



The Billboard

SIXTY-SIXTH YEAR

JANUARY 11, 1960  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

Payola to Snare Giver and Taker

Legislation Seen Certain to Make 'Taste' Criminal Offense Both Ways

By MILDRED HALL

WASHINGTON — Legislation to make payola a criminal offense, and to snare both giver and taker in commercial bribery, now appears to be the one certain outcome in the general hue and cry over chicanery in the broadcast field.

The only clear-cut call for new legislation in the recent Justice Department memo on the "naked commercialism" rampant on the air-waves, was on payola. Attorney General William Rogers, with the blessing of the administration, would extend the Federal Communications Act to put criminal penalty on payola accepted by station employees, as well as the owners, who are presently liable for "unannounced" sponsorship by surreptitious push money, under the statute.

Sharp Reaction

This brought thumping reaction from Legislative Oversight Subcommittee chairman Harris (D., Ark.) and two members, who said the Justice proposal did not go far enough, since it punished only the receiver and not the giver of bribes.

Definite promise of legislation to cover both giver and receiver has been made by Rep. William L. Springer (R., Ill.), in the event such legislation does not develop out of prospective hearings, and by John B. Bennett (R., Mich.), ranking Republican member of the full Commerce Committee, and author of a bill to put networks under FCC regulation.

Chairman Harris has stated that the Rogers memo had not gone far

enough, and said he hoped to see that all involved in payola would be held accountable, including broadcast personnel sponsors, advertisers and producers.

Interim Report Due

The interim report of the Legislative Oversight Subcommittee on its voluminous 1959 hearings on agency problems and TV quiz scandals, is known to be due out at any moment. It is expected to review the payola investigation by its staff, as far as it has gone, and may recommend possible future course for dealing with payola in hearings and legislation. Members are known to have been cudgeling over the type of legislation needed to put criminal sanctions on payola, to punish the guilty and also to deter the complacent deceiver who feels safe from criminal prosecution—as did the quiz riggers—under present laws.

Aside from payola, all other aspects of culpability and rigging in the broadcast industry, whether by nets, advertisers, music or other programmers, together with questions of regulatory powers of the FCC and the Federal Trade Commission, continue to be shrouded in a fog of conferences, hearings and argument.

Onlookers here feel that the New Year's Eve memo by Justice Department, a 54-page document given the Eisenhower blessing, has left matters largely where they were, as far as prospects of any legislative tightening go. Attorney General Rogers' recommendations were principally for patience with self-policing efforts of the broadcast industry, which is loosely in-

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EIA BLUEPRINTS ALL-INDUSTRY PHONO AD PLAN

CHICAGO — A co-operative, all-industry advertising program, designed to acquaint customers with the high technical quality of today's phonographs being produced by all manufacturers and to promote more music in the American home, will be formally proposed to equipment producers here this week.

The proposal will be made by the Electronics Industry Association, an organization based in the nation's capital, which has in the past devoted itself primarily to the compilation of statistical data on sales and production for the industry. The idea is believed to have stemmed mainly from a long-felt need in many industry circles for an integrated public relations and promotion campaign.

Backbone of the program, which has been blueprinted by the New York ad agency of Muller, Jordan & Herriek, would be a program of continuing ads in mass-circulation consumer magazines, emphasizing the fidelity of today's reproduced music and its values for the American family. Trade ads are also projected, plus the production of an informational booklet for consumers and promotion material for dealers.

One objective of the campaign would be to dispel confusion among consumers by the tendency of stereo and hi-fi equipment people to emphasize phono features rather than the quality of music the units afford. The EIA effort would sell music quality from both the packaged phono as

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Top Prices Style Keynote Trend in New Stereo Phonos

Fem Influence on Cabinetry Seen; All-in-One Consoles Dominate

CHICAGO—Heavy emphasis on the furniture styling of the phono console, especially in high end models, keynoted the opening week of the International Home Furnishing Market here. New stereo product was dominated by all-in-one console models. Traders noted with interest, too, the new emphasis on high-priced equipment on the part of manufacturers and retailers alike (see midseason phono directory section, this issue).

In this regard, for example, Motorola jumped its previous price peak from \$650 to \$1,000 for a stereo-AM-FM equipped console. The Capehart line, dormant for the most part since the Fort Wayne, Ind., firm sold out to International Telephone and Telegraph in 1956, reappeared, debuting the most expensive, lavish line of stereo consoles yet seen. Capehart is featuring two separate lines, including the Panamuse Series, which lists from \$349.50 for a stereo console to \$815 for an all-in-one stereo-AM-FM with AM-FM radio, and the Signature Series, which starts at \$795 for a stereo AM-FM unit to \$3,000 for a stereo, TV, AM-FM combination.

De Luxe Cabinetry

An example of the high styling in the furniture department is the Signature Series. The entire line offers de luxe cabinetry crafted by Tomlinson of High Point, N. C., a widely known creator of furniture styles. The Signature group is

dramatically styled and marks a drastic change from the normal console silhouette which has changed little, over-all, since World War II with most packagers. Wood selections in the Signature lines are unique, employing pecan myrtle, butternut cane paneling and Javanese veneers in combination.

Motorola got on the luxury furniture kick nearly a year ago, via its working agreement with the Drexel Furniture line. This line of sets (in the \$500 to \$600 range) has been so successful that another two-piece, Drexel-styled unit has been added to the line. Meanwhile, Motorola is showing here initial de luxe-styled products growing out of a new agreement with Heritage Furniture, another well-known North Carolina firm. The two Heritage-styled consoles sell for \$900 and \$1,000 respectively.

Each Heritage unit will be available thru Motorola dealers on a custom order basis only. The \$1,000 console is executed in dark ebony finished walnut with brass hardware in a long-sweep Oriental design from the Cantonesean collection. The \$900 set is an adaptation of the classic 18th Century Hall piece with arch and post motif from the Laureate collection.

Even West German stereo consoles imports, which up till now have featured beautifully hand-finished cabinetry, styled to connote European origins, showed a

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IRS Eye on Credit Cards

WASHINGTON — Internal Revenue Service has further tightened loopholes for payola-type expenditure masquerading as business expenses, by ruling that employees using the credit card system must furnish additional proof that all such charges to the employer were legitimate business expenses.

The new ruling, issued last week, is in line with recent IRS warning that itemized breakdown on expense accounts involving entertainment, travel, resort bills, etc., will be required in 1960 returns when listed as deductible business expenses (The Billboard, January 4, 1960).

The credit card system gives the employer a breakdown on amount and type of expense charged to him by the employee, IRS points out, but does not show that each charge is a proper business expense. Therefore employees using credit cards, must furnish additional record of all amounts charged "directly or indirectly" to his employer, in proof of business nature.

NEWS OF THE WEEK

ASCAP Consent Order Approved By Ryan After Ballot Tally . . .

Chief Justice Sylvester J. Ryan of the U. S. District Court approved the ASCAP Consent Order last week following a tally of ballots. The dissidents stated they have lost a battle but not a war. . . . [Page 2](#)

BMI Again Lane Target at FCC Air Program Hearing . . .

A proposal by Burton Lane, proxy of the American Guild of Authors and Composers, to make broadcasters divest themselves of stock in Broadcast Music, Inc., brought a cool reaction from Federal Communications commissioners here last week. BMI issued a sharp denial to Lane's charges. . . . [Page 3](#)

Fla. State Fair Sets Robertson; Ohio State Books Cristiani Show . . .

Two major U. S. fairs booked their featured grandstand shows last week. Florida State Fair at Tampa, major winter event, signed a Western show featuring Dale Robertson of the TV "Wells Fargo" series. Ohio State Fair, Columbus, set Cristiani Bros. Circus as its top grandstand lure. . . . [Page 53](#)

Demand Seen for High-End Phonos in Mid-Season Phono Directory . . .

Emphasis on de luxe styling and high prices was noted in new phonograph models being introduced by manufacturers at mid-season showings. Tally of dealers shows customers want quality in new buying trend. Dealers also report inventive new angles for demonstrating stereo. See special Mid-Season Phono Directory section, starting on . . . [Page 16](#)

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Phono, Tape Set Upswing

CHICAGO — Phonograph and tape recorder manufacturers attending the International Home Furnishings Market opening here this week have been quick to admit that because business is suddenly so good, they may have to scrap completely marketing plans being introduced here this week, which were prepared last fall.

According to those doing the optimistic talking, they were shook up in the week following last November 20, when sales which had lagged for four months suddenly took off in a rosy cloud. Distributors then started a buying spree which hasn't yet subsided. This may cause expanded schedules of introduction of new equipment in the next several months, they say. Of special interest was the wave of sales of tape recorders of the reel to reel type, attributed by some to the activity of Ampex's United Stereo Tapes tape one-stop in plugging the reel to reel product.

Payola Pot Boils Merrily In Chi; Accusations Soar

Press Competes With Committee Sleuths Seeking Names and Takes

CHICAGO—This city is digging in for what bids to be the biggest local siege of payola accusations to date.

Word got out that the Harris subcommittee will be trekking here in February. Newspapers jumped into competition with the committee's sleuths in the fascinating search for names and amounts. In order of prominence, the following items are floating thru the air:

1. Al Benson, veteran r.&b. deejay, opened his books to reveal collection of \$855 a month from

nine distributors and labels. Benson denies the sum can be called payola. He says it's to help him defray costs of a weekly hit survey and for ads in a small magazine. Some distributors were shocked, not so much as being named as at learning how much more they are paying than others.

2. Investigators expressed interest in Deejay Howard Miller's partnership with Milt Salstone, president of M-S Distributing Company, in radio station WFOX in Milwaukee. The partnership was reported by The Billboard before and after the transaction was consummated 18 months ago, both Miller and Salstone freely volunteering information. Miller's reaction to the new interest: "So what's wrong with it?"

Not in Book

3. A "28-year old Chicago record maker" widely announced he will be the first to be subpoenaed by the Harris Committee so he can reveal how demands by Chicago deejays are "among the worst in

America." His identity is being kept a secret, except he got in a plug for his album, "Old, New, Borrowed and Blue." The Billboard attempted to reach a 28-year old record maker currently plugging an album by that name, but his firm is not listed in the phone book.

4. Deejay Sid McCoy was accused of accepting "several hundred dollars" from M-S Distributing Company. Salstone countered that the money was a personal loan which has been repaid.

Benson allowed a reporter for the Chicago American to examine his books, after emphasizing the amounts were not in return for playing records on the air. Monthly payments, some of them dating back as long as six years, were reported as:

All-State Record Distributors, \$200; Vee Jay Records, Chess Records, Garmis a Distributing, M-S Distributing and Apex Records, \$100 each; Midwest Distribu-

(Continued on page 52)

Callison Exits Cap Post; Will Be Reassigned

NEW YORK — Due to two recent deaths in his immediate family, Max K. Callison, has relinquished his post as veepee and national sales manager of Capitol Records Distributing Corporation in order to return to his former home in Fort Wayne, Ind. He will be reassigned to a key sales position with CRDC in the Midwest, headquartering in Fort Wayne.

Both prexy Glenn E. Wallich and sales-merchandising prexy J. K. Maitland expressed regret at losing Callison's services in CRDC's national sales office here. Wallich commented "we are determined not to lose his services altogether. For this reason, we are in the process of assigning him to an important sales position in the Midwest, one that will allow CRDC to continue in some measure at least, to take advantage of his broad experience in the company's sales activities."

Wallich said there will be no immediate announcement of Callison's successor in the top CRDC sales post, and that the exec will continue on in New York until the firm completes necessary reorganizational changes.

Victor Ups Jack Clement

NEW YORK—RCA Victor recording artist Jack Clement has been appointed assistant to Chet Atkins, diskery's a.&r. director in Nashville, it was announced by Steve Sholes, pop a.&r. chief. Clement recently was on the a.&r. staff of Sun Records. Clement will have offices in both Nashville and Memphis and will screen new material and new artists exclusively for RCA Victor.

ASCAP Consent Order Approved

Ryan Okays Decree on Basis of Vote; 'Battle Lost, Not War,' Says Fox

NEW YORK—Chief Judge Sylvester J. Ryan of United States District Court on Thursday (7) approved the ASCAP Consent Order and named the Hon. John E. McGeehan and the Hon. Irving M. Ives to examine, periodically the Society's survey of performances and report to the Court. Ryan's approval of the Consent Order dampened the immediate hopes of those who had campaigned in opposition to the proposed order. At press time, however, it was indicated that those who had opposed the Consent Order would not give up the fight for what they consider adequate relief.

Publisher Fred Fox stated: "We have lost a battle, but not a war." Fox said he was moving ahead on several fronts. He expressed the possibility that James Roosevelt would not be of a mind to let the matter drop, and that he (Fox) felt a Congressional hearing could be hoped for. Fox stated that in his view the Justice Department has not adequately protected the interests of a large segment of the Society.

Judge Ryan, however, made it clear that in his view, the tally of the ballots amply indicated that approval was called for. The bal-

lotting was broken down as follows: Of the writer members, 2,977 voted for acceptance, with 1,285 voting rejection. Publisher members cast 652 ballots for acceptance, and 440 for rejection. In percentages this came to an 83.03 per cent in favor, according to the weighted vote, and slightly more than 67 per cent according to the numerical count.

Those in opposition to the Consent Order argued generally that the balloting had indicated a large group were opposed—that there was insufficient consent. Ryan answered each of these arguments in turn.

"Not Irrevocable"

Charles Horsky, representing (Continued on page 52)

Decca A&R Staff Goes Independent

NEW YORK — Decca Records reorganized the structure of its a.&r. staff this week in a move that makes each a.&r. staffer in a sense, an independent producer. The move is seen as an effort to emulate the typical indie diskery set-up where, in effect, each operative is active at such operational levels as creativity, promotion and merchandising.

All active staffers are affected, including Milt Gabler, Harry Meyerson, Jack Plies and Len Joy at Decca, and Dick Jacobs, Henry Jerome and Jack Hanson at Coral and Brunswick. Also affected are Sonny Burke and Bud Dant on the West Coast and Owen Bradley in Nashville. Harry Silverstein recently transferred from Cincinnati to join the Bradley set-up. Gabler has the title of veepee and exec producer while Jacobs has been named an executive producer.

Under the new set-up, each man will be responsible for his own basic stable of artists for albums

HARBACH BLASTS BMI OVER R&R

NEW YORK — Otto Harbach, veteran tunesmith, was among the speakers at a news conference last week, who blasted BMI for plugging rock and roll music at the expense of burying quality music.

Harbach stated: "In recent years the broadcasting networks and stations have buried some wonderful songs, while pushing their own abominable and very often lewd material."

Harbach's "Smoke Gets in Your Eyes," co-written with Jerome Kern, enjoyed a hit revival this year via a rock and roll version by the Platters. The tune headed the best selling list for several weeks and was the 16th most popular song of 1959.

Haley Comets In WB Fold

HOLLYWOOD — Warner Bros. Records last week signed Bill Haley and His Comets to an exclusive long-term contract to launch the label's avowed drive for name disk talent. Warners also concluded an agreement with Si Rady of Bing Crosby's Project Records to release the Trapp Family Singers' album of "The Sound of Music" score, the Rodgers & Hammerstein Broadway musical hit based on the Trapps' life story. Fact that Rady had signed the Trapps to a long-term project pact was reported exclusively by The Billboard December 28.

Acquisition of Haley marks the first time the Warners label has (Continued on page 52)

Imperial Sets Midwest, East Distrib Meets

HOLLYWOOD—Imperial Records' Lew Chudd will conduct sales meetings in Cleveland and New York this week to be attended by the label's distributors in the Midwestern and Eastern territories. He will be accompanied by album artist and repertoire chief Henri Rene and singles a.&r. staffer Eddie Ray. (Continued on page 52)

New Angel Disk Club to Get Tiffany Touch

HOLLYWOOD — An Angel Records Club will be launched on a full-scale basis at the end of this month. The Billboard learned last week. Decision to move into the club field with the Angel line came after extensive study. Special tests were started last Spring and were continued thru to the end of 1959 climaxed by a test run in the New York market.

Purpose of the tests was to determine the extent of mass appeal the Angel line holds in the direct mail (i.e., club) field and also to select the most effective method of procuring members. Using a select mailing list, Angel pitched via direct mail. It then tested other media in specific markets. The returns were carefully studied.

As a result of these tests, the club plan was given the green light and will go into operation during the final week of January. Ads will be run in a highly selected market as opposed to the established practice by the other clubs to use national mass media. The ad pitch will be on a lofty plane to befit the class line. Product fulfillment will be handled from Scranton (Pa.) utilizing the facilities of the Capitol Records Club. Altho the same exec staff will run both clubs, in the eyes of the consumer there will be no connection between the two operations.

The Angel membership pitch, while given the Tiffany touch, is (Continued on page 52)

The Billboard

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

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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; Punspot, the monthly magazine of amusement management; and High Fidelity, the magazine for music listeners. 19

Printed by WORLD COLOR PRtg. CO., St. Louis
Vol. 72 No. 2

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Pre-Yule Unit Disk Sales 5% Over 1958

LP's Key Hike But Singles Make Fair Comeback; Stereos Gain in \$ Volume

NEW YORK — Record sales in retail stores for the pre-Christmas period, from October 15 thru November 7, 1959, showed a 5 per cent increase in unit sales over the same period in 1958. This was the 11th successive four-week period in which 1959 unit sales surpassed those of 1958. Sales increases in records in this 11th period, as in all the preceding periods, was mainly attributable to the jump in sales of LP records, rather than singles or EP's.

However, in the period October 15 thru November 7, 1959, single sales did make a slight comeback after the summer slump, and were within 2 per cent of single unit sales during the same period in 1958. (These figures are taken from the 11th report of The Billboard-New York University School of Retailing Survey of sales of records in retail shops, a research report supplied every four weeks to record industry subscribers. Most

Coral Skeds Big Pitch on 10 Jan. Sets

NEW YORK — Coral Records has kicked off a hard-hitting January promotion, to be known as "A Rainbow of New Products for 1960." A total of 10 distinctive sets comprises the January release.

The group is headed up by a special package, "Voices of the 20th Century," a unique collection of moments in the lives of 63 prominent figures of the century. Included are tracks of the voices of Florence Nightingale, Hitler, Edison, Teddy Roosevelt, Valentino and Paderewski. Set was written and produced by Bud Greenspan and narrated by Henry Fonda. Another highlist item is "The Million Aires," a collection of Coral past million sellers by a flock of artists.

In addition, the Coral and

New Lubinsky Album Issue

NEW YORK — New albums will be issued this week on three Herman Lubinsky labels, Savoy, Gospel and Worldwide. On the Savoy label, new albums coming out include sets by Benny Golson, Dizzy Gillespie, Pete Johnson, Yusuf Lateef, Clara Ward and a spiritual album. On the Worldwide label, there are two new albums, one a program of Strauss waltzes, and another featuring a large string orchestra playing semi-classical selections. On the Gospel label there will be a new album by the Caravans.

Lubinsky has been busy signing up new talent and getting his new label, Sharp, off the ground. New thrush signed to Savoy is Judy Guyons, the former lead singer of the Drinkard Singers. Her first release will soon be issued. On the Sharp label, whose first release was by Jimmy Scott, there will be singles issued by Gene Ammons and the Caravans.

DEEJAY FINAN BOWS OUT DJA

NEW YORK—Deejay Joe Finan, recently fired by KYW, Cleveland, has voluntarily resigned from the Disk Jockey Association. Finan had been a member of the DJA board of directors.

"The Disk Jockey Association" said Finan "is such a fine organization that I wouldn't want any unfavorable publicity about me to reflect discredit on the Association." A spokesman for the DJA said that the Association has no authority to expel members, but that it will accept voluntary resignations.

of the large record firms and many indies are subscribers to the service.)

Record sales in retail stores for the period January 1 thru November 7, 1959, are running a trifle better than in the same period in 1958. For that period in 1959 87,795,000 records were sold; for the same period in 1958, a total of

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BMI Again Lane Target at FCC Air Program Hearing

Comm. Cool to AGAC Head's Arguments

By MILDRED HALL

WASHINGTON — A proposal to make broadcasters divest themselves of stock in Broadcast Music, Inc., brought a cool reaction from Federal Communications commissioners here last week, during hearing testimony by Burton Lane, president of American Guild of Authors and Composers. The songwriter group also entered formal petition with the FCC to make a ruling to prohibit any licensee from owning interests in BMI under pain of losing his license.

The Lane proposal, similar to his testimony in support of the 1957 Smathers Bill to divorce music and broadcast interests, was based on a claim that BMI and broadcasters had conspired by a "giant payola" to keep music of American Society of Composers, Authors and Publishers off the air, and had "foisted" rock and roll and country music on the American public. The proposal brought the same sharp questioning from FCC chairman Doerfer as to "where such divestiture rules would end, for broadcasters," as it had from chairman Pastore (D., R. I.), chairman of the Senate Subcommittee on Communications during the Smathers hearings.

Claim Questioned

FCC's hearing counsel, Ashbrook Bryant, questioned Lane's claim that the conflict of interest between ownership of networks and recording companies, or other music interests, constituted "too great

B'dcasters to Save 800G ASCAP Fees

NEW YORK — Radio stations will save nearly \$800,000 a year in fees paid for performance of ASCAP music, as a result of an agreement reached between representatives of ASCAP and the All-Industry Radio Music License Committee, in the chambers of Chief Judge Sylvester Ryan, of U. S. District Court here. The order involves about 800 radio stations.

The agreement followed nearly a year of negotiations and calls for a 5 per cent reduction in commercial fees. A new formula was also developed for payment of sustaining fees under which there will also be a considerable deduction. Agreement runs for five years.

EVERLYS WON'T CHANGE STYLE

NEW YORK—The Everly Brothers are not changing their style. Neither are they going "Ivy League." This was emphatically stated last week by Wesley Rose, who manages the duo.

Reports that the Everlys would change stemmed from the fact that they had cut one side in New York recently, with a pop-styled string background.

Rose noted that the New York date was strictly an exception. "Success has not changed the boys... they are grateful for their Nashville hits, and their orientation and style will continue as formerly." To put it another way, "They are not going uptown."

a temptation" to promote owned music, and suppress other types. "Would there be any less temptation to push owned interests in other programming fields?" Bryant asked. He cited ownership and production of various types of programming by networks. He asked: "Have you determined the facts on broadcasting or use of music by

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'FIORELLO' CLEFFER

Why Harnick Left ASCAP for BMI

By BOB ROLONTZ

NEW YORK—The smash success of the Broadway musical "Fiorello" and the accolades being tossed at the score by BMI writers Jerry Bock and Sheldon Harnick, have brought to light the facts surrounding Harnick's withdrawal from ASCAP to join BMI, while working on the "Fiorello" score. What makes Harnick's pullout from ASCAP to BMI important is that "Fiorello" is the first big Broadway musical smash by a BMI publishing firm (Tommy Valando's Sunbeam Music) and the added detail that Bock and Harnick are now working on another important Broadway musical, "Tenderloin." The fact that BMI and BMI writers have come up with the musical smash of the season has not been lost upon many ASCAP'ers. The fact that Harnick could still have been in ASCAP is also interesting.

The main reason, according to Harnick, for his pullout from

Compatible Stereo Disk May Be Near

New Beltone Process Under Test by Design Label; Initial Results Good

NEW YORK — The first truly compatible stereo record is in the offing for the immediate future, if tests now underway by one prominent low-price diskery prove successful.

Under a new master-cutting process, which employs the so-called Fairchild method, a single disk can be marketed which is full stereo, yet can be played with full mon-

aural response as well. The implications of such a development on the disk industry as well as the juke box field are considered enormous.

The process was researched and developed initially by engineers of the Beltone Recording Studios here. Following extensive laboratory testing, Design Records of Long Island City, a successful low-price LP line, entered the picture. Design undertook to give the process an extensive field test. The one question to be answered by these tests: Would anyone complain that they were not getting full, solid monaural response from the record? The full stereo disks were packed as monaural records (according to data on the album cover). So far, after the distribution of thousands of the disks in the field there have been no complaints.

Demonstrations of several test pressings showed a single LP capable of excellent stereo and monaural reproduction. It was pointed out by Beltone engineers that the

(Continued on page 14)

BMI Makes Sharp Denial To Charges

WASHINGTON — Here is the statement issued by Broadcast Music, Inc., in rebuttal to the testimony of Burton Lane, president of the American Guild of Authors and Composers (AGAC), during Federal Communications Commission hearings last week (7):

"Mr. Burton Lane's statement on behalf of the (AGAC) attempts to tar (BMI) with responsibility for payola by characterizing the money it collects from broadcasters as a 'slush fund' Mr. Lane knowingly distorts the facts.

"BMI is a performing right's organization which is in direct competition with the American Society of Composers, Authors and Publishers (ASCAP), with which practically all members of AGAC, including Mr. Lane, are affiliated. ASCAP collects over \$20,000,000 a year from precisely the same broadcasters as BMI. The money BMI collects and distributes to independent writers and publishers is obviously no more a 'slush fund' than the money ASCAP collects and distributes to its members, in-

(Continued on page 14)

Decca Starts New Year With Hefty Promo

NEW YORK — Decca Records has started the new year with a hefty promotion, which goes under the tag, "A Pot of Gold for 1960," and features a special release of 14 new packages. A dated billing plan is a feature of the plan.

Highlighting the release is a two-pocket de luxe package featuring 32 songs by the Trapp Family Singers, whose collective career is now the subject of the hit musical "Sound of Music."

There are other sets by the Four Aces, the Ray Charles Singers, the Wilburn Brothers, Ethel Smith, Jimmie Davis, Earl Grant, Vincente Gomez, Helmut Zacharias, Jerry Lewis, Alfred Apaka, Sammy Davis Jr., the Stratford Singers, and Hanna Ahroni, a new artist, who is

(Continued on page 14)

Eliscu Sues Rose, 4 Pubs On Royalties

NEW YORK — Songwriter Edward Eliscu has filed suit in U. S. District Court here against Billy Rose, Double-A Music, Johnny Mathis Music, Miller Music and Vincent Youmans Music. The suit is in regard to alleged failures to pay proper monies to Eliscu, on the royalties of 10 tunes, co-cleffed by Rose and Eliscu. At the time of the start of the renewal period on the songs in 1956 and 1957, Eliscu assigned his rights over to a new publishing firm, Double A Music, which Rose started as a vehicle to exploit the songs in their renewal period.

According to the complaint, Eliscu signed an agreement with Rose on March 23, 1956, which Eliscu now claims provided wholly

(Continued on page 14)

SOLID REVENUE SOURCE

Old R.&B. Hits Pan New Gold in Pop Category

NEW YORK — Many old (circa 1952-'57) rhythm and blues hits—and some that were only near-hits—are still consistent sellers. Although originally released in the r.&b. market, the disks are solid singles sales items today in the pop field (mainly big cities) as well as r.&b. locations.

This rapidly growing collection of r.&b.-oriented standards is a striking reminder of the transitional period during the mid-'50's when r. &b. disks were first integrated into the pop singles field on a major basis.

Prime 'Standards'

A check by The Billboard of dealers, juke box operators and deejays across the country indicates that old waxings by Fats Domino, the Platters, the Moon-glows, Little Richard, Clyde McPhatter, Chuck Berry and the Nutmegs are among the prime r.&b. "standards."

The Penguins' Dootie disk, "Earth Angel," reportedly has sold an additional 4,000,000 copies since its initial click as an r.&b.-pop

hit in 1955. The disk is on The Billboard's "Bubbling" chart this week.

An even more impressive sales record is that of "In the Still of the Night" by the Five Satins on Ember, which has sold consistently since 1956. The platter tagged a "Special Demand Release" by Ember, is No. 92 on the "Hot 100" this week. Both the Penguins and

the Five Satins' records have each sold as many as 20,000 copies in one week during the past few years.

One of the biggest selling r.&b.-pop "standards"—"Blanche" by the Three Friends on Lido—wasn't even a hit when it was first released back in 1957. Although Lido hasn't had a new release for two

(Continued on page 52)

Radio Chain to Buy Wax for Air Plugs

NEW YORK — The Triangle Publications, Inc., stations, a key radio chain, will henceforth buy all records—singles and LP's—played on any of its outlets (five radio, six TV) across the country. The ruling applies to all of its disk shows, including Dick Clark's on WFIL-TV, Philadelphia.

The move might easily spark a general trend toward purchasing their own disk libraries by other stations, since it offers what appears to be a considerable safeguard against payola practices.

In addition to WFIL, AM and TV, in Philly, the Triangle station group includes WNBC, AM and FM, and TV, Binghamton, N. Y.; WNHC, AM, FM and TV, New Haven, Conn.; WFBG, AM, FM and TV, Altoona, Pa.; WLYH-TV, Lebanon, Pa.; and KFRE, AM and TV, and KRFM, Fresno, Calif.

Triangle will ask that labels send them all their new releases. Then special screening committees at each outlet—program directors, librarians and deejays—will listen and decide which disks should be played on the air.

The chosen platters—both singles and LP's—will be purchased from local distributors and the remainder will be donated to local charity groups. Triangle will negotiate cost of these pur-

DJ Miller Not Mad at NBC

CHICAGO — Deejay Howard Miller asserted this week that he's not mad at NBC for suddenly hatching his local show New Year's Eve. The action, he said, was not even a surprise.

Six weeks before, said Miller, WMAQ manager Lloyd Yoder instructed Miller to switch to a sweet music policy emphasizing standards and some light classics. Miller said he considered himself valuable only

(Continued on page 14)

Victor Names Peirce West Coast Chief

HOLLYWOOD — Dick Peirce, RCA Victor artist-repertoire director here, will replace Bob Yorke as the label's West Coast chief. Yorke was elevated to manager of the Commercial Records Creation Department, headquartered in New York.

Peirce's slot will be filled by Lee Schapiro, who is transferring

(Continued on page 10)

chases with individual distributors, rather than setting one price for all labels. However, it will probably be somewhere in the neighborhood of 40 cents for singles and \$1 for LP's. In cases where a Triangle station also subscribes to an LP service, the outlets may continue to buy the service or not as they choose.

A Triangle spokesman said that each outlet expects to buy approximately 50 disks a week or about 2,500 a year. The ratio between singles and LP's will be determined by programming needs. The exec said the Triangle stations will continue to feature the same music format—a blend of Top 40 disks, new releases, and standards.

DJA Meet Set for March as Skedded

By JUNE BUNDY

NEW YORK—The Disk Jockey Association's combined convention and first annual membership meeting will take place as scheduled March 3-5 at the Sheraton Hotel in Los Angeles.

Unlike previous deejay conventions—sponsored in 1958 and '59 by the Storz Radio chain—the 1960 convention will not accept record company sponsorship of dinners, breakfasts, luncheon, etc.

However, DJA secretary-treasurer Bill Gavin said "leaders in the field" will be invited to participate in discussions of industry problems. Presumably, record firms will set up unofficial headquarters at the hotel on their own, although Gavin did not mention this possibility.

Gavin has proposed a plan whereby the convention's all-star talent show this year would be sponsored by the Record Industry Association of America. John Griffin, RIAA chief, said the proposal would be submitted for consideration by the RIAA board at its next meeting—sometime in mid-February.

However, Griffin said the RIAA has never associated itself with sponsorship of talent shows at conventions, and personally, he

WB Singles to Get Face-Lift

HOLLYWOOD — Warner Bros. Records is dressing up its single disks' label in a new four-color pattern consisting of a bright red field with the spindle hole ringed in yellow, chartreuse and blue. New singles look will be launched with Tab Hunter's "Black Coat" platter. Label will also feature bolder type

(Continued on page 14)

'MATILDA' JUST SAD HOBO SAGA

NEW YORK — Songwriter Marvin Moore ("Green Door," "Four Walls," etc.) has done some extensive research on the 19th century Australian bush song, "Waltzing Matilda," featured in the new box office click movie "On the Beach." The results, he opines, should be of interest to deejays.

Contrary to the general impression that the lyric is about a pair of star-crossed lovers (one named Matilda), Moore discovered it actually tells "the story of a hobo who tried to steal a lamb; then drowned himself to avoid going to jail."

In the lyric-line, "Once a jolly swagman sat beside the billabong," "swagman" means hobo and a "billabong" is a water hole in a dried-up river bed. The phrase "waltzing Matilda" translates as "the bundle on a stick carried by a hobo." The "jumbuck" referred to in the line—"Down came a jumbuck to drink beside the billabong" is a small lamb; while "tucker-bag" ("And he sang as he talked to that jumbuck in his tucker-bag") means a knapsack.

Chudd Switches Distributions in L.A.

HOLLYWOOD — Lew Chudd last week moved his Imperial Records line in the Los Angeles market from Central Record Distributing to Record Merchandisers. Switch terminates a 10-year-long affiliation with Central.

doubts if it will do so in this instance.

Movie Postponed

The starting date of the 20th-Century Fox movie "Disk Jockey" (originally set to coincide with the convention, with a percentage of the profits earmarked for the DJA) has been postponed by the studio "until a more suitable time." However, some minor shooting may take place during the March meeting.

Although some broadcasters had expressed the opinion that it might be better to postpone the DJA convention-meet until the current government investigations on payola, etc., subside, Gavin said the DJA officers decided it was far better to take a "positive, constructive attitude" and go ahead with the convention as planned. He noted that by running a "real working convention" the DJA will

(Continued on page 52)

Kenin Asks More Live Air Music

WASHINGTON — Music interests had a say during last week's stanza in hearings by the Federal Communications Commission on its rights and duties in broadcast programming supervision. American Federation of Musician's President Herman Kenin pleaded for more live music programming and less canned foreign sound track on the air, and Burton Lane, president of American Guild of Authors and Composers, entered his familiar plea to divest licensees of BMI stock and other music interests. (See separate story on Lane testimony.) Spokesmen for the

FTC Payola Net Snares Added Haul

Commission Cites Four Indie Firms, N. Y. Distributor

WASHINGTON—Several more record companies and distributors were named in a payola complaint issued last week (6) by Federal Trade Commission.

Those cited in the complaint are Jamie Record Company, manufacturer with main offices in Philadelphia; Alpha Distributing Company, independent record distributor in New York City (the partnership of John Halonka and Harry Apostoleris); Chess Record Corporation, Argo Record Corporation, and Checker Record Company.

(Continued on page 14)

10 Albums On Liberty Jan. Agenda

HOLLYWOOD — Liberty Records' "The Sound of the Sixties" January sales program spotlights 10 albums, issued in both monaural and stereo forms. Product features Bud and Travis, Si Zentner, Martin Denny, Rene Paul's debut album, Gogi Grant's first release for the label, Billy May, a flamenco package, a jungle-type offering by Augie Colon, the Johnny Mann Singers and Felix Slatkin's first appearance on Liberty.

Program includes up to 15 per cent discount plus a 100 per cent exchange privilege.

Art Weems Dies at 56

NEW YORK—Art Weems, vice-president and general manager of General Artists Corporation, died last week (2) in Los Angeles of a heart attack at the age of 56. He was in California on business trip. Weems, who started with GAC with the late Tommy Rockwell more than 20 years ago, was one of the best-known and best-liked agents in the entertainment business. He started in the firm's band department but soon graduated to become a top salesman and agent in all show business fields. He is survived by his wife Dorothy, his sons Bill and Ted, and his two brothers, Ted Weems the band leader, and Bob Weems, GAC agent in Chicago.

M-G-M Bows in 17 Sets on Jan. Program

NEW YORK — M-G-M Records, riding high currently with singles, has kicked off a new, first-of-the-year album program, under the title, "The Big Profit Show for 1960." The release consists of 17 sets for January, including 11 on M-G-M, four on Lion and one each on Metrojazz and Cub.

All new albums, plus all those on the upcoming February release, plus the entire LP catalogs of M-G-M, Metrojazz and Cub, have been opened to dealers on a special deal which allows them one free LP for every five purchased. The campaign lasts thru February 15 and embodies a delayed payment plan. The only requisite in the one for five deal is that January-February releases must be a part of every order.

(Continued on page 14)

Tops Signs Kate Smith

HOLLYWOOD — Kate Smith has signed an exclusive, long term contract with Tops Records. This marks the first time in the label's history it has acquired an established recording artist on an extensive contractual basis. Label will cut three albums featuring the songstress in the near future with artist-repertoire director Dave Pell flying to New York to handle the sessions.

These will be in addition to three packages Tops issued as part of its winter sales program ("Christmas With Kate," "The Great Kate," and "Hymns and Spirituals with Kate").

Seeco Debts Jazz 'Fiorello' LP

NEW YORK — Seeco Records released this week the first jazz album from the Broadway smash "Fiorello." The set features jazz trumpeter Leon Merian and his quartet. It is Merian's second album for the label.



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Tape-It-Yourself Threat Grows; Stirs RIAA Action

By REN GREVATT

NEW YORK — The oft-discussed threat posed to the disk industry by home use of tape recorders to "take down" records played on the air, has reached increasingly serious proportions. For several years the alleged "tape threat" has been a subject of conjecture in the industry. Now, it has been learned, the matter has come up for serious discussion within the inner sanctum of the Record Industry Association of America.

In a dispatch early last fall in The Billboard, the tape problem along with that supposedly posed by teeners' use of pocket-sized radios with ear plugs to hear their favorite pop disks, was discussed. Later (The Billboard, November 9) disk industry execs' objections to tape recorder ads which employed such pitches as "tape your own records off the air" were reported.

It is now known that enough disk execs are viewing the situation with open alarm so as to bring about the talks within RIAA. It is recalled that several years ago, legislation which would have provided the industry with some legal protection against home "off the air" taping practices, was introduced in the New York State Legislature. The measure was passed unanimously by both houses but was vetoed by the then Governor Harriman.

At the time, the disk industry took the veto as a considerable body blow. Now, another move is believed afoot in the RIAA to again frame some type of legislation which could be used in test cases

if necessary as a protection, not only for the record companies themselves, but for all those involved in the making of a record whose payment for services is all or partially in the form of royalties. How such legal sanctions might be applied, however, even if made available to the diskers, has never been made clear.

Recent evidence of the growth of the home tape practice has come to light in several ways. First of all, the recent decline in single sales has at least been partially blamed on the tape-it-yourself phenomenon. Moreover, deejays are reportedly continually getting requests from teen-age listeners not to break into the records while they are playing with commercials or other chatter.

Another example of what goes on, tho it isn't related to radio play, has to do with groups of kids (and adults) buying a single copy of the record. All chip in to buy the disk which is then used to make tape copies for everybody. In another case, not content to buy the disk, a Long Island teen-ager asked his dealer if he could take a disk out "on approval" as a gift for his father. A day later, the disk (an LP) was returned with the grooves chopped up beyond recognition. "My father didn't want this particular one," was the teener's explanation.

Woe From Britain

As if diskers worries on this score are not enough already, they can look to Great Britain for a new refinement on the tape front which can conceivably add to their woes. This is a specially fitted tape deck which turns any phonograph into a tape recorder. The unit, known

as the Gramophone Tape Recorder, and made by Gramdeck of London, fits right over the phono spindle and takes its power from the phono turntable motor. Currently, it's being advertised as able to "record direct from radio." Right now the unit is selling for about 13½ pounds (approximately \$38).

Brodie Adds 2 One-Stops

BUFFALO — Steve Brodie, promotion man, record producer and head of Best Records in Buffalo, has started two new one stops in Rochester and Syracuse. Including his Buffalo one stop, this makes Brodie head of three one stops in Northern New York State. In addition to his one stop work, Brodie is still producing masters and selling them to record firms.

But Brodie claims that from now on he will only sell his masters to the major firms. He told The Billboard this week that it's too tough to get money from indie distribs, and thus he only wants to work with major record firms since they get their loot from their distributors on time. Brodie tho has set his newest act on the indie Strand label, a group called the Hot Toddlies. Right now Brodie has a hit with another act he manages, Larry Hall, who has the hit record "Sandy," on the Strand label.

MITCH SEES QUALITY, KNOW-HOW 1960 KEYS

NEW YORK — Columbia a.&r. exec Mitch Miller, surveying the present record scene after his company racked up a record-breaking sales year in 1959 (see separate story), prognosticated that 1960 would see more emphasis on quality and professionalism. "There is no conflict between profit and good taste," Miller remarked. Miller stated this philosophy emanated from President Goddard Lieberman, and was borne out in the company's commanding position in albums and singles. In last week's Billboard, for instance, 14 albums out of 40 on the Mono Action chart were Columbia's, and eight out of 25 on the Essential Inventory list. On the Stereo Action chart, 12 out of 30 were Co-

lumbia's, and three out of 20 on the Essential Inventory list.

Miller stated that there are no limits to profits and income in the album field; that unlike the single field, it made good sense to pump into the market continuous packages by an established artist; that the new packages would not diminish the sale of the old. An example of this, he noted, is his own Sing Along series. Seven of these were released within a period of 15 months; all are selling, and the total sales have reached 3,000,000 packages, according to Miller. "This is unlike the singles field, where a diskery is afraid to follow up in this rapid manner," he said, adding that "with albums, people can't wait to get hold of the artist's next one."

Miller predicted emphasis would return more and more to great performers and great songs. "Otherwise, there's no music business, but a carnival and a side show."

At the radio level, Miller commented, "An awareness of quality will continue to grow. Formerly, people took refuge in lists and called themselves program directors."

MINNEAPOLIS—C. B. Brown, of Lingua-Musica, New Ulm, Minn., this week introduced a new pop label, Lodestar, with the first release featuring the Highlights on instrumentals of a pair of old standards, "Whispering" and "Sweet Sue."

A lease agreement has been made with Kay Bank Recordings, Minneapolis, involving more than 60 original pop masters, Brown says. Brown has another label, Pleasant Peasant, which features old-time "oompah" music.

Capitol A&R Staff Mulls New Product

HOLLYWOOD — Capitol Records' artist-repertoire department held a two-day conference last week at nearby Palm Springs to discuss new product to be issued during the first half of this year. A.&r. execs attending included Lloyd Dunn, veepee in charge of the artist-repertoire division, administrator of repertoire operations Francis Scott; administrator of album planning and packaging Lou Schurrer, and exec a.&r. producers Dave Cavanaugh, Dave Dexter, Lee Gillette, Voyle Gilmore, Ken Melson and New York's Andy Wiswell. Also present, veepee of sales and merchandising Mike Maitland and administrator of merchandising and advertising Bill Tallant.

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RCA VICTOR
RADIO CORPORATION OF AMERICA



HOT 100 ADDS EIGHT

- NEW YORK — Eight new sides appear on this week's Hot 100 chart. Essentials are:
75. **What in the World's Come Over You**—Jack Scott, Top Rank
 76. **Let It Be Me**—The Everly Brothers, Cadence
 83. **Tender Love and Care**—Jimmie Rodgers, Roulette
 96. **Theme From "A Summer Place"**—Percy Faith, Columbia
 97. **Let the Good Times Roll**—Ray Charles, Atlantic
 98. **Tell Her for Me**—Adam Wade, Coed
 99. **Bulldog**—The Fireballs, Top Rank
 100. **Teenage Hayride**—Tender Slim, Grey Cliff

Roulette to Distrib New Vernon Disk

NEW YORK — Roulette Records has signed to handle national distribution for deejay Ray Vernon's new disk "Here Was a Man" on the Vernon label. The platter, a Billboard "Spotlight" this week, is a religious recitation (with organ background) which relates the life story of Christ.

The deal marks the first time Roulette has distributed another label (rather than purchasing a master for release on Roulette). If the experiment proves successful, the diskery may take on other lines. The deal calls for distribution of the disk — which will remain on the Vernon label — by Roulette both here and abroad.

However, in areas where the Vernon disk has not been handled by Roulette distributors, the platter will continue to be handled by Vernon's original distributor. Ray Vernon is with WTTG-TV, Washington, and often substitutes for Milt Grant on the latter's TV record hop show.

Capitol Swings For Mavis Rivers

HOLLYWOOD — Capitol Records will kick-off a three-pronged promotional campaign in behalf of songstress Mavis Rivers during February to make it one of the biggest ballyhoo build-ups it has ever thrown behind one of its new artists. Drive includes a 22 city month-long personal appearance tour with Cap's promotion corps arranging radio and TV appearances plus newspaper interviews.

Tied in with the tour is a national consumer mag campaign (black and white and color) spotlighting her new album, "Hooray for Love," plus special window displays and in-store merchandising. Dealer-level promotion includes, in addition to complete window display kits, giant blow-ups of the album cover, balloons and confetti streamers.

Thus, the campaign will hit the p.a. tour, via national consumer mags and will blanket the dealer facet of the business. Tour starts in San Francisco on February 1 and winds up in Los Angeles on the 27th of the month.

NEWS REVIEW

Chess Puts New Dress On Oldies

NEW YORK — The Chess Brothers have released several very interesting packages made up of material from the archives of the Chess label and its subsidiaries. Devotees and students of blues and rock and roll will want much of this material in LP form. On the Chess label, for instance, there's a packaged titled "Oldies in Hi-Fi," containing such noted hits of years ago as Willie Mabon's "I Don't Know," Jackie Brenston's "Rocket 88," etc. Another Chess package, "Bunch of Goodies," comprises ballads by the Moonglows, as "Ten Commandments of Love," and others by Lee Andrews and the Hearts, the Miracles, etc.

"Love Those Goodies," on Checker, contains some outstanding blues by Jimmy Witherspoon, Bo Diddley, Little Walter and Lowell Fulson.

On Argo, "Remember the Oldies," includes a side containing Clifton Chenier's "The Big Wheel," Paul Gayten's "Night Scene," and a side of vocals, including Clarence Henry's "Ain't Got No Home," and the Monotone's "Book of Love."

Taken together, these packages, in addition to their entertainment value, document changes in the music business during the earlier rock and roll years.

Remember the Oldies, Argo LP 649; Love Those Goodies, Checker LP 2973; Bunch of Goodies, Chess LP 1441; Oldies in Hi-Fi, Chess LP 1439. Paul Ackerman.

KAY LITTLE BACK ON THRUSH BEAM

PHILADELPHIA — Kay Little, former vocalist with Tony Pastor, Bobby Byrne, Dick Stabile and Bunny Berrigan, who retired in 1951 to return to her native Philadelphia and resume another career — housewife and mother — has now reversed her career to resume her singing career. After an impromptu appearance at the Peacock Inn in Atlantic City, friends and former associates persuaded her to return to professional life. With her husband, William F. Burns, store manager here of Gimbel's Department Store, acting as her agent and publicist, Kay embarked on a new career by recording several tunes — "If It's True," "Goodbye Love," "You're the One" and "Who Are They." Masters have been turned over to Columbia's Mitch Miller.

All but "If It's True" were composed by Bill Murray, local pianist - tunesmith currently at the Black Horse Tavern. Burns didn't spare the bankroll in assembling a 24-piece ensemble to back up his Missus. Joseph Kuhn, internationally known symphonic arranger now with Dave Miller's Somerset Records, was placed in charge; and the sidemen include such people as Eddie Saffranski, on bass; Mundel Lowe, guitarist; and Max Pollikoff, violin soloist and noted authority on contemporary music. Session was cut in New York.

Clark Sells 3 Pubberies

NEW YORK — Cleffer Aaron Schroeder and Vera Hodes are purchasing the three Dick Clark music publishing firms, Sea Lark, January and Arch Music. Schroeder is the well-known ASCAP writer with many hits to his credit, Miss Hodes has been running the three firms for Clark since their inception. It is not known how much cash was put up for the firms, but it is understood that it was a substantial sum. The deal, which has been under negotiation for two weeks, was wrapped up late last week.

It is believed that the sale of the three firms adds up to a good capital gains deal for Clark, since the firms have had a number of record hits, including "At the Hop" and "16 Candles." At the present time one of Aaron Schroeder's new tunes is being published by Arch Music, the tune being "Of Time and the River" which is out on Capitol via a Nat Cole recording.

Carlton Preps Evans Album

NEW YORK — Paul Evans, Carlton Records hitmaker, on the firm's Guaranteed label, will have his first album out in a few weeks. Set will feature the lad singing blues hits of the past few years. Joe Carlton, head of the label, stated this week that Evans' newest single "Midnight Special" is turning into the fastest selling hit the firm has had to date. Carlton said that the new Evans dinking is selling at many times the rate of his first hit "Seven Little Girls."

ONE IN A SERIES OF INDUSTRY PERSONALITY STATEMENTS

"Missing a single issue of Billboard would be likened to a power failure... or a complete breakdown of vital communications to a ship or airliner."

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Evening Reporter

FRONT PAGE VERSION

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MERCURY 71555



Solons to Put Payola In 2-Way Crime Slot

• Continued from page 1

terpreted to mean networks and their national advertisers functioning under the NAB Television Code.

Justice scolded FCC more particularly, for laxity in supervision, and warned the agency to hold the individual broadcaster more accountable for payola, and for unacknowledged plugs for owned enterprises, such as record companies.

Justice insists that the Commission has the power to oversee these matters, and could check on its more than 5,300 licensees at renewal times, on criteria of service in the public interest. Punishment by new, milder penalties than license revocation for offending broadcaster is suggested.

J. D. Irked

The Justice memo questions in open annoyance, why the investigation was allowed to fall into the hands of the Democratic chairman Harris' Legislative Subcommittee. The FCC has "investigatory powers" fully as great as those of the subcommittee, Rogers pointed out. Also, FCC could have conducted precisely the same investigation the subcommittee has, in quiz programming and payola — an investigation which, significantly, has raised "no claim of censorship from any quarter," Justice notes, rebuking FCC doubts.

The memo insists that FCC could even go after independent programmers, and producers, when investigating broadcast activities. The department did not, however, propose any balanced programming blueprint which FCC chairman Doerfer has been pleading for, if his commission is to track down broadcasters who are not programming in the public interest.

Revision Likely

Legislation against payola as an "unfair practice" covered by the Federal Trade Commission statute may also undergo revision, as a result of investigation by the Harris committee. Present FTC law invokes no criminal penalty, and reaches only the giver of the "commercial bribe," in sub rosa exchanges unknown to the employer. Critics of the law point out that there is almost no deterrent power in the statute, and an exit via quick consent agreements, such as made by RCA Victor, is too easy on offenders.

While urging extension of the FCC statute to cover payola by broadcast employees, the Justice Department invited the Federal Trade Commission to quarter the same field. Justice said the "unfair practice" angle clearly covers payola, but the Federal Trade

FEDERAL AID FOR NAT'L ORK

WASHINGTON — Legislation which would provide funds for the National Symphony Orchestra and other cultural activities in the nation's capital was introduced on the opening day of Congress (6) by Rep. Frank Thompson.

Under Thompson's proposal, one mill out of each tax dollar collected in the district would be set aside to help the orchestra and other art activities. Fund will be matched with federal revenues.

Thompson announced that in the next few days he will introduce legislation to set up an International Olympiad of the arts and sciences, and legislation to strengthen the Fine Arts Commission.

Col. January Sales Hold to '59 Hot Pace

NEW YORK — Columbia Records is continuing the hot pace it established in 1959 with solid sales in January of 1960. The firm's album line is moving strongly and the singles, headed by Marty Robbins' "El Paso" are also grabbing big orders. On the album side the firm is putting a potent camp drive behind January as "Johnny Mathis Month" and the drive, according to the firm is paying off.

Columbia's business over the Christmas season was even stronger than the firm itself expected. Christmas albums released in 1958 actually topped their 1958 Christmas sales in 1959. This included albums by Mitch Miller, Johnny Mathis and Ray Conniff. Columbia's album business for 1959 was the best in the firm's history with sales of four newly released albums, again including sets by Miller and Mathis, topping the 250,000 mark.

group can also go after broadcasters, by considering them to be "advertisers." Also, Justice recommends tightening up FTC law to give the commission temporary powers of injunction. Injunction would go into effect as soon as a complaint is issued, and last until final decision. At present, FTC has such power only in matters of deceptive advertising in food, cosmetics and a few other areas.

Victor Names

• Continued from page 4

from Victor's New York a.&r. department. Neely Plumb, on the Coast a.&r. staff, remains at the same post.

Peirce's background includes fronting his own band and agenting talent at MCA. His RCA Victor, a.&r. credits include discovering and developing such new talent acquisitions as Jesse Belvin, Ray Peterson and Rod Lauren.

In this new administrative capacity, Peirce will concentrate his efforts on acquiring new talent as well as movie and TV properties, leaving actual recording chores to Schapiro and Plumb. Plumb's artists include Bob Thompson, Frankie Carle, among others, plus handling special projects.

Schapiro has been with the firm for a number of years as a field sales rep prior to moving into the New York a.&r. department.

Peirce, who previously reported to Yorke here, will now report to a.&r. chief Steve Sholes. Plumb and Schapiro will report to Peirce.

AFM Sets 2d String Session

NEW YORK — The Second International String Congress which last year won acclaim for its eight weeks' session at Greenleaf Lake, Okla., will be held this year in Puerto Rico, it was announced this week by Herman Kenin, president of the American Federation of Musicians. Dates are June 21 thru August 15, with the session being jointly sponsored by the musicians' union, the International Institute of Music of Puerto Rico and the Inter-American University at San German. During the sessions, 100 talented young string players will receive scholarship training. Dr. Roy Harris, noted composer-conductor, who directed last year's sessions, will again head the faculty of first chair musicians from outstanding symphonies.

Kenin, who is chairman of the Advisory Committee of the String Congress, stated that the scholarship tutoring of the 100 players, aged 15 to 21, is aimed at relieving the growing shortage of skilled string players and in aiding employment thru the more rapid development of symphonic groups who are important in the nation's cultural life.

Everest Extends Discounts

NEW YORK — Everest Records will continue its 50 per cent discount plan on all albums thru January 25. Plan was originally part of the firm's restocking program, and the 50 per cent discount applies to the list of \$3.98 on pop and \$4.40 on classical albums.

Meanwhile, Everest is bringing out a flock of new albums in January. These include eight new sets. Among them are LP's by Joe Venuti, Deane Kincaide, and classical albums with the London Symphony Orchestra and the Everest Woodwind Octet.

Cash Draws Record Gate

VALLEJO, Calif. — Johnny Cash and the Tennessee Two established a new attendance mark in a show-dance date at the Dream Bowl here January 7, grossing \$6,626 with a \$2 gate charge. Cash was in for 60 per cent privilege.

The box office opened at 7 p.m. and by 8 o'clock, an hour before the program was slated to start, the Dream Bowl's parking lot was jammed to capacity with 1,500 cars, according to Stew Carnall, Cash's manager. Previous attendance mark at the Dream Bowl was set by the Harry James ork back in 1944.

Scrivner Reclaims 'Lazy' Masters

NASHVILLE — Ray Scrivner, vice-president and general manager of Abco Music Company here, has obtained masters of "Lazy, Part I & Part II," from Don Pierce, president of Starday Records Company.

The masters, featuring Cal and Ivan, of Modesto, Calif., were originally owned by Scrivner and leased to Starday, but in a recent deal between Scrivner and Pierce the recording pact of Frankie Miller, c.&w. artist, became the property of Pierce, and the "Lazy, Part I & Part II" reverted to Scrivner.

Scrivner announces that he will re-release the two parts on his Skoop label, a companion to his Showboat label.

Bell to Distrib 'D' and Dart Down Under

HOUSTON — H. W. (Pappy) Daily, president of "D" and Dart records, with headquarters here, last week negotiated a deal with Bell Records for distribution in Australia and New Zealand. The first release under the contract will be by William Tell Taylor. Fourteen numbers in Daily's Glad Music Publishing Company's catalog are being recorded by Australian artists.

A similar distribution deal was recently engineered by Daily with Sparton of Canada and Trutone of Africa, and negotiations are now on for representation in three other foreign countries, Daily says.

Triangle Debts 1st Release

CINCINNATI — Ex-heavyweight champ Joe Louis, president of Triangle Records, recently organized in Los Angeles, and Bill Graham, Triangle exec, were in Cincinnati Thursday and Friday (7-8) on the first lap of a tour to kick off the firm's initial releases. Graham said that Cincy was being used as a focal point to break the two platters.

One disk couples the old fave, "Until the Real Thing Comes Along," with "How Come You Don't Love Me?" with Norman Thrasher handling the vocals on both sides, backed by the Gerald Wilson ork. Second platter features the Trojans (four lads and three gals) on "All Night Long" b.w. "I Wanted You So Long."

On the local promotion Louis and Graham enlisted the aid of Ezzard Charles, another former heavyweight champ, who resides here, in calling on the music trade and deejays. Friday afternoon, the Triangle execs, in association with Ike Klayman, of A.&I. Distributing, which handles the line here, tossed a cocktail session and luncheon for local sports writers, deejays and juke box operators at the Sheraton Gibson Hotel.

Louis and Graham arrived here early Thursday from Miami and departed late Friday for Chicago.

HOLLYWOOD — Capitol Records will release the original cast recording of the off-Broadway musical comedy, "Little Mary Sunshine," on February 1. Show, which opened November 19, has enjoyed a favorable press. Capitol is scheduled to record it January 11 with Cap producers Andy Wiswell and Dick Jones handling the session.

"Sunshine's" book, music and lyrics were written by Rick Besoyan. Howard Barker, Cynthia Baer and Robert Chambers are the producers, with Roy Harrison handling staging and choreography.

'ETERNALLY'

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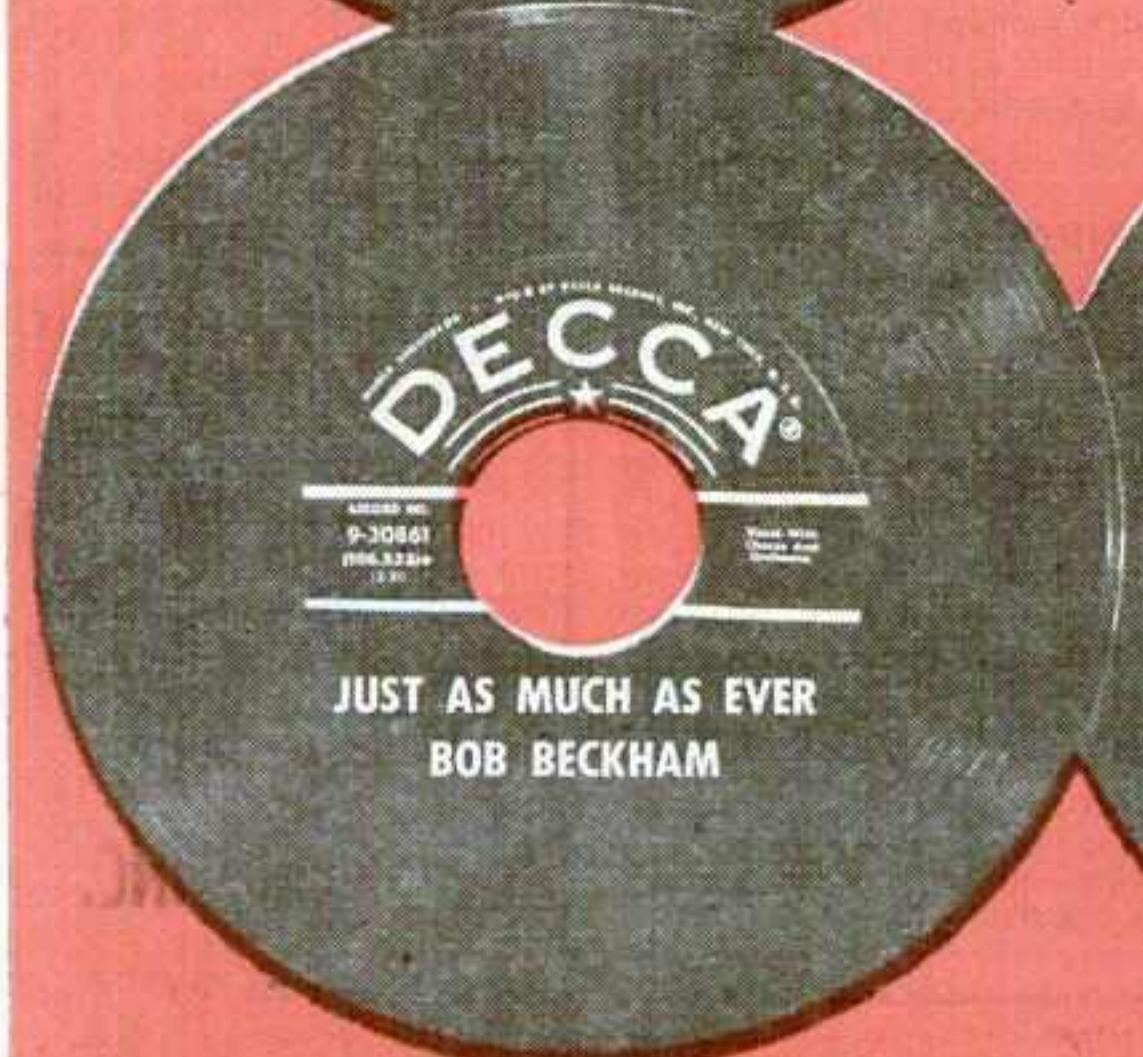
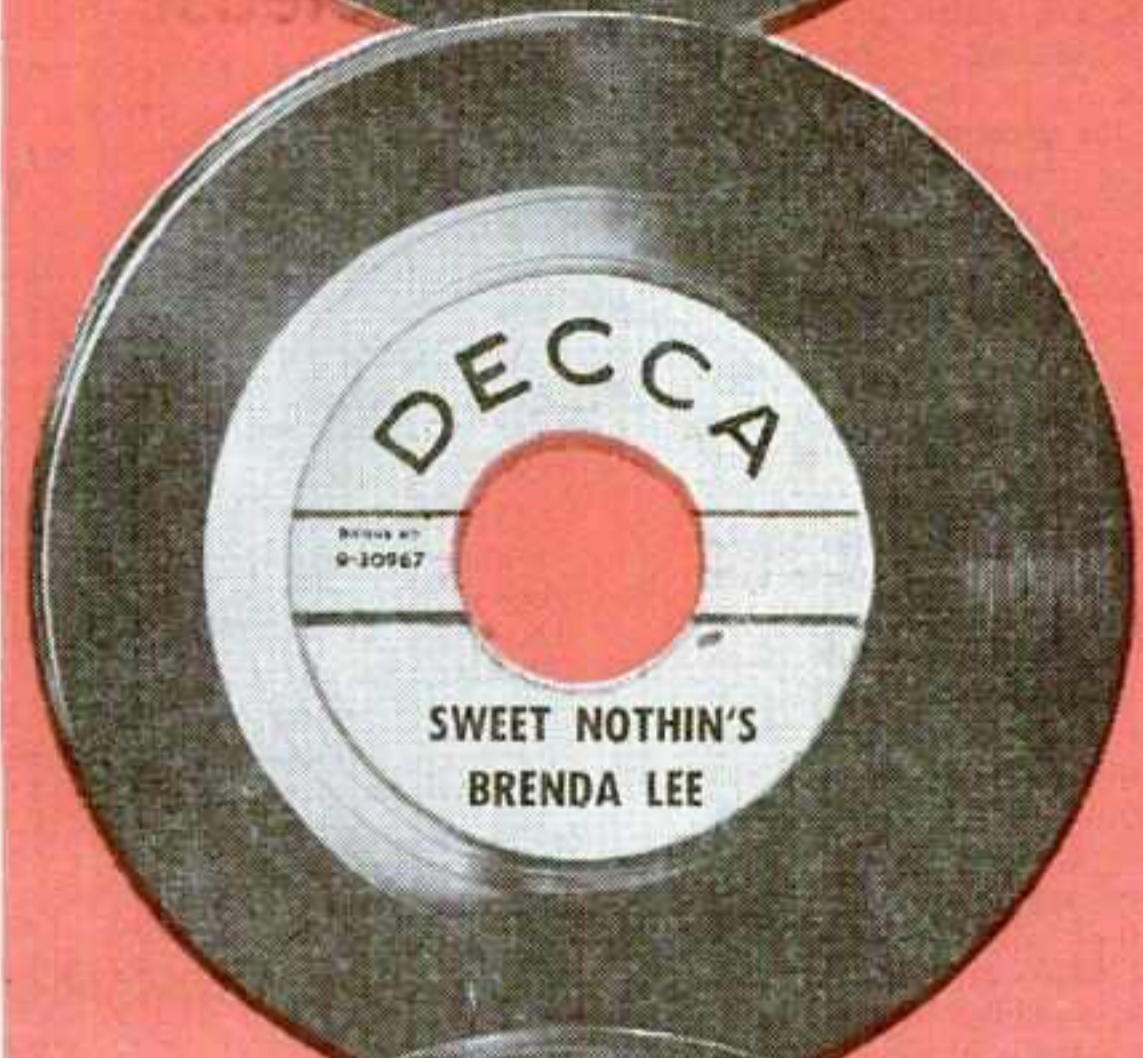
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The Billboard
JANUARY 4, 1960

Decca Hits Chart With 7 Winners

NEW YORK—Decca Records is experiencing one of its hottest periods of chart activity in the past two years. This week, the company was represented on The Billboard Hot 100 best selling singles chart with seven entries, all but one of which was headed upward. Two of the sides broke in for the first time this week.

Heading the list is the Jackie Wilson wax of "Talk That Talk," moving from 43 to 35 this week. Wilson is on Brunswick, Decca subsidiary. All other sides are actually on the Decca label.

Next in line was Bob Beckham, hot new Decca artist with "Just As Much As Ever," at the 44 slot. This was the 22d week on the chart for this disk. Then came the country-based Webb Pierce with "No Love Have I," his second consecutive pop hit. The disk placed in the number 66 slot. Bob Beckham moved into the select group with his second hit this week. Beckham's "Crazy Arms," hit the 68 position in its initial Hot 100 showing.

Carl Dobkins Jr., another relatively new artist, moved up from 82 to 70 with his current "Lucky Devil," while Bill Haley broke in for the first time in the 78 spot with "Skokiaan." Finally, Brenda Lee, another strongly country-oriented artist, moved up from 90 to 79 with "Sweet Nuthins."

NIGHT CLUB REVIEWS

Davis Again Copasetic at Copa

Pint-sized Sammy Davis Jr. is a giant of energy in his current stint at New York's Copacabana, working himself into a frenzy and a lather in a stint which ran 45 fast minutes on the night caught but which was to run to an hour and a half and more on other shows during the stint. No matter how long the versatile song and dancer belts out his well-paced material, the customers want more.

The act breaks down into four equally commercial segs, including straight song turns, an extended tap routine, a series of familiar but solid impressions of "some of my good friends in the business," and a pounding, whirlwind finish.

Opening with "New York, New York," he quickly moves to paying his respects to Fred Astaire with "Change Partners," followed by "my one dignified song," "When I Fall in Love," with an exceptional string arrangement by conductor Morty Stephens. In a "Birth of the Blues" seg, Davis breaks the people up with a discussion of the different kinds of blues, including those of the great Ray Charles.

There were a flock of impersonations — Tony Bennett, Billy Eckstine, Vaughan Monroe, Louis Armstrong, Dean Martin, etc., but the best by far were of Nat Cole and Sinatra. A tap routine to "Fascinatin' Rhythm," lasted seven minutes and it was given a stomping reception.

At another spot, Davis relaxed on a stool, kidded with the audience and pulled them into the act with the entire Copa audience doing a chorus of "White Christmas." Then Davis moved to his wild windup with "Old Black Magic," at a frantic pace which found him singing his credits to the band and maestro. It was a bundle of plus values all around with Davis promising a happy holiday for the Copa management. Ren Grevatt.

* * *

Jazz Vocal Trio Refreshing Group

Lambert, Hendricks and Ross, who constitute one of the most refreshingly unique jazz vocal groups ever to come down the pike, opened Tuesday (29) at the Village Vanguard for a one-week booking and played to an enthused gathering that hammed Max Gordon's little boite. They were backed by the Ike Isaacs trio, who also supply the music behind the group on their new Columbia LP.

The distinguishing characteristics which have shot this vocal trio into prominence were very much in evidence. John Hendricks (who also pens many of the original lyrics) turns in some remarkable vocal pyrotechnics in his frequent emulation of a virtuoso tenor sax. Annie Ross not only is an outstanding vocalist in her own right, as evidenced during her solo turns, but makes knowing use of an ultra-high register which she can use piercingly or in short staccato bursts, as would a trumpet player in complete command of his horn. Dave Lambert wears a pixieish smile and serves very much as anchor man, holding together many of their best efforts.

Among the offerings which drew warmest crowd reaction were "Moanin'" (which is on their new LP), in which some true spiritual feeling shines thru: "Airegin" (Nigeria spelled backwards), in which Hendricks and Lambert take fantastic solo turns before working together; "Every Day," in which Miss Ross does a fine vocal trumpet bit and which features some of their best cross-talk lyrics; and "Little Pony," for its rapid-fire delivery.

Professor Irwin Corey opened an eight-week stay on the same bill and had the customers in a state of near-hysteria, being in exceptionally good form. He referred continually to the fact that the trio is a "group of individual musicians" working in unison. And it's really true, for what sets them apart from all other groups is that their arrangements give them separate musical roles which they fill with great capability.

To top it off, they are a most attractive group to watch, again with each personality permitted to project separately. And Miss Ross provides something which is too infrequently present in female performers: real femininity as well as pulchritude. This group's future is tremendous. Sam Chase.

* * *

MUSIC-DRAMA REVIEW

'Daniel' a Real Musical Treat

One of the most interesting recorded works of the recent past is the remarkable production of "The Play of Daniel," issued by Decca, as performed by the New York Pro Musica under the directorship of Noah Greenberg. Live performances of this scintillating 12th Century music-drama were given in the past at the Cloisters in New York; this year, to celebrate the Christmas season, it is being offered as it must have been done initially, in a church.

As played at the Chapel of the Intercession of Trinity Parish, it is one of the most enjoyable musical events of recent seasons. Delightful as is the work itself with its primitive melodies and rhythms that remain in the mind long after each hearing, much is gained when one has seen the work played out with the colorful medieval costumes and makeup, and the use of old instruments such as the horn, bells, hurdy-gurdy, rebec, cumbal, etc.

Nearly all the principal performers also appeared on the disk, and again were in fine voice. These include Russell Oberlin, Charles Bressler, Betty Wilson and Brayton Lewis. Since the entire work is sung in Latin (notes with the disk provide an English translation), a narrator is used for the live performances, tying together the action. This loving yet naive version of Daniel in the lion's den comes close to being the best show in town. Full houses at a \$4.50 top for the relatively brief show indicates that the public feels this way too. Sam Chase.

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Commission Plays It Cool

• Continued from page 3

networks owning record companies and stations, as to just how much they favor their owned music over other?"

Lane preferred not to get into any fields outside of music, and could produce only isolated instances where he cited promotion of network-owned music. He cited the familiar case of CBS promotion of "Let Me Go, Lover," on a dramatic program, as a sample of broadcast-favoritism. One of Lane's own songs was used on a dramatic program, said the AGAC prexy, but never received any subsequent play.

Counsel found it unconvincing. "What documentation or figures are your statements based on?" Lane offered a "15-year history, in which broadcasters had favored their own music," but said he had no figures.

Embarrassing Moment

A deeply embarrassing moment resulted for the songwriter, composer of music for "Finian's Rainbow," and presently working on music for a production of "Giant"—when he claimed that "no members of AGAC, to my knowledge,

have any broadcast interests." Toward the end of his testimony, he corrected the statement, with a chuckle, noting that "quite a few members owned broadcasting interests. And probably some are stockholders in BMI, too." AGAC members Frank Sinatra, Pat Boone, Bing Crosby, among others, are known to own broadcast interests.

"Would you divest AGAC members of broadcast interests?" was the inevitable question of Commission chairman and counsel. Lane hesitantly decided he would not—"AGAC does not prohibit its members from anything—but if the ownership adversely affected the public interest, I'd be against it."

FCC Commissioner Bartley pounced on the angle. "You decide you need flat prohibition of ownership in BMI by broadcasters, because you feel there's a danger of abuse of such ownership. But you would not prohibit members of your society from owning broadcast interests unless and until they abused it. Now, if you have the proof of broadcaster abuse, that would be something else again."

Doerfer summed it up as an "unending" possibility of divestiture for broadcasters—first of music interests, then why not program production, talent, and on to newspapers, etc. "You're suggesting something that looks good to you, but would not appeal to others." He added "BMI was founded as a defense against ASCAP, which withheld music from broadcasters until it got its price, was it not?" Lane noted with indignation that Doerfer referred to something "20 years back in ASCAP history. ASCAP's errors have been corrected. That is no excuse for BMI now."

The songwriter also went back, somewhat, to some crude instances of BMI puffing, vintage 1945-49, in its early effort to promote the idea of a broadcaster licensing group competitive to ASCAP, much of it previously covered in testimony before the Pastore committee. Counsel Bryant asked for additional detail to be submitted on any instances where there might have been "unidentified" sponsorship of net-owned music, contrary to FCC statute.

Giant Payola

In his prepared statement, Lane said it was "giant payola" of a \$10 million "slush fund" doled out since 1941 that enabled the broadcasters to "foist rock and roll" on the public, and was now endangering the independence of Broadway musical shows by investing in such Rodgers and Hammerstein (ASCAP) productions as "The Sound of Music," "South Pacific," "My Fair Lady"—with Columbia album sales of the latter exceeding 850,000 in less than a year, CBS reported to its stockholders in 1956. Lane felt this indicated possible suppression of all independent producers by broadcast ownership of musicals, in the future.

Altho payola to deejays allegedly put over rock and roll, and payola admittedly reached its peak in 1959, Lane said: "Somehow or other, rock and roll has suddenly lost its appeal. Numerous surveys in the past few months have disclosed that the public did not want to hear this music." He quoted a Seattle broadcaster survey of Seattle listeners who put the rock far down on their preference list.

Lane termed "owners of stations" equally culprits with deejays in payola, and said "payments to deejays fade into insignificance in the face of profit derived by networks from the record business." And looking at it the other way, Lane said "record company owners found owning broadcast outlets more efficient and convenient than distributing payola to deejays." He particularly scored American

Eliscu Sues

• Continued from page 3

inadequate consideration for him on his interest in the tunes.

It's also alleged that Rose assigned plaintiff's rights on three of the tunes over to another defendant, Johnny Mathis Music, for a cash consideration of \$50,000 non-returnable advance, excluding plaintiff from said financial benefits.

The complaint points out the close relationship that existed between Eliscu and Rose in earlier years via their joint participation in the Songwriters Protective Association (now American Guild of Authors and Composers) taking note of the respect and trust which plaintiff had for defendant as a result of these associations. Charge is made that the trust was violated.

Eliscu asked that the agreement between himself and Rose be rescinded, annulled and cancelled, that defendant be required to make an accounting of all monies received and be enjoined from further publication and exploitation.

Regarding Miller and Youmans Music firms, Eliscu claimed that these companies were also illegally licensing and collecting monies on the same tunes, which include "More Than You Know," "Without a Song," "Great Day" and "One Love."

Decca Promo

• Continued from page 3

featured in "Songs of Israel." The company is also putting a special promotion behind a Showcase of 150 top-selling LP albums, based on actual sales figures for 1959.

All orders for LP's, EP's and kiddie sets, which total \$100 or more in value bring an extra 10 per cent discount, plus the usual 2 per cent cash discount for invoices paid when due. Dated billing calls for one-third payments each on February 10, March 10 and April 10. Dated billing covers the catalog with the exception of Vocalion, imported disks and the Archive series.

The entire program is to be backed up with the start of an extensive, year-long ad and promotion program, plus an abundance of display materials, a feature of which is a complete, four-color LP catalog, for counter giveaway.

Compatible Stereo

• Continued from page 3

Westrex cutting system, widely used for the manufacture of stereo records, was not able in its present form to produce a compatible disk. The feeling was voiced, however, that the Westrex system could be adapted to accomplish the result.

The economic considerations of such a process for dealers are tremendous. If the system meets all tests successfully, it can mean an end to the so-called dual inventory operations now required of dealers who must stock both types of records. For the juke box operator, plagued up till now with the inability to obtain stereo singles for his expensive stereo boxes, it can mean an end to the problems, since the compatible process is equally adaptable to singles and EP's.

Broadcasting Company for compelling Dick Clark to divest of record interests, while it retained BMI stock (the other two nets have divested of theirs) and owns substantial recording interests.

At the close of the long day's hearing, the topic of the songwriter suit versus BMI now going on in New York District Court came up, and Lane admitted that altho AGAC was not involved, he personally "supported their suit." Doerfer asked, "How—spiritually?" Lane said, "I have made contributions."

BMI Denial

• Continued from page 3

including Mr. Lane and the publishers of his works.

"BMI has no interest in the revenue derived from popular music, either from phonograph records, sheet music or otherwise. It has no connection with payola.

"Mr. Lane's statement on behalf of AGAC is a repetition of mis-statements which have already been made, both in a pending suit and in several hearings before Congressional committees. The most recent of these hearings was before the communications subcommittee of the Senate Interstate and Foreign Commerce Committee. In these hearings all of the charges were completely disproved. Chairman Pastore said, at the conclusion of the hearings, that there was nothing before him but 'speculation.' The 1,200-page printed record of these hearings was filed by Chairman Pastore with both the Federal Communications Commission and the Department of Justice in 1958.

"AGAC's continuing attacks on BMI are part of a campaign to restore monopoly in the field of performing rights to AGAC's own members."

Pre-Yule Sales

• Continued from page 3

87,435,000 records were sold. Single records sales for the January 1 thru November 7 period in 1959 are far behind sales in the same period in 1958. In 1959 these sales totaled 56,050,000 singles; in 1958 singles sales totaled for this period 60,100,000. But the LP sales for the period January 1 thru November 7, 1959 totaled 29,100,000 units, far ahead of the 22,300,000 units for the same period in 1958.

One of the more interesting figures in the 11th Billboard-NYU Sales Report was the increase in dollar sales of stereo records. Up until October 15, sales of stereo records were running about 22 per cent of the total LP market, with monaural records accounting for better than 77 per cent. However, in the period October 15 thru November 7, stereo records jumped to 24.4 per cent of the total LP market in dollar volume, while monaural records garnered 75.6 per cent of dollar sales. This increase in stereo sales could portend the growth in stereo that many in the industry have predicted.

WB Singles

• Continued from page 4

twice the size of that previously used in listing song titles, artists and playing time. New sleeves will accompany the multi-hued labels.

Project was completed by WB merchandising director Joel Friedman after extensive research with the actual styling created by AET director Ken Kim. According to Friedman, purpose of the change is to give the WB singles greater identity and enhance label legibility.

Deejay Miller

• Continued from page 4

as a deejay of hits and that he and Yoder mutually recognized a severance was only a matter of time. At about the same time, Miller said he had decided to confine his services to the local Westinghouse station, WIND.

Some observers saw the switch in NBC policy as an attempt to prettify its programming "image" before Harris Committee hearings on payola open here soon. The programming change is understood to have been ordered by NBC in New York.

At the same time Miller's show

Kenin Asks

• Continued from page 4

wax or tape, that almost never costs the licensee anything and sometimes pays for its own way to the disk jockey's turntable," killing growth of American musicianship.

Kenin said a current survey of 537 stations in 31 States—exclusive of big-city stations—shows that 502 stations do not employ a single musician. The remaining 35 stations employ only 27 musicians regularly, and 138 occasionally. "Yet canned music constitutes three-fourths and upwards of the total programming time of the bulk of stations surveyed." Kenin said this was adding insult to injury since pioneering radio built itself on the "uncompensated services" of countless musicians who were given reason to hope future employment would be sizable.

Kenin felt sure the FCC could require broadcasters to program a certain amount of time to live music "without intruding itself as a censor." Licensees are presumably required to show percentages of live local programming in applications, but the FCC has long since let the requirement slide, Kenin said.

"If the trend to canned music continues on TV and radio, there will be no real musicians left to play it," Kenin warned.

M-G-M Bows 17

• Continued from page 4

Included in the new release are albums by Joni James, Maurice Chevalier, Jose Greco, Hank Williams, George Shearing, the Ray Charles Singers, Shorty Rogers, Robert Stolz, Ray Ellis, Benny Goodman, Bess Myerson, Robert Farnon, Tommy Edwards, Billy Mure, Dick Hyman, Charlie Shavers, Sonny Rollins, Melba Liston and Howie Forrester.

The release is getting the heaviest buildup of advertising, promotion and publicity in the history of the diskery. Dealers and their staffs will be eligible for a host of special prizes.

On the distributor end, a salesman can win a free trip to Mexico for two, merely by selling the most albums in his territory over certain distributor-set quotas. Dealer and distributor salesman contests will end March 15.

FTC Payola

• Continued from page 4

Also cited were officers Leonard and Phil Chess, president and secretary-treasurer respectively.

Complaint charges that each company has given unidentified disk jockeys payola to "expose" records in which it has a financial interest, and thus increase sales. Disk jockeys conceal the fact that they are receiving payoffs for broadcasting the songs, FTC says, and misrepresent to listeners that "they select these records strictly on their merits or public popularity."

The deception, according to FTC, "tends to mislead purchasers into buying the exposed records which they might not otherwise have purchased," and advances the recordings in popularity polls. Such payoffs are "capable of suppressing competition," FTC contends and "diverting trade unfairly" and are unfair methods of competition in violation of the FTC Act.

Parties were granted 30 days to file answers to the complaint.

was foreclosed, veteran interviewer Jack Eigen was fired after eight years on WMAQ. Yoder said Eigen's show introduced troublesome controversy.

Coral Skeds

• Continued from page 3

Brunswick release includes sets by Johnny Richards, Jackie Wilson, Neal Hefti, Dick Kesner, the Newport Youth Band, Jerry Burke, the Clark Sisters and Myron Floren. Also, 75 of the firm's top-selling sets will be spotlighted as a part of the promotion.

All orders toiling \$50 or more in value will bring an additional 10 per cent discount, plus the regular 2 per cent off for prompt payment. Extended billing calls for one-third payment on the 10th day of February, March and April.

Four color LP catalogs featuring the entire Coral-Brunswick catalog are being made available to dealers for counter use. Heavy ad schedules and a volume of promotion and display aids are also part of the current plan.

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Dealers List Stereo Demo Techniques

Wide Variety of Methods Noted in Survey; Disagreement Seen in Need for Demos

NEW YORK—When it comes to demonstrating stereo, dealers are individualists. That's another way of saying, simply, that there is little unanimity of thought regarding tried and tested methods of demonstrating the marvels of stereo sound, circa 1960, according to the results of an informal, countrywide tapping of dealer opinion.

One retailer exclaims that disk companies should take more care to put out good stereo demonstration records. Another takes the trouble to list a number of stereo disks he's found exceptionally good for demo purposes.

Another points out the value of showing stereo off in a room with a hard, tile-type floor without a carpet. In another case, a dealer says a heavy carpet makes the set sound far better to the prospective buyer.

Some Disagreements

But, the dealers disagree on some of the fundamentals of selling and demonstrating, contacts with any cross-section of retailers, produce interesting new thoughts.

A Washington retailer, Campbell Music, keeps a few hi-fi monaural units on hand. A monaural record is played on a standard monaural set and then on a stereo, two-speaker unit, to show the improvement that even a monaural record gets when played on a stereo system. The next step is to play a good stereo record on a low-priced stereo system and a high-priced unit.

By this sequence of demonstrations, each providing better sound quality than the last, the customer is given a great example of the superiority of really good

Texas Stores Hit Disc'ers

By BARRY S. CANDY

SAN ANTONIO—Virtually all phonographs now being sold here are of the stereo variety, a check of local stores indicates. Another facet of the current market conditions here is the continuing friction regarding discount selling.

One local store owner, Jim Bailey, of Movievox Company, reports that questions asked most by his customers follow this pattern: "How much do I get off?" and "Do you sell wholesale?" This is taken as an indication that shoppers here are going for price rather than quality in stereo equipment.

The local situation finds buyers going into such a shop as Movievox to obtain information on model numbers and styles. They then do their buying at certain local discount houses, two of which are operated for government and civil service workers and which sell brands at discounts. Bailey stresses to customers that he sells service as well as the basic product, which discounters do not.

Another store, Model Radio, points out that stereo demonstrations per se are considerably less important now than formerly, since "people are becoming more familiar with stereo." Model is planning to do away with its special demonstration room as it is not being used to any great extent. On another point, it was noted that the majority of sales are running to the medium price range, in the vicinity of \$300.

stereo. He is also thus traded up to a more expensive unit.

In Philadelphia, a dealer adheres to the view that the most effective stereo demonstration is carried off in a room with low ceiling and carpeted floors to reproduce the sound as closely as possible to that which will obtain in the customer's home.

Good Demo Records

An observer in the Quaker City says there is one universal plea from dealers there: "Give us good demonstration records." Claims one retailer: "There is not one record which has all the qualifications of a good demonstrator." One suggestion advanced was to supply dealers with a series of disks that have in one unit two bands of the same musical selection (in pop, semi-classical and jazz categories), with one band pressed monaurally and the other in stereo.

One Milwaukee dealer, Netzow's, Inc., feels the biggest problem comes not in actually illustrating the sound of stereo, but in the question of where to place the speakers. "We no longer need to know much about sound," says Charles Netzow. "I am an interior decorator a good deal of the time when selling stereo. Selling big ticket stereo units almost always requires a trip to the prospect's home to suggest 'where to put it'."

Regarding the actual store demonstration, Netzow also notes: "We like to keep our demonstrations brief. Customers can lose themselves listening to a record, and the sale flies out the window. Asking a prospect to sit down to listen to a demonstration record normally comes at the close of a sales presentation with us. We first attempt to brief them on what they can expect to hear. It eliminates a host of confusing questions."

On the other hand, Hot 'n' Cold Shops, of Detroit, see the demo disk another way. Elmer Bukoski, manager, feels a demo record is the only really effective way of showing stereo off. He considers the RCA Victor demonstration

(Continued on page 26)

Quality Over Price the Rule In Denver Sales

By ROBERT LATIMER

DENVER—Mickey Sherman, owner of the Sight & Sound Stage here, reports that phonograph sales are now 100 per cent stereo as direct result of intensive promotion over the past two years. Only exceptions are portable 45 r.p.m. players, selling chiefly to teen-agers.

Current sales trends are definitely toward the higher end, even tho the average customer still wants to shop around and see that he is getting the most for his money. As evidence of high end, Sherman is not carrying a single stereo phonograph priced at less than \$300, and finds heavy demand for extremely well-finished German imports, in which he has specialized for past 18 months. He has pioneered trade-ins where stereo is concerned, and currently is handling a trade-in stereo phonograph in about one out of every 20 sales.

Many of these sales are spark-plugged by playing stereo records requested by customers on high-end equipment, which causes such a contrast in the sound that the customer decides to trade in his old stereo phonograph on a new and better one.

Buyers obviously want quality and are willing to pay a bit more for it than in the past. They are definitely buying quality, not price, which was the reason for Sherman's decision to go out of low-end stereo altogether in favor of sets from \$300 up. He believes that integrated stereo in walnut, primarily with extended stereo projection, to be the watchword for 1960 merchandising.

Sepp Kurzhals, of La Scala Music Company, Denver, is selling 90 per cent of his phonographs in stereo, the remaining 10 per cent made up of a few high-fidelity types and 45 r.p.m. singles. He sells none equipped with stereo plug-in jacks at all. The buying trends are definitely toward greater quality in the past year, with most of the La Scala inventory in moderate to better priced stereo. The average cus-

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HIGH-END BONANZA

Cost No Factor in Stereo, Wash'ton Dealers Find

By MILDRED HALL

WASHINGTON—The sound's the thing that forms the core of stereo phono sales in two of Washington's leading downtown retail music stores, Campbell Music Company and Kitt Music Company. Both outlets have made a clean break with monaural equipment. Everything is stereo. Both have topnotch sales forces, and both have confidence in a growing trend toward sales of the high-price, high-quality sets.

Each store has its own individual approach to demonstrating richness of sound, to snag the big sales in the over-\$500 category. Both are doing better this year, than during comparable months last year, and both expect substantially greater gains next year.

Both stores find that their particular clientele is fairly knowledgeable about what stereo means, but needs to be re-educated out of some unfortunate

misconceptions planted by early manufacturer stereo-promotion, "which scared off more customers than it attracted," one spokesman pointed out.

Both stores have found that a set's technical excellence is the selling factor next in importance to richness of sound—but demonstration must be made very simple for most customers. At least one of the sales personnel needs to have an expert's technical know-how, to talk the language with those who are pre-occupied with this aspect—and with some who like to test the sales force.

Both stores have found that in sets selling for the same price, the furniture look may swing the sale, particularly when women are buying, or are being consulted on the buy. American women were never more decor-conscious than they are today, retailers agree.

Lawton Gresham, speaking for

PUBLIC STILL HAS PLENTY OF QUESTIONS ON STEREO

NEW YORK—Is the public still confused about stereo? Apparently so, according to the questions currently being asked of dealers by potential buyers. The same retailers trace the public's often foggy notion of stereo to early allegedly "alarmist" type promotion, employed to get stereo off the ground. Here are the most-asked questions, according to an informal survey of stores:

1. Can I play the records I have now on my new stereo machine?
2. What's the difference between stereo and hi-fi?
3. What is stereo and why do I need it?
4. Why do stereo records cost more than the old kind of records?
5. Will monaural records be outdated and no longer manufactured?
6. Does stereo have to be loud to be good?
7. How far away from the speakers do I have to be to get the effect?
8. Can I get good sound without filling my living room up with speakers?
9. Why is stereo so expensive and will it also be expensive to repair?
10. Do you sell wholesale?
11. How much can I get off?

Campbell Music Company, Inc., one of Washington's oldest firms, says frankly that theirs is a somewhat plush patronage. Most of their phono sales are over \$400, and the store recently sold out of its \$1,095 sets well ahead of the time expected. "In most cases, we have underestimated, rather than overestimated potential sales in the higher priced sets."

Says Gresham: "The key words in selling stereo are: Demonstrate and simplify." This approach, together with a "highly unusual and very fine sales force," plus arrangements for customer convenience by spread payments, has put Campbell's ahead of its last year's equivalent fiscal period by about 3 or 4 per cent. "This is only since September, the beginning of our fiscal year. It is considerable in view of our overall volume of between \$400,000 and \$500,000 a year," Gresham points out. "We expect our sales to go up as much as 10 to 12 per cent in the coming year."

Campbell's is selling fewer machines, but in the higher price bracket, and they like the trend. However, not to overlook any bets, the store has put out a real bargain draw, an inexpensive, portable type, price listed at about \$285, but sold at a knockdown to about \$230. "This one attracted many young people in the well-to-do set, and was particularly interesting to parents of college students. We sold 60 of them the first month we put them out, and close to 50 the following month."

Very few of Campbell's customers are ignorant about stereo per se. Some are not as well educated in it as they are in the hi-fi, "but they are all buying for sound, whether they realize it or not."

Gresham, like other dealers in the area, bemoans the drastic mistakes made in early promotion by manufacturers. Retailers are still having to re-educate customers scared off by prophecies of radical and rapid developments, and ads calling for speakers to be spaced up to 12 feet apart.

Cabinet styling can sometimes sway a sale to a set of lesser quality. Campbell's has found, particularly where women are concerned. The store is the exclusive outlet for Fisher sets in the area, and the phono salesmen are happy with Fisher's research into which furniture trends carry the best sales potential for stereo cabinet design. Gresham wishes all manufacturers would keep watch on furniture modes, and offer enough variety of cabinets to prevent loss of a sale because

(Continued on page 26)

Single Stereo Units Hot in Detroit Mkt.

By H. F. REVES

DETROIT—Stereo—in the all-in-one unit—is the biggest element of phonograph sales here, with the most effective means of demonstrating stereo considered the manufacturer-made demonstration record.

At the Hot 'n' Kold Shops' Northland Center branch, 90 per cent of all radio and phonograph sales are stereo. Northland manager, Elmer Bukoski, reports he has discontinued featuring two-piece plug-in jack monaural-stereo phonographs in favor of the complete stereo unit.

"We find that stereo is the most acceptable item in the appliance business today," said Bukoski. And cabinetry of the stereo unit is just as important to the customer as the mechanism."

Stress on cabinetry makes the console the most important single factor in the selection of a phono. A large share of interest here is toward the Danish modern in styling.

"What is stereo?" is the most commonly posed query by prospective customers at Hot 'n' Kold Shops. "What does it sound like?" ranks second, which keys the sales staff into playing the stereo demo disk.

Hot 'n' Kold Shops see the demo disk as the most effective means of demonstrating stereo, and the RCA Victor demo disk the "most demonstrable." Why this popularity of the demonstration disk? For one thing, it eliminates long-winded explanations by the sales staff, and the disk's perfected technique helps the prospect to grasp the meaning of stereo within the shortest period of time. The Hot 'n' Kold sales staff averages 15 minutes per customer on demonstrating stereo.

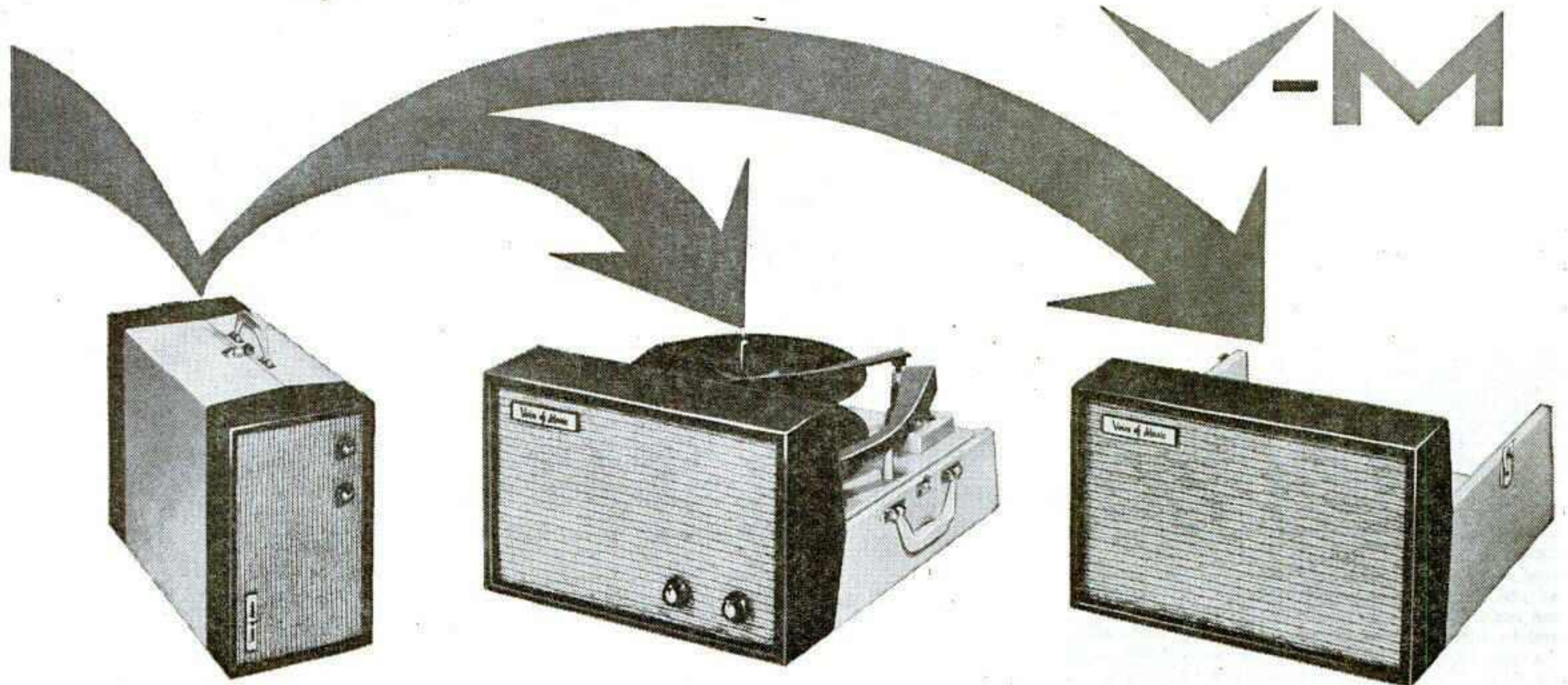
Bukoski finds that unless the customer is sold promptly, during the first visit, buying a stereo unit, he is considered by the shop as "lost."

An additional piece of technique the Hot 'n' Kold Shops find successful in "selling" stereo is the offer to have one of their representatives go out to the prospective customer's home to suggest suitable locations for the additional speakers required by stereo. This is considered merely an "extra" sales pitch.

The Grosse Pointe Radio & Television Sales & Service, on the other hand, does much more business of the kind where the prospective customer comes in to have

(Continued on page 26)

FOLLOW the STEREO LEADER!



V-M MODEL / 314

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



V-M
MODEL
312

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

V-M
MODEL
301

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

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Complete Versatility in Portable Stereo Systems!

3 GREAT NEW MODELS!
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V-M—pioneer in new stereo record changers brings you a great trio of self-contained portables that suit every customer desire. These precision-engineered phonographs meet the demands of *all* your "portable" customers. Completely new—so definitely practical in styling—with such obviously superior performance, these distinctively "Voice of Music" models will build your greatest sales volume. Be sure to *compare!* These are incomparable phonographs!

AVAILABLE NOW! These are the originally-styled portables your customers are buying! PROMOTIONS; DISPLAYS AND AD MATS ARE READY TO WORK FOR YOU!

V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS

Your choice for music is...
the  **of Music®**

New Stereo Phonos Key Style Trend

• Continued from page 1

break with this conventional decor, when Metz, Bavarian manufacturer, showed at least one new model, the Colonial, an all-in-one console in birdseye maple with Queen Anne legs at \$495. It was styled in typically rustic American fashion.

Fem Influence

Reports reaching The Billboard both here at the Furniture Market and via its mid-season survey of phono dealers indicated one underlying factor of importance in pinpointing reasons behind the surge to higher styling in cabinetry. Very simply, this was that feminine influence in buying home entertainment equipment is becoming a dominant factor.

Sales reports show that because of a rising national economy, upgrading of equipment is a natural phenomenon. And the more expensive unit being considered by Mr. Audio Addict, the more say has his wife in the ultimate selection of equipment. Dealers reported that more and more, couples come to the store together to do the shopping and more often than not, the wife's taste in furniture, be it modern, provincial or traditional is the starting point of any sale.

Because of the surge in buying of expensive equipment, the price of which in some cases rivals that of a new car, many dealers have inaugurated their own financing and installment buying plans. This is expected to become an increasingly important factor in the general business pattern.

Dealer-Decorators

Not only must dealers be prepared with time-payment plans, they must also be interior decorators, a fact which ties in with the female influence in equipment purchases. Dealers reporting to The Billboard indicated that they are frequently called upon to visit a customer's home in order to advise, not only on location and size of equipment but on period styling best suited to the decor of the buyer's home.

Underscoring the trend to high end merchandise showings with units featuring high styling, noted at the Market here, are listings of new equipment introduced since last September which appear in the Mid-Season Phono Directory on accompanying pages.

Many companies elected to stand virtually pat on complete lines de-

buted last fall. But those who have brought out new models, have focussed unusually heavy interest on models in the \$500 and up price brackets. In other words at mid-season, the trend shows considerably more activity in complete console units, often including TV, plus AM-FM radio, than in the low and medium price range portables and consolettes. About 43 per cent of newly introduced models listed in the current Phono Directory carry a list price in excess of \$200. Among the companies now marketing sets in the over-\$500 retail classification are Magnavox, Granco, Blaupunkt, Sterling, V-M, Motorola, Capehart, Ampex and Fisher.

With the obviously increased emphasis on equipment with four-figure list prices, sales execs present at the Furniture Market this week readily indicated they would stay on top of the situation with an eye to results achieved by the pioneers in the high-end field. With a steadily expanding economy, many believed there would be more and more emphasis on the high priced units by not a few, but many companies in the months to come.

One-Unit Sets Up in Toronto

By HARRY ALLEN

TORONTO — Stereo accounts for practically all the packaged sales in Toronto today.

Not only are customers buying only stereo, but those are the only kind being delivered to the dealers by manufacturers with the exception of clearance stock.

Monaural players take perhaps just 1 per cent of the sales, said Ken Colyer, of Colyer-McKee, and Lang Evans, of the Promenade Music Stores.

The primary buyers are adult these days, as the teen-ager purchases a pocket transistor radio model, carrying it around to listen to the hit parade, said Evans.

Most active stereo seller is in the \$130 range. However, there is now a trend, said Colyer, for the buyer to seek out the one-piece console unit selling for over \$300.

People buy quality these days, rather than price, said both Evans and Colyer.

Colyer cited one make of phonograph, manufactured in Canada and exported to the United States (Clairtone), where the quality is excellent at \$300. However, more models of its \$700 unit are sold.

Evans said he has found some customers are seeking a good phonograph with good reproduction for as little as they can possibly pay; these people are satisfied with monaural sound.

Colyer said many dealers made the mistake of ordering stereo units at a low price, discovering later that these lower priced units didn't sell with the same speed as the higher priced models.

"People are not interested in something to put in their kitchen or basement, they want a piece of furniture which they can show off in their living room," said Colyer.

The attractiveness of the model will be the eye-catcher with the wife, Evans indicated.

The standard question met by both dealers is: "What is the difference between stereo and hi fi?" A simple explanation seems to clear up most of the problems sur-

(Continued on page 26)

Stereo Confuses Public, Philly Dealers Say

By MAURIE ORODENKER

PHILADELPHIA — "Tell me about this here stereo?" is one of the crazy questions Philadelphia phono dealers are confronted with during a normal day.

Altho stereo has been before the public for two years, many people find it difficult to comprehend. One of the most prominent questions is: "Can you play regular LP's on stereo equipment?"

"You don't receive the full stereo sound effect, but long-playing records certainly can be played on stereo," the dealer tells the customer. "However, here's the catch. You can't play stereo records on monaural equipment."

Many people ask if monaural hi-fi equipment can be converted to stereo. The dealer explains that it can, but it's usually more expensive and less effective than buying stereo to begin with.

A big misconception most people have about stereo, according to dealers here, is that it must come in two pieces. Truth of the matter is, the dealer explains, when stereo first came out, manufacturers wanted to get rid of cabinet furniture they had lying around and consequently stereo units were made up in two pieces.

"This," they say, "is not good because the farther apart the pieces of equipment are the more the sound becomes distorted. So, actually, one-piece units are superior to two-piece equipment."

Probably the most frequent question dealers are confronted with is: "Why is stereo so expensive?" When they find out that complete units are relatively within the price range of good hi-fi equipment, most customers are amazed and immediately decide to spend their money on stereo. As is the case with any new product on the market (remember the television situation), during the two years since stereo was introduced, it seemed very high in price. But now, reason in price prevails.

Current equipment sales trends in general in the Philadelphia area are quite definite. Practically no monaural players are being sold or even being handled with the exception of very few cheap automatics and children's phonographs.

Buyers seem to want complete stereo units in one piece, and when they decide to buy, are often very well informed. At John Wanamaker's, one of the largest dealers in the area, customers are interested in quality and are willing to pay the price for it. However, at Wilf Brothers, customers buy price instead of quality unless they come under the influence of an unusually good sales pitch.

Salespeople have great problems when dealing with the public, especially demonstration-wise. When demonstrating stereo effectively, it must be done in a good room with low ceiling and carpeted floors to reproduce the sound as close as possible to that in a customer's home. In department stores, salespeople know the most effective demonstration methods, but very often lack the facilities and time necessary to give accurate and thoro assistance to prospective buyers.

The one cry heard thruout Philadelphia is a plea from retail dealers: "Give us good demonstration records!" There is not one record available, claims one dealer, which has the qualifications of a good demonstrator. One sugges-

Console Stereo Makes Headway in Beer City

By BENN OLLMAN

MILWAUKEE—Beer City dealers claim that stereo accounts for at least 90 per cent of all instrument sales today. Portables under the \$100 price level are the fastest-moving items.

An increasing number of record dealers have widened phonograph inventories. Consoles are now being stocked by dealers who last year limited themselves to low priced portables. All dealers queried indicated that the fall and winter season of 1959-'60 will see their phono sales boosted to new peaks.

Charles Netzow, of Netzow's, Inc., claims that neither price nor quality is the big obstacle confronting dealers today. His typical stereo sale is between \$400-\$600, he says. "Frankly, where to place the phonograph or speakers is the big problem in most instances. If we can clear that hurdle in the customer's mind, we've got a good chance to close a sale. We no longer need to know much about sound. I am an interior decorator a good deal of the time nowadays when selling stereo sets."

Improved cabinetry of both component and assembled phonographs has helped pave the acceptance of the new stereo machines. Selling big ticket stereo units, says Netzow, almost always necessitates a trip to the prospect's

EIA Preps Co-Op Phono Ad Pitch

• Continued from page 1

well as the component standpoint.

The campaign, which is subject to adequate financial support by individual manufacturers, was approved in principle by the EIA Consumer Products wing at a West Coast meeting last month.

A summary presentation of the plan will be sent producers with a plan for assessing campaign costs on a sliding scale related to equipment sales in various categories. Firms are being asked to advise EIA of their stand on the project by February 1.

P-B Makes WB Demo Tie

HOLLYWOOD — Warner Bros. Records has prepared a special stereo demo disk for Packard-Bell to be included with each P-B 1960 phono sold. Album contains tracks from a dozen WB packages and features George Greeley, John Scott Trotter, the Outriggers, and Ray Heindorf, among other artists.

Phono manufacturer has made similar deals in the past with Capitol and Decca Records. This marks the first time he has used the WB label. Warners feels that arrangements of this sort will stimulate its sales since the demo disk will introduce stereo to thousands of phono buyers and will sell them on WB sound. Diskery will start producing the P-B platters in February.

tion is to supply retailers with a series of records that have in one unit: Two bands of the same musical selection (pop, semi-classical and jazz for different types of musical tastes) with one band pressed monaurally and one pressed stereophonically. This way, the differences between stereo and hi fi can be effectively and easily illustrated to the customer.

home to suggest "where to put it."

"In a great many cases the customer says: 'I'll buy it if you can find the proper place for it in my house.'"

The public is still somewhat confused about stereo, claims Netzow. "But the number of technical questions we are asked now is nothing at all compared to several years ago when high-fidelity came on the scene. Buyers today are a little more sophisticated, at least those who buy the higher priced sets appear to be."

"Demonstrating by having the customer sit down to listen to a stereo record is the last thing we do to close a phonograph sale," says Charles Netzow. "First, we spend our time verbally building up stereo and qualifying to learn where the prospect's interests lie. In the first place, the difference between hi-fi and stereo is marginal. Those people who come in expecting to hear a miracle in sound are bound to be disappointed. Too frequently they can't detect the difference under store conditions."

"We like to keep our stereo demonstrations brief," says Charles Netzow. "Customers can lose themselves listening to a record, and the sale flies out the window. Asking a prospect to sit down to listen to a demonstration record normally comes at the close of a sales presentation with us. We first attempt to brief them on what they can expect to hear. It eliminates a host of confusing questions."

John Plimpton, Bay Music Shop, reports that the only kind of monaural sets he moves these days are the kiddie players under \$25. "Everything else is stereo," he says.

Steadiest volume at Bay Music Shop comes from the \$79.95 stereo portables for use by teenagers. "If the set is for the teenagers in the family," says Plimpton, "then, the \$79.95 unit is good enough. If the customer wants one for family use, then they generally can be upgraded to about \$200."

Like most disk dealers here who have begun to promote record players, Plimpton finds himself short of display and demonstration space. "You need a lot more space than most record dealers have, to show the bigger console units," he says.

The discount situation, Plimpton adds, has forced him to shy away from the more expensive stereo sets. "When you get over \$200, then they start talking discount," he claims.

The most common question tossed at him in selling stereo, says John Plimpton, still remains: "What's the difference between stereo and regular sound?" He keeps an easy-to-understand wall chart printed by RCA Victor on hand, and points to it on these occasions. Information supplied by manufacturers on the sleeves of stereo records also proves helpful in explaining the fundamentals of two-track sound.

Another query frequently tossed at him when selling stereo sets, says Plimpton, is: "Why do stereo records cost more than monaural pressings?"

The best way to answer that question, is to demonstrate, he has learned. "One demonstration of stereo is worth thousands of words" he declared.

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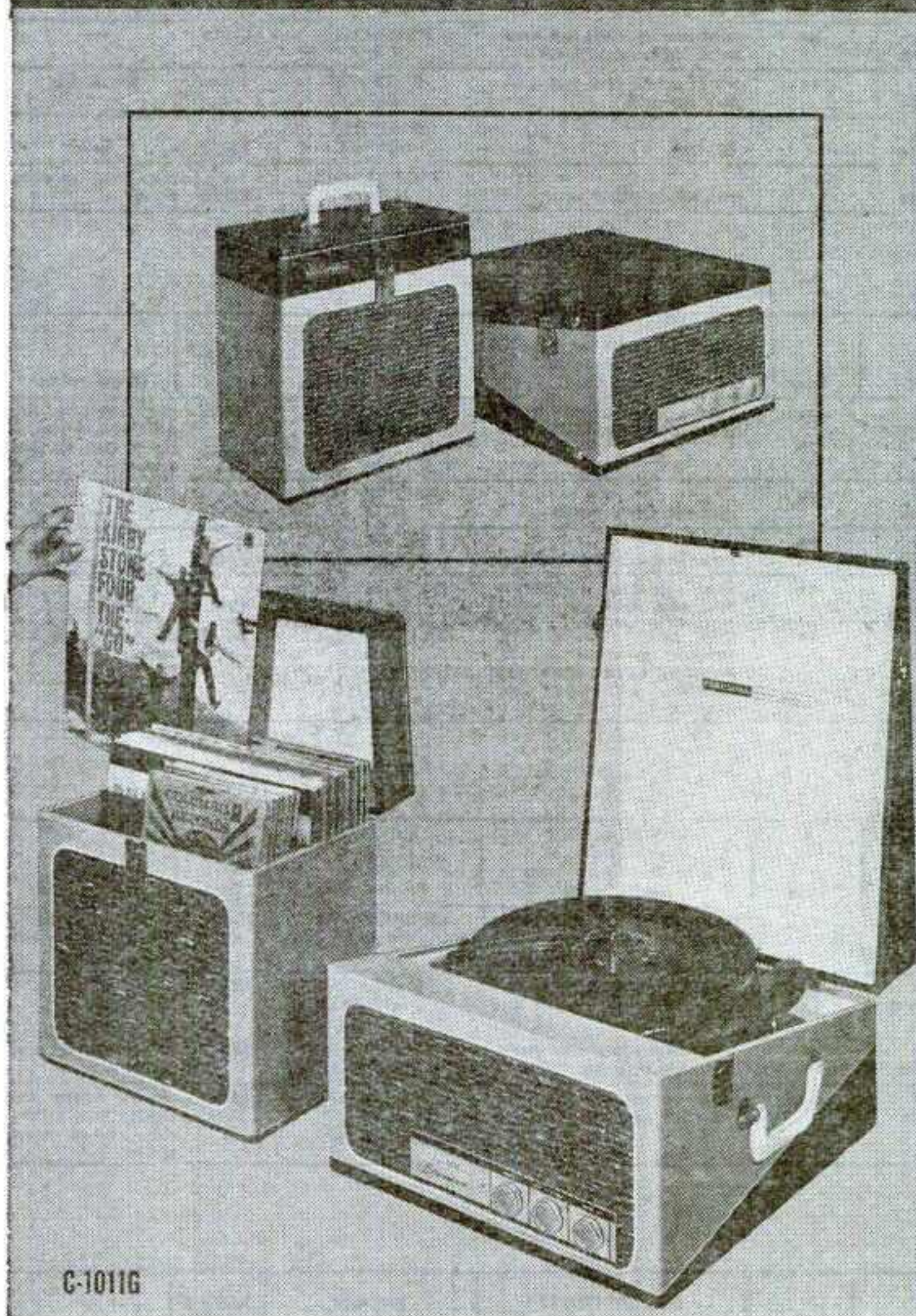
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ALL YOU HEAR IS BEAUTY

2 MORE FIRSTS FROM

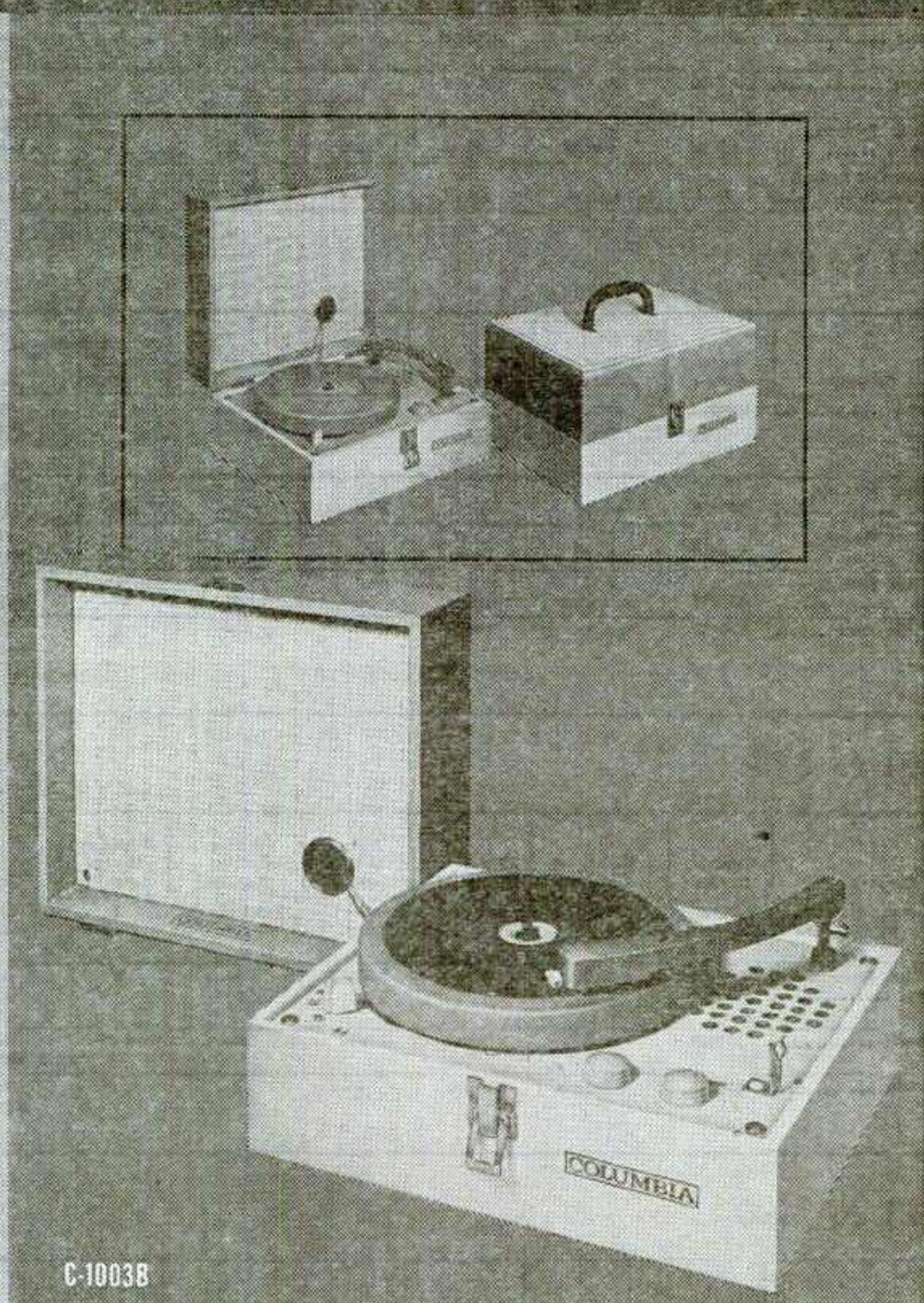
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Main cabinet and speaker case packed as unit for shipment.



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Detachable lid contains second speaker for room-filling sound . . . or for extension to another room or porch.

STEREO 1 PORTABLE "PLAYMATES" WITH STORAGE SPACE FOR 44 RECORDS IN SECOND SPEAKER CASE!

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COMPLETE

Slightly higher in some southern and western areas.

Now—the most convenient stereophonic portable ever made! In the second speaker case there's room for 24 12-inch Lp records and 20 7-inch records—44 in all! The records are safely stored for home use . . . ready to be taken along at a moment's notice. A feature that makes this a stand-out value for gifts and personal use.

True high-fidelity stereophonic sound • Two perfectly balanced 5-inch speakers • Automatic 4-speed changer • Flip-over cartridge • Jewel stylus • Smart modern styling in grey and black with chrome trim.

NEW 2-IN-1 "PLAYALL" PORTABLE. FIRST MONAURAL PORTABLE THAT PLAYS STEREO RECORDS, TOO—WITH COMPLETE SAFETY!

A hot new portable,
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Now parents can permit children to play the family's good stereo records on their own machine . . . without risk to the discs. Versatility made possible by an exclusive Columbia-designed Lp needle that plays *both* monaural and stereo records. Here's the portable that opens up a whole new area of profits for you—just as the big spring season is at hand. You need it to complete your line!

Flip-over cartridge • Jewel stylus • Two 4-inch speakers (one detachable) for room-filling richness of sound • Extra-long cord for remote playing • Plays 78, 33, and 45 rpm records • Handsome two-tone combination in blue and white.

These new portables are typical of the advanced product development you can expect from Columbia . . .
Number one in the wonderful world of sound. Contact your Columbia Distributor today or write Columbia Phonographs, 405 Park Ave., New York 22, N. Y.

The Billboard's Phonograph Directory

1960 MID-SEASON EDITION

The following directory lists only new equipment introduced since the publication of The Billboard's complete Fall Phonograph Directory in the issue of September 14, 1959. It is suggested that this listing be used as a supplement to the directory published at that time.

Under \$30

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finish or Color Combination—Styles (Cabinet Only)	Dimension Weight for Portables Only	Suggested Retail Price	Selling Points
Columbia	C-1003	manual	monaural	—	1	2	dual sapphire	no	plastic cover—blue and white	7¼"x12¾"x10¾" (10 lbs.)	\$29.95	plays stereo monophonically thru both speakers
Decca	DPS 12	manual	monaural	—	1 plus rectifier	1	dual sapphire	no	wood covered—two-tone blue, pumpkin and white, grey and pink	6¾"x13"x10¼" (7½ lbs.)	\$19.95	—
Decca	DP 587	manual	monaural	—	1 plus rectifier	1	dual sapphire	no	wood covered—white and black stripe, driftwood and silver	7"x13½"x12" (9 lbs.)	\$24.95	—
Decca	DPS 20	manual	stereo	—	2 plus rectifier	2	dual sapphire	no	wood covered—blue and gold, grey and gold	5"x15"x10" (9½ lbs.)	\$29.95	full stereo
Ritone Products, Inc.	ST 300	manual	stereo	—	2	—	dual sapphire	no	two-tone	5"x15"x10" (7½ lbs.)	\$29.95	—
Symphonic Radio & Electronic Corp.	1604	manual	stereo	—	2 plus rectifier	2	dual sapphire	no	composition plastic cover	7"x12½"x10¼" (11 lbs.)	\$29.95	low price complete stereo

\$31 to \$60

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finish or Color Combination—Styles (Cabinet Only)	Dimension Weight for Portables Only	Suggested Retail Price	Selling Points
Decca	DP 588	manual	stereo	—	2 plus rectifier	3	dual sapphire	no	wood covered—charcoal brown and white, red and white	6¼"x13¾"x13¾" (11½ lbs.)	\$39.95	can be played with wing speakers remaining in their compartment
Ritone Products, Inc.	ST 100	manual	stereo	5 watts	2	—	dual sapphire	no	pyroxylin fabric—pastels	5¼"x18½"x10" (11 lbs.)	\$39.95	—
Ritone Products, Inc.	ST 200	manual	stereo	5 watts	2	—	dual sapphire	no	pyroxylin fabric—two tone	5¼"x15"x10" (8½ lbs.)	\$34.95	—
Ritone Products, Inc.	ST 400	automatic	stereo	—	2	—	single sapphire	no	wood decorator finish—two-tone, coral and white	6¼"x14¼"x11¼" (10 lbs.)	\$39.95	—
Westinghouse	S2MPS3	manual	stereo	—	—	2	dual sapphire	no	wood cabinet covered with two-tone pyroxylin—red and strawwhite, turquoise and strawwhite; charcoal and strawwhite	6"x19½"x12 7/8" (16 lbs.)	\$39.95	separate volume control

\$61 to \$80

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number and Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finish or Color Combination—Styles (Cabinet Only)	Dimension Weight for Portables Only	Suggested Retail Price	Selling Points
Climax Electronic Products, Inc.	P. E. Teenager	manual	monaural	—	5 transistors	1	dual sapphire	no	composition—plastic covering—red and beige, green and beige, brown and beige	6¾"x14½"x11¾" (10 lbs.)	\$67.50	75 hrs. on 6 flashlight battery. 150 hrs.—2 lanterns
Ritone Products, Inc.	ST-3000	automatic	stereo	7 watts	—	2	dual sapphire	no	All wood with washable pyroxylin fabric coverings—two tone	9"x14"x17" (19 lbs.)	\$69.95	—
Zenith	DPS30F	manual	stereo	—	—	2-4"	dual sapphire	no	wood construction with green and white Durastron	5¾"x15¾"x16" (13¼ lbs.)	\$49.95	built-in spindle, dual volume controls
Zenith	DPS45B	automatic	stereo	—	—	2-4"	dual sapphire	no	wood construction with blue and white Durastron	8½"x15½"x22" (21 lbs.)	\$79.95	separate volume and tone controls; detachable front cover speaker

\$81 to \$100

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finish or Color Combination—Styles (Cabinet Only)	Dimension Weight for Portables Only	Suggested Retail Price	Selling Points
Columbia	C-1011	automatic	stereo	—	3	2	dual sapphire	no	plastic cover—black and grey	8¾"x13½"x16½"	\$89.95	2 units—one containing remote speaker with record storage space
Climax Electronic Products, Inc.	PE Musical 33	manual	stereo	7	2 plus rectifiers	2	dual sapphire	no	wood—plastic covering—red, green, brown, blue—all with beige	7½"x15"x12½" (16 lbs.)	\$99.95	Detachable speakers, combination tone plus balance control
Decca	DP238	automatic	stereo	—	3 plus rectifier	3	dual sapphire	no	wood covered—stardust blue and black	9½"x16½"x18¾" (21 lbs.)	\$89.95	—
Olympic	RP-9	automatic	stereo	8	5	2	dual sapphire	no	wood—leatherette cover—blue and white, tan and white	9"x15"x17½"	\$99.95	Detachable 2d speaker system
Ritone Products, Inc.	ST-2000	automatic	stereo	10	—	2-4"x6"	dual sapphire	no	all wood with luggage stitching fabric covering	10"x15"x14" (15 lbs.)	\$89.95	—
Symphonic Radio and Electronic Corp.	1620	automatic	stereo	12	4 plus rectifier	3	dual sapphire	no	composition—impregnated material cover—brown and ivory, grey and white	8¾"x22"x17"	\$99.95	3 channel stereo
Zenith	DPS50L	automatic	stereo	—	—	4-4"	dual sapphire	no	wood construction with brown and white Durastron	9"x16"x20" (33 lbs.)	\$99.95	volume, tone & stereo balance controls; detachable front speaker

\$101 to \$150

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finish or Color Combination—Styles (Cabinet Only)	Dimensions Weight for Portables Only	Suggested Retail Price	Selling Points
Boetsch Bros.	SD-56 Emperor	automatic	stereo	—	4 plus rectifier	1-6", 2-5"	dual sapphire	—	—	—	\$119.00	3-D Sound
Climax Electronic Products, Inc.	PE Musical 55	automatic	stereo	7 watts	2 plus rectifier	2	dual sapphire	no	wood—plastic covering—red, green, brown, blue, all with beige	9½"x20x16¼" (26 lbs.)	\$134.95	detachable speakers, combination tone and balance control

(Continued on page 22)

Cash in on the "THREE CHANNEL STEREO" BOOM with DECCA® PHONOS

IMMEDIATE DELIVERY!

PRICED FROM
\$39.95-\$89.95-\$119.95



THE NORWOOD II DP-588—"Three Channel Stereo"—4-speed manual portable—two loudness and dual tone control—can be played without removing tweeters. Charcoal Brown with White—Two-Tone Red with White. **\$39.95***

THE ALLEGHENY V DP-306—"Three Channel Stereo"—Two 8-inch bass speakers—two tweeters—imported 4-speed changer—record storage space when speakers are removed—loudness, balance and two tone controls. Mahogany—Blonde—Walnut. **\$119.95*** (Mahogany)

THE LAMBERT IV DP-238—"Three Channel Stereo"—Automatic portable—center bass speaker—can be played with lid closed without removing speakers—bass, treble, and dual concentric loudness controls. Stardust Blue—Silver with Black. **\$89.95***



BRAND NEW!
THE SEAFORD IV DP-587—Profitable step-up in low-end manual portable. Turnover cartridge—front-mounted speaker—4 speeds—separate volume and tone controls—deluxe trim. Driftwood with Silver—White with Black. **\$24.95***



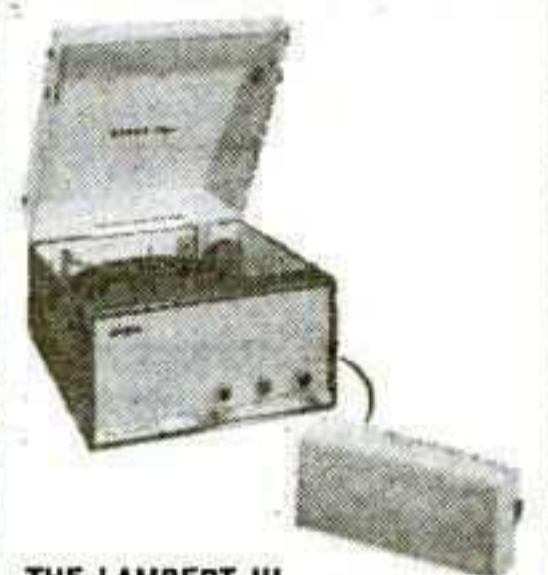
BRAND NEW!
THE PALM BEACH III DPS-12—New design of best-selling low-end phonograph—flip-over cartridge—front-mounted speaker. Pumpkin and White—Two-Tone Blue—Grey with Pink. **\$19.95***



THE MIAMI II DP-295—Full Stereo, Automatic in a piece of fine luggage. Available in Charcoal or Sun-tan Texolite. **\$139.95***



THE HUDSON DP-310 Full Stereo Console—A complete, self-contained stereo unit. Includes \$50.00 worth of Decca Stereo records Free. Mahogany—Blonde—Walnut. **\$169.95***



THE LAMBERT III DP-237—Full Stereo, Automatic. Colorfully styled in Red and White or Blue and White. **\$79.95***



THE ANNIVERSARY II DP-548—Full Stereo, Automatic, four-speed portable. Available in Black and White or Turquoise with Oyster White. **\$59.95***



THE PERRY III DP-547—Automatic, 4-speed monaural portable. Available in Black, or Metallic Brown, both with White Trim. **\$49.95***



THE SAXON DPS-20—3-speed, Full Stereo Portable. Available in Grey/Gold or Blue/Gold, both with White. **\$29.95***

*Suggested list price. Plus spindle, if automatic. Some prices slightly higher in South, Southwest and West.

THE FASTEST-MOVING LINE OF ALL!

DECCA® PHONOGRAPHS

\$101 to \$150 • *Continued from page 20*

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finish or Color Combination—Styles (Cabinet Only)	Dimension Weight for Portables Only	Suggested Retail Price	Selling Points
Climax Electronic Products, Inc.	PE Musical 99	automatic	stereo	8 watts	3 plus rectifier	4	dual sapphire	no	wood — plastic covering—red, green, brown, blue, all with beige	9½"x20"x16¼" (32 lbs.)	\$149.95	detachable speakers, tone and volume controls for each channel
Decca	DP306	automatic	stereo	—	3 plus rectifier	4	dual sapphire	no	wood veneers — mahogany. Bleached mahogany and walnut — \$124.95; Models DP307 and DP308	28"x11"x15¾"	\$119.95	3 channel phono can be replayed with remote speakers in cabinet or are removable
Magnavox	1-SC243F	automatic	stereo	—	—	2-8"	dual diamond-sapphire	no	two-tone brown — leather-look plastic	15"x8¾"x22"	\$119.95	detachable front speaker; volume, balance and tone controls
Magnavox	1-SC244F	automatic	stereo	—	—	2-8", 2-5¼"	dual diamond-sapphire	no	leather-look plastic — ivory or palomino tan.	15"x8¾"x22¼"	\$129.95	detachable front speaker, volume, balance tone controls
Magnavox	1-SC261F	automatic	stereo	—	—	2-8"	dual diamond-sapphire	no	mahogany — modern high boy console	35"x16½"x26"	\$149.50	volume balance & tone controls on front
Olympic Radio & TV	RP-10	automatic	stereo	10 watts	6 plus rectifier	4	dual sapphire	AM radio included	wood—leatherette cover — blue and white, brown and white	8¾"x15½"x23¼"	\$129.95	detachable 2d speaker system
Ritone Products, Inc.	ST-1000	automatic	stereo	10 watts	—	2-6"	dual sapphire	no	all wood with washable fabric coverings—brass appointments—two tone	9"x22"x16" (25 lbs.)	\$119.95	—
Symphonic Radio & Electronic Corp.	1633	automatic	stereo	—	—	—	dual sapphire	AM tuner included	wood—plastic impregnated material cover—gray and white—portable	—	\$119.95	portable with AM tuner included
Webcor	EP1172	automatic	stereo	14 watts	5 plus rectifier	2-6", 2-3½"	dual sapphire	—	wood construction with dark blue and white trim plastic	24½"x9½"x17"	\$129.95	two speakers can be housed in front of cabinet or detached from master unit
Zenith	SFD660C	automatic	stereo	5 watts	—	1-7" woofer 2 tweeters	dual sapphire	AM radio included	wood construction with charcoal and white Durastron	9"x16"x20"	—	optional slave speaker at \$49.95

\$151 to \$200

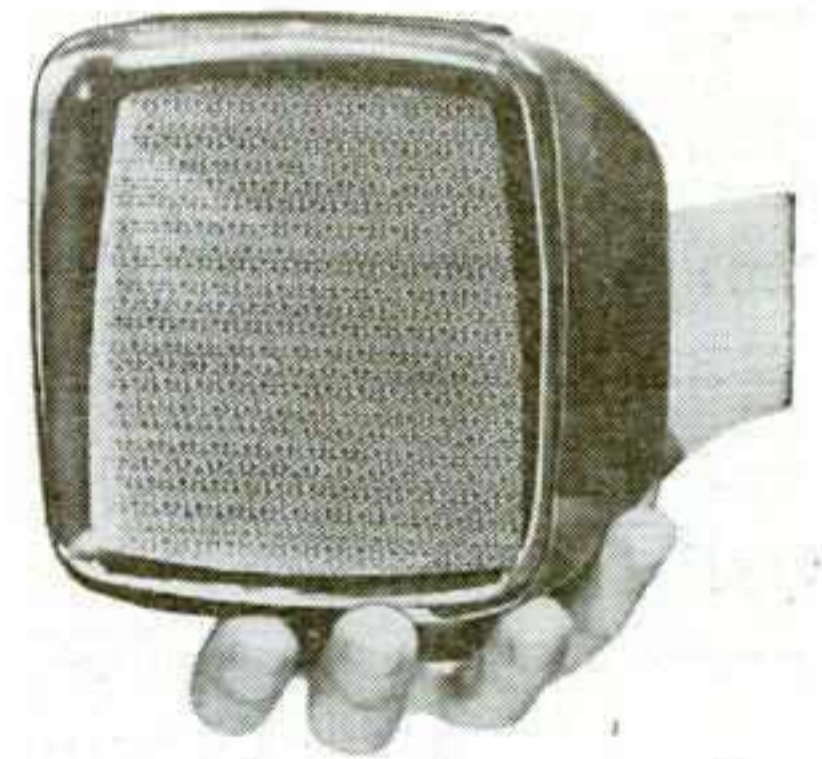
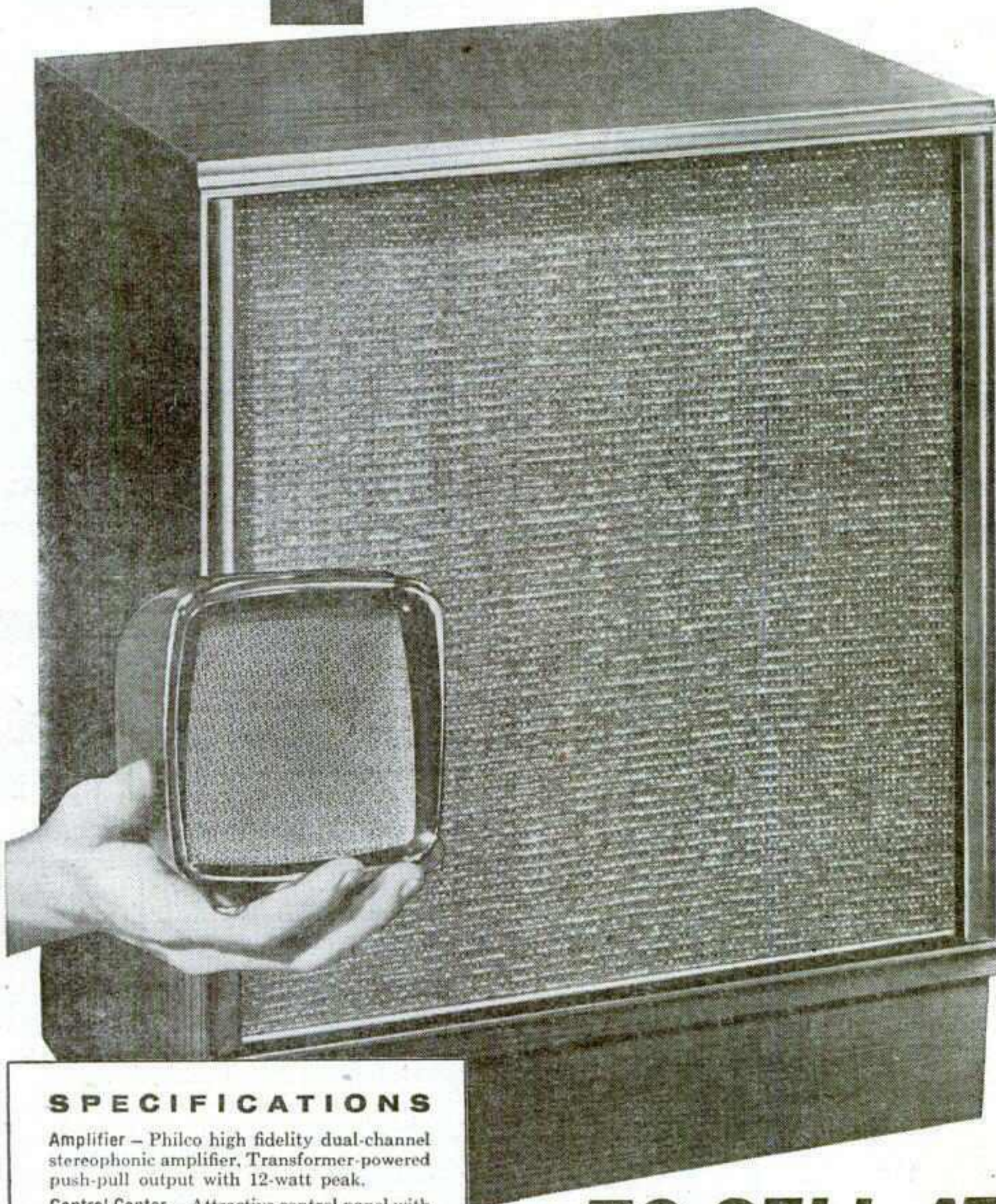
Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finish or Color Combination—Styles (Cabinet Only)	Dimensions Weight for Portables Only	Suggested Retail Price	Selling Points
Andrea	PP-A35 "Compact"	automatic	stereo	16 watts	5	4	dual sapphire	no	wood case with plastic covering — charcoal gray, suntan brown. Carrying case	9¾"x19½"x19½" (35 lbs.)	\$160.00	30-20,000 CPS frequency response
Decca	DP310	automatic	stereo	60 watts	6	4	dual sapphire	no	wood — mahogany. Lined oak; American walnut, \$209.50. Contemporary low boy.	27¾"x32½"x16"	\$169.95	self-contained stereo plus switch and jack in rear for external speaker
Magnavox	1-SC250F	automatic	stereo	—	4 plus rectifier	2-8", 2-5"	dual diamond-sapphire	no	wood—mahogany. Oak and dark American walnut, \$209.50. Contemporary low boy.	36"x16¾"x26"	\$199.50	all-in-one, featuring speaker enclosures on both side & front of cabinet; top mounted controls & record changer under lid
Mitchell	5929	automatic	stereo	8 watts	3 plus rectifier	1-8", 2-5½"	dual sapphire	no	wood — mahogany or blond — modern console	34"x16"x26"	\$159.95	three-channel stereo; 2 jacks for remote optional speakers
Olympic Radio & TV	729	automatic	stereo	10 watts	5 plus rectifier	4	dual sapphire	AM radio included	wood console—grained mahogany, oak, walnut or ebony finishes.	28"x30"x16½"	\$179.95	hand wired, exclusive stereo switchboard for remote stereo
Philco	1617	automatic	stereo	12 watts	—	4	dual diamond	no	walnut, mahogany — contemporary	26"x21¼"x15¼"	\$159.95	three-in-one stereo, speakers can be detached
Philco	1619	automatic	stereo	12 watts	—	6	dual diamond	drop-in tuner included	solid wood—mahogany or walnut—provincial	27"x27½"x19¼"	\$199.95	—
RCA Victor	VL27	automatic	stereo	17 watts	4 plus rectifier	1-8", 2-3½"	dual diamond-sapphire	no	veneers and hardwood—mahogany, oak, walnut cherry grained finish—console	28"x28¼"x16½"	\$180.00- \$190.00	—
RCA Victor	VL32	automatic	stereo	17 watts	4 plus rectifier	1-6½", 2-3½"	dual diamond-sapphire	no	hardboard cabinet — mahogany, walnut, oak, cherry grained—console	27½"x20"x18"	\$159.00- \$169.00	—
Symphonic Radio & Electronic Corp.	1661	automatic	stereo	8 watts	3 plus rectifier	2	dual sapphire	AM/FM stereo simulcast tuner included	grain finish—mahogany, lined oak, walnut—transitional	28½"x32½"x16"	\$169.95	stereo console with simulcast stereo AM/FM tuner
Symphonic Radio & Electronic Corp.	1631	automatic	stereo	8 watts	3 plus rectifier	4	dual sapphire	AM/FM stereo tuner included	wood plastic impregnated material cover—tan, black—portable	9"x24½"x19"	\$169.95	—
Symphonic Radio & Electronic Corp.	1627	automatic	stereo	40 watts	—	—	dual sapphire	no	wood plastic impregnated material cover	—	\$179.95	de luxe three-channel stereo
Symphonic Radio & Electronic Corp.	1649	automatic	stereo	20 watts	4	4	dual sapphire	no	veneer—mahogany, lined oak, walnut—\$199.95—transitional	28¾"x44½"x17¾"	\$189.95	AC power transformer operated
Westinghouse	57ACS1	automatic	stereo	20 watts	—	4	dual diamond-sapphire	no	wood cabinet covered with charcoal colored pyroxylin—charcoal and bark brown	8¾"x26¾"x18"	\$159.95	dual-channel push-pull amplifier

\$201 to \$300

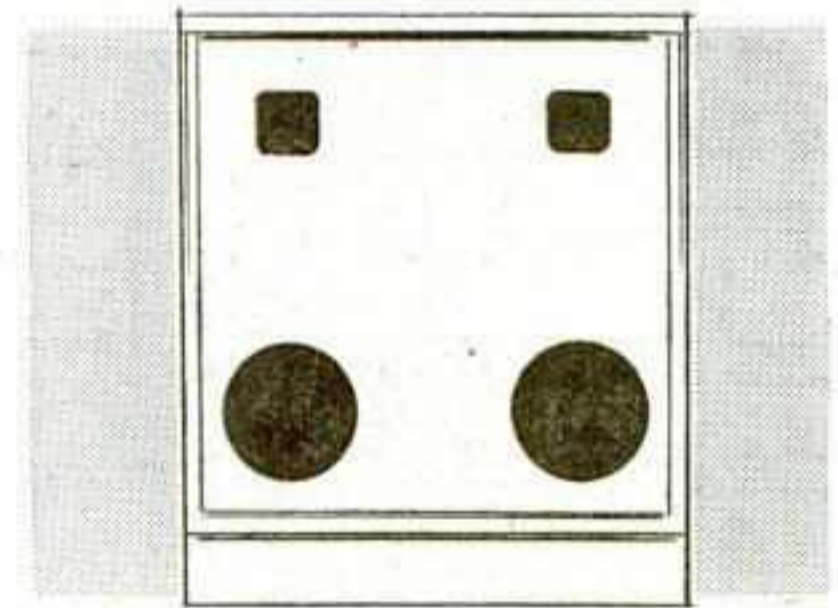
Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finish or Color Combination—Styles (Cabinet Only)	Dimension Weight for Portables Only	Suggested Retail Price	Selling Points
General Electric	RC-1240	automatic	stereo	20 watts	—	4	dual diamond-sapphire	no	blond oak, walnut, mahogany veneers—contemporary	30"x40"x15½"	\$229.95	—
Magnavox	1-SC258F	automatic	stereo	20 watts	4 plus rectifier	2-12" 4-5"	dual diamond-sapphire	no	mahogany or maple. Light Danish or dark American walnut, cherry — \$235.00 — modern lowboy	36"x17"x26"	\$225.00	all-in-one cabinet, volume control, stereo speaker switch has internal and internal-external positions
Magnavox	1-SC222F	automatic	stereo	40 watts	4 plus rectifier	2-12" 4-5"	dual diamond-sapphire	no	mahogany or maple. Light Danish or dark American walnut — \$279.50 — contemporary lowboy	38"x17¼"x30"	\$269.50	all-in-one cabinet, stereo speaker switch has internal and internal-external positions
Magnavox	1-ST223F	automatic	stereo	40 watts	4 plus rectifier	2-12" 4-5"	dual diamond-sapphire	no	mahogany or maple. Light Danish or dark American walnut — \$309.50 — traditional lowboy	38"x17¼"x30"	\$299.50	all-in-one, input jack for tape, internal and internal-external stereo switch

(Continued on page 24)

NEW PHILCO HIGH FIDELITY 4-SPEAKER STEREO



with TWO
**Convertible
Speakers!**



4 SPEAKERS INSIDE

Plays as a self-contained four-speaker high fidelity with all four speakers inside the cabinet. Convertible speakers may be lifted out to give full stereophonic effect and custom-fit the sound to the room.



**UP TO 24 FT. STEREO
SEPARATION WITH
CONVERTIBLE SPEAKERS
ON EITHER SIDE**

SPECIFICATIONS

Amplifier - Philco high fidelity dual-channel stereophonic amplifier. Transformer-powered push-pull output with 12-watt peak.

Control Center - Attractive control panel with separate, calibrated controls for treble tone, bass tone, loudness and balance. Function control switch for Stereophonic or Monophonic records.

Deluxe Multi-Mix Record Changer - Plays all speeds. Intermixes 10" and 12" records automatically.

Lightweight tone arm - With dual-needle stereo pickup.

Dimensions - 26" high, 21 1/4" wide, 15 1/4" deep.

Cabinetry - Contemporary style in walnut or mahogany finish.

Exclusive Convertible lift-out speakers - for custom stereo in any room.

TO SELL AT
\$159.95
SUGGESTED LIST
MODEL 1617

*Now Philco gives you
7 stereo models you can
custom-fit to any room in
the home. Priced from \$159.95*

PHILCO

Famous for Quality the World Over

\$201 to \$300

• Continued from page 22

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finish or Color Combination—Styles (Cabinet Only)	Dimension (Weight for Portables Only)	Suggested Retail Price	Selling Points
Olympic	731	automatic	stereo	15 watts	6 plus rectifier	4	dual sapphire	AM/FM radio incl.	wood-grained mahogany, oak, walnut or ebony finishes—console	28"x30"x16½"	\$219.95	exclusive stereo switchboard for remote stereo
RCA Victor	VL29	automatic	stereo	17 watts	—	2-8" 2-3½"	dual diamond-sapphire	no	mahogany, oak, walnut, cherry grained—modern lowboy console	29"x35"x16"	\$200.00- \$210.00	—
RCA Victor	VC22	automatic	stereo	24 watts	6 including rectifier	2-8" 2-3½"	dual diamond-sapphire	no	hardboard—mahogany, walnut or oak grained finish—modern	31 5/8"x31 5/8"x17 1/8"	\$230.00- \$240.00	—
RCA Victor	VC17	automatic	stereo	24 watts	6 including rectifier	2-12" 2-3½"	dual diamond-sapphire	no	hardwood—mahogany, cherry or maple grained finish—traditional	31¼"x31 5/8"x17"	\$250.00- \$260.00	—
RCA Victor	VC16	automatic	stereo	24 watts	6 including rectifier	2-12" 2-3½"	dual diamond-sapphire	no	veneers & selected hardwood—mahogany, oak or walnut—transitional	22"x31½"x17"	\$270.00- \$280.00	—
RCA Victor	VC14	automatic	stereo	58 watts	9 including rectifier	2-12" 2-3½"	dual diamond-sapphire	no	hardwood—mahogany, oak or walnut grained finish—contemporary	31 5/8"x37¼"x16 1/8"	\$280.00- \$290.00	—
Symphonic	1663	automatic	stereo	20 watts	4	4	dual sapphire	AM/FM stereo simulcast tuner incl.	veneers—mahogany, limed oak, walnut—\$269.50—transitional	28¾"x44½"x17¾"	\$259.95	—
Zenith	SFD2501	automatic	stereo	20 watts	3 plus rectifier	4	dual sapphire	no	walnut, mahogany, blond oak and cherry—\$229.95—modern console	30"x35½"x17"	\$219.95	all-in-one stereo console; optional radial remote speakers at \$30 per pair
Zenith	SPD2503	automatic	stereo	34 watts	4 plus rectifier	2-10" 2-5¼"	dual sapphire	no	walnut and mahogany, blond oak—\$259.95—modern console	32"x42"x18"	\$249.95	all-in-one console with four choices of optional remote speakers

\$301 to \$400

Andrea	MCP-A15 "Verdi"	automatic	stereo	40 watts	7	6	dual diamond-sapphire	no	hardwood base and veneers—mahogany, blond, walnut, ebony, fruitwood—modern console.	31"x38"x18¼"	\$315.00	20-20,000 CPS Frequency response
Andrea	MCP-A25	automatic	stereo	40 watts	8	6	dual diamond sapphire	AM FM tuner incl.	hardwood base and veneers—mahogany, blond, walnut, ebony, fruitwood—modern console	31"x38"x18¼"	\$385.00	20-20,000 CPS frequency response
General Electric	RC-1250	automatic	stereo	20 watts	—	4	dual diamond-sapphire	AM/FM tuner incl.	blond oak, walnut and mahogany veneers—contemporary	30"x40"x15½"	\$329.95	—
Granco	SRP-1510	automatic	stereo	20 watts	8 plus 1 rectifier	4	dual diamond-sapphire	AM/FM tuner incl.	veneers—walnut, oiled mahogany, fruitwood—modern	30"x39"x18"	\$335.00	Crancomatic push-button selection jacks for extra speakers plus tape input & output
RCA Victor	PM 17	automatic	stereo	58 watts	9 including rectifier	2-12", 2-3½"	dual diamond-sapphire	no	veneers & hardwood—mahogany, cherry, maple—French provincial	29½"x39"x16½"	\$300.00- \$315.00	—
RCA Victor	VCR22	automatic	stereo	24 watts	6 including rectifier	2-8", 2-3½"	dual diamond-sapphire	AM/FM radio incl.	hardboard, mahogany, oak, walnut grained finishes—modern	31½"x31½"x17¼"	\$300.00- \$315.00	—
RCA Victor	VCR14	automatic	stereo	58 watts	9 including rectifier	2-12", 2-3½"	dual diamond-sapphire	AM/FM radio incl.	hardboard—mahogany, oak, walnut grained finishes—contemporary	31½"x37¼"x16½"	\$360.00- \$375.00	—
RCA Victor	VCR13	automatic	stereo	58 watts	9 including rectifier	2-12", 2-3½"	dual diamond-sapphire	AM/FM radio incl.	veneers & hardwoods—mahogany, cherry, maple—French provincial	29½"x39"x16½"	\$380.00- \$395.00	—
Sterling High Fidelity	Caruso	automatic	stereo	8 watts	7	3	dual sapphire	AM/FM tuner incl.	solid wood—dark walnut, light walnut—continental	31½"x24½"x15"	\$329.95	—
Sterling High Fidelity	Cosima	automatic	stereo	20 watts	10	4	dual sapphire	AM/FM tuner incl.	solid wood—light and dark walnut—Danish modern	30"x42½"x16½"	\$399.95	—

\$401 to \$500

Company	Model Number	Manual or Automatic	Stereo or Monaural	Power Output (Amplifier)	Number of Tubes (Amplifier)	Number & Size of Speakers	Stylus	Tuner	CASE OR CABINET Material—Finish or Color Combination—Styles (Cabinet Only)	Dimension (Weight for Portables Only)	Suggested Retail Price	Selling Points
Granco	SRP-1620	automatic	stereo	60 watts	8 plus 2 rectifiers	6	dual diamond-sapphire	AM/FM tuner incl.	veneers, oiled walnut, mahogany, fruitwood—traditional	30"x46"x18"	\$410.00	—
Granco	SRP-1630	automatic	stereo	60 watts	8 plus 2 rectifiers	6	dual diamond-sapphire	AM/FM tuner incl.	veneers—provincial, cherry, tawny walnut, antique white and gold—French provincial. Add \$30 for white & gold	30"x49"x18"	\$465.00	—
Granco	SRP-200	automatic	stereo	20 watts	8 plus 1 rectifier	4	dual diamond-sapphire	AM/FM tuner incl.	solid wood—oiled walnut, mahogany, teakwood—Scandinavian modern. Add \$30 for walnut, \$40 for teak.	28"x48"x16"	\$495.00	Garrard changer, imported speaker
RCA Victor	TPR 8	automatic	stereo	58 watts	7 including rectifier	2-12", 4-3½"	dual diamond-sapphire	AM/FM radio incl.	veneers & hardwoods—mahogany, oak, walnut—contemporary	32"x49½"x17"	\$495.00- \$520.00	—
Sterling High Fidelity	Tanhouser Royal	automatic	monaural	15 watts	10	6	dual sapphire	AM/FM tuner incl.	solid wood—fruitwood—contemporary	31"x39½"x17"	\$499.95	—
Sterling High Fidelity	Isabella	automatic	stereo	20 watts	12	6	dual sapphire	AM/FM tuner incl.	solid wood—light walnut—continental	33½"x42½"x17¾"	\$499.95	—
Sylvania	55-c-16	automatic	stereo	40 watts	7 plus rectifier	6	dual diamond-sapphire	AM/FM tuner incl.	mahogany—provincial—walnut—contemporary—blond oak—modern	30½"x17½"x42"	\$499.95	—

Over \$500

Blaupunkt	The Philadelphia	automatic	stereo	25 watts	—	2-10" 2-4" 4-3½"	dual diamond-sapphire	AM/FM tuner incl.	American or high gloss walnut—modern	—	\$539.95	—
Granco	SRP-100	automatic	stereo	60 watts	8 plus 2 rectifiers	4	dual diamond-sapphire	AM/FM tuner incl.	solid wood—oiled walnut, mahogany—Scandinavian modern. Add \$25 for teak.	28"x60"x16"	\$725.00	Garrard changer, imported speakers
Magnavox	1-ST800F	automatic	stereo	200 watts	—	2-15"	single diamond	AM/FM tuner incl.	solid wood—traditional or provincial buffet in mahogany and cherry; Danish modern buffet in cherry, ebony and dark or light walnut	32"x25"x17"	\$1,100.00	remote wireless control for volume, record changing, changing station on signal-seeking AM/FM and off-and-on switch
Sterling High Fidelity	Arabella	automatic	stereo	24 watts	11	6	dual sapphire	AM/FM tuner incl.	solid wood—dark and light walnut—Danish modern	33"x55"x17"	\$599.95	—
V-M Corp.	1000	automatic	stereo	60 watts	10	2-12" 2-RP 103 tweeters	dual diamond	AM/FM tuner incl.	hand-rubbed walnut—contemporary buffet console	35 5/8"x60"x20"	\$1,025.00	includes 4-track stereo tape recorder with clock-timer
V-M Corp.		automatic	stereo	60 watts	9	2-12" 2-4"	dual diamond	AM/FM tuner incl.	genuine mahogany—period buffet console	32"x67"x22"	\$1,025.00	includes 4-track stereo tape recorder with clock-timer

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DEAL
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10% DISCOUNT
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LIBERTY



Portable Emphasis on New Decca Product

NEW YORK — The Decca Company's phonograph division has added five new interim season phono models to the full line introduced last fall. Four of the five are in the portable category, putting Decca in a position counter to a trend noted among the new product additions of other companies. The International Furniture Market, which opened last week in Chicago, indicated increasing emphasis on high-end, high-style console equipment in new offerings.

Allen Smith, top operating exec under division head, Mike Ross, stated this week that 1959 was the greatest year for phonos in the Decca Company's history. "And we had the great year," Smith said, "at a time when there were more manufacturers in the business than ever before. We have always done a fine business with portables and we'll continue to put a lot of emphasis on them. We consider portables the Cadillacs of the phono business."

The company debuted the Palm Beach III, manual monaural por-

table at \$19.95; the Seaford IV, four-speed manual, monaural portable at \$24.95; the Norwood II, manual "three channel stereo" set at \$39.95; the Lambert IV, another "three-channel stereo" unit at \$89.95; and the Allegheny IV, a console unit also employing the "three-channel" principle.

Reminded of the recent criticism by the National Better Business Bureau on the designation "three channel stereo" being attached to units playing disks with only two effective channels of sound, Smith pointed out that in all its promotional literature on the new units, the company was using quotation marks around the phrase "three channel stereo." "Furthermore," Smith noted, "with every set, we include a detailed explanation of three-channel as it applies to our sets with a clear-cut illustration. We feel this makes it perfectly clear to the consumer exactly what our system comprises." The Decca system places all lows in the center sound source with middle and high frequencies fed out thru the detachable wing speaker units.

New Portable Col. Phonos

NEW YORK — Columbia Phonographs, a department of CBS Electronics, has debuted two new portable phonos, one monaural and one stereo.

According to Jim Shallow, vice-president and general manager of Columbia Phonos, the novel "play-all" monaural portable has two four-inch speakers, one in the cabinet and the other detachable. The set plays all monaural disks and will play stereo disks monaurally. Three-speed turntable is included. Suggested list price is \$29.95.

The "Playmates" stereo portable has a four-speed changer and has one five-inch speaker in the cabinet and one in a remote unit. The set has a suggested list of \$89.95.

Reeves Geared To Video Tape

DANBURY, Conn. — Reeves Soundcraft will start full production of commercial video tape during the next three months, according to Frank Rogers Jr., exec vice-president.

Rogers announced installation of a \$65,000 RCA video tape recorder in the Reeves plant here. He said the recorder marks the final step in the preparation of Reeves production facilities for the video tape, adding that the Reeves firm produced the first experimental video tape used some years ago in the development of the first video recorder.

Evincing an optimistic view of the raw tape field, Rogers declared: "We believe the video tape market will reach over \$10,000,000 within two or three years and that instrumentation tape sales for business and industry will show considerable growth in 1960."

and 3¼ inches per second, with their lower costs, should provide a "strong stimulus" for the sale of four-track tape recorders and players.

High fidelity components are expected to sell at a pace moderately over 1959 levels.

Stereo Demo Techniques

• Continued from page 16

record "the most demonstrable." "For one thing," says Bukoski, "it eliminates long-winded explanations by the sales staff, and the disk's perfect technique helps the prospect to grasp the meaning of stereo in the shortest possible time." The Hot 'n' Cold staff averages only 15 minutes per customer in showing how stereo works. Another part of the Hot 'n' Cold pitch is the offer to have a salesman call at the home of the prospect to suggest suitable locations for the stereo equipment and speakers.

Asks Music Preference

Mickey Sherman, of Sight & Sound Stage, Denver, first asks the customer his preferences in music. From a carefully, pre-selected group of six disks, he picks which has the greatest separation of sound in the customer's named category, and plays this for him. He gives a brief explanation of the two-track recording idea as the disk is put on and then leaves it up to the prospect's ears to sell him.

Every set at Sight & Sound is demonstrated in the open, 70-foot room rather than in closed-in spaces. Also, the demonstration room has no carpeting. This is on the theory that if the customer has

carpeting in his room, it will sound even better than it did in the carpetless showroom. On the other hand, if the set is demonstrated in a carpeted setting, it will sound better than it would in a customer's home where the phonograph room has no carpeting. In other words, by making it clear that the phono sounds so well in a room without a carpet, Sherman avoids home demonstration problems.

Sepp Kurzhals, of La Scala Music, Denver, relies on a set of records to fit any possible music taste on the part of the potential buyer. Kurzhals also believes in letting the customer carry out at least part of the demonstration himself. He allows his prospect to put the record on the turntable, drop on the playing arm and tiddle the bass and treble dials to suit himself.

Avoids Complex Explanation

Kurzhals also makes sure that the demonstration is conducted with the customer standing up. In this way, he makes sure the customer can move about and prove to himself that stereo sounds good from virtually any angle, not just a point equidistant between speakers. Kurzhals also avoids any complex explanation

Cost Is No Factor in Stereo

• Continued from page 16

a particular decor can't be matched.

Gresham says stereo customers at Campbell's are buying quite a good deal of provincial styling, with a fair amount of traditional and modern. New trends in combining woods and styles have to be matched on an expert basis. Manufacturers can't go too far out. One model, Gresham noted, was a good compact item, "guaranteed not to give any trouble," and selling for a modest price. But the manufacturer juggled provincial design and traditional mahogany finish, and even provided a choice of legs, round or provincial—and the hybrid died.

Kitt Music Company, also in downtown Washington, gives its huge lending library credit for selling the stereo sound to increasing numbers of customers in search of quality. The viewpoint of Frank Flynn, in charge of phono sales is:

"The best friend our salesmen have is our lending library, which is perhaps the most extensive in the city. On tape or stereo records, we offer the kind of music the customer wants to hear, in demonstrating stereo. We never put on just any piece of music. We ask the customer his preference, and we keep fully stocked to provide him with the best listening in whatever he wants—symphony, opera, jazz or what have you.

"Until people have heard music in their own taste and preference, they are not too impressed. The recognition of richer sound is clearest in music they care for and have been long familiar with on the monaural systems. When they hear the difference stereo makes—stereo sells itself. Of course, this applies to those types of music where the stereo sound counts."

Most Kitt customers are fairly well aware of what stereo is all about, and most want the higher priced and better quality sets as an ultimate goal. However, the customers have to be sure that the higher prices are really buying increased quality. "When someone is planning to spend \$2,000 for a stereo set, he's not going to jump at the first one he sees," and hard-sell tactics are out.

Even with soft sell, however, there's a time to move. When the customer is on the fence, al-

of "two channel," methods of purifying sound, etc., since he believes that most people are not that interested in technicalities.

At Colyer-McKee, Toronto, Ken Colyer avoids using gimmick records with extreme separation on the theory that the customer is buying to get concert hall quality and clarity, be it Dixieland or classical, rather than gimmick separation.

On the other hand, another Toronto merchant, Lang Evans, of Promenade Music Stores, feels that ping-pong type records and other exaggerated examples of the species, are best for demonstrating. "But you must be sure the customer understands the exaggeration factor," warns Evans. "I also always let the customer play with the controls of the machine so he can get a feeling for it, much the same way you let a prospect drive a new car."

In Boston, meanwhile, Dick Speser, of Speser & Briggs, in suburban Cambridge, feels that big band or full symphony orchestra disks are the best for demonstration. "The Scots Guards Bagpipe Band recordings are excellent too," says Speser, "but vocals and chamber music just don't bring out all the facets."

most ready but perhaps not quite, "you can't be backward about asking for a down payment." Kitt's arranges all its own financing, and sets up spread payments keyed to customer convenience.

Kitt's has found that most of its stereo education is by way of undoing the damage of early manufacturer promotion which emphasized the big space needed between speakers, and scared listeners with geometric designs for placement of the set and the listener.

Kitt's salesmen point out that speakers never need be more than six feet apart at most, and a space of five or even four feet is enough. Men are more inclined to want the spread—women want the package in a console to match the decor of the home, and to leave space free for other furnishings. Ingenious plans for speakers have overcome a good deal of the drawbacks that worked against spread in the earlier stereo era, when home and apartment owners felt stereo had to elbow too much of their other furniture out of the way.

Kitt's has turned its back on monaural equipment, and will be 100 per cent stereo from here on.

One-Unit Sets

• Continued from page 18

rounding stereo, said both dealers.

Evans said he was often asked, "Which should I buy, monaural or stereo," with a third question having to do with whether the unit has FM.

"Four years ago we couldn't even mention FM to the public," said Evans, "and today they won't spend any money unless the unit includes FM," adding that he finds that FM can hurt record sales to a degree, but that after a while, the people return to purchase records.

Colyer said 80 per cent of all the sets he sells contains FM.

"They are not satisfied to wait to purchase it later. They want it with the set," said Colyer.

He points out that AM radios don't work well for apartment dwellers, with the result they want the FM radios which might be attached to the TV outlet.

Denver Sales

• Continued from page 16

customer wants to visit several shops and compare the difference in sound output between several brands when buying, and is usually likely to buy whichever pleases his ear most if the price range isn't too high. This has led to skillful trade-up selling on the part of Kurzhals and his employees, beginning with demonstrations of better priced equipment and then comparing it with the lowest priced model. Buyers in general seem to want maximum high quality, but in a compact cabinet, with as little space taken up by extraneous speakers as possible. The more expensive lines up to \$350 and \$450 are selling better than lower priced lines.

Detroit Market

• Continued from page 16

stereo demonstrated, takes home literature, and whatever knowledge he has gleaned from the salesclerk, thinks it over, discusses it with the family, and returns later to complete the sale.

The majority of phono sales at Grosse Pointe are in stereo units, with the trend becoming more and more toward the console models.

CD PREDICTS RADIO SALES RISE IN 1960

WASHINGTON — Factory sales of radios will continue to rise in 1960, but at a somewhat lower rate than in 1959, according to a report issued by Commerce Department today (11). Rate of penetration of the domestic market by Japanese transistor radios should lessen, the Department said, as American manufacturers move to meet this competition with "more automated production, vigorous

promotion, and competitive pricing."

Sales of car radios are expected to show a smaller increase because a much lower proportion of compact cars are equipped with radios than cars in the medium and upper price brackets.

According to the report, at least one major manufacturer believes that the time is right for introduction of FM car radios, and other makers are prepared to follow this trend. "Such a development is not surprising," Commerce said, "in view of the record number of FM radios, combinations and tuners which were marketed in 1959."

Commerce also predicted that sales of stereo records will be stimulated by stepped-up promotional programs for stereo phonographs and for pre-recorded magnetic tapes, in both reel-to-reel and magazine form. Department believes the introduction of four-track stereo tapes at both 7½

Final Promo For L.A. Show

NEW YORK — Eighty exhibitors were set to display the newest in the world of components as final details were wrapped up for the opening of the Los Angeles High Fidelity Music Show next Wednesday (13).

Abe Schwartzman, exec secretary of the Institute of High Fidelity Manufacturers, sponsor of the show, said that details have been worked out to have three Los Angeles FM radio stations broadcast directly from booths at the show. Popular deejays are being lined up for live and taped interviews as well. The stations are KMPC, KRHM and KTYM.

Motion pic adorables such as Julie Adams, Ann Blyth and Connie Stevens and others are slated to appear at the show to meet the hi-fi buffs and sign autographs.

Furniture Prize For Magnavox

CHICAGO — The Magnavox Company was the recipient last week of a special award presented by the Mahogany Association, for the styling of its new Concert Grand stereo hi-fi - radio - phono combination. Magnavox was among the top three to win the coveted award in the competition in which more than 1,500 pieces of furniture were judged.

The granting of the award to Magnavox highlighted again the increasing emphasis on styling in high fidelity units by many companies. The awards are given for "the highest achievements in furniture design and craftsmanship." Elwood Reeves, sales vice-president for Magnavox, accepted the award for the company.

a 4 sided smash!

The most exciting piano instrumental of the New Year

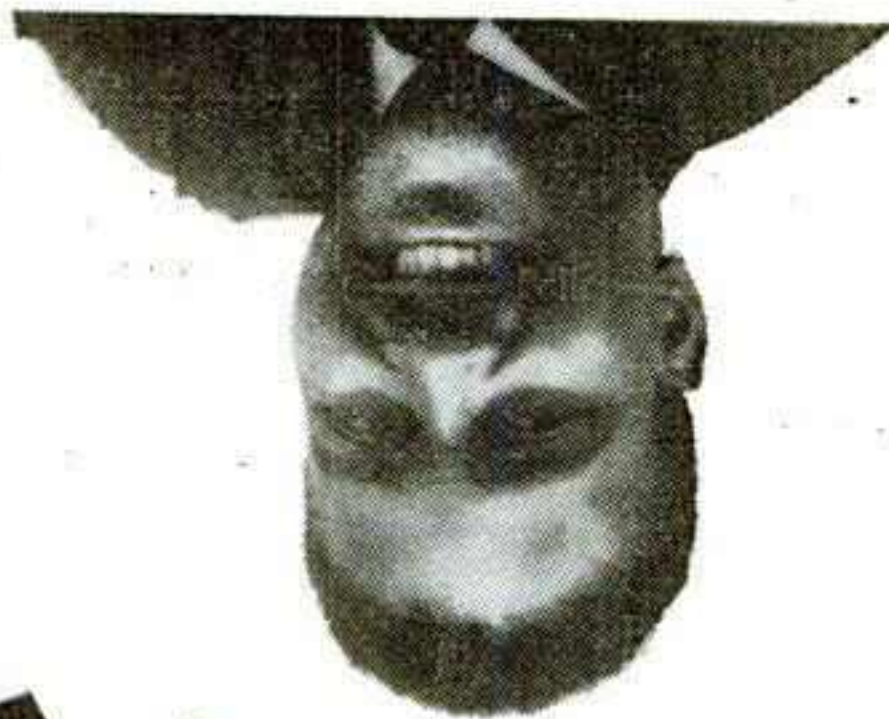
Ray Bryant



LITTLE SUSIE



PARTS 1 - 2 - 3 and 4



Signature *

#12026

(PARTS 2 AND 4)

*Goodbye, Ray —
thanks a lot.
Good luck
at Columbia!*

*Parts 1 and 3
are available
on Columbia
#41553*

DEALERS — JOCKEYS — OPERATORS
Contact your nearest Hanover/Signature Distributor

or

Hanover-Signature Record Corp.

119 W. 57th St. N.Y.C. 19 COlumbus 5-0650

Another Billboard Record/Phono Dealer

TRUDELLS TV & APPL 6320
J P TRUDELL 0322
661 W FOSTER ST
APPLETON WIS

Trudells TV & Appliance

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

- . . . is essentially an appliance store
- . . . offers both records and albums
- . . . handles phonographs selling from \$20 to \$500
- . . . has been reading Billboard for more than 10 years

Another Billboard Record/Phono Dealer

NEWBURGH HI FI CENTER
107 WATER ST
NEWBURGH N Y
6320 0410

Newburgh Hi Fi Center

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

- . . . is essentially a high-fidelity store
- . . . offers both records and albums
- . . . handles phonographs selling from \$19.95 to \$500
- . . . has been reading Billboard for more than 15 years

Another Billboard Record/Phono Dealer

SEARS ROEBUCK & CO
2100 N NORTH AVE DEPT 57
MILWAUKEE 5 WIS
6320 0330

Sears, Roebuck & Co.

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

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

Another Billboard Record / Phono Dealer

GORBYS MUSIC HOUSE 6320
MARY E GORBY 0112
214 SEVENTH AVE
50 CHARLESTON 3 W VA

Gorbys Music House

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

- . . . is essentially a music store
- . . . offering both records and albums
- . . . handles phonographs selling from \$29.95 to \$595.00
- . . . has been reading Billboard for more than 5 years.

What Kind of Dealers Read

Billboard

?

All kinds. Big and little. In large cities and small towns. Furniture outlets, appliance dealers, department stores, mail-order houses, hi-fi shops, music-record stores. . . . If records and phonographs are part of their business, Billboard is an important and regular part of their business reading. And you might also keep in mind that Billboard dealers account for an estimated 40% of all U. S. phono sales.



The Billboard

THE COMMUNICATIONS CENTER
OF THE MUSIC INDUSTRY

New York

Washington

Cincinnati

Chicago

St. Louis

Hollywood

Another Billboard Record Phono Dealer

GIMBEL BROS
BOX 1436
PITTSBURGH 30 PA
6320 1240

Gimbel Brothers

The retail establishment of this record/phono dealer

- . . . is essentially a department store
- . . . offering both records and albums
- . . . handles phonographs selling from \$18.00 to \$600.00
- . . . has been reading Billboard for more than 8 years.

Another Billboard Record/Phono Dealer

JEWELRY & RECORD SHOP
424 N ST CLAIR ST
TOLEDO 4 OHIO
6320 0140

Jewelry & Record Shop

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

- . . . is a jewelry and record store
- . . . offers both records and albums
- . . . handles phonographs selling from \$29.95 to \$500
- . . . has been reading Billboard for more than 8 years

Another Billboard Record/Phono Dealer

MCKENZIES FURNITURE
14-20 W THIRD ST
LA JUNTA COLO
6320 0911

McKenzies Furniture

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

- . . . is essentially a furniture store
- . . . offers both records and albums
- . . . handles phonographs selling from \$32.50 to \$349.50
- . . . has been reading Billboard for more than 4 years

Another Billboard Record / Phono Dealer

WEISS APPLIANCE
4057 ARCHER AVE
CHICAGO 32 ILL
6320 0530

Weiss Appliance

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

- . . . is essentially a appliance/record/phono store
- . . . offering both records and albums
- . . . handles phonographs selling from \$19.95 to \$700.00
- . . . has been reading Billboard for more than 12 years.

the SOUND for '60

ZENO GOSS

AND THE
SAM WILHOIT CHORUS OF ATLANTA

"CANDLESTICKS"

MPI #1003



★★★★
 "4 Star Rating
 Very Strong Sales Potential"
 BILLBOARD, NOV. 23

The Music *REPORTER*
SCOOP
 OF THE WEEK

The Music Reporter, Dec. 21
 and sincere thanks from a
 Southern boy to many new
 & friends in the North.
 Zeno

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 Columbia, Miss.
 Phone: RE 6-2536

VOX JOX

By JUNE BUNDY

HAM RADIO: More and more deejays are going in seriously for acting these days. For example, Bryce Bond, WNOR, Norfolk, Va., has again been cast as the lead in Sean O'Casey's "A Pound on Demand" for the Norfolk Little Theater. He is also playing the lead in a Burleigh film "The Morning Road," a Civil War saga, which will be made in the Norfolk area. . . . Jazz and pop jock Sydney Gross, WINS, New York, and ABC, played the role of narrator and a BBC announcer in the TV version of "Mrs. Miniver," on CBS-TV last week.

Dick Holland, who recently joined KFMK-FM, Houston, is the male star of "Bells Are Ringing," at the Houston Playhouse Theater; while another KFMK jock, Al Travis, plays a supporting role on the same production. . . . Another Houston deejay, Charles Cashmere, who recently joined KHUL-FM, was active in summer stock last year in Pennsylvania.

GIMMIX: John B. Elwood, WIBM, Jackson, Mich., celebrated his 600th week on the air, and opines that "with 11½ years behind me now, I feel I'm safe in boasting that I hold the record for the longest continuous run of any radio show featuring Bing Crosby recordings. My listeners may not fall in the teen-age bracket, but they are loyal, and, I'm happy to say, apparently many in number." Elwood observed his anniversary on the air, via a special "Crosby Cavalcade" of hits covering the past years from the time of his show's inception in June, 1948.

Station WLOS, Asheville, N. C. installed an automatic telephone answering service (with a message from Santa) for kids to call during the yule season. . . . Station KVI, Seattle, spotlighted 18 hours of traditional Christmas music December 25, plus two special yule segs by Hardwick and Bob Salter. Hardwick, who is known by the one name, introduced his wife Ruth and daughter Linda on his early morning WLOS show; while Bob Salter featured a "Christmas Music Around the World" theme on his 9 a.m. to noon WLOS program. . . . Dialers to KMGM, Albuquerque, N. M., were asked to donate toys to the Marine Corps' "Toys for Tots" drive. In return for each toy received, KMGM jocks dedicated a tune to the donator.

Promotions at Public Radio Corporation (which owns KAKC, Tulsa; KIOA, Des Moines, and KBKC, Kansas City) include the following: Robert J. Hoth, in charge of AKC and KBKC, promoted to executive veepee of PRC. James Dowel, general manager of IOA, appointed veepee of PRC in charge of national sales. Larry Monroe, ex-program director of KXOK, St. Louis, named station manager of KIOA. Dowel retains his post as general manager of the same outlet. William Allred to Kansas City as manager of KBKC.

CHANGE OF THEME: Jack McCoy, formerly with KEEL, Shreveport, La., has joined KISN, Portland, Ore., as "The Noon Whistler." . . . Another new staffer at KISN is Russ Ripley, who has taken over the "Night Watchman" show from 1 to 6 a.m. . . . Don Chevillet has joined WOWO, Fort Wayne, Ind., replacing Marvin Hunter, who has moved on to Buffalo, N. Y.

New jocks at KOSI, Denver, are Ray Durkee and Ted Rogers. . . . Jack Thayer, ex-deejay and formerly general manager of WDG, Minneapolis, and KFRC, San Francisco, has been named a veepee of the Metropolitan Broadcasting Corporation. He is general manager of Metropolitan outlet WHK, Cleveland.

Bob Hale, who is leaving WMAY, Springfield, Ill., notes, "open to any good offer where a guy can pay for a family and a few new appliances." . . . Bob Cook, KBLA, Burbank, Calif., recently was guest deejay at the 1960 International Motor Sports Show in Los Angeles. . . . Jack Kelly, ex-WVET, Rochester, N. Y., is now doing the all-night show at WBNY, Buffalo, N. Y.

George Norton, WSAR, Fall River, Mass., has changed time segs and is now emceeing "The Music Shop" from 1 to 4 p.m. and "Commuter's Hop" from 4 to 6 p.m. . . . Dick (Happy) Blanchard has joined WCAE, Pittsburgh. He was originally introduced to dialers as "Henny Penny." Program director Paul Ruhle revealed his real name on the air New Year's Day. His father, Richard Lowell Blanchard Sr., of WNOX, Knoxville, Tenn., taped a special surprise greeting which was aired by WCAE January 1.

New spinner at WJET, Erie, Pa., is Bob Mitchell, formerly with WHBQ, Memphis. . . . Stanley Edwards, sales manager of WTRY, Albany, N. Y., has been upped to station manager. . . . Station WQXR, New York, is concentrating even more on classical music programming in 1960. The outlet has replaced its lighter-music shows in the afternoon with a two-hour addition of "Midday Symphony" from 1 to 3 p.m., and "Listening to Music with Jacques Fray" has acquired an additional half hour and is now heard from 3:30 to 5 p.m.

TEXAS: Dough China, deejay at KONO, San Antonio, Tex., upped to program director status. . . . Singer Floyd Tillman has joined KRCT, Pasadena, Tex., as a deejay-promotion man. Tillman penned "Slippin' Around," "I Love You So Much It Hurts Me" and "It Makes No Difference Now." . . . Bob Clark, KRCT, Pasadena, Tex., promoted from deejay to assistant station manager post.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Robbins' 'El Paso' Stirs C.&W. Revival

Marty Robbins, currently holding down the number one slot on the Hot 100 with his recording of "El Paso," was born in Glendale, Ariz., on September 26, 1925. He now resides in Nashville with his wife and their eight-year old son, Ronnie.

At 17, he joined the Navy and served until 1946. After his discharge, Robbins landed a singing job over KTYL in Mesa, Ariz., where he formed a band, the K-Bar Cowboys.

In 1953 he joined the WSM "Grand Ole Opry" and penned a Columbia recording contract. Since then, he has written and recorded over 100 songs. Most famous among these being "Singing the Blues," "White Sport Coat," "Long Tall Sally," "The Story of My Life," "You Don't Owe Me a Thing," "The Hanging Tree" and "Just Married." In addition to singing, Robbins has invaded Hollywood with success. His flicks include "The Gun and the Gavel" and "Badge of Marshal Brennan."



Honky-Tonk King Scores With 'Smokie'

Bill Doggett was born on February 16, 1916, in Philadelphia.

His first job was with the Jimmy Gorman orchestra and netted Doggett \$18 a week. In 1938, Doggett formed his own band and toured the country. The strain of the one nighters proved too tiring and so Doggett sold his band to the then struggling Lucky Millinder for the price of a coke.

In 1947 Doggett flew to the Coast to take up the chief arranging post with the Lionel Hampton orchestra. In 1952, he formed his own combo and was signed to a recording contract by King Records. His biggest hits at King include "Honky Tonk (Part 2)," "Slow Walk" and "Ram-Bunk-Shush." Doggett is currently scoring with his version of the big hit "Smokie (Part 2)."

YESTERYEAR'S TOPS—

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

JANUARY 15, 1955

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

JANUARY 14, 1950

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

DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, Billboard correspondent, reports the following recent distrib doings: There were plenty of distributor changes as the new year opened. Label shuffling was active among indie ranks with Lormar Distributors taking over Records Unlimited, Inc. The situation will most likely be confused for a while until the distributor battle lines are definitely drawn.

Retail sales during the holidays were excellent. Many independent dealers and several department stores claim record sales for their disk departments this year. Post-holiday traffic continued heavy.

Ed Hoffman, sales boss for Taylor Electric, RCA Victor distributors, lists "If I Had a Girl" by Rod Lauren, "Not One Minute More" by Della Reese and "A Perfect Day" by Smitty and the Afterbeats. Strongest LP's are "Belafonte at Carnegie Hall" and "Sixty Years of Music America Loves Best." Decca's Ken Wendel claims big sales for Bobby Darin's "Hear Them Bells." The side was waxed when Darin was on the Decca roster. "Crazy Arms" by Bob Beckham is also big. "Skokiaan" b-w "Puerto Rican Peddler" by Bill Haley & His Comets is climbing. Ditto "Lover's Lullaby" by the McGuire Sisters on Coral. Top albums are "Tiny Little Plays Honky-Tonk Piano" and "Just As Much As Ever" by Bob Beckham.

Harry Beckerman of Garmisa of Wisconsin reports that his firm is now handling Audio Fidelity. Top singles are "Running Bear" by Johnny Preston on Mercury, "Pretty Blue Eyes" by Steve Lawrence on ABC-Paramount and "You Got What It Takes" by Marv Johnson on United Artists. "Million Dollar Sound, Volume II" on Command is Garmisa's big LP. Arnie Orleans, King Records, reports strong action on Bob Kames' organ LP's. "Yocky Dock" by Bill Doggett is the best-selling single. Marty Schwartz, James S. Martin Distributing Company, rates "Smokie (Part II)" on Hi as one of his strongest along with "Beyond the Sunset" by Pat Boone on Dot. There is a rumor that Rolf Voeglin, owner of Tell Music, headquartered in Madison, will open a Milwaukee branch. Hits at Tell include "First Name Initial" by Annette on Vista and "Little Coco Palm" by Jerry Wallace on Challenge.

Morrie Goldstein, Music Distributors, boasts a slew of hit items, including "Among My Souvenirs" by Connie Francis and "Star Spangled Heaven" by Conway Twitty on M-G-M and "The Whiffenpoof Song" by Bob Crewe on Warwick. "Johnny & the Hurricanes" on Warwick is one of his strongest albums. Rick Froio, M. S. Distributors, has "We Got Love" by Bobby Rydell on Cameo, "Run, Red, Run" by the Coasters on Atco and "Go, Jimmy, Go" by Jimmy Clanton on Ace. The Shelley Berman LP's are big sellers. John O'Brien Distributing Company has added Fantasy, Guaranteed, Savoy and Carlton Records. O'Brien's top single is "Sandy" by Larry Hall on Strand. Other big ones are "Waltzing Matilda" by Jimmie Rodgers and "Twangy" by the Rockateens on Roulette.

Ed Link of Capitol lists "Down By the Station" by the Four Preps, "Who Was That Lady?" by Dean Martin and "Time and the River" by Nat King Cole. "Dixieland Dinner Dance" by Red Nichols is one of his top albums. John Contey of Records Unlimited, Inc., reports good business, despite the change-over. Selling well are "The Big Hurt" by Toni Fisher on Signet, "Teenage Hayride" by Tender Slim on Grey Cliff and "Bonnie Came Back" by Duane Eddy on Jamie. Biggest album is "The Twang's the Thang" by Duane Eddy on Jamie. Vern Sherkow of Sherco Distributors has added Dooto to his list. Top items are "Huckleberry Hound," "Nina Simone at Town Hall" and sound track of "1001 Arabian Nights" on Colpix. Bill Farr of Morley-Murphy Company, Columbia distrib, lists "El Paso" by Marty Robbins, "Misty" by Johnny Mathis and "Seems Like Old Times" by Jill Corey. Top LP is the original cast of "The Sound of Music."

NEW YORK: Lou Klayman has pegged Milton (Mickey) Wallach, formerly of Malverne Distributors, to be promotion manager for his Action Records, Inc. Wallach will be in charge of all promotional duties for Action. Releases getting attention at Action include "Tender Love and Care" by Jimmie Rodgers and "Little Sister" by Cathy Carr on Roulette, "Lullaby" by the Chevrons on Brent, "La Mer" by Trade Martin on Gee and "One More for the Road" by Hank Leeds on Jaro.

PHILADELPHIA: Jerry Ross of Cosnat writes that there are strong sales on "Honey Hush" by Joe Turner and "Let the Good Times Roll" by Ray Charles on Atlantic. "Am I That Easy to Forget?" by Debbie Reynolds on Dot is also strong. Other big platters include "Chopsticks" by Billy Vaughn on Dot, "Lullaby" by the Chevrons on Brent, "Darling Lorraine" by the Knockouts on Shad, "I Don't Know What It Is" by the Blue Notes on Brooke and "Down By the Riverside" by Sylvia Saint on Wynne.

DETROIT: Bob Szilagy of S & S Distributing Company sends news of a flock of fast-moving disks. Close to the top are "Handy Man" by Jimmy Jones on Cub, "Teen Angel" by Mark Dinning and "Among My Souvenirs" by Connie Francis on M-G-M, which is still holding well. Other strong disks are "The Whiffenpoof Song" by Bob Crewe and "Big River" by Buddy Bregman on Warwick, "First Name Initial" by Annette on Vista and "Little Things Mean a Lot" by Joni James on M-G-M.

Comers include "Amnesia" by the Mysterions on Fascination and "Let's Try Again" by Clyde McPhatter on M-G-M. Strongest LP's are Connie Francis' M-G-M sets, "Annette" on Vista, "Johnny & the Hurricanes" on Warwick, "Saturday Night Date Dance" by Conway Twitty on M-G-M and "Gloria Lynn" on Everest. Szilagy mentions that stereo sales have shown a marked increase.

"TRACY'S THEME"
by
SPENCER ROSS
on
COLUMBIA RECORDS

TRACY'S THEME WAS FEATURED ON THE TALENT ASSOCIATES' TELEVISION PRODUCTION OF "THE PHILADELPHIA STORY." 20,000,000 PEOPLE SAW THIS SHOW AND THE COLUMBIA RECORD IMMEDIATELY EXPLODED INTO A POP SMASH!!!

COLUMBIA 

4-41432

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 records in their major Billboard ad promotions.

COUNT BASIE: Throughout some 20-odd years, the Basie band has been one of the more enduring and consistently enjoyable musical organizations in jazz. RCA-Camden has a re-issue album, *Basie's Basement*, of exciting Basie jazz-vintage works which features such jazz notables as Jimmy Rushing, Paul Gonsalves and Jo Jones. The album is a collection of favorites recorded in 1947 and 1949. The "Count" from Red Bank, N. J., and his band, are currently at the Apollo in Chicago till Jan. 14. They will do a series of one-nighters from the 15th on, and then head back to Chicago for an engagement at the Blue Note Club starting Jan. 20 and running thru Feb. 14.

RAY BRYANT: Ever hear of a four-sided record? Well, there is one. Signature Records has a swinging instrumental titled *Little Susie*, by pianist Ray Bryant. Signature has parts 2 & 4 and in an ad in *The Billboard* this week they wish Ray the best of luck on his move to Columbia Records, where he has cut the same song, parts 1 & 3.

FREDDY CANNON's *Way Down Yonder* in New Orleans has climbed way up yonder to the number three spot on the Hot 100 this week, another hit for the young Swan Records artist. Born in Boston, Freddy's initial release, *Tallahassee Lassie*, proved to be a strong seller as well as his second, *Okefenokee*—three hits in a row for the dynamic Cannon. And now, Swan has released his first album, *The Explosive Freddy Cannon*, a collection of his past singles clicks as well as a flock of standards. The album was produced by Frank C. Slay, Jr. and Bob Crewe, composers and producers of many hit songs, and the team that was instrumental in launching Freddy. In April of 1959, Frank and Bob heard Freddy singing at a record hop in Boston and were impressed with his fresh style. They arranged to have him tape a few songs for them the next day, which resulted in *Tallahassee Lassie*, and the Cannon explosion.

The **CHAMPS**, Dave Burges, Dale Norris, Van Norman, Dash Crofts, Jimmy Seals, and Dean Beard, who gave us the million seller, *Tequila*, are on the scene with another powerful potion, *Too Much Tequila*. The group got its name from a Challenge Records mahoff, who thought the boys nothing less than the Champs.

BIRTHDAYS OF THE WEEK:
Jan. 11, Don Cherry, Wilbur De Paris.
Jan. 12, Ray Price, Tex Ritter.
Jan. 13, Sophie Tucker.
Jan. 14, Billy Butterfield, Jack Benny.
Jan. 15, Gene Krupa, Chuck Berry.
Jan. 16, Ethel Merman.

DUANE EDDY: The twangy guitar of this young artist from Phoenix, Ariz., is with us via Eddy's newest on Jamie, Bonnie Came Back, a rockin' version of the oldie, *My Bonnie Lies Over The Ocean*. His previous hits, *Rebel Rouser* and *Forty Miles Of Bad Road*, are included in his new album, *The Twang's The Thing*.

EDDIE FISHER launches his new label, Ramrod Records, with a winning offering that lands right in *The Billboard's* Spotlight Circle. Titles are *Scent of Mystery*, a movie tune in calypso vein done to a mighty smart arrangement, and a cute and happy tune, *The Chase*. Both are from the Michael Todd Jr. motion picture production which adds scent to picture, *Scent of Mystery*. A constant favorite on the entertainment scene, Eddie is now active in the management and a.r. area of music with the formation of Ramrod. As well as recording for his own label, he will act as top a.r. man and will supervise the recording of other company artists. Fisher's first album, *Eddie Fisher At The Waldorf*, will consist of songs he did in his recent engagement at the hostelry. Much luck to Eddie and Ramrod.

PEGGY LEE's seventh album for Capitol, *Latin A La Lee*, has a double-barreled theme: all 12 tunes are from the Broadway musical-comedy catalog, all are spiced with healthy doses of Latin flavoring. These are the first Latin stylings Miss Lee has recorded since her 1948 hit, *Manana*. Peggy began singing at an early age back home in Jameston, N. D., where she was born Norma Egstrom.

JULIE LONDON's "soft voice for a smoke-filled room" attracted immediate attention with her first hit, *Cry Me A River*. Liberty Records has released a new version that should win additional fans for Julie. The release of her newest album, *Your Number Please*, brings to nine the total Julie London albums available on Liberty. The newest is a collection of songs made famous by the "Greats": *Love Is Here To Stay*, *One For My Baby*, *When I Fall In Love*, *Learnin' The Blues*, and *Makin' Whoopie* are a few given the London treatment. The young mother of two children, makes her home in a two story Georgian structure with the classic beauty (an apt description of Miss London) of a Southern plantation in Royal Oaks, Calif.

DEAN MARTIN is in *The Billboard* Spotlight with his latest single, *Love Me, My Love*, a romantic ballad with a Latin touch. Dean's current schedule calls for appearances in two motion pictures. In Jan, he goes into star role in Paramount's *The Sons of Katy Elder*, a western in which he portrays a two-fisted lawman, and Frank Sinatra's film, *Ocean's 11*. Dean and his pretty wife are celebrating their 10th wedding anniversary.

MAVIS RIVERS is a comparatively new voice on the singing scene, and one that has created an enthusiastic response in the Capitol Tower. The result of this excitement is her new album, *Hooray for Love*. The Samoan-born singer has been likened to Ella Fitzgerald, and scored in *Billboard's* recent deejay poll of Most Promising Female Vocalist. As a girl with a gilt-edged voice, she has come up an unusual path to stardom. She sang for the troops who landed on her home island in war time, eventually became New Zealand's favorite singer, won a scholarship at Brigham Young and worked in Hollywood night clubs before she came to the attention of Capitol Records.

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

MEREDITH WILLSON, "The Music Man," was presented with a gold record recently, commemorating the sale of a million original cast albums of *Music Man*—one of the few albums to reach that mark. In addition to the album success, the Broadway show is entering into its 3rd year on Broadway. The composer, flutist, conductor, has held many positions in the field, including musical director for various radio networks. Born in Mason City, Iowa, Mr. Willson chose Gary, Ind., as the locale for his musical.

FRED WARING and The Pennsylvanians have come up with all the ingredients for romance in their new album, *The Time, The Place, and The Girl*. The recording contains four three-song medleys, with each medley arranged to carry out the theme. One medley, for example, contains *In The Good Old Summertime*, (the time), *Down By The Old Mill Stream* (the place), and *My Gal Sal* (the girl). A by-word in good music, Mr. Waring and the group will appear at the Civic Aud., San Jose, Calif., Jan. 11; in Medford, Ore., Jan. 12; Public Aud., Portland, Ore., Jan. 13; Coliseum, Spokane, Wash., Jan. 14; Orpheum Aud., Seattle, Jan. 15; and Lake Tahoe, Nev., Harrah's Club, Jan. 18 thru 31.

PROMOTION DAYS AND WEEKS: Jan. 15 is Arbor Day in Florida. Jan. 17 is World Religion Day and begins Church and Economic Life Week, Guitar Week, Jaycee Week, National Amateur Printer's Week and National Franklin Thrift Observance begins thru 23—to commemorate the thrift of Benjamin Franklin.

See you in seven spinnin' days.
TOM ROLLO.

MUSIC AS WRITTEN

New York

Frank Hanshaw has been named a veepee of General Artists Bureau, a subsidiary of GAC. Pat Lombard, head of the bureau, made the appointment. Hanshaw is in the Miami office of GAC. The Miami GAC office just added Alan Sherwood to the staff. . . . Freddie Ellis, new singer with Coral Records, is being managed by Artie Pine and George Arlotta. . . . Trude Adams will open at the St. Regis in New York on February 11. . . . The Drifters appeared at the Michigan State Fair last week. . . . Monica Zetterlund, Swedish thrush, is set to record for Hanover-Signature. She opens at Baker's Keyboard Lounge in Detroit starting January 12. . . . Nancy Wilson's first album on Capitol will be issued this month. She is managed by John Levy.

World and Republic Music, the Sammy Kaye firms managed by Frank Abramson, will move to the Brill Building about mid-January. "We want to see writers," says Abramson. . . . Chris Connor and George Shearing opened at Basin Street East last week. . . . Buddy Laine and his ork are now on a one-nighter trek thru the Midwest. . . . Don Johnson is now at the Fireside Club in Fort Lauderdale, Fla. . . . Warwick Records recorded comic Henny Youngman last week in person at the Taft Grill in New York. . . . Publicist Mal Braveman is now handling Abbe Lane and Jackie Wilson.

United Artists Records has signed vocalist Frankie Ray. . . . The Art Farmer-Benny Golsen Combo has been held over at Joe Termini's Jazz Gallery in New York's Greenwich Village. J. J. Johnson and his group will alternate with them. . . . Chuck Cabot and his ork are spreading out on one-nighters thru the South. . . . Music for the Blind, the charitable organization, has organized and will market a tour to the 1960 Casals Festival in San Juan, Puerto Rico, in June. . . . Ray Charles and his ork were featured at a concert at the Hollywood Palladium last Sunday (10). . . . Warner Bros. Records will release this week the first record by new artist George Graves, from Washington, D. C.

Dizzy Reese, English trumpeter, opens at the Jazz Gallery in New York this week (12). . . . Carmen McRae opens at the Arpeggio in New York City today (11). . . . Chris Connor and George Shearing will do several weeks of concerts together on the West Coast in March. . . . Barbara McNair opens at the Embers in Indianapolis on Monday (11). . . . Josephine Baker opens her one woman show at the Broadway Theater in New York starting in April. . . . Apollo Records has pacted Bobby Miller and the 5 Royals. First release by Miller and the Royals will be issued this week. . . . Cleffer Otis Blackwell and Investors Planning Corporation adviser Sally Du Pont have formed a talent and management firm. Jerry Vale will open at the Monticello in Framingham, Mass., starting January 18. Bob Rolontz.

Cincinnati

Mel Herman, bossman of State Records Distributors, again played host to area music tradesters and deejays at his annual New Year's Eve whinding at Comisar's Colony Restaurant in Swifton Village. All local radio stations, save one, were repped at the shindig. Exception was WCPO, which recently put its personnel on an accept-no-favors-pay-your-own basis. . . . The town's top comic, Clarence Loos, long a howling fave with locals and visiting conventioners alike, shows his wares at a special show for General Electric personnel at Lynn, Mass., Tuesday (12). His pianist, Dick Wardell, makes the trip with him. Band leader-booker Barney Rapp set the date. . . . John Gary, currently creating excitement with his new Fraternity release, "When I'm Alone," arrived back in New York last week from a four-week stand in Bermuda. He auditioned Friday (8) for a possible engagement at New York's Blue Angel. Gary is signed to return to Bermuda for another four-weeker in April.

Taft Broadcasting Company's WKRC stations, radio and television, last week began automated broadcasting operations from their new \$2,000,000 headquarters here, and officially celebrated the event Thursday (7) with a cocktail session, buffet supper and entertainment attended by several hundreds trade folk, civic leaders and the press. With complete automated broadcasting, the first in TV, an entire day's programming can be punched into inch-wide tape which controls both sound and picture. Programs are timed by a device which has a maximum error of three seconds in three days. In some studios, performers will appear before cameras which are remotely controlled. Once the tape has been started, it controls eight film projectors, four slide projectors, two record turntables, two cameras and four mikes. The manned cameras are controlled from a master control room.

Don Pierce, Starday Records chief, spent three days here last week mulling record and packaging projects with Syd Nathan and Hal Neeley, King Records nabobs; arranging a new mail-order set-up with Wayne Raney, WCKY c.&w. deejay, and visiting with Jimmy Skinner and Lou Epstein, of Jimmie Skinner's Music Center downtown. . . . Bob Braun, WLW and WLW-T personality and deejay, has been named honorary polio chairman of the March of Dimes for the third consecutive year. As such, he will head up the March-of-Dimes Teen-Age Ball at Topper Ballroom in Music Hall Sunday afternoon, January 17. In the past, the affair has attracted more than 3,000 teen-agers. Local 1, AFM, is donating the services of the Jimmie James ork for the occasion. Also set to appear are the Keynotes, local group, with negotiations now on to bring in a number of top platter names for the occasion. Braun's assistant, Carol Rathman, has been named teen chairman for the event.

Ike Klayman, head of A.&I. Distributing here, phones in to wax gaga over a new tune, "Forever," which the Little Dippers have cut for the University label. Liberty Records

(Continued on page 34)

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

- BEYOND THE SEA—Bobby DarinAtco
- CANDLESTICKS—Zeno GossM.P.I.
- HELL HAVE TO GO—Jim ReevesRCA Victor
- LITTLE SUSIE, PARTS 2 & 4—Ray BryantSignature
- SETTIN' THE WOODS ON FIRE—Johnny BurnetteLiberty
- SOUND OF MUSIC—Patti PageMercury
- THAT'S THE WAY LOVE IS—Bobby DarinAtco
- TIL TOMORROW—Four AcesDecca
- TRACY'S THEME—Spencer RossColumbia

ALBUMS

- SARATOGA—Original CastRCA Victor

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

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.

...IT'S WHO'S UP FRONT THAT COUNTS

The Billboard, January 4, 1960

M-G-M Hot on Hot 100 With Nine Sides

NEW YORK — M-G-M Records was swinging this week, singles-wise, with nine disks on the Hot 100 chart. With virtually 10 per cent of the top hits in its camp, the label was seen as making its best showing in some time.

CONNIE FRANCIS
AMONG MY SOUVENIRS

MGM 12841

JONI JAMES
LITTLE THINGS MEAN A LOT

MGM 12849

CONNIE FRANCIS
GOD BLESS AMERICA

MGM 12841

CONWAY TWITTY
LONELY BLUE BOY

MGM 12857

TOMMY EDWARDS
(NEW IN)
THE WAYS OF LOVE

MGM 12837

CONWAY TWITTY
DANNY BOY

MGM 12826

MARK DINNING
TEEN ANGEL

MGM 12845

JIMMY JONES
HANDY MAN

CUB 9049

CLYDE MCPHATTER
LET'S TRY AGAIN

MGM 12843



3540 Broadway N. Y. 36, N. Y. JU 2-2000

I see that ROY ORBISON'S UP TOWN

412

will be a
BIG HIT!

She's not so smart....
everybody knows that!



Monument
RECORDS

ONE OF THE **LONDON GROUP** OF HIT LABELS

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



MUSIC AS WRITTEN

• Continued from page 32

is handling national distribution on the platter. Klayman reports a lot of early action on the ditty. . . . Sam Donahue, former big-band leader, moves into Herman Kirschner's Piano Lounge downtown, January 18, for a four-week stand with a quintet which he bowed recently in Las Vegas. . . . Roy Liberto's jazz combo is set for the Sheraton Gibson Hotel's Florentine Room Wednesday thru Saturday (13-16). Sheraton Gibson manager, Jack Schaible, and Barney Rapp, local booker, made a flying trip to St. Louis last Tuesday (5) to set the date. . . . Bill Parsons ("All-American Boy") in town last Tuesday (5) for a visit with Harry and Paul Carlson, of Fraternity Records, before departing for the West Coast, where he plans to put in the next three months working club. . . . The Lester Lanin orchestra Saturday (9) officially opened the winter band season at Milt Magel's Castle Farm, with a host of other names slated to follow in on succeeding Saturdays. Ray McKinley's crew is this Saturday's (16) feature.

Bill Sachs

Nashville

Bill Graham, prexy of local ad agency, Noble-Dury & Associates, is the penner of Eddy Arnold's new RCA Victor single, "Johnny Reb, That's Me." Graham, this section's most successful author of TV jingles, submitted "Reb" to the publishers long before current Civil War kick caught on. It was one of those songs that everybody liked but nobody recorded until Arnold included it in an RCA Victor album and the label then released it as a single. . . . Ron Isle, Nashville youngster who authored current releases of Marvin Rainwater, Tony Bellus and Porter Wagoner, has a new release out on Kenny Marlow's Image label. Sides are "The Day We Marry" and "Love Will Make You Dizzy."

Bradley Studio was jingling last week, with admen in town producing swinging commercials. Ed Carder was in from Ralph H. Jones, Cincinnati; Noel Digby was down from Gardner in St. Louis; Pinky Vidacovich, of Walker Saussy Agency, New Orleans, was in jingling, and William Esty Agency's Don Devor was in from New York doing the same. . . . Columbia's Don Law directed a Johnny Horton session at Bradley's Wednesday night (6), and a Marty Robbins session Sunday (10). . . . Mitchell Torok cut a session at Bradley's Tuesday (5) for the Guyden label. . . . Leroy Holmes was in to a.&r. a Randy Lee session for Everest Records at Bradley's Tuesday (5), and a T. Tommy Cutrer session at the RCA Victor Studio Thursday (7). . . . M-G-M's Jim Vienneau directed a Conway Twitty session at the Bradley Studio Friday (8), and George Jones recorded there for Mercury the last of the week. . . . Decca's Benny Martin is set for a session Tuesday (12) at the Bradley Studio, with a.&r. man, Owen Bradley, directing. . . . Decca's Harry Silverstein has purchased "Timbrook," a hit hopeful by Lewis Pruitt on the Peach label. It was released last week by Decca. Silverstein infos that Anita Kerr Quartet's "Strange Little Melody" is beginning to show action.

Friends of Red Sovine are staging a benefit for him Monday and Tuesday in Memphis. Webb Pierce, Wayne Walker, Mel Tillis, Bill Phillips and Bobby Sykes will appear on the shows. Another benefit for the amiable entertainer is slated for January 17 at Louisville's Armory. Among those who'll face the spotlight at the two Louisville performances are Carl Smith, Minnie Pearl, Brenda Lee, Stonewall Jackson, Johnny and Jack and Kitty Wells, Webb Pierce, George Hamilton IV, Billy Grammer, Bobby Helms, Jimmy Dickens, George Morgan, Carl Mann, Duke of Paducah, Justin Tubb, Stringbean, Cousin Jodie and Alex Houston and the Casuals. The gent who won't be spotlighted on the shows, but who dialed a few phone numbers lining them up is Jim Denny.

Pat Twitty

Hollywood

Warner Bros. Singles Sales Manager Bob Burrell kicks-off the first in a year-long series of promotion tours by hitting Dallas for a week covering radio stations, one-stops and dealers in the Houston-Dallas-Memphis-New Orleans territory. During the week of 18-23 he will similarly cover the Chicago-Detroit area, working out of the label's Windy City branch.

Dot Records reports that its recent "Lawrence Welk Month" sales campaign, during which the label issued 10 stereo and monaural Welk albums, resulted in nearly \$250,000 in sales at the manufacturer level, passing the \$200,000 sales target. Welk will produce an additional 18 packages for Dot during the coming year.

Capitol's Roger Wagner Chorale got a few weeks' rest at its home base here following an exhausting State Department South American tour and now has launched an 80-city tour of the U. S. . . . Rendezvous Records will enter the LP field with an album featuring Ernie Fields on the heels of the latter's successful "In the Mood" single. Album will bear the latter title. Label head Rod Pierce is currently recording Fields' package in Hollywood.

Crystalette Records' Carl Burns plans to increase the label's singles releases during the coming year and is preparing a subsidiary label, Scout, to be launched in the near future. . . . After its success with a standard in Bobby Darin's "Mack the Knife," Atlantic is switching LaVern Baker from her usual rockers to the Latin-spiced oldie, "Manana," Peggy Lee's smash seller of 1948.

Allied Artists is using David Poleri to provide the Enrico Caruso voice in its Ernest Borgnine-Zohra Lampart film, "Pay or Die." . . . Jesse Kaye has acquired all necessary clearances from the various recording companies on the jazz musicians who perform in Metro's "Subterranean," thereby clearing the way for an M-G-M album taken from the film's sound track. Included are Gerry Mulligan, Andre Previn, Shelly Manne, Red Mitchell, Art Farmer, Dave Bailey, Buddy Clark, Russ Freeman, Art Pepper, Bob Enevoldsen and Bill Perkins.

Lee Zhitto.
Copyrighted material

THE
HIT OF
1960

“SETTIN’ THE
WOODS
ON FIRE”

#55222

B/W “KENTUCKY WALTZ”

JOHNNY
BURNETTE



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

FOR THE WEEK ENDING JANUARY 15, 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	10
2		3. INSIDE SHELLEY BERMAN Verve MG V 15003	38
3		2. HEAVENLY Johnny Mathis .. Columbia CL 1351	17
4		5. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists .. RCA Victor LM 6074	7
5		4. LET'S ALL SING WITH THE CHIPMUNKS The Chipmunks .. Liberty LRP 3132	7
6		6. OUTSIDE SHELLEY BERMAN Verve MG V 15007	7
7		9. SOUND OF MUSIC Original Cast .. Columbia KOL 5450	4
8		8. FABULOUS FABIAN Chancellor CHL 5005	3
9		7. THE LORD'S PRAYER The Mormon Tabernacle Choir .. Columbia ML 5386	13
10		15. KINGSTON TRIO AT LARGE Capitol T 1199	30
11		19. SWINGIN' ON A RAINBOW Frankie Avalon .. Chancellor CHL 5004	3
12		11. GUNFIGHTERS' BALLADS Marty Robbins .. Columbia CL 1349	3
13		20. MORE JOHNNY'S GREATEST HITS Johnny Mathis .. Columbia CL 1344	25
14		23. STUDENT PRINCE & OTHER GREAT MUSICAL COMEDY HITS Mario Lanza .. RCA Victor LM 1837	15
15		32. THAT'S ALL Bobby Darin .. Atco LP 33-104	15
16		26. KINGSTON TRIO Capitol T 996	30
17		21. FOR THE FIRST TIME Mario Lanza .. RCA Victor LM 2338	10
18		27. NO ONE CARES Frank Sinatra .. Capitol W 1221	21
19		24. BELAFONTE AT CARNEGIE HALL Harry Belafonte .. RCA Victor LOC 6006	10
20		28. OLDIES BUT GOODIES Assorted Artists .. Original Sound 5-001	17

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		33. PORGY AND BESS Sound Track .. Columbia OL 5410	26
22		31. GYPSY Original Cast .. Columbia OL 5420	26
23		35. SPIRITUALS Tennessee Ernie Ford .. Capitol T 818	9
24		37. FIRESIDE SING ALONG WITH MITCH Mitch Miller .. Columbia CL 1389	3
25		34. SONGS BY RICKY Ricky Nelson .. Imperial IMP 9082	16
26		38. STILL MORE SING ALONG WITH MITCH Mitch Miller .. Columbia CL 1283	39
27		--- NEAR YOU Roger Williams .. Kapp KL 1112	26
28		--- WITH THESE HANDS Roger Williams .. Kapp KL 3030	7
29		--- PARTY SING ALONG WITH MITCH Mitch Miller .. Columbia CL 1331	18
30		--- EXOTICA, VOL. I Martin Denny .. Liberty LRP 3034	34
31		--- FIORELLO Original Cast .. Capitol WAO 1321	1
32		36. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton Gould .. RCA Victor LM 2345	4
33		--- NEARER THE CROSS Tennessee Ernie Ford .. Capitol T 1005	2
34		--- RODGERS: VICTORY AT SEA, VOL. II RCA Symphony Orch. (Bennett) .. RCA Victor LM 2226	35
35		30. CONNIFF MEETS BUTTERFIELD Ray Conniff .. Columbia CL 1346	8
36		--- BLUE HAWAII Billy Vaughn .. Dot DLP 3165	26
37		--- QUIET VILLAGE Martin Denny .. Liberty LRP 3122	19
38		--- CONTINENTAL ENCORES Mantovani .. London LL 3095	17
39		--- FOLK SONGS SING ALONG WITH MITCH Mitch Miller .. Columbia CL 1316	27
40		--- FOUR FRESHMEN AND FIVE GUITARS Columbia T 1255	1

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	94
2		2. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	48
3		3. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	79
4		4. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	89
5		7. GIGI, Sound Track, M-G-M 3641 ST	80
6		6. MY FAIR LADY, Original Cast, Columbia OL 5090	197
7		5. HYMNS, Tennessee Ernie Ford, Capitol T 756	131
8		8. THE MUSIC MAN, Original Cast, Capitol WAO 990	98
9		14. SOUTH PACIFIC, Original Cast, Columbia OL 4180	293
10		11. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	45
11		12. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	59
12		13. FILM ENCORES, VOL. I, Mantovani, London LL 1700	114
13		10. OKLAHOMA! Sound Track, Capitol SAO 595	201
14		9. ELVIS' GOLDEN RECORDS, VOL. I, Elvis Presley, RCA Victor LPM 1885	41
15		16. PETER GUNN, Henry Mancini, RCA Victor LPM 1956	47
16		15. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252	65
17		21. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	52
18		19. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	47
19		25. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	45
20		17. KING AND I, Sound Track, Capitol W 740	168
21		18. WARM, Johnny Mathis, Columbia CL 1078	60
22		20. LATE, LATE SHOW, Dakota Staton, Capitol T 876	52
23		24. GEMS FOREVER, Mantovani, London LL 3032	49
24		23. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	52
25		22. FLOWER DRUM SONG, Original Cast, Columbia OL 5350	49

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. THE LORD'S PRAYER The Mormon Tabernacle Choir .. Columbia MS 6068	9
2		3. HEAVENLY Johnny Mathis .. Columbia CL 8152	16
3		1. HERE WE GO AGAIN Kingston Trio .. Capitol ST 1258	10
4		--- SOUND OF MUSIC Original Cast .. Columbia KOS 2020	1
5		9. FOR THE FIRST TIME Mario Lanza .. RCA Victor LSC 2338	11
6		8. BELAFONTE AT CARNEGIE HALL Harry Belafonte .. RCA Victor LSO 6006	8
7		17. PARTY SING ALONG WITH MITCH Mitch Miller .. Columbia CS 8138	15
8		14. WITH THESE HANDS Roger Williams .. Kapp KS 3030	8
9		23. PORGY AND BESS -Sound Track .. Columbia OS 2016	12
10		12. CONNIFF MEETS BUTTERFIELD Ray Conniff .. Columbia CS 8155	2
11		19. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton Gould .. RCA Victor LSC 2345	10
12		20. QUIET VILLAGE Martin Denny .. Liberty LST 7122	9
13		--- ONLY THE LONELY Frank Sinatra .. Capitol SW 1053	14
14		18. STRAUSS WALTZES Mantovani .. London PS 118	18
15		--- TILL Roger Williams .. Kapp KX 1081	8

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		30. NEAR YOU Roger Williams .. Kapp KS 1112	11
17		--- GYPSY Original Cast .. Columbia OS 2017	16
18		13. FIRESIDE SING ALONG WITH MITCH Mitch Miller .. Columbia CS 8184	2
19		24. EXOTICA, VOL. I Martin Denny .. Liberty LST 7034	18
20		--- FIORELLO Original Cast .. Capitol SWAO 1321	1
21		21. CONTINENTAL ENCORES Mantovani .. London PS 147	15
22		27. MUSIC FOR DINING George Melachrino Strings and Orch. RCA Victor LSP 1000	2
23		25. MORE SONGS OF THE FIFTIES Roger Williams .. Kapp KS 3013	14
24		--- BOUQUET Percy Faith .. Columbia CS 8124	1
25		--- LET'S DANCE AGAIN David Carroll .. Mercury SR 60152	1
26		--- FOLK SONGS SING ALONG WITH MITCH Mitch Miller .. Columbia CS 8118	1
27		--- NEARER THE CROSS Tennessee Ernie Ford .. Capitol ST 1005	1
28		--- SAIL ALONG SILVERY MOON Billy Vaughn .. Dot DLP 25100	1
29		26. MORE SING ALONG WITH MITCH Mitch Miller .. Columbia CS 8043	6
30		--- CONCERT IN RHYTHM Ray Conniff .. Columbia CS 8022	15

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	34
2		2. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	34
3		4. MY FAIR LADY, Original Cast, Columbia OS 2015	34
4		7. GIGI, Sound Track, M-G-M SE 3461 ST	34
5		--- NO ONE CARES, Frank Sinatra, Capitol SW 1221	20
6		9. PETER GUNN, Henry Mancini, RCA Victor LSP 1956	34
7		3. KINGSTON TRIO AT LARGE, Capitol ST 1199	28
8		5. KING AND I, Sound Track, Capitol SW 740	22
9		12. MORE JOHNNY'S GREATEST HITS Johnny Mathis, Columbia CS 8150	21
10		11. TCHAIKOVSKY PIANO CONCERTO #1, Van Cliburn, RCA Victor LSC 2252	29
11		8. GEMS FOREVER, Mantovani, London PS 106	23
12		16. FILM ENCORES, VOL. I, Mantovani, London PS 124	32
13		10. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	32
14		13. OKLAHOMA! Sound Track, Capitol SWAO 595	32
15		14. BLUE HAWAII, Billy Vaughn, Dot DLP 25165	27
16		6. SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	21
17		15. MUSIC MAN, Original Cast, Capitol SWAO 990	30
18		20. TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054	22
19		17. TABOO IN HI-FI, Arthur Lyman, HI-FI SR 806	29
20		18. SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600	21

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOGRAPHIC 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 FordCapitol EAP 1-756
2. Songs by Ricky
Ricky NelsonImperial EP 162
3. Spirituals
Tennessee Ernie FordCapitol EAP 1-818
4. Ricky Sings Again
Ricky NelsonImperial EP 159
5. Heavenly
Johnny Mathis ...Columbia EPB 13511
6. Here We Go Again
Mario Lanza...RCA Victor EPA 4344
7. Warm
Johnny Mathis ...Columbia EPB 10781
8. Nearer the Cross
Tennessee Ernie FordCapitol EAP 1005
9. For the First Time
Mario Lanza...RCA Victor EPA 4344
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

MY LORD WHAT A MORNIN'

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



THE MAGIC OF SARAH VAUGHAN

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



ENCORE OF GOLDEN HITS

The Platters. Mercury MG 20472 — Just about all the Platters top sides are to be found in this collection. Among the "golden" hits included are "The Great Pretender," "Twilight Time," "Smoke Gets in Your Eyes," "The Magic Touch," "Only You," "My Prayer," and others. Powerful merchandise can spark a lot of revival type spins from jocks and certainly figures as brisk sales fodder.



THE EXPLOSIVE FREDDY CANNON

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



Pop Low Price

BACK STREET SYMPHONY

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



Classical

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



Classical

HANDEL: ORGAN CONCERTOS 13-16 (2-12")

Biggs, organ; London Philharmonic Orchestra (Boult). Columbia M2S 611 (Stereo & Monaural)—E. Power Biggs continues his fine interpretations of the organ concertos of Handel with these new recordings. This is the third in the series of twin LP sets, and it's packaged in the same manner. A set that should have strong appeal to the organist's many fans and to collectors of the Handel series.



Folk

EVERY INCH A SAILOR

Oscar Brand. Elektra EKL 169 — Definitely not for the kiddies is this robust set of Navy songs, but it's certain that the several million or so Navy veterans figure as a potential market. These are not the sea chanteys of old, heard on various folk albums, but rather they are modern day efforts, devoted to such as "the ladies of Newport, Norfolk," etc. Young and old salts, present and ex will get the message rapidly, and if the songs don't provide that, the cover will.



SPECIAL MERIT SPOTLIGHTS

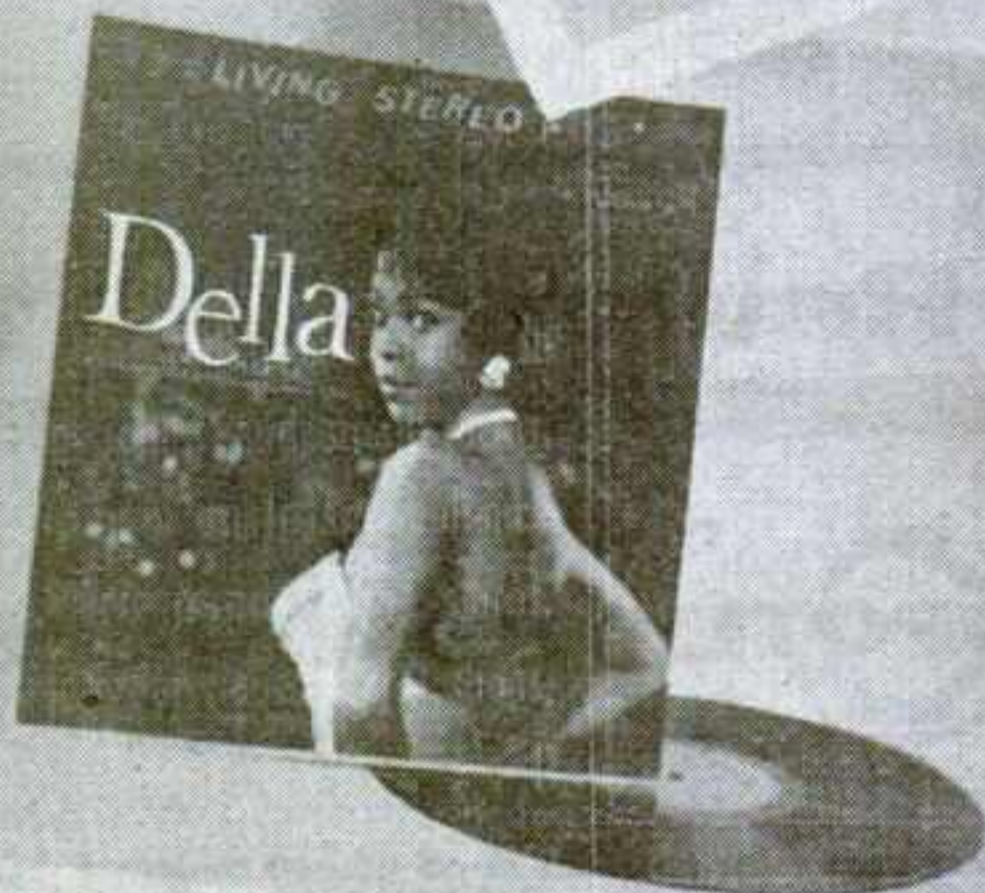
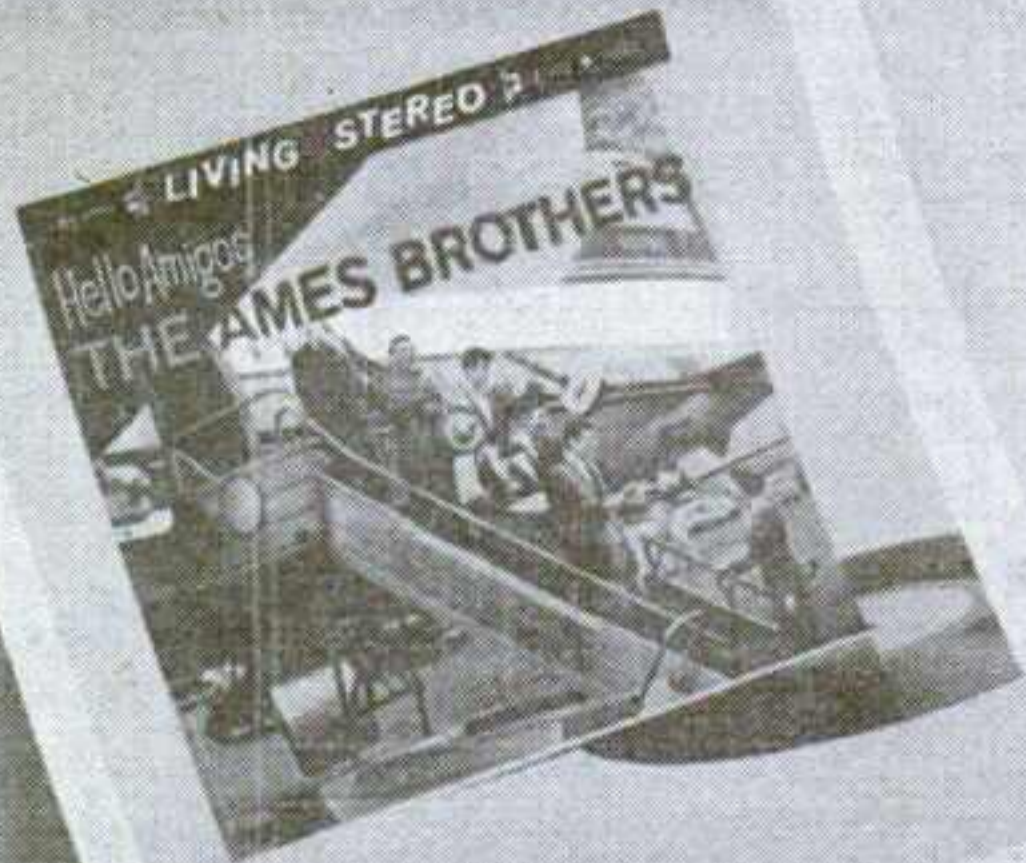
The following albums have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

CLASSICAL

A PIANO INVITATION TO THE DANCE

Ann Schein. Kapp KC 9042 (Stereo & Monaural)—Miss Schein made a strong impression with her first two Kapp albums and proves again that she is a fine artist, offering attractive renditions of short works by Chopin, Bartok, Weber, Bizet, Halffter and Medtner. Her technique is outstanding, and she has a sympathetic approach to works of varying mood and style.

(Continued on page 40)



catch the action...
first hits of the Golden 60's
...new chart-action
albums from RCA Victor

MY LORD WHAT A MORNIN'. LSP/LPM-2022. Harry Belafonte, the greatest folk singer of them all, in an album of spirituals. Another Belafonte best-seller!

HELLO AMIGOS. LSP/LPM-2100. The Ames Brothers. The nation's top male quartet in 17 Latin favorites. Includes AMOR, FRENESI, BESAME MUCHO, others.

TEENSVILLE. LSP/LPM-2101. Chet Atkins, Mr. Guitar, in a pulsating package of rhythm for teen buyers. Includes NIGHT TRAIN, TILL THERE WAS YOU, others.

DELLA. LSP/LPM-2157. Della Reese, whose pop singles are setting the charts on fire, in her first RCA Victor album. THOU SWELL, BLUE SKIES, I'LL GET BY, others.

THE MANCINI TOUCH. LSP/LPM-2101. After two smash "Peter Gunn" albums, Henry Mancini has another winner in this big-band jazz festival!

DOUBLE IMPACT. LSP/LPM-2180. Follow-up to the best-selling "Impact" album. The Buddy Morrow Orchestra presents hot new themes from TV adventure series.

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"The music Harold Arlen has created for 'Saratoga' is simply wonderful."
John McClain, New York Journal American

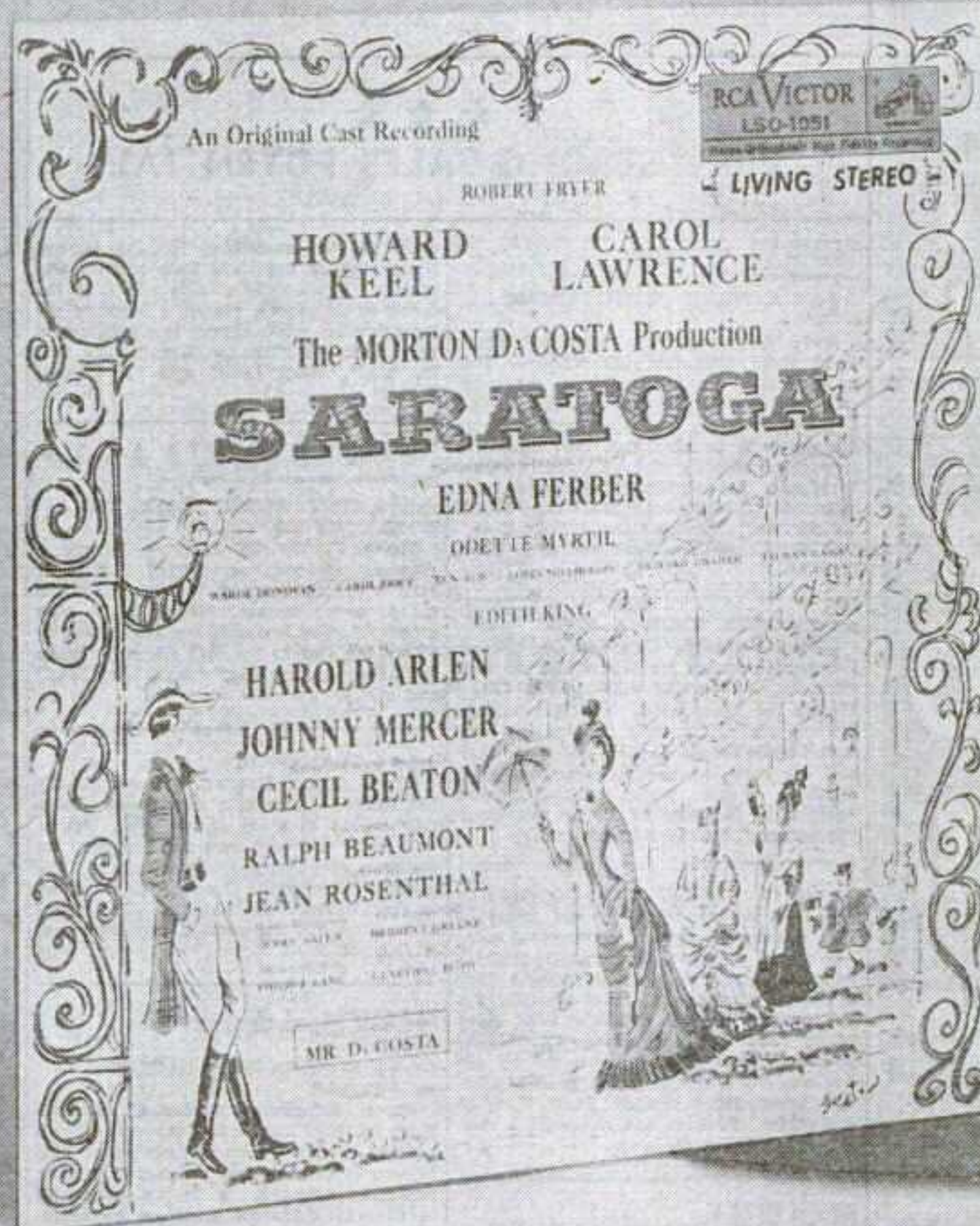
"Johnny Mercer's lyrics are light and beguiling."
Walter Kerr, New York Herald Tribune

"A charming cast...splendid song-and-dance numbers."
John Chapman, Daily News

"Carol Lawrence...danced or sang in 13 of the 19 numbers. And she sparked them all like Fourth of July fireworks."
Robert Coleman, New York Mirror

"Mr. Keel's voice is one of the finest in the Broadway theatres."
Brooks Atkinson, The New York Times

"A large and elaborate musical play loaded with beauty and talent."
Richard Watts, Jr., New York Post



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SPECIAL MERIT SPOTLIGHTS

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

• Continued from page 37

CLASSICAL

THE FESTIVE PIPES

Krainis Recorder Consore. Kapp KC 9034 (Stereo & Monaural)—A delightfully different collection of music deriving from the 13th thru early 18th centuries, as played on recorders with light percussion accompaniment. The difficult part harmony for as many as five recorders makes for a most enjoyable presentation of tunes which mainly are simply rhythmic and joyous. The result not only is novel but has great appeal. Can be recommended as a highly unusual gift item.

CLASSICAL TALENT

CHOPIN

Adam Harasiewicz, Piano. Epic LC 3633 — Harasiewicz, a fine new talent, gives precise but sensitive interpretations to the Chopin mazurkas, studes and nocturnes. The four mazurkas are especially well played. The set has been recorded with taste and excellence and is worth dealer consideration. The repertoire has been duplicated by stronger sales names, but with attention and plugs, this will certainly move.

SPOKEN WORD

HAGOROMO & KANTAN TWO PLAYS OF JAPAN

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

★ ★ ★ ★

VERY STRONG SALES POTENTIAL

POPULAR ★★ ★ ★

★ ★ ★ ★ A NIGHT WITH JEROME KERN

Earl Wrightson, Lois Hunt and Percy Faith Ork. Columbia CL 1386 — This package is a fine follow-up to the same artists' previous LP, "An Evening With Sigmund Romberg." Faith provides richly melodic ork backing for the expressive legit-styled warbling of Lois Hunt and Earl Wrightson. An excellent buy for show-music collectors. Selections include "They Didn't Believe Me," "Smoke Gets in Your Eyes," "All the Things You Are" and other Kern favorites.

★ ★ ★ ★ ONCE UPON A TIME

Johnny Desmond, Columbia CL 1399 — Desmond recreates his World War II days when he was vocalist with the late Glenn Miller's Air Force Band. Nostalgic package features rich Miller-style backing by Norman Leyden's ork. Leyden and more than half his crew on this date were original members of the Miller ork. Expressive warbling by Desmond on "Night and Day," "Symphony," etc. Fine jockey wax.

★ ★ ★ ★ 14 NEWIES BUT GOODIES

Various Artists. Mercury MG 20493 — This can find a market in terms of price—a special "limited time" \$2.98 deal, as well as in repertoire which packages a flock of recent singles hits. For example, the set contains Brook Benton's "So Many Ways," and Dinah Washington's "Unforgettable," in addition to material by the Platters, the Diamonds, Rod Bernard, David Carroll, Boyd Bennett, Sarah Vaughan and others. Package can command a market, especially at the price.

★ ★ ★ ★ DELLA

Della Reese, RCA Victor LPM 2157 — Miss Reese is both lusty and soft and sweet in this well paced grouping of tunes, all of which get superior backing by Neal Hefti. Every tune is a standard, but they range in mood from a free-reined "Lady Is a Tramp," with improvised passages, to a rather straight and pretty "If I Could Be With You." Gal is in good form with these offerings, with a number of nice selections for programming. Cover shot is rather attractive, too.

★ ★ ★ ★ MORE SONGS FROM GREAT FILMS

The Clebanoff Strings. Mercury SR 60162. (Stereo & Monaural) — This is Clebanoff's fourth Mercury LP, and this time his super-lush strings have some brass

added to the ensemble. Nothing jarring, but enough to provide a little contrast and support. The combination is potent in the mood music groove, playing a brace of the most familiar-movie themes in a sentimental vein, including "All the Way," "But Not for Me," "April Love" and "A Certain Smile."

LOW-PRICED POPULAR ★★ ★ ★

★ ★ ★ ★ SING ALONG WITH THE HONKY TONKS

Stereo Fidelity SF 11300 — Here's a pleasant community-sing-styled LP with solid commercial appeal for the low-priced (\$2.98) stereo market. Happy, ad-lib type group warbling on such familiar ditties as "Take Me Out to the Ball Game," "When Irish Eyes Are Smiling," "Auld Lang Syne" and others.

★ ★ ★ ★ FLAMENCO!

Curro Amaya Dancers. Stereo Fidelity SF 12000 — This is a strong new album that should rack up steady sales. It's a well made and well recorded flamenco set featuring the Curro Amaya Dancers. The program is authentic flamenco as presented in Spain's Andalusia province. The sound is excellent and the cover is very attractive. A fine set.

CLASSICAL ★★ ★ ★

★ ★ ★ ★ ROSSINI: THE BARBER OF SEVILLE

Rome Symphony Orchestra (Savino). Kapp KC 9043 (Stereo & Monaural)—Here's another effective album in Kapp's successful "Opera Without Words" series. The familiar music is wrapped up in an expressive instrumental treatment. Excellent for beginning collectors.

★ ★ ★ ★ VIVE LA MARCHE

Detroit Symphony Orch. (Paray). Mercury SR 90211. (Stereo & Monaural) — This is a collection of the more classical march forms rather than the pop-styled selections which have gained a name among stereo and hi-fi fans. Nevertheless, the performance here is less spectacular than some of its march competitors, it is nevertheless delightful listening. Recording, employing the Olympian process, is excellent on such repertoire as Berlioz' "Marche Hongroise," Meyerbeer's "Coronation March," and Saint Saens' "Marche Militaire Francaise." Good listening.

(Continued on page 50)



"Golden eggs, my foot!
This goose lays
JENSEN NEEDLES!"

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- B/WS-1357 THE MOST RECORDED SONGS OF ALL TIME—Buddy Cole
- B/WS-1358 KEEP FIT AND BE HAPPY Bonnie Prudden
- B/WS-1359 COLOSSUS!—Gus Farney
- W/WS-1360 BUT YOU NEVER HEARD GERSHWIN WITH BONGOS Don Ralke and Orch.
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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending January 2

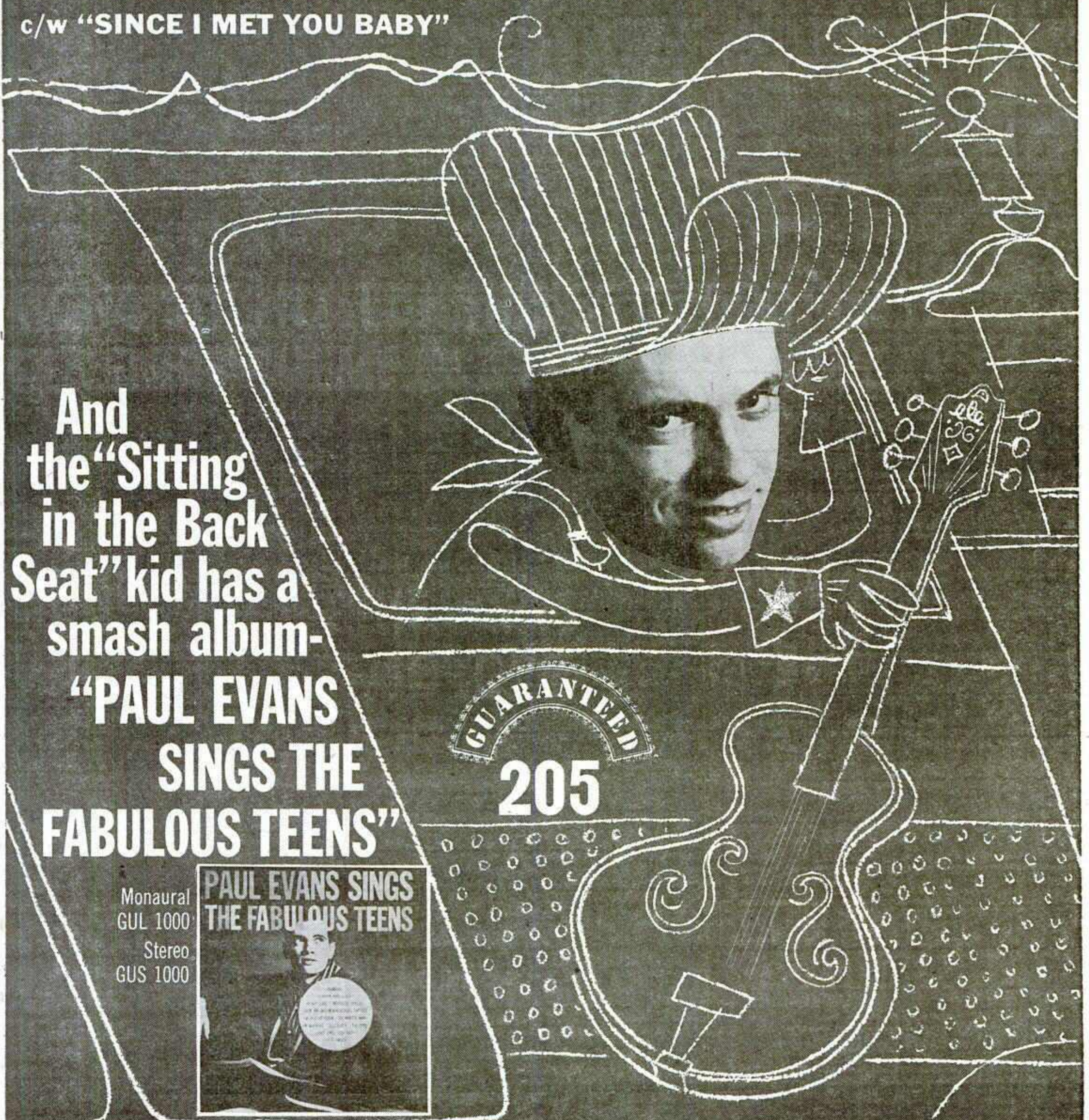
This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Why By Marcucci-De Angelis—Published by Debmar (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1045.	1	6	6. It's Time to Cry By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10064.	8	6
2. El Paso By Marty Robbins—Published by Marty's Music (BMI) BEST SELLING RECORD: Marty Robbins, Col 41511.	2	7	7. Heartaches by the Number By H. Howard—Published by Pamper (BMI) BEST SELLING RECORD: Guy Mitchell, Col 41476. RECORD AVAILABLE: Ray Price, Col 41374.	3	13
3. Running Bear By J. P. Richardson—Published by Big Bopper Music (BMI) BEST SELLING RECORD: Johnny Preston, Mer 71474.	5	4	8. Mack the Knife By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30987; Billy Vaughn, Dot 15444; Australian Jazz Quartet, Bethlehem 11053; Dick Stabile, Dot 15996; Fred Skinner, Mecca 1; Ernie Heckscher, Verve 10193.	7	19
4. Way Down Yonder in New Orleans By Cramer-Layton—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Freddy Cannon, Swan 4043. RECORD AVAILABLE: Louis Armstrong, Dec 28169-70.	6	5	9. Among My Souvenirs 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	5
5. The Big Hurt By Wayne Shanklin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Toni Fisher, Signet 275. RECORD AVAILABLE: Kalesandro, Warner Bros. 5103.	4	7	10. Pretty Blue Eyes By Randazzo-Weinstein—Published by Almino (BMI) BEST SELLING RECORD: Steve Lawrence, ABC-Paramount 10058.	12	5
Second Ten					
11. Hound Dog Man By Pomus-Shuman—Published by Fabulous (BMI) BEST SELLING RECORD: Fabian, Chancellor 1044.	15	6	16. We Got Love By Kal Davis-Bernie Lowe—Published by Kaimana-Lowe (ASCAP) BEST SELLING RECORD: Bobby Rydell, Cameo 169.	11	10
12. Go, Jimmy, Go By Pomus-Shuman—Published by Wills-Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 575.	16	3	17. The Little Drummer Boy By H. Simeone-K. K. Davis-H. Onorati—Published by Mills-Delaware (ASCAP) BEST SELLING RECORD: Harry Simeone Chorale, 20th Fox 121. RECORDS AVAILABLE: Beverley Sisters, London 1862; Johnny Cash, Col 41481; Eric Jay, Bullseye 1021; Henry Snow Singers, Whitehall 30005.	17	3
13. The Village of St. Bernadette By Eula-Parker—Published by Ludlow (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1374. RECORDS AVAILABLE: Toni Arden, Dec 31025; Rosemary June, United Artists 197; Anne Shelton, Epic 9351.	20	2	18. You Got What It Takes By Gordy, Davis & Gordy—Published by Fidelity (BMI) BEST SELLING RECORD: Marv Johnson, United Artists 185.	23	4
14. Teen Angel By JNR-Surrey—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Mark Dinning, M-G-M 12845.	-	1	19. Uh! Oh! (Part II) By Sascha Burland-Don Elliott—Published by Jason (BMI) BEST SELLING RECORD: Nutty Squirrels, Hanover 4540.	10	7
15. Smokie (Part II) By Bill Black—Published by Jec (BMI) BEST SELLING RECORDS: Bill Black's Combo, Hi 2618; Bill Doggett, King 5310.	19	4	20. Sandy By Terry Fell—Published by American (BMI) BEST SELLING RECORD: Larry Hall, Strand 25007.	26	3
Third Ten					
21. First Name Initial By Kalmanoss-Schroeder—Published by Disney (ASCAP) RECORD AVAILABLE: Annette, Vista 349.	-	1	26. Oh, Carol By Neil Sedaka & Howard Greenfield—Published by Aldon (BMI) RECORD AVAILABLE: Neil Sedaka, Vic 7595.	30	12
22. Mr. Blue By Dwayne Blackwell—Published by Cornerstone (BMI) RECORD AVAILABLE: Fleetwoods, Dolton 5.	13	17	27. Scarlet Ribbons By Jack Segal-Evelyn Danzig—Published by Mills (ASCAP) RECORDS AVAILABLE: Harry Belafonte, Vic 0321; Browns, Vic 7614; Kingston Trio, Cap 3970; Enoch Light, Grand Award 1035.	18	7
23. Friendly World By Ken Darby—Published by Robbins, Feist, Miller (ASCAP) RECORD AVAILABLE: Fabian, Chancellor 1044.	21	6	28. Chipmunk Song By Ross Bagdasarian—Published by Monarch (ASCAP) RECORD AVAILABLE: David Seville & the Chipmunks, Liberty 55250.	-	1
24. Not One Minute More By Robertson-Blair-Dinning—Published by Ross-Jungnickel (ASCAP) RECORDS AVAILABLE: Earl Grant, Dec 30983; Della Reese, Vic 7644.	28	2	29. So Many Ways By Bobby Stevenson—Published by Brenda (BMI) RECORDS AVAILABLE: Brook Benton, Mer 71512; Varetta Dillard, Savoy 1153.	25	11
25. In the Mood By J. Garland-A. Razas—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: Andrews Sisters, Dec 28482; Bulawayo Sweet Rhythm Band, London 1491; Hutch Davie, Atco 6123; Ernie Fields, Rendezvous 110; Crazy Otto, Dec 29499; Jerry Gray Ork, Dec 27177; Johnny Maddox, Dot 15045.	24	13	30. I Wanna Be Loved By B. Knight—Published by Hilliard (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5614.	-	4

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

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c/w "SINCE I MET YOU BABY"



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 GUS 1000



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UNANIMOUS TOP PICKS OF THE WEEK!

The Music REPORTER

January 4, 1960

MUSIC VENDOR

January 4, 1960

THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

January 4, 1960

The Cash Box Pick of the Week

January 9, 1960

& 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

- *LUCKY DEVIL Carl Dobkins Jr.
(Sequence, ASCAP) Decca 31020
- *LET'S TRY IT AGAIN Clyde McPhatter
(Wemar, BMI) M-G-M 12843
- *LITTLE THINGS MEAN A LOT Joni James
(Feist, ASCAP) M-G-M 12849
- BACIARE, BACIARE Dorothy Collins
(Southern, ASCAP) Top Rank 2024

- *HARLEM NOCTURNE The Viscounts
(Shapiro-Bernstein, ASCAP) Madison 123
- WHAT IN THE WORLD'S COME OVER YOU Jack Scott
(Peer Intl., BMI) Top Rank 2028
- *TRACY'S THEME Spencer Ross
(Devon, BMI) Columbia 41532
- *LET IT BE ME The Everly Brothers
(Leeds, ASCAP) Cadence 1376

C&W—No selections this week.

R&B—No selections this week.

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

BUBBLING UNDER THE HOT 100

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

1. 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. THE HAPPY MULETEER.....Ivo Robic, Laurie
6. TOO MUCH TEQUILA.....The Champs, Challenge
7. TIME AFTER TIME.....Frankie Ford, Ace
8. CLAP YOUR HANDS.....The Wheels, Folly
9. AM I THAT EASY TO FORGET!.....Debbiq Reynolds, Dol
10. SINCE I MADE YOU CRY.....The Rivas, Coed
11. NO ONE (CAN EVER TAKE YOUR PLACE).....Sam Cooke, Keen
12. ETERNALLY.....Sarah Vaughan, Mercury
13. HOW WILL IT END.....Barry Darvell, Colt 45
14. WALTZING MATILDA.....David Carroll, Mercury
15. WALTZING MATILDA.....Jimmie Rodgers, Roulette

HOT 100: A TO Z

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REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:



SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

BOBBY DARIN



BEYOND THE SEA (Harms, ASCAP)—THAT'S THE WAY LOVE IS (Portrait, BMI)—Both sides are from the singer's LP, "That's All." They are strong follow-ups to his big "Mack the Knife," and either could register just as strongly saleswise. They're done along similar lines to his current click. **Atco 6158**

DINAH WASHINGTON & BROOK BENTON



BABY (YOU'VE GOT WHAT IT TAKES) (Meridian-Play, BMI)—I DO (Meridian-Play, BMI)—The artists team up for powerful outings on two likely big tunes. Top side is blues-ballad. Flip is a slower ballad with strong, teen-appeal lyrics. Ork support on both complements strongly. **Mercury 71564**

LaVERN BAKER



SHAKE A HAND (Angel, BMI) — Manana (Criterion, ASCAP)—The thrush revives "Shake a Hand," the old Faye Adams click, with a hit sound. It has gospel overtones, and her delivery is first-rate. She also handles the flip, Peggy Lee's hit of some years ago, with pep and verve. Either side can score. **Atlantic 2048**

THE PLATTERS



SLEEPY LAGOON (Chappell, ASCAP) — HARBOR LIGHTS (Chappell, ASCAP)—Tony Williams offers strong lead reading on both the pretty oldies, and the group comes thru with listenable harmonies in support. The disk is their strongest in a while, and it could be a big two-sider. Both are done as lush rockaballads. **Mercury 71563**

CHUCK BERRY



LET IT ROCK (Arc-Berry, BMI)—TOO POOPED TO POP (Arc, BMI)—Berry has two items—either of which can move out for big coin. "Let It Rock" is an up-beat blues rocker in the style of some of his past big hits. Flip is a novelty type about an old gent who thinks he's a kid. Watch 'em! **Chess 1747**

THE ISLANDERS



BLUE RAIN (Volkwein, ASCAP) — The group has a strong sequel to "Enchanted Sea." The pretty, haunting theme is presented along similar lines with sound effects of rain, wind, etc. Flip is "Tornado," (Volkwein, ASCAP). **Mayflower 18**

SAM COOKE



NO ONE CAN EVER TAKE YOUR PLACE (Kags, BMI)—A solid effort by Sam Cooke. The artist rocks to a fare-thee-well on a side that should have wide appeal for dancing and listening. This can go. Flip is "T Ain't Nobody's Bizness," a tune from the vaudeville era. (Pickwick, ASCAP). **Keen 82111**

NAT KING COLE



TIME AND THE RIVER (Arch, ASCAP)—WHATCHA' GONNA DO (Comet, ASCAP)—A pair of interesting and contrasting sides. First up is a handsomely done new ballad which gets a warm reading. Flipside finds Cole in a return to his instrumental side with a smart, rocking piano reading of a tune he penned himself. Smart sides both. **Capitol 4325**

THE PASSIONS



THIS IS MY LOVE (Audicon, BMI)—I ONLY WANT YOU (Audicon-Tampico, BMI)—The group could score again via either of these rockaballads. On both the lead comes thru with fine readings, and he gets good group assists. Both remind of their previous hit, "Just to Be With You." **Audicon 105**

PERRY COMO



DELAWARE (Gunston, ASCAP)—Como has a bright novelty that can be a big side. The lyrics use the names of States to form an interesting story, and the tune is catchy and clever. Flip is "I Know What God Is," a lovely inspirational theme. (Leeds, ASCAP). **RCA Victor 7670**

TERESA BREWER



PEACE OF MIND (Famous, ASCAP)—The thrush sells the familiar hunk of material with warmth over a strong arrangement. Tune has a country flavor. It could break loose. Flip is "Venetian Sunset," (Wemar, BMI). **Coral 62167**

LITTLE RICHARD



I GOT IT (Venice, BMI)—BABY (Venice, BMI)—The frantic chanter has two rockers that can grab coin in pop and r.&b. marts. Both get his vigorous approach, and peppy band backing pushes him all the way. **Specialty 681**

THE VIRTUES



VAYA CON DIOS (Ardmore, ASCAP)—BLUES IN THE CELLAR (Aqua, BMI)—The Virtues have two solid contenders. "Vaya Con Dios" gets a rocking treatment with guitars, brass and tenor sax featured. "Blues in the Cellar" is an infectious blues that can also score well. **ABC-Paramount 10017**

(Continued on page 47)

the only hit version
is on RCA Victor!

JIM REEVES'

HE'LL HAVE TO GO

47/7643



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



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 45

Pop

THE HARRY SIMEONE CHORALE

ONWARD CHRISTIAN SOLDIERS (Shawnee, ASCAP) - The Simeone choir styles the old religious tune in an arrangement similar to that used for 'The Little Drummer Boy.' The results are highly effective and listenable, and they could have another winner. Flip is 'Climb Ev'ry Mountain,' (Williamson, ASCAP). 20th Fox 174

Religious

RAY VERNON

HERE WAS A MAN (Andral, BMI) - AND THERE WAS LOVE (Andral, BMI) - Vernon has two recitations with religious messages that are warmly delivered over simple organ backing. His readings are sincere and alluring. They have much the quality of 'Deck of Cards.' Pop jocks will find either side an item worth whirles. Ray Vernon 1

Rhythm & Blues

MUDDY WATERS

I FEEL SO GOOD (Mellin, BMI) - Waters shouts a fine blues about his baby comin' home. Persistent, down-home backing helps on the knowing vocal. Strong fodder for r.&b. sales. Flip is 'When I Get to Thinking,' (Arc, BMI). Chess 1748

B. B. KING

SWEET SIXTEEN (PARTS I & II) (Modern, BMI) - A wonderful blues in a slow, sneaky tempo gets a fine instrumental build-up on part one with King stepping in midway with a feelingful reading. Side two sticks to much the same insistent pattern. It can also move for pop sales. Kent 330

SPECIAL MERIT SPOTLIGHTS

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

POP DISK JOCKEY PROGRAMMING

ALFRED NEWMAN ORK

'TIL TOMORROW (Sunbeam, BMI) - POLITICS & POKER (Sunbeam, BMI) - The Newman ork serves up two fine instrumental settings of tunes from 'Fiorello!' 'Politics and Poker' gets a colorful Viennese waltz treatment. 'Til Tomorrow' is presented as a lovely waltz. Both are quality programming sides. Capitol 4332

JO STAFFORD

EVERY NIGHT WHEN THE SUN GOES IN (Hanover, ASCAP) - YOU'RE STARTING TO GET TO ME (Cahn & Van Heusen, ASCAP) - The lark gives out with her usual excellent warbling on two tasty performances. 'Every Night' is from her latest album, and she presents the ballad-blues warmly with fine ork support from Paul Weston. 'You're Starting' is a smart tune that is also handed a listenable go. Spins will please. Columbia 41335

101 STRINGS

ROMEO & JULIET (Chesdale, BMI) - SWINGIN' AT IGORS (Chesdale, BMI) - The string group styles two themes from classical works in lush, rockballad style. Top side is from a Tchaikovsky opus. The flip is based on a Borodin melody. They're both programmable sides that should go well with listeners. Somerset 145

POP TALENT

THE SCOTT BROTHERS

STOLEN ANGEL (Starling-Dora, BMI) - KEEP LAUGHING (Starling-Dora, BMI) - The group bows with impressive warbles on two noteworthy sides. 'Stolen Angel' spots a belting vocal by the lead with fine group backing. Tune is a Latinish rocker. Flip, 'Keep Laughing,' is a novelty blues rocker that also comes in for a good outing. Ribbon 6905

★★★★

VERY STRONG SALES POTENTIAL

GOOGIE RENE

★★★★ FOREVER - CLASS 264 - A slow, simply arranged melody with the piano striking interesting chords leading to a mighty pretty choral vocal. A fine deejay side. (Tree, BMI)

★★★★ EZ-ZEE - A solid blues with the Rene touch heard to great advantage on the organ. Chorus is heard here with a nice, easy-going vocal. Another mighty spinnable side. (Records, BMI)

JIM LOWE

★★★★ DRESS REHEARSAL - DOT 16046 - Cute spiritual-type rocker states that this life is only a dress rehearsal for that big show in the sky. Lowe registers strongly on the happy item. (Trinity, BMI)

★★★★ HELL HAVE TO GO - Tune is currently big for Jim Reeves. Lowe renders the countrish waltz nicely over light ork and chorus support. This can still come in for heavy loot. (Central Songs, BMI)

GLORIA LYNNE

★★★★ BE MY LOVE - EVEREST 19326 - A big orchestral flourish starts things off here with a dramatic reading by Miss Lynne. This is the tune that was a big hit for Mario Lanza a few years back. A nice side. (Miller, ASCAP)

★★★★ MY PRAYER FOR YOU - A slow and pretty ballad with celestial overtones of love. Gal again is on an attractive, dramatic-styled kick. Either side here has a chance. (Noma, BMI)

THE BOBBETTS

★★★★ I CRIED - GALLANT 1006 - A rocker with a lot of bounce and a touch of church style in the vocal. Lead chantress and the voicing thrushes do a fine job. Exciting sound. (XXX, BMI)

★★★ Oh My Papa - The hit of some years back gets a reading which has a well-marked rhythm, violin licks and a fresh-sounding vocal. (Shapiro-Bernstein, ASCAP)

NINA SIMONE

★★★★ MOOD INDIGO - BETHLEHEM 11057 - A swingin' up-beat reading by the thrush of the standard. It's backed by the jazz-styled rhythm section. (Gotham, ASCAP)

★★★ Central Park Blues - Interesting counterpoint piano by Miss Simone on a blues theme. (Broadcast, BMI)

THE BANNERS

★★★★ SALES TALK - M-G-M 12862 - Catchy ditty with clever lyric is wrapped up in solid vocal stint by group. Teen-appeal side. (E. H. Morris, ASCAP)

★★★ Fortune Teller - Melodic theme is chanted in attractive blendship by group. (Mayfair, ASCAP) DICK JACOBS

JOHNNY CASH

★★★★ I LOVE YOU BECAUSE - SUN 387 - Cash ties into a fine ballad which employs a big chorus. A very pretty side, well chanted and it can pull coin. (A-cuff-Rose, BMI)

★★★ Straight A's in Love - A cute, sneaky little rhythm tune. It's a good song idea and again Cash gives it a good ride. (Knox, BMI)

DICK JACOBS

★★★★ SONG OF EXODUS - CORAL 62168 - Attractive tune with a retentive flavor is handed a big-styled vocal and ork reading by the Jacobs crew. It has a bit of Hebraic gospel flavor. It could grab action. (Bayer, ASCAP)

★★ I Love You 6-8 Time - Novelty march item is handed a snappy reading by the Jacobs crew. It could get spins. (Southern, ASCAP)

★★★★

GOOD SALES POTENTIAL

THE CARNATIONS

★★★ Casual - FRATERNITY 863 - A down-type instrumental blues. Good, low-down horn and guitar team up for a solid danceable instrumental in eight-to-the-bar rhythm. A fine box side. (Ridgeway, BMI)

★★★ Red Wing - The old story about the Indian maid is revived here in rocking instrumental style. Side has vocal hoots and hollers, Indian-style, in the background, to lend interest and choruses modulate continually upward in key. A spinnable effort. (Shawnee, ASCAP)

The correct label for "What Good Would It Be" b/w "I'm Afraid the Masquerade Is Over," a Spotlight for Jimmy Scott in last week's issue of The Billboard, is Sharp, and not Savoy, as previously listed.

JOHNNY MOORE

★★★ San Antonio Rose - RENDEZVOUS 115 - The oldie gets a smooth instrumental outing from the crew. Tenors and guitars carry the line. (Bourne, ASCAP)

★★★ Bullfrog - Instrumental rocker features twangy guitars and a honking tenor in a Latinish framework. It can sell. (Foresito-Mardon, BMI)

LITTLE DANE & MASON

★★★ When You Make Your Wish - MERCURY 71551 - The trio sells this ballad smoothly over a warm arrangement. Spinnable side. (Hilliary, BMI)

★★★ That International Rag - The Berlin oldie is given a bright reading by the boys. Good jockey side. (Berlin, ASCAP)

LORRIE WAYNE

★★★ Until Tomorrow - DALE 115 -

Light, multi-track piping by gal on pretty ballad with interesting backing. (Republic, BMI)

★★★ Like I'm in Love - Showmanly thrushing, multi-track style, by canary on bouncy r.&r. item. (World - Sheraton, ASCAP)

NICK DARROW

★★★ Defenseless - EVEREST 19323 - Nice outing by Darrow on a countrish tune. He gets a good male chorus assist. Side has a chance. (Sito, BMI)

★★★ Run Joe - The Louis Jourdan hit of a few years ago gets a peppy reading by Darrow. Good novelty side that could come back via this new version. (Cerio, BMI)

JEAN SAMPSON

★★★ Lucky in Love - COLUMBIA 41554 - Young thrush bows on the label with a bright reading of the standard, backed by a handclapping beat. Gal has a sound, and the side has a chance to happen. (DeSylva, Brown & Henderson, ASCAP)

★★★ Act Like a Lover - Attractive new tune is sung happily here by the thrush over sharp support by the Frank De Vol Ork. Two good sides. (Fairway, BMI)

THE PANICS

★★★ You're Driving Me Crazy - ABC-PARAMOUNT 10072 - The Panics play the oldie in quiet fashion except for some screwball sounds that finally degenerate into pure chaos. It's a funny waxing from the group's album that could get lots of spins. (Bregman, Vocco & Conn, ASCAP)

★★★ Heartaches - The Panics play this with a few gags and a talking-laughing bit on the part of a dancing couple that ends in an uproar. Two amusing sides. (Leeds, ASCAP)

SKEETS McDONALD

★★★ Where You Go (I'll Follow) - COLUMBIA 41556 - The country singer handles this tender ballad with feeling over traditional backing. He sells it well. (Pamper, BMI)

★★★ Check to Check With the Blues - A novelty rocker is sung brightly by the chanter. It has a chance to grab some loot. (Moss-Rose, BMI)

INES TADDIO

★★★ Signore - DECCA 31014 - Italian styled ditty is handled with warmth by the thrush helped by Mediterranean backing. Good novelty. (Rilato Verlag, BIEM)

★★★ Immer Nur Du - The German thrush sells this pretty item peoned by Dominic Modugno sweetly over a big ork backing. (Leeds, ASCAP)

KEN STEWART

★★★ Remember Forever - ARROW 741 - Catchy ditty with r.&r. tempo, is sung attractively by Stewart. Merits spins. (New Hope, BMI)

★★★ Stay Away From Me - Haunting theme is warbled effectively by Stewart. (Graphic, BMI)

MARY MEREDITH

★★★ Teen Sleighride - STRAND 25010 - Driving rocker with a lilt is sold brightly by the ork and the beat is a good one. This has a chance. (Shapiro-Bernstein, ASCAP)

★★★ Swingin' Sleighbells - Mary Meredith and his orchestra perform this happy melody in nice fashion. Instrumental may get spins. (Shapiro-Bernstein, ASCAP)

TOMMY TUCKER

★★★ Miller's Cave - HI 2054 - Tucker offers a thoughtful vocal of this folkish tune much in the deep-throated style of Johnny Cash. Vocal group works with him. It's a good side with the message much in the country vein. (Jack, BMI)

★★★ The Strangers - Another strongly folk-oriented ditty about a stranger who bies into town. Interesting arrangement - in the tradition of "Ghost Riders," moves from major to minor key. (Jec, BMI)

ROSEMARY CLOONEY & JIMMY BOYD

★★★ Dennis the Menace - COLUMBIA 41547 - The company is re-issuing this dishing to cash in on the success of the TV film series "Dennis the Menace." Could get spins. (Santly-Joy, ASCAP)

ROSEMARY CLOONEY

★★★ I Only Saw Him Once - Lovely tune, originally issued a few years ago when Rosie was on the label, still holds up a pretty recording by the thrush. (Kramer-Whitney, ASCAP)

(Continued on page 51)

2 Sided Hit!

"EZ-ZEE" b/w

"FOREVER" #2664

Class Records HOLLYWOOD

Best Selling Sheet Music in U. S.

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

Table with columns: This Week, Last Week, Weeks on Chart, and list of 15 songs including 'Mack the Knife', 'Mr. Blue', 'Why', etc.

Best Selling Sheet Music in Britain

(For week ending January 2)

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

Table with columns: This Week, Last Week, Weeks on Chart, and list of 20 songs including 'What Do You Want to Make Those Eyes at Me For?', 'Sitting in the Back Seat', etc.

Best Selling Pop Records in Britain

(For week ending January 2)

Table with columns: This Week, Last Week, Weeks on Chart, and list of 20 songs including 'What Do You Want to Make Those Eyes at Me For?', 'Emile Ford', etc.

The Billboard HOT C & W SIDES

FOR WEEK ENDING JANUARY 10. TITLE, Artist, Company, Record No.

Table with columns: This Week, One Week Ago, Two Weeks Ago, Three Weeks Ago, and list of 30 songs including 'El Paso', 'Same Old Me', 'There's a Big Wheel', etc.

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REALLY ROLLING! Wilma Lee & Stoney Cooper THERE'S A BIG WHEEL Hickory 1107

TOMMY COLLINS "WRECK OF THE OLD 97" b/w "YOU BELONG IN MY ARMS" Cap. 4327 CENTRAL SONGS, INC.

'I WAS WRONG' JERRY BUTLER abner 1030

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



The New Pop, R&B, Spiritual Label

JIMMY "I'M AFRAID THE MASQUERADE IS OVER" b/w
SCOTT =100 "WHAT GOOD WOULD IT BE"

DRINK "COLD, COLD RAIN" b/w
SMALL =101 "I LOVE YOU, ALBERTA"

KIP "OH MY LINDA" b/w
ANDERSON =102 "TILL ALL YOUR LOVE IS MINE"

LITTLE SYLVIA "LITTLE BOY"
and "I'LL ALWAYS BE IN LOVE WITH YOU"
THE RAY-O-VACS =103

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The officers and board of directors of the Country Music Association will hold their next quarterly meeting at the Captain Shreve Hotel, Shreveport, La., Friday and Saturday, February 12-13. . . . Chief Dyson, who recently launched Oklahoma City's only exclusive country and western music shop, the Record Ranch, has set up his own c.&w. label, Del Records. The address is the same as that of the Record Ranch, 121 S.E. 44th Street, Oklahoma City. Dyson kicked off his new label with two releases, "Wasting Time" b.w. "Play That Song Again," with Kent Harrison on vocals, and "I Lose Again" b.w. "Things That Might Have Been," as done by Billy Guitar. Deejays samples are available by writing to Dyson at the above address. Guitar mans the turntables at Oklahoma City's c.&w. station, KLPR.

Jim and Jesse and the Virginia Boys, together with the Louvin Brothers, Charlie and Ira, Monday (11) begin a two-week personal-appearance tour of Florida, Georgia, Alabama and Mississippi. Jean Osborn, of P. O. Box 801, Lynn Haven, Fla., is new president of the Jim and Jesse Fan Club. . . . Bill Hower pilots "Polecats Jamboree," heard each Monday, Wednesday and Friday over WTOR, Torrington, Conn. . . . Red Brigham displays his wares each Saturday over WLNA, Peekskill, N. Y. . . . Comedian Lew Childre is having an every-week crack at the nationwide TV audience this month, appearing each Saturday on "Jubilee U. S. A." from Springfield, Mo.

Jim McConnell, head of Top Talent, Inc., Springfield, Mo., is making the Ohio State fair managers' meeting in Columbus this week as part of a six-week booking trip. He is also carded to make the fair meetings in Detroit, January 17-19; Harrisburg, Pa., January 20-21, and Springfield, Ill., January 24-26. . . . The Hillsdale Hillbillies, heard regularly over WNCC, Barnesboro, Pa., and WCPA, Clearfield, Pa., have been donating much of their time in recent weeks in doing shows for crippled children, hospitalized veterans and prison inmates.

Bill Lowery, National Recording Corporation chief, phones in from his Atlanta headquarters that Johnny Sea's new NRC release, "Nobody's Darling But Mine," is catching on like a house afire and in two major spots, Chicago and Milwaukee, is spilling over into the pop charts. . . . A c.&w. package featuring Johnny Horton, of "Louisiana Hayride"; Hawkshaw Hawkins and Jean Shepard, of "Grand Ole Opry," and Bill Browning and His Echo Valley Boys, of WWVA, Wheeling, W. Va., pulled a full house at the high school auditorium in Greensburg, Pa., New Year's Eve. Carly Miller, of "World's Original Jamboree," handled the emcee chores while doubling on bass with the Echo Valley lads.

Clyde Beavers, until recently deejay for Johnny Bailes on the Jim Denny-Webb Pierce Station WJAT, Swainsboro, Ga., has been named manager of WBRO, Waynesboro, Ga., recently acquired by Denny and Pierce. Beavers launched "Peach State Jamboree" at Nancy Auditorium, Swainsboro, New Year's Eve with a show comprising Johnny Ferg, Chuck Goddard, Johnny

Bailes, Jaybee Wasden and Beavers, plus local talent. The show will be presented once a month, Beavers says. He reminds artists and diskeries that the station is desperately in need of wax. . . . For her first album on the Capitol label, Rose Maddox has re-recorded a collection of her past hits. Lending musical and vocal services to the packages are her brothers, Cal and Henry, who were a part of the original family act, the Maddox Brothers and Rose.

For his new Capitol album, "Blood on the Saddle," Tex Ritter dips into the legend of the Old West for 12 representative Western folk tunes. . . . The Eligibles, pop singers, have chosen an assortment of Western-style songs for their first Capitol album, "Along the Trail." . . . Following their guest appearance on the "Rebel" series on ABC-TV January 3, Johnny Cash and the Tennessee Two embarked on a tour that will find them in Harve, Mont., January 12; Great Falls, Mont., 13; Helena, Mont., 14; Bozeman, Mont., 15; Missoula, Mont., 16; Spokane, Wash., 17; Sioux City, Ia., 27; Scott's Bluff, Neb., 28; Omaha, Neb., 29; Wichita, Kan., 30; Kansas City, Kan., 31; Topeka, Kan., February 1; Dallas, Tex., 6; Hammond, Ind., 14; Grand Rapids, Mich., 18; Hancock, Mich., 19; Lansing, Mich., 20, and Saginaw, Mich., 21.

Keeping country music alive and popular in Central Pennsylvania are Jim Daughenbaugh and His Allegheny Hilltoppers, Bill Selvage and His Cavaliers, the Rhythm Rascals, Pete Wasilko and His Song Spaders, and Wick Marsh and His Country Gentlemen. . . . A bluegrass group billed as Sonny Bowers and His Pennsylvania Mountain Boys are currently airing over WITT, Lewisburg, Pa.

With the Jockeys

Effective the first of the year, KLLL, Lubbock, Tex., adopted a policy of 100 per cent country and western music. The Corbin Broadcasting Company have been operating 80 per cent c.&w. music since acquiring the station May 1, 1958. To go 100 per cent c.&w., KLLL dropped its rock 'n' roll seg heard daily at 4 p.m., and its Spanish-language show heard daily from 5-6:30 a.m. Station's deejay line-up comprises co-owners Glenn (Sky) Corbin, general manager, and Ray (Slim) Corbin, program director; Hippockets Duncan and Waylon Jennings. The lads invite all country and western artists and diskeries to put them on their lists for sample platters. . . . Mack Rains, of WEZJ, Williamsburg, Ky., puts out a plea for country and gospel records, promising to play all he can lay his hands on.

Cowboy Phil, of WHJB, Greensburg, Pa., was released from Jeannette Hospital there New Year's Day after being confined 52 days following an operation for the removal of his right knee cap. . . . Linda Lou Stone, of Station WKBO, Harrisburg, Pa., typewrites as follows: "Please help me by sending out an S.O.S. for country music records for my show, 'Country Music Jamboree.' Out of the Top 30 Hot c.&w. sides listed in The Billboard, there are 17 I do not have, including the records in the No. 1 and 2 spots. Any help will be greatly appreciated."

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and
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from
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3 "AWARD" WINNING SMASHES 3

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(Penned by Brook Benton)

b/w

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• Beat of the Week—Music Vendor

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"GO GO JUMBO" | "CHINATOWN ROCK"

"Scoop of the Week"— Peacock 1690 35,000
Music Reporter JUST RELEASED Sold First 5 Days

The Cash Box—Award of the Week

LITTLE JR. PARKER'S
"BELINDA MARIE" | "DANGEROUS WOMAN"

Pop Hop DUKE 315 45,000
JUST RELEASED Sold First 5 Days

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• Reviews and Ratings of New Albums

LOW-PRICED JAZZ ★★★

★★★ CONTINENTAL JAZZ
Les Cinq Modernes. Stereo Fidelity SF 11000—The title of this LP apparently derives from the foreign origin of most of the tunes, and may be more interesting than an ordinary title for an album, featuring a pretty good little West Coast jazz combo. The quintet, of which pianist Pete Jolly is the best-known name, also has reed man Paul Horn sitting in for this session and they produce neat little versions of such numbers as "Volare," "Petite Fleur," "Sorrento" and "Arrivederci Roma." Not too far out even for non-jazz fans.

LOW-PRICED POPULAR ★★

★★ THE GOOD OLD SONGS
Porter Heaps, Organ. Harmony HL 7221 —Porter Heaps plays dozens of tunes on the Hammond in a style that calls out for people to join in with the vocals. Among the tunes: "Bill Bailey," "Billy Boy," "Tavern in the Town," "Take Me Out to the Ball Game," "Over the Waves," and many others. Old fashioned theme is carried out by the cover which shows a trio on a bicycle built for three. Set has some rack possibilities.

LOW-PRICED SPECIALTY ★★

★★ 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.

RELIGIOUS ★★★

★★★ THE TOUCH OF HIS HAND
Tony Fontaine. RCA Victor LPM 2093—At one time a pop singer, tenor Tony Fontaine turned to a life in the ministry following a miraculous escape from death in an auto accident. Here, in his first LP, he renders warm, devoted and emotional readings of a dozen gospel songs. Soft organ, piano and an occasional grouping of brass and wind instruments are heard in the backing. Meaningful performances are worthy of attention.

• Reviews of New Pop Records

Continued from page 47

★★★ GOOD SALES POTENTIAL

BABETTE BAIN

★★★ Dream Date — RENDEZVOUS 114
—Soft warble by the thrush on a Latinish ballad-type. Smooth delivery. Side might attract with exposure. (Lizann-Mardon, BMI)

★★ Dutch Treat — Chick is telling of a date who always makes it "Dutch." Moderate-beater should attract some spins and sales. (Algrace, BMI)

BRAD LEEDS

★★★ Teenage Love Is Born — SIGNATURE 12021 — A concerto type piano and a big chorus and string section back this spirited ballad effort by Leeds. Leeds has a nice, legit sound. (Leeds, ASCAP)

★★ I'm Walking Behind You — A slow, triplet-backed reading of the old hit by Eddie Fisher. Leeds attempts a few vocal slides and gimmicks which are not too effective. Flip would rate an edge. (Leeds, ASCAP)

TONY AMARO

★★★ Heart and Soul — STACY 920 — Tony Amaro sings the standard with some feeling and lots of gimmicks that could help it get spins. His style is in the pattern of Johnny Mathis. (Famous, ASCAP)

★★ Please Stay With Me — The singer comes thru with a good reading of a big-styled rocker that could get some action. Two interesting sides by the lad. (Hawk-Garnoll, BMI)

RUDY WEST

★★★ The Measure of My Love — KING 5305 — West has a high, delicate vocal quality, similar to that of Clyde McPhatter. He has a nice sound on this slow ballad of dedication. Full of profound thoughts which may have appeal. A talented cat. (R-T, BMI)

★★ This Is Something Else — A bit more on the upbeat side, this is still in the rockaballad category and it's handed a pleasant reading. (R-T, BMI)

JOHNNY HENSLEY

★★★ Shaggin' — KIP 402 — Johnny Hensley and his combo come thru with a rip-roarin' instrumental reading of a wild rocker that moves. Could get coins. (Hi-Lo, BMI)

★★ Please Try to Love Me — Hensley and the Evans Sisters handle this slow ballad in fair fashion. (Hi-Lo, BMI)

DORSEY BURNETTE

★★★ Tall Oak Tree — ERA 3012 — Light, bright rocker receives a happy reading by Burnette over a solid rhythm backing. This could get some action. (Bamboo, BMI)

★★ Juarez Town — Interesting story tale is sung with emotion by the chanter over Mexican-styled support. (Sherman-DeVoron, BMI)

JIMMY FORTUNE

★★★ Don't Tell Me Not to Love You — DECCA 3132 — A soft and delicate ballad reading by Fortune. He sings against a bank of strings with the gentle triplets heard in the backing, along with a chorus. Spinnable. (Pickwick, ASCAP)

★★ Be Mine — This has a touch of the old round, "Row Row Row Your Boat," then it moves into a blues bridge. Fortune handles it well, and a chorus works with him. (Melody Trails, BMI)

CHARLEY DANIELS

★★★ Robot Romp — HANOVER 4541 — A repetitive rocker by Daniels, a good rockability. It's all about a new dance called the Robot Romp. Good rhythm here. (Mellin, BMI)

★★ Rover Had a Party — Same tempo, same rock framework as the flip. This side the message is about a frantic rock and roll party held by a bunch of mutts. It's a blues and it could find some novelty appeal. (Mellin, BMI)

THE VAN DYKES

★★★ I Don't Know What to Do — DECCA 31036 — A group blues rocker in medium tempo. The group has some of the feeling of the Coasters. Fair chances. (Shapiro-Bernstein, ASCAP)

★★ Better Come Back to Me — Another medium beater, also done much in the Coasters style. (Shapiro-Bernstein, ASCAP)

NICKY DE MATTEO

★★★ Suddenly — GUYDEN 2024 — Rockaballad, chanted well, to a modified triplet figure and violin arrangement plus a chorus. (Maurice, BMI)

★ I Couldn't Sleep a Whisk Last Night — A ballad with violin backing prominent in the arrangement. Adequate. (Robbins-Harms, ASCAP)

★★ MODERATE SALES POTENTIAL

THE QUAKER NOTES

★★ Canadian Sunset — IMPERIAL 5647 — A rockin' instrumental version of the Eddy Heywood hit of a couple of seasons back. The side features harmony honking saxes in the lead spot. Good dance wax for the jukes. (Meridian, BMI)

★★ Frantic Flip — A pounding rhythmic riff by the group, again with the horns spotted prominently in the arrangement. More danceable wax. (Lowell, BMI)

HAROLD AUSTIN ORK

★★ Jesse's Ideas (Parts 1 & 2) — ATLAS 1205 — The Harold Austin crew, featuring guitar and clarinet and rhythm, sell this slight rocker neatly here. It has a sound and a beat, and on side two it has an occasional spoken word here and there and some bright sounds. Could cull some juke loot. (MacAvery, BMI)

(Continued on page 52)

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'MIGHTY HIGH'

b/w

'Organ Grinder's Swing'
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ASCAP Consent Order Okayed

Continued from page 2

Fred Fox, posed what he called an alternative. He argued that one-third of the total membership, numerically, was opposed to the decree, and he urged further negotiation which might produce a document satisfactory to a larger percentage of the membership. All that could be lost is a little time, he said, adding that the extent of dissatisfaction is a newly-found fact brought to light by the balloting. Judge Ryan answered that complete unanimity was not to be hoped for. He expressed surprise at the large number who did vote affirmatively, and added that the matter was not irrevocable; that two impartial supervisors and the Justice Department would exercise a continuing interest; and that the present plan does not necessarily have to be the final plan.

Horsky in answer again pressed for further negotiation. According to his analysis of the vote only 56 per cent of the membership expressed approval; but Ryan was not swayed. Arthur Dean for

ASCAP stated his belief that the Decree was the best which could be obtained.

Lee Eastman, representing the Current Writers Committee, stated he did not agree with Dean relative to the latter's remarks about ASCAP's encouragement of young writers. Eastman said his clients oppose the new Consent Order and prefer to return to the 1950 Decree. Sidney Rothstein, representing Barney Young, argued for rejecting, claiming that the weighted vote does not reflect true sentiments of the members. Ryan answered the weighted vote was a measure of the members' product. Ryan added that the new decree was an improvement, and that in his view the antitrust division fulfilled its purpose.

Adams Gratified

In a statement following Ryan's approval and designation of Judge McGeehan and Senator Ives, ASCAP president Stanley Adams said: "ASCAP commends these distinguished citizens on their willingness to serve. We believe they will make a distinct contribution to the musical life of the nation in which the members of ASCAP play such an important part." Adams voiced his gratification at the vote, terming it a vote of confidence by the members. He said: "Under the new Decree ASCAP will continue as a progressive organization constantly re-examining its procedures and making changes wherever and whenever they will benefit the Society's entire membership. . . ." He commended the work of General Attorney Herman Finkelstein and Special Counsel Arthur H. Dean.

A representative of the Justice Department also stated his view that it was proper for Adams to comment in the campaigning, on the possibility of the Society's dissolution in the event of a negative vote. This tack had been branded as intimidation by Roosevelt.

Haley Comets

Continued from page 2

pulled away a strong-selling artist from another firm. Haley is currently climbing the charts with his current Decca release, "Skokiaan." He had been on the Decca label for the past five years and gave it some of its top selling singles including "Shake, Rattle and Roll," "See You Later, Alligator," "Rock Around the Clock," and "Joe's Song," among others. Haley reportedly is a strong seller in the foreign market and is claimed to have been the first artist to surpass the million sales mark in Great Britain.

Warners is hailing the Haley acquisition as one of the most important developments in the label's growth. Firm's prexy Jim Conkling had stated earlier that 1960 will see a record number of top name artists move to the WB roster. Haley will be recorded in New York in the immediate future both in singles and album material.

In the meantime, Warners is rushing the Trapp Family package into release this week. It is backing up the album with a major merchandising campaign under supervision of merchandising director Joel Friedman. Included will be point-of-sale material, special displays, national mag ads, deejay coverage and personal appearances plugging the package.

DJA Meet Set

Continued from page 4

in effect help to clear the name of the deejay profession as a whole.

In line with this, the DJA recently issued a statement of policy with reference to the Congressional Committee of Legislative Oversight's investigations of the broadcasting and disk industry.

Suggestions Welcome

Expressing approval of the investigations and offering the DJA's co-operation "in all ways" to the Harris committee, the Association's statement said: "We would welcome guidance and suggestions from the Harris Committee and from any other interested parties to assist DJA in its major objective of maintaining and improving the standards of its members. The number one item on the agenda for our first annual membership meeting is the drafting of a DJA Code of Ethics, to be presented to the membership for adoption."

Also in the planning stage for the March meet is a program providing for 10 stations to supply 60 minute tapes of their most outstanding deejay programming. Representatives of these outlets would set up separate consultation rooms and invite jockeys to drop in and discuss individual programming problems.

Payola Pot

Continued from page 2

tors, \$80; Peacock Records, \$50; King Records, \$25.

Execs Away

While execs of most of the firms were reported by their switchboards as being away, Herb Kole, sales manager of King, inquired about the amounts paid by others ostensibly to support Benson's survey and to advertise in his magazine. Then he remarked that he was pleased that his \$25 contribution was the smallest on the list.

Benson was quoted as saying, "I won't hide behind the Fifth Amendment. What I'm doing is perfectly legitimate."

When Howard Miller's name entered the current hoop-la, Miller pointed out his partnership with Salstone has been on file with the FCC. He owns 55 per cent of WFOX, the remainder owned by Salstone. They paid \$157,500 for the station. Miller added that M-S, an indie distributor, depends on r.&.r. singles for its main business. The station is committed to a "good music" policy, playing no r.&.r. He guessed that labels distributed by M-S occupied 3 per cent of the station's air time, the bulk of the plays being album material from the majors.

Imperial Meets

Continued from page 2

Imperial's Eastern sales rep Randy Wood will attend both meetings.

Eight Midwestern Imperial distributors will attend the Cleveland gathering while 12 from the Eastern sector will be present at the New York City session. Purpose of the meetings is to unveil Imperial's new product, discuss merchandising and promotion of the line. They will also afford an opportunity for in-person discussions with the label's artist and repertoire department.

New Angel Disk

Continued from page 2

identical to that used by the Capitol Club: choice of four monaural albums for \$1.97 and \$2.97 for stereo product; member agrees to buy a minimum of six packages during a 12-month period and will receive a free album for each two albums purchased after that. Choice is made from a group of 24 albums.

Reviews of New Pop Records

Continued from page 51

★ ★

MODERATE SALES POTENTIAL

RON CUMMINS

★★ **Always Together** — ENRICA 1004 — Attractive rockabilly is wrapped up in plaintive vocal stint. (Enrica, BMI)

★★ **High Heel Shoes (With Pointed Toes)** — Bouncy r.&.r. item is sung in okay style. (Enrica, BMI)

PAM BEARD

★★ **My Second Date** — DYNASTY 641 — Sweet thrashing on a tune with teen-appeal lyric. (Miller, ASCAP)

★★ **Oh Why** — Competent chanting by gal on a routine ballad. (Miller, ASCAP)

MARTI BARRIS

★★ **Crazy Shoes** — CALENDAR 1 — The thrush sells a hip piece of material in pleasant fashion. (Marti, ASCAP)

★★ **I Cried Myself to Sleep** — Marti Barris performs this new ballad in fair style, helped by double tracking. (Leeds, ASCAP)

TOMMY DOWLING

★★ **There But for the Grace of God Go I** — FELSTED 8595 — Tommy Dowling handles this somewhat pretentious effort in fair style over okay backing. (Parakeet, ASCAP)

★★ **Love** — The chanter sells a tune based on the familiar Puccini melody from "Madame Butterfly," in okay fashion. (Parakeet, ASCAP)

LITTLE PATTIE RUSSO

★★ **A Letter to You Dear God** — RAE COX 103 — Touching piping by young thrush on okay inspirational-type ballad. (Rae-Cox-Cooke, BMI)

★ **I Wish He'd Notice Me** — Bouncy ditty sung in routine fashion. (Enrica, BMI)

Country & Western

★ ★ ★ ★

AL TERRY

★★★★ **Passing the Blues Around** — HICKORY 1111 — The country singer comes thru with a good reading of an up-tempo weeper as he tells about his heartaches since his girl has been gone. Good side. (Acuff-Rose, BMI)

★★★★ **Watch Dog** — Bright rhythm effort is handed a good go by the singer. Both sides should appeal in the pop and country markets. (Acuff-Rose, BMI)

★ ★

LEON HOLMES

★★ **Tears on My Pillow** — PEACH 730 — Cigarettes in the ashtray, bottles empty and dry . . . that's the plaint of this unhappy broken-hearted cat. Traditional country weeper fare sung in okay style by Holmes. (Peach, BMI)

★★ **Dreams Come True** — A mournful weeper ballad, sung in traditional country style, for fair effects. (Peach, BMI)

Rhythm & Blues

★ ★ ★ ★

JAMES BROWN & THE FAMOUS FLAMES

★★★★ **I Know It's True** — FEDERAL 12369 — Brown sings with great passion and soul on a slow blues, Twin horn accompaniment sounds nice. Side has a real gospel feel, and it can get excitement in the traditional areas. (Wisto, BMI)

★★★★ **I'll Go Crazy** — Another strong gospel-type blues side by Brown, who works with a male chorus in support. Has a persuasive sound. (Wisto, BMI)

Latin American

★ ★

DOMINGO SANTOS

★★ **Marina** — MIRIMAR 2030 — Strictly for the Latin market is this late cover version of the current hit. It's done by an instrumental group with a chorus vocal. (Maxwell, BMI)

★★ **Copacabana** — A pleasant Latin rhythm effort with a male lead supported by the mixed chorus.

Spiritual

★ ★ ★

THE GLOVERTONES AND REV. WILLIE GREEN

★★ **Didn't It Rain (Parts 1 & 2)** — ENRICA 122 — Rev. Willie Green and the Glovertones come thru with a pleasant reading of a traditional group of hymns over organ backing. The girls support the Reverend well. Side two becomes very fervid. May appeal in the field. (PD)

Old R&B Hits Pan Gold

Continued from page 4

years, "Blanche" continues to be a steady seller for the label.

The significance, sales-wise, of r.&.b. "standard" in today's pop singles market is reflected in a statement by Herb Albert, who operates the Byhoff Brothers' Record Center in Brooklyn. Albert comments: "During slack seasons the old r.&.b. hits are often the margin between profit and loss."

The dealer also said that if he were to compile a list of his current top-10 best-selling singles he would have to include "Earth Angel," "In the Still of the Night," "Blanche" and "Tonight Tonight," a 1957 waxing by the Mello Kings on Herald.

Collector's Items

Some of the old r.&.b. hits are so popular that deejay Pete (Mad Daddy) Myers, WNEW, New York, reports one New York record store is selling the oldies "at several times the original price, as collector's items." Myers had a top-rated r.&.b. show on WNEW, Cleveland, before he joined WNEW this year.

Also some of the labels are inactive today as far as new releases are concerned, the old hits continue to bring in sizable sales returns for them. For example, Baton Records is still coining considerable money on four old hits — two 1955 disks by the Rivileers — "A Thousand Stars" and "I Love You for Sentimental Reasons"; "Lonely Nights" by the Hearts (1955), a 1956 waxing "In the Chapel" by Ann Cole.

Some of the long-time sellers have also changed labels. For in-

stance, "1,000 Miles Away," by the Heartbeats was released in 1956 on the Hull label. Later Rama bought the master and when that firm became inactive, Roulette took over the platter.

Other popular r.&.b. pop "standards" include "Story Untold" and "Ship of Love" by the Nutmegs on Herald, two 1955 releases; the Platters' "The Great Pretender," "Magic Touch" and "My Prayer" (all 1956 releases) on Mercury; Fats Domino's "Going to the River" (1953), "Ain't It a Shame" (1955) and two 1956 disks, "I'm in Love Again" and "Blueberry Hill" on Imperial; Little Richard's "Tutti Frutti," "Rip It Up" and "Long Tall Sally" — all 1956 products — on Specialty; Chuck Berry's "Maybelline" ('55) and "Roll Over Beethoven" ('56) on Chess; the Moonglows' "Sincerely" and "Most of All" ('55) and "Seesaw" ('56); the Midnighters' "Work With Me Annie" and "Sexy Ways" (1954) on Federal; Sonny Til and the Orioles' "Crying in the Chapel" (1953) on Jubilee; plus sides by Ruth Brown, Frankie Lymon, Faye Adams, LaVern Baker, and others.

Many of the consistent r.&.b.-pop singles sellers, of course, are also available in LP's. (See The Billboard's page one story last week.)

A list of 150 currently strong r.&.b. disk hits—including record numbers and original release dates—will be carried in The Billboard's "Spring Spotlight on Record Programming" special, February 29 issue.

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Ala. State Fair Names Soucy Mgr.

McIntosh Becomes Secy., Consultant; Expansion of Operations Planned

BIRMINGHAM—R. H. (Dick) McIntosh, general manager of the Alabama State Fair for many years has been named consultant to and secretary of the board, and Edward A. Soucy, his assistant of the past two and a half years, has been appointed his successor as operating head of the fair.

The appointments were announced by Bedford Seale, chairman of the Alabama State Fair Authority, which operates the fair, following a Monday night (4) meeting of the authority's seven-member board.

The elevation of McIntosh to the

newly created post of consultant to the board will free him to take a larger part in making policies and planning new fields of services, Seale said.

The authority is reported as planning to expand its activities to include the establishment and operation of two kiddielands and to assume the development and operation of a tourist-type recreation area in Birmingham.

In commenting upon his new position, McIntosh said, "I am happy to take a larger part in the Authority's policy-making and to assist in making long-range plans."

McIntosh had served as the fair's general manager for many years. He was both general manager and co-owner for some years before the authority purchased the fairgrounds 14 years ago and he served as general manager ever since the authority assumed the operation.

Soucy had retired from the FBI, with which he had been a resident agent in charge, before he joined the fair as McIntosh's assistant. During 1959, the fair gave him a six-month leave of absence to enable him to head up the Southeastern Business Opportunities Exposition, a show held here in cooperation with various branches of the armed services.

Choreographer Edith Barstow Dies in Fla.

SARASOTA, Fla.—Edith Barstow, choreographer for the Ringling-Barnum Circus, died here Thursday night (7) of a brain hemorrhage. She was 53. She was a dancer in the 1920's with her brother, Dick, and had worked in clubs and on the stage prior to coming to the circus. With Ringling for about 10 years, she assisted her brother in staging the show. The Barstows had come to Ringling as assistants to John Murray Anderson.

They also had staged numerous other stage, TV and special shows and did movie work. They staged "New Faces" on Broadway, handled General Motors' Motorama shows, and did other work for 20th Century-Fox and the Hilton Hotels. They returned to Ringling this year after a hiatus and had begun rehearsals on Monday (4). Survivors include her brother, also with the circus.

'59 MINNESOTA STATE FAIR CHALKS UP \$78,152 PROFIT

ST. PAUL—The '59 run of Minnesota State Fair showed a profit of \$78,152.85 on total receipts of \$1,374,822.34, Doug Baldwin, secretary-general manager, announced at the annual board meeting here Tuesday (6).

Baldwin pointed out that operating expenses of \$1,296,669.49 was nearly \$53,000 greater than for the previous year, but substantially under the budget set for the 1959 run. Thus, the \$78,000 gain was greater than anticipated in the budget, altho smaller than the \$97,000 profit of 1958.

Official attendance for the '59 fair was 1,129,738, fifth successive year it passed the million mark. Despite the dip in admissions from the '58 total of 1,193,661, receipts from grandstand shows, Royal American Shows and special attractions such as "Dancing Waters" were ahead of the previous year. Treasurer R. C. Sorenson reported a cash balance at the end of the November 30 fiscal year of \$311,847.79. Total resources, including value of land and buildings, were fixed at \$9,833,081.95.

Charles Christianson, Roseau, was elected president of the fair. He succeeds C. A. Moore, Hutchinson. Robert R. Andrews, Minneapolis, was re-elected first vice-president; Baldwin was re-appointed secretary and general manager, and Sorenson re-named treasurer.

Albin Johnson, Fertile, succeeds Christianson on the board. Three other directors renamed are Stan Muckle, Owatonna; Fred S. (Tom) Lammers, Stillwater, and Birney C. Wilkins, Brainerd.

CRISTIANI CIRCUS TO PLAY OHIO STATE FAIR 8 DAYS

Contract Up For Approval; Side Show Set

COLUMBUS, O. — Cristiani Bros. Circus will play in front of the grandstand at the Ohio State Fair August 26-September 2. Details of the contract have been worked out by Roland Bishop, manager of the fair, and Tom Parker, agent for the circus. The State Board of Control was to pass on the proposal late last week.

This will be the first fair to be played by the Cristiani show. At Ohio, they will be following last year's appearance there of Roy Rogers.

The circus will appear for all eight nights plus four afternoons. The other four afternoons will be devoted to horse races. It is certain that the circus will open on Friday night, first day of the fair, and play afternoon and evening over that weekend. Horse racing will be proposed for the afternoons on Monday thru Thursday, with a chance of this schedule being changed slightly. Circus equipment will be taken down for races and then replaced for the night shows.

In a new twist for circuses at fairs, the Cristiani Side Show will

RB REHEARSES; '60 SHOW BOWS AT MONTGOMERY

SARASOTA, Fla. — Ringling-Barnum circus began rehearsals last week for its 1960 edition. The show will play a stand at the Miami Beach Exhibition Hall, starting January 23, but will use the 1959 show. The 1960 show first will be seen at the Alabama Coliseum at Montgomery, February 5. Prospects are that the new train will be ready for use some time after the New York engagement.

stay in operation by being located near the grandstand at the edge of the midway. The show's menagerie and Side Show will be combined into one attraction for this location. Cristiani has offered to do three street parades for the fair and that is pending. In addition, circus acts will be showcased at noon each day of the run from a location on the State-house grounds downtown.

Circus will work under an agreement providing for a guarantee against a percentage and will aid in promotion and publicity on the engagement.

Reading Fair Eyes Pari-Mutuel Vote

READING, Pa. — With the legalization of pari-mutuel harness racing in Pennsylvania (The Billboard, December 28), no time has been lost by Reading Fair in filing for one of the four licenses to be issued.

Directors of the event voted unanimously last week to get the wheels rolling toward putting the matter before Berks County voters in the April 26 primary. At least 5,000 signatures are required on petitions before the following question is put on the ballot:

"Do you favor the location of a harness-racing plant with pari-mutuel betting in this county?"

The fair has a half-mile track on its Muhlenberg Township grounds. The 72-acre layout is leased to the Berks County Agricultural and Horticultural Society for conduct

of the fair and related activities. Reading Fair Company is comprised of 1,300 shareholders.

\$2 Mil. Job Envisioned
John Giles, fair president, estimated it would take more than \$2,000,000 to properly convert the facilities for mutuels. The 3,500 seating capacity, for one thing, would have to be expanded to about 20,000. Some structures would have to be disposed of, to provide parking for an additional 5,000 cars.

The petitions must be certified to the county election board by February 26, 80 days prior to the election. Final determination on whether Reading gets one of the four licenses will rest with the three-member State Harness Racing Commission, still to be appointed by Governor Lawrence. The enabling bill was signed by him December 22.

Minneapolis Auto Annual Adding Dean

MINNEAPOLIS—Singer Jimmy Dean was booked for the final two days of the nine-day Upper Midwest Auto Show which opened last Saturday (9) at the Minneapolis Auditorium. Band leader Xavier Cugat and singer Abbe Lane starred in the stagershow opening two days of the show. The four Lennon Sisters took over Monday (11) for five days as headliners. Comedian Jack Durant also is being featured in the stagershow.

This is the first time since the
(Continued on page 64)

Season Starts April 2; Key Cities Booked

CHICAGO — Cristiani Bros. Circus will open its new season April 2 at Jacksonville, Fla., and later in the tour it will play repeat dates in Milwaukee and Cleveland among other cities. This was announced last week by Tom Parker, general agent. He also announced a sell-out date for the Abbott Laboratories in North Chicago, Ill.

Simultaneously, it was announced by General Manager Lucio Cristiani in Sarasota that Tony Diano's menagerie has been contracted for the Cristiani circus this season. This will give Cristiani 15 elephants including Diano's large male tusker. Also included are giraffe, hippo, rhino and other major animals. Diano and Cristiani also revealed they will go to Rome to scout new animal acts.

The show's opening stand at Jacksonville will be at the 'Gator Bowl parking lot. In Milwaukee the show will be under auspices of the Knights of Columbus and the lot will be the Wisconsin State Fairgrounds which the show used two years ago. Last year it was at the County Stadium lot. In both Cleveland and Milwaukee, the show has contracted for two-day stands. Cristiani also will play Norfolk, as previously announced. Parker said he is busy with plans for an extended season in which he will use an augmented press department and new ad art.

The show also is contemplating addition of new parade floats and a number of new trucks.

Means to Act In Chair at Mass. Meet

PITTSFIELD, Mass. — The duties of Massachusetts Association of Fairs president will not be filled by Harry Storin at this month's meeting, due to his being laid up with a back ailment. Storin writes that he has arranged for Augustine Means of the Topsfield Fair, current association vice-president, to act for him.

FLORIDA STATE FAIR INKS DALE ROBERTSON SHOW

TAMPA—Dale Robertson, headliner of TV's "Tales of Wells Fargo," will be the grandstand headliner at Florida State Fair here, February 2-13.

Robertson will head a package to be titled "Dale Robertson and His Wells Fargo Western Show." It will give either 16 or 17 performances during the fair's run, J. C. Huskisson, fair manager, announced.

Besides Robertson, the show will offer Leon McAuliffe and his orchestra; Le Grade Twins, Australian bull-whip artists and guitarists; Jose De La Torree, Mexican roper, working from a horse; Johnny Matson, emcee, and other acts.

Contract for the show was closed here Wednesday (6) by Eldred Stacy, Music Corporation of America, Chicago.

The fair last year presented the Roy Rogers and Dale Evans Show as its grandstand attraction, and the troupe piled up a gross of \$96,000, an all-time record for the fair.

Indiana Assn. Will Pick Champ Fair

Samuel Molter Elected President; Royce Named Veep, Barnet Secy.-Treas.

INDIANAPOLIS—The Indiana Association of County and District Fairs will award a trophy to the grand champion county fair of the 1960 season, the award to be made at the 1961 convention to be held in the Hotel Severin here January 1-3. The decision to conduct this contest was made here Monday (4) at the 40th annual convention of the association.

Entry blanks will be sent to all member fairs and four will be selected for the finals to be held at next year's banquet.

Samuel E. Molter, Goodland, was elected 1960 president of the association, moving up from the vice-president post to succeed Hal L. Royce, Austin. Ed Harvey, Princeton, was named vice-president and Robert L. (Bob) Barnet, Muncie, was re-elected secretary-treasurer. As outgoing president, Royce was named a director at large and Frank Green, Portland, succeeded Dr. D. E. Mangas on the board. Holdover directors are William (Babe) Thomas, Logansport; Curtis W. Russell, North Vernon, and Joseph L. Quinn Jr., Terre Haute.

Insurance Talk

One of the high points of the meeting was a discussion on "Responsibilities and Liabilities of Fair Board Directors," with Alvin C. Cast, Cast Insurance Company, Kentland, as moderator. On the

panel were Robert Aurelius, St. Paul Fire & Marine Insurance Company, and William Wood, Hartford Accident & Indemnity Company.

F. R. Wilsey, West Lafayette, Ind., spoke on "A New Thrill Show for Your Fair," but the address was not on auto stunt shows. He described the success of a demonstration team from Purdue University that had shown tractor safety at some 40 fairs during '59. It was announced that a team will be sent out by Purdue to demonstrate safe methods of operating corn pickers.

A series of convention workshops were conducted under the chairmanship of C. Blaine Hays Jr., assisted by Don Davis, publicity director of Indiana State Fair. Davis presided at the discussion on publicity and Hays on the fair treasurer panel. Mrs. Forrest Elliot conducted one on fair secretaries and Francis Overstreet on concessions.

Over 300 turned out for the Tuesday evening banquet where Gov. Harold W. Handley was the key speaker. Crawford F. Parker, lieutenant-governor and director of agriculture, introduced the members of the State fair board, and Deborah Smith, Miss Indiana State Fair for 1959, was the official convention hostess. A floor show followed the roast beef dinner.

LATIN FAIRS LUSH ONES, MARKS QUIPS

NEW YORK — Carnival operator John Marks is making the most of his Latin American tour and, from his communiques, has not lost his sense of humor. "Attending all the fair meetings here," he pens from Panama. "Venezuela and Panama are over, and we are heading for the next meeting in Colombia. Lima and Buenos Aires to follow."

"The Buenos Aires State Fair has an attendance of 10,000,000 on kids' day. We will attend the fair meeting in Rio where the fair lasts 30 days. All these fairs run from January thru March. Plenty of good still dates here but the cigars are \$20 a box."

"So far there is no competition here but if all my competitors learn of this, and come down, then I'll have to stick it out in the States next year. So please tell them."

Seattle Expo Federal Post To H. M. Shine

WASHINGTON — Philip M. Evans, Acting U. S. Commissioner for the Century 21 International Exposition to be held in Seattle, has announced the appointment of Henry M. Shine Jr., of Dallas, as executive director of the Commerce Department's staff for the 1962 exposition.

Shine will supervise planning, development, construction and operation of exhibits in the proposed U. S. science exhibit. He will work with the Commerce Department's science and design co-ordinators.

Congress has appropriated \$9,000,000 for the science exhibit and building at the six-month international show. Show is designed as a preview of life in the next century. Eighty-four nations have been invited to participate with scientific, cultural or commercial exhibits.

Named Prez For 7th Term

YORKTON, Sask. — Norman Roebuck was elected to a seventh term as president at the annual shareholders' meeting of the Yorkton Agricultural and Industrial Exhibition Association.

Vice-presidents are Harvey Wood and J. W. Norman, and secretary-manager is Bert Hepburn. Sam Doods is honorary president.

The association has been in operation since 1909 and prior to that it was an agricultural society which had put on fairs from 1885.

Vancouver Lists Advance Bookings For New Building

VANCOUVER, B.C.—Advance bookings for the Queen Elizabeth Theater here include:

Stan Kenton Orchestra, February 6; Jose Greco, February 17; Canadian Players in "The Devil's Disciple," March 2; Shelley Berman, March 5; Joyce Grenfell, March 17; British Columbia Music Competition Festival, March 21-26; Dominion Drama Festival, May 16-21, and "The Music Man," June 27-July 2.

TALENT ON THE ROAD

AGVA Talent Showcase Results in Bookings

The weekly Monday showcasing of talent in Chicago by the American Guild of Variety Artists apparently has clicked beyond expectations. Since its inception on November 23, some 95 per cent of the acts appearing on the Monday evening program at the Chez Paree have received further bookings, according to Ernie Fast, head of the Chi AGVA office. George Carl and Arlene, who appeared at the first night revue, are now at the Chez for a three-week engagement with Jan Murray. Each Monday at 10:30 p.m. between regular shows at the nitery, six professional acts voted by a special board of reviewing agents as most likely to hit the big time, are showcased. As a plus attraction, an emcee, usually a local notable, is added. Thus far they've included Forrest ("Music Man") Tucker; Irv Kupcinet and Herb Lyon, local columnists; Jack Brickhouse, sportscaster, and two disk jockeys, Howard Miller and Dan Sorkin. Other names that have augmented the program have included Dave Gardner, Benny Baker, Bobby Breen, Stepin Fetchit, Professor Irwin Corey, Japanese thrush Reiko, Alan Mowbray, Constance Towers, George Shearing, Janet Arlen, Gateway Singers, Charlie Manna, Ish Kabibble, Nick Noble, and the Rhythm Kings.

Rex Allen has signed for two more rodeos, according to his personal manager, Mickey Gross. The Western performer and his horse, Ko-Ko, are set for the Black Hills Roundup, July 3-5, and the Jasper (Tex.) Rodeo, May 11-14. Rex and Mickey plan to be at the Rodeo Cowboys' Association gathering in Denver, January 11-14. . . . Pam Garner is currently doing a two-weeker at Ye Little Club in Beverly Hills, Calif. Upcoming plans call for an album for Columbia. . . . Red Foley and Snooky Lanson teamed up on the former's January 9 TV-er, while Molly Bee was the guest the week previous. . . . Upcoming show at the Chez Paree in Chicago includes Tony Bennett, Phil Ford and Mimi Hines and the Step Brothers, opening January 15.

TV Showcase: Set for the January 12 "Arthur Murray Party" are Dick France, Imelda De Martin, Paul Wallace, Laurie Peters, Buzz Miller and Ellen Rae, Judy Johnson, Merv Griffin and Betty Ann Grove. . . . Same night Dean Martin will have Nanette Fabray, Fabian and Andre Previn on the "Startime" seg. . . . "Telephone Hour" on January 29 will feature Ethel Merman, Beatrice Lillie, Benny Goodman and Ray Bolger. . . . Red Skelton has invited Edward Everett Horton and Dick Foran for his January 19 program. . . . Perry Como and Bing Crosby will join forces February 29 and March 16 for the first time. Crosby's sons are also scheduled to appear, providing Gary's throat clears up. . . . Bob Hope's show on January 13 will be films of his Alaska holiday jaunt and feature Steve McQueen, Frances Langford, Jerry Colonna, Neile Adams, Tony Romany, Skinnay Ennis and ork and Jayne Mansfield. *Charlie Byrnes*

NEW BUILDINGS

West Palm Beach Fair Preps Grounds, Program

WEST PALM BEACH, Fla.—When the South Florida Fair & Exposition opens its nine-day run here January 22, it will present what is, in effect, a brand-new fairgrounds.

Two new buildings will be completed for a total of five permanent structures. New this year is an exhibit hall, 60 by 120 feet, and an administration building that includes rest rooms. All have been landscaped with coconut palms and tropical flowers. In addition, 14 tents will be utilized to house the exhibits.

All walking areas have been blacktopped, including those in the exhibit and midway areas, and a new drainage system has been installed.

Features this year will include a cattle show with \$7,000 in premiums. A health fair is being sponsored by the Palm Beach County Medical Society which will feature a physical check-up free of charge. The Oak Ridge Institute of Nuclear Studies will show its "You and the Atom" exhibit and the Florida State Game and Wildlife Bureau will exhibit in an area measuring 5,000 square feet. Arts and crafts will also be featured, plus a home show and a horse show with both English and Western type horses.

A thrill show is set for the grandstand patrons plus stock car races, motorcycle races, bicycle racing, a fireman's tournament and fireworks.

Detroit-Windsor Set First Cobo Hall Event

DETROIT — An International Trade Fair and Bazaar will be added features of the second International Freedom Festival to be held jointly by Detroit and Windsor, Ont., its sister city across the border June 25-July 4, according to expanded plans announced last week. The Trade Fair project originally was scheduled for 1961, but is being moved ahead a year to become the first event to be held in the new \$54 million Cobo Hall. The structure will not be entirely finished at that time, but some

200,000 square feet in the southern third of the building will be set aside for the fair use.

Use of talent is planned for the fair. Herbert W. Hart, Detroit police commissioner, has been named chairman, with two vice-chairmen, Morris W. B. (Mike) Cohl, former secretary of the Detroit Philosophical Society, and J. D. Richardson Jr., customs broker. The bazaar is slated to sell imports from many countries, somewhat along the lines of the international center projected for Michigan State Fair.

RETURN FOR U. S. FAIRS

Kochman Stunters On Latin Jaunts

NEW YORK — Still dates in Latin America get underway for the Jack Kochman thrill-show organization this week. Two stunt units will be operating, one in Mexico, Central and South America, and another in Cuba, Puerto Rico and the Dominion Republic.

Kochman and general manager Bob Conto will attend the fair meetings. The touring units will return for the opening of the fair season in July.

This year marks the most ambitious venture undertaken by an auto stunt outfit. During the fairs Kochman will field his Hell Drivers and International Auto Daredevils, featuring Dodges, and the Parisian Hell Drivers, using Chrysler-imported Simcas.

Two Units Working

An overseas contingent has been organizing in Florida, and on Sunday (10) arrived for the border crossing in Nogales, Ariz. Twenty people are in the unit, including

top stuntmen like Jake Plumstead, Pete Groce, Neil Hamilton and Rocky Fisher, and new girl stunter Bobbie Mack, plus a full complement of crashmen and ramp attendants. The route includes a month in Mexico, including a long stay at Mexico City, then Guatemala, Honduras, Costa Rica, Venezuela, Colombia, Peru, Chile, Uruguay, Argentina, and Brazil. A 22-week tour will culminate in Rio de Janeiro, where the group will depart for the U. S.

At the same time, a group headed by Danny Fleenor and Bill Reed and containing a full complement of performers including Johnny Roberts as clown, will be playing Havana and the outlying provinces in Cuba. Other dates are being booked in San Juan and Ciudad Trujillo.

Kochman will join the South American contingent in early February, following the Florida State Fair and meeting them in Mexico City.

'Capades' in Big Spokane Run; CaPets Ring Wedding Bells

SPOKANE — Cupid worked overtime among "Ice Capades" personnel during the show's Spokane stand December 25-January 1 which set a new attendance mark of approximately 61,000.

Jack Balmer, company manager, and Laurale Art, Saskatoon, Canada, in her fourth year with the show, announced their engagement here.

Marilyn (Lynn) Gibb, Ice CaPet from Uranium City, Sask., was

married on December 28 to Gerald Bilodeau, LaFleche, Sask., who had flown to Spokane to be with his fiancée on Christmas. She planned to remain with the show for several weeks while her husband made arrangements for their home in Calgary, Alta.

Another Ice CaPet, Anita Hamilton, Huntsville, Ont., announced her engagement to Michael D. Moore, a Miami, Fla., engineer

(Continued on page 64)

FAIR-EXHIBITION MANAGEMENT

York, Pa., 316G Gross Only 1% Off in Cold, Rainy Week

YORK, Pa. — A week of rain and bitter cold was overcome by the 1959 York Inter-State Fair, which showed only a slim decrease in its annual audit statement. The five-day fair checked in with total earnings of \$316,214 and a net of \$36,400. Last year's comparative figures were \$319,133 (less than 1 per cent more in the income column) and a \$61,651 net. Attendances were down about 1 per cent, the five-day total being 287,892.

This year's report was viewed favorably because of extremely cold weather which dipped into the night turnouts. The net is trimmed by \$16,801 due to increased depreciation deductions, being applied this time to all buildings and equipment rather than only on selected items of equipment, as in the past.

Horace B. Faber, president, cited the excellent financial condition of the fair. The major capital outlay last year was a new pedestrian entrance off Market Street, dedicated as the Samuel S. Lewis Gate in commemoration of the late manager's 45 years of service to the York County Agricultural Society. In addition, the grandstand was re-roofed and a Memorial Hall kitchen area was completed.

Major income items were: gates, \$69,578; parking, \$18,859; grandstand, \$71,428; midway and other rentals and concessions, \$132,223. Chief expenditures were \$53,135 for grandstand attractions; \$23,350 for police and attendants; \$13,499 for advertising; \$23,354 for premiums; \$24,510 for official salaries. This fall's amusement contracts have been awarded to the James E. Strates Shows, Frank Wirth Agency, and Parisian Hell Drivers.

Madison, Wis., Okays \$500,000 Plant Program

MADISON, Wis.—The Dane County Fair has okayed a new plant improvement program that will cost an estimated \$500,000 upon completion.

Adoption of the plan, prepared by Gaylord R. Lewis, fairgrounds consultant and planner, was by a unanimous vote of the 82 members of the board.

One of the major projects will be a \$140,000 women's building that will not only house all exhibits during the fair but will be used during the non-fair season for many functions. The hall is due for completion in time for this year's run.

A new half-mile track is planned to replace the old mile oval, and additional parking area improvements are in the works.

Orange Show Adopts 'Fiesta Mexicana' Theme

SAN BERNARDINO, Calif.—"Fiesta Mexicana" has been selected as the theme for the 1960 Golden Anniversary National Orange Show to be held here April 28-May 8, G. Walter Glass, manager, said.

The Mexican Government is co-operating by planning to bring exhibits of arts, and crafts of old and modern Mexico as well as special entertainment.

Last year, the show featured the "Polynesian Paradise" theme, paying tribute to the new State of Hawaii and the South Pacific Islands.

The salutes to foreign nations, which falls into step with President Eisenhower's people-to-people program of promoting international good will and friendship, has had long range planning.

Grand Circuit Races Scheduled at Six Fairs

COLUMBUS, O.—Six United States fairs again will have Grand Circuit harness racing in 1960, the association announced here recently.

The schedule for this year will be the biggest and longest in its history. It will run 25 weeks compared with 19 in 1959 due to the addition of three new non-fair tracks—Baltimore, Northfield, O., and Suffolk Downs, bringing to 21 the affiliates.

Fairs that will present the races, in order of their appearance are Illinois State Fair, Springfield, August 15-19, \$425,000; Missouri State Fair, Sedalia, August 22-25, \$113,000; Du Quoin State Fair, Du Quoin, Ill., August 29-September 2, \$275,000; Indiana State Fair, Indianapolis, September 5-9, \$250,000, and the Delaware County Fair, Delaware, O., September 19-23, \$170,000.

Ottawa Baby-Watching Fee \$3 Hourly—Still Unchanged

OTTAWA — The charge for baby-watching, presented comically, serves to attract attention to what otherwise would be a staid operation: It's free until 6 p.m. (closing time for the nursery), and "after 6, \$3 per hour." The fair has no desire to collect the price and happily hasn't been stuck with any leftover toddlers yet. On the second floor of the Horticultural Building is a fully equipped kindergarten and nursery manned by uniformed Girl Guides, an elementary school teacher, Senior Citizens' social director, and a registered nurse, the only person drawing a salary for this predominantly volunteer service.

There are two rooms, one of them containing nine cribs and the other with all manner of play equipment. Kids are given milk, cookies and even diaper changes, at no charge. Average stay is an hour and the average cost to parents visiting the grounds: nothing, so far, General Manager J. K. Clarke says with fingers crossed.

Overland Inks Minn., S. D., State Fairs

INDIANOLA, Ia.—The Trans World Auto Daredevils have signed for two days at Minnesota State Fair, St. Paul, and will play Labor Day at South Dakota State Fair, Huron, Leo Overland, general manager, announced here at the stunt show's headquarters.

The holiday at Huron has always been a strong one for auto races which have been featured on that day, he said. Overland also disclosed the show has been signed for its 13th year at Wapelo County Fair, Eldon, Ia., and its fourth year at West Union, Ia. Other dates include performances at fairs in Jamestown, N. D.; Bethany, Mo., and Owatonna, Minn.

Colo. State Fair Signs Knight Rodeo

PUEBLO, Colo.—The Colorado State Fair's rodeo will again be produced this year by Harry Knight, of Nepesta, Colo. The rodeo performances will be held during the fair's final three days and nights, August 25-27.

Governor McNichols' contracts committee approved the agreement under which Knight will stage the professional rodeo.

In the agreement the fair will furnish \$9,000 in prize money and will pay incidental expenses. Knight will receive the first \$20,000 of all gross sales of tickets to the six rodeo performances. The next \$10,000 will be retained by the fair and any balance will be divided equally.

In addition to providing the rodeo stock, Knight will furnish the contract acts and a rodeo name performer. Knight will also carry the liability insurance.

Mich. Fairs Gets State \$\$

LANSING, Mich.—The Michigan Department of Agriculture has released money due fairs for premiums and harness race purses and vouchers are being prepared, George S. McIntyre, agriculture director, announced.

The report that the Hillsdale County Fair had previously received its money was incorrect. The money paid the Hillsdale fair was for payment of the Michigan Futurity, raced there in 1959. The race is allotted to a different county fair each year and the money received by Hillsdale was reimbursement for the purses it had paid for the big speed event.

Bourbon, Ind., Fair Goes to Free Gate

BOURBON, Ind. — The Bourbon Fair will operate this year with a free outside gate admission and no increase in its grandstand rates. Cars parked inside the grounds, however, will be charged 50 cents.

Grandstand rates remain at 50 cents for bleachers, \$1 for regular seats and \$1.50 for box accommodations. Three nights of horse racing are scheduled plus other attractions.

AMUSEMENT PARK OPERATION

Gooding's Zoo Park Tabs 20% Business Increase

GOODING'S ZOO PARK, adjacent to the Columbus Zoo, had a highly successful year and had been studying the possibility of adding one or two rides for next season. The park season drew much improved weather last year and attendance increased correspondingly. The park's business was 20 per cent better, according to Owner F. E. Gooding. He added that spending was equal and the increase in business was credited directly to the increase in attendance. Adding much to the over-all picture was the business done by the park's Mad Mouse. There were 25 large picnics and another 25 smaller ones, giving a season much better than 1958. The good weather also served to increase food and drink concession business.

German Outdoor Trade Show Scheduled for Jan. 19-26

GERMANY'S EQUIVALENT of our November-December show business trade show is to be conducted at Dusseldorf, January 19-26. The German Association of Outdoor Showmen is promoting the exhibition of rides, equipment, lighting, tents, trailers, vehicles and prize merchandise. The show will be international in scope, it is expected. . . . At Riverside, Calif., the county board is urging the State Park Commission to permit the Mount San Jacinto Winter Park Authority to build an aerial tramway. A previous permit has expired and bonds could not be sold in that period, but now it is said that bonds could be sold and a new effort may be made. . . . Gaylord Lewis, fairgrounds and amusement park planner, has submitted a plan for improvement of the Gulf Coast area near Corpus Christi, Tex. Herbert G. Morrison, chairman of the Nueces County Board of Park Commissioners, is in charge. The plan is in two parts, one for Padre Island Park and one for Port Aransas Park. There will be beaches, swimming pool and kiddie rides.

Great Southwest to Issue Securities for Theme Park

WEBB & KNAPP, Inc., the real estate giant which has plans for a new major park in New York and also is in the picture at Denver's Magic Mountain, is one of the principal stockholders in the Great Southwest Corporation at Dallas. Great Southwest has announced its intention of issuing \$11,500,000 in stock and debentures to finance proposed construction that includes a \$3,700,000 park. It is to use a theme of Texas Under Six Flags. Earnings from the park are to be used to pay interest and sinking fund requirements on the debentures for the first several years at least. Stockholders include Rockefeller Center, Inc., with about 27 per cent of the stock, and two Dallas firms as well as Webb & Knapp.

Bowman Reports: NAAPPB Members on Worldwide Tours

ONE PARKMAN WHO IS quite sure 1960 will be a better year for him is Ben Sterling, genial owner-manager of Rocky Glen Park, Moosic, Penna. Ben had a multitude of troubles in '59, highlighted by the disastrous fire of August 25, which destroyed a large segment of his park. Just as he was getting these units rebuilt or replaced, Mrs. Sterling had to go to the hospital for some serious surgery. She's reported improving satisfactorily and is now home. . . . Quite a number of the parkmen will be on the move this winter on elaborate vacation tours. . . . Lawrence Canfield, NAAPPB second vice-president, and Mrs. Canfield, of Santa Cruz Seaside Company, Santa Cruz, Calif., are on a South American trip. . . . Roman and Helen Spangler of Rolling Green Park, Sunbury, Pa., will be going to Florida for 10 days and then leave January 30 from Miami for a 36-day tour of South America. They'll not be home until March 10. . . . Tom G. Smith, owner of Willow Lake Park at Schuylkill Haven, Pa., is president of the Rotary Club at Minersville, Pa., this year. . . . Our distinguished English member, Leonard Thompson of Blackpool Pleasure Beach, along with Mrs. Thompson, is en route to the Caribbean on a vacation following a brief trip to New York and Philadelphia. At Philadelphia he visited with his old friend, Ray Lusse, and also looked after entering his son, Geoffrey, in the Wharton School of Business at the University of Pennsylvania. . . . The Thompsons plan to visit the Harry Batts in New Orleans, stopping off there about February 10, before flying back to New York where they'll board an ocean liner for their homeward voyage. . . . Pete Redden, veteran South Bend, Ind., operator, is contemplating a modification of his Playland park into a kiddieland.

John S. Bowman, NAAPPB Secretary.

ONE OF THE INTERESTING talks to come out of the kiddieland sessions of the recent NAAPPB convention was that of Ross McBride about the operation of seal pools. His part in the program was arranged by Jimmie Thompson, Alexandria, La., kiddieland operator. Thompson discovered seal pools when he and his family visited the West Coast last year and inspected Pacific Ocean Park. Now Thompson is building a seal pool for his own operation and he invited McBride reports he supplies the seals and sea lions for most of the zoos and circus acts. He said that seals are the easiest of the two to handle, that they are not bothered by cold, but that they cannot survive in hot weather without water to swim in. McBride described the methods for operating the pools, the equipment needed, the costs involved with seals and other factors.

VIEW COLDSTREAM GUARDS

Hurok Tours Moscow's Symphony in 15 Cities

NEW YORK — A 15-city tour by the big Moscow State Symphony got rolling to successful notices last week in Carnegie Hall. Under Hurok auspices, the route extends westward to Minnesota and includes both theater, auditorium and arena dates in the U. S. and Canada.

Hurok is also touring the Vienna Choir Boys, whose route winds up April 2 in the Philadelphia Academy of Music. In the negotiation stage is the importation of more British military detachments, the Coldstream Guards and Edinburgh Tattoo. The office has scored notable arena successes with the Scot Guards and Black Watch units in the past.

Moscow State Symphony dates are as follows: (Mosque Theater) Newark, N. J., January 10; (Acad-

emy of Music) Philadelphia, 11-12; (Lyric Theater) Baltimore, 13; (Constitution Hall) Washington, 14; (Arena) New Haven, Conn., 20; (Bushnell Memorial Auditorium) Hartford, Conn., 21; (Symphony Hall) Boston, 22-23; (Civic Opera House) Chicago, 29-31; (Arena) Milwaukee, February 1; Northrup Auditorium, Minneapolis, 2-3; (Public Hall) Cleveland, 5; (Masonic Auditorium) Detroit, 6-7; (Maple Leaf Gardens) Toronto, Ont., 9; (St. Dennis Theater) Montreal, Que., 10-12; (Constitution Hall) Washington, 13.

Philadelphia Hall Contracts 72 Big Events

PHILADELPHIA — The city-owned Convention Hall, one of the five buildings at the Philadelphia Trade and Convention Center, will be the site of 72 major events, including the Ringling Bros. and Barnum & Bailey Circus, in 1960.

Harry Ferleger, executive director of the Center, said more than a million persons will attend these events and, incidentally, spent some \$20 million while in the city.

Among the other events are the Home Show (February 15-20), the Motorboat and Sportsmen's Show (February 26-March 5), the Flower Show (March 7-12) and a new Auto Show featuring just foreign and sports cars (April 4-9) plus the traditional Philadelphia Automobile Show in November.

Brandon, Man., Fair Starts 83G Bldg.

BRANDON, Man.—An \$83,635 contract has been awarded for construction of a 90-by-136-foot addition to facilities of the Manitoba Winter Fair building. The addition, of sheet steel construction, is to be completed by March 15, two weeks before the winter fair, March 28-April 2.

N. Y. Boat Show Gate Now \$2; Space Larger

NEW YORK — This year's National Motor Boat Show is stepped up in several phases over the 1959 exposition, being not only bigger and presumably better, but also more costly to the visitor. Adults will pay \$2 for admission, 50 cents higher than last year and as steep a gate tab as exists in the public show field. For youngsters it's 75 cents.

The 50th edition gets started in the New York Coliseum on Friday (15) and expects to again exceed the 200,000 attendance level in its 10 days. Comparative figures indicate the increase in the operation.

There are 510 craft being exhibited, compared with a total of 481 last year. Exhibitors are up from 403 to 426 and square footage utilized is up 4,293 to a new high of 171,488. The building's first mezzanine floor has been thrown open for the first time to accommodate the enlarged exposition.

Also new are a boat show queen, and lobby exhibition of three craft of antique interest. On loan from the Mystic (Conn.) Seaport, they are a 30-foot steam launch, circa 1872; naphtha launch, 1904, and Panhard auto engine - powered craft, 1904. Patricia Elise Merrill of Little Silver, N. J. was chosen as queen from nomination submitted by sports and boating editors.

Most radically powered cruiser on display is a 23-foot Turbocraft, a cabin boat that is jet propelled, forcing a stream of water thru a three-stage turbine. Deflectors can change direction of the stream and, consequently, the boat. And "Queen" boat of the show is again the 46-foot Richardson motor yacht, priced at \$51,000.

Route Being Set for 100 Swedish Girls

NEW YORK—A route of about 20 arenas is being lined up for the 100-girl Swedish ballet-gymnastics group, with the kickoff date as yet undetermined. Debut on this continent may be at a Canadian fair, Jerry Hoffman of Savoy Enterprises reports.

Bulk of the indoor dates are of short-term nature and are being worked out in co-operation with Arena Managers Association. Title of the attraction was originally "Symphony of the World," but will likely be altered to better represent its nature.

ARENA, AUDITORIUM NEWSLETTER

Minneapolis Answers

By TOM PARKINSON

IN MINNEAPOLIS, where there has been much discussion lately about need for more arena-auditorium facilities, several sports broadcasters noted that the State Fair's Hippodrome is used only 10 days for the fair and is idle the rest of the year. They asked why this couldn't be used for hockey and basketball. This prompted Fair Manager D. K. Baldwin to point out in a statement that when the Hippodrome was built the plans were cut back in order to keep within the budget. Insulation, heating, and air conditioning were eliminated. He said that various interested groups have dropped any intention of using the Hippodrome when they learned the costs involved. And he said that the fair does not believe it should put money into the building unless plans for amortization and for operation were in hand. He said no group had come to the fair board with a definite proposal for operation of the building.

Arena TV Shows Planned In Houston, Omaha, Boston

AMONG THE ARENAS WHERE TV cameras will be busy in coming weeks are those in Omaha, Houston and Boston. Omaha Civic Auditorium will be the location of the All-Star Bowling Championships which will be televised on Friday (15). About \$250,000 worth of bowling equipment is being installed for the event in the building where Charles Mancuso is manager. NBC will air the program. . . . On January 22, NBC will broadcast a "Cavalcade of Sports" show from Boston Gardens, where Walter Brown is manager. Sugar Ray Robinson and Paul Pender are to be the fighters. . . . And on March 6 the NBC-TV net will carry a Roy Rogers and Dale Evans show from the Houston Coliseum, where Francis R. Deering is manager. It will come during the Houston Fat Stock Show there.

International Amphitheater Schedules Machine Tool Show

NATIONAL MACHINE TOOL Builders Association has announced its huge industrial show will be at the International Amphitheater in Chicago September 6-16. Installation of some of the biggest machine displays will have to be started in June. The show is one of the two or three largest in the nation. . . . City of Milwaukee has asked the board of the Auditorium-Arena to study possibilities of increasing off-season bookings. There also is talk of rate increases. . . . Ernest Debs, Kenneth Hahn and Warren Dorn have been reappointed by the county to the Coliseum Commission at Los Angeles. . . . Lawson Portable Floors announces it recently delivered new portable floors to Maxwell Air Force Base in Alabama and Moorhead State College in Minnesota. . . . Coliseum at Florence, Ala., was opened last summer. It has about 4,000 seats, dirt floor and limited height. . . . Los Angeles has approved an application of the Valley Music Theater, Inc., to build an amphitheater in Sepulveda Dam Park. . . . Shreveport, La., voted approval for a bond issue that includes a new theater-type auditorium. . . . Washington (D. C.) Drama Society is seeking funds to go with a \$50,000 gift to total the \$300,000 needed to build a new theater in the round to replace the present Arena Stage, now in a former brewery building. It seats 50; the new one will seat 700.

Auditoriums, Arenas Book Wide Selection of Shows

BOOKING BULLETINS FROM Around the Nation: New Orleans Municipal Auditorium has "Odd Man In" thru Friday (15) and then swings into its peak season for Mardi Gras carnival balls and rehearsals by the many groups that stage these events. . . . Toledo Sports Arena has its second annual auto show January 9-17 and its second annual Toledo Boat and Sports Show January 23-21. . . . South Dakota Sports, Vacation and Outdoor Living Show will be at the Sioux Falls Coliseum April 29-May 1, with Bill Morton as show manager. . . . Uline Arena in Washington, D. C., has "Ice Capades," 20th edition, from January 28 thru February 10. . . . Lansing (Mich.) Civic Center has the Hospitaler Circus March 3-6, Home-Arama March 9-13 and its Sports Show March 24-27. "Holiday on Ice" there January 8-13. . . . Civic Auditorium and Ice Arena at Seattle, with Don Johnston as manager, started the year with a double header. "Ice Capades" 19th edition was in the Arena thru Sunday (10), and A. A. Allen Revival meetings were in the Auditorium the same time. Building follows up with a furniture show and market in the two buildings January 11-16.

Pershing Memorial Auditorium at Lincoln, Neb., has the Lincoln Auto Show January 20-24. . . . At Greenville (S. C.) Memorial Auditorium, there is an Auto Show January 21-23. Manager Herman J. Penn has booked "Holiday on Ice" for Greenville February 2-6; Goose Tatum's basketball show February 10, and Rogers Williams Show for February 19. . . . Dallas will host "Queen for a Day" this week (11-15) at the State Fair Music Hall, where Thomas Hughes is manager. Dallas Ice Arena has public skating. State Fair's Women's Building and Electric Building have the Southwestern Furniture Market (18-22). Women's Building has a Western Auto Supply Company dealer showing this week (10-14) and a Sears, Roebuck & Company sales meeting Wednesday (13). . . . Queen Elizabeth Theater at Vancouver, B. C., has the Ballet Russe de Monte Carlo January 25-26; "Voyage to the Moon" January 28, and Hildegard, January 30. . . . Atlanta Municipal Auditorium is scheduled to have the National Ballet of Canada tomorrow (12). . . . Oakland Municipal Auditorium will have Roller Derby seven times in January plus the Globetrotters and Stan Kenton day and date (23), and the National Artists Symphonette on January 25.

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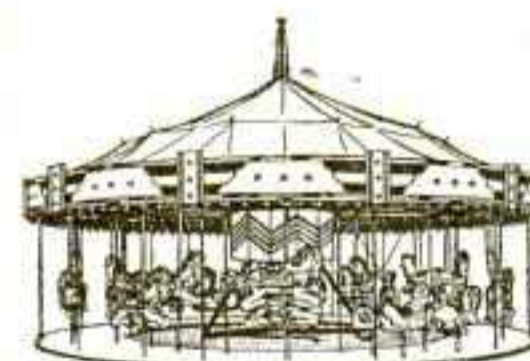
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Jan. 28-Feb. 10 Uline Arena, Washington, D. C.
Feb. 11-23 Sports Arena, Hershey, Pa.
Feb. 25-Mar. 13 Olympia Stadium, Detroit, Mich.
Mar. 16-27 Stadium, Chicago, Ill.
Mar. 28-Apr. 3 Arena, St. Louis, Mo.
Apr. 4-10 Coliseum, Omaha, Neb.
Apr. 16-24 Arena, Milwaukee, Wisc.
Apr. 26-May 1 Coliseum, Denver, Colo.
May 3 Los Angeles, Calif.

19TH EDITION

1/12-16 Arena, Victoria, B. C.
1/18-23 Gardens, Edmonton, Alta.
1/25-30 Stampede Corral, Calgary, Alta.
2/1-6 Arena, Winnipeg, Man.
2/8-14 Auditorium, St. Paul, Minn.
2/15-21 Pershing Auditorium, Lincoln, Neb.
2/22-28 Auditorium, Sioux City, Iowa
3/1-5 Auditorium, Kitchener, Ont.
3/7-10 St. Dom's Arena, Lewiston, Maine
3/11-14 Auditorium, Bangor, Maine
3/16-20 Roberts Stadium, Evansville, Ind.
3/22-27 Exposition, Little Rock, Ark.
3/28-4/3 Field House, Wichita, Kans.
4/5-10 Auditorium, Kansas City, Mo.
4/12-17 Rogers Coliseum, Fort Worth, Texas
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Ringling Returning To Philadelphia

Convention Hall Contracts Its First Circus for March

PHILADELPHIA — Ringling Bros. and Barnum & Bailey Circus, which skipped Philadelphia for the first time in its 1959 tour, will return to the city in 1960. In coming here March 25-30—earliest it has

ever come—the show will have a roof over its head. Ringling will be housed for the first time in the city's Convention Hall.

In 1957 and again in 1958, it played during June weeks at Connie Mack Stadium, with seating capacity of some 35,000. However, the baseball park stands failed to excite the public. There was always the threat of rain and chilly weather. Lack of parking facilities at the ball park also hurt.

During the two seasons that the show played at the ball park, the weather factor also held down advance ticket sales. Lack of enthusiasm for the outdoor showing was a reason the Ringling circus skipped the city last year.

The city-owned Convention Hall enjoys many advantages that should make the circus stand a major one. Apart from the fact that it will be the first time for a major circus in the big hall, Convention Hall enjoys heavy acceptance on the part of the public. The big hall is air-conditioned, there are ample parking facilities, and the auditorium is easily reached from every section of the city by car or public transport.

The Ringling stand will be a month ahead of the Clyde Beatty Circus during the last week in May that'll have Shrine Temple sponsorship for its tent showing. Seating capacity of Convention Hall is normally around 14,000, but with temporary stands on the ground floor, they'll be able to build it up considerably.

Pre-Opening Work Done, Hunts Cruise

BURLINGTON, N. J.—All mechanical work is completed on the Hunt Bros. Circus, and painting is being wound up now. The stake driver was sent to Palisades Amusement Park for use in a new ride installation.

The Hunts' yacht, "Circustime," is in service in the Miami area, where Charles and Mildred Hunt, Marvin and Hazel Case, Walter Long and Joe Gilligan are staying.

Harry Hunt attended the Circus Saints and Sinners luncheon at which Governor Ribicoff was lampooned. Guests of Hunt were Commissioner Mulvaney and Major Shaw of the Connecticut State Police.

Carson-Barnes Canadian Tour

HUGO, Okla.—Carson & Barnes Circus, which scored well in Ontario last season, will head back for Canada in 1960, this time aiming for Manitoba, Alberta, Saskatchewan and perhaps British Columbia. This was announced by Manager Jack Moore.

More animals will be used. There will be four elephants and another semi-trailer cage. Bill and Jackie Wilcox are scheduled to take the advance billing department and they are expected to be in Hugo for conferences this week.

CIRCUS TROUPE

By TOM PARKINSON

CIRCUS OWNERS HAVE been on the move, winter as well as summer. The Atayde and Packs dates in Mexico have proved a lure for some. The Howard Suesz family has been there. Lucio Cristiani was expected to make it, possibly with Tony Diano. A Hugo contingent headed by D. R. Miller also was in Mexico. Havana was another focal point. Walter Kernan, of the Beatty-Cole show, went to Havana to see the Circo Nacional. Also there was another group headed by D. R. Miller, of Kelly-Miller, traveling in his plane.

Miller also visited several places in Sarasota, Fla., and at the Ringling quarters he bought a stake driver and two light plants. Meanwhile, back at Hugo, Norman Anderson came in from the West Coast for talks with Herb Walters, but apparently nothing has come from these conferences. Walters also has been in touch with Howard Suesz. The latest Hugo shows, Sterling & Wallace and Don E. Kerr, have returned to the home base.

Preliminary reports and rumors persist that many animals are changing hands. Pete Cristiani has made no comment about word that he is selling his five-elephant act to the Beatty show. There have been reports that Mills Bros. is buying animals, but Jack Mills' latest comment was that this report was premature. Now comes word that Rudy Jacobi has been in the animal mart, too, and Lucio Cristiani and Tony Diano are talking about the possibility of acquiring some animals they will scout near Rome.

★ ★ ★

Prof. George J. Keller has signed with Random House to produce a book about his transition from college professor to wild animal trainer. It is scheduled for fall publication. . . . Floyd King is working out of the Beatty-Cole quarters at De Land, Fla., following a holiday season at his Macon, Ga., home. . . . Walter Nealand is to be with the Beatty-Cole press staff. . . . Kelly-Miller's agent, Art Miller, is

scheduled to start contracting the route soon. . . . Los Laribees will vacation three weeks in Florida fishing areas. Then they go to Richmond, Va., for a Saints and Sinners banquet and to Atlanta for some Army camp shows that will take them to February, when they are due to make the Minneapolis Shrine Circus. Beyond that there may be more Army shows to do, writes Joni Larabee.

2-PHONEMEN-2

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FAIR MEETINGS

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 11. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 12-13. Tom Moore, Spartanburg, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 12-13. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 12-14. Goldie Scheible, 1043 South Main Street, Dayton, O., executive secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 13-14. Win H. Eldridge, 315 1/2 East Mill Street, Plymouth, secretary.

Missouri Association of Fairs, Governor Hotel, Jefferson City, January 14-15. Victor M. Gray, Box 630, Jefferson City, secretary.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 14-15. Corbin Green, Hickory, secretary.

West Canada Association of Exhibitions, Bessborough Hotel, Saskatoon, Sask., January 15-17. Mrs. Letta Walsh, P. O. Box 10, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 16-17. William E. Finch, Danville, secretary.

South Dakota Fair & Exposition Association, St. Charles Hotel, Pierre, January 17-18. Ray Urrah, Hurley, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 17-19. Harry B. Kelley, Hillsdale, secretary.

Association of Alabama Fairs, Hotel Stafford, Tuscaloosa, January 18-19. C. W. Summers, Box 972, Jasper, secretary.

Massachusetts Agricultural Fairs' Association, Wendell-Sherwood Hotel, Pittsfield, January 18-19. Paul Corson, Topsfield, secretary.

Association of Utah Fairs and Shows, New House Hotel, January 20. Mae Bellow, 2636 South

20th East, Salt Lake City 9, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 20-21. William Arthur Morris, 2924 North Fifth Street Highway, Reading, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Hotel Graver, Fargo, January 21-22. A. D. Scott, Box 68, Fargo, secretary.

Kentucky Association of Fairs & Horse Show, Kentucky Hotel, Louisville, January 21-22. L. Doc Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorsville, secretary-treasurer.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-26. H. C. McClellan, Arlington, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 25-26. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 27. William C. Lynn, 1 West State Street, Trenton, secretary.

Tennessee Association of Fairs, Noel & Maxwell House, Nashville, January 28-29. Mrs. Malinda Granberry, Box 3808, Mid-South Fair, Memphis, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 31-February 1. Harry F. James, Room 621 County Building, Oklahoma City, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 3. N. S. Hand, Mississippi State Fair, Jackson, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary-treasurer.

Arkansas Fair Managers' Association, Lafayette Hotel, Little Rock, February 8-9. Clyde E. Byrd, Arkansas Livestock Exposition, Little Rock, secretary.

Midwest Fair Association, Hotel President, Kansas City, Mo., February 25-26. Maurice E. Fager, Mid-America Fair, Topeka, Kan., secretary.

Estevan, Sask., Elects; Books Attractions

ESTEVAN, Sask. — E. P. Rae was re-elected president of the Estevan Agricultural Society at the annual meeting. Vice-presidents are Ron Gallaway, Harold Carlberg and Walter Gates. W. R. Cantlon was reappointed secretary-manager.

The 48th annual fair will be held July 7-9, with the Art B. Thomas Shows on the midway and a Tom Drake Agency unit providing the grandstand show.

The selling of children's tickets to merchants who in turn gave them away for use on the fair's opening day proved successful in 1959. President Rae reported. Of 8,000 sold, more than 6,500 were turned in at the midway.

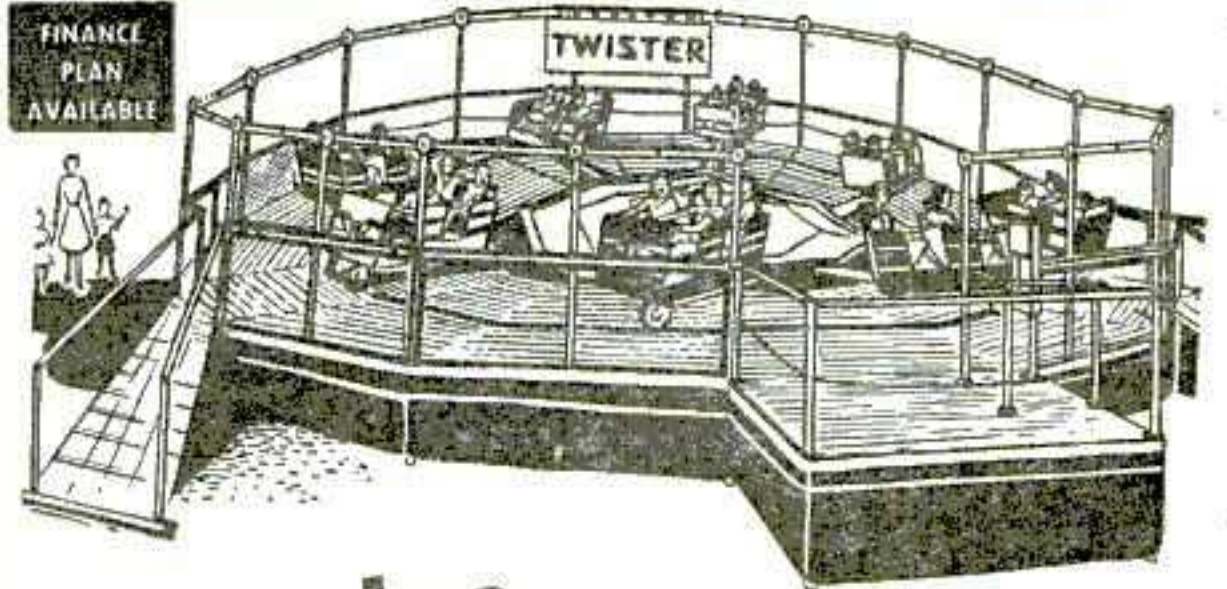
Another successful venture was a children's parade put on by the Elks' club. Plans are to be made for a similar parade in 1960.

A nursery service provided during the fair cared for 90 babies.

Prize money paid out totaled \$7,349. Committee chairmen will work to see if the prize money can be reduced.

Hawaiian State Fair Names Chrmn.

HONOLULU—Herbert J. Riley has been named chairman of this year's 50th State Fair, which will be the 14th annual run. Riley is vice-president of the Honolulu Junior Chamber of Commerce, sponsors of the event.



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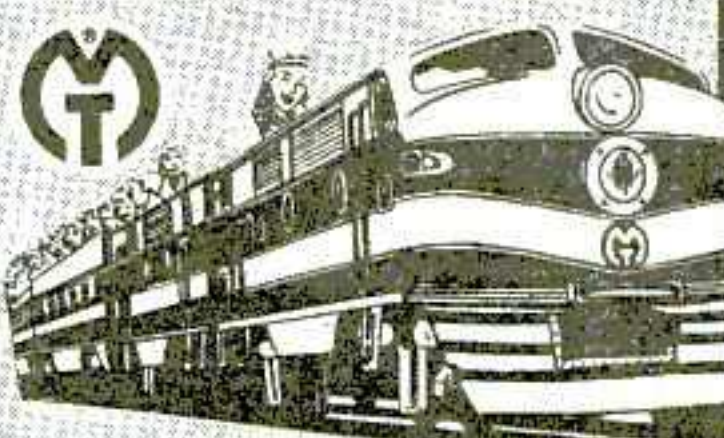
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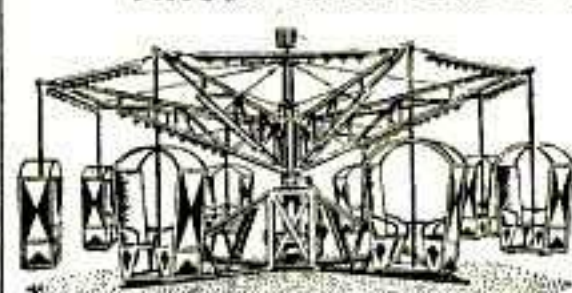


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THE FINAL CURTAIN

BARSTOW—Edith, 53, choreographer for Ringling-Barnum Circus, at Sarasota, Fla., Thursday (7). Details elsewhere in this section.

HACK—Blanch E., 74, mother of several people in carnival business, January 5 in Veedersburg, Ind., after a long illness. Two sons, James and Richard, have been with Tom Baker midway operations and a third son, Donald, was formerly with Baker's United Shows. A daughter, Mrs. Mildred Watson, was formerly with Rohr's Modern Midway Shows. Also surviving are three other daughters, one other son, 19 grandchildren and nine great grandchildren.

In Memory of JACK HALSTEAD
Who passed away January, 1956. I miss you now, my heart is sore, As time goes by I miss you more. Your loving smile, your gentle face, No one can fill your vacant place. Your Wife.

HAMID—Almas, known in Eastern carnival circles, died Thursday night, January 7, in Brooklyn. Survivors include her daughter, Mrs. Magnolia Lewis, sons Victor, Al and Charles, and a sister, Mrs. Jamal Kahwaky. Services were held January 11 at Waldeck Funeral Home in Brooklyn, with burial in St. Charles Cemetery, Long Island.

HAND—Alma, 69, former circus trouper, December 19 of a heart attack at her home in Logansport, Ind. She formerly performed with the John Robinson, Sells-Floto and Hagenbeck-Wallace shows, doing a sister act with Irene Brand. Survived by a brother, Kenneth DePug, and a sister, Dorothy Lound, both of Peru, Ind.

LESLIE—Burt, 80, retired trouper, at Memphis, December 31. He had been with circuses and other shows, working as a concessioner, talker and minstrel. No survivors are known.

MORRISON—Rose, mother of Ben Morrison, promoter and former concessionaire,

recently in Beverly Hills, Calif. Her son is a past president of the Michigan Showmen's Association, Detroit.

OSOLING—John, 73, former circus strong man and wrestler, who came to this country from Germany in 1909 as a circus performer, at Washington, D. C., December 28, of injuries sustained earlier in a fall from a scaffold where he was working on windows of the hospital in which he later died. He had wrestled under the name of John Heracle.

PHELAN—Frank, about 56, formerly on the Ringling and Beatty circuses, in Chicago January 5. No immediate survivors could be located.

RAPP—Larry S., 62, the past season talker on Dick Best's Side Show at River-view Park, Chicago, December 18 of pneumonia in Bellvue Hospital, New York. Earlier a leg had been amputated. In the past he had appeared in vaudeville and had also been a girl show operator and booker. Survived by his widow, Jean Carrol, tattooed lady, and two sons by a former marriage. Burial December 21 in Hartsdale, N. Y.

SCHUE—Lillian 68, past president of the Pacific Coast Showmen's Auxiliary and Regular Associated Troupers and an independent ride and concession operator, January 5 in Temple City, Calif., following an illness of three months. (Details elsewhere).

SCHWARTZ—Herman (Jew), 59, concessionaire, December 1 in Medical Center Hospital, Odessa, Tex., of a heart attack. In the past he had been with the Tidwell, Brasher, Northern Exposition, Alamo Exposition, Moore Modern, Baysinger and John Francis shows. Survived by his widow; a daughter, Betty Vinegard, and a son, Herman Jr. Masonic services in the Chapel of Roses, Odessa, were followed by burial in Sunset Gardens Cemetery, that city.

(Continued on page 64)

Carnival Routes

Blue Grass: (Fair) Sebring, Fla., 18-23.
Peter Paul Ams.: Sanford, Fla.
Smiley's Ams.: Clearwater, Fla.

Circus Routes

Atayde Bros.: Mexico City, Mex., 11-Feb. 3.
Davenport, Orrin: Saginaw, Mich., 24-30.

Ice Shows

Holiday on Ice of 1960: (Civic Center) Lansing, Mich., 11-13; (Arena) Milwaukee, Wis., 14-24; (Gardens) Cincinnati, O., 26-31.
Ice Capades, 19th Edition: (Arena) Victoria, B. C., 12-16; (Gardens, Edmonton, Alta., 18-23.
Ice Capades, 20th Edition: (Auditorium) Providence, R. I., 11-20; (Arena) New Haven, Conn., 21-27.
Ice Follies of 1960: (Garden) New York 12-24; (War Memorial Aud.) Syracuse, N. Y., 26-31.

Miscellaneous

Matchstick Cities: West Palm Beach, Fla., 11-16.
Montague, Duke, and Company: Kenosha, Wis., 11; Racine 12; Kenosha 13; Mukwango 14; Beloit 15; Albany 16-17; Monroe 19; Beaver Dam 20; Fond du Lac 21; Oshkosh 22; Appleton 23-24; Oshkosh 25; Kaukauna 26.

Arena Routes

Polish State Folk Ballet: (Lafayette) Buffalo, N. Y., 11-12; (Syria Mosque) Pittsburgh, Pa., 13-14; (Mosque) Newark, N. J., 16; (Academy of Music) Philadelphia, Pa., 17-19; (Capitol) Washington, D. C., 20-21.

Legitimate Shows

Dark at the Top of the Stairs: (Civic Aud.) Portland, Ore., 11-12; (Exhn. Gardens) Vancouver, Wash., 13; (Moore) Seattle 14-16; (Capitol) Yakima 17; (Temple) Tacoma 18; Chico, Calif., 20; (Civic Aud.) San Jose 22; San Diego 23; (Biltmore) Los Angeles 25-30.
Music Man, The: (Shubert) Chicago, Ill., indefinite run.
Odd Man In: (Municipal) New Orleans, La., 11; (City Aud.) Beaumont, Tex., 16; San Antonio 18-19; (Del Mar) Corpus Christi 20-21; (Municipal) Harlingen 22; (Municipal) Austin 23; Amarillo 26.
Two for the Seesaw: (Paramount) Springfield, Mass., 11; (Keith Albee) Huntington, W. Va., 14; (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.

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ROLLER RUMBLINGS

By AL SCHNEIDER

SEVENTEEN operators, representing 11 roller rinks, are the latest additions to the membership roster of the Roller Skating Rink Operators' Association of America, it was announced last week at RSROA headquarters in Detroit by Charles E. Cahill, association secretary-treasurer. The operators and the rinks they represent are Mr. and Mrs. George K. Hammond, Rollerama, Bakersfield, Calif.; Theodore Prekarz, Fleetwood Roller Rink, Summit, Ill.; Mr. and Mrs. Cecil L. Rogers, Blue Ridge Roller Rink, Kansas City, Mo.; N. L. Alletzhauser and L. F. Zimmer, Sportsorama, Mattydale, N. Y.; A. D. Frye, Frye's Roller Rink, Concord, N. C.; Mr. and Mrs. William Hallcraft, Rolletta, Roseburg, Ore.; Mitchell Konchar, Chateau Roller Rink, Coraopolis, Pa.; Norbert A. Koller, Skateland, Madison, Wis.; Mr. and Mrs. William Paulson and Mr. and Mrs. Walter Paulson, Rollaire Skating Rink, Manitowoc, Wis.; H. A. Randrup, Lakeside Roller Rink, Rothchild, Wis., and Earl P. Riley, Mom and Pop's Roller Rink, Madison, Wis.

The meet will include dance, figure, free style and speed skating in all divisions. During the meet the Mineola rink will also function as site of gold medal tests for the RSROA Northeastern Region.

Roller Land, Inc., Whitney, S. C., has been granted a charter by Secretary of State Frank Thornton to operate roller rinks. Authorized capital stock is \$5,000. Willie J. Kite, Lovettsville, Va., is president of the corporation.

Burglars broke into the Shelbyville (Ind.) Roller Rink on December 7, looting the rink of cigarettes and change from two cash registers.

Something new at Mineola (N. Y.) Roller Rink is a mid-winter invitational competition, sponsored by the rink's Earl Van Horn Dance and Figure Skating Club, on February 20-22. Trophies will be awarded to the clubs finishing first, second and third in the contests, with an additional trophy award for the club having the greatest number of participating skaters. The Mineola club will not compete for the last-named award.

Mills to Get 5 Pony Floats For Spectacle

NEW YORK—A set of five parade floats is being completed for Mills Bros. Circus by Tracy Displays, Inc., Union, N. J. Jake Mills is expected to visit the shop on his return from Europe. The vehicles are similar to the 4x8 units produced last year for the Beatty-Cole circus. They will be pony-drawn but without the motorized animation that the Beatty floats include. Bill Tracy said this probably would make them more durable over the long run.
The designs will depict Hansel and Gretel, Captain Hook's Pirate Ship, Cinderella's Carriage, Aladdin and His Lamp, and one other. Mills also will be getting some clown props. Tracy returned last week from a visit to Sarasota.

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In almost every home there are certain pieces of broken or discarded jewelry—old rings, lockets, watches, spectacle frames, even old dental bridgework and crowns—that housewives consider worthless. Yet the fine gold in these "worthless" articles is worth \$35.00 an ounce to the U. S. Mint, and they'll buy all you can get! I show you where to find this "junk" jewelry, how to get it, how to weigh it on the little pocket scales I furnish, and tell how much to pay for it. Then I tell you how to send this "junk" to the U. S. Mint who will pay you \$35.00 an ounce for all the fine gold in it—less a small charge for handling and processing. If you follow my simple instructions for testing and weighing, in a few days you should get a U. S. Government check for at least twice what you paid for the "worthless" material. You double your money! I'll also tell you how to get groups of people to collect discarded jewelry for you in large quantities. If you would like to know all about this fascinating way to make money—without selling—just send your name to me on a postcard and I'll send complete information, free, telling exactly how you can get started on a "gold hunt" of your own.

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400 REVEL AT MIAMI BANQUET

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MIAMI BEACH — A well-populated Pompeli Room was the setting Monday (4) when the Miami Showmen's Association threw its 16th annual banquet at the Eden Roc Hotel. By all standards this affair held up with the best of them, more than 400 members and friends turning out for the frivolities.

The roast beef dinner was pleasing, a successful talent card entertained, and the dais was packed with 29 representatives from both the civic and show worlds. It was the final function presided over by John Vivona as president before being succeeded the following night at installation ceremonies by Harry (Buster) Westbrook.

Toastmaster this year was George Hamid Sr., making his first appearance at an MSA function. Sammy Walsh continued his popular visitations as humorist and raconteur. A novelty this time was the speaking of a few words by

each dais guest. These were as follows:

Vivona, Hamid and Walsh, Robert King High, Mayor of Miami; former Gov. Fuller Warren, Circuit Judges Robert L. Floyd, Ray Pearson, Pat Cannon and Fritz Gordon; Dave Endy, president emeritus; State Attorney Richard Gerstein, Wallace Maer, club attorney; Jack Weiss, assistant attorney; Harry Westbrook, first vice-president; Mel Dodson, second vice-president; Abe Prell, sitting for his brother, the late Joe Prell, third vice-president; A. R. Whiteside, secretary; Phil Cook, assistant secretary.

Also, Alton Pierson, treasurer; William J. Tucker, assistant treasurer; Martin M. Weiss, executive secretary; Sam Solomon, International Association of Showmen; Jeff Harris, National Showmen's Association; Harry Julius, Greater Tampa Showmen's Association; Paul Olson, Showmen's League of America; Louis A. Rice, Hot Springs Showmen's Association; Harry Schreiber, Michigan Showmen's Association; Larry Carr, New England Showmen's Association, and Dave E. Fineman, SLA, Ontario Branch.

Words of gratitude were expressed by Vivona and in addition to the entertainment there were numerous presentations. Gold cards for enrolling 50 new members apiece were bestowed on S. (Babe) Vivona, Sam Generallo, Jack Essner and Joe Marchiano Jr. John Vivona was given one as outgoing president and Jack Weiss received one for service rendered. In addition, plaques for their financial support were approved for several show owners, as well as initialed lighters and pins to various individuals.

Entertaining were Morey Amsterdam, comic, the Berry Sisters,

SWITCHES MADE AT IND. MEET

INDIANAPOLIS — A few switches of bookings and other carnival changes came out of the meeting of Indiana fairs here last week.

Powelson Amusement Company inked two fairs new to its route, Hoosier county events at Portland and Lawrenceburg, both played by other shows last year.

It was reported that Al Dorso, bingo and cookhouse op on Cetlin & Wilson Shows for many years, will be with the Gooding Amusement Company state fair unit for the '60 season.

Nat'l Dairy Congress Inks Thomas Shows

WATERLOO, Ia.—The Art B. Thomas Shows will again provide the midway attractions at this year's National Dairy Cattle Congress, Norbert Kash, secretary-manager of the fair, announced. The Thomas shows were here in '59, the first time in many years that an organized traveling show played the stand.

A new midway layout is planned. The 12-ride kiddieland will be relocated to make additional space for more major rides, shows and concessions.

The show was represented by Bernard Thomas, owner-manager, who personally flew the show's Navion here. He made it back to his Lennox, S. D., winter base before a blizzard hit the area.

and the Szonys, dancers, with the regular Eden Roc night club revue. All went smoothly, under direction of Art Lewis' banquet committee, comprising Joe Ross, co-chairman, Sydney Daniels, John Campi, Leo Bistany and A. R. Whiteside.

CARNIVAL CONFAB

JOE GREENE, veteran general agent, has joined the new S & W Shows in that capacity. The new organization is owned by Jay Stanley and Llyle Wells of Hot Springs and will carry 10 major and six kid rides into Arkansas, Louisiana, Missouri, Kansas, Iowa, Illinois and Wisconsin. Greene, formerly with Snapp Greater, Tivoli Exposition and Gladstone Exposition shows, plans to make fair meetings in the States named. . . . Mr. and Mrs. Jake Merriam, owners of Marvel Shows, and their two sons, David and Tim, are currently in Florida, but plan a business trip to Houston and Las Vegas. With the Merriams is Mrs. Carlos Osborne, also of the Marvel organization.

Frank W. Peppers provided rides and concessions for the Scott Paper Company Christmas Eve party in Mobile thru Walter B. Fox, retired general agent. . . . **George S. Harr**, who is wintering in Mobile, visited relatives and friends in Memphis over the holidays. **Oscar Bloom** spent Christmas in Columbus, Miss. **Tex Roberts** is back in Mobile, and **Russell Cooper** is at home in Bayou La Batre, Ala. . . . **Holiday** visitors at the Mobile apartment of **Walter Fox** included **Charles E. Crichton**, **Frank W. Peppers**, **Mr. and Mrs. Eugene Massengale**, **Terry Marshall** and **Mrs. J. J. Pedneau**. . . . **Mobile Mardi Gras** starts February 18. **Peppers** has three lots; **Al Kunz**, two; **Johnny Portemont**, one, and **Tex Roberts** and **Russell Cooper**, two.

Bernard Thomas, owner-manager of the Art B. Thomas Shows, reports from his Lennox, S. D., winter base that his crew recently completed a new 80-foot marquee to be used to flash up the kiddieland. It is neon-lighted, but completely different from the front-gate marquee. A new Skyfighter and a new Allan Herschell Pony Cart will be added this season to bring the kid rides up to an even dozen. **Ray Cammack** has an eight-man crew overhauling four of the diesel light plants. **Roland Porter** has been signed to produce the girl revues for the Western Canadian portion of the route. **George Gallo** again will direct billposting, and **Bill Morton and Associates**, a Lincoln, Neb., public relations firm, has been signed to direct the publicity campaign. . . . **Fred C. Landrus**, long-time magician and ventriloquist, was on a television show recently in Augusta, S. C., where he is playing school dates. **Fred** says he'll hit the road again this spring.

★ ★ ★

Dolly Young spent the holidays as a house guest of Mrs. Jerry Saddlemyre, owner of the Glades Amusement Company which will open in February to play six Florida fairs. Mrs. Young has served as legal adjuster for the show the past seven years for the Florida dates and again will serve in that capacity. . . . **Mr. and Mrs. Bob Hammond**, owner of the Bob Hammond Shows, hosted friends and relatives at a New Year's dinner which featured the traditional lucky black-eyed peas. Guests included **Mr. and Mrs. Jim Schneck**, **Mr. and Mrs. Martin Rozzell**, **Mr. and Mrs. Keith Chapman**, **Mr. and Mrs. Gene Hammond** and sons, **Robert and Michael**; **Dorothy Hammond** and **Mrs. Brockman**, mother of Mrs. Hammond.

Frank Joerling

The men and ladies of the Hot Springs Showmen's Association were kept busy thruout the holidays. The names of 30 families were obtained thru welfare groups and each received a basket of food delivered by the Police Department, assisted by **Clint Shuford**, **Benny Hazen** and **Bill Wilcox**. Then the ladies swung into action. They visited the Garland County Home for the Aged and distributed pajamas, robes and slippers. On Christmas night the children of local show people were treated to a party which included a turkey dinner followed by distribution of toys. Then to usher out 1959 the club had its annual party that included favors, a hog jowl dinner, refreshments and dancing. **Charlie Byrnes**

G. G. (Spud) Leggett, longtime concessionaire with the Conklins, is now operating a restaurant in Regina, Sask. . . . The clubrooms of the Regular Associated Troupers in Los Angeles were the site of the recent wedding of **Jack Kearney** and **Betty Wicker**, both members. **Ann Vineyard** played the wedding march, **Etta Kotarakos** was matron

Stacy Johnson in Miami has started work on a Scooter building for **Johnny Vivona**, who has been planning to add one for Amusements of America for the last three years. . . . **Sam Poekar** is back from his vacation trip, which took him to California, El Paso, New Orleans and Mexico. . . . **Mr. and Mrs. Joe Lux** are spending a month in Louisville, then driving their new Lincoln to Miami. . . . **Eddie Davis**, of the Lagasse show, newly married and living in Brooklyn, has a California visit planned. **Louis E. Le Jeune** is returning as manager of both Lagasse storehouses. . . . **Harry Ryan's** itinerary is Hot Springs and California, then Miami for the rest of the winter. . . . **Pepper's Steakhouse** did a fine job with the eats at the New York club's New Year's Eve party. Waiters were **Piccolo Hadji**, **Ike Weinberg** and **Louie (Hoffman) Kay**, with the stove work in charge of **Harry Koretsky**, **Sidney Rifkin** and **Angelo (Papa Leone) Peppe**. **John Marks** is mid-way in his Latin-American tour and enjoying every minute of it. . . . Elected to the board of directors of the Miami club are the following: **Shep Blumberg**, **William C. Bryant**, **John**
 (Continued on page 63)

★ ★ ★

FLASHBACKS: 20 Years Ago—**Mrs. C. W. Parker** was named president of the auxiliary of the Heart of America Showmen's Club and **Harry Hennies** took the president's post. . . . Hot Springs visitors included **J. C. McCaffery**, **Max Goodman**, **Oscar Bloom**, **J. T. McClellan** and **Mr. and Mrs. Joe Galler**. . . . **Johnny J. Jones** Exposition Shows was signed for the fifth year to provide the midway at Indiana State Fair. Show also signed **Harry Lewiston** and his Side Show and snakes for the season. **Carl J. Lauther** booked his Side Show on Cetlin & Wilson. . . . **Matthew J. Riley** took over as general manager of **Ben Williams Shows**.

HOT SPRINGS PAYS TRIBUTE

HOT SPRINGS—The Hot Springs Showmen's Association and Auxiliary paid tribute to deceased showfolk at its recent annual memorial program here in the clubhouse.

Mrs. Vivian Zimdars, Mrs. June Reynolds, Caroline Holt, Evelyn Rinaldi and Lyle Reynolds participated. Rev. Bernard Roberson, Rev. Wayne Buchanan and Rabbi Albert A. Michels performed the religious rites and the choir from St. Luke's Episcopal Church sang several numbers.

CAN PLACE FOR FLORIDA'S

8 Outstanding Winter Fairs, commencing next week Jan. 18-23, Highland County Fair, Sebring Followed by:

Manatee County Fair, Palmetto, Jan. 25-30

Southwest Florida Fair, Fort Myers, Feb. 1-6

Volusia County Fair, De Land, Feb. 14-20

Pinellas County Fair & Horse Show, Largo, Feb. 22-27

Florida Strawberry Festival, Plant City, Feb. 28-March 5

Lake County Fair & Flower Show, Eustis, March 7-12

Sarasota County Fair, Sarasota, March 14-19

CONCESSIONS

Can place Prize-Every-Time Games, Hanky Panks; Bird, Bear, Lamp and Pitches of all kinds; Long and Short Range Galleries, Alibi Stores if you have Hanky Panks to go with same. Must throw plenty stock. Want Cookhouse, Grab, Popcorn, Apples, Floss, Photos, Name-on-Hats, Custard or any good, legitimate Catering and Merchandise Concessions.

SHOWS

Can place any good Grind or Bally Shows with own equipment, new to Florida.

HELP

Foremen and Second Men for 20 major Rides, all office-owned. Also Foremen for Twin Wheels, new Paratrooper and Caterpillar. Also need Man for Light Towers and Searchlight. All must be licensed semi drivers. All wires:

C. C. GROSCURTH, MGR., BLUE GRASS SHOWS

c/o Western Union, Tampa, Fla., or phone Tampa, REdwood 7-3867

All those wishing to contact us personally, visit our show office now with Ride Unit, playing Britton Plaza Shopping Center, So. Dale Mabry, Tampa. Lot will be laid out at Sebring Sunday, Jan. 17. All those intending to be there confirm your space by wire. All ride help report to our Winter Quarters at Largo Fairgrounds not later than Friday, Jan. 15.

MIDWEST CLUB AWARDS OSCARS

Cathy O'Neil Gets Showgirl Trophy; Charles Carroll Elected President

ST. PAUL—The Midwest Showmen's Association made awards for various accomplishments at its third annual banquet here Monday (4).

Mrs. Ted (Cathy) O'Neil, wife of the assistant manager of O'Neil Amusement Company, was named Miss Midwest Showgirl; Joseph Mandrick, Winnipeg, third vice-president of the club, received a trophy as the most valuable member; Douglas K. Baldwin, general manager of the Minnesota State Fair, was named Minnesota Showman of the Year; Frank Winkley, outgoing club president, received a set of diamond and gold cuff links, a tie pin and a gold membership card, and a special presentation was made Rt. Rev. Msgr. L. J. Arrel, Fargo, N. D., who was made an honorary life member for his friendship to show people.

A new slate of officers was installed as follows: Charles Carroll, president; Bernard Thomas, Fred C. O'Neil Sr., and Joe Mandrick, vice-presidents; Stan Muckle, treasurer, and Nick Kakos, secretary. Milan (Jake) Bozany was named chaplain and Wesley Spence and

William T. Collins trustees. Conrad Carr was appointed legal counsel.

New auxiliary officers are Mrs. Charles (Betty) Carroll, president; Mrs. Wesley (Evelyn) Spence and Mrs. Angie Conroy, vice-presidents; Mrs. Lyndon (Gladys) Erickson, treasurer, and Mrs. Douglas (Margaret) Maupin, secretary. Mrs. Frank (Verna) Winkley, outgoing auxiliary president, turned over a check for \$1,000 to the club building fund.

Guests of honor included Baldwin, Jack Duffield, Lee Moss, C. J. Sedlmayr, Harold Pederson and C. A. Moore.

The floor show had Vic Domino, juggler; Ruwe and Louis, vent; Minnie Pearl, songs, and Ernie McLain's Viceroy's singing group. Jules Herman's ork played for the dancing. Dick Stack, Minneapolis, took the free trip to Mexico City the top award in the annual give-away program.

PCSA Installs Vaughn, Other Execs, Directors

LOS ANGELES—Steve Vaughn was installed as president of the Pacific Coast Showmen's Association at Monday (4) ceremonies conducted by Hunter G. Farmer, a past president and installing officer, in the clubrooms.

Other officers installed at the same time included J. B. Dauer, first vice-president; Sam Dolman, second vice-president; Sam Steffin, third vice-president; Harry Phillips, treasurer; C. F. (Doc) Zeiger, cemetery trustee; Arthur E. Andersen, board of trustees, and members of the board of governors. Matthews was re-elected to his post, serving for his sixth consecutive year.

Farmer installed the board of governors first with the following or their representatives taking the oath, Charles Austin, John Backman, Robert Banard, Joe Blash, Harry Baron, Chet Barker, Al Cecchini, Louis Cecchini, L. G. Chapman, Al Cohn, Bobby Cohn, M. H. Ellison, Dan Dix, Wayne Endicott,

CLUB ACTIVITIES

Showmen's League of America

CHICAGO — First Vice - President Ed Sopenar was in the chair at the regular Thursday (7) meeting assisted by Lew Dufour, second vice-president; Bernie Mendelson, treasurer, and Hank Shelby, secretary. Also on the platform were Fred H. Kressmann, Ned Torti and Lefty Ohren.

Sick list included Hadji Delgarian at home after surgery; Al Carsky, Mt. Sinai Hospital, Cleveland; Joe Edelstein and Sid Pritikin, Augustana Hospital, Chicago. Ill at home were Ray Marrietta, Andre Dumont and Bill Martin.

New members are Homer Evans and Robert Presta. Out-of-towners at the meeting included Hub Luehrs and Bob Beaudry.

The open house held on New Year's Eve was enjoyed and the turnout topped expectations. Reports from the Ontario Chapter are that the membership has reached 360 and new quarters are being sought.

Harry Heftman served a warm lunch after the meeting.

Reithoffer Pacts Bedford, Carlisle

DALLAD, Pa. — Two first-time fair contracts, one of them marking a initial jaunt into Western Pennsylvania, are announced for the Reithoffer Shows. Pat Reithoffer Jr. said negotiations have been finalized with Richard Eichelberger for the Great Bedford Fair, and with Paul Snyder for the Carlisle Fair.

A large number of repeat dates are contracted for the multi-unit truck show, among them a three-year agreement with the Tioga County Fair, Owego, N. Y., and three-year agreements with two-year options at Watertown and Lowville.

Plans for 1960 include continuation of the association with Al Howard in the new How-Reit Shows, Reithoffer added. The first season was a successful one and the relationship has proven its worth, it is reported. There will be units of both Reithoffer and How-Reit Shows in the New York City area this year.

Winter quarters at Lehman, Pa., have been expanded to 40 acres, and several new units are under construction. One is a dark ride, "Trip to the Lost Dutchman," with a gold mine motif and considerable height to its front.

Also making representations for the Bedford date were the Penn Premier, Marks and Prell's Broadway midways, Eichelberger told The Billboard.

Sedlmayr Buys New Generator, Builds Wagons

CHICAGO — Carl Sedlmayr, owner of the Royal American Shows, on a stopover here disclosed that he was purchasing another 200-kw Caterpillar generator for his shows.

He also reported that of the five new all-steel show wagons scheduled to be built at the shows' winter quarters two have been completed and that the other three will be finished by the time the shows open its season's tour at the Memphis Cotton Carnival.

The shows, he also reported, is making a substantial investment in heavy electric cables to further improve synchronizing of power from the generating units.

Sedlmayr made a stopover here Wednesday (6), flying in from St. Paul, where he again was awarded the midway contract for the Minnesota State Fair. From here, Sedlmayr planned to go to Peoria, Ill., to purchase the generator, and then fly to Saskatoon for the annual meeting of the Western Canadian A Fair circuit. From Saskatoon, he planned to fly to St. Louis, usual still date spot for his shows, before heading for his home in Tampa.

His son, C. J. Sedlmayr, accompanied him to St. Paul and to this city, then flew to the West Coast on business, and was to rejoin him at Saskatoon.

M. D. Shows Awarded Fair

COBLESKILL, N. Y. — Midway for the 1960 Sunshine Fair here has been awarded for the first time to the M. D. Amusements of Hazleton, Pa., according to Paul Kane, association president. Dates are August 24-28.

The show played the fair in 1958 under a contract awarded to King Reid, in a situation brought about by a date change on the part of the fair. Last year Reithoffer Shows provided the midway.

Barney Joseph Takes Over Firm

CHICAGO — Barney Joseph, long associated with Joseph Bros. here, has become sole owner of the firm and will specialize in liquidating stores and buying estates, job lots in watches and jewelry. Joseph is now located in a new suite at the same address, 5 South Wabash, Chicago.

WANTED
FOR COMING SEASON
For big colored revue on railroad show; to join immediately as show now working theaters. Experienced Chorus Girls, Musicians, Singers, Novelty Acts. No drunks, agitators or 40-milers. Contact now.
Manager of Colored Show
Wometco Enterprises
306 North Miami Ave., Miami 1, Fla.
No collect calls or wires.

WANT
BINGO MANAGER
For next season
Only sober, capable man considered. Also interested in hearing from Callers and Countermen. Write only.
BILL STACY
P. O. Box 156 Ocean Springs, Miss.

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CHEV TRUCK PURCHASE
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PAGE COMBINED SHOWS
WANTED FOR WANTED
45 — Consecutive weeks, starting at Naples, Florida — 45
January 18 to 24
Seven (7) Big Days and Nights (7) Seven
With Ten (10) bona fide Florida Fairs to follow (10) Ten
All approved by Mr. Nathan Mayo's office, Comm. or Agr.
Then the Big Spring Opening
April 1 at Fort Benning, Columbus, Ga., Soldiers' Pay Day
WANTED: All Hanksies, other Pitches, Long and Short Ranges, Racks, Picture Frames, Scale and Age. All Concessions booked. FITCHES: Can use you in Exhibit Top at all Florida Fairs. SHOWS: Only Grind Shows. RIDES: Can use only two Kiddie Rides.
Tampa Showmen, contact Bill Page, Lutz Florida Winter Quarters. Phone: WE 94123
All others contact Bill Holt, 50 East 9th Street, Hialeah, Florida. Phone: Tuxedo 8-5932
P.S.: Call Holt only between hours of 9 A.M. and 8 P.M.

Johnny Reed Buys Half of Page Unit

ATHENS, Ala.—W. E. (Shot Gun) Page, owner of the show bearing his name, announced that half interest in his No. 2 unit has been sold to Johnny Reed. The unit will be operated as the Reed Amusement Company this season.

Two rides have been added to the line-up, a Roller Coaster and Octopus, and a new girl show is being framed. Reed plans to open in the Birmingham, Ala., area early in April.

Staff will include Ralph Decker, assistant manager; Mrs. Vergie Reed, secretary; Billie Lancaster, agent, and Gene Gibbs, superintendent.

E. S. Fitzgerald, Charles Goss, Dick Havins, Matt Herman, Lloyd Hillgoss, Arthur Hockwald, Eddie Hellwig, Rudy Jacobi, Jack Kent, Jackie Lee, Leo (Frenchy) LeDoux; C. E. Moore, Fred Mortensen, Harry Myers, L. E. Roth, Jack Shaffer, Lee Smith, F. M. (Pete) Sutton, George Surtees, John Snobar, Sam Snobar, Irving Seif, Elmer Velare, Charles J. Walpert and Al Weisman.

Following Vaughn's installation, he was presented with a gavel, the gift of his wife, Helen, a past president of the Ladies' Auxiliary.

Joe Glacy paid tribute to Andersen during his administration. Glacy pointed up the fact that during the summer the lounge of the clubroom was revamped. He added that with the improvements, PCSA now has one of the most beautiful clubrooms in the nation.

Vaughn expressed his appreciation for the confidence shown in him. He was unanimously elected along with his slate, with Secretary Matthews casting the official vote on December 28.

It was reported that 290 attended the Christmas Day dinner. This was a record crowd in the last few years. The dinner was prepared by members of the Ladies' Auxiliary.

Lillian Schue Dead at 68

LOS ANGELES—Funeral services were held here Thursday (7) for Lillian Schue, 68, veteran ride and concession operator, who died Tuesday (5) following an illness of three months. She is a past president of Regular Associated Troupers and the auxiliary of the Pacific Coast Showmen's Association.

Mrs. Schue was associated with her husband, Norman, in operations which started following their marriage in 1912. During that period they were on the Babcock, Hort Campbell, C. A. Wortham, Clark's Greater, Douglas Greater, Foley & Burk and West Coast Shows with rides and in some cases Racing Derbies. She was also active at the San Diego and San Francisco expositions prior to World War I.

In addition to her husband, a stepson, Jack, survives.

250 Relax At Troupers Banquet-Ball

NORTH HOLLYWOOD, Calif. — More than 250 mirthmakers were on hand for the 17th annual banquet and ball staged by the Regular Associated Troupers at Larry Potter's Supper Club here Tuesday night (5). Both outgoing and incoming officers were honored at the occasion. Harry Golub emceed for the 10th consecutive year.

Under the special projects program, a \$500 bond was awarded George Kotarakos; \$1,000 to James Black, and \$1,500 to Rose Westlake Dodson.

Officers for 1960 are Emilie Bailey, president; Ernest Hoblit, first vice-president; Sunshine Jackson, second vice-president; Sam Alexander, third vice-president; Sylvia Levy, fourth vice-president; M. H. Ellison, treasurer; Etta Kotarakos, secretary; Helen B. Smith, corresponding secretary, and Ted LeFors, chaplain.

Banquet and ball committee was headed by Steve Vaughn with Fred C. Smith and Dod Dodson, co-chairmen. Hostesses were Nell Robideaux, chairman; Martha Nathan, Mora Bagby, Helen Vaughn, Alice Lindsay, Alberta Vaughn and Maxine Ellison. Hosts were Ray Marrion, chairman; Ed Kennedy, Dave Friedenheim, Ed Butler, Sam Steffin, George Kotarakos and Bobbie Vaughn.

The floorshow was headlined by Steve Gibson's Red Caps, featuring Joan Proctor; Jackie Goldie, Georgia Holden and Frankie Rapp. The Red Caps played for dancing.

TAMPA CLUB YULE PARTY GUESTS SHOW UP WITH ADULT APPETITES

TAMPA—The 1,200 children hosted by the Greater Tampa Showmen's Association at its 11th annual Christmas party had adult appetites. According to a recount they went thru 200 pounds of hot dogs (normally enough for 1,800 servings), 70 cases of soft drinks, 1,000 cup cakes and 1,000 cups of ice cream.

They also went thru 7,500 toys which were passed out after a program of entertainment. The seven major rides, brought in by Royal American, Blue Grass and the Page shows, did land-office business, as did the kid rides provided by William Clain and Mario Zaccini.

Over 100 members of the club were kept busy catering to the needs of the youngsters, most of them underprivileged boys and girls from the area.

Harry (Irish) Gaughn again chaired the event, assisted by Earl Maddox and Ernie Wenzik and over 100 of the members.

CARNIVAL CONFAB

• Continued from page 61

Campi, Tommy Carson, Is Cetlin, Dick Coleman, Danny Dell, Jack Essner, Nate Farber, Dave Fineman, Pat Finnerty, Ben Glasberg, Specs Groscurth, Joe Grosso, Murray Levitt, William Lish, Harry Modele, Abe Prell, Louis Rice, Mike Roman, Harry Schreiber, Claude Sechrest, Al Howard, Lloyd Serfass, Jimmy Stabile, Whitey Tara, Dom Vivona, Rip

Weinkle, Harry Weiss, John Wilson, Art Lewis, Louis Bell, Roland Page, Max Goodman, Dutch Saltus, Newell Taylor, Joe Marciano Jr., John Miller Sr., Sydney Daniels, Al Hamid, Johnny Hoffman, Lou Lange, Jeff Harris, Phil Cook, John Portemont, Pete Norman, E. J. Strates, Johnny Canole, Harry Ross and Eddie Horwitz. Nominating committee in Miami was Abe Prell, chairman; Ben Glasberg, Al Hamid, Johnny Hoffman, Jimmy Stabile and Sydney Daniels. Irwin Kirby

JULY FOURTH LOWELL CELEBRATION FOR LAGASSE

Retain Big Date; 4 Units Readied For May Opening

HAVERHILL, Mass. — Refurbishing of Lagasse Amusement Company rides and equipment is set to start January 25, following a highly successful holiday lighting season. The midway firm has a long-established second business in Christmas lighting and decorating.

A crew of 15 men handled 11 cities and towns plus many buildings, residences and community Christmas trees, including the 70-footer at WBZ-TV in Boston.

Repeat contracts close to 100 per cent of the 1959 route are indicated, Marie Lagasse reported. Four units will go out starting May 1. Plans are developing for the July Fourth celebration on the Lowell Common, one of the East's biggest pre-fair dates, Mrs. Lagasse added. Dates are July 1-4. Lagasse played it in 1959.

There are six units booked for various July Fourth doings, she said. A major show is being negotiated with, about dividing into sections for the holiday dates. Also shining strong on the route is the Gloucester Fiesta, June 23-26, sponsored by St. Peter's Fiesta, Inc. This one falls during the peak of the fishing season.

The Caterpillar and Tilt-a-Whirl were reconditioned in September prior to storage. The Octopus was sent to the factory for rebuilding. During 1959 a new Alan Herschell Merry-Go-Round was added. A new Scrambler is to be delivered prior to May.

Show officials will remain unchanged with Orville L. Wesley as general manager; Harry Ryan, grounds superintendent; and unit managers Joseph (Bucko) Homan, No. 1 Unit; Rene Desjardins, No. 2 Unit; El Cartier, No. 3 Unit; and Roland Poor, No. 4 Unit. Wesley will attend the annual Massachusetts fair meeting, then vacation on the West Coast.

Hammond Plans February Bow

HOUSTON — Bob Hammond Shows are planning to bow here on or about February 10, it was announced at winter quarters here last week.

A crew of eight men are working here under Eugene Hammond and Bill Boswell. Two small units are playing shopping centers around the city.

Three Texas fairs new to the route have been signed, Rosenberg, Liberty and Wharton. As previously announced, three Iowa fairs have been added — Manchester, Tipton and Corning.

Mr. and Mrs. Wallace Thomas, owner of Poff's Trailer Courts, LaFeria, Tex., recently presided over their third annual Christmas dinner for showfolks. In attendance were Mr. and Mrs. Roy Pierce, Mr. and Mrs. L. J. Denind; Mr. and Mrs. George Isenhower and sons, John, Ronald and Kenneth; Mr. and Mrs. Roy Harvey and son, Dennis; Mr. and Mrs. Willard Bolton, Emmett Stevens; Mr. and Mrs. Slim Dearing and son, Bobby; Mr. and Mrs. Junior Barnett and daughter, Jeanie; Mr. and Mrs. H. Chamberlain, Mr. and Mrs. A. Bryor, Mr. and Mrs. J. Kugler, H. Kid, Kitty Kelly, Bunny Bates, and Fred and Sandra Lee.

Concessionaire Walter Hord, at his home in White Castle, La., following a November 16 back injury, would like to hear from friends before departing for St. Louis where he is to undergo treatment. . . . In two days of hunting recently near Cope, S. C., Sonny Levine bagged a deer, according to the Royal American Shows' Joe Pearl. . . . Rita Raye, who put in the past season with Bill Chalkias' Side Show on the William T. Collins Shows, is convalescing after recent illness at her home in Roanoke, Va. . . . Show electrician Earl H. Lyons has been commissioned a Kentucky colonel by Gov. A. B. Chandler, according to Mrs. Lyons, of Gibsonton, Fla. . . . Show owner Bunny Venus is wintering in Athens, Ga., after playing Southern fairs.

Georgia Amusement Company has been awarded the contract for the 1960 Cherokee (N. C.) Indian Fair, October 4-8, according to show owner H. H. Scott. . . . Jerry and Sally Higgins were recipients of a combination Christmas-birthday party. Among the guests were Rena Maxine, Dazzle Dare, Larry Hipps and Nat Kipping. . . . E. Lawrence Phillips, formerly of the Johnny J. Jones Exposition, is a patient in Kensington Gardens Sanitarium, Kensington, Md., according to Mrs. Hoddy Jones. . . . Buttons McCormack underwent December 25 surgery in Veterans' Hospital, Houston, and would like mail from friends.

Woodrow Arnold, a patient in the State T.B. Sanatorium, Sanatorium, Miss., would like mail from friends.

Pallbearers at the recent funeral in Odessa, Tex., for concessionaire Herman (Jew) Schwartz were Cecil Beatty, Bill Scott, Carl Wallace, Dick Vinegard, Bob Heth and George Stevens. Other showfolks attending included Rollis Reves, S. T. Beauchamp, Ruth and Carl Wallace, Betty and Jack Vinegard, Minnie Redman, Lucille Hay, Mr. and Mrs. Everett South, Canadian Tex. T. J. Tidwell, Mrs. Dick Vinegard, Mrs. Bob Heth, Mrs. Bill Scott, Mrs. Brackings, Mr. and Mrs. John Francis, Mr. and Mrs. E. W. Harrison, Mrs. A. R. Crawford, Grace Cooper, Dean Crawford, Mr. and Mrs. Wilburn Elliott, Mrs. George Stevens, Linda Stevens, Mrs. Royce Cline, Mrs. Billy Baker, Rivby Green, Mrs. Gerald Brown, A. G. Stevenson, Jewell and Herschel Russell, Johnny Russell and Jack L. Hubbard. Al Schneider

SUNSET AMUSEMENT CO.

OPENING THURSDAY, APRIL 21, 1960, EXCELSIOR SPRINGS, MO.

Closing Sunday, Oct. 9, at American Legion Fair, Caruthersville, Mo. Playing Missouri, Iowa, Illinois, Minnesota, Nebraska and Arkansas Fairs and Celebrations.

NOW BOOKING CONCESSIONS

6 Cats, Buckets and Frames. Each must have a Hanky. Also want Bear, Bird and Glass Pitches. Photos, Scales, Jewelry; Long, Short and Cork Galleries; Foot Longs, Custard or Ice Cream, Basketball, Punk Racks, Bottles, Ball Games, Coke Ring, Hoop-La, Bushels, 1 Ball, Fish or Duck Pond, Pitch-Till-You-Win, Badges, Hats, Dip and High Striker.

BOOKING INDEPENDENT SHOWS

Side Show, Athletic Show, Monkey, Animal, Snake, Mechanical, Motordrome. NO DING SHOWS.

WANT ARCADE

Percentage or privilege. HELP: Want several sober Second Men who give. Qualified Caterpillar Foreman. Winter quarters open March 25, Excelsior Springs, Mo. Want Electrician or one that wants to learn.

Address: P. O. Box 10245, Fort Lauderdale, Florida

120th GREAT ORANGE CO. FAIR, MIDDLETOWN, N. Y. AUGUST 6-13

New York State's outstanding early fair! Drawing 150,000 paid admissions annually. Star-Studded entertainment policy. How-Quit Shows on the midway.

ALL CONCESSIONS UNDER SUPERVISION OF AL HOWARD ASSISTANT TO BEN STRONG, FAIR PRESIDENT.

For space: AL HOWARD, 1818 Newkirk Ave., Brooklyn, N. Y.

CAN USE

Few more Acts for Grandstand Show, So. Florida Fair & Expo., Jan. 22nd to 30th. Approximately 10 to 12 performances. The following please contact at once: Benny & Betty Fox, The Great Beckett, Mel Hall, The Triska Family, High Diver, Dynamite Man. Can also use Baby Chimp and Elephant, or Pigmy Elephant for bally and street publicity. Acts wintering in So. Florida given preference. Write

Speedy Bahbs, Producer
So. Florida Fair & Expo.
2756 Georgia Ave. W. Palm Beach, Fla.

FOR SALE

'59 Tilt and transportation, two Chevy Tractors and 30-ft. Racked Trailers, Elect. Hoist and Boom to handle Tilt. All first class, ready to go. Complete \$19,000.00. Cash or terms.

FORREST C. SWISHER
Box 125, Caney, Kans.

FOR SALE

Two Kiddie Rides, shop built but nice. Cars and Tanks, same as Skyfighter, does not raise; cheap for cash, \$800.00. One 20-ft. Travelite MFG Trailer for Popcorn, etc.; glass both ends and one side, tandem wheels, very nice, cost \$1,800.00, sell for \$900.00. 4 Hot Rod Cars and Trailers, good as new, sell for \$1,000.00. WILL BE AT KANSAS FAIR MEETING, TOPEKA, C. A. GOREE, Hamilton Hotel, Olney, Texas.

CAN PLACE

In Colored location. Duck Pond, Popcorn, Sno-Cones and Floss. Also Glass Pitch or any Prize-Every-Time Concessions not conflicting. Shows: Any worthwhile, clean Shows and Minstrel Shows that can get it. Can use Grab or small Cookhouse for now and all season. Wheel Foreman who can winter and wants to stay for season. Contact Manager. PETER PAUL AMUSEMENT
1712 Southwest Rd. Sanford, Fla.

America's Finest Show

BANNERS and FRONTS

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February 25-28, 1960 CHARRO DAYS

Last call for Brownsville's Charro Days Fiesta Concessions. Deposits must be in by January 15 for locations to be held.

M. G. DENNIS
1004 Van Buren St., Brownsville, Texas

AGENTS WANTED

FOR WINTER HAVEN, FLA., FAIR Set up January 14, open Saturday, January 16. Help for Lamp and Bear Pitches.

WALTER COX
c/o Strates Shows, Winter Haven, Fla.

KEN-PENN AMUSEMENT CO.

SHOWS: Family type Sideshows, Motordrome, Glass House, Wildlife, small Freak Shows or any Show of merit.

CONCESSIONS: Have a few openings for good clean Carnival Games that work for stock. No flats or mitt camps.

RIDES: Can use any Major Rides that do not conflict.

HELP: Our winter quarters are now open. Need Merry-Go-Round Foreman, Man to handle five-ride Kiddieland, Octopus Foreman. Must be clean, reliable. Best of wages and treatment. No drinkers or chasers need reply.

RALPH D. SANDERS

619 Earl Avenue

New Kensington, Pa.

CLYDE BEATTY'S JUNGLELAND

Opening January 23, 1960

To be open year round.

On U. S. Highway #1 & 185th St., Miami, Fla.

ALL CONCESSIONS FOR SALE

Contact **CLYDE BEATTY**

Wire or phone Wilson 7-3262.

SMILEY'S AMUSEMENTS

Want for Glades Annual Fair and Festival, sponsored by Florida National Guard, with 4 Fairs to follow.

SHOWS: Can use any family-type Shows.

CONCESSIONS: Hanky Panks, Eating and Drinking Stands, all Sales and Alibi joints.

RIDES: Can use major Rides not conflicting.

RIDE HELP: Can use capable Ferris Wheel Man for season. Want to buy Tilt-a-Whirl for cash. All wires and replies Clearwater, Fla., week January 11-16.

HOLIDAY AMUSEMENT CO.

FOR 1960 SEASON

Have 18 of the better Fairs and Celebrations in Mo., Kansas, Okla. and Ark.

Can use for the entire season the following: Concessions—Six-Cat, Buckets, Pan Joint, Percentage, Cork Gallery, Balloon Dart, One Ball, Age and Weight, Bumper, Striker, Derby, Short Range, Bird Lamp, Glass, Bear Pitch, Baskets, Coke Ring, String, Photo, Hat, Penny Pitch. A small Grab should do good here. Help—Can use to join at opening spot for the season. Ride Men without cars sober and licensed semi drivers. FIELDING GRAHAM, 7415 STATE LINE, KANSAS CITY, MO.

AGENTS WANTED

For Winter Haven, Fla., Fair, opening Jan. 16th. Have for Sale: 1950 20-Ft. Wells-Cargo Trailer.

WALTER COX

Care Strates Shows, Winter Haven, Fla.

WANT TO BUY

Eli Scrambler, Rock-o-Plane. Must be in good shape. Where rides can be seen.

RIDES

P. O. Box 2604

Sarasota, Fla.

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THE FINAL CURTAIN

• Continued from page 60

STEEDLE—DeWitt, 85, stage manager at the Allentown (Pa.) for 38 years, December 29 in Allentown Hospital. Steedle joined the Allentown Fair staff in 1921 after working as stage manager in other sections of the country. Survived by four sons, C. Lamont, Fred A. and Norman D., all of Allentown, and Floyd E., Egypt, and a daughter, Clarice. Services January 2.

STIY—Joseph, former outdoor showman and developer of Paradise Trailer Park, Bradenton, Fla., December 27 of a heart attack while fishing in the bay at Sarasota, Fla. A native of Poland, he formerly was a cookhouse and concession operator with the Johnny J. Jones Exposition and also had a fun-house with the Gooding Amusement Company at one time. He was a member of the Greater Tampa Showmen's Association. Survived by his widow, Mary, of Bradenton, and four sisters, Mrs. Helen Jarnicki, Mrs. Julia Barneski, Mrs. Mary Burger and Mrs. Eva Brandoner, all of New Jersey. Burial in Showmen's Rest, Tampa.

SWANK—Ruth, December 14 in Superior, Wis., from injuries suffered in an auto accident. Survived by her husband, Harry, and two daughters, Susan and Grace. Burial in Grandview Cemetery, Johnstown, Pa.

VAN ZILE—Guy W., 78, for 50 years a Midwest caramel corn and taffy concessionaire, January 3 at his home in Hamilton, Ind., following a stroke suffered in September, 1957. In the late 1950's he was with the World of Pleasure Shows. Surviving are his widow, Estella; a daughter, four grandchildren, including concessionaire

Jack Chorpenning, and 10 great grandchildren.

WATKINS—Ben T., Macon, Ga., police chief for 30 years and long-time associate of circus people, January 1 following a stroke at his desk the day before. He had been interested in circuses since the days of the Sparks Circus in Macon and in recent years headed the committee that often sponsored circuses in Macon.

MARRIAGES

KEARNEY-WICKER— Jack Kearney, agent for Al Cecchini concessions, and Betty Wicker January 2 at Regular Associated Troupers Club House, Los Angeles.

WOODCOCK-WILLIAMS — Barbara Ray Williams and William H. (Buckles) Woodcock Jr., at Paris, Tex., December 14. She has been with elephant acts including Cristiani, Diano and, last season, Clyde Bros. He has been with the Woodcock Elephants and other acts. They now are with the Woodcock act.

BIRTHS

ALLEN— A daughter, Mary Saunders, December 12 in Darien, Ga., to Ray and Lennie Allen. Father is a former concessionaire with Eastern carnivals.

FISK— A son, David Keith, December 29 in Baltimore to Stanley and Linda Fisk, concessionaires and demonstrators.

LUVIS— A daughter, born recently to Pete and Isabelle Luvas at Park Ridge, Ill. Father is a member of the Luvas aerial duo with circuses.

PARKER— A daughter, January 5, to Mr. and Mrs. Tom Parker at Chicago. Father is general agent of the Cristiani Bros. Circus.

'Capades'

• Continued from page 54

whom she met here. They planned to be married January 7 in Seattle. A 17-year-old high school senior, Sharon LaFlam, was given a contract as a skater. She will join the show next spring after graduation.

Benjamin C. Moore, manager of the Spokane Coliseum, reported a record attendance of about 61,000 and a record gross of about \$180,000. Performances drew an average of 85 per cent of capacity, he said.

A 12th performance, New Year's Day matinee, was added because of good advance ticket demand. It drew about 4,500 patrons, Moore said. A New Year's Eve 8 o'clock show drew about 6,000 but a midnight show attracted only about 1,200. Prices were \$2, \$2.50, \$3 and \$3.50. Mail orders and license plates of parked cars indicated more than 60 per cent of the spectators came from points outside Spokane, Moore said.

Minneapolis

• Continued from page 53

Auto Show was revived in 1956 that producer Max Winter, head of Minneapolis Attractions, Inc., has split the top billing three ways.

This also is the first year that American cars are being exhibited side by side with foreign models. In addition, compact, sports, antique and home-made cars are being shown. More than 150 booths have been set aside for automotive equipment displays, services and miscellaneous merchandise exhibits.

Detroit Club Changes Slate

DETROIT—Changes in nominations for key offices were made last week by the Michigan Showmen's Association as the result of vacancies. Calvin L. Lovejoy, retiring president, was named executive secretary, a post previously left vacant on the slate.

Edor Burge was nominated as treasurer, to succeed Max Kahn, holder of the post for 10 years, who died recently. Milton McLean was nominated to the board of directors to fill the vacancy caused by the elevation of Burge.

Formal election will take place Monday (11), with the new officers to take office immediately. No independent or opposition slate of candidates for any office is being entered.

The New Year's Eve party, the first in a decade, was considered a major success, with an especially good attendance by outside guests of members. Entertainers included Margie Mansell, past president of the Auxiliary, vocalist; Dave Karp, MSA member, in a burlesque of a strip tease act, and Mlle. Lafayette, of the Gold Dollar Bar, thru the courtesy of member Jackie Osborn.

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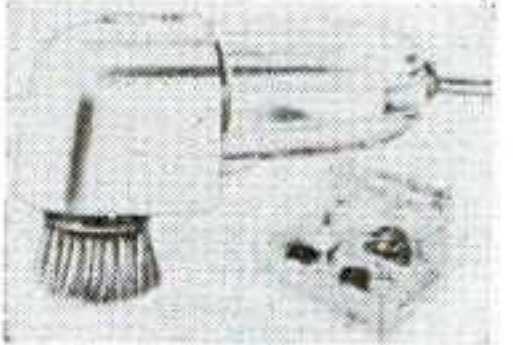


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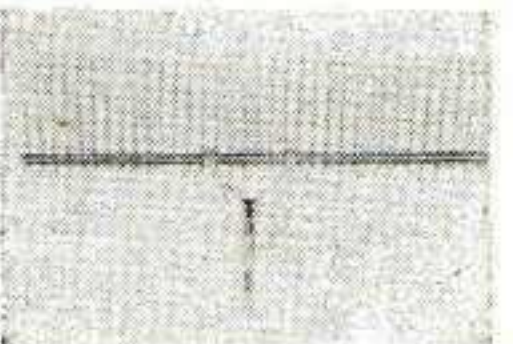
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Zeckendorf Firm Plans to Lease Magic Mountains

DENVER—The board of directors of Magic Mountain has approved a leasing arrangement with the International Recreation Corporation, subject to approval by stockholders of the multi-million dollar amusement park now scheduled to open in May. Magic Mountain's board chairman, Allen J. Lefferdink, has been attending meetings in New York

with William Zeckendorf concerning Webb & Knapp's operating interest in Magic Mountain. Zeckendorf is a major stockholder in the International Recreation Corporation, which will operate Magic Mountain by paying \$200,000 per year and sharing profits with the Lefferdink interests, subject to the final approval by the stockholders.

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RECENT . . . visitors at the Palm Harbor (Fla.) Monkey Ranch of Robert and Mae Noell, who have their Noell's Ark Gorilla Show on the road with carnivals during the summer, included Ben C. Davenport, Art Riley, Mike Mackey, Harry LaRoy, Chief Thundercloud and Gabe Harrell. The Noells are former med show troupers.

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 BULOVA, BENRUS, GRUEN, ELGIN, WALTHAM, HAMILTON, LONGINE, MEN'S or LADIES'—WITH EXPANSION BANDS.
 We are NOT the World's Largest Rebuilders, BUT WE ARE THE WORLD'S BEST!
 Send for price list.
CEES TRADING COMPANY, INC.
 1344 S. Halsted St., Chicago 7, Ill.
 When in Chicago, visit our showrooms.
 Open Sundays.

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EXPANSION IDENT'S & PHOTOS
 • Engraving Jewelry.
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 Casey is your dependable source of supply.
CARNIVAL—CIRCUS—TENT SHOWS—SPECIAL EVENTS
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 OUR PRICES
 OUR SERVICE
 WILL KEEP YOU HAPPY
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 Are made to sell fast.
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No Gears
 No Belts
 No Pulleys
 No Oiling
 Purchase your Snow Cone Machines direct from manufacturer. All sizes, models and prices. Write for free catalog.
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NOVELTIES—MECHANICALS—HATS & 1001 OTHER ITEMS
 Importer & Wholesale Distributor
 Carnivals • Fairs • Parks • Resorts • Other Events
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 192-194 PARK ROW NEW YORK 7, N. Y.

Qualatex Street Man BALLOONS
FAST SELLING — BIG PROFIT
ORDER TODAY FROM YOUR PIONEER SUPPLIER
THE PIONEER RUBBER CO.
 407 Tiffin Road Willard, Ohio

Olds, Alta., Arena Nears Completion
OLDS, Alta.—Construction of a new arena here is well under way and the building is expected to be ready for use early in the year.
 The town lost its arena in the fall of 1958 when it was found that the wooden arches were disintegrating and it had to be demolished. Fire later destroyed the arena hall and waiting rooms.
 Delay in a start on the new build-
 came about when the first bylaw calling for an expenditure of \$200,-000 was rejected. A second bylaw for \$125,000 was approved and then a lumber strike in British Columbia further delayed the project.
 Ten wooden arches, each weighing 6,500 pounds, will support the roof of two-inch spruce planking and heavy asphalt shingles.



OUR MERCHANDISE GETS ACTION
 We are headquarters for Indian Belts, Jewelry, Novelties, Beaded Strips and Souvenirs, etc.
FREE: New Illustrated Catalog and Price List.
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WHOLESALE MERCHANDISE AND NOVELTIES
 For Concessionaires—Novelty Men—Wagon Jobbers — Premium Users — Agents — Auctioneers, etc.
SEND FOR OUR FREE 1959 GENERAL CATALOG
 Illustrating a most extensive line of merchandise at prices that will amaze you.
GELLMAN BROS.
 119 No. 4th St. Minneapolis 1, Minn.

OSTRICH FEATHERS
 Dyed & Natural
Also Fancy Feathers for:
NOVELTY HATS • PARTIES • CARNIVALS • FAIRS • PARADES • AND OTHER EVENTS
 We also supply all kinds of Artificial Flowers. We can supply any Feather in any Color Desired.
SEARS COMPANY
 35 West 36th St., N. Y. 18, N. Y. WI 7-5135
 The Oldest Established Ostrich & Fancy Feather House in The United States.

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 All Lines Shown in Catalog — 259.
 Write for Your Copy—State Your Business.
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 OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.



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 Guaranteed Like New.
MIDWEST WATCH CO.
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PRICE LIST READY
 Send for Your Copy at Once.
SLUM . . . Greatest Line Ever Assembled
PLUSH TOYS and DOLLS
FLASH . . . Superb Values NEWS ITEMS When They Are New
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 14 West 14th Street, New York 11, N. Y.
 Phone: ALgonquin 5-8290

LARGEST SELECTION ENGRAVING ITEMS
 • **Free Catalogue** •
 • **24 Hour Delivery**
JERI, Inc.
 28 South Hanover St. Baltimore 1, Md.

Stanford Hired To Research Zoo At Los Angeles
 LOS ANGELES—Friends of the Zoo at Los Angeles have retained Stanford Research Institute to make a full study on the plans for the site, construction, design and other factors of the newly proposed zoo here. The Friends and the city signed a formal contract recently by which they will build a major zoo. The Stanford project will cost \$60,000.

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.
 3048 W. North Ave. Chicago 47, Ill.
 EVerglade 4-0244

PLUSH VALUES
OUR PANDA BEARS CAN'T BE BEAT!
Buy direct from factory & save!!!
FREE CATALOG
 of over 1,000 different and new plush toys, imports, carnival goods and hot action toys. Specializing in low priced quality goods.
 Same day shipment.
ACE TOY MFG. CO.
 536 Broadway (WO 6-5627), New York 12, N. Y.



For the Finest in MEXICAN REVERSIBLE PURSES
 New Mexican Accordion Style Bag. 3 compartments with zipper. Proven very durable. Asst. colors. Many other fast-selling Mexican imports.
ASK FOR FREE CATALOGUE
PEARL SALES CO.
 P. O. BOX 675 EL PASO, TEXAS

THE BEST SALES BOARDS AND JAR GAMES
 Write for information and prices.
GALENTINE COMPANY
 Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad liba. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif. fe29

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y. ja25

25,000 PROFESSIONAL LINES! ROUTINES, Sight-Bits, Parodies, Topical gag services, too! Free catalog. Write Robert Orpen, 111 E. Carpenter St., Valley Stream, N. Y. mh21

Agents, Distributors Items

BUY WHOLESALE FROM 257 AMERICAN, European, Japanese wholesalers and tailor-made Suits from Hongkong. Send \$2 for guaranteed lists. International Buyers, 216-B Jackson, Chicago 6, Ill.

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.
RATE: \$14 PER INCH
Rule border permitted when using one inch or more.

EARRINGS—ASSORTED STONE AND TAILORED, corded. \$5 gross. Plastic Wallets, assorted colors, \$10.50. 205 1/2 St., New England, 124 Empire St., Providence, Rhode Island. ja25

FAMOUS MFR. CLOSEOUTS

Asst. Earrings, \$1.75 & \$3.00 Dz.
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.
Tie & Cufflinks Sets,
Asst. \$3.75 & \$6.00 Dz.
Cultured Pearl Tie Slides,
corded \$ 2.00 Dz.
Asst. Boxed Sets \$4.50 to \$ 6.00 Dz.
Boxed Sets, Asst. \$9.00 & \$18.00 Dz.
Eng. Pearl Sets, Boxed
1, 2 & 3 Strands to doz. sets, \$6.00 Dz.
Cultured Pearl Pendants, Boxed \$3.50 Dz.
Rosary Beads, Boxed \$6.00 & \$9.00 Dz.
Children's Necklaces, Boxed \$3.00 Dz.
Flora, 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., Chittanooga, Tenn. ja25

KOEHLER NOVELTY SIGNS—7 X 11 INCH Comic, Hilarious, Pictured, Daglo colored money makers. Sent everywhere. Can be used as jumbo postcards. 10 saleable samples, \$1; 1 sample etc. 10¢. Koehler, 12 Caldwell, Cincinnati 16, Ohio.

REBUILT WATCHES—ELGIN, WALTHAM, Benrus, Bulova, \$5 and up. Write for free price list, Joseph Bros., 5-BB So. Wabash, Chicago 3, Ill. ch-np

Animals, Birds, Snakes

CHAMELEONS, \$15 HUNDRED PREPAID! Live arrival guaranteed. Twenty-foot Python, \$800; Rattles, \$5. Harmless Snakes, \$1. Snake Farm, Laplace, La. ja25

PETS, BIRDS, ANIMALS, REPTILES. Every description, trained or untrained, shipped anywhere; live arrival guaranteed; wholesale, retail. Information or price list, \$1 (refundable). Jungleland, Florida, Ala. fe8

WANTED — TAME DEER, GUANACO, Llamas, etc. Quote best price. For Maine, Spector, 941 N.E. 176 St. North Miami Beach, Florida. np

JEWELRY CLOSEOUTS

FREE CATALOG

E5—Stone E/rgs, etc. asst. Gr. \$12.00
E1—Tailored E/rgs, asst. Gr. \$18.00
E2—Stone & Pearl E/rgs asst. Gr. \$21.00
E130—Rhinstone E/rgs, asst. Gr. \$30.00
O1—Odd Lot Brace & Necklaces 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 Protectors. Samples of either \$50 with your name, address and Social Security number. Catalog free.
GENERAL PRODUCTS
Dept. BB-104, 188 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

● DISPLAY CLASSIFIED ADS ●

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per agate line, \$14 inch, CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

Business Opportunities

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. ja11

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 29, Calif. ja11

LARGE, EXCELLENT CARNIVAL AND Circus Grounds available at Aberdeen. S. D. Write P. O. Box 901, Aberdeen, S. D.

LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesale, Box 2688-BB, Sioux City, Iowa. ch-np

MEN, WOMEN — SHARE SENSATIONAL mail order success. Opportunity for lifetime income, security. No experience, no inventories needed. No problems. Everything furnished. Guidance given. Write Samuel Glenn Publications, Box 507, Jacksonville, N. C. ch-tfn

This is a
DISPLAY CLASSIFIED AD
Your Advertisment Displayed
in a space this size will cost
only
\$14 per insertion

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-A, Chicago 32. ja25

Costumes, Uniforms, Wardrobes

COTTON TIGHTS, \$2 & \$3; USED WIGS, Clown Suits, Wigs, Impersonators' Wigs, Top Hats, Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J.

Formulas and Plans

MAKE, SELL PITCHMAN'S PRODUCTS. Cleaners, polishes, perfumes, cosmetics, battery additives, anything. Work home. Three Formula Catalogs, dime. Chemical, Park Ridge 25, Ill. ch-np

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. ja11

For Sale—Secondhand Show Property

BUILD MAJOR RIDES—COMPLETE PLANS: Dark Rides, Ferris Wheel, Flying Scooter, Carousel, \$25 each; Chairplane, \$10; Octopus, \$15; Rodeo, \$15; all \$110. Aluminum Horses Free catalog. Brill, Box 875, Peoria, Ill.

FOR SALE: CONCESSION WAGON ON 2 wheels, equipped, ready for business. A bargain at \$900. This is less than \$2 value, due to sickness. D. W. Day, Route 2, Box 225, Kevil, Ky.

GOOD USED TEXTS FOR SALE, 12 FT. X 12 ft. thru 42 ft. x 75 ft. and up. Write for list direct from factory. Eureka Tent & Awning Co., Inc., P. O. Box 966, Binghamton, N. Y. ch-fe22

KING TRAILER MOUNTED KIDDIE Wheel: 24-passenger Rocket Swing ride; J. size Chairswing: All rides in A-1 shape. P & J Amusements, P. O. Box 45, Massillon, Ohio. Phone: Temple 29487.

LIST YOUR RIDES NOW, OUR NATION- wide Service offers full sales coverage. Young's Park Sales, 715 4th Ave., Two Harbors, Minn. fe15

MERRY-GO-ROUND AND ROCKET TRAIN for sale. Phone: Hickory 4-2965, Columbus Ohio. ja25

MORE BUYERS
Will Stop and Read
YOUR AD
If you use a
DISPLAY CLASSIFIED AD
RATE ONLY \$14 per inch

PHILADELPHIA TOBoggAN Co. KIDDIE M-G-M 16 passenger, \$1,800; Mangels Kiddie Airplane, 10 passenger, \$1,250. Can be seen in operation, M. Seakin, 1834 E. 14th St., Brooklyn, N. Y. ja18

SELLING DUE TO ILLNESS FOR CASH: Major Ferris Wheel, \$3,250; Kiddie Train Ride, electric driven, \$750; Concession Trailer equipped with Cotton Candy Machine, Pop Corn Warmer, Stove, Kettle, etc., \$850; one Little Six Wheel with Concession, no canvas, \$100; High Striker, \$100; Penny Pitch Board, \$25. Kathleen Bruce, 1525 62nd Place, Spaulding Heights, Washington 7" D. C. Phone: Jordan 8-6993.

SIDE SHOW TOP, ALUMINUM BANNER line. \$1,000. Rod Link, 7931 S.W. 16th St., Miami 55, Fla.

TRAINS — ALL SIZES, GAUGES, TYPES: new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. ja11

2-ABREAST LITTLE BEAUTY MERRY-GO Round with transportation. Rod Link, 7931 S.W. 16th St., Miami 55, Fla.

1537 SPINEROO, EXCELLENT CONDITION, Rod Link, 7931 S.W. 16th St., Miami, Fla.

Help Wanted

BOOKING AGENT-ASSISTANT FOR MO- bile Exhibit Transportation, living quarters furnished. Top attraction, best treatment, modern equipment. Write: Adventureland Zoo, Wilson, N. C.

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.

ELEPHANT MAN—ONE ELEPHANT ROOM, board. Winter salary: year-round work; no driving. L. R. McNeece, Gen. Delivery, San Antonio, Texas, Walnut 3-1425.

Instructions & Schools

LEARN AUCTIONEERING — TERM SOON World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. fe3

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 ja11

Miscellaneous

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¢ sales to Madsa Products, Post Office Box 21025, Indianapolis 21, Ind. ja25

"LITTLE TOOT"
Real Steam Trains
14"-15"-16"-24" Gauges
Send for Literature

CROWN METAL PRODUCTS CO.
Wyano, Penna.

PLASTIC JUGGLING CLUBS, BALANCED and cushioned, allowing freedom in performing. 4 1/4"x19 1/2", \$5 each. Al Nichols Bird and Animal Farm, Fairlee, Vt. ja25

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., 1346 W. Cortes, Chicago 22, Ill. ch-tfn

Printing

WINDOW CARDS—QUALITY 14X22 NON- binding 3-color Posters, 50 words copy printed in black ink. \$9 hundred; 17x28 size, \$13.50 Speedy service. Dayglo Auto Bumper Stickers, size 4x15, yellow, red or green, \$13 hundred. Tribune Press, Dept. 160, Earl Park, Ind. mh29

200 8 1/2X11 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

Tattooing Supplies

TWO OUTSTANDING WINDOW DISPLAYS, size 8 1/2x11, in colors, \$1 each. 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 5-6175 Galveston, Texas

Wanted to Buy

TRACTOR AND 35-FT. TRAILER; WILD Mouse or any large Portable Coaster. Have Rolloplane and Kid Rides for sale or trade. F. Shafer, Washington, Ind.

WANTED: BAND ORGANS, CALLIOPES and Electric Pianos. L. M. Horstman, 457 Oneida St., Pittsburgh 11, Pa. ja11

WANTED FOR CHAMBER OF HORRORS Museum: Bizarre Props, Photos, Torture Devices, etc., or will swap. Write George Weiss, 155 W. 46th St., New York 36, N. Y.

MUSIC-RECORDS ACCESSORIES

Opportunities

MONEY-MAKING OPPORTUNITIES FOR you who play musical instrument or have writing ability. New Book only \$2 postpaid. Pembroke Publishers, 10635 Preston, Louisville 3, Ky.

(Continued on page 68)

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:

<input type="checkbox"/> Acts, Songs, Gags <input type="checkbox"/> Advertising Specialties <input type="checkbox"/> Agents, Distributors Items <input type="checkbox"/> Animals, Birds, Snakes <input type="checkbox"/> Business Opportunities <input type="checkbox"/> Calliopes and Band Organs <input type="checkbox"/> Collectors Items <input type="checkbox"/> Costumes, Uniforms, Wardrobes <input type="checkbox"/> Food & Drink Concession Supplies <input type="checkbox"/> Formulas and Plans <input type="checkbox"/> For Sale—Secondhand Goods <input type="checkbox"/> For Sale—Secondhand Show Property <input type="checkbox"/> Help Wanted <input type="checkbox"/> Instructions and Schools <input type="checkbox"/> Locations Wanted <input type="checkbox"/> Magical Supplies	<input type="checkbox"/> Miscellaneous <input type="checkbox"/> Mobile Homes, Accessories <input type="checkbox"/> M P Films—Accessories <input type="checkbox"/> Musical Instruments, Accessories <input type="checkbox"/> Partners Wanted <input type="checkbox"/> Personals <input type="checkbox"/> Photo Supplies & Developing <input type="checkbox"/> Ponies <input type="checkbox"/> Printing <input type="checkbox"/> Rigging and Props <input type="checkbox"/> Salesmen Wanted <input type="checkbox"/> Scenery, Banners <input type="checkbox"/> Talent Wanted <input type="checkbox"/> Tattooing Supplies <input type="checkbox"/> Trucks, Trailers, Accessories <input type="checkbox"/> Wanted to Book <input type="checkbox"/> Wanted to Buy
---	--

Music, Records, Accessories

<input type="checkbox"/> Business for Sale <input type="checkbox"/> Record Pressing <input type="checkbox"/> Situations Wanted <input type="checkbox"/> Sound Equipment-Components	<input type="checkbox"/> Used Dealer-Distributor Equipment <input type="checkbox"/> Used Records <input type="checkbox"/> Used Record Pressing Equipment
---	--

Coin Machine Headings

<input type="checkbox"/> Help Wanted <input type="checkbox"/> Opportunities <input type="checkbox"/> Parts, Supplies <input type="checkbox"/> Positions Wanted	<input type="checkbox"/> Routes for Sale <input type="checkbox"/> Wanted to Buy <input type="checkbox"/> Used Equipment
---	---

Talent Availabilities Headings

<input type="checkbox"/> Agents and Managers <input type="checkbox"/> Bands and Orchestras <input type="checkbox"/> Dramatic Artists <input type="checkbox"/> Hypnotists <input type="checkbox"/> Miscellaneous	<input type="checkbox"/> M P Operators <input type="checkbox"/> Musicians <input type="checkbox"/> Outdoor Acts and Attractions <input type="checkbox"/> Vaudeville Artists <input type="checkbox"/> Vocalists
---	--

3. Indicate below the type of ad you wish:

<input type="checkbox"/> REGULAR CLASSIFIED AD—20c a word. Minimum \$4 <input type="checkbox"/> DISPLAY CLASSIFIED AD—\$1 per agate line One inch \$14 (14-agate lines to inch)	<input type="checkbox"/> TALENT AVAILABILITIES AD—10c a word. Minimum \$2.
--	--

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in _____ Issue

NAME _____

ADDRESS _____

CITY _____ STATE _____

I enclose remittance of \$ _____

THE MARKET PLACE FOR BUYERS and SELLERS

Continued from page 67

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. jall

SINGLE COLUMN 5¢ CANDY MACHINES, capacity 110 Hershey or Wrigley gum, \$35; Acorn 1¢ Peanut Machines, \$10; U-Select-It Candy Machine, \$40; 9 column National Candy Machine, \$85. Texas Associated Enterprises, P. O. Box 1068, Amarillo, Texas. fel

40 SHIPMAN CANDY MACHINES, \$25 EA. 3-Col. Shipman, \$34.50. Roll Types, Folders, Duo, \$12. USP, 100 Grand, Waterbury 2, Conn. fel

100 PENNY AMUSEMENT GAMES, Complete, ready to use \$14.95 each; 10¢ Cookie Machine, \$24.95. Al Hoff, 1920 Rose, Baltimore 13, Md. This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

Used Equipment

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, 1211 West 4th St., Lewistown, Pa. ja18

TALENT AVAILABILITIES

RATE: 10¢ 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 25¢ to cover cost of handling replies.

Miscellaneous

EXPERIENCED PIANO MAN AVAILABLE. Blow rhythm and blues, rock, country. Bob Braddock, 140 Lake Stella Drive, Auburndale, Fla. Phone: WO 7-3505.

MASSEUR—SATISFACTION GIVEN. Continental companion, experienced. James Stout, 4105 Flower Ave., Cincinnati 5, Ohio. Grandview 1-9266.

WESTERN TV PERSONALITY. TRICK roper, singer, magician. 7 years present position, college grad, interested metropolitan TV market, shopping center promotions, etc. Box C-573, The Billboard, Cincinnati 22, Ohio.

AVAILABLE JUNE 5, 1960 — TRUMPET Player (21) student U. of P. (architecture), army veteran, desires summer stock society or big band. Will travel. Experienced jazz, big band, society and symphony. Write: Joel Goldstein, 1415 Kerper St., Philadelphia 11, Pa.

EXPERIENCED DRUMMER—JOIN IMMEDIATELY! location or travel, dance or show, new equipment, plenty rhythm, reliable voice, Tom Wrenn, 20 Chatham Rd., Asheville, N. C. ja11

PIANIST — COMMERCIAL CLASSICS. Latin, solo, accompanist. Best references, years' experience. Local 47-802. David Chody, 1406 Hamilton, Mantoloking, Wis.

Musicians

BASS MAN VOCALIST AVAILABLE FEBRUARY 2. Otto Woolsey, Y.M.C.A., #508, Louisville, Ky.

Outdoor Acts and Attractions

BALLOON ASCENSIONS. PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. fel

COMING EVENTS

California

Fresno—Boat, Sports & Travel Show (Fairgrounds), Feb. 5-7. Robert Klemm, 3199 W. Madison.

Los Angeles—Los Angeles International Sports Show (Coliseum), March 11-20. Fred J. Tabery.

Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan Pacific Auld), March 31-April 10. H. Werner Buck.

San Francisco—Gift Show, Feb. 7-10. Kay Leber, 1355 Market St.

San Francisco—San Francisco Nat'l Sports & Boat Show (Cow Palace), March 4-13. Thomas R. Rooney.

Colorado

Denver—Colorado Sports, Boat & Travel Show (Coliseum), Feb. 21-28. R. C. Langenwelter.

Denver—National Western Stock Show, Jan. 15-23. Willard Simms.

Connecticut

Hartford—Autorama (State Armory), Feb. 17-23. Joe Klein.

District of Columbia

Washington—Auto Show of the National Capital Area (National Guard Armory), Jan. 13-17, 1960.

Washington—National Capital Flower & Garden Show (Nat'l Guard Armory), March 4-10. D. L. Herndon.

Florida

Daytona Beach—Volusia Co. Home Show, March 19-23. Al Stern, 120 N. Grandview.

Fort Pierce—St. Lucie County Home Show, Feb. 19-24. Lew Nachman, Fort Pierce Hotel.

Hollywood—Hollywood Home Show, Jan. 30-Feb. 3. Al Stern, 1016 N. 16th Court.

Miami—International Foreign & Sports Car Show (Dinner Key Auld), Jan. 24-28, 1960.

West Palm Beach—South Florida Fair & Exposition, Jan. 22-30. William Lamar Allen, secy.-mgr.

Georgia

Atlanta—Southeast Boat & Vacation Show (Municipal Auld.), Feb. 26-March 4. Martin P. Kelly.

Illinois

Chicago—52d Annual Chicago Auto Show (International Amphitheater), Jan. 16-24, 1960.

Chicago—Chicago National Boat Show (Intl. Amphitheater), Feb. 5-14. Guy W. Hughes.

Chicago—Sportsmen's Vacation & Trailer Show (Intl. Amphitheater), Feb. 26-March 6. Thomas E. Durant.

Iowa

Des Moines—Iowa Sports, Boat & Vacation Show (Veterans Memorial Auld), March 24-27. Martin P. Kelly.

Waterloo—Northeast Iowa Sports, Vacation & Travel Show (Hippodrome), March 17-20. Harlan Epland.

Kansas

Wichita—Kansas Sports, Boat & Travel Show (Forum), Feb. 9-14. R. C. Langenwelter.

Kentucky

Louisville—Kentucky Sport, Boat & Travel Show (Fairgrounds Expo. Center), Feb. 6-14. William H. King.

Louisiana

Alexandria—La. Market Poultry Show, March 31-April 1. L. L. Walters.

Arabi—Arabi Jr. Livestock Show, Feb. 26-27. George R. Queen, P. O. Box 160.

Baton Rouge—L.S.U. Livestock Show & Rodeo, March 4-15. W. M. Babine, Box 8637, University Station.

Baton Rouge—East Baton Rouge Parish Fair, Feb. 23-25. C. L. Flowers, 301 St. Phillip St.

Bunkie—Avoyelles Parish Poultry Festival, March 22-29. B. G. St. Romain, 610 Floyd St.

Cameron—La. Fair & Wildlife Festival, Jan. 11-16. Jerry Wise, Sulphur.

Covington—La. Tung Blossom Festival, March 19. Ottilie M. Lambert, Military Road.

Delhi—Delhi Livestock Show, Feb. 29-March 5.

Franklin—St. Mary Parish Fair, Feb. 20. P. A. Swann Jr., P. O. Box 323.

Grambling—N. La. Broiler Show & Fair, March 21-25. Furman C. Anderson, Box 189.

Lake Charles—Southwest Dist. Fat Stock Show, Feb. 25-29. R. A. Anderson, Box 866.

Shreveport—La. Garden Club Show, March 25-26. Mrs. L. L. Robinson, 2811 Summer Grove Drive.

Michigan

Bay City—Bay City Home Show, March 16-20. Jack Davis, Box 12.

Bay City—Bay City Pigeon Show, Jan. 15-17. Robert Riegel, 901 S. Arbor.

Bay City—Bay City Poultry Show, Jan. 14-16. Ben W. Mau, 2009 Second St.

Detroit—Detroit Auto Show (Artillery Armory), Feb. 6-14, 1960.

Detroit—Detroit Boat Show (Fairgrounds), Feb. 20-28. Frank Jenkins.

Kalamazoo—Kalamazoo Sports, Boat & Travel Show (County Center Bldg.), Feb. 15-20. E. H. Buckner.

Missouri

Kansas City—Kansas City Boat Sports & Travel Show (Aud.), Jan. 29-Feb. 7. P. W. Kahler.

Springfield—Springfield Metro Sports Show (Shrine Mosque), March 8-13. Paul H. Nystrom.

St. Louis—St. Louis Boat Sports & Vacation Show (Arena), Feb. 19-23. Wendell Burick.

Nebraska

Lincoln—Lincoln Auto Show (Pershing Municipal Auld.), Jan. 20-24, 1960.

Lincoln—Lincoln Sports, Vacation & Outdoor Living Show (State Fair Coliseum), March 17-20. Bill Morton.

New York

Buffalo—Buffalo Auto Show (Maston Ave. Armory), Jan. 9-17, 1960.

Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 20-28. John G. Mellen.

Jamaica—Long Island Boat & Sportsmen's Show (State Armory), March 5-13. George G. Kamrass.

New York—National Motor Boat Show (Coliseum), Jan. 15-24. Joseph Choate.

New York—National Outdoor Exposition (Coliseum), Feb. 20-28. Jim Hurley.

Rochester—Rochester Auto Show (War Memorial Exhibit Hall), Jan. 30-Feb. 6, 1960.

Syracuse—North-East Sports Show (War Memorial Bldg.), March 10-13. W. C. Hartman.

North Carolina

Charlotte—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Coliseum), March 1-6. H. F. Van Hohn.

Ohio

Cincinnati—Ohio Valley Boat, All-Sports, Vacation & Travel Show (Gardens), Feb. 27-March 6. H. E. Hart.

Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Public Auld), March 18-27. A. W. Newman.

Cleveland—Mid-America Boat Show (Public Hall), Jan. 16-24. Irving Gray.

Columbus—Columbus Dispatch-Journal Boat & Sportsmen's Show (Veterans Memorial Auld), March 24-27. Curly Morrison.

Toledo—Toledo Auto Show (Sports Arena & Exhibition Hall), Jan. 9-16, 1960.

Toledo—Toledo Home & Travel Show (Civic Auld), March 5-13. Milt H. Tarloff, 443 Spitzer Bldg.

Oklahoma

Oklahoma City—Midwest Boat, Sport & Vacation Show (Fairgrounds), March 13-20. Jack Wright, 2719 N.W. 47th St.

Pennsylvania

Allentown—Allentown Sports, Boat & Vacation Show (Fairgrounds), March 18-26. Wendell Emrick.

Harrisburg—Pennsylvania State Farm Show (Farm Show Bldg.), Jan. 11-19. H. R. McCulloch.

Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 28-April 2. J. W. G. Altland.

Philadelphia—Philadelphia Motor, Boat & Sportsmen's Show (Convention Hall), Feb. 26-March 5. Clinton W. Smullen.

Pittsburgh—Pittsburgh Auto Show (Hunt National Guard Armory) (East Liberty), Jan. 9-16, 1960.

South Carolina

Greenville—Greenville Auto Show (Memorial Auld.), Jan. 21-23, 1960.

Texas

Austin—Austin Livestock Show, March 16-17. Lynn Griffin.

Donna—South Texas Lamb & Sheep Expo., Jan. 15-16. James McQueen.

El Paso—El Paso Home Show (Coliseum), March 28-April 3.

El Paso—Southwestern Livestock Show & Rodeo (Coliseum), Feb. 8-14. Wes Statton.

Port Worth—Southwestern Expo. & Fat Stock Show, Jan. 29-Feb. 7.

Houston—Houston Fat Stock Show, Feb. 24-March 6. Herman Engel.

Laredo—Washington Birthday Celebration, Feb. 14-23. J. George Loos, Box 455.

Mercedes—Rio Grande Valley Livestock Show & World's Championship Rodeo, March 17-21. Col. H. G. Stein.

New Braunfels—Comal County Youth Show, Jan. 30.

San Antonio—Battle of Flowers, April 18-23.

San Antonio—San Antonio Sports & Boat Show (Freeman Coliseum), March 8-13. Charles Coffen.

Tennessee

Nashville—Great Lakes of the South Outdoor Show (Fairgrounds Coliseum), March 21-27. Ames C. Evans.

Virginia

Richmond—Atlantic Angus Show & Sale (Fairgrounds), Jan. 25-26.

Richmond—Virginia Angus Show & Sale (Fairgrounds), Feb. 22.

Richmond—Virginia Hereford Show & Sale (Fairgrounds), Feb. 11-12.

Richmond—WLEE Home Show (Arena), Jan. 28-31.

Washington

Aberdeen—Aberdeen Home Show, March 1-4. Patrick J. O'Toole, Winthrop Hotel, Tacoma.

Seattle—Seattle Sports, Travel & Boat Show (Civic Auld), March 19-27. Tom O'Loughlin.

Spokane—Spokane Sports Show (Coliseum), March 22-27. Edward L. Costello.

Tacoma—Tacoma Home Show, March 22-27. Patrick J. O'Toole, Winthrop Hotel.

Wisconsin

Milwaukee—Milwaukee Auto Show (Milwaukee Aud. & Arena), Feb. 6-13, 1960.

Milwaukee—Milwaukee Sentinel Sports, Boat & Vacation Show (Arena-Auditorium), March 19-27. Charles D. Collins.

CANADA

Ontario

Toronto—Canadian Boat Show (Automotive Bldg.), Feb. 5-13. Loyal M. Kelly.

Toronto—Canadian National Sportsmen's Show (Coliseum), March 11-19. Loyal M. Kelly.

Kriele, Lowell
Lea, J.
Lepa Amusements
Leahy, Charles
Luehrs, H. W.
P. & J. Amusements
R. & H. Equipment
Ray, A. A. Company
Ritter, Lee H.
Roads, Paul E.
Sallust, Wm. W.
Shoan, Lawrence
Stewart, Bill
Wilson, Louise J.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.
Chicago 1, Ill.

Atkinson, Frank M. Fel
Benesch, Frank M. Red
Bentley, Mr. & Mrs. Red
Butts, Robert
Cash, Joseph
Crouthamel, Kenneth
Forsythe & Dowis
Henington, Bill & Betty
Hoffman, Jerry
Holiday, Jim
Ideal Rides
Jordan, Jess
Kortes, Mr. & Mrs. Pete
Kriele, Lowell
Lea, J.
Lepa Amusements
Leahy, Charles
Luehrs, H. W.
P. & J. Amusements
R. & H. Equipment
Ray, A. A. Company
Ritter, Lee H.
Roads, Paul E.
Sallust, Wm. W.
Shoan, Lawrence
Stewart, Bill
Wilson, Louise J.

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.

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2160 Patterson St.
Cincinnati 22, O.

Parcel Post
Cagle, M. Books 20¢ Mitchell, Barbara, pkg. 50¢

Aberie, William
Ackley, Jimmy
Allen, Mrs. Aietha
Allen, Buck & Mrs.
Allen, Mrs. D. V.
Allen, H. S.
Allen, Juanita
Allen, Martha D.
Allsop, Bob & Mrs.
Ambrose, Al
Anderson, Evelyn
Anthony, Bumpy
Applebaum, Sam
Archer, Jimmy & Mrs.
Armstrong, Jack
Armstrong, Jimmy
Arnold, Elmer
Barnett, George
Argo, Robert G.
Aterbury, Bob & Mrs.
Balle, King
Barker, Floyd & Mrs.
Barnett, George
Beck, Bob & Lou
Beck, Robert E. Mrs.
Bell, Frederick
Bell, Louis A. & Mrs.
Bement, Conley
Benner, Bert
Bersofsky, Larry A.
Bishop, John
Bizzaro, Louis
Black, Jay
Blake, Earl
Blaney, Beverly Joan
Bloom, Oscar
Boyer, Sam
Boers, Eva
Boley, James
Boston, Joe
Bowers, Jerry
Bowman, John T.
Broffie, H. G.
Brooks, Hattie
Brown, Johnny Mack
Bruno's Breakaway
Buchanan, Tom
Bumgardner, William
Burke, Anthony
Bush, Carl & Mrs.
Byers, Whitey & Jerry
Calders, J. B.
Cameron, Mrs. Pearl
Cary, Robert L.
Carlson, Herb
Chaney, Chas. & Mrs.
Cherry Jr., William
Cherry Jr., Mrs.
Cibull, Gertrude S. or Ben Silverman
Collanro, Roland
Concello, A. M.
Connors, James & Mrs. (Grab Joint)
Collins, Lee
Cook, Monty
Cooper, Herb
Cooper, Jerry F.
Cooper, Richard
Commo, Ray (Boro) & Mrs.
Cox, Shirley
Crippen, George
Curtis, John
Cuthbert, Charlie
Darden, Bill
Darlene, June
Daugherty, Clinton
Davis, Clarence & Mrs.
Davis, Jimmy
Davis, Koke
Davies, Wm. & Mrs.
De Cordie, Dave
De Eigar, Diane
Dean, Jack
Dean, Russell S.
Delaney, Sam
Delgado, Daniel
Bell, E. M.
Demetro, Dewey
Demossy, John
Dickinson, Eugene
Diebold, Edward
Dillow, Alex
Donald Sam
Dover, Robert & Mrs.
Draper, Bill & Mrs.
Draves, Louis
Driggers, Woodrow
W
Driscoll, B. S.
Duell, Bob J.
Dutton, Claude
Edwards, A. Bert & Mrs.
Edwards, Oscar
Egan, C. Dallas
Elkins, William C.
Ellis, Frank & Mrs.
Ely, Mr. (candy phthman)
Emite, Percilla
Evans, Clarence S.
Ewing, Burton H.
Fain, William
Fanning, Steve
Faulkner, Robert
Ferguson, Douglas
Ferris, Bud
Fike, W. W. & Mrs.
Finley, Evelyn & Kenneth
Fish, Elmer
Fisher, Mrs. Joan E.
Fleming, Mrs. Grace
Folk, B. A.
Forrest, Russell J.
Fried, Don & Mrs.
Fulham, W. E.
Fuller, Robert
Gallagher, Chuck
Gallup, Jack
Gamble, Earl & Mrs.
Gambie, Eddie & Mrs.
Garvin, Marvin
Gasca, Mike
Gattis, Clendon R.
Gayle, Carol
Geer, Frank Hiram
George (Mgr. of Flo Fat Girl Show)

Gephart, James & Mrs.
Gerard, Florence L.
Gertes, Harold
Gibson, Ben
Gillespie, Patrick J.
Gillum, Bacie
Givens, Joe L.
Gorman, Jerry
Graham, John L. (Bud) & Mrs.
Greco, Don
Green, Red & Mrs.
Green, W. R.
Greene, Marshall & Mrs.
Gregg, Chas.
Grignon, N. Connie
Grav, A. P.
Grovette, Al & Mrs.
Gustow, Louis & Mrs.
Gwens, Joe
Hackett, Edward J. & Mrs.
Hall, Joe M.
Harris, H. M.
Harris, Jessie (Henry M.)
Hart, Fred
Hartaday, Robert C.
Haskel, E. J. & Mrs.
Havens, Dick
Herman, Lelia
Higgins, Kenneth L.
Hill, J. & E.
Hinchlay, Eva
Hittl, John (Blacky)
Hoffman, Eugene & Mrs.
Horton, Wenworth M.
Howard, Johnny Mrs.
Howard, Peter
Howey, Fred
Howey, John Charles
Ingram, Howard
Ivey, Lillian O.
Jackson, Earl
Jacoby, Rudy & Mrs.
James, Jessie
James, Paul
Johnson, Mr. & Mrs.
Johnson, Mrs. Sterline
Johnson, Ted
Jones, Claude
Joseph, Frank
Julian, Sir Victor
Kalin, Mose
Kelle, Happy
Kelley, J. W. & Mrs.
Kellen, Happy
Kelly, Joe
Kelly, Robert
Kozick, Frank & Mrs.
Krueger, Earl A.
Kuehl, Wilfred H.
Lambin, Don & Mrs.
Lautner, Troy D.
Le Paige, Bertie
Lee, Bob
Lee, Sandra
Lee, Shirley
Lee, Vincent & Mrs.
Lehman, Herb
Levy, Maxie (Professor Maxie)
Levy, Shirley
Lewellyan, John & Mrs.
Lewis, William Mrs.
Littlefield, Norman
Litton, Joseph R.
Lloyd, Eddie
Logan, Mrs. Pete
Love, Gene
Lowrey, John & Mrs.
Lykens, Donald W.
McAtee, Elsworth & Mrs.
McConnell, Kenny & Mrs.
McDonald, J. K.
McEachern, Johnny
McGraw, Harold
McIntyre, Arthur L.
McLain, O. C.
McMasters, Wm. (Bill)
MacDougal, J. H.
Maibin, Edward J.
Malloy, Elaine
Maluz, Robert & Mrs.
Manning, Ennis & Mrs.
Martin, Mrs. Daisy
Martin, Larry
Mapes, Thomas
Masiello, Anthony
Mason, Tony Leroy
Mathis Jr Edward D
Meade, Blackie
Meek, Charles Aron
Merriman, Carolyn
Meltzer, Marilyn
Miller, Don & Ruth
Miller, Mrs. Jack
Miller, Paul Herman
Miller, Paul
Mills, R. C. & Mrs.
Mitchell, Monty
Mizner, Joe (Checkers) & Mrs.
Montana Steve
Moore, Johnnie & Mrs.
Harvey Z.
Moore, Roy (Frenchie)
Moran, Billy

BULK VENDING

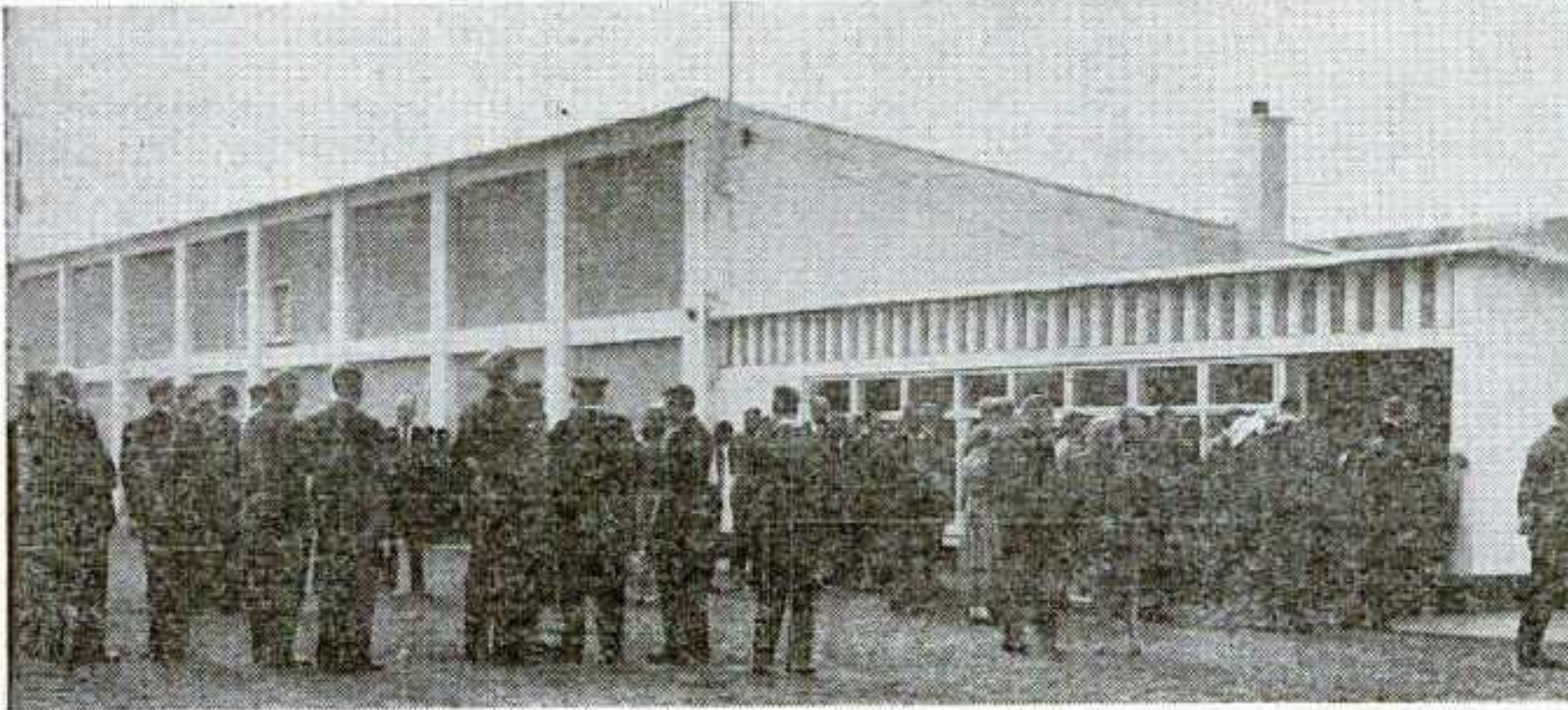
JANUARY 11, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

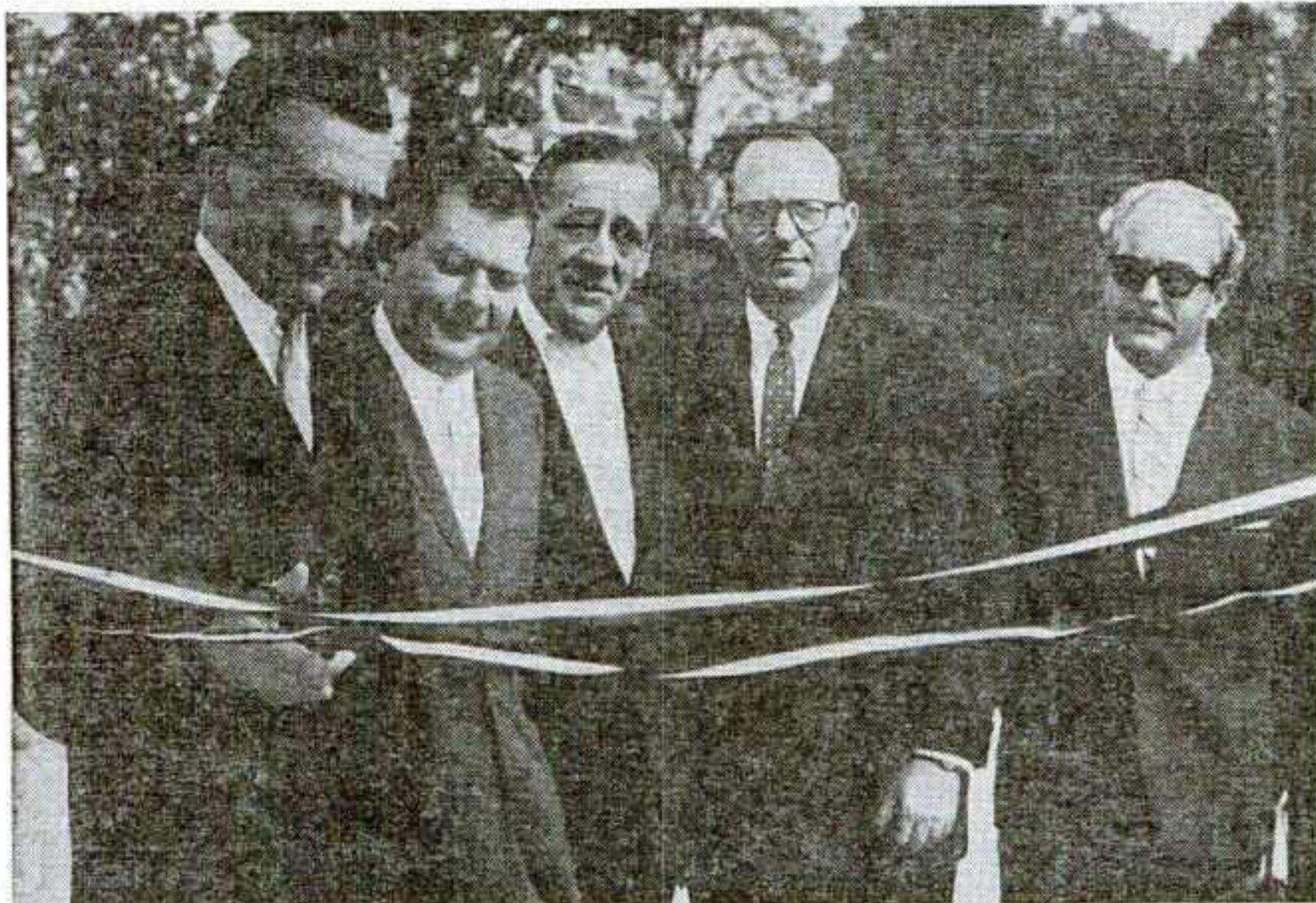
THE BILLBOARD

69

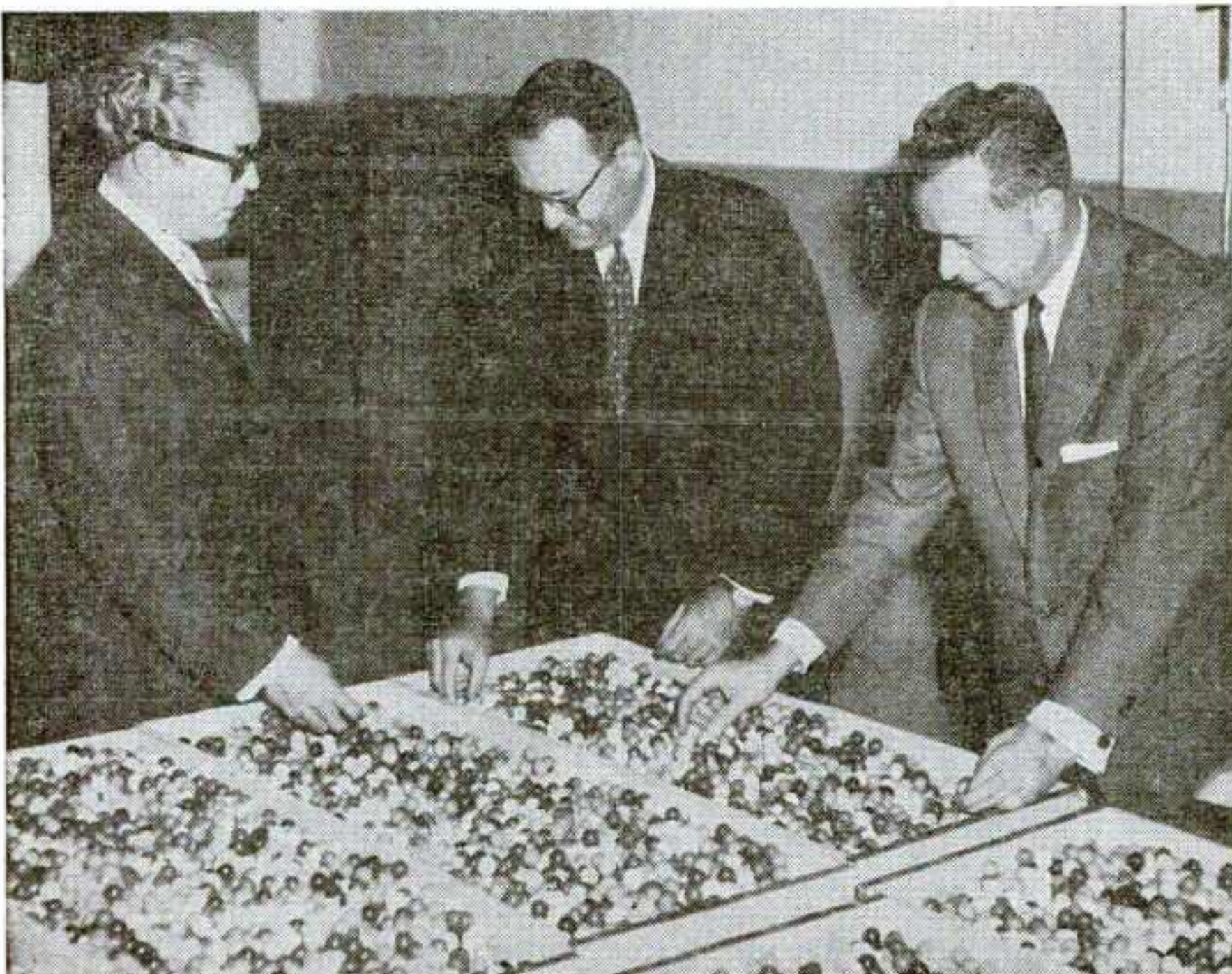
Leaf Opens Plant in Ireland



IRISH CIVIC and business dignitaries gather at the recent opening of Leaf Brands' new plant in Kilcock, County Kildare, Ireland. The new Leaf subsidiary is already in full production, turning out some 1,000,000 pieces of bubble gum daily, mostly for overseas shipment. The 16,000-square-foot, \$450,000 factory building will employ from 100 to 200 Irish workers daily.



RIBBON-CUTTING ceremonies at the Leaf Irish works are presided over by (left to right) Minister of Posts and Telegraphs, M. Hilliard; Leaf executive Sam Shankman, former Lord Mayor of Dublin, Robert Briscoe, Marshall Leaf, and Leaf's Belgian distributor, Georges Charlier. Leaf will be shipping products into Europe, South Africa, Australia and Canada.



FIRST SHIPMENTS of bubble gum are examined by Georges Charlier, Marshall Leaf and Alphonse Don Ouden, Leaf overseas sales manager. Leaf air conditioned the entire plant to overcome one of the chief problems of Irish candy-makers—a wet climate. Leaf will have major freight savings and tax advantages with the overseas plant.

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Same fine flavors, Centers and Coatings.

Direct LOW Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size27¢ lb.
 Chicle Ball Gum, 130 ct.35¢ lb.
 Clor-o-Vend Ball Gum40¢ lb.
 Clor-o-Vend Chicks, 320 ct. 40¢ lb.
 Chicle Chicks, 320 & 500 ct. 36¢ lb.
 Bubble Chicks, 320 & 520 ct. 28¢ lb.
 Tab (short stick), 100 ct.38¢ box
 5-Stick Gum, 100 packs \$1.90
 F.O.B. Factory 150 lb. lots.

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 The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The machine provides a fun filled game while it vends ball gum. Adaptable to any seasonal game and also to present Oak equipment.

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715 Lincoln Place
Brooklyn, New York |
| BUYMORE SALES
46 Bayview Avenue
Lawrence, L. I., New York | OPERATORS VENDING MACHINE SUPPLY CO.
1023 South Grand Avenue
Los Angeles 15, California | SOUTHERN ACORN SALES
526-30 Bruns Avenue
Charlotte 8, N. C. |
| DALE DISTR. (B.C.) LTD.
1168 Seymour Street
Vancouver 2, B.C., Canada | SAMUEL J. PHILLIPS CO.
4372 Lindell Boulevard
St. Louis 8, Missouri | STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, California |
| H. B. HUTCHINSON CO.
1784 N. Decatur Rd., N.E.
Atlanta 7, Georgia | QUEBEC VENDING CO.
109 Commissioner St. West
Montreal, Quebec, Canada | STAR VENDING SUPPLY CO.
6327 Calhoun Road
Houston 21, Texas |
| IMPRONTO VENDING MACHINE CORP.
300 North Gay Street
Baltimore 2, Maryland | RAKE COIN MACHINE EXCH.
609 Spring Garden Street
Philadelphia 23, Pa. | T. T. VENDING SALES CO.
2065 Milwaukee Avenue
Chicago 47, Illinois |
| LOGAN DISTRIBUTING CO.
1850 West Division Street
Chicago 22, Illinois | McPHAIL VENDING
1218 Eglinton West
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6-COLUMN STONERS (pre-war & post-war)

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Denver City Council Ratifies Bulk Vending License Code

By **BOB LATIMER**

DENVER — After nearly six months of study and litigation, the city council here has come up with a firm set of license regulations covering bulk vending thruout the community.

As ratified at the final of a series of six meetings, the new license fee schedule calls for some highly unusual provisions. First, any operator of 1-cent machines who owns less than 20 units, will pay a flat \$20 license fee, plus \$20 for each additional employee. In addition, each 1-cent machine operator will pay an initial license-application fee of \$10, which will permanently license him for business in Denver.

Where the operator has more than 20 machines, the yearly fee will be \$50, plus \$20 for each additional employee. Since the owner is not considered an employee under terms of the new licensing regulations, the charges will amount to \$20 per employee, whether he is a serviceman, office employee or collector.

Over Penny

In the category of machines vending at from 1 cent to 9 cents, the operator who has less than 20 machines will pay the same \$20 per year, plus \$20 for each employee. Where he has more than 20 machines in the 1-cent to 9-cent category, the operator will pay \$100 per year, plus \$20 for each additional employee, and \$10 for the initial application fee.

The same \$20 per year will apply to operators vending in the 9-cent-on-up category, providing that the routes do not comprise more than 20 machines. If there are more than 20, however, the license fee jumps to \$150, plus the \$20 per year for each additional employee, and the \$10 original application fee.

Operators of more than 20 machines in the 1-cent-to-9-cent category will pay \$100 per year, plus \$20 for each additional employee, and the \$10 application fee.

No Protest

Promulgated by the management and planning committee of the city council, these new revenue-raising license fees have not brought a storm of protest from Denver bulk operators, according to Jap Shannon, young Denver operator who sat in on two of the sessions.

In order to help the committee members obtain a clearer understanding of the problems of the bulk operator, Shannon brought his books along, which were studied with interest by council members. This undoubtedly helped to counteract the impression of high profits and easy income which many people share, Shannon believes.

One of the obvious outcomes of the new license fee system will be the decision of small store owners who own one or two penny vending machines to do away with them. A grocer, for example, who has a single ball gum machine

alongside the cash register in his store is not likely to be willing to pay a \$20-per-year fee, plus a \$10 application fee, amounting to \$30.

New Spots

Since the license costs will be the same for any number of machines from one up to 20, the grocer would either have to expand his bulk vending operations tremendously, or drop them altogether. Most Denver bulk operators believe that this will open up hundreds of new spots thruout the city, as location owners who have owned a few vending machines decide to let the operators have the spot instead.

"There is no question that many store owners who have one or two machines will simply give it up," another Denver operator said. "There is also a possibility, of course, that some sort of provision for the small, independent store owner may be brought into the picture. However, there have been no concrete steps in that direction."

Definitely concerned with the new action have been large supermarket chains who operate their own machines, such as the 22 Miller Supermarkets in Denver. These big 35,000-square-foot stores have as many as 10 or 15 vending machines operating at each location, all of which will require a \$20-per-year license fee, plus the \$10 original application.

Complicating the issue some-

what will be the "\$20 for each additional employee," since in most of the supermarket chains the job of loading the machines with fill, removing coins and maintaining
(Continued on page 86)

RECONDITIONED GOTTLIEB GAMES

- Ace High \$ 85.00
- Criss Cross 160.00
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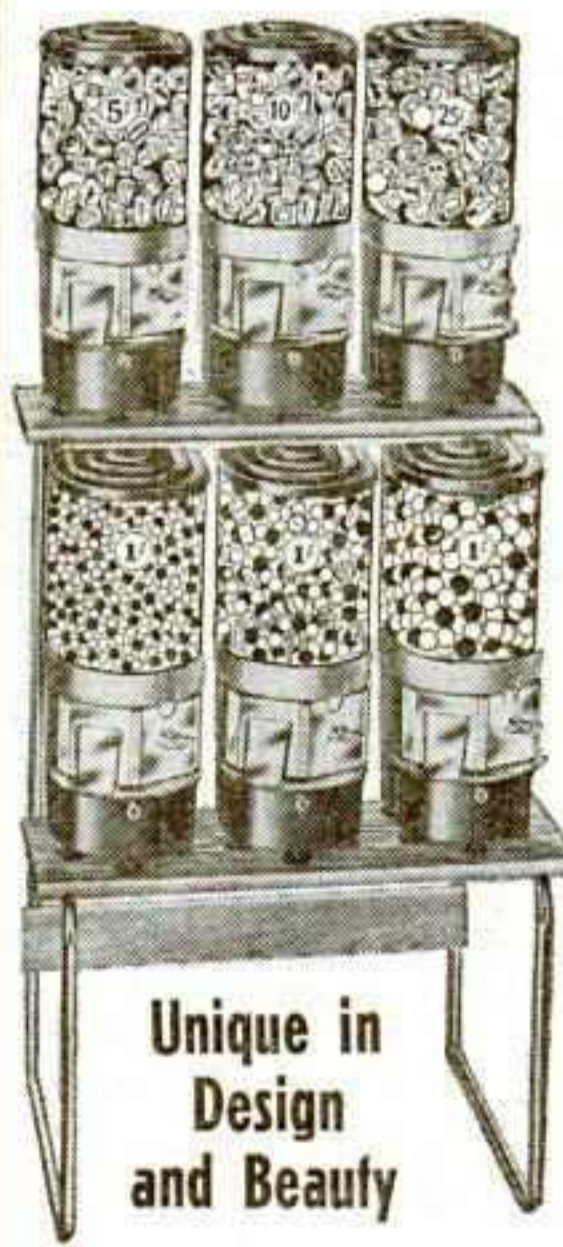
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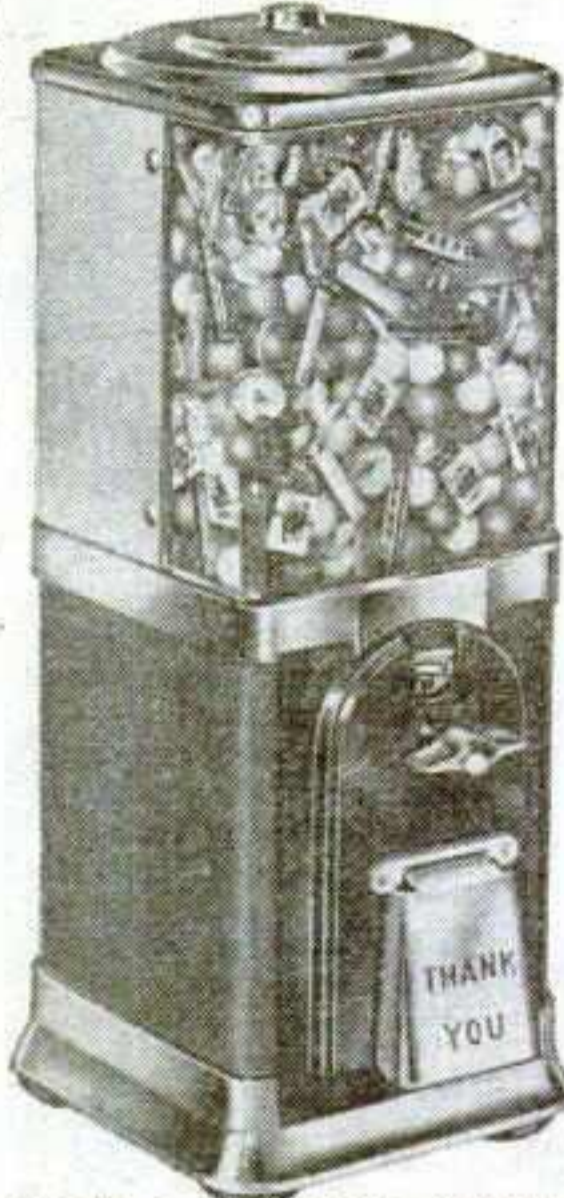
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- N.W. 1c Tab Gum 19.50
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Vends flat packs up to 1/8" x 2" x 3/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone Today.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH
Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices
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MAY WE SEND YOU A FREE DETECTO SCALE

(Reg. Value—\$7.95) along with

- 5,000 Twenty-Five (25) Gimmick Mix
- 10,000 Vacuum - Colored Charms, Series #10

A \$70.45 Value \$62.50 for Only.....

F.O.B., Jamaica, N. Y. Immediate Delivery

Mix the twenty-five different gimmicks with the over 100 different CHARMS, SERIES #10, to average your cost down to \$4.18 per 1,000. Use 500 of this mixture to a machine, at a low average cost, per machine, of only \$2.09 for an abundance of GIMMICKS & CHARMS—An abundance amounting to GOLDEN PERSUASION to empty machines.

Order Detecto Scale Deal #4
SAMUEL EPPY & CO., INC.
91-15 144 Place, Jamaica 35, N. Y.

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SAY YOU SAW IT IN THE BILLBOARD!

Eppy Features Scale in Deal-of-Month Promo

NEW YORK—Samuel Eppy & Company's "deal-of-the-month" plan for January features a free bathroom scale as bonus along with

Lobell Spells Quality for Op Route Success

CHICAGO—The word "quality" has always been an important one to the bulk vending operator. In a recent speech in Texas, Rolfe Lobell, Leaf Brands sales executive, took the word apart, letter by letter, to show just how he visualized its importance.

- Q**—Questioning the facts, instead of taking matters for granted. Conditions change, and you have to move with them.
- U**—Utility, for equipment that gives good service, for merchandise that stands in your globes and provides genuine consumer satisfaction.
- A**—Appearance, appetite appeal, cleanliness, attractive display, alertness.
- L**—Luster, liveliness, less mileage between calls which means more calls in less time, less costs for results achieved.
- I**—Increased equipment per stop, increased variety and multiple vending and increased manpower. Many of you can add one or two more complete routes, and should aim for this expansion instead of a one-man operation.
- T**—Thoroughness of pre-planned calls, of testing advanced methods of work and of merchandising, of selling instead of peddling and "T" for technical know-how of handling equipment, filling it properly, placing it to best advantage and having the location thank you for the convenience to his patrons which vending machines provide, with no investment or care by the dealer.
- Y**—You, the sum total of Q-U-A-L-I-T-Y, of the labors and results, the mistakes and the progress, the smiles of your customers or the frowns. You are the one who must wear the robe of enthusiasm and the will to win, for the success not only in dollars but in the daily contacts that make life worth while.

the purchase of 5,000 "Twenty-Five" gimmick mix charms and 10,000 Series 10 vacuum-metalized color charms.

The package is the fourth in a line of new deal-of-the-month promotion plans introduced by the firm in December. The first three deals featured a man's or woman's watch given free with the purchase of a certain specified charm package.

The scale featured in the current Deal No. 4 is a Detecto model, priced at \$7.95. The charms included in the purchase deal cost a total of \$62.50, f.o.b., Jamaica, N. Y., with the offer expiring January 31, 1960.

The Series 10 color vacuum-metalized fill charms are priced \$2.50 per 1,000. The Twenty-Five gimmick mix charms are priced \$7.50 per 1,000 and include such items as toy furniture, birds, bugs, false teeth, four-leaf clovers, space ships and watches.

Beads Big Draw Notes Denver Op

DENVER — Frank Thorwald, operator who has some 600 locations in Denver and Colorado Springs, is reporting excellent success with pearlescent oval beads. Thorwald is featuring them in his multiple-machine locations in Denver drugstores, supermarkets and other traffic points with a high volume of children.

Signs behind the glass front of each machine suggests the oval beads, point them out with red arrows, and urge Denver youngsters to create necklaces from "head to toe."

LEAF BOWS 210 COUNT ROYAL CHERRY GUM

CHICAGO—In last week's issue of The Billboard, a series of errors, caused in no small part by the short New Year's weekend, helped garble a story about a new Leaf Brands product. It was erroneously stated that the firm was introducing a 120-count cherry jawbreaker. The item Leaf is actually introducing is a 210-count Royal Cherry Ball Gum, a companion piece to the 100-count Century Royal Cherry Gum.

AMAZING-MYSTIFYING JUMPING BEANS

- COLORED PLASTIC
- 1M to 9M \$5.00 per 1,000
- 10M and up \$4.20 per 1,000
- GLEAMING VACUUM-PLATED
- 1M to 9M \$8.00 per 1,000
- 10M and up \$7.00 per 1,000

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MULTIPLE VENDING Means LARGER PROFITS With Northwestern GOLDEN 59 And HI-LO MULTIPLE STANDS



Just try this money-making combination on your route and see for yourself.
Wire, Write or Phone
THE NORTHWESTERN CORPORATION
29123 Armstrong St., Morris, Ill.
GIVE TO DAMON RUNYON CANCER FUND

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. Combined for 100 ct. B.G. 6.50
- Silver King 1c B.G. or Mdse. 8.50
- ABT Guns 30.00
- Mills 1c Tab Gum 12.00
- Acorns 1c or 5c B.G. or Mdse. 10.00

MERCHANDISE & SUPPLIES

- Golden Non-Pareil Almonds, 5-lb. vac. pack tins, per lb. \$.85
- Pistachio Nuts, Jumbo Queen, Red.68
- Pistachio Nuts, Jumbo Queen, White.63
- Pistachio Nuts, Large Tulip65
- Pistachio Nuts, Vendor's Mix58
- Pistachio Nuts, Sheik48
- Cashew Whole58
- Cashew Butts42
- Peanuts, Jumbo42
- Spanish32
- Mixed Nuts57
- Baby Chicks30
- Rainbow Peanuts32
- Boston Baked Beans32
- Jelly Beans28
- Licorice Gems28
- M & M, 550 Ct.59
- Hershey's47

- Rain-Blo Gum, 40 ct. \$.30
- Maltette, 100 ct., per 10032
- Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
- Rain-Blo Ball Gum, 100 ct.32
- 300 lb. minimum, prepaid on all Rain-Blo Ball Gum.
- Adams Gum, all flavors, 100 ct. \$.45
- Wrigley's Gum, all flavors, 100 ct.45
- Beech-Nut, 100 ct.45
- Hershey's Chocolate, 200 ct. 1.40

Minimum Order, 25 Boxes assorted.
Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
One-Third Deposit, Balance C.O.D.

There Are Big Profits In NUTS

GET YOUR SHARE WITH **Northwestern**

49 NUT VENDOR

Interchangeable SANI-CARRY globe for faster servicing.
Displays merchandise to best advantage.
Also available in Hot Nut.

STAMP FOLDERS, Lowest Prices. Write
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Northwestern GOLDEN '59 is your best buy and here's why!

- ✓ IT'S VERSATILE - Dispenses all small products from peanuts to capsules and jumbo ball gum
- ✓ GETS MORE COINS - Striking appearance gets added attention ... and extra coins

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STANDARD SPECIALTY *Northwestern* GOLDEN 59

- Attractive design • Large globe capacity • Interchangeable merchandise unit • Flawless vending of all popular items • Easy to service.

Our specialty is helping more operators make more money.

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MORRIS S. GISSER SAYS:

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.
CLEVELAND COIN MACHINE EXCHANGE, INC.
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when answering ads...
Say You Saw It in The Billboard

Stereo Juke Box Progress Report — Ten Markets

New York Report

By REN GREVATT

Juke box stereo is moving ahead here due to a number of factors, but it is doing so with little genuine enthusiasm being evidenced among operators. This is the early 1960 picture brought out thru interviews with representative ops in this city.

Reports here indicate that much of the current new equipment buying is being concentrated in stereo boxes. Morris Rood, speaking for Runyon

Sales, local AMI outlet, said that fully half of all new units being sold today are stereo.

At Atlantic New York, Seeburg distributor, the word from Meyer Parkoff is that his company is selling only stereo equipment at this time. Seeburg is still manufacturing monaural phonos, but Atlantic is not ordering any now. The belief is, according to Parkoff, that the industry has a 100 per cent stereo future.

Operators are approaching the matter with thoughtfulness and caution. They are aware of the fact that if certain fringe benefits such as better splits, commissions, etc., once might have been available, they are no longer to be found. Today,

much of the thinking on stereo is geared to the element of competition. Very simply, to stay competitive, you have to put in stereo in some spots. If you don't offer it to the location owner when making a new installation, somebody else will and you will lose the spot.

Most operators already have limited amounts of stereo equipment on location. But the unpleasant facts of life are simply that stereo has not apparently made any consistent difference in the take. Here again, a sort of reverse psychology works. "Let's say that for the moment, the revenue from a stereo box is on a level with that of the

(Continued on page 74)

Wurlitzer Bows New Stereo, Monaural Line of Phonos

CHICAGO — A new line of stereo and monaural phonographs, featuring 200-selection, 104-selection and 100-selection models, was introduced by the Wurlitzer Company recently.

Operator showings were officially scheduled to start January 10 thruout the country. All three models are available with either stereo or monaural sound systems with suggested list price remaining the same as last year.

All models are in identical cabinets, which have been completely re-designed from last year. Carousel record-playing mechanism has been retained with dual pricing and plug-in steppers available.

Grill

A chrome-plated steel grill features a large blue Wurlitzer crest

mounted on a four-pointed golden star. The cabinet side finish is a combination of wood grained in contrasting light and dark shades. Lower portion of the phonograph is protected by a kick plate of stainless steel.

Wurlitzer also introduces a new construction method, consisting of a vibration-proof metal cell enclosing the entire record changer compartment. Called "Uni-Cel" by the firm, it is combined with a heavy gauge steel plate in the upper sides, rear door and top for greater rigidity and less vibration.

Title Strips

Models have full view title strips displayed under the front display dome. Triangular selection numbers are extra large. Lower side sections are constructed of wood

with matching full range 12-inch speakers augmented by a seven-inch tweeter.

Wurlitzer retains its Dynatone amplifiers in both stereo and monaural models. Plated circuitry is used. All models can be used with a wall box. The 200 and 104-selection models can be had with dual pricing and the 100-selection model has single pricing only.

A new remote stereo directional speaker has also been added as a complement to the firm's full line of floor, wall, corner and extender speakers. Designated model 5126, the unit is 22½ inches high, 9¼ inches wide and 8 inches deep.

It can be mounted on a wall or corner, vertically or horizontally.

(Continued on page 85)

STEREO PROSPECTS GOOD FOR ALL SEGMENTS OF BIZ

CHICAGO—Nearly six months ago, The Billboard published a region-by-region report dealing with the then-new stereophonic juke box. The current issue contains a detailed progress report from nine major markets, tracing the progress made by stereophonic juke boxes during the past six months.

In general, the picture is an encouraging one—for the operator, distributor and manufacturer. But there is also little doubt that stereo singles are still not in sufficient supply to satisfy the needs of the operator.

In the following issue of The Billboard, Nick Biro will cover the programs of juke box manufacturers with regard to stereo, and Ren Grevatt will give a roundup of the attitudes of the record companies.

The regional reports contained in the current issue often conflict. In some areas, stereo is providing the operators with a much-needed shot in the arm. In other areas, it is being greeted coolly.

But hot or cold, stereo is here to stay. While stereo hasn't provided the magic solution for all the operators' ailments, it has stopped, and in many cases reversed, falling collectionitis.

True, stereo presents some problems not hitherto encountered by the operator. But so do most changes. The astute operator will overcome these problems. It's certainly worth the trouble.

Williams Ships Golden Gloves Five-Ball Pin



GOLDEN GLOVES

CHICAGO—Golden Gloves, a new single-player five-ball pin game with a boxing theme, was shipped to distributors last week by

(Continued on page 85)

Nebraska Ops Set 7-State Meet

OMAHA—A seven-State Midwestern coin machine show is being planned by the Music Guild of Nebraska March 12 and 13 here, with a full program of business sessions, forums, and exhibits of music, games, record and possibly vending manufacturers included on the bill.

George Miller, president of Music Operators of America, will come in from California to be the fea-

tured speaker for the event, which will be held at Omaha's Sheraton Fontenelle Hotel. Other prominent local civic and business leaders will speak.

Exhibits will include an estimated 15 to 18 juke box, game, record and possibly vending machine manufacturers, according to Howard Ellis, president of the Nebraska association.

Forums and workshop sessions

will begin at noon Saturday and continue thruout the day. Topics are being scheduled by Ted Nichols and will be announced later.

A full ladies' day program is also being planned. A dinner and show will be staged Saturday evening (12) with a banquet and floorshow winding up the festivities Sunday (13). A full entertainment program plus door prizes for guests is planned for both evenings.



George Miller

'SILENCE' IS MAIN THEME IN DETROIT THEATER BASH

DETROIT—The unique development of silent records, which actually drew in nickels and dimes for juke box operators who put them on machines last year, has blossomed into a silent bash, complete with admission scales ranging from \$1 to \$3. The latest development in paying for what you can't hear was scheduled for Sunday (10) at the Cass Theater.

The non-playing record idea, reported in detail in The Billboard at the time, was concocted by some students at the University of Detroit, and resulted in co-operation from a few local juke box operators who were intrigued by the idea. Other customers are willing to pay for sound, but here was a group willing to put nickels in the chute in return for nothing at all.

Juke boxes around the campus were paid to keep still while the students studied—an especially effective slant that appealed to the professors.

(Continued on page 85)

Seven-Seas New Gottlieb 2-Player Pin



SEVEN SEAS

CHICAGO—A new two-player five-ball pin game, Seven-Seas, was shipped to D. Gottlieb & Company distributors last week.

Featured on the game is a twin

(Continued on page 85)



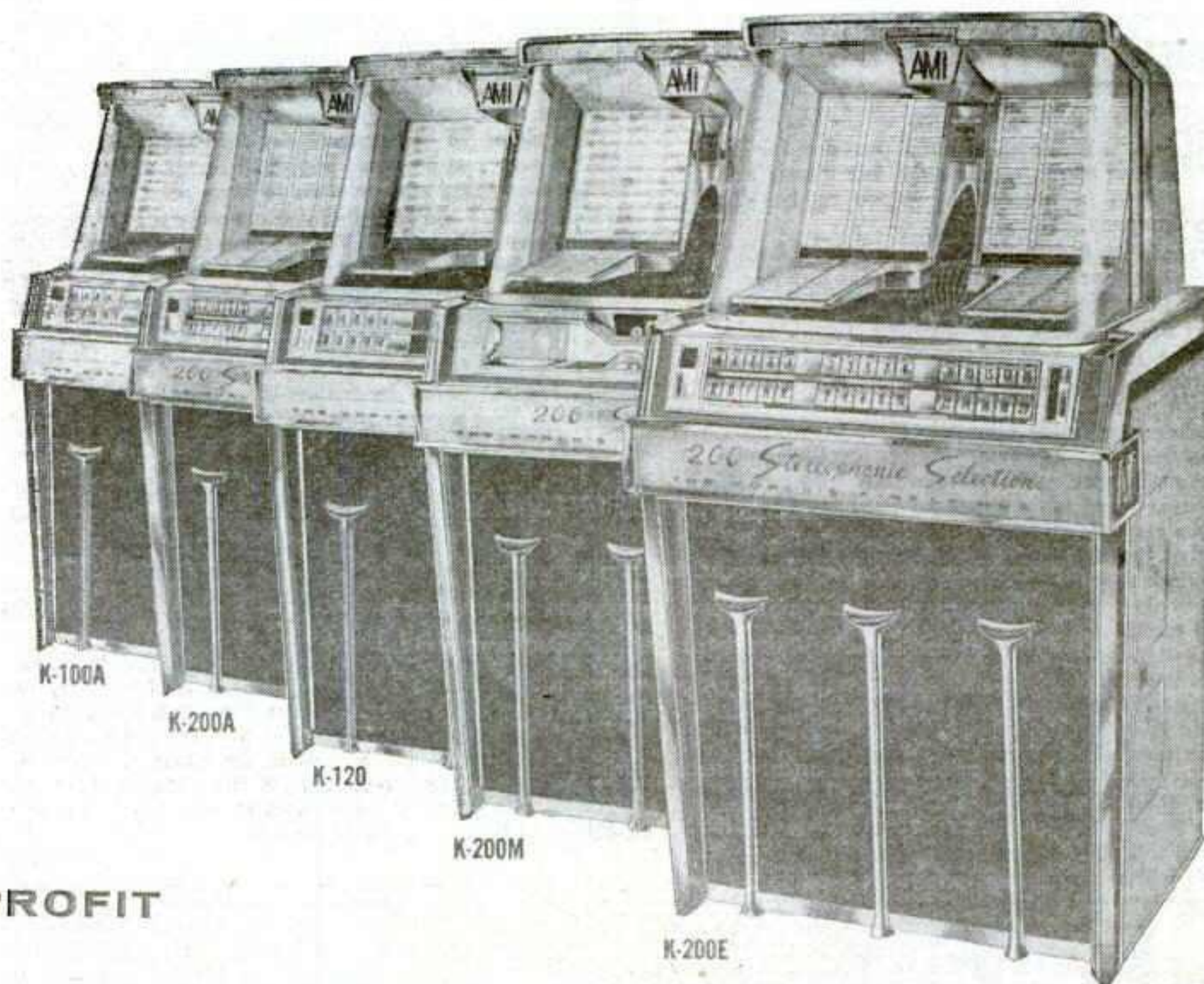
The Billboard's

New Coin Machine Price Index

Coming—January 25— A COMPLETE, ACCURATE, TIMELY INDEX OF USED PHONOGRAPHS AND COIN GAMES

MEN WHO KNOW PUT THE "K" IN NOW

5 new models
smartly uniform
in styling
but
with distinctive
differences to
meet your
specific needs



YOUR **King** OF PROFIT

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1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTO-
MATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY

New York Report

• Continued from page 72

monaural box it replaced," says one operator. "But on the other hand, how can anyone ever be sure what we might have lost, if we hadn't put in the stereo box?"

Another prominent operator, Charlie Bernoff, said that he proposes to buy a number of stereo units during the coming year, generally for the reasons expressed above. But Bernoff pointed out that adding stereo equipment is more of an expense to the operators than might at first be supposed, an expense for which there is no certain guarantee of any early increase in over-all take.

"You pay about \$100 extra for the stereo unit," Bernoff noted. "But that's only the start. To install a stereo unit requires a general revamping of your location set-up. You have to restring your speaker cables and existing volume controls have to be completely changed. It becomes quite a service and installation problem that can easily amount to \$100 extra in cost."

Bernoff also expressed the belief that stereo is not necessarily the saviour for the juke box operator, particularly in the New York City area. "The locations are fewer and when they disappear thru demolition of building units to make way for new housing, they are not being replaced," he said. The real answer for the operator today is diversification. Juke boxes are not enough, stereo or no stereo. The operator must have games, cigarettes, even bulk vending to protect himself."

One bright note sounded by Meyer Parkoff was contained in a reference to Columbia Records' seven-inch, stereo 33 1/3 r.p.m. disk, announced earlier this year. Parkoff felt that this could have a great impact on the stereo market in general and that in the months to come it could become an important factor in the coin-operated phono field.

Some operators indicated that location owners in general appear unschooled in stereo. Many seem to have no clear-cut picture as to what stereo means while others have never even heard of it. Hence there is a lack of pressure according to these operators from location owners to get stereo in their locations.

Meanwhile, a remaining headache from the earlier days of the advent of the stereo juke box, is the continued reluctance on the part of many record companies to issue stereo versions of pop disk hits. Al (Senator) Bodkin reported that in some of his stereo boxes there are as many as 25 per cent stereo records, but this figure, he said, is a high point. In most cases it's considerably less. "It's pretty hard to sell stereo effectively when it's so hard to get the records," another observer noted.

Los Angeles Report

By SAM ABBOTT

Frank C. Lamb, a music and games operator for 30 years, bought his first stereo phonograph last month and placed it on location in Montebello, where he has his Judd Novelty Company.

Lamb made the installation on the regular juke box location-operator basis. His reason for buying stereo: It is protection as well as progress.

In Culver City, Al Cohn, who operates Trico Music, was another who in the past few weeks started buying stereo phonographs. His reason: It is coming and we may as well start getting ready.

The opinions of these operators seem to voice the trend in this area. Operators are not head-over-heels in love with stereo, they dislike having to pay the extra money and make the specialized installations, but so much is said and written about stereo they feel that the right thing to do when buying a new machine is to buy something that will serve for years. They do not have any doubts about stereo being here to stay.

Operators are general in their complaint that a shortage of stereo records exist. Those who want stereo, however, are going along with monaural, particularly in specialized spots like those in which Mexican tunes are predominant.

Distributors feel that operators are studying the field and investigating thoroughly before buying. Ed Wilkes, of Paul A. Laymon, Inc., where Lamb bought his Rock-Ola following the showing of the Tempo line, said that stereo sales have increased, particularly within the past few months.

Wayne Davis at Minthorne Music, which handles the Seeburg line, said that during the first six months (stereo was launched about 13 months ago) salesmen had to do a lot of talking to convince operators that the multiple sound was here to stay. Matt Nordberg, outside salesman for the firm, added that 80 per cent of the stereo machines had been sold within the last five or six months.

The trend to stereo is also growing at Badger Sales, where William R. Happel, head of the firm, said that 50 per cent of the phonograph sales today are stereo. Most of the buying of the AMI line from this firm, Happel added, has been done in the last few months.

At C. A. Robinson Company, United distributors, Hank Tronick reported stereo sales amounting to 25 per cent.

A San Fernando operator reported that he had not purchased any stereo machines, explaining that he was one of the last to switch from 78's to 45's. "I don't know how smart I am in doing this, but so far I have not bought any stereos," he said. He gave

the following reasons for holding back: (1) Higher cost, (2) installation has to be just right for maximum effect, and (3) let them try it out first.

Indianapolis Report

By JOSEPH KLEIN

With the scant exception, Indiana distributors and operators feel that the age of stereo is here and that it is here to stay.

Some operators report that over 90 per cent of their new purchases are in stereophonic equipment. Others say that it will be 100 per cent when and if they start buying.

Some distributors insist that stereo has attained a lusty 50 per cent of their total sales volume. Others are confident that in time "that's all there will be."

Al Calderon, of the Calderon Distributing Company, Indianapolis, is among the distributors who view the stereophonic future with confidence.

"Eventually," he said, "stereo will dominate the field. There will be no other type of equipment on sale or on location. Stereo is as cheap this year as monaural was last year. The big complaint is about stereo records. What good is equipment if you can't get records. Another gripe is the cost of the records."

John Speis, sales manager of Carl J. Speis Distributors, Evansville, declared that about 20 per cent of his firm's sales to operators are stereo.

Comparisons with a year or six months ago reflect no upward movement and possibly a slight decline, he said.

"The big complaint is that you can't get popular records, only old standards and classics," he explained. "It's only rarely that you get rock and roll. Stereo will go up if they come along with a good selection of records. Otherwise, it won't."

At sharp variance with this appraisal is C. M. Forrest, owner of Felix Juke Boxes in Fort Wayne.

"Practically all my purchases are stereo," he said. "I started to do it a year ago. It's a matter of sound business, I think. Stereos earn more. I'm completely sold on it. At some locations it has increased collection by 100 per cent. There is a complaint, of course. It is that record companies aren't putting out enough stereo records. When they do come out with something, it's too late."

Is there a location demand for stereo?

No, there is not at the beginning, answers Forrest, but the location is quick to warm up to it. Moreover, Forrest concedes the possibility of a better commission arrangement thru stereo, altho he operates on a guarantee basis.

"And it definitely helps to get into a location," he added. "The slight difference in costs is not important."

Even tho the results to date have been less than abundantly rewarding, Carl E. Zimmer, who operates in South Bend and Mishawaka, buys stereo and little of anything else.

"It's about 90 per cent of my purchases," he said. "A year ago I wasn't buying it at all. I feel that it's something you must do to keep pace. For the time being, I can't say that it earns more money. There are enough records. I'm not sure that it's the right thing for jukeboxes. It helps a little in meeting competition, but there isn't too much demand for it from the location. I think it does help a little in getting a better commission arrangement and maybe a little in getting into a location. Cost is not a factor. It's not much more than the cost of other equipment. Not enough records—that's the biggest problem."

Automatic Amusement Company, Evansville, reported that about 50 per cent of its sales to operators are stereo, a 25 per cent increase from the level of a year ago.

A spokesman for the company claimed that there is grass roots demand for it and that operators are responding with increased purchases.

Altho he sees the unavailability of records as a problem of magnitude, Victor H. Ostergren, a Gary operator who is also president of the Indiana Coin Machine Operators' Association, recognizes stereo as an economic necessity of the day.

"Everything I would buy from now on would be stereo, even tho it has cooled off a little since last year," he said. "Where operators are not buying it, the reason is the expense, the double amplification and the other mechanical problems. I do believe that stereo will earn more if the installation is right."

"The better quality in sound will do it. Yes, there is location demand for it—perhaps strong enough to overcome competition. It may also help in other ways—with commissions, contracts, getting locations. It's possible, but I'm not sure as yet. The big trouble is that you can't get records for it. That is, not until the records are so popular that they are nearing the end of their popularity."

Hartford Report

By ALLEN M. WIDEM

Connecticut distributor sales to operators of stereo juke boxes have boomed from an estimated 50 per cent a year ago to whopping 95 per cent plus in 1959.

"In a word," said Paul Rechtshafer, past president of the Connecticut Coin Machine Operators' Association and partner in the Capitol Reliable Game Company, Hartford, "We in Connecticut have found tremendous public reaction to stereo.

The sound is beautifully provided, and inasmuch as sound is what the public is buying, it is increasingly easy to push stereo as compared to the old-type, conventional juke box.

"The manufacturing points of the new stereo, tradesmen have enthused, are terrific. Moreover, they are a great selling point when operators want to get stereo into a choice or even new location."

Amazingly, The Billboard survey of key Connecticut points could not find a single gripe concerning stereo. "It's certainly all right with us," was the typical comment.

Operators are able to earn more with stereo than thru use of the conventional juke boxes, altho percentages in this respect are unobtainable at the moment.

One operator feels that eventually stereo will dominate the industry because of the obvious, present-day manufacture of stereo records. "It seems that there is increasing manufacturer attention to stereo records and little to the conventional," noted Rechtshafer, "and it therefore follows that less and less attention will be paid to what was once known as the conventional juke box needs."

Generally, locations are very much in favor of stereo because of tremendous public play.

Boston Report

By CAMERON DEWAR

Local juke box operators agree that stereophonic sound is here to stay. But that is where agreement ends on the subject. Some contend it is the greatest development since the wheel, others can take it or leave it, and still another group thinks it is just another sales gimmick about which the public couldn't care less.

A few believe that it is a fine opening wedge for getting higher commissions and winning over new locations. One operator thinks it is only for somebody who wants to jump locations. Quite a few feel that any new piece will increase the take but that in a short time, no matter whether it's stereo or just a different machine, receipts will fall back to normal level again.

Biggest complaint is the same one most operators had six months ago: lack of stereo records in volume, and in the growing number of stereo locations practically no stereo records are being used.

What might be termed resistance to stereo hardly exists anymore. Some are accepting it enthusiastically and buying only that, while many feel that as long as there's no pressure on them to put it into locations that they stay with monaural. One operator even makes a practice of talking locations out of the idea of stereo and has held on to all of his route, putting stereo into only a couple of choice spots.

Most felt that if new machines are to be bought they might as well go for stereo, but some felt that the record situation and the added expense of purchase and installation didn't justify it unless they really were pressed.

Cyrus Jacobs, of Interstate Music, is a stereo enthusiast who found it useful in overcoming the last resistance to dime play. "I was able to sell several locations on the dime on the strength of stereo," says Cy. "They like the idea of stereo, but they don't play stereo records. Jacobs had no stereo a year ago, but now has it 100 per cent. "The customers ask for stereo just as they demanded hi-fi, but the records don't mean a thing," he says.

He is one of the few operators who has seen an up-surge in the take since stereo and claims to have doubled his. He is definitely off monaural and all of his future purchases will be stereo, altho he hopes the record situation will improve.

Dave Gropman, of Beacon Hill Music, isn't sold on stereo. He believes it is much over-rated and feels it is wasted on vocal records and should be confined to the instrumentals. Says Dave: "The take will increase temporarily in any location where a new machine is placed. It looks good for a week or two, but it's soon back to what it was. You can do the same with a new monaural machine. It's only for competitive reasons that I'd put in stereo."

He believes there is the possibility of getting better deals, but feels that when the novelty wears off the operator is in for trouble he wouldn't have with a straight monaural machine. He has increased his purchase of stereo by 50 per cent in the last year, but he says: "Whether or not stereo merits the added outlay is doubtful, and if I had my choice it wouldn't be stereo."

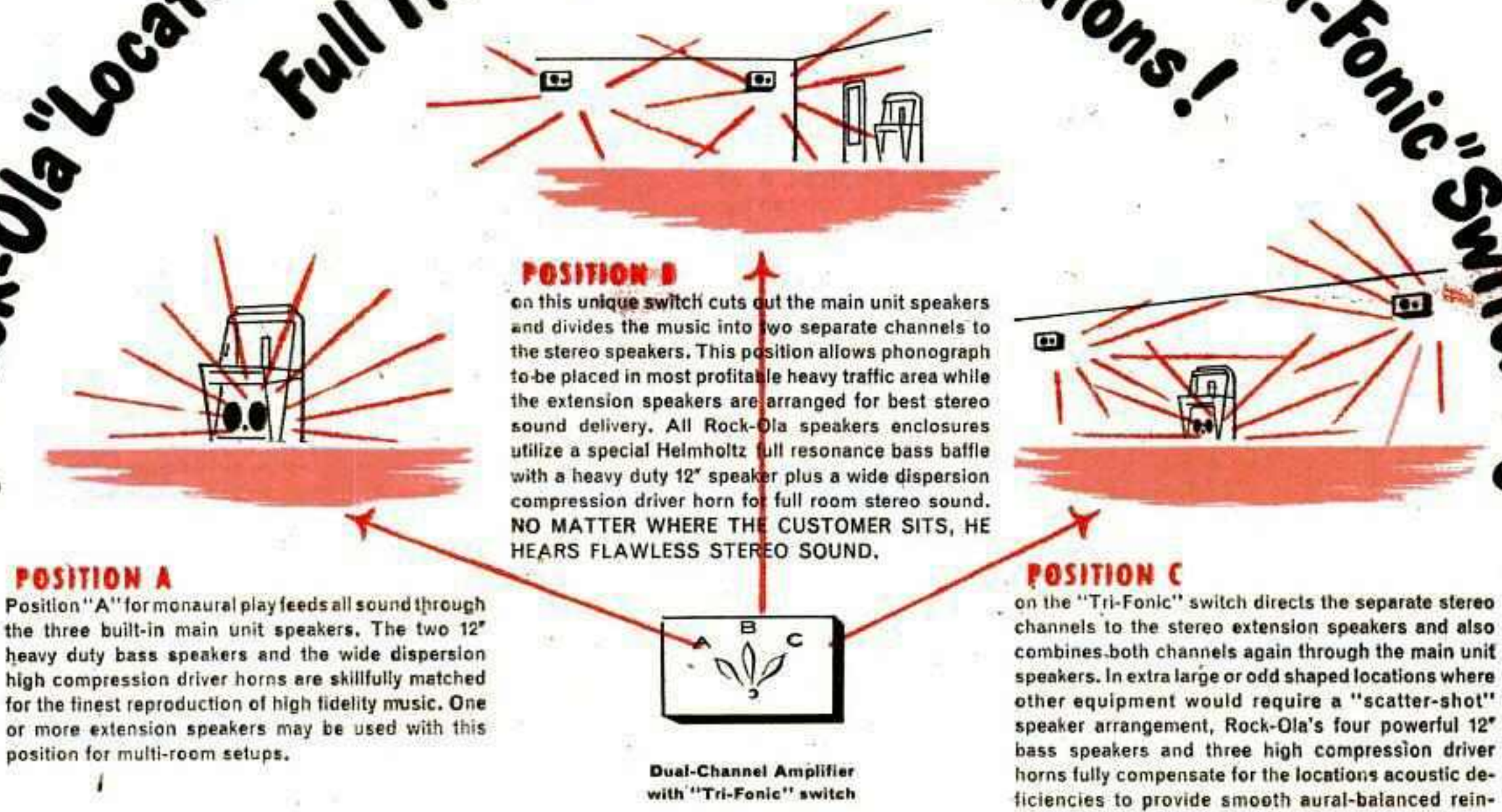
James Geracos, of National Music, is thoroughly sold on stereo and feels that if operators will take a little more pains with it they will realize greater profits and more satisfied customers. "This is the greatest improvement in sound in my time," he says, "and it's the wave of the future." While he allows that it may be a bit more expensive to buy and install, he has gone 100 per cent stereo at this time from 10 per cent a year ago.

Says Geracos: "Stereo has knocked out TV and radio in a number of my locations, and if the storeman has the good of his establishment at heart he'll adopt it as one of the biggest improvements to his business." None of his locations has pressured him to put it in, but he is so enthusiastic about it himself that he talks the location into it. He also uses as many stereo records as possible to give the medium its full scope, and feels that it pays off.

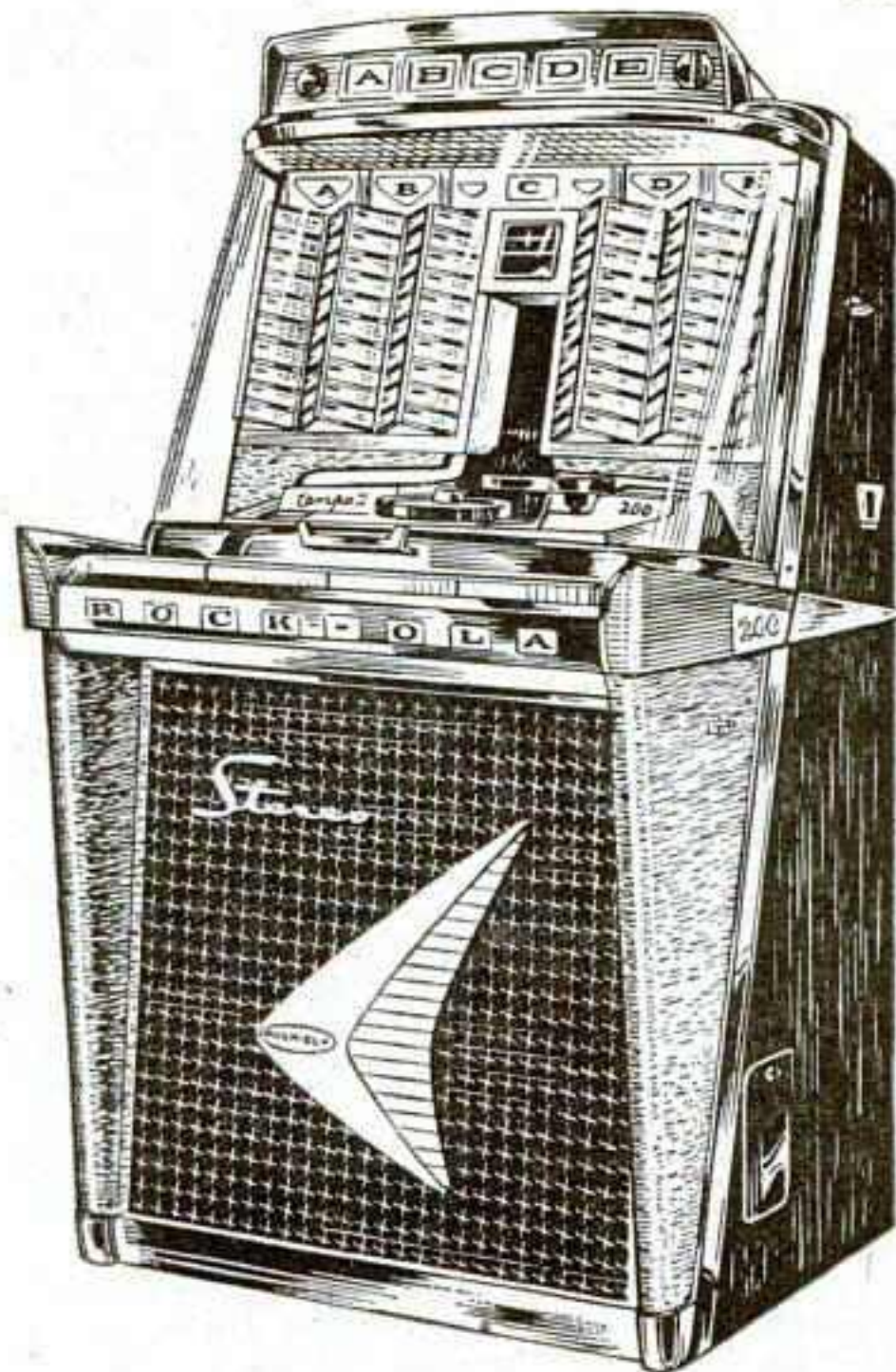
Ralph Lackey, of Karel Music, has had no requests for stereo, but since he wanted to try it out he has gone to about 10 per cent with it as against

(Continued on page 79)

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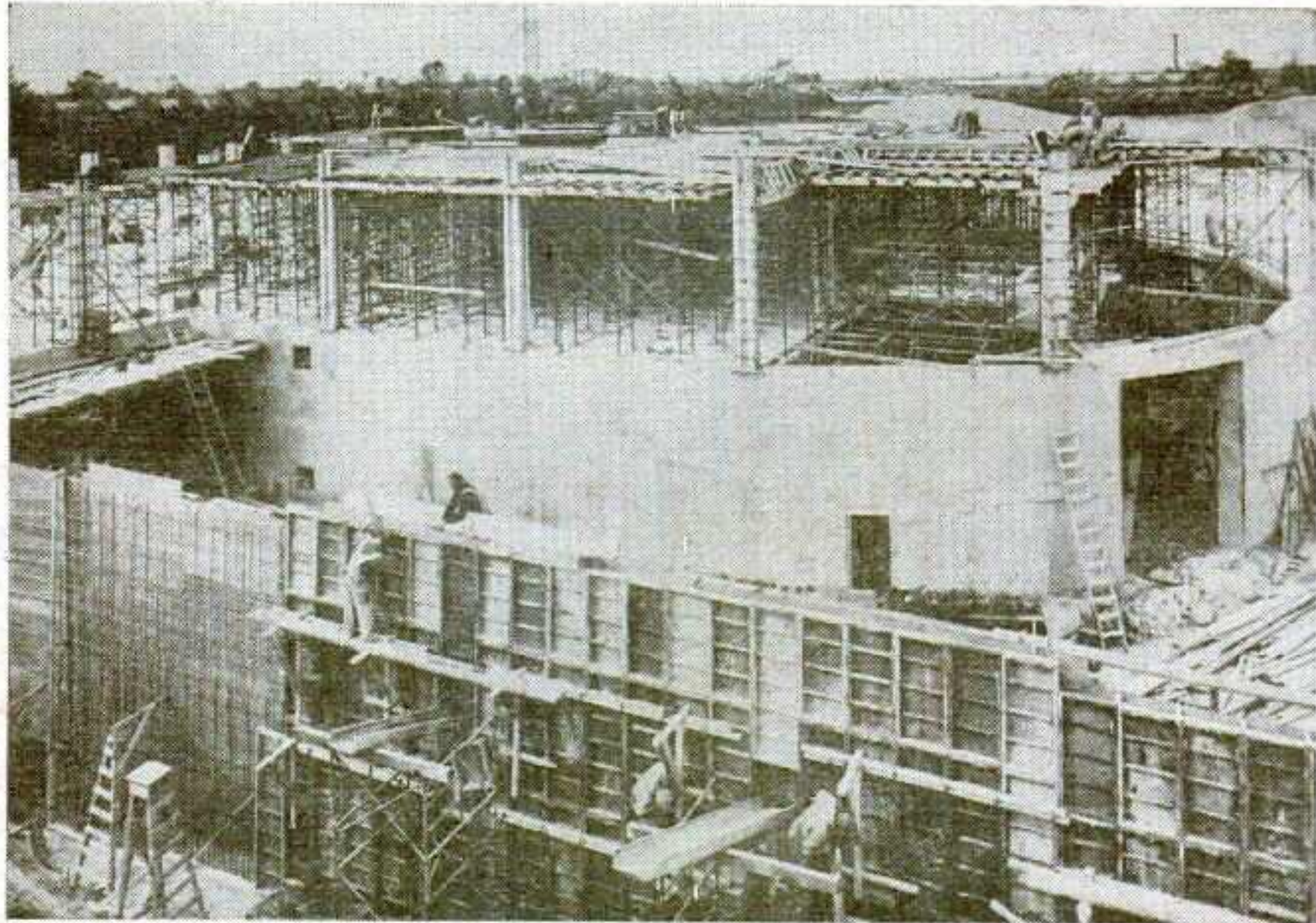
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CONSTRUCTION CONTINUES on the Gottlieb Memorial Hospital in the western suburbs of Chicago. Ground was broken in June, with completion set for the spring of 1961. Nearly \$2 million of the \$3.75 million project has been raised. The hospital is the dream of David Gottlieb, prominent coin machine manufacturer, who contributed \$750,000 for the hospital. Assisting Gottlieb in the drive are his son, Alan; his brother, Nathan, and his son-in-law, Judd Weinberg. The 120-bed, non-sectarian hospital is being supported by civic, religious and business leaders.

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 - 9:00 Dancing and refreshments
- Monday**
- 10:30 Morning business meeting
 - 11:00 Drawing for free membership
 - 12:00 Meeting adjourned
 - 1:30 Business meeting
 - 4:30 Exhibits open
 - 6:30 Banquet and program
Presentation of door prizes.
- Meeting will be staged at Pierre's St. Charles Hotel. Hosts for the event will be Mr. and Mrs. Gordon Stout.

Pa. Multiple-Coin Ban in Effect

By GEORGE METZGER

PHILADELPHIA — The ban against multiple-coin pinball machines went into effect in Pennsylvania on January 1 as scheduled without any action being taken on an appeal to the State Supreme Court for an injunction.

Attorneys had asked the tribunal for an order restraining the attorney general from confiscating and destroying the machines which were termed "gambling devices" and ruled illegal by the State Supreme Court on November 24.

But the high court did not act on the petition, and law enforcement agencies started to move

against the multiple-coin equipment as of the January 1 deadline set by Atty. Gen. Anne X. Alpern.

Single-coin machines or multi-coin equipment which has been converted to single coin play (see separate story) are not affected by the ban.

Anthony Cavalcante and Jacob Kossman, attorneys representing the coin machine industry, had announced they would appeal to the U. S. Supreme Court on the grounds that the State court's decision was "contrary to the due process of law."

They claimed that this move automatically would put off the deadline for seizing the banned machines, but Miss Alpern disagreed.

"Since the State Supreme Court has returned the records of the case to the Fayette County Court (where it originated)," she said, "I'm free of any restraint imposed by the announced intention of Cavalcante to appeal the case to the U. S. Supreme Court."

Law enforcement agencies, led by the State Police, did not lose much time in backing up the ban. They started their drive against the multiple-coin machines right on schedule,—New Year's Day.

Miss Alpern confirmed this while spending the holiday with friends in Pittsburgh.

Some machines were still reported in operation in the State.

In Montgomery County, adjacent Philadelphia, State Police Sgt. Francis Haffey said the banned machines were in operation there.

"But our troopers know just where they are and can begin carrying out the order immediately," he added.

In Bucks County, another county next to Philadelphia, Dist. Atty. Paul R. Beckert promised that all outlawed machines would be seized.

"Multiple-coin pinball machines have been operating in the county," Beckert said, "especially in the lower portion. But we will put a stop to it."

Meanwhile, from the Western section of the State come reports that operators there are moving the machines out of State.

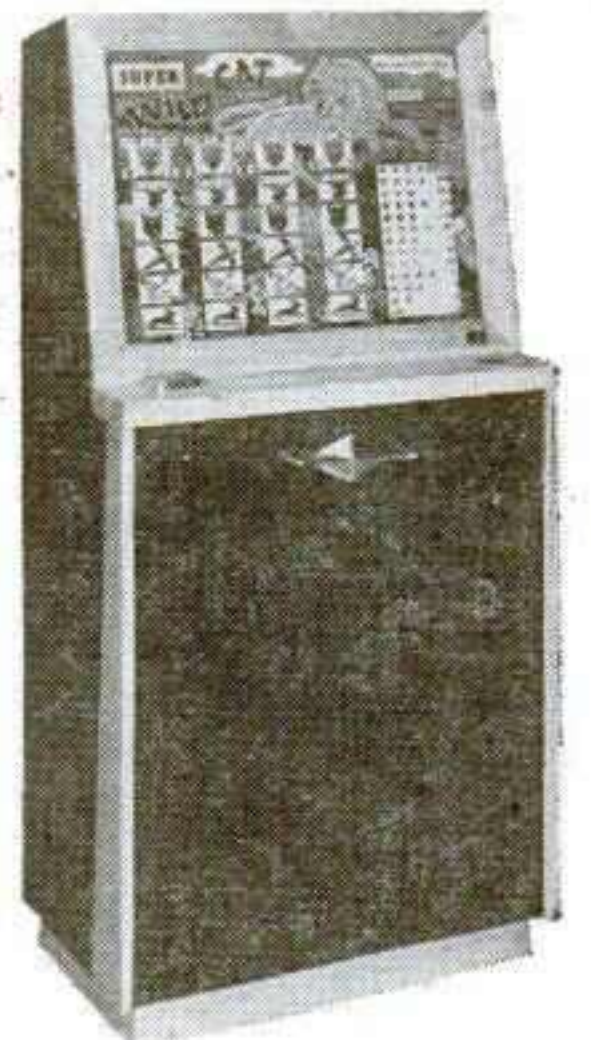
One wire service story said that coin men were moving the banned machines across the State line into West Virginia. This was reported

to be the case in the Harrisburg (the State capital) and Pittsburgh areas.

The thinking here is probably to hold the machines with the hope that an appeal will go thru to the highest court in the land, but if this tribunal will agree to hear the case is a point of conjecture everywhere in amusement machine circles.

The entire thing started in 1957 when State police raided an American Legion Post in Uniontown, Fayette County, and seized 17 in-line machines. Appeals were subsequently filed and denied by the County Court, State Superior Court and State Supreme Court.

The question now seems to be: "Will it go to the U. S. Supreme Court?"



SUPER WILDCAT is the new upright game in shipment by Games, Inc., Chicago. The game boasts 115 ways to score, with score symbols of wildcats, deer, bears, pheasants, ducks and rabbits. Dimensions are: 56-inch height, 28-inch width, 16-inch depth. Shipping weight is 171 pounds.

CONVERTED SINGLE COINS LEGAL IN PA. TILL MARCH

PHILADELPHIA—Multiple coin pinball machines that have been converted to single-coin play will be allowed to operate in Pennsylvania until March 7.

This order was handed down by U. S. District Judge Harold K. Wood on the eve of the State-wide ban against the multiple coin equipment.

Atty. Gen. Anne X. Alpern had announced that all multiple coin machines would be confiscated and destroyed beginning January 1. She made this order following a State Supreme Court ruling on November 24 branding the multiples "gambling devices" and declaring them illegal.

Miss Alpern and other law enforcement agencies had declared that it would make no difference if a machine had been converted to single-coin play, it would still be confiscated.

"It only took a couple of minutes to convert the multiple coin machines to single-coin play," the Attorney General maintained. "And, therefore, by the same token, it would only take the same couple of minutes to readapt it back to its original form, which is illegal."

Suit was filed by Michael Ford, of McAdoo, Schuylkill County, a distributor. He asked that Miss Alpern and other law enforcement agencies be restrained from seizing his converted equipment.

Judge Wood granted the temporary injunction and ruled that the converted machines could remain in use until March 7, at which time the case will be heard on its merits.

Single-coin machines were not included in the Supreme Court's ban, just those in which more games could be won by inserting more coins. The State claimed this was tantamount to "odds."

Ford, in his suit filed by Attorney Jacob Kossman, claimed police had told him that they would seize his machines as of January 1, even tho they were converted, since they were originally the kind that were banned.

Kossman pointed out that if the converted machines were not allowed, it would cost the industry thousands of dollars in destroying the multiples and also in purchasing all new equipment.

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Tariff Cuts to Slice Prices, Boost European Bid

By OMER ANDERSON

HAMBURG, Germany — The European coin machine industry expects trade-bloc tariff reductions in 1960 to increase considerably its competitive edge over American equipment.

Precise figures are unavailable until firm decisions are announced on tariff reductions, but some European producers believe the prospective tariff cuts may enable price reductions of as high as 20 per cent.

Many factors remain to be clarified, but the general outlook in 1960 is for trade-bloc-inspired price cutting.

General factors are:

1. Straight tariff reductions.
2. Reduced raw material prices resulting from tariff cuts.
3. Production and sales advantages stemming from the creation of the trade-bloc mass market.

Obviously, it will take several years for the mass market visualized in the trade area schemes to be achieved. But producers are predicting that even in 1960 they will begin enjoying certain first-echelon rewards of a mass market.

What is certain is that most of Europe, in 1960, will be arrayed under the banner of a trade bloc. There is already the European Economic Community or "Common Market" of West Germany, France, Italy, Holland, Belgium and Luxembourg.

And now organizing is the rival line-up—the European

Free Trade Association or free trade area — of Britain, Sweden, Norway, Denmark, Portugal, Switzerland and Austria.

On July 1, the Common Market Six will reduce their common tariffs by between 10 per cent and 20 per cent (the precise scale is yet to be fixed) and proceed to erect a single customs wall against Non-Six nations.

The EFTA will institute similar

common tariff reductions about the same time among its seven nations and undertake to erect a tariff wall against the outside paralleling that of the Six.

Inevitably, domestic prices within each trade bloc must fall in rough relationship to the extent they are determined by tariffs.

Should the much-discussed "bridge" be found between the Common Market Six and the

EFTA Seven, the competitive situation will be simplified for European producers, but not for U. S. firms whose production facilities are entirely home-based.

At the moment the most promising bridge between the contending trade blocs is held to be a wider "Atlantic Community" embracing the U. S. and Canada in addition to the Six and the Seven. Such an Atlantic trade area, in fact, is held by trade experts here to be the

only realistic way out of the trade blind alley into which the Europeans have tumbled.

But such an Atlantic trade area is patently a long way off and, meantime, the rival trade blocs are moving toward a showdown on fixed time tables.

Much of the optimism prevailing last autumn concerning "coexistence" of the European and American coin machine industries has evaporated. This, incidentally, is more true of the coin machine segment than of most other trade areas.

The European coin machine industry takes the general position that it is entitled to protection against American competition as a matter of fair play. The argument is that until only recently European producers were still burdened with postwar reconstruction. In this period, as European producers complain, the U. S. industry had the export market served up to it on a platter.

This is, of course, not an entirely valid argument. Perhaps the majority of present European coin producers are new to the field, most of them since 1950. This is obvious because, aside from vendors, Europe had no prewar coin machine industry.

Nevertheless, the European producers insist they are entitled to some kind of "war indemnification" in the form of tariff protection against U. S. exports.

Still another argument offered in support of protectionism concerns the American mass market. European producers contend that the U. S. industry long has reaped lush export benefits from having the U. S. mass market as a production base.

The Europeans claim it is only right that they should build a tariff wall against U. S. imports until a European mass market can be created and consolidated.

It now seems clear that as the

(Continued on page 82)

COIN MACHINE EXPORTS

October, 1959

Country	New No.	Phonographs Value	Used No.	Phonographs Value	Amusement Games		Totals	
					No.	Value	No.	Value
Belgium	301	\$ 148,992	429	\$138,627	446	\$ 47,682	1,176	\$ 335,301
W. Germany	282	193,452	6	3,497	163	68,867	451	265,816
Canada	57	40,899	2	875	612	35,778	671	77,552
U. Kingdom	34	28,028	13	9,914	144	31,614	191	69,556
Switzerland	63	51,932	—	—	18	6,377	81	58,309
Norway	50	37,372	—	—	43	5,205	93	42,577
Venezuela	42	33,198	2	1,553	18	6,202	62	40,953
Netherlands	—	—	47	9,545	125	11,528	172	21,073
Mexico	13	12,750	8	7,200	—	—	21	19,950
Nan. Island	12	11,349	—	—	13	8,460	25	19,809
Sweden	2	1,677	—	—	138	17,108	140	18,785
Costa Rica	27	18,391	—	—	—	—	27	18,391
Ecuador	17	14,813	—	—	—	—	17	14,813
Trinidad	15	13,047	—	—	—	—	15	13,047
Lebanon	—	—	2	1,020	80	9,736	82	10,756
Un. of So. Africa	—	—	—	—	122	10,390	122	10,390
Cuba	14	10,080	—	—	—	—	14	10,080
Italy	—	—	—	—	101	2,525	101	2,525
Other Countries	84	55,349	103	21,150	88	26,161	275	102,660
Totals	1,013	\$ 671,329	612	\$193,381	2,111	\$287,633	3,736	\$1,152,343

Oct. Exports Barely Top \$1 Million

CHICAGO—U. S. exports of juke boxes and coin games continued their gradual downward trend in October, 1959, just nosing above the \$1 million volume level.

The total volume hit \$1,152,343 on 3,736 units, compared to \$1,560,289 on 4,777 units in September, and a monthly average of \$1,781,494 for 1959.

The drop-off was felt in both jukes and games, with the former hitting a relatively weak \$671,329,

and the latter a paltry \$287,633. By 1958 standards, and those of previous years, the October figures are far below par.

The trend to slimmer export business for U. S. coin firms appears to be growing still more pronounced as foreign producers increase quantity and quality of their jukes and games, and trade within the European countries is made easier and more tariff-free.

U. S. Department of Commerce figures are expected to reflect this trend thru the months ahead, and the 1959 totals will almost surely be well behind 1958's near \$25 million level.

Belgium again led all markets in import of U. S. coin equipment, as it had in September, running up a tally of \$335,301. Only other market above the \$100,000 mark was West Germany, which notched \$265,816. West Germany took the biggest dollar volume in new phonographs in October—\$193,452. Belgium followed with \$148,992, and took the high volume in used phonographs—\$138,627.

Canada led in game volume with \$68,867.

Vending machine shipments, not shown on chart, hit \$253,345 on 2,523 units, compared to \$251,913 on 3,144 units in September.

New United British Distrib Plans Push on Coin Games

LONDON — Music Systems, Ltd., of Bury St. Edmunds, plans to go into the coin games importing and distributing business in a big way. This is the firm that in November became sole distributor in Britain for the United juke box—the last of America's five juke box manufacturers to make arrangements here.

James Sanderson, who heads Music Systems, Ltd., announced that he has also secured rights from United to import and distribute the full range of games produced by the firm.

At one time United was considering under-license manufacture in the United Kingdom. The company has done good business in Germany and other Continental countries for years, but this is the first firm arrangement in Britain since the importation of games was freed from restrictions in the autumn. Some of United's used games equipment is, however, already in use here.

Long Bowlers

It is believed that the first batch of amusement machines to be

brought in by Music Systems, Ltd., from United will be 16-foot bowlers. In conjunction with the selling campaign for the big bowlers now under way by Chicago Coin's British subsidiary, this should mean a rapid expansion of the bowling business, which is expected to be very big, in due course, in Britain.

Sanderson is a chartered accountant who has been in the coin business for some time, mainly in East Anglia. He also controls a number of hire purchase companies thru which he has previously had good experience in the coin machine field.

Gottlieb Names Ecuador Distrib

CHICAGO — D. Gottlieb & Company announced last week the appointment of Conton A. Patino, Quito, Ecuador, as its distributor for Ecuador. Judd Weinberg, head of Gottlieb's export subsidiary, termed the Ecuador coin game market as "small, but interesting, with good potential."

Joe Munves to Go on 6-Week European Trip

NEW YORK — Joe Munves, one of the top execs of the Mike Munves arcade equipment operation here, leaves shortly for a six-week tour of Western Europe. Munves will visit England, France, Belgium, Italy, Germany, Holland and Spain during the trek.

The Munves tour reflects the vast increase in coin machine activity at an international level. It's no secret of course that juke men in particular have been heeding the overseas scene with increasing excitement lately.

Munves feels there is much to be gained from a tour, where he can meet and talk with arcade operators there. Many of these have requested a visit from Munves whereby they hope to get the latest developments along the lines of equipment and methods being used in American arcade layouts.

Munves stressed that much could be learned thru an exchange with the Europeans of operating ideas, adding that many novel and highly commercial arcade units had been developed and used successfully in a number of the nations there. Some of these he hopes to acquire for test purposes here.

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Library Unit, 200 sel.,	Toonerville Trolley 295	Write for prices on brand-
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WALLBOXES,	United Target \$ 95	Ship. 3-Set. Candy 39
3W1—100 sel. \$37.50	United Comet 110	Ship. 6-Set. Candy 125
	United Venus 135	National, 6 col. 89
	C.C. Rockets 125	N.W. Sweet 16 250
	C.C. Explorer 175	Serval, 8 col. 85
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Boston Report

• Continued from page 74

none at all a year ago. In some cases he's added a couple of speakers to monaural machines and believes he has gotten as good an effect as with stereo.

Distributors are naturally enthusiastic about stereo, since any new development lends an impetus to sales. They don't have any doubts about its being the present and the coming thing. They do admit, however, just as do the operators, that an improving record situation will spark more sales. One distributor feels that the record companies have let stereo down by making promises instead of records.

He also believes that the operators haven't taken full advantage of things, either, since many are satisfied to put in a machine with the name "stereo" showing and don't bother to hook up the speakers or make any attempt to use even available records. There is too much second-guessing about what the public knows and what it doesn't, but many operators won't give the customers the chance to find out by playing honest stereo.

Other distributors report between 50 and 60 per cent of sales in stereo as against 10 to 20 last year. None has any doubts as to the advantages and improvement to be found in stereo, and all feel that when the record situation catches up that the whole industry will benefit by providing better music which will result in a higher response from the public and bigger average takes.

Detroit Report

By H. F. REVES

Stereo juke box installations appears to predominate in newer installations in the Detroit area, but operators are not very happy with it in general. The general feeling appears to be that it is a good sales gimmick for the operators in securing competitive locations or getting and holding better stops, but does not mean much intrinsically at the present time. Smaller operators are indicating less interest, in general, than the larger operators.

From the standpoint of manufacturers selling stereo, the picture looks reasonably rosy at the present time, with a substantial proportion of operators willing to buy stereo—some almost exclusively—for most of their locations, but they are basically dissatisfied with it, and the situation contains portents of future trouble unless the situation is cured.

The principal objections to stereo in actual experience appear to be:

1. Its unique nature is not sufficiently distinctive when placed in the typical tavern location to be worth the extra investment. The decibel level of a busy tavern with a good crowd, perhaps with games being played, is such that the special sound qualities of stereo become nearly impossible to discern even by the attentive ear, it is said. Size and cut-up layout and other acoustical characteristics of the location also enter into making a tavern far from a desirable location for enjoyment of the best qualities of stereo.
2. Many tavern customers and perhaps the most profitable from the standpoint of juke box play, altho operators don't want to say this in public, have reached a stage of mellowness where they are unable to appreciate the special qualities of stereo.
3. Lack of enough stereo records to make proper operation possible. This and other factors result in a large percentage of stereo installations being used as simple monaural juke boxes at the present time, considered an obvious waste of a considerable investment.

The best over-all picture of how stereo is going here—and it is certainly being sold in considerable volume in relation to total juke box sales in this depression-hit city—is by a round-up of reports from some of the juke box distributors, who see the picture presented by a wide range of operators. Individual makes of juke boxes present a somewhat different picture, largely because of the different manufacturing and sales policies of the companies concerned, but the summary serves as a good qualified index:

The biggest percentage of stereo sales reported was 85 per cent—by Paul Folino, sales and operational manager of Fabiano Sales & Service, Rock-Ola distributor. A bit surprisingly, he comments: "This is very high. Toward the end of last year we were starting to lean back toward monaural. Now they seem to be going stereo-wise."

While reasons are hard to pinpoint, Folino has a good seasonal explanation and looks to the future. "Perhaps it was that a lot of operators had a tendency in October and November to wait for the new models to come out so they could put them in their better locations. Thus many have waited for the new 1960 models, and almost all go out as stereos. The last '59 models that we sent out also were shipped as stereos."

"Stereo is going over in this area because some manufacturers now do not make a monaural unit," is the explanation suggested by Bob Wiley, manager of Empire Coin Machine Exchange, distributor for United. He continues:

"Stereo is being used where a competitive situation forces operators to put them in, but we do not know yet whether it is bringing in more business. I think most stereo

installations are probably made for competitive reasons."

Actual sales of United stereo units in this area do not justify statistical representation, but an estimate indicates that the company follows the general trend toward stereo predominance at the present time.

Steady growth to a present level of about 50 per cent stereo sales is reported by Art Hebert, manager of Miller-Newmark Distributing Company, AMI distributor. This has built up progressively from only 10 per cent a year ago to 25 per cent six months ago, and has continued to grow.

A spot check of locations did not indicate many places with stereo units being used for stereo. However, sources indicate that there is a considerable percentage of such locations using some of the new machines for simple monaural music. Location staff personnel do not seem much interested in stereo possibilities at the present time. This is evidently something that can be sold to them to arouse their interest and stimulate play thru a suitable promotional program.

An interesting, partly negative but hopeful, report came from Pearl Reed, of Ray Music Company, which specializes in race locations and is one of the leading operators in this field: "Our customers don't go for stereo; they like hi fi. I think stereo will catch on, however."

William Campbell, of Campbell Music Company, encouragingly summed up the important use that stereo can be to the operator when he is engaged in selling and holding locations, and outlined a three-point area where it can be effective:

"Stereo is a great help in (1) getting contracts; (2) promoting the changeover to dime play, and (3) getting better commissions. I require all three conditions when I put in stereo."

In practice, Campbell says that he has been buying 100 per cent stereo for installations where he places new machines, upgrading his route in this manner. Used machines, of course, are purchased without stereo.

St. Louis Report

By JOHN HICKS

Stereo boxes have not made a sweeping entry into the music industry in the St. Louis area. Those operators who have put the boxes into locations have noted no appreciable increase in receipts. Some coinmen in the area blame generally slow business this year. Operators agree, however, that stereos do meet competition.

The chief gripes of both operators and distributors is that there are not enough records of popular appeal available for stereophonic equipment. Some complain that the machines are too costly.

Peter Brandt, president of Brandt Distributing Company, estimates about 40 per cent of his sales are stereos. "If we had more records, sales would be more than 50 per cent," says the distributor.

Brandt, who added stereos to his juke box line last September, attributes this to the new type equipment's competitive advantage and better tonal quality, even with hi-fi records.

Operators are buying the machines so as not to get caught short when more stereophonic records become available. Brandt said. He thinks the take from the boxes depend on the location. "If a location owner is music conscious, stereophonic is a real treat," he added.

Central Distributors' business in stereo is "almost negligible," Tony Koupal said. "The reason, I guess, is that nobody knows the difference in machines," he said. Central started handling stereo juke boxes about a year ago and "they never have gotten off the ground," Koupal said. Some have been sold, but not too many, he said.

Seymour Raiffie, co-owner of Atlas Amusement Company with brother, Henry, said stereos have "done well," but the record situation is very poor. About 10 per cent of the company's machines are stereos, which the company started putting out about a year ago. Receipts, Raiffie said, are no better than from monaurals. This may be because the records are of the same type on both boxes, he continued. He said stereos do meet competition and location owners are asking for them more and more each day.

Records are played on stereo boxes for 10 cents each or three for 25 cents, Raiffie declared. There is no fringe benefit for putting them in locations and the split is still down the middle 50-50, he asserted.

"The general public feels that it is getting a better quality of tone from stereo equipment and speakers thruout locations," Raiffie said. "Owners of establishments are very well pleased as far as the machines are concerned."

Milton Hart's Twentieth Century Novelty Company has about eight of the phonographs on locations. All are on 10-cent a record play, but the machines have earned no more money than other boxes, the company said. However, they serve to meet competition, it was acknowledged. Hart's firm joined others in complaining about the shortage of stereophonic records. Twentieth Century has had stereo boxes out for the last six months.

Joseph McCormick, partner in Musical Sales Company, said stereo is the coming thing in music. He thinks sales will "snowball" very soon.

"The boxes are flexible enough to play both monaural and stereophonic records," he explained. "Every piece that hits the street is competitive for the guy across the street. Over the long haul they will earn more money as the public becomes more conscious of canned music and thinks of stereo as something other than just a loud noise box.

"Location owners are becoming more music merchants now. The average customer, who two or three years ago did not touch a juke box, now is playing them. The reason is that the patron is surrounded by music."

Musical Sales refurbished used equipment until it recently became the Rock-Ola Distributor in this area. McCormick declared that the future of stereo is "terrific—it is here and will stay to become more dominant." Location owners can purchase these phonograph machines at a reasonable price and have stereo for the future, he said.

Memphis Report

By ELTON WHISENHUNT

An early 1960 check of how stereophonic juke boxes are doing with operators in Memphis brought the opinion from distributors that it is the coming thing in the industry, but will take time to blanket the field.

The three distributors interviewed, who sell Seeburg, AMI and Wurlitzer, all believe it will take about 10 years for stereo to make a 100 per cent replacement of the monaural or high-fidelity phonograph.

They recalled that it took this long for the 45 r.p.m. record, introduced in about 1948, to replace 78 records

All three gave encouraging reports on the sale of stereo juke boxes and all had opinions as to why operators have not yet gone more to stereo than they have.

Those interviewed were George Sammons, president of Sammons-Pennington Company, who travels the Mid-South territory and is head of sales for his company; Parker Henderson, general manager of Southern Amusement Company, and Edward H. Newell, branch office manager for Standard Automatic Distributing Company of Little Rock.

Sammons is agent for Seeburg, Henderson for AMI and Newell for Wurlitzer.

The survey revealed that operators generally in Memphis and the Mid-South area have an average of from 3 to 10 per cent of their route in stereos.

Here is what Sammons had to say, in response to various questions about phonographs and also the related question, for operators, of stereo 45 r.p.m. records:

"The company I represent no longer makes high-fidelity phonographs—only stereo. My sales in 1959 were comparable in volume to my 1958 sales, so all the sales I made this year were stereo juke boxes.

"The trend is definitely to stereo. Of the operators in the Mid-South, an average of 3 to 5 per cent of the routes have stereo phonographs.

"The operator can not replace high-fidelity phonographs overnight, of course. Sav the average operator has 50 juke boxes and replaces 10 per cent in a year. He will eventually have his entire route in stereo, but it will take time.

"Stereo, however, is coming fast. It's like a snowball, gaining momentum all the time.

"One of the big problems the operator has, of course, is in getting enough 45 records on stereo.

"There are many such records being produced, yet a check will show a relatively small amount of such records on the stereo juke boxes on location.

"The reason, I believe, lies with the record distributor. The record companies are producing a lot of records, but the distributor has found that 75 to 80 per cent of his sales are to individuals for home use.

"Therefore, in his orders of records he caters to this majority. Because of having to handle small amounts of 45 stereo records, many of which might go unsold, he has not yet adjusted his buying and service to the operator.

"When more stereo phonographs are on location and the demand is greater, then the record distributor will find himself fitting into the change. He will be ordering more and more stereo 45's for operators. Because right now, of course, the most popular home record is the 33 1/3 album record, not the 45.

Sammons, Henderson and Newell mentioned that most operators put high-fidelity records on their stereo juke boxes. They will play on them, but stereo records will not play on high-fidelity juke boxes.

"The reason is that stereo record has a finer groove and the monaural needle will eat it up and ruin the record in short time," Sammons said. "But the hi-fi records play on stereo, and the sound is better."

All agree that stereo will increase collections when the stereo juke boxes have the stereo records and the public begins to hear that big, new, pleasing sound.

Oklahoma Report

Altho the average operator in this city professes to be highly interested in stereo and its collection-increasing

(Continued on page 80)

WATCH BANNER IN '60 BANNER SPECIALTY COMPANY



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CT. INJUNCTION APPEALED IN PA.

PHILADELPHIA — Attorney General of Pennsylvania Anne X. Alpern filed notice last Monday (4) that she would appeal the injunction issued in U. S. District Court here against the seizure of multiple coin pinball machines that have been converted to single coin play. No date was set on a hearing of Miss Alpern's appeal.

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Oklahoma Report

Continued from page 79
potential, stereo equipment has been slow to catch on, Oklahoma City distributors report.

There are currently only around 25 stereo installations in the city, a distributor count reveals. Most of these have been installed by three operators, each of whom has used the stereo equipment to latch onto new locations.

The Sooner operators for the most part have adopted a "watch and wait" attitude, distributors indicate, preferring to assess the results accomplished by other operators before investing in higher priced stereo equipment. To date, the results achieved by most operators who have stereo locations have not been outstanding enough to warrant a "big switch" in phograph equipment, the average operator reports.

Collections have increased only slightly, most operators report, very seldom amounting to more than 5 per cent greater gross on the most expensive of stereo equipment over standard high-fidelity phonographs. There are exceptions to the rule, of course, such as Bee Music Company's putting stereo installations in private clubs. Here, the take literally doubled in one spot which maintains a quiet men's club atmosphere, and by more than 25 per cent at two others.

Leading phonograph operators such as A. Atkins Music Company, Modern Music Company, Boyle's Music Company, Cox Music Company, and Jet Music Company are all currently experimenting with stereo, but to date have not found the new development necessary in order to obtain top collections. The general attitude voiced by spokesmen of each firm was that while most operators and location owners agree that stereo is more pleasant to listen to than standard high fidelity, the extra cost puts it on a "luxury level" which certainly isn't necessary at the average spot.

Some firms, in fact, have found that location owners are highly apathetic over the question, pointing out that "most of my customers don't pay any attention to the music anyhow."

The Dickson Distributing Company, Seeburg distributor in Oklahoma City, reports things "on the upgrade but slow" where stereo is concerned. Sales have been adequate, considering the price resistance, the fear of many phonograph operators that the more complex equipment will increase their service expenses without bringing in a compensating additional flow of income, etc.

The Dickson firm has held several demonstrations for Oklahoma City juke box operators, who acclaimed the purer sound reproduction—then failed to buy.

Contacts with half a dozen sources indicate that there has not been a single instance in which a location owner had "held out" for stereo in dealing with juke operators. Most of them feel that the public, by and large, hasn't "gone overboard" for stereo to the point that it is a major issue with them.

Denver Report

By BOB LATIMER

Even the stereo phonograph installations have been highly successful wherever they have been used, the stereo box has not caught on in the Denver juke box circuit.

There are only 13 stereo installations in the Colorado capital to date, representing one each by eight major phonograph operators; three by another firm and two by another. Leading the parade has been Century Supreme Music Company, operated by Frank Huber and Glenn Pierce. Modern Music has two, and most of the remaining firms have installed one experimental installation somewhere along the routes to study the over-all results.

While most operators agree that stereo does everything claimed for it, most of them feel that the difference in cost of the equipment is not justified by a similar increase in collections. There are exceptions, of course, but for the most part the typical Denver operator feels that "the public doesn't appreciate stereo enough to play the box more."

One exception, of course, is Frank Huber, of Century Supreme, who is, himself, something of a bug on high-fidelity and stereophonic sound. Huber was already experimenting with stereo long before

(Continued on page 83)

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**Penny Tax Hike Plagues
Michigan Cigarette Ops**

DETROIT—Michigan cigarette operators had to make some fresh adjustments last week with the imposition of a new 1-cent-per-pack tax by the State.

The measure is a stopgap in the State's emergency revenue bill, but it is generally felt that a tax once imposed is virtually never removed.

The general result is a forced return to the old and unwelcome practice of "pennying." Cigarettes were generally selling at 30 cents.

Operators were unprepared to meet the changeover since they were assured the latter part of De-

ember that there would be no cigarette tax increase by legislators. The final tax package was an unwelcome surprise passed within a matter of hours as a last-minute compromise between legislators and Gov. M. Williams to save the State from further financial chaos.

Ops Meet

Cigarette operators met and reviewed the situation, but no formal policy was set by the association. Each operator made his own decision as to how to meet the tax increase, but it was almost universally decided to raise prices.

Typical was the decision of Benny Koss, vice-president in charge of vending for Howes-Shoemaker Company, perhaps the largest operator in the territory, to raise prices from 30 to 32 cents across the board, increasing the operating amount required in the machines from 30 to 35 cents, and putting three pennies in each package.

This policy, being followed by operators generally in the territory, is an increase of 2 cents in net price and has an undesirable public relations angle in that it appears to increase the prime cost to the customer a whole nickel since the average person tends to look upon pennies as almost useless coins today.

Pennying Cost

Pennying itself is proving an important source of additional expense:

A. Additional labor and equipment are required.

B. Handling pennies slows operations in several phases of the daily routine.

C. Increased fees are required by armored car service for hauling the pennies.

Labor

D. The actual insertion of three pennies is a laborious and much slower process than the technique used some years back of inserting only one or two.

E. Three pennies often prove too much for the cellophane wrappers, and there is a high percentage of splitting of cellophane resulting.

The outlook is further discouraging, Ross says, because "we anticipate a drop in volume because of the increased cost" at retail to the public.

Supers

In one important volume area, the price is still 30 cents in supermarket installations.

"This brings us closer to the over-the-counter price," explains Geno Fontana, of Fontana Bros., large operating firm specializing in this field. He refers to the selling price in counter sales by major drug chains, considered directly competitive with supermarkets. In the drugstores the price is now 27 cents for regular packs and 28 cents for king size and filters, 1 cent higher in each case than the former prices. Incidentally, vending operators adjusted commissions in this field with the raise in prices.

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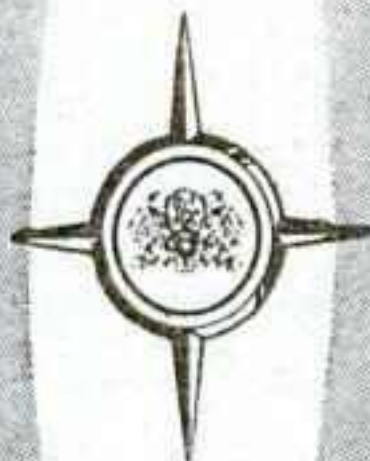
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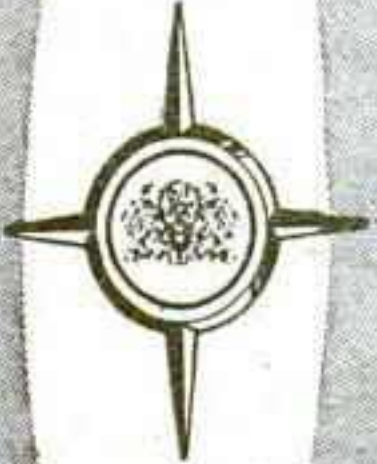
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1446, 120 Sel.	345
1438, 120 Sel.	295
1436, 120 Sel.	145
1434, 50 Sel.	95

SEEBURG

HF 161	\$775
HF 100-L	595
HF 100-R	495
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, 200 Sel.	365
1700, 104 Sel.	295
1550, 104 Sel.	155
1500, 104 Sel.	150
1400 (45 r.p.m.), 48 Sel.	125

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Role of Tariff Cuts in Trade

• Continued from page 78

trade blocs reduce their internal tariffs they will proceed to erect common tariff walls against the outside world. The extent and precise nature of tariffs remain in doubt, but the trend is clearly in this direction.

Some idea of the problem facing U. S.-based coin machine producers is suggested by the difficulties already encountered by trade-bloc concerns generally. Take automobiles, a fair example and a production item with fewer complexities than coin equipment.

Next July, the Common Market Six and the free trade area Seven cut tariffs, each within its own trading circle. The Seven will drop the tariff on British cars entering Sweden from 15 to 12 per cent, and by 1970 it will be abolished entirely.

But the 15 per cent on German cars will remain, as matters now stand, because Germany belongs to the rival trade club—the Common Market. And, of course, the Swedish tariff will remain on American cars, which currently already are having a rough time in the world export market from European small-car competition.

German car producers can expect preferential treatment within their own bloc—on car sales in Holland, Belgium, Italy and France—and the British can expect tariff discrimination. But any balance is impossible to strike on such a basis. To illustrate, British cars will have virtually no competition from production in other countries belonging to the EFTA Seven. But German producers will be battling stiff competition from car producers in France and Italy, and American concerns based in Belgium and Holland.

A somewhat similar situation prevails with respect to coin-operated equipment. Aside from limited British production capacity, there is no coin machine production industry in the Seven. But the Germans, if locked into the Common Market alone, undoubtedly will dominate this market within limits, but against competition from producers in France, Italy (where Wurlitzer is now based), Belgium and even Holland.

All these myriad factors—some firm but most of them still hazy—are entering into the price-structure assessment of European producers.

Here in Hamburg, a major German coin machine production center, producers foresee a sequence of trade clashes—clashes, incidentally, in which all involved will emerge losers.

This pessimism undoubtedly is influenced to substantial degree by Hamburg's own caught-in-the-middle position between the Six and the Seven. But it also has solid grounding in unpalatable economic fact.

In a memorandum to Chancellor Konrad Adenauer, Edgar Engelhard, Hamburg's deputy mayor and director of economics and trans-

port, has just spelled out the city's fears.

Engelhard warned the chancellor that Hamburg, as a leading port and an industrial center, can expect to pay—and pay dearly—if the EFTA and EEC collide.

West Germany's four coastal States (Hamburg, Bremen, Lower Saxony and Schleswig-Holstein) handle the bulk of West Germany's trade with the EFTA area. About 75 per cent of the combined Hamburg-Bremen foreign trade is conducted with countries neither included in nor associated with EEC.

"Unless links are forged between the EFTA and the EEC to forestall mutual discrimination, North Germany's traditional trade relations will be damaged and even destroyed," Engelhard warned the chancellor.

Hamburg, as a traditional center for trade with North America, is acutely sensitive to the emergence of factors likely to affect this commerce.

Thus, the Germans are girding for a trade war, and this means girding for price slashing. In this connection, the observations of David J. Baker, president of the Music Operators' Association of Massachusetts, have commanded close study in Germany. Baker, after a tour of major European centers, concluded that there is no gravy train for American business to ride in exporting music and games to Europe. His report is accepted here as a knowledgeable estimate of the European situation.

The Massachusetts operator executive pointed to a German phonograph selling for between \$600 and \$650. It is his opinion that Europeans will "buy German" because of the price edge, even before they will buy American equipment from their own distributors. Baker pointed out that the Germans are even now shipping jukeboxes to the U. S.

Baker believes that the approximately \$1,000 price differential will increasingly discourage the purchase of American machines by German juke operators. But at the same time he foresees the development of markets for U. S. equipment in the Orient, Latin America and other areas where freight charges will cancel out the German price edge.

For the Germans, this is, of course, the crux of their export problem. Facing possible discrimination in the EFTA Seven market, and increasing competition, very likely, from within the Common Market, the Germans, too, are casting a covetous eye east and west to the Orient and Latin America.

As Baker has stated, the decisive factor in these areas are shipping charges. To be competitive, the Germans must bring their prices down still lower, and this, thanks to the Common Market, they hope to accomplish.



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I-200	\$625.00
H-200	550.00
H-120	550.00
G-200	395.00
G-120	400.00
F-120	350.00
E-120	175.00
W-200 W. Box	79.50

WURLITZER

2300S	WRITE
2304	WRITE
2104	\$475.00
2100	425.00
2150	425.00

CIGARETTE VENDORS

Corsair "30"	\$269.50
Eastern "22"	195.00
National, 9 Col.	99.50
Eastern, 10 Col.	99.50

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Say You Saw It in The Billboard

Denver Report

• Continued from page 80

It became available in the juke box form, and he felt that in de luxe locations, particularly prestige restaurants, fine cocktail lounges, etc., that it would definitely pay. Experience has proven him right in most instances.

However, Huber admits that in the typical noisy tavern or beer parlor, "the customer did not come with the idea of attending a concert," and needs only some good music as a background to enjoy himself. Whether or not it is reproduced on a stereo basis is unimportant, and usually "the tavern customer won't appreciate the difference."

All operators agree that stereo has some definite value as a means of obtaining new locations, since almost any location owner, no matter what type of spot he operates, is reasonably familiar with this new development in sound and usually wants it in his spot. However, he isn't willing, as a rule, to make any sort of commission or split adjustment to compensate for the higher cost of the equipment if the collections remain the same. The result has been a somewhat apathetic outlook on the part of the usual operator.

One leading operator with more than 225 machines operating in east and downtown Denver has installed only one stereo box; this is a continental-type restaurant which features a quiet, subdued atmosphere along with top-quality food. Here in what appeared to be the perfect location for a stereo phonograph, collections did not increase by more than two or three percentage points in the space of an entire year—even tho there was an aggressive selling drive on stereo in the form of menu flags, suggestions by waitresses, etc.

"Can you blame me for confining my stereo operations to one box?" was this operator's question.

Distributors in general have found the stereo question aggravating, inasmuch as most have sold far more stereo phonographs for use in other Colorado cities than they have in Denver. In Pueblo, a city of only 100,000, some 115 miles south of Denver, there are more than 30 stereo installations in use, and in Colorado Springs, which has only 50,000, there are around 25 successful stereo spots.

Big Denver, near the half-million mark, on the other hand, has only 13 at present. Distributors feel that it is probably the wider choice of entertainment available to the residents of a large city like Denver, which de-emphasizes the importance of the juke box in the neighborhood tavern. Certainly, cocktail lounge and tavern patronage has gone down sharply in the last two years in most Denver spots, and this, of course, has had ill effects on juke box collections.

Draco Sales Company, with a real stereo expert in the person of Leo Negri on the payroll, has made most of the stereo installations to date in Denver, all carefully engineered on the theory that "one disappointing job would kill the market." Good, reliable engineering has had a lot to do with the fact that Draco Sales has been reasonably successful in this new field.

Other distributors have sold only a trickle of stereo phonographs despite full-blown sales programs aimed at the market. Draco Sales, a Wurlitzer distributorship, has been thoroly encouraged by the larger number of stereo boxes which have been sold for use in Southern Colorado communities, according to operating manager Mike Savio.

The principal objection of operators to date to stereo phonographs have been primarily the high price, higher maintenance cost, more complex circuits and channels to deal with and, of course, the always problematic availability of hit records on stereo disks. "It may work out well elsewhere, but in Denver there has not been sufficient difference," seemed to be the consensus.

...in this corner... your best choice...

Williams Golden Gloves



Hitting targets or rollover buttons score knockdowns

4 KNOCKDOWNS

lite star targets to score 1 Knockout

4 KNOCKOUTS

lite center hole to score 1 replay

5 KNOCKOUTS SCORE 2 REPLAYS!

LITING word "GLOVES" lites 2 bottom rollovers to score 1 replay

MATCH FEATURE:

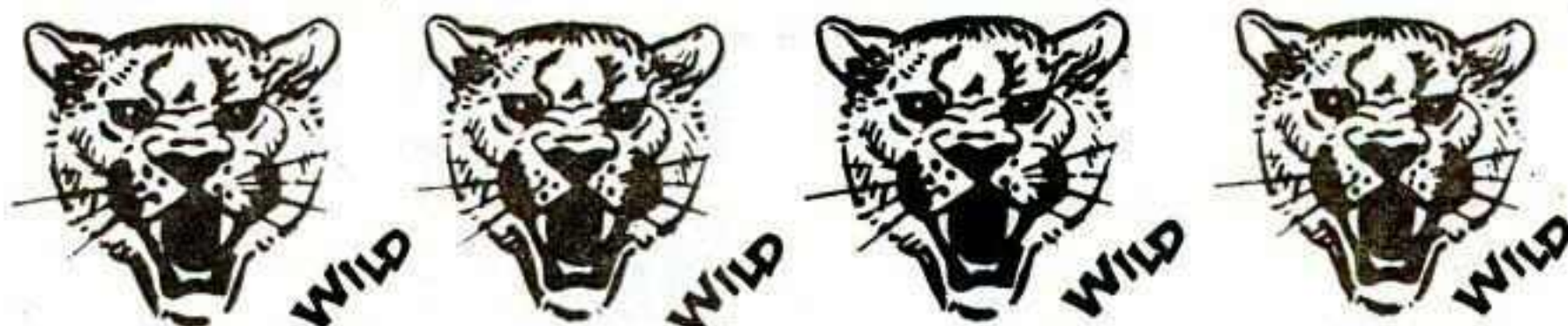
Matching last number in score to lited star that appears on backglass when game is over scores 1 replay!



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CHICAGO 24, ILL.

WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS



115 WAYS TO SCORE

1,000 FEATURE

COIN DENOMINATION OPTIONAL

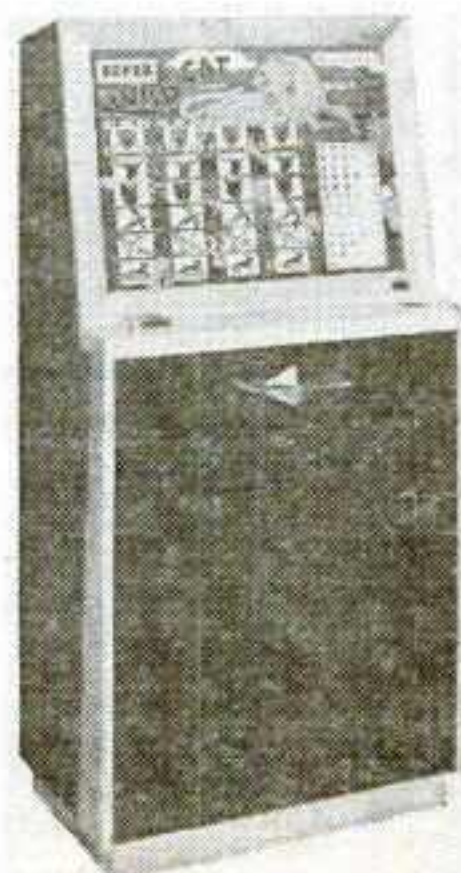
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- *Minimum order—3

USED CIGARETTE VENDORS

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- 12-Col. EASTERN 85
- 10-Col. EASTERN 65
- 9-Col. NATIONAL 95
- 22-Col. EASTERN 145

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A Quarter Century of Service
ATLAS MUSIC COMPANY
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- SEEBURG K-200 \$525
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 - A. M. I. G-200 325
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 - SEEBURG L-100 595
 - SEEBURG V/VL 200 495
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SEEBURG Model K-200
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● Fast Play—Traveling Ball Action—Skill and Timing—High Score Feature!

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 4-GAME BOWLER—4-in-1
 QUEEN BOWLER—16 Ft.
 KING BOWLER—16 & 21 Ft.
 PLAYLAND Rifle Gallery

- 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
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 - Fischer 6-POCKET POOL

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- Gen. GYPSY GRANDMA . . . \$195
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 - Genco FOOTBALL . . . 110
 - Wms. CRANE . . . 115
 - C. C. STEAM SHOVEL . . . 115
 - Bally ALL STAR BOWLERS . . . 165
 - Genco MOTORAMA . . . 215
 - C. C. TWIN HOCKEY . . . 215
 - Williams TEN PIN . . . 160
 - Wms. SIDEWALK ENGINEER . . . 105
 - Wms. KING OF SWAT . . . 135

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- Exhibit SIX SHOOTER . . . \$ 95
 - Genco CIRCUS GUN . . . 295
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 - Genco RIFLE GALLERY . . . 135
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- UPRIGHTS**
- Games' BIG HORN . . . \$245
 - Games' GUN SMOKE . . . 245
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 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500
GIVE TO DAMON RUNYON CANCER FUND



MICKEY ANDERSON Amusement Company, Erie, Pa., installs its first stereo juke unit—a Rock-Ola Tempo II Model 1478, in Tim and Del's Tavern, Erie. Surrounding the new juke are, left to right: Jack Barabash, Rock-Ola Manufacturing Corporation service manager; Al DelSandro, partner of Tim and Del's; Mike Anderson, sales manager of Mickey Anderson Amusement Company; Ronald Gardner, bartender at Tim's and Del's, and Jerry Anderson, service manager of Mickey Anderson Amusement Company. Andy Timko, co-partner of Tim and Del's, was absent at the time of the photo.

Show New AMI, Seeburg in Hub

BOSTON—Two local distributors held week-long showings for new Seeburg and AMI machines last week. Trimount Automatic Sales Corporation held a showing

and open house at its plant at 40 Waltham Street here, for the new Seeburg line.

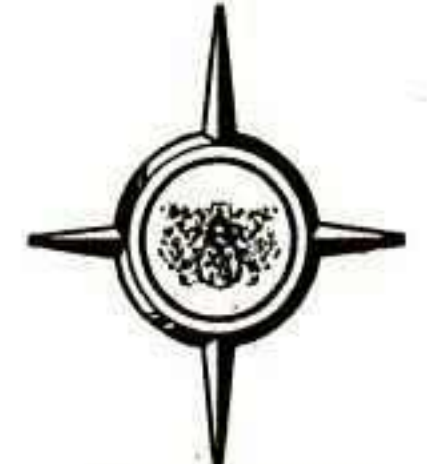
Atlas Distributors, Inc., of 1024 Commonwealth Avenue, displayed a complete AMI line of five stereo and monaural machines during the week with an open house and door prizes for attendees.

Keeney Starts 2d Run on Pin

CHICAGO—J. H. Keeney & Company last week began its second production run on Hi-Straight, a new five-ball pin game with a poker score system.

BUY **Bally** FOR **TOP EARNINGS** IN EVERY TYPE OF LOCATION EVERYWHERE

NEW 1960 WURLITZER



See It, Hear It at
LEW JONES DISTRIBUTING CO.
 INDIANAPOLIS, JAN. 10-11-12
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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

Circus, Remote Control	\$ 95
Kentucky Derby Day, Remote Control	95
Wild Cat	Write
DeLuxe Big Tent	295
Super Big Tent	295
Bugaboo	225
Guns smoke	225

5-BALLS

Turt Champ	\$195
Dragonette	75
Star Pool	55
Smoke Signal	70
Balls a Poppin'	60
Peter Pan	75
Brite Star	255
Harbor Lites	75
Cypsy Queen	75
Easy Aces	135
Auto Race	115
Bally Circus	85
Funfair	125

ARCADE

C.C. Rebound Shuffle	\$ 65
Seeburg Bear Gun	85
Telequiz	65
C.C. Ski Bowl	95
Un. Imperial Shuffle	85
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.
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 Exclusive Wurlitzer Distributor
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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 Reflector and Heavy Metal Protected Cash Box.

CHOICE OF NICKEL OR DIME PLAY

J. H. Keeney & CO., INC.
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SALESBOARDS

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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
Eoon 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

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Exclusive Dist. for Bally in E. Pa., and
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Branch: 1101 Pittston Ave.
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'Silence' Is Main Theme

Continued from page 72

The idea was good enough for the students to see the economic possibilities and come up with the Hush Record Label Company—no connection with Hush-Hush Records, an earlier Detroit development. And people have been actually paying out cash for the self-effacing disks.

The Cass Theater presentation is a combination concert and recording session of silence—the theme is carried thruout. With comedian Henry Morgan as commentator and master of ceremonies, tidbits on the program include: Pantomime by Soupy Sales, ABC-TV comedian; a 60-piece orchestra silently playing "Stars and Stripes Forever"; explanation by commentator Faye Elizabeth of "What a Woman Means by Different Kinds of Silence"; Paul Winter, disk jockey, playing his silent collection of "Great Things Left Unsaid by Philosophers"; 65-voice chorus non-singing "The Anvil Chorus," accompanied by 20 anvils struck by rubber mallets; Russell McLaughlin, dramatic critic, with records of his collection of "Famous Pauses From Great Drama"; a talk by an attorney on "Judicial Silence," and a recording to Tom Dougall, of WXYZ-TV, of "Silent as a Tomb," recorded in Grant's Tomb.

The concert was timed to tie in with Silent Record Week—to follow New Year's Eve.

Williams Ships

Continued from page 72

Williams Electronic Manufacturing Corporation.

Players try for "knockdowns" and "knockouts" to boost their scores and to get replays. "Knockdowns" are made by hitting targets or rollover buttons.

Making four "knockdowns" lights up star targets to score one "knockout." Four "knockouts," in turn, rewards one replay. Five "knockouts" scores two replays.

In addition, lighting up the title, "Gloves," letter-by-letter lights two bottom rollovers to score a replay. Matching the last number in score to a lighted star that appears on the backglass when game is over scores a replay, too.

The Golden Gloves backglass is decorated with a ring scene, with two boxers in action. Playfield is also decorated with fight scenes.

Seven-Seas

Continued from page 72

double bonus score feature that scores up to 300 points. Via the twin double bonus system, players can make "super scores" thruout play, scores added as they are made.

Bonus scores are advanced by hitting targets and rollovers. In addition, the playfield has five light-up ball bumpers, four alternating-light rollovers, and a match play feature.

Backglass and playfield are decorated with a salty, deep seas flavor, with fishing boats, mermaids and swordfish.

Seven-Seas can be set for three or five-ball play, and one or two players can take part in the game, with individual scores registered for up to two competitors.

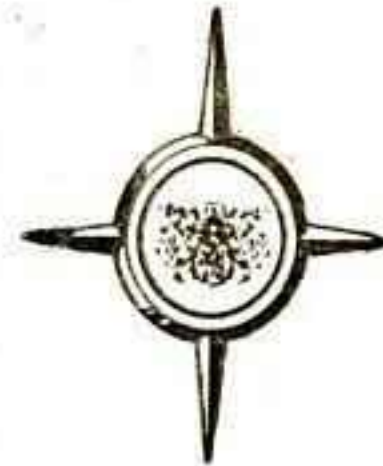
Wurlitzer Bows

Continued from page 72

Mounting brackets permit 180-degree rotation so sound can be beamed into any desired direction.

A "six by nine" speaker is enclosed in a metal case and faced with a perforated bronze grille.

Model designations of the ew phonographs are: 2400 for the 200-selection phonograph, 2410 for the 100-selection unit and 2404 for the 104-selection phonograph.



Bush Distributing Company

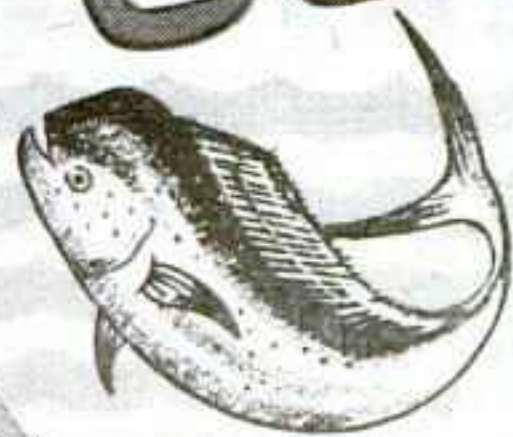
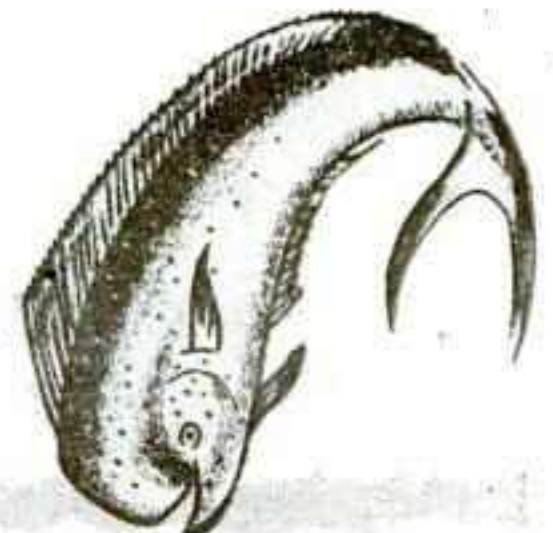
cordially invites you to see and hear the world's greatest hi-fi stereo money-making music system... the new 1960 wurlitzer 100, 104 and 200 selections now on display

BUSH DISTRIBUTING COMPANY

286 N. W. 29th St. Miami 37, Florida Franklin 3-4623
60 Riverside Ave. Jacksonville, Florida Elgin 6-0256
207 W. Cass St. Tampa, Florida 2-1790

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!

Gotham Operators See New Seeburg Line at Atlantic-N. Y.

NEW YORK — Atlantic New York held its showing all this week here of the colorful new Seeburg line of phonographs and other diversified vending equipment. A number of operators partook of the showings and the spread of refreshments—both of a solid and

liquid variety, offered by Messers Parkoff, Kaye, Prutting et al. Bill Prutting, recently named sales chief of Atlantic, who replaced Jack Gordon here, told The Billboard that operator response to the Seeburg-developed device which allows for the use of both

45 and 33 1/3 r.p.m. stereo disks, was excellent. One unit has already been sold and is on location. Units demonstrated at the showings included the new Seeburg 160, 100 and Wall-O-Matic 100 boxes. Also on view was the neatly housed new Seeburg 1000 background music system, which employs nine-inch disks which play at the low speed of 16 2/3 r.p.m. Non-musical units displayed include a drink vender, two coffee

bars and a cigarette vending machine. Parkoff had employed tried and tested tactics of show business over the past month by having the new units in his office under cloaks. When ops would call, he would lift a section of the cloak on the various models to whet the operators' appetites. At one point last month, Parkoff had a group of operators literally "jumping around the place" they were so eager to get a look at the new line.

Denver Tax

Continued from page 70

the machines is likely to be delegated to almost anyone.

A spokesman for the Miller Supermarket chain indicated that one full-time bulk vending machine serviceman will probably be appointed. He will travel from store to store, with exclusive responsibility for all servicing, placement and machine repairs. Otherwise, the Denver supermarket chain might be presented with a license bill which would make the use of bulk venders untenable.

The same is true of service station chains, many of which have installed batteries of ball gum, charm and other venders in their service stations as a convenience for employees and customers. One Denver chain has over 400 machines on location and will be faced with a stiff license total, as well as the problem of clarifying the number of employees who are directly concerned with vending operations.

Ops Meet

A special meeting was held by prominent Denver bulk route operators during the foundation period. Included were Charles Floers, Jay Shannon, William Cobb, and Andy Anderson, of Star Novelty Company. It was proposed that the Denver bulk vending industry appoint a legal counsel, at the beginning of the license studies, but as the program developed, it was found that no serious need existed. Operator Jay Shannon, an enterprising and aggressive young operator with 900 machines, was the spokesman of the industry during the council meetings.

The license costs will, of course, affect bulk vending, and probably put a stop to the activities of shoe-string operators who have only a limited number of machines. It will also hit the large vending organizations who operate large numbers of major equipment along with their bulk routes. At this writing, the license fees described above were considered firm, although amendments or changes could be introduced following the first of the year.

chicago coin's

Bulls-Eye DROP BALL

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NEWEST SURPRISE GAME
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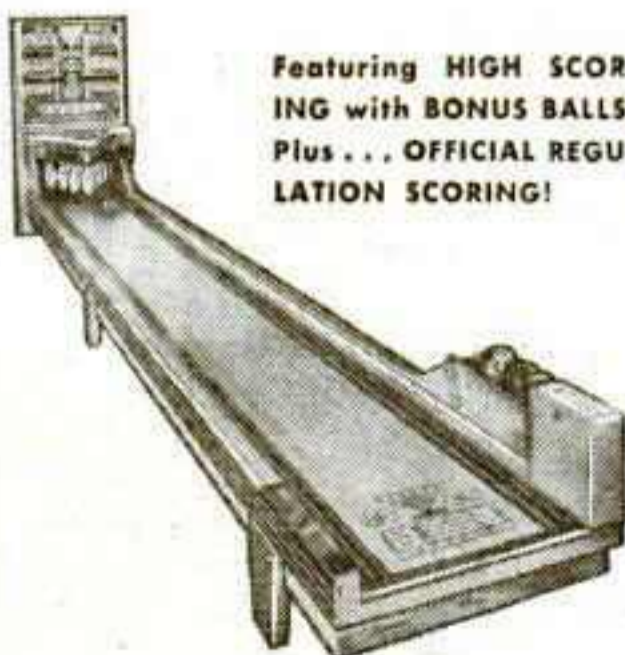
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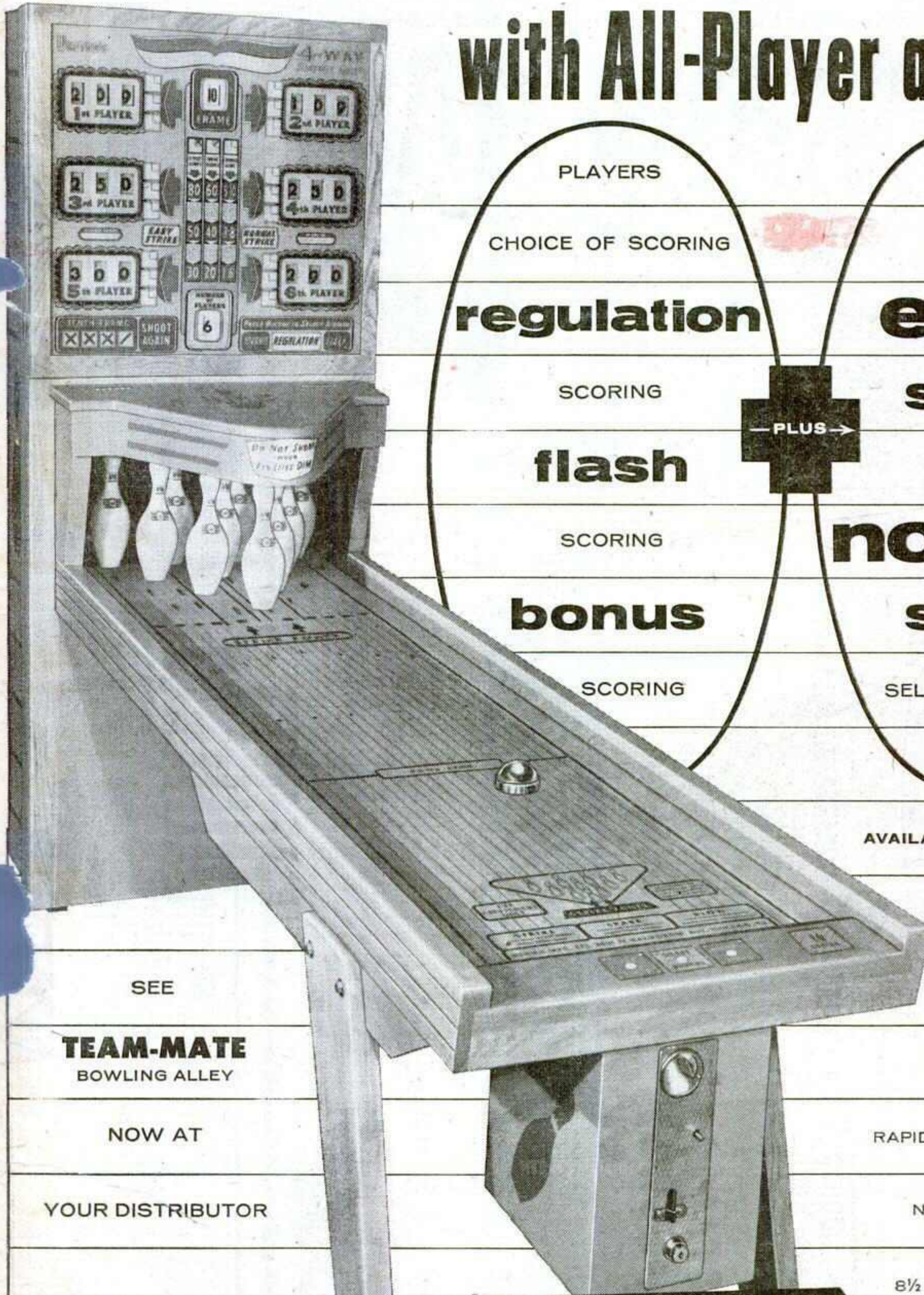
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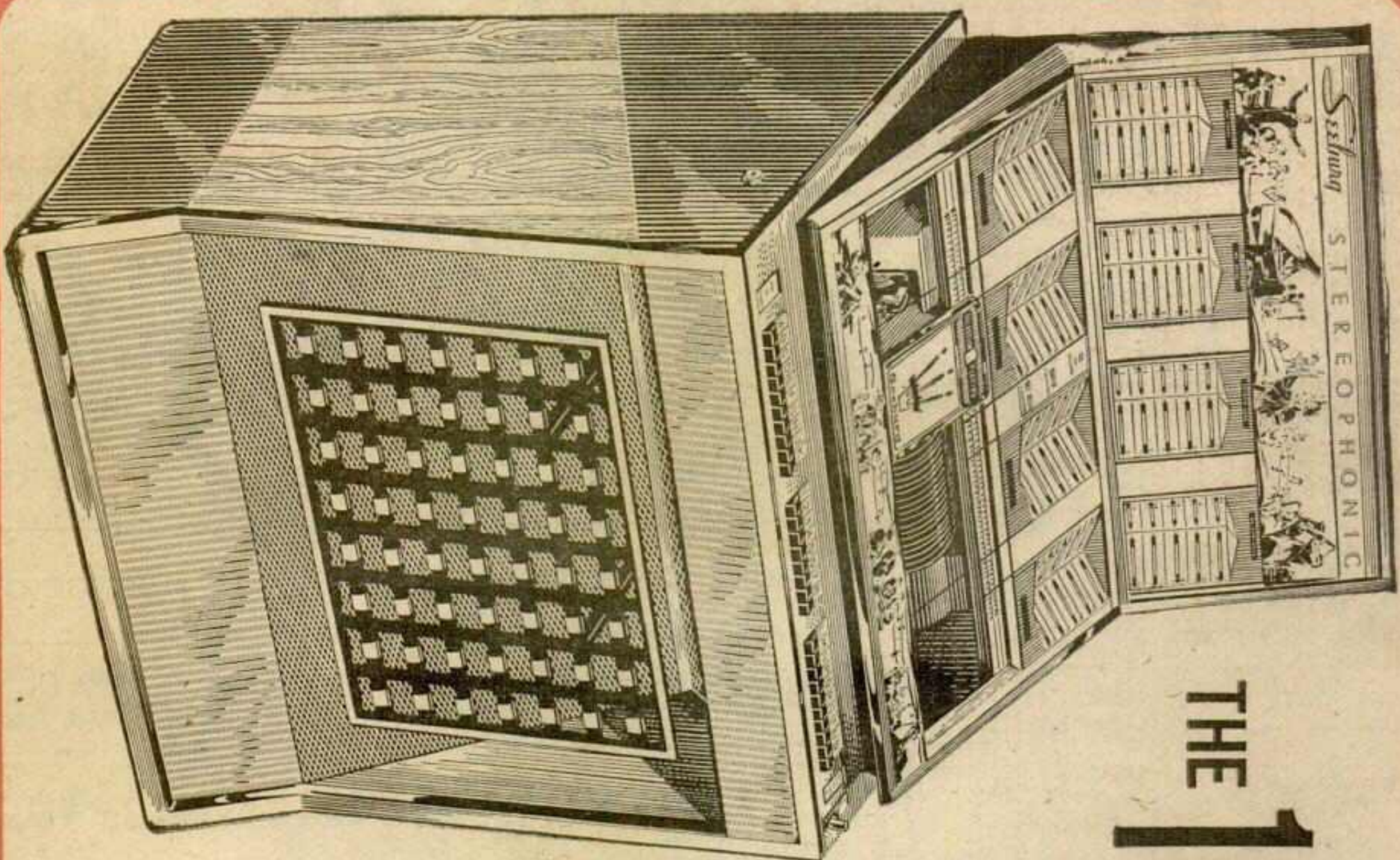
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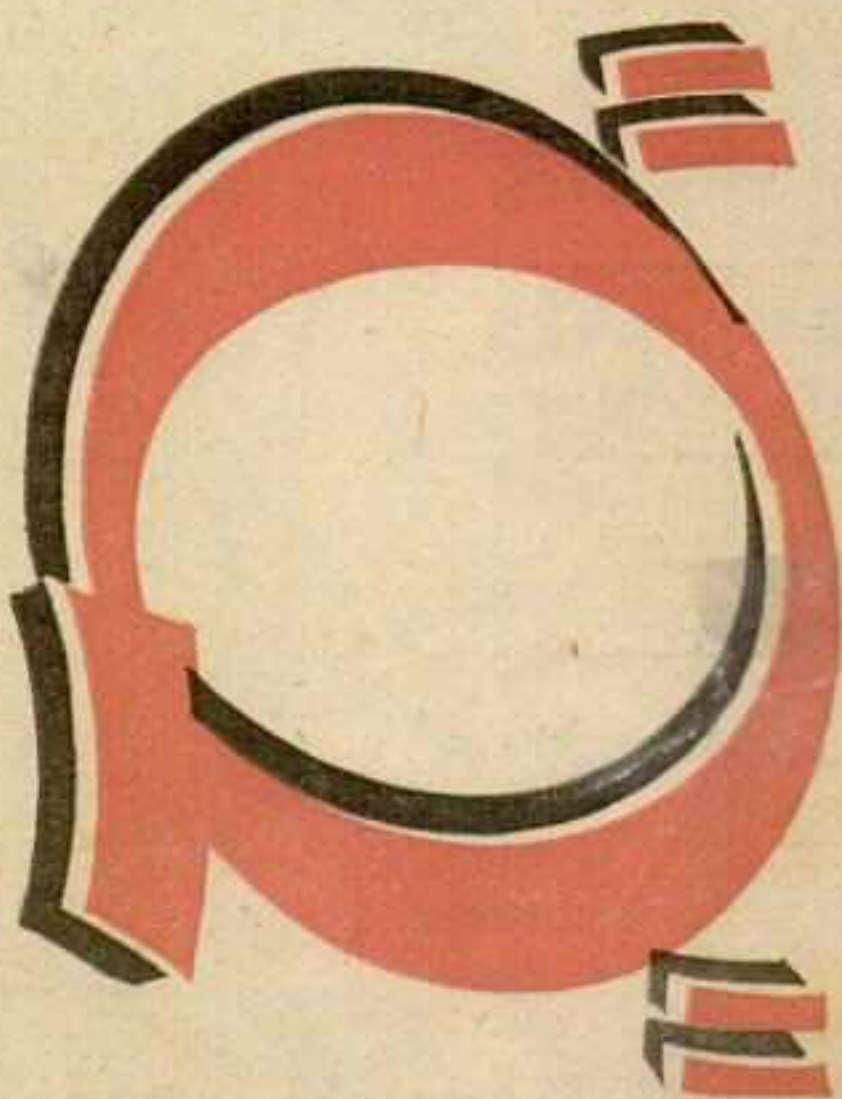
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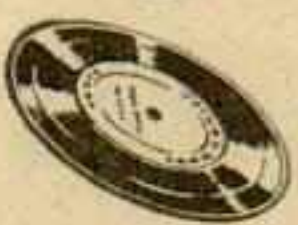


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