

The Billboard

SIXTY-FIFTH YEAR

P
50

0530
90509
99KR
FRANCIS C LAUDA
118 MIDDLENECK RD
PORT WASHINGTON
LONG ISLAND N.Y. 11686

NOVEMBER 16, 1959 (AP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Coinmen Consider Adding New Lines

Juke Box-Game Ops Rate Background Music, Cig Units Tops for Expansion

By KEN KNAUF

CHICAGO — The well-rounded coinman of the 1960's will likely operate juke boxes, amusement games and one or more other types of equipment as well. That's the gist of a Billboard straw poll run last week of 44 representative juke box-game operators in 23 States and Canada. Large and small, city and rural operators were counted.

The theory that many machines are better than one at a location got a strong support.

Of the 44 operators polled, 21 said they currently operate cigarette machines in addition to juke boxes and games. Ten of the 44 said they operate background music, 10 spot kiddie rides, 6 run bulk vending machines, and 3 handle other vending machines such as beverage, food or confection units.

Tab Future Expansion

These same operators (including those already active in diversified fields) indicated interest in expanding still more in the next two years. Of the 44, some 27 expressed interest in moving into or continuing to operate cigarette machines, 23 showed further interest in background music, 18 in kiddie rides, 13 in bulk vending and 10 in other vending machine lines.

Admittedly, our straw poll can only give a very general indication of future operating trends, but comparing it with figures turned up in The Billboard's music operator survey published last April, it does hint of stepped-up interest in diversified operations:

According to the far more extensive, but more dated Billboard music operator survey, 32 per cent of the operators then handled cigarette machines. Our straw poll indicates that nearly 48 per cent of juke box-game operators may now be operating cigarettes, with an additional 14 per cent interested in moving into this field in the next two years.

Pinball Game Fires Rockets

CHICAGO — Never outdone, amusement machine manufacturers have come up with a pinball game that "fires rockets."

Players, in the role of rocket-launchers, try to land balls in the proper holes to count down and "fire" simulated rockets decorating the playfield.

The new model, appropriately named, "Rocket," is in production by Williams Electronic Manufacturing Corporation here.

Tavern owners who may be thinking of installing one of these games are assured that Rocket's rockets never leave the playfield, altho there's plenty of bell-ringing, light-flashing action.

USIA TO PUSH AMERICAN MUSIC OVERSEAS

WASHINGTON — An increased demand for American music both classical and popular, overseas, is expected to result from a stepped-up program by United States Information Agency to acquaint more people abroad with American music. Heading the new effort will be Angelo Eagon, who fills a new office as agency music advisor.

Eagon, a pianist and former cultural officer in Austria, will push for more performance of American music throughout the world, and will also serve as chief of the agency's music branch, which sends American recordings and scores overseas.

The agency plans to liven up its musical activities by providing foreign leaders with a sizable flow of background material on American composers and music, both classical and popular. As a special project, the music branch will demonstrate the wide range of American culture in music by shipping abroad recordings of Hawaiian music and Alaskan folk songs, to acquaint overseas music lovers with the music of the new States.

Last year, 25,050 recordings of symphony, jazz and other music were sent to USIA's 200 posts in 80 countries, the agency reports. There was overseas distribution of 10,850 American musical scores requested by foreign orchestra conductors and musicians.

(Continued on page 70)

Ampex Foresees No Battle of Speeds For Tape Industry

London Label Pact Keys Flexible Approach to Future Developments

By LEE ZHITO

HOLLYWOOD — A "battle of speeds" never will plague the tape industry. This is the firm conviction of Ampex as stressed last week both in its work and deed.

Herbert L. Brown, Ampex Corporation vicepres and head of United Stereo Tapes, its four-track tape manufacturing - distributing subsidiary, told The Billboard that Ampex will continue to adhere to its traditional policy of protecting dealer inventory against obsolescence. Brown explained that Ampex in its equipment line always has guarded against obsolescing earlier models with the introduction of new instruments. Similarly, he said, UST will protect dealers stocking its four-track open reel stereo tapes against any possible new developments which may come some time in the distant future.

5-Yr. London Pact

Fact that UST expects to be active in all forms of magnetic tape, no matter what pattern it may someday follow, was revealed in terms of a contract it concluded last week when it acquired the exclusive magnetic tape rights to the entire London Records catalog. Deal is UST's biggest to date.

Pact is for five years, which underscores Ampex's certainty that tape is here to stay as a major factor in home entertainment.

Most revealing provision of the contract is that which gives UST the exclusive right to manufacture and distribute London's wares "in any and all forms of magnetic tape available now or in the future." This shows Ampex is prepared to move into any form of magnetic tape future years may hold. Since Ampex is not doggedly determined to stick to only one tape system, come what may, but will remain flexible in its policy to change should future developments and market conditions warrant such changes, the basis of a "battle of speeds" is nonexistent.

Sees Smooth Transition

According to Brown, tape will follow a battle-free road of smooth transition, from one system to the other, if and when new systems become practical. Brown pointed out that as a major manufacturer of tape recording and playback equipment and as a prime supplier of pre-recorded tape via UST, Ampex enjoys a far-seeing vantage point of the tape horizon. If any changes should appear in view, it can help dealers make the transition without endangering their investment in inventory. This fact, he said, permits Ampex to protect dealers against obsolescence.

From its vantage point, Ampex sees no changes in the immediate future. If and when the tape industry will experience innovations, these, according to Brown, are sufficiently in the distant future not to disturb UST's immediate plans.

This is evidenced by the fact that UST will issue its newly ac-

(Continued on page 18)

Risk-Free Tape Stocks

HOLLYWOOD — Dealers are in a risk-free position when it comes to stocking stereo tapes, according to Russ Molloy, prexy of Bel Canto Stereophonic Recordings, since the firm maintains a 100 per cent exchange privilege on its complete line.

Furthermore Bel Canto, a subsidiary of Thompson-Ramo-Woolridge, Inc., makes its catalog available in all the existing tape forms—two-track, four-track and the tape cartridge. Should any other forms or speeds become practical, Molloy said his company will add them as well. Thus, he said, the public can choose what it wants without risking a speed war.

NEWS OF THE WEEK

Roosevelt Rebukes ASCAP for Letter on Consent Decree . . .

Representative James Roosevelt issued a scathing rebuke to ASCAP for its letter to the membership asking them to vote for the revised Consent Decree and implying that the Society faced "dissolution" if the vote goes against it. . . . [Page 3](#)

WSM Fetes Country Music Deejays; CMA Sees New C&W Opportunities . . .

Near record attendance features WSM's annual Country Music Festival in Nashville. Brief formal sessions and numerous informal activities benefit from heavy press, radio and TV coverage. Country Music Association meeting features elections and formulation of plans. . . . [Page 3](#)

Talent Draws 39,427 in One Day At Rainy Arizona State Fair . . .

Headliners Bobby Diamond, Bobby Daren, the Mills Brothers and Tito Guizar lured 39,427 patrons to Arizona State Fair, Phoenix, Friday (6), biggest day of the fair. The talent helped the rain-plagued annual roll up an attendance count of 229,000 for the 12-day run, down 30,000 from 1958 figures. . . . [Page 51](#)

Possibility of Deejay-Payola Probe Is No. 1 Station Topic . . .

Topic No. 1 at radio stations across the country last week was the possibility of an investigation of payola by a House subcommittee and the FCC. Deejays at WNEW, New York, participated in an hour-long panel discussion of the subject Sunday (15). Out in Chicago, veteran jock Howard Miller said he could name names involved in payola transactions; while another Chicago jock, Phil Lind, was under police protection last week after he claimed he received threats as a result of an on-the-air discussion of payola. . . . [Page 2](#)

DEPARTMENT AND FEATURES

Amusement Park Operation 55	Music Pop Charts—
Arena, Auditorium 56	Top LP's 33
Newsletter 56	Honor Roll of Hits 38
Audio Products 18	Hot 100 40
Bulk Vending 66	Tomorrow's Tots 41
Carnival Confab 59	Hot C&W 46
Circus Trouping 54	Hot R&B 48
Classified Ads 64	Music Record Reviews—
Coin Machines 66	This Week's LP's 31
Coming Events 65	Singles 41-43
Fair-Exhibition Management 53	Pipes 65
Final Curtain 57	Radio 2
Hot 100 40	Roller Rumbinas 57
Letter List 62	Routes 59
Merchandise 63	Show News 51
Music 2	Talent on the Road 52
	TV-Music-Radio 2

House-FCC Payola Probe Threat Stirs Aircasters

Jocks Garrulous to Mum; DJA Offers Fullest Co-Operation

By JUNE BUNDY

NEW YORK — The possibility of a probe of deejay payola reports by a House subcommittee and the FCC was the No. 1 topic of conversation — both on and off the air — at stations across the country last week.

Some deejays were positively garrulous on the subject; (see story on Howard Miller and Phil Lind elsewhere in issue) while others refused to take calls from the press. At least two New York dailies — Journal American and the Post — were readying payola series.

Managements Anxious

Anxious station managers conducted private "have you ever?"

interrogation sessions with their jockey staffs, and promotion men complained that some stations were suddenly making it difficult for them to drop in and see deejays on the old free-and-easy basis, via chilly reception - blocks, etc. At the same time, frantic on-the-take deejays reportedly were calling distributors and/or labels asking them to "hold off" on payments.

Lieberman Folds Wis. One-Stop

MILWAUKEE — After six weeks of attempting to gain a foothold, Lieberman's Wisconsin one-stop folded here today. Diskery was owned by Lieberman Music which operates one-stops in Minneapolis, Des Moines and Omaha. Local manager, Barney Kuehn, was taken off the payroll as of November 16, according to David Lieberman. (Continued on page 49)

ing them to "hold off" on payments.

Station owners were startled by FCC commissioner Robert E. Lee's statement that if payola exists on their stations they could lose their licenses to operate even if they are unaware of their employees' illegal activities.

In line with this, Malcolm Weldon, news and special events director at WNEW, New York, said "If payola exists, it is a form of commercial bribery punishable by a fine of \$500, or a year in jail or more." The statement was made on a panel discussion of payola by WNEW jocks over the weekend. (See separate story.)

Some confusion exists as to the definition of payola. There are jocks who believe it is a form of payola if a deejay owns a publishing company, or manages artists; while other spinners condone these practices and define payola as the actual acceptance of cash in return for air plugs.

For example, Jerry Marshall, (Continued on page 11)

VIC. BASH FOR AMES BROS. LP

NEW YORK — RCA Victor is throwing a party to launch the Ames Brothers' new album "Hello Amigos," Tuesday night (17) at Leone's Restaurant here. The affair is being hosted by George Prutting, head of record marketing for the firm's international division. The album, which contains Latin songs sung in Spanish by the boys, is first being released in Central and South America by all RCA affiliates, to gain Christmas business. In the U. S. the album will not be released until January of 1960. Album was produced by Victor a.&r. director Herman Diaz.

Victor Sets Big Lauren Promo Tour

NEW YORK — RCA Victor's Rod Lauren has kicked off a two-month promotion tour, with Ann Fulchino handling details en route. In keeping with the diskery's all-out saturation campaign, the tour will be broad in concept, taking in

(Continued on page 49)

Chudd Adds 2 Pubberies to Imperial Fold

HOLLYWOOD—Imperial Records prexy Lew Chudd has acquired Portrait Music Corporation (BMI) and Royalty Music, Ltd. (ASCAP) as part of an over-all drive to expand his company's music publishing activities. Publishing firms were purchased from co-owners. The firms will be helmed by Anita Stein, who manages the other Chudd publishing interests.

During the past year, the Chudd pubberies have intensified their search for new material. New songs are auditioned on a regularly scheduled basis. Auditions are conducted on Thursdays. In addition to Miss Steinman, auditioning panel consists of prexy Chudd, album artist repertoire chief Henri Rene and singles a.&r. Edward Ray.

With the acquisition of the two new firms, Chudd now owns a total of eight catalogs. Other six companies are Commodore Music Company (BMI); Travis Music, Inc. (BMI); Reeves Music Company (BMI); Post Music, Inc. (ASCAP); Marquis Music, Inc. (BMI); Alan Edwards, Inc. (BMI). Of the eight, two are ASCAP catalogs, Post and the newly acquired Royalty Music, Ltd.

BMI Awards To 26 Pubs, 51 Cleffers

NASHVILLE — BMI Awards of Achievement were presented to 51 writers and 26 publishers from 17 States and the District of Columbia. The awards, made at the Eighth Annual Disk Jockey Convention here last week, took cognizance of the success of 46 songs in the country and western field during the past 12 months.

Bob Burton, BMI vice-president who made the awards, stated: "During its 20 years of service to music in America, BMI has been proud of its role in widening the field of opportunity for the creators of music by establishing competition in the field of music licensing. One result of that competition has been that more writers and publishers from more parts of the country can share in the economic rewards of their music..."

Goodwin Exits WB for L. A. Distrib Post

HOLLYWOOD — Norm Goodwin resigned his post as national manager of merchandising services for Warner Bros. Records to become general manager of Sid Talmadge's Record Merchandising Los Angeles disk distrib. He was one of the WB labels early recruits and becomes the first member of its exec ranks to resign.

At the Talmadge firm, he will enjoy active participation in the (Continued on page 49)

Peak Turnout of C&W Folks Study Problems of Industry

WSM Affair Draws 2,000 Tradesmen

By REN GREVATT

NASHVILLE—More than 2,000 disk jockeys, diskery and music publishing execs and other visiting firemen from across the nation, as well as Canada, Mexico and the 49th and 50th States, pressed into this country music capital beginning Wednesday (11) for WSM's eighth annual National Country Music Festival. At press time late Friday (13) attendance totals were believed close to a new record, according to WSM spokesmen.

Prior to the official Friday opening of the conclave, members of the Country Music Association gathered for election of board members and for the formulation of plans to advance the cause of country music (see separate story).

With the handsome War Memorial Auditorium in the center of town as the setting, the festival was called to order by WSM Program Director Ott Devine. Prexy of the station, John Dewitt, then wel-

MPCE MARKS 2 PUBS UNFAIR

NEW YORK—Music Publisher's Contact Employees, the pluggers association, has placed Border Music and Korwin Music on its unfair list. According to Bob Miller, prexy of MPCE, the action was taken because Mike Stewart, head of Korwin, has failed to sign the union contract on behalf of the corporations.

comed the visitors to town and introduced Tennessee Secretary of State Joe Carr. Carr spoke in the place of the absent Gov. Buford Ellington, who was prevented from appearing by a serious throat condition.

Prior to the speechmaking, emcee T. Tommy Cutrer introduced a host of "Grand Ole Opry" regulars. The show was set for airing later in the day and was one of a number of radio and TV outings planned in conjunction with this year's convention.

Subject of Money

Theme of the morning's pro- (Continued on page 11)

CMA Stresses Need for \$\$, New Members

NASHVILLE — The Country Music Association reviewed past achievement and formulated plans for the future at a meeting held here Thursday morning (12). The meeting was held as disk jockeys and disk and publishing people gathered here for WSM's eighth annual National Country Music Festival.

In an opening address, Prexy Connie B. Gay stressed the fact that help is needed. "We need help, particularly in the form of new members," Gay stated, as he extended an invitation for all to join CMA for the good of country music.

Treasurer Hubert Long spoke of the cost of operating a country music association. The theme of his message was short and to the point. "Money is what we need" (Continued on page 14)

Big Push for 'Witchcraft'

NEW YORK — Atlantic Records is mapping out an extensive advertising campaign in the trades and six consumer magazines on Chris Connor's new LP "Witchcraft," which — approximately — will be released Friday, November 13.

Special promotional EP's have been sent to 5,000 deejays for programming on that date. Also in the new LP release is "Precious Memories," by LaVern Baker, a spiritual-gospel package; "That's a Plenty" by Wilbur de Paris and his ork; and Mickey Baker's "The Wildest Guitar."

Frost Named To Col Post

NEW YORK — Tom Frost has been appointed associate producer in Columbia's Masterworks department by Schuyler Chapin, exec director of the division. Frost will assist in the production of Masterworks under Chapin and John McClure, musical director of the department. For the past year Frost has been head of the classical a.&r. department at Urania and prior to that recording in the a.&r. department for the classical division of Decca.

The Billboard

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

Publishers

Roger S. Littleford Jr.
William D. Littleford

Editors

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

Managers and Divisions

L. W. Gatto Main Office, Cincinnati
R. S. Littleford Jr. Music-Radio Div., N. Y.
Sam Chase Asst. Publisher, New York
Herb Dotten Show News Division, Chicago
Hilmer Stark Coin Mach. Division, Chicago

W. D. Littleford President
M. L. Reuter Vice-Pres.
Lawrence W. Gatto Treasurer
John Ross Secretary

Offices

Cincinnati 22, 2160 Patterson St.

L. W. Gatto

Phone: DUnbar 1-6450

New York 36, 1564 Broadway

W. D. Littleford

Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.

Maynard L. Reuter

Phone: CEntral 6-8618

Hollywood 28, 1520 North Gower

Sam Abbott

Phone: HOLlywood 9-5831

St. Louis 1, 812 Olive St.

Frank B. Joerling

Phone: CHestnut 1-0441

Washington 5, 1428 G St., N.W.

News Bureau

Phone: National 9-4748

Advertising Managers

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

Circulation Department

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

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897 at Post Office Cincinnati, Ohio, under act of March 3, 1879. Copyright 1959 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International; "Sunspot," the monthly magazine of amusement management, and High Fidelity, the magazine for music listeners.

Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.

Vol. 71 Copyrighted No. 46

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

754

Name _____

Occupation _____

Company _____

Address _____

City _____ Zone _____ State _____

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

Lane Quotes Trade Papers In Charges

Files News Story Compilation With Harris Probers

WASHINGTON — The Burton Lane letter charging "commercial bribery" in music on radio and TV, sent to the Harris quiz - probing Subcommittee from the AGAC president, made headlines recently, but the document in support of his charges is less well-known. It is a 13-page compilation of trade paper quotations, a few from current issues, but predominantly circa 1955 to 1957, with some vintage 1948. Many are strongly reminiscent of proponent testimony by songwriter spokesmen in hearings on the Smathers Bill to divorce music and broadcast interests, held by the Pastore (D., R. I.) Senate Commerce Subcommittee in 1958.

The Lane report trade quotes include stories from 1948 and 1954 on Federal Communications Commission and Federal Trade Commission interest in payola. A 1951 Billboard article is quoted on heavy

(Continued on page 49)

COMO DISK NTA YULE SEAL SONG

NEW YORK — National Tuberculosis Association has selected Perry Como's RCA Victor recording, "I May Never Pass This Way Again," as the 1959 Christmas Seal Song. The Association, RCA Victor and Trinity Music, the publisher, will push the Seal Song with a public service promotion tying in with the annual Christmas Seal Campaign to help fight tuberculosis. Promotion, starting today (16), is highlighted by a special deejay disk using Como's voice tracks as Christmas Seal lead-ins to the song.

Diskery is shipping the special promotion disk to 2,800 jockeys and the publisher ships to its list of 1,800 jockeys. The Association's 3,000 local affiliates are scheduling live and recorded performances of the song in their local areas.

"I May Never Pass This Way Again" is the second Como record chosen as the Association's yearly theme. First was "One Little Candle." "I May Never Pass This Way Again" has just been released as a single in this country; it was previously available in England.

Adams Letter to ASCAP Voters Draws Roosevelt Ire

Calls Threat of Government Lawsuit 'Attempt to Intimidate'

By MILDRED HALL

WASHINGTON — Rep. James Roosevelt has issued a scathing rebuke of the recent letter sent to ASCAP membership in which its president, Stanley Adams, insistently points out that a vote against the proposed consent decree negotiated by Justice Department and the Society's attorneys, might mean a government suit, with possible "dissolution" of the American Society of Composers, Authors and Publishers (The Billboard, November 9, 1959).

"Any threat of a law suit appears to be an attempt to intimidate," is the grim comment of Roosevelt,

whose House Small Business Subcommittee held exhaustive hearings on the ASCAP small business complaints, in 1958, leading to the renegotiation of the ASCAP consent decree.

Complete Statement

Roosevelt's complete statement follows:

"It has come to my attention that a letter bearing the signature of ASCAP's president has been mailed to members of the Society urging them to vote to accept without change the proposed consent decree filed with the court a few months ago. I am told that this letter, in no uncertain terms, tells the members that if they vote

against the acceptance of this decree, a law suit by the government against the Society would follow which may result in the dissolution of the Society.

"It is well known that many of the members desire to amend, strengthen or otherwise improve the provisions of the decree presently under consideration and it

(Continued on page 49)

15 Pkgs. on Angel Agenda

HOLLYWOOD — Angel Records will issue 15 new albums in its final release of the year, highlighted by five additions to its "Great Recordings of the Century" series. Release includes the last recordings made by Walter Gieseking when death suddenly interrupted his projected plan to record the complete 32 Beethoven sonatas. Angel is issuing Gieseking's final five sonatas (and a portion of a sixth) in a boxed double LP package titled "The Gieseking Heritage." Label also is releasing a recorded Gieseking recital of miscellaneous piano pieces in an album called "Souvenirs."

Release also offers a new stereo version of the complete Donizetti opera "L'Elise D'Amore" plus albums featuring mezzo-soprano Christa Ludwig, two packages with conductor Herbert Von Karajan plus three albums recorded by London's Philharmonia Orchestra, one of which is with violinist Christian Ferras. "Mack the Knife" appears under the Angel banner in a pack-

(Continued on page 49)

Dog-Day Disk \$'s Up 10% Over 1958

Aug.-Sept. Unit Sales Off, But Big Album Jump Builds Higher Total Take

NEW YORK — Record sales in stereo were up 10 per cent in dollar volume during the dog days this past summer as against the same period last year, in spite of a drop in total unit sales. The unit sales deficit for the period August 17 thru September 12, 1959, as against the same period in 1958, was caused by a drop-off in singles sales of almost 12 per cent, and a slump in EP sales of 50 per cent. But, as has been true thruout the year, LP sales in stores continued to increase, scoring a 31 per cent jump in unit sales as against the same period last summer.

These figures and information are taken from the ninth report of The Billboard - New York University Continuing Survey of Record Sales in Retail Stores. The Bill-

board-NYU Survey is supplied to subscribers every four weeks and contains data about record sales in retail stores, and covers sales of singles, EP's and LP's on a national and geographical basis.

The actual unit sales figures for LP records in the August 17-September 12 period, 1959, came to 2,500,000 LP's. For this same period in 1958 only 1,900,000 LP's moved across dealers' counters. Single sales in this period in 1959 however, totaled only 4,600,000 units, a million units below the same period the previous year.

(Continued on page 49)



DJ Gets Threats Over Payola Talk

Chi Jock Under Police Protection After Alleged Orders to Lay Off

CHICAGO — Deejay Phil Lind was under police protection last week after he claimed he received anonymous threats as a result of an on-the-air discussion of payola.

Meanwhile, the city's leading deejay, Howard Miller, said he was able, altho reluctant, to name names involved in payola transactions. In one case, he said, he has an affidavit from the paying party and personally inspected the canceled checks in the case.

According to Lind, a voice in one threatening call told him, "If you keep blowing the whistle, you're going to wake up in an alley." In another instance, Lind said, a friend of his was told on the phone, "Phil won't listen to us, so you better tell him as a friend to lay off." Lind reported that he has received an offer of \$1,000 for the tape of his on-the-air discussion, presumably as a means of getting it out of reach.

Eydie, Steve Wax TV Spec

NEW YORK — ABC-Paramount will release a special album featuring Eydie Gorme and Steve Lawrence singing tunes they will do on their forthcoming hour-long ABC-

(Continued on page 49)

IT'S ABC-TV NOT CBS-TV

NEW YORK — In a story last week concerning the use of tunes from the Warner's group — Music Publisher's Holding Corporation — on two Goodson and Todman TV shows, it was stated that "Beat the Clock" was a CBS-TV show. This was in error. "Beat the Clock" is carried over the ABC-TV network.

This offer puzzled tradesters here since the tape contains the mention of no names. It is an interview with the owner of a record label detailing his alleged troubles in getting disk exposure in Chicago without payoffs, and citing specific demands of payola. The tape was played on Lind's WAIT show early last summer without creating noticeable comment in the trade, but suddenly touched off the claimed threats last week when the subject of payola became conspicuous. Lind now will not identify the label owner who was interviewed, but said his company was a small one from the West Coast. The company has never had a hit.

According to Lind, the label owner said one deejay asked for a \$200 a week retainer, another demanded \$100 a week, and a third asked for 2 per cent of the company. The interviewee said he figured out that if he met all the demands, it would cost him \$22,000 to get a record going in Chicago.

Another deejay who heard the interview said that the label was so obscure, he does not remember its name or its owner. The record being plugged, said the deejay, was "so bad I wouldn't have played it even if I were being paid."

In Spotlight

Lind's report of threats resulted in a publicity spotlight being trained on him late last week. Local newspapers covered him liberally and he was interviewed by Life, Time and Newsweek. A press agent, Bettye Burton, former wife of ex-deejay Linn Burton, was in Lind's employ dispensing details to the papers and magazines.

The episode all but obscured an earlier disclosure by Howard Miller that he could name names if he wanted to but doesn't want to.

"I have no desire to name individuals," he told The Billboard. "In most cases I couldn't prove what I know. I said in most cases.

(Continued on page 50)

Burl, MJQ LP's Top UA Nov. Sked

NEW YORK — United Artists Records has scheduled seven LP's for release in November. The albums include Burl Ives' first LP effort for the label, entitled "Ballads." Also featured is the sound track from "Solomon & Sheba," "Odds Against Tomorrow," a jazz interpretation by the Modern Jazz Quartet and "On the Beach," which consists of background music from that and six other UA films.

"Folk Song Festival at Carnegie Hall," with various artists, "Provocatif" by John McFarland and "Sing Along With the Mighty Wurlitzer" by Dick Scott complete the release.

The diskery has intensified its foreign distribution with the signing of Fabrica de Dicos Rozenblit, Ltd., to handle its product in B azil.

Duo - pianists Arthur Ferrante and Leo Teicher have been pacted by the label. Their first record for UA, "Dream Concerto" and "Lover Symphony" will be released this week.

Dynamite, No Blast At ASCAP Meeting

Cons & Pros Aired as Board Seeks to Answer Dissidents

By LEE ZHITO

HOLLYWOOD — ASCAP dissident forces, opposing approval of the proposed Consent Order last week paraded before the Society's West Coast membership meeting pleading their case. Members of the ASCAP board, fortified by attorney Arthur Dean, sought to answer the charges as they were raised. The meeting was conducted in a quiet and orderly fashion under prexy Stanley Adams' expert hand. There were no explosions despite the fact that the charges and counter-charges

which filled the air were loaded with live dynamite.

The meeting opened with an impassioned plea by Adams for approval of the consent order, he reiterated the board's contention that the very life of ASCAP may depend upon the membership's support of the Consent Order. He stressed once again that the board was not happy with the fact that it must yield to the government pressure at this time, recognizing that all factions within the Society will have to surrender personal wishes to comply with the order. Adams defended the board's action in accepting the order, stating that thruout the negotiations with the government in the Consent Decree matter, there hovered over the bargaining table "the spectres of food and shelter and clothing of the members of ASCAP." The alternate choice to accepting the consent order, Adams insisted, is litigation which well could lead to a government order dissolving the Society.

'Spectres'

The "spectres" which haunted were naught but ghosts under the bed, according to Fred Fox, champion of the dissident faction. In quiet and measured tones, Fox dealt stinging blows at the board,

(Continued on page 12)

Simon Joins Goldner Staff

NEW YORK — Jerry Simon has been signed as national promotion manager for Gone and End Records, the George Goldner labels. Simon has been with Warner Bros. Records for the last year, and prior to that was a promotion man, and East Coast rep for Marty Melcher and Doris Day. In his new post with Gone, Simon will assume the duties of administrative assistant to Goldner in addition to his promotional duties.

RUSHING THE SEASON

30 New Singles Already in Yuletide Wax Sweepstakes

NEW YORK—Altho radio stations across the country traditionally wait until after Thanksgiving to spin Christmas records, the Brill Building is rushing the season even more than usual this year. More than 30 new Christmas singles have been released, plus a flock of the usual re-issues of long-time seasonal best sellers.

Last year the big Christmas single was "The Chipmunk Song." This year another novelty — also featuring electronic-voiced characters—has stepped out first sales-wise. It's Capitol's "The Happy Reindeer" by Dancer, Prancer and Nervous. Capitol reports that the disk is currently the label's top-selling single, with orders totaling 500,000 since its release the last week in October.

The chipmunk-type voice gimmick is also spotlighted on Laurie's new disk, "Santa Claus Jr." by Johnny Brandon and on "Deck the Cage With Boughs of Holly" by Tweety and Sweetie on the Storz label.

Altho it's not a Christmas record, the current hot seller "Uh-Oh" by the Nutty Squirrels (which also features a chipmunk-styled vocal) is looked upon by many jocks as holiday-type novelty programming. Meanwhile Liberty has re-released David Seville's Chipmunk platter.

The most covered Christmas pop tune to date is "The Little Drummer Boy," which was a big hit last December by the Harry Simeone Chorale (re-released this year by 20th Century-Fox). New versions of the song include Johnny Cash's Columbia waxing, the Henry Snow Singers' Whitehall recording (backed by "Holly Green"), and Eric Jay on Bullseye (backed by "Silent Night").

In addition to the Cash disk, Columbia has four additional new yule singles out—Johnny Horton's "They Shined Up Rudolph's Nose," "Christmas Bride" by the Ray Conniff Singers, Bing Crosby's "The Secret of Christmas" (backed by

"Just What I Wanted for Christmas") and Charlie Weaver's novelty "Xmas in Mt. Idy" backed by "Happy New Year, Happy New Year."

New Warner Bros.' holiday singles are "Yulesville" and "Lonely Christmas" by Edd (Kookie) Byrnes, "Adeste Fidelis" by another "77 Sunset Strip" star, Efrem Zimbalist Jr. (Back by the Guitars, Inc.'s "Deck the Halls With Boughs of Holly"), and a two-sider by the Marquees—"Santa Done Got Hip" and "Christmas in the Congo."

Roger Williams has two Christmas singles out on Kapp—"Hark the Herald Angels Sing" and "Adeste Fidelis" and "Mary's Lit-

tle Boy Child" backed by "Winter Wonderland."

Capitol has Nat King Cole's "Buon Natale" backed by "The Happiest Christmas Tree" and the King Sisters' "Chree-See-Mus," plus, of course, the reindeer hit. Another version of "Buon Natale" is out on Epic by the Four Coins.

Rounding out the new yule wax scene are Art Mooney's "A Merry Christmas to You" on M-G-M, Roulette's "Carol of the Bells" by the St. Patrick's Choir, Compo Verde's "The Carillon" on Top Rank, the Beverly Sisters' "The Little Donkey" on London, and "Comin' Down the Chimney" by Little Tootsie on Fidelity.

Background Music Rule Spurs Queries

Proposal to Limit Standards to Four Per Quarter-Hour Network TV Seg

WASHINGTON — The deepening interest of the Harris Subcommittee staff of network quiz probes in payola and alleged music rigging deals on television, has aroused questions about the fairly recent ASCAP rule on background music credit. The rule, which has been made part of the proposed weighting formula in the Consent terms, would limit the number of big-pay tunes, or standards, to four per quarter hour in background use. A ceiling would also go on the special category of background music which has had some commercial recording.

The original weighting formula accompanying the Decree terms placed no limit on the number of qualified, high-paying tunes that could get full credit as background music on network TV shows. Altho the Johnny-come-lately rule limits the number of use credits to eight qualifying tunes per half hour, there is nothing in the rule to prevent a single firm from providing all eight, for a total of approximately \$560 per half hour, if a use credit averages about \$70.

For example, on a September 1 stanza of the "Price Is Right," recently reported in The Billboard, the almost 90 per cent predominance of Warner Group tunes could run to 100 per cent, or all eight

tunes under the rule. But if more than eight qualifying tunes are used, as on "Beat the Clock," which logged 11 on its half-hour September 1 show, payment for each would be reduced "pro rata" for a total equivalent to eight tunes. (The Billboard, November 9.)

The proposed clause limiting credits for TV background music was quietly circulated to ASCAP members on October 9, a few days after the Harris (D., Ark.) Subcom-

(Continued on page 50)

DJA in Chi Meet Adds 26 to Board

CHICAGO — The board of directors of the Disk Jockey Association held its first meeting here last weekend (November 7-8), at which time 26 additional deejays were elected to the board; several standing committees were appointed, plans were finalized for the deejays' 1960 convention.

It was agreed to establish an advisory board which will advise and consult with the DJA board, officers and committees. The board, which will be set up by the committee will be made up of "persons actually engaged in the radio-TV industry" — heads of broadcasting chains, etc. All members of the advisory board will be made honorary DJA members.

The convention committee was authorized to set up the first annual meeting of DJA members in conjunction with the forthcoming 1960 deejay convention, which will be held at the Statler-Hilton Hotel in Los Angeles. Originally scheduled for the first week in March, the event may be moved ahead to the last week in February so jocks will be able to remain at home for "rating week."

Record companies will be invited to participate—via sponsorship of luncheons, cocktail parties, etc.—but they will not be allowed to engage in any promotional activities during the forums.

Prexy Jim Hawthorne (KDAY), Los Angeles was authorized by the board to sign an agreement (after consultation with DJA counsel Ben Starr) with Associated Producers,

DISSIDENT PUB, CLEFFER FRONT

NEW YORK — The dissident ASCAP songwriters group have voted to join forces with the dissident publishers who oppose the proposed ASCAP Consent Order. They will share information and seek to co-ordinate their activities closely for mutual benefit.

Nets, AFM Ink Jingles Pact

NEW YORK — The networks, principal packagers and producers of jingles, have agreed to an increase in pay for AFM recording musicians employed in scoring jingles, plus re-use payments and a 5 per cent contribution to pensions. The settlement of the jingle hassle between the AFM and the networks was made late Thursday (12) at the union's New York headquarters with AFM Prexy Herman Kenin present. The agreement provides for concurrence by advertising agencies who utilize musicians, nets, producers, etc. The new agreement pact is effective November 16 and runs until January 31, 1963.

The new scale starts at \$60 per session for single instrumentalists, \$33.50 each for two to four musicians, and basing at \$30 per man for larger combinations of five musicians and over. The new scale averages 11 per cent over the previous flat rate of \$27 per man per session. The new pact sets up limits of three minutes of recording per session and no more than three jingles per session for a single sponsor. The 5 per cent employer pension is to be computed against all earnings of the record-

(Continued on page 11)

DRC Unveils Major Label Offers in Ad

HOLLYWOOD — The Diners' Record Club took the wraps off of major label product for the first time in an ad aimed at attracting more members. Packages were included in a line-up of 118 albums. Ad appeared in the form of a gate-fold in the November issue of the regular monthly Diners' Club Magazine circulated to the more than a million credit card holders.

Inside flyer of the gate-fold boasts "The Diners Club Proudly Presents Records from Columbia, RCA Victor, Mercury, Liberty, Hi-Fidelity, Westminster, Vanguard, Omega, Elektra, Spoken Art, Period, Atlantic, World Pacific, Intertune, King, Bethlehem, GNP, Verve, and many others."

Close scrutiny of the array of product reveals that most of the major label wares offered, while featuring top selling names in the disk biz, appear to be on vintage stock. Two of the Mercury Records in the club, for instance, are cut outs, now available on the Wing label for \$1.98 monaural. The RCA Victor items are from the old Vik label which is now out of business.

A considerable portion of the club's independent label product, similarly appears to be non-current releases. When approached for comment, Bernard Solomon, club director, explained the use of older wares in his ads baiting new joiners. He said his club's policy was consistent, for the most part, with that followed by the other clubs.

Solomon said the Diners' Record Club is still pre-testing various approaches to incorporating the disk dealer in its over-all member recruitment program. If the club were to enter into open competition with retailers, he explained, no matter how equitable a dealer

(Continued on page 11)

Young Never for Celler Proposals

NEW YORK — In a story in last week's Billboard (November 9) concerning the MOA turnaround of the Celler Committee proposals against juke box license fees, it was stated that Barney Young had at one time appeared in favor of the Celler legislation. Young stated this is an error, that he has been against the Celler legislation consistently.

Big Capitol Pop Release

HOLLYWOOD — Capitol Records is issuing 19 new pop packages. Artists featured include Dean Martin, Ernie Ford, Freddy Martin, Donna Hightower, Paul Weston, Stan Kenton, George Shearing, Jeri Southern, Plas Johnson, Jack Rones and the Tucson, Arizona, Boys Choir, latter two making their Cap debut. Other packages spotlight Laurindo Almeida, Muzzy Marcelino, a polka album, Ruth Welton's zither selections, Hawaii's Mahi Beamer, and on the country

(Continued on page 11)

More NARAS Show Pactees

NEW YORK—Nat King Cole and Kingston Trio are the latest winners signed to appear on the National Academy of Recording Arts and Sciences Awards telecast on NBC-TV November 29.

The categories for which they won will be announced on the show. Cole was nominated in two categories, best rhythm and blues performance and best performance by a "Top 40" artist. The Kingston Trio was nominated for best performance by a vocal group and best folk performance.

Victor Plugs 'Along' Album

NEW YORK — "Take Me Along," the cast recording of the smash Broadway musical starring Jackie Gleason, is getting a big promotional campaign from RCA Victor. It is being featured in ads this month in national consumer magazines, and a saturation campaign with disk jockeys. For dealers the firm has set up a great number of point-of-sale items, including window displays, hangers and mounted album covers. And the firm has special co-op ad mats ready. In addition to the LP, Victor will release an EP and singles from the album featuring key tunes from the show.

Storz Radio Bows Yule Disk on Own Label

NEW YORK—The Storz Radio chain last week debuted its own label, Storz Records, with a Christmas novelty disk. The platter, featuring Tweety and Sweetie, the parakeet and the canary, features birdlike whistling versions of "Deck the Cage With Boughs of Holly," backed with "Silent Night."

The disk, which was purchased by Storz from Csida-Burton, Inc., was initially released only in the five Storz station markets—Kansas City, Mo. (WHD); Minneapolis (WDGY); Miami (WQAM); Oklahoma City (KOMA) and New Orleans (WTIX). Storz has set local distribution on the disk in all areas but Kansas City.

The broadcasting chain's prexy, Todd Storz said that the platter is an experimental one-shot, but if the results are good he might go

into the record business on a regular basis. He also noted that if the disk catches on in the five Storz-station areas and there is a national demand, the record will be made available to distributors in other cities.

Arranged and conducted by Bob Davie (Csida-Burton's artist and repertoire chief), the disk was co-produced by Bill Buchanan and Dick Cella, who also do the whistling for Tweety and Sweetie. Arrangements for tunes on both sides of the disk are copyrighted by the Csida-Burton firm, Trinity Music.

As the twin industries—recording and broadcasting—become increasingly inter-related, more and more operations are overlapping. For example Sam Phillips, Sun

(Continued on page 50)

EVEREST RECORDS EVEREST RECORDS

ANOTHER SMASH RECORD BY

THE CURLS

EVEREST RECORDS EVEREST RECORDS



“WHY DIDN'T I GO”

and

“IMAGINEZ VOUS”

#9-19319

EVEREST RECORDS EVEREST RECORDS

EVEREST RECORDS

This One
R7CU-AHK-YHS9

VERY SPECIAL FOR RECORDING ARTISTS

Billboard's famous year-end Programming and Talent Buying Guide

Featuring the results
of Billboard's Big 12th Annual

**DISK
JOCKEY
POLL**

in the new, conveniently-sized 8½ x 11

special slick-stock section that will be read, used

and referred to for months and months and months.

WHO WANT TO INFLUENCE



**DISK
JOCKEYS**



OPERATORS



DEALERS



**NEWSPAPER
COLUMNISTS**



**TALENT
BUYERS**



**TV and MOVIE
PRODUCERS**

...or who just want to acknowledge with "thanks"
the help and support of all throughout 1959.

and with **7** big extras
at no extra cost!

THE BILLBOARD'S YEAR-END PROGRAMMING and TALENT BUYING GUIDE

A Special Section of the DECEMBER 14 ISSUE

Advertising Deadline DECEMBER 7

BREAKING WIDE OPEN

**THE
KALIN
TWINS**

Taking Off in Chicago, Boston, Buffalo, Cincinnati, Cleveland

**WHY DON'T YOU
BELIEVE ME**

30977



**BRENDA
LEE**

Action and Sales in Milwaukee, Memphis, Pittsburgh, Chicago

**SWEET
NOTHINGS**

30967



JUST RELEASED

**CARL
DOBKINS
JR.**

His Newest Teen-Age Smash!

LUCKY DEVIL

c/w

(THERE'S A LITTLE SONG A-SINGING)

IN MY HEART

31020



**WEBB
PIERCE**

Smash Follow-Up to "I Ain't Never"

NO LOVE HAVE I

c/w

WHIRLPOOL OF LOVE

31021



NIGHT CLUB REVIEWS

Benny Gasses Old and Young Anew

It isn't quite the old days at the Hotel Pennsylvania's Manhattan Room, where Benny Goodman was breaking it up 20 years ago, but it's mighty close to it these days at Basin Street East in New York. For Benny Goodman himself, along with a small band starring Red Norvo, Flip Phillips and Bill Harris, is breaking it up again at the East Side club. This is the best B. G. this reviewer has seen and heard in years; a more relaxed Benny playing with almost the legendary skill of yore. And the huge crowd that was present at the club last Friday night (6) felt that way too, enthusiastically applauding every solo Benny took, and every selection from the old, great B. G. book.

Goodman, just by virtue of being Goodman, always had an electrifying effect on any audience. But it has been rare these last few years that Goodman has displayed the form that he is showing these days at Basin Street. And perhaps because of his performance, the entire band sparkles. The ork plays the great oldies such as "Don't Be That Way," "It's Gotta Be This or That," "Sing, Sing, Sing," and many, many more, with a snap and drive that brings back poignant memories of the fantastic Goodman crews of the late 30's and early 40's.

Goodman is aided solidly by Norvo, playing the vibes in strong fashion, the swinging sax work of Phillips, and the smooth trombone work of the cool Harris. And the rest of the band, consisting of Gene DiNoovi, Jack Sheldon, Jim Wyble, Red Wooten, Jerry Dodgion and John Markham, cannot be overlooked. The driving arrangements, some of which are new by Fred Karlin, and others freshened from the old Goodman trio and quartet book, are a mixture of swing and modern, but they blend together attractively.

Goodman has managed to retain all of his old fans, and he has also picked up a good following of college-age and young men and women who could only know of Benny's prowess from his recordings. That Benny may build even more fans via this club date is highly probable. For he and Norvo and the band are giving out with electrifying performances at the East Side club. In a few words, "the king is back." **Bob Rolontz.**

* * *

In Boboli Features Seeco Artists

A trio of Seeco recording artists are enlivening the evenings at In Boboli, East Side nitery operated by Arturo Sacco, formerly of the Blue Angel. First, there's Aldo Bruschi's ensemble. Bruschi is a Juilliard grad whose musicianship shows itself in canny arrangements whether in backing the soloists or cutting the shows. Current show features soprano Maria Candida and tenor Felix Caballero. These handsome, attractive youngsters both have well-trained, expressive voices which they show to advantage on operatic arias as well as traditional, pop and folk numbers in the Neapolitan vein.

The music is properly cued to the Italiante feeling of the room over all under the musical guidance of A. Bruschi, who is part of the management of the spot. Caballero is understood to have turned out an LP more in the pop vein than he flashes at the club. His is an especially fine voice. With proper guidance and exposure he could become a song salesman of importance. **Sam Chase.**

* * *

TV REVIEW

'Rate the Records' Showmanly Seg

Clay Cole, the new emcee on WNTA-TV's (Newark, N. J.) "Rate the Records" show, has an ingratiating eager-beaver-type personality. He also has considerably more talent as a performer than the average TV record hop jock, who is usually primarily an emcee-salesman.

The show, which runs 30 minutes during the week — 6:30-7 p.m., has been extended to a full hour on Saturdays (6-7 p.m.). The telecast caught (7), spotlighted brisk pacing and effective production on lip-sync vocal stints by a flock of recording artists — Jo-Ann Campbell, Don Rondo, Betty Madigan, the Fireflies, Impalas, Ritchie Robbins, Tommy Facenda, Little Anthony and the Imperials, Danny Valentine.

Nineteen-year-old Cole (formerly tagged Al Ricker) comes on somewhat like a teen-aged Milton Berle, in that he frequently participates in the production numbers. He dances and mugs with a solid sense of showmanship and timing. On the show caught, his lip-sync song and dance routine with cute Jo-Ann Campbell was the high spot of the hour.

The kids in the studio audience were well behaved and neatly dressed; and in spite of Cole's youth (19) he kept them in line at all times. **June Bundy.**

* * *

CONCERT REVIEWS

Francois Glows in Carnegie Return

Samson Francois, the well-known French pianist, made his first concert appearance in New York in many years at Carnegie Hall last week (6). His interpretations of works by both Liszt and Debussy were glowing, showing off a soft, tender touch that made them pure poetry. And he displayed his dazzling technique on Prokofieff's "Seventh Sonata," a difficult work that he romped thru with ease. Only on a group of Chopin selections did the pianist disappoint, mainly due to his highly personal phrasing. But his performances on the Three Etudes of Debussy and the four shorter Liszt works were captivating. Angel Records, who release the pianist's waxings here, has a potent talent to exploit in Francois. **Bob Rolontz.**

c/w SINBAD

JOSIE 872

A Billboard Spotlight Winner
Cash Box Pick Of The Week

D.J.'s, for copies write:

Lee Gallo Jr.
National Sales Promotion
Jay-Gee Record Company
315 W. 47th St., N.Y.C.

BOBBY FREEMAN'S

NEWLY RECORDED HIT SMASH... AND IT'S GOING ALL THE WAY!

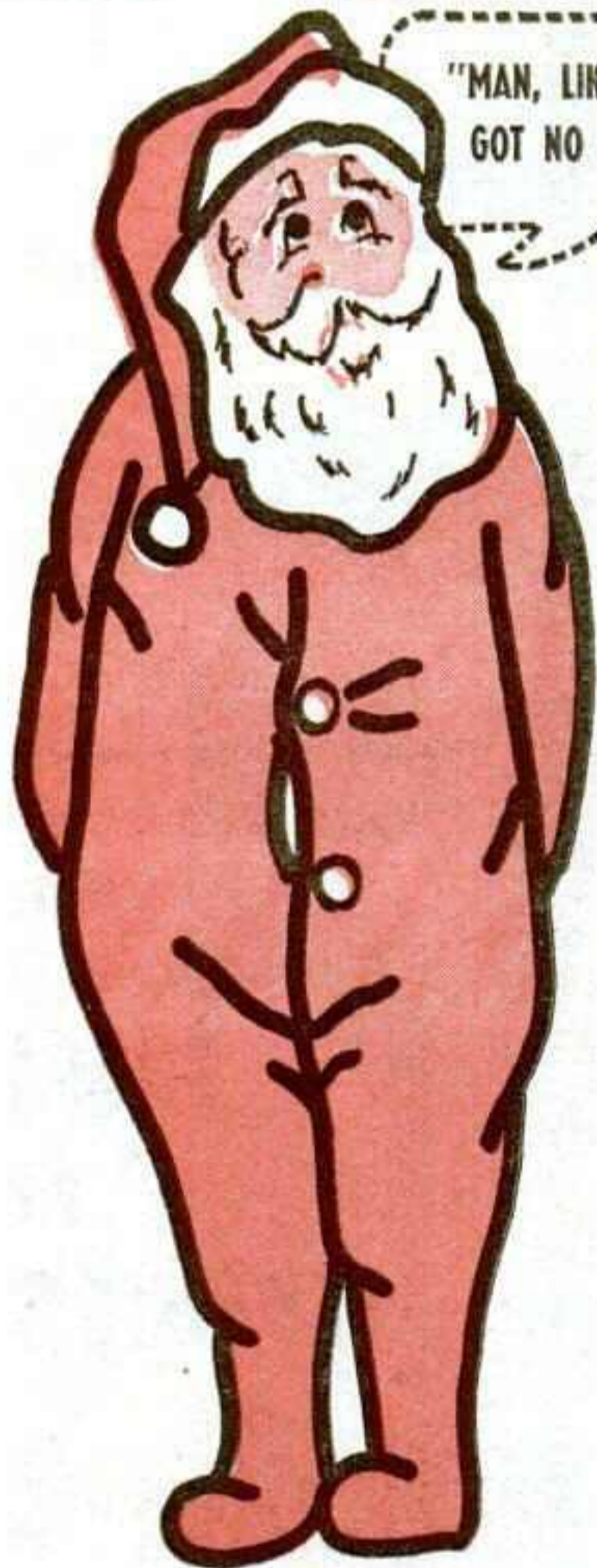
FREE



BIGGEST SINGLE THIS CHRISTMAS

MPI DISTRIBUTORS

Pelican Rec. Dist.
New Orleans
Alpha Rec. Dist.
New York City
Arc Rec. Dist.
Detroit
BGK Dist.
Oklahoma City
Choice Rec. Dist.
Omaha
Commercial Music
St. Louis
Eric Dist.
San Francisco
Essex Rec. Dist.
Newark, N. J.
Garmisa Dist.
Milwaukee & Chicago
Great Western Dist.
Salt Lake City & Denver
Hoosier Rec. Dist.
Indianapolis
M. B. Krupp Dist.
Phoenix & El Paso
Bill Lawrence Dist.
Pittsburgh, Pa.
Chips Dist.
Philadelphia
Leslie Dist.
Hartford, Conn.
H. Lieberman Dist.
Minneapolis
Record Sales
Memphis
Record Merchandising
Los Angeles
Scan Dist.
Buffalo, N. Y.
Schwartz Bros.
Washington, D. C.
Seaboard Dist.
Albany, N. Y.
Stanley Rec. Dist.
Seattle, Wash.
Sterling Dist.
Cleveland, O.
Southern Rec. Dist.
Miami, Fla.
Whirling Disc
Cincinnati, O.
Daily Dist.
Houston, Tex.
Baker Dist.
Dallas, Tex.
Music Supply of N.E.
Boston
Mangold Dist.
Charlotte
NATIONAL PROMOTION
George Jay & Assocs.



"MAN, LIKE I AIN'T
GOT NO CLOTHES"

POOR OLD SANTA CLAUS

AVAILABLE IN FULL-COLOR SLEEVE MPI #1002



BY THE SENSATIONAL
10-YEAR-OLD

JERI KELLY

Personal Mgt. **THURSTON WILKES**
PICAYUNE, MISS.

MPI
RECORDS

PHONE: RE 6-2536

P. O. BOX 565

COLUMBIA, MISSISSIPPI

MPI

WSM Gathering Draws 2,000

Continued from page 2

gram was "Money, and How to Get More of it Thru Country Music." Speakers taking part included Dave Stone, Country Music deejay and owner of four radio stations in Texas and Colorado; Jim Denny, veteran country music publisher and prexy of the Jim Denny Artists Bureau and Cedarwood Music; Cas Walker, colorful supermarket operator from Knoxville, and Harry Stone, prexy of the Country Music Association.

Dave Stone noted his successes with sponsors in programming plenty of country music. Denny advised country jockeys to become identified with worth-while community and welfare activities and to promote shows in stores, plants, etc., with themselves cast in the role of emcee. Denny also noted that perhaps jockeys who complain of not getting disks from record companies have at long last an answer to their problem. He said that Broadcast Music, Inc., has agreed to furnish jockeys with a list of all publishers and their addresses. "If you want to get any record, just contact the publisher," Denny advised.

Cas Walker, long identified with country music ("I Gave Tennessee Ernie Ford the name, Pea-Picker"), told of his radio advertising using country music shows. "We sold \$22,000,000 worth of groceries last year with country music," he asserted. "Rock and roll is all right, but it won't put money in the cash register."

Presentation

Discussing the proper presentation of country music, Harry Stone said: "Country music has come of age. Don't try to rub your country show in corn and don't try to sell horse and buggy. People don't want that anymore. I also urge you to have country music emcees who do not murder the king's English. Country music has had a rough time in the last couple of years."

House-FCC Payola Probe

Continued from page 2

WMGM, New York, commented, "To me payola is something given with a string attached and a knowledge that there be a return." Marshall said he personally has never participated in any outside activities — such as operating a music publishing firm, etc.

May Hurt Innocent

However, he added, "I don't condemn those who do. In my 22 years of broadcasting," said Marshall, "I have never had a payola offer. I've also heard a lot about girls and payola, but I've never even been asked to have a cup of coffee." The jock predicted "a lot of innocent people would get hurt," adding, "It's not fair to the industry to brush everybody with the same smear."

Marshall stressed that "No one representing any organization can speak for me." This was a reference to the wire deejay Murray Kaufman, WINS, New York, sent to the Harris Committee last week, wherein he said he spoke for "900 members" of a disk jockey group, and demanded an apology for the payola inferences.

In line with this, Bill Williams, WNEW, New York, went on the air the day after Kaufman's wire was released to the press, and told his listeners "This fellow representing himself as a spokesman for disk jockeys is like the bat boy speaking for the New York Yankees."

Meanwhile, the board of directors of Disk Jockey Association, Inc., (not affiliated with the Kaufman group) issued the following statement: "DJA, Inc., a profes-

Right now it has a great opportunity to regain lost ground."

The grand finale, as it was called, featured a talk and demonstration by Dr. Spencer Thornton, a soothsayer who has appeared on the Jack Paar TV show and who is known for his work with extra sensory perception. Among other things, Dr. Thornton predicted that Elvis Presley would become a balladeer upon his discharge from the Army, and that some disk jockeys might be getting free trips to Washington soon. He also named about a dozen recently released disks by country artists which he predicted would be top hits. During his talk, Thornton called Nashville "The Cape Canaveral of show business."

BMI Affair

Other official events included a gala Thursday evening affair sponsored by BMI at the nearby Belle Meade Country Club. Following cocktails and dinner, annual BMI awards were presented. Other awards to artists by the trade press were to be presented at a WSM reception Saturday afternoon. This was the extent of the curtailed list of official functions. These plus the less formal fun-making activities and performances by the roster of "Opry" artists received unusually heavy press, radio and TV coverage.

The grand climax to the country music weekend came with the 34th birthday performance of the "Grand Ole Opry" Saturday evening in the "Opry's" traditional Ryman Auditorium setting. Birthday cake ceremonies were featured during the show.

During the opening ceremonies, WSM Prexy Dewitt introduced and thanked for their support the following sponsors: Bob Burton, exec veepee of BMI; Cadence Records Prexy Archie Bleyer; Columbia Records Prexy Goodard Lieber-son; "D" Records Prexy Pappy Daily; Dot Records Prexy Randy Wood and RCA Victor Veepee Bill Bullock.

sional organization representing those who select and present recorded music on radio and television is aware of current news stories concerning a complaint that unethical practices involving undue pressures and persuasions have been applied to certain deejays in the conduct of their duties.

"Our association is concerned that unfavorable publicity resulting from this complaint may bring unwarranted discredit to our profession and to the broadcasting industry in which we have our employment as a whole. We offer our fullest co-operation to the broadcasting industry in supporting and maintaining the public's confidence in the ethical standards and practices of the broadcasting industry and in the profession of disk jockey and music programmer."

Bill Randle, WERE, Cleveland, recalled that he predicted payola practices would be investigated several months ago at the Columbia Records Seminar. "At that time," said Randle, "I commented 'We haven't seen anything yet.' The statement still goes."

Nets, AFM Ink

Continued from page 4

ing musicians. In lieu of pensions there is no employer contribution to the Music Performance Trust Funds. Arrangers and copyists are included in the re-use payments. After the first 26-week rerun cycle, all additional 26-week re-uses compensate musicians indefinitely on the basis of one-third of their per session base pay.

TV 'LINE' SHOW DROPS 'COASTER' AS THEME TUNE

NEW YORK — The E. H. Morris copyright, "Roller Coaster," after having been used for eight years as a closing theme on the CBS-TV panel show, "What's My Line," has been replaced by a copyright handled by the Music Publishers' Holding Corporation. "What's My Line" is produced by Goodson-Todman and MPHC is the Warner's music operation.

Trade observers noted that an interesting on-again off-again series of maneuvers started on May 24, 1959. On this date, and on subsequent shows thru June 21, "Roller Coaster" was taken off and replaced by the Warners-owned "I Know That You Know."

"Roller Coaster" was returned as the closing theme on June 28 and remained until October 4.

Starting with the October 11 program, one tune "Toy Trumpet," in Circle Music, the Raymond Scott firm handled by MPHC, replaced the E. H. Morris copyright. "Trumpet" has been carried consistently since that date.

"Roller Coaster" was written by Milton DeLugg and Lou Busch in 1949. Morris acquired the copyright, and it began its long run on "What's My Line" in 1951.

Scrivner Sells Republic Label

NASHVILLE — Ray Scrivner, general manager of Abco Music Company, with headquarters here, announces that he has sold his Republic Records label, including a number of masters, to Gene Autry, who will start using the Republic tag in the near future. Scrivner says he will henceforth concentrate on his Showboat and Skoop labels.

The Abco firm has just acquired from Cal Veale and Ivan Ward, of Modesto, Calif., a master titled "Lazy, Part I and Part II," which Scrivner has in turn placed with Don Pierce, of Starday Records, for release late this month.

The Showboat label's initial release, just out, has as the top side "Gold Will Never Do," by Luther Bond, of Cincinnati.

Big Capitol

Continued from page 4

and western side, albums featuring the Louvin Brothers and Ferin Husky.

Four packages are being issued under the Capitol-of-the-World banner. Highlighted by a stereo package featuring the Royal Marines of Great Britain. Others include violin and orchestra arrangements of U. S. standards by England's Max Jaffa, German vocalist Ralf Bendix plus a stereo edition of Franck Pourcel's earlier monaural album, "Viennese Waltzes by Pourcel."

DRC Unveils

Continued from page 4

plan may be perfected, the club could never hope for whole-hearted acceptance or co-operation from the nation's dealers.

On the other hand, Solomon said, when it comes to the club's own circle of members, its albums of the month are current top-sellers. As examples, he gave such chart dwellers as Liberty's "Exotica" and Atlantic's Bobby Darin "That's All" package, among others.

HOT 100 ADDS TEN

NEW YORK—The Hot 100 Chart adds 10 new sides this week. Details are:

- 55. The Big Hurt—Toni Fisher, Signet.
- 67. The Best of Everything—Johnny Mathis, Columbia.
- 81. Hound Dog Man—Fabian, Chancellor.
- 92. Goodnight My Love—Ray Peterson, RCA Victor.
- 93. Gile—Sonny Spencer, Memo.
- 95. Marina—Jacky Noguez, Jamie.
- 96. God Bless America—Connie Francis, M-G-M.
- 97. (New in) The Ways of Love—Tommy Edwards, M-G-M.
- 98. I'll Walk the Line—Don Costa, United Artists.
- 100. So Young—Clyde Stacey, Argyle.

Switch Disk Debuts Key Merc Agenda

CHICAGO — Mercury's November release of 29 packages includes disk debuts of Tony Williams, lead singer of the Platters, as a soloist; drummer Buddy Rich as a vocalist; Elizabeth Lands, winner of the Mahalia Jackson Award, in a folksong collection; and the bistro duo, Green and Iles.

Other items are by Brook Benton, Hal Mooney's Ork, Sil Austin, the Gaylors, Eddie Heywood Trio, Buddy Collette and the Swinging Glee Club, Richard Hayman and Clebanoff.

Pop packages previously available in mono are by Patti Page, Sarah Vaughan and Pete Rugolo. Monaural albums not issued in stereo are by Jerry Mulligan, George Jones and Johnny Horton.

Classical items are by the Detroit Symphony ork conducted by Paul Paray; the Eastman Pops under Rochester ork under Howard Hanson; and the Minneapolis Symphony with Antal Dorati.

Disk, Phono Sales Boom In Sweden

STOCKHOLM — Records are booming here these days and phonograph sales are jumping as well. At the present time record sales are a good 10 per cent over last year, and Sweden now is number three — in relation to population — as a record buying country, surpassed only by the United States and Germany.

Record sales in 1958 came to more than \$8,500,000, a big sum for the country. The pattern of record imports in Sweden these days is interesting, too. German made records are first, with American platters second and Danish diskings third. However, Swedish disk manufacturers themselves are racking up a good export trade. Metronome, the top exporter of records from Sweden, recently opened a pressing plant in West Germany to handle the demand. Label exported 400,000 disks last year.

THIS YEAR'S BIG CHRISTMAS RECORD!

NUTTIN' FOR CHRISTMAS



KENNY and CORKY

#3031

on BIG TOP RECORDS

THE CHRISTMAS SMASH!

ROSS JUNGnickel, INC.

1619 Broadway

New York, N. Y.

SHAWNEE STANDARDS

"ONE LITTLE CANDLE"

Current Recordings:

Perry Como—Victor
Jane Froyman—Capitol
Leslie Uggams—Columbia
Fred Waring—Decca

Shawnee Press Inc.
New York Office: 157 W. 57 St., N. Y. 19

GREAT HITS!

THEME from
"A SUMMER PLACE"
HUGO WINTERHALTER—RCA #47-7599
PERCY FAITH—COLUMBIA #4-41490
DON RALKE—WB #5108

BOURBON STREET BEAT
DON RALKE WB #5108

MUSIC PUBLISHERS
HOLDING CORPORATION

SONGWRITERS

Get "Writing and Selling the Popular Song." A practical, valuable text by a 20-year show-business veteran. Only \$2.25, postpaid, from:

B-W MUSIC, INC.
Box #337-B, Wooster, Ohio

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

Dynamite But No Blast

Continued from page 3

accusing the Society's current administration of serving ASCAP's "vested interests" rather than its rank and file. He peppered his address with such words as "false," "fraudulent" and "masquerade" in describing the board's actions.

Said Fox: "I must emphasize the fact that the negotiations conducted over the past year or two have been solely between these two parties (ASCAP's board and the rank and file members of ASCAP—99 per cent of the electorate—have never been consulted and therefore have no voice whatsoever in the determinations reached as evidenced in this proposed decree, arrived at by consent—but by the consent of whom? Not the consent of the ASCAP membership at large, but the consent of the vested interests who control the Society in every phase of the activity, a control which has been all inclusive and secure since the very inception of the Society.

"This was highlighted most spectacularly in the Federal Court in Foley Square on October 20th, when Judge Sylvester Ryan refused to sign the proposed order which was supposedly placed before him by consent but which he correctly stated was obviously not before him by consent. And it was for this

reason he asked that the entire membership itself be asked to vote its approval or disapproval of the proposed decree." Fox quoted from the Court's transcript to illustrate his point.

Scores Board

Fox then levelled his guns at the ASCAP board: "The administration and board of directors of ASCAP have always been most careful to identify themselves as ASCAP whenever they come to the membership at large on those few occasions when it becomes necessary for them to do so, and they have projected the false theory that the welfare of the board is identical with the welfare of the 6,400 members of ASCAP and that whenever the board is taken to task by the government that it is the membership of ASCAP as a whole that is censured. The facts show that this masquerade which they have carefully nurtured is as patently fraudulent as to represent that this performing rights society is formulated along democratic lines instead of the tight little oligarchy which is a more truthful description of the present political nature of the Society. The simple truth is that the welfare of these competitors who hold the control of the Society in the palm of their hands is not always consonant with the welfare of the rest of the membership. The recorded history of the Society's internal affairs shows that the terms of this proposed consent order are not consistent with the best interests of the vast majority of the membership, but instead protect only the interests of that small group which controls the Society, as was the case in the two previous consent decrees."

Fox then quoted from the Roosevelt Subcommittee's memorandum

in an effort to substantiate this claim: "...The available information indicates quite strongly that the Society paid little heed to the provisions of the consent decree entered in 1950. The members of ASCAP's board of directors possess unusual powers and must assume responsibility for the manner in which the Society has been managed, including the alleged failure to conform to the terms of the orders of the U. S. District Court. There would therefore appear to be a basis for questioning the eligibility of these individuals to serve the Society further in any capacity. No such provision, however, appears in the decree now being advanced by the Antitrust Division."

"The claimed injustices stemming from current ASCAP grievance procedures are well known. They include, among others, the inability to obtain justice without waiting months or years; the inability to obtain proper compensation because retroactive adjustments are not permitted; the inability to utilize the procedures as necessary for the member could prosecute but one appeal per year, etc. It is in this area, particularly, that the ruling clique within ASCAP appears to have demonstrated a feeling of indifference toward the welfare of the smaller publisher and composer members."

'Chapter & Verse'

Fox then offered to "cite chapter and verse" in answering any questions asked from the floor. However, before he could call on his first questioner, proxy Adams blocked the procedure. He reminded Fox he was present to address the assembly and not to answer queries. Fox complied with this ruling, stating he will ask himself the type of questions which "most assuredly" must be running thru the minds of the membership and answer them. After several self-posed, self-answered questions, a few protests from the floor

prompted Fox to cut his question and answer segment short.

One of his self-posed questions had to do with the prospect of dissolution of ASCAP in the event the membership voted against the consent order. In reply, Fox read an opinion on the likelihood of such an occurrence rendered by his law firm, Covington & Burling:

"Practically speaking there is no reason to believe that the Society need fear dissolution by an order of the court. We conclude this primarily from the fact that it appears quite clear that neither the government nor the board of directors nor any of the persons who participated in the proceedings on October 19 and 20 before Judge Ryan, in any way, expressed the desire that the court act to dissolve the Society. It seems especially significant to us that the government attorneys did not point to this possibility at any time in their presentation in support of the proposed order or at any other time during the hearing. The fact that the government seems to have no desire for dissolution is most important because as a practical matter, dissolution would not be ordered by the court if the government did not seek it."

Fox received a warm hand for his appearance. ASCAP attorney Arthur Dean rose to good-humoredly refute the Covington & Burling opinion concerning the prospect of ASCAP's dissolution. He reminded those present that lawyers can give opinions, but they are not infallible. Covington & Burling, he said, undoubtedly told Du Pont that it could emerge unscathed by the government's recent antitrust action against it for owning 28 per cent of General Motors stock. Dean won applause and laughter for making this point.

Leon Power took the rostrum. He identified himself as "a small writer" without knowledge of law, without backing of any group or

OVER 300,000
IN FIRST WEEK

DANCER, PRANCER and Nervous
(THE SINGING REINDEER)

sing

The HAPPY



without the counsel of attorneys. He said he approached the problem from a common sense standpoint. He said he was proud to be a member of ASCAP but is quite concerned as to why his Society must be found in violation of government regulations and each time called on the carpet by Uncle Sam for not complying with the rules of the initial consent decree, thereby necessitating the subsequent actions. Something must be wrong with the way ASCAP is doing business, he concluded, and continues to be wrong, he said, in the face of reports in The Billboard's October 26 and November 9 issues (latter referring to The Billboard's exclusive report on the unusually heavy use of Warner

tunes on Goodson - Todman TV shows.

Pro & Con Parade

The parade continued of pro and con speakers from the floor. Most telling was a short address by Max Herman, veepee of AFM's Local 47 and also a small ASCAP publisher. Herman confessed to the assembly that three years ago he led a rebel faction within the local against the AFM's administration forces and resorted to litigation. This, Herman said, eventually flared into a still festering situation which created Cecil Read's rival Musicians Guild of America and has cost musicians more than a half-million dollars in legal fees. The situation is still unresolved and has created a split in the ranks of musicians. He pleaded with ASCAP's members to learn by his example and avoid litigation, straightening out whatever ills may exist in its own family without resorting to the courts.

Mack David appeared in support of the Consent Order. He said he was opposed to the recognized performance fund provision but plans to take this up with ASCAP's board after the Consent Decree is granted rather than buck the entire Consent Order.

Arthur Freed also campaigned for the Consent Order, telling members: "We cannot be invaded from within and attacked from without and still stand as a Society." He called for a closing of ranks behind the board and see it thru the present crisis. He congratulated the board for doing a difficult job well, and received a healthy hand for his words.

Disney Music's Jimmy Johnson appeared on behalf of the dissidents, stating that 40 per cent of the vote as controlled by the big publishers meant voting control of the Society.

Composer Walter Gross made an impassioned plea, sparked with laugh - provoking jibes, for voting

Trencher to Rank Staff

NEW YORK — Irving Trencher formerly with Southern Music, has been appointed Eastern division sales manager of Rank Records of America, Inc.

Working under the supervision of sales director Len Levy, Trencher will promote both the Top Rank International and Jaro International labels. He starts a road trip this week, during which he will visit distributors and deejays in the Albany, N. Y., and Hartford, N. Y., areas.

against the Consent Order. He said his own earnings went up more than 100 per cent after the first Consent Decree forced ASCAP's ruling body to relinquish some of the funds to the smaller writers and that it took the government to give writers a greater share of ASCAP's melon. He also found fault with the logging system, which, he claimed ASCAP maintains, must follow a so-called scientific rule-of-thumb rather than an actual report giving local radio its proper share of credit. He suggested that FCC require local stations to log tunes and that ASCAP avail itself of these logs. He also suggested that ASCAP not exert economy when it comes to logging procedures. "All you have to do," he said, "is cut out just one of those \$10,000 dinners (we have four a year) and we'll have enough money to properly log local radio."

Attorney Arthur Dean countered the FCC suggestion by stating this has been thoroly investigated by ASCAP and found to be impractical inasmuch as FCC has no jurisdiction over broadcasters requiring them to log the music they play.

2D ANNUAL U. S. MUSIC CALENDAR

WASHINGTON — The President's Music Committee of the People to People Program has just published its second annual calendar of musical activities in the United States. Under the direction of Mrs. Jovett Shouse, chairman of the Committee, information was gathered from every State in the Union, including Alaska and Hawaii, to make a total listing of over 6,000 music performances in 580 cities for 1959-60.

The listings cover symphony, choral, band and jazz concerts; ballet, dance and chamber music performances; recitals; folk festivals; and various music workshops, for the winter concert season beginning in September 1959 and running thru June 1960.

"This is the only comprehensive musical calendar published in the United States," said Mrs. Shouse, "and this year's calendar is four times bigger than our initial effort last season."

The music calendar is alphabetically listed by State, then city. Events are then chronologically listed in each city, giving name of musical organization, type of performance, date, conductor, and participating artists.

The 168 - page calendar, compiled by the non - profit music committee, is now available for \$1 postpaid from:

The President's Music Committee, 734 Jackson Place, N. W., Washington, 6, D. C.

Russell Again ARA Prexy

CHICAGO—Booke, Jack Russell was unanimously re-elected Midwest president of Artists Representative Association, Inc. Other officers named were Fred Williamson, Charles E. Hogan and Sid Page, vice-presidents; Howard Schultz, treasurer; and Goldie Cohan, secretary.

Mills
HIT REMINDERS

SCARLET RIBBONS

★ THE BROWNS
RCA Victor 47-7614

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

THE ALL TIME JAZZ CLASSIC

'BROADWAY'

DAKOTA STATION

Capitol

RAYVEN MUSIC

1650 Broadway New York City

THEATRICAL AGENTS, MANAGERS, REPS . . .

locate at the center of SHOW BUSINESS in Mid-America

203 N. WABASH AVENUE

Join the many Show Business leaders who find this modern, centrally located building ideally suited to their needs. Efficient office layouts in Single or Multiple units . . . only minutes from clubs, theatres, fine restaurants and shops, hotels . . . convenient to all transportation . . . ample parking facilities

24-hour service—7 days a week. Air Conditioning optional.

Subleases available

Contact
CHAS. G. GREEN
203 N. Wabash Ave. Chicago 1
RAndolph 6-3542

DELIVERED OF RELEASE!

REINDEER

c/w **DANCER'S WALTZ**



Record No. 4300

NERVOUS NOTES

.....uh.....
I'm Ne-Na-Nervous!

Nervous, the singing Reindeer, that is - and I need your help to become a big star - I want to live in Beverly Hills and drive a big, black 1960 Sleigh pulled by a herd of chipmunks. So - please order me, on 100% EXCHANGE PRIVILEGE through December 24, 1959.

Sincerely,
Newrows

FOR OVERNIGHT DELIVERY MAKE IT A "CUSTOM"



QUALITY IS AN ART...AND AN RCA TRADITION

RCA CUSTOM RECORD SALES

155 EAST 24TH STREET • NEW YORK 10, NEW YORK • MURRAY HILL 9-7200
 445 N. LAKE SHORE DRIVE • CHICAGO 11, ILLINOIS • WHITEHALL 4-3215
 1510 NORTH VINE STREET • HOLLYWOOD 28, CALIFORNIA • OLDFIELD 4-1660
 800 17TH AVENUE SOUTH • NASHVILLE 3, TENNESSEE • ALPINE 5-6691
 IN CANADA: RCA VICTOR COMPANY, LTD. { 1001 LENOIR STREET, MONTREAL
 225 MUTUAL STREET, TORONTO

NEWS REVIEW

Fitzgerald Gershwin Sets Tops

Thrush Ella Fitzgerald devotes her talents to the music of George Gershwin in her latest flock of Verve LP's. Her previous "Songbook" albums, which in the past have focused on Cole Porter, Rodgers and Hart, Duke Ellington and Irving Berlin, were smash selling items and these, perhaps the best of them all, are sure to follow suit.

The sets are quality items in every respect. Bernard Buffet has created five intriguing new cover paintings, and the album notes by Lawrence D. Stewart are well written and informative.

As for the music, Miss Fitzgerald, accompanied by Nelson Riddle's superb orchestrations, has never sounded better. The sets are available in stereo also. Mono price tag is \$25, and the stereo cost is \$30 for the set of five. They can also be purchased individually. Verve will also offer a special de luxe edition that will go for \$100.

All of the great Gershwin best-known songs and many lesser-known melodies are included. It should take little dealer effort to sell the handsome volumes.

"Ella Fitzgerald Sings the George and Ira Gershwin Songbook," MGV 4024-4028.
Howard Cook.

Hot Gross For Garner Out West

NEW YORK — Erroll Garner's appearance under the sponsorship of the Seattle Symphony Orchestra on his West Coast tour last week (11) hit the hot gross of \$6,846. The pianist completed his Western dates last week with an appearance in Salt Lake City on November 13, and one in Denver on November 15. The pianist is taking it easy for two weeks and then plays the Municipal Auditorium in Springfield, Mass., on December 4 and the Mosque Theater in Newark on December 5.

CMA Stresses Need for \$\$

• Continued from page 2

and what we have very little of," he said.

Veepee of the CMA, Eddy Arnold, referred to the organization as a sort of Chamber of Commerce of the country business. Arnold exhorted everyone to join the group.

Executive Director Harry Stone declared that "country music is a commodity. Like other businesses, it makes sense to be organized. We should have an association and it should be headquarters for the dissemination of information about country music."

Stone noted the aims of the organization is to improve the range and quality of country music, the increased use of country music on radio and TV, the development of greater public acceptance of the commodity, and the greater acceptance of country music by agencies.

Stone added that there are now about 500 members of the association who pay \$10 annual dues, and added that plans are in the works for the realization of additional funds. "Country music has its best chance in a long time to

IRMA Builds; 27 Firms Now In Fold

NEW YORK — The Independent Record Manufacturers Association (IRMA), consisting of pressing plants, plating plants, manufacturers of record biscuits and record jacket makers in the New York City area, now represents 27 fabricators of record materials. The organization, which was set up as a trade association to pass on credit information and other problems of manufacturers, a few months ago, commented on its growth so far at its regular monthly meeting held in New York last Tuesday (10).

The head of the organization is Larry Press of Abby Records, Jack Caiden of Empire Pressing is veepee, Al Smolin of American Sound is secretary-treasurer, and Hy Schlieffman of Globe Albums is in charge of publicity. The organization is inviting all record manufacturers in New York, New Jersey and Connecticut to join.

Members of the organization to date are: Pressing Plants: Shelley Products, United Record Company, Empire Record Corporation, Kay Records, Silver Park, Abby Records, Specialty Records, Sun Plastics, Listen Records, Sonic Records, Allentown Record Company, Paramount Records Manufacturing, and American Sound Corporation. Biscuit manufacturers include Marco Products, Sound Plastics, Pilot Rubber and Plastics, J. W. Neff Laboratories. Jacket makers include Globe Albums and Peerless Albums. Label makers are Mac-Murray Lithograph, Progressive Label and Lithograph Company, and Co-Service Printing Company. Printing firm in the organization is Globe Productions, Inc. The sound studio in IRMA is Bell Sound.

NEW YORK — Columbia Records has started a new export line, the EX 5000 series. Selections are taken from the catalog of the International Division of CBS, and is designed for the South American market. List price for the LP's is \$3.98. First albums feature Los Cinco Latinos, and Los Cuatro Amigos, both hitmakers in Argentina.

sell itself to the American public," he stated.

In a lengthy Thursday afternoon session, nominations and election of officers and board members were held. Re-elected as proxy and first veepee were Connie B. Gay and Eddy Arnold, respectively. New veepees elected were Steve Sholes and Henry Clay. Don Pierce was named secretary and Don Law was elected treasurer.

Re-elected as board members were Wesley Rose and Ken Nelson. New directors at large are Harold Moon, Si Sim and Cracker Jim Brooker. Other new board members and their categories were: Radio and TV management, Bob Cooper and Joe Allison; songwriters and composers, Cindy Walker and Bob Sauer; personal managers, Dub Albritton and Dee Kilpatrick; artists, Roy Acuff and Pee-wee King; publishers, Jim Denny; record companies, Joe Lucas, and trade publications, Paul Ackerman and Bill Sachs. Ackerman and Sachs, both of The Billboard were swept in by popular acclaim.

PAT BOONE

with a New TWO-SIDED SMASH!!



**'THE FAITHFUL
HEART'**

From "A Journey To The Center Of The Earth,"
Pat's New 20th Century-Fox Picture

**'BEYOND THE
SUNSET'**

16006



THE NATION'S BEST SELLING RECORDS



HERE'S THE SOUND YOU'LL HEAR

Around and Around and Around and Around!!



THE FOUR SEASONS

DON'T SWEAT IT BABY

ALANNA #A-555

BREAKING HOT AND FAST—TREMENDOUS ENTHUSIASM EVERYWHERE!
A Few Territories Open for Distributors

ALANNA RECORD COMPANY, INC.

1409 Fifth Ave. • Pittsburgh 19, Pa. • Tel.: GRant 1-1008

CLEARING THE AIR

WNEW Jocks Answer The Big 'Have You Ever?'

NEW YORK — Local station WNEW put four of its deejays on the air Sunday (15) and asked them the \$64,000 question — "Have you ever been approached with a payola offer?"

The taped panel discussion was aired by WNEW Sunday (15) from 7:35 to 8:30 p.m. with WNEW news and special events director Martin Weldon as moderator. Deejays included William B. Williams, Pete Myers, and Gene Klavan and Dee Finch.

Also on the panel were station manager John Sullivan, program director Mark Olds, Journal American radio-record columnist Altra Baer and Paul Ackerman, music editor of The Billboard.

All of the panel members agreed that payola does exist and is fairly widespread. Williams and Myers both said they had been personally approached. Myers commented: "Well I've been approached but I have always turned it down, because—well maybe I am afraid of being caught. Probably that's it. I guess I am as honest as any jockey"

Williams said he has never been offered money, explaining: "I have been approached. I was once offered a color TV set if I would 'lean on' a certain type of record. I wish I knew psychologically why I turned it down. I think part of it is something Pete touched on — pride in the fact that I would then not have control over my show."

Williams told a story about a jock on a network station in New York, that had been told him by "about eight song pluggers." The jock noted: "He used to have a list, and it was broken down to 'Monday—lunch,' 'Monday—dinner,' Tuesday—lunch,' etc., thru the week and he would read the list to the song pluggers at the beginning of the week. 'Monday at lunchtime you take me to dinner,' etc., and so on all thru the week. From what I understand this boy never went for a check."

However, the panel approved an occasional lunch and token-type Christmas gifts. Olds opined: "There is a tremendous difference between a thank-you and bribe. . . I see nothing wrong for instance in saying thank you to a person by means of a trifling gift where the monetary value is not much, \$5 or \$10 or \$15." At this point Finch cracked: "Don't kill our Christmas business Mark."

It was brought out that payola exists in the newspaper business. Miss Baer said: "I am not a disk jockey but I have been approached with cash offers. It shocked me when it first happened and I have learned how to deal with this summarily."

Klavan suggested that if a probe is started, publishers or distributors might make better witnesses than deejays. He noted, "If a publisher or distributor is called and they say, 'Have you ever given payola?' and he says 'Yes I have,' and they, 'To whom?' that's a little more practical."

Ackerman brought up the subject of "free records or freebies," at one point, commenting: "In the case of freebies (where a manufacturer sells 1,000 records to a distributor and gives an additional 300 free, which are called 'promotion platters' but usually end up in stores for sale) I think that quite a lot of this is a violation of the copyright act. I don't believe the publisher generally is paid, or the songwriter. But nevertheless, this has become rather customary. I believe this merits some exploration."

Finch introduced the subject of taxes, noting: "If we find out where this money is coming from, the next question is are these people who are giving this money taking this off as a legitimate business

expense? Is this a legitimate form of promotion as long as you list it on your taxes and the person who receives it lists it with the government — is that all right?"

Myers opined that any investigation committee should look for the source of the payola. He pointed out that promotional costs (presumably including any payola) ultimately comes out of an artist's record royalty. "If there is any real immorality in payola," said Myers, "it is the siphoning off of this money in front of the artists' anticipated royalties. He doesn't get anything until this whole thing is washed out."

All of the panel members agreed that there is "a cloud over the disk jockey fraternity." Williams opined: "I think we are in need of public relations to a great extent."

However, Ackerman pointed out: "If a probe takes place it would be harmful, if it's merely a surface probe. It could present a scattered picture of some payola. If a probe takes place I think it should be rather thoro so as to show a picture in depth of the disk jockey fraternity, most of whom I believe are respectable people."

There was also a discussion of the possible effects of payola on "Top 50," "Top 40," type station listings. Myers said: "I think that when a record suddenly jumps in the first two days into a position of 32 or 29 or 19 on one of these lists, and is then mailed back to the music publisher in New York so he can take it around elsewhere and show that the song has gained commercial acceptance in another market, this boosts its acceptance in market after market and starts the chain reaction that can build a hit in radio, and payola often comes into play here."

Finch contended that no jockey can "make" a record but Williams disagreed and said he thought if the public hears a disk played often enough the public begins to believe it's a big hit, even if they personally don't like it.

Sullivan, who pledged WNEW's full support in any effort to root out payola, said: "I don't have a great deal of knowledge of payola. I do have some knowledge of WNEW, and to my knowledge, it doesn't exist here."

Sullivan also commented that if he found out a WNEW jockey was taking payola: "I'm sure that I would probably faint because, honestly it would be a foreign or alien realization for me." He added: "I know how much money (the jocks) make, and as long as they're worth it, they'll be here unless they begin to augment it from some place else."

This is the big one!

"MARINA"

WILLY ALBERTI

#1888



A Smash on the New
GUARANTEED LABEL

"OLD SHEP"

RALPH DE MARCO

#202

GUARANTEED RECORDS

345 W. 58th St., N.Y.C. 19. Circle 5-1240

ANOTHER EUROPEAN ORIGINAL FROM LAURIE

ROCCO GRANATA'S "MARINA"

LAURIE 3041

IN SPECIAL SLEEVE WITH ITALIAN AND ENGLISH LYRICS

THE LITTLE DRUMMER BOY

Original Version

by the **HARRY SIMEONE CHORALE**

Fox #121

look to...

20 FOX
for the greatest!

Don Costa

I'LL WALK THE LINE

b/w **Catwalk**

UA #190

UNITED ARTISTS UA
729 7th AVE. N.Y. 19, N.Y.

GIVE TO DAMON RUNYON CANCER FUND

"SHE'S ALRIGHT"
b/w
"SAY MAN, BACK AGAIN"

Billboard
Spotlight

Nov. 9, 1959

checker
936

BO DIDDLEY

"JUST FOR YOUR LOVE"
The ('You're So Fine') **FALCONS**

chess 1743

"IT"

RON & BILL

argo 5350

"THE HUNCH"

PAUL GAYTEN

anna 1106

when answering ads . . .

Say You Saw It in The Billboard

TV PRODUCERS:

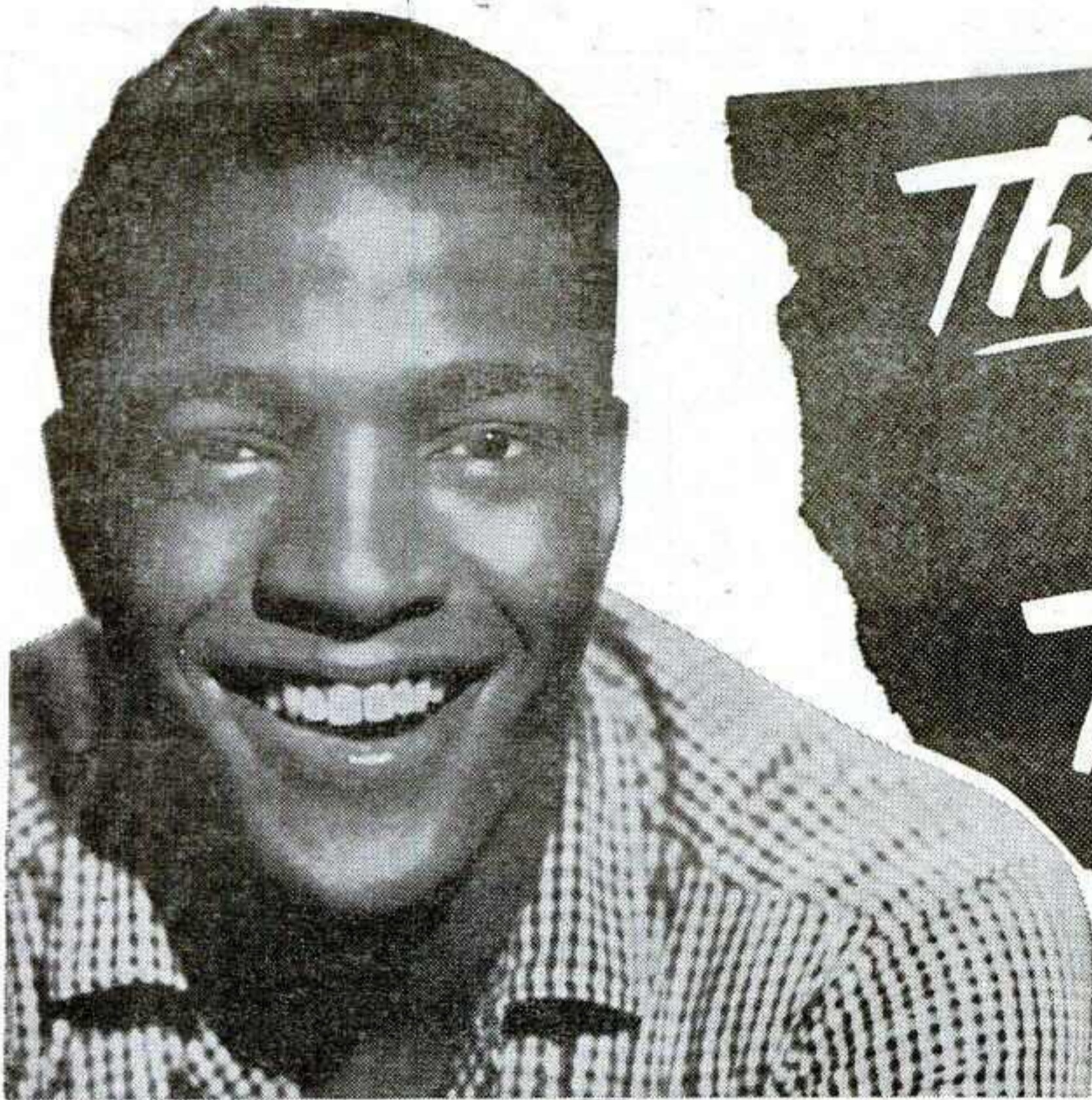
**What are your needs—
guests . . . stars . . . or talent for
a complete spectacular?**

Take a ten minute break—to get a fresh outlook on some fresh new talent to spark up those important ratings for your TV shows. Take a good hard look at the vital facts about today's best recording stars. Check their backgrounds . . . their hits, past and present . . . get a 24" picture of the solid appeal of today's record stars. The way to get all of this important talent data is to . . .

Be sure to Read . . . and Use . . . and Hold Onto

**Billboard's Big New Year-End
Programming and Talent Buying Guide**

—a special slick-stock section of the December 14 issue.



*The Hit Pick
of all
Trade Papers*

CLYDE MCPHATTER

SINGS

LET'S TRY

AGAIN

Orchestra Under the Direction of Ray Ellis

K12843

MGM *Records*

The 3M Tape Cartridge: An Exclusive Description

Seen Posing Phono Competition But No Threat to Reel Tape

By SAM CHASE

NEW YORK — The new tape cartridge system developed by Minnesota Mining & Manufacturing Company, first details about which were disclosed exclusively last week by The Billboard, will not be shown publicly until sometime during 1960, and will not likely become commercially practicable until 1961 at best. Even as The Billboard secured additional exclusive details concerning the 3M development, it became apparent that qualities inherent in the system render negligible the possibility that it can do anything but help sell the concept of tape without competing with today's reel tape sales.

There's no doubt that the 3M system is unique—and possibly revolutionary. Like the RCA Victor cartridge to which it may pose stern competition, the 3M development is mainly geared for the mass market, and its ultimate object is the displacement of phonographs and records. However, it is unlikely to woo away proponents of the top-fidelity sound which comes from reel-to-reel tape.

Last week, The Billboard disclosed that the 3M cartridge will operate at a speed of 1½ inches per second, half that of the Victor cartridge and one-fourth the speed of the slowest reel tape. The story also indicated that the 3M technique will permit stacking of cartridges, for consecutive play.

This week, The Billboard can reveal that the size of the tape used in the 3M cartridge is less than half as wide as the ¼-inch common in the industry now. As a result, the cartridge will play for about one hour in stereo, same as the Victor cartridge, but on about 3/5 the amount of tape. This can likely result in some ultimate price advantage to 3M, altho the physical tape is only one of the many cost factors in producing a cartridge.

Plush Firms Involved

Involved with 3M in this development are understood to be such firms as CBS, Inc., Zenith and the giant Dutch electronics outfit, Phillips. Exact contractual relationship is not yet clear, but it is

believed that 3M will control all licensing on the system, which is its own, but will likely limit itself to the manufacture of tape to be used in the cartridge. Zenith is interested in the license to produce the

3M CONFIRMS NEW CARTRIDGE

ST. PAUL — As a result of The Billboard's exclusive story last week concerning the new tape cartridge under development by Minnesota Mining, that company has issued the following statement of confirmation:

Minnesota Mining & Manufacturing Company confirmed today that it is continuing work on its new system of recording music for the home, a new tape cartridge.

Herbert P. Buetow, president of 3M, says that its system will not be unveiled until sometime in 1960, and that no instrument can be expected for at least a year.

The 3M executive said it would be premature to reveal any other information regarding the new cartridge system at this time.

cartridge player, possibly under other firms' names as well as its own. CBS would like to produce the pre-recorded tapes thru its Columbia Record arm, and has participated actively in the lab work on the system. Phillips could be interested in manufacturing both the player and tapes for the European market.

The 3M cartridge player, in prototype form, can play five cartridges automatically — the equivalent of about five hours of play. These are stacked on a single spindle by inserting them into an aperture in the player. The top cartridge, when it finishes play, pops upward and is replaced at the playing head by the one directly beneath it.

Cigarette Size

Each cartridge, in size, is roughly comparable to a pack of cigarettes. Like Victor's, the tapes are encased in plastic. It's understood that it would be possible to edit them, if necessary.

The quality of the sound reproduced from the 3M system, according to those who have heard it, is at least equal or superior to that from disk, altho not up to that from reel tapes. Because of this, it is unlikely to cut much into the market for reel tape buyers, for advocates

(Continued on page 21)

EDITORIAL

Sell Tape Now!

New technological developments frequently bring a certain amount of confusion, and the current happenings in tape are no exception. The new tape cartridge being developed by Minnesota Mining may eventually prove to be a real revolution and, perhaps with the RCA cartridge, may help change the entire home music playback habits of America some day. But all that is in the distant future.

At this moment, the tape industry, from manufacturer down thru dealer, is looking with keen concern upon all developments bearing upon current business. The sale of tape and tape players in the forthcoming Christmas season and in the year of 1960 may well have a considerable bearing on whether 3M even considers it worthwhile to market its new device.

To all who have read The Billboard's exclusive coverage of this development and wondered how it will affect their tape business at this time, we strongly advise them to stop considering it at all. While it is our obligation to inform these readers of new developments, we also urge them to sell present tape systems now, and sell them hard. There are sound business reasons for this course:

1. In the first place, the 3M system cannot become a commercial reality in any form for over a year (see 3M statement to The Billboard).

2. When it does arrive, its appeal will be to a particular market, as indicated in the accompanying story. This market is NOT, for the most part, the market currently interested in tape.

3. Therefore, dealers will not steer any present tape customers wrong by urging them to proceed with present purchases, as planned. Nor can dealers themselves go wrong by adding to their tape inventory as tho the 3M device did not exist.

4. Finally, developments this week assure dealers complete protection against economic derangement from future changes. The Ampex announcement (see story on Page One) to this effect is certain to have a stabilizing effect and well may point the way to other firms in the tape industry.

To sum up, we cannot urge the tape industry strongly enough to continue all present efforts to sell the theory and practice of tape. We believe that a great opportunity exists for a renaissance in tape sales in the season and year directly ahead. We trust that full advantage will be taken at this opportunity knowing that intelligent planning is safeguarding the industry in the future.

Victor Preps Plug-In Player for Mass Cartridge Sales in 1960

CAMDEN, N. J.—Still exuding confidence over the future of its tape cartridge system despite potential competition, RCA Victor this week planned a drive for mass sale of its cartridge players in 1960. In the works is a marketing plan for a new model which recalls the method used by the firm in successfully launching its 45 r.p.m. disks about a decade ago.

At that time, to secure play for its new-speed records, RCA marketed a small, inexpensive player which could operate by plugging it into existing phono equipment.

Now, Victor is about to commence production on a tape cartridge player which, similarly, can be plugged into present equipment. Delivery will commence in February, and the model will be priced under \$100, or less than half the cost of the cheapest present model.

It's understood that production of this model will run around 5,000 per month during 1960. As a starting production figure, this is substantial in the light of many trade estimates that a total of about 500,000 tape players of all types are likely to be sold during 1960.

The tape player brings to four the number of Victor cartridge models in production. Its initial player has been in production for some while; a de luxe version announced at the same time is now hitting the assembly line; and a

monaural version also is about to start production. Ray Saxon, Victrola division topper, confirmed to The Billboard that a complete line of players will be ready by the July convention of the National Association of Music Merchants.

That Victor has company in its enthusiasm is shown by the fact that two additional companies are about to commence manufacture of players for the Victor tape cartridge. In addition to Bell Sound, which already has models

(Continued on page 21)

New RCA Slot For Casella

NEW YORK — P. J. Casella, executive veepee for consumer products of RCA, has been given the additional responsibility for the RCA Victor Distributing Corporation. Casella will now report directly to John Burns, RCA prexy. Casella previously reported to Charles Odorizzi, group executive veepee, who also had responsibility for the RCA Victor distrib company. In the changeover of duties, Odorizzi is now responsible for the RCA Victor Record division and the RCA Victor Company of Canada.

AMPEX FORESEES NO TAPE SPEED BATTLE

• Continued from page 1

quired London Records catalog in its established reel-to-reel four-track form. UST's first London release will be made around the first of the year. It will consist of 65 tapes which will be the equivalent to 112 LP's. Prices will be comparable to stereodisks.

The first release will include 11 complete operas performed by such artists as Tibaldi, De Stefano, Simonatti, De Monico and Siepi. UST's schedule calls for releasing approximately 20 complete operas from London's catalog during the forthcoming year. Heretofore, only three full operas have been available to tape collectors. Operas will be priced identically to that of their stereodisks counterparts, thus making it the first time in recording history that consumers won't have to pay premium prices for tape versions of operas.

UST will issue a total of 35

other classical works on tape, or the equivalent of 55 LP's. In numerous instances, single reels will contain as much music as two complete LP's. Symphony orchestra conductors featured in this release will include Ansermet, Kubelik, Solti, Argenta, Munchinger, Krips, and Von Karajan.

On the pop side, UST will issue four Mantovani four-track tapes (equivalent to six stereodisks) plus albums by Frank Chacksfield, Ted Heath, Stanley Black and Edmundo Ros.

UST's pact allows it to lease London's master tapes of all material now produced or distributed in this country. Contract was signed by London's veepee, Leon Hartstone and Ampex's Brown. UST will manufacture and distribute the tape product. It is now distributing tape versions of 23 recording firms,

Colored Tape Applauded

NEW YORK — Audio Devices reports that its new colored magnetic tape, which comes in green, and blue, as well as the standard brown, has been of great use in the educational and scientific fields. The firm's own survey discloses that schools using tape in speech, drama, language and other courses, have noted that the use of the colored tape simplifies sorting according to content. Libraries have found use for it where classification is always a problem. And non-profit groups who send tapes to radio stations for public service use claim that by using the colored tapes they are more likely to get their tapings returned from the station.

Bell Victor Cartridge Players Ready for Market

COLUMBUS, O. — Bell Sound, which backed RCA Victor's tape cartridge system by bringing out six models of players which will handle the Victor cartridge, this week expressed confidence that if tape is to reach the mass market at this time, it still must do so thru this system, regardless of future developments. "We're in business with the Victor cartridge, and we mean to stay in it," said one top Bell exec to The Billboard.

As evidence of this intent, Bell completed arrangements for a network of distributors for its cartridge players, which it calls the Bell Stereo-Pak. Bell is utilizing two-step distribution for the Stereo-Pak, against the one-step it utilizes for its high fidelity components. A number of the distribs named will make the players available to appliance and photo dealers as well as hi-fi shops, music-record stores and department stores. Complete

coast-to-coast distribution will have been completed by the end of this year.

Earl V. Sala, Bell's general sales manager, told The Billboard that shipments have been made of the full line to the distributors, and that dealers can expect stock momentarily, if it has not yet already arrived.

Bell feels that while it cannot gaze into the crystal ball and estimate the effect of a potential Minnesota Mining cartridge in the years ahead, a good market exists now for current product. As a result, it is planning a consumer push, starting with an ad for the Stereo-Pak in the December Esquire. Sales meetings will be set up with local distributors for promotion on a market-by-market basis, involving local newspaper ads.

Additional distributor appointments
(Continued on page 21)



Citation of Achievement

1959

*Awarded to the writers and publishers of the great
Country and Western Song Hits of the Year*

TO THESE WRITERS

Bill Anderson
Carl Belew
Bill Browning
A. P. Carter
Helen Carter
Johnny Cash
Paul Clayton
Wilma Lee Cooper
Mary F. Depew
Horace E. "Danny" Dill
Jimmie Driftwood
Roy Drusky

Harolda "Sunny" Dull
Darrell Edwards
Larry Ehrlich
Don Everly
O'Brein Fisher
Tillman Franks
Don Gibson
Thomas P. Glaser
Burkett Graves
Bernie Harville, Jr.
Don Helms
Hazel Houser

Harlan Howard
Ferlin Husky
Ray Jackson
George Jones
David Lazar
John D. Loudermilk
Vic McAlpin
William McCall
Frankie Miller, Jr.
Roger Miller
George Morgan
Helen Moyers

Alvis E. "Buck" Owens, Jr.
Webb Pierce
J. P. Richardson
Shelby Singleton
Tom Six
Carl Smith
Redd Stewart
Melvin Tillis
Thurman "Teddy" Wilburn
Virgil "Doyle" Wilburn
Marijohn Wilkin
Marie Wilson

TO THESE PUBLISHERS

Acuff-Rose Publications
Be-Are Music Publications, Inc.
Bee Gee Music Publications, Inc.
Cajun Publishing Company
Cedarwood Publishing Co., Inc.
Central Songs, Inc.
Champion Music Corp.
Fairway Music Corp.
Four Star Sales Co., Inc.

Gaylord Music Company
Glad Music Company
Golden River Publishing Co.
Hi Lo Music, Inc.
Island Music Publishing Co.
Johnny Cash Music, Inc.
Lancaster Music Publications, Inc.
Pamper Music Publisher

Peer International Corp.
Ridgeway Music
Sanga Music Company
Starday Music
Starrite Publishing Company
Sundown Publishing Co.
Sure-Fire Music Co., Inc.
Tree Publishing Co., Inc.
Warden Music Co., Inc.

In recognition of the great national popularity attained by these Country and Western Song Hits

ALL OVER AGAIN
AM I THAT EASY TO FORGET
BATTLE OF NEW ORLEANS
BIG MIDNIGHT SPECIAL
BILLY BAYOU
BLACK LAND FARMER
COME WALK WITH ME
COUNTRY GIRL
COUNTRY MUSIC IS HERE TO STAY
DARK HOLLOW
DON'T TAKE YOUR GUNS TO TOWN
DON'T TELL ME YOUR TROUBLES
GIVE MYSELF A PARTY
GOTTA TRAVEL ON
GRIN AND BEAR IT
HEARTACHES BY THE NUMBER

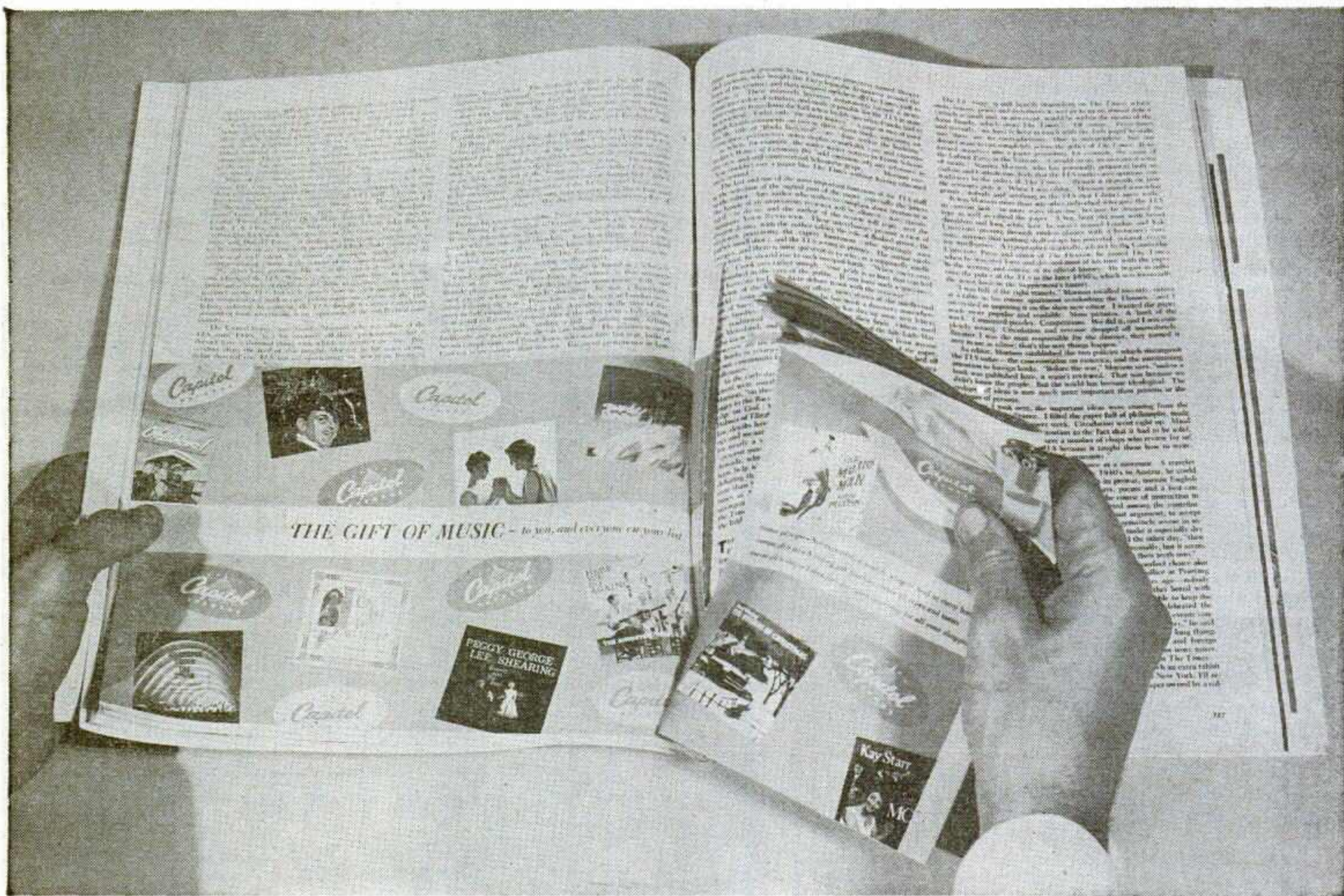
HOME
I AIN'T NEVER
I'M IN LOVE AGAIN
I GOT STRIPES
JIMMY BROWN, THE NEWSBOY
LIFE TO GO
THE LONG BLACK VEIL
LUTHER PLAYED THE BOOGIE
MOMMY FOR A DAY
MY BABY'S GONE
OLD MOON
PARTNERS
PICK ME UP ON YOUR WAY DOWN
POOR OLD HEARTSICK ME
SET HIM FREE
SOMEBODY'S BACK IN TOWN

TEN THOUSAND DRUMS
TENNESEE STUD
THAT'S WHAT IT'S LIKE TO BE
LONESOME
A THOUSAND MILES AGO
'TIL I KISSED YOU
TREASURE OF LOVE
WATERLOO
WHAT DO I CARE
WHEN IT'S SPRINGTIME IN ALASKA
WHICH ONE IS TO BLAME
WHITE LIGHTNIN'
WHO CARES FOR ME
WHO SHOT SAM
YOU'RE MAKING A FOOL OUT OF ME

BROADCAST MUSIC, INC. • 589 Fifth Avenue, New York 17, N. Y.

CAPITOL RECORDS BACKS DEALERS WITH FULL DIMENSIONAL SELLING IN ESQUIRE

MUSIC AUTHORITY IN A MAN'S WORLD



Take a good look at this remarkable Capitol Records advertisement in December Esquire. Your customers will!

A 16-page full-color catalog of 144 outstanding Capitol albums is the feature. And it is bound into the most elaborate and festive issue of Esquire ever published.

The Christmas 1959 Jubilee Issue of Esquire is a gala 384-page holiday spectacular, boxed in a rich gold carton and selling for one dollar.

More than 7,000,000 readers will see this extraordinary issue. Most of them have incomes far above average . . . and Christmas shopping budgets to match. Most have phonographs of their own. All are looking for gift ideas. Many will buy December Esquire especially for its gift suggestions. And what suggestions will they see first?

The magazine will automatically "break open" at the Capitol "Gift of Music" ad and removable catalog (thanks to the insert binding). That's a break for you!

Imaginative promotion and great albums make Capitol THE line to feature in your store's holiday displays. And don't get caught short! Call your Capitol distributor today for enough stock to satisfy all the people December Esquire will send to your store. Cash in on . . .

Full Dimensional Selling of Capitol Records as advertised in Esquire!

Magnavox Debts Concert Grand Stereo Console

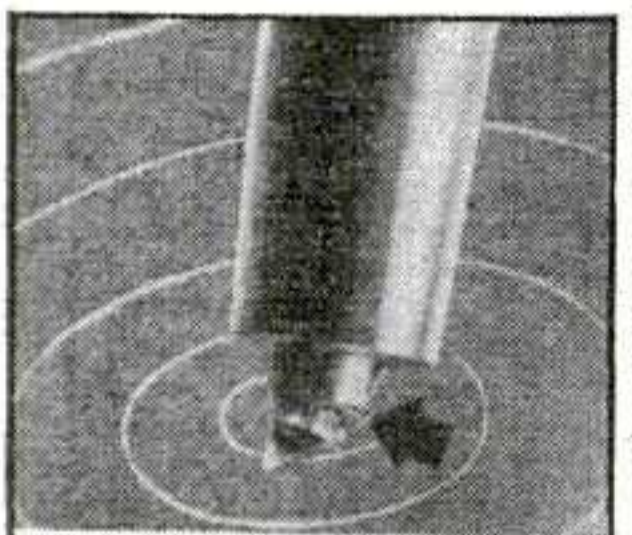
FORT WAYNE, Ind. — Magnavox joins the limited edition class of the console phonograph field next week, with first delivery of its Concert Grand stereo instruments. The Concert Grand, listing at a price ranging from \$1,000 to \$1,100, depending upon what selection is made of six different wood finishes in three models, traditional, provincial and Danish modern, offers a new peak, too, in Magnavox electronic instrument price and also offers an industry high of 200 watts peak power in a packaged stereo unit.

Two firsts in the Magnavox Concert Grand are an automatic signal-seeking FM - AM radio, such as was introduced initially in the Cadillac car radios and a remote wireless control of the four-speed phonograph that enables the listener to turn the record player on or off, raise or lower the volume, reject or change records, from anywhere in the room with a fingertip control instrument very similar in appearance to those utilized in some TV sets. The remote control also changes AM-FM stations, automatically selecting every usable station.

All three different styles of cabinetry offer heavy glass panels on top of the console to protect the natural grain wood finishes from stain or burn. The record changer is reached thru a center gliding panel, while the Magnavox sound equalizer controls are hidden behind a center gliding panel in the front of the instrument.

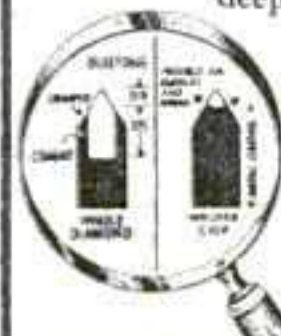
The Concert Grand's sound system is powered by a separate 10-watt treble amp and a 40-watt bass amp in each stereo channel, while each channel has its own 15-inch bass speaker, each having 42-ounce magnets, and its own 1,000 cycle exponential treble horn.

CHICAGO—Paul V. Galvin, 64, electronics pioneer and chairman of the board of Motorola, Inc., which he founded in 1928 as Galvin Manufacturing Company here, died Thursday (5) in an Evanston hospital.



FROM ONE WHO LEARNED

This enlargement shows a diamond-chip needle sent us by a disappointed user, who learned all diamond needles are not O.K. Shows what happens if a heat bubble forms when a chip is welded on. Can't happen with a Duotone Needle that uses only the whole diamond set deep in the metal shank.



Insist on Duotone. Be sure. Duotone's whole diamond can't break off.

DUOTONE DIAMOND NEEDLE

"That remembers!" Keyport, N. J.

In Canada: Chas. W. Pointon, Ltd., Toronto

EMI to Import Raw Tape Here in 1960

NEW YORK — Electrical & Musical Industries will begin importing raw tape into the United States sometime in 1960, according to Herbert Weisburgh of Scope Electronics. Scope is currently handling distribution and sales of EMI high fidelity components and professional electronic equipment. EMI introduced its raw tape line in Canada at the recently - completed Toronto high fidelity show, and Canadian officials said they believed introduction here would follow in short order. The tape line consists of standard reel sizes and lengths of tape, priced to compete

with domestic product. All of the tapes shown in Toronto were acetate-based.

Weisburgh explained that it may be as late as next fall before the tape is read for distribution. He said that professional users such as broadcasters and recording studios were testing it now to see if it met American specifications. In addition, there is a packaging problem. In Britain, Emitape features the trade-marks of the various EMI record labels — His Master's Voice, Parlophone, Columbia — on the package. Weisburgh pointed out that EMI does not hold the rights to those trade-marks in the United States, which necessitates developing a new package. The boxes displayed in Canada did not contain the offending trade-marks.

Scope will set up a manufacturers' rep distribution system to handle the tapes, which will be marketed thru record stores, music shops, hi-fi specialty dealers, camera stores and other outlets now handling raw tape. The prices will be competitive, Weisburgh emphasized, even tho EMI faces transportation costs and import duties not faced by American manufacturers. "We can do it because sales in Britain have long since paid off the engineering costs. All we have to worry about are shipping, packaging, manufacture and advertising."

In addition to the home recorder tape, EMI will include tapes for instrumentation and television use.

Sylvania Adds 12 New Stereo Console Models

NEW YORK — Sylvania Home Electronics Corporation has added 12 new self-contained stereo hi fi console-phonos to its 1960 line.

Ranging in list price from \$199.95 to \$469.95, the consoles feature a wide range in furniture styling — contemporary, modern, provincial, traditional and early American cabinetry. Three of the new models feature Sylvania's three-directional stereo sound. These list at \$399.95.

The \$469.95 model features six speakers, AM-FM tuner and extension speaker enclosure. Listing at \$249.95 is a console styled with a record album cabinet centered between the master unit and the stereo extension enclosure.

Bell Victor

• Continued from page 18

ments are to be made in other areas with a sales training program developed with each new distributor on the Stereo-Pak. Stating that Bell "still has the utmost faith" in the Victor system, Bell identified the following as its new distributors to date:

Buckeye Electronic Distributors, Columbus, O.; Central Distributors, Portland, Ore.; Gould - Farmer Company, Syracuse, N. Y.; Langdon & Hughes Electric Company, Utica, N. Y.; Pringle Radio Wholesale Company, Everett, Wash.; Radio Electric Service of Penna., Allentown and Philadelphia; Rodefild Company, Indianapolis and Richmond, Ind.; Tel-Electronic Distributors, Spokane, Wash.; and Western Movie Supply Company, Hollywood.

3 M Cartridge

• Continued from page 18

of sound purity probably will be unwilling to settle for a tape cartridge any more than they would settle for disk.

The pre-recorded tapes for the 3M cartridge are made via a complex process on top quality professional equipment, contributing to the good dynamic range and frequency response when played back at the 1 7/8 ips speed. Whether the 3M player will also be able to record with comparable quality is regarded as a moot question at this time. It's felt that it can likely do a completely adequate job for voice, parties, etc., but that for high fidelity music a special attachment would be required. While this doubtless could be made a piece of optional equipment, the additional cost would probably send the entire package into the cost area

Granco Racks Big Gain in First Quarter

NEW YORK — Granco Products, Inc., FM radio manufacturers, chalked up a 58 per cent increase in net sales for the first quarter of its current fiscal year with a 67 per cent boost in per share earnings.

Granco proxy Henry Fogel predicted: "We foresee the day in the not so distant future when all radio will be FM radio." The exec said production currently is double last year's rate and opined that sales for the year should exceed \$4,000,000 as compared to \$3,000,000 last year. Granco produced 40 per cent of the domestic-made FM home radios in 1958.

Victor Preps

• Continued from page 18

out (see other story), these include two other as yet unnamed firms, one of which is an important components manufacturer for phono companies.

To publicize its cartridge system and players, Victor plans to launch a major advertising and promotion campaign for the coming Christmas buying season and for all of 1960, to let the consumers and dealers know that it plans to sail full steam ahead.

of reel tape, thus making its choice debatable to the audiophile who wishes to do a great deal of music recording.

In short, the 3M development has great potential portents for the industry. It will bring, in the future, a second method of tape cartridge playback and recording to that portion of the mass market which currently is interested in records, yet it is not deemed likely to make inroads into the tape market which exists today. In this respect, it is regarded by most traders as auguring an even healthier ultimate future for tape.

best



sellers

BEETHOVEN CONCERT —BOULT—VANGUARD
BIG DIXIE —ZIMMERMAN—HIFITAPES



BLUE HAWAII —VAUGHN—BEL CANTO

B'WANA —LYMAN—HIFITAPES

COPLAND: BILLY THE KID —COPLAND—EVEREST

4-track

ESCAPE —TROTTER —WARNER BROS.

FABULOUS CENTURY —WILLIAMS—KAPP

FABULOUS FORTIES —WILLIAMS—KAPP

GIGI —SOUNDTRACK—M-G-M

LET'S DANCE —CARROLL—MERCURY

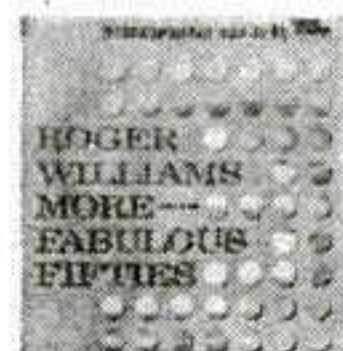


EXOTICA, VOL. 1 —DENNY—LIBERTY

stereo

MR. MUSIC MAKER —WELK—BEL CANTO

MORE SONGS OF THE FABULOUS FIFTIES —WILLIAMS—KAPP



NUTCRACKER SUITE —NEW YORK CITY BALLET ORCHESTRA—KAPP

SAINT-SAENS: SYMPHONY #3 —PARAY—MERCURY

SECRET SONGS —PREVIN/ROSE—M-G-M

tape

77 SUNSET STRIP —BARKER/COMSTOCK —WARNER BROS.



SHOSTAKOVICH SYMPHONY #5 —STOKOWSKI—EVEREST

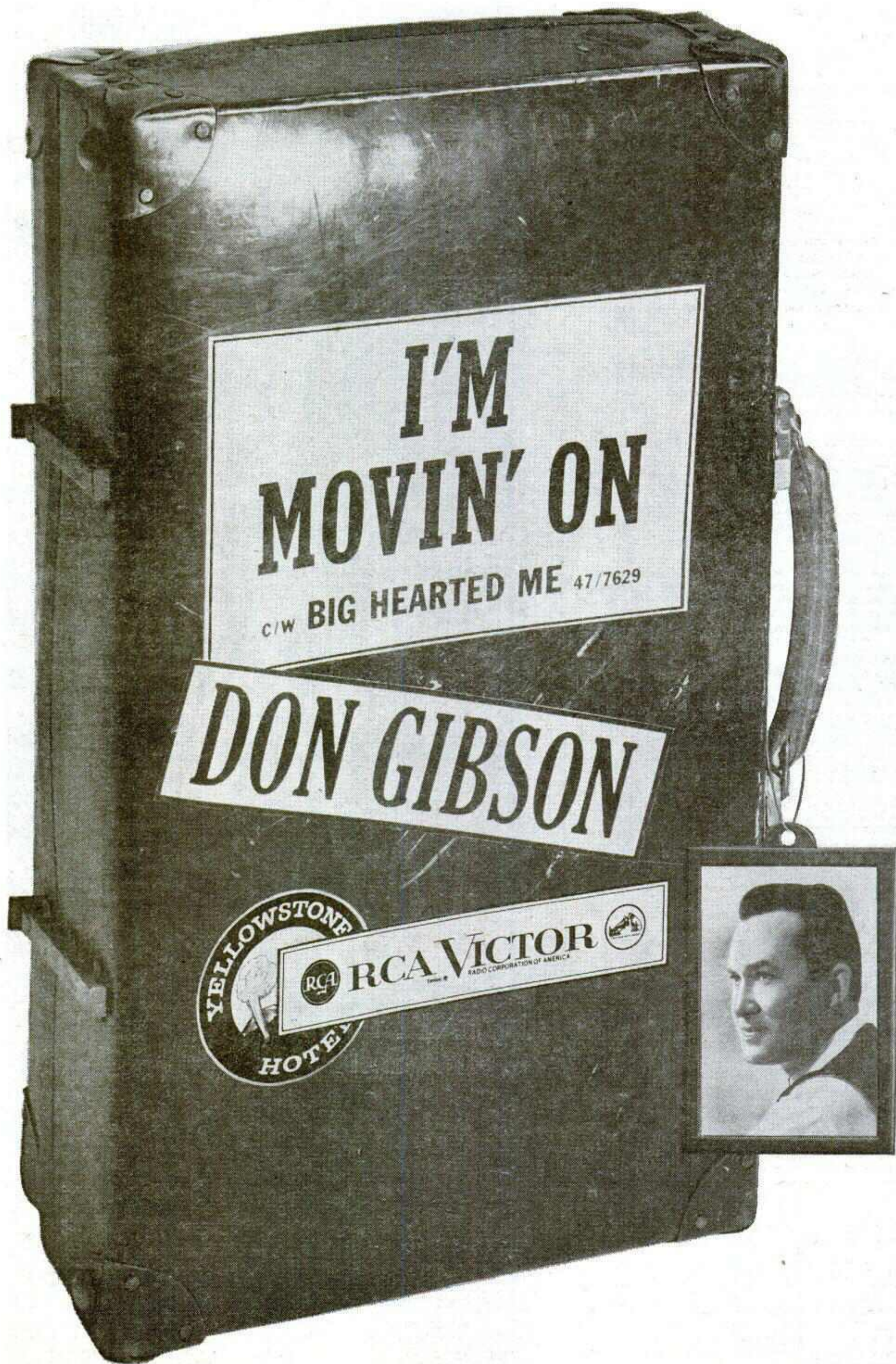
SOUL OF SPAIN —101 STRINGS—BEL CANTO

TABOO —LYMAN—HIFITAPES

Are you a UST Dealer? Write for details and learn how you can obtain special advantages by qualifying as a UST Tape Center.

UNITED STEREO TAPES 1050 KIFER ROAD SUNNYVALE, CALIF.

really movin'!



DISTRIBUTOR NEWS

By HOWARD COOK

SAN FRANCISCO: Stan Cumberpatch of New Sound called to report strong action on "Uh! Oh!" by the Nutty Squirrels on Hanover. "The Big Hurt" by Toni Fisher on Signet is also big. Other hot sellers at New Sound include "In the Mood" by Ernie Fields on Rendezvous, "The Enchanted Sea" by the Islanders on Mayflower, "Teardrop" by Santo & Johnny on Canadian-American, "It Happened Today" by the Skyliners on Calico, "Piano Shuffle" by Dave (Baby) Cortez on Clock and "Gillee" by Sonny Spencer on Memo.

Bob Sommers, promotion manager of C & C Distributing Company, writes that his strongest sellers are "So Many Ways" by Brook Benton, "Smooth Operator" by Sarah Vaughan, "Unforgettable" by Dinah Washington and "My Love Will Last" by Ernestine Anderson (all on Mercury). Dolton has "Candy Apple Red" by Bonnie Guitar.

PHILADELPHIA: Ted Kellem of Marnel sends word that Laurie is real hot with "Marina" by Rocco Granata. Epic has high hopes for "Slinky" by Link Wray. Cameo is clicking with "We Got Love" by Bobby Rydell. Strongest United Artists' disks are "Love Potion No. 9" by the Clovers and "I'll Walk the Line" by Don Costa. Carlton is moving "Starry-Eyed" by Gary Stites. Its subsid label, Guaranteed, is big with "(Seven Little Girls) Sittin' in the Back Seat" by Paul Evans and the Curls and "Old Shep" by Ralph DeMarco.

Bomarc is moving "When I'm Lonely" by John Capri and "Hawaiian War Chant" by the Dynatonas. Colpix has "Let There Be Love" by Jimmy Darren. Savoy's strongest is "I Cried Like a Baby" by Nappy Brown.

Bob Heller of Chips writes that "You Are My Sunshine" by Jimmy & the Rebels on Roulette looks promising. Other promising platters include "Down by the Station" by Rita & Robin on Unical, "Tatoo" by the Double Dates on Luck and "Let's Fall in Love" by Maynard Ferguson on Roulette. Top LP's are "Bunch of Goodies," "Oldies in Hi-Fi" and "Soulful Saxophone" by Gene Ammons on Chess. Somerset has "Sing Along With the Honky Tonks" and "101 Strings Play East of Suez."

Chips has started a "Christmas Tree Special" plan. Under the plan, dealers may purchase any 50 albums from Chips from the various labels carried and are allowed to return 50 of any label's 45's. An extra attraction is that all the albums are 100 per cent guaranteed for exchange.

EAST HARTFORD, Conn.: Top six at Trinity Record Distributors are "You Got What It Takes" by Marv Johnson on United Artists, "Ebb Tide" by Bobby Freeman on Josie, "Verdie Mae" by Phil Phillips on Mercury, "We Told You Not to Marry" by Titus Turner on Glover and "Sandy" by Larry Hall on Strand. Comers include "Years From Now" by Della Reese on Josie, "Boogie Bear" by Johnny Preston on Mercury, "My Little Marine" by Jamie Horton on Joy, "Goodnight, My Love" by Jesse Belvin on Jamie and "Humrock" by the Ramrocks on Personality.

DISTRIB DOINGS: Lou Fagan of All-Disc in New York called to say that the Audio Fidelity dealer pre-pack is going like wildfire. He has sold 9,000 sets in the past week. . . . Irwin Zucker of Challenge Records reports strong action on "The One You Slip Around With" by Jan Howard and "Wishful Thinking" by Wynn Stewart. . . . Harold Berkman, promotion man for Joseph M. Zamoiski Company, ABC-Paramount distributors for Maryland, Virginia, West Virginia and Washington, D. C., sends a note to give info on "I'll Go on Loving You" by Jamie Coe on Addison, which is distributed thru ABC-Paramount. He reports heavy action for the side thruout his territory.

CINCINNATI: Ed Rosenblatt, mahoff of the newly-formed Cosnat branch, called to give a run-down of his best sellers. Tops are "Uh! Oh!" by the Nutty Squirrels on Hanover, "Ebb Tide" by Bobby Freeman on Josie, "Years From Now" by Della Reese on Jubilee, "At Sundown" by Jimmy Ricks on Signature and "Marie" by the Four Tunes on Jubilee. Coming up are "I Don't Know What It Is" by the Blue Notes on Brooke and "Our Father" by the Bow Ribbons on Motif.

NEW YORK: Mickey Wallach of Malverne reports strong action on "The Little Drummer Boy" by the Harry Simeone Chorale on 20th Fox, "Way Down Yonder in New Orleans" by Freddie Cannon on Swan, "The Chipmunk Song" by David Seville & the Chipmunks on Liberty, "Time to Cry" by Paul Anka on ABC-Paramount, "Makin' Whoopee" by Julie London on Liberty and I've Got to Pass Your House" by the Andrews Sisters on Kapp. Strongest LP's are the five sets in the "Ella Fitzgerald Sings the George and Ira Gershwin Songbook" volumes.

MIAMI: Frank Hackinson of Hansen Publications writes that "Smokie (Part II)" on Hi is beginning to take off. "Silver Slippers" by Eddie Crandall on Scarlet is moving. "First Name Initial" by Annette on Vista continues to climb. "Snake in the Garden" by Jerry Howard on Ditto is breaking. Other good sellers include "Forever and Ever" b-w "Saying Young" by Rex Allen on Vista, "Little Green Snake" by the Mello-Larks on Hansen and "Swamp Fox" by Rex Allen on Disneyland.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



DeMarco Scores With Revival of 'Old Shep'

Ralph DeMarco, a handsome 17-year-old lad from the Bronx, N. Y., is currently scoring on the Guaranteed label with a revival of Red Foley's c.&w. hit of a decade ago, "Old Shep."

DeMarco, a graduate of Christopher Columbus High School, was discovered by talent scout Alan Nelson and brought to the attention of Guaranteed Records prexy, Joe Carlton.

The warbler has brown hair, brown eyes, is 6'1" tall and weighs 180 pounds. He is adept at all sports, altho he prefers swimming, basketball and football.

DeMarco, who does not consider himself a rock and roller has taken voice lessons only since last March. The chanter has appeared on most of the big deejay stints around the country.



Passions Hit With 'Just to Be With You'

The Passions were discovered by their friends, the Mystics, and brought to the attention of manager Jim Gribble.

The Audicon quartet consists of lead singer Jimmy Gallagher, Tony Armato, Albee Galione, and Vinnie Acierno. All are under 19 years old.

They are all athletic, with swimming, basketball and baseball being their prime interest other than singing.

Their initial recording effort, "Just to Be With You," is moving up on the Hot 100 chart. They have already appeared on "American Bandstand," "The Dick Clark Show," "Rate the Record," "The Alan Freed Show" and many more. They are skedded to appear at the fifth annual Alan Freed Christmas Show at the Fox Theater in Brooklyn, N. Y.

YESTERYEAR'S TOPS—

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

NOVEMBER 12, 1954

1. Hey, There
2. This Ole House
3. Skokiaan
4. Sh-Boom
5. I Need You Now
6. If I Give My Heart to You
7. High and the Mighty
8. Little Shoemaker
9. Papa Loves Mamba
10. Hold My Hand

NOVEMBER 13, 1949

1. You're Breaking My Heart
2. Lucky Old Sun
3. Jealous Heart
4. Slipping Around
5. Maybe It's Because
6. Someday
7. I Can Dream, Can't I
8. Room Full of Roses
9. Don't Cry Joe
10. Some Enchanted Evening

VOX JOX

By JUNE BUNDY

RESORT HOPS: Taping of deejay shows and staging of record hops has proved such a success at Grossinger's, the Catskill resort, that the hotel plans to continue them thru the summer. Gene Kaye, WAEB, Allentown, Pa., will tape his shows—for re-broadcast by his outlet—at Grossingers during the Thanksgiving holiday; while Stan Dale, WAIT, Chicago, is scheduled for a tape session at the hotel Christmas and New Year's.

Last week, Grossingers saluted New York outlet WRCA's "Wall to Wall" music policy, by playing tapes (featuring mood music-type disk selections) supplied by the station over the resort's p.a. system. The station's entire jockey roster and program director Steve White attended a dinner which the resort held in their honor. Alan Foshka, who engineered the deejay-type program for Grossingers', reports that the record hops—staged at the pool, ski lodge, etc.—are attracting adults as well as teenagers. He now plans to screen telefilms—featuring disk artists lip-syncing to their latest hits—at the hops.

CHANGE OF THEME: New program director at WGVA, Geneva, N. Y., is 25-year-old Jack Palvino. . . . Nicky Corvello has joined WHLL, Wheeling, W. Va., in the noon to 3 p.m. time slot across-the-board. He formerly was with WBOY, Clarksburg, W. Va. . . . George Tucker, WNTA, Newark, N. Y., launched his new "Teen Beat" show from 8:30 to 9:30 p.m. across the board. The nightly hour show will be an on-the-air portion of a teen-age hop held earlier each day. Tucker will stage the two-hour hops at five local bowling places on a rotating basis each week, transcribing the last hour each day and broadcasting it that evening.

Bartell Family Radio's new New York outlet WADO (formerly WOV) was launched this month, featuring "balanced musical programming," highlighted by a station-sponsored survey listing of local pop hits, but also including Italian language shows, rhythm and blues, and album segs.

New WADO line-up is as follows: Happy Hare, formerly with KCBC, San Diego, Calif., 5:30-9 a.m. and 11 a.m.-1 p.m.; Ken Garland, ex-WHIM, Providence, R. I., 9-11 a.m. and 1-3 p.m.; Johnny Holladay, ex-KWK, St. Louis, 3-7 p.m. Renzo Sacerdoti and Georgio Podavani, WOV's regular Italian programming emcees, 7-10 p.m.; Jack Walker (also a WOV holdover) 10 p.m. to 3 a.m. from the Pal Cafe in Harlem; Sam Seeburg, a transcribed show with an electronic-styled emcee, 3-5:30 a.m.

All disks will be screened for airing by a management team comprised of station manager Nel Bartell, program director Al Heacock, sales execs and the entire deejay staff. However, the deejays will be referred to as "WADO Music Makers"—not jocks—while on the air.

Several key deejays are changing posts this month. Hi Lit, formerly with WNTA-TV, Newark, N. J., has replaced Joe Niagara at WIBG, Philadelphia. Niagara has moved to KPOP, Los Angeles. . . . Bob Wells has left WEBR, Buffalo, and joined WGR, AM-TV, same city.

Cal Milner, formerly with WPEN, Philadelphia, and WGBS, Miami, has been assigned by RKO-General Stations to act as co-ordinator of radio productions. He will work under Mark Forrester out of the Hollywood headquarters for the five AM stations of the group. . . . Barkas & Shalit, Inc., has resigned as public relations counsel for Dick Clark, effective November 30.

Larry Dixon, WCHB, Detroit, was in Manhattan last week "visiting accounts and lining up talent." . . . Harry Harrison, ex-program director-deejay, WPEO, Peoria, Ill., joining WMCA, New York, this week. . . . Duncan O'Day, formerly with WNOE, New Orleans, has replaced Barney Groven at WKLO, Louisville, in the 9 a.m. to noon period. Groven will concentrate full time on programming and production.

Louisville outlet WKLO also has a new fem jock—Dotty Knight (Mrs. Groven) who will handle the 9 a.m. to midnight time slot. Congratulations to WKLO's key jock Paul Cowley, on his forthcoming wedding. He and his new frau will be in New York November 22 at the Sheraton-East.

America's first all fem station, WHER, Memphis, celebrated its fourth birthday last month with a party for over 200 advertisers, record company reps, etc. Sam Phillips (He owns the station) cut the cake. . . . New general manager of WCAX, Burlington, Vt., is Alfred E. Spokes, formerly veepee-general manager of WEAV, Plattsburg, N. Y.

Jerry Rice has left KUNZ, Corpus Christi, Tex., to join KNUZ, Houston. Also new at KNUZ are Joe Ford and Jeff Davis. Rice will handle the "Night Beat" show. . . . Mike Russell, ex-KFBI, Wichita, Kan., and Rick Fight, ex-WQOK, Greenville, S. C., have moved to KTLN, Denver.

In line with a major music change (emphasis on "beat and subtle sounds" rather than r.&r.) WJOC, Jamestown, N. Y., has hired the following deejays—Hal Martin, Jack Sterling (also program director) and Gene Grayson.

DJA MEET: The details of the recent Disk Jockey Association's Board of Directors meeting appear elsewhere in this issue. However, we wish to note the names of those deejays appointed to the following standing committees:

The Executive Committee comprises all officers, with prexy Jim Hawthorne, KDAY, Los Angeles, as chairman membership committee; Scott Muni, WMCA, New York; Hawthorne, secretary-treasurer; Bill Gavin, as chairman finance committee; John Doremus, WMAQ, Chicago; Bob Clayton, WHDH, Boston. Public Relations Committee, Jack Lacey, WINS; Dave Neumann, Bill Allen, WLAC, Nashville; Ira Cook, KMPC, Los Angeles; Robin Seymour, WKMH, Detroit, as chairmen. Convention Committee, Gavin, Chuck Blore, KFWB, Los Angeles; Buddy Deane, WJZ-TV, Baltimore; Paul Berlin, KNUZ, Houston; second veepee Bob Larson, WRIT, Milwaukee; Hawthorne and Muni as co-chairmen.

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.

PETER ALLEN, teen-age high school student from Massena, N. Y., makes his disk debut with Sweet of You, a potent version of a tender rockaballad, b-w Such A Tempter, a happy rocker with excitement. Although Pete may sound like Ricky Nelson, Glory Records assures us it's not Ricky.

PAUL ANKA has conquered still another European country. His recent opening at the Olympia Theater in Paris created a storm of excitement which resulted in the Gendarmes coming to the rescue. He returns to the U. S. November 24. Paul has two strong ballads in his latest ABC-Paramount release, It's Time To Cry b-w Something Has Changed Me, both picked by Billboard. Incidentally, both tunes were written by the very versatile performer. My Heart Sings is the title of Paul latest album.

FRANKIE AVALON can have a chart side with either of his new efforts: Why? b-w Swingin' On A Rainbow. The young Philadelphian makes his screen debut in Guns Of The Timberland, soon to be released, and is presently working in John Wayne's film epic The Alamo being filmed on location in Texas. Chancellor Records is scheduled to release his new album, Swingin' On A Rainbow, this week.

JESSE BELVIN is on the scene with a Jamie Records release Goodnight My Love. The former church choir singer from Los Angeles, and father of two children, scored with his recordings of Earth Angel and Guess Who, the latter written by his wife.

BIRTHDAYS OF THE WEEK:
Nov. 17, Rock Hudson. Nov. 18, Dorothy Collins. Nov. 19, Tommy Dorsey. Nov. 20, June Christy. Nov. 22, Ethel Smith.

FREDDY CANNON, 19-year-old who made the charts with his first recording, Tallahassee Lassie, is swingin' with his new Swan single, Way Down Yonder In New Orleans. Freddy's career got off to a flying start with the help of deejay Jack McDermott, who signed Cannon to a management contract and started grooming him for a professional career.

DAVID CARROLL, Midwest Musical Director for Mercury Records, offers a catchy version of Waltzing Matilda, from the motion picture On The Beach. Flip is Sometimes I'm Happy. David is a Midwesterner, having been born in Taylorville, Ill., and began his professional musical career at the age of eight as a drummer. He switched to the clarinet in high school, and it was while studying the clarinet that his enthusiasm for music soared and he began arranging and composing music. He displays his arranging and conducting talent in the Mercury album Let's Dance Again, a collection of listenable and danceable favorites such as Pretty Baby, Soft Shoe Song, Irene, Would You Like to Take A Walk, Let's Dance Again and Play A Simple Melody.

The **CRESTS**, Johnny Mastro, Jay Carter, Harold Torres and Tommy Gough, are in The Billboard Spotlight with their latest Coed wax, A Year Ago Tonight, a ballad with beat, b-w Paper Crown, a rockaballad. The boys are part of the bill presently at the Apollo, N.Y.C.

BO DIDDLEY, Checker record artist, is on the scene with a Billboard Spotlight Winner: Say Man, Back Again, which could prove to be a hit follow-up to his Say Man, b-w She's Alright. The songwriter-guitarist-violinist scored with his single Crackin' Up.

CONNIE FRANCIS: Presently at the Chez Paree in Chicago, she will headline her own show at Carnegie Hall, N.Y.C., on Sunday evening, Nov. 22.

MGM has released six Connie Francis albums under the titles: Sings Italian Favorites, Christmas In My Heart, Greatest Hits, Rock N' Roll Million Sellers, C&W Golden Hits and on the Lion label, Fun Songs For Children.

JOHNNY HORTON is on the Christmas scene with They Shined Up Rudolph's Nose. Johnny is from Tyler, Tex., and attended Baylor University in Waco, on a basketball scholarship. When he was 21 he headed for Calif. where he got his first break in the music field.

JERRY KELLER, 22-year-old Kapp recording artist who scored with Here Comes Summer, is making the turntable rounds with Now, Now, Now b-w There Are Such Things. Born in Tulsa, Okla., Jerry enjoys swimming, photography, and sports cars.

The **KINGSTON TRIO**, Dave, Bob and Nick, score well on Coo Coo-U, a rhythmic calypso, and Green Grasses, a pretty folk item, their newest on Capitol and a Billboard Pick. The trio are appearing at the International Music Fair, Navy Pier, Chi. till Nov. 22.

ROD LAUREN: Last week, RCA introduced their new singing discovery, who is signed to a long term contract, with the release of his debut disk, If I Had A Girl b-w No Wonder. Both tunes display much vocal talent on the part of this 19-year-old from Fresno, Calif. Good looks (similar to James Dean) go with the talent. Rod had wanted to be an actor from earliest childhood, and had no idea of being a singer. He was discovered by RCA's West Coast a.&r. director, Dick Peirce, when a songwriter tried to sell Peirce some of his songs. Peirce was not too impressed with the songs but did get excited over the voice used on the demo disk, and within 24 hours Lauren was under contract. Rod is currently touring the country promoting the new wax.

RICKY NELSON has two hot Imperial sides, I Wanna Be Loved b-w Mighty Good, that should keep him on the charts. The youngest of the famed Nelson family, Ricky has sold over a

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

million copies of these: I'm Walkin', Stood Up, Be Bop Baby, Poor Little Fool, Lonesome Town, It's Late, and A Teenager's Romance.

CONWAY TWITTY has been singing and playing guitar since the age of 4 in his home state of Mississippi. His version of Danny Boy is currently riding the charts and his new album, Saturday Night With Conway Twitty is getting action. Heavenly, She's Mine, Blueberry Hill, Hey Little Lucy, You Win Again and Restless are a few of the selections from the album. Currently, Conway is finding a new outlet for his talents in motion pictures. His first film is Platinum High School.

LAWRENCE WELK: Dot Records has designated Nov. 15 thru Dec. 15 as Lawrence Welk Month. The favorite of TV audiences and music listeners is part of Dot's campaign to spread the Welk sound around thru his many album releases: The Great Overtures, The Great American Composer, Voices and Strings of Lawrence Welk, Mr. Music Maker, Ragtime Piano Gal—Jo Ann Castle, Songs Of The Islands and Lawrence Welk Presents Betty Cox. The Champagne Maestro was raised on a wheat farm in North Dakota with his seven sisters and brothers.

PROMOTION DAYS AND WEEKS: Nov. 20 begins National Farm-City Week. Nov. starts National Latin-America Week and National Cage Bird Week.

See you next week. Tom Rollo.

THIS WEEK'S NEW Money Records

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

SINGLES

BEYOND THE SUNSET—Pat BooneDot
BIG HEARTED ME—Don GibsonRCA Victor
DANCERS' WALTZ—Singing ReindeersCapitol
GILLEE—Sonny SpencerMemo
I'M MOVIN' ON—Don GibsonRCA Victor
IMAGINEZ VOUS—The CurlsEverest
LET'S TRY AGAIN—Clyde McPhatterM-G-M
ONLY YOU, ONLY ME—Jackie WilsonBrunswick
POOR OLD SANTA CLAUS—Jeri KellyMPI
TALK THAT TALK—Jackie WilsonBrunswick
THE FAITHFUL HEART—Pat BooneDot
THE HAPPY REINDEER—Singing ReindeersCapitol
THERE'S A BIG WHEEL—Wilma Lee and Stony CooperHickory
WHY DIDN'T I GO—The CurlsEverest

ALBUMS

BEN-HUR—Original Score—Miklos RozsaM-G-M
ELVIS GOLD RECORDS, VOL. 2—Elvis PresleyRCA Victor

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

MUSIC AS WRITTEN

New York

MCA is off on a jazz kick. Agency just packed guitarist **Kenny Burrell**, one of the hot new names in the jazz field... **Nina Simone** will star at the Blue Note in Chicago starting December 2... **Clyde McPhatter** opens at the Howard Theater in Washington on November 20... **Norman Petty's** new publishing offices are now on West 57th Street in New York... **Buck Ram** has expanded the staff of Personality Productions. **Howard King** is taking over the management duties of all of the firm's acts on the West Coast. On the East Coast, **Herb Weiner** has joined the firm, bringing along with him singer **Joe London**... **Mills Music** is publishing two compositions from the Ediciones Quiroga catalog of Milan, Spain. One is "The Little Coquette," penned by **Rafael De Leon, Callejon** and **Quiroga**, the other is "Cordoba," written by Callejon and Quiroga. Both are hot tunes in Espanola.

Ronnie Hawkins has been attracting solid crowds on his current tour of Canada... **The Salt City Six** will open at the Town Casino in Buffalo on November 30 with **Eddie Jackson** starred... **Sammy Kaye's Ork** is doing mighty well on its current road trek. Ork just swung thru the Midwest and will be out on one nighters until the first of the year... **Ray Conniff** will soon be off on a "Concert in Stereo" tour to be booked by GAC. Conniff unit will feature 18 musicians, 16 singers and a \$20,000 audio system... **Violinist Tossy Spivakowsky's** first releases for Everest will contain the Sibelius Violin Concerto and the Tchaikovsky Violin Concerto... **Dave Kreuter Associates** in Miami are handling the Viva label there, and the first recording on Viva features the Vagabonds... **Malcom Frager**, winner of the Leventritt Award a few weeks ago for his piano artistry, signed with Columbia Artists book company last week... **Eddie Greene** and **Stephen Isles**, pianists who have been starring at the New Yorker Hotel's Golden Thread Room, are now featured on a new Mercury LP titled "The Musical Styles of Greene and Isles."

Monroe Golden, a 15-year veteran at the Warner's Music firm, died last Thursday (12). Golden was 42 years of age. He had been active as a deejay promotion man for the firm... **Ecclesia Records** is the name of a new label out of Dallas headed by **Roger Ortmyer** and **Charles Boyles**. Label intends to release contemporary religious music... **Ornette Coleman** will debut at the Five Spot in New York on Wednesday (18) along with the new Jazztet with **Art Farmer** and **eBony Golson**... **Joe Mulhall**, deejay of WBRY in Waterbury, Conn., has given up his management paper with **Johnny Restivo**, young singer on the Victor label... The January issue of Saga Magazine carries a profile on the dean of a.&r. men, **Eli Oberstein**... **Lou Fargo** has moved his Fargo label to the old Decca Building on New York's 57th Street.

The New York local of AFTRA has set a theater party on December 11 for the benefit of the George Heller Memorial Foundation. The foundation was set up two years ago to honor Heller, the late national executive secretary of the union... The Drifters will be out playing one nighters in the South the rest of November and during December... The Golden Gate Quartet has just completed record-breaking engagements in Italy and Spain. They are now starring in a new revue at the De La Paree Club in Paris... **Harmonica virtuoso Danny Welton** is now with Coral Records... **Anita O'Day** opens at the Village Vanguard on Tuesday (17)... The Dukes of Dixieland start an eight-week stand at the New Frontier in Las Vegas on November 19... **Glory Records** is distributing the Laurel cutting of "The Web" by the **Abie Baker Combo**... **Ran Bishop**, the ragtime pianist, has a hot piano show running on station KONE in Reno, Nev. He just completed a 32-week engagement at the Old Liberty Bell Club in that city... **Danny Kessler** and **Murray Sporn** have formed a new label, Seville Records... **London Records** is distributing the new Panama label release "Quiet Night" by the Wanderers. **Herb Wolff**, National Airlines pilot, is head of Panama... **Peggy Lee** is now starring at the Riviera in Las Vegas. Bob Rolontz

Chicago

Teddy Phillips ork signed by the Conrad Hilton Hotel for a year beginning December 28. Same month, **Merc** puts out a Phillips album featuring a new sax-voice sound combination... **Malcolm Chisholm**, for past 18 months an audio engineer at Chess studio, this week leaves for Hollywood to rejoin his old boss, **Bill Putnam** at United Recording... **Dick Clay**, vet one-night booker, moved by **Willard Alexander** from New York office to Chi, as associate of **Leonard Vannerson**... **Blue Angel**, calypso nitery, soon to move to South Michigan Ave. location near Conrad Hilton Hotel... **Anita O'Day** and **Marian McPartland** being offered as a dual concert attraction by Associated Booking... **Barometer of "Music Man"** success here: Lead man **Forrest Tucker** has signed a year's lease for an apartment... **Ramsey Lewis Trio** opens Sutherland Hotel December 23... **Toni Lee Scott**, chirp with **Bob Scobey** owns a beauty shop here, profits going to her foundation to provide prosthetic limbs for amputees who can't afford them... **Greg Harris' Magnum Talent Corporation** has inked **Georgia Carr**, Dot thrush, and **Etta James**, who waxes for Modern. **Bernie Asbell**

Cincinnati

Pianist-singer **Jacques Foti** winds up a three-week stand at the suburban Key Room here Saturday (21) to hop into Chicago to begin promotion on his new album, "Intimately Yours," just released on the Hanover Signature label. Originally set for seven weeks at the Key Room, Foti requested and got his release after three weeks to begin his album pitch. He opens November 27 at

(Continued on page 26)

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

HIS NEWEST! HIS GREATEST!

JACKIE WILSON

A NEW
RELEASE
FROM



TALK THAT TALK

c/w

ONLY YOU ONLY ME

9-55165

Orchestra under the direction of DICK JACOBS



THE ORIGINAL SMASH HIT!

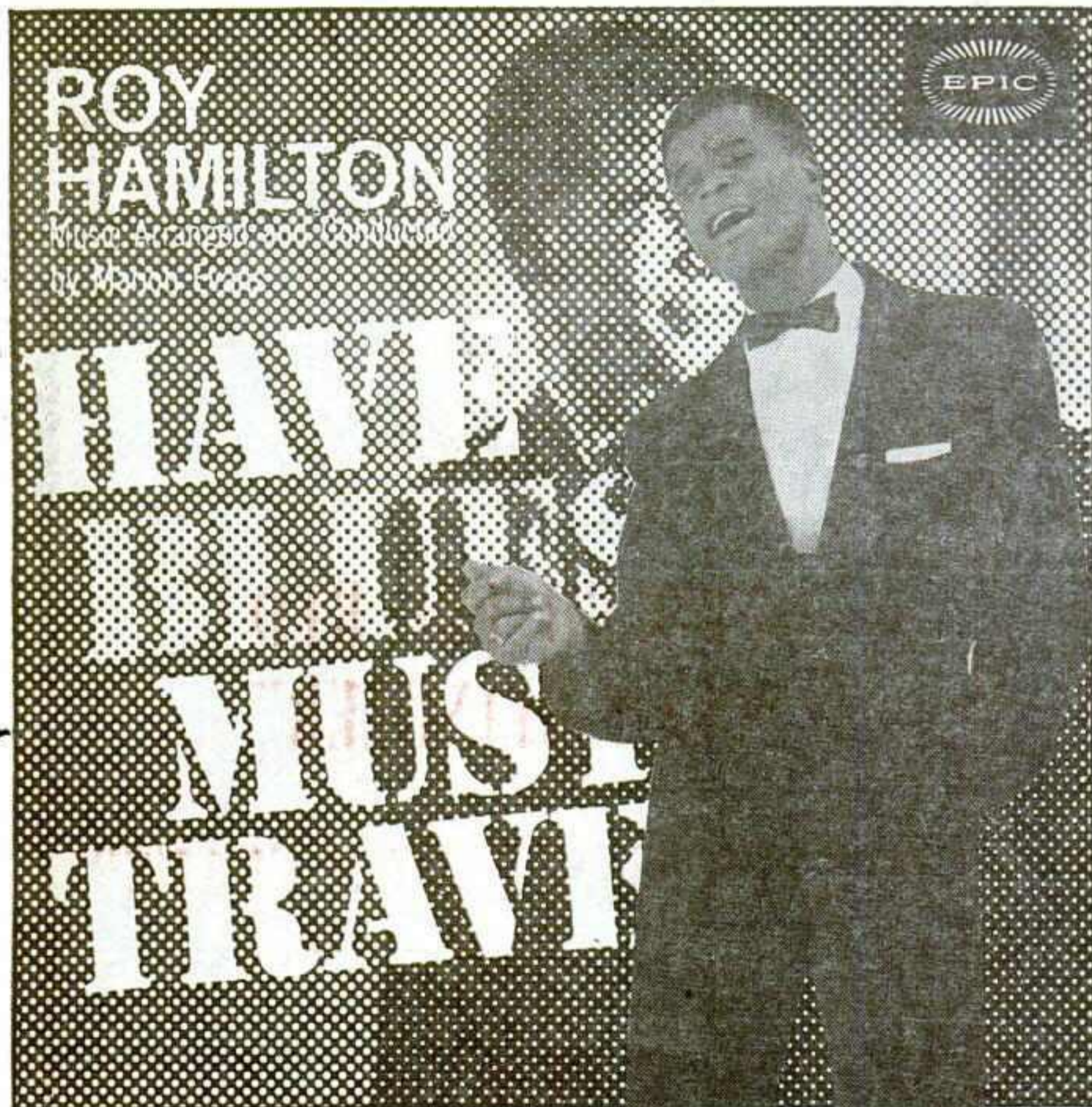
"EBB TIDE"

BY ROY HAMILTON

5-9068

on  RECORDS

© "Epic" Marca Reg. "CBS" T.M. A PRODUCT OF CBS



and here is
Roy's new
hit album!
HAVE BLUES, MUST TRAVEL
LN 3580
BN 535 STEREO
Call your Epic
Records distributor now!

MUSIC AS WRITTEN

• Continued from page 24

the Cordial, Chicago, for a two-weeker, set by MCA. Foti formerly appeared for 26 weeks on KGUL-TV, Houston, with his own television show, "Rendezvous With Jacques." . . . The Treniers take their eight pieces of rhythm into the Copa Club, Newport, Ky., for the November 18-22 period. . . . The Mel Hermans (he's the top brass at State Records here) have moved into their new home in the swank Amberly Village section of town. . . . Bill Kellogg is featured on the 88-er at the new Three Coins on Fountain Square in the heart of town. . . . Gibson Girl Lounge of the Sheraton-Gibson Hotel resumes soon with its former policy of spotting top jazz names. . . . Bud Chase, formerly on the staff of WCPO-TV here, is now hustling Ziv television films out of Mexico City.

Nelson King, who gave up his deejay chores at WCKY here more than a month ago, still vacationing at his home here while mulling various job offers. His negotiations with the Taft interests here for a post that would take him to the Taft-owned station in Birmingham, Ala., in an executive capacity is reportedly still in the dickering stage. . . . Bob Forest is deejay at WAEF-FM, which recently bowed here on a full-time basis. Station leans heavily to band music. Hank Lysman is spotted on live organ from 8:30-9 p.m., on Fridays, with Scrib Mantle, station sales manager, presenting a jazz platter session 8-10 p.m., each Saturday.

Bob Edwards and Bert Pichel, of the local AGVA office, are tossing a whingding at the Copa, Newport, Ky., November 29 for the benefit of indigent AGVA members. All AGVA talent working the area at the time are slated to donate their services for the occasion, and Messrs. Edwards and Pichel hope to pack the Copa's 1,000 capacity at \$2.50 per head, with no free-loaders. Already inked to appear are Bob Braun, Marion Spelman and Paul Dixon, of WLW-T; Joey Adams, Jane Morgan and the Lindsay Lovely Ladies, from Beverly Hills, and comics Danny Spruce and Clarence Loos. . . . Satchmo Armstrong brings his combo to Mill Magel's Castle Farm here Saturday night (21).

Cosnat Distributing's new branch is all set in its new quarters at 27-29 West Court Street, with formal opening slated for two weeks hence. Ed Rosenblatt, formerly with Cosnat in Cleveland, heads up the new quarters here, with the assistance of Dan Russotto and Ralph Michaelson, salesmen; Janet Holbrook, bookkeeper, and Willie Smith, clerk. Local Cosnat reps 26 lines, namely Jubilee, Josie, Dana, Hanover, Signature, Summit Sound, Herald, Ember, Duke, Back Beat, Peacock, Brooke, Motif, Palette, Coronet, Omega, Cole, Muse, Panorama, Memo, Nina, 49th State, Interlude, Astra, Vine and Assorted Accessories. Over last weekend Rosenblatt made the rounds of the local deejays with the Nutty Squirrels to promote the latter's fast-moving Uh! Oh! on the Hanover label. Bill Sachs

Hollywood

Jack Maas, music pub vet, joined the Famous-Paramount Music Company's Hollywood office. According to firm head Arthur Israel, increased business volume necessitated the staff addition. Maas joins Al Friedman as Coast staffer. Mike Scott, newly signed vocalist on Omega for its initial singles release, returned from a deejay promotion swing northward, where he made a series of deejay appearances on radio and TV shows in the San Francisco area.

Mickey Goldsen, head of Criterion Music and manager of hit-selling Earl Grant, reports an unusual lethargy among Coast writers in submitting material. Goldsen claims his Criterion firm last year was represented on more than 200 records. This, coupled with the fact that he's got a top-selling artist in Grant, he feels, should spur writers to bring in material. His Coast headquarters attracts a fraction of new song material his New York office is able to bring in. Goldstein has no explanation for the dearth of songs in Hollywood.

Capitol has tied in with the National Cap and Cloth Institute for the promotion of Nat Cole's "A Mis Amigos" album. The album, showing Cole in a cloth hat, will be provided to men's wear stores across the country for display purposes. Similarly, copies of Cole's "The Very Thought of You" and Frank Sinatra's "Come Dance With Me" will be distributed to men's shops, since they also display the headwear now being pushed. Streamers and posters tying in the albums with the cloth cap campaign.

Billy Vaughn (they love him in West Germany) last week received another gold record from that country. This one was presented to the batoner by Princess Marie Cecilie of Prussia during her Hollywood visit in honor of eight top selling disks in the Fatherland. This marks his second gold disk for West German sales. First was presented to him last winter when he visited Hamburg for his more than a million seller of "Sail Along Silvery Moon."

George Duning returns to Columbia Pictures to score "Man on a String." Italian composer Angelofrancesco Lavagnino was signed to score "Jovanko and the Others" for Paramount Pictures. Max Steiner will compose the score for Warner's "Rachel Cade." San Francisco's Paul Barrett of the music firm of the same name acquired world wide distribution rights to Walter Kane's piano study series. Kane headquarters in New York. Lee Zhitto.

* * * it's an **AUTRY XMAS!** * * *

Gene Autry
with his **Red Hot** New Single!



"SANTA'S COMIN' IN A WHIRLYBIRD"

c/w

"JINGLE BELLS"

Republic #2002



and These 2 Singles for the Money!

"BUON NATALE"

c/w

"NINE LITTLE REINDEER"

Republic 2001

"RUDOLPH THE RED NOSED REINDEER"

c/w

"HERE COMES SANTA CLAUS"

Challenge 59030

Plus - A Catalog Best Selling L. P.

"CHRISTMASTIME WITH GENE AUTRY"

Challenge LP 600

Distributed Nationally by:



CHALLENGE



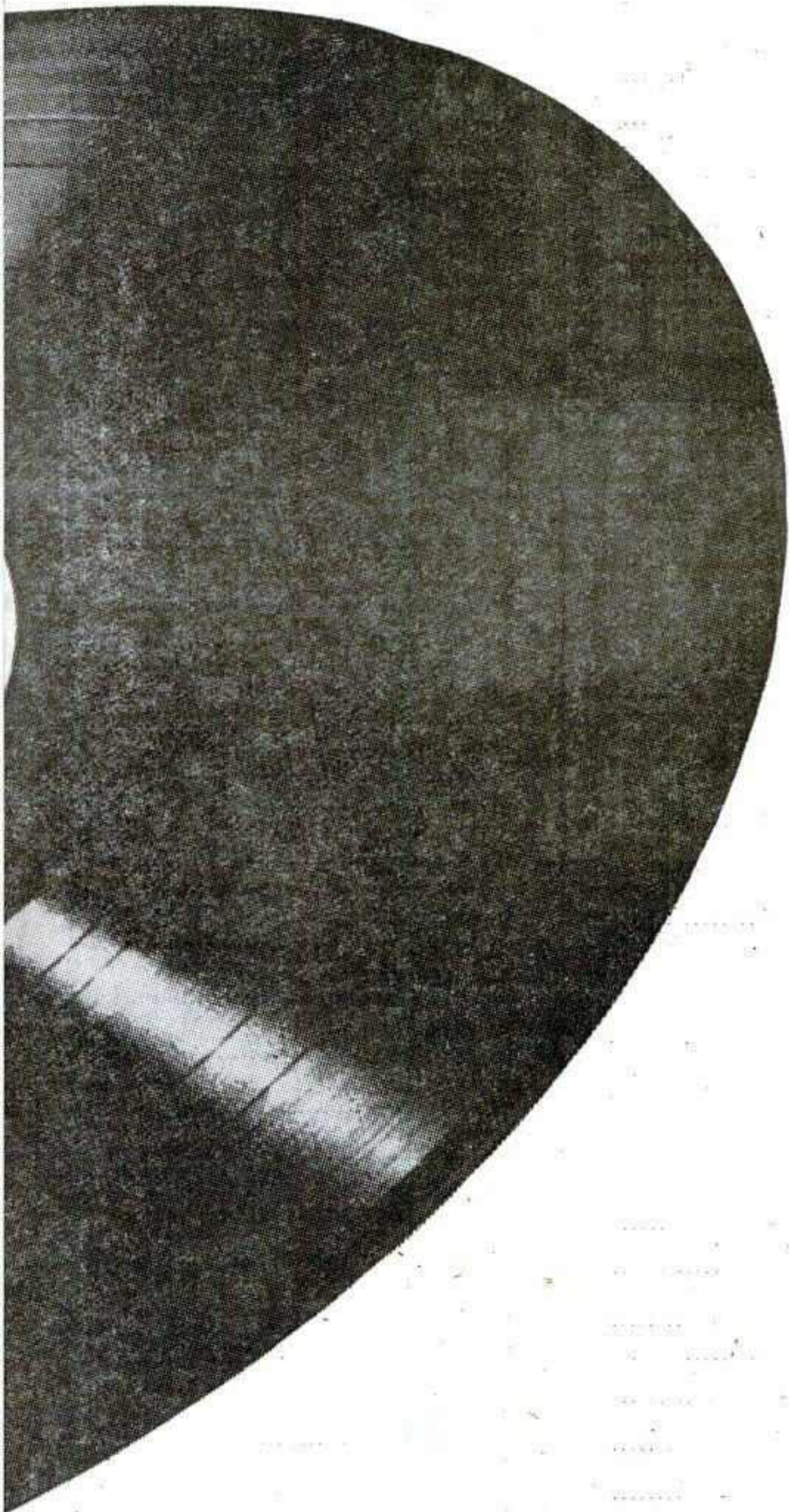
Thanks



These leading labels are singing more November sales for you in this month's HIGH FIDELITY



giving Platter



This is the time and place for a happy "Thank you!" to the record companies. We couldn't rightly say if they've backed up you dealers with more consumer ad pages in HIGH FIDELITY than any place else (too damn many pages to count), but they've done real good by you, brother.

You should go big for it because there's none of this malarkey about... "Our national advertising is reaching ooftey-million people!" So who cares about millions all over the map? You've got to make a living in your own backyard—or else. You've got a fat rent bill coming in every month, and a load of inventory to keep moving fast, period.

So take heart with HIGH FIDELITY. We've got the best and brightest record buyers reading this magazine, and there's more than enough of them within easy distance of your place to keep stirring things up. They know what they want, and they buy a lot, and they keep coming back. They love good music—and they're loyal to good dealer service.

What's more... they never clam up on their favorite subject. They're selling all the time for you. So, thanks for taking good care of them... and thanks, too, for your good opinion of HIGH FIDELITY, *The Magazine for Music Listeners*, Great Barrington, Mass.



The Billboard TOP LP'S

FOR THE WEEK
ENDING NOVEMBER 15

BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 HEAVENLY, Johnny Mathis, Columbia CL 1351.....	9
2	2 KINGSTON TRIO AT LARGE, Capitol T 1199.....	22
3	3 INSIDE SHELLY BERMAN, Verve MGV 15003.....	30
4	4 SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	86
5	6 KINGSTON TRIO, Capitol T 996.....	22
6	8 THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia ML 5386.....	5
7	18 HERE WE GO AGAIN, Kingston Trio, Capitol T 1258.....	2
8	5 FROM THE HUNGRY I, Kingston Trio, Capitol T 1107.....	40
9	7 GIGI, Sound Track, M-G-M 3641 ST.....	72
10	10 JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133.....	81
11	9 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344.....	17
12	13 OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001.....	9
13	11 MY FAIR LADY, Original Cast, Columbia OL 5090.....	189
14	12 PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	40
15	14 NO ONE CARES, Frank Sinatra, Capitol W 1221.....	13
16	20 SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160.....	71
17	19 PORGY AND BESS, Sound Track, Columbia OL 5410.....	18
18	15 BUT NOT FOR ME, Ahmad Jamal, Argo LP 628.....	46
19	21 THAT'S ALL, Bobby Darin, Atco LP 33-104.....	7
20	22 HYMNS, Tennessee Ernie Ford, Capitol T 756.....	123
21	24 THE MUSIC MAN, Original Cast, Capitol WAO 990.....	90
22	25 FIVE PENNIES, Sound Track, Dot DLP 9500.....	6
23	26 QUIET VILLAGE, Martin Denny, Liberty LRP 3122.....	12
24	23 SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	285
25	16 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331.....	12

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	28 GYPSY, Original Cast, Columbia OL 5420.....	18
27	17 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040.....	22
28	35 FOR THE FIRST TIME, Mario Lanza, RCA Victor LM 2338.....	2
29	39 STUDENT PRINCE & OTHER GREAT MUSICAL COMEDY HITS, Mario Lanza, RCA Victor LM 1837.....	4
30	31 HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000.....	42
31	32 FLOWER DRUM SONG, Original Cast, Columbia OL 5350.....	44
32	34 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270.....	41
33	29 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243.....	51
34	30 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355.....	16
35	36 FILM ENCORES, VOL. I, Mantovani, London LL 1700.....	106
36	33 THE KING AND I, Sound Track, Capitol W 740.....	161
37	37 EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034.....	29
38	43 BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006.....	2
39	44 LATE, LATE SHOW, Dakota Staton, Capitol T 876.....	45
40	27 SONGS BY RICKY, Ricky Nelson, Imperial IMP 9082.....	8
41	38 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	31
42	42 OKLAHOMA!, Sound Track, Capitol SAO 595.....	193
43	47 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252.....	58
44	40 ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006.....	16
45	41 TABOO IN HI FI, Arthur Lydon, Hi-Fi Records R 806.....	35
46	50 WITH THESE HANDS, Roger Williams, Kapp KL 3030.....	3
47	— WEST SIDE STORY, Original Cast, Columbia OL 5230.....	3
48	— TIME TO SWING, Dakota Staton, Capitol T 1241.....	1
49	45 BLUE HAWAII, Billy Vaughn, Dot DLP 3165.....	25
50	46 SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716.....	21

BEST SELLING STEREOGRAPHIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	26
2	2 HEAVENLY, Johnny Mathis, Columbia CS 8152.....	8
3	5 KINGSTON TRIO AT LARGE, Capitol ST 1199.....	20
4	9 OKLAHOMA! Sound Track, Capitol SWAO 595.....	24
5	3 MY FAIR LADY, Original Cast, Columbia OS 2015.....	26
6	4 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226.....	26
7	7 FILM ENCORES, VOL I, Mantovani, London PS 124.....	26
8	8 PORGY AND BESS, Sound Track, Columbia OS 2016.....	5
9	6 PETER GUNN, Henry Mancini, RCA Victor LSP 1956.....	26
10	16 GEMS FOREVER, Mantovani, London PS 106.....	15
11	12 TCHAIKOVSKY: 1812 OVERTURE/BOLERO, Morton Gould, RCA Victor LSC 2345.....	2
12	10 COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.....	26
13	18 HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258.....	2
14	11 BLUE HAWAII, Billy Vaughn, Dot DLP 25165.....	19
15	22 TILL, Roger Williams, Kapp KX 1081.....	2

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	27 FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338.....	3
17	— QUIET VILLAGE, Martin Denny, Liberty LST 7122.....	1
18	— THE LORD'S PRAYER, The Mormon Tabernacle Choir, Columbia MS 6068.....	1
19	13 GIGI, Sound Track, M-G-M SE 3461 ST.....	26
20	15 TABOO IN HI-FI, Arthur Lydon, Hi-Fi Record SR 806.....	24
21	17 CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022.....	9
22	21 WITH THESE HANDS, Roger Williams, Kapp KS 3030.....	4
23	14 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150.....	16
24	20 THE MUSIC MAN, Original Cast, Capitol SWAO 990.....	24
25	24 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138.....	7
26	26 NEAR YOU, Roger Williams, Kapp KS 1112.....	3
27	28 NO ONE CARES, Frank Sinatra, Capitol SW 1221.....	12
28	19 SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004.....	19
29	23 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040.....	19
30	25 TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati) Mercury SR 90054.....	20

Album Cover of the Week



SAINT PATRICK'S CATHEDRAL CHOIR SINGS CHRISTMAS CAROLS, Roulette R 25097. Impressive photo by Bill Huges of the famed church interior and choristers as they sing some of the traditional carols programmed in this LP. Timely and efficient item for display.

Best Selling EP'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.

- A Touch of Gold**
Elvis PresleyRCA Victor EPA 5088
- Come Dance With Me**
Frank SinatraCapitol WAP 1-1069
- Hank Williams**
.....M-G-M EPX 1637
- The Kingston Trio at Large**
.....Capitol WAP 1-1199
- The Fabulous Johnny Cash**
.....Columbia EPB 12533
- Ricky Sings Again**
Ricky NelsonImperial 159
- Heavenly**
Johnny MathisColumbia EPB 13511
- Side by Side**
Pat & Shirley BooneDot DEP 1976
- Songs by Ricky**
Ricky NelsonImperial EP 162
- That's All**
Bobby DarinAtco EP 4504

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.

- Heavenly**
Johnny MathisColumbia EPB 13511
- Spirituals**
Tennessee Ernie FordCapitol EAP 1-818
- Songs by Ricky**
Ricky NelsonImperial EP 162
- Exotica**
Martin DennyLiberty EPL 1-3034
- Hymns**
Tennessee Ernie FordCapitol EAP 1-756
- It's All in the Game**
Tommy EdwardsM-G-M EPX 1614
- Peter Gunn**
Henry ManciniRCA Victor EPA 4333
- South Pacific**
Original Cast.....Columbia EPA 850
- Side by Side**
Pat and Shirley BooneDot DEP 1076
- Concert in Rhythm**
Ray ConniffColumbia B-11631

Reviews of THIS WEEK'S LP'S

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all albums reviewed this week.

Pop

ENDLESSLY

Brook Benton. Mercury ST 60146. (Stereo & Monaural)—Brook Benton, one of today's most consistent hitmakers, has an outstanding new album here that should rack up solid sales. It contains one of his biggest hits, the title tune, and a group of standards, including "Because of You," "More Than You Know" and "Blue Skies." Benton sings them with feeling in his own mellow style, and the arrangements by Fred Norman are mighty smooth.

Classical

THE ART OF MILSTEIN

Nathan Milstein. Capitol SPBR 8502. (Stereo & Monaural)—The violinist offers a program that includes the Tchaikovsky "Violin Concerto," Beethoven's "Sonata No. 5 for Violin and Piano," with Rudolph Firkusny accompanying, and several other, shorter works. The two-volume set is handsomely packaged with an informative booklet with excellent program notes, background material, etc. Sound is excellent. Package should be a strong seller.

THE VIRTUOSO ORGAN

Viril Fox. Capitol SPAR 8499. (Stereo & Monaural)—Fox presents an excellent program of organ music that includes works by Bach, Vaughn-Williams and Franck. He performs the selections on the Aeolian-Skinner organ of the Riverside Church in New York. In addition to the wonderful technique and quality of the recording, the set has an informative booklet with pictures of the organ, its various mechanisms, etc. Sound is first-rate.

Children's

FABLE FOREST

Jim Copp. Playhouse 202—Several months ago, actor Jim Copp started his own label, made a kiddie album which he distributed himself, and received wide acclaim for a sleeper. Now he's back with a new one, repeating the exceptional quality and originality of his first effort with 15 cleverly produced fables, ancient and new. They are done with humor and freshness, plus extraordinary sound effects. Can be recommended as top fare for kids. Colorful cover should draw attention.

Christmas Low-Price

SANTA CLAUS IN PERSON

RCA Victor LBY 1033—Here's an album that will appeal to youngsters from five to eight. It contains songs and stories and a game that children should enjoy. And to help the kids along there is a complete song book with all the carols that are performed in the album. The stories include "Twas the Night Before Christmas," "The Cat on the Dovrefell" and "The Fir Tree." It should both interest children and keep them amused.

Specialty

BULLRING!

Commentary by Carlos Arruza. Riverside RP 5501—Carlos Arruza, one of Mexico's famous matadors (now retired) gives a narrative of the events and history of the art of bullfighting. One side of the disk is devoted to an explanation of terms, etc. The other has locale recordings of two bull fights. Crowd noise and the brass band of El Torco help give the set color. Sound is excellent, and Arruza's narration is interesting and compelling.

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

SIL AUSTIN PLAYS PRETTY FOR THE PEOPLE

Mercury ST 60096. (Stereo & Monaural)—Here's a new Sil Austin. The honking sound is subdued, and the result is a pop LP with strong commercial appeal. Rich sax solo work by Austin is spotlighted on a group of soulful standards with a nice assist from a choral group. Fine jockey wax. Selections include his single, "Danny Boy," "Ruby," "My Foolish Heart," etc.

POP TALENT

UNTAMED:

Elizabeth Lands. Mercury SR 60108. (Stereo & Monaural)—Elizabeth Lands, an unusual new voice, makes a most interesting debut on this new album. The thrush has an unusual song delivery, with a touch of spiritual feeling and a distinctive style in her wide-range vocalizing. On this album she is spotlighted on a collection of songs that range from "Ol' Man River" to "Snow White Gown" and "Friday the Thirteenth." Little doubt that this girl will get a lot of exposure via her distinctive stylings, and she is a young, new talent to be watched.

CLASSICAL

THE ROYAL BALLET GALA PERFORMANCE (2-12")

Royal Opera House Orch., Covent Gardens (Ansermet). RCA Victor DS 6065—Excerpts from several classic ballets comprise the latest in the Soria Series for RCA Victor. The conductor draws even and concise performances from the orchestra thruout. In addition to the superior quality of the sound and musicianship, the handsome packaging is sure to get attention. Included is a booklet with comments by Ansermet and notes that tell of the background of each of the ballets and the portion of these works that Ansermet has elected to present. Works include "Swan Lake," "Sleeping Beauty," "Carnaval," "Coppelia," etc.

HAYDN: THE SEASONS (3-12")

Various Soloists; The Beecham Choral Society; The Royal Philharmonic Orchestra (Beecham). Capitol-EM SGCR 7184—The conductor devotes yet another volume to works by Haydn, having previously issued the composer's "Salomon" Symphonies. "The Seasons," like its predecessors, is a well-performed and excellent offering. The soloists: Elsie Morison, soprano; Alexander Young, tenor, and Michael Landgon, bass, are in fine fettle. The orchestra and chorus respond wonderfully. The set includes a booklet with the text of the poem and information about its author, as well as brief notes about the composer.

OPERA

VERDI: MACBETH

Soloists; Metropolitan Opera Orch. and Chorus—Leindorf (RCA Victor LSC 6147)—Excellence characterizes this offering in every respect. Principals Leonard Warren as Macbeth, Leonie Rysanek as Lady Macbeth and Jerome Hines as Banquo are ably abetted by the other soloists. Leindorf achieves a wonderful rapport between the featured artists, the chorus and the orchestra. Packaging is most attractive, and both the front and back cover with costume photos of Warren and Miss Rysanek are fine for display. It should prove strong bait for opera devotees.

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ A GIRL IS A GIRL IS A GIRL

Tony Williams. Mercury SR 60138 (Stereo & Monaural)—The lead singer of the Platters turns in a solid performance in his first solo LP. He warbles with feeling and sincerity on a group of standards with fem names—"Ramona," "Ida," "Laura," etc. Excellent jockey wax.

★★★★ BREEZIN' ALONG WITH THE BREEZE

Eddie Heywood. Mercury SR 60115 (Stereo & Monaural)—Here's a wonderful new album by Eddie Heywood, playing his usual smooth piano stylings and backed by the orchestra in warm fashion. The tunes include Heywood's own hits, "Soft Summer Breeze," "Wind," plus such standards as "Whispering Wind," plus such standards as "Begin the Beguine" and "High on a Windy Hill." A set that should have wide appeal.

JAZZ ★★★★★

★★★★ MUSIC FROM OUT OF SPACE

Pete Rugolo. Mercury SR 60118 (Stereo & Monaural)—Rugolo serves up an exciting sound experience for stereo fans with his dramatic, big band jazz interpretations of a group of standards. "Once in a While," "These Foolish Things," "Smoke Gets in Your Eyes," etc. Effective wax for jazz jocks.

★★★★ BUDDY COLLETTE AND HIS SWINGING SHEPHERDS AT THE CINEMA

Mercury SR 60132 (Stereo & Monaural)—Here's a swinging, smart album of a fine group of tunes from movies, played with taste by the Buddy Collette jazz group. The music is modern all the way, yet with a light-hearted, happy flavor that is intriguing. Leads are handled by Collette, Bud Shank, Paul Horn and Harry Klee on flute, blowing with verve on tunes ranging from "March From the River Kwai," to "Laura" and "Smile." The four flutists are backed by a solid rhythm group. Good wax.

CLASSICAL ★★★★★

★★★★ STRAUSS: DON QUIXOTE

Berlin Philharmonic Orch. (Kempe). Capitol SG 7198 (Stereo & Monaural)—Set

constitutes a fortuitous coupling. The first side is a wildly adventurous tone poem of the novel, and the second is a mood piece on the experiences of the noted practical joker. Performances are excellent and are abetted by fine engineering. Cover will help sell the package for it's a very fetching drawing of the nutty knight.

★★★★ MENDELSSOHN: VIOLIN CONCERTO IN E MINOR; BRUCH: VIOLIN CONCERTO NO. 1 IN G MINOR

Yehudi Menuhin, Violin; The Philharmonic Orch. (Susskind) (Kurtz). Capitol-EMI SG 7148—Mendelssohn's warm and romantic concerto is interpreted with Menuhin's usual mastery and technique. The work allows for a great deal of sensitivity, especially the second movement. The more vigorous Bruch selection offers even more of a challenge to the soloists, and here again the artist comes thru well. Kurtz helms the orchestra on the Mendelssohn concerto; Susskind conducts Bruch's. Support in both cases is complementary. Sound is good.

★★★★ A NIGHT IN SPAIN

Whittemore & Lowe. Capitol SP 8500 (Stereo & Monaural)—This disk is a prime example of superior musicianship. Whittemore and Lowe, noted duo-pianists, offer excellent performances and fine readings of six compositions reflecting various aspects of Spain. Program includes Falla's "Ritual Fire Dance," Lecuona's "Malaguena," Ravel's "Bolero," and an interesting piano version of violinist Kreisler's "La Gitana." Top item for collectors.

★★★★ VILLA LOBOS: MUSIC FOR THE SPANISH GUITAR

Laurinda Almeida. Capitol SP 8497. (Stereo & Monaural)—Eight of the great Brazilian composer's solo works for the guitar album have been good sellers for years. While this is somewhat off the more popular type of work Almeida has waxed in the past, guitar fans will want to hear this collection. It includes three etudes requiring great virtuosity; three lyrical preludes and two unusual Choros. Almeida proves here that his reputation is well deserved.

LOW-PRICE CLASSICAL ★★★★★

★★★★ HANDEL: MESSIAH

(Goehr). Perfect PL 13006—A splendid performance of many of the highlights of

the much-recorded Handel work. The soloists include Mattiilda Dobbs, soprano; Leopold Simoneau, tenor; Grace Hoffman, contralto, and Heinz Rehfuß, baritone. The orchestra has an excellent sound and the soloists comport themselves ably in the sometimes demanding aria passages. Label is a low-price subsidiary of Epic, and as a low-pricer, this package can do brisk business.

★★★★ BEETHOVEN: SYMPHONY NO. 5

London Symphony Orch. (Goehr). Perfect PL 13004—The war horse is given a fine reading by the London Symphony Orchestra. The set also includes the composer's "Egmont" and "Coriolan" overtures. Economy buyers will find it a bargain set, and it can be a healthy rack item.

LOW-PRICE

SEMI-CLASSICAL ★★★★★

★★★★ WALTZ TIME IN VIENNA

The Symphony of the Air (D'Artega) Stereo-Spectrum SS 51—A collection of all-time favorite melodies of Vienna from the pens of Johann Strauss, Franz Lehar and Offenbach. "Beautiful Blue Danube," "Artists Life," "Gold and Silver Waltz" and "Die Fledermaus," are all included along with the waltz from Tchaikovsky's "Swan Lake." Recording quality is good and compares well to higher priced merchandise. Can move from racks

LOW-PRICE CHILDREN'S ★★★★★

★★★★ LEARNING THE ABC'S & HOW TO COUNT

Rosemary Rice. Harmony HL 9509—Prominent TV actress Rosemary Rice turns her talents to the pre-kindergarten market in this enjoyable game of learning numbers and ABC's. It's based on the "repeat after me," method and with the charm and appeal of Miss Rice's way with the spoken and sung word, it can develop good reaction from moms and gift givers for the post-diaper set. Cute cover sells the idea of the package well and can attract attention.

CHRISTMAS ★★★★★

★★★★ CHRISTMAS DANCE PARTY

Jan Garber. Decca DL 8932—Aptly titled, Jan Garber's latest LP effort uses popular Christmas themes to provide his steady, danceable beat. Contents include such staples as "White Christmas," "Jingle Bells," "Winter Wonderland," "Rudolph the Red-Nosed Reindeer," etc. Appeal is primarily to the adult buyer of no-nonsense un gimmicked dance music, a la Lombardo. Fine as a party dance disk.

FOLK ★★★★★

★★★★ THE SOUNDS OF JERUSALEM

Yehuda Lev. Folkways FW 8552—Outstanding among documentary type albums, this is an imaginative collection of the sounds, secular and religious, everyday and holiday, of the many different kinds of people who live in Jerusalem. Its strength is derived from adept, colorful narration and writing and choice selection of taped sounds. It provides a fascinating glimpse of the human as well as historic values. Interest in Jerusalem due to best-selling novel and forthcoming movie, "Exodus," can be used to help sales of this LP.

LOW-PRICE

LATIN AMERICAN ★★★★★

★★★★ DANCE THE TANGO

Luis Alvarez Ork. Perfect PL 12008—Good set for the price. It includes several international tangos—all of which are presented in bright, rhythmic style by the ork. Sound is good, and the set can lure buys in pop and Latin American markets.

SPECIALTY ★★★★★

★★★★ CINDY AND I

Joey & Cindy Adams. M-G-M E 3784—Comedian Joey Adams and his attractive frau Cindy have a sizable number of fans as a result of their nitery appearances and Adams' numerous strong-selling books, including one tagged "Cindy and I." The wax version spotlights humorous husband-wife bickering, which should appeal to those who like this school of humor. Their delivery is deftly professional, but somewhat lacking in spontaneity. Funny liner notes by both artists.

★★★★

GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★★ THE VOICE IS RICH

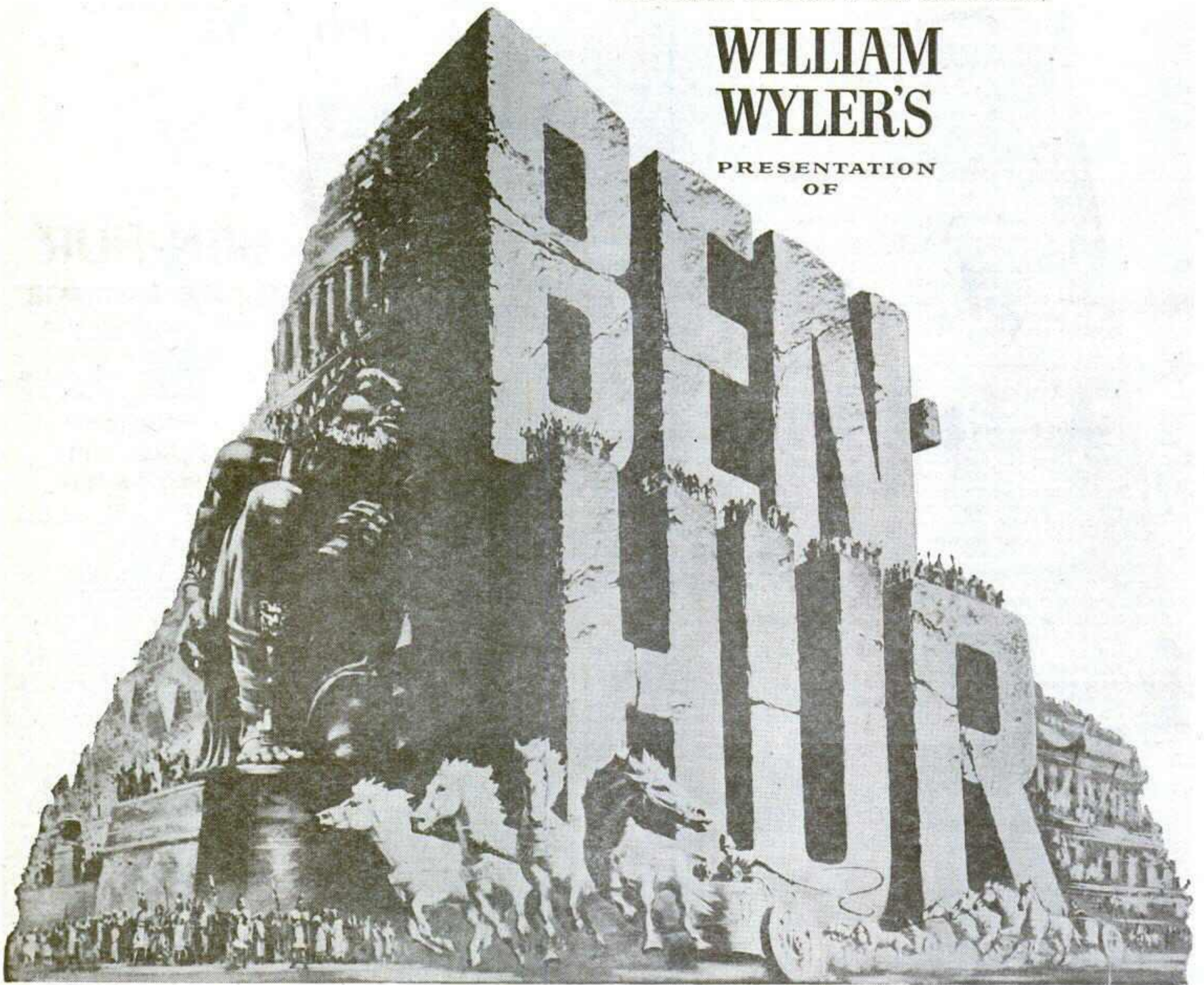
Buddy Rich. Mercury SR 60144 (Stereo & Monaural)—Drummer man Buddy Rich, (Continued on page 34)

SEE THE ENTERTAINMENT EXPERIENCE OF A LIFETIME!

from
METRO-GOLDWYN-MAYER

**WILLIAM
WYLER'S**

PRESENTATION
OF



TECHNICOLOR®

FILMED IN
CAMERA 65

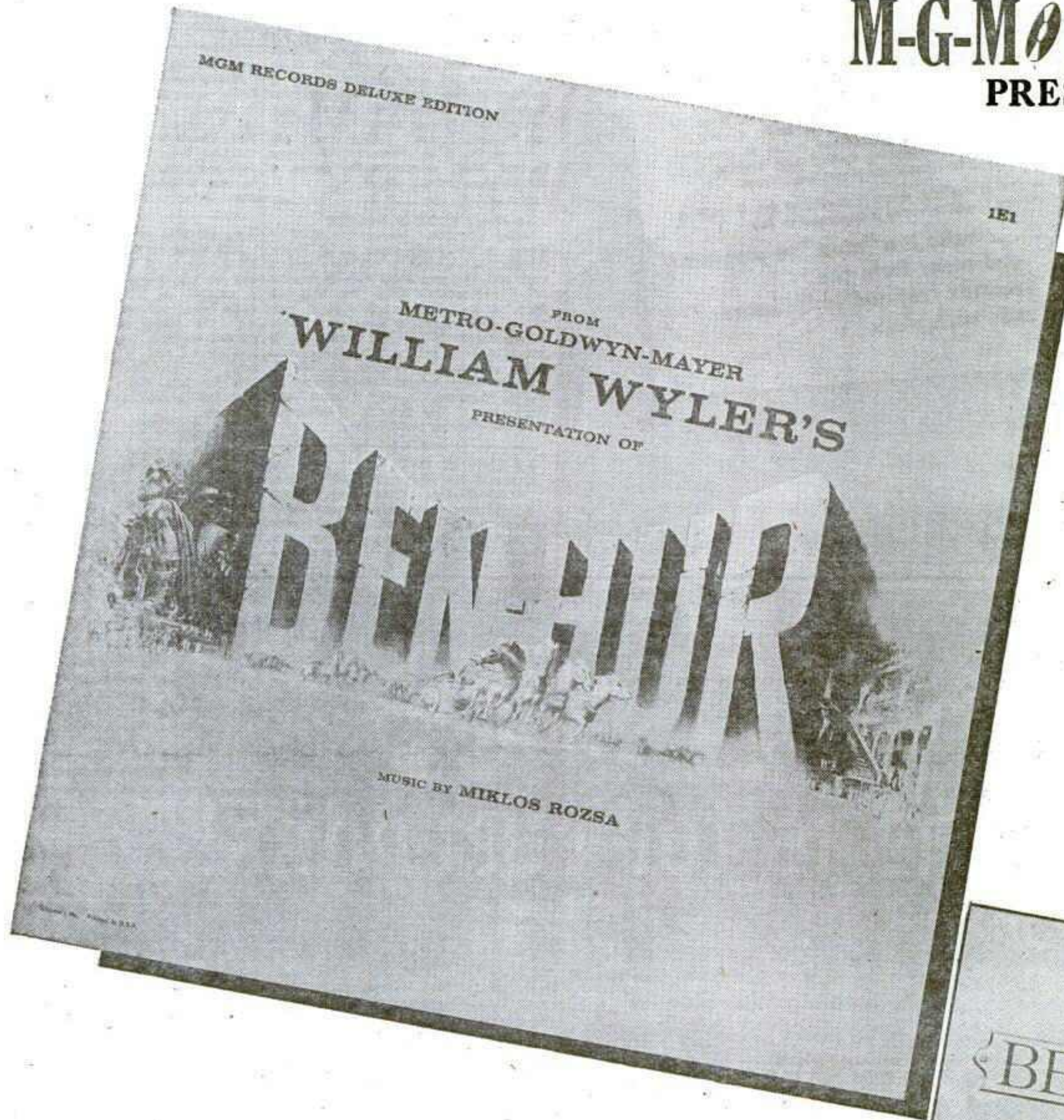
World Premiere Nov. 18 Loew's State N.Y.C.

NOV. 24-EGYPTIAN, LOS ANGELES; BOYD, PHILADELPHIA • NOV. 23-SAXON, BOSTON • DEC. 17-ALOUETTE, MONTREAL
DEC. 18-TOWER, DALLAS • DEC. 22-CORONET, SAN FRANCISCO • DEC. 23-UNIVERSITY, TORONTO; LINCOLN, MIAMI BEACH;
MICHAEL TODD, CHICAGO • DEC. 25-ROXY, ATLANTA • JAN. 19, 1960-MUSIC BOX, PORTLAND, ORE.; WARNER, PITTSBURGH
JAN. 28-LOEW'S OHIO, CLEVELAND • FEB. 3-BLUE MOUSE, SEATTLE • FEB. 11-UNITED ARTISTS, DETROIT • FEB. 19-ACADEMY,
MINNEAPOLIS • COOPER, OMAHA • ALSO EARLY IN 1960-CAPRI, KANSAS CITY; CAPITOL, CINCINNATI; CAPITOL,
VANCOUVER; LYRIC, INDIANAPOLIS; CENTER, SALT LAKE CITY; LOEW'S NEW COLUMBIA, WASHINGTON, D. C.

EUROPEAN PREMIERE DEC. 16-EMPIRE, LONDON.

HEAR THE MUSIC... THE LISTENING EXPERIENCE OF A LIFETIME!

M-G-M RECORDS PRESENTS



BEN-HUR
DELUXE PACKAGE
 with 32 page illustrated
 souvenir booklet in color
 taking you behind-the-scenes
 in the making of this
 great motion picture
MONAURAL...1E1
STEREO...S-1E1



MUSICAL HIGHLIGHTS FROM BEN-HUR
 on LION L 70123 (mono)—SL 70123 (stereo)

Place your orders NOW with your M-G-M RECORDS' distributor

7
out of
10
of
tomorrow's
100 hottest
records are
advertised
in Billboard
TODAY

—and four of them will soon reach the top 50!

A detailed study of the actual statistics over an extended period of time proves this incontrovertible fact: the record manufacturers themselves put the finger—in advance—on 70% of the records which will be among the 100 hottest records in the weeks ahead.



Where do they expose these successful picks?

Right in the pages of The Billboard each and every week. Yes, it's here that the manufacturers feature from among their complete weekly releases—those records which they themselves feel have the best chance of making it.

The fact that they are buying a full page or better in The Billboard is, in itself, a clear-cut indication that the featured record is one that they're really getting behind—and backing with cold dollars-and-cents promotion money!

What does this mean to you? Just this: if spotting the hits in advance is important to you

... make it a "must" to program and order from the records featured in Billboard ads each week

• Reviews and Ratings of New Albums

• Continued from page 31

★ ★ ★ GOOD SALES POTENTIAL

who has fronted various sizes of orks and combos in recent years, turns to the vocal department solely on this handsomely waxed set, which features a sizable band and a mixed vocal group in support. Some fine tunes are included like "Down the Old Ox Road," "You've Changed" and "I Don't Want to Walk Without You," all of which have their nostalgic value. Tho Rich has no great vocal assets, he has a way of selling the tunes nicely. Makes for good, easy-listening material from which jocks can cull programming bands.

pleasant, smoothly unobtrusive instrumental arrangements of such contrasting standards as "Lazy River," "Taboo," "You Make Me Feel So Young" and "Ja-Da."

★★★ **BROADWAY GOES TO COLLEGE**
Northwestern Men's Glee Club. Mercury SR 60139. (Stereo & Monaural)—One of the best-engineered disks of the season, this LP proves that stereo is as effective for choral efforts in the pop field as with masses or other classical works. The depth and breadth of this youthful group is vividly reproduced singing seven songs from Rodgers and Hammerstein shows, plus numbers from "Desert Song," "New Moon" and "Student Prince." Because many will enjoy hearing a lusty rendition of "Stout Hearted Men," among others, there's a definite place for this album.

★★★ **THE 20TH CENTURY STRINGS**
(Montenegro). 20th Fox 3018—Maestro-arranger Montenegro has scored a flock of delightful string arrangements for such memorable tunes as "Vaya Con Dios," "Canadian Sunset," "Peg O' My Heart," etc. Assisting behind the strings are banks of French horns, trombones and woodwinds. The title "Volume One," has been appended to the set, indicating that more may be on the way. If they are as well performed and recorded as this grouping, they should find a ready mood market.

★★★ **PERCUSSION IN VELVET**
Bobby Christian. Westminster WST • (Stereo & Monaural)—Band leader Bobby Christian has penned a legitimate serious work here that runs more than 15 minutes and is appropriately titled "Mt. Fujiyama Suite." It is divided into four parts, each dealing with a particular aspect of Japanese culture, sociology or topography. It is interesting both for its orchestrations and variety of moods it expresses. Also on the disk are other original compositions, including "Japanese Temple," "Valson" and "Impressione." The Suite is an intriguing work and deserves performances.

★★★ **IMAGINATION**
Johnny Smith. Warwick W 2003—Johnny Smith makes his album debut with a group of familiar standards ranging from "Over the Rainbow" to "On the Street Where You Live." Smith, now with the Chris Columbo Trio, is a good organist, with taste and a distinctive style. On this album he gets a chance to show off both his organ technique and his jazz stylings.

★★★ **KEEP IT GAY**
Greene & Iles. Mercury SR 60099 (Stereo & Monaural)—Eddie Greene and Stephen Iles (with nice assist from drummer Harry Jidel) combine talents on a varied line-up of keyboards—piano, organ, Magnaharp, Kruger String bass, etc. The results are

★★★ **CUBAN FIREWORKS**
Lita Baron & Bobby Ramos. Dot DLP 25179 (Stereo & Monaural)—Hernandez and his big, brass-filled Latin band offer a number of different Latin rhythms—cha cha, boleros, rumbas, mambos, etc. The sound is exceptionally bright on this one with emphasis thruout on the instrumental side. There is an occasional vocal by Bobby Ramos and one thrashing stint by Lita Baron, who also appears with her maracas on the cover. Title is apt here.

★★★ **AN AFFAIR TO REMEMBER**
Hal Mooney. Mercury SR 60093 (Stereo & Monaural)—Movie and show tunes form the vehicle here for Hal Mooney and his danceable, big band stereo sound. "An Affair to Remember," "But Not For Me," "I Could Write a Book," are among the listenable selections offered. The band has



Christmas is for everyone!

and TOPS has something for everyone!

OFFERING THE BIGGEST CHRISTMAS RELEASE SCHEDULE IN ITS 12 YEAR HISTORY

LOOK AT THIS GIFT LIST!



TOPS CHRISTMAS \$1.49 LPs
L1525 — Christmas Favorites
L1600 — Christmas Chimes
L1645 — Christmas At Our House
L1650 — Favorite Christmas Carole
L1676 — Let's All Sing Christmas
L1677 — Christmas With Kate

TOPS MAYFAIR STEREO \$2.98
9654S — Christmas At Our House
9650S — Favorite Christmas Carols
9676S — Let's All Sing Our Christmas Favorites
9677S — Christmas With Kate

GOLDENTONE 99¢ LP
G4025 — Christmas Favorites
G4047 — Songs For Christmas Time
TOPS 45 EP 99¢
82-603X — Christmas Favorites

TOPS 7" KIDDIE RECORDS 25¢
VX601 — Jingle Bells, Night Before Christmas
VX602 — Silent Night, O Come All Ye Faithful
VX603 — I Saw Mommy Kissing Santa Claus, Santa's Toy Shop
VX604 — Rudolph, The Red Nosed Reindeer
VX605 — Jingle Bells, Deck The Halls, First Noel

NEW RELEASES
L1660 — TRIBUTE TO THE BIG BANDS
L1661 — TV THEMES
L1672 — THE GREAT KATE
L1673 — KATE SMITH SPIRITUALS

TOPS... THE COMPANY THAT REVOLUTIONIZED THE INDUSTRY! — \$3.98 QUALITY FOR \$1.49 • FULL 40% MARK-UP ON ALL LP'S • 100% GUARANTEED SALE • DIRECT SALE TO ACCREDITED DEALERS.



A Division of Precision Radiation Instruments, Inc., 5810 S. Normandie Ave., Los Angeles, Calif.; 418 Lafayette St., New York, N.Y.

Copyrighted material

big brass and sax sections in the classic swing vein but the Mooney arrangements give it all a fresh up-to-dateness. Stereo focuses on separating the various ensemble segments. Pleasing wax, nicely packaged, for terpers or listeners.

★★★ LET'S DANCE WITH ERNIE

Ernie Heckscher. Verve MG-V 4033—Heckscher's Fairmont Hotel ork from San Francisco has its third set for the Verve people, and it's another salable entry in the society rhythm groove. As is usually the case with the cotillion type of dance music, the selections are limited primarily to standards (as from "Gigi"). The Heckscher group is smallish in numbers but they turn out a pleasing terperable brand of music.

★★★ LOW-PRICE POPULAR

★★★ DEARLY BELOVED

Marion Marlowe. Stereo-Spectrum SS 59—Besides being the owner of a pleasing voice, Marion Marlowe also is a good looker. This has helped her build a goodly collection of fans via nitery and musical comedy appearances as well as a run of several years with Arthur Godfrey on TV. These followers should be pleased with the present collection of sentimental favorites such as "Bill," "Yesterdays," "The Song Is You," "Long Ago," etc. They are sung with sincerity and emotion. Stereo is somewhat gimmicky, with the soloist alone in one speaker, the orchestra in the other.

★★★ TRUE LOVE

The Silver Strings. Perfect PL 12003—Pleasant and completely unaffected readings of a group of romantic standards by the Silver Strings Ork. The songs are the thing and the ork plays them simply for good music listening. Selections include "Laura," "I Love Paris," "True Love," and "Charmaine."

★★★ FASCINATING RHYTHMS

Van Lion. Harmony HL 7215—Feature of this disk is the use of unfamiliar rhythms with familiar tunes. Thus, the adaptation to cha-cha of "Shine" and "My Man," while "Sonny Boy" is turned out as a mambo and "Heat Wave" and "I Want to Be Happy" are played as rhythm fox trots. The band does well with arrangements that are good as well as unusual.

★★★ DANCING CHEEK TO CHEEK

Ron Bannister Ork, Luis Perez. Harmony JL 7216—Here's a package with strong appeal for those who enjoy nitery-

stayed society music. Bannister provides bouncy, lighthearted instrumental treatments of 13 memorable standards—"I Wish I Were in Love Again," "Varsity Drag," "Lady Is a Tramp." Perez takes over intermissions with equally terperable renditions of catchy Latin ditties.

★★★ JAZZ

★★★ TOMORROW IS THE QUESTION

Ornette Coleman. Contemporary M U3569—Ornette Coleman, hailed by some critics as an important new jazz artist and derided by others as much less important, features his controversial style along with trumpeter Don Cherry. Again Coleman plays in his unique manner of alto sax, a style that is self-consciously different and takes a lot of listening to get attuned to. Altho it really isn't outstanding jazz, its controversial nature will interest avant garde jazz buyers. Best sides are "Tomorrow Is the Question" and "Giggin'." All of the tunes were penned by Coleman.

★★★ CLASSICAL

★★★ MOZART: CONCERTO NO. 17 IN G MAJOR; CONCERTO NO. 24 IN C MINOR

Gina Bachauer & the London Ork. (Sherman). Capitol SG 7194 (Stereo & Monaural)—Gina Bachauer's keyboard style here is very solid, having technical certainty and assurance and blending beautifully with the orchestra. Sides are engineered excellently from the stereo standpoint, as well as surface glossiness.

★★★ BACH: BRANDENBURG CONCERTOS NOS. 1-6 (COMPLETE) (2-12")

Netherlands Chamber Ork. (Goldberg) Epic BSC 105—The Netherlands Chamber Orchestra offers competent readings of the six concertos. The various artists that comprise various instrumental groups show superior musicianship thruout. In addition to the complete two-volume set, they may be purchased individually in albums with three concertos each. Sound is a plus factor. Sets may have to be plugged, however, due to strong competition from many other available recordings of the works.

★★★ CHRISTMAS

★★★ CHILDREN'S CHRISTMAS ALBUM

Cyril Stapleton Ork and Children's Chorus. Richmond S 30057—Good low-price Xmas buy. Stapleton's ork plays material suitable for the holiday season. Much charm con-

tributed by the children's chorus. "Christmas Alphabet," "Rudolph" and "Green-sleeves" are typical.

★★★ MUSIC BOX MEDLEY OF CHRISTMAS

Bournard AB 3—Here's a lovely Christmas album that could rack up good sales if exposed. It contains well-known Christmas carols played on old music boxes. The sound is good and the recording is a very pretty one. The Bournard music box collection dates from 1825 when Joseph Bournard started the business in Switzerland.

★★★ FOLK

★★★ SKI SONGS

Bob Gibson. Elektra EKL 177—Bob Gibson, one of the better folk singers

around today, has an amusing album here, dealing with the popular winter sports of skiing. The songs concern the delights, the romance and the fun of skiing—as well as the pain—with many of the tunes set to familiar melodies, and all sung eloquently by Gibson. There is the saga of "Super Skier." "In This White World" and "My Highlands Lassie." The singer himself wrote the words to the tunes, and they make good listening. For folk and ski buffs.

★★★ SONGS OF ROBERT BURNS

Ewan MacColl. Folkways FW 8758—Ewan MacColl has a lusty, robust style. He's a well-known Scottish balladeer and as such is an ideal choice for the song and verse material written and collected by Burns. The selection of 23 includes "Green Grow the Rashes, O" and "A Man's a Man for A' That." Complete descriptive notes and lyrics are compiled

by Ralph Knight. In its field, a solid piece of merchandise, well-performed and edited.

★★★ SONGS OF THE ISRAELI DEFENSE ARMY

Hillel Raveh. Folkways FW 3051—Collection of songs stemming from the Hagannah, underground Israeli Army (now known as the Palmach), during their war for independence. Songs range for the spirited

(Continued on page 36)

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

Coming
in December 14
Billboard...

the famous
YEAR-END PROGRAMMING GUIDE

featuring
results of the
12th ANNUAL DISK JOCKEY POLL

and
highlighting a
TALENT BUYING SHOWCASE FOR 1960

More details on pages 6-7

from *Warwick*—two great albums
NOVEMBER SPECIAL: \$2.98

Regularly \$3.98

A GREAT NEW LP W-2007 BY
"JOHNNY & THE HURRICANES"
FEATURING "RED RIVER ROCK" M-509
(still going strong on all the charts)
Red River Rock also available on Extended Play EX 700
AND NOW THEIR THIRD SMASH HIT
"REVEILLE ROCK/TIME BOMB" M-513
any way you listen—a great instrumental group

"GOODIES BUT OLDIES"
Volume 2
W-2008
"The original recordings that made these songs famous—"
SIDE 1
1. SINCERELY by The Moonglows
2. CHURCH BELLS MAY RING by The Willows
3. I'LL BE HOME by The Flamingos
4. MY MEMORIES OF YOU by The Harp-Tones
5. LONELY NIGHTS by The Hearts
6. HAPPY, HAPPY BIRTHDAY, BABY by The Tune Weavers
SIDE 2
1. ALONE by The Shepherd Sisters
2. MOST OF ALL by The Moonglows
3. KISS FROM YOUR LIPS by The Flamingos
4. A SUNDAY KIND OF LOVE by The Harp-Tones
5. THIS SHOULD GO ON FOREVER by Rod Bernard
6. A THOUSAND STARS by The Rivileers

YOU ARE LOOKING AT ONE SIDE OF A 2 SIDED HIT...



...THIS IS THE OTHER



JOE TURNER

2044



Reviews and Ratings of New Albums

Continued from page 35

GOOD SALES POTENTIAL

"Hymn of the Palmach," to the lovely ballads "Tisbat," ("The Tale") and "Night, Night." Hillel Raveh scores well thruout. Good item for the genre.

INTERNATIONAL ★★★

★★★ ACCORDION D' ESPANA (Stereo & Monaural)—Jo Basile attractively numbers are Latin in flavor, the set could generate interest in several markets. Sound is good. Attractive cover.

★★★ ITALIAN STREET SINGER Val Valenti. Audio Fidelity AFLP 1902. (Stereo & Monaural)—Valenti styles a group of Italian pop selections with good ork and combo settings. His rich tenor is nicely showcased on the various songs. Lyrics to the numbers are in Italian. Bright, displayable cover and fine sound are plus factors. It can have wide appeal. Included are "O Sole Mio," "Santa Lucia Luntana" and "Maria Mari."

LOW-PRICE

INTERNATIONAL ★★★

★★★ GREAT GERMAN CHORUSES The Frankfurt Male Chorus. Perfect PL 12004—The Frankfurt Male Chorus comes thru with a good group of readings of some familiar German folk and march tunes. The chorus handles the material with robustness and vigor and admirers of male choruses will enjoy it. Tunes include "Wanderschaft," "Die Himmel Ruhmen" and "Gut' Nacht."

LATIN AMERICAN ★★★

★★★ CHA CHA CHA (VOL. 4) Marimba Chapias. (Audio Fidelity AFLP 1900)—(Stereo & Monaural)—Familiar sexy cover photo of kneeling girl gives this package display value. The marimba Chapias offer deft, danceable instrumental treatments—all in cha cha rhythm—of such catchy Latin themes as "Triana Morena," "Nunca," and "Patricia."

LOW-PRICE

LATIN AMERICAN ★★★

★★★ BIG BAND CHA CHA

Chaquito. Perfect PL 12006 — This is a dance package with authentic rhythms and instrumentation. Both Latin and American material comprise the tunes — which are interesting in that they contain many songs not very well known.

RELIGIOUS ★★★

★★★ WINGS OF PRAISE The Melody Four Quartet. Word WST 8023 LP. (Stereo & Monaural) — The Melody Four presents graceful readings of a group of hymns — some obscure and others well-known. There are a few solo renditions as well. Light piano accompanies on most selections. Tunes include "I Believe in Miracles," "Jesus Is All the World to Me," and "It's Not an Easy Road," a spiritual. It should attract.

★★★ KATE SMITH SINGS HYMNS AND SPIRITUALS

Tops 9673 S. (Stereo & Monaural) — The veteran thrush has been appearing frequently on TV lately and like that exposure, this album can help keep her name in the public eye. Here she sings just what the title suggests with numbers like "Old Time Religion," "Sweet Hour of Prayer," "The Old Rugged Cross," etc. included. Accompaniment includes thin instrumental work and a vocal chorus under Alex Deane. Name value can corral some sales.

LOW-PRICE SPECIALTY ★★★

★★★ THE SOUND OF THE CONFEDERACY

Col. Beauregard Johnson & the Volunteers. Whitehall WH 20022 — A rousing set by the good Colonel and his complement. The men render a number of marching tempos associated with the rebel cause in the Civil War, including "Dixie's Land," "Boys Keep Your Powder Dry," "All Quiet Along the Potomac Tonight," and "Maryland, My Maryland." Many of the numbers are preceded by a solo bugle call leading into the ensemble section. A package of nostalgia in the numbers and in the instrumentation of the band, which resembles that of the unit which used to offer the summer concert on the village green. Good cover, too.

MODERATE SALES POTENTIAL

POPULAR ★★

★★ HAPPY HONKY-TONK PIANO Russ Conway. Cub 8005 — Typical honky-tonk piano, with the happy, tinny sound. Conway understands the idiom. His selections include "Beer Barrel Polka," "Lovely Bunch of Coconuts," "April Showers," etc.

★★ DIXIELAND KICKOFF Pee Wee Hunt. Capitol T 1265 — Pee Wee Hunt and his Orchestra perform Dixieland versions of famous college songs here that should appeal to the college set, and even to old grads. The tunes include the football marches of Illinois, Notre Dame, Dartmouth, Michigan, Minnesota, Ohio State, Yale, Iowa, U.S.C., Harvard, Princeton and Wisconsin. A bright set for the football season.

★★ PIECES OF EIGHT Various Artists. Offbeat 4016 — The revue contains a few pleasant numbers, the none rank as standouts. It received favorable notices in its New York opening. It can have territorial and specialized appeal.

★★ CONTINENTAL ACCORDION Walter Eriksson. Colonial LP 137—Eriksson contributes excellent accordion solo work on a group of nostalgic continental-styled themes. Selections include "Two Guitars," "La Cumparita," "Estrelita," and "Polka Francaise." Pleasant mood wax.

★★ HEAVENLY TANGOS San Diego Tango Ork. Colonial LP 136 —Pleasant instrumental treatments of haunting tango themes with a nice Latin dance tempo. Selections include "Sad Eyes," "Roulette," "Tango of Love," "Tango D'Amour," etc.

LOW-PRICE POPULAR ★★

★★ MISS YOU Gigi Durston. Rondolette 865 — Thruh Gigi Durston wraps her deep contralto style

ous style and wild beat that somehow misses the rock and roll effects it is trying to achieve.

JAZZ ★★

★★ BENNIE GREEN BLOWS HIS HORN Prestige 7160 — This collection of record-



WANTED 45 RPM's Unused • Any Age COLUMBIA • RCA VICTOR CAPITOL Write Billboard, Box #250 1564 Broadway, New York City 36

Washington D.C. Hotel Raleigh advertisement including address, amenities, and contact information for Joseph Massaglia, Jr.

ings was made back in the summer and fall of 1955, and many of them were released previously on LP. They show off some swinging trombone work by Green, backed smartly by Cliff Smalls on piano and Charlie Rouse on tenor. Tunes include "Say Jack," "Laura," and "Body and Soul." (Continued on page 50)

101 Strings The World's First Stereo-Scored Orchestra

AUDIO FIDELITY RECORDS PRE-PAK BIG PROFITS \$

The Big Hits Are On Today's Hit Trademark Mercury RECORDS

ask for Musidisc the Super Sound System MUSIDISC INTERNATIONAL INC. 666 FIFTH AVENUE • NEW YORK 19, N. Y.

As Usual, Request Records, Presents the Unusual... REQUEST RECORDS, INC. 443 West 49th St., NYC 19, N. Y.

MUSIC BOX ONE STOPS Dealers: Don't Pour \$\$\$ In Dead Stock Order Best-Selling Singles and Christmas LP's (any quantity), on 100% Guarantee! Write-wire-phone any of our 5 offices for details. Free Title Strips for Juke Box Ops

50,000,000 ELVIS FANS CAN'T BE WRONG

ELVIS' GOLD RECORDS - Volume 2

I FEEL SUCH A WAY
 I NEED YOUR LOVE TONIGHT
 WEAR MY RING AROUND YOUR NECK
 TREAT ME NICE
 ONE NIGHT THAT'S ALL RIGHT
 OH LITTLE TOWN OF BETHLEHEM
 SILENT NIGHT
 WHITE CHRISTMAS
 HERE COMES SANTA CLAUS

MAGIC MILLIONS
 RCA VICTOR
 LPM-2075
 A "New Orthostatic" High Fidelity Record



ELVIS' GOLD RECORDS—Volume 2

With 50,000,000 record sales to his credit, Elvis Presley is all-time champ at the cash register. Now here comes another great Presley *album*, a best-of-Elvis collection that promises to be a jumbo money-magnet for every dealer in the country. 50,000,000 Elvis fans can't be wrong. Sell your share of "Elvis' Gold Records, Vol. 2." Order now!



NEW ELVIS 45 EP ALBUMS!

"A TOUCH OF GOLD, VOL. I," EPA-5088: Hard Headed Woman, Good Rockin' Tonight, Don't, I Beg of You.
 "A TOUCH OF GOLD, VOL. II," EPA-5101: Wear My Ring Around Your Neck, Treat Me Nice, One Night, That's All Right.
 "CHRISTMAS WITH ELVIS," EPA-4340: Oh Little Town of Bethlehem, Silent Night, White Christmas, Here Comes Santa Claus.

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending November 7

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Mack the Knife	1	11	6. Primrose Lane	7	9
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 30978; Billy Vaughan, Dot 15444.			By Callender-Shanlin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Jerry Wallace, Challenge 59047.		
2. Mr. Blue	2	9	7. Deck of Cards	5	7
By Dwayne Blackwell—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolton 5.			By T. Texas Tyler—Published by American (BMI) BEST SELLING RECORD: Wink Martindale, Dot 15968. RECORDS AVAILABLE: Tex Ritter, Cap 1665; T. Texas Tyler, King 5249; Tex Williams, Dec 28809.		
3. Don't You Know	4	7	8. Teen Beat	8	10
By Bobby Worth—Published by Alexis (ASCAP) BEST SELLING RECORD: Della Reese, Vic 7591.			By Nelson Egnoian—Published by Drive-In (BMI) BEST SELLING RECORD: Sandy Nelson, Original Sound 5.		
4. Put Your Head on My Shoulder	3	10	9. Heartaches by the Number	13	5
By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10040.			By H. Howard—Published by Pamper (BMI) BEST SELLING RECORD: Guy Mitchell, Columbia 41476. RECORD AVAILABLE: Ray Price, Col 41374.		
5. Lonely Street	6	8	10. The Enchanted Sea	14	3
By K. Sowder-W. S. Stevenson-C. Belew—Published by Four Star (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1370. RECORD AVAILABLE: Carl Belew, Four Star 1701.			By Metis-Starr—Published by Volkwein (ASCAP) BEST SELLING RECORDS: Martin Denny, Liberty 55212; Islanders, May Flower 16.		
Second Ten					
11. So Many Ways	17	3	16. We Got Love	26	2
By Bobby Stevenson—Published by Brenda (BMI) BEST SELLING RECORD: Brook Benton, Mer 71512. RECORD AVAILABLE: Varetta Dillard, Savoy 1153.			By Kal Davis-Bernie Lowe—Published by Kaimana-Lowe (ASCAP) BEST SELLING RECORD: Bobby Rydell Cameo 169.		
12. Seven Little Girls (Sittin' in the Back Seat)	10	6	17. In the Mood	16	5
By Hilliard-Pockriss—Published by Sequence (ASCAP) BEST SELLING RECORD: Paul Evans & the Curis, Guaranteed 200.			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 29449; Jerry Gray Ork, Dec 27177; Johnny Maddox, Dot 15045.		
13. Danny Boy	11	5	18. Oh, Carol	20	4
By Weatherly—Published by Bossey & Hawkes (ASCAP) BEST SELLING RECORD: Conway Twitty, M-G-M 12826. RECORDS AVAILABLE: Sil Austin, Mer 71442; Al Hibbler, Atlantic 911 & 1071; Joni James, M-G-M 12369; Glenn Miller Ork, Vic 0040; Slim Whiteman, Imp 8201.			By Neil Sedaka & Howard Greenfield—Published by Aldon (BMI) BEST SELLING RECORD: Neil Sedaka, Vic 7595.		
14. Misty	18	3	19. Unforgettable	21	3
By Burke & Gardner—Published by Vernon-Octave (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 41483. RECORDS AVAILABLE: Georgi Auld, Coral 65513; Chris Connor, Atlantic 2037; Erroll Garner, Mer 30037; Jane Harvey, Dot 15885; Bill Shepherd, Signet 12012; Sarah Vaughan, Mer 71477.			By Irving Gordon—Published by Bourne (ASCAP) BEST SELLING RECORD: Dinah Washington, Mer 71508.		
15. Dance With Me	22	2	20. ('Til) I Kissed You	12	12
By Lebish-Glick—Published by Tredlew-Tiger (BMI) BEST SELLING RECORD: Drifters, Atlantic 2040.			By Don Everly—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1369.		
Third Ten					
21. Battle Hymn of the Republic	19	9	26. Be My Guest	27	2
By Wilhousky—Published by Carl Fischer (ASCAP) RECORD AVAILABLE: The Mormon Tabernacle Choir, Col 41459.			By Domino-Marascalco-Boyce—Published by Travis (BMI) RECORD AVAILABLE: Fats Domino, Imperial 5629.		
22. You Were Mine	28	4	27. The Three Bells	29	15
By Paul Gialcalione—Published by Dara & Good (BMI) RECORDS AVAILABLE: Fireflies, Ribbon 6901; Rudy West, King 5276.			By Dick Manning and Jean Villard. English lyric: Bert Reisfeld—Published by Southern (ASCAP) RECORDS AVAILABLE: J. T. Adams & the Men of Texas, Word 686; Browns, Vic 7555; Dick Flood, Monument 408.		
23. Love Potion #9	-	1	28. Woo-Hoo	23	3
By Leiber-Stoller—Published by Quintet Music (BMI) RECORD AVAILABLE: Clovers, United Artists 180.			By G. D. McGraw—Published by Shapiro-Bernstein & McGraw (ASCAP) RECORD AVAILABLE: Rock-A-Teens, Roulette 4192.		
24. Poison Ivy	9	10	29. Say Man	-	6
By Leiber-Stoller—Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6146.			By C. McDaniel—Published by Arc (BMI) RECORD AVAILABLE: Bo Diddley, Checker 931.		
25. Just Ask Your Heart	15	9	30. High School U. S. A.	-	1
By DeNota-Ricci-Damata—Published by Rambled (BMI) RECORD AVAILABLE: Frankie Avalon, Chancellor 1040.			By Royster-Leader—Published by Progressive (BMI) RECORD AVAILABLE: Tommy Facenda, Atlantic 51 to 78.		

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

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

BREAKING EVERYWHERE!

SELLING EVERYWHERE!

Join the parade with...

Wilma Lee & Stoney Cooper

**"THERE'S A
BIG WHEEL"**

b/w

RACHEL'S GUITAR

HICKORY #1107



Hickory

Records
2510 Franklin Road,
Nashville 4, Tennessee

FOR THE WEEK
ENDING NOVEMBER 22

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
1	2	2	2		MR. BLUE Fleetwoods, Dolton 5		11
2	1	1	1		MACK THE KNIFE Bobby Darin, Atco 6147		13
3	4	4	5		DON'T YOU KNOW Della Reese, RCA Victor 7591	S	9
4	3	3	3		PUT YOUR HEAD ON MY SHOULDER Paul Anka, ABC-Paramount 10040	S	12
5	10	12	24	★	HEARTACHES BY THE NUMBER Guy Mitchell, Columbia 41476		7
6	5	6	6		LONELY STREET Andy Williams, Cadence 1370		11
7	6	5	4		TEEN BEAT Sandy Nelson, Original Sound 5		11
8	7	7	10		DECK OF CARDS Wink Martindale, Dot 15968		10
9	12	13	28		SO MANY WAYS Brook Benton, Mercury 71512	S	5
10	8	8	8		PRIMROSE LANE Jerry Wallace, Challenge 59047		14
11	13	14	15		IN THE MOOD Ernie Fields, Rendezvous 110		9
12	21	22	38	★	WE GOT LOVE Bobby Rydell, Cameo 169		6
13	9	15	17		7 LITTLE GIRLS (SITTIN' IN THE BACK SEAT) Paul Evans & the Curfs, Guaranteed 200		10
14	11	19	26		DANNY BOY Conway Twitty, M-G-M 12826	S	8
15	18	30	33		THE ENCHANTED SEA Islanders, May Flower 16		8
16	23	34	46	★	DANCE WITH ME The Drifters, Atlantic 2040		6
17	22	51	80	★	BE MY GUEST Fats Domino, Imperial 5629		4
18	17	29	34		UNFORGETTABLE Dinah Washington, Mercury 71508	S	7
19	16	17	25		OH, CAROL Neil Sedaka, RCA Victor 7595		6
20	20	18	30		MISTY Johnny Mathis, Columbia 41483		7
21	25	24	35		WOO-HOO Rock-A-Teens, Roulette 4192		7
22	26	21	21		YOU WERE MINE Fireflies, Ribbon 6901		11
23	33	35	42	★	LOVE POTION #9 Clovers, United Artists 180		10
24	15	9	7		JUST ASK YOUR HEART Frankie Avalon, Chancellor 1040	S	12
25	24	16	13		BATTLE HYMN OF THE REPUBLIC Mormon Tabernacle Choir, Columbia 41459		11
26	14	10	9		POISON IVY Coasters, Atco 6146		13
27	19	11	11		('TIL) I KISSED YOU Everly Brothers, Cadence 1369		14
28	38	49	51	★	HIGH SCHOOL U.S.A. Tommy Facenda, Atlantic 51 to 78		5
29	45	95	—	★	REVELLE ROCK Johnny and the Hurricanes, Warwick 513	S	3
30	32	26	20		SAY MAN Bo Diddley, Checker 931		9
31	41	65	81	★	THE ENCHANTED SEA Martin Denny, Liberty 55212	S	4
32	31	36	43		LIVING DOLL Richard & the Drifters, ABC-Paramount 10042		8
33	36	78	94		I'VE BEEN AROUND Fats Domino, Imperial 5629		4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
34	39	44	44		IF I GIVE MY HEART TO YOU Kitty Kallen, Columbia 41473		7
35	56	75	—	★	ALWAYS Sammy Turner, Big Top 3029		3
36	37	41	40		JUST AS MUCH AS EVER Bob Beckham, Decca 30861		15
37	43	46	52		BELIEVE ME Royal Teens, Capitol 4261		4
38	72	94	—	★	YOU'VE GOT WHAT IT TAKES Mary Johnson, United Artists 185		3
39	42	42	39		TORQUAY Fireballs, Top Rank 2008		8
40	48	53	60		TALK TO ME Frank Sinatra, Capitol 4284		5
41	49	58	74		CLOUDS The Spacemen, Alton 254		5
42	57	77	—	★	(IF YOU CRY) TRUE LOVE, TRUE LOVE Drifters, Atlantic 2040		3
43	100	—	—	★	WONT'CHA COME HOME Lloyd Price, ABC-Paramount 10062	S	2
44	35	27	27		THE ANGELS LISTENED IN The Crests, Coed 515		14
45	68	90	96	★	MIDNIGHT STROLL Revels, Norgolde 103		5
46	—	72	—	★	I DIG GIRLS Bobby Rydell, Cameo 169		4
47	44	55	88		COME INTO MY HEART Lloyd Price, ABC-Paramount 10062	S	4
48	51	52	65		POCO LOCO Gene & Eunice, Case 101		11
49	46	48	56		JOEY'S SONG Bill Haley & His Comets, Decca 30956		7
50	75	89	—	★	SCARLET RIBBONS Browns, RCA Victor 7614	S	3
51	80	—	—	★	MARINA Rocco Granata, Laurie 3041		2
52	76	57	68		TENNESSEE WALTZ Bobby Comstock, Blaze 349		5
53	27	31	23		HEY LITTLE GIRL Dee Clark, Abner 1029	S	13
54	30	25	22		WORRIED MAN Kingston Trio, Capitol 4271		10
55	—	—	—	★	THE BIG HURT Toni Fisher, Signet 275		1
56	28	23	14		RED RIVER ROCK Johnny and the Hurricanes, Warwick 509	S	16
57	29	20	12		SLEEP WALK Santo and Johnny, Canadian-American 103		17
58	40	37	37		SOME KIND-A EARTHQUAKE Duane Eddy, Jamie 1130	S	7
59	34	33	18		MORGEN Ivo Robic, Laurie 3033		14
60	65	60	66		FIRST LOVE, FIRST TEARS Duane Eddy, Jamie 1130	S	8
61	55	50	47		SHOUT (I) Isley Brothers, RCA Victor 7588	S	9
62	50	47	41		MAKIN' LOVE Floyd Robinson, RCA Victor 7529		17
63	81	73	79	★	TENNESSEE WALTZ Jerry Fuller, Challenge 59057		4
64	66	66	72		PRETEND Carl Mann, Philips International 3546		4
65	82	93	—	★	TINY TIM LaVern Baker, Atlantic 2041		3
66	89	99	—	★	SMOOTH OPERATOR Sarah Vaughan, Mercury 71519		3
67	—	—	—	★	THE BEST OF EVERYTHING Johnny Mathis, Columbia 41491		1

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
68	96	—	—	★	I'M MOVIN' ON Ray Charles, Atlantic 2043		—
69	58	63	91		FIRST NAME INITIAL Annette, Vista 349		4
70	86	—	—		UH! OH! The Natty Squirrels, Hanover 4540		2
71	85	96	—		FANCY NANCY Skip and Flip, Brent 7005		3
72	73	81	—		YOU WENT BACK ON YOUR WORD Clyde McPhatter, Atlantic 2038		3
73	88	—	—	★	EL PASO Marty Robbins, Columbia 41511		2
74	93	—	—	★	ONE MORE CHANCE Rod Bernard, Mercury 71507		2
75	53	40	36		MARY LOU Ronnie Hawkins, Roulette 4177	S	14
76	61	45	32		BROKEN-HEARTED MELODY Sarah Vaughan, Mercury 71477		18
77	90	—	—		HAPPY ANNIVERSARY Four Lads, Columbia 41497		2
78	62	62	58		BOO BOO STICK BEAT Chet Atkins, RCA Victor 7589		8
79	77	85	—		STARRY EYED Gary Stites, Carlton 521	S	3
80	52	32	16		THE THREE BELLS Browns, RCA Victor 7555	S	17
81	—	—	—	★	HOUND DOG MAN Fabian, Chancellor 1044	S	—
82	78	83	87		THE HUNCH Bobby Peterson, V-Tone 205		4
83	87	—	—		HAPPY ANNIVERSARY Jane Morgan, Kapp 305		2
84	47	38	45		TUCUMCARI Jimmie Rodgers, Roulette 4191	S	9
85	83	88	97		THE HUNCH Paul Gayten, Anna 1106		4
86	67	59	62		IT HAPPENED TODAY The Skyliners, Calico 109		8
87	92	—	89		I'LL BE SEEING YOU Poni Tails, ABC-Paramount 10047		3
88	91	100	—		WHEEL OF FORTUNE The Knightsbridge Strings, Top Rank 2014		3
89	84	87	92		JUST TO BE WITH YOU The Passions, Audicon 102		5
90	99	—	—		THERE I'VE SAID IT AGAIN Sam Cooke, Keen 82105		2
91	98	—	—		OLD SHEP Ralph De Marco, Guaranteed 202		2
92	—	—	—		GOODNIGHT MY LOVE Ray Peterson, RCA Victor 7635		1
93	—	—	—		GILEE Sonny Spencer, Memo 17984		1
94	95	98	—		HONESTLY AND TRULY Tommy Edwards, M-G-M 12837	S	3
95	—	—	—		MARINA Jacky Noguez, Jamie 1137		1
96	—	—	—		GOD BLESS AMERICA Connie Francis, M-G-M 12841	S	1
97	—	—	—		(NEW IN) THE WAYS OF LOVE Tommy Edwards, M-G-M 12837	S	1
98	—	—	—		I WALK THE LINE Don Costa, United Artists 190		1
99	64	64	73		I DON'T KNOW Ruth Brown, Atlantic 2035		6
100	—	—	—		SO YOUNG Clyde Stacey, Argyle 1001		1

& TOMORROW'S TOPS

BEST BUYS

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

POP

- *SCARLET RIBBONS The Browns
(Mills, ASCAP) RCA Victor 7614
- *MARINA Rocco Granata
(Maxwell, BMI) Laurie 3041
- THE BIG HURT Toni Fisher
(Music Prod., ASCAP), Signet 275
- *SMOOTH OPERATOR Sarah Vaughan
(Eden, BMI) Mercury 71519

*I'M MOVIN' ON Ray Charles
(Hill & Range, BMI) Atlantic 2043

*THE BEST OF EVERYTHING Johnny Mathis
(Miller, ASCAP) Columbia 41491

C&W

*RIVERBOAT Faron Young
(Tree BMI) Capitol 4291

R&B

*SHADOWS The Five Satins
(Scherlyn-Pent, BMI) Ember 1056

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. SANDY Larry Hall, Strand
2. MEXICAN JOE Mitchell Torok, Guyden
3. I DONT KNOW WHAT IT IS The Blue Notes, Brooke
4. MARINA Willy Alberli, London
5. SHADOWS The Five Satins, Ember
6. AMONG MY SOUVENIRS Connie Francis, M-G-M
7. WE TOLD YOU NOT TO MARRY Titus Turner, Glover
8. TIME TO CRY Paul Anka, ABC-Paramount
9. FRIENDLY WORLD Fabian, Chancellor
10. DO-RE-MI Mitch Miller, Columbia
11. EBB TIDE Bobby Freeman, Josie
12. TALK THAT TALK Jackie Wilson, Brunswick
13. (IT'S NO) SIN Billy Vaughn, Dot
14. WHY Frankie Avalon, Chancellor
15. MIGHTY GOOD Ricky Nelson, Imperial

HOT 100: A TO Z

Always	35
Angels Listened In, The	44
Battle Hymn of the Republic	25
Be My Guest	17
Believe Me	37
Best of Everything, The	67
Big Hurt	55
Boo Boo Stick Beat	78
Broken-Hearted Melody	76
Clouds, The	41
Come Into My Heart	47
Dance With Me	16
Danny Boy	14
Deck of Cards	8
Don't You Know	3
El Paso	73
Enchanted Sea, The (Denny)	31
Enchanted Sea, The (Islanders)	15
Fancy Nancy	71
First Love, First Tears	60
First Name Initial	69
Gilee	93
God Bless America	96
Goodnight My Love	92
Happy Anniversary (Four Lads)	77
Happy Anniversary (Morgan)	83
Heartaches by the Number	53
Hey, Little Girl	53
High School U. S. A.	28
Honestly and Truly	94
Hound Dog Man	81
Hunch, The (Gayten)	85
Hunch, The (Peterson)	82
I Dig Girls	46
I Don't Know	48
I Walk the Line	98
If I Give My Heart to You	34
(If You Cry) True Love, True Love	42
I'll Be Seeing You (Poni Tails)	87
I'm Movin' On	68
In the Mood	11
It Happened Today	86
I've Been Around	33
Joe's Song	49
Just as Much as Ever	36
Just Ask Your Heart	24
Just to Be With You	89
Living Doll (Richards)	32
Lonley Street	6
Love Potion #9	23
Mack the Knife	2
Makin' Love	62
Marina (Granata)	51
Marina (Nogues)	75
Mary Lou	75
Midnight Stroll	45
Mr. Blue	1
Misty	20
Morgen	59
(New In) The Ways of Love	97
Oh, Carol	19
Old Shap	91
One More Chance	74
Poco Loco	48
Poison Ivy	26
Pretend	64
Primrose Lane	10
Put Your Head on My Shoulder	4
Red River Rock	56
Reveille Rock	29
Say Man	30
Scarlet Ribbons	50
7 Little Girls (Sittin' in the Back Seat)	13
Shout (I)	61
Sleep Walk	57
Smooth Operator	66
So Many Ways	9
So Young	100
Some Kind-A Earthquake	58
Starry Eyed	79
Talk to Me	40
Teen Beat	7
Tennessee Waltz (Fuller)	63
Tennessee Waltz (Comstock)	52
There I've Said It Again	90
Three Bells, The	80
(Til) I Kissed You	27
Tiny Tim	39
Torquay	39
Tucumcari	84
Uhi Oh!	70
Unforgettable	18
We Got Love	12
Wheel of Fortune	88
Wont'cha Come Home	43
Woo-Hoo	21
Worried Man	54
You Got What It Takes	38
You Went Back on Your Word	72
You Were Mine	22

REVIEWS OF

THIS WEEK'S SINGLES

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

THE PLATTERS



WHAT DOES IT MATTER (A.M.C., ASCAP) — MY SECRET (A.M.C., ASCAP)—The Platters serve up two strong sides that should keep them in the hit groove. "What Does It Matter" is a rockaballad that spots lead Tony Williams, who gets a strong group assist. "My Secret" is a gospelish type, and it's also strongly rendered. Mercury 71538

JONI JAMES



LITTLE THINGS MEAN A LOT (Evans, ASCAP)—I LAUGHED AT LOVE (Feist, ASCAP)—Miss James treats "Little Things" to a sparkling, rockaballad revival. Her smooth delivery could mean a hit. "I Laughed at Love," a fine oldie, is done with a Latin flavor, and this, too, has strong potential. M-G-M 12849

THE CURLS



WHY DIDN'T I GO (Morris, ASCAP) — IMAGINEZ VOUS (Morris, ASCAP)—The fem group has cute sounds on both of these infectious sides. "Why Didn't I Go" is a bright, bouncy tune about someone who is trying to make her fella jealous. Flip, "Imaginez Vous" tells of two teens spouting in high school French. Everest 19319

THE DIAMONDS



BATMAN, WOLFMAN, FRANKENSTEIN OR DRACULA (Sequence, BMI)—WALKIN' THE STROLL (Vivo, BMI)—"Batman" is a cute novelty that tells of a chick who cuddles in the movies only when there is a horror film showing. The boys read it nicely over good ork support. "Walkin' the Stroll" is a danceable blues item, sung well in stroll tempo. Both can happen. Mercury 71534

BOB McFADDEN



(SING ALONG WITH THE MUMMY) SHAKE, RATTLE & ROLL (Progressive, BMI)—BINGO (Northern, ASCAP)—Bob McFadden, who scored recently with "The Mummy" has another funny side that can just as well in "Shake, Rattle & Roll." It's done from the Mummy's point of view, and mention of several ghoulish aspirations is the theme. "Bingo" has an announcer calling out the numbers to the well-known game, while the ork presents a catchy, danceable cha cha. The off-beat sides should attract. Brunswick 55156

CLIFF RICHARD



DYNAMITE (Kalith, BMI) — TRAVELLIN' LIGHT (Alamo, ASCAP)—The English chanter has two strong bids. "Dynamite" is a racy rocker that he belts with exhuberance. "Travellin' Light," is a folkish song that is leisurely paced. He handles both smartly. ABC-Paramount 10066

WEBB PIERCE



NO LOVE HAVE I (Cedarwood, BMI)—WHIRLPOOL OF LOVE (CEDARWOOD, BMI)—Pierce has a potent two-sider to follow his "I Ain't Never." "No Love" is bright spiritual sort that is done over snappy chorus backing. "Whirlpool" is a ballad with beat that is also handled with drive. Either can score. Decca 31021

EUGENE CHURCH



JACK OF ALL TRADES (Recordo, BMI)—WITHOUT SOUL (Recordo, BMI)—Church could follow "Miami" with either of these gospel-tinged sides. Both are rhythmic items that get strong vocals over spirited ork and chorus support. Dual-market sides. Class 261

EDDIE COCHRAN



HALLELUJAH, I LOVE HER SO (Progressive, BMI)—LITTLE ANGEL (Moonbeam, BMI) — Cochran belts "Hallelujah," the Great Ray Charles tune over a gospelish arrangement that includes strings. It's a standout side, and a likely winner. "Little Angel" is also on the spiritual order, and it's also accorded a smart warble. Liberty 55217

MARK DINNING



BYE NOW, BABY (Acuff-Rose, BMI)—TEEN ANGEL (Acuff-Rose, BMI)—Dinning has two powerful sides, and either could step out. "Bye Now, Baby" has Hawaiian overtones, and it's given a gentle reading. Flip, "Teen Angel" is folkish, and the vocal is just as salable. M-G-M 12845

Christmas

JOHNNY HORTON



THEY SHINED UP RUDOLPH'S NOSE (Magic Circle, BMI)—The bright, happy Christmas tune is sung appealingly by Horton, as he tells about Rudolph, who has to do some overhauling this year. It can be a big, seasonal item. Flip is "The Electrified Donkey" (Four Star, BMI). Columbia 41522

THE BEVERLY SISTERS



THE LITTLE DONKEY (Chappell, ASCAP)—THE TOY DRUM (WITH THIS DRUM) (Knollwood, ASCAP)—The Beverlys have two charming Christmas songs. "The Little Donkey" is a sweet theme about the donkey who carried Mary. It's given a lovely reading. Flip, "The Toy Drum" reminds a bit of the "Little Drummer Boy." Both should attract play. London 1891

(Continued on page 43)

GILLESPIE

CHECK THE CHARTS ✓

DEE JAYS—Write us if you have not received sample copies

National Distribution

MEMO RECORDS

204 WEST 49th ST.

Circle 5-5310

Reviews of THIS WEEK'S SINGLES (continued)

Continued from page 41

Country & Western

JIMMIE SKINNER



MARRIED TO A FRIEND (Skinner & Oleta, BMI)—**RIVERBOAT GAMBLER** (Skinner, BMI)—Skinner appears to have winners with these fine country sides. "Married to a Friend" is an attractive weeper that he renders with heart. "Riverboat Gambler," a honky-tonker is also given a meaningful reading. Mercury 71539

Rhythm & Blues

JIMMY REED



BABY WHAT YOU WANT ME TO DO (Conrad, BMI)—**CARESS ME BABY** (Conrad, BMI)—Reed has two down-home blues sides that he delivers freely in classic, gut-bucket fashion. His uninhibited and swampy approaches should cop loot a-plenty. Vee-Jay 333



SPECIAL MERIT SPOTLIGHTS

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

POP TALENT

ROD LAUREN

IF I HAD A GIRL (Sigman, ASCAP)—**NO WONDER** (Aberbach Canada, Ltd., ASCAP)—Lauren impresses as a strong, new talent on two fine outings. He has a pleasant voice, and he handles the material nicely. Both tunes are salable ballads. He could have big ones with his first tries. RCA Victor 7645

DICK ZABE

WHATCHA GONNA DO ABOUT IT (Russ-Dale, BMI)—Zabe comes off to strong effect on this rocker. It's done in fine style over a good chorus and ork arrangement. With plugs the side could create interest. Flip is "Sentimental No More," (Russ-Dale, BMI). MDA 852

POP DISK JOCKEY PROGRAMMING

BENEDICK SILBERMAN ORK (Monarch, ASCAP)—**THE CHIPMUNK SONG** (Monarch, ASCAP)—Last year's big Christmas song gets a new and mighty pleasant instrumental reading by the Silberman ork. Chorus is heard without lyrics. Spinnable side should find favor. Flip is "Lovers of Paris," (Zodiac, BMI) Pallette 5037

PAT O'DAY

STAIRWAY TO PARADISE (New World, ASCAP)—The lark offers a fine, mild-rock version of the Gershwin tune. It's an interesting and programmable side that should appeal. Flip is "No One Understands," (Rush, BMI). Seville 102



VERY STRONG SALES POTENTIAL

THE FALCONS

JUST FOR YOUR LOVE — CHESS 1743 — A solid reading by the Falcons of a driving ditty with sock beat and an insinuating rhythm. A first-rate side that could break loose. (Rogor-Higgins-West, BMI)

THIS HEART OF MINE — The Falcons sell a tender ballad with much feeling over a strong rhythm backing. The lead singer has a standout style and the group work is good. Watch this. (Arc, BMI)

ANITA BRYANT

DO RE MI—CARLTON 523—Anita Bryant sings this pretty ditty from the Rodgers and Hammerstein musical "The Sound of Music" in bright fashion over attractive support. Side faces competition from the Mitch Miller disk. (Williamson, ASCAP)

Promise Me a Rose—Lovely tune from the show "Take Me Along" receives a fine reading by the thrush over a light, breezy backing. (Valyr, ASCAP)

JIMMY ISLE

BILLY BOY—EVEREST 19320—Rocker treatment of the old folk tune. It has a sound and a beat, and it could catch on. (Marlow, BMI)

Oh, Judy—Cute ballad has a Latinish touch. The artist handles the song brightly over a good chorus and ork assist. (Wonder-Marlow, BMI)

SANFORD CLARK

I CAN'T HELP IT—JAMIE 1139—Hank Williams' tune is nicely sung by the singer in a fairly rockin' arrangement. Good sound, and the side could move well. (Acuff-Rose, BMI)

Son of a Bun—Fine, deep-voiced reading of a Westernish tune. Cat is living down the fact that he's the son of a gun-fighter. (Gregmark, BMI)

BOBBY BARE

I'M HANGIN' UP MY RIFLE — FRATERNITY 1843—Talk-sing approach on a tune about a cat who's leaving the service. He's gonna have himself a time. Tune reminds a bit of "All-American Boy." (Bare, BMI)

That's Where I Want to Be—Countryish medium-beater gets a fair belt from Bare. Dual-track treatment can create interest. (Bare, BMI)

TAB HUNTER

MOONLIGHT BAY—WARNER BROTHERS 5123—The fine oldie is warbled strongly by Hunter over organ and rhythm support. It should get coins. (Remick, ASCAP)

You're Gonna Change—The old Hank Williams tune is sung in fair fashion by Hunter over rocker backing. (Acuff-Rose, BMI)

RUDY WEST

AS SURE AS I LIVE — KING 5285 — The singer comes thru with a first-rate reading of a solid rockaballad. West has a McPhatter touch here, and the backing has a warm flavor. Good wax. (Lois, BMI)

My Mother's Prayer — A tender new ditty is performed in warm fashion by Rudy West over good r.&b. oriented backing. West can sell a tune and he sings this one mighty well. (Jay & Cee, BMI)

ROY HAMILTON

EBB TIDE — EPIC 9068 — The label re-issues the stirring Hamilton version of this song, now a budding hit again for Bobby Freeman on Josie. This version can certainly catch a lot of play. (Robbins, ASCAP)

Beware — A pretty ballad offering by Hamilton with soft backing. This is worth spins but flip figures as the strong side. (Alamo, ASCAP)

GOOD SALES POTENTIAL

FRED ASTAIRE

The Afterbeat — KAPP 311 — This new dance item was featured on Astaire's recent hit TV show. The song was clefted by Astaire and Johnny Mercer. Song has a bluesy quality. (Palm Springs, ASCAP)

I'll Walk Alone — A pretty chorus rendition of the oldie which features a chorus working around Astaire's solo. (Mafair, ASCAP)

THE VAGABONDS

Hey Julius — VIVA 62 — The group comes thru with a bright reading of a special piece of material that they use in their night club act. It has a bouncy quality and could get spins. (Jeannie, ASCAP)

Baby Face McCall — The Vagabonds sell this saga of Baby Face McCall with spirit as they tell of the gunman who robbed and stole but never killed a man. Somehow the praise seems unwarranted. (Roblin, ASCAP)

LUTHER BOND & THE EMERALDS

Old Mother Nature — FEDERAL 12368 — Bond sells a ballad with feeling over close support by the boys and the band. Side is a rockaballad and deserves exposure. (Armo, BMI)

Six Foot Hole — Bond and the boys handle a rocker with wild abandon here. It has a Coasters touch, but it could get some coin. (Armo, BMI)

FESS PARKER

Lonely — CASCADE 5913 — This is an interesting ditty. It is folk oriented, telling the tale of a lonely cowboy. Could get spins if exposed. (Musicland, ASCAP)

The Jayhawkers — TV's Fess Parker handles this song about troubles in Kansas about 100 years ago with authority. It has some of the flavor of Davy Crockett. (Famous, ASCAP)

GINO ROCKFORD

Fools Rush In — EDISON INTERNATIONAL 414 — The fine standard receives a smooth, pretty reading from the chanter, over very simple backing. Good juke wax. (Bregman, Vocco & Conn, ASCAP)

Fountain of the Bells — On this side the lad comes thru with a good singing-talking reading of a romantic new tune. The ork supports him fully. (Leeds, ASCAP)

THE ACCENTS

Anything You Want Me to Be — CORAL 62151 — A rocker is sung here neatly by the boys over a good, smart backing. Record has a sound and a chance. Watch it. (Swingersville, ASCAP)

Autumn Leaves — The standard is sung in rock and roll fashion by the Accents sparked by a good lead and helped by a large ork and chorus. Good wax. (Ardmore, ASCAP)

SLIM WHITMAN

Indian Love Call — IMPERIAL 8323 — The tune that was a hit for Whitman a few years back, receives a good reading by the chanter over a rock and roll oriented backing. It could get some new action for the singer. (Harms, ASCAP)

Haunted Hungry Heart — The country chanter sells this weeper ballad with feeling over a good backing that should help this side to get spins. On this side Whitman gets a chance to yodel now and then. (Commodore, BMI)

THE GEORGE GARABEDIAN

Artistry in Rhythm — LIBERTY 55215 — A sort of rumba rock arrangement of the well-known theme song of Stan Kenton. A lot of solid organ and honking tenor work here and it's definitely worth spins. (Robbins, ASCAP)

Art's Tune — A souped-up piano arrangement of repetitive theme, similar to some earlier efforts by David Seville. There's quite a honky-tonk sound here which could catch on in the boxes. (Garabedian, BMI)

CARMEN CAVALLARO

They Can't Take That Away From Me — DECCA 31007 — From the album "Poetry in Ivory," comes the side. Carmen's keyboard is sensitive and pretty, backed by lush and tasteful orchestral backing. (Gershwin, ASCAP)

Just Say I Love Her — Side is from the same album as above. Facile piano

work showcased by lush orchestration. (Spier, ASCAP)

THE ELIGIBLES

My First Christmas With You — CAPITOL 4304 — A slow and pretty Christmas tune sung with style with the modern sounding vocal group. Good jock wax. (Tarri, ASCAP)

The Little Engine — This is based on an old children's story, "The Little Engine That Could." The melody is based on a Latin song. Appealing kiddie-slanted wax. (Andon, BMI)

EDDIE MANSON

Heartbreak Alley — PANDORA 1000 — Harmonica is featured on the bluesy theme over brassy ork support. It's a haunting item that can create interest, if exposed. Tune has a slight jazz flavor. (Florian, BMI)

Tills — Rhythmic item is well-performed. Again, the harmonica has the lead over sparkling ork support. Flip, however, appears the money side. (Florian, BMI)

JULIE LONDON

Comin' Thru the Rye — LONDON 55216 — From an album by the artist called "Swing Me an Old Song," this song gets the usual whispery London treatment against an interesting jazz backing. For jocks. (Metric, BMI)

Makin' Whoopie — Miss London thrushes another album offering, this time from the set, "Your Number Please." Interpretation is similar to the flip and also rates as jock fodder. Andre Previn plays a nice piano here. (Bregman, Vocco & Conn-Kahn, ASCAP)

JIMMY DONLEY

Now I Know — DECCA 31005 — An emotional vocal stint by Donley on feelingful r.&r. item with spiritual flavor. (Singing River, BMI)

I Can't Love You — Plaintive reading by Donley on attractive rockaballad. Dual market appeal. (Atna-Coaxial, BMI)

TEDDI KING

Temptation — CORAL 62152 — Quality vocal interpretation by Miss King on tasteful, swiny treatment of the sultry standard. Sock jockey wax. (Robbins, ASCAP)

Flamingo—Another zinky rendition by thrush of dramatic standard, the old Herb Jeffries - Ellington hit. (Tempo, ASCAP)

THE TWO NOTES

My Secret Lover — CORAL 62153 — Cute duo vocal by gals with fem chorus on bouncy ditty. Merits spins. (Starfire, BMI)

Sandy, Sandy — Girls have appealing young sound on okay teen-styled tune. (Peer Int'l, BMI)

GARY WELLS

I'm Walkin' Away — M-G-M 12844 — Smooth performance by Wells on moderate ballad with beat. The singer's fine vocal is given lush chorus and ork support. Side rates spins. (Kahl, BMI)

Almost You — Pretty ballad is nicely handled by Wells with a fine chorus and ork assist. Talented artist. (Phipps, ASCAP)

EILEEN RODGERS

I'll Always Be in Love With You—COLUMBIA 41514 — The fine oldie is handed a belting reading by the thrush over a rock and roll flavored backing. Also good for spins. (Shapiro-Bernstein, ASCAP)

'Til Tomorrow—New song from the musical "Fiorello" is handed a first-rate reading by the thrush over big-fiddled backing. It has sound, and the song is a good one. She really belts on this one. (Sunbeam, BMI)

TOMMY DORSEY ORK

Starring Warren Covington — **Bourbon Street Beat**—DECCA 31020 —Bright, brassy version of the theme from the new TV'er. Programmable jockey item that can collect coin also. (M. Witmark, ASCAP)

The Gettysburg Address — Medium-tempo tune is handled by a male chorus. Lyrics have to do with a gal who lives on Gettysburg Drive. Nothing to do with the classic Lincoln speech. (Bourne, ASCAP)

THE BLACKWELLS

You Are Free I'm Alone—JAMIE 1141—Tale of a love affair that didn't work

(Continued on page 44)

ROCK and ROLL!

"INDIAN LOVE CALL"

SLIM WHITMAN #8323

Reviews of New Pop Records

Continued from page 43

GOOD SALES POTENTIAL

out is rendered nicely by the group over a complementary arrangement. It can attract. (Dandelion-Jamie, BMI)

*** Depof—Listenable harmonies by the Blackwells on a pretty, folkish tune. Fair chances. (Jamie, BMI)

BOYD BENNETT

*** Naughty Rock & Roll—MERCURY 71537—Boyd Bennett sells this cute rocker pleasantly, as he talks about that "Naughty Rock and Roll" on this slightly old-fashioned dinking. (Benjon, BMI)

*** Lover's Night—Attractive instrumental is played sweetly by the ork with an alto sax in the lead. (Benjon, BMI)

WYNN STEWART

*** Uncle Tom Got Caught — CHALLENGE 59061—Tune is a mixture of a country and rock and roll, and it's handed a swinging reading by the chanter over strong backing. It could pull coins. (Jat, BMI)

*** Wishful Thinking — The country chanter sells this doleful novelty with much feeling, as he tells about his loneliness for his ex-sweetheart. (Jat, BMI)

JOE TURNER

*** Honey Hush — ATLANTIC 2044 — New treatment of his old hit by the artist. He pours lots of feeling into his rhythmic reading. Dual-market side. (Progressive, BM)

*** Tomorrow Night—Oldie is given a smooth revival by Turner over a fine ork and chorus assist. Also dual-market potential. (Bourne, ASCAP)

DOR & THE CONFEDERATES

*** The South Shall Rise Again—BRUNSWICK 55159 — March-like, folkish tune is brightly rendered by the Mummy's little pal in this infectious side. It's a good jockey prospect and it could step out. (Northern, ASCAP)

*** The 4-D Man—Someone is out to get the 4-D man, because he's been cutting in on his chick. Cute novelty side. Side should move as well as the flip. (Northern, ASCAP)

THE CHEVRONS

*** Day After Forever—BRENT 7007—Rock and roll ballad is sung with some feeling by the boys over a triplet beat. (Brent, BMI)

*** Lullabye — An attractive ballad is sung neatly by the lads over smooth rocker backing. (Danbury, BMI)

THE FIDELITYS

*** Walk With the Wind—SIR 274—The Fidelitys sell this big ballad with spirit over a big-stringed arrangement. (Republic, BMI)

*** Only to You—Another attractive ballad is sung pleasantly by the boys, and again the strings are dominant. (Dare-Selbonn, BMI)

THE MARINO MARINI QUARTET

*** Pimpollo—LONDON 1892 — Danceable, cha cha-rhythm tune is done in Italian. It's an interesting side that could step out with plugs. (Southern, ASCAP)

*** The Honeymoon Song—English language version on a bright, bouncy theme by the Italian artist. Moderate appeal. (Robbins, ASCAP)

BUD BASCOMB

*** Tuxedo Junction — SAVOY 1580—Bud Bascomb leads his instrumental combo thru the jazz classic with gusto over a solid rcking beat. It has a sound, and it could pull juke coin. (Lewis, ASCAP)

*** Geechie Blues — A fine blues is played with heart by the Bascomb combo over a rock and roll triplet backing. Two good sides. (Savoy, BMI)

THE KING SISTERS

*** Girls and Boys—CAPITOL 4310—Tune from the recent Broadway show, "The Boys Against the Girls" gets a modernish reading from the King Sisters. Program-mable jockey side. (Saunders, ASCAP)

*** Chree-See-Mus—Light, model tune is in a novelty vein. It tells of the difference between Christmas here and below the border. (Saunders, ASCAP)

PAUL CLAYTON

*** Pharaoh's Army — MONUMENT 410 — On this side the chanter sells a gospel-inspired folk effort with feeling helped by a chorus and rhythm backing. (Combine, BMI)

*** Pretty Peggy-O — This is taken from Clayton's album "Old Timey" and it features the singer coming thru nicely on a pleasant folk ballad. (Combine, BMI)

WAYNE RANEY

*** Four Aces and a Queen — DECCA 31004 — A cute novelty tune in a traditional country groove. Harmonica accompanies the cat along with piano, guitar and fiddle. It's all about a hand that really thrilled him, a poker hand to be sure. (Hill & Range, BMI)

*** I Ain't Got Time — Same tempo on this side with much the same kind of arrangement. Raney hands it a pleasant country reading, with a style not unlike that of Webb Pierce. (Copar, BMI)

DOUG CONNELL & HOT RODS

*** On Our Way From School — AL-TON 600 — A medium tempo rocker on a favorite teen theme. There's a good hand-clapping beat to this side and the boys hand it a good teen sound. Side is worth spins. (Zodiac-Darlyne, BMI)

*** You're My Girl — Lofty sentiments chanted by the lead cat, Doug Connell, about his chick. Fair wax for the teen market. (Zodiac-Co-Op, BMI)

BOB GIBSON

*** Super Skier — ELEKTRA 7 — Done to the tune of "Casey Jones," this is the title of a current album by Gibson.

Strong appeal for the skiing set and a good performance. (Pretorious, BMI)

*** White World — Gibson sings of the glories of the world of the snows. It's a slow and touching effort done to an interesting double time strummed guitar. From the album "Super Skier." (Nina, BMI)

MODERATE SALES POTENTIAL

THE PERRY SISTERS

*** Blue Highway — DECCA 31006 — The gals offer a good piece of material in the blues style. Fine pounding backing assists the effort. (Greta, BMI)

*** Playboy — The gal duo offers this in a sort of raucous rock style with hiccupy touches. Little message to this side. (Greta, BMI)

THE LYRICS

*** Oh, Please Love Me — WILDCAT 0028 — Pounding rockaballad gets an okay reading from the group. Fair chances. (Tex-San, BMI)

*** The Girl I Love — Rocker is done to mild effect by the Lyrics. Potential appears similar to that of the flip. (Tex-San, BMI)

COLONEL BEAUREGARD JOHNSON & THE VOLUNTEERS

*** The Bonnie Blue Flag — WHITE-HALL 30007 — This starts with a bugle call and breaks into a big brass band interpretation of the Civil War marching song. It's taken from the group's current album. (Dream, ASCAP)

*** Short Rations — Another Civil War based song, also from the group's current album. (Dream, ASCAP)

SUSIE

*** The Way You Kissed Me Last Night — REQUEST 2008 — Pert piping by one-name gal on catchy tune. (Pleasant, ASCAP)

*** I'm Kissing You Goodnight — Sweet-voiced thrushing by canary on pretty ballad. (Pleasant, ASCAP)

SANDY SOLO

*** The Moment of Truth — SEECO 6035 — A slow ballad is turned in, in straight un-gimmicked style by Solo. Ork supports with strings and a gentle triplet beat. Okay mood wax. (Tweed, ASCAP)

*** A Lover Is Blue — Solo offers an okay version of a tune which was once a hit for Frank Sinatra. Slim potential. (Leeda, ASCAP)

SMILEY MONROE

*** Happy Happy Birthday—VITA 189 —The artist pays a birthday tribute in rocker style backed by rhythm support. It can attract pop and c.&w. coin. (Durf, BMI)

*** Paul Bunyon Love—Folkish tune tells about a love of mammoth proportions. Potential and appeal appear similar to that of the flip. (Sparks & Vidor, BMI)

BILL MARTEL

*** Somewhere in Your Heart—IMPALLA

(Continued on page 47)

Coming in December 14 Billboard...

the famous YEAR-END PROGRAMMING GUIDE

featuring results of the 12th ANNUAL DISK JOCKEY POLL

and highlighting a TALENT BUYING SHOWCASE FOR 1960

More details on pages 6-7

IMPERIAL RECORDS 6425 Hollywood Blvd. Hollywood 28, Calif.

IMPERIAL RECORDS 6425 Hollywood Blvd. Hollywood 28, Calif.

SOLID HIT! "DRUM PARTY" SANDY NELSON #5630

REDD FOXX

Speaking . . .
DAD! MY NEW
RELEASE IS
OUTSELLING
EVERYTHING!



RACY TALES

DTL 275

RECORD PARTY!

GENE and FREDDY

DTL 279



DOOTO

REG. U.S. PAT. OFF.

THE HIPPO HIT

Harvey the Hippo



Starbrite RECORDS, INC. ©1959

Selling Agents: Ivy Records
1697 Broadway, New York, N. Y. CI 6-9005

RELIABILITY—QUALITY RECORD PRESSING

Originators of the Patented rim drive, thick-thin type record

RESEARCH CRAFT CO.

1011 NORTH FULLER
HOLLYWOOD 46, CALIF.

• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. MR. BLUE (Cornerstone)	3	4
2. MACK THE KNIFE (Harms)	1	9
3. THE THREE BELLS (Harris)	4	12
4. PRIMROSE LANE (Music Productions)	6	3
5. MISTY (Vernon-Octave)	10	2
6. PUT YOUR HEAD ON MY SHOULDER (Spanka)	2	3
7. LONELY STREET (Four-Star)	11	2
8. DON'T YOU KNOW (Alexis)	—	1
9. ('TIL) I KISSED YOU (Acuff-Rose)	7	7
10. BROKEN-HEARTED MELODY (Mansion)	5	13
11. I LOVES YOU PORGY (Gershwin)	8	11
12. HEARTACHES BY THE NUMBER (Pamper)	—	1
13. THE BEST OF EVERYTHING (Miller)	—	1
14. MORGEN (Sidmore)	9	10
15. TILL THERE WAS YOU (Frank)	12	15

• Best Selling Sheet Music in Britain

(For week ending November 7)

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.

Only Sixteen—Ardmore & Beechwood (Kags)	Treble Chance—Henderson (Kassner)
China Tea—Mills (Mills)	Lipstick on Your Collar—Joy (Joy)
Living Doll—World Wide (Maurice)	Mack the Knife—Arcadia (Harms)
Three Bells—Southern (Southern)	Mona Lisa—Famous-Chappell (Famous)
Side Saddle—Mills (Mills)	Trudie—Henderson (Kassner)
High Hopes—Barton (Maraville)	Someone—Johnny Mathis (Cathryl)
Here Comes Summer—Mills (Jaymar)	I Know—Feldman (Roncom)
One More Sunrise (Morgen)—Dominion (Skidmore)	Travelling Light—Aberbach (—)
Heart of a Man—Toff (Shapiro-Bernstein)	May You Always—Essex (Hecht, Lancaster & Buzzell)
Roulette—Mills (Mills)	Lonely Boy—Bron (Spanka)

• Best Selling Pop Records in Britain

(For week ending November 7)

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

This Week	Last Week
1. TRAVELLIN' LIGHT—Cliff Richard (Columbia)	1
2. MACK THE KNIFE—Bobby Darin (London)	2
3. RED RIVER ROCK—Johnny & the Hurricanes (London)	5
4. SEA OF LOVE—Marty Wilde (Philips)	3
5. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR? Emile Ford (Pye)	8
6. 'TIL I KISSED YOU—Everly Brothers (London)	4
7. BROKEN-HEARTED MELODY—Sarah Vaughan (Mercury)	12
8. HIGH HOPES—Frank Sinatra (Capitol)	6
9. PUT YOUR HEAD ON MY SHOULDER—Paul Anka (Columbia)	10
10. MAKIN' LOVE—Floyd Robinson (RCA)	11
11. THREE BELLS—The Browns (RCA)	7
12. MR. BLUE—Mike Preston (Decca)	22
13. HERE COMES SUMMER—Jerry Keller (London)	8
13. OH! CAROL—Neil Sedaka (RCA)	—
15. LIVING DOLL—Cliff Richard (Columbia)	17
16. MONA LISA—Conway Twitty (M-G-M)	14
17. ONE MORE SUNRISE—Dickie Valentine (Pye)	15
17. TEEN BEAT—Sandy Nelson (Top Rank)	—
19. ONLY SIXTEEN—Craig Douglas (Top Rank)	13
20. PEGGY SUE GOT MARRIED—Buddy Holly (Coral)	21

MONEY SAVING SUBSCRIPTION

Order

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

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

Name _____ 752
Company _____
Address _____
City _____ Zone _____ State _____
Type of Business _____ Title _____



Operators & Dealers

From Far and Near

Buy All Their Records Here



The Leader—The Original

ONE STOP RECORD SERVICE

- Complete Fill on Best Sellers and Top Releases
- Orders Shipped Same Day Order Is Received
- Quick, Complete Handling of SPECIAL ORDERS
- Albums, LP's, EP's, 45's
- FREE Printed Title Strips
- Complete Stock Permo & Fidelitone Needles
- All Major Labels Plus Independent Labels, Such as MGM, MERCURY, SUN, ROULETTE, CAMEO, ABC, IMPERIAL, SPECIALTY, ETC.

NOW—WORLD WIDE

EXPORT SHIPMENTS
ANYTHING FROM OUR ENTIRE STOCK

BUY FROM ONE SOURCE—SAVE FREIGHT

ELIMINATE DELAYS

ONE STOP RECORD SERVICE

ORDER FROM BILLBOARD HIT PARADE

2626 OLIVE
Phone: Jefferson 5-4172
ST. LOUIS 3, MO.

709 E. 31st
Phone: VALEntine 1-4899
KANSAS CITY, MO.

MOVIE PRODUCERS:

Today's newest and biggest record stars are tomorrow's big box-office attractions

It's coming soon, all in one convenient, easy-to-use package. It's a ready source of Grade A box office material. It's the last word on today's top record talent, complete with all the vital data you need to choose the best names for your upcoming productions.

Be sure to Read . . . and Use . . . and Hold On to
Billboard's Big New Year-End
Programming and Talent Buying Guide
—a special slick-stock section of the December 14 issue.

GIVE TO DAMON RUNYON CANCER FUND

GETTING BIGGER & BIGGER

DUKE 314
DUKE 314
DUKE 314
DUKE 314

BOBBY BLAND'S
"I'LL TAKE CARE OF YOU"
b/w
"THAT'S WHY"

'I WAS WRONG'
JERRY BUTLER
abner 1030

Rose Maddox
"I'M HAPPY EVERY DAY I LIVE"
Cap. 4296
CENTRAL SONGS, INC.
6309 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 1-9347

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

JIMMY'S GREATEST SINGLE TO DATE!
GO JIMMY GO
b/w I TRUSTED YOU
JIMMY CLANTON
#575
ACE RECORDS
2219 West Capitol St. Jackson, Miss.

IN THE EAST
You Can Count On
SILVER-PARK PRESSING
FOR PRICE--SERVICE--DELIVERY
285 KINDERKAMACK RD.
RIVER EDGE, N. J.
N. Y.: OR 3-7380 • N. J.: HU 9-5687

All the news of your industry every week in The Billboard . . .

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Johnny Horton, currently touring Canada with the Gays, is sporting a brand-new Columbia Christmas record, coupling "They Polished Rudolph's Red Nose" with "Electrified Donkey," which Johnny has done especially for the kids. Horton is slated to spend most of December in Japan. . . . Merle Kilgore, regular on "Louisiana Hayride," Shreveport, has a new one out on Starday, "Dear Mama" b/w "Jimmie Brings Sunshine." . . . The gospel-singing Blackwood Brothers' Quartet is routed as follows: Springfield, Mo., November 17; Forsyth, Mo., 18; Oklahoma City, 19; Little Rock, Ark., 20; Fort Worth, 21; Houston, 22; Tulsa, Okla., 23; Amarillo, Tex., 24; Phoenix, Ariz., 25; Los Angeles, 27; Modesto, Calif., 28; San Jose, Calif., 29; Sacramento, Calif., 30; Hayward, Calif., December 1; Eugene, Ore., 2; Seattle, Wash., 4; Nampa, Idaho, 5, and Denver, 6.

Johnny Cash, the Collins Kids, George Jones and Carl Perkins and band embarked on a week of one-nighters at Jefferson City, Mo., Sunday (15). Unit plays Decorah, Ia., Monday (16); Sioux Falls, S. D., Tuesday (17); Ottumwa, Ia., Wednesday (18); Topeka, Kan., Thursday (19), and Fort Worth, Tex., Friday (20). On Saturday (21), Cash, along with the Tennessee Two, appears in concert at the University of Texas in Austin. . . . Ramblin' Lou, c.&w. platter spinner at WJLL, Niagara Falls, N. Y., continues to keep busy on personals in the area. He's set for Dryden, N. Y., November 20; Auburn, N. Y., 21; South Wales, N. Y., 27, and Gasport, N. Y., 28. From December 1-6, Lou works the territory with Roy Acuff and the Wilburn Brothers. Lou has just signed a pact which will find him and the Twin Pine Mountaineers at the Fire Hall, Gasport, N. Y., every other Saturday night from now until next June.

Negotiations are on to launch the Leon McAuliff TV series, now heard in Tulsa and Oklahoma City markets, on the West Coast and the Southwest. The show, presented live or on tape each Saturday in Tulsa, is beamed a week later via tape in Oklahoma City. Slated for early guest shots on the TV seg are Faron Young, Marvin Rainwater, Carl Smith, Carl Belew and Ray Price. McAuliff and His Cimarron Boys played the Country Music Association dance and banquet at the Brentwood Country Club, Nashville, Friday night (13), and early Saturday (14) departed for Fort Campbell, Ky., where they played the Non-Commissioned Officers' Club that night. The McAuliff combo is routed for the next several weeks as follows: Morrison, Okla., November 19; Tinker Air Force Base, Oklahoma City, 20; Playhouse, Wichita, Kan., 21; Cimarron Ballroom, Tulsa, 25; Armory, Blackwell, Okla., 26; Forbes Air Force Base, Topeka, Kan., 27; Cimarron Ballroom, Tulsa, 28 and December 2; Tinker Air Force Base, Oklahoma City, 4, and Shadow Lake, Noel, Mo., 10.

Rudy Hansen, former feature of WLW's "Midwestern Hayride," is managing and emceeing "Dateline Detroit," a USO package which recently embarked on a 12-week tour of U. S. military installations in Europe. "They need a lot more country music over here," scribbles Rudy from Germany. . . . The Aloha Ser-

enaders, who dispense Hawaiian folk tunes under the direction of Charles Kolomoku, have left KCVR, Lodi, Calif., for Sacramento, Calif., where they are slated to resume their air work soon over a local station. . . . Clarence Stout, of 505 DuBois Street, Vincennes, Ind., has piano copies available on his "Aces and Eights" for artists featuring c.&w. music. . . . A "Grand Ole Opry" package, featuring Roy Acuff and including the Wilburn Brothers, June Webb and Ray Price and His Cherokee Cowboys, recently played three New Mexico dates for Hildebrand's Fun-O-Rama Attractions, headed by Frank Hildebrand, which recently switched from circus promotions to the handling of c.&w. units.

Don Pierce, of Starday Records, and Buddy Killen, of Tree Music, are working on the promotion of Jerry Woodard's new RCA Victor release, "She's a Housewife, That's All," written by Arlie Duff, of "Y' All Come" fame, who is currently spinning c.&w. disks at KDAV, Lubbock, Tex. Deejay copies of the tune are available by writing to Starday, Box 115, Madison, Tenn. . . . Barnstorming the West Coast with their new record are Johnny Clark and His Playboys. The platter, recently released by the newly formed Souvenir Records, couples "Believe It or Not" with a rock version of "Hawaiian War Chant." Last weekend Johnny and the lads appeared with Mark Durbin and Jim Goodrich, of KYSS, Missoula, Mont., at the Fox Theater, that city, for a show and dance. This weekend they will be with Lynn Bryson, of KPKW, in Pasco, Wash.

Jack McFadden, personal manager to Del Reeves, is mulling plans to launch a new c.&w. show, "Golden Jubilee," via KGMS, Sacramento, Calif. Plans call for a cast of 20 to be headed by Reeves, with a name guest to be brought in each week. . . . Jim Reeves has just finished work on a series of commercial jingles for the Marty Carter Paint Company, Nashville. . . . Blackie Crawford and the Western Cherokees are currently holding forth at Station KPFP's "Radio Ranch," San Angelo, Tex. The all-country and western station brings many c.&w. shows into the territory. . . . Bandera Records, Chicago, has just released to Len and Phil Chess three masters—two instrumentals and a vocal. The latter spots the label's new c.&w. artist, James Mask, of Memphis, on "Cuban Love" b/w "Hoochey Koo Girl."

Faron Young, Ferlin Husky, Jim Reeves and Webb Pierce will be featured in 10 15-minute TV segs for the National Guard to be filmed early in December. . . . Ferlin Husky and Margaret Whiting will entertain at Schlitz beer salesmen meetings in Los Angeles, Milwaukee and Tampa the first 10 days in December. . . . Hank King, still taking it easy as per doctor's orders, recently visited "World's Original Jamboree" at WWVA, Wheeling, W. Va., accompanied by his fan club prexy, Mabelene Baker, and her sister, Clara. While there, they put in much time cutting up jackpots with old friends, Rudy Thacker and the Stringbusters, Bill Browning, Donna Darlene and Doc Williams.

The Billboard HOT C & W SIDES

THIS WEEK	FOR WEEK ENDING NOVEMBER 15			WEEKS ON CHART
	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	
1	1	2	3	COUNTRY GIRL, Faron Young, Capitol 4233.....18
2	3	3	2	I AIN'T NEVER, Webb Pierce, Decca 30923.....18
3	2	1	1	THE THREE BELLS, Browns, RCA Victor 7555.....16
4	9	9	16	THERE'S A BIG WHEEL, Wilma Lee and Stony Cooper, Hickory 1107.. 5
5	5	7	10	SAME OLD ME, Ray Price, Columbia 41477.....6
6	4	4	6	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245.....7
7	10	11	18	THE LAST RIDE, Hank Snow, RCA Victor 7586.....5
8	8	12	8	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374.....28
9	11	16	20	A WOMAN'S INTUITION, Wilburn Brothers, Decca 30968.....4
10	7	8	9	FAMILY MAN, Frankie Miller, Starday 457.....7
11	15	19	14	DECK OF CARDS, Wink Martindale, Dot 15968.....5
12	6	5	4	I GOT STRIPES, Johnny Cash, Columbia 41427.....15
13	12	6	5	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946.....14
14	14	13	11	('TIL I KISSED YOU, Everly Brothers, Cadence 1369.....12
15	13	10	7	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566.....14
16	20	18	15	NEXT TIME, Ernest Tubb, Decca 30952.....8
17	22	—	—	AMIGO'S GUITAR, Kitty Wells, Decca 30987.....2
18	19	20	17	MY LOVE AND LITTLE ME, Margie Bowes, Hickory 1102.....8
19	18	17	12	OLD MOON, Betty Foley, Bandera 1034.....12
20	—	—	—	RIVERBOAT, Faron Young, Capitol 4291.....1
21	21	21	28	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389..24
22	25	—	—	GOODYE LITTLE DARLING, Johnny Cash, Sun 331.....2
23	—	—	—	FACE TO THE WALL, Faron Young, Capitol 4291.....1
24	—	—	—	CHAIN GANG, Fred Hart, Columbia 41456.....1
25	—	—	—	BLACK SHEEP, Ferlin Husky, Capitol 4278.....1
26	26	—	—	EL PASO, Marty Robbins, Columbia 41511.....2
27	17	15	21	Homebreaker, Skeeter Davis, RCA Victor 7570.....9
28	29	—	—	I DIDN'T MEAN TO FALL IN LOVE, Hank Thompson, Capitol 4269.....2
29	23	25	22	ARE YOU WILLING WILLIE, Marion Worth, Cherokee 503.....5
30	—	—	—	SCARLET RIBBONS, The Browns, RCA Victor 7614.....1

DISK JOCKEYS:

More real programming material and chatter data than you'll ever find anywhere

A source of lively chatter items about recording artists that will capture the attention of your listening audience and add color to your programming — birthdays . . . home town . . . education . . . background . . . hobbies . . . other musical interests . . . movies . . . current releases and previous hits. For programming "feature" shows, the list of million sellers, chart toppers, and favorites in the country and western field is invaluable for building special shows around.

Be sure to Read . . . and Use . . . and Hold Onto
Billboard's Big New Year-End
Programming and Talent Buying Guide

—a special slick-stock section of the December 14 issue.

• **Reviews of New Pop Records**

• *Continued from page 44*

★★
**MODERATE SALES
POTENTIAL**

207—Ballad is given a pleasant outing by the chanter. Some coin possible. (Center, ASCAP)

**X MARKS
THE SPOT
TO BUILD
PROFITS**

with the nation's oldest & largest

ONE-STOP

Record Service

Guaranteed immediate delivery in one prompt, postage-saving shipment to anywhere in the world. Any label, any hit . . . Musical Sales' has it at . . .

**DISTRIBUTOR
WHOLESALE**

Nothing over!

- Singles
- Albums
- Tapes
- Accessories

**45 R.P.M.
60°**

**33 1/3
R.P.M.**

\$2.47 \$3.09

\$3.71

Write, wire or phone your order today to The

MUSICAL SALES CO.

Musical Sales Bldg.
Seeburg Dist for Md.-Va.-D.C.
Baltimore 1, Md. VErnon 7-5755

**"THE
NATCHEZ IS
BURNING"
HOWLIN'
WOLF**
chess 1744

**"IT TOOK A
LONG TIME"
LOWELL
FULSON**
checker 937

Getting Good Action!
**LITTLE
QUEENIE**
by Jerry Lee Lewis
Sun #330

★★ **Now Or Never**—Big voiced treatment by Martel on ballad with rhythmic support from the ork. Fair chances. (Center, ASCAP)

Country & Western

★★★

THE STANLEY BROTHERS

★★★★ **Holiday Pickin'** — STARDAY 413 — Very strong country instrumental, with banjo and fiddling of a high sort. Anyone fond of authentic picking and fiddling in the mountain style has it here. (Starday, BMI)

★★★ **Christmas Is Near** — Here's the true hill sound, both in the pickin' and singin'. Added to this is a Christmas lyric, in keeping with the upcoming season. (Starday, BMI)

LESTER FLATT & EARL SCRUGGS

★★★★ **Crying My Heart Out Over You** — COLUMBIA 41518—Flatt and Scruggs come thru with a tender reading of a sad ballad about a man who foolishly lets his true love leave. It's a solid waxing. (Cedarwood, BMI)

★★ **Foggy Mountain Rock** — Happy instrumental is played brightly by the boys. It has a good, warm sound. (Golden West Melodies, BMI)

★★★

JIM & JESS

★★★★ **Nobody But You** — STARDAY 458 — This one bounces right along. It's authentic picking and singing, with the true hill sound. (Starday, BMI)

★★★ **Have You Lost Your Love for Me** — A weeper, with a relaxed rhythm and a throbbing fiddle and plucked strings behind the chanter. Solid traditional country. (Starday, BMI)

OSBORN BROTHERS

★★★ **Sweethearts Again** — M-G-M 12839 — motion-packed wailing on plaintive country ballad. (Acuff-Rose, BMI)

★★★ **There's a Woman Behind Every Man** — Amusing novelty is sung with verve by duo. Spinnable. (Cedarwood, BMI)

THE STANLEY BROTHERS

★★★ **Another Night** — STARDAY 466 — The Brothers assisted by the Clinch Mountain Boys turn in a minor key blue grass effort with strong blues touches. A fine authentic sound here. (Starday, BMI)

★★★ **Highway of Regrets** — A happy, upbeat, hoedown sound is generated by the boys on this side. Should appeal to lovers of the authentic hill sound. (Starday, BMI)

MERLE KILGORE

★★★ **Jimmie Brings Sunshine** — STARDAY 469 — Lyric is the story of Jimmie Davis, the country boy who became governor of Louisiana — a saga song which is current. Chanter sings it with a chorus chiming in for the refrains. (Bayou State, BMI)

★★★ **Dear Mama** — An affecting lyric, wherein the lover tells mama of the wonderful girl he has found. Kilgore sings it well, with a chorus behind him. (Bayou State, BMI)

MERLE KILGORE

★★★ **Jimmie Brings Sunshine** — STARDAY 469 — This is the story of Jimmie Davis, who went from hillbilly singer to the Governor of Louisiana. A good side. (Bayou State, BMI)

★★★ **Dear Mama** — Kilgore sells this story about that special girl with style as he tells his mother all about her. (Bayou State, BMI)

BUDD STARCHER

★★★ **Billy the Kid** — STARDAY 460 — A pistol shot opens this one. Lyric tells of the adventurous life and violent end of the noted outlaw. (Starday, BMI)

★★ **Running Away** — A weeper. Starcher does it in traditional style, with plucked string accompaniment. (Starday, BMI)

DARNELL MILLER

★★★ **Back to You** — STARDAY 459 — Sprightly country tune is handled with verve by Miller. Bright side will appeal to traditional devotees. (Starday, BMI)

★★★ **Mark of Cain** — Traditional approach on a philosophical-type tune that is done over hill-sounding guitars and fiddles. Good side. (Starday, BMI)

Jazz

★★★

EDDIE (LOCKJAW) DAVIS

★★★ **But Beautiful (Parts I & II)** — PRESTIGE 144 — Eddie Davis on horn, Shorley Scott on organ and Jerry Richardson on flute combine for this very warm, listenable reading of the standard. The side is from the Eddie Davis "Cookbook" on the jazz label. (Burke & Van Husen, ASCAP)

EDDIE (LOCKJAW) DAVIS

★★★ **Willow Weep for Me** — PRESTIGE 155 — Davis offers a soulful reading of the standard on tenor sax with organist Shirley Scott backing him all the way. Fine side for pop and jazz jocks. (Bourne, ASCAP)

★★★ **Stardust** — Pretty outing on the ever-green. Again, Davis' fine treatment is nicely supported by Miss Scott. (Mills, ASCAP)

Christmas

★★★

KENNY AND CORKY

★★★★ **Suzy Snowflake** — BIG TOP 3031 — The happy Christmas song is handed a happy reading here by the pair over a snappy backing. (Alamo, ASCAP)

★★★★ **Nuttin' for Christmas** — Kenny and Corky, who sound like the Chipmunks or The Nutty Squirrels, sing the oldie brightly here. This could get coins. (Ross Jungnickel, ASCAP)

ROBERT RHEIMS

★★★★ **O Come All Ye Faithful** — RHEIMS 101 — This is taken from the Rheims album "Merry Christmas Carols," and it should appeal strongly to the many

fans of the organist. The carol is played with reverence here. (P.D.)

★★★★ **Silent Night** — Same comment. (P.D.)

EDD (KOOKIE) BYRNES

★★★★ **Yuletide** — WARNER BROS. 5121 — A sharp, hip rendering of "The Night Before Christmas" by the sharp lad. It could interest his fans muchly, man. (M. Witmark, ASCAP)

★★★★ **Lonely Christmas** — On this side Edd Byrnes sings a tale of a lonely Christmas over simple backing. It may get spins. (Spartan, ASCAP)

★★★

ST. PATRICK'S CATHEDRAL CHOIR

★★★ **Carol of the Bells** — ROULETTE 4202 — The fine Christmas carol is performed in lovely fashion here by the choir singing a cappella. It deserves spins. (Queensbury, BMI)

★★★ **Carol of the Drum** — The familiar carol receives a first rate performance from the choral group. Could get spins. (Queensbury, BMI)

EFREM ZIMBALIST JR.

★★★ **Adeste Fideles (Oh, Come All Ye Faithful)** — WARNER BROS. 5126 — Side is from an album that features various artists in the Warner Bros. flock. Zimbalist, star of "77 Sunset Strip," offers a feelingful reading of the standard Christmas hymn.

THE GUITARS INC.

★★★ **Deck the Halls With Boughs of Holly** — Caroling, Caroling (Hollis, BMI) — Stylized medley of the Christmas carols by the guitar group. Side is also from the above-mentioned LP.

THE MARQUEES

★★★ **Christmas in the Congo** — WARNER BROS. 5127 — Novelty type suggests a Christmas in the jungle with a pygmy tribe. Side

is accented by various jungle noises. Moderate appeal. (Master-Stevens, BMI)


★★★ **Santa Done Got Hip** — This year Santa is going modern, and he's going to make his deliveries in a rocket ship, etc. Group has a slight Coasters' sound. (Music World, BMI)

ART MOONEY ORK

★★★ **A Merry Merry Christmas to You** — M-G-M 12847 — Disk is packaged in a two- (Continued on page 48)

**HE'S
R-E-A-L-L-Y
BIG!!!**

**Harvey
the Hippo**



**Starbrite
RECORDS, INC. ©1959**

Selling Agents: Ivy Records
1697 Broadway, New York, N. Y. CI 6-9005

BROKE WIDE OPEN

**REG OWEN'S
"OBSESSION"**

"Go Non-Stop"

CASH BOX "BEST BET"

BILLBOARD "SPOTLIGHT"

"BIG MONEY BOOGIE"

Albimoor and his Lucky 13

"Headin' North"

BIG

A SMASH!
MIKE SHAUN
sings
**"SLEEP ALL THE
WAY HOME"**

c/w
"SHAMROCK IN THE SKY"
with Reg Owen and his Orchestra
PZ 5033

The first fabulous instrumental version of
**"THE CHIPMUNK
SONG"**
"LOVERS OF PARIS"
BENEDICT SILBERMAN
his Orchestra and Chorus
PZ 5037

HIT!

**PALETTE
RECORDS**
1733 Broadway, New York,
JU 6-3087

Coming
in December 14
Billboard . . .

the famous
**YEAR-END
PROGRAMMING
GUIDE**

featuring
results of the
**12th ANNUAL
DISK JOCKEY
POLL**

and
highlighting a
**TALENT BUYING
SHOWCASE
FOR 1960**

More details on pages 6-7


Reviews of New Pop Records

Continued from page 47

color, green and white sleeve with "Merry Christmas" written in several languages. Tune is a bright Christmas waltz, done in liting style. Okay seasonal fare. (St. Nicholas, ASCAP)

★ ★ **Sunset to Sunrise**—The orkster's theme song is given an expressive reading. Flip is likely to get more play due to seasonal interest. (Sunrise, BMI)

SPOTLIGHT WINNER!
SHIMMY SHIMMY KO KO BOP
 LITTLE ANTHONY and THE IMPERIALS
 End #1060



GONE RECORDS
 1650 BROADWAY (Judson 6-1060) N. Y.

NEW AND EXCITING!!
Elroy (Shadow) Peace "YEAH BABY"
 c/w **"WHERE DID I GOOF"** 82016

Ronnie Brown "WHEN IT'S SPRINGTIME IN THE ROCKIES"
 c/w **"ELSIE'S DREAM"** 82017
KEEN RECORDS

NEW SMASH RELEASE!!
"JACK OF ALL TRADES"
 EUGENE CHURCH #261

Class RECORDS

ARDCO presents **MISS TONI FISHER "THE BIG HEART"**
 Signet 3-275
ALLIED RECORD DISTR. CO.
 1841 No. La Palmas, Hollywood 38, Calif.

JOHNNY BRANDON
★ ★ ★ **Santa Claus Jr.**—LAURIE 3042—This is the story of Santa Claus Jr., as sung pleasantly by Johnny Brandon. Junior has a voice like a chipmunk. (Wemar, BMI)

ELIOT GLEN ORK
★ ★ **Theme From Santa Claus Jr.**—This is the same tune played in instrumental fashion by the combo. (Wemar, BMI)

★ ★
LITTLE TOOTSIE
★ ★ **Comin' Down the Chimney (Part 1)**—FIDELITY 3014—A little girl, in dialog with her dad, is anticipating the arrival of Santa Claus and the toys that he will bring. Side can grab some coin. (Venice, BMI)

★ ★ ★ ★
LITTLE JOEY
★ ★ **Comin' Down the Chimney (Part 2)**—This time it's a little boy, and the approach is similar. Potential appears similar to that of the flip. (Venice, BMI)

Novelty
★ ★ ★ ★

JIM BACKUS
★ ★ ★ **I Was a Teenage Reindeer**—DICO 101—Backus does a McGooish take-off in a dialog with a hip, talking reindeer. The side is delivered over mild rock backing. (Kiss, ASCAP)

★ ★ ★
KEN NORDINE
★ ★ **I Used to Think My Right Hand Was Uglier Than My Left**—DOT 16000—Side is presented with a light jazz flavor. Narration by Nordine is amusing in spots. It's pretty far out, but it might catch on. (Randy-Smith, ASCAP)

★ ★ ★
★ ★ **My Baby**—Deep-voiced spoken outing tells about the way the cat goes for his chick to a jazz background. It should go as well as the flip. (Crystal, ASCAP)

★ ★ ★
Rhythm & Blues
★ ★ ★

CLARENCE (GATEMOUTH) BROWN
★ ★ **Depression Blues**—PEACOCK 1637—The blues shouter advises chicks to find themselves men, because the depression is coming. Brown belts the lyrics, and he's backed by funky instrumentation. (Lion, BMI)

★ ★ **Okie Dokie Stomp**—Blues instrumental. Side moves right along with a driving beat. (Lion, BMI)

LARRY DAVIS
★ ★ **Angels in Houston**—DUKE 313—A good chanted blues effort by Davis. He does some shouting on this side and again the band keeps up a steady, pounding backing. (Lion, BMI)

★ ★ (My) **Little Girl**—A blues, chanted for good effect by Davis in r.&b. oriented style. The band keeps up an interested repetitive riff behind the chanter. (Lion, BMI)

★ ★ ★ ★
Religious
★ ★ ★ ★

THE STATESMEN
★ ★ ★ **He Sets Me Free**—RCA VICTOR 7631—Medium tempo effort is sold with sincerity here by the boys, over quiet organ and piano backing. A strong side for the Bible belt. (Faith, SESAS)

★ ★ ★ **He's Already Done**—The Statesmen, featuring Hovie Lister, perform this touching sacred effort with their usual feeling. It should please their fans. (Martin, BMI)

Spiritual

★ ★ ★ ★
THE ORIGINAL FIVE BLIND BOYS OF MISSISSIPPI
★ ★ ★ **Take Your Burdens to Jesus**—MARATHON 182—Fervent reading by lead singer and group on moving spiritual. (Brown, BMI)

★ ★ ★ **Weeping for a Mighty Long Time**—Same comment. (Brown, BMI)

KELLEY BROTHERS
★ ★ ★ **Oh! Beulah Land**—NASHBORO 654—Lead singer is transported as he shouts his opening phrases. His intense passion is picked up by the chorus, to a rolling beat. (Excellorec, BMI)

★ ★ ★ **Got a Soul to Save**—Lead singer and the chorus behind him project spirituality and dignity. Good programming for gospel shows. (Excellorec, BMI)

★ ★ ★ **I've Been Lifted**—The Dixie Nightengales handle this moving spiritual with much feeling, sparked by a strong male lead. A strong side for the market. (Hut, BMI)

★ ★ ★
THE CBS TRUMPETEERS
★ ★ **A Christian's Testimony**—NASHBORO 655—This one is done in relaxed, medium tempo, with chorus chanting to the lead. The beat is firm. (Excellorec, BMI)

★ ★ ★ **My Lord Called Me**—An affecting performance. The lead and the group integrate their harmonies and chant and response patterns excellently. (Excellorec, BMI)

DJA in Chi

Continued from page 4
ville; Louis Barile, WIBX, Utica, N. Y.; Bob Bell, CKJL, St. Jerome, Quebec, Canada; Paul Berlin, KNUZ, Houston; Chuck Blore, KFWB, Los Angeles; Bob Clayton, WHDH, Boston; Ira Cook, KMPC, Los Angeles; Ted Court, WSLs, Roanoke, Va.; Buddy Deane, WJZ-TV, Baltimore; Paul Drew, WGST, Atlanta; Joe Finan, KYW, Cleveland; Jerry Forbes, CHED, Edmonton, Alberta, Canada; Milt Furness, KJND, Juneau, Alaska; Bob Furry, KTAR, Phoenix, Ariz.; Milt Grant, WTTG, Washington; Freeman B. Hover, KFYZ, Williston, N. D.; Wally Hoy, WGVM, Greenville, Miss.; Bob Close, WFIL, Philadelphia; Jack Lacey, WINS, New York; Jack Lazare, WNEW, New York; Jim Lowe, WRR, Dallas; Walter (Randy) Powell, WBVL, Barboursville, Ky.; Al Radka, KFRE, Fresno, Calif.; Abraham Rodriguez, Armed Forces Radio; Charlie Van, KTSA, San Antonio; Quinten W. Welty, WWST, Webster, O.

These jocks (along with the other board members and officers elected when the association was formed last July), will act as directors until elections are held at the DJA's Los Angeles convention.

See story elsewhere in this issue for an official statement from the DJA board re. the recent payola stories in the dailies.

Cash Box Award o' the Week and Sure Shot
NAPPY BROWN "I CRIED LIKE A BABY"
 #1575
SAVOY RECORD CO. NEWARK, N. J.
AUDITION
 a new selling force ...for dealers ...for manufacturers
 IN FULL COLOR EVERY MONTH IN THE BILLBOARD

The Billboard HOT R & B SIDES

FOR WEEK ENDING NOVEMBER 15
TITLE, Artist, Company, Record No.

WEEKS ON CHART	THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.
5	2	9	26	50	MANY WAYS, Brook Benton, Mercury 71512
3	7	17	—	—	DANCE WITH ME, Drifters, Atlantic 2040
6	3	4	9	—	DON'T YOU KNOW, Della Reese, RCA Victor 7591
5	11	10	10	—	MR. BLUE, Fleetwoods, Dalton 5
12	1	1	1	—	POISON IVY, Coasters, Atco 6146
2	12	—	—	—	ALWAYS, Sammy Turner, Big Top 3029
3	13	25	—	—	THE CLOUDS, Spacemen, Alton 254
1	—	—	—	—	SMOOTH OPERATOR, Sarah Vaughan, Mercury 71519
5	10	14	21	—	I DON'T KNOW, Ruth Brown, Atlantic 2035
2	18	—	—	—	MISTY, Johnny Mathis, Columbia 41483
9	16	7	8	—	MACK THE KNIFE, Bobby Darin, Atco 6147
10	9	5	6	—	SAY MAN, Bo Diddley, Checker 931
2	—	—	—	—	YOU WENT BACK ON YOUR WORD, Clyde McPhatter, Atlantic 2038
7	22	16	16	—	THE ANGELS LISTENED IN, Crests, Coed 515
2	14	—	—	—	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185
21	6	6	4	—	I LOVES YOU PORGY, Nina Simone, Bethlehem 11021
8	4	3	2	—	YOU BETTER KNOW IT, Jackie Wilson, Brunswick 55149
2	21	—	—	—	DANNY BOY, Conway Twitty, M-G-M 12826
6	—	27	24	—	TEEN BEAT, Sandy Nelson, Original Sound 5
5	5	8	28	—	(IF YOU CRY) TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040
10	8	2	3	—	HEY LITTLE GIRL, Dee Clark, Abner 1029
13	17	11	11	—	RED RIVER ROCK, Hurricanes, Warwick 509
9	19	21	17	—	PUT YOUR HEAD ON MY SHOULDER, Paul Anka, ABC-Paramount 10040
27	15	12	15	—	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614
1	—	—	—	—	BE MY GUEST, Fats Domino, Imperial 5629
9	24	13	7	—	MARY LOU, Ronnie Hawkins, Roulette 4177
5	—	26	25	—	(TIL) I KISSED YOU, Everly Brothers, Cadence 1369
3	—	—	—	—	MAKIN' LOVE, Floyd Robinson, RCA Victor 7529
3	20	22	—	—	MIDNIGHT STROLL, Revels, Morgolde 103
2	23	—	—	—	UNFORGETTABLE, Dinah Washington, Mercury 71508

RECORD DEALERS:

A little knowledge goes a long way, but a lot goes much farther

One way to make regular customers out of infrequent buyers: talk their language... discuss their favorite artists with them... give them "inside information"—real "trade" stuff they can't get from anyone but you. What'll happen? You'll find them coming back for more. And buying more records. And helping you to make more money out of records. Where to get this "inside trade information" about their favorite recording artists?

Be sure to Read... and Use... and Hold Onto **Billboard's Big New Year-End Programming and Talent Buying Guide**—a special slick-stock section of the December 14 issue.

VIM variety in music
 "DEACON JOHN" c/w "I WANT TO KNOW"
 The Buddy Lucas Band
 Vim 502
 1619 Broadway, N.Y.C. 19

A **100 YEARS FROM TODAY**
 by the spaniels
 veejay 328

HIS SMASH FOLLOW-UP TO "KISSIN' TIME"
Bobby Rydell "WE GOT LOVE"
 Cameo #169
G.A.M.E. RECORDS
 1405 Locust St., Philadelphia, Pa.

The Group that Never Misses!
THE CRESTS "A YEAR AGO TONIGHT"
 b/w Paper Crown
 Coed #521
COED RECORDS
 1619 Broadway New York, N. Y.

Have Snow Plow Will Travel!

Harvey the Hippo



Starbrite RECORDS, INC. ©1959

Selling Agents: Ivy Records
1697 Broadway, New York, N. Y. CI 6-9005

LATEST RELEASE

EYDIE GORME
Sings
"HAPPINESS"
b/w
Fool Around
#10061

ABC-PARAMOUNT
FULL COLOR FIDELITY

MOVING UP FAST!
"LONELY STREET"
By
ANDY WILLIAMS
Cadence #1370

cadence RECORDS

FACTORY FRESH LP's
\$3.98 & \$4.98 Retail Value.
RCA, Columbia, MGM, Mercury, Verve, Westminster, etc.
\$1.10 Each—poly packed.
50 per box—no duplication.
Send check or money order for \$55, plus \$1.69 parcel post charge, if truck delivery is not desired.
HAM-MIL DISTRIBUTORS
N.W. Cor. 58th & Willows Ave.
Philadelphia 43, Pa.

JUKE BOX OPERATORS:

The best of the hottest records—in stereo and monaural

What top artists have recorded what songs in STEREO? What are the latest hits of the top artists? What all-time favorites have they recorded? What million-sellers? To get all the answers...

Be sure to Read... and Use... and Hold Onto **Billboard's Big New Year-End Programming and Talent Buying Guide**—a special slick-stock section of the December 14 issue.

Lane Quotes

• Continued from page 3

payola rumored in "rhythm and blues" tunes; a 1955 Cue Magazine article cites a "Cadillac payola" for a deejay. A 1956 Variety story quotes a broadcaster on the temptation of deejays to sell free records sent by manufacturers, with consequent damage to play of "good" music.

Strongly reminiscent of the Smathers hearings are items on New York deejay Martin Block's 1945 contract allegedly requiring extra payments for song plugging and for his music publishing firm.

Five pages of items are headed: "Network Promotion of Records and Artists of Their Own Recording Company Affiliates." The 1949 RCA promotion of Mindy Carson and Dennis Day, both Victor record artists and network talent, is cited, as during Smather's Bill hearings. A 1954 trade item refers to CBS - Columbia Records promotion of TV play theme "Let Me Go Lover"; 1955 and 1957 items also note similar CBS tie-in on kiddie disk promotion, and the a.&r. chief Mitch Miller's push on "Song for the Ninth Day."

Surprisingly, the flood of current trade and daily press stories on payola among the deejays, and alleged music rigging on TV shows, receives little mention. Ironically, a quote from August 31, 1959 Broadcast Magazine payola piece, selects an instance of a broadcaster indignantly turning down a bribe attempt by a record pluggier.

Lieberman

• Continued from page 2

man, Minneapolis, owner's son who came here Friday (13) from Twin Cities to close the doors.

"We attempted to take over the volume of Barney Kuehn's Music Mart one-stop which folded October 20," said David Lieberman. "We thought his accounts would continue to do business with him if he switched to a new place. But they did not." Distributors who had supplied the Lieberman one-stop reportedly took back without dispute all unsold stock.

Plans of the Barney Kuehn who had long history of success in disk retailing and one-stopping until his Music Mart went bankrupt last October is "indefinite." As for Lieberman Music: "We are thru trying to break into this market." Departure of the Lieberman outlet leaves three one-stoppers active in Milwaukee. They are Joe Hoffman Music, Radio Doctors and Record City.

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

Adams Letter to ASCAP

• Continued from page 3

would seem to be self-evident that their desires are entitled to be considered. I find it quite disturbing therefore, to be informed that the members are being told that they may vote on the proposed decree, but that their freedom of expression is limited to the acceptance of the decree as presently drawn or the acceptance of a law suit that may kill the Society.

Attempt to Intimidate

"It seems to me that the only thing that could bring about a law suit by the government against the Society would be a refusal of the government and the Society to recognize the will of the majority. If the ASCAP members reject the decree and the court rejects the decree, clearly a mandate has been issued which compels the Society and the government to seek to reopen their negotiations in order to enable themselves to present a more equitable and acceptable decree to the court. Any threat of a lawsuit appears to be an attempt to intimidate.

"Our subcommittee held exhaust-

Eydie, Steve

• Continued from page 3

TV spec, "The Golden Circle," November 25 from 10 to 11 p.m.

Prior to the album's general release early next year, the LP, also tagged "The Golden Circle," will be spotlighted in a special merchandising campaign by the John Oster Manufacturing Company, sponsor of the TV show. The album will be made available at the special price of \$1 with the purchase of Oster's kitchen appliances.

In addition to Eydie Gorme and Lawrence as co-hosts, "The Golden Circle" telecast will star Nat King Cole, Frankie Avalon, the Andrews Sisters, the Mills Brothers and Rudy Vallee. The star line-up will sing pop tunes of the past 25 years, covering the big band era, and saluting artists whose records have sold over a million.

Goodwin Exits

• Continued from page 2

company's profits and hold an option for future stock purchase. He is a veteran of more than 15 years in the record business. He joined Decca Distributing Corporation here in June, 1946, and was elevated to position of assistant division manager.

He left that post to join the Ray-Thomas Company as general sales manager at the time when the firm was Columbia Records distributor in this area. When Columbia set up its own distribution branch here, he was named branch manager for Columbia Records Distributing, Inc. Six months later, when Jim Conkling formed the Warners label, he became one of the first members of the Conkling crew as the labels' national manager of merchandising services.

Dog Day \$\$

• Continued from page 3

And EP sales in this period came to only 200,000 units, or half of 1958's 400,000 items.

The LP sales increase of 31 per cent in stores for the summer spell is about average for the LP sales increase so far this year for the period January 1 thru September 12. LP sales for this period are running 30.6 per cent better than in 1958. Single record sales for the year to date are 7.5 per cent below last year and EP sales in these stores are 33.4 per cent under. So far this year, single sales by dealers have consistently trailed 1958 sales, except for late July and early August, and late March and early April.

tive hearings last year that served to demonstrate the compelling need for changes in the policies and procedures of the Society in order to permit the smaller writer and publisher members to remain in business. The negotiations which led to the tentative adoption of the consent decree originally were intended to remedy those inequitable practices of the Society shown by the hearings to threaten the continued existence of its many small business members. My views respecting and adequacy and acceptability of the consent decree are set forth in an analysis to which reference was made during the course of October, 1959, hearings before the court. Upon request, copies of this analysis will be supplied by the House Small Business Committee, Washington 25, D. C."

Victor Sets

• Continued from page 2

not only deejays and distributors, but also press interviews. Latter phase, in fact, will get heavy emphasis.

Lauren started the tour on the West Coast, arrived in New York several days ago, and will visit the following additional areas: Providence, Boston, Washington, Baltimore, Philadelphia, Harrisburg, Pittsburgh, Buffalo, Rochester, Syracuse, Chicago, Detroit, Cleveland, Cincinnati and St. Louis. This will take the artist thru December 22. After the first of the year, Lauren will go out again, the second trip being planned to cover the smaller areas.

Meanwhile, TV dates are being set. Perry Como will introduce Lauren officially on his November 25 show.

GAC is handling the artist, with Larry Kanaga handling the arrangements personally.

Last week, RCA Victor set a unique dealer promotion, designed to give dealers a chance to make 100 per cent profit on their initial order of Lauren's first single, "If I Had a Girl," backed with "No Wonder." Details are these: Diskery offers 25,000 copies of Lauren's first single to 1,000 dealers who reply via coupons in trade ads. Each of the 1,000 dealers will receive a carton of 25 Lauren disks, on basis of earliest post-marked replies.

15 Packages

• Continued from page 3

age of 15 orchestrated Kurt Weill selections.

Label's reissues for its "Great Recordings of the Century" series include the Alfred Cortot-Jacques Thibald - Pablo Casals performance of Beethoven's Seventh Trio (made in 1926), Cortot's 1934 recording of the complete Chopin Concerto plus Artur Schnabel's recordings of the Mozart 21st and 27th Piano Concerti. Final album in the current series brings back the 1927 recording of scenes from Wagner's "Die Walkure" with soprano Frieda Lieder, tenor Lauritz Melchior and baritone Fredrich Schorr.

All the packages in the Angel release are available in stereo form with the exception of the five reissues and the two Gieseking piano solo packages.

Breaking Nationally!
ROOSTER BLUES
Lightnin' Slim
Excello 2169
Deejays — If you haven't received your sample copy, contact us.
NASHBORO Record Co., Inc.
Nashville, Tenn.

ATTENTION RECORD DEALERS
Listings of the latest popular records by titles and artists rushed each week by first-class mail. Big books of over 225 pages of current and older numbers by titles and artists sent monthly. Each month complete in itself with no need to refer to previous issues. Three months' trial, \$10.00 or economical yearly, \$35.00. Further information and samples sent on request.
Don't Lose Sales—Order Today.
RECORDAID, INC.
P. O. Box 5765, Philadelphia 20, Pa.

WOW! A BIG ONE!
SISTER SADIE
b/w "BREAK CITY"
by
HORACE SILVER QUINTET
BLUE NOTE 45/1750

BLUE NOTE
47 W 63rd St. New York 23, N. Y.

JAMIE
GROWING!
GOODNIGHT MY LOVE
by
JESSE BELVIN
Jamie #1145
GUYDEN
RECORDS 1330 W. Girard Ave. Phila., Pa. ST 2-3333

The Most Inspiring Christmas Carol Ever Recorded
"CAROL OF THE DRUMS"
Roulette R-4204
From the album
ST. PATRICK'S CATHEDRAL CHOIR SINGS CHRISTMAS CAROLS
Roulette R-25097

TWO GREAT VERSIONS!
BACIARE, BACIARE
(Kissing, Kissing)
DOROTHY COLLINS RA-2024
BACIARE, BACIARE
(Kissing, Kissing)
ILSE WERNER RA-2023
TOP-RANK INTERNATIONAL
24 West 57th St., New York City 19
Judson 2-5405

LP S
\$2.47—\$3.10—\$3.71
1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (Humboldt 6-5204)
6920 S. HALSTED, CHICAGO 21, ILLINOIS (Radcliffe 3-3144)
SINGER ONE STOP
45's—65¢ 78's—76¢ Free Strips

GIVE TO DAMON RUNYON CANCER FUND

when answering ads . . .
Say You Saw It in The Billboard

Unsurpassed in Quality at any Price

Our amazing new process retains all details in highlights and shadows - every copy an original photograph!

8" x 10" GLOSSY PHOTOS
5 1/2¢ EACH
 IN 5,000 LOTS
6 1/2¢ IN 1,000 LOTS
\$8.99 per 100
 POST CARDS \$26 per 1,000
 Copy Negatives \$1.95

MOUNTED ENLARGEMENTS
 20" x 30" \$3.50
 30" x 40" \$4.85

"WE DELIVER WHAT WE ADVERTISE"

Plaza 7-0233

JJK COPY-ART Photographers

A Division of JAMES J. KRIEGSMANN
 165 W. 46th St., NEW YORK 19, N. Y.

Reviews and Ratings of New Albums

Continued from page 36

★ ★ MODERATE SALES POTENTIAL

★★ **KENNETH PATCHEN READS WITH JAZZ IN CANADA**
Folkways FL 9718—This is the latest attempt at the fusion of jazz and poetry, and it features the poet who has tried hardest to make the two arts fuse, Kenneth Patchen. However, it is no more valid than any of the other attempts and Patchen is hard pressed to stay in meter. However, the set does feature some good jazz by the Alan Neil Quartet, especially the work of alto sax man Dale Hillary, who is outstanding.

by August—with a deft keyboard touch. Repertoire is all suitable to the holiday season. Included are "Silver Bells," "Winter Wonderland," "Silent Night," etc. Good sound. Cover is a cool Xmas scene.

CLASSICAL ★ ★

★★ **BACH: BRANDENBURG CONCERTOS**
Netherlands Chamber Orch. (Goldberg). Epic BC 1044. (Stereo & Monaural) — Concertos numbers four thru six are presented by the Netherlands Chamber Orchestra. The readings are competent in every respect. Sound balance is good. An interesting cover sketch offers eye appeal. Set will have to be plugged due to strong competition from other versions.

COUNTRY & WESTERN ★ ★

★★ **TEXAS OIL PATCH SONGS**
Slim Willet. Winston LP 1040—A very interesting package, with documentary value. Willet, known as the writer of "Don't Let the Stars Get in Your Eyes," sings a dozen of his own songs having to do with oil workers—songs like "Rig Moving Man," "Oil Patch Girls," "Drill Bit Honky Tonk." Material is out of the usual c.&w. groove, being more folk-oriented.

INTERNATIONAL ★ ★

★★ **JAPAN AND ITS PEOPLE**
Commentary by Rose Okugawa. Capitol T 10230—Anyone who's ever been to Japan (including thousands of ex-Gi's), or plans to go, will find this collection of sounds and music of great interest. Taped and spliced together with an appropriate commentary are such exotic sounds as a geisha girl chorus, chants of Japanese priests, and the flutes and drums of a religious procession. Others, with a more familiar ring, include children playing, fire engines and rush hour traffic. Interesting novelty item.

★★ **SYLVIA ZAREMBA PLAYS LISZT, DEBUSSY & RAVEL**
Realistic RSLP 101-102 (Stereo & Monaural)—In these two new recordings (one other is available on another label), the artist displays a tremendous mastery and control of her instrument. The Liszt works range from the widely recorded "Mephisto Waltz" to the rarely heard "Valse Oubliee." There are seven pieces in all in this set (101). In the second recording, the three-movement Ravel fantasy, "Gaspard de la Nuit," occupies side one with three Debussy works, highlighted by the brilliant "Feux d'Artifice" on the flip. Miss Zaremba has a notable talent and tho these recordings are on a relatively unknown label, they can be recommended for the real connoisseurs.

ITALIAN BON BONS

★★ **The Guido Peraccini Sextet. Perfect PL 12009**—Instrumental and vocal readings, recorded in Italy. Side contains some well-known material, as "Come Prima" and "Torero," and a number of lesser-known ditties—all with an authentic Mediterranean flavor.

LOW PRICE CHRISTMAS ★ ★

★★ **MERRY CHRISTMAS FROM JIMMY WAKELY**
Shasta SH LP 502 — Country warbler Jimmy Wakely wraps up some familiar holiday themes in bright, attractive vocal treatments. Fine jockey wax for both the pop and c.&w. markets. Selections include "Rudolph the Red-Nosed Reindeer," "Winter Wonderland," "Silver Bells," etc.

LOW-PRICE SPECIALTY ★ ★

★★ **BULLFIGHT!**
Banda Taurina Espanol (Davido). Perfect PL 12001 — Standard material depicting the mood and color of this Latin phenomenon. Instrumentals are well-performed, and the disk's sound is good. "El Pablito," "Pasa de Varas," "Iberiana" are selections. Much competition in this repertoire.

LET'S ALL SING OUR CHRISTMAS FAVORITES

★★ **The Fireside Carolers. Topps 9676 S (Stereo & Monaural)**—Good low-price merchandise with colorful cover in keeping with the holiday spirit. Performances include standard material, as "O Come All Ye Faithful," "Jingle Bells," etc. Lyrics are on the back cover.

SPIRITUAL ★ ★

★★ **THE SOUL SEEKERS**
Cub 8006—Six male voices do a dozen spirituals, old and new. Style is intense and dramatic. Group has traveled extensively in theaters and is known in the spiritual field. Material includes "Shadrach," "Mother Take Your Rest" and "Jesus Will Fix It."

★★ **JAN AUGUST AT THE PIANO**
Wing MGW 12175—Typical piano stylings

Background

Continued from page 4

mittee had begun digging into TV program rigging charges.

JD, Court Approval
 The large take in TV background music for certain publishers is known to have been under discussion as far back as June, in the ASCAP - Justice negotiations. But the mild limitations were not incorporated into the terms until Justice "suggested" that ASCAP amend the weighting rules. The new rule has been approved by Justice and the Court, and will become effective when and if Judge Sylvester Ryan of New York Federal District Court, signs the consent terms into decree.

The new rule does not affect the eight feature performances per quarter hour permitted in the proposed formula, nor is there any change for non-qualifying background music which is paid on a durational basis.

In more detail, the background music rule puts a ceiling of four full use - credits (each so-called qualifying tune, gets one full use credit, currently believed worth about \$70) per quarter hour on background music performance. If the number of tunes exceeds four, "the use credit allotted to each such work shall be reduced pro rata, so that all such works performed as background music on the entire program shall receive an aggregate of four use credits per each quarter hour of programming.

The same rule applies to the special category of background music which has had a "singles" release, plus some logging on ASCAP local radio survey. However, this means little since music in this category can only get one-fifth of a credit for a single performance. It would take 20 to total four use-credits on a quarter-hour segment.

Question has arisen about a program of TV background music which is part big tunes, and part special category background music, as covered by the rule. It was asked if the "big" tunes would get full pay and the others divide the remainder. Since the rule specifically states that it applies to both qualifying and special category tunes, a pro rata reduction would seem to be in order for both types of music.

Deejay Gets Payola Threats

Continued from page 3

It would be unfair to name one or two and victimize a couple of guys for what is a much more widespread practice. Everybody in the industry knows payola is running rampant. I'm not speaking only of Chicago because it's no more prevalent here than elsewhere."

Miller said if he thought he were going to be subpoenaed, he would tear up the affidavit he said he owns. When he was reminded he could still be asked under oath what the affidavit said, Miller replied:

"In that case, I'd have to answer all questions to the best of my ability."

The affidavit in question, Miller told The Billboard, was given to him about eight years ago by a man on the distributor level of the disk business, who was about to quit the trade. Before quitting, he told Miller that he wanted someone to have a record of his experiences in record promotion. The affidavit, Miller says, specifies payments allegedly made to a top Chicago deejay and Miller said he inspected the canceled checks. After Miller disclosed the existence of the affidavit last week to the Chicago Tribune, he said he was surprised at reports that he had caused worry among deejays all over town.

"Anyone who is worried about

what I said," Miller commented, "must be guilty of something."

Miller said he opposes Congressional investigation of payola.

Job for Stations

"Congress ought to devote its time," Miller said, "to figuring out how to catch the Russians in the race to the moon. This is a job for policing by station managements. It would be easy. Management knows that no legit company with a legit record has to pay to make a hit. So when a manager hears a record being played time and again even tho it's going nowhere, he has cause for suspicion. Then he ought to look into his deejays' programming methods. But if station managements surrender their responsibilities to the public, then the government has every right to step in and revoke licenses. The main trouble with Congressional investigations is that a few get named but the whole group gets hurt. It would be the same as all teen-agers suffering today because of the delinquency of a few."

Miller then outlined the main reason he opposes payola on principle. In 10 years, according to Miller's statistics, the record industry has grown from a 50-million-dollar business to a half-billion-dollar business. "It has become an important part of our national economy. We owe it to the country and ourselves to keep building this important part of the economy. If bad records are exposed thru payola, it's at the cost of exposure to another record that has a potentially higher sale. In the end, the total industry volume is going to get hurt."

One noteworthy deejay reportedly read about the Lind and Miller furors with keen interest, scratched his head, and commented aloud: "Well, there goes my Christmas."

Storz Radio

Continued from page 4

Records' chief, owns three stations, including the all-fem station WHER, Memphis, Tenn. Chess Records, the Chicago-based label, is also active in the broadcasting field. In addition, of course, there are the major alignments — RCA Victor-NBC; Columbia-CBS, Am-Par-ABC, etc.

TALENT BUYERS:

1001 ideas to help you select the right talent for your important location

Before you buy talent you look for data on an artist . . . background . . . singing style . . . the type of work the artist has done in the past (night clubs, TV, fairs, films) . . . current and previous hits . . . personal manager . . . booking office . . . information that will help you spot talent on the rise . . . information that will help you place the right talent in the right location.

Be sure to Read . . . and Use . . . and Hold Onto
Billboard's Big New Year-End Programming and Talent Buying Guide
 —a special slick-stock section of the December 14 issue.

JUKE BOX OPERATORS:

The best of the hottest records —in stereo and monaural

What top artists have recorded what songs in STEREO? What are the latest hits of the top artists? What all-time favorites have they recorded? What million-sellers? To get all the answers . . .

Be sure to Read . . . and Use . . . and Hold Onto
Billboard's Big New Year-End Programming and Talent Buying Guide
 —a special slick-stock section of the December 14 issue.

GOING TO NEW YORK?
 Stay at the
NEW HOTEL CHESTERFIELD
 130 West 49th St.
 18 Floors . . . 600 Rooms
 AT RADIO CITY IN TIMES SQUARE



\$4 SINGLE
 from \$4

\$5.50 DOUBLE
 from \$5.50

SPECIAL FAMILY PLAN
 No charge children under 14

AIR CONDITIONING TELEVISION . . . RADIO
 For booklet or reservations, see your travel agent or write direct to hotel.

CLOWN COSTUMES & ACCESSORIES
 Circulars Free
DANCE & CLOWN COSTUMES
 For all other occasions get in touch with
THE COSTUMER



238 State St. Phone: FR 4-7442. Schenectady, N. Y.

Europe to See Ringling's New Barnum Unit in 1960

SARASOTA, Fla.—It's now fairly sure that Ringling Bros. and Barnum & Bailey Circus will launch a European unit. Target time is the fall of 1960. When the show goes, it will be called Barnum & Bailey Circus, since that half of the full handle is known in Europe. The second unit will have no effect on the main show touring the United States. Ringling-Barnum management has spotted more than a dozen buildings in Europe that can accommodate the proposed indoor show.

Regina Exhibition Nets 48G on Fair

REGINA, Sask.—Net profits of \$48,647 on the summer fair and \$16,224 on the year's operations were reported at the annual Regina Exhibition Association directors' meeting.

The fair week profit was down \$17,891 from last year and the profit on the year was down \$28,679.

Revenue from the six-day exhibition was \$350,769, down \$7,055 from 1958, and expenses, totaling \$302,121, were up by \$11,835.

Higher labor costs encountered before, during and after the fair helped boost the expense figure, it was explained.

An over-all profit of \$116,224, including bond and investment interest, was shown on the year's operations and from this \$100,000 was appropriated for immediate and future capital expenditures, leaving the net of \$16,224, as against \$45,103 last year.

Bartok Show Ups Profits; Big in Philly

SARASOTA, Fla. — Bardex Minstrels, medicine show, has completed its 20th annual tour and will winter at Sarasota. The season's tour was marked by a six-week stand in the heart of Philadelphia to excellent business, according to the owner, Dr. Milton Bartok.

Other stands in Pennsylvania were hit by the steel strike, he said, but business picked up sharply again as the show found its way into cotton and tobacco country. The season of 26 weeks ended in North Carolina.

Dr. Bartok said that this year the roster was cut back to 18 people from 30, and the tent was made slightly smaller. The show has its eye on smaller cities for 1960, with resulting lower costs for lots, licenses and other expenses. He said the 1959 tour brought much greater profits than the larger show of a year before.

David Bartok handled the candy pitch and legal adjusting. In the winter he has a detective agency in Sarastoa. Leonard Simmons was assistant manager and had charge of the advance. Bill Cornell had the office wagon. Oscar Lee Jones was the leading comic and in charge of the performance. Canvas was handled by Dave Harper, assisted by Willie Duncan. Milton and Betty Bartok will go to Topeka this month to visit their daughter, son-in-law and grandson.

Gate receipts at the fair were \$62,398, down \$1,988, and the grandstand total of \$58,214 was down \$5,017.

Gate attendance was 213,851, a decline of 6,090, and the grandstand, at 66,853, was off 1,492.

Midway revenue, at \$25,297, was up \$659, and the concessions total, at \$69,065, was down \$1,652. Exhibit space rentals totaled \$10,800, down \$915, and exhibitors' fees, at \$2,285, were up \$269. Parking revenue was \$1,370, a drop of \$32.

A profit of \$12,325 was shown on the nine days of horse racing, down \$5,649 from last year. Altho revenue, at \$179,140, was \$2,486 better than in 1958, expenditures were \$8,134 higher, totaling \$166,816.

A loss of \$69 was shown on the harness race meet held in June. Revenue was \$17,306, up \$242 from 1958, and expenses were \$736 higher, at \$17,375.

Revenue from rental of grounds and buildings during the year ending September 30 was \$78,593, an increase of \$17,727, and maintenance costs were up \$12,170, totaling \$46,045. The net revenue for rentals was \$32,528, which was \$5,556 lower than in 1958.

The Stadium showed a loss of \$3,491, compared with a profit of \$4,713 last year. Revenue was \$41,403, down \$11,614, and expenditures, altho \$3,410 lower than in 1958, totaled \$44,894.

The winter fair recorded a loss of \$4,756 as against last year's loss of \$5,558.

Capital expenditures for the year totaled \$75,724.

Federal and provincial government grants for 1959 totaled \$38,910.

NAC Convenes At Chicago, Elects Papas

CHICAGO — National Association of Concessionaires met at the Sherman Hotel here Sunday thru Wednesday (8-11) in conjunction with the Theater Owners of America.

The trade show was attended by a number of persons in amusement park, auditorium and allied businesses, altho the majority of the attendance was from indoor and outdoor theaters.

Spiro J. Papas, Alliance Amusement Company, Chicago, was elected president for 1959-60. Other officers include Harold F. Chesler, Theater Candy Distributing Company, Salt Lake City, first vice-president; A. J. Schmitt, Houston Popcorn & Supply Company, Houston, second vice-president; Ed (Pete) Gage, Walter

Oregon Fair Assn. Renames Hennessy Prez

EUGENE, Ore. — Duane Hennessy, manager of the Multnomah County Fair, Gresham, was re-elected president of the Oregon Fairs Association at its recent convention here. Hennessy is also a director of the Western Fairs Association.

Vic Peterson, Wasco County Fair, was named vice-president, and Walter A. Holt, manager of the Pacific International Livestock Exposition, North Portland, was retained as a director. Gov. Mark O. Hatfield was the key speaker of the meeting.

Holdover directors are Mary O. Coons, Sherman County; Vernon DeLong, Union County; Harold Lewis, Yamhill County, and Harold Clarno, Coos County. Mrs. Hallie Huntington, long-time secretary-treasurer, submitted her resignation and the position will be filled at a later date.

Out-of-staters at the confab includes John McMurray, manager of the Western Washington Fair, Puyallup, and J. Hugh King, manager, Central Washington Fair, Yakima.

Beaumont, Tex., Pulls Total 290,024 Gate

BEAUMONT, Tex. — Altho plagued by rain the final two days, the 10 day South Texas State Fair closed its 1959 run with a total attendance of 290,024.

Officials blamed the rains for the exposition not setting a new attendance record, but even at that some 40,000 persons braved intermittent showers on the final day. The record of 309,000 was set last year.

George Camp, general chairman of the fair which is sponsored by the Young Men's Business League, an affiliate of the Chamber of Commerce, described the fair as the best in the 52-year history.

Conklin Party Raises \$1,821 For SLA Clubs

CHICAGO — The Showmen's League of America and its Ontario Chapter at Toronto both will share in \$1,821.50 raised at a jamboree on Conklin Shows at the Western Fair, London, Ont.

The Chicago club will receive \$910.75 and the Toronto branch a like amount. Chick Schloss and Lou Dufour were active in operation of the party.

Reade Theaters, New York, treasurer, and Russell Fifer, Chicago, executive director.

Arizona State Fair Counts 229,000 Gate

Rain, Hail Cuts Total by 30,000; Pulls 39,426 for Big Single Day

PHOENIX — Bobby Diamond, 15-year-old Joey of the "Fury" television series, was the featured attraction on Friday (6) when the Arizona State Fair pulled 39,426 people, largest of the 12-day run which ended here Wednesday (11). Total attendance was estimated at 229,000, down 30,000 from 1958 because of bad weather.

Ralph Watkins Jr. was named manager to fill the unexpired term of George N. Goodman, who died suddenly November 4, fourth day of the fair. Goodman's term as executive secretary of the Arizona State Fair Commission would have expired January 2.

Diamond was the headliner along with Bobby Daren, Mills Bros., and Tito Guizar, who appeared with the show presented free by the Siebrand Bros. Circus & Carnival on the Plaza stage. Diamond's appearance was handled by Clyde Baldschun, his personal manager, as a special attraction for the kids' day.

Fair opened on Saturday (31), the same date but not on Friday as in 1958. Two days before the opening day, the area was hit by a cloudburst that brought a record amount of hail. Rain hit again late Sunday night (1) and continued until almost opening time on Monday. The pari-mutuel racing was stopped after the fourth event on Saturday (31) and not resumed until Thursday (5).

Racing will continue at the

Luray, Va., Fair Elects Crist Prez

LURAY, Va.—John Crist is the new president of the Page Valley Agricultural and Industrial Fair here. Other new officers: David Shirley, vice-president; Mrs. Jennie Ann Kerkhoff, secretary, and William Sedwick, treasurer.

Rename Paul Black Peach Assn. Prez

SPARTANBURG, S. C. — Paul Black, president of the Piedmont Interstate Fair, has been re-elected president of the South Carolina Peach Growers' Association, a position he has held for the past 15 years.

TWENTY TO TESTIFY FOR CALIFORNIA FAIRS

SACRAMENTO, Calif. — More than 20 speakers will present testimony on behalf of California fairs when a legislative committee meets here Monday (16), it was announced by Stuart B. Waite, president of Western Fairs Association, which will be holding its annual meeting.

The sessions, to be held in the State Capitol, by the joint legislative committee on Fairs Allocation and Classification, will outline problems confronting fairs within the State, which are supported thru a 4 per cent levy against funds wagered at pari-mutuel race tracks.

In 1960, fairs will receive \$65,000 or less, based on need. In previous years fairs received a flat \$65,000.

The day's testimony will open the three-day WFA meeting with testimony to be presented to the committee on Tuesday (17) by officials of the Department of Finance, and with a general WFA meeting set for Wednesday (18). Election of officers for WFA is set for the closing day.

grounds until the end of the year daily except Monday and Tuesday as an off-fair project.

OCTOBER

Fair Dates Pose Problem For Mineola

NEW YORK—Mineola Fair will be forced to switch from its customary week next season due to allotted periods for harness racing which were handed down last week. As a result the Mineola event, held at the big Roosevelt Raceway plant, will have to run in July or October.

The fair was last held in 1958 but a late race meet this year deprived it of the entire spread of weeks ranging from August thru November. The 1960 race dates are March 21 thru May 21, plus August 1 thru September 28.

A meeting was slated last week-end to handle the problem. V. Alfred Valentine, fair association president, said it has definitely been decided to hold a fair rather than keep it dormant for two consecutive years, but there was no determination of whether it would be held early or late. In 1958 the dates were September 6-14, in keeping with a post-Labor Day week which has become the custom.

Park Trade Show Booths Sold Out, Small Spots Open

CHICAGO—Trade show of the National Association of Amusement Parks, Pools and Beaches has been sold out of principal booth spaces, Secretary John S. Bowman revealed. He said the show would have to turn some applicants away, but that for certain types and sizes of displays small locations could still be found. The show is to be at the Hotel Sherman here November 29-December 2.

Jersey First State To Legalize Games

NEW YORK — Four years of concession activity ended abruptly and happily in New Jersey last week when the State became the first in the land to legalize games of chance and skill. The plurality was overwhelming, 880,000 to 600,000.

Results mean that wheels, except roulette wheels, will return to the State's parks and shore resorts in 1960 on a licensed, fully legal basis. Proponents of the measure which rode thru in the referendum, noted that six States have copied New Jersey's bingo-

raffles legislation, and forecast that other States will show an interest in the games law as well.

Only two counties, Salem and Gloucester, voted against the bill and its provisions will not be effective there. Elsewhere, in the northern metropolitan area, in the amusement park counties and along the amusement boardwalk communities, the vote was affirmative.

Four Related Bills Voted

There are four separate but inter-related laws involved, and their substance is as follows:

State and municipal license fees will be levied, the State one being \$100 a year and the local one being determined locally.

Licenses would be issued only in those municipalities with a "recognized amusement park" or at a shore or other resort "customarily constituting an amusement or entertainment area."

A condition of each license would be that prizes are limited to merchandise valued no higher than \$15, and the fee for playing would be no higher than 25 cents.

The office of Amusement Games Control Commissioner is established, appointed by the governor, with broad supervisory powers.

The bingo-raffles commission can permit bingo-raffles licensees to conduct amusement games of the same type certified by the commissioner, and they would be entitled to the same privileges as those such license had been issued by the Amusement Games Control Commissioner.

When an antiquated law was enforced in 1956 it placed severe restrictions on amusement games and had the effect of inhibiting attendance at outdoor fun places. Millions of dollars of merchandise ceased to be circulated in the State and the fight for restoring the games was taken up, vocally and financially, by manufacturers and jobbers in addition to park and shore operators. Leadership was provided by such as Joe Weisman, park concessionaire, Irving Rosenthal of Palisades Amusement Park, Mayor Tunney of Seaside Heights, the New Jersey Amusement Men's Board of Trade, and the board's public relations representative, William O'Connor of Newark.

Henson Moves Indoors, Lists Acts and Staff

ATHENS, Ala.—Henson Bros. Circus has closed its under-canvas tour and is now showing indoors in Kentucky, Tennessee and Alabama. Acts include the Bill Morris Elephants; Jo Berni Morris, web and ladder; Buck McLean, comedy mule, trampoline and juggling; Don Morris Troupe, teeterboard and tumbling and Tommy Whiteside and Jimmy O'Donnell, clowns. Staffers include W. E. (Shotgun) Page, owner; N. F. Littlefield, manager; George Lilley, general agent and Lefty Western, superintendent.

Taber, Alta., Rodeo Renames Bartram

TABER, Alta.—H. H. (Mike) Bartram was re-elected to his 20th term as president of the Taber Rodeo Association. Peter Lindquist was re-elected vice-president, and Jack Hamshaw was returned as secretary. Don Porter was named treasurer, succeeding Larry Higa. Rodeo dates in 1960 will be May 21-23. Consideration is being given to holding an indoor show next spring.

Dallas Office For Alexander

DALLAS — Another step in the Willard Alexander, Inc., expansion was taken last week with the opening of a booking office here, under management of Don Rogers. Rogers had represented Music Corporation of America for a number of years in this area. Address of the new office is 30½ Highland Park Village, Suite 8.

Kelly-Miller People Tell Destinations

HUGO, Okla.—Upon closing of the Kelly-Miller circus season, personnel reported their destinations as follows:

Mr. and Mrs. Tom McLaughlin, La Grange, Tex.; Harry L. Thomas, Utica, N. Y.; Jay Cordie, Stillwater, Minn.; Jack Bennett, Miami, Okla.; R. H. (Bubba) Voss, Orange, Tex.; Maurice Castleman, Long Beach, Calif.; Harry Roberts, Phoenix; T. H. Cliffgard, Grafton, N. D.; Louis F. Grabs, Gibsonton, Fla.; Ronnie Phillips, Abilene, Kan.; Ovila Labouef, Tampa; Mr. and Mrs. Harry C. Smalley, Rich Hill, Mo.; C. L. (Tex) Clayton, Abita Springs, La.; Glenn Shearer, Woodward, Okla., and Mr. and Mrs. W. V. Shearer, Mooreland, Okla.

Victor Obscura, Estrada Troupe and Padillo Troupe, Calexico, Calif. then Mexico; Dempsey Conder, Memphis; Guadalupe Hernandez, Mexico; Marjorie (Irish) Hill, Miami Beach; Guadalupe Chief and Tillie Keys, Fort Towson, Okla.; Mr. and Mrs. Alfonso Loyal and Lilly Streptow, Sarasota; Ronald Rebuffo, Salinas, Calif.; Pat Frazier, Miami Beach; Ira S. Harrison, Stroud, Okla.; Arthur Cobb, Eudora, Kan.; Mr. and Mrs. Donald Williams, Clinton, Mo.; Mrs. B. C. Pressly, Rock Hill, S. C.; Ronald Ellison, Dayton, O.; Philip Marcus, Washington; Kelly Gullett, Ashland, Ky.; David Exler, Pittsburgh, and Darris Martin, St. Louis.

Arthur W. (Art) Miller, Walnut Ridge, Ark.; Mr. and Mrs. Thomas Spence, Hugo then California; Mr. and Mrs. Fred C. Logan, Mr. and Mrs. Shorty Sylvester and Mr. and Mrs. Roy Thomas, Hugo then winter dates; Robert Cline, Hugo then Bowling Green, O., and David R. McIntosh, Hugo then Detroit.

Those heading for Hugo, Okla., winter quarters include Obert Miller, Mr. and Mrs. D. R. Miller, Mr. and Mrs. Glenn J. James, Jack S. Smith, Ione Stevens, Donnie McIntosh, Vi Bradley, Jim Alread, Otis R. Hill, Mr. and Mrs. A. D. (Deacon) McIntosh, John (Camel Dutch) Narfski, Gordon O. Jones, Mr. and Mrs. Keller Pressly, Pete Smith, Mr. and Mrs. Frank F. Ellis, E. L. Robb, R. C. Moses, Lou Walton, Maurice Marmolejo, Rafael Memendez, Diane Pressly, Robert Bullock, Dallas Snow, Morris Tucker, John Carroll, Henry Conley, Jessie Jackson, Zerra Becks, L. W. Cullens, Virgil Brasher, Lillian Long, R. L. Compton, T. W. Davis and Mr. and Mrs. Edward Riley.

Saskatoon Event Replaces Barns

SASKATOON, Sask.—Construction has started on two race horse barns at the exhibition grounds to replace those destroyed by fire last July 27. They will cost an estimated \$50,000. Each will be 310 feet by 100 feet.

TALENT ON THE ROAD

Basilio to Plug Boxing Show At Chi; MCA Inks 'Watercade'

Carmen Basilio will visit the Chicago fair conventions, drumming up business for Norm Rothschild's "International Boxing Spectacular." Will Stein is representing the show, a touring fight training camp combined with Nat Fleischer's ring museum. At the New York State Fair, Rothschild offered Basilio, Joe Lewis, Rocky Marciano, Gene Fullmer, Maxie Rosenbloom, Barney Ross, Tony Canzoneri, Jimmy Braddock, Jack Dempsey and Gus Lesnevich. . . . "Holiday Watercade" has ended its initial fair route with marked success and has signed with Music Corporation of America for 1960 appearances. It will be repped in Chicago by producer Len Laden, Bernard Gurtman and Norman Lazarus, and may be used as a showcase for name acts at fairs. . . . Roller Derby has a one-day trial date at Island Garden, West Hempstead, N. Y., on December 4. A regular schedule will be worked out if it clicks. *Irwin Kirby*

Presley Set for Tupelo; Tarzan to Play '60 Fairs

Elvis Presley, who set all kinds of attendance records at the Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss., before donning GI khaki, is scheduled to again be at the fair in 1960. Tupelo's his home town and he should get a big welcome again next fall. . . . Latest of the motion picture talent that will play fairs next year under the Music Corporation of America banner is Gordon (Tarzan) Scott, who has made five movies as Tarzan and who has worked up a special routine for the fair circuit. . . . Betty Johnson is the latest to be set for the International Music Festival to be held at Chicago's Navy Pier November 13-22. . . . Pompoft Thedys booked for Cincinnati's Beverly Hills January 15-28. . . . Harry Mimmo has pocketed a four-week booking in Miami Beach starting December 19.

TV Showcase: Pam Garner, Columbia records thrush, will do a guest spot on the Steve Allen November 23 show. . . . The Four Mariners will be the vocalists on the November 17 Jack Parr late-nighter with Peggy Cass and Judy Lynn before the cameras the following evening. . . . Betty Ann Grove, Merv Griffin and Judy Johnson will do the musical medley on the Arthur Murray Party November 17. . . . On the same evening the Kingston Trio and Bobby Darin will join George Burns, Jack Benny, Eddie Cantor and George Jessell on the Startime program. . . . And Connie Francis, Charles Weidman and Benny Goodman will do it on the November 18 Perry Como segment. . . . Patti Page plus a flock of other talent helped Bob Hope sell Buicks on November 9. *Charlie Byrnes*

Hunt Buys Seat Wagons; Names Trainer, Agent

BURLINGTON, N. J. — Hunt Bros. Circus last week purchased all 12 mechanical seat wagons used by St. John Terrell at his Music Circus theaters in Neptune and Lambertville, N. J. They are of metal construction and bring Hunt's total to 15 seat wagons.

Harry Hunt said the Terrell wagons will provide the Palisades Amusement Park date next spring with nearly all mechanical seating. Capacity will exceed 3,000. The tent was erected at winter quarters last week and attracted newspaper coverage.

Seat framing for the park date is going on now, with time devoted to staking and marking of units.

Harry Hunt announced two staff positions being filled. New animal trainer on the show will be John Herriot, son of Milt Herriot. Contracting agent in New England, Charles MacNamara of Connecticut passed away recently and his territory will be handled by Wally Beach of Springfield, Mass.

Scott Shuttles; Mass. Dates Okay

WEST RUTLAND, Vt.—Scott Bros.' Circus, managed by Chet Harnes, played here Saturday (7) under Fire Department sponsorship. Show closed here, but plans a December reopening in South Carolina.

At Brockton, Mass., the unit pulled 1,000 people to the Junior High Auditorium Thursday (29). Knights of Columbus was the sponsor. The show drew 738 at the matinee and about 300 at the night show at Leominster, Mass., Friday (30). The performances were given in the Recreation Center Auditorium.

An extra show was given Saturday (31) at Westminster, Mass., after the regular matinee was strawed. The 700-seat High School Auditorium was about half full for the extra and night showings. A matinee-only stand at Charlton, Mass., Sunday (1) pulled a full house to the town hall. Fire department was the sponsor. A strong advance sale was reported at Burlington, Vt., where the unit showed Friday (6).

Number From Outdoors in Exhib Workers

NEW YORK — Men with outdoor backgrounds make a deep dent in membership of the Exhibition Employees Union, Local 829. Many old-timers from circuses and carnivals can be recognized on the roster provided by Tom Heffernan, secretary. The list follows:

Barney Alkonis (ex-Ringling); Joe Amico, custard op with Ringling; Ben Williams, Charley Gerard and I. T. Shows; Charles Albrechtsen (Race Horse Charlie), Ben Williams and I. T. Shows; Charles Billelo, Ben Williams; Richard Bonomo, Manhattan Amusements; Ben Williams, Royal American; Bill Lynch and O. C. Buck; Charles (Hook) Brown, 101 Ranch, Manhattan Amusements; Williams, I. T., Gerard and Frank Murphy; Al (Mickey Mouse) Casaretto, Ringling; George Clancy, Ringling; Eugene Dammann, Carl Dammann trolley act; Eddie Elkins, general agent; Harry (Gunnysack) Fay, Ringling, Barnes-Carruthers.

Harry Gregory, 101 Ranch, Ringling; Tom Heffernan, Williams, Leo Schaeffer, Henry Meyerhoff, William S. Carl, O. F. Ehring; Norman Holly, Ringling; Henry (Sis) Hopkins, Ringling; Fred (Blue) Herrmann, Ringling; Charles Hutchinson, Ringling; Daniel I. T.; John J. Kerrigan, Rockaway Beach; Joe Land, Ringling; John Likout, Ringling; Joe Lynch, Ringling, Barnes-Carruthers, Steel Pier; Robert Mader, Ringling; Michell Malette, Ringling; Charles McAvoy, Williams; Eddie McKenna, Ringling; Glenn McHenry, Ringling; Hagenbach Wallace; Charles McIsaac, Manhattan, Williams, Gerard, Murphy, I. T.; William McKittrick, Ringling; Don McGuinness and Paul McGuinness, Ringling; Antonio Ortega, Ringling; Dan Parker, Capt. John Sheesley, Ringling; Mike Pellegrino, Manhattan, Ringling.

Clarence Pool, candy floss operator; Frank Remski, Ringling, Frank Buck; Robert Reynolds, Ringling, Beauty, Tom Mix; Charles Ryan, Ringling, O. C. Buck; Frank Saraille, Ringling; George Sheridan, Ringling; Andrew Stryker, Ringling; Rocco Trupiano, Williams, Murphy, I. T., O. C. Buck, Rose Manning, Manhattan; Clyde Van Voast, Williams, Murphy, Manhattan; Stanley Wacht, Ringling; John (Mahoska) Wallman, Ringling; Henry (Boogs) Westerberg, candy floss operator; Casey Whitaker, novelty hat operator; Larry Wilcox, Ringling; Thomas Williams, Coleman Bros., Williams, O. C. Buck, Manhattan; John (Yarmo) Yorio, Ringling; Eustacio (Mex) Zapata, Ringling.

Latecomers to Get Other Hotel Space For Conventions

CHICAGO—Late comers who are unable to get space at either of the headquarters hotels for the coming indoor show business conventions here, will be accommodated at one of the other Chicago Loop hotels. This was announced last week by John S. Bowman, of the NAAPPB and representative of the three-organization group that is controlling hotel reservations at the conventions this year. He said the available rooms at the Sherman and Bismarck would be allocated to those making early reservations but that late-arriving conventioners could expect to get accommodations at one of the other Loop hotels.

THIEVES GET DANVILLE, VA., 50-YR. PENNIES

DANVILLE, Va.—The publicity-minded Finch brothers grabbed some more public attention here as the result of an event that was unplanned and unwelcome. It cost them \$48.25. In 1958 they offered Danville Fair admissions to customers presenting 50-year-old pennies in honor of the fair's silver anniversary. They hauled in 4,825 of the coins but never deposited them in the bank—and now the fair office has been raided and the heavy sack of pennies stolen.

FAIR-EXHIBITION MANAGEMENT

WFA, Solons to Meet On California Legislation

SACRAMENTO, Calif.—The future of California fairs may be decided here November 16-17. At that time, delegates to the Western Fair Association's annual meeting will huddle with members of the new joint legislative committee on fair allocations and classifications. Also attending will be officials of the State department of finance.

The legislative committee, headed by Senator Edwin J. Regan, is made up of seven senators and seven assemblymen. It is a permanent group named to study and analyze fairs, make recommendations and report to the Legislature.

Fairs in California have operated for a number of years on a fixed \$65,000 annually. Next year, under terms of new legislation, fairs will receive only a total sum for which they can prove need but not to exceed \$65,000.

The bill also provides for an appropriation of \$2,250,000 a year for capital improvements, and for classification of fairs into three groups—regional, serving wide areas; sectional, serving a particular community, and special feature, in which a single feature is emphasized, such as viticulture at the Lodi Grape & Wine Festival, or equine events at the Santa Barbara National Horse Show. The classification will determine future needs for financing and capital improvements.

On the first day of the meeting, reports will be made by fair industry experts on such topics as livestock, junior groups, the all-pay gate, exhibits and concessions, exhibit design, interim uses, natural resources, horse shows, racing and payment of premiums. The second day will be devoted to reports from representatives of the State department of finance on administration of the new bill.

The WFA business session will be highlighted by an election of officers. Outgoing president is Stuart B. Waite, secretary-manager of the Yolo County Fair. Tulsa E. Scott, secretary-manager of the Plumas County Fair, is vice-president.

Pa. Mutuel Racing Advances To Floor of State Senate

HARRISBURG, Pa.—A giant step forward was made last week by legislation that would permit pari-mutuel harness racing at Pennsylvania's fairs (The Billboard, September 28). It was approved by the rules committee and then, on Monday (16) reported to the Senate floor for the first of three necessary readings. It then goes to the governor. The House has already passed it.

The measure would provide for local-option vote on pari-mutuels in the May primaries. It would throw a completely new complexion on income possibilities of fairs in the State, whose fairmen have been four-square in support of it. Chief opponent is Sen. G. Robert Watkins, Delaware County horsemen, aided by Sen. John Van Sant. Non-betting races have dwindled in attendance in recent years, and fairs have cited the lures of pari-mutuels in adjoining States for this.

Ralph Watkins Takes Reins at Arizona State

PHOENIX, Ariz.—Ralph A. Watkins Jr. was named executive secretary of the Arizona State Fair to succeed George N. Goodman, 64, who died suddenly of heart attack during the fair which ended Wednesday (11).

Watkins was named as Goodman's assistant in 1956 by former Governor Ernest McFarland. Goodman's term was to have expired January 2.

Goodman was born in St. David, Ariz., and lived in nearby Mesa, where he operated a pharmacy for years. He was mayor of Mesa for 18 years.

New Hampshire Events Lose 96G on 1958 Runs

CONCORD, N. H.—According to an annual audit completed by the State Tax Commission, New Hampshire's 12 agricultural fairs had a net operating loss of \$96,750 last year, which was more than offset by State subsidies totaling \$130,000.

The 1958 revenue was reported by the fairs as \$269,130, which was \$49,400 less than 1957. Operating expenses totaled \$316,480, or \$28,780 less than 1957.

It was explained that the 1958 deficit of \$96,750 was \$20,620 greater than 1957 because rain washed out many of the activities.

The State audit revealed that the fairs took in only \$131,524 from admission fees last year which represented a slump of \$33,240 from 1957.

All 12 fairs showed operating losses as follows: Rochester, \$23,837; State Fair at Plymouth, \$21,675; Lancaster, \$17,280; Sandwich, \$10,649; Belknap 4-H Fair, \$8,377; Cheshire at Keene, \$8,048; Deerfield, \$7,280; Contoocook at Hopkinton, \$4,017; North Haverhill, \$1,660; Atkinson, \$1,522; Cornish, \$405, and New Boston, \$348.

REGINA, Sask.—Plans are under way here to develop a museum centered on the early history of Saskatchewan and the Regina Exhibition Association has offered 6,000 square feet of display and storage space in the grandstand, with no rent to be charged during the first three years.

Active in the project are T. H. McLeod, manager of the Regina Exhibition, and Gordon B. Grant, a past president. Grant and D. A. R. McCannel, an exhibition director, have been appointed to the 11-member board of citizens which will promote the museum idea.

Chippewa Falls Appoints Davis Fair Manager

CHIPPEWA FALLS, Wis.—Ralph W. Davis has been named secretary-manager of the Northern Wisconsin District Fair here, succeeding W. H. (Bill) Kittle, who recently resigned.

Davis, who now makes his home here, is a veteran judge and commentator at fair harness races in both the United States and Canada. During his many years in this business he has worked fairs in Iowa, Manitoba, Saskatchewan, Wisconsin, Minnesota and both the Dakotas at both the State and county fair levels.

Davis said that the fair board is contemplating the expansion of the 1960 fair to eight days, opening on a Sunday and running thru the following Sunday. Definite plans are being made, he added, to expand the use of the fairgrounds here throughout the year.

He also disclosed that the fair will probably sign its attractions at the Chicago outdoor meetings.

WINTER FAIRS

Florida

Bartow—Polk County Youth Show, March 3-5.
DeLand—Volusia County Fair, Feb. 15-20
Lee Maxwell
Eustis—Lake County Fair & Flower Show March 8-14.
Pannin Springs—Suwannee River Fair & Livestock Show, Feb. 24-26
Jacksonville—Greater Jacksonville Fair Nov. 12-21. Kay Armstrong.
Largo—Pinellas County Fair & Horse Show Feb. 22-27.
Madison—North Florida Livestock Show & Sale, Feb. 29-March 1.
Miami—Southeast Florida & Dade County Youth Show Jan. 28-31.
Orlando—Central Florida Fair, Feb. 22-27. H. H. Parish.
Palmetto—Manatee County Fair, Jan. 26-31. W. H. Kendrick.
Plant City—Florida Strawberry Festival, Feb. 29-March 5.
Quincy—West Florida Fat Cattle Show & Sale, April 5-12.
Sarasota—Sarasota County Fair, March 14-19.
Sebring—Highlands County Fair, Jan. 18-23.
Tampa—Florida State Fair, Feb. 2-13. J. C. Huskisson.
West Palm Beach—Palm Beach County Fair, Jan. 22-30. Wm. Lamar Allen.
Winter Haven—Florida Citrus Exposition Jan. 16-23.

Columbus Mayor Is Veteran Of Fair Routes

COLUMBUS, O.—W. Ralston Westlake, newly elected mayor of this city, has outdoor show business connections. His father, the late Milton W. Westlake, formerly sold Westlake hand-carved ruby glassware at many fairs in Ohio and other Midwestern States, traveling by horse and buggy during his early days in that business.

When the elder Westlake was elected county commissioner, his son, then 15, took over operation of the glass business, expanded it and broadened his route. In recent years the new mayor has confined operations to a smaller scope but he still does his own engraving. The Westlake product has been sold at the Ohio State Fair here since 1892.

Gregson Spa Is Purchased

GREGSON, Mont.—The Gregson Hot Springs resort has been purchased from Mrs. George Forsythe by Treasure State Industries. The new owner plans a year-round recreation center with an investment of nearly \$500,000.

The purchase includes 167 acres, a hotel, two swimming pools, resi-

Saskatoon Ex Tabs Record '59 Surplus

SASKATOON, Sask.—An all-time high operating surplus of \$131,469 for the year ending September 30 has been reported by the Saskatoon Industrial Exhibition, Ltd.

Capital expenditures for the year totaled \$226,913, mainly for the erection of a new Administration Building.

Total revenue was \$408,215, with the following included: Exhibition admissions and autos, \$64,893; grandstand, \$72,047; racing, \$71,500; concessions and midway, \$101,425; grants and entry fees, \$35,118; rentals, \$22,044.

Expenditures of \$276,745 in connection with the exhibition and thru the year included: Prizes, judges' fees and special expenses, \$80,234; racing purses and expense, \$69,483; grandstand attractions and baseball, \$26,473; poultry, fat stock, horse and swine shows, \$21,143; administration, including salaries, \$46,998.

Total assets of the exhibition in-

creased \$230,227 during the year to \$2,068,695. The undepreciated value of the buildings and equipment was listed at \$1,281,589 and investment reserves at \$463,799.

Two of the three race horse barns destroyed by fire this summer are being rebuilt for a tendered price of \$45,210.

Construction of a new sheep and swine barn has been considered, but no action will be taken until estimates of costs have been studied.

A 450-foot water line and a 150-foot sewer line will be installed to provide better fire protection on the east side of the fairgrounds. Cost will be about \$3,500.

The stadium on the grounds, occupied by the Canadian Army since 1939, is expected to be turned back to the exhibition company by February. The exhibition is prepared to accept a cash settlement of \$27,046, the estimated cost to restore the building to its previous condition.

FAIR MEETINGS

Central New York Association of Agricultural Societies, Hotel Syracuse, November 21. Robert S. Turner, Horseheads, N. Y., secretary.

Canadian Association of Exhibitions, Lord Simcoe Hotel, Toronto, November 24-26. Emery Boucher, Exposition Park, Quebec, Que., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 30-December 2. Frank Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

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, St. Paul Hotel, St. Paul, January 4-6. Hubert Ransom, St. James, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 11. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 12-13. Everett E. Erhart, Stafford, 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 630, Jefferson City, secretary.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 14-15. Corbin Green, Hickory, secretary.

West Canada Association of Exhibitions, Bessborough Hotel, Saskatoon, Sask., January 15-17. Mrs. Letta Walsh, P. O. Box 10, Saskatoon, Sask., secretary.

South Dakota Fair & Exposition Association, St. Charles Hotel, Pierre, January 17-18. Ray Urrah, Hurley, secretary.

Michigan Association of Fairs

dence, buildings and picnic grounds. Mr. J. J. McCaffery is president of Treasure State Industries. A director of the firm, Frank J. Roe, handled the negotiations and will be in charge of the extensive improvement program.

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.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 20-21. William Arthur Morris, 2924 North Fifth Street Highway, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 21-22. L. Doc Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

North Dakota Association of Fairs, Hotel Graver, Fargo, January 21-22. A. D. Scott, Box 68, Fargo, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorville, 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.

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.

Parker Named Agent Of Cristiani Show

SARASOTA, Fla. — Cristiani Bros.' Circus has named Tom Parker to head up all phases of its advance. He has been appointed to posts of general agent and promotional director and director of publicity and advertising.

The appointment was made as the show arrived here after closing its 1959 tour. Cristiani went into winter quarters here and was greeted on arrival by the mayor and civic officials.

Plans were announced for the Cristiani show to take part in the Junior Chamber of Commerce celebration in February. There will be a circus parade in addition to the celebration's general parade, and Cristiani will set up to give performances on February 25. That day, according to the celebration's printed program, is "dedicated to Sarasota's own Cristiani Bros.' Circus family."

Parker took charge of the advance department after conferences with Ernesto (Papa) and Lucio Cristiani during the last several weeks of the season. He was planning to leave here on a business trip for the circus that will take him to several cities and end at Chicago. Parker said he expects

to set up an office for the show at Chicago.

He first was associated with the Cristiani in 1958, when together they carried off the highly successful Chicago Lakefront engagement. He also was associated with the show this year at Chicago, Los Angeles and Houston.

Paul Cristiani, who has been operating the show's advance, will stay on in a similar capacity, it was understood. Currently he is concentrating on negotiating some major connections for the show, including one of its principal engagements. He also will be consulted about general routing plans, it is understood.

Parker's new post puts him in full charge of routing the show, booking dates and promoting and advertising them. He will work directly with Lucio Cristiani, general manager of the circus.

The show's 1959 season was "only fairly successful," according to an announcement here. Long jumps, high costs and other factors took the profit out of the year's operation. Public acceptance of the performance, however, was excellent.

Cold Cuts R-B Count to 15,267 At Little Rock

LITTLE ROCK—Coldest weather of the year hit here as Ringling Bros. and Barnum & Bailey Circus attracted 15,267 customers to six performances in the 7,200-seat Barton Coliseum November 6-8. The mercury dipped to 24 degrees. Six performances were presented under auspices of the Arkansas Livestock Show and Exposition.

Attendance figures included 2,817 Friday (6) night; 1,383 and 3,010 at the matinees and 2,826 at night Saturday (7), and crowds of 4,000 and 1,231 at the afternoon performances on Sunday (8).

Two performers were injured at the Houston Shrine Circus Sunday (8). Lola Dobritch slipped on her tight wire and bruised her knee at the matinee and 15 minutes later Jackie Flowers, bareback rider in the White Horse Troupe, was knocked unconscious as she fell from her steed in the ring.

CIRCUS TROUPE

By JON FRIDAY

CRISTIANI BROS. CIRCUS is in quarters at Sarasota and several of its cage animals are at Texas Jim's animal spot for the winter. . . . Pete Cristiani has his elephants plus the giraffe, rhino and hippo out as a unit to play shopping centers. . . . Kelly-Miller staff people with the show for the winter include Jack Smith, Chester Clayton, Edward Riley, Frank Ellis and Pete Smith. Larry Carlton is painting the show, and about 10 others, most of them in the animal department, are in quarters. Agent Art Miller was just released from a hospital after treatment for an injury. The Deacon and Dave McIntoshes are vacationing. The Presslys joined King Bros. for the balance of the season.

Hunt Bros. Circus had Roy Bush in Sarasota last week to deliver the former Hunt light plant to Beers-Barnes Circus and to take delivery on two power plants and a stake driver which Hunt bought from Ringling. . . . Hagen Bros. Circus blew Lake Charles, La., November 4, because of thunderstorms and heavy rains. A twister damaged 25 homes shortly before matinee time. . . . Chet Harmes, who had an indoor unit operating recently, plans to reopen it in December and then switch to canvas operation in the spring. He reports buying a tent show. John J. Doyle is associated with him in the project.

The Fourth Annual Hughes Aircraft Employees Circus at Culver City, Calif., showed to over 3,500 employees in three shows Saturday (7). Show produced by Eddie Gamble, included Dedricks Ponies, Madison Chimps, DeWaynes Ponies, Paul and Paulette, Orwyns Troupe, Tommy Bentley's dogs, Flying DePaul Sisters, Flying Escalantes and the Great Volera. Al Lyons had the band and Norman Carroll did announcing chores. Mark Anthony was producing clown. . . . The late Mike Berosini was in Maracaibo, Venezuela, with his high act when he was stricken with a fatal heart attack.

★ ★ ★

Jack and Ruby Landrus, midget clowns, are back at Trailer City, Corpus Christi, Tex. They are set to return to the Gil Gray Circus in 1960, making their eighth year with that show. . . . Harry Villeponteaux, retired aerialist, relates that he, the late Jethro Almond and Charley Raymer, retired clown, all from the Concord, N. C., area visited the Beers-Barnes Circus at Mount Pleasant, N. C., and talked with Dianne Allen, Harold Barnes and Charlie Barnes. . . . Baker and Hazel Young, Athens, O., CFA caught Orrin Davenport, Tom Packs, Cristiani and Mills Bros. circuses this year. . . . The Rev. Robert Versteeg of the Grovesport, O., Methodist Church delivered a prayer as Mills closed for the season at Grovesport, O. . . . Jerry Riordan, former circus promoter, is in serious condition at the Veterans Hospital, Clarksburg, W. Va., and would appreciate hearing from friends. . . . Visitors to Polack Bros. Circus at Baltimore included Vin Carey, Bill Galloway, Beryl Ann Kneavel, El Keys, Doc Harbaugh, Claire and Tony Conway, Mr. and Mrs. Rudy Rudynoff, and Rudy Rudynoff Jr.

Dr. and Mrs. William M. Mann, Mr. and Mrs. Jimmy Keegan, Arthur Watson, Bill Fuzzebaugh, Dave Orr, Katherine Gardner, Mike Larson, Harry Cook, Ray Beudet, Al Dobritch, Bobby Kaye and Arthur Konyot. . . . Charles (Fritz) Bode, who has appeared on Jack Parr and Dave Garroway TV shows with magic and comedy, is stationed with the 18th Infantry in Germany and recently completed a tour with the Seventh Army show. He caught the Willie Hagenbeck Circus in Mannheim. Bode, who clowned with Bailey Bros.' Circus early in his career, is booked with a school assembly bureau for a year following his discharge.

Bob Orth, Bert Nelson, Fred Simmons and John Lenker visited the Sutton's Pacific Coast Shows and Wild Animal Circus at Pomona, Calif. Performance includes Johnny Pack working the Terrell Jacobs Lions; Trobie, clowning and dogs; Jean Jacobs Davenport, working an elephant, and Red Friend, announcer. Show will play a shopping center in San Diego next and plans to be out until December 20.

Don Marcks visited the Paul A. Miller shopping center unit in North Sacramento, Calif., and reports the acts include Swede Johnson, lions; Kinko, contortionist; Ussins, whips and guns; elephant; Sport Mathews, sway pole; Bumpy Anthony, clown; Mario Roges, unicycle; Clara and Eugene Hoffman, jugglers; the Flying La Forms, and Phineas Newborn and his eight-piece Dixieland band. . . . Jackie Le Claire is spending six months in Europe and visiting 17 countries and several circuses. He will return before the holidays.

★ ★ ★

TURNING BACK THE PAGES: 10 years ago — L. D. (Doc) Hall, general agent of Biller Bros.' Circus, spent several days in Macon, Ga. Biller opened a week run there for the Shrine and then returned to its winter quarters at the fairgrounds in Athens, Ga. . . . Joe Dobas, perch act performer with Mills Bros.' Circus, suffered a broken hip at Newberry, S. C., when he fell as the show lights flickered out momentarily. . . . H. N. (Doc) Capell announced he would tour a circus in 1950 in addition to his carnival. . . . Line-up of acts at Houston for Orrin Davenport included Les Kimris, the Wallendas, Hannefords, Joe Walch, Harold Voise, Freddie Valentine, Chambertys, Orantos, Francisco and Dolores, the Shyrettos, Jack Meyand and Company, Sonny Moore, Al Fleet, Harry and Ruby Haag, Kelly-Miller horses and elephants, Yacopis, Wen Hai Troupe, Canton Troupe, Earl Shipley, Everett Hart, Abe Goldstein, Roy Barrett, Oscar Wallenda, Brownie, Karl Marx, George Cook, Tony Ridola, Hubert Dyer, Jimmy Davison, Gabby De Koe, Happy Kellems, Joe Lewis, Albert Marx, Percy Rademacher and George LaSalle.

Zoo Gets Elephant

DARIEN, Conn.—An elephant that was presented to children of this community by residents of Mercara, India, two years ago, has a new home in the Beardsley Park Zoo, Bridgeport. The bull is now four years old and has outgrown its quarters at the Old McDonald's Farm Children's Zoo near here.

Beatty-Cole Shuttles With 3 Straw Houses

ST. PETERSBURG, Fla.—The Clyde Beatty & Cole Bros. Circus wound up its 1959 tour here Sunday (8) with three strawed performances. About 4,500 people saw each of the two afternoon and one evening showings under auspices of the West Side Optimists. Weather was overcast and warm. Carmen Papdopaulo was slightly injured at the opening matinee when a swinging ladder rope broke. Later in the show, a guy rope on the flying act net snapped and hit a man in the audience, but no serious injury resulted.

Show folks at the final performances of the season included Bill Garvey, Al Porter, J. P. James, Col. Ralph Brodwin, Mr. and Mrs. Rascal Juliano, Mr. and Mrs. Allen Tobell, Ben Davenport, Pete and Norma Cristiani, Mr. and Mrs. Ed

Morris, Eddie Billetti, Mr. and Mrs. Jim Burke, Art Concello, Mr. and Mrs. Merle Evans, Floyd King, Mr. and Mrs. Bill White, Jake Mills, Joe and Fannie Haworth, George and Fritzie Wagram, Leonard Woodward, Walter Nealand, John Yonkers, Harry Anderson and Art Bitters.

Earlier, a packed house attended the matinee at Tampa Saturday (7) followed by a near-capacity crowd for the night show. The North Tampa Kiwanis was the sponsor. Visitors there included Jerry Collins, Randolph Calhoun, Mr. and Mrs. Belmonte Cristiani; Lucio, Pete and Norma Cristiani; Mr. and Mrs. Merle Evans, Mr. and Mrs. Roger Barnes, Gene Christian and Roland Butler.

At Clearwater (6) the matinee was a half-house and the night show was strawed in excellent weather. Shrine club was the auspices. Show drew a near-capacity house at night after showing to a half-house at the matinee in Orlando, Fla., Thursday (5). The November 16-17 Shrine Circus was in opposition. A local source commented that there was not enough advance notice on the tenter. Sertoma club was the sponsor.

The 1959 season opened March 27 at Palisades Park in New Jersey and ran 224 days. The show is wintering at De Land, Fla.

King Circus Plays Florida and Georgia

FERNANDINA BEACH, Fla. — Despite chilly weather, King Bros. Circus pulled a three-quarter house at the afternoon show and a near full house at the night performance here Monday (9). Jaycees were the auspices. At Camilla, Ga., Wednesday (4) the tenter drew a half-house at the matinee and a three-quarter house at night in clear weather. Pilot club was the sponsor.

At Chipley, Fla., Monday (2) the tenter pulled a three-quarter house to the matinee and a straw house at the night show under Legion auspices. Show will close November 28 at Fort Myers, Fla.

7—PHONEMEN—7
Who are in the Florida area, just come in. Deal opens Wednesday, Nov. 18. 3 weeks' work; repeat deal; Lake Worth, Fla. Jaycees. Call JU 5-1323; after 6 p.m., call JU 2-8383. PROMOTIONAL MANAGER.

PHONEMEN and WOMEN
Solid Christmas deal. Book and tickets. Parkersburg, W. Va., GARfield 2-1256; no collects. B. W. CURTIS

PHONEMEN
Lions, Rotary and Metropolitan Club sponsors. Opening now for 1960 circus dates. Banners and UPC's. Pay daily. Opening two Ohio towns this week. MEARL JOHNSON 11906 W. Jefferson, River Rouge, Mich. Phone: Vinewood 2-7910

TELEPHONE SALESMEN
If you can sell and conduct yourself as a gentleman, can place you at once. Good sponsor for mentally retarded children. UPC's and ads. MUST BE ABLE TO START IMMEDIATELY. Contact PROMOTIONAL DIRECTOR Downers Grove, Ill. Phones: Woodland 9-0410 or 9-0411.

There's No Trick . . . to finding GOOD BUYS in Used Equipment . . . just look over the many ads in the Classified Section this issue



WANT ONE MORE CONTRACTING AGENT
to help book our tenth consecutive tour under phone promotion. Strong show. Good back references. Many repeats. Good pay and year-round work. Contact General Agent PAUL F. FORRESTER, 4629 Geddes St., Phone Pershing 8-4003, Ft. Worth, Texas, or TOMMY SCOTT SHOW e/o Western Union Toccoa, Ga.

PHONEMEN
Book, UPC, Banners. Promotional Dir., 511 Marquette St. N.W., Albuquerque, New Mexico. Tel.: CH 7-3864, Day or Night. No Collect Calls.

PHONEMAN
10-Week Special—Labor Deal—57-year-old paper. Also other Special Editions. Daily Col. and Pay. 40%. THE TIMES-ADVOCATE No Collects Norfolk, Va.

COMBINATION PHONE & PERSONAL CONTACT MAN FOR XMAS & HOLIDAY EDITIONS. Tabloid newspapers. JACK ROBINSON
MA 2-3511 Norfolk, Va. Territory: Va., N. C., S. C., Ga., and Fla.

AMUSEMENT PARK OPERATION

Park Association Survey Stresses Public Relations

PUBLIC RELATIONS and promotion topics reportedly dominate the suggestions made by NAAPPB members in a recent survey of their feeling about what the association is doing and what it ought to add to its functions. The program of work committee met in Chicago several days ago and Chairman Ed Schott said that they were pleased to learn that there is no general dissatisfaction, that the NAAPPB won many compliments, and that the membership in general seems pleased with it. Schott termed the suggestions "enlightening and invaluable" and said a complete report on contents of the returned questionnaires will be made to the NAAPPB board of directors November 28 and to the membership as a whole during the coming convention.

Theme Park Has 'Twin Bill'; NAAPPB Hostesses Named

DOUBLE FEATURE THEME park is the role of Storytown, USA, featuring Ghost Town, the spot at Lake George, N. Y. One section features Mother Goose characters, pumpkin coach, boat rides and other things with appeal aimed at young children. "For adult adventure" is Ghost Town, which includes the regular Western town features and such items as a medicine showman's pitch and a collection of horse-drawn vehicles. . . . Hostesses for the ladies' tea at the NAAPPB convention, Sunday, November 29, will be Mrs. Ruth Muar Colvin and Mrs. Evelyn Muar Wash, daughters of NAAPPB President William Muar, Canandaigua, N. Y.

Making a tour of amusement parks now is Bill Hassan, of Frankfurt, Germany, vice-president of Export Sales Corporation. He landed recently at New Orleans and was met by Mack Duce of Dallas. At New Orleans he visited the Harry Batts and Pontchartrain Beach. At Dallas he visited the home office of the Export Sales firm and spent time at the State Fair of Texas. He also caught the Royal American Shows at Shreveport. He's now on the West Coast to visit Whitneys-at-the-Beach, San Francisco; Belmont Park, San Diego, and Disneyland and other spots in the Los Angeles area. Still to come are visits to River-view at Chicago and then Eastern installations as time permits. He works closely with ride makers in Europe, he states, and is gathering information on designs for the American market. *Tom Parkinson*

Old 'Arizona' Set Converted To Tucson Theme Attraction

A DECEMBER OPENING is planned for the Old Tucson cowboy attraction outside Tucson, Ariz. Final details of the train ride were worked out in New York between the management and National Amusement Device Corporation, which is providing a frontier-type train. Old Tucson is a setting used in the filming of 69 films since being built for the picture "Arizona."

Work has been going on to help the Western village bloom into a major theme attraction. About 10 miles out of Tucson, it contained 63 buildings before businessman Robert Shelton of Kansas City and his associates started pouring redevelopment money into it during the summer. The Junior Chamber of Commerce had been operating it since 1946 but relinquished their lease in favor of the new promoters and their ambitious plans.

It is on county land and the county requires that \$1,000 be paid for the first year's lease, \$3,200 a year for the next four and then 5 per cent of the gross revenue thereafter. Buildings are used as concessions and rides include burro, mine train, vintage cars, and National's train, for which a new frontier car has been designed. The locomotive, its Union Pacific model, will be displayed at the NAAPPB trade show, Bill de L'horbe reported. Delay in opening the attraction is due in part to lease approval and a holdup in trackage because of the steel strike. The locomotive is being named after Gen. George Crook, Southwest Indian fighter credited with capturing Geronimo. *Irwin Kirby*

Travelers Meet in Tokyo; Parkmen See NAC Displays

"TALK ABOUT A SMALL WORLD" Department: Who should bump into each other recently at a plush hotel in Tokyo, Japan, but the Harry J. Batts, of Ponchartrain Beach Park, New Orleans, and the Abe Bakers, of Glen Echo Park, suburban Washington, D. C. Each of the couples was on a post-season vacation in the Orient and neither was aware of each other's plans. They promptly arranged to go out to dinner together and renew their friendships first cemented when they took the NAAPPB European tour last fall. . . . Sympathy to Mrs. Harry J. Batt Jr. She will be unable to attend the NAAPPB convention, due to the serious illness of her father. Fay, as she is known to her many friends, has been a stellar member of the convention's banquet and reception committee and her presence will be sorely missed. . . . Bill Muar, NAAPPB president, again demonstrated his great loyalty to the association by getting out of a clinic against doctor's orders to attend the Program of Work Committee conference in Chicago last week. Bill is much improved after a bothersome setback in his diabetic condition. . . . Ed Schott, chairman of the Program of Work Committee, went from Chicago to San Francisco to visit his daughter, following the conference. Mrs. Schott flew to Chicago from Cincinnati to accompany him on the West Coast. . . . Marvin Staton, of Spring Lake Park, Oklahoma City, was among the parkmen attending the NAC convention at the Sherman. Marv is planning some improvement in his food and drink facilities. . . . Another NAC exhibit hall visitor was Fred Massey of Fair Park, Nashville. Fred bought some new-type figures for his new Dark Ride. *John Bowman, Secretary, NAAPPB.*

Knott's Gross Up 17%; Crowd Tops 3,500,000

BUENA PARK, Calif.—Knott's Berry Farm just closed a highly successful year, it was stated last week by Russell Knott, general partner and son of the founders. "We ended our fiscal year on October 31 and business was up 17 per cent over last year," he said. "Knotts and the concessions did business in excess of \$12,000,000

and had an attendance of from 3,500,000 to 4,000,000."

Attendance figures are estimated because there is a free gate.

Knott said his son expects to enter the business next year, making the third generation to operate the farm. Knott also said there is no foundation to a report the park had been sold.

Anniversary Publicity Set At Sans Souci

WILKES-BARRE, Pa.—Sans Souci Park has started a "60 in '60" drum-beating campaign to whip up interest in the park's observances of its 60th season in 1960.

Edward J. Lee, president and managing director, last week said Sheldon C. Wintermuts, public relations director, would "pull out the plug" on the park's prepared barrel of newspaper, radio and TV copy.

A five-year modernization program will be completed in March. A decision will be made at the NAAPPB convention on whether another new major ride will be added. Two were installed last season. Biggest job to be finished before the 1960 opening is the new look for the park swimming pool, which was the first ever constructed in an amusement park in this area.

Causeway Opened

CEDAR POINT, O.—Formal ribbon-cutting ceremonies were held last week (9) on the new Causeway Drive connecting Ohio Route 2 and U. S. 6 with the causeway leading to Cedar Point. Marvin O. Pratt, ex-officio mayor of Sandusky, and George Roose, president of the Cedar Point Resort Company, headed the ceremony list.

The new concrete roadway, 3,800 feet in length, required 123 working days to complete. The road cost \$240,000, with the city paying 5 per cent and the Cedar Point Bridge Company footing the bill for the remainder.

Mayor Pratt expressed the hope that in the not too distant future

Break Ground For Catskill Track & Park

KINGSTON, N. Y.—Ground has been broken for a new clay racing track and grandstand at Olivebridge, about 10 miles west of here. A 5,000-seat concrete-and-wood grandstand will be built, it is reported, and track length will be a half mile.

Property of 65 acres will also be used for a scenic lake and amusement rides, the entire operation taking advantage of permanent residents and those moving to the nearby Catskill Mountains resort areas. Opening of the stock car racing season will be held Memorial Day, it is reported, following which racing will be offered on Sa' rdays.

Plans include various attractions being used, plus outdoor films on a collapsible screen in front of the grandstand.

Officials are Raymond Davis, president; Lawrence Shurter, vice-president, and R. L. Lane, treasurer. Thor Keogh of nearby Shoka will handle publicity. Shurter is a veteran race driver.

the road could be lengthened to connect with Ohio Route 13-U. S. 250 leading to the Ohio Turnpike 11 miles away. He said this extension would make it much easier for Ohio, Indiana and Pennsylvania residents to reach the resort without having to contend with city traffic.



The biggest profits come from the best rides

FINANCE PLAN AVAILABLE

- Merry-Go-Rounds • Miniature Trains • Boat Ride • Kiddie Auto Ride • Portable Roller Coaster • Jolly Caterpillar • Sky Fighter • Helicopter • Mad Mouse • Mite Mouse • "1865" Locomotive • Brownie Tractor • Roadway Ride • Rodeo • Twister • Tank Ride • Buggy Ride • 18-Car Cat • Record Player • Merry-Go-Round-Records • Tapes • Ride Timers • Canvas

ALLAN HERSHELL CO., INC. • EST. 1880
NORTH TONAWANDA, N. Y.
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

GIVE TO DAMON RUNYON CANCER FUND

MERRY MIXER
42' & 36' Garbrick Wheel
16' & 20' Chair Swing

Flying Saucer
Trailer Mounted Kiddie Rides
GARBICK MANUFACTURING, INC.
Centre Hall, Penna.
Phone EMpire 4-1403
Sales Rep.: E. L. WINROD
P. O. Box 298 Largo, Florida

R. J. Wiggs of Rock Island, Illinois, has this to say about his No. 5 Big Eli Wheel: "After 12 years of service my No. 5 BIG ELI looks and runs as good as ever. I have folks ask me time after time if this is a new Wheel. They're surprised when I tell them that it's a 1948 model. I'm just as proud as ever of my wheel."

Leo Leopold of Vancouver, B. C., Canada, says: "Believe me, you may quote me at any time that BIG ELI products are most durable and a pleasure to operate."

For a riding device that offers high income and low upkeep cost in return for a moderate investment, investigate a popular, money-getting BIG ELI Wheel TODAY. Write for Price List A-73 and request prompt reply.

ELI BRIDGE COMPANY
Builders of Leading Riding Devices
800 Case Avenue Jacksonville, Ill.

MINIATURE TRAINS
5 models with capacities from 14 children to 240 adults
Write for FREE details
MINIATURE TRAIN DIV.
ALLAN HERSHELL CO.
North Tonawanda, N. Y.

THE ORIGINAL "WILD MOUSE"
Built in Germany by the Finest Craftsmen—No other 'Wild Mouse' Ride can equal the design, quality and workmanship.
IMMEDIATE DELIVERY
EXPORT SALES CORPORATION
1103 Ross Ave., Dallas, Texas 53 Hoch Str., Frankfurt, Germany

NEW PARATROOPER RIDE
500 PASSENGERS PER HOUR
New version of the traditionally successful Spiffire. Unique seating arrangement. Adaptable to any Spiffire with conversion kit. New truck-mounted units with built-in handling equipment or standard units for ground installation available. Ground units may be transported on 28-foot semi.

FRANK HRUBETZ & CO., INC.
3495 25th St., S.E., Salem, Oregon
Phone: Empire 4-6847

Andrick Selected By Festival Mgrs.

NEW YORK — Discussion of mutual problems and presentation of talks made up most of the program for the fourth annual convention of the International Festivals Association. Reynolds Andrick, executive secretary of the Fiesta San Jacinto, San Antonio, was named president, succeeding Joe Mickler of Tampa.

The 1961 convention will be held in Tampa at a time to be announced. Invitation was extended by Mickler, executive officer of the Gasparilla Pirate Invasion.

Twenty of the 50 member events were represented at the convention, held October 28-30, in the Hotel Manhattan. John Hammond, vice-president of the Newport (R. I.) Jazz Festival, spoke about how to incorporate a jazz promotion into a festival program. John B. McNulty, travel sales manager of American Express, talked about ar-

ranging tours. Delegates also heard from Wilbur Matthews, concert artists manager.

Elected along with Andrick were Walter Van Camp, executive director of the Seattle (Wash.) Seafair, vice-president; and Charles Gillette of the New York Convention and Visitors Bureau, secretary-treasurer. This post was created as a corresponding secretary's post, in place of the executive secretary's function performed since the organization's inception by Robert Meyer Jr. Correspondence will be handled henceforth out of the office of John Geisler at the St. Paul (Minn.) Winter Carnival, and St. Paul will be the IFA mailing address after January 1.

Meyer was elected to honorary life membership on the board of directors.

Hear \$10,000,000 Auditorium Plan At Minneapolis

MINNEAPOLIS—Plans for expansion of the Minneapolis Auditorium facilities will contain a program for financing its increased cost of maintenance and operation, the local citizens' Auditorium Committee was told by Robert W. Fischer, chairman of the Development Committee of the Minneapolis Downtown Council, last week.

A new proposal for auditorium expansion was outlined by Dale McEnery, Stowell Leach and Austin Lange, architects.

Cost of the expansion, including a two-level underground parking area to take care of 2,400 cars, was estimated at \$10,000,000. The expansion would consist of an exhibition hall containing 100,000 square feet, a 3,400-seat theater

Chicago Sports Show Shapes Up

CHICAGO—Plans for the Chicago Sportsmen's Vacation and Trailer Show at the International Amphitheater here February 26-March 6, are taking shape, according to Thomas E. Durant, producer. This will be the third produced here by Durant and Show Management, Inc.

Represented in advance reservations for the travel section are 33 States and three provinces, and the show lays claim to being the nation's largest travel show. Trailer, boat and fishing tackle sections also are shaping up as outstanding units in the show, he said.

Held over from last year's show will be a trout fishing derby sponsored by The Sun-Times, full-sized Brunswick bowling alleys presented by sports and bowling chains, casting ponds, and golf driving ranges and clinics under supervision of golf pros. Stage and water show will be produced. The show has offices in the Roakoke Building, Chicago.

Indoor Tennis

MINNEAPOLIS—The first indoor tennis club in the history of the Twin Cities opened yesterday (15) at the Pastime Arena in suburban St. Louis Park. Three courts are available for play daily from noon to 5:30 p.m. Mondays thru Fridays and 9 a.m. to 1 p.m. Saturdays and Sundays. Professional instruction is being provided by Frank Voigt, with special hours for women's play.

and a corridor building to house meeting rooms.

Pending before the Minneapolis City Council Committee on Public Grounds and Buildings is a separate proposal from the auditorium co-managers that the city proceed with construction of an east wing to be used as a theater.

A five-year extension of the concession lease held by Joseph Kelber at the Minneapolis Auditorium was recommended by the Minneapolis City Council Committee on Public Grounds and Buildings. The committee was told that the auditorium receives 15 per cent of the concession revenue, which nets the city up to \$25,000 a year.

ARENA, AUDITORIUM NEWSLETTER

Remodeling Nearly Done

By TOM PARKINSON

REMODELING of the Municipal Auditorium at Atlanta is virtually complete, reports Manager Harry Niebruegge, and the timing has been rather tight. A survey confirmed the need for a new roof, new wiring and lights and new ceiling. That was in mid-1958. The 1959 budget included money for this. In May the bids were opened. Work was started July 27 with the stipulation that all but some of the lighting be completed by October 2. The contractor made the time schedule; the building was cleaned on October 1 and there was a turnaway crowd for a wrestling match on October 2. Work by the contractor had included replacement of the old copper roof with one of a new type. The old ceiling tile was removed, a new contour established, and a new ceiling of mineral wool applied with a spray gun. Niebruegge says the ceiling is two and a half inches thick and "acoustically as near perfect as possible. The new lights are installed on a house dimmer that permits use of anything from dark to 100 foot-candles. There are special lights for flat-floor shows and wrestling. More lighting work is still under way. Meanwhile the building is back in action with such events as the Coca-Cola bottlers' convention, Southern Medical Association, Ballet Russe, Gina Bachauer and plenty of other events yet this year.

As refurbishing of the Mayo Civic Auditorium, Rochester, Minn., nears completion, Manager Cal Smith looks forward to a busy season of events. Among them will be the Lucerne Festival of Strings, the Vronsky and Babib piano duo, the Mata and Hari dance team, Metropolitan Opera baritone George London, three concerts by the Minneapolis Symphony, Ray McKinley with the Glen Miller orchestra, "Most Happy Fella," Liberace and his concert orchestra, Don Cossack Chorus, Richard Leibert's organ recital, and events of such local organizations as the Rochester Symphony Orchestra and Chorus, Rochester Figure Skating Club and the Rochester Mustang Hockey Association. Smith is making plans already for an eight-week summer ice skating season starting in June.

Schedule of Miami Beach Convention Hall and Auditorium points up the contrasting events that frequently are accommodated simultaneously in this and similarly large all-purpose facilities. Take the period of January 22-31. The Ringling-Barnum circus will be in the Convention Hall then and contrasting with it in the Auditorium will be the Bette Davis-Gary Merrill drama, "The Amazing World of Carl Sandburg"; the Opera Guild's production of "La Gioconda," and the opening of "My Fair Lady." "My Fair Lady" contrasts not only with Ringling but also with wrestling, boxing, the Harlem Globetrotters and more. It all adds up to plenty of action as well as contrast and variety.

New Manager at San Diego; Portland, Ore., Progressing

NEWLY APPOINTED as manager of the San Diego (Calif.) Arena is Gerard A. Dougherty. He has been in show business 18 years as a manager and director and he also has been in public relations. Events on the Arena schedule include boxing, dances, sales, concerts, sports, parties and meetings. . . . Manager at the Willingdon Arena, Westview, B. C., is M. D. Taylor. . . . Don Jewell advises from Portland, Ore., that the new Memorial Coliseum is on schedule for construction. The roof is nearly completed. Contracts have been let for seats, spotlights and basketball floor. Bids have been asked on ice resurfacer, turnstiles, risers, portable stage, hockey dashers and boxing ring. First formal contract for use of the building has been given to professional hockey. Portland Hockey Club will start in late 1960.

Lubbock Votes Construction; City Buys Miami Stadium

LUBBOCK, TEX., VOTERS gave their okay to a bond issue of \$700,000 for construction of a football stadium. . . . The city of Miami has purchased Miami Stadium and now operates it. George F. Stebbins is stadium superintendent. The stadium has been used for the Frankie Avalon show, Roller Derby, major league exhibition baseball, Miami Marlin baseball and other events. . . . The 43d International Flower Show will be March 5-12 at the New York Coliseum. . . . Shortcomings in the acoustics of the new Los Angeles Sports Arena are getting attention. The architect and others are studying the problem, and \$11,500 has been contracted to install acoustical tile. . . . Thanksgiving Day will see the opening of Louisville's second Rod, Custom and Sports Show at the Kentucky Fair and Exposition Center, with Bill Lipkey and Nord Krauskopf as producers. Show moves to Fort Wayne (Ind.) Allen County War Memorial Coliseum December 11-13.

Skate Tile May Be Leased; Sound Panels in New Grid

AS THE IDEA OF LEASING becomes more prevalent in business, and it ranges from autos to whole factories, one of the leading leasing firms is set up to rent Mitchell Rubberlock, ice blade resistant surfacing material. M. M. Levitt, of Mitchell's sports and recreation division, announces. He also is suggesting that in new construction a half-inch recession be made in the concrete floor where the rubber flooring is to go. Then the flooring can be flush with the rest of the surface. . . . The Foster Junior High School Gymnasium at Seattle has an unusual installation for acoustical control. Glass fiber insulation blankets by Gustin-Bacon Manufacturing Company are used in long strips. One set is suspended just below the translucent roof panels of the building. Another set, perpendicular to the first, is hung just below it. This grid pattern is said to control the sound problem and permit the natural light to come thru as well.

SNOW BALL
Ice Shaver



A Style and Size for Every Need
Write for full particulars
CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

POPCORN—COTTON CANDY—SNO-KONES—APPLES
WE HAVE EVERYTHING YOU NEED
WRITE NOW FOR OUR 120-PAGE CATALOG
GO "GOLD MEDAL" ALL THE WAY
GOLD MEDAL PRODUCTS CO.
World's Largest Manufacturer of Concession Equipment and Supplies
313 E. 3rd ST., CINCINNATI 2, OHIO

OTTAWAY ROCKET LINER B-14
UP TO 70 ADULT CAPACITY
EXCLUSIVE MANUFACTURER OF RAIL RIDES SINCE 1944
OTTAWAY AMUSEMENT COMPANY • 3045 N. ST. FRANCIS • WICHITA, KANSAS

FOR KID APPEAL
PUMP-IT HANDCAR RIDE
PROVEN FINEST IN ITS FIELD
also OTTAWAY STEAM TRAINS



GOOFY-GOLF
A Complete 19 Hole, Prefabricated, Miniature Golf Course!

For permanent or temporary installations that will compare with courses costing 3 times as much. Has more PLAY APPEAL and EYE APPEAL than most.

Includes EVERYTHING from Caddy House, Lights, Illuminated Sign, Animated Obstacles, Clubs, Balls, Greens, Fairways, Number and Par Markers, etc. A COMPLETE PACKAGE . . . a business that can be in operation within a week!

ALL Material is completely weather-proofed with an entire incasement of Hot Plastic to give long life to your course.
Detailed information and prices upon request.

Call or Write TODAY!
PHILLIPS AMUSEMENTS, INC.
208 S. Robinson St. Bloomington, Ill.

BUENY
ROCK-O-PLANE
ROLL-O-PLANE
FLY-O-PLANE
OCTOPUS
MIDGE-O-RACER
BULGY THE WHALE



FAIR MANAGERS:

The biggest crowds come to see the stars with the best-selling records

It's been proved—over and over again! The big record names are the big drawing cards, the kind that will help your fair to set new attendance records. And there's a quick and ready reference source . . . a place where you can spot this top talent, check the vital data and make the right contact to close the deal . . . but fast. So . . .

Be sure to Read . . . and Use . . . and Hold Onto
Billboard's Big New Year-End Programming and Talent Buying Guide
—a special slick-stock section of the December 14 issue.

THE FINAL CURTAIN

ANSHER—Margaret, 59, wife of Sam Ansher, concessionaire, November 3 in Mountainair, N. H., while en route to Los Angeles. She was a member of several showmen's clubs and a member of the Eastern Star. Burial November 7 in Showmen's Rest, Memorial Park, Kansas City, Mo.

BURRIDGE—Frank, 31, carnival worker known as Cucumber Johnnie, November 1 in Metter, Ga., from a knife wound. Survivors include two children, a brother, Robert, and four sisters. Burial was in Camden, Me.

DAVIS—Frank H., 68, former operator of back-end shows and more recently promoter of lodge dances, at Chicago Friday (November 13) after a long illness. He was a show talker at 17 and was with Con T. Kennedy, James Patterson, C. A. Wortham, Rubin & Cherry and the Brundage carnivals. He also had been with Sangers Great European Circus and the Al G. Barnes Circus. At one time he was in the Chicago office of the Western Vaudeville Association. Burial will be in Chicago Monday (November 16).

EISLER—Joseph J., 53, float committee chairman for the 1959 Travellers' Day parade, held in conjunction with the Regina (Sask.) Exhibition, in Regina, Sask., November 3. Survived by his widow, a daughter, two sons, five brothers and a sister.

GERST, William F. Jr., 53, former manager of Hunt's Pier, Wildwood, N. J., and the

one-time general manager of Hunt's Theaters, October 30 in Philadelphia. A commercial artist in recent years, he also was a minor league baseball player. His mother, Mrs. Minnie L. Gerst, survives. Burial in Philadelphia.

McCONNELL—Chester, 47, veteran showman who put in the past season with the Drago Shows, September 29 in Tampa. Survived by his mother, Maria McConnell. Burial in Rose Hill Cemetery, Tampa.

PURNELL, Dennis, 47, November 7 in Detroit, apparently from a heart attack. He was on the staff of the City Zoo at Belle Isle Park, and died on duty. His widow survives.

RODENBURG—D. H. (Whitey), 71, former circus elephant handler, advance man and ticket salesman, November 7 of cancer in a Tulsa, Okla., hospital. Retired since 1945, Rodenburg once handled Black Diamond, the noted killer elephant. He had traveled with the old Buffalo Bill Wild West Show and many other circuses. Survived by a son, Richard, Houston, and a brother, Herman, Santa Monica, Calif. Rodenburg requested that his body be given to the University of Oklahoma Medical School.

SHUSTER—Joseph, 79, brother of Milton Shuster,

veteran Chicago booker of exotics, November 8 in Cincinnati. The deceased was in the mercantile business. His brother is the only survivor.

STEPHEN—Carl, 58, midget clown with Ringling Bros. and Barnum & Bailey Circus, November 8 at Little Rock. He was undergoing an appendectomy operation at the time of death. Burial at Sarasota, Fla.

STOREY—Stanley E., 71, an architect, November 5 in Regina, Sask. Some of the buildings he designed included the Grain Show building, Exhibition Auditorium, the Stadium, and the grandstand, all on the Regina Exhibition grounds. Survived by widow, a brother and two sisters.

THALHOFER—Fred A., 80, former billposter for circuses, November 5 at Sandusky, O. In recent years he had been doorman at the State and Plaza theaters at Sandusky. Survivors include his widow, Emma, and nieces and nephews. Burial was at Sandusky.

TINSLEY—Henry R., 64, brother of Johnny T. Tinsley, owner of the Johnny T. Tinsley Shows, November 2 in Evansville, Ind. Also surviving are his widow, Grace, and a sister, Mary. Services November 4 with burial in Oak Hill Cemetery, Evansville.

WHITMAN—Smith (Little Bit), brother of Hank Whitman, who for many years toured with the
(Continued on page 62)

ROLLER RUMBLINGS

By AL SCHNEIDER

PREDICTIONS that a record number of rink operators would be in attendance were made by spokesmen of the Roller Skating Foundation of America as the combination roller-skating queen contest-business seminar program for operators got under way at the Balmoral Hotel, Miami Beach, Fla., Sunday (15). A heavy publicity campaign well in advance of the twin affairs, which end Wednesday (18), was expected to make the gatherings the largest since the RSFA assumed contest leadership.

A jackpot of prizes awaits the girl who is crowned queen, but officials, well aware of the publicity value of such an event and the importance of maintaining good will in the broad segment of girls entering the contest, have arranged for an array of prizes for runner-up as well as all girls entering the competition. To the winner goes a 1960 MG sports car, donated by the Pepsi-Cola Company; a Pepsi-Cola gold cup, a pair of Chicago gold medalist skates and an all-expense trip to New York for the Macy Thanksgiving Day parade.

To the runner-up goes a cup donated by Chicago Roller Skate Company, a one-karat diamond ring, Chicago gold medalist skates and a transistor radio. The girl finishing third will be awarded the Balmoral cup, a diamond watch, Chicago skates and radio. All other girls will receive skates, a gold skate charm, skating costume, slippers, cosmetic case, skate case, costume jewelry, cigarette lighter and skating tights. There also will be contests for the girls in "talent," "best in evening gown" and "best in skating costume" categories. The talent winner will be awarded skates, a silver Pepsi-Cola cup and an evening gown. Winner of the "best in evening gown" competition will be awarded skates, the Lence cup and an evening gown, while top gal in the "skating costume" division will receive a \$100 skating costume by Russ-Bo, the Russ-Bo cup and Chicago skates.

Not to be outdone, operators, too, will cut in on the prize bandwagon. A drawing will be conducted for five transistor radios to be awarded operators attending the seminars.

Numerous experts in varied fields

will speak at the seminars. Tom Slater, former TV sports commentator and now an advertising executive, will discuss roller skating's opportunities to promote it.
(Continued on page 62)

FOR TOP PROFITS SMITH & SMITH RIDES

- ADULT FERRIS WHEEL
- ADULT CHAIRPLANE
- KIDDIE SPACE PLANE
- TRAILER-MOUNTED AUTO RIDE
- ATOMIC JET FIGHTER
- SPEED BOAT RIDE
- KIDDIE CHAIRPLANE

Send for complete information

SMITH AND SMITH, INC.
SPRINGVILLE, ERIE CO., NEW YORK

MERRY-GO-ROUNDS

1959 Jumping Carousels in 3 standard sizes—kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.

THEEL MFG. CO.
Phone MU 2-4351
Leavenworth, Kansas

SKATING RINK TENTS

42 x 102 IN STOCK
53 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

THE NEW GRAPHOSKOP

Model V
Imported from
Germany

★
WORLD'S FINEST COIN-OPERATED TELESCOPE

Ideal for • AIRPORTS • PARKS
• RESORTS. A year-round money-maker. Precision built for lifetime of trouble-free service.

★
EXPORT SALES CORP.
1103 Ross Ave., Dallas, Texas
53 Hoch Str., Frankfurt, Germany

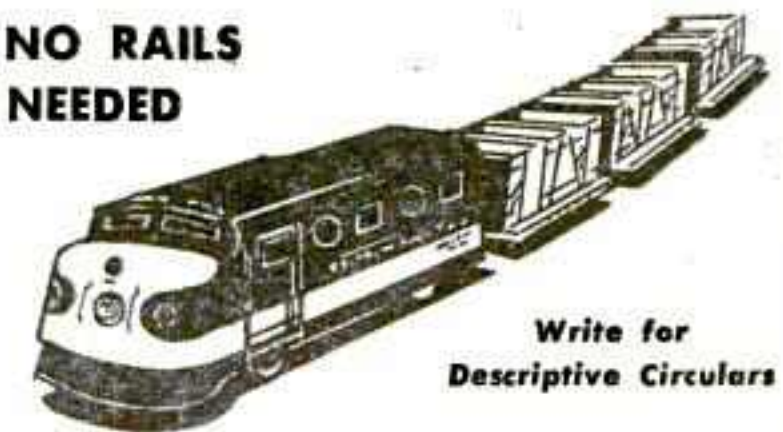


The TRACKLESS TRAIN RUNS ANYWHERE

NATIONAL RIDES

NO RAILS NEEDED

- Century Flyer
- Trackless Train
- Kiddie Ferris Wheel
- Kiddie Buggy Ride
- The Pony Trot
- The Steeplechase
- Comet Jr. Coaster
- Fun Houses
- Old Mills and Chutes
- Coaster Cars
- Mirror Mazes
- Complete Kiddielands



Write for
Descriptive Circulars

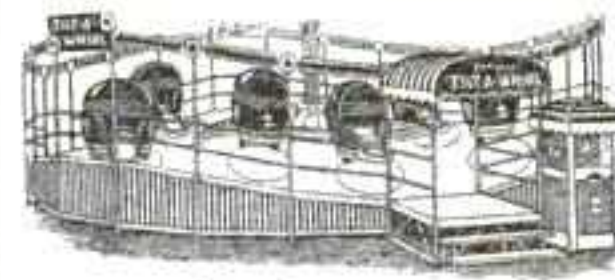
NATIONAL AMUSEMENT DEVICES CO.

P. O. Box 488, V.A.C. Phone: AMherst 3-2646 DAYTON 17, OHIO

THE STANDARD OF THE AMUSEMENT RIDE BUSINESS

TILT-A-WHIRL

America's Most Dependable
Family-Type Ride



- Simple Operation
 - Consistent Money-Maker
 - Never Goes Out of Style
 - More Value for Your Money
- Ask the Amusement Operators Who Have Them.

All orders filled on a first-come first-served basis. For Complete Information Write, Wire, Phone.

Sellner Mfg. Co.

P. O. Box 306, Faribault, Minn.
Phone: EDison 4-5584

Flying COASTER

LOWELL STAPF AMUSEMENT CO., INC.

Amarillo, Texas

Exclusive Manufacturers

NORMAN BARTLETT, U. S. Patents #2,895,735

NEW MODERN AMUSEMENT EQUIPMENT



- KIDDIE RIDES
- ADULT RIDES
- MINIATURE TRAINS
- ROLLER COASTERS
- FERRIS WHEELS
- MERRY-GO-ROUNDS
- SHOOTING GALLERIES
- FUN HOUSES
- CONCESSION TRAILERS

Write today for complete catalog.

KING AMUSEMENT CO., INC.

P. O. BOX 448 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN

High Quality KIDDIE RIDES

- ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
- GALLOPING HORSE CARROUSEL—FIRE ENGINES

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

In Loving Memory
Of Our Son
JOHN (Sonny) GRAVES

Who passed away Nov. 23, 1956.

Daddy and Mother miss you more
as the years pass.

Mr. & Mrs. John R. Graves

In Memory of
My Dear Husband & our Daddy
M. E. (Frenchie) FRENZEL

Who passed away
November 24, 1958

Mrs. Thelma Frenzel
Elaine Scott & Family
Betty Marble & Family

In Loving Memory
of
AGNES BEROFKY

Who Passed Away
Nov. 16, 1956

HARRY BEROFKY

In Memory of
MAD CODY FLEMING
who passed away Nov. 18, 1953
MRS. GRACE FLEMING

Head Your Christmas gift parade with "A TICKET TO THE CIRCUS"

By C. P. Fox, author of "Circus Trains," "Circus Parades"

Get 'em while they last! The perfect gift for show people and circus lovers—"Chappie" Fox's intimate picture-story of the Ringling Bros., transports you right into heyday of world's greatest acts, animals, showmen! More than 400 rare photos, richly printed on big 8 1/2"x11" pages. At bookstores or \$10.00 postpaid by return mail. Satisfaction guaranteed.



SUPERIOR PUBLISHING CO.
P. O. Box 1710, Seattle 11, Wash.

Please send..... copies of A TICKET TO THE CIRCUS at \$10.00 postpaid to:

Name

Street

City..... Zone..... State.....

Payment enclosed Please bill

ANCHOR TENTS



The Showman's Choice

Finest materials—40 Yrs. Experience.
Flameproof and New Nylon Fabrics.
Red—Blue—Yellow—Green—White.

Aluminum Tent Frames—Light Weight
Hinged Legs—Slip Joints Rustproof

Concessions—Show Tents—Ride Tops—Bingo
—Merry-Go-Round—Cookhouse Tops.
Phone: Harrison 5-9105.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

AMERICA'S FINEST SHOW TENTS

O. Henry Tent & Awning Co.

- CONCESSION TOPS ● SHOW TENTS
- RIDE CANVAS ● BANNERS

BERNIE MENDELSON

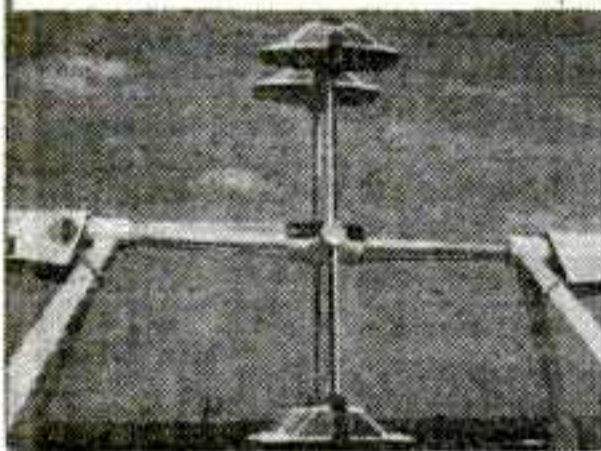
4642 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL.
Field Representative: G. C. "MITCH" MITCHELL

UNITED STATES TENT

AND AWNING CO. Established 1870.
Over 88 Years of Specialized Experience.

MAIN OFFICE & FACTORY: SARASOTA, FLORIDA
1230 N. EAST AVENUE PHONE: RINGLING 6-6316
Circus—Carnival—Concession—Any Size—Any Type—Banners—Ride Canvas.
S. T. JESSOP GEO. W. JOHNSON

BOYS! I'VE GOT IT!



This is the ORBIT Ride... Makes all the space movements that can be made. See a model in actual operation at the

SHERMAN HOTEL
during the Convention

JIM FOREST E. P. MAY
Manufacturers

21 No. Atlantic Ave., Daytona Beach, Fla.
RALPH A. SIMPKINS, Inventor

INSURANCE

IDA E. COHEN

173 W. JACKSON BLVD.
CHICAGO, ILLINOIS

F-I-R-E-W-O-R-K-S

Displays of all types by ILLINOIS. The brightest and most genuine fireworks in the land. Contact us for your display. Catalog now ready.

"The Nation's Finest Fireworks"
ILLINOIS FIREWORKS CO., Inc.
P. O. Box 792, Danville, Ill. Phone 1716

CANCER FUND

NOTICE

Boldface type indicates shows with Billboard Sales Agents—including name of agent.

Exclusive Billboard sales privilege available on shows in lightface type.

Write or wire
Circulation Director

BILLBOARD
Cincinnati 22, Ohio

Carnival Routes

Big State: *Joseph Sima; Kingsville, Tex., 16-18.
Coney Island: Kaplan, La.
Deggeller Show of Shows: Smyrna, Ga.
Deggeller Funland: Birmingham, Ala.
Greater Kastl: *Noble Hammock; Hot Springs, N. M., 18-22.
Louisiana Home State: New Iberia, La., 23-29.
Page Combined: *Blackey Jones; (Fair) Mulberry, Fla.
Palmetto Expo.: *Milton McNeace; (Fair) Georgetown, S. C.
Texas Funland: Spur, Tex., 16-22; Rotan 23-30.
Turner, Scott, Rides: (Edgewater & Rugby) Orlando, Fla., 16-Jan. 2, 1960.

Circus Routes

Atayde Bros.: Cuernavaca, Mor., Mex., 16-17; Zumpango, Gro., 18; Acapulco 19-24; Tiera Colorado 25; Chilpancingo 26-27; Yguala, Gro., 28-30.
Davenport, Orrin: Kansas City, Mo., 17-22.
King Bros.: *Eva Hinckly; Lake City, Fla., 16; Starke 17; Gainesville 18; St. Augustine 19; Sanford 20; Eustis 21; Palatka 23.
Polack Bros.: (Aud.) Charleston, W. Va., 19-22.
Ringling Bros. and Barnum & Bailey: Louisville, Ky., 19-22; Cleveland, O., 25-29.

Ice Shows

Holiday on Ice of 1960: (Aud) Grand Rapids, Mich., 16-22; (Sports Arena) Toledo, O., 23-Dec. 1.
Ice Capades, 19th Edition: (Ector Coliseum) Odessa, Tex., 16; (Coliseum) El Paso 17-22; (Aud) Albuquerque, N. M., 23-29.
Ice Capades, 20th Edition: (Forum) Montreal, Que., 16-22; (War Memorial Aud) Syracuse, N. Y., 23-29.
Ice Follies of 1960: (Olympic Stadium) Detroit, Mich., 16-22; (Sports Arena) Hershey, Pa., 24-Dec. 5.

Arena Routes

Ballet Espanol: (Ritz) Los Angeles, Calif., 16-21; (High School Aud) Phoenix, Ariz., 23; (High School) Los Alamos 25; (Municipal Aud) Juarez, Mex., 27; (Municipal Aud) San Antonio, Tex., 29; (Martin High School) Laredo 30; (Evans Aud) San Marcos Dec. 1.
Benton, Brook, Rock & Roll Unit: (College Park Aud) Jackson, Miss., 16; (Blue Note Ballroom) Wichita, Kan., 19; (Rainbow Ballroom) Denver, Colo., 21; Omaha, Neb., 23; Topeka, Kan., 24; Davenport, Ia., 25; Kansas City, Mo., 26; St. Louis 27; Chicago, Ill., 28; Flint, Mich., 29; Detroit 30.
New York Opera Festival: Davenport, Ia., 17; Charleston, Ill., 18; Lexington, Ky., 19; Columbus, O., 20; Louisville, Ky., 22; Asheville, N. C., 23; Gadsden, Ala., 24.
Polish State Folk Ballet: (City Center) New York 16-22; (Forum) Montreal, Que., 24-25; (Maple Leaf Gardens) Toronto, Ont., 26-27; (War Memorial Aud) Rochester, N. Y., 28; (Civic Opera House) Chicago, Ill., Dec. 1-6.

Legitimate Shows

Dark at the Top of the Stairs: (Center) Norfolk, Va., 16-18; (American) Roanoke 19; (City Aud) Chicago, Ill., Dec. 1-6.
(Continued on page 62)

IT PAYS TO BUY Lenz INSURANCE

RELIABLE INSURANCE CANNOT BE PURCHASED AT A BARGAIN COUNTER

CHARLES A. Lenz & ASSOCIATES

"The Showman's Insurance Men"
1492 Fourth St., North
St. Petersburg, Fla.
Phones: 5-3121 — 7-5914

FOR SALE ONE COMPLETE SHOOTING GALLERY

With Guns & Accessories & Gun Counter. Made by the Leading Manufacturer of Shooting Galleries. Used only 3 seasons.

RICHARD CIVITANO
1896 Bruckner Blvd.
Bronx, N. Y. TA 2-9188

New De Luxe MINIATURE GOLF COURSES by ARLAND

New Designs—125 Styles of Holes—Fully Carpeted
ARLAND, BOX 247
NEW HYDE PARK, N. Y.
WELLS 8-8676
America's Oldest and Greatest Builder of Miniature Golf Courses

RIDES WANTED

Major Rides for permanent amusement park on concession, no junk. Can use Tilt, Scrambler, moon Ride, Flying Scooter, or any good major ride not conflicting with Scooter, Whip, and Wheel.
Contact Clara Gray, Manager Lakeview Amusement Park, Royersford, Pa.

I WANNA SEE THE Aut Swenson THRILLCADE JUMBO OF ALL THRILL SHOWS
R.O. BOX 1553 SOUTH SIDE STATION
SPRINGFIELD, MISSOURI

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1959 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.
Open all year round
Wants Freaks and Novelty Acts, State salary and particulars in first letter.

There's No Trick . . .

to finding
GOOD BUYS in Used Equipment . . . just look over the many ads in the Classified Section this issue

Billboard SWEEPSTAKES "SHOW NEWS"

LOOKING 'EM OVER

The Billboard SHOW AGENT SALES LEADERS

1. DON HANNA, Siebrand Bros. Shows
2. TONY LEWIS, Cellin & Wilson Shows
3. BLACKKEY JONES, Page Combined Shows
4. Mrs. EARL MILLER, Crystal United Shows
5. MILTON N. McNEACE, Palmetto Exposition Shows
6. POP AKERS, Amusements of America
7. JOSEPH SIMA, Big State Shows
8. JAMES DREW, James H. Drew Shows
9. RICHARD GILMAN, Penn Premier Shows
10. CHARLES FRAKER, Fraker's Wildlife

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

WILD MOUSE

Excellent Condition — SALE — Trade or Concession. Need Space for Expansion.

FUN PIER

BOX 232, WILDWOOD, NEW JERSEY
E. E. FOEHL J. L. BARNES
Pilgrim 5-6325, Wildwood, N. J. Flanders 2-3510, Philadelphia, Pa.

SHOW TENTS

Manufacturers of Concession Tents,
Merry-Go-Round,
Cookhouse Tops
LARGE TENTS for RENT or SALE
For any purpose
ACE CANVAS CORP.
103 Greene Street Jersey City, N. J.
Phone: DE 2-6893

SHOW TENTS

HARRY SOMMERVILLE
516-518 East 18th St.
Kansas City 6, Missouri
Phone: Harrison 3026
CENTRAL Canvas Company

WANT—RIDES—WANT

Will buy at once: Paratrooper, Schiff Coaster, Rock-a-Plane, Spitfire, some punk Rides. Fun House on semi. Buy your equity in late rides.
P. O. Box 3604, Sarasota, Florida.

THE MOST SUCCESSFUL

MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE
HOLMES COOK MINIATURE GOLF CO.
583 10th Ave., New York 36, N. Y.
(3-4 Million Players — 140 Weeks at Ocean Beach Park, New London, Conn. — City Audited Figures.)

INSURANCE

For the Amusement Industry
SAM SOLOMON
"The Showfolk's Insurance Man"
5017 N. Sheridan Road, Chicago, Illinois
Phone: Longbeach 1-5555 or 5576

COLLINS BOOKS TEN 1960 FAIRS

**Major Part of Route Is Complete;
'59 Fairs Produce 10-40% Increase**

MINNEAPOLIS—The William T. Collins Shows, with 10 fairs already booked for its 1960 season, is almost set so far as its route is concerned, William T. (Billy) Collins, owner, disclosed here at winter quarters last week.

Already in the file are contracts for the Nebraska State Fair, Lincoln; Oklahoma Free State Fair, Muskogee; Tulsa State Fair, Tulsa; North Dakota State Fair, Minot; Stutsman County Fair and North Dakota Dairy Show, Jamestown, N. D.; Red River Valley Fair, Fargo, N. D.; Steele County Fair, Owatonna, Minn.; Freeborn County Fair, Albert Lea, Minn.; Sioux Empire Fair, Sioux Falls, S. D., and the La Crosse (Wis.) Interstate Fair.

Collins said the '59 season yielded the show the best grosses since it has been on the road. Fairs, which started July 4 at Jamestown, N. D., and ended in Tulsa, were anywhere from 10 to 40 per cent ahead of '58 on ride and show grosses.

In reviewing the season, Collins pointed out that the show didn't open until the second week in June, playing several still dates before hitting its fair season. A total of 18 major rides were carried, seven kid devices and 10 back-end shows. New this year were a Mad Mouse,

BATON ROUGE, La.—Manlou Enterprises, Inc., has been granted a charter by Secretary of State Wade Martin to operate amusement halls and bowling alleys.

Paratrooper, Twister, Helicopter and Skyfighter. The latter was owned for several years by Collins but was taken on the road this year for the first time.

Collins' mother is hospitalized here following a stroke and is undergoing treatment.

PRELL DEATH LEAVES TWO CLUB VOIDS

NEW YORK — The passing of Joe Prell leaves the two major show clubs in the East with a serious nomination situation this year, as he stood high on the list of officers in both the National and Miami showmen's associations. He was to be elevated to president in New York and second vice-president in Miami. In both cases, two new names must be chosen for vice-presidential positions.

NSA Talent Roll: Top Stage Names

**Line-Up Prospects Good; Hershfield
Set as Toastmaster; Table Sales Soar**

NEW YORK — A guaranteed string of major entertainment names will be among the headliners performing at the annual National Showmen's Association banquet. The program, shaping up slowly but steadily, was discussed at the Wednesday (11) meeting. Major order of business was the choosing of a nominating committee to suggest a slate of officers for 1960.

The seven-man group consists of Joe McKee, representing the board of trustees; Louis (Lulu Wagner) Reiben, Charles Davenport and Louis (Bunny) Elias, from the general membership, and Dave Brown, Frank Rappaport and Joe Sherman, from the governors.

Table sales indicated an early

sellout for the Monday (23) testimonial dinner for George Hamid, president emeritus, in the Hotel Park Sheraton. Fifty-plus tables had already been reserved for the big Hotel Commodore banquet.

Two Getting Gold Cards

Al McKee, president, presided over the meeting, at which it was announced that two gold life membership cards would be awarded. Leo Willens, treasurer, will get one for bringing in 50 new members during the year, and Rappaport will be recognized for securing over 500 booster names for the yearly journal.

In addition to name talent several variety acts will entertain on banquet night. Harry Hershfield

(Continued on page 61)

CARNIVAL CONFAB

BERNARD (BUCKY) ALLEN flew to Ottawa for the annual fair directors' banquet at the Chateau Laurier. He was accompanied by Jeff Harris. . . . Heads of stores on World of Mirth this year included Lou Conti, Pat Schilly, Ben Glass, Louis D. King, Irving Zaitchik, Joe Baisman and James Leahy. Others in the concession department were Frankie Schillizzi, lieutenant for Allen, James Borders and Leroy Anderson, stock men, and assistants Clyde Eddie and Heavy. Clyde Warbritten had five stands and Johnny Miller, four. . . . The Strates show's support for the New York club approximated \$4,000. . . . Morris Brown, Ray Manning and Nate Cutler made Southern fairs. . . . Table sales for the NSA banquet are excellent. One or more tables have been reserved by Oscar Buck, the Vivona family, Dave Brown, Ed Cohen, Harry Alexander, GAC-Hamid, Reithoffer and Howard, Sam Glickman, Aaron Hymes, Sam Peterson, John (Duke) DeNoia, Frank Rappaport, Charley Rubenstein, Pat Razzano, Exhibition Employees Union, George Regan, Max Schaffer, Pat Martino, D. D. Simmons, Bucky Allen, the Strates organization, Joe Sherman, and the Palisades Amusement Park group. . . . Art Lewis will visit New York for the festive week, as will fair managers Norman Y. Chambliss, John Leahy and Robert Scarborough. . . . Visiting New York's clubrooms after long absences have been Jeff Harris, Milton Emerson, Emanuel Silver, Vince Anderson and Charles Zucker. Eddie Elkins has beaten a bout with the flu and is back at work with the exhibition workers. . . . Jules and Edna Lasures have finished another successful tour with their pitch-till-u-win.

Personnel on the George Clyde Smith Shows have dispersed with the end of the tour. Cass Shottis, manager of Marion MacWethy's bingo, took off for Sarasota, Fla., as did Mr. and Mrs. Robert Courtwright. Ralph and June Geltz took their cookhouse to Henderson, N. C., with Penn Premier Shows. . . . Also leaving Smith were F. E. Spain and Mr. and Mrs. Charles Fagin, to Columbia, S. C.; Jeff Prodhuski, to Cleveland, O. . . . Other departures and destinations were the Jack Barstows, Cecil Swains and Joe Rocas, Tampa; Peggy Ewell and Albert Buchanan, Columbia, S. C., and then to Florida; George West, Henderson, N. C.; Ray Arrett and wife and the Carrolls, Florida; Bill Hartman, Kittaning, Pa.; Higgins family, Elmira, N. Y.; Cliff Beal and Mr. and Mrs. Calvin Leonard, Dunbar, Pa.; Laird Johns, Johnstown, Pa.; Eddie Ryan, Hooversville, Pa.; James Perry, Pete Howard, Tex and Curley Edmonds and Frank A. Norton, all to Cumberland, Md., where Norton will be looking after the winter quarters. . . . During the off-season Paul La Cross, his wife and daughter tour with their shooting and knife-throwing act. The Continental Shows agent represents Colt .45, Ruger .22 and CIL Canadian ammunition at winter dates, but will be making the usual Northern fair meetings. . . . Booker Ward Beam's off-season pastime is, of all things, modeling. Artists Bill Smith has painted Ward as Thomas Alva Edison for General Electric calendars, and as a judge in a Saturday Evening Post story illustration. . . . Harry (Cigar Murphy) Tillner passed away on Thursday, October 29. Burial was in Showmen's Rest, Miami.

Irwin Kirby

* * *

Royal American Shows was greeted with front-page publicity when it arrived back at its Tampa winter base. A photo on page 1 of The Tribune showed Mr. and Mrs. C. J. Sedlmayr Jr., and their daughter, Dora, leaving the train. The headline atop the pic read: "Colorful Winter Residents—Tampa's Show People Back Home After Fine Season of Big Crowds on Road." . . . Mr. and Mrs. Al Kaufman and Louie Leonard are back in Chicago after taking the baths in Hot Springs. While there they ran across Mr. and Mrs. Lefty Ohren, Mr. and Mrs. Norman Schlossberg, Max Goodman, Mr. and Mrs. Max Tubis and Lena Schlossberg. The latter celebrated her birthday at the spa. . . . G. G. (Spud) Leggett, veteran eat and drink concessionaire, lost equipment valued at \$2,000 in a fire in Regina, Sask. The gear was stored in an airport hangar which was destroyed in the blaze.

Charlie Byrnes

Everett Winrod, owner of Monarch Exposition Shows, visited St. Louis recently en route to his Largo, Fla., home after making sectional fair meetings in Illinois. After a couple of weeks' rest in the sunny clime, he'll head for the Chicago doings. . . . Earl D. Backer, general agent for Blue Grass Shows, was also a visitor to the Mound City en route south for bookings. He and Mrs. C. C. (Specks) Groscurth, Blue Grass owners, will be in Chicago. . . . Lou Dufour is back at his St. Louis home after an Eastern trip during which he booked back-end shows at several parks. Dufour will attend the club and fair doings in Toronto and then head for Windy City conventions. . . . Fred O'Neal is back home in St. Paul after a good run with concessions at the Shreveport fair. This year he had joints at a St. Paul park,

the Minnesota State Fair and other Midwest events.

Frank Joerling

PHOENIX PATTERN: Tom Hughes closed at the Arizona State Fair here Wednesday (11) with his crime car with Charles C. Hale in charge. Hughes was on the independent midway. He has shown here three times within the last nine years and this time was his first since 1957, when he was on the Siebrand midway. . . . R. L. Davidson showed "Poor Darling," a Chinese crested terrier. Last year he had Cimarron, the bull. He will winter in Scottsdale, Ariz., and play winter fairs in California. . . . Harold Harper, who handled public relations and couried the visiting dignitaries around the fair, will attend the outdoor conventions in Chicago. . . . Chuck Walsh was on the Siebrand lot. He plans to winter in Los Angeles with time around the Pacific Coast Showmen's Association. . . . Duane and Irene Baker visited friends on the Siebrand show. He is now in the trailer repair service in Phoenix. . . . Lee Smith will be back in Long Beach, Calif., after being on the road with the Glass House and snake exhibits owned by Blash & Hilligoss. Smith had the attractions back East and then jumped here from Dallas. . . . J. B. (Red) Dauer, Fair Time Shows, Inc., concession manager, had one stand on the carnival midway. . . . Margaret Farmer had three stands. One was operated by Leona Cook and another by Wayne Navalt, who has been with Mrs. Farmer for nine years. Hunter Farmer said he was only an assistant. . . . Sam and Mickey Exler returned to the carnival business at the State Fair with a new pastrami stand.

Joe and Peggy Steinberg have a new 50-foot house trailer. . . . Jac and Adell Agnoff visited the novelty stands on the midways. . . . War-

(Continued on page 61)

HURRY!

Forms for the Big 1959

OUTDOOR CONVENTION SPECIAL

Dated Nov. 23

Will Go to Press WEDNESDAY
NOV. 18

Rush Your Copy Instructions Air Mail, Special
Delivery TODAY . . . or Phone or Wire Us
Collect to Repeat a Previous Ad for You

CHICAGO 1, ILLINOIS
188 West Randolph St.
Central 6-9818

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

ST. LOUIS 1, MO.
812 Olive St.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
1520 N. Gower
HOLLYwood 9-5831

'LOFI' PLAYERS LOSE

Last Out, First In
Wrong '59 Choice

By IRWIN KIRBY

NEW YORK — Indications are that Eastern showdom may have played its last round of LOFI (Last Out, First In) for a while. Weather was an unwelcome participant in this year's game, and as usual, it was an opponent impossible to outguess.

April openings go back thru the generations on the theories that idle equipment is idle earning power,

and a busy worker is a contented one. In application most operators consider that competent help cannot be convinced to await a late debut of the carnival season, when there is employment to be obtained elsewhere.

Carnival owners and concessionaires who indulge in LOFI are those unwilling to buck springtime rain and mud. They wait until May before venturing out on the road. In extreme cases there are delays until the very end of that month. This works out just dandy when their compatriots who show in April get drenched and bogged down, but when the atmosphere is warm and bright it becomes doubtful who has the last laugh.

The rainy wind-up to 1959's season has produced a tribe of showmen who will become more unsettled as the winter progresses. Their attitude toward the business next February, will be roughly analogous to that of contemplating a bank at 6 a.m.: A little bit early perhaps, but maybe the door's unlocked.

FEATURED
THIS WEEK

PUNKS

11" Size—\$30.00 per doz.
13" Size—\$36.00 per doz.

WRITE FOR FREE CATALOG

RAY OAKES & SONS

P. O. Box 4344 Day Ph: Re 69774
Tampa 7, Fla. Nights: Re 65467

WM. T. COLLINS SHOWS

"World's Largest Motorized Midway"

WANT FOR 1960 SEASON

SHOWS: Side Show, must have something in it that can be featured and have own equipment. Motordrome or any high class Bally Show or Grind Show in keeping with our standards.

CONCESSIONS: Hanky Panks of all kinds.

HELP: Ride Superintendent, must know all rides and be able to keep them in repair and handle help. Must be sober and reliable and furnish references. Year around job for a qualified man.

FOR SALE RIDES FOR SALE

Fly-O-Plane—2-Abreast Merry-Go-Round—Round-Up—Eyerly Midget Racer—Boat Ride (Suitable for Park). All Rides in A-1 condition.

Address WILLIAM T. COLLINS

7820 Chicago Avenue, Minneapolis, Minn.

ATTENTION—JESTERS—ATTENTION

All Outdoor Amusement Men who are Members of
A Royal Order of Jester Court
Anywhere in America are cordially invited to attend

THE OUTDOOR AMUSEMENT JESTER BREAKFAST

TO BE HELD AT THE SHERMAN HOTEL, CHICAGO,
ON MONDAY, NOV. 30, AT 9:13 A.M.

This Jester Breakfast will be an outstanding event and the first time in the history of the Outdoor Conventions in Chicago that such a gathering is called together.

Door Prizes, Souvenirs for all and surprises along with a solid and liquid breakfast. This will be a party as only the Jesters know how to put on. Make your reservations now and send your check for \$13.13 to

ART BRIESE, Chairman 203 North Wabash Ave.
Chicago 1, Ill.

Remember, Jesters—MIRTH IS KING

YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES

WILL TOUR

Punk Hill
Named to
Fair Board

CORPUS CHRISTI, Tex.—H. P. (Punk) Hill, owner of Hill's Greater Shows, has been elected a member of board of the Eastern New Mexico Fair at Roswell. Hill has been named entertainment chairman of the fair and will book its attractions at the Chicago outdoor meetings.

He will also represent his own show at the Windy City conclave after keeping it off the road for two years. During the '58 season the show operated as an amusement park in Colorado Springs, Colo., while during the past summer it had a similar operation here in Corpus Christi.

Route for '60 will include dates in Colorado, North and South Dakota, Arizona and Texas.

Montreal Club
Raises \$3,100
At Jamboree

MONTREAL — The Canadian Showmen Association raised a total of \$3,100 at a jamboree held during the Quebec City fair, Alex Zaien, president of the organization, announced. Half of the proceeds will go to the Montreal club with the balance to be divided between the Showmen's League of America and the Miami Showmen's Association, he said.

Show was held in the top of the French Casino with personnel from the rock and roll show and the Casino providing the entertainment. John Campi, assisted by Zaien, conducted the jamboree.

Assisting were Jules Racine, Jerry Bonder, William Bonder, J.P. (Jimmy) Sullivan, Michel Aube, Sidney Shore, Skippy (Red) Morgan, J. Mattioli, Kelly Zaien, Kid Genesh, Alex Rouillard, Jimmy Bissonnette, Emile Chaput, Jacques Chaput, Mike Sobol, Miss Campi, Gammock, Pit Miller, Stan Miller, Y. Monette, Johnny the Hunkey, Harry Ross, Wallace the Coach, Deagan the Machine and Noel Ducharme.

The club's annual banquet is set for November 10 in the Queen Elizabeth Hotel here in Montreal.

Miami Charts
Fetes; Weiss
Back at Post

MIAMI — First details for the annual Miami Showmen's Association banquets were worked out last week when dates were set and committee appointments made. Marty Weiss, executive secretary, returned to work from Hot Springs on Monday (9) able to make progress on crutches rather than in a wheelchair. He expressed gratitude for the help extended by the Hot Springs and Miami showmen.

Art Lewis is chairman of the president's party, December 22, and annual banquet, January 4. Both will be held in the Pompeii Room of the Eden Roc Hotel at Miami Beach, and will be entertained by the regular night club show. Co-chairman is Joe Ross and other committeemen are Leo Bistany, Sydney Daniels and A. R. White-side.

Prell's Ink Petersburg
As 10 Shows Seek Date

PETERSBURG, Va. — Prell's Broadway Shows was unanimously approved as 1960 midway occupant for the Southside Virginia Fair last week. Directors held their meeting Wednesday night, entertaining proposals from a record number of carnivals.

Ten organizations expressed interest in the date, according to gen-

eral manager Stanely Hutcherson. Included were the three Eastern railroad shows, but date conflicts interfered in each case. Among other shows seeking the fair were Prell's, Amusements of America, Marks, Thomas Joyland, Endy, O. C. Buck, and Penn Premier.

This will be Prell's initial visit at the fair, which was played last season by the Ross Manning Shows. Hutcherson said there is no drastic change in the basic contract. In addition to representing a respectable midway gross, Petersburg serves as a convenient jump-breaker for midways heading into Southern territory. The 1960 dates will be October 3-8, the week after the State Fair in Richmond.

Mickey Stark
Reports Best
Season Yet

MOUNT STERLING, Ill. — Mickey Stark, owner-manager of Gold Bond Shows, took a couple of minutes off from supervising work in winter quarters here last week to reflect on the past season.

The '59 trek, the 14th for Gold Bond, showed a slight increase over the gross racked up in '58, which was the best season until this year.

With the season over since the week after Labor Day, Mickey and Mrs. Stark have been busy planning for next year. They have placed an order for a new Scrambler which is scheduled for delivery in May of 1960. This will mean a total of 16 office-owned rides. The past season the fun zone also had five shows and between 30 and 40 concessions. All equipment went over the road on 26 tractors and trucks.

Considerable work for next year is already done as the Starks have a five-man crew painting and repairing. The Starks will attend the Chicago meetings as well as State meetings at Milwaukee and Springfield, Ill. Following the conventions, the two will fly in their own airplane to Tampa for a vacation. The plane is used on booking trips and also to advertise and promote fairs and celebrations played by Gold Bond.

Byers Pacts
Great Jones
County Fair

VERTON, Tex.—Byers Bros.' Shows will provide the midway attractions at the Great Jones County Fair, Monticello, Ia., for the first time in 1960, Carl Byers, owner-manager, announced here last week. The date is a new one for the show and will follow the fair at Dubuque, Ia., which was signed some weeks ago.

Clem Smith is the show's general agent in the Midwest and North, and A. (Dutch) Wilson handles those chores in Southern territory. A new Dodgem has been added for '60 along with several additional light towers.

Smith and Wilson will attend the Chicago meetings. Appearance of Byers will depend on the condition is his dad, who suffered a heart attack here recently.

Denton Contracts
Panama City, Fla.

RAND, W. Va. — Johnny J. Denton's Gold Medal Shows has signed the Bay County Fair, Panama City, Fla., for 1960, Mrs. Irene Denton, secretary-treasurer, disclosed. This will mark a return engagement for the show.

SLA Gets \$200
From B. Thomas

CHICAGO — The Showmen's League of America was \$200 richer last week, the money coming from a jamboree held by Bernard Thomas on the Art B. Thomas Shows. The party was at the Clay County Fair, Spencer, Ia.

Repeat Week
Ends Season
For Strates

ORLANDO, Fla. — Season's end for the James E. Strates Shows occurred Saturday (7) at the Southwest Georgia Fair, Albany. It was a rehash coming on the heels of a week of inclemency during the fair's regular week.

Business was excellent thru Friday and Saturday (5-6) when it turned bitter cold. Equipment was in storage soon after at winter quarters here, where it will be worked over prior to winter dates in Florida.

E. J. Strates was in charge during the last phase of the season. October produced five straight weeks of rain.

The show headed southward after its most successful string of Northern fairs. General results for the season were good, at least as good as 1958. A delegation will be in New York for showmen's club banquets and festivals.

On Monday night (9) the Strates family in a surprise gesture held a dinner for a group of veterans on the show.

Atlas Season
Wind-Up Good,
Selling Units

PATERSON, N. J. — Northern feast and bazaar business turned out good for Atlas Amusements, successor to the Silk City Shows. Angelo Longo reported a satisfactory start on next season's contracting.

Mortensen Re-Elected

HARTFORD—William H. Mortensen, managing director of the Bushnell Memorial Auditorium, has been re-elected vice-chairman of the Metropolitan District Regional Planning Commission.

NSA Talent

Continued from page 59

will be toastmaster once more, and two bands will provide music for the show and for dancing. A four-act program is being lined up for the Hamic testimonial.

Influx of showmen and friends will be evident the weekend prior to the testimonial. Between the two banquets there will be the Tuesday (24) open house and memorial services at the clubrooms. A large contingent of banquet-goers will proceed to Chicago for the big winter conventions, immediately after Thanksgiving Day (26).

CARNIVAL CONFAB

Continued from page 59

ren and Flora McMenus had four candy stores and two restaurants on the fair's midway. With them for the run were Lee Garland, Clare Johnson, W. B. (Peanut Bill) Carter, Rella Rouse, Irene McSweyn, Bobby and Ruth Nichols, Fred Gagnon, William Duval, Dee Coleman, Walter Anderson, and Kenny Allen. . . . Sam Silver, who has been with the Crafts Shows for 11 years, had a pitch game. . . . Frenchie and Julie LeDoux from West Coast Shows No. 2 left for Las Vegas and then to Los Angeles for the winter. . . . Babe Gallamore of Crafts and West Coast shows had his grab stand on the Siebrand midway. . . . Margaret Farmer, Joe and Edna Dauer, Berta Harris, Elden and Sally Short are set to fly to Hawaii on November 27. . . . Peggy Forstall spent the fair in Phoenix assisting Margaret Farmer. . . . Ruth Davis down from Los Angeles to guide the operation of her stands. . . . Newton and Dorothy Stone ended their tour with Siebrand and returned to their home in the Pacoima, Calif., area. . . . Darwin and Donna Glenn had two Roman targets with the assistance of Vernon Glenn. They will return to Lakewood, Calif., to get ready for the Sportsmen's Show in the Los Angeles Pan Pacific Auditorium. . . . Bill Wolfson is again the proud father, with Terry Maurine joining the family four months ago in Walla Walla, Wash. He and his wife, Margaret, have two other children, Roger, 21, and Mike, 13. Wolfson had candied apples and was assisted in the operation by Carolyn Conners. . . . Ed Lang known for his Mom's Aid baby stroller service, said he will add another canopy and strollers at Dallas in 1960. . . . Bob and Rae Banard will winter in Los Angeles. Mike Petrantis returns to Tampa and Jim White to Utah.

Sam Abbott

After closing with the Bob Hammond Shows in Rosenberg, Tex., Clarence and Madge Thames made Eastern New Mexico State Fair with Hill's Greater Shows and the State Fair of Texas, Dallas. They are wintering in Phenix City, Ala., after a satisfactory season. . . . Following a two-week honeymoon, Mr. and Mrs. Forrest Hill Jr. will winter in Kansas City, Mo., and prepare additional concessions for the 1960 season. Hill and the former Bobbie Jeane Halbrook were married recently in Chetopa, Kan., more than 250 guests attending the ceremony.

Francis J. Coleman, vice-president of Coleman Bros. Shows, underwent November 5 surgery in Hartford (Conn.) Hospital for a mastoid of the right ear. He is out of danger now and will recuperate at home in Cromwell, Conn., according to Mrs. Coleman. . . . When Palmetto Exposition Shows played Horry County Fair, Loris, S. C., it looked like a legal adjusters' convention, writes William Snow. On the lot were Whitey Fowler, Palmetto adjuster; Al H.

Showmen's League of America

CHICAGO — President Bill Carsky was in the chair at the regular Thursday (12) meeting. Also on the platform were Ed Sopenar, vice-president; Bernie Mendelson, treasurer; Hank Shelby, secretary, Sam J. Levy Sr., Ernie Young and Morris Haft.

Reported on the sick list were Jimmy Claire, Alexian Bros. Hospital; Harry Ferris, V.A. Hospital; Abe Raymond, Swedish Covenant Hospital, and Fred Potenza, at home.

Four new members are Harry Lewis, George Wilmot, B. W. Silverman and Charles Silverman.

The new ceiling has been installed in the meeting room. The Christmas party for underprivileged youngsters will be held December 20 at the Hotel Sherman. Jack Duffield and Sollie Wasserman are co-chairmen of the event.

Back after absences were Roy (Pepsi) Jones, Ralph (Jack) Woody, Frank McDermott, Sam (Insurance) Solomon and Doc Ardner.

Ladies' Auxiliary

A regular business meeting was held Thursday (5) at the Hotel Sherman. President Phoebe Carsky asked Mrs. L. M. Brumleve to sit in the chair left vacant by the death of First Vice-President Ethel Wadon. Other officers present included Jeannette Martindale, second vice-president; Evelyn Hock, treasurer, and Elsie Miller, secretary. Chaplain Sharon Horan read the invocation.

Margaret Hock, Mae Taylor, Frances Berger and Veronica Potenza were on the sick list. Letters received from Edith Streibich, Myrtle Hutt, Sophia Carlos, Dolly Young, Rose Page and Monica Barrass. Mary Lohmar has moved to Peoria, Ill.

Jeannette Martindale, incoming president, appointed Alda McCue as installing officer and Mary Lou Callbeck as fensee at the November 29 Installation Dinner. Open house will begin November 28 and continue thru December 1. Agnes Smith is in charge of the food. Mrs. Del Hoffman will be in charge of the bar. Jeannette Martindale is chairman of the bazaar activities and Sharon Horan will be her assistant.

Phoebe Carsky donated the award which went to Elsie Miller. The auxiliary received cash donations from Mae Taylor, Edith Streibich and Dolly Young.

The Past Presidents' Club held a meeting November 5. Mrs. Ralph Glick, president, presided. Carmelita Horan read the invocation. The annual convention dinner will be held December 1 at 6 p.m. Evelyn Hock is handling reservations. Mae Taylor is still in the Illinois

Herman; Willie Lewis, Thomas Joyland Shows; Dallas Duncan, Wolfe Amusement Company; Steve Decker, All American Shows, and Bill Hay. . . . Mr. and Mrs. Jack O. Wiziard, recently observed their 50th wedding anniversary with an open house party at their home in Lincoln, Neb. The Wiziardes return next year for their 15th season as photo machine and novelty workers at Capitol Beach, Lincoln. . . . Concessionaire Clay Burton Lowe, wintering in New Orleans, writes that he is spending a lot of time at the race track and doing fishing. He asks friends to write him at General Delivery, Covington, La. . . . Lou and Kitty Peace have announced their retirement from the road following recent birth in New Orleans of their fifth child, Neal.

Al Schneider

Club Activities

Masonic Hospital and would like visitors. Margaret Hock is also able to receive visitors now.

Carmelita Horan

National Showmen's Association

Ladies' Auxiliary

NEW YORK — There will be a meeting every Wednesday evening during November.

Stella Wilner is donating her television set for the clubrooms, for which she received a round of applause. Stella vacationed with Ann Silverman at Bill Hahn's at Westbrook, Conn., this summer, and won two tickets for Mary Martin's "Sound of Music" at a bingo there.

We are happy to welcome the Vivona clan to our family. New members are Marie, Carol, Ethel, and Ann Vivona, also Ann (Vivona) Fantano, Fay Schwartz and Josephine Basile.

Past president Margaret McKee visited Cuba recently, also visited with her sister Lydia Noll and dropped in at the Miami clubrooms.

The nominating committee, consisting of Bunny Kassow, chairman, Dolly McCormick, Katherine Fried, Ann Keller, Veronica Zucchi and Palmina Fantano, is at work on a new slate of officers. Vice-president Kitty Rausch hopes to receive her gold membership card at the annual dinner Thanksgiving Eve.

Rose Marie Rosenberg is back from Nashua, N. H., and hopes to attend every meeting. Beatrice Prell is home from the hospital. Florence Van Raalte went to Europe this summer, and included Paris in her travels. Elizabeth O'Keefe, hostess chairman, remembers the annual bus ride to Greenwood Lake last month with 39 Palisades Park girls, many of them members of the Auxiliary. Irene Bents, Lillian Fleming and Elizabeth visited Flo Thompson, entertainment chairman, at the Jennings Dining Room at the Danbury Fair.

Dolly McCormick assisted Juli Mitchell with the broadcasting on radio WABC this summer while Big Joe and his sister were in Europe, from midnight until 3 a.m. Irene Gillis appeared on the television show "It Could Be You." Ann Brown's son, Leonard, is scheduled on December 20, to play an accordion recital at Wingate High School, Brooklyn. Jean Torres, sick committee chairman, could be better. Louise Amada has been hospitalized since July at Harkness Pavilion, Columbia Presbyterian Hospital.

Ann Rosenberg's husband, Little Murphy, is visiting in Toronto. Betty Schenck gets mail at Hotel Marcy, care of Anna Rosenberg. Mildred Ford's brother, Elmer Cox,

U. S. attache in Helsinki, arrived too late for his brother James Cox's funeral.

Helen Roth's third grandchild arrived in August. Dorothy Packman is busy with the kiddie smorgasbord party on November 22, open to members of the parent organization and the Auxiliary for their penny donations to the Kiddies Fund. Slip Sterling will be caller at the square dancing. Mildred Swartz is back from the hospital after five weeks. Bunny Kassow spent the summer playing bazaars for churches. New member Ruth Adelman attended her first meeting. Rose Westlake wrote in from California enclosing her "Madame Fifi," quick-act brochure. Bulletin chairman Anita Goldie and her husband, Johnny Pineapple, are appearing at the Statler Hilton Hotel in Buffalo. The husbands of Rose Dresi and Jean Harris passed away.

Greater Tampa Showmen's Association

Ladies' Auxiliary

Initial meeting of the fall season was called to order by President Mickey Wenzik Wednesday (11). Officers in attendance included Egle Sedlmayr, first vice-president; Bertie Perrot, second vice-president; Esther Groscurth, third vice-president; Elsie Owens, treasurer and Grace Fillingham, secretary.

Chaplain Ella Stophel reported cards sent during the summer went to Sam Fillingham, Doc Hartwick, Grace Fleming, Nora Reinhart, Ona Lee Jones, Bob Johnson, Frances Deemer, Yvonne McTeague, Geraldine Gaughn, Marvel Wilson, Lois Simons, Shirley Bagby, Ernie Wenzik, Mrs. Bob Buffington, Doty Blackhall, Mrs. John Reed, Helen Pachulis, Frances Piercy and Mike Farino. The auxiliary extended sympathy to Olive Sprague upon the loss of her husband, Paul. Ruby Gaze is recuperating in a local hospital and Esther Groscurth goes in for a check-up next week.

Peggy Gallupo, Ann Beasley and Elsie Williamson have added new members to the cradle crowd. Ways and means chairman, Mary Cain, reminded the ladies of the upcoming Fun Festival and Nancy Young displayed a quilt which she will award during the affair. Elsie Williamson was commended on the renovation of the ladies' lounge. Bertie Perrot, entertainment chairman, announced the first dance of the winter will be November 21. Though, of the Week was read by DeVina North. Evelyn Long received the dark horse. Pat Richards was in charge of refreshments. Sergeant at Arms Vera Harrison reported 109 members attended the meeting.

FOR SALE

1948 SPITFIRE

A-1 shape with trailer. Schiff low road model Roller Coaster, A-1 shape. For full particulars write or wire

LOUIS OPPERT

801 West Meade Street
Dothan, Alabama

Thank You

JIMMIE MITCHELL
Ride Owner, Thomas Joyland Shows
for your CHEV truck,
WELLS CARGO VAN purchase.
"Save Money With Johnny"
JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

79 ST. HOTEL

279 N.E. 79 St.
Miami, Fla.

"Where Showmen Meet"

Reasonable rates, convenient location.

WANT

FOREMEN FOR WHEEL AND TILT

Year around work. Must stay sober. No Collects or Tickets. (Pug Harper, contact).

Phone: Federal 7-8819 between 9:00 A.M. and 3:00 P.M., or after 11:00 P.M., or Write: Box 2601, Odessa, Texas.

SUGAR STATE SHOWS

Want for Ville Platte, La., Nov. 18 thru 22; Morgan City, 23 thru 28. Concessions of all kinds. Rides not conflicting. No camps, no flats, no X. Call

TED DION

Center 4-9109 Lafayette, La.

FOR SALE

Monkey Motordrome. Flashiest best equipped on the road, 3 cars, 3 monkeys, fire proof top, 35-ft. front, 25-ft. Fruehauf Lowboy semi trailer. Best offer. Sell or trade for Funhouse or good Grind Show on semi trailer.

BOB PERRY

Box 163 Aransas Pass, Texas

LOUISIANA HOME STATE SHOWS

Want for New Iberia, La., Nov. 23-29, under strong sponsor: #5 Wheel, any Major or Kid Ride, Hanky Panks, Shows, Mitt Camp. Three more good ones to follow. Come in, no time to write; space limited. Location, West End Park. Contact **MANAGER**, c/o Western Union. P.S.: Agents wanted.

AGENTS


For Count Stores, Alibis and Hankies. Spur, Texas, Nov. 16-22; Rotan, Texas, 23-30. Out till Sun Carnival, El Paso.

BOBBIE DECKER or VIRGIE WATERS
c/o Texas Funland Shows

WANTED

Will book Hanky Panks of all kinds. Open midway at winter rates. Will book small Cookhouse, or Man and Wife to operate one. Place good Ride Help who drive. Will book non-conflicting Rides and Shows. Can use Girl Show at some spots. Out all winter. Contact

JIMMY ACKLEY, Coney Island Shows, Kaplan, La.



BROADWAY SHOWS INC.

**50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR**

SINCERE THANKS

To all committees, concessionaires and employes
for a successful season in 1959.

We will be back next year—bigger and better than ever!

Sam, Abe and Ben Prell

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.

Adams, William P.
Adams, W. J. (Candy)
Alicandro, Anita
Anderson, John E.
Anniello, Nick
Baggett, Mrs. J. W.
Bain, C. A. (Bain Shows)
Baker, Joseph Henry
Balam, Vangel
Bale, Mrs. Irene T.
Bale, E. Trevor
Barker, Mrs. Billie
Barker, L. E.
Barnes, Barney
Barnes, Roscoe R.
Basanette, Jean
Baudin, David
Bennett, Bryce Rae
Bess, James H.
Bickford, Raymond
(Clown Club of America)
Bie, Frank (Big Rabbitt)
Biggs, Dortha
Bishop, John
Bloom, David
Bloom, Oscar
Bonner, Ernest R.
Bordonaro, Samuel
Boston, Joe
Bowers, Jerry
Boyd, Bill
Brady Jr., Hardy
(Hard Tack)
Bramlage, Byron G.
Broeffle, Sonny
Burdine, Roy O.
Burkett, F. A.
Burns, James F.
Bush, Mrs. Burleese
Bush, Willis M.
Butler, Gil
Byrne, Lynn
Cantwell, Charles
Carroll Jr., Clifford D.
Caulner, Virginia
Christian, Tony
Conedera, Justin V.
Conklin, Lola
Cook, J. M. (U. S. Reptile Exhibit)
Cooper, Bobby
Cooper, Chip
Corey, Marie
Cox, Clifton
Cox, L. E. (Doe Boy)
Coy, William R.
Crayne, Miss Dana
Cuoco, John J.
Cunningham, Martha
Dairymple, Marcelyn
Darrett, Martin W.
Daubeuspeck, Al
Davis, Bimbo
Davis, Clarence
Davis, H. L. (Blackie)
Davis, Koke
Decker, Joseph (Bud)
Del Mar, Lisa
Demetro, John
Denet, Louise
Dernoga, Mrs. Ann
Derrick, Jerry
Detwiler, Ann

Jordan, Ruby Lee
Joseph, Herman
Juliano, Mrs. Mildred
Kalbaugh, Wm. & Mrs.
Katzman, Steven & Mrs.
Kelly, Earl
Kelly, Jack (Tommy Scott Show)
Keiroy, Mrs. I. M.
Kessler, Harper
King, Jack & Mrs.
Kirby, Rhea
Kline, Dean
Knapp, James
Knight, Jimmy
Kovaz, King
Krikel, Lowell
Kucera, Richard
Kuykendall, Roger
Lamone, Zelda
Lankford, Lester
Laurence, Burgess
Laury, Red
Lawrence, Mrs.
Lea, Gilda
Lehman, Herb
Leib, Rodrick H.
Leonard, Arthur
Levine, Max
Linquist, Harold (Happy)
Liny, Stanley
Livingston, Mrs.
Lombardi, Bascom
Longcore, John M.
Lowrey, Grace
Lowrey, Louise
Lyons, Ross
McClain, O. C.
McDermott, Dolores
McIntyre, Arthur
McKonke, Francis
Majors, Harold
Mandy, Hal
Manstein, Bill
Mapes, Tom
Marshall Jr., Walter G.
Martin, Bill
Martz, Margie
Masiello, Loretta
Mathis Jr., Edward D.
Meade, Tom
McIntyre, Providence
Miller, James A.
(Wild Animal Circus) (Attention, Robert Miller)
Miller, Paul G.
Miller, Paul (Paul Miller Shows)
Minich, Mrs. Barbara
Mitchell, Barbara
Mitchell, James T. & Melvin Black
Mohr, C. E.
Mohr, Donna
Monroe, Bob
Monroe, George
Moore, Roy
Moran, Billy
Moran, Eddie
Moran, Evvie or Evvie?
Moreno, Gus
Morgan, Robert H.
Morris, Robert
Mukkey, Clifford
Naramore, Mrs.
Negus, Robert & B.
Nelson, Herbert

(Continued on page 65)

W. Palm Beach To Deggeller

NEW YORK — In a previous edition it was erroneously reported that the James E. Strates Shows will play this winter's South Florida Fair and Exposition in West Palm Beach, Fla. The midway contract is held by Deggeller Amusement Company, John Leedy, general agent. The Billboard regrets any inconvenience the report may have caused.

K. C. Club Fems Set Busy Sked

KANSAS CITY, Mo. — The Ladies' Auxiliary of the Heart of America Showmen's Club has set a busy fall and winter season. Set are the bazaar and bake sale, November 20; election of officers, November 27; installation, December 4; banquet and ball, December 11, and parcel post sale, December 18.

Roller Rumbblings

Continued from page 57

self thru TV, both via paid time and free time. Dick Phifer, of Alcoa's creative staff, will tell how to produce commercials for TV on a limited budget; photographers Harry Harris, of Associated Press, and Andy Lopez, United Press International, will tell how pictures may be slanted with maximum benefit to skating.

Prominent figures in the roller skating and related fields will speak on "How to Make More Money in Roller Skating." They include Kenneth Trueman, Idyl Wyld, and Gene Meek, Airport Roller Rink; Jack Ware, Dicerson Associates, Chicago; Raoul Bernier, Massachusetts; Jim McHugh, Funspot magazine; Harry Dickerman, California; Bob Gould, St. Petersburg, Fla.; Betty Kelly, Chez Vous, Philadelphia, and Bert Nathan, Brooklyn.

"How to Save Money on Your Rink Operation" is the subject up for discussion by E. Perry Flick, Rondo, Ind.; Al Kaye and Roy Parker, Bradley, Ill.; Agnes Koppelman, New Orleans; Claude Robinson, RSROA; June Hutchinson, Maryland; Jim Hope, Mechanicsburg, Pa.; Perry Giles, Muskegon, Mich., and O. L. Tillinghast.

"How to Influence and Win Back Older Skaters to Your Rink" will be discussed by C. V. (Cap) Sefferino, Price Hill Rink, Cincinnati; Lou Collicie, Keansburg, N. J.; Ray Koppelman and Web Zook, of Pennsylvania; Bob Baker, Lansing, Mich., and Gus Morvay and Don Victor.

The subject of "How to Improve Your Rink Facilities and Attract More Patrons" will be handled by Ed McLoughlin, Connecticut; Arnold Lipsitz, Buffalo; Bob Phillips, Atlanta; George Horvath, Columbus, O.; Paul Klatka, Kent, O.; David Sternbergh, York, Pa., and Leonard Pemberton, of Texas.

"How to Make Competition Pay and How to Create an Atmosphere in Which Your Competitive Skater and Ordinary Skater Live in Harmony" will be discussed by Steve Siepp, Illinois; C. Wyman Jones, Abilene, Tex.; Gilbert Scott, Kentucky; Ed Young, Ventner, N. J.; Bill Logan, Rollerade, Toledo; Bob Craigin, Indiana, and Joe Spillman, Texas.

Social events scheduled include the Chicago Distributors' dinner, with dancing, Monday night; a Pepsi-Cola buffet at which talent contest competitors will perform, Tuesday, and the coronation ball the final night at the Balmoral.

FINAL CURTAIN

Continued from page 57

J. A. Coburn Minstrels, Frank Tinney and the John Robinson Circus, November 10 in Noblesville, Ind., of a heart ailment. Burial in Riverside Cemetery, Noblesville.

WHITMORE—Will,

57, former Thearle - Duffield public address system worker, died October 21 in St. Luke's Hospital, New York City. He was advertising - sales promotion manager, American Telephone and Telegraph Company, and a pioneer writer on talking picture subjects. He is survived by his widow, Allene, two daughters, Jane and Gene, a brother, well-known show business writer Eugene Whitmore, and a sister, Mrs. L. C. Stokes. Will Whitmore in 1927-28 was a reporter on Exhibitors' Herald and had the first sound picture department in any magazine. With Thearle - Duffield prior to graduating from Northwestern University, he operated several carloads of portable p. a. systems at fairs. Interment was in the family plot at Lockhart, Tex.

BIRTHS

AERICFO—

A son, Mario Lawton, October 30 in St. Francis Hospital, Columbus, Ga. Father is Scrambler foreman on the A-1 Amusements.

EARL—

A son, Jeffery Wayne, October 25 in Sarasota, Fla., to Mr. and Mrs. Robert Earl, known professionally as the Aerial Earls.

FARRELL—

A son, David Paul, November 2. Grandfather is James Carey, executive secretary of the New York State Association of Agricultural Fair Societies.

HOOVER—

A son, Gary Christopher, November 3 in Memorial Hospital, Hugo, Okla., to David and Lois Hoover. Father has a lion act and mother is the former Lois Barnes, daughter of Roger Barnes, co-owner of Beers-Barnes Circus.

PEASE—

A son, Neal Linfors, recently to Lou and Kitty Pease. Birth took place in an auto en route to a New Orleans hospital.

MARRIAGES

EDWARDS-LYONS—

Jack Edwards, formerly of the Marks Shows and the Mills, Ringling-Barnum and Tommy Scott circuses, and Rosemary Lyons, non-pro, recently in Houston.

FREDIANI-LE MUTIE—

Ugo Emilio Frediani, juggler with the Frediani Troupe now appearing in Las Vegas, and Violette DeDessu Le Mutie, member of the Dior Sisters rolling globe act now with Ringling Bros. and Barnum & Bailey Circus, November 4 at Tulsa, Okla.

Oval Names Publicist

CHARLOTTE, N. C. — Charlotte Motor Speedway, Inc., now under construction 10 miles north of Charlotte on U. S. Highway 29, has named Earl Kelley, newsman from Concord, as director of public relations. The speedway, headed by Curtis Turner, stock car racer, and Bruton Smith, has scheduled a "World 600" race for late model sedans next May 29.

Troupers Get \$1,000 From Sutton Party

LOS ANGELES—Approximately \$1,000 was raised for Regular Associated Troupers at a shindig held on a West Covina shopping center parking lot. F. M. (Pete) Sutton, club president, and owner-manager of Sutton's Pacific Coast Shows, was the host.

June Sutton, wife of the president, served over 100 dinners that included chicken and baked beans. Tent was supplied by United Tent & Supply Company and was decorated in a Halloween theme by Alice Lindsay. Steve Vaughn, show's general manager, was in charge of refreshments and food was handled by Mrs. Sutton, her aunt, Mrs. David Mills and Walter Kreager.

Special project tickets were sold by Mrs. Sutton and her two sons, David and Frank, which raised \$600. New members obtained included Kenyon Taylor, Harry Barron, William (Spot) Fowler, P. O. Sandberg, Mr. and Mrs. Hollie Ritter, E. L. (Yellow) Burnette and Robert Weatherbie.

Among those attending were Frank Diffley, Harry Lewis, C. H. Allton, Mora Bagby, Eve Scott, M. H. and Maxine Ellison, Rose DeHaven, Dod and Rose Westlake Dodson, Alex Stewart, Tom Condron, Ed and Elsie Kennedy, Fred and Helen Smith, Loren Owen, Dr. Hugo Ewart, Helen Vaughn, Bobbie and Alberta Vaughn, Etta Kotaroakos, Whitey Sanford, Lambert Turner, Edward and Jan Whitey, Lewis and Thelma Smith, Bertie Maninjuski, Madge Butler, Lloyd Baker, Paul Lochner and Mr. and Mrs. Robert Talbitt.

Legitimate Shows

Continued from page 58

Asheville, N. C., 20; (Tower) Atlanta, Ga., 23-26; (Temple) Birmingham, Ala., 27-28; (Ellis Aud) Memphis, Tenn., 30-Dec. 2. Gay '90' Nite: (South High Aud) Lima, O., 16; (Stambaugh Aud) Youngstown 17; (Music Hall) Cleveland 18; (Raja) Reading, Pa.; (Community) Hershey 20-21; (Memorial Aud) Worcester, Mass., 23; (Bushnell Hall) Hartford, Conn., 24; (Eastman) Rochester, N. Y., 25; (Proctor) Schenectady 26; (DuPont) Wilmington, Del., 27-28; (Lyric) Baltimore, Md., 30.

Look Homeward Angel: (Keith-Albee) Huntington, W. Va., 16; (Regent) Grand Rapids, Mich., 18-19; (Murat) Indianapolis, Ind., 20-21; (Hanna) Cleveland, O., 23-28; (Wis. Union) Madison, Wis., 30-Dec. 1.

Music Man, The: (Shubert) Chicago, Ill., indefinite run. Odd Man In: (Paramount) Springfield, Mass., 16; (Loew's Poli) Worcester 17; (Empire) New Bedford 18; (Palace) Manchester, N. H., 19; (Vets Memorial) Providence, R. I., 20-21; (New Locust) Philadelphia, Pa., 23-28; (Ovens Aud) Charlotte, N. C., 30-Dec. 1.

Two for the Seesaw: (Township Hall) Columbia, S. C., 16; (Memorial) Greensboro, N. C., 17-18; (Warren) Atlantic City, N. J., 25-27; (Community) Hershey, Pa., 29; (Playhouse) Wilmington, Del., 31-Dec. 2.

BEAUFORT, S. C. — ARKH Entertainment Corporation has been granted a State charter to operate skating rinks, bowling alleys and other forms of entertainment here. Authorized capital stock is \$10,000. Lonnie J. Hamby is president; John D. Allen, vice-president.

FOR SALE

• 1948 Two-Abreast Parker Merry-Go-Round • Mangel Roto Whip • Kiddie Ferris Wheel • Kiddie Lucas Boat Ride • Hampton Hand Car Ride • Kiddie Airplane Ride • Kiddie Auto Ride.

ROBERT PHEYLOW

1101 Wilson Ave., West Chicago, Ill. Call after 6:00 p.m. Phone: West Chicago 2433

FOR SALE

Allan Herschell Merry-Go-Round, Eli (No. 5) Wheel, Caterpillar, Ride-O, Rolloplane, Whip, Kiddie Auto Ride, Train and Airplane, Office and Shop Wagon, two (2) 100 Kw. Caterpillar Diesel Generators. Can be bought whole or part. All inquiries:

A. LONGO

260 McBride Avenue Paterson, N. J.

FOR SALE

12 Erie Diggers (like new), hand operated, mounted on all-aluminum trailer. Trailer is all fluorescent lighted. Telescope pull-off hitch. Must sell immediately. First \$2,200 takes them.

GENE DAVIS

4221A Easton Ave. St. Louis, Mo. Phone: EVergreen 1-5347

FOR SALE

One 32-ft. two-abreast Allan Herschell Merry-Go-Round like new, price, \$7,000 cash, no deals. Don't write, come and see. Have for 7 car Tilt; 7 Bull Plates; 7 Intermediates less the hardware, complete outside fence, excellent condition, all for \$600. One 26 ft. semi. pipe rack for Ferris Wheel, fine condition, good rubber, price, \$1,000. This equipment can be seen any day at my winter quarters, 2nd and Carver St., Greensburg, Indiana, for appointment phone after seven in evenings. Phone DRexel 6-4600 Columbus, Indiana.

W. R. Geren, 2510 Marr Road, Columbus, Indiana.

FOR SALE

U-Drive-It Ride complete, 7 Heller Tractors equipped with gas motors, Fence, Ticket Boxes, 1941 International Truck. \$700 takes Ride and Truck.

CORLEY RIDES

RFD 7, Cullman, Ala.

FOR SALE

2—A. H. Merry-Go-Rounds, No. 12 Eli Wheel, King Swing Plane, Smith & Smith Chairplane. Have transportation for all. These rides are in very good shape. (Cash.)

CARL PULINE

532 Nevada Dr. Erie, Pa. GLendale 6-4529

FOR SALE

Parker 40-ft. 2-Abreast MERRY-GO-ROUND, perfect condition. New scenery, good horses, electric motor. Used in park. Located in Ft. Worth, Tex. No top. Could be cut down to small size. Price, \$2,500. ALSO 2 KID RIDES—TANKS and CARS. Shop built. Complete, ready to go. No canvas. Price for both, \$750. Contact: C. A. GOREE Hamilton Hotel (Phone: 243) Olney, Tex.

FOR SALE

Electro-Freeze Custard Machine, late model, used 2 seasons. Single phase motors, reasonable.

A. BELLANTONI

41 Woodbine Ave. Newark 6, N. J. Phone: ESsex 3-3161

FLASH!

Close-Out! Watch Sets

Man's Smart Jeweled Watch with Expansion Band. Matching Cuff Links and tie bar. **\$3.90** Set

Handsome packed in satin-lined, streamlined gift box! Limited to supply on hand. Rush your order while stocks last! Min. order 6. 25% cash—balance C.O.D.



Cel-Max Christmas Season Sell-Out!

Beautifully Boxed! Hand-Set Stones!

Jewelry Sets

- Sparkling Necklace
- Earrings
- and Bracelet in each set!
- Assorted colors

\$8.90 Doz.

Thousands of more expensive sets included in a sensational factory close-out! Entire stock at one low price to go during Christmas season! Order a sample dozen NOW—re-order before they're gone! High-styled to sell on sight at terrific profit!

25% cash with order—balance C.O.D.

CEL-MAX, Inc.

582 So. Main Street Memphis, Tennessee

WHOLESALE BUYERS' GUIDE

Gellman BROS.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP. 2201 Washington Ave., St. Louis 3, Mo.

SACRIFICE!

BIG OVERSTOCK—STUFFED & ACTION XMAS TOYS!

MUST UNLOAD—ACCEPT ANY OFFER!

HOT NUMBERS

PICK UP AT **FACTORY SHOWROOM**

TREMENDOUS SELECTION

\$1 gross to \$48 dozen!

22" Stuffed Santa \$9.00 dz.

19" Infl. Reindeer 6.00 dz.

Big Plush Dogs... 3.00 dz.

SAMPLE ASST.

3 Dozen \$18 FOB

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

ACE TOY 536-A Broadway N. Y. C. WO 6-5427

DEMONSTRATION ORGANIZATIONS DEMONSTRATORS, PITCHMEN

Make BIG Money with Hot Christmas Item

FAMOUS ORIGINAL KOPEEFUN

BUY direct from factory and make your own deal. Set up your spots at Christmas shows, kiddylands, auctions, stores, fairs, special events, markets, etc. Kopeefun stops and holds crowds when you "create" thousands of cartoons. Fabulous "turns" every time. Your take can be as much as \$100 a day.

Over 210% gross profit

Sells for 50c—your cost only 16c each

Send check or money order at once—\$23.04 gross, f.o.b. Elizabeth, N. J. Special price on 5 gross lots. Sorry, no C.O.D.'s. (Sample 50c.)

EMBREE MFG. CO., Elizabeth 4, N. J.

MANUFACTURERS

Tip Books—Baseball Daily & Weekly—Football—Basketball Books—Jar Games—Club Deals.

WERTS NOVELTY CO., INC.

920 S. Pershing Dr. Muncie, Indiana

GIVE TO DAMON RUNYON CANCER FUND

MORE BRILLIANT THAN DIAMONDS

Famous TITANUA GEMS

Special **\$7.50** per carat

Gold rings half price

SPECIAL CONFIDENTIAL DISCOUNTS TO AGENTS

FREE CATALOGUE

Synthetic Diamond Co. Spotswood, N. J.

new merchandise for tomorrow's . . .

parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



FLASHLIGHT-LIGHTER

A 300-foot range, two-cell flashlight with a built-in cigarette lighter that works off the flashlight batteries. No flints, fluids or wicks required. Designed for campers, hunters and fishermen. Retail price, less batteries, \$3.95. Virgil H. Lehr, 6218 Arsenal Street, St. Louis 39.



ROLLING HORSE

Realistic Palomino made of break-resistant high-impact polystyrene on easy roll-in, non-mar casters. Factory assembled except for casters and handles which snap into position. Total weight, five pounds. Available in authentic Palomino trimmed in brown or red with black trim. Retail, \$7.95. Lange Plastics Company, Brunswick Industrial Block, Dubuque, Ia.



CLIMBING CLOWN

This new climbing tramp clown provides hours of enjoyment for young and old. Packed eight dozen to a case. Retail price, \$1 each. William H. Lund & Sons, 510 Barton Street, Hearne, Tex.



PITCHERS

"Bat 'Em, Catch 'Em," the plastic automatic pitchers. Retail price, super model illustrated, \$15.95; regular model, \$10.95. Plastic Block City, Inc., 1017 West Washington Street, Chicago 7.

RECORD RACK

Record rack copied from cranberry scoop made of native pine and hand-rubbed to a Salem brown finish is 15 inches high, 14 inches wide, 8 1/2 inches deep. Holds 50 long-play record albums or many magazines. Retail price, \$12.95. Leslie Creations, Lafayette Hill, Pa.

TV ANTENNA

When plugged into any electrical socket, the TV Socket Antenna converts all wiring in a home into a powerful TV antenna. Uses no electricity; nothing to wear out. Thousands sold for \$4.95. Now retail price, \$3. Post Rowand Company, 189 Public Street, Providence, R. I.

PLASTIC SEALER

Takes less than one minute to permanently seal photos or any other flat item, up to four by six inches, in plastic. Complete with enough plastic to cold roll seal 200 items. Retail price, \$24.95. Seal-In Plastic Company, 4469 East Olympic Street, Los Angeles 23.

RUBBER MOLDING

A new all-purpose three-quarter-inch rubber cove molding to replace old quarter round or make new installations. Kit includes 20 feet of molding, metal container of cement, application brush and instruction sheet. Base is available in black, brown, gray and green. Retail price, \$3.95 for complete boxed kit. Cass Products Company, 6127 North Cicero Avenue, Chicago 46.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

CHRISTMAS SPECIAL

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: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95. Write for free catalog

MIDWEST WATCH CO. 5 S. WABASH AVE., CHICAGO 3, ILL.

FALL SPECIALS

- 6" STAINLESS XMAS TREE. \$ 9.90 ea.
- 12" ADJUSTABLE WRENCH. . 9.60 dz.
- 4" VISE W/SWIVEL BASE. . 3.95 ea.
- BOOSTER CABLE, HEAVY DUTY 1.60 ea.
- 54" x 72" XMAS PL. CLOTH. 5.90 dz.
- 20" BRIDE DOLL 33.00 dz.
- RIVIERA SUN GLASS 5.40 dz.
- 2 LB. FRUIT CAKE, TIN PACK 8.40 dz.

25% Dep., Bal. C.O.D., F.O.B. Chi.

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

BIG WATCH BUYS PLUS

FREE Boxed Jewelry Sets . . . 3-pc. set included with every order for 6 watches or more.

Weinman's Christmas bonus for YOU!

BULOVA! ELGIN!

BENRUS! GRUEN! WALTHAM! Guaranteed like NEW!

SPECIAL 6 WATCHES

Men's new style Elgins and Walthams. Expansion band included. Rebuilt and guaranteed like new. (Sample, \$8.95) **\$41.60**

Choice Lot—6 for \$49

Choice selection of new styles for men and women. . . . All famous brands. Complete with expansion bands—guaranteed like new! (Sample, \$9.95)

25% with order, balance C.O.D.

GET A BETTER DEAL AT **WEINMAN'S** 182 S. MAIN ST., MEMPHIS, TENN.

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, Carnivals 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: MONroe 6-9520-9524 —In Business in Chicago for 46 years—Open Sundays—9 to 1.

Free Wholesale Catalog CONTAINING

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

SEND FOR YOUR COPY TODAY Please state your business.

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

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY Dept. B. 519 E. Jefferson Blvd. South Bend 17, Indiana

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

- TIP BOOKS
- BASEBALL BOOKS

at very, very reasonable prices. Phone: Wheeling—CEdar 34282

Columbia Sales Co. 302 Main St. Wheeling W Va

FREE! CATALOG ADULT GAMES JAR TICKETS

- MATCH-PAKS
- TIP BOOKS
- SALESBOARDS
- PUSH CARDS
- BINGO AND CASINO EQUIPMENT
- Complete Supplies — Write to County Dept.

ACE GAMES Manufacturing Company 2241 So. Indiana Ave. Chicago 16, Illinois

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

ANOTHER COMEDY BUY! "COMEDY INDEX," the classified gag file from A to Z. Fifty categories of one-line laughs. Reduced price, \$3. Smart comedy from Show-Biz Comedy Service (Dept. 119) 625 Avenue V, Brooklyn 23, N. Y.

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad lbs. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif. **tn**

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gaffles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W 45 St., New York, N. Y. **no30**

\$5,000 PROFESSIONAL COMEDY LINES, Routines, Slight-Bits, Parodies, 1,800 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. **de28**

Agents, Distributors Items

CHRISTMAS CARDS WITH MUSIC Designs, 5¢ to 25¢. Free samples. Williams, 19 Hudson St., New York 13. **no30**

CLOSEOUT—BAT MASTERSON TYPE TV Cans, 15¢ gr. lots cash, FOB Express Collect. No COD. Send \$2 for 1 doz. samples p.p.d. Slight imperfection. Easy \$5¢ Retail. Randall Products, Hampton, N. H. **no23**

CLOSEOUT—3500 DOZEN "FIREBALL"—THE XMAS TREE EMERGENCY FIRE EXTINGUISHER Looks like a Xmas ball \$3.00 DOZEN (list price—\$2.95 each) Individually boxed, dozen per carton

SEABOARD INDUSTRIAL SUPPLY CORP. 151 N. 3d St. Philadelphia 6, Pa.

COMIC CHRISTMAS CARDS—BIG PROFITS. Sells on sight. Adults only. Send \$1 for samples, quantity prices. Gary, Box 13265, Phoenix, Ariz.

Did This Ad

ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

DIRECT FROM FACTORY JOBBERS—DISTRIBUTORS WANTED Safety Toy Guns and Safety Toy Rockets
 5¢ each in 100 doz. lots
 4 1/2¢ each in 500 doz. lots
 4¢ each in 1,000 doz. lots
 3 1/2¢ each in 5,000 doz. lots
 3¢ each in 10,000 doz. lots
 2 1/2¢ each in 50,000 doz. lots
 2¢ each in 100,000 doz. lots
 Send 25¢ deposit, balance C.O.D. Delivery 4 weeks. Send \$1.00. *We will send you sample Guns and Rockets.
C. S. TOY FACTORY
 P. O. Box 2170 Miami 1, Florida

DISTRIBUTORS—ALL U. S. CITIES. America's finest repeat product. No competition, easy sales. P. O. Box 35,003, Los Angeles 35, Calif.

EARRINGS—ASSORTED STONE AND TAILORED, carded, \$5 gross. Plastic Wallets, assorted colors, \$10.80 gross. 20% deposit. New England, 124 Empire St., Providence, Rhode Island. **no30**

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. **no30**

MADSA ANODYNE TABLETS—QUICK pain relief. Contains no aspirin. Doesn't sour stomach. Sample of 35¢ and 79¢ sizes, \$1. Madsa Products, Post Office Box 24005, Indianapolis 24, Ind. **no23**

MAKE BIGGER PROFITS FAST, SELLING Pocket Radios, Badminton Sets, Rechargeable Flashlights, many imports. Wholesale prices, literature free. Samuel Glenn Publications, Box 507, Jacksonville, North Carolina. **ch-tfn**

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
 - E139—Rhinstone 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
 - 413—Men's or Lad. Watch Exp. Dz. 7.20
 - 619—Men's asst. Stone Rings, Dz. 3.25
 - 1165—Flashlights, Tri-Color. Dz. 4.00
- Samples Reg. Price—25% Dep., Bal. C.O.D.

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Protectors. Samples of either \$9¢ with your name, address and Social Security number. Catalog free.
GENERAL PRODUCTS
 Dept. 89-97, 188 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20¢ a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25¢ to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One 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.

MERRY CHRISTMAS

TO ALL OUR CUSTOMERS AND FRIENDS, CHRISTMAS HAS ARRIVED EARLY WITH US.

With every purchase of \$15.00 or more of our regular goods, listed below, we will give you FREE 3 dozen pair of earrings for Christmas. This is our way of saying "Merry Xmas." This offer is good until Dec. 15, 1959.

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 Neckls, Boxed \$3.00 Dz.
 - Pins, Asst. \$1.75 & \$3.00 Dz.
 - cameo Neck & Earrings, Boxed \$3.00 Dz.
- Send for descriptive literature or other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.
- SAMUEL SILVERMAN & CO., INC.**
 1820 Westminster St. Providence, R. I.

ORIGINAL ART AND MATERIALS. Importers of South Sea's Art and Spices. Sunny Shore Sales Co., Box 1881, San Pedro, California.

REBUILT WATCHES—ELGIN, WALTHAM, Benrus, Bulova; \$3 and up. Write for free price list. Joseph Bros., 5-BB So. Wabash, Chicago 3, Ill. **ch-np**

Animals, Birds, Snakes

CHEETAHS—MALES, 2 YRS. OLD, 1 VERY tame, \$950; 1 partly tame, \$850; 1 pair Himalayan Bear cubs, 6 months old, \$300 pair; 1 pair Malayan Sun Bear cubs, 6 months old, \$300 pair; 1 spotted female Indian Leopard, full grown, 2 yrs., \$400; 1 spotted Indian Leopard, 10 months old, \$350. All f.o.b. N. Y. Trefflich's, 228 Fulton St., New York.

CHIMPANZES AND MONKEYS—BABY chimpanzees, males or females, \$650 ea. up; half to full grown chimpanzees, males or females, \$400 ea. up. Monkeys from Africa, Sooty Mangabey, Monas, African Greens. Special, \$30 pair. All f.o.b. N. Y. Write for complete list. Trefflich's, 228 Fulton St., New York.

LARGE TIMBER RATTLERS, \$3 EACH, plenty raccoons, \$8 each. Animaland, Box 43, Wellboro, Pa. Telephone 8-0817 or 7606. Other animals also.

LET US WINTER YOUR ANIMALS. Reasonable rates. Want to rent or buy on terms. Traveling wildlife rig to work schools during winter. Jungeland, Florida, Alabama.

1 SIAMESE FEMALE BABY ELEPHANT, 45 in. tall, docile, beautiful specimen, \$3,500 f.o.b. N. Y. 1 adult male Dromedary Camel, special, \$1,000 f.o.b. Detroit. 2 pair Guanoes, 1 yr. old, \$700 pair f.o.b. N. Y. Trefflich's, 228 Fulton St., New York.

Business Opportunities

BIG INTERESTING, UNUSUAL AND VALU- able opportunity mail, 2 months, 25¢/year \$1. R. Frederick Cook, 818 West Gift, Peoria, Ill.

BINGO FOR SALE AT OAKLAND BEACH, R. I., equipment 2 years old, license guaranteed, E. Dirisio, 128 Alto St., Cranston, Rhode Island.

EXTRA CASH. MAKE RUBBER STAMPS at home. No machinery. Profitable Handicraft method, \$1. Reddick, 237 Caroline St., Laurens, S. C. **ch**

FOR SALE SHOOTING GALLERIES AND SUPPLIES

Fully stocked, equipped and established business since 1927. Priced to sell, by owner.

H. W. TERPENING
 137-139 Marine St. Ocean Park, Calif.

FOR SALE—THE NEWEST MOST EXCLUS- ive private cocktail lounge and luncheon dinner club in Memphis. Profit potential terrific properly managed. James F. Schaeffer, 510 Sterick Bldg., Memphis, Tenn. **no23**

FORTUNES IN FORMULAS!!

Every Man and Women needs this Giant Volume—900 pages containing 10,000 Valuable Trade Secrets, Formulas, recipes, processes, money-making formulas. Great "How-To-Do-It" book in the world. Bound in Gold Stamped Library Cloth. Special, only \$3.95 p.p.d. Satisfaction Guaranteed.

WORLD'S DROP-SHIP DIRECTORY Will bring you up to 1,000% profits importing by mail. Tells you How, What and Where to Import. No stock investments. No experience needed. Only \$3 p.p.d. Order now, and receive Bonus Gift. Agents and Salesman Buying Guide. Satisfaction Guaranteed. Literature Free on request.
SAMUEL GLENN PUBLICATIONS
 Box 807, Jacksonville, N. C.

HAVE GUNS. WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. **de7**

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 29, Calif. **no23**

MANAGER-AGENT FOR BINGO TYPE GAME

Top wages for top man plus P.C. Write **K. A. MUMM**
 21 Lindero Ave. Long Beach 3, Calif.

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.

NEW ALL ELECTRIC POPCORN MACHINES and peanut roasters. Many styles to choose from. Also gas models. Send for free catalog. Bartholomew Pop Corn Machines, Dept. B, Vineland, N. J.

SALESBOARD CATALOG, 10¢. DELUX Sales, Blue Earth, Minn. **np**

SIGNS! SIGNS! SIGNS! OVER 2,000 DIF- ferent signs. All kinds of signs. 10¢ for sample or 100 hottest 7x11" \$6 p.p. Koehler, 335 Goetz, Lemay 25, Mo. **no30**

SKATING RINK FOR SALE. LOCATED IN prosperous Ohio city. Building, steel and block; over-all size, 140'x74'. Fully equipped. \$65,000. Must sell due to health. Write: Box C-556, c/o Billboard, Cincinnati, Ohio. **no23**

This is a **DISPLAY CLASSIFIED AD** Your advertisement displayed in a space this size will cost only **\$14 per insertion**

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-tfn**

YOUR OWN BUSINESS—WITHOUT IN- vestment! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-119-B, Chicago 32. **no23**

WE NEED NAMES. WILL PAY YOU 25¢ per name for obtaining them for our mailing list. Complete instructions sent for \$1. Harry M. Young, 917 Broad St., Bristol, Tennessee.

2 CONCESSIONS AT OAKLAND BEACH, R. I., 10 car Dodge, 12 dog Greyhound, like new, must retire, bargain. E. E. Wheeler, 950 Chalkstone Ave., Providence, R. I. Telephone DEXTER 1-8946.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CAR- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. **ja11**

For Sale—Secondhand Show Property

FACTORY RECONDITIONED KIDIE AND adult Rides that have been taken in trade, also some repossessions for sale on long easy terms. Write today for new list and full particulars. King Amusement Co., P.O. Box 448, Mt. Clemens, Mich. **de7**

LIST YOUR RIDES NOW. NATIONWIDE service, prompt, fast, reasonable by only company of our kind in America. Young's Park Sales, 718 4th Ave., Two Harbors, Minnesota. **no16**

MORE BUYERS Will Stop and Read **YOUR AD** If you use a **DISPLAY CLASSIFIED AD** RATE ONLY \$14 per inch

OCTOPUS, 16 TUB, PONY RIDE, ROLL-O- Plane, Fly-o-Plane, Long Range Gallery, Rifles, Cameras, Arcade used in park only. Trade for rides. See you at convention c/o Anchor Tent booth, Tuesday & Wednesday, F. Shafer, Washington, Ind.

MUST SACRIFICE DOCTOR'S ORDERS

Complete set consisting of 4 major rides and 3 kiddie rides, including transportation. All in excellent condition. Unit complete in all details. Booked for 1960, Eastern Pennsylvania and Maryland, long established, profitable route. Will sacrifice below market value. Act fast.

BOX C-560
 c/o The Billboard, Cincinnati 22, Ohio.

SHRUNKEN HEADS. SHRUNKEN BODIES; strange attractions. Nothing like them. Free folder. Tate's Curiosity Shop, 3858 E. Van Buren St., Phoenix, Ariz. **no30**

TRAINS—ALL SIZES. GAUGES, TYPES; new, used, custom built. Photos, details \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. **no23**

3 ABREAST MERRY-GO-ROUND, \$1,000; Boat Ride, \$795; 10 KW Generator, \$795; Chevy Back Truck, \$395; 28' Fruchauf Trailer (Aluminum), \$1,000; Ford Tractor, \$495, cash deal only. Esso, 485 Passaic Ave., Kearny, N. J. WYman 1-0900. **no23**

12 FT. EVANS MONKEY SPEEDWAY, 3 car, Monkey Motorcycle, and Airplane. All in good condition \$150 for all. 1/2 cash with order. F.O.B. 700 Fiomich Ave., Holly Hill, Fla.

20 X 30 TOP AND WALL, 10 CAR AUTO Ride, Kiddle Swing, truck mounted Mechanical Show, All in A-1 condition, ready to go. O. M. York, St. Marks, Fla.

Help Wanted

Did This Ad **ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED** A sure way to attract more attention and secure greater results. **RATE: \$14 PER INCH** Rule border permitted when using one inch or more.

EXPERIENCED PHONE WOMEN. ADS & Tickets. Connecticut only. Booked solid thru 1960. No layoffs. Write: Sunderland's, 721 Main St., Hartford, Conn. **de7**

PIANO MEN, MUSICIANS DOUBLING vocals. Dave Brumitt Agency, 3030 Peachtree Rd. N.W., Atlanta, Ga. **no23**

Magical Supplies

FREE MAGIC TRICK GIVEN WITH 160 page Giant Surprise Catalog! Over 1,000 illustrated tricks, jokes, magic, illusions, puzzles! Rush name, address and only 25¢. House of 1,000 Mysteries, 202-95 Pinewood, Trumbull, Conn. **ch-np**

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. **no16**

Miscellaneous

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures. Send 10¢ for 32 page catalog. Balda Art Service, Oshkosh Wisconsin. **no16**

Motion Picture Films and Accessories

35MM.-16MM. FILMS. FREE LISTS. CRAW- ford, 412 Page, Ft. Worth 10, Tex. **no23**

16MM. FEATURES, \$15 UP; SHORTS, \$5 All guaranteed perfect to new. Minot Films, Inc., Milbridge, Me. **no16**

Musical Instruments Accessories

FOR SALE—1 SET SWISS HAND BELLS. Frank Sampson, 85-55-98th St., Woodhaven 21, New York. **no23**

Personal

BILL: ALL MONEY RECEIVED. CAR wreck, hospital two weeks. Better now. Children fine. Have you remarried? Surprise me Christmas. Always, Joan.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. **ch-tfn**

Printing

ALWAYS FASTEST SERVICE—QUALITY nonbonding posters! 14x22 size 3-color window cards up to 50 words copy \$9 hundred; 17x26 size, \$13.50 hundred Dayglo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 359, Earl Park Ind. **no23**

FAST SERVICE! 100—8 1/2 X 11 LETTER- heads, \$2 postpaid. Samples better printing, dime. Refunded. R. Cook (BB) 818 W. Gift, Peoria, Ill. **no30**

POSTCARDS PRINTED—ANY MESSAGE neatly printed on one entire side, only \$7.95 for 1,000 postpaid. John's Print, Box 421, York, Pa.

200 8 1/2 X 11 LETTERHEADS, 200 6 1/2 EN- velopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Michigan. **no23**

5,000 COLORED CIRCULARS, \$39 COM- plete. Art. copy, layout, printing. Offset printing, 8 1/2 x 11, 1,000, \$5.50; 5M, \$17. Fast! Promotion-B2, 385 Broadway, New York City 13. **ch-tfn**

500 GUMMED LABELS PRINTED WITH any name and address, 40¢. Plastic Gift Box included free. Scheetz, 98 Branch, Sellersville, Pa.

Salesmen Wanted

CHRISTMAS MULTI-COLORED SIGNS AND Banners, 400% profit! 100 Day-Glo 11x14, \$12.75; 100 Day-Glo with tinsel 11x14, \$16; 100 Day-Glo 14x22, \$25; 100 Day-Glo with tinsel 14x22, \$35; 100 Paper Banners 11x28, \$19. Add 10% West of Mississippi. Artcraft, 2225 Frankford Ave., Philadelphia 25, Pa.

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. **np**

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. **ch-tfn**

Talent Wanted

GIRL BASS PLAYER DOUBLING VOCALS for popular commercial Trio. State age and previous experience. Include recent snapshot. Interested other girl instrumentalists doubling vocals. Write Leader, Apt. 31, Lake View Courts, Monroe, La.

Tattooing Supplies

20-PAGE TATTOO CARTOON BOOK, 50¢ each. Dozen lots, 25¢ each. Good for giveaways. Zeis, 728-A Leslie, Rockford, Ill. **np**

Wanted to Book

GOOD LOCATION FOR TATTOO MAN IN Shooting Gallery. Lots of Servicemen at Fort Campbell, Ky. Must be sober and reliable. D. S. Gullett, 125 N. Second St., Clarksville, Tenn.

WANTED

Permanent Location for **WILD MOUSE** on carnival route with reliable outfit. Terms to **BOX C-561, c/o The Billboard** Cincinnati 22, Ohio

Wanted to Buy

GOOD USED OCTOPUS OR OTHER MAJOR. Give age, price and condition. P. E. Roads, 5403 George Terr., Amarillo, Tex.

USED LOOP-O-PLANE, ROLL-O-PLANE and or Kid Whip. Fair condition, acceptable, priced right. Chas. M. Bartholow Jr., 818 N. Market St., Frederick, Md.

COIN MACHINES

Opportunities

OPERATORS! PENNY GUM VENDORS! Are you looking for someone to repair your machines? Old Mills a Specialty. Write for prices. Box #972, c/o The Billboard, 188 W. Randolph, Chicago.

Parts, Supplies

CAPSULE JEWELRY—ASSORTED EAR- rings, \$5 gross. Heart Pendants, \$5 gross. Softaire 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. **de7**

COIN TIMER PARTS NEW AND USED LARGE QUANTITIES—ALL ITEMS

Haydon Motors—1, 1 1/2, 2 hours. Quarter ABT-Slug Rectifiers, Micro switches, Mercury switches, Ace locks, Deutsch locks. Complete 1 & 2 hour quarter timers with locked coin boxes. Samples on request. All or part. Best offer.
HOTEL RADIO CORP.
 601 W. Fort St. Detroit 26, Mich.

Used Equipment

POKERING 20 WITH PUSH CHUTES, \$120 each. 10 with drop chute, \$185 each. New in 1956. James Travis, Box 206, Millville, New Jersey. TA 8-0726. **no30**

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

SCALES—PRICE SLASHED. WAITING 500 Guessers, \$30 each. Renewed-reconditioned, used inside only. Send deposit, balance sight draft. Gayco Distributors, 4866 Woodward Ave., Detroit 1, Mich.

SHIPMAN 3 COL. STAMP MACHINES, LIKE new, \$34.50; Duo, \$12; Roll Type, \$35; new \$69. USP, 100 Grand, Waterbury, Conn. no23

4 BUCKLEY POINTMAKERS Used ninety days \$795 each PARAMOUNT WHOLESALE 2573 Valley View Ave. Salt Lake City 17, Utah Phone EL 5-7861

Pipes for Pitchmen

"WE CLOSED . . . the season October 31 for a much-needed rest and returned to our home in Sarasota, Fla., where trucks and equipment are stored," writes Doc M. M. (Curly) Bartok, of the Bardex Medicine Company. "A rather hectic season took us into Pennsylvania for a few spots, namely Mount Carmel, Harrisburg, Steelton and Philadelphia. It was rather surprising to see so few medicine men around. Years ago when we were in the area there were many of them making farm sales. Our only contact with a man this time took place in Philadelphia, where Doc Palmer visited the show on a couple of occasions. While in Philly we drove to Atlantic City several times and saw the gadget workers and hair gimmick and shampoo workers on the Boardwalk. The latter seemed to be doing well. However, I did not get a chance to speak to them. Med and health food workers were conspicuous by their absence. Leaving Philadelphia before the steel strike had a chance to hurt us, we dropped down into the Carolinas for some good business. My son, David, did a fine job on the candy pitch and also was good in the public relations department in the towns in which we showed. Carrying a roster of 23 people and playing under a 60 by 160-foot tent, we offered a movie and vaude show, a combination which worked out well. Mrs. Betty Bartok handled the secretary-treasurer's chores during the season and took off prior to the show's close to get the home and winter quarters into shape for our return. Incidentally, the Jadex med show, operated by Doc T. C. Jacobs, my father-in-law, had a good season in Georgia territory. It's a great disappointment to see so few pipes in the column. Let's have a few notes from the Ragans, Boyce and a host of others who

COMING EVENTS

- Alabama Birmingham—Birmingham Auto Show, Jan. 8-10, 1960. Arizona Phoenix—Phoenix Auto Show, Nov. 25-30. California Los Angeles—Los Angeles Auto Show (Pan Pacific Auditorium), Nov. 13-22. San Francisco—San Francisco Imported Car Show (Brooks Hall), Nov. 12-22. Santa Clara—Santa Clara Valley Boat & Sports Show (Fairgrounds), Jan. 8-10. Bob Barkhimer. Turlock—Far West Turkey Show, Dec. 1-3. M. S. Johnson. Colorado Denver—Denver Automobile Show (Coliseum), Nov. 30-Dec. 5. Denver—National Western Stock Show, Jan. 15-23. Willard Simms. District of Columbia Washington—Auto Show of the National Capital Area (National Guard Armory), Jan. 13-17, 1960. Florida 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. Tampa—Tampa Auto Show (Fort Homer Hesterly Armory), Nov. 30-Dec. 5. Illinois Chicago—International Livestock Show (Amphitheater), Nov. 27-Dec. 5. William E. Ogilvie, Union Stockyards. Chicago—52d Annual Chicago Auto Show (International Amphitheater), Jan. 16-24, 1960. Indiana Fort Wayne—Rod & Custom Show, Dec. 11-13. Shows, Inc. Kentucky Louisville—Rod & Custom Show, Nov. 26-29. Shows, Inc. Louisiana Baton Rouge—LSU National Quarter Horse Show, Nov. 18-20. W. M. Babin, Box 8637, University Station. Cameron—La. Fur & Wildlife Festival, Jan. 15-16. Jerry Wise, Sulphur. Natchitoches—Christmas Festival, Dec. 5. A. N. Jackson, Pecan Park Bldg. Maryland Timonium—Eastern National Livestock Show, Nov. 14-19. Charles Borrow. 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. Missouri Kansas City—Kansas City Boat, Sports & Travel Show (Aud.), Jan. 29-Feb. 7. F. W. Kahler. 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. New York—National Winter Sports Show (Coliseum), Nov. 14-22. J. Andrew Squires. Rochester—Rochester Auto Show (War Memorial Exhibit Hall), Jan. 30-Feb. 6, 1960. Ohio 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 Auto Show, Nov. 14-21. 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—RCA World's Series, Dec. 26-30. James Stewart. Donna—South Texas Lamb & Sheep Expo., Jan. 15-16. James McQueen. Fort Worth—Southwestern Expo. & Fair Stock Show, Jan. 29-Feb. 7. New Braunfels—Comal County Youth Show, Jan. 30. Odessa—Stock Show & Rodeo, Jan. 5-10. Washington Seattle—Seattle National Boat Show (Armory), Nov. 27-Dec. 6. Wisconsin Milwaukee—Milwaukee Auto Show (Milwaukee Aud. & Arena), Feb. 6-13, 1960.

YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!

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.

Hypnotists

HYPNOTIC MARVELS — OUTSTANDING hypnotism show using genuine medical hypnosis. No stoges. 1 1/2 hour show. Stretz, 908 Morgan, Boonville, Mo. Phone TU 2-5153 or TU 2-6238.

Miscellaneous

AVAILABLE — ORGANIST, M.C., CLOWN. Union. Finest equipment and wardrobe for shopping centers, circus, etc. Wilson's, 220 E. 5th St., Bloomsburg, Pa. Phone ST 4-1681. no23

NATIONAL SAFETY CIRCUS. UNUSUAL idea for indoor stage show. Includes stage acts and safety films. Audience tested. Stretz, 908 Morgan, Boonville, Mo. Phone TU 2-5153 or TU 2-6238.

OPERATION SANTA CLAUS — A JOLLY, realistic Santa and Sleigh drawn by real reindeer for Christmas parades and shopping centers, etc. Contact Unit, 422 W. High Ave., New Philadelphia, Ohio. no16

Musicians

DRUMMER-VOCALIST DESIRES LOCATION spots with combo. Neat, dependable. John Bonino, 224 State St., Madison, Wis. ALpine 6-2958. no23

MUSICAL DIRECTOR NOW AVAILABLE. Accomplished pianist, arranger, conductor. Free to travel. Mort Newburgh, 659 Dorian Rd., Westfield, N. J.

PIANO VOCALIST, STEADY WORK. CALL Mrs. Nora McCarthy, McCarthy's Lounge, 5666 West Madison, Chicago, Ill. Phone ES 90022 after 5:00 p.m. no16

SAXOPHONE — ALTO, TENOR. PREFER small Jazz Combo, Rock and Roll or Hotel Band. Experienced. Write Box C-559, c/o Billboard, Cincinnati, Ohio.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. no30

HIGH AERIAL ACTS FOR OUTDOOR presentation. Rigging illuminated. Visible for miles. Stunt men extraordinary. Mae Productions, 456 Lamphier, Warren, Ohio. del4

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

Continued from page 62

- Swain, Cecil V. Von Stetina, Tommy
Swan, John L. Wagner, Fred
Swank, Harry Wallace, John
Swanson, Lucky Wastore, Paul G
Terrell, Harry A. Warren, Wm. & Mrs.
Thomas, Chick Watts, Doc T.
Thomas, F. M. Weber, Calvin
Thomas, Richard Weber, Robert
Thompson, Roy Wheeler, Ken
Timmeron, Clarence White Flash
Titts, Sherry White, James
Tolley, Virgil White, Wally
Treadwell, James C. Whiteman, Mrs.
Trotman, Ross E. Bernadine
Tucker Dick Wilson, Theodore
Tuttle, Clyde & Mrs. Winters, Lester or
Tyzka, Walter Tyszk, Walter
Vance, R. Wise, Richard N.
Veta, Joseph Yearly, Ben
Vilcko, Paul Yoder, Floyd

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Ackley, James W. Lagasse Amusement
Alex, Charles LaTouche, Mr. &
Allen, Wilbur H. Mrs. Galen
Althausen, William Lykens, Donald W.
Ames Sr., Jack McCormick, Bill
Arnold, Harry W. McManus, T. J.
Bain, C. A. McWharter, Ted
Barfield, John Malbin, Edwin
Bell, William R. Mapel, Roy
Bennet, Mrs. Chuck Manning, H. B.
Boatwright, B. E. Matthews, Sherry
Bullock, Mrs. Junita Matthews, Sport
C. Meyers, Bob &
Bullock, Wyatt H. Susie
Calder, James B. Miller, George
Caldwell, Mr. & Mrs. Mitchell, Lawrence
Carpenter, Helene Mofield, Mrs. James
Carpenter, Mr. & Mrs. Monk, Carl
Mrs. Keith L. Moreno, Geraldine
Carpenter, Walter E. Morgan, Mrs.
Casey, Clifford L. Katherine S.
Cooper, Chip Morton, John
Conlon, Pat Nelson, Don
Coulson, William H. Nolan Amusement
Curl, Floyd Co., Inc.
Daubenspeck, R. O'Day, Bill
Demetro, John Ollis, Paul
Denind, Luther Page, William C.
Diaz, Ted Parker, Don
Dunn, Danny Parks, Red
Dunn, D. B. Payne, Charles
Duran, Bobby Pierson, Aiton
Farr, George Pyle, Milton
Faughnan, Richard Qualls, Harold
Fritz, Wally Reed, Harold
Goss, Charlie T. Reynolds, John &
Graves, Mrs. Cleo Rose, Louis
Hall, Mrs. Ed L. Sacks, Cicero Carl
Hall, Jack Seal, Bob
Hansen, John Sherfey, C. I.
Hardy, Mrs. Betty Silva, William
Harmon, Mrs. Lenora Smart, Walter
Harris, Sun Smith, Jack
Holstein, Mr. & Mrs. Stevenson, W. O.
John F. Stewart, Kathleen V.
Hunt, Mr. & Mrs. Talbot, Elwood E.
Ed C. Thompson, Ralph
Jacobs, Jean Topps, George
Johann, Peter Tracy, Gene
Jones, Mrs. Yvonne Tyler, Carl E.
Keirnan, Tom (Cash) Vinson, Jack E.
Kelly, Frank Eugene Watson, Jack Ray
Kelly, Kitty Wiley, Charles E.
Kerner, Dorothy Williams, Mrs. C. L.
Kinney, James A. Williams, Walter
Kirby, Rhea Williamson, David
Krieger, Al Wilson, Marguerite

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Brown, Mrs. Mary Johnson, Odis
Elizabeth Katzes, Joseph
Burns, Charles Kay Bros. Circus
Cooper, Chip Lane, Gerald
De Wald, Frieda Mighty Interstate Shows
Doyle, John Joseph Rosen, H. B.
Eddington, Cecil St. Leon, Bobby
Evans, Sam Scott, Ben
Fireworks Corp. of Seltzer, Mrs. Loretta
America, Inc. Taylor, Joe
Harris, Fred Taylor, William
Harvey, Roy Wicks, Mrs. Delores
Hickey, J. Wimpey the Clown

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Burke, George Mitomese, Giuseppe
Blanche, Lorraine Mock, Kenney
Boyle, Bill Pinto, Ninos Santos
Chelly, Paul Powell, Bill
Cooper, Chip Marlowe, Don
Davidson, T. Ramon, Don
Frankel, Lou Serious, Bill
Garey, Peter Shaw, Patti Jean
Konyet, Josephina Stark, Al
(Berosini) Three Stoges
Lorraine, Blanche Waiter, Alfred
Miller, R. R. (Lucky) Wiley, Jerome
Miller, Tom Wolff, William

HURRY! Forms for the Big 1959 OUTDOOR CONVENTION SPECIAL Dated Nov. 23 Will Go to Press WEDNESDAY NOV. 18 Rush Your Copy Instructions Air Mail, Special Delivery TODAY . . . or Phone or Wire Us Collect to Repeat a Previous Ad for You CHICAGO 1, ILLINOIS 188 West Randolph St. Central 6-9818 NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800 ST. LOUIS 1, MO. 812 Olive St. Chestnut 1-0443 HOLLYWOOD 28, CALIF. 1520 N. Gower Hollywood 9-5831

BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill. NOVEMBER 16, 1959

WE HAVE
oak's
"TRADING POST"



H. B. HUTCHINSON CO.
1784 North Decatur Rd., N. E.
Atlanta 7, Georgia
DRake 7-4300

Available as a PENNY-NICKEL MACHINE

WE HAVE
oak's
"ACORN"



RAKE COIN MACHINE
EXCHANGE
609 Spring Garden St.
Philadelphia 23, Penna.
WAlnut 5-2674

Available as a PENNY-NICKEL MACHINE

WE HAVE
oak's
"GOLD MINE"



JACK SCHOENBACH
718 Lincoln Place
Brooklyn, New York

WE HAVE
oak's
"PREMIERE"



DALE DISTRIBUTING (B. C.), LTD.
1168 Seymour Street
Vancouver 2, B. C.
MUTual 3-8015

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.

west coast factory sales
OPERATORS VENDING MACHINE SUPPLY CO.
1023 South Grand Avenue
Los Angeles, California

east and midwest factory sales
M. J. ABELSON/Phone AT 1-6478
2033 Fifth Avenue Pittsburgh, Pa.

oak MANUFACTURING COMPANY, INC.
11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA

Eppy Features Las Vegas Mix, All-Star Series

JAMAICA, N. Y.—Samuel Eppy & Company, Inc., charm producers, announced last week the introduction of several new charm lines, including:

1. The Grand All-Star Gimmick Mixture—a mixture of the top charms produced by the firm thru the years.
2. The Las Vegas Mix, No. 2 & 3—including charms resembling playing cards, plastic money, dice.
3. Gimmick Series No. 57—called "copyrighted charms" because, according to Eppy, they are "works of art."
4. Variety Mix—a mixture of over 400 different charms, predominantly gimmicks and proportionately plated.

Plastic Processes Adds Product Lines

FREEMONT, N. Y.—William Falk, Plastic Processes, Inc., charm manufacturer, last week announced a building expansion program and diversification of product lines.

Falk said the firm intends to double its present building facilities, with the building permit already approved and the bids in. He expects the new construction to be completed before year's end.

Plastic Processes' expansion program has taken it into the magic trick and joke field. "We have been preaching to operators what we have been practicing ourselves—diversification," said Falk.

Charm Market Off

"We no longer can depend on charm volume to carry our operation and we have been quite fortunate in increasing our present sales volume even tho our charm market has dropped considerably."

The firm will serve many of the large major chains with joke and trick racks.

Plastic Processes has also been doing a substantial import business in the "low end" toys from Hong Kong and Japan and are selling large toy jobbers and chain operators these products.

New Charms Added

At the same time, however, Falk says his firm has added a number of new charm items and has been diversifying its bulk vending structure.

Newly taken on is distribution of a dime pen. Falk reports top results to date: "It appeals not only to children but to practically all age groups entering chains or supermarkets, makes racks more profitable all around."

"The pen item and the 25-cent capsule have taken hold and increased our volume considerably."

"We have also added a new series of 25-cent capsules which I am sure will act as a sales stimulator."

The firm presently carries 50 25-cent capsule items. The 25-cent capsule field has led the company into manufacturing of jewelry as well as magic, tricks and joke items. A catalog of the novelty items is available.

St. Louis to Set Commissions On Venders in City Buildings

ST. LOUIS—Comptroller John H. Poelker has announced plans to require all operators of vending machines in municipally owned buildings to turn over commissions from sales to the city's general revenue fund. He told the Board of Estimate and Apportionment that a study made by him had shown 260 such machines had been placed by 38 different firms in the various city-owned buildings.

(The machines referred to by Poelker are those which vend bulk products, candy, cigarettes, soft drinks and other merchandise.)

The comptroller told the estimate board that various commissions were given to charitable

groups by some operators and on other machines which offered merchandise at prices lower than those outside the building, no commissions were paid. The Board of Estimate and Apportionment consists of Mayor Raymond R. Tucker, Board of Aldermen President A. J. Cervantes and Poelker.

Machines Convenient

A recommendation was made by the comptroller that the vending machines be retained because department heads said they found them a convenience to employees and visitors in the buildings. There is a need, however, for a greater degree of control over their operations, he asserted.

Poelker did not estimate the amount of revenue expected in commission because he is still working on the survey. He said the experience of the federal government in receiving commissions from vending machines was quite astonishing—they bring in quite a bit of income.

Basically, his study is being conducted to establish some norm by which all operators can bring their machines in municipally owned buildings under the same conditions. Another thing the survey will

(Continued on page 85)

Price Bows 4 New Items

NEW YORK—Four important new items have been introduced here by Paul A. Price Company, Inc., leading charm manufacturer. The list includes three new types of rings plus a collection of assorted keys.

Heading the list is the Robin Ring with an octagon shaped crystal and a four and a half carat sized stone, "that sparkles like a real diamond." These units go for \$17.50 per thousand. The Carol Ring, which comes with assorted colors of stones in Tiffany type settings, is available at a price of \$16.80 per thousand.

All the units are vacuum plated, including a new spangle-type wedding band, on which, it is said, "more than one per finger can be

(Continued on page 85)

NEW JR. EXEC TO DEAL WITH

KANSAS CITY, Mo.—Office gals at the Bernard K. Bitterman headquarters here complain that they now have three executives to answer to. A new junior executive, Stuart Laurence Bitterman, has been added to the scene. (He's the bouncing baby boy born to Alan M. Bitterman last October 14.)

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- | | |
|--|---------|
| EASTERN ELECTRIC CIGARETTE, 10-Col., all coin, 25c & 30c | \$75.00 |
| NATIONAL 9-M CIGARETTE, 25c & 30c | 85.00 |
| 8-COLUMN CRUSADER, 25c & 30c | 57.50 |
| 8-COLUMN PRESIDENT, 25c & 30c | 50.00 |
| 8-COLUMN DIPLOMAT, 25c & 30c | 65.00 |
| CONVERSIONS, (30c to 35c) | 7.50 |
| 8-COLUMN STONERS (pre-war & post-war) | |
| 6-COLUMN STONERS (pre-war & post-war) | |
- All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
46 Fulton St., Brooklyn 1, N. Y.
TRiangle 5-1857



You see RED—RED PLASTIC FIRECRACKERS. T.N.T., Dynamite, & Explosive—with painted SILVER TIPS. You see a RED LABEL that bursts with enthusiasm.

RED FIRECRACKERS
5,000 & up\$6.00 per 1,000
1,000 to 4,000\$8.00 per 1,000
F.O.B. Jamaica, N. Y.

Red Booming Labels Free.

A "Sleepier Idea" that explodes sales with a Bang! Try this. It's what children want.

SAMUEL EPPY & CO., INC.
91-15 144th Place Jamaica 25, N. Y.

The Northwest
GOLDEN '59
is your best buy



H. B. Hutchinson, Jr., says: "The Northwest 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."

H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N.E.
Atlanta 7, Georgia
Phone: DRake 7-4300

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

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products
1c, 5c, 10c or 25c Operation



Vends flat packs up to 1/8" x 2" x 3/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone Today.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH
Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices
715 Lincoln Place Brooklyn 16, N. Y.
PResident 2-2900

'COMFORTABLE LIFE' Hubby-Wife Team Run 500-Unit Route



C. A. McCATHREN

DENVER—C. A. McCathren, of Golden, Colo., is the Denver area's "oldest and youngest" bulk operator at the same time. At 61 years of age McCathren has been in bulk vending only since 1953, going into the brand-new field after a hunting trip conversation with Bob Graff, of Dallas.

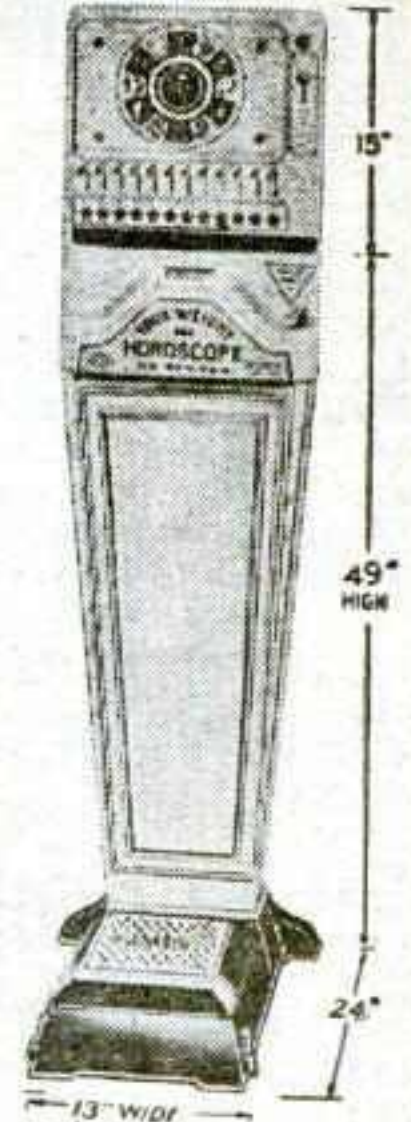
Currently operating 500 machines which are scattered over a huge area comprising part of Texas,

Nebraska, Colorado and Wyoming, McCathren is an Oklahoman, having originally been a dirt contractor at Lawton, Okla., site of Oklahoma University and its popular football team.

Back in 1952 the McCathrens were on a hunting trip high in the Colorado Rockies and chanced upon Texas operator Graff, who was out on a similar mission. Conversation, after the first greeting, got around to business, and McCathren found himself fascinated by the possibilities of bulk vending.

Mrs. McCathren, who was along, seconded the motion, and within

(Continued on page 68)



15" HIGH
49" HIGH
24" HIGH
13" WIDE

5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00
DOWN
Balance \$10.00 Per Month

WATLING MFG. CO.
4841 W. Lake St., Chicago 24, Ill. Est. 1889
Telephone: COLUMBUS 1-2772, 1-2770
Cable Address: WATLINGITE, Chicago

RECONDITIONED MACHINES

N.W. MODEL 49's . . . \$11.95
PREMIER CARD MACHINES . . . 13.95
8-COLUMN 1c TAB GUM VENDORS 14.95
N.W. TAB GUM—1c . . . 18.95
TOPPERS—1c BALL GUM . . . 9.95
VICTORS—1c MODEL V . . . 7.95
FOLDER STAMP MACHINES . . . 12.50

MERCHANDISE

MALT-ETTE—100 CT.—PER 100 29c
RAIN-BLO GUM—210, 170 OR 140 CT.30c
RAIN-BLO GUM—100 COUNT . . .32c
RAINBOW PEANUTS28c
BOSTON BEANS28c
LICORICE LOZENGES—VEND-SIZE .26c
PEANUTS—SALTED42c

CHARMS

JUMBO VENDOR MIX—ASSORTED—A REAL WINNER, PER BAG . . \$3.00

VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR \$13.95 EACH

1/3rd Deposit on all Orders
PARKWAY MACHINE CORP.
715 Ensor St., Baltimore 2, Md.

The Northwestern GOLDEN '59 is your best buy




H. B. Hutchinson, Jr., says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N.E.
Atlanta 7, Georgia
Phone: DRake 7-4300

Folz Brothers Launch New Bulk Operation in Florida

NEW YORK — Folz Vending, which from its Oceanside, Long Island, headquarters has one of the largest bulk vending operations in the nation, has begun a major expansion move in Florida.

Roger Folz announced this week that he has returned from a survey trip in Southern Florida. He was accompanied by Sal Aragona, Folz shop foreman here.

The operation will begin with a nucleus of 28 locations in Florida Grand Union stores. Folz has machines in Grand Union stores all over the East Coast.

Murray Reissman
Running the Florida operation will be Murray Reissman of Hialeah. Harold Folz leaves this week for two weeks in Florida to solicit locations and set up the operation. When Harold returns, Roger will spend a month in Florida to supervise the operation.

While the operation will begin in Miami and Palm Beach, it is eventually expected to encompass the entire State.

Folz reports that virtually all his locations are battery installations. In addition to ball gum, charms and confections, the firm is placing 10-cent pen machines on location with fair results. Folz explains that while the item is not a particularly fast seller, it requires little extra servicing and brings in revenue that would otherwise have been lost.

TOTEM POLES . . . 20 different designs to collect on a pencil. Guaranteed repeat appeal. Each one will vend for 1c. Color plated or multi-color only \$5.00 per M for 5 M or more.

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The PENNY KING Company
2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
ATLAS MASTER . . . the proved 1c-5c vendor

Ask about Our ATLAS Financo Plan



HELP YOURSELF TO MORE VENDING PROFITS VEND



Get Every Month Thru a Money-Saving Subscription



More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine
2610 Patterson St. Cincinnati 22, Ohio
□ 1 year \$8 □ 3 years \$11
□ Payment enclosed □ Please bill me (Foreign rate, one year, \$10) 751

Name
Address
City Zone State
Occupation

YOUR AUTHORIZED VICTOR DISTRIBUTOR

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .

DON'T FAIL TO SEE THE GREAT NEW VICTOR VENDORAMA, THE SENSATIONAL ALL-PURPOSE VENDOR.



REMOVABLE CASH BOX
VENDORAMA

<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.</p>	<p>Ellingworth Supply Co. 659 Adams St., N.E. Minn. 13, Minn. 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. AM 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>

VICTOR VENDING CORPORATION

Team Runs 500-Unit Route

Continued from page 67

A few months the McCathrens found themselves actively operating a good-sized Oklahoma route, with ball gum, charms and mix.

The first few months convinced the McCathrens that vending was an interesting field indeed, and arrangements were made to buy a route which had been set up by Everett Graff, Dallas distributor, for a friend soon to be released

from the service. This was a skeleton route which covered many hundreds of miles and centered in the populous sections of Colorado and Nebraska, plus part of Wyoming. The McCathrens made the purchase, convinced that the apparently astronomical distances involved would not faze them. (Graff's military buddy did not want the route after all when released from service.)

Since then the McCathrens have cut down, rather than expanded their routes, primarily in the interests of doing away with tedious days of driving and to increase the concentration of machines in more metropolitan areas. Almost all of the outlying routes are made up of penny machines, while there are many 5-cent venders in the Denver-Boulder-Golden area.

The McCathrens plan their service trips so that each route is completely covered on an average of once every six weeks, amounting to an average of four long trips each month. The longest route runs to Dumas, Tex.; another to Kearney, Neb.; a third to Torrington,

Wyo. Originally, there were routes into Kansas and other sections of Wyoming which have since been eliminated, simply because of the long distances involved in comparison with the profit potential.

The McCathrens lead a comfortable life, with a modern, new contemporary home perched on a hillside above Golden, where they can look down on most of the city. The job amounts to around three days of hard work per week, the couple point out, giving plenty of time for relaxation. Both of the McCathrens, incidentally, work at route operation on the road, rolling pennies into 100-unit rolls, always much favored by location owners on the routes, and repairing machines en route.

McCathren is a strong believer in exchange heads, carrying many of them on each trip, along with his fill, tools and parts. Using a four-door sedan, the McCathrens can make a 400-mile circuit in "three long days or four short ones," as Mrs. McCathren put it. Traveling heavily loaded, the Colorado couple begins each of the junkets with from 500 to 600 pounds of gum, and almost as much weight in parts, heads and supplies.

Enjoys His Work

An amiable man who has learned the value of even temperament in long dealings in the earth-moving industry, McCathren thoroughly enjoys his work and has no intention of ever switching to anything else. "You've got to have a sense of humor in bulk vending," he said. "In fact, it's got to be a big one. I was setting up a new machine location, for example, near a brand-new school when two little boys walked up and informed me that the school was closed. I knew that the boys were playing hookey and that the school was closed only on that account in their eyes. I managed to talk them both into going back to school."

With a special arrangement which converts their family car into a "sleeper," the McCathrens spend a lot of time hunting and fishing in the high Colorado mountains, camping out along the way and getting close to nature. Like many other operators who have started late in life, McCathren found "there was a lot to learn about the bulk vending business" from the start, but now a familiar figure to storekeepers, service station owners and other location owners throughout the big territory, he is generally regarded as the dean of Denver area bulk venders.

Always inseparable, Mr. and Mrs. McCathren can switch jobs with ease. Each can carry out complex repair operations on venders and handle every aspect of cleaning, polishing and filling. McCathren handles most of the location-building, however, and confesses that it hasn't been a difficult job, inasmuch as he has been cutting down on the route for the last three years or more.

Don't Mind Trips

Long distances seldom worry the McCathrens. For example, they frequently visit close relatives in New Orleans, 1,300 miles away, making the trip in two and a half days. Recently while making the last of several stops out toward Sterling, Colo., northeast of Denver, they suddenly decided to go hunting in Utah, drove the 170 miles from Sterling to Golden, changed, had dinner and took off for Utah, a good long drive at any age.

A highly conservative operator,

McCathren has unusually smooth relationships built up with his location owners, for the most part derived from a ready stock of anecdotes, his own amiability and the fact that he makes his percentage payments to location owners "cash on the barrelhead" and uses ready-rolled pennies to make the payment. With some whittling still going on the routes, the couple plans to remain bulk operators for many years to come.

AMAZING-MYSTIFYING JUMPING BEANS

COLORED PLASTIC

1M to 9M \$5.00 per 1,000
10M and up \$4.20 per 1,000

GLEAMING VACUUM PLATED

1M to 9M \$8.00 per 1,000
10M and up \$7.00 per 1,000

at your distributor or . . .

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c \$14.50
N.W. Deluxe 1c & 5c Comb. 12.00
N.W. 539 1c Port. 7.95
N.W. Model #33 1c Port. Converted for 10c B.G. 4.50
Silver King 1c B.G. or Mds. 8.50
AST Guns 30.00
Mills 1c Tab Gum 12.00
Acorns. 1c or 5c B.G. or Mds. 10.00

MERCHANDISE & SUPPLIES

Golden Non-Paril Almonds, 5-lb. vac. pack tins, per lb.85
Pistachio Nuts, Jumbo Queen, Red.71
Pistachio Nuts, Jumbo, Queen, White.66
Pistachio Nuts, Large Tulip68
Pistachio Nuts, Vendor's Mix57
Pistachio Nuts, Shell48
Cashew Whole68
Cashew Butts58
Peanuts, Jumbo42
Spanish32
Mixed Nuts57
Baby Chicks39
Rainbow Peanuts32
Boston Baked Beans23
Jelly Beans28
Licorice Gums38
M & M, 550 Ct.59
Hershey's47

Rain-Blo Gum, 40 ct.30
Mail-off, 100 ct., per 10032
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.20
Rain-Blo Ball Gum, 100 ct.32

300 lb. minimum, prepaid on all Rain-Blo Ball Gum.

Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.45
Beach-Nut, 100 ct.45
Hershey's Chocolate, 200 ct. 1.40

Minimum Order, 25 Boxes assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

One-Third Deposit, Balance C.O.D.

There Are Big Profits In NUTS

GET YOUR SHARE WITH **Northwestern**

49 NUT VENDOR

Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut.

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
L'ongacre 4-6467

NEW! NEW! NEW!

There Will Be Plenty of Action in Your Machines With These Rings!

Here are a couple of rings that will make engagements easy. Your machines will always be busily engaged, too. Kids will load them with coins.

These are real stones, not plastic

ROBIN RING
Octagon Shaped Crystal, 4 1/2 carat stone. Sparkles like the real thing.
\$17.50 per M

CAROL RING
Ass'd. color stones. Beautifully set in rich type setting with large size stone.
\$16.80 per M

Order Now for These Money-makers.

paul a. PRICE co. inc.

55 Leonard St., N. Y. 13, N. Y. Corlandt 7-5147-8

Northwestern

1909 - 1959

GOLDEN 59

- Attractive design
- Large globe capacity
- Interchangeable merchandise unit
- Flawless vending of all popular items
- Easy to service
- 1c, 5c, 10c, 25c play

TAB GUM VENDOR

- Rotating merchandise drum
- Window shows empty columns
- Interchangeable merchandise drum
- Giant capacity - 550 pieces
- Quick, easy servicing

We also manufacture Model 49, 49 Hot Nut, Package Gum, U. S. Postage and other vending machines. Contact your distributor for further information and prices on Northwestern venders, parts and stands.

THE NORTHWESTERN CORP.

29112 E. Armstrong Ave., Morris, Illinois

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

ABD

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors Centers and Coatings

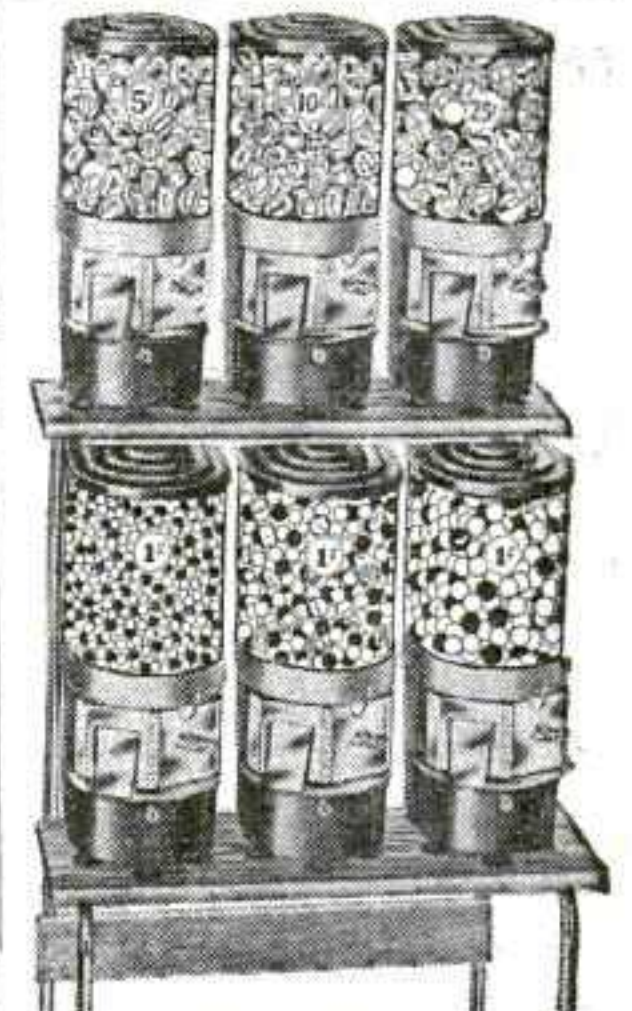
Direct LOW Factory Prices

Bubble Ball Gum, 140-170 G 210 ct. & Giant Size 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 28¢ lb.
Tab (short stick) 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS

33 years of manufacturing experience.

4th & Mt. Pleasant • Newark 3, N. J.



Unique in Design and Beauty

VENDORAMA

THE ALL-PURPOSE VENDOR

SEE YOUR DISTRIBUTOR

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

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:
CLEVELAND COIN MACHINE EXCHANGE, INC.
2029 Prospect Ave. Cleveland 15, Ohio
Phone: TOWar 1-6715

We handle complete line of machines, parts & supplies.

\$ STANDARD SPECIALTY

Northwestern GOLDEN 59

- Attractive design
- Large globe capacity
- Interchangeable merchandise unit
- Flawless vending of all popular items
- Easy to service

1c 5c 10c 25c Play

Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.

1028 44th Ave. Oakland, Calif.

WANT TO BUY Vending Machines

Acorns, 1c and 5c Victors Counter Games
Atlas, 1c and 5c Model Vs Sanitary Vendors
Northwestern Toppers Stamp Machines
(model 49 & 33 nut) (3-col. Shipman)

You Name It. We Want It! All Makes and Models
Send Your List of All Machines and Lowest Prices Wanted. We pay top dollar

RAKE COIN MACHINE EXCHANGE

609 Spring Garden St. WALnut 5-2676 Philadelphia 23, Penna.

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:
SIDMOR VENDING CO.
2137 Fifth Avenue Pittsburgh 19, Pa.
Atlantic 1-2548

We handle complete line of machines, parts & supplies.

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 November 9)

Table with columns for Machine Name, High, Low, Mean Avg. and sub-sections: MUSIC MACHINES, PINBALL GAMES, SHUFFLE GAMES, ARCADE EQUIPMENT.

UNITED SHIPS 2 GAMES; BOWLER, SHUFFLE ALLEY

CHICAGO—Two new games, Handicap Bowling Alley, a ball bowler, and 4-Way Shuffle Alley, a puck-play model, are in shipment this week by United Manufacturing Company.

Handicap offers, in addition to two-player and three-player team play, easy, medium and hard strike features. A single button is used by players to make their selection. Play can be switched during any frame from easy to hard strike, etc., to balance scoring or act as a handicap feature.

The new shuffle alley, 4-Way, offers regulation, flash or bonus scoring via player-selection. In addition, players can select easy or normal strike play by pressing one of two buttons. The 4-Way model thus gives patrons three games in one, plus the choice of easy or normal strike opportunities.

N. Y. P.-R. GROUP TO MEET DEC. 19

NEW YORK—Members of the Public Relations Committee of the New York State Coin Machine Association will hold a special meeting 7:30 p.m., Tuesday (19) at Room 1311, 250 W. 57th Street, here. On the agenda will be a report on plans for the Committee's first youth party, to be held December 19, and a report on participation with the Cardinal Spellman's Servicemen's Club.

Industry Maps P-R Budget of \$100,000

CHICAGO — Financing of the public relations program was the major concern at the meeting of the executive board of the Information Council of the Coin Machine Industry in session here Thursday (12). The budgeted goal is \$100,000.

Agreement was reached by the group consisting of operators, distributors and manufacturers, that "matching funds" from each group was desirable. Tentatively, and with exact planning to come, the group based their financing program on the basis of voluntary contribution of one dollar from each group on each machine sold. If successful, this plan would ensure continued funding of the program on an equitable basis.

The manufacturers present (AMI, Bally, Chicago Coin, Williams and United) all agreed to "match" funds on the basis of receipt of a matching dollar from operators and distributors. Operator-members were confident that operators as a group wanted a public relations program, and

would start the "matching-chain" rolling.

Because legal aid and approval must be sought before final presentation of the plan, Chairman Lou Casola, did not seek final action on the plan. An agreement incorporating the details is to be drawn up and "initialed" by participating manufacturers.

The same manufacturers also agreed to advance funds so that operation of the public relations group could begin almost immediately. Operator-Chairman Casola volunteered to advance the same sum as would be given by the manufacturers.

With pledges of these sums in hand, Casola was empowered to notify the public relations firm selected and to arrange a contract with them, with an effective date of January 1, 1960.

Work would probably begin before that date, however, with full reports for all operators, distributors and manufacturers; methods perfected for fund collection and distribution.

Op Diversification Interest Strong

Continued from page 1

The newly popular trend to teenage recreation centers as locations for coin games—particularly for ball bowling games—was checked in by 18 of 44 operators as a likely new field for their current or future expansion. Such new youth centers have been opening at the rate of one per week in recent months.

Difference in \$\$

While the new spots mentioned above drew most of the attention in the straw poll, 16 of the 44 operators indicated interest in running a modern Arcade catering to family trade, and 16 showed interest in an amusement park playland or amusement park Arcade featuring coin games.

It should be considered here that while bowling alley establishments

drew the most enthusiasm, such spots are relatively more easy to land than the others. Some of the other type locations mentioned generally require investment in buildings and furnishings as well as extensive investment in coin equipment.

Write-in mentions of other heavy-traffic game locations currently nailed down by one or more of these 44 operators were pool halls, clubrooms, recreation rooms, drugstores, large motels and hotels, and railroad stations. Pool halls, surprisingly, led the write-ins.

Multi-Machine Trend

How far has this apparent swing to diversification set in? Thirty-two of 42 operators reported they had more than two amusement games spotted at locations ranging in num-

ber from one to 250. The average number of locations with more than two games held by each of these 42 operators was 20 — a fairly good number, considering that the bulk of juke box and game locations are at taverns and restaurants.

More impressive is the report by 36 out of 39 operators that each had from one to 300 locations with more than two machines of any type (including juke boxes, games, kiddie rides, vending machines and background music units). The average number of "more than two machines" spots per operator was a hefty 33.

If our straw poll is representative of the nation's operators as a whole, the days of the coin machine specialist may be numbered.

Bally Ships Pony Twins Kiddie Ride



Pony Twins

CHICAGO — A new compact twin horse ride, Pony Twins, was shipped to distributors last week by Bally Manufacturing Company. The unit requires just 28 by 36 inches of floor space, yet can handle two kiddies per run.

Designed for young riders from ages two to eight, the two riders may be seated side by side on the twin ponies for a single dime.

Riding time is adjustable from one-half minute to three minutes.

Ride Features

Pony Twins features include moderate one-speed gallop, high-backed saddle, hand grip and foot rests, close-to-floor chassis and safety-shielded moving parts.

The iron-tough plastic ponies (Continued on page 77)

900 Attend Banquet Of N. Y. Juke Box Ops

NEW YORK—More than 900 representatives of the coin machine industry and their guests gathered at the grand ballroom of the Hotel Commodore here Saturday evening (7) for the 22d Anniversary and Show of the Music Operators of New York.

The organization held with tradition with a ban on speeches, with the evening devoted entirely to dining, wining and listening to top-flight recording talent.

Surprise guests at the affair were Eddie Fisher and his wife, Elizabeth Taylor. After the autograph hounds were dispersed, Fisher en-

tertained the operators with two selections.

Peter Palmer

A special attraction was the appearance of Peter Palmer, who played the lead in both the Broadway show and Hollywood picture of "Little Abner." Palmer was called back for two encores, as the coinmen refused to let him leave the stage.

Another big favorite with the crowd was Tommy Edwards, M-G-M recording artist, while Homer and Jethro, RCA-Victor artists, were real crowd pleasers. (Continued on page 76)

Seeburg's McKelvy Retires, As Seven Execs Shift Roles

By KEN KNAUF

CHICAGO—In a major intra-firm shift of key executives, C. T. McKelvy retired as vice-president in charge of sales of the Seeburg Corporation and seven other top executives gained new titled positions, according to a reliable report received by The Billboard late last week.

Bruce Jagor, executive vice-president, retired from his post, and according to the report, will remain with the firm, along with McKelvy, as a consultant.

The following Seeburg executives were reported moved to new vice-presidential positions:

Tom Herrick, assistant sales manager, advanced to vice-president in charge of marketing and advertising.

Jack Gordon was made vice-

president in charge of the phonograph division.

R. E. Lindgren was moved to the post of vice-president in charge of sales for the background music division.

George Glass assumes the role of vice-president of the vending machine division.

Bill Clark becomes vice-president in charge of financing.

Fleming Johnson is held over as vice-president in charge of manufacturing.

McKelvy Record

C. T. McKelvy became a vice-president of the Seeburg organization in 1958. He was at one time with R.C.A. Distributing Company of New Jersey. In 1934-1936 he was assistant sales manager of the Zenith Radio Corporation, and later was with the Galvin Manufacturing Company, Chicago, from

1936-1941. He became president of the Phonovision Corporation, then a subsidiary of J. P. Seeburg Corporation, and became a vice-president of Seeburg in 1943, holding that office until the firm sold its principal assets to the Seeburg Corporation, formerly Fort Pitt Industries, Inc. He advanced from sales manager to vice-president in charge of sales with the Seeburg Corporation.

Bruce Jagor joined J. P. Seeburg in 1935 and was elected a secretary and director in 1938. He was made a vice-president and secretary in 1950, remaining at that position until the Seeburg Corporation was formed. He was elected executive vice-president of the Seeburg Corporation in 1958 and managed Seeburg operations.

The changes at Seeburg, under (Continued on page 81)

Nebraska Music Guild Slates Big Meet at Lincoln, Dec. 5-6

OMAHA—The Music Guild of Nebraska holds its top meeting of the year at Lincoln's Capitol Hotel, December 5 and 6.

Election of officers for 1960 and presentation of the guild's \$100 public relations program award to the "most deserving" organization will highlight the get-together.

Hosts for the meet are Lincoln music operators Mike and Mildred Stangl and Dick and Eleanor Taylor. Program theme is "This Meeting for the Ladies," meaning that ladies are not only expected, but can't afford to miss the event. The gals will get special attention, according to the program notes.

Dinner Dance

Activity begins Saturday, December 5, with registration at 6 p.m., followed by a dinner-dance and entertainment. Sunday afternoon, December 6, while the men are having their business meet, the ladies will attend a "slenderizing program."

The entertainment at Sunday evening's banquet and the choice

of door prizes will both be planned with the ladies in mind.

Pete Geritz, of Mountain Distributors, Denver, has donated a Magnus chord organ; Evelyn Dalrymple, of Lieberman One-Stop, Omaha, is giving a dozen LP records, and by meeting time there will be many more prizes on deck.

Howard Ellis, the Guild's secretary-treasurer, has urged all area operators and their wives to attend.

ROCKET 5-BALL

Count-Down Featured on Williams Pin



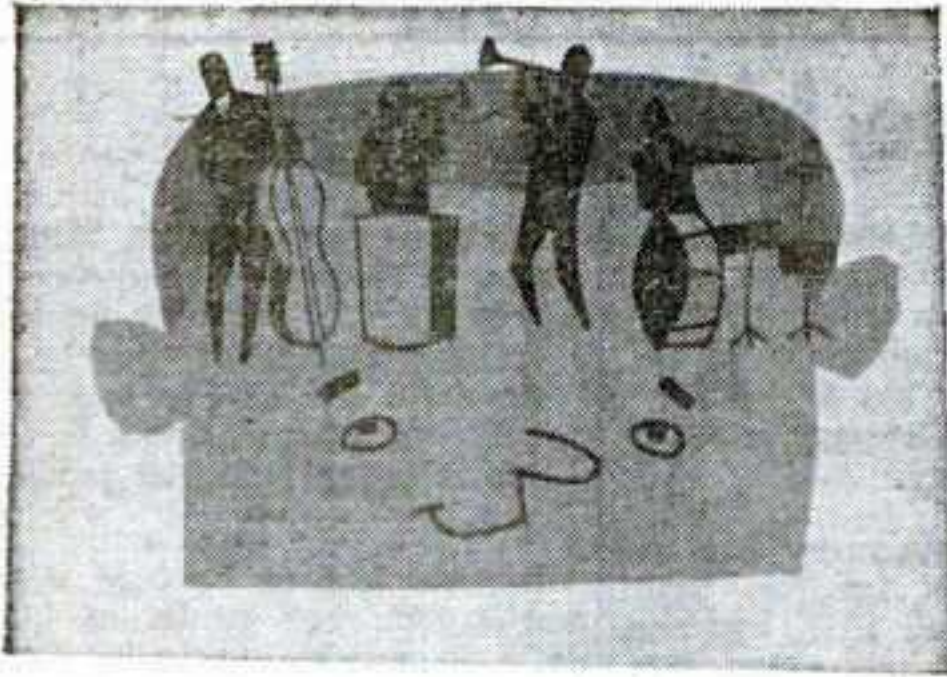
Rocket

CHICAGO — Players "launch" rockets after "counting them down" at Williams Electronic Manufacturing Corporation's new single-player five-ball pin game, Rocket.

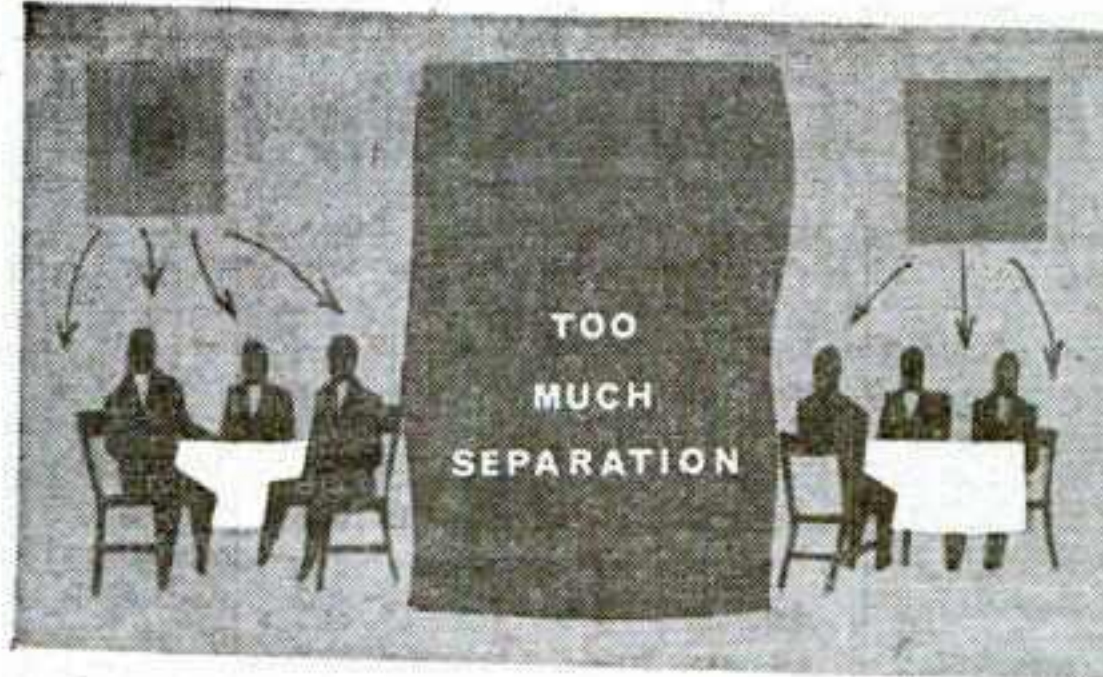
The new model pinball goes into regular shipment this week.

Object of the game is to orbit any or all of five rockets into space by hitting proper ball targets and holes.

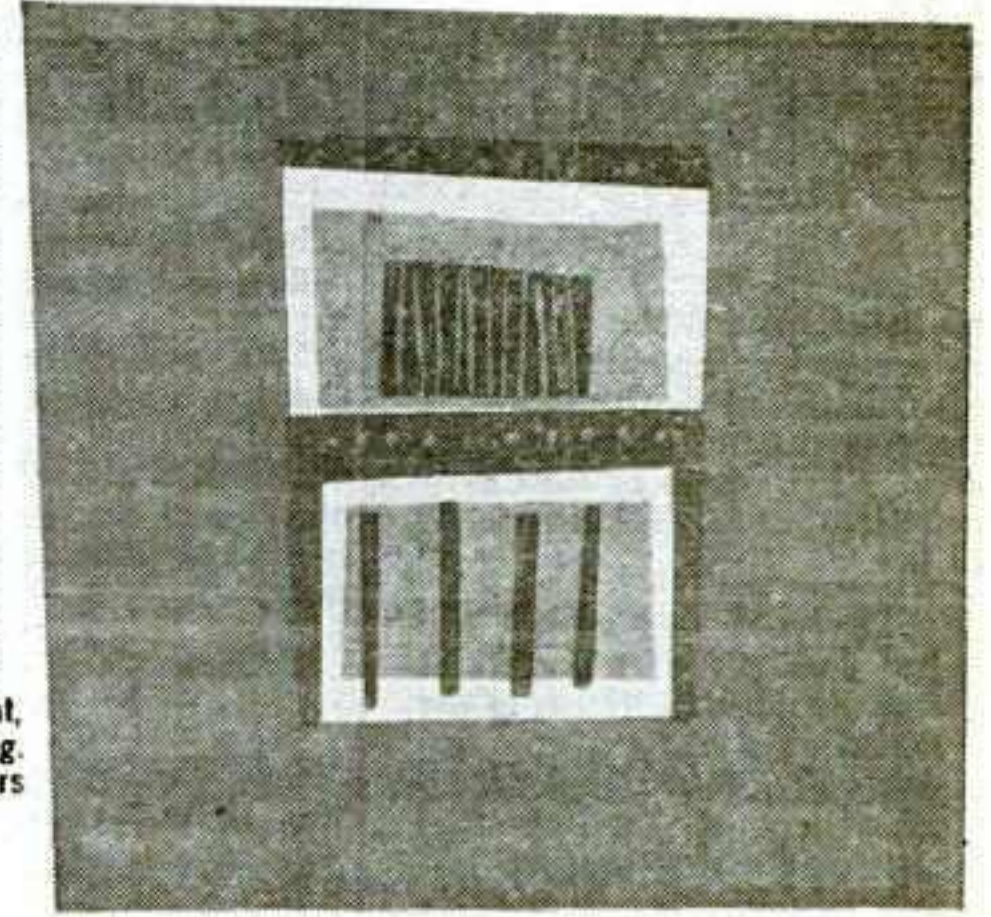
On the first ball shot, player selects his rocket (numbered 1 thru (Continued on page 77)



Stereo is "seeing with your ears." As you hear music, the brain places each instrument in the position it was recorded. You hear in breadth. Left and right sides of the orchestra are separated. You hear stereo in depth, too. How is this done?



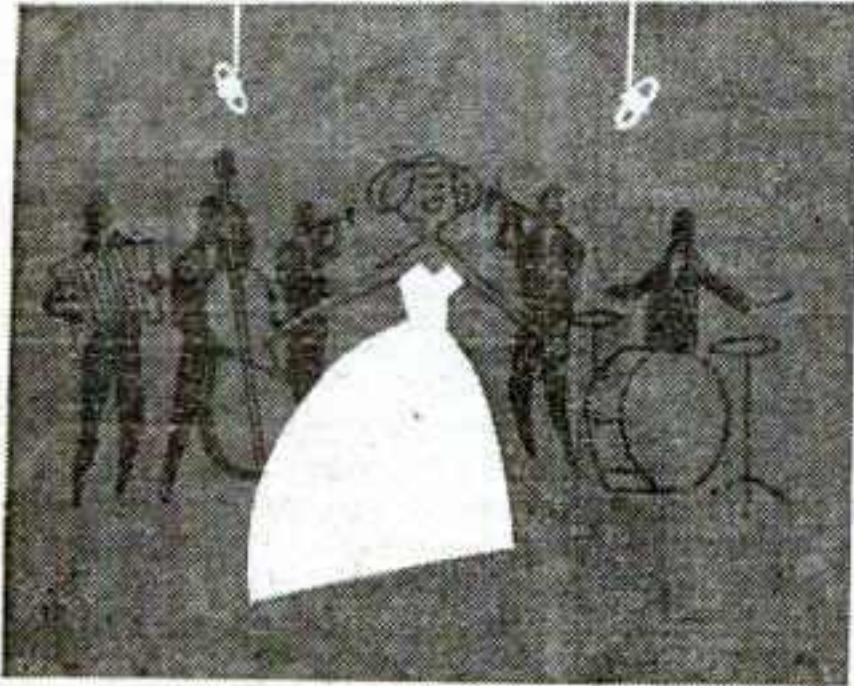
Patrons left of center hear the left channel with too great intensity. At right, just the reverse occurs. Failure to hear both channels equally can be irritating. How can the operator avoid this excessive separation? He placed the speakers well apart to get location coverage as well as stereo effect.



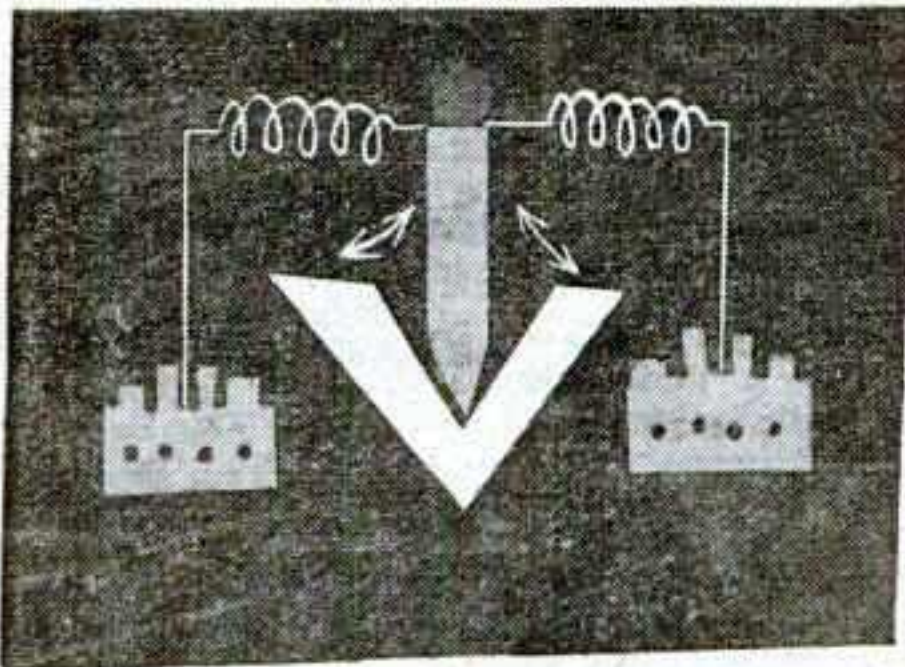
Then there's the other extreme: trying to get adequate separation by squeezing both channels into the juke box itself! This is like trying to compress a yardstick into a foot rule: an acoustical impossibility, as any audio engineer will tell you.

LET'S TAKE A STEREO LOOK* AT STEREO

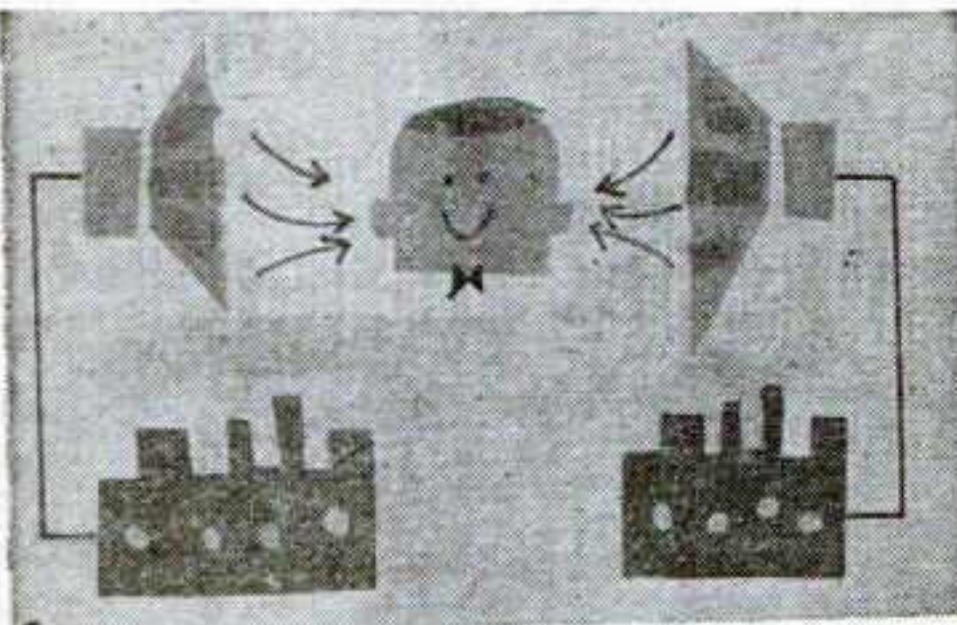
*A realistic appraisal with both eyes from several points of view



One microphone picks up music from the left side—and part of the middle. Another microphone picks up music from the right side—and part of the middle. These two channels of sound are taped, then transferred to records.

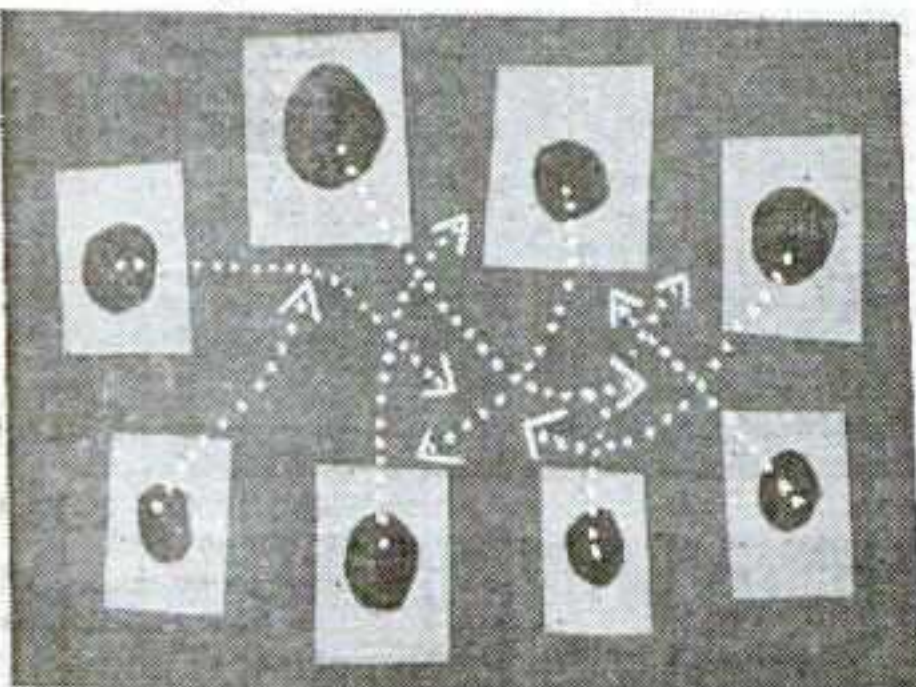


Both sides of the record groove are used, with each carrying its own separate channel. A stereo cartridge feeds the first channel to an amplifier and the second channel to another amplifier.



Music from the first amplifier goes to the speaker enclosure on the left, and from the second amplifier to another speaker enclosure on the right. Adequate separation of speakers is essential for the stereo effect. Yet, too much separation leaves a "hole in the middle of the music."

Obviously, a good stereo seat is midway between the left and right speakers. But, no location can so seat all its patrons.



To compensate for the "missing middle", some will pile the speakers on. Four, six, eight, ten—strung all around the location. This makes matters worse. "Cross-squawk", im-balance of channels and distortion result.

After 50 years—a half century of music service—AMI's policy remains what it has always been: to give operators equipment they need and want—when they need and want it. Never to force untried equipment before its time. Yet, to be ready with tested and proved equipment equal to the opportunities of the times.

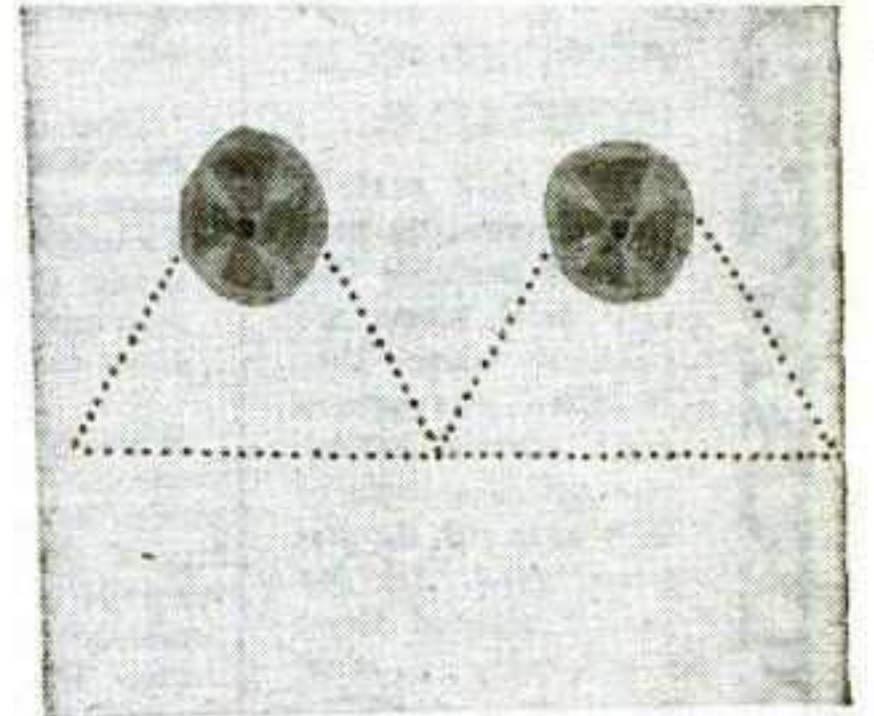
STEREO SEEMS TO PRESENT SUCH OPPORTUNITY. IT CAN MARK THE BEGINNING OF A WHOLE NEW ERA OF MUSIC.

It is clear that equipment of superior engineering, design and, above all, flexibility is required to serve the operator's needs . . . to return the profit on his investment that he has a right to expect.

Moreover, stereo equipment must:

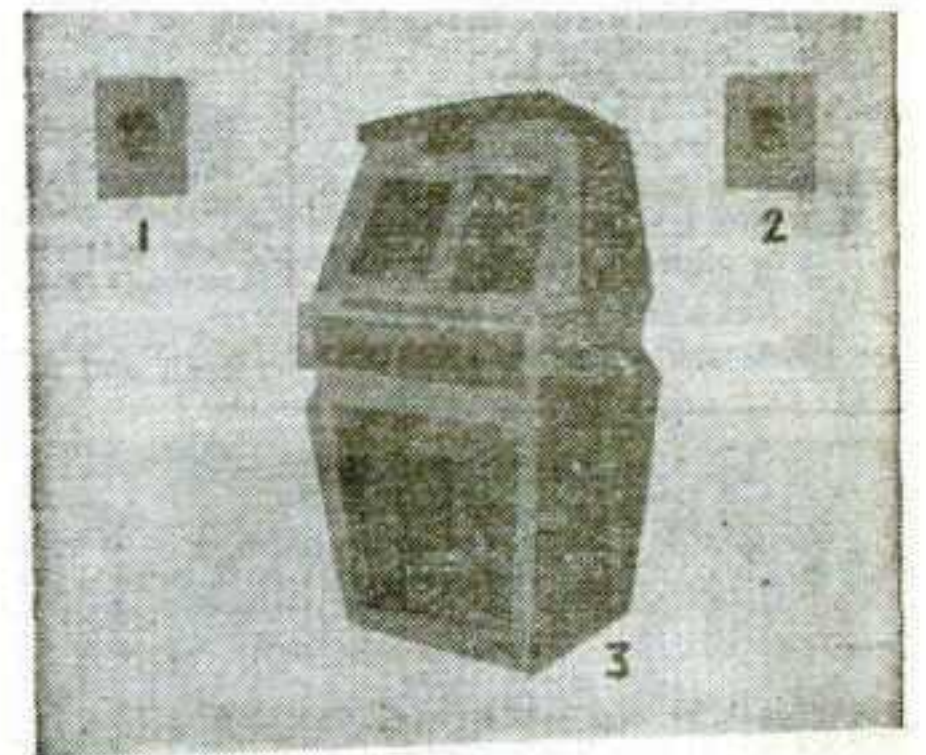
1. Meet the needs of the operator NOW . . .
2. And meet the needs of the operator for years to come.

To understand the kind of equipment that will meet these needs, it is helpful to understand the stereophonic process from recording to reproducing.



Stereo speaker enclosures must have wide angle dispersion horns to spread the sound of each channel over as broad an area as possible.

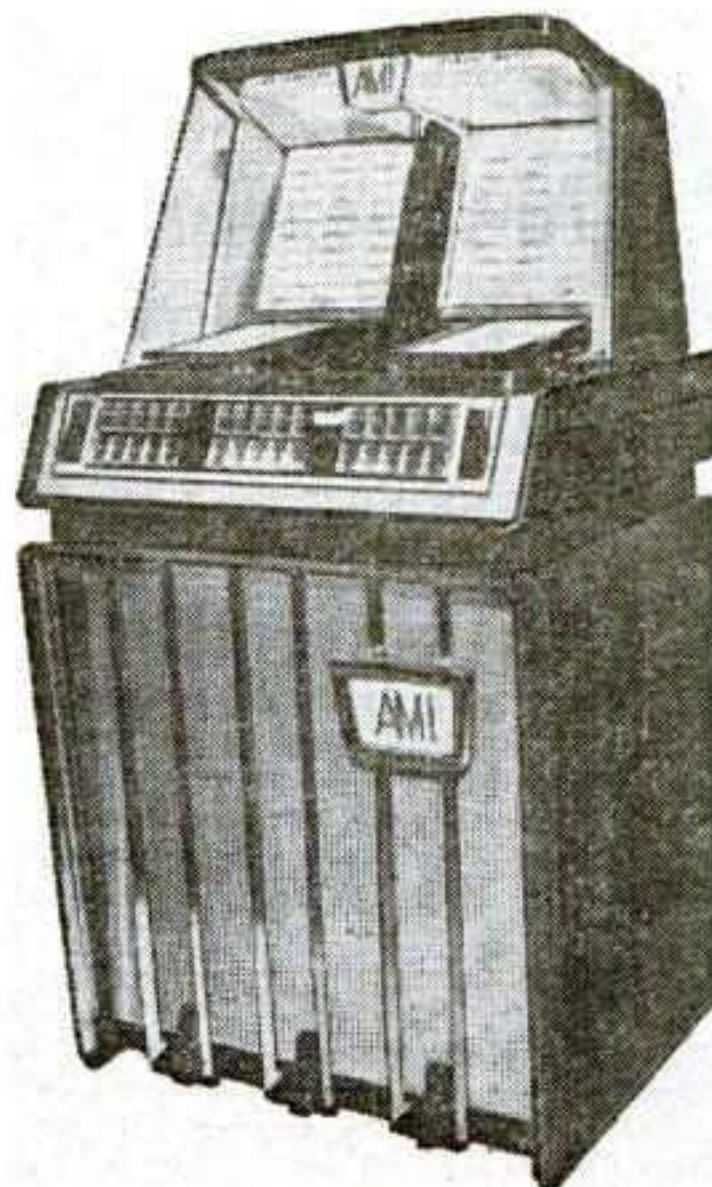
To insure maximum coverage and separation of channels with a minimum number of enclosures, a third channel should be employed in most locations.



This third channel, recommended by audio engineers, is located in the AMI model "J" itself. It is essential for maximum stereo coverage of location areas. The AMI third channel carries signals from both channels #1 and #2, fed through the juke box at lower level. It has the following distinct advantages:

1. Far greater flexibility in speaker placement to meet varying location layouts;
2. Wider area coverage with fewer wall or corner enclosures;
3. Lower cost of installation in line with the location's potential take;
4. Significantly better sound.

Look to AMI for another half century of giving you the equipment you need when you need it . . .



AMI

AUTOMATIC MUSIC, INC. Affiliate of AUTOMATIC COMPANY OF AMERICA
1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN, SINCE 1909 DESIGNERS, ENGINEERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY

W. Berlin Officials Praise City's Coin Machine Mfrs.

By OMER ANDERSON
BERLIN—Plucky West Berliners have handed the Communists a crushing economic defeat by learning to live like the Swiss, and the coin machine industry has become a main prop of the Communist-encircled city's industrial way of life.

The cold war capital has just held its 10th industrial fair. Economic officials of the Senate, the city's administrative body, have completed an assessment of the industrial showcase which contains lavish praise for the coin machine

industry's contribution to Berlin's economic health.

"We now have one of West Germany's main coin machine production centers, and there can be no doubt of its value to our economy," said Dr. Paul Hertz, West Berlin's senator for economic affairs.

What Dr. Hertz means is this: Ever since the 1948 blockade, the Communists have been seeking to strangle West Berlin economically without triggering World War III.

Since Russia held Berlin in a vise (by control of the city's communications with the West), it looked until recently like this freedom outpost might be doomed to slow death from economic leukemia.

Now the gloom is lifting from West Berlin. The city has learned to live like the Swiss: To miniaturize production, to export the skills of its craftsmen and technicians instead of sheer bulk.

What watches are to the Swiss electronics are to Berliners. Electronics have become West Berlin's biggest single industry. Three of West Germany's biggest electronics producers are in West Berlin—Siemens, Telefunken and German General Electric.

This circumstance has encouraged development of coin machine production.

Coin machine producers with main plant facilities in this city 110 miles behind the Iron Curtain include:

Wiegandt, Wulff Aparatebau, Beromat (affiliated with Wulff), Damaschke, Deutsche Wagen und Maschinen Fabrik (DWM), the Tubron Works, Gebrueder Krueger & Company, Ferdinand Florestedt, and the Eltec Company.

Wiegandt was a major exhibitor at the Berlin industrial fair, as it is indeed at trade fairs all over the Continent. The firm has been the bellwether of Berlin's coin industry. Its story is the story of the industry which mushroomed from the old Reich capital's war rubble.

Founded in 1926, Wiegandt concentrated on vending machines before the war. In 1949 Wiegandt, still struggling to recover from the war and the blockade aftermath, employed just 70 persons. Five years later employment had jumped to 450 and today it is near 1,000.

Today Wiegandt is still a major West European producer of vendors, but it has branched out into juke boxes and games. Wiegandt marketed the first German stereo juke, the 120-selection Diplomat C, and has brought out a children's juke box, the Bimbo, with 80 selections.

In all, Wiegandt manufactures 25 different models of coin-operated equipment, predominantly vendors, and exports 40 per cent of its total output.

Beromat produces the Harmonie 200, a stereo juke, and the Harmonie 120. Eltec has the F 100, a wall box.

Wulff Aparatebau, whose president, Guenter Wulff, is chairman of the Federation of the German Coin Machine Industry, is a major producer of coin-operated gambling machines. The so-called "Clueckspiel-Automaten" are permitted by German law under strict regulation.

Berlin is West Germany's largest vander production center, all of Berlin's coin firms turning out vendors and the majority specializing in this field.

Wiegandt, for example, has just come out with a new fully automatic beer vander, which, it is claimed, will help check the inroads being made into the German beer trade by competition from vander-dispensed American soft drinks.

All of the Berlin vander producers are cashing in on the in-plant feeding boom which has just reached Germany. Altho West Germany still lags far behind the U. S. in automatic food service, German producers believe this country will quickly catch up to and surpass American industry.

This could be, but at present West Berlin is chiefly grateful that the city's live-like-the-Swiss campaign is ending

its chronic jobless problem. Because West Germany was cut off from its economic hinterland by Communist pressure, the city has lagged far behind West Germany in economic recovery.

Altho West Germany has had full employment for five years, West Berlin, until 1958, had continued to count unemployment as its gravest problem. The magnitude of the jobless problem can be gleaned from the 1948 blockade figure of 400,000 jobless of West Berlin's total population of 2,200,000.

Free Berlin faced slow economic strangulation by its huge burden of unemployed.

In assessing its jobless crisis, West Berlin discerned a striking parallel between its own plight and that of the plucky, prosperous Swiss—abundant skills but a shortage of raw materials.

So West Berlin set about applying the Swiss economic formula: Precision work on

minimum raw materials. With the Communists harassing West Berlin's economy by a creeping blockade, it was difficult for the city to import unlimited raw materials and export heavy industrial products.

Imports had to be held short and exports had to be of high value in relation to bulk. West Berlin's industrial production, in essence, had to be geared to air freight instead of surface transport.

This goal the coin machine producers substantially have achieved. They ship virtually their entire output to West Germany and a good part of it (as in the case of Wiegandt around 40 per cent) on to foreign countries.

Nobody in the city's flourishing coin machine industry displays pessimism concerning the city's future. Plant expansion is the rule.

When West Berlin coinmen discuss Communist countries, it is in terms of potential markets.

United Joins Push for British Phono Sales; Names Distrib

CHICAGO—United Music Corporation will market its phonograph line in Great Britain thru a newly named British distributor.

The announcement by United makes it a five-way American drive for juke box sales in the British Isles. AMI, Seeburg, Rock-Ola and Wurlitzer are already established in England.

United appointed Music Systems, Ltd., of Bury, St. Edmonds, a phonograph and game operating organization of some size and standing, as its sole distributor for the United Kingdom. Shipments from the U. S. are expected to get underway shortly.

The firm is owned by James Sanderson, a chartered accountant,

who also controls a number of line-purchasing companies. He is in process of appointing sub-distributors thruout the United Kingdom. Among them will be the old established London firm of Kraft Automatics, Ltd.

Room for All

Reaction of the British operating trade appears to be that there is room for all five American-styled machines in the land. British distributors feel that their fast-growing market for juke boxes is far from satisfied. New locations as well as replacement spots are still to be had.

The competition for a prime position on the British market was

(Continued on page 73)

GUARANTEED

LOOP HOTEL ROOMS
anytime to
PREFERRED GUESTS *

* During certain convention periods, all available Chicago hotel rooms are frequently taken. The Hamilton guarantees (with advance notice) reservations anytime of the year to you, the preferred guest. Ask for your "Preferred Guest Card", today... at no obligation.

Rates from \$5

THE NEW HAMILTON HOTEL
20 SOUTH DEARBORN
Preferred by guests in
CHICAGO
IN KANSAS CITY IT'S THE
BELLERIVE HOTEL
100% AIR-CONDITIONED



ROCK-OLA
for 1960 PRESENTS
THE WORLD'S FINEST
Phonograph
tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

GRECO BROTHERS
AMUSEMENT COMPANY, INC.
Main Street, Glasco, New York. Phone: CHerry 6-8700

AMI Assigns 2 U. K. Firms To Territory

LONDON—Having lost one of their oldest and largest distributors in London, Phonographic Equipment, Ltd., A.M.I. (G.B.), Ltd., of Ilford has lost no time in making new arrangements in London and the South of England for distribution of their Bal-AMI phonographs.

In brief, the territory previously covered by Phonographic has been split. Half will be taken over by existing West Country Bal-AMI distributors Peter Simper and John Hardy. The other half will be looked after, for the time being, by an associate company of A.M.I. (G.B.), Ltd., Music Hire Services (Essex), Ltd.

ROCK-OLA
for 1960 PRESENTS
THE WORLD'S FINEST
Phonograph
tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

AMUSEMENT DISTRIBUTORS, INC.
1615 St. Emanuel Houston, Texas
Phone: CAPitol 7-3347



South

DOWN MIAMI WAY: Sol Tabb, M&M Service, complaining bitterly about the lack of stereo singles for the new juke boxes he has been setting out. This is a complaint that is being voiced constantly by every operator in the area, who is wondering when the record firms will wake up to the amount of business they are losing. Sol is mighty proud of his son, Peter, an engineering student at University of Miami. Pete is keeping up high grades and at the same time helping his dad service the juke boxes in South Dade County. Pete reports that the most popular recording artist at the university is Nina Simone.

Bush Distributing Company suffered probably the most stupid robbery in history. Thieves broke into the premises via the roof and must have spent many hours breaking into the juke boxes and coin machine equipment that was on display, even tho the keys were hanging near each machine's cash box. . . . Police figure the thieves lost on the deal, because they left behind a saw and brace and bit.

Morris Diamond, Diamond Amusement Company, was operated on for removal of a disc in his back that has been troubling him for a long time. Wife, Eleanor, who has been handling the route while her spouse has been laid up, says that he is feeling great after the operation and should be out in a few more days. . . . Still in the hospital is Eddie Leopold, Mellow Music Company. Eddie was a
(Continued on page 77)

JUKE BOX OPERATORS:

The best of the hottest records—in stereo and monaural

What top artists have recorded what songs in STEREO? What are the latest hits of the top artists? What all-time favorites have they recorded? What million-sellers? To get all the answers . . .

Be sure to Read . . . and Use . . . and Hold Onto Billboard's Big New Year-End Programming and Talent Buying Guide—a special slick-stock section of the December 14 issue.

ROCK-OLA
for 1960 PRESENTS
THE WORLD'S FINEST
Phonograph
tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT . . .

KOEPPEL DISTRIBUTING CO.
607 TENTH AVE. • NEW YORK 36, N. Y. • Phone: LOngacre 3-4028

Britain Lifts All Bars to Coin Imports; Expect Game Boom

By BINGO BEAUFORT

LONDON—All types of coin-operated equipment can now be freely imported into the United Kingdom from America and all other parts of the world, with the exception of Japan, China, and the Soviet bloc.

This means that in the past year Britain has gradually cut away controls that have been rigid for 20 years, and has opened up the United Kingdom as potentially America's greatest export market in coin machines.

Previously, altho juke boxes and vending machines were freed earlier in the year, coin-operated

amusement machines, Arcade and fairground equipment were still restricted to license holders, and to certain limited amounts. Parking meters (coin-operated) and all electrical equipment, including valves, but excluding transistors, are also now completely free of restrictions.

Tariffs Stay

Customs tariffs, including commonwealth preference, of course, remain in force, as does purchase tax.

As well as offering tremendous opportunities for American exporters, this is sensational news for the coin industry in Britain. It will mean a reappraisal by firms in-

involved in quota or assembly arrangements. It will mean direct imports by many firms, including operators. It will mean gloves off in the fast growing amusement machine business in the United Kingdom—a business that should now grow even faster than juke boxes.

Wurlitzer in Sales Meeting On West Coast

SAN FRANCISCO — A large number of Wurlitzer distributors arrived here Sunday (15) to hear about 1960 sales plans during a three-day meeting which will start today (16).

The phonograph factory is represented by A. D. Palmer and Bob Bear.

Following the meeting, distributors are expected to remain in the Bay City until Friday.

Asked if a new model was being shown, Bear said, "Wurlitzer has always had a new model in the past and will probably have another after the first of the year."

Commonwealth New Rock-Ola N.E. Distrib

BOSTON—The Commonwealth Music Corporation, controlled by three veterans of the local music industry, has taken over the distributorship of Rock-Ola phonographs in the New England area and 's now in the process of setting up a showing to be held at a Boston hotel later this month.

President of the recently formed corporation is Phil Swartz, of Winrox Vending Company, Brookline; vice-president is David J. Baker, of Melo-Tone Vending Company, Inc., Arlington, and treasurer is Sid Wolbarst, of New England Music Corporation, Newton.

Appointed sales manager is Richard Mandell, formerly general manager of Associated Amusements. He is now in the process of locating business premises somewhere in the central Boston area which will be the firm's headquarters.

Sees Potential

"We intend to go ahead and do a real job of selling the Rock-Ola machine in the territory," Baker said. He explained that the firm felt the phonograph had tremendous potential and marked interest was being shown by many operators.

"A year has been spent in experiment and surveys with the machine," Baker said, "and we have found it to be excellent. It is our plan to sell it at the lowest possible cost consistent with a reasonable return."

The firm will be in full operation on November 16.

United Joins

• Continued from page 72

highlighted a few weeks ago by the switch of Phonographs Equipment, Ltd., a top-ranked British distributor, from AMI to Wurlitzer. (The Billboard, November 2). AMI is probably the best-established line in Britain to date.

Besides the five-way competition among American-styled music machines, the British market is also considered fair game by German producers, who have a number of models in British circulation and must be considered worthy rivals of the U. S. firms.

Mid-South Distribs Ready Showings

MEMPHIS — Four phonograph distributors in the Mid-South area are scheduled to show the new Tempo II line of Rock-Ola juke boxes this week (15-21).

S. & M. Distributing Company, 1074 Union Avenue, Memphis.

Capitol Music Distributing Company, 135 E. Amite Street, Jackson, Miss.

H. M. Branson Distributing Company, 811 E. Broadway, Louisville 4, Ky.

Sanders Distributing Company, 415 Fourth Avenue S., Nashville 10, Tenn.

SPECIAL!

CHROME SIDE RAIL MOLDING FOR BALLY BINGO GAMES \$5 PER SET OF 2.

Write: **SUPERIOR SALES CO.**
Room 6
7855 Stony Island Avenue
Chicago 49, Illinois

ROYAL DISTRIBUTORS FOR *Bally* **chicago coin** **UNITED MUSIC**

DISTRIBUTING, INC.
222 E. 3RD ST., CINCINNATI 2, OHIO

... YOU HAVE NEVER SEEN GAMES SO CLEAN!

BINGOS		FIVE BALLS	
Key West	\$135	Wms. 3 D	\$200
Big Shows	105	Wms. Crosswords	225
Show Time	145	Wms. Arrowhead	100
Miss America	175	Wms. Jig Saw	125
Sun Valleys	250	Got. Register, 4 Pl.	115
Carnival Queen	375	Got. Whirlwind	215
Cypress Garden	275	Got. Falstaff	275
		Got. Brite Star	225
		Got. Picnic	275
		Got. Sweet Add-A-Line	95
		Got. Sea Belles, 2 Pl.	130
		Got. Duette, 2 Pl.	85
		Got. Tournament	110
		Wms. Gusher	165
		Wms. Tim Buc Tu	65
		Wms. Short Stop	310
		Wms. '57 Baseball	265

Food Vending Equipment of all types available—write. Many other types of Coin Machines in stock—write.

ALL GAMES ARE COMPLETELY RECONDITIONED AND IN A-1 SHAPE WHEN THEY LEAVE OUR SHOP

WE NEED BALLY USA'S, SEA ISLANDS, BALLERINAS

Phone: **DUNbar 1-5152-3**—Ask for Harold or Clint

THE CINCINNATI COIN MACHINE CENTER

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

This is the Week

to begin the profit year of your life . . .
to hear the finest sound of the century

The new 1960 ROCK-OLA TEMPO II Phonographs are now on display at your local distributor's showroom during Rock-Ola Open House Week, November 15th through November 21st.

ROCK-OLA

tempo II

TWENTY-FIFTH ANNIVERSARY MODEL

The one all-purpose stereophonic phonograph which is "Location Engineered" for finest sound and fullest profits.

SEE THE NEW TEMPO II TODAY!
YOUR PROFITS WILL BE GLAD YOU DID!

ROCK-OLA MANUFACTURING CORPORATION
800 N. Kedzie Ave. • Chicago 51, Ill.

Allan Sales, Inc.
928-930 Market St.
Wheeling, West Virginia

A. M. A. Distributors, Inc.
601 South Broad Street
New Orleans, Louisiana

Amusement Distributors, Inc.
1615 St. Emanuel
Houston, Texas

M. Anderson Amusement Co.
814 E. 11th Street
Erie, Pennsylvania

Automatic Games Supply Co.
1934-38 University Avenue
St. Paul 4, Minnesota

Automatic Music Company
1214 West Archer Street
Tulsa, Oklahoma

B & G Sales Company, Inc.
1395 South Main Street
Salt Lake City, Utah

Badger Novelty Company, Inc.
2346 No. 30th Street
Milwaukee 10, Wisconsin

H. M. Branson Distributing Co.
811 East Broadway
Louisville 4, Kentucky

H. B. Brinck
825 East Front Street
Butte, Montana

Calderon Distributing Co., Inc.
433 Alabama
Indianapolis, Indiana

Capitol Music Distributing Co.
135 East Amite Street
Jackson 1, Mississippi

City Music Company
4502 N. 32nd Street
Phoenix, Arizona

Coin Automatic Distrib. Co.
241 West Main Street, P. O. Box 364
Johnson City, Tennessee

Commonwealth Music Corp.
237 Washington Street
Newton 58, Massachusetts

Victor Conte
1001 Lansing Street
Utica 3, New York

Fabiano Amusement Company
109 Liberty Avenue
Buchanan, Michigan

Fabiano Sales & Service Co.
7001 Fenkell
Detroit 38, Michigan

Franco Distributing Co., Inc.
24 North Perry Street
Montgomery, Alabama

General Music Sales Co., Inc.
245 W. Biddle St., Corner Howard
Baltimore 1, Maryland

Greco Bros. Amus. Co., Inc.
Main Street—Box G
Glasco, New York

H. Z. Vending & Sales Co., Inc.
1205 Douglas Street
Omaha, Nebraska

Koepfel Distributing Co.
807 10th Avenue
New York 38, New York

Lake City Amusement Co., Inc.
4533 Payne Avenue
Cleveland 3, Ohio

Paul A. Laymon, Inc.
1429-31 Pico Blvd.
Los Angeles 18, California

B. D. Lazar Company
1635 Fifth Avenue
Pittsburgh 19, Pennsylvania

Le Siourgeon Distributing Co.
2828 South Boulevard
Charlotte, North Carolina

Modern Distributing Company
3222 Tejon Street
Denver 11, Colorado

Henry Nelson
St. Ignace, Michigan

Overland Music, Inc.
6309 Mountain Boulevard
Oakland, California

Pan American Sales Co., Inc.
812 South Presa Street
San Antonio 3, Texas

Patton Music Company
611 Eye Street
Modesto, California

Robinson Distributing Co.
335 Edgewood Avenue, S. E.
Atlanta, Georgia

Ross Distributing Company
3401 N. W. 36th Street
Miami, Florida

Ross Distributing Company
90 Riverside Avenue
Jacksonville, Florida

S & H Novelty Company
1550 Bolinger
Shreveport, Louisiana

S & M Distributing Co., Inc.
1074 Union Avenue
Memphis 4, Tennessee

Sanders Distributing Co.
415 Fourth Avenue, South
Nashville 10, Tennessee

Scott-Crosse Company
1423 Spring Garden Street
Philadelphia, Pennsylvania

Scott-Crosse Company
1101 Pittston Avenue
Scranton, Pennsylvania

Seacoast Distributors, Inc.
1200 North Avenue
Elizabeth 4, New Jersey

N. J. Steinke Company
1668 Main Street
Buffalo 3, New York

Gordon Stout Company
Pierre, South Dakota

Uni-Con Distributing Co., Inc.
3410 Main Street
Kansas City 11, Missouri

Walbox Distributing Company
3909 Main Street
Dallas 1, Texas

Western Distributors
1226 Southwest 16th Ave.
Portland 5, Oregon

World Wide Distributors, Inc.
2330 No. Western Avenue
Chicago 47, Illinois

CANADA
Jack L. Howey
Bay Cliff Inn
Milford Bay Ont., Canada

Lawrence Novelty Company
540 Boucher Street
Montreal, Que., Canada

New-Way Sales Company
1266 Queen Street, West
Toronto, Ontario, Canada

William Pound Agencies, Ltd.
St. John's, Newfoundland, Canada

Select Music Company
1803 Commercial Drive
Vancouver, B. C., Canada

Van Dusen Brothers
10528—123rd Street
Edmonton, Alberta, Canada

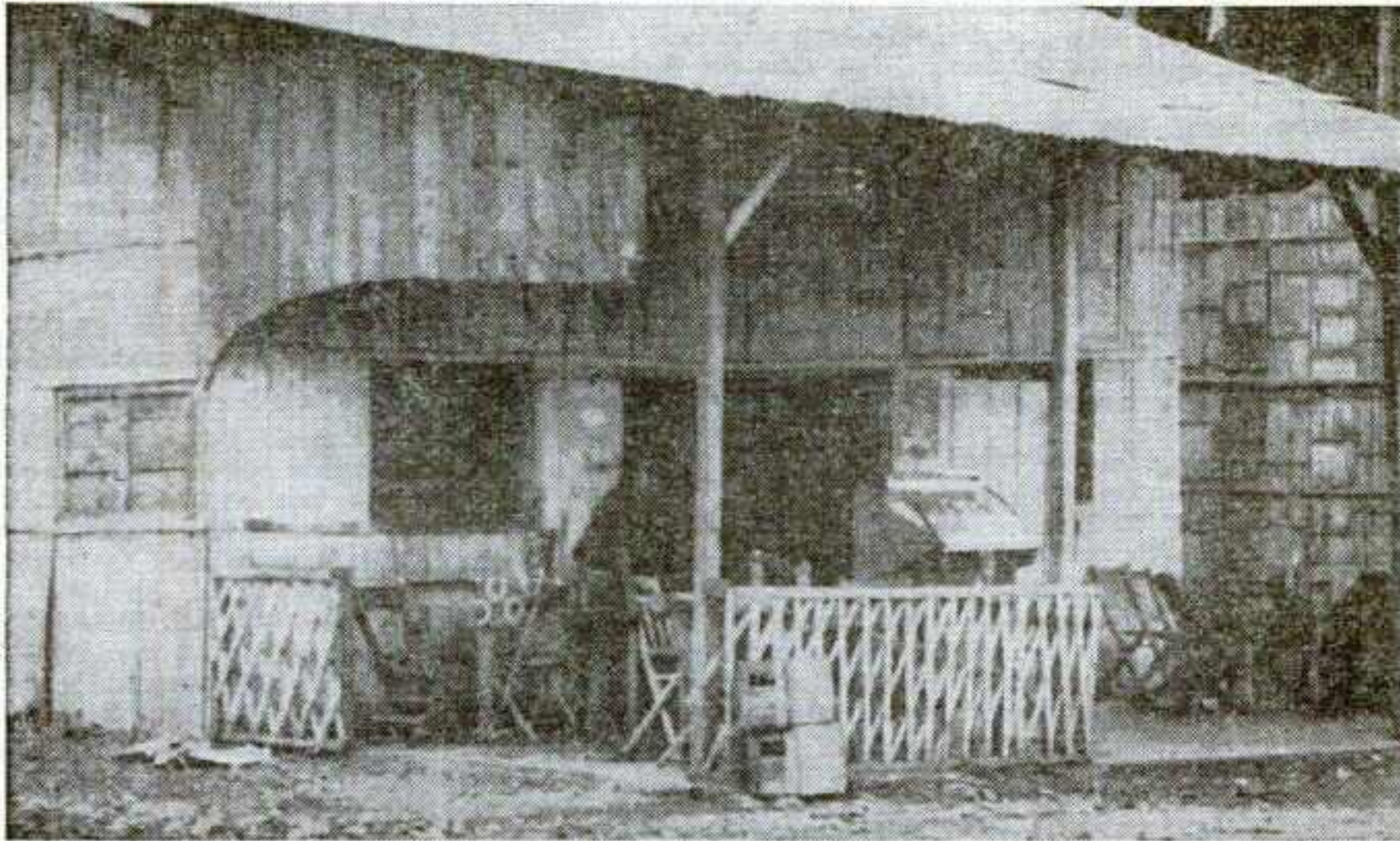
Van Dusen Brothers
723—10th Avenue West
Calgary, Alberta, Canada

Winnipeg Coin Machine Co.
768 Notre Dame Avenue
Winnipeg, Man., Canada

DOMESTIC DISTRIBUTORS



CARL BETZ, P. & P. Distributing Company, Milwaukee, demonstrates proper operation of a step transformer used in his new stereo background music installation at Alioto's Restaurant. Listening to Betz is the restaurant's attractive hostess, Thelma Eastburg. A full story of the installation appeared in The Billboard of November 2.



NUMEROUS JUKE BOXES have found their way to normally inaccessible areas of Ecuador. Pictured above is a Wurlitzer Model 2300 juke on location outside a shack serving as a restaurant. The spot is typical of a number high in the Chimborazo Mountains of Ecuador. The shacks can be built for less than \$500, said L. A. Cordovez, Wurlitzer distributor in Ecuador, while phonographs cost about \$3,000 delivered. Profitable to the establishment, the juke boxes will also pay for themselves in two or three years, said Cordovez.

O'Rourke Trial Off Until January 4

MINEOLA, N. Y. — The extortion trial of East Coast Teamster Union boss, John J. O'Rourke, along with 14 others accused of extortion in the New York-Long Island area juke box business, has been adjourned until January 4. The action was taken by County Judge James L. Dowsey here, Monday (9).

According to Newsday, daily newspaper published in nearby

Garden City, the adjournment was requested by Assistant District Attorney William Cahn, because both defense and prosecution are awaiting decisions on two motions, aimed at quashing the indictment. A defense attorney, Jacques Schiffer, of Rockville Centre, added in court, "there will be other motions, too." Still to be decided by Dowsey is a motion for a bill of particulars made by the defense lawyers. Another motion, to be decided by Supreme Court Justice Nicholas M. Pette, is for an inspection of the Grand Jury minutes.

Con. Sun Ray, Inc., Plans Purchase Vitamin Company

CHICAGO — Consolidated Sun Ray, Inc., Philadelphia firm which recently purchased Williams Electronic Manufacturing Corporation (amusement game manufacturers here), plans to pay \$6,600,000 in cash and stock for Dollar Vitamin Plan, Inc., a retail vitamin and pharmaceutical firm.

William Sytk, Consolidated Sun Ray president, disclosed last week that Sun Ray paid 275,000 common shares for the acquisition of Williams last August.

Consolidated Sun Ray was the surviving firm from a January merger of Consolidated Retail Stores, Inc., New York, and Sun Ray Drug Company, Philadelphia.

Consolidated disclosed the plans to buy the Dollar Vitamin firm in an application for listing additional shares on the American Stock Exchange.

Under acquisition terms, Consolidated would pay 600,000 shares of common, 12,500 shares of preferred-convertible into common at the rate of five shares of common for each preferred share, plus \$4,000,000. Purchase was approved by Consolidated's board last June.

MUSIC	CIGARETTE VENDORS	UPRITES
Wur. 1500 \$125 Wur. 1550 150 Wur. 1650 195 Wur. 1700 295 Wur. 2000 425 Wur. 2200 575 Seeburg C 100. 375	National 950 \$ 90 National 9M 110 National 9ML 125 National 11ML 145 Goretta, 9 col. 125 Lehigh, 10 col. 135 Lehigh, 12 col. 150 Lehigh, 15 col. 175 Keeney Elec., 9 col. 85 Eastern Elec., 22 col. 145 U-Select, 72 sel. 70 Smoke Shop, 18 col., new 300	Jumbo \$525 Double Shot 295 Skeet Shot 325 Red Ball 375 Galloping Dominoes Write Saddle & Turf 125 Shawnee 395 Wild Cat Write

MIDWAY'S JOKER BALL with popular hold and draw features—Immediate delivery.

M. S. GISSER
Sales Manager

CLEVELAND COIN
MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

WURLITZER DISTRIBUTORS.

H. Z. VENDING & SALES COMPANY
Cordially invites you to attend the
OPERATOR PREVIEW
of the New 1960
ROCK-OLA PHONOGRAPH LINE
Sunday, Nov. 15, 16 and 17, at Omaha, Nebraska
Saturday and Sunday, Nov. 21 and 22, Savery Hotel, Des Moines, Iowa

GOTTLIEB 5-BALLS	WILLIAMS	ARCADE
Race Time, 2-pl. \$315 Double Action, 2-pl. 300 Gondolier, 2-pl. 285 Sea Belts, 2-pl. 125 Atlas, 2-pl. 400 Around the World, 2-pl. 385 Rocket Ship 185 Royal Flush 135 Falstaff, 4-pl. 295 Criss Cross 185 Southern Belle 65 Queen of Diamonds. 245 Hi Diver 265	Ten Strikes, 2-pl. \$100 Roll A Ball, 6-pl. 90 Piccadilly, 2-pl. 70 Fun House, 4-pl. 120 Circus Wagon, 2-pl. 115 Jig Saw 140 Casino 150 Tic Tac Toe 225 Satellite 225 Cue Ball 135 Three Deuces 75 Turf Champ 185 Gusher 175 3 D 200 Star Baseball 50 League Baseball 90 Snafu 60 9 Sisters 50 CC Blondie 100 Bally Skill Parade DeLuxe, 10c 195	Wm. Crusader \$425 State Fair 250 Dave Crocket 195 Carnival 150 Wm. Crane 90 Wm. Sidewalk Engineer 90 Std. Metal Typer 200 Lord's Prayer 195 Poppy 200 Mutoscope Champ 140 Bally Golf Champ 225 Skill Pools 50 Test Pilot 450 Mighty Mike 350 Genco Hi Fly 85 CC Goalie 95 CC Pistol Pete 50 Exhibit Shooting Gallery 95 Ace Bombers 90 Genco Sky Gun 80 CC Basketball 85 Genco Big Top Rifle. 195 Genco Motorama 215

Distributors for Gottlieb, Williams, Bally, Fischer, Rock-Ola

H. Z. VENDING & SALES COMPANY
1201 Douglas St., Omaha, Nebr. Phone: AT 1121

ROCK-OLA
for 1960 PRESENTS
THE WORLD'S FINEST
Phonograph
tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

TARAN DISTRIBUTING CO.
3401 N.W. 36th St. 90 Riverside Ave.
Miami, Florida Jacksonville, Fla.
Phone: NEwton 5-2531 Phone: ELgin 6-1551

MONEY-SAVING SUBSCRIPTION
Order

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 753

Name
Company
Address
City Zone State
Type of Business Title



New LUCKY HOROSCOPE
5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS with fortune and concealed number or stars under perforation.

SIZE: 18"x8"x6" Shipping wgt.: 20 lbs.

WRITE FOR DETAILS **MID-STATE CO.** 2369 Milwaukee Ave., Chicago 47, Ill. Tel.: Dickens 2-3444



Valley BUMPER POOL®
IS THE BETTER BUY!

Tops in features . . . tops in value!
You get the most when it's a Valley . . . FIRST in Bumper Pool!

Now! Equipped with Genuine Billiard Cushions!

- REGULATION TOURNAMENT SIZE
- MAHOGANY FINISH OR NATURAL HARD WHITE MAPLE
- TOP QUALITY THROUGHOUT

See Your Distributor or Write Direct

VALLEY SALES CO. (Sales Affiliate, Valley Mfg. Co.)
333 Morton St., Bay City, Mich. TWinbrook 5-8587

HEADQUARTERS FOR PARTS and ACCESSORIES

- Always Available From Stock
- Immediate Delivery

Cues	Playfields
Balls	Cloth
Chalk	Rails
Racks	Bumpers

We carry a complete line of all parts and accessories.

ROCK-OLA
for 1960 PRESENTS
THE WORLD'S FINEST
Phonograph
tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

FRANCO DISTRIBUTING CO., INC.
24 No. Perry St. Montgomery, Ala.
Phone: AMhurst 3-6463

OUTLYING AREAS BEST CUSTOMERS

On-Location Background Music Hot Sales Item for Philly Distributor

By GEORGE METZGER

PHILADELPHIA—"The background music business here is just sizzling."

That is the opinion of the man who should know—Nat Solo, a partner in the Eastern Music System, Seeburg distributor in this area.

"When Seeburg brought out its background system a couple of months ago it caught on real well," Solo said. "But then all of a sudden, about a month ago, things really started to pop."

Can't Get Enough

"We are actually doing more business than we can handle," he said. "We cannot get enough machines to fill our orders. Every day the mail brings several inquiries into our background music system thru national advertising."

The Seeburg company has bought space in many publications that are aimed at businesses which are ripe for background music. They print a coupon to be returned. When it is, Seeburg forwards the "lead" to the distributor in that area.

"They've really kept me stepping," said Myles Horwitz, Eastern's sales manager. "People are seeing the advantages of our background music over the kind that is piped in."

Selectivity Edge

When asked what the advantages are, both Solo and Horwitz fired back the same, one-word reply: "Selectivity."

"With the wired music," Solo explained, "the location must take what the company sends out over the wire. But with our system, they can have their pick of three

different libraries—basic, mood and industrial."

"Right," said Horwitz. "And in addition to this, one fifth of the records are changed every three months."

Pick the Libraries

Both men pointed out that the Seeburg machine contains 1,000 different tunes. The type of song depends on which of the three libraries they pick.

"The records used for background music are never played before and when they are taken off the machine they are destroyed," Horwitz said.

Another feature of the Seeburg system over the wires is just about this time, mid-November, when Christmas carols are introduced.

Owner Decides

"The location owner can decide if he wants carols played every tenth or fifth record or wherever he wants," said the sales manager. "With the wires, you've got to take what they transmit."

How does the Seeburg method compare with the wire services in price?

"Ours is cheaper," Horwitz said.

Distance Factor

"Once the wire systems get over a quarter mile away from its studio," Solo interjected, "the telephone wire rates (which they use) rise tremendously."

"We are very competitive as far as price is concerned," his sales chief stated.

How about sound quality?

Sounds Good

"It only stands to reason if the machine is right on the location with the speaker wires jacked right in, the sound is going to be much better than that which has to travel over telephone wires," Horwitz said.

It is the telephone wire factor that is making the "on location" system preferred in the outer edges of the city. In fact, Eastern has some of its biggest installations in

suburban branches of downtown department stores.

"We have our system in two John Wanamaker (department) stores and a Sears, Roebuck to name a few," Solo said. "The ones in the two Wanamaker stores have over 100 speakers."

On Lease

Almost all of the Eastern systems are out on a lease basis, altho they do sell some of the equipment.

"We have a month-to-month setup, a one-year deal or a three-year one," Horwitz explained. "But most people seem to be going for the three-year one because of the discount they get for the long-range contract. It is a case of going for it all the way."

"We do have some sub-distributors working for us," he went on, "since it is simply too big a job for one firm."

New Patrons

Solo said that many places who never had music before are going for the new "location" system since it answers many of the faults they found with the wire setups.

"But it is pretty tough to dislodge the wire plan from many places because the owner is reluctant to change. The other is there."

One way Eastern has of swaying the customer over is to give him a week's free trial demonstration.

On-Spot Demo

"We could play it for him all day long in our office," Solo said, "but the location man wants to hear how it sounds in his place."

"We have to limit the number of demonstrations, however," he said, "due to the lack of machines."

After talking to the ambitious young men at Eastern and taking a look around the city, there is no question but that the "on location" system of background music is the thing of the future.

As Nat Solo puts it:

"Business is sizzling and still getting better."

900 Attend

Continued from page 70

Other recording stars who performed were Danny Valentine, M-G-M; the Nutty Squirrels, Hanover Signature; Joe London, Liberty; Marie Neglia, Star Sound, and Scott Miller, Raycliff.

Lou Saxon

Handling the emcee chores was Lou Saxon, while Billy Schuback and his ork backed up the show and provided dance music.

Distinguished guests included Judges Schor, LaScalza, Solomon and Stone; Assistant District Attorneys Robert Lazarus and Harry Maze; Chief Investigator Walter Buckbinder; State Assemblymen Turshen and Leonaidi, and State Senators Morro, Mackell, Farrell and Cook.

All of the local game and music distributors attended the function, and the Wurlitzer factory was represented by A. D. Palmer.

MONY Brass

MONY officers are Al Denver, president; Joe Connors, vice-president; Harry Wasserman, treasurer, and Ben Chicofsky, secretary. On the board are the officers and Mac Pollay, Alex Goldberg, Irv Fenichel, George Holtzman and Doc Shapiro. Nash Gordon is managing director. Counsel is Joe Godman, while Sam Mezansky is special counsel.

Social note of the evening was the announcement of the engagement of Harry Apostoleris, Alpha Distributors' most eligible bachelor, to Lee Rupe. Apostoleris brought his charming fiancée to the affair.

Missing from this year's banquet—for the first time in many years—were Tommy Greco, president of the New York State Coin Machine Association, and Barney Sugarman, head of Runyon Sales. Greco was suddenly struck ill and is now in the hospital. Sugarman had a commitment which made it impossible for him to attend.

ROCK-OLA
for 1960 PRESENTS
THE WORLD'S FINEST
Phonograph
tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

S. & M. Distributing Co., Inc.
1074 Union Ave., Memphis, Tenn.
BR 5-1133

when answering ads . . .

Say You Saw It in The Billboard

**WE NEED ROOM
OUT THEY GO!
BALLY**

BALLERINA	WRITE
LOTTA FUN	WRITE
DOUBLE HEADER	\$ 75
KEY WEST	100
BROADWAY	75
BEACHTIME	275
CYPRESS GARDENS ..	245
BIG SHOW	80

Send 1/3 deposit with order
Phone 4-8571

**FRANK SWARTZ
SALES CO.**

515-A Fourth Ave., S.
Nashville 10, Tenn.

PHONOGRAPHS

WURLITZER

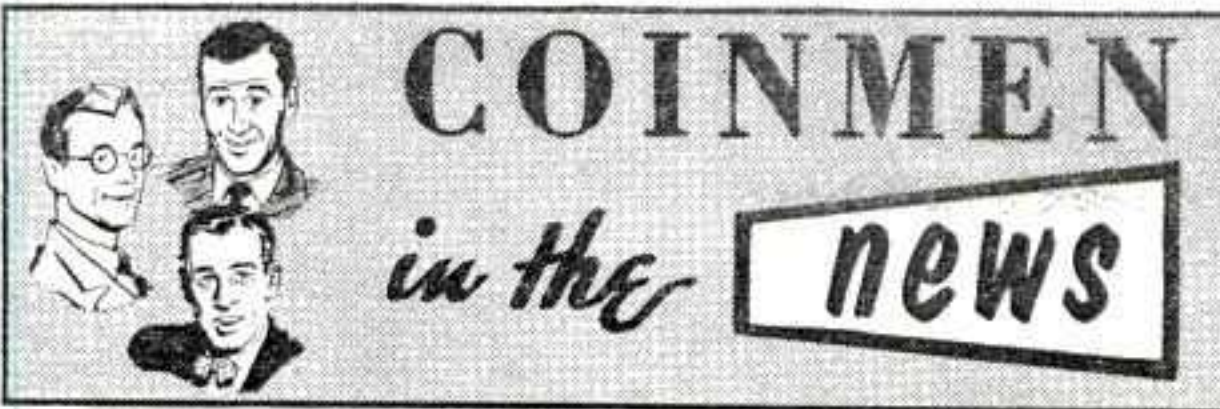
2017 Hideaway	\$510.00
2150 Phono.	550.00
2200 Phono.	725.00

ROCK-OLA

1455 Phono.	\$550.00
1448	425.00

SEEBURG

100-B	\$295.00
100-C	325.00
100-R	515.00



Continued from page 73

collision victim and has been in traction since. . . Max Lebow, Automatic Equipment Company, also a hospital patient for a week-end. Max, under the weather lately, decided to enter the hospital for a complete check-up. So far the tests have shown nothing.

Al Underwood, Al's Music Company, and Bill Rogers, Rogers Music Company, both of Fort Myers, visiting Miami for a look at some equipment and to purchase their record requirements. Both report business on the up-grade, but say the heavy rains have slowed business.

Red Gurkin, Belle Glade Music Company, also in town for supplies. Red was complaining about the recent heavy rains. He says Lake Okeechobee had 15 inches of rain in the past couple of weeks.

Moon Mullins, president of the AMOA, reports that the last meeting brought out 100 per cent attendance. Moon says enthusiasm for the coming annual affair of the AMOA was never greater and predicts a record attendance. Here's a chance for many of the recording artists to show their wares. What better way is there to get their recording on the juke boxes than to entertain at the music operators' affair.

Lenny Baitler, business manager for the AMOA, reports that ads for the journal are coming in fast and furious.

Raoul Shapiro

THE MEMPHIS BEAT: A number of vending operators attended the big vending convention and machine display recently at Chicago. George Sammons, president of Sammons-Pennington Company, took along his vending machine salesman, Allen Smith, who travels the Mid-South territory selling cigarette and coffee vending machines. Sammons travels the same territory, handling sales of juke boxes and games. Robert Goad handles game sales in Memphis.

Libio Barsotti, partner in O. J. Barsotti & Company, large operation of cigarette vending, also attended, as did his route manager, William Baker. They were primarily interested in the big, gleaming new cigarette vendors, and plenty were on hand.

Charles Pugh, however, who took his wife along, was interested in the new food vending machines. He's partner in and manager of Quality Vending Service, which handles food, candy, gum, etc.

Coe Stone, of Memphis, was also there. He was formerly partner in Southern Amusement Company, juke boxes and games, but now is factory representative for Arthur H. Du Grenier Manufacturing Company of Haverhill, Mass., handling the Mid-South territory for them.

On hand from Arkansas was Lee Thompson and his wife. He owns Tri-State Vending Company at Marianna, handling cigarettes, coffee, candy and gum. . . Mid-South operators there got a thrill
(Continued on page 82)

FOR SALE
ALL GAMES RE-WORKED—PERFECT.

Sea Island	\$485	Carnival Queen	\$325
Beach Time	260	Cypress Gardens	220
Miss America	140	Sun Valley	190
Key West	110	Show Time	120
Big Show	85	Prompt Delivery.	

CROWN NOVELTY CO., INC.
920 Howard Avenue, New Orleans, La. Phone: JA 2-7137

PRICES REDUCED

PHONE COLLECT

Chi Coin Star Rocket (New) | Chi Coin Jet Pilot (New)
Kiddie Rides (New) | Chi Coin Ski Bowl

BALLY

Carnival Queen | Cypress Gardens
Beach Time | Miss America
Batting Practice

WILL ACCEPT BINGOS IN TRADE

REDD DISTRIBUTING CO., INC.

298 Lincoln St., Allston 34, Mass. AL 4-4040

ATLAS . . . The STRONG Line!

**NEW 1960 LINE!
SEEBURG AUTOMATIC
OFFICE COFFEE CABINET**

Also: 1,000 and 500-Cup
**FRESH BREW
COFFEE VENDORS**

Contact Us for PARTS for ALL
BERT MILLS COFFEE VENDORS

MUSIC

SEEBURG V/VI 200 ..	\$495
SEEBURG 100-C	395
SEEBURG 100B	295
WURLITZER 2300-S ..	WRITE
WURLITZER 2000	495
A.M.I. G-200	375
A. M. I. E-120	295
ROCK-OLA 1475 (200)	WRITE
ROCK-OLA 1448 (120)	435

Reconditioned—Refinished

**NEW Calcoin 45 RPM
Conversion for M-100A
with fast-moving \$49.50
carriage gear!**

Also Conversions for All Machines.

**USED CIGARETTE
VENDORS**

9-Col. DuGRENIER (Mechanical)	\$ 65
30-Col. CONTINENTAL	265
12-Col. EASTERN	85
10-Col. EASTERN	45
8-Col. EASTERN	35
9-Col. NATIONAL	95
22-Col. EASTERN	145

Exclusive Seeburg Distributors



A Quarter Century of Service
ATLAS MUSIC COMPANY
2120 N. WESTERN AVE. CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

ROCK-OLA

for 1960 PRESENTS
**THE WORLD'S FINEST
Phonograph
tempo II**

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

LAKE CITY AMUSEMENT CO., INC.

4533 Payne Ave., Cleveland 3, Ohio
Phone: HEnderson 1-4100

Rocket 5-Ball

Continued from page 70

5 at top of the playfield) by landing the ball into one of the top holes.

Next step is the count-down, and player must make this in sequence of 5-4-3-2-1 by landing balls into either of two center-playfield holes.

Finally, the player fires off the rocket by hitting one of several "tire" bumpers.

If he succeeds in orbiting any three rockets in succession, the player earns a "special," with higher scores awarded for more than three.

The game's backglass and playfield are brightly decorated with soaring rockets and high-flying outer-space devices.

Williams is still shipping Titan, their latest gun game, which has been in production for nearly three months and will continue thru January.

Pony Twins

Continued from page 70

are brightly finished in durable glossy enamel colors.

Standard dime-a-ride coin chute is provided with the rides, but coin mechanisms that accept other coins, including coins of practically all nations, are available on order.

Pony Twins, as all standard Bally kiddie rides, is designed to operate on alternating current, 60 cycles, 110-220 volts. Special electrical systems, suitable to local electric supply, are available.

ROCK-OLA

for 1960 PRESENTS
**THE WORLD'S FINEST
Phonograph
tempo II**

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

BADGER NOVELTY CO., INC.

2546 No. 30th St., Milwaukee 10, Wisc.
Phone Hilltop 2-3030

GIVE TO DAMON RUNYON CANCER FUND

MUTOSCOPE'S SECRET

Will be out on

NOVEMBER 29

BOOTH 176 NAAPPB SHOW

Hotel Sherman, Chicago, Illinois, Nov. 29-Dec. 3.

ROCK-OLA

for 1960 PRESENTS

THE WORLD'S FINEST

Phonograph

tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

SCOTT CROSSE COMPANY

1423 Spring Garden Street, Philadelphia 30, Pa.
Rittenhouse 6-7713
Exclusive Distributor for Rock-Ola in E. Penna., So. Jersey and Delaware
Branch: 1011 Pittston Ave., Scranton, Pa.

ROCK-OLA

for 1960 PRESENTS

THE WORLD'S FINEST

Phonograph

tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

H. B. BRINCK

825 East Front St. Butte, Montana
Phone: 6726

Gottlieb Intros Mademoiselle, 2-Player 5-Ball



CHICAGO—A new two-player five-ball pin game, Mademoiselle, was shipped to distributors last week by D. Gottlieb & Company. Mademoiselle is billed as "the game to beautify locations." Back-glass depicts a Parisian fashion show.

The game has scoring panels for two players, who can compete for high score. One or two can play. Players build up scores by getting ball into either of two "super-bonus" holes, hitting a bull's-eye target at top of the playfield, or making side roll-overs that light five yellow ball bumpers for high score.

Rebound play is carried to the top of the playfield and back down again by high-powered ball bumpers. Ball kickers move the action back and forth across the playfield.

Mademoiselle has a double match play feature arrangement and can be set for three or five-ball play.

The coin box has a locking cover, and the game is available with dime coin chute, or twin dime and three-for-quarter chutes.

Valley Begins Output on 7 '60 Pool Units

BAY CITY, Mich.—Earl Feddick, Valley Manufacturing Company president, announced last week his firm has launched production on seven new 1960 model pool games.

The new-year line-up includes: Two bumper pool tables with Formica top rails and regulation live-rubber billiard rails, in blond or mahogany.

Five six-pocket models with polished cast aluminum corners and pockets.

"We've never built a better line of pool tables," said Feddick. "Twelve improvements are being made in each model of our line." Feddick said the new models were location-tested for six weeks.

WASHINGTON — Nearby Prince Georges County (Md.) police raided four taverns last week (10) and seized four remote control pinball machines. State's Attorney William L. Kahler, who ordered the raid, said the action will force the county to decide whether a two-year-old State ban against pinball payoffs will apply to remote control machines as well as to coin-operated devices. Under Maryland law, a coin-operated pinball machine is considered a gaming device if a \$250 stamp is purchased for it. Machines seized in the raid were covered by the stamps.

WHAT'S ROUND, SQUARE, HANDY & ANYTHING?

DENVER — Answer: A slug! According to the Secret Service office here, just about everything but hockey pucks turns up in vending machines in this area. Among the items: A Boy Scout emblem (admonishing the bearer to do good deeds), a sterling silver St. Christopher medal, a "Gospel" coin complete with biblical inscription, a dog's vaccination collar tag, a Masonic commemorative coin, and a Hop-along Cassidy aluminum medal. The use of slugs, incidentally, is a violation of federal counterfeit law.

Kaye Shipping Cue Ball Pool

BROOKLYN — Irving Kaye Company here has begun deliveries of Cue Ball, a novelty pool game. The cue ball version of miniature pool was popular many years ago, and Kaye feels the time is ripe for a comeback of this type game.

Irving Kaye, president of the firm, says he has tested his new game for a period of months with good results. He says the new model is ideal for stimulation of play where other type of coin pool games may have fallen off in receipts.

The new Kaye model is dual purpose. A special slate top is available at \$79.95 which can be substituted for the regular slate top, converting the table to a bumper-type game.

Cue Ball dimensions are 75 by 42 inches. Features include a fluorescent light reflector, a large signal light; five-and-one-quarter ounce, two-and-one-eighth-inch phenolic resin balls; recessed score markers, brightly colored hole liners, top grade cloth, Formica top rails, complete cue stick repair kit, brush and four two-piece cue sticks.

All the news of your industry every week in The Billboard...

SPECIALS

BALLERINAS
SEA ISLANDS
CARNIVAL QUEENS

Also Gottlieb late used games. If interested, write, wire or call

NEW ORLEANS NOVELTY CO.
115 Magazine Street, New Orleans, La.
Tel.: JACKSON 2-5306

BINGO GAMES

Clean, Ready for Location!

Beach Time ...	\$295
Cypress Gardens	265
Sun Valley ...	210
Miss America ..	180
Show Time	135
Key West	115
Night Club	80
Big Show	80
Broadway	75
Miami Beach ..	70
Gay Time	65
Gayely	50

1/2 deposit—write to

SUPERIOR SALES CO.

7855 Stoney Island Ave.
Chicago 49, Illinois

ROCK-OLA

for 1960 PRESENTS

THE WORLD'S FINEST

Phonograph

tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

ALLAN SALES, INC.

937 MARKET ST.
WHEELING, W. VA.

when answering ads . . .
Say You Saw It in The Billboard

JUKE PLAYS HAPPY TUNE FOR RUB-A-DUB PATRONS

SPRINGFIELD, Fla.—A 100-selection Seeburg phonograph in the Clothesline Cleaners plant here is Duncan Music Company's most unusual location.

The dry cleaning plant has a full-size automatic washateria built in a small adjoining building to the left, and here keeps 20 coin-operated washing machines and five dryers in almost continuous use.

The washateria and cleaning plant is located only a mile or so from a huge Air Force base with more than 30,000 people stationed within its confines. This means a big need for fast service on rough-dry, so the washateria is kept open 24 hours a day for housewives and military personnel who invest quarters in machine operation.

No News

Instead of leaving magazines and newspapers for his customers to read, such as is usually the case, the owner talked to F. E. Corley, of Duncan Music Company, regarding a phonograph installation.

Even tho at first glance a busy washateria with rather limited space would seem too noisy for a phonograph installation, this particular application has worked out well, since the machines are of a subdued-noise type. Consequently, even when all machines are running, the juke box, set at a slightly higher output level than usual, can be clearly heard.

Customers loved the idea from the beginning, according to Corley. Most of them are young housewives, married to servicemen on the base, as well as citizens of nearby Parker, Springfield, and Millville.

Corley, who changes records once a week at the spot, programs all of the top 40, plus many rock 'n' roll numbers, novelties and old favorites, and finds plenty of play in each category.

Leave Notes

Just how well the washateria customers appreciate the service can be seen from the fact that many notes have been left on the phonograph asking for a particular selection. Corley always honors these, even when the selection involved is hard to find.

It isn't unusual for a housewife who has come in to spend 25 cents for the automatic washer, 25 cents for gas dryer service, and drop 50 cents or more in the phonograph to keep herself entertained with music "while the washing machine does the work," as Corley put it.

Duncan Music Company has used this unusual installation to sign up other washateria owners in the area on the basis of the profit potential, and has even persuaded some of them to reorganize their space to make room for a new phonograph.

"Waiting the 20 to 25 minutes normally required to put a wash thru is a boring experience for most customers," it was pointed out. "The juke box provides the perfect answer."



"GOOD ANY TIME"

PROVEN and TESTED MONEY MAKERS

No Federal License Required

Each clock spins automatically every minute

Distributors, write for prices on ten or more clocks

Send 25% deposit with each order, balance C. O. D.



SWEET SIXTEEN

\$79.50

\$159.50

T. & C. SALES COMPANY • 811 Hardin Avenue • Jacksonville, Illinois

HIT OF N.A.M.A. CONVENTION!!

NAVY PIER, CHICAGO—OCT. 31 THRU NOV. 3

IN 4 DAYS MORE THAN **2,673** CONVENTIONEERS

HAD THEIR BLOOD PRESSURE TAKEN ON THESE MACHINES

OPERATORS

This is your opportunity to cash in on high earnings with the new

ORLEANS Coin-Operated BLOOD PRESSURE MACHINE

- Every person a potential customer
- Location tested
- Precision built
- Guaranteed for accuracy
- Simplified operation
- ULA approved components
- 25c coin chute
- Beautiful mahogany cabinet
- Gets new high traffic locations

Airports, Railroad Depots, Bus Stations, Hotel Lobbies, Shopping Centers, Fairs, Carnivals.

For complete details, literature and prices contact your distributor

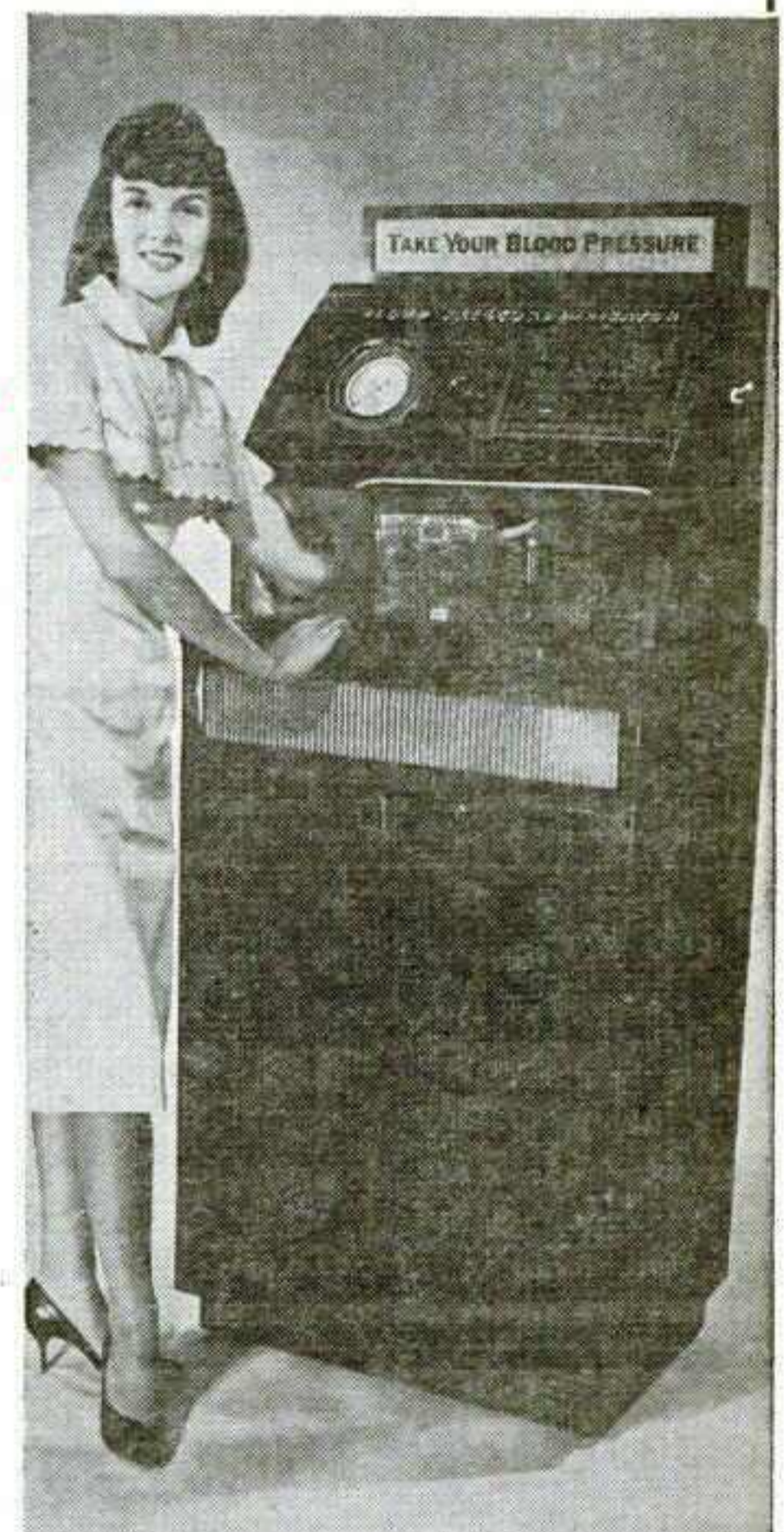
Phone: REgent 4-0508



HEART DISTRIBUTING COMPANY

7823 Stony Island Avenue Chicago 49, Illinois

Dimensions: 5' 7" High, 28" Wide, 20" Deep.



ROCK-OLA

for 1960 PRESENTS

THE WORLD'S FINEST Phonograph

Tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

J. M. NOVELTY CO.
5555 Mahoning Ave., Youngstown, Ohio
Phone: SW 9-8256

- | | | |
|--|---|--|
| <p>AUTOMATIC PRODUCTS CO.
722 Ward Parkway
Kansas City 12, Mo.
Logan 1-2505</p> | <p>MILLER-NEWMARK DISTRIBUTING CO.
5743 Grand River Ave.
Detroit 8, Mich.
Tyler 8-2230</p> | <p>REX-BILOTTA CORP.
821 S. Salina St.
Syracuse 3, N. Y.
Harrison 2-8255</p> |
| <p>H. M. BRANSON DIST. CO.
811 E. Broadway
Louisville, Ky.
Juniper 7-1344</p> | <p>MITCHELL NOVELTY CO.
3506 West National Ave.
Milwaukee 15, Wis.
Mitchell 5-3254</p> | <p>DAVID ROSEN, INC.
855 N. Broad St.
Philadelphia, Pa.
Central 2-2903</p> |
| <p>CALDERON DISTRIBUTING CO.
433 N. Alabama
Indianapolis, Ind.
Melrose 4-8468</p> | <p>MUSIC SYSTEMS, INC.
737 Carnegie
Cleveland 15, Ohio
Cherry 1-3801</p> | <p>TARAN DIST. CO.
3401 N.W. 36th St.
Miami, Florida
NE 5-2531</p> |
| <p>EMPIRE COIN MACHINE CO.
1012 Milwaukee Ave.
Chicago, Illinois
Everglade 4-2600</p> | <p>MUSIC SYSTEMS, INC.
1302 Jackson Ave.
Toledo, Ohio
Cherry 1-6192</p> | <p>TARAN DIST. CO.
90 Riverside Ave.
Jacksonville, Fla.
Elgin 6-1551</p> |
| <p>MILLER-NEWMARK DISTRIBUTING CO.
42 Fairbanks St., N.W.
Grand Rapids 2, Mich.
GL 6-6807</p> | <p>B. J. NICHOL CO., INC.
226 S. Flores St.
San Antonio 5, Texas
Capitol 6-0305</p> | <p>WEYMOUTH DIST. CO.
2525 W. Pico Blvd.
Los Angeles 6, Calif.
Dunkirk 3-1304</p> |

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

GIVE TO DAMON RUNYON CANCER FUND



Joe Ash says . . .

What is your best offer for
Williams'
JIG SAW?

ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad St., Phila. 30, Pa.

POplar 9-4495

Write or wire for prices

You can ALWAYS depend
on ACTIVE ALL WAYS

ROCK-OLA

for 1960 PRESENTS
THE WORLD'S FINEST
Phonograph
tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

**WORLD WIDE
DISTRIBUTORS, INC.**

2330 N. Western Ave., Chicago 47
Phone EVerglade 4-2300

ROCK-OLA

for 1960 PRESENTS
THE WORLD'S FINEST
Phonograph
tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

H. M. BRANSON DISTRIBUTING CO.

811 East Broadway, Louisville 4, Ky.
Phone: JUniper 7-1343

GIVE TO DAMON RUNYON CANCER FUND

POLICE CHIEF AMAZED

Memphis Ops Itemize Burglar Losses: \$27,170

By ELTON WHISENHUNT
MEMPHIS—A committee of the Memphis Music Association met with Police Commissioner Claude A. Armour last week to ask help from police in catching burglars who have committed increasingly more and more break-ins of coin machines in the past year.

Commissioner Armour at first expressed amazement at the figures on break-ins showing money and merchandise losses and cost of repairs to machines and promised special help beginning January 1.

The committee, meeting in Armour's office, handed the commissioner typed figures on break-ins and taxes the operators pay.

Firms Represented

The committee compiled figures from the following companies:

Canale National Tobacco Distributors, Inc.; Canale Amusement Company, Service Amusement Company, all operated by Drew J. Canale; S & M Distributing Company, music and games; O. J. Barsotti Company, cigarette vendors; Bluff City Cigarette Company, cigarette vendors; Southern Amusement Company, music and games.

Chairman of the committee was Canale. Members were Parker Henderson, president of Memphis Music Association and general manager of Southern Amusement Company; Alan Dixon, general manager of S & M Sales Company, and Libio Barsotti, partner in O. J. Barsotti Company.

Items Listed

Canale, spokesman for the group, presented Armour typed pages showing the following losses of the companies named above:

Money and merchandise losses from October 1, 1958, to October 1, 1959: \$15,801.

Cost to repair damage to burglarized machines: \$11,369.

Grand total: \$27,170.

Total city, county and State privilege license taxes paid by the companies named: \$44,849.

Cig Tax Big

Total city, county and State taxes paid on cigarettes: \$457,649. This figure does not include federal cigarette tax, which is great. The committee said it wanted to show only the large taxes paid to local governments.

Canale estimated that the companies surveyed have approximately one half the phonographs, games and cigarette vending machines on location in Shelby County. The companies surveyed for losses comprise about one fifth of the total companies in Shelby County, he said, but are among the largest.

Canale said Armour was very co-operative and said beginning January 1 he would delegate a squad of officers to work the city to try to apprehend some of these criminals.

Apprehension Planned

"He is going to explore some means by which to catch them, such as still watches or an alarm system. He has 30 men now in school training as policemen.

"When he gets this group, he will be able to have a squad to work with us. Attention will be given to restaurants, sundry stores, service stations, small businesses in general where our machines are on location.

"We will work with him and give him support. We will see what we can do about having window guards installed and otherwise make the locations more burglar-proof.

Boys Need Help

"We mentioned the juvenile problem. A lot of the break-ins are committed by teen-age boys. Ar-

mour has hopes of eventually establishing a boy's training school where we can rehabilitate boys caught committing crimes of this nature.

"I hope it can be done. I believe a citizen's group should work with him to get it built. It would be a very good thing for the community.

"He brought out that now he is short of manpower and facilities. The problem is general, he said. For example, he cited us figures to show that the burglaries in other cities are as high or higher than in Memphis. Memphis had some 2,800 last year.

"These cities have as many or more: Houston, Dallas, Ft. Worth, Nashville; Columbus, O.; Evansville, Ind."

Canale concluded that the meeting was a profitable one and would result in much good.

MUNVES
ARCADES

Mulo K.O. Champ	\$195.00
Grandma	450.00
Jr. Auto Test	350.00
Keeney League Leader	125.00
Medal Stamper	195.00
Mulo, Punching Bag	245.00
Air Hockey	195.00
Air Football	195.00
Mulo, Bang-O-Way	145.00
Exhibit Jiffers	145.00
Exhibit Grip Developer	175.00
Gypsy Palmist	95.00
Exhibit Foot Vibrator	95.00
Question Girl	75.00
Exhibit Hi Ball	75.00
Human Analyst	95.00

EXPORT ALL
MACHINES AND PARTS

MIKE MUNVES CORP.

577 10th Ave., New York BR. 9-6677

GIVE TO DAMON RUNYON

CANCER FUND

ARCADE

Auto Photo M 9	\$1,050	Genco Quarterback	\$ 95	Monkey Shine	\$ 195
Bull's-Eye Baseball	175	C.C. Midgut Skee		Coon Hunt	125
Rocket Shuffle,		Ball	125	Genco Horoscope	
2 Player	225	Genco Rifle Gallery	145	(Now)	250
C.C. Basketball		Genco Bonus Gun	210	Speedway Bombight	125
Champ	150	Genco Gun Club	375	Atomic Bomber	95
Bally Heavy Hitter	445	Wms. Safari Gun	210	Mulo, Voice-o-Graph	225
Wms. Sidewalk		C.C. Deluxe Ski Ball	145	Genco Space Ago	225
Engineer	125	C.C. Criss Cross		Phila. Toboggan Ski	
C.C. Steam Shovel	125	Hockey	295	Ball, 11 ft.	295
Genco Champion		Ex. Vacuumatic Card		Standard Metal Typor	250
Baseball	95	Vendor	175	Rebound Shuffle	75

BALL BOWLERS

Bally Tournament, 12 1/2 or 14 ft.	\$350	Un. Jumbo, 13 or 16 ft.	\$445
C.C. Classic, 13 or 16 ft.	445	C.C. TV Bowler, 13 or 16 ft.	350
Bally Strike, 11 or 14 ft.	275		

WE HAVE A COMPLETE STOCK OF ARCADE EQUIPMENT.
WRITE AND LET US KNOW YOUR NEEDS.
ONE-THIRD DEPOSIT WITH ORDER, THE BALANCE S/D OR C.O.D.

MONROE
COIN MACHINE EXCHANGE INC
2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

ROCK-OLA

for 1960 PRESENTS
THE WORLD'S FINEST
Phonograph
tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

UNI-CON DISTRIBUTING COMPANY

3410 Main Street, Kansas City 11, Mo.
Phone: JEfferson 1-1205

ANY FELLOW HAMS ABOUT?

WEST ALLIS, Wis. — Ed Gronowski, route foreman for Red's Novelty Company, 9244 W. National Avenue, has called on The Billboard for assistance. He wants help in contacting coin machine operators who are radio "hams." Purpose: "Just to talk shop with them on the wireless." A veteran "ham," Gronowski also takes part in civil defense radio network activities. Any and all coinmen sharing Gronowski's interest in radio sending and receiving as well as the music and games business are asked to respond to his appeal. If you want to CQ him, his call letters are W2QMX.

Rock-Ola Holds Midwest Shows

CHICAGO — Rock-Ola Manufacturing Corporation held its Midwest area distributor showings here last week at the Morrison Hotel and also staged a special showing for its Canadian and north-of-border distributors.

Introduction of the new Rock-Ola juke box to the nation's operators is expected shortly.

In town from Canada and northern points were: Jerry Janda, Nu-Way Sales, Toronto; Jack Howie, Milford Bay, with Paul Arner and David Wilson, Kirkland Lake; Wes Van Dusen, Edmonton; Roman Kozoris, Winnipeg Coin Machine, Winnipeg; Lawrence Drapkin, Lawrence Novelty, Montreal; William Pound, Wm. Pound Agencies, St. John, Newfoundland. Also on hand was Caesar R. Sandoual, export agency for Cuba and South America.

NUT MACHINES ACTING FISHY

MONTPELIER, Vt. — The Vermont State Fish and Game Service believes it has provided an answer to those persons who persist in feeding the fishes at trout hatcheries in Roxbury and Bennington. The service reports that peanut vending machines have been installed at the hatcheries. Only the machines dispense pellets of fish food, rather than goobers. The service, moreover, believes that this may stop visitors from throwing pebbles, bread crumbs and other assorted items into the pools, hampering trout growth.

Detroit Music Ops Testing Dime Play Bid

DETROIT — A well-planned move to improve business for music men by bringing conditions here into line with most of the country is being organized by the Music Operators, Inc. "We are trying to sell the city on dime play," says Marvin Blank, vice-president, who runs J. G. Music Company. "This is the only major city in the country, I believe, still on nickel play."

The plan is to introduce the switchover into one section of the city at a time. Picked as the pilot area is the northwestern part of Detroit, bounded by Schaefer, Fenkell, Southfield and Eight Mile roads.

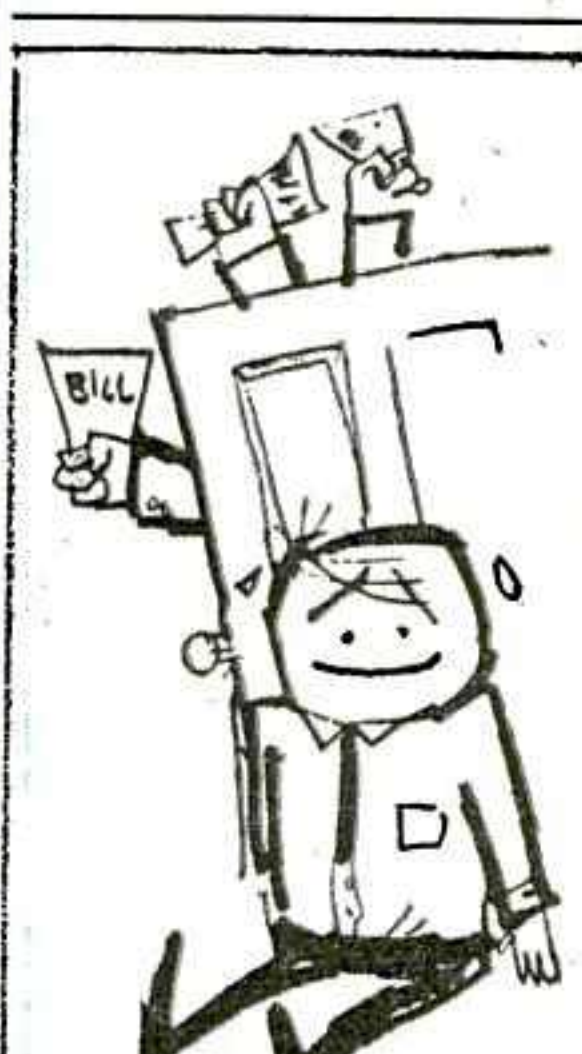
The procedure is to ask all operators in this area to try out the change to dime play. Literature on the advantages of the change is being sent to bars and other locations in this section, involving about three square miles of city locations.

"We want to show them that dime play will work," Blank says. "We have surveyed the area, we have contacted most stops, and most are willing to try it."

Seeburg

Continued from page 70

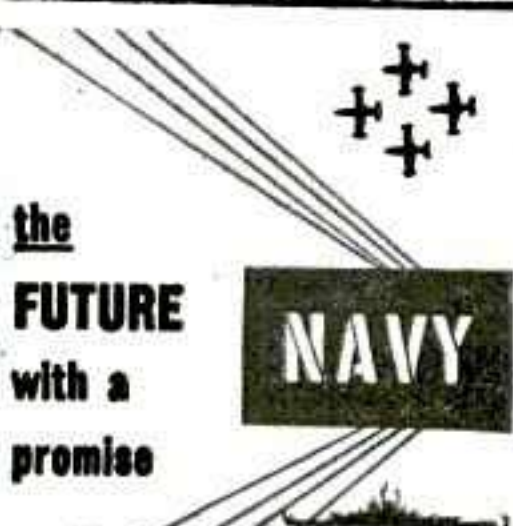
the direction of Herbert J. Siegel, chairman, and Delbert W. Coleman, president, will be watched closely by the coin machine industry. Seeburg's more recent moves in the cigarette vending and background music fields, plus its reputation as a leader for many years in the phonograph manufacturing field, make it a key organization in the industry.



expecting a check?

You'll get it quicker if you gave your postal delivery zone number with your address.

The Post Office has divided 106 cities into postal delivery zones to speed mail delivery. Be sure to include zone number when writing to these cities; be sure to include *your* zone number in *your* return address — after the city, before the state.



the FUTURE with a promise

chicago coin Profit Winners

- 4 GAME BOWLER
- QUEEN BOWLER
- PLAYLAND RIFLE GALLERY
- KING BOWLER
- TWIN BOWLER
- STAR ROCKET

Chicago Dynamic Industries, Inc.
1725 W. DIVERSEY CHICAGO 14.

THE BEST FOR LESS!

2200's, 2100's, 2150's
2000's, 2204's, 1900's

Large stock of 5205 Wallboxes..... **\$27.50**

SEEBURG

Model C\$285
VL 395
V200 345
K. D. 545
200 Sel. Wall Boxes82.50

AMI

G200\$395
C 40
E-120 225
H-200 595

ROCK-OLA

1432, 45 RPM\$ 85
1434 145

BINGOS

Miss America\$200
Beach Time 295
Key West 125
Show Time 165
Cypress Gardens 265
Big Time 65
Big Show 95

UPRIGHTS

Circus, Remote Control\$125

5-BALLS

Turf Champ\$195
Dragonette 75
Star Pool 55
Smoke Signal 70
Balls a Poppin' 85
4 Star 30
Guys & Dolls 55
Hawalian Beauty 85
Peter Pan 75
Brite Star 255

ARCADE

C.C. Rocket Shuffle\$115
C.C. Rebound Shuffle 65
Voice-O-Graph 125
Seeburg Bear Gun 85
Telequiz 65
Bally A.B.C. Lane 325
C.C. Bowler 325
United Chief Shuffle Alley 55
Williams Ten Strike 145
C.C. Red Pin Shuffle 495
C.C. Ski Bowl 85
Un. Imperial Shuffle 95
6-Pocket Pool Tables 145

Call, Write or Wire
Direct all Inquiries to Indianapolis Office.
Export Inquiries Invited.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor

1301 N. Capitol Ave. 1635 Central Pkwy.
Indianapolis, Ind. Cincinnati, Ohio
Tel.: ME1905-51593 Tel.: MA1N 1-8751

BUY OF THE WEEK!

BALLY STRIKE BOWLER
(LARGE BALL) **\$265**

14 Ft. Bowlers . . . \$245

PURVEYOR Better Buys
DISTRIBUTING CO.

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

ROCK-OLA
for 1960 PRESENTS
THE WORLD'S FINEST Phonograph
tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

Calderon Distributing Co., Inc.
433 No. Alabama, Indianapolis, Ind.
Phone: Melrose 4-8468

Chicago Coin's NEW 8-FT. FOUR GAME BOWLER

4 GAMES IN 1 { 1. REGULATION 3. LITE-O-MATIC
2. FLASH-O-MATIC 4. RED PIN SCORING

SURE-FIRE TONIC FOR TIRED ROUTES!

QUEEN BOWLER 16 Ft.
KING BOWLER 16 & 21 Ft.
PLAYLAND Rifle Gallery w/Moving Targets

CHICAGO COIN SPECIALS!
Ready for Immediate Delivery!
Thoroughly Reconditioned!

ROCKET SHUFFLE\$195
ROCKET SHUFFLE, 2-PL. ... 225
EXPLORER 225
BATTER-UP 245
REBOUND SHUFFLE 110
ROCKET BALL 175

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

ARCADE

Gen. GYPSY GRANDMA \$195
C. C. GOALIE 95
Keeney LEAGUE LEADER 210
C. C. SUPER H.R. 110
BASEBALL 130
Genco FOOTBALL 110
Wms. CRANE 115
C. C. STEAM SHOVEL .. 115
Bally ALL STAR 110
BOWLERS 165
Genco MOTORAMA 215
C. C. TWIN HOCKEY 215
Williams TEN PIN 160
Wms. SIDEWALK ENGINEER 105
Wms. KING OF SWAT .. 135

FIRST COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Cable: "FIRSTCOIN"—Chicago

ATTENTION, New England Operators!!

NOW IS THE TIME TO TRADE for SEEBURG STEREO

We have a large export order to fill and need used phonographs
CALL FOR THE DEAL OF THE YEAR

Exclusive Gottlieb, Williams and Seeburg Distributors

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!



40 WALTHAM STREET
 BOSTON 18, MASS.
 Tel. Liberty 2-9480

ROCK-OLA

for 1960 PRESENTS
 THE WORLD'S FINEST

Phonograph

Tempo II

- * with a whole new concept in sound-engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

COMPLETELY RECONDITIONED AND GUARANTEED

UPRIGHTS		Gottlieb Majestic (4 Pl.)	
Games Inc. Skeel Shoot	\$275	Gottlieb Falstaff (4 Pl.)	295
Games Inc. Super Hunter	275	Gottlieb Race Time (2 Pl.)	325
Games Inc. Double Shot	285	Bally U. S. A.	225
Genco Silver Chest	50	Bally Circus (2 Pl.)	125
Auto Bell Play Ball	265	J. F. Franca Kicker & Catcher	29.50
Bally Sportsman	425	MUSIC	
BOWLERS & ARCADES		AMI C-40 (45 RPM)	\$ 75
Bally ABC Bowling Lanes, 14'	\$225	AMI D-40 (45 RPM)	125
Bally Strike Bowler, 14'	265	AMI D-80	195
Bally Lucky Alley, 14'	645	AMI F-80	325
(like new)		Seeburg KD-200	595
Bally Big Inning	295	Seeburg V3WA (200 sel. Wall Box)	95
10c (3 for 25c) free play.	395	Wurlitzer 1900	445
Bally Heavy Hitter—free play.	225	Wurlitzer 2000 with Speed Program Holder	495
United Bowling Alley, 14'	265	Wurlitzer 2104	545
United Team Bowling Alley, 18'		Wurlitzer 2204	645

Bally and United Bingos. Call or Write



Continued from page 77

out of seeing Miss America, Lynda Lee Mead, of Natchez, Miss., who was autographing at a booth.



Drew Canale

Back in Memphis Drew Canale, Canale Amusement Company, and his committee were completing their report on losses sustained in burglaries and readying a meeting with city officials to try to get something done to cut down the tremendous increase in vending machine break-ins.

On the committee with him are Parker Henderson, general manager of Southern Amusement Company; Alan Dixon, general manager of S & M Sales Company, and Louis Barsotti, partner in O. J. Barsotti & Company.

Elton Whisenhunt

East

AROUND NEW YORK: Zeke Lenga has been appointed promotion and advertising manager for Leslie Distributors, New York one-stop. A 25-year veteran of the record business, he operated his own record shop, was in charge of internal controls for Ideal Records. Lenga's duties were formerly handled by Lou Boorstein, Leslie president, who is now freed for other assignments.

Lou Boorstein and his wife Eleanor, leave in late February for a three-week business and pleasure trip to Israel, Italy and the United Kingdom. They will be accompanied by Leslie's attorney, Sam Kaufman, and Mrs. Kaufman.

Myron Sugarman, Runyon Sales, is now in Antwerp, Belgium, on the final leg of his European sales trip. He keeps in regular telephonic touch with his father, Barney Sugarman... Al Simon, New York distributor for Chicago Coin, was on an up-State business trip this week... Harry Keoppel and Hymie Koepfel are readying their showrooms for the showings of the 1960 Rock-Olas.

THE PHILADELPHIA SCENE: Abe Witsen, genial president of Scott-Crosse, has donated a juke box to the Philadelphia Police Athletic League for use at its Hicks' Center in the Frankford section of town.

Some of the boys from coin row attended the unveiling of a plaque for Harry Rosen Sunday (15) at Riverside Cemetery in Rochelle Park, N. J. It has been a year since the partner of Meyer Parkoff passed away... Dave Rosen, of the firm that bears his name, is ready to open another playland center in a discount mart, Bargain City.

Nat Solo, Bill Adair and Marv Stein, partners at Eastern Music Systems, Seeburg Distributors, were in Chicago for the National Automatic Merchandising Association convention... Coinmen here consider Joe Silverman, business manager of their Amusement Machine Operators of Philadelphia, the best in the business.

GREATER BOSTON NEWS: Bob Jones, of Redd Distributors, delighted with the success of the Capital Auto Test the firm recently displayed at the International Foreign & Sports Car show here. Bob says it attracted more people than any single car. The Massachusetts registrar of motor vehicles gave it his okay as a worthwhile piece. Bob is now thinking of trying to get it in schools in connection with driving courses. After a quick swing around Western Massachusetts and Connecticut territories, he has plans in mind.



Bob Jones

The industry was saddened by news of the death of Mrs. Florence Margold, wife of Irwin Margold, general manager of Trimount Automatic Sales Corporation. Mrs. Margold had been active in Hadassah charities and was a member of Brandeis University Honorary Alumnae... Hamlet Rogers, usually bustling Peabody operator, has had an unwelcome chance to relax these past few weeks. He was just released from Boston City Hospital and wishes it known that he's in good shape again.

Friends and associates in the industry are worried about Edward Ravreby, president of Associated Amusements, who is confined to the hospital with a heart ailment...

David J. Baker, of Melo-Tone Vending Company, Inc., Arlington, has returned from a six-week tour of Europe. Dave says stories about Americans being able to do a big used machine export business in England are vastly exaggerated. Seems the British can buy new equipment for the same price that it would cost for used pieces from the U. S. when freight and taxes are added in.



David Baker

Stanley Juralewicz, Melo-Tone's bookkeeper, has installed a large swimming pool for his wife and two children at his Beverly home. It has underwater lighting, cabanas and all the effects, and operators have a date at Stan's home when the weather is right... Sam Baker, manager of Melo-Tone's music department, will celebrate his 25th wedding anniversary shortly and a big party is planned.

Richard Mandell, formerly general manager with Associated Amusements, Inc., has been appointed sales manager of the new

In New York It's the New HOTEL
PLYMOUTH
 143 WEST 49th ST. NEW YORK
 400 ROOMS
 from \$5 SINGLE
 \$8 DOUBLE
 COMPLETELY REFURNISHED
 AIR CONDITIONED. TELEVISION.
 Walking Distance to Radio City TV
 Center, Theaters and Restaurants.
 ROBERT BENSTOCK, Mgr.

KIDDIE RIDES

FOR SALE (F.O.B. Chicago & Los Angeles)
 In operating condition. All parts complete.

MERRY-GO-ROUNDS
 \$125.00 to \$250.00
 Lane MGR Deco MGR
 Lee MGR Texas K.R. MGR
 Capitol MGR

SPACE SHIPS
 \$100.00 to \$225.00
 Atomic Jet Space Ranger
 Nylco Rocket Space Patrol
 Bally Space Ship

PONIES
 \$100.00 to \$350.00
 Capitol Brite Eyes Champion
 Big Bronco Pinto Ponies
 Crusader Ponies

VARIETY EQUIPMENT
 \$100.00 to \$195.00
 Miss America Boat Exh. Pistol Gallery
 Austin Car Exh. Rifle Gallery
 See Skate Harvard Metal
 Duck Typewriter
 Dale Pistol Gallery Bull Ride

NOVEMBER CLOSEOUTS, \$95.00
 Davy Crockett See Saw Tank Ride
 Joy Merry-Go-Round Pony Express

Terms: 1/3 Certified Deposit, Balance C.O.D. or Sight Draft.

KIDDIE RIDES, INC.

2557 W. North Ave., Chicago 47, Illinois
 Phone: ARmitage 6-8180

SHAFFER SPECIALS

SEEBURG

VL 200 \$499.50
 M100C 375.00

AMI

E-120 \$195.00
 D-80 175.00

CIGARETTE VENDORS

Corsair "30" ..\$269.50
 Eastern Mark II 199.50
 Eastern, 10 Col. 99.50
 DuGrenier,
 12 Col. 149.50

COFFEE VENDORS

Bert Mills
 M/500 \$495.00
 Bert Mills
 FB56, 57 .. 395.00

Write for Illustrated Catalog

SHAFFER Music Company

849 North High Street
 Columbus 8, Ohio
 Phone: AX 4-4614

All the news of your industry every week in The Billboard...

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

WORLD FAMOUS EXPORTER

-Inquiries Invited-

AMI H100	\$400.00
AMI I-200A	750.00
AMI I-100M	700.00
1 AMI G200	495.00
3 AMI E80 (repainted)	300.00
3 AMI E120 (repainted)	295.00
2 AMI D80	245.00
2 AMI D40-45 (repainted)	150.00
AM E40-45	175.00
Seeburg V200	400.00
Seeburg V200 (Changed to 45)	450.00

BALLY BINGOS

Cypress Garden	\$275.00
Miss America	175.00
Show Time	150.00
Key West	145.00
Big Show	110.00
Double Header	90.00
Parade	90.00
Night Club	90.00
Broadway	90.00
Miami Beach	60.00
Chicago Coin Bowling League, 14 Ft.	225.00
Chicago Coin Bowling League, 18 Ft.	275.00
Bally ABC Bowling Lane, 14 Ft.	245.00
United DeLuxe Bowlers, 14 Ft.	245.00
United DeLuxe Bowlers, 14 Ft. (later model)	275.00

Terms: 1/3 Deposit With Order (Money Order or Cashier's Check), Balance C.O.D. or Sight Draft on Your Bank.

Central DISTRIBUTORS, Inc.
2315 Olive Street, St. Louis 3, Mo.
Phone: MAin 1-3511; Cable: "Condist"

.....

FAMOUS DAVIS POINT GUARANTEE

SEEBURG

100 W	\$435
HF100C	450
HF100R	510

AMI

G200, with conversion unit \$375

WURLITZER

1500	\$ 99
1550A	139
1600	149
2000	395
2150	449
2200	595

CIGARETTE VENDOR SEEBURG MARK II \$179.50

.....

Terms: 1/3 Deposit Required.

Cable Address: **DAVDIS.**

WORLD EXPORT
WESTERN EXPORTS, INC.
DISTRIBUTING
Davis Corp.
Exclusive Seeburg Distributors

738 Erie Blvd., East
Syracuse 3, N. Y., U.S.A.
Phone GRanite 5-1631

Commonwealth Music Corporation which has taken over the distributorship of Rock-Ola. . . Marty Rosa and Frank Avella, up from Waterbury, Conn., report that John Calucci of that town is at the Lahey Clinic in Boston for observation.

Cameron Dewar

Greco Bros., prominent Glasco, N. Y., operators and jobbers, has been appointed Rock-Ola distributors for up-State New York. The brothers, Tom, Frank and Joe, are busy getting set for their showing of the 1960 Rock-Ola line this week. Tom had a rough trip home from the ASCAP-MOA meetings in Chicago. He was seized with violent pains Friday morning (6) and barely made it to the plane. The following day he was rushed to Kingston (N. Y.) Benedictine Hospital, where he passed a kidney stone. But he's back on the job now, with no apparent ill effects.

Recent visitors to 10th Avenue were Millie McCarthy, Hurleyville, N. Y.; Ben Golden and Ray Gilladeau, both of Monticello, N. Y., and Mike Mulqueen, Walden, N. Y.

Gabe Forman, export manager for Sandy Moore, reports that export sales have risen sharply recently. . . Nash Gordon, with the assistance of Delores and Sophie at the Music Operators of New York office, has been drawing a lot of compliments for the job he did handling the recent MONY banquet.

Three operators of the fair sex were recent 10th Avenue visitors. They were Mrs. Kitty Budinoff, Port Chester; Mrs. Gertrude Browne, Beacon, and Mrs. Anne Koenig, Kingston. . . Others recently seen on the Avenue were Tony De Risto, Inwood, and Lou and Howard Herman, the father-and-son operating team from Mount Vernon.

Morton Zamore, Kingsboro Music, missed the recent MONY dinner as his son was being bar-mitzvahed the same evening.

Midwest

OUT MINNESOTA WAY: Amos Heilicher, of Advance Music Company, Minneapolis, is a stockholder and member of the board of directors of the new Hotel Tel Aviv in Tel Aviv, Israel, which is being financed in part by about 100 Minneapolis businessmen. He says that priorities are being worked out to assure all stockholders reservations there during visits in Israel. The hotel, which the Sheraton organization may operate, will double the number of first-class hotel rooms in Tel Aviv, according to Heilicher.

Automatic Games Supply Company, St. Paul, is the new distributor in the Twin Cities for Chicago Dynamic Industries, according to Romeo Crosby, general manager of Automatic Games. . . Lee Johnson, assistant to the president of Canteen Company of Minnesota, Minneapolis, spent his vacation hunting in the northwoods of Minnesota. . . Fred Dahlin, St. Paul operator, was in South Dakota a couple times hunting. . . Frank Davidson, operator in Spooner, Wis., stopped in the Twin Cities on his return from a South Dakota hunting trip.

In Chicago for the NAMA show were these folks from Minneapolis: Harold Lieberman, Lieberman Music Company; Irving Sandler, Sandler Distributing Company, and Frank Hall, Acme Box Lunch. Earl Hausauer, East Grand Forks, Minn., operator, and his wife were also there.

Operators in the Twin Cities recently included Dick Henderson, Willmar; Jack Harrison, Crosby; August Quade, Rochester; Jimmy DeMars, Ashland, Wis.; Frank Phillips, Winona; B. F. Kragtorp, Tracy; Don Bolier, Baldwin, Wis.; Ted Fischer, Waconia, and Hank Krueger, Fairfax.

Distributors say that there is very little action at the moment in new equipment. Most of the action now, they say, is in buying, reconditioning and selling used machines. . . Fritz Eichinger, of Northern Coin Machine Company, St. Paul, is adding 30 units to his apartment project on Snelling Avenue.

A meeting of the Ramsey County Amusement Operators' Association was slated for Wednesday (11) at Esslinger's Cafe, St. Paul, to discuss matters relating to coin machines, percentages and legal problems. The meeting was called by Jack N. Karter, secretary-treasurer of the association. Karter, incidentally, sold the duplex where he had been living and moved into a new home on Bohland Avenue in St. Paul. He heads Midwest Novelty Company, St. Paul.

Don Lyons

MILWAUKEE MENTIONS: Joe Beck, head of Mitchell Novelty Company, is recuperating from the heart attack he suffered several months ago. He does most of his work at home now, but is well enough to spend a few hours now and then at the office. Last week he felt strong enough to visit the NAMA show in Chicago with his brother, Erv, Mitchell Novelty's office manager, and Sales Manager Dan Mattys.

According to Jerome (Red) Jacomet, Red's Novelty Company, "There wasn't anything new at the NAMA show but coffee machines. I never saw so many in one place before." . . Music op Bert Liesch reports that he recently completed his first stereo installation. Results have been good, he adds, with the takes taking an immediate climb. One-third of the receipts have been half dollars.

Morrie Fuhrman, General Novelty Company, reports that he is edging into a diversification program. He recently added a few cigarette vending machines to his routes. The ciggie installations, he says, were at the request of the locations. Fuhrman also adds that route receipts have been faltering in the past month due to steel strike effects.

P. & P. Distributing Company has just completed a remodeling job on its record storage room, says partner Joe Pelligrini. Shelving in the room had been originally built to house 78 r.p.m. disks. The new arrangement provides for entirely new banks of shelving scaled down to fit 45 r.p.m.'s. "Now we can store twice as many records in this room," says Pelligrini.

Distrib Meet With Seeburg

CHICAGO — Seeburg distributors in the Midwest area were scheduled to open meetings here Friday (13) at the Sheraton Hotel. Purpose of the meetings was not disclosed.

ELECTRONICS



Truth for a bright future as a seagoing electronic specialist in the modern Navy

NAVY

SEND FOR NEW and COMPLETE LISTINGS

DAVID ROSEN Phone, Wire, Write Today!
Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

LOWEST PRICES IN THE NATION

WORLD WIDE TAKES THE GAMBLE OUT OF EQUIPMENT BUYING!

ARCADE

ChiCoin CRISS CROSS HOCKEY	\$295
ChiCoin 2-PL. ROCKET SHUFFLE	195
ChiCoin ROCKET SHUFFLE	175
Bally ALL-STAR BOWLER	125
Genco 2-PL. BASKETBALL	125
ChiCoin EXPLORER	210
Bally SKILL ROLL	95
Bally SKILL PARADE	225
Wms. TEN STRIKE	125
ChiCoin MONTE CARLO	75
ChiCoin REBOUND SHUFFLE	75

BASEBALLS

Bally HEAVY HITTER	\$395	Wms. 1957 BASEBALL	\$275	
Wms. PINCH HITTER	395	Bally BIG INNING	295	
United DELUXE BASEBALL	395	United STAR SLUGGER	175	
Wms. SHORTSTOP	295	Wms. 4-BAGGER	175	
Chi Coin BATTER UP				\$195

UPRIGHTS

GAMES' WILDCAT, Slightly Used	WRITE	GAMES' SUPER HUNTER	\$275
KEENEY SHAWNEE	WRITE	GAMES' SKEET SHOOT	295
KEENEY BUCKAROO	WRITE	GAMES' GUNSMOKE	245
GAMES' DOUBLE SHOT	\$295	GAMES' BIG HORN	245
		AUTO BELL COUNTY FAIR	145

CALL COLLECT!

PHONOGRAPH SPECIALS!

ROCK-OLA 1468	Write	SEEBURG V-200	\$375
ROCK-OLA 1458 (120)	\$595	A.M.I. G (120)	445
ROCK-OLA 1455-D (200)	575	SEEBURG M-100C	345
ROCK-OLA 1455-S (200)	545	SEEBURG M-100B	295
ROCK-OLA 1454 (120)	495	SEEBURG M-100A,	
ROCK-OLA 1448 (120)	425	Converted to 45 rpm	125
ROCK-OLA 1446 (120)	375	WURLITZER 1550 (104)	155

All Thoroughly Reconditioned

ALL EQUIPMENT THOROUGHLY RECONDITIONED

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.

WORLD WIDE DISTRIBUTORS, Inc.

Chicago 47
2330 N. Western Ave.
Phone: EVerglade 4-2300

**GEARED
TO GREATER
EARNING POWER
WURLITZER
PHONOGRAPHS**



Continued from page 83

Jimmy Hontross and Jerry Groll, Paster Distributing Company staffers, headed north last weekend to hunt deer. According to **Sam Cooper**, an increasing number of Up-State operators are shopping the Paster Distributing Company's well-stocked premium department for holiday merchandise.

Vending equipment was booted out of the Waukesha County courthouse corridors last week. Report was that taxpayers were complaining about lengthy coffee breaks in the halls. . . . Back from a trip thru the Northern territory, **Ray Jordon**, United, Inc., road man, reports ops there preparing for a big invasion of deer hunters.

George Berquist's son, **Nick**, is a student at the Houghton, Mich., engineering college. He spends his weekends helping out on his father's music and games route. . . . Oshkosh coinman **Val Andreas** is back home following a Florida vacation.

Another coinman set to go deer hunting is **Danny Karolczak**, George Schroeder Music. . . . Out-of-town ops checking the stock at United, Inc., last week included **Tony Hirt**, Sheboygan; **John Dove**, Wisconsin Rapids, and **Lou Alfabonte**, Kenosha.

Benn Ollman

DETROIT NOTES: **Samuel Roy Hutchinson**, of Hutchinson Vending, one of the city's leading bulk vending operators, is back from a week's trip to Chicago. . . . **Carl Hill**, veteran head of Hill Vending Service, is concentrating his attention on his cigarette and candy machine operations in addition to maintaining his route of about 300 bulk vending units. His son, **Chester**, is now taking active charge of most activities of the business. Carl says he is semi-retiring, but still keeps in close touch with the route.

Frank R. Fabiano, of Buchanan, distributor for Rock-Ola, has been in Chicago for a week in connection with showings of the new models. He will have the trade showing of new units in his Detroit salesroom Sunday (22).

Mrs. Mamie Folino, who was office manager for Fabiano, is now busy with her two-month-old daughter. The youngster has already been down twice to the shop to visit her proud father, **Paul Folino**, sales and operational manager. **Mrs. Mona Chambers**, who succeeded Mrs. Folino at the office, is busily getting acquainted with the personalities and routine of the coin machine business.

Hal Reves

**GETS FIRED UP
OVER DISMISSAL**

PHILADELPHIA—A dismissed employee of the Interstate Vending Company here tried to get revenge by breaking into two of the firm's trucks, but he was arrested a few hours later by police. The former truck driver, **Joseph C. Alber**, 23, took \$50 from the vehicles, police charged, all in nickels. But when arrested, he had only \$20 on him. Alber told the officers he "was out on the town." Alber, who was released a month ago, was booked on charges of burglary and larceny.

**OPERATE
Williams
TITAN**

**NEW and DIFFERENT
GUN GAME**

- ★ Corner In-Lines score double
- ★ Super Hole triples score
- ★ Red Button transfers score
- ★ Spell T-I-T-A-N for carry-over

Williams

ELECTRONIC Mfg. Corp.
4242 W. Fillmore St., Chicago 24, Ill.

**NATIONAL
WEEKLY SPECIALS!**

Completely Reconditioned

- Gottlieb SITTIN' PRETTY.....\$235
- C. C. REBOUND SHUFFLE 95
- C. C. ROCKET SHUFFLE..... 145.
- United SHOOTING STAR SHUFFLE 145
- Bally SKILL ROLL 85
- TELEQUIZ 95
- C. C. HOLLYWOOD SHUFFLE ALLEY 175

Completely Reconditioned

GOTTLIEB 5-BALL GAMES

- SHINDIG, 1-PI. \$ 65
- GOLD STAR, 1-PI. 75
- LADY LUCK, 1-PI. 75
- SCOREBOARD, 4-PI. 95
- TREADOR, 2-PI. 125
- SEA BELLES, 2-PI. 135
- WORLD CHAMP, 1-PI. 135
- FAIRLADY, 2-PI. 145
- ROYAL FLUSH, 1-PI. 145
- STRAIGHT FLUSH, 1-PI. 185
- CONTINENTAL CAFE, 2-PI. 185
- CRISS CROSS, 1-PI. 195
- ROCKET SHIP, 1-PI. 200
- ROTO POOL, 1-PI. 225
- SUNSHINE, 1-PI. 245
- HI-DIVER, 1-PI. 250
- STRAIGHT SHOOTER, 1-PI. 250
- DOUBLE ACTION, 1-PI. 315
- RACE TIME, 1-PI. 325
- CONTEST, 4-PI. 395

**NATIONAL
COIN MACHINE EXCHANGE**

1411-13 Diversey Chicago 14, Ill.
BUckingham 1-8211

JUKE BOX OPERATORS:

The best of the hottest records—in stereo and monaural

What top artists have recorded what songs in STEREO? What are the latest hits of the top artists? What all-time favorites have they recorded? What million-sellers? To get all the answers...

Be sure to Read... and Use... and Hold Onto **Billboard's Big New Year-End Programming and Talent Buying Guide**—a special slick-stock section of the December 14 issue.

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

BEAUTY

PLAYER APPEAL

TOP EARNINGS

GOTTLIEB'S 2 PLAYER

Mademoiselle

Want to beautify and add a real spark to your locations? New Gottlieb 2 player **MADEMOISELLE** will do the job. Around the world location tests prove it's a game of skill designed to give you maximum playing hours and, of course, top earnings.

SEE, PLAY AND ORDER MADEMOISELLE AT YOUR DISTRIBUTOR TODAY

- 2 super-bonus holes score up to 500 points
- Bulls eye target scores up to 150 for direct hit
- Side rollovers light 5 yellow bumpers for high score
- 6 snap-action pop bumpers carry rebound play to top of playboard
- Double number match feature
- Cross-board cyclonic kickers
- 3 or 5 ball play • Coin-box with locking cover

1140-50 NORTH KOSTNER AVENUE
CHICAGO 51, ILLINOIS

Dime play is here to stay—buy Gottlieb Games and keep it that way!

Amusement Pinballs
as American as Baseball and Hot Dogs!

45 R.P.M. Disk Vender Unveiled at Navy Pier

CHICAGO—The familiar juke box industry theme of "the music you want when you want it" may take on a new twist with the introduction at the NAMA Convention here last week of a new 45 r.p.m. disk vending machine. The new twist: "Buy the music you want when you want it."

The new vending machine dispenses patron-selected 45 r.p.m.

records upon coin insertion. It's produced by the Johnson Farebox Company, Chicago, with sales directed by Top-20-Tunes Corporation, Boston and Bayside, N. Y., headed by J. J. Golumbo, long an exponent of background music.

Plans for the machine include installation of a player mechanism, which will permit the prospective customer to hear a disk played—for a dime—before deciding to deposit \$1 more to purchase individual disks.

Background Use
Golumbo also plans further design of the machine to make it usable as a background music unit.

Used as a background music player, the machine would carry 32 disks and play continuously both sides of each disk at 16 2/3 r.p.m. speed.

Still further plans, according to Golumbo, call for the unit to be used as a 32-record counter model juke box.

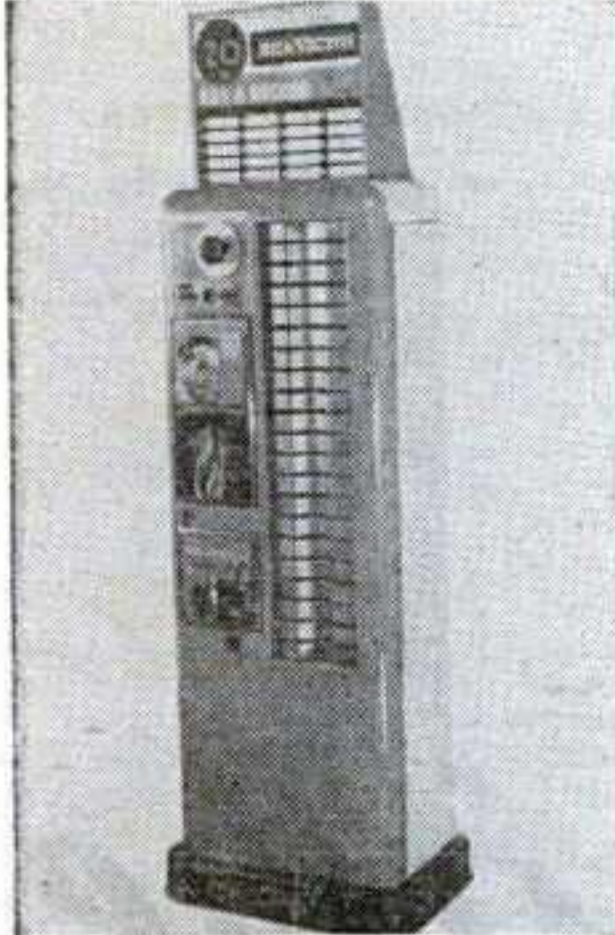
The regular disk vending unit is

listed at \$798. It occupies 23 1/2 by 17 inches of floor space, and holds 12 copies each of the 20 top tunes—a total of 240 records in all. It stands 72 inches high and weighs 300 pounds.

The unit operates on any combination of nickels, dimes and quarters and can be set to vend for from 50 cents to \$1.30 per disk.

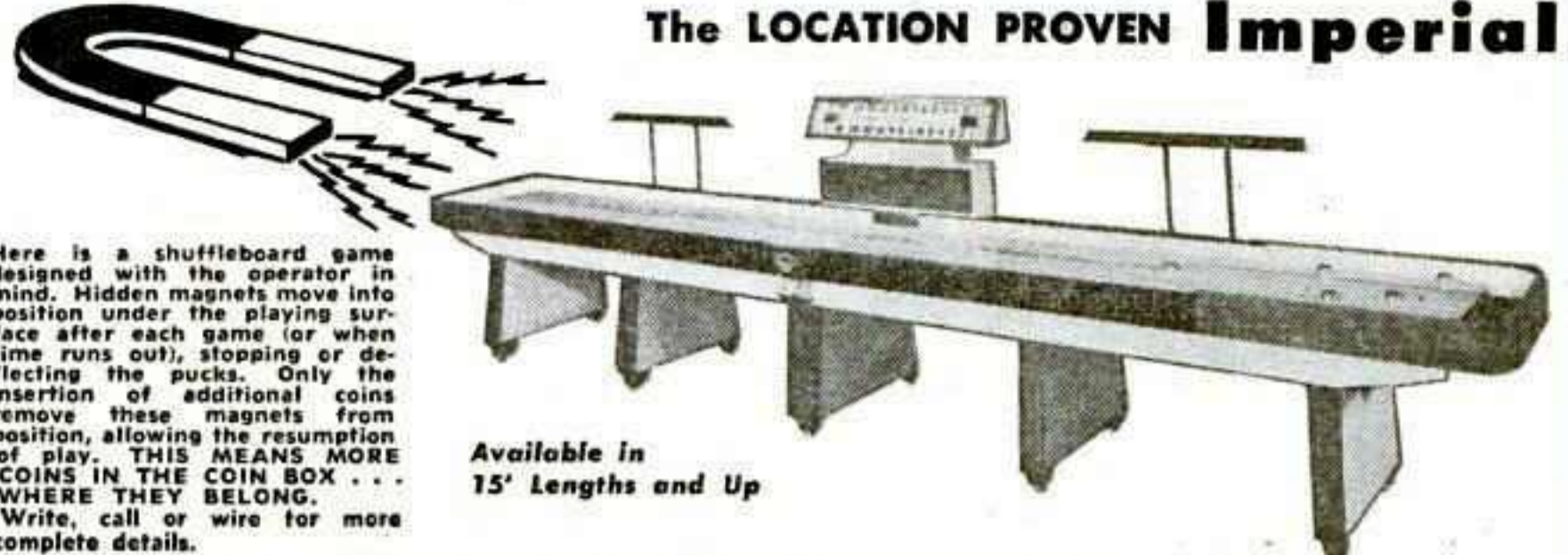
According to the firm, the machine has been successfully tested at 25 locations in the Boston area.

The unit is expected to be sold across the country within two months. Distributorships are now being named.



AT LAST... THE OPERATOR'S SHUFFLEBOARD!

The LOCATION PROVEN **Imperial**



Here is a shuffleboard game designed with the operator in mind. Hidden magnets move into position under the playing surface after each game (or when time runs out), stopping or deflecting the pucks. Only the insertion of additional coins remove these magnets from position, allowing the resumption of play. THIS MEANS MORE COINS IN THE COIN BOX... WHERE THEY BELONG. Write, call or wire for more complete details.

Available in 15' Lengths and Up

AMERICAN SHUFFLEBOARD COMPANY

210 Paterson Plank Road, Union City, New Jersey

UNion 5-6833

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

BIG bargain for youngsters and parents

BIG money-maker for kiddie-ride operators

Bally Pony Twins

2 can ride for 1 dime



Although the most compact twin horse-ride ever built—requiring only 28 in. by 36 in. of space—PONY TWINS is engineered and constructed to take the punishment of hour-after-hour and month-after-month money-making action.

Iron-tough plastic ponies, brightly finished in durable glossy enamels, ride on richly colorful steel base. Simple, sturdy mechanism insures years of trouble-free performance.

Safety-Styled

Toy-size ponies, moderate one-speed gallop, high-backed saddle, hand-grips and foot-rests, close-to-floor chassis and safety-shielded moving parts are exclusive PONY TWINS features that appeal to parents... and realistic appearance, gay colors, exciting action attract youngsters from 2 to 8.

Earning power, depending on riding-time—adjustable from 1/2 minute to 3 minutes—is location-tested to be highest-per-square-foot in twin-ride class.

Tamper-proof dime-a-ride coin-mechanism is standard equipment in all Bally Kiddie-Rides. Coin-mechanisms that accept other coins, including coins of practically all nations, are available on special order.

Standard Bally Kiddie-Rides are designed to operate on Alternating Current, 60 cycles, 110-220 volts. Special electrical systems, suitable to local electrical supply, are available on special order.



COMPACT SIZE
28 IN. BY 36 IN.

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE

CHICAGO 18, ILLINOIS

Commissions

Continued from page 66

do is to determine the average take of the machines.

Hospital administrators have said the machines are a "tremendous" convenience to patients, visitors and employees. Each hospital in the past has granted operators permission to place their machines, and the commissions from sales have gone into the various hospital funds.

Price Bows

Continued from page 66

used." These items are pegged at \$6.50 per thousand. A group of assorted keys, all vacuum plated and all beautifully detailed, go for \$7.50 per thousand. "These units are excellent for all types of vending," Price said this week, "and we expect them to be their own best salesmen."

LITTLE ROCK—State Revenue Commissioner J. O. Cheney reported that cigarette tax collections for the month of October totaled \$783,753, an increase of \$90,809 over the same month in 1958. "This tax has shown a steady increase in recent months," Commissioner Cheney stated.



New

feature

and new **RED-LETTER** games
up in-line earnings to new all-time high

TARGETS
CHALLENGER BOWLER
DELUXE CLUB BOWLER
LOTTA-FUN
FUN-WAY
6-POCKET POOL-TABLE
MOON-RAIDER
SPOOK GUN
KIDDIE-RIDES

Visit your Bally distributor today. See and play COUNTY FAIR. See the sensational new OK Feature that opens up an exciting new area to skill-play. Shoot for in-line scores ...section scores...super-section scores...“bonus-blue” scores...plus new Red-Letter Free Games with guaranteed red-letter features. You'll see why operators call COUNTY FAIR the red-letter game that is really OK!

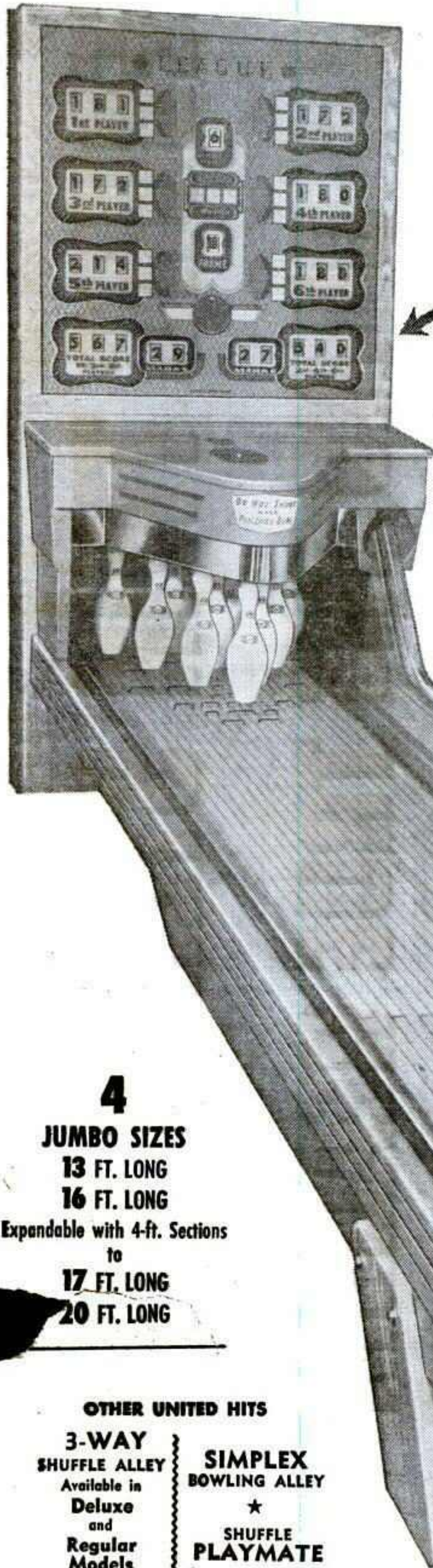
Bally **COUNTY FAIR**

A PRODUCT OF BALLY MANUFACTURING COMPANY, 2640 Belmont Avenue, Chicago 18, Illinois

Turn Locations into Tournament Bowling Centers

WITH UNITED'S NEW

LEAGUE BOWLING ALLEY



2 Player Teams or 3 Player Teams May Play

1 TO 6 MAY PLAY INDIVIDUALLY

Team Scores — Individual Scores — Marks

INSTANTLY TOTALIZED AUTOMATICALLY
NO CONFUSION!

**MORE TEAM PLAY!
INDIVIDUAL PLAY!
PROFITS!**

4

JUMBO SIZES

13 FT. LONG

16 FT. LONG

Expandable with 4-ft. Sections
to

17 FT. LONG

20 FT. LONG

OTHER UNITED HITS

3-WAY SHUFFLE ALLEY
Available in
Deluxe
and
Regular
Models

SIMPLEX BOWLING ALLEY
★
SHUFFLE PLAYMATE

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

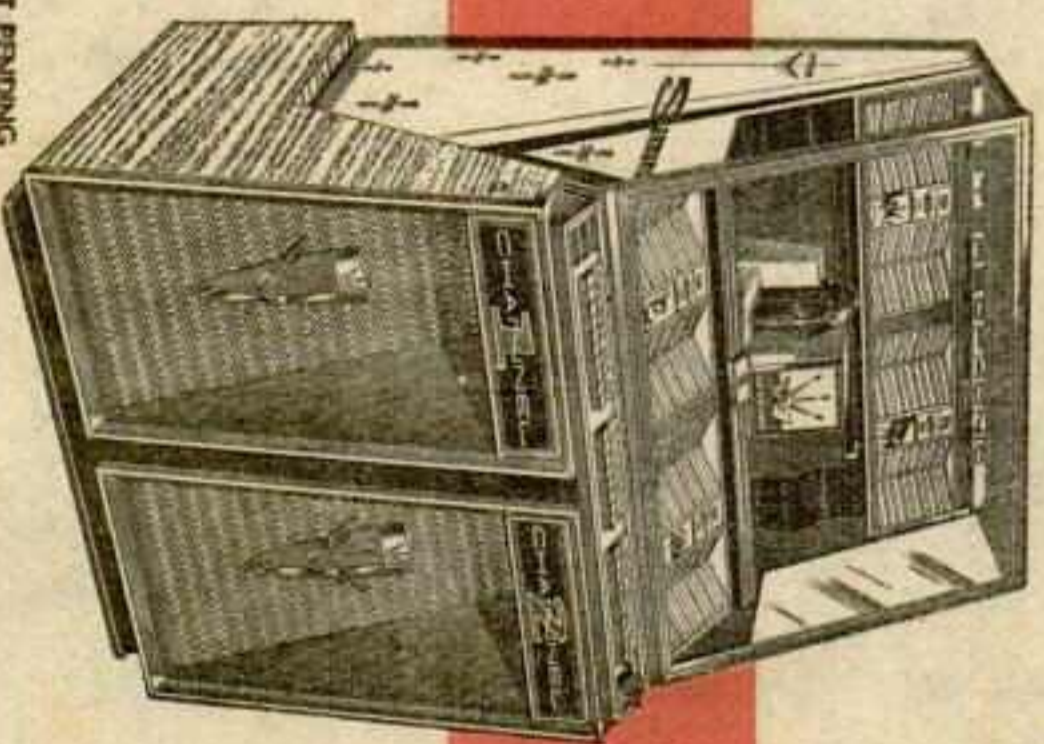
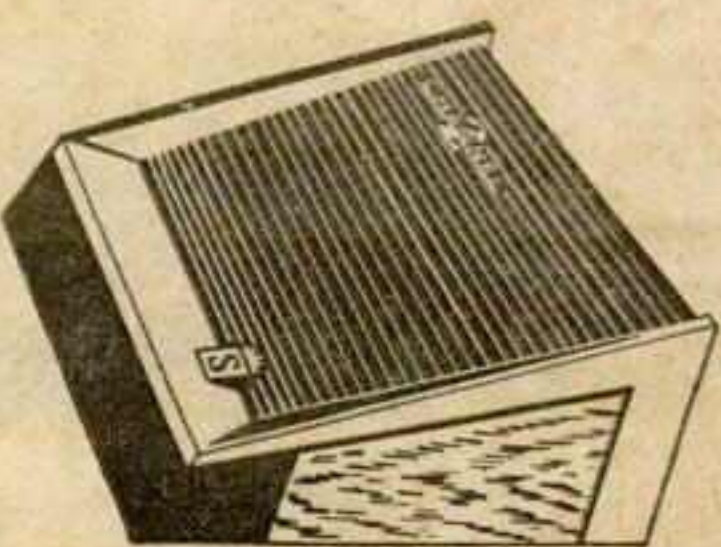
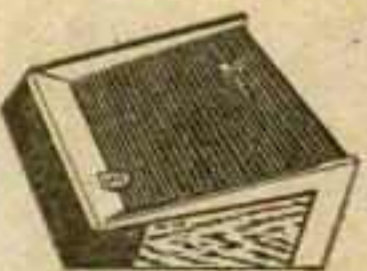
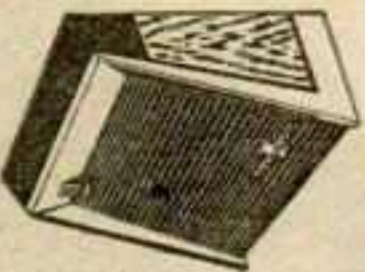
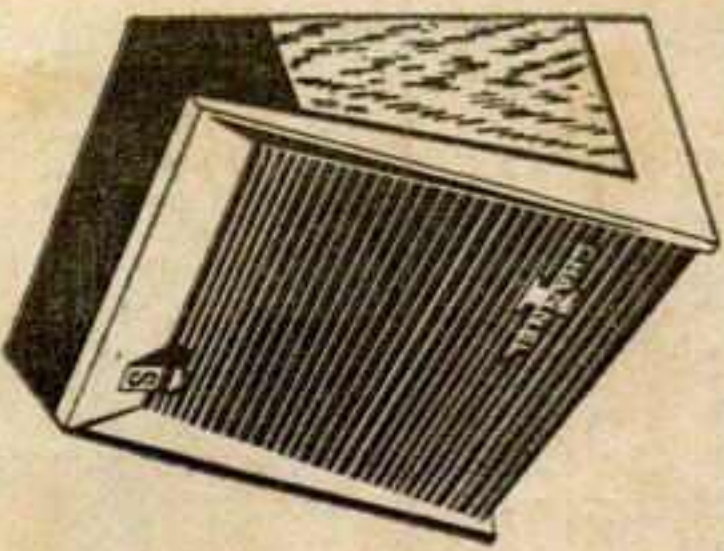
SEE YOUR DISTRIBUTOR

EQUIPPED WITH DIME COIN MECHANISM

2 for 25¢ COIN MECHANISM
OPTIONAL AT EXTRA COST

SEEBURG TWIN STEREO SPEAKERS

BRING THE TRUE REALISM OF STEREO TO EVERY SPOT IN THE LOCATION



DESIGN PATENT PENDING

SEEBURG STEREO IS COMPLETELY INTEGRATED!

The sensational Seeburg Two-Channel System is stereo all the way—from the pickup, through the dual amplifier to the newly developed twin stereo speakers. It's completely integrated to give every listener, wherever seated in a location, the impression of being present at a "live" performance of the recording musicians. It's completely flexible to satisfy the requirements of every location regardless of size.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

*America's Finest and Most
Complete Music Systems*