

# The Billboard

SIXTY-SIXTH YEAR

50

JANUARY 18, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Cap Takes Major Reorganization Step

Dissolves CRI Sales & Merchandising Division; Marketing Functions to CRDC

By LEE ZHITO

HOLLYWOOD — Capitol Records, Inc., last week dissolved its Sales & Merchandising Division and surrendered its marketing functions to its wholly owned subsidiary, Capitol Records Distributing Corporation.

As a result of this structural change, CRI now will concern itself only with the planning and creation of new products and CRDC will handle all phases of marketing them, including sales, distribution, merchandising, promotion, advertising and display. Thus, for the first time in Capitol's history the two basic operations—production and sales—will be separated between the two corporations.

### Maitland Prexy

Mike Maitland, who for the past year served as veepee in charge of CRI's Sales & Merchandising Division, was elected president of CRDC. He replaces Glenn Wallich, who resigned from the top CRDC post. Wallich retains his position on the CRDC board, which now will also include Maitland and several top CRDC execs.

CRDC itself is being reorganized into two separate wings—planning and operating. The first consists of a staff of four planning directors who will maintain a continuous study of CRDC plans and procedures and mapping new programs. The latter will execute these plans by placing them into operation. Maitland hopes this will result in a highly flexible organization, capable of moving quickly in any direction demanded by launching of new products or changes in market conditions.

### Exec Planning Group

Maitland's executive planning group consists of the following: Stephen Strohman, former National Operations Manager, was

## No Shift on Cap Publicity

HOLLYWOOD — All operations which came under Capitol Records, Inc.'s Sales & Merchandising Division will now be handled by Capitol Records Distributing Corporation, with the exception of two functions: public relations and market research.

Public Relations Director Brown Meggs will now report directly to CRI prexy Glenn Wallich as will newly appointed Acting Director of Market Research William R. Burkhalter. He replaces Art Duncan, who will head market research planning for CRDC. Both Meggs and Duncan previously reported to Mike Maitland's now dissolved office of veepee in charge of Sales & Merchandising.

## AGVA-DINERS' CLUB TO SET UP 'JOEY' AWARD

NEW YORK — The American Guild of Variety Artists and the Diners' Club, Inc., are jointly setting up a series of annual awards to honor the best performers in the variety entertainment field. The first 15 of the awards—for the best performers in 1959 will be presented February 17 at a dinner in the Grand Ballroom of the Astor Hotel here.

Awards will be made for the best male and female singers, most promising male and female singers, best male and female comics, most promising male and female comics, personality of the year, best female dancer, best dance team, best circus performer, best variety group, best chorus line and an international award for the best internationally known performer.

A nominating committee of 31 members will be polled for its nominees for the awards; then the list will be sent out to a large number of newspaper reporters and columnists. Their votes will decide the winners. The AGVA-Diners' Club Awards have been named "Joeys," in honor of AGVA's newly installed president, comedian Joey Adams.

The February 17 dinner will also honor comedian Al Kelly. Tickets are tagged at \$50 each to help raise \$100,000 which is needed to open AGVA's home for old and indigent variety performers at Fallsburg, N. Y.

re-elected veepee and CRDC board member and named to the newly created post of Director of Operations Planning.

Bill Tallant, former CRI administrator of merchandising and advertising, was elected veepee and CRDC board member and named to the new post of Director of Merchandising Planning. All department heads of CRDC's new merchandising and advertising operation will report to Tallant.

Robert Camp, former assistant to the CRI Director of Sales, was named director of sales planning. Art Duncan, former CRI Director of Market Research, was named Director of Market Planning.

CRDC's operating wing will be headed by Bud Schuster, former CRI National Phonograph Administrator, who was elected a CRDC veepee in charge of Distribution, and to the distributing corporation's board. In this position, he will be in charge of sales and operations with all district sales managers and regional operating managers reporting to him. He holds exec responsibility for the distribution of all products handled by CRDC, including portable phonos, FDS stereo consoles, and all other product lines which may be channeled thru CRDC in the future.

Department heads reporting to Schuster include:

Bill Mikels, newly named Na-

(Continued on page 3)

## ASCAP, BMI Set For All-Out Fight

Both Groups Swing Payola Charge Haymakers; Comm. Asks Proof

By MILDRED HALL

WASHINGTON — It will be a no-holds-barred fight between ASCAP and Broadcast Music, Inc., from here on out. BMI came out swinging at last week's Federal Communications Commission hearings, and asked for time to trade punches in the wake of the "unjustified attack" by the American Society of Composers, Authors and Publishers. BMI accused ASCAP of a \$6,000,000 payola involvement in its own membership.

ASCAP haymakers at FCC hearings charged that BMI is per se a "collective payola" operation, which is foisting "captive music" on the public, via widespread payola to deejays, broadcasters, and payments to publishers and a.&r. men. ASCAP charges backed an earlier petition for FCC to prohibit broadcast ownership of interest in BMI, brought by songwriter spokesman Burton Lane, president of American Guild of Authors and Composers (formerly Songwriters' Protective Association).

### Comm. Asks Proof

ASCAP President Stanley Adams' sweeping but undocumented charges of rampant payola among broadcasters brought request from FCC Commissioner Rosel Hyde, acting chairman of the hearing, for some substantial proof. FCC hearing counsel Ashbrook Bryant pointed out that previous testimony by broadcasters of rec-

ognized caliber in the industry had denied that payola was widespread. They insisted it was limited to a comparatively minor per cent of the personnel of the 5,400 licensees.

BMI, which has heretofore confined itself to defensive and rebuttal tactics in the face of similar ASCAP charges at 1956 Celler hearings and 1958 Pastore Senate hearings, took the battle into the enemy camp in a press release on reported involvement of ASCAP members in a \$6,000,000 king-size broadcast take by certain reportedly favored publishers—a subject known to be under heavy protest within the Society itself. ASCAP had charged BMI's entire \$10,000,000 distribution with actually being a "collective" payola fund to push BMI music at the expense of ASCAP tunes.

### BMI Opens Fire

BMI also scored ASCAP for having just signed its fourth amended consent decree, and termed the society's "payola" charges a "diversionary tactic" to distract attention from its own wrong-doings. BMI noted that Justice Department's own memo cited the system as discouraging "young writers and publishers from writing and publishing new songs."

BMI also demolished a delicate distinction by terming AGAC (the songwriter group) an "allied organization" of performing rights society ASCAP — although both groups claim they act entirely separately, in spite of overlapping interests. BMI's counsel and Board Chairman Sidney Kaye may be heard at FCC hearings during the last week of January, or shortly thereafter, when networks and NAB officials are scheduled to testify on how much, if any, control the FCC should exert over broadcast programming.

(Continued on page 3)

## NEWS OF THE WEEK

### Payola May Have Cued a New Inspirational Wax Trend . . .

Altho the holiday season is over, the record industry is still on a religious wax kick. Some traders believe the trend is at least partially inspired by a subconscious — or in a few cases, conscious — desire on the part of labels, stations and deejays to purify their disk programming "image," in the face of continuing payola scandals. . . . Page 3

### Probes Change Music Scene —But Only Very Slightly . . .

The payola probes have caused a number of changes in the music scene, but not as much as expected. And there is still dirt under the rug. . . . Page 2

### Payola Hearing Will Seek to Find A 'Pattern'; Suggest Legislation . . .

Payola hearing by the Legislative Oversight Committee chaired by Rep. Oren Harris, set for February 8, will be held to about one week. It will aim at detecting a "pattern" in payola; and pinpoint legislative needs. . . . Page 3

### Thermo-Plastic Recording System Unveiled by General Electric . . .

The General Electric Company introduced a new information storage technique known as Thermo Plastic Recording (TPR) this week. Officials said the system has advantages over magnetic tape reproduction. On the other hand, magnetic tape interests saw only limited future applications of the concept. . . . Page 26

### DEPARTMENT AND FEATURES

Amusement Park Operation . . . . . 61	Music Pop Charts—
Arena, Auditorium Newsletter . . . . . 63	Top LP's . . . . . 42
Audio Products . . . . . 26	Honor Roll of Hits . . . . . 47
Bulk Vending . . . . . 73	Hot 100 . . . . . 48
Carnival Confab . . . . . 66	Tomorrow's Tops . . . . . 49
Circus Trouping . . . . . 62	Hot C. & W. . . . . 52
Classified Ads . . . . . 71	Hot R. & B. . . . . 54
Coin Machines . . . . . 73	Music Record Reviews
Fair-Exhibition Management . . . . . 64	This Week's LP's . . . . . 43
Final Curtain . . . . . 65	Singles . . . . . 49-50
Hot 100 . . . . . 48	Pipes . . . . . 70
Letter List . . . . . 69	Radio . . . . . 2
Merchandise . . . . . 70	Roller Ramblings . . . . . 65
Music . . . . . 2	Routes . . . . . 65
	Show News . . . . . 58
	Talent on the Road . . . . . 60
	TV-Music-Radio . . . . . 2

## Payola Less Than Assumed

NEW YORK — John C. Doerfer, FCC Chairman, speaking before the Radio and Television Executive Society Thursday (14) at the Roosevelt Hotel here, stated that he has been advised that there is not as much payola in the broadcasting industry as was first assumed. Doerfer's comments were contained in an outline of the scope and nature of major problems facing the FCC in 1960.

The chairman stated that with regard to payola, the FCC is analyzing more than 5,000 questionnaires to ascertain whether: (1) Any licensee violated the provisions of Section 317 of the Communications Act; (2) any employee or

(Continued on page 3)

THE GOOD AND BAD OF IT

# Today's Music Picture; Still Dirt Under the Rug

By BOB ROLONTZ

NEW YORK — The payola investigations, the fanning out of the investigators into various cities to check on distributors and manufacturers, the complaints filed by the FTC against a score of record companies, the FCC's request to stations for payola control plans and the firing of a number of top jockeys, had led to some varied and interesting developments on the part of segments of the record business. Some of these developments have been surprising, others have been expected, and still others show a cynicism that is in itself startling.

On the radio station front there has been no over-all big change in record programming on the part of most stations according to field reports and reports from record manufacturers and promotion men. Stations as a whole have not stopped playing rock and roll records to play so called "good" music. What they have done in many cases, is to play a few less out-and-out rock and roll records for a few more records with strings. However, it is important to remember that prior to the uproar over payola, rock and roll itself was becoming more and more addicted to strings, and a lot of the records with strings today are rock and roll records. Rambunctious, frantic recordings of any sort, have a slighter opportunity to be aired today than they did last summer.

## Col. Extends 'Bonus to Sell' Program

NEW YORK — Columbia Records is extending its "bonus-to-sell" program until further notice, according to sales chief Bill Gallagher. The firm's plan allows dealers a 10 per cent exchange privilege or a 5 per cent cash credit on catalog items. As an additional incentive to dealers, Columbia is giving an extra 10 per cent discount on almost all Columbia popular and classical LP's during the month of January.

Columbia is offering special dating terms as well on all January purchases with 50 per cent payable in February and 50 per cent payable in March. This special dating is available to dealers who qualify under their local Columbia distributor's credit policies. The firm is also shipping out many in-store promotion aids for dealer use this month, including mobiles, mounted covers, posters, streamers, etc.

There have been a few stations, however, who because of emotional reaction to the payola probes, or perhaps because they were tired of the Top 40 format, have switched violently to entirely different types of programming. These include some stations who have thrown out all their 1960 records and switched back to recordings made in the thirties by such artists as Bing Crosby, Connie Boswell and even Rudy Vallee. This type of

programming, which was called by one manufacturer this week, "Musical McCarthyism," cannot be expected to last too long.

### Dirt Under Rug

However, on another front, the payola scene, things are not, according to more than one manufacturer, as cleaned up as the hullabaloo would make it appear. Tho these manufacturers agree that many of the high-priced payola

(Continued on page 21)

## GREEN FORECASTS

# Holds Belief in Monaural Future

By BERNIE ASBELL

CHICAGO—If the present ratio of monaural to stereo album sales were to last forever, it would be O.K. with Irving B. Green, president of Mercury Records.

The ratio makes both kinds of packages economic to produce and sell, he told The Billboard. True, there's a double inventory problem, he said, but on the other hand "you get two shots out of a single weapon." One recording session produces both types of items, he pointed out, and plate costs for altering stereo album covers are negligible.

Green forecast that in five years, monaural disks would still comprise a substantial portion of the market, perhaps hold the major share. He cited Billboard-NYU survey findings that in the past year monaural volume has held firm while stereo sales have been about equal to the growth in total sales volume of

packaged goods. This trend, he said, indicates that monaural merchandise will continue to be a stable item while stereo can be expected to continue its expansion.

The stability of monaural, he observed, will hold most firmly in the classical field. This expectation is opposite to the widespread belief two years ago that classical devotees would be first to switch to

(Continued on page 21)

## Atlantic Sets Special LP Disc't Plan

NEW YORK — Atlantic Records and its subsidiary label Atco last week offered a special across-the-board discount plan on its complete LP catalogs, effective January 5 thru February 15.

At the same time, Atlantic-Atco sales manager Bob Kornheiser reported that sales on Atlantic albums in 1959 were 76 per cent ahead of those in 1958; while Atco LP sales for 1959 were more than double those of the preceding year. Singles sales for both Atlantic and Atco last year, said the exec, were the largest in the history of the two labels.

Current LP sales toppers for Atlantic are "The Genius of Ray Charles," Chris Connor's "Witchcraft," and the latest two Modern Jazz Quartet packages. Atco's hottest LP's are Bobby Darin's "That's All" and the new Coasters package.

# DJA Convention Off; Membership Meet Only

NEW YORK—The national disk jockey convention, scheduled for the first week of March in Los Angeles, has been called off. However, the Disk Jockey Association will still hold its first annual membership meeting, but it will take place the second week in March at a more centrally located spot—possibly St. Louis.

The decision to call off the convention was reached over the weekend, after officers of the DJA held a cross-country conference call. Consequently, there will be no participation by labels in the DJA meet at all. Only disk jockeys and those who program records for

## AN UNAPPEALING SENSE OF HUMOR

HOLLYWOOD — Promotion man George Jay says the latest payola joke circulating in the trade is an on-the-level story.

"It seems," reports Jay, "there was the world's most cruel practical joker. Checked into the Mayflower Hotel, Washington, D. C. Called over 30 deejays whom he knew, at a time he knew they wouldn't be able to be reached at their stations. He left messages with the station operator that the call was from Washington, D. C. operator 65, Oren Harris calling!"

## Garfield Feted On MCA Pact

NEW YORK — Harry Garfield, who is leaving Music Publishers Holding Corporation next week to head up the new MCA music publishing firm on the West Coast, was thrown a whale of a party by all his friends in the music business at the Friar's Club here last Tuesday night (12). Attending the affair, which was one of the fun shindigs of the season, were such record and music business notables as Manny Greenfield, Harry Meyerson, Herman Starr, Mack Goldman, Howie Richmond, Milt Gabler, Ed Wolpin, Paul Barry, Sid Goldberg, Bobby Shad, Paul Cohen, Allie Brackman, Harry Mayer, Julie Sterns, Joe Carlton, and many more.

Garfield, who has been with MPHC's music firms in the East for the past 13 years, was previously stationed in California for MPHC. He is joining MCA with

(Continued on page 21)

## Special Jan. Discount on Roulette LP's

NEW YORK — Roulette Records is offering dealers a 10 per cent discount on album purchases made this month. The plan applies to the entire Roulette, Roost, Fico and Gee catalogs, including the new January LP releases.

The January LP release features seven new Roulette packages, and one each in the Birdland Jazz Series, on Tico and Gee. Packages

(Continued on page 21)

## FTC Payola Complaints Mount Up

Diskery, 3 Distrib Citations Bring Total to 27

WASHINGTON — Payola complaints against one record company and three distributors went out of Federal Trade Commission last week. The agency has now issued a total of 27 complaints against members of the record industry for sub rosa payments to unnamed disk jockeys in radio and television.

Companies and executives cited were: United Telefilm Records, Inc., and Morton Craft, New York City record manufacturer; M. S. Distributing Company and Milton T. Salstone and M. G. McDermott, of Chicago, independent distributor; A & I Record Distributing Company, and Isadore Klayman, of Cincinnati, who sells to independent distributors; two affiliated independent distributors, James H. Martin, Inc., and Music Distributors, Inc., of Chicago, and their owner, James H. Martin.

At a recent press conference, Chairman Harris of the Legislative Oversight Subcommittee was asked if his upcoming February 8 hear-

(Continued on page 21)

## The Billboard

The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson

### Publishers

Roger S. Littleford Jr.  
William D. Littleford

### Editors

Paul Ackerman . . . Music-Radio-TV, N. Y.  
Herb Dotten . . . Show News, Chicago  
Aaron Sternfield . . . Coin Mach., Chicago  
Wm. J. Sachs, Exec. News Editor, Cincinnati  
Lee Zhitto . . . Western Music Ed., L. A.

### Managers and Divisions

L. W. Gatto . . . Main Office, Cincinnati  
R. S. Littleford Jr., Music-Radio Div., N. Y.  
Sam Chase . . . Asst. Publisher, New York  
Herb Dotten . . . Show News Division, Chicago  
Hilmer Stark . . . Coin Mach. Division, Chicago  
W. D. Littleford . . . President  
M. L. Reuter . . . Vice-Pres.  
Lawrence W. Gatto . . . Treasurer  
John Ross . . . Secretary

### Offices

Cincinnati 22, 2160 Patterson St.  
L. W. Gatto  
Phone: DUbar 1-6450  
New York 36, 1564 Broadway  
W. D. Littleford  
Phone: PLaza 7-2800  
Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CEnter 8-9818  
Hollywood 28, 1520 North Gower  
Sam Abbott  
Phone: HOllywood 9-3831  
St. Louis 1, 812 Olive St.  
Frank B. Joerling  
Phone: CHestnut 1-0443  
Washington 5, 1426 G St., N.W.  
Mildred Hall, Chief, News Bureau  
Phone: NAtional 8-4749

### Advertising Managers

Show News-Mdse. . . Robert Kendall, Chicago  
Music-Radio-TV . . . Dan Collins, New York  
Coin Machine . . . Hilmer Stark, Chicago  
Music-Western . . . Robert McCluskey, L. A.

### Circulation Department

B. A. Bruns, Director . . . Cincinnati  
Send Form 3579 to  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio under act of March 3, 1879. Copyright 1960 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year \$5; The Billboard International; Funspot the monthly magazine of amusement management, and High Fidelity, the magazine for music listeners.

### MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

Payment enclosed

Bill me

796

Name \_\_\_\_\_

Occupation \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

**SUCCESS BLUEPRINT**

**Victor's Lauren Launching Tops**

NEW YORK — RCA Victor's Rod Lauren promotion is shaping up as the most successful example in a long time of a major diskery establishing an unknown artist thru a carefully planned campaign. Lauren's single, "If I Had a Girl," was released November 10. It is now selling stronger than ever and recent sales figures have hit 16,000 daily. In The Billboard's Hot 100 chart this week, the disk is in 33d position, and obviously climbing. RCA Victor estimates the disk will

hit a total sales of about one-half million.

One of the most interesting facets of the campaign is the fact that the disk was promoted heavily at the dealer level. Each dealer replying to a coupon ad placed in all trade papers received 25 disks free — legitimate freebies. RCA Victor expressed itself as being gratified at the broad dealer response, and noted that many important dealers, such as Lyon & Healey in Chicago, as well as many dealers who do not normally put much drive into their singles operation, got behind this venture.

It was learned that the Lauren ad in The Billboard far outdrew ads in all other trade papers combined.

According to Bill Alexander, in charge of advertising promotion and publicity, and George Parkhill, manager of pop advertising and promotion, the Lauren disk got tremendous dealer display as a result of excitement engendered by the free record offer. Alexander points out that the over-all promo-

*(Continued on page 21)*

**Capitol Makes Major Sales Reorganization**

*Continued from page 1*

tional Sales Manager, a post vacated last week by Max Callison (The Billboard, January 11). Callison relinquished the positions of CRDC veepee and national sales manager to return to his home in Fort Wayne, Ind., but will remain with the firm in an undetermined capacity.

Myron Levinson, newly named National Operations Manager; Eugene Sapak, portable phono national sales manager; a console phonos national sales manager will be announced later.

Those reporting to Mikels include Don Hassler, special markets sales manager; Jay Swint, pop albums and records sales promotion manager, and Frank Page, classical sales promotion manager, headquartered in New York.

All appointments are effective immediately.

**Sam Cooke Signs With Hugo-Luigi**

NEW YORK — Hugo and Luigi, RCA Victor's high-flying a.&r. producers, have pacted Sam Cooke to a long term contract. The addition of Sam Cooke to Hugo and Luigi Productions adds a one-two punch to their currently hot artist, thrush Della Reese. As reported exclusively in The Billboard last month, Hugo and Luigi offered Cooke a guarantee of \$100,000 if he would join the Victor label. It is understood that Cooke was offered strong deals by a number of other companies but he wanted to go with Hugo & Luigi. Cooke has come up with many hits for Keen Records over the past two years.

**Promo Contest To Launch New Clark Pic**

NEW YORK—Dick Clark's first picture, "Because They're Young" (based on the best seller "Harrison High") will be launched, via a "Name the Mascot" contest, jointly sponsored by Columbia Pictures and Clark's TV sponsor Beech-Nut Gum. Each entry blank must be accompanied by five wrappers from the Beech-Nut product.

The person who submits winning name (for a basset hound) will have the premiere of the movie in his or her home town early in April. The contest was launched on Clark's ABC-TV show last week. The grand prize winner will also entertain Clark and the film cast at a premiere dinner, accompany the jockey to the opening, receive 100 free first-night tickets and win a swimming pool. The 1,146 runner-up prizes include a sports car, 50 VM portable hi-fi systems, 75 channel transistor radios, 1,000 Clark record albums, 20 movie projectors and cameras.

**Perfect Jan. 10% Off Deal**

NEW YORK—Perfect Records, Epic Records subsidiary low-price LP label, is offering a 10 per cent discount on the entire line during the month of January. Discount applies to both catalog and new releases and to all monaural and stereo disks.

**Payola Less Than First Assumed, Says Doerfer**

*Continued from page 1*

other person aided or abetted unannounced sponsors in furnishing programs or other broadcast material; (3) the licensee has established internal checks to eliminate all surreptitious sponsorships. Doerfer added: "The sanctions will depend upon the facts in each case. Further investigations and possibly hearings may be necessary in the more flagrant cases. . . . I am advised there is not as much

...as was first assumed...little of it in the smaller markets. . . ."

He added that the Commission's first concern was to stop payola. "The next will be to adopt rules or, if necessary, recommend legislation which will effectively restrain all persons who are, closely associated with broadcasting and have proximately contributed to the violations."

**Curtain Up on ASCAP-BMI Slugfest at FCC Hearings**

**B'dcast Group Comes Out Swinging**

*Continued from page 1*

ASCAP President Adams, with an assist from its attorney, Herman Finkelstein, said the Society had actually brought the payola issue to Justice Department in the 1953 Otto Harbach affidavit, which would have amended the 1950 consent terms to let ASCAP refuse "per-program" licenses to broadcasters who licensed BMI music. Harbach cited BMI promotion in the 84-page affidavit, and declared that ASCAP "gems" would be skimmed off by broadcasters in per-program licenses, while BMI tunes would be used for the bulk of the programming.

Justice Department said ASCAP "was anticipating" and advised a wait-and-see policy. The affidavit was subsequently withdrawn, Finkelstein noted, and had never been officially filed or made public. (During Celler hearings by Antitrust Subcommittee in 1956, Adams testified that the "per program license is not used to any large extent," and that most broadcasters used blanket licensing.)

Commissioner Ford wanted to know if ASCAP had done anything since 1953 "to protect its members against this vicious thing." Finkelstein said it was a matter of waiting until there was sufficient build-up of pressure. Within ASCAP, he added: "We try to protect members who don't (indulge in payola) from those who do. We don't say

**KREFETZ AIN'T SORE A BIT**

BALTIMORE — At press time, Bob Adams, new program director of WITH here had begun a marathon bit of programming involving close to 24 hours of the same disk. Adams, who has moved here from a spot at WAKE, Atlanta, was to spotlight his official start Saturday (16) at noon, via this unique buildup.

Before each spin of the disk, the announcement came thru about "here's the new one by the Everly Brothers, or the McGuire Sisters," but each time it was the same. The disk being spun was one called "Cowboys and Indians," on the Colt 45 label. Veteran disker, Lew Krefetz, who operates Colt 45, when reached in Washington, noted, "I don't know what he's up to, but it doesn't make me mad, what he's doing."

ASCAP members have never been involved in payola."

Adams charged that the 1953 affidavit "documented" ASCAP's claim that payola was rampant as a direct result of the "collective activity of the broadcasters, thru their wholly-owned music publishing and licensing organization, BMI." He said BMI had provided financial inducements "for stations, disk jockeys, band leaders and program packagers, to play BMI music." Altho out of some 5,400 broadcasters, something over 600 own BMI stock, Adams said the

*(Continued on page 18)*

**Harris for Short Payola Hearings**

**Seeks Pattern for Legislative Change; Staff Needs Added Technical Personnel**

WASHINGTON — If Chairman Harris has his way, the payola hearing by the legislative oversight subcommittee which is now set for February 8, will be held down to "a week or so," and will aim at detecting a "pattern in payola," to pinpoint legislative needs, rather than offering a long parade of individual witnesses over an extended period.

However, Representative Harris, (D., Ark.) also told the press last week that hearing procedure would be along lines "similar to the earlier TV quiz hearings," and noted that payola is a subject "which has justifiably attracted wide interest."

This could indicate that no matter what the original intention, if spectacular testimony develops or the always unpredictable witness reveals more ominous aspects of payola, such as criminal tie-ins and high-level kickbacks—then the payola hearings could gather momentum for a longer stretch.

Harris emphasized that prime concern of the payola probe was to shape legislation to correct pay-

*(Continued on page 25)*

**Boone to Org Own Agoom Agooc Label**

NEW YORK — Pat Boone will soon expand his activities to include representation in the diskery field. Boone intends to start his own label, to be known as Agoom Agooc (spell it backwards) Records, as an adjunct of his current production interest, Cooga Mooga TV Productions.

The label will be distributed by Dot Records, the label for which Boone records himself. Artists are now being negotiated for and initial releases are expected sometime next month.

**MGA Wins Another Round From AFM**

WASHINGTON — Musicians' Guild of America has won a chance to represent musicians in TV film making in Los Angeles, specifically by the TV Film Alliance, representing such independent TV filmers as Desilu, Revue Productions, and more than 20 others. The National Labor Relations Board has ordered a vote on collective bargaining representation as between newcomer MGA and the American Federation of Musicians. The Alliance group will constitute one voting unit, with Revue Productions allowed to hold a separate vote.

The decision follows a week earlier ruling by NLRB to open

**'Don't Know' Stud ASCAP Questioning**

WASHINGTON—"Don't know" answers by ASCAP President Stanley Adams and attorney Herman Finkelstein at last week's (11) appearance before the FCC brought murmurs of amazement and amusement from onlookers in the hearing room. Both showed only the vaguest acquaintanceship with previous ASCAP involvement in congressional hearings, and Finkelstein could scarcely even recall what the Smathers hearings on broadcaster-music divorcement had been all about.

Testifying later, one Ohio broadcaster, Herbert E. Evans, president of People's Broadcasting Corporation, and member of the industry's music committee to negotiate broadcast rates with ASCAP, told the commissioners: "I was fascinated by their testimony. I am amazed at the ignorance shown at this morning's hearings, and the skill and knowledge they showed when negotiating."

**'Don't Know' Chorus**

"Don't know" or "We are not prepared to discuss" answers were given by ASCAP spokesmen to FCC counsel Ashbrook Bryant's question: "Hasn't the problem of divorcement here of broadcast li-

*(Continued on page 38)*

**Uneasy Quiet Prefaced Chi Payola Storm**

CHICAGO—An ominous calm hung here last week in advance of a promised storm.

The uneasy quiet was in response to a dubious compliment paid this city by Rep. Oren Harris who announced that payola hearings would open February 8 in Chicago. A local congressman, Rep. William Springer, added the announcement that three of the Harris Committee's ace investigators had been dispatched here to organize data of under-the-table transactions. The sleuths are Oliver Eastland, Charles Howze and James P. Kelly.

Hearings are expected to last at

*(Continued on page 24)*

CBS and ABC network TV film producers to collective bargaining, with possibility of an NBC election when MGA makes a better case for itself there.

MGA, a West Coast union which started opening doors to collective bargaining in AFM strongholds over a year and a half ago, has won chance to represent some 13 major record companies (The Billboard, October 19, 1959), and has withstood AFM effort to oust it from representation of major Hollywood studios.

As in earlier decisions, NLRB turned down AFM's claim that the bargaining unit under considera-

*(Continued on page 24)*

NOW! on



in STEREO or MONAURAL



Recorded Directly From The SOUNDTRACK of

# THE GENE KRUPA STORY

starring

## SAL MINEO

as GENE KRUPA

A PHILIP A. WAXMAN PRODUCTION

A COLUMBIA PICTURES RELEASE



featuring the DRUMS of GENE KRUPA, with ANITA O'DAY and RED NICHOLS  
Courtesy Capitol Records, Inc.

more KRUPA on



- V THE BIG NOISE FROM WINNETKA**      **V KRUPA ROCKS**
- V DRUM BOOGIE**      **V HEY, HERE'S GENE KRUPA**
- V THE EXCITING GENE KRUPA**      **V SING, SING, SING**
- V DRUMMER MAN**      **V THE DRIVING GENE KRUPA**

**Sarah Vaughan smashes through again**

**“YOU’RE MY BABY”**

and

**“ETERNALLY”**

Mercury 71562 \* In Stereo 10026

**Dinah Washington and Brook Benton..**

first time together on a new smash...

**“I DO”**

and

**“BABY”** (You’ve got what it takes)

Mercury 71565 \* In Stereo 10025

**The Platters-headed for the million mark**

**“HARBOR LIGHTS”**

and

**“SLEEPY LAGOON”**

Mercury 71563 \* In Stereo 10024

More hits to come from



This One



XZ7D-5WD-22HZ

Copyrighted material

## THAT OLD-TIME RELIGION

# Has Payola Cued a New Inspirational Wax Kick?

By JUNE BUNDY

NEW YORK — Altho the holiday season is over, the record industry is still on a religious wax kick. Some tradesters believe the trend is at least partially inspired by a subconscious—or in a few cases, conscious—desire on the part of labels, stations and deejays to purify their disk programming "image" in the face of continuing payola scandals.

For example, Station WNAX, Yankton, S. D., has been conducting a concentrated plug-drive on Harry Simeone's new waxing "Onward Christian Soldiers." The station's jocks played it every hour for two days last week.

Each spinning was prefaced with the following announcement: "Today, with the recording artists, recording companies, disk jockeys and the whole music business in general being criticized, WNAX is proud to present a recording—so outstanding and so inspirational—that it must be heard—and it must be heard often." The station said it received mail from five States commending WNAX for its "courageous endeavor in presenting better music."

The interesting point in this promotion is that the outlet felt it necessary to issue an explanation as to why it was "laying" on one release today "with payola a dirty word and radio stations trembling in their transmitters for fear of being associated with it by playing one particular record to excess."

A study of The Billboard's "Hot 100" chart this week shows the following religious or inspirational type disks on the top listings: Andy Williams' "The Village of

St. Bernadette," No. 8; Simeone's "The Little Drummer Boy" (a long-time chart disk), No. 54; Connie Francis' "God Bless America," No. 72, and Tony Bennett's "Climb Ev'ry Mountain," No. 76.

New religious and inspirational type pop records released during the past few weeks included Perry Como's "I Know What God Is," Jane Morgan's "The Bells of St. Mary," Ray Vernon's "Here Was a Man" (a narrative about the story of Jesus Christ, which is stirring up some action on the Vernon label), LaVern Baker's "Shake a Hand," Jim Lowe's Dress Re-

hearsal (in the Sky)" and Gloria Lynne's "My Prayer for You."

Meanwhile, LP's with religious themes are stronger than ever on the LP and EP charts. Current album chart toppers are the Mormon Tabernacle Choir's new LP, "The Lord's Prayer" (their waxing of "The Battle Hymn of the Republic" sparked the trend in the pop singles field originally), and three Tennessee Ernie Ford packages "Spirituals," "Nearer the Cross" and "Hymns." EP versions of the Ford albums also occupy three of the top 10 best selling pop EP slots.

## R&R STILL BEAMS PLENTY OF LIFE

Beat Currently Dominates 60% of 'Hot 100' Chart for Slowest Fade Yet

NEW YORK — Rock and roll's demise, like that of Mark Twain's, has been greatly exaggerated. For now, even after the payola scandals and the attempt to link all payola with rock and roll recordings, the music with a beat still dominates over 60 per cent of The Billboard's "Hot 100" chart. This is not to say that rock and roll isn't fading, or actually evolving into pop music, but the fade is one of the slowest yet recorded.

Right now the number one re-chart is "Running Bear," by Johnny Preston on Mercury. The tune was penned by J. P. (Big Boy) Richardson, and is as much a rock and roll recording as there is. On the charts at the present time are such out-and-out rockers as Frankie Avalon, Freddie Cannon, Jimmy Clanton, Paul Anka, Dion and the Belmonts, Marv Johnson, Fabian, Larry Hall, Bill Black, Bobby Rydell, Duane Eddy, Carl Dobkins, Jack Scott, Conway Twitty, Little Anthony and the Imperials, Rod Lauren, Ricky Nelson, Dee Clark,

Lloyd Price, the Crests, Jackie Wilson, the Coasters, Clyde McPhatter, Jerry Wallace, Joe Turner, Royal Teens, Jimmie Rodgers, Everly Brothers, Fats Domino, the Blue Notes, the Fireballs, Bill Haley, Sam Turner, Johnny and the Hurricanes, Ray Charles, the Five Satins, the Champs, Tender Slim, the Fleetwoods, Frankie Ford, the Spacemen, and the Rivieras.

This should indicate the still-

## Who Will Get The Everlys? \$64 Question

NEW YORK — Whither the Everly Brothers? The hit duo are out of their contract with Cadence Records as of February, 1960, only a few weeks from now, but as yet no one knows where they are going. The boys are keeping mum, manager Wesley Rose is keeping mum, and the three firms involved in negotiations for the boys, RCA Victor, Warner Brothers and United Artists, also have little to say. Perhaps that is not wholly true. There have been hints from all three firms that they each have the pair, but even these hints are withdrawn when put to a direct question of yes or no.

Whichever company, of the three involved, lands the Everlys, one thing is certain — they will have paid a lot of money to get the boys on the label. It was reported in The Billboard many months ago that Rose was asking \$1,000,000 for the duo, which broke down to mean \$100,000 guarantee per year for a 10-year period. And Rose was also interested in picture commitments for the pair, one of the reasons why both WB and UA believe that they will land the team. In Victor's favor is the fact that the boys dig country a.&r. chief Chet Atkins very much, as witnessed by the liner notes they wrote for the Victor Nashville chief's latest album "Teensville."

## Restivo to Down Under

NEW YORK — Johnny Restivo, RCA Victor artist, flew to Australia for a group of personal appearances the week of January 22.

## Argo Cutting Sessions Boom

CHICAGO—Jack Tracy, Argo Records a.&r. chief, was a busy man last week with a two-day album session in preparation for Ahmad Jamal and singles cuttings by Etta James. In addition Tracy was wrapping up a three-album release of items by Al Grey and the Basie Wing, Smoky Stover and the Original Firemen, and Lou McGarity. A fourth package will follow this week to please blues aficionados, "Muddy Waters Sings Big Bill Broonzy."

## Top Cleffers Set Own Firm

NEW YORK—Al Hoffman and Dick Manning, two of the top hit writers around today, are starting their own publishing firm with Jack Beckman. New firm is called Topper Music and is in ASCAP. First release in the firm is a tune titled "O Mio Dio," which has been recorded by Annette for Vista. When pressed as to why they were starting their own firm, the writers said "We think we can do better for ourselves than with most music publishers."

## VET C&W WARBLER IN POLITICAL ARENA

NEW YORK — Two veteran country and western warblers — Jimmy Davis and Elton Britt — have invaded the political scene in a big way. Davis, of course, is the successful Democratic nominee for the governorship of Louisiana (a post he held in 1944-1948); while Britt has launched a bid for the presidency of the United States.

Britt entered the Democratic preference poll in New Hampshire's presidential primary March 8, plans to stump the State with a 10-piece hillbilly band. Davis also wooed votes via his musical talents.

However, apparently neither candidate will be able to utilize their vocal abilities as vote-catchers on TV during their campaign. Davis was scheduled to sing "You Are My Sunshine" on Ed Sullivan's CBS-TV show February 8, but the date was called off last week for fear his rival candidate might claim the appearance was a political plug and demand equal time. One of Davis' opponents made

## MONTEUX BACK TO S. F. SYMPH.

NEW YORK—RCA Victor artist Pierre Monteux is guest-conducting the San Francisco Symphony Orchestra for six concerts January 14-23. The occasion ties in with the artist's 85th birthday celebration. Too, Monteux' albums will be the center of the RCA Victor display at the San Francisco High-Fidelity Show, at the Cow Palace, January 17-23.

Monteux was the musical director of the San Francisco Orchestra from 1936 to 1952.

## BLOCK TO HOLD AIR AUCTION FOR HEART FUND

NEW YORK — On February 3, Martin Block celebrates his 25th year as a deejay by holding an auction of personal items contributed by stars of the entertainment world. Proceeds of the auction will go to the 1960 Heart Fund campaign.

From 11 a.m. thru 7 p.m., listeners will be able to place personal bids on items contributed by Frank Sinatra, Doris Day, Sammy Davis Jr., Harry Belafonte, Pat Boone, Vic Damone, the McGuire Sisters and many others.

The auction will run according to the rules of a "Chinese" auction. In such an auction each bid is equivalent to a pledge to donate the amount of the bid to the cause for which the auction is sponsored. Highest bidder for any item wins the item; but all bids represent actual contributions to the sponsored cause.

In the Block auction, however, the highest bidders will not be the only prize winners. All bidders who fulfill their pledges will be entered in a giant jackpot drawing to be held the third week of February, which will feature desirable prizes.

amazing hold of rock and roll on the younger generation. And is there any doubt that Elvis Presley's first new records, when he is released from the Army, will continue to sell in the millions as his records have consistently done

(Continued on page 18)

## Epic Offers Special Jan. 10% Discount

NEW YORK — Epic Records has come up with a special discount plan for distributors and dealers for the month of January. All classical releases, both catalog merchandise and new items, are being offered at a 10 per cent discount, with back-orders honored, at discount prices. The label is offering qualified distributors 30-60-90 day dating on all shipments during January.

Catalog popular albums are also being offered at a 10 per cent discount during January. But new popular releases will be offered to distributors and dealers at a 10 per cent discount in special pre-packs. The distributor pre-pack consists of 60 albums (which are actually six dealer pre-packs of 10 records each). The dealer pre-pack contains 10 records with six monaural albums and four stereo counterparts. The only way dealers can obtain the extra 10 per cent discount on new releases is via the pre-packs.

The January pre-pack contains albums by Somethin' Smith, a marching album, two albums of George Gershwin's music, one by the Symphony of the Air "Pops" Orchestra, and the other by the Symphony of the Air: a Roy Hamilton album, and a Willy Alberti album.

Epic is also going all out on a national promotion on the Cleve-

(Continued on page 18)

## UST Pact Puts UA in Tape Field

NEW YORK — United Artists Records is moving into the stereo tape field, as a result of a new agreement with United Stereo Tapes, a division of Ampex Audio Company. UST will duplicate, package and distribute key material from the UA stereo catalog, including sound track, classical, pop and jazz sets. A release of eight to 10 tapes is being planned for February.

The label recently signed singer Craig Brown to an exclusive recording contract. His first record will be "Cell Walls" b-w "Sahib." Randy Weston, one of UA's jazz recording artists, will start a jazz concert tour of Eastern and Mid-western colleges for the United Nations Jazz Club on January 21. Weston's current LP's for UA are "Destry Rides Again," and "Little Niles."

Brock Peters, a UA recording star, recently completed an unusual engagement at an art film theater in Philadelphia. The singer-actor appeared at the Wayne Avenue Theater, delivering a live performance opposite the feature film. Peters sang all of the numbers included in his album, "Brock Peters at the Village Gate." His experimental booking was so successful that he is currently negotiating for a repeat performance.

## Darin, Francis Honored Again

CHICAGO—Deejays and program directors polled by United Press International last week voted top disk honors for 1959 to Bobby Darin, Connie Francis and the hit recorded by Darin, "Mack the Knife."

The Kingston Trio and Johnny and the Hurricanes won top spots as vocal and instrumental groups, respectively.

# ROGER WILLIAMS

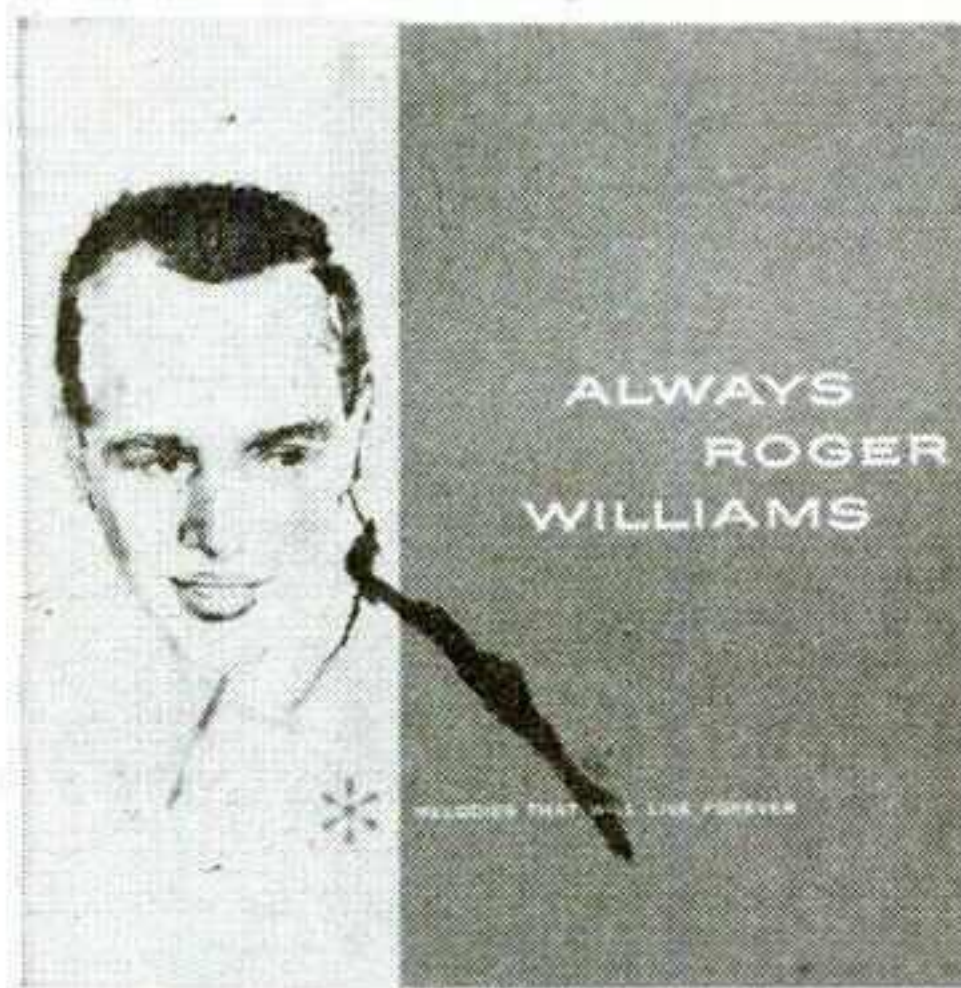
Mr. fabulous

has a new smash album that's selling like a hit single

## "ALWAYS"

4 WILLIAMS ALBUMS HIT THE TOP AT ONE TIME! (top LP's Billboard, Jan. 11)

- With These Hands  
KL 1147 Stereo KS 3030
- Till  
KL 1081 (S)
- Near You  
KL 1112 (S)
- More Songs of the Fabulous Fifties  
KL 1130 Stereo KS 3013



Stardust • Stranger In Paradise • Traumerei • Moonlight And Roses • To a Wild Rose • Dark Eyes • Love Theme From "Romeo & Juliet" • The Skaters Waltz • Moonlight Sonata • None But The Lonely Heart • Brahms' Lullaby • Till The End Of Time.

KL 1172 Stereo KS 3056

### ATTENTION DJ's, DISTRIBUTORS, DEALERS!

Roger Williams' booking schedule through January

- Jan. 15th  
Symphony Hall—Boston, Mass.
- Jan. 16th  
Music Hall—Troy, New York
- Jan. 17th  
Bushnell Memorial Auditorium—Hartford, Conn.
- Jan. 19th  
Veteran's Memorial—Providence, Rhode Island
- Jan. 20th  
City Hall Auditorium—Portland, Maine
- Jan. 22nd  
The Forum—Harrisburg, Penna.
- Jan. 23rd  
The Playhouse—Wilmington, Delaware
- Jan. 24th  
The Academy of Music—Philadelphia, Penna.
- Jan. 28th  
Constitution Hall—Washington, D. C.

# KAPP RECORDS

136 East 57th St., New York 22, N. Y.

## HOT 100 ADDS 12

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

- 74. **Beyond the Sea**—Bobby Darin, Atco
- 75. **Waltzing Matilda**—Jimmie Rodgers, Roulette
- 84. **Why Do I Love You So**—Johnny Tillotson, Cadence
- 86. **Am I That Easy to Forget**—Debbie Reynolds, Dot
- 88. **Amapola**—Jacky Noguez, Jamie
- 89. **Too Much Tequila**—The Champs, Challenge
- 91. **Cry Me a River**—Janice Harper, Capitol
- 95. **I Forgot More Than You'll Ever Know**—Sonny James, Capitol
- 96. **Up Town**—Roy Orbison, Monument
- 97. **Time After Time**—Frankie Ford, Ace
- 99. **The Happy Muleteer**—Ivo Robic, Laurie
- 100. **Since I Made You Cry**—The Rivas, Coed

## WB Prepping 'Sing Along' Crosby Pkg.

HOLLYWOOD — Warner Bros. Records will release a Bing Crosby "sing along" album. Package contains 33 standards arranged by Bob Thompson with chorus and orchestra conducted by Jack Hal-laran. Album includes three inserts containing complete lyrics of all the tunes featured.

The album, called "Join Bing and Sing Along," was recorded by Si Rody for the Crosby-owned Project Records. Arrangements for WB's release of the package were concluded between Project's prexy Rody and Warner prexy Jim Con-king. This marks the second Rody-produced package to be issued by the Warner label. Last week, WB released the project production of the Trapp Family Singers doing the score from Rodgers and Ham-merstein's "The Sound of Music," Broadway musical based on the Trapps' life story.

As part of the promotion behind the Crosby package, Der Bingle is

## Robey Denies Payola Charge

HOUSTON — Don D. Robey, president of Duke Records, Inc., one of several firms recently named by the Federal Trade Commission in its investigation of diskery payola, said he is innocent of the FTC charge.

Robey denied he had ever offered anything of value to disk jocks or radio station personnel, but said he has "bought time on all Houston stations to promote various artists in town for personal appearances." He added "As a matter of courtesy — I have sent free tickets to the shows to the stations." A check of KNUZ and KILT here showed that Robey had bought time on both those outlets. A third station, KPRC said it could find no record of a time sale to Robey.

Robey blamed the major record companies for instigating the federal probe and said when he ap-

sending personal letters to WB's complete sales force in an effort to fan their enthusiasm for the album.

## Victor Names Racusin Veep; Widens Field

NEW YORK—Norman Racusin, Divisions Operations Manager of RCA Victor, has been appointed Division Vice-President and Operations Manager, RCA Victor Record Division, according to George R. Marek, RCA Victor chief.

Racusin until recently was Director of Business Affairs for NBC-TV.

Activities reporting to Racusin include the Business Affairs Department, under W. W. Bullock, vice-president; Records Operations Department, J. P. Davis, vice-president; Commercial Records Creation Department, Robert W. Yorke, manager, and Commercial Sales and Merchandising Department, J. Y. Burgess, manager. Racusin also assumes responsibilities for the Financial Department under Harry Kelleher, controller, and the Personnel Department, under C. H. Foulke, Racusin reports to Market.

pears at a commission hearing in Washington, February 22, he will ask the committee to look into Top 40 type operations. "If they want to clean something up," opined the exec, "they should go into the Top 40 end of it. They are after the horse's tail when they should be after the head."

He also said that many of the Christmas gifts he traditionally sends to deejays were returned to him this year. A native Houstonian, Robey has specialized in rock and roll, rhythm and blues and spiritual disks for the past 12 years. His latest hit, stated Robey, is tagged "I'll Take Care of You."

## MUSICALS TO BID FOR BACKERS AT GROSSINGER'S

NEW YORK—Grossinger's, the Catskill resort, is inviting musical comedy producers to present backers auditions in front of live audiences at the hotel. The first audition was held last Saturday, when Leonard Sillman showcased his latest "New Faces" revue.

Working without costumes or sets (with Sillman on stage to explain the action), the show featured tunes by Ronny Graham, June Carroll, Lou Kessler, David Rodgers, Marshall Berrer, Dean Fuller, Eva Franklin and Charles Schurer. Among the performers will be canary Dorothy Olson.

Altho the auditions will not be reviewed, Alan Foshko, who supervises the project, is inviting the press, along with prospective angels and record company execs in search of original-cast properties.

## Masterworks Debs 'Firsts'

NEW YORK — Columbia Masterworks are releasing this month the first recordings of two contemporary compositions, one by David Diamond and the other by Jacob Ashalomov. The Diamond work is his Fourth Symphony, the Ashalomov composition is his "Sinfonietta." The recordings were made by the New York Philharmonic under the baton of Leonard Bernstein. Both recordings are available monaurally and in stereo.

## Storer to Set Quality Control

NEW YORK — Dean E. McCarthy, operations manager of Storer station WITI-TV, Milwaukee, has been named to head up Storer Broadcasting Company's new Quality Control department, set up to keep a continuous review of program content on the chain's seven radio and five TV stations.

The new department is designed to help combat payola and insure each station's compliance with company policies, FCC, and FTC rules and regulations. Ewald Kockritz, Storer's veepee - national TV program director, and Grady Edney, national radio program director, will be in over-all charge of administering the Quality Control plan for their respective media.

McCarthy will headquarter in Miami, where field monitoring (including reports on record programming) will be correlated and reports made directly to Kockritz and Edney.

## Chi Jock Cuts His Own Billing

CHICAGO—First impact of the arrival of investigators for the House Legislative Oversight Committee, seeking payola leads, was evidenced on the Thursday (14) show of jazz d.j. Dadd-io Daylie on WAAF. Daylie, who admits he is self-billed as "Chicago's No. 1 Jazz Jockey" opened to billing of "Chicago's No. 29 Jazz Jockey." He said he had changed his billing when he heard investigators "would question only the top guys."

ONE IN A SERIES OF INDUSTRY PERSONALITY STATEMENTS

## EDDIE FISHER

(Ramrod Records)



## SAYS:

"Reading Billboard regularly is part of an entertainer's responsibility to show business, to his audience, but most important—to himself. It keeps us current with the latest tunes, trends and topics in the music world. In addition, it brings us together in a weekly discussion and exchange of ideas, plans and accomplishments—no matter how far apart we are on the globe. That's why

I think of Billboard as a clubhouse of the music industry. I'm proud to be a member of that club."

The Billboard

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY



**HERE IT IS  
FROM EPIC!**

**TOP ARTISTS  
TOP REPERTOIRE  
TOP PERFORMANCES**

**ALL PRE-PACKED FOR PROFIT**

*Now, for a limited time only, you get a 10% discount when you buy the*

**EPIC PRE-PACK**

*This exciting package of brand new releases consists of the following 10 records (6 regular high-fidelity and 4 stereo-fidelity counterparts)*

LN 3649 **SOMETHIN' OF SMITH—SOMETHIN' SMITH AND THE REDHEADS**

LN 3650 **MARCHING ALONG WITH SOUSA—THE MARINE BAND OF THE ROYAL NETHERLANDS NAVY**  
BN 539 (Stereo counterpart to LN 3650)

LN 3651 **THE GEORGE GERSHWIN STORY (POPULAR)—THE SYMPHONY OF THE AIR POPS ORCHESTRA, Conducted by D'Artega**  
BN 552 (Stereo counterpart to LN 3651)

LN 3652 **THE GEORGE GERSHWIN STORY (CLASSICAL)—THE SYMPHONY OF THE AIR POPS ORCHESTRA, Conducted by D'Artega**  
BN 553 (Stereo counterpart to LN 3652)

LN 3654 **ROY HAMILTON SINGS SPIRITUALS—ROY HAMILTON**  
BN 551 (Stereo counterpart to LN 3654)

LN 3662 **MARINA—WILLY ALBERTI**

*They're going fast*

*Order your Pre-Packs now and as a* **SPECIAL BONUS OFFER**  
**BUY ONE PRE-PACK AND YOU CAN THEN BUY ANY RECORD (FROM THE PRE-PACK LIST) ON AN INDIVIDUAL BASIS AT A BIG 10% DISCOUNT**

**IT'S TRUE THE WONDERFUL WORLD OF RECORD SALES IS YOURS ON**



A PRODUCT OF CBS

# THE WORLD OF WONDERFUL RECORD SALES

14 NEW CLASSICAL AND POPULAR ALBUMS BY THE WORLD'S TOP ARTISTS

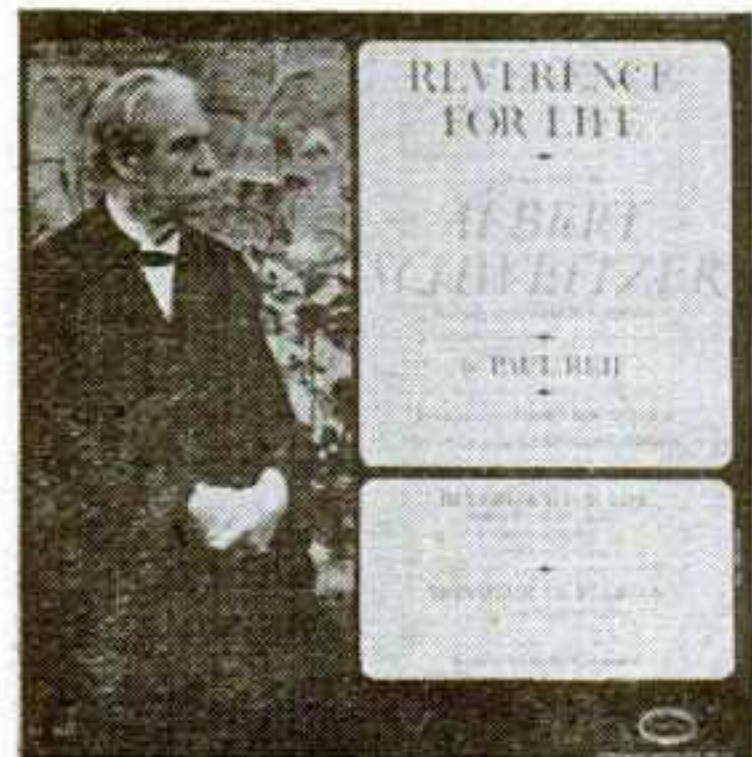
IN JANUARY FROM EPIC RECORDS



LC 3636 BC 1054 (Stereorama)



LC 3648



LC 3657 BC 1065 (Stereorama)



SC 6035 BSC 106 (3-12" records) (Stereorama)



LN 3649



LN 3654 BN 551 (Stereorama)

**OTHER CLASSICAL RECORDINGS**

FASTES ET DIVERTISSEMENTS DE VERSAILLES, Volume II, La Musique et L'Église (Boesset; du Mont; Marchand; Bernier; Lefèvre)—Soloists with the Hewitt Chamber Orchestra, Maurice Hewitt, Conductor. LC 3515

CHOPIN RECITAL—Adam Harasiewicz, Pianist. LC 3633

BARTÓK: Deux Images, Op. 10; BRAHMS: Hungarian Dances (Nos. 1, 2, 3, 5, 6, 7, 10)—Tibor Paul conducting the Vienna Symphony Orchestra. LC 3635 BC 1053 (Stereorama)

BAYER: The Doll Fairy—Ballet Music; ADAM: Giselle—Ballet Music; PONCHIELLI: Dance of the Hours—Paul Walter conducting the Vienna Symphony Orchestra.

LC 3637 BC 1055 (Stereorama)

**OTHER POPULAR RECORDINGS**

MARCHING ALONG WITH SOUSA—The Marine Band of the Royal Netherlands Navy.

LN 3650 BN 539 (Stereorama)

THE GEORGE GERSHWIN STORY (Popular)—The Symphony of the Air Pops Orchestra conducted by D'Artega.

LN 3651 BN 552 (Stereorama)

THE GEORGE GERSHWIN STORY (Classical)—The Symphony of the Air Pops Orchestra conducted by D'Artega.

LN 3652 BN 553 (Stereorama)



LN 3662

THE WORLD

# PLUS

In honor of the first transcontinental tour of Dr. Szell and the Cleveland Orchestra, here's a guaranteed sales-making promotion!

# FREE! THIS SPECIAL 12" LP OF CONCERT TOUR HIGHLIGHTS

AVAILABLE in REGULAR HIGH FIDELITY (PLC-1) AND STEREOGRAMA (PBC-1)

*Spotlight of The Cleveland Orchestra's First Transcontinental Tour*

## PROFILE THE CLEVELAND ORCHESTRA GEORGE SZELL CONDUCTOR



NOW ON TOUR

*yours as a gift with the purchase of any recording by the Cleveland Orchestra!*

*limited time offer—make your selection now*



"Profile" contains excerpts from the most recent Szell-Cleveland releases, plus selections from a soon-to-be-released recording, plus a brief discussion by Maestro Szell himself about his own musicians and music in general. This is a prize addition to any record-collector's library.

LIMITED TIME OFFER—CALL YOUR EPIC RECORDS DISTRIBUTOR

# OF WONDERFUL MUSIC IS YOURS ON EPIC RECORDS ●

● "Epic" Marca Reg. "CBS" T. M.

# Loetz Upped At Columbia

NEW YORK — Columbia sales chief Bill Gallagher this week appointed Jack Loetz to the post of staff assistant. He will be responsible to Gallagher for the development of plays and programs as administered thru Columbia's district sales managers and distributors. He will also help the sales chief on national merchandising programs and record distribution.

Another appointment at Columbia this week is the naming of Dick Smith to the post of manager of sales administration for the diskery. His job will be to co-ordinate and administer Columbia's national sales programs thru the field sales organization. Smith was last with Strand Records as national sales manager.

Bill Santos, former expeditor for advertising and sales promotion at Columbia has been named to the

# HUSH LABEL IN HUSH CONCERT.

DETROIT—Hush Records, owned by students at the University of Detroit, celebrated its first anniversary last week with a concert at the Cass Theater.

The Hush catalog features a variety of silent records. The label recently released a stereo disk listed as twice as silent as regular silence. The concert featured the university's 65-voice chorus not singing, and Henry Morgan led Detroit personalities in a critical discussion of their favorite silent records.

Hush mahoffs are looking to build up a stable of experienced a.&r. men. On a contractor basis, like the big labels do.

post of supervisor for creative service costs. He will supervise costs for packages, sales communications, sales promotion and advertising pieces.

# Joyce Stable In Full Swing

PHILADELPHIA — Jolly Joyce Theatrical Agency spreads over the four corners of the globe in getting its talent stable going with the new year. Agency has Bill Haley and the Comets plus Dave (Baby) Cortez bringing rock 'n' roll below the border in opening today (18) for a fortnight in Mexico City.

The Wallace Brothers, following their current two weeks at the Fountainbleu in Miami Beach, will head for Japan where they open an eight-week tour on January 25. And early in May, the Wallace boys are set to take in eight more at the Churchill Club 'n London, England.

Across both coasts in this continent, Joyce has Roy Branker opening this week for 10 weeks at the Apache Motel in Miami Beach, with movie comic Mickey Shaughnessy set for a January 25 starter at the Clover Club in the same climes. On the other coast, Steve Gibson opens a fortnight pitch at

# Grauer Debts Jazzland Line

NEW YORK — Jazzland Records, a new \$3.98 package line, has been kicked off by Bill Grauer Productions. Grauer, along with Orrin Keepnews, also operates Riverside Records.

The new line will feature the top names in jazz and the priced one dollar less than many jazz lines will contain only first quality hi-fi recordings packaged in color sleeves, according to the statement. A strong release program is planned with 10 albums set to hit the market this month and five per month thereafter. LP Sales Corporation, New York, will handle national distribution and in turn will appoint local distributors.

Larry Potter's Supper Club in No. Hollywood, Calif.

On the other side of the northern border, Joyce has the Five Honeycombs opening this week for a fortnight at the Harmon Air Base in Newfoundland.

# Teen Pitch On Murray TV Show

NEW YORK — In a move to pull more teen-age audiences, "The Arthur Murray Party" on NBC-TV will henceforth feature more youngsters on the show. Three teen-aged record stars—Frankie Avalon, Conway Twitty and Rod Lauren — are scheduled for the January 26 telecast, plus actor Brandon DeWilde.

The boys will dance — not sing — on the show. Also scheduled for a future Murray show are Paul Anka and Dick Clark. Clark and Murray will work on an exchange deal.

The Murray show, featuring Kathryn Murray as emcee, will devote an entire program to Clark and his career. Clark in turn will pay tribute to the Murrays and their contribution to the history of the dance on one of his Saturday night ABC-TV shows.

7  
WINNERS  
ON THE  
CHARTS!



*Come*

## Adult Amateur Musicians at 21 Mil Total

NEW YORK — The American Music Conference, taking note of the growth of numerous amateur instrumental groups around the country—staffed by business executives, etc.—notes that there are now some 21,000,000 adult amateurs who play in some kind of music group. These may be community orchestras and bands, ensembles, neighborhood combos of varying types, chamber music, etc. Examples are "The Many-Splendored Stompers," which came into being because of the imagination and persistence of ad exec Hal Davis, formerly a music man; a Dover, N. J., group called "The Mud Gutter Chowder and Marching Society Band," etc.

Tips on starting amateur groups have been compiled by Marion

(Continued on page 24)

## 10TH BIRTHDAY FOR PRESTIGE

NEW YORK—This month Prestige Records, jazz label, celebrates its 10th anniversary.

Diskery saw the light of day in a small record shop on 47th Street. This month, three new labels are being added: Bluesville, devoted to blues and folk music; Swingsville, with music of the Swing era, and Moodsville, a series of collections in volumes of ballads and standards performed by jazz artists.

## New Anka Cleffings

NEW YORK — Paul Anka cleffed 12 songs for Annette Funicello, which the Buena Vista label will soon release under the title "Annette Sings Paul Anka." Two other singers have recently cut new Anka tunes. These are Connie Francis, who did "Teddy," and Bobby Rydell, who cut "Singing for You."

## UA Sets Jan. Disc't Plan On LP Catalog

NEW YORK — Dealers will receive a 10 per cent discount on monophonic albums in United Artists' January release and a 20 per cent discount on stereo sets. This program will be in effect thru February 19 and also applies to UA's entire LP catalog.

UA will release eight albums in January. Vocal sets are "I Love to Sing" by Betty Bennett with backing by the Andre Previn Trio, Connie Russell's "Alone With You," and "Brock Peters at the Village Gate." The latter is the first in the company's "live performance series."

Instrumental sets are Art Farmer's "Aztec Suite," "Down By the Riverside," by Pee Wee Erwin, "Organ Treasures" by Don Dewitt, another in the Wurlitzer - Paramount Theater Pipe Organ series, "Serenata Espanola" by the Popu-

(Continued on page 24)

## Deejay Bowls Out Distributions

BUFFALO — Deejay Dick Biondi, WBKW, Buffalo, lashed out against distributors who carry too many lines last week. In his weekly newsletter to the trade, the jock asked "Why don't distributors all over the nation start getting selective about what lines they handle and start dropping the 'one shot' outfits?"

The deejay continued, "If every distributor would set up a limit on the number of labels he would handle we can get rid of the no-talent record manufacturers that have cluttered up the business. . . . How can any distributor who is trying to be fair give proper attention to any line if he has 50 or 60 labels? . . . It's getting to the point where even the distributors themselves don't know what they have. "Another point," said the jock, "If the distributors would spend half as much time trying to get their

## Long-Term Victor Pact For Clooney

HOLLYWOOD — Rosemary Clooney, for the last two years on a free-lancing status, last week signed a long term pact with RCA Victor. Her former exclusive label tie was with Columbia Records.

RCA Victor has scheduled her first album in March, "A Touch of Tabasco," featuring the singer with the Perez Prado band. Another package, due in June, "Clap Hands—Here Comes Rosie," will feature Miss Clooney on her own. In addition, a number of singles are in the hopper.

records moving or playing as they do talking about and fighting the other distributors in town, things might improve. The fact that this distrib who owns a one-stop won't buy from this distrib because he

(Continued on page 24)

FOR 1960, IT'S THE DECCA . . .

CORAL . . . BRUNSWICK FAMILY OF HITS!

**'TIL TOMORROW**  
THE FOUR ACES

Decca 31027

**PEACE OF MIND**  
TERESA BREWER

Coral 62167

**HEAR THEM BELLS**  
BOBBY DARIN

Decca 30031

**SONG OF EXODUS**  
DICK JACOBS

Coral 62168

**SHE LOVES THE LOVE**  
**I GIVE HER**  
TOMPAL AND THE GLASER BROS.

Decca 30900

**A CLOSER WALK**  
PETE FOUNTAIN

Coral 62154

**LIVIN' DANGEROUSLY**  
THE MCGUIRE SISTERS

Coral 62162

**STRANGE LITTLE MELODY**  
THE ANITA KERR SINGERS

Decca 31002

**TIMBROOK**  
LEWIS PRUITT

Decca 31038

**DEAD OR ALIVE**  
BILL ANDERSON

Decca 30993

**ANOTHER**  
ROY DRUSKY

Decca 31024

*...and this is just the beginning!*

**GOOD  
NEWS  
FOR  
DEALERS  
FROM**

# Disneyland • BUENA Vista

# 15%

**DISCOUNT**

**ANNETTE: Annette BV-3301**  
BVEP-3301A

**MARY MARTIN: "The Sound of Mary"**  
HI-HO (with Camarata) STER-1016 WDL-4016  
A Musical Love Story STER-3031 WDL-3031

## MUSIC MURALS

America the Beautiful

A beautiful portrait of America, in songs and photographs—an album that every home should have. 12 traditional songs packaged in double-fold album cover containing 14 full-color photographs.  
STER-1020 WDL-1020

Grand Canyon (ORIGINAL SOUND TRACK)  
STER-4019 WDL-4019

Walt Disney CAVALCADE STER-4021 WDL-4021

## MUSIC BY CAMARATA

Tutti's Trumpets STER-3011 WDL-3011

Spring STER-3032 ■

WDL-3032 ■ MUSIC OF THE SEASONS—

Summer STER-3027 ■ Deluxe package contains

WDL-3027 ■ four separate LP's:

Autumn WDL-3021 ■ SPRING, SUMMER, AUTUMN,

Winter STER-3026 ■ WINTER

WDL-3026 ■

## STEREO

All titles listed above plus FANTASIA, SLEEPING BEAUTY and all other stereo titles listed in regular catalog

**NOW FOR THE FIRST TIME  
10% OFF ON ALL STORYTELLERS**

**DISCOUNTS EFFECTIVE THROUGH FEB. 26, 1960**

Disneyland Records

477 Madison Avenue, New York 22, N. Y.

© COPYRIGHT WALT DISNEY PRODUCTIONS

## Maxin Listed 'Lip' Show Co-Producer

NEW YORK—When the inveterate boulevardier, Maurice Chevalier, takes to the airwaves Thursday (4) in his own spectacular, the name, Arnold Maxin, will be listed on the credits as co-producer of the show. Maxin, M-G-M Records proxy, who makes the Frenchman's M-G-M records, was active in the planning and writing of the outing with Chevalier's American agent, Don Sharp.

The airing on CBS-TV will be one of a series of Revlon spectacles and will be titled "A Bouquet from Maurice Chevalier." The entire show will be based on Chevalier's recorded performances on his various M-G-M albums and there will be generous plugs thruout the show for these sets.

Meanwhile, with chores on the Chevalier show buttoned up, Maxin, who just returned from a week's round of studio conferences on the Coast, took off for four days in Rome to discuss details of a sound track package for a new film starring Ava Gardner, now in production in the Eternal City.

## Clark Pressing Plant Sold

NEW YORK — Morris Ballen, head of Diskmakers, Inc., formerly Mallard Pressing Corporation in Philadelphia, informed The Billboard this week that he had purchased the outstanding stock of Mallard from Dick Clark and Bernie Lowe. The transaction was completed on December 14, 1959, according to Ballen. He also stated that Diskmakers had instituted a policy of price reduction and profit sharing for its accounts, which Ballen claimed, was a new policy for the record pressing business. Plant is able to handle both injection and compression molding.

Mallard Pressing Corporation was purchased by Clark and Lowe in 1958, and had gained a lot of business during the past two years. It is another of the Clark interests being disposed of by the deejay. He sold his three publishing firms last week (The Billboard, January 11).

## Kaye Setting Ballroom Deal

NEW YORK — Sammy Kaye's negotiations for the old Arcadia Ballroom in New York, last used as the Riviera night club, appear to be bearing fruit. It is reliably reported that Kaye has worked out an agreement with Columbia University, owner of the land on which the ballroom stands, to convert the club back to a regular ballroom. It is also reported that Kaye intends to open it about March 1. If all the negotiations work out, Kaye will play the Arcadia-Riviera Ballroom about six months of the year with his band.

## Roulette to Cut New Eckstine LP

NEW YORK — Roulette's jazz artist and repertoire chief Teddy Reig, is flying to the West Coast this week to cut a new LP with Billy Eckstine, tagged "One More With Feeling," with arrangements and ork backing by Billy May. The LP will be released February 15. While on the Coast, Reig will also meet with Pearl Bailey to make plans for her next album, which will be recorded here in February.

## New Recording Firm to Deb

BEVERLY HILLS, Calif.—Formation of the "C.G." Recording Corporation with general offices at 9808 Wilshire Boulevard, Beverly Hills, has been announced by J. C. Garrett, president. Well known as the founder and president of the Garrett Corporation, designer and producer of aircraft and diesel components, Garrett said that the new company will be a completely independent enterprise.

"C.G." Recording Corporation will be managed by Irving E. Klase as vice-president and general manager. Mischa Novy has been named vice-president and musical director, and Don Gallese has been placed in charge of sales, distribution and promotion.

Immediate plans include signing of performers and musicians to the talent roster and formation of a distribution network. The new recording firm will cover the entire field of musical entertainment, according to Klase.

Already completed is an album soon to be released entitled "Continental Hors D'Oeuvres," featuring Mischa Novy's 16-piece string orchestra.

Klase has had a long association with the musical world as a conductor, including assignments at Radio City Music Hall and the Roxy Theater in New York, as well as numerous stage and television shows, among them "Stop the Music." Novy is an internationally known violinist and composer whose works have been recorded by a number of the major labels. Gallese was a radio disk jockey and TV announcer before entering the recording field as a sound consultant and engineer.

## WZIP Polls Listeners

CINCINNATI — Recent audience survey made by WZIP here indicated — with regard to the station's listeners — good music, consisting of albums, standards, semi-classical, show tunes and big orchestras, appeals to a young adult group with better than average education and discriminating tastes, and not necessarily to an older, high-income group. These conclusions were drawn by Don Balsamo, station vice-president.

The results were gleaned from 985 questionnaires. These were sent to members chosen at random from the station's "Good Music Club." The return, in one week's time, was over 50 per cent.

## Block, Bennett Quit Glaser

NEW YORK — Bert Block and Larry Bennett have left Joe Glaser's Associated Booking Corporation office. The pair quit ABC last Monday after many years with the firm. Block had been with Glaser for 14 years, Bennett for 13. It is understood that they will set up their own booking office shortly in New York.

## Victor Hypes Fem Organist

NEW YORK — RCA Victor is putting a strong promotional push behind organist Marjorie Meinert, whose first package for the label is "Vive La Difference," a collection of French songs. Album is the first of five scheduled for release in 1960. Diskery intends a saturation campaign in press, point of sale, deejay level, etc.

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

# TERESA BREWER

SWINGS INTO '60 WITH A SMASH HIT!

# PEACE OF MIND



b/w

**VENETIAN SERENADE**

**9-62167**

orchestra directed by  
**DICK JACOBS**

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



These Records Are Selling!  
 We're On Them!  
 And Won't Stop!

.....

A SUMMER PLACE.....Don Ralke.....#5108

LITTLE SISTER.....Connie Stevens.....#5137

UNTIL THE DAY I DIE....The Marquees....#5139

WHAT IS AN INDIAN?....Dal Williams.....#5136  
 (B/W THE TELEPHONE OPERATOR)

YOU HAVE FUNNY WAYS....George Graves....#5141

CHOPPIN' MOUNTAINS..Charlie Blackwell..#5132



*the first name in sound*

**WARNER BROS. RECORDS**

BURBANK, CALIFORNIA



Write, wire or phone your distributor now for these exciting new pop singles



# LOUIS KEELY PRIMA ★ SMITH

Now Recording Exclusively on

*Dot*  
RECORDS



THEIR LATEST  
AND GREATEST

“Nyow! Nyot Nyow!” #16042 “Mashuga”  
(THE PUSSY CAT SONG)

THE NATION'S BEST SELLING RECORDS



## Plenty of Life in R&R

• Continued from page 6

since he joined RCA Victor five years ago?

Rock and roll as such sprung full-fledged upon the scene back in 1954, and has continued to exert its hold on the kids ever since. The reason that it still has the hold is partly due to the economic situation of the record industry itself, in which the youngsters continue to be the biggest market for single records. Even when what is often termed "quality" material is put on disks, adults don't buy the records in any quantity that disk makers hope they might do. An indication of this is the sale of Johnny Mathis singles versus Johnny Mathis albums made up of the same singles. Mathis albums containing "Johnny's Greatest Hits," Vols. 1 and 2, have far outsold

the single records of these songs. Obviously no record company is going to put itself out of the singles business by recording singles that won't sell. And since the largest market is youngsters, it is only logical to aim at this youngish trade. The mistaken belief on the part of even some members of the industry that only rock and roll firms gave out with payola is a belief that is more a fancy than a reality.

The other reason for the continuing hold of rock and roll disks on the kids is simply that they like it. The whys and wherefores are questions for folk outside the music business, for inside there is rarely reason to question successful records, or trends, but to go along with them.

## Epic Offers

• Continued from page 6

land Symphony Orchestra set to coincide with the orchestra's national tour in February. The label will give out free with the purchase of any Cleveland Orchestra recording a special album titled "Profile of an Orchestra," which contains excerpts from current Cleveland Orchestra recordings, prefaced by conductor George Szell's spoken introduction to the orchestra. The Cleveland Orchestra releases in this program are subject to the 10 per cent discount terms of the January re-stocking program.

There are window displays and in-store displays to tie in with the Cleveland Orchestra promotion. And there will be national advertising on the Clevelanders during February and March.

## Br'dcasters Come Out Swingin'

• Continued from page 3

effect was the same as ownership of stock by all of the broadcasters.

Adams insisted that ASCAP actually welcomes competition. "From whom?" he was asked, "if BMI is eliminated?" Adams and Finkelstein chorused that they did not want an end to any competing licensing group—only to its ownership by broadcast interests. They recommended total divorcement from broadcasting, and compelling the rival to function under ASCAP "ground rules." This would mean, they said, no premiums, subsidies or guarantees to an individual composer, performer, or publisher, based on promise of future performances; no subsidy of recorded works; no funds for exploitation or recruitment of membership.

FCC Commissioner Cross won-

dered if such ground rules would enable a competitor to ASCAP to function—a question Pastore also put to ASCAP spokesmen: "How would such a competing licensing group get off the ground?"

Commissioner Lee wondered about the effect of it all on new talent. "Your definition of payola includes these subsidies to publishers, songwriters, et al.—so I assume ASCAP does not subsidize new talent—it is purely a mechanical operation." He also questioned effect on new talent of the known concentration of bulk of ASCAP distribution in hands of a small per cent of the membership. Adams assured the commissioner that the new decree amendments "will offer advantages to new writers."

Adams headed out on a weak limb when he said that collective ownership of a catalog of musical works by and for the use of the industry has resulted in a "vertical and horizontal integration." This brought immediate query from FCC Counsel Bryant as to why the Society had not taken such obvious antitrust violation to Justice Department or to the courts. "Since," counsel pointed out, "you claim you have no part in the present suit of the 33 ASCAP songwriter plaintiffs in the New York Federal District Court case."

Adams could not come up with an answer. ASCAP attorney Finkelstein assured the FCC counsel that the horizontal-vertical integration wording was "Mr. Adams' language, not mine," and the subject was mercifully dropped.

### Cites King Case

When taxed for examples of individual "payola" outgrowths of the alleged collective BMI payments, Adams quoted a New York Times article, which, in turn, cited the case of King Records. The article said the Cincinnati record company allegedly paid "between 12 and 15 disk jockeys around the country" to play its records. Adams tied this in with the Harbach affidavit, which had pointed out that King-owned Lois Music Publishing Company, received a subsidy in the form of an advance guarantee from BMI "in excess of \$100,000 annually." The affidavit found it conceivable that the subsidy "may then be distributed or made available to disk jockeys or to stations as a BMI 'service'."

This type of reasoning brought queries from FCC commissioners as to just what ASCAP spokesmen were including under the term "payola." Counsel Bryant said: "We are talking about direct payments here." Commissioners confessed to being "confused" by ASCAP inclusion of BMI subsidy or guarantees to publishers as payola; ownership of BMI stock as part of a "collective" payola. They wondered where legitimate plugging left off and payola began.

Asked if ASCAP recommended that divorce from broadcast ownership interests extend to its own members, Adams said: "If it were on a collective basis, yes."

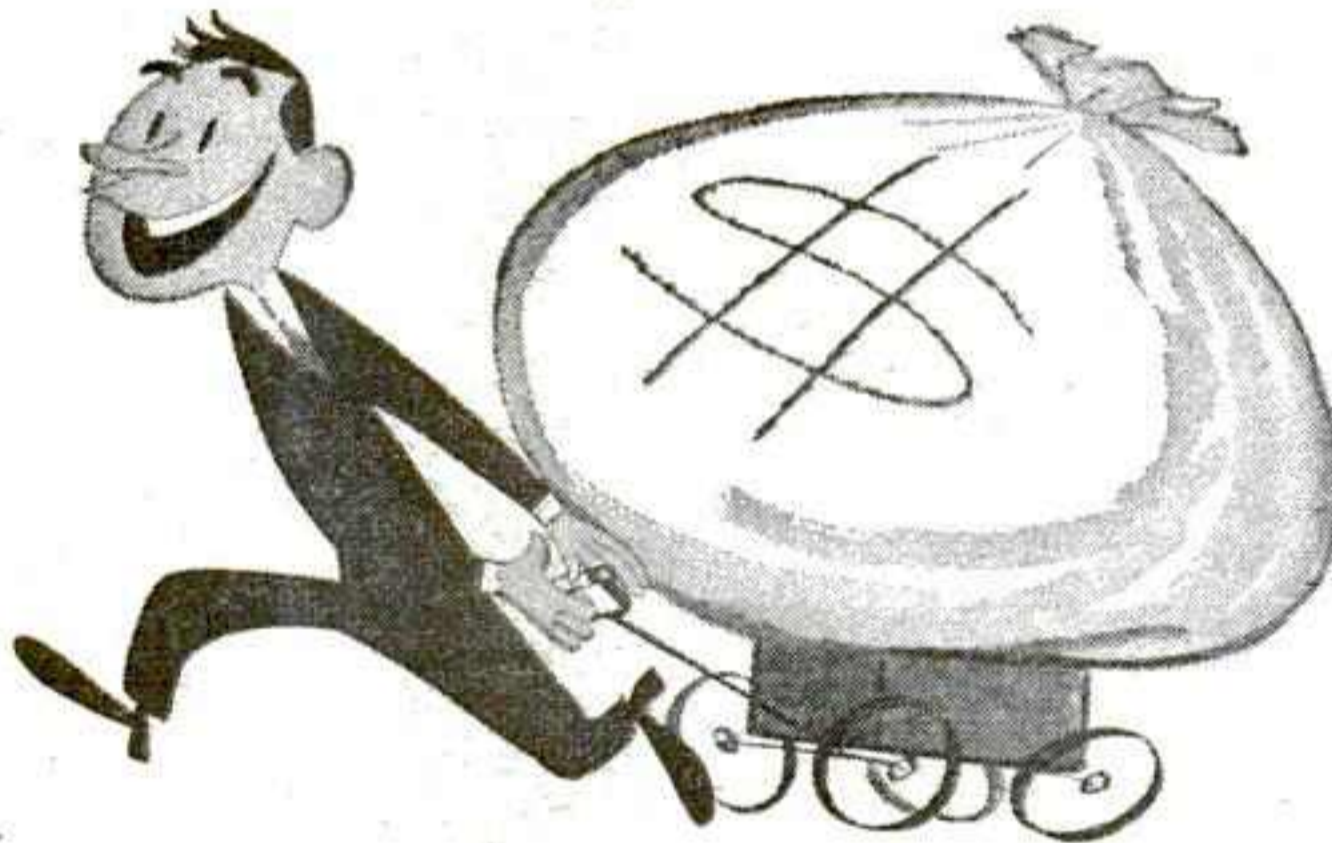
Bryant also asked if the ASCAP indictment of payola included "payments to musical directors and program directors?" Adams agreed it did include these. "And how far in music does it go—does it include canned or background music?" FCC counsel asked. Adams said "Live music and records" were the main areas, and prime villains were a.&r. men and broadcasters.

Adams' prepared statement noted that the performing rights society had not the facilities to determine on a case-by-case basis when a particular performance "was or was not the result of improper plugging by an ASCAP member or some third party." He insisted that control and policing had to come at broadcaster level, thru FCC statute and regulation.

# How manufacturers select records for the BIG PUSH

**It's an economic fact of life in the record business. Even the biggest manufacturers can't afford to put strong promotion behind each and every release they turn out.**

**So what do they do? They make the BIG PUSH on those records which they feel have the best chance of paying off—for them and for you!**



**ONE OF THE** important early signals that tells you which records they're pushing is **Billboard** advertising. Smart, aggressive labels **FEATURE** their best releases in big-space advertising in **The Billboard**—and they advertise in **Billboard** before they tip their hands in any other way.

How good are they? A detailed study of the statistics covering literally thousands of releases proves that **7 out of 10 of tomorrow's 100 hottest records are featured** in the big-space ads in

**Billboard today**—and four of them will soon reach the best seller class!

So—if spotting the hits in advance is important to your programming . . . or your sales . . . or plays . . . be sure to . . .

**. . . make it a special point to program and order from the records featured in Billboard ads each week!**



*released today:* **CARMEN**

*The most exciting performance in the opera's 85 years!*

**VICTORIA de los ANGELES**

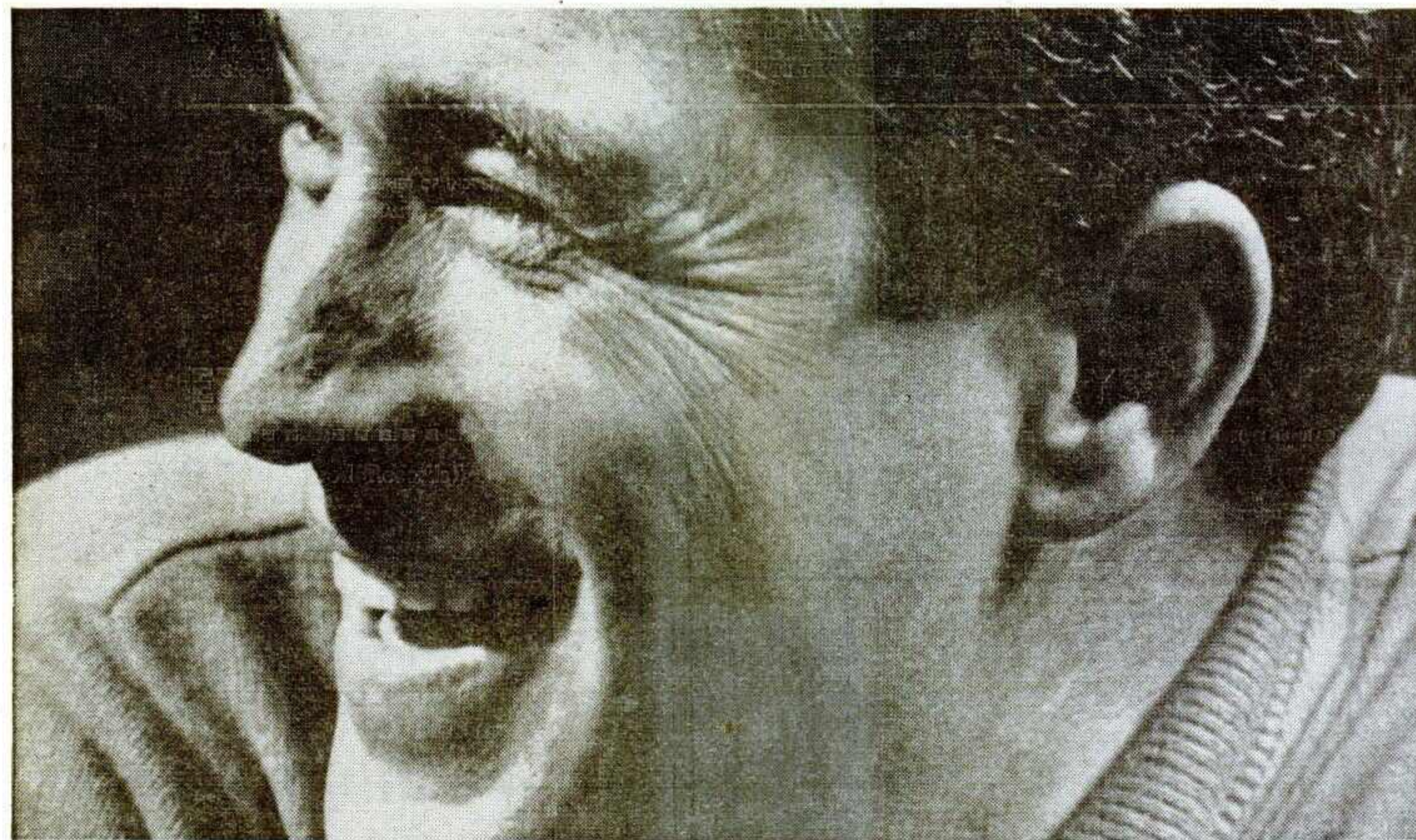
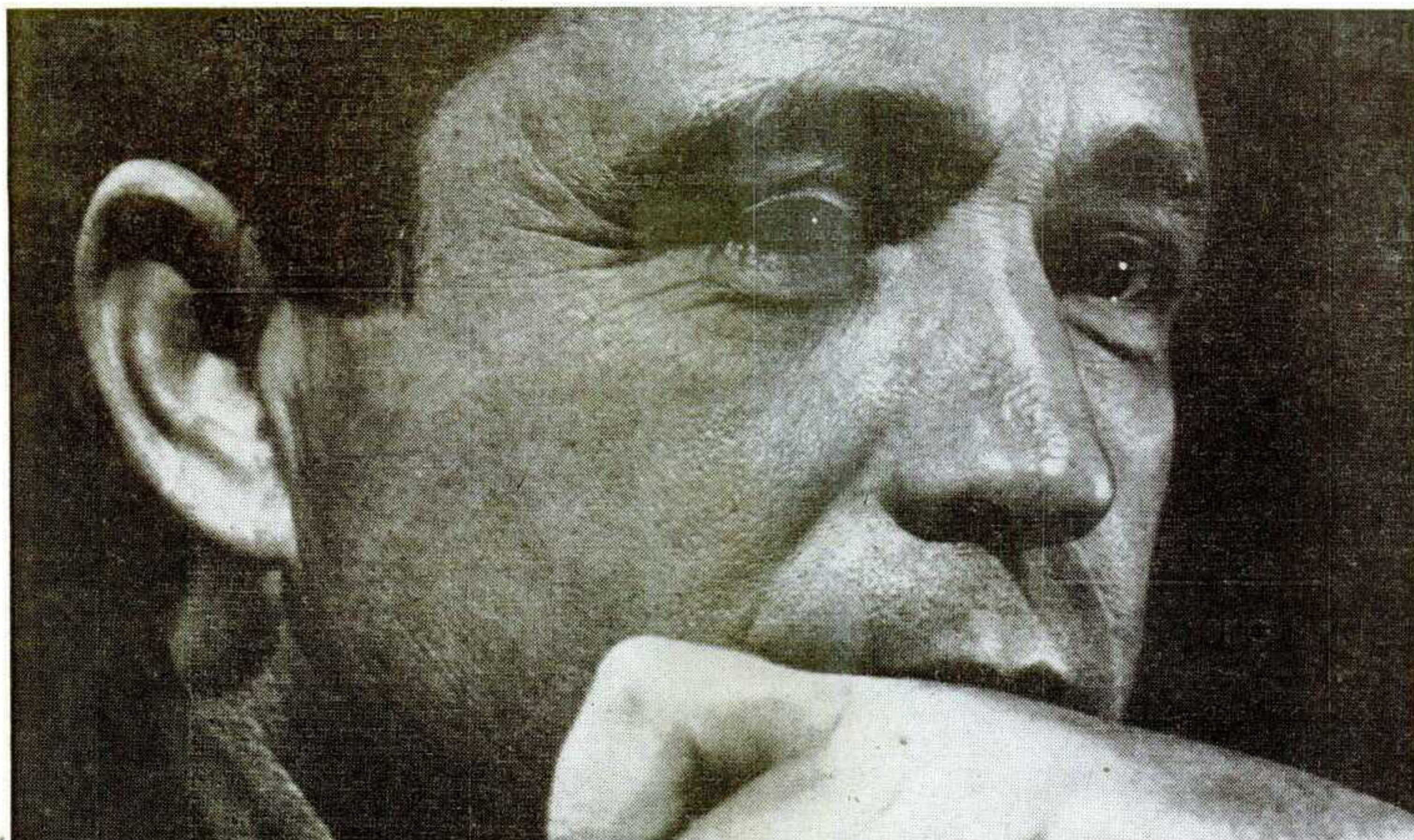
"one of the world's greatest artists! Within a quarter century...we cannot place a duplicate or even an approximation of her genius" (Paul Hume, Washington Post)

*Nicolai Gedda Ernest Blanc Janine Micheau Sir Thomas Beecham*  
conducting



*This "must" album is included on Capitol's 10% Discount Program. Ask your Capitol Representative*

\* Three records handsomely boxed with French/English libretto • Full Dimensional Stereo SGCR 7207 • Monophonic GCR 7207



**TWO SIDES OF COMO**  
**I Know What God Is**  
c/w Delaware

47/7670



## Music Picture Still Dirt

• Continued from page 2

jockies have been fired, forced to be quiet or changed their working habits, the \$25 payola jobs are still "as much in business as ever." With a startling disregard, say some manufacturers, for the payola probe, these \$25 jocks are still calling their manufacturer friends and asking "Where is the bread?" One manufacturer stated that a jockey told him he would be in New York to see him to get his stipend, another called a manufacturer and asked for loot since he was going on vacation.

Yet there have been changes made by a few manufacturers in the light of the probes. One of the companies against whom the FTC issued a complaint is reported to have sent a letter out to distributors telling them that there would be no more free records. Free records, generally shipped on the basis of 300 free for every 1,000 purchased, have long been suspected to be the means with which distributors paid their local jockeys for plays, by turning these freebies into cash. If other companies follow this lead, it could lead toward the eventual elimination of distributor support of jocks via freebies.

### Freebie Switch

Yet another large indie, convinced that freebies are now on the way out, has been working on a new scheme to circumvent the effect of no freebies. The firm is thinking about selling one record at distributor list and the next at say 50 per cent off. Idea here is that if a distributor ordered 1,000 records he would get 500 at the regular price and the other 500 at half price.

There have also been some interesting developments concerning some of the companies who had

a complaint served against them by the FTC. Bernie Lowe, head of Cameo and Swan Records, told The Billboard this week that he had signed the consent order, the same one RCA Victor signed, but that he asked for 30 days delay before it became effective so that all his competitors could sign it too. It was also reported that one company signed it for the one company but refused to sign it for the officers of the company unless all other companies who signed the consent order did the same thing. There was one rumor that some indies would fight the consent order, altho this was considered doubtful.

## Garfield Feted

• Continued from page 2

a five-year pact that calls for a salary of \$25,000 per year. His job is to set up and run the music firms for the booking agency, a move that MCA has been contemplating for well over a year. It is understood that the music firm will be a part of the MCA Revue Productions, Inc., the TV film production wing of the agency.

MCA's entry into music publishing is another case of users of music starting their own music firms. Jack Wrather of the Wrather radio chain and Muzak, has been trying for many months to set up his own music publishing business. Like Wrather, MCA is interested in purchasing a large established ASCAP firm or two to start the music company rolling, and the two names most often mentioned in this connection are Mills Music and Bourne Music. However, after the collapse of the Mills-Wrather negotiations it is not known if Mills is still interested in selling, and Bourne's execs also deny any intent to sell the firm.

## Rod Lauren

• Continued from page 3

tion had all the usual elements, plus the dealer angle. Other aspects were a six-week tour, national TV appearances on the Bob Hope, Perry Como, Dinah Shore and Dick Clark shows, record hops, special dealer aids such as a dago sleeve, press interviews attended by a public relations and a promotion man, fan club fanfare, etc.

Cost of the campaign totalled about \$50,000, including the free record tab and the travel expenses.

Alexander notes several important aspects of the campaign, which are of interest to the trade generally: (1) The planning was carefully done, so much so that the itinerary was changed about a dozen times in order that distributor, dealer, deejay visits and record hops could be timed so as to secure maximum impact; (2) quite a lot of the impact in such a promotion is dependent upon the nature of the artist's contractual arrangement with the diskery. In the case of Lauren, RCA Victor could go to town, with no obstacles or personalities in the way. The Neil Sedaka and Johnny Restivo promotions were fairly successful, Alexander indicated, but in these instances, RCA Victor did not have as much control as in the Lauren promotion. (3) Every aspect of the campaign had legal clearance and can be repeated in other artist promotions.

In sum, Alexander said, "It shows that you can put over an artist without payola, with a carefully planned drive. . . . We have discovered a success pattern and will apply and refine it." This thought ties in with a recent remark by diskery chief George

## Roulette LP's

• Continued from page 2

include sets by Jimmie Rodgers, Pearl Bailey and Ronnie Hawkins.

The January program also calls for a special promotional push on two albums which were part of Roulette's November - December releases — Anne Phillips' "Born to Be Blue," and "Music for Wise Guys and Boosters, Card Sharps and Crap Shooters" by Turk Murphy.

Both packages have fared well sales-wise since their initial release, thereby cueing the special campaign this month, complete with special display material and additional deejay samples so that distributors may re-service stations.

Meanwhile, Roulette executive veepee Joe Kolsky has started what is described as his "most extensive road trip in years," during which he will make a complete reappraisal of each distributor's Roulette operation as well as supervising promotion on the January "Soundsational Sales" program.

Kolsky will remain on the road until February 20, calling on deejays, operators, one-stops, and dealers in 25 of the label's distribution points all over the country.

## FTC Payola

• Continued from page 2

ings (see separate story) would reveal the unnamed disk jockeys mentioned in the various FTC complaints. Harris would not say definitely one way or the other, but speculation was high that some of the names would be among those of the deejays the subcommittee probers have questioned on payola.

Federal Trade Commission statute covers payola under its unfair competitive practices section. FTC says the record companies and distributors have, by paying the disk jockeys, deceived the public and suppressed competition by inflating popularity ratings and sales of the records getting play for pay. Companies have 30 days in which to reply to the complaints.

RCA, among the first to be cited, signed a consent agreement in record time. As yet, no consent agreements are reported from the other companies cited. By signing consent and promising not to indulge in payola in the future, company avoids further action, and does not even have to admit guilt.

## Green Forecasts

• Continued from page 2

stereo. Green said that serious classical buyers are more concerned with high fidelity in sound than they are with adding the rostrum stereo illusion. An orchestra playing Beethoven, he pointed out, cannot take liberties with the score or the arrangement of musicians to heighten the illusion. In pops, on the other hand, music can be gimmicked to provide stereo kicks. Trick separation of sounds will speed a growing stereo sale among popular fans, he said.

The trend cited by Green substantiates a forecast he made almost two years ago when many industry experts were tolling the death bell for monoaural. He pointed out then that stereo is so compelling a form that it was not suitable for casual listening. It's almost impossible to read to, he argued. Thus, he concluded, the market for mood music, among others, would continue to show substantial activity in single-track music.

Marek, who stated that the singles business calls for fresh thinking. Alexander indicated that the singles field, because of its importance in talent development, must be given the benefit of promotional research and drive.



the most exciting  
guitar instrumental  
of 1960

# DIDDY BOP

and

**KNOCKDOWN**

**SONNY  
FORREST**

ATCO 6157

**ATCO  
records**

See your ATCO Distributor  
for special LP deal.

## 'ETERNALLY'

**SARAH  
VAUGHAN**

MERCURY

**BOURNE, INC.**

(ABC Music Corp.)

136 West 52nd St., New York, N. Y.

Mills  
**HIT REMINDERS**

**SCARLET RIBBONS**  
★ THE BROWNS  
RCA Victor 47-7614

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

**GREAT HITS!**

**BOURBON STREET BEAT**  
WARREN COVINGTON  
DECCA #9-31010

**LIVIN' DANGEROUSLY**  
McGUIRE SISTERS  
CORAL #9-62162

MUSIC PUBLISHERS  
HOLDING CORPORATION

## "MONEY"

(THAT'S ALL I WANT)

**BARRETT STRONG**

anna 1111

Smash! Detroit—Chi—St. Louis—Atlanta

'60's SLEEPER

**"LONELY & BLUE" Johnnie & Jackie**

anna 1108

D.J.'s: Write, wire, phone for copies

anna records, 588 farnsworth, detroit, mich. (TE 1-7474)

## Another Billboard Record/Phono Dealer

WILSONS TV & APPL 6320  
VILLAGE SHOPPING CT 0130  
HARRISON-KIMSERLY RD  
DAVENPORT IOWA

## Wilson's TV and Appliance

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

- . . . is essentially an appliance store
- . . . offers both records and albums
- . . . handles phonographs from \$19.98 to \$650
- . . . has been reading Billboard for 1 year 10 months

Your key to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

quite simply,

**A SMASH!**

**"FOREVER"**

B/W "TWO BY FOUR"

**THE LITTLE DIPPERS \***

UNIVERSITY RECORD  
#210

**\*The ORIGINAL Version**

DISTRIBUTED NATIONALLY BY:

DISTRIBUTED IN CANADA BY LONDON RECORDS OF CANADA LTD., MONTREAL



**CONCERT REVIEW**

**Another Field Day for Seeger Fans**

Pete Seeger racked up a gross of \$9,500 at his third annual appearance at Carnegie Hall (23). The house had been sold out for weeks but a heavy snowfall caused a few to miss what was a pleasurable evening with the folk singer. His large following overflowed onto the stage and roared approval at every selection offered.

The repertoire ranged from labor songs to Christmas, Chanukah and foreign offerings, latter including numbers of Spanish, German, and African origin. Seeger's songs also touched upon the quiz scandals, the Sacco-Vanzetti case and a parody titled "What a Friend We Have in Congress."

His material, tho well balanced, stressed new numbers despite repeated audience requests for his standards, of which he finally did only "Midnight Special." Also on the program was a talented African dancer, Robert LeHouse, whose efforts were well received and who would have been accepted even more warmly except for the audience's demand for more and more Seeger. The folk singer's new material, incidentally, should make for a new album with built-in sales potential. Tom Noonan.

\* \* \*

**A Dynamic Stravinsky at Carnegie**

Igor Stravinsky conducted a dynamic performance of his own "Le Sacre du Printemps" by the Columbia Symphony Orchestra at Carnegie Hall Sunday (3), drawing a tremendous ovation from the audience. The taut, dramatic reading is of special trade interest in that it forecasts a Columbia recording of the same work, conducted by the composer. This disk will be another in the Columbia series wherein Stravinsky documents his life's work by mounting the conductor's podium.

Stravinsky wrote "Le Sacre du Printemps" in 1911. The current performance reveals an interpretation deriving from Stravinsky's most mature artistic development. Capturing this on records should be an important event to classical buyers.

The concert was one of four sponsored by Columbia Records. Robert Craft conducted the orchestra in the initial selections of the Carnegie Hall date. These included Schonbert's "Begleitungs-musik zu einer Lichtspielszene," a first New York concert performance; Webern's "Six Pieces for Large Orchestra," an American premiere of the original version for large orchestra; and Berg's "Three Pieces for Orchestra." Craft drew a very warm audience response. Paul Ackerman.

\* \* \*

**Soviet Ork Makes Auspicious Bow**

The initial American appearance by a Soviet orchestra has created a major stir in musical circles, and deservedly so. The Moscow State Symphony's opening program at Carnegie Hall, in the first of a series of concerts here under the auspices of S. Hurok, proved that it has a number of decided strong points.

Perhaps the most important of these is the fantastic clarity of the articulation by its various component sections. In its first offering, Tchaikovsky's well-worn Fifth Symphony, the music sounded positively fresh because the interplay of harmonies and textures was presented with the utmost clarity. Conductor Konstantin Ivanov did not choose to wring the last drop of emotion from the work; instead, it was played for depth and understanding rather than drama, and so effectively that the familiar old themes and harmonies took on new excitement.

Soloist at the opening concert was pianist Emil Gilels, who made it clear that Van Cliburn has no monopoly on scintillating performances of the Tchaikovsky Piano Concerto. He turned in a big performance, yet one with insight as well as power. The same composer's "Capriccio Italien" made for a good-humored, light-weight windup to an event which started the Soviet group's visit on the right foot. Sam Chase.

\* \* \*

**NIGHT CLUB REVIEW**

**Syms, Wade Score at Living Room**

Sylvia Syms is again packing them in, in her first engagement this year at New York's Living Room nitery. She treats the crowd to a few of the selections from her forthcoming Columbia album and to some of her standard tunes. Her warm delivery is most acceptable on both ballads and up tunes.

Her songs included "Remind Me," "Cockeyed Optimist," "Down in the Depths of the 90th Floor," and "I Could Have Danced All Night."

Sharing the spotlight with Miss Syms is Coed Records' talented find, Adam Wade, who is making his professional debut with this appearance. Wade has a relaxed and informal delivery that shows definite signs of becoming an important personality. Wade's songs included his current single, "Tell Her for Me," "Bye, Bye Blackbird," "Imagination" and "Ruby."

Rounding out the bill is the Bobby Cole Trio. Cole is a fleet pianist with an attractive style and a pleasant way with a song. If he's not already signed, he's overdue. Howard Cook.

**HEAR THE PERFORMANCE THAT THRILLED MILLIONS ON THE ED SULLIVAN SHOW, DEC. 27**



**VANGUARD**

recordings for the connoisseur

Two magnificent long-playing records!

**CHARLTON HESTON**

reads from

**THE FIVE BOOKS OF MOSES**

of THE HOLY BIBLE

with the Robert DeCormier Chorale

**Volume I. "IN THE BEGINNING"**

The Creation, The Garden of Eden, Cain and Abel, The Story of Noah, Abraham and Isaac, The Joseph Story

high fidelity VRS-9060 \$4.98  
stereophonic VSD-2049 \$5.95

**Volume II. "OUT OF EGYPT"**

The Story of Moses

high fidelity VRS-9061 \$4.98  
stereophonic VSD-2050 \$5.95

Also available in luxurious 2-record album, with complete notes and texts.

In these recordings, the star of "The Ten Commandments" and "Ben-Hur" reads the imperishable words of the Holy Bible with magnificent voice and complete personal conviction. Woven into his readings are songs which dramatize the meaning of the texts, performed by one of the great choirs of our country. The end result is an overwhelming religious, literary and musical experience.



Photo courtesy of Metro-Goldwyn-Mayer from the film Ben-Hur

Order now from your local Vanguard distributor.

- Albany: Leonard Smith
- Atlanta: Southland
- Boston: Music Suppliers of N.E.
- Buffalo: Tracy-Mitchell
- Charlotte: Mangold
- Chicago: M.S. Distributors
- Cincinnati: Hit Records
- Cleveland: Cosnat
- Dallas: Baker Dist. Co.
- Denver: Pan American Record Supply
- Detroit: Jay-Kay
- District of Columbia: Schwartz Bros.
- El Paso: Sunland Supply
- Hartford: Leslie Distributors
- Houston: H. W. Daily
- Los Angeles: Modern
- Memphis: S-W Distributing
- Miami: Tru-Tone
- Milwaukee: Garmisa of Wisconsin
- Minneapolis: Harold M. Lieberman
- Newark: Cosnat
- New Orleans: R & D
- New York City: Stanley-Lewis
- Philadelphia: ESB Distributors
- Phoenix: Sunland Supply
- Pittsburgh: Bill Lawrence Inc.
- Portland: B. G. Record Service
- San Francisco: New Sound
- St. Louis: La Mar

**VANGUARD RECORD SALES CORP.**  
154 W. 14th Street  
New York 11, N. Y.

1902 Leland  
Houston 3, Tex.  
Ph.: CA 8-5156

1043 Broadway  
Denver 3, Colo.  
Ph.: MA 3-8497

1327 Crampton St.  
Dallas 7, Tex.  
Ph.: RI 8-6707

1305 Spring St., N. W.  
Atlanta 9, Ga.  
Ph.: TR 5-0354

1301 W. 79th  
Chicago 20, Ill.  
Ph.: AB 4-3600

Dealers  
and Ops:

Big LP and  
45 Stock

Overnite  
Delivery

Free Title  
Strips!!!

**MUSIC BOX  
ONE-STOP**

## Not Same Cathy Carr

NEW YORK — Roulette canary Cathy Carr wants the trade to know that she is not the Cathy Carr, an actress, who made the wire services last week with a suicide attempt. The singing Cathy Carr started a road trip last week to plug her new disk "Little Sister." She guested on Bob Clayton's WHDH-TV show in Boston and Jack Spector's WPRO-TV program in Providence, R. I., last week, and is booked for the Dick Clark Show January 18, following which she will visit jocks in the Baltimore and Washington areas.

## Adult Amateur

• Continued from page 13 •

Egbert, AMC vice-president, who states in part:

1. Make a list of neighbors who play instruments, from accordions to zithers. 2. Ask the music store proprietor to pass the word around; ask the school band director for names of interested people. 3. Post notices in stores, especially music stores. 4. Write or call individuals who show interest, and follow up with personal calls. 5. Set a meeting, with instruments, to discuss plans, and suggest each prospect bring along an interested friend. 6. Seek editorial support from local editors; while he is on the phone, ask him if he plays an instrument.

At the meeting, urges Egbert, iron out such matters as practice sessions and administrative details. Egbert adds: "You might have to close the door on some play dates. . . . After all, you don't want to lose your amateur status."

## UA Jan. Plan

• Continued from page 13 •

lar Concert Orchestra of Madrid and a jazz volume which introduces the Booker Little Quartet plus Max Roach. All of these are available monaurally and in stereo.

Don Ovens, national promotion manager for United Artists left last week on a promotional tour thru the South. Releases he will be plugging include "You Got What It Takes" by Marv Johnson, "Dream Concerto" by Ferrante & Teicher, "The Village of St. Bernadette" b-w "The Sound of Music," by Rosemary June and "Everybody's Going" by Eddy Holland.

Ovens will contact deejays and distributors in Charlotte, Charleston, Atlanta, Miami, Jacksonville, Louisville and Cincinnati.

## Chi Payola

• Continued from page 3 •

least a week. Harris intimated he expects the hearings to match the quiz show hoopla in public interest. Cost of the investigation, he said, will be \$410,000. Present subcommittee staff of 25 is being expanded to take in six new investigators and two clerks.

Representative Springer listed four activities that will occupy the interest of the interrogators:

1. The garden variety of payola: payments by labels and distributors to deejays for plugging records.

2. A closely related variant, payments by singers and their managers for disk plugs on the air.

3. Ownership by licensed broadcasters and station employees of a percentage of musical talent plugged on the air. Presumably, this phase also includes part ownership of tunes and publishing houses.

4. Kickbacks of live talent fees to station personnel.

## MGA Wins Again

• Continued from page 3 •

tion — in this case Alliance of TV Film Producers, Inc. — did not constitute a legitimate bargaining unit. AFM had been negotiating separate contracts with the indie TV film firms.

Major firms in the Alliance group include: Desilu; Revue Productions; McCadden Corporation, with five subsidiaries; Hal Roach Studios; Marterto Productions; Ziv TV; Lindsley Parsons Productions, Inc.; Mark VII, Ltd.; Flying A Productions, among others.

AFM won claim that Mark VII Music, subsidiary of Mark VI, Ltd., was under contract with them and not open to election at this time. ZIV TV, also an Alliance member, will hold no election since it

## Victor Signs 3 New Acts

NEW YORK — RCA Victor's a.&r. team, Hugo & Luigi, have signed several new acts. These are Monty Babson, British pop singer already recorded in "I Wish It Were You"; Sam Fletcher, heretofore a non-pro, and Betty & Sue, Texas warblers whose first disk is "A Hoot and a Holler."

## Deejay Bowls

• Continued from page 13 •

has a one-stop is childish. . . . This has brought transshipping and bootlegging."

In line with his stand on distributors, Biondi pointed out that the "Running Bear" and "The Happy Reindeer" disks have both sold over 20,000 in this market. The jock attributes their sales strength here to the fact that "one is handled by a factory branch and the other by a distrib with only a few lines."

has not employed musicians since 1955, it told NLRB, "and at present has no intention of hiring any."

### Another Billboard Record/Phono Dealer

FISCHERS RECORD SHOP  
6552 WOODWARD  
DETROIT 2 MICH  
6320 0440

## FISCHER'S RECORD SHOP

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

- . . . is essentially a record/phono store
- . . . offers both records and albums
- . . . handles phonographs selling from \$39.95 to \$1,100
- . . . has been reading Billboard for more than 5 years

when answering ads . . .

Say You Saw It in The Billboard

on 20th FOX

# ALL YOU HEAR IS BEAUTY

# GOIN' HOME

b/w ALL GOD'S CHILDREN GOT SHOES  
#55229



# Gogi Grant

DISTRIBUTED IN CANADA BY LONDON RECORDS OF CANADA LTD., MONTREAL



# LIBERTY



**ANNOUNCEMENT!**  
**MALLARD PRESSING CORP.**

is now under new ownership and management and has changed its name to  
**DISKMAKERS INCORPORATED**

Diskmakers Incorporated is now one of the largest independent custom pressing plants in the east.

**WHY YOU SHOULD PRESS AT DISKMAKERS**

**FACILITIES:**  
Compression and injection molding of 45's and LP records in extended vinyl, pure vinyl or styrene. Ample capacity for hits, promotional and premium records with no delivery foulups. We ship before others finish the paperwork.

**EXPERIENCE:**  
Seasoned production staff, some of whom have been in custom pressing since 1945.

**PRICE:**  
Careful operation at high levels of capacity creates economies which are reflected in prices we believe to be **LOWEST** in the industry. This, plus unique profit-sharing plan, can save you large sums of money if you use records in quantity.

**SERVICE:**  
We are big enough to produce large quantities on short notice, get labels printed the same day, etc., yet small enough to give every order personal attention.

**PLANT SECURITY:**  
Detailed records are kept on stampers, labels, and pressings with an elaborate control system to ensure that all records produced are billed to the manufacturer.

**\$\$\$\$\$\$**  
By pressing at DISKMAKERS you save substantially and increase your sales by avoiding bottlenecks which keep your records from being at the point of sale when needed.

For Price Quotes call Pete Jameson. To Place Orders call Dan Davies. Phone: Dewey 6-5151-52-53 or Dewey 4-1115-16-17 in Phila.

**DISKMAKERS INCORPORATED**

1626 Federal Street  
Philadelphia 46, Pa.  
Morris Ballen, President

**Harris for Short Hearings**

• Continued from page 3

ola if present laws are not adequate. He prophesied that legislation would result, and noted that "the administration had also recommended legislation" on payola. He declined to discuss the Justice Department memorandum on the subject.

Harris refused to say whether record company officials would be called in addition to disk jockeys and others known to have come under the probers sights. He did not even want to indicate the number of witnesses. He did say, in answer to a reporter's question, that if the music business is heavily involved, as indicated by subcommittee counsel Lishman's memo (The Billboard, December 21, 1959)—these practices would have to be considered during the payola hearings.

The legislative chairman, who is also chairman of the full House Interstate Committee, said the staff needs another six or eight "trained technical people" in addition to its present staff of about 25, to cope with the "many problems to be developed on the unfinished business of payola" before the hearings. This may add to jitters of record company officials, a.&r. men, distributors and broadcast personnel, in addition to deejays.

Employment of technically-trained help indicates that the hearings may get down to brass tacks on exactly who spent what and where. Shortness of available time before the February 8 starting date will mean a frantic scramble for additional personnel, and round-the-clock sessions for the heavily burdened staff to assemble and correlate material — some of which was being dug out of Chicago by the legislative probers last week.

**Election Year Pinch**

The committee chairman said that time compression was neces-

sary because it is an election year, expected to end with the July convention dates. Harris seemed to feel that there would be no chance of resuming the session on the Hill between July and the beginning of electioneering.

The subcommittee will require \$410,000 for the coming session, of which about \$275,000 will be new money, and the rest funds unavailable by the full committee and available to the legislative oversight group, Harris said.

Target payola activities summarized in the subcommittee's staff memo of December, in addition to deejay payola for record play, included: alleged heavy payola, to a.&r. men; net-owned record companies getting favored treatment from net affiliates; conflicts of interest when broadcast personnel own talent, record companies, music publishing firms, et al., kickbacks on all levels of co-acting broadcast and music business; freebies and rigged ratings; and music publisher payoffs to broadcast personnel in the form of "fictitious loans, mortgage payments, consultation fees," etc. (The Billboard, December 21, 1959).

**Seeco Pact for Rose Hardaway**

NEW YORK — Seeco Records has signed chanteuse Rose Hardaway to a three-year pact. Mort Hillman, a.&r. chief, is scheduling albums and singles for release. Hillman termed the acquisition of the singer as another move toward putting the label more strongly into the pop field. Hillman noted that Seeco albums now in production include packages by Teal Joy, Bette St. Claire, Alan King, Lilo and Zoot Sims.

**BIG 4**

"LET IT ROCK" 

b/w

"TOO POOPED TO POP"  
**CHUCK BERRY** chess 1747

"MIGHTY HIGH" 

b/w

"ORGAN GRINDER'S SWING"  
**MILT BUCKNER**  
now on argo 5356

"HOT DOG" 

checker 940

**DALE HAWKINS**

"ROAD RUNNER" 

b/w

"MY STORY"  
**BO DIDDLEY**  
checker 942

chess prod. corp., 2120 s. michigan  
chicago 16, ill. (CALumet 5-2770)

**LIBERTY**



DISTRIBUTED IN CANADA BY LONDON RECORDS OF CANADA LTD., MONTREAL

- THE SINGER
- THE SONG
- THE PERFORMANCE

**GENE MCDANIELS**



**IN TIMES LIKE THESE**

B/W **ONCE BEFORE**  
#55231

# GE Thermo-Plastic Recording Process

New System Commercially a Year Away; Magnetic Tape Interests See Snags

By REN GREVATT

NEW YORK — The General Electric Company unveiled a new system for the thermo-plastic recording of sound and coded electrical impulses this week at a press showing Tuesday (12) in the Hotel Pierre.

Spokesman making the presentation for the company noted that the process, known as TPR, "could compete with photo film and magnetic tape and promised a wide variety of military applications." About a month ago, word of the process leaked out generally in the trade. Coincidentally more than a 30 point drop in the stock of the Ampex Corporation, leading manufacturer of magnetic audio-video tape and equipment designed to use magnetic tape, was noted.

GE officials noted that the system employs basically new principles and that much additional technical development will be required before TPR will appear in commercial products, a fact which was echoed emphatically by representatives of magnetic tape interests attending the demonstration.

Dr. Guy Suits, veepee and re-

search chief for GE, reported that TPR will combine the processing speed and versatility of magnetic recording and the storage capacity of photography and that it will offer some advantages over both these recording systems. It can concentrate 100 times the information in a given space as magnetic tape, according to Dr. Suits, and in principle it could put down 24 volumes of the Encyclopedia Britannica on a reel the size of a spool of thread.

The new process employs elec-  
*(Continued on page 28)*

## Zenith Debts New Sales Subsidiary

CHICAGO — Hugh Robertson, board chairman of the Zenith Radio Corporation, has announced the organization of a subsidiary firm, the Zenith Sales Corporation, and the acquisition of a new plant in Menlo Park, Calif., to be operated by Zenith Radio Research Corporation.

Robertson said the new sales wing will perform all marketing functions for Zenith phono and stereo home instrument product, radios and TV. It will be responsible for sales, distribution, product planning, advertising, sales promotion and market research. Parts and accessory sales and service departments will also be a part of the new set-up.

The purchase of the West Coast plant reflects the expansion of the Research wing of Zenith. It will house research, engineering and manufacturing facilities for the company's activities in microwave tube and X-ray fields.

## BAUER TO GIVE STEREO TALK

NEW YORK — Benjamin B. Bauer, veepee of CBS Laboratories, Stamford, Conn., will discuss "Theories of Stereophonic Sound" at a meeting this week of the Audio Engineering Society at the CBS studios here.

The meeting, which will be held at 8 p.m., is open to all those interested in audio engineering activities. Bauer will review stereophonic versus binaural sound, and discuss directional perception and virtual images. He will also compare delay stereophony and intensity stereophony and discuss actual reproduction and speaker placement.

## Zenith Execs Report Hefty Sales Boost

CHICAGO — Stereo sales are good but "we the industry" set sales goals five times too high at the beginning, according to Leonard C. Truesdell, exec veepee in charge of sales for the Zenith Corporation.

At a recent press conference here, Truesdell declared that difficulties in determining the actual current sales levels of stereo are the result of a lack of good figures. "Too many companies are not reporting," he said.

Turning to radio, he projected a sales level of 10,000,000 home units annually for the five to 10-year period ahead. At the same time, he saw sales of TV at about 8,000,000 for the same period.

At the same meeting, Zenith's growth in the industry was illustrated by a statement from prexy Joseph S. Wright to the effect that the firm in 1959 will top \$250,000,000 in sales volume, a gain of \$55,000,000 in gross over 1948.

## Booth Show For Apartments Set in Calif.

SANTA MONICA, Calif.—The first annual Multiple Dwelling Show will be presented in the Santa Monica Civic Auditorium February 24-28, under the direction of the Crown Pacific Company of Beverly Hills. Theme will be "Springtime Is Rental Unit Merchandising Time."

Show will feature good building design incorporating new products for better apartment living. The host exhibitors will be the American Institute of Building Design, Apartment Owners Association of Los Angeles County and the California Landscape Contractors' Association.

Potential appeal of the show is based upon the fact that there are 494,000 multiple-dwelling structures, each comprised of three or more dwellings, in Los Angeles County alone. Displays are expected to draw interest of builders, architects, owners and managers from California and Arizona.

## New Stereo Mike For Non-Pros

NEW YORK—North American Philips Company, Inc., has made available a stereo microphone (Norelco Model EL3752-01) which will enable stereo recordings by non-professionals. The unit consists of two microphone elements (for left and right channels) set at right angles and mounted in a single housing. The microphones are the dynamic (moving coil) type with a cardioid pattern.

Net priced at \$39.50, the Norelco mike comes with 16 feet of shielded cable and a three-conductor telephone plug. It is standard equipment with the new Norelco "400" four-track stereo tape recorder.

## DUCATS WITH PLATTERS

### Dealer Capitalizes On Theater Tie-Ins

By BOB LATIMER

ST. LOUIS — Capitalizing on the fact that there are three major theaters located within a block of his location with colorful, eye-catching promotion sells a lot of "plus business" records for Pat Blunda, owner of The Music City, here.

Blunda's store is located only a short walk away from the Fox Theater, largest motion picture house in the world, as well as two others only slightly smaller. This mid-town section of the city draws a lot of entertainment-minded traffic, and consequently, Blunda does everything possible to promote the same music which appears in the scores of theater presentations.

For example, when a near theater played the live "Li'l Abner," Blunda not only featured the songs from this comedy in his windows, newspaper advertising, etc., but likewise hired an extremely shapely model to stand in the lobby of the big theater, wearing the same tatters as Daisy Mae, to distribute printed lists of the songs to each customer entering the theater.

Containing a thumbnail summary of the plot of the show, each of the printed slips invited show-goers to visit Music City nearby for complete albums of the music which titillated them during the stage presentation. "Daisy Mae" was attractive enough to draw some editorial attention from St. Louis newspapers, and her presence in the theater lobby, of  
*(Continued on page 28)*

## New Victor Radio-Phono

NEW YORK — RCA Victor is introducing a new stereophonic AM-FM radio-phonograph combination with a swing-out, detachable speaker unit in its new line of Victrolas. It is the Mark XXI, and it is a de luxe tuner with separate AM and FM circuits permitting both types of stereo, in one instrument. The set, which has an output of up to 60 watts, is equipped with FM multiplex and stereo-tape jacks. It is equipped with a diamond stylus.

# Audio Feedback

## THE NEW-PRODUCT PROBLEM

Launching a new product in the audio field is always a calculated risk, but one of the main problems lies squarely in the dealer field. "It's safe to merchandise a new item on a large scale if it's just a standard product with some individual features. But if it's a really new development, you've got to limit the marketing to just those dealers who can understand and sell a radical product to avoid having your product stuck on a shelf to gather dust," Abraham B. Cohen, president of Advanced Acoustics, told us last week.

Cohen is currently concerned with the new-product problem in a very real way. Later this month, he is going into full-scale production with a new loudspeaker, which he calls the 440 Bi-Phonic Coupler, and to spring it in its first dealer showing in New York. He fully expects it to be a controversial product, also eventually easy to sell when the missionary work is done.

"Of all the packaged-goods, music, record and audio dealers in the country, only about 2,000 do a good general job of high-fidelity selling," Cohen stated to us in the New Jersey plant where he intends to make his new speaker. "Of this group, he added, 'only about 600 to 700 dealers are what you could really classify as being progressive, active and serious. This is the group in which we want to concentrate, at least until we really get started.'"

New-product kick-offs could be solved (as they are in the largest consumer industries) by the sheer weight of national advertising, Cohen admits. But, as he pointed out, "even the largest manufacturers in the audio-phono field seldom have this kind of money, and much of the problem is a matter of smart retailing."

Cohen's problem becomes apparent when his new loudspeaker (Price: "About \$130) is given a practical demonstration. A veteran of more than 25 years in the electro-musical and broadcasting fields, and until 1958 the engineering manager of University loudspeakers, Cohen has come up with a small-sized packaged speaker unit with a big sound and a set of statistics that will make most dealers do a double-take.

The 440 Bi-Phonic Coupler is strictly junior in size, measuring 18 by 24 by 4½ inches, complete. The unit's gimmick, however, is the fact that its lightweight, polished-wood face, rectangular in shape and shock-mounted at the edges, is driven by a big, flat magnet and can deliver window-rattling low bass, with a 15-watt amplifier pushing it.

Thus, the floating, power-driven face replaces the usual speaker cone and provides, by Cohen's estimate, "about three and a half times the effective piston area" of the usual paper-coned speaker you'd find in a unit of its size. Even on low-low bass (of the order of 35 cycles), the 440 doesn't have to move very far to woof loudly and firmly, according to Cohen. The braced, wooden surface can, however, go upward to 10,000 cycles, where a small super-tweeter takes over.

This is where the demonstration problem, from the dealer standpoint, begins. Silent, the 440 looks like a sample of wood paneling that's been placed in a picture frame by a lumber company showing its new line. Effective demonstration (we realized when we had a preview look at the 440) can't be done on a completely cold prospect without the right kind of dealer sales training.

"We've broken away from the gravity of the round speaker," Cohen told us as he put his new electronic off-spring thru its paces. "You can hang these up in pairs on a wall for stereo, like pictures. You can free-stand them in a room anywhere you like as both sides of the speaker radiate sound. We're going to urge dealers to demonstrate the unit to architects and home builders for 'sound-conditioning' in new buildings. We may eventually go into deals with phono manufacturers to have the 440 part of original package equipment. We can fit all kinds of decor situations."

To spread the sales gospel among his initial group of hand-picked, franchised dealers, Cohen intends to make a tour of his retailers to give on-the-spot demonstrations of how best to sell the 440 (whose name, incidentally, derives from 440-cycle "A" that's used as the orchestral tuning standard).

There's no short cut to achieving sales of a new product, such as his, thru good liaison between the manufacturer and retailer, Cohen believes. "No matter how knowledgeable an audio dealer may be, there are still going to be new products that will reach the market and upset much of the pre-conceived thinking in any product area," Cohen said. "Manufacturers are anxious to help dealers in this respect, but dealers must be willing to co-operate as well."

If Cohen's new speaker system takes off strongly (as he believes it will), Cohen is prepared to back up his supply to dealers. His firm is actually a subsidiary of Electronic Research Associates (ERA), itself one of the largest Eastern producers of industrial electronics, such as regulated power supplies and Sonar devices. "The sound will sell itself to a large extent," said Cohen of his speaker, "but it's the dealer who will really make the 440 go." By: C. R. S.

FASTEST SELLING HIT ON THE CHARTS

# CONWAY TWITTY

*Sings*

# LONELY BLUE BOY

MGM K12857



The HOTTEST  
Label in the  
Business...

**MGM** Records

8340 BROADWAY, NEW YORK 26, N. Y. JUDSON 2 2008

## Stanton Refuses Institute Post; Future IHFM Shows in Doubt

HOLLYWOOD — Walter Stanton, prexy of Pickering & Company, Inc., last week withdrew his name as sole nominee for the office of president of the Institute of High Fidelity Manufacturers. The institute is currently conducting its annual hi-fi show here.

Stanton disclosed his decision in what he termed an "unacceptance speech" at the annual election of officers meeting. As sole nominee for the office, Stanton automatically would have become institute prexy. He gave as his reason for not accepting the office the fact that the Institute is now going thru a transitional period and one which would require far more time than he can now afford.

"When I came out here," he said, "I found that there was so much difference of opinion among the membership as to how shows should be run or whether there should be shows in the future. I felt that the job of pulling together the various individuals into a common viewpoint would require an enormous amount of time. It would mean that I would have to personally call on and work with those members who disagree with the present format. It would require a great deal of travel in order to meet with the members around the country. The time involved to handle the office properly far exceeds my original estimates of what I would be expected to do."

The Institute faces a number of problems at this time. It is committed for a New York hi-fi show, having paid \$5,000 to the New York Coliseum as down payment of a \$20,000 rental. Whether or not there will be a New York show depends upon membership reaction to the current Los Angeles event. There has been growing feeling that shows have outlived their usefulness and other means of industry promotion and product exposure should be explored.

Shows have been the Institute's chief source of revenue. The Institute needs approximately \$65,000 per year to operate. Membership dues bring in around \$20,000 with the remaining funds coming from Institute produced shows. The number of shows the Institute will stage this year has been cut

## Theater Tie-Ins

• Continued from page 26

course, was highly agreeable to the theater.

In fact, the St. Louis record retailer has worked out a co-operative stunt with the local theaters whereby each album purchaser, whether he is buying at the "bargain table" or paying full price for records, receives a free ticket to the theater of his choice, good with one paid admission. Since many of the St. Louis theaters are presenting road shows, New York plays, etc., this is a definite sales-stimulator, and has led to customers carefully budgeting their money to "buy it at Music City and get a ticket."

Probably the most unusual co-operation with the local theaters which Blunda uses was developed in connection with the 60-foot-long plastic marquee sign which extends down the side of his building, and 40-feet around to the front. Here, using removable, illuminated plastic letters, Blunda identifies his store in bright red on a grey background. Remaining space, toward the end of the sign, is used to spell out the attractions at the nearby theaters. His signs, in fact, so resemble the big theater marquees nearby, that it isn't unusual for a customer to walk into the record shop, mistaking it for the theater entrance!

to Los Angeles and New York and there's a strong possibility that the New York show will be cancelled.

This in turn raises the problem of the Institute's contingent liability to the New York Coliseum for the rental, since it is committed to pay \$20,000 for the use of the hall. It also raises the question as to how the Institute will be financed if shows are dropped.

Stanton's withdrawal calls for the board to name a nominating committee and select a new nominee for the Institute's top office. In the meantime, Ray Pepe, newly elected veepee, will assume the

role of acting president and will serve in that capacity until a new prexy is named several months from now. Pepe is a veepee of James B. Lansing Sound, Inc. In addition to being elected a veepee, Pepe was also named to the Institute board.

Other board members elected include Saul Marantz, prexy of the Marantz Company; Don Plunit, prexy of Fairchild Recording Equipment Corporation; Herman Hosmer Scott, prexy of H. H. Scott, Inc., and Raymond Ward, veepee of Shure Bros., Inc. Stanton will remain as a member of the Institute board of directors.

## GE Thermo-Plastic Recording

• Continued from page 26

trons to convert information, audio or visual, into microscopic wrinkles, or raised surfaces on a plastic coated tape. The wrinkles are impressed after the charges have been shot onto the tape by an electron gun, when the tape, softened by a momentary blast of heat in a vacuum, is "deformed" or wrinkled by the electrostatic charges.

See Limitations

At least some of the major pro-

## Emerson Debts New Stereo Phono Model

NEW YORK — Emerson Radio and Phonograph Corporation has added a new stereophonic high fidelity phono model to its 1960 line, part of a TV-stereo-hi fi phono modular ensemble.

The ensemble consists of three matched units (available separately or together) that form a "home entertainment center." Units include a stereo-hi-fi phono; a matching cabinet with three speaker sound system and record storage compartment; and a 21-inch TV console model with stereo-hi-fi selector switch and secondary sound channel for the stereo phono, retailing at \$248.

The hi-fi phono, retailing at \$138, features automatic four speed record changer with stereo cartridge and a dual channel amplifier. The external speaker system and disk storage unit retails at \$68. As previously announced, the 1960 Emerson line also includes a battery operated transistor phono. "The Emerson Wondergram" plays all speed records, selects LP's or 45's automatically, and retails at \$68.

## U. S. to Get EMI Speaker Systems

NEW YORK — Electrical and Musical Industries of Hayes, Middlesex, England, is about to make available to the U. S. market its own de luxe, laboratory standard loud speaker systems. These are designed to appeal to the hi-fi fan with a super-refined taste and an unlimited budget. Each unit is priced at \$600.

Each studio column speaker enclosure contains three home-made speaker units, a 25-watt amplifier and four frequency-correcting networks. The largest speaker, a nine-by-13-inch elliptical unit, is hand made and employs a special flexible suspension. These are the same units used to monitor master recordings at EMI's studios in Britain. Exclusive U. S. distributor is Scope Electronics, New York.

ponents of magnetic tape, were visibly cheered following the demonstration, not only at the admission by GE engineers that commercial application of TPR was at least a year away, but at what they called the "visible limitations of the system." A manifestation of this cheer was noted in market reports that showed Ampex stock in a healthy rebound of seven points in one day. The stock had dropped from the vicinity of \$130 a share a month ago to less than \$100 a share.

Primary obstacle seen by opponents of the system was the fact that the information stored on the tape consisted of actual physical indentation—hills and valleys—on the tape. This, they said, would make necessary extreme care in handling the tape at all times, since even a fingernail scratch could virtually obliterate the information on that portion of the tape that was scratched. In audio work involving editing, it was said, this would vastly complicate the problems involved. Even a slight finger rub could erase a lot of the highs on the tape, it was claimed.

### Drawbacks Noted

Another drawback to the ease and flexibility of the product was seen in the need for a vacuum chamber. Still another problem would be the matter of dynamic range. Those attending the demonstration were openly critical of the photographic application of the tape during the showing. They claimed that the picture shown lacked contrast and was full of cross hatches and lines, indicating lack of dynamic range. One observer noted that in the field of recording, dynamic range has been more and more in demand in recent years, a fact which would appear to diminish the applicability of the tape to the audio field.

C. J. LeBel, veepee of Audio Devices, a leading supplier of magnetic tape said: "We at Audio Devices are convinced that the thermo-plastic principle disclosed will not affect production or sales of magnetic tape. We also believe it will not replace most magnetic recording, even in the future."

Meanwhile, Ampex prexy George I. Long Jr., commenting on the GE development, stated: "The thermo-plastic process has potential advantages as well as disadvantages and its future applications have been and will continue to be under study by Ampex. Magnetic recording continues to offer the most lasting, efficient, economical and practical method for the storage of data. At Ampex, we foresee significant developments (for magnetic tape) which will increase data packing intensity, reduce size of equipment and extend applications, assuring a growing market for magnetic recording in the future."

## Bel Canto Out Of UST Fold; Goes on Own

HOLLYWOOD — Bel Canto Stereo Tapes, one of the first companies to join United Stereo Tapes four-track distribution roster, will withdraw its product from UST's catalog. Russ Molloy, Bel Canto prexy, last week informed Herb Brown, UST chief and veepee of Ampex Audio, Inc., that his firm's product will be handled henceforth only by Bel Canto's assigned distributors.

Reason for the move, according to Molloy, is to avoid possible overlapping of efforts between UST and Bel Canto's own distributors. UST, the Ampex Audio subsid, functions as a four-track stereo tape distributor for approximately a score of recording companies.

Bel Canto's decision to handle its own distribution comes on the heels of the firm's shift in headquarters from Culver City (Calif.) to Columbus (O.), as reported exclusively by The Billboard, January 11. Several months ago, Bel Canto was purchased by and became a wholly-owned subsidiary of the Thompson - Ramo - Woolridge Corporation, functioning in its consumer electronics wing along side of TRW's Bell Sound. Molloy will start operating from his new Columbus base as of today (18).

## Philco Makes Component Field Bid

LOS ANGELES — Philco Corporation, long a powerful electronics name and successful marketer of TV, radio and packaged phonos, is entering the components business. The new line will be marketed thru the company's accessory division, it was announced here by Ed Rodgers, sales chief of the division. The new line was first shown at the High Fidelity show at the Pan Pacific Auditorium here this week.

Among the new units on display is Philco's Stereo Phone mid-range and high-frequency speaker system, Model PF 65; an AM-FM stereo tuner, with or without cabinet, Model RT 400X; a custom stereo pre-amp and amplifier, Model PF 80, and Model PF 130, a Stereo Phone system designed for use with other than Philco amplifiers.

In addition, the line will include 12 and 15-inch, high fidelity, bass woofer speakers. The woofers are for use with the PF 80 amplifier and the PF 65 mid and high-frequency Stereo Phone speaker units or with any other multiple speaker system.

For critical high fidelity reproduction, the company offers the completely matched system which consists of the RT 400 X AM-FM stereo tuner, the PF 80 pre-amp and amplifier, two PF 65 Stereo Phones and a single bass woofer.

## Top Quarter Sales For Audio Devices

NEW YORK — Audio Devices, leading producer of magnetic tape, has reported the highest quarter in sales in the company's history. Tape and disk sales for the fourth quarter of 1959 exceeded those in the same period of 1958 by 18 per cent. Tape sales alone were 23 per cent higher than the 1958 last quarter. Total tape and disk sales for the period amounted to \$1,600,000, according to Bryce Haynes, sales veepee.

## Webcor Entry In Components Field Seen

CHICAGO — Webcor appears headed for the component field with the joint announcement this week of its first stereo AM-FM tuner and stereo recorder tape deck. Both instruments are true components and will be featured in advertising and sales promotion aimed at the audiophile, according to George Simkowski, firm's ad and sales promo chief.

Full details on the tuner were not available, but it is known that the walnut unit will sell for \$109.95, while mahogany will be \$10 less. Unit will feature a built-in aerial to circumvent using an outdoor aerial. Up to now, Webcor has marketed only a drop-in type AM-FM tuner in conjunction with its higher-end console stereo phonographs.

The Webcor Regent Coronet at \$219.95 audiophile net will utilize either two or four-track tape play or record at one and seven-eighths, three and three quarters or seven and one-half inches per second. The six tube plus dual selenium rectifier carries two preamplifiers with a signal to noise ratio of 45 DB. Deck features professional type editing key; record safety lock; VU meter; monitor volume control; tape counter; individual volume controls; function switch and six different in and output jacks.

Webcor also detailed its expansive tape recorder and phonograph promotions, first reported exclusively by The Billboard, January 4. Purchasers of a Webcor stereo console phonograph receive a \$100 Arthur Murray dance studio gift certificate, good for 16 private dance instructions, while an automatic portable phonograph buyer receives a \$50 phonograph good for eight lessons, and both buyers receive a copy of Murray's book on dancing.

When buying a Webcor tape recorder, the purchaser is given a choice of long-playing record sets in French, Spanish, German or Italian instruction together with a textbook of instructions.

Webcor dealers are being supplied with complete kits, including lists of Murray studios, direct mail pieces for stuffers, four-color window displays and ad mats and radio commercials. To accelerate dealer interest, Webcor has a dealer contest, beginning February 1, with awards consisting of Webcor units with a first prize of \$1,000; second prize, \$500 and third, \$250.

## Ampex Debts New Tape Set

SUNNYVALE, Calif. — Ampex Audio has debuted a new version of its portable stereo tape recorder, which incorporates a self-contained, matched pair of amplifier-speakers for stereo playback monitoring.

Designated as the Model 970 Stereo Monitoring Recorder, the new unit employs the same tape transport as the model 960 portable deck. The set is housed in a longer portable case which includes two seven-inch oval speakers.

The speakers, tho contained at opposite ends of the same portable cabinet, achieve effective stereo "distance" via sound-directing panels in front of each speaker. Each speaker has angular adjustability for proper performance in any size room under any type acoustical conditions. The new unit is also so engineered as to permit monitoring "off the tape" while a recording is actually being made.

FOR THE RECORD DEALER, THE BEST SELLERS AND THE ESSENTIAL INVENTORY ARE ON COLUMBIA!

36

The Billboard's Music Popularity Charts . . . PACKAGED RECORDS

JANUARY 11, 1960

FOR THE WEEK ENDING JANUARY 15, 1960

The Billboard TOP LP'S

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

Table with 4 columns: This Week, Last Week, Title, Artist, Label and Number, Weeks on Chart. Lists 20 mono action albums.

Table with 4 columns: This Week, Last Week, Title, Artist, Label and Number, Weeks on Chart. Lists 20 mono action albums.

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

Table with 4 columns: This Week, Last Week, Title, Artist, Label and Number, Weeks on Chart. Lists 25 essential mono albums.

BEST SELLING MONOPHONIC LP'S

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

Table with 4 columns: This Week, Last Week, Title, Artist, Label and Number, Weeks on Chart. Lists 15 stereo action albums.

Table with 4 columns: This Week, Last Week, Title, Artist, Label and Number, Weeks on Chart. Lists 15 stereo action albums.

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

Table with 4 columns: This Week, Last Week, Title, Artist, Label and Number, Weeks on Chart. Lists 20 essential stereo albums.

BEST SELLING STEREOGRAPHIC LP'S

#1 COLUMBIA #1 IN CONSUMER SALES

The Fastest Climbing Single  
Record in the Country

**MARY**  
**DON'T YOU WEEP**

4-41533

**STONEWALL JACKSON**

From the hit album "The Dynamic Stonewall Jackson" CL 1391





The Greatest Version of the  
Beautiful Ballad  
That Is Sweeping America!

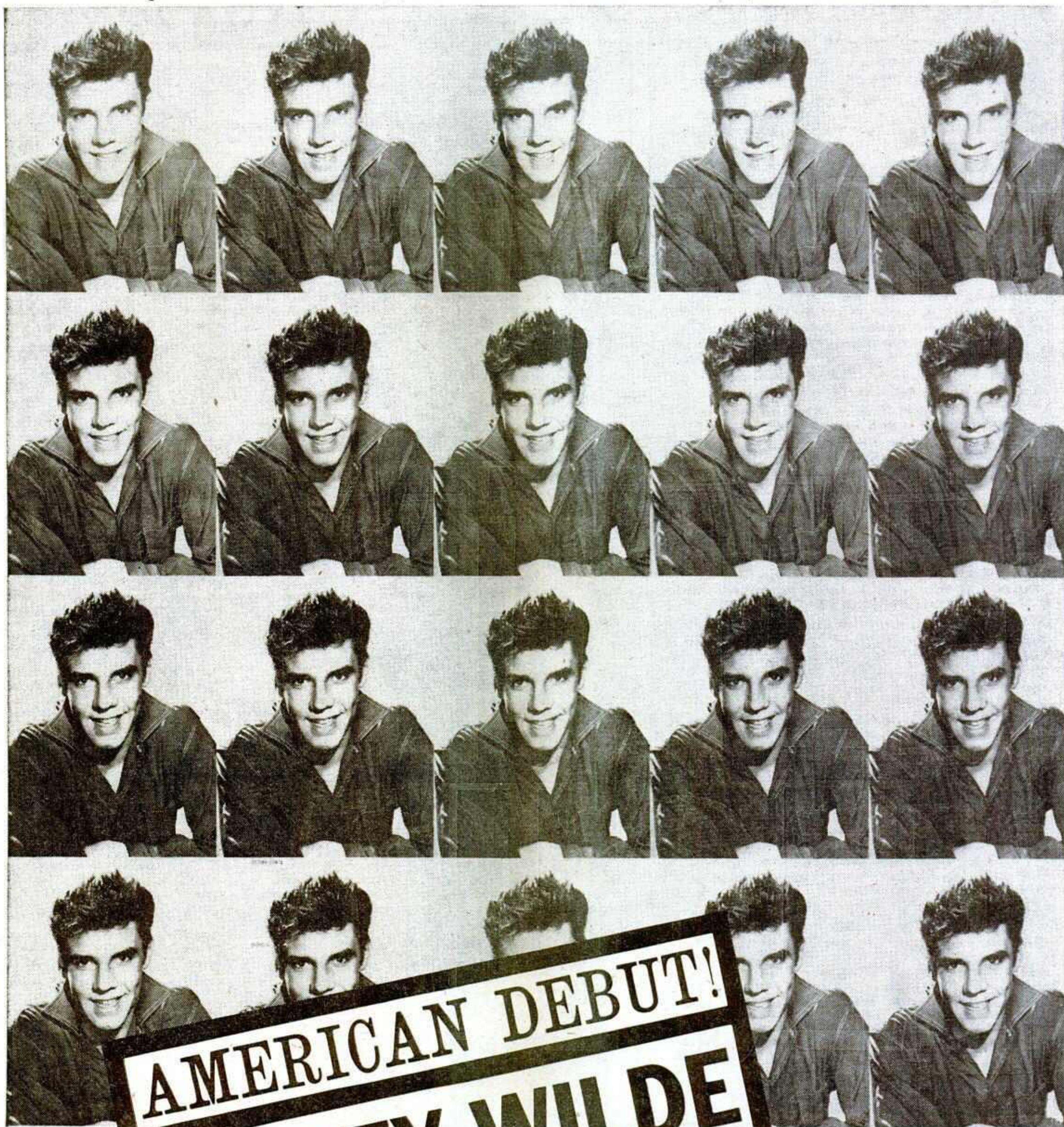
**FOREVER**

4-41548

**BILLY WALKER**

**EVERYTHING POINTS TO COLUMBIA  #1 IN CONSUMER SALES**

© Columbia, ® Marcan Reg. Printed in U. S. A.



**AMERICAN DEBUT!**

**MARTY WILDE**

**'BAD BOY'**

THE ORIGINAL VERSION (5-9356)



© Epic - Music Inc. - CBS T. M. Photos in U.S.A.

**100,000 COPIES OF "BAD BOY" SOLD IN ENGLAND IN ONE WEEK!**



# DISTRIBUTOR NEWS

By HOWARD COOK

**CHICAGO:** Karen Lundquist sends the following round-up of distributor sales: Top three at Capitol are "Whatcha Gonna Do" by Nat King Cole, "Down By the Station" by the Four Preps and "Payola Roll Blues" by Stan Freberg. Tops at Columbia are "El Paso" by Marty Robbins, "Heartaches By the Number" by Guy Mitchell and "Do Re Mi" by Mitch Miller. United Pop has "Clouds" by the Spacemen on Alton, "I Love You Because" by Johnny Cash on Sun and "Cradle of My Arms" by Billy Bryan on Blaze.

Strongest at United R&B are "I'll Take Care of You" by Bobby (Blue) Bland on Duke, "Too Shy" by Nappy Brown on Savoy and "Dangerous Woman" by Little Junior Parker on Duke. Best sellers at James H. Martin include "Smokie (Part II)" by Bill Black's Combo on Hi, "Beyond the Sunset" by Pat Boone on Dot and "On the Beach" by Frank Chacksfield on London. Music Distributors, Inc. lists "Teen Angel" by Mark Dinning, "God Bless America" by Connie Francis and "Danny Boy" by Conway Twitty (all on M-G-M). Strongest at Coral are "Talk That Talk" by Jackie Wilson on Brunswick, "Living Dangerously" by the McGuire Sisters and "Peace of Mind" by Teresa Brewer on Coral. Hottest at RCA Victor are "If I Had a Girl" by Rod Lauren, "Not One Minute More" by Della Reese and "Oh, Carol" by Neil Sedaka.

Heading the list at Decca are "Lucky Devil" by Carl Dobkins Jr., "Crazy Arms" by Bob Beckham and "Skokiaan" by Bill Haley and His Comets. Mercury's winners are "Running Bear" by Johnny Preston, "You're My Baby" by Sarah Vaughan and "Baby You've Got What It Takes" by Dinah Washington and Brook Benton. MS Distributors has "Forever" by the Little Dippers on University, "Bad Boy" by Marty Wilde on Epic and "Beyond the Sea" by Bobby Darin on Atco. Strongest sellers at All State are "How About That" by Dee Clark on Abner and "Shimmy Shimmy Ko Ko Bop" by Little Anthony and the Imperials on End. At Chess-Checker-Argo, tops are "Too Pooped to Pop" by Chuck Berry on Chess, "Hot Dog" by Dale Hawkins on Checker and "Mighty High" by Milt Buckner on Argo.

**SAN FRANCISCO:** Stan Cumberpatch of New Sound Records called to report heavy action on "Beautiful Brown Eyes" by Judy, Johnny and Billy on Silver, "Go, Jimmy, Go" by Jimmy Clanton on Ace and "Hully Gully" by the Olympics on Arvee. Comers include "Middle Hand Road" on Shasta, "Time After Time" by Frankie Ford on Ace, "Dave's Special" by Dave (Baby) Cortez on Clock, "Love You So" by Ron Holden on Donna and "Joie de Vie" by Art and Dotty Todd on Era.

Cathy Furniss, free-lance promotion gal, writes that she has been getting fine results on several records from Frank Loesser Music for whom she recently started working. These include "My Darling, My Darling" by Jaye P. Morgan on M-G-M, "Who Was That Lady" by Dean Martin on Capitol, "I Can't Hide a Mountain" by Jill Corey on Columbia and "I Gotta Have You" by Tommy Sands on Capitol. Others are "I Do" by Brook Benton and Dinah Washington on Mercury and "No One (Can Ever Take Your Place)" by Sam Cooke on Keen.

**PHILADELPHIA:** Ted Kellum of Marnel sends the following: Epic has been getting promising results on "Bad Boy" by Marty Wilde. Disk is currently a big hit in England. Carlton is swinging with "Midnight Special" by Paul Evans (on Guaranteed) and "Promise Me a Rose" b-w "Do Re Mi" by Anita Bryant. Imperial's best are "I Wanna Be Loved" by Ricky Nelson and "Be My Guest" by Fats Domino. Cameo has "We Got Love" by Bobby Rydell. United Artists' "You Got What It Takes" by Marv Johnson continues to rack up big sales. The label's jazz LP's are selling well. Colt 45 is pleased with the action on "How Will It End" by Barry Darvell. Savoy's biggest are "Tuxedo Junction" by Dud Bascomb and "I Cried Like a Baby" by Nappy Brown.

Bob Heller of Chips writes that he's getting strong sales on "Little Sister" by Cathy Carr on Roulette, "Tall Oak Tree" by Dorsey Burnette on Era, "Go, Jimmy, Go" by Jimmy Clanton on Ace, "Qu'est-ce c'est L'Amour" by Al Allen on Unical and "Wayside Inn" by Andy Mayo on Arch. Chips has been appointed distributor for Sharp Records, who has likely winners with "I'll Always Be in Love With You" by the Ray-O-Vacs and "I'm Afraid the Masquerade Is Over" by Jimmy Scott. Stereo Fidelity is working a special promotion with Chips on the new LP, "Beck Be-t Symphony" by 101 Strings. "More Songs for Adults Only" by Pearl Bailey on Roulette is due for strong radio promotion.

**DISTRIB DOINGS:** Delta Records will distribute Canadian-American and Dynasty Records in Albany.... Apex-Larkin in Newark, N. J., is now handling Everest, Sharp and V-Tone. Hottest singles according to Joe Martin are "My Little Marine" by Jamie Horton on Joy, "I'm Afraid the Masquerade Is Over" by Jimmy Scott on Sharp, "My Heart Belongs to Only You" by the Twilighters on Finesse, "The Decision" by Mr. Lee on Winter and "Guilty" by Herb Johnson on Len.... Jerry Dennon of S & S Distributors in Seattle wired to report that "Forever" by the Little Dippers on University has taken off.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Young's 'Riverboat' Sails Chart

Faron Young was born on February 25, 1932 in Shreveport, La.

He started his singing career with the "Grand Ole Opry." His career was interrupted by a hitch in the Armed Forces in the early 1950's.

After receiving his discharge from the Army, Young returned to WSM and an early morning, five-day-a-week radio show.

His hobbies are boating, hunting and fishing. Young writes many of the songs he waxes, and two of his best known compositions are "Tattle Tale Tears" and "Have I Waited Too Long."

He is currently represented on the charts with "Riverboat," a strong country seller and also his biggest pop hit recently. Young has scored in the past with "Along With You," "Country Girl," and "I Hear You Talkin'."



### 'Boss of the Blues' Hits With 'Honey Hush'

Big Joe Turner, brought up on the blues in Kansas City, was a highlight there on the entertainment bills of noted speakeasies at the early age of 14.

Turner's big break came in 1938 when he appeared in New York at Carnegie Hall, in a Christmas Eve program produced by John Hammond called "Spirituals to Swing." The show featured such top talent as Benny Goodman, Count Basie, Hazel Scott, Billie Holiday and many others. Joe Turner was set after this performance.

After the war, Turner was brought back into the limelight with his Atlantic hit, "Chains of Love." He followed with a string of smashes including "Sweet Sixteen," "Corrine Corrina" and his big pop hit, "Shake, Rattle and Roll." The "Boss of the Blues" is currently climbing the Hot 100 with a new version of "Honey Hush."

### YESTERYEAR'S TOPS—

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

JANUARY 22, 1955

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

JANUARY 21, 1950

1. I Can Dream, Can't I?
2. The Old Master Painter
3. Dear Hearts and Gentle People
4. Mule Train
5. A Dreamer's Holiday
6. Slipping Around
7. There's No Tomorrow
8. Bibbidi-Bobbidi-Boo
9. Johnson Rag
10. Don't Cry, Joe

# VOX JOX

By JUNE BUNDY

**FORMAT CHANGES:** Stations across the country are still on a format-changing kick. Latest two outlets to switch programming policies are WNTA, Newark, N. J., and CHED, Edmonton, Canada. Effective January 11, WNTA adopted a "Sounds of the Swinging Sixties" format, based on the premise that "both rock and roll and insipid instrumental 'schmaltz' music" are on the way out," according to manager Irv Lichtenstein.

At CHED, production manager Jerry Forbes reports: "As of January 4, we revamped our entire program policy, throwing out hard rock, reducing the irritation factor in everything we present and have embraced a music policy of much wider appeal." Forbes describes CHED's new "Sweet, Swinging Sound" as "giving much greater emphasis to album music, particularly the best of the unobjectionable hit parade." He adds: "We moved into this policy while still dominating this market of six stations. Our last daytime Elliott Haynes rating survey gave us a comfortable 40 per cent of the audience and our night-time survey a striking 54 per cent of the audience."

Commenting on WNTA's new format, Lichtenstein said: "WNTA Radio is of the opinion that the Swinging Sixties will see the rebirth of the big band, big personalities who can actually sing and big tunes that last longer than three weeks. That's the music WNTA Radio will ride with and sell with."

The new WNTA jockey line-up is as follows: Early morning veteran jock Paul Brenner takes over the early morning time slot from 7 to 10 a.m., Monday thru Saturday; Lee Arnold, 10-11 a.m. and 2-4 p.m., Monday thru Friday, 1 a.m. to 1 p.m., Saturday; Bill Kirby remains in his old time slot, 11 a.m. to noon, Monday thru Friday; Neal Van Ells, noon to 2 p.m., Monday thru Friday; Bob Brown, 4-7 p.m.; Dick (Ricardo) Sugar, 7:30-8:30; George Tucker's "Teen Beat," 8:30-9:30 p.m.; Les Sand's "Night Flight," 9:30-11:30 p.m., Monday thru Friday, and 10:30 p.m. to 1 a.m., Saturdays.

On Sundays, noon to midnight, WNTA will continue its "Sunday Spectacular," 12 hours of programming based on a different musical-theme each week, featuring Van Ells, Ed Locke and Sand. On Saturdays, WNTA's "Club 970" featuring the top "Swinging Sixties Disks" of the week, based on a station survey, will be heard from 1 to 7:30 p.m., spotlighting Locke, Jerry Roberts and Sand.

**HATE GIMMIX:** At least two stations are currently offering listeners emotional outlets, via "Why I Hate" contests. Denver outlet KICN is asking listeners to send in letters telling "Why I Hate the Don Martin Show." Each entry must be accompanied by a contribution to the March of Dimes.

The promotion at WLOS, Asheville, N. C., is tagged "The I Hate Ron Tomberlin Contest." Writer of the best letter will receive 20 best-selling disks. Tomberlin is program director as well as a deejay at WLOS. Needless to say, both Tomberlin and Martin are "secure-type" individuals, with sturdy egos.

**CHANGE OF THEME:** New general manager of WWIN, Baltimore, is H. Shelton Earp, a veteran of 25 years in the broadcasting business. He has served as general manager of WBMD, Baltimore, for the past 12 years.... Hilary Bogden, WAMP, Pittsburgh, has taken over a new five hour stint from 8 p.m. to 1 a.m. across the board, tagged "Gaslight Serenade," plus a three-hour show on Sunday afternoons. WAMP has inaugurated NBC's "Wall to Wall" sound, (also featured by WRCA, New York) effective January 1.

Station WNEW, New York, has remodeled its Sunday programming from 8 a.m. to 4 p.m. Lonny Starr is featured in the 8 a.m. to noon segment; while Bob Landers takes over from noon to 4 p.m. Starr will continue to do his "Starr, Sinatra and Strings" show during the week.

Roz Ford, who has a jazz-LP show on WWIN, Baltimore, has extended his time from an hour and a half, to four and a half hours — 7:30 p.m. to midnight.... Bill Bennett, who left WDG, Minneapolis, a year ago to join KFRC, San Francisco, has returned to the Storz outlet.

Two ex-San Francisco jocks—Buddy Webber, formerly with KGO, and Dave Williams, formerly with KSAY—have joined KVI, Seattle. The station's new program line-up is as follows: Hardwick 6-9 a.m.; program director Bob Cooper, 9 a.m. to noon; Webber, noon to 3 p.m.; John Carver, 3-6 p.m.; Williams 6-9 p.m.; Don Fuhrmann, 9 p.m. to midnight; Buck Ritchey, midnight to 6 a.m.

Jerry Lee is leaving his all-night jockey post at KICN, Denver, to start a six month active-duty hitch with Uncle Sam.... Ralph Paul, formerly with KUDY, Littleton, Colo., has taken over Lee's all-night show at KICN.... Another new staffer at KICN is Jim Hummell, ex-WAMV, East St. Louis, and KOIL, Omaha.

New program director at WLOS, Asheville, N. C., is Ron Tomberlin. He will continue to handle his daily deejay show.... John William Murray Jr. appointed national promotion director for radio, Trigg Vaughn Stations, headquartered at KROD, El Paso, Tex.... Henry Brach, program director of WBNY, Buffalo, has resigned to become p.d. of WMCK, McKeesport, Pa.

New all-night jock at WBNY, Buffalo, is Jack Kelly.... Veteran Connecticut jockey Russ Naughton has resigned from WDRC, Hartford, Conn., to join the Jay Lennon Company, a Hartford investment firm.... Phoenix, Ariz., outlet KPHO has put its new 24-hour programming of "More Music for More People" format into effect with new show times for its jockey staff. The new format features "listenable hits of the day, tagged KPHO Phoenix-Preferred, plus all-time favorites and new tunes."

# still more from Morty:

## JOHNNY and the HURRICANES

## THE BEATNIK FLY

B/W

## SANDSTORM

ON WARWICK **M-520**

"JOHNNY AND THE HURRICANES"  
THEIR LP: W-2007 AND W-2007ST

(TO BE RELEASED SOON: "STORMSVILLE"  
W-2010 AND W-2010ST)

THEIR 4th  
SMASH HIT  
IN A ROW!



the original version

## BIG RIVER

.BY THE

*Buddy Brennan Quartet*

ON WARWICK **M-517**

## WALK WITH THE WIND

BY

*the Fidelitys*

and Sammy Lowe's Orchestra

ON SIR **274**

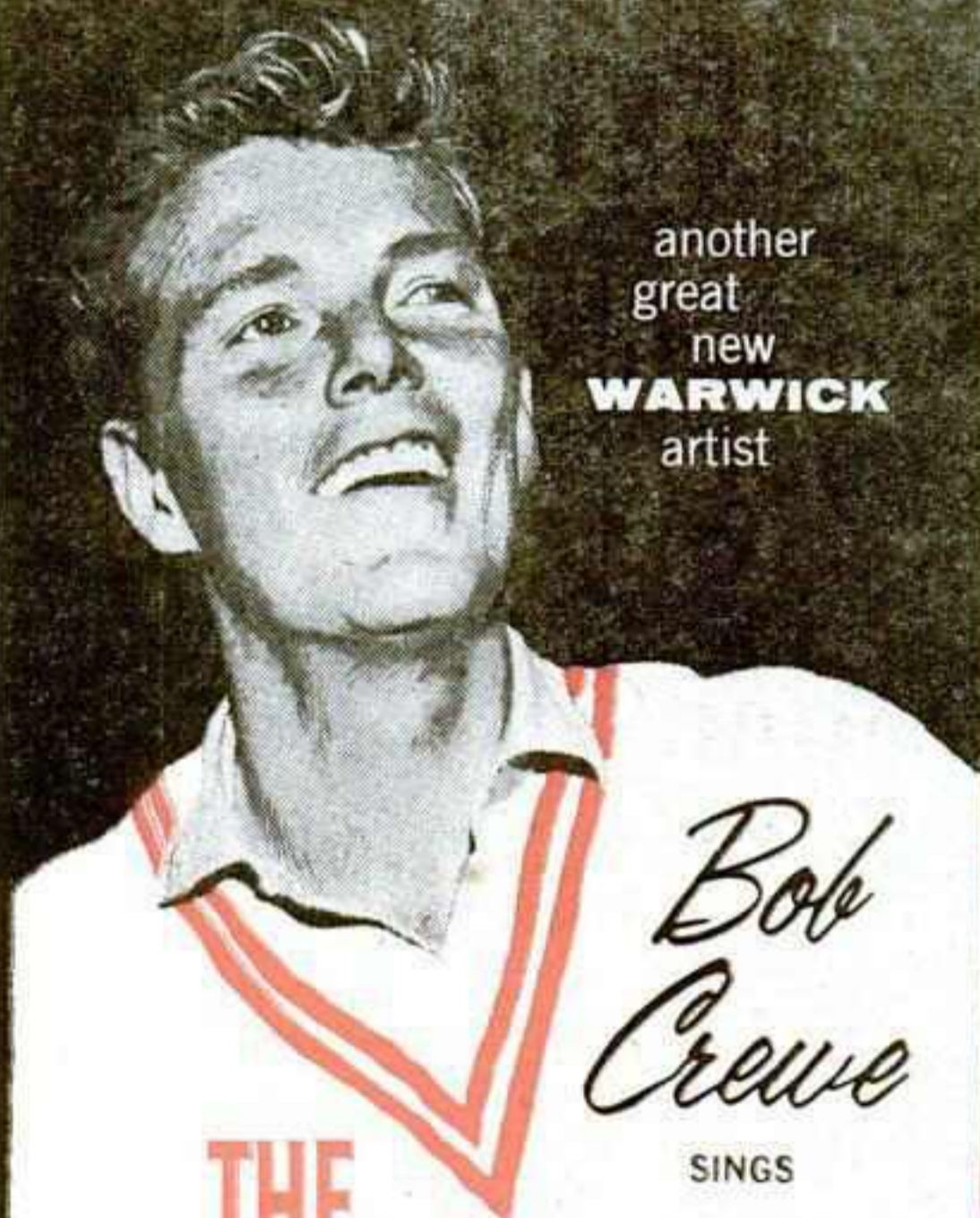
new master breaking in the Detroit area...

## AMNESIA

BY

*the Mysterions*

ON WARWICK **M-521**



another great new WARWICK artist

*Bob Crewe*

SINGS

## THE WHIFFENPOOF SONG

arranged and conducted by Ralph Burns

ON WARWICK **M-519**

FROM SOON-TO-BE-RELEASED "KICKS WITH BOB CREWE"

W-2009 AND W-2009ST

## ...AND HIMSELF, MORTY CRAFT

AND THE SINGING STRINGS

WITH A GREAT NEW MUSICAL INTERPRETATION OF JOLSON'S SWANEE B/W TOOT, TOOT, TOOTSIE, GOODBYE

ON WARWICK **M-522**

FROM MORTY'S SPECTACULAR ALBUM "JOLIE"—W-2001 AND W-2001ST



WARWICK, A DIVISION OF  
SIR, DISTRIBUTED BY

# United Telefilm Records, Inc.

MORTY CRAFT, PRESIDENT 701 SEVENTH AVENUE • NEW YORK 36 • JUDSON 6-1050

UNITED TELEFILM LTD.

# MUSIC AS WRITTEN

## A SALUTE TO WILLARD ALEXANDER

In a story last week about band bookers we inadvertently overlooked the Willard Alexander office, an error that can only be called too-much. Willard, one of the best known and most important band bookers in the business, currently handles such bands as the Glenn Miller Ork under Ray McKinley, the Count Basie Band, the Les Elgart Band, the Larry Elgart Ork, the Tommy Dorsey Ork under Warren Covington, the Quincy Jones crew, the Newport Youth Band under Marshall Brown, and the Sal Salvador ork. As everyone knows, Willard helped get the Benny Goodman band, the Count Basie crew and the Sauter-Finegan ork into the big time.

## New York

Paul Tannen is joining his dad, Nat Tannen, in Tannen Music. The younger Tannen is a Hobart College grad and is continuing his music studies at Columbia University... The correct title of the Aaron Schroeder tune now out with Nat King Cole is "Time and the River"... Erroll Garner is appearing on the Arthur Godfrey show over CBS in a series of guest appearances. Garner's "Misty" by the way, has just been waxed by Teddy Wilson, Eddie Heywood, Steve Allen and Diahann Carroll... Teddy King is still knocking them dead at New York's Village Vanguard... Judy Scott starts at the Taylor Supper Club in Denver on February 1... The Mello-Larks play La Fiesta in Juarez, Mexico, starting February 15.

Richard Hayes has been signed to a wax contract by Columbia Records... Jackie Wilson returns to New York on January 26 after a tour of the British West Indies... Leon McAuliff and the Cimarron Boys pulled a capacity crowd of 1,500 at the Cimarron Ballroom in Tulsa last New Year's Eve... Big Top execs hit the road last week to plug Sammy Turner's new single of "Paradise" and "The Things I Love" and the singer's new album "Lavender Blue Moods"... Calico Records of Pittsburgh has acquired the "A" label and Matador Records for national distribution... Andy Williams opened at New York's Copa last week... George Goldner of End and Gone Records, has pacted Wilt (The Stilt) Chamberlain, the 7' 2" tall basketball star of the Philadelphia Warriors, to a recording contract. "The Stilt" sang two songs on his first recording date, "By the River" and "That's Easy to Say," and a flock of Philadelphia and New York sports writers attended... The first low price record of "Take Me Along," the current Broadway musical smash, was released last week by Ron-dollette Records.

Bob Thiele is on a promotion trip to the West Coast with Hanover-Signature national promotion chief Irv Stimler... Eli Oberstein has introduced an "Opera for Everyone" series on his low price Rondolette label... Mitch Miller will speak about rock and roll on the Southern Baptist Convention's radio program "Master Control" this week... Dave Johnson, staff writer and reviewer for High Fidelity Magazine, has been named Assistant Literary Editor of the Literary section of Creative Services at Columbia Records... Thrush Sylvia Saynt will tour the Midwest to promote her new waxing of "Down By the Riverside," on the Wynne label... Page Morton is now handling the piano chores at the main room at the Round Table in New York from 6 to 9 every night... English chanter Cliff Richard arrives in New York today (18) to record for ABC-Paramount Records.

Duke-Peacock chief Don Robey is flipping over sales of the new Bobby Bland waxing of "I'll Take Care of You" as well as the new releases by Kenneth Deal and Little Junior Parker... Another exec who is very happy is Joe Carlton of Carlton, for sales of the new Paul Evans record "Midnight Special" and sales on The Paramounts' record of "Trying"... Sam Burger has been named to the post of plant manager of Columbia Records' Bridgeport operation... Ben Selvin, a.&r. head of RCA Victor's Recorded Program Services, flew to London last week to talk to English reps of AMI about background music... Bill Reilly, Midwest rep from Victor's RPS, became the father of a boy, Bill Jr... Rank Records will distribute the Cover label waxing of "Caravan" and "Woodchopper's Ball" by Lyn Vernon in the U. S., and Rank International will distribute the disk overseas... Strand Records' new subsidiary label will be Dorset Records. Bob Rolontz.

## Cincinnati

Will Mercer, Sun Record artist and a regular on Red Foley's "Jubilee U.S.A." Tv-er, has joined the Sheraton Corporation as entertainer and social and entertainment director at the Sheraton French Lick Hotel, French Lick, Ind. He is tentatively penciled in for an early guest shot on Ruth Lyons' "50-50 Club" simulcast show heard Monday thru Friday, 12 noon-1:30 p.m., over Crosley Broadcasting's four-city network via WLW-T here... George Hamilton IV has moved his family from Washington to Nashville... Frank Shue has quit his promotion post at Columbia Records Distributors here to open his own free-lance publicity-promotion bureau in town... Art Miller, local Columbia Records chief, off to New York Saturday (16) for a January 17-20 branch managers' meeting. Upon his return, Miller will toss a cocktail bash for local deejays and music trade reps in honor of the Four Lads, currently on a two-weeker at Beverly Hills, Southgate, Ky.

The hassle between WCPO and WSAI over deejay Jim Dandy smoothed itself out last week with the announcement that Dandy, who resigned his WSAI jockey post a month ago, had been signed to handle the 6-9 p.m. spot on WCPO at a reported \$250 per week. Dandy's departure from WSAI nurtured several threatened suits. WSAI had threatened to sue WCPO for "luring" Dandy, and the latter, in turn, threatened to sue WSAI for "blacklisting" him. In addition to his daily platter stint, Dandy will also conduct a

(Continued on page 38)

# 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.

**HARRY BELAFONTE's** innate sense of the dramatic and expression of sincerity is well displayed in an album of spirituals titled *My Lord What A Mornin'*. This is something a little different for the actor-singer, but his versatility serves this material well. The selections cover a wide variety, ranging from the delicate *Stars Shinin'* to the hair-raising *Were You There When They Crucified My Lord*, and from the moving *Swing Low* to the stirring *Oh Freedom*. New York-born, Belafonte's engagement at the Palace Theater, N. Y. C., which received critics' acclaim and vast audience acceptance, has been extended thru March 6.

**SAM COOKE:** In November of 1957, a young man from Chicago literally exploded upon the music scene with a song titled *You Send Me*, a million seller. Presently he is in *The Billboard* Spotlight with his latest on *Keen, No One Can Ever Take Your Place*. Folks in the New York area can hear Sam at the Shell House, Island Park L. I., Jan. 22-24.

**JILL COREY,** unaffected, young, and the possessor of a warm contralto, Jill's latest is *I Can't Hide A Mountain*. The youngest of five children of an Italian coal miner, her start in show business began to take off when she was appearing with a dance band in Pittsburgh in 1953, and the manager of a radio station in a nearby city happened to hear her sing. He arranged to tape some of Jill's numbers, and in time the tape got to Mitch Miller. Mitch arranged for a personal audition and Jill has been a Columbia favorite ever since.

**BOBBY DARIN:** Both sides of Bobby's newest are from his LP, *That's All*. Titles are *Beyond the Sea* b-w *That's The Way Love Is*, strong follow-ups to his big *Mack The Knife* and *Billboard* picks. Currently at the Deauville Hotel, Miami Beach, he opens at *Blinstrub's* in Boston Feb. 8 for one week and then *Walden Robert Cassotto* (his real name) heads for one week of appearances in Australia starting Feb. 18.

**BIRTHDAYS OF THE WEEK:** Jan. 18, Danny Kaye—recorded *Five Pennies Saints on Dot*. Jan. 19, Ray Eberly. Jan. 20, Ray Anthony, Connie Haines, Misha Elman. Jan. 21, Kay Kyser—presently living in Chappel Hill, N. C. and associated with the University of N. C. Jan. 23, Eugene Church. Jan. 24, Bobby Scott.

**MARTIN DENNY,** winner of Most Promising Instrumental Group Award in *Billboard's* recent annual survey of disk jockeys, has arranged exotic sounds into interesting and listenable music. The first of these from the Denny group was the hit *Quiet Village*, and second came *The Enchanted Sea*. An exponent of music with a Polynesian flavor, his newest album, *The Enchanted Sea*, is a collection of favorites: *Trade Winds*, *My Isle Of Golden Dreams*, *Star-dust*, *Song Of The Islands*, *Off Shore*, *Sentimental Journey*, etc. During an engagement at *Don The Beachcomber's* in Honolulu, Denny became enamored of Hawaii and decided to settle there. His jazz group which uses birdcalls and exotic effects obtained with unusual instruments now call Hawaii home.

**CARL DOBKINS JR.:** Altho serving in the Army, Carl is very much on the music scene with his newest on *Decca*, *Lucky Devil*, a Star Performer on the Hot 100 chart this week. His album, *Carl Dobkins Jr.*, contains the hit that launched this young Cincinnati lad on his singing career, *My Heart Is An Open Book*. **THE FOUR ACES,** Al Alberts, Dave Mahoney, Rid Voccaro and Lou Silvestri, are swingin' with the Big song from Broadway's musical *Fiorello*, *'Til Tomorrow*. The boys have scored with these million sellers: *Love Is A Many Splendored Thing*, *Stranger In Paradise*, *Tell Me Why*, and *Three Coins In The Fountain*.

**ZINO GOSS,** 31-year-old commercial decorator, makes a hobby of singing and song-writing. His first record, he wrote the tune himself, is an attractive rockaballad waltz titled *Candlesticks*. The Sam Wilhoit Chorus of Atlanta is the vocal group backing the tune on MPI Records. Zino, his wife and two little girls make Columbia, Miss., their home.

**JONI JAMES'** newest *Little Things Mean a Lot*, rates a star performer, is a fast climber on the Hot 100 this week. One of the highlights of Joni's career came on May 3, 1959, when she walked on the stage of Carnegie Hall for her first concert appearance there. M-G-M has recorded an album of the event which includes many outstanding songs by Joni with backing by *The Symphony of the Air* and Chorus under the direction of Joni's arranger-conductor-manager-husband, Tony Acquiviva. She is scheduled for an appearance at Davidson College, Davidson, N. C., Feb. 12, and the *Totem Pole*, Auburndale, Mass., Feb. 19-20.

**PATTI PAGE's** fine treatment of the title song from the Rodgers and Hammerstein hit, *Sound Of Music*, earned her a *Billboard* Pick. Patti's gold records on the Mercury label are: *Changing Partners*, *Cross Over The Bridge*, *Doggie In The Window*, *I Went To Your Wedding* and *Tennessee Waltz*. She will soon be seen as a spiritual singer in the upcoming film *The Life Of Elmer Gantry*.

**THE PASSIONS** are in *The Billboard* Spotlight with their newest on *Audicon* Records. This is *My Love* b-w *I Only Want You*—two rockaballads. The quartet consists of Jimmy Gallagher, lead; Tony Armato, first tenor; Albee Gallione, second tenor; and Vinne Acierno, baritone. From Brooklyn, N. Y., they were brought to the attention of manager Jim Gribble by another popular neighborhood group, *The Mystics*.

**DELLA REESE** will perform her two RCA hits, *Don't You Know* and *Not One Minute More*, during her stint at the *Racquet Club*, Dayton, O., Jan. 21 for two weeks. Under the direction of a.&r. men Hugo & Luigi, her first album for RCA, *Della*, is a

happy marriage of song, artist and arranger. Neal Hefti handles the arranging and conducting with Della's magic style on *The Lady Is A Tramp*, *If I Could Be With You, Baby*, *Won't You Please Come Home*, *Blue Skies*, etc.

**JIM REEVES** is one of several names in the c.&w. field that have been well represented on the Hot 100 Chart. Six-foot-two-inches in height, Jim is high on the charts with *He'll Have To Go*. Born in Panola County, Texas, he could play the guitar by ear before he entered the first grade. He became a professional performer at about the same time he was ready for junior high school.

**SARATOGA,** Broadway musical set for a long run, can now be heard on RCA Victor's original cast album. Based on the novel *Saratoga Trunk* by Edna Ferber, the music of Harold Arlen and the lyrics of Johnny Mercer make this a lavish musical. Added to this is the rich voice of Howard Keel, and Carol Lawrence. Situated in the city of music, New Orleans, the tunes are some of the best of Arlen and Mercer: *Saratoga*, *Countin' Our Chickens*, *I'll Be Respectable*, *Petticoat High*, etc.

**PROMOTION DAYS AND WEEKS:** Jan. 17 begins National YMCA Week. Jan. 19 is Robert E. Lee's Birthday. Jan. 23 is the start of National Winter Golf Week.

See you on the course in seven days. TOM ROLLO.

## THIS WEEK'S NEW Money Records

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

### SINGLES

- AMAPOLA—Jacky Noguez .....Jamie
- BAD BOY—Martin Wilde .....Epic
- BE MY LOVE—Gloria Lynne .....Everest
- DELAWARE—Perry Como .....RCA Victor
- FOREVER—The Little Dippers .....Liberty
- FOREVER—Billy Walker .....Columbia
- HANDY MAN—Jimmy Jones .....Cub
- I KNOW WHAT GOD IS—Perry Como .....RCA Victor
- MARY DON'T YOU WEEP—Stonewall Jackson .....Columbia
- MASHUGA—Keely Smith-Louis Prima .....Dot
- MY FAVORITE THINGS—The Pete King Chorale .....Kapp
- NOW, NOW, NOW—Jerry Keller .....Kapp
- NYOW! NYOW NYOW!—Keely Smith-Louis Prima .....Dot
- OUTSIDE MY WINDOW—The Fleetwoods .....Liberty
- PEACE OF MIND—Teresa Brewer .....Coral
- ROCKIN' LITTLE ANGEL—Ray Smith .....Judd
- SANDSTORM—Johnny and the Hurricanes .....Warwick
- THE BELLS OF ST. MARY'S—Jane Morgan .....Kapp

### ALBUMS

- ALWAYS—Roger Williams .....Kapp
- CARMEN—Victoria Delos Angles .....Capitol
- THE GENE KRUPA STORY—Original Sound Track .....Verve

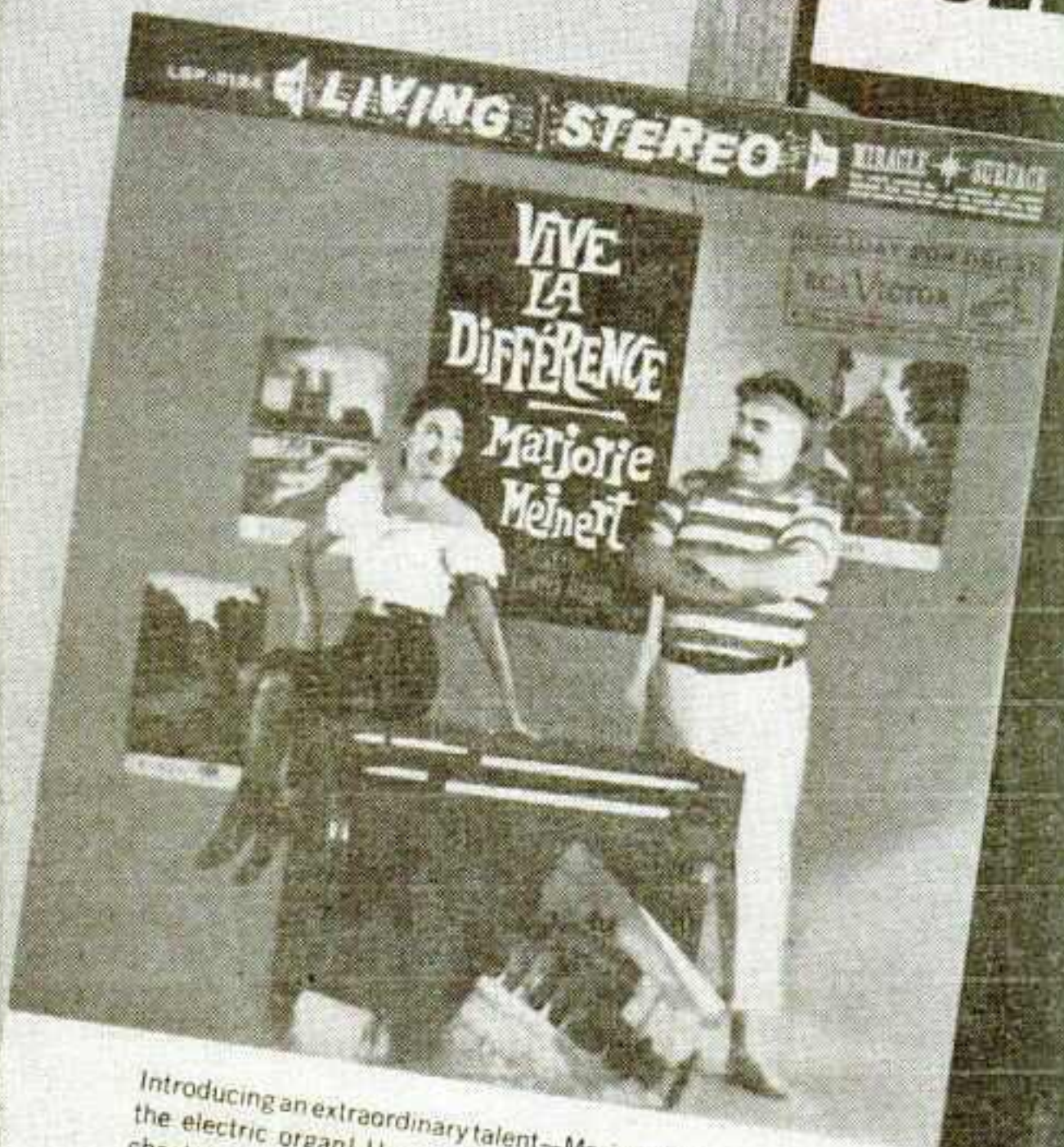
According to statistics maintained over a period covering thousands of releases... 7 out of 10 will reach Billboard's "HOT 100" in the weeks ahead!

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

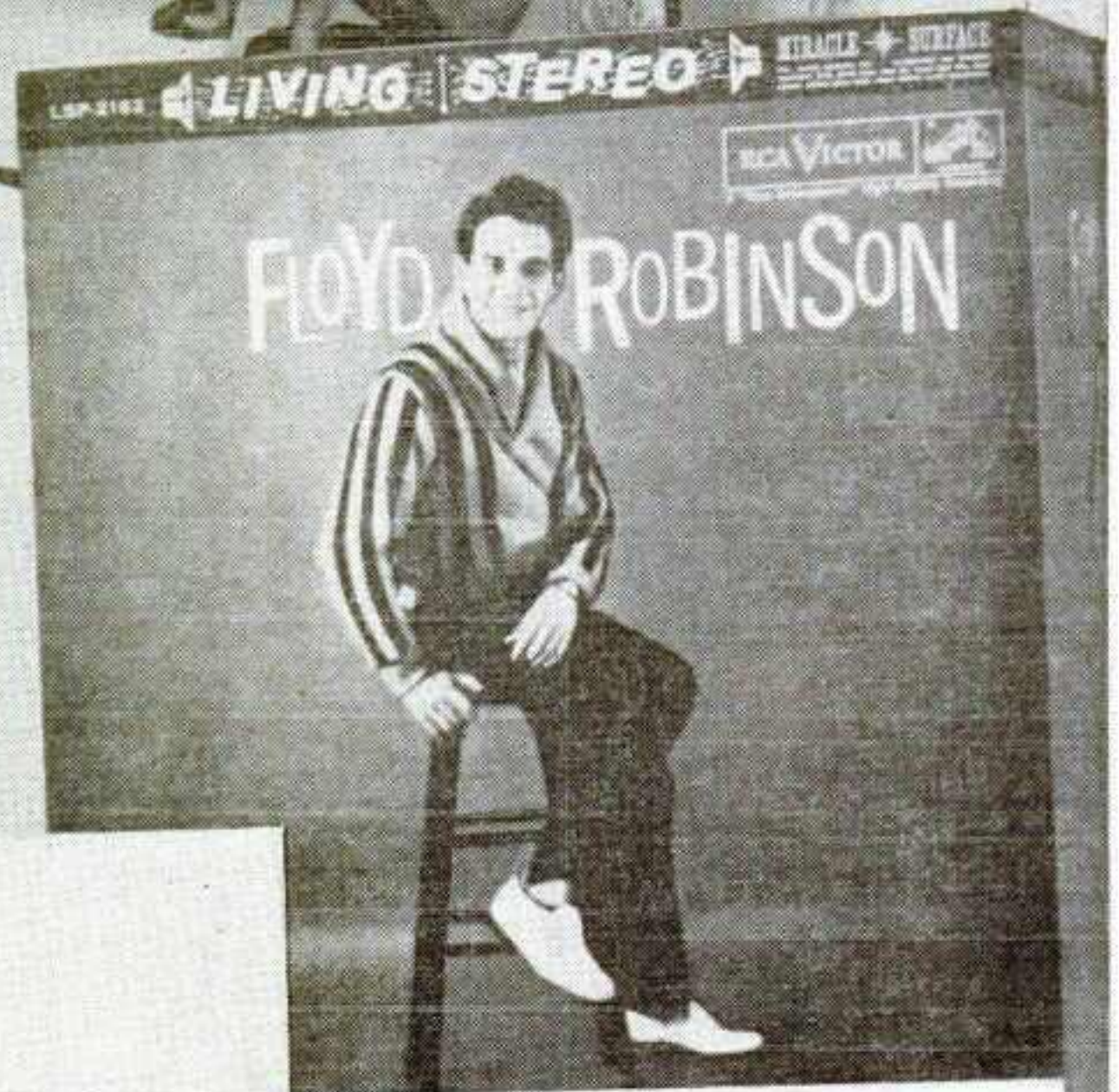
**TWO  
GREAT NEW  
CANDIDATES!**

---

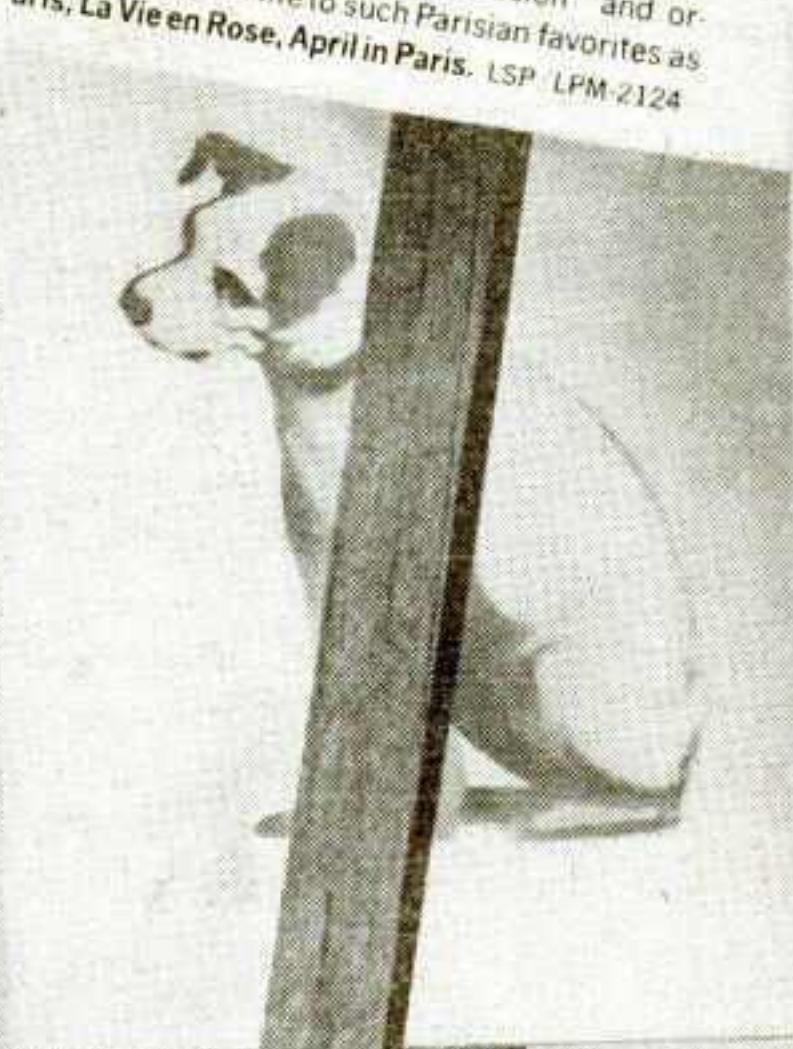
**WIN IN '60  
WITH  
RCA VICTOR!**



Introducing an extraordinary talent—Marjorie Meinert at the electric organ! Her exciting "percussion" and orchestral effects give new life to such Parisian favorites as *I Love Paris, La Vie en Rose, April in Paris*. LSP / LPM-2124



First album by the sensation of RCA Victor's hit single *Makin' Love!* His timing and rhythm are heard to perfection in numbers like *Little Sir Echo, For Sentimental Reasons, Object of My Affection*. LSP / LPM-2162



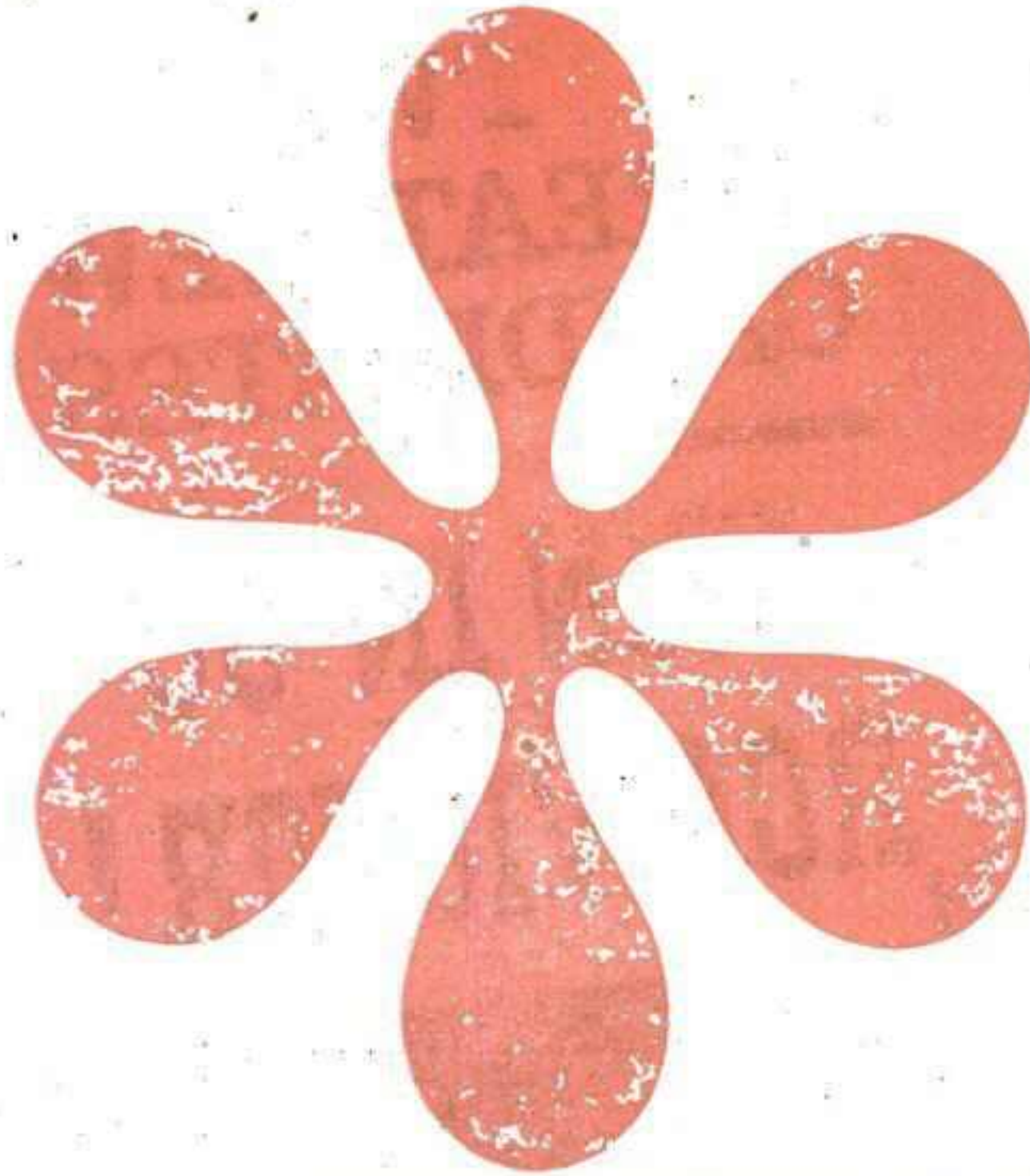
**THE GOLDEN 60's  
BANDWAGON IS ROLLING!**

- Ads in best-read magazines like *Cosmopolitan, Playboy, New Yorker, Hit Parader Combination, Teen Magazine, Seventeen, Ingenue!*
- Special nationwide Radio and TV promotion!
- Eye-catching point-of-sale display material!

**HOP ABOARD—AND WIN IN '60!**

Available in Living Stereo and Regular L.P.





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!**

<b>YOU MAY OFFER YOUR CUSTOMERS:</b>	
* Any Grand Award Stereo Record for only	<b>\$1.00</b>
* with the purchase of any other Grand Award Stereo Record at the regular \$4.98 price	
* A customer SAVING of	<b>\$3.98</b>
<b>YOU WORK ON A FULL PROFIT MARGIN!</b>	

**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!

**TAKE FULL ADVANTAGE OF THE MOST PROFITABLE PLAN FOR THE DEALER and THE CUSTOMER.**

## Stud ASCAP Questioning

• Continued from page 3

censes from BMI been considered in Celler hearings, and later before Pastore, and isn't it now getting consideration at Justice Department?" The ASCAP witness looked blank, and FCC counsel insisted further: "You do recall the Smathers bill for divorce?"

"I don't know—I didn't follow it at that time," said Finkelstein.

FCC counsel asked: "Is this not the same ground members of your organization that are bringing suit over in court?" Said Adams: "That is not our organization." Said counsel, "Well, have you not presented this case before committees of Congress such as the Celler Antitrust Subcommittee?" Finkelstein answered: "Our only connection was that I was subpoenaed on the Harbach affidavit." The patient FCC council tried it another way: "Can we say these problems were put

before the Celler committee at that time?" The answer was "yes."

Commissioner Ford asked Adams: "Are you taking this elsewhere—beside the court action?" Adams said: "I am not able to answer that."

A series of questions went to the ASCAP claim that BMI had the lion's share of tunes on "Top 10" charts. FCC counsel asked Adams: "Do you know how Top 10 tunes are selected?" "I don't know." Counsel asked: "Do you know how the BMI survey mechanics operate?" Adams didn't know. "How," asked FCC counsel, "do you account for the appearance of ASCAP tunes among the Top 10?" "Sheer merit," said Adams instantly, "breaking thru the BMI barrier."

Commissioner Ford took it up: "You say you know nothing of the

mechanics of selection, or how ASCAP tunes got there—have you never been curious to find out?" Said Adams: "I have not been curious."

Adams also answered "Don't know" on two pertinent queries: "Do you know to what extent there is payola in music on television?" and, "Do ASCAP board members own broadcast interests?" (During earlier testimony by Burton Lane, ASCAP songwriter president of AGAC, Lane had first said none of his songwriter membership owned broadcast interests—but he had to correct the statement when FCC commissioners pointed out a listing of such owners in descriptive material given them on AGAC.) (The Billboard, January 11, 1960.)

On the delicate topic of anti-trust actions, which have been brought once against BMI and four times, via consent amendments, to ASCAP, Finkelstein testimony also caused some raised eyebrows. Somewhat offhandedly, he explained the 1941 action and subsequent developments:

### 'Family Quarrel'

"Actually, this is just outgrowth of a family quarrel. There are bound to be antitrust actions when you have a collective group. We tried to change the form of licensing for networks versus local broadcasters at that time. . . . Broadcasters rebelled, he noted, and ASCAP signed a consent decree, amended in 1950 to allow broadcasters to take rate problems to court.

Said Finkelstein of further corrections of ASCAP functioning via decree: "Actually, we welcomed it. We felt we should be barred from exploiting the individual licensor, or permitting discrimination among members. We agreed that distribution rules should be well known—membership requirements fair." The recent consent amendment was just a further modification of all of these "family" matters said the ASCAP counsel.

## MUSIC AS WRITTEN

• Continued from page 35

Sunday afternoon TV show over WCPO-TV and will pilot the "Yours for the Asking" seg on WCPO radio Saturdays from 9 p.m. to 2 a.m.

Former name-band leader **Beasley Smith**, now a prominent songwriter with headquarters in Nashville, due in town Monday (18) to pitch some of his new material to local recorders. . . . Decca's **Arnie Derksen** set for an indefinite stand at Club Southern, Calumet City, Ill. . . . **Gene Krupa** and **Sal Mineo** were in Cincy Thursday (14) to aid in the promotion of "The Gene Krupa Story," which had its Midwestern premiere at **Lou Wiethe's** Valley Theater the same night. WLW performer-deejay **Bob Braun** emceed a special program at the theater. . . . **Paul Evans** (Guarantee), following his Saturday night (16) appearance on the **Dick Clark** TV-er, flew into town to appear on **Bob Braun's** March of Dimes Dance Party at Topper Ballroom Sunday afternoon (17). Other platter artists who appeared on the show were **Jackie De Shannon**, **Betty Johnson**, **John Gary**, the Four Lads, and the Keynotes, local singing group. Local 1, AFM, donated the services of the **Jimmy James** ork.   
Bill Sachs

### Chicago

**Ahmad Jamal** opened at the Blue Note Wednesday (13) and Argo's **Jack Tracy** immediately skedded an album session. . . . Reader's Digest has assigned a Chicago free-lance writer to a profile of **Jimmie Driftwood**, the Arkansas schoolteacher who penned "Battle of New Orleans". . . . The late **J. P. (Big Bopper) Richardson**, killed last year in a plane crash, was author of three current Mercury singles, the fast-rising **Johnny Preston** hit, "Running Bear," **Rod Bernard's** "One More Chance," and **Benny Barnes' "Fastest Gun Alive."** . . . University of Illinois hosts 700 members of Illinois Music Educators Association February 5-6. . . . **Sig Sakowicz**, globe-trotting deejay and local columnist, snagged a weekly seg on WGN Saturdays, 7-8 p.m. He'll be one of few local spinners inviting interviews. . . . NBC Station WMAQ, recently a convert to a "good music" policy, putting the hard-sell around two slogans, "Wall-to-wall music" and "Sound of the Sixties." . . . **Duke Ellington** warms the stage of Tivoli Theater starting Friday (22). . . . "West Side Story" closed a three-month run with last two weeks S.R.O. Show will reopen in New York after road tour, with **Larry Kert** back in the star spot.   
Bernie Asbell.

### Another Billboard Record/Phono Dealer

CLIFFORD JEWELERS  
8 NO MAIN ST  
SOUTH NORWALK CONN  
6320 1110

### Clifford Jewelers

- The retail establishment of this record/phono dealer . . .
- . . . is essentially a jewelry/record/phono store
  - . . . offers both records and albums
  - . . . handles phonographs selling from \$19.95 to \$400
  - . . . has been reading Billboard for more than 10 years

# JACKY NO

## HIT VERSION

# A M A P

JAMIE #1148

... From the House of Hits—

# JAMIE

**Nashville**

Roy Acuff returned to Nashville last week after a month-long tour that carried him and his group, including the Wilburn Brothers, to the Caribbean. . . . Genial Jack Clement is being well received on the local music front as assistant to RCA Victor's a.&r. hit-maker, Chet Atkins. . . . The Everly Brothers leave Tuesday (19) for p.a.'s which will carry them to Boston, Philly, Washington, Baltimore and other big markets. Boys join Mark Dinning January 23 for an appearance on Dick Clark's TV'er. . . . Acuff-Rose Publications and Hickory Records' Joe Lucas was in Cincy last week polishing off last-minute details to clear the way for a Wilma Lee and Stony Cooper album soon to be released on Hickory. Their first album will be titled "The Big Wheel." . . . Scope Records, of Chicago, held a session at RCA Victor Studio last week. Label's Gerald Nelson directed the Crusaders and Jan Lynn in the split session. . . . Also booked in at RCA Victor last week was Commercial Recording Studios, Dallas. Session was set up by Bob Farris, of that company.

Eddie Hill is making sponsors and early risers happy weekday mornings by bringing guests from various and un-related fields before WLAC-TV's cameras on "Country Junction" (7-7:45 a.m.). Eddie has recently chatted with Nashville Transit Company's promo man, Randolph Tucker, and Thursday morning (14) had former Gov. Frank Clement as his guest. Archie Campbell is a Friday a.m. regular. . . . Don Gibson's new RCA Victor release is skedded to ship January 26. . . . Eddy Arnold spent several days in New York last week. . . . Country thrush Skeeter Davis started her first RCA Victor album under Chet Atkins' direction Thursday (14).

Jimmie Driftwood, in town last week with wife, Cleda, has formed his own publishing company, Battle Music, Inc. . . . RCA's Del Wood starts an album for the label soon. . . . Floyd Robinson returned to town last week after three weeks on the West Coast. . . . University Records' Harold Sadler in town last week from Little Rock. . . . M-G-M's Jim Vinneau is due in here Monday (18) to launch a Mark Dinning album this week. . . . Jim Denny Artist Bureau's Lucky Moeller is on a tour of fair meetings and won't be back in town until January 27. . . . Sideman Sonny Burnett, injured with Red Sovine in an Oklahoma auto crash recently, was released from a Bristow, Okla., hospital last week and came home to recuperate further. . . . BMI's Frances Williams has moved into new offices in Nashville's swank L.&C. Tower Her new secretary is Hilda Sheetz, until recently with Tree Music here. . . . Cedarwood Publishing Company's Curley Rhodes is on a promotion tour of Richmond, Va.; Baltimore and Washington this week. . . . WSM's T. Tommy Cutrer is back in action after a bout with the flu bug which laid him up several days. . . . Dollie and Jim Denny and Audrey and Webb Pierce leap to Waynesboro, Ga., January 22 for formal opening of their new radio station, WBRO.

Pat Twitty

**BIG BAND PITCH AN AIR PAYOFF**

TORONTO — Radio Station CKFH here, one of the key indie stations in the city, has been most successful with a big band programming kick, which was instituted last August. At that time the station went from 250 to 5,000 watts, and to a 24-hour-a-day schedule. The station program manager, Barry Nesbitt, started CKFH off as The Big Band Station, and had added to every station break the phrase "Radio For Grown Ups."

Since then the station has been emphasizing records by big bands, and vocalists with big band accompaniment on records. The station plays no rock and roll, but it does play standards, and some selected hit parade waxings. Station also uses disks by combos and small instrumental groups. According to Nesbitt, station's audience has increased considerably under the new format.

**S. F. Distrib Sets Salesmen Contest**

SAN FRANCISCO — New Sound, local record distributors here, is offering its salesmen trips to Hawaii and blue chip stocks as incentive-prizes to bring in new accounts.

The first salesman to bring in 25 "qualified" accounts wins two weeks all-expense-paid vacation for two at the Henry J. Kaiser Hawaiian Village Hotel in Honolulu.

In addition all salesmen who obtain, during the year, 50 new accounts will receive \$500 in top-grade stocks, plus a three-day all-expenses-paid vacation for two in Las Vegas.

**"HOW ABOUT THAT"**  
**DEE CLARK**

abner #1032

**"JUST A LITTLE BIT"**  
**ROSCOE GORDON**

veejay #332

**"WHAT'S HAPPENING"**  
**WADE FLEMONS**

veejay #335

**"BABY, WHAT YOU WANT ME TO DO?"**

**JIMMY REED**

veejay #333

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

**GUZZE**

**OF**

**OLLALA**

Climbing  
all Trade  
Charts  
and  
Selling in  
all  
Markets!

**GUYDEN RECORDS**  
Philadelphia, Pa.



# WIN WITH LYNNE

GLORIA LYNNE SINGING THE EVEREST SMASH!



## "BE MY LOVE"

C/W "MY PRAYER FOR YOU"

# 19326

# INSIST ON THE SOUND OF **EVEREST**

PRODUCT OF EVEREST RECORDS, DIVISION OF BELOCK INSTRUMENT CORP.



CUB IS HOT!... CUB IS HOT!... CUB IS HOT!...

CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...

CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...CUB IS HOT!...

**SOARING**  
**TO THE TOP OF THE CHARTS!**

*Jimmy Jones* sings

**"HANDY  
 MAN"**

CUB - K9049



FOR THE WEEK ENDING JANUARY 22, 1960

# The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. HERE WE GO AGAIN Kingston Trio . . . . .Capitol T 1258	11
2		3. HEAVENLY Johnny Mathis . . . . .Columbia CL 1351	18
3		7. SOUND OF MUSIC Original Cast . . . . .Columbia KOE 5450	5
4		4. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists . . . . .RCA Victor LM 6074	8
5		2. INSIDE SHELLEY BERMAN . . . . .Verve MGV 15003	39
6		8. FABULOUS FABIAN . . . . .Chancellor CHL 5005	4
7		6. OUTSIDE SHELLEY BERMAN . . . . .Verve MGV 15007	8
8		5. LET'S ALL SING WITH THE CHIPMUNKS The Chipmunks . . . . .Liberty LRP 3132	8
9		9. THE LORD'S PRAYER The Mormon Tabernacle Choir . . . . .Columbia ML 5386	14
10		10. KINGSTON TRIO AT LARGE . . . . .Capitol T 1199	31
11		11. SWINGIN' ON A RAINBOW Frankie Avalon . . . . .Chancellor CHL 5004	4
12		12. GUNFIGHTER BALLADS Marty Robbins . . . . .Columbia CL 1349	4
13		13. MORE JOHNNY'S GREATEST HITS Johnny Mathis . . . . .Columbia CL 1344	26
14		16. KINGSTON TRIO . . . . .Capitol T 996	31
15		19. BELAFONTE AT CARNEGIE HALL Harry Belafonte . . . . .RCA Victor LOC 6006	11
16		14. STUDENT PRINCE & OTHER GREAT MUSICAL COMEDY HITS Mario Lanza . . . . .RCA Victor LM 1837	16
17		15. THAT'S ALL Bobby Darin . . . . .Atco LP 33-104	16
18		18. NO ONE CARES Frank Sinatra . . . . .Capitol W 1221	22
19		20. OLDIES BUT GOODIES Assorted Artists . . . . .Original Sound 5-001	18
20		24. FIRESIDE SING ALONG WITH MITCH Mitch Miller . . . . .Columbia CL 1389	4

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		17. FOR THE FIRST TIME Mario Lanza . . . . .RCA Victor LM 2338	11
22		21. PORGY AND BESS Sound Track . . . . .Columbia OL 5410	27
23		23. SPIRITUALS Tennessee Ernie Ford . . . . .Capitol T 818	10
24		22. GYPSY Original Cast . . . . .Columbia OL 5420	27
25		25. SONGS BY RICKY Ricky Nelson . . . . .Imperial IMP 9062	17
26		28. WITH THESE HANDS Roger Williams . . . . .Kapp KL 3030	8
27		34. RODGERS: VICTORY AT SEA, VOL. II RCA Symphony Orch. (Bennett) . . . . .RCA Victor LM 2226	36
28		32. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton Gould . . . . .RCA Victor LM 2345	5
29		29. PARTY SING ALONG WITH MITCH Mitch Miller . . . . .Columbia CL 1331	19
30		— FAITHFULLY Johnny Mathis . . . . .Columbia CL 1422	1
31		30. EXOTICA, VOL. I Martin Denny . . . . .Liberty LRP 3034	35
32		— SANTO AND JOHNNY . . . . .Canadian-American CA 1001	1
33		27. HEAR YOU Roger Williams . . . . .KAPP KL 1112	27
34		31. FIORELLO! Original Cast . . . . .Capitol WAO 1321	2
35		33. NEARER THE CROSS Tennessee Ernie Ford . . . . .Capitol T 1005	3
36		— GOLDEN SAXOPHONES Billy Vaughn . . . . .Dot DLP 3205	1
37		36. BLUE HAWAII Billy Vaughn . . . . .Dot DLP 3165	27
38		38. CONTINENTAL ENCORES Mantovani . . . . .London LL 3095	18
39		39. FOLK SONGS SING ALONG WITH MITCH Mitch Miller . . . . .Columbia CL 1316	28
40		35. CONNIFF MEETS BUTTERFIELD Ray Conniff . . . . .Columbia CL 1346	9

## 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. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032 . . . . .	95
2		2. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107 . . . . .	49
3		3. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160 . . . . .	80
4		4. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133 . . . . .	90
5		8. THE MUSIC MAN, Original Cast, Capitol WAO 990 . . . . .	99
6		7. HYMNS, Tennessee Ernie Ford, Capitol T 756 . . . . .	132
7		5. GIGI, Sound Track, M-G-M 3641 ST . . . . .	81
8		6. MY FAIR LADY, Original Cast, Columbia OL 5090 . . . . .	198
9		10. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069 . . . . .	46
10		9. SOUTH PACIFIC, Original Cast, Columbia OL 4180 . . . . .	294
11		12. FILM ENCORES, VOL. I, Mantovani, London LL 1700 . . . . .	115
12		11. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243 . . . . .	60
13		13. OKLAHOMA! Sound Track, Capitol SAO 595 . . . . .	202
14		15. PETER GUNN, Henry Mancini, RCA Victor LPM 1956 . . . . .	48
15		18. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270 . . . . .	48
16		17. ONLY THE LONELY, Frank Sinatra, Capitol W 1053 . . . . .	53
17		16. TCHAIKOVSKY: PIANO CONCERTO #1, Van Cliburn, RCA Victor LM 2252 . . . . .	66
18		— STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283 . . . . .	40
19		14. ELVIS' GOLDEN RECORDS, VOL. I, Elvis Presley, RCA Victor LPM 1885 . . . . .	42
20		19. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000 . . . . .	46
21		21. WARM, Johnny Mathis, Columbia CL 1078 . . . . .	61
22		20. KING AND I, Sound Track, Capitol W 740 . . . . .	169
23		24. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628 . . . . .	53
24		23. GEMS FOREVER, Mantovani, London LL 3032 . . . . .	50
25		22. LATE, LATE SHOW, Dakota Staton, Capitol T 876 . . . . .	53

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		3. HERE WE GO AGAIN Kingston Trio . . . . .Capitol ST 1258	11
2		2. HEAVENLY Johnny Mathis . . . . .Columbia CS 8152	17
3		4. SOUND OF MUSIC Original Cast . . . . .Columbia KOS 2020	2
4		1. THE LORD'S PRAYER The Mormon Tabernacle Choir . . . . .Columbia MS 6068	10
5		6. BELAFONTE AT CARNEGIE HALL Harry Belafonte . . . . .RCA Victor LSO 6006	9
6		5. FOR THE FIRST TIME Mario Lanza . . . . .RCA Victor LSC 2338	12
7		14. STRAUSS WALTZES Mantovani . . . . .London PS 118	19
8		12. QUIET VILLAGE Martin Denny . . . . .Liberty LST 7122	10
9		13. ONLY THE LONELY Frank Sinatra . . . . .Capitol SW 1053	15
10		11. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton Gould . . . . .RCA Victor LSC 2345	11
11		20. FIORELLO! Original Cast . . . . .Capitol SWAO 1321	2
12		9. PORGY AND BESS Sound Track . . . . .Columbia OS 2016	13
13		7. PARTY SING ALONG WITH MITCH Mitch Miller . . . . .Columbia CS 8138	16
14		10. CONNIFF MEETS BUTTERFIELD Ray Conniff . . . . .Columbia CS 8155	3
15		16. NEAR YOU Roger Williams . . . . .Kapp KS 1112	12

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		21. CONTINENTAL ENCORES Mantovani . . . . .London PS 147	16
17		— 'S MARVELOUS Ray Conniff . . . . .Columbia CS 8037	19
18		8. WITH THESE HANDS Roger Williams . . . . .Kapp KS 3030	9
19		18. FIRESIDE SING ALONG WITH MITCH Mitch Miller . . . . .Columbia CS 8184	3
20		25. LET'S DANCE AGAIN David Carroll . . . . .Mercury SR 60152	2
21		— AMERICAN SHOWCASE Mantovani . . . . .London PSA 3202	2
22		— KINGSTON TRIO . . . . .Capitol ST 996	1
23		19. EXOTICA, VOL. I Martin Denny . . . . .Liberty LST 7034	19
24		— BILLY VAUGHN PLAYS THE MILLION SELLERS . . . . .Dot DLP 25119	7
25		28. SAIL ALONG SILVERY MOON Billy Vaughn . . . . .Dot DLP 25100	2
26		15. TILL Roger Williams . . . . .Kapp KX 1081	9
27		— LET'S ALL SING WITH THE CHIPMUNKS . . . . .Liberty LST 7132	1
28		22. MUSIC FOR DINING George Melachrino Strings and Orch. . . . . .RCA Victor LSP 1000	3
29		— MUSIC FOR READING George Melachrino Strings and Orch. . . . . .RCA Victor LSP 1002	1
30		17. GYPSY Original Cast . . . . .Columbia OS 2017	17

## 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 . . . . .	35
2		3. MY FAIR LADY, Original Cast, Columbia OS 2015 . . . . .	35
3		17. MUSIC MAN, Original Cast, Capitol SWAO 990 . . . . .	31
4		2. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069 . . . . .	35
5		4. GIGI, Sound Track, M-G-M SE 3461 ST . . . . .	35
6		13. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226 . . . . .	33
7		11. GEMS FOREVER, Mantovani, London PS 106 . . . . .	24
8		14. OKLAHOMA! Sound Track, Capitol SWAO 595 . . . . .	33
9		8. KING AND I, Sound Track, Capitol SW 740 . . . . .	23
10		9. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150 . . . . .	22
11		12. FILM ENCORES, VOL. I, Mantovani, London PS 124 . . . . .	33
12		5. NO ONE CARES, Frank Sinatra, Capitol SW 1221 . . . . .	21
13		10. TCHAIKOVSKY: PIANO CONCERTO #1, Van Cliburn, RCA Victor LSC 2252 . . . . .	30
14		16. SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004 . . . . .	22
15		7. KINGSTON TRIO AT LARGE, Capitol ST 1199 . . . . .	29
16		18. TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054 . . . . .	23
17		6. PETER GUNN, Henry Mancini, RCA Victor LSP 1956 . . . . .	35
18		15. BLUE HAWAII, Billy Vaughn, Dot DLP 25165 . . . . .	28
19		19. TABOO IN HI-FI, Arthur Lyman, HI-FI SR 806 . . . . .	30
20		20. SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600 . . . . .	22

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREO PHONIC LP'S

BASED  
ON SALES

# IN STORES & RACKS

BEST SELLING  
CLASSICAL ALBUMS

## MONOPHONIC CLASSICAL ALBUMS

COMING

## STEREOPHONIC CLASSICAL ALBUMS

COMING

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

MONOPHONIC

COMING

STEREOPHONIC

COMING

BEST SELLING  
POP EP'S

1. **Hymns**  
Tennessee Ernie Ford . . . . .Capitol EAP 1-756
2. **Songs by Ricky**  
Ricky Nelson . . . . .Imperial EP 162
3. **Ricky Sings Again**  
Ricky Nelson . . . . .Imperial EP 159
4. **Spirituals**  
Tennessee Ernie Ford . . . . .Capitol EAP 1-818
5. **Heavenly**  
Johnny Mathis . . . . .Columbia EPB 13511
6. **Nearer the Cross**  
Tennessee Ernie Ford . . . . .Capitol EAP 1095
7. **Peter Gunn**  
Henry Mancini . . . . .RCA Victor EPA 4333
8. **Here We Go Again**  
Kingston Trio . . . . .Capitol EAP 1258
9. **Warm**  
Johnny Mathis . . . . .Columbia EPB 10781
10. **Gunfighter Ballads**  
Marty Robbins . . . . .Columbia EPB 13491

## 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

#### THE ENCHANTED SEA

**Martin Denny.** Liberty LST 7141. (Stereo & Monaural) — Denny's latest LP should follow the hit sales path of his previous releases. The theme of the set, as the album title tune might imply, is a mixture of songs suggesting fantasy or the sea. Included in inventive and attractive instrumental settings (with many colorful ork effects) are "Beyond the Sea," "Baubles, Bangles and Beads" and "The Enchanted Sea." Sound and the attractive cover are assets.

Pop Disk Jockey Programming

#### I LOVE TO SING

**Betty Bennett, United Artists UAS 6070** (Stereo & Monaural)—Betty Bennett comes out of retirement to present a wov of an album. The former band vocalist (Claude Thornhill, Woody Herman, Charlie Barnet) is assisted by the Andre Previn Trio on a great selection of tunes. Her technique and interpretations are consistently good. Dealers who take the effort to plug this could find it a sleeper. Selections include "Young and Foolish," "Down With Love" and "Like Someone in Love."

Jazz

#### SHORTY RODGERS MEETS TARZAN

**M-G-M E 3798**—Rodgers, one of the giants of the West Coast brand of jazz has composed the music for the latest Tarzan movie. It's a sparkling and rhythmic adventure in Afro-Cuban rhythms, and Rodgers' fine writing is interpreted by a flock of top jazz artists. Despite the rather unusual association (with a Tarzan film) the set contains a lot of interesting material, and buffs can be lured with samples of any of the seven tracks.

#### THE AZTEC SUITE

**Art Farmer Ork. United Artists UAS 5062** (Stereo & Monaural)—This set brings together some of the finest of today's jazz talents. Farmer, who really has come into his own as an artist, is the featured soloist in this interesting suite, composed by Chico O'Farrell. It's conducted by Al Cohn. The writing is interesting and the execution is flawless. Sound is excellent, and the cover will also help attract.

Country & Western

#### THE LONESOME SOUND OF HANK WILLIAMS

**M-G-M E 3803**—Collectors of sides by the late Hank Williams will want this package, which contains material not available on his other LP's and conversions. Williams introduces the tunes here, indicating these are likely air checks. The performances are typical. The songs, unlike most of his great sides, are not his own, but include some standards as "Cool Waters," "Dixie Cannonball" and tunes by Ernest Tubb, Jimmy Work, Hank Thompson, etc. To repeat, an interesting one for collectors.

#### HITS BY JOHNNY & JACK

**RCA Victor LPM 2017**—One of the great standard duos in the country field. Package is well produced by Chet Atkins. Material includes "Ashes of Love," "I Get So Lonely," "Cryin' Heart Blues," etc. Authentic and entertaining picking and singing.

Sound

#### FANTASTIC PERCUSSION

**Felix Slatkin Ork. Liberty LST 7150.** (Stereo & Monaural) — The accent on these inventively arranged standards is' on percussion, and Slatkin serves a listenable and attractive adventure in sound and listening. The set has been well recorded to take full advantage of the exciting orchestrations. Sound addicts will enjoy for the range in sound, and pop fans will also find the music to their liking. Numbers include "I Get a Kick Out of You," "Autumn in New York" and "Opus No. 1."

## 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.

CLASSICAL

#### OPERATIC RECITAL

**Giulietta Simionato. ondon OS 25123.** (Stereo & Monaural) — Miss Simionato debuted this year at the Met to highly favorable reviews. The mezzo-soprano displays wonderful control and rich vocal timbre in her readings of selections by Saint-Saens, Massenet, Verdi, Bizet and Donizetti. "Printemps qui commence" from "Samson et Dalila" is an especially fine rendition. Set rates exposure and it can prove a salable item.

(Continued on page 45)

**ROCKIN' ALL THE WAY!**

**"ROCKIN'  
LITTLE  
ANGEL"**



**JUDD 1016**



**RAY SMITH**

**N**  
NATIONAL  
**R**  
RECORDING  
**C**  
CORP.  
1224  
Fernwood  
Circle, N. E.,  
Atlanta 19,  
Georgia  
Cedar  
7-6408  
In Canada,  
QUALITY

Dick Clark's  
American Bandstand  
Network TV Show  
Tuesday, Jan. 19!

**"WHAT A NIGHT"**  
THE CHIPPENDALES  
ANDIE 5013



**"ALL WINTER LONG"**  
LINDA LAURIE  
ANDIE 5015



**RECORD PROCESSING AND PRESSING**

45 R.P.M.—33 1/3 R.P.M., any quantities.  
Complete Record Service.  
Includes Labels—Processing—Masters.  
Send your tape—we do the rest!  
**SONGCRAFT** 1650 Broadway  
New York 19, N. Y.

The man who knows how to get ahead (and stay ahead) in business—gets his information and inspiration from the pages of his businesspaper. Nothing else you read is so filled with the news, the facts, the fresh ideas so vital to your success in business as the advertising and editorial pages . . . in your businesspaper.



PHOTO ON LOCATION BY EHRENBERG

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

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

**The Billboard**



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



GIVE TO DAMON RUNYON CANCER FUND

**SPECIAL MERIT SPOTLIGHTS**

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

Continued from page 43

**OPERA**

**PUCCINI: LA BOHEME (COMPLETE)**

Tebaldi, Bergonzi, Bastianni, Siepi, Corena; Accademia Di Santa Cecilia Orchestra and Chorus (Serafin). (3-12") London OSA 1208. (Stereo & Monaural) — The soloists are ably supported in their wonderful rendition of the Puccini favorite. The set ranks as another quality production from the label, and opera devotees will want this newest version of the work. The performance has been captured in excellent stereo sound, and as usual, a booklet with translation of the libretto, background notes, etc., is included. Strong potential.

**VERDI: AIDA (COMPLETE)**

Tebaldi, Bergonzi, Simionato, MacNeil; Vienna Philharmonic (von Karajan). (3-12") London OSA 1313. (Stereo & Monaural) — A stirring performance of the eternal and perennial favorite with the excellent interpretations by the various talents. The production is attractive in every detail — performance, packaging, sound, etc. It should prove an easy sell to the opera lover.



**VERY STRONG SALES POTENTIAL**

**POPULAR ★★★★★**

**★★★★ SAMMY AWARDS**

Sammy Davis Jr. Decca DL 8921 — All of the songs in Davis' latest album were nominated for Academy Awards. None were winners, but the group contains a flock of tunes that have since become standards. He's given excellent ork support by the ork playing complementary arrangements by Morty Stevens and Buddy Bregman. Selections include "It's Magic," "The Man That Got Away" and "Love Letters."

**★★★★ THE BEST OF GEORGE SHEARING**

M-G-M E 3796 — Unusual cover makes this LP solid display item. Culled from the catalog are vivid, tasteful instrumental treatments of movie-legit themes, spotlighting Shearing's usual fine solo work. Tunes include "Tenderly," "Easy to Love," "The Lady Is a Tramp," etc. Fine jockey wax.

**★★★★ PARIS IS MY BEAT**

Earl Grant. Decca DL 8935 — Earl Grant shows off both his vocal style and now and then his organ work on a group of tunes dedicated to Paris. Several of Grant's vocals are in French, and the singer handles them, as well as the other tunes, in a warm manner. Selections include "Under Paris Skies," "April in Paris," "Bon Soir," and "C'est Si Bon." Good wax for his many fans.

**★★★★ HARMONICA CHA CHA**

The Harmonicals. Mercury SR 60061. (Stereo & Monaural) — Jerry Murad's Harmonicals provide showmanly performances on electronic mouth organs of standards in cha cha tempo and originals. The former — each vividly interpreted with a cha cha beat — include "Carolina in the Morning," "Chattanooga Choo-Choo," "Petite Fleur," and the group's old hit single, "Peg O' My Heart." Merits spins.

**★★★★ MUSICAL MOODS FROM THE SILENT FILMS**

Arthur Kleiner. Golden Crest CR 4019 — Arthur Kleiner is the pianist who plays at showings of silent films at New York's Museum of Modern Art. His own original selections show in addition to a fine training, a musical sense of humor as well. The selections range from serious to light, comic strains. Even out of context they prove thoroly delightful. Set can have wide appeal.

**★★★★ OSCAR PETERSON PLAYS THE IRVING BERLIN SONGBOOK; THE DUKE ELLINGTON SONGBOOK; THE RICHARD RODGERS SONGBOOK**

Verve MG V 2053; MG V 6086; MG V 6088. (Stereo & Monaural) — The Peterson trio offers some of the best-known and also a few of the more obscure tunes of the three great American pop tunesmiths. His approaches are inventive and listenable thruout. Packaging is enhanced by three charming and displayable covers and by the fine sound. Individually or as a group, the sets can command strong pop or jazz coin.

**★★★★ SHOUT**

Gogi Grant with the Billy May Ork and Chorus. Liberty LST 7144. (Stereo & Monaural) — Miss Grant styles a group of spir-

ituals, folk songs and work songs in a spirited vein with excellent ork support from Billy May. The set is an effective change of pace for her, and she delivers the tunes to strong effect. Jocks have a strong programming item with this. Tunes include "Goin' Home," "Deep River" and "When the Saints Go Marching In." Stereo is effective and the cover is displayable.

**LOW-PRICED POPULAR ★★★★★**

**★★★★ DANCE TILL DAWN**

Jerry Jerome Ork.; Teddy Powell Ork. Lion L 70127 — The Jerry Jerome and Teddy Powell orks present a total of 25 tunes in medley form in "society-type" dance arrangements. At the price the set is a bargain, and it should prove a healthy rack item and a lure for economy buyers. Packaging and sound are good.

**★★★★ DANCE DANCE DANCE VOL. 2**

Geraldo Ork. Camden CAL 555 — Geraldo has long been a fixture on the British dance scene. He features a well-accented beat for dancing, plus orchestrations on the bright and attractive side. This LP provides a generous helping of excellent dance music taken from Broadway shows, done in various styles. They include medleys from "My Fair Lady" (quick step), "Gypsy" (fox trot), "Can-Can" (cha-cha), "The King & I" (quick step), "Finian's Rainbow" (waltz), and "Destry Rides Again" (quick step). Its quality will help it get good sales response, especially from racks.

**★★★★ CUDDLE UP A LITTLE CLOSER**

The Satin Strings (Holmes). Lion L 70130 — Homes has a solid package for the low-priced market in this sweet-stringed instrumental package of nostalgic cuddle-some oldies. Selections include "Two Sleepy People," "Snuggled on Your Shoulder," "Linger in My Arms," etc.

**CLASSICAL ★★★★★**

**★★★★ TCHAIKOVSKY: SLEEPING BEAUTY (COMPLETE BALLET)**

L'Orchestre De La Suisse Romande (Ansermet). (3-12") London CSA 2304. (Stereo & Monaural) — London Records has issued an attractive new stereo recording of Tchaikovsky's lovely "Sleeping Beauty Ballet." The handsome three-disk set is attractively bound, and the packaging includes an informative booklet which gives incidental notes about the work and a story line. The interpretation by Ansermet is deliberate, but expressive. Set will be facing formidable challenge from existing versions, but it can easily lure buys.

**LOW-PRICED**

**CLASSICAL ★★★★★**

**★★★★ SCHUBERT: TROUT QUINTET**

Roloff, piano; The Chamber Music String Ensemble of The Bayreuth Festival. Telefunken TCS 18023. (Stereo & Monaural) — Set is a bargain at the price. It has been well recorded and adequately packaged. The performance is more than competent, and on the racks this should prove a brisk seller.

**GOOD SALES POTENTIAL**

**POPULAR ★★★★★**

**★★★★ SINGING THROUGH THE SEASONS**

Ray Charles Singers. M-G-M E 3797 — Here's a spinnable package for jocks. The Ray Charles Singers blend with smooth persuasiveness on a group of nostalgic standards with seasonal themes — "Summertime," "Autumn Leaves," "September Song," etc. Richly melodic programming.

**★★★★ THE SOUND OF MUSIC**

The Stratford Strings. Decca DL 9875 — The glowing Rodgers and Hammerstein score for the new Mary Martin hit musical is showcased in richly melodic instrumental treatments. Effective mood wax for deejays. Twelve tunes are featured, including "Do-Re-Mi," "The Sound of Music," and "Climb Ev'ry Mountain."

**★★★★ BOUQUET OF THE BLUES**

Ethel Smith. Decca DL 8955 — Miss Smith has a substantial following which seems to respond to her many LP's and should also be pleased with this, a collection of blues. Her organ work is geared for broad popular appeal rather than a small coterie, yet is far from totally square. Here she does her usual versatile job on numbers which include the St. Louis, Basin Street, Limehouse and Jazz Me Blues, plus some unusual items such as an adaptation of the "Berceuse" from Stravinsky's "Firebird Suite."

**★★★★ ORGAN TREASURES**

Don DeWitt. United Artists UAS 5055. (Stereo & Monaural) — This package features some very funny satirical liner notes (by G. Dadd) poking fun at the usual biographical info. However, the LP contents are legitimate. DeWitt (or whatever his name is) wraps up 12 memorable standards in verveful organ solos, with unusually effective and original arrangements.

**★★★★ VIVA LE DIFFERENCE**

Marjorie Melner. RCA Victor LPM 2124 — Making her debut on the RCA Victor label, Miss Melner provides tasteful, melodic organ instrumental treatments of some romantic standards with Parisian themes. Effective guitar backing. Selections include "Autumn Leaves," "Paris in the Spring," "April in Paris," etc.

**★★★★ 2,000,000 STRINGS**

Helmut Zacharias. Decca DL 8926 — Strings and more strings are the theme of this new album featuring Helmut Zacharias and his many violins. Tunes include "Nature Boy," "Charmaine," "St. Louis Blues" and "Swanee," but the arrangements are so overdone that at times it is difficult to follow the melody.

**★★★★ BEYOND THE BLUE HORIZON**

The Four Aces. Decca DL 8944 — This program by the Aces is dedicated to those romantic places far beyond the horizon where the water of the sea meets the sky. Cover gets this idea over nicely as the boys offer "Bali H'ai," "Hawaiian Wedding Song," "I Love Paris," "Granada," and their current version of "Waltzing Matilda," from the picture "On the Beach." Fans of the group will enjoy this new set.

**LOW-PRICED POPULAR ★★★★★**

**★★★★ DARTOWN STRUTTERS BALL**

Gene Sheldon, Banjo. Lion L 70128 — Here's a happily old-fashioned album featuring the plunkin' banjo work of Gene Sheldon backed by a full orchestra. Tunes include the title song and "Whispering," "Tea for Two," "At Sundown," and "Coquette." Good nostalgia item.

**★★★★ THE GREATEST SONGS EVER SWUNG**

Morgana King. Camden CAL 543 — A group of swinging standards. On this package, they are swung not only instrumentally, but also vocally. Morgana King with Ernie Wilkins band (should be in title). Material includes "And the Angels Sing," "Lullaby of Birdland," "How High the Moon," "Perdido."

**★★★★ HARMONICAS WILD**

Eddie Manson. Camden CAL 528 — A fine harmonica album by Manson, who is very talented, both as performer and arranger. With him are a group of harmonicaists who understand the full range of the instrument. Material is a collection of originals and standards, done with imagination. A good buy in the low priced field.

**CLASSICAL ★★★★★**

**★★★★ BARTOK: DANCE SUITE; DEU PORTRAITS; MOKROKOSMOS**

Philharmonia Hungarica Orchestra (Dorati) Mercury SR 90183 (Stereo & Monaural) — The major work, the "Dance Suite," is one of Bartok's most colorful efforts, being based mostly on driving folk rhythms which are excitingly performed here under Dorati's understanding baton. Of the shorter works, the "Deux Portraits" have the most interest, the "Distorted" portrait being the com-

poser's parody of the "Ideal" which precedes it. Good disk for those interested in 20th century classics.

**★★★★ SCHUBERT: SONATA IN D MAJOR**

Sviatoslav Richter, Piano. Monitor MC 2043 — A fine performance by Richter of the Schubert Sonata in D, played with the polish and the technical proficiency for which Richter has become well known. The recording, which is processed from Russian tapes, is an excellent one and it should interest both piano fans and American followers of the Russian pianist.

**★★★★ RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; DOH-NANY: VARIATIONS ON A NURSERY TUNE**

Katchen, piano; London Philharmonic Ork. (Boult). London SC 6153. (Stereo & Monaural) — Katchen displays wonderful technique and control in his performances of the two popular works. The "Variations" are done with effortless ease, and the Rachmaninoff adaptations are also meticulously rendered. In each case the or-

(Continued on page 56)

*101 Strings*  
The World's First Stereo-Scored Orchestra

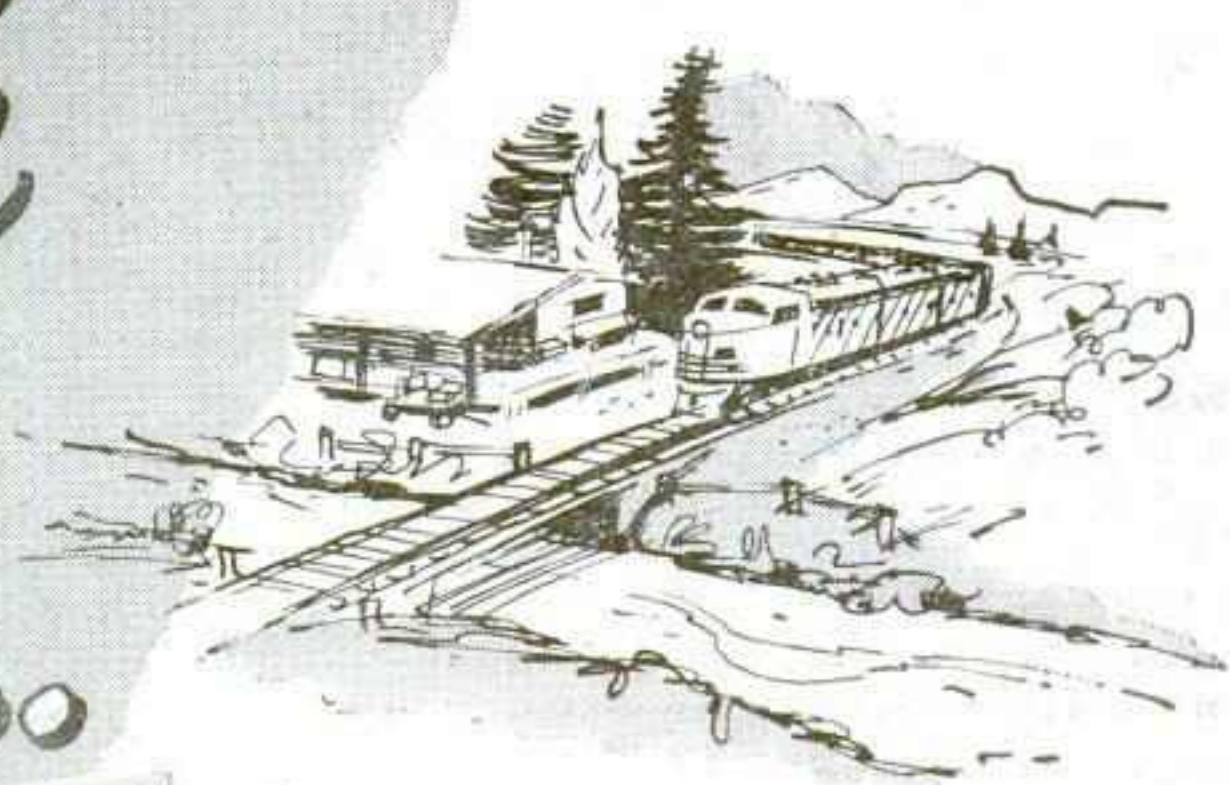
**AUDIO FIDELITY RECORDS**  
the highest standard in high fidelity  
770 Eleventh Ave. N.Y.C. 19

BETTER MUSIC BY *Musidisc*  
THE Super Sound System  
MUSIDISC INTERNATIONAL INC.  
666 FIFTH AVENUE • NEW YORK 19, N. Y.

RAY BRYANT'S "LITTLE SUSIE" (Parts 2 and 4) is THE Hit! Signature 12026

**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. Three months' trial, \$10.00, or economical yearly, \$35.00. Further information and samples sent on request.  
**RECORDAID, INC.**  
P. O. Box 5765, Philadelphia 20, Pa.

from **PICKS** *vill*  
to **HITS** *vill*...



here are the  
**HOTTEST  
TUNES**  
ACROSS THE  
COUNTRY!



**NAT KING  
COLE** "TIME  
AND THE RIVER"  
4325

<b>THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK</b> JANUARY 11, 1960 TIME AND THE RIVER	<b>The Cash Box TOP 100</b> JANUARY 11, 1960 96 TIME AND THE RIVER	<b>MUSIC VENDOR</b> JANUARY 11, 1960 67-TIME AND THE RIVER	<b>The Music REPORTER</b> JANUARY 11, 1960 71 TIME AND THE RIVER
--	--	--	--



**THE FOUR PREPS**  
"DOWN BY THE STATION"  
4312

<b>The Cash Box Pick of the Week</b> JANUARY 11, 1960 DOWN BY THE STATION	<b>Billboard HOT 100</b> JANUARY 11, 1960 33 DOWN BY THE STATION	<b>The Cash Box TOP 100</b> JANUARY 11, 1960 38 DOWN BY THE STATION	<b>MUSIC VENDOR</b> JANUARY 11, 1960 41-DOWN BY THE STATION	<b>The Music REPORTER</b> JANUARY 11, 1960 38 DOWN BY THE STATION
---	--	---	---	---



**JANICE HARPER**  
"CRY ME A RIVER"  
4324

<b>The Cash Box Pick of the Week</b> JANUARY 11, 1960 CRY ME A RIVER	<b>MUSIC VENDOR</b> JANUARY 11, 1960 79-CRY ME A RIVER	<b>The Music REPORTER</b> JANUARY 11, 1960 13 CRY ME A RIVER
--	--	--



# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES For survey week ending January 9

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Why</b> By Marcucci-De Angelis—Published by Debmar (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1045.	1	7	<b>6. Among My Souvenirs</b> 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.	9	6
<b>2. El Paso</b> By Marty Robbins—Published by Marty's Music (BMI) BEST SELLING RECORD: Marty Robbins, Col 41511.	2	8	<b>7. It's Time to Cry</b> By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10064.	6	7
<b>3. Running Bear</b> By J. P. Richardson—Published by Big Bopper Music (BMI) BEST SELLING RECORD: Johnny Preston, Mer 71474.	3	5	<b>8. Heartaches by the Number</b> By H. Howard—Published by Pamper (BMI) BEST SELLING RECORD: Guy Mitchell, Col 41476. RECORD AVAILABLE: Ray Price, Col 41374.	7	14
<b>4. The Big Hurt</b> By Wayne Shanklin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Toni Fisher, Signet 275. RECORD AVAILABLE: Kalesandro, Warner Bros. 5103.	5	8	<b>9. Go, Jimmy, Go</b> By Pomus-Shuman—Published by Wills-Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 575.	12	4
<b>5. Way Down Yonder in New Orleans</b> By Cramer-Layton—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Freddy Cannon, Swan 4043. RECORD AVAILABLE: Louis Armstrong, Dec 28169-70.	4	6	<b>10. Teen Angel</b> By JNR-Surrey—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Mark Dinning, M-G-M 12845.	14	2

### Second Ten

<b>11. Mack the Knife</b> By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30987; Billy Vaughn, Dot 15444; Australian Jazz Quartet, Bethlehem 11053; Dick Stabile, Dot 15996; Fred Skinner, Mecca 1; Ernie Heckscher, Verve 10193.	8	20	<b>16. Smokie (Part II)</b> By Bill Black—Published by Jec (BMI) BEST SELLING RECORDS: Bill Black's Combo, Hi 2018; Bill Doggett, King 5310.	15	5
<b>12. The Village of St. Bernadette</b> By Eula-Parker—Published by Ludlow (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1374. RECORDS AVAILABLE: Toni Arden, Dec 31025; Rosemary Anne Shelton, Epic 9351.	13	3	<b>17. Sandy</b> By Terry Fell—Published by American (BMI) BEST SELLING RECORD: Larry Hall, Strand 25007.	20	4
<b>13. Pretty Blue Eyes</b> By Randazzo-Weinstein—Published by Almino (BMI) BEST SELLING RECORD: Steve Lawrence, ABC-Paramount 10058.	10	6	<b>18. We Got Love</b> By Kal Davis-Bernie Lowe—Published by Kaimana-Lowe (ASCAP) BEST SELLING RECORD: Bobby Rydell, Cameo 169.	16	11
<b>14. Hound Dog Man</b> By Pomus-Shuman—Published by Fabulous (BMI) BEST SELLING RECORD: Fabian, Chancellor 1044.	11	7	<b>19. First Name Initial</b> By Kalamnoff-Schroeder—Published by Disney (ASCAP) BEST SELLING RECORD: Annette, Visia 349.	21	2
<b>15. You Got What It Takes</b> By Gordy, Davis & Gordy—Published by Fidelity (BMI) BEST SELLING RECORD: Marv Johnson, United Artists 185.	18	5	<b>20. Friendly World</b> By Ken Darby—Published by Robbins, Feist, Miller (ASCAP) BEST SELLING RECORD: Fabian, Chancellor 1044.	23	7

### Third Ten

<b>21. Where or When</b> By Rodgers & Hart—Published by Chappell (ASCAP) RECORDS AVAILABLE: Jan August, Mer 30001; Dion & the Belmonts, Laurie 3044; Lionel Hampton, Dec 27198; Dick Haymes, Dec 23751; Leroy Holmes Ork, M-G-M 12253; Guy Lombardo Ork, Dec 27502.	-	1	<b>26. Down by the Station</b> By Bruce Belland-Glenn Larson—Published by Lar-Bell (BMI) RECORDS AVAILABLE: Four Preps, Cap 4312; Slim Gaillard, Dot 15919; Guy Lombardo Ork, Dec 24555.	-	1
<b>22. Handy Man</b> By Blackwell-Jones—Published by Shalimar (BMI) RECORD AVAILABLE: Jimmy Jones, Cub 9049.	-	1	<b>27. So Many Ways</b> By Bobby Stevenson—Published by Brenda (BMI) RECORDS AVAILABLE: Brook Benton, Mer 71512; Varetta Dillard, Savoy 1153.	29	12
<b>23. The Little Drummer Boy</b> By H. Simeone-K. K. Davis-H. Onorati—Published by Mills-Delaware (ASCAP) RECORDS AVAILABLE: Beverley Sisters, London 1862; Johnny Cash, Col 41481; Eric Jay, Bullseye 1021; Harry Simeone Chorale, 20th Fox 121; Henry Snow Singers, Whitehall 30005.	17	4	<b>28. He'll Have to Go</b> By J. Allison-A. Allison—Published by Central Songs (BMI) RECORDS AVAILABLE: Billy Brown, Col 41380; Jim Reeves, Vic 7643.	-	1
<b>24. Not One Minute More</b> By Roberston-Blair-Dinning—Published by Ross-Jungnickel (ASCAP) RECORDS AVAILABLE: Earl Grant, Dec 30983; Della Reese, Vic 7644.	24	3	<b>29. Oh, Carol</b> By Neil Sedaka & Howard Greenfield—Published by Aldon (BMI) RECORD AVAILABLE: Neil Sedaka, Vic 7595.	26	13
<b>25. Uh! Oh! (Part II)</b> By Sascha Burland-Don Elliott—Published by Jason (BMI) RECORD AVAILABLE: Nutty Squirrels, Hanover 4540.	19	8	<b>30. Bonnie Came Back</b> By Eddy-Hazlewood—Published by Gregmark (BMI) RECORD AVAILABLE: Duane Eddy, Jamie 1144.	-	1

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

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

FOR WEEK  
ENDING JANUARY 24

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
1	4	4	11		<b>RUNNING BEAR</b> Johnny Preston, Mercury 71474		14
2	2	2	1		<b>WHY</b> Frankie Avalon, Chancellor 1045	S	9
3	1	1	2		<b>EL PASO</b> Marty Robbins, Columbia 41511		11
4	5	3	3		<b>THE BIG HURT</b> Toni Fisher, Signet 275		10
5	3	5	5		<b>WAY DOWN YONDER IN NEW ORLEANS</b> Freddy Cannon, Swan 4043		9
6	7	10	19		<b>GO, JIMMY, GO</b> Jimmy Clanton, Ace 575		7
7	14	29	50		<b>TEEN ANGEL</b> Mark Dinning, M-G-M 12845		5
8	12	13	28		<b>THE VILLAGE OF ST. BERNADETTE</b> Andy Williams, Cadence 1374		6
9	9	9	10		<b>PRETTY BLUE EYES</b> Steve Lawrence, ABC-Paramount 10058	S	9
10	8	8	7		<b>AMONG MY SOUVENIRS</b> Connie Francis, M-G-M 12841	S	9
11	6	7	4		<b>IT'S TIME TO CRY</b> Paul Anka, ABC-Paramount 10064	S	9
12	10	6	6		<b>HEARTACHES BY THE NUMBER</b> Guy Mitchell, Columbia 41476		16
13	28	51	72		<b>WHERE OR WHEN</b> Dion & the Belmonts, Laurie 3044		4
14	15	23	27		<b>YOU GOT WHAT IT TAKES</b> Mary Johnson, United Artists 185		12
15	11	16	9		<b>HOUND DOG MAN</b> Fabian, Chancellor 1044	S	10
16	19	15	16		<b>SANDY</b> Larry Hall, Strand 25007		9
17	17	18	23		<b>SMOKIE (Part II)</b> Bill Black's Combo, Hi 2081		8
18	16	19	32		<b>NOT ONE MINUTE MORE</b> Della Reese, RCA Victor 7644	S	6
19	13	12	8		<b>MACK THE KNIFE</b> Bobby Darin, Atco 6147		22
20	33	62	78		<b>DOWN BY THE STATION</b> Four Preps, Capitol 4312		4
21	21	20	20		<b>FRIENDLY WORLD</b> Fabian, Chancellor 1044	S	9
22	20	24	29		<b>FIRST NAME INITIAL</b> Annette, Vista 349		13
23	18	11	12		<b>WE GOT LOVE</b> Bobby Rydell, Cameo 169		15
24	29	41	58		<b>HE'LL HAVE TO GO</b> Jim Reeves, RCA Victor 7643	S	4
25	42	67	87		<b>HANDY MAN</b> Jimmy Jones, Cub 9049		4
26	40	46	83		<b>BONNIE CAME BACK</b> Duane Eddy, Jamie 1144		4
27	43	70	82		<b>LUCKY DEVIL</b> Carl Dobkins Jr., Decca 31020		7
28	23	17	13		<b>SCARLET RIBBONS</b> Browns, RCA Victor 7614	S	12
29	60	84	—		<b>TRACY'S THEME</b> Spencer Ross, Columbia 41532		3
30	75	—	—		<b>WHAT IN THE WORLD'S COME OVER YOU</b> Jack Scott, Top Rank 2028	S	2
31	61	65	89		<b>LONELY BLUE BOY</b> Conway Twitty, M-G-M 12857		4
32	30	28	30		<b>TEARDROP</b> Santo and Johnny, Canadian-American 107		8
33	36	48	62		<b>IF I HAD A GIRL</b> Rod Lauren, RCA Victor 7645	S	5

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
34	44	60	76		<b>SHIMMY, SHIMMY, KO-KO BOP</b> Little Anthony & the Imperials, End 1060		7
35	35	37	55		<b>JUST COME HOME</b> Hugo and Luigi, RCA Victor 7639	S	6
36	26	32	26		<b>I WANNA BE LOVED</b> Ricky Nelson, Imperial 5614		8
37	32	25	17		<b>SO MANY WAYS</b> Brook Benton, Mercury 71512	S	14
38	37	38	49		<b>HOW ABOUT THAT</b> Dee Clark, Abner 1032		7
39	31	30	31		<b>COME INTO MY HEART</b> Lloyd Price, ABC-Paramount 10062	S	13
40	27	26	25		<b>OH, CAROL</b> Neil Sedaka, RCA Victor 7595		15
41	34	35	43		<b>TALK THAT TALK</b> Jackie Wilson, Brunswick 55165		9
42	45	63	52		<b>A YEAR AGO TONIGHT</b> The Crests, Coed 521		7
43	96	—	—		<b>THEME FROM A SUMMER PLACE</b> Percy Faith, Columbia 41490		2
44	25	21	18		<b>IN THE MOOD</b> Ernie Fields, Rendezvous 110		18
45	46	80	84		<b>RUN, RED, RUN</b> Coasters, Atco 6153		5
46	24	14	14		<b>UHI OHI (Part II)</b> The Nutty Squirrels, Hanover 4540		11
47	59	86	93		<b>LITTLE THINGS MEAN A LOT</b> Joni James, M-G-M 12849	S	4
48	48	71	74		<b>LET'S TRY AGAIN</b> Clyde McPhatter, M-G-M 12843	S	5
49	55	72	73		<b>BACIARE, BACIARE</b> Dorothy Collins, Top Rank 2024		5
50	66	79	90		<b>SWEET NOTHIN'S</b> Brenda Lee, Decca 30967		5
51	49	49	45		<b>MIGHTY GOOD</b> Ricky Nelson, Imperial 5614		8
52	89	95	—		<b>LITTLE COCO PALM</b> Jerry Wallace, Challenge 59060		3
53	41	53	61		<b>MARY, DON'T YOU WEEP</b> Stonewall Jackson, Columbia 41533		4
54	22	22	15		<b>THE LITTLE DRUMMER BOY</b> Harry Simeone Chorale, 20th Fox 121	S	6
55	56	56	67		<b>NO LOVE HAVE I</b> Webb Pierce, Decca 31021		4
56	47	50	51		<b>WHAT ABOUT US</b> The Coasters, Atco 6153		7
57	63	64	91		<b>HONEY HUSH</b> Joe Turner, Atlantic 2044		4
58	57	42	47		<b>BELIEVE ME</b> Royal Teens, Capitol 4261		13
59	64	68	—		<b>CRAZY ARMS</b> Bob Beckham, Decca 31029		3
60	83	—	—		<b>TENDER LOVE AND CARE</b> Jimmie Rodgers, Roulette 4218		2
61	76	—	—		<b>LET IT BE ME</b> The Everly Brothers, Cadence 1376		2
62	52	33	33		<b>DANNY BOY</b> Conway Twitty, M-G-M 12826	S	17
63	38	27	24		<b>BE MY GUEST</b> Fats Domino, Imperial 5629		13
64	77	88	98		<b>HARLEM NOCTURNE</b> Viscounts, Madison 123		4
65	69	39	48		<b>SWINGIN' ON A RAINBOW</b> Frankie Avalon, Chancellor 1045	S	5
66	70	75	77		<b>THIS TIME OF THE YEAR</b> Brook Benton, Mercury 71558	S	5
67	54	36	35		<b>MARINA</b> Rocco Granata, Laurie 3041		11

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
68	81	91	80		<b>I DON'T KNOW WHAT IT IS</b> The Blue Notes, Brooke 111		6
69	99	—	—		<b>BULLDOG</b> The Fireballs, Top Rank 2026	S	2
70	71	78	—		<b>SKOKIAAN</b> Bill Haley & the Comets, Decca 31030		3
71	53	43	37		<b>DANCE WITH ME</b> The Drifters, Atlantic 2040		15
72	88	89	39		<b>GOD BLESS AMERICA</b> Connie Francis, M-G-M 12841	S	10
73	80	82	—		<b>ROCKIN' LITTLE ANGEL</b> Ray Smith, Judd 1016		3
74	—	—	—		<b>BEYOND THE SEA</b> Bobby Darin, Atco 6158		1
75	—	—	—		<b>WALTZING MATILDA</b> Jimmie Rodgers, Roulette 4218	S	1
76	74	77	81		<b>CLIMB EV'RY MOUNTAIN</b> Tony Bennett, Columbia 41520		5
77	86	92	100		<b>DARLING LORRAINE</b> Knockouts, Shad 5013		4
78	67	59	40		<b>ALWAYS</b> Sammy Turner, Big Top 3029		12
79	79	57	44		<b>REVEILLE ROCK</b> Johnny and the Hurricanes, Warwick 513	S	12
80	58	40	36		<b>MISTY</b> Johnny Mathis, Columbia 41483		16
81	65	54	42		<b>MARINA</b> Willy Alberti, London 1888		8
82	97	—	—		<b>LET THE GOOD TIMES ROLL</b> Ray Charles, Atlantic 2047		2
83	85	87	—		<b>RIVERBOAT</b> Faron Young, Capitol 4291		3
84	—	—	—		<b>WHY DO I LOVE YOU SO</b> Johnny Tillotson, Cadence 1372		1
85	92	93	—		<b>(I REMEMBER) IN THE STILL OF THE NIGHT</b> The Five Satins, Ember 1005		3
86	—	—	—		<b>AM I THAT EASY TO FORGET</b> Debbie Reynolds, Dot 15985		1
87	98	—	—		<b>TELL HER FOR ME</b> Adam Wade, Coed 520		2
88	—	—	—		<b>AMAPOLA</b> Jacky Noguez, Jamie 1148		1
89	—	—	—		<b>TOO MUCH TEQUILA</b> Chumps, Challenge 59063		1
90	94	97	—		<b>ONE MINT JULEP</b> Chet Atkins, RCA Victor 7684		3
91	—	—	—		<b>CRY ME A RIVER</b> Janice Harper, Capitol 4324		1
92	39	34	21		<b>DON'T YOU KNOW</b> Della Reese, RCA Victor 7591	S	17
93	100	—	—		<b>TEENAGE HAYRIDE</b> Tender Slim, Grey Cliff 723		2
94	73	31	22		<b>MR. BLUE</b> Fleetwoods, Dolton 5		19
95	—	—	—		<b>I FORGOT MORE THAN YOU'LL EVER KNOW</b> Sonny James, Capitol 4307		1
96	—	—	—		<b>UPTOWN</b> Roy Orbison, Monument 412		1
97	—	—	—		<b>TIME AFTER TIME</b> Frankie Ford, Ace 580		1
98	50	52	46		<b>CLOUDS</b> The Spacemen, Alton 254		14
99	—	—	—		<b>THE HAPPY MULETEER</b> Ivo Robic, Laurie 3045		1
100	—	—	—		<b>SINCE I MADE YOU CRY</b> The Rivas, Coed 522		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

\***THEME FROM "A SUMMER PLACE"** . . . . .Percy Faith  
(Witmark, ASCAP) Columbia 41490

**SWEET NOTHIN'S** . . . . .Brenda Lee  
(Champion, BMI) Decca 30967

\***LITTLE COCO PALM** . . . . .Jerry Wallace  
(Music Productions, ASCAP) Challenge 59060

**HONEY HUSH** . . . . .Joe Turner  
(Progressive, BMI) Atlantic 2044

\***TENDER LOVE AND CARE/**  
**MATILDA** . . . . .Jimmie Rodgers  
(Kahl, BMI) (Fisher, ASCAP) Roulette 4218

\***BULLDOG** . . . . .The Fireballs  
(Dundee, BMI) Top Rank 2026

### C&W

\***THE ONE YOU SLIP AROUND WITH** . . . . .Jan Howard  
(Jat, BMI) Challenge 59039

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. ON THE BEACH . . . . .Frank Chacksfield, London
2. EARTH ANGEL . . . . .The Penguins, Dooto
3. I CAN'T SAY GOODBYE . . . . .The Fireflies, Ribbon
4. ONE MORE FOR THE ROAD . . . . .Hank Leeds, Jaro
5. MY LITTLE MARINE . . . . .Jamie Horton, Joy
6. CLAP YOUR HANDS . . . . .The Wheels, Folly
7. I WAS SUCH A FOOL . . . . .The Flamingos, End
8. NO ONE (CAN EVER TAKE YOUR PLACE) . . . . .Sam Cooke, Keen
9. YOU'RE MY BABY . . . . .Sarah Vaughan, Mercury
10. WHATCHA GONNA DO . . . . .Nal King Cole, Capitol
11. DELAWARE . . . . .Perry Como, RCA Victor
12. WHIFFENPOOF SONG . . . . .Bob Crewe, Warwick
13. YOU'RE THE ONLY STAR . . . . .Billy Vaughn, Dot
14. BEAUTIFUL BROWN EYES . . . . .Judy, Johnny & Billy, Silver
15. LOVE ME, MY LOVE . . . . .Dean Martin, Capitol

### HOT 100: A TO Z

A Year Ago Tonight	42
Always	78
Am I That Easy to Forget	86
Amapola	88
Among My Souvenirs	10
Baciare, Baciare	49
Be My Guest	43
Believe Me	58
Beyond the Sea	74
Big Hurt, The	4
Bonnie Came Back	26
Bulldog	69
Climb Ev'ry Mountain	76
Clouds	98
Come Into My Heart	39
Crazy Arms	59
Cry Me a River	91
Dance With Me	71
Danny Boy	62
Darling Lorraine	77
Don't You Know	92
Down by the Station	20
El Paso	3
First Name Initial	22
Friendly World	21
Go, Jimmy, Go	6
God Bless America	72
Handy Man	25
Happy Muleteer, The	99
Harlem Nocturne	64
Heartaches by the Number	12
He'll Have to Go	24
Honey Hush	57
Round Dog Man	15
How About That	38
I Don't Know What It Is	68
I Forgot More Than You'll	18
Ever Know	95
(I Remember) In the Still of	85
the Night	36
I Wanna Be Loved	33
If I Had a Girl	44
In the Mood	11
It's Time to Cry	35
Just Come Home	61
Let It Be Me	82
Let the Good Times Roll	48
Let's Try Again	52
Little Coco Palm	54
Little Drummer Boy, The	47
Little Things Mean a Lot	31
Lonely Blue Boy	27
Lucky Devil	19
Mack the Knife	81
Marina (Alberti)	67
Marina (Granata)	53
Mary Don't You Weep	94
Mr. Blue	81
Mighty Good	80
Misty	55
No Love Have I	18
Not One Minute More	40
Oh, Carol	90
One Mint Julep	9
Pretty Blue Eyes	79
Reveille Rock	83
Riverboat	73
Rockin' Little Angel	45
Run, Red, Run	1
Running Bear	16
Sandy	28
Scarlet Ribbons	34
Shimmy Shimmy Ko-Ko Bop	100
Since I Made You Cry	70
Skokiaan	17
Smokie (Part II)	37
So Many Ways	50
Sweet Nothin's	65
Swingin' on a Rainbow	41
Talk That Talk	32
Teardrop	93
Teenage Hayride	7
Ten Angel	87
Tell Her for Me	60
Tender Love and Care	43
Them From a Summer Place	66
This Time of the Year	97
Time After Time	89
Too Much Tequila	29
Tracy's Theme	46
Uhl! Oht! (Part II)	96
Uptown	8
Village of St. Bernadette, The	75
Waltzing Matilda	5
Way Down Yonder in	23
New Orleans	56
We Got Love	30
What About Us	13
What in the World's Come Over	84
You	2
Where or When	14
Why	13
Why Do I Love You So	84
You Get What It Takes	14

### REVIEWS OF

# THIS WEEK'S SINGLES

## SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

### LLOYD PRICE



**LADY LUCK** (Pri-Gan, BMI) — **NEVER LET ME GO** (Lloyd-Logan, BMI) — Price has two hot sides. "Lady Luck" is a leisurely paced rocker that has the singer in fine form. "Never Let Me Go" is a rockaballad that is warmly presented. Ork and chorus work on both sides is tops. **ABC-Paramount 10075**

### JOHNNY & THE HURRICANES



**BEATNIK FLY** (Drychess, BMI) — **SAND STORM** (Vicki, BMI) — The crew should score again via either of these rockin' instrumentals. Top side is an adaptation of "Blue Tail Fly." "Sand Storm" is a catchy rhythm tune. Both are done along the lines of their previous winners. **Warwick 520**

### FATS DOMINO



**COUNTRY BOY** (Alan-Edwards, BMI) — **IF YOU NEED ME** (Travis, BMI) — Domino comes thru with two fine sides — both of which can be chart items. "Country Boy" is a rocker. "If You Need Me" is a pounding ballad with beat. Both are first-rate. **Imperial 5645**

### BOBBY RYDELL



**WILD ONE** (Lowe, ASCAP) — **LITTLE BITTY GIRL** (Sequence, ASCAP) — The chanter should keep his hit string going. Both sides have the hit sound, and this could be a two-sider. "Wild One" is on the rockin' side. "Little Bitty Girl" has Latinish overtones. **Cameo 171**

### THE SKYLINERS



**HOW MUCH** (Calico, ASCAP) — **LORRAINE FROM SPAIN** (Calico, ASCAP) — The group has two fine outings. "How Much" is a nicely-chanted rockaballad. "Lorraine" is a Latinish rocker. Their deliveries on both are smooth and winning, and either side can take off. **Calico 114**

### CARL MANN



**SOME ENCHANTED EVENING** (Williamson, ASCAP) — Mann should click again via his snappy reading of the Rodgers and Hammerstein tune. He revives it in a rockin' style quite similar to that used on his recent hits. Flip is "I Can't Forget," (Four Star, BMI). **Phillips Int. 3550**

### LOUIS PRIMA & KEELY SMITH



**MASHUGA** (Famous, ASCAP) — **NYOW NYOT NYOW! (THE PUSSY CAT SONG)** (Leeds, ASCAP) — Miss Smith has the vocal honors on "Mashuga," a racy rocker, based on a folk melody. Flip is a revival of the hit of some years ago with both artists telling of a conversation between two cats. Either side can attract. **Dot 160042**

### CARL SMITH



**MAKE THE WATERWHEEL ROLL** (Cedarwood, BMI) — **PAST** (Cedarwood, BMI) — Smith should have a dual-market hit with his latest. "Waterwheel" is a moderate rocker with spiritual traces. Smith sells it strongly over a bright chorus and ork assist. "Past" is a countryish waltz that is also sold with appeal. **Columbia 41557**

### THE PONI-TAILS



**BEFORE WE SAY GOODNIGHT** (Sheldon, BMI) — **COME BE MY LOVE** (Daniels, ASCAP) — The gals have two attractive sides. "Before We Say Goodnight" is a teen-slanted ballad which they deliver strongly. "Come Be My Love" is a medium-rocker that is nicely showcased in a Latinish framework. **ABC-Paramount 10077**

### THE LITTLE DIPPERS



**FOREVER** (Tree, BMI) — The pretty theme is handled by a chorus. Piano is prominent in the lovely arrangement. It has a sound, and it's already getting action in a few areas. Flip is "Two By Four," (Tree, BMI). **University 211**

### BILL HALEY & HIS COMETS



**TAMIAMI** (Skidmore, ASCAP) — Haley and crew bow on the label with a colorful reading of a catchy and cute instrumental theme. It's given a zestful and attractive treatment, and it appears a strong bet to score. Flip is "Candy Kisses," (Hill & Range, BMI). **Warner Bros. 5145**

### GARY STITES



**LAWDY MISS CLAWDY** (Venice, BMI) — **DON'T WANNA SAY GOODBYE** (Jones, BMI) — These are Stites' strongest efforts in a spell. He handles "Lawdy Miss Clawdy," Lloyd Price's hit of a few years back with a driving vocal over spirited ork support. "Don't Wanna" is a pretty rockaballad, and this can also figure. **Carlton 525**

The correct number for "Baby (You've Got What It Takes)" b/w "I Do," by Dinah Washington and Brook Benton, a Spotlight in last week's issue of The Billboard, is Mercury 71565.

(Continued on page 50)

# 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 49

### Country & Western

#### THE LOUVIN BROTHERS

**THE STAGGER** (Acuff-Rose, BMI) — **NELLIE MOVED TO TOWN** (Acuff-Rose, BMI) — These sides show a bit of a change of style for the Louvins. While they do have a country feeling, either could also register for pop coin. "The Stagger" is a bright rocker. "Nellie" has a folkish sound. Capitol 4331

### Rhythm & Blues

#### DONNIE ELBERT

**WILL YOU EVER BE MINE** (Jot, BMI) — **HEY, BABY** (Jot, BMI) — Elbert registers to strong effect on two possible dual-market sides. "Hey-Baby" is a spiritual-sounding up tune. "Will You Ever Be Mine" has the singer chanting a bluesy ballad in knowing style. Vee Jay 336

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

#### JOHNNY NASH

**GOODBYE** (La Salle, ASCAP) — Nash gives the pretty oldie (Benny Goodman's theme song) an attractive reading over a pretty lush arrangement. Side is spinnable for all segs, and whirls should find favor. Flip is "A Place in the Sun." (Pamco, BMI).

ABC-Paramount 10076

### POP TALENT

#### GENE McDANIELS

**ONCE BEFORE** (Jefferson, ASCAP) — **IN TIMES LIKE THESE** (Famous, ASCAP) — McDaniels has listenable first outings on these pretty sides. He handles both the ballads warmly over complementary arrangements, and he comes across strongly on each. With spins the disk might interest. Liberty 55231

★★★★

## VERY STRONG SALES POTENTIAL

#### DELLA REESE

**I THOUGHT OF YOU LAST NIGHT**—JUBILEE 6003—Wistful reading by the chick of a side cut on her old label. It's a pretty rhythmic waltz that should come in for play. (Bregman, Vocco & Conn, ASCAP)

**WHAT DO YOU KNOW ABOUT LOVE**—Lovely ballad is given a sultry reading by the thrush. This, too, is an attractive item that can step out. (Morris, ASCAP)

#### BETTY McLAURIN

**ZIP**—CAPITOL 4320—Most attractive performance by the diminutive thrush over bright ork and choral support. This could take off, if it gets the exposure. Watch it. (Source, BMI)

**REMEMBER**—The Irving Berlin standard receives an up-to-date reading by the thrush over backing with triplets. It, too, is a strong side that could collect coins. (Berlin, ASCAP)

#### RAY BRYANT TRIO

**LITTLE SUSIE (PARTS I & III)**—COLUMBIA 41553—Tasteful jazz-flavored instrumental wax. The flip side — labeled "Part 3"—is best side—infectious rhythms and standout piano and drum work. Spinnable material for jazz jocks and hip pop jocks. Bryant has recorded the same tune for Signature (Totem, ASCAP)

#### RAY BRYANT

**LITTLE SUSIE (PARTS II & IV)**—SIGNATURE 12026—Listenable approach by Bryant on a tune with jazz overtones. Bryant's fine pianistics make for a salable side. Flip side is a variation with handclaps. It has a sound. Bryant has recorded the same tune for Columbia. (Totem, ASCAP)

#### MILT BUCKNER

**ORGAN GRINDER'S SWING**—ARGO 5356—Cute familiar theme gets a smooth jazz outing by the Buckner crew, augmented on this side by a featured tenor sax. Side should move well. (Amer. Acad. of Music, ASCAP)

**MIGHTY HIGH**—Leisurely paced blues tune is nicely handled by the organist with guitar and rhythm backing. Fine material for pop and jazz jocks. (Arc, BMI)

#### JANE MORGAN

**THE BALLAD OF LADY JANE (MY LOVE DOESN'T LOVE ME AT ALL)**—KAPP 317—The thrush hands the pretty, folkish tune a wistful reading over light guitar support. She turns in a quality stint that should account for a heap of sales. (Shapiro-Bernstein, ASCAP)

**THE BELLS OF ST. MARY'S**—Another fine go by the lark. She revives the oldie in winning fashion, delivering the ever-green with a winning reading. Both sides can step out. (Chappell, ASCAP)

#### WARNER MACK

**SOMEONE, SOMEWHERE**—SCARLET 4002—Mack comes thru with a rhythmic belt on an attractive rocker with breaks. Good male chorus assist. With plugs this might create interest. (Conmar, BMI)

**My Love for You**—Countryish rockaballad gets a nice outing from Mack. It's a good side for Mack on his first etching on this label. (Conmar, BMI)

#### HERB AND BETTY WARNER

**DREAM TALK**—JUBILEE 5380—Herb and Betty Warner bow on the label with an attractive reading of a bright little ditty that's worth spins. Good side here. (World, ASCAP)

**My Heart's Like a Rail**—Folkish ditty receives a bright reading by the duo over snappy guitar and rhythm backing. This side has a chance, if exposed. (World, ASCAP)

#### PETE HENDRICKS

**HARBOR MELODY**—PANORAMA 1003—Side begins with the sound effect of splashing water. The interesting theme is then whistled by Hendricks over small group backing. Good jockey material. (Nelson, BMI)

**Got a Girl in Every Port**—Merry waltz gets a bright instrumental reading by the Hendricks crew. Flip appears the side to watch. (Nelson, BMI)

#### DAVID HILL

**THE RED HEADED STRANGER**—KAPP 318—Hill gives the westernish folk-sounding ballad a strong warble. A chorus supports the singer on the attractive tune. It bears watching. (Pine Ridge, ASCAP)

**Santiano**—Peppy folkish ballad is also expressively rendered by Hill. Fine guitar supports his pleasing delivery. (Bryden, BMI)

#### BETTY & SUE

**A HOOT AN' A HOLLER**—RCA VICTOR 7669—Sprightly tune is rendered with verve by the gals. They could have a sleeper with this. (Leeds, ASCAP)

**Tears, Tears**—Pretty weeper waltz is nicely chirped by the fem pair. Light ork assists on the pretty tune. (Paget, BMI)

## GOOD SALES POTENTIAL

#### RAY BLOCH & HIS CHORUS & ORK

**Espanharlem**—SIGNATURE 12022—Lush arrangement of the old tune. It's done to a rockaballad tempo. The kids could take to the danceable side. (Remick, ASCAP)

**Meadowland**—The Russian folk melody gets a spinnable instrumental setting from the orkster and his chorus. Fine jockey side, and it also has a chance for sales. (Hollybrook, ASCAP)

#### BILLY DONAHUE

**Makin' Plans**—COED 523—Cute tune with teen appeal lyrics is nicely handled by the young singer. This could also get coin. (Winnetone, BMI)

**We'll Get Along**—Donahue gives the medium-beater a strong warble. He gets a bright chorus and ork assist. His last came close, and this could also make noise. (Winneton, BMI)

#### MORTY CRAFT & THE SINGIN' STRINGS

**Swanee**—WARWICK 522—This wild version of "Swanee" which features a rocking beat and many strings is from the album "Memories of Jolie." Good deejay wax. (New World, ASCAP)

**Toot, Toot, Tootsie, Goodbye**—Another famous Jolson tune played in strong

fashion here by the Craft crew. Both sides are worth exposure. (Feist, ASCAP)

#### THE HIGHLIGHTS

**Whispering**—LODESTAR 59—The Highlights treat the oldie to a cha cha reading. Danceable side can move. (Miller, ASCAP)

**Sweet Sue**—Same comment. (Shapiro-Bernstein, ASCAP)

#### JIMMY NEWMAN

**The End of the Line**—M-G-M 12864—Medium-beat country tune gets a bright belt from Newman with a strong chorus assist. Side can move for pop and c.&w. loot. (Acuff-Rose, BMI)

**I Miss You Already**—Tune was clefted by Marvin Rainwater. It has a folkish quality. Newman is backed by lush arrangement on the pretty side. (Tree, BMI)

#### THE SCHMITZ SISTERS

**Song of Sixpence**—DORSET 5001—Effective thrashing stint on an interesting piece of material with quality-type arrangement. (Jason, BMI)

**Bus Driver**—Cute teen-appeal ditty is sung with youthful charm by sisters. Merits spins. (Ample, BMI)

#### MARTHA & BOB

**Dog of My Dreams**—GOLDEN CREST 542—Novelty tune is nicely done by the two youngsters. Sound of a yelping pup is heard in the background. Cute side can attract. (Gamut, ASCAP)

**TWEENAGER**—Soft approach by the young pair on a mild rocker. Teen appeal lyrics and a pretty tune can put this in line for loot. (Gamut, ASCAP)

#### BIG BOB DOUGHERTY

**Loirel**—GOLDEN CREST 543—Soulful styling of a pretty rockaballad. Jocks can take to this, and, if the side is plugged, it could create interest. (Gornston, SESAC)

**If I Had My Way**—Dougherty gives the oldie a vigorous reading over a rhythmic ork assist. Some coin possible. (Shawnee, ASCAP)

#### JOHN & JUDY

**You Can't Have My Love**—DORE 540—The duo turns in a rockaballad with hiccuppy touches. It's all about a new love, and the message would figure to have some impact in the teen world. (Hillary, BMI)

**Tell Me**—An appealing little ditty in medium tempo styling. The kids have a sound here on a spinnable side. (Hillary, BMI)

#### WYNONA CARR

**Old-Fashioned Love**—SPECIALTY 683—Leisurely-paced rockaballad is warmly belted by the chick. Light ork backing helps set the pace. Tune has countryish overtones. (Venice, BMI)

**Someday, Somewhere, Somehow**—Inspirational-type tune is expressively chirped by Miss Carr over a complementary arrangement. Listenable chorus support also helps. Side can move. (Venice, BMI)

#### RANDY PAIGE

**Do You Ever Think of Me**—RCA VICTOR 7672—The oldie is brought up to date in mildly swingin' fashion. A male chorus backs Paige on this side. Spinnable side for jocks. (Miller, ASCAP)

**To Cry Alone**—Paige reads the rockaballad in okay style over a light arrangement. Singer impresses more than the material. (Johnstone-Monte, BMI)

#### RUBY WRIGHT

**Free-Hearted**—KING 5297—The new ditty receives a first-rate performance by Ruby Wright over good support by the band. Disk has a good sound. (Monument-Lois, BMI)

**When You're Away**—The familiar oldie is sung with feeling by the thrush over a lilting backing by the large ork. Could get spins. (Witmark, ASCAP)

#### THE TITANS

**Everybody Happy**—FIDELITY 3016—Tune is neatly belted by the group over a Latin beat. It's a cute and contagious tune that could create interest, if exposed. (Aztec, ASCAP)

**What Have I Done**—Fine lead vocal (somewhat on the order of Sam Cooke) is nicely supported by the group. It can move. Tune is a rockaballad. (Venice & Chance, BMI)

#### MARGIE BOWES

**They Just Don't Know You**—HICKORY 1112—The Bryants are the composers of this pretty, teen-slanted tune. The chick gives it a good reading. (Acuff-Rose, BMI)

**Make a Wish**—The lark does well on a Don Gibson song. A chorus supports her on the medium beater. (Acuff-Rose, BMI)

#### THE SHUFFLERS

**Cheese 'n' Crackers**—PENNINGTON 01—Swing instrumental treatment of bright, rhythm theme with catchy dance tempo. Nice organ solo work. (Jamie, BMI)

**Thick Syrup**—Same comment. (Jamie, BMI)

#### REDD STEWART

**Yes, I've Come Back**—FILM 710—Another solid vocal performance by Stewart on bright, up-tempo ditty with good lyric and effective backing. (Ridgeway, BMI)

**Forget Her**—Strong vocal stint by Stewart on country-flavored ballad with r.&c.-type backing. Dual market appeal. (Ridgeway, BMI)

#### JERRY WARREN

**Tremble**—DORSET 5002—Eerie in-

(Continued on page 56)

# JANE MORGAN

sings her greatest

## THE BALLAD OF LADY JANE

(My Love Doesn't Love Me At All)

and

## THE BELLS OF ST. MARY'S

*a new feather in our Kapp\**

K-317



# Big, Steady PROFITS



## Redd Foxx

**New Year Releases**  
**BEST OF PARTY FUN**  
 (LP 274, EP 286-287)

**REDD FOXX SINGLES**  
**SHOE SHINE BOY 455**  
**DEAR JOHN LETTER 453**

**SPECIAL FOR RADIO PROGRAMS**  
**SONGS HEARD THROUGH**  
**A KEY HOLE**

**JOEL COWAN**  
 LP 285, EP 283-284

**VERNON GREEN'S**  
**MEDALLIONS**  
**THE DOOR-ROCKET SHIP**  
 #454

**BREAKING AGAIN!**  
**EARTH ANGEL**  
**PENGUINS 348**

**BEST VOCAL GROUPS**  
**PENGUINS-MEDALLIONS**  
**DON JULIAN'S**  
**MEADOWLARKS**

**INCLUDING**  
**EARTH ANGEL, THE LETTER,**  
**HEAVEN AND PARADISE &**  
**OTHER HITS**

LP 204, EP 201-202 203



**ROY ORBISON**  
**"UPTOWN"**  
 Monument #412

ONE OF THE **LONDON GROUP**

539 West 25 St., New York 1, N. Y.

**THE FIREBALLS**  
**ARE HOT!**

**"BULLDOG"**  
 RA-2026

**TOP-RANK**  
**INTERNATIONAL**  
 24 West 57th St., New York City 19  
 JUdson 2-5405

**SAVE MORE MONEY—**  
**MAKE MORE MONEY**  
 Subscribe to The Billboard TODAY!

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Harry Cooke, of Cooke & Rose Theatrical Attractions, Inc., Lancaster, Pa., in co-operation with Richmond, Va., booker, Jim Gemmill, presented Shirlee Hunter, Rusty Adams, Jerry Cope and the Trailblazers and Koko the Hobo as part of the floorshow held in connection with the North Carolina Association of fairs banquet in Durham, N. C., January 15, and at the Virginia fair managers' meeting at Hotel John Marshall, Richmond, January 16. Three of the above-mentioned artists have new releases on the Tip Top label. Miss Hunter has a new arrangement of "Allentown Jail" b.w. "Hot Blood"; Cope is featured in a rockabilly arrangement of "You're a Bad Lover" b.w. "My Only Love Is You," and Adams offers "Lying Lips" b.w. "Chance of a Lifetime."

Lucky Records, Cincinnati diskery specializing in country music, has signed Billy Martin, formerly heard on "D" Records, to a recording pact, with his initial release for Lucky due in about two weeks. Martin is c.&w. deejay at WPON, Pontiac, Mich. Other artists slated for early release on Lucky are Ev Brann, Zekie Browning, Dwight Hill, Mac White, and the Dynamics. Deejays desiring service on Lucky releases should write to El Rader, manager, Lucky Records, P. O. Box 631, Cincinnati 1. . . Don Reno and Red Smiley and the Tennessee Cut-Ups have launched a new Saturday night television show on WWSA-TV, Harrisonburg, Va., running from 6-7:30 o'clock. Meanwhile, they continue with their Wednesday night show on the same station and their weekday-morning show on WDBJ-TV, Roanoke, Va.

The Johnson Boys and Sister Jeni, youthful quintet which calls Anchorage, Alaska, its home, have as their first release on Linco Records a pair of instrumentals, "Midnight Sunset" b.w. "Little Rock." Deejays may write to Linco Records, Box 25, Fayetteville, Tenn., for a sample copy. . . The Johnny Cash show pulled a S. R. O. crowd to Harmony Park Ballroom, Anaheim, Calif., New Year's Eve. Appearing with Johnny were Luther Perkins, Marshall Grant, Johnny Western, Linda Padgett, Warren Smith and Gordon Terry. . . With all ducats pegged at \$1.50, a package highlighting Wilma Lee and Stoney Cooper, Grandpa Jones, Mac Wiseman, Jimmy Skinner, Connie Hall, Dave Wollum, Pappy Tipton and Tommy Sutton attracted 1,400 payees to the Palace Theater, Hamilton, O., New Year's Eve. Promotion was handled by Jimmy Skinner.

Bill Springer, president of Faye Music Company (BMI), White Plains, Ky., pencils that his firm is prepared to give away \$2 million in payola to promote its latest publishing effort. "Just For You" and "Be-Bop Blues," which Aubrey Cagle has waxed for Glee Records. Bill hopes to ward off an investigation by making the payola payments in Confederate money. The platter coupling the two tunes was released January 4. Samples may be obtained by writing to Springer at White Plains or to Glee Records, 1739 N. Lesley, Indianapolis 18. . . The Trail Blazers, fronted by Ray Wolfe, are heard each Saturday morning, 9-9:30 o'clock, over WBPZ, Lock Haven, Pa.

Minnie Pearl is skedded for a return appearance on Ten-

nessee Ernie Ford's TV-er February 18. . . Carl Smith does a "Jubilee U.S.A." guest shot February 6. . . Mel Tillis and wife Doris welcomed their second daughter recently in Plant City, Fla. . . A "Grand Ole Opry" package, with Faron Young, Webb Pierce, Roy Drusky, Carl Belew, Del Wood and the Country Deputies played to 3,500 paid at City Auditorium, Saginaw, Mich., January 3, with Kenneth B. Forbes, Auditorium manager, describing it as "the best crowd ever." Attendance is said to have topped by 1,000 the crowd drawn there recently by the Johnny Cash unit. Show was booked in by Hubert Long Talent, Inc. . . Faron Young works the Red Rowe CBS-TV show from the West Coast January 26, with Ferlin Husky slated for the same trick February 24. Young and his wife Hilda begin a two-week vacation and show-date tour in Hawaii February 9.

Gene Johnson, of Gene Johnson Promotion Company, Wheeling, W. Va., and his associate, Lew Platt, report great success with c.&w. package shows during the holiday season. One of their units, with Johnny Horton, Hawkshaw Hawkins, Jean Shepard, Grandpa Jones, Mac Wiseman, Stoney Cooper, Wilma Lee and the Clinch Mountain Clan, plus Big Slim, the Lone Cowboy of the WWVA Jamboree, played the Armory, Akron, January 1, and Cathedral Auditorium, New Castle, Pa., January 2. It was the first time in several years that a c.&w. show had been seen in either building, and Johnson reports that business was excellent at both spots. Another package headlined by Johnny Horton, plus Donna Darlene and Hylo Brown and the Timberliners played for Ramblin' Lou of WJLL, at the State Theater, Niagara Falls, N. Y., January 3; Dipson's Theater, Batavia, N. Y., January 4, and for Ramblin' Lou and Dan Leonard, of WNDR, at the Brighton Theater, Syracuse, January 5.

Charlie Moore and His Dixie Partners are spotted on their own show over WSPA-TV, Spartanburg, S. C., each morning at 7:30. They invite c.&w. artists passing thru to stop off for an appearance on the show. Charlie and the lads continue to work personals in the area to good results. Moore has just had two new gospel EP releases on the Starday label. . . Mrs. R. H. Huffman, of 5586 Benjistown Road, Memphis 7, is anxious to contact her nephew, Gene Page, who formerly had his own band known as the Circle GP Ranch Cowboys. She hasn't heard from him in nearly 10 years.

Jimmy Dean hosts a new quarter-hour country music show heard each Monday at 11:15 a.m. over WCPO-TV, Cincinnati. . . B. L. (Slim) Williamson, president of Peach Records, Cleveland, Ga., infos that Decca Records has purchased the master on Lewis Pruitt's "Timbrook" b/w "You'll Make a Fool of Me." Deejay samples are available by writing to Williamson at Box 181, Cleveland, Ga. . . Ernest Tucker, of Linco Records, Box 25, Fayetteville, Tenn., is offering free deejay samples on "The Drifter," by the Tennessee Drifters, on the Maid label. . . J. E. W. Thomas, Dallas songwriter, infos that another of his tunes, "Dance With Me," has just been released by Belle Mead Records.

# The Billboard HOT C & W SIDES

FOR WEEK ENDING JANUARY 17

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	EL PASO, Marty Robbins, Columbia 41511	11
2	2	2	2	SAME OLD ME, Ray Price, Columbia 41477	15
3	4	4	7	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	7
4	3	3	3	THERE'S A BIG WHEEL, Wilma Lee & Stoney Cooper, Hickory 1107	14
5	5	7	6	AMIGO'S GUITAR, Kitty Wells, Decca 30987	11
6	6	5	4	COUNTRY GIRL, Faron Young, Capitol 4233	27
7	8	6	8	RIVERBOAT, Faron Young, Capitol 4291	10
8	7	8	9	SCARLET RIBBONS, The Browns, RCA Victor 7614	10
9	9	11	12	NO LOVE HAVE I, Webb Pierce, Decca 31021	5
10	13	9	11	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	16
11	14	16	17	FACE TO THE WALL, Faron Young, Capitol 4291	10
12	10	12	5	UNDER YOUR SPELL AGAIN, Ray Price, Columbia 41477	9
13	11	10	10	THE LAST RIDE, Hank Snow, RCA Victor 7586	14
14	12	18	18	ARE YOU WILLING WILLIE, Marion Worth, Guyden 2026	13
15	18	—	—	ONE YOU SLIP AROUND WITH, Jan Howard, Challenge 59059	2
16	17	15	20	MONEY TO BURN, George Jones, Mercury 71514	8
17	15	13	16	FAMILY MAN, Frankie Miller, Starday 457	16
18	19	—	21	TIMBROOK, Lewis Pruitt, Decca 31338	6
19	21	21	19	BIG HARLAN TAYLOR, George Jones, Mercury 71514	9
20	16	17	14	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	37
21	20	20	27	WISHFUL THINKING, Wynn Stewart, Challenge 59061	4
22	—	—	—	ANOTHER, Rusty Drusky, Decca 31024	1
23	23	30	29	DEAD OR ALIVE, Bill Anderson, Decca 30993	4
24	25	—	—	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	2
25	—	—	—	RIVERBOAT GAMBLER, Jimmy Skinner, Mercury 71539	1
26	27	—	—	EASY MONEY, James O'Gwynn, Mercury 71513	3
27	—	—	—	THE GIRL WHO DIDN'T NEED LOVE, Porter Wagoner, RCA Victor 7638	1
28	24	14	15	I'M MOVIN' ON, Don Gibson, RCA Victor 7629	6
29	—	—	—	MARY DON'T YOU WEEP, Stonewall Jackson, Columbia 41533	1
30	—	—	—	UNTIL TODAY, Musical Pioneers, Country Jubilee 519	1

Going Strong—  
**GREATEST!**  
**JOHNNY CASH**  
 Sun LP 1240

**REALLY ROLLING!**  
 Wilma Lee & Stoney Cooper  
**THERE'S A BIG WHEEL**  
 Hickory 1107

**PETE HENDRIKS**  
 & His Accordion Band  
 play  
 The Continental Instrumental Hit  
**HARBOR MELODY**  
 P-1003  
 on  
**PANORAMA**  
**PANORAMA RECORDS**  
 250 West 57th St. New York, N. Y.

2 SIDED HIT!  
 "EZ-ZEE" b/w "FOREVER"  
 Googie Rene #264

SMASHING!  
 "MY BLUE HEAVEN"  
 Bobby Day #263

**Class RECORDS**

# THE FLEETWOODS

**IN 1959  
3 OUT OF 3!**



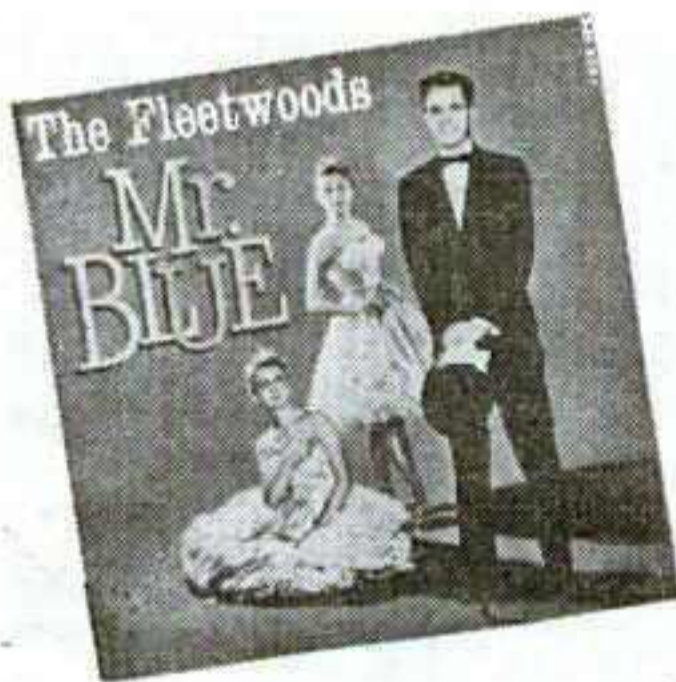
Gretchen Christopher      Gary Troxel      Barbara Ellis

- ★ "COME SOFTLY TO ME"
- ★★ "GRADUATION'S HERE"
- ★★★ "MR. BLUE"

**1960...it's 4 IN A ROW with:**

**OUTSIDE      MAGIC**  
**MY WINDOW      STAR**

DOLTON #15



## Mr. BLUE

CATALOG NUMBER      BST-8001      BLP-2001  
 MR. BLUE      THE FLEETWOODS  
 Confidential; The Three Caballeros; Raindrops, Teardrops;  
 You Mean Everything To Me; Oh Lord Let It Be; Come  
 Softly To Me; Serenade Of The Bells; Unchained Melody;  
 We Belong Together; Come Go With Me; I Care So Much;  
 Mr. Blue.

**1st SMASH  
LP OF  
1960**



**DREAM ON**  
FIVE KEYS  
King 5273

---

**SMOKIE—PART 2**  
BILL DOGGETT  
King 5310

---

JAMES BROWN HAS 2 HITS  
**I KNOW IT'S TIME**  
**I'LL GO CRAZY**  
JAMES BROWN  
Federal 12369

---

**GOOD GOOD LOVIN'**  
JAMES BROWN  
Federal 12361

---

**LET THEM TALK**  
LITTLE WILLIE JOHN  
King 5274

---

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

---

**HOT ROD LINCOLN**  
CHARLIE RYAN  
4 Star 1733

**KING**

Both Sides Breaking All Over!  
JIMMY SCOTT #100  
**"I'M AFRAID THE MASQUERADE IS OVER"** b/w  
**"WHAT GOOD WOULD IT BE"**  
SHARP RECORD CO.  
NEWARK, N. J.  
A Div. of World-Wide Records, Inc.

---

The Big Hits Are on SAVOY!  
NAPPY BROWN #1579  
**"GIVE ME YOUR LOVE"**  
b/w **"TOO SHY"**  
Still Riding the Charts #1575  
**"I CRIED LIKE A BABY"**  
b/w **"SO DEEP"**  
JIMMY BARNES #1581  
**"OUR WEDDING DAY"**  
b/w **"CRYING 'CAUSE I LOST"**

**SAVOY** RECORD CO.  
NEWARK, N. J.

Top Notch **COIN-SNATCHER!**  
Kenneth Deals  
**"GO GO JUMBO"**  
Peacock 1690

**PEACOCK RECORDS, Inc.**  
2809 Erastus St.  
Houston, Texas

Headed for the Top!  
JERRY HOWARD  
**"SNAKE IN THE GARDEN"**  
#5632

**IMPERIAL RECORDS**  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

**Best Selling Sheet Music in U. S.**  
Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. WHY (Debmar)	3	3
2. MACK THE KNIFE (Harms)	1	18
3. EL PASO (Marty's Music)	9	2
4. MR. BLUE (Cornerstone)	2	13
5. DO-RE-MI (Williamson)	8	4
6. AMONG MY SOUVENIRS (DeSylva-Brown-Henderson)	7	2
7. MARINA (Maxwell)	4	6
8. MISTY (Vernon-Octave)	6	11
9. HEARTACHES BY THE NUMBER (Pamper)	5	10
10. CLIMB EV'RY MOUNTAN (Williamson)	10	2
11. THE BIG HURT (Music Productions)	12	2
12. THE VILLAGE OF ST. BERNADETTE (Ludlow)	—	1
13. I KNOW WHAT GOD IS	—	1
14. IT'S TIME TO CRY (Spanka)	11	2
15. DON'T YOU KNOW (Alexis)	14	10

**Best Selling Sheet Music in Britain**  
(For week ending January 9)

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

What Do You Want to Make Those Eyes at Me For—Francis Day (-)	Side Saddle—Mills (Mills)
Sitting in the Back Seat—Sheldon (Sequence)	Mack the Knife—Arcadia (Harms)
What Do You Want?—Mills (Mills)	The Village of St. Bernadette—Francis Day (Ludlow)
Snow Coach—Feldman (-)	China Tea—Mills (Mills)
Little White Hill—Maurice (-)	High Hopes—Barton (Maraville)
Travelling Light—Aberbach (-)	Ivy Will Cling—Fields (-)
Jingle Bell Rock—Cromwell (Cornell)	One More Sunrise (Morgen)—Dominion (Skidmore)
Little Donkey—Chappell (Chappell)	Starry Eyed—Wright (Mansion)
Rawhide—Leeds (Erosa)	Put Your Head On My Shoulder—Yale (Spanka)
Heartaches by the Number—Joy (Pamper)	Trudie—Henderson (-)

**Best Selling Pop Records in Britain**  
(For week ending January 9)

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

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

**MONEY SAVING SUBSCRIPTION**

Order

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Enter my subscription to The Billboard for a full year (52 weeks) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate, \$30.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Type of Business \_\_\_\_\_ Title \_\_\_\_\_

The **Billboard**  
**HOT R & B SIDES**

FOR WEEK ENDING JANUARY 17

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	5	5	SMOKIE (PART II), Bill Black Combo, Hi 2018	8
2	6	3	4	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	11
3	9	8	14	TALK THAT TALK, Jackie Wilson, Brunswick 55165	8
4	4	9	9	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314	5
5	2	10	3	COME INTO MY HEART, Lloyd Price, ABC Paramount 10062	9
6	10	—	—	WHY, Frankie Avalon, Chancellor 1045	2
7	7	16	—	RUNNING BEAR, Johnny Preston, Mercury 71474	3
8	5	1	1	THE CLOUDS, The Spacemen, Alton 254	12
9	—	—	—	UHI OH! (PART II), Nuffy Squirrels, Hanover 4540	4
10	—	—	—	HOW ABOUT THAT, Dee Clark, Abner 1032	1
11	18	—	—	AMONG MY SOUVENIRS, Connie Francis, M-G-M 12841	2
12	8	6	16	WON'TCHA COME HOME, Lloyd Price, ABC Paramount 10062	8
13	—	—	—	SWEET SIXTEEN, B. B. King, Kent 330	1
14	3	2	8	BE MY GUEST, Fats Domino, Imperial 5629	10
15	13	15	—	LET'S TRY AGAIN, Clyde McPhatter, M-G-M 12843	3
16	16	17	15	FANNIE MAE, Buster Brown, Fire 1008	7
17	—	—	—	IT'S TIME TO CRY, Paul Anka, ABC Paramount 10064	1
18	14	—	—	WAY DOWN YONDER IN NEW ORLEANS, Freddie Cannon, Swan 4043	2
19	—	20	10	(IF YOU CRY) TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040	13
20	—	—	—	LET THEM TALK, Little Willie John, King 5274	6
21	20	11	6	ALWAYS, Sammy Turner, Big Top 3029	11
22	17	—	—	TEARDROP, Santo and Johnny, Canadian-American 107	2
23	—	—	—	WHAT ABOUT US, Coasters, Alco 6153	1
24	—	—	—	TEEN ANGEL, Mark Dinning, M-G-M 12845	1
25	—	—	—	GO, JIMMY, GO, Jimmy Clanton, Ace 575	1
26	11	4	2	DANCE WITH ME, Drifters, Atlantic 2035	12
27	19	18	12	SO MANY WAYS, Brook Benton, Mercury 71512	14
28	—	—	—	SHIMMY, SHIMMY, KO-KO-BOP, Little Anthony and the Imperials, End 1060	1
29	22	13	11	IN THE MOOD, Ernie Fields, Rendezvous 110	9
30	27	—	—	FIRST NAME INITIAL, Annette, Vista 349	2

BRAND NEW RELEASE!  
**IT'S MY FAULT**  
and  
**SAY YOU REALLY CARE**  
ROSCOE SHELTON  
Excello 2170  
Deejays — If you haven't received your sample copy, contact us.  
NASHBORO Record Co., Inc.  
Nashville, Tenn.

**ROULETTE RECORDS**  
A Billboard Spotlight  
**"LITTLE SISTER"**  
by  
Cathy Carr  
R-4219  
Roulette Records  
659 Tenth Ave., N.Y.C.

CLOCK RINGS IN THE HITS  
**"COME ON AND LOVE ME"**  
Charles (Chuck) Jackson  
Clock #1015  
1619 Broadway, N. Y. C.

Tops in All Territories!  
**FRANKIE FORD**  
**"TIME AFTER TIME"**  
#580  
**ACE RECORDS**  
2219 West Capital St. Jackson, Miss.

**BREAKING BIG!**

# JERRY KELLER

America's new sing-sensation  
in his 3rd successive smash single

# NOW NOW NOW

K-310

*a new feather in our Kapp\**



**BREAKING BIG!**

# THE PETE KING CHORALE

The big hit from  
Rodgers and Hammerstein's  
"The Sound of Music"

# MY FAVORITE THINGS

K-312

*a new feather in our Kapp\**



# Reviews and Ratings of New Albums

Continued from page 45

★ ★ ★

## GOOD SALES POTENTIAL

chestra under Boult responds beautifully. The sound (as usual on this label) is an asset. Attractive cover.

★ ★ ★ **TCHAIKOVSKY: SYMPHONY NO. 4 IN F MINOR, OP. 36**  
Paris Conservatory Orch. (Wolff). London CS 6150. (Stereo & Monaural) — The programmatic symphony receives a fine reading by the French orchestra. Wolff evokes a colorful response from the group. Set compares well to existing versions, but competition will be a factor. Sound is superior.

★ ★ ★ **TERESA BERGANZA SINGS ROSSINI**  
London OS 25106. (Stereo & Monaural) — The soprano shows complete vocal mas-

tery in her renditions of arias from Rossini operas. Bigson offers excellent ork support. Stereo balance is excellent with neither channel especially favored. Opera fans will find this an attractive item. Quality dealers will give it serious attention.

★ ★ ★ **SERENATA ESPANOLA**  
Pop Concert Ork. of Madrid. United Artists UAS 6065. (Stereo & Monaural) — An extremely attractive album which captures something of the heart of Spain. The Concert Orchestra employed is not that which the words would connote in America, but rather it is a complement made up for the most part of guitars and other rich stringed instruments including lutes and bandurrias. Side one is made up of traditional material—going back as far as the 16th Century, while side two has a more modern grouping. Pleasant wax of a folk-classical genre.

## LOW-PRICED CLASSICAL ★ ★ ★

★ ★ ★ **HAYDN: SYMPHONY NO. 101 IN D MAJOR; "CLOCK"; SYMPHONY NO. 85 IN B FLAT MAJOR**  
The Bamberg Symphony Orch. (Kellberth). Telefunken TCS 18014. (Stereo & Monaural) — Set copies two of the "classical" composer's later works. They are performed briskly by the ork. Sound and packaging are generally good. Set should be a good seller in this category.

## LOW-PRICED SEMI-CLASSICAL ★ ★ ★

★ ★ ★ **OPERETTA TIME IN VIENNA**  
Various Artists. Telefunken TCS 8029. (Stereo & Monaural) — The three operettas are sung in German by three different ensembles. Chief lure of the set is Lehar's "The Merry Widow." Set will most likely have specialized and territorial appeal. Economy price may prove a lure.

## JAZZ ★ ★ ★

★ ★ ★ **BOOKER LITTLE FOUR**  
United Artists UAS 5034 — The Booker Little Four, accompanied by Max Roach on drums, come thru with a pleasantly cooking set here, featuring the leader on trumpet, and George Coleman on tenor, Tommy Flanagan on piano and Art Davis on bass. Little, who gets a chance to show off some good solos here, handled all of the arrangements on the tunes, which include Miles Davis' "Milestones," and a number of standards such as "Sweet and Lovely," and "Moonlight Becomes You."

★ ★ ★ **MEET OLIVER NELSON**  
New Jazz 8224 — Oliver Nelson, tenor who has been with important jazz orks for the past 10 years, makes an auspicious recording debut as featured soloist on the label here. Helped out by Kenny Dorham, Ray Bryant, Wendell Marshall, and Art Taylor, the tenorman blows solidly on a group of originals written and arranged by Nelson himself. And to add some spice the tunes also include "Passion Flower," and "What's New?" Oliver blows with gusto on the rockers and with warmth on the ballads.

★ ★ ★ **PROFILE OF A JAZZ DRUMMER**  
Various Artists. Classics Editions CJ 7 — Drummer Jim Chapin and tenorman Bob Wilber conceived and arranged this attractive jazz set, which is more than a drum album. In fact, it's a happily swinging jazz set, featuring the drummer only to the extent that Chapin's drum work is the solid rock on which Wilber, Phil Woods, Urbie Green, George Dorsey, et al., build their solos. Tunes include standards such as "Cottontail," and "The Lady Is a Tramp," and Bob Wilber's "Pick Ice," and "I May Be Wrong."

★ ★ ★ **THE BRILLIANT BELLSON SOUND**  
Louis Bellson. Verve MG-V 2123 — This smooth, big-band album spotlights drummer Bellson as a soloist in segs, but for the most, he's there in dynamic rhythmic support. A flock of top jazz arrangers have contributed some interesting charts, and the set also boasts solos on the parts of several other prominent jazz personalities. Tunes include "Satin Doll," "The Hawk Talks," and "You Are My Lucky Star." Sound is excellent.

★ ★ ★ **THE JIM CHAPIN SEXTET**  
Classic Editions CJ 6 — The Chapin Sextet is a group that has held down the Monday night spot at Birdland in New

York for many years. And after listening to this album there is no wonder why. For the group, consisting of Chapin, Don Stratton, Phil Woods, Billy Byers, Chuck Andrus and Sunny Tritt, handle a group of familiar standards with ease and a fluidity that is most attractive. The tunes include "In a Little Spanish Town," "Blue Lou," "Cherokee," and some bright originals. Good, swinging jazz.

★ ★ ★ **VERY SAXY**  
Eddie (Lockjaw) Davis, Buddy Tate, Coleman Hawkins & Arnett Cobb. Prestige 7167 — With a foursome composed of tenor sax men Eddie Davis, Buddy Tate, Coleman Hawkins and Arnett Cobb, it would be pretty hard to go wrong, and this album is very right. It's a bright, swinging, driving set featuring the four tenor men on such wonderful tunes as "Lester Leaps In," and "Very Saxy," and three foot-tappin' blues. It's the kind of album that should have strong appeal to many varieties of jazz buffs.

★ ★ ★ **PARTY TIME**  
Arnett Cobb. Prestige 7165 — First-rate blowing by Cobb, on this, his second album for the label since his recovery from his auto accident. He is playing like the Cobb of old, with much feeling and persuasiveness. He is aided here by Ray Bryant, Art Taylor, Wendell Marshall and Ray Barretto. Tunes include "When My Dream Boat Comes Home," "Flying Home" and "Lonesome Road."

★ ★ ★ **MODERN JAZZ FOR PEOPLE WHO LIKE ORIGINAL MUSIC**  
Bernard Pfeiffer. Laurie LLP 1006 — Pfeiffer applies his fleet technique to six originals. His brand of jazz shows strong classical influences. The tunes and tempos are nicely varied. The French pianist has gathered a following and his fans should find this attractive fare.

★ ★ ★ **SONNY ROLLINS AT THE BARBER'S MUSIC INN; TEDDY EDWARDS AT THE FALCONS LAIR WITH JOE CASTRO**  
Metro Jazz E 1011 — Leonard Feather employed the live performance technique on both segments of this set, which finds Rollins at the Barber's Music Inn in Massachusetts and Edwards and his crew performing at Doris Duke's West Coast hideaway known as the Falcon's Fair. Rollins, who occupies most of the disk, gives out with brush, gutty blowing on an original "John's Other Theme," and expositions on three standards. He's on-stage virtually all the time, too. Edwards, an earlier tenor pacesetter, turns in two neat bands. Listeners will like this as much as the live audience which applauds profusely on the disk.

## CHILDREN'S ★ ★ ★

★ ★ ★ **JERRY LEWIS SINGS BIG SONGS FOR LITTLE PEOPLE**  
Decca DL 8936 — This is a departure from the comic's usual style. He does a straight singing job on numbers including Brahms' "Lullaby," "Over the Rainbow," "Little Sir Echoe" and "Little Man You've Had a Busy Day." Lewis' name should account for sales.

## INTERNATIONAL ★ ★ ★

★ ★ ★ **NOCHE DE FLAMENCO**  
Jose Greco. M-G-M E 3802 — Altho it bears the name of dancer Jose Greco, this LP is mostly devoted to smoky-throated flamenco vocals tinged heavily with distinctive Moorish wall which makes this music so attractive. Assisted by guitar, singers Rosario Caro and Manuela de Keiez offer excellent examples of gypsy singing, the latter being especially good. On a few numbers there are the sounds of distinctive folkwork, but while Greco's name may help sales the honors belong to the vocalists.

## RELIGIOUS ★ ★ ★

★ ★ ★ **WE GATHER TOGETHER**  
Ray Charles Singers. Decca DL 8940 — The Charles Singers offer moving, reverent choral treatments of 12 familiar hymns. Selections include "The Old Rugged Cross," "In the Sweet By and By," "Sweet Hour of Prayer," etc. Nice family-in-church cover theme.

## SACRED ★ ★ ★

★ ★ ★ **SUPPERTIME**  
Jimmie Davis. Decca DL 8953 — A dozen sacred songs in the sincere style of Jimmie Davis, a standard in the field. "Supper-time," "My God Is Real," "When the Master Speaks" are typical. Davis has a long-established audience. Of course, right now he has secured the Democratic nomination for Louisiana, and in some Southern areas he is probably hotter than ever.

★ ★ ★ **LIVIN' IN GOD'S COUNTRY**  
Wilburn Brothers. Decca DL 8959 — The authentic hill sound is here, and the true delivery from the heart Package includes a lot of fine sacred songs, as "Shall We Gather at the River," "Throw Out the Life Line," "Wreck on the Highway." A good package for sacred and hillbilly markets.

(Continued on page 57)

# Reviews of New Pop Records

Continued from page 50

★ ★ ★

## GOOD SALES POTENTIAL

strumental effect on this infectious rhythm-rocker with fine sax solo work. Dual market appeal. (Lockett, BMI)

★ ★ ★ **Rompia**—Solid hard driving instrumental treatment of catchy rhythm-rocker. (Pompadour, BMI)

## THE SUPERTONES

★ ★ ★ **Slippin' and Stoppin' (Parts I & II)**—EVEREST 19325—Organ and guitars are featured on this catchy instrumental item. Both parts are listenable and danceable, and they can attract with exposure. (Meridian, BMI)

## THE CREW CUTS

★ ★ ★ **No, No, Nevermore**—RCA VICTOR 7667—Tune is based on a "Madame Butterfly" theme. The Crew Cuts present it nicely over a pretty chorus and ork setting. (Betmar, BMI)

★ ★ ★ **It Is No Secret**—Okay reading of the oldie. There's a group recitation in segs. It should move as well as the flip. (Duchess, BMI)

## DONNIE THOMPSON

★ ★ ★ **Take It Easy** — V-TONE 209 — Instrumental. Arrangement has a modified Yancey figure and an interesting performance by the horn. Musically, it's a blues with a very interesting treatment. (Caldwell, BMI)

★ ★ ★ **Chicken Hop** — This bluesy reading makes a coupling for the flip. Like it, it's full of flavor, and the horns contribute a fine feeling. (Caldwell, BMI)

## THE JAYTONES

★ ★ ★ **My Only Love** — CUB 9057 — A rockaballad with conventional triplet-figured background. Lead singer has a good, lyric voice. (Angel, BMI)

★ ★ ★ **Absolutely Right** — A bouncy item with the lead singer contributing a fresh-sounding vocal. (Angel, BMI)

## SID FELLER

★ ★ ★ **The Lady Killer** — ABC-PARAMOUNT 10074 — Catchy novelty-styled theme with la-la-type chorus work is wrapped up in solid ork treatment. (Jane, BMI)

★ ★ ★ **Puerto Rican Peddler** — Colorful Latin-styled instrumental with more la-la-type choral work. Both sides are good mood wax for jocks. (Wemar, BMI)

## MARINO MARINI

★ ★ ★ **Guarda Che Luna** — LONDON 1904 — New setting by the Marini ork on a lyric version of the "Moonlight Sonata." Marini has the vocal honors on this side. (Southern, ASCAP)

## RUGGEREO CORI

★ ★ ★ **Vamos** — Cori handles this Latin tune in sprightly fashion with a bright ork assist from the Marini crew. Side could catch on. (BIEM)

## ALLAN & THE FLAMES

★ ★ ★ **Winter Wonderland** — COLONIAL 7006 — Snappy version of the oldie. It's given an instrumental setting with tenor and twangy guitar featured. (Bregman, Vocco & Conn, ASCAP)

★ ★ ★ **Till the End of Time** — Smooth rockaballad reading of a new rockaballad by Allan and the Flames. Moderate appeal. (Bentley, BMI)

## DAVID GATES

★ ★ ★ **What's This I Hear** — MALA 413 — Appealing reading of a rockaballad by Gates and a group. It can sell. (Merico, BMI)

★ ★ ★ **You'll Be My Baby** — Blues rocker gets a salable vocal by Gates who is given pounding rhythm assistance from the combo. (Merico, BMI)

## GOGI GRANT

★ ★ ★ **Goin' Home** — LIBERTY 55229 — Rockaballad treatment of the Dvorak theme from the "New World" symphony. Miss Grant gives it a listenable rendition over a good ork assist from Billy May. (Metric, BMI)

★ ★ **All God's Children Got Shoes** — Rocking version of a spiritual-derived tune. A male chorus backs the thrush on the peppy side. Flip has more to offer. (Metric, BMI)

## THE MARQUEES

★ ★ ★ **Until the Day I Die** — WARNER BROS. 5139 — The boys come thru with a

pretty reading of a rockaballad over interesting support. Could get spins. (Music World, BMI)

★ ★ **Don't Be Mean, Geraldine** — The Marquees sell an old-fashioned rocker brightly here over wild backing. It has a bit of the Coasters sound. (Music World, BMI)

## LEON PAYNE

★ ★ ★ **Brothers of a Bottle** — D 1108 — Payne explains about the companionship that exists between drinking men, as he tells about his troubles with women. Good side here. (Glad, BMI)

★ ★ **Mitzie McGraw** — Payne tells about an Irish lass who had a kitten with a flea on its ear. The tale is somewhat on a folk order and it's handled well by the chanter. (Glad, BMI)

## GEORGE GRAVES

★ ★ ★ **The World Is Far Away** — WARNER BROS. 5141 — The chanter sells this big ballad with warmth over a pretty arrangement. Worth spins. (M. Witmark, ASCAP)

★ ★ **You Have Funny Ways** — Another pleasant ballad is sold with feeling by the

# DION AND THE BELMONTS HAVE ANOTHER HIT: "WHERE OR WHEN" LAURIE

3044 IN ATTRACTIVE FULL COLOR SLEEVE

**ARDCO** TRIANGLE #51318  
**"UNTIL THE REAL THING COMES ALONG"**  
Norman Thrasher  
ALLIED RECORD DISTR. CO.  
1041 No. Los Palms, Hollywood 38, Calif.

**BREAKING!**  
**"I WAS SUCH A FOOL"**  
The Flamingos  
End 1062  
**END RECORDS**  
1650 Broadway, N. Y. C.  
JUdson 6-1060

**LATEST RELEASE**  
**VAYA CON DIOS**  
by  
**THE VIRTUES**  
#10071  
ABC-PARAMOUNT  
FULL COLOR FIDELITY

**Record Processing & Pressing**  
We process quantities of 25 and up from your tape or master. "Superior Workmanship with the Personal Touch."  
**SIDNEY J. WAKEFIELD**  
17032 N. Black Canyon Hwy., Phoenix, Ariz.  
For Fast Service Dial Phoenix: WI 3-9557

**Paul Evans**  
rides the  
**"MIDNIGHT SPECIAL"**  
to Hitsville!  
GUARANTEED #205

**YOU GOT WHAT IT TAKES**  
b/w Don't Leave Me  
**MARV JOHNSON**  
UA #185  
UNITED ARTISTS  
7297th AVE. N.Y. 19, N.Y. **UA**

**ANDY WILLIAMS**  
**THE VILLAGE OF SAINT BERNADETTE**  
CADENCE 1374  
**cadence**  
RECORDS

**The Exciting New Star**  
**Bobby Rydell**  
**"WE GOT LOVE"**  
Cameo #169  
**G.A.M.E.**  
RECORDS  
1405 Locust St., Philadelphia, Pa.

**A GREAT NEW STAR**  
**ADAM WADE**  
**"TELL HER FOR ME"**  
Coed #520  
**COED**  
RECORDS  
1619 Broadway New York, N. Y.



chanter and the arrangement again has a good string sound. (M. Witmark, ASCAP)

**JACQUES BELASCO**

★★★ *Rendezvous D'Amour* — URANIA 5007 — Waltz instrumental is romantic with a continental quality. Deejays looking for programming with a nostalgic quality will like it. (Unicorn, ASCAP)

★★ *88 Keys* — Instrumental. Pleasant and romantic in mood. (Unicorn, ASCAP)

**JOHNNY KING**

★★★ *Take a Good Look* — MONTICELLO 1014 — Personable reading by King on appealing tune with teen-styled lyric. (Musi-Chord, ASCAP)

★★ *Close to You*—The oldie is wrapped up in expressive vocal treatment. (Pickwick, ASCAP)

**MIKE PRESTON**

★★★ *The Tomorrow* — LONDON 1903 — Gentle chanting by Preston on lovely theme from "Fiorello!" musical, with nice backing by fem chorus. Spinnable wax. (Sunbeam, BMI)

★★ *An Ordinary Couple* — Pleasant warbling stint on attractive Rodgers and Hammerstein ditty. Flip tho, is better side. (Williamson, ASCAP)

**ROSCOE SHELTON**

★★★ *It's My Fault* — EXCELLO 2170 — Warmly expressive warbling by Shelton on relaxed bluesy item with dual market appeal. (Excellorec, BMI)

★★ *Say You Really Love Me* — Shelton wails with emotional impact on moving r.&r. item. (Excellorec, BMI)

**SPARKS OF RHYTHM**

★★★ *Handy Man* — APOLLO 541 — Old fashioned blues effort is chanted in good fashion by the bass lead over a good backing by the ork and chorus. This could cull some coin. (Bess, BMI)

★★ *Everybody Rock and Go* — The Sparks of Rhythm sell a wild rocker in appropriate style, over solid backing by the combo. (Bess, BMI)

**WINI BROWN**

★★★ *Gone Again*—JARO 77018—Revival of her ballad click of some years ago with the Lionel Hampton band. Jocks may like it. (Swing & Tempo, BMI)

★★ *Johnny With Those Gentle Hands*—Bluesy medium-beater gets an expressive warble. Flip appears the stronger side, however. (Vernon, ASCAP)

**(SCATMAN) CRUTHERS**

★★★ *Good Times Will Come* — CHALLENGE 59065 — Bouncy spiritual-flavored item is sung with verve by Cruthers and chorus. (Terr-Taj, ASCAP)

★★ *The Planet Fadoo*—Showmanly warbling by Cruthers on swiny novelty. (Newman, ASCAP)

**TRACY PENDARVIS**

★★★ *A Thousand Guitars*—SUN 335—Tracy Pendarvis bows on the Sun label with a wild reading of a rocker backed by a solid guitar sound. Could get spins. (Knox, BMI)

★★ *Is It Too Late*—Pounding ballad is sung with feeling by the chanter over ork and chorus support. (Hi Lo, BMI)

**JOHN MARASCALCO**

★★★ *O Sole Mio Rock*—ALLIED 7779—This is what the title implies and it features Plas Johnson on alto sax. Good, danceable instrumental side. (Colortunes, BMI)

★★ *My Uncle*—This is a pleasant bit of fare that has an Italian flavor. Piano is featured much of the way, along with Plas Johnson's flute. Would have little impact. (Lovel, ASCAP)

**GARY & BILLY**

★★★ *Working After School*—20TH FOX 170—The duo, which has a fair sound, charts the story of their after school job. This is to save loot for the wedding later. They can't see their friends but the travail is worth it all. Interesting side. (Delaware, ASCAP)

★★ *Lisa*—A ballad dedicated to the chick of the same name. Boys are more effective on the flip. (Marble-Swarthmore, BMI)

**VICKI JAY**

★★★ *All Mixed Up*—M-G-M 12863—A cute side with a catchy flavor. It's all about all the instructions given the young lass by her Mom and Dad. The rules get a bit confusing, and the message and the sound can get thru to teenagers. (Roxbury, ASCAP)

★★ *Little Girl*—A soft, lullaby type tune is performed nicely by the young thrush.

She's assisted by a chorus on this side. Flip would have more immediate appeal. (Roxbury, ASCAP)

**JOE VALINO**

★★★ *Vesti La Giubba (On With the Play)* CROSLY 219—From the opera "Pagliacci" comes this familiar melody, which Valino sells out in good fashion. It's a side that has possibilities, if exposed.

★★ *Game of Fools*—Valino handles this ditty pleasantly over large string ork backing. Tune is pretty. (Clearview, ASCAP)

**CRAIG BROWN**

★★★ *Cell Walls* — UNITED ARTISTS

200 — Brown delivers a folkish ballad over interesting combo support. He has a sound, and the disk could attract attention. (Delstone, BMI)

★★ *Sahib* — Eastern-type theme is given an okay instrumental whirl. Flip appears a bit more potent. (Delstone, BMI)

**TONY DARRO**

★★★ *I Haven't Anybody to Love* CROSLY 217—Tony Darro bows on the label with a fair reading of a bright little ditty that has a chance for some coins. (Wharton, ASCAP)

★ *The Tender Age*—Darro tries hard here, but he undersells the tune. (Wharton, ASCAP)

★ ★ MODERATE SALES POTENTIAL

**ELMORE MORRIS**

★★ *Baby I Need You* — PEACOCK 1691 — Smart swinger gets a jazz-type reading from Morris with chorus backing. (Lion, BMI)

★★ *What Can I Do for You* — Blues tune gets a feelingful belt from the singer. Fair prospects. (Lion, BMI)

**PAUL BALLENGER**

★★ *I Hear Thunder* — REED 1030 — Ballenger sells a rocker in fair style over a pounding guitar and rhythm backing. (Double M, BMI)

★★ *Pig* — Coasters-styled tune is handled fairly well here by Ballenger and his group, but the material is not in good taste. (Ruler, BMI)

**PAUL OTT**

★★ *I Am Yours* — THUNDER INT'L. 1022 — Wistful warbling stint by Ott on attractive country-flavored ballad. (Goss, BMI)

★★ *Kitty Kat* — Bouncy r.&r. styled ditty is sung in okay fashion by Ott. (Friendly, BMI)

**JACK JUDGE & JURY**

★★ *I Just Wanna Be Happy* — JUBILEE 5378 — Catchy r.&r. item is wrapped up in okay reading by Judge. (Ninny-Bennell, BMI)

★★ *Will You Always Be My Darling* — Mournful chanting by Judge on plaintive country-styled ditty with mildly r.&r. backing. (Bennell, BMI)

**JIMMY NOLEN**

★★ *Swingin' Peter Gunn (Parts I & II)*—FIDELITY 3015—The hit tune of last year gets a bright new treatment from Nolen and crew. It's a persuasive and percussive approach that features guitars and saxes. Part two is a rhythmic and melodic variation. (Northridge, ASCAP)

● **Reviews and Ratings of New Albums**

● *Continued from page 56*

★ ★ MODERATE SALES POTENTIAL

**LOW-PRICED POPULAR ★★**

**★★ GYPSY CARAVAN**

Harry Horlick Ork. Lion I. 70129 — From the M-G-M vaults comes this pleasant program of gypsy airs of varying tempos. Included are such selections as "Two Guitars," "Gypsy Love," "Scene Tzigane," "Sierra Morena," and "Czardas Monti." Sound is unusually good for recordings of this vintage and for fans of this school of music, the set would have interest.

**CLASSICAL ★★**

**★★ A MUSICAL TRIBUTE TO ALBERT SCHWEITZER**

Various Artists. Epic BC 1065. (Stereo & Monaural)—Paul Reif has composed a musical tribute to Albert Schweitzer in celebration of his 85th birthday. There are two selections. "Reverence for Life" is interpreted by Walter Cassels (baritone) with the Epic String Quartet and Leonid Hambro on piano. The second is "Monsieur Le Pelican" with the New York Wind Ensemble. This is a musical description of Dr. Schweitzer's pet. Moderns will find the set of interest, and the set should also attract some attention because of the humanitarian's coming birthday.

**★★ PISK: PASSACAGLIA SCHWARTZ; CONCERTINO FOR CHAMBER ORCH. MILLS; PRELUDE AND DITHYRAMB. GIDEON; SYMPHONIA BREVIS**

Radio Orchestra of Zurich (Monod). Composers Recordings CRI 128 — These works by four contemporary composers display some of the interesting musical works

being penned these days. While unlikely to obtain mass popularity, they are all workmanlike efforts, which in the main also are pleasing to the ear. The commercial potential of the disk must be considered slight, however, tho all four composers have been active for some years. The Swiss orchestra, under the baton of Jacques Monod, proves adept at the modern idiom.

**COUNTRY & WESTERN ★★**

**★★ FIDDLIN'**

Spade Cooley, Raynote RN 5007—A set of very lively performances, in the Western (rather than c.&w.) groove. "Willow Springs," "Pony Tail Polka," "Gypsy Jive" are examples. Cover is attractive and should be displayed as a sales aid.

**★★ FANCY FIDDLIN'**

Howdy Forrester, Cub 8008—Cover is very attractive, giving a folk flavor to this piece of merchandise. Performances by Forrester comprise outstanding country fiddling. Material includes "Leather Britches," "Rutland's Reel," "Sally Goodin," etc. The McCoy.



For dealers who stock all merchandise

**CLASSICAL ★**

★ **CARLSON PLAYS THE CLASSICS** Dave Carlson. Hi-Fi R 204.

**MIKE RUSSO**

★★ *I'm Gonna Knock On Your Door*—CROSLY 218—Russo sells this rocker with a lot of spirit, helped out by a fem vocal group. (Sigman, ASCAP)

★★ *You (Are the Answer to My Prayer)*—On this side the lad performs a pretty ballad with feeling over a simple backing. (Lansdale, BMI)

**THE CRUISERS**

★★ *If I Knew* — V-TONE 207 — The lead here has a touch of the gospel tenor in his voice. The group supports him in a similar vein on the ballad side. (Caldwell, BMI)

★ *Miss Fine*—A moderately rocking blues turned out for okay effects by the group. (Caldwell, BMI)

**DARRELL GLENN**

★★ *Take Time to Be Happy* — FASHION 8 — Bouncy lyric with tasteful arrangement by ork and chorus. Approach has a bit of society ork feeling. (Glendell, BMI)

★ *Laguna Madre* — A romantic item. Glenn does a nice job but not as forceful as the flip. (Glendell, BMI)

**JOE DAMIANO**

★★ *Violino*—CHANCELLOR C1046—Joe Damiano sells this Mediterranean type ballad pleasantly over nice backing. (Meadowbrook, ASCAP)

★ *Untouchable*—The lad sings this poorly. (Debmarr, ASCAP)

**GENE BARRY**

★★ *Soon*—CAPITOL 4330—Barry's TV's Bat Masterson, debuts on the label with a rockaballad reading of the old Gershwin tune. Fair prospects. (New World, ASCAP)

★ *I Want the Whole World to Love You*—Another oldie revived in rockaballad style. Flip has an edge, however. (Bregman, Vocco & Conn, ASCAP)

**HAYWARD DAVIS**

★★ *Bubble Gum Rock*—CHRISTY 103—Rocker spots piano triplets and tenor sax over mildly driving ork. Danceable side rates some whirrs. (Rambolt, BMI)

★ *Rock My Rockin' Chair*—Fair rocker. Flip offers more. (Rambolt, BMI)

**Country & Western**



**SKEETER DAVIS**

★★★ *Am I That Easy to Forget?*—RCA VICTOR 7671—Miss Davis gives the recent hit for Carl Belew a fine reading. Her approach is winning, and she, too, could have a big side with this. (Four Star, BMI)

★★★ *Wishful Thinking*—Dual track outing with a mountain sound. Again Miss Davis gives the tune a meaningful reading that should lure buys from traditional fans. (Jat, BMI)

**GINY WRIGHT**

★★★ *I've Got Somebody New*—ZERO 106 —Countryish medium beater gets a pleasant reading from the thrush. It can appeal in this market. (Dandelion, BMI)

★★★ *Are You Mine*—Snappy, country tune is also nicely handled. This side pairs Tom Tall with the thrush. It should move as well as the flip (Dandelion, BMI)

**CARL PHILLIPS**

★★★ *Beer Drinkin' Blues*—K-ARK 601—Lively vocalizing by Phillips on effective novelty-blues. (Four Star, BMI)

★★★ *Set Up Another Drink*—Same comment. (JMAC, BMI)

**WARD ALLEN**

★★★ *Bread 'n' Butter*—D 1116—Instrumental is fine for square dancing. It has a completely authentic sound and rhythm. (Glad, BMI)

★★★ *Pappy Daily's Breakdown* — Instrumental. Similar to flip in category and quality. Fine example of its genre. (Glad, BMI)

**BOBBY RUSSELL & SADIE**

★★★ *Not Even Friends* — D 1115 — A weeper with a strong story. The performance is in the traditional style and is solid both vocally and in the instrumental arrangement. (Glad-LeBill, BMI)

★★ *Shackled* — Another weeper. A good performance with a lyric based on a com-

**Frey Sues Premier for Plagiarism**

NEW YORK — Sid Frey and Audio Fidelity Records have filed a complaint in the Supreme Court of New York State against Premier Albums and the Cosnat Distributing Corporation, producer and distributor respectively of Coronet Records, charging unfair competition. Frey alleges in his complaint that Premier Albums plagiarized the covers of three Audio Fidelity albums, "The Brave Bulls," "Port Said," and "Accordion De Paris." Further details of the complaint allege copying of the title, photograph, design, theme, liner notes, lettering and the general format of these album jackets.

Sid Frey's firm has another action pending in the Federal Court in California against High Fidelity Recordings. Frey's charge here is also unfair competition, alleging that High Fidelity used the lettering and general design of Audio Fidelity's "Railroad" record.

mon hillbilly theme. Not as strong as flip, however. (Glad-LeBill, BMI)



**CURLEY MONEY**

★★ *Many Tears Ago*—RAMBLER 3012 —Plaintive chanting by Money on okay country ditty, with mildly r.&r. backing. (Adams, Vee & Abbott, BMI)

★★ *Two Hearts*—Money wails soulfully on routine country ballad. (Clear, BMI)

**BILL WATSON**

★★ *I'm Dying Darling (With You On My Mind)* — COUNTRY JUBILEE 1059 — A weeper of a particularly grim sort. He's to be executed, and he's got a chick on his mind. Done in the traditional style. (Ralph's, BMI)

★ *You're the One for Me*—A country ballad in the traditional style. (Ralph's, BMI)

**Jazz**



**THE LEON MERIAN JAZZ QUARTET**

★★★ *When Did I Fall in Love*—SEECO 6043—Tune from the hit musical "Fiorello." is handled neatly here by the Merion combo. (Sunbeam, BMI)

★★★ *Marie's Law*—Same comment. (Sunbeam, BMI)

**Rhythm & Blues**



**LIGHTNIN' HOPKINS**

★★★ *Grievance Blues* — DART 123—Feelingful reading by Hopkins on plaintive blues. Solid side, with effective guitar work. (Glad, BMI)

★★★ *Unsuccessful blues*—Hopkins talks novelty-blues with verve and showmanship. (Glad, BMI)

**Latin American**



**LOS MACHUCAMBOS**

★★★ *Hayseed*—A traditional Latin effort is handled with spirit by the Los Muchucambos here. Good item for L-A boxes.

★★ *Sleep, Child, Sleep* — Pretty lullaby is sold warmly by the group over simple guitar support. (Zodiac, BMI)

**Novelty**



**JAYBEE WARDEN**

★★ *De Castro*—TREPUR 1011—A rebel (in Havana) is making time with this banana worker's chick. Has a pleasant lyrical quality, altho the lyric has some violence. (McClendon, BMI)

★ *Elvis in the Army*—With Elvis in the Army the Army's going rock and roll. That's the theme. Side is a rocker, with mild novelty appeal. (McClendon, BMI)

**MINSTREL COSTUMES & ACCESSORIES**  
Circulars Free  
**DANCE & CLOWN COSTUMES**  
For all other occasions get in touch with  
**THE COSTUMER**  
238 State St. Phone: FR 4-7442. Schenectady, N. Y.

# WIS. FAIR MEET GETS TOP CROWD

## 275 Fair Executives Register; Dougherty Renamed President

By CHARLIE BYRNES

MILWAUKEE—The 1960 convention of the Wisconsin Association of Fairs topped them all from the standpoint of attendance with close to 500 turning out for the three-day meeting here in the Schroeder Hotel, Tuesday thru Thursday (12-14).

There were 275 fair delegates registered, 104 associate members and 97 guests, plus a couple of dozen unregistered people, according to Win H. Eldridge, veteran secretary-treasurer of the association. A total of 500 attended the annual cheese party and gemuetlichkeit on Wednesday evening.

Eldridge was returned as secretary-treasurer for his ninth term in an election that saw all officers and directors re-elected. W. H. Dougherty was renamed president; William Steckling, vice-president. All three are also on the board of directors which also includes R. B. Harris, Elkhorn; Harold Lockner, Portage; C. J. McAleavy, Wausau; Harlan Seyforth, Ellsworth, and A. H. Thayer, Baraboo, sergeant at arms.

Willard (Bill) Masterson, manager of the Wisconsin State Fair

and president of the International Association of Fairs and Expositions, made one of the key addresses of the conclave. He stated that in his opinion there has never been such a need for fairs as there is today. Masterson pointed out that fair officials should study their operations closely to see if they are reaching the people desired with the right kind of program. President Dougherty also spoke, as did Eldridge, Charles B. Drewry and Don McDowell, Wisconsin Department of Agriculture, and Prof. L. G. Sorden, University of Wisconsin. C. J. McAleavy moderated a panel on home talent. Another panel discussed uniform premium lists, including Harlan Seyforth, Drewry, John Buchholz, Reuben Planert and Charles Brace.

Wives of the fair delegates enjoyed a bus tour of the city, attended a luncheon and went on a shopping tour in one of the shopping centers.

William Rogan was chairman of the Thursday night banquet where Prof. Dave Williams was toastmaster. Entertainment was provided thru Hunter's Artist Bureau, and the Steve Swedish ork cut the show.

# Two More on Seattle Expo Federal Staff

WASHINGTON — Francis D. Miller of Rochester, N. Y., has been appointed deputy commissioner for federal participation in the 1962 international Century 21 exposition to be held in Seattle, according to the Commerce Department. Miller was manager of the U. S. pavilion at the Brussels World's Fair from May, 1957, until December, 1958.

Dr. R. M. Robb, Middletown, Del., has been named science coordinator for the federal science exhibit.

The Century 21 Exposition, sponsored by the State of Washington and city of Seattle, is designed as a preview to life in the next century. Congress has appropriated \$9,000,000 for the federal science exhibit. Eighty-four countries have been invited to participate in the areas of science, culture, entertainment and commerce. Exposition is slated to open April 21, 1962, and run until late October of that year. Phillip M. Evans is acting U. S. commissioner for the exposition.

## IAFE PREZ

# Masterson Speaks at Tenn. Meet

NASHVILLE—Willard M. (Bill) Masterson, president of the International Association of Fairs and Expositions and manager of Wisconsin State Fair, Milwaukee, will be a key speaker at the 38th annual meeting of the Tennessee Association of Fairs. Conclave will be held here in the Noel Hotel January 28-29.

Also planned, according to Mrs. Malinda Granberry, association secretary-treasurer, are success stories, an exhibit of scrapbooks, letterheads, photos and premium lists; several business sessions, selection of Miss Tennessee Fairest of the Fair, a tea and the annual banquet.

# Seek Board Control Of Ohio State Fair

## Buckeye Assn. Re-Elects Alt, Others; Urges Continued Ag Dept. Management

COLUMBUS, O. — The Ohio Fair Managers' Association, which concluded its three-day 35th annual convention in the Deshler-Hilton Hotel here Thursday (14) night, setting new attendance records, went on record in favor of establishment of an Ohio State Fair Commission "and that this organization or board shall have sole power to establish the policy of operation of the Ohio State Fair, with the power to employ and fire the manager."

D. R. Stanfield, executive vice-president of the Ohio Farm Bureau Federation, convention speaker, also called for such a commission and long-range planning. "Agriculture should always have an important part in the State Fair," Stanfield said, "but it should also be remembered that Ohio is the second in the nation in industry and a plan should be evolved that would give that phase of our economy some say in the planning of the fairs." He called for abandonment of the present grounds south of 17th Avenue and establishment of a new plant north of that Avenue.

## Governor Critical

Gov. Michael V. DiSalle, who was critical of the State Fair last fall, also mentioned the commission idea in a brief address.

Re-elected officers of the association are Russell Alt, Baltimore, president; Bryan P. Sandles, Springfield, first vice-president; Merle Stacy, Marietta, second vice-president; Goldie V. Scheible, Dayton,

executive secretary, and Henry G. Richards, Mount Vernon, treasurer. Miss Scheible who also is secretary-manager of Montgomery County Fair, Dayton, was commended on her recent election as president of the Federation of State and Provincial Fair Associations.

In another resolution submitted by B. P. Sandles, chairman of the Resolution Committee, the association urged that control and management of Ohio's county and independent fairs be continued under the Ohio Department of Agriculture. Complaints of differences in application of laws and regulations by fair inspectors brought another resolution for an Ohio Fair Managers' Association committee to advise with and assist Director of Agriculture Robert H. Terhune in such matters.

Overflow attendance at group conferences and the opening breakfast and the State Board of Agriculture set the tone of the meeting, at which many midway and grandstand contracts were inked during the week. Floyd Gooding, Gooding Amusement Company, characterized the convention as the best attended in years and praised association officers and committees.

Allied meetings brought the election of Will A. Murray, Wellington, as director of the Ohio Harness Horsemen's Association, District A, and re-election of F. C. Cook, Columbus, as president of the Ohio Showmen's Association. The latter

*(Continued on page 69)*

# S. C. Fairs Hear Payroll Tax Data

## 31st Meeting Elects Paul Black and Tom Craig to Additional Service

COLUMBIA, S. C. — Paul Black, president, and Tom Moore Craig, secretary-treasurer, will guide the South Carolina Association of Fairs thru another year, it was voted at the 31st annual meeting Tuesday and Wednesday (12-13) in the Hotel Jefferson.

Black and Craig, officials of the Piedmont Interstate Fair in Spartanburg, have headed the State group for 14 years, since 1947.

Some 20 fairs were represented, the largest delegation being about 60 people from the State Fair here, including the veteran staff help to Paul V. Moore, its secretary. Attendance held up well in comparison with previous years, and the chief topic was the new State with-

holding tax, explained by representatives of the tax commission. The issue affects all businesses, including fairs and carnivals, doing business in the State.

The 1961 meeting will be held the same day, the second Wednesday of January. A banquet and floor show, with acts bought independently by the association, wound up the convention.

## UNIVERSITY STUDY

# Recommends Wis. State Fair Get New Plant in Milwaukee Area

MILWAUKEE—Recommendations that the Wisconsin State Fair remain in the Milwaukee area but a new grounds with more space, modern buildings and adequate parking be constructed were made last week to the Wisconsin State Board of Agriculture.

The recommendations came out of a study conducted by the University of Wisconsin's Bureau of Government. The data was compiled from personal interviews, questionnaires and voting machines.

The summary indicated that perhaps the functions of the modern fair have strayed far enough away from agriculture as its main theme that the State Board of Agriculture

might be replaced by some other governing agency for the exposition.

The study said that moving the fair from the Milwaukee area would not be feasible since the majority of those attending come from the metropolitan area.

Of 15,000 persons contacted the majority favored continuing the fair and suggested little specific change in its functions, goals or management. Six primary functions, it was reported, must continue to include attention to education, economic publicity, youth activities, entertainment, social exchange and recognition of individuals and groups.

It was indicated that only one in

five fairgoers is from a farm. Two out of three who attend come from within a radius of 50 miles. Eight out of 10 opposed any relocation.

The study brought out the fact that the fair facilities are overtaxed and major construction and/or repair is essential. Exhibitors who participate in the fair generally agree that the advantages which first drew them to the fair continue to be present, it was pointed out.

On finances it was said: The State fair is unable to finance needed capital investment under its present financing system. Since 1935, all direct operating expenses of the fair have been financed from

*(Continued on page 69)*

# Fager Urges Fairs Tie In With Kan. Cele

TOPEKA, Kan.—Kansas County Fairs were called upon to play a big role in the State's centennial this year by Maurice E. Fager, manager of the Mid-America Fair here and chairman of the 100-year program.

Kansas will be host to the entire *(Continued on page 69)*

# Steiner Inks 11 Rodeos; Dale Robertson at Three

DENVER — Rodeo producer Tommy Steiner already has contracted to stage 11 rodeos this season and plans to sign a few 1960 fairs to the list, he disclosed at the annual convention of the Rodeo Cowboys Association here.

Dates already set are: Lake Charles, La., February 25-28; Montgomery, Ala., March 17-20;

Greensboro, N. C., March 31-April 3; Shreveport, April 17-20; Lafayette, La., April 29-May 1; Louisville, May 12-15; Weatherford, Tex., July 27-30; Lawton, Okla., August 3-6; Pine Bluff, Ark., September 27-October 1; Waco, Tex., October 4-8, and St. Louis, November 1-6.

Of them, eight are to be staged indoors. The three outdoor dates are Weatherford, Lawton and Pine Bluff.

Dale Robertson has been signed to headline three of the engagements, those at Shreveport, Lafayette, and Louisville.

# USAC Sprints Open Season At Reading

READING, Pa. — The half-mile Reading Fairgrounds race track will open the 1960 USAC auto race season in the East, Sunday afternoon, March 27, race director Russ Moyer announced this week. The curtain raiser, which annually attracts topflight Indianapolis speedway drivers, is restricted to sprint type race cars.

*(Continued on page 69)*

# Polack Names Acts, Opens New Season

Pat Anthony, GeeGee, Fredonias, Alexanders, Joanides, Luvas Included

CHICAGO—Polack Bros.' Circus last week announced the line-up of talent that will make up its new edition show. The season opens Sunday (17) at the IMA Auditorium, Flint, Mich., where Polack continues under Shrine auspices thru January 23. Second stand will be January 27-31 at Hammond, Ind., Civic Center auditorium.

Acts will include Pat Anthony's Wild Animals; Senor Cardona, cloud swing; Faybray Troupe, teeterboard; GeeGee's Alaskans with Gee Gee Engesser; Barbette's aerial ballet numbers; Jacqueline Hurley, acrobatics; Golden Kids, cycling and juggling, and Besalou Elephants, worked by Mack and Peggy MacDonald.

More acts will be Jeannine Pivoteau, one-arm swings; Joanides, juggling wire walker; Bobby Nelson's Pigs; Three Rebertes, acrobatics; Luvas Duo, aerialists; Five Fredonias, Risley, and the Flying Alexanders, flying return act.

Clowns with the Polack show this year are to include James Douglass, Chester Sherman, Joe Sherman, Javier Esparza, George Riley, Arthur Gallagher, John Cirillino and Al Ackerman.

No one has been named yet to succeed the late Justus Edwards as press agent, but the remainder of the staff remains unchanged. Louis Stern and Bessie Polack are managing directors. Ross Paul is ringmaster and announcer. Henry Kyes is bandmaster and Barbette is director of production numbers.

# York Renames Two To Ex-Lewis Posts

YORK, Pa. — Annual elections of the York County Agricultural Society produced no surprises last week, top positions remaining unchanged. John M. Rudisill continues as general manager, the post he was voted into last February after the passing of Samuel S. Lewis, who had been elected to a three-year term the previous month. Horace B. Faber was re-elected president. Lewis had held both offices, simultaneously.

Dates for the 1960 fair were set at September 13-17. The fair's Saturday grandstand attraction will be Jack Kochman's International Auto Daredevils, and not his Parisian Hell Drivers as previously announced, it was reported.

Sale of space for this fall's event continues to grow. At present

there are 86 contracts representing \$38,913.

It was decided to keep in effect the schedule of admission prices. These are 60 cents for adults, 30 for children, and 75 for parking.

Other officers of the society are Arthur B. Thompson, vice-president, Catherine O. Morgart, secretary, and Ralph B. Jacobs, treasurer. Managers are Robert L. Young, racing; John A. Dempwolf, concessions, tickets and machinery; John M. Rudisill, cattle, sheep and swine; Robert M. Pflatzgraff, auto and pedestrian admissions to grounds and employment and identification; William E. Herman, gates; F. H. Hartenstein, poultry, pigeon and pet stock; Walter F. Grove, police; David E. Stauffer.

(Continued on page 69)

# Everlys, Betty Johnson Set for Orlando Fair

ORLANDO, Fla. — Acuff-Rose Agency of Nashville has signed to produce three two-day shows for the six-day run of the Central Florida Fair here February 22-27. The shows will be in Orlando Municipal Auditorium on the exposition grounds. The contracts were signed by W. D. (Dee) Kilpatrick, of Acuff-Rose, and H. H. (Pete) Parrish, general manager of the fair.

Headliners of each of the three shows will be the Everly Brothers and Mark Dinning, February 22-23; Betty Johnson, the Browns and Charlie Spivak's orchestra, Feb-

ruary 24-25, and Roy Acuff and Don Gibson in a "Grand Ole Opry" production, February 26-27.

With the Everly Brothers on the Monday-Tuesday show will be Sammy Savo, the Casuals, Alex Houston and Elmer, plus dancers and baton twirlers.

With Betty Johnson on the Wednesday-Thursday show will be Tommy Zang, the Omega and others. In the "Opry" line-up for Saturday and Sunday will be the Smokey Mountain Boys and June Webb, Margie Bowes, Stoney Mountain Cloggers and an "Opry" square dance team from Asheville, N. C.

# DALLAS FAIR APPOINTS RUCKER ASST. MANAGER

DALLAS—James H. Stewart, executive vice-president and general manager of the State Fair of Texas, announced two major staff changes last week. Joseph B. Rucker Jr. has been named assistant to the general manager and Kenneth W. Erickson manager of sales and exhibit.

Rucker has been manager of sales and special events since 1954 and will continue to retain general supervision over the two departments. His prime responsibility, however, will be development and over-all planning under Stewart. One of his first tasks will be planning and co-ordinating the fair's Diamond Jubilee Exposition October 8-23.

Erickson, who joined the staff in 1954, has been instrumental in development of the International portion of the fair's exhibit. He also has helped develop the outdoor exhibit terrace and Playtime U.S.A., in addition to other exhibit innovations.

# Wathon Dies At 77; Vet Booker-Agent

NEW YORK — Stanley Wathon, active in the theatrical circles for 67 of his 77 years, died Friday night (8) in Astoria General Hospital. Services were held Tuesday (12) in Woodside Memorial Chapel, with burial in St. Michael's Cemetery, Queens. He had been ill for nearly a year and last fall closed his office here.

Wathon, a Boston native, was taken to Europe when only seven years old and ran away at 10 to join the Circus Cesare Sidoli. He did illusion work, riding act and other presentations, drifting into the booking phase in which he made his mark on two continents. He set talent for Prudential Vaudeville Exchange, and the Quigley, Mozart and Sheedy circuits.

For 20 years he was a top-bracket agent in England, and in recent years held forth in his Palace Theater office. For many years he booked attractions exclusively for the Blackpool Tower Circus, Belle Vue in Manchester, Great Yarmouth Hippodrome and London Agricultural Hall Circus. He also represented Ringling Bros. and Barnum & Bailey Circus, the Berlin Wintergarden and Carl Hagenbeck Zoo, Hamburg.

Wathon was a frequent visitor in circus back yards, being fluent in French, German, Polish and English, and familiar with Italian, Danish and Dutch. He did considerable interpretation for imported acts.

He lived in Woodside, with his wife, Winifred, and sister-in-law, Bonnie, who with the Wathons' daughter, Denise, made up the nucleus of the Juggling Jewels act. Denise and her husband, wire-walker King Reynolds, are proprietors of the Bellwood Motor Court on Route 1, Richmond, Va. Stanley Wathon was to be 77 years old April 10.

# GAC-Hamid Lists Dates In Canada

CHICAGO — The GAC-Hamid Agency last week announced a run-down of Canadian fair bookings completed thus far this winter.

Stu McClellan, local sales rep. reported signing contracts to provide shows at the Western Fair, London, Ont., the Canadian Lakehead Exhibition, Fort William, Ont., and the Sherbrooke (Ont.) Exhibition.

In addition the office will provide all attractions at the Pacific

# PARK FREE VIA STICKER AT ME. MEET

PORTLAND, Me. — Free overtime parking is being extended to January 20-21 visitors to the Maine Association of Agricultural Fairs meeting. The local convention bureau and Chamber of Commerce have provided windshield stickers which have been mailed to fair members and friends. Unlimited overtime parking in metered areas is made possible by displaying the pink stickers, which carry a rocky-coast-of-Maine drawing and the legend, "Welcome to Portland: Convention Visitor."

# Beatty Gets Fla. 'Jungleland' Base

Hamid 'Aquafair' Site Leased 5 Years; 500G Tag on Option to Purchase

NORTH MIAMI, Fla. — Clyde Beatty is establishing a permanent home base in Florida, utilizing the same "Clyde Beatty's Jungleland" title he exploited in Fort Lauderdale prior to World War II. The site is the one operated as "Aquafair" by George Hamid thru last year.

The North Miami deal is emphasized as a personal one with Beatty, in no way conflicting with or involving his relationship with the Beatty-Cole show. He will effect a broad changeover at the location, instituting a walk-thru attraction featuring a half-dozen circus acts, eight elephants, monkey show, bird show, animal exhibits and his wild animal act.

The Hamids acquired the location on U. S. Highway 1 four years ago, developing and improving it as a zoo attraction featuring the Diving Horse act. Beatty, with a sizable crew on the job, has filled in the diving area to provide more space.

Negotiations with Beatty and his representatives have been going on for the last year. The leasing deal recently closed calls for a flat rental versus guarantee for a five-year period. An option to purchase

for \$500,000 exists, with the accumulated rental to apply toward the price, Hamid reported. There are five acres available including 500 feet of frontage on the main highway, and Beatty has reportedly taken an option on adjacent land.

## Boat Firm Makes Bid

Acceptance has been good, it is understood, with the Beatty name stimulating excursion groups to seek working agreements. One boat firm is supposed to have offered a sizable sum for exclusive rights. Beatty will remain on the site all winter, preparing for the opening and appearing there until his presence is required on Clyde Beatty-Cole Bros. Combined Circus in March or earlier. He is arranging for a reputable lion trainer to replace him and will commute to Jungleland as often as possible.

Hamid said Aquafair business was "fair" for the first two seasons but suffered from lack of the personal supervision that has accompanied Hamid successes elsewhere. Beatty will be assisted by Samuel Caponey, son-in-law of Hamid, who is familiar with the North Miami operation.

# Kansas Fairs Elect Jackson George Prez

TOPEKA, Kan. — Jackson George of Emporia was elected president of the Kansas Fairs Association at its 37th annual convention here Tuesday and Wednesday (12-13). Roy Fobes, Beloit, was named vice-president and Everett Erhart, Stafford, was returned as secretary-treasurer of the association.

Joe W. Cook, Columbus, 1959 president, wielded the gavel during the well-attended business sessions of the two-day conclave which treated various phases of the fair business.

Speakers included Hugh S. Dennis, Greenwood County Fair; Virgil C. Miller, secretary, Kansas State Fair; Maurice E. Fager,

manager of the Mid-America Fair; Lot Taylor, Kansas City University; Jackson George, Coffey County Fair; E. A. Bryant, Lane County Fair; Theodore Myers Jr., Wilson County Fair; Francis Perrier, Greenwood County Fair; F. E. Myers, Bourbon County Fair; Jack Brooks and Bill O'Connor, Montgomery County Fair; Carl S. O'Neil Cowley County Fair; Merle Giles, Sumner County Fair, and Buster Wheat, Lyon County Fair.

One new addition was made to the directors, Jack Brooks, Coffeyville. Retained on the board were John Keas, Effingham; Linn D. Livers, Barnes; John Morse, Mound City; Kenneth Cunningham, Richmond; Lloyd Hittle, Winfield; Harry Eshelman, Sedgwick; Jackson George, Emporia; Virgil Miller, Hutchinson; Earl Simmonds, Liberal; Carl H. Byers, Belleville; Roy A. Fobes, Beloit.

Governor George Docking was the key speaker at the Tuesday banquet and ball. Entertainment was provided by Truex-Peebles, J. C. Michaels Attractions, Tom Drake Agency and Jimmy Dallas Shows.

# HUROK SETS BIG BRITISH ARMY SHOW, BALLET

NEW YORK—The Hurok Attractions office continues to set off blockbusters with its importation of massed military attractions. From June 18 to July 4 it will have the Military Tournament and Tattoo at Madison Square Garden here. The 550 participants will be flown over by RAF airlift for the single 22-performance stand. The run overlaps with the British Exposition at New York Coliseum June 10-26.

The unit represents three branches of the services and presents bands, horsemanship and drill displays. It will not tour, according to present plans, because of its unwieldy size.

Hurok also is importing the Royal Ballet, formerly Sadler's Wells. It opens a four-week engagement at the Metropolitan Opera House on September 11 and a 16-week U. S.-Canadian tour will follow. Dame Margot Fonteyn will be guest artist. Dates of the road tour are not yet determined, it was stated.

## Fleckles Names Acts Set for Detroit Shrine

CHICAGO—Line-up of acts for the forthcoming Detroit Shrine Circus were announced here Wednesday (13) by producer L. N. Fleckles. The show will be at the Michigan State Fair Coliseum February 1-14.

Talent includes Jack Joyce's Camels, Llama and Zebra; Eight

### MORE UPSET MARKS DETROIT SHRINE HASSLE

DETROIT—Turmoil within the Detroit Temple of the Shrine took a new turn Tuesday (12) when members elected Chester Cox to be recorder. He defeated Tunis Stinson by a vote of 1,093 to 351. Cox had been circus chairman for the forthcoming show and that post now must be filled again. Stinson, circus chairman for nearly 50 years until Cox's appointment last summer, had been recorder about 29 years.

Upsets within the Shrine are not expected to affect operation of the Shrine Circus, February, 1-14, it was asserted by Shrineers. However, there was apprehension in some quarters about business the show would do.

Friday (8) both the retiring potentate, Herbert E. Payne Jr., and J. Murray Brown, chief rabban, were suspended by the imperial potentate, Dr. Clayton F. Andrews. Dr. Andrews, national head of the Shrine, has appointed Joseph C. Davidson, assistant secretary of General Motors and a past potentate, to serve the remaining days of Payne's term plus the 1960 term as potentate that Brown was in line to get.

Turmoil started some months ago when Brown appointed Cox as circus chairman to succeed Stinson. Cox and Brown then awarded the circus contract to L. N. Fleckles rather than Orrin Davenport, who had played it for the years Stinson was in control.

Both Brown and Payne have denied charges placed against them in the Shrine. The charges against Brown revolve around whether his Shrine connection was used in personal advertising in a Detroit newspaper. And Brown has been charged with "permitting unauthorized persons to sign contracts for the annual Shrine circus."

## NAAPPB Announces Committee Chairmen

CHICAGO—Work of forming standing committees of the National Association of Amusement Parks Pools and Beaches for the 1960 fiscal year is moving speedily ahead under the direction of President Robert L. Plarr of Dorney Park, Allentown, Pa.

Jack Singhiser, of Fontaine Ferry Park, Louisville, Ky., as first vice-president automatically is designated as chairman of the Banquet and Reception Committee, with Plarr—last year's holder of that post—as vice-chairman. Also because of their respective offices, Laurence Canfield of Santa Cruz Beach, Santa Cruz, Calif., as second vice-president will be the Program Committee chairman for the 1960 convention and Marvin Staton, of Spring Lake Park, Oklahoma City,

Therons, bikes; Slaymen Ali's 16 Arabian Tumblers; the Tiebor Alexander Dog, new import from England, and two wild animal acts.

One will be the lion, tiger and tigons of Evelyn and Roberto Curry. The other will be the Paul Kelly Lions, worked by George Frazier and including Cubby the comedy lion.

More acts on the bill are Jan Risko and Nina, plate spinning; Kings and Queens of the Air, just returned from Berlin; Betty and Benny Fox, high act; Albanis, high aerial motorcycle and perch; Torrenais, low wire; Latinos, low wire; Del Rays, trapeze; the Giraldo's, double trapeze, and Flyorama, the Giraldo's flying return act; Egon Brothers; Cresso's Rocket Car; Watkin's Chimps, worked by Buddy; Antonucci's Chimps; Jinx and Darlene, chimp act; Marcelly and Janis, low wire; Dorothy Kelly's Pink Elephants (9); Kietha Buschbom's Liberty Horses (8); Atterbury and Hornbeck four-way-pole exchange; Kilroys, trampoline; Eddie Zacchini's flying act and the Zacchini Triple Human Cannonball act, Four Eddys and several acts yet to return contracts.

Fleckles said he would stage a major spec, entitled "Arabian Nights," using eight jeep-mounted floats from Modern Art Studios in Chicago, and other features. There will be two black light numbers.

Clowns are Joe (Coco) Coyle and George LaSalle, producing clowns; Happy Kellems, Pappy Kerr, Wallie Matz, Norman Atwell, Chuckles Facer, Billy Burke, Laurence Cross, Sunny Jim Snell, Irv Romig, who is well known in Detroit for his local TV show; Don Adams, Jack and Ruby Landrus and Garner Newton.

Staffers will include Fleckles, producer; Durrell Everding, assistant producer; Jack Joyce, equestrian director; Marty Gould, guest conductor, with Ken Humberg's band, and Whitey Wilbur, props. Announcer is yet to be named.

### Cobo Contractors Can't Guarantee Completion for Fair

DETROIT—Plans to have the projected International Trade Fair, a segment of the nine-day International Freedom Festival opening June 25, as the first event in the new Cobo Hall, received a setback last week with word from contractors that they would not guarantee that the new structure will be ready in time. Further plans remain uncertain, but the original plan was to hold the first trade fair in 1961.

Okl., will automatically be the membership chairman because of his election to third vice-president.

As previously announced, Staton will also serve as chairman of the Safety Committee succeeding Plarr. Canfield's vice-chairman on the program committee will be last year's chief, Larry Stone, of Paragon Park, Nantasket Beach, Mass. Vice-chairman of the Membership Committee will be last year's chairman, Robert A. Guenther, of Olympic Park, Maplewood, N. J. Other chairmen and vice-chairmen appointed to date include:

Government Relations, Harry J. Batt, Ponchartrain Beach Park, New Orleans, chairman.

Finance, William B. Schmidt, of Riverview Park, Chicago, chairman; Edward L. Schott, Coney

## W. Va. Fairs Name Hetzer '60 President

ELKINS, W. Va.—A satisfying turnout responded to the call as the West Virginia Association of Fairs held its annual meeting, Saturday and Sunday (2-3) at the Tygart Hotel. Jimmy Hetzer, the Huntington theatrical agency operator, was elected president. He was manager of the Kyova Fair in Huntington for seven years, thru 1953.

Hetzer succeeds Frohman Johnson of Charleston. Also outgoing is Mabel Hetzer, whose association secretary-treasurer duties will be assumed by Mrs. Paul D. Klepfel of Grafton. The association voted commendatory plaques for service on the pair, who had served two years and three years, respectively.

Others elected are C. R. Kinsey of Farmington, first vice-president; Goff H. Sturm of Mannington, second vice-president; Mrs. Jessie Hume of Summersville, assistant secretary-treasurer, and the following directors to serve for five years: Johnson, Ross Tuckwiller and C. T. Sydenstricker of Lewisburg, and Earle Morrison of Sutton.

1961 Meeting Site Chosen  
Dates and location for the 1961 meeting are January 7-8 at the Waldo Hotel, Clarksburg.

Chief speaker was Don Crislip, head of the West Virginia Publicity Commission, who discussed the 1963 State centennial. The banquet was held Saturday night at Phil's Restaurant, with entertainment and beauty contest on the program. Kay Frances Seelinger, representing the Nicholas County Fair, was chosen and crowned Miss West Virginia Association of Fairs and will be official hostess at the August 22-27 State Fair, Lewisburg.

## Hamid Skips Fair Meetings

NEW YORK — George Hamid Sr. will not be making fair meetings this season, for the first time in 40 years. A crew of representatives, set up at the recent GAC-Hamid realignment, will be at all such events. In the East they will be Henry Hamid, Dorothy Packman and Joe Higgins, with Frank Taylor overseeing the operation. Hamid confirmed the many invitations received but said his withdrawal from the scene, to be effective, has to be complete. He will remain available on a consultative basis.

Island, Cincinnati, vice-chairman. Exhibit Awards, Dudley Humphrey, Euclid Beach Park, Cleveland, chairman; Max Rindin, Idora Park, Youngstown, O., vice-chairman.

Liability Insurance, Julian Norton, Lake Compounce, Bristol, Conn., chairman; C. K. (Jack) MacDonald, Idlewild Park, Ligonier, Pa., vice-chairman.

Kiddieland Program, Ferd Clemen, Pee Wee Valley Cincinnati, chairman; Jimmie Thompson, Alexandria, La., vice-chairman. Service Awards, E. J. Kilcullen, Playland, Rye, N. Y., chairman; Robert E. Freed, Lagoon Resort, Salt Lake City, vice-chairman.

Ladies Social, Mrs. Robert F. Ott, Dorney Park, Allentown, Pa., chairman; Mrs. Evelyn Muar Walsh, Roseland Park, Canandaigua, N. Y., vice-chairman.

A complete list of the committee members is expected to be announced the latter part of the month, according to John S. Bowman, executive secretary.

## TALENT ON THE ROAD

### Chicago Auto Show Sets Talent Lineup

Talent line-up in the theatrical presentation part of the Chicago Auto Show, which opened here Saturday (16), includes a strong bill set by Sam J. Levy Sr., of Barnes-Carruthers. George Carle and Arlene, comedy dance duo who played the Chez Paree after being picked out of AGVA's first talent showing in that Chicago nitery, are one of the headliners. Betty Pasco and her chandelier fantasy act is also included. Miss Pasco's husband, Bud, just completed building a new version of the chandelier which was used for the first time at the car display. Also in the show, which wraps around the presentation of the new models, is Nip Nelson, comic; Ernie McLean's singers; Jimmy Smith, xylophone dancer; 16 girls and four boys routed by Bob Frelson, and Lou Breese and his orchestra. Domm Manning staged the show.

The Kingston Trio, currently in Honolulu on a two-week engagement, will be back in the U. S. in February to open on the 29th at Mr. Kelly's, Chicago, on an old option. . . . Duke Ellington has been set to appear with the Detroit Pistons, pro basketball team, on January 30 in the Motor City. Louis Armstrong will augment the cagers' performance on March 2 in Detroit. Paul Bannister, of Associated Booking, is handling the deals with the Pistons as well as deals with the Minneapolis Lakers and the St. Louis Hawks. . . . Homer and Jethro and Barbara Autry are set for the rodeo at the Arkansas Livestock Show, Little Rock, in October. . . . Don Durant, the Johnny Ringo of the TV series bearing that name, will be the name lure at the San Angelo (Tex.) Fat Stock Show and Rodeo, March 10-13.

TV SHOWCASE: Peggy Lee, Jimmy Durante and Bob di Nieri set for the January 18 Steve Allen Show. . . . Robert Horton, Lena Horne, and Corbett Monica join Perry Como January 20. . . . Jack Paar will turn producer, star, performer and host on January 26 for Ford "Startime." Talent will include Jonathan Winters, Pat Suzuki, Alice Pearce, Betty Bruce, Harry Mimmo and Strong Brothers. . . . Mort Sahl and Frankie Vaughn inked for the January 22 Pontiac show plus Norman and Dean, comedy; Joani, Johnny and Hall, vocals, and chanteuse Vicki Benet. Also dancers Marc Breaux, Swen Swenson and Buzz Miller. . . . Dinah Shore's talent scout is set for an 18,000-mile jaunt to get talent for her April show. . . . Route will take him to Venezuela, Brazil, Argentina, Uruguay, Chile, Peru and Mexico. . . . Cliff (Charlie Weaver) Arquette will visit Tennessee Ernie Ford January 21.

Charlie Byrnes

## Pleasure Island Control Goes to Mortgage Buyer

BOSTON—Pleasure Island, 80-acre amusement park in suburban Wakefield, built by the Marco Corporation, has been taken over by a New York businessman, who purchased the second mortgage from H. P. Hood & Sons, milk distributors, one of the concessionaires. He is Harold Korda, president of the Korda Leasing Corporation of New York. Korda took over the property when original stockholders failed to raise additional equity to satisfy creditors.

Korda made an offer last week to pay trade creditors 20 per cent of their claims. (Details are outlined in the Amusement Park Management column in this issue.) He said that if they do not accept, he believes bankruptcy proceedings are likely. Korda has acquired control of a majority of Pleasure Island stock and hopes to obtain the remaining shares also.

A spokesman for Cabot, Cabot & Forbes, Boston industrial development firm which planned the park, said that last July \$2,750,000 had been invested for the project. It also was reported that sponsors spent \$1,000,000 more than was originally intended on the enterprise. The gross for the season was given by different parties as \$440,000 and by the Cabot source as \$750,000.

In addition to a first mortgage of \$650,000 held by the Merchants National Bank of Boston, there is the second mortgage that Korda took over from the milk distributor firm. If financial problems are resolved Korda hopes to effect construction changes in the park next season. "You almost have to give them something new annually," he said.

Pleasure Island, Inc., whose president was William A. Hawkes, Boston publisher of Child Life magazine, had \$2,500,000 invested,

including \$300,000 in land. Research and development came to an additional \$250,000. Lessees put another \$500,000 in stores and restaurants.

An attorney for the original investors had estimated that gross revenues of the park would reach \$2,500,000, 10 per cent of which was to come from concessions and lessors. The net income was estimated at 30 per cent of the gross.

The project had been referred to in local financial circles as the "Great Boston South Sea Bubble," and many felt that the original stockholders had been overimpressed by optimistic pictures of high grosses. But most felt that the fun spot had not been given a fair trial. It was claimed that only five amusement parks in the country achieved higher grosses than Pleasure Island last season, a poor one, mostly due to weather. Some of the park's investors are among the principals of the International Recreation Corporation, which is developing Freedom Park in New York.

## Middletown Wall Built Along Track

MIDDLETOWN, N. Y. — A new concrete retaining wall has been constructed in front of the Orange County Fairgrounds grandstand. It extends for 600 feet down the straightaway and adds further protection for spectators in the grandstand and bleachers. Another construction item for the 1960 fair will be a new Coney Island restaurant, some 30 feet by 15 and built of cinderblock.

# AMUSEMENT PARK OPERATION

## Pleasure Island Creditors Get Offer of 20% Payment

AN ATTORNEY FOR THE HOLDER of a second mortgage on Pleasure Island, Boston, has announced a plan by which trade creditors would receive 20 cents on the dollar. The attorney, John Bok, writes that the mortgage holder, Harold Korda, will make available enough new money to make the 20 per cent payment, but only if 95 per cent of the creditors agree to accept this amount as full payment. The letter states that Pleasure Island, new theme park opened last season, "suffered severe financial losses during the past year, due both to construction costs which far exceeded estimates and to poor attendance." Stockholders and noteholders have decided against further investment. New investment will be required to open the park in the summer. "Substantially all of the owners of the stock and unsecured notes of the corporation have turned their stock and claims over to Korda." In the letter Bok states that "It is our opinion that except thru this plan (trade creditors'), indebtedness is probably completely uncollectible." He goes on to say that none of the construction companies or original noteholders "have or will in the future receive from Pleasure Island any payment on what the corporation now owes them. Rejection of the plan probably would mean foreclosure by the first mortgagee," Bok added.

## Knott's Berry Farm Operates Employee Profit Share Plan

KNOTT'S BERRY FARM, California attraction, has been operating a profit-sharing plan for its employees since 1948. It is divided into two principal parts and one of these, according to a company publication, The Knotty Post, is a cash profit sharing. The other is a deferred profit sharing. In the first year the company distributed cash profits of \$28,279, including \$27,241 from the berry farm and \$1,038 from the gift shop. The total went up to \$48,447 the second year, dropped some in 1950, but went to \$49,800 the year after that. For 1952 the contribution was nearly doubled to total \$93,950. There was a drop in 1953, but it bounced up to \$128,657 in 1954. The climb has continued with annual amounts of about \$111,600, \$167,600, \$179,200, \$204,100, and this year, \$210,403. Each year's amount is divided among employees on the basis of their basic pay. The berry farm employees' basic pay totaled \$2,914,808 and its profit share was \$201,100 of this year's larger total. The deferred profit-sharing portion of the plan was not started until 1956. This is available to employees with three years' service. In 1956 there were 282 participants and now there are 390. In the first year the company contributed \$100,000. The subsequent three annual totals, including both berry farm and gift shop portions, are \$152,936, \$204,130 and \$237,234. Profit shares of both plans now total more than \$2,000,000, the publication indicates.

## Park Fraternity Enjoying Sunny Florida Vacations

ROMAN SPANGLER, proprietor of Rolling Green Park, Sunbury, Pa., is driving a new car. He'd been tempted to trade off the old one for some time but the deciding factor came New Year's Day, Roman says, "when a young fellow smashed into me—result, Buick completely wrecked." Fortunately, no one was hurt, so Brother Spangler and his wife, Helen, will have good transportation for their trip to Florida. . . . Paul Huedepohl, retired NAAPPB secretary, greets us with "Aloha," from Waikiki Beach, Hawaii, where he and his wife, Ola, are sojourning for a couple of weeks. . . . George Hamid Sr., another NAAPPB past president and veteran showman, has acquired a ranch near Fort Lauderdale, Fla. It's a 30-acre deal, and George says he has 10 horses, among other things, to keep him busy. He expects to get over to the Florida State Fair at Tampa to see some of his showmen friends in early February. . . . Jack Singhiser, executive head of Fontaine Ferry Park, Louisville, Ky., is elated over the mild winter so far which has enabled him to make swift progress with his expansion and modernization program. Their new Turnpike ride is nearly finished. . . . He and his wife, Ruby, plan to take a Florida sojourn early in February, going first to Palm Beach and later to Fort Lauderdale. . . . Harry Batt Sr., of Ponchartrain Beach Park, New Orleans, hopes to get over to the Tampa fair to see the parades and look over some of the new rides which will be tested there. . . . Fred Massey, of Fair Park, Nashville, one of those who made the NAAPPB European tour in '58, is back at his work after a bout with the flu. Fred, who also runs a theater and seating business, is traveling around a lot these days. Among other things he's arranging for the seating in the new Los Angeles Dodgers baseball stadium. . . . NAAPPB President Bob Plarr of Allentown reports his fishing skill is a little bit below par. . . . Fishing aboard his yacht, the "Jolly Rover," he tied into several sailfish and didn't land a one. Some of his guests did, however, which made him very happy. . . . Bob reports he's feeling pretty good these days and he's operating from his base at the Biscayne Yacht Basin on South River Drive in Miami. . . . Also reporting an enjoyable time in Florida currently are the Alex Moellers, of Waldameer Beach Park, Erie, Pa., and the Carl Sinclairs, of Meyers Lake Park, Canton, O. . . . They're at Hillsboro Beach. . . . Sympathy to John H. (Jack) Roth, park superintendent at Crystal Beach Park, Crystal Beach, Ont., whose wife, Amber, died recently from cancer. Jack has been at several NAAPPB conventions.

John S. Bowman, Secretary, NAAPPB.

## Record \$273G Net Won by Ocean Beach

NEW LONDON, Conn. — Ocean Beach Park, city-owned-and-operated facility, had its biggest year in 1959. Beach Superintendent Augustus B. Menghi, in his annual report to City Manager Edward R. Henkle, noted that total revenue amounted to \$273,398.

Revenue derived directly from beach operations totaled \$162,153, while income from concession operations was \$111,245. Total increase in revenue over the 1958 season was \$31,340.

Paid attendance for the official season from May 24 to September 13 was close to 600,000. Menghi remarked that attendance has been increasing each year.

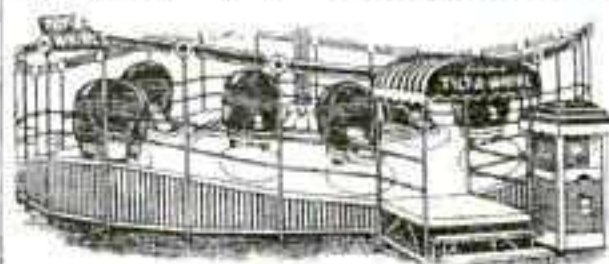
MONTEVIDEO, Minn. — Funeral services were held recently in Our Saviors Lutheran Church here for C. J. Schinkel, veteran of 51 years in show business, who died January 6 in Montevideo's Sausele Nursing Home after a lingering illness. Burial took place in Sunset Memorial Park, Montevideo.

For 15 years prior to retirement in 1954, Schinkel operated an amusement park at Spicer, Minn. Earlier he worked as a concessionaire and cookhouse operator. Surviving are his widow, Elizabeth; a son, Raymond, and a daughter, Mrs. Lyndon Erickson, of Lynn's Midway Shows.

Members of the Midwest Showmen's Association attending the services included Mr. and Mrs. Leslie Hinsen, Mr. and Mrs. Lester Johnson, Mr. and Mrs. Fred Kurtzbein and Elizabeth Anderson.

THE MIDWAY'S TOP MONEY MAKER FOR OVER 30 YEARS

### TILT-A-WHIRL



Adds lots of flash for your midway thrills that make it a consistent repeater. Simple operation with lasting value year after year.

#### Check These Important Features:

- Beautiful Fluorescent Lighting
- New Center Light Column
- Colorful New Plastic Signs
- Fiberglass Car Tops and many extras

For Literature and Particulars Write - Wire - Phone

### SELLNER MFG. CO.

P. O. Box 306 Faribault, Minn. Phone: EDison 4-5584



Bernard Thomas, Manager of Art B. Thomas Shows, Lennox, South Dakota, has this to say about their No. 5 Big Eli Wheels:

"The BIG ELI Ferris Wheels did exceptionally well, they are always right up there for top money."

For an attraction that offers continued popularity and good profits in return for a reasonable investment, investigate a time proven BIG ELI Wheel. Write for Price List A-74 on 1960 model BIG ELI Wheels TODAY

### ELI BRIDGE CO.

Experienced Ride Manufacturers 800 Case Ave. Jacksonville, Ill.

### DISPLAY FIREWORKS

"The Nation's Finest"

Direct from our factory to you at Rock-Bottom Prices. Catalogue ready for the asking. Write—Wire—Call Illinois Fireworks Company, Inc. P. O. Box 792 Phone: Hickory 2-1716 Danville, Illinois



"our 2 helicopters are much beyond expectations"...

... F. E. Gooding

Allan Herschell Company 104 Oliver Street North Tonawanda, New York

Gentlemen:

We have just closed another successful season and feel sure you will be interested in an expression from us regarding the two new Helicopter Rides which we purchased and operated this year.

These two Rides enjoyed a splendid business and were free from mechanical defects, likewise very safe. We had no accidents of any kind during the entire period of operation. Another important factor regarding the Helicopter is the easy manner which same can be erected, dismantled and moved; it is very portable.

The Helicopter Ride is much beyond our expectations, especially in one respect. When we purchased same it was my impression that it was pretty much a Kiddie Ride, but soon discovered I was mistaken, for at many of our dates we enjoyed a gross income equal to the majority of our Major Rides.

I can honestly say that the Helicopter Ride is another fine contribution by the Allan Herschell Company to the Amusement Industry.



Sincerely yours, GOODING AMUSEMENT CO., INC. F. E. Gooding, President

- MERRY-CO-ROUNDS • MINIATURE TRAINS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • HELICOPTER • MAD MOUSE • MITE MOUSE • "1865" LOCOMOTIVE • BROWNIE TRACTOR • ROADWAY RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • 18-CAR CAT • RECORD PLAYER • MERRY-CO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS.

## ALLAN HERSCHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"

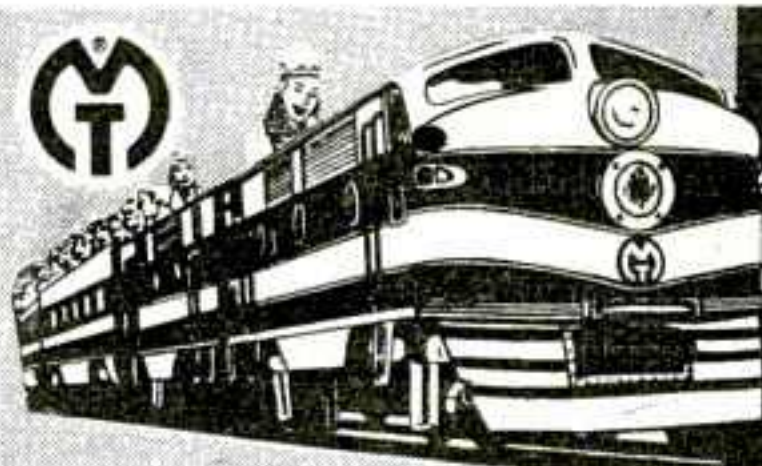
104 OLIVER ST. PHONE: LUDLOW 4300 NORTH TONAWANDA, NEW YORK

# Flying COASTER

NOTICE! EFFECTIVE JAN. 1, 1960 10% INCREASE ALL PRICES

LOWELL STAPF AMUSEMENT CO., INC.

Amarillo, Texas Exclusive Manufacturers NORMAN BARTLETT, U. S. Patents #2,895,735



### MINIATURE TRAINS

5 models with capacities from 14 children to 240 adults

Write for FREE details MINIATURE TRAIN DIV. ALLAN HERSCHELL CO. North Tonawanda, N. Y.

### High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS— GALLOPING HORSE CARROUSEL—FIRE ENGINES

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y. ESTABLISHED 1888

### NOW BOOKING

## WORLD'S LARGEST AUTO CRASH SHOW

See you in Albany, N. Y., at Sheraton-Ten Eyck Hotel, Jan. 25-26.

### JIMMY FOX'S HELL DRIVERS

Home Office: 79 Lime Street, Rochester 6, N. Y. Phone: FA 8-5841.

**GIRL INJURED**

**Packs' Powerhouse Run In Mexico City Closes**

MEXICO, D. F.—Gran Circo Imperial, the Tom Packs production here, closed on a high note with a turnaway and a full house Sunday (10) at Arena Mexico. The show got continuous good business thruout the run and was playing to about 55,000 persons each weekend, with extra shows being included.

Business was substantially above what had been expected in advance.

**Mills Brothers Tour Europe**

LONDON—Jack Mills and Jake Mills, co-owners of Mills Bros. Circus, have been visiting European show centers in a talent-scouting trip. They expect to sign several acts for their 1960 circus edition. They are going to London, Hamburg, Berlin and Russia.

Mr. and Mrs. Jack Mills arrived in London too late to see the British Bertram Mills Circus. They met Jake Mills there and together they went to Hamburg on January 8 and to Berlin the next day.

Advertising was heavy. Much of the run was day and date with Atayde Bros. Circus, which also has been getting business.

Margarita Caudillo de Wallenda was injured December 27 when she fell from the Wallenda aerial carousel and sustained fractures of the feet and vertebrae. She is the wife of Guenther Wallenda. By the end of the show's run, she was showing more improvement. She is hospitalized at Central Quirurgica, Calle Zacatecas.

Jack Leontini, of the Packs staff, reported that the show has signed to repeat next year for the holiday season also.

WASHINGTON, Pa. — Gaylord Hartman, who resides here, has been re-elected president of the Circus Model Builders Association. Other officers include Earl Hersey, Savannah, Ill., vice-president; William Donahue, Torrington, Conn., secretary-treasurer. Maurice Alaire, Portland, Me., publicity; and Charles Lockier, Auburn, N. Y., superintendent of construction.

Regional superintendents are Arthur Gunther, Manchester, Conn.; W. Sam Shearer, New Cumberland, Pa.; Thomas Gibson, Keokuk, Ia.; Gordon Borders, Los Angeles, and Edward Cripps, Brantford, Ont.

National gathering of the CMB will be July 14-18 at Santa Monica, Calif., Chairman is Gordon Borders, and Robert MacDougall, of Van Nuys, Calif., will be lot superintendent for the gathering, where many members bring model circus equipment for exhibit.

**BOOK REVIEW**

**Conover Finds New Stories Of Old 4-Paw**

CIRCUS RESEARCHER Richard E. Conover has published his third pamphlet of show history. This one is "The Great Forepaugh Show" and the 17-page booklet is available from the author at \$1. Conover isn't one to shy away from the difficult, as his earlier booklets about telescoping tableau wagons and James A. Bailey have illustrated. Now he has taken on the task of detailing heretofore unknown parts of the Forepaugh story and combining these finds with the basic information on this circus that was the largest in the country for many years.

Again, Conover writes with the assumption that his readers know the general outline of show history and he doesn't need to stop for too much of this background and commonplace. That leaves him free to work on the relatively new bits of history. He finds just that.

Many readers will relish what Conover says here about the true identity of the five wooden maidens that gave the Five Graces bandwagon its erroneous name. There is good and new detail about Forepaugh's white elephant as well as other 4-Paw bulls. Of interest are Conover's comments about the museum features of early shows, a thing that has long since passed out of the circus picture. And we found interest also in his tracing of the development of the circus big top—how circuses used several round tops, later dropped some of these, and finally developed middle pieces. Louise Montague, the beauty queen; Ben Lusbie, the ticket artist; Zazel, the cannonball, and Doctor Carver, the Wild West pioneer, all are discussed in Conover's analysis of the Forepaugh show.

This pamphlet adds to show history generally as well as to the Forepaugh story specifically. Conover also has arrived at more readable type for his series and the current volume is well illustrated.

Tom Parkinson

**CIRCUS TROUPE**

By TOM PARKINSON

IT HAS BEEN CONFIRMED THAT Cristiani Bros. Circus has been asked to submit price quotations and dates for a possible exchange trip to Russia. Talks are in the most preliminary stages, but the idea would be for Cristiani to go to Russia and a Soviet show to come to this country. . . . Paul Jerome, long-time Ringling clown, is at a rest home on Sarasota's Eighth Avenue recuperating from a major operation. He's getting along well and would enjoy mail. Recent visitors were Earl Shipley and Emmett Kelly. . . . Kelly-Miller people, back from their holiday dates in Cuba with Gaby-Fofa-Miliki's Circo Nacionale, report all seemed quiet and peaceful in Havana.

Bill Green, the Polack press agent, is in the Henry Ford Hospital at Detroit, and would appreciate mail or calls from friends. His room is F-319 and he has a phone there. . . . Betty Boatright is in Caracas, Venezuela, with the Coney Island Parque, doing her high act. She recently visited with acts on the Circo Razzore in that city. . . . Jack Burke, last year with King Bros., expects to stay on as manager of the Oceanside (N. Y.) Theater this summer.

Eddie Kuhn, the animal trainer, tired of naming his cats with names that are used repeatedly, has cats named Stegen and Turner. They're named for Joe Stegen and Al Turner, who are circus model builders of Ogden, Utah. . . . Howard Numbers, Riverdale, Ill., model builder, traces his circus interest from 1919 when he was part of the Sixth Regiment Band from Monmouth, Ill., that joined Hagenbeck-Wallace as a unit. . . . Circus fan Johnny Marietta, Pittsburg, Kan., is making the feature pages with yarns about his calliopes, miniature circuses and other show stuff. . . . Peter and Isabella Luva have named their new daughter Tavanee.

\* \* \*

Dan (Pappy) Kerr reports he had a good year except for the last three months, when his eyesight has been failing. He has been working Christmas dates and stores but in this month expects to learn the outlook for his eyesight. In any case, he'll be playing the Detroit Shrine show. . . . Tom Packs' Gran Circo Imperial had an attractive program book for its Mexico City stand. . . . Mel Rennick, who was with the Beatty show many years, now is with the Leroy Carpenter costume house in New Jersey and reports they made the costumes for the recent Texas Shrine shows.

From Sarasota, Fla., Chuck Burnes reports that the Florida Quadracentennial at Warm Mineral Springs featured a cyclorama painted by Don Putman, former train porter for the clowns' car on the Ringling circus. . . . Ringling clown Albert White had been doing comedy magic at parties and shopping centers for the holidays. . . . Jackie Goe is doing a weekly circus column for The Sarasota News. . . . Acts at the Hall of Fame recently included Kantor, midget clown; Don Mauricio, balancing and juggling; Fedrolas, double traps and slide for life; Professor Tassi and his dog, Yancey, midget clown; Gerda and Pedro, wire; Paul and Anna Fritz, chimps, and Senor Drougett, trampoline. . . . Ex-Ringling clown Bob Towner is going to the Far East as a technician for Virgil the Illusionist.

Faith Ryan has been ill recently and would enjoy mail. She is at the home of Faye Giessmann, Pawhuska, Okla. . . . Dolph Jagers, clown and magician on the Main, Gentry-Patterson and other shows, is at the Veterans' Hospital, Huntington, W. Va., and would enjoy mail. He expects to return to his Nitro, W. Va., home this month, reports Ed (Blackie) Burns. . . . Stanley E. Shaw, of Bill Kay's promotional staff for the Polack Bros. Circus, was aboard the Zor Shrine special train to the Rose Bowl in Pasadena, Calif. . . . J. J. Lipko has been clowning Christmas dates in Pennsylvania and recently was on hand for the opening of a store in Hazelton, Pa. Bucky Moore is clowning the Philadelphia area. . . . D. Roger Francis, for-

merly with the Beatty promotional department, will be with the Ken Jensen Circus on the West Coast this year, he advises.

Delores Wicks Bible and Donn and Nancy Moyer (Nanette and Marco) played a holiday show at the San Jose, Calif., Civic Auditorium. Delores and Roy Bible are wintering their Sello Bros. Circus near Oakland, Calif., and the Marcos near San Jose. . . . Ward Hall and Harry Leonard have been touring Mexico and advise they have located some acts and freaks that they will bring back for next season. They caught the Atayde, Packs and other circuses while in the country. . . . Mae S. Hong is working on Broadway for Sol Jacobson, who is handling "Flower Drum Song," "Fiorello" and other shows. . . . A hippo has been born at the Prospect Park Zoo, Brooklyn.

From Ringling-Barnum and Sarasota, Chuck Burnes writes that R-B rehearsals are running from 9 a.m. to 6 p.m. daily under the direction of Richard Barstow, Margaret Smith, Bob Dover and Pat Valdo. Isla Garcia is at the organ. . . . CFA Claire Conway visited. . . . The Doll Family won a silver tea set at a local bank contest. . . . Barbetta completed rehearsals of the Polack aerial ballet and the troupe left for the Polack opening. . . . Gov. LeRoy Collins of Florida cut the ribbon for opening the Museum of the American Circus, which has been renovated. Mel Miller, museum curator, was in charge. Taking part were Capt. William Heyer, several Sarasota High School Sailor Circus acts, a band led by Merle Evans, and Frank Cucksey, midget ringmaster. A plaque honoring the late Terrell Jacobs was unveiled.

Edith Barstow's death January 6 came just after her completing the choreography for a forthcoming Arthur Godfrey TV show filmed in Jamaica. Survivors, in addition to her brother Dick, include two other brothers, Frank A. Barstow, of Brainerd, Minn., and Thomas A. Barstow, of Seattle. . . . Bill Ballantine's recent book, "Wild Tigers and Tame Fleas," was an alternate selective for the Book-of-the-Month Club in December and will appear on the club's available list now for some time.

\* \* \*

TURNING BACK THE PAGES—Ten years ago, 1950: Antoinette Concello appeared in a trapeze act high above Broadway at midnight on New Year's Eve in a gimmick to turn on a new animated sign there. . . . Del Graham and Barbara Hammond were working a comedy knockabout act around Los Angeles. . . . Robert Ringling died at Sarasota. . . . Dub Duggan bought new canvas for his Pan American Animal Exhibit. . . . Bud Anderson was readying a 15-truck Seal Bros. Circus for the road. . . . Bob Couls had a promotion going in Michigan.

**TELEPHONE SALESMAN ADVERTISING AND TICKETS**

Long established, high-class promotion. Top earnings for right man. Office now open.

Write RAY CARR  
Circus office  
217 South Capitol Avenue  
Lansing, Mich.

**PHONEMEN**

Reliable men, season's work. Polite. Firemen and Jaycee dates. Pat Cronin, Les Harris, Duke Fritsch and all who know me, call

VAN  
Wilson 5-7901, 9 to 5; evenings: FRanklin 9-1928, Miami, Fla.

**HUNT BROS.' CIRCUS**

WANTS FOR 1960 SEASON  
One Cornet, one Baritone, one Trombone, one Double Drummer to augment our BIG SHOW BAND. Other useful people write.

H. T. HUNT  
Burlington, N. J.

**2—PHONEMEN—2**

Labor paper. Established 10 yrs. 25% commission. Contact

TOM ROACH  
302 E. Columbus Drive  
Phone: Tampa, Fla., 20-773

**5 PHONEMEN 5**

Programs and Tickets, 25% commission, pay daily. Paid collectors. Call

BILL REGAN  
Person to person only—no collects.  
MAin 4-0091 Tucson, Ariz.

**6 PHONEMEN WANTED**

UPC's, virgin town, Beatty Circus. Morey Schab, Bert Juresta and Mickey Brennan contact me. Call Long Branch, N. J. Capitol 2-8284 or Capitol 2-4084. No collects.

PROMOTION MANAGER

**2 GOOD PHONEMEN**

For West Tampa Sheriff's Association-Milton Shows' Frontier Days. UPC's, books and banners; 25% daily; paid collectors. St. Petersburg and Bradenton to follow. Phones in, just starting, usual rules.  
Call 8-0301, Tampa, Fla., till 8:00 p.m.  
MILTON

**CAN USE**

Good Promotion Managers. No layoffs or waiting for dates. No commission hold-backs.

We are now booked solid into June. Good auspices, large and small towns. Many repeats. If you can't work clean and finance yourself properly, don't call.

JACK KELLY  
General Promotional Manager  
TOMMY SCOTT SHOWS  
Phone JACKson 3-6001 or TRinity 4-8621  
Atlanta, Ga.

**3—PHONEMEN—3**

UPC's and Banners. Top sponsors; work all year if you produce. Paid collectors, commission paid daily. No collects or advances. If you drink coffee from 9 a.m. to 5 p.m., I can use you. Ask for PAUL, Toledo, Ohio; Phone JEFFerson 6-1512 from 9 a.m. to 4 p.m. EVERgreen 2-5980 evenings.

**4—PHONEMEN—4**

Year around, civic deal. 30% daily. Must be sober. No collects.

AL POWERS  
Phone 7-1157 Knoxville, Tenn.

**USEFUL CIRCUS HELP WANTED**

Heel and Toe Banner Man, sell Elephant, Donkey, etc. Prop. Men to double as Butchers. Show opens Waynesboro, Ga., Jan. 25th, for 6-week tour. P.S.: Can always place capable Phone Men.

SCOTT BROS. CIRCUS  
P. O. Box 5642 Jacksonville 7, Fla.  
Phone: Exbrook 8-8432

**WE DO POLICE DEALS ONLY**

Want two top men. All-year work.

PROGRAM PUBLISHING CO., INC.  
203 Eye St., N.W., Washington 1, D. C.  
RE 7-5232

**6—PHONEMEN—6**

Sheriff's Posse, 4 weeks' work. Phones in, town carded. UPC's and program.

Phone  
BILL RENNER  
Mobile, Ala.  
HE 2-8504 days; ME 2-7621 nights.  
No collects.

**2—PHONEMEN—2**

Experienced Adv. Men on POWERFUL LABOR TEMPLE Directory SIGN BOARD Deals. CODED card leads—ADVANCE BROCHURE LETTERS assure reliable sober Men easily \$150 and better per week. Booked solid as for 15 years in major cities. Utah, Colorado, Nebraska. CLEARED. ENDORSED. STRONGEST Labor Sponsor. Expansion program guarantees you permanent and successful future.

Wire, write or phone prepaid  
J. Bankendorf, Rm. 302, Labor Temple,  
151 South 2nd East, Salt Lake City, Utah.  
ELgin 5-7952

(Two of our men earned over \$18,000 on these deals last year.)

**6—PHONEMEN—6**

Tickets, Book, Banners.

Town carded, plenty of taps. 25% pay daily. Deal starts Monday, January 18, 1960. Call

Adams 6-5355, Savannah, Ga.

**TELEPHONE SALESMEN**

Plenty of taps, deal just starting. Proceeds for Cerebral Palsy. UPC's and book.

This is a Grotto deal, Minnie Pearl and Stonewall Jackson show.  
Call HARRison 5-1031, Evansville, Ind.

**10—PHONEMEN—10**

Arlington, Va., Jaycees-Clyde Beatty Circus. 6 phones open, 6 weeks' work. Deal starting Tuesday, Jan. 19.

Phone: JACKson 5-5375  
MR. KNOWLES  
or come in  
1011 N. Highland, Arlington, Va.

# ARENA, AUDITORIUM NEWSLETTER

## Convention Convention

By TOM PARKINSON

CONVENTION FOR CONVENTION MANAGERS is the plan being carried out by M. R. Passis, exhibit manager, for the International Planning Exposition. It is scheduled for November 28-30 at Las Vegas Convention Center. He is working toward a total of about 400 exhibits of such business firms as hotels, airlines, railroads, chambers of commerce, and service and supply firms. He plans to produce subsequent annuals in other cities. Currently, Passis has just completed the Independent Housewares Show, using 10 floors of the Morrison Hotel in Chicago, and next is the National Toy Show in Chicago during April. Another of his regulars is the Supermarkets Non-Food Exhibition, which is produced in New York, Los Angeles and Chicago at various times. For the convention show, Passis is appointing an advisory board made up of executives of corporations and associations which hold important conventions.

## London 'Holiday'; Milwaukee Music Hall; New Grandstands

BRITISH SHOW PAPER, World's Fair, comments on Morris Chalfen's English edition of "Holiday on Ice." Show is at Wembley arena thru February 13 and is the only icer in London for the big season that starts at Christmas time. Show features "Wizard of Oz" production, a space number, "Tulip Time," and a Chinese New Year's scene. . . . Toledo Sports Arena had its auto show January 9-17 and the boat show will be January 23-31. . . . Milwaukee's county board has set up plans for a \$1,000,000 bond issue that would finance acquisition of the site for a music hall on the lake front. . . . New among the amphitheatres during last season was the J. Dan Talbott Amphitheater at My Old Kentucky Home, Bardstown, Ky. The 1,225-seater is used for production called "The Stephen Foster Story." . . . Employees of the El Paso Natural Gas Company, El Paso, Tex., used spare time to build a football stadium at Shamrock, Tex. . . . Columbus, O., has a new grandstand at its Scioto Downs race track. . . . An architectural office has suggested a design that includes a retractable roof for a proposed ball park that would house the New York team in the proposed third major league.

## New Construction, New Show, New Sales Foreseen in Field

STUDY FOR A NEW CIVIC amphitheater at Minneapolis has been hyped by the park board's decision to join in the action. County commissioners and county park reserve district may take part also. This could mean eventual location of the open-air facility outside the city limits. . . . Froman Bros'. "Broadway Varieties," a seven-people show did well in a four weeks' tour before Christmas and will start a string of 38 one-nighters on February 3 at San Francisco. Offices are in New Orleans and a new office will be opened in Portland, Ore. . . . British Columbia International Fair has about 40 per cent of its space sold for its May, 1961, event at the Pacific National Exhibition Park in Vancouver. It is sponsored by the British Columbia department of industrial development, with Reg. T. Rose at Vancouver in charge of sales. . . . Ohio Valley All-Sports Show at Cincinnati Gardens February 27-March 6, reports a sunny outlook. Travel exhibits have been sellable well, among others. Tommy Bartlett will be master of ceremonies, and Jim Thomas, Cincinnati outdoorsman, will telecast his program from the show on a Saturday. Acts will include Paul LaCrosse, fancy shooting; Kelroys, trampoline; Dane Circus, dogs; Sailors, seals; and Billy Outten, high diver. Show is to be staged by Bill and Hobe Hart.

## Chicago Auto Show Expects To Reach Attendance Marks

FIFTY-SECOND ANNUAL Chicago Automobile Show will be shooting hard to top a 500,000 gate count this year. The show, counted the biggest in the country, opened at the International Amphitheater Saturday (16) and runs thru Sunday (24). Edward J. Cleary is the show manager. Last year weather trimmed attendance to less than the half-million mark. In 1958 the count was said to be 518,000. This year also will see the 5,000,000th person enter the nation's oldest auto show; the half-century attendance stands at more than 4,800,000. . . . Feature of this year's show so far as the building and production are concerned is that the stage is at the eastern end of the Amphitheater's arena, rather than the west. This permits freer movement of crowds from one exposition hall to the other. Autos for the stagemore are on the second floor and reach the stage via ramps to the new location.

## Saskatoon Arena Reports Deficit

SASKATOON, Sask.—The city-operated Arena Rink was \$15,000 in the red at the end of October—almost \$12,000 more than was estimated at the start of the year. The rink's 1959 estimates call for a year-end deficit of only \$2,500, compared with a loss of about \$15,000 in 1958. The estimates were set out on the basis that greater revenue would be obtained this year from wrestling and "other rentals."

However, revenue from wrestling alone dropped by almost \$4,000 this year. Revenue to the end of October totaled \$31,734, as against \$32,784 to the same time last year. Expenditures were \$58,360, compared with \$57,235 in 1958. Mayor Sid Buckwold said the Arena's net deficit at the end of this year likely will be less than \$15,000, although more than budgeted for at the beginning of the year.

## New Auditorium At Port Huron, Mich., Opens

PORT HURON, Mich.—Formal dedication of the new Henry McMorran Memorial Auditorium at Port Huron, rated as one of the State's "most lavish civic auditoriums," was scheduled for Sunday, followed by an eight-day fiesta of special events to mark the opening. On the opening week schedule are reappearances by the Detroit Symphony Orchestra, a jazz concert featuring Count Basie and Kai Winding, Town Hall programs, and an appearance by Victor Borge.

The new building was erected at a cost of \$1,360,000. The auditorium seats 1,169, with plans for later addition of a large arena. The former City Hall block was turned over to construction of the auditorium after the old structure burned.

The McMorran Auditorium already has 30 bookings set for its first six months of operation. Francis Allen has been named auditorium manager.

## Budgets Fund For Auditorium

SOUTH BEND, Ind.—A budget of \$57,830 was approved by the South Bend city council Monday (11) for the operation of the Morris Civic Auditorium.

Members of the council said that the rental income is expected to yield \$35,000. On the basis of that estimate, \$22,830 in tax money will be needed to sustain the auditorium thru the year.

The auditorium was formerly the Palace Theater. It was presented to the city as a gift of the Morris family last year after its purchase from the Palace owners. The council also passed an ordinance changing the name of the center from the Morris Municipal Auditorium to the Morris Civic Auditorium.

ST. PAUL—Carmel Quinn, will perform for five days during the 1960 Land-O-Lakes Boat, Travel and Sportsmen's Show in the St. Paul Auditorium March 18-27. She will sing twice daily March 18-22. This is the first time that the Land-O-Lakes show, in its fifth year of operation, has featured stage entertainment, according to Earle L. DuMonte, general manager. A second attraction will be booked for the closing five days of the show, DuMonte said.

The Land-O-Lakes show will occupy both floors of the auditorium arena section. It will feature displays of boats, motors, marine equipment and sporting goods. Special attention will be devoted to vacationers.

## Capades Big in Boston Despite Drop From '59

BOSTON—Weather conditions played a large part in dropping attendance by nearly 20 per cent from last year as "Ice Capades" ended a 16-day, 25-performance stand at Boston Garden. However, since the 1958-'59 crowd established a 30-year record at the Garden for all types of shows, business was still at a healthy level.

Some 195,000 patrons saw the show, and it was pointed out by Treasurer Edward Powers that the Christmas weekend proved a poor opener since people normally stay home on that holiday. There also was more than a foot of snow in Maine and New Hampshire, from where such a show draws large numbers.

After the first five days business picked up to better than average, with lots of matinees swelling the gross. Only one very rainy Sunday intervened. Excellent promotion was responsible for keeping business at a high level during the run.

A Camera Night proved highly successful when camera fans were invited to photograph the performers after the show in action poses they requested. Next, "Ice Follies" will come into the Garden February 11 for a 16-day stand.

## Indiana Town Plans School Auditorium

SHELBYVILLE, Ind.—Action to build a 1,500-seat civic auditorium was initiated here last week.

Altho it will be built under the auspices of the city school board, the center is projected to fill a general community need for adequate facilities for large meetings, musical and dramatic presentations and other enterprises in entertainment.

Lennox, Matthews, Simmons & Ford, Inc., Indianapolis architectural firm, has been engaged to plan the building. Work on the construction will begin this year.

### PORTABLE FENCE PANELS



LOW PRICES!

Sectional fence panels. Many sizes to erect any size enclosure. Protects outdoor displays. Safeguards motors, generators etc. Welded pipe frame and chain link fence. Circular, low prices on request. Shipments freight paid. BRINKMAN MFG. CO., Dept. 6159 Huntoon & Auburn Rd., Topeka, Kan.

Mfrs. of Beverage Dispensing Equipment Exclusively Since 1906

### NEW 17 GAL. and 45 GAL., ICE COOLED or MECHANICALLY REFRIGERATED OAK BARREL ROOT BEER DISPENSERS

SPEEDS SERVICE! Draws any size drink continuously, 10 to 15 delicious ice-cold drinks per minute.

Draws both solid and creamy

### ROOT BEER

a finished

### Coke or PEPSI

and plain

### SPARKLING SODA

Beautifully finished natural oak. Gleaming stainless steel hoops and drain pan assembly.

WRITE FOR FOLDER

### MULTIPLEX FAUCET CO.

Dept. BB-1-18  
1400 Ferguson Ave.  
St. Louis 33, Mo.

### NEW PARATROOPER RIDE

500 PASSENGERS PER HOUR

New version of the traditionally successful Spitfire. Unique seating arrangement. Adaptable to any Spitfire with conversion kit. New truck-mounted units with built-in handling equipment or standard units for ground installation available. Ground units may be transported on 28-foot semi.

FRANK HRUBETZ & CO., INC.  
3495 25th St., S.E., Salem, Oregon  
Phone: Empire 4-6847

### CONCESSION TRAILERS OF ALL TYPES

STATE YOUR NEEDS

### CALUMET COACH CO.

11575 S. Wabash Chicago 28, Ill.  
Phone: WAtterfall 8-2212

Catalogs available on request

### POPCORN-COTTON CANDY-SNO-KONES-APPLES

WE HAVE EVERYTHING YOU NEED

WRITE NOW FOR OUR 120-PAGE CATALOG

GO "GOLD MEDAL" ALL THE WAY

### GOLD MEDAL PRODUCTS CO.

World's Largest Manufacturer of Concession Equipment and Supplies  
313 E. 3rd ST., CINCINNATI 2, OHIO

### WILD MOUSE

Excellent Condition—FOR SALE—Trade or Concession.

### FUN PIER

BOX 232, WILDWOOD, NEW JERSEY

E. E. FOEHL or J. L. BARNES  
Pilgrim 5-6325 — Philadelphia, Pa. — Flanders 2-3510

### MERRY MIXER

42' & 36' Garbrick Wheel  
16' & 20' Chair Swing

Flying Saucer

Trailer Mounted Kiddie Rides

### GARBRICK MANUFACTURING, INC.

Centre Hall, Penna.  
Phone: EMpire 4-1403  
Sales Rep.: E. L. WINROD  
P. O. Box 298 Largo, Florida

## FAIR MEETINGS

South Dakota Fair & Exposition Association, St. Charles Hotel, Pierre, January 17-18. Ray Urrah, Hurley, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 17-19. Harry B. Kelley, Hillsdale, secretary.

Association of Alabama Fairs, Hotel Stafford, Tuscaloosa, January 18-19. C. W. Summers, Box 972, Jasper, secretary.

Massachusetts Agricultural Fairs' Association, Wendell-Sherwood Hotel, Pittsfield, January 18-19. Paul Corson, Topsfield, secretary.

Association of Utah Fairs and Shows, New House Hotel, January 20. Mae Bellow, 2636 South 20th East, Salt Lake City 9, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 20-21. William Arthur Morris, 2924 North Fifth Street Highway, Reading, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Hotel Graver, Fargo, January 21-22. A. D. Scott, Box 68, Fargo, secretary.

Kentucky Association of Fairs & Horse Show, Kentucky Hotel, Louisville, January 21-22. L. Doc Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Western New York Association of Fair Managers, Lafayette Hotel, Buffalo, January 23. Mrs. Mildred Merow, Little Valley, N. Y., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorsville, secretary-treasurer.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-26. H. C. McClellan, Arlington, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 25-26. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 27. William C. Lynn, 1 West State Street, Trenton, secretary.

Tennessee Association of Fairs, Noel & Maxwell House, Nashville, January 28-29. Mrs. Malinda Granberry, Box 3808, Mid-South Fair, Memphis, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 31-February 1. Harry F. James, Room 621 County Building, Oklahoma City, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 3. N. S. Hand, Mississippi State Fair, Jackson, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. Bob Murdoch, East

## Afton, N. Y. Alters Week

AFTON, N. Y. — Dates of the Afton Fair have been advanced for the second straight year, it is announced. Last year the fair, traditionally held in early August, moved up to the last week in July.

This year's dates are still earlier, the week of Monday, July 18, with Coleman Bros. Shows repeating on the midway. Reason given for the change is that the Sentella Works in nearby Sydney, a big producer of electrical items, closes for a vacation and the fair will take advantage of three-week sojourn pay and leisure. Fair will run the first week of the vacation.

## Temple, Tex., Fair Re-Elects Prexy

TEMPLE, Tex.—C. L. Walker Jr., of Temple, has been re-elected to a third term as president of the Bell County Junior Livestock Show which will be held at Temple's Legion Park February 19-20.

Other officers are Roy Ford, vice-president; John A. Moore Jr., secretary, and Findley Brewster, treasurer.

Donald Aycock, White Hall, will be general superintendent, and Mrs. Ray Parmer, of Nolanville, is general superintendent of the girls' division.

SALT LAKE CITY—Bad weather for the run of the 1959 Utah State Fair was credited with creation of a deficit of \$16,189. The loss was disclosed in a letter to the State Board of Examiners from C. J. Smout, board chairman, and Don Wyatt, secretary-manager of the fair.

Texas Fair, 102 East Locust Street, Tyler, secretary-treasurer.

Arkansas Fair Managers' Association, Lafayette Hotel, Little Rock, February 8-9. Clyde E. Byrd, Arkansas Livestock Exposition, Little Rock, secretary.

Louisiana Association of Fairs and Festivals, Jung Hotel, New Orleans, February 13-14. Adolph Netter, Donaldsonville, secretary.

Midwest Fair Association, Hotel President, Kansas City, Mo., February 25-26. Maurice E. Fager, Mid-America Fair, Topeka, Kan., secretary.

## FAIR-EXHIBITION MANAGEMENT

### 17 Halts for Prize Picks At Gimmicked Ga. Meeting

ATLANTA, Ga. — The Georgia fair meeting, not one of the large ones in the East, has been climbing in membership and attendance at a steady pace, one reason being the inventiveness of Joe F. Pruett, secretary-treasurer. Among other things he has instituted as many as 17 drawings for door prizes.

The association went for more than \$200 in merchandise this time, with everyone registering being eligible for a prize. Among the 17 prizes were dishes, charcoal cookers, bath scales, glassware and other items. Business sessions were interrupted periodically Monday (11) for the drawings.

In addition, entry to business sessions is by badge only, keeping the curiosity trade from wandering in, and the banquet entertainment is bought independently, despite offers to provide it by talent agencies. During Pruett's five years the association has grown from six members to 52 of the State's total of 67.

### Calgary Stampede to Up-Date Grandstand

CALGARY, Alta.—Modernization of the grandstand to provide for mezzanine floor pari-mutuel wagering at races, a lounge room with lunch facilities, a closed television circuit during race meets and more exits from the main stand, has been approved by the Calgary Exhibition and Stampede board of directors.

The work, to cost in the neighborhood of \$65,000, will be done in time for the first race meet, opening May 21, 1960.

Designed chiefly to ease congestion during the annual exhibition and stampede, the improvements will allow patrons to wager on the races without leaving the stand. The closed-circuit TV will be of particular benefit during bad weather.

Television monitors will show the running of the races at various points in the lounge and thruout the mutuel plant. When not filming the races, the TV cameras will provide an odds board service.

Because there is a mezzanine floor in the present grandstand, reached from the back of the stand only, its incorporation as part of the grandstand proper does not present much of an engineering problem, according to officials.

Six stair wells will be cut thru from the main stand to the mezzanine, which is 300 feet long and 40 feet deep. New pari-mutuel counters will be built and additional totalisator equipment installed.

Racing patrons seated in the grandstand will be able to enter the mezzanine floor betting area thru any of the new stair wells and they will be able to buy and cash their tickets without leaving the stand. Those in the open stands at either end of the grandstand will be able to use the new section or the present wagering facilities. Closed TV and monitor screen service will be available in both areas.

### Del Mar Surveys Its Patrons

DEL MAR, Calif.—Thirty-eight per cent of San Diego County's residents have never attended the Southern California International Exposition and San Diego County Fair here, a countywide survey to determine the cause of non-attendance has revealed.

Survey was one of a series authorized by the fair's board of directors and was conducted by Southwest Surveys of San Diego. Field work on the survey was made during the period of July 8-13, soon after the close of the 1959 exposition.

A total of 300 interviews were made, half with men and half with women, with one interview to a dwelling. All residential sections in San Diego city limits were covered. County interviews included Chula Vista, National City, Spring Valley, LaMesa, El Cajon, Vista, Escondido, Carlsbad and Oceanside.

In answer to the question, "When did you last attend the county fair?" 23 per cent said they had attended in 1958; 13 per cent, 1957; 9 per cent, 1956; 5 per cent, 1955; 12 per cent prior to 1955 and 38 per cent said they had never attended the exposition.

"Too busy" was the chief reason for non-attendance, according to the survey. Twenty-seven per cent of those interviewed gave that reason for not attending in 1959. Twenty-two per cent said they did not find fairs interesting enough; 11 per cent disliked crowds and heavy traffic, and 10 per cent said they were absent from the area. Other reasons included illness, old age, no money, new babies, and weather.

Seventy-eight per cent of immediate members of families interviewed did attend in 1959, however. Cards designating various attractions were distributed by the interviewers and asked which attraction they would have attended had they visited the exposition. Fifty-seven per cent said they would have attended the flower show; 33 per cent, horse show; 29 per cent, grandstand show; another 29 per cent, livestock; 21 per cent, gem and mineral show; 19 per cent, art show; 17 per cent, military exhibits; 15 per cent, carnival. Some respondents made more than one answer, pushing the total percentages over the 100 mark.

### Kentucky Seeks State Aid

LOUISVILLE—The Kentucky State Fair is seeking, thru action of the Legislature, to adjust its financial relations with the State.

The Legislature will be asked to let the fair use its own income to pay its own premiums and cost of operations and the State to assume the amortization of the bond indentures. According to fair officials, the fair and the fairgrounds center can operate at a profit.

The State has been giving the fair \$100,000 per year for premiums and the fair has had to make up the balance as well as other expenses. The 1959 premium payment totaled \$170,402.

## GOOFY-GOLF

A Complete 19-Hole, Prefabricated Miniature Golf Course! NEW! FOR 1960—COMPLETE FIBRE-GLASS UNIT.

NEW! OBSTACLES TO CHOOSE FROM—For permanent or temporary installations that will compare with courses costing 3 times as much. Has MORE PLAY APPEAL and EYE APPEAL than any other miniature Golf Courses on the market.

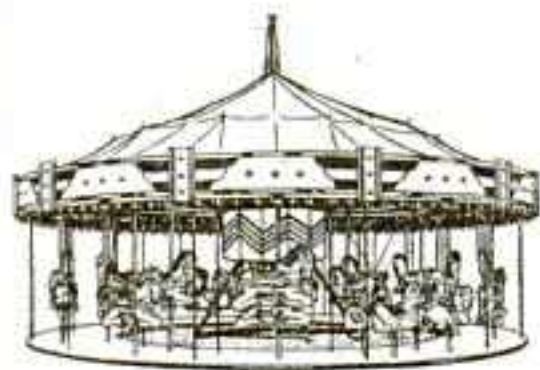
Includes EVERYTHING from Caddy House, Lights, Illuminated Sign, Animated Obstacles, Clubs, Balls, Greens, Fairways, Number and Par Markers, etc. A COMPLETE PACKAGE... a business that can be in operation within a week.

SUPPLIER FOR ALL MINIATURE COURSE NEEDS.

Detailed information and prices upon request.

Call or Write TODAY!  
PHILLIPS AMUSEMENTS, INC. @  
208 S. Robinson St., Bloomington, Ill.

## NEW MODERN AMUSEMENT EQUIPMENT

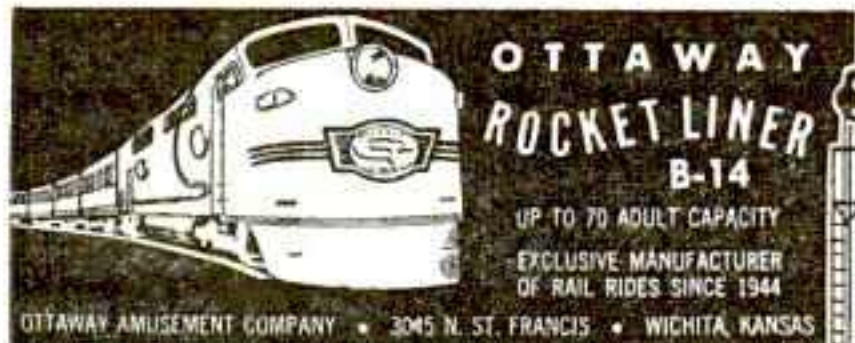


KIDDIE RIDES  
ADULT RIDES  
MINIATURE TRAINS  
ROLLER COASTERS  
FERRIS WHEELS  
MERRY-GO ROUNDS  
SHOOTING GALLERIES  
FUN HOUSES  
CONCESSION TRAILERS

Write today for complete catalog.

### KING AMUSEMENT CO., INC.

P. O. BOX 448 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN



FOR KID APPEAL

PUMP-IT  
HANDCAR  
RIDE

PROVEN  
FINEST IN  
ITS FIELD  
also OTTAWAY STEAM TRAINS



## CORRECTION NOTICE!

Due to a typographical error, the word "DOODY" appeared as "Doddy" in the advertisement on page 100 of The Billboard's Cavalcade of Fairs Edition. It should read: →

## HEY KIDS! WHAT TIME IS IT?

IT'S  
**HOWDY DOODY**

TIME  
AT THE FAIR



For information contact:

## RAY BEAUDET ATTRACTIONS

15 East 48th Street, New York, N. Y.

Plaza 5-1732



# THE FINAL CURTAIN

**CAMPBELL—Mrs. Ethel,** 85, wife of the late Doc Campbell, old-time cyclist in vaudeville, and for many years connected with the old National Vaudeville Association, December 16 in St. Claire Hospital, New York. She had been housekeeper of the NVA clubrooms in New York and had also served on the NVA welfare committee. Survived by a son, Ernie. Burial in Yonkers, N. Y.

**CAMPBELL—Mrs. W. E.,** 84, mother of showman Charlie Campbell, January 5 in C. J. Harris Hospital, Sylva, N. C., after an illness of several months. She was a native of Lebanon, Va.

**CLARK—Archie,** 73, former owner of the carnival bearing his name, January 8 in San Jacinto, Calif. He was president of the Pacific Coast Showmen's Association in 1935. His widow, Rose, survives. Burial in Hemet, Calif.

**FLURRY—Jack C.,** 80, in San Diego, Calif. He had been known as Gilly Horse Johnny and was with Lemen Bros., Sells & Downs, Great Pan American and other circuses of 50 years ago. Burial at San Diego January 11.

**GINNIVAN—Frank,** 80, former well-known tent repertoire show operator, November 8 at his home in Ashley, Ind., it has just been learned. He operated the Ginnivan Dramatic Company for 30 years prior to 1942, the show's last year on the road. The show name dated back to 1897, when it was operated by Ginnivan's father, probably making it the oldest such attraction in history. His sister, Norma, who died in 1953, also had been connected with the show. He was a member of the Masonic Lodge of Ashley and the Elks Lodge of Adrian, Mich. Survived by his widow, Grace. Services November 11 at the Swank Funeral Home, Ashley, with burial in Circle Cemetery, that city.

**JONES—Harry D.,** 89, former dog trainer, January 9 in Los Angeles. His widow

and a daughter, Floretta Baker, survive. Interment in the cemetery plot of the Pacific Coast Showmen's Association.

**In Memory of**  
**GEORGE E. HONOLD**  
who passed away two years ago  
January 20, 1958  
his daughter  
**LUCILLE M. ROSS**

**KELLEY—Mrs. Lawrence,** 83, mother of Beverly Kelley, manager of the St. Louis Municipal Opera, former manager of "The Music Man" and earlier publicity director for the Ringling-Barnum circus, January 9 of complications at her home in Delaware, O. Services January 12 with burial in the Delaware cemetery.

**KISTLER—Charles B.,** 66, member of the Circus Fans' Association and Circus Historical Society, January 10 in Allentown (Pa.) Hospital. He was a retired court stenographer and years ago was active in minstrelsy. As a youngster he put a brief stint with the John J. Barnes show. Survived by his widow, Edna.

**LAVAGNINI—Ralph (Toughie),** 68, concessionaire and member of the Arizona Showmen's Association, Phoenix, recently in that city. Services January 9 and burial in the showmen's plot in Greenwood Memorial Park, Phoenix.

**MITCHEL—Cyclone,** 66, whose true name was John Michalik, circus and carnival strong man, at Waynesburg, Pa., minute after entering a hospital for a heart ailment December 7. He had been off the road about 15 years.

(Continued on page 69)

## Carnival Routes

All American: Naples, Fla.  
Blue Grass: (Fair) Sebring, Fla.; (Fair) Palmetto 25-30.  
Deggeller Am. Co.: (So. Florida Fair & Expo.) West Palm Beach, Fla., 21-30.  
Page Comb.: Naples, Fla.  
Peter Paul Ams.: Sanford, Fla.  
Smiley's Ams.: Belle Glade, Fla.; Fort Pierce 25-30.

## Circus Routes

Atayde Bros.: Mexico City, Mex., 18-Feb. 3.  
Davenport, Orrin, No. 1: Saginaw, Mich., 24-30.  
Davenport, Orrin, No. 2: Grand Rapids, Mich., 25-30.  
Polack Bros.: (IMA Auditorium) Flint, Mich., 18-23; (Civic Center) Hammond, Ind., 27-31.  
Ringling Bros. and Barnum & Bailey: (Exhibit Hall) Miami Beach, Fla., 23-31.

## Arena Routes

Polish State Folk Ballet: (Academy of Music) Philadelphia, Pa., 17-19; (Capitol) Washington, D. C., 20-21.

## Miscellaneous

Montague, Duke, & Co.: Monroe, Wis., 19; Beaver Dam 20; Fond du Lac 20; Oshkosh 21; Appleton 22; Oshkosh 23-24; Kaukauna 25; Wisconsin Rapids 26; Pittsville 27; Marshfield 28; Eau Claire 29.

## Legitimate Shows

Dark at the Top of the Stairs: (Temple) Tacoma, Wash., 18; (State College Aud.) Chico, Calif., 20; (Stanley Warner) Fresno 21; (Auditorium) San Jose 22; (Sacramento H. S. Aud.) Sacramento 23; (Biltmore) Los Angeles 25-Feb. 13.

(Continued on page 69)

# ROLLER RUMBLINGS

By AL SCHNEIDER

**T**he HOUSTON Roller Rink Association has become indirectly involved in a squabble between Station KTRK-TV, Houston, and performer Don Mahoney, whom the station charges, by inference, with accepting payola for plugging the rink group over the air. Mahoney, who has conducted "Don Mahoney and His Kiddie Troupers," a talent show for youngsters on KTRK-TV, has been fired by the station. He was dismissed via registered letter from station officials, the letter stating that Mahoney got \$100 a week from the rink association and complaining that the rink group "received generous plugs" on the Saturday show. Mahoney admits having received the \$100 a week from the association. "That's no secret," he said. "I get it for making personal appearances at roller rinks every Saturday and not for any plugs." Mahoney, who has conducted the program for 11 years, said he would confer with Houston Congressman Albert Thomas and Bob Casey about the charge and that he plans to fly to Washington to clear his name before the Federal Communications Commission.

holiday week. . . Bowlerskate of South Norwalk has announced a new winter schedule, with the rink open at 7:30 p.m. on Tuesdays, Wednesdays and Thursdays, and 8 p.m. on Fridays. In addition, three sessions (10 a.m. and 2 and 8 p.m.) are slated for Saturdays, and two sessions (2 and 7:30 p.m.) on Sundays. Wednesday is family night, with children accompanied by parents admitted free. A late session is offered at 11 p.m., Fridays, for old-timers.

**CONNECTICUT NOTES:** Melody Skating Rink, Groton, conducted special holiday sessions on December 30 and 31. A 2 to 4:30 matinee was offered Wednesday (30), followed by the usual three-hour night session. On New Year's Eve the rink hosted a 6 to 8:30 p.m. children's party and an adult party from 9 p.m. to 12:30 a.m. A recent special event at the rink was the annual Sadie Hawkins party featuring various Dogpatch characters and prizes going to girls in a "most married" contest. . . Harry Neckes, of Hartford Skating Palace, is conducting a shoe skate sales campaign, each purchaser receiving a skating pass. He offered the usual New Year's Eve skating party plus daily matinees during the

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP  
GET THE NEW REVOLVING  
**HOLLYWOOD SPOTS-LITE**  
BETTER'N A CRYSTAL BALL  
NO MIRRORS TO BREAK  
WASH OR POLISH  
GLAMOROUS NEW IDEA IN BEAUTY MODERN SHOW-MAKING LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS BEATING BIRDS CLUBS TAVERN BARS AMUSEMENT PARKS HOTEL RESORTS  
Write For Complete Free Details  
**HOLLYWOOD SPOTS-LITE CO.**  
Dept. B 3012 No. 10th St. Omaha 10, Nebraska

**SKATING RINK TENTS**  
42 x 102 IN STOCK  
53 x 122 AT ALL TIMES  
**NEW SHOW TENTS MADE TO ORDER**  
CAMPBELL TENT & AWNING CO.  
100 Central Ave. Alton, Ill.

MAKE REAL MONEY WITH  
**Porto-Bilt**  
TENT COVERED RINKS  
Write  
**W. T. SHACKELFORD**  
Box 425, Smyrna, Ga. Phone: HE 5-5978  
Phone: 9-2183, Marietta, Ga.

## FOR TOP PROFITS SMITH & SMITH RIDES

ADULT FERRIS WHEEL  
ADULT CHAIRPLANE  
KIDDIE SPACE PLANE  
TRAILER-MOUNTED AUTO RIDE  
ATOMIC JET FIGHTER  
SPEED BOAT RIDE  
KIDDIE CHAIRPLANE  
Send for complete information  
**SMITH AND SMITH, INC.**  
SPRINGVILLE, ERIE CO., NEW YORK

IT PAYS TO BUY  
**Lenz INSURANCE**

RELIABLE INSURANCE CANNOT BE PURCHASED AT A BARGAIN COUNTER

CHARLES A. **Lenz** & ASSOCIATES  
"The Showman's Insurance Men"  
1492 Fourth St., North St. Petersburg, Fla.  
Phones: 5-3121 — 7-5914

AMERICA'S FINEST SHOW  
**POSTERS**  
WRITE FOR 1960 DATE BOOK  
**CENTRAL Show Printing Co., Inc.**  
MASON CITY, IOWA

**FOR SALE**  
One G-16 Suburban Miniature Train made by Allan Herschell, 3 cars, 1 engine. Hauls 36 adults or 72 children. Used 3 seasons. Very good condition. Includes about 1,500 feet of track. Make offer.  
BOX 975, The Billboard  
188 W. Randolph St., Chicago 1, Ill.

## MERRY-GO-ROUNDS

1960 Jumping Carousels. Kiddie size, 30 ft.; teen age, 30 ft.; adult, 32 & 36 ft. sizes; Kiddie Rides. The Ferris Wheel, Auto, Airplane, Pony Cart, Boat Rides. Music Boxes, Ticket Booths. We also custom build.

**THEEL MFG. CO.**  
Ph.: MU 24351  
Lawrence & Spruce Sts.  
Leavenworth, Kansas

## INSURANCE

**IDA E. COHEN**  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

## INSURANCE

For the Amusement Industry  
**SAM SOLOMON**  
"The Showfolk's Insurance Man"  
5017 N. Sheridan Road, Chicago, Illinois  
Phone: Longbeach 1-5555 or 5576

## WANTED

Carnivals—Circuses—Shows—Outdoor Acts—Special Attractions—Equine and other. We have dirt and asphalt tracks—stables—well-lighted grandstand—plenty parking. Write  
**STARKEY SPEEDWAY**  
Roanoke, Virginia  
P. O. Box 1552  
Bill Gerlick Eddie Barrett  
DI 4-7363 EM 4-5484

**EMERGENCY**  
Rock-o-Plane  
Roll-o-Plane  
Fly-o-Plane  
Octopus  
Midge-o-Racer  
Bulgy the Whale

**PROMOTERS**  
With crews—or with crews available  
Unique, Sure-Fire, Top Money Deal. Top Sponsors, beamed primarily to Volunteer Fire Companies, but applicable to all fund-needful groups.

**CONTRACTING AGENT**  
A good, clean proposition that insists on honest, above-board promotion. Could be a retirement deal for the right man. Write  
**BILL FREW—Box 118, Paradise, Pa.**  
Phone Strasburg (via Lancaster) OV 7-5131

**Shooting Galleries**  
And supplies for Eastern and Western Type Galleries. Write for new catalog.  
**H. W. TERPENING**  
137-139 Marine St. Ocean Park, Calif.

## ANCHOR TENTS

The Showman's Choice  
Finest materials—60 Yrs. Experience. Flamefoil and New Nylon Fabrics. Red—Blue—Yellow—Green—White.  
Aluminum Tent Frames—Light Weight Hinged Legs—Slip Joints Rustproof  
Concessions—Show Tents—Ride Tops—Etnice—Merry-Go-Round—Cookhouse Tops.  
Phone: Harrison 5-8105

## ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

## AMERICA'S FINEST SHOW TENTS

**O. Henry Tent & Awning Co.**  
TAMPA, FLA., JAN. 18-FEB. 18  
Address **BERNIE MENDELSON**  
Embassy Apt. Hotel, 110 Crescent Place, Tampa 6, Fla. Phone: 8-4347

## ROLL or FOLDED TICKETS

ADVERTISING IN THE BILLBOARD SINCE 1904  
CASH WITH ORDER PRICES ---  
Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.  
**STOCK ROLL TICKETS**  
1 ROLL \$1.75  
EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL  
**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS  
Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

**UNITED STATES TENT AND AWNING CO.** Established 1870. Over 88 Years of Specialized Experience.  
MAIN OFFICE & FACTORY: SARASOTA, FLORIDA  
1230 N. EAST AVENUE PHONE: RINGLING 6-6316  
Circus—Carnival—Concession—Any Size—Any Type—Banners—Ride Canvas.  
S. T. JESSOP GEO. W. JOHNSON

# CARNIVAL CONFAB

**W. E. (SHOTGUN) PAGE** reports from his Athens, Ala., winter base that the show recently added the Shelbyville, Ky., fair to its route of 12 annuals. Two more rides will be added and the show plans to go out with eight major and four kid rides plus the elephant which will be used as a ride and downtown bally. Staff set-up includes Mac House, business manager; Mrs. W. E. Page, secretary-treasurer; Norman Littlefield, concessions; N. F. Western, electrician and ride super, and J. C. Cook, billposter and special agent. . . . W. A. (Bill) Stacy, longtime bingo op, is currently in Mississippi State Sanatorium and would like to receive mail at Ward 6, Sanatorium, Miss. . . . Jesse French writes from Birmingham that Mr. and Mrs. James Hannigan are living in a new Spartan house trailer, a Christmas gift. Madyln Hannigan recently underwent surgery and would like to receive cards at 430 Green Springs Road, Birmingham. Jesse French also has a new trailer and is working in a Birmingham hospital.

**R. D. (Mac) McCollins**, former show owner, has completely rebuilt his night spot in Salt Lake City. The fun emporium was destroyed by fire in October but the rebuilt version is one of the largest in Utah, Mac claims. He and Mrs. McCollins were active workers in J. Bracken Lee's successful mayoralty campaign there and were guests at the inauguration dinner. . . . Jack Leopard, assistant secretary on Cetlin & Wilson Shows, is handling publicity for Edward G. Farmer Jr., Republican candidate for governor of Missouri. He's on the road, lining up speaking engagements, etc. . . . Frank Conklin, Canadian midway biggie, was in Chicago Tuesday (12) on the first step of a booking trip that will take him to Dallas, Los Angeles and Seattle.

The Ladies' Auxiliary of the Greater Tampa Showmen's Association had an evening of surprises recently at a secret pal revealing party. Mrs. Vera Harrison, Ruth Petrantis and Ruth Grimsell were in charge of arrangements and the Clover Garden Club decorated the tables. Pat Richards and her committee served refreshments and welcoming the guests were Evaline Belew, Nell Alvarez, Ruth Petrantis, Marsha Porter, Laura Lee Coker and Marie Waver. Bertie Perrot served as femsee. . . . Hot Springs Auxiliary president, Kay Rocco, recently named the following committees for this year: Dairy Fritts, club mother; Elsie Powell, tyler; Junior Ray, chaplain; Shirley Bazinet and Pearl Weydt, finance; Bill Owens and Ollie Glosser, house; Shirley Bazinet, relief and welfare; Ollie Glosser and Billie Owens, press; June Reynolds and Helen Staley, ways and means; Belle Roberts and Millie Wilson, cemetery; Jackie Wilcox and Geneva Hazen, year book; Edythe Conklin and Elaine Glosser, good will; June Reynolds and Marie Sorenson, greeters; Irene Ogle, birthday cards, and Kathleen Maki and Gladys Smith, screening. Also from Hot Springs it's reported Eph and Elaine Glosser back from Ontario; Harry and Rose Kahn back in Springfield, Mass., after holidaying there; Lucille Donoflio home after surgery; Harry and Alice Hennies on a cruise.

Charlie Byrnes

★ ★ ★

**West Coast Notes:** Elsie B. Kennedy was installed as president of the Pacific Coast Showmen's Auxiliary. Also taking office were Blanche Henderson, Edna Dauer and Ruth Wolf Wood, vice-presidents; Madison Hopes, secretary, and Stella Shaphram, treasurer. Jewel Hobday was installing officer; Irene Glacy, escort, and Rose DeHaven, accompanist. Officers were further honored at a dinner dance in the Ambassador Hotel. . . . Hunter G. Farmer has been named chairman of the banquet and ball committee of the PCSA, Steve Vaughn, president, making the appointment. Vaughn also named Art Thompson chairman of the house committee which includes Charles Austin, Earl Stolze, Ted Kozaki and Frank Nay.

Sam Abbott

**Dolf Jagers**, former clown and magician with carnivals and circuses, is in Veterans' Hospital, Huntington, W. Va., and would like mail from friends. . . . Carmen Del Rio and Mitzi Rogers are with the Deluxe Shows of Brownsville, Tex., for the winter. . . . After closing their season at State Fair of Texas, Dallas, Mr. and Mrs. A. R. Petka visited the annuals at Shreveport, La., and Beaumont, Tex., and are wintering in the latter city. They recently visited in Orange, Tex., with Mr. and Mrs. Bryan Woods, who are working kiddie rides at dates in that town. . . . Northern States Shows have been contracted for the 50th Anniversary Stock Show and Rodeo at Faith, S. D., August 12-14.

Al Schneider

★ ★ ★

**FLASHBACKS: 15 Years Ago**—The Showmen's League of America made its first payment of mustering out money to the following ex-servicemen: Whitey Woods, Petey Pivor, Smiley Duly, Earl Tauber, Al Kann, Sam Glickman, Eugene Skerbeck, George Crowder, Arden Morris, W. O. Perrot and Herman Weiner. . . . Ray Oakes was in Alexian Bros.' Hospital, Chicago. . . . Sgt. Ernest Wenzik was stationed in India with the U. S. forces and S/Sgt. Del Crouch Jr. was back in this country after 35 missions with the Air Forces over Europe. . . . Larry Nolan re-elected for his second term as president of the Rocky Mountain Showmen's Club.

(Continued on page 69)

## Eddie's Expo Sets 3 Dates In New York

**BUTLER, Pa.** — Three new spots in New York State are charted for the Eddie's Exposition Shows, manager Eddie Dietz reports. In addition there will be at least one more fair than the number played in 1959.

A shopping center date will kick the season off April 15, when seven rides will be fielded. Later that month the full show will make its bow, sporting 11 rides, four back-end pieces and 30 concessions. Jagers McMillen, touring three rides with Dietz, is adding a fourth. He has been laid up recently with the flu, Dietz says.

Winter quarters opens the first of March. Dietz added that a new Fun House, Mechanical City and two light towers are being acquired.

## Cetlin-Wilson Keep Fair in Jacksonville

**JACKSONVILLE, Fla.** — Cetlin and Wilson Shows has been awarded the midway contract for this year's Greater Jacksonville Agricultural and Industrial Fair, the directors voted last week. The fair is six years old and has been played by C&W since its inception in 1955.

Jacksonville will run November 9-19. Because of its date it is one of the more coveted Southern fairs, falling at the tail end of the season and representing an attendance in excess of 120,000.

## HEAD BOTH N. Y. GROUPS

# Joint Installations For Max, Jane Tubis

**NEW YORK** — A rarity among showmen's clubs, a husband-wife team simultaneously heading both the parent group and its auxiliary, was celebrated Monday (11) by the National Showmen's Association. Occasion was the joint installation of Max and Jane Tubis and of the auxiliary's slate of officers.

The women's branch of the club put on a lavish affair in the Century Room of the Hotel Commodore, with more than 150 persons turning out. Combined installations have been held on a five-year basis and the next one was scheduled for 1963, but the uniqueness of the 1960 dual presidents, it was felt, called for something special. An added oddity was that installation chairman Joe and Margaret McKee, parents of Jane Tubis, had also served consecutive terms.

A fine dinner and dancing to an orchestra were provided. This was the first function for which the women organized a souvenir journal, and with Dolly McCormick handling the sales, it racked up 50 pages of paid advertising.

On the two-tiered dais were officers of both organizations. The affair was free to auxiliary members but the men attending bought their tickets at \$10 per. Installed were Jane Tubis, president; Ann Peterson, first vice-president; Florence Van Raalte, second vice-president; Elma Bernard, corresponding secretary; Jeannette Finkel, recording secretary; Mary Pendrake, treasurer; Ann Dinsmore, assistant treasurer; and Catherine Camin, chaplain. Ann Rosenberg is hostess, Mildred Peterson, chairman of the governors, and Bunny Kassow, vice-chairman.

Prominent in the long ceremonial program were Anna Cook, presiding officer; Bess Hamid, honorary chairman of the governors,

and Dorothy Packman Goldberg, honorary president. Flora Elk and Eileen Weisman were marshals, and flower presentations were handled by Eleanor Renaldi and Queenie VanVleit.

There were a large number of presentations, ranging from corsages and souvenirs of appreciation, to special gifts. Committeewomen and aids were also honored, including Flo Thompson, Sylvia Stern, Ann Brown, Jai-Lita Bernard and Mae McKee. Candles were lit in tribute to all showmen's clubs and auxiliary, by Lillian Elkins and Joe McKee.

Dorothy Packman Goldberg paid compliments to Pajmira Fantino and Flo Thompson and Angelo Peppe for their kiddie party work. The gathering also heard from Bess and George Hamid, and banquet chairman Margaret McKee. Invocation was by Louis D. King, and benediction by Catherine Camin, chaplains of the two organizations.

## Tampa Fems Name Officers

**TAMPA** — Egle Sedlmayr has been named president of the Ladies' Auxiliary of the Greater Tampa Showmen's Association succeeding Mickey Wenzik.

Other officers are Bertie Perrot, Esther Groscurth and Maxine Cyr, vice-presidents; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Elsie Williamson announced 50 members have signed for the bowling league. Secret pal revealing party was held Thursday (7) with Vera Harrison, Ruth Petrantis and Ruth Grimsell in charge of arrangements.

Mae Serfass is recovering from surgery.

# CETLIN & WILSON SHOWS

Can place for 1960 Season—

Outstanding Route of Fairs commencing in August.

Can Place—Cook House and Grab, exclusive, that can handle a 40-car show and cater to its workmen.

Can Place—Shows of merit that do not conflict. If you have something new let us know the details. Will furnish wagons if wanted.

All legitimate Hanky Panks that throw out merchandise.

# CETLIN & WILSON SHOWS

WINTER QUARTERS

Box 787, Petersburg, Va.

Tele. R.E. (Regent) 2-4445

# PENN PREMIER SHOWS

OPENING EARLY IN APRIL IN THE HEART OF DIXIE

## CONCESSIONS

Can place Photo, Cookhouse (Ryan, answer) hat can handle a large show and cater to show people. Grab, Age, Scales, Glass Pitches, Fish Ponds, Ball Games, Short Range, Bear Pitch, Crazy Ball, Novelties, Diggers and any other games not conflicting.

## SHOWS

Can place Fun House, Midget Pony, Wildlife, Cardiff Giant, Fat Show or any worthwhile attraction not conflicting. CAN PLACE MANAGER FOR CIRCUS SIDE SHOW, must have sound equip. and acts. We have the rest. Manager for Minstrel Show who knows how to manage his people and produce a show. Can place good Arcade and Monkey Circus. Rudy Klausen, ans.

## RIDES

Can place Scrambler, Round Up, Rock-o-Plane, Merry Mixer or any ride not conflicting. No Kiddie Rides needed unless you have a major Ride.

## HELP

Can place good Show Carpenter. Want first-class SCENIC ARTIST who can letter and do pictorials. Do not misrepresent. Can also place good Ride Men who drive semi after March 1. Remember we have a 33-week season playing 18 fairs.

Address all mail and wires to

LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS

P. O. Box 986, Henderson, N. C. No collect calls accepted.

Phone Orchard 33396, Pittsburgh, Pa.

# Steele Amusement Route Almost Set for 1960

VALPARAISO, Ind.—The 1960 route for Steele Amusement Company, which will go out for its second season, has been almost completed and will include at least two fairs new for this year.

## 100 Turn Out At Memorial For Show Folks

SAN FRANCISCO—More than 100 members and friends braved heavy showers to attend the 15th annual memorial services for the Show Folks of America at Showmen's Rest in nearby Olivet Memorial Park Sunday (10).

The services, arranged by Earl Leonard, were conducted by Sam Abbott, of The Billboard, Hollywood. He was also the key speaker. The opening prayer was offered by Maj. Albert Olley, Salvation Army Territorial Headquarters, with Rev. Herbert C. Tweedie, Broadmoor Presbyterian Church, reading the Scriptures. Andrew Sneddon and Dick Anderson sang several songs, accompanied by Dorothy Hucing at the organ.

Eighty-four members of the organization rest in the plot. Those who passed on in 1959 include Joe Barell, Lee W. Brandon, Samuel Cohn, Kathleen Elsmere, Albert Hanna, Fritz LeCardo, Arthur Mahler, Ray Morris, Walter Russell, Joseph P. Ryan, Harry G. Seber, Basil (Hap) Young, John W. Henry, George Lick and Eddie Burke.

Member of the Cemetery Board of Directors, under the administration of Harry Myers, were Mike Krekos, chairman; Eddie Hellwig, E. S. Fitzgerald, Charlotte Porter, J. H. Christensen, Oscar Mattley and Alex Freedman.

"In Memoriam" for the program was written by Art Craner.

## Belle City Signs Loop

MILWAUKEE — Charles Parnack's Belle City Show will play the Northern Wisconsin Circuit of Fairs in 1960 for the sixth year and has also added several additional fairs to its route. Annuals on the loop are at Antigo, Merrill, Ladysmith, Wyawega and Shawano. New to the route are fairs at Tomah, Wis., and Ironwood, Mich., and the show will play a repeat stand at the Rhinelander, Wis., annual.

**FOR SALE**  
 MID RIDES—Eyerly Midget Auto Racer, built by Eyerly Aircraft Co., perfect condition, \$1,500 cash. Tank Ride built by Stacey Johnson, Miami, Fla., rides 20 kids, can be put up or down in 30 minutes, \$1,500 cash. Roto Whip, built by Mangels, perfect condition, \$1,500 cash. Merry-Go-Round built for Supermarket, no ups & downs. This was built on an extra low semi, has two small Merry-Go-Rounds. Opens up ready to go to work. Aluminum Horses, all jumpers. Must be seen to be appreciated. LIGHT PLANT—Caterpillar D13000, 75 Kw. In special built semi opens all round, just overhauled, \$5,000 cash. Popcorn Trailer, 12 ft., has Jumbo Creators Popper, also equipped for Floss and Apples, \$500 cash. All this equipment can be seen up, all in perfect condition. All Replies  
 DON MARCONI, Box 201, Valdosta, Ga. Phone CHerry 2-9913

**Notice - Notice - Notice**  
 The Daviess County Lions Club Annual Fair and Horse Show would like to book Rides and Free Act for their Fair and Horse Show on August 4th, 5th, and 6th. Send replies to Wm. R. Murphy, 1341 West 15th Street, Owensboro, Ky. Representatives of the Club will be at the Ky. Assn. of Fairs and Horse Shows.

general manager, are annuals at Luxemburg, Wis., and Pecatonica, Ill. Other fairs signed are at Peotone, Ill., and four in Wisconsin—Portage, Wilmot, Lancaster and Mineral Point. The latter, to be played over Labor Day, is marking its centennial this year.

Show will open its season on the fairgrounds here in Valparaiso and then play dates in Gary and East Gary, Ind. Also routed are Rockford, Ill., inside the city limits; Waukesha, Wis., for July 4, and Delavan and Fort Atkinson, Wis.

The Steele brothers will field a show with 12 office-owned rides that will probably be augmented by a couple of booked devices. Included will be a Funhouse and Arcade plus 12 concessions, all office-owned. Upwards of 50 concessions will be carried at some stands.

Staff, in addition to Al Steele, has Raymond Steele as lotman and general agent; Vincent Steele, maintenance; Mrs. Al Steele, office, and Albert (Bucky) Steele Jr., treasurer.

## St. Louis Club Elects Al Kunz

ST. LOUIS—Al Kunz, owner-manager of Heth Shows, was elected president of the International Association of Showmen along with the entire regular slate of officers and directors.

Also taking office were Fred Proper, William Cowan and Harold Dunn, vice-presidents; George Regan, treasurer, and Euby Cobb, secretary.

Kunz presided at the regular meeting along with Secretary Cobb, Treasurer Regan and Past President Morris Lipsky. New members are W. E. (Shotgun) Page, Francis L. Hadsall and Ralph E. Cottrell. The building front and new panel walls will be completed later this year.

Every member who raises \$250 on the booster sheet will receive a silver card, and a gold life card will be awarded members who bring in 50 new members this year.

## Topeka Meet Draws Reps

TOPEKA, Kan.—The 37th annual convention of the Kansas Fairs Association drew its usual good turnout of carnival and attraction representatives.

Included were: John M. Moore, Moore Attractions; Jack Long, Jack Long Rodeo; Mr. and Mrs. Clifford Davis, Dixie Amusements; Tom Drake, Debbie Knight, Hazel Randall, Tom Drake Agency; N. L. Neighbors, Hutchinson Tent & Awning Co.; Bob Ottoway, Maddox Bros. Shows; Leon McComb, McComb & Sons Rodeo; Jerry Wald, Wald Fireworks; Johnny and Maxine Coon, Johnny Coon Agency; Mr. and Mrs. Ted Cory, Heart of America Shows; M. H. Lines and Stanley Swan, E. G. Staats & Co., Inc.; Mr. & Mrs. Joe Starr, Orange Bros. Shows; John and Marion Crofoot, Western Associates, Inc.; Frank Sharp and John J. Wills, Regalia Mfg. Co.; Don and Shelly Paige, De Forrest Attractions; M. M. Moser, Central States Shows; D. S. Dudley and A. L. Stafford, D. S. Dudley Shows; Mr. and Mrs. J. W. Mahaffey, Cherokee Amusement Co.; Mr. and Mrs. Bob Hammond and Keith Chapman, Bob Hammond Shows; Capt. E. H. Hugo, Novelty Exposition Shows; Fielding Graham, Holiday Amusement Co.; Walt Thedford and Ray Davis, Thedford Ranch Rodeo; Mr. and

## SHOW FOLKS HONOR PREXIES

SAN FRANCISCO — All surviving past presidents of Show Folks of America were present for the first time at the annual event honoring them held in the clubrooms here Saturday night (9).

Al Rodin presided over the festivities with John Provenzale as sergeant at arms.

Past presidents who attended were Mary Ragan Kanthe, the club's first president in 1944; Sammy Corenson, who served two terms in 1945-46; M. (Whitey) Monette, 1948; Mike Krekos, 1950; Doris Monette, 1952; Jack Christensen, 1953; Charlotte Porter, 1954-55; E. S. Fitzgerald, 1956; Ed Hellwig, 1957, and Alex Freedman, 1958. Rodin introduced Harry Myers, retiring president, and Earl Leonard, who holds the post for 1960.

Tribute was paid three deceased presidents, Harry G. Seber, 1947; Eddie Burke, 1949, and Fred Wiedmann, 1951.

## Continental Buys More Trucks, Rides

LOWELL, Mass. — Two new trucks have been added to equipment at the Continental Shows winter quarters, manager Roland Champagne notes. Prior to the 1960 opening, set for April 28, an additional two major rides will be acquired, raising the total to eight.

Champagne and Fred Fritz, assistant manager, have seen to the refurbishment and repainting of all equipment. Paul La Cross, general agent, reports most fairs already contracted plus a promising list of celebrations and still dates. Opening location will be advertised shortly after the New York fair meeting.

## Farrow Omits Still Dates

MILWAUKEE—Wallace Bros. Shows will go back into winter quarters after playing the Negro fun zone at the Memphis Cotton Carnival and will play only fairs in '60, E. E. (Ernie) Farrow, owner, announced.

Show will open its regular season at the Madison, Wis., Fair on July 1, skipping all still dates. New to the route this year is the fair at Stoughton, Wis.

Farrow's Mad Mouse will join Specks Groscurth's Blue Grass Shows at three Florida fairs in Fort Myers, Sarasota and Largo and will also be at the West Palm Beach Fair.

Mrs. A. E. Raines, Raines Amusement Co.; Ralf Kirk Sr., Ralf Kirk Jr., Rodney Kirk and Mrs. Ralf Kirk Jr., Kirk & Sons Attractions; Mrs. Pearl Evans and sons, Donald and William, Evans United Shows; Jack Vomberg, Badger State Shows; DeForrest Kuhn, DeForrest Attractions; Ben Truex, Harry Peebles, Don Haas, Truex-Peebles; Jack Colvin, Jack Collins Productions; J. C. Michaels and J. C. Michaels Jr., J. C. Michaels Attractions; Don Brashear, American Midway Shows and Cecil Gorce, former carnival operator.

# 350 Dine, Dance At Show Folks Ball

SAN FRANCISCO—A record turnout of nearly 350 diners and dancers were on hand for the 15th annual Show Folks of America banquet and ball held in the Sheraton-Palace Hotel here Sunday night (10).

The event was the third of four in three days highlighting the club's winter social program. On Saturday night (9) the past presidents were honored at a buffet dinner in the clubrooms, and the memorial services were held on Sunday afternoon. The calendar was completed Monday night (11) when officers for 1960 were installed.

The banquet and ball, with Mike Krekos as chairman, was held in the Rose Room, famed in song as well as Western tradition, which was combined with the Concert Room to accommodate the crowd. In former years the shindig was in the Gold Room. Altho plush in its own, gay color along with balloons were added to the decorations under the direction of Alex Freedman. Earl J. Leonard assisted Krekos in the general arrangements as co-chairman.

Festivities got under way at 6:30 in the evening with a reception. Serving on the reception committee were Flossie Fitzgerald, Lola Krekos, Marilyn Rodin, Dora Redder, Josephine Leos, Doris Monette, Isabelle Myers, Barbara Hellwig, Leona Stevens, Charlotte Porter, Clara Andersen and Ruth Davis.

Seated at the head table were Steve Vaughn, Pacific Coast Showmen's Association president; Emilie Bailey, Regular Associated Troupers, Los Angeles, president; Sam Abbott, The Billboard; Howard Maple, Oregon State Fair manager; Harry Martin, representing Showmen's League of America; Charlotte Porter, two-time SFA past president and treasurer; Dave Cavagnaro, Napa District Fair director; Krekos; Bobby Cohn, toast-

master; Harry Myers, SFA retiring president; Major Albert Olley, Salvation Army and memorial services speaker; Leona Stevens, SFA second vice-president; Joe Richards; Elsie Kennedy, PCSA Ladies' Auxiliary president; Bonnie Townsend, SFA recording secretary, and Isabelle Whall, theatrical booker.

Cohn got the festivities rolling and kept them well paced by reading telegrams from well-wishers. Congratulatory messages were received from Arizona Showmen's Association, Midwest Showmen's Association, Minneapolis; Ontario (Canada) Showmen, National Showmen's Association, Greater Tampa Showmen's Association, Pacific Coast Showmen's Association, Hot Springs Showmen's Association, Showmen's League of America; Ralph Lockett, Foley & Burk Shows' secretary; Leo (Fenchie) LeDoux, and Tillie Palmateer, Los Angeles club worker.

Harry Myers, SFA president for 1959, was presented with a gold life membership card by Krekos. Myers made a touching response upon accepting the honor.

The occasion also marked the 18th wedding anniversary of Louis and Gail Cecchini; of Cecchini & Levaggi, operators of the Funville Midway at the Los Angeles County Fair, and 29th anniversary of Harry and Ceil Martin, of the West Coast Shows' organization.

The show was emceed by George Alexander, recording artist, and featured the Latins, Snyder Brothers, Patty Regan, and Nikki and her violin. Jack Saltenrich and his orchestra played the show and for dancing.

Executive committee for the successful event was made up of James Redder, Harry Martin, Dave Long, Ralph Clinton, Louis Leos, Ed Hellwig, Al Rodin, Ewell Harrison, E. S. Fitzgerald, Barney Stevens, Jimmy Lantz, Dick Scarce, Alex Freedman and Bill Meyer.

**MURPHY'S NORTHERN STATE SHOWS**  
 New Booking Shows and Concessions for 1960 Season  
 Booked solid, playing Nebraska, North Dakota, South Dakota, Montana and Iowa. Opening May 9, Gordon, Neb., to Annual Labor Day and 100th Anniversary combined, Hawarden, Iowa. Have 18 Fairs, 50th, 75th and 100th Anniversaries. Definitely no better route in North Central States.  
 Can use a few more non-conflicting Concessions such as Novelties, Basket Ball, Name-on-Hats, String Game, Hi-Striker, Scales, Photos, Popcorn with Carmel Corn, Candy Apples, Drinks combined, Bingo, 1 Pitchman, Pan Game, only P. C. on show. No flats or camps, ex on Concessions. A good proposition for a reliable Ride Superintendent for 12-ride show. Equipment all new or near new. Need Tilt Foreman, \$75 a week, unemployment benefits; also Second Men on Rides. Need Kiddie Ride Foreman. All replies to Winter Quarters address below. Will be at North Dakota and Nebraska meet. Route cards now available to interested parties.  
 JOHN MURPHY, OWNER, MURPHY'S NORTHERN STATE SHOWS  
 523 Quappaw Ave., Hot Springs, Ark.

**SMILEY'S AMUSEMENTS**  
 FORT PIERCE, FLA., JAN. 25-30  
 And a continuous route of Florida Fairs & Celebrations. All fairs and celebrations licensed and supervised by the Florida State Agricultural and Livestock Fair Committee.  
 RIDES: Can use Wheel to deal with ours and any other rides not conflicting.  
 CONCESSIONS: All Concessions open except Popcorn and Floss.  
 SHOWS: Can use good Feature Shows such as Revue or Western. Also can use Ten-In-One or any worthwhile shows.  
 Call or write Belle Glade, Fla., this week. Phone WY 6-2355.

**WANT TO BUY**  
 Office Trailer, 26 ft. or over; prefer Semi Trailer. Send photo, price and condition in first letter. No junk. (Eddie Moran, contact me if you want to sell your Office Trailer.) Contact  
 CHARLES CARROLL  
 10754 Central Ave., N.E., Minneapolis 21, Minn. Phone: Sunset 45018

**WANT FOR RIVERVIEW PARK, CHICAGO**  
 SIX DAYS' WORK A WEEK  
**WANT FREAKS — ODDITIES — ATTRACTIONS OF ALL KINDS—WORKING ACTS—TICKET SELLERS—TALKERS.**  
 If you have a Single-O Show (no Girl Shows) booked at Fairs, I can give you work from May 12 to July 15.  
 WRITE DICK BEST, BOX 2168, SARASOTA, FLA.  
 Our Employees Get Free Hospital and Life Insurance.

**WANT FOR ROYAL AMERICAN SHOWS**  
 WANT FAT PEOPLE. ALSO SWORD SWALLOWERS, TATTOOED PEOPLE, WORKING ACTS OF ALL KINDS, TICKET SELLERS AND TALKERS.  
 All Our Employees Get Free Hospital and Life Insurance. Write  
 DICK BEST  
 BOX 2168, SARASOTA, FLA.

## CLUB ACTIVITIES

### Showmen's League of America

CHICAGO—A light turnout was at the Thursday (14) meeting with many members at fair meetings and in the South. Vice-President Ed Sopenar was in the chair assisted by Hank Shelby, secretary, and Ed Levinson, who served as treasurer. Also on the platform were past-presidents Lefty Ohren and Bill Carsky and counsel, Morris Haft.

It was announced that Joe Stiy, a member for 24 years, passed away and was buried in the Tampa Club's cemetery plot.

On the sick list were Sid Pritikin and Joe Edelstein, Augustana Hospital here; Al Carsky, Mount Sinai Hospital, Cleveland. Ill at home were Andre Dumont, Bill Martin, Roy Marrietta and Hadji Delgarian.

President Paul Olson represented the club at the Miami club banquet and will also attend the banquet of the Tampa club. Past - President Frank Duffield represented the League at the banquet of the Midwest club in St. Paul.

John (Muscles) Dundee served a hot lunch following the meeting.

### Ladies' Auxiliary

The regular meeting was opened

by President Jeannette Martindale, assisted by Mae Smith and Harriet McBeath, vice-presidents; Elsie Miller, secretary; Evelyn Hock, treasurer, and Anna Filippini, chaplain.

Mrs. L. M. Brumleve is in Roosevelt Memorial Hospital. Viola Parker, Mae Taylor and Frances Berger are home after being in hospitals.

Donations received from Egle Sedlmayr and Maddona Lesh. Virginia Carpenter attended her first meeting. Joan Kveck is a new member.

Lillian Kerwer and Harriet McBeath took awards donated by President Martindale and Sharon Horan. Auxiliary will mark its 42d anniversary with a January 21 party at the Hotel Sherman.

Mrs. William Carsky and daughter, Lynn, attended after a Florida vacation.

### National Showmen's Association

NEW YORK — President Max Tubis presided over his first regular meeting on Wednesday (13), with some 50 members in attendance. Also present were Charles Rubenstein, second vice-president; Frank Rappaport, treasurer; Leo Willens, secretary; Dr. Herman Cohen, physician, and Louis D. King, chaplain.

Among those attending were George Hamid Sr., and Joe and Al McKee, all past presidents, and Lou Dufour. Refreshments were provided by Charles Rubenstein. At the next meeting, January 27, Joe McKee will sponsor them.

### Ladies' Auxiliary

NEW YORK—In honor of the past presidents, the Hawaiian Party promised by our Anita Goldie was a beautiful affair, the tables spread with Dorothy Packman Goldberg's choicest linen, a huge pineapple surrounded by beautiful fruits and platters of suitable party refreshments. Entertainment furnished by Anita Goldie consisted of Hawaiian dance music and demonstration of Hawaiian perfume by Flory Lloyd and Richard. Each lady entering the room was given a colorful paper lei and kissed "Aloha" fashion by Gaylord Kaonahi.

Dancer Nani Kaonaki gave an excellent performance and then conducted a Hawaiian dance contest in which Mildred Ford, Jai Lita, Jeannette Finkel, Lillian White, Erma and Virginia Leonard entered. All were winners. Queenie Van Vliet did a Hawaiian rock 'n' roll. President Mildred Peterson received another perfume prize.

Past presidents, wearing Hawaiian Mother Hubbards supplied by Bess Hamid, sat at the head table and were presented corsages, gifts and appropriate verse written by Fredi Coleman.

The December 9 meeting was presided over by Anna Rosenberg, second vice-president. It was an innovation of this regime, that each

## Miami Fems Install New '60 Officers

MIAMI—Mrs. Ella Dodson was installed as the 16th president of the Ladies' Auxiliary of the Miami Showmen's Association at a recent dinner in the Seville Hotel, Miami Beach. Also taking office were Onalee Jones, Marie Vivona and Estelle Bell, vice-presidents; Hilda Roman, secretary; Mickie Hawkins, treasurer, and Eva Daniels, corresponding secretary.

Peggy Hirsch read the invocation; Mrs. Lois Hanson was guest of honor; Ruth Schreiber installing officer; Peggy Heiman, femsee; Ethel Weer and Louise Endy, cake bearers; Catherine Curry and Violet Roth, door attendants; Dora Pierson, Ann Tara, table reservations. Installation committee includes Agnes Grosso, Hilda Roman, Ruth Schreiber, Louise Endy and Mae Levine. Hostesses were Nancy Muggle, Kitty Brown, Dixie Allen, Ruby Marchiono, Glendora Daniels and Marvis Campi. Myrtle Duncan and Lillian Sylvester supervised the candle lighting ceremonies.

Ann Williams was awarded a gold card. Plaques were presented Julia O'Donnell, Sidney Thomas, Dorothy Cohn, Glendora Daniels, Myrtle Duncan, Rosita Dell, Grace Gross, Peggy Heiman, Elizabeth Murphy, Onalee Jones, Kay Leisure, Kay Marchiano, Pearl Ridings, Dora Person, Jewel Sarama, Ann Tara, Eve Daniels, Helen Eule, Lillian Sylvester, Molly Straus, Ruth Schreiber, Peggy Biscoe, Rita Link, Winnie Edwards, Jean Kaslin, Peggy Hirsch, Charlotte Sleeman, Sis Campi, Alberta Mack, Evelyn Taylor and Irene Levy.

Elected to the board of governors were: Betty Endy, Leona Parker, Raynell Goldon, Louise Endy, Hilda Roman, Martha Weiss, Dolly Young, Mae Levine, Ruth Schreiber, Sidney Thomas, Ada Cowan, Agnes Grosso, Kathylene Glosser, Rosita Dell, Kay Leisure, Annalee Wilkins, Helen Eule, Neva Heiman, Myrtle Duncan, Irene Levy, Dora Pierson, Peggy Biscoe, Mollie Straus, Lillian Sylvester, Ann Tara, Peggy Biscoe, Anna Williams, Leona Plas, Lola Kochenour, Glendora Daniels, Jewel Sarama, Virginia Feldman, Dorothy Cohn, Elsie Keeler, Edith Wolpert, Essie Tate, Dixie Allen, Mavis Campi, Naomi Westbrook and Lois Hanson.

vice-president be acting president at one meeting, and kept President Mildred Peterson close at hand to be of assistance and guidance.

We record, with sorrow, the passing on December 5 of Kate Benet Vesley in Miami. The body was cremated and ashes flown over National Showmen's Association Ferncliff Cemetery. We also deeply regret to report the son of Ann Callan suffered a fatal heart attack.

### Miami Showmen's Association

MIAMI — A large turnout responded for the January 5 meeting at which the 1960 slate of officers was installed. Phil Cook was the installing officer and Harry (Buster) Westbrook, president, lost no time in making appointments.

Several Committee chairmen were announced that night, with others still pending, as are the naming of each committee's membership. Westbrook named the following: finance, Bill Cowan; public relations, Jack Weiss; Chaplain, William C. Bryant; tiler, Russ Erdell; relief, Mike Roman; bylaws, Wallace Maer; picnic, Mike Roman; building emergency, Sam Solomon; Building maintenance, Ben Glass; blood bank, Whitey Tara; ways and means, Newell Taylor; fights, Harry Katz; funeral and cemetery, Mike Roman.

## Show People Out in Force At Milwaukee

MILWAUKEE — Carnival, attraction and fair supply representatives turned out in record numbers at the annual convention of the Wisconsin Association of Fairs here Tuesday thru Thursday (12-14).

Among the registrants were E. L. Smith, Venita Rich, Venita Rich TV Amateur Contest; Mr. and Mrs. T. P. Eichelsdoerfer, Mr. and Mrs. Kurt Kuehn, Mr. and Mrs. Bill Lindemann, Regalia Mfg. Co.; Robert Massey, Fox City Attractions August Strehlow, clown; George and Juanita Silsbee, Juanita's Attractions; Vincent, Raymond and Albert Steele, Steele's Amusements; Ernie Young, Stu McClellan, GAC-Hamid; Pearl Weydt; Doc O'Kelley, Weydt Amusements; Roy, Emma and Mary Ludington, concessions; Jack Duffield, Les Steinke, Merle Slye, Thearle-Duffield Fireworks, Inc.; Charles Larkee, Ed Larkee, Larry Loucks, Tip Top Shows; J. P. Porcheddu, Roger Coleman, Jerry Coleman, Illinois Fireworks Co.; T. B. Skarning, Skarning Entertainment; Elmer W. Veiter, Clipper City Shows; E. N. Doris and K. R. Pedersen, Donald Maynard, Dairy State Shows.

Milt Ranum, William Smith, Smith Entertainment Agency; Earl Dunn, Ed Leary, Adventures on Ice; Scotty and Maggie Swan, Culbert-Swan Productions; Maria Hocking, Dominick Shalla, Josephine Shalla, Continental Fireworks; Herman McKenna, Edna McKenna, Bill Dayton, Greta Heuman, Bob Heuman, Dorrie Eisner, L. Helms, Pat Fabera, James Eisner, Helen Exferd, Emmett Exferd, Augusta Daymon, Bill Heems, McKenna's Rides; Frank M. Prystas, Fair Publishing House; Albert Colleen, Edward Goldbach, Star Fireworks; Jonny Rivers, Diving Mule; Ned Torti, Basil Torti, Wisconsin DeLux Co.; Hank Shelby, concessions; R. Kaye, Jim Smith, B. Johnson, Pat Smith, A. T. Breecher, Pat Smith, Chick Hoppenrath, J. Johnson, Patenjim Auto Racing; Hal Garven, Elwood Henderson, Hal Garven Agency; Charles, Jack and Chuck Zemater, Charles Zemater Agency; Jack C. Hebard, Lucky O'Hara's Devil Drivers.

Louis Berger, Olson Shows; Mickey Stark, Gold Bond Shows; George Ferguson, Jack Lindahl, Attractions, Inc.; Tom Durant, Swenson Thrillcade; Gene Holter, Racing Ostriches; Mr. and Mrs. Mel Hummitzsch, Millward Bell, Russ Bigelow, Hummitzsch Agency; Crash Dick, Gene Dick, Crash Dick Auto Daredevils; Carl Borsse, Helen Borsse, Sharon Borsse, Steve Johnson, Mr. and Mrs. Joe Liebhart, Percy Radamacher, Carl Borsse Theatrical Agency; Mr. and Mrs. Charles Brasch, Robert Brasch, Steve Peravick, E. Gillart, Brasch Bros. Shows; Mr. and Mrs. A. H. Sutton, R. B. Powers Co.; Clint Spielbauer, Spielbauer Fireworks; Jim and John Gallagher, John Gallagher Co.; Betty Trudeau, Rita Meverden, Jerome Meverden, Meverden Amusements; Betty Voss, concessions; Howard Voss, concessions; William Ludington, concessions; Mr. and Mrs. Carl Bush, concessions.

Buss Carson, Buss Carson Hollywood Western Promotions; Bob Caddell, concessions; Mr. and Mrs. Harry Romell, concessions; Stan Ralston, Gary Congdon, Mike Ladd, Boyd Konick, Otto Stahl, Bob French, Landy Scott, Badger State Midget Racing; Rusty Hagen, Leo Denvers, Hagen Entertainment Service; Austin Trull, clown; Hub Luehrs, Ideal Rides; Mr. and Mrs. N. Kalashian, concessions; Jim Ginger, John Kalashian, Midwest

## Midwest Fems Install New '60 Officers

ST. PAUL — The Ladies' Auxiliary of the Midwest Showmen's Association installed its new officers at a Sunday (3) luncheon here in the St. Paul Hotel.

Taking office were Verna Winkley, past-president; Betty Carroll, president; Evelyn Spence, first vice-president; Angie Conroy, second vice-president; Margaret Maupin, secretary; Gladys Erickson, treasurer, and Belle Signor, chaplain. Mildred A. (Mickey) Collins, first president of the organization, presented each with a corsage and Verna Winkley presented gifts to all her committee chairmen and Peggy Junkin, installing officer and toastmistress at the luncheon.

Sister clubs were remembered in the candle ceremony. Representatives were Lillian Glick, Showmen's League of America; Jean Haddad, Lone Star Showmen's Club; Helen Ehmann, Hot Springs; Casslene Stanley, Caravans; Mildred Collins, Tampa; Arlys Brown, Miami, and Betty Carroll, Midwest Club.

It was voted to turn over a check for \$1,000 to the men's club building fund.

## Troupers Install Emilie Bailey at New Year's Party

LOS ANGELES—A New Year's Eve party and the 18th annual installation of officers were combined by the Regular Associated Troupers here in their West Adams Boulevard clubrooms.

Emilie Bailey was installed as president by Julia Castle Hislop, with Rose DeHaven and Eve Taylor as escorts. Other officers taking the oath were Ernest Hoblit, first vice-president; Sunshine Jackson, second vice-president; Sam Alexander, third vice-president; Sylvia Levy, fourth vice-president; Etta Kotarakos, secretary, and M. H. Ellison, treasurer. The president reappointed Helen B. Smith, corresponding secretary, and Ted Lefors, chaplain.

The 10 directors named include Peg Butler, Bill Davis, Rose Westlake Dodson, Elsie Kennedy, Ida Kaford, Ray Marris, Art Thompson, June Sutton, Ruth Wolf Wood and George Kotarakos.

F. M. (Pete) Sutton, retiring president, was presented a gold life membership card. The presentation was made by Larry Nathan, a past president and chairman of the evening. Miss Bailey received an engraved gavel, which Sutton presented.

Following the ceremonies, a catered dinner was served with dancing enjoyed to the music of Anna Vinyard and her orchestra.

Speedways; Charles Panacek, Gordon Henke, Joe Henke, Belle City Shows; Max and Bessie Gustke, concessions; Mr. and Mrs. William Creapo, concessions; Russell Downer, Gene Emerald, Pinkerton Detective Agency; Ernie Kneizer, concessions; Ernie Farrow, Wallace Bros. Shows; Mr. and Mrs. O. E. Henrickson, novelties; Fred H. Kressmann, Randolph Avery, Barnes-Carruthers Theatrical Enterprises; Earl Newberry, Leo Overland, Tournament of Thrills; Frank Winkley, Auto Racing, Inc.

### EDDIE'S EXPOSITION SHOWS

Opening in April

Now Booking Rides, Shows and Concessions.

EDDIE DIETZ

165 N. Monroe St. Butler, Pa. Phone 7-1933

### FOR SALE

Photo Trailer, 20 ft., all metal, 4-wheel electric brakes; 2 cameras, 2 1/2 x 3 1/2 and 3 1/2 x 5; P.A. system, record turntable, several sets of Western and Mexican costumes, guitars, guns, chaps, etc. Enough stock to make over 100,000 frames; new (in original crate), \$300. Laminating Machine for sealing pictures, cards, drivers' licenses, etc., in plastic. Ideal concession for couple. Reason for selling: too many joints, not enough agents. Will book this trailer on my route of fairs or choice of Northern or Southern show. \$2,650 cash.

Write BOX 118

c/o Billboard Pub. Co. 390 Arcade Bldg. St. Louis 1, Mo.

### Thank You JOHNNY GAMBINO

Revus owner  
Prel's Broadway Shows  
For your new  
WELLS CARGO VAN purchase  
"Save Money With Johnny"  
JOHNNY CANOLE  
8841 N.W. 18th Ave. Miami, Fla.  
Phone PLaza 1-0206

### 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.

### RIDES WANTED AND FOR SALE

Want Wild Mouse, Comet Jr. and Giant Portable Coaster, Scrambler, Flying Coaster and House Trailer. For Sale: 16-Tub Octopus, Rollplane, Kid Rides, Cameras.  
F. SHAFER  
Washington, Ind. CL 45433

### FOR SALE

1/2 MILLION 78 RPM PHONOGRAPH RECORDS, unused. Excellent for premiums, give-aways, and can be used as targets in Shooting Galleries, etc. Cost only \$50.00 per thousand. F.O.B. our warehouse.  
LESLIE DISTRIBUTORS  
639 10th Avenue New York, N. Y.

### FOR SALE

## Merry-Go-Round

Like new throughout. Herschell-Spillman 40-ft., used in park. New sweeps, new edge-grain fir platforms, new blue Anchor top, new outside scenery, 36 horses—all jumpers, electric motor. A beautiful machine, worth twice the quick sale price of \$5,000.00. Write  
P. O. BOX 811—or phone Victor 6-8173, Indianapolis, Ind.

### REID'S GOLDEN STAR SHOWS

NOW BOOKING FOR 1960 SEASON

Concessions of all kinds: Popcorn, Bingo, Six Cats, Buckels, Swinger, Fish Pond, Ball Game, Penny Pitch, Nickel Roll and Mug Joint, P.C. booked with other concessions: Skillo, Pin Store and Count Store. Will book Octopus, Tilt or Kiddie Rides, Foremen and Second Men needed for Wheel, M.G.-R., Chairplane and Flying Saucer. Will pay top salary if you can drive semi. Winter quarters now open in E. Dublin, Ga. Will open in or near Dublin in March. May be reached at  
Phone No. BR 2-3222 or General Delivery. ELMER REID.

# Seek Bd. Control at O. State

Continued from page 58

organization adopted a group insurance plan.

A rousing ovation was given the new mayor of Columbus, W. Ralston Westlake, who made the welcoming address and who is "a fairman" in his own right. He said that due to his new duties, for the first time since the business was established by his late father, Milton Westlake, in 1892, the Westlake ruby glass engraving concession will not be on midways this summer.

### Contest Winners

Past President Russell Hull, Fremont, headed a committee which is establishing new rules for evaluating fairs in the conduct of the annual "Best Fair" contest. Franklin County Fair, Hilliards, won the association's 1959 "Best Fair" trophy as well as the Class A title. Best fairs in other divisions were Class B, Washington County, Marietta; Class C, Highland County, Hillsboro, and Class D, Pike County, Piketon.

Ohio's fairs are big business, according to a report of the State director of agriculture, who revealed that aggregate receipts of Ohio fairs last year reached more than \$9 million.

### Banquet Acts

F. Perle L. Whitehead, Cincinnati Boy Scout executive and humorist, was the Thursday night banquet speaker. Governor DiSalle and Secretary of State Ted W. Brown were among special guests. A sparkling revue headlined talent furnished by the Gus Sun Booking Agency, Klein's Attractions and GAC-Hamid, Inc., wound up the affair. Bob Shaw, of the Sun Agency, produced the show which headlined from his firm Bill Cassidy's Glamorettes, Dolly and Jill Davis and Little Pat; from Klein's, Vic Hyde, and from GAC-Hamid, the Harmonaires.

Former Ohio State Fair Manager Col. Win Kinnan, Degraff, and Mrs. Robert (Shankie) MacFarlane, Montgomery County Fair, again won the titles of Good Man Friday and Good Girl Friday for their behind-the-scenes work on convention matters.

Among attractions, their representatives and equipment suppliers registered for the meeting were Buddy Wagner and Bobby Lynch, Buddy Wagner Motor Daredevils; Harry Hauser and Gerald Nash, Hagler-Nash Sound & Photo Service; C. F. Walther, Walther Sound Systems; Norman Senhauser and

## York Renames

Continued from page 59

Horticultural Hall; Horace Schenck, parking; Ralph Jacobs, grandstand and annex; Arthur B. Thompson, fine arts, domestic arts, miscellaneous and school exhibits.

H. E. (Sonny) Cannon of Brunswick, Md. will provide sound system, expanding the number of grandstand speakers from 25 to a total of 72, the number of speakers for the horse barns from six to 14, and the number of microphones from nine to 15.

Life members elected six new members to their number to replace those who died during the year. Elected were Elmer Aughenbaugh, Wayne T. Schwartz, Ellsworth S. Rudisill, Russell Rinehart, Martin C. Weaver, and George Elssner, succeeding Samuel S. Lewis, John L. Kain, Chauncey D. Bond, Edgar P. Kable, Frank Wogan and Mahlon Haines 2d. The managers voted to meet at 7:30 p.m. the first Monday of every month and the same hour August 8, 15, 22 and 29.

The society was saddened by the death Saturday (2) of the widow of Samuel S. Lewis, at her residence. She had recently returned from a trip to New York where she visited her daughter and son-in-law.

Chet Roth, Frontier Attractions; John Anderson, Enquirer Printing Co.; Aut Swenson, Aut Swenson Thrillcade; Ray Shaffer, Shaffer Tent Rentals; Henry A. Theodor, Henry A. Theodor Concessions; Dan Fleenor, Parisian Hell Drivers; A. F. Powers, R. B. Powers Co.; Leonard Powelson, Dick Griley, Homer Snedeker and Clint T. Lowery, Powelson Amusements; Lowery Griffin, Columbus Fireworks Co.; Stoney Roberts and Paul Reddell, All-American Daredevils; Bob Otto, Bob Otto Attractions.

Eldon Rowland, Rowland Sound Service; John H. Foster, John H. Foster Trophies; W. S. and Maurice W. Myers and Roy Prowant, Myers Concessions; Fred Nolan, James Miller, Mr. and Mrs. Tim Nolan, Ruth Hart and Barbara and Mac McGinley, Nolan Amusements; C. D. and Louis L. Howard, Janet Howard and Clarence Sisson, Howard Bros. Shows; Harry Shannon, Shannon Photo Finish; Ralph Becholdt, Becholdt Sound Systems; M. R. Levy, electrical equipment; Morvatz Sound & Photo Service; A. J. Sunny, A. J. Sunny Amusements; Mr. and Mrs. Vane Scott, Great Scott Displays.

Gus Sun, Bob Shaw, Val Campbell and Glen Jacobs, Gus Sun Agency; Jack Beck, Ben Kohler and Bill Ward, Tournament of Thrills; Chester Rotroff and Hugh Smith, Rotroff International All-Girl Auto Thrill Show; James Sorgi, American Fireworks Co.; Joie Chitwood, Joie Chitwood Thrill Show; Mr. and Mrs. Ward Beam and John Lonergan, Ward Beam Associates, Inc.; Hudson Fireworks Co.; Mr. and Mrs. Bob McKinley, Bob McKinley Rodeo; Russell Scheip, Tipp Novelty Co.; Fred D. Pfenig Jr., Circus Historical Society; Floyd E. Gooding, Hal Eifort, Bob Cashner, Ned Skinner, Mrs. Eva Riffle, Mr. and Mrs. John Enright, Joe Kempner and Doris Relyea, Gooding Amusement Co.; Roy B. Jones and Lou Lowenkron, Pepsi-Cola Co.

Larry Straub and Otto Miller, Ace Totalizers; Gene Johnson, Gene Johnson Promotions; Vernon Elbrecht, Charles A. Lenz & Associates; Ohio Fireworks Manufacturing Display Co.; Norman Carpenter, Carpenter Bros. Shows; Jim Stevenson, concessionaire; George Ellis and Frank Milak, Sawyer Enterprises; Ralph S. Forster and Don McNeal, Port Clinton Majorettes; Walt DeBute and Clay Harrison, Concession Supply Co.; Paul Young, Cadillac starting gates; William Postelwaite and Bud Paul, King Amusement Co.; Mr. and Mrs. John Leedy, Mr. and Mrs. Irvin Deggeller, Carolina Leedy, Patricia Peters and Robert Granger, Deggeller Amusements; D. W. Ragsdale, Paul Kidwell, Roy Cauter and Jack Noel, Jack Noel Enterprises.

South Akron Awning Co.; David Rosenberg, Triangle Poster Co.; Jimmie Chanos Shows; Mrs. Millie Ruton, Hillbilly Park, Newark, O.; the Collins Sisters, dancers; Cherokee Hammons, Cherokee Rodeo; Emil C. Guldenzoph Sr., Mr. and Mrs. Harry S. Wigton and Cecil J. West, Regalia Manufacturing Co.; Tom Powell, George Ferguson, Jack Lindahl, Cal Raso and Lee Slade, Attractions, Inc.; Ray Beaudet, Ray Beaudet Attractions; Margaret Klein, Bob and Peggy Kaltenbach and Joe Smiley, Klein's Attractions; Roy King, King Bros. Rodeo; Billy Senior and Paul Leduc, Barnes-Carruthers Theatrical Enterprises; P. E. Black, Anchor Supply Co.; Billy Scott, "Stars of Midwestern Hayride"; Ice-O-Rama, International Auto Capades, Ken-Penn Amusement Co.; Jack Kochman, Jack Kochman Hell Drivers; Circle X Ranch Rodeo, Animal O'Rama, Advance Promotions, Duncan Food Caterer, MCA Artists, Ohio Aerial Sound Co. and "Frosty Follies."

## FINAL CURTAIN

Continued from page 65

**MURPHY—Emma,** 86, January 8 at Port Huron, Mich., where she was scheduled to be a principal figure in the dedication Sunday (10) of the new Henry McMorrin Memorial Auditorium, named after her father and donated by her, her husband and her sister. Her husband survives.

**NOELLS—Charles,** 68, general agent, January 12 in Colonial Rest Home, Benton, Ark. In the past he had been connected with the Curley Vernon, World of Today, Curley Reynolds, Southern Valley and Zimdar Greater Shows. Services January 14 in Hot Springs and burial in the local Showmen's Rest.

**PARESA—Mrs. Ellen,** mother of June Madison, of the Pink and June Madison elephant act, January 8 in Wailuku, Maui, Hawaii.

**SCHINKEL—C. J.,** former amusement park operator who spent 51 years in show business, recently in Montevideo, Minn. (Details elsewhere in this section.)

**VERLAINE—Yvonne,** 53, puppeteer, who formerly appeared on the old Keith vaude circuit as a violinist, ballet dancer and trapeze artist, January 7 in Washington (Ia.) Sanatorium following a heart attack. Services January 10.

**WATHON—Stanley,** 77, veteran theatrical agent and representative, died in Astoria General Hospital, New York, on December 8. (Details in Show News section.)

## Legitimate Shows

Continued from page 65

Music Man, The: (Shubert) Chicago, Ill., indefinite run. Odd Man In: San Antonio, Tex., 18-19; (Del Mar) Corpus Christi 20-21; (Auditorium) Harlingen 22; (Auditorium) Austin 23; Amarillo 26; Oklahoma City, Okla., 27-28; Tulsa 29-30; Shreveport, La., Feb. 1. Two for the Seesaw: (Palace) South Bend, Ind., 18-19; (Embassy) Fort Wayne 20; (Murat) Indianapolis 21-23; (Shrine Mosque) Peoria, Ill., 25-26; (RKO Orpheum) Davenport, Ia., 27-28; (Regent) Grand Rapids, Mich., Feb. 1-2.

## Ice Shows

Holiday on Ice of 1960: (Arena) Milwaukee, Wis., 18-24; (Gardens) Cincinnati, O., 26-31. Ice Capades, 19th Edition: (Gardens) Edmonton, Alta., 18-23; (Stampede Corral) Calgary 25-30. Ice Capades, 20th Edition: (Auditorium) Providence, R. I., 18-20; (Arena) New Haven, Conn., 21-27; (Uline Arena) Washington, D. C., 28-Feb. 10. Ice Follies of 1960: (Garden) New York, 18-24; (War Memorial Aud) Syracuse, N. Y., 26-31.

## USAC Sprints

Continued from page 58

A card of four 10-lap heat races and a 30-lap sweepstakes will be offered. Reading has been awarded the eastern sprint car opener every year but two since 1924. Moyer, who supervises the race programs for the fair management, also was granted dates for three other races on the Reading track: June 12, September 18 and October 16.

# LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be returned in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati: New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

### Parcel Post

Mitchell, Barbara, pkg 50r  
Aberle, William  
Ackley, Jimmy  
Allen, Dianne Wilson (Seal Act)  
Anderson, Evelyn  
Applebaum, Sam  
Argo, Robert G.  
Armstrong, Elmer  
Arthur, Martin E.  
Auby, Red  
Austin, Wm. R.  
Bain, Gene  
Barker, Albert  
Barker, Floyd & Mrs. Barnett George  
Beck, Bob & Lou  
Beck, Robert E. & Mrs.  
Bell, Frederick  
Bell, Louis A. & Mrs. Lee (Bill)  
Bement, Conley  
Bernard, Victor J.  
Benner, Bert  
Bishop, John  
Black, Earl  
Blake, Jay  
Blom, Oscar  
Boddie, Sam  
Boers, Eva  
Bogart, Jack  
Boston, Joe  
Bowers, Jerry  
Bowman, John T.  
Brennan, Edw. C.  
Brenner, Mike  
Brennician, Martin  
Bruno's Breakaway Pole  
Bumgardner, William  
Burns, Fred  
Bush, Wm. A.  
Buttes, Don & Mrs. Cameron, Mrs. Pearl  
Campbell, Samuel H.  
Carawan, Lee  
Carey, Robert L.  
Carlyle, Malcolm A.  
Carter, Mrs. Jo Ann  
Corywall, Raymond  
Cheminant, Lee  
Cheminant, Roy N. & Mrs.  
Cherry Jr., William M  
Cherry Jr., Mrs. William M  
Cibull, Gertrude S. or Ben Silverman  
Collantra, Roland  
Collins, Sammy L.  
Conello, A. M.  
Conlon, Edward A.  
Cook, Monty  
Cooper, Bobbs  
Cooper, Jerry F.  
Cooper, Richard  
Coughlin, James  
Curtis, John  
Cuthbert, Charlie  
Darden, Bill  
Daugherty, Clinton & Mrs.  
Davis, Clarence  
Davis, Dorsey Mae  
De Cortle, Dave  
Dean, Jack  
Delgrosso, Daniel  
Dell, E. M.  
DeLoek, David  
Demersy, John  
Dowdy, Robert & Mrs.  
Draves, Louis  
Driggers, Woodrow W  
Duane, Rob J  
Dunlap, George  
Elliott, B.  
Edwards, Oscar  
Egan, C Dallas  
Ekins, William C  
Elliott, Wm T.  
Errett, Raymond F  
Eskew Sr., Col. Jim  
Evans, Clarence S  
Fwins, Burton L.  
Fagan, Mrs. Tangy  
Fairbanks, William  
Ferris, Bud  
Fisher, Mrs. Joan E  
Folk, B. A.

Forrest, Russell J  
Fuller, Robert  
Gallagher, Chuck  
Garvin, Marvin  
George (Mgr of Flo Fat Girl Show)  
Gerard, Florence J  
Gerdes, Harold  
Gillespie, Patrick J  
Givens, Joe I.  
Giampaolo, Santo  
Graham, Paul  
Gordon, John L.  
Graham, (Bud) & Mrs. Gray, Nat  
Green, W R.  
Grigsby, Roy  
Givens, Joe  
Hackett, Edward J & Mrs.  
Hall, Joe M.  
Hall, Marie S.  
Hall, Mary Ella  
Hall, Robert  
Hannum, Al  
Harris, Jessie  
Hart, Fred  
Haskel, E J & Mrs. Hayll, Edgar A.  
Hayden, Donald L.  
Heaton, Frances or Phillip  
Hendricks, Ed  
Herman, Harry  
Hess, (Elephants)  
Hill, J. & E.  
Hinchley, Eva  
Holmes, Helen  
Holmes, John  
Howard, Peter  
Howey, John Charles  
Hudson, Smith  
Huffel, Tom  
Hutchins, Harold  
Ingram, Howard  
Ivey, Lillian O.  
Jackson, Eli  
James, Jess  
James, Tom  
Johann, Peter  
Johnson, Mrs. Sterling  
Johnson, Ted  
Joseph, Frank  
Kubista, Bert  
Kubaga, Richard  
Keller, Prof George  
Kelly, Happy  
Kellen, Happy  
Kelly, Joe  
Kelly, Robert  
King, Pearl (Kitty)  
Koartz, J. J.  
Kruiger, Earl A.  
Kuehl, Wilfred H.  
Laitner, Troy D.  
Lee, Bob  
Lee, Sandra  
Lee, Shirley  
Lee, Vincent & Mrs. Lehman Herb  
Levy, Shirley  
Lewellyan, John & Mrs.  
Littton, Joseph R.  
Lockhart, W F.  
Logan, Scotty  
Logan, Mrs. Pete  
Loomis, Glen  
Lowrey John & Mrs. McDonald, J K.  
McGraw, Harold  
McIntyre, Arthur L.  
McLain, O C  
McMasters, Wm (Bill)  
MacDougal, J H  
Malden, Edward J.  
Mason, Thomas  
Maynard, James  
Maynard, Ken & Bertha  
Merriman Carolyn  
Miller, Mrs Jack  
Miller, Robert E.  
Monahan, Steve  
Montana, Steve  
Moore, Johnnie & Harvey Z. (Frenchie)  
Moore, Roy  
Moran, Billy  
Moran, Edlie  
Mott, C. W.  
Naramore, Charles & Dolly  
O'Connor, Frances  
Orth, Joe  
Osinsky, Mrs. Mary F.  
Padykula, John  
Pate, Virgil  
Pates, Michael  
Patton, Arnold  
Pau, Stanley  
Payne, Lucien Jack  
Pearson, Lee (Benny Red)  
Perrin, Geo.  
Phillips, Robert  
Phlips, William  
Phlankey, Francis (Blackie)  
Punshnick, Mrs. Nellie (mother of Freda Punshnick—Armless Girl)  
Raff, Roland  
Rand, Hal  
Ravello, Blanche  
Ray, Joji  
Reeves, Tommy  
Richards, Arthur  
Rider, Payton Harry (Paience)  
Roach, Richard  
Roark, Charles  
Rock, Nicholas  
Rogers, Curley  
Rosa, Mark  
Roth, Ted & Mrs. Joseph J.  
Ruth, Ted & Mrs. Schab, Morey  
(Continued on page 72)

## MIDWAY CONFAB

Continued from page 66

Park, Joe Corey, representing all shows. . . Lobby activity was also joined in by Chet Moran, Dan Dooley, Chuck Helms, Robert Vincent, Jimmy Davidson, J. R. Smith, C. M. Rummy and Mickey Bagell. . . Murray Zand died January 7. A veteran New England concessionaire, he was 66 years old. . . Joe Sherman is seriously considering a trip to California and the Orient. . . Lou Dufour spent a week in New York and attended the NSA joint installations. The New York fair meeting will be visited by Roland Champagne, Fred Fritz, Doris Ritch, and Paul La Cross of Continental Shows. . . The Francis (Toady) Colemans have a wedding anniversary coming up in early March. Lucio Cristiani and wife have a new baby boy, one month old. Irwin Kirby

## University Study

Continued from page 58

receipts earned by the fair. Some physical plant additions and facility repairs have also been financed under this self-sustaining scheme. Additional financial resources are essential if the fair is to remain one of the leading events in the nation. The study shows that there is popular support for resuming the State subsidy for operating and capital needs for the State Fair.

Don McDowell, director of Wisconsin Department of Agriculture, indicated each board member would study the 60-page report and discuss it at the February board meeting.

## Fager Urges

Continued from page 58

nation during the year and county fairs will provide a perfect stage, he pointed out. One of the principal objectives is to bring visitors to the State and induce them to spend their vacations in your town and mine, he added.

Fager urged the use of the anniversary seal on award ribbons and special centennial classifications ranging from an anniversary cake division to a prize centennial bull. At another meeting here last week, Fager was elected president of the Topeka United Funds, Inc.

## WANTED TO BUY

Merry-Go-Round, No. 5 Ell Wheel, Chair-plane, Kiddie Rides with or without transportation. Also Concession Stands. Will also consider buying 4 or 5-Ride Show, complete. State lowest price. Write BOX NO. 256, The Billboard, 1544 Broadway, New York 36, N. Y.

## AGENTS WANTED

For Winter Haven and Orlando for Games of Skill and for Lamp and Bear Pitches. For sale: 1957 20-ft. Wells Cargo Trailer with office in front, 4-ton capacity for joints in rear. \$800.00 cash.

WALTER B. COX  
c/o Strates Shows Winter Haven, Fla.

## RIDES TO SELL

Alan Herschell Roller Coaster National Streamliner, adult size, cost \$16,000, sell for \$5,000. Kiddie Ferris Wheel, Auto Ride, Aeroplane, etc.

J. J. FREDERICK  
2263 Newton  
Phone TRinity 2-2840

## WANT RIDES

To lease, St. Louis area, permanent location. April 30 thru Labor Day.  
JIMMIE O'NEILL  
4975 No. Lindbergh (Hazelwood).  
St. Louis, Mo.  
Phone: PErshing 1-3862

# BEST MERCHANDISE BUYS

70

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

JANUARY 18, 1960

Every set must go!...  
**CEL-MAX**  
**Sell-Out!**  
 Beautifully Boxed!  
 Hand-Set Stones!

**Jewelry Sets**

- Sparkling Necklace
- Earrings
- and Bracelet in each set!
- Assorted colors

**\$8.90**  
 Doz.

Thousands of more expensive sets included in a sensational factory close-out! Entire stock at one low price to go. Order a sample dozen NOW—re-order before they're gone! High-styled to sell on sight at terrific profit!

25% cash with order—balance C.O.D.

**CEL-MAX, Inc.**

582 So. Main Street Memphis, Tennessee

**WHOLESALE BUYERS' GUIDE**

**Gellman BROS.**

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.

**WE MANUFACTURE THE MOST COMPLETE LINE IN AMERICA!**

**SALESBOARDS**

**JAR TICKETS**

**HOROSCOPE TICKETS**

**LOW FACTORY PRICES**

PHONE OR WRITE FOR PRICE LIST AND CIRCULAR

**EMPIRE PRESS, Inc.**

644 ORLEANS ST. CHICAGO 10, ILL. Ph. MOHAWK 4-4118

**MEXICAN**

Hand-painted and Sequin Skirts and Blouses; Sleeveless Fringed Jackets; Chamois Jackets; hand-tooled genuine Leather Bags, Billfolds and Belts; all kinds of Pottery, Curios, Novelties, etc. The largest and widest assortment of directly-imported Mexican Goods. Request catalog.

**FRANCISCO L. DE ARKOS**  
 LAREDO, TEXAS

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT!** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.**  
 2201 Washington Ave., St. Louis 3, Mo.

**FROM MEXICO DIRECT IMPORTERS**

MEXICAN PURSES • WALLETS • LEATHER NOVELTIES • MEXICAN RINGS • HAND-PAINTED SKIRTS • WOOL JACKETS • SARAPES • FEATHER (BIRD) PICTURES • MARACAS • STRAW HATS • TOOLED BELTS • HAND-TOOLED SHOES • MEXICAN EARRINGS • MUSICAL INSTRUMENTS.

Write for FREE Catalog showing our complete line of unusual and low priced Mexican Hand-Made Novelties.

**FLEISCHER & KASNER IMPORT CO.**  
 P. O. Box 3603 El Paso, Texas

**One Second Needle Threader WITH NEW 2-HOLE CAPACITY**

Hundreds of thousands of persons have paid — are still paying — \$1.00 ea. for old-fashioned 1-hole Needle Threaders, but you pay us only 59¢, or 2 for \$1.00, for new, modern, lightning-fast 2-Hole AUTOMATIC Needle Threaders! Our amazing invention—that even an 8-year-old child can use—threads any style or size needle in seconds! Just drop end of thread into groove, push button, and—presto!—needle is threaded! No frantic stabbing back and forth, no eye-straining, no lost needles! Or if you want to make BIG MONEY selling our Needle Threaders, buy at these low Dealer prices: 1 dozen, \$5.50; 3 dozen, \$13.95; 6 dozen, \$26.95; 12 dozen, \$51.95; 60 dozen, \$237.50 postpaid. Sell for \$1.00 each like others do and make up to \$67 on each \$100! But order NOW! Send money, or if you order C.O.D. include 25% deposit. We'll include FREE GIFTS plans with your order!

**59¢**

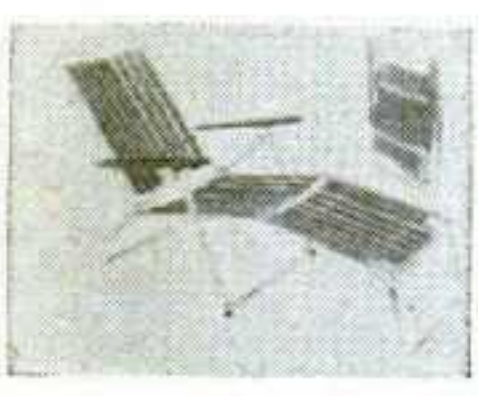
**FREE GIFTS!**

**L & M CO.**  
 Dept. NT-7, Box 881, St. Louis, Missouri

new merchandise for tomorrow's . . .

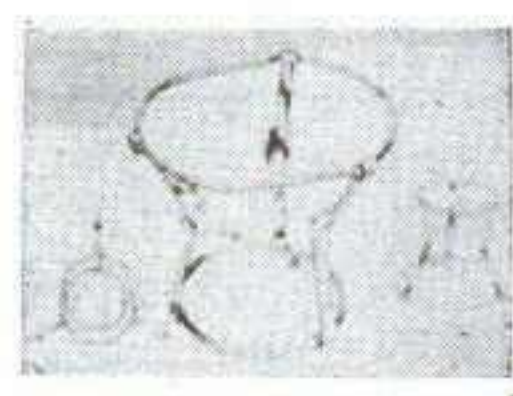
## parade of hits

FOR LISTING  
 SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:  
 Parade of Hits, The Billboard, 188 West Randolph, Chicago 11.



FURNITURE

Casual furniture of redwood and aluminum. Line includes this five-position folding chaise with contour back and set. Seat is 21 inches wide. Folds flat. Retail at about \$24.95. Salmanson & Company, Inc., New York 10.



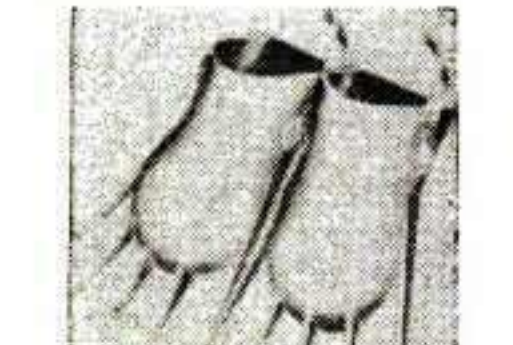
HAM RACK

Folding ham rack is reversible and holds ham on either side. It has five-inch ring for the long shank ends and a six-by-seven-inch ring for butts and boneless end shanks. Chrome plated. Retail for \$1.98. John Clark Brown, Belleville 9, N. J.



FIRE ALARM

A fire alarm powered by two flashlight dry cells contains siren that carries for one-fifth of a mile. Trips at 135 degrees. It's hung on wall near ceiling and when temperature hits that height, it sounds off. Retail for \$4.95. Arandell Products, 3915 Powelton, Philadelphia.



KID FLIPPERS

Swim flippers for children up to six. Named the Biscay, they are of comfortable rubber and have a strap which may be adjusted. Available in choice of packing, either in poly bags or in individual gold and black display boxes. List price 98 cents. Globe Rubber Products Corporation, Philadelphia 40.

SOAP TABLETS

Soap tablets for travelers. No larger than a dime. Three or four crushed or pulverized will make enough suds to wash garments. Equally effective in hot, cold, hard or soft water. Dissolve slowly, hence do not clog drains. Can be carried in purse or pocket. Luxury flagon, \$1.25 postpaid; 75 tablets plus two pocket-type flagon dispensers at \$1. Accent Shop, P. O. Box 11096, Coytown Station, Orlando, Fla.

MOTH KILLER

Varied line of moth killers. Cans for hanging in the closet, aerosol-powered sprays and large containers of bulk liquids. Perforated can for hanging in closets can be resupplied from refills. Line also includes aerosol air sanitizers. Reefer-Galler, 521 Fifth Avenue, New York 17.

TABLE MATS

Table mats in a wide variety of finishes and sizes. Finishes are chrome, stainless, floral, satin, diamond, pearl, aluminum and copper. Sizes range from 8 by 19 to 17 by 19 inches. Rigid edges, heatproof, asbestos backing. Aristo-Mat Company, 1718 East 75th, Chicago 49.

FOLDING TABLES

Folding aluminum tables in three popular sizes, including banquet type that seats 12. Also come in Tuscan marble finish tops for the living room. All-Aluminum Products, Inc., 36th and Reed, Philadelphia 46.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

## PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

LANDRUS . . . the magician . . . another former med show performer, writes in to say that "old Harry R. Day is still in Greensboro, N. C., as active as ever in the pitch business. I've seen him work. He is capable of selling anything. He holds his tip's attention and they buy." Landrus would like to read pipes from Howard Zarlinton, Doc Tate and Burt Leslie, veteran med show people. Landrus had an active season in 1959. He

opened with a dramatic tent show, later having a show of his own for a short time in partnership with two others. He worked a week in Kirksville, Mo., as part of a grandstand show and finished out the season by appearing with Side Shows on the O. C. Buck, World of Mirth and James H. Drew shows. In recent weeks he has been working bally for the Miller Theater in Augusta, Ga. On December 8 he gave

*(Continued on page 72)*

**BIG WATCH BUYS PLUS**

**FREE**

**Boxed Jewelry Sets**

3-pc. set included with every order for 6 watches or more.

Weinman's Christmas bonus for YOU!

**BULOVA! ELGIN!**

**BENRUSI GRUENI WALTHAM!**  
 Guaranteed like NEW!

**BRAND NEW STYLES**

**SPECIAL 6 WATCHES**

Men's new style Elgins and Walthams. Expansion band included. Rebuilt and guaranteed like new.  
 (Sample, \$8.95)

**Choice Lot—6 for \$41.60**

Choice selection of new styles for men and women. . . All famous brands. Complete with expansion bands — guaranteed like new! (Sample, \$9.95)

25% with order, balance C.O.D.

GET A BETTER DEAL AT

**WEINMAN'S**

182 S. MAIN ST., MEMPHIS, TENN.

**Hawaiian "TI" PLANT LOGS**

Bagged in polyethylene . . .

**KEEP LONGER, SELL FASTER!**

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

**LAVENDER SACHET BASKETS**

Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$9.50.

**LOWEST PRICES ANYWHERE**

**Sherfy's**  
 444 Townsend  
 San Francisco, California

**EASTER TOYS**

7" All Plush Rabbit With Squeaker \$ 3 dz.  
 10" Plush Steif-like Rabbit With Bell \$ 6 dz.  
 20" All Plush Begging Rabbit, Poly bag \$12 dz.

**SAMPLE ASSORTMENT 36 Pieces \$21 f.o.b.**

FLASH! Natural Ducks, \$36 gr. FREE CATALOG! 1,000 EASTER, PLUSH and IMPORTED TOYS and CARNIVAL GOODS. REPRESENTATION WANTED.

**ACE TOY** 536-A Broadway N. Y. C. WO 6-5527

**The Best Sales Boards and Jar Games**

Write for information and prices.

**GALENTINE COMPANY**  
 Dept. B, 519 W. Jefferson Blvd. South Bend 17, Indiana

GIVE TO DAMON RUNYON CANCER FUND

Direct From Manufacturer  
**SENSATIONAL PROMOTION**  
VERY LATEST  
Hollywood Created  
**GLAMOUR EARRINGS**



**\$36.00** Per Gross Sample Doz.  
**\$3.50**

Free display rack with gross order  
**HUNDREDS of fast selling styles**  
Dangle—Clip On—Pierced. Highly polished tailored styles. Rhinestone type set with sparkling Aurora rainbow stones.  
Guaranteed \$1.00 retailers. We will exchange any styles that don't sell. Send for FREE Catalog of 150 other hot jewelry items. 25% Deposit on C.O.D.'s.

**PACKARD JEWELRY CO.**  
Dept. BE, 48 W. 25th St., N. Y. C. 10, N. Y.

**ATTENTION**  
**WATCH REBUILDERS**

All types of used watch movements. In A-1 working condition. Swiss as low as \$1.00 and name-brand movements from \$2.00. Stock on hand. Immediate shipments. EXCLUSIVE SUPPLIER TO REBUILDERS.

**JOSEPH BROS.**  
Room 1308, 5 So. Wabash Ave.  
Chicago, Ill. Phone: State 2-2774

**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.

**MAGNETIC DOGS**  
PLAY, FIGHT, KISS, TWIRL, etc.!



**ONLY 29¢ PER SET**

The tricks our cute Scottie dogs perform will astound you—make everyone roar with laughter! They fight, kiss, twirl, dance, play, etc., etc. Make perfect gifts for persons of all ages. SPECIAL LOW PRICES: 29¢ per set, 4 sets \$1.00, 10 sets \$2.00. (Plus include 10¢ for post. & handling on each order.) MONEY-BACK GUARANTEE.

**FUNNY DOGS**  
Dept. MD4, Box 881, St. Louis, Mo.

**SPECIAL WATCH SALE**

FREE WATCH with order of 12.

**6 Ass'd Watches**  
Elgins, Bulovas, Gruens, etc.

**\$39.95**

Rebuilt, guaranteed like new—in BRAND NEW 1960 style cases. Expansion bands included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.

**SAMPLE \$7.95**  
Single Watches: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95.  
Write for free catalog

**MIDWEST WATCH CO.**  
5 S. WABASH AVE., CHICAGO 3, ILL.

**Midget Bible**

Only 1x1 1/4 in. Over 200 pages. Illustrated. Choice of black or white cover with gold imprint.

ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION

Either style: 90¢ dozen, \$6.70  
Send 15¢ for sample of both per 100. \$50.00 per 1000 F.O.B. Detroit

**Johnson Smith Co., Detroit 7, Mich.**

**GIVE TO DAMON RUNYON CANCER FUND**

**You Can't Beat BRODY**  
For Merchandise

OUR NEW 1960 CATALOG, 72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY Items. Send for FREE COPY.

**M. K. BRODY & CO., INC.**  
916 So. Halsted Chicago 7, Illinois  
L. D. Phone: MOnroe 6-9520—9524  
—in Business in Chicago for 46 years—  
Open Sundays—9 to 1.

**Free Wholesale Catalog**  
CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

**SEND FOR YOUR COPY TODAY**  
Please state your business.

**FRISCO PETE ENTERPRISES, Inc.**  
2048 W. North Ave. Chicago 47, Ill.  
EVerglade 4-0244

**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 \$224.60 gross.

**LECHLER, 560 Broadway, B-1, New York**

**FREE! CATALOG ADULT GAMES JAR TICKETS**

- MATCH-PAKS
- TIP BOOKS
- SALESBOARDS
- PUSH CARDS
- BINGO AND CASINO EQUIPMENT
- Complete Supplies

Write to: **ACE GAMES Manufacturing Company**  
2241 So. Indiana Ave. Chicago 16, Illinois

**WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS**

- TIP BOOKS
- BASEBALL BOOKS

at very, very reasonable prices  
Phone Wheeling—Cedar 34287

**Columbia Sales Co.**  
302 Main St., Wheeling, W. Va.

**GIVE TO DAMON RUNYON CANCER FUND**

**THE MARKET PLACE FOR BUYERS and SELLERS**

**Acts, Songs, Gags**

**NEW! GIANT PROFESSIONAL GAG FILE.**  
Over 1,000 hilarious ad libs. Only \$1. List free! Edmund Orin, 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 Gags, Sketches, Monologs, Dialogs, Parodies, etc. Money back guaranteed. Laughs Unlimited, 106 W. 45 St., New York, N. Y. ja25

**25,000 PROFESSIONAL LINES! ROUTINES.**  
Sight-Bits, Parodies. Topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. mh21

**Agents, Distributors Items**

**ATTENTION, MERCHANTS: NYLON HOSE.**  
Cellophaned, \$3.50 dozen prepaid. First quality, enameled zippers, 7 inch, 80¢; 10 inch, \$1 dozen. All colors, satisfaction guaranteed. Byrd, 710 7th St., N. W. Washington, D. C.

**County Fair and Special Events Pitchmen**  
This Year's Hottest Item  
America's Newest  
Action Game  
For Kids From 6 to 60

Here is a brand new item—Sales Appeal already tested in several major markets with terrific success, at \$1.19 retail. Will do everything a high price punching bag will do. Attractive package, easy to handle—immediate deliveries. Write Punch-A-Loon Division, **RADO-MATIC CORPORATION**  
11815 Williamson Ave., Lakewood 7, O.

**DECALCOMANIA TRANSFERS NOW OFFERED**  
in small quantities, quick delivery: an attractive name plate on your products is the best advertisement. Site line sales man wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-np

**JEWELRY CLOSEOUTS**  
**FREE CATALOG**

E5—Stone E/rags, etc. asst. Gr. .... \$12.00  
E1—Tailored E/rags, asst. Gr. .... 18.00  
E2—Stone & Pearl E/rags asst. Gr. .... 21.00  
E130—Rhinestone E/rags, asst. Gr. .... 30.00  
O1—Old Lot Brace & Neckers Gr. .... 15.00  
L2—Men's Chrome Lighters, Dz. .... 4.35  
L5—Zippo-Type Lighters, Dz. .... 6.00  
R11—Ladies' Birthstone Rings, Gr. .... 11.00  
P4—E/RG 3 strand NK-BR. Bxd. .... 7.20  
415—Men's or Lad. Watch Exp. Dz. .... 7.20  
619—Men's asst. Stone Rings, Dz. .... 3.25  
1165—Flashlights. Tri-Color, Dz. .... 4.00  
Samples Reg Price—25% Dep. Bal. C.O.D.

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8 Prov., R. I.

**BE INDEPENDENT**  
**START YOUR OWN BUSINESS . . .**  
stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Proectors. Samples of either 50¢ with your name, address and Social Security number Catalog free.

**GENERAL PRODUCTS**  
Dept. BB-105, 188 State St. Albany, N. Y.

**REGULAR CLASSIFIED ADS**

Set in usual want-ad style one paragraph, no display First line set in 5 pt caps, balance in regular 5 pt. upper and lower case. RATE: 20¢ 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 25¢ 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 at 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.

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 & \$6.00 Dz  
Cultured Pearl Tie Slides.  
carded . . . \$ 2.00 Dz  
Asst. Boxed Sets . . . \$4.50 to \$ 6.00 Dz  
Boxed Sets, Asst. . . . \$9.00 & \$18.00 Dz  
Eng. Pearl Sets, Boxed  
1, 2 & 3 Strands to doz. sets. \$6.00 Dz  
Cultured Pearl Pendants, Boxed \$3.50 Dz  
Rosary Beads, boxed set. \$6.00 & \$9.00 Dz  
Children's Neckers, Boxed . . . \$3.00 Dz  
Pins, Asst. . . . \$1.75 & \$3.00 Dz  
Cameo Neck & Earrings, Boxed \$3.00 Dz  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order. bal. C.O.D.

**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St. Providence, R. I.

**FREE CATALOG! — BULOVA, ELGIN, Gruen Watches.**  
New 1960 styles, \$6.95 up. Buy direct from importer! Electrical Tools. Costume Jewelry, Rings, Perfumes. Write today. Jet Premiums, 2567-BM W. Pico, Los Angeles 6, Calif. fe1

**HOSIERY—LOW PRICES LADIES', MEN'S.**  
Children's, Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. ja25

**NEW 7"x11" SIGNS — COMEDY, RELIGIOUS, general.**  
50¢ sellers. Send for free catalog. 10 samples, \$1. Lowry, 812 Broadway, Dept. 132, New York 3. ch-np

**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.

**UP TO \$85 WEEKLY**  
Amazing Pencil writes four colors: red, blue, green, orange; samples, 25¢. 2-year guarantee given with beautiful \$1 size Retractable Ball Pen, brilliant gold-tone metal cap, sample, 25¢. Or eight samples, four pencils, four pens, \$1. postpaid.

**LOUIS BALOGH, JR.**  
1701-3 Roosevelt Road Valparaiso, Ind.

**WINDSHIELD PROTECTION FROM FROST.**  
Snow, ice. Made of plastic rubber, chrome. Snaps off-on. Covers wiper area. Demonstrator, \$1.25. Agents wanted. Long, Box 2, Kalamazoo, Mich. ja25

**YOUR OWN BUSINESS — SUITS, \$150; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢.**  
Enormous profits. Catalog free. National Mail Order, 2111-AF Roosevelt Rd., Chicago 8, Illinois. ch-np

**Animals, Birds, Snakes**

**CHAMELEONS, \$15 HUNDRED PREPAID!**  
Live arrival guaranteed. Twenty-foot Python, \$80; Rattlers, \$5. Harmless Snakes, \$1. Snake Farm, Laplace, La. ja25

**HORSES, PONIES, ACTS—BREAK TO ORDER**  
by Capt. Baranowski. High School horses and pony drills for sale. Star Stables, 7311 Irwin Rd., Raytown 38, Mo.

**PETS, BIRDS, ANIMALS, REPTILES.**  
Every description, trained or untrained; shipped anywhere live arrival guaranteed; wholesale, retail. Information or price list, \$1 (refundable). Jungeland, Florida, Ala. fe8

**POODLES — 7 MONTHS, READY FOR**  
training, standards AKC, \$75 ea. 36 ft. circular ring carpet, woven hemp, good shape, \$250. Baranek, Rt. 7, Olney, Ill.

**PYTHONS: 1—24 FT., \$1,500; 1—22 FT., \$1,000; 3—20 FT., \$800; 3—18 FT., \$700; 4—16 FT., \$600; 4—14 FT., \$400; 2—12 FT., \$300; 2—10 FT., \$250; 2—9 FT., \$200 each.**  
Snake Farm, LaPlace, La.

**Business Opportunities**

**EXTRA MONEY AT HOME EASY!** "HOME Business Digest" magazine shows you how! Rush 50¢ for sample copy plus exciting offers. Guaranteed. Glenn Publications, Box 507, Jacksonville, N. C. ch-tfn

**FOR SALE: HO-100 PORTABLE ROLLER**  
Rink, 50x150 portable; 60x200 permanent rink. Lloyd Brodie, 548 Lombard St., Galesburg, Ill.

**KIDDIE RIDE PARK MINIATURE GOLF**  
Excellent location. Good opportunity. Liberal Terms  
Box 777, 1501 Broadway N. Y., N. Y.

**MAKE MONEY FULL OR SPARE TIME**  
sealing cards, pictures, etc. in plastic. New low priced machine. Simple to operate, seals in one minute. Only \$24.95 including plastic. Send for information. Sipco, 4469 E. Olympic, Los Angeles 23, Calif. fe1

**MAKE MONEY WITH LECHLER DROP-**  
ship beauty cosmetics. Free art, copy, layout, circulars available. Wholesale prices. Lechler Laboratories, 560D Broadway, N. Y. ch

This is a  
**DISPLAY CLASSIFIED AD**  
Your Advertisement Displayed  
in a space this size will cost  
only  
**\$14 per insertion**

**WANTED CONCESSIONAIRES**

Amusement centers in New York City, 42nd St. and Broadway at 52nd St. Candy Butcher, While-U-Wait Photo Studio, Name Hats and other Novelties. Apply  
228 West 42nd St., New York, N. Y., or call Wisconsin 7-9393.

**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-10-B, Chicago 32. ja25

**Calliopes and Band Organs**

**AIR CALLIOPES FROM \$450 TO \$1,500!**  
All-So Trailers: Air Calliope with the steam look just out. Cozart Organ Co., Danville, Ill. Phone 5245, 1 ring.

**Costumes, Uniforms, Wardrobes**

**CLOUNES! BIG FLASH COMEDY COSTUMES.**  
Silks, Satins, brilliant colors, brand new. All sizes. Bargains! New \$10 per suit. Big Shoes, flashy colors, new \$5 pair. Big Feet, rubber material, funny. \$4. Clown Wigs, red, full crop part bald, all sizes, new, \$5. Comedy Clown Tramp Suits, \$7. \$8. Free lists. Wallace, 2453 N. Halsted, Chicago.

**Food and Drink Concession Supplies**

**ABOUT ALL MAKES OF POPPERS, CARAMEL**  
Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh21

**For Sale—Secondhand Show Property**

**ALUMINUM TRAPEZE, \$100. UNICYCLE,**  
\$25; Trained Sicilian Donkey, \$175; 28-ft. Round Top, \$25. Museum oddities, Irv Romig, 4563 Rochester, Troy, Mich.

**BINGO FOR SALE—WELL DESIGNED.**  
20 ft. x 36 ft., seating 100, finest made. Like new canvas with '47 Chev. Tractor and Trailer. All in best of shape, complete and ready to go. A real buy, all for \$1,700 including \$300 new stock. Bob Luehrs, 3815 War Memorial, Peoria, Ill. Will be at Springfield Convention.

**BUILD CONCESSIONS: COMPLETE PLANS:**  
Shallow Joint (23 games); Four-Way (11 games); Ball Rack (13 games); African Dip; \$5 each; High Striker, \$3; all \$20. Free catalog. Brill, Box 875, Peoria, Ill.

**COMPLETE KIDDIELAND — MUST BE**  
moved. G-16 Train; Dogem. Live Ponies, a Kiddie Rides, \$22,500. Kiddie Playland, Tom De Witt, 5521 Paraguay, El Paso, Tex.

**ELI 12 WHEEL, \$4,100; COMET RIDE, \$2,650;**  
Cookhouse, \$3,750, elegant; four Railway Cars, \$700; beautiful 60 ft. Merry, \$5,500, a great Caterpillar, \$3,850; Kid Merry, \$1,850 up; complete Trains, \$1,325 up; Motor Drome, \$1,000; Tubs-O-Fun, Mechanical Horses, many others. Young's Park Sales, 716 4th Ave., Two Harbors, Minn.

**FIVE KIDDIE RIDES, 14 BRAND NEW**  
Aluminum Horses. Can be seen Trenton, N. J., 1534 Nottingham Way. Reason: other interests.

**FOR SALE—OUTDOOR ALUMINUM RIG-**  
ging, brand new, 45 feet high. Nina Karpowa, Overlook Rd., Locust Valley, L. I., N. Y., Telephone ORiole 8-1887 in Hempstead.

**FOR SALE—TRACKLESS TRAIN RUNS ON**  
rubber, steam type, carries 20 to 30 children or adults. Omar Sauke, Farnhamville, Iowa.

**FOR SALE—CARMEL CORN STOVE, COP-**  
per Kettle, \$75; Candy Apple Stove, Copper Kettle, \$65, both \$125. Like new. Butane Burners. Rowlett, 907 Neches, Austin, Texas

**FOR SALE—#5 ELI WHEEL WITH TRAC-**  
tor & Trailer, good shape, \$4000. Frank Dickerson, Orange Lake, Fla.

**GOOD USED TENTS FOR SALE, 12 FT. X**  
17 ft thru 42 ft. x 75 ft. and up. Write for list direct from factory. Eureka Tent & Awning Co., Inc., P. O. Box 966, Birmingham N. Y. ch-fe22

**HURDY GURDY FOR SALE — SPRING**  
Mechanism with coin slot, plays 10 World War II songs. Piano type 60" high. Hurdy Gurdy Barrel Organ (Monkey Type) with 10 tunes, 70 pipes, 3 stops. Seeburg electrical Upright Grand Piano, 10 tone coin slot, Mandolin attachment. 27" Regina Steel Disc Music Box. All electric with 10¢ coin slot. All types mechanical musical instruments bought, sold, repaired. Lloyd G. Kelley, I. O. Box 355, Hanover, Mass.

**LIST YOUR RIDES NOW. OUR NATION-**  
wide Service offers full sales coverage. Young's Park Sales, 716 4th Ave., Two Harbors, Minn. fe15

**MECHANICAL EXHIBIT 70 SQUARE FEET,**  
30 Scenes, 125 Characters, with or without transportation, will trade for Funhouse or Dark Ride. O. M. York, St. Marks, Fla.

**MERRI-GO-ROUND AND ROCKET TRAIN**  
for sale. Phone: Hickory 4-2965. Columbus Ohio. ja25

**MERRY GO-ROUND HORSES, ALL SIZES**  
at low prices. Kiddie Rides wanted. Also coin operated single rides. J. W. Landi, 323 Sanford, Upper Darby, Pa.

**MORE BUYERS**  
Will Stop and Read  
**YOUR AD**  
If you use a  
**DISPLAY CLASSIFIED AD**  
RATE ONLY \$14 per inch

**PHILADELPHIA TOBOGGAN CO. KIDDIE**  
M-G-R, 16 passenger, \$1,800; Mangles Kiddie Airplane, 10 passenger, \$1,250. Can be seen in operation. M. Seskin, 1834 E. 14th St., Brooklyn, N. Y. ja18

**ROLLER RINK FLOOR AND TENT FOR**  
sale: Used one season, good. Phone or write E. H. Lewter, Fayetteville, Tenn.

**TRAINS—ALL SIZES, GAUGES, TYPES:**  
new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. fe15

**\* GUN SHORT RANGE TRAILER, FLASHY**  
front and display space. See to appreciate. \$400. Warren Hams, 8312 Fla. Ave., Tampa.

**#12 ELI WHEEL, USED ONLY IN STATION-**  
ary park. Also one Willys Fire Engine and three Pony Tractors. Contact Lakeview Amusement Park, Inc., Royersford, Penna. ja25

**Instructions & Schools**

**LEARN AUCTIONEERING — TERM SOON,**  
World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. fe8

*(Continued on page 72)*

THE MARKET PLACE FOR BUYERS and SELLERS

Continued from page 71

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio, fe8

PROFESSIONAL VENTRILOQUIST FIGURES made to your order. Send 50 cents for catalog. John Carroll, 64-36 Myrtle Ave., Brooklyn 27, N. Y. fe15

Miscellaneous

FOR SALE—550 INTERNATIONAL THEATRE seats, A-1 condition, 50¢ each. J. Loebker, 1156 Covedale Ave., Cincinnati, Ohio. Phone: WABash 1-7917.

GET-ACQUAINTED OFFER—SAVE 55¢. New discovery for headaches. Contains no aspirin. Doesn't sour stomach. Stronger, faster, longer lasting relief. Reduces fever quickly. Send \$1 for two 35¢ and one 85¢ size to Madras Products, Post Office Box 21025, Indianapolis 21, Ind. ja25

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.

PLASTIC JUGGLING CLUBS, BALANCED and cushioned, allowing freedom in performing, 4 1/4" x 1 1/2", \$5 each. Al Nichols Bird and Animal Farm, Fairlee, Vt. ja25

Personals

BILL: HAPPY NEW YEAR. ALL RECEIVED, appreciated. Sorry late, Everyone sick, leaving, business, write when return. Always, Joan.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-11n

Ponies

COMPLETE PONY RIDE: 7 PONIES, SWEEP, Fence, Ticket Box and Bus. Reasonable if taken soon. Barkow, Rt. 3, Box 372-A, Michigan City, Ind.

PONIES OF ALL TYPES, COLORS, AND sizes for sale. Well mannered, World's largest pony herd. Foremost source of ponies for exhibitions. Fine ponies for over half-a-century. Winkelman Farms, Lohrville, Iowa. Phone Ingersol 5-2125. fe25

Printing

ATTRACTIVE BUSINESS STATIONERY—150 bond (8 1/2 x 11) Letterheads and 150 #10 Envelopes, \$2.95 postpaid. Taylor, 3900 Hamilton Ft., Hyattsville, Md.

WINDOW CARDS—QUALITY 14X22 NON-bending 3-color Posters, 50 words copy printed in black ink, \$9 hundred; 17x26 size, \$13.50. Speedy service. Daylo Auto Bumper Stickers, size 4x15, yellow, red or green, \$13 hundred. Tribune Press, Dept. 160 Earl Park, Ind. mh28

200 8 1/2 X 11 LETTERHEADS, 200 6 1/2 ENvelopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Michigan. ja25

Salesmen Wanted

I'LL SEND YOU FREE STOCKING SAMPLE, newest advancement in hosiery since nylon. Patented, full-length. Stays up over-the-knee without supporters, without girdle! Nationally advertised price \$1.95. Make money introducing to friends at \$1 pair. American Mills, Dept. 350, Indianapolis, Ind. fe29

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill. np

SALESMEN AND DISTRIBUTORS, FULL OR part time, sell outdoor advertising pennants. Write Radder Products, Box 31, Colvin Station, Syracuse 5, N. Y. ja25

SALESMEN—BIG MONEY SHOWING NATIONALLY advertised Down-Spout-O-Matic, sensation wherever shown. Attaches to all down spouts, uncoils when it rains, recoils after it rains. Once in a lifetime item. Dry basements guaranteed. Commissions advanced. Special sample offer. Campbell Co., Rochelle 58, Ill. ch-np

This is a DISPLAY CLASSIFIED AD

Your Advertisement Displayed in a space this size will cost only \$14 per insertion

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, ch-11n

Talent Wanted

WANTED: LEAD TRUMPET AND TENOR Saxophone. Experienced Men contact: Ronnie Bartley, Cimarron Ballroom, 221 W. 4th, Tulsa, Okla. ja25

Tattooing Supplies

TATTOOING THE WORLD OVER: FIRST and second editions, \$2 each, or both for \$3. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Book

CONCESSIONS AND RIDES WANTED Now booking for 1960 season, opening April 15. Top deal for three major and two Kiddie Rides, or all majors. Long season, no ups and downs and good grosses. Want several Hankies all owned by one operator. Good spot for Long Range. Six Cat and Buckets can work. Several front location stores available for Auction Novelties or Special Attractions. GALVESTON PLEASURE PIER Phone: SO 5-4175 Galveston, Texas

RIDES AND CONCESSIONS WANTED: Amusement Park located near Celina, Ohio, on Grand Lake-St. Marys. Write Theo. V. Temple, Mgr., Edgewater Park, Celina, Ohio. Phone: Celina 4250.

WANTED

For Warren County Youth Fair, Aug. 26, 27 and 28, 1960. Adult and Kiddie Rides. Also want Concessions, only top quality. Must be fully responsible, insured. This is a growing action-packed fair. Features set for afternoon and evening all 3 days. Contact JOHN SCHULZE 17 Hudson St. Warrensburg, N. Y.

Wanted to Buy

MARINE & SEA LIFE ODDITIES WANTED to add to present exhibit. Need stuffed fish any size, also animal heads. Will lease whale or other large attraction. Galveston Pleasure Pier, Galveston, Tex. fe1

TUBS O' FUN OR ROTO WHIP, FLOSS AND Popcorn Machine. Chicago area, TE 9-2737. M. Pletz, Rt. #2, Oaklawn, Ill.

\$15-\$20 EACH UP FOR CHILDREN'S MONEY banks. Odd or with moving parts. In any condition, made of any metal, describe. Willing to pay in advance. Raymond Long, Pearl, Illinois.

2,000 PORTABLE BLEACHER SEATS SUITABLE Rodeo, state price, condition, location. Also interested Steel Tier Sections. H. L. Roberts, Route 5, Greenville, N. C.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

Outdoor Acts and Attractions

AVAILABLE—"KING SOLOMON," PREFER Southern dates. Comedy. Veteran of many commercial. Also suitable for parties or night clubs. This is a one lion act. Jules Jacoi, 6153 West Park Ave., St. Louis 10, Missouri.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

Continued from page 69

Schilling, Dutch Sealorbaum, Charles (Circus Trumpet) Schrock Jr., Roman B. Schuck, Pete Seeley, Margaret B. Seever, L. H. & B. Seever, Terry F. Sherman, G. B. Shumate, Charlotte Siegrist, Mrs. Helen Smith, Melvin R. Smith, Oklahoma Snellings, William Spot The Spot Stank, James L. Stanley, Bobby Stanley, R. & L. Steck, Duane Steenrod Jr. Elmer Stewart, Bernard Stimmel, James Stinebaugh, Gale Stuck, Mrs. A. Sullivan, Edward M. Summers, Kenneth Edward

Wilson, Richard & Mrs. Wise, Dick & Mrs. Wiswell, Frieda Womack, Doris Irene Woods, Florence Wright, John Wynne, Jimmie Young, Robert & Laura Zontini, R. O.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Alvarez, John A. Alvarez, May Lavene Bain, Gene Robert Barrett, Marvin L. Bie, Frank Tom Biers, Steven LeRoy Bishop, Brownie Bostick, Ellis Brown, Roy Burne, Lloyd Bushong, Mrs. Grace Clark, Fred Clevenger, Dick Coleman, Mr. & Mrs. Collins, Robert Conlon, Pat Converse, Art Crowe, D. W. & Duffy, Paul Exposition Enterprises, Inc. Faughnan, Richard C. Flemming, Tom Gibson, Kenneth Fowlewell, Blackie Foy, Cella Franker, Chas. Gattis, James Gilson, Raymond Griggs, Charles A. Holsten, Mr. & Mrs. John F. Hyman, Harry Johnson, James James, Al Kioth, Richard Knight, Gene Lagasse, John Levey, Thomas M. McCabe, Mrs. Ruth McConnell, W. C. McGinley, Horace McSparran, William P. Malbin, Edwin Mason, Herb (Box) Matthews, Sherry Myers, Bob Miller Amusements, Inc., Paul Moran, Evie Moran, Sallor Moreno, Geraldine Neill, L. K. Nelson, Mrs. Doris Nobel, Kit & Chiki Norwood, Edna Lou Osbourn, Walker Parsons, Patrick Patty, Thomas G. Payne, Augusta Payton, William Peters, Mary Webb Pheaten, Frances or Phiney, Margaret M. Pierce, Mr. & Mrs. Carl Pierson, Orville Lee Rader, Kenneth Richards, Leslie Richards, Buddy Romero, Riekey J. Roach, John W. Sable, Jerry Sanders, James E. Shafer, William Shane, Michael Smart, W. E. & E. Star, Hedy Jo Steamer & Dorothy Thomas, Jack & Kitty Thompson, Frank Vining, Ted West, George Wilson, Marguerite Woodall, Ray Young, Charles Young, Roger

MUSIC-RECORDS ACCESSORIES

Situations Wanted

PHONO RECORD PRODUCTION MGR., wishes to make change. Thoroughly familiar with administrative functions from Studio-Manufacturing-Marketing. P. O. Box 11, Bay Station, Brooklyn 35, N. Y.

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY—ASSORTED EARRings, \$5 gross. Heart Pendants, \$5 gross. Solitaire Rings, \$6 gross. Cuff Links, \$14.40 gross. Birthstone Rings, \$11 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. fe8

Routes for Sale

PHONOGRAPH AND GAME ROUTE IN South Florida operated 22 years selling at equipment market value, no goodwill cost. other business interests reason selling. Write P. O. Box 1208, Miami, Fla. ja25

Used Equipment

ATTENTION PITTSBURGH OPERATORS—For Sale, 14-ft. alleys with small balls, come and pick them up, only \$125. Penna. Vending Corp., 1224 Brownsville Rd., Pittsburgh 10, Pennsylvania.

FOR SALE: GOOD USED CIGARETTE Vending Machines, 30¢ operation. 1 8-Column Electro, \$25; 1 11-Column Rowe Electric, \$50; 5 8-Column Rowe Presidents, \$30 each. Send 1/2 deposit. Frank Guerrini, 121 W. 4th St., Lewistown, Pa. ja18

POKERINO 20 PUSH CHUTES, \$135 EACH; 20 Drop Chutes, \$185 each; new 1956 decals for Pokerino, Suits, Letters, Numbers, also Back Glass Parts. Travis, P. O. Box 206, Millville, N. J. TA 5-0726. fe22

SINGLE COLUMN 5¢ CANDY MACHINES, capacity 110 Hershey or Wrigley gum, \$35; Acorn 1¢ Peanut Machines, \$10; U Select-It Candy Machines, \$40; 9 column National Candy Machine, \$85. Texas Associated Enterprises, P. O. Box 1068, Amarillo, Tex. fe1

40 SHIPMAN CANDY MACHINES, \$25 EA. 3-Col Shipman, \$34.50. Roll Types, Folders, Duo, \$12. USP, 100 Grand, Waterbury 2, Conn. fe1

Wanted to Buy

ARCADE MACHINES—GOALEE DRIVE-Mobile, Guns, Peeks, etc. State condition and price. Arcade, Route 1, Box 61, Plaquemine, Louisiana.

WANTED: BRIGHT LITES, BRIGHT SPOTS, United ABC 3 card game, also Jupiters, Fascinations and Shooting Stars. Write how many of each and the price. Penna. Vending Corp., 1224 Brownsville Rd., Pittsburgh 10, Pennsylvania.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. fe8

HIGH DIVE EXTRAORDINARY. HOLLY wood still feature by Fox Movietone. High rigging light visible for miles. The most fascinating spectacle and exciting thrill feature imaginable. Mac Productions, 456 Lamphier, Warren, Ohio. fe15

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Atkinson, Frank M. Butts, Robert Fieldman, Bernie Henington, Bill & Betty Holiday, Jim Hoidal Rides James, Al Kriel, Lowell Lane, Gerald Lea, J. Leahy, Charles (Buck) Luhrs, H. W. R & H Equipment Company Reed, Ellis (Bill) Ritter, Lee H. Roads, Paul E. Sallust, Wm. W. Stewart, Bill Wilson, Louise J.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Adams, Miller Bary, Howard Y. Burton, Mrs. John R. Burk, G. C. Burke, George Diaz, Louis Gilbert, Jules Heron, James Hoffend, Don B. Ingham, Mr. & Mrs. James, Al Lundquist, Karen Madrid, Jan Mace, Ernie Martin, Joseph Orlich, Norm Rector, George Rector, Juanita Scanney, James Scannell, Bill Sheealey, Dorothy Wilsie, Cash Youngbauer, John

Pipes for Pitchmen

Continued from page 70

a one-hour magic-vent show at Tal-madge Hospital there.

BERNARD V. KANTOR... advises from Cleveland that he put in the pre-holiday season hustling jumping dogs, Santa Merry-Go-Rounds and bicycle Santas.

ROBERT AND MAE... Noell, former med show folks who in more recent years have had their Noell's Ark Gorilla Show with carnivals, left their Tarpon Springs, Fla., winter quarters recently on a trek to Roanoke, Va., to visit with the former's brother, Leonard, a non-pro, who recently suffered a heart attack. During the Noells' absence, their son-in-law, Joe Deddo, is refurbishing their combo zoo-winter base. The Noells, in a note to Bill Baker, spoke ecstatically of a "pitch-till-you-win for only a brick" eatery uncovered just off Route 301 in Jessup, Ga. "It's called Jones' Kitchen and we recommend it highly to any trouper's making north or south trek thru Jessup," say the Noells.

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD. 1. Type or print your copy in this space: 2. Check the heading under which you want your ad placed: Acts, Songs, Gags; Advertising Specialties; Agents, Distributors Items; Animals, Birds, Snakes; Business Opportunities; Calliopes and Band Organs; Collectors Items; Costumes, Uniforms, Wardrobes; Food & Drink Concession Supplies; Formulas and Plans; For Sale—Secondhand Goods; For Sale—Secondhand Show Property; Help Wanted; Instructions and Schools; Locations Wanted; Magical Supplies; Miscellaneous; Mobile Homes, Accessories; M P Films—Accessories; Musical Instruments, Accessories; Partners Wanted; Personals; Photo Supplies & Developing; Ponies; Printing; Rigging and Props; Salesmen Wanted; Scenery, Banners; Talent Wanted; Tattooing Supplies; Trucks, Trailers, Accessories; Wanted to Book; Wanted to Buy; Music, Records, Accessories; Business for Sale; Record Pressing; Situations Wanted; Sound Equipment—Components; Coin Machine Headings; Help Wanted; Opportunities; Parts, Supplies; Positions Wanted; Talent Availabilities Headings; Agents and Managers; Bands and Orchestras; Dramatic Artists; Hypnotists; Miscellaneous; M P Operators; Musicians; Outdoor Acts and Attractions; Vaudeville Artists; Vocalists. 3. Indicate below the type of ad you wish: REGULAR CLASSIFIED AD—20c a word. Minimum \$4; DISPLAY CLASSIFIED AD—\$1 per agate line One inch \$14 (14 agate lines to inch); TALENT AVAILABILITIES AD—10c a word. Minimum \$2. Classified and all Talent Availabilities ads must be paid for in advance. The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Please insert the above ad in \_\_\_\_\_ Issue. NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ I enclose remittance of \$ \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_



# BULK VENDING

JANUARY 18, 1960 Communications to 188 W. Randolph St., Chicago 1, Ill.

## Op Started From Scratch—Built 1,000-Machine Route in Six Years

By JOHN HICKS

ST. LOUIS—Soft-spoken Samuel J. Phillips is a transplanted Milwaukee bulk operator, who started from scratch in St. Louis in 1948 and now owns a unique type business here. His stationery letterheads read simply: "Samuel J. Phillips Company, distributors of, Victor Vending Machines, Leaf-Ball Gum, Charms."

What the printed words do not denote is that while branching out

into distributing, Phillips was also a highly successful operator. In fact, from his meager start, he increased his route to 1,000 machines from 1948 to 1954, when it was sold. He stuck to distributing only in St. Louis, but he has since built up a 600-machine route in out-State areas of Missouri and Illinois.

Whether as an operator or distributor, Phillips knows his business. His route as an operator is divided into three sections—each serviced every six weeks. "It takes about two days to make calls on each of the 200-machine sections," he says. One of the sections is serviced each week which results in his spending three out of six weeks handling his route.

### Servicing

To facilitate servicing, Phillips has as many as four to six machines on stands in supermarkets. Stating that 75 per cent of his route has multiple vending, he said he prefers this type of installation.

One of the time-saving practices Phillips uses is to carry clean, filled globes with him in servicing his route. "Each location owner is paid a flat rate right in the store," the operator-distributor said. This rate, he said, averages about 25 per cent.

"This speeds up servicing because the money does not have to be counted in the location, and the system has proved a good working relations," Phillips said.

Helping out with the chores of the two-fold business is Mrs. Loretta Green, who has been with the

(Continued on page 75)

## Bulk Banter

The annual Houseware show drew a number of bulk vending traders to Chicago last week, with everybody taking time off for an informal breakfast meeting at the Graemere Hotel (Thursday) to discuss vending in general and business of National Vendors Association in particular. Plans for the group's forthcoming Miami convention were high on the agenda.

Present at the affair were Jane Mason, Leaf Brands executive and NVA convention secretary; Don Mitchell, partner with Ted Raynor, counsel for NVA; Phil Sparacino and Bob Kantor, Chicago bulk operators; Ray Greiner, Northwestern Corporation; Fred Loewes, partner with Karl Guggenheim, New York charm manufacturers; and Bernard Bitterman, Kansas City distributor.

Loewes, who also exhibited at the Houseware show in the Morrison, had a number of visitors to his booth, including Jack Nelson, Tony Tortorici, Paul Crisman and Hy Fisher. Loewes had just arrived from New York, where he had recently visited with Herman Eisenberg of Confection Sales in Cleveland along with Bud Weisman, head of Eisenberg's Canada operation. . . . Hy Abrams, Wilkes-Barre, Pa., operator was also a recent New York visitor, telling Guggenheim that their jumping bean charm was his hottest item last year.

Morris Gisser, Cleveland distributor was also in town visiting the trade last week. . . . After the Graemere meeting, Don Mitchell, together with Ted Raynor leaves for Columbus, O., to talk with Norman F. Clarke of the State Department of Health and get clarification on a new licensing provision passed in January. From Ohio, Mitchell leaves for Florida to meet with Paul Feingold, president of the newly formed Florida operators' association.

## New 36-Ring Capsule Mix By Sam Eppy

CHICAGO—A 36-ring mix in filled capsules is being offered by Samuel Eppy and Company, Inc., this week. The mix is priced at \$18.50 per 1,000.

Included in the assortment area: sea pearl, diamond engagement, golden birthstones, ball o'fire, diamond chip, pearl chip, moon stone, sword, stardust and eight assorted snakes.

## Parcheesi Disks Make Ideal Slugs—Big Headache for Ops

By GEORGE METZGER

PHILADELPHIA — The children's games of parcheesi and bingo cost the bulk vending industry countless dollars every year.

If you compare the little disks used in these games with a penny, you have the answer: They're the same size.

Therefore, the shady class of the population—which hardly ever misses a trick—realizes that these small, seemingly harmless disks are actually ready-made slugs, and they can be bought in most novelty or variety stores at a rate of several for a penny.

### Big Problem

"These small chips are one of the problems plaguing our industry at this time," says Sol Goldberg, a Philadelphia operator.

"The only solution I can see is going to the firms that manufacture these games and present our problem to them.

"They would not have to change the size of their disks too much,"

he went on. "Even a sixteenth of an inch either way would do the trick. This shouldn't effect their games in any way, but think what it would mean to us."

### No Legislation

Goldberg was asked if some sort of legislation might be possible to solve this problem. But he didn't see how this could be brought about since the game manufacturers are not violating any laws.

How many chips can an operator collect? "I've got two boxes of the damned things at my house," Goldberg replied. "Some of my friends in the business have told me they have collected quite a batch, too."

The 11-year veteran of the industry explained that one of these "harmless" chips can foul up a machine pretty bad.

"Occasionally, one of those disks will catch the mechanism and cause the machine to empty its entire fill," he explained.

## Leaf Probes Far East Bulk Vending Potential; Lobell on 8-Country Tour

CHICAGO — Leaf Brands will be taking another long look at the international market with the departure last week of sales executive Rolfe Lobell for a combination business and pleasure tour of the Far East.

Lobell's trip, "to examine bulk vending potential in the area," will cover eight countries and at least as many cities, with planned stops in New Zealand, Australia, Singapore, Bangkok, Saigon, Hong Kong, Formosa and Japan.

Lobell will interview bulk vending distributors, operators, manufacturers, confection manufacturers and importers. Chief concern will be the "prospect of selling to these areas," said Lobell, adding the firm would not rule out the possibility of setting up a licensee or even some sort of joint manufacturer facility.

Along this line, Leaf recently

opened a large half-million-dollar plant in Ireland, that currently pro-



Rolfe Lobell

duces approximately 1,000,000 pieces of bubble gum daily for shipment to Europe, South Africa, Australia and Canada (The Billboard, January 11).

Lobell said he's primarily concerned with several key questions: What is there in the way of vending? What is the coinage as related to our 1-cent sales? What local sources of supply are available? Are there any local conditions affecting the bulk vending industry that might be peculiar to the country?

As an example, Lobell cited a recent South Africa trip, where he found several local gum manufacturers producing bulk products, tho on a somewhat inferior basis, he noted. Leaf has since developed shipping into South Africa, tho not in competition with the local product.

Standard of quality the world over ...



## BALL GUM

Contact your distributor for immediate shipment.

MANUFACTURED EXCLUSIVELY BY LEAF BRANDS INC., 1155 N. CICERO AVE., CHICAGO 51, ILL.

Servicing is Simplified with the

Northwestern INTERCHANGEABLE MERCHANDISE UNIT

Northwestern GOLDEN '59

- ... Easy to Service
- ... Easy to Clean
- ... Time Saving
- ... More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

H. B. HUTCHINSON, JR.  
1784 N. Decatur Rd., N.E., Atlanta 7, Ga.  
Phone: DRake 7-4300

Northwestern 1909-1960 GOLDEN 59

- Attractive design
- Large globe capacity
- Interchangeable merchandise unit
- Flawless vending of all popular items
- Easy to service
- 1c, 5c, 10c, 25c play

TAB GUM VENDOR

- Rotating merchandise drum
- Window shows empty columns
- Interchangeable merchandise drum
- Giant capacity 550 pieces
- Quick, easy servicing

We also manufacture Model 49, 49 Hot Nut, Package Gum, U. S. Postage and other vending machines. Contact your distributor for further information and prices on Northwestern parts and stands.

THE NORTHWESTERN CORP.  
29124 E. Armstrong Ave., Morris, Ill.

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

MIKE MUNVES CORP.  
577 10th Ave., New York BR 9-6677

1960 SWAMI FORTUNE BALL TELLS YOU ALL!

Kids and grownups will have loads of fun forecasting the future.

These 5/8" hollow balls are loaded with 1,000's of questions and answers—and laughs for all.

Excellent item for new and old locations. A sure-fire hit—fill complete machine with Swami Fortune Balls separately or with Ball Gum.

8.50 Per M (labels available)  
Order from your distributor or:

paul a. PRICE co. inc.  
55 Leonard St., N.Y. 13, N.Y. Cortlandt 7-5147-8

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c or 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Converter for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
AST Guns	30.00
Mills 1c Tab Gum	12.00
Acorns: 1c or 5c B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Golden Non Pareil Almonds, 5-lb. vac. pack tins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red.	.48
Pistachio Nuts, Jumbo Queen, White	.43
Pistachio Nuts, Large Tulip	.45
Pistachio Nuts, Vendor's Mix	.58
Pistachio Nuts, Sheik	.48
Cashew Whole	.46
Cashew Butts	.48
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.32
Licorice Gems	.28
M & M, 550 Ct.	.59
Hershey-ets	.47

Rain-Blo Gum, 60 ct. . . . . \$ .30  
Milk-ette, 100 ct., per 100 . . . . . 32  
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct. . . . . 36  
Rain-Blo Ball Gum, 100 ct. . . . . 32  
300 lb minimum, prepaid on all Rain-Blo Ball Gum.

Adams Gum, all flavors, 100 ct. . . . . 45  
Wrigley's Gum, all flavors, 100 ct. . . . . 45  
Beech-Nut, 100 ct. . . . . 45  
Hershey's Chocolate 200 ct. . . . . 1.40

Minimum Order, 25 Boxes assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY

World Famous VICTOR Standard TOPPER 1c or 5c

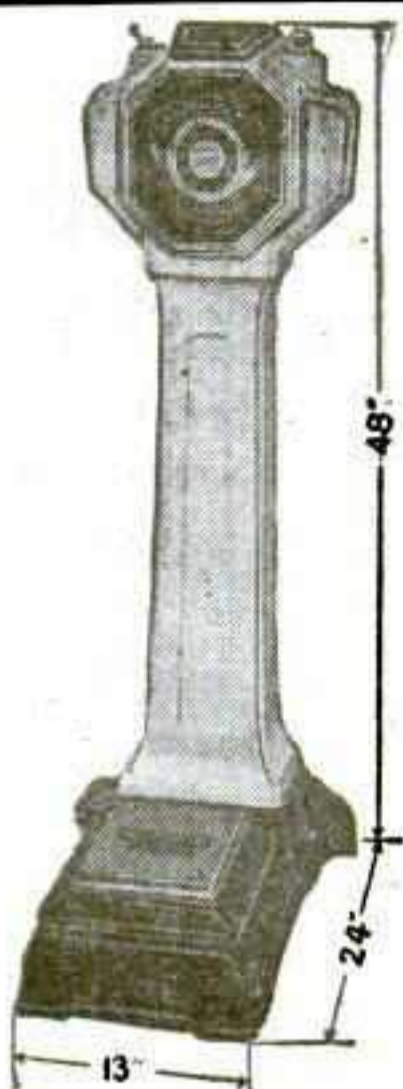
For ball gum and charms. Also available for peanuts and bulk candies.

\$13.95 Each

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.  
MOE MANDELL  
446 W. 36th St., New York 18, N.Y.  
LONgacre 4-6467



**\$25 DOWN**

**Balance \$10 Monthly**

**ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON, PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.**

**WRITE FOR PRICES**

*Invented and Made Only by*

**WATLING**

**Manufacturing Company**

4541 W. Lake St. Chicago 24, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

## Op Tries Experiment; Lets Location Service Own Venders; Idea Flops

BILOXI, Miss.—Letting location owners help service bulk vending machines might sound like a logical and time-saving step, but it has its disadvantages, according to Ralph LeFranzio, bulk operator here.

LeFranzio covers a huge area with his route—some 450 machines spread over 100 miles as far as the Alabama line—and his chief problem is distance and time in servicing his machines.

Early last year he decided to let the locations co-operate in his servicing. LeFranzio built elaborate

weather-proof stands for 15 of his installations, storing a supply of spare globes underneath.

### Locations Help

The idea was to have the location owners change globes on the machines whenever they ran out, with LeFranzio only visiting the locations in case of trouble or if the supply of refill globes was exhausted.

However, after close to a year's trial, LeFranzio reports the system had too many drawbacks to work. Chief of these is getting location

co-operation. Few spots care to be bothered with the trouble of changing the machines, even if the work is delegated to a store clerk or custodian.

Many, said the Biloxi operator, "were downright bitter" about the whole thing. They figure if they have to bother with the changing, they might as well operate the machines themselves.

### Few Help

In the first month alone only about a third of the locations bothered to change the machine globes; the others stood on location empty.

During the second month two different location owners called in apologetically to report they had tried to change the globes and had broken them in the process. Their question: "Now what should we do?"

LeFranzio's answer: "Sweep up the mess and I'll be out as soon as possible."

After close to a year's trial, LeFranzio figures the idea is impractical. It could work in certain select circumstances, specifically where there is a close relationship between operator and owner or if an operator wants to give a higher commission as inducement, but as a general rule for the route it's out, he reports.

## Old Idea Still Goes, Says Op Giving Tip

CLEVELAND—A phase of operation, pretty revolutionary 23 years ago but nothing out of the ordinary with large operators nowadays, still is a big time and money saver for Confection Sales Company here.

Twenty years ago, owner Herman Eisenberg decided to fill all machines in his storeroom, rather than on location. Steadily increasing overhead made prohibitive the use of servicemen's time being spent in filling and checking machines at locations.

Empty machines were brought back to the storeroom, cleaned,

dressed, checked over mechanically and repaired before being filled and sent out again, and the work was relegated to women employees in the shop.

### Advantages

This change in operation effected a stepping up of service, reduction in cost of labor, machines that were more sanitary and gave more efficient service and a better return for the location.

"I believe," claims Eisenberg, "that's one of the biggest savings in our business. Without it, we couldn't afford to pay the locations what we do."

**SAVE MORE MONEY—MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

### DISTRIBUTORS WANTED

Be the first in your area with the new, exclusive

### CRACKER JACK VENDING MACHINE

For full information write or phone:

**C. J. VENDORS, INC.**

4643 W. Washington Blvd.

Los Angeles 16, Calif.

WE 1-6644

Exclusive manufacturers of vending machines for Cracker Jack



The Northwestern **GOLDEN '59** is your best buy

Morris S. Gisser 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."

**CLEVELAND COIN Machine Exchange, Inc.**  
2029 Prospect Ave., Cleveland 15, Ohio  
Phone: TOWER 1-6715

**GIVE TO DAMON RUNYON CANCER FUND**

## ★ ★ ★ YOUR AUTHORIZED VICTOR DISTRIBUTOR ★ ★ ★

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS . . . PARTS AND SUPPLIES.



### VENDORAMA 6-UNIT

A Compact Display of 6 Machines for Your Top Locations

- Bus Depots
- Chain Stores
- Super Markets
- Drug Stores
- Air Ports
- Dept. Stores

USES VERY LITTLE FLOOR SPACE

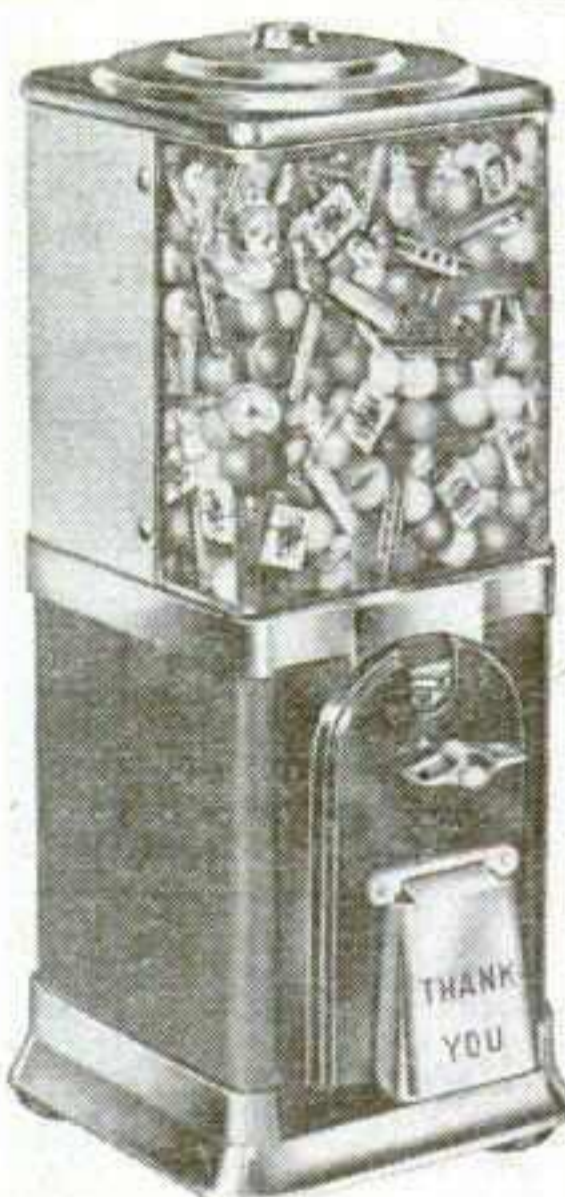
Size: 26" Wide, 18" Deep, 53" High.

EASY TO SERVICE EASY TO COLLECT

Unique in Design and Beauty



TOPPER DeLUXE GLOBE STYLE. Outstanding Bulk Vendor of the Industry—Proven on Thousands of Locations. Noted for Precision Vending. Large Glass Globe Holds 8 Lbs. 210 Ball Gum. Wear Resistant; High Gloss Duranite Finish. INCREASE YOUR PROFITS—CUT SERVICE COSTS WITH VICTOR.



TOPPER DeLUXE HALF-CABINET STYLE. Beautiful—Durable. Vends 1¢ Bulk Candies—Ball Gum & Charms—Peanuts. Strong, Wrap-Around Plastic Front. Finished in Brilliant Colors and Glistening Chrome. For Lasting Dependability—Buy VICTOR.

### THE NEW VICTOR VENDORAMA

VENDS ALL TYPES OF BULK MERCHANDISE: 1c, 5c, 10c, 25c

- Features:
- Top Fill
  - Removable Cash Box
  - Large Capacity 10½ Lbs. of 210
  - Easy Servicing



- |   |   |   |   |  |
|---|---|---|---|--|
| Bernard K. Bitterman<br>4711 E. 27th St.<br>Kansas City, Mo.<br>WA 3-3900<br>Iowa, Neb., Mo., Kan., Colo.         | Champion Nut Co.<br>1194-1198 Tremont St.<br>Boston 20, Mass.<br>Highland 5-8935<br>Mass., Conn., R. I., N. H., Vt., Me.<br>Ed Flanagan | Ellingworth Supply Co.<br>659 Adams St., N.E.<br>Mpls. 13, Minnesota<br>Sunset 8-6972<br>Minn., N. D., Mont., S. D., Wyo. | Graff Vending Supplies<br>2817 W. Davis<br>Dallas 2, Tex.<br>Whitehall 8-7117<br>Okla., Ark., Tex., Miss., La., N. M., Ariz.              | H. B. Hutchinson, Jr.<br>1784 N. Decatur Rd., N.E.<br>Atlanta 7, Ga.<br>DRake 7-4300<br>N. C., Ala., S. C., Tenn., Ga., Fla. |
| Logan Distr. Co.<br>1850 W. Division<br>Chicago 22, Ill.<br>HUMboldt 6-4870<br>Ill., Ind., Ohio, Wis., 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., Utah and Hawaiian Islands | Veedco Sales Co.<br>2124 Markot St.<br>Phila. 3, Pa.<br>LOCust 7-1448<br>Pa., N. J.  |

## ★ ★ ★ VICTOR VENDING CORPORATION ★ ★ ★

### SIGNAL FLASHLIGHT

"... really glows in the dark"  
**VACUUM-PLATED CHARMS**  
 1M to 4M—  
 \$12.00 per thousand.  
 5M and up—  
 \$11.00 per thousand.

at your distributor or  
**Guggenheim**  
 INC.  
 33 UNION SQUARE  
 N.Y.C. 3, N.Y. • AL. 5-8393

### CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.  
**EASTERN ELECTRIC CIGARETTE,**  
 10-Col., all coin, 25c & 30c... \$75.00  
**NATIONAL 9-M CIGARETTE,**  
 25c & 30c ..... 85.00  
**8-COLUMN CRUSADER,**  
 25c & 30c ..... 57.50  
**8-COLUMN PRESIDENT,**  
 25c & 30c ..... 50.00  
**8-COLUMN DIPLOMAT,**  
 25c & 30c ..... 65.00  
**CONVERSIONS,**  
 (30c to 35c) ..... 7.50  
**8-COLUMN STONERS (pre-war & post-war)**  
**6-COLUMN STONERS (pre-war & post-war)**  
 All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

**NATIONAL VENDING SERVICE CO.**  
 46 Fulton St., Brooklyn 1, N. Y.  
 TRIangle 5-1857

### Guggenheim Ships Glow Flashlights

NEW YORK — New vacuum plated signal flashlight charms are being shipped by Karl Guggenheim Inc., to operators. The items are priced \$12.50 per 1,000 with -10 free globe advertising stickers with each thousand.

The flashlights have a silver-plated body with a luminous plastic tip that glows in the dark allowing youngsters to scare dickens out of their parents by waving them when lights are out.

Guggenheim says the charms are ideal for mixing with the firm's old time staple, glow-in-the-dark-lanterns—with plastic and vacuum plated frames. Price of the lanterns is \$11.50 per 1,000 for plastic and \$15 per 1,000 for vacuum frames.

### WORLD'S GREATEST RINGS



Eight (8) different RINGS—the kind teen-agers (the Big Spenders) like.  
 5,000 and up \$13.50 per 1,000  
 1,000 to 4,000 \$15.00 per 1,000  
 F.O.B. Jamaica, N. Y.  
 Prompt Delivery  
**SAMUEL EPPY & CO., INC.**  
 91-15 144th Place, Jamaica 35, N. Y.

## Tourist Souvenir Shop Is Top Charm Location

DENVER—Where bulk vending machines are located in a souvenir atmosphere charms will outsell any other item, in the experience of Lou Malone, head of Kap's Vending Company here.

Malone has had considerable experience in recent years in bulk vending operations in the Colorado Rockies west of Denver. One of his most outstanding spots is the famous Buffalo Bill Museum, near the Western pioneer's grave atop Lookout Mountain, only 15 miles west of the city.

Lookout Mountain, both because of its height and because of an awesome hairpin-turn road which leads up the face of the mountain, is a natural for tourists and attracts upwards of 300,000 visitors each year.

#### Attractions

The museum has such attractions as a complete restaurant, gift shop and souvenir shop, and is open all year round.

Malone has more than 15 bulk machines at the museum, some in the restaurant, others on an observation deck which looks east toward Denver and the Great Plains, more in the gift shop, entrance and even on the playground outside. Some are triple-header units, some doubles and the rest singles, mounted on individual stands.

### From Scratch

Phillips Company for the last 10 years. The company is the distributor for all lines of machines, however it does not handle nuts or candy.

"We try to handle all the latest charms and carry a large selection of them," Phillips said. Most of the new charm items, he continued, are tested before they are actually sold to operators. Phillips' 600-machine route is used as the testing grounds, and generally there is very little loss from charms not moving, he said.

Phillips, 53 years old, started in the bulk vending industry in Milwaukee in 1941. The 1,000-machine route which he sold five years ago was the S-P Distributing Company.

The operator-distributor was a charter member of the National Vendors Association, and has served as secretary and later treasurer of the group. He was also a member of the board of directors of NVA for several years. His other activities include membership in the Meadowbrook Country Club, Columbian Club, B'nai B'rith and the Shriners. He also is a thirty-second degree Mason.

#### Sports

Phillips is an avid basketball fan, and was instrumental in getting Ben Kerner, owner of the St. Louis Hawks, to transfer his franchise from Milwaukee to St. Louis. He and Kerner have been friends for many years.

Asked how long has he been an avid basketball fan, Phillips replies: "Since the Hawks moved to St. Louis."

The distributing company owner's hobby is playing gin rummy, altho he admits the science of the game "is not playing." He also likes to watch television, and takes about four vacations—generally two weeks each—a year. His favorite vacation spots are Florida and Hot Springs.

#### Wife Active

Phillips and his wife, Sarah, have been married for 15 years. Mrs. Phillips is president of the St. Louis region of the Woman's American ORT.

Speaking of his business again, Phillips said an accountant picks up the company's records every three months and keeps books for the firm.

### AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

1c, 5c, 10c or 25c Operation

Vends flat packs up to 1/2" x 2" x 3 1/4". Advance coin defector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone Today.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

### J. SCHOENBACH

Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.  
 715 Lincoln Place Brooklyn 16, N. Y.  
 PResident 2-2900

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_

Fill in coupon, clip and mail to:  
**KING & COMPANY**  
 2700 W. Lake St. Chicago 12, Ill.  
 Phone: KE 3-3302

**We handle complete line of machines, parts & supplies.**

Also Ball Gum, all sizes: 1/2 Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies: 1 Hersheys 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

**MANNY RAKE SAYS:**

THE NORTHWESTERN GOLDEN '59 IS THE FINEST FOR PERFORMANCE & SERVICE

Complete line of machines and equipment always in stock.

**RAKE COIN MACHINE EXCHANGE**  
 609A Spring Garden Street Philadelphia 23, Penna.  
 Phone: WALnut 5-2676

\$

SAVE OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY SAVE

### STANDARD SPECIALTY CO.

1028 44th Avenue Oakland 1, Calif. Phone: AN 1-9037

MANUFACTURERS & DISTRIBUTORS OF:  
 Panned Candies • Gum • Vending Machines • Parts & Supplies

\$

Four gay new items to spark winter-logged machines . . .

**LANTERN**, with four sides, \$10.00 per M . . . **BABY DOLL**, with painted eyes, mouth and toes, \$10.00 per M . . .

**JUMPING BEANS**, with painted faces, \$5.00 per M . . .

**WHISTLE**, new perfect size for vending, \$5.00 per M (all prices for 5M or more).

**SURE LOCK**, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

Ask About Our ATLAS Finance Plan

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

ATLAS MASTER . . . The proved 1c-5c Vendor

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 "TRADING POST"**

Premium Stamp Vendor  
 The most revolutionary idea in the vending business. Kids save the stamps just like Mom . . . get valuable prizes for them. Here's a real profit-maker for operators. Get the full story now from your Oak Distributor.

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 Eglington West  
 Toronto, Ontario, Canada

**OAK SALES COMPANY**  
 2033 Fifth Avenue  
 Pittsburgh, Pennsylvania

**OPERATORS VENDING MACHINE SUPPLY CO.**  
 1023 South Grand Avenue  
 Los Angeles 15, California

**SAMUEL J. PHILLIPS CO.**  
 4372 Lindell Boulevard  
 St. Louis 8, Missouri

**QUEBEC VENDING CO.**  
 109 Commissioner St. West  
 Montreal, Quebec, Canada

**RAKE COIN MACHINE EXCH.**  
 609 Spring Garden Street  
 Philadelphia 23, Pa.

**JACK SCHOENBACH**  
 715 Lincoln Place  
 Brooklyn, New York

**SOUTHERN ACORN SALES**  
 526-30 Bruns Avenue  
 Charlotte 8, N. C.

**STANDARD SPECIALTY CO.**  
 1028 44th Avenue  
 Oakland, California

**STAR VENDING SUPPLY CO.**  
 6327 Calhoun Road  
 Houston 21, Texas

**T. T. VENDING SALES CO.**  
 2065 Milwaukee Avenue  
 Chicago 47, Illinois

**OAK MANUFACTURING COMPANY, INC.**  
 11411 Knightsbridge Ave., Culver City, California



## The Billboard's New Coin Machine Price Index

**Coming-January 25-** A COMPLETE, ACCURATE, TIMELY INDEX OF  
USED PHONOGRAPHS AND COIN GAMES

### The Billboard's New Price Index . . .

# STARTING NEXT WEEK

Beginning with the January 25 issue of The Billboard, the most complete and comprehensive price index ever published for used coin games and automatic phonographs will make its debut.

Initially, some 500 listings—virtually every game made during the last six years and every automatic phonograph made during the last 10 years—will be included.

Within a couple of weeks, listings of all used kiddie ride models will be added, and later the list will be augmented with prices of used manual and electric cigarette machines. Within the next few months the list will contain some 700 items.

Traditionally, used coin machine price indexes have been compiled from advertised prices. While this system was not without merit, it often fell short of giving realistic prices of all equipment.

The Billboard's new Coin Machine Price Index is based on a completely different theory. Published prices are based on actual sale prices quoted by distributors to operators.

Some 30 key distributors, geographically balanced and representing every coin game and juke box manufacturer, participate in the poll.

Each distributor takes the average between thoroughly reconditioned and "as is" equipment for each given model. Reports on each model are individually averaged, and the published price represents the mid-joint between reconditioned and "as is" equipment.

Distributors are mailed regular report sheets, and the results are compiled by The Billboard statisticians for each issue.

The Billboard's new Coin Machine Price Index was nearly a year in preparation. Before it was put into effect, every distributor in the nation was solicited for suggestions, and operators from all sections of the country were consulted. The result was that the new concept was overwhelmingly approved.

## COINMEN COMMENT

*Here are just a few excerpts from recent letters*

"We certainly appreciate this step forward in pricing used equipment at the actual sales price. The index will be that much more down to earth and will reflect the true picture of used equipment."

Meyer C. Parkoff, Atlantic New York Corporation, New York.

"You stated that you wanted to introduce a new type of price index with actual prices. We think that this is a very good idea. Most certainly, it will be quite a big help to distributors."

Norwood E. Veatch, Central Distributors, Inc., St. Louis.

"I think the time has come that someone should take a step as you have outlined here. It is time, however, now that we have a realistic price list created by real honest to goodness people who will give you authentic prices for which merchandise should be sold."

David Rosen, David Rosen, Inc., Philadelphia.

"We think it is very commendable of you that you are now thinking in terms of what the industry has needed for many years."

A. J. Loveday, Friedman Amusement Company, Atlanta.

"It seems to me that your approach is a sensible one. We never found indexes to be practical simply because they are too easily influenced by any individual with an ax to grind. A sane and sensible index based on reliable regional reports should fill the bill. I hope yours will be just that."

E. W. Holyfield, Dixie Coin Machine Company, New Orleans.

"We feel it will present a more realistic price guide than advertised prices which are sometimes aimed at the foreign market and thus boosted to cover additional handling expenses."

Michael Spagnola, AMI Sales Company, Chicago.

## New Kinds of Models Would Signal Successful '60 for Games Business

93 Entries Introduced in '59 by Mfrs.; Five-Balls, Shuffles, Guns Up From '58

### Game Introductions 1954-1959

	1954	1955	1956	1957	1958	1959
Shuffle Bowlers	30	23	4	2	9	12
Ball Bowlers	0	0	2	13	9	9
5-Ball Pins	17	19	21	24	19	21
In-Line Pins	13	8	10	3	5	5
Pool Games	0	30	52	14	5	4
Gun Games	15	10	6	4	5	7
Baseballs	4	6	3	1	4	4
Kiddie Rides	7	7	7	13	10	9
Other Pieces	27	27	28	19	28	22
<b>Totals</b>	<b>113</b>	<b>130</b>	<b>133</b>	<b>93</b>	<b>94</b>	<b>93</b>

By KEN KNAUF

CHICAGO — The 1959 coin game year was on an even keel with 1957 and 1958 in terms of number of new models introduced, even tho it was considered by many a below-par year in collections and sales.

Records kept regularly by The Billboard show that 93 new models rolled off production lines last year, compared to approximately the same number in each of the past two years. The fly in the ointment, however, is that none of these 93 new models created unusual excitement or activity in the trade.

As a result, the 1959 game year was largely disappointing. Manufacturers kept up a steady stream of five-balls, shuffles, ball bowlers and guns moving to the trade, while the new-type units that were introduced from time to time thru the year made limited gains.

#### Scene Could Change

There is no question that manufacturers must evolve some brand-new versions of coin games to change the sales and collections climate in 1960. A hot new legal game would do wonders for all segments of the industry.

Five-ball pins, shuffle bowlers and guns increased in number of models introduced over 1958. Five-balls jumped from 19 to 21; shuffles from nine to 12, and guns from five to seven.

Ball bowlers remained at an even nine; baseballs at an even four, and in-line pins at an even five.

#### Pool Still Goes

Number of pool models introduced dropped from five to four, and kiddie rides slid from 10 to

nine. (See accompanying chart for six-year comparison of standard models.)

What's the forecast for 1960? We hesitate to make any predictions, despite the fact that we did rather well forecasting 1959 a year ago. So much depends on whether or not a really strong new game appears. If it comes, it would follow that such standard introductions as shuffle and ball bowlers would be cut back to make room for the new game on production lines. Without such a new game, shuffles and ball bowlers are likely to keep coming in as large a quantity as last year.

The pinball field remains somewhat of a question mark, altho the number of manufacturers making in-line models has dropped from two to one. Legal decisions now pending in courts thruout the nation will affect the future of these games, long regarded as a mainstay by many in the game trade. Overall in-line business, however, has declined considerably in the past several years due to legal actions.

#### 5-Balls Steady

Five-ball pin business, on the other hand, has been relatively unaffected by legal problems to date, and figures to enjoy continuing success in the 1960 year. Spot legal problems in respect to free plays in some areas could hinder the five-ball trade, however.

Checking over our forecasts for 1959, made a year ago, we find that we came fairly close—and often right on the head—in our figures. We predicted the number of shuffle bowler introductions (12), which showed an increase from 1958; the number of baseball games (four), which remained level

with 1958, and the number of pool models (four).

We predicted 10 ball bowlers (there were nine), and eight kiddie rides (there were nine). We were farther off on guns. We predicted four and there were seven, and were farthest off on five-balls, predicting 15, while actually there were 21. Considering the greater number of introductions, we were fairly close in guessing the number of novelty games to bow. There were 22 and we guessed 24. Our prediction of 85 models of all types missed by eight.

Five-ball pins again led all other types of models in introductions last year. There were 21 five-balls,

(Continued on page 91)

## United Music Boosts Kraehmer, Johnson



Glenn Johnson



L. T. (Roy) Kraehmer

CHICAGO—The promotion of L. J. (Roy) Kraehmer to the post of executive vice-president in charge of sales, and Glenn Johnson to vice-president in charge of engineering, was announced last week by United Music Corporation. Both men have been with the United Engineering staff.

Kraehmer, who takes full charge of the United music line, said the move was part of a re-organization and expansion program by the firm. Said Kraehmer, "We plan, during 1960, to expand our music product line and our marketing and distribution, both on the domestic and foreign level."

Kraehmer joined United three years ago, when United first began its marketing move in the phonograph field. He started as a technical assistant to the vice-president and served in various capacities in sales and engineering. Before coming to United, he spent 10 years in radio and TV sales and engineering with Hallicrafter Company and Motorola.

Johnson has been with United 10 years as an executive engineer in charge of special products, and has worked continuously on the United phonograph line since its inception.

## Mfrs. Solid for Stereo in '60

By NICK BIRO

CHICAGO—Juke box manufacturers are giving stereo a solid vote of confidence for 1960. All are committing themselves heavily to stereo with their future model lines and one firm—Rock-Ola—has gone so far as to drop monaural phonographs altogether.

Industry figures show that stereo was a substantial leader during the past year as well. One company, Seeburg, didn't even have a monaural juke box in its line, and Wurlitzer was close behind, selling stereo at the astounding clip of 75 per cent of total domestic output.

AMI and Rock-Ola each estimated their stereo production at about 40 per cent of total, but of these, AMI sold a large number of conversion kits for their recent model machines, and Rock-Ola has indicated the trend of its thinking by switching completely to the binaural line for the coming year.

#### No Singles

All manufacturers were unanimous in criticizing the lack of current stereo single hits as being the new sound's chief obstacle. Several, however, voiced a hedge.

Most confident of these was Kurt Kluever of Rock-Ola who said a good part of their decision to go all the way with stereo was based on their belief that record manufacturers would be producing the singles at a much greater clip for the coming year.

Tom Herrick of Seeburg also pointed out that several record companies were doing an outstanding job with stereo, chief of these being ABC-Paramount, RCA Victor, M-G-M Records, Mercury and Dot, and felt the rest of the industry would soon follow suit.

#### Dealers

Herrick added it wasn't merely the record companies, but the retail dealers who had to be convinced to stock the stereo merchandise. He felt however that the trend was now obvious and that dealers would

soon fall in line as production of the stereo disks became more evident.

Possibly the biggest question mark in the record end of the business was the problem of 33 r.p.m. singles. Two of the firms—Seeburg and AMI—indicated their feelings by designing their machines to play the 33 r.p.m. speed interchangeably with the 45 disks—Seeburg as an integral part of its machine and AMI with a kit.

The Seeburg view, expressed by Herrick, is that 33 stereo singles might very well become a factor in the business. "We're very interested in the new singles, because we feel they might become identified exclusively with stereophonic sound and that 33's might become the stereo single of the future."

#### Just in Case

At AMI, E. R. Ratajack was a

little more cautious, saying "it's a little too early to tell, but we're covering up with our kit, just in case."

Wurlitzer and Rock-Ola were non-committal. Both Rock-Ola spokesman Kluever, and Wurlitzer's Robert Bear, said their firms would follow the progress of 33's closely, but it was too early to tell whether they would make any adaptation on their lines.

Bear however was strong in predicting that stereo would be the standard machine of the future. He said the firm expected to sell stereo over monaural by at least four to one for the coming year, based on estimation by their distributors.

#### 200's Favorite

He said the 200-selection machine was the favorite with their

(Continued on page 87)

## Chi Dynamics Makes Custom Bowling Alley

PITTSBURGH—Chicago Dynamics Industries, long a major factor in the coin game field, has completed a custom bowling alley job for the Recreation Bowling Center here.

According to Mort Secore, Chicago Dynamics executive, the 26½-foot alleys feature automatic pin setters, automatic scoring and many features associated with the firm's long coin bowler, altho the Pittsburgh installation is not coin operated.

The Recreation Bowling Center, which opened Tuesday (12), is designed for league play and bowling parties. Payment for bowling is made at the cashier's counter, with an automatic control light indicating the alley is ready for play.

#### 12 Alleys

As Pittsburgh is a duck pin area or regular bowling, the 26½-foot alleys are fairly close to the regular

bowling alley. Fred Berger, who owns the installation, charges 15 cents a string for bowling on the 12 alleys. Regular bowling is 25 cents a string here, while the coin long bowlers get 10 cents.

Coin equipment in the installation includes shuffle alleys, baseball games and ski-ball. Coin candy and drink machines are also on the location.

While the location is not primarily considered a youth center (persons of all ages comprise the patronage), Henry Robbins, a veteran amusement arcade man and youth worker, is resident manager and provides supervision for the youngsters.

Berger, who owns the installation, also has coin game installations in supermarkets in the Pittsburgh area.

Hours at the Recreation Bowling Center are noon till midnight, seven days a week.

## Indiana Supreme Court Weighs Anti-Pin Ruling

INDIANAPOLIS—The fate of the State's anti-pin law is in the hands of the Indiana Supreme Court. Oral arguments over the constitutionality of the statute were heard last week by the five-man tribunal on an appeal by Peachey & Ward Vending Company, Indianapolis distributor.

Challenging the constitutionality of the law, John Royle, attorney for the coin machine company, asked for the reversal of a decision by Marion Circuit Court Judge John Niblack.

In a ruling last May, Judge Niblack held that pinball machines equipped with counters for indicating free games are gambling devices.

#### 1953 Decision

In his argument, Royle recalled

a decision handed down by the court in 1953. At that time the tribunal invalidated the Hasbrook anti-pin law on the grounds that it was discriminatory in that it prohibited pin gaming in public places while permitting it in clubs.

Royle contended that the prohibition applied to "professional" gambling in the 1957 law and is similarly discriminatory and similarly unconstitutional.

He said further that there was no evidence to support the charge that the machines were used for gambling.

In answer, Howard Whitecotton, Marion County deputy prosecutor, described the operations of a pinball machine in an effort to show that counters are used for the purpose of payoffs.

## Slum Clearance Costs Conn. Operators Stops

By ALLEN M. WIDEM

HARTFORD, Conn.—Connecticut coin machine business is off—some 15 to 20 per cent—from the similar period a year ago, and much of the revenue loss can be attributed to the multi-million-dollar city redevelopment projects in various stages of preparation throughout the region, according to Abe Fish, of General Amusement Game Company, and acting president of the Connecticut Coin Machine Operators' Association.

"While each city's major renewal and slum clearance plans sound very well and good, the obvious fact that as older buildings containing heretofore excellent locations for coin machines are

torn down, the coin machine industry loses revenue while awaiting new structures on the same site," he said.

"Certainly, every industry-minded individual within Connecticut's borders is concerned over where to bring up the slack that will obliterate the difference in business between 1960 and 1959, but there are just so many good-paying sites and so many second-grade sites and by the time you can build a second-grade site into a top grosser, comparable to what went before, weeks and even months go by.

"Of course, the ideal solution would be for the State coin as-

(Continued on page 88)

## Pa. Game Confiscation Halted

HARRISBURG, Pa.—Pennsylvania's Attorney General Anne X. Alpern last Monday (11) issued an order to State Police not to confiscate any more multiple-coin pin-ball machines.

Miss Alpern issued the order to State Police Commissioner Frank G. McCartney after the State Supreme Court handed down a ruling two days earlier restraining the attorney general from destroying any of the machines which were declared illegal by that tribunal on November 24.

In her statement, the attorney general did not say the machines were again legal. Her action was viewed simply as a reprieve until the amusement machine industry attorneys have a chance to file an appeal with the U. S. Supreme Court on the ban.

The latest ruling could be viewed as somewhat of a victory for the industry, since it has been fighting to keep the machines in use until the appeal could be filed.

Just when this will happen is not known.

The industry attorneys had contended that the intent to file an appeal in itself was sufficient to keep the attorney general from seizing the machines.

But Miss Alpern disagreed. She said she was not required to rescind her order until the actual appeal was filed. The attorney general changed her mind, however, in light of the State Supreme Court's order restraining her from having the machines, which were ruled "gaming devices," destroyed.

Actually, the ruling was handed down on a petition by an Ameri-

can Legion Post in Uniontown, Fayette County. It was here the whole thing started. State police raided the post in 1957 and confiscated 17 in-line machines.

### Court Appeal

The County, State Superior and State Supreme courts upheld the action. But since the machines were banned as of January 1, and the State attorney general announced plans to destroy all that were confiscated, the Legion post appealed to the court to keep the State from destroying them.

The State tribunal in its order directed that the machines be kept intact pending an appeal in the case to the United States Supreme Court.

Such an appeal has been talked about for several months, but was not yet actually filed at this writing.

## Exhibit Supply Moves Plant, Skeds Output

CHICAGO — Exhibit Supply Company has moved most of its production facilities to its new factory at 4719 W. Lake Street, here.

Chet Gore, Exhibit president, said his firm will be in full production on card venders and penny cards by February 1.

Gore said that soon after this date, Exhibit will begin working on its plans to re-enter the Arcade coin machine field with new products. He said that the firm would continue to concentrate on card venders and cards, and that he had no plans to resume output of location-type coin games, but would introduce new coin games for use at Parks and Arcades.

Exhibit's plan to re-enter the Arcade machine field were first reported in The Billboard, November 30.

## Jukes Jazz All Night

NEWPORT, R. I.—Juke boxes can now play all night in Newport.

An amendment to the city's coin machine law, passed by the city council, strikes from the existing ordinance a prohibition against operation of juke boxes between 1 and 6 a.m.

Councilman Erich A. O'D Taylor explains that the change in law will help all-night restaurants.

## Sweet Music Revival to Boom Juke Box and Record Business: Ratajack

CHICAGO—Both the juke box and record businesses are in for a revival, and a national return to sweet music is going to cause it, according to Edward R. Ratajack, vice-president of AMI, and a veteran of the music trade.

Ratajack says rock 'n' roll is already on the way out and that sweet music of the 20's and 30's is going to take its place. He points to increased re-issuance of old standards by such solid hit-making artists as Doris Day, Julie London, Keely Smith and Louis Prima, as the first signs.

Other artists will very soon follow suit, Ratajack feels, and by next summer, the sweet music trend should be in full swing. Nor does he feel the music will foster a new audience either.

### Teens

"They'll still be the teen-agers, but the tastes have changed."

The new old sound will be a boom for the juke box business because this is the traditional juke box music, the AMI vice-president adds.

"The average age of tavern and cocktail lounge patrons is such that they prefer to listen to tunes that were favorites when they were younger. Let's face it, the juke box is selling nostalgia. People love to regress. They want complacency, a desire to go back to the 'good old days.'"

### New Flood

The revival will also develop a new sweet music, Ratajack feels. In won't be long before your composers and arrangers start develop-

ing the new songs—but along the sweet music vein.

The sum effect will be to have new tunes, new arrangements and new bands and groups developing today's music but with the sweet and nostalgic influence.

Ratajack cites the popularity of Wayne King, one of the real old-time greats, "who programmed according to the daily papers.

### Read Papers

"King used to read the papers a couple of hours before his show. If the news was disturbing, he would feature soothing music, if the day's news was dull, the jump music took over.

"I used to listen to King before going to bed at night\*and afterward I slept like a baby," Ratajack grinned.

The sweet music trend, however, isn't going to eliminate rock music all together. There will always be the honky-tonk and jive-type spots where jump music will be popular.

These aren't the majority of spots, tho, says Ratajack, estimat-



Ed Ratajack

ing they currently comprise about 10 per cent of the average operator's locations.

These have traditionally been the

(Continued on page 88)

## WURLITZER SAYS MERGER RUMORS ARE BASELESS

NORTH TONAWANDA, N. Y.—Rumors that the Wurlitzer Company was negotiating with Ling-Altec Electronics for a one-for-two stock exchange were emphatically denied by a top Wurlitzer executive. The report, published in the Wall Street Journal, had the electronics firm in the process of acquiring the 103-year-old juke box and musical instrument company. The stock of both companies is sold over the counter. E. L. Hahne, Wurlitzer treasurer, gave short shrift to the report. Here is his statement: "Rumors of a merger are without foundation. We have been communicated with informally, but have received no formal proposals." Hahne added that no serious consideration is being given such a merger. Another top company executive said that any such move in the near or foreseeable future is highly unlikely.

## IRS Rules on Delinquency Penalties

WASHINGTON — The Internal Revenue Service has ruled that the on-time filing of a coin-operated amusement device tax return for a machine which is later determined to be a coin-operated gaming device does not preclude the assessment of a delinquency penalty for failure to file a return for a gaming device.

At the same time, the Service ruled on the applicability of the delinquent filing penalty for failure to file a coin-operated gaming device return when the penalty for underpayment due to fraud is applicable.

Full text of both rulings follows:

**Section 6651.—Failure to File Tax Return Rev. Rul. 59-405**

The timely filing of a coin-operated amusement device tax return for a machine which is later determined to be a coin-operated gaming device does not preclude the assessment of the delinquency penalty for failure to file a return for a coin-operated gaming device, provided in section 6651 (A) of the Internal Revenue Code of 1954. Under such circumstances, a credit or refund of the special tax paid on the coin-operated amusement devices is allowable.

Advice has been requested whether the timely filing of a return for a coin-operated amusement device which is later determined to be a coin-operated gaming device precludes the assessment of the delinquency penalty for failure to file a return for the coin-operated gam-

ing device. Further advice has been requested whether, under such circumstances, a credit or refund of the special tax paid on the coin-operated amusement device is allowable.

For several years a person timely filed a return on Form 11-B, Special Tax Return, and paid the special \$10 tax on coin-operated amusement devices which he maintained for use on his premises. Subsequently it was determined that such machines were in fact coin-operated gaming devices rather than amusement devices.

Under the provisions of Section 4461 of the Internal Revenue Code of 1954, a special tax is imposed upon every person who maintains for use, or permits the use of, on any place or premises occupied by him, a coin-operated amusement or gaming device as defined by Section 4462 of the Code.

Section 6651 A of the Code provides, in part, that in the case of a failure to file a required return, unless it is shown that such failure to file a return is due to reasonable cause and not due to willful neglect, there shall be added to the amount required to be shown as tax on such return 5 per cent of the amount of such tax if the failure is for not more than one month, with an additional 5 per cent for each additional month or fraction thereof during which such failure continues, not exceeding 25 per cent in the aggregate.

Section 6402 (A) of the Code provides the general rule that in the case of any overpayment, the Secretary of the Treasury or his delegate, within the applicable period of limitations, may credit the amount of such overpayment, including interest thereon, against any liability in respect of an Internal Revenue tax on the part of the person who made the overpayment and shall refund any balance to such person. Under the provisions of Section 6401 (C) of the Code, an amount paid as tax shall not be considered not to constitute an overpayment solely by reason of the fact that there was no tax liability in respect of which such amount was paid. Section 6511 (A) of the Code provides in part, that a claim for credit or refund of an overpayment of any tax imposed under the Code, in respect of which tax the taxpayer is required to file a return, shall be filed by the taxpayer within three years from the time the return was filed, or two years from the time the tax was paid, whichever of such periods expires the later, or if no return was filed by the taxpayer, within two years from the time the tax was paid.

Also the special taxes on coin-operated amusement devices and coin-operated gaming devices are imposed under the same section of the Code, these devices are separate

(Continued on page 88)

## Former Coin Union Official Files \$75,000 Slander Suit

GARY, Ind. — Allegations of questionable juke box practices as voiced before the McClellan Committee last June is expected to be re-explored when the \$75,000 slander suit brought by John Testo, former general organizer of the National Union of Automatic Equipment and Coin Machine Operator Service and Repairman, is heard in a Gary court room next spring.

Superior Court Judge Anthony B. Roszkowski has been selected to serve as special judge in the action of the Gary labor leader against former Prosecuting Atty. Metro M. Holovachka.

Testo told the committee that he gave up his position in the union because of pressure and threats partially exerted by Holovachka.

### Testo Charge

The slander alleged by Testo was committed by Holovachka in his

testimony before the committee, Testo charges.

Holovachka served as Lake County prosecuting attorney from 1953 thru 1958. He was appointed chief deputy prosecuting attorney when his successor took office in 1959. He resigned after his appearance before the McClellan Committee.

The Testo union is incorporated as a not-for-profit corporation under Indiana law. A charter was issued to him by the Indiana secretary of state in 1947. National headquarters of the union and of its first local are in Gary.

At one time the union claimed to have organized several locals in various sections of the country, one of which was known to be in California and the other in Wisconsin. Expected pleadings and motions may delay the hearing until May or June, according to Richard L. Howard, Testo's attorney.



**East**

**PHILADELPHIA NOTES**

Nat Solow, Bill Adair and Marvin Stein of Eastern Music Systems Corporation, Philly Seeburg distributors, celebrated their second anniversary in business with their employees at a party in their offices. The employees presented each of the bosses a gift. Nat and Henny Solow also celebrated their 18th wedding anniversary last month.

Barney Trotman, of G. I. Specialty Company, a local operator, held a reception at the Adelphia Hotel December 19 to mark the Bar Mitzvah of his son, Michael. . . . Meyer Frank, who operates Frank's Arcade at Ocean City, N. J., a veteran of the business since 1923, welcomed his third great-grandson into the family recently. The boy, Robert Carroll Pole, weighed eight pounds, four ounces when born at Kingston, Pa. *George Metzger.*

**WASHINGTON NOTES**

Michael Bushdid, operator of the Game Room at National Airport, says the many holiday travelers whiling away time between flights boost collections considerably. Season is particularly good for photo machines, too, according to Bushdid. He has a number of them on location in variety stores.

Cold weather has boosted sales at Coffee Time in nearby College Park, Md. Dick Colt says hot chocolate and coffee are doing well. Coffee Time took over Kwik Kafe operations some time ago. James Bowen, former manager of Kwik Kafe, now has his own route of milk vending machines.

Local Arcades are doing well, thanks to the increasing number of shoppers in the downtown area. Donald Epstein says his Playland Arcade is seeing lots of activity. Epstein's vending operation, the Don. E. Vending Company, is also doing well. *Delores Poe.*

**Midwest**

**CHICAGO CHAT**

Dave Brody, sales chief for J. F. Frantz and a local operator, seen with popcorn machines and peanut machines in one arm and counter games in another. How about a match, Dave? . . . Norman Fiedler, Bernie Lazar, Stanley Mack and Ray Nicolei, all Windy City operators, getting together for a weekly poker session. The boys are also golf addicts.

Bernie Lazar, by the way, has purchased a Cadillac. He won't have any of these compact cars. With the help of his trucker, George Massey, Bernie is able to squeeze into the Caddy.

Lee Sherman is handling servicing and watching the shop at Clover Music. . . . Colonel Lewis has added another canine. She's Queen Falana, a prize pedigree Doberman. Colonel's old reliable watchdog, Champ Jeff, is approaching the nine-year mark. Lewis says he's sending Queen Falana all the way to Florida to have her mated in style.

Operator Art Cozzoline just had his service truck painted, and it looks good. . . . Bill Miller, local serviceman, is now handling Lou Shudnow's servicing calls in addition to the many other operator accounts he has here.

Bill Brennan is working the bowling alleys on the South Side, rated as tops, collection-wise. . . . Elmer Schmitt polishing up the Arcade at the Greyhound Bus Depot on Randolph Street. He keeps it spic and span, one of the best looking Arcades in town.

George Sussman ready to see his wife and family off to Florida on their annual trip. He saves up all year to send them—a nice gesture. . . . Sam Greenberg very busy on his game and juke route on the South Side.

Tom McCormick, formerly with Keeney as a serviceman and salesman, in town recently for his sister-in-law's wedding. He flew in from Florida, where he works with business machines. . . . Bill Bonnetts Jr. just bought a brand new Chevrolet truck to do his own hauling.

Ralph Sheffield, Midway Manufacturing Company director of sales, commenting on the months-long run of the firm's latest game, Joker Ball. Midway employs some 60 workers at its Franklin Park plant, with day and night shifts. . . . Chet Gore, Exhibit Supply president, hard at work with the rest of his crew shaping up the firm's new site at 4719 Lake Street. Chet claims the hard labor is good for his waistline.

Roy Kraehmer and Glenn Johnson, United Music Corporation engineers, have been made vice-presidents and take charge of engineering and sales on United's phonograph line. Both have been with the firm for years. . . . First Coin Machine Exchange's Joe Kline, Fred Kline and Sam Kolber hoping the city will okay the new Chicago Coin game, Drop Ball, for local operations. Among the ops looking over the model was Dave Polo, Polo Amusements.

Due in town early next month is R. E. Delmotte, manager of Les Usines De Callenelle, Belgian pool ball producer. Delmotte will stop off in New York January 24 and land here in February. . . . Don Fort is the new sales representative of Atlas Music's vending

*(Continued on page 83)*

**OPS SEE GAMES IN ACTION**

**Distrib's Showroom Also Functions As Recreation Spot for Teen-Agers**

MILWAUKEE — Bluemound Arcade, 6100 West Bluemound Road, serves a double purpose for its owner, Sam Hastings, of Hastings Distributing Company. It pays its way as a game room, patronized largely by teen-agers enjoying a wide assortment of coin-operated amusement machines; it also functions as a used equipment showroom.

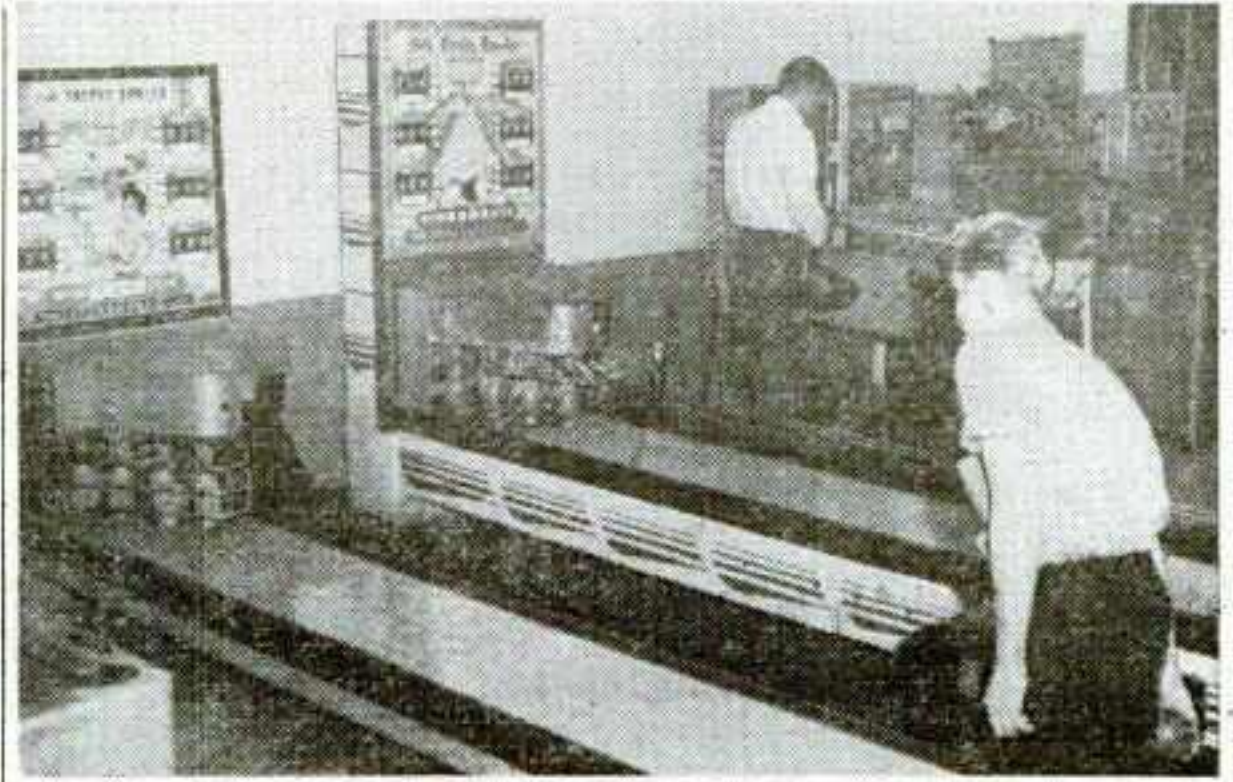
The Arcade was opened last summer. It took over the space in the Hastings headquarters formerly occupied by the merchandise and premium goods department.

According to Sam Hastings, who also is a veteran wholesaler of used music and game equipment: "Operators who stop in to shop for used games or Arcade equipment now can step into our own Arcade and watch the equipment in action. We seem to be able to get more favorable reactions from operators when they can see the machines actually in use. We can also show them more equipment than we could before we opened the Arcade. It has been responsible for a good boost in our equipment sales."

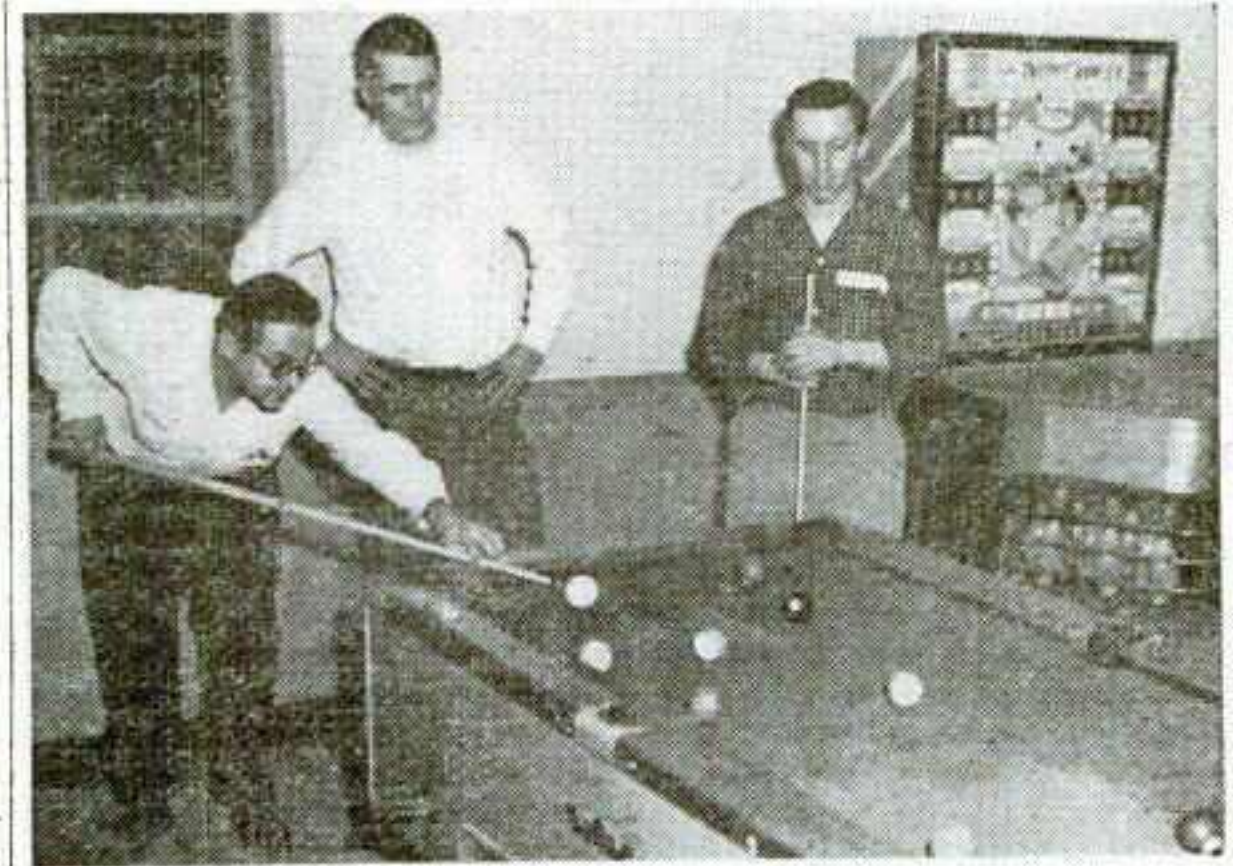
The Arcade takes, says owner Hastings, have been "fairly good." Situated on the west side of town, it is flanked by several heavily populated high schools. It is also close to County Stadium, where the Milwaukee Braves play. "Most of our patronage comes from the high schools in the neighborhood," Hastings claims.

To build interest in the Arcade, Hastings runs advertisements in both high school newspapers. The spot also draws some action "off the street," since Bluemound road is a heavily traveled thoroughfare.

Most of the Arcade traffic comes in the evening, altho there is a heavy spurt of activity during the school lunch hours. During the slack forenoon period, the Hastings staffer in charge of the parts department keeps an eye on the Arcade.



**BLUEMOUND ARCADE'S** equipment includes all types of coin-operated amusement machines. According to owner Sam Hastings, the long bowlers are the most popular machines in the place.



**PART-TIME COLLEGE STUDENTS** help operate the Bluemound Arcade. Here one is shown in white shirt, standing between a couple of Arcade patrons using the coin-operated pool table.

The game room is open daily to 10 p.m. On Saturdays, closing time is at 12:30 a.m. A staff of three people run the Arcade. One of them is the wife of a Hastings employee; the other two are Marquette University students who work on a part-time basis.

**Diversification May Bail Out Operators in Gulf Coast Area**

By AARON STERNFIELD

NEW ORLEANS — Diversification may be the salvation for operators in the Louisiana-Mississippi area. While the region, long a stronghold for in-line games, has been hard hit by the enforcement of the \$250 tax stamp, operator collections are holding up fairly well.

It is no secret that operators would prefer to keep bingos as the mainstay of their routes, for the in-line games are invariably the top earners.

But the operators are making a realistic adjustment. According to Ed Holyfield, partner in the Coin Mart here, Louisiana had some 8,900 in-line games and Mississippi about 4,000 units on location in early 1959. Right now the \$250 federal tax stamp has been paid on about half of these units, with the other half pulled from location.

**Marginal Stops**

As long as the federal tax is paid, local authorities generally will allow the games to operate. But operators are taking a long, hard look at their routes, and are pulling from location marginal earners. They are willing to pay the \$250 tax, but only if the location merits such payment.

In many cases they have replaced in-lines with shuffles, long bowlers or pool games. In other cases they have given up the locations.

But operators here are learning to make more with their existing locations. While some game and music operators here have always operated cigarettes, the number of game and music men going into cigarette operations here lately has grown significantly.

**Few Specialists**

New Orleans and its Louisiana-Mississippi trade area has few music or game specialists. The great majority of operators have both, with an ever-increasing number of them adding cigarettes.

And in-line collections, where the machines have remained on location, are still strong. So even with the loss of about half the in-line games, the operators here are still in fair shape.

Another factor helping the game-music operator in this area has been the introduction of stereo juke box music. Few operators claim that stereo has caused music takes to soar, but many of them agree that the steady increase in play is well worth the investment.

**Convention City**

Fletcher Blalock, the local Wurlitzer distributor, said that the emer-

gence of New Orleans as a convention city is the main reason why he predicts 1950 will be a good year for local operators.

New Orleans, a bar-studded city, has an amazing number of locations in relation to its population, and right now, most of them are humming.

A. H. Zander, who with J. H. Lynch operates the local Seeburg distributorship, reports that many music-game operators are moving into background music, with the emphasis on retail and industrial locations.

**Tax Problem**

One of the biggest problems here is the local tax situation. Here's what it takes to operate an in-line game in New Orleans:

City game tax, \$50; State tax, \$50; charity hospital assessment, \$2.50; police pension plan, 75 cents; personal property, \$20 average; use tax (charged each time a machine is changed on location), \$21, which at four changes a year comes to \$84.

This comes to a grand total of more than \$450, and it takes a pretty good location to carry the freight. With such a tax burden, it is no wonder that operators try to load the location with all the equipment types it can handle to meet expenses.



Ralph Sheffield

**Tempo II**  
Available in 120 or 200  
Selection Phonographs



## ROCK-OLA Phonographs are "Location Engineered" for Perfect Performance in Any Location



**tempo II**  
Twenty-fifth Anniversary Model

The new 1960 Rock-Ola all-purpose stereophonic phonograph is your guarantee of the finest sound and trouble free performance in any type location. From its dual-channel amplifier to its wide range compatible stereo cartridge, the TEMPO II is engineered to fit any location and to play either stereo or monaural music with no expensive internal add-on components.

The exclusive Rock-Ola three position "Tri-Fonic" switch delivers the proper type of stereo or monaural music at the flip of a switch. Only plug-in extension speakers are needed for instant conversion to stereo. No other phonograph offers the famous Rock-Ola dependability plus full flexibility because no other phonograph has the Rock-Ola "Location Engineered" features. Now you can buy an all-purpose stereophonic phonograph for the price you used to pay for a monaural machine.

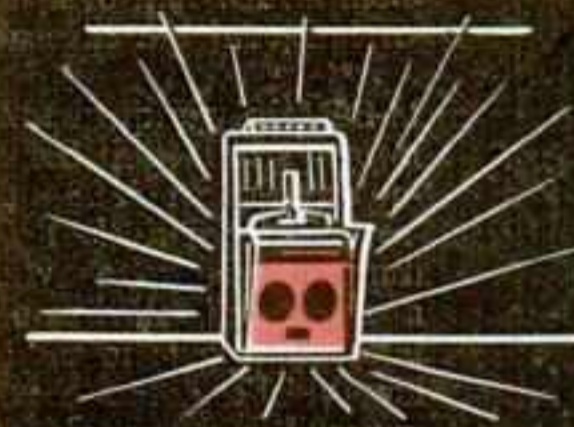
# ROCK-OLA

**THE ALL-PURPOSE STEREOGRAPHIC PHONOGRAPH**

**For Full Details, See Your ROCK-OLA Distributor Today!**

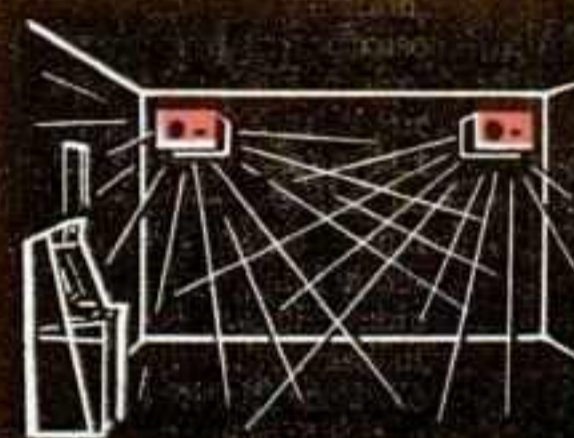
**ROCK-OLA Manufacturing Corporation**  
800 N. Kedzie Ave., Chicago 51, Ill.

**ROCK-OLA'S**  
"Tri-Fonic" Switch  
...a new concept  
in flexibility



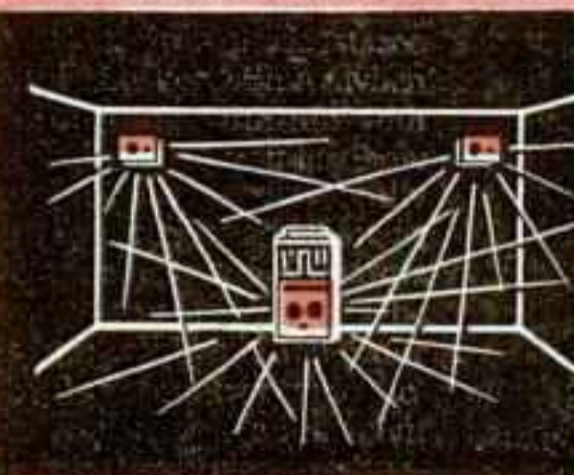
### POSITION A

for monaural play feeds all the sound thru the built-in main unit speakers. The two 12" heavy duty bass speakers and the wide dispersion high compression driver horn are skillfully matched for the finest of high fidelity music.



### POSITION B

cuts out main unit speakers and channels music to the two separate stereo speakers. Allows phonograph to be placed in heavy traffic area while the speakers are placed for best stereo sound reproduction.



### POSITION C

channels the music to the stereo extension speakers and also combines both channels again for broadcast through the main unit speakers. This combined four bass and three tweeter speaker arrangement fully compensates for any location acoustic deficiencies to provide smooth, aural balanced, reinforced stereo.



## European Marketing Methods Are Changing—Rapidly

By OMER ANDERSON

BRUSSELS, Belgium—American firms intending to venture into the European Economic Community (EEC) or Common Market are advised to prepare for radical new methods of doing business.

The Rome Treaty establishing the EEC came into force on New Year's day, 1958. The two years since have been filled with subtle alterations and transformations in traditional European business practices. Already there is talk here in Brussels, headquarters for the Common Market, of an evolution of "Europeanism" as applied to business organization and practice.

EEC officials here believe that this evolution will be particularly striking to the producers of coin-operated equipment in the U. S.

"The American coin machine industry is going to find that operating in the Common Market will be unlike any other orthodox foreign market. The old export market—the traditional or normal market—is a strictly national market," an EEC official explained. "But here the tendency is toward the business practice of 'Europeanism' instead of 'nationalism.'"

### British Trade Irked by Cafe Gaming Case

LONDON—The news that two flipper pinballs and an upright are to be destroyed as the result of a court case at Dartford, Kent, is disturbing British distributors and operators. What effect this may have on the Gaming Bill now being lobbied and debated is part of the worry.

It is expected that the bill, which will make all games legal, will be enacted in July.

The two men concerned in the charges were found guilty and fined 50 pounds each. Police evidence stated that prize money was given out to youths playing all three machines, which were located in a cafe.

It is generally felt that such goings on in cafes is unnecessary, and very harmful to the industry. Private clubs in Britain have a lot of liberty. Cafes have not. Critics of the Gaming Bill will be looking for such cases as ammunition in coming months.

It is felt that direct sales for "a quick buck" could do enormous harm, now that the amusement game business is beginning to boom here, and could seriously affect everyone concerned.

Operator ownership of machines which is nearly 100 per cent in the juke box trade, is the key to success in games, and attempts are to be made by the various associations to maintain this in games.

In New York It's the New HOTEL

### PLYMOUTH

143 WEST 49th ST. NEW YORK

400 ROOMS  
from \$5 SINGLE  
\$8 DOUBLE

COMPLETELY REFURNISHED.  
AIR CONDITIONED. TELEVISION.  
Walking Distance to Radio City TV Center, Theaters and Restaurants.

ROBERT BENSTOCK, Mgr.

More than 1,000 American firms have entered the European market since the birth of the EEC. The executive of one of these firms elaborated, "A new pattern of doing business, a 'Common Market' pattern, is clearly emerging. It means criss-crossing former national boundaries in all fields. It's unlike any kind of business we've ever done before, and we operate all over the world."

The Common Market is housed here in three ultra-modern, American-style structures of glass furnished with chrome office furniture. They house 1,500 EEC staff and officials.

This "Europeanism" begins with the EEC's personnel. The life inside the three structures is a hodge-podge of the six cultures represented by the EEC nations, West Germany, France, Italy, Holland, Belgium and Luxembourg.

The effect is pleasing and the result impressive. The EEC staff is contributed by each of the six countries, but this personnel has the status—and outlook—of international civil servants. They work not for any single government but for the Common Market.

It is amazing to find the personnel of the EEC exhibiting an authentic "European" attitude toward their jobs. They seem to have acquired, even in the short space of two years, a genuine institutional loyalty to the EEC.

Herve Frantz, a Frenchman employed as a statistician, expressed the typical attitude. "We all believe in what we're doing here—the 'European' concept," he told me. "Otherwise we wouldn't be here. We all left good jobs in our various countries to volunteer for this job. We believe in the EEC. We believe we are helping build a better, brighter future for Europe."

Coin machine operations within the Common Market will be—in fact, already to some degree are—influenced by this general evolutionary process.

What already is occurring within the trade bloc suggests that North American, U.K. and even Japanese firms face tough competition on the world market from the new combines forming inside the EEC.

Ever since the Common Market started up two years ago there have been doomsday prophecies concerning the effect of the big market on American competition. But here, finally, are concrete developments upon which to base an evaluation

of the present and prospective trade bloc operation.

These developments strongly suggest, briefly, that indeed some drastic reorientation of world trade patterns may be in the offing. At least the Common Market coin machine industry is proceeding full-speed on this assumption.

This is an effect of the Common Market above and beyond the tariff benefits to its members. It is related, of course, since the larger markets opened up allow for greater ef-

ficiency in some productive operations.

One single bank in Paris last year financed 30 intra-Common Market consolidations. Each was motivated by the new opportunity to enlarge its facilities and grid for a contest in markets outside the Continent. North America was the main target.

As the businessmen of The Six criss-cross each other's borders and conclude deals, it becomes evident that the merger motivation launched by the community treaties extends both vertically and horizontally. Here are some examples:

There has been the direct merger of two companies—one French, the other German—which, in their respective countries, are the largest producers of vertical and horizontal boring, grinding and milling machines. The firms are the Charles Berthiez Company of Givors, near Lyons, and Schiess A.G. of Duesseldorf.

Berthiez accounts for 80 per cent of French production of such equipment, and Schiess, for 70 per cent of German production. The boards of the two concerns have been fused into a single Franco-German board.

This is "Franco-German reconciliation" and "European integration" dramatized in making sense, practical business terms. But for the world trade competitors of such Common Market new-born giants, it can only make for sharpened competition.

Manufacturers of biscuits in Marseilles, Lille and Amsterdam have joined forces to establish a consolidated Common biscuit giant. The French firm of Desmarais Freres, which markets the Azur brand of gasoline, is teaming up with West Germany's BV-Aral concern to establish the Common Market's first international chain of gasoline stations.

Aviation mergers already have been widely noted. There is the

(Continued on page 91)

### EDITORIAL

## No Time for 'Bad Eggs'

The British trade paper, The World's Fair, recently reported on, in an interesting manner, the arrival of a shipment of used coin games from the U. S. The distributor receiving the shipment was apparently delighted that all the machines were in top-notch shape.

Not too many years back it was common practice for an importer of U. S. coin machines to "cross his fingers" as he opened each crate on arrival. We think that such conditions have been, for the most part, alleviated.

It was always good business to deliver quality merchandise to importers at a fair price. But today, with competition from European markets growing sharper by the month, quality merchandise at a fair price is a necessity to further orders.

Here's the report telling of the quality of the machines Kraft's Automatics, Ltd., are receiving from America. We think every U. S. exporter can benefit by reading it:

"... No bad eggs\* in this basket; keeping their fingers crossed (of course) Mark Kraft and son Derrick tell me they haven't had a machine in bad shape yet. So good is the condition that just about all that Kraft's have to do is fit a new coin chute and change the transformer. It was in my presence that they began to unpack the last shipment and the first five tables were sufficient to prove to me the Kraft's had in no wise exaggerated. These tables were two Gottlieb Royal Flush, a Gottlieb Rainbow, a Williams Cue Ball, and a Williams Jig-Saw. In each case, not only was the mechanism sound; the cabinets were all ready for immediate resale of the machine. In particular I noted that the rails had been scraped and polished; if ever they had been burnt by cigarettes there was no trace left. One of the fields had been well worn round the big bumpers; these marks were covered by smart plastic discs. All rubber fitments were brand new; in fact, it looked to me as tho Kraft's American suppliers were doing him proud. I tried to get their names out of him, but there was nothing doing. He did say, however, that they numbered three and that two of them were people with whom he did satisfactory business before the war."

## STAY AT THESE HOTELS and MOTELS

### SUN AT THE "SANDS" IN Miami Beach

- MORE TO DO — MORE FUN AT THE SANDS!
- Fresh water Olympic-size swimming pool
  - 300 feet private beach — Cabana Club
  - Jamboree Lounge — TV, Radio Stars Nightly
  - TV Theatre — Card Room • Sand-Z-Bar — Dancing
  - Sand-i-Land — Childrens play area
  - Coffee Shop — Ocean side terrace
  - Efficiencies and Bedroom apartments available
  - Radios in every room



AIR CONDITIONED

# THE Sands

HOTEL AND APTS.

Ideal location — just a whisper from world famous Lincoln Road, restaurants, theatres, night clubs, gift shops, fashion salons, fishing piers, boat docks, golf courses, tennis courts and more.

on the Ocean at Lincoln Road

Write today for folders — reservations: Lee Greene Res. Mgr. Sands Hotel Miami Beach, Florida.



### going to cleveland?

the "downtown" location for businessmen, group meetings, or vacationists is at East 6th & St. Clair Avenue.

- Family rates • 3 fine restaurants
- AAA recommended • garage & Parking lot adjacent • closest to the Stadium & public auditorium

from \$550  
William T. Lanham  
Gen. Mgr.  
CH 1-5100

stay at the AUDITORIUM HOTEL

### CONVENTIONS SALES TRIPS VACATIONS

### CALIFORNIA'S welcome to the world



**Miramar**  
and NEW TOWER California's World-Famous Resort overlooking the Blue Pacific where Wiltshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exciting new Venetian Room and Cantonese Room. Swimming pool beautiful grounds and landscaped gardens. Rates from \$8. Write William W. Donnelly, Gen. Mgr.

### Across the U.S.A. and in HAWAII MASSAGLIA CREST OF GOOD LIVING

- JOSEPH MASSAGLIA, JR., President
- MASSAGLIA HOTELS
- SANTA MONICA, CALIF. Hotel Miramar
  - SAN JOSE, CALIF. Hotel Sante Claire
  - LONG BEACH, CALIF. Hotel Wilton
  - GALLUP, N.M. Hotel El Rancho
  - ALBUQUERQUE, Hotel Franciscan
  - DENVER, COLO. Hotel Park Lane
  - WASHINGTON, D.C. Hotel Raleigh
  - HARTFORD, CONN. Hotel Reed
  - PITTSBURGH, PA. Hotel Sherway
  - CINCINNATI, O. Hotel Sinton
  - HONOLULU Hotel Waikiki Biltmore
- World-famed hotels  
Teletype service—Family Plan

## Milwaukee Coinmen Re-Elect Slate; Hastings Seeks Legalized Free Play

MILWAUKEE—All officers of the Milwaukee Coin Machine Operators' Association were re-elected at the group's annual meeting Monday (11) at the Ambassador Hotel. Returned to their posts were Sam Hastings, Hastings Distributing Company, president; James Stecher, Novelty Service Company, vice-president, and Jerome (Red) Jacomet, Red's Novelty Company, secretary-treasurer. The terms run for a one-year period.

The four-man board of directors includes two newcomers, Clarence Smith, Milwaukee Amusement

Company, and Erv Beck, Mitchell Novelty Company. Retained on the board of directors were Arnold Jost, Jost Novelty Company, and Bob Puccio, P. & P. Distributing Company.

Following his re-election, president Sam Hastings outlined plans for his new term of office. Reading from a prepared speech, he made an impassioned plea for support and outlined the necessity for the trade group's existence.

### Free Play

According to Hastings he is confident that "if we do some intelligent, organized public relations and educational work on our legislators at the State Capitol, we can have legalized free play in Wisconsin."

He told of recent interviews he held with State lawmakers. "These men were mistakenly convinced that free plays are banned in all States of the Union. They were shocked when I informed them that free plays on amusement machines are legal in many States."

"One State senator told he," he said, "that he voted against free plays each year as a matter of course. He had been led to believe that all coin-operated amusement machines were considered gambling devices."

### Trade Group

"This type of ignorance about our industry has to be cleared up," stated Sam Hastings. "And that is where a unified, strong trade association can go to work in behalf of all our interests."

One of the projects that should be undertaken, Hastings said, is a comprehensive compilation of the value of the combined equipment and pay rolls of members of the trade group. "We are no longer a 'peanut' industry here," he claimed. "We have to let our lawmakers and the public know some business facts about ourselves."

He suggested that legislators be alerted thru such a survey of the numerical and financial strength of the local coin machine industry. He pointed to the need to provide the following statistics: (1) The number of coin machine firms li-

censed to do business here; (2) the total number of workers on the pay rolls of these firms; (3) the total amount of license fees paid annually into city, State and Federal coffers by Milwaukee's music and games operators; (4) a rundown on the number of cars and trucks operated by coinmen here, and (5) the amount of money invested in equipment and real estate by the Milwaukee music and games firms.

### Impressive Total

"When all these figures are worked up, they will make an impressive total," said Sam Hastings. "These statistics can be of tremendous help in building legislative and public support for our industry."

The need for a decal, or label to identify equipment belonging to association members was discussed by Sam Hastings. "We also have to advertise our association," he said. "He suggested placing an ad in the classified section of the Milwaukee telephone directory to plug the advantages of dealing with association members."

"We must also consider hiring a paid business manager to handle the growing volume of details of our association," he advised. "Years ago, we had an attorney who also doubled as business manager for our association. Maybe we ought to look into that type of arrangement once more."

The next meeting of the association will be held February 8, at the Ambassador Hotel.

## Spokane Passes Tax Bill on Coin Machines

SPOKANE — The city council here has passed a license tax to cover all coin-operated machines. Previously, the only fee had been \$50 a year on pinballs paid by the owner of the machine.

Now the location pays the tax. All other equipment, including juke boxes, is taxed \$5 per piece per year. The city estimates the new taxes will bring in about \$10,000 a year.

## Beer License Hike May Hit Memphis Game, Music Ops

MEMPHIS — Music and game operators expressed concern last week that they will lose perhaps a total of several dozen locations during 1960 because of an increase in the city beer license by the City Commission from \$10 to \$50.

The increase went into effect January 1, but a challenge of it is expected in Chancery Court. A lawyer representing a group of small restaurant owners contends that the increase is unconstitutional because it is contrary to State law.

The increase passed a third and final reading before the City Commission December 29.

### Revenue Loss

Operators expressed concern because they feel that the increased tax will drive some of the small cafe owners out of business, resulting in the consequent loss of reve-

nue to operators who have several machines at each.

Usually there is a juke box, cigarette vending machine, pinball and a shuffleboard or a bowling game.

The lawyer representing some of the small cafe owners, Thomas A. Buford, conferred with City Atty. Frank B. Gianotti before the new ordinance passed final reading in an effort to persuade him that it was unconstitutional.

### Canale Statement

Drew Canale, owner of Canale Amusement Company and other coin machine enterprises and a leader in the local industry, said he had talked with other operators and their feeling was that the license increase, if allowed to stand, would be harmful to their business in that they would lose a number of locations.

He said the small cafe owners would be hurt and some would no doubt go out of business.

He said the small cafe business was the most fluctuating small business in the country — changing hands many times over a period of a few years. He said the operators start in business with only \$200 to \$250 and by the time they've paid rent, taxes and purchased licenses they have only \$75 to \$100 a week to operate on.

He said many small cafe owners, however, had made a living for years in such a way but they did not feel they should be so penalized.

## Baltimore Bars Ordered to Furnish List of Operators

By DONALD KLEIN

BALTIMORE—The city Liquor Board Thursday (7) ordered all liquor outlets to furnish it with lists of all coin machines in their establishments in order to uncover financial "angels" of fly-by-night tavern operators.

The action resulted after the board heard, during a special one-day session, conflicting testimony of financial dealings of the Combo Lounge, 1429 West Baltimore Street.

The license of Mrs. Sarah Louise Pfeffer, operator of the tavern, was continued in suspension until the board has a chance to examine the bar's books and other data.

### Dummy Owners

The hearing sparked the city agency into suspecting that pinball and vending machine operators may have a hand in setting up shoe-string bar operations with dummy owners.

After a lengthy hearing into the complicated affairs of the Combo Lounge, Frank J. Hanson, one of the three board members, declared: "Pinball operators seem to be making inroads in the tavern business, many of which are operating on a shoe-string and depending upon machines to carry them thru."

Unless properly policed by the board a "strong arm group will take over" the city's taverns, Hanson feared.

William Angster, of the Club Vending Company here, was called upon to explain testimony heard two weeks ago indicating that he was actual owner of the Combo Lounge.

### Denied Interest

He admitted having done favors for Mrs. Pfeffer but denied having a financial interest in the tavern bought last November.

"I've never given Mrs. Pfeffer a dime (for the Combo Lounge)," Angster said, altho he admitted giving her \$300 which he termed a loan.

He was called to install a music box and cigarette machine in the Combo Lounge, he said, "but a few days later this rumble developed," and Mrs. Pfeffer told him she had received money from another coin machine operator.

Earlier, Norman and Raymond Pasziewicz, partners in the Columbia Cigarette Service, said they had loaned Mrs. Pfeffer \$1,500 in return for the use of their cigarette and music machines for two years.

They said the loan was "not unusual in the trade."

The partners said they also loaned \$500 to Chester Krasniewski, a former Liquor Board clerk who helped Mrs. Pfeffer obtain a \$3,100 loan from an investment company to help purchase the tavern.

### First Mortgage

It was also testified that the original owners of the tavern, from

which Mrs. Pfeffer bought the establishment, held a first mortgage of \$6,000 on the place.

"All this is not clear to me," Thomas F. McNulty, Liquor Board chairman, observed dryly as the hearing wore on.

Further testimony disclosed that in addition to the \$6,000 mortgage, the original owners received \$1,000 from Mrs. Pfeffer in the form of a check made out to her by the investment company.

### Personal Check

Out of the proceeds of the mortgage Mrs. Pfeffer received a personal check for \$200, according to the attorney for the previous licensee.

Summarizing the testimony, Hanson told Mrs. Pfeffer, "You became the licensee without a cent of investment and made a profit of \$200."

## Conn. Yankee Says Trucks Keep Rolling

HARTFORD, Conn.—Connecticut's wintry weather isn't hindering juke box servicing, according to Paul Rechtshafer, of Capitol-Reliable Coin Machine Company here.

Rechtshafer's operations manager, Hy Steinberg, makes sure that all five service trucks are taken into a garage for check-up every 1,000 miles. Moreover, every truck is winter-serviced far ahead of the first anticipated snowstorm. Snow tires are installed at first sign of dangerous driving.

"It's bad," adds Rechtshafer, former president of the Connecticut Coin Machine Association, "to tell a customer you'll have a truck out to service a juke box on, say, a Sunday afternoon and then phone him the next morning and explain that bad weather prevented your driver from getting there. Our trucks are geared to roll on a seven-day-per-week, around-the-clock basis."

A significant sign decorates the entrance to the Capitol-Reliable garage: "Be prepared."

"This Boy-Scout-adopted saying is true," he notes, "and the coin machine industry can very easily apply its over-all effectiveness to everything we do, particularly in servicing our accounts."

"Nobody, in this industry or outside, ever sold himself or his business without paying attention to the word, 'goodwill.' And making sure that your trucks are in running shape is very much part-and-parcel of goodwill!"

## Wortman Indicted On Tax Charges

WASHINGTON—Justice Department announced last week (11) that a grand jury in the Eastern District of Illinois has returned an indictment charging attempted evasion of income taxes against Frank (Buster) Wortman, East St. Louis, Ill., a prominent name before the Senate-Rackets Committee last year when that group aired attempted infiltration of the coin industry by hoods.

Wortman was charged on three counts of attempting to evade income taxes, and was charged in a conspiracy account along with a number of other defendants. Indictment charged that as part of a conspiracy, the defendants concealed Wortman's financial interest in, and income derived from, businesses such as gambling establishments. One of the businesses named in the indictment is the Plaza Amusement Company.

**K**

A music vendor named Shay,  
Now peeps up his route with  
a "K,"  
And he says with a grin  
As the money rolls in,  
"This model turns work into  
play."

**AMI**

AUTOMATIC MUSIC INC.

ASSURE TOP EARNINGS with

Valley

POOL TABLES

6-POCKETS and BUMPER POOL®

See your Distributor or contact us.

VALLEY SALES CO.

333 Morton St. Bay City, Mich.  
Twinbrook 5-8587

HELP YOURSELF  
TO MORE  
VENDING  
PROFITS  
VEND



Get  
Every Month  
Thru a  
Money-Saving  
Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine  
2148 Patterson St. Cincinnati 22, Ohio

1 year \$5  3 years \$11

Payment enclosed  Please bill me  
(Foreign rate, one year, \$10) 793

Name .....

Address .....

City..... Zone... State.....

Occupation .....

BINGOS

Key West .....	\$ 90.00	Beach Time .....	\$250.00
Big Show .....	75.00	Carnival Queen .....	300.00
Show Time .....	100.00	Sea Island .....	450.00
Miss America .....	125.00	Ballerina .....	525.00
Cypress Gardens .....	190.00	Sun Valley .....	170.00

CROWN NOVELTY COMPANY, INC.

1055 Baronne Street New Orleans, La.  
Phones: Ma. 3931—Ja. 2-7137



Continued from page 79

division. He'll cover Chicago, Illinois and part of Iowa and Indiana.

If you see a new 1960 sky-blue Cadillac in Chicago, chances are it belongs to Atlas head, **Ed Ginsburg**. Ginsburg had put in his order last fall and received delivery-one of the first six cars to arrive in Chicago—just before the steel strike curtailed further shipments. . . . Cleveland Coin's **Morris Gisser** toured the Windy City last week visiting the trade. . . . Ditto for **R. F. Jones**, Seeburg's West Coast distributor, in town talking to the factory.

Chicago's warmest winter (a record since the early 40's) has boosted collections for some operators, and in general made many happy. Only ones to gripe are the winter sports enthusiasts like **Dave Reinach**, Standard Financial representative, who twice now has postponed a first-time trial of the Wisconsin ski slopes.

MILWAUKEE MENTIONS

**Harry Jacobs Jr.**, president of United, Inc., Wurlitzer distributor, lost a bet on the New Year's Day Rose Bowl game to a fellow distributor in Seattle. When the Badger squad was swamped by the Washington U. Huskies, it cost Jacobs dinners for four. He'll have to pay up next time he and his wife get together with **Mr. and Mrs. Ron Pepple**, Northwest Sales, Washington State distributor for Wurlitzer.

Harry Jacobs Jr. made the newspapers sport pages when he and famed local restaurateur, **Gus Mader**, played golf in formal attire on New Year's Eve at the Bluemound Country Club. "Just a gag," says Harry. . . . "Business was up in 1959," reports **Asher Rabin**, Automatic Merchandising Corporation. Plans now call for re-opening the firm's Kiddie Town concessions at Capitol Court and Southgate Shopping Center around April 15, weather permitting.

**Otto Hadrian**, veteran coinman, notes that New Year's Eve tavern takes were down. A lot of his stops closed for the occasion to permit the owners to go out elsewhere to celebrate. "There are more and more house parties on New Year's Eve each year," says Hadrian. The outlook for 1960, adds Hadrian, looks promising. "Business always improves during a presidential election year," he reminds.

**Morrie Fuhrman**, General Novelty Company, reports fair success with his recently begun cigarette vending machine enterprise. He now operates music, games and cigarettes and feels diversification will be increasingly necessary in the year ahead. . . . Wurlitzer factory field engineer, **C. B. Ross**, conducted a Saturday morning "school" for United, Inc., staffers on January 2. On hand were **Syl Kindler**, **Robert Harding**, **Mark Case** and **Willie Litsey**.

**Ed Gronowski**, Red's Novelty Company route foreman, reports numerous complaints from locations on inferior quality of stereo records. He attributes the short life of the stereo disks to needle troubles. "We haven't had this kind of trouble since the old 78's," says Gronowski.

Trek of out-of-town operators to the North Third Street Radio Doctors branch continues strong, according to Manager **Jerry Glassman**. Out-of-towners who stopped in last week included **Elmer Schmit**, Westfield; **Roger Bookmeier**, Green Bay, and **Jim Blenker**, Marshfield.

DETROIT DOINGS

**Vernon L. Huntoon Jr.**, of Acme Amusement Company, operating Skee Balls and music machines since 1947, has just opened a cocktail lounge, known as Verne's, on West McNichols Road, where he also makes his coin machine headquarters. He was formerly located in suburban Highland Park. Huntoon is also now sole owner of Acme Vending Company, operating cigarette venders, which he formerly had as a partnership with **Frank Kovach**.

**Gerhard Wobermin**, who formerly had Ajax Novelty Company, juke box route operation, is now in the custom cabinet business, turning out special orders for furniture and fixtures. . . . **Vincent Pope**, who had the V & L Shuffleboard Exchange, Dearborn, is now managing the Circle Theater. . . . **Joseph Aldrightetti**, who formerly operated Panoramic Movies as well as shuffleboards, is with the Cadillac Motor organization.

**Louis Fisher**, veteran juke box operator and head of Fisher Novelty Company, has moved from Northwestern Detroit to the northern suburb of Huntington Woods. . . . **Carl Frumin**, who formerly operated Advance Amusement Company with a route of bowling games, is now active in the furniture business, having moved across the street from his old headquarters.

**Bud Cocking**, of Century Coin, and **Harold Paige** and **Mr. and Mrs. Jerry Gillespie**, of Ace Amusement Company, all from Flint, came to Detroit to attend the funeral of **Ted Parker**, sales manager of Angott Sales Company. Others who came in to attend were **Mr. and Mrs. Clyde Lamber**, St. Clair; **Ivan Hunter**, Port Huron, and **Mr. and Mrs. Russ Hosmer**, Pontiac.

**Charles Andrews**, State salesman for Angott Distributing, has returned to his post following a protracted bout with the flu that is becoming an epidemic here.

**Rodney N. Wood**, who was active head of Ace Vending Machine Company, operating a route of bulk peanut and gum ma-

(Continued on page 89)

# Boston Bans Pinballs; Affects 700 Machines

BOSTON—The pinball machine business in New England was struck a severe blow December 28 when the Boston License Board voted unanimously to ban some 700 pinball machines during 1960 in establishments thruout the city. Not affected by this ban are about 125 machines in Arcades and amusement centers as well as some in public transportation terminals.

There is some indication that these machines also will be denied licenses. They come under the category of "amusement devices" and are granted licenses thru the mayor's office. But the present mayor, **John B. Hynes**, is holding up action at the request of Mayor-Elect **John F. Collins**. This means that for the first time in many years licensed pinball machines would be silenced.

In the event Collins decides to allow the "amusement" machines to operate, locations in the city will be cut from 500 to seven. The locations will be five Arcades, plus the North Station and the St. James Bus Terminal. South Station and the Boston Airport are eligible for licenses but have not applied.

Not Yet Clarified

At this point it is not clear what action the new mayor's office will take on the pending licenses, but Collins has publicly gone on record as favoring a delay after receiving a request from the New England Citizens Crime Committee for such a delay and a public hearing on the matter. Some sort of hearing is indicated.

License Board Chairman **Clarence D. Elam** said licenses for 405 machines were denied because they came under the heading of gaming devices. Another 277 machines were classified as non-gaming, but were banned anyway.

Asked about this, Elam said: "The board refused to license machines which were not considered gaming devices because the board feels that to supervise adequately such machines spread thruout the city would involve prohibitive administrative costs. The machines can easily be converted to gaming devices, and the police have more important things to do than stand over pinball machines all day long."

Good Arcade Supervision

Elam added that the reason the

machines can be allowed in public places such as Arcades and terminals is that these already have good police supervision and are all single coin machines.

The September Internal Revenue Service ruling on machines subject to the \$250 gaming tax brought matters to a head here. The Licensing Board asked the police department to investigate all machines in the city and report on those coming under the bureau's classification. At the same time, the Massachusetts Bureau of Standards said it would not approve any machine having gaming features. Letters were sent to all licensing boards in the State, resulting in 41 communities, including Boston, in the Commonwealth outlawing the machines.

The Boston action will have an adverse effect on the whole pinball machine business in New England since operators thruout the six-State area are apt to be strongly influenced by what is happening in the Hub and look to the city as the mainstay of the industry. Spokesmen for the music and game industry believe that the Boston ban will impose a real hardship on operators and distributors in New England.

'Unfair to Ops'

**Anthony Grazio**, president of Atlas Distributors here (AMI), believes that the State's action has made "second-class citizens of the people in the game industry." He points to the fact that the public is allowed to go to race tracks in the area and bet to its heart's content. "It is grossly unfair," says Grazio, "that the storekeeper who depends on the machines to hold a reasonable level of business and the public which likes to play the machines should be deprived of this recreation while race-track gambling is approved."

Grazio also pointed out that the coin machine business in New England was unique in that it was in the hands of a great many small operators. Some nine months ago an investigation was conducted to discover if any underworld or monopoly control existed. It brought to light that it was an industry controlled by hundreds of small operators who made a modest living from it. In view of this, Grazio says, the ban is particularly unjust.

# Two Fined in Extortion Of Pa. Pinball Operators

READING, Pa.—Two men were fined \$500 each plus costs here recently on charges of extorting \$50,000 from pinball machine operators for "protection."

The fines were imposed by Judge **Burton R. Laub**, of Erie County, who was sitting here for the case on special assignment by the State Supreme Court, when the pair suddenly switched their pleas to guilty in mid-trial.

Two other racket figures who were also being tried on the same charges were acquitted by direction of the court.

Plead Guilty

**Alexander Fuderman** and **John A. Wittig** pleaded guilty to nine bills of indictment on charges of conspiracy in connection with the alleged shakedown.

Ordered acquitted were Fuderman's brother, **Louis**, and their uncle, **Abraham Minker**. Judge Laub ordered the jury to return not guilty verdicts against these two on request by Deputy Atty. Gen. **Victory H. Wright**.

**Jacob Kossman** and **Samuel R. Liever**, defense attorneys, asked the court to release the two defendants

who pleaded guilty in their custody until the costs on all bills were computed.

Police Case

The charges were lodged against the four by State police two years ago following an investigation of vice conditions in this city.

They were indicted by a special grand jury in January, 1958, for extorting the \$50,000 from Berks County operators under the promise they could continue in business without fear of police raids.

Earlier this month the U. S. Supreme Court refused to review the grand jury indictments against the men and thus the trial started.

State Initiates

The four were originally arrested on the recommendation of **Thomas D. McBride**, who was State attorney general at the time.

He said "abundant evidence proves beyond reasonable doubt that extortion was practiced on a widespread, systematic basis upon the operators of pinball machines."

Officials of the Berks County Amusement Operators' Association testified at a preliminary hearing for the four.

**"BODGE CITY"**  
 Designed and Developed for Profit Making Locations. America's Finest Pistol Target Game. Has Everything. Action, Profit and Dependability.  
**SMALL COST BIG PROFIT**  
 For complete information and prices contact **Dave Brody**, "The Dodge City Kid."  
**J. F. FRANTZ MFG. CO.**  
 1938 West Lake Street Chicago, Illinois  
 Phone: TAYlor 9-2399

OPERATE  
**Williams "FIESTA" 2 PLAYER**  
 POWERFULLY COMPETITIVE  
**5-BALL Williams**  
 ELECTRONIC Mfg. Corp.  
 4242 W. Fillmore St., Chicago 24, Ill.

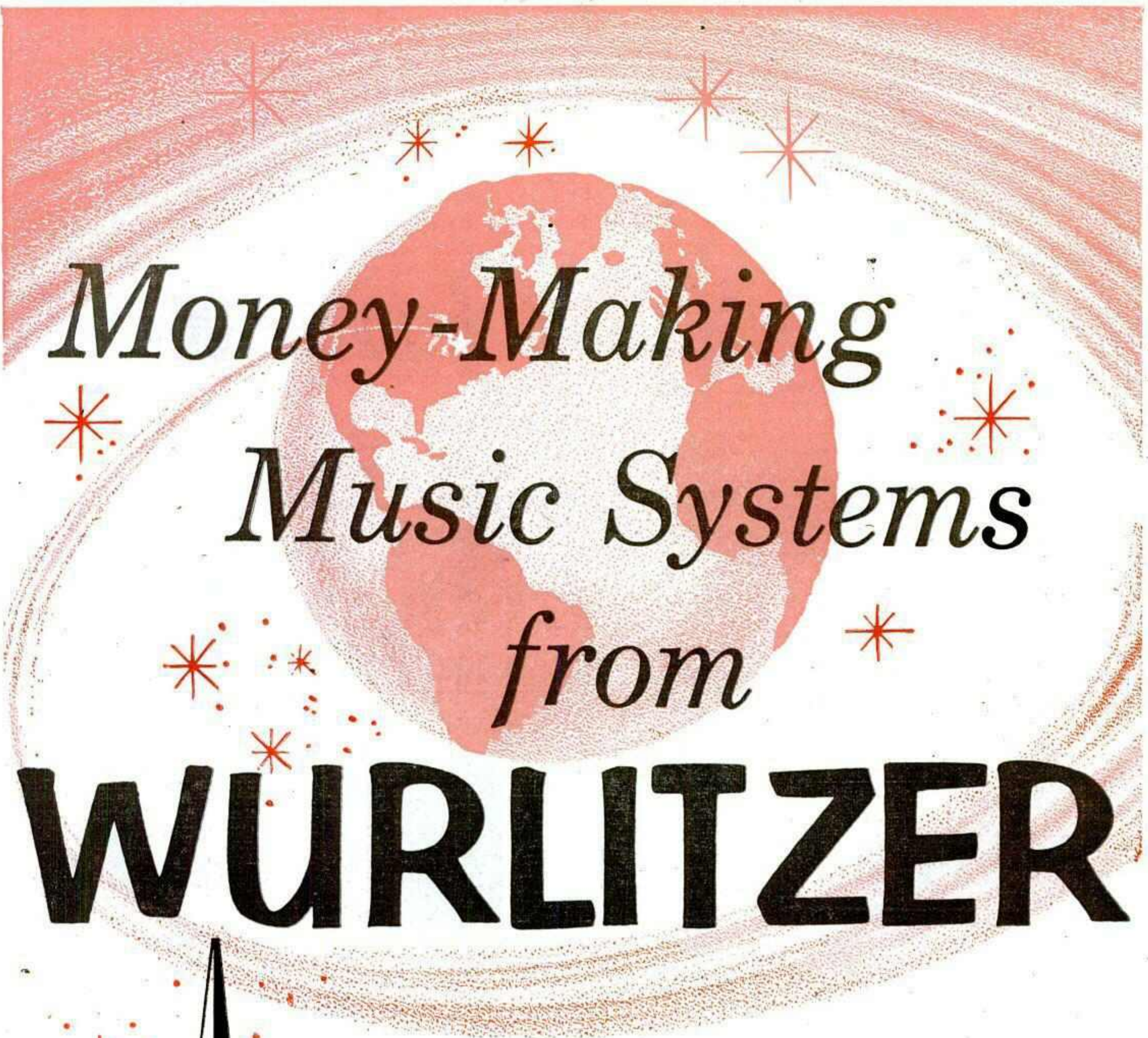
chicago coin Profit Winners  
 ● BULL'S-EYE DROP BALL  
 ● QUEEN BOWLER  
 ● PLAYLAND RIFLE GALLERY  
 ● 4 GAME BOWLER  
 ● TWIN BOWLER  
 ● STAR ROCKET  
**Chicago Dynamic Industries, Inc.**  
 1735 W. DIVERSEY CHICAGO 14.

SPECIALS FOR 1960  
 WRITE FOR PRICES  
 C. C. STAR ROCKET . . . . . NEW  
 AMI J-200 E STEREO . . . . . NEW  
 AMI J-120 E STEREO . . . . . NEW  
 AMI J-200 M MON. . . . . NEW  
 WMS. PINCH HITTER . . . . . LIKE NEW  
 C. C. BOWLMASER . . . . . LIKE NEW  
 BALLY HEAVY HITTER . . . . . LIKE NEW  
 GENCO HOROSCOPE . . . . . NEW  
 GENCO SPACE AGE . . . . . LIKE NEW  
 NOW DELIVERING CHICAGO COIN'S SENSATIONAL BULL'S-EYE DROP BALL, THE HIT OF 1960.  
**MONROE**  
 COIN MACHINE EXCHANGE, INC.  
 2423 Payne Ave., Cleveland 14, Ohio  
 Phone: SUPERior 1-4600

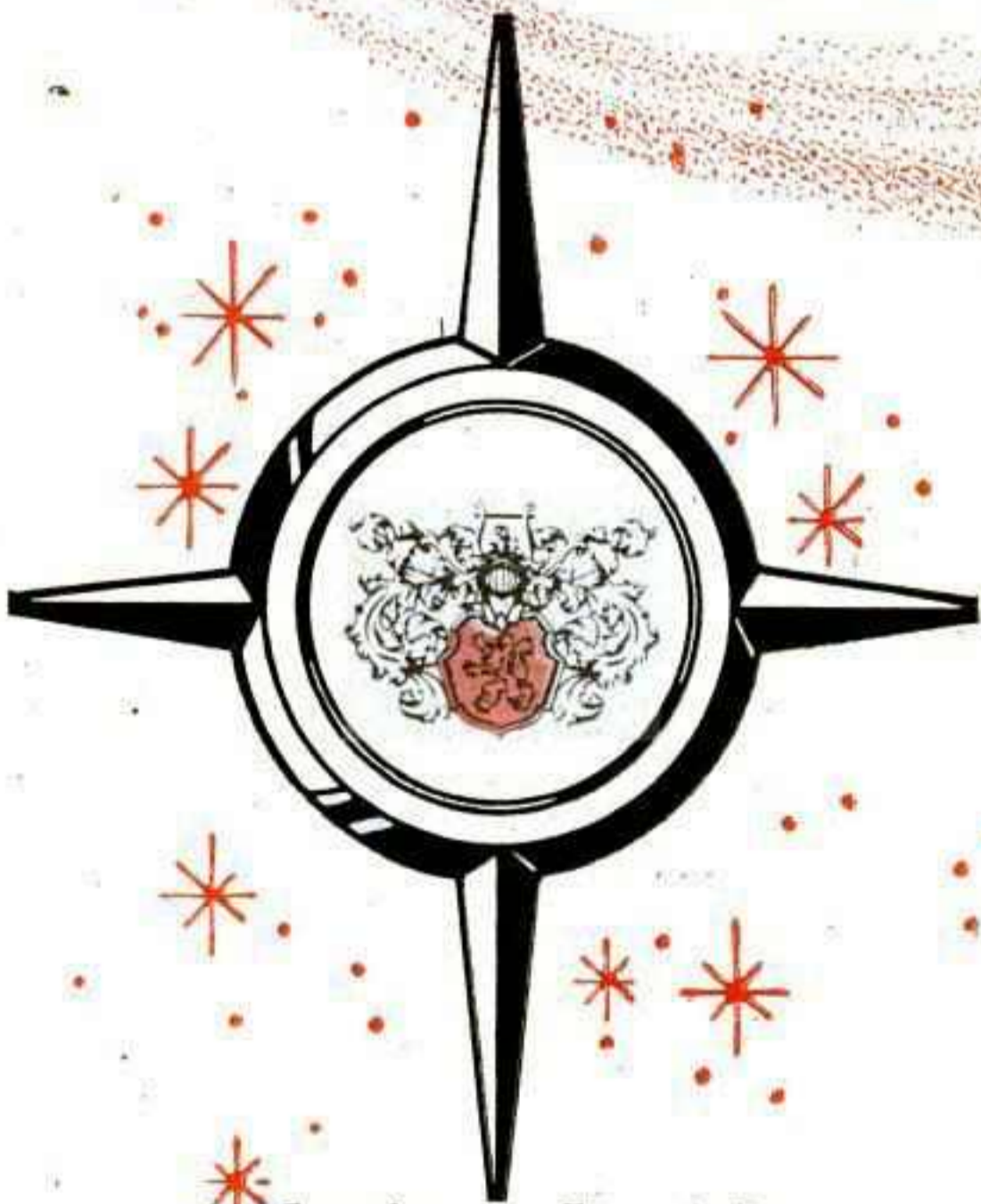
Presenting the  
*World's Greatest*



Model 2400 S



*Money-Making*  
*Music Systems*  
*from*  
**WURLITZER**



**Fabulous new two-hundred, one-hundred, and one-hundred-and-four selection phonographs with unexcelled true hi-fi stereophonic or monophonic sound**

- ... Precedent-shattering eye-catching beauty
- ... New uni-cel cabinet construction
- ... Even greater electrical and mechanical reliability

*A magnificent line of music systems designed with one aim in mind....to make more money for you.*

On display by your **WURLITZER** distributor

# Milwaukee Ops View New Wurlitzers



For the **BIGGEST**  
**PROFIT MAKERS**

Apco Soda Shoppes 6 Drink.....	\$395
6 Drink Cold Spa .....	250
Stoner "500" Coffee Machines.....	295
Stoner "500D" Coffee Machines.....	395
Rowe 14 Column Ambassador	
Cigarette Machines .....	160
Corsair 20 Column Cigarette Machines.	160

**BANNER**  
**SPECIALTY COMPANY**  
FIFTH ST. ABOVE GIRARD, PHILA. 22, PA.  
1508 FIFTH AVE., PITTSBURGH, PA.



"EVERYTHING'S coming up roses" at the Wurlitzer unveiling, January 11, Ambassador Hotel, Milwaukee. Shown presenting lovely roses to the customers is Woody Johnson, general manager, United, Inc. The lady is Mrs. Casper Sittig. She and her husband, on her left, are from Racine, Wis. On far right is Nelson Tompkins, Tompkins Coin Machine Company, Manitowoc.



LOOKING VERY PLEASED about the mechanism of the new Wurlitzer juke box is this group shown at the United, Inc., trade showing January 11 in Milwaukee. From left: Gary Reier, Mukwanago; Wurlitzer field service engineer C. B. Ross, Milwaukee; Otto Hadrian, Otto's Distributing Company, and Arnold Jost, Jost Novelty Service Company, both of Milwaukee. (Benn Ollman photo.)

## WORLD FAMOUS EXPORTER

-Inquiries Invited-

AMI H100 .....	\$600.00
AMI 1-200M .....	750.00
2 AMI G200 .....	475.00
3 AMI E80 (repainted) .....	275.00
3 AMI E120 (repainted) .....	275.00
2 AMI D80 .....	245.00
2 AMI D40-45 (repainted) .....	150.00
1 Rock-Ola 1465 .....	725.00
2100 Wurlitzer .....	475.00
Seeburg V200 .....	400.00
Seeburg V200 (changed to 45) .....	450.00

### BALLY BINGOS

Cypress Garden .....	\$245.00
Miss America .....	145.00
Show Time .....	125.00
Key West .....	125.00
Big Show .....	85.00
Double Header .....	85.00
Parade .....	85.00
Night Club .....	75.00
Broadway .....	75.00
Miami Beach .....	60.00
Hi-Fi .....	50.00
Chicago Coin Bowling League, 18 Ft. .....	275.00

Terms: 1/3 Deposit With Order (Money Order or Cashier's Check), Balance C.O.D. or Sight Draft on Your Bank.

**Central**  
DISTRIBUTORS, Inc.

2315 Olive Street, St. Louis 3, Mo.  
Phone: MAin 1-3511; Cable: "Cendist"



A COZY FOURSOME checking the brochures at the United, Inc., trade showing of the new Wurlitzer juke boxes in Milwaukee. Front, from left: Mr. and Mrs. George Jaber, Fond du Lac, and Ray Jordan, United, Inc., salesman. In the rear, Noel Mattei, Wisconsin Dells operator.



WURLITZER BUTTONS and smiles were flashing at the United, Inc., trade showing January 11 at Milwaukee's Ambassador Hotel. Grouped here, from left: Harry Jacobs Jr., president, United, Inc., Wurlitzer distributor and the evening's host; Bob (Coffeehead) Larson, popular Radio Station WRIT deejay; operator Casper Lyday, Harris Music, and Decca Records sales boss, Bob Blie.

## WE HAVE BINGOS, MUSIC & ARCADE EQUIPMENT

Here are the prices

All equipment cleaned & checked	
Big Time .....	\$ 50.00
Gay Time .....	50.00
Beach Beauty .....	55.00
Big Show .....	60.00
Broadways .....	60.00
Night Clubs .....	60.00
Parade .....	70.00
Show Time .....	80.00
Key West .....	80.00
Miss America .....	110.00
Sun Valley .....	135.00
Cypress Garden .....	165.00
Chi. Coin Quarterback .....	75.00
Coon Hunts .....	75.00
Midget Movies .....	95.00
Around The World Trainer .....	225.00
ABT Shooting Gallery (Complete with compressor & guns) .....	275.00
Moon Rides .....	100.00
Rock-Ola 1468 Stereo, New in crates .....	Write
Rock-Ola 1468 (mono, 120-sel.) slightly used .....	675.00
Rock-Ola 1468 (Stereo, slightly used) .....	790.00
Rock-Ola 1475 (200-sel. mono) .....	725.00
Rock-Ola 1455 D's (200-sel.) .....	450.00
Rock-Ola 1454 (120-sel.) .....	450.00
Rock-Ola 1448 (120-sel.) .....	425.00
Rock-Ola 1438 (120-sel.) .....	275.00
ALL MUSIC FULLY RECONDITIONED	

**SCOTT CROSSE CO.**  
1423 Spring Garden St., Phila. 30, Pa.  
RIffenhouse 6-7712  
Exclusive Dist. for Bally in E. Pa., and Rock-Ola in E. Pa., So. Jersey and Del.  
Branch: 1101 Plifflon Ave., Scranton, Pa.



ONE FOR ALL and all for one at the United, Inc., showing of the new Wurlitzer models. This triple handshake includes, from left: Harry Jacobs Jr., president, United, Inc.; Bert Davidson, Wurlitzer district sales manager, and Woody Johnson, general manager, United, Inc.

## R. F. Jones Bows New Seeburg Line

SAN FRANCISCO — The new Model Q Seeburg phonograph line was shown here by R. F. Jones Company for five days ending Friday (8).

The new models were shown in the lobby of the building into which the firm recently moved for larger and more modern quarters. Food and beverages were served thruout the showing with many operators from this area as well as

the Reno, Nev., section enjoying the hospitality of R. F. Jones, owner of the firm.

The entire staff assisted Jones in playing host to the operators. They included John Ruggiero, general manager; C. R. Klein and Carl Lawson. D. J. Donohue, factory representative, was also present, as were Jack LaRue, service specialist, and Tom Herrick, Seeburg vice-president, who attended on Monday and Tuesday.

This office of the Jones company will stage shows within the next few weeks in Sacramento, Reno, Fresno and Stockton.

## Keeney Bows New Upright

CHICAGO — Criss Cross Diamond, a new upright game with criss cross scoring features, is in shipment by J. H. Keeney & Company.

According to Harold Dorgan of the Keeney sales staff, the game maintains suspense thruout play. List price is \$695.

Keeney is also producing Hi-Straight, a five-ball pin game, a

popcorn vending machine, and two other upright units, Big Dipper and Big "3."

AUSTIN, Tex. — The State treasurer's office said cigarette tax collections continue to increase. In December they totaled \$6,738,896, compared with \$4,420,963 a year ago and \$6,662,702 in November.

Cigarette taxes increased from a nickel to 8 cents a package September 1. During the first month in which the new tax was effective, total collections declined because smokers had stockpiled in August. But since then collections have grown steadily each month.

Vend . . . the Magazine of Automatic Merchandising

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

**FEATURES MONTHLY**  
Candy, Gum & Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials

Cost you a fraction of a cent a piece when you subscribe to Vend — the magazine of automatic merchandising! Fill in — tear out — mail today!

---

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for

1 year \$5     3 years at \$11  
(Foreign rate, one year \$10)

794

Name .....

Address .....

City ..... Zone ..... State .....

Occupation .....

# Mfrs. Solid for Stereo in '60

Continued from page 77

stereo customers and that during the past year about 85 per cent of their stereo sales were in the large play machines.

Bear added that the stereo machines had been "helpful to all persons in the coin machine industry. Stereo has provided the location patrons with music they've never heard before."

He emphasized however that proper placement of speakers was necessary for an operator to get the ultimate out of his installation. When done properly, operators are invariably getting better earnings from their stereo locations, Bear said.

### Future

He noted that Wurlitzer was hopeful the record manufacturers would provide stereo releases at the same time as their monaural releases came out in the future.

He said the possible introduction of a compatible stereo disk would also be a great stride forward for the industry. (A story on experiments with such a record appeared in the January 11 issue of The Billboard.) This would eliminate the old dual inventory problem and save both the record distributor and juke box operator from having to guess percentages.

His feelings were seconded by E. R. Ratajack at AMI, who said, "Stereo has caused the operator to be more careful in placing equipment and auxiliary speakers on locations," adding, "I believe that in a comparatively short time, operators have learned their lesson well and our industry understands the placement of equipment even better than the home music field."

### Specialist

Ratajack pointed out that stereo has made the operator what he should have been all along—a music specialist.

He added however that the success of stereo was only limited by

the record production that was coming out. "If the record manufacturers would start recognizing the juke box as their primary market for singles and make available to this market an adequate supply of stereo 45's, both the record people and the juke box operators would prosper."

"The public is ready for stereo—is accepting it at the juke box level. The equipment is there. But unfortunately, not enough records are available. The operators are desperately trying to give the public stereo on phonographs—what lag we have is due to the lack of records."

### Seeburg

At Seeburg, Tom Herrick pointed out that the current retail phonographs being produced were almost all stereo and it was obvious the industry was going stereo.

Commenting however on lack of stereo singles, he said "the record industry has some obligation to the coin operated phonograph industry because the bulk of their single sales are here." He noted it was imperative that the industry recognize this responsibility.

Rock-Ola spokesman Kurt Kluever said that altho the firm's 1959

sales were about 40 per cent stereo, since October 15 with the introduction of the Tempo II line, all phonographs to leave the plant have been stereo.

Most popular stereo model for Rock-Ola was the 120-selection phonograph with "less cost" credited by Kluever as the possible answer. He said that altho Rock-Ola had sold only 40 per cent stereo machines last year, the firm's plans to go all the way with binaural sound in 1960 were dictated by two points.

First, "we feel that records will definitely be more available." Second, "we note a definite trend to stereo and we want to equip the operators with a phonograph that will satisfy his locations for what we think is the future trend."

Kluever added that stereo has had several advantages to the operators, chief of these being that they could usually swing a better deal of some sort with the location, such as better commission or a contract.

He added that in another year or 20 months, stereo would be as popular as monaural hi-fidelity was in the past. Operators didn't even think about it—they just expected every machine to be hi-fidelity.

# Jacobs Bows Wurlitzers to Wis. Coinmen

MILWAUKEE — A week-long unveiling of the new Wurlitzer music machines proved highly successful, according to United, Inc., President Harry Jacobs, Jr. The distributor bowed in the new Wurlitzer juke box models at a special debut party Monday evening, January 11, at the Ambassador Hotel. For the balance of the week, the equipment was on display at the United, Inc., Vliet Street headquarters.

Good attendance was assured for the debut at the Ambassador Hotel by scheduling the event to coincide with the annual meeting of the Milwaukee Coin Machine Operators Association. Food and refreshments were served all evening to mark the occasion.

Despite rain and icy roads in Northern Wisconsin attendance of upstaters at the Ambassador Hotel party was rated "excellent" by Harry Jacobs, Jr.

### Factory Brass

In attendance were Bert Davidson, Wurlitzer district sales manager and C. B. Ross, Wurlitzer field service engineer. Other United, Inc., personnel in addition to presy. Harry Jacobs, Jr., were Woody Johnson, Syl Kindler, Robert Harding, Mark Case and Willie Litsey.

Milwaukee operators who attended the Ambassador Hotel trade showing included: Clarence Smith, Milwaukee Amusement Co.; Jerome (Red) Jacomet, Red's Novelty Co.; Sam Hastings, Hastings Distributing Co.; James Stecher, Novelty Service Co.; Arnold Jost, Jost Novelty Co.; Joe Pelligrino and Carl Betz, P. & P. Distributing Co.; Casper Lyday, Harris Music Co.; Erv Beck, Mitchell Novelty Co.; Harry Gromacki and Leo Dinon, H. & G. Novelty Co.; Doug Opitz, Hilltop Coin Machine Co.; Ken Kulow and Glenn Grubb, Kendou, Inc.; Vince Waters; Otto Hadrian, Otto's Distributing Co.; Ken Egelseer; Jim Blanc, G. & W. Novelty Co.; Lyle Wilcox, Southern Novelty Co.; James Basile, Kemo Novelty Co.; Leslie Reder, L. R. Distributing Co.; Morrie Fuhrman, General Novelty Co.; Casey Mauranowicz; Eddie Puzia, Jr., AAA Amusement Co.; William Sajk, Studio Phonograph Co.; Don Jacobs, Angel Enterprises; Bob Blic, Decca Records Distributing Corp., and Bob (Coffeehead) Larson, radio station WRIT.

Out of towners included Robert Kamerman, Racine; Mr. and Mrs. Casper Sittig, Racine; Nelson Tompkins, Manitowoc; Ray Jenner, Waupaca; Nate Robinson, Madison; Lou Albafonte and Robert Martin, Kenosha; Gary Reier, Mukwanago; Mr. and Mrs. George Jaber, Fond du Lac; Roger Turnmeyer, Soldier's Grove; Frank Szmusiak, Marinette; Al Felix, Oconto; Phil and Bob Edwards, Baraboo, and Noel Mattei, Wisconsin Dells.

# Minthorne Plans West Coast Show Of New Seeburgs

LOS ANGELES — Minthorne Music will show the Seeburg "Q" model here about January 15 with showings in Phoenix, Ariz.; Bakersfield, San Bernardino and San Diego, Calif., scheduled to follow.

When the show is held here Minthorne's full staff will be on hand, along with Jean and Melanie Minthorne. Among those who will assist in the showing are Ralph Cragan, manager; Wayne Davis, sales manager; Matt Nordberg, outside salesman, and William Crosby, credit manager.

The Minthornes, along with the sales staff, plan to be on hand for the showings in the other cities.

# Michigan Operators View New Wurlitzers at Angott's

DETROIT—National Wurlitzer week was climaxed in Detroit Sunday (10) by the unveiling of the new 1960 models by the veteran local distributor, Carl Angott, head of Angott Distributing Company.

An unusual feature of the event was the presentation of a plastic rain hat folded into a miniature jewel box for all the ladies attending.

Mrs. Mabel (Carl) Angott assisted as hostess for the gathering. Mrs. Madeline (Angott) Andrews was in charge of all arrangements, in addition to her usual duties as secretary-treasurer of the company. Miss Judy Angott, daughter of

Carl, and bookkeeper for the firm, was official registrar.

### Staff Personnel

Two Wurlitzer factory representatives came in for the occasion—Harold Christiansen and Bert Davidson. Assisting the Angotts were a number of the staff, including: Charles Andrews, John Bailey, William Angott, Carl Angott Jr., Charles Cline, Raymond Harper Jr., Bud Bungay, Ernie Valente, Leonard Valente, Phil Jones and Andrew Nazelli.

Guests from out of town were present in considerable numbers as well as Detroit area operators. Among those noted from out of town were: William Hewitt and William Jr., Conway; Ed Jarowski, Lansing; Harry Niedzinski, Harry's Amusement, Bay City; Ray and Alfred Vollmer, Pigeon; Mr. and Mrs. Clarence Wickware, Flint; Clifford Irwin and Louis Murray, Port Huron; Ed Douglas, Muskegon; Fred Turek, Pontiac; Mr. and Mrs. Richard Griffin, Howell; Mr. and Mrs. Donald Corcoran, Almont; Mr. and Mrs. Fred Warner, Saginaw; Mr. and Mrs. Ivan Hunter, Port Huron; Mr. and Mrs. Bud Cocking, Flint; Mr. and Mrs. Dwight Horn, Adrian; Mr. and Mrs. Fred Zemke, Ann Arbor; Carl Walker, Bay City.

Among Detroit operators and guests attending were: Joe Moffatt, Manufacturers Bank; Elmer Keller, Manufacturers Bank; Clarence Sharpe; J. M. Jeffrey, Frank's Music; Mr. and Mrs. John Dandas; Mr. and Mrs. Jake Dumlér; Sidney Ketchum and Morris Goldman, Morris Music; Joe Galeski and Charles Gray, Cosnat Distributing; Jack Kirschner, Jack's Music; Martin Rice, Rice Music; Mr. and Mrs. William Van Koughnet, Union Coin; Mr. and Mrs. William Campbell, Campbell Music; Stanley Besk, Besk Music; Louis Ambrosine, Louis Music; Mr. and Mrs. Erwin Moss, Moss Music; A. Weston, West Music; Gordon Fruitman, Trio Vending; Leo Weinberger, Leo's Music; Haviland F. Reeves, The Billboard; Robert Wiley, Empire Coin; Mr. and Mrs. Ralph Schelden, Bee Music; Marty Moss, Moss Music; Bob Evans, Evans Music; Mr. and Mrs. John Wagner; Mr. and Mrs. Joseph Gorzelany, Elite Music; Henry Anderson, and B. F. Davis, Ray Music; Ben Stocker, Bandbox Music; Pat White, Better Music.

When answering ads...

**SAY YOU SAW IT IN THE BILLBOARD!**

# Golden Opportunity

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

Address: BOX D-84

c/o THE BILLBOARD, CINCINNATI 22, OHIO

# MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

SPECIAL INTRODUCTORY TRIAL SUBSCRIPTION Order

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Enter my subscription to The Billboard for a full year (52 issues), at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 792

Name .....  
 Company .....  
 Address .....  
 City ..... Zone ..... State .....  
 Type of Business ..... Title .....



# SEEBURGS

A-1 Condition

10 100-B . . . . . \$250  
 25 100-C . . . . . 275

# BORO AUTOMATIC MUSIC CORP.

1505 Coney Island Avenue  
 Brooklyn 30, N. Y.  
 Phone: ES 7-0787

N. ILLINOIS, N. INDIANA, IOWA OPERATORS . . . ORDER NOW!

ENJOY SMOOTH SAILING with GOTTIEB'S NEW 2-Player

# SEVEN SEAS

TWIN DOUBLE BONUS  
 ATTRACTS AND HOLDS PLAYERS!  
 IMMEDIATE SHIPMENT

### GOTTIEB 5-BALL GAMES

GLADIATOR, 2-Pl.	\$125
SEA BELLES, 2-Pl.	125
WORLD CHAMP, 1-Pl.	125
FAIRLADY, 2-Pl.	135
STRAIGHT FLUSH, 1-Pl.	185
CRISS CROSS, 1-Pl.	195
ROCKET SHIP, 1-Pl.	195
SUNSHINE, 1-Pl.	235
HI-DIVER, 1-Pl.	245
STRAIGHT SHOOTER, 1-Pl.	245

### WANT TO BUY GOTTIEB

SWEET SUE—BRIGHT STAR  
 AROUND THE WORLD  
 DOUBLE ACTION—ATLAS  
 CONTEST—SILVER—RACE TIME  
 CRISS CROSS—GONDOLIER  
 QUEEN OF DIAMONDS

### NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill.  
 Buckingham 1-8211

# X MARKS THE SPOT TO BUILD PROFITS

with the nation's oldest & largest

# ONE-STOP

Record Service  
 Guaranteed immediate delivery in one prompt, postage-saving shipment to anywhere in the world. Any label, any hit . . . Musical Sales has it at . . .

# DISTRIBUTOR WHOLESALE

Nothing over!

- Singles
- Albums
- Tapes
- Accessories

45 R.P.M.  
 60¢

33 1/3 R.P.M.  
 \$2.47 \$3.09  
 \$3.71

Write, wire or phone your order today to The

# MUSICAL SALES CO.

Musical Sales Bldg.  
 Seeburg Dist for Md.-Va.-D.C.  
 Baltimore 1, Md. VERNON 7-5753



**Joe Ash says . . .**  
**\$25.00 EACH**      **5 for \$99.50**  
 for following BINGOS—As Is, All Parts Intact  
**PIXIE    CARAVAN    MANHATTAN**  
**HAVANA    STARLET    TROPICS**

Send full payment with order

**ACTIVE** AMUSEMENT MACHINES CO.  
 666 N. Broad St., Phila. 30, Pa.  
 P.O. 9-4495  
 Write or wire for prices.

You can ALWAYS depend on ACTIVE ALL WAYS



**New LUCKY HOROSCOPE**  
 5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

Size: 18"x8"x6".  
 Shipping Wgt.: 20 Lbs.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS

**MID-STATE CO.** 2369 Milwaukee Ave.,  
 Phone: Dickens 2-3444 - Chicago 47, Illinois

**JANUARY CLEARANCE**  
 150 Late Model Phonographs Available at Reduced Prices, including

Seeburg B—C—W—R—V200—VL200—161—201  
 Wurlitzer 2000—2150—2204—2100—2104  
 AMI E80—E120—F120—G120—G200  
 Rock-Ola 1438—1446—1448—1454—1455

Write for prices      **20 SEEBURG LIBRARY UNITS AVAILABLE**

Exclusive Gottlieb, Williams and Seeburg Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET  
 BOSTON 18, MASS.  
 Tel. Liberty 2-9480

**ROYAL** DISTRIBUTORS FOR **Bally** *chicago coin* UNITED MUSIC

**DISTRIBUTING, INC.**  
 222 E. 3RD ST., CINCINNATI 2, OHIO  
 . . . YOU HAVE NEVER SEEN GAMES SO CLEAN!  
 MIDWAY MANUFACTURING CO., GOLD MEDAL POPCORN VENDORS SHUFFLES

Key West . . . . . \$110	C. C. Explorer . . . . . \$195
Sun Valley . . . . . 225	C. C. Rocket Ball . . . . . 245
Gay Time . . . . . 60	C. C. Rocket Shuffle . . . . . 110
Show Time . . . . . 120	United Shuffle Target . . . . . 75
Cypress Gardens . . . . . 275	
Big Show . . . . . 100	<b>MISCELLANEOUS</b>
Beach Club . . . . . 50	Stoner Coffee #500 . . . . . \$375
Gayety . . . . . 50	Bert Mills M56 Coffee . . . . . 145
Starlet . . . . . 45	Bally Target Roll . . . . . 100
	Bally Drink Vendor . . . . . 595
<b>BASEBALL</b>	Wms. Crane . . . . . 65
Wms. Deluxe Shortstop . . . . . \$295	Bally Moon Raider . . . . . 440
Wms. 57 Baseball . . . . . 245	Superior Gum Machine . . . . . 45
Bally Heavy Hitter . . . . . 345	Fisher 6 Pocket Pool Table . . . . . 150
Bally Hitting Practice . . . . . 520	W & K Hot Sandwich Machine . . . . . 500
Wms. Pinch Hitter . . . . . 425	Bumper Pool Games . . . . . 85
Wms. King of Swat . . . . . 110	Horoscopes, Birthdays, Inc. . . . . 75
Bally Big Inning . . . . . 285	Bally Skill Rolls . . . . . 75
<b>FIVE BALL GAMES</b>	We have kiddie rides, used and new.
Duette . . . . . \$ 75	Terms: 1/3 deposit with order; balance C.O.D., or Sight Draft.
Faistaff . . . . . 250	
Wms. Gusher . . . . . 150	
Whirlwind . . . . . 185	
Picnic . . . . . 275	
Balls & Poppin' . . . . . 50	
Wms. Crossword . . . . . 175	
Wms. Jigsaw . . . . . 125	

**SPECIAL**  
 WE WILL SACRIFICE. MAKE BEST OFFER.  
**BOWLERS**

C. C. Classic, 16 ft. . . . . \$275	
Bally A.B.C. Tournament . . . . . 300	
C. C. Bowling League, 14 Ft. . . . . 175	
Bally A.B.C. Bowling Lane, 14 ft. . . . . 175	
C. C. TV Bowling League, 14 ft. . . . . 285	
C. C. Lucky Strike, 16 ft. . . . . 375	

**WE NEED**  
**Bally U. S. A.'s**  
**Carnival Queens**  
**Sea Islands**  
 Send us your list.

WRITE OR CALL HAROLD OR CLINT: DU 1-5152-3

**WE HAVE MANY OTHER PIECES OF EQUIPMENT IN STOCK FOR YOU TO CHOOSE FROM. WRITE, WIRE OR CALL.**

**THE CINCINNATI COIN MACHINE CENTER**

# N. Y. PR Group Seeks Recognition For Juke Box Donations, Charities

NEW YORK — The first meeting of the new year of the New York State Coin Machine Association's public relations committee took place under the gavel of the well-known Al (Senator) Bodkin, committee chairman. The gathering took place at headquarters of the Music Operators of New York, Thursday (14).

Following a reading of the minutes of the last meeting, committee member Carl Pavesi, Westchester Guild prexy, asked what was being done to provide a permanent source of funds for public relations activities. He noted the vital importance of this and suggested that this should be the primary order of business of the budget committee.

A treasurer's report indicated that a balance of better than \$750 was still on hand, even after an extremely active December on various projects, including a church teen-age dance party in Brooklyn and an outright gift of \$500 to the Orphan Children's Home in lower Manhattan.

Bodkin, agreeing with the need for permanent sources of financing, stated that he intended to keep an extremely close eye on all expenditures from this point on. "We've gotten our feet wet and we've gotten a lot of good experience," he said, "but from now on, in any of our projects, particularly where it means donating a juke box to somebody, then we have to insist on results. And by results,

I mean publicity. If an organization wants a juke box from us, then they will somehow have to arrange for an official presentation with dignitaries present and with photographers, so we too can get some value out of our donation."

Meyer Parkoff proceeded to take up the need not only for steady financing but for an integrated program as well. He stressed that at least two projects are now looming, which offer a promise of excellent publicity, without costing the committee a cent. These functions are the presentation of a \$2,000 check (from all-industry donations) to the fund for the Cardinal Spellman Servicemen's Center in New York, and the coin industry's annual United Jewish Appeal dinner, this year to be undertaken as a function of the public relations committee. One exploratory luncheon with UJA officials has already taken place with another dinner meeting slated for later this month.

## IRS on Delinquency Penalty

Continued from page 78

classes of coin-operated devices as defined in Section 4462 of the Code. The rate of tax is \$10 per annum on coin-operated amusement devices and \$250 per annum on coin-operated gaming devices.

A separate return on Form 11-B is required for each class of special tax. Therefore, the filing of a return for an amusement device covers only the one class of device. Under such circumstances, no return has been filed for a gaming device.

stamp for coin-operated gaming devices. The taxpayer may file a claim for refund of the \$10 special tax on coin-operated amusement devices that he mistakenly paid for the current year.

**Applicability of the delinquent filing penalty for failure to file a coin-operated gaming device return when the penalty for underpayment due to fraud is applicable.**

Accordingly, it is held that the timely filing of a coin-operated amusement device tax return for a machine that is later determined to be a coin-operated gaming device does not preclude, in the absence of reasonable cause, the assessment of the delinquency penalty for failure to file a return for a coin-operated gaming device.

In accordance with the provisions of Section 6653 (D) of the Internal Revenue Code of 1954, the delinquent filing penalty for failure to file a coin-operated gaming device special tax return will be not assessed when the penalty for underpayment due to fraud, as provided by Section 6653 (B) of the Code, is held to be applicable.

It is further held that the special tax paid in prior years on coin-operated amusement devices may be applied as a credit, within the period of limitations prescribed by Section 6511 (A) of the Code, toward payment of the special tax on coin-operated gaming devices which is due for such prior years. However, for the current year of liability, the taxpayer must file a return and pay the full \$250 special tax for each gaming device in order to purchase the special tax

Advice has been requested whether the delinquent filing penalty for failure to file a return, provided by Section 6651 (A) of the Internal Revenue Code of 1954, will be applied when the penalty for underpayment due to fraud, provided by Section 6653 (B) of the Code, is also applicable.

## Slum Clearance

Continued from page 78

sociation to ask the city and State officials to take matters slow in redevelopment, but at the same time, prolonged reconstruction would only hurt the better sites.

A person timely filed a return and paid the \$10 special tax on coin-operated amusement devices for certain machines which were in fact coin-operated gaming devices. The Internal Revenue Service determined that the person's failure to pay the higher rate of \$250 special tax on coin-operated gaming devices was due to fraud.

**Location Loss**

"I know of many hard-working, conscientious men in the industry who have earnestly strived to maintain their 1959 levels of business, but they're running smack into the loss of locations, as well as an obvious softness of general economic conditions in Connecticut, and both vital factors are working against the coin man in the field."

Revenue Ruling 59-405, Page 17, this bulletin, holds that the timely filing of a coin-operated amusement device tax return for a machine which is later determined to be a coin-operated gaming device does not preclude the assessment of the delinquency penalty for failure to file a return for a coin-operated gaming device as provided by Section 6651 (A) of the Code.

It is anticipated that a primary topic of discussion at the Connecticut Coin Machine Operators' Association February meeting will be ways and means of developing new business outlets for modern-day coin machine elements.

Fish has been serving as acting State group president since resignation, because of personal business pressures, by Paul Rechtschafer.

A slate of nominees will be announced shortly, the actual business session probably to be conducted during a dinner meeting at a downtown Hartford hotel on either the first or second Thursday of February.

Section 6653 (B) of the Code provides that if any part of any underpayment (as defined in Section 6653 (C) of the Code) of tax required to be shown on a return is due to fraud, there shall be added to the tax an amount equal to 50 per cent of the underpayment. Under the provisions of Section 6653 (D) of the Code, if any penalty is assessed under Section 6653 (B) of the Code, relating to fraud for an underpayment of tax which is required to be shown on a return, no penalty under Section 6651 of the Code, relating to failure to file such return, shall be assessed with respect to the same underpayment.

Accordingly it is held that in accordance with the provisions of Section 6653 (D) of the Code, the delinquent filing penalty for failure to file a coin-operated gaming device special tax return will not be assessed when the penalty for underpayment due to fraud, as provided by Section 6653 (B) of the Code, is held to be applicable.

## Upper Midwest Ops Shown New Seeburg Q Line

MINNEAPOLIS—The showing of the new Seeburg Q line of phonographs last week by Lieberman Music Company brought a large turnout of operators not only from the Twin Cities but from throughout Minnesota and Wisconsin.

Among the operators who turned out for the showing were Henry H. Krueger, Fairfax; Jim Stansfield, Winona; Clayton Norberg, Mankato, Robert Leonard, Minneapolis; Chuck Karter, St. Paul; Walter Witt, Minneapolis; and Mr. and Mrs. Rose, Fargo, N. D.

In for the showing were Jack Gordon, general sales manager of the phonograph division of Seeburg, and Woody Woodhull, Seeburg sales engineer in the Upper Midwest. Lunch was served to the operators the first two days of the showing.

## S.D. Meet

There were very few operators from the Dakotas in for the showing, a company spokesman pointed out. However, the new Seeburg line also will be shown at a meeting of the South Dakota Operators Association January 18-19 in Pierre, S. D.

Lieberman Music Company recently acquired the Seeburg franchise and bought out the entire inventory of the S. L. London Music Company here, former Seeburg distributor in the area.

## Sweet Music

Continued from page 78

high-earning locations which operators tried to keep at any cost. However, Ratajack said, a lot of people tend to overlook their importance.

After all, it's the 90 per cent, or the average location, that most operators depend on for their bread and butter. And these places will switch over slowly to a sweet music emphasis.



# COINMEN

in the news

Continued from page 83

chines, has switched to the taxicab business. This firm is a grandfather-grandson combination, with Wood's grandfather, **Alfred R. Brimmer**, as the other partner.

**Harry Lipsitt**, founder of Allan Vending Company, operating candy and nut bulk venders, has taken back the business which was turned over to his father when he went in the Air Force. Harry is spending much of his time out of the city and has a manager to operate the route for him in his absence.

**Al Crinzi**, who operates Al's Down River Music in the suburb of Lincoln Park, reports business at a slow pace and that he is "just coasting along." He is concentrating on a smaller juke box operation currently. . . . Al's Record Mart, a major outlet for disks and formerly active in the juke box business, has moved to Joy Road in the northwest section from its central location.

**Raymond Daneman**, formerly a partner in the American Coin Machine Company with **Charles Friedman** and **Bernard Rothstein**, is now a salesman in Huntington Woods. . . . **Sanford Rubin**, who has operated the A-One Vending Company, cigarette route, since 1953, is looking forward to a pick-up in business in March. He reports that he is always trying to expand his route.

**Dominic J. Maltese**, formerly a partner in the Arizona Music Company with **Non Minaudo**, is now out of the business and engaged in construction work. . . . **George Guillery**, formerly owner of the Arrow Music Company, has gone into the lumber business. . . .

**Leo Angott**, who established his own independent route about four years ago, reports business good and has an optimism rare in the business these days. He explains: "You've got to be on the ball. You've got to be able to speak up. Most operators in the business are afraid of their customers." He operates primarily juke boxes as well as some shuffleboards and other games.

Angott Distributing Company, headed by **Carl Angott**, will hold open house January 10 for the first public showing of the new Wurlitzer models, which they distribute in this territory.

**Max Goldman** is taking over ownership of the Motor City Music Company, which he has managed for several years for his mother, **Mrs. Myrtle Goldman**. The business was established by his father, the late **David I. Goldman**, and Max took over management upon his father's death. A brother, **Morris**, operates the Morris Music Company and has moved from Detroit out to Oak Park. A third brother, **Harry**, formerly active in the business, has moved to California. *Hal Reves*

## BAY CITY, MICH.

**Mr. and Mrs. Earl Feddick** happily announce the arrival of a son, **Kim**, born New Year's Eve! **Kim** weighed in at 8 pounds 10 ounces. **Earl**, who is president of Valley Manufacturing Company, and **Mrs. Feddick** now have five children, three girls and two boys.

## GOPHER-GRAM

**Sandler Distributing Company**, Minneapolis, had a showing of the new Chicago Coin Drop Ball game, according to **Irwin Sandler**, head of the company, and the reception was very good. There were many operators in for the showing. The firm recently took over the line from **Lieberman Music Company**, Minneapolis.

**Sol Rose**, sales manager of Sandler Distributing, was in Southern Minnesota calling on accounts, and reports business to be good. . . . **Fritz Eichinger**, of Northern Coin Machine Company, St. Paul, is back from Denver where he picked up a new car. . . . Out-of-town operators in the Twin Cities were **Bob Lucking**, of Benson; **John McMahon**, Eau Claire, Wis.; **Warner Cyr**, Hinckley; **L. L. Roberts**, Luverne, and **Leo Rau**, St. Cloud.

Current industry problems, including percentages and co-operation and good fellowship among operators, will be discussed at a future meeting of the Ramsey County Amusement Operators' Association with the date to be set, according to **Jack Karter**, Midwest Novelty Company, St. Paul, secretary-treasurer of the organization. . . . **Murray M. Kirschbaum, Inc.**, a one-stop, will take over part of the main floor space at 2605 Hennepin Avenue formerly occupied by the **S. L. London Music Company**, according to **Ray Brown**, owner. The firm formerly occupied the balcony at that address.

**S. L. London** discontinued its office and showroom in Minneapolis when **Lieberman Music Company** took over the Seeburg franchise. . . . Capsules are coming back and more and more capsule vending machines are being sold now, according to **Earl Grout**, partner in **Vendall Distributing Company**, Minneapolis. Ball gum and charms also have been moving well, **Grout** said. He pointed out that there is a trend toward 1-cent and 5-cent coin mechanisms both with the Northwestern and Acorn bulk venders.

Twin Cities operators are hoping that the federal government will reclassify pinball machines so they won't be considered gambling devices and allow merchandise but no cash to be given away. They feel that if the necessary legislation is passed, not only will it help the small businessman but also ease the tax structure. They say that they are in no position to pay the \$250 federal license fee while the machines are classified as gambling devices. A new view of the situation also will have to be taken by local and State authorities before the ops can be back in the Twin Cities with their pinballs. It has been four years since the machines were closed down here.

Canteen Company of Minnesota is now offering "custo-music."

(Continued on page 90)

## Memphis Ops Will Receive Police Help

MEMPHIS—Police Chief **James C. Macdonald** met with members of the Memphis Music Association, music and game operators, at their December meeting and promised them a special police squad to help solve and prevent vending machine break-ins.

**Drew Canale**, owner of Canale National Tobacco Distributors, Inc., and other coin machine operators, reported on a meeting held in November with Police Commissioner **Claude A. Armour** and Chief **Macdonald**.

Canale was chairman of the committee that also included **Alan Dixon**, general manager of S. & M. Sales Company; **Parker Henderson**, general manager of Southern Amusement Company, and **Louis Barsotti**, partner in Tennessee Tobacco Company.

Committee members had compiled loss figures for their firms from burglaries during 1959. He pointed out that burglaries of coin machines had increased four-fold in the past year.

At that time, Commissioner **Armour** had promised police help and introduced Chief **Macdonald**.

**Macdonald** told the group that police would work closely with the operators on the order that the vice squad now operates.

The chief also said that he and Commissioner **Armour**, who was instrumental in forming the Youth Guidance Commission in Memphis to fight juvenile delinquency, were interested in getting a Youth Training School built for young first offenders.

## Seeburg at Valley Forge

PHILADELPHIA — Over 600 persons attended the Eastern Music Systems' showing of the 1960 Seeburg line against the setting of historic Valley Forge Sunday, January 3.

**Bill Adair**, **Marv Stein** and **Nat Solow**, partners at Eastern, held the showing at the picturesque George Washington Motor Lodge, a few miles up the Schuylkill Expressway from Philadelphia.

The three partners headed a force of 15 Eastern employees who were kept busy moving about the floor answering questions and explaining the workings of the new music machines.

Eastern also had its shop foreman, **Henry Ameno**, an installation chief, **John Kalbfeld**, on hand to answer questions.

The operators came from Pennsylvania, Southern New Jersey and Delaware. The operators and guests were served a buffet luncheon and cocktails.

## PHIL DISTRIB CHANGES NAME

PHILADELPHIA — The **Sandy Moore Pennsylvania Corporation**, exclusive Wurlitzer distributor in this tri-State area, has changed its name. The firm will do business from now on as the **All-Vend Equipment Company**. "But everything else will be the same," said **Abe Lipsky**, vice-president in charge of the office here. "The new name will not change our business operation." **Lipsky** said the firm would continue to maintain its showrooms at 806 North Broad Street here. In addition to the Wurlitzer line, All-Vend Equipment Company distributes the Valley Pool Tables and used music and game machines.

### ITEM OF THE MONTH

**"Miracle-Sound" Combination Baffles and Speakers**

Choice of 2 colors—2 styles. Quality 8" Quam extended range speakers . . . exceptional tone quality . . . harmonizing colors. Washable plastic grille cloth. Sturdy metal construction . . . completely lined with special fiber glass.

WALL MODEL . . . blond or mahogany baked enamel finish with contrasting grille cloth, 10 1/2" h. x 14" wide. 171-240-1B Blond . . . \$29.95 Pair 171-240-2B Mahog. . . 29.95 Pair

SLOPING CORNER MODEL. Same finish, etc., as wall models—15" h. x 17 1/2" w. (at top) x 9 1/2" w. (at bottom). 171-260-1B Blond . . . \$32.50 Pair 171-260-2B Mahog. . . 32.50 Pair

**WICO CORP.** 2901-13 N. PULASKI RD., CHICAGO 41, ILLINOIS  
Largest Coin Machine Parts and Supply House

## SPECIAL!

### CHROME SIDE RAIL MOLDING FOR BALLY BINGO GAMES \$5 PER SET OF 2.

Write: **SUPERIOR SALES CO.**  
Room 6  
7855 Stony Island Avenue  
Chicago 49, Illinois

### ATLAS . . . Best in Music and Vendors!

#### SPECIALS!

**ROWE DIPLOMAT**  
8 Col. . . . . \$30\*

**NATIONAL**  
13 Col. . . . . \$185

\*Minimum order—3

#### MUSIC

SEEBURG K-200 . . . . .	\$525
Lots of 3. Ea. . . . .	495
SEEBURG V-200 . . . . .	395
Lots of 3. Ea. . . . .	345
A. M. I. G-200 . . . . .	325
Lots of 3. Ea. . . . .	295
SEEBURG 201 . . . . .	\$850
SEEBURG L-100 . . . . .	595
SEEBURG 100-C . . . . .	375
A. M. I. MODEL "H" . . . . .	595
A. M. I. F-120 . . . . .	350
ROCK-OLA 1458 (120 Sel.)	525

Reconditioned—Refinished

#### USED CIGARETTE VENDORS

9-Col. DUGRENIER (Mechanical)	\$ 65
12-Col. EASTERN . . . . .	85
10-Col. EASTERN . . . . .	65
9-Col. NATIONAL . . . . .	95
22-Col. EASTERN . . . . .	145

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS.

A Quarter Century of Service  
2120 N. WESTERN AVE., CHICAGO 47, ILL. U. S. A. ARmitage 6-5005

#### NEW HIDEAWAYS

**SEEBURG Model K-200**  
**SPECIAL PRICE, \$695**  
First Come, First Served!

Exclusive Seeburg Distributors

# IT'S A WURLITZER WORLD IN SIXTY

102,  
104,  
200  
SELECTIONS

DROP IN AND SEE THE WORLD'S FINEST MUSIC SYSTEMS

PEACH STATE MUSIC CO.

549 Pine Street  
Macon, Georgia  
SH 3-1588

1913 Huger Street  
Columbia, S. C.  
AL 4-6928

130 Boulevard, N. E.  
Atlanta 12, Ga.  
JA 3-7831

# SEND FOR NEW and COMPLETE LISTINGS

LOWEST PRICES IN THE NATION

**DAVID ROSEN**

Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

Phone, Wire, Write Today!

## LET US HELP YOU MAKE 1960 fabulous

Auto Photos #9 ..... \$1095  
Auto Photos #11 ..... 2250  
Auto Photos #14 ..... 2850  
Photomatic, br. new Write  
Financing available.  
**SEEBURG BACK-GROUND MUSIC**  
Library Unit, 200 sel., completely shopped—\$425.00.

**SEEBURG CHROME WALL BOXES**, 3W1-100 sel., .....\$37.50



M. S. GISSER  
Sales Manager

### KIDDIE RIDES

Ex. Pony Express ..... \$175  
Ex. Big Bronco ..... 350  
Bally Champion ..... 425  
Space Ships ..... 295  
Sandy Horse ..... 425  
Lancer Horse ..... 295  
Toonerville Trolley ..... 295  
Sci. Television ..... 250

### SHUFFLE TARGETS

United Target ..... \$ 95  
United Comet ..... 110  
United Venus ..... 135  
C.C. Rockets ..... 125  
C.C. Explorer ..... 175

### CIGARETTE VENDORS

National 9 ML ..... \$110  
National 11 ML ..... 165

Wurlitzer Distributors

### CIGARETTE VENDORS

P.X., 10 Column ..... \$115  
Eastern Elec., 22 col. ... 195  
Keeney Elec., 9 col. ... 95  
Goretti, 9 col. .... 125  
U-Select-It, 72 sel. .... 69

Write for prices on brand-new machines.

### CANDY VENDORS

Ship. 2-Sel. Gum & Mint \$ 18  
Ship. 3-Sel. Candy ..... 39  
Ship. 6-Sel. Candy ..... 125  
National, 6 col. .... 89  
N.W. Sweet 16 ..... 250  
Serval, 8 col. .... 85  
U-Select-It, 72 sel. .... 69

## CLEVELAND COIN

MACHINE EXCHANGE  
2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715

## FINEST EQUIPMENT MONEY CAN BUY

### WORLD WIDE! PERFECT-PLUS PHONOGRAPHS

**ROCK-OLA**

1468 STEREO, 120 Sel.	\$795
1475, 200 Sel.	735
1468, 120 Sel.	675
1465, 200 Sel.	625
1458, 120 Sel.	575
1455 D, 200 Sel.	495
1455 S, 200 Sel.	475
1454, 120 Sel.	475
1448, 120 Sel.	425
1446, 120 Sel.	345
1438, 120 Sel.	295
1436, 120 Sel.	145
1434, 50 Sel.	95

**SEEBURG**

KD-200	\$575
HF 100-L	595
HF 100-R	495
HF 100-W	425
HF 100-C	425
M 100-C	295
M 100-B	245
M-100-A (45 r.p.m.)	125

**A.M.I.**

I-200	\$695
H-200	625
G-120	395
F-120	395
E-120	245
D-40 (45 r.p.m.)	125

**WURLITZER**

2250, 200 Sel.	\$625
2000, 200 Sel.	425
1800, 104 Sel.	365
1700, 104 Sel.	295
1550, 104 Sel.	155
1500, 104 Sel.	150
1400 (45 r.p.m.), 48 Sel.	110

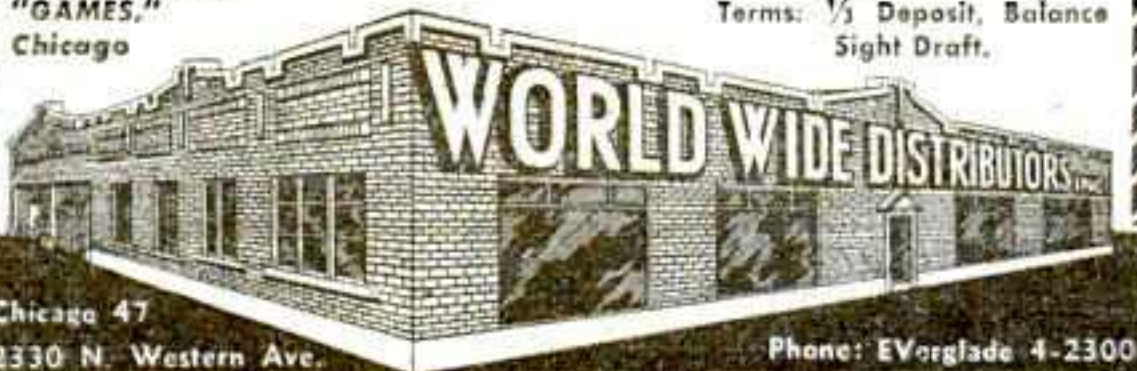
## BALLY LONG BOWLER SPECIALS!

11-Ft. ABC BOWLING LANE	\$250
14-Ft. ABC BOWLING LANE	250
11-Ft. ABC CHAMPION BOWLER	415
14-Ft. ABC CHAMPION BOWLER	425

ALL EQUIPMENT COMPLETELY RECONDITIONED

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47  
2330 N. Western Ave.

Phone: EVerglade 4-2300



Continued from page 89

high-fidelity background music for industry and business, according to L. A. (Lee) Johnson Jr., general manager. Installation and service will be provided locally by Canteen Company. *Don Lyons*

## West

### CALIFORNIA RAMBLINGS

Frank C. Lamb, of Judd Novelty Company out Montebello way, is back from a combination deer and duck hunting trip to Oregon with other nimrods. They hunted deer in the early morning and ducks in the late afternoon. Seven days of hunting netted the group 15 birds, two jack rabbits and one horse. Lamb is still trying to learn the price per pound for horse meat.

Don Rhodes reports that business in the South Gate area has been good. He is building a route. . . . George Mahlom, formerly with Minthorne Music, is now operating in San Diego.

Bill Dingley, who specializes in hideaways in the San Bernardino area, was in town the first of the week. . . . Wayne Davis, of Minthorne Music, is taking up photography as a hobby.

Jack Gutshall was in town from his bailiwick around Corona. Bill French, of San Diego, was a buyer from that area. . . . Matt Nordberg, Minthorne Music salesman, will take to the road the latter part of this month following the showing of the new Seeburg phonographs. *Sam Abbott*

### COLORADO NOTES

Pete Vandenberg, president of Modern Music Company, Colorado Springs, found himself in the lunchroom business recently when a location loan came a-cropper. Vandenberg, who has had very little previous experience in such matters, immediately put the small restaurant concerned up for sale and was pleased to consummate the deal within a few days time. Unhappily, after he had taken the "For Sale" signs down, the customer became ill, and the deal fell thru. Last word was that Vandenberg was starting on the sales program all over again.

Fred Colasacci, amusement machine operator in Colorado Springs, has an unusual communications system to help him run his route. Colasacci lives next door to a laundry route man, who drives a truck equipped with microwave radio. The laundry man, with a large family, had installed a receiver in his own home so that, along with regular communication with the laundry office, he could check whenever desired with his family. Now the route man, who covers an industrial route, makes a routine check on Colasacci's machines at every stop and radios his wife to notify the operator whenever a machine is out of order, glasses broken or a location owner has some request to fill. Colasacci reciprocates by buying the laundry man's family a dinner now and then.

Bill Hafner, Pueblo juke box operator, was called as a witness recently in the prosecution of a "federal loan agency firm" which victimized 13 Colorado firms out of large payments, in return for which the firm supposedly would arrange for low-interest federal loans for small business. Hafner's Pueblo Music Company was among the victims. *Bob Latimer*

## South

### DOWN MIAMI WAY

Max Lebow, Automatic Equipment Company, is back in the hospital. Max is having trouble with an eye. . . . Morris Diamond, Diamond Amusement Company, recently recovered from a back operation, is complaining of pains again. Wife, Eleanor, says if he would learn to take things easy everything would be all right. . . . Congratulations to Mike Michaelson, Capitol Vending Company. Mike became the proud daddy of a daughter. Only two to go to tie Eddie Cantor.

Berling Saunders, general manager of Ace Saxon Cigarette Company and Broward Music Company, hosted a wing-ding of a New Year's party at his home. It didn't break up until daylight, with everyone there reporting a wonderful time. . . . Congratulations to Ronny Shapiro, routeman for Broward Music Company. Ronny gave his girl friend, Bunny Florio, a diamond ring. . . . Congrats also to Dotty and Lucky Skolnick, Lucky Amusement Company, on their 13th wedding anniversary.

Welcome to Alvin Gottlieb, D. Gottlieb & Company, Chicago. Alvin, a refugee from Chicago's wintry blasts, is spending some time at the Chateau Motel on the Strip. . . . Marvin Lieber, Pan American Distributing Company, catching a few last games of jai alai before planing for the frozen North. Marvin is heading for New York to attend several meetings and will also visit his brother in Philadelphia.

Bob Schuman, Budisco One-Stop, Miami, like a kid with a new toy upon delivery of his new car. . . . Anita Hamond, of the Budisco One-Stop in Tampa, reports a smashing business to close out the year. . . . Billy Whitcomb, Tampa manager for Bush Distributing

(Continued on page 93)

## SALESBOARDS

COIN-OPERATED

R. C. WALTERS MFG. CO.

2532 Semple Ave. St. Louis 12, Mo.

## COMPLETELY RECONDITIONED AND GUARANTEED

### UPRIGHTS

Games Inc. Wild Cat	\$395
Games Inc. Double Shot	250
Games Inc. Super Hunter	245
Games Inc. Skeet Shoot	250
Games Inc. Hunter	195
Auto Bell Play Ball	245
Auto Bell Galloping Dominoes (like new)	345
Bally Skill Parade	145
Buckley Point Makers (late models)	395

### MUSIC

AMI C-40 (45 RPM)	\$ 75
AMI D-40 (45 RPM)	125
AMI D-80	185
Wurlitzer 1900	395
Wurlitzer 2000 (with speed read program holder)	445
Seeburg 100 A (45 RPM)	125
Seeburg 100 BL	275
Seeburg 100 R	465
Seeburg V-200 H conv. to VL (with speed read program holder)	445
Seeburg KD-200	545
Rock-Ola 1434 (45 RPM)	95
Rock-Ola 1455 S	445

### Bally and United Bingos

Call or Write

Rush deposit to:



## BUY THE BEST WURLITZER FOR 1960

2200's, 2100's, 2150's  
2000's, 2204's, 1900's  
Large Stock of \$27.50  
5205 Wallboxes

**SEEBURG**

Model C	\$285
VL	375
V200	345
K. D.	525
200 Sel. Wall Boxes	78.50
100 Sel. Chrome	39.50

**AMI**

F-120	\$375
H-120	575
I-120	650
J-120	745
D-80	190

**BINGOS**

Miss America	\$185
Beach Time	295
Key West	125
Show Time	165
Cypress Gardens	265
Big Time	65
Big Show	95
Sea Island	495
Carnival Queen	345
Sun Valley	195

**UPRIGHTS**

Kentucky Derby Day, Remote Control	\$ 95
Wild Cat	Write
DeLux Big Tent	295
Super Big Tent	295

**5-BALLS**

Turt Champ	\$195
Dragonette	75
Star Pool	55
Smoke Signal	70
Balls a Poppin'	60
Peter Pan	75
Harbor Lites	75
Easy Aces	135
Bally Circus	85
Funfair	125

**ARCADE**

C.C. Rebound Shuffle	\$ 65
Seeburg Bear Gun	85
Teloquiz	65
C.C. Ski Bowl	85
Un. Imperial Shuffle	95
Mercury Athlete Scales	65
Bally Jet Shuffle	125
Wms. Hercules Gun	395

Call, Write or Cable  
Direct all inquiries to Indianapolis Office.  
Export inquiries invited.  
Cable: LEWJO



Exclusive Wurlitzer Distributor  
1301 N. Capitol Ave. Indianapolis, Ind.  
1635 Central Pkwy. Cincinnati, Ohio  
Tel.: MEIross 5-1593 Tel.: MAIn. 1-8751

**Souvenir Shop**

Continued from page 75

ly to be appeased with charms from either the 5-cent or 1-cent vending machines, and consequently, nine out of 10 parents who are visiting the museum can be depended upon to buy this type of souvenir for their youngsters.

**Odd Change**

Also, since most of the prices in the museum, all the way from the restaurant to the gift shop, end in odd cents, there is always plenty of change in the customers hands for vending machine purchases.

Malone uses big, bright-colored machines and stands to attract attention despite the colorful surroundings which would otherwise submerge the appearance of his machine. He services the machines three or four times a week during the busy summer period when traffic thru the Buffalo Bill Museum is at its height, and often has made daily trips.

During the winter, service once a week is more than adequate, as the two-million-person tourist traffic in the area drops away to a trickle.

"Charms are more than mere momentary entertainment," he says. "In a situation like this, where every customer's mind is on souvenirs, they offer a particularly handy and pleasant way to keep children happy."

**New Models**

Continued from page 77

five in-lines, 12 shuffle bowlers, nine ball bowlers, four baseballs, seven guns, four pools, seven rebound shuffles, nine kiddie rides, one shuffleboard unit and two counter games, with Arcade and novelties making up the remainder. Eight upright games (not figured in the comparisons) were also bowed in 1959.

**Europe's Marketing Methods**

Continued from page 81

formation of Air Union, which will house under a single administrated and operational roof the national airlines of West Germany (Luft-hansa), France (Air France), Belgium (Sabena) and Italy (Alitalia). This can only spell tough competition for Pan American, British European Airways and SAS, the Scandinavian airline.

Moreover, West Germany's Messerschmitt plane building plant is producing products of the French Fouga Company, and the Focke-Wulf Company at Bremen, products of Sued-Aviation, principally the Noratlas military transport.

**But not all working agreements involve direct mergers or even the meshing of administrative, operational and productive machinery. For example, a common sales organization has been established by cellulose manufacturers in France and West Germany.**

A group of Belgian, French, German, Italian and Dutch banks has worked out a credit pool. And cotton textile manufacturers from the six nations have banded together to fight competition from low-wage areas, mainly Hong Kong.

Even more common to the Common Market have become link-ups of industry groups. Such associations do not involve any specific agreements, but are simply a declaration of mutual interest.

**An example is UNICE (Union des Industries de la Communaute Europeenne), with headquarters here in Brussels. UNICE groups into a single federation the six national equivalents of the American National Association of Manufacturers.**

It is this growing web of agreements which is giving the Common Market a reality far beyond anything the politician could create.

A French businessman capsuled, "The Common Market has let the genie out of the bottle. We couldn't halt this trend now if we wanted to."

**What is true of business generally within the EEC is true of the coin machine industry. It is widely predicted**

that the groundwork for a series of Common Market mergers of coin equipment producers will be laid this year; that in 1960 a giant, closely integrated European coin machine industry will take shape.

The precise form this integration will take is still to be determined, but the general business integration going on within the EEC obviously serves to stake out guidelines for the coin machine industry.

Summing up two years of the EEC, the Institute of German Industry noted:

**"Tariff reductions within the EEC have amounted to 10 per cent so far and another 10 per cent to follow soon. It now seems likely that the original transition period of 12 to 15 years will be telescoped into eight years or less.**

"Import quotas have been enlarged or have been abolished entirely. Currency restrictions have been widely eliminated. Efforts are being made to abolish administrative obstacles to a freer flow of goods, services, capital and people."

Already the transition toward the supranational market has changed shop windows. The German Hausfrau is buying more Italian and French food than ever before; very likely her clothing is made of Italian or French fabrics. Never before have the Germans been driving so many "foreign"—French and Italian—automobiles. And the Ruhr is complaining about competition from French steel.

The beginning of a European style of living is noticeable everywhere, the blending of national tastes and habits into a new and wider pattern.

**Detroit Operators Mull Legal, Fiscal Problems**

DETROIT—Legal and financial activities took the spotlight at the January meeting of Music Operators, Inc., despite an attendance somewhat smaller than usual because of post-holiday and other seasonal interests.

One important step taken has been the switch of meetings from the Fort Wayne Hotel, where juke box association gatherings have been held for many years, to the Belcrest Hotel. The latter hotel is equipped with its own parking area for guests.

A major drive to enroll all active juke box operators as members is being launched. It is felt that the current threats of high tax and license fees will provide a positive inducement that will bring about a marked increase in total membership.

Individual members are undertaking a policy of promoting membership whenever they meet up with other operators, especially at record companies and one-stops, while the over-all membership campaign is under the personal direction of John Mahaz, field representative.

**License Fees**

Considerable discussion was given to the recent proposals for increased fees, which reached the level, in the discussion stage at the Legislature, of \$250 annual license for each operator and \$100 for each machine.

Frank R. Fabiano, of Fabiano Sales & Service, has been representing the industry at Lansing, the capital, and plans to return for the new session of the Legislature.

However, according to Jack Kirschner, secretary-treasurer of

the MOI, operators are in hopes that the project will not be received at the forthcoming session. It is generally agreed that fees anywhere near this level will drive most machines off location and that such a tax would be self-defeating.

The semi-annual fiscal report of the MOI was read by the accountant, Gerald Kirschner, who is the son of Jack Kirschner, and showed that the association is very satisfactorily operating in the black.

DETROIT—Plans for the organization of a one-stop by Detroit record distributing companies have been tentatively shelved.

The project was designed to protect distributor interests against record bootlegging into the area. (The Billboard, November 30, 1959.)

"We were concerned primarily over the trans-shipping that has occurred in the past, and what might occur in the future," said Henry Droz, president of Arc Distributing Company, and leader of the distributors in the projected new distributor-owned one-stop. But he was able to give the industry a clean bill of health at present.

"So far as we can determine, no trans-shipping has occurred in recent months. There are three major one-stops in the territory. They are operated by Carl Angott, of Angott Distributing Company, the Wurlitzer distributor; Music Systems, the Seeburg distributor, and Consolidated One-Stop, Inc., by Thomas Mutter, formerly of Music Systems.

"A one-stop is not our goal," Droz explained carefully. "We would only open it as a protective measure."

**LIKE NEW!**

**Save on these SHAFER Specials SEEBURG**

- VL 200 ..... \$475
- M 100 C ..... 350
- M, 100 B ..... 275

**WURLITZER**

- 2300 S ..... Write
- 2150 ..... \$425
- 2304 ..... Write

**AMI**

- I 200 ..... \$595
- H 200 ..... 550
- H 120 ..... 575
- G 120 ..... 425
- F 120 ..... 350

**CIGARETTE VENDORS**

- Corsair "30" .. \$249.50
- Eastern "22" .. 195.00
- Rowe 8 Col.
- Diplomat ... 39.50

Shaffer Reconditioned  
Shaffer Guaranteed

Write for Illustrated Catalog

**SHAFER MUSIC CO.**

849 North High St.  
Columbus 8, Ohio  
Phone: AX 4-4614

Offices in Cincinnati and Cleveland

**Memphis Police Aid Coinmen in Burglary Fight**

MEMPHIS—Police Chief James C. Macdonald said last week he put a coin machine police squad to work which he and Police Commissioner Claude A. Armour had promised the Memphis Music Association, group of coin machine operators.

The chief said the first night he had 10 men on the squad, that it will vary in number from time to time, and that they will operate in plain clothes as they patrol after locations are closed in an effort to nab burglars in the act.

The chief also announced that the squad in its early days of operation cleared six coin machine burglaries in obtaining a confession from an 18-year-old boy nabbed New Year's Eve night.

The youth confessed 10 burglaries, and of those, six were of coin machines at various locations, Chief Macdonald said.

Chief Macdonald said the squad, assigned at the request of a Memphis Music Association committee which was alarmed at the great increase in coin machine burglaries in the past year, would operate still watches on much-burglarized locations and patrol spots after the usual 1 a.m. closing time.

Most burglaries are committed between the closing time and dawn, the chief said. Few are done on weekends, he said.



**115 WAYS TO SCORE**

**1,000 FEATURE**

COIN DENOMINATION OPTIONAL

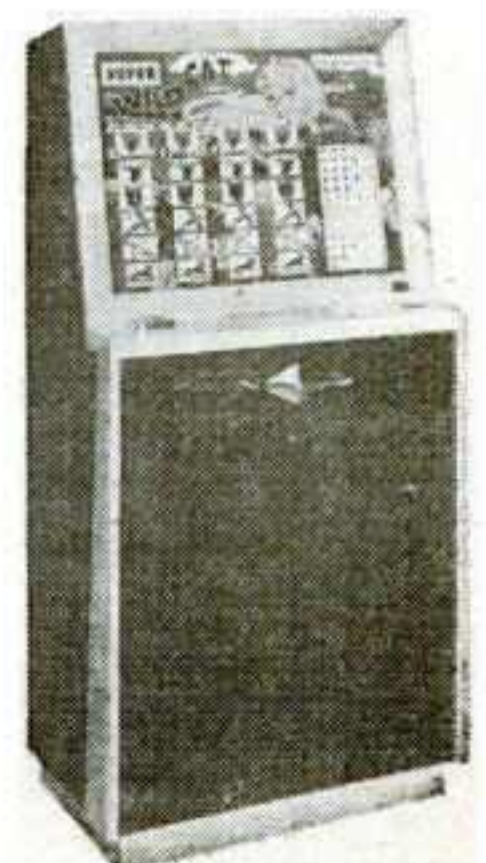
**SUPER WILD CAT**

**NEW PLAYER APPEAL  
LOCATION TESTED  
TERRIFIC EARNING POWER  
SCUFF PROOF BASE**

MANUFACTURED BY  
**GAMES, INC.**  
2950 NORTH CAMPBELL AVENUE  
CHICAGO 18, ILLINOIS  
Phone: COrnelia 7-8800

Originators of  
Electric Upright  
Free Play Games

HEIGHT—56"  
WIDTH—38"  
DEPTH—16"  
Shipping Weight  
171 lbs.





BE FIRST . . . SEE FIRST for  
Chicago Coin's BULL'S-EYE  
**DROP BALL**

• Fast Play—Traveling Ball Action—Skill and  
Timing—High Score Feature!

Chicago Coin's  
4-GAME BOWLER—4-in-1  
QUEEN BOWLER—16 Ft.  
KING BOWLER—16 & 21 Ft.  
PLAYLAND Rifle Gallery

**ARCADE**

Gen. GYPSY GRANDMA	\$195
C. C. GOALEE	95
Keeney LEAGUE LEADER	210
C. C. SUPER H.R. BASEBALL	130
Genco FOOTBALL	110
Wms. CRANE	115
C. C. STEAM SHOVEL	115
Bally ALL STAR BOWLERS	145
Genco MOTORAMA	215
C. C. TWIN HOCKEY	215
Williams TEN PIN	140
Wms. SIDEWALK ENGINEER	105
Wms. KING OF SWAT	135

**NEW GAMES**

- Auto Bell's GALLOPING DOMINOES
- Bally COUNTY FAIR
- Bally CHALLENGER
- Bally MONARCH
- Gottlieb LIGHTNING BALL
- Keeney BIG "3"
- Keeney BIG DIPPER
- Keeney TOUCHDOWN
- United 4-WAY SHUFFLE
- United HANDICAP—16'
- Wms. FIESTA
- Valley 6-PKT POOL
- Kaye 6-PKT POOL
- Fischer 6-POCKET POOL

**GUNS**

- Exhibit SIX SHOOTER... \$ 95
- Genco CIRCUS GUN ... 295
- Genco STATE FAIR ... 240
- Un. CARNIVAL GUN ... 160
- Keeney SPORTSMAN ... 135
- Genco RIFLE GALLERY ... 135
- Exh. SHOOT'G GALLERY 100

**IMPORTERS!**

56-Page Illustrated  
**1960 CATALOG**  
**FREE!**  
SEND FOR COPY TODAY!

**FIRST**

Cable: "FIRSTCOIN"—Chicago

**COIN MACHINE  
EXCHANGE**

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

**GIVE TO DAMON RUNYON CANCER FUND**

# Record Mfrs. Apathetic Toward Stereo Singles for Juke Boxes

By REN GREVATT

NEW YORK — Apathy would be the best word to describe the feeling among record company headquarters here regarding juke box stereo. Some firms continue to put out stereo singles, with relatively dismal results, while others remain entirely aloof. No companies showed any real enthusiasm for the Columbia stereo 33 1/3 r.p.m. single, offering such uncommunicative comments as "We're watching it."

RCA's Jack Burgess told The Billboard that his company has had a policy of supplying the juke market with stereo singles product for the past few months. "We expect to continue that way, but frankly, tho we push them out, we see an awful lot of returns coming back. The returns keep us from getting very excited," Burgess asserted.

He added that EP's have done better in many cases than singles. "On the other hand, we recently produced a special 'Stereo Showcase Series' of stereo singles which were packaged with four-color jackets and contained a flock of the best selections from a number of our albums," Burgess stated. "These still sold for 98 cents each. We feel we're doing our part to encourage this field, but it's no world beater yet." Burgess indicated that Victor simultaneously

releases stereo and monaural singles by such artists as Como and Della Reese and was looking forward to being able to do so with Presley recordings, when the chanter returns to the recording studio scene after his Army discharge in March.

**33 1/3 Single**

Columbia, of course, as reported recently, is dedicated strictly to its own development of the 33 1/3 r.p.m. stereo single. Seeburg has perfected an adaptor device for this and is helping to push the Columbia 33 1/3 speed idea. Seeburg has made its position known that its development allows the operator to be flexible and to move either way with regard to 45 or 33 1/3 r.p.m. stereo single speed. Columbia is now in the process of releasing a dozen or so new titles on the special seven-inch, low-speed disk.

Capitol released one stereo single and five stereo EP's close to a year ago. Max Callison, vice-president and national sales chief of Capitol Records Distributing Corporation, noted that this was done in answer to a clamor from the product reportedly existing in the juke trade. The reaction, according to Callison, was virtually nil.

"We will have our people at the various distributing points around the country checking one-stops every month or so, to determine what

demand if any there might be," Callison said, "but you can be sure we'll remain dormant in this field, until we see a real reaction from somebody, which does not appear to be there now."

**Status Quo**

Decca maintains its status quo on stereo singles — that being, that none will be issued until such time as the company believes a legitimate demand for them exists. The company, according to vice-president Marty Salkin, has put out more than a dozen selected stereo EP's, which have met with a moderate response at the juke and retail level.

Arnold Maxin, proxy of M-G-M Records, stated that "I'm aware of the Columbia 33 1/3 r.p.m. development but I feel there is no reason, certainly as of now, to rush into anything. We bring out a certain number of stereo singles at the 45 speed and probably will continue to do so, but I assure you, it's a break-even operation at best. We do produce stereo versions of a number of our singles hits, but few are automatic stereo releases. If either Connie Francis or Joni James or Conway Twitty have a record that has good stereo applications, we'll probably do it, but we try to program within our own line. We might easily come up with a David Rose stereo single, for example, even if it isn't a monaural hit."

ABC - Paramount chief, Sam Clark, reached just before departure on a West Indies vacation, told The Billboard that in the case of Paul Anka, Steve Lawrence, Eydie Gorme, Ray Charles or Lloyd Price, a stereo counterpart of the single release would be virtually automatic. "We would solicit orders for stereo and monaural together and would ship them out together, in the case of these artists," Clark declared. "We feel that stereo, in the case of a good many of our singles, has been worthwhile." Clark noted that some months back the company made an unsuccessful try with a 33 1/3 r.p.m. stereo single, similar to that now being espoused by Columbia. "But our failure was probably due to repertoire not suitable for the juke box trade," Clark asserted.

**Blame Distrib**

Over at Kapp Records, sales chief Jay Lasker showed little enthusiasm for stereo singles. "From time to time we hear that the operators are crying for these stereo records," said Lasker, "but when you put one out you wind up with a great big bomb. I wonder how many stereo juke boxes they really have out on location? The fact is, I do believe that a lot of operators probably want the records. The trouble lies not with the operator or with the manufacturer who actually turns out the product, but with the distributor-one-stop situation."

"Most distributors today have plenty of problems already in their operations with one-stops. Having to handle a very small amount of stereo singles, with very little profit involved, is just not worth it for a distributor so he doesn't even order them. It makes for a hopeless situation for a distributor. And a one-stop won't take much trouble to try to get them thru other channels, because, again, it's not worth it to him. So the guy who gets hurt is the operator — the one who spent his money on a brand new stereo juke box."

- A
- THE
- K
- BEST
- Q
- 5-BALL
- J
- IN
- YEARS
- 10
- \$
- \$
- \$
- \$
- \$



Watch free-spending crowds compete for HI-STRAIGHTS and HI-HANDS as card symbols shuffle on the backglass of

## Keeney's HI-STRAIGHT

Location Tested, Profit Proven 5-Ball Game

See these money making features:

- HI-SCORE up to 10,000,000.
- 5 individual playing cards shuffle on backglass as player tries for a Hi-Straight hand.
- Players draw cards on backglass as balls hit rollovers.
- Hi-Straight in any order lites six special-when-lit rollovers to set up special scoring opportunities.

**IT'S FAST!**

Everyone agrees—it's the best 5-ball in many a year!

**Install** Keeney's Hi-Straight. It's your best bid for real winnings. Your 5-ball distributor has it or can get it for you.

**HIGH PROFITS ASSURED!**

Keeney's 5-BALL HI-STRAIGHT equipped with National Slug Rejector and Heavy Metal Protected Cash Box.

CHOICE OF NICKEL OR DIME PLAY

J. H. Keeney & CO., INC.  
2600 W. FIFTIETH STREET • CHICAGO 22, ILLINOIS

Telephone: HEmlock 4-5500



**RECONDITIONED  
GOTTLIEB GAMES**

Ace High	\$ 85.00
Cross Cross	160.00
Hi Diver	225.00
Queen of Diamonds	250.00
Roto Pool	175.00
Royal Flush	115.00
Sittin' Pretty	210.00
Universe	275.00
World Champ	90.00

**MORRIS NOVELTY COMPANY**  
8007 Olive St. St. Louis 3, Mo.  
Tel.: Franklin 1-0757



Continued from page 90

Company, reports business on the West Coast is humming, with the bad weather up North really bringing down the tourists. . . . Gene Lane, sales manager for Taran Distributing Company, also reports a sharp rise in business among operators he has been seeing. Gene says the new Rock-Ola is selling at a good rate.

Bob Weller, road man for Bush Distributing Company, back from a fast trip to Key West, reports business steady but not as good as it had been in former years at this time. Bob says Mrs. McLarty, of Mac's Music Company, whose husband died a couple of months ago, is doing a swell job of running the route.

Ed Mercer, Orange Blossom Amusement Company, Homestead, all smiles these days. Ed says business is good, with collections holding steady. . . . Lucky Skolnick, Lucky Amusement Company, recently broke down in his boat and now has it in drydock for repairs.

Raoul Shapiro

**ALABAMA ITEMS**

Sheil Drucker, secretary to Max and Harry Hurvich, of Birmingham Vending Company, Birmingham, was married to Norman Copeland, of Birmingham, December 27. After a honeymoon to New Orleans, the couple will return to Birmingham, where Sheil will return to work. All of their friends wish them a long and happy life together.

Issaac and Raymond Cohen, formerly partners in Cohen Amusement Company, Montgomery, have announced a split into two separate business operations. Issaac remains as head of Cohen Amusement, which includes routes of pins, venders and phonographs as well as a large retail record store in Montgomery's downtown shopping area. Younger brother Raymond has opened The Record Shop, a new retail record shop in Montgomery's big Normandale Shopping Center. Both brothers have been officials of the State operators' association.

**ALUMINUM DE-GREASED DISCS  
FOR STANDARD AND HARVARD**



METAL TYPERS  
Packed in rolls of 100 Available with special imprint  
Call our PARTS & SERVICE Dept. for all your Typer needs

STANDARD HARVARD  
METAL TYPER, Inc. 1318 N. WESTERN AVE  
CHICAGO 22 ILL • EV 4-3120

**Famous DAVIS 6-Point Guarantee**

<b>SEEBURG</b>		HF100G	\$450
KD200	\$625	100W	435
KS200	595	M100C	375
HF100R	510	M100R Hideaway	295
VL200	495	M100B	275

<b>AMI</b>	G200 with conversion unit	\$345
------------	---------------------------	-------

<b>WURLITZER</b>		1650AF	\$169
7250	\$595	1550A	139
2150	449	1500	99
2000	395		

**CIGARETTE VENDORS**

Eastern Mark II	\$179.50
Eastern 10-column	74.50

Terms:  
1/3 Deposit  
Required

**WORLD EXPORT Corp.**  
WESTERN EXPORT DISTRIBUTING  
Exclusive Seeburg Distributors  
738 Erie Blvd., East  
Syracuse 3, N. Y., U.S.A.  
Phone: GRanite 5-1631  
Cable Address: "Davdis"

**SPECIAL**

Read all of this  
Cine-Sonic Continuous Music on Tape.  
Like new . . . Only \$75.00  
Continuous Music Tapes for same.  
One hour . . . 15.00  
(A real deal for someone looking for  
continuous music at a real low price!)

4 brand new Bev-O-Bar Multi-Selection  
Hot Beverage Venders, cost now \$200.00  
each. Offering for sale at \$100.00.  
(Send for Literature.)

**PHONOGRAPHS**

1432 ROCK-OLA, 50-Sel.	\$ 75
1434 ROCK-OLA, 50-Sel.	95
1436 ROCK-OLA, 120-Sel.	150
1438 ROCK-OLA, 120-Sel.	295
1446 ROCK-OLA, 120-Sel.	350
1448 ROCK-OLA, 120-Sel.	410
1454 ROCK-OLA, 120-Sel.	525
1455 ROCK-OLA, 120-Sel.	550
1468 ROCK-OLA, 120-Sel.	
(Brand new.) 1959 Model	750
1468-ST (Stereo) 120-Sel.	
(Brand new.) 1959 Model	850
M 100-A Seeburg, 100-Sel.	150
M 100-B Seeburg, 100-Sel.	275
M 100-C Seeburg, 100-Sel.	300
M 100-G Seeburg, 100-Sel.	375
M 100-R Seeburg, 100-Sel.	475

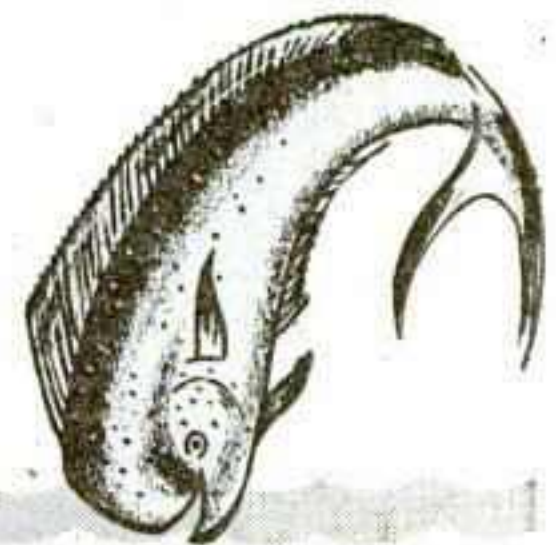
**Modern Dist'g Co.**  
3222 Tejon Street, Denver 11, Colo.  
Phone GRand 7-6834

when answering ads . . .  
Say You Saw It in The Billboard

GIVE TO DAMON RUNYON CANCER FUND

Gottlieb's 2 Player

**SEVEN SEAS**



**Twin Double Bonus  
Attracts and Holds Players!**

Here's a game that can really give your profit picture a lift! Twin double bonuses enable players to make super scores throughout the entire game. Holds player's interest right down to the finish . . . has real "play-it-again" appeal. See, play and order SEVEN SEAS at your distributor today!

- Twin double bonus holes score up to 300 points
- Targets and rollovers advance bonuses
- Five light-up snap-action pop bumpers
- Four alternating light rollovers score 50 points
- Match feature • 3 or 5 ball play
- Coin-box with locking cover

**D. Gottlieb & Co.**

1140-50 NORTH KOSTNER AVENUE CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!



**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

# WHAT

makes this **NEW TYPE** game  
fastest money-maker in single-coin class



*Looks like "another bumper novelty game"*

*at first glance. So what's the secret*

*of daily cash-box collections 3 to 5 times greater*

*than daily income of top "novelty" games?*

*How can a single-coin game actually rival famous Bally "in-line" games*

*in earning-power? What makes BEAUTY CONTEST*

*the fastest money-maker ever built in the single-coin class?*

*See BEAUTY CONTEST and see!*

*A new era of pinball prosperity starts for you*

*with the first BEAUTY CONTEST*

*you rush to location. Get the good news*

*at your Bally distributor—or write*

*to Bally Manufacturing Company,*

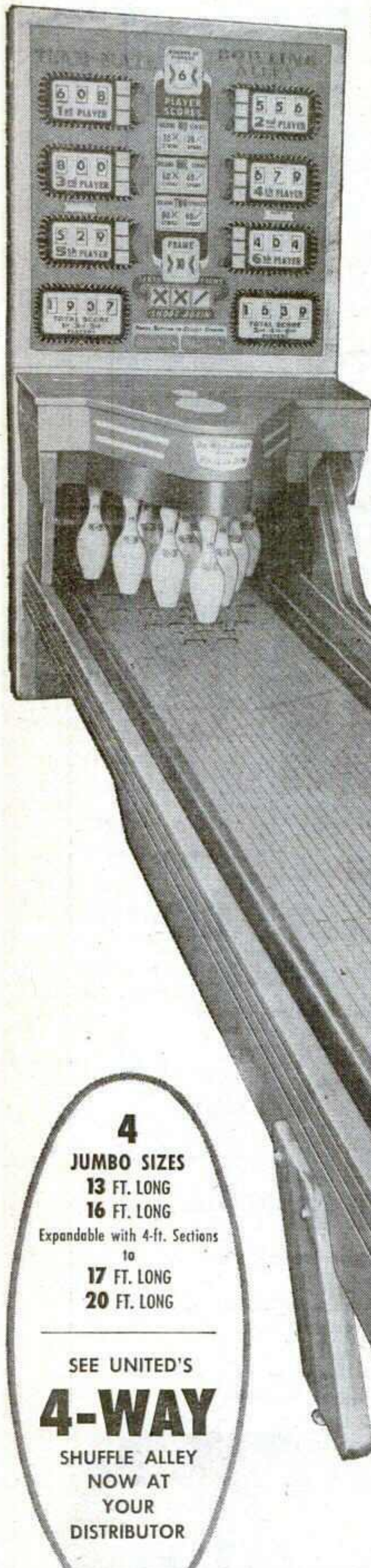
*2640 Belmont Avenue,*

*Chicago 18, Illinois, U. S. A.*

# Bally Beauty Contest

UNITED'S

# TEAM-MATE BOWLING ALLEY



## features

### Regulation Scoring

### Progressive Scoring

**TOP SCORE**  
**300**  
EXACTLY  
LIKE  
REGULATION  
BOWLING

Players  
press  
button  
for  
choice  
of  
play

**PERFECT GAME**  
**990**  
**HIGH SCORE**

SPECIAL  
30-60-90  
STRIKE VALUES  
20-40-60  
SPARE VALUES

1  
TO  
6  
CAN  
PLAY

GREAT FOR  
COMPETITIVE PLAY  
FAST  
TOTALIZERS

**4**

**JUMBO SIZES**

**13 FT. LONG**

**16 FT. LONG**

Expandable with 4-ft. Sections  
to

**17 FT. LONG**

**20 FT. LONG**

SEE UNITED'S

## 4-WAY

SHUFFLE ALLEY  
NOW AT  
YOUR  
DISTRIBUTOR



### UNITED MANUFACTURING COMPANY

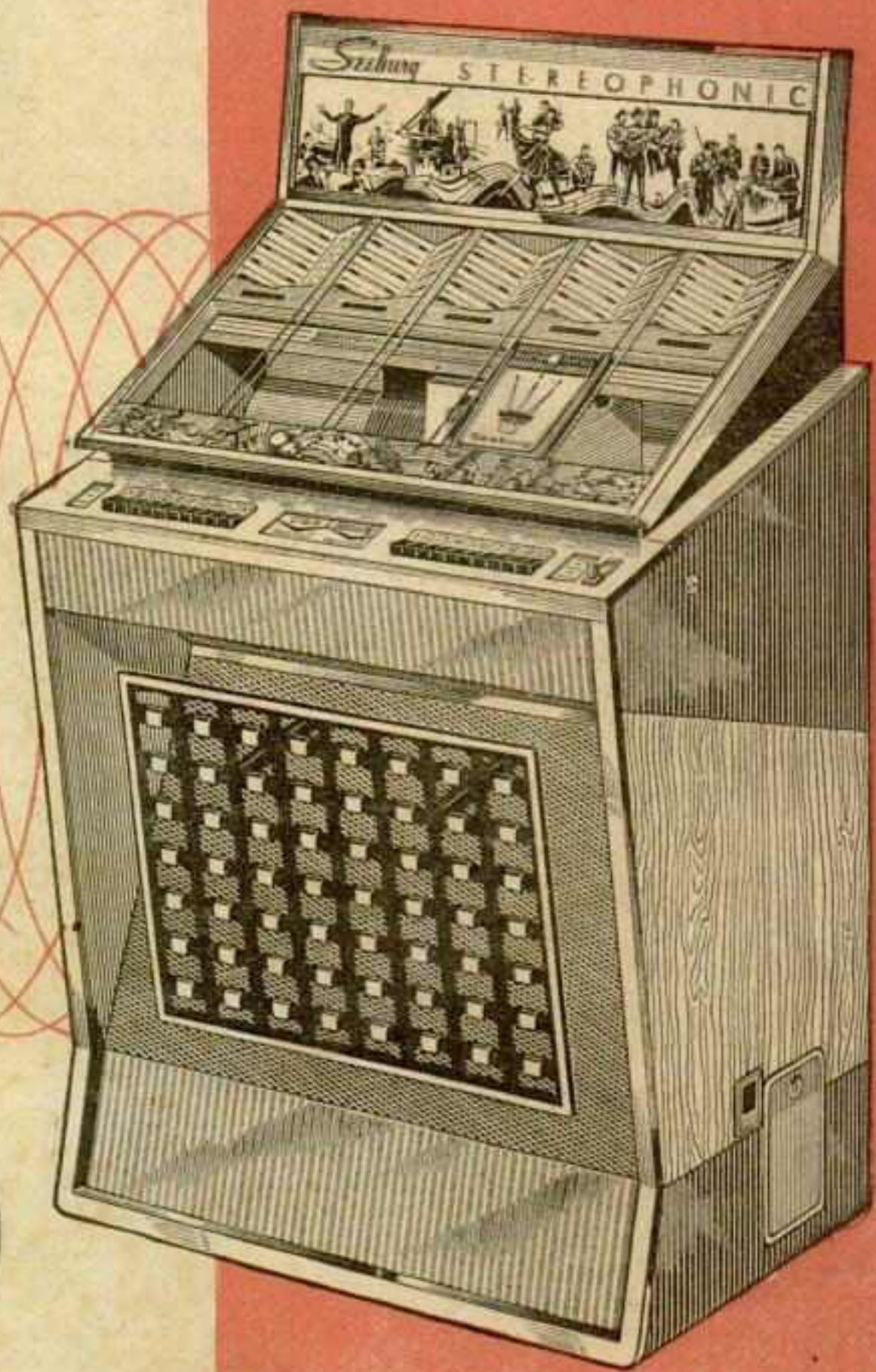
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

EQUIPPED WITH  
DIME COIN MECHANISM

2 for 25¢ COIN MECHANISM  
OPTIONAL AT EXTRA COST

SEE YOUR DISTRIBUTOR

# SEEBURG CAN PLAY

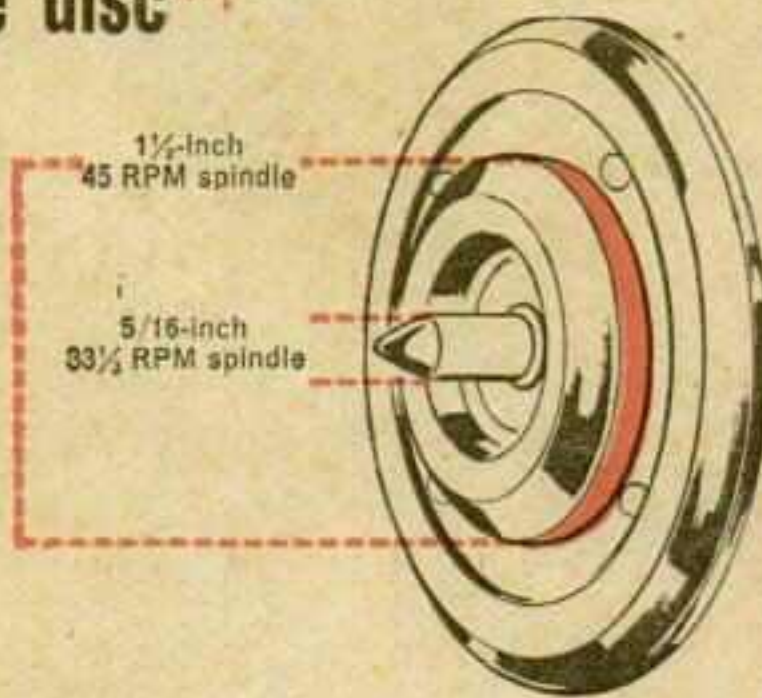


## THE 33 $\frac{1}{3}$ TODAY (AND 45's TOO)

Seeburg is ready today with a phonograph that will play the record of tomorrow! For more information, ask your Seeburg distributor for a copy of the Seeburg "Stereo Seven" folder.

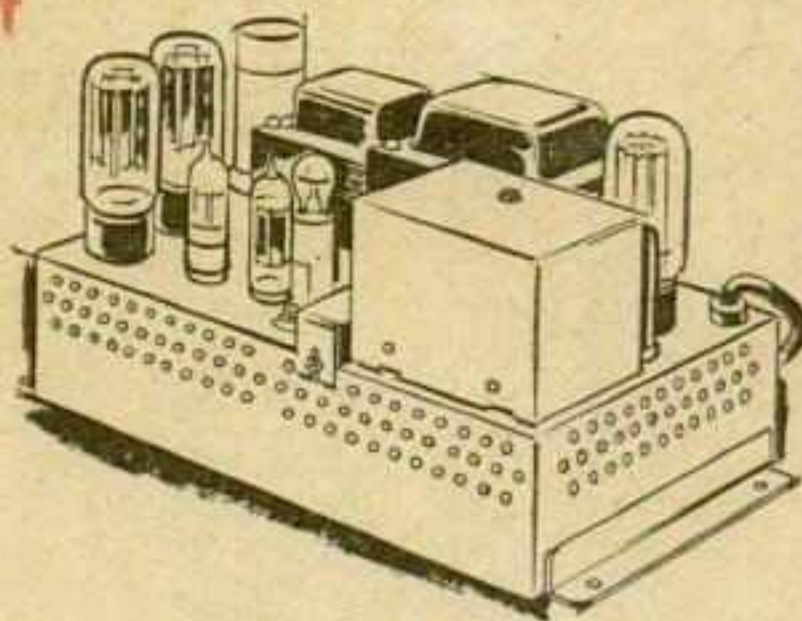
### seeburg dual-spindle disc\*†

Here's the key to two-speed play—and it's standard equipment on every Seeburg 1960. This little miracle disc actually provides two spindles in one: a 1½-inch spindle to play 45 RPM records; a 5/16-inch spindle to play 33 $\frac{1}{3}$  RPM records. The dual-spindle disc senses the speed of the record that has been selected and the Seeburg automatically plays it at its proper speed. Both the 45 and 33 $\frac{1}{3}$  RPM records play automatically regardless of where they are placed in the record magazine.



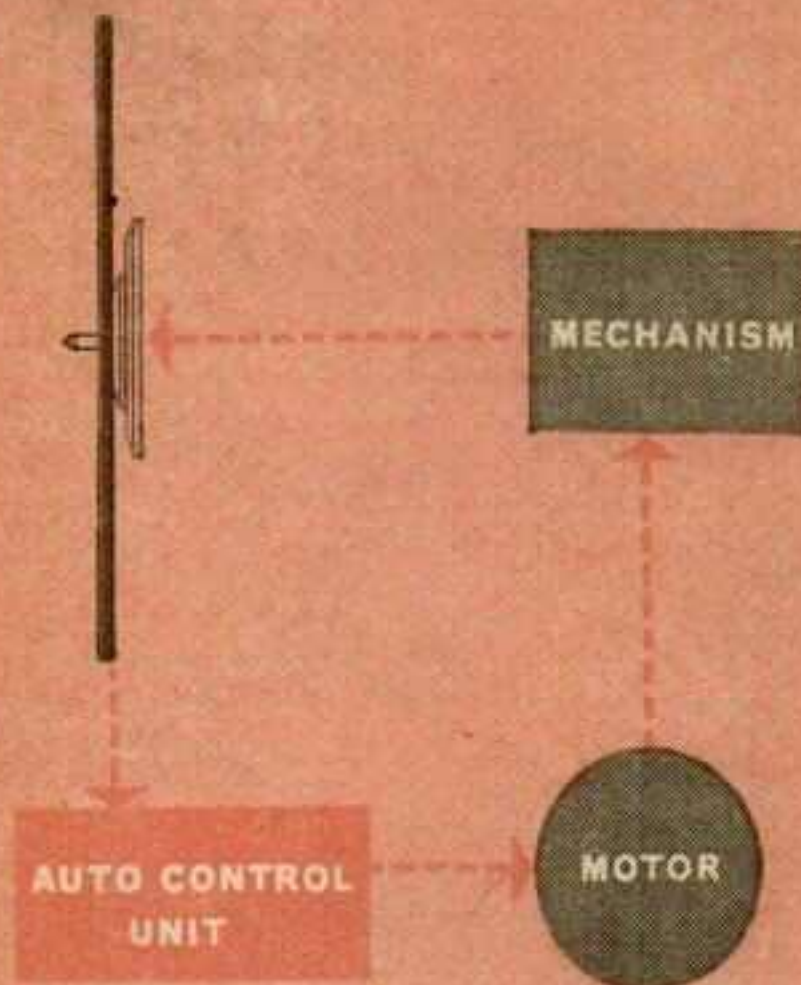
### auto-speed unit†

All you need to play the 33 $\frac{1}{3}$  RPM "Stereo Seven" is the compact Seeburg AUTO-SPEED unit, which mounts inside the cabinet and plugs directly into the mechanism circuits.



\*Patent pending

†Copyright applied for



### how it works

Normal operation is 45 RPM. However, when a 33 $\frac{1}{3}$  RPM is selected and clamped to the turntable, the position of the dual-spindle disc closes a switch that turns on the Auto-Speed power unit. The Auto-Speed unit then automatically converts the normal 60-cycle power to the motor to 44 cycles. The turntable speed is reduced to 33 $\frac{1}{3}$  RPM.

**SEEBURG**  
THE SEEBURG CORPORATION  
CHICAGO 22, ILLINOIS

*America's Finest and Most Complete Music Systems*