

# The Billboard

SIXTY-SIXTH YEAR

50

FEBRUARY 8, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Disk Grab Bags New Rack Jobbers Boon

May Rouse Dealer Ire But Pig-in-Poke Packs Move Both Hit and Dog Singles

By BOB ROLONTZ

NEW YORK — A newer form of singles record merchandising that is moving from half a million to a million disks a year — many of them unwanted and originally unsellable — raises the question of whether it is good for the dealer or not. The new form of singles merchandising are the record packs — grab bags packed with four to seven singles or EP's, and packed in a vinyl envelope, that generally sell for \$1. There are now three companies in the field packaging and merchandising these record packs, including the Eastern pioneer called Record-Pak, one on the West Coast called Grab Bag, and a new one on the East Coast called Grab Bag Special.

Covers 40 States

The largest, and possibly the oldest of the three, is Record-Pak, the firm headed by Sid Mittleman in Newark, N. J. Mittleman, and Bob Arkin, his sales chief, claim that their record pack operation now covers 40 States, and is sold in more than 7,000 outlets, most of them handled by rack jobbers. Their Record-Pak contains anywhere from four to seven disks, sealed in vinyl and with a plastic handle. The label on it reads "Special — Buy One Record for \$1 and get four records free." (Or five or six as the case may be.) The only records that can be seen are the top record and the bottom record — the rest of the labels are hidden. If a pack has a hit record on top, the rest of the records are usually dogs. If the top record is a semi-hit, then the bottom record is a semi-hit — and the rest are dogs. Mittleman claims that half of the records are bought by kids, mainly for the hit or the semi-hit, and the other 50 per cent are bought by adults who

## Packs Promo Gimmicks Pay

NEW YORK — Sid Mittleman claims that publicists, managers, and artists are now seeking him out for deals on his Record-Paks. He says that for one label he put in the Record-Pak, in addition to a certain artist's record, a picture of the artist plus the name of the artist's next release on the label. And right now he is putting in a certain number of Record-Paks a Tony Bennett button, which reads "I Like Tony Bennett." He says he didn't charge Bennett's manager for the deal, but on future deals he will make a charge for publicity gimmicks worked thru Record-Paks. Many of his packs contain the name and address of an artist's local fan club, and occasionally autobiographical information.

can't see their small fry paying 98 cents for a single, and thus are happy to bring home a pack of five disks for one buck.

Distress Merchandise

This brilliant merchandising idea — and it is since it moves records that no one wants as well as some they do — was evolved, according to Mittleman, when he noticed how stores would merchandise five records for a dollar. He, having been in the juke box business and the toy business, had long been aware of distress record merchandise around, due to overproduction of singles. He purchased some distress singles from a distributor, packaged them and did well. From there on he spread out.

Mittleman buys his records from many sources, manufacturers, distributors, rack jobbers, one stops, chains. He tries to get as many current hits as he can, since these are needed to sell the packs, but he doesn't care if these are already off the charts. He claims they still sell even if they are three months old. Once a record gets in the First Fifty of The Billboard's "Hot 100" he notes, it has value for many months. And he tries to buy them at the lowest price he can, and often does, a fact that makes many distributors get spoleptic every time Mittleman's name is mentioned. (Many manufacturers, too, but Mittleman is winning them over.)

Mittleman makes all types of deals to sell his Record-Paks to

(Continued on page 9)

## TO BRING SAN REMO FESTIVAL TO NEW YORK

NEW YORK — Promoter Eberto Landi is bringing Italy's famous San Remo Festival to New York City in March. The San Remo Festival will be brought to Carnegie Hall on March 2, 4 and 6, when Landi will present the artists, including Domenico Modugno, and the songs of the festival at the hall before an American audience. The show is called "San Remo Festival of Songs, 1960." At the three-night affair many of Italy's important publishing houses are submitting 20 new unpublished songs that will be performed for the first time to be judged by a special panel, as well as the general audience.

To add to the affair, Landi is also presenting a Rome Fashion Parade, but the main emphasis will be on music. Landi has presented many Italian singing stars in their American debuts at Carnegie Hall over the past few seasons.

At last week's San Remo Festival in Italy, Renato Rascel's "Romantica" and Domenico Modugno's "Libero" were the Nos. 1 and 2 winning tunes, respectively. Rascel's tune is published by Titanus of Italy, and so far is not set with an American publisher. Modugno's tune will be published in the U. S. by The Big Three who handled his other hits. Modugno arrives in the U. S. this week for a round of personal appearances including his Carnegie Hall stint.

## New Overseas Disk Combines Cue U. S. Music Hype Abroad

GRAM Co-Op Org Seen Exploitat'n Aid; Swiss Hats in Similar Ring

By REN GREVATT

NEW YORK — The tremendously increased importance of the overseas market to the American music business was again brought into sharp focus this week, with the announcement of two additional international disking networks-in-the-making. Several others have been functioning for a period of months, with the Top Rank combine already six months old.

Most ambitious of the newly announced undertakings is an outfit to be known as Global Recording Association of Manufacturer, or GRAM, also considered appropriate since it is short\* for "gramophone."

Co-Op Org

GRAM is a loosely knit cooperative organization made up of companies in 14 different countries, including Finland, Norway, Sweden, Denmark, Austria, Germany, Switzerland, Italy, Greece, Belgium, Holland, France, the British West Indies and Canada.

In many cases, the companies involved have arrangements with the same American labels, wherein lies much of the reason for the organization's being. In order to save costs, with any given American disk, the loosely affiliated overseas companies will freely transship between each other such

items as tapes mothers and masters.

Costs of pressing vary from country to country from time to time. It will probably most often work out that the company in the locality where current costs are lowest, or that company which first shows interest in getting the rights to the disk for its own area, will press up initial copies. Any one of the diskeries in the 13 other nations can then order up to 200 pressings of the disks for test purposes. If tests pan out, he will then obtain master tapes himself and press his own disks in quantity.

Each company in the combine will report to all others at regular intervals what it intends to release. Upon receipt of this notification, any company can order its quota of 200 test pressings.

One-Shots Rare

Unlike the Top Rank set-up as it was originally blue-printed, there is to be no fund of front money for United States use. Advances will be paid in America depending upon the relative "hotness" of the item involved, altho, according to attorney Walter Hofer here, who is acting as American spokesman for the combine, "Those instances of working on a one-shot disk deal will be rare. We'll be looking for lines rather than specific records. In Europe, people tend to buy artists rather than one-shot freaks. We will hope that by acquiring good, solid lines we can establish long-lasting artists in the overseas markets."

Regarding the use of advances, Hofer said, the share of each overseas company would be determined on the basis of weighting of sales

(Continued on page 6)

## NEWS OF THE WEEK

### Diners' Record Club Swinging; Offers Mitch, Mathis LP's . . .

The Diners' Record Club, which from now on will be called the Record Club, is offering product by Mitch Miller and Johnny Mathis shortly. Everest Records has also joined the Record Club. Page 2

### Compatible Stereo Questioned; Seek Industry Forum Session . . .

A new system for producing compatible stereo records, recently announced, has been attacked by Robert Fine, operator of Fine Studios here. Fine called for an all-industry forum and demonstration to determine the value of the new compatible development. Page 18

### California State Fair Doubling Gate Charge to \$1 . . .

The California State Fair at Sacramento plans to double its outside gate attendance charge to \$1 for the 1960 operation. Elimination of most passes, except for officials, is also in the planning. Page 46

### Cleveland Jocks, Distribs Slated for Harris Quizzing . . .

Cleveland area deejays and distributors may take front and center during the opening days of the Harris (D., Ark.) Legislative Oversight Subcommittee hearings on payola which begin this week. Among those subpoenaed to appear were recently fired deejays Joe Finan and Wesley Hopkins of KYW, Cleveland, Charles Young, KYW's ex-record librarian; and James Shipley, veepee of Main Line Cleveland Distributors. Page 3

### DEPARTMENT AND FEATURES

Amusement Park Operation . . . 49	Music Pop Charts—
Arena, Auditorium Newsletter . . . 51	Top LP's . . . 28
Audio Products . . . 18	Honor Roll of Hits . . . 24
Bulk Vending . . . 62	Hot 100 . . . 26
Carnival Confab . . . 54	Tomorrow's Tops . . . 37
Circus Trouping . . . 52	Hot C. & W. . . . 42
Classified Ads . . . 60	Hot R. & B. . . . 44
Coin Machines . . . 62	Music Record Reviews—
Fair-Exhibition Management . . . 50	This Week's LP's . . . 29
Final Curtain . . . 53	Singles . . . 37-39
Hot 100 . . . 36	Pipes . . . 59
Letter List . . . 61	Radio . . . 7
Merchandise . . . 58	Roller Rumbings . . . 49
Music . . . 2	Routes . . . 53
	Show News . . . 46
	Talent on the Road . . . 48
	TV-Music-Radio . . . 2

## Co-Op Booms For Top Rank

NEW YORK — Top Rank International, a set-up involving a number of affiliated foreign diskeries, established as a co-op releasing operation for American disks, is swinging, according to a late tally by Felix Ziffer, of the law firm of Marshall and Ziffer, original proponents of the plan.

In a run-down of current activity of the six-month-old operation, Ziffer told The Billboard that Top Rank now has five out of the top 10 in the Canadian charts, seven out of 10 in New Zealand, 20 out of the top 60 in the British West Indies, four out of the top 20 in South Africa, two out of the top 20 in England and one out of the first 10 in Italy. All figures, Ziffer said, are approximate.



# DRC Offers Mathis, Mitch Chart Disks in Sales Drive

## Open Door to Non-Diners' Club Members; Everest, UA on Roster

By LEE ZHITO

HOLLYWOOD — Diners' Record Club will launch an intensified membership drive, armed with a radically new sales approach and an array of current pop chart product that boast Johnny Mathis and Mitch Miller albums, among others, The Billboard learned exclusively this week.

It was also learned that Everest Records has joined the Diners' label roster, according to terms of a contract concluded between Everest prexy Ted Wallerstein and DRC chief Bernard Solomon. Also, another new contractee is United Artists.

The club's novel sales plan and album line-up will be unveiled in April when it kicks off its national ad campaign with a full page in Esquire Magazine. Same ad is scheduled to run later in other national consumer mags. DRC's offer introduces a new wrinkle in record club pitches and marks a drastic departure from the Diners' Record Club's established policy.

### Policy Switch

The most far-reaching policy change will be DRC's announcement that prospective members can

join the record club without having to simultaneously join the Diners' Club itself. Heretofore, membership in the record club was restricted only to those who held Diners' Club Credit Cards. In lifting this restriction, DRC will be functioning for the first time on an equal footing with the record company-owned clubs (Angel, Capitol, Columbia and RCA Victor), free to take in all comers.

DRC's new membership pitch in media other than the monthly Din-

ers' Club Magazine reveals that a special effort will be made to de-emphasize as much as possible any affiliation with the Diners' Club itself. For example, Diners is noticeable by its absence in any position of prominence in either the lay-out or copy of the above mentioned kick-off ad. Even the coupon to be filled out by prospective joiners fails to list the Diners' Record Club in its address. Instead, the only name given is

(Continued on page 11)

# Bill Would Make Air Payola Crime

## Bennett Asks Law to Carry Penalties Up to 2-year Jail Hitch, 3-G Fine

WASHINGTON — Rep. John Bennett (R., Mich.) is introducing a bill today (8) to make any participation in payola or other deceptive practices on radio or TV a criminal offense, with penalties of up to two years' imprisonment or \$5,000 fine.

At the same time, Congress will receive the interim report of the Harris (D., Ark.) Legislative Subcommittee on its TV quiz hearings

of last year, which terms payola "rampant" and nationwide. Report notes the word "payola," once restricted to one form of commercial bribery, is now interpreted to cover "a galaxy of fraudulent and oppressive techniques"—all of which the Subcommittee has been and will continue to investigate.

Of payola, the interim report says: The Subcommittee's hearings (beginning today) will cover a broad range of complaints received by them, involving management and employees of broadcast outlets; independent program suppliers; music publishers; performing rights licensing organizations; phonograph record manufacturers, pressers and distributors; public relations agents, ad agencies, recording artists, and talent brokers and managers.

The report, okayed by the majority of the Subcommittee members, deals principally with TV quiz fraud and the problems of broadcast responsibility. Recommended

(Continued on page 14)

# Rank Starts Big Promotion

NEW YORK—Top Rank's chief, Bernard Ness, has come up with an extensive program of record promotion, featuring a Carnegie Hall Show, scented covers and unusual packaging for the company. Ness is general manager of the record division of Rank, which includes Top Rank, and Rank Audio Plastics.

Ness, this week, set the appointment of Harold L. Friedman as general consultant and Ruder and Finn as public relations counsel. Ness said that the firm would go out on an extensive promotion drive on its singles giving each an individual push.

On Sunday, April 3, Rank will stage the first in series of "Top Rank Showcases" at Carnegie Hall, featuring many Rank artists. On the bill will be Jack Scott, Sallis Blair, Dorothy Collins and many more.

# ITTY BITTY PAYOLA NOT ILLEGAL?

WASHINGTON — The A & I Distributing Company, of Cincinnati, has agreed to an FTC order to discontinue payola, but says it didn't know its small payments to radio and TV deejays were illegal. In answer to Federal Trade Commission's January 12 complaint, A & I President Isadore Klayman said his firm did not know they were violating any law by advancing a total of \$800 to deejays over the past three years.

The payments were considered promotion expense and were deducted as such from the firm's income tax, said Klayman. (Note: Many labels and distributors are believed to have lumped their payola into promotion money. IRS has recently proposed to tighten its rules on reporting plush types of entertainment and promotional spending listed as deductible business expense. A bill to knock out the entertainment deductibility is in the Senate hopper. IRS has also ruled that credit card accounting to an employer must be accompanied by detailed breakdown showing the cuffo items were spent by the employee in the line of work.)

The A & I says it was making the small payments to get deejays "to play our records privately, and if found worthy, to play them over the air." The firm feels there was no attempt to defraud the public because the amounts were too small to cause a deejay to play them unless "they were worthy" to be programmed.

# New Producing Disk Unit Set By Abramson

NEW YORK — Triumph-Blaze Productions has been formed by veteran diskier, Herb Abramson here. The new unit will operate as an indie disk-producing firm, services of which will be available to all labels.

Initial venture for the newly founded firm, which is a development of Blaze and Triumph disk labels, operated by Abramson, involves the turning over to Atlantic Records of the master of a new disk by Bobby Comstock of the Hank Williams tune, "Jambalaya." The deal involves a royalty arrangement for Abramson and represents a re-joining of hands between Atlantic and one of its founding fathers. Abramson sev-

(Continued on page 6)

# Disk Piracy May Get IRS Attention

WASHINGTON — The counterfeit blight on the nation's record industry may get nationwide investigation by the Intelligence Division of Internal Revenue Service. Part of the impetus will be provided by the current payola hearings by the Harris Subcommittee (see separate story).

An agent of the Intelligence Division will cover the hearings on payola, and is believed to be particularly alerted to leads on record piracy. The disk bootlegging deprives the government of con-

(Continued on page 14)

# Newton Sought As UA Exec

NEW YORK — United Artists Records has made a substantial offer to Larry Newton, sales manager of ABC-Paramount Records, to join the firm in a high executive capacity. It is understood that the offer to Newton is for the latter to run the diskery, reporting to executive veepee Dave Picker. Newton, when checked by The Billboard, stated only that his contract with

(Continued on page 14)

# FTC Carpets 3 Hub Distributors

WASHINGTON — Payola complaints were issued against three more record distributors by Federal Trade Commission last week (5).

The three independent distributors, all in the Boston area are Records, Inc., and Cecil Steen, president-treasurer; Music Suppliers, Inc., and Harry Carter and Gordon J. Dinerstein, president-treasurer and vice-president respectively; and Dumont Record Distributing Corporation and Donald E. Dumont, president.

FTC's complaints charge that each company has made payola disbursements in return for "exposing" records in which it has a financial interest, in order to increase sales. Alleged recipients of the distributor's pay-offs are unidentified radio and television disk jockeys, other personnel who influence selection of records exposed by the jocks, and radio stations themselves.

The disk jockeys, according to FTC, conceal the fact that payments have been received for

(Continued on page 14)

# ASCAP Sets Review Board Candidates

NEW YORK — The ASCAP nominating committees have named the following writer-candidates for the Society's Board of Review:

The pop-production division included Lou Alter, Leroy Anderson, Alex C. Kramer, Nobel Sissle, Sam

(Continued on page 6)

# Chudd to Cash In On Local Artist Pull

HOLLYWOOD—Lew Chudd's Imperial Records will inaugurate a policy of recording regional personalities and distributing the disks in those markets where the artists enjoy their greatest following. To kick-off this plan, Chudd last week signed off-beat comic Phil Tucker, a current rave in the Chicago area. Chudd intends to restrict the distribution of Tucker's wax wares to the Midwestern area and then

issue them in other territories as the market warrants.

Chudd is currently negotiating with other regional rages in the Cleveland and Detroit areas and similarly plans to extend this coverage into other key markets. He feels that a great untapped sales potential exists in tailor-making territorial disks. In addition, he foresees a further benefit of having

(Continued on page 6)

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# Lormar Buys Heilicher Distribbery

**Converts Outlet To One-Stop; Cut Price Tee-Off**

MILWAUKEE — Lormar Distributing of Chicago closed the deal for its long pending purchase of Records Unlimited, an indie distrib, from Amos Heilicher. The deal threatened a one-stop price war here.

Immediately upon buying the outlet, Lormar converted it from a distributor to a one-stop. A contributing cause of this change was that by the time the deal was closed, virtually all the distributor's labels had pulled out. Prestige is the only sizable label to have remained, it was learned, and another distrib is already dickering for it.

Early last week Records Unlimited, under its new manager, Bill Roach, blanketed the buyers of the area with mailers offering singles at a one-stop price of 60 cents each, the normal price asked by distributors. By week's end, the firm cut its price to 55 cents, a penny lower than a one-stop's usual cost.

A check of local distributors uncovered none that had made sales to Records Unlimited. The presumption is that the goods are coming from Lormar in Chicago, whose sources have long been a matter of industry puzzlement.

Distributors reported that so far the price cut has not produced a stampede of new accounts for the new firm.

# 23 Pop LP's On Victor Feb. Agenda

NEW YORK—RCA Victor is releasing 23 new pop albums in February, including the sound track package from the new movie "Jack the Ripper" and LP's by Carlos Montoya and comedians Bob and Ray.

The Montoya LP "From St. Louis to Seville," spotlights the Flamenco guitarist on jazz and Spanish classical guitar. Also included in the release are packages by Henry Mancini, Maurice Chevalier, Robert Stolz and the Vienna State Ork, the Belafonte Folk Singers, Gogi Grant, Sid Ramin, Hank Snow, the Crew Cuts, Tony Martin, Toni Harper, Russ Case, Floyd Cramer, Ahmed Abdul-Malik, the Big 18, and four Arthur Murray dance sets.

# FTC Eye on Disk Club Savings Claims

NEW YORK — The Federal Trade Commission, already active in investigation of certain alleged illegal practices within the record world in its relationships with radio and TV, has launched an inquiry into record clubs.

Specifically, the inquiry has been concerned with "advertising claims of certain record clubs as to the savings to be realized by their subscribers," and what were called simply, "other practices."

A letter has been sent out from the FTC's Bureau of Investigation to record dealers which reads as follows: "This Bureau is presently

# HOT 100 TABS 33 1/3 7-INCHERS

NEW YORK — A new feature is introduced in the Hot 100 chart this week. A symbol has been added to indicate singles releases which are available as 33 1/3 r.p.m. stereo disks. This is for the benefit of juke box operators whose machines can take the new stereo singles being released by Columbia and ABC-Paramount, and being considered by other record firms.

The Hot 100 for some time has shown the conventional 45 r.p.m. releases which also are issued in stereo. The new service is the latest move to provide widest possible information of use to the trade.

# Cleveland Jocks, Distribs Headed for Payola Quizzing

**Rising Tide of Evidence Points To Protracted Hearing Sessions**

By MILDRED HALL

WASHINGTON — Cleveland area deejays and distributors may take front and center during the opening days of the Harris (D., Ark.) Legislative Oversight Subcommittee hearings on payola which begin today (8).

Nothing official was released at Billboard's deadline, but it was learned that among those subpoenaed to appear were recently fired

deejays Joe Finan and Wesley Hopkins, of KYW, Cleveland; Charles Young, record librarian at the same Westinghouse outlet; and James Shipley, vice-president of Main Line Cleveland Distributors, exclusive outlet for RCA in the area, and one of the firms cited by the Federal Trade Commission in a payola complaint.

Dick Clark is not scheduled for an appearance during the first week of hearings, but may testify

at a later period, committee staffers report. Chairman Harris, who also heads the full House Commerce Committee, is reluctant to release names of witnesses, because of possible pressure brought to bear on them in advance of testifying, committee staffers say.

After the first week of hearings, *(Continued on page 16)*

# FCC Drafts Blueprint for Anti-Payola Legislation

**Double-Barrelled Curb Seen Via Likely Harris Committee Action**

WASHINGTON — The Federal Communications Commission last week took the bit in its teeth and began blueprinting anti-payola legislation to strengthen the Communications Statute against deceptive practices in broadcasting. Also, it is drawing up new rules to reach past the licensee and snare the guilty deejay and program packager. At the same time, the licensee responsibility will be tougher, with rules to set up graded penalties short of revocation of station license, which is rarely invoked.

If the FCC's proposed legislation makes the grade, and the Har-

ris Legislative Oversight Committee adds further legislation to tighten anti-deceptive practices section of the Federal Trade Statute, a double barrier would be set up against payola and all subrosa commercial bribery, for both giver and taker.

FCC pointed out last week (3) that without specific prohibitions in the law, practitioners of payola and fraud on the air were virtually protected from injunction or legal punishment because there was nothing specifically on the books.

"Banning the fraudulent quiz and payola practices by actual law

would go a long way in deterring those responsible who are not directly amenable to Commission jurisdiction. The supplemental rules would enable the licensee to know and understand what conduct is to be interdicted and prevented before it gets on the air."

The FCC says present laws governing the agency regulation only reach licensees, while many of the venal practices stem from program packagers and deejays not directly subject to FCC statute. FCC says if such practices are spelled out, it will kill the present defense "that a person cannot be held accountable unless the complained of practice is definitely and legally prohibited beforehand."

The new rules in prospect would require licensees to "pay more attention" to program production and procurement, and would "hold the licensees responsible for installing more effective systems of internal controls to detect and prevent such abuses."

The FCC says it also has under consideration other recommendations. *(Continued on page 16)*

# Everest Inks Pitt, Rochester Symphs

NEW YORK — Everest Records this week signed the Pittsburgh Symphony Orchestra, under William Steinberg, to a long-term recording contract. Ted Wallerstein, veepee in charge of Everest, concluded the deal with the orchestra and Steinberg, which for the last few years, has been one of Capitol Records' key symphonic pactees. In addition to the Pittsburgh orchestra, Everest also inked another important symphonic group, the Rochester Philharmonic under its first American-born conductor, Theodore Bloomfield.

The signing of the Pittsburgh and Rochester Orchestras is an important step for Everest in building its classical wing, and also important from the company point of view in achieving eventual big-time status. Everest has had works recorded by a number of important classical conductors, including Leopold Stokowski and Sir Eugene Goossens. According to Everest chief, Wallerstein, the Pittsburgh *(Continued on page 16)*

# Fujita Exits Col.; Cato to Top Art Slot

NEW YORK—Neil Fujita, director of design and packaging for Columbia Records for the past six years, resigned from the diskery this week. He is being succeeded by Bob Cato, whose title is director of art and design for the label. Cato has been associated as a consultant, designer and photographer with a number of publications, products and advertising agencies. He has served as assistant director of Harper's Bazaar, Theater Arts, and has been consultant to the Jazz Review and Columbia University Forum magazines. He was also a consultant to George Nelson Associates on the United States Exhibition to Moscow. Fujita is expected to announce his future plans next week.

considering advertising claims of certain record clubs as to the savings to be realized by their subscribers. Information as to the prevailing retail prices of records when purchased over the counter from dealers would be a factor in determining such claims. Accordingly, we are inviting your company and other record shops in your area to supply such information by filling out and returning the enclosed pages to this office." The letter is signed by H. F. Arps, a project attorney associated with the FTC's Bureau of Investigation. *(Continued on page 16)*

# Merc Tabs Jan. Biggest Sales Month

CHICAGO — Mercury Records said this week that January was the biggest sales month in its history and that 1959 was also a company record-breaker.

Prexy Irving B. Green attributed the January bonanza to the label's "Go Like '60" restocking plan as well as to the white heat raked up by Johnny Preston's "Running Bear."

Other fat singles that have contributed are the Brook Benton-Dinah Washington number, "Baby" and the Platters' "Harbor Lights." Green said "Running Bear" is "well into its second million" and that it is "showing no sign of running out."

Best selling albums in the "Go Like '60" campaign are the Platters' "Encore of Golden Hits," which Green said is now in the six-figure sales bracket, as well as "Newies But Goodies," Brook Benton's "Endlessly," Dinah Washington's "What a Difference a Day Makes" and David Carroll's "Let's Dance Again."

# WINNERS LIST FOR '60 SAN REMO FIESTA

SAN REMO, Italy — The 1960 San Remo pop music festival, which has been the launching site of important pop disks in the past, has wound up with the following as the winners and runners-up, provided to The Billboard by "Musica e Dische" of Milan. Publishers and their addresses are provided for the convenience of those interested.

1. "ROMANTICA" (Verde - Rascel) sung by Renato Rascel and Tony Dallara. Published by Titanus, Roma, Via sommacampagna 28—186 marks.
  2. "LIBERO" (Migliacci - Modugno) sung by Domenico Modugno and Teddy Reno. Published by Curci, Milano, Gall. del Corso 4—84 marks.
  3. "Quando Viene La Sera" (Testa-Rossi) sung by Joe Sentieri and Wilma De Angelis. Published by C. A. Rossi, Milano, Gall. del Corso 2—26 marks.
  4. "COLPEVOLE" (D'Acquisto-Seracini) sung by Nilla Pizzi and Tonina Torrielli. Published by Messaggerie Musicali, Milano, Gall. del Corso 4—22 marks.
  5. "Il Mare" (Pugliese-Vian) sung by Giorgio Consolini and Sergio Bruni. Published by D'Anzi, Milano, Gall. del Corso 4—14 marks.
  6. "NOI" (Pallei-Malgoni) sung by Julia De Palma and Tony Dallara. Published by Southern, Milano, Vicolo Pattari 2—14 marks.
  7. "E' MEZZANOTTE" (Testa-Cozzoli-Compari) sung by Joe Sentieri and Sergio Bruni. Published by C. A. Rossi, Milano, Gall. del Corso 2—14 marks.
  8. "E' VERO" (Nisa-Bindi) sung by Teddy Reno and Mina. Published by Ariston, Milano, Vicolo Pattari 2—9 marks.
  9. "SPLENDE IL SOLE" (Pinchi-Dampa - Panzotti) sung by Fausto Cigliano and Irene D'Arzeni. Published by CIELO, Milano, Gall. del Corso 2—marks.
  10. "NOTTE MIA" (Zanfagnu - De Martino) sung by Johnny Dorelli and Julia De Palma. Published by Leonard, Milano, Gall. del Corso 4—1 mark.
- The songs left out the first evening are:
- "GRIDARE DI GIOIA" (Fanciulli-Testa) sung by Germana Caroli and Arturo Testa. Published by Curci, Milano, Gall. del Corso 4.
  - "SPLENDE L'ARCOBALENO" (Di Ceglie-Tuminelli) sung by Wilma De Angelis and Gloria Christian. Published by Leonard, Milano, Gall. del Corso 4.
  - "NON SEI FELICE" (Vantellini-Pinchi) sung by Mina and Betty Curtis. Published by Nazionale, Milano, Cas. Vitt. Eman. 30.
  - "AMORE ABISSO DOLCE" (Testoni-Gigante) sung by Achille Togliani and Giorgio Consolini. Published by FLAG (Testoni), Milano Gall. Corso 4.
  - "INVOCO TE" (Testoni - Masetti) sung by Gina Latilla and Miranda Martino. Published by Curci, Milano, Gall. del Corso 4.
- The songs left out the second evening are:
- "VENTO, PIOGGIA ... SCARPE ROTTE" (Taranto - Grosso) sung by Gina Latilla and Miranda Martino. Published by Titanus, Roma, Via Sommacampagna 28.
  - "PERDERTI" (Pinchi-Bassi) sung by Tonina Torrielli and Arturo Testa. Published by Fono Cine, Milano, Cas. Vitt. Eman. 11.
  - "AMORE SENZA SOLE" (Panzetti-Mascheroni) sung by Johnny Dorelli and Betty Curtis. Published by Messaggerie Musicali, Milano, Gall. del Corso 4.
  - "A COME AMORE" (Brightetti-Martino) sung by Flo Sandon's and Gloria Christian. Published by Ariston, Milano, Vicolo Pattari 2.
  - "PERDONIAMOCI" (Di Paola-Bertini) sung by Achille Togliani and Nilla Pizzi. Published by Messaggerie Musicali, Milano, Gall. del Corso 4.



## ACCENT ON QUALITY

# More Air Stations Swing To Sweet Music Formats

By JUNE BUNDY

NEW YORK — The swing to sweet music formats continued last week, with WQMR, (formerly WGAY) Washington, and CJLX, Fort William, Ontario, Canada, the latest outlets to adopt "good music" record programming policies. At the same time, WLOL, Minneapolis, has released the first copy of a new "WLOL Preferred 40" disk listing, featuring "listenable music."

When WGAY station owner Connie B. Gay decided to switch to a sweet music format, he obtained FCC permission to change his call letters to WQMR, "Washington's Quality Music Radio." The new format, styled "exclusively for adult listeners," was kicked off last week, via a series of ads in local newspapers.

## Lush Emphasis

Under the new set-up, WQMR will not announce any record titles or artists' names. Emphasis will be on lush, melodic performers, such as Melachrino, David Rose, Kostelanetz, Percy Faith, etc., and works by the best known composers — Gershwin, Rodgers, Hart, Hammerstein, Victor Herbert, Romberg, Porter, etc.

## Grand Jury Payola Grill

NEW YORK — Five representatives of four record companies spent several hours giving evidence on deejay payola to a New York County Grand Jury here last week. District Attorney Frank Hogan's office said that testimony of the five was the first actual evidence submitted to the grand jury in its payola probe.

Assistant DA, Joseph Stone, said

(Continued on page 9)

## Camden Puts 8 New Albums On Feb. Sked

NEW YORK — Camden Records is releasing eight albums in February, highlighted by a new collectors package "John McCormack in Opera and Song," and a multiple record set, "The Rodgers and Hammerstein Songbook," by Richard Kiley.

Also included in the February release are packages by Sir Cedric Hardwicke ("Jack the Ripper"), Larry Elgart, "Cy Walter Plays Hits From the Great Astaire-Rogers Films," Eddy Arnold, the Augustine Choir and "Sing While Dancing the Cha Cha" by Norman Leyden and his ork.

## Cerulli Joins Victor Staff

NEW YORK — Dom Cerulli, bon vivant, jazz buff, serio-comic writer, former president of MRA and until a few weeks ago Eastern promotion - publicity manager of Warner Bros. Records, has joined RCA Victor as administrator, press and information, single records. Cerulli will work under Herb Helman, manager of press and information. He is the co-editor of the recently published jazz anthology "The Jazz World," just issued by Ballantine Books.

Commercials will be limited to 60 seconds; no "loud or offensive" spots will be aired; questionable sponsors will be turned down; and "all extraneous talk will be eliminated except the minimum required by the FCC."

A special feature of the WQMR format is the installation of new electronic development, tagged "Concert Hall Sound," which, according to Gay, "gives AM radio a

quality improvement comparable to that of hi-fi phonographs versus the old wind-up record players of 35 years ago." The outlet, says Gay, is one of three stations in the entire country — and the only one in its area — equipped with the new ad component.

## Canadian Switch

In announcing the change-over to a "sweet swinging sound,"

(Continued on page 14)

## DJA Seeks Banner Conclave Turn-Out

Wants Harris, Magnuson, Fellows to Attend; Asks Stations Send Reps

NEW YORK — In a move to build attendance for its forthcoming membership meeting, the Disk Jockey Association, Inc., is asking station managers — thru their Washington attorneys — to "present a face to the industry and the government regulatory bodies" and assign a deejay or programming staffer to attend the Minneapolis conclave (April 8, 9, 10).

At the same time, the DJA plans to invite National Association of Broadcasters prexy Harold Fellows, Representative Oren Harris, and Senator Magnuson, and an

FCC member to take an active part in the April meet.

In a recent letter sent to Robert M. Purcell, president of Cromwell-Collier Broadcasting, DJA prexy Jim Hawthorne (KDKY, Los Angeles) outlined the past history of the DJA, and detailed its plan to formulate a code of ethics for the jocks. Reprints of the letter have

## Engineer Blasts Compatible Disk

Fine Calls Claims Impossible and Irresponsible; Confuse Industry

By REN GREVATT

NEW YORK — An attack and a challenge were hurled this week at so-called compatible stereo recording techniques, by Bob Fine, well-known recording engineer and proprietor of the Fine Sound Studios here.

Referring to recent trade announcements regarding compatible disks, Fine flatly stated that in his opinion there is no such thing as truly compatible stereo and that there is unlikely to be such a development in the future.

Attacking the "charlatans" of the industry for what he called "their irresponsible attitude and tactics

not only in the method employed but in the way they chose to introduce the system," Fine declared that the "real engineers of this business know it can't work to begin with, but despite that, such announcements do irreparable damage. They confuse dealers and they confuse manufacturers, too. The record companies, in turn, call the independent studios like ours who have spent great sums of money in developing the best in stereo, and the companies want to know if they can get the compatible records, too.

"The really desperate danger of

(Continued on page 14)

## Merc Artists On Six-Week Package Tour

TUCSON, Ariz. — Johnny Preston, Rod Bernard, Jivin' Gene and Benny Barnes, along with the Twisters band headed by Skip Stewart, launched a six-week tour of one-nighters here Saturday (6). Trek will carry them thru California and the Pacific Northwest, including four days in Canada.

All artists record for Mercury Records and are under the management of William G. Hall. Preston currently is on top of the charts with his recording of "Running Bear." Jivin' Gene recently had a chart item in "Breaking Up Is Hard to Do." Rod Bernard last year had "This Should Go on Forever" and currently is hitting with his recording of "One More Chance." Barnes has consistently been a favorite in the country and western field. His current release being "Beggar to a King."

## Miller Denies WIND Refused Pact Renewal

CHICAGO — Deejay Howard Miller this week labeled as an "outright lie" a prominent newspaper report that WIND had refused to offer him a new contract for his exclusive services.

The report was published by Paul Molloy, Chicago Sun-Times TV columnist, who devoted most of a column to Miller's situation. Most of the column, said Miller, "was exactly the opposite of what I told him on the telephone while Ralph Atlas, the station manager, was sitting next to me."

The column stated that Miller is "looking for a new job," that a promised contract from WIND "never reached his desk," that Miller "approached WBBM" and was "rejected by WBBM boss Ernie Shomo," that Miller's "other hope" is WLS which was recently purchased by ABC, and that Westinghouse's policy of music selection by committee "rankles Miller."

## WB Quits Own Distribution

NEW YORK — Warner Bros. is dropping its own distributing branches and going to independents in six major markets. Cities where WB had had its own branches were New York, Boston, Detroit, Chicago, San Francisco and Los Angeles. Some of the WB branch managers and salesmen are forming the indie distribs taking over the line.

The shift to all indies now gives WB 34 indie distribs across the country. Label had hoped to increase its company-owned branch operations but found them too expensive to maintain with its current volume of business. WB will continue to have three large warehousing depots in Los Angeles, New York and Chicago to give indie distribs fast service.

In New York Alpha Distributors, run by Johnny Halonka and Harry Aposteleris, will take over the WB line. In Boston WB branch manager Herb Dale will take over the line with his as yet unnamed distrib firm. In Detroit Allied Music, a large appliance wholesaler, will handle WB Records. In Chicago, Jack White and Seymour Greenspan, former WB branch exec and midwest promotion man respectively, are starting Summit Distributors and will han-

(Continued on page 14)

## Merc Skeds 12 Packages For February

CHICAGO — Twelve new packages will bow in Mercury Records' February release, of which 10 appear in monaural and stereo.

In the top category, headliner is David Carroll's "Solo Encores," featuring solos by each of 14 instruments. Other items are by Rusty Draper, the Diamonds, Ernestine Anderson, Patti Page, and a potpourri of 11 Merc artists reprising a collection of 1959 hits.

Classical packages offer organist Marcel Dupre, Antal Dorati helming the London Symphony, Joseph Szigeti guesting with the London Symph, and Paul Paray conducting the Detroit Symphony.

Two stereo items, previously released in monaural, are Howard Hanson's "Song of Democracy" played by the Eastman-Rochester ork, and the Minneapolis Symph's package, "Rossini Overtures."

Miller told The Billboard flatly: "Westinghouse and its station WIND have offered me an exclusive contract and I am now considering it."

He withheld comment on the report that he was in touch with WLS too. But the WBBM reference infuriated him.

"I have not asked WBBM for a job and they have never turned me down," he declared. Until a year ago, Miller conducted a daily CBS net show from WBBM. The show folded only after Wrigley's gum withdrew its sponsorship.

Miller claimed that Westinghouse music selection policy, which allegedly rankled him, was in fact developed with his aid. It has been understood by tradesters that the "committee of four" which is to approve airable material will follow past WIND policy of permitting Miller to choose his own disks.





A glorious song from **FRANK LOESSER'S** new musical  
**"GREENWILLOW"**

# THE MUSIC OF HOME - BING CROSBY

47/7695

"The Music Of Home... could rival Home, Sweet Home in future community songbooks," says H. T. Murdock, Philadelphia Inquirer (out-of-town tryout review, February 1, 1960).

**THE MUSIC OF HOME—INSTRUMENTAL VERSION**  
**... MARTY GOLD AND HIS ORCHESTRA 47/7696**

**"GREENWILLOW" ALBUM COMING SOON:**  
 the Original Cast Recording starring Anthony Perkins.

**THE GREAT HITS OF THE GOLDEN 60's ARE ON...**



This One



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## TV REVIEW

## 'Fabulous '50's' Ratings Fabulous

The "Fabulous Fifties," CBS-TV's \$900,000 re-cap of the last decade, chalked up some fabulous ratings last Sunday (31) running ahead of its competition thruout the entire two hour period.

Producer Leland Hayward did a monumental job and generally satisfying job in wrapping up the most important performers, properties and trends of the 1950-'59 entertainment world, but was somewhat less successful in his attempt to capsule the history-making news events of the same hectic period.

Musical highlights of the show was a tasteful, polished turn, wherein Rex Harrison and Julie Andrews re-created rehearsal sequences from "My Fair Lady," with Harrison registering particularly strong.

Elvis Presley and rock and roll was spotlighted prominently in a kaleidoscopic review of show business standouts, which included everybody from Van Cliburn to Ethel Merman. In view of the difficulties Hayward must have encountered in getting clearances, his coverage was remarkably complete.

Comedy-wise, top honors went to Mike Nichols and Elaine May. Their skit on the TV quiz scandals was a hilarious, surprisingly frank satire, but their funniest bit was a Noel Cowardish spoof for a General Electric commercial. June Bundy.

\* \* \*

## CONCERT REVIEW

## Mahler Should Have Been There

The Cleveland Orchestra, in the first of three concerts to be given in New York, thrilled a Carnegie Hall audience with a performance of Mahler's "Das Lied von der Erde" that was the ultimate in conveying the sensitive, melancholy aspects of the "vocal symphony." Soloists were contralto Maureen Forrester and tenor Ernst Haefliger, the latter a Swiss with a considerable European reputation who was making his New York debut. Miss Forrester was superb, while Mr. Haefliger showed an excellent and expressive voice with only some limitations in the upper registers.

The performance celebrated the centennial of Mahler's birth, as so many orchestras are doing this year. But few will be able to match the effect of the Cleveland group, under George Szell's inspired direction. Women in the audience were seen to weep at what one observer was prone to call the classical "Gloomy Sunday." Altho Bruno Walter is regarded as the high priest of the Mahler sect, and he is shortly to record "Das Lied" with Haefliger singing tenor, he and the N. Y. Philharmonic will have to be at peak form to match Szell's rendition. The Columbia label's younger brother, Epic, for which the Cleveland group records, could steal a march by turning out a set of its own.

Mozart's cheerful Symphony No. 39 was the only other work on the program, and received a loving performance. The Cleveland group's first concert this year proved it to be one of the best drilled, yet sweet sounding orchestras extant.

Sam Chase.

\* \* \*

## OPERA REVIEW

## 'Giovanni' Gets Top Met Treatment

What many regard as the greatest of all operas, Mozart's "Don Giovanni," received an extraordinary performance at the Metropolitan Opera House last Friday (29). There is special interest in this work these days, in view of the recorded versions which have been issued recently, including stereo sets by London and Deutsche Grammophon, and a mono set by Pathe; there also are sets out by Epic and Cetra. The Met's cast is represented on several of these.

The artists in the performance caught were at their best, both singing and thesping. George London (Epic) played the Don

## Col. Offers 'B'dway Sound' Disc't Deal

NEW YORK — Columbia Records has launched a special "Sound of Broadway" program for its distributors and dealers. Program, which covers all the show albums in the Columbia catalog, including "Sound of Music," "My Fair Lady," etc., gives dealers and distributors an extra 10 per cent discount, in addition to the firm's "bonus to sell" program. The new Broadway program works as follows: Every order of three LP's from a list of six special albums: "Sound of Music," "My Fair Lady," "Flower Drum Song," "Porgy and Bess," "West Side Story," "Gypsy," and "Li'l Abner," must be accompanied by an order of one album, from a list covering the rest of the firm's show album catalog.

## Soria Off to Europe Trek

NEW YORK — Dorio Soria, who produces the new Soria Series of classical and opera LP's for RCA Victor, left here last week for Europe, where he will visit Paris, Geneva, Rome, Milan, Vienna and London.

He will return to the U. S. for the February 23 premiere by the American Opera Company of the new Poulenc opera "La Voix Humaine," which will be released in his new Soria Series. The album will feature a booklet illustrated by Jean Cocteau, author of the libretto.

## La Rosa Gets Kapp Pact

NEW YORK — Dave Kapp, Kapp Records' chief, has pacted Julius La Rosa to the label.

Kapp has also acquired original cast recording rights to "Parade," the off-Broadway show starring Dody Goodman.

to the hilt in his season's debut in the role; Lisa Della Casa (London excerpts) was a thrilling Elvira; Fernando Corena (London) did a realistic acting job in the humorous role of Leporello; Nicolai Gedda (Pathe), in his seasonal debut as Ottavio, made the most of the rather colorless role; Eleanor Steber as Anna, Roberta Peters as Zerlina, and William Wildermann as the Commandatore all lent stature to the performance.

The production is a revival of the 1957-1958 version, and is by all odds one of the finest staged of the opera. For this, a salute to Herbert Graf's direction and Eugene Berman's sets, as well as to Karl Boehm's conducting. Sam Chase.

## FOREIGN DISK COMBINES KEY U. S. MUSIC HYPES

• Continued from page 1

in the specific country as compared to those of other nations involved. Eventually, Hofer added, an American Record company will be set up to exploit disks acquired from the several foreign diskeries.

On another front this week, multi-millionaire Swiss magnate, Nichols Roths, moved to set up his own world-wide disk and publishing operation. Roth has already established operations in France, Italy, Germany and England and is negotiating for representation in Scandinavia. Lennie Hodes of the New York Criterion Music firm planed out last week to Zurich to meet with Roth on establishing an American wing of operations. This relationship is expected to result soon in the Roth combine going on the prowl here, thru Hodes, for hot masters and lines.

On yet another front, another Swiss based network started in business just two weeks ago. Known as Interdisc, the outfit was started by Jack Lewerke, Los Angeles businessman. The firm will headquarter in Lugano where central pressing, releasing and distributing facilities will be maintained. Distributing branches will be operated in various countries with American personnel in charge of each.

American diskings firms already in the Interdisc fold include Riverside, Contemporary, Good Time Jazz, Gene Norman Presents, Hi Fi, World Pacific and Jazzland, giving the outfit a largely jazz-oriented character.

Lewerke, who with Alan Bates (formerly of Disneyland Records) will operate the Lugano main office, expects to have records out in the countries he covers simultaneously with American release dates, within 120 days. Lewerke also points out that Interdisc will offer the advantage of centralized auditing in which sales for all countries involved in the set-up will be handled thru Price Waterhouse's Zurich offices, with licensing, accounting and invoicing pre-

pared by IBM data processing services in Switzerland.

The numerous foreign networks of diskings operations are being seen as a reflection of problems posed in the past by the lack of any significant number of manufacturers in Europe who were in a position to exploit American lines. More often than not, the plaint here has been that the European biggies accept more lines than they can ever possibly handle—similar to the picture here with a number of indie distributors. The result of this has often been that deserving disks never have seen the light of day in Europe. Many now feel that this is bound to change with the introduction of the various new combines on Continental soil.

## Imperial Inks Georgia Gibbs

HOLLYWOOD — Lew Chudd has signed songstress Georgia Gibbs to an exclusive Imperial Records contract. According to Chudd, Miss Gibbs will be presented in a unique manner on Imperial wax as compared to her previous recordings. Her new vocal personality, Chudd said, will be unveiled soon in an album currently in the preparation stage.

## Chudd to Cash

• Continued from page 2

the product on hand ready to spill-over into other markets as soon as an artist's following expands beyond the confines of the area where he first hit.

Recordings will be both in album and singles forms, depending upon the particular requirements of the artist involved. However, Chudd foresees a far greater potential for album product. Packages, he feels, will lend themselves best to concentrated territorial promotions, such as store window displays and tie-ins with the location where a given artist is appearing.

Chudd plans to record Tucker's routines during the comic's actual performance at Chicago's Silver Cloud nitery. Recording session is scheduled for next week with Chudd on hand to produce the album.

## ASCAP Sets

• Continued from page 2

H. Stept, and Kay Swift. Named in the standard division were William Bergsma, Peter Mennin, Vincent Persichetti and Virgil Thompson.

Publisher-candidates in the pop-production division were Richard Ahlert, Knollwood Music; W. C. Handy Jr., Handy Bros. Music; Arthur Israel, Famous Music; Leonard Whitcup, Leonard Whitcup Music. In the standard division were Charles Foley, Charles Foley, Inc.; Harold Flammer Jr., H. Flammer, Inc.

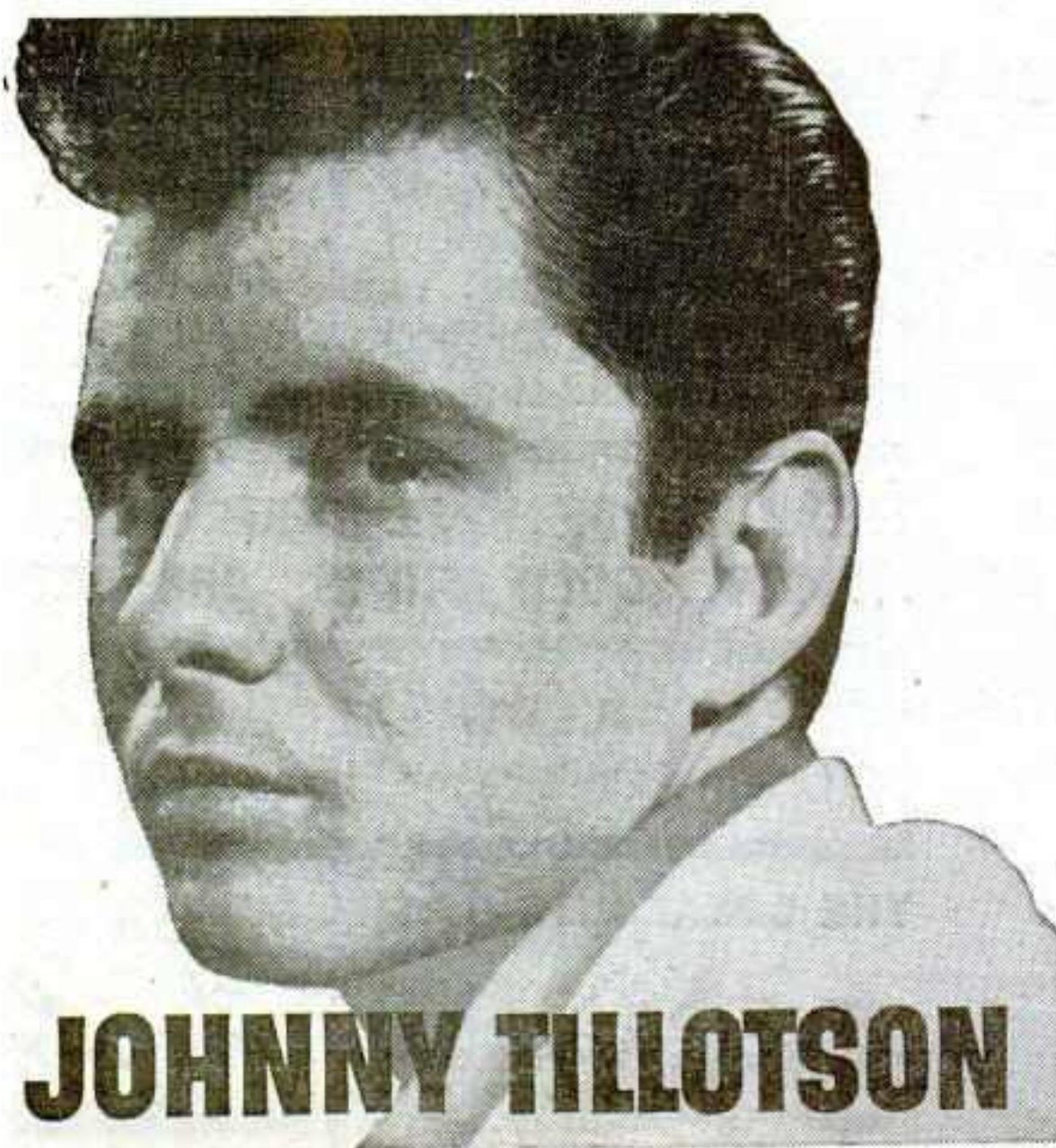
Serving on the writers' nominating committee were Harry Warren, chairman; Harold Adamson, Eubie Blake, May Singhi Breen, Harold Orlob and Norman Dello Joio. On the publishers nominating committee were Abe Olman, chairman; Leo Talent and Donald Gray.

## Abramson Unit

• Continued from page 2

ered his ties with the company over a year ago. Abramson will continue to operate his own publishing firms separately. These are Sheila Songs (ASCAP) and Medal Music (BMI).

WATCH  
THIS  
BOY!



JOHNNY TILLOTSON





MR. HITMAKER...

# TOMMY EDWARDS

SINGS

# DON'T FENCE ME IN

Picked as a Hit by All Trade papers

Orchestra conducted by Leroy Holmes

MGM K 12871

The Hottest Label in the Business...

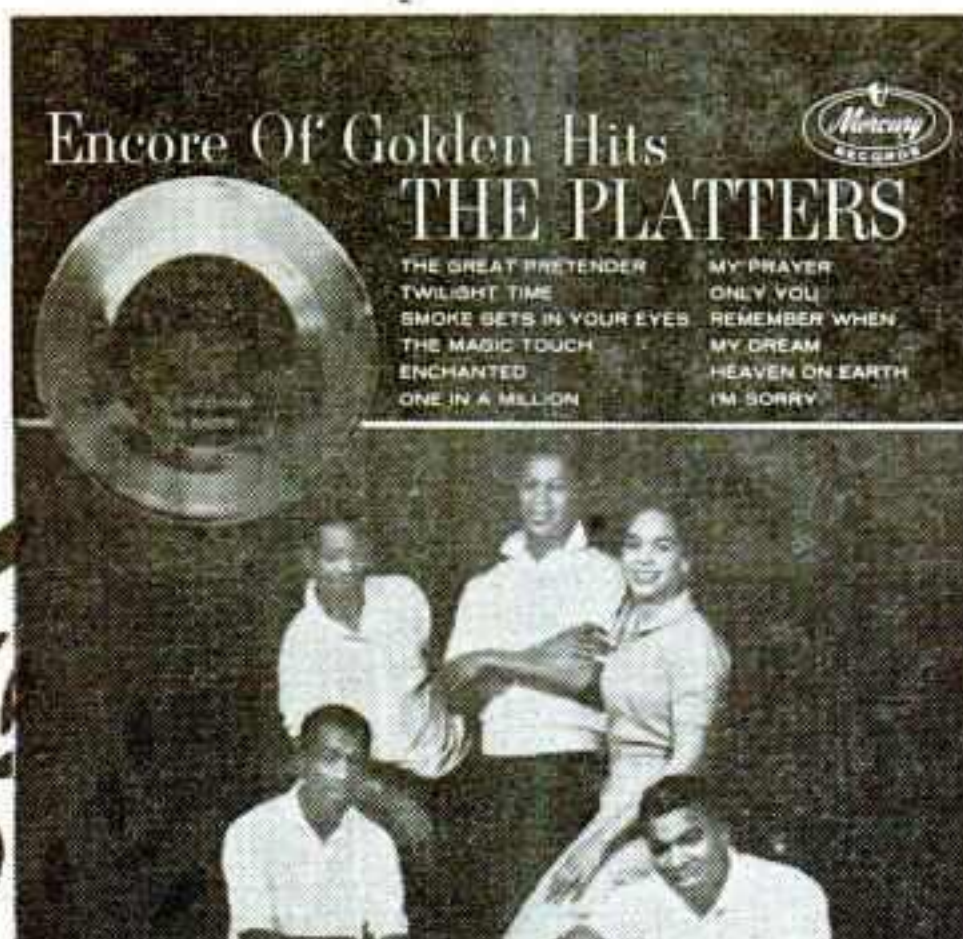
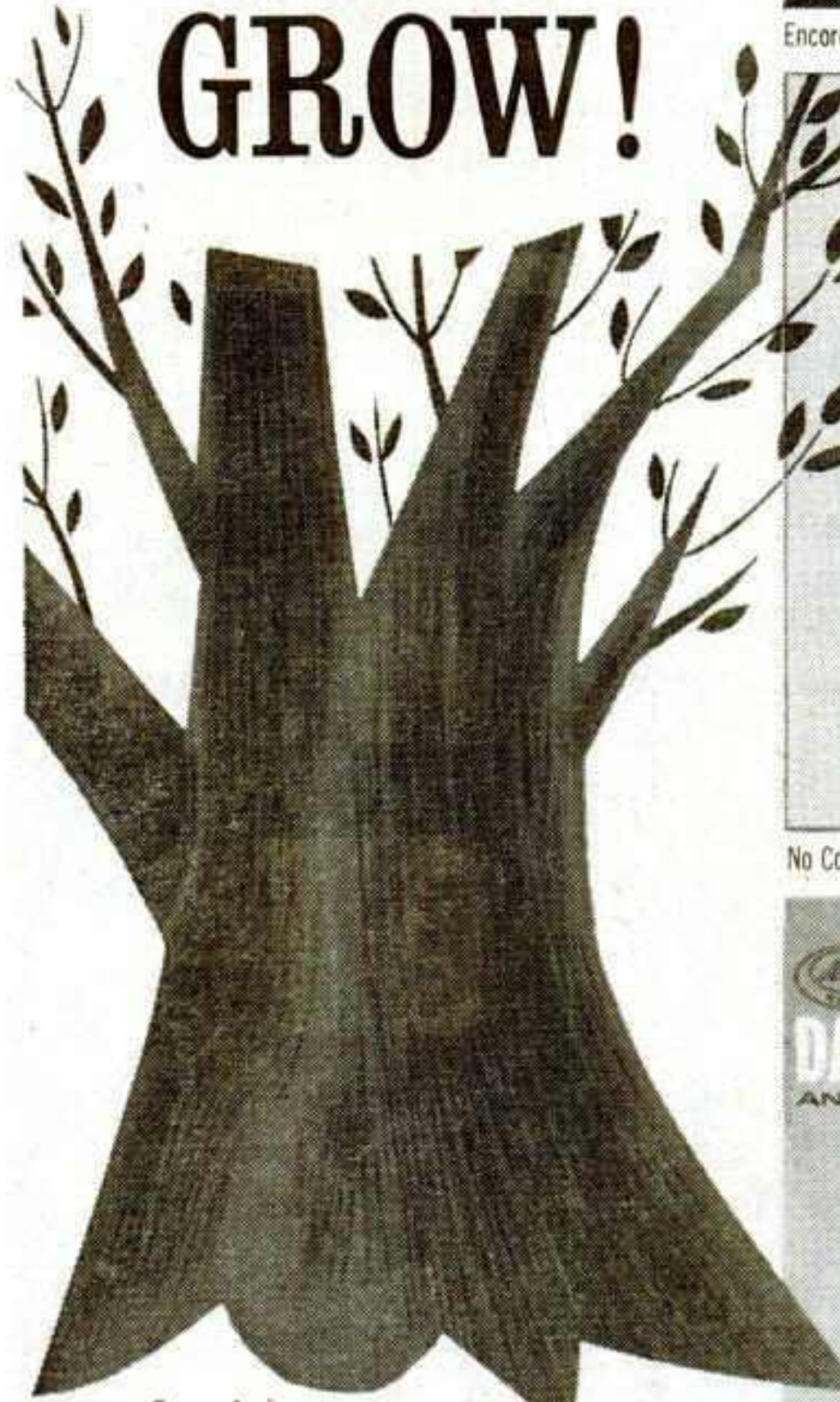


1540 Broadway N. Y. 36, N. Y. JU 2-2000

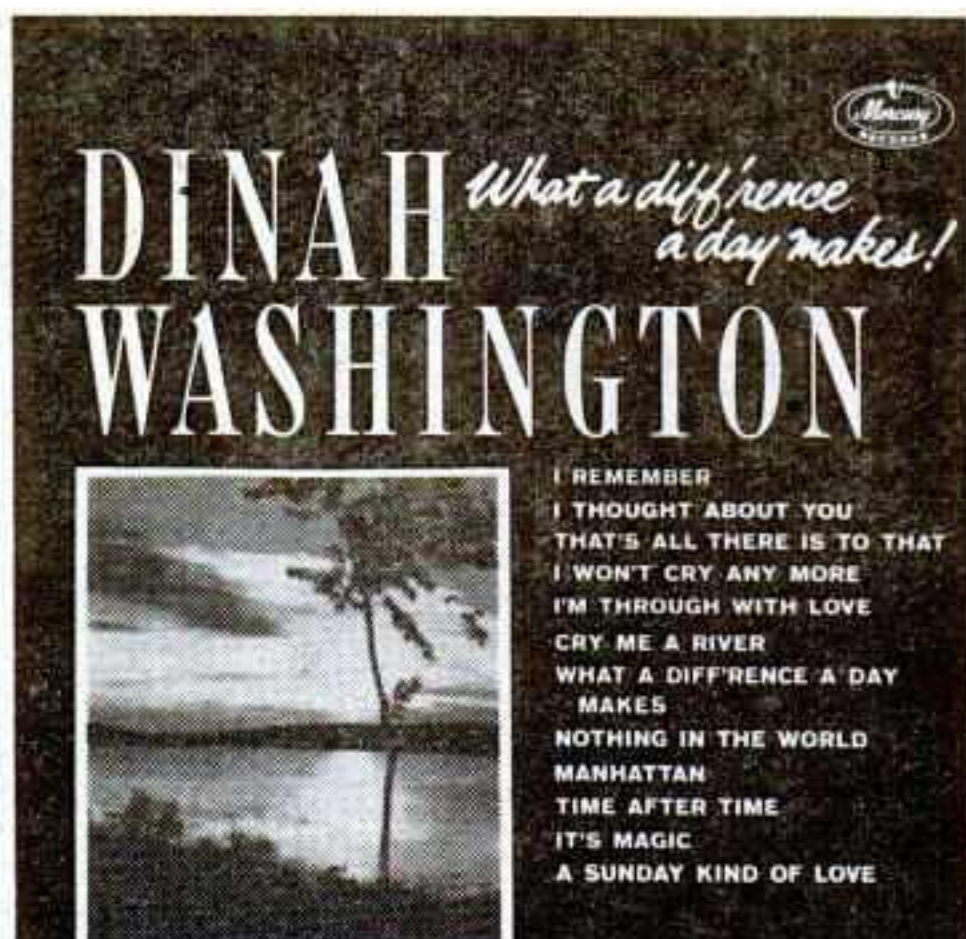


# Mighty Albums

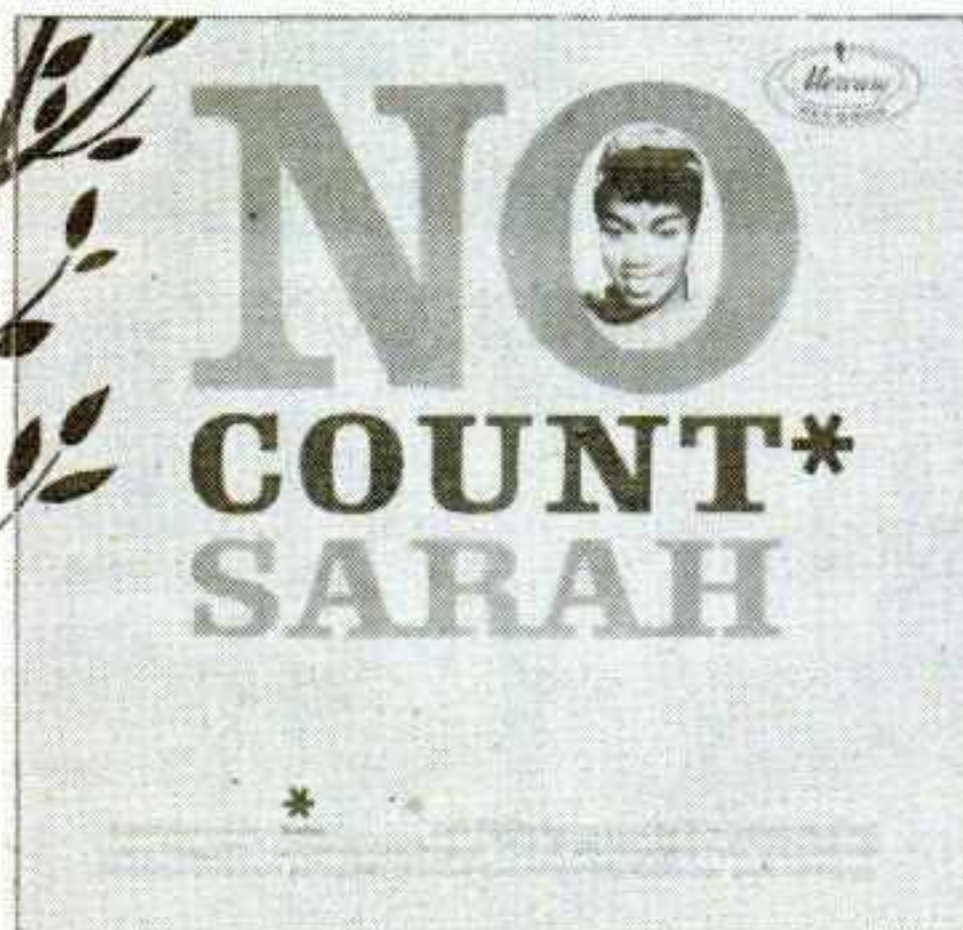
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**HIT SINGLES**  
**GROW!**



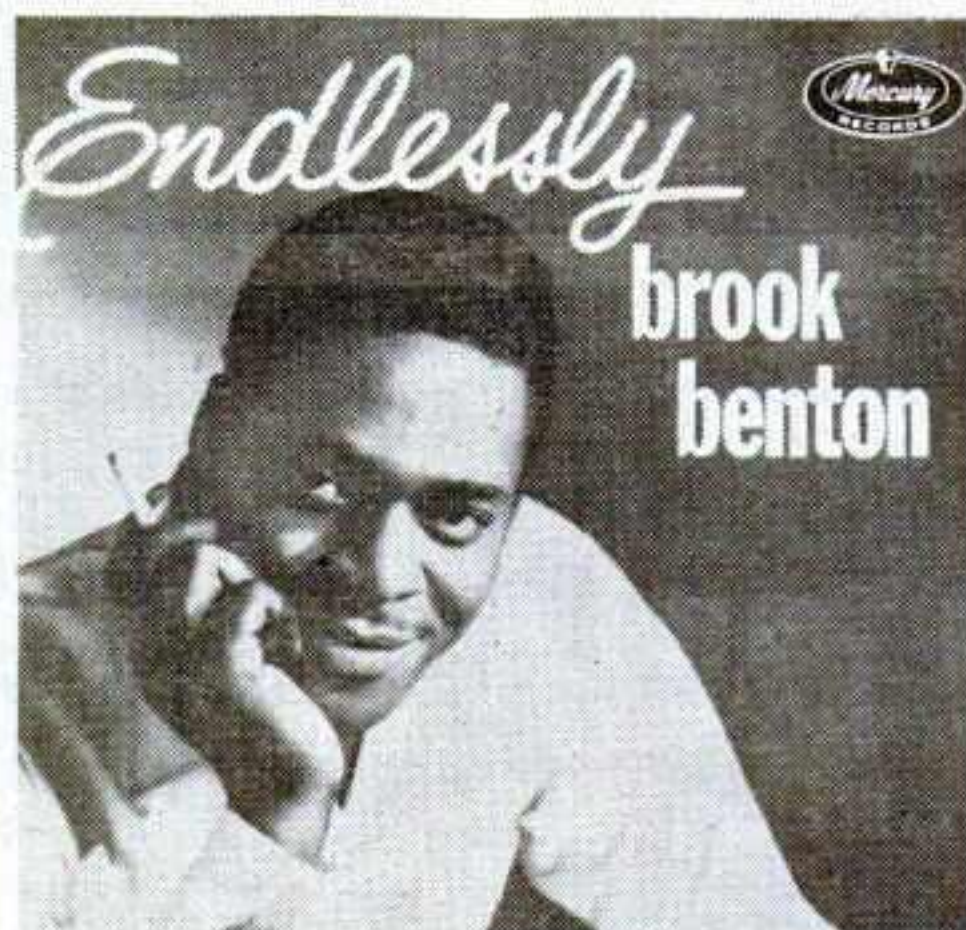
Encore of Golden Hits-The Platters MG 20472



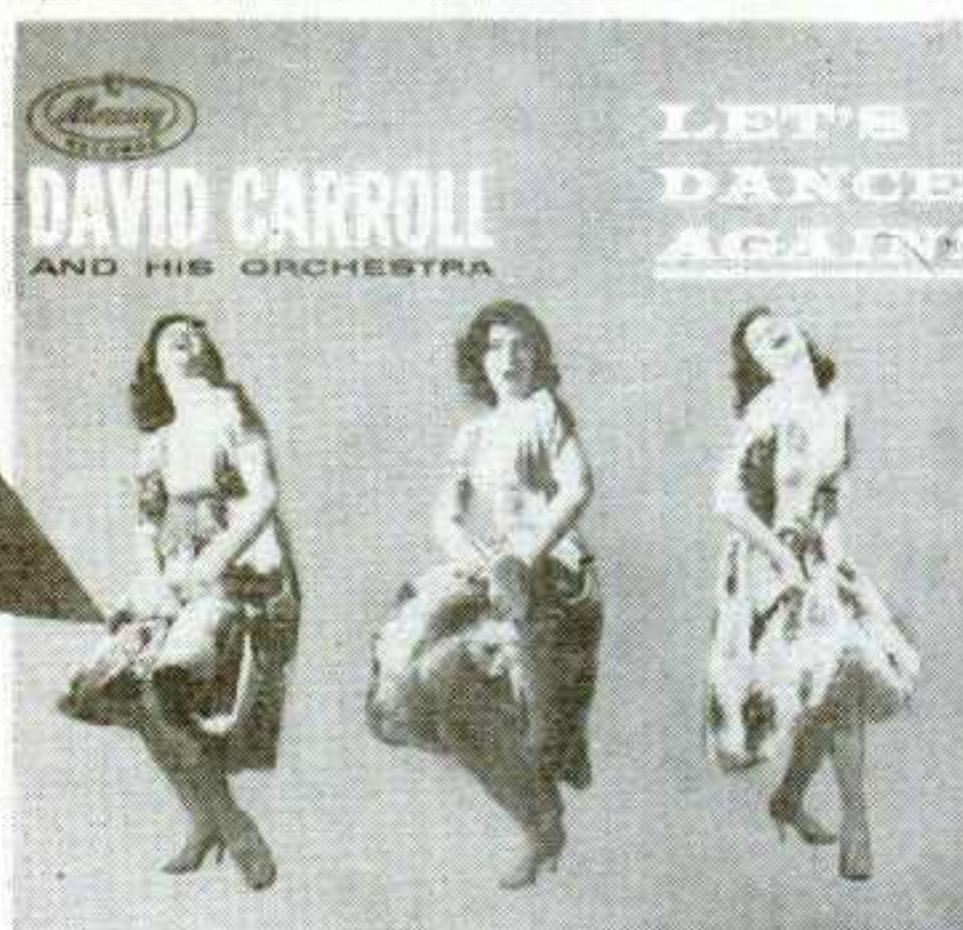
What A Diff'rence A Day Makes-Dinah Washington SR 60158, MG 20479



No Count Sarah-Sarah Vaughan SR 60116, MG 20441



Endlessly-Brook Benton SR 60146, MG 20464



Let's Dance Again-David Carroll SR 60152, MG 20470



14 Newies But Goodies-Assorted Artists SR 60172, MG 20493

Shooting up, up, up, the charts-Mercury's bumper crop of hot albums, each one raised from a "single" seed! Pick 'em now for the big money.



THE HOT HIT TRADEMARK



# PIG-IN-POKE SINGLES BOON TO RACK JOBBERS

• Continued from page 1

rack jobbers, who Mittleman claims are the only people he sells to. (Many distributors have claimed that he sells dealers and one stops, but Mittleman says this is exaggeration. They also claim that Mittleman sells them at prices lower than distributors can, which he also says is an exaggeration.)

### Complex Deals

The various types of deals that Mittleman makes with rack jobbers are so intricate and complex that they cannot all be outlined here. However, there appears to be a few types of deals, just as there are three types of Record-Paks, some with all new goods, some with all old goods, some with one new and the rest old, and some with EP's,

varying from four to seven records. If a rack jobber has a lot of merchandise he can't return, he may ship the whole lot to Mittleman who makes Record-Paks out of them and sends them back, charging only for packaging. The rack jobber may have 2,500 pieces of old goods which he sells to Mittleman for 3 cents to 5 cents each, and the same jobber may have 200 items of a recent hit, which he sells to Mittleman for say 46 cents. Mittleman makes up a number-of packages with other old records, and charges the difference between them and the records returned to him. What does he charge? From 40 cents to 60 cents per pack, depending upon what records, how many, etc.

The Record-Pak boss says that the seven girls he has making up his packages have to be mighty hip on records and know what's hot on the charts. For he notes that if they don't put one good record in the pack, it takes a long time to move it. Mittleman says that he allows a 10 per cent return privilege on his packs, but returns are running only 2 per cent. His packs are shipped 60 to a carton, all assorted.

### Good for Dealers?

Is the record pack good for dealers, and the business? Mittleman says that he moves say 40,000 packs a month, with records by three or four artists that don't stand a chance in a million to be heard over the radio. He says these records are played in 40,000 homes, and that maybe on their next release they stand a chance to take off since 40,000 more people know who they are. He also says that in small towns, in such States as

# Baker Album High'ts Feb. Red Seal Sets

NEW YORK — The February Red Seal release from RCA Victor is headed by a new album by Josephine Baker, called "The Fabulous Josephine Baker." Other Red Seal sets for February include two new albums with Artur Rubinstein playing Chopin, an album with Maureen Forrester, a Bach set with the Robert Shaw Chorale, an album titled "50 Years of Great Operatic Singing," the Town Hall Recital with Cesare Valletti, and a recording by the Julliard String Quartet. There is a new version of "Cavalleria Rusticana" with Renata Tebaldi and Jussi Bjoerling, and in the opera release is an abridgement of "The Marriage of Figaro" with Roberta Peters and Giorgio Tozzi. For March there will be three albums with Russian soloists, Emil Gilels, Daniel Shaf-ran and Galina Vishnevskaya.

Texas, Iowa, South Dakota, he is getting very strong orders from the local variety stores who are not visited by salesmen from any record firm.

Record Pak is soon opening an office in the Midwest, for the Midwest and South is where the firm is now getting its biggest orders. And the Army-Navy-Air Force PX Service is taking on the Record-Pak for its overseas exchanges in a few months. Mittleman is now working on an album deal, not a record pack, but one that will enable him to sell albums at special grab bag prices.

# COL. CULLS 3D EX-ALBUM HIT

NEW YORK — Columbia Records has come up with its third smash in a row taken from an album, with the current Marty Robbins hit "El Paso." The disk, which has passed the 800,000 mark, was originally released in the Robbins album "Gunfighter Ballads." When first released it ran almost four minutes, later Columbia cut it down to less than three minutes and re-shipped it to deejays. The other singles taken from albums that turned into hits for the diskery include Johnny Mathis' "Misty," originally issued in the album "Heavenly" and "The Battle Hymn of the Republic" by the Mormon Tabernacle Choir.

# 'Why' Tune Suit Target

NEW YORK—A suit was filed in U. S. District Court here last week charging Frankie Avalon's new hit "Why?" is a copyright infringement on the standard "In a Little Spanish Town."

The action was brought jointly by attorney Lee Eastman, representing Warock Music, and Abeles and Bernstein, attorneys for Robbins-Feist-Miller, against ABC-Paramount Records, Criterion Music, American Broadcasting-Paramount Theaters, Inc., CBS and NBC.

A second suit will be instigated in Philadelphia against the publishers of "Why?," Debmar Music, and Chancellor Records, which waxed the Avalon disk.

# Payola Grill

• Continued from page 4

deejays will not be subpoenaed because they are considered possible defendants in any indictments that might be returned. Identity of the five execs was not revealed, but they were said to have been associated with labels whose books were subpoenaed and studied by the Hogan office. Since the record reps were not asked to sign waivers of immunity, they are immune to persecution based on any testimony they give.

Hogan's office has studied the books and financial records of more than 50 record companies and questioned several recording artists, local disk jockeys and radio station execs since beginning its payola probe two months ago. One of the possible violations of law being studied by the grand jury is commercial bribery.

## Another Billboard Record/Phono Dealer

WINCHESTER APPL CO 0850  
C KORN 90827  
15 THOMPSON ST 32 R  
WINCHESTER MASS 055423

### Winchester Appliance

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

- . . . is essentially an appliance store
- . . . offering both records and albums
- . . . handles phonographs selling from \$20 to \$2,000
- . . . has been reading Billboard for more than eight years

# everybody is crazy about

Oh,  
Neil!

AE 57

Carole  
King

B/W  
A Very  
Special Boy


Arranged and conducted  
by Chuck Sagle

on

ALPINE




**1**



**SIXTEEN REASONS**  
**CONNIE STEVENS**  
*on the charts!*  
#5137

**2**

**TAMIAMI**  
**BILL HALEY & HIS COMETS**  
*orders by the car load!*  
#5145



**3**

**SCANDINAVIAN SHUFFLE**



**THE SWE-DANES**  
*biggest air play in years!*  
#5144

# BIG HITS



*the first name in sound*

**WARNER BROS. RECORDS**

BURBANK, CALIFORNIA

**Write, wire or phone your nearest distributor now.**



# DRC Offers Mathis and Mitch

• Continued from page 2

"The Record Club, Inc.," while still using the same old DRC Hollywood address.

### Play Down Diners'

Diners is mentioned but three times in the full page ad, and then only parenthetically. It is referred to in the final point under "Here's how the club works," stating "If you are a Diners' Club member, purchases can be included in your regular Diners' Club bill." The second reference is found at the bottom of the coupon which allows space for the prospect to fill in his Diners' Credit Card number. Beneath that is carried the following small print explanation: "This offer is presented in association with Diners' Club."

This almost total absence of the Diners' Club from the page layout is in sharp contrast to DRC's initial ad in Esquire — ironically, the same mag that kicks off its new campaign — which prominently featured the Diners' Club signature and even pictured a copy of a Diners' Credit Card as one of the benefits of joining the record club. Reasons for de-emphasizing Diners were not entirely clear at press time. Three points, however, seemed certain:

1. Diners' Record Club wants to lock horns with the diskery-owned clubs in a slugfest for members in the open field, and not limit its membership recruitment to only those who hold Diners' Club Credit Cards.

2. Apparently, the record club is strong enough now to shoulder its own credit risks, and no longer feels the need for credit screening of prospective members by the Diners' Club.

3. The record club originally came under the Diners' Club wing to help swell the ranks of credit card holders, but apparently it is

proving itself to be a sufficient money-maker on its own to warrant its expansion into a full-fledged club operation with its primary function to move as much disk product as it can, and not concern itself with attracting more members into Diners.

DRC will retain its old posture in the eyes of regular Diners' Club members. A duplicate of the above-mentioned ad will appear in the Diners' Club Magazine but will carry the usual Diners' references. The coupon uses the same "Diners' - Record - of - the - Month Club" name as in all of DRC's previous ads.

### Split Personality

In addition to this novel split-personality, DRC will unveil a new plan to lure members. The offer remains identical to both regular Diners' Club members and prospects pitched outside the Diners' fold. In the initial ad, the club offers a choice of 49 albums with the pitch of "Take all you want" at the reduced price of \$2 for monaural and \$2.50 for stereo.

To enjoy this price break, the joiner has to agree to buy four albums during the year "at member's special dividend prices which are always at least 33 1/3 per cent less than regular retail prices." This third off is made possible by DRC giving a member at the outset a free album for every two purchased, thus allowing the member to receive "dividends" immediately upon joining.

This is a departure from the usual plan wherein a prospect is lured by "free" records to join, then agrees to buy five or six albums at list price, and after purchasing the required number, only then receives a "free" album for every two purchased at the regular price.

To further bait joiners, DRC has

gone heavily into current pop chart product, offering top selling albums from both majors and indies. Headliners include Johnny Mathis' "Heavenly," Columbia Records' second place entry on The Billboard's current "Top LP's" chart; Mitch Miller's "More Sing-A-Long With Mitch," a Columbia chart-dweller for the past 62 weeks and is still in number 16 in The Billboard's current "Essential Inventory" chart; Bobby Darin's "That's All," the Atco album which is in 14th place on The Billboard's "Top LP's" list; Martin Denny's "Exotica I," Liberty's package holding the 33d position on the same chart after riding the list for 37 weeks. Other former chart climbers such as Hi-Fi Records' "Taboo" by Arthur Lyman and older selections on RCA Victor, Decca, Mercury, Carlton and other labels round out the offer.

It also features for the first time Everest product, including the new release of Aaron Copland conducting his own Third Symphony and Eugene Goossen's reading of "Scheherazade." Leopold Stokowski's Shostakovich First Symphony on United Artists is also displayed.

The ad boldly top-lines as its slogan: The World's Largest (All Label) Record Club." The words, "all label," are boxed to separate them from the rest of the message. Listed beneath the "all label" boast, in a white-on-black panel is found an impressive string of record companies whose product is being offered by the club.

NEW YORK — Among the first witnesses to appear before the Oren Harris Committee hearings, which open in Washington on February 8, will be singer Tommy Leonetti and his manager, Dick Linke. They are scheduled for 10:00 a.m. on the morning of February 8. Leonetti will fly in from a night club engagement in Miami.

Listen for Swingin' Lovelace

Watch this Space Next Week!

Breaking Big All Over

"BABY, WHAT DO YOU WANT ME TO DO?"  
JIMMY REED

Veejay No. 333

Watch for the NEW

DEE CLARK LP  
"HOW ABOUT THAT"

Abner LP No. 2002

—Delivering Feb. 12—

24 ——— JUST A LITTLE BIT, Roscoe Gordon ... 1  
The Billboard Hot R&B Sides February 1, 1960

"JUST A LITTLE BIT"  
ROSCOE GORDON  
Veejay No. 332

★★★★ VERY STRONG SALES POTENTIAL  
The Billboard—February 1, 1960

"OH WHAT A NIGHT"  
THE DELLS  
Veejay No. 338

A Great First LP

"WADE FLEMONS"  
"Here I Stand," and other great songs  
Veejay LP 1011

Veejay-Abner Records  
1449 S. Michigan, Chicago 5, Ill.  
Phone: We 9-3970



**MR. DEALER:** Millions of STEREO PHONOGRAPHS were sold in the months preceding Christmas! This means ... millions of NEW CUSTOMERS will be looking for EXCITING STEREO RECORDS to buy during JANUARY—FEBRUARY—MARCH!

Here is **THE PLAN** that will help you sell more stereo records than you thought possible ... with the best possible buy for your customers ... and with the profit margin you need!

*Grand Award Records*

**\$1000**  
STEREO  
RECORD SALE!

**YOU MAY OFFER YOUR CUSTOMERS:**

- \* Any Grand Award Stereo Record for only **\$1.00**
- \* with the purchase of any other Grand Award Stereo Record at the regular \$4.98 price
- \* A customer **SAVING \$3.98** of

**YOU WORK ON A FULL PROFIT MARGIN!**

**THIS PLAN IS IN EFFECT ONLY UNTIL FEBRUARY 12th, 1960. THE ENTIRE GRAND AWARD STEREO CATALOGUE IS AVAILABLE,** over 50 Albums including The *Original* ROARING 20's SERIES • PAUL WHITEMAN ALBUMS • CHARLES MAGNANTE ALBUMS • KNUCKLES O'TOOLE-HONKY TONK PIANO SERIES • ENOCH LIGHT—I WANT TO BE HAPPY CHA CHA SERIES • This PROGRAM will be backed up with large scale consumer advertising in national magazines and local newspapers. Large day-glo window signs—streamers—easel back signs—are AVAILABLE!

**SPECIAL PRICE CHANGE NOTICE ON GRAND AWARD MONAURAL RECORDS**

AS OF MARCH 1st, 1960 the dealer cost price on all GRAND AWARD monaural records (300-400 series) will be raised to conform with the normal standard dealer cost prices of all other standard \$3.98 labels. FROM NOW ... until that date ... dealers may purchase all GRAND AWARD monaural albums at the special DISCOUNT price being offered by regional distributors:

**PLUS** AN EXTRA BONUS OF  
**1** ALBUM  
**FREE** (300-400 series)  
**FOR EVERY**  
**10** YOU PURCHASE!

Work out your order at once with your GRAND AWARD distributor or salesman—so that you can repeat before the new price goes into effect.

**FAST TURNOVER...HIGH PROFIT ALBUMS!**  
**IN CANADA—SPARTON OF CANADA, LIMITED**



# ABC-PARAMOUNT TAKES GREAT PRIDE AND PLEASURE IN WELCOMING **RAY CHARLES**

ONE OF TODAY'S TRULY GREAT  
RECORDING STARS...

AND PROUDLY ANNOUNCES  
THE RELEASE OF WHAT  
PROMISES TO BE

ONE OF THE YEAR'S  
OUTSTANDING

2-SIDED  
SUCCESSSES:

## WHO YOU GONNA' LOVE

B/W

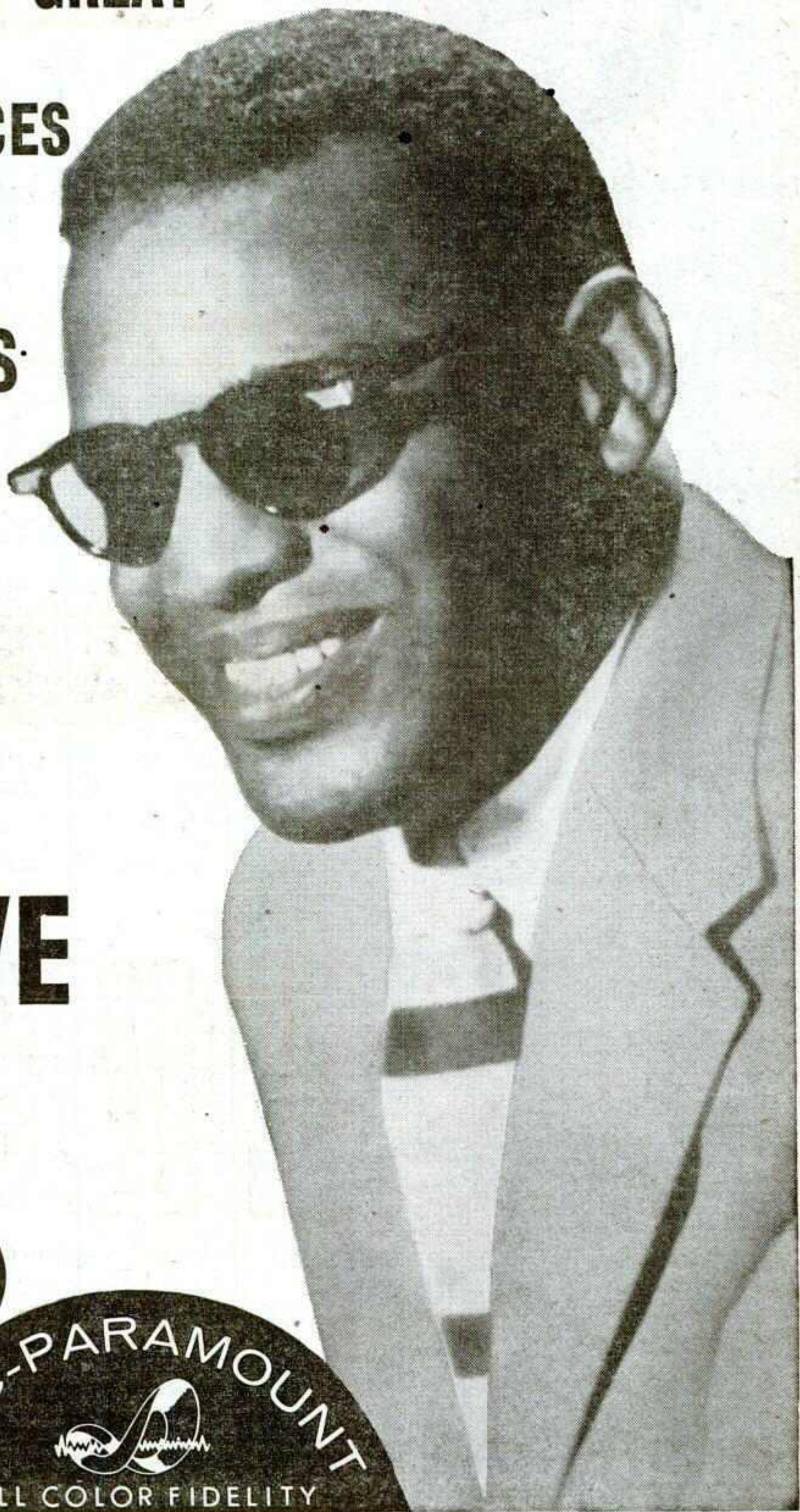
## MY BABY

(I LOVE HER, YES I DO)

ABC-10081



Distributed in Canada by Sparton of Canada, Ltd.





## Engineer Blasts 'Compatible' Claims

• Continued from page 4

all this talk about compatible is that some record companies will make the obvious concession in quality to satisfy the dealers who will be in a clamor anytime they hear something about compatible records.

"This compatible record means not only a sacrifice in stereo quality, but a deterioration of the monaural quality as well. What really happens is that a certain amount of bass, which is the most troublesome factor in producing top-grade stereo, has to be sacrificed. Then they overload the two stereo channels with treble to get the volume level up. But this only results in poor stereo and poor monaural.

"I can say truthfully, that there's nothing new about this kind of compatible record and if by some chance this is the way the industry wants to go, anybody can make the record with any type of cutting equipment.

"At least two years ago, the Columbia people developed a system which cost them thousands of dollars in the research stage, in which they had a concept of compatibility, Fine declared. "I remember well the honorable way they presented their idea thru Dr. Peter Goldmark, to a session of all the top recording company executives at the RIAA. They offered to make their system available to all without charge. When the industry voted it down, Columbia, like gentlemen, offered to go along with whatever was the concensus of the others. With the latest developments, there is no presentation, no discussion, no forum.

"A lot of people are getting knowledgeable about stereo today. I don't believe it's true that the average individual will settle for

something that's less than the best. And I suggest that in any development where there is likely to be any kind of controversy, for the good of the industry, everybody should have an opportunity to question and discuss.

"I say this. We will make our studios available for a meeting of the engineers and the executives of all the record companies in the RIAA. Every bit of equipment we have will be made available for the demonstration. We'll let them use our tapes to make their compatible pressings. Then we'll test those, stereophonically and monaurally, against our separate stereo and mono recordings. Then, we can let the industry decide how good or how bad the compatible system is. We'll make our space available whenever anybody wants to demonstrate a compatible disk."

### Newton Sought

• Continued from page 2

ABC-Paramount had two more years to run.

However, it was learned on good authority that the way was almost clear for Newton to shed his ABC-Paramount pact and join UA. Sam Clark, head of the diskery, had reportedly given Newton his okay, and it was now up to proxy Leonard Goldenson and the ABC-Paramount board to pass on Newton's getting out of his pact. Chances were strong at The Billboard's deadline that Newton would be able to leave ABC-Paramount to take over the UA post.

### 3 Hub Distributions

• Continued from page 2

broadcasting the songs, and mislead listeners into believing that the records are selected strictly on their merits or public popularity. This "deception," FTC says, tends to mislead purchasers into buying the records which they might not otherwise have purchased. Practice also tends to advance the recordings in popularity polls. Such practices are capable of diverting trade unfairly and di-

## DJA Seeks Banner Conclave

• Continued from page 4

DJA (July 1959)) and its original plan to meet in Los Angeles this March "all took place before any payola investigation." "This association idea," stated Hawthorne, "is not a latter day fence-mending ruse."

The Hollywood location was changed, he said, because "the witch hunt atmosphere" ruled out such a "glamorous" meeting place. However, the jock stressed: "In the face of governmental inquiry the need for a self-regulatory organization such as DJA is more apparent than ever."

Speaking as a "former manager" himself, Hawthorne said: "Such an Association (DJA) — coming into being when management is being queried by a commission as to what steps it takes to police the programming, what controls on deejays and other related safeguards on programming — would be one of the best rounded answers to this area of commission inquiry."

Hawthorne noted that Purcell had agreed that KFWB would be willing to finance a trip by one of their deejays to the DJA meeting and that he (Purcell) had

## Payola Crime

• Continued from page 2

recommendations are: 1. To make it a criminal offense to participate in any rigged TV quiz program. 2. To allow FCC to impose milder sanctions than revocation of license on broadcasters. 3. License networks, thus making them share responsibility for programming in the public interest with the individual broadcaster. 4. To require announcement of payments made for any and all advertising plugs. 5. To legislate restrictions on the trafficking in station licenses.

Representative Bennett, a Subcommittee member, has a bill to regulate nets under the Federal Communications Act in the hopper since last year. He also introduced one to suspend broadcast licenses and grant "conditional" renewals to those who have dubious records of failure to operate in the public interest.

Bennett's anti-payola bill, amending the Communications Act, is worded broadly enough to cover anyone even remotely involved in payola or other deceptive programming practices in radio or TV — including sponsors, advertising agencies, program packagers, independent servicers, as well as any and all personnel involved directly thru the broadcast outlet or network.

## IRS Eyes Piracy

• Continued from page 2

siderable manufacturers' excise, while it robs songwriters and publishers of royalty.

IRS is also known to have built up a backlog of information, such as provided by Julian Abeles, counsel for Music Publishers' Protective Association, who testified that one-third of all U. S. records are counterfeit. The service is also alert to trade stories, such as recent Billboard item (December 14, 1959) on trade estimate of 20 per cent loss of all hit tune sales thru piracy — hit tunes being prime target of the hit-and-run counterfeiters. IRS intelligence also had an observer at last year's rackets committee hearings.

verting competition, the agency claims.

Companies have been granted 30 days to answer the complaints. Since early December, FTC has issued a total of 40 complaints challenging such pay-offs.

### Sweet Formats

• Continued from page 4

John E. Murphy, program director of the Canadian outlet CJLX, said the station "has declared war on 'no talent' singers and 'nothing' records. . . . From now on, to be played on CJLX, a record must be musically good. . . . No longer will CJLX jocks be bound by the chains and shackles of best seller lists and hit parades. Any record, be it old or new, hit side or flip side, will be aired (by CJLX) with the only criterion being that the song must not have a high 'ear-ation level'."

Altho WLOL, Minneapolis, dropped its "top 40" programming format last August in favor of a new "preferred music" policy, the first printing of its new "WLOL Preferred 40" listing was only released last week. The list features the first 40 "listenable music" disks, by-passing records the station's jocks and management deem to be too raucous or unmusical among the best-sellers.

### WB Quits

• Continued from page 4

de the line. In San Francisco, C. & C. is the new distributor, and in Los Angeles Al Latauska's Sun State will take over.

WB, as reported exclusively in The Billboard a few weeks ago, is expected to soon sign the Everly Brothers. With the addition of the duo, along with the recent pacting of Bill Haley, new strength is being added to the label. Other new artists recently signed by the firm include Celeste Holm, John Raitt, Ernie Kovacs, and Mel Blanc. Firm also has worked out an agreement to release sides by Brigitte Bardot.



# "SANDY NELSON'S BIG SMASH! PARTY TIME"

#5648

IMPERIAL RECORDS  
6425 Hollywood Blvd., Hollywood, Calif.  
IN CANADA • LONDON RECORDS, Ltd.



**ATCO HAS IT!!**

**THE ORIGINAL VERSION OF**

**THE HOTTEST SELLING**

**RECORD IN ENGLAND...**

**SUMMER SET**

**BY ACKER BILK**

**AND HIS PARAMOUNT JAZZ BAND**

**B/W ACKER'S AWAY / ATCO 6160 /**

**FROM THE  
"LANSLOWNE JAZZ SERIES"**

**ATCO RECORDS 157 WEST 57th ST. N.Y.C.**



# Cleveland Jocks and Distribs

Continued from page 3

there may be a period of further investigation and processing of information, aided by recently acquired additional staffers, then a later resumption of hearings. Subcommittee is expected to hold additional hearings to call deejays, labels, distributors and broadcast personnel. Chairman Harris' earlier hope of compressing the payola matter into a week or 10 days of hearings seems likely to give way before the rising tide of evidence turned up by his own staff in 27 cities, by the flood of FTC payola complaints, by the FCC payola questionnaire, and reports cropping out from investigations by local law enforcement officials.

Urgency has been added by the Federal Communications Commission's announcement last week (3) that it will hustle up some legislation of its own. It wants a law specifically prohibiting payola and other fraudulent practices, and it wants new rules to get at deejays and program packagers who operate behind licensee's back. Overall, it wants to make licensee responsibility more binding, and set up graded penalties short of revocation. (See separate story.)

The KYW deejays, Finan and Hopkins, who may be heard this week, barring unexpected developments, were the object of sharp comment by Westinghouse Broadcasting Company's vice-president, Donald McGannon, during recent FCC hearings which concluded last week. Without naming names, McGannon told of firing two station "personalities" — presumably deejays — and two staff members. Only one station staffer, Charles Young, record librarian, has been subpoenaed by the Subcommittee. Westinghouse also produced the strongest urging for anti-payola legislation, and drew up a working model to snare the "tempter" as well as the tempted.

Finan and Hopkins have reportedly accepted payola from Main Line Cleveland, RCA distributors, and one of the biggest in the State, serving Northeastern Ohio and Eastern Indiana. The deejays said the money was in return for "consultant" services, but the Cleveland distributor's vice-president, James Shipley, is expected to tell the Subcommittee that the \$25 to \$100 payments allegedly made weekly were pure payola, as reported in Billboard, December 7, 1959.

If out of the many cities investigated by the probers, Cleveland and Boston areas are covered earliest in the hearings, there may be a spillover into Philadelphia, where FTC complaints have covered some nine distributors and two labels.

Tony Mammarella, ex-producer of deejay Clark's shows, was called in for a long talk with the Subcommittee staff last week. Mammarella, unlike Clark, resigned from his ABC-TV job rather than agree to divest himself of music interests.

Neither Mammarella nor the staff would reveal the content of the talk, but they may very well have touched on music publishing interests which involve Clark, Mammarella, and Bernie Lowe of Cameo Records. (Lowe Enterprises was one of the first firms to get FTC payola complaint.)

Clark's interests include Sea Lark Music and January Music, BMI publishing affiliates, and Arch Music, an ASCAP firm. Clark also owned Mallard Pressing of Philadelphia, but has since divested himself of interest in that firm. Bernie Lowe was also an official in Mallard, and distributes Swan Records, in which Clark and Mammarella each reportedly have a one-third interest.

By way of further complication, Lowe's Philadelphia music publishing firm, Maryland Music,

shares proceeds of split copyrights with Clark's Sea Lark firm, on three tunes. (The Billboard, December 21, 1959.)

Mammarella's alleged practice of cutting himself in for half royalty on songs under the monicker of Tony September, has caused BMI to stop handling the tunes "Butterfly" and "Ninety - Nine Ways." BMI reportedly objected to Mammarella's taking all the credit as Tony September, and not listing the real writer at all.

The interim report on the Legislative Oversight Subcommittee's TV quiz probe may emerge this week, and may contain indications of direction for the probe of payola, and legislative approaches to kill it.

Members of the Legislative Oversight Subcommittee are, in addition to the chairman: Reps. Peter Mack (D., Ill.); Walter Rogers (D., Tex.); John Flynt (D., Ga.); John Moss (D., Calif.); John Bennett (R., Mich.); Wm. Springer (R., Ill.); Steven Derounian (R., N. Y.); Samuel Devine Jr. (R., Ohio). Bennett, Springer and Rogers have decalred themselves strongly for payola to snare giver and taker.

## Everest Inks

Continued from page 3

ork will start recording for the label shortly.

Meanwhile, on the pop side, Everest has not been idle. The pop a.&r. chief, LeRoy Holmes, has signed Gordon Jenkins for two new albums. Arranger-conductor Jenkins will make an instrumental album of his own for the label sometime this month. In addition he will conduct and arrange the background for a forthcoming album with Robert Merrill and Vivian dell Chiesa. Holmes has also signed a new pop singer to Everest, Randy Lee. Lad's first single will be issued within the next two weeks.

on 20th FOX

# ALL YOU HEAR IS BEAUTY



COLOR CODED DIVIDER CARDS  
... A MUST FOR ALL LP DEALERS

**PERMANENT**  
(Guaranteed to Remain Legible and Serviceable for as Long as You Use It)

**INSTANTLY LEGIBLE**  
(Letters 1.2" Tall)

**UNIFORM**  
(Cards Are All 12" Wide—13 1/2" High)

**COLOR CODED**  
(Monaural—White Title on Black Card)  
(Stereo—Red Title on Black Card)

Write for complete details, catalogue and amazingly low prices:

**COLORGLOW CARD CO.**  
2757 Wilshire Blvd., Los Angeles 5  
DU 2-2301

## Savings Claims

Continued from page 3

A spokesman, reached at the FTC in Washington, declined comment on the investigation other than to say it had been launched after the receipt of numerous complaints.

Tradesters of a legal bent were inclined to believe the letter, which asked dealers to provide prices which they receive currently for a number of specifically named RCA Victor, Columbia and Capitol record albums, was designed to determine a general average going list price for such merchandise as compared to the normally accepted \$3.98 pop monaural and \$4.98 classical monaural suggested tags.

Based on the outcome of the querying of dealers, the Bureau's plans as to possible hearings involving testimony from club spokesmen would be determined, the FTC spokesman added.

## FCC Blueprint

Continued from page 3

tions made by the Attorney General in his report to the President on deceptive practices in broadcasting. (Strongest of these was for anti-payola legislation. In other respects, Justice report leaned toward letting broadcasting police itself, while FCC at the same time was to exert its jurisdiction in "over-all" programming requirements.)

**ETERNALLY**  
SARAH VAUGHAN  
MERCURY  
WHERE IT HURTS THE MOST  
MYRNA MARCH  
WARWICK  
LONESOME OLD TOWN  
JEANNIE THOMAS  
FELSTED  
IT'S A BLUE WORLD  
JULIE LONDON  
LIBERTY

AND THE ALL-TIME GREAT STANDARD FOR SPRING PROGRAMMING WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG  
BOURNE, INC. (ABC Music Corp.)  
136 West 52nd St. New York, N. Y.

BREAKING BIG FOR A SMASH!

THEME FROM A SUMMER PLACE  
PERCY FAITH—  
COLUMBIA #4-41490

MUSIC PUBLISHERS HOLDING CORPORATION

Mills' HIT REMINDERS

SCARLET RIBBONS  
★ THE BROWNS  
RCA Victor 47-7614  
★ ENOCH LIGHT  
Grand Award 45-1035  
MILLS MUSIC, INC.

ATTENTION RECORD MFRS. - MUSIC PUBLISHERS  
Do you need money to finance your business? CASH AVAILABLE at Legal Rates to responsible Publishers and Mfrs. All correspondence confidential. Write details to:  
BOX 259, The Billboard  
1564 Broadway New York City 24

81 on HOT 100 First Week

## "LET IT ROCK"

CHUCK BERRY  
Chess No. 1747

★ ★ ★ Very Strong sales potential

## MILT BUCKNER

"MIGHTY HIGH"  
Argo No. 5356



## "ROAD RUNNER"

b/w "My Story"  
BO DIDDLEY  
Checker No. 942



A Blazing Oldie!

## "MY BLUE HEAVEN"

HARVEY  
Chess No. 1749

Getting Bigger

"LITTLE GIRL, LITTLE GIRL"  
THE FAIRLANES

Argo No. 5357

The Perfect Combination of R&B and FOLK music.

MUDDY WATERS SINGS  
BIG BILL BRONZY

CHESS LP NO. 1444



CHESS PROD. CORP.

2120 S. Michigan  
Chicago 16, Illinois  
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GIVE TO DAMON RUNYON CANCER FUND



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SET YOUR SIGHTS ON  
**JOHNNY HORTON**  
 AND HIS NEWEST SMASH  
**SINK THE BISMARCK**

*(Inspired by the Twentieth Century-Fox Picture "Sink the Bismarck")*

41568

A DIRECT HIT ON



#1 in Consumer Sales



**NEW ORLEANS WAY**

**Full Shelf Key To Tape Selling**

NEW ORLEANS — The old axiom "You can't do business from an empty wagon" never applied to any merchandise so much as stereo tapes, according to Joseph Schalón, owner of the Record Center here.

Schalón is a New Yorker with much experience in record merchandising in New York's busy Times Square. In New York, he did a good job of merchandising both high fidelity and stereo tapes right along with records, and had every intention of doing the same when he opened his new store, less than a year ago, in the Louisiana metropolis' famed French Quarter. Before launching the new disk venture, Schalón was told by his contemporaries that there was little or no market for pre-recorded tape in jazz-minded New Orleans, and that nobody had been able to successfully sell the medium, particularly in the French Quarter itself.

Schalón found this to be true—so long as ordinary methods were being used. For some reason, stereo tape definitely wasn't catching hold in the Crescent City. Undismayed, however, he took a bold step, and created a huge cabinet, on the wall of the store, directly above the service counter, which contains no less than 66 cabinets, three-fourths of which are devoted entirely to pre-recorded tape.

**Big Inventory**

"It was simply a case of browbeating the public into recognizing that stereo tape is here to stay," Schalón grinned, "with so large an inventory, I was, of course, able to offer just about anything the customer wanted in the way of stereo tape which was a big point in the face of the argument that stereo tape selections are too limited. Second, the size of the display was enough to get it some attention from even the most disk-minded customer. Next, by buying in large quantities, I was able to get the price of stereo tape down to the point where the ordinary music fan would at least entertain the idea of buying it."

Backing up the stereo tape display with a worthwhile selection of stereo tape recorders, Schalón took a big step forward when he began beaming music over the sidewalk from twin speakers—and using tape instead of disks, to provide this attention-catching fare. Usually, he chooses music which is available on both standard records and on tape, and sees to it that every customer attracted into

**MAG CITATION FOR REK-O-KUT**

NEW YORK — Rek-O-Kut's Audax Division has been cited for superior design of loud speaker enclosures and tone arm and speaker packages by Industrial Design Magazine. The magazine took note of Audax's new three-dimensional grill cloth, designed by George Nelson, as being "perhaps a precursor."

Acknowledging the citation, Rek-O-Kut prexy, George Silber stated that: "Product and package design are important elements in the sale of quality high fidelity equipment." Meanwhile, the company introduced a new three-and-a-half-inch cone-type tweeter to sell for \$9.95.

the store by a specified number understands the point. "When I tell a dyed-in-the-wool record customer that the music he is hearing was being played on a tape recorder, his interest always perks up," Schalón said, "maybe he will go ahead and buy a record of the same number then and there. The first impressions stick, however, and he will remember that tape was being employed well enough to mention it to tape recorder owner-friends, or to perhaps become a recorder owner himself."

**Meets Problems**

Even with 66 compartments showing as many as 120 reels of pre-recorded stereo tape at once, Schalón often runs into the problem of not being able to find the exact selections a customer wants on tape. He has a simple answer for this problem, however, and one which has intrigued a lot of his economy-minded music-buying "regulars." "I simply tell them that if they can't find the bit they want already recorded on tape that there is nothing to putting it on tape themselves," Schalón said, "Using any of several two-channel tape recorders already available on the market. It doesn't take long to set up a demonstration and prove that the customer can reproduce the number he wants on tape, and in stereo, without the slightest loss noticeable to the best-trained ear. While we don't play up the fact that starting with a blank tape, and recording in stereo, the fan can tape all of the music he would like to have at low cost, the suggestion is always there—and it isn't long before a customer who is budgeting carefully to buy quite a few records a month begins to weigh the advantages of taping his own, and using a top-notch stereo recorder."

Schalón, who operates his New Orleans store with the same flourish characteristic of Times Square district stores in New York, has had some unusual experiences

**New Livingston Tape Series**

NEW YORK — The Stereophonic Music Society, national distributor of Livingston Audio Products, has announced Livingston's initial series of releases of 100 minute tapes. The four-track tapes will contain 50 minutes in each direction at 7½ i.p.s. speed.

Also announced was the signing of an agreement by Livingston with Design Records, which will result in a series of stereo tapes under the tag, "Livingston Presents Design." Tapes will feature Design material by Connee Boswell, Marián Marlowe, Noro Morales, Hildegard and Ray Bohr, playing the Radio City Music Hall organ. Four-track versions will sell for \$5.95 and two-trackers will go for \$7.95.

Meanwhile, SMS itself has set up two new tape releases including one by Fred Astaire's Studio Ork, which features a series of dancing lessons and a booklet of instructions, plus a package by the Larry Elgart Ork.

which stem from his big inventory of pre-recorded tape. For example, a wealthy Cuban, who is shut off from regular sources of supply where records are concerned, is nevertheless able to use a fine German radio to tune in the music programs he wants, and owns several tape recorders as well. Schalón, along with giving the Cuban a lesson in taping via the two-channel route, wound up selling no less than 20 reels of tape amounting to more than \$250, on one ticket.

"With us, it has simply been a matter of carrying so much pre-recorded stereo and high fidelity tape on hand that word gets around," Schalón said, "I think that we have managed to meet at least half of the city's stereo tape recorder owners simply because all of them sooner or later hear that the tape inventory is here. It's good, profitable business—providing the dealer does something to wake up his public to the fact that he wants to sell stereo tape."

**AUDIO NEWS BRIEFS**

Admiral Corporation prexy, Ross D. Siragusa, has named William S. Baltz as veepee and general counsel of the electronics firm. . . . Donald P. Rohrbach has become manager of marketing research for Shure Bros. leading cartridge and component manufacturer of Evanston, Ill. Rohrbach previously had been associated with Motorola, Westinghouse and General Electric.

General Electric's Audio Products Section has made appointments to five important posts. Marshall Bartlett Jr. has become marketing manager; George M. Miesenhelder has taken over as manager of finance; Will M. Quinn has been named manager of engineering; William B. Scott Sr. has assumed the post of manager of manufacturing; and Marshall H. Terpening has become manager of employee and community relations.

In Chicago, Hugh Bowler has been named administrative assistant to Frank J. O'Brien, veepee in charge of purchasing at Motorola. . . . Hermon H. Scott, prexy of H. H. Scott, Inc., has been elected board chairman of the Institute of High Fidelity Manufacturers.

Meanwhile, a special nominating committee has been named to present a candidate for prexy of the IHFM. . . . Shure Bros. have appointed Dr. Harvey Fletcher as a special consultant to the company. Dr. Fletcher retired from Bell Labs in 1949 after 33 years with that company.

New additions to Stromber-Carlson's Integrity Series of stereo phono equipment are now being readied while new models of the firm's transistorized auto radio series are also being put in production. The new plans are part of a stepped-up consumer products program at S-C. Another aspect of this is the changing of the name of the firm's Special Products Division to Commercial Products Division.

Admiral Corporation, which has blueprinted a 50 per cent sales increase this year, has formed a new and separate subsidiary, known as Admiral Sales Corporation. The new wing is expected to strengthen the company's over-all marketing operation. . . . Charles Belzer has become Milwaukee district sales manager for Sylvania Home Electronics Corporation.

**Audio Feedback**

**HITCH IN STEREO RADIO PLANS**

Stereo-voiced FM radios may not be coming down the dealer sales pipeline this year after all. The same applies to AM stereo radios. Altho the AM-FM brand of stereocasting isn't involved, plans for a mass market, all FM or all AM type of receiver, with which a listener would dial one station and have a compatible stereo signal unscrambled by a multiplex stage in the tuner, have hit a major snag in Washington.

The trouble lies between the Federal Communications Commission and an outfit known as the National Stereophonic Radio Committee. NSRC represents many leading electronics manufacturers. But not all. RCA and CBS, Inc., two of the biggest, don't belong, possibly worried that membership would leave the way open for antitrust suits.

NSRC was supposed to begin on-air tests in a big way by March 15 on several different brands of stereo radio. Object: To make studies in the field and eventually an industry report to FCC. Now FCC has denied an NSRC request to submit stereo radio test findings on the basis of being a representative group, altho individual members of NSRC can submit their data to be screened by FCC engineers. In the meantime general stereo standards are current only in the records and tape field.

**NEW ROAD TO MINIATURIZATION**

It used to be that electronic amplifiers were like a Sanforized shirt—they did the job nicely, but they were generally incapable of shrinkage beyond a certain point. Now Westinghouse has packed a 5-watt amplifier in a button-like component that's no larger than an "on-off" knob. The trick has been done with a process called molecular electronics, which takes germanium (the basis of transistors) and makes different parts of a crystal act with different electrical properties. The new units are a long way from being as bug free for audio purposes as the usual vacuum tubes or even transistors. However, the development holds much potential for super-miniature phonos, radios and tape players.

**LOOK, MOM—IT'S JAPANESE!**

Dealers who find themselves involved in pro-and-con customer discussions about Japanese-made electronic merchandise, particularly transistorized radios, face a new kind of problem. The number of links being forged between American firms and Japanese manufacturers for what amounts to co-production units is increasing. One of the latest is by Trav-Ler Radio, whose top man, Joe Friedman, has just returned from Japan where he concluded a deal to have transistor sub-assemblies made for his firm. The move will enable Trav-Ler to launch a line of transistor radios and a small radio-phonograph (\$19.95 to \$49.95) at prices lower than if Trav-Ler tried to do the whole job here, but bearing Trav-Ler's U. S. name.

In a related area a deal is being worked out between the Kelvinator Division of American Motors and giant Matsushita Electric, one of the biggest Japan-U. S. exporters of transistor radios, for the Osaka firm to make certain Kelvinator and Leonard appliances under license. While these may well be manufactured for less than it costs to produce the same appliance in the U. S., the deal will restrict the territories in which Matsushita can sell the licensed products. In other words, Kelvinator will not face U. S. competition from Matsushita, but will have a new source of revenue. Other U. S. manufacturers are said to be considering similar deals.

**ADS GO WILD BLUE YONDER**

Many of the "testimonial" ad techniques of the big package-phonograph firms are being adopted by the component hi-fi industry, whose ads once were strictly nuts-and-bolts stuff. Admittedly, some of the earliest in this vein (we remember a Collaro ad series in which celebrities were listening to Collaro-spun waxings in the middle of dense forests, far from the madding throng and the nearest AC outlet) missed the boat slightly. Dealers handling the Rek-O-Kut line, however, are being backstopped by a slick, new print campaign that has just begun in the consumer-angled hi-fi magazines and in such male-appeal publications as Playboy.

The new Rek-O-Kut ads represent a tie-in with American Airlines' 707 jet service to promote the firm's turntables, tonearms and Audax speakers. Theme of the campaign: "Men of decision . . . demand precision." A proof we've seen of an early ad shows a uniformed (four gold stripes) sleeve and hand belonging to AA Captain W. A. Reedholm about to play a record on a Rek-O-Kut set-up. In the background—some handsome modern furniture, including a pensive blonde. It should get attention.

**BLOCK THAT VIBRATION**

American Felt Company, 350 Fifth Avenue, New York, is launching a new sales drive in the audio field on behalf of the firm's SAE F13 audio felt, which AFCO claims is "50 per cent to 75 per cent" more effective in damping low audio frequencies, the source of many a feedback headache or boom in speaker enclosures. It is now available to manufacturers in ¾-inch bulk sheet or roll form, and to audio retailers in kit form (via Continental Felt Company, 22 West 15th Street, New York). A new report on enclosure damping materials is also available from AFCO's technical department in Glenville, Conn.

By: C.R.S.



# WEBCOR'S GREAT NEW FONOGRAF PROMOTION

## FREE! Give Arthur Murray Dance Courses with Webcor Stereo Fonografs!



WEBCOR  
CONSTELLATION



WEBCOR  
HOLIDAY

16 half-hour private lessons

**Give a \$100 Arthur Murray Dance Course with every 1960 Webcor Stereo Console You Sell!**

8 half-hour private lessons

**Give a \$50 Arthur Murray Dance Course with every 1960 Webcor Stereo Automatic Portable You Sell!**

• Plus Arthur Murray's new book "How to Become a Good Dancer" Free—with each course.



*Smashing full-page ads and a 2-page spread will carry the word to everyone in your area!*

- LIFE** February 8
- ESQUIRE** March
- CORONET** March (spread) & May
- SUNSET** February

You'll hear from your Webcor distributor within the next few days, outlining this whole fabulous deal. We think it's the greatest fonograf promotion since the advent of recorded sound . . . we know you'll think the same!





**SMASH HIT**  
**SMASH HIT**  
**SMASH HIT**

by

**RAY PETERSON**

---

**WHAT DO YOU WANT  
TO MAKE THOSE EYES  
AT ME FOR?**

c/w

**ANSWER ME MY LOVE**

47/7703

The great hits of the Golden '60's are on





# KAY STARR

singles  
out

You Always  
Hurt the One  
You Love

c/w **GONNA GET  
A GUY** order record no. 4339



—the two most powerful sides of her  
new album **LOSERS, WEEPERS**

*still available on*  
**10% CASH DISCOUNT PLAN**

*Call your Capitol Representative for details*



(S)T-1303



**DISTRIBUTORS  
AND DISC JOCKEYS  
YOU ASKED FOR IT**

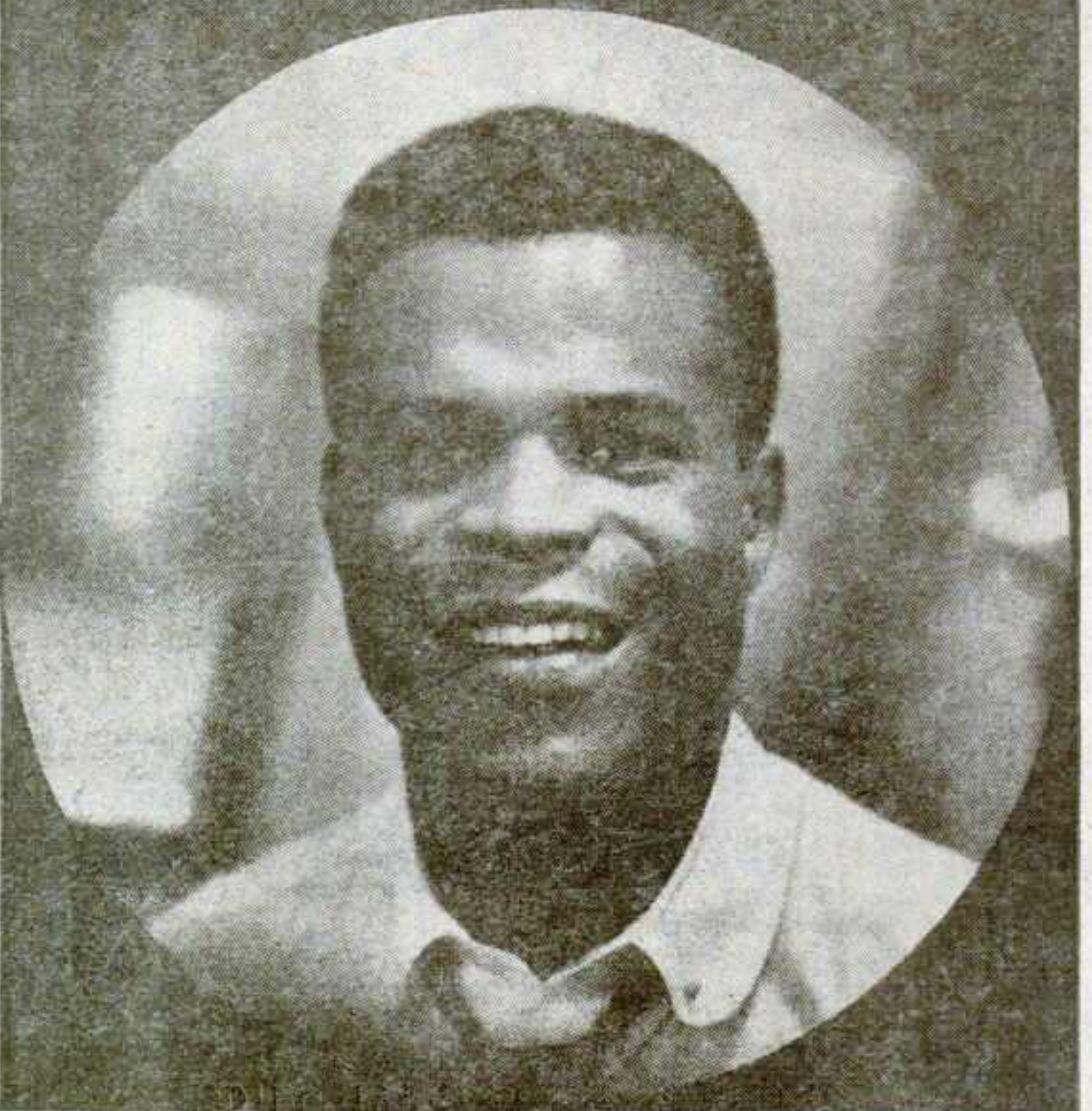
**"DOWN BY THE  
RIVERSIDE"**

**"THE TEN  
COMMANDMENTS"**

5-9354



**ROY  
HAMILTON**



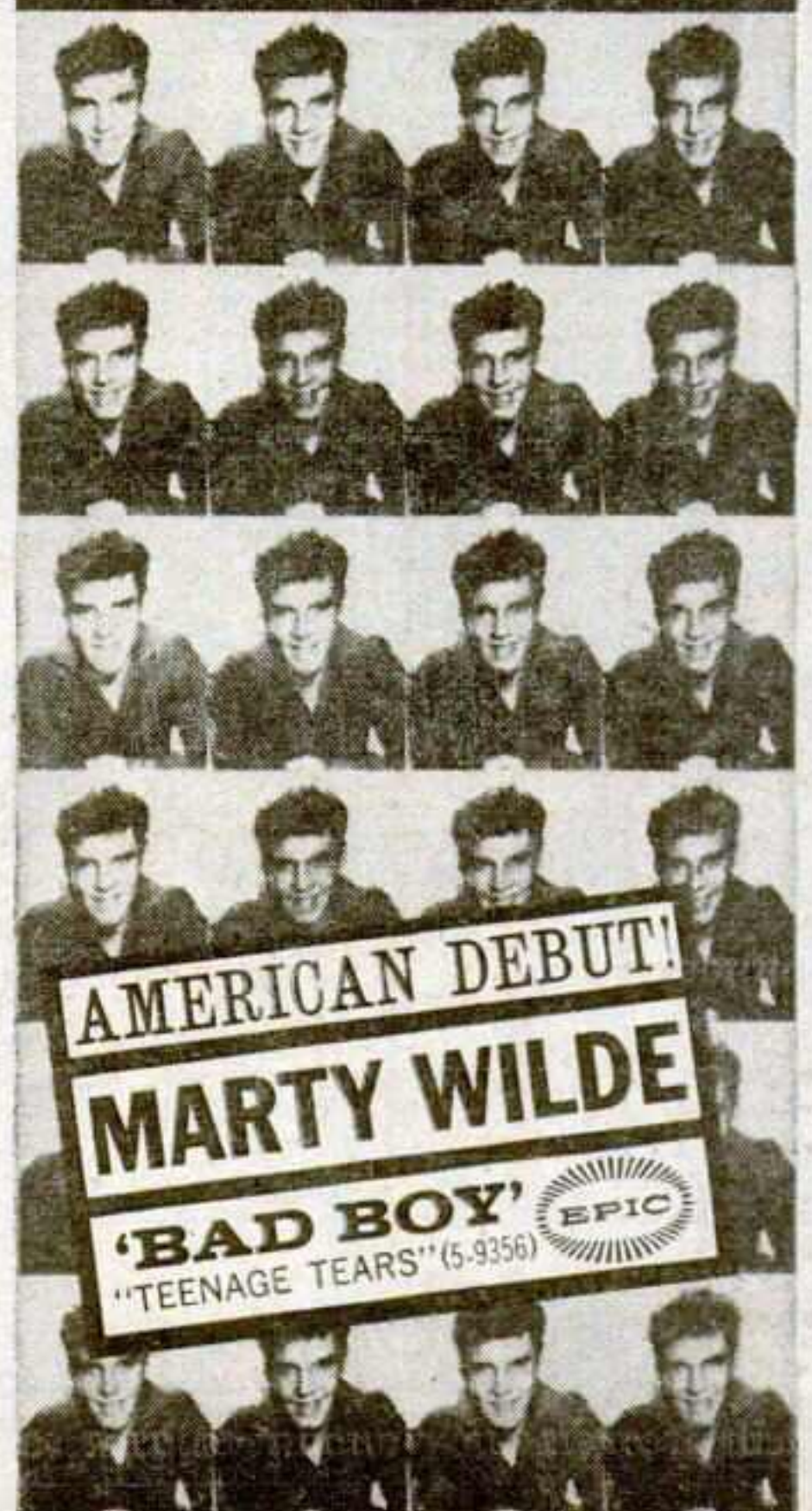
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**EVERYBODY WANTS...  
ERSEL HICKEY'S  
"WHAT DO YOU WANT?"**

"LOVE IN BLOOM" Arranged and conducted by Chuck Sagle  
5-9357



**BREAKING  
WIDE OPEN!**



**AMERICAN DEBUT!**

**MARTY WILDE**

**'BAD BOY'**  
"TEENAGE TEARS" (5-9356)





# DISTRIBUTOR NEWS

By HOWARD COOK

**MILWAUKEE:** Benn Ollman, Billboard correspondent, sends the following items: There were several changes posted during January on distrib sales rosters. Jack Freeman has switched from Capitol Records to Columbia. He will now cover the Madison territory for Morley-Murphy Company, the Columbia distrib. Gordon Krahn, who formerly worked the Madison accounts is now in Milwaukee.

Donald (Bud) Knick will replace Jack Freeman in Madison. Dick Kibbee has ankleed his sales job with Capitol to take a post with a drug supply house. Al Ripley, Capitol's Northern territory man, is rumored as Kibbee's replacement. Earl Cramer is no longer handling city and sales promotion at Taylor-Electric Company, RCA Victor distributor.

Vernon Sherkow, Sherco Distributing, has taken over national sales management for Audiophile Records. Sherkow has inked audiophonile distribution pacts with Record Merchandisers, St. Louis; Records, Inc., Boston, and Baker Distributing, Dallas. Hot item on Colpix, says, Sherkow is the "Chad Mitchell Trio" LP. Their best single is "Let There Be Love" by Jimmy Darren. "Hot Toe in a Hot Socket" by Phyllis Diller on Mirasonic is also moving.

At James Martin Distributing Company Marty Schwartz lists "Chop Sticks" by Billy Vaughn on Dot, Vaughn's LP, "Stephen Foster Favorites" is also big. Morrie Goldstein of Music Distributors has a potent list of hits, headed by "Lonely Blue Boy" by Conway Twitty on M-G-M and "Beatnik Fly," Johnny and the Hurricanes on Warwick. Hot-test album is "Connie Francis Sings Italian Favorites" on M-G-M.

Bill Farr, Morley-Murphy Company, Columbia distrib, reports strong action on "Tracy's Theme" by Spencer Ross, "Theme From 'A Summer Place'" by Percy Faith and "That Old Feeling" by Kitty Kallen. Fast-moving LP's are "Faithfully" by Johnny Mathis and "Trick or Treat" by Dig Wallace. Rolf Voegelin, Tell Music Distributing Company, mentions "Bulldog" by the Fireballs on Top Rank and "Too Much Tequilla" by the Champs on Challenge. "Hawaiian Eye" on Warner Bros. is his best album.

Two new labels have been added to Decca's stable according to Bob Blic. They are Contemporary Jazz and Good Time Jazz. Hot platters at Decca include "Lucky Devil" by Carl Dobkins Jr., "Crazy Arms" by Bob Beckham and "Skokiaan" by Bill Haley and His Comets. Top Coral disk is "Peace of Mind" by Teresa Brewer. "Strictly Instrumental" by Haley is a strong album. Rik Froio, M. S. Distributing Company, sends news of Bobby Darin's "Beyond the Sea" on Atco, "Go, Jimmy, Go" by Jimmy Clanton on Ace and "Little Bitty Girl" by Bobby Rydell on Cameo.

Regent Records are now being handled by John O'Brien Distributing Company. Strong singles for O'Brien are "Little Sister" by Cathy Carr on Roulette, "Midnight Special" by Paul Evans on Guaranteed and "Lawdy, Miss Clawdy" by Gary Stites on Carlton. Top LP is "Sing We Now Songs of Faith" by the Harry Simeone Chorale on 20th Fox. Best RCA Victor disks at Taylor Electric, according to Ed Hoffman, are "Delaware" by Perry Como, "He'll Have to Go" by Jim Reeves and "One Mint Julep" by Chet Atkins. "The Student Prince" by Mario Lanza is racking up heavy album sales. Other strong LP's are "Della" by Della Reese and "Teensville" by Chet Atkins.

Harry Beckerman of Garmis Distributing Company lists "Lady Luck" by Lloyd Price on ABC-Paramount, "Baby" by Dinah Washington and Brook Benton on Mercury. Top LP for Garmis is "Encore of Golden Hits" by the Platters. A close second is "We Got Us" by Eydie Gorme and Steve Lawrence on ABC-Paramount.

**BALTIMORE:** Frank Lubert, new promotion man at Kay-Gee Distributing Company, writes that he's getting big sales on "Guilty" by Herb Johnson on Len, "Wishing Star" by Jimmie Lewis on Luck, "Love Is Just a Game to You" by the Shaw Twins on Jewel and "There's a Small Hotel" by Jon and Sandra Steele on Golden Crest. His strongest album is "Moon Shot" by Teddy Tyle on Golden Crest.

**PHILADELPHIA:** Matty Singer, David Rosen, Inc., writes that he's getting strong sales on "The Way of a Clown" by Teddy Randazzo, "My Baby" by Ray Charles and "I Adore You" by Johnny and Joe on ABC-Paramount. Others include "Secret of Love" by Elton Anderson and "Deep Purple" by Red Prysock on Mercury, "Just a Little Bit" by Roscoe Gordon on Vee Jay, "The Bells of St. Mary's" by Jane Morgan on Kapp, "Yaya con Dios" by the Virtues on ABC-Paramount, "Eternally" and "You're My Baby" by Sarah Vaughan on Mercury and "Baby, What You Want Me to Do" by Jimmy Reed on Vee Jay. Strongest albums are "Always" by Roger Williams on Kapp and "We Got Us" by Eydie Gorme and Steve Lawrence on ABC-Paramount.

**SEATTLE:** Jerry Dennon wires us to be on the lookout for "Werewolf," the Frantics' first release on Dolton.

**DETROIT:** Jerry Ross, former local radio and TV announcer and current Cosnat promotion manager, is appearing in the new science fiction thriller, "The Fourth Dimensional Man."

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Faith Scores Again With Movie Theme

Percy Faith was born in Toronto, Canada, April 7, 1908, where he began his musical studies very early in life. At the age of 11 he was playing the piano in the orchestra pit in a Toronto movie theater.

When he was 15, he made his debut as a concert pianist at Massey Hall in Toronto, and thereafter continued his piano work as well as a new-found interest in arranging for orchestras.

In 1933, he was appointed staff conductor for the Canadian Broadcasting Corporation and in 1940, he moved to the U. S.

He joined Columbia Records as East Coast Director in the Popular Division. He is one of the most versatile pop musicians and a highly successful composer.



### Debbie Comes Back Big With New Dot Disk

Vivacious film and record star Debbie Reynolds was born on April 1 in El Paso, Tex. At the age of eight, her father, a carpenter for the Southern Pacific Railroad, was transferred to Southern California and the Reynolds family settled in Burbank.

In 1948 Miss Reynolds entered the annual "Miss Burbank" contest, doing an imitation of Betty Hutton singing "My Rockin' Horse Ran Away." She won a prize, and better yet, a movie talent scout saw her and this led to her film career.

Her past click disks were from hit flicks — "Aba Daba Honey-moon" on M-G-M was from "Two Weeks With Love," and "Tammy" the big disk of 1957, on the Coral label was from "Tammy and the Bachelor." Her current Dot disk, "Am I That Easy to Forget," is currently rising on the charts.

## YESTERYEAR'S TOPS—

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

FEBRUARY 12, 1955

1. Melody of Love
2. Let Me Go Lover
3. Hearts of Stone
4. Mr. Sandman
5. Sincerely
6. Naughty Lady of Shady Lane
7. That's All I Want From You
8. Ko Ko Mo
9. Earth Angel
10. Make Yourself Comfortable

FEBRUARY 11, 1950

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

# VOX JOX

By JUNE BUNDY

**RECORD FARE:** Don Hinson, KENO, Las Vegas, Nev., chalked up a staggering taxi cab meter fare recently when he set the "world's record for broadcasting live from an operating taxi cab." From January 25 at 9 a.m. to January 28, at 11:40 a.m. Hinson broadcast from the front seat of Lucky cabs it carried passengers in and around the Las Vegas area. KENO claims the global crown for taxi-thons — 74 hours and 49 minutes. The station also claims to hold the record "for broadcasting live from underwater and broadcasting live from horseback!"

**GAB BAG:** Lee Western (whose real off-the-air name is Milt Stanley, station director of WPEO, Peoria, Ill., writes: "With all the probes into radio deception could we get stuck for using a fictitious name on the air?... The St. Paul Musicians Union and KSTP, Minneapolis, jointly sponsored the first St. Paul Winter Carnival jazz festival February 5.

**HOP INFO:** Paul Drew, WGST, Atlanta, Ga., will stage the first dance marathon of the Sixties at his weekend YWCA hops March 4, 5 and 6. Beginning on Friday, the marathon will run "until one couple is left or until Sunday evening and then declare a tie with the remaining couples."... Station WLOB, Portland, Me., will celebrate its third birthday with a free record hop featuring deejays Howie Leonard (also program director), Rol Hopkins, and Dick Johnson. The station is also giving presents to all listeners who celebrate their birthday on the same date.

**WIL GIMMIX:** WIL, St. Louis, is asking listeners to estimate the total combined weight of its six deejays. The listener with the most accurate estimate, with the earliest postmark will receive 14.3 cents per pound. The station's dial location is 1430. Each suggestion will be accompanied by a contribution to the St. Louis Heart Association. The six jocks—Jack Carney, Dick Clayton, Ed Bonner, Bob Osborne, Bill Jenkins and Reed Farrell—will be weighed on an individual basis the week of February 21 at a special Heart Association Information Station in downtown St. Louis.

**TYRO PEP TALK:** Richard K. Burch (recently appointed station manager of KBTO, El Dorado, Kan., by general manager Jim Platt) has some encouraging words for fledgling radio men. Burch, who is only 23, notes: "At age 21 I managed to afford about a half year at the University of Southern Illinois. I had had about 5,000 hours on the air in commercial radio at that time and won an audition to the local commercial station, was made director of the campus radio-TV news bureau and was simultaneously failing my first year course in the fundamentals of radio announcing. My advisor advised me to drop the course before I officially flunked it, which I did. Some weeks later I was announcer on a TV program on which the speech professor that was failing me appeared. Maybe some youngsters in the field who seem to be getting some of the bad breaks, the turn-downs and the discouragement by some of the 'old pros' could take heart from this narration. Too many times one adverse comment can cut a good and worthy ambition too quickly."

**CHANGE OF THEME:** Al Citron, formerly with WSIC Statesville, N. C., has joined WLOS, Asheville, N. C., in the 7 p.m. to midnight time slot... Bob Hamilton, ex-KFAL, Fulton, Mo., has taken over an afternoon program on KLPW, Washington-Union, Mo.

New early evening deejay at WHO, Des Moines, is Bil Gormly, formerly production manager at KANS, Kansas City, Kan. While at KANS, Gormly notes: "I used The Billboard exclusively in compiling our record lists. At present I still rely on it heavily in programming LP's."... Chuck Phillips, WEMP, Milwaukee, upped to production director status—a "new name for program director." He will continue to do his 6-10 a.m. show across the board.

Tom Shanahan, veteran Midwestern deejay and radio program director, has left the industry to enter the electronics business... Ed Winton, executive assistant to station owner-promoter Connie B. Gay, has been appointed veepee and member of the board of WQMR, Washington. In addition to his new duties, he continues as general manager and assistant to Gay in the operation of Connie B. Gay enterprises.

Bob Dayton, formerly with KOWH, Omaha, has relocated at KLIF, Dallas. He's the outlet's new "Milkman."... Cliff Gill, prexy-general manager of KEZY, Anaheim, Calif., is acquiring a 20 per cent stock ownership in KCEE, Tucson, Ariz. Gill will act as consultant to the Tucson outlet, which programs LP's exclusively.

**TEXAS:** George Wayne Cooper has moved into the 1 a.m. to dawn spot at KONO, San Antonio, Tex.... Bud Shurian will host, "Music of the Masters," a new classical disk show on WFAA, Dallas, on Thursdays, from 7 to 10 p.m.... Britt Hughey, KXYZ, Houston, recently wed Patricia Caroline Neisner.

Wives of deejays at KNUZ, Houston, went on the air last week, and answered listeners' queries about their husbands as part of a station-sponsored Wives' Day promotion... Station KONO, San Antonio, Tex., is sponsoring a live stagershow at the Municipal Auditorium February 14. Bill will feature Frankie Avalon, Clyde McPhatter, Bobby Rydell, the Crests, Freddy Cannon and Cliff Richards.

**THIS 'N' THAT:** Bob Ouellette, WGFM, Showhegan, Me., is writing a record column for a local newspaper and could use photos of artists, biographical info and chatter data on the record industry. His daily show is aired from 9:15 a.m. to 1 p.m. Monday thru Friday and on Saturday morning from 9:15 a.m. to noon... Stan Z. Burns, WINS, New York, has been appointed chairman of the Teen-Queen of Hearts contest by the 1960 Heart Fund.



# DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

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

**ANNETTE** makes it four in a row (Tall Paul, Lonely Guitar, First Name Initial) with the release of her newest, *O Dio Mio*, a heart-felt delivery on an attractive ballad with beat. Flip is *It Took Dreams*, catchy rhythm tune. With the assist of Camarata and the orchestra and choir, Miss Funicello's delivery rates a Billboard Spotlight for both tunes. She will guest on the Dick Clark show Feb. 13.

**FREDDY CANNON's** sequel sides to his *Way Down Yonder* in New Orleans is a dynamic version of an oldie, *Chattanooga Shoe Shine Boy* b-w *Boston (My Home Town)*. The young New Englander (Revere, Mass.) is currently touring with GAC's "The biggest Show Of Stars for '60" package which plays Memorial Col., Winston-Salem, N. C., Feb. 8; Memorial Aud., Greenville, S. C., Feb. 9; Coliseum, Charlotte N. C., Feb. 10; Memorial Aud., Raleigh, N. C., Feb. 11; Township Aud., Columbia, S. C., Feb. 12; Will Rogers Memorial Aud., Fort Worth, Feb. 13, and Sam Houston Coliseum, Houston, Feb. 14.

**RAY CONNIF's** a.&r. work at Columbia Records has provided much of the backings for some of their popular vocalists. Sparked by Ray's newest release, *Concert in Rhythm, Vol. II*, featuring the Conniff singers and orchestra, Columbia Records has designated February as "Ray Conniff Month." Announcement came in a page ad in last week's Billboard, which also lists other Conniff albums. A native of Attleboro, Mass., Ray was an accomplished trombone player and music arranger by the time he entered junior high school. It was while Ray was arranging for the Harry James band that he met Mitch Miller, who was vastly impressed by his ability and signed him to a Columbia recording contract.

**FATS DOMINO:** An interesting fact is revealed in Billboard's latest list of million sellers: next to Bing Crosby, who has 21 gold records, Fats is a close runner-up with 16 million sellers to his credit. An even more interesting fact, and one that is not too well known: he is the proud father of 9 children. Presently father Domino is playing around the New Orleans area so he can be near home to supervise the completion of their new house. . . . a large one to be sure. Off to a good start is Fats' latest on Imperial, *Country Boy* b-w *If You Need Me*.

**THE DRIFTERS,** Benny Nelson, Ek-beary Hobbs, Doc Green Jr., and Charles Thomas, who scored with *There Goes My Baby*, are swingin' with a new one on Atlantic, *The Magic Moment* b-w *Baltimore*.

**BIRTHDAYS OF THE WEEK:**  
Feb. 8, Buddy Morrow, Feb. 9, Kathryn Grayson, Ernest Tubbs, Feb. 10, Jimmy Durante, Feb. 11, Josh White, Feb. 12, Tex Beneke, Feb. 13, Tennessee Ernie Ford, Feb. 14, Elliot Lawrence, Jimmy Wakely.

**ADAM FAITH** is a new name on the American scene via his MGM single, *What Do You Want?*, the number one record on Britain's Best Seller list. The British lad was born in 1940, at Acton, England, and has two ambitions: to direct his own film and to race a sports car.

**FOUR FRESHMEN,** Bob Flanagan, Ross Barbour, Ken Albers and Don Barbour, display their knack for blending their voices with an instrumental ensemble, in this case, a choir of ten trombones, on their latest Capitol album, *Voices and Brass*. They are performing at Col. Field House, Ellenburg, Wash., Feb. 8. Their next stop is Freddie's Club, Minneapolis, Minn., Feb. 22 thru March.

**DON GIBSON:** From the Nashville neighborhood comes a new Gibson wax, *Just One Time*, a blues ballad penned by Don and masterminded by Chet Atkins. RCA's Nashville a.&r. man, Flip is an inspirational type, I May Never Get To Heaven, and both are Billboard Spotlight Winners. Album-wise, he is represented by his latest, *That Gibson Boy*.

**BILL HALEY** and his *COMETS* make their bow on their new label, Warner Bros., with a colorful reading

of a catchy and cute instrumental theme, *Tamiami*. Flip is *Candy Kisses*. When not on the road, Bill relaxes with his wife and daughter at their home in Boothwyn, near Chester, Pa. One of his favorite pastimes is listening to Dixieland jazz.

**MARY JOHNSON,** currently chart climbing with *You Got What It Takes*, displays his unique sounding voice in a series of tunes that requires a full octave range on his first United Artists album, *Marvelous Mary Johnson*. The Detroit lad uses a high flute-like voice on *When I Fall In Love*, moves to a shouting *Don't Leave Me*, to an exciting but moving *Summertime*. Other selections include: *September In The Rain*, *S'Wonderful*, *I Can't Get Started*, *Almost Like Being In Love*, *When I Fall In Love* and *Don't Leave Me*. Folks in the Philadelphia area can hear and see Mary at the Uptown Theater, Phila, Feb. 12 to 22.

**STAN KENTON:** With the move to big bands, Stan Kenton is on the move via his new Capitol album, *Viva Kenton!* For this album the Kenton sound turns Latin on standards like *Adios*, *Artistry in Rhythm*, and eight originals by his arranger Gene Roland. The band moves to Wash. State Univ., Seattle, Feb. 8; Miramar Ballroom, Boise, Idaho, Feb. 9; Idaho State College, Pocatello, Idaho, Feb. 10; Utah State Univ., Logan, Utah, Feb. 11; Univ. of Utah, Salt Lake City, Feb. 12, and Terrace Ballroom, Salt Lake City, Feb. 13.

**THE KINGSTON TRIO** is made up of three young men named Dave Guard, Bob Shane, and Nick Reynolds. They started out as college favorites on the West Coast in 1957 and have since grown to be one of Capitol Records' top album sellers and top box-office draw. In Billboard's recent 12th Annual D. J. Poll the boys won Most Played and Most Promising awards. A new Kingston Trio disk, *El Matador*, coupled with *Home From The Hills*, (from motion picture with the same name), heads the list of new singles released by Capitol.

**JOHNNY NASH** is on the scene with two ballads, *Goodbye* b-w *A Place In The Sun*. Born and raised in Houston, Texas, Johnny's talents are not limited to the platter, he made his film debut in *Take a Giant Step*, and he's a favorite on stage. He opens at the Apollo Theater, N.Y.C., Feb. 19 for one week.

**JOHNNY O'KEEFE,** Australia's 23-year-old top vocalist, is flying the boomerang to the U.S. via an all-out drive by Liberty Records on behalf of his first American disk, *She's My Baby* b-w *It's Too Late*. Johnny once seriously studied to acquire a degree in economics (two years at the University of Sydney) until singing became more important to him. A 21-city personal appearance tour plus night club dates is part of his American plans.

**MITCHELL TOROK,** the artist who gave us *Caribbean*, is in the Billboard Spotlight with his newest, *I Want to Know Everything* b-w *Guardian Angel*, on Guyden Records. The 27-year-old singer-guitarist-composer hails from Houston, Tex., and is a graduate of Stephen F. Austin State College there.

**PROMOTION DAYS AND WEEKS:** Feb. 11 begins the American Association of Colleges For Teacher Education National Convention, through the 13th. The United Business Education Association National Meeting begins, through the 13th. Both are to be held in Chicago. Feb. 12 is Lincoln's Birthday, and National Pimiento Week begins. Feb. 13 starts the American Association of School Administrators Annual Meeting, through the 18th. American Educational Research Association National Meeting also begins, through the 17th. Feb. 13 is the start of Jewish Music Festival, through March 13. Feb. 14 is St. Valentine's Day, Admission Day in Arizona and Commemoration Day in Oregon. Feb. 14 is also Race Relations Sunday, Quarterly Temperance Sunday and the beginning of Advertising Week.

See you next week.

TOM ROLLO.

## THIS WEEK'S NEW Money Records

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

### SINGLES

**DON'T FENCE ME IN**—Tommy Edwards .....M-G-M  
**GONNA GET A GUY**—Kay Starr .....Capitol  
**JAMBALAYA**—Bobby Comstock .....Atlantic  
**MY BABY—I LOVE HER YES I DO**—  
Ray Charles .....ABC-Paramount  
**SCANDINAVIAN SHUFFLE**—Swe-Danes .....Warner Bros.  
**SINK THE BISMARCK**—Johnny Horton .....Columbia  
**SUMMER SET**—Acker Bilk and His Paramount Jazz Band .....Atco  
**SUMMER SET**—Monty Kelly .....Carlton  
**THE MUSIC OF HOME**—Bing Crosby .....RCA Victor  
**THINK ME A KISS**—Clyde McPhatter .....M-G-M  
**WHO YOU GONNA LOVE**—Ray Charles .....ABC-Paramount  
**YOU ALWAYS HURT THE ONE YOU LOVE**—  
Kay Starr .....Capitol

### ALBUMS

**REJOICE, DEAR HEARIS**—Dave Gardner .....RCA Victor  
**WHERE THERE'S LIFE**—Fuss David .....RCA 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

**Julis Monk** has opened a second revue at his New York club, Upstairs at the Downstairs. The Downstairs room is housing the second show, called "Four Below Strikes Back" and the stars are **Nancy Dussault, George Furth, Cy Young, and Jenny Lou Law**. . . . Singer **Tony Cabot** will pen the score for the film "Port of Call." . . . The **Belafonte Singers**, a new 14-man group founded by the singer, but which works independently, will go out on a cross-country tour shortly. They have signed a pact with RCA Victor, and are being booked by Columbia Artists. . . . **Chris Connor** starts her college concert tour with a song recital at Indiana University on February 6. She opens at Storyville in Boston on February 15. . . . **Vern Frankel** has started the Talent Placement Service to make demo disks for songwriters. . . . **Steve Allen** has penned a novelty tune for the flick "Jack the Ripper." . . . **Sammy Kaye's** music publishing firm, World Music, has obtained the rights to publish the score of the future musical "Mad Avenue" to be presented by **Tony Faillace** and **Howard Henkin**. RCA is skeded to produce the album.

**S. Shuler** of Audio Fidelity Records has another show of paintings on view in New York next week. Artist's works will be shown at the Adha Artzt Gallery starting February 17. . . . **Cy Segal**, former sales manager of the Warner Bros. New York distributor branch, has joined the sales organization of Artia Records. . . . New York deejay **Jack Lazare** presented a Billboard Award plaque to the Hi-Lo's for winning Favorite Singing Group in The Billboard's 12th annual deejay poll. Plaque was presented at Basin Street East where the boys are appearing. . . . **Chuck Cabot** and his ork open at Roseland in New York on March 1. . . . "An Evening With Rudolf Friml" opens at the Hotel Pierre in New York on February 9 with **Bob Wright, Dolores Perry** and **Jim Hawthorne**. . . . **David Picker**, United Artists Records exec, and wife **Caryl**, became the parents of a daughter, **Pamela Lee**, last month. . . . Title song for the flick "Sexpot Goes to College" was penned by **Conway Twitty**, who will sing the tune in the picture.

**Adonis Records**, has taken over distribution of **Sure Records**, New Jersey label. New sales and promotion man for Adonis is **Barry Freeman**, formerly of Coral Records. . . . **David Michlin**, with Meyer Davis Music for 30 years, has been appointed exec veepee of the firm. **Sam Tabak**, who has been with the firm for 10 years, has been named veepee in charge of sales. . . . New Mexico will celebrate the birthday of composer **Nascio Herb Brown** on February 23 with the declaration of "Nascio Herb Brown Day." Brown is the composer of such smashes as "Temptation," "Singin' in the Rain," "Pagan Love Song" and a host of other hits. . . . Offbeat Records will wax the original cast album of the new **Julius Monk** revue, "Four Below Strikes Back." Offbeat, by the way, is no longer being distributed by Warner Bros. Records. . . . **Bongo-conga drummer Buck Clarke** opens at Birdland, New York, on February 11. . . . The Arpeppgio in New York will feature thrushes **Meg Myles** and **Mae Barnes** starting February 8.

**Polly Bergen** is the chairman of women's activities of the 1960 Multiple Sclerosis Campaign. . . . **Jackie Jocko** and his trio open at **Agua Caliente Lounge** in Los Angeles on February 10. . . . **Cleffer Don Wolfe** will marry **Nancy Cook**, millinery buyer at **Macy's**, on February 14.

**Duke Miles**, of Rayven Music here has lots of things stirring. An LP release due in March on the Warner Bros. label features tunes from **Brigitte Bardot** films, arranged and conducted by **Pete Rugulo**, with most of the tunes published by Niles' firms. And also in March Everest Records is issuing an album with the music from the flick "Where the Wind Blows" and from "Love Is My Profession," with the music also published by Rayven. New single on Warwick with **Bill Carey** features two Rayven tunes, "Won't You Let Me Go" and "Why Did You Hurt Me." . . . Bigtop Records exec, **Johnny Beinstock**, is flipping over sales of the new **Sammy Turner** recording, "Paradise." . . . **Al Morell** is **Ersel Hickey's** new personal rep for night club engagements and road tours. . . . **Johnny Horton** will give away 500 copies of his new Columbia Record, "Sink the Bismarck," at the Paramount Theater on Friday in New York after the premiere of the flick "Sink the Bismarck." Horton will see deejays in Washington this week.

Bob Rolontz.

### Chicago

**Ahmad Jamal** planning to reserve full month of May each year for uninterrupted disk sessions for Argo. . . . Report a new record and tape firm, Diffusion, being organized by **Dave Johnstone** for educational, dramatic and folk music material. . . . Pittsburgh's **William Steinberg** signed as guest conductor of Chicago Symphony for March, 1961. Others next season are **Hans Rosbaud, Pierre Monteux** and **Andre Cluytens**. . . . **Don Gold**, former Down Beat editor, now a Playboy staffer, launching a program on WXXM called "Jazz Anthology." . . . **Rex Benson**, WCLM-FM, deejay, turned over a whole show to Billboard's 12th Annual Disk Jockey Poll. . . . Death has taken **Larry Lux**, vet talent booker. . . . **Count Basie Band** with **Joe Williams, Tony Bennett** and **Lambert-Hendricks-Ross** group jointly star on TV "Playboy's Penthouse" Saturday (13). . . . **Barbara Barnes** in Memphis editing two newsy mailers, "Sun-Liners" for Sun Records and "Scandal Sheet" for Phillips International. . . . **Nina Simone** due here for Orchestra Hall concert in late February. Tickets being handled with hot hands.

Bernie Asbell.

### Cincinnati

**Bob Mills**, manager of the Paramount Theater here, takes over the promotional chores of Columbia Records under branch manager **Art Miller**. Mills replaces **Frank Shuh**, who resigned re-

(Continued on page 26)

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



*The New Hit that CAN'T MISS!!*

# THINK ME A KISS

Orchestra and chorus conducted by Ray Ellis

MGM K 12877

SUNG BY

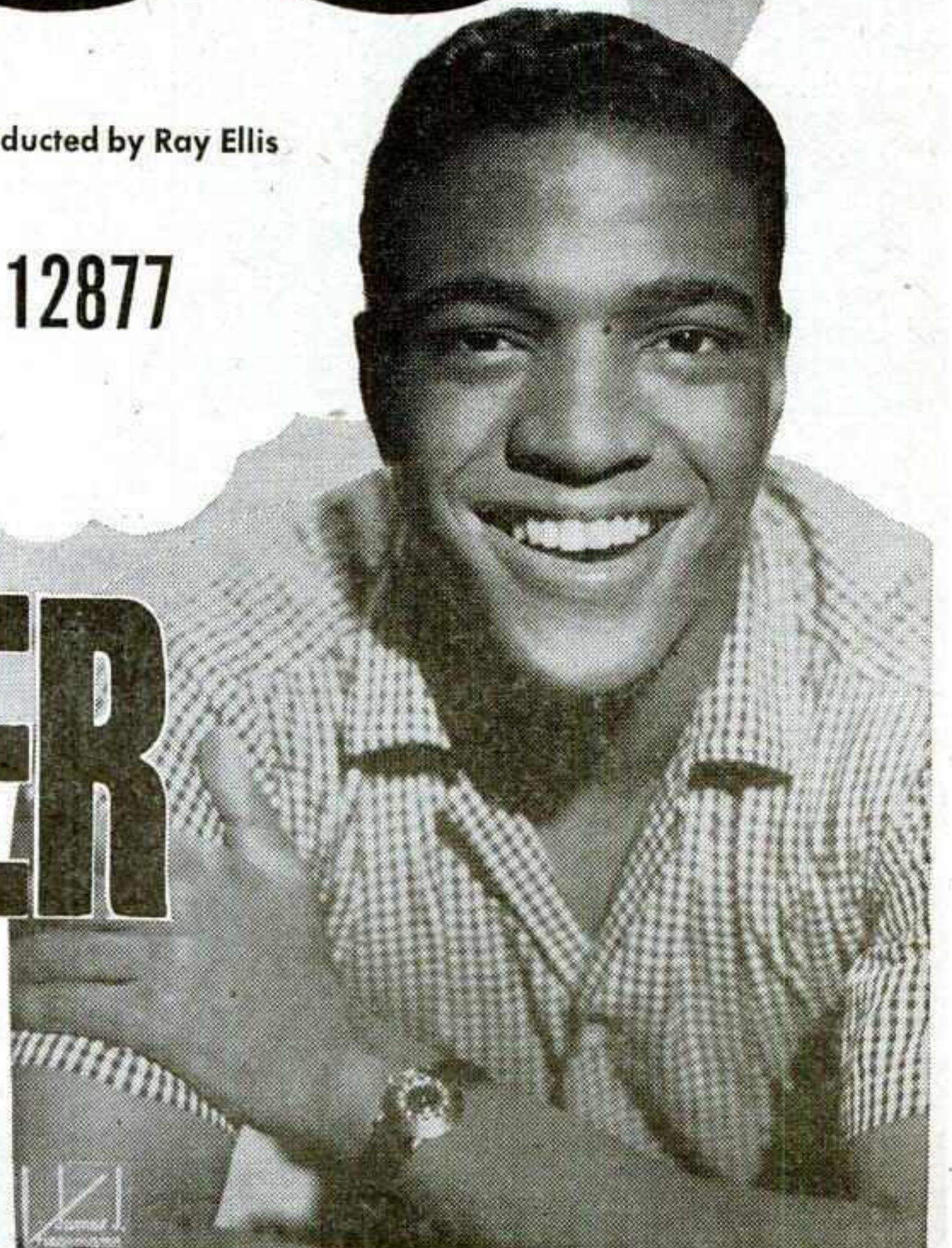
**Clyde**

# McPHATTER

*The Hottest Label in the Business...*

**MGM** Records

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"PAPA HULLY GULLY"

"MAMA HULLY GULLY"

"BABY HULLY GULLY"

(Baby)

# "HULLY GULLY"

Arvin #562

by  
**THE OLYMPICS**

**The Hottest Record in  
the COUNTRY!!**

# ARVEE RECORDS

7803 Sunset Blvd.  
Hollywood 46, California

## MUSIC AS WRITTEN

Continued from page 24

cently to open his own publicity-bureau in town. . . . Elvis Presley won hands down in poll conducted during January by Station WSAI to determine the listeners' favorite artist on records. To climax the gimmick, WSAI deejay Stan Scott emceed an all-Presley slumber party, program Saturday (30), 12 midnight to 6 a.m., and invited listeners to telephone their guesses on the total number of Presley songs played. The winning guess (76 Presley tunes played) was received at WSAI at 4:30 a.m., with the successful contestant getting all 76 Presley platters as a prize. . . . Advance sale for the Kingston Trio's single performance at Music Hall here February 19 has the promoters waxing optimistically. They look for a sell-out of the 3,700-seat auditorium before the Kingstons hit town.

Hulbert Taft Jr., president of Taft Broadcasting Company, has presented \$50,000 worth of television equipment to WCET, local educational station, making possible of expansion for the educational outlet from three to five-nights-a-week programming. The equipment was that taken from WKRC-TV when that station recently moved into its new \$2 mil headquarters housing new cameras, remote controls and other paraphernalia for its new automated operations.

Singer Guy Munday, who formerly appeared with the Gene Krupa cor. under the name of Bill Black, makes his bow as a band leader at a March of Dimes charity dance at Castle Farm Saturday (13). Ork itself was formed by local band leader-booker Barney Rapp, who plans to keep it busy on one-nighters in the territory. . . . Betty Geisler, former record librarian at WCPO and WKRC here and who recently left a similar post at WLW, has moved from Cincy to a four-acre homestead at Hebron, Ky., 17 miles from downtown Cincinnati. She plans to resume her record activity as soon as she becomes settled in her new home. . . . Lisa Kirk moves into Beverly Hills, Southgate, Ky., April 22, for a 17-day stand, three days over the usual two-week stay accorded acts there. The Guy Lombardo ork will be the attraction there for the May 20-June 2 period. Bill Sachs.

### Nashville

Tree Music prexy, Jack Stapp, and the firm's vice-president, Buddy Killen, are bugging each other these days about an exclusive writer's contract with Tree, now that Buddy's "Forever" is in the charts, and Stapp's oldie, "Chattanooga Shoeshine Boy," revived by Freddy Cannon, looks hit happy. "Shoeshine" was co-authored by Stapp long before the birth of his Tree firm and is published by his friend, Wes Rose, Acuff-Rose Publications. . . . Amiable Archie Campbell, comic-singer-writer-painter, commutes weekly between Knoxville and Nashville, taking care of TV duties in Knoxville and making Prince Albert's "Grand Ole Opry" here along with a regular Friday a.m. spot on Eddie Hill's "Country Junction." RCA Victor's sales sheet last week tallied a total that tipped Archie's "Trouble in the Amen Corner" as being good to all concerned.

Joe Lucas infoes that Hickory is making the big push on the pop version of "Under Your Spell Again," recently recorded at RCA Victor Studio here by newcomer to the label Tommy Zang. . . . Latest vocal group turning out sweet backgrounding round town is Hugh Jarrett's four-some, the Statues, comprising Hugh, Richard Williams, Buzz Cason and Marijohn Wilkins. Group is skedded for a release of its own on Liberty soon. . . . Wes Rose and Boudleaux Bryant set up a session at the Bradley studio last week for a new brother-sister team, the Blackwells, who recorded for Harry Finfer's Jamie label. . . . Bill Hall brought Johnny ("Running Bear") Preston and Benny Barnes here from Beaumont, Tex., last week for a Mercury session at Bradley Studio. Engineer Selby Coffeen, who's also a musician with diploma, masterminded the session.

Decca's Webb Pierce cut an album at Bradley Studio last week under Owen Bradley's direction. Latter also monitored single sessions by Patsy Cline, Carl Belew, the Gays and Betty Logan. . . . George Hamilton IV did an ABC-Paramount session at Bradley's Friday (29), and vet announcer Louis Buck was in to cut commercials there for the Gardner Agency, St. Louis. . . . Del Wood has begun work on her upcoming album for RCA Victor. . . . Hank Locklin is working West Coast p.a.'s for Steve Stebbins. . . . RCA Victor reports that Johnny and Jack's new album, "Hits by Johnny and Jack," and Floyd Cramer's "Hello, Blues," are netting lots of action. Latter album features smart saxophonizing of specialist Botts Randolph. . . . Carl Smith hopped to Hollywood last week. . . . Gary Williams, who penned befriender Webb Pierce's "Whirlpool of Love" (coupled with "No Love Have I"), left Nashville last week for disk duties on Webb's and Jim Denny's Station WBRO, Waynesboro, Ga. Williams has been an associate of Pierce's here for past several months. Pat Twitty

## HOT 100 ADDS NINE

- NEW YORK — The Hot 100 adds nine new sides this week. These are:
- 61. Eternally—Sarah Vaughan, Mercury
  - 71. Delaware—Perry Como, RCA Victor
  - 72. I Was Such a Fool—The Flamingos, End
  - 90. Bad Boy—Marty Wilde, Epic
  - 94. Closer Walk—Pete Fountain, Coral
  - 95. I Know What God Is—Perry Como, RCA Victor
  - 98. Don't Let the Sun Catch You Crying, Ray Charles, Atlantic
  - 99. Honey Love—Narvel Felts, Pink
  - 100. Clementine—Jan & Dean, Dore

**3 BIG HITS!**  
on  
**CRYSTALETTE!**  
*YOU said it in your reviews!*  
Our **DISTRIBUTORS** are saying it . . .  
... with **ORDERS!**

#736 SLAVE CHAIN b/w BOOMERANG  
by The Spinners  
\*\*\* The Billboard review  
Scoop of the Week, Music Reporter Pick Hit, Music Vendor

#737 NEW KIND OF GOLD b/w ROCKIN' THE TEASE  
by The Revelaires  
\*\*\* The Billboard review  
B+, Cash Box

#738 LIFT UP THE LATCH b/w I'M LAUGHING AT MYSELF  
by The Optimists  
*And boy, watch this one!*

**CRYSTALETTE RECORDS**  
Hollywood 28, Calif.

**THE AWARD OF THE WEEK IN CASH BOX**  
**"THE DECISION"**  
THE ENCHANTERS #105  
*And Another Sharp Hit!*  
**"I'M AFRAID THE MASQUERADE IS OVER"**  
b/w "WHAT GOOD WOULD IT DO"  
Jimmy Scott #100  
**SHARP RECORD CO.**  
NEWARK, N. J.  
A Div. of World-Wide Records, Inc.

**RECORD STORES**  
**Increase Sales**  
Listings of the latest popular records by titles and artists rushed each week by first-class mail. Big books of over 225 pages of current and older numbers by titles and artists sent monthly—each month complete in itself with no need to refer to previous issues.  
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**CRAIG DOUGLAS**  
**JARO**  
**WHAT DO YOU WANT**  
INTERNATIONAL  
J-77016



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# THE HOTTEST...

FROM THE COOLEST MAN IN THE SOUTH!

Dave Gardner's new comedy album, "Rejoice, Dear Hearts," without benefit of fanfare, is popping onto charts in cities all over the country! It's a curious combination of Southern oratory and big-city hip talk, and people are going wild for it. Get your share of this funny business! Order today. LPM-2083

ANOTHER HIT OF THE GOLDEN 60's... ON  **RCA VICTOR** 





FOR THE WEEK ENDING FEBRUARY 12, 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		4. SOUND OF MUSIC Original Cast . . . . . Columbia KOL 5450	8
2		1. HERE WE GO AGAIN Kingston Trio . . . . . Capitol T 1258	14
3		2. HEAVENLY Johnny Mathis . . . . . Columbia CL 1351	21
4		5. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists . . . . . RCA Victor LM 6074	11
5		3. FABULOUS FABIAN . . . . . Chancellor CHL 5005	7
6		11. THE LORD'S PRAYER The Mormon Tabernacle Choir . . . . . Columbia ML 5386	17
7		6. OUTSIDE SHELLEY BERMAN . . . . . Verve MGV 15007	11
8		7. LET'S ALL SING WITH THE CHIPMUNKS . . . . . Liberty LRP 3132	11
9		9. SWINGIN' ON A RAINBOW Frankie Avalon . . . . . Chancellor CHL 5004	7
10		10. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins . . . . . Columbia CL 1349	7
11		16. FAITHFULLY Johnny Mathis . . . . . Columbia CL 1422	4
12		8. KINGSTON TRIO AT LARGE . . . . . Capitol T 1199	34
13		13. BELAFONTE AT CARNEGIE HALL Harry Belafonte . . . . . RCA Victor LOC 6006	14
14		14. THAT'S ALL Bobby Darin . . . . . Atco LP 33-104	19
15		12. KINGSTON TRIO . . . . . Capitol T 996	34
16		15. MORE JOHNNY'S GREATEST HITS Johnny Mathis . . . . . Columbia CL 1344	29
17		19. STUDENT PRINCE AND OTHER GREAT MUSICAL COMEDY HITS Mario Lanza . . . . . RCA Victor LM 1837	19
18		22. "TWANGS" THE "THANG" Duane Eddy . . . . . Jamie JLP 3009	3
19		20. NO ONE CARES Frank Sinatra . . . . . Capitol W 1221	25
20		17. OLDIES BUT GOODIES Assorted Artists . . . . . Original Sound 5-001	21

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		18. THE WONDERFUL WORLD OF JONATHAN WINTERS . . . . . Verve MGV 15009	2
22		21. FIORELLO! Original Cast . . . . . Capitol WAO 1321	5
23		23. SANTO AND JOHNNY . . . . . Canadian-American CA 1001	4
24		24. PARTY SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CL 1331	22
25		25. PORGY AND BESS Sound Track . . . . . Columbia OL 5410	30
26		29. QUIET VILLAGE Martin Denny . . . . . Liberty LRP 3122	21
27		— ITALIAN FAVORITES Connie Francis . . . . . M-G-M E 3791	1
28		32. SONGS BY RICKY Ricky Nelson . . . . . Imperial IMP 9082	20
29		30. FIRESIDE SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CL 1389	7
30		28. FOR THE FIRST TIME Mario Lanza . . . . . RCA Victor LM 2338	14
31		26. RODGERS: VICTORY AT SEA, VOL. II RCA Symphony Orch. (Bennett) . . . . . RCA Victor LM 2226	39
32		31. SPIRITUALS Tennessee Ernie Ford . . . . . Capitol T 818	13
33		— COME FLY WITH ME Frank Sinatra . . . . . Capitol W 920	6
34		27. GYPSY Original Cast . . . . . Columbia OL 5420	30
35		34. WITH THESE HANDS Roger Williams . . . . . Kapp KL 1147	11
36		36. NEAR YOU Roger Williams . . . . . Kapp KL 1112	30
37		33. EXOTICA, VOL. I Martin Denny . . . . . Liberty LRP 3034	38
38		37. JAMAL AT THE PENTHOUSE Ahmad Jamal . . . . . Argo LP 646	2
39		40. BLUE HAWAII Billy Vaughn . . . . . Dot DLP 3165	30
40		35. CONTINENTAL ENCORES Mantovani . . . . . London LL 3095	20

## 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, MGV 15003 . . . . .	42
2		2. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032 . . . . .	98
3		3. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107 . . . . .	52
4		4. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160 . . . . .	83
5		5. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133 . . . . .	93
6		7. GIGI, Sound Track, M-G-M 3641 ST . . . . .	84
7		6. HYMNS, Tennessee Ernie Ford, Capitol T 756 . . . . .	135
8		9. MY FAIR LADY, Original Cast, Columbia OL 5090 . . . . .	201
9		10. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069 . . . . .	49
10		8. THE MUSIC MAN, Original Cast, Capitol WAO 990 . . . . .	102
11		11. PETER GUNN, Henry Mancini, RCA Victor LPM 1956 . . . . .	51
12		12. SOUTH PACIFIC, Original Cast, Columbia OL 4180 . . . . .	297
13		19. ONLY THE LONELY, Frank Sinatra, Capitol W 1053 . . . . .	56
14		15. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000 . . . . .	49
15		13. OKLAHOMA! Sound Track, Capitol SAO 595 . . . . .	205
16		18. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270 . . . . .	51
17		14. FILM ENCORES, VOL. I, Mantovani, London LL 1700 . . . . .	118
18		16. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243 . . . . .	63
19		21. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283 . . . . .	43
20		17. ELVIS' GOLDEN RECORDS, VOL. I, Elvis Presley, RCA Victor LPM 1885 . . . . .	45
21		22. THE KING AND I, Sound Track, Capitol W 740 . . . . .	172
22		20. TCHAIKOVSKY: PIANO CONCERTO #1, Van Cliburn, RCA Victor LM 2252 . . . . .	69
23		24. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628 . . . . .	56
24		23. WARM, Johnny Mathis, Columbia CL 1078 . . . . .	63
25		25. GEMS FOREVER, Mantovani, London LL 3032 . . . . .	53

## 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 Original Cast . . . . . Columbia KOS 2020	5
2		2. HERE WE GO AGAIN Kingston Trio . . . . . Capitol ST 1258	14
3		13. PERSUASIVE PERCUSSION Various Artists . . . . . Command S 800	3
4		5. BELAFONTE AT CARNEGIE HALL Harry Belafonte . . . . . RCA Victor LSC 6006	12
5		4. THE LORD'S PRAYER The Mormon Tabernacle Choir . . . . . Columbia MS 6068	13
6		14. LET'S DANCE AGAIN David Carroll . . . . . Mercury SR 60152	5
7		6. FOR THE FIRST TIME Mario Lanza . . . . . RCA Victor LSC 2338	15
8		8. QUIET VILLAGE Martin Denny . . . . . Liberty LST 7122	13
9		9. CONNIFF MEETS BUTTERFIELD Ray Conniff . . . . . Columbia CS 8155	6
10		20. FIRESIDE SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CS 8184	6
11		16. PORGY AND BESS Sound Track . . . . . Columbia OS 2016	16
12		30. PROVOCATIVE PERCUSSION Various Artists . . . . . Command 806	3
13		— FAITHFULLY Johnny Mathis . . . . . Columbia CS 8219	1
14		7. FIORELLO! Original Cast . . . . . Capitol SWAO 1321	5
15		10. ONLY THE LONELY Frank Sinatra . . . . . Capitol SW 1053	18

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		11. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton Gould . . . . . RCA Victor LSC 2345	14
17		25. WITH THESE HANDS Roger Williams . . . . . Kapp KS 3030	12
18		15. LET'S ALL SING WITH THE CHIPMUNKS . . . . . Liberty LST 7132	4
19		24. CONTINENTAL ENCORES Mantovani . . . . . London PS 147	19
20		— SAIL ALONG SILVERY MOON Billy Vaughn . . . . . Dot DLP 25100	4
21		12. MORE SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CS 8043	3
22		18. AMERICAN SHOWCASE Mantovani . . . . . London PSA 3202	5
23		— STILL MORE SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CS 8009	6
24		— RACHMANINOFF CONCERTO #3 Van Cliburn . . . . . RCA Victor LSC 2355	1
25		21. TILL Roger Williams . . . . . Kapp KX 1081	12
26		— OPEN FIRE, TWO GUITARS Johnny Mathis . . . . . Columbia CS 8056	1
27		17. PARTY SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CS 8138	19
28		23. NEAR YOU Roger Williams . . . . . Kapp KS 1112	15
29		26. NEARER THE CROSS Tennessee Ernie Ford . . . . . Capitol ST 1005	6
30		— MUSIC FOR DINING George Melachrino Strings and Orch. . . . . . RCA Victor LSP 1000	5

## 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 . . . . .	38
2		— HEAVENLY, Johnny Mathis, Columbia CS 8152 . . . . .	20
3		3. MY FAIR LADY, Original Cast, Columbia OS 2015 . . . . .	38
4		9. MUSIC MAN, Original Cast, Capitol SWAO 990 . . . . .	34
5		11. OKLAHOMA! Sound Track, Capitol SWAO 595 . . . . .	36
6		2. GIGI, Sound Track, M-G-M SE 3461 ST . . . . .	38
7		4. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069 . . . . .	38
8		12. NO ONE CARES, Frank Sinatra, Capitol SW 1221 . . . . .	24
9		7. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150 . . . . .	25
10		8. KING AND I, Sound Track, Capitol SW 740 . . . . .	26
11		5. GEMS FOREVER, Mantovani, London PS 106 . . . . .	27
12		10. EXOTICA, VOL. I, Martin Denny, Liberty LST 7034 . . . . .	22
13		17. FILM ENCORES, VOL. I, Mantovani, London PS 124 . . . . .	36
14		13. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226 . . . . .	36
15		14. STRAUSS WALTZES, Mantovani, London PS 118 . . . . .	22
16		18. TCHAIKOVSKY: PIANO CONCERTO #1, Van Cliburn, RCA Victor LSC 2252 . . . . .	33
17		6. KINGSTON TRIO AT LARGE . . . . . Capitol ST 1199 . . . . .	32
18		15. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956 . . . . .	37
19		20. SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004 . . . . .	25
20		16. BLUE HAWAII, Billy Vaughn, Dot DLP 25165 . . . . .	30

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4. Songs by Ricky  
Ricky Nelson.....Imperial EP 162
5. That's All  
Bobby Darin.....Atco EP 4504
6. Fireside Sing Along With Mitch  
Mitch Miller.....Columbia EPB 13891
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Kingston Trio.....Capitol EAP 1258
9. Warm  
Johnny Mathis.....Columbia EPB 10781
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Mario Lanza.....RCA Victor EPA 4344

## 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

#### LATIN A LA LEE

**Peggy Lee. Capitol T 1290**—Miss Lee is as delicious as ever in her latest set. The idea is that she takes a flock of top show tunes and styles them in a lightly Latinized rhythm treatment. Jack Marshall and ork lend superb backing. An example of the tunes would include "Heart," "Till There Was You," "I Enjoy Being a Girl," "The Party's Over," etc. Jocks as well as customers are going to like this one.

#### STIEVE & EYDIE—WE GOT US

**ABC 300**—The couple has a great bit of styling with a flock of songs attuned to the "couple" idea. That's a good theme, of course, but the real meat here lies in the wonderfully relaxed performances by the pair and the solidly tasteful arrangements by Don Costa. Reper-toire is smart with tunes like "We Got Us," "Together" (from "Gypsy"), "Side By Side" and "Two Lost Souls," presented. This one can get much attention from jocks and dealers alike.

#### MARVELOUS MARV JOHNSON

**United Artists UAL 3081** — Johnson's single hits — "You Got What It Takes" and "Come to Me" are included in this package, along with other bouncy r.&r. items, and contrasting standards. Johnson is equally effective on both. Jocks should find some spinnable items among his expressive readings of such oldies as "September in the Rain," "I Can't Get Started," etc.

#### THE PERSIAN ROOM PRESENTS DIAHANN CARROLL

**United Artists UAS 6080 (Stereo & Monaural)**—Set was recorded on locale at the thrush's recent stint at New York's Persian Room. She goes thru a variety of material—expressing several moods, and she's in fine form in all of them. Her numbers include "Misty," "Everything's Comin' Up Roses" and "Goody Goody." Attractive cover will help.

#### LITTE MARY SUNSHINE

**Original Cast. Capitol WAO 1240** — The highly successful off-Broadway musical satire is playing to standing room only. Capitol has recorded the show with full orchestra (two pianos are used in the theater). The charming melodies and witty lyrics by Rick Belson are standouts. The performances are all sparkling. Sound is excellent, and the packaging includes a book-let of notices that the show has gotten.

#### VOICES AND BRASS

**Four Freshmen. Capitol ST 1295. (Stereo & Monaural)** — The Four Freshmen, backed by a rich brass choir, have another likely big-selling album. Their fine vocal blends are fully enhanced by the Dick Reynolds arrangements for brass. Selections include a new version of "Laura," "Pennies From Heaven," and "I'm Glad There Is You." Stereo is effective, and the cover is displayable.

#### Pop Disk Jockey Programming

#### BEAUTY SHOP BEAT

**Clark Sisters. Coral 757290 (Stereo & Monaural)**—The Clark Sisters, known as the Sentimentalists when they sang with Tommy Dorsey, blend with a swingy jazz flavored beat—imaginative and tasteful. Their barber shop collection stacks up as solid deejay material. Selections include such oldies as "That Old Gang of Mine," "Goodbye My Coney Island Baby," "Waiting for the Robert E. Lee," etc.

#### Jazz

#### THE BEST OF DJANGO REINHARDT (2-12")

**Capitol TBO 10226**—Here are 24 jazz performances featuring the late, great gypsy jazz guitarist, Django Reinhardt. Most of them were waxed in the late 1930's; the 12 sides with the Quintet of the Hot Club of France in 1937; five others with Rex Stewart and Barney Bigard in 1939 and one with Django's Swing Band in 1945. Included are some of Django's outstanding recordings—one of these without doubt is "Big Boy Blues" with Bill Coleman, Big Boy Goudie and Christian Wagner. Others include "Solid Old Man," "I Know That You Know," "Swinging With Django" and "Japanese Sandman." A wonderful collection of Django sides, well packaged and annotated.

#### Classical

#### BEETHOVEN: SYMPHONY NO. 3

**NBC Symphony (Toscanini) RCA Victor LM 2387**—One of the real gems of broadcast history is presented on record for the first time. This is a live recording of the great maestro's last performance of the work with the NBC Symphony at Carnegie Hall, December 6, 1953. The performance is one of the most brilliant of recent years, and the name and historical value should make it top-notch standard merchandise. Set includes a four-color reproduction of a portrait of the maestro, suitable for framing.

#### Band

#### THE SCOTS GUARDS IN STEREO

**Angel S 35792. (Stereo & Monaural)** — The Scots Guards, as usual, serve up a thoroughly entertaining program. Their material, for the most, is a series of marches. Their sound has been captured with excellence in stereo. For sound addicts and for devotees of the sort this is an attractive item. The selections are pulled from two previous LP's, "The Scots Guards" and "The Scots Guards on Parade."

(Continued on page 31)

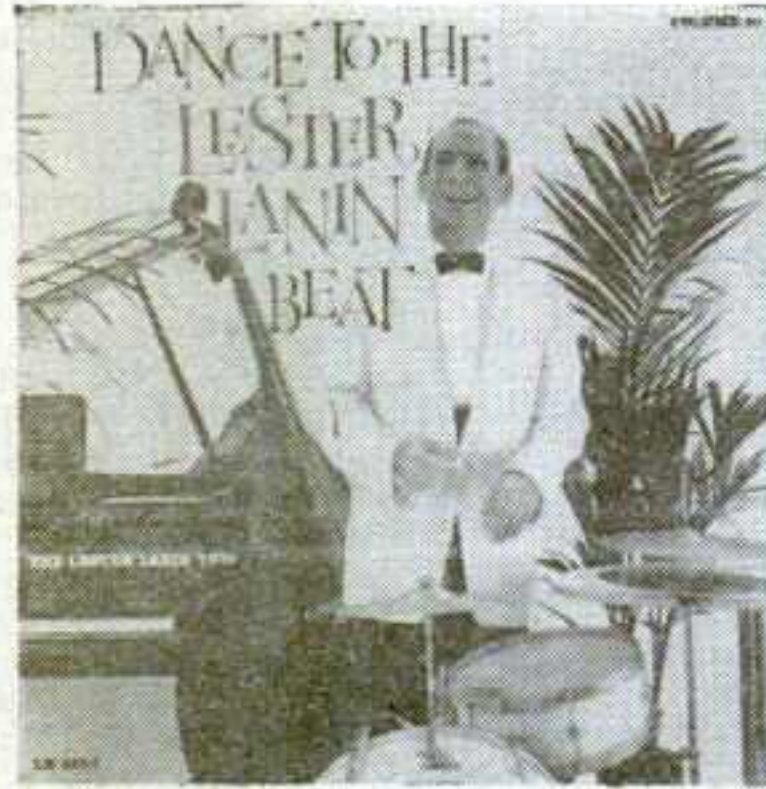


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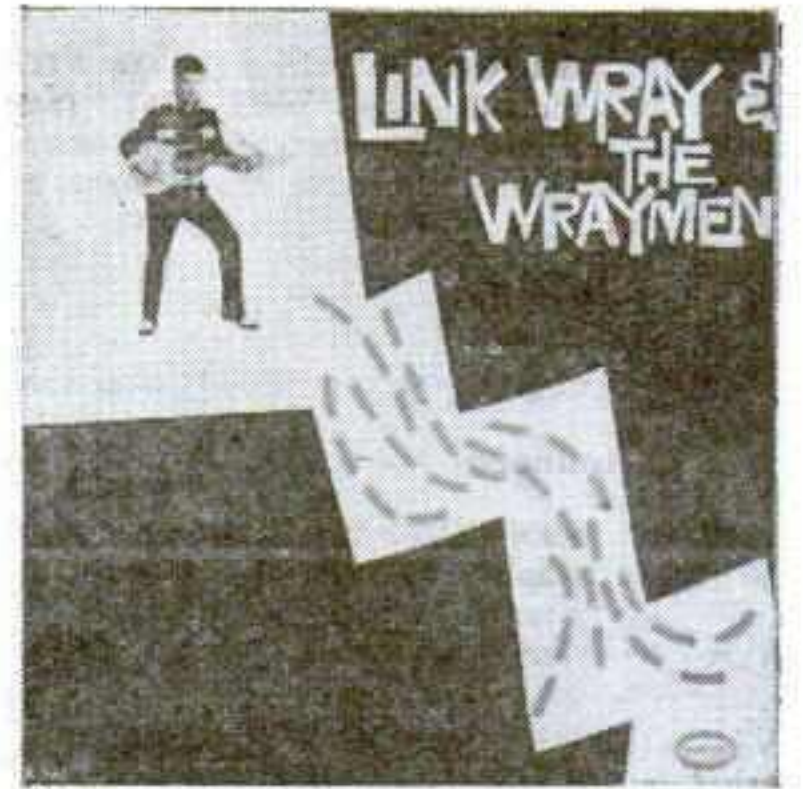
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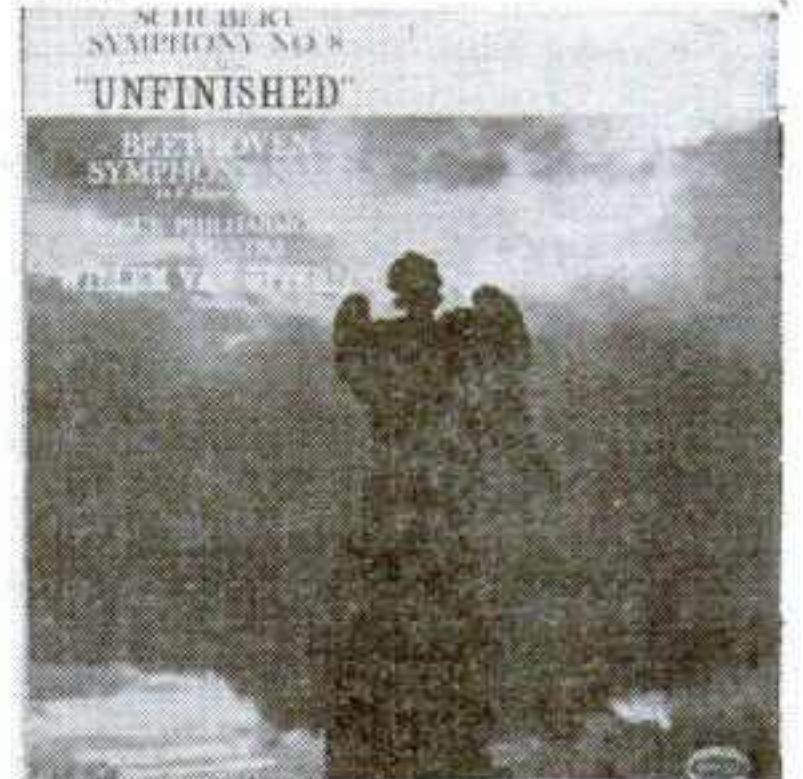
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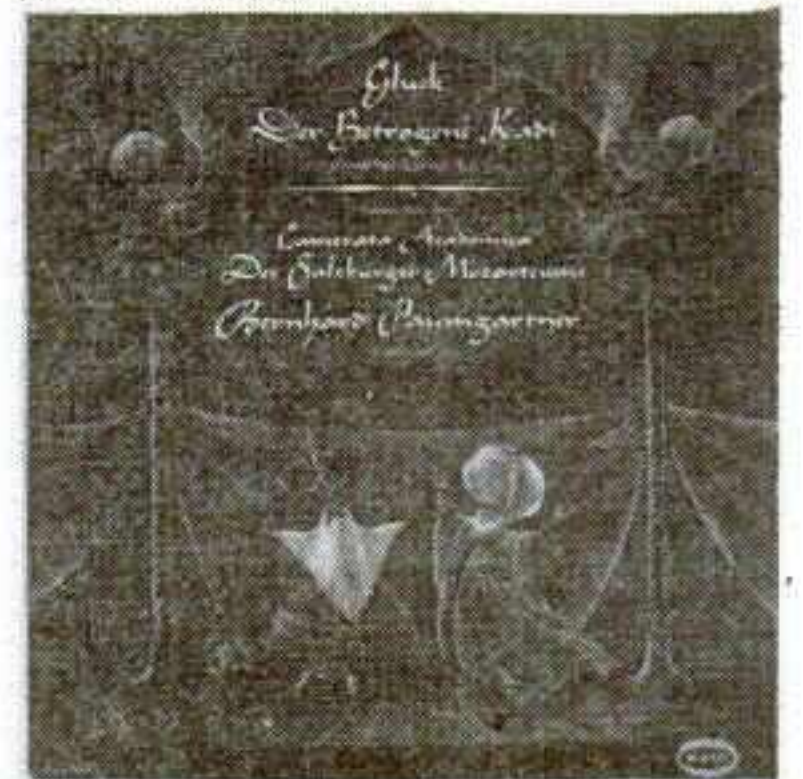
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The pick of the new releases:

# SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 29

**Folk**



**BROCK PETERS AT THE VILLAGE GATE**  
 United Artists UAS 6062. (Stereo & Monaural) — This album was recorded during Peter's recent and highly successful engagement at New York's Village Gate. The artist includes folk songs and spirituals and a very well delivered medley of songs from "Porgy and Bess." Folk enthusiasts are sure to enjoy this. Paul Palmieri's guitar accompaniment is effective and complementary. Good cover shot of the artist.

**International**



**LES COMPAGNONS DE LA CHANSON**  
 Capitol ST 10227. (Stereo & Monaural) — The French male chorus offers a fine program of attractive international standards and folk melodies. Lyrics are in French. Their rich voices blend in listenable harmonies on such fare as "Venus," "Hava Naguila," "Les Trois Cloches (The Three Bells)," etc. Stereo is effective. Attractive cover shot of the singers.

**Novelty**



**SHING ALONG WITH USH**  
 Don Costa. United Artists UAS 6074 (Stereo & Monaural)—According to the liner notes this album was cut during the shank of a wine-filled evening. The good natured, slightly beery choral work certainly sounds spontaneously party-like. It's a fine album and solid wax for jocks in search of gimmick sides. Selections, caroled by Costa and his "Freeloaders," include "April Showers," "Goody Goody," "Dream" and other great standards.



**MUDDY WATERS SINGS BIG BILL**  
 Chess LP 1444 — A fortunate coupling — Broonzy's material interpreted by Muddy. Blues fans will find this hard to put down. The sides are earthy, folk material with country roots. Women, whisky, trains, disappointment—the true material of blues—is here.



**PLANT MY FEET ON HIGHER GROUND**  
 The Famous Davis Sisters. Savoy MG 14030—The sisters exude a great air of dedication on these soul-satisfying selections. The spirit is on them as they shout out the good word in both slow and rapid, upbeat harmonies. Accompaniment includes both piano and organ and the sound has a resounding, church-like quality. Selections are all out of the Davis catalog and include such titles as "Precious Lord," "Somewhere, Someday," "Following Him" and "He's Here Now." A great package for this market.

**Polka**



**SATURDAY NIGHT POLKA**  
 Ray Budzilek. Capitol T 1300—Recording during a Saturday night polka dance performance in Cleveland, this album featured sprightly, exuberant vocal and instrumental treatments of some happy, danceable polka favorites. Tunes include "Ice Cubes and Beer," "Spring Time Polka," "My Darling Daughter," an oberek, etc. A solid item for the market.

## 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**

**THANK HEAVEN FOR MAURICE CHEVALIER**

RCA Victor LPM 2076—These are the records that helped make the great Chevalier famous three decades ago. The list of tunes include Chevalier's famous "Louise," "Mimi," "Sweepin' the Clouds Away," "You Brought a New Kind of Love to Me" and "Valentine." Most of them are the original waxings, made in 1930, 1931 and 1932. Certain to have nostalgia appeal today.

**HOORAY FOR LOVE**

Mavis Rivers. Capitol T 1294—Quality is the hallmark of Mavis Rivers' singing. She uses her lovely voice with telling effect. She doesn't rely on power, but rather on outstanding pop phrasing with authentic jazz feeling, and seems able to handle just about any mood or tempo. With Jack Marshall's swinging arrangements behind her, Miss Rivers takes advantage of this opportunity to run the gamut and succeeds in every case. An outstanding release.

**JAZZ TALENT**

**HEAR MY BLUES**

Al Smith, Eddie Davis, Prestige-Bluesville 1001—Al Smith is a young blues singer, presented on the new Prestige label by Eddie Lockjaw Davis, in a collection of new and old blues tunes. Davis can handle a blues with feeling and persuasion and he comes thru with potent reading here of basic blues, including "Night Time Is the Right Time," "Pledging My Love" and "Come On, Pretty Baby."

**CLASSICAL**

**CONCERTOS FOR CELLOS**

Janigro, Cello, The Solisti Di Zagreb, RCA Victor M 2365—This disk will prove an uncommon experience for lovers of classical music. The string ensemble and Janigro, in particular, play baroque masterpieces with a rich sound. Repertoire includes Boccherini's "Concerto in B Flat," Vivaldi's "Concerto in D" and the Vivaldi-Bach "Concerto in G." Dealers should demonstrate this one. Informative notes by Louis Biancolli.

**CHAMBER MUSIC**

**HANDEL: CONCERTO GROSSO IN B MINOR, OP. 6 NO. 12; BACH: CLAVIER CONCERTO NO. 5 IN F MINOR; MOZART ADAGIO AND FUGUE IN C MINOR, K.546**

I Musici, Epic BC-1060 (Stereo & Monaural)—Another in the series of outstanding releases by the top-notch Italian chamber ensemble. They recently issued the fourth, ninth and tenth of Handel's Concerto Grosso works, Number 12, done here, is performed with elan and high spirits. Two other immortal works share the disk's other side. Bach's Concerto No. 5 gets a delicate performance, and Mozart's sonorous Adagio and Fugue receives an emotional reading. The three works constitute an outstanding package of representative works by the three masters.

**OPERA**

**SONGS YOU LOVE**

Elisabeth Schwarzkopf, Angel S 35383. (Stereo & Monaural) — The soprano's program includes well-known folk favorites and lieder. Pianist Gerald Moore's sensitive accompaniment is most complementary. Packaging includes a booklet with lyrics and translations. Her fans will find this an excellent offering. Lovely cover photo of the artist. Selections include "None But the Lonely Heart," "Drink to Me Only With Thine Eyes" and "Elfenlied."



**VERY STRONG SALES POTENTIAL**

**POPULAR ★★★★★**

★★★★ **FIORELLO-SOUND OF MUSIC**  
 Alfred Newman, Capitol ST 1343. (Stereo & Monaural) — Newman applies an inventive approach to the tunes from the two hit shows. The arrangements are nicely captured in stereo, and the set will go well as a companion LP to the cast albums. Spinnable set for jocks. Strong potential.

★★★★ **M-G-M TOP HITS**

Various Artists, M-G-M E 3814 — A flock of recent singles are packaged in this set, which should meet with the approval of teen disk fans. These include "New in the Ways of Love," by Tommy Edwards; "Teen Angel," by Mark Dinning and other hit sides by Jaye P. Morgan, Clyde McPhatter, Jimmy Jones, not to mention Conway Twitty with "Danny Boy," and others. This one should pay off easily.

★★★★ **PARIS SWINGS**

Elmer Bernstein, Capitol ST 1288. (Stereo & Monaural) — The international standards get interesting new life at the hands of Bernstein and crew. He styles a flock of recent and older hits in bright tempos. The arrangements are ideal for stereo. Potential is enhanced by fine sound and a bright, displayable cover.

★★★★ **THE TIME, THE PLACE, THE GIRL**

Fred Waring and the Pennsylvanians, Capitol T 1298 — A nicely tailored program of moody romantic fare, featuring a number of familiar tunes, some of the sing-along variety, getting the usually elaborate Waring ork and choral arrangements. Gordon Goodman and Patti Beam are heard in occasional solos. Songs include "In the Good Old Summertime," "Down by the Old Mill Stream," "Sweet Genevieve," and "Blueberry Hill." Nice listening all the way.

★★★★ **FLOYD ROBINSON**

RCA Victor LPM 2162 — Floyd Robinson's big pop single hit, "Making Love," is included here, plus a flock of other standards and bouncy teen-appeal-type country-flavored ditties. These are genial performances by Robinson with effective backings on "Alphabet Song," "Little Sir Echo," "Did You Ever See a Dream Walking," etc. A spinnable collection.

★★★★ **ALONG THE TRAIL**

The Eligibles, Capitol T 1310 — The Eligibles, a fine new group on the label, come thru with most attractive readings of a group of familiar country-pop tunes. They handle them in smooth, winning fashion, and the Eligibles are sure to build a large audience as a result of this album. Tunes include "Twilight on the Trail," "My Little Buckaroo," "Empty Saddles," and "The Last Roundup."

**CLASSICAL ★★★★★**

★★★★ **TCHAIKOVSKY: SYMPHONY NO. 5**  
 The Cleveland Orch. (Szell), Epic BC 1064. (Stereo & Monaural) — An excellent performance of the familiar Tchaikovsky work, played with warmth by the Cleveland Symphony Orchestra under George Szell. In spite of the many versions of the work, also in stereo, this new recording should get sales.

**LOW-PRICED CLASSICAL ★★★★★**

★★★★ **BEETHOVEN: PIANO CONCERTO NO. 5, "EMPEROR"**  
 Robert Riefling, Piano; Oslo Philharmonic Orch. (Gruner-Hagge), Camden CAL 586. (Stereo & Monaural) — This giant concerto is given a workmanlike performance by Robert Riefling, with able orchestral support from the Oslo Philharmonic. Riefling seeks to emphasize power rather than the subtleties in the work, and succeeds well enough to make this a good version at the price. In view of the popularity of the work, the price factor alone should make it a strong seller, especially as a rack item.

**JAZZ ★★★★★**

★★★★ **WORKIN' WITH THE MILES DAVIS QUINTET**  
 Miles Davis Quintet, Prestige PRLP  
 (Continued on page 32)

# RAY BRYANT'S "LITTLE SUSIE"

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| 5 PARTY RECORD PARTY                  | GENE and FREDDIE LP 279 |
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## • Reviews and Ratings of New Albums

• Continued from page 31

★ ★ ★ ★

### VERY STRONG SALES POTENTIAL

7166 — This is the third LP to be issued by Prestige from two recording sessions held about three years ago featuring the Quintet, which broke up not too long afterward. The quality ranges from outstanding to ordinary. Davis shows some marvelous examples of his cool and subtle trumpet work but there are others which are less inspired. John Coltrane on tenor is usually a good foil for Davis and has a couple of remarkable outings on his own. The rhythm section is particularly fine. Davis' huge following is certain to be interested in this.

### CHILDREN'S ★★★★★

★★★★ FUN IN ANIMAL-LAND  
Nicki Stevens, Bobby Grabeau, Buell Thomas. Dynasty DM 1001 — Bright new rhythmic and musical settings are given to such old favorites among the small fry as

"Froggie Went A'Courtin'," "Hi Diddle Diddle," "Three Little Kittens," etc. The band's playing is infectiously gay and can well start moppets to marching. The three singers also do a fine job. Colorful cover helps make this one of better kiddie releases.

### SPIRITUAL ★★★★★

★★★★ I FEEL THE HOLY SPIRIT  
Clara Ward and the Ward Singers. Savoy MG 14626 — First rate performances of some familiar and unfamiliar spirituals, sung with fervor by Clara Ward and the Ward Singers. Many leads are featured, including Marian Williams, Frances Steadman, Kitty Parham, Henrietta Waddy, Ethel Gilbert and Willa Ward Moultrie. The tunes include the title song, "I've Been Reborn," "Gonna Use What I've Got," "God's Amazing Love" and "Sweet Little Jesus Boy."

★ ★ ★

### GOOD SALES POTENTIAL

### POPULAR ★★★★★

★★★★ A SALUTE TO THE INSTRUMENTS

Neal Hefti. Coral CRL 757286. (Stereo & Monaural) — Neal Hefti's new "commercial" band, which he tags "Dixieland with strings" serves up melodic, sweet swinging instrumental treatments of tunes featuring the names of instruments in the titles—"Play, Fiddle, Play," "Steel Guitar Rag," "Holiday for Strings," etc. Nice jockey wax.

### ★★★ HIS AND HERS

Jon and Sandra Steele. Golden Crest CR 3072 — Here's a sentimental package of oldies by the pair who had a big hit with "My Happiness" in 1949. Their warbling duos are sincere and effectively romantic. Selections include "Honey Bun," "There's a Small Hotel," "Mockin' Bird Hill," etc.

### ★★★ DICK KESNER AND HIS MAGIC STRADIVARIUS

Brunswick BL 54051 — Kesner provides romantic, sweet stringed solos, while Robert Ballard's ork serves up lush backing, on a group of dreamy instrumental standards. Selections — all fine mood wax for jocks — include "Autumn Leaves," "Tennessee Waltz," "Schubert's Serenade," etc. Kesner's appearances on Lawrence Welk's TV show should help sales.

### ★★★ MOST REQUESTED

Myron Floren. Brunswick BL 54046 — Lawrence Welk's popular accordionist, Myron Floren, provides authentic sounding, charming solo treatments of some happy folk music of Northern Europe. Selections include "Cuckoo Waltz," "Accordion Schottische," "Village Tavern Polka," etc. Both pop and folk appeal.

### ★★★ DIXIELAND DINNER DANCE

Red Nichols and the Five Pennies. Capitol T 1297 — A couple of traditional Dixieland offerings are included, plus standards like "September Song" and "My Funny Valentine." The latter type receive the benefit of delicate and imaginative arrangements and are much more effective than the quasi-Dixieland. Nichols' old following plus new fans derived from his recent film biog can make this a profitable item.

### ★★★ EMERY AND HIS VIOLIN OF LOVE

Emery Deutsch Ork & Chorus. ABC-Paramount ABC 281 — The erstwhile Park Avenue Gypsy is quite effective on his latest offering. Here he is backed by a chorus which is heard from time to time in the background with key phrases of the lyrics. But Deutsche's lyrical fiddle is the feature and he uses it effectively in his style of mimicking the sound of the words. Heavy emphasis on romantic pop numbers.

### ★★★ YOU DANCE—I'LL PLAY

The Music of Barney Sorkin. Dynasty DM 3001 — Another society dance set enters the market with this group of medleys of pop tunes, largely of the show score variety. Sorkin and the crew are better known in the Southern California territory but in the smart set, he can do business in other areas as well. Package has a good sound, but competition will have to be considered here.

### ★★★ MANHATTAN WITH STRINGS

Georgie Auld with Don Costa Ork. United Artists UAS 6068. (Stereo & Monaural) — Don Costa provides lushly listenable backing for Georgie Auld's expressive tenor saxophone on a collection of haunting oldies. Selections include "Misty," "Manhattan Serenade," "Street Scene," "So-

phisticated Lady," etc. Prime mood wax for jocks.

### LOW-PRICED POPULAR ★★★★★

#### ★★★ SAY IT WITH MUSIC

Rubino and His Continental Ork. Telefunken TPS 12512. (Stereo & Monaural) — A nice easy-listening program of continental-styled society music. The group performs various dance tempos including fox-trots, several waltzes, a rumba and a merengue. Tunes are strictly standards. Good sound makes a worth-while buy at the price.

### CLASSICAL ★★★★★

#### ★★★ SCHUBERT: SYMPHONY NO. 8 (UNFINISHED) IN B MINOR

Hague Philharmonic Ork. Epic BC 1059. (Stereo & Monaural) — Easily one of the most recorded works of the classical repertory, yet the "Unfinished" Symphony has few stereo versions. This is a splendid performance of the work with its many familiar themes, and the recording is above average. Maestro William Van Otterloo is at the helm on this outing. Set is definitely worth stocking.

#### ★★★ OPERA ARIAS — VERDI & WAGNER

Aase Nordmo Lovberg. Angel S 35715 (Stereo & Monaural) — Miss Lovberg's rich soprano is effectively captured in this album. She interprets the roles of Elsa in Wagner's "Lohengrin" and "Sieglinde" in that composer's "Die Walkure." The Verdi roles are Desdemona in "Otello" and Elizabeth in "Don Carolo." For the Wagner works, Walter Susskind conducts the Philharmonia Orchestra. It is led by Warwick Braithwaite for the Verdi. She exercises fine pitch and vocal control, and there is fine rapport with the orchestra. A choice item for the opera-goer.

#### ★★★ SCHUBERT: SYMPHONY NO. 8 IN B MINOR—MUSIC FROM ROSAMUNDE

Royal Philharmonic Ork. (Kletzki). Angel S 35779. (Stereo & Monaural) — Kletzki paces the Royal Philharmonic thru a rapturous reading of the symphony. The incidental score for "Rosamunde" is

also interpreted with lyricism, and it provides an attractive bonus. Competition on the former work is formidable, but attractive packaging and superior sound can be sales assets.

#### ★★★ RHAPSODIES FOR ORCHESTRA LISZT: HUNGARIAN RHAPSODY NO. 4; RAVEL: RAPSODIE ESPAGNOLE; ENESCO: RUMANIAN RHAPSODY NO. 1

Vienna Philharmonic Ork. (Silvestri). Angel S 35487. (Stereo & Monaural) — This program of better-known, romantic melodies, should gather wide appeal. There are many recordings of each available, but this particular grouping will appeal to veteran and beginning buyers. The renditions compare favorably with most existing versions. Sound is good.

### JAZZ ★★★★★

#### ★★★ BLUE SOUL

Blue Mitchell Sextet. Riverside 309 — Blue Mitchell comes thru in splendid style on this new waxing, which features the trumpeter at his best to date. The tunes are originals and standards, with many arranged by Benny Golson, such as "Minor Vamp," and "Nica's Dream." And there are two tunes penned by Mitchell, "The Head" and "Blue Soul." Most important, tho, is Mitchell's trumpet work, which exudes confidence and assurance on all his solos. He is backed by Curtis Fuller, Jimmy Heath, Wynton Kelly, Sam Jones and Philly Jo Jones. A set worth hearing.

#### ★★★ HAWAII SWINGS

Bobby Hackett Ork. Capitol T 1316 — There's good novelty value to this set, for to the usual complement of instruments there are added steel guitars and flutes plus more than a touch of island style. Veteran trumpeter Bobby Hackett blows his usual clean Dixie-oriented horn; the group also uses steel guitar slide-outs to wind up its selections, which mostly are traditional Hawaiian numbers given a New Orleans treatment. The music swings neatly, guitars and all.

#### ★★★ ALONE IN SAN FRANCISCO

Thelonious Monk. Riverside 312 — Fine outing by the pianist on a flock of interesting tunes. As usual, Monk comes up with his characteristic and individualistic improvisations. His fans should go for it. Good cover shot of the artist boarding one of the city's famous streetcars.

#### ★★★ THE DREAMER; THE FABRIC OF JAZZ

Yusef Lateef. Savoy MG 12139; 12140 — Two good new albums by Lateef and his combo, consisting of Bernard McKinney on euphonium, Terry Pollard on piano, Bill Austin on bass and Frank Gant on drums. Lateef plays tenor, flute, oboe and argol, on these waxings. "The Dreamer" is the prettier of the two sets, showing off Lateef's ideas and his warm performances. "Angel Eyes" and "The Dreamer" are two fine sides. In "The Fabric of Jazz," the pace is a bit wilder, altho "Stella By Starlight" is a very listenable track. Lateef's fans should dig these.

#### ★★★ PETE'S BLUES

Pete Johnson and Various Artists. Savoy MG 14018 — The famous Kansas City pianist is reissued on this group of items caught at a date back in 1946. Side one is largely in the typical K. C. boogie tradition with Johnson assisted by Hot Lips Page, Ben Webster, J. C. Higgenbotham and others. Except for one band, side two is considerably more modern in its approach, which resembles to some extent an earlier Basic combo outing. For traditionalists, with side one the main attraction. Sound is good for the era in which it was cut.

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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending January 30

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Running Bear</b>		<b>1 8</b>	<b>6. Go, Jimmy, Go</b>		<b>5 7</b>
By J. P. Richardson—Published by Big Bopper Music (BMI) BEST SELLING RECORD: Johnny Preston, Mer 71474. RECORD AVAILABLE: Smiley Wilson, Freedom 44025.			By Pomus-Shuman—Published by Wills-Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 575.		
<b>2. Teen Angel</b>		<b>3 5</b>	<b>7. Handy Man</b>		<b>11 4</b>
By JNR-Surrey—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Mark Dinning, M-G-M 12845.			By Blackwell-Jones—Published by Sheldon Music (BMI) BEST SELLING RECORD: Jimmy Jones, Cub 9049.		
<b>3. El Paso</b>		<b>2 11</b>	<b>8. You Got What It Takes</b>		<b>12 8</b>
By Marty Robbins—Published by Marty's Music (BMI) BEST SELLING RECORD: Marty Robbins, Co 141511.			By Gordy, Davis & Gordy—Published by Fidelity (BMI) BEST SELLING RECORD: Marv Johnson, United Artists 185.		
<b>4. Why</b>		<b>4 10</b>	<b>9. Pretty Blue Eyes</b>		<b>10 9</b>
By Marcucci-De Angelis—Published by Debmar (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1045.			By Randazzo-Weinstein—Published by Almino (BMI) BEST SELLING RECORD: Steve Lawrence, ABC-Paramount 10058.		
<b>5. Where or When</b>		<b>6 4</b>	<b>10. Lonely Blue Boy</b>		<b>15 3</b>
By Rodgers & Hart—Published by Chappell (ASCAP) BEST SELLING RECORD: Dion & the Belmonts, Laurie 3044. RECORDS AVAILABLE: Jan August, Mer 30001; Lionel Hampton, Dec 27198; Dick Haymes, Dec 23751; Leroy Holmes Ork, M-G-M 12253; Guy Lombardo Ork, Dec 27502.			By Weisman-Wyse—Published by May (ASCAP) BEST SELLING RECORD: Conway Twitty, M-G-M 12857.		
<b>Second Ten</b>					
<b>11. What in the World's Come Over You</b>		<b>13 3</b>	<b>16. The Village of St. Bernadette</b>		<b>9 6</b>
By Jack Scott—Published by Peer Int'l & Star Fire (BMI) BEST SELLING RECORD: Jack Scott, Top Rank 2028.			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.		
<b>12. The Big Hurt</b>		<b>8 11</b>	<b>17. Among My Souvenirs</b>		<b>16 9</b>
By Wayne Shanklin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Toni Fisher, Signet 275. RECORD AVAILABLE: Kalesandro, Warner Bros. 5103.			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.		
<b>13. He'll Have to Go</b>		<b>18 4</b>	<b>18. Let It Be Me</b>		<b>20 3</b>
By J. Allison-A. Allison—Published by Central Songs (BMI) BEST SELLING RECORD: Jim Reeves, Vic 7643. RECORDS AVAILABLE: Billy Brown, Col 41380; Jim Lowe, Dot 16046.			By M. Curtis-P. DeAnce-G. Beaud—Published by Leeds (ASCAP) BEST SELLING RECORD: Everly Brothers, Cadence 1376.		
<b>14. Theme From a Summer Place</b>		<b>19 3</b>	<b>19. Down by the Station</b>		<b>17 4</b>
By Steiner—Published by Witmark (ASCAP) BEST SELLING RECORD: Percy Faith, Col 41490. RECORDS AVAILABLE: Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Hugo Winterhalter, Vic 7599.			By Bruce Belland-Glenn Larson—Published by Lar-Bell (BMI) BEST SELLING RECORD: Four Preps, Cap 4312. RECORD AVAILABLE: Rita & Robin, Unical 1.		
<b>15. Way Down Yonder in New Orleans</b>		<b>7 9</b>	<b>20. It's Time to Cry</b>		<b>14 10</b>
By Cramer-Layton—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Freddy Cannon, Swan 4043. RECORD AVAILABLE: Louis Armstrong, Dec 28169-70.			By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10064.		
<b>Third Ten</b>					
<b>21. Beyond the Sea</b>		<b>27 2</b>	<b>26. Hound Dog Man</b>		<b>22 10</b>
By Trenet-Lawrence—Published by Harms (ASCAP) RECORDS AVAILABLE: Bobby Darin, Atco 6158; Trade Martin, Gee 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osser Ork, Kapp 138; Victor Young Ork, Dec 27027.			By Pomus-Shuman—Published by Fabulous (BMI) RECORD AVAILABLE: Fabian, Chancellor 1044.		
<b>22. Tracy's Theme</b>		<b>24 3</b>	<b>27. First Name Initial</b>		<b>26 4</b>
By Ascher—Published by Devon (BMI) RECORD AVAILABLE: Spencer Ross, Col 41532.			By Kalamnoff-Schroeder—Published by Disney (ASCAP) RECORD AVAILABLE: Annette, Vista 349.		
<b>23. Sandy</b>		<b>23 7</b>	<b>28. Smokie (Part II)</b>		<b>28 8</b>
By Terry Fell—Published by American (BMI) RECORD AVAILABLE: Larry Hall, Strand 25007.			By Bill Black—Published by Jec (BMI) RECORDS AVAILABLE: Bill Black's Combo, Hi 2018; Bill Doggett, King 5310.		
<b>24. Shimmy, Shimmy, Ko-Ko Bop</b>		<b>- 1</b>	<b>29. Not One Minute More</b>		<b>29 6</b>
By Bob Smith—Published by Record Music (BMI) RECORD AVAILABLE: Little Anthony & the Imperials, End 1060.			By Robertson-Blair-Dinning—Published by Ross-Jungnickel (ASCAP) RECORDS AVAILABLE: Earl Grant, Dec 30983; Delia Reese, Vic 7644.		
<b>25. Mack the Knife</b>		<b>25 23</b>	<b>30. Tender Love and Care</b>		<b>30 2</b>
By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Bobby Darin, Atco 6147; Dudes, sue 725; Dick Hymen 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.			By Lehman-Lebowsky-Clarke—Published by Kahl (BMI) RECORDS AVAILABLE: Jim Faraday, Dec 30698; Jimmie Rodgers, Roulette 4218.		

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SET"**

*Carlton #527*



FOR WEEK ENDING FEBRUARY 14

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	2	4	7	TEEN ANGEL	Mark Dinning, M-G-M 12845			8
2	1	1	1	RUNNING BEAR	Johnny Preston, Mercury 71474			17
3	4	10	13	WHERE OR WHEN	Dion & the Belmonts, Laurie 3044			7
4	3	2	3	EL PASO	Marty Robbins, Columbia 41511		△	14
5	7	14	25	HANDY MAN	Jimmy Jones, Cub 9049			7
6	14	21	31	LONELY BLUE BOY	Conway Twitty, M-G-M 12857			7
7	12	16	30	WHAT IN THE WORLD'S COME OVER YOU	Jack Scott, Top Rank 2028		S	5
8	17	20	24	HE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643		S	7
9	6	3	2	WHY	Frankie Avalon, Chancellor 1045		S	12
10	13	11	14	YOU GOT WHAT IT TAKES	Marv Johnson, United Artists 185			15
11	5	8	6	GO, JIMMY, GO	Jimmy Clanton, Ace 575			10
12	19	28	43	THEME FROM A SUMMER PLACE	Percy Faith, Columbia 41490		△	5
13	16	23	61	LET IT BE ME	The Everly Brothers, Cadence 1376			5
14	10	9	9	PRETTY BLUE EYES	Steve Lawrence, ABC-Paramount 10058		S	12
15	11	7	8	THE VILLAGE OF ST. BERNADETTE	Andy Williams, Cadence 1374			9
16	15	17	20	DOWN BY THE STATION	Four Preps, Capitol 4312			7
17	8	6	4	THE BIG HURT	Toni Fisher, Signet 275			13
18	9	5	5	WAY DOWN YONDER IN NEW ORLEANS	Freddy Cannon, Swan 4043			12
19	23	34	74	BEYOND THE SEA	Bobby Darin, Atco 6158			4
20	20	24	29	TRACY'S THEME	Spencer Ross, Columbia 41532		△	6
21	18	12	11	IT'S TIME TO CRY	Paul Anka, ABC-Paramount 10064		S	12
22	22	13	10	AMONG MY SOUVENIRS	Connie Francis, M-G-M 12841		S	12
23	21	15	16	SANDY	Larry Hall, Strand 25007			12
24	32	41	34	SHIMMY, SHIMMY, KO-KO BOP	Little Anthony & the Imperials, End 1060			10
25	26	42	60	TENDER LOVE AND CARE	Jimmie Rodgers, Roulette 4218			5
26	34	57	73	ROCKIN' LITTLE ANGEL	Ray Smith, Judd 1016			6
27	46	77	—	FOREVER	Little Dippers, University 210			3
28	29	25	27	LUCKY DEVIL	Carl Dobkins Jr., Decca 31020			10
29	72	—	—	WILD ONE	Bobby Rydell, Cameo 171			2
30	27	19	18	NOT ONE MINUTE MORE	Della Reese, RCA Victor 7644		S	9
31	24	18	15	HOUND DOG MAN	Fabian, Chancellor 1044		S	13
32	25	30	22	FIRST NAME INITIAL	Annette, Vista 349			16
33	33	29	26	BONNIE CAME BACK	Duane Eddy, Jamie 1144			7

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	38	48	69	BULLDOG	The Fireballs, Top Rank 2026		S	5
35	30	27	17	SMOKIE (Part II)	Bill Black's Combo, Hi 2081			11
36	35	38	47	LITTLE THINGS MEAN A LOT	Joni James, M-G-M 12849		S	7
37	67	79	—	BABY	Brook Benton and Dinah Washington, Mercury 71565		S	3
38	36	46	52	LITTLE COCO PALM	Jerry Wallace, Challenge 59060			6
39	45	75	89	TOO MUCH TEQUILLA	Champs, Challenge 59063			4
40	31	31	33	IF I HAD A GIRL	Rod Lauren, RCA Victor 7645		S	8
41	60	86	—	HARBOR LIGHTS	The Platters, Mercury 71563		S	3
42	48	44	50	SWEET NOTHIN'S	Brenda Lee, Decca 30967			8
43	41	50	75	WALTZING MATILDA	Jimmie Rodgers, Roulette 4218		S	4
44	44	80	86	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot 18985			4
45	58	70	—	MIDNIGHT SPECIAL	Paul Evans, Guaranteed 205			3
46	50	65	84	WHY DO I LOVE YOU SO	Johnny Tillotson, Cadence 1372			4
47	28	22	12	HEARTACHES BY THE NUMBER	Guy Mitchell, Columbia 41476		△	19
48	70	—	—	CHINA DOLL	Ames Brothers, RCA Victor 7655			2
49	51	69	77	DARLING LORRAINE	Knockouts, Shad 5013			7
50	83	—	—	TIME AND THE RIVER	Nat King Cole, Capitol 4325			2
51	71	—	—	LADY LUCK	Lloyd Price, ABC-Paramount 10075		S	2
52	37	26	21	FRIENDLY WORLD	Fabian, Chancellor 1044		S	12
53	52	58	64	HARLEM NOCTURNE	Viscounts, Madison 123			7
54	86	—	—	LITTLE BITTY GIRL	Bobby Rydell, Cameo 171			2
55	61	—	—	COUNTRY BOY	Fats Domino, Imperial 5645			2
56	43	45	49	BACIARE, BACIARE	Dorothy Collins, Top Rank 2024			8
57	39	33	38	HOW ABOUT THAT	Dee Clark, Abner 1032			10
58	55	59	59	CRAZY ARMS	Bob Beckham, Decca 31029			6
59	40	32	19	MACK THE KNIFE	Bobby Darin, Atco 6147			25
60	85	—	—	THAT OLD FEELING	Kitty Kallen, Columbia 41546			2
61	—	—	—	ETERNALLY	Sarah Vaughan, Mercury 71562		S	1
62	53	51	35	JUST COME HOME	Hugo and Luigi, RCA Victor 7639		S	9
63	74	84	—	ON THE BEACH	Frank Chacksfield, London 1901			3
64	77	87	99	THE HAPPY MULETEER	Ivo Robic, Laurie 3045			4
65	64	68	88	AMAPOLA	Jacky Noguez, Jamie 1148			5
66	54	74	55	NO LOVE HAVE I	Webb Pierce, Decca 31021			8
67	65	53	57	HONEY HUSH	Joe Turner, Atlantic 2044			7

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	73	82	87	TELL HER FOR ME	Adam Wade, Coed 520			5
69	42	36	45	RUN, RED, RUN	Coasters, Atco 6153			8
70	96	—	—	PEACE OF MIND	Teresa Brewer, Coral 62167			2
71	—	—	—	DELAWARE	Perry Como, RCA Victor 7670			1
72	—	—	—	I WAS SUCH A FOOL	Flamingoes, End 1062			1
73	89	—	—	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			2
74	92	—	—	TALL OAK TREE	Dorsey Burnette, Era 3012			2
75	75	76	96	UPTOWN	Roy Orbison, Monument 412			4
76	79	—	70	SKOKIAAM	Bill Haley and His Comets, Decca 31030			5
77	63	73	53	MARY, DON'T YOU WEEP	Stonewall Jackson, Columbia 41533		△	8
78	56	47	42	A YEAR AGO TONIGHT	The Crests, Coed 521			10
79	97	—	—	FANNIE MAE	Buster Brown, Fire 1008			2
80	95	—	—	MONEY	Barrett Strong, Anna 1111			2
81	81	—	—	LET IT ROCK	Chuck Berry, Chess 1747			2
82	82	85	90	ONE MINT JULEP	Chet Atkins, RCA Victor 7684			6
83	98	—	—	HULLY GULLY	Olympics, Arvee 562			2
84	62	61	68	I DON'T KNOW WHAT IT IS	The Blue Notes, Brooke 111			9
85	47	37	32	TEARDROP	Santo and Johnny, Canadian-American 107			11
86	66	40	36	I WANNA BE LOVED	Ricky Nelson, Imperial 5614			11
87	59	60	48	LET'S TRY AGAIN	Clyde McPhatter, M-G-M 12843		S	8
88	69	49	40	OH, CAROL	Nell Sedaka, RCA Victor 7595			18
89	94	96	—	I'LL TAKE CARE OF YOU	Bobby (Blue) Bland, Duke 314			3
90	—	—	—	BAD BOY	Mary Wilde, Epic 9356			1
91	88	100	—	SECRET OF LOVE	Elton Anderson, Mercury 71542			3
92	49	39	41	TALK THAT TALK	Jackie Wilson, Brunswick 55165			12
93	57	52	56	WHAT ABOUT US	The Coasters, Atco 6153			10
94	—	—	—	CLOSER WALK	Pete Fountain, Coral 62154			1
95	—	—	—	I KNOW WHAT GOD IS	Perry Como, RCA Victor 7670			1
96	100	—	—	WHIFFENPOOF SONG	Bob Crewe, Warwick 519			2
97	84	89	—	MY LITTLE MARINE	Jamie Horton, Joy 234			3
98	—	—	—	DON'T LET THE SUN CATCH YOU CRYING	Ray Charles, Atlantic 2047			1
99	—	—	—	HONEY LOVE	Narvel Felts, Pink 702			1
100	—	—	—	CLEMENTINE	Jan and Dean, Dore 539			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

\*TIME AND THE RIVER ..... Nat King Cole  
(Arch, ASCAP) Capitol 4325

CHINA DOLL ..... The Ames Brothers  
(Winneton, BMI) RCA Victor 7685

\*ETERNALLY ..... Sarah Vaughan  
(Bourne, ASCAP) Columbia 41546

\*THE HAPPY MULETEER ..... Ivo Robic  
(Sidmore, BMI) Laurie 3045

\*PEACE OF MIND ..... Teresa Brewer  
(Famous, ASCAP) Coral 62167

\*DELAWARE ..... Perry Como  
(Guston, ASCAP) RCA Victor 7670

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 ANGEL ..... The Penguins, Dooto
2. CLAP YOUR HANDS ..... The Wheels, Folly
3. NO ONE (CAN EVER TAKE YOUR PLACE) ... Sam Cooke, Keen
4. YOU'RE MY BABY ..... Sarah Vaughan, Mercury
5. WHATCHA GONNA DO ..... Nat King Cole, Capitol
6. CHOP STICKS ..... Billy Vaughn, Dol
7. LOVE ME, MY LOVE ..... Dean Martin, Capitol
8. TEENSVILLE ..... Chet Atkins, RCA Victor
9. LET THE LITTLE GIRL DANCE ..... Billy Bland, Old Town
10. BEATNIK FLY ..... Johnny & the Hurricanes, Warwick
11. WORDS ..... Pat Boone, Dol
12. (WELCOME) NEW LOVERS ..... Pat Boone, Dol
13. ALVIN'S ORCHESTRA. David Seville & the Chipmunks, Liberty
14. CHATTANOOGA SHOE SHINE BOY ... Freddy Cannon, Swan
15. HOME FROM THE HILL ..... The Kingston Trio

### HOT 100: A TO Z

A Year Ago Tonight	78
Am I That Easy to Forget	44
Amopole	65
Among My Souvenirs	23
Baby	37
Baciare, Baciare	56
Bad Boy	19
Beyond the Sea	17
Big Hurt, The	33
Bonnie Came Back	34
Bulldog	48
China Doll	100
Clementine	94
Closer Walk	58
Country Boy	49
Crazy Arms	71
Darling Lorraine	16
Delaware	4
Don't Let the Sun Catch You Crying	61
Down by the Station	79
El Paso	32
Eternally	27
Fannie Mae	52
First Name Initial	11
Forever	5
Friendly World	44
Go, Jimmy, Go	41
Handy Man	53
Happy Muleteer, The	47
Harbor Lights	8
Harlem Nocturne	67
Heartaches by the Number	99
He'll Have to Go	31
Honey Hush	57
Honey Love	83
Hound Dog Man	84
How About That	86
Hully Gully	72
I Don't Know What It Is	40
I Know What God Is	89
I Wanna Be Loved	21
I Was Such a Fool	62
If I Had a Girl	51
I'll Take Care of You	13
It's Time to Cry	81
Just Come Home	87
Lady Luck	54
Let It Be Me	38
Let It Rock	36
Let's Try Again	6
Little Bitty Girl	28
Little Coco Palm	59
Little Things Mean a Lot	77
Lonely Blue Boy	45
Lucky Devil	80
Mack the Knife	97
Mary, Don't You Weep	66
Midnight Special	30
Money	88
My Little Marine	63
No Love Have I	82
Not One Minute More	70
Oh, Carol	14
On the Beach	26
One Mint Julep	69
Peace of Mind	2
Pretty Blue Eyes	23
Rockin' Little Angel	91
Run, Red, Run	24
Running Bear	73
Sandy	76
Secret of Love	35
Shimmy, Shimmy Ko-Ko Bop	42
Sixteen Reasons	92
Skokian	85
Smokie (Part II)	1
Sweet Nothin's	68
Talk That Talk	25
Talk Oak Tree	60
Teardrop	12
Teen Angel	50
Tell Her for Me	39
Tender Love and Care	20
That Old Feeling	75
Theme From a Summer Place	15
Time and the River	43
Too Much Tequila	18
Tracy's Theme	93
Uptown	7
Village of St. Bernadette, The	96
Waltzing Matilda	9
Way Down Yonder in New Orleans	46
What About Us	29
What in the World's Come Over You	10
Where or When	
Whiffenpoof Song	
Why	
Why Do I Love You So	
Wild One	
You Got What It Takes	

### 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.

#### PAUL ANKA



**PUPPY LOVE** (Spanka, BMI) — Anka sells the attractive rockaballad strongly. He gets lush support from a fem chorus and the ork. Side should be another big one for him. Flip is "Adam and Eve," (Spanka, BMI).

ABC-Paramount 10082

#### CONNIE FRANCIS



**TEDDY** (Spanka, BMI) — MAMA (Southern, ASCAP) — The thrush has two winning sides. "Teddy" is well-delivered rockaballad tribute. "Mama" shows a lovely and wistful reading of the oldie with the vocal in Italian. They should coast in.

M-G-M 12878

#### ACKER BILK & HIS PARAMOUNT JAZZ BAND



**SUMMER SET** (Hollis, BMI) — The attractive instrumental waxing, featuring sweet soprano sax, is a big English hit. It's similar in mood to "Petite Fleur." The haunting theme is most spinnable, and the side can easily happen. Flip is "Acker's Away," (Hollis, BMI).

Atco 6160

#### MONTE KELLY



**SUMMER SET** (Hollis, BMI) — Kelly has a strong cover of the pretty tune. In addition to a sparkling soprano sax lead on the leisurely paced jazz theme, strings come in on the bridge for a highly listenable effect. This will compete. Flip is "Amalia," (Jones, BMI).

Carlton 527

#### FABIAN



**STRING ALONG** (Bluegrass-Rambled, BMI) — ABOUT THIS THING CALLED LOVE (Rambled, BMI) — Fabian can have another two-sider with his latest effort. "String Along" is a countryish rocker, delivered strongly. "About This Thing Called Love" is a rocker with a Latin flavor. Both appear hit bound.

Chancellor 1047

#### THE DRIFTERS



**THIS MAGIC MOMENT** (Rumbalero-Tiger-Tredlow, BMI) — BALTIMORE (Jot-Tiger, BMI) — The lead voice offers a feelingful vocal on "Magic Moment," a rockaballad, and he gets fine group support. "Baltimore" is a bouncy rocker, and this is also given a strong outing by the group. Both should score.

Atlantic 2050

#### THE CRESTS



**STEP BY STEP** (Winneton, BMI) — GEE (BUT I'D GIVE THE WORLD) (Winneton, BMI) — Either side can keep the crew's hit string going. "Step by Step" is a contagious, medium-beat tune that tells of various steps that lead to romance. "Gee" is a pretty rockaballad that gets a warm group vocal.

Coed 525

#### MARV JOHNSON



**LOVE THE WAY YOU LOVE** (Jobete, BMI) — LET ME LOVE YOU (Jobete, BMI) — Johnson has two strong items to follow his current "You Got What It Takes." "Love" is a rocking side, and the singer gives it a zestful reading. "Let Me Love You" is a nicely handled ballad with beat.

United Artists 208

#### THE FRANTICS



**NO WEREWOLF** (Cornerstone, BMI) — WEREWOLF (Cornerstone, BMI) — The Frantics have two interesting bids. Both are eerie, minor-keyed themes that spotlight twangy guitars over rhythm support. They perform the tunes well, and the sides could catch on.

Dolton 16

#### CLYDE McPHATTER



**THINK ME A KISS** (Rush, BMI) — WHEN THE RIGHT TIME COMES ALONG (Seemac, BMI) — McPhatter has two strong contenders. "Think Me a Kiss" is a mild rocker that comes in for a salable belt. "When the Right Time Comes Along," a ballad with beat, is read with heart by the singer. Both should figure.

M-G-M 12877

#### BILL BLACK'S COMBO



**WHITE SILVER SANDS** (Sharina, BMI) — THE WHEEL (Jec, BMI) — The Black Combo follows their "Smokie (Part II)" with two likely winners. They apply a listenable and danceable instrumental treatment to "White Silver Sands," the hit of a few seasons back. "The Wheel," a blues, gets a sort of boogie-woogie approach.

Hi 2021

#### DAVE (BABY) CORTEZ



**DEEP IN THE HEART OF TEXAS** (Melody Lane, BMI) — YOU'RE JUST RIGHT (Lowell, BMI) — The organist styles "Deep in the Heart of Texas" with lots of spirit. It's in a rocker groove, and it could easily take off. Cortez is the vocalist on "You're Just Right," and the gospel-like tune is neatly sold by the artist.

Clock 1020

#### DICK FLOOD



**IT'S MY WAY** (Cedarwood, BMI) — IT ONLY COSTS A DIME (Combine, BMI) — Flood, who scored well with his version of "The Three Bells," has two hot sides. "It's My Way" is a lovely rockaballad with countryish overtones. "It Only Costs a Dime" is a ballad that tells of a lonely boy, who plays a certain record on the juke box. Both can register for big coin.

Monument 414

(Continued on page 39)



# BEST SELLING SINGLES

- |         |   |         |  |
|---------|---|---------|--|
| # 15985 | AM I THAT EASY TO FORGET—<br>Debbie Reynolds                        | # 16040 | BAD BOY—Robin Luke   |
| # 16020 | LIFE GETS TEE-JUS •<br>I NEVER SEE MAGGIE ALONE—<br>Wink Martindale | # 16042 | NYOW! NYOT NYOW! • MASHUGA<br>—Louis Prima and Keely Smith |
| # 16021 | CHOP STICKS • YOU'RE THE<br>ONLY STAR—Billy Vaughn                  | # 16046 | HE'LL HAVE TO GO—Jim Lowe                                  |
|         |   | # 16048 | (WELCOME) NEW LOVERS •<br>WORDS—Pat Boone                  |

# BEST SELLING REGULAR & **STEREO** ALBUMS

- |          |  |          |  |
|----------|--|----------|--|
| DLP-3001 | SWEET MUSIC & MEMORIES—<br>Billy Vaughn    | DLP-3201 | GOLDEN HITS—Billy Vaughn                             |
| DLP-3016 | THE GOLDEN INSTRUMENTALS—<br>Billy Vaughn  | DLP-3202 | PATRIOTIC CHIMES—<br>Dr. Charles S. Kendall          |
| DLP-3064 | MELODIES IN GOLD—Billy Vaughn              | DLP-3205 | GOLDEN SAXOPHONES—<br>Billy Vaughn                   |
| DLP-3068 | HYMNS WE LOVE—Pat Boone                    | DLP-3210 | LOUIS AND KEELY!—<br>Louis Prima and Keely Smith     |
| DLP-3071 | PAT'S GREAT HITS—Pat Boone                 | DLP-3212 | DODIE STEVENS  |
| DLP-3075 | WORD JAZZ—Ken Nordine                      | DLP-3218 | LAWRENCE WELK GLEE CLUB                              |
| DLP-3100 | SAIL ALONG SILV'RY MOON—<br>Billy Vaughn   | DLP-3224 | DANCE WITH LAWRENCE WELK                             |
| DLP-3103 | MMMM...THE MILLS BROTHERS                  | DLP-3234 | HE LEADETH ME—Pat Boone                              |
| DLP-3118 | STAR DUST—Pat Boone                        | DLP-3237 | THE MILLS BROTHERS SING                              |
| DLP-3119 | BILLY VAUGHN PLAYS THE<br>MILLION SELLERS  | DLP-3241 | BE MY LOVE—Keely Smith                               |
| DLP-3122 | JOHNNY MADDOX PLAYS THE<br>MILLION SELLERS | DLP-3245 | DECK OF CARDS—<br>Wink Martindale                    |
| DLP-3155 | WHEN YOU'RE SMILING—<br>Eddie Peabody      | DLP-3250 | THE LENNON SISTERS SING<br>BEST-LOVED CATHOLIC HYMNS |
| DLP-3156 | BILLY VAUGHN PLAYS                         | DLP-3251 | SONGS OF THE ISLANDS<br>Lawrence Welk                |
| DLP-3157 | THE MILLS BROTHERS<br>GREAT HITS           | DLP-3260 | BILLY VAUGHN PLAYS<br>STEPHEN FOSTER                 |
| DLP-3164 | MR. MUSIC MAKER—<br>Lawrence Welk          | DLP-3261 | PAT'S GREAT HITS VOL. II—<br>Pat Boone               |
| DLP-3165 | BLUE HAWAII—Billy Vaughn                   |          |  |
| DLP-3191 | DEBBIE—Debbie Reynolds                     |          |  |
| DLP-3197 | SOFTLY AND TENDERLY—<br>Gale Storm         |          |  |
| DLP-3198 | OLD FASHIONED LOVE—<br>Johnny Maddox       |          |  |
| DLP-3199 | SIDE BY SIDE—<br>Pat and Shirley Boone     |          |  |
| DLP-3200 | VOICES AND STRINGS OF<br>LAWRENCE WELK     |          |  |

## NEW RELEASES

- |         |  |
|---------|--|
| # 16044 | SIZE 12 • I—Don Cornell                                  |
| # 16047 | WAS THERE ONCE<br>• YOU WON'T BE<br>SATISFIED—Mike Minor |
| # 16049 | OH! MA-MA!<br>• I MISS YOU SO—<br>The Mills Brothers     |



THE NATION'S BEST SELLING RECORDS



# Reviews of THIS WEEK'S SINGLES (continued)

The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 37

### SANDY NELSON

**THE WIGGLE** (Travis, BMI) — **PARTY TIME** (Travis, BMI) — Nelson applies an infectiously percussive beat to "The Wiggle," a smartly-paced, danceable side, that features a guitar lead. "Party Time" is a blues, and the instrumental side is also attractively handled over the various sound of a party. **Imperial 5648**

### MR. LEE

**THE DECISION** (Wanda, BMI) — Mr. Lee starts this side with spoken intro. It then leads into a talk-sing reading of the bluesy rockaballad. He registers strongly with his dedicated outing. Flip is "What's Your Name." (Wanda, BMI). **Winter 501**

### THE SINGING BELLES

**SOMEONE LOVES YOU, JOE** (Davis, BMI) — The fems deliver a snappy reading of the march-like ditty with winning appeal. It's done over a clever arrangement. The side has a sound, and it appears one to watch. Flip is "The Empty Mailbox," (One o'Clock, BMI). **Madison 126**

### TOMPALL & THE GLASER BROTHERS

**CARELESS LOVE, GOODBYE** (Acuff-Rose, BMI) — **ALIBI** (Cedarwood, BMI) — "Careless Love, Goodbye" is an attractive Boudleaux Bryant tune, and Tompall and the Glasers hand it a sprightly reading over plucked string backing. "Alibi" is a folksy sort that tells of a murder and the unfortunate events that follow. Interesting sides, and either can score. **Decca 31051**

### TOMMY ZANG

**UNDER YOUR SPELL AGAIN** (Central Songs, BMI) — **TAKE THESE CHAINS FROM MY HEART** (Milene, BMI) — Zang has a strong cover of "Under Your Spell Again," currently a big c.&w. hit for Ray Price. "Take These Chains," a countryish ballad, is also a strong bit of material that comes in for a fine reading. **Hickory 1114**

### BOBBY COMSTOCK AND THE COUNTS

**JAMBALAYA** (Acuff-Rose, BMI) — **LET'S TALK IT OVER** (Medal, BMI) — Bobby Comstock, who had a big hit on Blaze, moves over to the Atlantic label for a scorching reading of the Hank Williams tune. Flip is a pretty ballad. Both sides can happen. **Atlantic 2051**

Country & Western

### GEORGE JONES

**SPARKLING BROWN EYES** (Dixie, BMI) — **ACCIDENTALLY ON PURPOSE** (Glad-Starday, BMI) — Jones should also grab a lot of pop loot with these bids. "Sparkling Brown Eyes" has a danceable beat, and the catchy tune is nicely rendered. "Accidentally on Purpose," a strong ballad, is more c.&w. in sound, but this should also get spins and coin. **Mercury 71583**

### JAMES O'GWYNN

**SOMEONE SWEET TO LOVE** (Glad, BMI) — **THAT'S ALL I GOT FROM YOU** (Glad, BMI) — "Someone Sweet to Love," a bright up-tempo tune gets a smart, dual-track reading from O'Gwynn. Flip, "That's All I Got From You" is also dual-track in segs, and the artist applies an equally appealing rendition. **Mercury 71584**

### HANK LOCKLIN

**MY OLD HOME TOWN** (Coldwater-Senama, BMI) — **PLEASE HELP ME, I'M FALLING** (Ross Jungnickel, ASCAP) — Locklin has his two best outings in a while. "My Old Home Town," a smart piece of material, is given a stylish reading by the singer. "Please Help Me," a plaintive ballad, also has a strong chance. **RCA Victor 7692**

### FRANKIE MILLER

**THE MONEY SIDE OF LIFE** (Starday, BMI) — **RE-UNION (WITH DINNER ON THE GROUND)** (Starday, BMI) — Miller wails effectively on a solid lament about a miser. It's an interesting idea, and the artist gives it a fine go. Traditional fans should like it. "Reunion" is a bright item with amusing lyrics. **Starday 481**

## SPECIAL MERIT SPOTLIGHTS

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

### POP DISK JOCKEY PROGRAMMING

#### BING CROSBY

**THE MUSC OF HOME** (Frank, ASCAP) — **IT'S A GOOD DAY** (Goldsen, ASCAP) — "The Music of Home" is a lovely ballad from Frank Loesser's forthcoming Broadway show, "Greenwillow." Crosby renders the pretty tune warmly over lush ork backing. He reads "It's a Good Day" smartly over a bright ork assist. Both are fine sides that should please. **RCA Victor 7695**

#### KAY STARR

**YOU ALWAYS HURT THE ONE YOU LOVE** (Pickwick, ASCAP) — To a handsome arrangement for strings and piano, the lark sings the old tune with great heart. It's a classy effort that rates heavy spins. Flip is "Gonna Get a Guy," (Robbins, ASCAP). **Capitol 4339**

#### THE FRATERNITY BROTHERS

**MOONLIGHT AND ROSES** (Daniles, ASCAP) — The boys offer a listenable warble on the pretty oldie. It's delivered over fine ork support, and the side is attractive fare for all segs. Flip is "Darling, Darling," (Wedgewood, ASCAP). **Verve 10195**

### POP TALENT

#### SANDRA DEE

**DEAR JOHNNY** (Northern, ASCAP) — **WHEN I FALL IN LOVE** (Northern, ASCAP) — The popular young flick star has two impressive first sides. She has a slight Debbie Reynolds sound, and she warmly uses it on the two attractive themes. Both can pull a lot of spins. **Decca 31042**

### VERY STRONG SALES POTENTIAL

#### JERRY FULLER

★★★★ **TWO LOVES HAVE I** — **CHALLENGE** 59068 — The fine old tune is handed a listenable reading. Fuller gets a nice choral and ork sound in the backing. Side builds nicely. Watch this. (Miller, ASCAP)

★★★★ **I DREAMED ABOUT MY LOVER** — A smart arrangement which finds the cat in school dreaming of his lover girl. Good material well handled. Plenty of teen appeal here. (Texical-Jat, BMI)

#### FLOYD ROBINSON

★★★★ **TATTLETALE** — **RCA VICTOR 7693** — A cute song idea in which a tattletale spoils all their fun — in their playhouse and in school. Well handled and it could move out. (Tree, BMI)

★★★★ **I BELIEVE IN LOVE** — Robinson chants a cute Boudleaux Bryant tune and the side has a smart sound. Little girl's voice adds an interesting touch. Either side could go. (Acuff-Rose, BMI)

#### ROBERT & JOHNNY

★★★★ **TRY ME PRETTY BABY** — **OLD TOWN** 1078 — The boys get help on the up-beat side from some extremely high-voiced chicks. Cute rendition that can also draw some attention. (Maureen, BMI)

★★★★ **HEAR MY HEART BEAT** — The pair turn out a slow ballad to a neat arrangement. Nice melody and it has a dreamy quality. This can pull action. (Maureen, BMI)

#### TEDDY RANDAZZO

★★★★ **THE WAY OF A CLOWN** — **ABC-PARAMOUNT 10088** — Plaintive theme with clever lyrics is wrapped up in lushly melodic vocal and ork treatment, interpolating snatches of "Pagliacci." Either side could go. (Aldon, BMI)

★★★★ **CHERIE** — Randazzo serenades his "Parisian pony tail" in this effective teen-appeal ditty, styled for the new pretty-music trend. Watch it. (Almino, BMI)

#### PRESTON EPPS

★★★★ **FLAMENCO BONGO** — **MAJESTY 1300** — Epps bows on this label with Spanish-flamenco type tune that features bongos prominently. He scored with "Bongo Rock," a similar side. (Podlor, BMI)

★★★★ **BONGO BOOGIE** — Title explains this bright effort. Again the bongos get a stirring workout on the danceable side. It's one to watch. (Podlor, BMI)

## GOOD SALES POTENTIAL

★★★ **The Big Night** — **VERVE 10196** — Catchy r.&r. styled title tune from the Paramount movie is warbled with verve and style. (Sparrow, ASCAP)

★★★ **South Coast** — Familiar folk tune is sung with taste and sincerity by Sparks. Nice jockey side. (Montclare, BMI)

#### DAMITA JO

★★★ **The Widow Walk** — **MERCURY 71568** — The pretty song is built around the fisher folks' legend. Damita Jo gives a very sensitive reading, full of folk quality. (Raleigh, BMI)

★★★ **What Would You Do** — Another pretty side. Lyric tells of a troubled love, and Damita Jo sings it from the heart. (Frank, ASCAP)

#### RED PRYSOCK

★★★ **Off Shore** — **MERCURY 71573** — Instrumental. The standard, featuring a soulful horn. Nice programming. (Hanover, ASCAP)

★★★ **Deep Purple** — The standard. Makes a good coupling. Like the flip it's an instrumental with a soulful horn. (Robbins, ASCAP)

#### JIMMY WITHERSPOON

★★★ **Ain't Nobody's Business** — **GNP 156** — Another waxing by Witherspoon taken from a live performance. The chanter sings it with heart, and the comments from the band and crowd make it another exciting side. Two strong sides by the blues singer. (Celest, BMI)

★★★ **No Rollin' Blues** — Jimmy Witherspoon sells this pungent blues with his usual warmth over solid backing by the combo. Side is taken from a live performance and the crowd noises are exciting. (Celest, BMI)

#### STAN ROSS

★★★ **Please Don't Tease** — **WORLD PACIFIC 813** — A blues with a good lyric. Stan Ross shouts it with changing inflections so as to emphasize the meaning of the lyric. (Ridge, ASCAP)

★★★ **Once Again** — A bouncy item with a chick chorus chanting a response to Ross' lines. Nice, and so is the instrumental backing. (Ridge, ASCAP)

#### FOUR SHADES OF RHYTHM

★★★ **Life With You** — **APEX 1298** — Vocalist has a big voice, somewhat reminiscent of Billy Eckstine. Song is a ballad, done with strings. (Josette, BMI)

★★★ **A Hundred Years From Today** — The oldie, similar in its vocal style to the flip. Strings and a chorus abet the chanter. (Robbins, ASCAP)

#### JIMMY WITHERSPOON

★★★ **Ain't Nobody's Business** — **WORLD PACIFIC 814** — The fine blues singer comes thru with a first-rate reading of the familiar blues, backed smoothly by the jazz ork. A strong recording. (Celest, BMI)

★★★ **There's Good Rockin' Tonight** — The familiar novelty is handed a sock reading by the blues chanter over attractive support by the combo. Good wax for his fans. (Four Star, BMI)

#### HANK AYALA & MATADORS

★★★ **Betty Jo** — **BACK BEAT 530** — Hank Ayala comes thru with a good reading of a slow rocker on which he tells about the girl he adores. (J.D.A.-Lion, BMI)

★★★ **Handsome** — A good swinging rocker with a cute lyric is handled well by the young singer, and the side has a chance for coins. (J.D.A.-Lion, BMI)

#### THE BANTAMS

★★★ **Window of Blue** — **DECCA 31040** — The duo has a slight Everly Brothers sound. They sing the medium-beat countryish tune with appeal. Side can create interest. (Cedarwood, BMI)

★★★ **My Swing Is Broke** — Another bright outing on a rockabilly tune. The bantams handle the tune nicely over rock support. (Champion, BMI)

#### SHAYE COGAN

★★★ **They Said It Couldn't Be Done** — **M-G-M 12866** — This is not the L & M cigarette jingle tune but a pretty ballad, (Continued on page 40)

(Continued on page 40)

(Continued on page 40)

"Baghdad Rock (Parts I & II)," by the Sheiks, originally spotlighted by The Billboard in the November 26 issue, has been purchased by M-G-M. Record number is M-G-M 12876.







# Another **BIG** Smash From **ATLANTIC**



**Bobby** <sup>"Tennessee Waltz"</sup> **Comstock** and the Counts

# "JAMBALAYA"

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**ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS**

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Grelun Landon, of Hill & Range Songs, Inc., New York, predicts that Hank Snow's new release, due out momentarily, will be a real burner in all the leagues. "Between the Browns, Jim Reeves, Faron Young, Webb Pierce and Stonewall Jackson all carrying the country music banner smack onto the pop charts, it's like old home week here in New York around the television shows," typewrites Landon. "The studio reception the talent gets at the Dick Clark show is gratifying, as this is a generation that hasn't had any exposure to country music. Around here you can twirl and hear foreign-language broadcasts, Top 40 formats, symphonies, show and movie music on the radio, but no country at all since WNTA gave up the idea. Still, the new Ernest Tubbs album is beautifully displayed in many of the record shop windows and it's a bit easier getting a country single than ever before."

Bill Bramlett and the Chuck Wagon Gang are now regulars on "Cowntown Hoedown," presented each Saturday from the stage of the Majestic Theater, Fort Worth. Among c.&w. names slated for early guest appearances on "Hoedown" are Ray Price and His Western Cherokees, Floyd Tillman, June Carter, Rusty and Doug with Margie Bowes, Webb Pierce, Carl Smith and Ferlin Husky. Among recent visitors on the show were members of Hank Thompson's band, June Carter, Lawton Williams, Frankie Miller, Tom Tall and Myrna Jay. . . . Fiddler Buddy Durham, of "World's Original Jamboree," Wheeling, W. Va., is still taking it easy as the result of a fall the day before Christmas which resulted in a broken arm. Buddy and wife Marion have been regulars on the WWVA jamboree since 1955, but he has been working as a single since November, while Marion awaits a visit from the long-legged bird. Durham, who heads up his own label, Emperor Records, has as his next release "You're My Little Girl" b.w. "Created for Me," as done by Pat Garrison, Wheeling, W. Va.

Chief Dyson, of Del Records, Oklahoma City, recently directed a session on Billy Guitar and Ken Harrison at the Sullivan Hi-Fi Recording Studio there. Dyson inaugurated his new label with a double release a month ago, with Harrison's "Wasting Time" and "Play That Song Again" reported clicking handily in the Oklahoma City sector. Billy Guitar, Oklahoma City deejay, recently formed a Western swing combo billed as the Record Ranch Hands. . . . Last October Esquire magazine featured a seven-page article on country music in which Lester Flatt and Earl Scruggs were recognized with full-page portraits in color, along with comments by Alan Lomax. As an aftermath, it has just been learned that Tom Allen, of New York, who did the portraits, has been rewarded for his efforts with a Gold Medal by the Society of Illustrators, his paintings having been named the best editorial illustrations of 1959.

Sam Gibbs, Wichita Falls, Tex., booker, reports that he has the Miller Brothers' Band booked for a long string of dates for the first four months of 1960, including a four-week stand at the Golden Nuggett, Las Vegas, plus a number of college and rodeo dates. During a recent engagement in Los Angeles,

the Miller combo cut another session for 4-Star Records. . . . The Bob Wills band, currently on a four-weeker in Las Vegas, is slated to follow with a four-week repeat at Lake Tahoe, Calif. Tommy Duncan is appearing with the Wills combo on the Las Vegas stand, and will continue with the band on its swing thru Texas and Oklahoma in April. . . . Johnnie Lee Wills and his boys, presently winging it thru Georgia, Mississippi and Alabama, follow with a jaunt to the West Coast. They are set for seven dates with Hap Peebles in April, and will again be the feature at the Tulsa, Okla., Stampede the first week in May.

"Grand Ole Opry" bookings for February stack up as follows: Roy Acuff, the Wilburn Brothers and Ray Price, Calgary, Alta., February 9; Regina, Sask., 10; Winnipeg, Man., 11; Sioux Falls, S. D., 13, and Des Moines, Ia., 14; Margie Bowes, Don Gibson and Rusty and Doug, Robbinsdale, Minn., February 9; St. Cloud, Minn., 10, and Eau Claire, Wis., 11; Flatt and Scruggs, Sparta, Tenn., February 10; Athens, Ala., 11; Clarkson, Ky., 12; Auburntown, Tenn., 18; Silver Point, Tenn., 19; Rocky Mount, Va., 24, and Sandy Ridge, N. C., 26; Roy Drusky and Ferlin Husky, Clovis, N. M., February 9; Framington, N. M., 10; Colorado Springs, Colo., 11; Amarillo, Tex., 13; Cousin Jody, Memphis, February 12-13, and Tampa, 20; Johnny and Jack and Kitty Wells, Tampa, February 20; Huntsville, Ala., 26, and Tuscaloosa, Ala., 27; Faron Young, Hawaii, February 8-22.

Kenny Custer and the Cole Mountain Boys are doing a good job of plugging country music via their Saturday afternoon live show over WFBG-TV, Altoona, Pa. They are also regular features on WVSC radio in Somerset, Pa., and recently had Cowboy Howard Vokes as guest. Kenny invites artists and diskeries to send in their latest releases for a plug on his radio seg. . . . Songwriter Gee Gee Meyer and the Starday St. Louis distributor tossed a cocktail party for deejays and the music trade February 3 on an old riverboat moored on the St. Louis riverfront. The occasion was to promote Gee Gee's tune, "St. Louie on the River," done by Lex Thomas on the Starday label. . . . Bandera Records has just released a new platter by Bob Perry, coupling "Don't Say Those Things" and "It's the Way You Are," and has another one coming out soon by James Mack titled "Stolen Honey." Mack and his five-piece combo, of Memphis, have just concluded a four-week stand at the Twin Club, Chicago.

Ken Marvin and Nat Tannen were recent visitors on "World's Original Jamboree," Wheeling, W. Va. . . . Bob Manning, formerly on KPLT, Paris, Tex., is now engaged in religious work on the West Coast. . . . Buddy Spiker, formerly with Hank Snow, is now selling cooking ware in Charleston, W. Va. . . . Doty Swan is currently showing her wares at a Wheeling, W. Va., nitery. . . . Making a heap of country noise over Station WMLP, Milton, Pa., are the Pennsylvania Troubadours and the Circle D Boys. . . . The Triple A Ranch Gang are heard each Saturday over WBSB, Great Barrington, Mass., while the Town and Country Boys display their talents each Saturday over WLAD, Danbury, Conn.

# The Billboard HOT C & W SIDES

FOR WEEK ENDING FEBRUARY 7

TITLE, Artist, Company, Record No.

THIS WEEK	WEEKS AGO			WEEKS ON CHART
	ONE	TWO	THREE	
1	2	2	3	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643..... 10
2	1	1	1	EL PASO, Marty Robbins, Columbia 41511..... 14
3	3	3	2	SAME OLD ME, Ray Price, Columbia 41477..... 18
4	4	5	7	RIVERBOAT, Faron Young, Capitol 4291..... 13
5	5	6	9	NO LOVE HAVE I, Webb Pierce, Decca 31021..... 8
6	6	4	4	THERE'S A BIG WHEEL, Wilma Lee & Stony Cooper, Hickory 1107.... 17
7	7	7	5	AMIGO'S GUITAR, Kitty Wells, Decca 30987..... 14
8	9	14	21	WISHFUL THINKING, Wynn Stewart, Challenge 59061..... 7
9	12	21	24	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523.... 5
10	8	9	8	SCARLET RIBBONS, The Browns, RCA Victor 7614..... 13
11	11	15	22	ANOTHER, Roy Drusky, Decca 31024..... 4
12	10	10	11	FACE TO THE WALL, Faron Young, Capitol 4291..... 13
13	17	24	18	TIMBROOK, Lewis Pruitt, Decca 31038..... 9
14	14	17	15	ONE YOU SLIP AROUND WITH, Jan Howard, Challenge 59059..... 5
15	13	8	6	COUNTRY GIRL, Faron Young, Capitol 4233..... 30
16	16	13	12	UNDER YOUR SPELL AGAIN, Ray Price, Columbia 41477..... 12
17	24	27	29	MARY DON'T YOU WEEP, Stonewall Jackson, Columbia 41533..... 4
18	22	11	10	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245..... 19
19	15	12	13	THE LAST RIDE, Hank Snow, RCA Victor 7586..... 17
20	27	23	25	RIVERBOAT GAMBLER, Jimmie Skinner, Mercury 71539..... 4
21	18	18	14	ARE YOU WILLING WILLIE, Marion Worth, Guyden 2026..... 16
22	29	—	—	EYES OF LOVE, Margie Singleton, Starday 472..... 2
23	25	28	20	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374..... 40
24	23	20	17	FAMILY MAN, Frankie Miller, Starday 457..... 19
25	—	—	—	NOBODY'S DARLING BUT MINE, Johnny Sea, NRC 049..... 1
26	26	25	28	I'M MOVIN' ON, Don Gibson, RCA Victor 7629..... 9
27	—	—	—	GEORGIA TOWN BLUES, Mel Tillis and Bill Phillips, Columbia 41530.. 1
28	—	26	27	THE GIRL WHO DIDN'T NEED LOVE, Porter Wagoner, RCA Victor 7638.. 3
29	—	—	30	UNTIL TODAY, Elmer Snodgrass & the Musical Pioneers, Decca 31048.. 2
30	28	—	—	DEAR MAMA, Merle Kilgore, Starday 469..... 2

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• **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.	EL PASO (Marty's Music)	2	5
2.	DO-RE-MI (Williamson)	3	7
3.	CLIMB EV'RY MOUNTAIN (Williamson)	4	5
4.	WHY (Debmar)	1	6
5.	THE VILLAGE OF ST. BERNADETTE (Ludlow)	9	4
6.	AMONG MY SOUVENIRS (DeSylva-Brown-Henderson)	6	5
7.	RUNNING BEAR (Big Bopper Music)	7	3
8.	TEEN ANGEL (Acuff-Rose)	12	2
9.	THE SOUND OF MUSIC (Williamson)	—	1
10.	MISTY (Vernon-Octave)	8	14
11.	MACK THE KNIFE (Harms)	5	21
12.	THE BIG HURT (Music Productions)	13	5
13.	I KNOW WHAT GOD IS (Leeds)	11	4
14.	WAY DOWN YONDER IN NEW ORLEANS (Shapiro-Bernstein)	—	1
15.	PRETTY BLUE EYES (Almimo)	—	1

• **Best Selling Sheet Music in Britain**

(For week ending January 30)

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)	Travelling Light—Aberbach (Alamo)
Why—Debmar (Debmar)	Among My Souvenirs—Lawrence Wright (DeSylva, Brown & Henderson)
Heartaches By the Number—Joy (Pamper)	Oh! Carol—Nevins-Kirshner (Aldon)
What Do You Want to Make Those Eyes At Me For?—Francis Day (Feist)	Snow Coach—Feldman (—)
Sitting in the Back Seat—Sheldon (Sequence)	Mack the Knife—Arcadia (Harms)
Voice in the Wilderness—Chappell (Chappell)	Side Saddle—Mills (Mills)
Little White Bull—Peter Maurice (—)	High Hopes—Barton (Maraville)
Raw Hide—Leeds (Erosa)	Ivy Will Cling—John Fields (—)
Happy Anniversary—Dominion (Korwin)	Bad Boy—Youngstar (Youngstar)
What Do You Want—Mills (Mills)	Poor Me—Mills (Mills)
	Way Down Yonder in New Orleans—Lawrence Wright (Shapiro-Bernstein)

• **Best Selling Pop Records in Britain**

(For week ending January 30)

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

• **Reviews of New Pop Records**

• *Continued from page 40*

★ ★ ★  
**GOOD SALES POTENTIAL**

★ ★ ★ **I'm So Glad You're Mine**—Bluesy reading by the singer on a pounding ballad with beat. Hamilton gets good backing from the chorus and ork. (West-Higgins-Jobete, BMI)

**JUNION WELLS**  
★ ★ ★ **Little By Little**—PROFILE 4011—Good shout by Wells on medium-beat blues. It's done dual-track style. It should sell in pop and r.&b. markets. (Melva, BMI)

★ ★ ★ **Come On in This House**—Bluesy side is nicely handled by Wells. He sings the smoky tune with lots of heart over effective backing. Also a dual-market side. (Melva, BMI)

**SAVINA**  
★ ★ ★ **The Only Way**—RANDOM 601—The lark gets lush backing for her sultry reading of the ballad. It's a quality side that might catch on with plugs. (Maxwell, BIEM)

★ ★ ★ **Give Your Heart to Me**—Savina has somewhat of a Joni James quality. She reads the beguine warmly over pretty ork support. (Maxwell, BIEM)

**BETTE ST. CLAIRE**  
★ ★ ★ **Easy to Say**—SEECO 6042—Side is from the singer's LP, "Bette St. Claire at Basin Street East." She gives the evergreen a feelingful go over smooth combo support. (Southern, ASCAP)

★ ★ ★ **Ah Sweet Mystery of Life**—Stylized reading of the oldie over light guitar backing. Side is also from her album. (Witmark, ASCAP)

**BOBBY MILLER**  
★ ★ ★ **That's All That Matters**—APOLLO 3854—Pretty rendition of an active rocka-ballad. The chanter gets a good chorus and ork assist. It has a chance, if exposed. (Hecht, Lancaster & Buzzel, ASCAP)

★ ★ ★ **The Wonder of It All**—Lovely ballad is warmly sung over a lush arrangement. Impressive side that rates attention. (Hecht, Lancaster & Buzzel, ASCAP)

**DINAH SHORE**  
★ ★ ★ **When the Sparrows Learn to Fly**—CAPITOL 4344 — Miss Shore thrushes a pretty ballad with a philosophical message. Simple arrangement is heard in the backing. (Ardmore, ASCAP)

★ ★ ★ **I Have So Many Things to Do Today**—Another slow tune in which the gal discusses her many chores of a busy day. She's getting ready for the wedding day. (Mayfair, ASCAP)

**MARTY GOLD**  
★ ★ ★ **The Music of Home** — RCA VICTOR 7696 — Lovely version of the song from "Greenwillow," the forthcoming Frank Loesser show. It's classy and listenable. Jocks should take to it. (Frank, ASCAP)

★ ★ ★ **Lissabon** — Flavorsome reading of a bright samba. Occasionally a male chorus chimes in the title phrase. (Gil, BMI)

**THE HOT TODDYS**  
★ ★ ★ **Nan-Je-Di** — STRAND 25011 — Catchy Latinish sort is blared by honking tenor over plucked string support. It can move. (Tupper, BMI)

★ ★ ★ **Hoe Down** — Danceable blues also features a tenor sax lead. It should go as well as the flip. (Tupper, BMI)

**CATERINA VALENTE**  
★ ★ ★ **Nessuno Al Mondo (No Arms Can Ever Hold You)** — LONDON 1907 — Warm and pretty reading of an Italian ballad. Pretty side for jocks. (Gil, BMI)

★ ★ ★ **Felecita** — Side begins with strumming mandolins, and then moves into a catchy samba tempo. Also a quality side that should get spins a-plenty. (Ross-Jungnickel, ASCAP)

**THE ROYAL JOKERS**  
★ ★ ★ **Sam's Back** — METRO 20032 — Sam's been away for a long time — five, 10, 15 years, he says, and the group rejoices. It's a blues with a repetitive chorus figure. Has a sound. (Melanie, BMI)

★ ★ ★ **Grabitis** — The group turns in a novelty styled effort about the gal who has the incurable disease — grab-itis. Boys hand it a good performance. (Melanie, BMI)

**LYDIA AND HER MELODY STRINGS**  
★ ★ ★ **Send Me the Pillow (You Dream**

On) — CAPITOL 4336 — The pleaser song, written by Hank Locklin, is given a pretty effort by Lydia. Gal has a nice heartache touch in the vocal department, which goes well with the tune. (Four Star, BMI)

★ ★ ★ **Take These Chains From My Heart** — Here's one of the more memorable tunes by Hank Williams, and Lydia again does right by the emotional material. (Acuff-Rose, BMI)

**KENNY RANKIN**  
★ ★ ★ **Tonight, I'm Speaking of Love** — DECCA 31054 — Slowish rockaballad gets a smooth outing from the chanter. Side can sell. Good backing helps. (Roosevelt, BMI)

★ ★ ★ **What Do You Want to Make Those Eyes at Me For** — Tune was recently waxed by Sunny Gale on Warwick. Rankin has a salable version that can also come in for share of loot on the tune. (Feist, ASCAP)

**SONNY LESTER**  
★ ★ ★ **Tintarella Di Luna** — JARO 77019 — Pleasant male chorus vocal is spotlighted on colorful theme with an infectious Latin beat. Merits exposure. (Southern, ASCAP)

★ ★ ★ **Anchors Aweigh** — Unusual swingy pop treatment of the standard. Solid off-beat deejay wax. (Robbins, ASCAP)

**JERRY COOPER**  
★ ★ ★ **Never Leave Your Sugar Out in the Rain** — CLIMAX 109 — Cooper has a bit of a Jolson sound on this smartly rendered tune. It's done in a light, danceable shuffle tempo. Good jockey side. (Gold, ASCAP)

★ ★ ★ **Daddy's Little Girl** — Cooper warbles effectively on his revival of the hit of some years back. Listenable outing can sell. (Cherio, BMI)

**THE DELICATES**  
★ ★ ★ **Your Happiest Years** — UNITED ARTISTS 210 — Listenable harmonies by the group on a pretty rockaballad with Latinish overtones. It can move. (Arch, ASCAP)

★ ★ ★ **Flip Flip** — The Delicates handle a mild rocker attractively, giving out with interesting vocal gimmicks in their rendition. Side can create interest. (Unart, BMI)

**RAY SHARPE**  
★ ★ ★ **Gonna Let It Go This Time** — JAMIE 1149 — Bouncy rhythm - novelty is wrapped up in showmanly vocal by Sharpe. Dual market item. (Gregmark, BMI)

★ ★ ★ **Bermuda** — Exotic oldie with Latin tempo is handed competent vocal treatment by Sharpe. (Goday, BMI)

**BOBBY & BILLY**  
★ ★ ★ **When My Dreamboat Comes Home** — UNITED ARTISTS 199—Stylized rockabilly reading of the oldie by the duo. They have a fresh, interesting sound, and the side should grab action. (Witmark, ASCAP)

★ ★ ★ **Gone Away** — Soft outing on a folkish medium-beater. This side should also be a contender. (Almino, BMI)

**COUNT BASIE**  
★ ★ ★ **How Am I to Know?**—ROULETTE 4226—The Basie ork is in good form here on this swinging side taken from the Basie album "Dance Along With Count Basie." There is a lot more Basie piano than usual. (Robbins, ASCAP)

★ ★ **It Had to Be You**—From the same album comes this side, which features a smoother Basie ork performance, of another evergreen. (Remick, ASCAP)

(Continued on page 44)

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# Reviews of New Pop Records

Continued from page 43

## ★ ★ ★ GOOD SALES POTENTIAL

**STEVE KARMEN**  
★★★ *Free Passes*—CUB 9059—The passes are for the movie show and Karmen asks his darlin' to come along and have a ball with him. It's a well handled rocker by the artist, and it could catch some teen attention. (Dominion, BMI)

★★ *Lost*—Karmen gets on a ballad kick on this side with a chick chorus heard behind him. Pleasant effort but flip has the edge. (Dominion, BMI)

**MAMIE PERRY**  
★★★ *Lament*—PIONEER INT'L 1002—Unusual side. Thrush sings a lament about a departed love. Percussion lends a pervasive beat, and the melody has an old-world folk quality, enhanced by violins. (Orjoe, BMI)

★★ *Love Lost*—Similar to flip with folksy and gypsy overtones, enhanced by the violin part. (Orjoe, BMI)

**GUS JENKINS**  
★★★ *Signing In*—PIONEER INT'L 1003—Blues instrumental with a lot of soul and imaginative ideas in the arrangement. Excellent programming. (Orjoe, BMI)

★★ *Cutting Out*—Blues instrumental. Arrangement incorporates some good ideas and develops an interesting riff. (Orjoe, BMI)

**JOHNNIE ALLAN**  
★★★ *Letter of Love*—MERCURY 71567—The letter tells of unrequited love, to a triplet-figured backing. A fetching sound to this one. (Big Bopper-Flat Town, BMI)

★★ *Angel Love*—A country-oriented side. Allan gets a poignant quality into his reading. (Big Bopper-Flat Town, BMI)

**ROSCOE SHELTON**  
★★★ *Say You Really Care*—EXCELLO 2170—Roscoe Shelton sells a bright rock and roll effort with spirit over good backing by the combo. This could get spins and coins. (Excellorec, BMI)

★★ *It's My Fault*—Attractive blues ballad is performed with warmth by the chanter over simple combo support. This side is for r.&b. fans. (Excellorec, BMI)

**THE FOUR SHADES OF RHYTHM**  
★★★ *A Hundred Years From Today*—APEX 967—The Four Shades of Rhythm handle the standard smoothly, backed lushly by a big ork. Oscar Lindsay is the vocalist, and he has a sound. (Robbins, ASCAP)

★★ *Life With You*—Good ballad is chanted with feeling by Lindsay. (Josete, BMI)

**ROY ACUFF**  
★★★ *Don't Know Why*—HICKORY 1113—Don Gibson wrote this attractive tune which Roy Acuff sings with feeling over strong backing by the ork. This could catch some coins. (Acuff-Rose, BMI)

★★ *Thanks for Not Telling Me*—Roy Acuff performs this ballad with feeling, as he explains that he knows his girl no longer loves him. (Central Songs, BMI)

**JOHNNY DORELLI**  
★★★ *La Donna Che Amero*—20TH FOX 17—A pretty Latin based melody. It's a ballad and Dorelli hands it a nice, relaxed reading. (Acuff-Rose, BMI)

★★ *Meravigliosa Labbra*—A rather wierd and offbeat side. It's done extremely slowly

## ★ ★ MODERATE SALES POTENTIAL

**SHEL SILVERSTEIN**  
★★★ *I Wonder Who's Kissing Her Now?*—ELEKTRA 6—From the album "Hairy Jazz" comes the side. The oldie is sung by a sobbing voice for opening phrases and closing phrases with a bouncy rhythmic reading for most of the side. (Vogel, ASCAP)

★★ *Broken Down Mama*—From the album comes the shouting, rowdy delivery with vocal accompanied by honky tonk piano. (Nina, BMI)

**SHIRLEY JACKSON**  
★★★ *The Wedding*—METRO 20031—In lyric theme this is a weeper and country-oriented, but the performance is strictly pop with lush strings. Gal does a good vocal. (Melanie, BMI)

★★ *Wait for Me*—Thrush, backed by a

in a crooning Spanish style and unusual percussion units are heard. Offers something different in a dirge-like rhythm. (Acuff-Rose, BMI)

**TEDDY VANN**  
★★★ *Cindy*—TRIPLE-X 101—This is the oldtime rouser "Git Along Home, Cindy," and it's given a spirited reading by Vann with an enthused chorus in support. Big ork is heard in the backing. Has a chance. (Allan-K, BMI)

★★ *I'm Waiting*—A slow chanted ballad with a piano and organ supporting and a gal's voice answering the phrases by Vann. It's done in a feelingful manner and it could pick up a spin. (Allan-K, BMI)

**AARON COLLINS**  
★★★ *A Prayer for Elaine*—DYNASTY 640—Aaron Collins bows on the label with a tender reading of a song devoted to his true love. The boys sing it with much heart. (Trio, ASCAP)

★★ *Dry Your Eyes and Try Again*—On this side the lad sells a pretty ballad with warmth, helped by a simple arrangement and chorus. (Car-Mar, ASCAP)

**ROSE HARDAWAY**  
★★★ *The Lonesome Road*—SEECO 6048—Showmanly thrushing by gal on the great oldie. Merits deejay spins. (Paramount, ASCAP)

★★ *Night and Day*—Mildly r.&r. styled version of the Porter standard with sultry piping by the thrush. (Harms, ASCAP)

**CLAIRE LANE**  
★★★ *All By Myself*—DELL STAR 1—Slowish verse leads into a fairly bright tempo on the chorus. Miss Lane delivers the oldie with charm. It rates spins. (Berlin, ASCAP)

★★ *I Love You So*—Pleasant outing on a minor-keyed ballad. Pounding, plucked string support backs the thrush. Flip appears to have an edge, however. (Jan-El, BMI)

**CLEM SHAMUS**  
★★★ *They Killed the Drummer Boy* (Little Drummer Boy)—EVEREST 19331—Tune tells of an event in the Revolutionary War. It's a catchy march ditty, somewhat along the lines of some of the Johnny Horton hits. (Elliot, ASCAP)

★★ *Always, Always, Always*—Snappy waltz is given a bright chorus sing by Shamus and a group. Flip appears the stronger side. (Shapiro-Bernstein, ASCAP)

**TONY COSMO**  
★★★ *Wise to You*—FLING 716—Tender chanting by Cosmo on melodic rockaballad. Pretty deejay wax. (Bengimann, ASCAP)

★★ *Pony Tail Annie & Crew Cut Joe*—Catchy rhythm-rocker is sung in okay fashion by Cosmo and chorus. Good backing job. (Bengimann, ASCAP)

**PENNY CANDY**  
★★ *They Said*—DWIN 816—Penny Candy, who made some noise with "The Rockin' Lady From New Orleans," gives an okay reading of Latinish tune, based on cigarette commercial. (Village, BMI)

★★ *Come on Over*—Okay sing on a rocker. It should move as well as the flip. (Village, BMI)

chorus, does a tasteful rockaballad with the arrangement embellished by strings. (Melanie, BMI)

**THE SHEPPARDS**  
★★ *Meant to Be*—APEX 7755—The boys sing this unusual ballad in good style, and it has a sound. (Josette, BMI)

★★ *It's Crazy*—The Sheppards handle this bluesy ballad in warm fashion over organ support. (Josette, BMI)

**OSCAR BROWN**  
★★★ *Three Squares and a Bunk*—MAD 1299—Jazz-styled vocal reading by Oscar Brown is listenable, and the backing moves. (Josette, BMI)

(Continued on page 45)

# The Billboard HOT R & B SIDES

FOR WEEK ENDING FEBRUARY 7.

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	TITLE, Artist, Company, Record No.
1	2	9	—	3	BABY (YOU GOT WHAT IT TAKES), Brook Benton and Dinah Washington, Mercury 71565
2	7	6	4	15	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314
3	4	7	7	6	RUNNING BEAR, Johnny Preston, Mercury 71474
4	5	3	3	11	TALK THAT TALK, Jackie Wilson, Brunswick 55165
5	11	—	—	2	HANDY MAN, Jimmy Jones, Cub 9049
6	1	1	1	11	SMOKIE (PART II), Bill Black's Combo, Hi 2018
7	3	2	2	14	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185
8	14	27	—	3	MONEY, Barrett Strong, Anna 1111
9	6	8	13	4	SWEET SIXTEEN, B. B. King, Kent 330
10	24	—	—	2	JUST A LITTLE BIT, Roscoe Gordon, Yee Jay 332
11	15	23	20	9	LET THEM TALK, Little Willie John, King 5274
12	8	15	24	4	TEEN ANGEL, Mark Dinning, M-G-M 12845
13	12	12	6	5	WHY, Frankie Avalon, Chancellor 1045
14	17	11	16	10	FANNIE MAE, Buster Brown, Fire 1008
15	9	5	8	15	THE CLOUDS, The Spacemen, Alton 254
16	22	—	—	2	THE BIG HURT, Toni Fisher, Signet 275
17	13	20	—	3	NOT ONE MINUTE MORE, Della Reese, RCA Victor 7644
18	18	16	28	4	SHIMMY, SHIMMY, KO-KO BOP, Little Anthony and the Imperials, End 1060
19	23	28	25	4	GO, JIMMY, GO, Jimmy Clanton, Ace 575
20	10	4	5	12	COME INTO MY HEART, Lloyd Price, ABC-Paramount 10062
21	19	13	17	4	IT'S TIME TO CRY, Paul Anka, ABC-Paramount 10064
22	25	—	—	2	SECRET OF LOVE, Elton Anderson, Mercury 71542
23	—	—	—	1	DON'T LET THE SUN CATCH YOU CRYIN', Ray Charles, Atlantic 2047
24	30	21	14	13	BE MY GUEST, Fats Domino, Imperial 5629
25	16	10	11	5	AMONG MY SOUVENIRS, Connie Francis, M-G-M 12841
26	28	24	12	11	WON'TCHA COME HOME, Lloyd Price, ABC-Paramount 10062
27	21	17	23	4	WHAT ABOUT US, Coasters, Atco 6153
28	20	19	27	17	SO MANY WAYS, Brook Benton, Mercury 71512
29	29	26	21	14	ALWAYS, Sammy Turner, Big Top 3029
30	27	—	—	6	HEARTACHES BY THE NUMBER, Guy Mitchell, Columbia 41476

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# Reviews of New Pop Records

Continued from page 44

## MODERATE SALES POTENTIAL

★★ But I Was Cool—He cried when his girl, but he was cool, says the singer. (Josette, BMI)

**RUSS TAYLOR**  
★★ Say You're Mine—VINE STREET 110—Russ Taylor sings this ballad in nice style helped by a male vocal group and a big band. (Iris, BMI)

★★ Basin Street Blues—The familiar evergreen is handed a smart treatment by the singer and the Marti May Singers and ork. (Mayfair, ASCAP)

**JACK EVANS**  
★★ Colette—KAYO 502—A cute rocker effort receives a listenable performance from the chanter over neck support. Pleasant side. (Twenty, BMI)

★★ What Can I Say (After I Say I'm Sorry)—Jack Evans performs the oldie in fair fashion here a girl's rock backing that also features a girl's chorus. (Miller, ASCAP)

**BOB BARRY**  
★★ No Barry for Me—UNICAL 7—Barry offers a rockabilly flavored effort against a double time rhythm accompaniment. Good performance. (Sherman-DeVorzon, BMI)

★★ Last One to Know—A strongly country-ish tune with a weeper quality. He finds his girl in somebody's arms (not his own). It's a rough situation and Barry gives it a meaningful reading. (Sherman-DeVorzon, BMI)

**JOHNNY DENTON**  
★★ At Night—TUNE 120—Okay reading of a conventional rockaballad. (Tune, BMI)

★★ Topsy-Turvy—Rocker can appeal in pop and country marts. Denton gives it a fair reading. (Tune, BMI)

**AL TOUSAN**  
★★ Chico — SEVILLE 103 — Infectious tempo marks this swing instrumental side with stand-out piano solo work. (Rush, BMI)

★★ Sweetie Pie—Effective organ solo highlights this catchy instrumental side. (Rush, BMI)

**BRUCE HAYES**  
★★ Sing With Bruce Hayes (Part 1) (I Want a Girl, When Your Old Wedding Ring Was New, Down by the Old Mill Stream)—DWAINE 262—Here's a sing-a-long single with pleasant warbling by Hayes and chorus on three oldies. Good for jukes.

★★ Sing With Bruce Hayes (Part 2) (When Irish Eyes Are Smiling, I Had a Dream, Let Me Call You Sweetheart)—Same comment.

**PAUL CHAMPAGNE**  
★★ My Boy—EVENT 4297—Gentle chanting stint by Champagne on an okay rockaballad. (Darleen, BMI)

★★ When You're Away—Same comment. (Darleen, BMI)

**TONY ROMANO**  
★★ Guarda Che Luna—DYNASTY 642—Tune has also been done by Lou Monte. Romano hands it an okay reading. Some spins possible. A chick comes in with an English vocal on the reprise. (Southern, ASCAP)

★★ You'll Like Being Loved — Romano comes on like Sinatra in this hippest reading of a bright up-tune. Fair prospects. (Ardmore, ASCAP)

**THE DUAL TONES**  
★★ Bubble Gum Pop — SABRE 203—Rocker with a novelty lyric. A teen-slanted item. (LaCour, BMI)

★ I'll Belong to You—Rockaballad with triplet background. (Hip, ASCAP)

**JANICE SMITH**  
★★ Everybody Want to Live—BALBOA 1—A fly tune with a bouncy rhythm. Thru it does a nice job here, backed with chorus. (True Blue, ASCAP)

★ How Can I Make You Believe?—Thru it sings a ballad, backed by chorus and triplet-figured arrangement. (True Blue, ASCAP)

**BLINK ROTINJAIL**  
★★ A Pair of Dice—DITTO 127—A narrative which tells of a court room scene. Lad nabbed for rolling dice tells the judge what the dice mean to him. Sad and novel. (Ro Rile, BMI)

★ The Cuddles Commercial — Another novelty. It's a narration. Lyric is a satire on cigaret advertising. (Ro Rile, BMI)

**DON COLAVITA**  
★★ Babee Babee — PLAID 1001 — Pretty with Italian lyric for the first go round. (Blue Bell, ASCAP)

★ My Loneliness—A ballad with triplet-figured backing. Adequate vocal. (Blue Bell, ASCAP)

**THE PARAMOUNTS**  
★★ Darling Je T'Adore — ZEST 751 — A cute song is handled nicely by the lads over a snappy backing. (Valfort, ASCAP)

★ You Were Right—The Paramounts come thru with a placid reading of an old-fashioned rockaballad. (Valfort, ASCAP)

**THE DUDES**  
★★ Organ Grinder's Swing—SUE 725—Bouncy instrumental treatment of the swingy oldie with good guitar solo work. Spinnable side. (Amer. Academy of Music, ASCAP)

★ Mack the Knife—Okay guitar solo version of Bobby Darin's recent hit. (Harms, ASCAP)

**THE DU-ETTES**  
★★ Neither You Nor I—MECCA A5-6—Moderate-tempo ballad is rendered in listenable harmonies by the group over okay combo support. (Dee, BMI)

★ Blue Point Drive—Bouncy item is carried by a male lead. Flip comes off stronger. (Dee, BMI)

**LEON BASS: Love-a-Rama/Come on Baby** —Tune 209

**ANNE AND BILL CALHOUN: Navajo/Apple Dumpling**—Cawthon 800

**HERB JOHNSON: Guilty/Have You Heard** —Len 1007

**MARQUESA: These Foolish Things/The Masquerade Is Over—Touche 1**

**BOTIE QUINN & THE TOP HATS: A Fool in Love/Love, the Key**—Reed 1039

**JERI LYNN SANDS: It Just Takes One/The Walking Beat**—Arcade 156

**DON SOHL: Paper Doll/Come Along With Me**—Dreen 1002

**DON RENNO, RED SMILEY & TENSSES CUTUPS**  
★★★ Freight Train Boogie—KING 5320—Pleasant blend work by pair on solid country item with stand-out guitar solo work. (Lois, BMI)

★★★ Money, Marbles and Chalk—Plaintive reading by boys on an uptempo, country lament. (Lois, BMI)

**KIRBY BUCHANAN**  
★★★ Timbrook — STARDAY 484 — The lyric tells the story of a horse. Buchanan, backed by a chorus, does a solid job, chanting the heroic deeds of the animal. (Ralph's Radio, BMI)

★★★ His Hand On My Shoulder—Fine instrumental side sung with sincerity. Deejays programming sacred material have a good one here. (Starday, BMI)

**GRAND ARE YOU**  
★★★ Are You From Dixie?—KING 5321—A rousing performance of the oldie with a chorus behind Grandpa's vocal, supported by strings. (Witmark, ASCAP)

★★★ Fast Moving Night Train—In the tradition of great train songs is this lyric Grandpa does a fine job to a rhythm which simulates a train. (R-T, BMI)

**KIRBY BUCHANAN**  
★★★ Timbrook — STARDAY 485 — Reverend coupled with "His Hand On My Shoulder." (Starday 484) (Ralph's Radio, BMI)

★★★ A Satisfied Mind—The great inspirational country song gets a fine performance. Buchanan is backed by chorus and instrumentation which showcases his resonant voice. (Starday, BMI)

**JIM EANES**  
★★★ Celebration — STARDAY 482 — Jim Eanes is the vocalist on this bright novelty, which he handles with proper spirit. Good side for the market. (Starday, BMI)

★★★ Road of No Return—On this side Eanes chants a weeper with feeling as he gives out with some trenchant philosophy. (Hoedown-Starday, BMI)

**JIMMY SWAN AND SONS OF THE SOUTH**  
★★★ Don't Conceal Your Wedding Ring —DECCA 31043—A provocative command by Swan to the gal in his heart. It's on the weepy side, as the boys pour out the heart-break sound. Well made wax. (Acuff-Rose, BMI)

★★★ No One Loves a Broken Heart—Another weeper with the gal finding another love. Swan performs in poignant, traditional style. (Acuff-Rose, BMI)

**BONNIE SLOAN & TEX WILLIAMS**  
★★★ Where Do We Go From Here?—SHASTA 130—The said plight of a married couple who can't get along. They're looking for the answer to their personal tragedy. The pair give it a lot of meaning, and it's worth activity in traditional sectors. (Mo No, BMI)

**BONNIE SLOAN**  
★★ Blue Ribbons—Miss Sloan handles this one alone, and she gives the broken heart sound, as she reminisces about her stack of old love letters. Also for traditional areas. (Riverside, ASCAP)

**BOB PERRY**  
★★★ Don't Say Those Things — BANDERA 1305—Perry bows on the label with a good reading of a weeper which he handles with authority. Lad has a sound. (Cedarwood-Sundown, BMI)

★★ It's the Way You Are—The chanter tells his girl how she drives him mad, because of the things she does. (Sundown, BMI)

**CECIL BOWMAN**  
★★★ Tea Cake and Kisses—Bowman comes thru with a happy reading of a bright country tune. It could get some coins. (Glad, BMI)

★★ Tea Leaves Don't Lie—The chanter tells about the gypsy lady who warns him about a dark future. (Glad, BMI)

**BUCK OWENS**  
★★★ Above and Beyond — CAPITOL 4337 — Owens chants in dual track style on a bouncy ballad. The lad has a good touch with the traditional styled material with weepin' fiddle and guitar heard in the backing. (Jat, BMI)

★★★ Till These Dreams Come True — A weeper, again with the traditional touch. Owens hands it another shalable reading, with parts done in two-track style. Nice, listenable wax. (Central Songs, BMI)

**BILL HARRELL**  
★★★ A Heart Never Knows—STARDAY 480—Country ballad of the weeper type. Vocal and instrumental performance in the authentic style. (Starday, BMI)

★★★ Eatn' Out of Your Hand—Uptempo country side with authentic country picking and fiddling backing the vocal. (Starday, BMI)

**RAY PRESLEY**  
★★★ Breaking of a Heart—D 1111—The chanter handles this weeper with warmth as he tells about his breaking heart. (Tree, BMI)

★★★ Rose Colored Glasses — Ray Presley sings this country tune to fair effect. (Glad, BMI)

**GEORGE HEFFINGTON**  
★★★ Crazy Love — TOPPER 1007 — The country chanter sells this ditty about "Crazy Love" in happy fashion over good backing. (Mixer, BMI)

★★★ Ghost of Love — George Heffington does a bright job on this listenable novelty that is country-based. (Mixer, BMI)

**BUD JONES**  
★★★ Ballad of Caspar Collins—PEACH 729—A well performed rendition by Jones relating the tale of a hero who laid down his paint brushes and shouldered a six gun. Simple guitar accompaniment is nice here. (Lowery, BMI)

★★★ Nancy Hart—This side features a tribute to a heroine from old Georgia. It's done in minor-key, folksy flavor with a gal joining Jones in a harmony bit. Has an interesting quality. (Peach, BMI)

**SAMMY LEE**  
★★★ One Kiss From Your Lips Dear—JOPLIN 80—A slow waltz with a pronounced guitar beat. Lee hands it a fair weepy reading. (Nelson, BMI)

★★★ Oklahoma Blonde-headed Girl — A bright little hoedown type of effort by Lee. (Nelson, BMI)

**JIMMY HUGHES**  
★★★ Cheating Words — D 1113 — Weepin' fiddle and guitar set the tone of misery for the side and Hughes' heartbroken vocal carries out the theme. Traditional. (Glad-FlatTown, BMI)

★★★ Something to Remember You By—Another weeper tune, clefted like the flip, by the chanter. Okay for traditional hill areas. (Glad-FlatTown, BMI)

**JIMMIE PEARSON & MELODY BOYS**  
★★★ I'm Not Sure—PEARSON has a nice sound on this medium beat ballad. He offers a dual track chorus following the opening, and he works with a traditional complement. (Starday, BMI)

★★★ Nobody Cares—The rhythm side. It's a tune with philosophical observations about life. The beat makes it a danceable item. (Starday, BMI)

**TEX WAYNE**  
★★★ I'd Climb the Highest Mountain—WHIP 101—A pretty tune with strong Western rather than country roots. Nice performance by Wayne here. (Sully, BMI)

★★★ Deep Deep Blue—He went out with the boys and had a little too much fun. A sad, mournful tale by Wayne who exhibits pangs of self-punishment here. Side has the ring of earlier Johnny Cash efforts. (Sully, BMI)

**CAL AND IVAN**  
★★★ Lazy (Parts 1 and 2)—SKOOP 1052—Sweet string guitar solo work on a pretty instrumental theme with r.&r. piano backing. Side two is styled in Santo and Johnny groove, with wailing guitar solo. (Buna, BMI)

**BYRON JOHNSON**  
★★★ If I Ever Lost You—BIG HOWDY 708—Sincere warbling, by Johnson on an okay country weeper. (Big Howdy-Singing River, BMI)

★★★ In Your Arms—Pretty country ballad is wrapped up in a plaintive reading by Johnson. (Big Howdy-Singing River, BMI)

**THE CARPENTER BROTHERS**  
★★★ Don't Cry Little Darlin' — RIDGE-CREST 1211 — Traditional country-styled item gets a fair go. (McClendon, BMI)

★★★ The Way I Do—Another traditional styled side, but it lacks the impact of flip. (McClendon, BMI)

**LITTLE BRENDA HOLLY: A Wedding Band, a Broken Heart/Yankee Can't Go Home—Pike Star 201**

**PETE PIKE: Cotton Dice/Making Love to a Stranger—Rebel 225-6**

**JOHNNY WORTHAN: My Sweet Elaine/Strange Man's Love—Peach 732**

## Rhythm & Blues

**SLIM HARPO**  
★★★ Buzz Me Babe—EXCELLO 2171—A fine waxing by Slim Harpo, featuring a solid beat and bright work on the mouth organ. The chanter sings it with spirit. Strong Wax. (Excellorc, BMI)

★★★ Late Last Night—Slim Harpo tells about the way he is being treated by his baby on this listenable blues item. Good wax for the field. (Excellorc, BMI)

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## CALIFORNIA STATE FAIR MULLS DOLLAR GATE TAB

Sharp Cut-Back Sought on Passes;  
Recommend Extension of Site \$\$

SACRAMENTO — Increase of admission to the 1960 California State Fair & Exposition from 50 cents to \$1 and the elimination of all passes except for fair officials and employees has been approved unofficially by the fair board. Dudley T. Fortin, manager, was assigned to study the matter and report for final action at this month's meeting.

The action came when John E. Carr, State finance director, met with the board to work out a program designed to put the fair on a sounder financial basis. Carr plans to take an active part in the fair's development. He also proposed that non-revenue producing areas, such as repair shops and trailer parking spaces, be changed to produce income, that an exhibit of pleasure boats be included in the fair's features; that additional and more convenient entrance gates be added, and that creation of "more varied" attractions each year be undertaken to appeal to more people.

Carr told the group he had toured Disneyland and Knott's Berry Farm and studied the all-pay-gate operations of the State fairs of Minnesota and Iowa. He added that if the new American

River site for the fair is to be financed, the present exposition must be put on a sounder financial basis. He pointed out that of the 1959 gate of 915,559, there were 518,479 paid admissions.

Carr said the budget for the 1960 fair is based upon a \$1 gate. (Midway contract has been awarded to West Coast, Crafts and Foley & Burk shows for \$135,000 if the admission is 50 cents, \$125,000 if the gate is \$1 and passes restricted.)

Carr indicated that he will recommend that the Legislature extend the full \$7,000,000 earmarked for the new site. About half of this amount is due to lapse under prior legislation. He also said that there is a possibility of selling 300 acres of the new fair site south of the American River levee to the County and City of Sacramento for a boat harbor. The income would be used to finance the new site and would not interfere with present plans.

### BREWERY REPLICA SET

## Weather Benefits Freedomland Work

NEW YORK — This has been a fortuitous winter for the new Freedomland attraction, with the weather being mild enough to permit progression of work ahead of schedule. With the ground contoured early, recent work has seen substantial completion of all underground utility installations. A lavish TV park debut is arranged for June 19.

Announcement was made last week of the big theme park's first concessionaire. The F. & M. Schaefer Brewing Company will show a replica of its original New York brewery which brothers Frederick and Maximilian Schaefer opened in 1842.

Schaefer's exhibit will be strictly institutional and in keeping with the theme of the "Little Old New York" sector of the park. No Schaefer will be sold. Within the company's area will be memorabilia of the 1840's, a full-scale reproduction of the old brewing establishment, a section showing New York of 1916 when the brewery was located on Park Avenue, and a section showing the company's modern facilities.

Walter Dorwin Teague Associates are handling the design's concept and execution.

Up at the 205-acre Freedom-

land site in the Bronx, there are 42 buildings in various stages of construction. The Great Lakes are basically complete, the Northwest Passage waterways and terraces are sculpted, and half of the Rocky Mountains are shaped.

On the TV scene, the June 19 opening date, a Sunday, will be marked by a major network hour-long show being held from the park. The producers have agreed to locate their show at Freedomland for two consecutive Sunday nights.

## Mutuel Dates Released for 11 Me. Fairs

PORTLAND, Me. — Twenty-seven weeks of pari-mutuel harness racing in Maine will include 11 meets at fairgrounds this year. The meet running July 18 to August 6 at the Bangor Fair will be the kick-off for fairgrounds mutuels.

Other fair meets are Presque Isle, August 8-13; Skowhegan, 15-20; Union, 22-27; Windsor, August 30 to September 5; Lewiston, 5-10; South Paris, 12-17; Farmington, 19-24; Cumberland, September 26 to October 1; Fryeburg, 4-8; Topsham, 10-15.

Dates were announced by Stanley A. Jones of Portland, chairman of the Maine Harness Racing Commission.

### Bethel May Name Square for Barnum

BETHEL, Conn.—The name of Bethel's Fountain Place would be changed to Barnum Place, in honor of P. T. Barnum, if the backers of a petition have their way.

Lewis E. Goodsell Sr., who has drawn up the petition, is seeking the signature of 20 persons for a special town meeting to authorize the name change.

Fountain Place was originally given its name because of a fountain donated in 1881 to the town by Barnum.

## S. C. State Votes Grounds to City; To Build Coliseum

Ruff New Secretary; \$10 Mil Project  
Set; Fair Retains 4-Week Annual Use

COLUMBIA, S. C.—The South Carolina State Fair Association has voted to turn the historic 100-acre fairgrounds over to the City of Columbia, which intends to erect a major coliseum and auditorium on an unused portion of the property. The fair group would have control of the grounds over a four-week stretch for the annual fair.

Voting on Wednesday (3) was 397-166 in favor of the move, with some 150 persons attending. About 400 votes were cast by proxy.

The action is loaded with provisions which must be approved both by the city and the fair. Predictions are that no tangible evidence of construction will be seen for another five years. The two major steps ahead are formulating a master plan, and finding means of financing the project, estimate to cost as much as \$10,000,000. A bond issue is forecast.

### Moore Secy. Emeritus

This redevelopment action is one of several major acts involving the fair. In another, veteran secretary Paul V. Moore was elevated as of February 1 to the post of secretary emeritus. He is in his 90's, and is the dean of U. S. fairmen.

New secretary is F. B. Ruff, for the last 10 years the fair's treasurer. Succeeding him as treasurer is J. Thad Dreher. James L. McIntosh of Florence is president, and Frank Hampton, vice-president.

"Big Thursday" lost its annual Clemson-South Carolina football game after last year's fair when the schools voted to convert to a home-and-home series. Instead, the fair will offer North Carolina-South Carolina on Saturday, October 22, closing day of the fair. Thoughts are being given to some other gate stimulus for Thursday.

The Coliseum arrangements contain a long-term contract with dozens of steps and changes to be considered. One definite clause, however, calls for the city to give the fair 100 acres about two miles from the fairgrounds, for building a new race track and stables. These facilities would be for the stabling and training of racing stock, one of the fair's important activities.

## Cold Chops Winter Haven Fair Crowds

WINTER HAVEN, Fla. — A meeting was set for last weekend to determine the starting date of construction for the new Florida Citrus Exposition grounds, a 57-acre site recently acquired. Architect Joseph Lynch of New York has been here going over final plans.

The development will incorporate the city and exposition recreation areas. Construction is one factor which will affect the 1961 fair dates, which manager Bob Eastman said may not be until March.

The exposition which ended Saturday (23) had an attendance surge halted by extreme cold. Final result was behind last year's total. Paid gate exceeded 60,000. The thousands of agricultural groups hosted here, combined with other free admissions, brought the total attendance close to 100,000.

## Lyme, Conn., Fair Elects

LYME, Conn.—John Mazar has been elected president of the Lyme Fair Association, succeeding Chauncey Eno, named to a three-year term on the executive committee.

Also elected were: Vice-president, Harold Langworthy; secretary, Muriel Wield; treasurer, William Sutton. Executive committee has Charles W. Jewett, two years, Leon Tiffany, one year, and Eno. Hazel Stark will serve as corresponding secretary.

## Timex Awaits TV Okay for Moscow Circus

NEW YORK — An American telecast of the Moscow State Circus will be shown "certainly this fall." The Billboard is informed by Robert E. Mohr of U. S. Time Corporation. Mohr is vice-president and director of sales for Timex.

Original plans were for a showing this winter, but Mohr said the uncertainties of dealing with the USSR have caused delays. Timex expects to tape the show in Europe, possibly in Moscow. The show has been making a limited number of appearances outside of Russia. But whenever the call comes, Mohr stated, technicians will get right on the job.

## Somers, Conn., Elects Slate

SOMERS, Conn.—Edward Courtney, of Somers, has been elected president of the Four Town Fair Association. Fellow officers include William Miller, Broad Brook, vice-president; D. Everett Neelans, Hazardville, secretary; Horace McKnight, Ellington, treasurer, and Robert Aborn, director from Ellington. The annual fair is slated for Somers next September 26-27.

## Little Valley Names Peters, Sets Program

LITTLE VALLEY N. Y.—Frank Peters has been re-elected president of the Cataaugus County Agricultural Society at the annual meeting, and 1960 fair dates here were set at August 23-27.

Entertainment will include two shows by the Parisian Hell Drivers on opening day, a GAC-Hamid show, and a program promoted by Richard McCrossan's International Auto Racing League of Buffalo.

## PNE ADDS CONTEST RODEO TO '60 ATTRACTION LIST

VANCOUVER, B. C.—The Pacific National Exhibition, for the first time will present a major rodeo as part of its attraction program this year.

The riding and roping events will be held the first week of the August 20-September 5 run and will be a featured part of its "Salute to B.C." theme. The rodeo actually will be held outside the fairgrounds at Callister Park but tickets to the Western show will also permit entrance into the fairgrounds.

Herman Linder, who also produces the rodeo at the Edmonton (Alta.) Exhibition, will be in charge of the PNE event.

Announcement of the rodeo was made at the PNE's 50th anniversary banquet here Monday night (1) with Joseph F. Brown, outgoing president, breaking the news.

The annual financial report showed an alltime record gross of \$1,842,141 in '59 this being racked up despite lower attendance due to weather. Expenses were \$1,673,852 and, after interest and sinking fund payments to the City of Vancouver, net profit was \$168,298.

Treasurer T. A. Steeves reported the fair had repaid \$913,169 in principal and interest on the \$1,250,000 it borrowed from the city in the past 15 years to finance major projects. He said a further \$1,350,969 is scheduled to be repaid by 1979.



# Miami Midway-Circus Succeeds Despite Cold

MIAMI — Bitter cold hit the fourth annual Museum Guild Circus but the three days turned out fair nonetheless for producer Dave Endy. Held at Tropical Park race track from Friday thru Sunday (22-24), the date pulled a couple of turnaways to the 8,700-seat grandstand, which was augmented by special bleachers and boxes.

Performance was booked thru the Frank Wirth office.

There were 22 acts presented, and Endy assembled a 32-ride midway managed by Mr. and Mrs. Carl Ferris, with Mrs. Ferris handling the office. Considerable visiting resulted from the predominance of showfolk wintering in Miami, and the appearance of the Ringling show over at Miami Beach.

Opening night was very cold and the third show pulled less than a half-house. There were two daytime turnaways on Saturday but cold cut into the night attendance. Final day, with performances at 2, 4 and 6 p.m., was pretty satisfactory. Advance sale for the date was up 24 per cent over last year.

Line-up of acts included: Milton Robinson, ringmaster; Jordan Trio, acrobats; Eddie's trampoline; five-clown number; Gautier's Steeplechase, dogs and ponies; Carousel Lovelies, six girls; Prince El Kigordo, wild animals; Eddie LaFrance, flying return act; Ernie Wiswell's Funny Ford; Aerial Ballet, cloud swing; Wallendas, high wire; clown number; Miss Rietta, swaypole; Le Barrs, tee-

*(Continued on page 57)*

# Felix Adler Dies; Clowned Half Century

NEW YORK—Felix Adler, 62, lifelong circus clown, died here Monday (1). Services were conducted Saturday (6) at Clinton, Ia. He died at St. Clare's Hospital after his second operation. He had entered the hospital January 15 for an ulcer condition and liver disorder.

Felix, whose balloon derriere and baby pig were a hallmark, left the Ringling show in May after 50 years on the Big One. During the summer he and his wife, Amelia, clowned ahead of the Allied Artists' film, "The Big Circus." He worked the holiday season at Wanamakers' department store in Philadelphia and was set for six weeks this spring at the Palisades (N. J.) Amusement Park circus date.

Details were arranged here by the Frank Campbell funeral home and in Clinton, Felix's home town, by Snell's.

Adler was born in 1897 and went on the road about 1909 with the Ringling Bros. Circus. After brief stints in other work, he turned to clowning and stayed in that work the rest of his life. About 35 years ago he devised the make-up and piglet gimmick that he retained thru his career.

Felix was born June 17, 1897, and went on the road at a bright young age. Where many clowns drift into their field after performing with their skills, he did it early after a brief stint with an acrobatic act. About 35 years ago he devised his final make-up and piglet gimmick, which he retained thruout his career.

He met Amelia Irwin in 1948 while clowning at the Miller and Rhoads department store in Richmond, Va., where she was credit manager. They married on March 6 and after a couple of years she took up clowning along with him, and they adopted the title, "King and Queen of Clowns." Amelia said last week she intended to give up clowning and return to Richmond.

Felix is survived by three brothers, Edward, Walter and Vinall, and a sister, Theo, all of Clinton.

# La Grange, Tex., Sets Fair Dates For Sept. 22-24

LA GRANGE, Tex. — Fayette County Fair Association directors have officially set the 33d annual exposition for September 22-24, according to Kenny L. Stork, secretary.

The directors study a request by the South-Central Texas Jersey District that it hold its fall show in connection with the fair.

Only one bid was received for operating the dance pavilion at the fairgrounds. It was by W. P. Jacob and Roy L. Weige, both of La Grange, who offered \$126 a month rental. The offer was accepted, Stork said.

# S. D. State Fair to Spend 120G on Plant

HURON, S. D.—Sidney Larson was named manager of South Dakota State Fair and a \$120,000 building program for this year was okayed by the board at its annual meeting. Mrs. Helen Cleland, veteran secretary, was also named.

Included in the building program was a new sheep barn, shop and fire hall, 4-H handicrafts building, swine barn, hard-surfacing of the midway area, portable grandstand stage, reconstruction of the grandstand press box, resurfacing of highways thruout the grounds, and conversion of a building originally constructed for dairy exhibits into a historical museum.

Additional parking area will be acquired thru the addition of a 150-by-615-foot plot, and two shuttle buses will be added to the fairgrounds fleet.

Chester Gullikson, Bath, was re-named president and Wallace Welch, Letcher, a new appointment to the board, was elected vice-president. Other members are Frank Sanderson, Huron; W. J. B. Doyle, Delmont, and Bob Cook, Martin.

# Scott Circus Plays Georgia

JACKSONVILLE, Fla. — Scott Bros.' Circus drew good houses at Waynesboro, Ga., January 25. Next night at Augusta, Ga., the show had 720 payees. Sandersville, Ga. (27), was light in the afternoon and full at night. Americus, Ga. (28), was strong, but Albany was poor on January 29. Bainbridge was good in the afternoon and light at night (30). Business was reported by owner Chet Harmes.

Show has been bucking cold weather, rain and flu. Billing is done by Ding Simpson, with half, one, two and six sheets. Talent includes Noble Family, Eddie Frisco, Billy Orwell, Blackie Martine, Helen and Ed Wilson, Trobie Ayers and Bruce Panky. An elephant worked by Carl Henery joined recently.

# Bill Green, 57, Dies; Publicist For Circus, Films

DETROIT—William H. Green, 57, show press agent, died January 29 at Henry Ford Hospital here. He had been under treatment for cancer for several years. He had been in show business since he was 16, when he ran away from home to join a circus.

Green operated a booking office in Detroit in 1928 and was connected then with the promotion of the Symwa Indoor Circus. His principal circus connection came years later when he was press agent for the Eastern unit of Polack Bros.' Circus. From Polack he went to Cinerama in 1953 as Detroit director of publicity and advertising. For the past several years he has been Midwest divisional director for Cinerama.

He also had been publicity director for the Hawaii Fair in 1948, press agent for the Toledo Sports Arena in 1950, personal representative for Rubinoff and His Violin, Des Moines rep for M-G-M, press man for Olsen and Johnson and an MCA press agent.

Green was president of the Michigan Showmen's Association in 1955 and he also was active in the Showmen's League of America, Elks, Masonic lodges and Detroit Press Club.

Survivors include his sister, Mrs. Gertrude Walker. Funeral services were conducted Sunday by the Elks, and Masonic services were Monday (1). Burial was at Detroit.

# WANT STATE AID

# Okla. Fair Assn. Seeks Legalized Pari-Mutuels

OKLAHOMA CITY — The Oklahoma Association of Fairs this year will further its efforts to legalize pari-mutuels at horse racing tracks in an effort to get State aid for county fairs. Bill Whitenton, Claremore, newly elected president of the association, said this will be one of the '60 projects.

Whitenton was elected president here at the annual meeting Sunday and Monday (31-1), succeeding Warren Jones, Wewoka, in the top position. L. D. Warkenton, El Reno, was named vice-president, and Harry James, Oklahoma City, was re-elected secretary-treasurer.

The fair association also announced it would hold its 1961 meeting at the Huckins Hotel here with the dates tentatively set as

# BOB EDWARDS SNAGS MIAMI FAIR MIDWAY

MIAMI — The Greater Miami Metropolitan Fair has announced that midway attractions for the February 20-27 run will be provided by Florida Exposition Shows.

Robert C. (Bob) Edwards, longtime midway entrepreneur, carries the title of acting manager of the organization and handled the negotiations for the ride and show enterprise. Fair will be held at Tropical Park Race Track.

The rides and shows will take part in two children's days, one on the opener, the other on the final day with both sponsored by Coca-Cola.

# Disneyland Sets Up Party Rental Plan

Aims at Conventions, Dealer Meets, Employee Groups; \$14,000 Minimum

ANAHEIM, Calif.—A plan offering exclusive use of Disneyland on a rental basis has been announced by officials of Walt Disney's Magic Kingdom. The party plan has been created following requests from business and industry, Disneyland officials say, and it has been designed primarily for use as an entertainment feature in connection with dealer meetings, trade shows, conventions and employee or association outings.

The Special Party idea makes available all rides and attractions in Disneyland, on an exclusive basis, for an entire evening during the period September 15 thru the end of May. It is not available

during the summer or on holidays.

Rental involves a minimum guarantee of \$14,000. The price includes use of Holidayland, a private special event area adjacent to Disneyland, from 5 p.m. to 7:30 p.m., and exclusive use of Disneyland's rides and attractions from 7:30 p.m. to 12 midnight. Those in attendance may enjoy all rides and attractions as many times as they wish during the evening.

E. D. Ettinger, director of public relations for Disneyland, is in charge of the Special Party rental idea.

# CSRA Inks 66 Race Dates

DAYTON, O.—With 66 dates set thus far, opening on April 24 and continuing until late October, one of the largest automobile racing skeds in a decade for Central States Racing Association activity was announced.

The 1960 speed agenda not only includes weekly speedway events thru the Midwest this year, but a card of fair auto racing programs has been contracted in Ohio, Michigan, Indiana and Illinois. CSRA Secretary Norman Witte disclosed.

# Western N. Y. Fairs Urge State \$ Hike

BUFFALO, N. Y. — A satisfactory turnout responded for the Western New York fair meeting, held this year on the day preceding the check-in for the Statewide meeting in Albany. Lafayette Hotel was the site and all officers continued for a second year, including W. Vanderhoef of Hamburg, president; Frank Peters of Cataaugus, vice-president, and Mrs. Mildred Merow of Little Valley, secretary-treasurer.

A panel of fair problems consisted of Vic Scroger of Caledonia, Arden Putney of Dunkirk, George Sipprell of Hamburg, and Peters. Scroger emphasized that public reactions should be sought on such things as midways. Sipprell noted that "cultural paces are so great we are losing some of the traditional values." Exhibits, he said, are showing the lack of a competitive spirit in various departments, altho the price of a fairgrounds admission is one of the best values offered to the public.

It was voted to encourage in Albany the need for greater State financial aid, with Scroger particularly pointing to pari-mutuel revenues as a desirable source. About 50 persons attended the meeting, including the Kochman thrill shows, GAC-Hamid agency, Sam Nunis Speedways, and Page Combined Shows.

# Cincinnati Fair Elects Lake Prez

CINCINNATI — Lawrence P. Lake, local attorney, has been re-elected president of the Hamilton County Agricultural Society, the 105-year-old organization which sponsors the annual Carthage Fair here. Lake, a past president of the Ohio Fair Managers' Association, took over the presidency last year upon the death of former Gov. Myers Y. Cooper. He had served as vice-president of the local group 23 years.

Others re-elected were Frank B. Roudebush, vice-president; Clarence A. Peters, secretary and general manager of Carthage Fair; Frank W. Durham, treasurer, and Mrs. Emil C. Ehlers, assistant secretary. Elected to the board of directors for a three-year term were Lake, Peters, Durham, Mrs. Ehlers and Frederick E. Seitz.

Present board members are Roudebush, Earl H. Schier, Mrs. Harry B. Raibourne, William G. Barth, Robert T. Hoffman, Mrs. D. B. Phillips, Walter H. Corson, Nelson Schwab Jr. and R. Kirkwood Brodie Jr.

# Tenn. Fair Title Goes to Lawrenceburg

NASHVILLE — The Middle Tennessee Fair, Lawrenceburg, took top honors as champion county fair of the State in the annual contest. As a result they were awarded a plaque and will receive a supplemental premium aid check for an amount equal to 100 per cent of their initial aid.

The presentation was made at the recent meeting of the Tennessee Association of Fairs here which enjoyed the largest attendance of any meeting on record.

Willard (Bill) Masterson, president of the International Association of Fairs and Expositions and manager of the Wisconsin State Fair, was the key speaker at the two-day conclave. Over 400 attended the annual banquet.



## Miss. Fairs Discuss Attractions, Youth

JACKSON, Miss.—The value of youth livestock showings and entertainment were two of the major topics of Fairs and Livestock Shows here Wednesday (3) in the Robert E. Lee Hotel.

## Rocky Mt. Fairs Elect Allan Hanson

### Circuits Re-Pact Grandstand Shows, Midways, Fireworks

GREAT FALLS, Mont.—Allan Hanson, Havre, Mont., was elected president of the Rocky Mountain Association of Fairs at its annual convention here Sunday thru Tuesday (24-26). Booking of the various circuits saw all agencies re-hired for this year.

James Gustin, Kalispell, Mont., was named vice-president and Cliff Coover, Shelby, Mont., was again renamed secretary-treasurer, a position he has held for many years.

The A circuit of fairs signed Barnes-Carruthers Theatrical Enterprises, Siebrand Bros.' Shows and Thearle-Duffield Fireworks. The B loop, composed of 11 fairs in Montana and Wyoming, resigned Clarence Smith Agency and Northern Exposition Shows. The C circuit closed with Smith Enterprises for the entertainment and Norton Shows for its midway while the A-2 circuit booked Inland Empire Shows for its fun zone with no commitments made on its night shows. Rodeos at the various fairs are signed independently.

Plans for a fair in Helena, Mont., were discussed with A. J. Steffek of that city on hand in the interest of bringing back an annual to the capitol. A fair existed there until about 30 years ago. If plans materialize, a Lewis and Clark County Fair is planned and the old fairgrounds north of Helena is already being refurbished.

Fred H. Kressmann, Barnes-Carruthers, was one of the key speakers, talking on "Today's Format of Outdoor Entertainment." Art Briese, Thearle-Duffield Fireworks, spoke on pyrotechnics. Other attraction people who served on a panel on entertainment included Danny Cleary, Music Corporation of America; Clarence Smith, Clarence Smith Agency; Pete Siebrand, Siebrand Bros.' Shows; Mike Smith, Northern Exposition Shows; Oral Zumwalt, Zumwalt Rodeo, and Kressmann. Rudy Hruska moderated.

## Cooke-Rose Fairs Up; Set First Hickory, N. C., Visit

LANCASTER, Pa.—Contracts in the fold guarantee a record year of bookings for Cooke & Rose Attractions, Harry Cooke affirms. High on the list are fair dates such as Orangeburg, S. C., where a full program will be offered, and Hickory, N. C., a first-timer for the agency and a free-grandstand fair. Total dates signed is substantially and pleasingly ahead of 1959, Cooke said.

Hickory, where Cooke signed with Manager Corbin Green, will have an eight-girl line and five variety acts with live music. Opening day will feature an auto thrill

Troy Majure Jr., and Janet Trullas, two teenage exhibitors, each outlined the benefits they have derived from participation. George B. Flint, Barnes-Carruthers Theatrical Enterprises, told the convention to make sure the entertainment is good at fairs. He termed it a vital part of the annual events.

Dr. Vernon Chadwick, State veterinarian, spoke on livestock health requirements and three speakers participated in a panel on "As We See the Fairs." Paul W. McMullan, Mary Gardner and A. G. Shepherd Jr. An open forum on agriculture, livestock, exhibits, attractions, advertising, concessions and operations had as participants Brown Williams, H. B. Converse, R. B. Jeffries and Earnest Weatherly.

All officers were re-elected as follows: A. P. Fatherree, Jackson, president; R. B. Jeffries, Laurel, and J. R. Thompson, Kosciusko, vice-presidents; N. S. Hand, Jackson, secretary, and G. L. Hales, Jackson, assistant secretary. J. H. (Farmer Jim) Neal was toastmaster at the evening banquet.

Attraction and fair supply reps on hand included Flint; Leonard Morrison, Regalia Manufacturing Company; Tom Durant, Swenson Thrillcade, and Lee Slade, Attractions, Inc.

## N. Y. Mdse. Show March 6

NEW YORK — Over 450 manufacturers and importers of promotionally priced merchandise for carnival buyers and variety stores, as well as drug, supermarket, department stores and other retail outlets, will exhibit their products at the 1960 Variety Merchandise Fair set for March 6 thru 10 at the New York Trade Show Building.

This represents the largest exhibition participation in the 22-year history of the Show. All exhibit facilities of the building will be used, embracing the second floor for open-booth exhibits, as well as all the exhibit rooms on the third thru sixth floors.

The 1959 show was attended by 7,216 buyers from 42 States, according to Arthur Tarshis Associates, the promoters. The event draws exhibits in the low-priced field associated with outdoor amusement concessions.

Show hours are as follows: Sunday, March 6, noon to 9 p.m.; Monday, 10 a.m. to 9 p.m.; Tuesday, 10 a.m. to 9 p.m.; Wednesday, 10 a.m. to 6 p.m.; and Thursday, March 10, 10 a.m. to 5 p.m. Official opening is Sunday, March 6, a day before the opening of the American Toy Fair.

## Illinois Fair Meet Draws Show Agents

SPRINGFIELD, Ill. — Attraction reps and fair suppliers were out in good numbers at the meeting of the Illinois Association of Agricultural Fairs.

Included were George Ferguson, John R. Allen, Cal Razor and Jack Lindahl, Attractions, Inc.; Wally Baptist, Carson Tuttle Jr., Baptist Sound Systems; Mr. and Mrs. Bowman, Tom Combs, Mr. and Mrs. John Survance, Sound Systems; Howard Hunt, Roy Brammell, Max Willis, Rodney Smith, Jerry Johnson, Jerry Mann, St. Louis Auto Racing Association; Billy Senior, George Flint, Lucky Moeller, Mr. and Mrs. Paul LeDuc, Barnes-Carruthers Theatrical Enterprises; J. Armbruster, Armbruster Tent & Awning Co.; J. W. Porcheddu, Roger Coleman, Illinois Fireworks; Mike Dale, Chief Printing Co.; E. J. Corbett, Memphis Delta Tent & Awning Co.; Carl Cunningham, Henry Wodetski, Danville Tent & Awning Co.

Maynard DeWitt, Star Fireworks; Tom Durant, Swenson Thrillcade; John Lempart, Joie Chitwood Thrill Show; Ray Duckworth, United Speedways; Ray Dermody, H. R. Loving, Pinkerton Detective Agency; Vernon Elbrecht, Charles Lenz & Associates, insurance; Howard Lehman, Barney Flynn, Wilbur Miller, PMMRA; E. R. Graf, flags, floats; Ed Gormacki, Talent Productions; Forrest Hayward, Kenny's Attractions; Mel Hummitzsch, Mel Hummitzsch Agency; Gene Holter, Racing Ostriches; Kurt Kuehn, Paul Jahn, Regalia Manufacturing Co.; Cuzzin Jenny, Paul Kidwell, Jack Noel Enterprises; A. E. Strayer, Charles (Nick) King, Peoria Tent & Awning Co.; M. H. Lines, Staats Co.; Stu McClellan, Mark True, GAC-Hamid Agency; Bob and Ruby McKinley, McKinley's Rodeo; Venita Rich, E. S. Smith, Venita Rich Talent Show; W. E. Mahaffey, Mahaffey Tent & Awning; Mr. and Mrs. John Parkinson, Ronnie Parkinson, Sound Systems; Frank Prystas, Fair Publishing House; Bill Reed, Kochman Thrill Show; Mr. and Mrs. Robert Shaw, Kipp Bros. Supplies; Earl Newberry, Trans World Daredevils; E. O. Stacy, Music Corporation of America; Ray Shute, Edna Deal-Ray Shute Agency; Bob Skinner, Midwest Promotions; Ted and Helene Tillman, Tillman & Associates; Don Walker, Joe Smith Agency; Nick and Mike Zable, Wabash Valley Tent & Awning Co.; Orla Lashbrook, Lashbrook Tent & Awning Co.

Mrs. Sidney Belmont, Belmont Agency; Amos Selby, Diamond Horseshoe Rodeo; Gus Sun Jr., Gus Sun Agency; E. L. Winrod, Paramount Fireworks; Steve Belling, WVBC; Frank Duffield, Thearle-Duffield Fireworks, Inc.

## Crown Point, Ind., Skeds Rent Fees For Fair Bldg.

CROWN POINT, Ind.—Private organizations will be required to pay rent for the use of the Lake County Fairgrounds henceforth.

"Increased cost of maintenance and help on the grounds" was given as the reason for the new policy announced by the Lake County Board of Commissioners.

Subject only to the approval of the commissioners, the buildings have been available to such groups gratis. Rents were scheduled for three buildings on the grounds.

The Industrial Building will be obtainable at \$75 a day and \$15

(Continued on page 57)

## TALENT ON THE ROAD

### Molly Bee Is Added Starter at Tampa Fair

CHICAGO—Molly Bee was a late addition to the Dale Robertson show headlining Florida State Fair, Tampa, along with several other acts. Molly already had signed to appear on the February 7 Jack Benny television show and this conflicted with the Tampa opening of February 5. The miracle of electronics was brought into play, however, and Miss Bee was put on video tape for the television show, freeing her for the fair opening. In addition to Molly, late additions to the grandstand show cast included the Collins Kids, Stormy Mountain Cloggers and Ken Bowen, all set by MCA. . . . Vernon Bumpy and Company will play fairs for the GAC-Hamid office for the second season. They'll also be at the Philadelphia Sports Show which bows February 26. . . . Three-Leggers will be on the Barnes-Carruthers fair tour this season. Also are set for the Calgary, Alta., auto show for five days, opening February 17, after which they'll head for a new theater in Bermuda and then to the Peacock Club in Atlanta. . . . Guy Lombardo, boat builder and driver as well as batoneer, opened at the Chicago boat show Friday (5). Also on the entertainment end are the Bob Scobey band with Toni Lee Scott on vocals and Bobby Winters, juggler.

The Jimmy Murphy Roman fire jumping act and the Zoppe Zavatta riding troupe have been inked for the Herman Linder rodeo during the Cardston (Alta.) Fair. . . . Hendricks Family riding act and Louis Graybel's Roman riders will be specialties at the Monte Vista (Colo.) Ski-Hi Stampede. . . . Sally Rand closed at Rio Club, St. Louis, and opened at a Peoria, Ill., nitery Monday (8). Sally's added a harp turn to her routine. While in the Mound City she scored her usual columns of newspaper space and on one occasion took over a full hour television show on Channel 4. . . . The Madcap Comedy Players, now rehearsing in Indianapolis, includes Lonesome Luke, tramp comic; Purcell and Galyean, comedy; Sparkettes, songs; John Whitsett, songs; Jack Pollock, piano, and Gene Porter's musical aggregation. . . . Gordon Scott, motion picture's current Tarzan, is in Africa on location for the latest flicker in the series. . . . The Browns will play shows at the Texas fair meeting in Dallas and the Arkansas fair conclave at Little Rock.

TV Showcase: Rusty Draper set for the February 13 "Jubilee U. S. A." with Red Foley et al. . . . Jane Morgan on the Sullivan show both February 14 and July 31. . . . Dorothy Collins and the Kingston Trio set for the Perry Como February 10 hour. . . . "Bell Telephone Hour" on February 12 will include Nanette Fabray. . . . Connie Francis and Lionel Hampton will make the "Revlon Revue" February 11. . . . Jack Benny will host Phil Silvers and Polly Bergen March 19. . . . Talent line-up for the February 9 "Startime" program includes Count Basie, Bob Crosby, Guy Lombardo's ork, Tex Benek's band, Gene Krupa, Helen O'Connell, Bob Eberle and Jack Leonard.

Charlie Byrnes

## Belafonte Singers to Tour; 100 Swedes' Montreal Debut

NEW YORK—The Belafonte Folk Singers will tour next winter under the Columbia Artists banner, starting October. It's a new 14-man group working independently of the actor-singer, who will not appear with them. Attraction's debut is February 11 at the Village Gate night club, New York. Conductor is Robert de Cormier, Belafonte's musical director. Included are Sherman Sneed, Ned Wright, Billy Stewart and Roy Thompson, the Vocal Four appearing at the Palace with Belafonte, and three instrumentalists. . . . Sammy Kaye is booking spring dates for his orchestra, early ones being February 23 at the Zembo Mosque in Harrisburg, Pa., and February 23 at the University of Connecticut. . . . Pat Suzuki of "Flower Drum Song" was sought by the Honolulu State Fair as an attraction but her contractual commitments ruled out the appearance. Anita Darian of the same show will appear March 26 as soloist with the New York Philharmonic, with Leonard Bernstein conducting the novel "Koncerto for Kazoo" by Mark Bucci.

A solid week of attractions is set for the Orangeburg (S. C.) Fair by Harry Cooke of Lancaster, Pa. Included are Ray Price's "Grand Ole Opry" unit for two days, an opening auto thrill show, and two days of the Brenda Lee Show, with Brenda Lee, Carl Perkins, acrobat Karen Nyce, comics Corri and Elsa, and a rock 'n' roll band. Tony Vitale will offer fireworks nightly. . . . Piccolo Teatro de Milano makes its first North American appearance at New York's City Center, for two weeks starting February 23, then goes on a national tour. September 15 at the Montreal Arena is tentative date for the start of the Swedish 100-girl gymnast-ballet route. Both are Savoy Enterprise imports. There are 50 dates, largely one-nighters, lined up for the girls, trained by Ernst Idla. Now they need a good title. Irwin Kirby

## Date Cele Talent Set

HOLLYWOOD—Talent has been set for the Arabian stage at the Riverside County Fair and National Date Festival, Indio, Calif., February 12-22. Featured will be the Carlssons, jugglers and bell ringers; Bill Dedrick and his dogs and ponies; Orwyns, trapeze and Risley; Jack (Bobo) McAfee, clown, and Al Lyons and his electric accordion. Also booked is Carl Londoner and his drums for his "Arabian Nights." Jo and Newton (Calorina) Brunson set the show. Bob Baker and his enlarged marionette show will operate as a paid concession on the independent midway, a new type operation for Baker. Sam Abbott



# AMUSEMENT PARK OPERATION

## C. V. Wood Promoting Circusland in Florida

C. V. WOOD IS HEADING UP a firm at Orlando, Fla., for the planning and construction of a proposed park that would have a circus theme. Wood has done the preliminary planning and his Marco Engineering Company would build it. The proposal calls for an \$8,000,000 project. About \$1,500,000 has been raised in leases, according to one report. When leases total \$3,000,000, the company will borrow \$5,000,000, according to the plan. The circus theme would be carried out partly by the Cristiani family, which has said it might move its circus winter quarters to the park. A tentative opening time has been scheduled for December.

## Disneyland Up; Mulls 2d Unit; Tivoli Business Increases

ANNUAL MEETING OF WALT Disney Productions, Inc., brought out that Disneyland's gross climbed \$795,781 in the first quarter. The Disney organization is considering construction of a similar park in Florida and has two locations under consideration, it was said. . . . The government of Saskatchewan is considering permission for private commercial development within some of its provincial parks. Operation of a new restaurant and store at Duck Mountain Park may be put out for bids. If the idea of letting concessions is okayed, the department of natural resources will do research on provisions for a contract. . . . Copenhagen's Tivoli announced it set new highs in 1959 for attendance, income and expenditures. Paid gate was 4,459,206 in 136 days. Income was \$2,000,237, an increase of more than \$200,000. Expenditures were \$1,766,906. The park paid to the city \$278,563 in rentals, and it also paid amusement, real estate and income taxes totaling \$237,474. The park paid stockholders a dividend of 9 per cent.

## News Shorts From Around The Amusement Park World

GREAT SOUTHWEST Corporation, which is to include the theme park, Great Southwestland, is circulating large aerial photos showing Fort Worth, Dallas and the territory between, including the site of its Great Southwest Industrial District and park. . . . The late Mrs. Marie Mulvihill Gurtler, who died January 20, was the daughter of a previous owner of Elitch Gardens, John M. Mulvihill. He acquired the Denver park in 1916. When he died in 1930, Mrs. Gurtler and her husband, A. B. Gurtler, took over its management. Their sons, John and Arnold Jr., now have taken over the direct management. . . . Aqua Enterprises, Inc., of Macedonia, O., is producing the Gallery Queen, which is a concession stand that may be operated either as a trailer, as a boat or as a permanently located stand. For parks, its makers envision it afloat on a lake or on an artificial pond. The latter need not be much larger than the boat, but it still gives the floating sensation.

A new recreation area to be built at Aurora, Ill., is to include a Kiddieland as well as indoor and outdoor pools, ice-skating rink, restaurant and bowling alley. It is to cost \$6,000,000 in all and will be on the Illinois Tollway.

# ROLLER RUMBLINGS

By AL SCHNEIDER

MOTIVATIONAL research will come to the fore in the South when the South Central regional meeting of the Roller Skating Rink Operators of America, covering Texas, Oklahoma, Arkansas, New Mexico and Louisiana, is held at the Hotel Adolphus, Dallas, February 14 and 15. The techniques and benefits of this new merchandising tool will be presented by Les Oldfield, a Texas rink operator who has become a specialist in the field. The objective is to discover how motivational research may be utilized in connection with people's reaction to roller skating and how these behavior patterns may be exploited to bring in patrons. The Ohio chapter of the RSROA is currently undertaking an extensive research program thru an agency in Toledo, and results, to be available in late March, are expected to be made available to the industry elsewhere.

The America on Wheels chain of rinks has inaugurated a teen-age program, "Teenbeat Show," a Thursday afternoon dance party type attraction offering currently popular recordings and guest artist appearances under the direction of deejay George Tucker, who tapes the show and rebroadcasts it the same night over area radio Station WNTA. The opening show took place at AOW's Boulevard Arena, Bayonne, N. J., January 28, with

additional dates scheduled for February 4, 11 and 18. Hackensack (N. J.) Arena follows with sessions on February 25, March 3, 10, 17 and 24, with Twin City Arena, Elizabeth, N. J., taking over for offerings on March 31, April 7, 14 and 21. The shows are staged from 4 to 5 p.m. The opener drew a suprisingly good crowd, considering the newness of the offering, said AOW officials. Guest artists, who were mobbed by autograph hounds, included the Treble Chords, made vocal quartet; Cindy Castle, singer, and vocalist Chicky Simmons. It's understood that after analyzing the success of the initial stanza, AOW is considering the possibility of offering the show on Mondays, Wednesdays and Thursdays of each week, alternating between three rinks.

## Jersey's 1959 Bingo Total Over \$25 Mil

TRENTON, N. J.—Legal bingo in New Jersey grossed \$25,391,858 last year, more than \$2,000,000 above the previous year's receipts for churches, fraternal organizations and other eligible sponsors.

The Legalized Games of Chance Control Commission, in its annual report to the governor and State Legislature, made several suggestions. Among them were:

Eliminating the offering of cash prizes; raising the total retail value of prizes offered by a sponsor from \$5,000 for a year to \$30,000; raising the license fee for bingo supply firms doing business in the State to \$500; banning thru legislation the use of charter busses for carrying patrons to and from bingo games.

There were 4,789 organizations which registered to play bingo in 1959, and 25,766 sessions were conducted. Cumulative total for bingo for the six years it has been operating under the law is \$100,476,951. Total for raffles is \$32,913,535.

## Skeets Mayo Into Home Talent Field

NASHVILLE — Skeets Mayo, former minstrel and tab show performer who operates a costume studio here, has announced plans to produce home talent shows nationally under sponsorship.

The shows will include minstrels, musical revues and pageants, with costumes, scenery, scores, etc., furnished by the Mayo organization.

Mac Johnson, of Kansas City, Mo., will handle bookings, while Harris Martin, Nashville entertainer and advertising man, will be in charge of productions and personnel. Mayo said he would establish representatives in Detroit, Miami, Houston and Las Vegas, Nev.

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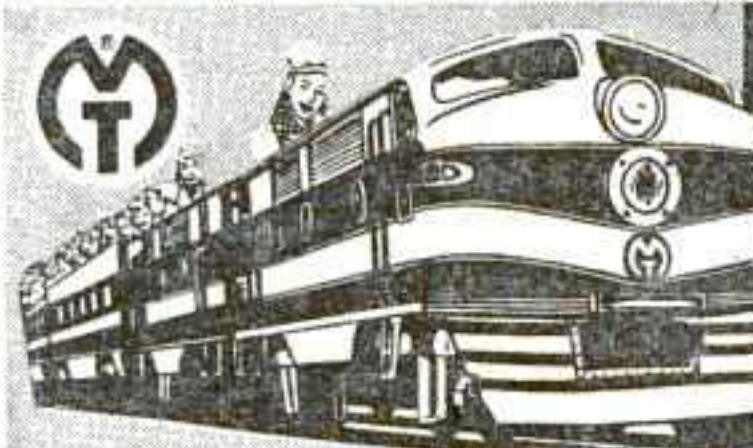
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# Fred Heitfeld Joins Del Mar Fair Staff

DEL MAR, Calif. — Fred Heitfeld has been named special events director for the annual Southern California Exposition and San Diego County Fair, to be held here June 24-July 4, Robert McClure, secretary-manager, announced.

Heitfeld, a former San Diegan, Side Show talker and emcee, will direct the countywide contest to select "The Fairest of the Fair." He will also arrange for new special events designed to give the fair a new and livelier look.

In 1935 Heitfeld was director of events at the Pacific International Exposition, San Diego. He served as promotion manager and special events director at the Great Lakes Exposition in Cleveland, the New York World's Fair and the California State Fair & Exposition. In 1941 he was advertising manager of radio station KFMB, San Diego, and from 1942 to 1944 in charge of special events, public relations and concessions at Mission Beach.

# INDIANA STATE FAIR INTRODUCES OWN NEWSPAPER

INDIANAPOLIS—The Indiana State Fair News has been started here to circulate information about the fair, and the first issue was recently mailed.

Don Davis, fair's publicity supervisor, is editor, with Rosemary Lewis as assistant editor and Robert H. Weedon, fair board director in charge of publicity and amusements, supervising the publication.

Aim of the publication is to get information about the fair operation into the hands of the press, county agents, vocational agriculture teachers, farm and industrial leaders and exhibitors.

# Shelby, Mont., Fair Names Klingler

SHELBY, Mont. — Alfred F. Klingler, this city, has been named secretary-manager of Marias Fair and Rodeo, succeeding Clifford D. Coover, who held the post for the past 25 years.

Klingler served on the board for the past eight years, three years of that time as president. Coover continues as secretary-treasurer of the Rocky Mountain Association of Fairs, having been re-elected at the recent Great Falls meeting.

# FAIR MEETINGS

Arkansas Fair Managers' Association, Lafayette Hotel, Little Rock, February 8-9. Clyde E. Byrd, Arkansas Livestock Exposition, Little Rock, secretary.

Louisiana Association of Fairs and Festivals, Jung Hotel, New Orleans, February 13-14. Adolph Netter, Donaldsonville, secretary.

Midwest Fair Association, Hotel President, Kansas City, Mo., February 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.

# Petersburg Fair Names W. G. Traylor

PETERSBURG, Va. — William G. Traylor Jr., has been elected president of the Southside Virginia Fair for 1960, succeeding Gilbert Martin. C. Frank Scott Jr., is president. D. R. Ennis and Jennings Titus were named to vacancies on the board, one resulting from Martin's elevation and the other from the expiration of J. M. Titus' three-year term. There is a time limit on board terms.

# McKinney Fair Marks 100th Run

McKINNEY, Tex. — Collins County Fair will mark its 100th run this year, E. A. Randles, new chairman, announced. Added attractions are planned for the event, according to E. G. (Pat) Simpson, manager of the Chamber of Commerce, sponsor of the fair.

# FAIR-EXHIBITION MANAGEMENT

## Brockton Runs July Fourth, Earliest Eastern Fair Date

BROCKTON, Mass. — Brockton Fair will get on an "all-new" advertising theme this year as a result of new dates and a revision all down the line. George L. Carney Jr., president and general manager, has pushed the engagement ahead more than two months to run during July Fourth week. Dates are July 2-10, making it the only fair in the East to run this early, usurping a spot long held by the Kent and Sussex Fair in Harrington, Del.

Brockton had been a traditional September event. Carney cited a predominance of competitive fairs during the fall as one of the reasons. With dollar-token entry turnstiles, renovated building, new toilets, food concessionaires and midway operators, Carney feels well justified in posting an "all-new" slogan. Plans include a barrage balloon and aerial searchlights for the 70-acre, in-town fairgrounds.

Carney has been piloting the annual for four years after winning a bitter stock battle. In addition to the changes mentioned, this year's run will be longer than ever, the nine days including a new Saturday opening and Sunday closing.

## Ozark Empire Nets 24G; Will Add New Buildings

SPRINGFIELD, Mo.—The Ozark Empire Fair showed a net profit of \$24,077 during 1959. Gross revenue was \$161,342, with admissions to all events, including still dates, totaling \$106,885, according to President W. A. Delzell.

Glen Boyd, veteran secretary-manager, reported gross from still dates alone amounted to \$18,000. This included "Ice Capades," thrill shows, stock car races and various trade and livestock shows. Improvements planned include construction of a permanent exhibit building for the Missouri Conservation Commission, two new dairy cattle barns and completion of bleachers to provide an additional 1,500 seats in the grandstand area. Extensive repairs to existing buildings are also on the docket.

All officers and directors were re-elected as follows: Delzell, president; W. P. Keltner, vice-president; Tom Watkins, treasurer; Boyd, secretary-manager, and the board: Louis W. Reys, Ralph D. Foster, Dorsey B. Heer, Keith G. Wells, Floyd W. Jones, Stanley F. Roush, W. R. Winn, John T. Gateley, Frank W. Wheeler and Louis R. Burwell. Dates are August 13-19. Harry B. Nelson's J Bar H Rodeo again will be presented.

## Louisiana State Elects Paul Sippel President

SHREVEPORT, La.—Paul Sippel was elevated to the presidency of Louisiana State Fair. Vice-president of the Kansas City Southern Lines, he had been vice-president of the fair.

Other officers are Travis White and Edwin F. White, vice-presidents; J. R. Querbes Jr., treasurer, and Joe T. Monsour, secretary-manager.

New directors are O. S. Carpenter, president of Texas Eastern Transmission Corporation; Jack Salley, chairman of the Salley Grocery Company, and Don Weir, executive vice-president, Arkansas Louisiana Gas Company. Renamed to the board were L. A. Cowley, Clyde Fant, James F. Gayle, N. C. McGowen, Mounsour, W. A. Robinson, A. H. Weyland and N. H. Wheelless.

Plant improvement plans will be discussed at a future meeting. Dates are October 20-30.

## Stock Sold; New Charlotte Fair Begins to Shape Up

CHARLOTTE, N. C.—Plans for the new Mecklenburg Fair are developing nicely. The 35-acre tract north of the city has been enhanced by leasing of another 80, making a total of 115 acres of which some 90 are usable. R. C. McCarter, vice-president and general manager, reports on this and the sale of \$16,000 shares of stock so far. Fair dates are set at October 24-29 with World of Mirth Shows providing the midway after closing at the South Carolina State Fair.

Blocks of 100 shares, selling for \$10 apiece, have been bought by Ferguson Construction Company, President Guller of the North Carolina Telephone Company, textile magnate Pat Hall, Coca-Cola bottler J. N. Snyder, local TV figure Arthur Smith, and George Belk of the Belk Bros. department store chain. Ferguson has several bulldozers and pans on the site, clearing the scrub pine forest for use.

A 50-foot billboard is going up on the highway frontage, identifying the fairgrounds project, and the former rest home is being taken over for administration work. McCarter said co-operation has been promised which will involve the county's 5,000 4-H members and 64 schools. Initial premiums offered will total \$10,000 including a \$1,000 competitive scholarship to a high school senior science student and \$500 for a junior high student.

SWIFT CURRENT, Sask.—Swift Current Exhibition will start soon on a \$200,000 building with completion set for June, in time for the July fair. Another \$45,000 will be spent on sewer and water facilities and new fencing. New structure will be used for indoor sports and as a community center, with curling to take over for six months of the year. Ben Jahnke was recently named president. . . . E. P. Rae was re-elected president of the Estevan (Sask.) Exhibition. Ron Gallaway, H. Carlbert and Walter Gates are vice-presidents, and W. R. Cantlon is secretary.

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# ARENA, AUDITORIUM NEWSLETTER

## Biggest Trade Fair

By TOM PARKINSON

**L**AYING CLAIM TO THE title of the world's largest combined industrial, commercial and agricultural fair is Italy's Milan Trade Fair, scheduled this year for April 12-27. They expect attendance of more than 4,000,000, of which about 1,600 will come from the U. S. For these foreign visitors, the fair has special services and attractions that might well be duplicated elsewhere. Foreign visitors may obtain in their own countries a visitor's card to the fair. This entitles them to reduced travel rates in Italy and some other places, eight free admissions to the fair, services of an interpreter-guide, buyer's badge, guide book and the services of the Foreign Visitors' Reception Center. This center provides a multilingual secretarial staff, special postal and international telephone facilities, and other services. Tuesday and Friday mornings are reserved for buyers and foreign visitors rather than the public. Two days are open only to foreign visitors and businessmen invited by exhibitors.

Publicized statistics for the fair are huge. There are to be more than a million products from 50 countries. The 13,500 exhibitors will use 4,400,000 square feet along 40 miles of display front at the trade fairgrounds in the center of Milan. About 3,200 of the exhibitors will come from places other than Italy.

## Greenville in Busy Period; Uline Renovation Planned

**GREENVILLE MEMORIAL COLISEUM** has a busy schedule of attractions coming up for its South Carolina customers. "Holiday on Ice" played there thru Saturday (6). "The Biggest Show of 1960," with Frankie Avalon, is to be in on Tuesday (9), followed the next day by Goose Tatum's Harlem Stars. Ringling-Barnum circus is set for February 16-18. Between each of these attractions are basketball games. March 1 will see the Chicago Opera Ballet in the building, which is managed by Herman J. Penn. . . . Chicago's Sportsmen's and Vacation Show will be at the International Amphitheater February 26-March 6. Thomas E. Durant is producer. Ann Marston is among the acts signed. . . . Oakland Municipal Auditorium, with Lin Lueddeke at the helm, will have such attractions this month as "Voyage to the Moon," indoor auto races, boxing, National Roadster Show, Jose Greco and more. . . . Tony Lavelli will play a new route of Middle Western and Pacific Northwestern dates with his one-man show in March and April. Steve Moore booked and promoted the route, which includes a showing at Ben Moore's Spokane Coliseum. . . . Harry G. Lynn, new owner of Uline Arena, Washington, expects to start a renovation program at the end of the current season.

## New Car Showings Reappear; Houston May Up Pop Prices

**NEW-CAR SHOWING SEASON** isn't over after all. These quality bookings, much relished by auditorium-arena managers, were scheduled in numbers last fall as the new models were being introduced to dealers. Now a few such showings are turning up on building schedules for later this month. These are believed to be for the unveiling of the Comet, a new car to be built by Lincoln-Mercury division of Ford. Auto makers say there are more new makes to come. . . . At Houston, Francis Deering, manager of Sam Houston Coliseum and other public buildings, has asked approval of a new price schedule for concession items. He wants to raise the price of soda pop and popcorn to 15 cents from 10 cents. The city council is studying the matter. . . . Edward J. Lee, managing director of the Chicago Lakefront Exposition Hall, appeared recently before the exhibitors' committee of the National Restaurant Association and estimated the building would be completed in 1961.

## Torrance, Calif., Planning Multiple-Purpose Building

**CITY COUNCIL OF Torrance, Calif.,** has voted priority for construction of a multiple-purpose auditorium-arena. They decided to retain an architect for the planning. The building will be part of a large civic center. The city council also discussed whether to seek a bond issue or utilize a lease-purchase plan. . . . Oklahoma City Auditorium had "A Parade of Champions" Saturday (6), made up of several award-winning barbershop harmony quartets. Scale was \$1 to \$3.50. . . . Butte, Mont., Civic Center will have a boat show, March 18-20, with Shag Miller as manager. . . . Cincinnati Music Hall's February schedule includes a fashion show, bowling tournament, new car showing, the Kingston Trio, soprano Roberta Peters, and numerous meetings. . . . Billy Graham currently is in Africa. His route extends to March 8-9 in Ethiopia.

## Walter Brown to Get Denver Hospital Award

**BOSTON** — Walter A. Brown, president of the Boston Garden Arena Corporation, will receive the honor award of the National Jewish Hospital of Denver March 6 at a Somerset Hotel dinner here, mark-

ing the 61st anniversary of the non-sectarian hospital.

A trustee of the hospital and treasurer of its New England Committee, Brown will be honored in recognition of "his long and devoted service to the community of man and, in particular, his interest in the life-saving work of this medical and research center."

## Atlantic City Seeks Better Transport For Conventioneers

**ATLANTIC CITY**—The resort's Convention Bureau has voted to hire a transportation co-ordinator to work with both convention groups and transportation facilities in an effort to secure better convention transportation to and from the resort. This action was taken at a meeting of the bureau's executive committee at which present travel facilities and the problems they create in securing convention business for the resort were discussed at length.

Wayne Stetson, Convention Bureau manager, said securing better transportation for delegates has become the No. 1 problem of his organization selling the resort to conventioneers. He said one of the things the transportation co-ordinator will endeavor to do is to sell conventions on the idea of making Philadelphia the transportation gateway to the resort, instead of splitting with Washington as at present.

Stetson said the bureau also will seek to persuade one of the present airlines flying east-west across the country to make the resort a scheduled stop, pointing out that if the city can assure prospective conventioneers of scheduled service with some degree of frequency, it will help both the resort and the airline.

## Dallas Home Show Shaping Up Well

**DALLAS**—The Southwest Home Show, March 12-20 in the Fair Park Women's Building, is shaping up to be larger than last year, according to Gregory Good, general chairman. The 1959 show attracted about 75,000 visitors. Scope of the 1960 show is being enlarged, and exhibitor registrations are far ahead of 1959, he added. Show is sponsored by the Home Builders' Association of Dallas County.

## Atlantic City, State Act on Hall's Bonds

**ATLANTIC CITY**—An amended ordinance providing for borrowing \$2,000,000 to complete the financing of Convention Hall modernization was passed on first reading at a meeting of the city commission last week. Provisions of the ordinance are the same as included in the bill passed by the State Assembly and now awaiting the signature of Gov. Robert B. Meyner.

Under the ordinance, Finance Director John O'Donnell is permitted to borrow the \$2,000,000 in special emergency notes at the lowest rate of interest obtainable for the city. The bill places a limit of 6 per cent on the interest. The money will be paid back in four years and the first payment must be made not more than 15 months after the money is borrowed.

The bill now awaiting Governor Meyner's signature was introduced to permit the city to make the first \$500,000 payment on the loan in the year the money is borrowed. The ordinance states that the notes will become the general obligation of the city and, if necessary, ad valorem taxes may be levied to meet the debt.

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## Canadian Army Quits Ex Stadium At Saskatoon, Sask.

**SASKATOON, Sask.**—With a new armory completed, the Canadian Army is vacating Exhibition Stadium where it has had office space since 1930. The lease on the Stadium property expires February 29.

Future use of the structure will not be decided for several months, according to S. N. MacEachern, exhibition manager, but the fair board hopes to have it bring in revenue comparable with that received from the Army. If used as a hockey rink, an artificial ice plant would be installed at a cost of some \$40,000.

Other possible uses would be as a heated auditorium or as a public skating rink. One of its uses in summer would be to provide accommodation for farm youth groups attending the fair.

The Army had paid an annual rent of \$14,400, and paid all light, heat and water bills. Interior renovations and repairs were also looked after, with the board responsible only for exterior repairs.

## Minneapolis Group Selects Architect For Amphitheater

**MINNEAPOLIS**—The civic amphitheater committee, headed by former Minneapolis park superintendent Charles E. Doell, has retained the architectural firm of Cavin and Page, St. Paul, for preliminary work on the proposed amphitheater here.

Feeling of the amphitheater group is that the structure will be established on public land and the funds for site development and construction will come from public sources, with the facility to be administered by a public agency.

If public funds are found to be inadequate for the project, the committee agreed, then "private sources will be wholeheartedly sought."

## Convention Center For Laredo, Tex.

**LAREDO, Tex.**—A convention center will be built by E. J. Burke, of San Antonio, adjacent to his Sands Motor Hotel at Laredo. Burke said plans have been completed and the contract will be let shortly for the auditorium, which will have a seating capacity of 500. Completion is expected in April. It will have a hydraulic stage arrangement. This will allow the stage area to be raised when needed and lowered to increase dance floor area.

## Hayes at Hartford

**HARTFORD, Conn.**—The Connecticut Sportsmen's and Boat Show, January 27-31 at the Broad Street Armory here, featured two stagers daily. Cowboy Gabby Hayes appeared daily and numerous sports world figures made visits. There were over 100 exhibits, plus a do-it-yourself trout fishing pond.

## 'Holiday' Fills Cincy Gardens 8 of 9 Shows

**CINCINNATI**—Morris Chalfen's "Holiday on Ice of 1960" worked to sellout business in eight of nine performances at the Cincinnati Gardens, Tuesday (26) thru Sunday (31), drawing 82,887 paid admissions for the full run. The single below-capacity house was recorded Thursday.

Several shows were turnaways, and over the weekend the management even sold seats in blocked-off areas of the hall in order to accommodate crowds. Three shows, morning, afternoon and night, were offered Saturday and two performances were given Sunday. Tickets were scaled at \$2 to \$3.50. Kids accompanied by parents were admitted for half price Friday, Family Night.

The Saturday morning and afternoon performances were bought by Procter & Gamble for its employees who observed the firm's Dividend Day celebration at the Gardens.

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# Ringling Reveals Route to New York

SARASOTA, Fla. — Pre-New York route for the Ringling Bros. and Barnum & Bailey Circus this season will be the most extensive of several years and it will concentrate heavily on the cluster of new arenas in North Carolina.

The show was at the Miami Beach Exposition Hall thru Sunday (31). And it was at the Alabama State Coliseum, Montgomery, February 5-7. An important departure is that the show will play

Philadelphia again and this time prior to the New York run. Ringling will be in the Philadelphia Trade and Convention Center, March 25-29. It will be at Madison Square Garden, New York, March 31-May 15.

Between Montgomery and Philadelphia will be these stands:

Columbus, Ga., Municipal Auditorium, February 9-10; State Fair Coliseum, Nashville, February 12-14; Greenville, S. C., Memorial Auditorium, February 16-18; Winston-Salem, N. C., Memorial Coliseum, February 20-21; State Fair Coliseum, Raleigh, N. C., February 26-28; Memorial Field House, Huntington, W. Va., March 2-3; Charleston, W. Va., Civic Center, March 5-6; Greensboro, N. C., War Memorial Auditorium, March 11-13; Charlotte, N. C., Coliseum, March 16-20; and the Ice House, Haddonfield, N. J., March 23-24.

SARASOTA, Fla.—Nate Eagles has been appointed Side Show manager for the Ringling Bros. and Barnum & Bailey Circus stand in Madison Square Garden, New York, March 30-May 10. The appointment was made by Arthur M. Concello, general manager of the show. Eagles has held the post for several seasons, but last year his health would not permit his taking it, he said. New York is the only stand at which the Ringling show still operates a Side Show or menagerie.

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## KITTEN WENDT HURT IN FALL

GRAND RAPIDS, Mich.—Kitten Wendt, of the Aereo Stylites and Goddess of the Moon aerial acts, was injured Saturday (30) in a 35-foot fall from her Moon rigging during the Orrin Davenport Circus at the Civic Auditorium here. Injuries included fractures of her left wrist and both feet. The acts were to have opened February 15 with the Hamid-Morton Circus.

Show chairman C. S. Rose said that the Shrine's show attendance was equal to last year, which was the date's banner run.

## Detroit Shrine Opens; Cresso Jumps Tracks

DETROIT — A satisfactory house was reported for opening day Monday (1) of the Shrine Circus, here for a 14-day run at the State Fairgrounds Coliseum.

Chester E. Cox, recently elected Moslem Temple recorder and circus chairman, expressed belief that the way advance sales have been holding up, there was no reason to expect anything other than as good an opening week as last year's. Cox reported all arrivals were made on schedule, with the exception of the Albanis high aerial motorcycle and perch act, for which a replacement was made prior to the show coming to town following the Albanis' injury some weeks ago.

The opening evening's performance provided a scare when the Cresso Rocket Car manned by 19-year-old Harry Cresso Jr., struck an unnoticed cable, leaped off the runway into frontside empty arena seats and narrowly missed striking four youngsters seated nearby. Cresso escaped unhurt.

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# CIRCUS TROUPEING

By TOM PARKINSON

TENTATIVE ARRANGEMENTS have been made for the telecasting of a show from Ringling-Barnum. CBS-TV has penciled in the program for May 27. Circus will be in the Hershey (Pa.) Arena at that time, but the TV show will be filmed earlier. . . . Menagerie owner Tony Diano is touring Europe again. He caught the Orfei, Cristiani and Togni circuses in Italy. . . . Mickey and Freddie Freeman, of the Ringling show, were house guests of Frank and May Wirth during the Ringling show's Miami Beach run. The Freemans and the Wirths were together years ago on the Wirth family bareback riding act.

Harry Dube's contract for producing the Ringling-Barnum program book expired on February 1. The new publisher is Arthur Klarr of New York. Printing will be done by Cuneo Press. . . . Joe Basile, Charles Basile and Bob Atterbury will be back with Hamid-Morton this season. . . . Working press for Ringling-Barnum in New York will be Bill Fields, Ken Mayo, Reggie Denenholz and Frank Morrissey. A fifth man may be added. . . . CFA is working with Eastman Kodak to set up an exhibit called Photography at the Circus in Grand Central Terminal, New York, May 2-22, CFA Bill Montague reports.

Rex Allen was featured at the Fort Worth Fat Stock Show's rodeo. With him were Rex and Wanda Rossi. On Sunday (31) Rossi's horse fell with him on the first turn and rolled over him. He urged his wife to go on with the show and then was taken to the hospital where his injuries were found to be minor. Visitors at the show included Don Rey and James Goff, circus musicians. . . . J. Ross King advises that he is operating his dog training center at Northridge, Calif., and trained the dogs for "Toby Tyler," new Disney film. Jon Cristea, dog trainer recently with Ringling, now is with King. The dog act he had on Ringling, Yvonne's Dog Parade, is with a circus in Cuba.

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Circus people have been among those taking additional Masonic work in the York Rite at Hugo, Okla., recently. Included are Sam Price, of Carson & Barnes Circus; Ted LaVelda, Famous Cole Circus; Jack Smith and Keller Pressly, Kelly-Miller Circus, and Lee Bradley, Adams Bros. Pete Smith, Kelly-Miller, and W. H. (Buckles) Woodcock Jr. were among those inducted into the Shrine recently. . . . Vernon McReavy has been in Alaska. . . . Norman (Luke) Anderson is opening a trailer park, cafe and store at Blythe, Calif.

Dan (Pappy) Kerr closes his Detroit Shrine date and then heads for Asheville, N. C., where he will enter St. Joseph's Hospital February 21. His first eye operation will be the next day and he will lay off about eight weeks. He will be on deck for the St. Louis Police Circus and the Washington Shrine show, then comes more layoff on doctor's orders. He expects to go back to work in October. . . . Paul Bohler recently visited the Ringling quarters and Cristiani quarters at Sarasota and the Zacchini home base at Tampa. . . . Don and Martha Smith caught the Polack show at Flint, Mich., and the Orrin Davenport show at Saginaw, Mich.

When the Museum of the American Circus was reopened recently, the program included the Bisbinis, Merle Evans, Hugo Schmitt, Lou Jacobs, Jackie Gerlich, William Heyer, the Flying Gabrianns, Frank Cucksey and the Sailor Circus Band. In the Gabriann act, also from the Sailor Circus, are Olympia Zacchini, Adriano Catarzi, Jimmi Cash and Alex Kruppa. Mel Miller, of the museum, produced the show.

Ben and Jean Davenport recently were in Arizona to pick up her wild animal act and take it to Sarasota for a shopping center show. . . . Big Bob Stevens and Jean Allen have formed a partnership. . . . Press agent Eddie Howe is back in California for Columbia Pictures. He also is representing the James Masons, and he has been working at the Finch murder trial in Los Angeles, where Mrs. Mason was

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TURNING BACK THE PAGES: 1945—Mike Guy's band signed with Bailey Bros. . . . Sello Bros. was doing okay in Georgia. . . . Betty Escalante fell at the Grand Rapids Shrine Circus. . . . Tuffy Genders was in the Navy at San Pedro, Calif. . . . Jack Joyce and Ralph Clawson wanted people for the new Clyde Beatty Circus. . . . Mark Rossi was reported killed in action in Burma. . . . Polack Bros. performers had trouble getting OPA's okay for gasoline allotments to take them from Chicago to Louisville. . . . Sgt. Richard Iannone was in the Philippines. . . . Chief and Tillie Keys signed with Bud Anderson.

writing feature material for The Los Angeles Herald-Express.

Frank A. Miller, former Ringling concessionaire, is ill in Royal Hospital on the Grand Concourse, New York. . . . Jack Walsh, former Hunt strong man, has been signed to the Clark Kent role of TV's "Superman" series. . . . Mr. and Mrs. Al Lennox are vacationing with the Spitzer family and Ed Mellon in Valdosta, Ga. . . . Roy Bush and wife are resting in Florida between dates with the Hunt elephants, which have logged 20,000 miles since last season. . . . A number of new demonstration helicopters have been dropping in at Hunt quarters in New Jersey. The show hasn't had a whirlybird since the 1958 season. . . . William Rice is doing special lighting for Hunt.

Visitors to the Ringling-Barnum show included Carol June Venter and son, Mark; Cordine Meyer, Clyde Beatty, Eddie Dullum, Ronnie Daniels, Frank Wirth, May Wirth, Stella Wirth, Harry Dann, Bill and Tana Sadler, Freddie Daw, Alex Neuberger, the Fred Canfield family, Joe Guzman, the T. C. Joneses, Welby Cooke, Emile Benzell, Tony Morris, Mr. and Mrs. Dave Endy, Will Hill, Mr. and Mrs. Marvin Case, Bob Hope, Harold Barnes and Hattie Hodgini.

Cristiani Bros.' Circus has signed the Oscar Konyot chimp act and the Harold Ward flying act, it reports. The show is contemplating a finale that makes strong usage of horses. . . . Charlotte and Harry Levine and their chimps are wintering at Tucson and Phoenix, Ariz., and plan to return to their New Jersey home in April. They will visit with Jim and Mary Stutz at El Paso. . . . Eddie Nolan is breaking a lion act at Wrentham, Mass. Recently he caught the Evelyn Currie and Roberto act and George Keller. Joe Arcaris, tiger trainer from Benson's animal farm, was a weekend guest of Nolan's. . . . Glen Trump, of Ak-Sar-Ben, Omaha, reports the signing of Ringling-Barnum for a stand in August. He also complains that some official routes published this fall don't qualify as books.



# THE FINAL CURTAIN

**ADAMS—Charles,** member of the Manitoba Provincial Exhibition board, January 3 in Brandon, Man. Survived by his widow, two sons, a sister and parents.

**ADLER—Felix,** 62, veteran whiteface clown known thruout America, died February 1 in New York City. (Details in Show News section.)

**APAKA—Alfred A.,** 40, Hawaiian singer, January 30 of a heart attack in Honolulu. He had been at the Tapa Room of the Henry Kaiser Hawaiian Village Hotel. Survived by a son and five sisters.

**BENEFIEL—Lester Clifford,** 61, carnival ride operator, January 3 in Veterans' Hospital, Fayetteville, Ark. He put in the last 10 years with Motor State Shows and earlier had trouped with the Gooding and Reynolds & Wells shows. Survived by two sisters. Burial in Coffeyville, Kan.

**CROSS—Charles,** 87, former fairgrounds worker known as Scotty, December 26 in Detroit. He had worked on the construction of the grounds for the 1904 Louisiana Purchase Exposition in St. Louis.

**FLETCHER—Eustace S.,** 69, character actor and director on the Goldenrod Showboat for the past 20 years, January 27 in St. Louis. He had also appeared with the St. Louis Municipal Opera. Survived by his widow, Vida, and a son, Jack. Services February 1 in St. Louis with burial in Jefferson Barracks (Mo.) Cemetery.

**GRAY—Jesse H.,** 81, former entertainer who worked under the name of Elder

Cobb, January 26 in Columbia, Tenn. In the past he traveled with minstrel shows. He retired in 1947. Survived by a brother and a sister. Burial in Woodlawn Cemetery, Nashville.

**GREEN—William H.,** 57, press agent with circuses and other attractions, in Detroit January 29 of cancer. (Details elsewhere in this issue.)

**HULL—Ralph,** retired side showman known as "The Man Without a Skull," January 30 in Veterans' Hospital, Miami, of a heart attack. For many years he had his "Hall of Science" attraction with the Cetlin & Wilson and World of Mirth shows, leaving the road six years ago to enter the real estate business in Miami. He was a member of the Miami Showmen's Association. Survived by his widow, son, daughter, sister and brother.

**KAY—David,** 55, veteran ride operator at sponsored dates, January 28 in a Philadelphia hospital following a heart attack. At one time he had the Kay Amusement Company out of Wilmington, Del. He was a Mason. Survivors include his widow, Roberta, and a son, Stephen.

**KRUEGER—George W.,** 46, diesel mechanic with Royal American Shows, January 26 in his room in Tampa of gas asphyxiation. Survived by a daughter, Sharon Woods, of Adrian, Mich.

**LEVINE—Ben W.,** former concessionaire with Hunt Bros.' Circus, of a heart attack January 14 at New York. Survivors include his widow, a daughter, and a brother, Harry, Florence, N. J.

**LINIGER—Paul W.,** 70, formerly of the Liniger Brothers trio which played the old Gus Sun circuit and appeared with the Hagenbeck-Wallace and Ringling shows, January 29 in Oxnard, Calif., of cancer. In later years he had a show of his own under canvas. Survived by his widow, Estella; a daughter, Eileen M. Corcoran, Oxnard, and a brother, Harry. Burial February 4 in Harbinger, N. C. (Continued on page 57)

## Carnival Routes

All American: Bluffton, S. C.  
Bee's Old Reliable: Mobile, Ala., 18-March 1.  
Blue Grass: (Cortez Plaza) Bradenton, Fla.; (Fair) De Land 14-20.  
Deggeller Funland: West Palm Beach, Fla., 8-14.  
Deggeller Show of Shows: Melbourne, Fla., 8-14.  
Peter Paul Ams.: Sanford, Fla.  
Royal American: Tampa, Fla.  
Smiley's Ams.: Cocoa, Fla.; Mincola 15-20.  
Strates, James E.: (Fair) Orlando, Fla., 22-27.

## Circus Routes

Davenport, Orrin: Cleveland, O., 18-28.  
Hamid-Morton: (Arena) Milwaukee, Wis., 15-21.  
Polack Bros.: (Fairgrounds Arena) Madison, Wis., 13-14; (Sports Arena) Fort Campbell, Ky., 20-21; (New Scotland Ave. Armory), Albany, N. Y., 26-28.  
Ringling Bros. and Barnum & Bailey: (Municipal Aud) Columbus, Ga., 9-10; (State Fair Coliseum) Nashville, Tenn., 12-14; (Memorial Aud) Greenville, S. C., 16-18; (Memorial Coliseum) Winston-Salem, N. C., 20-21.

## Ice Shows

Holiday on Ice of 1960: (Memorial Aud) Chattanooga, Tenn., 8-10; (Municipal Aud) Atlanta, Ga., 11-21.  
Ice Capades, 19th Edition: (Aud) (Continued on page 57)

## Legitimate Shows

Dark at the Top of the Stairs: (Biltmore) Los Angeles, Calif., 8-13; (Capitol) Salt Lake City, Utah, 15-16; (Aud) Denver, Colo., 17-19.  
Look Homeward, Angel: (Colonial) Boston, Mass., 8-20.  
Music Man, The: (Shubert) Chicago, Ill., 8-March 6.  
Odd Man In: Wichita, Kan., 9-10; Topeka 11; (American) St. Louis, Mo., 15-20.  
Two for the Seesaw: Buffalo, N. Y., 8; Syracuse 9; Worcester, Mass., 10; New Bedford 11; (Veterans' Memorial Aud) Providence, R. I., 12-13.



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### NOTICE OF PUBLIC HEARING

The Michigan State Fair Commission hereby gives notice that a public hearing on proposed changes in the rules and regulations concerning its operation of the Fair will be held on Thursday, February 18, at 10:00 a.m., in the Ford Building on the Fairgrounds at Detroit, Michigan.

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**ROY (MICKY) McDONALD**  
Who passed away Feb. 9, 1959  
Sadly missed by  
**Earl Shipley**

IN LOVING MEMORY OF  
**GLADYS MACKKEY**  
Who was called away February 7, 1957  
**JERRY, BEVERLY and DANNY MACKKEY**  
and the **MEREDITH FAMILY**

IN LOVING MEMORY OF  
**GLADYS MACKKEY**  
"who was with it and for it"  
Died February 7, 1957  
**BILL and STELLA AUBIN**

In Loving Memory of My Dear Mother  
**CARRIE MANGEAN**  
Passed on February 12, 1957  
**HAZEL MANGEAN**



## CARNIVAL CONFAB

**T**HE GLOBE-GIRDLING Al Becks, he of the Lenz insurance staff, write in glowing terms about their current jaunt around the world. Report the Atlantic crossing as smooth, a little rain and fog in England and perfect weather in Holland. Made the cultural rounds in Rome and caught the Ofrei Circus there. Naples beautiful, as was the Isle of Capri. Caught the German Circus Krone in Naples which had turn-away business. Two days in Alexandria, Egypt; followed by Beirut, Lebanon and Damascus, Syria, Cairo, Jerusalem, Singapore, Ceylon, Australia, New Zealand, Peru and Panama.

A Gibsonton, Fla., landmark, Eddie's Hut, is no more. Long a gathering place for showfolk in that town, it has been razed to make way for widening of U. S. Highway 41. In addition to getting a bite to eat, customers of Eddie and Grace LeMay could also get updated on the latest in the midway business and where everybody was working. It was built in December, 1929, by the LeMays after they had spent 30 years on the road with eat and drink joints and cookhouses. The annual New Year's Eve party there was always a high point of the winter, and its "lefthanders" parties were another. For the latter, a \$1 admission fee was paid and the eaters had to use their left hand only. Fines were assessed when the rule was violated, and the money went into a pot to pay for a future bigger and better party.

Mrs. Dolly Young has recovered from a virus and is back with it as business manager of the Glades Amusement Company for its six-fair tour of Florida. . . . Frank J. Lee writes from his San Antonio home that he's booking and publicizing Birch the Magician on a Texas tour during February and March. Lee'll also be busy working three New York events, Home and Appliance Show, a couple of rock and roll shows and a basketball exhibition. . . . Mrs. C. J. (Egle) Sedlmayr Jr. was the subject of an illustrated style feature in a recent issue of The Tampa Tribune, in which she described her wardrobe on the road as well as at home. Egle's family, the cannon-shooting Zaccinis, also drew big space in the same paper recently. The story dealt with the photographic ability of Edmondo Zaccini, telling how he uses the base of the cannon as his dark room. *Frank Joerling*

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Bernie Miller, longtime press agent, is wintering on the Chicago scene. . . . Hall Enterprises has been awarded a one-year contract for operation of 27 stands and concessions at Wisconsin State Fair, Milwaukee. Firm's 10-year pact expired with the 1959 fair. . . . Les Hinson has purchased a new Tilt-a-Whirl for the summer operations. . . . Ladies' Auxiliary of the Midwest Showmen's Association, Minneapolis, will hold its annual Valentine party February 13. The club's cemetery fund has grown to \$1,250. Plot is at Lakewood Cemetery.

Members of the Michigan Showmen's Association in attendance at the Detroit funeral of Bill Green, a past president, included Robert Morrison, president; Paul Greeley, secretary; Harry Stahl, vice-president; Edor Burge, treasurer; Calvin Lovejoy, executive secretary; Jack Dickstein, Louis Brown, Kent Galo, Andy Barto, Harry Letzer, Jack Kutzon, William Silber, David Greenberg, Rex Allen, Alex Kaplan, Sam Burd, Irving Borker, Norman Price, Irving Rubin and Mrs. Ruby Widger, president of the Ladies' Auxiliary. *Charlie Byrnes*

Marshall Brown, concessionaire with West Coast Shows, recently lost his mother. Brown recently returned to Los Angeles from Salt Lake City, where he went to attend the funeral. . . . Sympathy is also being extended Louis Bacigalupi on the death of his mother in El Monte, Calif. . . . J. Ed Brown is reported recuperating from a virus. . . . Sam Brown has returned to his apartment in the Merritt Jones Hotel, Ocean Park, Calif., after being confined to a Los Angeles hospital for several weeks. . . . Harry Phillips, Pacific Coast Showmen's Association treasurer, underwent minor surgery on his leg. . . . Edna Dauer is visiting friends, in San Francisco. . . . Ed Kennedy is out again after being confined to

his Perris, Calif., home with the flu. *Sam Abbott*

Writing from Acapulco, Mex., Jack Settle reports that he recently caught Charles White and William Bjarano and crew working six stands to fair business at Iquala. Bjarano has games on Eddie's Exposition Shows during the regular season. "Weather and fishing wonderful around Acapulco," Settle concludes. . . . Russell Johnson, a paralytic victim seven years ago as a result of a truck accident, is now a tubercular patient in Veterans Hospital, Hines, Ill., and would like mail and visitors.

Diamond Tooth Billy Arnte, living at 1819 Gregg Street, Columbia, S. C., celebrates his 80th birthday February 9. Arnte reports that he is organizing a minstrel show for a spring tour and that he will play Carolina fairs with a girl show in the fall. He would like to hear from friends. *Al Schneider*

Roy Jones has recovered from a flu attack and attended a recent Pepsi-Cola convention in New York before leaving for Tampa's Florida State Fair.

Aaron Hymes, the novelty man, will vacation in Miami after making the Mardi Gras in New Orleans. He had a freezing date at Tropical Park, Miami, and a lonely one at the Hartford, Conn., sports show, but came up smiling. . . . Virginia Kim stopped off in New York en route to a club date in Albany. Princess Ming Chu is working in New York. Torchy Turner's at the Casbah, Miami, and also visiting the Tony Masons. . . . King Reid's basement taproom is nearing completion in Manchester, Vt. Pre-unveiling visitors are offered a hammer in one hand and a highball in the other. . . . Bernie Therit's framing a new cookhouse in Horseheads, N. Y., to *(Continued on page 57)*

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FLASHBACKS: 15 Years Ago—Carl Sedlmayr became sole owner of Royal American and Rubin & Cherry shows thru his purchase of Sam Solomon's interest in the two organizations. . . . Over 800 attended the first banquet and ball of the Miami Showmen's Association at Lou Walter's Terrace Gardens. . . . Back-end units signed for the Johnny J. Jones Exposition included Duke Jeannette's unborn, Carl Lauther's Side Show, Leo Carrell's monkeys and Bertha (Gyp) McDaneils' Rocky Road to Dublin and Arcade. . . . Sid Crane and Jimmy Chauvanne closed to take their Side Show to Wallace Bros.' Shows. . . . Private Tony Bares, concessionaire, was in training at Fort McClellan, Ala.

## BILL SIEBRAND TO THE RESCUE

**B**UTTE, Mont. — Big Bill Siebrand, of the family that operates Siebrand Bros. Circus and Carnival, has more friends than ever in this city where the show has played many times.

He came to the rescue here recently. A seven-month strike of copper miners here has put some families in dire straits. Siebrand, accompanied by Boogie Red, also of the show, recently brought in a semi loaded with fruit and vegetables for the hard-pressed families of the miners.

Included were 100 large cartons of oranges, grapefruit, lemons, sweet potatoes and turnips brought in from the Phoenix area. Siebrand, who transports produce during the winter months, happened to be passing thru town when he heard of the food shortage. Frank (Paneek) Panisko, long-makes his home here, helped with the unloading.

## Kopcha Adds New Wheel, Scrambler

**W**ASHINGTON, Pa. — Frank Kopcha, owner of Frankie's Rides, announced recent purchase of a No. 5 Ferris Wheel from Eli Bridge Company and that a Scrambler is on order as preparations go forward in winter quarters here for the season's tour thru Pennsylvania, West Virginia, Ohio and Maryland.

Kopcha reported that to date he has signed to supply rides at fairs in Washington, Pa., Oakland, Md.; Grafton, W. Va., and Uniontown, Pa.

His ride line-up this year will include a new 16-car Everly Octopus Tilt-a-Whirl, Pony Cart, Tank Boat rides, two Ferris Wheels, Kid-Whip, Auto ride, Roll-o-Whirl and Chairplane.

## Brockton Fair Won by A. of A.

Switch to July 4 Week; New Date To Kick Off Eastern Fair Season

**B**ROCKTON, Mass. — The Brockton Fair will run over July Fourth this year for the first time, and will offer Amusements of America on its midway. Both developments represent major changes from the fair's traditional policy and are announced by George L. Carney Jr., president and manager. The fair is expanding to nine days.

Carney and Morris Vivona, agent for the show, signed contracts on Saturday (30). This will be Carney's fourth season at the helm and the midway is the last sector to face revision by him, following broad changes in the grandstand, admission and rentals departments. World of Mirth Shows had played the date for the last 30 years.

Brockton will run July 2-10, starting on a Saturday, a day earlier than usual, and ending Sunday, a day later. The Vivonas are to be up and ready at 10 a.m. opening day. The fair had been running in September until this year. Rides, shows and concessions will all be handled thru the carnival office, Carney said.

The signing gives the show a bonanza date, potentially better than \$70,000 in ride and show receipts, at the height of the summer. In addition, the new date precedes the East's customary kickoff fair in Harrington, Del., thus guaranteeing to attract scores of independent operators in search of early bankrolls.

### Fall Opener August

After Brockton the show will play three weeks of still dates before swinging into its fall fair route, August 1 at Hughesville, Pa. Morris Vivona also announced signing to repeat at the West End (Pa.) Fair for August 30-31. During this week, which falls between the Kutztown and Lehigh (Pa.)

fairs, Amusements of America will be divided between West End and a celebration to be announced. Opening date for the season has not been revealed but will probably be Easter Week.

Brockton will day-and-date the July Fourth celebration at Lowell, 40 miles away. Carney saw no deterrent to either event. The fair will be offering its pari-mutuel racing in addition to all the customary features.

Amusement of America's status among truck-unit operations is thus enhanced considerably, giving its owners the strongest route they have known. In addition to opening with a major fair in July, they have such big ones as Trenton, N. J., and Charleston and Florence, S. C., as well as a solid string of other fairs.

## New Northwest Club Elects Douglas Prez

**S**EATTLE — Raymond (Bud) Douglas has been named president of the newly organized Northwest Showmen's Club. The club meets the first and fourth Mondays of each month at 4500 Empire Way.

Other officers are Ruby Brown, first vice-president; Wayne Endicott, second vice-president; A. L. (Arkie) Warner, chaplain, and Marie LeDoux, secretary.

Mail address of the organization is 3016 Oregon, Seattle 8.

## NORTHERN EXPOSITION SHOWS

### Northwest's Finest Midway

**WANT FOR OUTSTANDING FAIR ROUTE STARTING JUNE 27th, INCLUDING BOTTINEAU, CANDU, CROSBY, IN NO. DAK.; PLUS ENTIRE MONTANA "B" CIRCUIT, INCLUDING SHELBY, LEWISTOWN, SCOBAY, DODSON, HAVRE, MILES CITY, GLENDIVE, SIDNEY, WOLF POINT, WILD HORSE STAMPEDE. FIFTEEN BONA FIDE AND WELL PROVEN FAIRS.**

**CONCESSIONS:** Long & Short Range Galleries, Cookhouse, Grab, Roman Targets, Cork Gallery, Scale & Age, High Striker, Arcades, Basketball. Novelties, or any Hanky or Stock Concession not conflicting. We book only one of a kind.

**SHOWS:** Ten-In-One, Mechanical, Mirror, Freak, Rock & Roll Revue or any good show with own equipment & transportation.

**HELP:** Can always place good, sober, reliable people on 18 rides. NO CARS. Winter quarters open in March.

**MIKE SMITH, Owner**

Box 68, Worthing, So. Dak.

Phone ESsex2-2000

## BROCKTON FAIR

### BROCKTON, MASS.

**RUNNING JULY 2-10 OVER JULY FOURTH HOLIDAY! FIRST IN THE EAST! OUR 200,000 PATRONAGE MADE AVAILABLE TO YOU AT THE PEAK OF THE SEASON!**

### SPACE AVAILABLE FOR THE FOLLOWING:

Giant Lollipops, Jewelry, Candy, Demonstration Items and Gadgets, Straight Sales of all kinds, in newly renovated buildings.

What Have You ? ? ? ?

**George L. Carney Jr., Pres. & Mgr.**

Brockton, Mass. JUniper 6-8000—JUniper 3-7832 (after 6 p.m.)



# 11 Fairs Charted For Manning Show

SANFORD, N. C. — Eleven weeks of Southern fairs are lined up for the Ross Manning Shows, and a 12th is pending, owner Manning reports. The show wound up in wet circumstances along with all of the others playing the South last fall, struggling thru several weeks of unseasonable rains. First fair for 1960 will be Manassas, Va.

Winter quarters here will open the first week in March. Manning was optimistic about this year's prospects, especially about his traditional still-date territory. Included will be several weeks in New York State for which Morgan Demarest is serving as agent.

The Manning show will open the end of April in Virginia, then route northward with 15 rides, nine shows and upwards of two dozen concessions at the start. With it

again will be Bernie Feldman, business manager and adjuster.

Line-up includes twin Ferris Wheels, Merry-Go-Round, Octopus, Scooter, Roller Coaster, Merry Mixer, Tilt-a-Whirl, Roll-o-Plane, five kiddie rides and a live pony ride. Ted Brown will handle the Funhouse and Lee-Ola is returning with the Side Show and two grind shows. Show staff also includes Jack Hollowell, joining as superintendent of transportation, Nelson Wilkins, purchasing agent, and Fred Perkins.

Manning has booked the fairs in Galax and Woodstock, Va.; Tarboro, Roanoke Rapids, Lenoir, Warrenton and Trenton, N. C., and Newberry, S. C., with the route promising a healthy financial return if operating conditions are favorable. Weather last year ruined Manning's big ones, Petersburg, Va. and Florence, S. C.

# Arizona Club Installs Little Bill Siebrand

PHOENIX, Ariz.—W. J. (Little Bill) Siebrand was installed as president of the Arizona Showmen's Association for 1960 at a banquet and ball in the Carnival Room attended by 200 members and guests.

Other officers are H. J. (Bill) Farrar, first vice-president; Betty Pesicka, second vice-president; Lloyd Lea, third vice-president; Don Hanna, treasurer, and M. R. Freeman, secretary.

Harry Lucas was chairman of the banquet and ball. On the committee were Anne Horstman, Margaret Hanna, Janelle Siebrand, Do-

lores Gordon, Ruby Freeman and Rose Merrow.

Seated at the speaker's table were Dick Havins, representing Pacific Coast Showmen's Association; W. R. Siebrand, Showmen's League of America; Anne Horstman, ASA president; Farrar, W. J. Siebrand, Betty Pesicka, Don Hanna, Freeman, Mr. and Mrs. Frank Roche, Hiko Siebrand and Earl Salter. Pancho Roche was emcee for the show featuring Chuck-A-Lucks, singing group; Robbin Jewel, exotic fire dancer, and Mitzi Meade, comedienne.

Honored guests included Cal Boies, Maricopa County sheriff; Vern La More and Captain Morehead, Phoenix detective division; Mr. and Mrs. Ralph Watkins Jr., Arizona State Fair Commission; Mrs. Caywood and Mrs. Wilma Hislop, State fair secretarial staff; Mr. and Mrs. Harry Clark and Art and Dollie Frazier, Siebrand Shows. Congratulatory telegrams were read from Sam Abbott, The Billboard, Hollywood, and the Pacific Coast Showmen's Association.

## SETS 10 FAIRS

### Weiss Bingo Returns to Centre Hall

NEW YORK — A list of 10 independent fair dates is charted for Big-Hearted Ben Weiss bingo units this season. Weiss spent a week in New York working on a summer proposition to precede the fair season.

Notable on the route is a return visit to the fair at Centre Hall, Pa. In addition, there are repeat visits to Middletown, N. Y.; Bloomsburg, Allentown, York and Reading, all in Pennsylvania; Timonium, Md.; Ronceverte, W. Va.; Orangeburg, S. C. and Macon, Ga.

In cases where duplication occurs, wife Martha and son Jack Weiss will be available to operate additional bingo units. The Weisses last year added to their usual flash by garbing all help with tee shirts bearing the familiar red heart emblem and slogan, and used similarly decorated change aprons.

## DOMINIC INGENITO

### Insurance claim

Call me collect immediately

at

Victor 2-9888

Oklahoma City, Okla.

GEORGE TURNER

## Fairs Signed By Griffiths

ANNVILLE, Pa. — The 1960 season is shaping up okay according to William A. Griffiths, owner of the show bearing his name. At the Pennsylvania state fair meeting he reported contracting repeat appearances at the Cecil County Fair in Fair Hill, Md., and the Shipensburg (Pa.) Fair. New this year on the route are the Clay District Fair, Daybrooke, W. Va., and Battelle District Fair, Wadestown, W. Va.

## Mich. Club Adds 10 New Directors

DETROIT — Appointments of new directors and the naming of new committees highlighted the Monday (1) meeting of the Michigan Showmen's Association.

President Robert Morrison named the following directors: Joe Frederick, Eugene Skerbeck, Ed Porti, John Mulder, William Silber, W. G. Wade, Henry Shelby, Issy Cetlin, Elmer Mahoney and Arthur Rosenthal.

**GREATER MIAMI METROPOLITAN FAIR**

TO BE HELD AT  
**BEAUTIFUL TROPICAL PARK** MIAMI, FLORIDA

RACE TRACK

**20-27 FEBRUARY 1960 20-27**

<b>PITCHMEN &amp; DEMONSTRATORS</b>		<b>8 Big Days</b>
Some space still available for pitchmen and demonstrators in the buildings. Contact Leonard Simons		
<b>LAST CALL</b>	<b>CONCESSIONS WANTED</b> Will book Concessions working for stock only. MUST BE PRIZE EVERY TIME. Outside space available for pitchmen and demonstrators. Can also place modern, up-to-date Penny Arcade. Contact O. J. Weiss	<b>LAST CALL</b>
	<b>2 Kid Days</b>	
<b>SEE US AT THE TAMPA FAIR</b>		
<b>O. J. Weiss</b> P. O. Box 436 Tampa, Fla., until Feb. 16 then Tropical Park.	<b>Leonard R. Simons</b> Suite 153, Aviation Bldg. 3240 N.W. 27th Avenue Miami, Florida	<b>Bob Edwards</b> Tampa, Fla. Phone: WEBster 0-2133 until Feb. 16 then Tropical Park
<b>GREATER MIAMI METROPOLITAN FAIR, INC.</b> SUITE 153, AVIATION BLDG., 3240 N.W. 27TH AVENUE, MIAMI, FLORIDA		

## JOHNNY'S UNITED SHOWS

WANT FOR MOBILE, ALA., MARDI GRAS, FEBRUARY 18-MARCH 1—TOP LOCATION

Photo, Jewelry, Short Range, Scales, other straight sales Concessions not conflicting.

**ALSO BOOKING FOR 1960 SEASON**

**CONCESSIONS**—Cookhouse with grab combination for season, must be first class; sell EX on Photo, Long Range and Histriker. Other Concessions contact.

**SHOWS**—Big Snake, Monkey Speedway, Motordrome, Grind Shows or shows of merit; must be neat and attractive.

**HELP**—Foremen for Merry-Go-Round, Dodgem, Helicopter, Paratrooper, Kiddieland and towers; top wages. Blue Cross Insurance available, workmen's compensation and bonus. All late model rides and transportation equipped for easy handling. Must drive, be neat, clean and sober at all times.

**FOR SALE**—1948 Calumet Popcorn Trailer, 14 ft. overall, big giant Cretors Popcorn Kettle, used one season; Candy, Apple kettle and burner, fully equipped, ready to operate for \$1,000.00-cash.

Contact JOHN PORTEMONT, Jr., Tampa Terrace Hotel, Tampa, Fla., February 5-10, or address winterquarters: P. O. Box 105, Gantt, Ala. Phone: 23.

when answering ads . . . Say You Saw It in The Billboard



## TINTYPE

# Eats Impresario Has Storied Career

NOT MANY of us can talk nonchalantly of being awakened by two black bears licking the soles of our feet. Or of tearing down and loading a railroad show with two other fellows. Or of playing with a carnival that had no rides and no shows. . . . Jack Galluppo grinds out these tales with ease, unfolding one of the game's more storied careers. . . . Puffing a cigar in his cookhouse in Union, S. C. (he never smokes them but had just become a proud papa), he dropped surprising references like blockbusters.

Folks had a roadhouse in Plainfield, N. J., a 28-room house heavily patronized by midway folk, for whom Jack's parents had a soft spot. . . . Tossed big spaghetti feeds for them in the cellar. Jack, born June 29, 1908, hung around with the boys and ran off as a roughneck. . . . Made it to Coney Island where he became a painter at \$1 a day. Painted Jack Greenspoon's Temple of Wonders and was hired as a bally girl. "Forty a week to stand around in a wig and skirt. Greenspoon's wife marched me to the bank and made me open an account for myself." One night, sleeping over the place, he experienced the foot licking. . . . Bears had busted loose from Luna Park and were being tailed by police. "I froze," Jack recalls. The bears beat it out of the room and he became known as the Coney Island Wonder Boy for his escape.

Jack's been on the road all his adult life, doing a little bit of everything. . . . Games, girl shows, cookhouse operations. First went on the road with Frank West and stayed with him 20 years, doing everything. . . . Final year of World War II, help was almost nonexistent, he says, and so help him, the 50-car railroader opened in Natchez, Miss., and they only got one ride in the air. . . . Once he and Art Spencer, who drove the Caterpillar, loaded 12 flat cars, poling the wagons without a chalker. . . . Another day Galluppo, with two others, loaded the train in cold, pouring rain in Tuscaloosa, Ala. Then he drove to Columbus, Ga., with his cookhouse trailer, unloaded and set up the cookhouse, but ate his next meal in the Columbus City Hospital. . . . "The doc said to stop, so I compromised," Jack says, "I slowed down."

The late John Gallagan bought him his first cookhouse. . . . Dissatisfied on the Blue Ribbon Shows in 1936, where he managed the cookhouse, Jack quit and was called to Chicago by Gallagan. . . . Sent him \$100 to travel, waited for him in the cookhouse, and said to Jack, "Here, it's yours." What a guy, Galluppo reminisces. . . . Recalls the rideless, showless carnival with a grin. Got touted onto the show in St. Mary's, Ga., and "so help me, it was just a concession top, some open joints and a crotch dancer. This was the week



JACK GALLUPPO

before Pearl Harbor." . . . Also played a date that had nothing at all. Set up his cookhouse on the lot, but found the entire show had departed the previous day, and the local people suggested strongly that he do the same. He did.

Been on many midways since West's All-American Shows—Sheesley, Dodson, Ward and others, most lately with John Marks. . . . Married the former Peggy Tolin six years ago and they had their first child, a son, in Tampa, this fall. . . . Daughter Mary Lu, by a previous marriage, now 16, is with him on the road in the summer and once on Bistany Greater Shows was the youngest Billyboy agent, at four. . . . Jack has the same generous outlook his parents had with their spaghetti parties. His spread usually includes linen tablecloths, television and ample jackpotting. . . . Had plenty of scares in life, including a prediction he'd never walk again. This came after a 13-day dance marathon in New Jersey, followed by 80 days more in the Bronx. -Of 113 couples, six were around when Jack conked out. . . . He'd lost his partner and kept falling down. Knees puffed up and doctors made the sad prediction. . . . His mother rubbed live sheepskin fat on his legs and the cure took hold.

Sometimes thinks of quitting the game. Reads classified ads while in Tampa where he's lived for 12 years. . . . Sees the reluctance to hire older men, grimaces at the wages offered. "And who would I talk to? What about? They can have that life, I'll take the one I've got, any time."

Irwin Kirby

## Tampa Fems Install Egle Sedlmayr

TAMPA—Mrs. C. J. (Egle) Sedlmayr Jr., was installed as president of the Ladies' Auxiliary of the Greater Tampa Showmen's Association here Sunday (31). Mrs. Jim Richards was installing officer.

Others taking office were Mrs. William Perrot, Mrs. C. C. Groscurth and Mrs. James Cyr, vice-presidents; Mrs. Everett Fillingham, secretary, and Mrs. James Owens, treasurer.

The Clover Garden Club decorated the clubrooms for the event. All clubs were represented in a candlelighting ceremony.

Directors are Mrs. William Beldock, Mrs. William Caine, Mrs. Sam Delaney, Mrs. Gerald Frantz, Mrs. R. H. Groscurth, Mrs. James Harrison, Mrs. Van Jeter, Mrs. Woodrow Jones, Mrs. Charles Lambkin, Mrs. John Manzat, Mrs. Eddie Miller, Mrs. Nora Reinhardt, Mrs. Joseph Sciortino, Mrs. Carl Sedlmayr Sr., Mrs. Adrian Slaten, Mrs. William Stophel, Mrs. Ed Strousburg, Mrs. Bob Venner, Mrs. Clyde Warbritton, Mrs. O. J. Weiss, Mrs. Al Williamson, Mrs. Harvey Wilson, Mrs. Roger Young and Mrs. Blanche Zieman. Mrs. William Stophel was renamed chaplain.

## Show Folks Prez Appoints New Committees

SAN FRANCISCO—Show Folks of America will hold its annual Hi Jinks here in the clubrooms March 19, Earl J. Leonard, president, announced. He also appointed committees for the year.

Mike Krekos is chairman of the March party committee. Others appointed include Al Rodin, James Redder, Harry Baker, Ralph Clinton, Eddie Hellwig, Barney Stevens, Jesse Gomez, Marie Baker, Beatrice Harrison, Ivy Gomez, Cecelia Martin, Leona Stevens, E. C. (Speed) Mullins, Oscar Mattley, Ewell Harrison, Al (Moxie) Miller and Sol Grant.

Ralph Clinton and Mickey Hogan are sergeants at arms, and Charlotte Porter is chairman of the blood bank, assisted by Joe Richards.

Other committees, with the chairman first, are: Cemetery, Eddie Hellwig, Alex Freedman, Mike Krekos, Jack Christensen, Charlotte Porter, E. S. Fitzgerald, Harry Myers, Finance, Harry Myers, Harry Martin, Eddie Hellwig, E. S. Fitzgerald, Alex Freedman, Mike Krekos, Jack Christensen, Al Rodin. "House, Jesse Gomez, Ralph Clinton, Marie Baker, Ernest Santanni, James Redder, Cecelia Martin, Flossie Fitzgerald, E. C. Mullins, Harry Baker, Beatrice Harrison. Publicity, Art Craner, Bobby Cohn, Sam Abbott, Al Rodin. Sick, Charlotte Porter, George Simmonds, Lola Cox, Oscar Mattley. Ways and means, Al Rodin, Eddie Hellwig, Harry Myers, Bill Myer, Ewell Harrison, Harry Martin, Harry Cooper, Barney Stevens, Teddy Texiera, Alex Freedman, Vincent Kuropatwa, E. S. Fitzgerald, Jack Christensen, Babe Miller, Moxie Miller.

Entertainment, Bobby Cohn, Mickey Hogan, Al Rodin, Louis Leos, Oscar Mattley. Grievances, Harry Martin, Sol Grant, Al Rodin, Harry Myers. Membership, Flossie Fitzgerald, Ewell Harrison, Dee Mullins, Leona Stevens, Babe Miller, Sam Lasky, Ivy Gomez, Bonnie Roberts, Grace Merkel, Lauren Roberts, Jimmy Lantz, Charlotte Porter, Sam Dolman, Moxie Miller, Olivia Waldron, Steve Vaughn. Year book, Alex Freedman, Vincent Kuropatwa, Jimmy Lantz, Flossie Fitzgerald, Banquet, Alex Freedman, Flossie Fitzgerald, Jimmy Redder. Special events, Eddie Hellwig, Harry Myers, Jack Christensen, Alex Freedman, Mike Krekos, E. S. Fitzgerald, Charlotte Porter, Whitey Monette, Doris Monette, Mary Ragan Kanthe, Sammy Corenson.

Honorary directors, Jesse Gomez, Sam Lasky, Jim Redder, Ralph Clinton, George Simmonds, Sol Grant, Harry Cooper, Cecelia Martin, Lola Krekos, Vincent Kuropatwa. Ladies' bazaar, Leona Stevens, Marjorie Latiker, Marie Baker, Ivy Gomez, Isabelle Myers, Lola Krekos, Barbara Hellwig, Babe Miller, Mary Texiera, Marilyn Rodin, Ethel Lasky, Hazel Christensen, Estelle Hamscon, Bonnie Owen, Grace Merkel, Mary Richards, Helen Vaughn, Kitty Searce, Clara Anderson, Ruth Davis, Dee Mullins, Josephine Leos, Beatrice Harrison, Fay Haffner, Beverley Davisson.

## Hammond Signs Liberty, Tex., Fair

LIBERTY, Tex. — Bob Hammond Shows has signed to provide the midway attractions at this year's Trinity Valley Exposition. Fair has been played by another show for the past several years.

## St. Louis Fem Club Installs

ST. LOUIS—The Missouri Show Women's Club installed its officers at a dinner-dance here in the York Hotel with a large turnout of members and guests.

Verna Schantz served as femsee and installed Barbara McGinley as president. Elsie Wear, outgoing prez, turned over the gavel to the new executive officer. Also taking office were Nora Gdynia, first vice-president; Catherine Oliver, second vice-president, with Ruth Slaten standing in; Ida McCoy, third vice-president; Virginia Von Brehren, secretary; Rose Brown, treasurer; Estelle Regan, social secretary; Rowena Ruskin, sergeant at arms, and Florence Creely, chaplain, represented by Helen Germain.

Candles were lighted for other women's clubs.

## \$100 CASH REWARD for location of C. H. (STASH) GRAY

Stash (Mustache) Gray was last with Cetlin & Wilson Shows. Left Biloxi, Miss., January 5. For reward, call collect.

GEORGE TURNER  
Victor 2-9888  
Oklahoma City, Okla.

## AT LIBERTY SHOW SECRETARY

Fully experienced in the operation of carnivals. Sober, reliable, married man, age 46. Can furnish best of references if required. Contact

H. L. ANDERSON  
2645 Jewel Rd. Largo, Fla.  
Phone: JUniper 4-7847

## FOR SALE RIDES

Octopus, Tilt-A-Whirl, Super Roll-O-Plane, 2 abreast, 30 ft. Parker; 3 abreast Allan Herschell, Ideal #5 Ell Wheel, Mangle (Dry) Kiddie Boat, Schiff Hi-Road Coaster, Aeroplane and Chair-planes. Contact

WM. DYER  
Box 341, Bald Knob, Ark.  
Will attend Ark. Fair Meeting.

## Thank You

WM. WARREN  
Wildlife Owner  
For your CHEV TRACTOR purchase.  
"Save Money With Johnny"  
JOHNNY CANOLE  
8861 N. W. 18th Ave., Miami, Fla.  
Phone PLaza 1-0206

## FOR SALE BINGO

20x40 ft., seats 72, extra good condition. Canvas very good. Price includes Bear Pitch conversion.

CALL: EM 6-9178, Jackson, Miss.

## TURNER SCOTT

Wants to book, buy or lease two or three major Rides. Have two top locations on Boardwalk, Daytona Beach. Have for Sale: German Hot Rods, used two short seasons; 5 cars, 325 ft. track, extra spur, newly painted, bargain. Tampa Fair Monday and Tuesday.

Address:  
1013 W. Harvard Ave., Orlando, Fla.

## HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.  
Open all year round  
Wants Freaks and Novelty Acts. State salary and particulars in first letter.

## FOR SALE

1959 Tilt, like new; two Trucks and Trailers, fully equipped, \$19,000.00 cash or terms.

FORREST C. SWISHER  
Box 125, Caney, Kans.

## PAGE COMBINED SHOWS

Want for Sanford, Florida, Fair, Feb. 15-Feb. 20, and the following Florida Fairs: Dade City, Clewiston, Vero Beach, Okeechobee and Titusville.

CONCESSIONS: Long & Short Range Gallery, Hanky Panks, Gadgets and Direct Sales.

RIDES: Kiddie Auto, Tanks, Pony Cart or any new or novel Kiddie Ride. Also Live Pony and Dark Ride.

SHOWS: Fun House and Glass House and any clean or outstanding Show.

Want to book Side Show, Scrambler and Dark Ride for the entire season. All people contracted for season contact. All replies to

BILL PAGE, P. O. Box 127, Lutz, Fla. Telephone: WE 9-4123 or RE 6-3094.

P.S.: FOR SALE—Allan Herschell Roller Coaster. Can be seen at my Winterquarters.

## PINELLAS COUNTY FAIR AND HORSE SHOW

LARGO, FLA., WEEK FEB. 22

Full week, 6 days and nights' action this year. 3 big Kid Days.

CONCESSIONS: Hanky Pank Prize-Every-Time Games and Stock Stores of all kinds, Catering and Direct Sales, etc.

RIDES: Due to disappointment, will place Flying Coaster for this date.

HELP: Good Second Men for all major Rides. All replies:

## C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS

c/o Western Union, Tampa, Fla. Phone: REdwood 7-3867, Tampa.

P.S.: Our office will be located at the Largo Fairgrounds the week before the fair, Monday, Feb. 15, if you care to do business in person.

## SMILEY'S AMUSEMENTS

Want for Minneola, Fla., next week and continuous route of Fairs and Celebrations, all licensed and sanctioned by the Florida State Agricultural Department.

Want Hanky Panks of all kinds, except Popcorn.

SHOWS: Want family-type shows only.

Wire Cocoa, Fla., this week.

P. S.: Will buy Tilt and Twin Diesel Light Plant.

## ALL AMERICAN SHOWS

Want for 4 weeks of Still Dates, followed by 32 weeks of Celebrations and Fairs.

CONCESSIONS: All types of Hanky Panks open, spring rates. First come, first served. Have contracted Bingo and all Food and Drink Concessions. Can use Camp and 6-Cat. No flats. SHOWS: Will book any worth-while family-type Shows. Low percentage. Want to make contact with 1-Ring Circus for full season. Good deal if you have what we want. HELP: Want Foremen and Second Men who drive for Moon Rocket, Tilt, Rolloplane, High-Ball and Scooter. Opening Bluffton, S. C., Feb. 11.

All replies to STEVE DECKER, c/o General Delivery or Western Union, Savannah, Ga.



OPENING THURSDAY, APRIL 21, EXCELSIOR SPRINGS, MO.

Can place Side Show, Athletic, Monkey, Animal, Geek, Snake, Mechanical, Illusion and Motordrome. Want Foot Longs, Photos, Age and Weight, Buckets with Hanky Panks. Need sober Electrician, must drive semi; also Second Men. Address: P. O. BOX 10245, FT. LAUDERDALE, FLA.



# THE FINAL CURTAIN

• Continued from page 53

**LONG—Claude (Kid),** 83, February 2 at Ocala, Fla., after a long illness. He was a billposter and advance agent all his life. A native of Fort Wayne, Ind., he joined Ringling Bros. Circus and stayed with it until the combination with Barnum & Bailey. He also was with Forepaugh-Sells Circus, Al G. Field Minstrels, the Marcus Show, Fanchon & Marco and Blackstone the Magician. He was agent for the Iroquois Theater, Chicago, until the disastrous fire there. He was a friend of Charles and Edith Ringling, and burial was next to them in Sarasota. Survivors include his daughter, Mrs. Louise Hipskind, Ocala.

**LUMPKINS—Lamar (Sugar Foot),** who had toured with Winstead's Mighty Minstrels and carnivals, recently in Laurinburg, N. C., of a heart attack. Burial in Laurinburg.

**LUX—Larry,** theatrical agent, at his Chicago residence February 1. He was a partner in the office of Hoffman & Lux, Chicago, and he had been active in AGVA talent night activities.

**PETERS—William,** 45, agent for Alex Freedman Concessions, suddenly of a heart attack in San Francisco. Burial in Show Folks Rest, Olivet Memorial Park, Colma, Calif.

**PHILIPPS—Mrs. Louisa M.,** 77, who operated swimming pools in Cincinnati for many years, February 2 at her home in that city. Her husband, the late Frank A. Philipps, founded the business 52 years ago in Piqua, O. At one time the Philippses operated three pools in Cincinnati. Surviving are two daughters, Miriam Philipps, Cincinnati, and Mrs. Helen E. Fosdick, Radnor, Pa.; a son, Frank J., and a sister, Helen K. Munz, Pasadena, Calif. Services February 5 and burial in Spring Grove Cemetery, Cincinnati.

**VINCENT—J. F. (Goldie),** 74, veteran showman, January 30 in Palm City, Calif. Prior to moving to the West Coast, where

he was with the Hort Campbell Shows, he was with Brundage and other organizations in the East. Survived by his widow, Effie; three sons, Jack, Jay and Calvin, and a daughter, Ruby. Services February 1 in Chula Vista, Calif.

**WATSON, W. Henry,** 74, civic leader and showman, died January 20 in Dallas after an illness of several months. For many years he promoted midget races and auto thrill shows at the Texas State Fair. He was a member and past master of the Metropolitan Masonic Lodge, a member of all York and Scottish Rite bodies and a past potentate of Hella Temple, Dallas. He headed a committee that for 39 consecutive years provided transportation to the Texas State Fair for residents of the Royal Arch Masonic Home for the Aged at Arlington, Tex., and for the Masonic Orphans Home and School at Fort Worth.

**WRIGHT—Frank,** 79, former secretary-manager of North Battleford (Sask.) Agricultural Society, December 30 in North Battleford after a lengthy illness. Survived by his widow and a son.

## MARRIAGES

**WEBSTER-SHERMAN—** Thomas P. Webster, son of Mr. and Mrs. J. H. (Curley) Webster, concessionaires, and Virginia Ann Sherman, of Lake Charles, La., January 23 in St. Margaret Catholic Church, Lake Charles.

## BIRTHS

**BALLARD—** a son, Brett, to Mr. and Mrs. Charles Ballard, February 3 in a Chicago hospital. Father is art director in the Chicago office of The Billboard.

**TAYLOR—** A daughter, January 24 to Mr. and Mrs. Geoffrey Taylor at Hopkinsville, Ky. Father formerly was with King Bros. Circus.

## Crown Point

• Continued from page 48  
if only a wing is used. Rental of the Fine Arts Building was set at \$50. Use of the main floor only will cost \$30. A charge of \$20 will cover the Poultry Building and the outdoor tables surrounding it.

A plan to impose weekend entrance fees for out-of-county and out-of-state motorists was also adopted by the commissioners with the former paying 50 cents, the latter \$1.

## Miami Midway

• Continued from page 47  
terboard; Celeste, the Star in the Moon; Karrells, unsupported ladders; Zacchini cannon act. Aaron Hymes had nine novelty stands working. Others included Joe Ross, popcorn and Pronto Pups, McMinn's cookhouse and two grab stands; Eddie's long range gallery; Maxie Glynn, grab; C. C. Leisure, Tommy Allen, Joe Rowan, Howard Stahler, L. I. Thomas, Glass Pitch Cassidy and others. There were 16 eating stands.

# Carroll Sets Mid-May Bow

MINNEAPOLIS — Carroll's Greater Shows will open its season in mid-May in the Minneapolis area with an expanded ride line-up, Charles Carroll, owner-manager, announced.

New this year will be a Paratrooper and Helicopter ride bringing the total line-up to nine majors and six kid devices. A new office trailer and four trucks are also planned.

Show will remain in the Minneapolis area until the middle of June with celebrations and a dozen fairs to follow. New to the route this year are three North Dakota fairs, those at Langdon, Fessenden and Hamilton. Minnesota fairs are at Ada, Hallock, Wadena, Long Prairie, Little Falls, Litchfield, Montevideo, Bird Island and Marshall.

## MIDWAY CONFAB

• Continued from page 54

field with O. C. Buck Shows. . . Rollin (Farmer) Elston of the Owego Fair took ill at the Albany meeting and was confined to bed for several days in the hotel. . . Phil Cook has a March sales trip planned for the House of Lenz, following up leads made at fair meetings. He landed three new accounts in Albany.

Tony Santillo, the Arpeako gent, has 35 fairs lined up for his hot dog operation in which he's aided by sons Louis, Sam and Tony Jr., and a brother-in-law, Sam Fusco. They'll have as many as seven stands working at once. Santillo's repeated his agreements with the Strates, World of Mirth, Cetlin and Wilson, Page Combined, Coleman and Reithoffer shows, and independent dates. Eighteen of the fairs are in New York: Trumansburg, Canandaigua, Afton, Boonville, Owego, Ithaca, Whitney Point, Altamont, Norwich, Caledonia, Palmyra, Watertown, Lowville, Henrietta, Hamburg, Syracuse, Little Valley, and Dunkirk. . . Al and Danny Dorso have bingos between them this year. Danny's on the Buck show and will also field two units for independent dates. Al's got two units with Gooding, one with Marks and the cookhouse and bingo on Amusements of America. . . Joe Corey worked his head off at the Eastern meetings, hanging cards, making reservations, taking messages, etc. At Harrisburg, winding it up, he was beat, beat, beat, with his annual complaint that it isn't worth it. —Irwin Kirby

# 2 More Pa. Fairs For Penn Premier

HENDERSON, N. C.—Work in winter quarters of the Penn Premier Shows has stepped up with the approach of the April 7 season's opening. The show will spring two units this year.

An important development was the acquisition of the midway contract for this year's Green County Fair at Waynesburg, Pa., Largest free fair in the State. Waynesburg's county commissioners awarded the date January 26 to owner Lloyd Serfass. In addition the show will play the Somerset County Fair at Meyersdale, Pa.

This will be Penn Premier's third year at Waynesburg during the last four seasons, the other year having been played by Ken Penn Amusements.

The show now has 16 fairs

signed and still has two pending, with the entire fair season divided between Pennsylvania and North Carolina. Dates for the second unit are being lined up by W. A. Godley, its assistant manager.

Included in the route are the Sligo, Pa., celebration over July Fourth, and the Firemen's Fair in Johnstown, Pa., over Decoration Day. The Firemen's Fair in Clairton, Pa., is also booked. Season starts with an Industrial Arts Fair in Virginia lasting eight days, after which the organization heads north.

Six trucks are awaited from Johnny Canole. Don Weber, scenic artist, has reported to quarters to join the crew now at work in the big Robertson's tobacco warehouse, which is comfortably heated.

## CLUB ACTIVITIES

### Showmen's League of America

CHICAGO — Ed Sopenar, first vice-president, was in the chair at the regular Thursday (4) meeting. Attendance was light as most of the officers and many members are in Tampa. Also at the table were Hank Shelby, secretary; Ed Levinson, acting treasurer, and Elmer Byrnes, trustee.

J. P. (Jimmy) Sullivan, Bronte, Ont., and Joe Bula, Toronto, were recent visitors.

Al Horan in Wesley Memorial Hospital here for surgery; Sid Pritikin in Augustana Hospital, Chicago. Recuperating from illnesses are Al Carsky, who is in Sarasota; Bill Martin, Andre Dumont, Roy Marietta. Harry Ferris still in Hines Hospital.

Vice-President Sopenar plans a two-week vacation in Hot Springs. —HANK SHELBY.

### Michigan

### Showmen's Association

#### Ladies' Auxillary

President Ruby Widger was in the chair assisted by Marian Fodal, Clara Silber and Lottie Johnson, vice-presidents; Grace Ziegler, treasurer; Edna Burd, secretary, and Past President Bernice Stahl, who served as chaplain.

Letters read from clubs in Tampa, Miami, St. Louis, New York, Los Angeles and Chicago.

Out-of-town directors appointed are Sophie Tucker, Carrie Dear, Ann Gooding, Helen Cook, Sylvia Thomas, Josephine Quinn, Peggy Cohen, Esther Underwood, Ruth Schreiber and Revel Galo. —EDNA BURD.

### Pacific Coast Showmen's Association

LOS ANGELES—Dates for the winter social events were announced by President Steve Vaughn at the regular meeting held Monday (1). On the rostrum with him were Sam Dolman, second vice-president; Sam Steffin, third vice-president; H. D. (Bob) Matthews, secretary, and Jack Hughes, chaplain.

The social activities, Vaughn announced, will start on December 10 with a party at which the Cadillac will be awarded. Memorial services are to be held the following day and Past Presidents' Night on December 12. The banquet and ball is tentatively set for December 13 at the Ambassador. Hunter Farmer is chairman of the banquet and ball committee.

Jack Antinori and James Kelly were unanimously accepted as members. Al Boyd and Bob Tuttle were visitors.

A communication was read from the attorneys for the M. J. Doolan estate. A hearing is set for February 25.

### Heart of America Showmen's Club

KANSAS CITY, Mo.—The regular meeting was well attended despite the weather. Plans for the annual banquet and ball were announced. The event will be held New Year's Eve in the Hotel Continental.

Members are making plans for spring openings. A number of new members have been added to the rolls. —AL C. WILSON

## Ice Shows

• Continued from page 53

St. Paul, Minn., 8-14; (Municipal Aud) Lincoln, Neb., 15-21. Ice Capades, 20th Edition: (Uline Arena) Washington, D. C., 8-10; (Sports Arena) Hershey, Pa., 11-23.

Ice Follies of 1960: (Forum) Montreal, Que., 8-14; (Garden) Boston, Mass., 16-28.

## Miscellaneous

Matchstick Cities: Fort Lauderdale, Fla., 8-13.

O'Day, Marie, Palace Car: Elgin, Tex., 8; Lockhart 9; Luling 10-11; Seguin 12-13.

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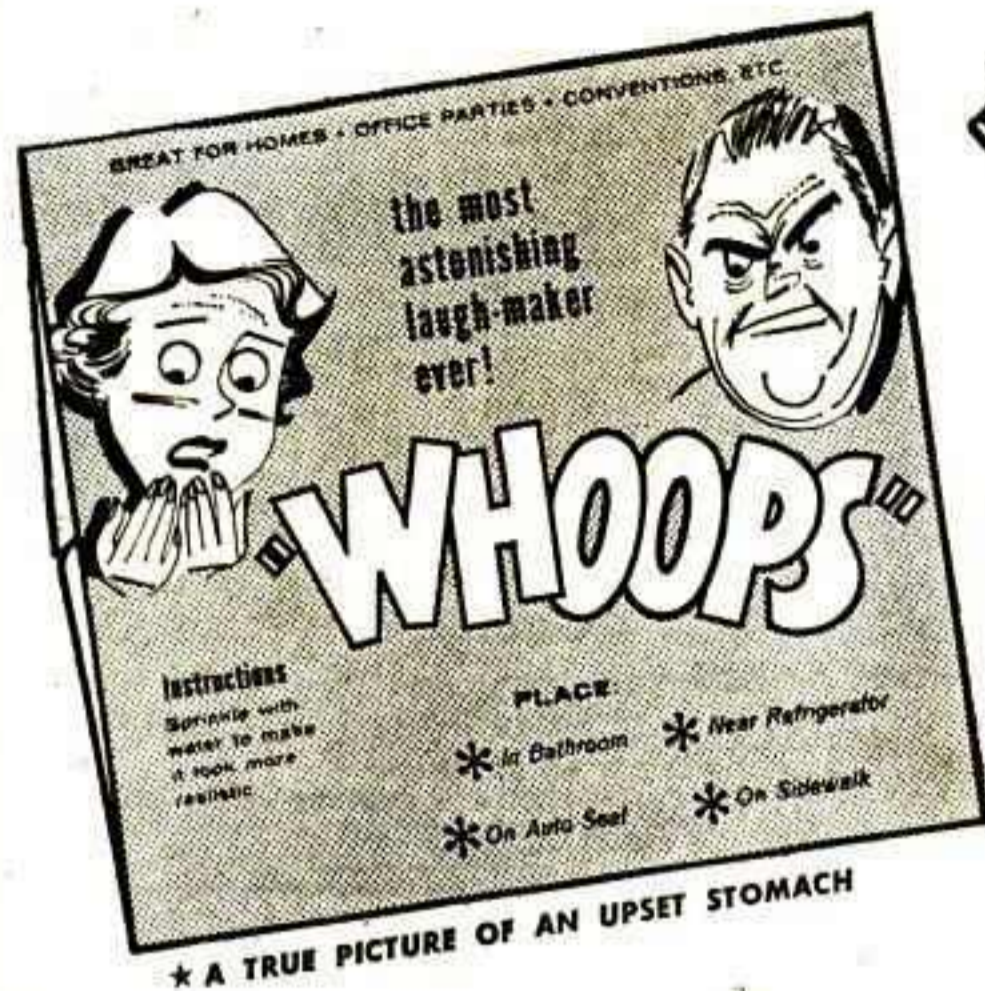
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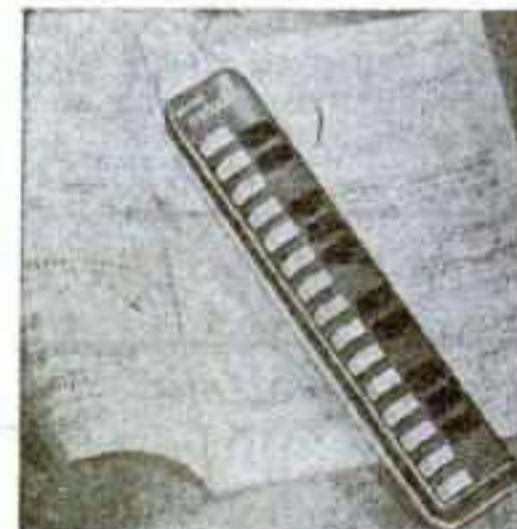
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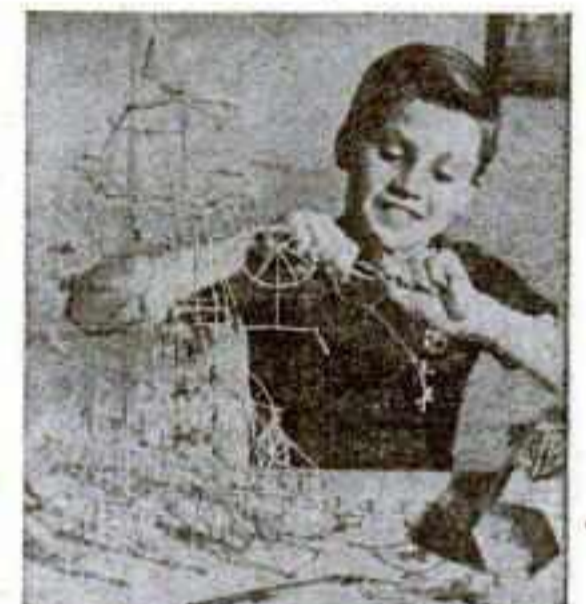
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Pastry cutter-server eases serving of hot or cold pastries. Has stainless steel blades, Durez handles, 100 per cent washable. For pie, cake, pizza, meat loaf and other foods. No-slip tension adjustment, lockable blades. Retail \$2.98.—Wolverine Products, Box 5169, Northside Station, Flint 5, Mich.



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 Plush Toys, Lamps, Clocks, Enamelware, Housewares, Aluminum Ware, Decorated Tinware, Toys, every kind of Glassware, Blankets, Hampers, Haversacks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.  
**WRITE FOR CATALOG.**  
 State type of business to receive wholesale catalog  
**ACME PREMIUM SUPPLY CORP.**  
 2202 Washington Ave. St. Louis 3, Mo.

**WHOLESALE NOVELTIES AND GENERAL MERCHANDISE**

Streetmen's Demonstrating Mechanical and Inflatable Import Toss.  
**LARGEST LINE OF IMPORT PLUSH TOYS IN U. S. A.**  
 Watch Sets—Hustler's Items.  
**MIDWEST MDSE. CO.**  
 "Established 1922"  
 1008 B'way, Kansas City 5, Mo.

**SELF LAMINATING PLASTIC IN BULK ROLLS**

**Make your own kits**

**U. S. PLASTIC LAMINATING CO.**  
 8626 S. San Pedro St. Los Angeles 3, Calif.

**QUIT LOOKIN' IF IT'S NEW, WE HAVE IT**

**OR WILL GET IT AT LOWEST PRICES**

**WISCONSIN DELUXE, INC.**  
 2470 W. North Ave. Milwaukee, Wis.  
 Phone: DI 2-8054

**Pipes for Pitchmen**

**Five Years Ago In Pitchdom**

Pepo Kane was confined in a hospital at Rockford, Ill., and Sol Addis was laid up in a New York splint factory. . . . Ray Herbers and the little woman were located in Miami, awaiting visits from Billy and Ethel Beam and Herman Hutchinson, the auto polish king. . . . Mae Rogers, of foot remedy note, was working around Trenton, N. J.

Ed Allen reported that a flock of the boys turned up for the Fort Worth Fat Stock Show, including Morris and Reuben Bluestein, Barney Caplin, Little Joe, Bow Wow Push, Paul Clive, Happy (Clown) Owens, Sid Rubin, Parky and Frank Adams, Mickey Helburn and Red Green.

Ken Hockett was working a J. J. Newberry store in Macon, Ga.  
 (Continued on page 60)



**WHOLESALE BUYERS' GUIDE**

**Gellman Brothers**

**SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE**

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.**

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

**FOR FAST 1960 SELLING**

**5 LADIES' and GENTLEMEN'S** ELGIN, BULOVA, BENRUS, GRUEN **WRIST WATCHES**

15-J ... \$ 9.95 ea.  
17-J ... 10.95 ea.  
21-J ... 12.95 ea.

1960 Styles—  
Guaranteed  
Like New

**\$32.95**

Write for price list  
**JACK JOSEPH**  
(Southern Watch Co.)  
5 SO. WABASH AVE., CHICAGO 3 (DE 2-2572)

**PIPES FOR PITCHMEN**

Continued from page 59

Earlier he had been pushing glass cutters on TV... A newly formed National Demonstrators' League was meeting at the home of Mrs. Betty Jackson in New York. All workers in the New York area were eligible to attend the gatherings.

"WELL... it looks like pitchdom has lost another old-time team whose enter-

**PRINCESS LAMP**  
(Sole Distributor)



Beautifully ruffled, colonial style, white dress over wire frame. Light socket attached to frame. Height 19 1/2 inches. Individually boxed. 6 to shipping carton—weight 27 lbs.

Operators of Ring Game—Punchboard—Premium and Concession outlets. Here is a **NEW PROFIT ITEM.** (Sample \$4.00, cash with order.)

25% deposit, balance C.O.D. on all quantity orders.

Special introductory price. Only \$36.00 per dozen.

Free catalog for the asking. Please state type business.

**WISCONSIN DE LUXE, INC.**  
2470 W. North Avenue  
Milwaukee 5, Wisconsin

**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.  
#1038 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: MO 920—9521  
In business in CHICAGO for 47 years.

**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 Best Sales Boards and Jar Games**

Write for information and prices.

**GALENTINE COMPANY**  
Dept. B, 819 N. Jefferson Blvd.  
South Bend 17, Indiana

**WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS**

**TIP BOOKS**  
**BASEBALL BOOKS**

at very, very reasonable prices  
Phone Wheeling—CEDAR 34282

**Columbia Sales Co.**  
302 Main St., Wheeling, W. Va.

**Faded Gray HAIR**

New fragrant hair pomade with lanolin will make gray hairs DISAPPEAR GRADUALLY (no sudden change). Because change is gradual your friends in a few weeks will never remember that you ever had gray hair. Used like a hairdressing. Lasting NATURAL LOOK... will not streak or rub off. Good for men and women.

**SPECIAL OFFER!** Return this ad with \$1 and receive regular \$2.00 jar prepaid. Distributor's profit \$224.80 gross.

**LECHLER**, 540 Broadway, B-2, New York

**BALLOON STICKS**

Pennant Cans, Push Toys, Slum. If you are a large user, write for quantity prices.

**MIDWEST MDSE. CO.**  
1008 Broadway Kansas City 5, Mo.

**FREE! CATALOG ADULT GAMES JAR TICKETS**

MATCH-PAIRS TIP BOOKS  
SALEBOARDS PUSH CARDS  
BINGO AND CASINO EQUIPMENT  
Complete Supplies

**ACE GAMES Manufacturing Company**  
2241 So. Indiana Ave. Chicago 16, Illinois

**VALVE-RING JOB FOR YOUR CAR**

VIA AMAZING AUTOPLATE, CANADIAN ALLOY WONDER PRODUCT, \$5 PACKAGE, OR WRITE:

**H. J. JOLET**  
623 Roscoe St. Chicago 13, Illinois

**THE MARKET PLACE FOR BUYERS and SELLERS**

**Acts, Songs, Gags**

**JOE! EMBEE HOPS! FILL IN WITH SMART** comedy one-liners. "Comedy Index," packed with sock gaglines. \$3. Show Biz Comedy Service, Dept. B, 625 Avenue "V," Brooklyn 25, New York. fe29

**NEW! GIANT PROFESSIONAL GAG FILE.** Over 1,000 hilarious ad lib. 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; 4,000 gags, \$30. Eddie Gay, 242 W. 72d St., New York 23, N. Y. fe15

**25,000 PROFESSIONAL LINES! ROUTINES,** Sight-Bits, Parodies, Topical gag service, too! Free catalog. Write Robert Orbeq, 111 E. Carpenter St., Valley Stream, N. Y. mh21

**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.

**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: Deo Amusement Co., 302 Locust St., Dubuque, Iowa. fe8

This is a **DISPLAY CLASSIFIED AD**

Your Advertisement Displayed in a space this size will cost only **\$14 per insertion**

**WEAVE RUGS — MAKE GOOD PROFITS!** No experience necessary! Free catalog, sample card, and low prices on carpet warp, rug filler, looms, parls, inexpensive beam counter. If you have loom—advise make, weaving width please. OR, Rug Company, Dept. 2018, Lima, Ohio. ch-fe15

**YOUR OWN BUSINESS — WITHOUT INVESTMENT!** 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-A, Chicago 32. fe28

**"23 WAYS TO BUILD A HOME BUSINESS** with lifetime repeat income!" Get this amazing manual now, only \$1 Postpaid, included free, copy Home Business Digest Magazine, Guaranteed, Glenn Publications, Box 507, Jacksonville, N. C. ch-fe15

**Agents, Distributors Items**

**BILFOLD PROMOTION, DIRECT FROM** manufacturer, \$42 gross; \$4 dozen. Immediate delivery. Free catalog. Olympic Products, Bronx 72, New York. ch

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.

**FAMOUS MFR. CLOSEOUTS**

Asst. Earrings ..... \$1.75 & \$3.00 Dz.  
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.  
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.  
Tie & Cufflinks Sets, Asst. \$3.75 & \$5.00 Dz.  
Cultured Pearl Tie Slides, carded \$ 2.00 Dz.  
Asst. Boxed Sets ..... \$4.50 to \$ 6.00 Dz.  
Boxed Sets, Asst. \$9.00 & \$18.00 Dz.  
Eng. Pearl Sets, Boxed ..... \$4.50 Dz.  
Cultured Pearl Pendants, Boxed \$3.50 Dz.  
Rosary Beads, Boxed ..... \$6.00 & \$9.00 Dz.  
Children's Necks, 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.

**SALESMEN! AGENTS! DISTRIBUTORS!**

**\$\$\$ MAKE BIGGER PROFITS \$\$\$**

Sell RV-2 liquid Cadmium battery additive. RV-2 out-performs and outsells all others. Send \$3.00 for samples and best deal in country.

**USONA DYNAMICS CO.**  
Box 97 Clovis, Calif.

**Animals, Birds, Snakes**

**CHAMELEONS, \$15 HUNDRED PREPAID:** live arrival guaranteed. Twenty-foot Python, \$800; Rattlers, \$5. Harmless Snakes, \$1. Snake Farm, Laplace, La. fe15

**ORDER SEA LIONS NOW FOR IMMEDIATE** or future delivery. State size, only quality animals shipped. Ocean Aquarium, 1115 Strand, Hormosa Beach, Calif. fe15

**PETS, BIRDS, ANIMALS, REPTILES.** Every description, trained or untrained; shipped anywhere; live arrival guaranteed; wholesale, retail. Information or price list, \$1 (refundable). Jungleland, Florida, Ala. fe8

**6 AFRICAN BABY LION CUBS, 2 MONTHS** old, can be led on chain or carried in your arms. \$250 each. Covelley Zoo, Austin, Tex. Phone GI 3-9182.

**FOR SALE: MECHANICAL CARNIVAL** housed in new 2 wheel trailer, 8 miniature rides and concessions all operating realistically. P. A. other business interests reason for selling. John Neumann, Woodlake, Minn.

**FOR SALE OR LEASE—COLORED BEACH.** Owner-management 13 years. Food, Bath House, Luckers, Arcade, Dance Hall, Fishing Pier; with or without rides. Gate and parking, etc. R. A. Markham, Tappahannock, Va. fe15

**FOR SALE — PORTABLE ROLLER RINK** complete with shoe skates, floor, 45 x 100. George Halstead, 2424 Evergreen, Bloomington, Indiana. Phone EDison 2-8492.

**FOR SALE**

2 Multiplex Root Beer Barrels, self-contained refrigeration units. 3 Spigots: 1 for Root Beer, 1 for Pepsi-Cola, 1 for Carbonated Water. Used less than 6 months, same as new. Retail price, \$1,300.00. A BARGAIN @ \$800.00.

**SCIOTO NOVELTY, INC.**  
1909 Eighth St. Portsmouth, Ohio  
Phone: EL 3-4179

**HAVE GUNS, WILL SELL! MINIATURE** Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. fe15

**HOW TO MAKE MONEY WITH CARNIVAL** Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite San Jose 29, Calif. fe22

**JAPAN DIRECTORY—145 JAPANESE MAN-**ufacturing exporters, Japan and Hong Kong trade journal information. Asia opportunities. \$1 today. Nippon Annual, Box 6266-B, Spokane 28, Wash. ch-fe29

**LARGEST WHOLESALE SUPPLY SOURCE** in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesalers, Box 2068-BB, Sioux City, Iowa. ch-np

**NEW 230 ACRE WILD ANIMAL FARM OF-**fers location for Kiddy Rides. Will work percentage. McLain's Wild Animal Farm, R. 1, Moline, Ill.

**OPERATE PROFITABLE EMPLOYMENT** Agency; home or office; full or part time. Franchises available. Write Personnel Associates, Box 992-DB, Huntsville, Ala. fe15

**Collectors Items**

**ATTENTION, ROCK HOUNDS—ALABAMA** Agates, New find! Polished Baroque, jewel finish baker's dozen, \$1 postpaid. Citadel Rocks of Ala., Inc., Route 188, Ft. Payne, Alabama.

**Food and Drink Concession Supplies**

**ABOUT ALL MAKES OF POPPERS, CARAMEL** Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh21

**CUSTARD MACHINE, MILLS TWIN HEAD,** A-1 condition. Sell or trade on Arcade pieces. W. M. Crowding, Betterton, Md. Phone FI 8-4702.

**JEWELRY CLOSEOUTS**

**FREE CATALOG**

E102—Asst. E rgs. Gr. .... \$ 6.00  
201—Plastic Wallets, asst. Gr. .... 10.80  
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—Rhinstone E rgs, asst. Gr. .... 30.00  
O1—Odd Lot Brace & Necks. Gr. .... 15.00

Samples Regular Price  
25% Deposit, Balance C.O.D.

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8 Prov., R. I.

**HOSIERY FREE—WE OFFER COMPLETE** line Hose, ladies', men's, children's, all sizes and grades. Buy 6 doz., get 7 doz. Prices are same as quoted on our Jan. 1, 1960, list. Price list gladly mailed. F.O.B. Mill, cash plus postage with order. Good for only 30 days. East Tennessee Hosiery, 1257 Market St., Chattanooga, Tenn. fe29

**HOSIERY—LOW PRICES LADIES', MEN'S,** Children's, Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. fe29

**NEW 7"x11" ULTRA-BLUE SIGNS: COM-**edy, religious, general; 50c sellers. 10 samples, \$1 postpaid. Lowy, 812 Broadway, Dept. 135, New York 3.

**Business Opportunities**

**A REAL OPPORTUNITY!**

Parade equipment, giant figure balloons, large Santa Claus floats, knockdown steel trailers for balloons, all necessary equipment. Will sell full parade or individual balloons with riding carriages. Corporation dissolving. If full parade bought accruing contracts will be turned over.

**JEAN GROS, Inc.**  
4616 Forbes St. Pittsburgh 13, Pa.

**AMUSEMENT PARK AND SWIM CLUB** near Philadelphia, Valley Forge area. Buildings, rides, boats, etc., \$25,000 cash, balance mortgage. Box 494, Lansdale, Pa. UL 5-7919.

**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.

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**OPERATE PROFITABLE EMPLOYMENT** Agency; home or office; full or part time. Franchises available. Write Personnel Associates, Box 992-DB, Huntsville, Ala. fe15

**For Sale Secondhand Goods**

**\$ GASOLINE HOT RODS WITH BUMPER**s used one season, \$500. Mangels Whip & Dry Boat Ride, \$1,200 each. Playtown Park, Morton, Pa.

**For Sale—Secondhand Show Property**

**ALLAN HERSCHELL ROADWAY WITH** 6 cars; G-16 Train, 3 coaches, 1700' track; 37' Merry-Go-Round; Pump-It Ride; Airplane Ride; concession stand and accessories. 107 E. 15th, Amarillo, Tex. Phone: DRake 2-9513. All or part. fe15

**AMUSEMENT RIDES — ONE-HALF PRICE:** 1 Speed Boat Ride, 1 Kiddie Ferris Wheel, 1 Kiddie Coaster. These rides cost \$6,500 new, purchased from King Amusement Co. Rides are only two years old and in excellent condition. Will sell for \$3,000. Contact Spurgeon Camp in Tallahassee, Fla. PH 2-2895. fe28

**BE INDEPENDENT START YOUR OWN BUSINESS...**

Stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Producers Samples of either 50c with your name, address and Social Security number Catalog free.

**GENERAL PRODUCTS**  
Dept. 88-108, 188 State St. Albany, N. Y.

**QUALITY BALL POINT PENS**

Top action—retractable—with bands

1 gross per box—\$5.00 gr.

Imprinted ball point pens with your advertising message as little as .08 each.

Write for details.

**P. S. FITCH MFG. CO.**  
1920 E. Cornwall St. Phila., Pa.

**Business Opportunities**

**A REAL OPPORTUNITY!**

Parade equipment, giant figure balloons, large Santa Claus floats, knockdown steel trailers for balloons, all necessary equipment. Will sell full parade or individual balloons with riding carriages. Corporation dissolving. If full parade bought accruing contracts will be turned over.

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ADVERTISED IN COMIC STRIPS . . . read by millions of kids everywhere!  
**LIL ABNER® . . . POPEYE® . . . FELIX THE CAT®**  
 Flicker action plated rings and lockets  
**\$13.50 per M (5M or more)—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 Vendor**

Ask About Our ATLAS Financa Plan



## Expanded Property Damage, Life Ins. for NVA Members

CHICAGO — A new and expanded property damage and liability insurance program is now being offered by National Vendors Association to its members. The program has been altered to include virtually all types of bulk vending machines plus supplemental coverage for other types of major equipment vending machines.

The association is also expanding its national life insurance program to provide for an additional \$1,000 coverage for employees and partners of members at a charge of \$15 per person.

Also in the works is a major medical and additional life insurance program to be added to NVA's current policy. Details of this are expected to be announced at the group's convention in Miami, April 21-24 (see separate story).

The expanded property damage program provides for \$50,000 and \$100,000 liability and product liability plus \$5,000 property damage, the latter to include coverage for locations.

Base rate for the coverage is 40 cents per bulk vending machine. Operators can also include any other types of major equipment vending machines they operate at additional rates.

Bulk vending machines that are now eligible for coverage now in-

clude: gumball, gumball and charms, and charms alone, up to 50 cents; 1-cent - 5-cent nuts; tab gum; 1-cent - 5-cent capsules; hard pan candies and jelly beans, both 1-cent to 5-cent.

The national life insurance program which is being expanded is part of the basic program NVA has with Washington Life Insurance Company. It provides members

with \$1,000 life coverage as part of their NVA membership payments. The additional \$1,000 coverage per person, which is now available to partners and employees of NVA members for \$15, has been long sought by the association.

It provides operators and their staffs with an inexpensive form of life insurance with no physical or  
*(Continued on page 65)*

## Canadian Ops Attend Siegal Showings in Montreal, Toronto

MONTREAL — Bulk vending, music and amusement games operators from thruout Canada attended two showings—one in Toronto and one in Montreal — by Al Siegal Amusement Company recently.

The showings are an annual affair with Siegal and feature his full line of bulk vending, music, games and major equipment vending lines.

Unlike their U. S. counterparts, Canadian operators generally operate all types of equipment, hence showings seldom are restricted to any line.

### Attendance

Siegal's shows attracted some 250

persons to each affair. The Toronto show was staged Sunday and Monday (23-24), with the Montreal showing held the following Sunday and Monday (January 31-February 1).

All types of bulk vending equipment were on display, including Northwestern, Victor and Oak machines and a full line of charms, gum and confection fills. Leaf Brands even had a separate booth at the affair, with Marshall Leaf and Jane Mason in charge.

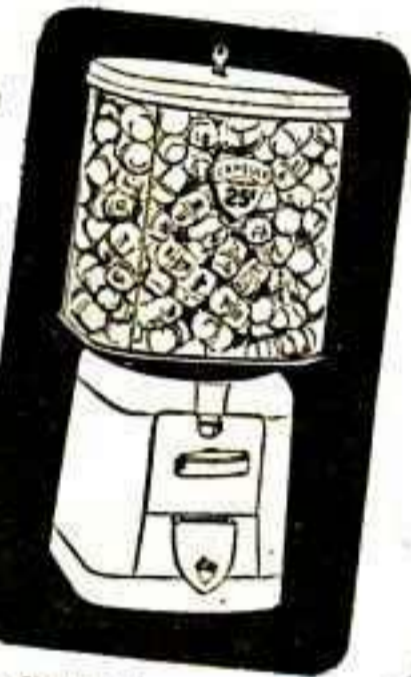
Wurlitzer was represented by Vice-President Arthur Rutzen. Other exhibitors included Cole, Du Grenier and Canada Dry.

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 "400"**

**Capsule Vendor**  
 The 25c Vendor that has the whole trade talking. This machine can pay for itself on one loading. This Capsule Vendor vends lighters and a select assortment of jewelry items being shown by Oak factory authorized dealers. Innumerable items in standard capsules will make the 25c Vendor a great profit producer for you.



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

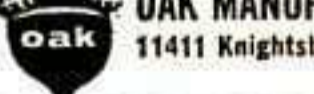
**OAK SALES COMPANY**  
 2033 Fifth Avenue  
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**RAKE COIN MACHINE EXCH.**  
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**OAK MANUFACTURING COMPANY, INC.**  
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**JACK SCHOENBACH**  
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**SOUTHERN ACORN SALES**  
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**STANDARD SPECIALTY CO.**  
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 6327 Calhoun Road  
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**T. T. VENDING SALES CO.**  
 2065 Milwaukee Avenue  
 Chicago 47, Illinois

## 'Sharing Stops Doesn't Pay,' Says Manny Miller, Philly Op



"CHARMING THE GLOBE" is a carefully planned operation by Manny Miller. He uses a step-by-step procedure, adding ball gum, then charms, then ball gum, then charms, to get an even mix and have charms concentrated toward the outside of the globe. Miller also makes a practice of never handling the ball gum and charms, using glass to fill.

By **GEORGE METZGER**

PHILADELPHIA — Manny Miller, local operator, is one of the toughest competitors in the bulk vending business, but he'll go out of his way to avoid putting his machines in another operator's stop.

A nine-year veteran, Miller's logic is not so altruistic as it is just good, hard business sense: "If you share a location, you only have a half stop, your machines get half the business and the other operator gets the other half."

"Generally if I go into a place looking for a location and see another machine there, I turn around and walk out," Miller adds.

### Won't Knock

"I don't want to knock out the  
*(Continued on page 63)*

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# 'Sharing Stops Doesn't Pay'

Continued from page 62

other fellow and I don't want to share the stop either.

"Remember," he warned, "if you build ill will with your colleagues, they will figure you are trying to crowd them and they will turn around and do the same thing to you."

Miller explained that he has seldom broken his rule.

### Owner Asks

"Sometimes when I walk into a place and see another machine I cannot leave soon enough and the store owner sees me and starts asking me about my machines," Manny said.

"Even then I do not push my machines on him," he said, "but if he insists that I leave a machine

in his place I sometimes will. However, even in a case like this, chances are I'll turn around and still walk out."

Miller operates full time out of his home and has over 500 machines on location. All are filled with bubblegum balls, set at a penny. He also uses charms.

### Best Stop

Miller believes the best locations for the machines with the charms mixed in with the fill are variety stores and five and dimes.

He has two hints on how to get along with location owners. They are: Always be honest and never be petty.

"If some point of contention arises between you and the location

# Eppy Features Clock, Gismo Mix for Feb.

NEW YORK—Samuel Eppy & Company's new deal-of-the-month promotion for February features an electric alarm clock given free with purchase of 10,000 Gismo Mix charms. Price for the package is \$37.50.

The Gismo Mix charm package features Series 90, 45 and 10 charms—over 200 different types, all color vacuum metalized and mixed in equal proportions. Retail value of the combined offer is \$50, the firm states.

The clock is a General Electric Telechron, antique white and luminous, with an alarm that sounds for 45 minutes unless shut off, says Eppy. The clock is valued at \$6.98.

The entire promotion package offer expires February 29. Offer is f.o.b., Jamaica, N. Y. Charms are packed 10,000 to the carton.

The promotion package offer is the fifth in a series of monthly deals launched by Eppy before the first of the year. Each deal lasts for one month and features a special gift with a minimum order of charms.

The current offer, launched in typical Eppy promotion fashion, is built around an advertising theme of "Ya Must Gotta Buy Mostly Eppy Charms, Rings & Gimmicks If Ya Wanna Make More Money in Charm Vending."

owner, always give him the benefit of the doubt. Do this whether it means a penny, a quarter or even more. It is worth it in the long run for the good will you can build.

### Build Trust

"You'd be surprised," he continued. "If you give a man a little extra, his whole attitude toward you will change. He will trust you more."

Just as important is providing fast service, Miller contends.

"If somebody calls and tells you his machine is empty or defective, you should get out there as soon as possible.

### Business Rule

"This is a good rule to follow because not only are you losing more business the longer your machine is out of operation," Miller expounded, "but you are helping to protect your chances of keeping the location."

"If you leave the machine out of operation for a long period, the

location owner might be inclined to let another operator take the spot if he comes around soliciting it.

"The toughest part of the business is competition," Miller philosophized. He should know. Miller started out in the business the hard way. He answered an ad in a daily paper and took over the route nine years ago.

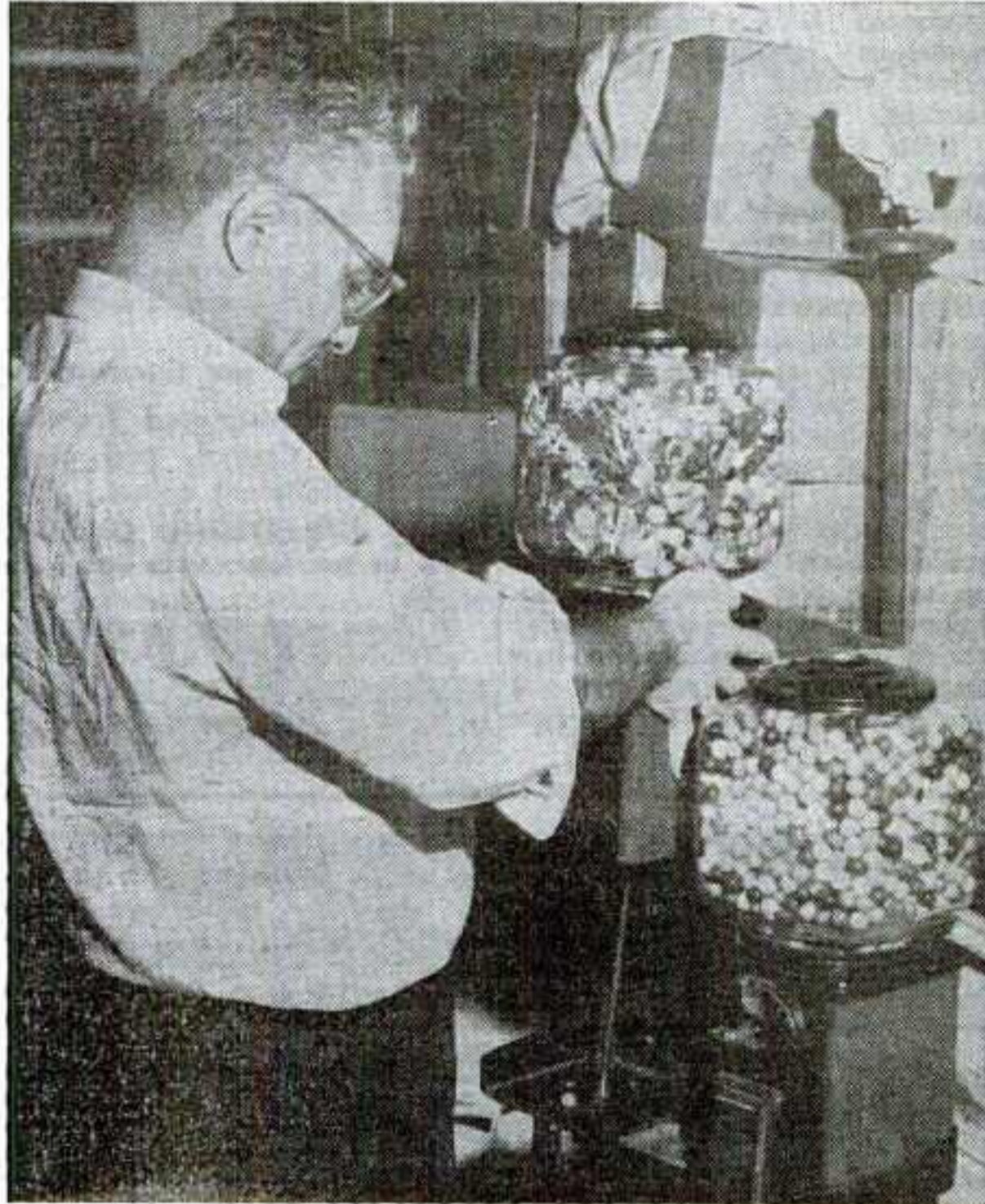
Miller's route is in Philadelphia and the suburbs. Most of the stops are in groups. The longest distance between any two stops is 25 miles, and this is the exception.

As for batteries, Miller doesn't use them. "My fill is so limited to ball gum and charms," he said, "I seldom set up more than one machine at any stop. It depends on the location. I rarely set up more than two machines, even if it is good."

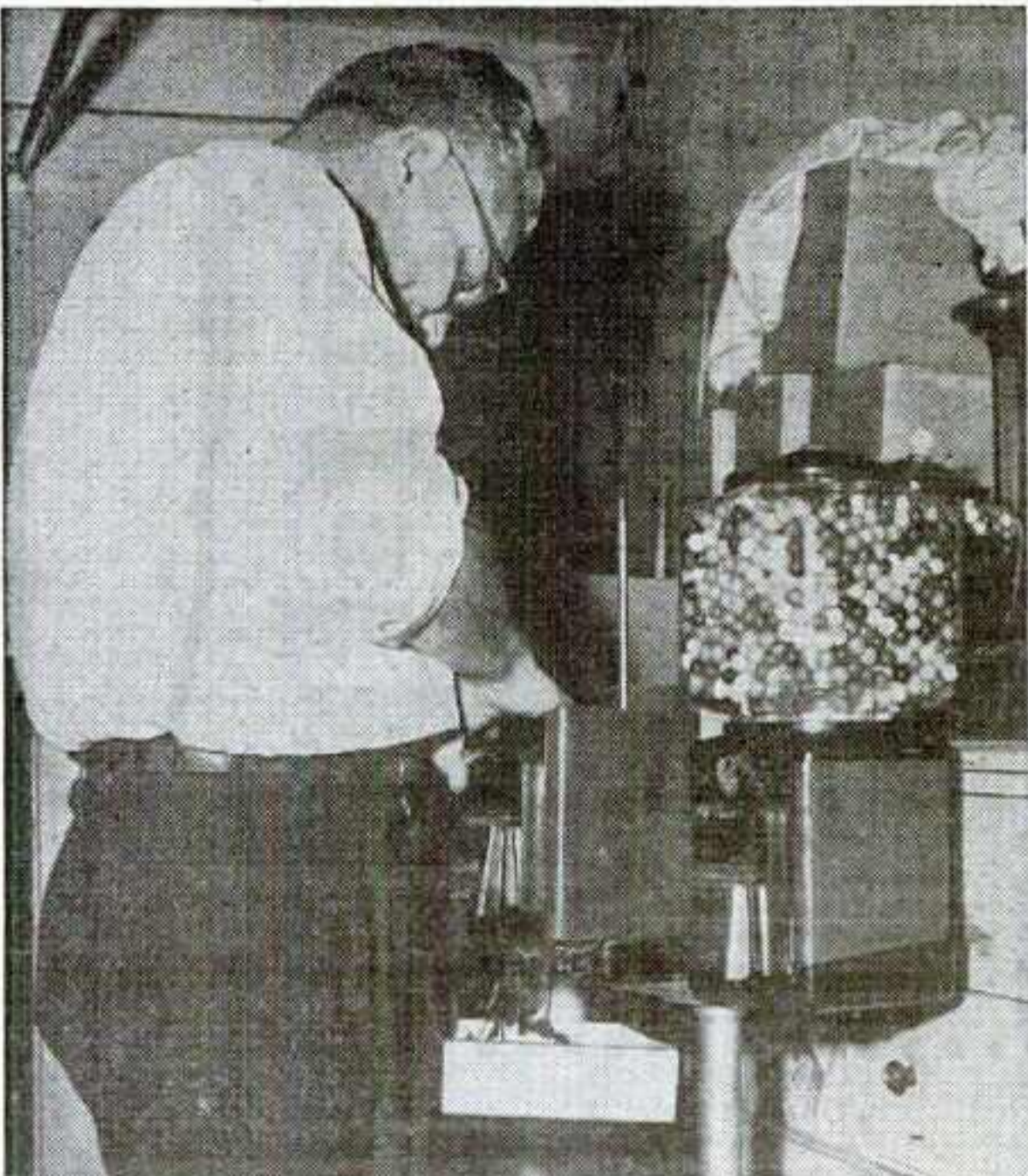
But who needs batteries? Manny Miller is doing just fine with single ball gum machines—over 500 of them.



MANNY MILLER



**CASH IS NEVER TOUCHED** by Manny Miller until the machine is back in his basement headquarters. Locations are paid a flat fee, and Miller exchanges his entire installation—stands and all—when the globe empties. Once back in his basement headquarters, emptying and counting the pennies is the first order of business.



**THE ENTIRE BULK machine—not just the globe—is replaced on the stand by Manny Miller.** Getting the entire machine and stand back in the shop is a big help in servicing, one of Miller's bywords. He also uses a combination of ball gum only and ball gum and charm mix on a two-machine stand to good advantage.

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Pistachio Nuts, Shell	.54
Cashew Whole	.64
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's	.47

Rain-Bio Gum, 72 ct.	\$ .30
Maltette, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct., 300 lb. minimum, prepaid on all Rain-Bio Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

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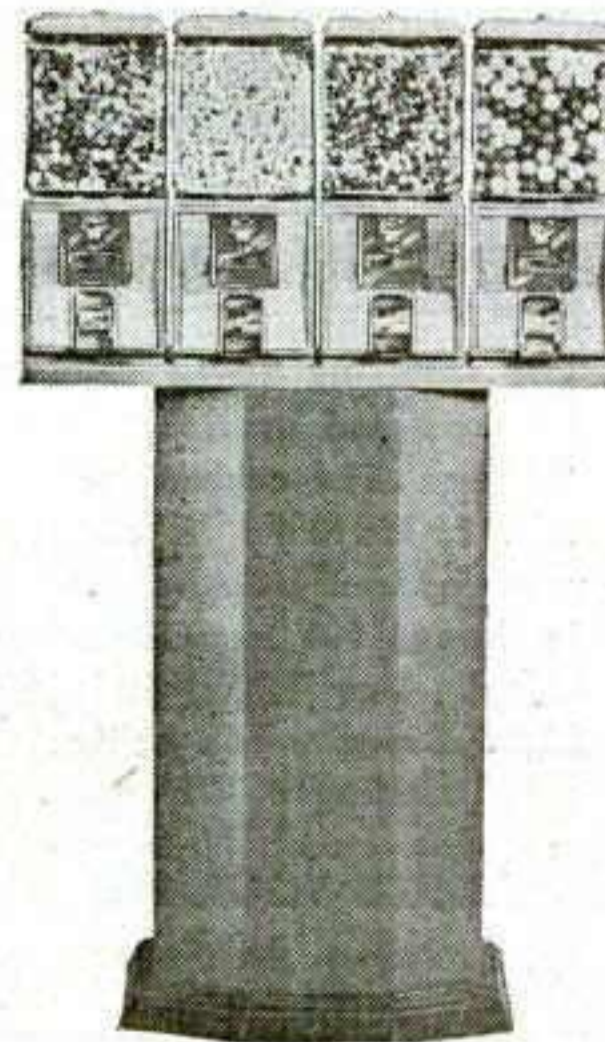
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 Exclusive manufacturers of vending machines for Cracker Jack

# NVA to Feature National Speaker At Miami Convention, April 21-24

NEW YORK—National Vendors Association will have at least one speaker of national prominence to launch its convention at the Balmoral Hotel in Miami, April 21-24, Jane Mason, convention secretary announced last week.

The association's convention planning committee will meet in New York Thursday (11) to go over details of the Miami conclave. In attendance will be NVA directors plus a number of exhibitors from the New York area.

The group, meeting at New York's Chatham Hotel, will be setting the stage for the exhibits,

business sessions and forums that will highlight the Miami meet.

**Agenda**

Also on the agenda will be selection of additional speakers as well as program plans and a ladies' program which is always a part of NVA affairs.

Traditionally, NVA features several business and civic leaders and government officials on the convention program plus its regular slate of bulk vending industry members.

Last year, the program included Art Silbert, vice-president of Standard Financial, one of the nation's largest coin machine factoring houses; Robert B. Macfee, a business consultant for the Small Business Administration in Chicago; and W. A. Yarmer, vice-president

of the World Wide Insurance Company.

The social side of the convention is also one of the most ambitious of any trade group. Because of the nature of the industry, at least as much business is transacted during the numerous cocktail hours, luncheons, dinners and banquet-dances that traditionally mark NVA conventions, as take place during the formal business sessions.

At last year's meet for example, there was a charm manufacturers party held one evening, a dinner-dance sponsored by Leaf Brands another evening, a machine manufacturers' luncheon, a specially sponsored NVA luncheon plus numerous informal and semi-private cocktail and after-dinner sessions.

With this year's vacation-land setting in Miami, there is every indication that the social program will be at least as ambitious with the seashore's plush sand-beaches and numerous shoreside swimming pools serving as ideal settings for day as well as nighttime affairs.

Of special interest to operators and distributors will be the introduction of new equipment that always takes place at such meetings. Altho generally a closely guarded secret by manufacturers up to the actual convention-unveiling, it is safe to say that a wide variety of new charms plus new machines and some new fills will most likely be shown for the first time.

## Dave Yurmark Gives 7 Rules Of Sanitation

CHICAGO — Focusing on the sanitation problem that sooner or later confronts all bulk vending operators, Dave Yurmark, veteran industry figure, recently set forth seven commandments of sanitation for National Vendors' Association, which the group is circulating to

their membership. The points are:

- (1) To keep my machines and equipment clean.
- (2) To paint stands and racks at least once a year.
- (3) To properly clean globes before each filling.
- (4) To only use quality merchandise in my machines.
- (5) To use clean charms.
- (6) To keep myself clean and neat while servicing.
- (7) To fill heads in a sanitary manner off location.

Adds NVA, "If these commandments were followed all over the country there would be no sanitation problem."

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 with large rhinestone  
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**Only \$17.00 per M.**  
 Good value for 10¢ and 25¢ capsule machines.  
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 For Valentine's Day. Brilliant vacuum plate.  
**\$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

## Price Intros Ring Series

NEW YORK — Two brand-new filled capsule ring series have been announced here by Paul A. Price Company. The well-known firm described Series Two as consisting of 15 brilliantly vacuum plated rings in Grip-Tite capsules at \$17.50 per thousand.

Series three is made up of 15 colorfully vacuum-plated rings, including rhinestones and other ornamentation, also in Grip-Tite capsules, at \$20 per thousand. The manufacturer also has available, rings filled in da-glo cap, Grip-Tite capsules at 25 cents per thousand additional. Ops report that the da-glo caps attract buyers because of their eye-catching features. The new series may be ordered thru distributors or direct from the Price firm.

**STOP-&-GO SIGNAL LANTERNS**  
**\$15.00** per thousand  
 Gold vacuum-plated frame. Globe in Crystal, Red and Green Iridescent colors.  
**FREE ADVERTISING LABELS** at your distributor or . . .  
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| ■ Logan Distr. Co.<br>1850 W. Division<br>Chicago 22, Ill.<br>HUmboldt 6-4870<br>Ill., Ind., Ohio, Wis.,<br>Mich., Ky. | ■ Northwestern Sales & Service Co.<br>446 W. 36th St.<br>N. Y. 18, N. Y.<br>LOngacre 4-6467<br>New York State                             | ■ Parkway Machine Corp.<br>715 Ensor St.<br>Baltimore 2, Md.<br>EAstern 7-1021<br>Va., Md., W. Va., Del.                    | ■ Standard Specialty Co.<br>1028 44th Ave.<br>Oakland 1, Calif.<br>AN 1-9037<br>Wash., Ore., Idaho, Calif., Nev.,<br>Utah and Hawaiian Islands | ■ Veedco Sales Co.<br>2124 Market St.<br>Phila. 3, Pa.<br>LOcust 7-1448<br>Pa., N. J.  |
|  |   | ■ Canadian Distributor<br>Mount Royal<br>Confection, Ltd.<br>963 Notre Dame St., West<br>Montreal, Quebec,<br>Canada        |  |  |

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H. B. Hutchinson, Jr., says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."



PENNY GUMBALL and charm machines are now being manufactured in Mexico by Aparatos Vendedores, S. A., for the local operating trade. In the past, virtually all machines were imported from the United States. Aparatos plans to follow its vending machine output with the production of charms and fill as well. Shown with the first models of the new machine are the firm's principals: Delfino Solano, president; Eliseo Arredondo, vice-president and secretary; Juan L. Garcia Guajardo, treasurer; Leo P. Reistoffer, general manager, and the following department managers: Humberto Cordero, Eduardo Parker, Gustavo Ruiz, Ernesto Orea Villanueva and Victor Zecena B.

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**10,000 GISMO MIX**  
\$50.00 VALUE for \$37.50

Consists of Equal Quantities of Three Famous CHARM SERIES  
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10-Col., all coin, 25c & 30c..... \$75.00

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**8-COLUMN CRUSADER,**  
25c & 30c..... 57.50

**8-COLUMN PRESIDENT,**  
25c & 30c..... 50.00

**8-COLUMN DIPLOMAT,**  
25c & 30c..... 65.00

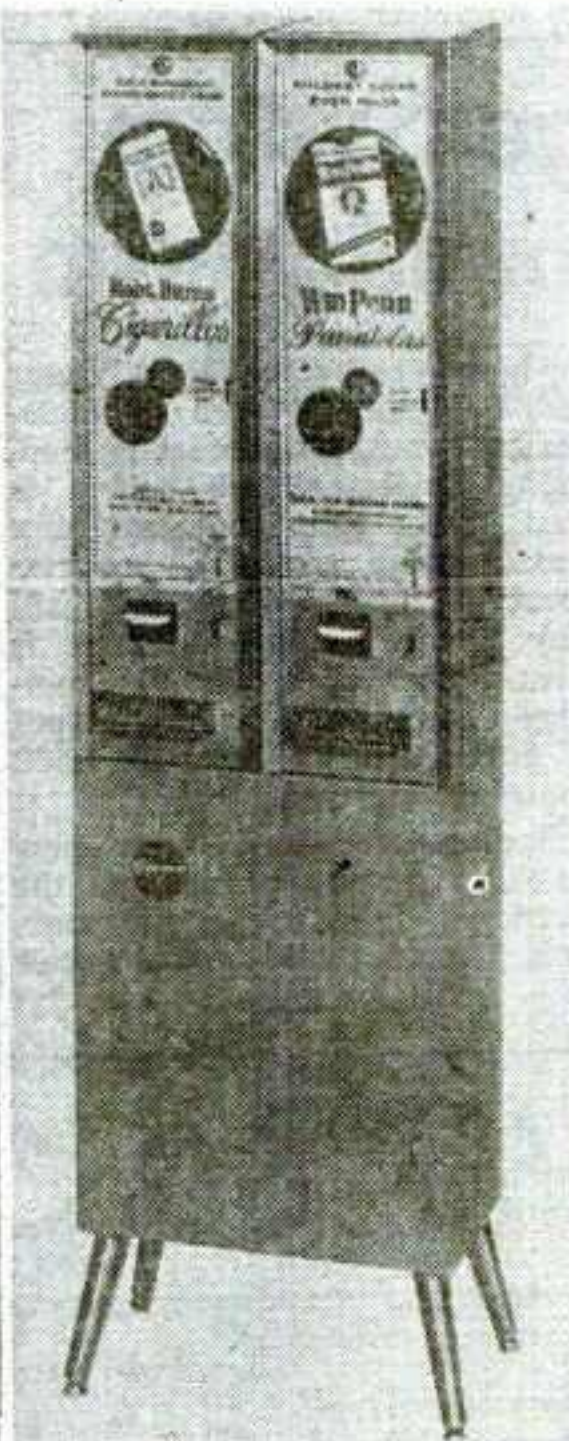
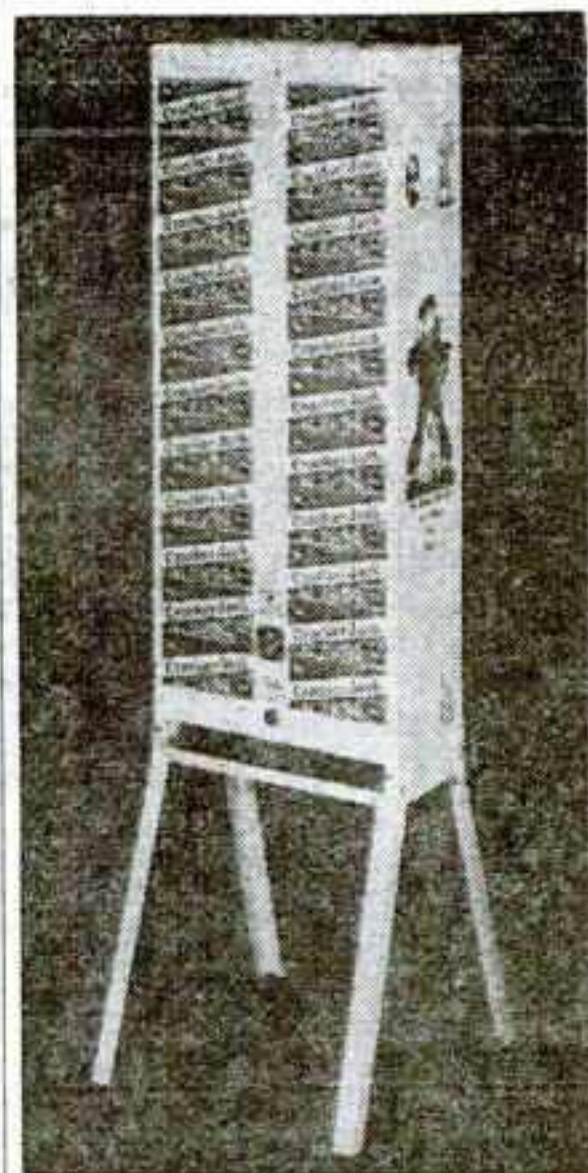
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**6-COLUMN STONERS (pre-war & post-war)**

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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TRiangle 5-1857

**Cracker Jack Machine by C. J. Vendors**



**NEW PACKAGED** cigar venders introduced recently by Cigar-Pak Vendors, Philadelphia, are mounted singly or two to a stand as shown above. Units vend five-packs of William Penn Panatelas (68 per machine) or Robert Burns Cigarillos (84 per machine). Machines are in multi-colors, have National slug rejectors and measure 30 inches high, 8 inches wide and 9 1/2 inches deep; weight is 28 pounds. Price not stated.

LOS ANGELES—Immediate delivery is now being made on the Cracker Jack vending machine thru C. J. Vendors, Inc., of which Gil Welton is national sales manager here.

C. J. Vendors, Welton said, has an exclusive contract with the Cracker Jack company to make the product available thru venders.

Model 50 of the Cracker Jack vender is 60 inches high, 17 inches wide and 8 1/2 inches deep. Capacity for the unit is 50 boxes at a dime. Units have white baked enamel finish and colored decals.

Welton, who was recently named to the post at C. J., has been in vending for 25 years. He was with Victor Vending for seven years in the 1930's and with Operators' Vending Machine Supply Company here for 16. For the last six years and until his recent resignation from Operators, he worked from this company's offices.

**NVA Insurance**  
Continued from page 62

other type examination needed. Membership in NVA is the only requirement.

The major medical and additional group life program which the association is preparing will supplement the existing policy with Washington Life.

The association is asking all members interested in the program to send their name, address, age, name of spouse, age of spouse and ages of children to NVA headquarters, 134 North LaSalle Street, Chicago.

Rates have not been announced, but the group hopes to obtain "better than Blue Cross rates and services" for their program.

The Northwestern **GOLDEN '59** is your best buy



Harry Hurvich says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

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I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

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We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

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**NAVY**



## Baltimore Game Assn. Holds Annual Banquet

BALTIMORE—More than 400 coin machine operators and distributors, their families, friends and associates, attended the 12th annual banquet of the Amusement Machine Operators Association of Greater Baltimore, Sunday (7).

Held for the first time out of the downtown district, the group met at Blue Crest North, a hall in suburban Pikesville on the outskirts of the city.

The gathering is considered the major social affair of the year of coin machine operators and distrib-

utors. A prime rule is that "no business" is to be discussed at the session.

### Recording Artists

A full entertainment card, headed by Singer Kitty Kallen, and other recording artists performed for the guests.

Chief host was Irvin Goldner, of Chase Vending Service, newly re-elected president of the association. He is now serving his eleventh consecutive term in that post.

Other officers elected during a January meeting of the organization were Samuel Ginsler, of Venture Vending Company, vice-president; Meyer Goodman, of Almi, Inc., secretary; and Moe Kaminsky, of Evans Sales & Cigarette Service, treasurer.

Members of the banquet committee, besides Mr. Ginsler, chairman; Mr. Goodman and Mr. Kaminsky; included, Harry Rosenberg, of Evans Sales & Cigarette Service; Mack Lesnick, of The Music Sales Company, Adolph Solomon, of Bronson Company, and Philip Billowitz, of Music Box Service.

## N. Y. Music Ops Start Series of Local Huddles

NEW YORK—The Music Operators of New York, under the helm of proxy Al Denver, has inaugurated a series of local or regional meetings, to take place in the various counties within greater New York City.

The first of these was held in Brooklyn (Kings County) during the past week and was aimed at the discussion of strictly local problems. A total of 39 operators attended this meeting, a turnout which both surprised and pleased MONY officials. "It was an excellent meeting," Denver said, "and the turnout just for the one area compared very favorably with some meetings of the entire association."

Denver said that a meeting was being planned now for Queens County, to be held "in the near future," with later get-together also in the works for the Bronx and Manhattan.

One of the prime topics of con-

(Continued on page 76)

## Blood Donors Needed by Kisil

SYRACUSE—The coin machine industry has a chance to help a friend. He's Ted Kisil, popular public relations director of the Davis Distributing Company here. He needs help badly.

Ted is a hemophiliac. His blood does not clot properly, and he needs constant transfusions to survive. Last month a series of severe hemorrhages sent him to the hospital for the third time in eight months.

Ted is back at work now, but he still needs a transfusion a day. Doctors say his condition can't be cured, but the transfusions can help him to lead a normal and productive life.

His blood type is rare—Type B Negative. However, if donors do not have that type blood, they may still donate in Ted's name and the blood, regardless of type, will be credited to his account.

Coinmen who would like to see Ted supplied with his daily requirement of a pint of blood may do so by making their donation at the local Red Cross office. The blood will be credited to the Syracuse Red Cross chapter and will go into Ted's account.

(Continued on page 78)



NURSE LENA ATWATER prepares Ted Kisil for a blood transfusion at University Hospital, Syracuse. Kisil, public relations director for the Davis Distributing Company, Seeburg outlet, needs a pint of blood a day in his bout with hemophilia.

## Tape Cartridge System Set for B'kground Music

NEW YORK — The Melosonics Corporation has introduced its 1960 line of automatic tape background music systems. The unit can have interest for juke operators because of its relatively small size and the simplicity of its operation.

So far, the company which is less than a year old, has focussed attention primarily on the background music market in business and industrial fields, on a direct sale basis to companies.

The unit employs a tape cartridge principle similar in some ways to units introduced last year

for home use by both RCA Victor and Bell. In the case of Melosonics, however, the moebius loop, endless repeater tape system is used. Each tape, contained in a sealed mylar cartridge, has two hours of playing time and will play endlessly until the unit is manually switched off. The company's current library of all types of music offers a total of 1,500 hours playing time.

Background music users now purchase the equipment and the cartridges outright. In this case, as is pointed out in printed matter

(Continued on page 78)

## Sandy Moore to be Cited by N.Y. Trade

NEW YORK — Sanford D. (Sandy) Moore has been named guest of honor for this year's United Jewish Appeal-coin industry banquet. Moore was selected by unanimous vote at a meeting of the

joint planning committee for the affair which will be held Saturday evening April 30, in the Century Room of the Hotel Commodore here.

At this week's planning meeting, held at Manhattan UJA headquarters on West 57th Street, ambitious goals were set for the annual drive. Plans have been put in motion to raise \$30,000 in cash and an attempt will be made to provide enough additional funds to supply \$3,000 dwelling units for two family groups in Israel. Several distributors have already made substantial pledges toward this goal.

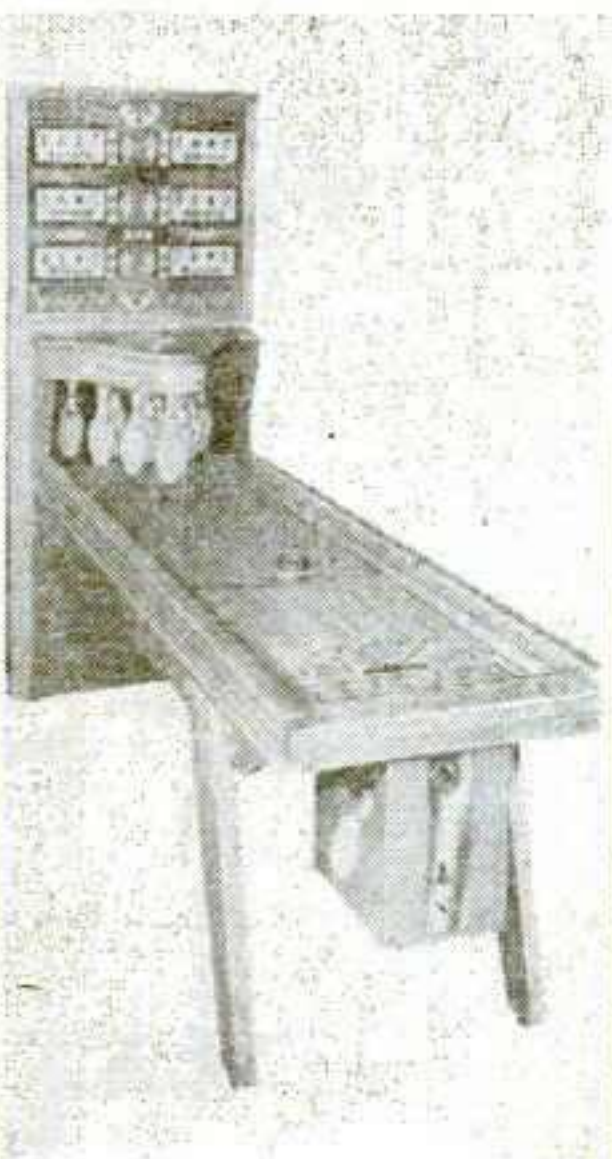
Attending this week's meeting, which was helmed by committee chairman Irv Holzman, were the following: Joe Godman, Meyer Parkoff, Carl Pavesi, Seymour Pollack, Max Weiss, Lou and Bernie Boorstein, Al Denver, Nash Gordon, Sandy Moore, Al Simon, Max Klein, William Hearst, Murray Sandow, George Louis, Al Kerner, Zeke Langer, Millie and Mac McCarthy, Teddy Blatt, Hy Jaffe, Donald (Doc) Shapiro and Dick Wilson.

Next committee meeting was set for Thursday, February 18, at UJA headquarters.

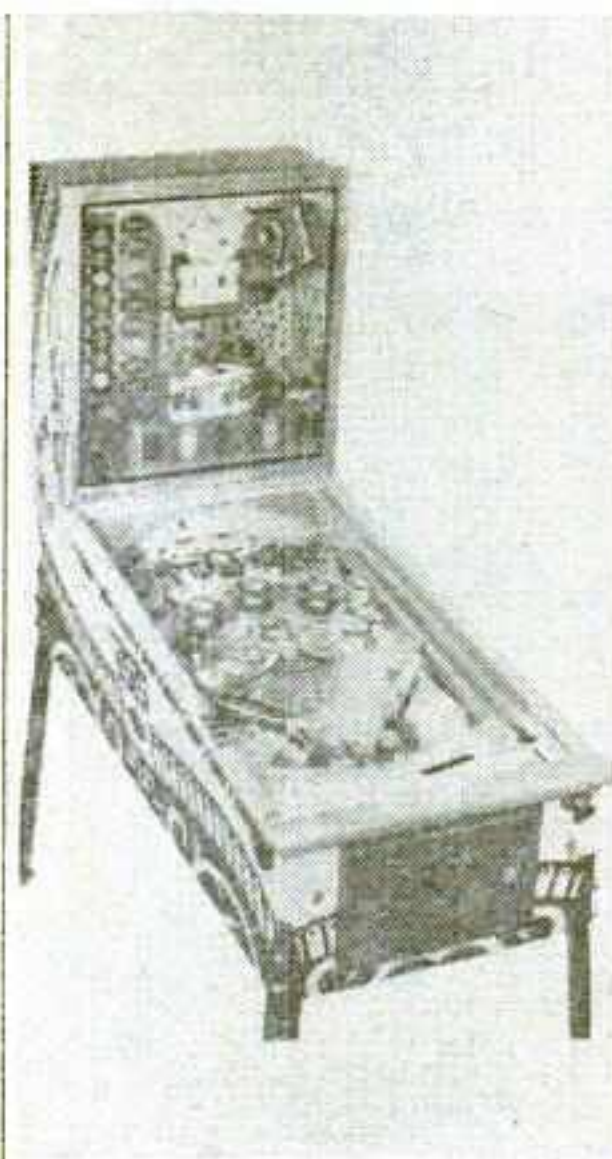
## Bow 4 New Games for '60 Operations



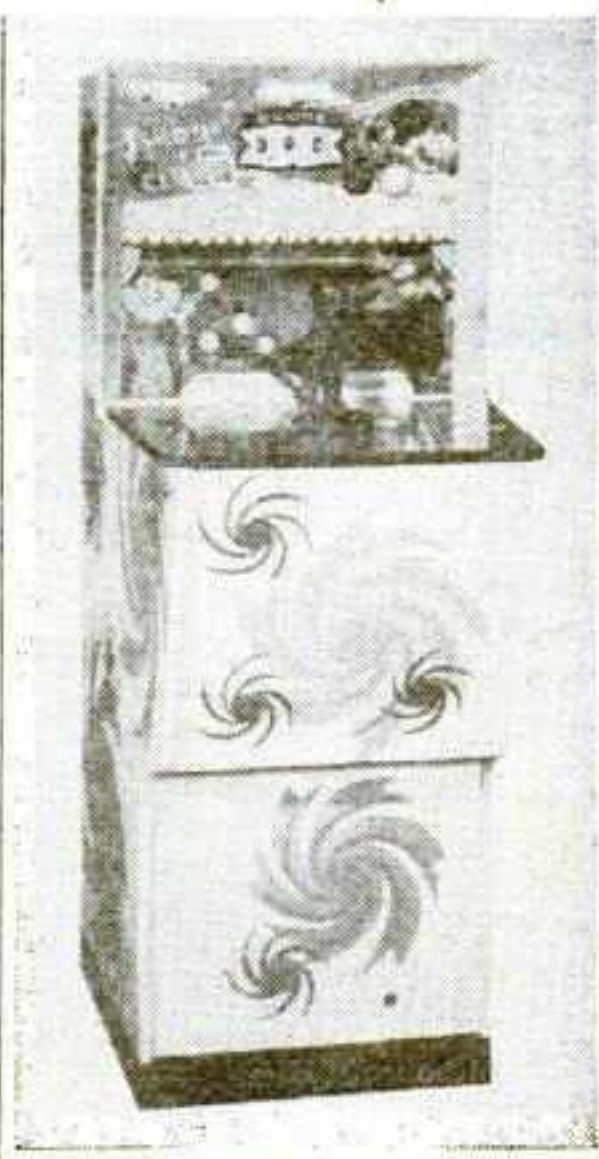
WORLD BEAUTIES



BIG BONUS



21



SHOOT CLOWN

CHICAGO—Game manufacturers introduced four new models last week—two five balls, a shuffle bowler and a gun. The new models are Big Bonus Shuffle Alley, United Manufacturing Company bowler;

Shoot the Clown, Chicago Dynamic's gun game; Williams' 21, a five-ball pin, and Gottlieb's World Beauties five ball. Here's the rundown on the new machines:

BIG BONUS is the new United

eight and one-half-foot shuffle alley. This six-player game offers players' choice of regulation or bonus scoring, selected by pressing a button on the cabinet.

While regulation awards regular

bowling scores for strikes and spares, bonus gives special scores for strikes and spares which are added to frame-by-frame scores at the end of the game. In the first

(Continued on page 78)

## BALLY RUNNING 3 PIN GAMES

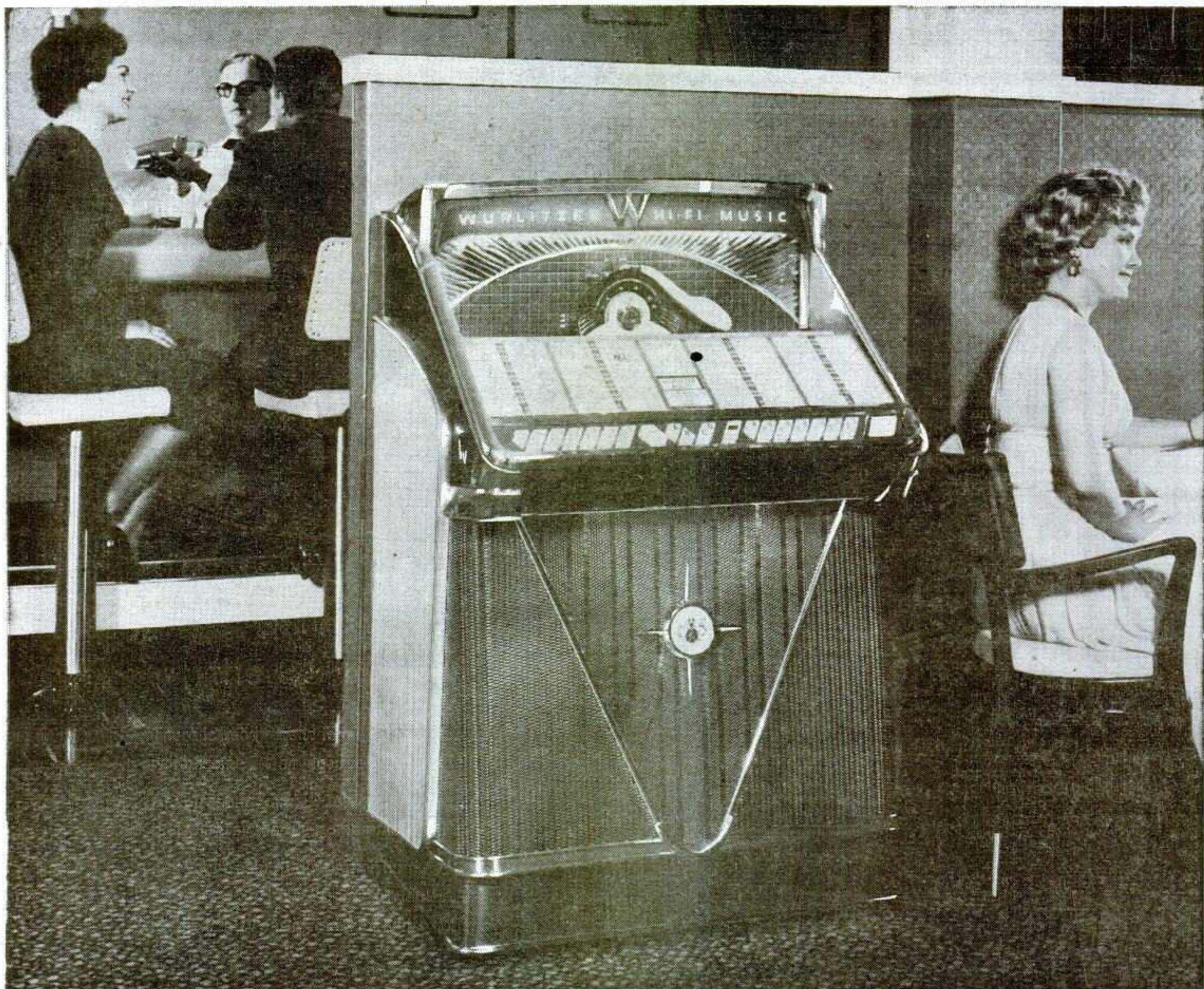
CHICAGO — Bally Manufacturing Company for the first time in 10 years is in production on three different pinball models at one time. The new models are County Fair, an in-line; Lotta Fun, a specially produced game for play in certain areas, and Beauty Contest, the new one-ball, single-coin pin.







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MONEY-MAKING MUSIC SYSTEMS

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## British Coin Exhibit Termed 'Best Yet'

By BINGO BEAUFORT

LONDON — Britain's annual coin machine show—the 16th annual Amusement Trades Exhibition—was a whopping success. It opened February 2 at the New Royal Horticultural Hall, Westminster, London.

The show was by far the biggest, brightest and best yet held. Attendance set a record, and business done exceeded all expectations.

Sixty-four coin machine exhibitors displayed products at the show. The only American to exhibit equipment, however, was Joe Munves of the Mike Munves Corporation. He was delighted with results, according to reports here.

Presumably, more American firms would have shown amusement machines had it not been that the exhibition was a complete sell-out soon after restrictions on games from America were lifted.

### Many U.S. Visitors

There were many visitors from America, the Commonwealth and from Europe, and the exhibition's official interpreter, Mrs. D. T. Brewster was very much in demand.

Physically dominating the show were the twin towers of AMI and Rock-Ola—not twins exactly, but basically the same idea. Either by accident or design, Bal-Ami (AMI) and Ruffler and Walker (Rock-Ola) had hit on the same idea of having their latest models on giant turntables on tower-like structures away above the heads of the crowds.

The other American juke box firms—also showing the latest models from the States—were prominently featured in brilliantly attractive stands, on which much more money had been spent this year.

They were, respectively, Seeburg (on the large corner stands of the Ditchburn Organization), Wurlitzer (on Phonographic Equipment's suite of stands—one of the finest in the show) and United (to which Music Systems, Ltd., had given the full treatment).

International Dynamic Industries (owned by C.D.I. of Chicago) brought in their new Drop Ball shuffle game. It arrived at London airport 24 hours before the exhibition and was cleared thru customs by Jack Rolph and rushed to the stand in time for the opening. With the Drop Ball was a full range of Chicago Dynamic games.

Fruit machines were on show on a dozen stands—most of them reconditioned. There was tremendous interest in the Sega fruit machines, seen for the first time in Britain. Toby Pecker, Mort Lee and Chick Westwood were showing the brilliantly colored 1960 Diamond Star Series on Phonographic Equipment's stand, and certainly drew the crowds.

On this stand also, was the full new range of Gottlieb and Williams five-balls, with Cyril Shack, Gordon Marks and Max Fine doing good business in these units and in Wurlitzer phonographs.

AMI (G.B.) in addition to their display of phonographs were showing new Bally games, including the Club Deluxe Bowler.



"Max! Watch that hook!"  
—Thanks to U.B.A. Revue, Antwerp, Belgium.

## European Coin Industry Courting Markets in Underdeveloped Areas

BRUSSELS, Belgium — Western Europe's coin machine industry is seeking participation in Western economic development assistance to the world's underdeveloped areas.

Such areas include India and the rest of Southeast Asia, Africa, the Middle East and most of Latin America.

**There are a multiplicity of Western aid programs, including the U. S. Point IV Program. But the trend is to coordinate and consolidate these patchwork programs into a single master blueprint channeling all Western aid into a few selected undertakings.**

Here in Brussels the leaders of Europe's coin machine industry believe that the industry could become an active and even large-scale participant in foreign economic development.

There are some like Jacques Marchant, chairman of the French industry groups, who argue that the coin machine industry must expand into foreign markets to survive, and that the only markets offering substantial future opportunity are those in the so-called underdeveloped countries.

**In the view of the Jacques Marchant school, the Western economic development assistance programs offer the ideal vehicle into these markets.**

Marchant's group concedes that imaginative effort is required to associate coin machines to economic development, but they point out that European coin machine concerns already are active in all the areas considered urgent economic-development targets.

The plan which has stimulated the coin industry's interest in underdeveloped lands is that for an Atlantic economic community, advanced by the representatives of 20 nations at their meeting in Paris in early January.

**Eighteen European nations plus the U. S. and Canada, under the plan, would create an Atlantic economic community serving as a clearing house for trade and aid. A committee of representatives from the 20 nations will meet April 19 in Paris to begin planning for the Atlantic economic clearing house.**

Altho the proposed Atlantic economic community so far has been presented mainly in terms of a trading bloc, there is vastly more to the plan than solely trade. The immediate goal for the Atlantic project is, of course, averting the threatened trade war between the European Economic Community, the six-nation common market of West Germany, France, Italy, Belgium, The Netherlands and Luxembourg, and the European Free Trade Association, or the Outer Seven nations, embracing England, Sweden, Denmark, Norway, Switzerland, Austria and Portugal.

But long-range, the proposed Atlantic community is viewed as having even greater value in coordinating and directing the use of free-world resources in assisting the economic development of backward areas with great political importance to the West.

**In this connection, U. S. Under Secretary of State C. Douglas Dillon told the Paris meeting: "A greater degree of effective collaboration is needed to insure that we will be successful in meeting the new situation arising from the growing Communist economic challenge to the free world."**

In all major coin machine producing countries of Europe the industry has experts at work seeking an industry tie-in with foreign economic development assistance. Obviously, this tie-in must begin with venders—with automatic merchandising tailored to the new industrial establishments charted for the underdeveloped lands.

But the best brains in the European industry feel that, if properly presented, the juke boxes and even coin games can be fitted into economic-development assistance, particularly with appropriately imaginative technical adaptation.

**Eight governments in a position to give long-term funds to underdeveloped nations will take the lead in organizing economic-development assistance. These nations are West Germany, France, Belgium, Britain, Italy and Portugal, in addition to the U. S. and Canada.**

Nearly all have strong coin machine industries, and this, as much as anything, accounts for the industry's interest.

While no nation's industry has attempted organized participation in foreign economic development, the Germans claim to have done more in this direction than any other national branch. German coin machine producers have been studying markets in the underdeveloped areas for several years, and adapting certain items of equipment to these markets.

**Moreover, they have been assisting local importers to get credit terms on a scale so relaxed as almost to constitute the never-never financing characteristic of foreign aid schemes.**

German producers, for example, have been building automatic merchandising panels for North Africa and the Middle East. The Germans have even produced venders with tape-play units designed for the Arab market. The units play tapes giving instructions concerning operation of the equipment and flattering the customer—all in Arabic.

German concerns are producing special coin-operated equipment for the tropics, including juke boxes, with moisture-proof housing.

**Obviously, venders can—and should—play a major role in the installation of new factory equipment under any economic assistance program, wherever undertaken. The more primitive the land the greater the need for venders. This is the rule of thumb developed by the German coin industry.**

German vender producers—and this has become the standpoint of the general European industry—argue for integrated automatic merchandising construction planning. What they mean, briefly, is that vender installations should be included on the original blueprints as an item of basic factory construction, and not added as an afterthought or as a hit-and-miss concession.

The odd vender, of course, requires no high-level utilization planning. But the Germans are thinking not in terms of venders here and there, but integrated, in-plant automated food service—entire panels of food venders which require detailed planning for efficient utilization.

This is the type of equipment which has just been installed at the Volkswagen plant in West Germany and at other large German industrial plants. It is universal experience that increased efficiency could have been gained from these installations by integrating them with plant construction, had this been possible.

**Now it is possible, theoretically, in the construction of plants and other production units in underdeveloped areas. Clearly, there is a potential market for such installations of almost limitless magnitude.**

West Germany's automatic merchandising apostles point to the sudden Soviet interest in venders. Russia appears to be embarked on what amounts to a crash automatic merchandising program. Soviet vending machine experts have been roving West Germany and other areas of Europe in recent months in task-force-size reconnaissance parties.

They state frankly they are on the prowl for new ideas in automatic merchandising, and they claim that Russia is on the threshold of an automatic merchandising revolution. Premier Nikita Khrushchev is counted one of the vender's most ardent champions, and Russia's Mr. Five-by-Five is talking about populating Russia with literally millions of venders.

**Khrushchev is thinking solely in terms of boosting Soviet production and general economic efficiency. Obviously, if automatic merchandising can serve this function in Russia, it can accomplish the same goal in the underdeveloped lands.**

The West Germans, aside from venders, have had considerable success in stimulating export markets for juke boxes in these same areas. German juke boxes can now be found in India, Pakistan, Burma, Indonesia, all thru the Middle East, in nearly every area of Africa and thruout South America. Venezuela, in fact, is a prized German juke customer.

Allen W. Dulles, chief of the U. S. Central Intelligence Agency, warned recently that the East-West struggle is shifting increasingly to the economic sphere.

**However, West Germany, while agreeing with Dulles, nonetheless is regarding for-**

(Continued on page 76)

## 'Compatible' Stereo Can Help Juke Ops

NEW YORK — The most long-hoped-for and sought-after technical recording development in the retail end of the disk business is the so-called "compatible" stereo record. A joint announcement here by Beltone Recording Studios and Design Records several weeks ago, regarding the perfection of a truly compatible disk—one which could be played either in stereo or monaurally—stirred considerable interest among record dealers as well

as some juke operators and distributors.

For operators long plagued by the problem of spending additional money to acquire stereo phonographs for locations, only to find that few stereo 45's were being made available, the development held the promise of the end of the headaches. At last there would be no waiting for a disk to become a hit before a record company issued a stereo version. Now, it would be possible to get one disk of the hit and play it either way depending on what kind of equipment was to be used.

Now, however, some trade sources here have pointed out a disadvantage to the system, which may delay the time when compatibility becomes an actuality. The inherent problem lies in the fact that in a stereo record, there is—to speak technically—a vertical and a lateral component or channel impressed in the same groove. In layman's language, the cartridge, in order to play the record properly must have ease of movement both sideways (laterally) and up and down (vertically). Stereo cartridges

(Continued on page 76)



**EDWARD W. BAKER** has been named staff assistant to **Arthur C. Rutzen**, export sales manager of the **Wurlitzer Company**. Baker, who joined Wurlitzer seven years ago, had been staff assistant to the production control manager and had much to do with the consolidation of manufacture, inspection and shipment of juke boxes for the export trade. He is a graduate of the University of Michigan and an Army veteran.

### SWANK NIP INN SPOTLITES JUKE

TOKYO—A new 200-selection AMI juke box is one attraction of the Atami Castle of Dreams, latest tourist attraction of Atami, famous hot spring resort near here. Built in the style of a Japanese feudal castle, but equipped with air conditioning, escalators and TV, the hotel cost more than \$2 million to build. The juke box occupies a prominent position in the bar.



**ANGELO MUSI STILL HIGH SCORER**

**Former Pro Basketball Ace Stars  
Now on Philly Coin Machine Team**



**CLOCKING A PRO GAME**, Angelo Musi, vice-president of Variety Vending, operates the 24-second timer at a Philadelphia Warriors game. Clock ticks off seconds allowed for each team to take a shot at the basket.

By **GEORGE METZER**

**PHILADELPHIA** — On the wall in the office of Angelo Musi, vice-president of Variety Vending System here, is a picture of the 1946-'47 Philadelphia Warriors' basketball team.

This is the team that won the championship the first year the now-defunct Basketball Association of America was in operation. (The

league is now known as the National Basketball Association.)

Why would Musi have a picture of the first world's championship basketball team on display? Was he a faithful fan of this club? More than that.

Closer inspection of the picture reveals that one of the 10 players—and the shortest of them—is none other than Variety Vending's Angelo Musi himself.

Angi, you see, was not only a member of that first championship team, but its captain as well.

A visitor who is familiar with the present-day basketball player of the seven-foot variety would never dream that Musi, who stands only five feet, 10 inches, played three years in the sport's major league.

**Amazed Fans**

But he did, and what a basketball player he was. Musi used to have the fans looking on in amazement with his uncanny two-hand set shots that time-and-time again found the mark—oftimes from 30

and 40 feet out, and just to keep the defense honest, Musi would drive on them and usually bucket the goal.

How did a professional basketball player get into the amusement and vending machine business? Let his boss, Albert M. Rodstein, president of Variety Vending, tell it:

**Boss Was Interested**

"I was a rabid Warriors fan. I was at every game and as a result got to know most of the players rather well. I became quite friendly with Angelo and was at several parties with him.

"Once at a party for the team given by The Mogul (Warriors' owner Eddie Gottlieb) I asked Angelo if he would want a job with my company."

Actually, Musi said, the offer of a job was somewhat responsible for him giving up the game—actively. He was planning on returning for his fourth season until Rodstein approached him that night in 1949.

**Ran Vending Route**

Angi's first assignment was running an ice cream vending operation in Wilmington, Del., for the firm.

"For the first half of that basketball season I coached a team in Trenton in the old American League," Musi said. "But I had to give it up since it entailed too much driving from Wilmington to Trenton all the time."

After a short apprenticeship in ice cream vending, Musi was recalled to Philadelphia by Rodstein to take charge of a Shuffle Bowling League that Variety was organizing.

**Headed Shuffle League**

Musi became commissioner of the league which ran for four months. It was even on television for a 13-week stint.

"But once we went off TV," Angelo related, "the game's popularity seemed to die out. So, Al



**PHILADELPHIA WARRIOR** Angelo Musi during his playing days with the professional basketball champs of 1946-1947. Musi's great set shots helped the Philadelphia entry to the top of the league.

gave me this job with Variety and I've held it ever since."

What kind of a vice-president does Musi, who is now 41, make? The best person to answer this is, of course, Rodstein:

**Hard-Driver**

"Just as Angelo drove hard in basketball, he drives hard for us," Rodstein said. "And he isn't a fellow who dribbles half-way down the court only to blow the shot. He puts the ball in the basket for us a good percentage of the time—just like he did for the Warriors.

"He is a fellow who drives hard but quietly," his boss went on. "He is a low-pressure salesman, but he gets the job done. He gets thru to you.

"He came in as a novice 10 years ago, not knowing a single thing about the business," Rodstein continued. "But I took a chance on Angi and he hasn't let me down. He knows as much about the business as anyone. He knows it from A to Z. The fact that he is vice-president of the firm today should bear this out."

**Clocks Games**

Altho Musi is kept very busy in his coinman role, he also still has his hand in the sport he loves—literally. He operates what is known as the 24-second clock at all of the Warriors home NBA basketball games.

For the uninitiated, the 24-second clock ticks off the time limit a team has to shoot the ball once it takes possession. If 24 seconds elapse, a buzzer sounds and the other team takes over.

Each time a team shoots, Angi must push a button to reset the clock at 24 seconds.

It has been reported in many quarters that Musi develops a good size blister on his button finger by the end of a game, but he just laughs this off.

There is not a money question involved here. Angi gets only about \$10 per game. "I just do it so I can still have some official connection with basketball," he said. "Besides, I would probably be at the games anyway."

Musi is thought of highly in his capacity at the Warriors games. Stan Stutz, a former referee, said of him: "He is the most honest and most competent custodian of the electric buzzer in the league."

**Son Plays**

Angelo lives in suburban Ardmore with his wife, Lydia, and two children, a boy and a girl. Naturally, the boy, Tommy, who is 13, plays basketball.

Does he favor the two-hand set shot like his old man? "Heck no," Angi shot back. "He uses the jump shot from the circle like everyone else these days. But I tried."

Musi said his boy has a lot of desire to play the game. "I guess this might be because I was a professional," he said. "But the way he is always playing reminds me of myself."

**Learned Himself**

The story goes that Angelo learned his set shot in his back alley where he had to play by himself because the older boys told him he was too small to play with them.

Instead of giving up, Musi decided to practice by himself and be-

come good enough for the other youths to accept him.

He put up a peach basket behind his house in West Philadelphia in an alley and marked off a foul lane. His father bought him a ball and Angi was in business.

**First Time In**

After a lot of solo practicing, Angi finally got in a game with the older boys one day and did real well. He was a regular from that day on, not only in the school yard, but at Overbrook High, Brown Prep, Temple University, Aberdeen Proving Grounds and the Warriors.

Now that Angi has hung up his sneakers, he is still a top-notch performer. Those who know him say his feats in the coin machine industry will surpass those accomplished on the basketball court.

As Rodstein said, Musi is not the kind of guy to dribble down the court and miss the shot. He makes them almost every time—both on the basketball court and off.

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**Rock-Ola's all-purpose phonograph...**  
**Fits all locations...**  
**Plays any type music!**

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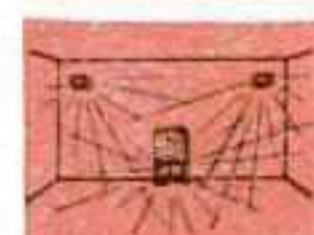
The TEMPO II with its built-in dual-channel amplifier and the exclusive Rock-Ola three position "Tri-Fonic" switch delivers the proper type stereo or monaural music at the flip-of-a-switch. Only plug-in extension speakers are needed for instant conversion to stereo. No extra second channel amplifiers to buy. No costly conversion work to do. Only Rock-Ola offers this money saving, profit making flexibility because no other phonograph has Rock-Ola's "Location Engineered" features. And as other operators have learned, you can buy this all-purpose stereophonic machine for the price you used to pay for just a monaural phonograph.



**POSITION "A"** delivers the finest high fidelity monaural music through the three built-in main unit speakers. Extra extension speakers may be used.



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1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN. SINCE 1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY





ONE OF THE LARGEST ORDERS from any one operator to any one distributor was made when the Superior Distributing Company, Buffalo, bought 100 new Seeburg stereo juke boxes from the Davis Distributing Company, Syracuse. Shown above, the first of several truckloads leaves the Davis warehouse.

### SINGLES NOW ON 33-R.P.M. STEREO HOT 100 CHART

NEW YORK—A new feature is introduced in the Hot 100 chart this week. A symbol has been added to indicate singles releases which are available as 33 1/3 r.p.m. stereo disks. This is for the benefit of juke box operators whose machines can take the new stereo singles being released by Columbia and ABC-Paramount, and being considered by other record firms.

The Hot 100 for some time has shown the conventional 45 r.p.m. releases which also are issued in stereo. The new service is the latest move to provide widest possible information of use to the trade.

### Teamster Boss Goes on Trial

MINEOLA, N. Y. — One of the longest trials in Nassau County history was predicted here yesterday as selection of jurors began for the oft-postponed trial of Teamster boss John J. O'Rourke and 14 other teamster figures. O'Rourke and his co-defendants are accused of extortion in activities linked to the establishment of Teamster Local 266. They have been charged with using the local as a front to secure payoffs and protection money from juke and coin machine men operating in the area.

According to Newsday, local daily, defense attorneys were freely predicting a trial of from four to six months, which accounted in part for the fact that 80 of the 125 prospective jurors interviewed were excused. On the other hand, assistant Nassau County District Attorney William Cahn predicted a trial of six to eight weeks' duration.

O'Rourke, who is rated in Teamster circles as number three man in the International Union, appeared wan and drawn during the lengthy initial day's session. He has reportedly been suffering from a heart ailment. He is being represented by Thomas Wadden Jr., of the well-known Washington firm of Edward Bennett Williams, and by Hyman Zolotow of New York. Representing seven other defendants was Jacques Schiffer, who asserted that "I'm prepared for this case," as he predicted a lengthy proceeding.

County Judge Paul Widlitz is presiding at the trial.

everyone was having a good time. Gordon is one of our M.O.A. (Music Operators of America) directors from that area. I was the personal guest of our other South Dakota director, Mr. Norman Gefke of Sioux Falls.

"One of my purposes in attending the meeting was to extend a special invitation to the group to our seven-State meeting to be held in Omaha on March 12 and 13. From the response I received, I believe that the South Dakota membership will be well represented. They made plans to hold their next quarterly meeting in Omaha at that time. They will be provided with a private room in which to hold their business meeting.

"The main reason for this seven-State meeting is to encourage more active association work in all the states, and if each state in the union had an association such as this one in South Dakota, our problems could rapidly become very small ones."

kindest regards,  
(Signed)  
Howard N. Ellis  
President.



JOHN COOPER, left, makes it a deal with Tom Ferrar, Western divisional sales manager of the Davis Distributing Company, for the purchase of 100 new Seeburg stereo juke boxes. The order was the largest new equipment purchase ever made in the area.

### H. Ellis, Neb. Guild President, Lauds South Dakota Op Group

The following letter was written to The Billboard by Howard Ellis, president of the Nebraska Music Guild, after Ellis had attended a recent meeting of the South Dakota operator association. (The Billboard, January 25).

"On January 17 and 18, I had the pleasure of attending the meeting of the South Dakota Phonograph Operators Association in Pierre. Anyone at all interested in Association work should attend one of their meetings. It is a real treat to see how they work together for the mutual interest of all and the respect they show, not only to their president, Ronald Manolis, but to the suggestions and the opinions of each individual member.

Mr. Manolis does an excellent job of presiding over the meeting and gives every man an opportunity to express his own personal thoughts. They take time out for relaxation and entertainment, but when it comes time to be serious, they are really all business.

"Mr. and Mrs. Gordon Sout acted as host and hostess and did a truly wonderful job. They were constantly checking to see that

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10-Col. EASTERN	65
9-Col. NATIONAL	95
22-Col. EASTERN	145

**MUSIC**

SEEBURG 201	\$850
SEEBURG L-100	595
SEEBURG 100-6	435
SEEBURG V-200	395
SEEBURG 100-C	345
SEEBURG 100-B	295
A. M. I. G-120	425

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KS200	595	100W	435
HF100R	510	M100C	375
VL200	495	M100C Hideaway	295
		M100B	275

**AMI**

G200 with conversion unit	\$345
Wallbox—200 selection	59

**WURLITZER**

2250	\$595	1650AF	\$169
2150	449	1550A	139
2000	395	1500	99

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### East

#### NEW ENGLAND NOTES

Snow is a headache to most of us, but Pliney Burrows, Brattleboro, Vt., just loves it. Looking around for some music pieces, he refreshingly reports that business is just dandy, what with all the ski buffs swarming into his area, especially on week-ends. One thing that irks Pliney is the State law that puts a \$100 license fee on any amusement device other than a juke box. These are charged a \$25 annual license.

But Vermont operators are getting together and there is hope that something can be done to ease the burden. By way of diversification, Pliney also operates a sporting goods store which is an all-weather proposition, since it trades in ski equipment, boats, guns and other sporting goods.

Martin Oliver, Portland, Me., is a proud father these days, even if it is tinged with a little regret. His son, Laurin, a sports car fan, entered the famed Tri-State Rally last weekend and sacrificed his chance of winning to help two women drivers who had driven into a snow-covered ditch. Since every second means one point, and the rescue took some 25 minutes, it left young Oliver out in the sub-zero cold.

Ray Barker, Ayer, Mass., flew off to Florida, timing his departure with a heavy snowfall. Left in charge is brother, Freddy, who also has the job of looking after Junior. Since Junior is a St. Bernard who is almost as big as a pony, he isn't likely to get out of Freddy's sight. . . . Also heading out shortly is Dave Shuman, of Atlas Distributors (AMI). He is bound once more for Europe, where he will combine business with pleasure, but he allows as how it will be mostly work. Dave made a trip last summer in the interests of Atlas' export business.

The music business has been saddened by the passing of William Spiller, of Massachusetts Vending Company, Mattapan. Bill had been sick for nearly a year, but his death was a blow to many. . . . Making the rounds last week at Trimount Automatic Sales Corporation, Boston, were Sam Lewis from the Williams organization, who hasn't passed this way for nearly a year, and Bill Prutting, Seeburg regional sales manager.

Dave Baker, of Melo-Tone Vending Company, Arlington, Mass., just back from a trip to Miami; Tuscaloosa, Ala., and Chattanooga. While in Miami he visited with Willie Blatt, who is still doing great work with the Police Athletic Association in helping youth. Dave recently acquired a son-in-law when his daughter, Iris, became Mrs. Hoffenberg.

Mr. and Mrs. Baker were hosts last week at a reception in the Southern House in Brookline, Mass., for the young couple. Some 200 guests attended, including a number of local music operators. . . . Also on the Florida trail for a month is Israel Spector, of Capitol Vending Company, Boston. . . . Commonwealth Music

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1 Gottlieb Lady Luck	..... 45.00
2 Gottlieb Poker Face	..... 45.00
1 Gottlieb Queen of Hearts	..... 50.00
1 Gottlieb Daisy Mae	..... 50.00
2 Gottlieb Four Belles	..... 60.00
1 Gottlieb Diamond Lil	..... 60.00
2 Gottlieb Gold Star	..... 60.00
1 Gottlieb Shindig	..... 65.00
1 Gottlieb Frontiersman	..... 70.00
1 Gottlieb Jockey Club	..... 70.00
1 Gottlieb Mystic Marvel	..... 80.00
1 Gottlieb Dragonette	..... 80.00
1 Gottlieb Slugging Champ	..... 90.00
1 Gottlieb Rocket Ship	..... 185.00
1 Gottlieb Criss Cross	..... 185.00
1 Gottlieb Sitting Pretty	..... 235.00
1 Gottlieb Queen of Diamonds	..... 260.00

1 Williams Cue Tee	..... \$ 40.00
2 Williams Spitfire	..... 40.00
2 Williams Screamo	..... 40.00
1 Williams Grand Champion	..... 50.00
2 Williams Perky	..... 70.00
1 Williams Big Ben	..... 70.00
1 Williams Peter Pan	..... 70.00
2 Williams Thunderbird	..... 75.00
2 Williams Super Pennant (Baseball)	..... 75.00
2 Williams Tim Buc Tu	..... 80.00
1 Williams Regatta	..... 100.00
1 Williams Gusher	..... 165.00
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Model 146B-ST STEREO 120 Selection (Brand New), 1959 Model . . . 850.00

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AT RECENT SHOWING of the AMI Model K line at Miller-Newark, Detroit, were, left to right, Mr. and Mrs. Earl Edwards, Saginaw, Mich.; Terry Barr, backfield ace of the Detroit Lions, and Leo A. Smigiel, president of the Saginaw County Tavern Owners' Association. More than 600 operators saw the machine in Detroit and Grand Rapids. Hosts were Jack Gallagher and Frank Deis.

## 2 Pool Mfrs. Exhibit Games At Sport Show

CHICAGO — Two leading manufacturers of coin-operated pool tables were exhibitors at the annual convention of the National Sporting Goods Dealers Association, which wound up at the Morrison Hotel here Thursday (4). Showing home models of their

pool table line were the Valley Manufacturing Company, Bay City Mich., and the Fisher Manufacturing and Sales Company, Tipton, Mo.

Earl Fettig, president, and John Ryan, sales manager, represented Valley. Bill Weikel, sales manager, represented Fisher.

Don Tozer, Midwestern pocket billiards champion, put on exhibitions for Valley, drawing large crowds who observed his technique with the firm's home model.

Fettig said that Tozer will appear at the annual convention of the Music Operators of America here in May to repeat the exhibitions.

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<b>GOTTLIEB 5-BALL GAMES</b>	
SITTIN' PRETTY, 1-PL.	..... \$225
HI-DIVER, 1-PL.	..... 235
SUNSHINE, 1-PL.	..... 235
STRAIGHT SHOOTER, 1-PL.	..... 245
MISS ANNABELLE, 1-PL.	..... 265
UNIVERSE, 1-PL.	..... 275

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Corporation, Newton, Mass., had Jack Barabash from Rock-Ola in Chicago here for two schools on the new model. Service sessions were held in Boston and Hartford, Conn. *Cameron Dewar*

**CONNECTICUT NOTES**

Jim Tollisano, of Superior Music Company, was back from St. Petersburg, Fla., on one of his periodic visits. . . Directors of the Connecticut Coin Machine Operators' Association, at a brief meeting, set election of officers for late February, probably the 18th or 25th, at a downtown Hartford hotel, exact date and time to be disclosed shortly.

Paul Rechtshafer, of Capitol-Reliable Game Company, stepped down from the presidency some months ago because of pressure of business, and Abe Fish, one of the founders of the State-wide organization, has been functioning in a temporary capacity. Whether there's to be an annual dinner-dance for new officers is yet to be determined.

Jack Gordon, of J. P. Seeburg Company, was a local visitor. . . Ralph Colucci, of Seaboard Distributors Corporation, went to New York on Business. *Allen M. Widem*

**Midwest**

**CLEVELAND ITEMS**

Morris S. Gisser, president of Cleveland Coin Machine Com-

pany, is currently mixing business and pleasure in Miami, Fla. His two-week junket will include plenty of sunshine and confabs with Miami distributors.

Renamed board chairman of Washington Federal Savings & Loan Company, Cleveland, this week was Charles H. Glueck, president of Charles Vending Corporation. *Bob Sudyk*

**MILWAUKEE MENTIONS**

Equipment sales have perked up in recent weeks, according to Sam Cooper, Paster Distributing Company. Exceptionally good action has been noted with the Keeney popcorn machines, he says. Also going well are the new AMI juke boxes and the just-released Bally games. . . A visitor last week was Herman Paster, down from his Twin Cities headquarters.



Red Jacomet

A lot of remodeling and expansion work is taking place in the coin machine business. Work is in progress at Red's Novelty Company. Jerome (Red) Jacomet is adding about 150 square feet of office and store-front space to his quarters. . . Work is also going on at the Hastings Distributing Company on Blue-mound Road. Space is being provided there for an expanded display of used music and games equipment, says Sam Hastings.

At the United, Inc., plant contractors are knocking down a wall to transform the place into one big display room and office space, reports Harry Jacobs Jr. . . Doug Opitz, Hilltop Coin Machine Company, still feeling the effects of the flu attack which hit him last week, managed to put in a few hours at the office. According to Arnie Cutter, the new import panel trucks being used on the Hilltop Coin routes are a tremendous improvement over the previous equipment.

Charles (Chuck) Gromacki, routeman for H. & G. Amusement Company, left his job to enlist in the Army. "We're looking for someone to replace him," informs partner Leo Dinon. Another note from Leo: The firm is finding lots of success thru the use of EP's on its music routes.



Doug Opitz

C. S. Pierce, Brodhead, president of the Wisconsin Phonograph Operators' Association, and Sam Hastings, head of the Milwaukee trade group, lunched here last week. Purpose: To talk over mutual problems and suggestions for encouraging more co-operation between both associations.

Thieves hit cigarette vending route trucks again last week. They successfully looted their eighth and ninth vending machine trucks in 11 days, according to police. Hit this time were Badger Tobacco Company for \$366.90, and Russell Vending Service for \$800. Both "jobs" were completed in a matter of minutes while the drivers were servicing locations.

**DETROIT GANDERS**

Detroit coinmen discussed problems of coin machine regulation and taxation with Lawrence Eaton, assistant corporation counsel of Detroit, and William Rogell, member of the Common Council, at a luncheon at the Knife and Fork Club. Operators present included Maurice Feldman, chairman of the board of Detroit Shuffleboard Association; Barney Burke, president; Fred Chlopan, executive secretary, and Carl Kneipp, president of the Telegraph Road Unit of the Michigan Table Top Licensees Congress. A full report was to be given to the membership by Burke.

Erwin Baldrige, veteran operator in the partnership of Bryan & Baldrige, has moved to Island Lake where he is operating an Arcade. . . Edward F. Gersabeck has taken over active operation of City Music Company with his father, Fred, now semi-retired. The company has discontinued its music machine operations, which date back 30 years, but continues as a retail music machine outlet, with a new main store on Harper Avenue in St. Clair Shores. The original Detroit location on Mack Avenue is now operated as a branch.

Mrs. Grace Ziegler, one of Detroit's few feminine operators and head of Ziegler Music Company, has been re-elected president of the Michigan Showmen's Association Ladies' Auxiliary. At the annual installation banquet on Saturday she received three additional honors—recognition as a former president, a special gift from the retiring president, and presentation of a plaque for all-around service to the organization. *Hal Reves*

Operators are starting what looks like a mass migration to Florida for a few weeks. Thomas Dewberry, of T. J. Amusement, left recently. . . Fred Chlopan, executive secretary of the Detroit Shuffleboard Association, was on his way, while Maurice Feldman, of Central Coin Machine Exchange, and Norman LaFleur, of the Michigan Nickel Company, are planning to go February 15.

David Matz, who operated the Automatic Coin Sales Company, distributing firm, has moved to Oak Park and is now in the scrap metal business. . . Everett Watson, 75, longtime owner of Ray Music Company, died January 17 after a long illness. He recently disposed of his control of the business to Benjamin F. Davis, Harry E. Anderson and Randolph Wallace, who merged their Standard Music Company into his operation under the Ray name.

Mrs. Irma S. Kling has discontinued active operation of the Kling Novelty Company, following the death of her husband, Egon W., but has registered the firm title to protect the business name.

**BINGO SPECIAL**

Ballerina . . . . \$495.00	Sea Island . . . \$415.00	Carnival Queen . \$275.00
Beach Time . . . 230.00	Cypress Gardens 175.00	Miss America . . 115.00
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Auto Photo #11 . . . 2,250	Silver Gloves . . . . 175	Ex. Silver Bullet . . 175
Auto Photo #14 . . . 2,850	Voice-O-Graph . . . 295	Ex. Six Shooter . . . 95
Photomatic, brand new	Drivemobile . . . . 150	Ex. Shooting Gallery . 150
Write . . . . . 125	Quizzer . . . . . 95	Ex. Sportland Gallery . 150
Balloon-O-Mat . . . 125	Lord's Prayer . . . . 195	Sky Gunner . . . . . 125
Boomerang . . . . 95	Set Shot Basketball . 195	Nite Filter . . . . . 125
Midget Movies . . . 125	Shoe Shine Machine . 150	Ex. Super Bomber . . 150
C.C. Basketball . . 150	Key's Team Hockey . 225	Ex. Shooting Gallery . 150
C.C. 4-Pl. Derby . . 125	Tungo . . . . . 125	Genco State Fair . . . 240
C.C. Goatee . . . . 95	Sidewalk Engineer . 150	C.C. Midget Skoe Alley 125
C.C. Twin Hockey . . 225	Williams Ten Strike . 195	Un. Bonus Gun . . . . 230
Genco 2-Pl. Basketball 195	Williams Peppy . . . 195	Un. Pirate Gun . . . . 245
Genco Gypsy Grandma 195	Bangorama . . . . . 150	Rifle Gallery . . . . . 165
Genco Motorama . . 250	Bally All Star Bowler . 195	Keeney Air Raider . . 150
Cap. Panoram . . . 325	Miniature Golf . . . . 85	Vanguard Gun . . . . 295
Mills Panoram . . . 350	Miniature Football . . 85	Hercules Gun . . . . . 475
Flying Saucer . . . . 95	Stan. Metal Typer . . 250	Jet Pilot, new . . . . . 295
	Jack Rabbit . . . . . 125	Red Ball . . . . . 295
	Hole in One . . . . . 195	Toboggan . . . . . 300
	ABT Gun Range . . . 295	Jungle Joe . . . . . 125
	Undersea Raider . . . 125	Gen. Horoscope . . . 225
	Bull's-Eye Shooting . 195	Peaks . . . . . 35
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 Wms. GOLDEN GLOVE  
 Valley 6-PKT POOL  
 Kaye 6-PKT POOL  
 Fischer 6-POCKET POOL

**ARCANE**

Genco HI-FLY . . . . . \$120  
 Bally BIG INNING . . . 295  
 Bally HEAVY HITTER . . 390  
 Gen. GYPSY GRANDMA . 195  
 C. C. GOALEE . . . . . 95  
 Genco FOOTBALL . . . . 110  
 Wms. CRANE SHOVEL . . 115  
 C. C. STEANE SHOVEL . . 115  
 Bally ALL STAR BOWLERS 145  
 C.C. ROCKET BALL . . . . 195  
 Williams TEN PIN . . . . 160  
 Wms. SIDEWALK ENG. . . 105  
 Wms. KING OF SWAT . . 135  
 Gen. 2-Pl. BASKETBALL . 155

**GUNS**

Exhibit SIX SHOOTER . . \$ 95  
 Genco CIRCUS GUN . . . 295  
 Genco STATE FAIR . . . 240  
 Un. CARNIVAL GUN . . . 160  
 Genco SKY GUNNER . . . 115  
 Genco RIFLE GALLERY . . 135  
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 M100C . . . . . 350.00  
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1438 . . . . . \$275.00

**AMI**

H-120 . . . . . \$575.00  
 C-120 . . . . . 425.00  
 F-120 . . . . . 350.00  
 E-120 . . . . . 175.00

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Corsair "30" . . . . . \$249.50  
 Eastern "22" . . . . . 195.00  
 Eastern 10 . . . . . 99.50  
 Eastern 8 . . . . . 59.50  
 National 9M . . . . . 99.50

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# Europeans Woo New Areas

Continued from page 69

sign aid as not philanthropy but sound business—the build-

ing of future markets. This has been the German approach all along, ever since West Germany, with the first phases of postwar reconstruction completed, was able to resume the export of investment capital.

West German concerns, assisted by credits advanced by the Bonn government to foreign nations, have been building factories, steel mills, dams, power plants, bridges, communication systems and highways in underdeveloped countries around the world.

These projects have been undertaken with a view toward creating markets—future as well as present—for German exports, and this is the line of thinking which is influencing the German coin machine industry.

West Germany's government has just approved new foreign aid legislation designed to increase the flow of West German goods and capital into underdeveloped countries.

The pool of public credit to expedite the flow of West German goods abroad is to be increased to \$4 billion from the present \$2.7 billion.

The bill which Chancellor Konrad Adenauer has just sent Parliament calls for an increase of \$600 million in government funds available to support West German exports by guaranteeing repayment to private firms.

It would also authorize a \$710 million increase in money on hand to stretch out the commercial debts of other countries, to finance uneconomic export business and to underwrite West German private investment abroad.

All of this represents oppor-

tunity for the coin machine industry as well as other branches of industry. It is felt here in Brussels that increasing Western attention to foreign economic development assistance will open new vistas to the world coin machine industry generally.

Aside from automatic merchandising, European industry experts believe that juke box markets can be developed in the underdeveloped areas, and on an attractive scale. The reasoning here to some extent parallels that for venders: If the Communist accept it, it must have possibilities anywhere.

There is a juke boom behind the Iron Curtain of astonishing proportions. The reasons, according to the experts here, have equal validity for the underdeveloped areas.

Surveys conducted by the German juke industry establish that juke sites in factory canteens and similar strategic areas can be an important tool in increasing production—an extension of the background music theory.

In general, the argument for the juke in economic development programming is that the countries with the most highly industrialized economies—the U. S., West Germany, Britain and France, to name a few—are also the countries with the leading juke box industries and the largest domestic markets.

The German industry has had unusual success in promoting juke sales to underdeveloped areas by producing boxes tailored to local tastes and customs. For example, the industry produces a distinctive box painted green and gold for sale in Venezuela, green and gold being the mandatory juke colors in this market.

An effort is also being made to stimulate juke exports to off-beat

markets by organizing the local music industry to synchronize with the juke trade. The Germans have discovered, if it is a discovery, that the juke business is no better than the music industry which supplies its disks.

Whatever effort is required to put the coin machine industry into the foreign economic development sphere promises to be effort profitably expended. For all indications here in Brussels suggest that economic development assistance to the world's underdeveloped areas will become the greatest single Western undertaking of the 1960's.

The myriad channels through which this assistance is being pressed suggest the magnitude of opportunity. West Germany's Ministry of Economics has just completed a survey spelling out this opportunity:

"The federal German government is eager to encourage German firms to undertake projects in underdeveloped areas and is prepared to underwrite such transactions.

"The greater part of such governmental assistance is rendered on a multilateral basis, that is, in co-operation with other countries within international organizations. To a lesser extent it is channeled directly, on a bilateral basis, into individual countries where it supplements private German initiative.

"Government guarantees for private credits of all description, including refinancing transactions, are being increased to \$4 billion."

The survey concludes: "There is no limit, literally no limit, to the opportunities for participation in economic development assistance."

## Compatible Stereo

Continued from page 69

are built to have compliance for both the lateral and vertical movement.

Most old-style monophonic cartridges, however, do not have any substantial vertical compliance, simply because with monaural records, it was never required. To play the compatible record properly, however, the monaural cartridge must be able to pick up both sound components and blend them into the single monaural sound. Most existing monaural cartridges, lacking the ability to track vertically, cannot do this.

One prominent local juke distributor told The Billboard this week that he had conducted tests of a new 45 r.p.m. version of the compatible record on an old style box. "As much as we like the idea, the needle did not pick up all of the sound properly but beyond that, since there was practically no vertical compliance, the needle damaged the record noticeably after a very few playings. For the home, it might be all right. But a record in a juke box can be expected to undergo continuing plays if it's a big hit and the record must be able to stand up.

"To make this idea really go over with jukeboxes, it would be necessary to change over many thousands of cartridges in older styled machines. I hope they can find an answer to the problem because the idea of a compatible record is absolutely the answer for the juke industry."

## N. Y. Music Ops

Continued from page 66

versation at this week's conclave was the problem of loans and bonuses. "This is everybody's worst headache today," Denver asserted. "It's a cancerous situation that's driving the operators mad. Something has to be done about it and this is one of the aims of our various meetings."

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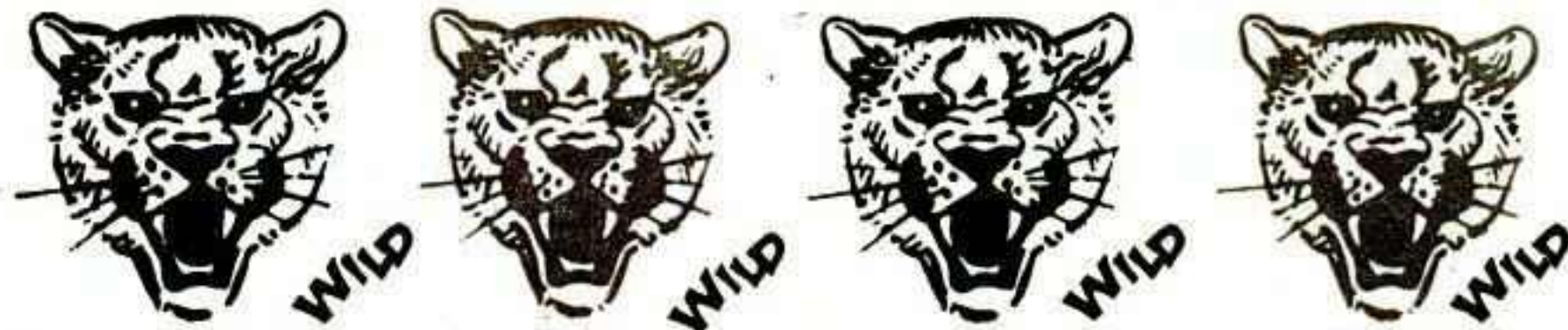
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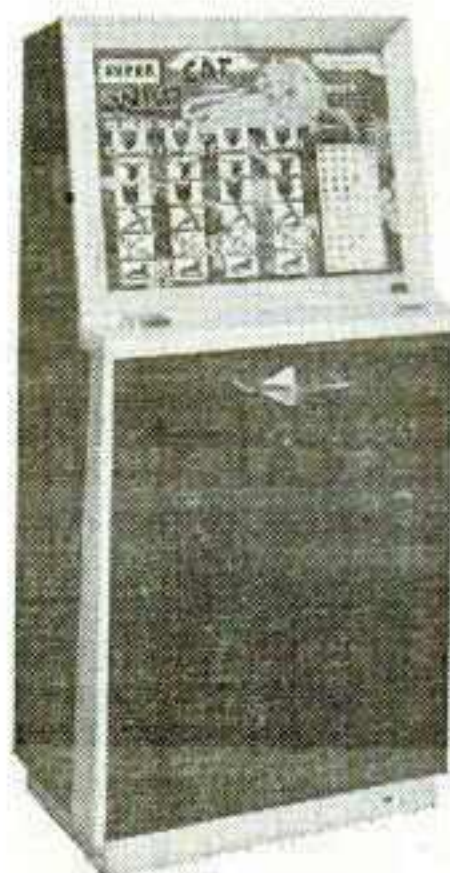
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# 'Tin Foil to Stereo' Is History of Trade

CHICAGO—Anyone who makes a living from the recorded music industry should find "From Tin Foil to Stereo," a 524-page work on the history of the phonograph, of interest.

While this scholarly work deals with the recorded sound industry in general and in detail, two chapters will be of particular interest to the juke box operator.

These chapters are entitled "The Coin-Slot Phonograph Industry" and "The Modern Automatic Phonograph Industry."

### Industry Pioneers

Despite the unfortunate choice of title, the former chapter provides a valuable chronology of the beginnings of the juke box industry, starting with the organization of the

North American Phonograph Company by Jesse H. Lippencott in 1888. It tells of the work of the pioneers and the role of Thomas A. Edison. The great inventor was one of the fathers of the industry.

The early automatic phonographs didn't make the grade primarily because of a lack of selectivity. The Edison Excelsior, for example, was a great device for plugging records. The patron had two choices, he could play the one record on the machine, or he could refrain from playing it.

"The Modern Phonograph Industry" chapter goes into great detail about the evolution of the selector mechanism and describes the early attempts to achieve selectivity. Photographs of ancient and modern

## Bunice Tyner, 58, Beaten to Death

CHICAGO—Bunice Tyner, 58, a Marion, Ill., coin machine operator, was brutally beaten to death

and later shot. Tyner's body was found in his car on a rural road near Goreville.

State's Attorney Bill Dyer said an autopsy disclosed Tyner was bludgeoned to death, probably with a crowbar or claw hammer, and

that three bullets were fired into his back after he was dead. Tyner's wallet was missing.

A friend, Verbal Helms, 45, reportedly told police she believed Tyner's coin machine business was a factor in the slaying.

juke boxes, selector mechanisms and wall boxes should be of particular interest to old-timers in the industry.

### Who's Who

Corporate histories of current and long since forgotten juke box manufacturers are detailed and complete. Thumbnail biographies of early and current leaders in the industry add zest to the 41-page chapter.

Coverage of the juke box industry is almost exclusively on the manufacturer level. Little is said about the operator or distributor.

The development of the phonograph record and the growth of background music are covered insofar as they relate to the juke box industry.

Other chapters of interest to juke box traders are the ones dealing with copyrights and performance rights and with the future of tape.

### Help From Trade

Cited by the authors for their help in preparing the book are John Haddock, AMI; C. T. McKelvy, Seeburg; David C. Rock-ola, Rock-Ola; R. C. Roling and A. D. Palmer, Wurlitzer; Albert Wertheimer, Davis Distributing (Syracuse); Loren P. Meyer, Automatic Phonograph Manufacturers' Association, and Frank Luppino and John McCann, The Billboard.

Authors are Oliver Read, publisher of Hi-Fi Review, and Walter L. Welch, a member of the Syracuse University faculty.

Publisher is the Bobbs-Merrill Company. Price is \$9.95.

Aaron Sternfield

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## Bow 4 New Games for '60

• Continued from page 68

thru seventh frames, players get 30-20 for strike-spare, and in the eighth thru 10th frame feature, players get 60-40 for strike-spare.

In addition, bonus points, registered on a smaller score panel adjoining the regular score panels, award 40-20 for strike-spares thru-out the game. But this bonus must be "collected" in the 11th (bonus) frame. Then, if player gets a strike, he collects the full bonus points. If he gets a spare, he collects half the bonus. For a blow, he gets no bonus at all.

SHOOT THE CLOWN, the new Chicago Dynamic gun game, is an electrically operated rifle unit which may be adjusted to 10 or 12 shots and may be set for easy, medium or difficult scoring. The Flash-O-Matic scoring system awards from 10 to 50 points per shot, depending on which score is lit when the target is hit.

For the last shot the player takes a crack at a marble in the clown's mouth. If he hits, he gets a bonus of 100 points, plus whatever is lit on the Flash-o-Matic scoring. Motif is that of a circus. On the basis of score, shooters are rated as expert, super, ace or good.

WILLIAMS' 21 five ball is a single-player pin game featuring the popular 21 card-playing theme. Object is to score 21 points or to "beat the dealer." If player scores 21 he wins; over 21 he loses. If dealer "busts" and player is under 21 points, the player wins.

Scores are kept for the player on a regular score panel in the middle of the backglass, while dealer's score is registered separately on a special panel below player's score.

Scores are made by hitting ball bumpers, ball holes and targets on the playfield. The game also has a match-play feature with a lighted star symbol. Backglass is decorated with a comical card-players' theme.

WORLD BEAUTIES, the new Gottlieb single-player five-ball game, has a beauty contest theme, with the player selecting his own "Miss World" from a bevy of 13 beauties whose numbered portraits adorn the backglass and playfield. Each beauty represents a different country.

Player lights up individual beauties by hitting rollovers, targets and ball holes on the playfield. Lighting up all 13 portraits earns a special and 400 points. Numbers 1 thru 13 are spotted alternately in a "magic window" light box on the playfield. These values are scored when player makes six rollovers and three ball holes.

When all portraits are lighted, the three center ball holes score specials. Portraits in the light box are lighted when player hits ball targets. The game also has a match play feature.

### Blood Donors

• Continued from page 68

To date, some 62 friends of Kisil have made contributions. The Syracuse Press Club, of which Ted is a long-time member, held a special donor day in order to provide an immediate blood supply.

Ted makes his home here with his wife, Betty, and his children, Wendy, one, and Tommy, three.

#### Achievements

He is known in New York State for his work in making possible dime play thru a skillful public relations program; for his successful plan of bringing together operators and location owners during the annual conventions of the New York State Restaurant Liquor Dealers' Association, and for his editorship of the Davis Digest, a house organ that goes to juke box operators thruout the State.

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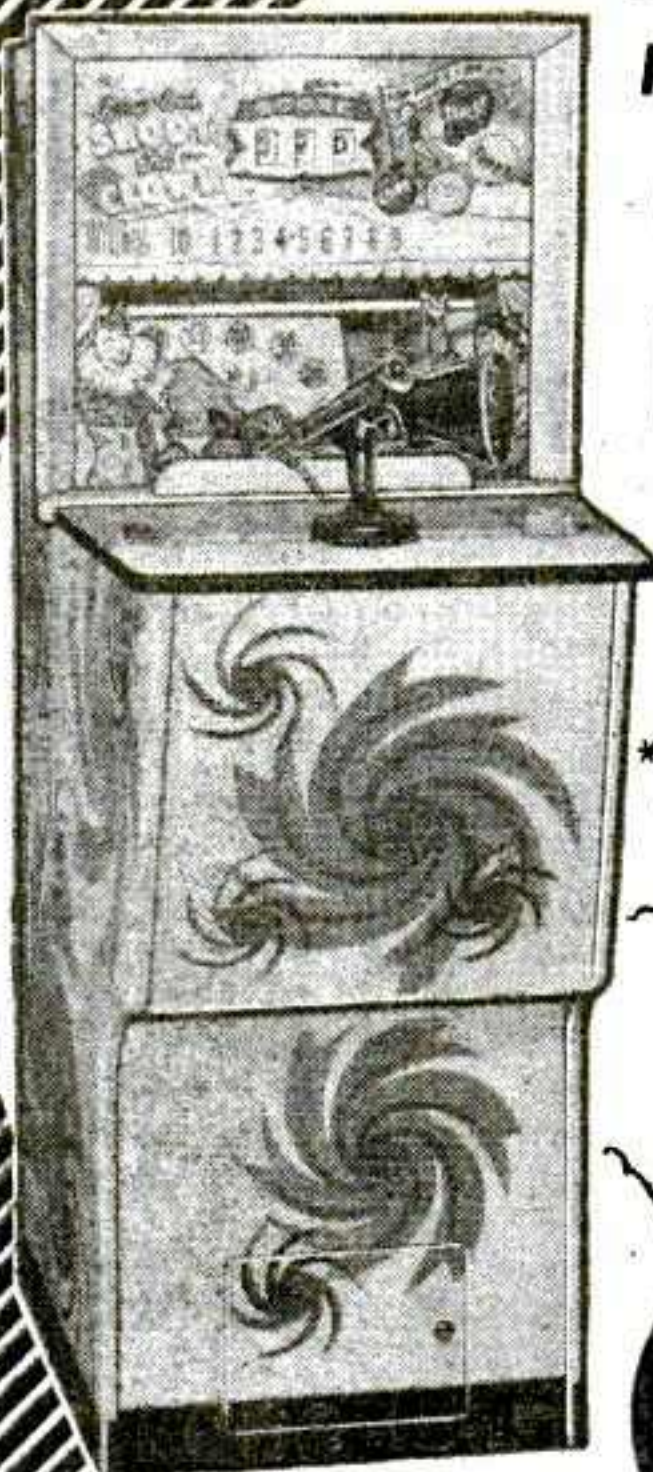
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