time to his marine business. *Jesse Aguilera*

East

AROUND PHILADELPHIA

Abe Lipsky, of All Vend Equipment Company (formerly Sandy Moore Pennsylvania Corporation), has become a localite. He has given up the task of commuting between here and his home in Yonkers, N. Y., and bought a house in Philly. Now he will have more time to sell more Wurlitzer music machines.

Angelo Musi, vice-president of Variety Vending and a former member of the Philadelphia Warriors basketball team, worked the 24-second clock at the National Basketball Association's all-star game here January 22. . . . He operates this timepiece, which ticks off the limit of time a team has to shoot the ball, at all Warriors' home games.

George S. Workman, of Workman's Juke Box & Amusement Machine Service in nearby Chester, celebrated another birthday a few weeks ago.

Maurice Pliner, a former Philadelphia police inspector, is now in charge of security for the Amusement Machine Operators' Association of Philadelphia. . . . Each machine bears an emblem pointing out it is protected. . . . It also is the job of Pliner's agency to check out all break-ins.

The Belgium Amusement Company, an affiliate of the International Amusement Company here, had a dinner for its personnel in December, marking its 10th anniversary. . . . Dishes on the menu were named after the workers, with such things as a la pinball added after them. *George Metzger*

Moss Named By Seeburg

DES MOINES—A new distributorship, headed by Philip Moss, has taken over the Seeburg line for the Iowa and Nebraska territory. The area was formerly handled by Atlas Music Company of Iowa, of which Moss was manager.

Address will be the same, with Philip Moss & Company leasing the

building from Atlas Music Company of Iowa. All former employees of Atlas, including Matt La Strange, sales manager, and Johnny Neff, manager of service and parts, are also joining Moss' firm.

The new firm will also be distributor for Chicago Coin, Williams, Bally, Fischer; Games, Inc.; Keeney and Midway. Moss held initial showings of the Seeburg line January 4-5 in the company showrooms and on January 11-12 at Omaha's Paxton Hotel.

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Auto Photo #9	1,095	Mulo. Sky Filter	125	Ex. Gun Patrol	110
Auto Photo #11	2,250	Silver Gloves	275	Ex. Silver Bullet	175
Auto Photo #14	2,850	Voice-O-Graph	295	Ex. Six Shooter	95
Photomatic, brand new	Write	Drivemobile	150	Ex. Shooting Gallery	150
Balloon-O-Mat	125	Quizzer	95	Ex. Sportland Gallery	150
Boomerang	95	Lord's Prayer	195	Sky Gunner	125
Midget Movie	125	Set Shot Basketball	195	Nite Filter	125
C.C. Basketball	150	Shoe Shine Machine	150	Ex. Super Bomber	150
C.C. 4-Pl. Derby	125	Kay's Team Hockey	225	Genco State Fair	240
C.C. Goalee	95	Tungo	125	C.G. Midget Skee Alley	125
C.C. Twin Hockey	225	Sidewalk Engineer	150	Un. Bonus Gun	225
Genco 2-Pl. Basketball	195	Williams Peppy	195	Un. Pirate Gun	245
Genco Gypsy Grandma	195	Williams Ten Strike	195	Rifle Gallery	165
Genco Motorama	250	Bangorama	150	Keeney Air Raider	150
Cap. Panoram	325	Tungo	150	Keeney Sportsman	195
Mills Panoram	350	Bally All Star Bowler	195	Vanguard Gun	395
Flying Saucer	95	Miniature Golf	85	Hercules Gun	475
		Miniature Football	85	Jet Pilot, new	295
		Stan. Metal Typer	250	Red Ball	395
		Jack Rabbit	125	Toboggan	300
		Hole in One	195	Jungle Joe	125
		ABT Gun Range	395	Gen. Horoscope	225
		Undersea Raider	125	Peaks	35
		Bull's-Eye Shooting	195	Love Meters	35
		Gallery	75	Heavy Hitter, Jr.	50
		C.C. Pistol	60		
		Ex. Dale Gun	60		



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- Bally MONARCH
- Gottlieb SEVEN SEAS
- Keeney HI-STRAIGHT
- Keeney BIG "3"
- Keeney BIG DIPPER
- Keeney
- CRISS-CROSS DIAMOND
- United 4-WAY SHUFFLE
- United TEAM-MATES
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- Kaye 6-PKT POOL
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- PLAYLAND Rifle Gallery

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 \$120 || Bally BIG INNING | 295 |
| Bally HEAVY HITTER | 390 |
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| Genco FOOTBALL | 110 |
| Wms. CRANE | 115 |
| C. C. STEAM SHOVEL | 115 |
| Bally ALL STAR BOWLERS | 165 |
| Genco MOTORAMA | 215 |
| Williams TEN PIN | 160 |
| Wms. SIDEWALK ENGINEER | 105 |
| Wms. KING OF SWAT | 135 |

GUNS

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 \$ 95 || Genco CIRCUS GUN | 295 |
| Genco STATE FAIR | 240 |
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| Keeney SPORTSMAN | 135 |
| Genco RIFLE GALLERY | 135 |
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- 9 Exhibit Model 750 King Size Bumper Type Pool Tables \$ 75.00
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Start 'Sell America' Campaign

• Continued from page 95

said. "If, for instance, a distributor in some other city got an order in Europe for 10 machines and passed it on to us or some other exporter, we would have to buy the machines from some place and might even get them from him. Then in addition we would do him the favor of placing more orders with him for other European orders obtained by our organization."

"More and more distributors around the country are seeing it this way," he continued. "They are letting the specialists handle exporting. Sometimes they don't have enough machines on hand to fill an order and then have to go out scouting around. If they turned it over to an exporter they would have no more headaches."

Quick Payment

"If a distributor turns an order over to an exporter," Palmer went on, "and the exporter buys the machines from him, the distributor will have a check for the machines the very next day."

"If he sells them abroad by himself, sometimes he has to wait six months for his money—sometimes more—and not many distributors could stand to have that much money out for so long. Besides, exporters are equipped to handle exporting. After all, that's their business."

Export Equipment

Another suggestion Palmer and Grant had for improving United States business abroad and keeping it up is for the manufacturers here

to make special machines for exporting and set a special price for them.

"The automobile business realized this problem of competition," Palmer said, "and started making special cars for export only. We should do the same thing in our business."

Palmer pointed out that a used American machine costs more than a new foreign-made model. Therefore, he reasons, the U. S. should try to make a model for foreign export at a little better price than the current one that holds for both here and abroad.

Not for U. S. Sale

"Of course," he said, "these special models would not be sold in the United States." Palmer emphasized that American firms must stay in there fighting against the up-and-coming European companies.

"There is still a place for American machines in Europe, regardless of some of the reports that have been coming back from over there," he said.

"We feel these reports are not always accurate and do not give the proper picture of the situation there," Palmer continued. "We can tell by our sales books that the market is not dead in Europe for American firms."

Picture Bright

In 1959, International shipped more than 4,000 pieces to Europe, and things look even better this year. Orders thru February go well over 1,000—one fourth of last year's total in one-sixth the time.

"These records refute the prophets of doom who have been sounding the death knell," Palmer asserted. "This is why we have decided to go into the public relations field and promote America."

Seek Bloc Link

• Continued from page 98

that it is better to face the facts at once and end the present period of confusion as quickly as possible.

3. European big business' unexpected enthusiastic response to the EEC. Business has grabbed the ball and is running with it. Every business sector is immersed in planning for the supermarket on the broadest six-nation lines. As the planning progresses, business becomes increasingly impatient to reap the maximum benefit from the big market in the shortest time, and labor and consumer organizations are pressing for immediate safeguards protecting their interest from monopoly cartels.

4. Finally, there is growing Soviet bloc pressure. It is especially evident here in Europe that the entire world atmosphere is gradually changing from one of military menace to a long-haul competition, largely in the economic field. As the Paris meeting underlined with its planning for a co-ordinated Atlantic area aid program, the battle for the allegiance of the underdeveloped countries is already in full swing. The European powers are committed to a contest with Communism in the foreign aid sphere, and maximum effectiveness can be achieved only thru pooled effort represented by the largest trading bloc practical.

Meanwhile, there is a scramble of British concerns to establish Common Market subsidiaries. There are now some 150 UK firms with subsidiaries established on the Continent expressly for EEC competition. In one of the latest transactions, Electrical & Musical Industries has recovered control of French Pathe-Marconi, and

Lines Bros., the toy manufacturer, has bought out the French firm of Ets Guy de Givora.

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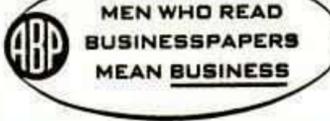
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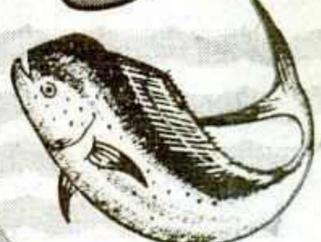
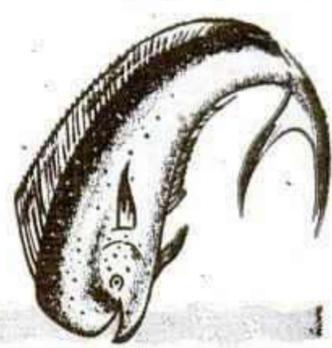
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Here's a game that can really give your profit picture a lift! Twin double bonuses enable players to make super scores throughout the entire game. Holds player's interest right down to the finish... has real "play-it-again" appeal. See, play and order SEVEN SEAS at your distributor today!

- Twin double bonus holes score up to 300 points
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- 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

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Amusement Pinballs
as American as Baseball and Hot Dogs!

Ops as Vendors

• Continued from page 91

Boston, Jerry Golumbo of the Top Tunes Corporation, who is a former Rock-Ola distributor in the New England territory, said that to get things off the ground, his firm would sign up locations for buyers of the machines at \$15 per location. This would provide the operator with an exclusive franchise for a location with a guaranteed tenancy of one year.

It was also noted recently, that a Denver based firm has introduced a similar type of disk vending apparatus. The units are compact and present no great service problems, it has been pointed out.

One prominent New York juke distributor felt that retailing of disks was a natural for many operators. Chastising some for what he called their lack of business acumen and interest, he pointed out that selling at retail would make many operators more aware of the value of intelligent programming, a fact which could lead to a considerably greater box take for many locations.

Bulk Machines

• Continued from page 87

\$10,000 a year from an exclusive bulk vending operation, Thorwald has in recent years augmented his work with the installation of kiddie rides, primarily in supermarkets, shopping centers, super-drugstores, and variety stores thruout the Denver area.

He has shown an exceptional degree of success in landing locations which have been given up by others. The fact that Thorwald at one time was a Hollywood motion picture star appearing back in the early silents, has a lot to do with his understanding of human nature and sales psychology which gets the all-important high-volume spots.

Wurlitzer Net

• Continued from page 91

period—April to December—were \$28,602,090, up 24 per cent from \$23,150,873 last year. Net earnings for the period are \$632,618, or 71 cents per share on 886,210 shares outstanding, compared to \$255,658, or 30 cents per share on 860,525 shares in the same period last year.

Wurlitzer president, R. C. Rolfing, announced the company was working on a large backlog of orders and that all divisions of the company are currently operating at record levels, with expectation for continued growth for the fourth quarter in 1960 (January, February and March).

SPECIALS FOR 1960

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Chi Ops Hit Excess Location Payments

CHICAGO — Excessive bonus payments to locations have become a critical problem to Chicago operators. Payments ranging from \$200 to \$700 are being demanded, and Chicago operators are now seeking national legislation to curb the practice.

The topic was the high point of discussion by the Recorded Music Service Association, the Chicago juke box trade group, which held its meeting in the Bismarck Hotel here last week (28).

Also on the agenda was an election of officers and a discussion of local licensing regulations. The group's entire officer slate was re-elected, headed by Earl Kies, president; Louis Arpaia, vice-president and secretary; Joe Filitti, vice-president and treasurer, and Dan Gaines, vice-president.

Also re-elected were the following directors: Paul Brown, Otto Menconi, Moses Proffitt and Julius Groner. Only new official of the association is Sam Greenberg who was elected a director to replace Vic Bondioli.

The local situation on bonus payments has reached a high point in what was termed an "auction sale for every new spot," by Earl Kies, president of the group.

Kies said that Recorded Music would try to promote national legislation, possibly incorporating with anti-payola legislation that might come out of the current Congressional hearings in Washington.

Recorded Music also hopes to work with Music Operators of America in promoting the legislation in a situation that the group feels has spread to "national proportions."

Kies said he had already contacted George Miller, MOA president and that Miller was receptive to the suggestion. An RMSA rep-

resentative, possibly Paul Brown or Sam Greenberg, are scheduled to meet with MOA directors when the group holds their regularly scheduled meeting in Chicago this week.

In past years, the Chicago operator association has tried to get similar legislation on a State level but was not successful. Most recent effort concerned a State liquor bill that prohibits liquor and beer dealers from giving gifts of any kind to locations. The Chicago association lobbied in Springfield, the State capital, to have juke box operators included in the bill, but was unsuccessful.

One of the points brought out at the time was that liquor, because it is aken internally, is subject to the State's health regulation, whereas juke box music is not so controllable.

Regarding the local licensing situation, Chicago operators were informed they no longer had to place their license identification card on display in the machines, but that it was mandatory for all operators to affix their license decal to the juke box glass.

The point of affixing the decal was emphasized, since the regulations specifically prohibit attaching the decal with any form of tape or paste. The decal must be attached according to the directions on the back that call for soaking in water and using natural adhesives on the sticker.

Transfer

Kies said the Chicago operators are still trying to get city approval for right of transfer of juke box licenses and also a pro-rata system of issuing licenses.

Chicago prohibits the transfer of juke box licenses from one machine to another, often working a hardship on operators who wish to retire or trade a machine in after only a few months' use.

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V 200	345
H F 100 L	595
H F 100 R	495
H F 100 G	410
M 100 C	295
M 100 B	245
M 100 A (CONV. TO 45 R.P.M.)	125
M 100 A (78 R.P.M.)	95

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2250 200	\$595
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2000 200	375
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I-200	\$675
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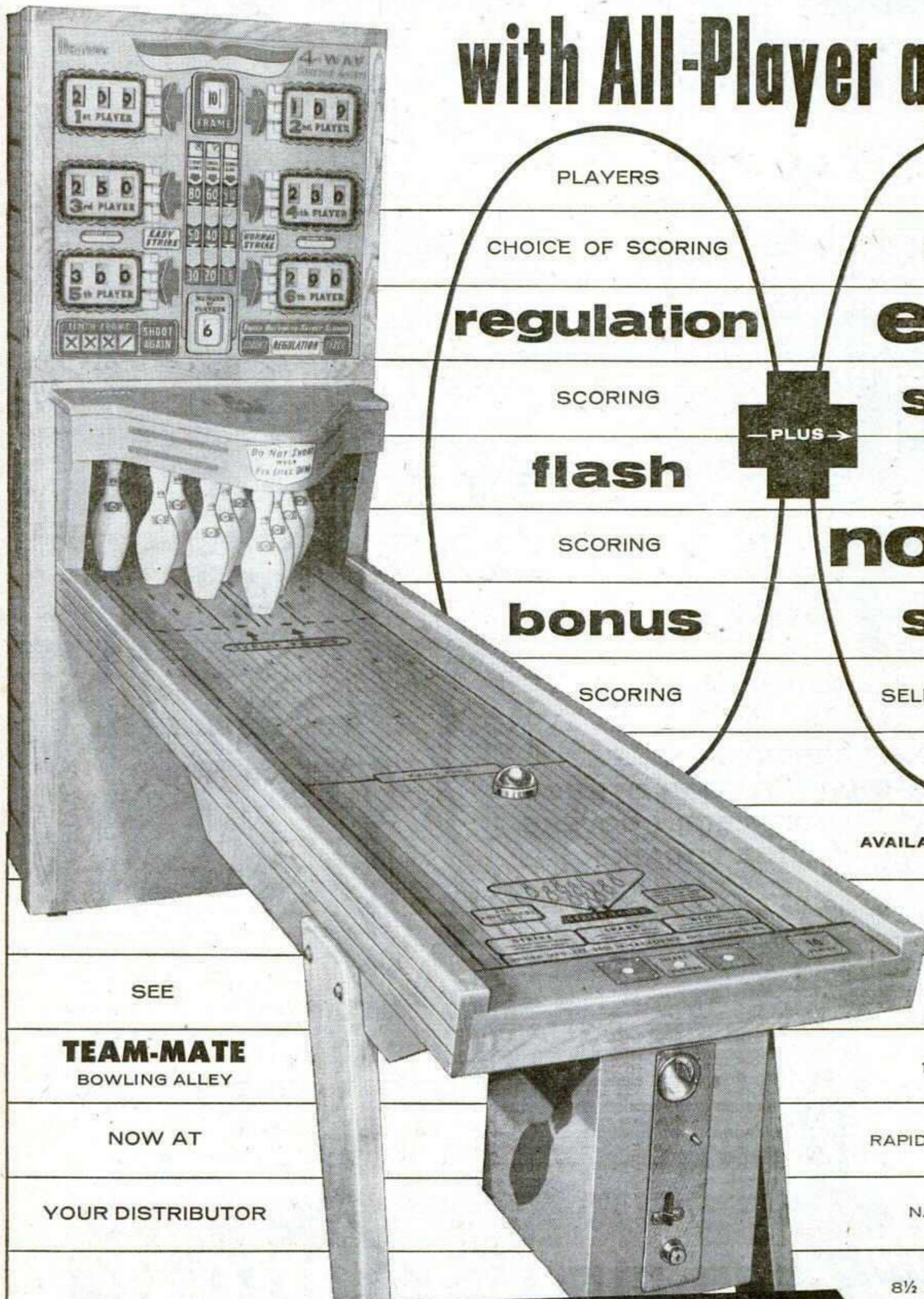
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