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DECEMBER 21, 1959  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

Jocks, Stations in Rare Holiday Humor

Special Yule Promos Range From Fund Drives to Sponsorship of Stageshows

By JUNE BUNDY

NEW YORK—Deejays and local radio stations across the country are exuding holiday spirit this year, via a flock of special yule promotions and programming stunts ranging from fund drives for local and national charities to sponsorship of Christmas stageshows.

Last week (December 18-19) the Balaban Stations staged yule shows at the Dallas Municipal Auditorium in behalf of KBOX, Dallas, and at the St. Louis Arena, for WIL, St. Louis.

The bill included Paul Anka, Johnny and the Hurricanes, Bobby Freeman, Jo-Ann Campbell and the Isley Brothers. Members of the Coca-Cola Hi-Fi Club, featured on both stations, received a special discount on admission tickets.

WQXR Tradition

Special Christmas programming stunts include "Tree Trimming Tunes" on WQXR, New York. This two-hour seg featuring Christmas music of many lands on Christmas Eve from 11:10 p.m. to 1 a.m. has been a WQXR tradition since 1955.

Station WSB, Atlanta, Ga., introduced a nostalgic note for the holiday recently, via the spinning of Christmas disk culled from some 50,000 Edison platters, dating back prior to 1910.

"Program PM" with Ed King on KDKA, Pittsburgh, is currently featuring customs and carols of foreign lands, with holiday traditions and music of a different country spotlighted each night.

Albuquerque, N. M., station, KMGM, is campaigning against the use of the word Xmas. Utilizing the theme "Let's Leave the Christ in Christmas," the outlet has persuaded most of the local businessmen to eliminate the abbreviated form from their advertising copy and displays.

Charity Field

In the charity fund field, stations are particularly active this

year. For example, deejay Don Fortune, WCUE, Akron, O., has been in the window of a local Sears, Roebuck & Company store since December 7. He will leave the window (where he lives round-the-clock and does his daily show) only when a scale in the store contains 100 pounds of money contributions for the local Salvation Army's holiday fund.

Also working for the Salvation Army is KING, Seattle, which has been conducting special broadcasts (including Ray Briem's "Bandstand" show) from the "KING Christmas Stocking," a 36-foot-high "stocking" which the outlet hopes to fill with gift donations by Christmas. The gifts will be distributed by the Christmas Projects Divisions of the Salvation Army.

Four KPHO, Phoenix, Ariz., jocks—Dave Steere, Ray Curtis, Jim Topping and Rod Kellogg, locked the doors of the studio December 9 and refused to let anyone in or out until listeners delivered a total of 910 pounds of usable toys for the U. S. Marines' annual "Toys for Tots" drive to collect toys for needy youngsters.

To spur immediate action, the jocks played "Little Drummer Boy" continuously, spinning it at regular speed, fast speed, slow speed and even backwards. All toy-bringers were given free drinks by the Phoenix Coca-Cola Bottling Company. Total "drive-time" was seven and a half hours.

Another Salvation Army charity effort is that of KOIL, Omaha, which is asking its listeners to send in any trading stamps they may have. The station will redeem the

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and a big 1960 to all our friends everywhere from all of us at

The Billboard

CHINA CIRCUS BUCKS USSR'S GOTHAM BOW

By IRWIN KIRBY

NEW YORK—While definite plans for a Russian circus here are incomplete, if the date materializes as projected it will run into a nettlesome neighbor in next-door New Jersey Palisades Amusement Park, day - and - dating the springtime Ringling appearance in Madison Square Garden, is now set with the "Circus of the Orient" as a late-season attraction. This opposition plus that of a theatrical union can bring anything but joy to the hearts of the Garden's management.

The Garden and the Hurok office have been projecting a fall date for the Moscow State Circus, possibly a filler for the annual World Championship Rodeo which came within a hair of being dropped last fall.

There is opposition to the USSR show coming to these shores. The American Guild of Variety Artists reports a firm effort to circumvent such an appearance. Jackie Bright, the union's national administrative secretary, confirmed this policy but termed another trade paper's claim that it is under-

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Exhaustive Probe For Whole Music Industry on Way

Hill Hearings to Cover Every Phase of Alleged Payola Deals

By MILDRED HALL

WASHINGTON—The first exhaustive probe of the entire music industry in the history of America will begin early in 1960, in the 2d session of the 86th Congress. It remains now only to set a date, possibly in February, for the start of the so-called "payola" hearings by the House Legislative Oversight Subcommittee, under Chairman Oren Harris (D., Ark.).

The hearings will pinpoint allegations of sub rosa deals in every layer of the music industry, from the smallest publishing house, to the largest network, and from San Francisco to the very shadow of the Capitol dome.

Broad Scope

The vast scope of the investigation was outlined in an originally confidential memo from the subcommittee staff's chief counsel, Robert Lishman, to committee members (14). The memo named 27 cities in which investigators had uncovered leads to alleged payola practices in broadcasting involving the music industry, and listed nearly two dozen types of payola deals uncovered.

Ironically, the staff memo names 21 areas of music payola in its probe, which in turn was touched off by quiz rigging on TV programs like "Twenty-One." Chief areas being investigated involve: payola to deejays, or other broadcast personnel, and to record company a.&r. men; misuse of "freebies"; chart rigging via dealer pay-

ola, and false claims for tunes actually low on charts; ownership conflicts of interest between music and broadcast personnel when latter use airwaves to push owned music; kickbacks at all levels, from talent to record manufacturer; and pressure by record manufacturers on songwriters to forgo mechanical royalties.

The 1960 blastoff for the music probe has been given additional power by payola investigations of the Federal Communications Commission, and the Federal Trade Commission. The FCC's strongest move has been its demand for sworn statements on payola from every broadcaster in the country. The FTC has investigated the record companies and distributors providing the payola, bringing complaints against a few. Onlookers feel that the latter's information may prove more effective when wielded by the subcommittee probes, than when it forms the basis of a quickie consent agreement signed by such firms as RCA, with the Trade Commission (see separate story).

Favoritism Inference

Allegations of strong favoritism and huge performance royalty take for certain large ASCAP publishers in programming of background music by indie TV packagers and/or network personnel, is inferred, if not specifically mentioned in the staff memo. Item 18 on the list (see separate story) mentions alleged "payoff made to licensee personnel by music publishers, record makers and distributors," in the form of loans and "consultation fees," among others.

Probers are known to be

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NEWS OF THE WEEK

Bitter Dissension Rips ASCAP Board Over Warner TV Plugs . . .

Bitter dissension was obvious during an ASCAP Board meeting Thursday (17) at which time big publisher members protested the preponderant amount of TV background music plugs secured by the Warner's Music interests. Resolving of this matter was deferred to a later date. . . . **Page 2**

G-Men Sleuthing Elusive Disk Bootleg Fraternity . . .

A new federal investigation agency moved into the record business this week. Numerous one-stops, distribs and pressing plants are being queried by the intelligence division of the Bureau of Internal Revenue about disk bootlegging. Special agents are boning up on distributive channels as prelude to closing in on bootleggers on two counts: failure to pay excise tax on bootlegged disks and possible failure to report income tax on their sale. . . . **Page 3**

Are New Trends on Way?—Some A.&R. Men Think So . . .

Disk execs, artists, arrangers and a.&r. men are all wondering what will happen to musical trends over the next six months. The feeling that radio stations are shying away from rock and roll in the current climate is causing a lot of thinking about tomorrow's style of music. . . . **Page 3**

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Yule Humor Irks DeeJay

MIAMI—Deejay Dave Connor, WCKR, here, was a rather unwilling participant in a Christmas promotional stunt this month, when a practical joker signed his name to messages found in floating bottles.

Connor discovered it when he received several calls from weekend fishermen who claimed to have found the messages in bottles drifting in to shore. The note read: "If you find this message, telephone WCKR and Dave Connor will give you a Christmas present." The jock finally had to go on the air and deny that he had any intention of making like Santa Claus.

Payola Down Mexico Way

NEW YORK—Payola for disk plugs is legal south-of-the-border, according to the Inter-American Advertising Agency of Del Rio, Tex., which represents radio station XERF, Mexico.

In a letter to U. S. record companies last week, the agency pointed out that the 250,000-watt outlet broadcasts in English, and covers a wide area in the States. "We would be interested," said the agency, "in working out an arrangement whereby we would play only the top hits or selections that could become top hits with the proper plugging. This arrangement would be established on minimum fee, which is perfectly legal in Mexico."

ASCAP Board Clashes Over Background Music TV Plugs

Warner's Starr Draws Violent Blast From Top Rival Pubbers

By PAUL ACKERMAN

NEW YORK — At an epochal ASCAP board meeting Thursday (17), Max Dreyfus and Louis Bernstein, respective heads of Chappell and Shapiro-Bernstein, bitterly opposed Herman Starr on the matter of securing background music plugs on network TV programs. It was recently pointed out in The Billboard that Music Publisher's Holding Corporation, headed by Starr, had a preponderant amount of uses on such across-the-board TV airers as "Beat the Clock" and "The Price Is Right." These shows are handled by Goodson-Todman.

Publishers opposing Starr protested the exclusion of their own catalogs on such programs. At a special committee meeting on the subject, it was suggested that the value of such usages be reduced to one-tenth of a point, in order to make it unprofitable for such plugs to be gotten. Supporters of Starr

advocated that the value be higher—say, one-third of a point. Starr stated, in effect, that it was nobody's business how Warners (MPHC) got its plugs, as against any other publisher.

Despite a demand for immediate action, it was finally decided that the matter be deferred to a later date when the timing would be more propitious. This "more propitious" time would be after the counting of the ballots relative to the acceptance or rejection of the Proposed Consent Order. Among those who mentioned the issue of timing were Dreyfus and Irving Caesar.

An ASCAP member, present dur-

ing the proceedings, later in the week stated that Dreyfus and Caesar were right: "We don't know where we are going... what kind of time is this to tackle such a question?" he asked. He also stated that ASCAP legalists felt the matter should be deferred until the ballots had been counted.

Another bombshell — in addition to the matter of MPHC's grabbing of TV plugs — came up during the board meeting. This was a proposal by Starr that Herman Finkelstein, general counsel, be given a salary raise of about \$6,200, and that President Stanley Adams be given a bonus of \$10.

(Continued on page 28)

Lormar to Acquire Milwaukee Distrib

Buy of Heilicher Outlet Reverses Stand On One-Stop-Distrib Competition Hassle

CHICAGO—Operators of Lormar Distributing Company, widely publicized one-stop here, have verbally agreed on terms for the purchase of Records Unlimited, a Milwaukee distributor. The seller, Amos Heilicher, Minneapolis distributor of Columbia and Mercury, is now drawing up papers for consummation of the deal, he confirmed to The Billboard.

While Records Unlimited will remain as a separate corporation, according to Bill McGuire, Lormar general manager, it will be a unique case of a distributorship that is, in effect, a subsidiary of a one-stop.

Miltonberg to Manage UST

NEW YORK — United Stereo Tapes, West Coast tape one-stop and subsidiary of Ampex, has tapped one of the top Eastern audio engineers as its new general manager. Bill Miltonberg, chief engineer and manager of all recording at RCA Victor has accepted the new post effective January 1.

Miltonberg was with the Victor operation for over six years and headquartered in New York throughout that period. In his new post with Ampex, he will move to UST's home headquarters in Sunnyside.

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Selling price, The Billboard learned, has been set in the neighborhood of \$5,500. Heilicher offered the outlet to several potential buyers in the Midwest before approaching Lormar. One of his aims, he confirmed, was to unload the Milwaukee property to concentrate his attention and finances on a distrib point he is opening in Florida, where he has acquired the Columbia line.

Labels carried by the Milwaukee distribber include Savoy, Prestige, Contemporary, Good Time Jazz, Duke, Peacock, Hickory, Starday, Crest and Shasta. The outlet has also been serving as the Wisconsin sub-distrib point for All-State Distributors, a Chicago firm. In this role, it represents Chess-Checker, Imperial, Atlantic, Jamie, Blue Note and Abner. Also, it carries Sun Records in behalf of United Record Distributors, Chicago.

All-State's owner, Paul Glass, indicated he may yank his labels when Lormar's managers take over. Lormar, said Glass, has asked for revisions in his contract with Records Unlimited.

"I don't intend to change the

(Continued on page 28)

LION 'CAROL' LP ON MUTUAL WEB

NEW YORK — M-G-M Records has made special arrangements with the Mutual Radio network to broadcast for an entire week the Lion LP of Lionel Barrymore's portrayal of Charles Dickens' "A Christmas Carol." The series started yesterday (20) with local sponsors participating in each city where the airing took place. The deal is similar to that involving the TV "Million Dollar Movie" show on WOR, Mutual's New York outlet.

This marks the 10th annual radio airing of the album. In earlier years, it was broadcast on NBC and CBS hook-ups. Each airing this year will credit the album and the label, and local distribbers were tying in accordingly.

NOTE TO DISK MFRS. AND PUBLISHERS

NEW YORK — The Billboard has sent a letter to the trade asking, on behalf of the staff, that friends refrain from sending Christmas gifts which could conceivably be regarded as exceeding the definition of "social amenities." Occasionally, a staffer has been disturbed by the fact that a gift could not be so regarded.

We are aware that the intent of the donors is one of friendship. But in order to eliminate any embarrassment in the future, and because we believe the current climate makes such a request propitious, we ask all of our friends to honor our request.

It may be noted in passing that daily newspapers of the highest stature are taking similar action.

Ampar Set to Distrib for Westminster

NEW YORK — ABC - Paramount distributors are soon expected to take over the distribution of Westminster Records. The news came this week as the latest in the gradually evolving Westminster situation. The forthcoming control of Westminster distribution, plus the recent Ampar acquisition of the Grand Award interests, makes the company very much in the class of a major diskery.

Meanwhile, the recently formed Westminster creditors' committee (representing some of the major creditors) is expected to press for close to a 100 per cent settlement. "We are hoping to receive a proposal for a settlement plan from the new people within a week or so," said a spokesman. "In the meantime, we have stated that we want nothing done that would indicate a dumping or other procedure which would tend to devalue the line."

On the personnel front, it was noted that Norm Wieland, who had headed up Westminster's low-price Whitehall line, had ankled the scene. Wieland was expected to announce his plans shortly.

Broke No Law, Says Foley

SPRINGFIELD, Mo.—Country music showman Red Foley, arraigned here last week (14) on charges of income tax evasion, has expressed confidence that "when all of the facts are presented in court it will be clear that no law was violated, either intentionally or unintentionally."

The singer stated that he will ask for no postponement in the scheduled April trial date, nor does he plan to request a change of venue from the federal court located in Springfield.

Foley is alleged by the government to have evaded payment of taxes in the amount of \$28,498.79 for 1954 and 1955. Property bond in Foley's behalf was posted at the office of the U. S. Commissioner by Ralph D. Foster and E. E. (Si) Siman Jr., officials of Crossroads TV Productions.

Victor-FTC Agreement May Blaze a Trail

Commission Lauds Speed Cue for Other Cited Firms

WASHINGTON — The lightning speed with which Radio Corporation of America (Victor Records) entered into a consent agreement with the Federal Trade Commission, promising never to promote by payola, is believed by onlookers to be a trail-blazer for other record companies and distributors recently cited by the FTC for alleged secret payoffs which constitute violation of fair practices law.

Less than two weeks elapsed between the FTC complaint (3) against RCA, and the consent (15).

The consent agreement automatically eliminates the unpleasant necessity of a hearing on the facts. It also avoids the necessity for any explicit denial that the company had, in fact, made such payments without the "public disclosure" required by law. RCA, as far as the record goes in this complaint, has been scolded, and has promised never to do again what it has not officially admitted doing anyway.

What the Harris (D., Ark.) Subcommittee staff probers will do with information uncovered as a result of the FTC complaints

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BIEM-IFPI Impasse Cues Strike Threat

**Standstill Likely
Next Month for
Foreign Recording**

NEW YORK—Negotiations for a contract renewal between BIEM, European mechanical agency, and the International Federation of the Phonograph Industry have reached an impasse.

As a result there is a strong possibility that practically all European recording abroad (with the exception of England) will come to a standstill next month, since BIEM represents the bulk of European publishers and songwriters.

In line with this, some European publishers are currently in New York looking for unassigned material and tapes and holding confabs with U. S. publishers not affiliated on an exclusive basis on the Continent. Idea is that they (the European publishers) would act as selling or collection agencies for the American publishers' material, and not actually have any publishing rights to the tunes. The publishers are particularly interested in taped instrumental themes, because most of the European lyr-

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BMI Nixes 2 Mammarella Song Titles

NEW YORK — Broadcast Music, Inc. has notified radio and TV stations across the country that it will no longer handle the performing rights for the tunes "Butterfly" and "Ninety-Nine Ways." Both songs list as co-author Tony September, who is Dick Clark's ex-producer Tony Mammarella.

When Mammarella resigned from his ABC-TV post — rather than divest himself of his outside music business interests (as Clark agreed to do) he admitted that he had cut himself in for half the writer royalty on the songs under the name of Tony September.

A BMI spokesman said BMI did not object to the cut-in, but that they did object to the fact that songs were credited only to September (Mammarella) and did not list the real author. The exec added that BMI also "has other songs under investigation."

Interest Builds in Stereo 33 Single

By REN GREVATT

NEW YORK — The stereo 33 single record, introduced by Columbia Records at its sales convention last July, is spurring considerable new interest among diskers and juke box interests. One juke spokesman, John Stuparitz, Seeburg field engineer, took special note of the new-style single "At a time when the 45 r.p.m. single occupies only 25 to 30 per cent of the total dollar volume of the business."

It was learned this week that Columbia plans a stepped-up push on the seven-inch 33 r.p.m. stereo single starting in January. A number of new titles are expected to be released on a continuing basis. Several months ago, the diskery released a disk of the new type which coupled selections by Johnny

WHOOOPS, WE'RE SORRY, JOE

NEW YORK — In a story last week in The Billboard (December 14) about record labels coming up with "Hot 100" platters, Carlton Records and its subsidiary label, Guaranteed, were inadvertently left out of the story. Carlton had hit sides with Anita Bryant, Gary Stites, and Jack Scott, and on the Guaranteed label, a hit with Paul Evans.

L. A. Dealers See Yule Sales Upped Over '58

HOLLYWOOD — Altho general retail sales here are off 12 per cent from last year's pre-Christmas level, record sales in this area are bucking the slump trend to emerge between 15 and 35 per cent ahead of the previous year. The three-store Music City chain shows, according to prexy Clyde Wallich, that its Hollywood store has remained the same, Lakewood branch has increased 15 per cent. Music City's downtown store was not operating last year, but its revamped form over the previous Schirmer operation has increased volume six fold.

House of Sight & Sound's Jerry Johnson says sales for first 10 days of December are up 30 per cent. However, Sight & Sound has expanded, almost doubling the size

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WHICH WAY A.&R.

Some See Start Of New Trends

NEW YORK — What will the next six months produce in the way of new trends at the a.&r. level? This is a question which is receiving much analysis by disk execs, songwriters, arrangers and artists. In some quarters it is argued that the use of violins and more professional arrangements during the past year had already accomplished a change in the sound of single records. Coupled with this is the feeling among many trade-

sters that a.&r. execs and station programming execs are making a conscious effort to broadcast more records which are not purely rock and roll.

Motivation to emphasize non-rock and roll disks has several facets: (1) Stations, during a period when their programming is being scrutinized, tend to shy away from rock and roll which for years drew the wrath of pressure groups, (2) stations, consciously or subconsciously, are aware of the tendency on the part of the daily press to link rock and roll with payola—even tho there is small logic to such a point of view.

So what's coming next is the poser. Music men who listen close to deejay programming point out that in addition to those jocks who are apparently programming less of the Rock, there are those deejays whose programming policies have not changed — altho many of the latter emphasize in their chatter that they are playing "pretty" records. Formerly, the necessity to point this out was not so keenly felt.

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G-Men Sleuthing Elusive Disk Bootleg Fraternity

**Tax-Dodging Again the Club for
Cooling Illegitimate Wax Makers**

By BERNIE ASBELL

CHICAGO—A new federal investigation agency moved into the record business this week, thus suggesting the possibility that industry is now cluttered by more cops than salesmen.

In the latest move, the Feds are moving in on disk bootlegging. The Billboard has learned that numerous one-stops, distribs and pressing plants are being queried by the in-

telligence division of the Bureau of Internal Revenue about the bootleg phenomenon. Special agents are boning up on distributive channels as prelude to closing in on bootleggers on two counts: failure to pay excise tax on bootlegged disks and possible failure to report income tax on their sale.

Numerous tradesters have come to believe that the excise tax laws provide the only useful hook on

which bootleggers may be easily hung. Heretofore no federal law has been found forbidding the unauthorized duplication of disks. Publishers may sue bootleggers for an accounting of royalties due in the rare instances when the offending party becomes identified, but such action is seldom taken. In some States, bootleggers may be nailed for unauthorized use of a trade-mark. This was the charge on which George Hilger was convicted here two years ago in connection with the alleged duplication of more than 100,000 hit records on indie labels. Hilger got off with a fine of \$50 and a suspended sentence of six months.

If the investigation leads to the unlikely result of bootleggers coming up with payment of excise taxes such payment would be prima facie admission of bootlegging. Most legitimate entrepreneurs would undoubtedly seek another line of work rather than operate on such risky terms, it is generally believed.

Early Sale of Clark Pubberies Expected

**Jock Tabbed Anxious for Quick Disposal;
Spirited Bidding Foreseen for 3 Firms**

NEW YORK — The three Dick Clark music publishing firms, Sea Lark Music, January Music and Arch Music are expected to be sold shortly. This is in line with the American Broadcasting Company ruling of a month ago that Clark must dispose of all outside business interests. No time limit was set for the divestiture, but it is understood that Clark is anxious to sell his interests in the three firms as quickly as possible once

a tentative price on the value of the two BMI firms (Sea Lark and January) and ASCAP firm (Arch) has been set. It is believed that there will be many publishers bidding spiritedly for the firms once they are up for sale.

A check of Clark's Sea Lark Music firm last month revealed that the firm contained 32 copyrights. These included some hits such as "At the Hop," "Gezackstahagen," and "Party Time." More interesting perhaps are the number of tunes in the firm penned by writers such as Lou Stallman and Sid Jacobson, Billy Mure and Ted Gary. There are also tunes in the firm penned by George Goldner, Paul Anka, Lee Hazelwood and Duane Eddy.

In the January Music firm are such tunes as "Furry Murray," "16 Candles," and "You Don't Know Girls." Writers of tunes in this firm include Jack Hammer, Teddy Randazzo, Gerry Granahan, Sonny James and Lou Stallman and Sid Jacobson.

The New York Post, which has been actively pursuing all aspects of the music business since the payola stories broke a month ago, claimed last week that Clark had interests in a number of other concerns in addition to the three publishing firms. The New York Post, *(Continued on page 25)*

Jock Miami Meet Under Hill Scrutiny

WASHINGTON — The Miami deejay convention was held last May, but its bacchanalian memory lingers on. The House Subcommittee which is expected to hold hearings on deejay payola next month, has been gathering information about the three-day affair (May 29-30) at the Americana Hotel for some time now.

The Second Annual Radio Programming Seminar and Pop Music Disk Jockey Convention (sponsored by the Storz Radio chain) drew a bad press at the time. Local Miami newspapers carried stories criticizing the event and wire services and national magazines (Time, Life, etc.) picked them up.

The Miami News, for example, labeled the jocks "little tin gods" and said a record company promotion man told them diskeries shell out well over \$1,000,000 a year in payola.

The subcommittee is said to be particularly interested in the lavish entertainment provided by various labels in "hospitality suites," and reports that "models" and call girls—both local and "imported"—were present as companions.

After the Miami convention, Todd Storz, whose first Seminar (Kansas City, 1958) was a well-run, serious three-day conclave, dropped sponsorship of the event. The newly formed Disk Jockey Association will sponsor the next convention in Los Angeles the first week in March, 1960.

Recano Elected Local 440 Prexy

NEW BRITAIN, Conn. — Ralph J. Recano has been elected president of Local 440, New Britain Musicians Association, American Federation of Musicians.

Other officers include Joseph DeFazio, vice-president and business agent; Jennifer Marinen, secretary; Peter P. McCrann, financial secretary; Peter A. Contaldi, treasurer; and executive board, Joseph Melluzzo, Michael F. Valentine and James Gozzo; trustee for three-year term, Peter Vaccario.

Top-Flight Brit. Pact For Liberace

NEW YORK — Liberace, currently on the Coral label, has just been given the largest single contract for an American star in the history of the venerable Moss Empires, Ltd., of England. The artist signed a pact which will give him a 22-week tour of appearances thruout the United Kingdom, starting April 6, 1960.

Liberace will also star in a two-hour spectacular at the following theaters on the circuit: the Palladium for eight weeks with three weeks each at the Palace, Manchester, the Empire Theaters in Glasgow and Liverpool and the Hippodrome in Brighton. Leslie MacDowell, joint managing director of the Moss Empires flew to Los Angeles from London to negotiate the pact with Liberace. He made his Coral disk debut this fall with "Piano Song Book, Movie Themes," with "The Magic Pianos of Liberace and Gordon Robinson," expected shortly.

(Continued on page 27)

PALITZ PROPHECIES

Exclusive Distrib, 45 Single May Go

NEW YORK — Morty Palitz, who celebrates his 25th anniversary in the record business in January, and who is currently talking with the Frank Sinatra office about a new label, stated this week that the biggest changes in the record business over the next decade would come in distribution. According to Palitz this change would come about by the eventual elimination of exclusive distributors. In addition, stated Palitz, over the next decade the single 45 would disappear and the 98-cent EP would replace it.

These thoughts were put forth by Palitz prior to his entering on a new career with a new disk firm, which may be in action in early 1960. Palitz started in the record business with the American Record Company in 1935, which became part of Columbia Records in 1939. He was with Decca Records after World War II from 1946 thru 1952, and spent the last three years with Jerry Blaine's Jubilee label. In this time Palitz has been mainly in a.&r., tho he has had experience with the selling end, too.

Distrib Prescription

Palitz feels that exclusive distributors today for any indie label is non-economic. He sees no reason why a label can't be handled by four or six distributors in any one city instead of by one distributor as it is being handled today. "Then, when a distributor gets a call for a record, he doesn't have to worry about whether he handles it or not. He just picks up the

phone, calls the manufacturer and makes the sale. That's the way they handle cigarettes and candy, via dozens of jobbers in any one city, and sales of cigarettes keep going up," Palitz noted. "I realize that many distributors will think I'm wrong, but I think they'd be better off, too, if they could sell any label a dealer wants instead of being restricted to a few labels. There's no more exclusivity anyway, what with transshipping and bootlegging — and this could help alleviate bootlegging since the record would always be available.

"I think with the non-exclusive distributor set-up manufacturers then could effect a real change in their methods of billing. Records should be non-returnable, except for actual broken or damaged records. And all distributors should pay cash, then there would be no overstocking, and records wouldn't lay around for six months and then have to be taken back. It would be a healthier business."

Palitz also suggested, in line with non-exclusive distribution, that groups of indie manufacturers should get together to set up actual warehouses in four or five areas — East, South, Midwest, Southwest, and West Coast — so that they could offer quick service to jobbers in every area.

Single on Wane

Palitz is convinced that the single 45 is gradually becoming a dead duck, and that it will be succeeded by the 98-cent EP. "All professional a.&r. men cut four sides at a session, and after the two best are released, the others just lay in the can. When it's time for a new record, the a.&r. man usually holds a new session and then two more sides are released and two more stay in the can. If all four sides were released on an EP, the session costs would be no higher. The pressing cost is not any higher for an EP, nor are deejay copies, or artist royalties, since artist royalties are based on a percentage of the list. The only thing that costs more are the mechanical royalties, and these extra costs of 2 cents, to 4 cents could easily be absorbed by the manufacturer. It would be just as easy to start a new tune on an EP as a single, and deejays would play the best tune anyway. They can break single hits out of albums, so why not out of EP's?"

The reason singles are not improving in over-all sales, according to Palitz, is simply that they cost too much. "But give the public four tunes for the same price — then you will see 45 r.p.m. sales pick up. And remember, EP's can be played on boxes — in fact the operators would like to have EP's with hit artists because they can make more income from EP's."

Palitz may try out some of these new techniques when he gets started with a new label in 1960. "The changes have to come," he said, "I only hope I'm the guy to start the ball rolling."

Charles Pact Marks Trend

NEW YORK — How much a strong artist is in the driver's seat when he negotiates a new contract is well illustrated by the new Ray Charles contract with ABC-Paramount Records. The pact, according to Milt Shaw, head of Shaw Artists, who book the singer, calls for a guarantee of \$50,000 a year, and also calls for a split of 75 per cent of the net to Charles and 25 per cent to the diskery. In addition, all of the masters become Charles' property at the end of five years. And Charles receives the regular 5 per cent royalty off the top.

The Charles pact, tho an exceptional one for the industry, is but an indication of the way things are building. It was learned this week that a big name on one of the large labels was offered \$100,000, of which \$50,000 was an advance and \$50,000 was a bonus, if he would sign with another label when his contract was over.

The philosophy behind the big money offers for name artists and the unusual contracts is that it is actually cheaper in the long run to invest in a strong name than to try to build a newcomer. With the competition today, it takes an extraordinary amount of loot to start promoting a new artist, as recent promotional pushes back of young singers like Rod Lauren, Johnny October, and Crash Craddock has shown. Rather than invest \$25,000 to \$50,000 in waxing sessions and various sorts of promotional activities to put over a brand new name, some of the wealthier diskeries are inclined to buy the big names and ride with the winners.

PUBLIC APATHETIC ON PAYOLA, SAYS POLLSTER

WASHINGTON — Of 20 witnesses appearing at last week's hearings on the FCC's right or duty to control broadcast programming, only one, Elmo Roper, a New York public opinion pollster, specifically referred to payola, as well as TV quiz frauds, and found the public very "sane and sensible" about the whole unfortunate business. Roper based his findings on results of a hurried survey made by his firm at the request of the "Television Information Office," and presumably underwritten by the industry.

The survey was a sample-projection type, covering the week of December 7, 1959, based on 2,000 questionnaires, of which about 1,900 were usable, and representing a "cross section" of the country. Roper's survey found those questioned were not too concerned about deejay payola, and indeed, 33 per cent of those polled were downright ignorant of it. It was Roper's personal opinion, based on the survey, that the public would have entirely recovered from its shock over TV quiz frauds and similar unpleasantness in about six months to a year.

The Commissioners questioned the survey method in some respects: the payola issue, for example, was included in a list with juvenile delinquency, international armament, etc., with the natural result that those polled gave payola only minor importance.

Roper said this type of listing of issues was a "perspective" question, to determine just how important these things seemed to the public. Understandably, 89 per cent of those polled, thought juvenile delinquency a major issue, with next highest percentages going to the arms race, and "bad" labor leaders. The lowest, or 34 per cent, considered "disk jockeys taking money from record companies" to be important.

In another question, those polled were asked to rate the degree of venality in certain rigging practices and payola. The Roper survey found a whopping 37 per cent "hadn't heard about it; 21 per cent found it very bad; 24 per cent found it "questionable" and 6 per cent said it was okay. From this, Roper deduced that the public recognized "human" frailties among broadcasters, and their tolerance could be counted on to make them forget the whole unfortunate business. The obvious conclusion pointed to necessity for regulation.

Seeco Sued By Southern On Royalties

NEW YORK — Southern Music has lodged a complaint in U. S. District Court here against Seeco Records, regarding alleged violations of the compulsory licensing provisions of the Copyright Act. Tunes involved are "Baion Espagnol," and "Ole Mambo," a pair of Latin pop favorites. Suit was filed on behalf of Southern by the Harry Fox office, thru attorney Julian T. Abeles.

The complaint charges that Seeco has failed to pay royalties due based on all records manufactured and has computed its mechanical statements on the basis of disks actually sold. It also alleges that the diskery paid at an unauthorized reduced royalty rate. Triple damages are being asked.

This is the latest in a continuing series of causes of action against Seeco by various publishers. Abeles last week filed for summary judgment on 35 other actions brought previously against the diskery. These suits, too, claim royalty payments were made on the basis of sold, rather than manufactured copies.

CATERING SPONSORS

TV Hop Products Teen Picnic Bait

NEW YORK — Appropriately enough, a rundown of typical local TV record hop show sponsors reads like a teen-ager's picnic list, according to a recent survey made by Joe Csida (Csida - Burton, Inc.) of 70 leading deejay disk programs across the country.

Soft drinks and party-type food stuffs—particularly potato chips—dominate the sponsorship field, followed by drive-ins (movies and restaurant), medium and low-priced clothing lines, chewing gum, cosmetics, record stores, dancing schools, and jewelry retailers. Mindful of their young audiences, TV deejays are usually discriminating, sponsor-wise. Bob Clayton, WHDH, Boston, for example, doesn't accept beer or cigarette advertising.

Many TV jocks work actively on outside promotion chores for their video sponsor. Jim Lounsbury, WBKB-TV, Chicago, for instance, staged a series of hops for his TV sponsor, 7-Up, which has been with him for over two years. The soft drink firm backed the dances and passed out free 7-Ups

to teen-age terpers. Lounsbury is completely sold out today, and reports particular sales success with spots for a local Bridal Fashion Shoppe.

Another big TV record hop spinner, Milt Grant, WTTG-TV, Washington, provides an all-out sponsor and agency service. The jockey attends sales meetings, store openings, copy meetings, conducts audience tests of products, and visits plants, in an attempt to establish "a complete identification with sponsor's product off the air as well as on."

Many stations can produce statistics indicating their TV record hop shows appeal to an adult as well as teen-age audience. In line with this veteran video jockey Buddy Deane, WJZ-TV, Baltimore, points out: "Originally the (Buddy Deane) show was not easy to sell. The attitude was that teen-agers don't buy; but the tide has more than turned. Sponsors using the show are wide and varied from out and out teen appeal merchandise (such as records and soft drinks) to more adult items like carpets, sewing machines, home improvements, and even automobiles. It has been a surprise to some sponsors (not to me) that we

(Continued on page 25)

New Baker Set Coming

NEW YORK — An album by Josephine Baker, internationally known thrush, will be released by RCA Victor in February. Title is "The Fabulous Josephine Baker" and includes material from her French revue, "Paris Mes Amours." Latter is now at the Olympia Theater in France.

Miss Baker returns to the United States February 1 for a limited engagement.

Conn. Group Org Label

HARTFORD, Conn. — Dell Records, Inc., a new Connecticut corporation, has filed a certificate of organization with the secretary of state's office at state capitol, listing principal address as 127 Park Ave., East Hartford; subscribed in cash, \$1,000; presi-

Joni James Renews Pact With M-G-M

NEW YORK — Joni James has observed her seventh anniversary in the business by signing a new, long-term renewal pact with M-G-M Records. The thrush first arrived on the scene in 1952, with the hit, "Why Don't You Believe Me." Since then, she has received a number of gold record awards from the diskery.

In recent months, Miss James has scored on the concert circuit with her maestro husband, Tony Acquaviva. The pair departed last week for an extended European tour.

Allbritten-Shucher Firm Bows Jan. 1

NASHVILLE — Dub Allbritten, personal manager to the teen-aged country singer, Brenda Lee, and Herb Shucher, who recently gave up the managerial reins on c.&w. singer Jim Reeves to serve in a similar capacity for the Browns (Jim Ed, Maxine and Bonnie), last week announced the formation of Allbritten-Shucher Talent Associates, with offices at 1717 West End Building, this city.

The merger becomes effective the first of the year, with the pair combining their efforts on booking, promotion and publicity activities. Falling under their talent banner will be the Browns, Brenda Lee, Bob Beckham, Ronnie Self, Pat Shannon and the Bantoms.

dent, David Bratter, East Hartford; vice-president, Dominic J. Dellaripa, Hartford; and treasurer-secretary, George Savelli, Williamantic; directors, same as officers.

With profound sorrow we record the passing of our friend and former associate

JACK ROBBINS

on Tuesday, December 15, 1959

ROBBINS—FEIST—MILLER

FABIAN PIC NO FLOP; DOING GOOD, SAYS FOX

NEW YORK — Twentieth Century-Fox Studios last week denied published reports that Fabian's first movie, "Hound Dog Man" was a box office flop. According to Twentieth's general sales manager Alex Harrison, the film has already brought in over \$600,000 (half the picture's total cost) and still has 7,000 more theaters to play.

Harrison said the rumor may have started because the picture got off to a slow start. However, it is now going into lower-priced neighborhood theaters which attract more of the teen set, and at a time — the holiday sea-

son — when the kids are out of school. Elvis Presley's first film "Love Me Tender" followed a similar sales pattern.

Harrison attributed some of the recently stepped-up box office returns on the movie to the fact that Fabian's new Chancellor record, featuring two tunes from the picture, "Hound Dog Man," and "Friendly World," is currently a best seller. Former side is No. 10 on The Billboard's "Hot 100" chart this week; while the flip is No. 12.

He also opined that the box office was helped when the movie received favorable reviews as "family fare" in the Christian Science Monitor and The Catholic Press, thereby helping to dispel "the rock and roll misnomer of the title."

Meanwhile, Fabian is set to make his second picture in mid-January, "High Time," starring Bing Crosby, for which he will receive \$75,000, twice the money he made for "Hound Dog Man." Prior to that, the warbler will appear on Dick Clark's New Year's Eve special on ABC-TV, Dean Martin's video show, January 12, and tape a Red Skelton show January 14 for a February 2 telecast.

Air Ratings Biggest Bar To New Music

WASHINGTON — "Ratings be damned," was the slogan that almost — but not quite — kept New York's only early daytime jazz show on the air. Irwin Frankel, of Frankel Productions, N. Y., told FCC Commissioners during last week's hearings on what to do about programming control in the U. S. Not the "Rock" but the ratings, on radio as well as TV stations, is the advertiser's barrier, against which new and varied music programming fights a hopeless battle, Frankel has found.

Frankel's modern American "Jazz 'n' Things," on New York station (AM) WPOW, which played at the ungodly hour of 6 to 7 a.m., brought "hundreds of letters and cards" from a cross section of young and old, but not enough sponsors to maintain it. "To get modern American jazz on radio in the daytime in New York," said Frankel, "the New Yorker would do well to buy a short-wave set, and pick up overseas relays from the Voice of America."

Frankel, 24, a pioneering and thus far frankly struggling indie programmer, told The Billboard reporter it had been his experience that the so-called "good music" stations were as rigidly rejecting the "different" music show as the "top 40" stations. The good music stations has "class" advertisers, and a "class" audience, and its rating structure is as tyrannical as that of the station which has built ratings on country music, or pop tunes.

A prime example of rating tyranny, said Frankel, was the dumping of the "Voice of Firestone." Even when sponsors on a big network are willing to pay for an out-of-the-ordinary program, it is "turned out of the house of broadcasting," because it may injure carry-over audience potential, and hurt the sacred rating structure, Frankel pointed out.

Calico Inks New Talent

PITTSBURGH — Calico Records, Pittsburgh-based label, has released its first album by the Skyliners. Group has had some single hits and the advance orders on the new album are strong. Calico has also entered into agreements with a number of new artists, including the Palisades, the El Vinos, Walt Maddox, Andy Taylor, and thrush Vicki Spencer. They are in addition to regular artists, the Skyliners, Cally Dodd and the Donnybrooks. Calico intends to go on a regular release schedule next month in order to build a regular single and LP line.

Memo Spot's Vast Scope of Payola Digging

Committee Staffers List 21 Methods To Share 'Taste'

WASHINGTON — The recent (14) staff memo from Legislative Oversight Subcommittee Chief Counsel Robert Lishman to members of the Harris subcommittee, outlining scope of expected hearings on payola to be held by the group early in 1960, included these specifics:

Payola and other deceptive practices have come to the prober's attention from 27 cities: Washington, Los Angeles, San Francisco, Chicago, Detroit, Cleveland, Cincinnati, Columbus, Boston, Philadelphia, Pittsburgh, Houston, Dallas, Memphis, Baltimore, New York, Newark, N. J., Indianapolis, Hollywood, Calif., Denver, Atlanta, Milwaukee, Seattle, Birmingham, Miami, St. Louis and Nashville.

Most prevalent "types of situation" uncovered by the investigators, are allegations that:

1. Radio or TV station licensee employees get side payments for plugging records.
2. Licensee personnel who arrange for plugging of records, sometimes own wholly or in part, the music publishing firm, record company or record distributor.
3. Network affiliates favor broadcasting of records made by net's owned record company.
4. Licensee personnel own percentage of talent performing on the programs.
5. Licensee personnel gets kickback on juvenile talent, sometimes 100 per cent.
6. Licensee personnel have owner-interest in record companies, pressing companies or music publishers, and push music of these firms, while alleging such records are in top 10 or top 40.
7. Licensee personnel take kickbacks from talent (music and other) appearing in shows.
8. Licensee personnel secretly own programs which appear independently owned.
9. "Songwriters whose songs are used extensively on 3,500 radio stations receive no compensation for such use." (Sic.)

(Two intervening categories were omitted from published release of original memo, because they referred to explicit companies by name.)

12. Ratings are rigged, allegedly thru a "systematic approach to key retail record sellers thruout the country, whereby for money, the sellers will falsely state

HOT 100 ADDS TEN

NEW YORK — Ten new sides debut in this week's edition of the Hot 100. These are:

- 82. **Climb Ev'ry Mountain**—Tony Bennett, Columbia
- 85. **Baciare, Baciare**—Dorothy Collins, Top Rank
- 88. **Run, Red, Run**—The Coasters, Atco
- 91. **The Little Drummer Boy**—Johnny Cash, Columbia
- 93. **Swingin' on a Rainbow**—Frankie Avalon, Chancellor
- 94. **Let's Try Again**—Clyde McPhatter, M-G-M
- 96. **This Time of Year**—Brook Benton, Mercury
- 98. **If I Had a Girl**—Rod Lauren, RCA Victor
- 99. **Sweet Nuthin's**—Brenda Lee, Decca
- 100. **Teen Angel**—Mark Dinning, M-G-M

that a certain record or records are best sellers." This information is charted and distributed to broadcaster personnel, and tunes are aired as top-rated on the basis of "actual sales" for the week.

13. Disk singers have to kick back to broadcast personnel for having their records played on the program.

14. "Freebies" are given to broadcast personnel who sell them at discount to record stores.

15. Owners of stations "aid and abet" their personnel in promoting latter's outside interests.

16. Record hops are used to promote outside interests of deejays et al.

17. Record hop talent never sees its pay which "finds its way into the pockets" of station personnel.

18. Payoffs are made to licensee personnel by music publishers, record makers, and distributors, in the form of fictitious "loans," "mortgages," consultation fees, etc.

19. Certain programs are only forums for spreading scandal about local citizens or companies, supposed "citizen" comment are really rigged — particularly at election time.

20. Key broadcast personnel in some instances have long criminal records.

21. Network officials with interests in program packages, record companies, publishing companies, Broadway shows, etc., get favored treatment for their properties.

In an additional comment, the memo notes that complaints have also come on practice of record manufacturer requiring songwriter or talent to sign away all his royalty rights before a record will be made and put on the air. And finally, have come reports "in increasing numbers" that a.&r. men are receiving far more in payola than the deejays.

Col. Hot With 'Music' Album

NEW YORK — Columbia Records is off and running with the original cast album of the Rodgers and Hammerstein smash, "The Sound of Music." Bill Gallagher, sales chief of the diskery, stated this week that the LP has passed the 250,000 mark in orders, making it one of the hottest albums Columbia has ever released. Columbia is backing up the album with a huge promotional campaign, including national ads, three color dealer window display announcing gift certificates for Christmas (and after Christmas) giving, plus window streamers and album cover blowups. In January, the firm will ship a full color five piece mobile display piece for store use.

Salvador Ork 1-Niter Trek

NEW YORK — Sal Salvador and his ork will hit the road February 1, 1960 for a two-month one-nighter tour of the hinterlands. Salvador, who gave up his quartet a few months ago to put together a swinging 15-piece ork, told The Billboard this week that dates were coming thru solidly for his forthcoming tour. Salvador is booked by the GAC office here.

The jazz guitarist is writing most of the compositions for the band himself, with arrangements by Larry Wilcox (a member of the band), Marshall Brown and Ernie Wilkins. The band has within it three combos, a quartet, quintet, and sextet, and these groups get a chance to show off when the ork plays concerts. Many of the dates being booked by GAC are jazz-concert dates on college campuses.

Salvador is working on a new album for Decca Records. His first one, "Colors in Sound," brought him a lot of attention. He thinks that the next one, to be called "Sal Speaks for the Beat," will bring him even more. The album will be dedicated to the beatniks, and the entire album will be recorded in New York's Greenwich Village, one of the homes of the beats. Decca will soon issue a single with the band called "Calypso Song," written by ork leader Marshall Brown.

Season's Greetings from
GUS & ANDY'S RESTAURANT
146 W. 47th St.
N. Y. C.
JUdson 6-2929



GREAT HITS!
BOURBON STREET BEAT
WARREN COVINGTON
DECCA #9-31010
SEASON'S GREETINGS
MITCH MILLER
COLUMBIA #48888
MUSIC PUBLISHERS HOLDING CORPORATION

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

MARLENE
and her tomahawk
"HEY, HEY BABY"
MAVERICK 591
12065 Beacon Ave.
Seattle 88, Wash.

UNFORGETTABLE
BY
DINAH WASHINGTON
MERCURY
BOURNE INC.
(ABC MUSIC CORP.)
136 West 52d Street New York 19



Holiday Greetings to You All
from **Elvis and the Colonel**



NBBB Blast at 3-Channel Stereo Shakes Audio Trade

Worse to Come as Firms Mull Bigger 'Sound Binge' Plans

By REN GREVATT

NEW YORK — The audio trade remained in a somewhat shook-up state this week regarding the general subject of multi-channel stereo on records. Already some manufacturers have been startled by a communique issued by the National Better Business Bureau in which NBBB frankly questioned: "Can two-channel stereo properly be described as three-channel stereo?"

The blast, which raised the possibility that if the description was "demonstrably misleading," it would in due course be "officially challenged," was seen as directed at a minimum of four companies which have already introduced various versions of the so-called three-channel stereo.

The situation, however, does not stop here. It is now understood that other prominent firms in the phono equipment field have been mulling a sort of "sound gine," with plans for not only three, but four and five-channel stereo as well. Some tradesters are openly shuddering at the thought of the kind of impact this near-ludicrous situation can have on the business.

"Most people don't yet clearly understand good old, simple, two-channel stereo," was the comment of one informed observer. "Now it looks as tho they are not satisfied with a little bit of confusion. They want a lot of it and frankly, at this rate, that's what they'll get."

'Ridiculous Extreme'

"You can carry it all to a ridiculous extreme. Can you imagine little Mr. Average Consumer? He buys what somebody tells him is the 'latest' thing — four or five-channel stereo. Everywhere you look in his living room, you see speakers. He probably has them strung along one end or one side. But it's still just various kinds of mixtures of the two basic channels on the record. So what is he going to get with all that sound? The net effect may well be a good monaural sound. It'll be like going around the world with a flock of 'sensational' new developments along the way. Eventually, you wind up back where you started from, with monaural sound. At least that's my opinion."

What many, including a number of members of the Institute of High Fidelity Manufacturers, have most bitterly attacked, is the gimmick aspect of current so-called three-channel developments. The favorite method so far devised for 'creating' the middle channel is to cut off the non-directional bass from the right and left channels and feed this thru the middle or master unit.

Some knowledgeable tradesters

are already recalling that this is the very same kind of gimmick stereo resorted to by some disk producers in the infancy days of stereo records two years ago. At the time, these same sources condemned the practice for what they felt was a trick type stereo rather than the real thing. Another trick of that day which received equally rough treatment was the phase-split method of staggering channels so that a slight echoey quality, which suggested depth, was created. Tho these methods never came into prominence, informed sources now feel that some equipment manufacturers are encouraging acceptance in the public mind of a similar type of stereo that is less than the real thing.

Cues Fear

One of the keenest fears evinced over this latest development in the brief history of stereo is the

fact that someday, it can be reasonably assumed, there will be real, honest - to - goodness, three - channel stereo. That is to say, that somebody can be expected to develop a way of getting three separate sound tracks in a single record groove. But if the current trend were to go unchecked, genuine three-channel stereo, when it arrived, would mean virtually nothing to marketers.

Even tho some manufacturers have coined various types of phrases to describe their versions of three-channel, which admittedly do not actually claim three-channel reproduction, some sources believe that much confusion can still result. Some of the more wary tradesters have pointed to the history of the last year in the tape field, as an example of the mass confusion that can result in an industry.

SERIOUS 'OPEN HOUSE'

New Orleans Dealer Draws Record Crowd

By ROBERT LATIMER

NEW ORLEANS — "For serious minded music lovers only," was the theme as Mallory's, stereo, high-fidelity and record dealership here staged a recent highly successful "open house."

T. E. Mallory, who has been concentrating on the "music lover" market for 13 years in his downtown Canal Street location, broke several records in staging the open house. First, more than 8,000 lines of newspaper display ads were used, built around top brands of packaged stereo featured in Mallory's new upstairs stereo

lounge. Tie-in support was provided by Zenith, RCA and Westinghouse, whose products are heavily featured in the Canal Street store.

Along with the newspaper program, some 3,000 engraved invitations, very similar to wedding invitations, went out to "known music lovers" thruout the city, whose names were furnished either by Mallory's own record department, by tips from other customers, or from distributors.

The open house celebrated a complete remodeling and expansion program of the 13-year-old Mallory firm. This has included relocating all 45 r.p.m. records, radios, tape recorders, and accessories on the ground floor, all LP records, albums, stereo, and high-fidelity on the second floor. At the second floor rear, the stereo lounge has space to show around 40 cabinet sets, completely cut off from any possibility of distraction from the busy first floor.

Surprisingly, Mallory did not offer any drawing prizes, refreshments, or any of the usual "attractions" stressed in such open house events. Instead, nothing was offered but an opportunity to appreciate the finest in stereo and high-fidelity. "Actually, we did have some refreshments for the people who responded to the invitations," Mallory grinned, "but this was not publicized at all. We thought it was time to ascertain whether the store could attract a full size crowd on nothing but its featured lines. As it turned out, we had a capacity crowd every day, carried out over 1,000 demonstrations, and wrote at least 50 per cent more sales than we had expected."

Heavily emphasized at the New Orleans shop are packaged sets. No components are carried whatsoever; Mallory preferring to put his selling emphasis on complete "packages," which he feels, offer the greatest profit potential, customer satisfaction, and similar advantages.

E-V Needle Replacement Line Biggest

BUCHANAN, Mich. — Electro-Voice, major maker of audio reproduction instruments and holder of basic patent rights in the cartridge field, has confirmed an exclusive Billboard story with the debut of the most expansive array of cartridges and replacement needles available from one maker. The line includes some 50 E-V cartridge models and over 250 varieties of replacement needles. A firm spokesman said that outside of a few "replacement needles we are making the entire line ourselves." C. E. (Pete) Seaman is product chief of the E-V needle-cartridge line, assisted by Dean Nordquist, formerly assistant ad manager for E-V. Seaman was previously with Magnavox and V-M Corporation before joining E-V two years ago.

Thus far, plans call for two major types of distribution to dealers, with parts distributors and record distributors representing E-V's needle-cartridge line at the beginning.

Ross Joins Sylvania

NEW YORK — Francis L. Ross has joined the semi-conductor division of Sylvania as sales engineer at the company sales offices in Los Angeles. Announcement was made by Ernest L. Ulm, division general sales manager. Sylvania is a subsidiary of General Telephone & Electronics Corporation. Ross will handle manufacturers of electronics equipment in the San Diego and Los Angeles area.

Audio Feedback

By C. R. S.

SALES JACKPOT FROM CO-OP EXPERIMENT

NEW YORK—"As dealers in stereo components, we had to make up our mind. Either we wanted a consumer market—the market that usually buys packaged goods—or we didn't. We could stick to advertising ideas that had worked before, or we could try something new. We decided to take a chance."

The speaker was Sol Baxt, executive v.-p. of New York's Hudson Radio-TV Corporation, one of the city's biggest dealers in audio components as well as packaged goods and records. Baxt was explaining his firm's reasoning in making an immediate purchase of a new idea in co-operative (tab-splitting, between dealer and manufacturer) advertising offered a few weeks ago by NBC's flagship o.&o. outlet, WRCA-TV, New York.

The idea was the brainchild of station account exec, George Pitt, an ex-New York Times salesman who switched to TV only recently. Pitt dreamed up the notion of a local audio show to be staged on TV, and tried the idea for size on Baxt, whose office is only a block from NBC's New York GHQ. "I went for it right away, provided we could do the show in TV-radio stereo," Baxt told us last week. "We approached our suppliers, and had no trouble in lining up three co-op sponsors."

Co-op advertising in the field of audio retailing, both component and package, is nothing new. There are all kinds of formulas—5 per cent of a dealer's net billings with a manufacturer in the previous year to be spent in the following year is a common one. Dealer and manufacturer generally wind up matching funds to be spent in approved ad media. In the mail-order audio field, many a dealer catalog has been practically underwritten by co-op advertising funds.

In Hudson's case, the advertisers that hopped on Hudson's stereo TV bandwagon were three big ones in the components field: Electro-Voice, Bogen, and Garrard. With the show's time and talent costs of \$10,000 covered ("We put up more than 50 per cent ourselves," says Baxt), the hour-long show, titled "Project Stereo '60," was scheduled for WRCA-TV, with only 10 days' start-to-finish notice, in a time period (2-3 p.m., Sunday, November 15) usually considered as marginal as you can get.

By comparison with some of TV's nighttime blockbuster specials, the locally televised show was far from lavish. Ben Grauer hosted, basic stereo principles were explained and the sound of stereo demonstrated on a twin-channel, TV-radio set-up (the show was actually video-taped in advance, using the cue channel on the tape for the second sound source). There were some comedy bits, and Morton Gould was interviewed. Commercials (live-on-tape) stressed the simplicity, quality and style of the E-V, Garrard, and Bogen audio products.

"Did we get response? I'll say we did," Baxt told us. "We made an offer of a book on stereo and a home survey of a listener's audio needs by our own staff. We got 3,500 responses from the show, of which about nine out of 10, resulted in sales, mostly in the \$200-\$250 bracket." In short, Hudson's investment, along with the co-op advertisers, pulled in something like \$75,000-\$80,000 in sales. And, as Baxt puts it, "we're still feeling the delayed-action effect in reaching what, for us, is practically a brand-new market."

Experimenting in new consumer advertising approaches designed to broaden the base of Hudson's dealer activities is considered by Baxt to be an important basic part of his business. Recently, for example, Baxt pulled his store's Sunday ads in The New York Times out of the drama-music-records section, where they had been for years, and shifted them to The Times' news sections. Result: Hudson retained its regular customers, and added new, hitherto-unreached ones.

Too many audio dealers, Baxt believes, spend too much of their advertising efforts "hitting the same small group of customers over the head again and again." Not that Baxt has anything against audiophiles; they helped build Hudson.

But Baxt is out for the broader market that doesn't know one end of a soldering iron from another, doesn't know much about the technical side of audio, but wants value in record-playing gear.

He is now planning to put Hudson's TV plunge on a regular basis. "We're planning to do eight TV-radio stereo specials at the rate of one per month, starting in January," he told us. "In future, we won't have to go so heavy on simple basics. We can concentrate more on music performance in stereo, with live artists. We've been approached by other dealers we know in other cities concerning a syndicated use of our video tapes, and we're considering the idea. A lot depends on the technical problems of stereo on local TV, but there's plenty of interest. And, we expect to continue in New York TV with our original co-op advertisers. They like the show, too."

By: C. R. S.

Livingston Cuts First 'Music' Tapes

CALDWELL, N. J.—Livingston Audio has released what is believed the first tape version of the score of Rodgers and Hammerstein's newest Broadway success, "The Sound of Music." The tape will be available in both two and four-track stereo versions with distribution handled by Stereophonic Music Society, national sales organization for Livingston product. Meanwhile, SMS has just hired George G. Holt as veepee in charge of sales, to assist in the handling of the expanding business. Holt will supervise the sale of the Livingston two and four-track stereo tape line, for which a new series of releases is already planned. Holt will also oversee the SMS cartridge tape operation, which will be sold thru the Bell Sound Division distributor network. SMS prexy, Ben Von Halle, stressed that none of the items handled thru his National Sales Agency would be available at any discount thru the SMS mail order business.

UST Snares Top Engineer

• *Continued from page 2*

Calif., located on a Pacific peninsula, 40 miles south of San Francisco. Bill Muster, one of the charter members of the UST set-up will continue to head up sales activities for the firm.

UST has signed contracts for tape rights to 24 prominent record companies, including Decca, London and Mercury. The firm

Burgess' Hat In Tape Ring

FREEMONT, Ill. — Burgess Battery here, pioneer in the field of research, this week, thru its president, Fred Kirkman, confirmed exclusively to The Billboard that it would produce magnetic recording tape. Burgess joins a growing list of novice tape producers, including projected import of raw recording tape by EMI, and domestic newcomers like Sarkes-Tarzian, Bloomington, Ind.

Kirkman, confirming the firm's entry into the tape field, said that the decision has been made and a pilot line has been producing tape for over a year, but emphasized that the firm's actual entry into the sales of its own produced tape has not been decided upon.

Burgess, Kirkman explained, has been active in the study of crystalline structure of iron oxides thru its research on the dry plates in various types of batteries. Coincidentally, this same type of oxide structure study can be applied to the field of the coatings made on plastic tape to produce magnetic recording tape. About five years ago, Burgess started experimenting in the field of magnetic recording tape in a review of possible outlets for its vast research program of crystallines. Kirkman said that study on the part of Burgess researchers makes the firm feel they can develop a superior kind of recording tape when they introduce their own product to the market.

puts out its tape exclusively in the seven and a half inches per second speed, four-track stereo version. It also now maintains outlets in the Midwest and in the East in addition to the California home office.

Sylvania May Expand Via Record Biz

BATAVIA, N. Y.—Trade speculation was rife last week over whether Sylvania here intends to go into expansion thru record distribution to further its hi fi and stereo and radio volume with the naming of Ralph Bloom as national sales manager of the consumer product divisions of the firm. Bloom has had considerable experience with record distributors, in that he was national sales manager in charge of record distribution for the Lyric carrying case and accessories division of Repleglo Globes, Chicago, for three years before

(Continued on page 28)

New Needle Wall Charts

NEW YORK — Two prominent stylus manufacturers, Clevite-Walco and Recoton, have come up with revised versions of wall chart selling tools.

Walco's 23 by 28 inch two-color chart is a compendium of replacement needle data, providing fast, cross-reference of cartridge, needle and stock numbers, with Walco numbers and list prices. Illustrations of the various needle types are included. Over 600 separate types of styli for both mono and stereo cartridges are included.

Recoton has published its ninth simplified needle replacement chart. It incorporates all mono and stereo replacement styli in both

(Continued on page 28)

Young Execs Moved Up By Admiral

CHICAGO—An important upgrading of young executives in the Admiral Corporation here resulted when Ross D. Siragusa Jr., son of the firm's prexy, and formerly sales manager of the TV division, was upped to the new post of v.-p. of the electronics division. Moving into the slot of national TV sales chief will be A. A. (Al) Medica, formerly sales chief of the radio-stereo division of the firm. Supplanting Medica in the radio-disk playback department will be Clarence B. Flinn, regional manager for Admiral in the South and Southwest since 1956.

featuring . . .

*do's and don'ts
about stereo
demonstrations*

*based on actual and
exclusive field reports on dealer
experiences in major markets*

WINTER BUYING NUMBER

January 11, 1960

This edition supplements the earlier 1960 Phono Directory Number, supplies all of the most important specifications about the new phono models added since then . . . brings the phono directory right up to the minute. Extra distribution at the Furniture Show, Merchandise Mart, Chicago, Jan. 4 thru 9.

*Note to Phono
Manufacturers:*

An extra-value phono advertising issue—and a great way to get your 1960 trade ad campaign off to a swinging start! Suggest you schedule a strong ad message in Billboard's January 11 Winter Phono Buying Issue—deadline January 6!

havin' a hit wave...



**SHIMMY
SHIMMY
KO KO BOP**

Little Anthony & The Imperials

End #1060



**I WAS
SUCH A
FOOL**

The Flamingos

End #1062

**BLESSING
OF LOVE**

Johnny Eager

End #1061

GEE

**The
Harmony Grits**

End #1063

**END
RECORDS**

1650 Broadway, New York, N. Y.

VOX JOX

By JUNE BUNDY

GAB BAG: Dick Biondi, WKBW, Buffalo, writes: "How about this practice. Promotion man goes into station. As he goes in, jocks all excited say, 'Hey man listen to this. I'm flipped over it and am going to make it my pick this week.' Immediately promo man runs to manufacturer and says, 'For so much I can get so and so to pick your disk starting this week.' Manufacturer shells out. Promo man puts loot in pocket and deejay is on the take. Sickening isn't it?" . . . New spinner Earl Richards, KBMW, Wahpeton, N. D., needs wax for his weekly record hops.

"Newest feature on our morning show (10 a.m. to noon) is our physical culture corner. We describe a different exercise each morning for our 'flabby' type listeners. Judging from the mail response people seem to get a kick out of the idea." . . . Lew Lowry, operations manager of KTRH, Houston, is returning to the air with a Dixieland jazz show on Friday nights.

Jocks at KEX, Portland, Ore., lead an active off-the-air life in the interests of publicity and promotion for the outlet. For example, Barney Keep and Lee Smith entered the Portland State College five-day Bike Marathon this month. Smith showed up astride a huge antique two-wheeler while Keep's vehicle was a de luxe tricycle.

"BLACK TUESDAY": That's what non-r.&r. station WAVI, Dayton, O., tagged last November 17, the day they played only rock and roll records on the air. The programming switch was a stunt, tied in with an ad the station ran in a local newspaper, asking listeners to vote for or against r.&r. programming. Results were 9,302 in favor of "standard, non-rock music," and 45 in favor of "WAVI switch to rock and roll." Seventy per cent of the votes were received from dialers over 21 years of age.

KJAY REPORT: Thom Hawkins is producing a new weekly Sunday four-hour jazz show on KJAY, Topeka, Kan., beginning January 3. Hawkins, who believes the program will be the only regularly scheduled AM radio jazz show in the area, needs wax for the new airer. Meanwhile, KJAY — as of December 1 — dropped rock and roll records and "returned to sensible programming."

Hawkins comments, "It is our conviction that there is a trend a-foot—similar to the 'Top 40' formula movement of 1954 and 1955—in broadcasting that will return us to music programmed for the adult rather than the teen-ager. It is significant that KJAY is the first Topeka station to take this direction, because we were also the first to bring a modern music-news formula to this market. By the way, the decision to turn to 'good music' was made before the payola stench filled the air; therefore, negating the possibility that this is a 'watch-me-clean-up-faster-than-you' type of move."

CHANGE OF THEME: Jim Trippe, who suffered a heart attack almost two years ago and retired from broadcasting, is now operating Bro-Tel Service for radio and TV stations—handling promotions, call letter items, etc. He also operates a personnel agency specializing in radio and TV placements out of Huntsville, Ala. . . . Rich Osborn has joined KISN, Portland, Ore., in the 9 a.m. to noon time slot. . . . New program director of WTAR, Norfolk, Va., is Boyd Harrier. . . . Bob Prescott has left WSIR, Winter Haven, Fla., and moved to WORK, Madison, Ind., his home State.

New program director at WAKY, Louisville, Ky., is Jack Sanders, one of the town's highest rated deejays. He will continue his 3-7 p.m. daily program. . . . Other changes at WAKY include the appointment of Art Keller as music director; new deejay Jack Grady takes over the midnight to 6 a.m. time period, and Bill Ward moves into the 6-9 a.m. spot.

Marty Allen, formerly with WGHM, Skowhegan, Me., has joined WHAY, New Britain, Conn. . . . Starting January 1, Bob Adams, (currently program director at WAKE, Atlanta) will take over the p.d. post at WITH, Baltimore. . . . Station KIKK, Bakersfield, Calif., switched from pop to country and western music last month.

TEXAS: Ed Dunn has replaced Ben Laurie at KONO, San Antonio. Latter jock has joined the U. S. Air Force. . . . New general manager of KHUL-FM, Houston, is Frank F. Tammen. . . . New manager of KYOK, Houston, is Joseph R. Fife. . . . Carey Deckard, deejay-warbler, is now spinning 'em at WOAI, San Antonio. . . . New staffer at KILT, Houston, is Dennis James in the 7 p.m. to midnight time slot.

John Carver has moved into the afternoon time period at KVI, Seattle, replacing Jerry Dexter, who has left that outlet to join KMPC, Los Angeles. . . . Another new staffer at KVI is Don Fuhrmann, who has taken over the late night show from 9 p.m. to midnight. . . . New spinner at WYSE, Lakeland, Fla., is Pat Patterson, formerly with KFBI, Wichita, Kan.

Richard Mowat, newly named record librarian at KRKC, King City, Calif., says he is "Badly in need of wax from the small labels." . . . Tom (Big Daddy) Torrance, ex-spinner at WDSM, Duluth, Minn., has joined WERC, Erie, Pa. . . . Larry Dean WJLB, Detroit, has taken over a series of nightly remotes from the Garfield Lounge in Downtown Detroit.

Program director John Stone has completed his staff at KJR, Seattle. Jockey line-up includes Jack McCoy, Russ Stringham, Dave Clark, Lee Perkins, Ron Bailie and Del Olney. . . . New spinner at KIOA, Des Moines, is Jay Reynolds, ex-WCNT, Centralia, Ill. . . . Jeff Baxter is new all night man on WERE, Cleveland. . . . Carl Reese has replaced Russ Moore at the same outlet.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Simeone & Drummer Boy Annual Yule Stars

Harry Simeone was born in Newark, N. J. and completed his elementary and secondary schooling there. He then entered the Juilliard School of Music and upon graduation, he joined CBS as a staff arranger. In 1939, Simeone was made arranger for the Fred Waring Chesterfield show.

He remained with the Waring crew until 1945 when he went to Paramount Pictures in Hollywood.

For the past seven years, he has been choral director for the Firestone Hour and he has arranged for many important TV shows, notably the International Harvester show. A writer of note; in the past several years over 7,000,000 copies of his original compositions and arrangements have been sold.

This Christmas as last Christmas, Simeone's recording of "The Little Drummer Boy" will be one of the big records of the season. Simeone has a Christmas album "Sing We Now of Christmas."



Freeman Scores Again With Ebb Tide Revival

Bobby Freeman was born about 19 years ago in San Francisco. At Mission High, Freeman formed a vocal group, the Romancers. The group was very popular around the San Francisco area, but they never recorded. When the boys disbanded, Freeman formed a new group, the Vocaleers.

Discovered as a solo by Jubilee a.&r. exec Mortimer Palitz, the lad's initial etching "Do You Want to Dance" became an instant smash. They were followed by "Betty Lou Got a New Pair of Shoes" and "Need Your Love." The cat is currently riding high with a revival of the oldie "Ebb Tide."

YESTERYEAR'S TOPS—

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

DECEMBER 17, 1949

1. Mule Train
2. I Can Dream, Can't I
3. A Dreamer's Holiday
4. Slipping Around
5. Don't Cry Joe
6. That Lucky Old Sun
7. That Lucky Old Sun
7. Rudolph the Red-Nosed Reindeer
9. Dear Hearts and Gentle People
9. The Old Master Painter
10. Jealous Heart

DECEMBER 18, 1954

1. Mr. Sandbar
2. Let Me Go Lover
3. I Need You Now
4. Teach Me Tonight
5. This Ole House
6. Count Your Blessings
7. Papa Loves Mambo
8. Naughty Lady of Shady Lane
9. If I Give My Heart to You
10. Hold My Hand

DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, Billboard correspondent, sends the following roundup of distrib doings: Retail sales took a healthy climb immediately after Thanksgiving Day, according to dealer and distributor reports. Prospects for one of the biggest volume Christmas sprees are bright.

Bob Blic of Decca Records reports action on "Sweet Nuthin'" by Brenda Lee, "Why Don't You Believe Me" by the Kalin Twins and "Lucky Devil" by Carol Dobkins Jr. Top LP's are "More Tea for Two Cha Chas" by the Warren Covington-Tommy Dorsey ork on Decca and "Tiny Little Plays Honky Tonk Piano" on Brunswick. Top single at John F. O'Brien Distributors, according to Johnny O'Brien, is "Sandy" by Larry Hall on Strand. Following are "The Little Drummer Boy" by the Harry Simeone Chorale on 20th Fox and "Woo Hoo" by the Rockateens on Roulette. Top LP is "Sing We Now of Christmas" by the Harry Simeone Chorale on 20th Fox.

King Records' Arnie Orlean mentions big orders on "Deck of Cards" by T. (Texas) Tyler and "Tennessee Waltz" by Bob Kames. Rolf Voeglin of Tell Music reports action on "Baciare" by Dorothy Collins and by Ilsa Werner on Top Rank. Hottest Album is "The Strings Sing" by the Knightsbridge Strings on Top Rank. Morrie Goldstein, Music Distributors, has been getting heavy coin for "Among My Souvenirs" by Connie Francis and "(New in) the Ways of Love" by Tommy Edwards on M-G-M. Connie Francis' new LP, "Italian Favorites" is selling strongly.

Marty Schwartz of James H. Martin lists "Hey Bop a Ree Bop" by Louis Prima on Dot, "Beyond the Sunset" by Pat Boone on Dot and "Smokie (Part II)" by Bill Black's Combo on Hi. Harry Beckerman, top man at Garmisa Distributing, reports big sales on "Why" by Frankie Valon on Chancellor. Chancellor also has a big LP with "The Fabulous Fabian." Also accounting for a heavy sales volume are "Running Bear" by Johnny Preston on Mercury, "Ebb Tide" by Bobby Freeman on Josie and "Travellin' Light" by Cliff Richard on ABC-Paramount. Dinah Washington's Mercury LP, "What a Difference a Day Makes" is selling well.

Rik Froio, M. S. Distributors, is scoring heavily with a flock of big singles, including "Way Down Yonder in New Orleans" by Freddy Cannon on Swan, "The Village of St. Bernadette" by Andy Williams on Cadence and "We Got Love" by Bobby Rydell on Cameo. Shelley Berman's Verve LP's are smash sellers. Christmas disks are going very well for Capitol Records, according to Dick Kibbe. Top holiday single is "The Happy Reindeer" by Dancer, Prancer and Nervous. Also selling big is "The Happiest Christmas Tree" by Nat King Cole. Peggy Lee's "The Tree" is starting. Biggest album is "Here We Go Again" by the Kingston Trio.

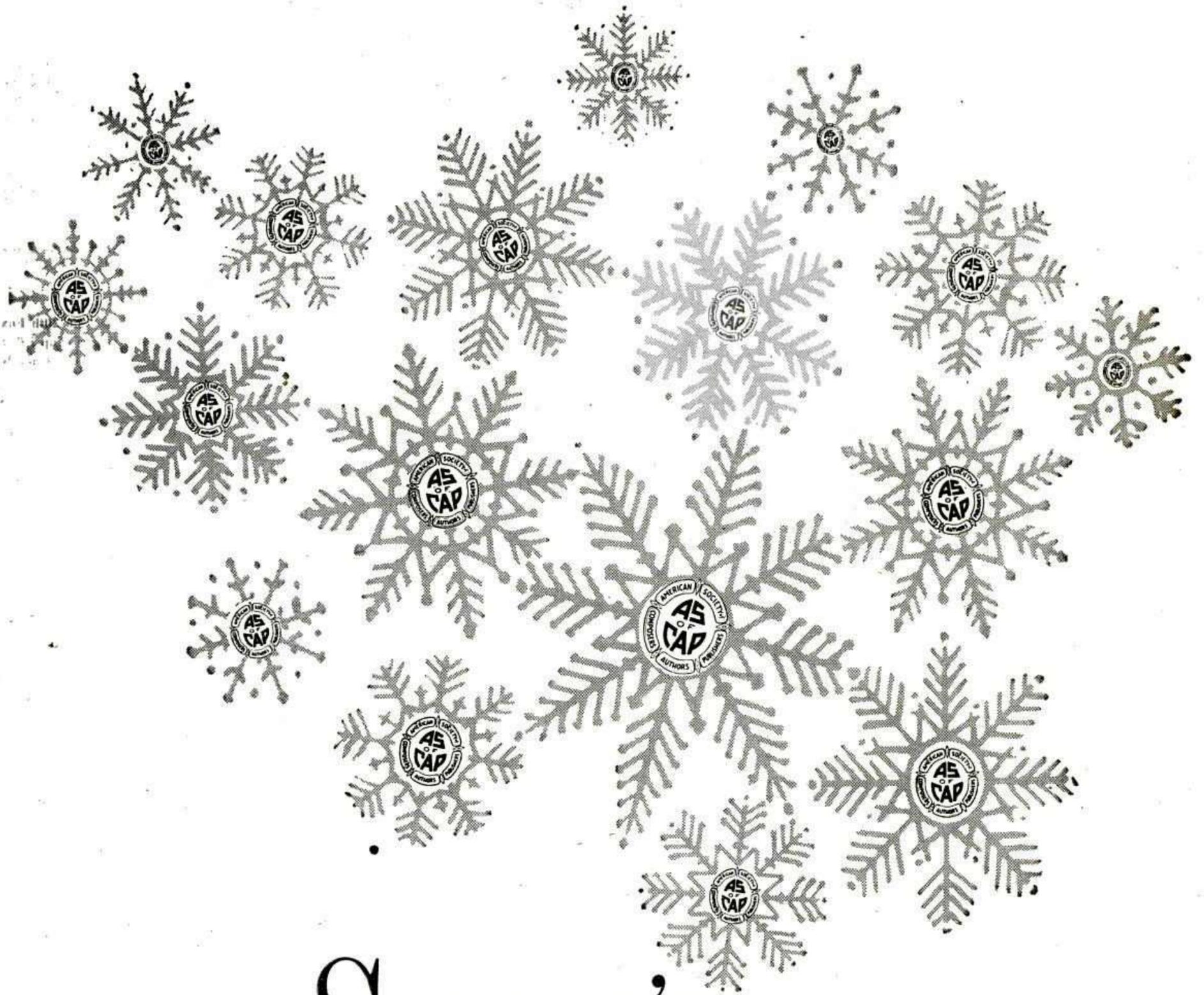
Vern Sherkow reports strong sales on several items for Sherco Distributing. Top seller in albums is "Slask" by the Polish State Ballet on Monitor. Best selling singles are "It Might As Well Be Spring" by Nina Simone on Colpix, "In the Mood" by Ernie Fields on Rendezvous and "Let There Be Love" by Jimmy Darren on Colpix, John Contney, Records Unlimited, Inc., lists "The Big Hurt" by Toni Fisher on Signet, "Dance With Me" by the Drifters on Atlantic and "Be My Guest" by Fats Domino on Imperial.

Heading the Columbia list, reports Bill Farr, is "Heartaches By the Number" by Guy Mitchell. Following closely are "El Paso" by Marty Robbins and "If I Give My Heart to You" by Kitty Kallen. Strongest albums are "Christmas Sing-A-Long With Mitch" by Mitch Miller and Johnny Mathis' "Merry Christmas" and the original cast of "The Sound of Music."

BALTIMORE: Harold Berkman, promotion man for ABC-Paramount Records at the Joseph M. Zamoiski Company, sends a note that his No. 1 seller is "I'll Go On Loving You" by Jamie Coe on Addison. Close behind are "Why" by Frankie Avalon on Chancellor, "Come Into My Heart" by Lloyd Price on ABC-Paramount "It's Time to Cry" by Paul Anka on ABC-Paramount, "Friendly World" by Fabian on Chancellor and "San Antone Rose" by Steve Gibson on ABC-Paramount.

PHILADELPHIA: Jerry Ross, promotion manager of Cosnat, writes that Dodie Stevens has another winner with her Dot waxing of "Mairzy Doats." "Please Be Kind" by the Fontane Sisters on Dot is moving well. "Darling Lorraine" by the Knockouts on Shad is the record of the week. The Cadillacs' latest on Josie, "Bad Dan McGoon," is collecting coin. Leading LP's are "The Genius of Ray Charles" and "Witchcraft" by Chris Connor on Atlantic. Best of the newer disks are "Cradle of My Arms," by Billy Bryan on Blaze, "Come On and Love Me" by Charles Jackson on Clock and "One More for the Road" by Hank Leeds on Jaro.

BRIEFS: Bob Murphy of Warner Bros. in Pittsburgh reports heavy action in the Pittsburgh area for "Dreamy Doll" by Bob Luman, Terry Christian, who handles promotion for Laurel Records in New York, sends word that "Coal Mountain" by Clint Powell is starting.



Season's Greetings

*to all our friends
in the
entertainment
world*

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, NEW YORK



DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

PAUL ANKA: It has been a little over two years since Paul made his phenomenal impression on the international record scene with his hit, *Diana*. In that period of time the 18-year-old from Canada has been a consistent chart topper, a high box-office draw, and motion picture star (he recently completed his first picture, *Girlstown*). His current single, *It's Time To Cry*, climbed to the number six position on the Hot 100 this week. ABC-Paramount has released his second album, *My Heart Sings*, which is the title of one of his recent single hits. Other tunes in the album include: *Under Paris Skies*, *Autumn Leaves*, *Pigalle*, *I Love Paris*, *Melodie D'Amour*, etc. He will appear on the Arthur Murray TV Party Dec. 22.

CHUCK BERRY is currently doing one-night dates in the South performing his very timely wax, *Merry Christmas, Baby*. The Chess Records artist scored first with his own composition, *Maybellene*. Album-wise, Chuck is represented with a collection of favorites in an album titled *Berry's On Top*.

PAT BOONE's performance in his first motion picture, *Journey To The Center Of The Earth*, proves he can act as well as he can sing. The science fiction thriller opened to enthusiastic critic reviews. Although Pat's role is a dramatic one, Dot Records has an EP out with the same title as the film (Pat penned it himself), the song is not in the film. With over ten million sellers to his credit, Dot is readying an album of Pat's Great Hits, Part II.

BIRTHDAYS OF THE WEEK: Dec. 22, Hawkshaw Hawkins, Andre Kostelanetz. Dec. 24, Cab Calloway, Ralph Marterie. Dec. 25, Tony Martin. Dec. 27, Marlene Dietrich, Oscar Levant.

JIMMY CLANTON rates a Star Performer on the Hot 100 this week for his fast climbing release, *Go, Jimmy, Go*. The young Ace recording artist from Baton Rouge, La. is presently on a one-nighter tour to Calif. Just a *Dream* is the title of his album.

DOROTHY COLLINS made the Hot 100 this week with her fast climbing Top Rank release, *Baciare, Baciare*, a Star Performer. The former star of the Hit Parade TV series, Dorothy has managed to combine both a career as a singer and her homemaking career (wife of orchestra leader Raymond Scott and young mother), very successfully. She will guest on the Garry Moore TV show Dec. 29.

The FIREBALLS, a new instrumental group from Raton, N. M., are on the scene with two strong bids to follow their current *Torquay*; *Bulldog*, styled along similar lines as *Torquay*, b-w *Nearly Sunrise*, an attractive melody on which guitars are featured. Top Rank is the label.

The FIREFLIES, Ritchie Adams, Lee Reynolds, Johnny Viscelli, and Paul Giacalon, have a singin' follow-up to their hit *You Were Mine* in their latest, *I Can't Say Goodbye* b-w *What Did I Do Wrong*, on the Ribbon label.

MARV JOHNSON's newest release, *You Got What It Takes*, apparently has what it takes. The record jumped 18 positions on the Hot 100 this week to make it a Star Performer. Singer-composer-pianist, Marv Johnson was born 20 years ago in Detroit. A product of a local singing group, he hit it big as a single with his first release, *Come To Me*, on United Artists Records.

LESTER LANIN: The name Lester Lanin always brings to mind and ear the sound of good dance and listening music. The well-known orchestra leader can fill requests from his manpower of musicians to provide no less than 22 band engagements. To quote Mr. Lanin, "The contents are the same wherever you put it." One of his many Epic albums is a holiday offering titled *Christmas Dance Party*. Here are a few of the other albums in the Lester Lanin series: *Have Band, Will Travel*, *Dancing On The Continent*, *Goes To College*, and *At The Tiffany Ball*.

McGUIRE SISTERS: Altho the girls have postponed all engagements while sister Dorothy awaits motherhood, they're certainly not away from the scene. Coral Records is scheduled to release their new album, *In Harmony With Him*, which consists of 12 religious songs that are popular with people of all faiths, in January.

JACKY NOGUEZ, the Parisian who gave us *Ciao, Ciao Bambina*, is in *The Billboard Spotlight* with his new one, *Amapola*, on Jamie Records. While the bandleader plays many instruments, his favorite is the accordion. Much of his time is spent playing for society affairs, arranging and recording.

DELLA REESE has a second hit to follow the success of *Don't You Know*. Title is *Not One Minute More*, a Star Performer this week on the Hot 100. Della Reese Taliaferro (she split her first name to form Della Reese) hails from Detroit, Michigan. She closed a very successful stint at Fack's 11 Dec. 20, and heads for an engagement at Robert's Show Club, Chicago, Dec. 24.

The RIVIERAS, Homer Dunn, Charles Allen, Roland Cook and Andy Jones, score very strongly on both sides of their new Coed release, *Since I Made You Cry* b-w *11th Hour Melody*, a smart rockaballad — both picked by Billboard.

SANTO & JOHNNY, Santo Farina and Johnny Farina, the two Brooklyn

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

boys who made it with *Sleep Walk* and *Teardrop*, are now on LP via their first Canadian-American album, *Santo & Johnny*. Included are: *Caravan*, *Summertime*, *All Night Diner*, *Blue Moon*, *School Day Slave Girl*, *Dream* and their two hits. The boys open at the Fox Theater, Brooklyn, Dec. 25 for 10 days.

JACK SCOTT bows on his new label, Top Rank, with two powerful sides, *What In The World's Come Over You*, a ballad that he chants with sincerity b-w *Baby, Baby*, a countryish rocker — both Spotlighted by Billboard. Jack is a product of Detroit.

The SKYLINERS are one of the few groups on the singing scene from the Pittsburgh area. Jimmy Beaumont, Janet Vogel, Wally Lester, Jack Taylor and Joe Verscharen, comprise this quintet on the Calico label. Calico has released the first album under the effective title *The Skyliners*.

PROMOTION DAYS AND WEEKS: Dec. 21 is *Forefathers' Day*—observed mainly in New England. Dec. 25 is, of course, Christmas.

On behalf of the entire Billboard staff I want to take this occasion to wish all our friends on the air and those who man the radio stations a very Merry Christmas. **TOM ROLLO.**

MUSIC AS WRITTEN

New York

The late **Buck Hammer** was revealed last week as the current **Steve Allen**, a fact which many hip jazz buffs suspected when Hammer's only album was first released on Hanover-Signature. . . . Atlantic Records has signed a new long-term agreement with thrush **LaVern Baker**. . . . **Harold Leventhal**, personal manager of the **Weavers** for the past 10 years, has recently parted the **Tarriers**, **Cico Houston** and the **New Lost City Ramblers**. Leventhal is also expanding his New York Folk Concert series. . . . Offbeat Records has completed a recording of **Ben Bagley's** "Shoestring Revue of '55," a revue that played off-Broadway that year. Artists on the record include **Beatrice Arthur**, **Faye De Witt**, **Dodie Goodman**, **Dorothy Greener**, **John Bartis**, **Eddie Hilton**, **Bill McCutcheon** and **G. Wood**. . . . Columbia Records has placed the firm's advertising account with **Benton and Bowles**. Former ad agency for the diskery was **McCann-Erickson**.

United Artists Records has signed **Brock Peters** to a new contract. His latest album is called "Brock Peters at the Village Gate." . . . **Audio Fidelity** recording artist **Fernando Sirvent** is now appearing at the **New Orleans Supper Club** in the **Crescent City**. . . . **Larry Douglas**, the writer and publisher, sails from New York for Paris next week to set up offices there. Douglas now managing **Oscar Pettiford**, as well as a number of American arrangers including **Ernie Wilkins** and **Fred Norman**, will set up recording dates for European companies with American arrangers.

Joe Reisman returned to his desk at **Roulette Records** last week after a business and pleasure trip to the West Coast. . . . Coast promotion man **Irwin Cucker** arrives in New York today (21) for client confabs at the **Park Sheraton Hotel**. . . . The winner of the **First Liszt Piano Competition**, which will be held in New York in April, 1960, will be awarded with a **Colpix** wax pact. . . . New albums from **Command Performance Records**, the **Enoch Light** label, include "Provocative Percussion," and a set with **Tony Mottola**. . . . **Design Records** has rushed its low-price waxing of the score of "The Sound of Music" to market. Altho **Design** has **Marion Marlowe** under contract, she is not on the **Design** set. Since she's in the show, **Design** okayed her waxing her role for **Columbia's** original cast cutting. . . . **Edward Erich Herzog**, vet acrobat, manager, club owner and producer, now living in Hamburg, Germany, will celebrate his 70th birthday on January 10, 1960. . . . **Audio Fidelity** sales promotion manager **Norm Golding**, is now honeymooning in the **Virgin Islands** with his bride, the former **Sarah Rosen**. **Bob Rofontz.**

Hollywood

BURKE JOINS MANAGEMENT FIRM

George Burke, for the past 12 years an agent with **General Artists Corporation**, last week joined the personal management firm of **Sheils & Bruno** as a partner. Office includes among its clients the **Modernaires**, **De Castro Sisters**, **Carol Richards**, **Jack Narz**, **Johnny Carson**, **Dennis Jones**, and **Marilynn Lowell**.

The payola jitters are creeping to the heretofore calm and unconcerned Coast. Some broadcasters are requiring disk promotion men who visit their station to sign notarized statements swearing that they haven't attempted to influence personnel in selecting disks. Probers are due here in February.

Kay Starr will hit the road, visiting all of Capitol's distribution branches. Purpose: To meet the sales reps in the field. Seven-city tour will be covered in eight days, kicking off on January 11 in New York City. She'll be accompanied by manager **Hal Stanley**. Branches will stage luncheons for the songstress to be attended by **CRDC** sales managers, promotion men and salesmen. It's been eight years since she made a similar sales promotional tour.

The **Surfers** will return to Hawaii in February to fulfill several engagements, following their stateside tour. Group will take a featured part in **Columbia Pictures** forthcoming "Gidget" sequel, "Gidget Goes to Hawaii." . . . Producer **Martin Murray** has signed **June Starr** to pen the score for his forthcoming "Israel Today" film. . . . U-I musical director **Joseph Gershenson** has turned his pen to TV commercials at his home lot after completing recording of the score to the **Audie Murphy** starrer, "Hell Bent for Leather." . . . **Batoner George De Carl** rounds out his first year at **Chuck Landis' Club Largo**.

Toni Fishier and **Jerry Wallace**, **Challenge Records**, are co-hosting a radio television and press party at **Nickodell Restaurant** Monday (21) afternoon. . . . **Gene Vincent**, Capitol artist who appeared in "Boy Meets Girl," in London has been set for a number of European dates on the strength of the appearance soon after Christmas. He appears at **Air Force bases** in Germany followed by 10 weeks in stints for the **Granada chain** and in other English vaude houses starting January 23. This summer, **Vincent** has six weeks signed starting July 23 at the **Queens Theater** in **Blackpool**.

Rusty Draper opens at Fack's in San Francisco on December 26 for a week. This is his first engagement at this spot. . . . Radio station **KFBK**, Sacramento, joins **CBS** on January 4 but will not become a full primary affiliate until June 1. Station is operated by the **Occlatchy Broadcasting Company**. . . . **Jimmy Darren** has recorded "You Are My Dream," the **George Dunning** composition from "1001 Arabian Nights," for **Colpix**. . . . **Lee Wilker**, who is currently supervising final scoring and dubbing of his "Bluebeard's Ten Honeymoons," in London, is due in Hollywood in mid-January with a film print. . . . **George Sanders**, **Corinne Calvert**, **Ginny Simms** and **Bobby Sargent** open in the **Terrace Room** of the **Stabler Hilton** on Christmas Eve. **Skinney Ennis** and orchestra also featured. . . . **Connie Francis** has been signed to join **Bobby Darin** by **Ed Sullivan** for his January 3 show. Negotiations

(Continued on page 12)

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

- DO RE MI—Anita BryantCarlton
- MY FAVORITE THINGS—The Pete King ChoraleKnapp
- THE VERY VERY YOUNG—Frankie VaughnColumbia
- THE VILLAGE OF ST. BERNADETTE—
Andy WilliamsCadence

ALBUMS

- ANITA BRYANT—Anita BryantCarlton

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.

ENGLAND'S NUMBER ONE SINGING STAR!



THE VERY VERY GREAT FRANKIE VAUGHAN SINGS THE VERY VERY YOUNG

b/w IF YOU EVER FALL IN LOVE ON **COLUMBIA** 

Dinah Shore Show –
Feb. 21

Spectacular –
“The Future Lies Ahead”
Jan. 21

Coming Soon –
FRANKIE VAUGHAN
AT THE
PALLADIUM

CL 1405 CS 8201 (stereo)



An exciting
live
performance
on Columbia
Records

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"HOW ABOUT THAT"

DEE CLARK

abner 1032



"BABY,
WHAT YOU
WANT
ME TO DO"

JIMMY
REED

veejay 333

"WHAT'S
HAPPENING?"

WADE
FLEMONS

veejay 335

SURPRISE OF THE YEAR

"JUST A
LITTLE BIT"

ROSCOE GORDON

veejay 332

MUSIC AS WRITTEN

• Continued from page 10

underway for Miss Francis to make four additional appearances before March. Show will be Darin's third of four he signed to do within seven months. . . . **Andy Williams**, currently at the Las Vegas Flamingo Hotel, signed for another date this summer. . . . **Roberta Linn**, Coral recording artist, now appearing in the lounge of the Stardust Hotel in Las Vegas, set to open March 25 at the Beverly Hills Country Club across the river from Cincinnati. . . . **Louis Prima** and **Keely Smith** are recording six albums for Dot before opening in the Painted Desert Room of the Desert Inn in Las Vegas, December 29 for four weeks.

Sam Abbott.

Cincinnati

Local 1, AFM, in its voting Monday (14) elected a full ticket headed by **Eugene V. Frey**, who ran for re-election as president against **Robert L. Sidell**. Frey defeated Sidell for the Local's presidency two years ago. Others swept in on the Frey ticket were **Al Jordan**, vice-president; **Alvin Weiman**, secretary-treasurer; **Frank Bamberger**, sergeant at arms, and **Bob Roden**, delegate. New board of directors comprises **Clayton Mooar**, **Jimmy Wilber**, **Bob Mucino**, **Jack Saatkamp** and **Tom Henderson**. . . . **Sophie Tucker** opened Friday (8) at Beverly Hills, Southgate, Ky., to remain thru New Year's Eve. . . . **Johnny Roswick**, recording engineer at King Records here, joined the ranks of benedicts Tuesday (15) with his marriage to **Jane Patterson**, of the University of Cincinnati Medical Research Department. Nuptials took place in Bellevue, Ky., with **Paul Carlson**, of Fraternity Records, serving as best man.

WCKY deejay **Keith Ryan** remains in critical condition in General Hospital here with a fractured vertebra and head injuries sustained early Sunday (13) when the Renault he was driving in a heavy fog crashed into a freight train at a crossing. . . . **Rusty York** ("Suearee") and his band concluded a fortnight's stand at the Showboat, Vincennes, Ind., Sunday (20) and returned to Cincy for the holidays. They were set on the Showboat date by **Clyde Trask**, of the local Ruth Best office. Following them at the Showboat are **Johnny Wattles** and his Dixieland crew. York has a new release, "Sweet Talk," coming out on Chess almost any day now.

Bill Sachs

Nashville

Effective the first of the year, NBC Radio's **Don Russell** becomes production manager of WSM Radio here. "Grand Ole Opry's" **June Carter** guested on NBC's "Network Time" Thursday afternoon (17), when she and Russell (a regular on the show) discussed his coming to Nashville. . . . Station WKDA hosted a "Toys for Tots" hop Friday night (18) at Marine Corps Reserve Armory here. Affair was staged in conjunction with Marine Reserve's Third Rifle Company. Toy for a tot was admission for hoppers who heard **Jesse Lee Turner**, **Buddy Killen** and **His Little Dippers** and other talent, while Marine reservists sorted the toys they will distribute for Christmas. All WKDA jockeys were on hand. They included **Quin Ivy**, **Dick Buckley**, **Rally Stanton**, **Hair Hensley**, **Ronn Terrell** and **Bill Randall**.

Monument's **Fred Foster** infos that **Paul Clayton**'s "Old Timey" album and **Roy Orbison**'s single, "V P Town," both recorded and mastered by local RCA Victor Studio's **Bill Porter**, are breaking well across the country. . . . RCA Victor Studio here recently cut additional masters on Colonial Records' "Golden Rule," by **Cile Turner**. . . . **Archie Bleyer** flew in Sunday (12), recorded an Everly Brothers side for Cadence at the RCA Victor Studio; then the Everlys together with **Wes** and **Lester Rose**, hopped to New York where Bleyer cut the boys on the other side of the waxing. The Cadence single is skedded for immediate release. **Don Everly** penned one side. . . . **Young Mark Dinning**, whose M-G-M release, "Teen Angel," is hitting everywhere, appeared on **Dick Clark**'s TV'er Wednesday (16). He was on the **Howard Miller Show** from Civic Opera House, Chicago, Saturday (12). **Acuff-Rose Publications**' **Joe Lucas** toured with **Dinning** last week, making **Baltimore**, **Cleveland**, **Washington**, **Minneapolis** and **St. Paul**.

Cy Cohen, penner of such greats as "Old Piano-Roll Blues" and others, was in town last week guesting with RCA Victor's **Chet Atkins** and others while scouting around for new ideas. . . . Hollywood agent **Bobby Boyd**, who manages the **Windjammers**, cut dubs on **Sarah Northcutt** and **Bucky Buckler** Thursday (10) at RCA Victor Studio here. Boyd is reportedly cutting drummer **Buddy Harman** at Victor just as soon as material is lined up, and plans to peddle tape to a major label. **Harold Twitty**, Noble-Drury & Associates, local ad agency, was at RCA Victor Studio Tuesday (15) for commercial session voiced by WSM Radio's **Dave Cobb**. . . . **Grandpa Jones** and **Tommy Jackson** each brought home a deer after a recent hunt in Tallulah, La., with **T. Tommy Cutrer**, his pretty missus, **Vicki**, and **Grady Martin**.

Vic McAlpin, co-author with **Roy Drusky** of Roy's latest release, "Another," says he'll send copies to all jockeys who write him care of Moss-Rose Publications, 606 Exchange Building, Nashville. . . . **Bradley Studio** had Columbia Records in Monday night (14) for a **Johnny Cash** session and Tuesday p.m. for a **John Loudermilk** session. **Jim Denny** had a demo session at the studio Wednesday night for **Cedarwood Publishing Company**. Columbia's **George Morgan** cut a session at Bradley Thursday (17), and **Dick Glasser** was skedded for a Friday night session for the label. A.&r. chief **Don Law** was in town for the sessions. . . . **Frankie Miller** cut a Starday session Friday (18), and **Jesse Lee** ("Little Space Girl") **Turner** is skedded to record at Bradley for **Imperial** Monday (21). . . . **Owen Bradley** was in New York last week on **Decca** business. . . . **Harold Bradley** took a few days off last week.

Pat Twitty

Dealers:

10% OFF on ALL
VEE-JAY & ABNER
LP's

(stereo & mono)
till Dec. 31, '59

The Billboard TOP LP'S

FOR THE WEEK ENDING DECEMBER 20

BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	Weeks on Chart for Christmas LP's Refer to 1959 Only		WEEKS ON CHART
	TITLE, Artist, Company, Record No.		
1	1	HERE WE GO AGAIN, Kingston Trio, Capitol T 1258	7
2	3	INSIDE SHELLEY BERMAN, Verve MGV 15003	35
3	2	HEAVENLY, Johnny Mathis, Columbia CL 1351	14
4	4	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	91
5	8	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Assorted Artists, RCA Victor LM 6074	4
6	5	THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia ML 5386	10
7	11	OUTSIDE SHELLEY BERMAN, Verve MGV 15007	4
8	6	KINGSTON TRIO AT LARGE, Capitol T 1199	27
9	7	FROM THE HUNGRY i, Kingston Trio, Capitol T 1107	45
10	10	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	86
11	12	STUDENT PRINCE & OTHER GREAT MUSICAL COMEDY HITS, Mario Lanza, RCA Victor LM 1837	12
12	13	MORE JOHNNY'S GREAT HITS, Johnny Mathis, Columbia CL 1344	22
13	14	FOR THE FIRST TIME, Mario Lanza, RCA Victor LM 2338	7
14	23	CHRISTMAS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1025	2
15	9	KINGSTON TRIO, Capitol T 996	27
16	15	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	76
17	20	LET'S ALL SING WITH THE CHIPMUNKS, The Chipmunks, Liberty LRP 3132	4
18	17	HYMNS Tennessee Ernie Ford, Capitol T 756	128
19	18	GIGI, Sound Track, M-G-M 3641 ST	77
20	16	MY FAIR LADY, Original Cast, Columbia OL 5090	194
21	—	CHRISTMAS MUSIC, Mantovani, London LL 913	1
22	22	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	56
23	19	OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	14
24	27	THE MUSIC MAN, Original Sound, Capitol WAO 990	95
25	21	PORGY AND BESS, Sound Track, Columbia OL 5410	23

THIS WEEK ONE WEEK AGO	Weeks on Chart for Christmas LP's Refer to 1959 Only		WEEKS ON CHART
	TITLE, Artist, Company, Record No.		
26	24	NO ONE CARES, Frank Sinatra, Capitol W 1221	18
27	45	MARIO LANZA SINGS CHRISTMAS CAROLS, RCA Victor LM 2029	2
28	25	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	7
29	26	THAT'S ALL, Bobby Darin, Atco LP 33-104	12
30	28	GYPSY, Original Cast, Columbia OL 5420	23
31	31	FILM ENCORES, VOL. I, Mantovani, London LL 1700	111
32	32	SONGS BY RICKY, Ricky Nelson, Imperial IMP 9082	13
33	30	OKLAHOMA! Sound Track, Capitol SAO 595	198
34	29	QUIET VILLAGE, Martin Denny, Liberty LRP 3122	17
35	34	CONNIFF MEETS BUTTERFIELD, Ray Conniff, Columbia CL 1346	5
36	43	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	36
37	37	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	43
38	—	TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO, Morton Gould, RCA Victor LM 2345	1
39	—	ELVIS' GOLDEN RECORDS, VOL. I, Elvis Presley, RCA Victor LPM 1885	38
40	—	THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	1
41	36	SOUTH PACIFIC, Original Cast, Columbia OL 4180	290
42	39	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252	63
43	47	ONLY THE LONELY, Frank Sinatra, Capitol W 1053	50
44	35	THE KING AND I, Sound Track, Capitol W 740	166
45	—	SPIRITUALS, Tennessee Ernie Ford, Capitol T 818	6
46	33	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	17
47	41	EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034	33
48	—	MERRY CHRISTMAS, Johnny Mathis, Columbia CL 1195	1
49	40	LATE, LATE SHOW, Dakota Staton, Capitol T 876	50
50	42	PETER GUNN, Henry Mancini, RCA Victor LPM 1956	45

BEST SELLING STEREOPHONIC LP'S

THIS WEEK ONE WEEK AGO	Weeks on Chart for Christmas LP's Refer to 1959 Only		WEEKS ON CHART
	TITLE, Artist, Company, Record No.		
1	1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	31
2	2	HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	7
3	3	THE LORD'S PRAYER, The Mormon Tabernacle Choir, Columbia MS 6068	6
4	4	HEAVENLY, Johnny Mathis, Columbia CS 8152	13
5	10	TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO, Morton Gould, RCA Victor LSC 2345	7
6	8	GEMS FOREVER, Mantovani, London PS 106	20
7	5	FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	8
8	6	KINGSTON TRIO AT LARGE, Capitol ST 1199	25
9	12	QUIET VILLAGE, Martin Denny, Liberty LST 7122	6
10	14	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	31
11	7	OKLAHOMA! Sound Track, Capitol SWAO 595	29
12	9	MY FAIR LADY, Original Cast, Columbia OS 2015	31
13	11	PETER GUNN, Henry Mancini, RCA Victor LSP 1956	31
14	13	RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	29
15	16	NEAR YOU, Roger Williams, Kapp KS 1112	8

THIS WEEK ONE WEEK AGO	Weeks on Chart for Christmas LP's Refer to 1959 Only		WEEKS ON CHART
	TITLE, Artist, Company, Record No.		
16	17	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	26
17	19	GIGI, Sound Track, M-G-M SE 3461 ST	31
18	15	BLUE HAWAII, Billy Vaughn, Dot DLP 25165	24
19	20	NO ONE CARES, Frank Sinatra, Capitol SW 1221	17
20	21	THE KING AND I, Sound Track, Capitol SW 740	19
21	—	CHRISTMAS MUSIC, Mantovani, London PS 142	1
22	18	TILL, Roger Williams, Kapp KX 1081	7
23	25	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	5
24	30	MARIO LANZA SINGS CHRISTMAS CAROLS, RCA Victor LS 2029	2
25	22	PORGY AND BESS, Sound Track, Columbia OS 2016	10
26	24	THE MUSIC MAN, Original Cast, Capitol SWAO 990	28
27	29	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138	12
28	—	CHRISTMAS SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8027	1
29	23	GYPSY, Original Cast, Columbia OS 2017	15
30	26	CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022	14

Album Cover of the Week



TCHAIKOVSKY: SWAN LAKE; THE NUTCRACKER—WOLFGANG SAWALLISCH & PHILHARMONIC ORCHESTRA, Angel S 35644, Striking picture of Beryl Grey as Odette in Swan Lake taken by English photographer, Houston Rogers, Handsome display item.

Best Selling Kiddie LP's on the Racks

This chart has been tabulated from the sales made by the nation's leading rack service merchandisers and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (\$3 or more suggested retail price); Best-Selling Low-Priced LP's (\$2.99 or less suggested retail price); Best-Selling EP's, and Best-Selling Kiddie Records.

- Sleeping Beauty**
Darlene GillespieMickey Mouse MM 32
- Zorro**
Stan Jones, Henry Calvis, Jerome Courtland.....Mickey Mouse MM 24
- Popeye's Favorite Sea Chanties**
Allen SwiftRCA Bluebird LBY 1011
- Tales From the Great Book**
Joseph Cotten, Robert Preston.....RCA Bluebird LBY 1014
- Bambi**
Shirley TempleRCA Bluebird LBY 1012
- The Stars Sing**
Various ArtistsGolden LP 38
- Humpty Dumpty Album for Little Children**
Bud CollyerRCA Bluebird LBY 1015
- Wyatt Earp, Cheyenne and Other TV Favorites**
Various ArtistsRCA Bluebird LBY 1004
- Fun in Shariland**
Shari LewisRCA Bluebird LBY 1006
- Peter Pan**
Norman LeydenRCA Bluebird LBY 1009

Best Selling Pop EP's

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

- Hymns**
Tennessee Ernie FordCapitol EAP 1-755
- Heavenly**
Johnny MathisColumbia EPB 13511
- Spirituals**
Tennessee Ernie FordCapitol EAP 1-818
- Songs by Ricky**
Ricky NelsonImperial EP 162
- Kingston Trio at Large**
.....Capitol EAP 1-1199
- Ricky Sings Again**
Ricky NelsonImperial EP 159
- Exotica, Vol. I**
Martin DennyLiberty EPL 1-3034
- Side by Side**
Pat and Shirley BooneDot DEP 1076
- More Sing Along With Mitch**
Mitch MillerColumbia EPB 12431
- No One Cares**
Frank SinatraCapitol EAP 1-1229

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

ELVIS' GOLD RECORDS, VOL. 2

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

ANITA BRYANT

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

AMERICA THE BEAUTIFUL

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

Country & Western

COUNTRY EXPRESS

Various Artists, Starday SLP 109—A terrific buy in the country instrumental category. Set has 16 performances, and many of them are great. "Orange Blossom Fiddle," "Dixie Hoedown" and "Border Ride" are examples. Collectors of musical Americana will want this one, and so will deejays, who will find it convenient to have so much prime instrumental material on one package.

Folk

MOSCOW AFTER DARK

Yulya, Kapp KS 3041—One word is readily adaptable to this set, and the word is classy. There is much of the authentic flavor of the steppes and the gypsies, and, of course, Yulya (Julie Witney, Russian born wife of an American newspaperman) sings her songs in the mother tongue. Yet, the sound is so well captured, and the arrangements are so handsomely done that the set could win pop action as well. Interesting nighttime shot of Red Square is on the cover. Fine wax in its field.

Sound

BONATA EXOTIQUE

Jacques Lasry & Francois Baschet, Urania USD 2032—From a sound standpoint alone, the disk is one of exceptional quality. Musically, interesting effects are created by the use of an organ and percussive or bowed playing of metals. The sound somewhat resembles that of a low-keyed steel band. All of the tunes are by Jacques Lasry. Set can be sold to sound bugs, and those looking for unusual items of quality.

Spoken Word

BOSWELL'S LONDON JOURNAL

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

MADELINE AND OTHER BEMELMANS

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

SPECIAL MERIT SPOTLIGHTS

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

POP DISK JOCKEY PROGRAMMING

THE MILLION DOLLAR SOUND

Enoch Light, Command RS 804, (Stereo & Monaural)—This is one of the better mood sets to come along in a while. Enoch Light has assembled a flock of well-known musicians, who play some of the world's most valuable, and valued violins. The program provides excellent late hour listening and jockey programming in general. For dancing it also hits the spot. Stereo is effective. Selections include "That Old Black Magic," "They Didn't Believe Me" and "Embraceable You."

CLASSICAL

BLACKWOOD: SYMPHONY NO. 1; HAIFF: SYMPHONY NO. 2 Boston Symphony Orch. (Munch), RCA Victor LM 2352—Both compositions, introduced in 1958 by Munch and the Boston Symphony, are the first two contemporary works recommended for recording under the terms of the Recording Guarantee Project of the American International Music Fund. Provocative and arresting material, performed with high artistic integrity.

WAGNER: DIE WALKIERE; GOTTERDAMERUNG

Frieda Leider; Lauritz Melchior; Friederich Schorr, Angel COLH 105—More memorable performances by international artists. This extraordinary LP features Frida Leider, Lauritz Melchior and Friederich Schorr in scenes from Wagnerian masterpieces "Die Walkiere" and "Gottterdammerung," as another selection in the "Great Recordings of the Century Series." First recorded in 1928, the reproduction here is flawless in addition to the superb performances. The first opera is supported by the Berlin State Opera Orchestra under the baton of Leo Blech and the latter by the London Symphony with Robert Hegger. A prime quality item, the disk comes with a handsome booklet containing articles, bios and a German and English libretto of the scenes portrayed.

BRAHMS: VIOLIN CONCERTO IN D

Fritz Kreisler, Violin; London Philharmonic Orchestra (Barbirolli) Angel COLH 35—Another outstanding performance by a great artist re-issued as part of the label's "Great Recordings of the Century" series. Originally recorded in 1936 the disk still retains an excellent degree of fidelity. Handsome booklet attached to the LP offers articles about the composer and a complete analysis of the music. Prize collector's item.

★ ★ ★ ★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ AL MARTINO
20th Fox 3025 — Martino registers solidly on a set that includes standards and more recent pop clicks. Included are his own singles hits, "I Can't Get You Out of My Heart" and "Darling, I Love You." Others are "They Didn't Believe Me," and a very fine reading of "Time After Time." It's an excellent programming set for jocks. Displayable cover should also help.

CLASSICAL ★★★★★

★★★★ OFFENBACH: GAITE PARISIENNE; ROSSINI: WILLIAM TELL BALLET MUSIC; GOUNOD: FAUST BALLET MUSIC
Philharmonia Orchestra (Karajan), Angel S 35607, (Stereo & Monaural) — The three popular ballet works are coupled in vivid and fresh interpretations by von Karajan and the Philharmonia Orchestra. Sound is excellent. Disk can be a top competitor for the sales on these pieces. Colorful and attractive cover depicting the cartoon girls should help invite the coin.

CHILDREN'S ★★★★★

★★★★ TOMORROW ON THE CHILDREN'S CORNER
Josie Carey & Fred Rogers, Signature SM 1031 — Josie Carey and Fred Rogers,

award-winning kiddie show emcees of Pittsburgh, combine forces on a delightful package of kiddie stories and sprightly tunes, originals all with backing by Milton DeLugg. The team's "Sunday on the Corner" program is aired over KDKA-TV, Pittsburgh, weekly. Good sales prospects.

SACRED ★★★★★

★★★★ CARL STORY AND HIS RAMBLING MOUNTAINERS
Starday SLP 107 — A strong sacred package with the true hill sound. Devotees of gospel and Americana have it here. Like so much of the label's packaged product, authenticity is the keynote. "Life Boat," "Hide Me (Rock of Ages)" and "Set Your House in Order" are examples of the fare. A good buy.

LATIN AMERICAN ★★★★★

★★★★ VENUS CHA CHA CHA
Los Cangaceiros, Urania USD 2029, (Stereo & Monaural) — Set should click in pop and Latin American markets. The disk serves up cha cha arrangements of authentic Latin material and of pop and international standards. The approaches are danceable and highly listenable. Selections include "Eso Es El Amor," "Patricia," and a cha cha reading of "Venus." Excellent cover.

★ ★ ★

GOOD SALES POTENTIAL

POPULAR ★★★

★★★ THE SOUND OF MUSIC
Benny Goodman Ork. M-G-M E 3810 — Only when Benny Goodman performs new tunes does one realize how old-fashioned he is jazz-wise in both musical conception and feeling. He plays these tunes from the Broadway smash "Sound of Music" well, but the whole set has a pre-1950 air.

Tunes include "Climb Every Mountain," "The Sound of Music," and "My Favorite Things." Set was waxed at Basin Street East in New York, and Red Norvo, Flip Phillips and Bill Harris are part of the 10-piece ork. Goodman fans, to whom Benny can do no wrong, will be interested.

★★★ MUCHO CHA CHA
Tito Puente, RCA Victor LPM 2113,

(Stereo & Monaural) — One of the real masters of the Latin beat and sound, Puente offers a whole collection of cha-chas for the army of fans of that rhythm. The selections all have the danceable beat but they go a good bit further than many competitive sets in the superior, imaginative and highly persuasive arrangements of maestro Puente. Many, in fact, are of the less familiar school which is also refreshing. Set can be well recommended for buyers of the Latin sound.

★★★ LET'S GET AWAY FROM IT ALL
The Skip-Jacks, RCA Victor LPM 2060 — The Skip-Jacks, a new group, have a modern sound that has touches of the Hi-Lo's, the Modernaires, the Pied Pipers and others of that ilk. Complement includes three men and two fems. The group has a good, zingy sound and they get fine, free-wheeling band support on such tunes as "Blue Room," "Let's Get Away From It All," "I've Got the World on a String," etc. For fanciers of the modern, this is welcome stuff.

★★★ TO MOTHER WITH LOVE
Delfi 1207.

★★★ TO DAD WITH LOVE
Delfi 1208, Various Artists — Here are two albums that would make pleasant gifts especially during the holiday season. The set entitled "To Mother" contains such tunes as "My Mom," and "M-O-T-H-E-R," performed by the Ray Henderson chorus and Ork. "To Dad" includes "Oh! My Papa," and "Papa, Won't You Dance With Me?" by the same arranger. And there is an extra leaf under the cover, with an inscription, so they can be given to one's mother or dad as a present.

★★★ THE MUSIC FROM MIKE HAMMER

Skip Martin, RCA Victor LPM 2140 — Another set of jazz-styled "private eye" music, with this grouping perhaps a little less brash and driving than some of its predecessors like "Peter Gunn." Skip Martin did the scoring and conducting of the series of themes clefted by Dave Kabin and Melvyn Lenard. Musical settings have such titles as "Corn Pone Woman," "Black Night," "Bad Guys," etc. Well recorded, the set can do business with enthusiasts of the TV background music genre. Some bands are good prospects for programming as well.

★★★ RECORD HOP

Various Artists, Del-Fi DFLP 1210 — The label has packaged a group of sides by nine rock and rollers, including three by the late Richie Valens and three by the Address Brothers. In addition to these best-selling singles artists, LP features Chan Romero, Bill Tracy, Buddy Landon, Balladeers, Prentice Moreland, Rookies, and the Nitehawks. Should appeal to teen-set.

★★★ LAWRENCE WELK PRESENTS BETTY COX

Dot DLP 25252, (Stereo & Monaural) — Sweet-voiced thrashing by Welk's "guest champagne lady," Betty Cox. The gal is in pleasant voice on a group of oldies — "Red Sails in the Sunset," "My Wonderful One," "My Buddy," etc. Her appearances with Welk should help sales.

★★★ SARATOGA

The Paul Smith Trio, Imperial LP 9095 — Here are tasteful, jazz-flavored piano solo interpretations by Smith on the new Harold Arlen-Johnny Mercer musical score. The show didn't get good reviews, but the score is tuneful and Smith's instrumental treatments should pull play from jazz jocks.

★★★ CAUGHT IN THE ACT

Frances Faye, GNP 41 — Miss Faye is heard in her program, recorded on location during a recent appearance at the Crescendo in Los Angeles. In addition to the stylized renditions of several standards, her asides and comments during the songs are priceless. Her fans will dig it. The arrangements are spicy and interesting. Selections include "The Man I Love," "Fever" and "Night and Day."

★★★ HUMPHREY DEDICATES

Humphrey Lyttelton, London PS 178, (Stereo & Monaural) — The English orkster offers a program of pop and jazz standards. The tunes are each identified with the American artist who clefted and either/or made them famous. Included are "Marie" for Dorsey, "A Train" for Ellington, "Nightmare" for Shaw, etc. Good jockey programming package. Stereo is effective.

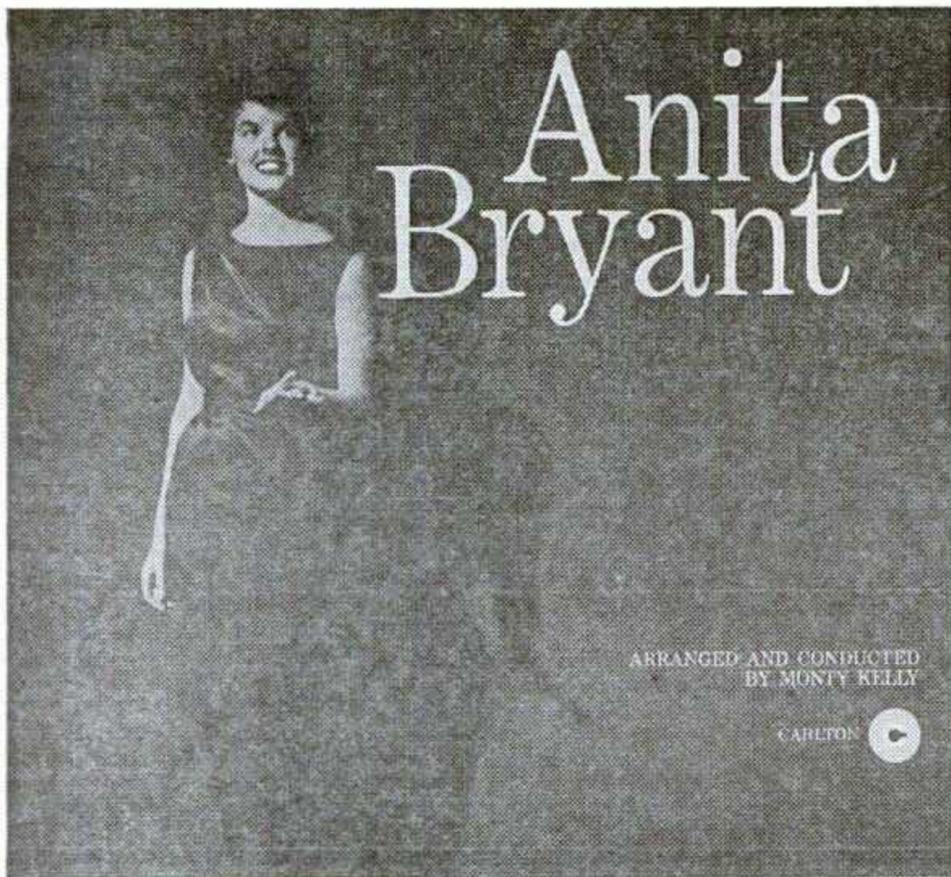
JAZZ ★★★

★★★ ROMPIN' AND STOMPIN'
Bob Scobey's Frisco Band, RCA Victor LPM 2086 — Bob Scobey's boys go in for a Chicago-styled Dixieland romp in this collection. There's the familiar strutting sound, once strongly associated with the Windy City's South Side, and all the tunes are from that era except for "Colonel Bogey March," which lends itself well to the style nevertheless. "Kansas City Stomp," "Shake It

(Continued on page 16)

The Most Promising Girl Singer of 1960!

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OF 1959 ... WITH THE MOST PROMISING
ALBUM OF 1960 ANITA BRYANT IS FEATURED

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 SIDES ... ALMOST ALL FROM CURRENT OR RECENT
 BROADWAY MUSICALS, INCLUDING HER BIG
 SINGLE HIT "TILL THERE WAS YOU"

Side 1
 TILL THERE WAS YOU
 JUST IN TIME
 HELLO YOUNG LOVERS
 MR. WONDERFUL
 SMALL WORLD
 LOVE LOOK AWAY

Side 2
 PROMISE ME A ROSE (A SLIGHT DETAIL)
 BLESSINGS OF LOVE
 WOULDN'T IT BE LOVERLY
 ANYONE WOULD LOVE YOU
 DO-RE-MI
 THE PARTY'S OVER

*... with her
Smash Single!*

Do RE Mi
in Richmond

Do RE Mi
in Pittsburgh

Do RE Mi
in Cleveland

Do RE Mi
in New York

Do RE Mi
in Cincinnati

523

Reviews and Ratings of New Albums

Continued from page 14

★ ★ ★

GOOD SALES POTENTIAL

and Break It," and "Dallas Blues," are samples of the fare. Cute caricature cover can draw looks.

★ ★ ★ THE DUKES OF DIXIELAND AT THE JAZZ BAND BALL
RCA Victor LPM 2097 — The Dukes pour out their usual traditional, but commercial brand of Dixieland material. The title tune sets the pace, with such familiar numbers as "Beale Street Blues," "Muskrat Ramble," "Tin Roof Blues," and

"Saints," also included in the repertoire. Pete Fountain is heard on clarinet on this set in addition to the regular Dukes complement. Betty Owens vocalizes on "Beale Street" and "Saints." Dixie fans will like. Set was originally out on label X, a former Victor subsidiary.

★ ★ ★ GYPSY
Tony Scott & His Buddies. Signature SM 6001 — A somewhat disappointing jazz reading of the tunes from "Gypsy" by Tony Scott and a trio consisting of Mundell Lowe, Jimmy Garrison and Pete La Rosa. Scott plays well and all of the tunes are here, from "Everything's Coming Up Roses," to "Small World," but it's all rather pedantic.

★ ★ ★ THE COURIERS OF JAZZ
Ronnie Scott & Tubby Hayes. Carlton STLP 116. (Stereo & Monaural) — Here's an interesting two-tenor combo from England. The first British modern jazz group to be voted into top place in the "Melody Maker" poll, the Scott-Hayes team plays with feeling and taste, in similar yet different styles. Selections include "My Funny Valentine," "Day In, Day Out," and some fascinating originals. Hayes doubles on vibes. Boys are backed by rhythm section.

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★ ★ ★ PECKIN' TIME
Hank Mobley-Lee Morgan. Blue Note 1574 — Trumpeter Lee and tenor saxist Mobley lead a group into a hard bop excursion on five lengthy tracks. They have rhythm section with W. Kelly, piano; P. Chambers, bass, and C. Persip, drums. Each is given ample chance to wail. The set matches the usual quality of the label's releases. Tunes include "Speak Low," "Git-Go Blues" and the LP title tune.

CLASSICAL ★ ★ ★

★ ★ ★ TCHAIKOVSKY: SWAN LAKE; THE NUTCRACKER
Philharmonia Orchestra (Sawallisch). Angel S 35644. (Stereo & Monaural) — Fine stereo entry into the highly competitive field of recordings on these popular Tchaikovsky works. The LP makes for a lovely gift item for beginners in record library compilations. Disk has a beautiful cover photo of Beryl Grey in a pose from the "Swan Lake" ballet.

★ ★ ★ HAYDN: SYMPHONY NO. 94 IN G MAJOR; BOCCHERINI: OVERTURE IN D MAJOR; SYMPHONY IN C MINOR
Philharmonia Orch. (Giulini), Angel S 35712. (Stereo & Monaural) — The "Surprise" Symphony takes up one side with the Boccherini pieces the other. A lot for the money here, for it is an uncommon and apt coupling of material, beautifully performed. The disk is engineered to the high standards of this label.

SEMI-CLASSICAL ★ ★ ★

★ ★ ★ MUSIC FOR PEACE AND MEDITATION
Ashley Miller, Organ. Decca DL 8924 — An extremely listenable program of classical organ music, performed on a three-manual machine, housed in the New York Society for Ethical Culture. Miller's quiet, and as the title suggests, meditative playing is applied to such selections as Brahms' "My Heart Is Filled With Longing," Liszt's "Adagio," and others written by the composers especially for the organ. The instrument has a splendid tone, and Miller is most at home in the performance. Soulful mood wax.

COUNTRY & WESTERN ★ ★ ★

★ ★ ★ MOUNTAIN SONG FAVORITES

The Stanley Brothers. Starday SLP 106 — Authentic country sides by a noted country act. The real sound is here — true pickin' and singing, and some outstanding banjo performances. "Highway of Regret," "Carolina Mountain Home" and "Trust Each Other" are typical.

LATIN AMERICAN ★ ★ ★

★ ★ ★ SWINGIN' WITH RANDY
Randy Carlos. Fiesta FLP 1252 — Exuberant warbling by Carlos on a group of hip-swinging Latin ditties with a good dance beat, cha cha and mambo. Most of the tunes are Carlos' originals — "Honey Cha," "Rockville," "Cha Cha in Hawaii," etc.

★ ★ ★ FOLKLORE OF THE SOUTH
Los Machucambos. London SW 99002. (Stereo & Monaural) — Los Machucambos offer a program of folk fare from below the border. Their style is mellow and soft, and their renditions of the various songs (in Spanish) are expressive. Primary appeal will be in this market, but folk music devotees, in general, will also find it of interest.

SACRED ★ ★ ★

★ ★ ★ SONGS OF FAITH AND INSPIRATION
Kirby Buchanan. Starday SLP 108 — A terrific sacred package. Buchanan has a thrilling, vibrant tonal quality and performs with authority "Black Land Farmer," "A Satisfied Mind" and "Lord Keep Your Hand on Me" are included. Dealers with interested clientele should demonstrate this album. It can sell.

SPOKEN WORD ★ ★ ★

★ ★ ★ PAT HARRINGTON JR. AS GUIDO PANZINI
Signature SM 1012 — Here's a funny collection of comedy skits featuring Pat Harrington Jr. and Bill Dana. Utilizing various dialects, Harrington, who first won fame as the Italian Guido Panzini on Jack Paar's TV show, and Dana are introduced by Steve Allen. Harrington is now on Allen's TV show, which may account for the omission of Paar's name in the liner notes.

★ ★

MODERATE SALES POTENTIAL

POPULAR ★ ★

★ ★ TEENAGE LOVE
Jerry Fuller. Lin LP 100 — Despite a sincere try, Jerry Fuller comes thru with

only moderate appeal on this, his first album. He performs a number of his own teen-slanted tunes with the aid of a chorus and a mildly rocking instrumental group. Competition will be tough here.

★ ★ MASQUE D'AFRIQUE
The Voices of Africa. Delfi 1203 — Another in the long list of albums of African music that are mainly rhythmic rather than musical. The tunes, if they can be called that, feature drums and clarinet, plus a girl's voice and a male voice. Strictly for off-beat buyers. The cover, however, is wild.

★ ★ INTIMATELY YOURS
Jacques Foti. Signature SM 1016 — Romantic semi-talk warbling by continental chanter Foti. Selections include "September Song," "You're My Thrill," etc. Moderate potential.

★ ★ GUITAR BOOGIE SHUFFLE
Frank Verna & the Virtues. Wynne WLP 111 — Frank Verna presents a group of standards, both American and international, in English and Italian. He is accompanied by a big, lush ork. Tunes are nicely varied, and the set can appeal with exposure. Included are "My Reverie," "Just Say I Love Her" and "I Have But One Heart."

JAZZ ★ ★

★ ★ JIMMY WITHERSPOON AT THE MONTEREY JAZZ FESTIVAL
Hitjazz J 421 — Witherspoon again demonstrates that he is one of the great blues artists. This album, cut at the Festival, has an informal quality about it — with 'Spoon making occasional asides. There are five blues, including some great ones, as "No Rollin' Blues," "Big Fine Girl" and "Ain't Nobody's Business." Limiting tunes to five permits the inclusion of some fine solos by Ben Webster, Roy Eldridge, Earl Hines.

CLASSICAL ★ ★

★ ★ VIVALDI: FOUR BASSOON CONCERTOS
Walt, Bassoon, Zimmler Sinfonetta. RCA Victor LM 2353 — These Four Bassoon Concertos by Vivaldi were penned for the girls of the Pieta, an asylum in Venice in the 1700's. Now, with the Vivaldi revival, they should secure for the composer an even wider modern day audience, for they are performed in fine fashion here by Sherman Walt on bassoon and the Zimmler Sinfonietta. Walt is the first bassoonist of the Boston Symphony Orchestra. An excellent recording.

(Continued on page 23)

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January 11, 1960

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MY FAVORITE THINGS

B/W "THE SOUND OF MUSIC" BY

THE PETE KING CHORALE

*KAPP RECORDS, OF COURSE

K312

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending December 12

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Mack the Knife		2 16	6. The Big Hurt		12 4
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 Vaughan, Dot 15444; Australian Jazz Quartet, Bethlehem 11053; Dick Stabile, Dot 15996; Fred Skinner, Mecca 1; Ernie Heckscher, Verve 10193.			By Wayne Shanklin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Toni Fisher, Signet 275. RECORDS AVAILABLE: Kalesandro, Warner Bros., 5103.		
2. Heartaches by the Number		1 10	7. Way Down Yonder in New Orleans		18 2
By H. Howard—Published by Pamper (BMI) BEST SELLING RECORD: Guy Mitchell, Col 41476. RECORD AVAILABLE: Ray Price, Col 41374.			By Cramer-Layton—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Freddie Cannon, Swan 4043. RECORD AVAILABLE: Louis Armstrong, Decca 28169-70.		
3. Why		6 3	8. It's Time to Cry		11 3
By Marcucci-De Angelis—Published by Debmar (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1045.			By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10064.		
4. El Paso		10 4	9. Don't You Know		4 12
By Marty Robbins—Published by Marty's Music (BMI) BEST SELLING RECORD: Marty Robbins, Col 41511.			By Bobby Worth—Published by Alexis (ASCAP) BEST SELLING RECORD: Della Reese, Vic 7591.		
5. Mr. Blue		3 14	10. We Got Love		7 7
By Dwayne Blackwell—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolton 5.			By Kal Davis-Bernie Lowe—Published by Kaimana-Lowe (ASCAP) BEST SELLING RECORD: Bobby Rydell, Cameo 169.		
Second Ten					
11. Misty		9 8	16. Marina		17 4
By Garner & Burke—Published by Vernon-Octave (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 41483 RECORDS AVAILABLE: Georgie Auld, Coral 65513; Chris Connor, Atlantic 2037; Erroll Garner, Mer 30037; Jane Harvey, Dot 15885; Bill Shepherd, Signet 12012; Sarah Vaughan, Mer 71477.			By Rocco Granata—Published by Maxwell (BMI) BEST SELLING RECORDS: Willy Alberti, London 1888; Rocco Granata, Laurie 3041. RECORDS AVAILABLE: Jacky Noguez, Jamie 1138; Tony Martin, Vic 7633; Joe Vina, Allied Record Sales 7778; Mickey Callen, Colpix 134; Gilberto Ensemble, Music Hall 131.		
12. Hound Dog Man		19 3	17. Uh! Oh! (Part II)		16 4
By Pomus-Shuman—Published by Fabulous (BMI) BEST SELLING RECORD: Fabian, Chancellor 1044.			By Sascha Burland-Don Elliott—Published by Jason (BMI) BEST SELLING RECORD: Nutty Squirrels, Hanover 4540.		
13. Among My Souvenirs		23 2	18. Oh, Carol		13 9
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.			By Neil Sedaka & Howard Greenfield—Published by Aldon (BMI) BEST SELLING RECORD: Neil Sedaka, Vic 7595.		
14. In the Mood		5 10	19. Scarlet Ribbons		20 4
By J. Garland-A. Razas—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Ernie Fields, Rendezvous 110. RECORDS AVAILABLE: Andrews Sisters, Dec 28482; Bulawayo Sweet Rhythm Band, London 1491; Hutch Davie, Atco 6123; Crazy Otto, Dec 29499; Jerry Gray Ork, Dec 27177; Johnny Maddox, Dot 15045.			By Jack Segal-Evelyn Danzig—Published by Mills (ASCAP) BEST SELLING RECORD: Browns, Vic 7614. RECORDS AVAILABLE: Harry Belafonte, Vic 0321; Kingston Trio, Cap 3970; Enoch Light, Grand Award 1035.		
15. So Many Ways		8 8	20. Be My Guest		14 7
By Bobby Stevenson—Published by Brenda (BMI) BEST SELLING RECORD: Brook Benton, Mer 71512. RECORD AVAILABLE: Varetta Dillard, Savoy 1153.			By Domino-Marascalco-Boyce—Published by Travis (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5629.		
Third Ten					
21. I Wanna Be Loved		28 2	26. Pretty Blue Eyes		24 2
By B. Knight—Published by Hilliard (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5614.			By Randazzo-Weinstein—Published by Almimo (BMI) RECORD AVAILABLE: Steve Lawrence, ABC-Paramount 10058.		
22. Running Bear		- 1	27. You Got What It Takes		- 1
By J. P. Richardson—Published by Big Bopper Music (BMI) RECORD AVAILABLE: Johnny Preston, Mer 71474.			By Frank Motley Jr.-Lillian Clairborne-Shorter Harris—Published by Four Star (BMI) RECORD AVAILABLE: Mary Johnson, United Artists 185.		
23. Friendly World		30 3	28. Danny Boy		15 10
By Ken Darby—Published by Robbins, Feist, Miller (ASCAP) RECORD AVAILABLE: Fabian, Chancellor 1044.			By Weatherly—Published by Bossey & Hawkes (ASCAP) RECORDS AVAILABLE: Sil Austin, Mer 71442; Al Hibbler, Atlantic 911 & 1071; Joni James, M-G-M 12369; Glenn Miller Ork, Vic 0040; Conway Twitty, M-G-M 12826; Slim Whiteman, Imp 8201; Linda Hopkins, Federal 12365.		
24. Teardrop		- 1	29. Put Your Head on My Shoulder		22 15
By Santo Fatina-Johnny Fatina-Ann Fatina—Published by Trinity-Climax (BMI) RECORD AVAILABLE: Santo & Johnny, Canadian-American 107.			By Paul Anka—Published by Spanka (BMI) RECORD AVAILABLE: Paul Anka, ABC-Paramount 10040.		
25. Reveille Rock		30 3	30. Smokie (Part II)		- 1
By King Conatser—Published by Vicki (BMI) RECORD AVAILABLE: Johnny and the Hurricanes, Warwick 513.			By Bill Black—Published by Jec (BMI) RECORD AVAILABLE: Bill Black's Combo, Hi 2018.		

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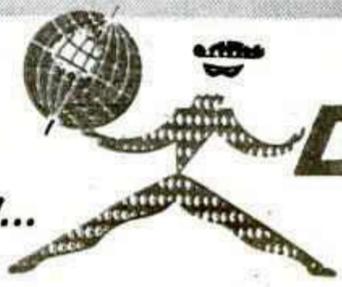
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of *Sound...*



DECCA
Records

FOR THE WEEK ENDING DECEMBER 27

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	STEREO	WEEKS ON CHART
1	1	2	4			12
HEARTACHES BY THE NUMBER Guy Mitchell, Columbia 41476						
2	5	24	53		S	5
WHY Frankie Avalon, Chancellor 1045						
3	11	15	27			7
EL PASO Marty Robbins, Columbia 41511						
4	10	17	18			6
THE BIG HURT Toni Fisher, Signet 275						
5	13	31	60			5
WAY DOWN YONDER IN NEW ORLEANS Freddie Cannon, Swan 4043						
6	9	18	40		S	5
IT'S TIME TO CRY Paul Anka, ABC-Paramount 10064						
7	3	1	1			18
MACK THE KNIFE Bobby Darin, Atco 6147						
8	6	6	8			11
WE GOT LOVE Bobby Rydell, Cameo 169						
9	21	38	56		S	5
AMONG MY SOUVENIRS Connie Francis, M-G-M 12841						
10	16	21	32		S	6
HOUND DOG MAN Fabian, Chancellor 1044						
11	4	5	5			14
IN THE MOOD Ernie Fields, Rendezvous 110						
12	27	25	41		S	5
FRIENDLY WORLD Fabian, Chancellor 1044						
13	7	4	2		S	14
DON'T YOU KNOW Della Reese, RCA Victor 7591						
14	18	16	21		S	8
SCARLET RIBBONS Browns, RCA Victor 7614						
15	8	7	6		S	10
SO MANY WAYS Brooks Benton, Mercury 71512						
16	14	9	13			11
OH, CAROL Neil Sedaka, RCA Victor 7595						
17	2	3	3			16
MR. BLUE Fleetwoods, Dolton 5						
18	15	19	25			7
UH! OH! (Part II) The Nutty Squirrels, Hanover 4540						
19	20	44	54		S	5
PRETTY BLUE EYES Steve Lawrence, ABC-Paramount 10058						
20	23	40	50			4
I WANNA BE LOVED Ricky Nelson, Imperial 5614						
21	12	8	9			9
BE MY GUEST Fats Domino, Imperial 5629						
22	17	13	12			12
MISTY Johnny Mathis, Columbia 41483						
23	30	52	76			4
TEARDROP Santo and Johnny, Canadian-American 107						
24	41	51	59			10
RUNNING BEAR Johnny Preston, Mercury 71474						
25	43	39	34			8
YOU GOT WHAT IT TAKES Marv Johnson, United Artists 185						
26	25	20	30		S	9
COME INTO MY HEART Lloyd Price, ABC-Paramount 10062						
27	19	10	14		S	13
DANNY BOY Conway Twitty, M-G-M 12826						
28	48	65	98			4
SMOKIE (PART II) Bill Black's Combo, HI 2081						
29	31	37	64			5
SANDY Larry Hall, Strand 25007						
30	28	28	28		S	8
REVEILLE ROCK Johnny and the Hurricanes, Warwick 513						
31	34	32	36			7
MARINA Rocco Granata, Laurie 3041						
32	32	42	48			9
FIRST NAME INITIAL Annette, Vista 349						
33	24	23	15			11
DANCE WITH ME The Drifters, Atlantic 2040						

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	STEREO	WEEKS ON CHART
34	22	22	19			8
ALWAYS Sammy Turner, Big Top 3029						
35	74	98	—			3
GO, JIMMY, GO Jimmy Clanton, Ace 575						
36	60	59	46		S	6
GOD BLESS AMERICA Connie Francis, M-G-M 12841						
37	37	33	39			20
JUST AS MUCH AS EVER Bob Beckham, Decca 30861						
38	55	61	86			4
MIGHTY GOOD Ricky Nelson, Imperial 5614						
39	33	34	33			8
(IF YOU CRY) TRUE LOVE, TRUE LOVE Drifters, Atlantic 2040						
40	35	36	29			9
BELIEVE ME Royal Teens, Capitol 4261						
41	26	14	10			15
7 LITTLE GIRLS (SITTIN' IN THE BACK SEAT) Paul Evans & the Curls, Guaranteed 200						
42	29	30	20		S	12
UNFORGETTABLE Dinah Washington, Mercury 71508						
43	36	11	7		S	17
PUT YOUR HEAD ON MY SHOULDER Paul Anka, ABC-Paramount 10040						
44	56	72	83			5
TALK THAT TALK Jackie Wilson, Brunswick 55165						
45	54	100	—			3
UH! OH! (Part I) The Nutty Squirrels, Hanover 4540						
46	46	60	81			4
MARINA Willy Alberti, London 1888						
47	99	—	—		S	2
THE LITTLE DRUMMER BOY Harry Smeone Chorale, 20th Fox 121						
48	38	12	11			15
DECK OF CARDS Wink Martindale, Dot 15968						
49	47	54	44			10
HIGH SCHOOL U.S.A. Tommy Facenda, Atlantic 51 to 78						
50	39	29	17			19
PRIMROSE LANE Jerry Wallace, Challenge 59047						
51	63	62	58			10
CLOUDS The Spacemen, Alton 254						
52	81	—	—		S	2
NOT ONE MINUTE MORE Della Reese, RCA Victor 7644						
53	52	47	31			15
LOVE POTION #9 Clovers, United Artists 180						
54	44	50	57			8
SMOOTH OPERATOR Sarah Vaughan, Mercury 71519						
55	40	45	49			7
I'M MOVIN' ON Ray Charles, Atlantic 2043						
56	70	—	—			2
VILLAGE OF ST. BERNADETTE Andy Williams, Cadence 1374						
57	65	71	—			3
A YEAR AGO TONIGHT The Crests, Coed 521						
58	49	43	38			10
TALK TO ME Frank Sinatra, Capitol 4284						
59	42	26	16			16
LONELY STREET Andy Williams, Cadence 1370						
60	71	56	52		S	7
WON'TCHA COME HOME Lloyd Price, ABC-Paramount 10062						
61	88	99	—			3
HOW ABOUT THAT Dee Clark, Abner 1032						
62	50	48	24			16
YOU WERE MINE Fireflies, Ribbon 6901						
63	51	58	45			9
I'VE BEEN AROUND Fats Domino, Imperial 5629						
64	64	69	73			7
GOODNIGHT MY LOVE Ray Peterson, RCA Victor 7635						
65	67	77	—			3
WHAT ABOUT US The Coasters, Atco 6153						
66	59	67	72			6
I'LL WALK THE LINE Don Costa, United Artists 190						
67	45	27	23			12
WOO-HOO Rock-A-Teens, Roulette 4192						

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	★	STEREO	WEEKS ON CHART
68	89	—	—		S	2
CHIPMUNK SONG David Seville and the Chipmunks, Liberty 55250						
69	61	57	51			13
LIVING DOLL Richard & the Drifters, ABC-Paramount 10042						
70	58	53	42			12
IF I GIVE MY HEART TO YOU Kitty Kallen, Columbia 41473						
71	78	88	96			4
BEYOND THE SUNSET Pat Boone, Dot 16006						
72	68	70	55			13
TORQUAY Fireballs, Top Rank 2008						
73	100	—	—		S	2
JUST COME HOME Hugo and Luigi, RCA Victor 7639						
74	79	75	63			8
TINY TIM LaVern Baker, Atlantic 2041						
75	92	—	—			2
DO-RE-MI Mitch Miller and the Kids, Columbia 41499						
76	80	83	—			3
THE HAPPY REINDEER Dancer, Prancer & Nervous, Capitol 4300						
77	57	46	35			10
MIDNIGHT STROLL Revels, Norgolde 103						
78	77	66	67		S	6
(NEW IN) THE WAYS OF LOVE Tommy Edwards, M-G-M 12837						
79	53	35	22			13
THE ENCHANTED SEA Islanders, Mayflower 16						
80	72	68	66		S	8
HONESTLY AND TRULY Tommy Edwards, M-G-M 12837						
81	84	84	74			7
ONE MORE CHANCE Rod Bernard, Mercury 71507						
82	—	—	—			1
CLIMB EVERY MOUNTAIN Tony Bennett, Columbia 41520						
83	83	87	93			5
WE TOLD YOU NOT TO MARRY Titus Turner, Clover 201						
84	85	93	—			3
LUCKY DEVIL Carl Dobkins Jr., Decca 31020						
85	—	—	—			1
BACIARE, BACIARE Dorothy Collins, Top Rank 2024						
86	94	85	89			7
HAPPY ANNIVERSARY Jane Morgan, Kapp 305						
87	66	55	37			16
BATTLE HYMN OF THE REPUBLIC Mormon Tabernacle Choir, Columbia 41459						
88	—	—	—			1
RUN, RED, RUN Coasters, Atco 6153						
89	96	—	—			2
I DON'T KNOW WHAT IT IS The Blue Notes, Brooke 111						
90	90	96	—			3
SHIMMY, SHIMMY, KO-KO BOP Little Anthony & The Imperials, End 1060						
91	—	—	—			1
THE LITTLE DRUMMER BOY Johnny Cash, Columbia 41481						
92	62	41	26			16
TEEN BEAT Sandy Nelson, Original Sound 5						
93	—	—	—		S	1
SWINGIN' ON A RAINBOW Frankie Avalon, Chancellor 1045						
94	—	—	—		S	1
LET'S TRY IT AGAIN Clyde McPhatter, M-G-M 12843						
95	73	49	47			12
JOEY'S SONG Bill Haley & His Comets, Decca 30956						
96	—	—	—		S	1
THIS TIME OF THE YEAR Brook Benton, Mercury 71554						
97	97	—	—			10
CANDY APPLE RED Bonnie Guitar, Dolton 10						
98	—	—	—		S	1
IF I HAD A GIRL Rod Lauren, RCA Victor 7645						
99	—	—	—			1
SWEET NUTHIN'S Brenda Lee, Decca 30967						
100	—	—	—			1
TEEN ANGEL Mark Dinning, M-G-M 12845						

& 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

*NOT ONE MINUTE MORE Della Reese
(Ross-Jungnickel, ASCAP) RCA Victor 7644

*HOW ABOUT THAT Dee Clark
(Tollie, BMI) Abner 1032

JUST COME HOME Hugo & Luigi

(Ross-Jungnickel, ASCAP) RCA Victor 7639

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. TELL HER FOR ME Adam Wade, Coed
2. MARY, DON'T YOU WEEP Stonewall Jackson, Columbia
3. LITTLE THINGS MEAN A LOT Joni James, M-G-M
4. DARLING LORRAINE The Knockouts, Shad
5. BONNIE CAME BACK Duane Eddy, Jamie
6. NO LOVE HAVE I Webb Pierce, Decca
7. TEENAGE HAYRIDE Tender Slim, Gray Cliff
8. HARLEM NOCTURNE The Viscounts, Madison
9. HANDY MAN Jimmy Jones, Cub
10. ROCKIN' LITTLE ANGEL Ray Smith, Judd
11. RIVERBOAT Faron Young, Capitol
12. WISTFUL WILLIE Jimmie Rodgers, Roulette
13. DOWN BY THE STATION The Four Preps, Capitol
14. WINTERTIME The Four Coachmen, Adonis
15. WHERE OR WHEN Dion & the Belmonts, Laurie

HOT 100: A TO Z

A Year Ago Tonight	57
Always	34
Among My Souvenirs	9
Baciare, Baciare	85
Battle Hymn of the Republic	81
Be My Guest	40
Believe Me	71
Beyond the Sunset	71
Big Hurt, The	4
Candy Apple Red	97
Chippunk Song, The	48
Climb Ev'ry Mountain	82
Clouds	51
Come Into My Heart	26
Dance With Me	33
Danny Boy	27
Deck of Cards	48
Do-Re-Mi	75
Don't You Know	13
El Paso	3
Enchanted Sea, The	79
First Name Initial	32
Friendly World	12
Go, Jimmy, Go	35
God Bless America	36
Goodnight My Love	64
Happy Anniversary	86
Happy Reindeer, The	76
Hearaches by the Number	1
High School U. S. A.	49
Honestly and Truly	80
Hound Dog Man	10
How About That	61
I Don't Know What It Is	89
I Wanna Be Loved	20
If I Give My Heart to You	70
If I Had a Girl	98
(If You Cry) True Love, True Love	39
I'll Walk the Line	66
I'm Movin' On	55
In the Mood	11
It's Time to Cry	6
I've Been Around	43
Joey's Song	95
Just as Much as Ever	37
Just Come Home	73
Let's Try It Again	94
Little Drummer Boy, The (Cash)	91
Little Drummer Boy, The	47
Living Doll	69
Lonely Street	59
Love Potion -9	53
Lucky Devil	84
Mack the Knife	7
Marina (Alberti)	46
Marina (Granata)	31
Midnight Stroll	77
Mighty Good	38
Mr. Blue	17
Misty	22
(New In) The Ways of Love	78
Not One Minute More	52
Oh, Carol	16
One More Chance	81
Pretty Blue Eyes	19
Primrose Lane	50
Put Your Head on My Shoulder	43
Reveille Rock	30
Run, Red, Run	88
Running Bear	24
Sandy	29
Scarlet Ribbons	14
7 Little Girls (Sittin' in the Back Seat)	41
Shimmy, Shimmy, Ko-Ko Bop	90
Smokie (Part II)	28
Smooth Operator	54
So Many Ways	15
Sweet Nuthin's	99
Swingin' on a Rainbow	93
Talk That Talk	44
Talk to Me	58
Teardrop	23
Teen Angel	100
Teen Beat	92
This Time of the Year	96
Tiny Tim	74
Torquay	72
Uh! Oh! (Part I)	45
Uh! Oh! (Part II)	18
Unforgettable	42
Village of St. Bernadette	56
Way Down Yonder in New Orleans	5
We Got Love	8
We Told You Not to Marry	83
What About Us	65
Why	2
Won'tcha Come Home	60
Woo-Hoo	67
You Got What It Takes	25
You Were Mine	62

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.

CONWAY TWITTY



LONELY BLUE BOY (May, ASCAP)—**STAR SPANGLED HEAVEN** (Marielle, BMI)—Twitty figures to repeat with either of these strong bids. "Lonely Blue Boy" is a blues with country overtones, and he sells it well. Flip is a tune about a final resting place for soldiers. It has a recitative in several spots. **M-G-M 12857**

RED TYLER & THE GYROS



JUNK VILLAGE (Ace, BMI)—Tyler has a contagious instrumental side that should have strong pop and r.&b. appeal. The interesting theme gets a solid go. Organ and guitar are featured over a rhythm section. It's listenable and daceable. Flip is "Happy Sax," (Ace, BMI). **Ace 576**

THE ROCK-A-TEENS



TWANGY (Shapiro-Bernstein & Planetary, ASCAP)—Pounding drums into this theme with Latin traces. Twangy guitars then take over for a rhythmic, instrumental treatment. It's a good follow-up to "Woo-Hoo." Flip is "Doggone It, Baby," (Shapiro-Bernstein & Planetary, ASCAP). **Roulette 4217**

JACKY NOGUEZ



AMAPOLA (Marks, BMI)—Noguez styles the evergreen in a spicy Latin tempo. He comes up with an infectious side, which the kids could easily like. It could be another winner for him. Flip is "Mahzel," (Feist, ASCAP). **Jamie 1148**

WILLY ALBERTI



LI PER LI (Biem)—**JULIA** (Hill & Range, BMI)—Both tunes are from the singer's LP, "Marina." They are both cute bouncy themes, and he sings them in Italian. They have a similar charm to his current click, and they could move as well. **Epic 9352**

JOHNNY FERGUSON



ANGELA JONES (Cedarwood, BMI) — **BLUE SERGE AND WHITE LACE** (Cedarwood, BMI)—Ferguson comes across with strong readings on both tunes. His delivery on "Angela Jones" is in a light vein, and he gets a fine ork assist. "Blue Serge" is a charming item that should spark teen interest. **M-G-M 12855**

IVO ROBIC



THE HAPPY MULETEER (Sidmore, BMI) & **RHONDALY** (Sidmore, BMI)—Robic registers strongly on both tunes, and either can follow his big "Morgen." Top side is a folkish sort that tells of the adventures of a driver of a mule team. "Rhondaly" is a mild rock side on which he also registers strongly. Lyrics on both tunes are in German and English. **Laurie 3045**

DALE HAWKINS



HOT DOG (Roosevelt, BMI)—**DON'T BREAK YOUR PROMISE TO ME** (Muirfield, ASCAP)—Hawkins has his best efforts in a while. "Hot Dog" is a rocker that he shouts with verve. A chick chimes in now and then, saying "Daddy," in support of his driving vocal. "Don't Break" is a pretty rockaballad, and he's nicely supported by the chorus and ork. Both can score. **Checker 940**

FRANKIE FORD



I WANT TO BE YOUR MAN (Ace, BMI) — **TIME AFTER TIME** (Sands, ASCAP)—Ford sells both tunes strongly. "I Want to Be Your Man" is a rhythmic item that he delivers over bright, brassy support. "Time After Time" also comes in for a rhythmic reading. His interpretation of the tune is different enough to catch interest. **Ace 580**

RONNIE DAWSON



HAZEL (Conley, BMI)—**AIN'T THAT A KICK IN THE HEAD** (Conley, BMI)—Dawson impresses strongly on two cute bids. "Hazel" is an interesting waltz melody with a folkish flavor. A fine arrangement backs the singer's good vocal stint. The flip is a fun song with the title phrase prominent in the lyric. Tune is a medium-beater. **Swan 4047**

JIMMIE RODGERS



WALTZING MATILDA (Fisher, ASCAP) — **TENDER LOVE AND CARE** (Kahl, BMI)—"Waltzing Matilda" is heavily featured in the "On the Beach" flick. There are several recordings, but Rodgers' smooth outing can prove the hit. Tune is done in march tempo with a male group in support. "Tender Love and Care" is an attractive folkish item on which he's helped by a chorus. **Roulette 4218**

Country & Western

BENNY BARNES



BEGGAR TO A KING (Glad-Big Bopper, BMI)—**FASTEST GUN ALIVE** (Glad-Big Bopper, BMI)—Barnes has two traditional-styled sides that should attract coin from those inclined to this sort. "Beggar" is a philosophical tune on which honky-tonk piano is prominent in support. "Fastest Gun Alive" has a folkish flavor, and it tells a familiar story. **Mercury 71552**

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• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. MACK THE KNIFE (Harms)	1	14
2. MR. BLUE (Cornerstone)	2	9
3. MISTY (Vernon-Octave)	4	7
4. HEARTACHES BY THE NUMBER (Pamper)	3	6
5. WHITE CHRISTMAS (Berlin)	11	3
6. WINTER WONDERLAND (Bregman)	12	3
7. PUT YOUR HEAD ON MY SHOULDER (Spanka)....	5	8
8. DON'T YOU KNOW (Alexis)	7	6
9. THREE BELLS (Harris)	6	17
10. SILVER BELLS (Paramount)	—	2
11. MARINA (Maxwell)	8	2
12. RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas)	—	1
13. SEVEN LITTLE GIRLS (SITTIN' IN THE BACK SEAT) (Sequence).....	13	4
14. DO-RE-MI (Williamson)	—	1
15. FROSTY, THE SNOWMAN (Hill & Range).....	—	1

• Best Selling Sheet Music in Britain

(For week ending December 12)

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

Little Donkey—Chappell (Chappell)	Put Your Head on My Shoulder—Yale (Spanka)
Traveling Light—Aberbach (—)	China Tea—Mills (Mills)
What Do You Want to Make Those Eyes at Me For—Francis Day (—)	High Hopes—Barton (Maraville)
Snow Coach—Feldman (—)	Living Doll—World Wide (Maurice)
Sitting in the Back Seat—Sheldon (Sequence)	What Do You Want—Mills (Mills)
Mack the Knife—Arcadia (Harms)	The Village of St. Bernadette—Francis Day (Ludlow)
Mary's Boy Child—Bourne (Bourne)	Broken Hearted Melody—Maurice (Mansion)
Morgen (One More Sunrise)—Dominion (Skidmore)	Side Saddle—Mills (Mills)
Mr. Blue—Morris (Cornerstone)	Treble Chance—Henderson (Kassner)
The Three Bells—Southern (Southern)	Jingle Bell Rock—Cromwell (Cornell)

• Best Selling Pop Records in Britain

(For week ending December 12)

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

This Week	Last Week
1. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR!—Emile Ford (Pye)	2
2. WHAT DO YOU WANT?—Adam Faith (Parlophone)	1
3. OH! CAROL—Neil Sedaka (RCA)	4
4. SEVEN LITTLE GIRLS—The Avons (Columbia)	5
5. TRAVELLIN' LIGHT—Cliff Richard (Columbia).....	3
6. RED RIVER ROCK—Johnny and the Hurricanes (London)	6
7. PUT YOUR HEAD ON MY SHOULDER—Paul Anka (Columbia).....	7
8. SNOW COACH—Russ Conway (Columbia)	9
9. MORE AND MORE PARTY POPS—Russ Conway (Columbia).....	20
10. LITTLE WHITE BULL—Tommy Steele (Decca).....	11
11. RAWHIDE—Frankie Laine (Phillips).....	12
12. PIANO PARTY—Winifred Atwell (Decca)	15
13. LITTLE DONKEY—Beverly Sisters (Decca).....	14
13. AMONG MY SOUVENIRS—Connie Francis (M-G-M).....	13
15. MACK THE KNIFE—Bobby Darin (London).....	8
15. JINGLE BELL ROCK—Max Bygraves (Decca).....	—
17. TEEN BEAT—Sandy Nelson (Top Rank).....	10
18. BAD BOY—Marty Wilde (Phillips).....	17
19. SOME KIND-A EARTHQUAKE—Duane Eddy (London).....	—
20. DECK OF CARDS—Wink Martindale (London).....	—

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Reviews of THIS WEEK'S SINGLES (continued)

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

ENOCH LIGHT ORK

GUM SHOE LULLABY (Record Songs, ASCAP)—Side is from the orkster's "The Private Life of a Private Eye" LP. It's a spinnable side with some jazz traces, and Light and crew give a well-orked whirl. It's fine for both pop and jazz jocks. Flip is "Private Life of a Private Eye," (Record Songs, ASCAP). **Command 4008**

BILLY MURE

HIGH TIDE BOOGIE (Scherer, BMI)—**LOVER'S GUITAR** (Conquest, ASCAP)—Guitars are featured on two excellent sides. Top side is a swinging version of a theme, based on "The Skater's Waltz." "Lover's Guitar" is a pretty tune that is given a warmer approach. Spins of both should please. **M-G-M 12860**

POP TALENT

LARRY PAUL

YOU'RE SO FAR AWAY (Sylvia, BMI)—**ALL RIGHT** (Wemar, BMI)—Paul has two strong sides, and he handles both smartly. "You're So Far Away" is a churchy rockaballad. "All Right" is a rocker that he gives an energetic belt. Both could create interest, if exposed. **Mala 411**

JOHNNY YUKON

MAGNOLIA (Audicon, BMI)—**MADE TO BE LOVED** (Audicon, BMI)—Yukon has strong sides to mark his wax debut. Top tune is a folkish tale about a girl who has returned to her native Louisiana. It's in a sort of calypso tempo. Flip is a rocking folk-type, and his presentation is just as strong. **Versatile 101**



VERY STRONG SALES POTENTIAL

THE CHAMPS

TOO MUCH TEQUILA — CHALLENGE 59063 — The Champs have a strong bid with this rocker version of a mariachi folk theme. This could bring them back. (Jat, BMI)

TWENTY THOUSAND LEAGUES — Interesting theme is also in a below the border vein. Gimmicked guitar, tenor and rhythm are spotlighted. (Jat, BMI)

SOLOMON BURKE

IT'S ALL RIGHT — SINGULAR 1314 — Happy, gospel flavored tune gets a feelingful go from Burke. It's a strong side that can move for pop and r.&b. coin. (Singular, BMI)

Doodle Dee Doo—Tune tells how to do "The Doodle Dee Doo." For those who can't master the step, Burke is willing to help them learn. Cute idea. (Singular, BMI)

JILL COREY

I CAN'T HIDE A MOUNTAIN—COLUMBIA 41498—Pretty tune is nicely read by the lark. She gets a warm ork and chorus assist. It has folkish overtones. It bears watching. (Saunders, ASCAP)

Seems Like Old Times—The thrush sings the oldie in rockaballad style. Lush strings accompany. (Leo Feist, ASCAP)

SONNY WRIGHT

LULLABY WITH A BEAT—ATLANTIC 2045—Infectious tempo marks this swingy rrythm side with showmanly vocal by Wright. Dual market side. (Goodlo-Progressive, BMI)

Heaven Help Me—Wright warbles with sincerity and feeling on moving rockaballad. (Goodlo-Progressive, BMI)

DAVE (BABY) CORTEZ

DAVE'S SPECIAL — CLOCK 1016 — Rocker is handled with verve by the organist. Rhythm section backs the artist on the danceable side. This could be another big one for him. (Lowel, BMI)

Whispers—So-so vocal effort on a rockaballad. Flip appears more important. (Lowell, BMI)



GOOD SALES POTENTIAL

JOHNNY & JACKEY

Lonely and Blue — ANNA 1108—Rockaballad is neatly wrapped up by the pair. Lush string and fem chorus accompany. Side has a chance. (Ro-Gor, BMI)

Let's Go to a Movie Baby—Topical rocker is sprightly handled by the male duo with a cheerful assist from a fem group. Kids could take to it. (Ro-Gor, BMI)

CHARLES JACKSON

Come On and Love Me—CLOCK 1015—Meaningful reading of a rockaballad by Jackson. Side has dual market appeal. (Sherlyn-Pent, BMI)

Ooh Baby—Rocker with a Latinish flavor is given a good shout by the singer with chorus and combo support. (Fee-Bee, BMI)

JOHNNY HUDSON

Let's Run Away — CHALLENGE 59062—Light ballad with beat is softly read by Hudson with a group assist. It can create interest, if exposed. (Jat, BMI)

Hanky Panky—Driving rocker gets an energetic belt from the singer. It provides a good contrast to the flip, and this might also take off, if plugged. (Jat, BMI)

RICKI STARR

Shooting Starr—RCA VICTOR 7640—Effective instrumental side with unusual off-beat sound and raunchy beat. (Delmore, ASCAP)

You Can't Hurt Me Anymore—Okay reading by Starr on pretty rockaballad. Starr is well known in wrestling circles which should give side chatter-appeal for jocks. (Delmore, ASCAP)

THE MILLIONAIRES

Haunted Train—SHAR 355—A good blues instrumental with a down guitar in front supported by a chorus without lyrics. Good side that could pull loot if exposed. (Shar, BMI)

Rock and a Half—A good rockin' blues instrumental in the sharecropper style. Side has a banjo with guitar and it builds nicely. Two good sides. (Shar, BMI)

THE PARAMOUNTS

Trying—CAPITOL 524—Lead offers an appealing sing of the rockaballad. Group supports nicely. Spinnable side has a chance. (Randy-Smith, ASCAP)

Girl Friend—Peppy approach on a medium-beat rocker. The lead again gives the tune a good go. This, too, could create interest. (Jones, BMI)

BILLY STORM

Enchanted — COLUMBIA 41545—Meaningful vocal by Storm on a pretty rockaballad. Singer could score again with this. Good chorus and ork backing help. (Roger, ASCAP)

When the Whole World Smiles Again—Shimmering strings introduce this slowish ballad with beat. Storm gives it a stylized reading. It should move as well as the flip. (Benjamin, ASCAP)

BOBBY De SOTO

Don't Talk, Just Kiss—CLARO 5914—Pleasant multi-track vocal stint on attractive folksy rockaballad side. (Wilco, BMI)

The Chaser—Vigorous reading by De Soto on bouncy rocker with catchy tempo. (Claro, ASCAP)

DAVID BEE & HIS DIXIE GANG

The Blue Duke—PALETTE 5027—A sliding, swingy Dixieland instrumental with a basic marching tempo. Side has a nice sound and dancers will like it. Good for the boxes. (Zodiac, BMI)

Riverboat Matinee—This has a combination Dixie sound and the quality of the dance band of the 1920's. Listenable side. (Zodiac, BMI)

JEB STUART

Ichaban Josan—SHAR 2—Rock and roll with an Oriental accent on this bouncy ditty with okay vocal by Stuart. (Shar, BMI)

What a Beautiful Face—Routine rockaballad is sung competently by Stuart. (Shar, BMI)

KOOKIE KAT

I Wuv You—ATCO 6156—A gimmick side with a squeaky, speeded up voice heard in the tune which has touches of the blues pattern. (Check-Fairlane, BMI)

Neow Not Neow—A blues done in gimmick fashion. Whining cat voices are heard with the simple lyric, "meow." Moderate appeal. (Check-Fairlane, BMI)

JACQUES CHARRIER

Douce Si Douce (Gently So Gently) — SHELL 715 — Charrier, husband of Brigitte Bardot among other things, gives the light theme a stylized warble in French. Light chorus and ork accompany. Spinnable side. (Saxon, BMI)

C'est Serieux — Bouncy theme is also presented in French. Cute tune, and it could also create jockey interest. (Saxon, BMI)

THE POLYPHONICS

Meet Me Tonight in Dreamland—SEECO 6040—From the group's new album comes this attractive instrumental reading of the oldie Good Jock wax. (Shapiro-Bernstein, ASCAP)

A Woman—Same comment. (Bronjo, BMI)

STEVE EVANS

The Laughing Song—CORAL 62161—This starts with a laugh and the laugh continues thruout while the trumpet man tries to play a tune. Then they both start laughing together. Some jocks may enjoy it. (Northern, ASCAP)

Dear Little Boy of Mine — Steve Evans talks the lyrics on this parody record of the Ernest Ball tune. In the background a man is crying thruout. (Witmark, ASCAP)

LEON MERIAN

This Time the Swing's On Me—SEECO 6041—Trumpeter Leon Merian handles this bright, breezy side with feeling over a good jazz backing. Hip jocks will like. (Leeds, ASCAP)

I'll Remember April—Another good side by the ork here. Both sides are from the musician's latest album on the label. (Leeds, ASCAP)

MINDY CARSON

Wake the Town and Tell the People — JOY 236 — The lark gives out with a bright rendition of the oldie. It's her first on Joy, and it could be another big one on her previous click. (Joy, ASCAP)

When I Fall in Love — The lovely Victor Young song is given a quality reading by the thrush over a lush arrangement. Fine jockey material. (Young, ASCAP)

THE PLAYBOYS

Memories — ABC-PARAMOUNT 10070 — Oldie is up-dated in a bright rocker tempo. Danceable side that should attract some coin. (Remick, ASCAP)

You're All I See — Rockaballad is belted with appeal by the group over a bright shuffle pace arrangement with piano triplets prominent. Some coin possible. (Leeds, ASCAP)

CARL THOMAS & THE FITONES

I Love You Judy—O GEE 1004—Fair rockaballad receives an enjoyable performance from the chanter. Could get some spins. (Broadcast, BMI)

Sweet Lovin' Maryan—Thomas sells this rocker in okay style while the Fitones help out in the backing. (Broadcast, BMI)



MODERATE SALES POTENTIAL

KAE GARSON

Take Your Girlie to the Movies—GOLDEN CREST 302—A real oldie is done in okay style by the gal. Side has an old time flavor in the arrangement. Good rhythm. (Mills, ASCAP)

I Love You the Most—The thrush handles the medium beater in pleasant fashion against a shuffle rhythm. Side, was produced by Joe Leahy.

BEN TOOK & INVESTAS

Blues in Echo—DART 125 — Harmonica is featured on this soulful blues. Okay instrumental side. Some coin possible. (Glad, BMI)

Payola—Topical rocker is belted with enthusiasm by the singer. Side comes off for only so-so results. (Glad, BMI)

Jazz



AHMAD JAMAL

I Like to Recognize the Tune—ARGO 5354—Swingy, tasteful piano solo treatment of the Rodgers and Hart oldie with great beat. Spinnable wax for jazz jocks and hip pop deejays. (Chappell, ASCAP)

Should I—Another strong performance by Jamal on the great oldie. Both sides are from Jamal's best-selling album. (Robbins, ASCAP)

Country & Western



RED SOVINE & THE GADABOUTS ... **A Lot Like You**—DECCA 81028—She reminds me of you is the theme of this weeper, and Sovine sells it with feel-

ing. Could get some coins. (Champion-Tree, BMI)

Oooh How I Love You—Red Sovine sells this ballad pleasantly over typical country backing. (Commodore, BMI)

Rhythm & Blues



GENE ALLISON

Now That We're Together—CHER-OKEE 1019—Uptempo ditty is sung with spirit by the chanter over good support. Could grab coins. (LaVern, BMI)

I Understand—The chanter sells this rockaballad well over a typical pounding backing. Could get spins. (Poncello, ASCAP)

Religious



DAVE RICH & CALVARY QUARTET ... **Brand New Feeling**—RCA VICTOR 7656 — Rockabilly-styled reading by Rich on interesting sacred tune with good lyrics. (Blazon, BMI)

Where Else Would I Want to Be—Feelingful delivery by Rich and quartet on reverent sacred item. (Blazon, BMI)

Reviews and Ratings of New Albums

Continued from page 16

INTERNATIONAL ★★

★ THROUGH ASIATIC U.S.S.R. IN HI-FI

Various Artists, Bruno BR 50105 — Folk songs from various countries are presented by artists and groups of different sizes, ranging from solo vocalists and instrumentalists to big vocal and instrumental orks. The fare is specialized, and so most likely will be the appeal.

RELIGIOUS ★★

★ LITURGICAL JAZZ

Roger Ortmyer, Ecclesia 101 — A provocative package, ambitious in scope. Some jazzophiles will regard this as an interesting attempt to broaden the concept of jazz as a serious music. Composer Ed Sumner plays tenor sax and is conductor. Narration is by Roger Ortmyer. The liturgy is clothed with modern musical attire.

Victor-FTC

Continued from page 2

against Victor, London Records and Bernard Lowe, Inc. (Cameo), and six distributors, may be a far different matter.

Frankly delighted at the rapid-fire settlement with the big record company, FTC Chairman Earl W. Kintner said:

"Speaking as Chairman, I wish to commend both RCA and its counsel and the Commission's Bureau of Litigation for negotiating an effective consent order in so short a time. This quick response to a situation questioned by the Federal Trade Commission is definitely in the public interest, for these matters should be resolved fairly and as quickly as possible."

The FTC complaint charged that RCA caused deception of the public when deejays played records for pay, rather than out of choice. The result was a chain reaction in which the payola-play artificially increased buying of certain Victor records by a misguided public, helped the tune's rating on the charts, which again pushed sales even higher, leading to unfair competition.

RCA is now officially prohibited from offering, or giving, without public disclosure, anything to anyone, to induce selection and broadcast of any records in which it has financial interest. If distributors cited enter similar consent agreements, the order would curtail distributor payola across the board on all labels handled by them.

BREAKING NATIONALLY!!
"MY BLUE HEAVEN"
 BOBBY DAY #263
 Class Records
 HOLLYWOOD

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Four pages and 10 photos are devoted to Red Foley and his "Jubilee U.S.A." kin in the January issue of TV-Radio Mirror. . . . George Hamilton IV guests this Saturday (26) on "Jubilee U.S.A." over the ABC-TV network from Springfield, Mo. . . . Jim Gemmill is readying a new brochure, in color, to herald the "New Dominion Barn Dance" talent, with mailings going to deejays and booking offices shortly after January 1. . . . Janis Martin (RCA Victor) was special guest on Carlton Haney's "New Dominion Barn Dance" at the WRVA Theater, Richmond, Va., last Saturday (19). Haney has a special Christmas show set for next Saturday (26), when every 26th patron will be admitted free.

Ferlin Husky and Faron Young appear for the Schlitz Beer people in Grand Rapids, Mich., December 31. . . . Texas Bill Strength piped in recently to say that he had cut a session at Warner Bros. in Burbank, Calif., with his old friend Bob Burrell, directing. And now comes old friend Bob to say that he doesn't recall such a session; that it must have been two other guys. . . . Those "Tennessee Waltz Boys," Pee Wee King and Redd Stewart, have returned to Louisville headquarters for the holidays after a round of meetings in New York with BMI and agency people. While in the big town, Pee Wee and Redd also worked several one-nighters at air bases in the area. On January 9, the lads, together with Minnie Pearl, hop to Wichita, Kan., for a benefit for handicapped children, to be followed by a TV guest shot on "Landmark Jamboree" in Cleveland and the Kentuckiana Sports Show at the Fairgrounds Coliseum in Louisville.

Lloyd W. (Slim) Helson, square and folk-dance caller on "Midwestern Hayride," colorcast each Saturday 6:30-7:30 p.m., over WLW-T, Cincinnati has been awarded the Rookie Driver of the Year Award for the Cincinnati area by John McCarty, head of the contest board of the Sports-car Club of America. Slim drives a Corvette. . . . Uncle Cyp Brasfield, Slim Wilson's Jubilee Band and the Promenaders will backstop Red Foley for his in-person visit to the Implement & Hardware Association's Convention in Kansas City, Mo., January 20.

Bernie Harville Jr., partner in Bandera Records, and his wife Kathy have a new tune that is keeping 'em spinning in the form of a new daughter, Dynel Robin, born recently. . . . Bob Perry has a new country release on Bandera coming out early in January, and Betty Foley cuts another session for the label immediately after the holidays. . . . Allen R. (Chief) Dyson, retired U. S. Navy petty officer, has opened a new retail record outlet devoted exclusively to c.&w. music at 121 S. E. 44th Street, Oklahoma City. Known as the Record Ranch, the new platter shop is the scene of c.&w. jam sessions each Saturday night, Dyson reports.

With the Jockeys

Woody Woodell is back at the mike with country music at WPIC, Sharon, Pa. . . . Bob Campo and Buddy Williams are teamed on the c.&w. wax at WCNG, Cannonsburg, Pa. . . . Joel Dane, who mans the c.&w. turntables at WAJP-FM, Joliet, Ill., asks the diskies and artists to put him on

their mailing lists. Station is located at 451 Ruby Street, Joliet. . . . Whirling the platters on KANS, Kansas City, Kan., which recently dropped its pop programming to go exclusively c.&w., are Jimmy Dallas, Cactus Jack Call, Duke Bowman and Guy Smith. . . . Any c.&w. deejays who may have missed service on the new Starday releases by Cowboy Copas, Merle Kilgore, Carl Story and Margie Singleton may obtain a copy of same by writing to Don Pierce, Starday Records, Box 115, Madison, Tenn.

Dusty Miller, who spins the country wax at WCSS, Amsterdam, N. Y., while doubling in the area with his own live combo, the Colorado Wranglers, says he's in need of records. . . . Junie Lou and Norm Kelly are currently negotiating to launch their own daily half-hour c.&w. show on a Franklin, Pa., station sometime in January. The Starday seg will be a live show featuring Junie Lou Kelly and Her Pine Hedge Ranch Hands. The station in question is currently on a rock and roll kick and thus is in need of c.&w. programming material. Records should be sent to Miss Kelly at P. O. Box 569, Franklin. . . . Red Kirk scribbles from Station WOWI, New Albany, Ind.: "We have opened a new country station here for the Greater Louisville area and we are in need of all kinds of country records, old and new, to build a library."

Deejays needing a copy of Stonewall Jackson's newest Columbia release, "Run" b.w. "Mary, Don't You Weep," need only write to Ted Daffan at Silver Star Music Publishing Company, 810 Church Street, Nashville 3. . . . Skip Slagle, who spins country music six afternoons a week over KNCY, Nebraska City, Neb., writes: "Thanks for the news in your column of personal appearances of the various artists. This is of a great aid to me, as I like to promote country music and always mention these personals when they are in my area. I make all the personals in the area that I can." Prior to joining KNCY last July, Skip whirled the c.&w. platters at KTNC, Falls City, Neb. Slagle says he's badly in need of c.&w. records and programming material and that he always makes it a habit to mention the label.

Dave McKee, who recently shifted from WANS, Anderson, S. C., to WHPB, Belton, S. C., asks that the diskies and country artists revise their mailing lists accordingly. At WANS, he used the billing of Uncle Dave Mack, but now is using the name Dave McKee and Uncle Dave. Dave says he is doing five hours of c.&w. music a day and could use more records and visits from artists. . . . Deejays using country gospel material are urged to write to Rural Rhythm Records, P. O. Box 521, Arcadia, Calif., for samples of the firm's recent releases. . . . Greg Martin recently left the West Coast to become program director for Jerry Rulinski's new country and western station, WVTS, at Terre Haute, Ind. Martin infos that he's anxious to receive c.&w. records and promotion stuff.

Charlie Gore, c.&w. deejay at WVOW, Logan, W. Va., cries: "I need d. j. copies bad." WTHR, Panama City, Fla., typewrites: "WTHR is a top-tune operation and we've just started a new c.&w. seg, 6-7 a.m. We need wax.

The Billboard HOT C & W SIDES

FOR THE WEEK ENDING DECEMBER 20
TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2	3	4	EL PASO, Marly Robbins, Columbia 41511	7
2	1	1	2	SAME OLD ME, Ray Price, Columbia 41477	11
3	4	4	5	THERE'S A BIG WHEEL, Wilma Lee & Stoney Cooper, Hickory 1107	10
4	3	2	1	COUNTRY GIRL, Faron Young, Capitol 4233	23
5	6	7	9	UNDER YOUR SPELL AGAIN, Ray Price, Columbia 41477	5
6	5	5	3	THE LAST RIDE, Hank Snow, RCA Victor 7586	10
7	8	10	12	AMIGO'S GUITAR, Kitty Wells, Decca 30987	7
8	7	6	7	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	12
9	14	26	—	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	3
10	11	12	23	SCARLET RIBBONS, The Browns, RCA Victor 7614	6
11	10	9	11	A WOMAN'S INTUITION, Wilburn Brothers, Decca 30968	9
12	9	11	8	FAMILY MAN, Frankie Miller, Starday 457	12
13	12	15	25	RIVERBOAT, Faron Young, Capitol 4291	6
14	17	22	29	ARE YOU WILLING WILLIE, Marion Worth, Guyden 2026	9
15	23	—	—	I'M MOVIN' ON, Don Gibson, RCA Victor 7629	2
16	18	20	13	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	33
17	—	—	—	NO LOVE HAVE I, Webb Pierce, Decca 31021	1
18	16	14	18	FACE TO THE WALL, Faron Young, Capitol 4291	6
19	22	23	—	TIMBROOK, Lewis Pruitt, Peach 725	3
20	13	8	6	I AIN'T NEVER, Webb Pierce, Decca 30923	23
21	27	24	22	BIG HARLAN TAYLOR, George Jones, Mercury 71514	5
22	15	29	—	MONEY TO BURN, George Jones, Mercury 71514	4
23	21	—	27	BLACK SHEEP, Ferlin Husky, Capitol 4278	5
24	26	21	16	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	19
25	20	19	17	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	29
26	24	—	—	TOMORROW NIGHT, Carl Smith, Columbia 41489	2
27	—	16	14	I GOT STRIPES, Johnny Cash, Columbia 41427	19
28	—	—	—	EASY MONEY, James O'Gwynn, Mercury 71513	1
29	19	18	19	NEXT TIME, Ernest Tubbs, Decca 30952	13
30	29	27	24	I DIDN'T MEAN TO FALL IN LOVE, Hank Thompson, Capitol 4269	7

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

REALLY ROLLING!
MYSTERY OF A KISS
 and
HEARTBREAK STATION
 Ray Norman
 Nasco 6030
 Deejays — If you haven't received your sample copy, contact us.
NASHBORO Record Co., Inc.
 Nashville, Tenn.

SOUND Impact!
I WALK THE LINE
 by Brad Suggs

 Phillips International
 3549

CLIMBING!
"I DON'T KNOW WHAT IT IS"
 by THE BLUENOTES
 on BROOKE 111
JAN-PAT MUSIC PUBL., INC.
 Asheboro, North Carolina

Interest Builds in Stereo

• Continued from page 3

paritz, Eastern field engineer for Seeburg, said that his company was frankly alarmed at the current state of singles at the retail level.

He said that Seeburg has been following the developments closely and noted that singles occupy a shrinking share of the total business. "We've found that Woolworth's, Sears and other chains in some cases no longer sell singles," he asserted. "And we know that some of the new changers from Fairchild, Stromberg Carlson, Pickering and Weathers have only the one speed, 33 r.p.m. These are the more expensive units, it's true; but it may be a sign of the times. Without singles, we'll all go out of business. If you want to stay alive, you should gear your business now for changes."

With regard to stereo singles, Stuparitz questioned the reluctance of companies to supply them for jukes. "You read about the tremendous sales of stereo phonographs and in fact most companies are only making stereo models now. So there must be a market for the records. Yet the companies aren't supplying them. According to our figures only something under 200,000 stereo single copies were

pressed by all the companies in the last few months. As far as we know, the Columbia Mathis stereo 33 sold more than the total of all the rest.

"So the future of the single — stereo and monaural — may lie in the 33 speed." Stuparitz went on to tell the operators that the 33 speed single could be intermixed on many changers with 12 and 10 inch 33's, eliminating the need for a spindle and for changing the speed on the turntable.

Seeburg, it is known, has so much regard for the idea of the 33 stereo single, that it has developed a special, modest - cost adaptor which can automatically "select" the right speed — 33 or 45 — for any record a customer chooses. All the new Seeburg phonos come equipped with a fitting which allows for plug-in installation of the adaptor, anytime the 33 single catches on.

Clark Sale

• Continued from page 3

in a story Wednesday (16) stated that Clark was the owner of the Mallard Pressing Corporation in Philadelphia, but that an executive of the company stated that Clark had divested himself of all interest in the firm. When asked to whom Clark had sold his interest, according to the New York Post, a Mallard executive, Morris Ballen, stated, "I don't think that is a proper matter for inquiry."

The New York Post story noted that Bernie Lowe is vice-president of Mallard Record Pressing Company, as well as an executive in Cameo and Parkway Records. Lowe also distributes Swan Records, the firm in which Clark has stated he has a one-third interest. Bernie Lowe, according to the New York Post, is also one of the heads of Mayland Music, a Philadelphia publishing firm. Three of the tunes in Clark's Sea Lark Music firm, "Back to School Again," "Party Time," and "You Got a Heart Like a Rock," are split copyrights with Mayland Music.

BIEM-IFPI

• Continued from page 3

icists are BIEM members, and thus not available to write foreign language lyrics for the U. S. material.

Negotiations reached an impasse over two factors. The International Federation has asked that the new contract include a provision whereby they will be allowed to deduct 10 per cent for returns. BIEM objects to this on the basis that the record manufacturers pay everybody else on the total amount — pressing plants, album covers, etc.

There is also the question of the amount of the mechanical royalty payment. BIEM, which has been collecting 8 per cent of the retail record price (as compared to 2 cents in the U. S.), wants to include a minimum amount beyond which the mechanical cannot fall.

The publishers regard this as a safeguard to copyright owners in event of a sharp decrease in the price of records. Mechanical royalties are arrived at by negotiation in Europe and is not fixed in the statute as it is here.

Meanwhile, the European labels' only hope of averting the strike is the possibility that BIEM may come thru with a provisional authorization for a three-month extension (with a contract) while negotiations continue.

Catering Sponsors

• Continued from page 4

have had so much success in moving strictly adult items."

Deane, whose show is also sold out and has a waiting list, still has his first sponsor, the Music Mart Stores. The Amerche Drive-Ins has also been on the Deane show every day since its inception two years ago.

Altho a couple of TV record shows have been dropped since the payola charges made headlines, there has not been as yet any appreciable drop in time sales on these programs. In fact, the majority of stations report time sales at an all-time high.

However, in one case, Cheesebrough-Pond Vaseline, thru its agency Norman & Kummel, asked stations carrying its ads (66 in all) to give them affidavits, signifying under oath that their deejays did not engage in payola and that records played on their shows were selected via management committees.

"ROCKIN' LITTLE ANGEL"

by

RAY SMITH

JUDD 1016

#1 Oklahoma

#1 Missouri

#1 Louisiana

...and **BREAKING BIG** - Iowa - Nebraska - Ohio - Georgia

JUST RELEASED!

Overwhelming Initial Reaction!

ALL TRADE PAPER PICK!

"WALKING THE FLOOR OVER YOU"

b/w

"HURTIN' INSIDE"

by

PAUL PEEK

NRC 048

Order Now!

N 1224 Fernwood Circle, N. E., Atlanta 19, Georgia
R Cedar 7-6408
C in Canada, SPARTON CORP.

PAUL EVANS' NEXT RECORD IS A **SMASH!**



... Look for it right after New Years!

Your ticket to

SALES RESULTS—

the advertising columns of

THE BILLBOARD!

BY POPULAR DEMAND!

RAY CHARLES

Sings

LET THE GOOD TIMES ROLL

DON'T LET THE SUN CATCH YOU CRYIN'

Atlantic 2047

Taken from the Smash Album "The Genius of Ray Charles"

ATLANTIC RECORDS

Vast Probe Set for Whole Music Industry

• Continued from page 1

studying evidence of this aspect of publisher-payola in the reports and transcript of the 1958 hearings held by Representative Roosevelt (D., Calif.). Chairman Roosevelt's Small Business Subcommittee probed into complaints that the ASCAP management and board favored only its upper echelon. Among the allegations of small business songwriters and publishers were complaints that certain publisher firms were getting monumental performance money out of network programming, which by accident or design, favored certain of the big publisher's musical properties paying highest in performance royalty.

Also in this area, the FCC query into payola (unacknowledged payment of any kind to push one tune or product, as against another), reaches into the question of program favoritism of certain music publishers, even when arrangement was made by an independent package firm. Individual broadcaster (from network flagship stations on down) is held responsible for payola tactics of independent contractors when they affect his station's programming.

The problem of disk bootlegging, one of the most cancerous in the industry, is certain to come into the probe picture. It can be touched off by investigation of uses of "freebies," issued by manufacturers, which are allegedly tied in with additional unauthorized pressings winked at by the record company. Bootlegging is sure to be tackled by the probers when they

check certain key licensee personnel with "long, serious criminal records."

In the bootlegging area, the break-out in the 1960 probe will again have strengthening background in the 1959 Senate Rackets hearings which uncovered infestation of music, records, talent and distribution by racketeers. It will also have expert testimony of music attorney Julian Abeles, in the House Copyrights Subcommittee jukebox hearings, who testified to disk piracy, on which neither royalty nor tax is paid. Bootlegging is now estimated to account for one third of all records sold in the U. S.

Over all, it is expected that this first congressional probe of the music industry, by strengthened statute, or simply by exposure, will result in a revolutionary cleanup in the industry—in the way it does business, and the way the earnings are distributed. Most important, the morale of all songwriters will get a lift, to the betterment of American music and the listening public, if this probe provides fair conditions in the music marketplace.

JOCKS, STATIONS HIT FULL HOLIDAY SWING

• Continued from page 1

stamps for toys, which will be distributed to needy youngsters.

Art Brown, WWDC, Washington, is working hard again this year on the station's annual Christmas fund drive for the old folks in the District Home and other local oldsters in need of help.

Deejay Harold Jackson, WLIB, New York, is raising funds for the 18th consecutive year for his "Good Deed Club," which has raised more than \$3,000,000 for various charities over the years. He will also take a group of entertainers around to as many New York hospitals as possible on Christmas Day to present shows for ward patients.

Entertain Orphans

A group of WHLL jocks appeared on special holiday programs, December 15, 17, 20 in conjunction with WHLL Christmas Parties, at three local orphanages. Station KDKA, Pittsburgh, is conducting a "Penny-a-Month" campaign on the air as part of its annual Christmas Eve fund-raising show for the Children's Hospital.

Program director Robert M. Miller, WERC, Erie, Pa., is offering listeners a shopping service for hard-to-find gifts. Dialers call the station, which in turn hunts around for the items. Tie-up angle is that the name of the store having the

item is announced on the air, along with the name of the person wanting it.

Another shopping service is provided by KEYZ, Williston, N. D., which has set up a mobile trailer, "Holiday House" in the downtown shopping district. The "House" is manned by KEYZ jocks, who spin records, give shopping tips and interview children.

Yule Gimmicks

Deejays at WCAE, Pittsburgh, are involved in a variety of yule stunts. Bill Nesbit, for instance, has asked listeners to submit names for a turkey. The jock will cook the bird and other holiday dinner fixings for the winner on Christmas day.

Henny Penny, WCAE, late afternoon spinner, is running a contest offering a brand new car, covered with pennies as first prize. Morning jockey Pete Shore will shovel snow for some lucky listener on the day when more than one inch of snow first falls. Winner's name will be drawn from a hat.

Station WQAM, Miami, gave away six parakeets and canaries last week as part of a promotion on the Storz record "Deck the Cage With Boughs of Holly" by Sweetie the Canary and Tweetie the Parakeet. Dialers were asked to write and tell why they wanted a canary or parakeet for a Christmas present. Winners received the bird of their choice, a cage and a month's supply of bird seed.

Guaranteed to Build Evans

NEW YORK — Singer Paul Evans who is currently clicking with "Seven Little Girls (Sittin' in the Back Seat)" is due for extensive build-up campaign, according to Guaranteed Records, Carlton Records subsid. The label has resigned Evans to a new three-year contract.

Evans, in addition to being a singer, has clefted several pop clicks for other artists, including "When," which was a hit for the Kalin Twins and "Our Love" by Tab Hunter.

Guaranteed has skedded a new single and LP for the singer. These will be released shortly after the new year. The company is also about to begin a three-week teaser campaign to build up interest in the new Evans single.

The Billboard HOT R & B SIDES

FOR THE WEEK ENDING DECEMBER 20

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	2	3	SO MANY WAYS, Brook Benton, Mercury 71512	10
2	10	6	2	COME INTO MY HEART, Lloyd Price, ABC-Paramount 10062	5
3	4	1	5	THE CLOUDS, The Spacemen, Alton 254	8
4	2	9	13	ALWAYS, Sammy Turner, Big Top 3029	7
5	3	3	16	TALK THAT TALK, Jackie Wilson, Brunswick 55165	4
6	5	4	6	DANCE WITH ME, Drifters, Atlantic 2035	8
7	7	7	4	MR. BLUE, Fleetwoods, Dolton 5	10
8	8	10	14	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	7
9	14	13	7	IN THE MOOD, Ernie Fields, Rendezvous 110	5
10	6	5	8	BE MY GUEST, Fats Domino, Imperial 5629	6
11	9	27	—	UHI OH! Nutty Squirrels, Hanover 4540	3
12	11	28	—	FANNIE MAE, Buster Brown, Fire 1008	3
13	16	12	21	SMOKIE (PART II), Bill Black Combo, Hi 2018	4
14	17	17	18	(IF YOU CRY) TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040	10
15	15	18	28	UNFORGETTABLE, Dinah Washington, Mercury 71508	6
16	18	30	—	WON'TCHA COME HOME, Lloyd Price, ABC-Paramount 10062	4
17	20	19	11	I'M MOVIN' ON, Ray Charles, Atlantic 2043	5
18	27	—	—	TINY TIM, LaVern Baker, Atlantic 2041	2
19	19	29	—	I'VE BEEN AROUND, Fats Domino, Imperial 5629	3
20	13	8	1	DON'T YOU KNOW, Della Reese, RCA Victor 7591	11
21	22	15	10	MACK THE KNIFE, Bobby Darin, Atco 6147	14
22	—	—	—	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314	1
23	—	—	—	YOU WENT BACK ON YOUR WORD, Clyde McPhatter, Atlantic 2038	3
24	25	23	—	LOVE POTION #9, Clovers, United Artists 180	3
25	28	25	15	LET THEM TALK, Little Willie John, King 5274	5
26	12	11	24	SMOOTH OPERATOR, Sarah Vaughan, Mercury 71519	6
27	29	—	20	POISON IVY, Coasters, Atco 6146	16
28	21	14	25	MISTY, Johnny Mathis, Columbia 41483	6
29	—	—	—	RUN, RED, RUN, Coasters, Atco 6153	1
30	26	—	—	JUST FOR YOUR LOVE, Falcons, Chess 1734	2

LET THEM TALK
LITTLE WILLIE JOHN
King 5274

GOOD GOOD LOVIN'
JAMES BROWN
and the Famous Flames
FEDERAL 12361

LOOK AT LITTLE SISTER
HANK BALLARD and
THE MIDNIGHTERS
King 5289

KING

"WHAT A NIGHT"
THE CHIPPENDALES
ANDIE 5013

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"ALL WINTER LONG"
LINDA LAURIE
ANDIE 5015

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IRMA THOMAS
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A 4-STAR BILLBOARD PICK!
A CASHBOX "BEST BET"!
HAPPY BROWN'S Newest Hit . . .
"GIVE ME YOUR LOVE"
b/w
"TOO SHY"—#1579

Still Going Strong . . .
HAPPY BROWN—#1575
"I Cried Like a Baby"
DUD BASCOMB—#1580
"Tuxedo Junction"

SAVOY RECORD CO
NEWARK, N. J.

**REDD FOXX...
FOR BIG
HOLIDAY
PROFITS \$\$\$**



RACY TALES
REDD FOXX DTL 275



New Trends

• Continued from page 3

and feel that good times for them are just around the corner.

At the level of certain small indie record manufacturers, an interesting attitude is being noted. Whereas until very recently these labels were unhappy to have their disks spotlighted as rhythm and blues, they now take exactly the opposite point of view. They now are anxious for an r.&b. pick. Part of the motivation here is that they are already experiencing difficulty in getting pop exposure on some types of rock and roll, and feel they have a better chance of getting action if the disks are called to the attention of the r.&b. deejay field.

This, of course, is in direct contrast to the general point of view not so long ago, which was often stated thusly: "I got news for you, it's all pop."

It's still too early to ascertain just what developments will take place, if any. As noted, a softer type of rock and roll came into being quite a way back. Much of the better elements of rock and roll had already been incorporated into the mainstream of pop music — altho critics of the Rock never realized this. These elements are likely to remain in the pop mainstream permanently. Meanwhile, however, it is no secret that diskeries, a.&r. men, deejays and station programming execs — all feeling the pressure of governmental and public scrutiny — are ready to jump aboard any new trend which proves of commercial value.

L. A. Dealers

• Continued from page 3

of its store. Bill Denels (Hollywood) reports an increase estimated at 15 per cent. Denels similarly has changed his operation since the previous year, moving his Hollywood Boulevard location to new and expanded quarters.

Denels finds that despite the sales increase, sales themselves seem to lack the usual pre-Christmas solidity. He finds the usual high level of pre-yule lay-away purchases are down, altho total cash sales show the 15 per cent increase.

2 NEW ATLANTIC HITS!

atlantic records

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CHUCK BERRY CHESS 1714

"JUST FOR YOUR LOVE"
THE FALCONS CHESS 1743

"SAY MAN, BACK AGAIN"
BO DIDDLEY CHECKER 936

"IT TOOK A LONG TIME"
LOWELL FULSON CHECKER 937

"BREAK IT UP"
LITTLE WALTER CHECKER 938

"BABY, BABY"
LARRY WILLIAMS CHESS 1745

"THE CHAMP" RAMSEY LEWIS ARGO 5352
"SHOULD I" AHMAD JAMAL ARGO 5354

Her Latest Smash!
ANNETTE
"FIRST NAME INITIAL"
Vista F-349
VISTA RECORDS

ARDCO presents—
Cash Box BEST BET
BILL TRACY
"I'M SO HAPPY"
b/w
"JANUARY LOVE"
DEL 4132
ALLIED RECORD DISTR. CO.
1041 No. Los Palms, Hollywood 38, Calif.

Instantaneous Hit!
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#7004
Colonial Records
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TOP-RANK INTERNATIONAL
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Truly, a Great Recording!
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GETTYSBURG ADDRESS
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SIGNATURE RECORDS
119 W. 57th St. N. Y. C.

CLOCK RINGS IN THE HITS
"DAVE'S SPECIAL"
DAVE "Baby" CORTEZ
Clock #1016
1619 Broadway, N. Y. C.

DION AND THE BELMONTS
HAVE ANOTHER HIT: "WHERE OR WHEN" LAURIE
3044 **IN ATTRACTIVE FULL COLOR SLEEVE**

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD

Lormar to Acquire Distrib

Continued from page 2

contract," Glass said. "If necessary, I'll start doing my own selling in Wisconsin."

Lormar's McGuire told The Billboard that his new acquisition would operate solely as a distributor. He has no intention of making it a one-stop. Then he carefully added the words "at this time."

"One-stops will be our customers," he said, "not our competitors."

McGuire was reticent to discuss whether one of its chief one-stop

customers might be its parent company, Lormar.

He said that the Milwaukee operation will differ, as a distributor exclusively, from Lormar's subsidiaries in Phoenix, Ariz. There, its one stop, Flash Distributors, operates under the same roof as its distributor, Flicker. The combined arrangement, said McGuire, has led to "some misunderstanding" in the territory.

McGuire said he will retain the Milwaukee firm's present sales manager, John Conti, for an "extended transition period at least." Slated to be installed as president is Bill Roach, who McGuire described as "a real swinger." Roach is devoid of background in the record business, said McGuire, but acquired a store of business know-how in the specialty auction trade. Over a period of time, McGuire added, sales personnel will be replaced by new faces who may not have record industry backgrounds but who will be especially trained in the Lormar sales viewpoint.

Lormar's pending acquisition represents an adjustment in the firm's stand on what the relationship between distributors and one-stops ought to be. Several weeks ago, McGuire, in pioneering the formation of a one-stop operators association, urged that distributors stay out of the one-stop business and vice versa.

MOVING UP FAST!
THE VILLAGE OF SAINT BERNADETTE
by ANDY WILLIAMS
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THE LITTLE DRUMMER BOY
Original Version
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NIGHT CLUB REVIEW

La Vaughan a Winner at Waldorf

The divine one, Sarah Vaughan, is back on the Gotham night club circuit and she comes thru a winner with a smartly paced act in which she seems at home with every song genre. Gal opened a four-week stint at the Waldorf-Astoria's Empire Room, Monday (14).

Things get off to a bright, happy start with "Everything's Coming Up Roses," the tune from "Gypsy," that's bidding fair to take over the "on with the show" role often played by "There's No Business Like Showbusiness," and "Entertainment." Next comes a highly persuasive "Cheek to Cheek," wherein Miss Vaughan unveils her intriguing, vocal slides. The tune gets a sneaky and catchy wood-block beat. This would make a fine single disk offering.

Then there's a tender, haunting, concert-styled "Gone With the Wind," with the thrush showing her superb vocal control. Other highlights would include her well-known interpretation of "Poor Butterfly," with the verse; a swinging "Linger Awhile"; and her most recent disk click, "Broken Hearted Melody."

Probably the highlight of the act is the soft and beautifully phrased, a cappella rendition of "Walk With Me," a soulful adaptation of the "Going Home" theme from Dvorak's "Symphony of the New World." The windup comes with a complete switch in mood to "Smooth Operator," and a pounding finale in "It Don't Mean a Thing."

The augmented Emil Coleman ork is handled from the piano in crisp style by Lionel Bright with Miss Vaughan's own inner group of Harry (Sweets) Edison on trumpet, Dick Davis on bass and Tracy Brice on drums also sitting in. One suggestion for the singer might be to pare the much-overdone "Just One of Those Things" from the act. Otherwise visually and vocally, it can be said with conviction, "she's the greatest!"

Ren Grevatt.

* * *

CONCERT REVIEW

Browning Shows Impressive Talent

The United States has reason to be proud of the young pianists it is turning out these days. Van Cliburn's impressive technique has made him known thruout the world. John Browning, who gave a recital at Carnegie Hall in New York last week (14), is another outstanding pianist with remarkable gifts. Browning's recital covered many types of music, including a Haydn Sonata, a Schubert Sonata, the Beethoven "Appassionata," excerpts from William Bergsma's "Tangents," and understandably, some Chopin items.

Browning performed them all handily, especially the Haydn and Schubert, and delightfully on the Bergsma and Chopin pieces. His work on the "Appassionata" was noteworthy, even tho occasionally he had a tendency to overemphasize his fortes, an item that he is sure to overcome in the future. He was called back for many encores. Capitol Records has an important talent on the label in John Brownin.

Bob Rolontz.

* * *

TV REVIEW

Hope D.J. Rib a Bit Too Cynical

Bob Hope garnered plenty of publicity with his headlined spat with NBC over the deliberate inclusion of product plugs in a payola skit on his NBC-TV show last Friday (11).

The idea (Hope playing an on-the-take deejay tagged Herman Payola with Ernie Kovacs as an investigator) was funnier than its execution. Over-all effect was more of cynicism than satire.

Hope's best crack was a line ribbing his own lack of success on wax. "You can't buy a hit record. I'm the one who knows!" He also claimed "RCA Victor's dog is tone deaf," admitted accepting a bag of nuts from Alvin the chipmunk, and told about the "deejay who tried to kill himself. Threw himself on his needle. Can't tell if he's dead. He hasn't stopped spinning."

June Bundy.

ASCAP Board

Continued from page 2

000. This bonus comes to about 20 weeks' salary.

The recipients of these increases and bonuses were asked to leave the room while a vote was taken, and the measures were passed. But much bitterness was obvious after the meeting. One prominent member, present at the proceedings stated: "The room is stacked. . . . What's the use of kidding ourselves." This prominent member stated that Starr's proposal of the raise and the bonus was "A sop to those men who were trying to extricate him from the mess he has got into."

The member added: "Let the chips fall where they may. ASCAP can't be hurt by any one guy."

"What can you do," a member asked, "when Starr is a chairman and member of several vital committees."

Tension and dissension within the board has been growing, and Tin Pan Alleyites expressed the view that not within memory have publisher titans of this high echelon crossed swords so bitterly. The drama of the next several weeks, involving the big question of how to resolve the Warners TV plug situation during a period when ASCAP is beset by attacks from its own membership, is apparent to all.

Needle Chart

Continued from page 7

diamond and sapphire varieties. Another Recoton innovation is a so-called, self-selling diamond stylus package which includes a foam pad that serves as a handy disk cleaner. Dealers can get the new Walco and Recoton charts by writing directly to the companies involved.

Sylvania Rumor

Continued from page 7

joining Sylvania as a regional man early this year.

Trading jobs with Bloom, who was traveling sales rep working out of Indianapolis with Sylvania, will be John E. (Jack) Lau. Lau, who it's understood stands high among the young executive echelon of Sylvania, is being sent out into the field for more actual sales seasoning. Lau has risen rapidly in Sylvania ranks and skipped the normal road indoctrination work normally done by Sylvania execs.

Bloom could spearhead a record distributor drive such as that experimented successfully with by Philco thru M-G-M record distributors (The Billboard, November 30) in that his years with Lyric were spent contacting the record distributor wing of sales for the Chicago firm.

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The Exciting New Star

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Cameo #169

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The Group that Never Misses!
THE CRESTS
"A YEAR AGO TONIGHT"
b/w Paper Crown
Coed #521

GOED RECORDS
1619 Broadway New York, N. Y.

JAMIE
Top Country Number Breaking for a Pop Hit—The Big Ballad of 1960!
Are You Willing Willie!
b/w This Heart of Mine
MARION WORTH
Guyen #2024

GUYDEN RECORDS 1330 W. Girard Ave. Phila., Pa. ST 2-3333

The Christmas Album Of The Year
ST. PATRICK'S CATHEDRAL CHOIR SINGS CHRISTMAS CAROLS
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Write William W. Donnelly, Gen. Mgr.

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Teletype service—Family Plan

R. M. Harvey, 90, Dies at Perry, Ia.

Routed Biggest Circuses in 58-Year Career; Knew Wallace, Bailey, Ringlings

PERRY, Ia.—R. M. Harvey, general agent for nearly every big name and many lesser ones in circus business over a span of six decades, died at Dallas County Hospital here Sunday (13). He was 90 years old.

Harvey had been off the road since 1953 and in failing health for about three years. In the past several months he had been nearly blind.

He was highly regarded as a show agent and routed such circuses as Barnum & Bailey, Hagenbeck-Wallace, Sells Floto and Buffalo Bill. His close friends included Ben Wallace, James A. Bailey and the Ringlings.

In recent years Harvey had not only been with numerous circuses, but was associated with a firm which prints and mails heralds for many circuses and other shows.

This business was handled by the Perry Chief, a newspaper in which Harvey had an interest and to which he has been contributing articles about circusing. Several of these articles have been reproduced in booklet form. Other businesses in which he was interested included a theater at Perry and several commercial buildings here.

Studied for Ministry

Robert Mitchell Harvey was born at Sidney, Ia., June 2, 1869. He entered DePauw University at Greencastle, Ind., in 1895, to study for the ministry. In the same year he and a Perry business man opened the W. F. Kirkhart Circus, but it soon folded. In 1896 Harvey joined the Great Wallace Shows as assistant contracting agent and remained several years. Both Bailey and Ringling sought

(Continued on page 32)

AGVA Objects To Russ Show, Not Chinese

Continued from page 1

taken as a favor to the Ringling show, "just a -- -- lie."

"We are opposed to a Russian circus purely on moral and political grounds," he said. "Even if there is a cultural exchange program that is no reason for a union to back down on its policy. We have a perfect right to voice our objection."

Bright did not discount the possibility of AGVA picketing any place housing the Russian circus. He said the only way AGVA "might consider" such approval would be if an American show day-and-dates the Russians on Russian soil, with the same number of performers getting their regular salaries. "I don't like the idea of having Russians as dues-paying members," he said.

The same situation does not exist with the "Circus of the Orient," which is coming from Nationalist China and is privately supported and promoted both there and here (The Billboard, October 5). Members will pay AGVA fees and dues without objection.

China Circus Tour To Start in August

Palisades Park Sets Nationalist Show For Three Weeks Under Hunt's Big Top

NEW YORK—The Nationalist Chinese show, Circus of the Orient, will make an extended tour of this country, starting with a three weeks' stand late next summer at Palisades Amusement Park in New Jersey.

The China Circus is to be handled by Jerry Hoffman of Savoy Enterprises, New York. At Palisades, the billing will read "Irving Rosenthal and Hunt Bros. Circus present the Circus of the Orient, imported by Jerry Hoffman, impresario."

Hunt Bros. figures in the opening stand because the China circus will use the same big top and other equipment that Hunt will have at Palisades Park in the spring.

Palisades will have the China Circus for the final two weeks of

August and the first week of September. This plus the Hunt show in the spring will give the park 60 days of circuses in 1960.

Hoffman is expected to tour arenas and auditoriums next fall with the Chinese circus.

Following the departure of the fall circus from the park, the big top will be kept up and used for a boat show. Boats and related equipment will be shown in the tent, the midway and the swimming pool area for a 10-day effort to extend the park's season. The plan is for the boat show to have a free admission and for park rides to go for 5 and 10 cents. This policy will continue on weekends thru September and October or as long as weather permits.

RODEO WORLD'S SERIES REPORTS STURDY ADVANCE

DALLAS—Advance sale of tickets for the December 26-30 National Finals Rodeo is setting what is called a record for any rodeo, according to John Van Cronkhite, producer-general manager. Event will be held here in the new Livestock Coliseum of the State Fair of Texas.

The first rodeo to be produced by the sport itself, it is sponsored by the Rodeo Cowboys' Association and will dole out \$57,500 in prize money to contestants. A total of 10 performances are scheduled on a two-a-day basis.

A total of 69 cowboys from 18 States have qualified as contestants. There are 15 in each of the five events, but six have qualified for more than one event. Events are saddle bronk riding, bareback bronk riding, Brahma bull riding, calf roping and steer wrestling.

Bucking stock has been selected from many producers. First, some 680 animals were selected from the 7,000 used in rodeos thruout the country. From this 680 the 255 head of bucking stock were selected on past records. There are 70 in each of the three riding events and 15 reserves in each event.

Iowa State Fair Pacts New P-R Adv. Agency

DES MOINES—The Iowa State Fair last week changed its publicity and advertising agency following a resolution by the Fair Managers Association of Iowa blaming public relations for the lack of patronage at the 1959 State Fair.

The fair board hired Truppe, LaGrave and Reynolds Agency with Russell Truppe named as superintendent of publicity. The agency will handle all advertising, public relations and publicity. Replaced after 40 years was Fairall & Company of this city.

In its resolution, the county fair manager's organization said "the State Fair board should try to improve public relations as regards the farm equipment industry and publicity media—press, radio and television."

The board re-elected Lloyd Cunningham as secretary and announced official dates for 1960 were August 26-September 4, the same as in the past. Cunningham

announced that the 4-H livestock show would be moved up to the opening dates of the fair so as not to interfere with school work during the first week of school.

NAAPPB Changes Dues, Adds Space To Trade Show, Alters Banquet

CHICAGO—National Association of Amusement Parks, Pools & Beaches this year will increase its dues for the first time in a decade. This was decided at a meeting of the board of directors here during the convention.

Rates will go up 20 per cent, it was decided.

A survey made earlier and reported upon at the convention showed that most members would favor an increase. It was pointed

Neumann for Fair in Conn.

PUTNAM, Conn. — Erwin G. Neumann has been elected president of the Woodstock Agricultural Society, which sponsors the Woodstock Fair over the Labor Day weekend. Other officers include Roscoe Stevenson, vice-president; Donald Williams, secretary; Henry J. Dunleavy, assistant secretary; Walter King, treasurer; Henry J. Bartolomei, Mrs. Dorothy Nelson and Henry P. Joy, auditors.

HAMID MIAMI TOASTMASTER

MIAMI BEACH — Toastmaster for the Miami Showmen's Association banquet, in the Eden Roc Hotel's Pompeii Room nitery on January 4, will be George Hamid Sr. Hamid has never even visited the club, much less attend its banquet. Mrs. Hamid will sit at the table of club President John Vivona whose carnival, coincidentally, plays Hamid's New Jersey State Fair in Trenton.

Group Charts New Fair in Charlotte

CHARLOTTE, N. C. — Former Mayor Ben Douglas Sr. heads up a group intending to promote a new amusement park and fair, plans for which were circulated at the Chicago conventions. A corporation charter has been filed for in the name of the Greater Mecklenberg County Fair.

Douglas has bought a Ferris Wheel from Theodore Meadows of Tennessee and will both acquire and book in other units for the park. A 35-acre site owned by him is being offered for the fair, just north of the city at the intersection of Route 29 Bypass and North Tryon Avenue.

Douglas, president of the organization has been very prominent in local life. He is a music supply dealer, realtor and operator of a fur business, and the city's Doug-

las Airport was named for him. The fair site fronts 1,050 feet on the main highway, and is more than 1,400 feet deep with a rear entrance from Route 49.

There is a 15-room former rest home which will likely be used as an administration building. A downtown office will be opened next year to handle advance work, some of which has started in the survey of local farm and demonstration groups. The fair will make considerable use of canvas for its exhibits.

No Fair Last Season

Charlotte has not had a fair since the 1958 season, when Dr. J. S. (Doc) Dorton retired his fairgrounds property.

Douglas said announcements on both the midway occupant and fair

(Continued on page 36)

Miami Fair Maps Attraction Plans

MIAMI — Attraction plans for the Greater Miami Metropolitan Fair were disclosed here last week.

The event, to be held February 20-27 at Tropical Park Race Track, is under the direction of Burton E. Vandusen, Leonard R. Simons, Harry B. Julius and O. J. (Whitie) Weiss.

Name attractions are in the process of being signed, Vandusen said. In addition bands will be signed and free dancing will be a nightly attraction. Major promotion will be thru the distribution of close to 2,000,000 cut-rate tickets plus local and Statewide advertising. Two kids' days are scheduled under the sponsorship of Pepsi-Cola, and a complete midway of rides, shows and concessions has been booked.

Coming right after Florida State Fair, Tampa, a number of commercial exhibitors are expected to also participate in the fair here.

Free parking for 2,500 automobiles is provided at the race track.

Plans are to make the event an annual fair, according to Vandusen.

out there that the association has had no dues hike in 10 years and that part of the reason was that the price to exhibitors for space at the trade show was increased several times in that period. NAAPPB dues are determined by the size of a park or similar operation.

In another action, the board of directors okayed expanding the trade show space to include a lower level room that heretofore has not been used by the show. It will add a net of 30 more booths

for the show and will serve to accommodate some of the companies which have been seeking space when none was available. Access to the lower level is by a stairway near the booth space normally used by Allan Herschell Company.

More changes are contemplated for the annual banquet and ball next year. One of these will be the use of the balcony area for dining tables, thus providing more ringside locations. A larger budget was provided for the acquisition of name acts.

AMUSEMENT PARK OPERATION

Coney Island Murals, Movies Show at U. S.-India Exhibit

HUGE PHOTO murals of Coney Island, Cincinnati, decorate part of the U. S. Exhibition which opened Friday (11) in New Delhi, India. President Eisenhower opened the show, which contains an amusement area featuring locally acquired Merry-Go-Round and Ferris Wheel. Park President Ed Schott provided a two-minute short film and 15-minute part tour movie, narrated by Bob Braun, who does the poolside radio shows during the Coney Island season. Opening scene is an aerial view taken from the plane of Bill de L'horbe. The exhibition runs thru February 14.

Details Told for Chicago Winners of Display Awards

NEW AND UNUSUAL units predominated in the awards competition at the Chicago convention. The four division winners showed the following equipment: Davis Award (most meritorious exhibit), won by Hot Rods, showing new imported car for Calypso, Scooter Hot Rod, Jr. Hot Rod, Carrousel and Motor Scooter, plus decorative German organ; Wilson Award (Meritorious exhibit of equipment and supplies), won by Dalason Products, which showed an array of gleaming Bar-B-Frank machines and the Dala Toaster; Humphrey Award (new device), won by Eric Wedemeyer, who showed a scale model of his Jungland boat ride plus several moulded pieces used as theme layout decorations; Guenther Award (games and/or arcade equipment), won by Fascination, which displayed its new "Sea Horse" group game along one wall of the hall. It features sea horse advancing horizontally against an undersea backdrop.

NAAPPB People Continuing Winter Tours, Vacationing

AMONG THOSE ATTENDING the National Swimming Pool Institute's convention and show in New York City last week were Mr. and Mrs. John L. Philipps of Dayton, O.; Mr. and Mrs. Jack Weisenberger, Covington, Ky.; Mr. and Mrs. Vernon D. Platt, Feasterville, Pa., and Mr. and Mrs. Eric Arneith, Lansdale, Pa., all prominent pool and beach division leaders of NAAPPB. Also attending was NAAPPB Executive John S. Bowman, who was looking over prospective exhibitors for the enlarged area of the 1960 NAAPPB show which will be scheduled for November 27-30 at the Hotel Sherman-Chicago. . . . The Arneiths are just back from a restful four weeks' Caribbean trip made aboard a freighter. . . . Eric says it's the "only way" to get peace and quiet and still soak up sun. . . . Alex and Ruth Moeller, of Waldameer Beach Park, Erie, Pa., are en route to Pompano Beach, Fla., to spend the winter. They report they missed the NAAPPB '59 convention "so much" but hope business won't prevent their attending in '60. . . . NAAPPB President Bob Plarr now is in Miami basking in Florida sunshine aboard his faithful yacht, the "Jolly Rover." . . . Also heading for Florida soon will be Julian Norton, NAAPPB liability insurance committee chief and his missus. They'll be at Fort Lauderdale. . . . The Harry Batts, of New Orleans, are sending a Japanese Santa card in memory of their recent trip to the Orient; Fred L. Markey, of the Dodgem Corporation, sends a "round-trip ticket to outer space" Christmas card to bring a wish for a "Christmas Out of This World." . . . Kennywood Park, Pittsburgh, has cards with a lovely color shot of its beautiful flower gardens with a verse expressing hope for a "magic way . . . to make us children the whole year round!" . . . And to wind this up, we wish you all the happiest of holiday seasons.

FAIR MEETINGS

West Virginia Association of Fairs, Tygart Hotel, Elkins, January 2-3. Mabel C. Hetzer, P. O. Box 589, Huntington, secretary.
Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 3-5. Robert L. Barnett, Muncie Star, Muncie, Ind., secretary.
Minnesota Federation of County Fairs and Minnesota State Agricultural Society, St. Paul Hotel, St. Paul, January 4-6. Hubert Ransom, St. James, secretary.
Georgia Association of Agricultural Fairs, Dinker-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, Colum-

bus, 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, 315½ East Mill Street, Plymouth, secretary.
Missouri Association of Fairs, Governor Hotel, Jefferson City, January 14-15. Victor M. Gray, Box 530, 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, (Continued on page 36)

100G SALARY FOR MGR. OF WORLD FAIR

NEW YORK — A four-man committee has been named to seek a full-time paid manager for the 1964 World's Fair. All are prominent in business, and the likelihood has been expressed that the man selected will also be one who has proved himself in corporate life rather than fair business. Proposed salary is \$100,000 a year.

Beneath the top level will be a staff of persons adept in fair and amusement operations.

Appointments to the committee were announced by Thomas J. Deegan Jr., chairman and president of the New York World's Fair 1964 Corporation, following a meeting of directors. On the committee are David Rockefeller, Bernard Gimbel, William E. Robinson and Thomas J. Miley.

Calif. Fair Ups Fees for Exhibitors

DEL MAR, Calif. — Admission prices to the 21st annual Southern California International Exposition and San Diego County Fair to be held here June 24-July 4 will remain the same with the exception of a small increase in the price of exhibitors advance sale tickets, Bob McClure, secretary-manager, said here.

Directors of the agricultural association sponsoring the event approved an increase from 50 to 75 cents in the cost of exhibitors advance sale tickets.

Prices for the 1960 event as adopted by the directors will be \$1 for adults, 25 cents for children, 75 cents for advance sale and exhibitors tickets.

Frank Winkley's Mother Passes At Age of 89

MINNEAPOLIS — Mrs. Frank C. (Nora) Winkley, 89, mother of auto race promoter Frank R. Winkley, died here recently.

Mrs. Winkley was an accomplished pianist and played professionally at one time and was also a longtime writer and poet. Several of her hundreds of poems were published in national magazines and a musical composition, "Blue Manilla Bay," was also published. In recent years she has been writing her memoirs and one chapter of these, which described an 1890 prairie fire in South Dakota, was published three years ago in the Gopher Historian.

Burial was in Oak Hill Cemetery here.

NEWINGTON, Conn. — The most lavish assortment of golfing facilities in the U. S. is under construction on Berlin Turnpike here. To be called Grant Moore Golf Center, the installation will cost more than \$2,000,000 when completed and contain a 35-tee driving range, 18-hole Holmes Cook miniature golf, 9-hole par 3 course, and 18-hole country club course.

TALENT ON THE ROAD

GAC-Hamid Details Names for '60 Season

The GAC-Hamid Agency has announced its name attractions being booked for the 1960 fair and outdoor season. Included in the stable are Sky King and Penny, Lone Ranger, Tonto and Lassic, Paul Anka, Connee Boswell, Cab Calloway, Four Coins, Jimmy Dean, DeJohn Sisters, Jimmy Driftwood, Fontane Sisters, Harmonicats, Ina Ray Hutton, Betty Johnson, Four Lads, Snooky Lanson, Clyde McCoy, Mariners, Merry Macs, Mills Bros., Nick Todd, Robert (Trackdown) Culp, Steve (Wanted Dead or Alive) McQueen, Guy Mitchell, Vaughn Monroe, Les Paul and Mary Ford, Poni Tails, Carmel Quinn, the Red Heads, Jimmie Rodgers, Lanny Ross, Lillian Roth, Jennie Smith, Kirby Stone Four and the Three Suns. . . . Jorgen Jorgensen, half of the Egony Bros., aerial turn, was presented with a daughter by his wife recently. The youngster's named Johnna. . . . Betty Johnson reports her appearance on the Ed Sullivan TV show was a financial winner for her. Sullivan just re-ran the filmed stint she did last year and paid her for it altho Betty wasn't near the studio.

TV SHOWCASE: George DeWitt will emcee a new half hour talent show starting January 27 on CBS. Mary Ann Mobley —Miss America of 1958—will be the vocalist and Ray McKinley's ork will cut the show. Show will originate in New York. . . . Barbara Britton will be hostess on the New Year's Eve Big Party with Patrice Munsel, Sammy Davis Jr., Paul Whiteman, Ames Bros., and Senor Wences. . . . Paul Anka, Jan Murray and Ann Davis guest on the December 22 Arthur Murray party. . . . Bob Williams and his dog act and Shari Lewis on the December 23 Perry Como show. . . . Terry Moore, Charles Ruggles and Jack Kirkwood guest on the December 29 Red Skelton opus. . . . Ray Bolger goes legit as an actor on the December 27 GE Theater. . . . Included in the cast of the January 31 Fabulous Fifties via CBS will be Jackie Gleason, Shelley Berman and Mike Nichols and Elaine May.

Charlie Byrnes

Henderson Heads Overseas

Skitch Henderson has gone to Europe for guest conducting dates with the London Philharmonic and London Symphony orchestras. He led the San Antonio Symphony in concert rendition of Alan Hovhaness' opera written for television, "The Blue Flame," December 15. Telecasting is in discussion stage. . . . Associated Booking has a Sammy Kaye package framed for charity benefits, consisting of five variety acts, the orchestra, vocalist Shirley Ost and Kaye's "So You Want to Lead a Band" contest. . . . Six Miami Beach hotels are banding together to offer name acts free in the Cavalier Theater, 67th Street. Hotels are the Deauville, Versailles, Sans Souci, Sherry Frontenac, Casablanca and Crown. Acts are Red Buttons, December 21; Connie Francis, 23; Ritz Brothers, 28; Roberta Sherwood, January 1; Tony Martin, 4; George Jessel, 7; Liberace, 11; Bobby Darin and Henny Youngman, 15; Judy Garland, 18; Robert Merrill, 23; Louis Armstrong, 25; Myron Cohen, 27; Crosby Brothers, February 1; Jane Morgan, 4; Alan Gale, 8; Buddy Hackett, 12; Sophie Tucker, 15; Harvey Stone, 19; Anna Maria Alberghetti, 22; Dick Shawn, 26; Betty Grable, 29; Nelson Eddy, March 3; Tony Bennett, 7; Mitzi Green, 11; Mickey Rooney, 14; Jane Morgan, 17, and Jose Iturbi, 21. . . . On the Small Screen: Shari Lewis and Bob Williams' dog act on the December 23 Perry Como show; the Champions, the Iturbis, Sheila and Gordon MacRae, Les Paul-Mary Ford and Dorothy Collins-Raymond Scott headline the Bell Telephone Hour on January 15. Irwin Kirby.

Del Mar Fair Names Harris Press Chief

DEL MAR, Calif.—Jim Harris, veteran newspaperman, has been named publicity director of the Southern California International Exposition and San Diego County Fair, Bob McClure, secretary-manager, announced.

Harris was publicity director of the National Orange Show in San Bernardino for several years after leaving active newspapering. Last fall he handled the press for the San Bernardino County Fair in Victorville. Approximately 15 years ago, he handled the San Diego County Fair in a press capacity.

Fair here will be held June 24-July 4.

HOUSTON—An \$86,400 damage suit was filed here against Playland Park, Inc., by John H. Hennech, injured September 5 when a runaway stock car crashed a barrier at the Playland Park Speedway. He got a fractured pelvis when the car hit him. His 14-year-old stepson was one of three persons killed by the car. Sam Slusky, an owner of the park, was one of those killed. Hennech's suit alleges negligence by the park management. It said entrances to the grandstands were in dangerous positions behind the track curves.

Navy Report Helpful for Auds, Pools

WASHINGTON — A 62-page report prepared by the Navy can help amusement operators who are planning to construct additional facilities, or alter old ones.

Released last week thru the Commerce Department's Office of Technical Services, it contains information on the design, construction and maintenance of swimming pools, gymnasiums, auditoriums, tennis courts and other installations for improved physical and mental fitness. The report emphasizes "providing facilities at a reasonable cost while holding fire and health hazards to a minimum."

Design factors and graphs in the report are intended to serve as engineering guides for use in solving structural problems. They include practices in planning proper acoustics, seating arrangements and lighting, and other things. Recommended dimensions, construction material and safety measures are outlined.

Those interested may order a copy from the Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C.

ARENA, AUDITORIUM NEWSLETTER

New Long Beach Plan

By TOM PARKINSON

LONG BEACH, CALIF., has been considering a new exhibit hall for some time, but has been in conflict with the State over whether the city could properly use oil funds from a tidelands trust for this purpose. Now from Long Beach comes word of efforts to reach an agreement that could mean construction next year. In 1953 an architectural contract was let and a fund of \$4,325,000 was earmarked. In 1955 the city advertised for bids and these were received but returned unopened when the State announced it would seek an injunction to block the project. Now a separate court decision has contributed toward a change in State opinion. It now seems possible that the State will drop its pending litigation and the city will be allowed to build the structure. However, the building under the proposed new plan could not be used for sports events or certain shows. An ice rink, for example, would not be included. The building would be intended only for exhibitions and conventions.

Honolulu Cuts Arena Budget As Researchers Urge Plan

STANFORD RESEARCH INSTITUTE has recommended to the city of Honolulu that it proceed with plans for a \$6,000,000 auditorium. This was done in a preliminary oral report received by the city council the day after the council had reduced its budget for the project to \$1,500,000 from \$4,000,000. The Stanford team recommended that Honolulu build an arena to seat from 7,000 to 9,500 persons, a concert hall with complete stage and seats for 2,500 persons, an exhibition hall of 50,000 square feet, and various smaller halls and rooms as well as a 2,000-car parking lot. One source estimated the over-all cost of these buildings plus the architect fee, landscaping and other factors be about \$8,000,000. The Stanford team urged installation of air conditioning. The institute will submit a written report in January. Meanwhile The Honolulu Advertiser has asked, "What the plan?" and declared that the city should reconsider the budget and act at once to build the auditorium. The paper declares the city is losing convention business for lack of adequate facilities.

ROLLER RUMBLINGS

By AL SCHNEIDER

ESTABLISHMENT of minimum standards for the sanctioning of regional skating competitions was approved at the semi-annual meeting of the Board of Control of the Roller Skating Rink Operators Association of America at Little Rock, November 30-December 3. The aim is "to improve conditions under which these competitions are conducted," according to Charles E. Cahill, secretary-treasurer.

"It had long been felt that some standardization of these competitions was necessary, and after long and careful deliberation the minimum requirements were adopted," said Cahill. "Because of geographical differences and the customs acceptable in each area, many of the matters pertaining to regional competitions were left to the direction of the regional chapters of RSROA."

This marks a distinct shift in the organization's policy. Prior to this step, such standards were left entirely to the discretion of the operator of the host rink for each meet. The new regulations become effective with the 1961 regional competitions.

Assignments for three regional meets were approved at the Little Rock meeting: To Melody Skating Club, Groton, Conn., for the Northeastern Region; Holiday Skating Club, Fort Worth, South Central, and Tacoma (Wash.) Roller Bowl, Northwestern Pacific.

The next world roller skating championships will be held in 1962 at Tokyo, according to announcement by William T. Brown, Seattle, president of the World Skating Congress. An invitation to the RSROA to participate in this so-called Olympics of roller skating, extended by Brown, was taken under advisement.

Inspection of facilities at Barton Coliseum, Little Rock, to be the scene of the 1960 American Amateur Roller Skating Championships, was made by those attending board sessions. This is a five-year-old structure and is said to have facilities far above those enjoyed at any previous championship meet. The city is installing a new maple floor, 100 by 200 feet, prior to the meet. Permanent seating is provided for

7,000 spectators, and the building has complete air conditioning and excellent parking space.

New standards for the subsidiary Society of Roller Skating Teachers of America were approved. They tighten the qualifying requirements. These include: (1) An apprenticeship period of at least one year; (2) a written qualifying examination, and (3) a character reference.

The RSROA also moved to cooperate with the American Heart Association in its fund raising program in February. It was the view that this is a worthy cause and that the industry will benefit thru the publicity associated with this campaign.

A new general association rule book was approved after four years of preparatory work. All rules of the organization, classified by subject matter for convenient reference, are incorporated. The secretary was instructed to expedite distribution of the book.

The sessions constituted a miniature convention, being attended by a number of rink operators and trade representatives. Board members present included Chairman M. M. Shattuck, Redwood City, Calif.; Gordon Van Roekel, Santa Ana, Calif.; Bert Anselmy, Pontiac, Mich.; Charles E. Sanford, Fort Lauderdale, Fla.; Kenneth D. Robertson, Seaford, Del.; Thomas Boydston, Lincoln, Neb.; Arthur Russell, Seattle; John S. Rando, Waltham, Mass.; Benjamin F. Morey, Pennsylvania, N. J.; Joe Spillman, San Antonio; John W. Sawyer, Kansas City, Mo.; Victor Caille, Wilmington, Del.; Ralph H. Fox, Omaha; Roy Parker, Bradley, Ill., and C. E. Cahill, secretary-treasurer.

Advisory committee members present were Victor J. Brown, Newark, N. J.; William T. Brown,

Portland, Me., Coliseum Plan Loses in Vote

PORTLAND, Me. — Portland's proposed coliseum has been defeated by a margin of 1,579 votes.

The controversial issue of building a \$3 million arena brought out the largest vote for a city election since Portland adopted the city manager form of government in 1923.

Citizens voted against the coliseum, 8,121 to 6,542.

Swenson Adds Showings at Midwest Fairs

SPRINGFIELD, Mo. — The booking of thrill shows as a major feature at Midwest fairs, instead of one or two shows, is becoming more commonplace, according to Aut Swenson, owner-manager of the Swenson Thrillcade.

His show played five performances at the Red River Valley Fair, Fargo, N. D., last season and has been rebooked for next year with four night performances and one afternoon show. The Belleville, Kan., fair has awarded him a contract for three nights and an option for two more. He'll do four shows at the Tulsa State Fair; four in Crown Point, Ind., against two in '59, and there in Austin, Minn., where he did two last August.

Another two-year pact has been closed with the Allegan (Mich.) Fair, the second consecutive two-year pact with that fair. Show will do two at Mason City, Cedar Rapids, Cresco and What Cheer, all in Iowa, the latter two new for the show's route. Other dates in that State include fairs at Columbus Junction, Independence, Denison and West Liberty.

New to the route is one day at Huron, S. D. Show will return to Nebraska State Fair, Lincoln, and Central Wisconsin State Fair, Marshfield, the latter for Labor Day afternoon and night.

Safway Steel Gets Portland Seat Contract

MILWAUKEE—A contract for \$72,000 has been awarded to the Safway Steel Products Company here to supply the Portland (Ore.) Memorial Coliseum and Recreation Center with all portable chair risers, combination portable stage and boxing ring, hockey dasher and goals.

E. C. Forsythe, manager of the auditorium and arena seating division, said Safway also is supplying additional portable seating equipment for both the Greenville (S. C.) Memorial Auditorium and the Brown County Arena at Green Bay, Wis. These orders for special equipment are for use in connection with ice shows.

Seattle; Edward H. LaVenture, Fitchburg, Mass., and Robert Y. Gould, St. Petersburg, Fla.

Operators in attendance included Mr. and Mrs. Henry Mason, Norfolk; June Hutchinson, Rockville, Md.; Troy Braswell, Little Rock; Ray Koppelman, New Orleans; Don Bromley, Tulsa; J. Huber, Bakersfield, Calif.; A. V. Rodman, Rosecrans, Calif.; Les Oldfield, Houston, and Bill Boyce, Oaklawn, Ill.

FAIR-EXHIBITION MANAGEMENT

Regina Ex Nets 48G; Elects MacDonald Prez

REGINA, Sask.—Prominent as a businessman and sportsman, Donald S. MacDonald was elected president of the Regina Exposition Association at the 53d annual meeting of directors. He succeeds Wallace A. Thomson, who automatically becomes honorary president for 1960.

A director of the fair board since 1946, MacDonald was first vice-president in 1959. He has been a member of the grounds and buildings and industrial committees. He is president of Bird Construction Company, Ltd., Regina.

Jack W. Peart, a director since 1959, was elected first vice-president, and W. Clarence Mahon, a director since 1947, was named second vice-president.

The meeting accepted the resignation of Harold A. Crittenden, second vice-president in 1959 and a director since 1947. Fraser E. Reid, a director since 1951, also resigned. New directors are Don R. Dawson and W. E. Bell.

Altho the past year was not one of the best financially, it was "quite rewarding to the board," said T. H. McLeod, manager, in the directors' report.

Net profits of \$48,647 on the summer fair and \$16,224 on the year's operations were shown. The fair week profit was down \$17,891 from 1958 and the year's profit was down \$28,679.

Attendance at the summer exhibition was 213,851, a decline of approximately 3 per cent, which was attributed in part to high temperatures.

N. H. Events Split 122G

CONCORD, N. H.—The Department of Agriculture has distributed \$122,746 to 12 New Hampshire fairs.

This amount, one-quarter of 1 per cent of all pari-mutuel wagers on horse racing, is divided among the fairs in proportion to the premiums paid out by each fair in previous years. The subsidy has been climbing so substantially in the past two years, however, that the Legislature had voted to set the limit at \$150,000 per year. Each fair gets a strating donation of \$100.

Lancaster Fair was the first on the list, receiving a record amount of \$23,716 on the basis of \$20,470 worth of premiums. Second largest amount went to the Rochester Agricultural and Mechanical Association with \$19,645 on premiums paid totaling \$16,939. The Deerfield Association was in third place with \$18,697 on premiums of \$16,122.

Checks to the nine other fairs are as follows: State Fair at Plymouth, \$17,979 on premiums of \$15,500; Cheshire Fair at Keene, \$13,093 on premiums of \$11,256; Hopkinton Fair at Contoocook, \$12,911 on premiums of \$11,105; Sandwich Town and Grange Fair, \$8,961 on premiums of \$7,678; North Haverhill Fair, \$2,665 on premiums of \$2,225; Atkinson Fair, \$2,069 on premiums of \$1,703; Cornish Fair, \$1,048 on premiums of \$823; Belknap 4-H Fair at Laconia, \$1,012 on premiums of \$790, and New Boston Fair, \$951 on premiums of \$735.

Spencer, Ia., to New Format

CHICAGO—The Clay County Fair, Spencer, Ia., will adopt a new format for '60. According to Bill Woods, veteran secretary, there'll be no night stage revue and the entire program, the "entire facade" of the fair will be radically changed. Art B. Thomas Shows will again provide the midway. . . . Great Jones County Fair, Monticello, Ia., has started construction of a new \$90,000 Youth Building, 102 by 144 feet. It'll be ready for the '60 fair, according to Secretary Claude Appleby, and is designed for many youth activities during the off-season. The structure will be of tile and brick similar to other new buildings on the grounds and will have complete kitchen facilities. . . . The Ozaukee County Fair, Port Washington, Wis., will still be in business, altho it almost didn't survive a recent cut on funds from the county. County officials decided not to come up with the money, but a compromise was reached and the fair will get \$3,500.

Wagner Opera Ends Successful Season

NEW YORK — The Wagner Opera Company, under the management of Felix W. Salmaggi, has completed its nine weeks' trans-continental tour of the U. S. and Canada and now is laying plans for its 1960 fall tour.

Salmaggi said that the tour just ended was "highly successful" and that its 1960 New York Opera Festival tour is to include "Madame Butterfly," "LaBoheme," Rigoletto," "Cavalleria Rusticana" and "Pagliacci."

The 1959 tour offered all operas in Italian, but the 1960 tour is planned to have "Madame Butterfly" in English as well as Italian. Coming up is the company's fourth annual tour. Last season it visited 46 cities in 20 States and three

Canadian provinces, a 12,531-mile trip.

The artistic roster included Susan Banks-Smith, Olivia Bonelli, Katharine Bryce, Robert Campi, Michael Cavallaro, Anna D'Arte, Robert Falk, Josephine Guido, Thomas Hageman, John Modenos, Anthony Palmeri, Hernan Pelayo, Rudolf Petrak, Claudio Raublais, Sara Rhodes, Eddy Ruhl, Vincenzo Siviero and Marilyn Sofia. Conductors were Theodore Gargiulo, first three weeks, and Anton Guadagno, final six weeks. The stage director was Noah Rodriguez. The company included orchestra, chorus and technical crew, and transported its own scenery, costumes and properties. Personnel traveled in two buses.

Rapp's Annual Yule Program Plays for 4 Cincinnati Firms

CINCINNATI—Barney Rapp, local band leader and booker, presented his seventh annual Christmas show, featuring nine circus turns plus clowns and other features, at Cincinnati Gardens Friday thru Monday (11-14) under sponsorship of four local industrial firms and the Shriners.

General Electric sponsored the two-hour show Friday, Saturday

and Sunday nights (11-13); the Trailmobile Company picked up the tab on the Saturday matinee performance (12); Cincinnati Milling Machine had Sunday's matinee (13), with Frisch's Big Boy, local drive-in-eatery chain, sponsoring the Monday night session (14). The local Shriners sponsored a special 10 a.m. matinee Saturday (12). An estimated 60,000 men, women and kiddies witnessed the seven performances at the Garden.

On the bill were the Reberte Trio, comedy tumblers; the Great Alcetty, juggler; the Three Tapa-teers; Billy Barton, aerialist; Victor Julian and His Pets; Vernon Bumpy and Company; Norbu the Gorilla; the Sky Dancers, and a clown alley produced by Nicky Francis, of "Super Circus" fame. Show was played by a 14-piece band led by Deke Moffitt. Eleven stagehands worked the show.

The acts were contracted by Rapp for a 10-day period, beginning December 11. In addition to the performances at Cincinnati Gardens, the acts played for the Frank Tea & Spice Company at the Taft Theater here Saturday afternoon (19) and for the Highway Equipment Company at the Sheraton Hotel that night. Other dates were for the Cincinnati Oil Club at the Cincinnati Club Thursday (17), the local Elks Lodge at Castle Farm Wednesday night (16), for the Cincinnati Lumber Merchants at the Hotel Sinton Monday (14), for the Nu-Tone Company employees at the Taft Theater, the Sheraton Gibson Hotel employees at the hotel and for the Barney Rapp Rooters Club at the Sheraton Gibson, all on Sunday (20). The unit also played one night for the Moose Lodge in Hamilton, O.

Shrine Circus Dates Set for 'Waters' Units

NEW YORK — Two Shrine circus dates have contracted Syn-copated Waters units, Sam Shayon reports. The attraction is set for Detroit, February 1-14, and Indianapolis, March 31 to April 2. Syn-copated Waters is a subdivision of Dancing Waters. Other circus dates are pending, it is reported.

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PACKS SCORES IN MEXICO CITY

MEXICO CITY—The Tom Packs circus, Circo Imperial, continues to draw top crowds here. Publicity has been extra strong and in the performances many acts are called back for bows. Attendance for the first two Saturdays and Sundays was estimated by one source at 52,000 persons each weekend.

Scott Circus Plays Dates

WORCESTER, Mass. — Scott Bros.' Circus, operated by Chet Harmes, played the City Auditorium, Rome, Ga., to kick off a short pre-Christmas season. It drew houses of 800 and 400, December 7. On the next day, Dalton, Ga., had half houses. December 9 brought light business at Lafayette, Ga.; Gadsden, Ala. (10), had two good houses. Sparta (11) gave light and half houses at the high school gym. Aiken, S. C., got two full houses at the Armory (12).

Among those with the show were Chet Harmes; Don Rey, band; Billy Rogers, cloud swing; Kenny Sherburne, juggling and unicycles; Cy Guerrier, ring master and 24-hour agent; Eddie Frisco, wire and comedy car; Kit Noble, goats, whips and roping; Chiki Noble, dogs; Kit Jr. and Kim Noble, rollybolly and rolling globe; Bee Frisco, concessions, and Ding Simpson.

Harvey Dies

Continued from page 29

him and he went to Barnum & Bailey as contracting agent, staying until the show was sold to the Ringlings. He was with Buffalo Bill in 1908.

Back with Wallace, Harvey was general agent for Hagenbeck-Wallace until 1917. In the following year he was agent and part-owner of Coop & Lent Circus, the first fully motorized major show. Next he operated Harvey's Minstrels, a two-car show, for three years.

American Circus Corporation had grown to include the Wallace, Floto and Robinson shows as well as some lesser ones, and R. M. Harvey was the agent for the entire set-up for nearly two years; then he was general agent for Sells Floto for two years. He also operated a London Hippodrome winter show in this period. Harvey next was general agent for Miller Bros.' 101 Ranch Wild West Show in 1929 and 1930.

In depression years, Harvey once staged turtle races in Chicago and released 2,500 turtles in the Loop as a publicity move. Then he joined Lewis Bros.' Circus, where a merchants' ticket was featured. Harvey switched to Russell Bros.' Circus in the mid-1930's and stayed until about 1940. That's when he joined the Davenports in the forerunner of Dailey Bros.' Circus.

Harvey routed Dailey Bros. on its climb to success in the 1940's. It switched to rails in 1944 and enlarged each year. Harvey left it to route Cole Bros.' Circus in 1949. The next year he was with the Ward Bros.' indoor show and Barker Bros., followed by a brief time in 1951 with Mills Bros. and a stay with Campa Bros.' Circus. He was off the road in 1952 except for short assignments with Mills Bros.' and Clyde Bros.' circuses. In 1953 he was with Diano Bros.' Circus.

Harvey was a 32d degree Mason, Elk, Shriner and member of the Showmen's League of America.

Survivors include his widow, Mrs. Caroline M. Shall Harvey, of Perry. Funeral services were conducted Wednesday (16) at Perry and cremation followed.

CIRCUS TROUPE

By TOM PARKINSON

NEWS WIRE SERVICES carries a photograph of Belmonte and Deliah Cristiani in Santa Claus wardrobe and a number of papers published it last week. It was arranged by Ted Newhall, of the Sarasota Chamber of Commerce. . . . Ben Davenport and Pete Cristiani are trouping their shopping center show. Cristiani may dispose of some of his animals, but reports that he has sold his elephants to the Beatty show are not confirmed. . . . Pan-American Circus is a proposed indoor show that will be operated by Bud Fisher and Seasow, while Ben Thomas will route it. It is to be manned by former Cristiani people, but has no connection with that show.

Museum of the American Circus at Sarasota, a State operation, will stage a formal opening soon, with the governor and other dignitaries scheduled to attend. Mel Miller, formerly with the Dailey show, is curator. John Yancey, Virginia CFA, who trouped a display of circuses as a sponsored show a few seasons ago, has donated the show to the Museum of the American Circus. It includes antique lithographs, a Roland Butler collection of letterheads and a miniature circus parade. . . . Officers of the Circus Historical Society have been re-elected. They are Fred D. Pfening Jr., president; C. P. Fox, vice-president, and Robert King, secretary-treasurer. Agnes King was appointed editor.

Myriam France, trapeze act, is in Paris for the winter visiting relatives. She will return for Cooke and Rose park and fair dates. . . . Donald Marcks visited James Bros.' Circus while it made several dates in Northern California. . . . Bob Johnson, balancing act, is working Christmas shows for Harry Cooke. He has signed to repeat at the Minneapolis Shrine Circus. . . . George Davis Hensley, show painter, is recuperating from a broken leg and is at a nursing home at 22 West 74th Street, New York. He would enjoy mail.

★ ★ ★

From Ringling-Barnum comes word that Gilbert Reichert, former R-B giant, is ill with t.b. at Sunny Acres Sanitarium, Cleveland. . . . Margaret Smith and Evelyn Fritch celebrated birthdays in Cleveland during the R-B stand there. . . . Ed (Bozo) Fisher, Cleveland TV clown, appeared in all performances there. . . . Many old-timers on the show saw their first snow in years in Cleveland, where it snowed every day. . . . Recent visitors included Betty Whitaker, Paul Nelson, Roland Tiebor, 3-D Mike, Norman Reser, Richard Griley, Harry Varner, Joan Keller, T. D. Buhl, Ray Sinclair, John Thomson, Edward Smith and family, Patricia Ready, Marion Siefert, Lou and Tony Dateo, Dan Quirk and Mr. and Mrs. Ed Raymond.

Line-up of acts at Hubert's Museum, New York, includes Charley Lucas, manager and emcee; Sealo, seal boy; Congo, jungle creep; Stuart Miller, magic; Andy Patatoches, midget; Albert Alberta, annex attraction, and Miss Wigii and Miss Neal, dancing girls. . . . Arthur E. Bitters, car manager with the Clyde Beatty-Cole Bros. Circus the past three seasons, will be the Beatty contracting press agent in 1960. Bitters will be succeeded by Stephen Kuzmicz, Shamokin, Pa., a veteran manager of advertising cars. The Beatty car will open on Long Island in late March with a crew of 12 billers.

Chester L. (Tex) Clayton, Kelly-Miller, 24-hour agent, is now in charge of wagon building. . . . The D. R. Miller family and Mr. and Mrs. Donald McIntosh will be in New York over New Year's for some Broadway shows and TV programs. . . . Auditor Jack Smith will vacation at his Dayton, O., home.

Roger L. (Mack) McDonald, former assistant superintendent of elephants on the Ringling Bros. and Barnum & Bailey Circus and more recently elephant trainer for the National Zoo, Washington, is touring Europe and recently caught the Benneweiss-Palmiri Circus near Rome and the Billy Smart Circus

★ ★ ★

TURNING BACK THE PAGES—Ten Years Ago, 1949: Gautier's Steeplechase, dog act, was at Radio City Music Hall. . . . John Wong Troupe was at the Palace, New York. . . . Ayres & Kathryn Davies Circus was playing Michigan. . . . Jay Gould was trouping his Christmas parade unit. . . . Orrin Davenport and Leo Seltzer, manager of the Chicago Coliseum, decided against a holiday season circus in Chicago. They had produced it the previous two years. . . . Ringling quarters were opened as a winter tourist attraction with a 50-cent gate. . . . Polack Bros.' Circus signed the Loyal Repensky Troupe.

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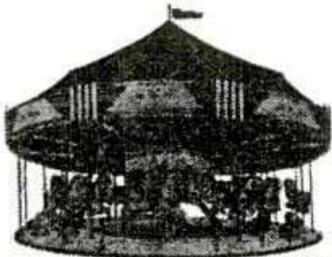
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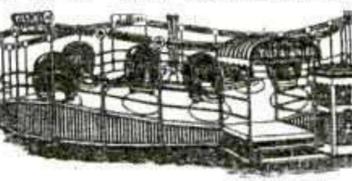


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CARSKY—Anna, 88, mother of William Carsky and Wolfe Carsky of the Casey Concession Company, Chicago, carnival merchandise house, December 18 at her Chicago home after being in failing health for six months. Other survivors include a son, Raymond, operator of a Sarasota (Fla.) drive-in theater, and two daughters. brothers, all of Worcester, Mass. Burial in Worcester.

In Memory of
 My Beloved Husband
FRED (DUTCH) HOLTZMAN
 Passed Away December 27, 1957.
FRANCES B. HOLTZMAN

DEMSKY—Sgt. Arthur, 44, of the Detroit Police Censor Bureau in charge of show business activities, December 9 in Detroit. His widow, Alice, survives. Interment in Woodmere Cemetery, Detroit.

EBERSTEIN—Moe, 82, veteran showman, December 2 in Baltimore. He began his career at the Columbia World's Fair, St. Louis, in 1900, and from 1910 to 1915 pioneered in the opening of film houses in the South. After World War I he returned to the carnival business to troupe with many large shows, including Royal American. He retired in 1954. He was a former member of the Showmen's League of America, Pacific Coast Showmen's Association and the Tampa and Hot Springs clubs. Survived by a daughter, Mrs. I. L. Mawby, and a son, Curtis. Burial December 5 in Druid Ridge Cemetery, Baltimore.

HARVEY—R. M., 90, veteran circus agent, at Perry, Ia., December 13. (Details elsewhere in this issue.)

HILJA— of the old team of Bert Nagle and Hilja and for the last five years manager of Olympic Drive-In Theater, Santa Monica, Calif., December 13 in that city. Survived by her mother and two

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LOVEJOY—Della 71, mother of Calvin Lovejoy, president of the Michigan Showmen's Association, Detroit, December 12 in that city. Burial was in Mount Olivet Cemetery, Detroit.

NORMAN—Earl J., veteran showman, December 6 in Miami after a six-year illness. He spent 50 years in show business, including 22 years with the Cetlin & Wilson Shows. He was a Mason and Shriner and member of the Miami Showmen's Association. Survived by his widow, Pearl, of Miami, and a son, J. W. (Ike) Norman, Riverside, Calif. Burial in Showmen's Rest, Miami, with Masonic services.

REED—Percy, 77, a director of the Regina (Sask.) Exhibition Association for 34 years, December 6 at Vancouver, B. C. He had served as chairman of the agriculture and livestock committee and as chairman of the junior activities committee which directed the farm boys' and girls' camp program. Since 1957 he had been an honorary director. A brother survives.

REYNOLDS—Capt. Tom, 71, for 36 years owner of the Majestic Showboat, a familiar attraction along the Ohio, Kansas, Mississippi and Kanawha rivers, December 17 by drowning in the Kanawha River beside the boat. Reynolds was working aboard a tug, moored to the Majestic, at the time, but no one knows exactly how the drowning occurred. In August Reynolds sold the boat to University of

(Continued on page 36)



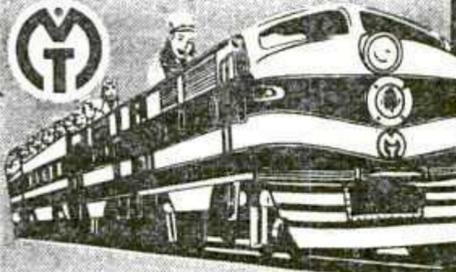
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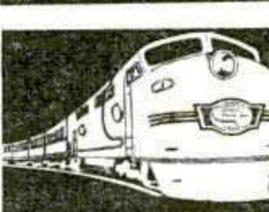
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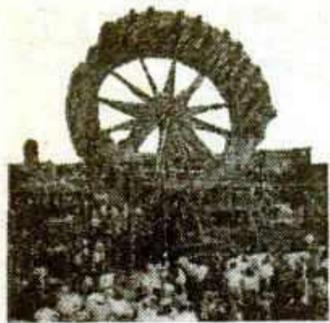
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Arena Routes

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Miscellaneous

Matchstick Cities: Tampa, Fla., 21-24.

Circus Routes

Atayde Bros.: Mexico City, Mex., 24-Feb. 3.

Packs, Tom: Mexico City, Mex., 21-Jan. 7.

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(Continued on page 36)

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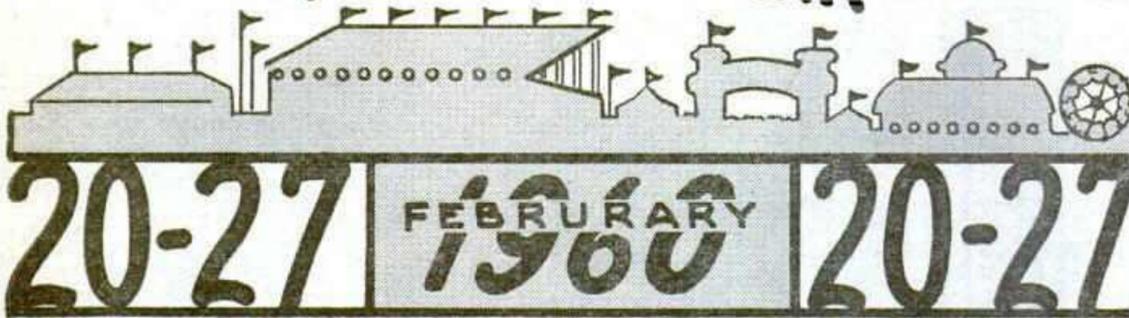


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Over 400 Relax At PCSA Banquet

LOS ANGELES — More than 400 mirth-makers were on hand for the 39th annual Pacific Coast Showmen's Association banquet and ball held this year for the first time in the Hotel Ambassador.

Moe Levine, a past president, was chairman of the banquet and ball committee. Show was arranged by the committee, with the assistance of Bobby Cohn, who served as emcee.

The event started with the reception and cocktails in the foyer of the mirrored Embassy Room. Dinner was served shortly after eight, with Cohn introducing those at the head table, personalities in the audience and bringing on the show in an informal manner.

Congratulatory wires were received from Jimmy and Evelyn Lantz, Show Folks of America, Tillie Palmateer, J. W. (Patty) Conklin, National Showmen's Association, Greater Tampa Club and Paul Olson of the Hot Springs Showmen's Club.

The invocation was delivered by William Hobday, PCSA chaplain. Seated at the head table were show club representatives, including L. E. Roth, Miami Club; Hunter G. Farmer, Arizona Showmen's Association; J. Ed Brown, Showmen's League of America; Ben Morrison, Michigan Showmen's Association; Al (Red) Cohn, Lone Star State

Showmen's Association, and Harry Myers, president of Show Folks of America, San Francisco chapter. Also at the table were Arthur E. Andersen, PCSA president; Steve Vaughn, first vice-president and nominee for president; J. B. (Red) Dauer, second vice-president and nominee for first vice-president; Eddie Hellwig, third vice-president, and H. D. (Bob) Matthews, re-named for secretary.

A life membership card was presented to President Andersen by Hobday. Cohn introduced guests, including Dr. Milton J. Leyden, Dr. Cagney, Sam Abbott, The Billboard; Olivia Waldron, Fair Time Shows; Mike Krekos, West Coast Shows; Dave Cavagnaro, Napa District Fair; Orville N. Crafts, Crafts Shows; F. M. (Pete) Sutton, Sutton's Pacific Coast Shows; Frank and Ruth Ellerbrook, Arlene Whalen, Mrs. Forrest (Marilyn) Tucker, John Bass, Tony Romano; J. A. Smith, Los Angeles World's Fair; Rube Wolfe, of Fanchon & Marco, and Mrs. Rose Mayer.

Cohn introduced Connie Haines, who was in the audience. As she made her bow, she took over the emceeing chores to bring on Champ Butler, record artist, and Roy Awbrey, who had show stops with his fast patter and accordion playing. Miss Haines sang several songs and ended her turn with routines with her two male dancing partners. Jacques Robinson and his orchestra played for the show and for dancing.

Tampa Club Draws 400 To Barbecue

TAMPA — Over 400 members and guests of the Greater Tampa Showmen's Association turned out here Sunday (13) for the annual barbecue held at the clubhouse.

State, county and city officials were included on the guest list plus reps from newspapers, radio and television.

Tuesday morning the club entertained 150 cerebral palsy patients, each of them receiving a collection of gifts ranging from toys to novelties. Santa Claus was on hand thru the courtesy of Curtis McKinstry.

On Wednesday evening club members drove in a motorcade to the Southeastern TB Sanitarium to put on a program for the patients. Jack Rose was general chairman and Charles LeRoy emceed the acts.

HOLIDAYS

Next League Meeting Set For Jan. 7

CHICAGO—Due to the holidays the next regular meeting of the Showmen's League of America will be held Thursday, January 7. Those scheduled for Christmas Eve and New Year's Eve have been canceled.

Lou Dufour was in the chair at the regular Thursday (17) meeting. Ways and means committee reported a profit of over \$8,500 from the summer fund drive. On the sick list were Andre Dumont, Bill Martin and Roy Marietta. Muscles Dundee served an Italian dinner.

Powelson W.Q. Hums With 26 Workers Busy

COSHOCTON, O.—With a crew of 26 men here in quarters of the Powelson Amusements, work in preparation for the '60 season has hit a high peak and much rebuilding is being accomplished.

A new panel-type front and marquee has been built for the Mad Mouse and much fluorescent lighting added for flash. Four kid rides have been purchased, a pony cart, train, airplanes and Rocket Ships. A Pretzel ride is being mounted on two 30-foot semis.

Two new shows are being built and a funhouse was recently added to the lineup. In all, the four units will have 46 rides for next season. Each of the kiddielands will be called Story Book Land and numerous nine-foot nursery rhyme characters will surround the areas which will have from five to six kid rides plus light towers and music.

A German band organ has been mounted on a straight truck and enclosed with circus-type panels. It will be used as a back-end free attraction. Three searchlights will be used and six new cab-over-engine tractors were recently added to the fleet, making a total of 62 vehicles.

Show's staff is now operating in its new offices and Joan Keller has joined as secretary to Dick Griley.

Next year the show will head south for the first time. Show will be repped at fair meetings in Indiana, Ohio, Michigan, Virginia, South Carolina and North Carolina.

CARNIVAL CONFAB

THE Heart of America Showmen's Club broke tradition this year and held its annual banquet and ball recently instead of New Year's Eve. Over 100 enjoyed the evening, including Mr. and Mrs. Jess Wrigley, Captain and Mrs. E. H. Hugo, Mr. and Mrs. Cougler, Mr. and Mrs. Hal Bigham, Mr. and Mrs. Chester I. Levin, A. J. Stephans, Mrs. A. J. Stephans, Mr. and Mrs. A. N. Rice, William and Ruth Yonkees, Mr. and Mrs. Leon Harley, Mr. and Mrs. Ken Conway, Vera Goff, Mr. and Mrs. Harry Richardson, Katherine Liter, Mr. and Mrs. Russell Beamer, Mr. and Mrs. Robert Fine, Leonard Schupan, Raymond Clayton, Blanche Darrow, J. A. and Bobbie Aldrich, Mr. and Mrs. Charles Kirby, Weldon T. Hale, Ginger Sickler, Frank C. Sickler, Deacon Kelly Jones, George W. Gallagher, William Sickler, Mr. and Mrs. Carl Myers.

Also Blackie and Glenda Campbell, Mel Gwinn, Mr. and Mrs. Sam Lyon, Mr. and Mrs. Elmer Welter, Mr. and Mrs. Earl Garrett, Mr. and Mrs. George Kimbrell, George Sargent, Cletus L. Van Trech, Ruby Combs, Al and May Wilson, J. C. McBride, Claude Cessna, Ruth Gordon, George Gordon, Irma Cessna and Mr. and Mrs. Don Montgomery. . . . Louis J. Berger, general agent of Olson Shows, was recently made a Kentucky Colonel and received his authentic certificate.

Earl B. Walsh, creator of the two matchstick attractions, Great Cathedrals and the Ten Commandments, is currently playing on the streets in Florida cities and plans to keep at it for several months. Recently played Sulphur City. . . . Chick Franklin, long-time Gooding press agent, is handling the same duties at the South Florida Fair and Exposition, West Palm Beach, which will be January 22-30. . . . Mr. and Mrs. Leonard Powelson, of the Amusement Company bearing that name, are back at their Coshocton, O., base after a Southern trip. Dick Griley, general agent for the show, left the winter base December 15 for a two-week sojourn in Florida.

* * *

Mr. and Mrs. H. N. (Doc) Capell, owners of the show bearing their name, were recently honored on the occasion of their fortieth wedding anniversary. The party was held at the ranch of their son, Bill Capell near Coolidge, Ariz. Attending were the Bill Capells, their children, Barbara and Billy Dee; Mr. and Mrs. Jack Capell and children, Susan, Carol and Teddy; and Mr. and Mrs. Bob Capell and daughter, Terry. The elder Capells were married in 1919 in Antlers, Okla.

Over 200 members of the Chicago chapter of Show Folks of America celebrated their annual Christmas banquet Sunday (13) in Chicago's Como Inn. New officers were installed as follows: Lucian Kapp, president; Peggy Richards, first vice-president; William Hettlich, second vice-president; Sophie Tucker, third vice-president; Marguerite Horan, corresponding secretary; Louise Emerson, recording secretary; Oliver Englund, treasurer, and Thomas Couthard, financial secretary, a position he's held for 11 years. A five-course dinner was served. William Robertson served in installing officers and outgoing president George B. Flint was lauded for his two successful terms.

The Pacific Coast Showmen's Association has named Jack Kent chairman of the annual New Year's Eve party. Sam Dolman and Abe Goldstein will assist him on arrangements and the Ladies' Auxiliary will provide the dinner. Moe Levine reported the banquet was a success. Abe Kann was reported out of the hospital and Mike Kirby out of the Navy Hospital. Leo (Frenchie) LeDoux was up again after a virus attack. J. B. Dauer back from Hawaii. Back after absences were Elmer Hanscom, Sam Landesman, Hi Cornblatt and Bill Davis.

Tampa Notes: J. C. (Tommy) Thomas is in St. Joseph's Hospital following surgery and Earnest Bejano also is in the same hospital. Robert Winkley was killed in an auto crash between Toledo and De-

troit. . . . Tampa club auxiliary reported sick list included Louise Lankford, Colleen Yeager, Marie Rasmussen, Sally Harper and Lee Coker. Club's Clover Garden Club Flower Queen dinner to be held in the Redwood Room. Gloria Lauther and Jo Ellen Lambert presented their husbands with new daughters.

St. Louis Notes: Al Kunz was in to preside at the regular club meeting, and presented the club with a \$1,500 check for the building fund. Clubrooms have been redecorated and the front of the building has a new stone finish. Clint Shuford, secretary of the Hot Springs club attended as did Lou Dufour back after an absence. New Year's Eve party will be held in the clubrooms. . . . Missouri Show Women's Club will hold its installation January 21 in the ballroom of the York Hotel with a dinner and dancing. On the club's sick list were Bea Dunn, Margaret Horn, Marion Fulton, Peggy Grimm and Kay Gawle.

Detroit Doings: Ladies' Auxiliary of the Michigan Showmen's Association held its Christmas social Monday night (14) in the clubrooms. An anonymous exchange of gifts was the highlight of the evening. Annual Christmas party for underprivileged children was scheduled for Sunday (20). Pork Chops Ginsberg was chairman assisted by Max Nahoun, Charles Sherman and Irving Rubin. Ladies were to be on hand to seat the children, serve the ice cream and cake. Each youngster was to receive a toy.

Charles Byrnes

Wintering in Immokalee, Fla., are Amber West, Dazzle Dare, Rennie Rene, Maxine Candy, Apple Annie and husband, and Jerry Higgins and family. Bill Hartman is expected to arrive soon. . . . Recent visitors in Tulsa, Okla., were John T. and Maude K. Hutchens. The former was there to have his trailer repaired and while in town Mrs. Hutchens bought a 33-foot specially built Spartan Royal Mansion trailer. . . . Buttons McCormack, a patient in Veterans' Hospital, Houston, would like to hear from friends.

* * *

FLASHBACKS: 15 Years Ago—Frank C. DuShane announced that he would take out the J. J. Culley Shows for the 1945 season. . . . William E. (Bill) Snyder signed with the Max Goodman Wonder Shows. . . . Harry W. Hennies announced that Al Kunz had been named manager of Hennies Bros.' Shows. . . . Edward K. Johnson, contracting agent for Cetlin & Wilson, returned to the Pennsylvania Railroad police department for the winter. . . . Staff of Dodson's World's Fair Shows was listed as M. G. Dodson, general manager; A. C. Bradley, assistant manager; C. L. Hanson, secretary; George A. Golden, concession manager, and W. B. (Bill) Starr, legal adjusters.

Midwest Club Names Slate; Fems Elect

MINNEAPOLIS—The Midwest Showmen's Association has nominated its new slate of officers and the Ladies' Auxiliary has elected its new officials.

Nominated by the men's club are Charles Carroll, president; Bernie Thomas, Fred O'Neil and Joe Mandrick, vice-presidents; Nick Kakus, secretary; Stan Muckle, treasurer, and Douglas K. Baldwin, trustee for three years. Election will take place January 4.

Betty Carroll was named president of the women's organization; Evelyn Spence and Angie Conroy, vice-presidents; Gladys Erickson, treasurer; Grace Johnson, secretary, and Belle Signor, chaplain. Installation will take place January 3 in the St. Paul Hotel at 2 p.m.

Annual meeting of the men's club will be held January 4 in the St. Paul Hotel and the banquet and ball that evening at 7:30. Ernie McLean will be toastmaster. Open house will be held in the clubrooms January 2 and all showfolk are welcome.

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John Gallagan Buys Out Imperial Shows

KNOXVILLE, Tenn. — John Gallagan, concession operator, has purchased Imperial Shows from William Gullette, who has operated the truck organization in Illinois and Iowa since 1945. Gullette will remain with the show as assistant manager and will operate two rides of his own.

Included in the purchase were 15 rides, four Caterpillar diesel light plants, 10 slim-line light towers, office-owned concessions and 29 trucks.

Gallagan has operated concessions and bingo since the death of his father in 1956 and at the age of 22 is classed as one of the youngest show owners in the business. He will continue to operate his concession business at independent fairs and celebrations.

Plans are being made to modernize the Imperial shows with slim-line illumination and new electric motors. The Octopus will be converted from eight tubs to 16, he said, and several new rides are on order. A concert band organ will be added and a new aluminum office trailer is being designed.

In addition to his road activities, Gallagan, in association with Homer Nicely, operates White's Novelty House here and has recently added machinery to manufacture plush toys.

TAMPA—The Ladies' Auxiliary of the Greater Tampa Showmen's Association honored all new members at a special Wednesday (2) meeting here in the clubhouse.

President Mickey Wenzik presided with Flo Venner in charge of the program. Hostesses were Kitty Farino, Evaline Belaw, Nell Alvarez, Ruth Pentrantis, Marsha Porter and Marie Waver. Luncheon was arranged by Pat Richards.

Virginia Flynn made an appeal for aid for the Christmas party for retarded children at MacDonald's School in Drew Park.

Bill Stophel, club custodian, was invited to the meeting and greeted with a happy birthday song. Gussie Livingston read the thought of the week. A total of 131 members were present.

Robinson Adds Rides, Gears For '60 Tour

EVERETT, Wash.—Frank Robinson rounded out equipment for his Western Shows on a recent trip to Chicago, where he attended the convention of the Showmen's League of America.

Robinson announced the purchase of a new Frolic from King Amusement Company. He also purchased two diesel light plants, a portable Roll-o-Plane on a low-boy, a Roller Coaster, Kiddie Train and Ferris Wheel from Art B. Thomas. Other purchases were a large Funhouse from Bernard Thomas' No. 1 unit, and an office trailer from Art Schultz, along with six tractors, two semis and light towers.

Legitimate Shows

Continued from page 34

- Look Homeward Angel: (Blackstone) Chicago, Ill., 21-Jan. 9.
- Music Man, The: (Shubert) Chicago, Ill., indefinite run.
- Odd Man In: Detroit, Mich., 21-Jan. 2; (Memorial Coliseum) Evansville, Ind., 4; (Ellis Aud) Memphis, Tenn., 5-7; (Robinson Memorial Aud) Little Rock, Ark., 8-9.
- Two for the Seesaw: (Warren) Atlantic City, N. J., 25-27; (Community) Hershey, Pa., 28; (Playhouse) Wilmington, Del., 30-Jan. 2; (Proctor) Schenectady, N. Y., 4; (Stanley) Utica, N. Y., 5-6; (Aud) Rochester 7-9.

Ice Shows

- Ice Capades, 19th Edition: (Coliseum) Spokane, Wash., 25-31.
- Ice Capades, 20th Edition: (Garden) Boston, Mass., 26-Jan. 10
- Ice Follies of 1960: (Arena) Philadelphia, Pa., 25-Jan. 10.

FINAL CURTAIN

Continued from page 33

Indiana for use during the summer by its touring drama classes. Surviving is a son, Thomas.

RUBENSTEIN — Dorothy, 48, wife of New York arcade operator Charles Rubenstein, died December 10 following an extended illness. Burial was December 11 in Mount Zion Cemetery on Long Island, attended by many members of the National Showmen's Association, of which Rubenstein is secretary.

WINKLEY — Mrs. Frank C., 89, mother of Frank R. Winkley, auto race promoter, recently in Minneapolis. (Details elsewhere.)

BIRTHS

WESTBROOK — A son, Harry 5th, to Babe Jr. and Susie Westbrook, December 9 in Hollywood, Fla. Grandfather is Harry (Buster) Westbrook, business manager of the Penn - Premier Shows, major Eastern carnival, and incoming president of the Miami Showmen's Association.

MARRIAGES

NORTH-De La FELD — Henry Ringling North, executive of the Ringling-Barnum circus, and Gloria De La Feld, British citizen living in Rome, December 14 in Dijon, France.

FAIR MEETINGS

Continued from page 30

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.

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.

COMING EVENTS

Alabama

Birmingham—Birmingham Auto Show, Jan. 8-10, 1960.

California

San Francisco—Gift Show, Feb. 7-10, Kay Leber, 1355 Market St.
Santa Clara—Santa Clara Valley Boat & Sports Show (Fairgrounds), Jan. 8-10. Bob Barkhimer.

Colorado

Denver—Colorado Sports, Boat & Travel Show (Coliseum), Feb. 21-28. R. C. Langenwaller.
Denver—National Western Stock Show, Jan. 15-23. Willard Stimms.

Connecticut

Hartford—Aurorama (State Armory), Feb. 17-22. Joe Kizils.

District of Columbia

Washington—Auto Show of the National Capital Area (National Guard Armory), Jan. 13-17, 1960.

Florida

Fort Pierce—St. Lucie County Home Show, Feb. 19-14. Lew Nachman, Fort Pierce Hotel.
Hollywood—Hollywood Home Show, Jan. 30-Feb. 3. Al Stern, 1016 N. 16th Court.
Miami—International Foreign & Sports Car Show (Dinner Key Aud.), Jan. 24-28, 1960.
Miami—Miami Gift Show (Auditorium), Jan. 3-7.

Georgia

Atlanta—Southeast Boat & Vacation Show (Municipal Aud.), 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.

Kansas

Wichita—Kansas Sports, Boat & Travel Show (Forum), Feb. 9-14. R. C. Langenwaller.

Kentucky

Louisville—Kentucky Sport, Boat & Travel Show (Fairgrounds Expo. Center), Feb. 6-14. William H. King.

Louisiana

Arabi—Arabi Jr. Livestock Show, Feb. 26-27. George R. Queen, P. O. Box 160.
Baton Rouge—East Baton Rouge Parish Fair, Feb. 23-25. C. L. Flowers, 201 St. Phillip St.
Cameron—La Fair & Wildlife Festival, Jan. 15-16. Jerry Wise, Sulphur.
Franklin—St. Mary Parish Fair, Feb. 20. F. A. Swann Jr., P. O. Box 323.
Lake Charles—Southwest Dist. Pat Stock Show, Feb. 25-29. R. A. Anderson, Box 866.

Michigan

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.

(Continued on page 39)

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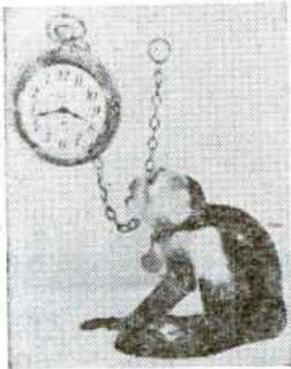
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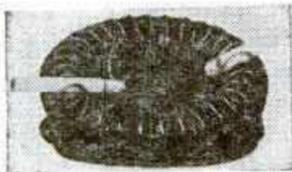


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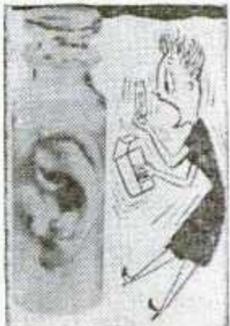
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7" Plush Rabbit, \$3 dz.; 10", \$4 dz.; 14", \$7.20 dz.; Natural Duck, \$4 dz.

SAMPLE ASSORTMENT
48 Pieces, \$18.20 FOB

38" Rabbit, \$24 dz.; 20", \$12 dz.; Rabbit on Bike, \$4 dz.; Chicks, \$4 gr.

DEAL for CARNIVAL PLUSH USERS!

FREE CATALOG. 1,000 Plush Toys, Imported Toys & Carnival Goods. REPRESENTATION WANTED.

ACE TOY 536-A Broadway N. Y. C. WO 6-5627

Free Wholesale Catalog

CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY
Please state your business.

FRISCO PETE ENTERPRISES, Inc.
2048 W North Ave. Chicago 47, Ill.
EVerlade 4-0244

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD

DIRECT FROM
Costume Jewelry Manufacturer

Miracle Prayer Crosses, boxed... \$4.25
Men's Rhinestone Rings, boxed... 2.25
Ladies' Rhinestone Adl. Rings, bxd. 2.50
Ladies' Bridal Ring Set, Individually boxed... 3.50
Tailored & Rhinestone Earrings... 1.50
DeLuxe Hollywood Styled Earrings... 3.00
Scatter Pins, boxed... 3.00
Bracelets, Tailored... 3.00
Necklace, Earring Sets, boxed... 6.00
Pin Earring Sets, boxed... 6.00
Necklace, Bracelet & Earring Sets, boxed... Each 1.00
5-Piece Sets—gold-plated, beautifully boxed... Each 1.75

SEND FOR FREE CATALOG
48 Illus. Pages. 25% Dep. on C.O.D.'s.
PACKARD JEWELRY CO.
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

MERRY CHRISTMAS
HAPPY NEW YEAR

J & N COOK, Inc. 763 W. Taylor Chicago 7, Ill.
OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.

Midget Bible
Only 1x1 1/4 in. Over 200 pages. Illustrated. Choice of black or white cover, with gold imprint.
ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION

Either style: 90¢ dozen, \$6.70 per 100. \$30.00 per 1000. F.O.B. Detroit.
Johnson Smith Co., Detroit 7, Mich.

You Can't Beat BRODY For Merchandise XMAS SPECIALS

OUR NEW 1959-60 CATALOG. 72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnival and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY ITEMS. Send for FREE COPY.

*FREE—XMAS AND NEW YEAR'S FLYER—JUST OFF THE PRESS

M. K. BRODY & CO., INC.
916 So. Halsted Chicago 7, Illinois
L. D. Phone: MOntrose 6-9520-9524
—In Business in Chicago for 46 years—
Open Sundays—9 to 1.

GIVE TO DAMON RUNYON CANCER FUND

PIPES FOR PITCHMEN

Five Years Ago In Pitchdom

Arthur (Roy) Greis and Phyllis Myer were working the Koppefun demonstration, Greis at the Whitney department store in Albany, N. Y., and Phyllis in the Day store in Syracuse. . . Sol Addis was in Van Etten Hospital, Bronx, N. Y., recovering from a heart attack. . . Lefty Shapiro opened a book store in Chicago. . . Mike Cherofsky was observing the anniversary of his second year in the bakery business. . . Moonshine Marks had a job as night clerk in the Berkshire Hotel, Chicago. . . Bill Long and

Danny Klein were working in the Chicago Post Office. . . Mike Halperin was transferring a stable of bronk horses from Chicago to New Orleans.

WRITING . . . from New York, Ben (Hobo) Johnson infos that the past year was the first in which he did not get away from the big town, inasmuch as he was sick most of the time. What little time he had available for work was put in on Times Square peddling the Hobo sheet. "The cops still have the pitchmen on the dodge in New York," writes Ben, who said

NEW YEAR SALE

6 Ass'd Watches
Elgins, Bulovas, Gruens, etc.

\$39.95

Rebuilt, guaranteed like new—in BRAND NEW 1959 style cases. Expansion bands included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.

SAMPLE \$7.95.
Single Watches: 13-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95.
Write for free catalog

MIDWEST WATCH CO.
5 S. WABASH AVE., CHICAGO 3, ILL.

FREE! CATALOG ADULT GAMES JAR TICKETS

MATCH-PAKS • TIP BOOKS
SALESBOARDS • PUSH CARDS
BINGO and CASINO EQUIPMENT
Complete Supplies — Write to Catalog Dept.

ACE GAMES Manufacturing Company
2241 So. Indiana Ave. Chicago 16, Illinois

BINGO

World's Largest Manufacturer of FEATHERWEIGHT BINGO SHEETS

3000 PER SET — SERIAL NUMBERED, 2 SIZES — 20 COLORS — WHOLESALE.

WORTHMORE
1825 S. MICHIGAN, CHICAGO 16, ILL.

MANUFACTURERS

Tip Books—Baseball Daily & Weekly—Football—Basketball Books—Jar Games—Club Deals.

WERTS NOVELTY CO., INC.
920 S. Pershing Dr. Muncie, Indiana

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

ANNOUNCING FOUR NEW GAGFILES—The funniest one-line laugh files we've ever assembled. One Line Laughs Nos. 1 thru 4, each, \$3. Order today, get screams tomorrow. All four only \$10. Show-Biz Comedy Service (Dept. XD), Brooklyn 23, New York. de28

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad lib. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif. tfn

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. de28

25,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1,800 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. de28

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20¢ a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25¢ to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One 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.

NOTICE!

Deadline for Classified ads

JANUARY 4 ISSUE
12 NOON
WEDNESDAY, DECEMBER 30

instead of

4:30 P. M.

1959 TINY-MITE KIDS' STREAMLINE Train; used 8 weeks, perfect, \$2,000. Adult Train, \$8,500. Edward Crane, 2 E. Ave., Newark, New York.

Agents, Distributors Items

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-np

EARRINGS—ASSORTED STONE AND TAILORED, carded, \$6 gross. Plastic Walleys, assorted colors, \$10.50 gross, 20% deposit. New England, 124 Empire St., Providence, Rhode Island. de28

NOTICE!

Deadline for Classified ads

DECEMBER 28 ISSUE
12 NOON
WEDNESDAY, DECEMBER 23

instead of

4:30 P. M.

TERRIFIC PROFITS SELLING POPNIK Rockets! America's newest action toy sensation! Fun maker for all ages. Millions will be sold! Rush \$1 for 12 salable samples. Wholesale prices. Satisfaction guaranteed. Samuel Glenn, Box 507, Jacksonville, N. C. ch-1fn

FASTEST SELLING ITEM. BIG PROFIT.
Sample and prices, 25¢. Acme Products, 128 E. Vernor Highway, Detroit, Mich.

HOSIERY—LOW PRICES LADIES', MEN'S Children's Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. de28

NEW TENSELED CHRISTMAS SIGNS. 7" X 11" and 11" X 14". 50¢ to \$1 sellers. Make Christmas Money! 10 samples, \$1. Catalog free. Lowy, 812 Broadway, Dept. 128, New York 3. ch-np

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations. \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 29, Calif. ja11

JAPAN DIRECTORY—145 JAPANESE Manufacturing exporters, Japan and Hong Kong trade journal information. Asia opportunities. \$1 today. Nippon Annal, Box 6266-B, Spokane 28, Wash. ch-ja4

KINGMAN, ARIZ., AREA BOOMING: LEVEL lots, \$95 full price; \$5 down, \$5 monthly. Min. 2 lots. Fishing, hunting. Box 4217 Annex, Las Vegas, Nev.

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-1fn

PORTABLE SKATING RINK—40 X 100. 111 pairs shoe skates, 7 months old, now operating \$6,500. J. M. Davis, Snyder, Tex. Phone 3-5475.

Costumes, Uniforms, Wardrobes

BEAUTIFUL CURTAIN, GOLDEN GREEN folds, perfect condition (11 1/2 x 43 1/2), bargain, \$100; Clown Suits, new, flashy, \$10; Clown Wigs, \$5; Orchestra Coats, \$5. Trousers, Santa Claus Suits, Wigs, Wallace, 2453 N. Halsted, Chicago.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, Ill. ja11

Help Wanted

COPYWRITER-MUSICIAN HI-FI ADDICT

Midwestern (small town) AAA agency has opening for assistant account executive-copywriter. A combination of musical training and component hi-fi experience practically assures you the job. Agency training or experience is not necessary. Send resumes to

BOX C-569
c/o Billboard Cincinnati, Ohio
Interviews will be arranged.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings, \$1.75 & \$3.00 Dz.
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.
Tie & Cufflinks Sets, Asst. \$3.75 & \$6.00 Dz.
Cultured Pearl Tie Slides, carded, \$ 2.00 Dz.
Asst. Boxed Sets, \$4.50 to \$ 8.00 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 Neck, Boxed, \$3.00 Dz.
Pins, Asst. \$1.75 & \$3.00 Dz.
Cameo Neck & Earrings, Boxed \$3.00 Dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions, 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.
1829 Westminster St. Providence, R. I.

WHY PAY MORE—SAVE! ATTRACTIVE, competitive prices Mexican Easter Baskets, chairs, straw hats, straw man on horse, straw man on foot, all kinds Mexican imports. Be surprised, write us today. Ramirez Importing Co., P. O. Box 1482, Laredo, Tex. de21

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. National Mail Order, 2111-AF Roosevelt Rd., Chicago 8, Illinois. ch-np

THREE RED HOT KITCHEN NOVELTIES that really sell. Price per gross, \$57; sells for 75¢ to \$1 each; sample doz., \$4.68. Wilmore Novelty, R.R. 2, Leavenworth, Kan.

UP TO \$300 WEEKLY—ONLY 4 ORDERS A day means \$15,000 per year. No Experience, just demonstrate and take orders for the Revolving Golden Beacon. The fastest selling traffic builder and customer attraction. Send for details and free demonstrator plan. Golden Beacon Sales, 251 South 5th St., Philadelphia 6, Pa. ch-1fn

For Sale—Secondhand Show Property

BRILL'S TESTED BUILDING PLANS: \$100 Kiddie Chairplane; Auto, Dry Boat, Airplane, Carousel, \$3 each. Free 104 page Plan Catalog. Brill, Box 875, Peoria, Ill.

COMPLETE AIR RIFLE RANGE—Machine guns, rifles, air compressor, counter and extra parts. Also Evans Walking Charlie. Priced to sell. Claude Audiss, Fairland Park, 7501 Prospect, Kansas City, Missouri. de21

FOR SALE — SELLNER TILT-A-WHIRL, \$3,000; Biseh Rocco Portable Flying Scooter, \$5,000; Greyhound Racer, \$500. All prices f.o.b. Dorney Park, Allentown, Pa. ja4

GOOD USED TENTS FOR SALE, 12 FT. X 12 ft. thru 42 ft. x 75 ft. and up. Write for list direct from factory. Eureka Tent & Awning Co., Inc., P. O. Box 906, Binghamton, N. Y. ch-1e22

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

FEMALE THRILL SHOW DRIVERS

Real opportunity with established show going overseas. Long season, highest pay. Girls formerly with Rotroff all-girl show, good offer. All replies to

THRILL SHOW
801 E. Third Owensboro, Ky.

JEWELRY CLOSEOUTS FREE CATALOG

E5—Stone E/rgs, etc., asst. Gr. \$12.00
E1—Tailored E/rgs, asst. Gr. 18.00
E2—Stone & Pearl E/rgs, asst. Gr. 21.00
E130—Rhinestone E/rgs, asst. Gr. 30.00
O1—Odd Lot Brace & Neckls, Gr. 15.00
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.

Animals, Birds, Snakes

ALLIGATORS; PYTHONS, LARGE AND small, Lizards, Snakes, Talking Mynahs, Crocodiles, Monkeys, Cobras, Boas, Rattlesnakes, Dragons, Chameleons. Snake Farm, Laplace, Louisiana. ja4

SURPLUS NORTHERN RAISED STOCK FOR sale or exchange: Young Emus; male Dromedaries, born 1959; male Elands, born '58 and '59. Frank Thompson, Catskill Game Farm, Catskill, N. Y.

XMAS SPECIALS! LAST CHANCE! BABY descended Skunks, Raccoons, Bobcats, Monkeys, Parakeets, Tropical Birds, Snakes, Turtles, others. Thompson Wild Animal Farm, Clewiston, Fla. de21

WANTED CONCESSIONAIRES

Amusement centers in New York City, 42nd St. and Broadway at 52nd St. Candy Butcher, While-U-Wait Photo Studio, Name Hats and other Novelties. Apply

328 West 42nd St., New York, N. Y., or call Wisconsin 7-9393.

MORE BUYERS YOUR AD If you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

ROCK-O-PLANE, APPROXIMATELY 46 feet high, motor driven, eight cars. This ride is in perfect mechanical condition. This ride is on original setting at our park. Lincoln Beach, 14100 Hayne Blvd., New Orleans, La. de28

5695 BUYS TEN FT. CONCESSION TRAILER. Gas popcorn popper, glass, awnings, neon all around; with Snocone Outfit \$80 more. P. O. Box 805, Zanesville, Ohio.

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

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. BS-102, 188 State St. Albany, N. Y.

Business Opportunities

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. ja11

WE NEED NAMES

Will pay you 25¢ per name for obtaining them for our mailing list. Complete instructions sent for \$1. U. S. only.

HARRY M. YOUNG
917 Broad St. Bristol, Tenn.

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-129-B, Chicago 32. de28

Partners Wanted

GIRL ACRO OR JUGGLER TO FORM TEAM with est. novelty act. Jimmy Stutz, c/o Southern Orchestra Corp., Franklin Bldg., Norfolk, Va.

Miscellaneous

HYDRAULIC CHAIRPLANE. HAVE YOUR present adult Chairplane modified so two men can erect in 45 minutes. Write: William Zabel, 23 Auchincleve Place, Buffalo 13, New York.

NOTICE

Deadline for Classified ads

JANUARY 4 ISSUE 12 NOON

WEDNESDAY, DECEMBER 30

instead of

4:30 P. M.

Personals

MONA MAE ELLER-REMEMBER HER? Desire information concerning Ex-Carnival Acrobatic Dancer, Mona Mae Eller, born Mona Mae Bunch. Husband was late Raymond Eller, carnival owner and operator in '30's. Write Box 973, c/o The Billboard, 188 West Randolph St., Chicago 1, Ill. de21

\$10.00 REWARD

Will pay \$10 for information as to whereabouts of

HUGH MONTGOMERY ROGERS, JR.

Age 60, 6'3" height. Last known to be a cook with a small carnival in vicinity of Garfield, Wash., about 1953. Mr. Rogers has a family bible with information needed for compilation of a family history. Please write

JOHN F. CAMP, JR.

Box 29 Vancouver, Washington

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developing, frames, everything for direct positive photography. Write for our low prices PDQ Camera Co., 1846 W. Cortes, Chicago 22, Ill. ch-176

Printing

NEARGRAVURE EMBOSSED LETTERHEADS—Sparkling golds and colors! Special engravings for Carnivals, Midways, Circuses, etc. Samples, 10c, be surprised! Solidays Colorprint, Knox, Ind. de21

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

WINDOW CARDS—QUALITY NON-BENDING 14x22 size 3-color posters, \$9 hundred; 17x26 size, \$13.50 hundred. Dayglo auto bumper stickers, size 4x15, \$13 hundred. Tribune Press, Dept. 359, Earl Park, Ind. de28

200 8 1/2x11 LETTERHEADS. 200 6 1/2x9 envelopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Michigan. de21

1,000 EMBOSSED BUSINESS CARDS, \$5.50 per thousand postpaid. Up to 7 lines, blue or black print, cuts 75c extra; two colors, \$1.50 extra. Agents wanted. Green State Co., 21005 E. Valley Hy., Kent, Wash. de21

Salesmen Wanted

A GOOD SIDELINE CAN PAY EXPENSES. I want one person in each major market area. Commission basis. Now calling on retail stores. You will have exclusive in your area. Madsa Anodyne Tablets Quick pain relief. Contains no aspirin. Doesn't sour stomach. Stronger, faster, longer lasting relief. Samples of two 35c and one 85c sizes for \$1. Madsa Products, Post Office Box 21025, Indianapolis 21, Indiana. de21

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Dept 22B, 307 North Michigan, Chicago 1, Ill. ch-176

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Agents and Managers

AGENT—CAN GIVE YOU 18 WEEKS IN schools for good Assembly Programs. 50-50. J. S. Ramsey, Southern Pines, N. C.

Miscellaneous

AERIALIST, AVAILABLE 1960 SEASON, wants join established act. Young man, experienced. Write Craig Stillwell, 1329 Bellevue Ave., Plainfield, N. J. de21

AVAILABLE JANUARY 1 AS PERSONAL or Promotion Manager, Country-Western or Rock-Roll unit. Formerly managed Billy Walker of Columbia Records and Ozark Jubilee. Play bass, have 1958 station wagon and sound equipment. Write or call: R. Badley, c/o Warren McCaw, Belle Plaine, Iowa. ja11

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 818 N. Dearborn, Dept. 21, Chicago 10, Ill.

Tattooing Supplies

JOIN THE INTERNATIONAL TATTOO Club. Information from all over the world. \$3 per year. Zeis, 728-A Leslie, Rockford, Ill. np

Trucks, Trailers, Accessories

GOOD 30 FT. OMAHA STANDARD SEMI Trailer equipped to haul Roll-o-Plane with Arms Intact. Has Car Racks. Good heavy-duty Trailer. Reason for selling, have sold Roll-o-Plane. W. T. Hale, Hale's Shows of Tomorrow, Lenox, Iowa. de28

Wanted to Book

\$1,000 LEASE ALL CONCESSIONS. PENNY Arcade, Automatic Rides, Photography with stuffed bear, lion, horse, etc. Kiddie Rides or what have you? 4-month season plus Sundays. Call after 6 p.m. HO 8-2176, Lake Hopatcong Bear Farm & Zoo, Box 488, Landing, N. J. ja11

Wanted to Buy

SOCIAL SECURITY STAMPING MACHINE. Cheap for cash. Write stating condition, price. Gordon's Idents, Box 284, Kenmore, Wash. de21

WANT TO BUY—2 SWINGING BALLS AND Pins; also 2 Evans Buckets, must be in fair shape, state full price. McGarrh, 532 So. Holmes St., Memphis, Tenn. ja11

WANTED TO BUY—FIVE NICKEL PHILA. Toboggan Skee Balls. Write: Mattatuck Amusement Company, 87 Scovill St., Waterbury, Conn. de21

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. ja11

Routes for Sale

ROUTE FOR SALE

Good route, over 200 late pieces of late Music and Games on location. Old, established route, doing good business in State of Missouri. Country route.

Write for price. Replies to BOX C-570 c/o The Billboard Cincinnati 22, Ohio

Used Equipment

SHIPMAN 3-COL. STAMP MACHINES, LIKE new. \$34.50; Duo's, \$12; Roll Type, \$35; new \$69. USP, 100 Grand, Waterbury, Conn. de28

27 COLUMBUS, B.G., \$4.50 EA.; 4 SILVER Kings, B.G., \$7 ea.; \$6 ea. Also 70 Nut Vendors. Want Candy Machines. Sherman Smith Vending Ser., Allegany, N. Y. Tel. 237-32.

NOTICE

Deadline for Classified ads

JANUARY 4 ISSUE 12 NOON

WEDNESDAY, DECEMBER 30

instead of

4:30 P. M.

TUBERCULIN—STRONGEST. ALL EVENTS. Will travel, lectures, etc. Wrote book. Vat, 141 W. 94 St., New York 25, N. Y.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. ja4

Vocalists

MALE VOCALIST, 21, WISHES CONTACT with recording company. Composes much of own material. Will send photos and demo of own songs on request. Box C-563, c/o The Billboard, Cincinnati, Ohio. ja11

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.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Caigle, M., Books 20c; Mitchell, Barbara, Hale, Pat, Magazine pkg. 50c

Adams, George; Adams, Robert C.; Ab, Henry; Akers, Pop; Allen, Billy & Mrs. Allen, Charles (Allens Bears); Ankrum, Happy; Annin, Ralph J.; Applebaum, Sam; Arbogast, R. W.; Argo, Robert G.; Ashton, Marie; Ayers, Smiley; Bailey, K. L. & Mrs. Bale, Gloria; Bale, Tommy & Mrs. Harrison, Johnny; Barnard, George; Barnett, George; Barnes, Pvt. Roscoe; Barow, Miss Bobbie; Barry, M. (Slim) Mrs. Baudin, David; Beal, Glenn E.; Beck, Donald; Beeler, Mary Sue; Bender, Charles A.; Bennett, Amelia; Bennett, George; Berofsky, Harry A.; Bernard, Victor J.; Biddle, Melville L.; Biehlers, Sylvia & Ray; Bishop, B. M. & Mrs. Bishop John; Black, Whitey & Mrs. Blaum, Chas.; Boaz, Howard; Burch, Maran Correll; Burns, Robert M.; Burton, Irene (Wild Life Exhibit); Butler, Don; Calyer, Andrew & Mrs. Carawan, Mrs. Bernardine (Ducky); Carawan, Lee & Mrs. Carey, Gibson; Carland, Buck & Mrs. Carter, Wm. F.; Cassidy, Kay; Catalano, P.; Chavanne, James & Mrs. Cism, Wm. & Mrs. Claire, Hans & Mrs. Clark, J. B. & Louise; Clark, Pauline; Clarke, Loudon C.; Cherry Jr., William M.; Chery Jr., Mrs. William M.; Clemons, Dick (wild animal act); Colburn, John; Cole, Joe; Coe, LeRoy D.; Cooner, Bobby; Cooper, Joan; Cooper, Richard; Cox, O. C. & Mrs. Cox, Shirley; Curtis, Date & Mrs. Cys, Mrs. Maxine; Dargen, Bill; Darling, Cliff; Davidson, Virginia & Jimmy; Davis, Clifford; Davis, Dorsey Mae; DeLoe, Kok; DeLoe, W. K.; DeWald, Frieda; DeWitt, Paul & Mrs. DeWolf, Harold Edward; Decker, Joseph; Dell, E. M.; Delph, Tommy & Mrs. Demetro, Dewey; Dewart, James; Dickerson, Sunny; Dierso, Charles & Mrs. Diggs, E. L.; Donald, Sam; Donaldson, David; Doxsey, Elmer; Doyle, Frank; Driggers, W. W.; Duane, Rob J.; Duffy, Bruce & Mrs. East, James H.; Eddels, Harry F.; Edwards, Oscar; Egan, C. Dallas; Fikins, William C.; Flam, Chas. W.; Elvis Ely, Mr. (pitchman); Ennis, Lee (Kid); Evans, Thomas & Mrs. Ewell, Peggy; Fisher, Mrs. Joan F.; Forester, August X.; Fowler, Floyd J. & Loretta; Fowler, Whitey; Frank, Abe & Mrs. (bingo); Frederick, M.; Frisco, Eddie & Bee; Gallagher, Chuck; Gallupo, Jack; Garcia, Benito G. & Idelisa M.; Garvin, Marvin; George, Frank; Gibbey, Hugh; Gillespie, Patrick J.; Ginther, Homer & Mrs. Givens, Joe L.; Gray, Carol; Green, Ralph & Mrs. Griffin & N. W. (Micky); Gwens, Joe; Hackett, Edw. J. & Mrs. Hale, Sue; Haley, H. D.; Hall, Marie S.; Hall, Mary Etta; Hall, Robert; Hamid, Al; Hannum, Albert (J. or T.); Hardin, L. H.; Harrison, Johnny; Hart, Edgar; Hartsock, Ray; Hawkins, Hattie M.; Haworth, Joe & Mrs. Hayden, Donald L.; Henson, Dolly; Herman, Henry V. (elephants); Hewitt, Mrs. Florence; Hill, J. & E.; Hinchlay, Eva; Hobbs, Donald & Mrs. Hoffman, Yaro (or Laro?); Holtkamp, L. B. (Doc); Holliday, Jack; Hopkins, W. T. (Bill); Horn, Morris; Houston, Lee; Howey, Fred; Hubbard, Vince; Huffle, T. J.; Hurley, Fred; Illions, Harry A.; Isenhower, Betty; Jackson, Ray; James, Junior; Jerome, Paul; Johnson, Ted; Jones, Doc & Mrs. Julian, Sir Victor; Keightley, George & Mrs. Kelley, Edith; Kelly, Prof. Geo. G.; Kelly, Jack; Kennedy Jr., Tom; Kennedy Sr., Tom; Kentucky, Ray; Kessler, Wm. F.; Kichie, St & Mrs. King, Foster & Mrs. King, Luke; Knight, Jack; Koartez, Anthony & Mrs. Kuykendall Roger; La Vasser, Mrs. Vickie; La Vasser, Blackie & Mrs. Laddies, The Johnny; Lange, Ed; Lapchack, Albert H. (Kellers Lions); Larken, Mrs. E. G.; Larmore, Jim M.; Lawrence, Larry & Mrs. Lee, Harley; Lee, Jack E. (candy man); Lee, Joyce Wagner; Lee, Torchy; Lehman Herb; Levy, Shirley; Lewis, Dick; Little, Roy & Mrs. Long, Leon; Long, Sr. Rodney; Lowrey, John & Mrs. Lowrey, Louise; Lucas, John D.; Lynn, Dixie; MacDonald, Mae; McClain, George; McCormick, Buttons; McDonald, Kenneth J.; McGary, K. C.; McGill, Leo John; McGinley, Barbara; McHenry, M. T.; McIntyre, Arthur L.; McKean, Edwy; McLendon, Mrs. R. F.; McMahon, Joseph & Mrs. McNeace, Milton; McNish, James; McPhee, Robert A.; McPherson, Ralph & Mrs. MacDougall, J. H.; Majors, Peggy Brooks; Manning, Ross; Manslein, Bill; Mante, Earl & Mrs. Marcus, Helen; Marcus, Red; Marks, John (Marks Shows); Marsh, Hal; Marshall, Bob; Mason, Anthony; Mason, Tex; Mason, Tony; Mathis Jr, Edward D.; Maxson, Clarence F. (Tex); Maynard, Edward (Red); Maynard, Gaylord & Patti; Merriman, Carolyn; Milan, Alan & Mrs. Miller, Alma; Miller, Bob & Flossie; Miller, Earl & Mrs. Miller, Robert B.; Miller, Robert E.; Miller, Thomas R.; Mitchell, Gus & Mrs. Mitchell, Monty; Mock, Bob (dog act); Moon, James E.; Mooney, Ginger Raye; Moore, Mrs. M.; Moore, Roy; Moran, Billy; Moran, Bobby & Mrs. Moreno, Jose; Munroe, Jack; Munroe, Wm. (Preacher); Murphy, Mrs. Elizabeth; Myers, Bob & Mrs. Nails, Ed; Napier, William; Norwood, Carl; Nubson, Ted; O'Connell, Nig & Mrs. O'Hara, Frederick; O'Sulky, Fannie; Oriando, Cecil & Mrs. Osteen, Clarence & Mrs. Paul, Stanley; Payne, Lucien Jack; Pearson, Carl & Mrs. Phelps, Rose; Phillips, Robert; Phillips, W. G. & Mrs. Picaroni, Mrs. Cottle Lee; Pike, W. D. & Mrs. Poole, Dow & Mrs. Poplin, Charlie M. & Mrs. Porter, Florence; Prell, Abe; Puteet, Dorothy & Mrs. Ragan, Mary; Raymond, Emma; Reeves, Tommy; Regan, Johnny (c/o Loren Roe); Reichert, Frank; Rice, A. C.; Richards, Arthur; Rider, Payton Harry (Palance); Rigsby, Douglas & Mrs. Rinehart, Gene; Roachman, Sammy; Rose, Louis; Rose, Mark; Rosenzweig (Hager); Dorothea E.; Ross, Al; Ross, Charles (Arkte); Rossman, Al; Ruder, Melvin C.; Saa, George; Sakoble, Shirl; Scheel, G. R. & Mrs. Schilling, Dutch; Schuck, Pete & Mrs. Schultz, O. D.; Scott, John; Scott, Tommy; Scruggs, Troy; Shaffer, John & Mrs. Shaffer, William; Sheehan, Jack & Mrs. Shelby, Hank; Shimmers, John (lions); Shumate, Charlotte; Steenrod, Jr., Elmer Harold

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Moreno, Jose; Munroe, Jack; Munroe, Wm. (Preacher); Murphy, Mrs. Elizabeth; Myers, Bob & Mrs. Nails, Ed; Napier, William; Norwood, Carl; Nubson, Ted; O'Connell, Nig & Mrs. O'Hara, Frederick; O'Sulky, Fannie; Oriando, Cecil & Mrs. Osteen, Clarence & Mrs. Paul, Stanley; Payne, Lucien Jack; Pearson, Carl & Mrs. Phelps, Rose; Phillips, Robert; Phillips, W. G. & Mrs. Picaroni, Mrs. Cottle Lee; Pike, W. D. & Mrs. Poole, Dow & Mrs. Poplin, Charlie M. & Mrs. Porter, Florence; Prell, Abe; Puteet, Dorothy & Mrs. Ragan, Mary; Raymond, Emma; Reeves, Tommy; Regan, Johnny (c/o Loren Roe); Reichert, Frank; Rice, A. C.; Richards, Arthur; Rider, Payton Harry (Palance); Rigsby, Douglas & Mrs. Rinehart, Gene; Roachman, Sammy; Rose, Louis; Rose, Mark; Rosenzweig (Hager); Dorothea E.; Ross, Al; Ross, Charles (Arkte); Rossman, Al; Ruder, Melvin C.; Saa, George; Sakoble, Shirl; Scheel, G. R. & Mrs. Schilling, Dutch; Schuck, Pete & Mrs. Schultz, O. D.; Scott, John; Scott, Tommy; Scruggs, Troy; Shaffer, John & Mrs. Shaffer, William; Sheehan, Jack & Mrs. Shelby, Hank; Shimmers, John (lions); Shumate, Charlotte; Steenrod, Jr., Elmer Harold

Siegrest, Billy & Mrs. Smith, Bert; Smith, Hal; Smith, Harold C. (musical Harold); Smith, Lonnie & Curly; Snellings, William Lyle; Snellings, Daniel & Mrs. Spencer, M. J.; Spoon, Mrs. Sue; Stank, James L.; Star, Hedy Jo; Stepin, Al & Mrs. Stevens, W. M. & Mrs. Stewart, Eddie; Stimmel, James; Stoltz, Lloyd & Pauline; Strong, Verna; Stroud, Howard K.; Stuck, Arthur & Mrs. Sturms, Mrs. Edward Sullivan, Joan E.; Swift, Jackie; Tammany, John Francis; Tandy, Edmond; Taylor, K. L. (Dick); Taylor, Mrs. Sue Ann; Taylor, William; Temkin, Jack; Terry, Ed; Thomas, Charles & Mrs. Titts, Sherry; Toanides, Johnny; Tompkins, Mrs. Gladys; Travers, Allen; Travers, Charlie; Travis, Jimmy; Valentine, Val; Van Hooser, M. B.; Vaughn, Lester W.; Vihko, Paul; Villemarie, Joseph R.; Wagner, Harry & Mrs. Wain, Cal; Waite, Kenneth; Washburn, George; Weber, Calvin A.; Wendt, Fred; West, George P.; White, Vesper P.; Whiteside, M. P.; Whittington, Marion; Wiley, Mrs. Ersie; Wilkens, Nelson; Williams, Mrs. L. L.; Williams, Walter; Winker, Bob & Mrs. Wise, Richard N.; Wiswell, Frieda; Wolfe, Herman; Wood, Vernon & Pat; Woods, Florence; Wright, John; Wurster, Arthur E.; Yates, Tex & Betty; Yeager, Eddie; Young, Mrs. Dolly

Gattis, Mrs. James, 39c

Acker, Mr. & Mrs. Dave; Ackley, Mr. & Mrs. Jimmie; Ackerman, Mrs. Nancy; Allen, Mr. & Mrs. Billy; Allison, Tex; Allred, Robert; Althausen, William; Ankrum, Mrs. Ethel; Atkins, Paul; Barfield, John F.; Barry, Mr. & Mrs. Tom; Bell, Billie; Bell, William R.; Bennett, Mr. & Mrs. Chuck; Benoit, Jerry; Bergan, Louis E.; Berofsky, Mr. & Mrs. Harry; Biddle, Bill; Biers, Steven L.; Boudreau, A. A.; Bullock, Janita C.; Brown, Ray; Caloian, C. A.; Campbell, Walter; Carpenter, Helene; Carpenter, Walter E.; Cooper, Jerry F.; Converse, Art; Couls, Mr. & Mrs. Robert; Crew, Tom; Crowe, Doris; Crowe, Thomas N.; Crowell, Mr. & Mrs. H. W.; Curtis, Dave & Fay; Dale, Bob Gene; Davis, Clyde & Roxann; Demetro, John; Denind, Luther; Devin, Warner; Dial, Roy; Donnellson, Kenneth & Wilma; Donovan, James; Doren, Mr. & Mrs. Clarence; Dugan, Terry Dean; Eagle, Mr. & Mrs. Ed W.; Earl, Mr. & Mrs. Robert E.; Eddington, Mr. & Mrs. Cecel; Eppel, Mr. & Sammy; Fink, Harry; Finley, Evelyn; Ford, Grady; Fritts, W. R.; Garrison, Donald; Geltz, Ralph & June R.; Georgia Boy; Gibson, Clifford; Gilham, Thomas; Griggs, Charles; Gray, C. H.; Green, Johnny; Greenberg, Harold; Grutel, A. E.; Haley, H. S.; Hamilton, Mrs. Olin; Harris, Sun; Hatchett, Billie; Hinds, Kenneth; Hoffman, Eugene; Hoffman, Margaret; Hopkins, Ray; Jaminson, Mr. & Mrs. L. M.; Kelly, Frank Eugene; Kernes, James Alven; Kester, David E.; King, Mr. & Mrs. Cowboy; Kinney, J. A.; Kisor, Guy; Labadie, Lawrence; Frederick; Leavitt, Glen; Ledbetter, Al; Ledbetter, Bertie; Leuz, Charles L. M.; Levitt, Maurice & Pearl; Lewy, Thomas M.; Lewis, E. J.; Lewis, J. E.; Logan, Harry S.; Logston, Mr. & Mrs. Fuzzy; McClain, O. C.; McConnell, W. C.; McCormick, Buttons; McGinley, Horace; McGrath, Louise; Reid; McHenry, M. F.; McWhorter, Ted; Maibin, Ed; Mallen, John; Marshand, Mr. & Mrs. Noah; Mason, Thomas; Matthews, Sport; Mayner, Fred (Curley); Miller, Skip; Miller, Mr. & Mrs. Ralph R.; Minar, Frank; Monarch Productions, Inc.; Moran, Miss; Moran, Evvie; Morno, Geraldine; Morton, J. R.; Nelson, Don; Odie, Buster; Omeda, Enrique; Tocino; Orlander, Tiny; Parnin, Rose Gold; Pettiers, Mary Webb; Pilger, Bobby; Prevost, Mr. & Mrs. Dave; Rader, Kenneth; Radford, Leila Mae

Strieber, Jo & Whitey; Sulva, William; Swank, Ruth; Virginia; Swisher, Forest; Tedtman, Charles & Charlotte; Thomas, Jack; Turner, Mr. & Mrs. Albert; Vincent, Mr. & Mrs. Joe; Von Gruenen, Jacob; Ward, John R.; Warwick, Mr. & Mrs. Stanley; Waters, Mrs. A. J.; Welch, John A.; West, G. Amber; Wetherbee, Harold H.; White & Strates; Wilson, George; Wilson, Mr. & Mrs. Woody; Woods, Gene & Josie; Young, Mrs. Dolly; Young, Roger

Alpert, Arn; Berkowitz, William; Burgess, Jr., Fred; Cann, Harvey; Cruz y Sra, Ramon M.; DeWald, Frieda; Yvonne; DeWolf, Frieda; Erle, Beatrice; Eldot, S.; Hayward, Aurora; Kelly, Sonny; Lee, Bob; Lee, Bob

Levy, Sam S.; Utler Sr., J.; Mantell, William; Marshall, Jay; Milanes, Giuseppe; Murphy, Pat; Nadja, Jean; Price, Lita; Reynolds, Rae; Richards, Nellie; Sabrina, Harry; Savoy, Harry; Salisbury, Philip; Spalding, Mr. Odette

Barber, Earl J.; Bowman, Harley L.; Cooper, Jozo; Cooper, Jerry F.; Couls, Mr. & Mrs. Robert; Dukes, Daniel T.; Everett, Jim; Flynn, Francis Pat; Graham, Babs & Del; Hopp, George C.; Kuntz, Seymour J.; Lane, Gerald; Lou, Ava; Manning Shows, Inc.; Moseley, Elmer; Moore, Dwayne; Linley; Murray, Joseph; Nelson, Sandy; Port City Rides; Powers, Babe; Patrieta R & H Equipment; Schuler, Charles Co.; Seltzer, Mrs. Loretta; Tobell, Allen; Wagner, Cyril; Ware, Dick; West, Walter; Wilson, Big Al; Wright, Earl

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COMING EVENTS

Continued from page 36

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Aud.), Jan. 29-Feb. 7, P. W. Kahler. St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 19-28, Wendell Emrick.

Nebraska

Lincoln—Lincoln Auto Show (Pershing Municipal Aud.), Jan. 20-24, 1960.

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. 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.

Ohio

Cincinnati—Ohio Valley Boat, All-Sports, Vacation & Travel Show (Gardens), Feb. 27-March 6, H. E. Hart. Cleveland—Mid-America Boat Show (Public Hall), Jan. 16-24, Irving Gray. Toledo—Toledo Auto Show (Sports Arena & Exhibition Hall), Jan. 9-16, 1960.

Pennsylvania

Harrisburg—Pennsylvania State Farm Show (Farm Show Bldg.), Jan. 11-15, H. R. McCulloch. 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 Aud.), Jan. 21-23, 1960.

Texas

Dallas—ROA World's Series, Dec. 26-30, James Stewart. Donna—South Texas Lamb & Sheep Expo., Jan. 15-16, James McQueen. El Paso—El Paso Sun Carnival, Dec. 18-Jan. 2. Fort 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. 14-18, J. George Loos, Box 455. New Braunfels—Comal County Youth Show, Jan. 30. Odessa—Stock Show & Rodeo, Jan. 5-10.

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.

Wisconsin

Milwaukee—Milwaukee Auto Show (Milwaukee Aud. & Arena), Feb. 6-13, 1960.

CANADA

Ontario

Toronto—Canadian Boat Show (Automotive Bldg.), Feb. 5-13, Loyal M. Kelly.

Reynolds, Duke; Ritchie, Ken; Rizzi, Pascualino F.; Robinson, Rue A.; Rogers, Johnny; Royal, Mr. & Mrs. Danny; Schafer, Mathias B.; Sellers, Clarence; Shanan, Mrs. Robert; Sileo, Miss Jo Ann; Sileo, Mr. & Mrs. Joe; Slavin, Ed; Slihm, Chester; Smith, Ann; Smith, Eugene M.; Smith, Jack E.; Snooks, Bobbie; Spence, James & Marion; Staley, Herschell; Starr, Mr. & Mrs. Melody; Stevens, Mr. & Mrs. Joe; Stickle, Doran; Sliver, Jo & Whitey; Sulva, William; Swank, Ruth; Virginia; Swisher, Forest; Tedtman, Charles & Charlotte; Thomas, Jack; Turner, Mr. & Mrs. Albert; Vincent, Mr. & Mrs. Joe; Von Gruenen, Jacob; Ward, John R.; Warwick, Mr. & Mrs. Stanley; Waters, Mrs. A. J.; Welch, John A.; West, G. Amber; Wetherbee, Harold H.; White & Strates; Wilson, George; Wilson, Mr. & Mrs. Woody; Woods, Gene & Josie; Young, Mrs. Dolly; Young, Roger

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Alpert, Arn; Berkowitz, William; Burgess, Jr., Fred; Cann, Harvey; Cruz y Sra, Ramon M.; DeWald, Frieda; Yvonne; DeWolf, Frieda; Erle, Beatrice; Eldot, S.; Hayward, Aurora; Kelly, Sonny; Lee, Bob; Lee, Bob

MAIL ON HAND AT

BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill. DECEMBER 21, 1959

FROM 80 TO 800

Special Filing System Keys Success in Building Up Route

MINNEAPOLIS—A unique and self-developed filing system has been largely instrumental in helping Ralph Arms, local operator here, expand his route from 80 to 800 gum ball and charm machines in a few short years.

Chief advantage of the system says Arms, is keeping accurate tabs on each machine, with particular regard to frequency of filling.

"We've worked out our system so that we know just how long it takes for a machine to empty. We don't waste time working on half-full machines and aren't guilty of overlooking the empty ones."

"The advantage has been twofold. Not only are our locations happy with better service, but our own profit picture has improved considerably."

The Minneapolis operator got into the bulk vending business seven years ago as a part-time occupation. He purchased an 80-machine route then, and expanded it to 260 machines.

Full Time

He resigned his position with the U. S. postal service two years ago to devote full time to his booming route business, and, with the addition of another purchased route, now has more than 800 machines on location.

Arms' area of operation is a large one. It includes many cities and towns in Minnesota, but also extends into Western Wisconsin and up to Jamestown, N. D.

"Because it is so widespread," he explains, "I make every effort to make my delivery operation accurate and efficient."

File System

For this he relies on his file system. He has his business split up, for the purposes of his card files, into 22 different routes.

Each location has an individual three-by-five-inch card devoted to it. In the upper left hand corner of the card is a number—for instance, "4 A." The "4" denotes which route it belongs to, the "A" shows that it is the first stop on that route.

Below that number is the name of the establishment and the street address. In the upper right hand corner is the amount of percentage paid to the location owner.

Dates

Also on the card are the dates that the location has been serviced and the amount of commission paid at each visit.

Perhaps the most vital item on the card—as far as efficiency is concerned—is the approximate length of time that it usually takes for the machine to empty.

The evening before Arms is to

go out, he goes thru the file of that particular route. He can quickly check the last date he visited the location, comparing it with the length of time he should revisit the spot. If a visit is called for, he writes down the number of the place on his route list for the next day.

Why File

Why not take the whole file for the route along with him? Arms explains, "This way, I know the day before, how many machines to take along and just where I'm going before I start out. This allows me to plan my trip more swiftly. For instance, if I just loaded my car with some machines that morning, I might have too few—or spend valuable time loading too many."

Also, if I just took my card file

with me in the morning without checking exactly where service was needed, I might find myself driving out of the way to some spot which might not need service.

"Why is time valuable? Because building and keeping a good operation in this business takes salesmanship. When I'm out on my routes, servicing my present customers, I'm also on the lookout for new locations."

New Business

"That takes a great deal of time. I'm always trying to spot new business—perhaps a new supermarket or a big drugstore going up or a dairy store that has changed hands. When I do, I stop and make a contact. That takes time. I've been turned down as many as 30 times a week, but I may also get

(Continued on page 42)

\$25 DOWN

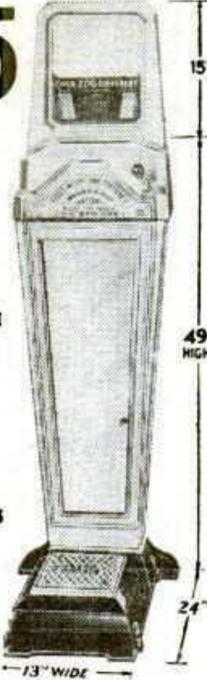
Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



WEIGHT, 165 LBS.

Invented and made only by

WATLING

Manufacturing Company

4541 W. Lake St. Chicago 24, Ill.

Est. 1899. Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago

Happy 1960
Sam, George, and Sid Eppy

Standard of quality the world over ...



BALL GUM

Contact your distributor for immediate shipment.

MANUFACTURED EXCLUSIVELY BY
LEAF BRANDS INC.,
1155 N. CICERO AVE., CHICAGO 51, ILL.

WE HAVE

oak's "TRADING POST"

H. B. HUTCHINSON CO.

1754 North Decatur Rd., N.E.
Atlanta 7, Georgia
DRake 7-4300

Available as a PENNY-NICKEL MACHINE

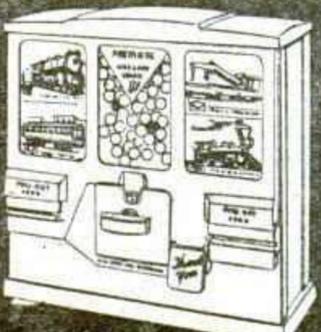


WE HAVE

oak's "PREMIERE"

STANDARD SPECIALTY CO.

1028 44th Avenue
Oakland, Calif.



oak's LI'L LEAGUER

a sure hit!

The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer.

AND:

OAKS "400"

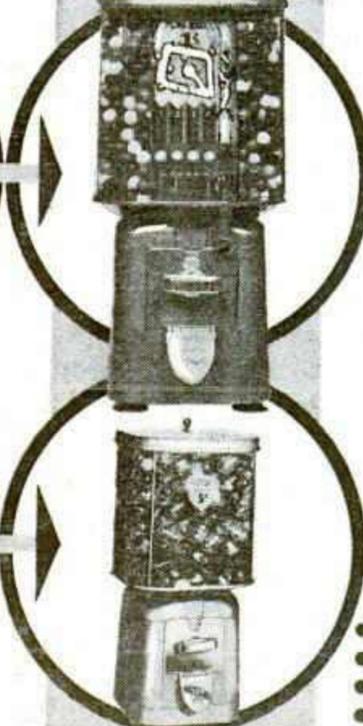
Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25c.

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Advertisers Note!

EARLY DEADLINES

ON DECEMBER 28 AND JANUARY 24 ISSUES

No advertising can be handled after the Wednesdays of December 23 and 30.

Advertisers who customarily mail copy or changes should also use airmail and special delivery.



ARMS USES A DAILY travel sheet showing each stop to visit. He pulls the names off the route file cards in his office. Spare time at day's end is used to call on new locations.



QUICKLY CHECKING thru his card file system, Ralph Arms, of Minneapolis, can set his travel route for the next day, anticipating how many stops he'll make and how many machines he'll have to carry with him.

Industry Leaders Attend Graff Yule Party; Mitchell, Lobell Speak

By AARON STERNFIELD

DALLAS—More than 200 operators from six States, with routes in 28 States, as well as a host of bulk vending industry leaders, gathered at the plush Oak Cliff Country Club here Wednesday night (16) for Everett Graff's Christmas party.

Operators from Texas, Oklahoma, Kansas, Colorado, Louisiana and Arkansas took the opportunity to look over the various bulk vending lines distributed by the Graff Vending Supply Company, as the firm held an open house in its showroom before the party.

Head table guests included Don Mitchell, counsel for the National Vendors Association; Rolph Lobell and Jane Mason, both of Leaf Brands; Bob Guggenheim and Paul Price, both New York charm manufacturers; Mr. and Mrs. Les Hardman, Penny King, both of whom came in from Puerto Rico; Lyle Becker, Brillion, Wis., charm manufacturer, and Aaron Sternfield, The Billboard.

Highlights of the evening were talks by Mitchell and Lobell, with Lobell showing the operators color slides of his recent trip to Africa.

Mitchell outlined the three problems facing the bulk vending industry—taxes, sanitation and the use of prizes which would place the industry in jeopardy by making the machines subject to the \$10 and \$250 taxes.

He pointed out that last year the industry grossed \$58,000,000, and that this healthy sales picture was brought about by building on a firm foundation. He warned operators of forces which seek to eat away at that foundation.

Mitchell predicted that as the Federal and the local governments become strapped for operating revenue, the vending industry will become a target for new and increased taxes.

Mitchell disclosed that the National Vendors Association is conducting an investigation on the best methods of keeping equipment clean and merchandise sanitary, and that once an operating procedure is arrived at, that procedure will be presented to the various health departments as the industry standard. A sanitation panel will discuss this problem at the next NVA convention in Miami in May.

Lobell spoke of the word "quality," listing an operating rule for each letter of the word. For example, he told operators to "Question your operating methods" and make changes if a need for improvement exists.

Other points in his talk included: Utility, Appearance, Less Mileage and More Calls, Increased Equipment per Stop, Increased Manpower for Expansion, Thoroughness with Ore-Planned Calls, and You Are the Sum Total of All These Points.

Scores of prizes were awarded operators, but the grand prize—a 1960 Ford Station Wagon donated by Everett Graff, was won by Celver Warren, Odessa, Tex., operator. Pictures of all the prize winners at the party will appear in the next issue of The Billboard.

In the drawing for the station wagon, last year's winners, Mr. and Mrs. Dalton Wicks, disqualified themselves.

Splitting the emcee chores during the festivities were Everett Graff and Paul Guines. The following employees were on hand to greet guests: Mrs. Inez Guines, Winnie Abbott, Howard Lewis, Marie Norman and Jo Lemay.

Major prize winners included Mrs. Earl Green, of Wichita Falls, Tex., a tape recorder donated by Leaf Brands (Mrs. Green operates the route of her husband who died recently); H. B. Jordan, Dallas, a Polaroid camera, donated by Paul Price; John Kaufman, Hope, Ark., a lady's diamond wristwatch donated by Bob Guggenheim; Vern Wintermill, a six-machine Northwestern battery donated by North-

western; Morris Addington, Wiley, Tex., a silver service donated by Victor; Ronnie McClure, Dallas, an Acorn machine with a \$50 bill donated by Oak Manufacturing; Harold Bracy, Dallas, a 12-cup percolator; G. A. Dean, Alexandria, La., an electric razor donated by Ringmaster; Mrs. Milton Hampton.

(Continued on page 42)

The "CHARM" Brothers Sam, George, and Sid Eppy wish you a Merry Christmas



VICTOR'S TOPPER DELUXE HALF-CABINET STYLE

Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with gold chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

\$15.50 Ea.

Minimum Packing: 4 to the Case. All TOPPERS Have Refill Assembly Feature.

Write for Lowest Prices on our complete line of CHARMS BALL GUM CAPSULES MACHINES

Order Now From Victor's South-eastern Distributor.

H. B. HUTCHINSON, JR. 1784 N. Decatur Road N.E. Atlanta 7, Ga. Phone: DRake 7-4300

HERE IT IS—NEW! "Grip-Tite Capsule" (Pat. Pending)



Designed to make items look more attractive, machines more inviting. Loaded with these added features: CORK TYPE ASSEMBLY (Just like pushing a cork into a bottle) EASIER—QUICKER ASSEMBLY LARGER ITEMS CAN BE USED NO BREAKAGE—WON'T COME APART IN THE MACHINE CAN BE USED AS SALT & PEPPER SHAKER WHEN EMPTY VENDS PERFECTLY IN ALL CAPSULE MACHINES ASSORTED COLORED CAPS

Also Available in Da-Glo Colored Caps Regular Colors \$5.50 per M Da-Glo Colors 5.75 per M (MIN. ORDER 5 M)

Grip-Tite Capsules will definitely Attract buyers to your machines. Order Now! Immediate Delivery!

SEASON'S GREETINGS TO ALL OUR FRIENDS

paul a. PRICE co. inc. 55 Leonard St., N. Y. 13, N. Y. COlltlandt 7-5147-8

GIVE TO DAMON RUNYON CANCER FUND

Clear Ball Gum of N. J. Child Illness Charges

CHICAGO—A potentially serious industry problem was avoided in New Jersey recently, when several ball gum machines were cleared of any blame in the illness of two children.

The youngsters became seriously ill and parents charged some ball gum the children had eaten was to blame.

National Vendors Association together with the gum manufacturer immediately sent chemical analysis reports to local health authorities, who after thoro examination of the situation, cleared the machines of any blame.

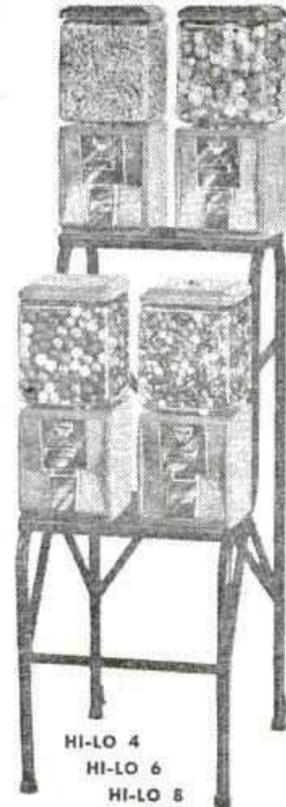
Commenting in a NVA bulletin,

Milton T. Raynor, counsel, said, "the message is clear. Sanitation is a day to day problem that must be given careful attention. Police matters, licenses, taxes are all problems in the industry, but they can be solved—difficult as they are, more easily than a health scare, particularly in our industry which caters to children."

Raynor cautioned all operators to first be sure their machines are fully sanitary, then, in case of any charges, to act quickly and show they're not to blame.

"One incident can set off a spark that will set fire all over the country," said Raynor.

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.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLux 1c or 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Com-verted for 100 ct. B.G.	6.50
Ver King 1c B.G. or Mdse.	8.50
ABT Gums	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 fins, per lb.	\$.85
Pistachio Nuts, Jumbo Queen, Red.	.48
Pistachio Nuts, Jumbo Queen, White.	.43
Pistachio Nuts, Large Tulip.	.45
Pistachio Nuts, Vendor's Mix.	.58
Pistachio Nuts, Sheik.	.48
Cashew Whole.	.46
Cashew Butts.	.58
Peanuts, Jumbo.	.42
Spanish.	.32
Mixed Nuts.	.57
Baby Chicks.	.30
Rainbow Peanuts.	.32
Boston Baked Beans.	.32
Jelly Beans.	.28
Licorice Gems.	.28
M & M, 550 Ct.	.59
Hershey-ets.	.47

Rain-Bo Gum, 60 ct.	\$.30
Malt-ette, 100 ct., per 100	.32
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bo Ball Gum, 100 ct. 300 lb. minimum, prepaid on all Rain-Bo Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	\$.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator. One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY



VICTOR Globe Style TOPPER DELUXE 1c or 5c

For ball gum and charms. A 1c available for peanuts and bulk candies.

\$15.50 Each

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL 446 W. 36th St. New York 18, N. Y. LOngacre 4-6467

GIVE TO DAMON RUNYON CANCER FUND

MANNY RAKE SAYS: The GOLDEN '59 IS IT!

Complete line of machines and equipment always in stock. RAKE COIN MACHINE EXCHANGE 609A Spring Garden Street Philadelphia 23, Penna. Phone: WALnut 5-2676

INSIST ON STAR BRITE BALL GUM Save Money! Cramer's NEW 240 COUNT

Ask your distributor to stock Cramer's "Starbrite" for you!

Our very best wishes to OPERATORS AND DISTRIBUTORS throughout the United States for a most pleasant HOLIDAY SEASON

You have again been responsible for blessing us with the biggest year in the history of our business. For this we are forever grateful.

CRAMER GUM CO. INC. 150 Orleans Street East Boston 28, Massachusetts Member of National Vendors' Assn.



Merry Christmas from all of us... to all of you

FREE Illustrated Sheets on All Feature Charms, Rings & Bulk Charms.

SURE-LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality-filled capsules. Contains our complete line.

The PENNY KING Company 2538 Mission Street, Pittsburgh 3, Penn. World's Largest Selection of Miniature Charms Owners of ATLAS MASTER... The proved 1c-5c Vendor

Season's Greetings

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

Eppy Bows Gift-Deal Promo

NEW YORK — Operators will get gifts along with their charm purchases in a new "Deal of the Month" promotion plan being launched by Samuel Eppy & Company, Inc., here.

The firm plans to have a different package deal each month for operators. Each will center around a minimum purchase order of charms and a special gift offer to go along with the deal.

The plan is being kicked off with a choice of three different charm deals, with a man's or woman's wrist watch as the gift bonus. The watches are valued at \$19.95 each, Eppy says.

The deals include: (1) 10,000

gimmicks and a free watch; (2) 50,000 fill mix and free watch; (3) combination gimmick and fill mix order and free watch. Each is priced at \$100.

The gimmick deal consists of 10 different items, each separately packaged, 1,000 to a bag, including watch charms, hot dogs, penguins, false teeth, irons and toasters, luminous bulbs, binoculars, space ships, hearts with diamonds and clowns.

The fill mix deal includes 10,000

vacuum series number 10, 5,000 vacuum series number 45, 5,000 vacuum series number 90 and 30,000 plastic series number two charms. Each series is packed separately. The average cost of the items is \$2 per 1,000.

The third or combination deal consists of 5,000 gimmicks and 25,000 fill mix.

Each of the above deals expires December 31 when a new deal will be substituted. All items are f.o.b. Jamaica, N. Y.

New Eppy Firecrackers & Toy Furniture Shown

NEW YORK—Two new charm series—a line of toy furniture and make believe firecrackers—was bowed by Samuel Eppy & Company last week, simultaneously with the firm's announcement of a special "Deal of the Month" gift promotion plan for the coming year (see separate story).

The furniture will be available in both vacuum-metal and plastic colors, including such pieces as a

piano, tea-table, chest of drawers, sofa and easy chairs. The plastic colors are priced \$4.50 per M for 10,000 or more; \$5 per M for 5,000 to 9,000; \$7 per M for 1,000 to 4,000.

The vacuum-metalized charms are priced \$6.50, \$7 and \$8.75 per M for the same quantity breakdowns.

Firecrackers

The make-believe firecrackers are available in red plastic and red vacuum-metal, each with silver painted tips. Prices for the plastic are \$5.50 per M for 10,000 and up; \$6 per M for 5,000 to 9,000; \$8 per M for 1,000 to 4,000.

The red vacuum-metal are \$7.50, \$8 and \$10 for the same quantity breakdowns.

From 80 to 800

Continued from page 40

six or seven new locations, and that's what counts."

Knowing the approximate number of machines to take along is important because Arms uses an automobile for deliveries and can handle only a limited number.

Arms prefers to exchange machines rather than refill them on location. It takes less time, and he finds they can be filled more attractively at his shop.

Keeps Tabs

Arms also feels his card file system helps him keep tabs on locations. If the machines aren't doing enough business to justify being on the routes, he removes them.

Because of such changes, and because he changes his routing from time to time for more concentrated and unified traveling, his cards are re-numbered each year.

Cig Consumption Hitting Record High

WASHINGTON—Consumption of cigarettes in the U. S. this year is estimated at nearly 455 billion by industry statisticians, according to the Tobacco Institute, Inc.

In a report issued last week (16), the Institute said actual production ran nearer 500 billion, to cover exports and shipments to armed forces overseas.

Consumption in 1958 was 436.3 billion and in 1957 it was 409.4 billion, the Institute said.

Future outlook indicates a "continued high rate of annual gain," according to Institute President James P. Richards. One industry estimate, Richards said, is that by 1960 smokers in the U. S. will be consuming 527 billion cigarettes, and that by 1968 the figure will reach 690 billion.

Total U. S. consumer expenditures for all tobacco products in 1959 are estimated by the Department of Agriculture at \$6.8 billion, compared with \$6.3 billion in 1958 and \$6 billion in 1957.

Graff Party

Continued from page 41

Dallas, an electric razor donated by L. M. Becker Company, and Howard Perkins, Oklahoma City; A. A. Anderson, Ruston, La.; Mr. Harlan, Oklahoma City, J.C. McClure, Dallas; H. C. MacDonald, Denton, Tex., and W. C. Wilson, Houston, six watches donated by Samuel Eppy & Company.



SEASON'S GREETINGS

and all our best wishes for a healthy and prosperous 1960

NATIONAL VENDING SERVICE CO.
46 Fulton St., Brooklyn 1, N. Y.
TRiangle 5-1857

Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c Combination

Weights \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial projects pointer when in use.

\$22.00

Complete With Sturdy Carrying Case

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N.Y. Distributors, Write for Prices.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH

Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices
718 Lincoln Place, Brooklyn 16, N. Y.
PResident 2-2900

The **Northwestern GOLDEN '59** is your best buy

Morris S. Gisser says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

CLEVELAND COIN Machine Exchange, Inc.
2029 Prospect Ave., Cleveland 15, Ohio
Phone: TOWer 1-6715

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:

KING & COMPANY
2700 W. Lake St. Chicago 12, Ill.
Phone: KE 3-3302

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1 Hershey's 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

Servicing is Simplified with the

Northwestern INTERCHANGEABLE MERCHANDISE UNIT

Northwestern GOLDEN '59

- ... Easy to Service
- ... Easy to Clean
- ... Time Saving
- ... More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

H. B. HUTCHINSON, JR.
1784 N. Decatur Rd., N.E., Atlanta 7, Ga.
Phone: DRake 7-4300

YOUR AUTHORIZED VICTOR DISTRIBUTOR

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .

INCREASE YOUR PROFITS BIG WITH VICTOR'S VENDORAMA®
... THE ALL-PURPOSE VENDOR ... AND THE 4 OR 6-UNIT STAND

<p>Bernard K. Bitterman 4711 E. 27th St. Kansas City, Mo. WA 3-3900 Iowa, Neb., Mo., Kan., Colo.</p>	<p>Champion Nut Co. 1194-1198 Tremont St. Boston 20, Mass. Highland 5-8935 Mass., Conn., R. I., N. H., Vt., Me. Ed Flanagan</p>	<p>Ellingworth Supply Co. 659 Adams St., N.E. Mpls. 13, Minnesota SUnset 8-6972 Minn., N. D., Mont., S. D., Wyo.</p>	<p>Graff Vending Supplies 2817 W. Davis Dallas 2, Tex. WHitehall 8-7117 Okla., Ark., Tex., Miss., La., N. M., Ariz.</p>	<p>H. B. Hutchinson, Jr. 1784 N. Decatur Rd., N.E. Atlanta 7, Ga. DRake 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.</p>
<p>Logan Distr., Co. 1850 W. Division Chicago 22, Ill. HUMboldt 6-4870 Ill., Ind., Ohio, Wis., Mich., Ky.</p>	<p>Northwestern Sales & Service Co. 446 W. 36th St. N. Y. 18, N. Y. LONGacre 4-6467 New York State</p>	<p>Parkway Machine Corp. 715 Ensor St. Baltimore 2, Md. EAStern 7-1021 Va., Md., W. Va., Del.</p>	<p>Standard Specialty Co. 1028 44th Ave. Oakland 1, Calif. AN 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands</p>	<p>Voodco Sales Co. 2124 Market St. Phila. 3, Pa. LOcust 7-1448 Pa., N. J.</p>

Unique in Design and Beauty

VICTOR VENDING CORPORATION

RECONDITIONED MACHINES

N.W. MODEL 49's \$11.95
PREMIER CARD MACHINES 13.95
8-COL. 1¢ TAB GUM VENDORS 14.95
N.W. TAB GUM—1¢ 18.95
TOPPERS—1¢ BALL GUM 9.95
VICTORS—1¢ MODEL V 7.95
FOLDER STAMP MACHINES 12.50

MERCHANDISE

MALT-ETTE—100 CT.—Per 100 29¢
RAIN-BLO GUM—210, 170 OR 140 CT. 30¢
RAIN-BLO GUM—100 COUNT 32¢
RAINBOW PEANUTS 28¢
BOSTON BEANS 28¢
LICORICE LOZENGES—VEND. SIZE 26¢
PEANUTS—SALTED 42¢

CHARMS

JUMBO VENDOR MIX—ASSTD.—A REAL WINNER, PER BAG \$3.00

VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR \$13.95 EACH

1/3 Deposit on All Orders
PARKWAY MACHINE CORP.
715 Ensor St., Baltimore 2, Md.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-Week period ending with issue of December 14)

Table with columns for Machine Name, High Price, Low Price, Mean Avg Price, and Manufacturer. Sections include MUSIC MACHINES, SHUFFLE GAMES, PINBALL GAMES, and ARCADE EQUIPMENT. Each section lists various models and their corresponding price ranges.

Chattan'ga Ban N.G. — Tenn. Supreme Ct.

NASHVILLE—The Chattanooga ordinance banning pinball machines was declared invalid by the Tennessee Supreme Court.

The court held the ordinance conflicts with a State law which says pinballs are not gambling devices. Thus, the ordinance is unconstitutional since it does not conform with the general law, according to the court.

The high court decision reverses an earlier opinion by Chancellor Morris B. Finkelstein, Chattanooga, who upheld the Chattanooga anti-pin ordinance passed in mid-1958. Chattanooga made operation of pinballs a misdemeanor and made the games subject to confiscation.

Status Uncertain

Status of pinballs in Chattanooga will not be clear until the high court rule has been studied, according to Assistant City Attorney Eugene Collins. He pointed out that

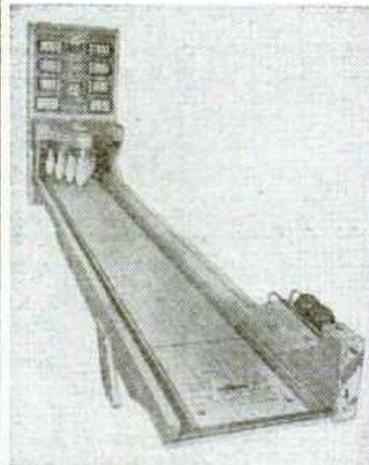
some pinballs require federal gambling stamps, and that this would put such games in the category of gambling devices, possession of which is punishable under another city ordinance. Not all pinballs, however, are in this category.

Just two years ago the Tennessee Legislature amended the State gambling law to remove pinballs from the listed gambling devices. Previously operation of pinballs had been illegal thruout the State under the anti-gambling law passed in 1955.

The city of Chattanooga attacked the amendment excluding pinballs as being discriminatory. The high court at that time, however, summarily rejected this position and stated:

"We think this was a matter for the Legislature to determine and that the exclusion of pinball machines is not susceptible to a valid attack."

United Bows Team-Mate, Ball Bowler



TEAM-MATE

CHICAGO—Team-Mate Bowling Alley, a new ball bowler that can be set by player for regulation or progressive scoring, was shipped

(Continued on page 53)

Christmas Jingle

Hear the root-toot-toot
Of the Juke
On the route—
Jingle Bells, it's Christmas.

Hear the ping-pang-pop
Of the Pin
In the shop—
Jingle Bells, it's Christmas.

And the bing-bang-bub
Of the shuffle
At the pub—
Jingle Bells, it's Christmas.

Here's to every coin machine
And to every human being
Who is in
And who has been
In this Business.

Jingle Bells & Merry Christmas!



AL (SENATOR) BODKIN, chairman of New York State Coin Machine Association's public relations committee, receives a scroll of honor from Rabbi Aaronfeld of the Orphan Children's Memorial Home, New York. Bodkin, on behalf of his committee, presented the rabbi with a check for \$500 for the children's Christmas fund. Other committee members present include Barney Sugarman, Meyer Parkoff, Al Denver, Charlie Bernoff, Nash Gordon and Teddy Blatt.

Gotham PR Drive Rolls On

NEW YORK — Activity of the public relations committee of the New York State Coin Machine Association, moved into high gear last week with two important accomplishments racked up and another event set for today (21).

First of the week's two highlight events occurred Tuesday afternoon (15) at the Orphan's Memorial Home on Broome Street on Manhattan's lower East Side. Al (Senator) Bodkin, chairman of the committee, presented a check for \$500 to Rabbi Aaronfeld which was earmarked by the orphanage to a Merry Christmas fund for the children.

The Rabbi then presented Bodkin with a plaque in appreciation of the gift of the coin group. Other industry figures who took an active

part at the ceremony were Meyer Parkoff, Barney Sugarman, Al Denver, Nash Gordon, Charlie Bernoff and Teddy Blatt.

Meanwhile, a flock of coin machine figures along with chairman Bodkin turned out for the committee-sponsored teen-age party and dance at the Church of the Resurrection, Gerritson Beach, Brooklyn. A juke box was turned over to the church for its youth program by the committee and close to 400 record albums were given out to those attending. The disks were donated by a number of prominent record labels. Colorful blue and gold banners, identifying the public relations committee of the NYSCMA as the group sponsoring the party, adorned the hall.

Bodkin and a party of represen-

tatives from the committee were due today (21) to meet with Carl Pavesi, prexy of the Westchester Operators' Guild in White Plains for another ceremony. A presentation was due to be made to Pavesi of one of the committee's colorful emblems. This was in recognition of the fact that 100 per cent of the members of the Westchester group have become members of the public relations committee via individual \$5 membership dues.

With these accomplishments on the record, all of them covered by the press, the committee is already girding for an all-out drive for good public relations for the industry in 1960 with several ambitious projects already in the thinking stage.

Casola Hosts 1,000 at Vending Show

ROCKFORD, Ill.—Close to 1,000 people, comprised largely of local industrial and civic leaders, attended a three-day open house hosted by Lou Casola and Len Friberg, kicking off their new major equipment vending operation here.

The session served as a showcase to the public of just what was available in the full-line vending field. Over 22 firms—major equip-

ment manufacturers and product suppliers — showed representative samples of their lines, giving the affair all the earmarks of a miniature National Automatic Merchandising Association convention.

For Casola, a well-known music and games operator active in local and national associations, the move is one of diversification. His new firm is known as Mid-West Automatic Vending Corporation and will be run wholly apart from his juke box and games business.

Diversification

Casola points to a drop in local music and games collections and feels this is an ideal diversification move for his firm. "We see a great future in vending, and while we're not exactly coming in on the ground floor, we feel the time was never better than now," he says.

Casola's kick-off of his new company is typical of what any new vending operator might do to acquaint the community with his service.

The open-house session lasted three days and catered specifically to plant managers, personnel directors and company and civic officials. The public was served lunches daily—from vending machines—with a full line of equip-

ment offering literally everything from soup to nuts.

There was also a bar set up in a night club motif, with vending machines serving beer, scotch and water and even ready-mixed martinis and manhattans, altho Casola pointed out this wouldn't be a part of any industrial set-up but was merely to accommodate guests.

Preparations for the new vending

(Continued on page 54)



Lou Casola looks on as Dave Howle, of Bally Vending Corporation, demonstrates the firm's new hot-cold drink machine.

Oregon High Court Rules Free Play OK

SALEM, Ore. — Free-play pinballs are legal in Oregon. That's the ruling of the State Supreme Court which overturned a lower court rule banning free play games.

It was a victory for Marshall McKee, co-owner of Northwest Sales Company, area coin machine distributor, who carried the case thru the courts, and for free play pin operators thruout the State.

The Supreme Court upheld Circuit Judge Arlie G. Walker, who had previously held in favor of the operators. Before Judge Walker's decision, the courts generally had held free play pins to be illegal.

Blocked Shut-Down

McKee initiated the suit against District Attorney Walter Foster, Polk County, who had attempted to shut down McKee's free play pin operations.

The Supreme Court decision, by Justice George Rossman, said the law "outlaws only those machines from which there may be received some tangible object which may be deposited in the machine for a replay and therefore a machine which does not issue checks, slugs or tokens is not included in the lottery statute."

McKee, speaking for operators, had contended that free play machines, whose only reward is another free chance to replay the game, are legal.

Other Case

Another case involving free play machines was given similar treatment by the high court. The State was ruled against in its attempt to restrain two Portland operators, Charles Joy and Sam Gilgus, from running free play games. In this case, the high court decision backed up Circuit Judge Alfred T. Sulmonetti.

Despite the high court's nod of approval toward free play machines, some of Oregon's cities still have anti-free play ordinances in force and mean to keep them. Portland's City Attorney Alexander G. Brown said he doesn't think the decision affects the ban on pinballs in the city he represents.

Brown, however, had not yet studied the decision. Brown did say, tho, that it appeared the decision does not touch on such an exercise of a city's police power, and as a result, pins would remain illegal in Portland and other cities with similar bans.

Advertisers Note!

EARLY DEADLINES
ON DECEMBER 28 AND
JANUARY 24 ISSUES

No advertising can be handled after the Wednesdays of December 23 and 30.

Advertisers who customarily mail copy or changes should also use airmail and special delivery.

DIFFERENCE BETWEEN PROFIT AND LOSS

Abandoning Poor Locations Makes Sense for Rhode Island Operator

NORTH PROVIDENCE, R. I.—The difference between profit and loss is summed up in two words, "take inventory." At least this is the key to successful operation which has changed the colors in his ledger from red to black for Edward A. Dyer, of Coin Phonograph Service here.

A veteran in the music machine industry, Dyer, a few years ago, began to get the impression that his profits were slipping away somewhere. Business had been good and there wasn't too much need to get too technical about them, but he realized that times were changing and he decided that the business needed a new approach—a business one.

He made a survey of his locations and came to the startling conclusion that he was operating only 30 per cent of his stops profitably. In other words, 30 per cent of the locations were paying the way for the other 70.

Servicing Time

He set to work by taking stock of transportation costs, service and other expenses, including the time at each location to change records and collect money. He found that there was almost an hour spent on the average at each location counting the time to get there and

his trip to the next one. This also included an hour in the shop to prepare for the route.

He totaled up all of the costs, charging a specific amount per hour against his time. The results, he found, were less than satisfactory. He had a family growing up, with expenses, such as college fees, mounting every year. Drastic action was the only course, and he took it.

Dyer started by dropping the unprofitable locations and spending a little time replacing them with paying spots, and in the process he took more time in deciding the type of location. Previously he had been glad to take on almost any location, but now he began to consider them in terms of profit and loss with great care.

New Approach

After close study, he is of the opinion that it takes perhaps as long as six months to determine the true value of a location, and he managed to put some of the dragging spots on a paying basis with a different approach and an appeal to the location owner.

The result is that now he has only locations which hold up and pay their way. He gradually

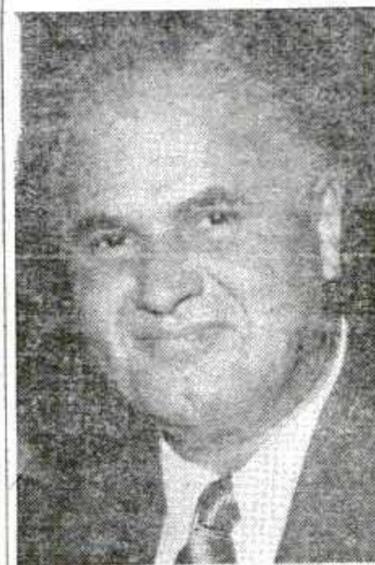
dropped the dead wood. But it wasn't easy, for he had to work harder than ever to start the ball rolling on the profit road.

But the key to the now successful operation is the balance sheet that Dyer evolved after a good deal of trial and error. He takes a double sheet of paper, rules it to accommodate the various costs, and he can see by looking at the bottom of the columns exactly how things are going. "It isn't an elaborate bookkeeping system. Anybody could do it," says Dyer.

Every January he assembles all his facts and figures, sets them down and goes to work. When he assembles the yearly figures he divides them by 52 for a weekly check. This not only shows him what he is doing annually, but gives him a clue to his weekly operations. He is so convinced and happy about the system that he will be happy to explain it to any interested music operator.

As well as being able to operate profitably, he gets a bonus out of the system. "I used to spent night and day on the job," says Dyer. "Now that I've got things under control, I have found time to live."

Ted Bush, 54, 25-Yr. Distrib, Dies in Miami



MIAMI—Coinmen thruout the United States and the Caribbean were shocked to learn of the death of Theodore T. (Ted) Bush, president of Bush Distributing Company in Miami, Saturday, December 12.

Ted Bush had been a Wurlitzer distributor for a quarter of a century, originally in Minneapolis, and for the past 11 years here in Florida. In addition, the Bush Distributing Company also is the Florida outlet for the Rowe Products Corporation and Chicago Dynamic Industries.

He was 54 years old at the time of his death after an illness of about one month. He leaves behind a widow, Leona, and a son, Teddy Jr. He is also survived by three sisters and a brother.

Interment was at Flagler Memorial Park, Miami, December 14.

90 Pa. Ops Meet; Plan Public Relations Move

HARRISBURG Pa.—The still-infant-but-steadily-growing Amusement Machine Operators' Association of Pennsylvania has taken steps to set up a public relations program.

Funds for this purpose were appropriated at a general meeting of the group here December 2. The exact public relation program will be set up later at a session of the board of directors.

"We only put aside a small sum for our initial effort," said Leon Taksen, manager of the State AMOA. "It is only a starter."

No Definite Plan

"We do not know yet exactly what we will do along these lines, but the executive board will decide this," he said.

"One thing, tho," he went on. "We hope to do a lot of good with the program around the State."

Altho an exact plan could not be spelled out, Taksen indicated the

Police Athletic League would be in for some benefits since he said he was "very interested" in this program.

Committee Named

An eight-man committee was set up to handle the public relations campaign and act as the directors of it.

About 90 operators and distributors from around the State—some from as far as Philadelphia—attended the meeting despite a very heavy snowstorm. Some regular business was also conducted.

Taksen could not help but feel pleased with the way the State AMOA has been progressing. It has been active since only April, but is already shaping up as the power the industry has needed around this State for some time.

Local Groups Join

The most recent local group to join en masse was that from the Scranton - Wilkes - Barre region. It has a membership of about 30.

Several other operators and dis-

tributors have joined individually, the latest of these being the Aras Novelty Company of Pittsburgh and Labree of Erie.

The State group holds its meetings here the first Wednesday of each month. The next one will be on January 6. Taksen, who is a partner with David Berson in the D&L Coin Machine Company at 414 Kelker Street here, announced that all prospective members are welcome.

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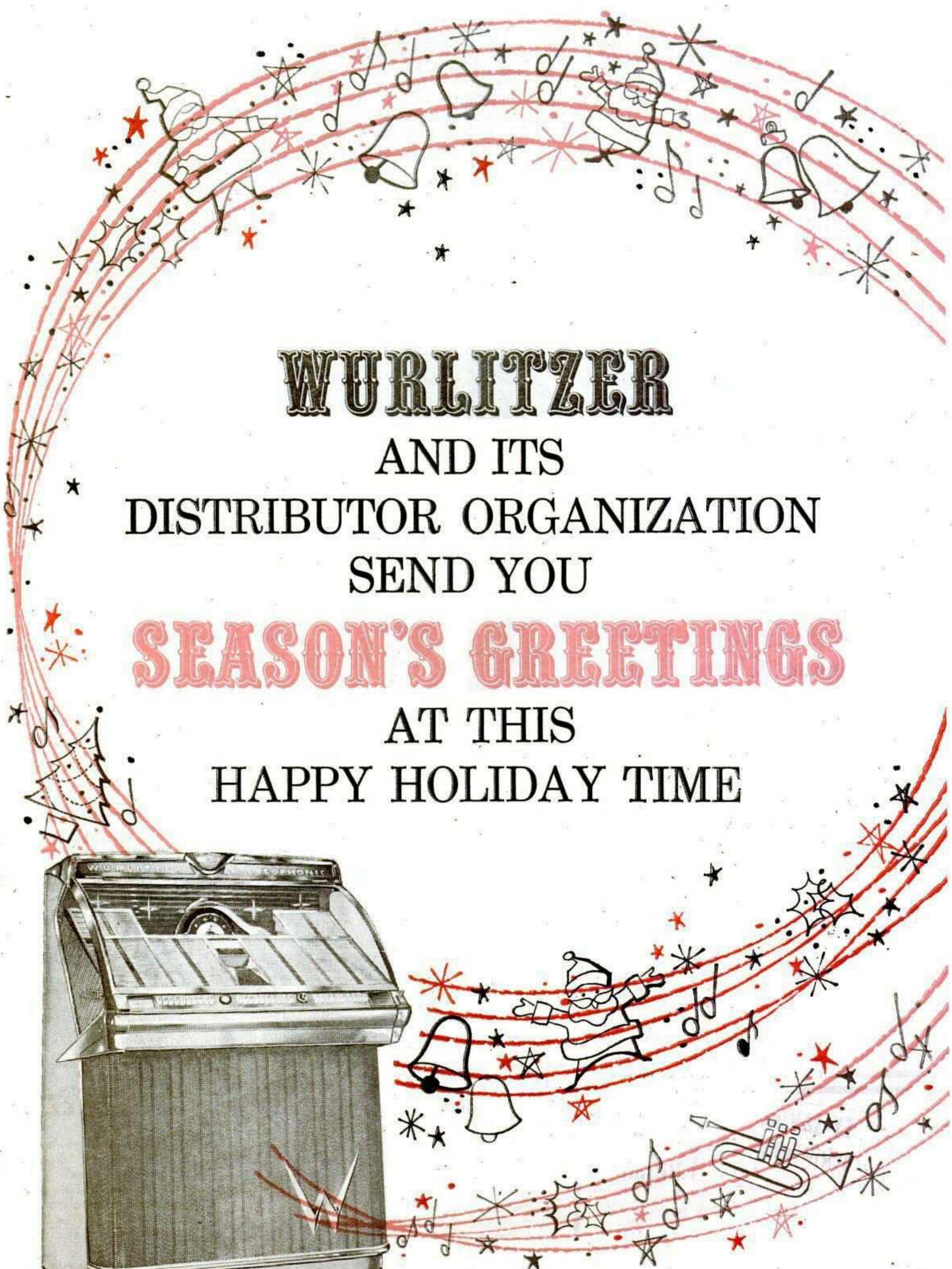
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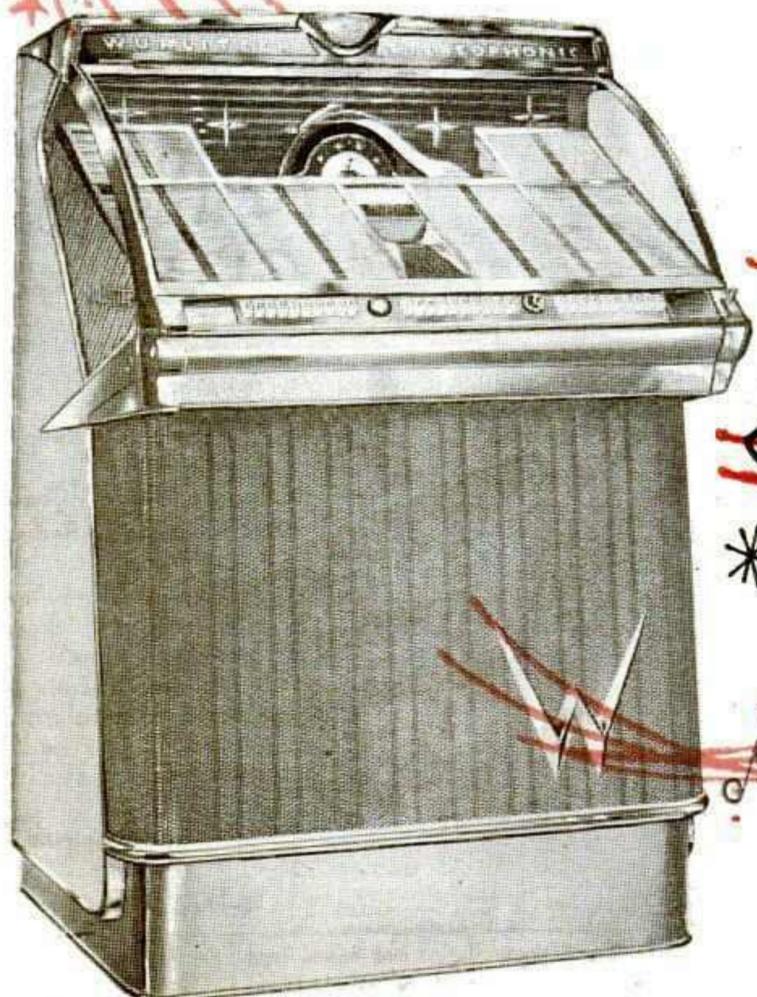
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Scandinavian Countries Seen As Ripe for Game Expansion

By TED WOLFRAM

COPENHAGEN, Denmark — This country is now in the process of removing restrictions on all but a few categories of imports and within a year or so practically all restrictions will end.

Since the war most countries and particularly the U. S. seemed to have overlooked the importance of the Scandinavian markets in the amusement field.

Insofar as the coin machine industry is concerned, Denmark, Sweden and Finland should be good markets for American coin machines, especially those of amusement, Arcade and pay-out types. In these countries such machines are generally operated in amusement parks or with touring carnival companies.

Many Parks

Denmark has the largest number of amusement parks and they are commercially operated—not subsidized. Copenhagen has three amusement parks, the renowned summer Tivoli, suburban Dyrehavsbakken and Dambus Tivoli. There are at least 15 Automat Halls in these three parks, and there are also a large number of independent operators working small charity fairs and similar events. Aalborg has Karolinelund Tivoli, with a large Automat Hall, and Odense has the Zoo-Tivoli with its Automat Hall.

Sweden has two big amusement

parks, the fine Liseberg in Gothenburg, and Grona Lund Tivoli in Stockholm—both with two or more Automat Halls.

Folk Parks

Almost every town of any importance in Sweden has a Folk Park, many of which have rides, shows and coin machines.

Finland has the large Linnanmaki amusement park, in Helsinki, with a big Automat Hall. Norway and Iceland are of minor importance in these fields, but coming up. Prior to the war most of the Automat Halls in Scandinavia were largely equipped with American machines—Mutoscope reels, Caille photo machines, bell fruits of various makes and Arcade machines, pin games and other units.

Used Old Units

Since the war they have had to resort to reconditioning these old machines, and in some cases making new machines. During the past four to five years they have been able to procure new German machines and to import used American machines from Germany, Belgium and Holland.

There are firms here that are capable of producing coin machines of the amusement type, such as the Hans Ziirsen firm, Poul Kristensen and the Stefansen Bros., all of which have plants where they repair and recondition such machines or make some for their own use.

London's Music Op Group Stages Annual Charity Ball

LONDON—In London on Tuesday afternoon (December 15) the Phonograph Operators Association held their annual charity draw.

Billy Butlin (Britain's showman and holiday camp king) drew the first ticket (for an Austin Seven car). The lucky winner was a Peter Cohen of London. Butlin was assisted in the draw by Gary Miller, Top Rank and Oriole recording star. Gary hit the headlines last week, with his religious-record records. Bingo Beaufort, London correspondent of The Billboard, also took part in the draw.

Coincidences were in the air. Butlin's fifth draw from 20,000 tickets was won by a member of

the Butlin organization. The prize was for a 10-day holiday at one of the Butlin camps. Bingo Beaufort seconded this by drawing his fifth ticket in his own name. His prize was for one year's personal insurance.

A considerable amount of money was raised and it is expected to be somewhere in the region of 3,000 pounds. This sum will be donated to the purchase of mobile cinemas for orphans and sick children, in hospitals, orphanages and institutions.

The draw was arranged in conjunction with the Variety Club of Great Britain, of which Billy Butlin has been chief barker (chairman) for the past year.

German Coin Firms Diversify As Hedge to 'Future Cutback'

By OMER ANDERSON

BONN, Germany—Despite their rocketlike rise to eminence in the world coin machine trade—or perhaps because of it—the Germans are setting to work to hedge their success in the form of diversification.

There are endless patterns of diversification, and the Germans seem intent on exploring all the possibilities. For reasons unclear to all, it seems, most German coin machine magnets instinctively seem to feel that the current boom is too big to endure.

The facets of diversification being practiced by German firms are as numerous and imaginative as the brains in the industry. It is hardly more than the elementary idea of taking the multiplying eggs in the basket and scattering them as far and widely as circumstances and opportunities dictate.

In general, it means that no German coin equipment producing concern is any longer content to stick to a single product line. Juke box producers are venturing into venders, and vender manufacturers into jukeboxes, and both into games.

A good example is Wiegandt, the big Berlin manufacturer. Wiegandt started out building venders and, after the war, expanded into jukeboxes in time to catch the German juke boom.

Wiegandt is now simultaneously a major producer of venders and jukeboxes, while its executives eye expansion into the coin games line. In fact, Wiegandt's vender business is booming as never before. But the din is almost equally deafening from Wiegandt's jingling jukeboxes.

Bergmann of Hamburg is well known for its Symphonie 80 and 200 jukeboxes, but the firm is veering fast into venders. They are producing several designs of a 22-column electric indoor vender, and they have venders for chocolate, perfume and similar articles. Finally, Bergmann produces coin games, and has introduced a new pinball game, "Alarm."

Nova, the Rock-Ola general agent, is heavily involved in venders, serving as north German agent for Schwelm and European agent for the Ideal Dispense Corporation.

And ditto for Helmut Rehbock, also of Hamburg. Rehbock, the AMI general importer for Germany, is offering an "automatic canteen" featuring column and compartment venders and beverage venders for coffee, hot chocolate, soup and four varieties of soft drinks.

Loewen-Automaten of Bingen, a leading German importer of American coin games, has begun the importation of American venders as well under its agreement with Bally and Seeburg. Loewen has the Bally beverage vender Model 597 and the Seeburg cigarette vender.

Aside from what can be called vertical diversification, German concerns are expanding into manufacturing arrangements in foreign countries. These steps so far are tentative, but they seem firm.

For example, Bergmann has cooperated with Reading Automatics, Ltd., of Britain in developing and producing a coin-operated console juke—the so-called "juke of distinction." Bergmann assigned a technician from Hamburg to the undertaking and the project was carried out in Britain.

Moreover, a German firm whose

name may not be disclosed for the time being is negotiating with the Spanish firm Gedasa. The German concern would supply coin machine components for assembly in Spain by Gedasa. Aside from supplying the Spanish market on a near-monopoly basis, Gedasa plans a big export program to Latin America and the Middle East.

The Gedasa negotiations could establish a pattern for the general

expansion of the German coin machine industry into foreign production facilities. There is a general preference on the part of German industry for the export of components for assembly in foreign plants.

This has been the formula followed by Volkswagen in particular, and it has proved an effective method of market

(Continued on page 48)



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German Coin Firms Diversify

Continued from page 47

penetration. In some areas (for example, Brazil), Volkswagen, once established in the local market, then builds a full-scale production plant.

But in other areas, Volkswagen finds it advantageous to stick to assembly instead of outright production. This notably is the case in the U. S., where the experience has been that cars can be produced far cheaper in Germany and shipped to the U. S.

The coin machine industry, as it maps production expansion into foreign markets, is inclined to follow the successful Volkswagen formula.

There are diverse reasons for the German preoccupation with diversification. Foremost, there is the general American example reinforced by the Germans' own conviction that this country's coin boom is too good to be true and inevitably must encounter difficulties. Here again the Germans have the U. S. example.

German industry generally is picking up the American formula of diversification. With one of the world's highest developed electronic industries, West Germany has an abundance of plant capacity and skilled labor which must be kept busy.

Coin machine producers are conscious that whatever vacuum exists in their industry will attract competition from other branches of the electronic field. To illustrate, dozens (literally) of radio producers mushroomed after the war to fill the war-pent demand for radio sets (a big part of Germany's radio sets vanished into Russia after the war as booty).

After the demand for radio sets was sated, the TV boom belatedly began; but now there is justifiable doubt that the market, even supplemented by the vast export market, can support all of West Germany's electronic producers.

Moreover, there is considerable concern in West Germany that Japan may emerge—and perhaps soon—as a coin machine producer of worrisome dimensions. Already the Germans are battling competition on the German domestic market from Japanese optics and transistor radios, the two items underselling competing German products in German shops by 25 per cent.

There are reports here, in this connection, that Japan has increased transistor production from around 26 million transistors last year to 80 million this year, which, if true, would make the Japanese the world's largest producer of transistors.

It seems obvious to the Germans that, granted these facts, it is merely a matter of time until the Japanese move in—and big—on the coin machine market, which seems made to order for the Japanese talent for miniaturization and precision work.

Another diversification consideration with the Germans is the trend in Britain toward the entry of major industrial concerns, notably the aircraft industry, into coin-operated equipment production.

Two of Britain's major organizations, the Hawker Siddeley Group, best known as an aircraft producer, and J. Lyons & Company, a food firm, have joined forces to enter the automatic vending field.

The Gloster Aircraft Company, Ltd., already has started the production of two vending machines. Finally, Franchay, Ltd., an aeronautic producer, is producing the Chantal juke box at the Bristol aircraft plant.

In West Germany, the British situation is analyzed as the product

of failure on the part of U. K. coin machine industry to grasp the fact that a coin machine boom was in the making.

Almost simultaneously, as German producers have been quick to appreciate, jukes, games and vendors have boomed; the jukes as an innovation that caught on; the games as a natural in the pub tradition, and the vendors in connection with the automation of industry.

In the light of the British experience, the German coin machine industry has been placed on warning that other branches of industry stand ready to move into whatever vacuum is permitted to exist.

Finally, and in sum-up, German industry generally is an exporting industry, which, in order to survive, must live by its wits by way of anticipation and hedging against tomorrow's ill winds.

Plan Tobacco, Candy Group In California

LOS ANGELES—Arch Riddell and Mike Romick have been appointed to head a committee to establish a tobacco and candy round table by a group of Southern California tobacco men who met here recently. The organization seeks to establish a stronger bond within the industry.

Membership in the organization will be made up of manufacturers' representatives, jobbers, retailers and all others connected with the tobacco, candy or associated industry. The organization will be non-profit and non-dues paying, holding regular luncheons and meetings for the purpose of discussing problems and maintaining social contacts. Plans are under way to obtain speakers to discuss matters of interest to those in the industry.

Delay Action on Music Measures

MINNEAPOLIS — The Minneapolis city council ordinances and legislation committee delayed again a decision on two proposed ordinances governing music in taverns and restaurants.

One measure would extend the hours for live music in taverns from 11 p.m. to 1 a.m. The other would forbid music, including that emanating from juke boxes, in all-night restaurants from 1 a.m. to 8 a.m.

The proposals will be considered again by the committee on Feb. 2.

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- E-120 215
- H-100 Manual 565
- D80 190
- H200 595

ROCK-OLA

- 1432, 45 RPM \$ 85
- 1434 145
- 1448 425

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

S-BALLS

- Turt Champ \$195
- Dragonette 75
- Star Pool 55
- Smoke Signal 70
- Balls a Poppin' 60
- Peter Pan 75
- Brite Star 255
- Frontiersman 75
- Harbor Lites 75

ARCADE

- C.C. Rebound Shuffle \$ 65
- Seeburg Bear Gun 85
- Telequiz 65
- United Chief Shuffle Alley 55
- C.C. Ski Bowl 85
- Un. Imperial Shuffle 95
- Mercury Athlete Scales 65
- Bally Jet Shuffle 125

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South

MIAMI NOTES

Bill and Gene Rogers, E. C. Rogers Amusement Company, Fort Myers, in town for their bi-monthly supply of records. Bill reports business good, but would be much better with a better break in the weather. Sorry to hear that Marvin Turner, Palm City Amusement Company, is in the hospital. . . . Jim Robbins, Robbins Amusement Company, Okeechobee, reporting business is fast approaching a peak, what with the many new farm hands in the area.

Max Lebow, Automatic Amusement Company, visited Chicago during the recent outdoor convention. Max is building a brand-new amusement area below South Miami and was seeking information on new outdoor rides. He planned to visit his old home town of Philadelphia before returning to Miami. Also visiting his old home grounds of Philly last week was Leon Markowitz, Noel Amusement Company.

Congratulations to Felix Whatley, Ace Saxon Cigarette Service. Felix became the proud daddy of a boy. Mother and son doing fine. Which reminds us, what happened to Mrs. (Mike) Michaelson? We were expecting cigars a couple of weeks ago. . . . There isn't a nicer couple in the coin machine business than Mr. and Mrs. Leo Durnell, who purchased a music route from Ernest Amusement Company not long ago.

The rumors had been flying for many months. coinmen here were still surprised when Lucky Skolnick and Willie Blatt, co-owners of Music Makers, Inc., decided to go their separate ways. Both veteran coinmen of many years, they will continue to operate their individual routes. Skolnick will call his firm Lucky Amusement Company, but Blatt has not decided on a name yet.

A couple of welcome visitors to Miami last week were two out-of-the-country coinmen. From Nassau in the Bahamas we welcomed Sheppard Key, who reports business is good. His only problem is handling the service calls from the many islands on which he has set his machines. Also reporting good business was Tommy Minehart, of Panama. Tommy took advantage of his trip to attend the AMOA annual dinner and dance.

Also attending the AMOA dinner was Cy Wolfe, Wolfe Distributing Company, Jacksonville, who spent the balance of the week visiting his many friends in South Florida. Cy says his background music business is growing by leaps and bounds.

Raoul Shapiro

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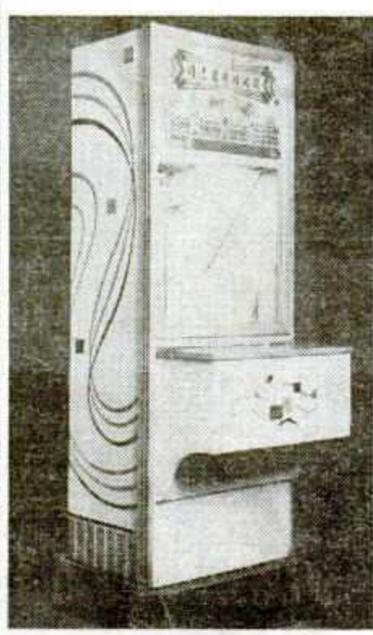
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SEEBURG HF 161	775
A.M.I. H-200	625
WURLITZER 2250	645
ROCK-OLA 1465, 200 Sel.	625
ROCK-OLA 1458, 120 Sel.	595
SEEBURG V-200	375
SEEBURG VL-200	425
A.M.I. G-200	425
ROCK-OLA 1455-S	475
ROCK-OLA 1455-D	495
WURLITZER 2000	425
WURLITZER 1550, 104 Sl.	145
SEEBURG HF-100L	595
SEEBURG HF-100R	495
SEEBURG HF-100G	425
SEEBURG M-100C	295
SEEBURG M-100B	245
SEEBURG M-100A (45 rpm)	125
A.M.I. G-120	425
A.M.I. F-120	395
A.M.I. E-120	245
A.M.I. D-40 (45 rpm)	125
ROCK-OLA 1454, 120 Sel.	495
ROCK-OLA 1448, 120 Sel.	425
ROCK-OLA 1446, 120 Sel.	345
ROCK-OLA 1438, 120 Sel.	295

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Better Games Ships Rocket Convert Unit



CONVERSION UNIT

CHICAGO—A conversion unit on Rocket Shuffle and Explorer bounding ball games is in shipment here by Better Games, headed by Elmer (Red) Larson, a long-time operator.

The conversion enables player to simply press a button to launch any one row of balls from score holes, where on the original models, player had to shuffle a puck.

The conversion unit, which cuts down considerably on the size of the game, permitting installation

Hold Rites for Lucille Laymon

LOS ANGELES—Funeral services for Lucille Laymon, secretary-treasurer of Paul A. Laymon, Inc., headed by her husband, were held in Forest Lawn Memorial Park, Glendale, Monday (14). She died December 10 following a brief illness.

A native of Indiana, Mrs. Laymon was active in the coin machine industry with her husband for more than 30 years. Following their marriage in 1917, they operated in Burlington, Ia., and opened their local office in 1933. The firm has distributed the Bally line in this area continuously since 1936.

Burial was in the family plot with Ed Wilkes, James Wilkins, Russell Early, Noel Cresswell, Don Peters, Bill Fritz and Randy Elder, all employees of the Laymon firm, as pall bearers.

in smaller spots, is installed as follows:

- Installation
1. Shuffle board cabinet is removed from rear cabinet and conversion cabinet is bolted in its place. Jones plugs are installed.
 2. Coin box door is removed from shuffle board cabinet and conversion cabinet is installed. Wires are soldered to coin box door.
 3. One extra set of contact blades is added to rear door relay bank.
 4. Bottom cabinet is bolted to rear cabinet for additional height. The conversion unit lists at \$139.50

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KD200	\$625
KS200	595
HF100R	510
VL200	495
HF100G	450
100W	435
M100C	375
M100B	275

AMI

G200, with conversion unit \$345

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2200	\$595
2150	449
2000	395
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1550A	139
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Liquor Chief Bids for Job As Games Boss

TRENTON, N. J.—State Alcoholic Beverage Control Commissioner William Howe Davis has made it known that he would like to have the job of State Amusement Games Commissioner as well.

Davis was nominated by Governor Robert B. Meyner to handle the games job in addition to his regular chores with the liquor control unit. But the State Senate refused to approve such action at that time.

Many people were wondering if Davis wanted the job since he would get nothing extra for the dual role. But the fact that he did become known Tuesday (8) when Governor Meyner made public a letter he got from Davis.

In it, Davis claimed that by handling both jobs at once, it would mean a 75 per cent saving to the State.

He pointed out that the present activities of the alcoholic division were similar to the duties the games commission will have to handle.

"And besides," Davis said, "it would appear that we have a plant suitable for the administration and enforcement of the principal features of the Amusement Games Law."

On Scene

He was referring to the fact that the liquor policing group has two of its six field offices (Atlantic City and Asbury Park) "in the heart of the seashore amusement area."

Davis pointed to the bill to appropriate \$100,000 for the first six months of the new agency's operation which the Senate did not pass. "This means the State is expecting to spend about \$200,000 to \$250,000 a year," he said.

"I think we could handle this new assignment for approximately one-fourth of this amount," Davis profounded.

The stand by Davis was somewhat of a shock since he is getting \$18,000 a year at present and his added chores would not bring any added salary, despite the fact \$14,000 has been earmarked as the pay for the games czar, if and when he is found.

The State Senate adjourned until January 12 a few weeks ago without confirming Davis' appointment as head of the games concession.

But Meyner doubts whether the Senate can come up with a counter-proposal that would be as economical or efficient. He claims the alcoholic group could police both areas by adding only a few men.

40 Mass. Towns Snub Pins in '60

BOSTON—When the year 1960 rolls around there will be exactly 40 cities and towns in the Commonwealth of Massachusetts where the use of pinball machines will be outlawed. While the situation in the Hub, the capital city, is cloudy, there is indication that machines with counters will be banned. Even the future of "for amusement only" devices is in doubt.

Cambridge this week became the 40th community to ban the machines, but the rule will not apply to shuffles and bowling games. After much talk over the years the Board of License Commissioners wiped out some 300 machines which have brought the city \$6,000 a year in revenue. Says one councilman who has waged a seven-month battle against

Stuparitz Tells Ops of Single Record Outlook

KINGSTON, N. Y.—A frank discussion on the future of the single record field and the operator's ability to adapt to change, featured the regular monthly meeting of the New York State Operators Guild, held at the Governor Clinton Hotel here, Wednesday evening (16). The talk was delivered by guest speaker, John Stuparitz, Eastern field engineer for Seeburg.

Other guests of the Guild were Meyer Parkoff, head of Atlantic New York; Gordon Howard, also of Atlantic; Bob Catlin of Belotta Distributors, Albany; and Bernie Boorstein of Leslie Distributors, New York one-stop.

Members of the Guild attending were prey Jack Wilson, Tom Gobel, the Greco brothers, John Nuccitelli, Ann Koenig and her manager, Jack Rolin, Lester Smith, Gertrude Brown and Mac Douglas, Mike Mulqueen, Max Cohn, Nick Kuprych, Ronald Gregory, Steve Nekos, Ed Rockwell and Lou Werner, attorney for the group. Prior to the meeting, the Grecos put on a special showing of the new Rock-Ola model 1478 (120-play) and model 1485 (200-play) boxes. Both are stereo models.

In his talk, Stuparitz disclosed what he called the "alarming developments" in the field of single records. He took note of the dwindling share of the total business now occupied by singles. "Between 80 and 90 per cent of the dollar volume at retail now goes into albums," he told the operators. "Without singles, we can all go out of business."

Deploring the failure of many record companies to bring out any kind of a steady flow of stereo 45 r.p.m. singles, he pointed out that many major companies manufacturing phonos for the home are producing only stereo sets. This, he pointed out, indicates a growing market for stereo, which should be reflected at the juke level as well.

Pointing out that to stay alive in the business, operators must be adaptable to change, Stuparitz noted Columbia Records' development of the stereo 33 single record. This he saw as a development of coming importance to the record and the juke world. He said that there were reasons to believe that this could be the single record of tomorrow.

He noted that some manufacturers of turntables such as Fairchild, Stromberg-Carlson, Pickering and Weathers are making some models with only the one 33 r.p.m. speed. These changers, he indicated, would be able to intermix 12, 10 and seven-inch disks of the same 33 r.p.m. speed. Other advantages of the 33 single stereo included consumer acceptance of the 33 speed and the lack of spindles, according to Stuparitz.

pinballs: "Out-of-town owners have been taking some \$1,560,000 out of Cambridge every year..."

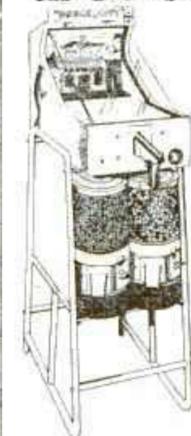
Pinball machines in Cambridge are levied a \$20 annual municipal tax, the rate of which is set by the State Legislature. The Board of License Commissioners is composed of the police chief, fire chief and a private citizen named by the city manager. The fire chief said the board voted to ban the machines to "stop the gathering of juveniles and teen-agers where these machines are located."

In another Massachusetts community—Gloucester—where the machines had been in hot dispute, two men were convicted in district court. The men were fined \$250 each and three machines seized. The Gloucester City Council recently refused to pass a ruling banning pinball machines.

He noted that Columbia had sold more than 100,000 of a Johnny Mathis-Percy Faith coupling on a stereo 33 single recently, and that the company had plans to release more of these in January. Others seen as planning similar releases were Capitol and Decca.

All new Seeburg stereo boxes are fitted to take a specially developed adaptor which will enable the machine to "pick out" the right speed (45 or 33) of any record chosen by the customer. These adaptors have been developed by Seeburg and will be available at reasonable cost to operators.

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- Auto Bell Wagon Wheel... 265
- Auto Bell Play Ball 265
- Buckley Pointmaker
(late model) 445

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14' \$195
- Bally Strike Bowler, 14' ... 245
- United Bowling Alley, 14'.. 195
- United Team Bowling Alley,
18' 245
- Bally Big Inning,
10c (3 for 25c) free play. 295
- Bally Heavy Hitter—free play 395
- Williams Shamrock (2 Pl.)... 95
- Williams Turf Champ..... 175
- Bally Carnival (2 Pl.) 125
- Bally Rebound Shuffle..... 75
- Chi. Coin Rocket Shuffle (2 Pl.) 195

MUSIC

- AMI C-40 (45 RPM) \$ 75
- AMI D-40 (45 RPM) 125
- AMI D-80 195
- AMI F-80 325
- Seeburg KD-200 595
- Seeburg 100R 495
- Seeburg 100L 595
- Seeburg V200N (Conv. to VL
with Speed Read Program
Holder 445
- Wurlitzer 1900 445
- Wurlitzer 2000 with Speed
Read Program Holder.... 495
- Wurlitzer 2204 645
- Rock-Ola 1436 (120 sel.)... 125
- Rock-Ola 1455S (200 sel.).. 495

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Triangle holder on end of table	X	
Chassis now 3" less in depth	X	
Coin chute mounted out of the way—over ball viewer and return drawer	X	
Double fool-proof trip	X	
New no-stoop combination ball viewer, ball trap, ball return drawer	X	
Chalk holder attached to table . . . easily replaced through chute door	X	
Larger legs, solidly anchored	X	
Bottom of table completely enclosed, with hand holds for easy carrying	X	
New runways with longer opening . . . foreign matter falls through . . . can't obstruct balls	X	
Coin chute free of operating mechanism	X	
Quieter operation	X	
STANDARD		
Valley's "Easy Count" Scoring Unit	X	
Highest quality, genuine American-made billiard balls	X	
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Viewer and ball return mounted on side of cabinet, where it should be for player convenience	X	
Genuine billiard cushions, American made	X	
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Laminated 2-piece cues	X	
Molded rubber billiard pockets	X	

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MAY we take this opportunity to express our appreciation for your patronage, and to wish you a happy holiday season.

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Philly Distribs Loading Up Multi-Coin Pinballs

PHILADELPHIA — Most distributors here have been kept busy the last 10 days taking back multiple coin machines from operators in the State.

And things are expected to get worse during the remaining days in the year.

The reason for it all is the recent ban on all multiple coin operated machines upheld by the State Supreme Court. It holds such games as gambling devices.

Deadline

Any machine found in the State after January 1 will be confiscated

by State police. So, naturally, the operators are starting to unload them hot and heavy.

"Some of the boys have been holding on to the machines as long as they could," said Marty Ash, of Active Amusement Company here.

"They didn't know what to do," he went on. "With an appeal possible they didn't know if they should unload the machines or hold on to them."

More Coming

"But many of them have already turned them back," Ash said. "And we expect most of the others to come in within a few days."

Marty explained that getting the machines from Philadelphia locations was no problem since they are nearby, and not that many of the multiple coin machines were on location here anyway.

"I'd say 90 per cent of the games are up-State," he said. "We've yet to get most of them in and we already took back about 600 pieces."

Extra Space

The fact is, Active has had to rent two extra warehouses in which to store the sudden stockpile of multiple coin machines.

"We even had to work on a Sunday for the first time I can remember," said Salesman Fred Pliner.

"It has really been something around here for the past few weeks," he added. "I've never seen anything like it."

No Profit

The distributors agreed that there was a lot of action but no profit involved.

They now face another headache: unloading the machines themselves before the end of the year.

The biggest question about the whole thing, however, concerns the exporting end of the business. Firms involved in shipping machines abroad have not yet received word whether or not they will be allowed to continue to do business.

Two Possibilities

There are two schools of thought along these lines. One is that the law simply states "possession" and therefore this applies to everyone—including exporters. The other is that firms with a record of being an exporter will be allowed to stockpile machines in their warehouses without penalty.

The State has not made any official mention about this phase of the business. And the boys who practice in it are rightfully in a quandry about what to do.

No one seems to know just what the answer is.

Now They're Short

As for the operators on the local level, they are finding themselves short of equipment.

"We don't have enough machines to replace each multiple coin piece brought back," explained Ash. "In other words, we are not replacing each machine and therefore the operator doesn't have as much equipment on the street as he used to."

So, with less than two weeks to go to the deadline, the industry doesn't know what to do. Operators don't know if they should turn in all their machines of this type, exporters don't know if they will be exempt, distributors have to worry about unloading the equipment themselves and then there is always the chance of an appeal postponing the whole deal.

If any appeal action is to come, most observers expect it to come this week.

Churchgoers Rock in Merry London Pews

LONDON — A recent United Press dispatch quotes a vicar of a church here who plans to replace his choir with a juke box to show it "belongs to God as much as anything else."

The Rev. Christopher Gardner said his phonograph will play rock hymns to "sell Christianity hard." The vicar added he saw nothing extraordinary about his plans and said he hopes others follow suit.

The songs will be played at the Pembroke College Mission and will include such favorites as "Rhythm in Religion," which the reverend says "you can rock to," and "Living Lord," which he describes as a "swing song with a smooth beat."

New Texas Tax Not for Jukes

AUSTIN, Tex.—Juke boxes are exempt from the new State tax on record players and high-fidelity equipment, according to a ruling made here by Atty. Gen. Will Wilson.

The opinion noted that the same act specifically taxes coin-operated machines, including juke boxes. Reference to "phonographs" under the 3 per cent retail sales tax on high-fidelity recording equipment does not include juke boxes, said Asst. Atty. Gen. James R. Irion.

"The Legislature would presumably not have so precisely taxed such machines under one chapter, then to have left such coverage under a later chapter to mere inference," the opinion said.

Coin-operated machines are commonly known and sold by that name or as "juke boxes," not phonographs.

Jack Bess Shows New AMI K Line To Virginia Trade

ROANOKE, Va.—Jack Bess and his staff of Roanoke Vending Exchange, Inc. hosted operators from throughout Virginia to showings of the new AMI K series phonograph.

An added touch to opening day festivities was a souvenir kit of products given to each operator—all kits suitably engraved with the letter K.

Among those in attendance were Chris Anthony, B. H. Cooper, Jack Shanks, all from Hampton; Mr. and Mrs. V. E. Martin, Mr. and Mrs. Al Darpino, Mr. and Mrs. Frank Wade, Donald Towles, Mr. and Mrs. J. S. Loudon, Mr. and Mrs. Ken Pollard and Mr. and Mrs. Al F. Loudon, all from Portsmouth.

More Ops

J. M. Capps and George Parker, Suffolk; John Chandler, Harry Moseley, Dan Finegan and John Cameron, Richmond; Charlie Johnson, Mr. and Mrs. Howard Barton, Bernie Inge, Mr. and Mrs. W. T. Campbell and family, Mark Campbell, Mr. and Mrs. Ken F. Schneider, H. L. Christensen, A. S. Nicholson, H. W. Minter, Mr. and Mrs. O. N. Hilburn, Mr. and Mrs. J. F. Fonseca, Mr. and Mrs. H. B. Akers, Mr. and Mrs. George Steinberg, Ray Wiseman, Oscar L. Etheridge, and M. Griffin, all of Norfolk.

Art Daddis, district sales representative of AMI from Newark, N. J., was also on hand to talk to operators.

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Minneapolis Council Hears Plea to Exempt Juke Boxes

MINNEAPOLIS—A proposal presented to the council committee in opposition to the proposal banning all music in eating places from 1 a.m. to 8 a.m.

There is now no restriction on hours for music in eating places that do not serve beer or liquor, tho several places near the University of Minnesota have stopped their music after a warning from police.

The council committee will resume the hearings on the proposed ordinances at 11 a.m. Tuesday (15).

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United Bows

Continued from page 44

to distributors last week by United Manufacturing Company.

Set for regular score, the game registers official bowling scores. Set for progressive score, the game awards 30 for the first strike, 60 for the next, 90 for the third, making possible a total 990.

In addition, the six-player game offers team scoring, with teams of two or three players taking sides and having their scores registered both individually and by team total.

Team-Mate has other standard bowling alley game features and is available in standard lengths.

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Shipman, 3 sel.	39.50	Wms. Ten Pins	95	Bally Bull's-Eye	195
Shipman, 6 sel.	125.00	Un. Midget Alley	175	Davey Crockett Gun	195
Northwestern Sw. 16 col.	250.00	Gen. Twenty-One	75	Panorams (Capital)	225
National, 6 col.	79.50	Gen. Ski Alley	125	Midget Movies	175
Serval, 8 col.	85.00	Phil. Toboggan	325	Lord's Prayer	175
U-Select-It, 72 sel.	69.50	Tournament Ski Alley	125	Peppy	195
		United Bowlers	295	Evans Super Bomber	175
		Bally ABC Bowlers	295	Genco Basketball	195
		Un. Regulation	275	Voiceograph	295
		Bally ABC Shuffle	275	Balloon-O-Mat	195
		C.C. Classic	395	Gen. Grandma	225
		Mid. Red Balls	350	Motorama	225
		Un. Jupiter	275	Flying Saucers	95
				Set Shot Basketball	175

Each
5 Model = 9 Auto Photos \$1095
2 Model = 11 Auto Photos 2250
5 Model = 14 Auto Photos 2850

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2029 PROSPECT AVE., CLEVELAND 15, OHIO
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WURLITZER DISTRIBUTORS

Murk was one of several persons who testified at a hearing held by the Minneapolis City Council ordinances and legislation committee on two proposed ordinances to regulate the playing of live and canned music in the city's night spots, particularly between 1 a.m. and 8 a.m.

The music piped in over telephone lines is not really competition to musicians, Carl Hensel, president of Background Music, Inc., which holds the local franchise for Muzak, testified at the hearing.

Student Petition

A petition signed by 300 University of Minnesota students was pre-

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4 Game Bowler

NOW! Player Has Choice of 4 WAY Scoring in ONE Bowling Game!

1. REGULATION SCORING!

2. FLASH-O-MATIC SCORING!

3. LITE-O-MATIC SCORING!

4. RED PIN SCORING!

Double Coin Chute 10c and 3 for 25c or Single 10c Chute

chicago coin's QUEEN BOWLER

Featuring HIGH SCORING with BONUS BALLS! Plus . . . OFFICIAL REGULATION SCORING!

chicago coin's PLAYLAND RIFLE GALLERY with MOVING TARGETS

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AMI

3 J120	14 C200
3 J200	2 G120
3 J200M	2 F120
2 I200M	9 E120
11 I200E	8 E80
15 H200	1 D40
2 H100M	8 D80

ROCK-OLA

1 Comet	1 1442
	1 1432

WURLITZER

2 1500A	2 2100
1 1500	2 2150
1 1800	1 1650
4 2000	1 1700
	1 2104

SEEBURG

4 100A	21 C
22 100B	2 100R
5 V200	2 100JL
6 KD200	1 161

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FOUR GAME BOWLER

- 4 GAMES IN 1 } 1. REGULATION 3. LITE-O-MATIC
2. FLASH-O-MATIC 4. RED PIN SCORING

NEW GAMES

- Auto Bell's GALLOPING DOMINOES
- Bally COUNTY FAIR
- Bally CHALLENGER
- Bally MONARCH
- Gottlieb MADEMOISELLE
- Keeney BIG "3"
- Keeney BIG DIPPER
- Keeney TOUCHDOWN
- United 4-WAY SHUFFLE
- United HANDICAP-16'
- Wms. ROCKET
- Valley 6-PKT POOL
- Kaye 6-PKT POOL
- Bally 6-PKT. POOL

GUNS

- Exhibit SIX SHOOTER... \$ 95
- Genco CIRCUS GUN... 295
- Genco STATE FAIR... 240
- Un. CARNIVAL GUN... 160
- Keeney SPORTSMAN... 135
- Genco RIFLE GALLERY... 135
- Exh. SHOOT'G GALLERY 100

Chicago Coin's

- QUEEN BOWLER—16 Ft.
- KING BOWLER—16 & 21 Ft.
- PLAYLAND Rifle Gallery

ARCADE

- Gen. GYPSY GRANDMA... \$195
- C. C. GOALEE... 95
- Keeney LEAGUE LEADER... 210
- C. C. SUPER H.R. BASEBALL... 130
- Genco FOOTBALL... 110
- Wms. CRANE... 115
- C. C. STEAM SHOVEL... 115
- Bally ALL STAR BOWLERS... 165
- Genco MOTORAMA... 215
- C. C. TWIN HOCKEY... 215
- Williams TEN PIN... 160
- Wms. SIDEWALK ENGINEER... 105
- Wms. KING OF SWAT... 135

UPRIGHTS

- Games' BIG HORN... \$245
- Games' GUN SMOKE... 245
- Games' SUPER HUNTER... 275
- Games' DOUBLE SHOT... 295
- Auto Bell CIRCUS DAY... 175
- Auto Bell GALLOPING DOMINOS... WRITE

FIRST

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Paster Holds Wis. Showing

MILWAUKEE—Showing of the new AMI Model K juke box at the Paster Distributing Company's open house December 7-11 was "a big success," according to Manager Sam Cooper, with operators from all parts of the State stopping in to hold showroom traffic at a steady pace all week long.

Operators also displayed keen interest in the new AMI background music equipment. Early plans to have some of the background music equipment on hand for the open house fell thru. Operators, however, were shown pictures of the units. "They especially liked the prices we quoted and the AMI 'leasing plan,'" says Cooper.

AMI Rep

Boss Herman Paster spent the week at his Fond du Lac Avenue headquarters meeting the trade. Also on hand was AMI factory representative Hank Haavenar, Grand Rapids, Mich.

A partial list of operators who attended the open house included Arnold Foch, Beloit; Tony and Bob Zore, Clyde Fessler, Sheboygan; Andy Waterman, Wisconsin Dells; Harold Fortney, Cuba City; Elmer Schmitz, Hilbert; Al Janisch, Beaver Dam; Laddie Steinhoff, Kenosha; Russ Dougherty, Wisconsin Rapids; Tony Hirt, Sheboygan; Walter Tetting, Oconomowoc; Fred Brown, Menomonee Falls, and Jack

Casola Hosts 1,000 at Show

Continued from page 44

company have been going on for some months. Fiva staff men, in addition to Friberg, who will be the manager, are undergoing training with both the vending machine manufacturers and product companies.

Casola said virtually every company has co-operated in setting up schools and workshop clinics in his own place of business to acquaint the men with the machines.

Public Relations

In addition, he and Friberg have launched an extensive program to acquaint the public with just what his new firm will be able to do.

After the firm gets going, Casola said he will confine his attention primarily to his music and games business, with Friberg running the vending operation.

The latter is a former Winnebago County sheriff and was a colonel in the U. S. Army, winning fame as a member of Merrill's Marauders. He fought behind Japanese lines in the

Zimmerman, Watertown. Local operators: Matt Schaefer, Bud Wagner, Jay Albrent, Sam Hastings, Ken Egelseer, Chris LeMee, Stan Johnson, Ken Kulow, Glenn Grubb, Clarence Smith, Joe Beck, Carl Betz, Harry Gromacki, Leo Dinon, Casper Reda, Ray Lax and George Schroeder.

China-Burma campaign during World War II.

Among the firms and their officials that exhibited were the Vendo Co., Dave Wolfe and J. Bink; Apco, Danny Gould, Bill Kirschke and Carl Holzwarth; National Vendors; Rowe Manufacturing Co., Jack Madeirn, B. Shapiro and Robert Fabian; the Atwood Machine Co.; Continental Manufacturing Co., Mr. and Mrs. Peter Maloy and Dick Linken.

Seeburg Corp., Gene Wynberg and Frank Doyle; Cole Corp., Terry Miller; Fred Hebel Corp., Charles Schinkoeth, Don Gondon and Ray Silver; Jack Webb Corp.; Bally Vending Corp., Dave Howle and Alex Murray; Coan Manufacturing Corp., Don Condon and Ray Silver.

Stoner Manufacturing Corp.; the Nestle Co., J. M. Lynch; General Foods Corp., George Meyer; Continental Coffee Co., Roy Zoler and C. Mandler; Standard Brands, Jack LaFever; Superior Coffee, Max Stramer and Leon Silverstone; Sweetheart Cup Co., Phil Philipps.

Progress Foods Co., Ivan Sharps and Tom Somlo; Campbell Soup Co., George Mennick; Borden Milk Co., Orval Sammons; Dean Milk Co., Hal Zinn and John Weibler; Coca-Cola Corp., A. V. Castelli; Vend-A-Mation, Inc.; Vend Magazine, Jack Latta, and The Billboard, Aaron Sternfield.



Gottlieb's

LIGHTNING BALL

New "Roto-Disk" Skill Shooting Means More Play! More Profit!

Here's real flipper-action skill shooting! A ball properly angled off of red or blue contact completes a diamond pattern and adds one letter to name on "Roto-Disk". Colorfully dressed soldiers pull letters around disk.

And you can be sure this beauty really kicks up a storm... of players and profit, that is! If your locations aren't getting the play, just add LIGHTNING BALL, the best play-maker made, to your route line-up. See it at your distributor now!

See these "play-it-again" features demonstrated:

- Hitting red, blue and yellow contacts adds one letter to "Roto-Disk".
- Completing name on "Roto-Disk" scores special. Additional specials are then scored by hitting 3 colored Lightning contacts.
- Making rollovers 1 thru 6 scores special and lights side holes for high score and additional specials.
- Coin-box with locking cover ● Match feature

D. Gottlieb & Co.

1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

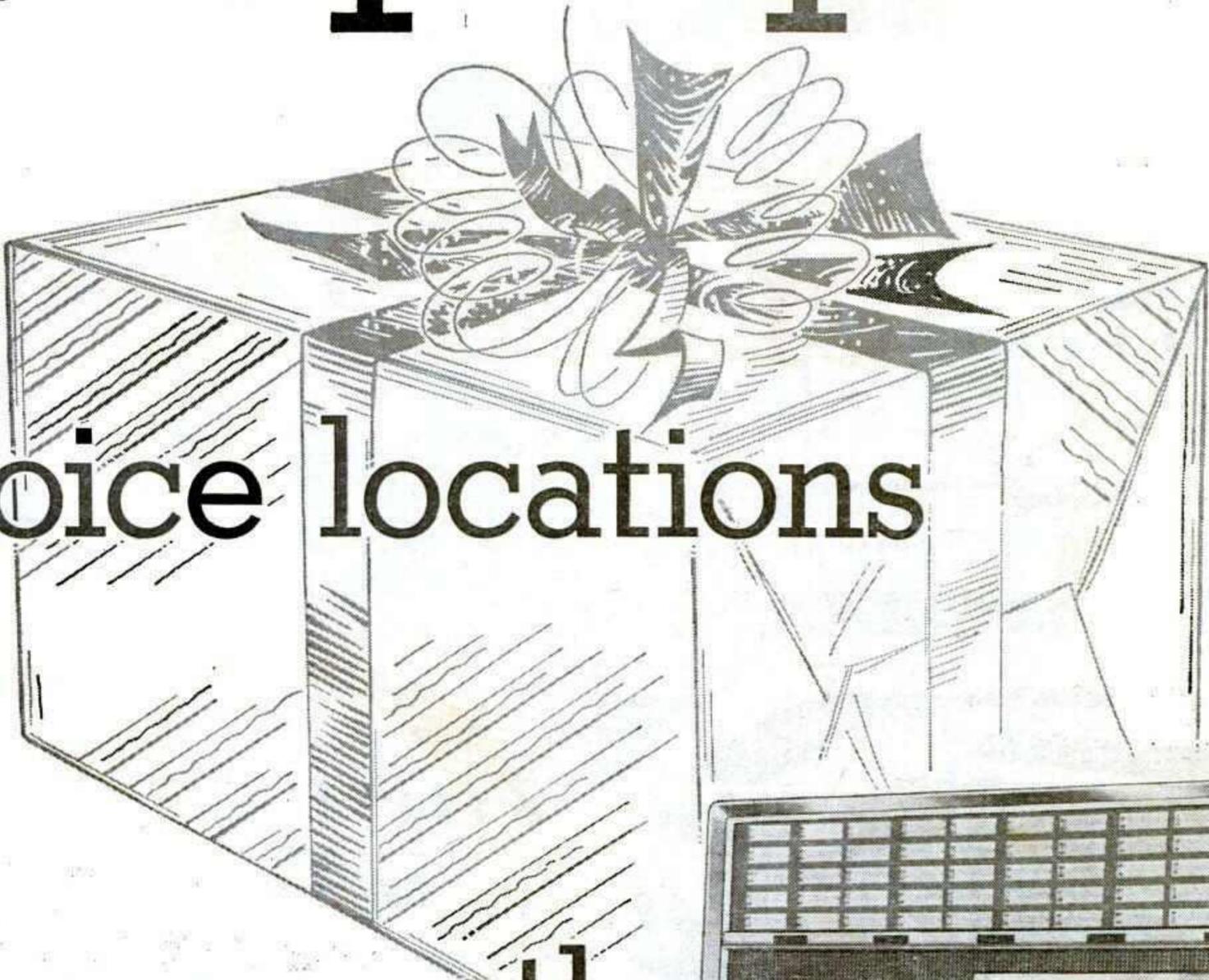
Dime play is here to stay—buy Gottlieb Games and keep it that way!

Season's Greetings

wrap up

choice locations

permanently



It's easy to get and hold choice locations with the great new United Phonograph. It's the topic of conversation in the entire music industry. Actually, better locations are demanding United. They too, have heard the news about United trouble-free performance... the high-speed, *unconditionally guaranteed* record mechanism that pours more coins into the cash-box... the unsurpassed rich hi-fidelity sound. Now is the time for you to join the big swing to United. Now is the time for you to establish long-lasting harmony with your locations and build up the most sensational profit-record in your music-operating career. Make every location a United location.

You'll be glad you did.

A COMPLETE MUSIC SYSTEM
Stereophonic—Monaural



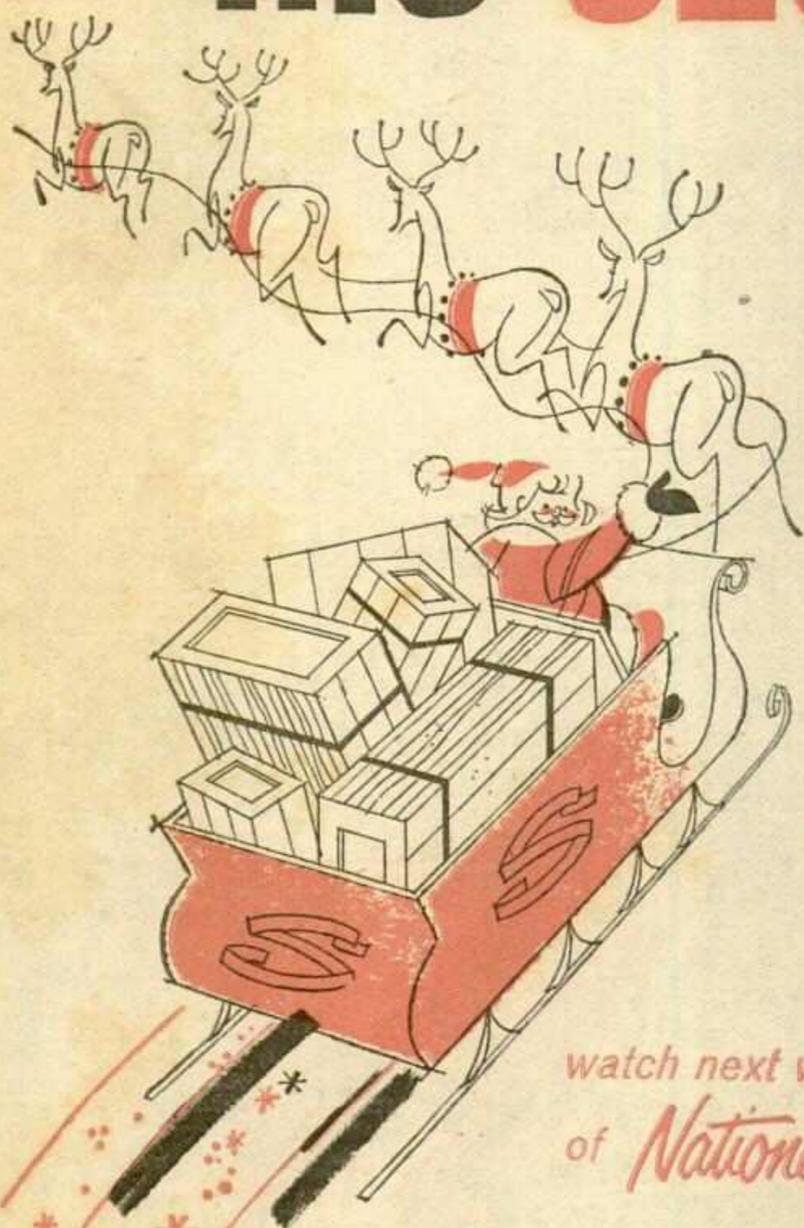
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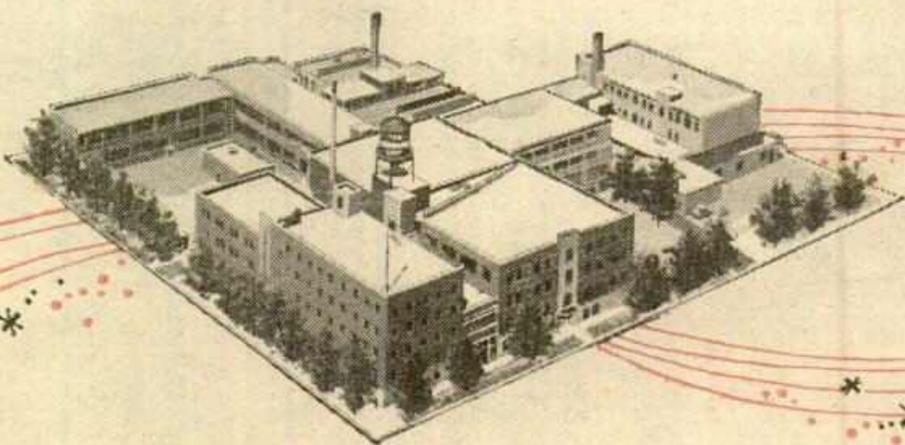
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