

# The Billboard

SIXTY-FIFTH YEAR

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DECEMBER 28, 1959 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Industry Winds Up An Exciting Year

From ASCAP Hassling to Payola; '59 Offered Few If Any Dull Moments

By BOB ROLONTZ

NEW YORK — The year 1959 will go down in music business history as the year in which payola leaped out of the back rooms and into the newspaper headlines from coast to coast. It was the year of the controversial ASCAP consent decree, NARAS, the Diners' Club Record Club, good album business and so-so singles business, the formation of a new disk jockey organization, the formation of dozens of dealer organizations including a national society — SORD, new manufacturer, distributor and dealer woes including transshipping, counterfeiting, and discounting, more jazz festivals, a seven inch 33, "Peter Gunn," more moves on the part of a.&r. men, new labels with big money and new labels with little loot, and plans for a new very slow speed tape cartridge by Minnesota Mining to buck the slow speed tape cartridge introduced by RCA Victor.

### Quiet Start

The year started quietly enough with a new wax pact between the American Federation of Musicians and the diskeries. By the end of the year the National Labor Relations Board had ruled for collective bargaining in the disk business, allowing West Coast musicians of 12 record firms to vote for either the AFM or the newly formed MGA (Musicians Guild of America).

At the start of the year Hugo and Luigi anked Roulette for a "fabulous" deal at RCA Victor, and at the end of the year had come up with one of the smashes of the year with Della Reese's "Don't You Know." The Hugo and Luigi shift presaged moves on the part of many a.&r. men in 1959. Bobby

Shad left Mercury to set up Time, Shad, and Brent; Marv Hotlzman left Decca to join newly formed Strand; Paul Cohen left Decca to form Todd; Morty Craft left M-G-M to form Warwick and UT, and Bob Thiele anked Dot to start Hanover-Signature with Steve Allen. Mitch Miller considered leaving Columbia to join Jack Wrather if the latter bought Mills Music, but Wrather didn't and so Mitch didn't. John Hammond returned to Columbia's jazz department; LeRoy Holmes left M-G-M for Everest. Canadian money came into the disk business via Jack Cook's loot behind Strand and there was Canadian money behind Warwick and Canadian-American. British coin from the Rank film interests backed Top Rank Records here, a firm that Norm Weinstroer joined as general manager after leaving Coral.

### Top Names Pass

The year also saw the passing of many of the top names in the music record business. The jazz world lost the great Billie Holiday, the equally great Lester Young, and the great Sidney Bichet. The world of classical music lost Wanda Landowska, and Mario Lanza, conductor Artur Rodzinski, composers Heiter Villa-Lobos and Ernest Bloch. Publishers Jack Robbins and Loring Buzzell passed away in 1959.

The Diners' Club started its own record club, getting material from

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## HANK SNOW INKS 10-YEAR PACT WITH VICTOR

NEW YORK—Hank Snow, who started to record country songs for RCA Victor in 1936, has been signed to a new 10-year contract that will keep him on the label until 1970. The new contract, according to Victor pop chief Steve Sholes, adds up to one of the longest artist-label associations in the recording business. The new pact was described by Sholes as "an expression of faith by RCA Victor in Hank Snow as a performer and a friend."

Snow was signed to Victor by Hugh Joseph, a.&r. man in Victor's Canadian affiliate in Montreal, almost 25 years ago. Up to then he had held many jobs, from lumberjack to Fuller Brush Man, and was then appearing on his first commercial radio show as "The Singing Ranger," on the Canadian Farm Hour. Snow came to the U. S. in 1944 and made his first American tour in 1948. In 1950 he signed a seven year contract with Station WSM in Nashville.

Snow became one of the first country artists to sell a million records with his hit waxing in 1954 of "I'm Movin' On." He has also written many hit tunes, including "I'm Movin' On," "The Golden Rocket," "The Rumba Boogie" and "Music Makin' Momma From Memphis." Snow's current Victor waxing is called "The Last Ride."

## Madison Ave. May Be in Air Payola Frauds' 'Hot Seat'

Ad Men to Be Early on Carpet At Upcoming FCC Hearings

By MILDRED HALL

WASHINGTON — Will Madison Avenue become the target of strongest blame for broadcast payola and program fraud, when the FCC hearings on program standards resume January 5 — with ad spokesmen early on the week's agenda? Speculation here is that broadcasters feel heaviest cloud may have passed over, especially since Justice Department gave its blessing to self-regulation by the industry thru NAB code, in a recent letter to Federal Communications Commission Chairman Doerfer.

FCC's witness list for resumed hearings reportedly puts advertiser spokesmen fairly early in the week, to be followed by music interests, individual broadcasters, with NAB and networks last. Listed in the original FCC hearings list of November 27, were: Association of National Advertisers (the sponsors); American Association of Advertising Agencies (the Madison Avenue group), and Advertising Federation of America, representing local ad-club people, plus Mr. Philip Corney, of Coty, Inc., who has a bone to pick with rival cosmetics sponsors of the fraudulent TV quiz shows.

The exchange of amenities between FCC Chairman Doerfer and

Attorney General Wm. P. Rogers, in letters read at the final day's hearing (December 18, too late for Billboard deadline), indicated a strong mutual desire to see the industry police itself via a tightened code. Justice pointed out that broadcasters need not worry about antitrust laws in coming to agreements on correcting programming abuses, and could seek Justice's advice whenever in doubt.

A strong bid to get broadcasters — and the FCC — off the program regulation hook was made by code chief, Donald McGannon, who spoke dismissively of quiz fraud and payola issues as a "new" type transgression which the code could not have foreseen, during its eight years of supervision of the industry. McGannon said the code administrators would know how to deal with these in the future, and cited recent anti-payola amendments in the code, which specifically prohibited payola for "selection of music," among other types.

### FTC Congratulates

In similar vein, Federal Trade Commission Chairman Earl Kintner, at earlier "informal conference" with network and NAB and code officials (December 7), congratulated broadcasters on their self-regulatory history, thus far, and exhorted them in kindly fashion to do still better in the future — presumably under self policing.

Real crackdowns by both agencies moved in directions which did not attach total blame on the broadcast industry as a whole. The Federal Communications Commission's intensive payola questionnaire to individual licensees escaped the limelight at the FCC hearings. The FTC crackdown on

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## NEWS OF THE WEEK

### Broadcasters Seeking Chantes; Station Disk-Lists Seen Fading . . .

Radio stations across the country are in the throes of change — partially prompted by the payola scare, but also strongly motivated by the increasingly competitive nature of local radio. Some broadcasters are urgently seeking out new programming formats; while others are discarding old promotion techniques including the heretofore successful local top-disk lists. . . . Page 2

### 88 Labels Hit "Top 50" in '59; Victor, Mercury, Col. Top List . . .

A total of 88 different labels landed one or more single records in the top 50 slots of The Billboard's "Hot 100" during the year 1959, as compared to 72 labels in 1958. The indies dominated the chart, but RCA Victor had the most chart-disks—18; followed by Mercury with 17 and Columbia with 16. . . . Page 3

### Hi-Fi Mfr. Institute Cancels Capital Show . . .

Plans for a High-Fidelity Show to be held in Washington, D. C., in March, 1960, have been canceled by the Institute of High Fidelity Manufacturers. High cost of complying with District of Columbia's strict safety code forced the cancellation, according to an IHFM spokesman. . . . Page 11

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## Charts Keyed Disk Variety

NEW YORK — One of the interesting aspects of the music record business in 1959 was the great variety of records that made the pop charts. Hits were made by a duo called "The Nutty Squirrels," on the Hanover-Signature label, singing a song that has no words, called "Uh! Oh!" The Mormon Tabernacle Choir, backed by the Philadelphia Orchestra, had a smash hit with "The Battle Hymn of the Republic," on Columbia. And Martin Denny came up with a big one featuring jungle sounds on his Liberty waxing titled "The Quiet Village." Bobby Darin, once considered strictly a rock and roll singer, made it bigtime with his waxing of Kurt Weill's "Mack the Knife," from the almost classical styled work, "The Threepenny Opera."

## Gagging Up 'The Taste'

NEW YORK — The payola stories have sparked thousands of gags and cartoons in newspapers and magazines. Latest and some say funniest — appears in The New Yorker mag this week. Two aristocratic dowagers are attending a classical concert. Caption reads "Heavens Loretta! Just because you don't care for Hindemith doesn't mean there's payola involved!"

Also spoofing payola during the holidays was King Records proxy Syd Nathan, one of the first label execs to state that he had paid disk jockeys to play his disks. Nathan's Christmas card this year featured a picture of Santa Claus playing the piano and bearing the message "Play-ola Greetings."

# B'dcasters Seeking Changes; Station Lists Seen Fading

## Plough May Dump 'Top 40'; WBC Discontinuing Chart Promotion

By JUNE BUNDY

NEW YORK — Radio stations across the country are in the throes of change — partially prompted by the payola scare, but also strongly motivated by the increasingly competitive nature of local radio.

Some broadcasters are urgently seeking out new programming formats. Others are discarding old promotional techniques — including the heretofore successful local top-disk lists — in favor of new gimmicks. The general trend appears to be away from raucous sounds and toward a softer musical sound.

However, record promotion men report that some stations are becoming so frantic about the programming situation that they're turning out some rather weird format concepts. For example, one

outlet spotlights band music exclusively, apparently on the theory that instrumental rock sides are less controversial than vocalists.

The Plough stations, which pioneered the successful "Top 40" station format, is contemplating dumping its long-time programming pattern, and will introduce a new format in a trial run on its Memphis outlet, WMPS, early next year. Plough proxy Harold Krelstein opined Top 40 programming has become "so commonplace, it has outlived its usefulness."

Meanwhile, the Westinghouse Broadcasting Company has decided to do away with the use of local - best - selling disk lists by its outlets, "because their promotional value has been watered down" by too many others in the field. The lists have already been discontinued by KYW, Cleveland;

KDKA, Pittsburgh, and WJZ-TV, Baltimore, and eventually will be dropped by the rest of the WBC outlets — WBZ, Boston; WIND, Chicago; KEX, Portland, Ore.; WOWO, Fort Wayne, Ind., and KPIX, San Francisco. Westinghouse disk jockeys will still be allowed to program separate segments featuring top-selling disks, but they will use a national list, culled from trade papers, such as The Billboard's "Hot 100" chart, according to a WBC spokesman.

**Deane Axes Top 50**

In a letter to the trade last week, Westinghouse's top-rated TV deejay Buddy Deane, WJZ-TV, Baltimore, said he had discontinued the Top 50 disk lists formerly sent to

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## SEATTLE AIRERS SWITCHING TO 'SOFT SOUND'

SEATTLE — The new "soft sound" in programming is gaining here, with KAYO, one of the original "Top 40" outlets, the latest station to change formats. Eliminating the "hard rock" disk items, KAYO has adopted a programming compromise, integrating the "top 50 singles" and the "top 50 albums."

Station KISN here, recently adopted a new format emphasizing more album selections and softer sound during school hours; while KING is following the lead of its recent survey, which indicated that Seattle listeners prefer "good music." Also leaning toward a "softer sound" are stations KJR and KXL.

However, Seattle's long-time "better music" station, KVI, has started to spin more of the best-selling pop singles and less LP selections.

## Suit Reports Anger Siegel

NEW YORK — Sidney Siegel, proxy of Seeco Records, has described as "inaccurate and blustering," recently published reports of lawsuits against his firm. Last week's Billboard carried a story regarding a pending suit against Seeco to be launched by Southern Music, on the basis of allegedly insufficient royalty payments. Siegel's statement was released thru the office of his attorney, Henry Cohen.

Siegel stated he had not been served with any papers in such a

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## IFPI Nixes Extension By BIEM

NEW YORK — Members of the International Federation of Phonograph Industry were advised this month by their director-general Brian Bramall not to accept any offer from BIEM or from a BIEM National Society for a three-month extension of contract after January 1.

Negotiations for a new contract between BIEM, (European mechanical agency representing publishers and writers) and the IFPI have reached an impasse, and recording may come to a standstill abroad unless agreement is reached by January 1.

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## Rady Pacts Trapp Singers

HOLLYWOOD—Si Rady signed the Trapp Family Singers to a long-term Project Records contract and will record them in selections from "The Sound of Music," the Rodgers and Hammerstein Broadway hit based on the Trapps' life story. In acquiring the Trapps, Rady won out over a number of labels including several majors who sought to sew up the group. Rady concluded the deal with the Countess Maria Augusta Trapp whose book, "The Trapp Family Singers," inspired the latest Rodgers and Hammerstein musical. He is moving swiftly to issue the Trapps' version of the R&H songs. The contract was signed last week. During the weekend, Rady flew to New York to handle the recording. Rehearsal was held Sunday (27) and diskings was started Monday. Rady intends to be on the market with the Trapps' album within a week.

Father Wesner, for many years the musical director and arranger for the Trapps, will serve as conductor on this album. The association between Rady and the Trapps goes back a number of years when Rady, at that time with Decca, first recorded the group.

Rady is continuing negotiations with several labels to release the album. This marks the first time Project Records has signed an artist to a long-term pact. Heretofore, Project has used talent only on a per-album basis. Project, headed by Rady, is a subsidiary of Bing Crosby Enterprises.

## Everlys Go Ivy League

NEW YORK — In the literal sense of the word, the Everly Brothers have gone pop. The Kentucky-born brothers, Don and Phil, well-known in the past for their slightly nasal hill sound, cut their first non-Nashville recording date here last week. What's more, a classy, strictly pop-styled, big string background has been substituted for the usual twin-guitar sound.

While in Manhattan, the pair went on a shopping spree, stocking their wardrobes in the process, with a flock of suits and trappings of a distinctly Ivy cut. It's now seen as a possibility that when the Everlys finally get to England in April for a personal appearance tour that has been two years in the making, their fans in the United Kingdom may well not recognize them.

## Heilicher Sale To Lormar Hits Snag Via Press

CHICAGO — Sale of Records Unlimited, a Milwaukee distributorship, to the operators of Lormar Distributors, well-known Chicago one-stop, was up in the air this week as conversations continued toward a close of the deal.

The seller, Amos Heilicher, veteran Minneapolis distributor of Columbia and Mercury, confirmed a week ago that a verbal agreement had been reached. One of

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## Merc to Bow 'Like Sixty' Discount Plan

### Diskery Sets Feb. 1 for Upping Monaural Classic Wax to \$4.98

CHICAGO — Mercury Records this week announced its January restocking discount plan and at the same time revealed it is upping the retail tag on monaural classics to \$4.98 effective February 1.

The discount plan, entitled "Go Like Sixty," opens immediately and stays in effect until January 31. It enables dealers to pick up Mercury product at substantially increased discounts based on their purchases of 10 items in the January release.

Dealers taking in all 10 January items, in any combination of stereo and mono, will earn a 22½ per cent extra discount on stereo packages and 12½ per cent on mono. In addition, this purchase qualifies the dealer to pick up 60 additional LP's out of the Merc catalog at the same discounts. There is no maximum to the size of the purchase as long as the dealer buys his catalog numbers and January release numbers in a six-to-one ratio.

The plan also includes deferred payment terms.

The January release, which dealers must buy to spread the discount

across the board, includes a Richard Hayman version of the "Sound of Music" score, the original background music for TV's "Wagon Train," and entries by Sarah Vaughan, the Harmonicats and Clebanoff Strings. Classical items are included by Antal Dorati conducting the Philharmonica Hungarica and Minneapolis Symphony in

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## Lubinsky to Bow Sharp

NEWARK, N. J. — Herman Lubinsky, proprietor of Savoy and Gospel Records here, has started Sharp Records. The label is not a subsidiary but rather, will be operated as a separate entity via Lubinsky's World Wide Records, Inc. A separate network of 35 distributors has already been lined up. The label will release albums and singles in both pop and r.&b. categories. Initial pair of releases are by Jimmie Scott and an artist known as "Drink" Small.

## Biggest Col Year; 1959 Sales Up 22%

NEW YORK — Columbia Records sales for the year 1959, the best year in the firm's history, were up 22 per cent over the year 1958, according to a yearend statement issued today (28) by Goddard Lieberson, president of the company. By the end of the year, the Lieberson statement noted, "Columbia had gained 20 per cent of the total industry sales, a significant achievement, inasmuch as all other major record companies have shown losses in their respective shares of the market." The yearend report noted that Columbia sales registered gains of 29 per cent over the previous year, with increases in both album and singles product. "At the same time, while industry single record sales declined con-

siderably, Columbia volume in this category rose sharply." The statement continued.

The diskery stated that contributing significantly to increased volume was the Columbia Record Club, which now has a membership of more than 1,000,000, making it the largest record club. And Columbia Transcriptions, according to the statement, exceeded its 1958 volume by 21 per cent. Columbia in 1959 started production of a new plant in Pitman, N. J., and added new recording and office facilities in Hollywood and Toronto.

Columbia had a big year in both the singles and album fields in 1959. It had the biggest single of

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## Labor Blasts Air Standards

WASHINGTON — The AFL-CIO News, office labor spokesman, has blasted "Madison Avenue fakery" and "greed of disk jockeys" as two of the factors in the "steadily collapsing standard of programming" among the giants of the broadcasting industry. In an editorial quoted from the Public Affairs Institute, "Washington Window," the labor paper hopes that the "Harris Committee, now investigating TV," will dig into the whole question of how licensees have "made fortunes" out of the air channels, without living up to regulatory standards.

"To a shocking extent, the sponsors and the advertising agencies that work for them have taken over. Top TV management has been willing to accept the role of seller of time..." the AFL-CIO News editorial points out. With the advertiser in control, "the result has been a tragic loss of quality" on the airwaves.

"Nobody wants governmental censorship, but that doesn't mean that the government must stand by idly — as the FCC has done too long — and protest that it has no power in the matter. It has power," says the AFL-CIO News, and adds its hope that the Harris Committee will "concern itself" with all aspects of sagging morale on the airwaves.

## M-G-M Sets Dance Party Promotion

NEW YORK — M-G-M Records has made special arrangement with a dozen "Top 10" TV dance parties in the South and Northeast to promote and publicize four current M-G-M record albums. Arrangements call for the airing of tunes from "Connie Francis Sings Rock and Roll Million Sellers"; "Joni James Sings Sweet," by Joni James; "Saturday Night With Conway Twitty"; and Tommy Edwards' "For Young Lovers."

The selections will be played on the air while album covers are shown on the screen. Albums will also be awarded as prizes to dancers in the studio audience. The six-week campaign starts January 9 and dealers in appropriate cities are being notified to tie in with the promotion. Participating cities are Tulsa, Okla., Memphis, Augusta, Ga., Chattanooga, Portland, Me., Roanoke, Va., Durham, N. C., Wilmington, N. C., Hattiesburg, and Columbus, Miss., Jackson, Tenn., and Syracuse, N. Y.

## AD MEN MAY BE TOP TARGET ON PAYOLA

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record companies and distributors also appeared to remove some of the blame from broadcast industry.

Spotlight veered toward advertiser blame during FCC hearings when FCC hearing counsel Ashbrook Bryant asked TV code review board chairman, Donald H. McGannon, "Have networks in effect abdicated program control to advertisers? And as a practical matter, isn't it necessary that much of network responsibility be delegated to sponsor and advertiser and individual licensee?"

McGannon insisted nets do oversee their programming — within practical limits, and could possibly do more—but he bristled at the

## MILTENBURG OPERATIONS MGR. AT UST

HOLLYWOOD — Story reporting RCA Victor engineering chief William Miltenburg's move to Ampex Audio's United Stereo Tapes was garbled in last week's issue. Miltenburg joins United Stereo Tapes as manager of operations, headquartered at Sunnyvale, Calif., UST's home base.

This is the second key UST exec post to be created by Herb Brown, Ampex vicepres and head of Ampex Audio, the UST parent firm. The first was that of marketing manager which was filled by former Capitol Records exec Bill Muster when UST was first formed. Both Muster and Miltenburg report to Brown.

## Teen-Set LP To Make Bow

NEW YORK — Buena Vista is readying a competitive album for the "So and So Sings Gershwin," etc. LP market, but this one is aimed at the teen set. Tagged "Annette Sings Paul Anka," the package spotlights the canary on 12 new Anka tunes, specially written for the LP by the warbler.

The album will be released in early spring. Meanwhile, current fan magazines are giving the LP additional promotional appeal by running stories describing the teenagers as a "new twosome."

## New UA Radio Service on LP's

NEW YORK — United Artists Records has established a new album subscription service for radio stations. Deliveries to subscribers will be made on a monthly basis. Under the new plan, deejays and stations must subscribe to a minimum of 50 albums per year at a cost of \$50. The station has the option of getting service on either monaural or stereo versions of the disk releases.

## N. Y.-N. J. Dealers Expand Membership

NEW YORK — The Associated Record Dealers of New York and New Jersey, headed up by Manhattan dealer Sy Bondy are now expanding membership rolls to include dealers thruout the neighboring State of Connecticut.

In an announcement this week,

possibility that networks per se needed to come under FCC regulation. Counsel Bryant suggested that such responsibility might be placed on the TV code administration, and the exchange ended on an amicable note.

A recent editorial blast by the Voice of Labor, the "AFL-CIO News," also hits Madison Avenue as a factor in undermining broadcast morale. The labor news editorial in its December 19 issue hopes the Harris (D., Ark.) committee will give the whole question of broadcaster and advertiser responsibility in quiz frauds, payola and programming a thorough investigation. (See separate story.)

# 88 Labels Hit 'Top 50' in '59; Indies in Front Again

### Victor Topper With 18 Winners; Mercury, Columbia a Step Behind

By BOB ROLONTZ

NEW YORK—A total of 88 different labels managed to land one or more single records in the top 50 slots of The Billboard's "Hot 100" during the year 1959. This was almost 10 per cent more than were able to do it in 1958, when only 72 labels placed one or more single records in the first 50 places of the "Hot 100," and almost twice as many as 1957 when only 47 labels made it. But the number of different records that landed in the first 50 positions was down slightly from last year; in 1959 the total came to 277 records, in 1958 the total was 283. As has been the case in other years the indies continued to grab most of the hits, with the largest firms, Columbia, Capitol, Victor, Decca, Mercury, ABC-Paramount, and M-G-M, accounting for only about one third of all the disks in the first 50 places.

#### Close Finish

RCA Victor finished first against all other labels with a total of 18 records in the top 50 of the "Hot 100" for the year 1959. In second place was Mercury Records with a total of 17, and on Mercury's heels was Columbia in third place with 16. ABC-Paramount and M-G-M Records were tied for fourth slot with 13 each and Capitol Records finished fifth with 11.

After these companies came Chancellor Records with nine in the top 50 for 1959; Laurie, Roulette and Atlantic with eight each; Jamie and Imperial with seven; Dot, Atco and Cadence with six each, and Swan, Brunswick, Liberty, and Decca with five apiece. Coral, Abner and Carlton each had four; Cameo, Warwick, Ace, Warner Bros., Dolphin, Coed and United Artist each had three, and London, Calico, Keen, Dore, Chess, Colpix, Original, Big Top, Kapp, Vista, Canadian - American and 20th Fox had two apiece. Labels with one record in the top 50 of the "Hot 100" during 1959 included Sun, Federal, Disneyland, Fernwood, Class, Time, Tibbon, Colonial, Epic, Crystalette, Judd, Hunt, Argo, Clock, Sandy, Alton, Checker, Strand, Cub, Crest, Bullseye, Felsted, Fury, Old Town, Hi, Unart, Golden Crest, End, Norgolde, Rendezvous, Parkway, NRC, Phillips International, Brent, Top Rank, Swingin', Case, Hanover, Climax, Guyden, Bethlehem, Challenge, Monument, Titan, Signet, Mayflower, and Guaranteed.

It is important to note here that the number of records a firm has in the top 50 does not necessarily denote the label's sales position in the singles market. A label with a few records that sell a million each,

is better off than a firm with eight records that only sell 100,000 each. But the more records a firm can get into the top 50 the more chances it has of a record breaking loose. It is also interesting to note that many of the labels mentioned separately here belong to other labels, and if the subsidiary labels were added to their parent labels their totals might be much different. Atco's seven hits added to its parent Atlantic label's eight comes to 15, a most impressive total.

In checking over the records and the artists that made the top 50 during 1959 it is notable that there were 13 young artists who made the top 50 with four or five records, indicating that there are still many artists who sell every release almost automatically. And this year, as last year, many of these consistent hitmakers belong or are under contract to indie labels.

#### Artist Toppers

Artists who had five records in the top 50 in 1959 were Lloyd Price, Fabian and Duane Eddy. Artists with four were Pat Boone, Johnny Mathis, Brook Benton, Dion and the Belmonts, Fats Domino, Paul Anka, Connie Francis, Jackie Wilson, Frankie Avalon and Dee Clark. Artist with three records in the top 50 included the

(Continued on page 32)

## POP GO THE SINGLES

### Country Artists Hot On 'Hot 100' Chart

NEW YORK — Country and western artists continue to gain strength in the pop singles field. For example, the Billboard's "Hot 100" chart this week spotlights three c.&w. warblers as newcomers to the list — Jim Reeves, Stonewall Jackson and Webb Pierce.

Reeves' waxing of "He'll Have to Go," is No. 58; Jackson's "Mary Don't You Weep," No. 60, and Pierce's "No Love Have I," No. 67. At the same time, "Bubbling Under the Hot 100" are Tender Slim's "Teenage Hayride," No. 2, and Faron Young's "Riverboat," No. 7.

Country and western warbler Marty Robbins has the No. 2 record in the country this week with "El Paso"; while the Browns' "Scarlet Ribbons" platter moves up a notch to No. 13.

Other c.&w. or c.&w.-oriented artists on the chart this week include Conway Twitty, Bob Beckham, Johnny Cash, Wink Martindale, Carl Dobkins and Brenda Lee.

In the LP field, Marty Robbins' "Gunfighter's Ballads" (which initially introduced his best selling single "El Paso"), showed up this week for the first time on the best selling monophonic LP chart in the No. 39 slot.

## Dot Pushes Boone, Prima In Italy

HOLLYWOOD — Dot Records is invading Italy with a full-scale promotional and merchandising campaign to back up Pat Boone, Louis Prima-Keely Smith and Billy Vaughn. Drive will be launched early in 1960 and will pave the way for personal appearance tours by the artists later in the year.

According to the label's international director Jim Bailey, Dot has enjoyed a healthy share of the Italian market. Its Robin Luke disk of "Suzy Darlin'," according to Bailey, has held the No. 1 spot on Italy's pop charts for the past five months.

## Col. Contest Prize Winners

NEW YORK — The winners of the Columbia Records sales performance contest and the window display contest for the firm's Bruno Walter - Beethoven albums, were announced this week by Bill Gallagher, sales chief. Contests were set to spur Columbia's new stereo waxings of the nine Beethoven Symphonies by Bruno Walter.

In sales performance Glenn Miller and Don Cooper, both of Des Moines, were chosen top salesman and top sales manager respectively. Bill Hamilton, owner of the Humpty Dumpty Playland in St. Louis was the winning dealer. These winners each received a Columbia radio - phono console set. Pug Pagliara, district manager of the winning St. Louis-Des Moines-Minneapolis area, and branch manager Joe Petralia of the well promoted New York area, both received cameras as awards. Runner-up salesman in 11 sales districts and 40 runner-up dealers in 40 distributorship areas also received cameras.

## Japan-Made 33 Singles

TOKYO — Nippon Columbia announced plans to release a series of seven-inch stereo 33 1/3 r.p.m. singles early in 1960. This is the same new type of single disk, announced last summer in the United States by Columbia Records. The American Columbia firm also expects to release a group of the disks in January.

Special six - color labels have been prepared for the records and color-illustrated sleeves will be used. Included in the initial release will be "The Battle of New Orleans," and "All for the Love of a Girl," by Johnny Horton; "Love Is a Many Splendored Thing," and "Please," by Ray Conniff; "Anatomy of a Murder," and "Flirtbird," by Duke Ellington; and "Goodnight Irene," and "On Top of Old Smokey," by Mitch Miller.

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★ **ENOCH LIGHT**  
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MILLS MUSIC, INC.

**NEWS REVIEW**

**Cavalcade Of French Operetta**

NEW YORK — The availability here on the Pathe label of a group of French light operas on disks once again enables Americans to purchase some sprightly items. In the past, several of the LP's from the series were available on the Vox label, but subsequently were withdrawn.

Pathe now provides these and several others which, in effect, offer a survey of the French musical theater from 1848, when Offenbach's "Orpheus in the Underworld" was produced, to 1948, when Poterat's "Chanson Gitane" was first presented.

In general, the music, singers and orchestras are of good quality, altho there is variation from disk to disk. Such organizations as the Lamoureux Orchestra (which will play here next year) and the Choeurs Raymond Saint Paul, do a job that ranges from steady to brilliant. The same can be said of vocalists of the calibre of Michel Dens, Michel Moux, Lina Dachary and other front-line stars of the French musical scene. The productions, all boiled down to a single disk, are tastefully done. Even the Viennese items by Johann Strauss, Lehar and Oskar Strauss, altho done in French, sound appropriate.

A bit stranger to American ears are French lyrics to the famed old tunes from Friml's "Rose Marie" and Youman's "No, No, Nanette," each show sharing one side of a single disk. But "Indian Love Call" in French can sound charmingly different.

While none of these is apt to become a big selling item, there is

**HOT 100 ADDS 16**

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

- 58. He'll Have to Go—Jim Reeves, RCA Victor.
- 59. White Christmas—Bing Crosby, Decca.
- 61. Mary Don't You Weep—Stonewall Jackson, Columbia.
- 67. No Love Have I—Webb Pierce, Decca.
- 72. Where or When—Dion and the Belmonts, Laurie.
- 78. Down by the Station—The Four Preps, Capitol.
- 83. Bonnie Came Back—Duane Eddy, Cub.
- 87. Handy Man—Jimmy Jones, Cub.
- 88. Promise Me a Rose—Anita Bryant, Carlton.
- 89. Lonely Blue Boy—Conway Twitty, M-G-M.
- 91. Honey Hush—Joe Turner, Atlantic.
- 93. Little Things Mean a Lot—Joni James, M-G-M.
- 94. Do-Re-Mi—Anita Bryant, Carlton.
- 98. Harlem Nocturne—Viscounts, Madison.
- 99. The Sound of Music—Patti Page, Mercury.
- 100. Darling Lorraine—The Knockouts, Shad.

likely to be some interest from theater fans, students and Francophiles.

- Valse De Vienne, DTX 30118; Phi-Phi, DTX 30133; La Veuve Joyeuse, DTX 30134; Ciboulette, DTX 30136; La Vie Parisienne, 30139; Les Mousquetaires Au Couvent, DTX 30140; Les Saltimbanques, DTX 30141; Le Petit Duc, DTX 30142; Orphee Aux Enfers, DTX 30143; La Moscotte, DTX 30144; Mam'zelle Nitouche, DTX 30145; Rose Marie - No No Nanette, DTX 30146; Chanson Gitane, DTX 30147; Rip, DTX 30158; Reve De Valse, DTX 30160.

Sam Chase.

NEWARK — Apex-Martin, new distributor here headed by Joe Martin, became the distributor of Everest Records this week for Northern New Jersey. In addition to Everest, Apex also added two other new lines, Winter Records, and Ve-Tone Records. Martin opened his distributorship here three months ago.

**DJA May Drop L. A. Meeting**

NEW YORK—Rumors were circulating last week that the deejay convention, scheduled to be held in Los Angeles next March (3, 4, 5) in conjunction with the first national membership meeting of the Disk Jockey Association, would be canceled out.

The report was denied by DJA first veepee Scott Muni, WMCA here. However, DJA prexy Jim Hawthorne, KDYA, Hollywood, said that DJA counsel Benn Starr was making inquiries of the FTC, the FCC and the Harris Committee to determine whether sponsorship of convention events (dinners, luncheons, etc.) would be looked upon with disfavor.

If the sponsorship idea is frowned upon, there is a possibility that plans for a general deejay convention may be abandoned—due to the costs involved—but the Disk Jockey Association still intends to hold its national membership meeting in March.

**I NEVER SEE MAGGIE ALONE**  
WINK MARTINDALE  
Dot

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by **DINAH WASHINGTON**  
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Current Recordings:

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**GUY LOMBARDO, Capitol Records artist and entertainer, says . . .**

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I regard reading The Billboard each week as necessary as eating three meals each day. It is my way of keeping up with things. At a quick glance, I know which tunes are the national favorites, and I can then judge which of them to add to my book.

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**The Billboard** / THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

# PAUL EVANS' NEXT RECORD

IS A



# SMASH!

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after New Years!*

## Another Billboard Record / Phono Dealer

WEISS APPLIANCE  
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CHICAGO 32 ILL  
6320 0530

## Weiss Appliance

The retail establishment of this record/phono dealer . . .  
. . . is essentially a appliance/record/phono store  
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Globe • The 4½-story-high nylon  
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### Exhibit includes:

- 52-foot diameter, vinyl-coated, nylon globe complete with mooring fixtures.
- 3—two-H.P., 220-single-phase motor blowers to maintain internal pressure.
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A showman's dream—a mobile theater to seat 120 or stand 200 which can be transported in a trailer. Always front-page news in every city.

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## CONCERT REVIEW

### Fine Stravinsky, Berlioz Readings

Two works performed at concerts in New York during the past week deserve new recordings. One, it is understood, will be made and issued by Columbia Records. The other should certainly bear consideration by the same firm.

The work which will be waxed is a new version of Igor Stravinsky's "Les Noces," conducted by the composer. This will be the latest of a number of his major efforts which Stravinsky has conducted for the label, and will be the first stereo version in the catalog—a happy situation for the disposition of the musical forces will make for dramatic two-channel reproduction.

The work was performed Sunday (20) at Town Hall as the piece de resistance of the first of four concerts held under Columbia Records' auspices. At the four pianos, were the composer pianists Samuel Barber, Aaron Copland, Lukas Foss and Roger Sessions. Vocalists were Mildred Allen, Elaine Bonazzi, Regina Sarfaty, Loren Driscoll and Robert Oliver. The forcefulness of this work, which offers Stravinsky's impressions of a peasant wedding, was brought home pointedly by the composer on the podium, to the standing acclaim of the audience.

The other work referred to was Berlioz's Christmas oratorio, "L'Enfance du Christ," which was performed for the ninth successive year at Carnegie Hall by the Little Orchestra Society led by Thomas Scherman. A performance by the group once was in the Columbia catalog but was deleted some time back. As performed on Monday (21), with Czech basso Jan Rubes and contralto Florence Kopleff working with baritone Martial Singher and tenor Leopold Simoneau (both veterans of the earlier waxing), the group offers a telling performance of a lovely and almost un-Berliozian work, one which deserves a stereo outing.

Sam Chase.

## TEEN MERCHANDISING IN NOVEL DISK HOOK-UP

NEW YORK — In a move to keep up with the rapidly changing pop singles record field, Abbey-Teens is manufacturing an \$8.95

shirt dress featuring press-on photo decals of Bobby Darin, Ricky Nelson, Frankie Avalon, Fabian, Dick Clark and Tommy Sands. The dress, styled for sub-teens (10-13) is said to be one of the hottest new items on the teen market.

## Last Week's Singles Sales Tops for UA

NEW YORK — United Artists reports that last week sales for singles was the highest in its history. The label currently has three big chart sides, headed by "You Got What It Takes" by Marv Johnson. The other chart items are "Love Potion No. 9" by the Clovers and "I'll Walk the Line" by Don Costa.

The diskery has also been getting strong orders on "Dream Concerto" by Ferrante and Teicher, "The Village of St. Bernadette" by Rosemary June, "Evening Star" by the Jamies and "Everybody's Going" by Eddie Hooland.

UA has started a new monthly album subscription for radio stations and deejays. Under the new plan subscribers will be supplied with a different selection of UA LP's each month. Subscribers must agree to a minimum of 50 albums per year for a cost of \$50. The albums may be either stereo or monaural.

## Carnall New Cash Mgr.

HOLLYWOOD—Singer Johnny Cash has named Stewart Carnall as his new manager, and has established offices for his Johnny Cash Enterprises at Sherman Oaks, Calif. Music Corporation of America will continue to represent the singer for motion pictures and television.

Carnall has been in personal management for the past six years and has booked Cash's road appearances for much of that time.

"Audience response to Johnny's many TV appearances, both on variety and dramatic shows, have made him one of the most in-demand singers in the business, for personal appearances," Carnall declares. "During the past eight months, he has toured nine different countries and 42 States, appearing before a combined audience of well over 2,000,000 paying customers."

Heretofore it has been difficult for the dress manufacturers to cash in on pop record merchandising. They have to work so far ahead that by the time a new model is finally put on the market there is a strong danger that merchandising tie-up made several months ago may feature an artist that the kids no longer dig.

However, by utilizing photo-decals (which girls press on—with an iron—on the pockets of the dress) Abbey-Teens can stay within a few weeks of the latest disk trend merely by shipping stores a new package of photo-decals. The gimmick also has appeal for teenagers with more than one disk idol since they can change the decals on the dresses at will.

## Conn Buys Ariz. Firm

ELKHART, Ind. — Acquisition of the Best Manufacturing Company of Nogales, Ariz., was announced this week by C. G. Conn, Ltd., of Elkhart.

To begin functioning January 4, 1960, the Nogales plant will operate as the "Pan American Instrument Company," Leland B. Greenleaf, Conn president, disclosed this week at a sales meeting of the firm's district managers here.

For the time being, production at Nogales will be confined to a student-priced alto saxophone. Conn's Elkhart plant also manufactures a line of student saxophones.

In a recent statement issued jointly with Richard W. Boose, president of Artley, Inc., Mr. Greenleaf announced an agreement for the purchase of the total output of Artley flutes.

Greenleaf told the 18 district managers and others at the meeting that Conn sales for 1959 have exceeded the 1958 volume by 20½ per cent. Rapid movement of merchandise has left inventories at a record low, he said.

Held in Conn's main offices here, the sales meeting adjourned Friday (18).

## Editor Offers Payola Curbs

NEW YORK — In a blast against payola, Roy Anderson, editor of two educational music magazines, (Music Guide and Choral & Organ Guide) opined: "Most Washington agencies are babes in the woods, seeking the proverbial needle in the haystack when it comes to understanding the music business."

Anderson made three suggestions for "removing areas of temptation from radio and TV broadcasting." Broadcasters, he said, must be required by law to submit sworn statements of programs using any types of music to an impartial agency, making such information available to the public and to the owners of copyrighted music.

He also avowed that broadcasters should be required "by law" to take quarterly polls of musical interests of listeners, with result going to "an impartial local Citizen Music Committee, comprised of persons representing a broad scale of musical tastes, jazz, rock and roll, classical music, sacred, standards, etc." This committee would "analyze poll results and submit quarterly reports to local broadcasters covering true percentages of local musical tastes—upon which information broadcasters can schedule balanced programs of music according to actual listener preferences."

Anderson referred to recent Billboard stories about deals made by publishers to establish monopolies for their music on TV quiz shows. The editor opined that "the roots" of the payola bribery system "lie in present methods of performing rights society credit-earning operations."

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"YOU HOLD  
THE FUTURE"  
Cap. 4316

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The follow-up to "Joey's Song"

The New  
Sound of

**Bill Haley**

AND HIS COMETS

with another smash instrumental hit

**SKOKIAAN**

and

**PUERTO  
RICAN  
PEDDLER**

DECCA 31030



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

Right off his hit, "Just As Much As Ever"

# Bob Beckham

delivers another smash

**CRAZY  
ARMS**

and

**BELOVED**

DECCA 31029

*For extra sales excitement,  
this single is packaged in  
a full color sleeve.*





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

The Double NARAS Award Winner

# Bobby Darin

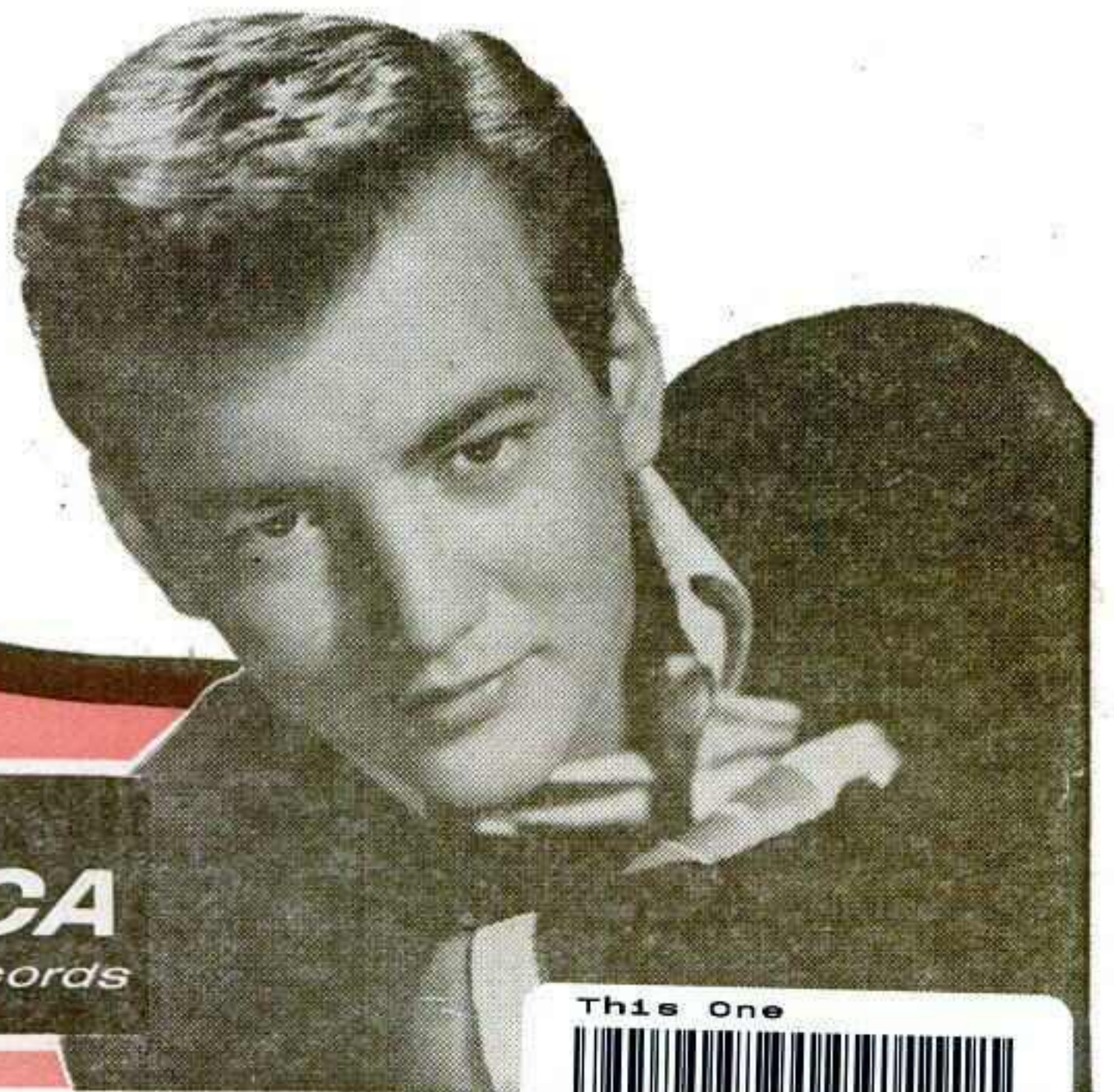
Mr. "Mack, The Knife" belts out another great hit

# HEAR THEM BELLS

and

**THE GREATEST BUILDER**

DECCA 30031



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

America's Singing Sweethearts

THE

# McGuire Sisters

with a sure fire smash

## LIVIN'

# DANGEROUSLY

and

LOVERS LULLABYE

CORAL 62162

*You'll generate extra sales when you display this full color sleeve*



DECEMBER 28, 1959

Communications to 1564 Broadway, New York 36, N. Y.

THE BILLBOARD

11

## Audio Feedback

### 1960 CRYSTAL BALL DEPARTMENT

This is the season for crystal gazing, and it's hard to resist the temptation. So, here's a dealer-angled rundown of the 1960 sales situation on a number of key fronts:

**Packaged stereo.** The total number of units dealers will sell next year may increase anywhere from 10 per cent to 20 per cent, and in some medium-priced, highly styled lines as much as 40 per cent to 50 per cent.

**Component stereo.** The percentage gain should be about equal, with large dealers stepping up their efforts to crack the non-audiophile consumer market with local promotions and advertising.

**Tape cartridge stereo.** An interesting dark horse for 1960. Earliest units will start moving in sales, although the market is not unlike that of color TV as regards consumer interest.

**Stereo radios.** Another dark horse in the other-than-AM-FM realm. By next March, the FCC will have heard the arguments concerning on-air tests. If standards are set, new stereo radios may be coming down the dealer pipelines by fall.

**FM car radios.** They're here now, albeit limited to a few models. If the auto industry repeats its 1959 production goal, there'll be a market of some 6,000,000 new cars. Even a fraction of that is a good FM radio market.

**Portable radios.** The Japanese (see below) have grabbed a good 40-60 per cent of the U. S. total in small transistorized sets. Leading U. S. electronics firms will be giving them plenty of competition, however, with new U. S.-made models.

Giving the crystal its final polish, it's time to put it back in the little velvet box, except for one thought, strictly left-field at the moment. Earlier this year, ex-NBC-TV producer David Lown, just returned from a trip to Europe to set up some video-taping operations, told us of a quick look he'd had at a development that may ultimately have an important role in phono retailing.

Lown had visited the West German firm of Siemens, a sort of General Electric of Germany and distributor there of Ampex products. Officials there had shown Lown something they were just fooling around with—a miniaturized TV tape recorder designed for the semi-pro and home market.

As our friend recalled the device, it might be compared roughly to home movies. With the aid of a portable TV camera, you went out in the backyard and shot TV tape footage of the kiddies. Then, you went into the house, plugged the camera-playback into an accessory jack on your TV set, and became your own David Susskind. RCA has talked of a similar idea.

Two elements of the proposed German device, however, are worth noting. For one thing, the unit Lown reported he saw, admittedly experimental, was designed to work with standard quarter-inch audio tape at a normal rate of speed. For another, Siemens executives suggested that it just might be used, some day, as a playback for packaged TV tapes of musical numbers and operatic performances sold as albums and audio tapes are today. Just think about that for awhile.

### IF YOU CAN'T LICK 'EM, ETC.

Some dealers may be interested to note that it's possible to get in on the Japanese electronics invasion of the U. S. financially. Tokyo Shibaura Electric Company, better known as Toshiba, is due to increase its capitalization next month (part of the firm's celebration of its 85th year) to a new high of \$70 million.

On January 14, stockholders of record September 30 will be offered the right to subscribe to six additional shares for each 10 held at the rate of some 70 cents a share. About 10 per cent of the Toshiba stock is held in the U. S. (several exchanges trade in it), and General Electric's International Division alone owns something like 7.2 per cent of it. Profits of Toshiba in the export market in 1958 were—dig this—about \$20 million.

Toshiba, incidentally, is taking a leaf from the marketing book of major American firms, recently launching its first consumer study in Japan with the aid of U. S.-trained researchers. "No tremendous differences" were found between the interests of Japanese consumers and American buyers in the home electronics field, with Japanese families wanting pretty much the same line-up of gadgets in their homes, and with Japanese women quietly appreciating their new-found leisure time.

### MORE WALL STREET INTELLIGENCE

There's been a trend lately among large U. S. distributor-dealers in audio components, package goods, records, etc., to launch public issues. Latest proposal comes from Lafayette Radio Electronics Corporation, which hopes to sell 275,000 common-stock shares (proposed price: \$5 per share) in the near future. Chicago's Allied Radio and New York's Hudson Radio & TV are already in the same financial act.

### THOUGHT FOR THE SEASON

A recent issue of Time noted an event which proves that it's a wise dealer who knows his holiday stock. Llewellyn M. Culbert of Milwaukee shoplifted a portable phono from a local dealer, but made the prize mistake of returning it to the same shop for repair when it didn't work. By: C. R. S.

## Predicts '60 Tape Set Hype

CHICAGO — A 25 per cent all-industry increase in tape recorder sales, has been predicted by Irving Rossman, prexy of the Pentron Corporation, leading tape recorder manufacturer here. At the same time, Rossman predicted an even more accelerated sales growth for Pentron, in view of the 1959 figures thru November, which showed tape machine sales 85 per cent up over the previous year.

Among the factors involved, according to Rossman, were what he called "a stronger consumer demand late in '59," indicating "a continuing upward surge in tape recorder sales that will gain added strength as the new year progresses." He pointed also to "practically unanimous stabilization within the tape recorder industry" as another element of the picture.

"Late in '58 and early in '59," Rossman said, "tape sales were hurt by three factors: first, the general slump in the economy; second, the premature introduction of the tape cartridge which tended to confuse dealers and consumers, and third, the advent of stereo records. All of these deterrents are behind us now."

## Stereo Buyer Now Wants Brand Names

### Dallas Dealer Finds Most Prospects Demand Specific Trademark or Else

By ROBERT LATIMER

DALLAS — Where during the earlier days of stereo merchandising brands apparently meant less than in selling basic appliances, the public has definitely come around to demanding well-known names and guarantees in every type of stereo equipment, according to Titche - Goettinger Company, of Dallas.

Whereas only a year or two ago, when stereo first came along, the average customer listened for the tone and sound reproduction of stereo equipment, and bought on the store's recommendations, irrespective of brands, almost every prospect now demands a specific name, and "won't be satisfied with anything else."

Consequently, whenever the big Dallas store stages a Stereophonic Show, usually during the fall months of the year, instead of making it general, a series of five separate days are set up, each honoring one of the major stereo lines carried in stock. During

the day reserved for each line, all other brands are de-emphasized, while the featured brand gets the limelight up front in the department, the benefit of a separate quarter to half-page newspaper ad, with all literature, in-department displays, and similar assets being built around the single brand.

That this works out can be seen from the fact that over-all attendance for the last five-day show occurred when all lines were simultaneously displayed, two years before. Demonstrations carried out every two hours, always on a specific brand, brought such a "different set of faces" that it was obvious that each group represented the following of the specific brand involved.

A closer investigation showed prospects had experienced exceptionally good luck with a radio, a television set, or even white goods appliances in the same brand as the stereo equipment being featured. Few of the people attracted by a brand promotion were there for more than one day, indicating that they were "anything but open-minded" when it came to buying stereo.

Inasmuch as Titche-Goettinger buys all of its stereo inventory in depth by brand, so that it isn't necessary to "switch" the customer who wants to pay more or less for his equipment, the "brands approach" has proven the most profitable avenue to stereo profits.

## GIVEAWAY GIMMICK

### Free Disk Handout Stereo Set Bait

MONTGOMERY, Ala. — Offering a record player customer a handful of free records in a casual way, as soon as he announces that he wants to buy a phonograph, is a far-reaching "gimmick" which sells stereo phonographs almost 10 to one at Cohen Music Company, here.

The records are not being offered as a premium, and, in fact, are seldom ever mentioned until the customer has made up his mind as to the model of phonograph which he wants to buy. Then, however, the records are "tossed into the picture," in a casual way which usually mystifies the customer.

None of this takes place until the salesman has attempted to sell his customer on the idea of buying a stereo phonograph at the same, or a slightly higher price. Frequently, it has been found, the prospect is "a little afraid of ster-

eo," doesn't fully understand it, and is inclined to feel that stereo records are a little too limited to make the buy worth while now.

That's when the "clincher" is applied—in the form of the free handful of records. At the same time they are being handed over, the salesman explains that "stereo is the music of the future," and that the store is anxious to get rid of its non-stereo records!

This, understandably, has a resounding effect on modern-minded customers who certainly do not want to invest in something which may very well become obsolete in the very near future. So, his usual reaction is to stop and reflect as to whether the standard high-fidelity phonograph is the best buy after all. It isn't unusual, as a matter of fact, for a young customer who has already stubbornly

(Continued on page 32)

## IHFM Cancels Hi-Fi Show in Washington

WASHINGTON — Plans for a Washington High Fidelity Show to be held here in March, 1960, have been cancelled by the Institute of High Fidelity Manufacturers. The IHFM said the high cost of complying with District of Columbia's strict safety code made it prohibitive for show to go on at the National Guard Armory.

M. Robert Rogers, past master of five hi fi shows held here, and retained as consultant to the IHFM on the 1960 show, said, "It is my hope that the Institute, for the good of the industry, will reconsider its illconceived decision."

Commenting from Mexico, where he is currently in business, Rogers disagreed with the IHFM that D. C. code regulations were un-

reasonable. He felt that quibbling over the alleged extra cost of \$60 per exhibitor to meet safety rules was the only "unreasonable" aspect of the situation.

Rogers noted that he will go back into solo production of hi fi shows, if the IHFM insists on withdrawing from the Washington area, "cited last year as the highest per capita high fidelity and stereo market in the world." Rogers said that previous hi fi exhibitions, as well as some 25 to 30 other events scheduled annually at the Armory, seemed to prosper under the safety requirements. The hi fi shows in particular have "operated five times without incurring so much as a stubbed toe," among the large crowds attracted.

## EIA Sees '60 Business Up

WASHINGTON — "Growing public awareness of the availability of extremely high quality home-reproduced music will contribute significantly to an increase of more than 10 per cent in consumer business," in electronic equipment for 1960, the Electronics Industry Association said last week. Among other cheerful statistics, EIA noted that in 1959, radio manufacturers enjoyed their best year since the post-war boom of the late 1940's.

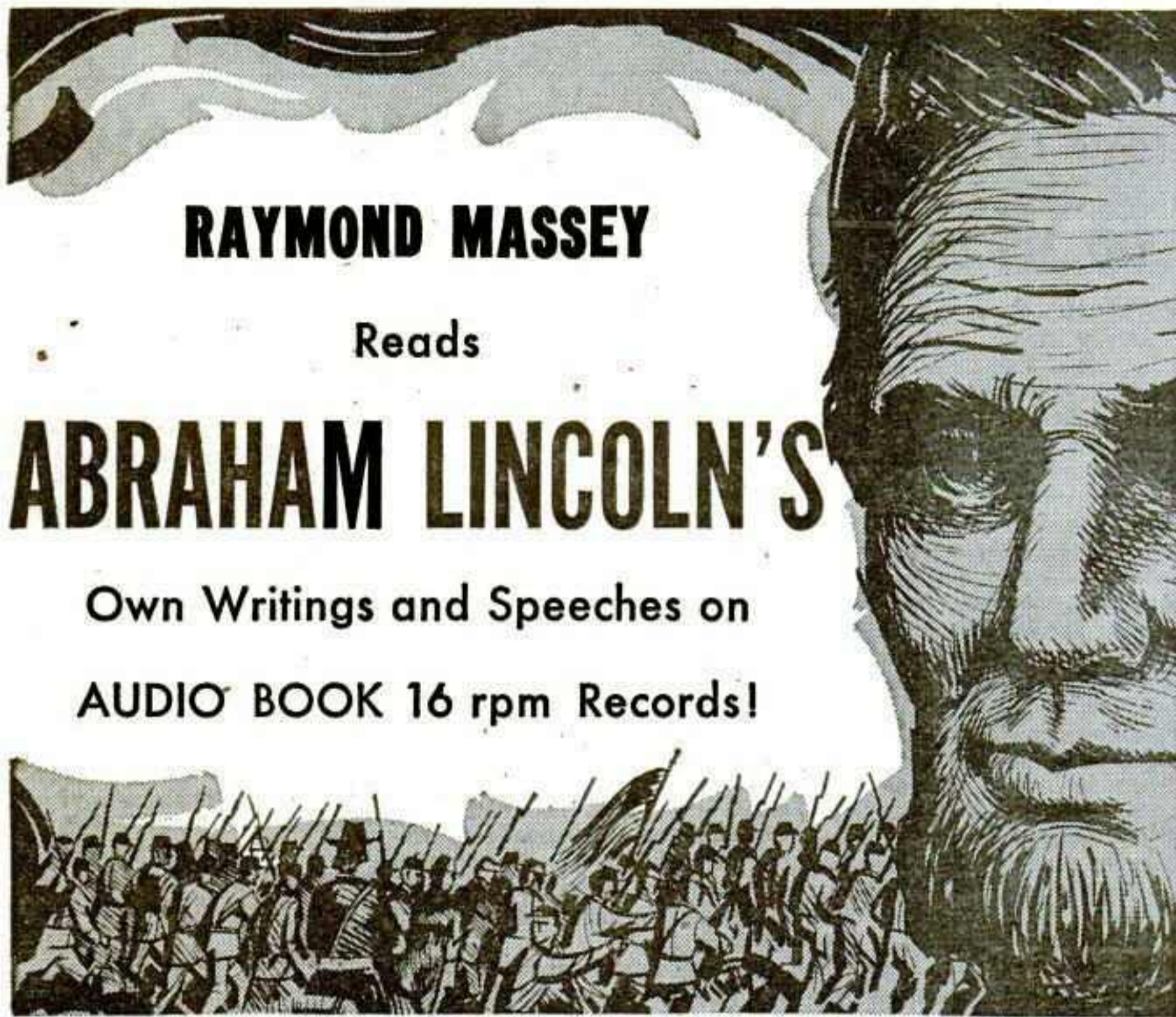
Overall, the consumer segment of the electronics industry snapped back from a \$100 million decline during the recession year of 1958, to set a new all-time high with a 28 per cent sales increase, in 1959, the Association notes. Manufacture of electronic consumer products totaled more than \$2 billion in 1959.

## Live Talent for L. A. Show

HOLLYWOOD—The 1960 Los Angeles high fidelity music show will feature live entertainment, intermingled with the highs and lows of the latest audio equipment being demonstrated. Also expected are appearances by a number of big-name guests.

On the bandstand at the show will be Dave Wierbach and his Dixieland Band. Another attraction will be the demonstration of Audio Fidelity Records which will feature an exhibit of how stereo records are made and actual live recording sessions.

At latest report, it was indicated that 68 exhibitors have signed up for more than 70 per cent of the available space at the Pan Pacific Auditorium, site of the show, which will run January 13 to 17.



# RAYMOND MASSEY

Reads

## ABRAHAM LINCOLN'S

Own Writings and Speeches on  
AUDIO BOOK 16 rpm Records!

To many a film- and theatre-goer, Raymond Massey virtually is Abraham Lincoln. No better choice could be found to read Lincoln's own words in what is in effect the Great Emancipator's audible biography. It is a sensitive reading of 108 speeches, letters, notes, poems and miscellaneous writings chronologically arranged from the threshold of Lincoln's career at 23 to his last public address just three days before his death. From it emerges a living and very human Abraham Lincoln, a Lincoln still very much a force in modern America.

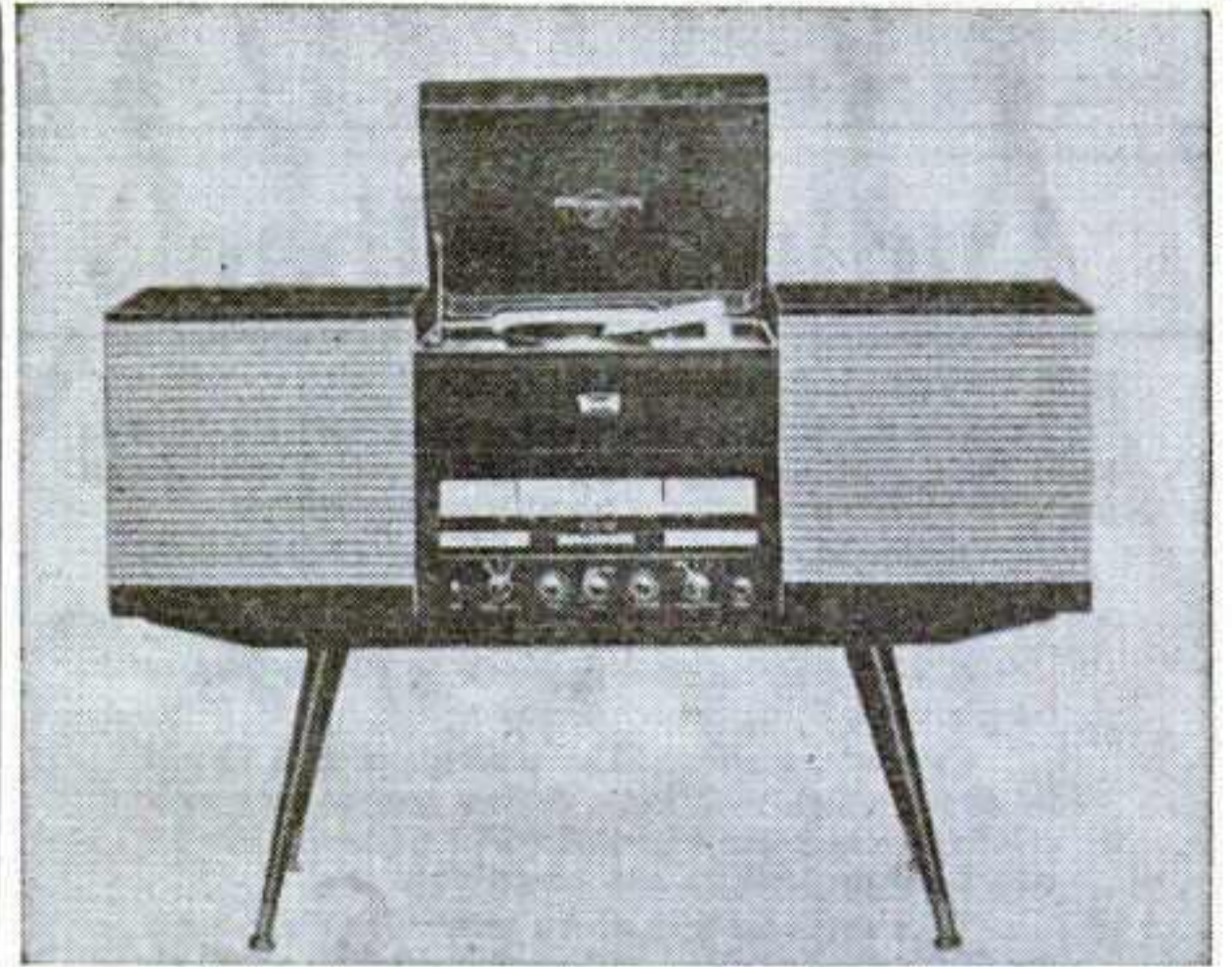
**8 Records — 7½ Listening Hours — \$8.95**

Audio Book 16 rpm records can be played on any four speed phonograph. Speed Reducer, \$1.95, adapts 33½ rpm phonographs to play Audio Book Records.

Abraham Lincoln is an ever popular subject! Get set for steady sales! Call your Distributor or write—

### AUDIO BOOK COMPANY

St. JOSEPH, MICHIGAN



Nippon Columbia has introduced to the Japanese market this de luxe Model 531, full-stereo phonograph. Unit features built-in, two-band, two-tuner stereo amplifier, two speakers and legs. Selling price is \$105.55.

## NIPPON COL. TO DEBUT PHONO PROMO CAMPAIGN

YOKOSUKA, Japan — As a reflection of the gathering stereo boom here, Nippon Columbia has stepped up with an interesting new sales promotion campaign built around three brand new stereo phono models just released to market.

The firm has launched a campaign in which every buyer of the high-end model of three new stereo phono sets will be given a special coupon. Later an extensive drawing will be held at which a flock of lucky winners will receive prizes from the company. According to a source here, winners "will hit the jackpot for Columbia products including one 17-inch TV set, three 14-inch TV sets, six tape recorders, 50 FM tuners, 100 transistor radios and other items." The campaign runs from now until next January 20.

The high-end unit introduced is model 531, a full-stereo, two-unit set, which features a DSC (different signal control) system, which eliminates cross-talk and reproduces stereo sound as originally re-

corded. Model is composed of a three-speed stereo player, built-in, two-band, two-tuner stereo amplifier, two speakers and legs. The amplifier can receive stereo radio programs. This units sells for \$105.55.

Another set, model 520, is designed for small room stereo listening and is styled to fit either Japanese or foreign decor. Unit features two amplifiers, built-in, two-band tuner, two speakers, stereo player and legs. An FM tuner can be connected. The unit carries an \$82.78 selling tag.

Model 111 is a monaural set, convertible to stereo play. Adaptor kits are available for conversion. The basic unit sells for \$43.89 by itself or for \$70.28 with adaptor kits.

## MI, Textron Negotiating Merger Deal

TULSA, Okla.—Midwestern Instruments, local firm which divides its manufacturing facilities between production of the Magnecord tape recorder line and a line of professional technical electronic measurement instruments, this week was in the midst of negotiation with Textron Electronics, a mushrooming division of Textron, Inc., Providence, R. I. Textron, Inc., is a major firm in the textile field, which thru TE has branched out as a seeker-after electronics' manu-  
*(Continued on page 32)*

## Philco Debuts Newest Stereo Console Unit

PHILADELPHIA — Philco has debuted its latest stereo console unit, Model 1617, issued now as a supplement to its regular line of stereo single cabinet units.

The set is completely automatic, containing two six-inch woofers and two four-inch tweeters. The tweeters are contained in convertible speaker enclosures which allow for playing inside the cabinet or outside for a remote sound separation.

Earlier this year, Philco introduced what it calls the stereo-phone concept of tailor-made stereo. Detachable stereo-phone speakers for mid and high range frequencies make possible what is called "three dimensional sound separation." The new Model 1617 employs this concept. List price of the 1617 is \$159.95.

## IRAEC Adds Custom Plant

ELKHART, Ind.—In conjunction with a program designed to supply the audiophile with a customized self-sustaining reel-to-reel tape recorder in its new Crown line, International Radio and Electronics Corporation here is building a new 24,000 square foot plant. Up to now, IRAEC could offer a customized tape recorder, but a big  
*(Continued on page 32)*

featuring ...

a broad  
dealer-interview  
round-up on  
what stereo phonos  
are selling

### WINTER BUYING NUMBER

January 11, 1960

This edition supplements the earlier 1960 Phono Directory Number, supplies all of the most important specifications about the new phono models added since then . . . brings the phono directory right up to the minute. Extra distribution at the Furniture Show, Merchandise Mart, Chicago, Jan. 4 thru 95

Note to Phono  
Manufacturers

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

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

music sounds best  
on 4-track 7½ ips tape

# 4

**THE LITTLE DRUMMER BOY**  
Original Version  
by the  
**HARRY SIMEONE CHORALE**  
Fox #121

look to ...  
**20th FOX**  
for the greatest!

# Everlys Record In New York



NEW YORK: This past week the Everly Brothers and Archie Bleyer again combined their talents and came up with a great new sound. The song—"LET IT BE ME"—written by M. Curtis, P. Delanoë and G. Becaud, and published by Leeds Music Corp.—was recorded in New York on December 15th. The orchestra, conducted by Archie Bleyer, was augmented with strings.

This is the first time the Everlys ever recorded outside of Nashville—and the first time they ever recorded with strings.

The flip side—"SINCE YOU BROKE MY HEART"—written by Don Everly and published by Acuff-Rose Publications—was recorded in Nashville on December 13th.

This new release by the "BEST POP VOCAL COMBINATION OF 1959" (Cashbox Poll) is already creating much interest in the trade.

**CADENCE 1376**

# VOX JOX

By JUNE BUNDY

**WNEW XMAS:** Here's a followup report on Christmas activities of stations and deejays across the country last week. . . . Station WNEW, New York did not schedule any commercial announcements for 24 hours, beginning at 8 p.m., Christmas Eve. The outlet, thru general manager John V. B. Sullivan, donated the time as a gift to 24 community service organization. Each organization was allotted a total of one hour of free time during the 24-hour period for spot announcements. One of the most unusual Santa Claus interviews was staged by WNEW Sunday (20) when the station's news staff interviewed a policeman who posed as Santa Claus to foil a narcotics peddler. . . . Joe Ford, KNUZ, Houston, was a host at the Goodwill Industries headquarters last Sunday from 1 to 3 p.m. on "Good Turn Day."

**PAYOLA WEEK:** Station WNTA, Newark, N. J., staged a "Payola Week" December 14-24, with the Salvation Army Christmas Fund getting all the "loot." At least once each hour thruout each day of the week, WNTA invited listeners to send in record requests, accompanied by a check or money order for \$1 or more payable to the Salvation Army. Deejays participating included Paul Brenner, Bob Brown, Mike Woloson, Les Sand, Neal Van Ellis, Lee Arnold, Bill Kirby, Jerry Roberts, Ed Locke, Dick (Ricardo) Sugar, and George Tucker.

**TEXAS YULE:** Another charity drive was staged by WFAA, Dallas, which opened "Deejay Week" at the Salvation Army Christmas Cheer kettle house last week from 12:30 to 1:30 p.m. marking the third year WFAA and Norvell Slater have donated their services to the program. Teamed with Slater on opening day was Jerry Fuller, also of WFAA. Other Dallas deejay teams participating during the week included jocks from KBOX, KLIF, WRR, and KRLD.

Seven San Antonio, Tex., stations and their deejays participated in a day-long radio marathon in mid-December this year to raise \$6,000 to finance the annual Junior Chamber of Commerce Orphans' Christmas Shopping Tour. Stations included KENS, KCRO, KMAC, KONO, KITE, WOAI, and KTSA.

**MYSTERY SANTA:** Station KDKA, Pittsburgh, conducted a star-studded "Big K Mystery Santa Claus" contest during the holidays. Recording stars Doris Day, Perry Como, Pat Boone, Nat King Cole, Fabian, Patti Page, Bobby Darin, Johnny Mathis and Teddy Randazzo each recorded two greetings. On one cut the star—in a disguised voice—said that he or she was the Mystery Santa. Listeners correctly identifying any of the personalities received 100 mystery prizes ranging in value from 49 cents to \$300. On Christmas Day, the stars' holiday greetings in their normal voices were aired by KDKA jocks.

**HOLIDAY GAB:** Bob Hale, WMAV, Springfield, Ill., writes, "I don't know how it is in the rest of the country but in our little market we are getting more requests for religious Christmas (music) than we are for pop tunes. And this started about Thanksgiving. This is great music to play, but what do you follow with? Hale adds: "On Christmas Eve we will be doing a special show for the Coca-Cola people in place of the 'Hi Fi Club'. It will be a presentation of various Christmas traditions with word and song from around the world. Last year I did a similar show in Iowa and as program director was in a position to request albums from the distributors for the proper music, but this year, what with the payola problem, I don't dare ask for a thing. I'll probably sing the music myself."

Other holiday contests included a giant ham giveaway contest held by KVI, Seattle, whereby 10 hams a day, for 12 days, were given away by the station between December 11 and 22. Names were picked at random from local telephone directories and five names were read over the hour 10 times daily. The first KVI listener to call from each set of five names received a ham.

Wish bone contests were conducted by WDGY, Minneapolis, and KJR, Seattle. The annual Thanksgiving Turkey Wish Bone Decorating contest, an annual event at WDGY, calls for listeners to decorate wish bones for Christmas and submit them as entries to the station. Prizes for the best decorated wish bones included a grand award of \$25 worth of toys.

The KJR contest, conducted by jockey Lee Perkins, also asked listeners to decorate turkey wish bones and send them into the station. Winning entries were a wish bone cushion encased in pastel toned crochet and a pine-cone replica of a turkey, with wish bones for legs.

**CHANGE OF THEME:** New program director of KTLN, Denver, is Arch Andrews, formerly with KICN, Denver. . . . Bill Calder and Chuck Johnson have joined WEEI, Boston, in the 3-6 p.m. time slot. . . . Also at WEEI, Tom Russell will be heard from an hour earlier at 5:30 a.m. . . . Paul LaRiviere has joined KEX-FM in the 5 p.m. to midnight time slot.

Bert Cowlan, general manager-veepee of WBAI-FM, New York has resigned from that post, since the station has been given to Pacifica Foundation. He plans to stay in commercial radio. . . . New publicity-public relations staffer at WWDC, Washington, is Mary Duthie.

Robert Leder, veepee of RKO and general manager of WOR and WOR-TV, New York, will assume the new duties of division director of KHJ-TV, Los Angeles. He will also continue his present duties. Leder will visit the Los Angeles station early in January. . . . George Tucker, WNTA, Newark, N. J., has added an additional hour to his Friday night schedule, via new show, a live remote from the Olympic Bowling Lanes in Belleville, N. J. from 9:30 to 10:30 p.m. Tucker is now on the air seven hours a week.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Queen Kitty Still on Top of C&W Heap

One of the relatively few women to achieve fame as a country singer, Kitty Wells, a star of WSM's "Grand Ole Opry" and a recording artist for Decca Records, was born in Nashville August 30, 1919.

In private life Miss Wells is Mrs. Johnny Wright, wife of the senior member of the popular c.&w. duo, Johnny and Jack. The Wrights have three children.

Miss Wells was signed by Decca in 1952 and her recording "It Wasn't God Who Made Honky-Tonk Angels," an answer song to Hank Thompson's "Wild Side of Life," was one of the top five country tunes of 1952. A few weeks ago Miss Wells signed a life-time contract with Decca.

Among her biggest waxings were "Paying for the Back Street Affair," "I'll Always Be Your Fraulein," "Searching," "Repenting"; "One by One," with Red Foley; "Oho, So Many Years" and "Make Believe," both with Webb Pierce; "Making Believe"; "Goodbye, Mrs. Brown," with Roy Acuff; "I Can't Stop Loving You" and "Change of Heart." Her latest record on the c.&w. charts is "Amigo's Guitar."



### Canada's Dorothy Collins With German Tune

Dorothy Collins was born November 18, 1926, in Windsor, Ont. Her early years were spent in Canada where she finished her schooling.

The thrush got her professional start as singer with the Raymond Scott ork. A few years later she married Scott. In 1950 Miss Collins became singing star on TV's "Your Hit Parade." Since that time the canary has toured the United States and Canada many times. She is currently riding the Hot 100 with "Baciare, Baciare," a German song sung in Italian and English.

## YESTERYEAR'S TOPS—

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

### DECEMBER 25, 1954

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

### DECEMBER 24, 1949

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

# MUSIC AS WRITTEN

## New York

Paul Anka is now enjoying a vacation via a Caribbean cruise. . . . The Modern Jazz Quartet is set for the Blackhawk in San Francisco starting March 4. . . . Harry James and his ork, will play Basin Street East in New York starting February 10. Also on the bill will be the Kenny Burrell Combo. . . . Charlie Barnett is putting together a new band and will start touring in February. . . . Jack Gold is getting happily excited about Bill Darnel's new waxing of "Sixty Minute Man" on the Paris label. . . . Gold recently cut sides with all his artists before leaving for a Florida vacation last week.

Deejay Art Ford opened a restaurant in New York last week called Art Ford's. . . . The cover of the new Ella Fitzgerald album on Verve is an original by famed French artist Bernard Buffet, on commission from Verve prexy Norman Granz. . . . Tina Robin will play the Shoreham Hotel in Washington starting January 19. . . . Bryant Mayhams, head of Co-Ed Records, now out on the road on a deejay trip. . . . Synthetic Plastics is releasing a new series of albums on the Spin-O-Rama label called "Stradivari Strings." The series, four of which will be released this week, feature string arrangements of the music of famous composers. . . . Belgian music publisher Jacques Kluger returned to Europe last week after two weeks in the U. S., supervising his American operation.

Hubert Long, Roy Drusky's manager, informs us that Roy's latest Decca platter, "Another" is getting lots of action. Drusky authored the tune with Vic McAlpin. . . . The novelty standard of the 1920's, "I Never See Maggie Alone," will be released this week on the Dot label sung by Wink Martindale. . . . "Little Sister," published by Spier Music, has been cut by Cathy Carr on Roulette and Connie Stevens on Warner Bros. . . . Carol Bruce, Wilbur Evans and Jerry Lazarre will star at the Hotel Pierre's Cotillion Room's presentation of "An Evening With Harold Arlen" starting December 29 in New York. . . . Judy Harriet's first release with American International Records, "Goliath, Big Man," has started to get action according to Al Simms, general manager of the label. Thrush was a member of the Walt Disney "Mickey Mouse Club" for two years. Firm has also waxed an LP of a Les Baxter composition "Barbarians," from the sound track of "Goliath and the Barbarians." . . . Sid Seigel, head of Seeco Records, returned from Cuba last week after setting up recording dates for a flock of Cuban artists. Seigel will visit South American countries for Seeco waxings in January. Bob Rolontz.

## Cincinnati

Dick Pike, long one of the top platter spinners hereabouts, leaves his post at Station WNOP, Newport, Ky., the first of the year to go television via WJW, Cleveland, effective January 4. Bob Martin, WJW PD, was in town recently to audition local deejays for the job. . . . The Al Belletto Sextet, jazz crew, returned Tuesday (22) to Herman Kirschner's Piano Lounge downtown to remain thru January 16. . . . Roger Karshner, local Capitol Records sales manager, attracted considerable attention in the territory in recent weeks with a "really big" promotion in the form of a huge platter, five feet in diameter, to plug the firm's Christmas ditty, "The Happy Reindeer," by Dancer, Prancer and Nervous. . . . Vet songwriter Haven Gillespie is spending the holidays with friends here.

Pianist-singer Jacques Foti, who kicked up a storm with his entertaining in a recent three-week stand at the suburban Key Room here, opened Monday (21) at the Hucksters in the Parkway Hotel, 2100 Lincoln Park West, Chicago, for a six-week stand. He recently appeared on the Marty Fay and Fran Allison TV shows in the Windy City to plug his new Hanover Signature album, "Intimately Yours." He is also set for the "Playhouse Penthouse" TV-er and the Jack Eigen radio show in January. . . . Jack Larson (Fraternity) spent Christmas with friends in Detroit and then hit out for St. Louis, where he opens Monday (28) at the Tic Toc Club to remain thru February 12. Larson is currently plugging his brand-new release, "Drifting Down the River" b.w. "Autumn Heart." . . . Frank Hanshaw, GAC nabob in Miami Beach, Fla., flew into town Tuesday (22), accompanied by his wife, Jane, and son, Frank Jr., to spend the yule season with friends and relatives. Hanshaw formerly headed up the GAC set-up here. Bill Sachs

## Hollywood

Capitol Records is closely studying Columbia's seven-inch stereo LP's, and may well be the second label to issue stereo singles at the 33 1/3 speed. According to Capitol artist-repertoire veepee Lloyd Dunn, Capitol is keenly interested in the development and is following Columbia's progress. Once a sufficient market has been developed, Capitol can be expected to enter this facet of the business.

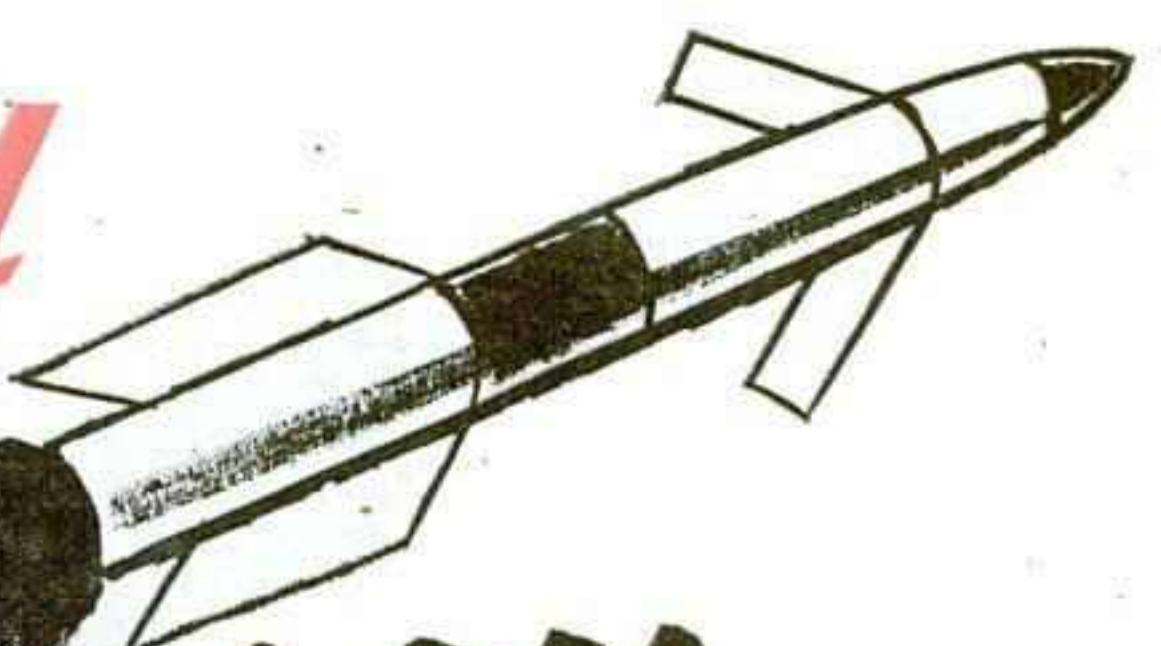
Paramount Pictures signed composer-conductor Bernard Herman to score "Psycho," the next Alfred Hitchcock chiller. Herman had scored Hitchcock's recent "North By Northwest." At the same lot, Sammy Cahn and Jimmy Van Heusen will pen the title tune to Ray Stark's "The World of Suzie Wong," to be filmed in Hong Kong early next year.

American Federation of Musicians' Las Vegas Local 369 will sponsor a 75 piece symphony orchestra concert January 31 with all proceeds going to the Southern Nevada Music Fund. Concert will be staged in the Dunes Hotel's Arabian Room. Los Angeles' sax virtuoso Ralph Geri will be guest soloist with

(Continued on page 16)

# NOW WHEN YOU NEED IT MOST

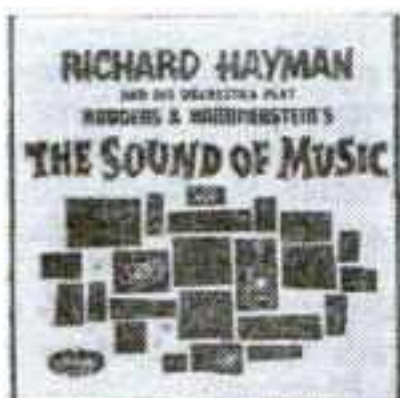
Here's the *Mercury*



## GO LIKE 60 PLAN

### FOR JANUARY PROFITS

# NOW! 22½% OFF on STEREO! 12½% OFF on MONAURAL!



The Sound Of Music—Richard Hayman. MG20500, SR60177



Bloch: Concerto Grosso No. 1 & 2—Eastman-Rochester Sym. Hanson. MG50223, SR90223



Bartok: Dance Suite/Two Portraits—Philharmonia Hungarica, Dorati. MG50183, SR90183

### These 10 brilliant new releases Yours at 12½% or 22½% extra discount



Clebanoff Plays More Songs From Great Films—Clebanoff. MG20483, SR60162



Harmonicha Cha Cha—Harmonicats. MG20391, SR60051

Buy 10 Mercury Stereo and/or Monaural New January Releases (as illustrated) at this sensational extra discount, and this qualifies you to buy as many as 60 additional units from the regular catalog at the same fabulous 22½% extra discount on stereo and 12½% extra discount on monaural. Minimum order: 10 new January release units of any combination. Maximum order: Unlimited but must be based on 6 for 1 ratio. Plan starts immediately . . . Limited Time.

• *Deferred Payment Terms*

• *Contact your Mercury salesman or Distributor*



The Magic Of Sarah Vaughan—Sarah Vaughan. MG20438, SR60110



Original T. V. Music From "Wagon Train"—Stanley Wilson Orchestra. MG20502, SR60179



Encore Of Golden Hits—The Platters. MG20472



Vive La Marche! — Detroit Symphony, Paray. MG50211, SR90211



Stravinsky: Petrouchka—Minneapolis Sym., Dorati. MG50216, SR90216



#### IMPORTANT NOTICE

Effective February 1, 1960 suggested list for Mercury Classical monaural will be \$4.98. You have an opportunity during this plan to stock the merchandise not only based on the suggested \$3.98 list, but upon the 12½% extra discount offered for monaural merchandise.

# 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.

**WILLY ALBERTI**, The Dutch singer who hit the American scene with Marina, has returned to Europe after a series of concert engagements here. He leaves behind him a new single, *Li Per Le b-w Julia*, a Billboard Pick on Epic Records, his new U. S. label. Both tunes are from his LP, Marina, and he sings them in Italian. Altho he is a native of Amsterdam, he has earned success singing Italian.

**TONI ARDEN**, Decca recording artist, filled the Persian Room of the Hotel Plaza in N.Y.C., to capacity at her opening there last week. Especially enjoyable was Miss Arden's *The Village Of St. Bernadette*, her newest on Decca. Her engagement runs through Christmas week. Miss Arden's father, a noted singer who performed frequently with the Metropolitan Opera, supervised her early musical training, which was aimed at her entering opera. Shortly after her father died, she decided to forego her operatic ambitions and aim for a career as a pop singer. The quality of Miss Arden's fine voice is displayed in her latest album, Besame.

**ANITA BRYANT**: Described as a "singing vision," the 19-year-old Oklahoma songstress, who scored with *Till There Was You*, holds more beauty queen titles than any other female singer. She was Miss Oklahoma and second runner-up to Miss America in 1958; Homecoming Queen at the U. S. Military Academy in 1958; and Queen of the Minneapolis Aquatennial in 1959. She hit the Hot 100 chart this week with two entries: *Promise Me A Rose* (a Star Performer) and *Do Re Me*. Carlton Records has released her first album titled Anita Bryant. The album contains many tasteful tunes, most of which are from recent Broadway shows: *Hello*, *Young Lovers*, *Mr. Wonderful*, *Small World*, *Love Look Away*, *Blessings Of Love* and *The Party's Over*, in addition to the two that made the Hot 100 this week.

**BIRTHDAYS OF THE WEEK**: Dec. 28, Earl Hines, Billy Williams. Dec. 31, Jonah Jones. Jan. 1, Xavier Cugat. Jan. 2, Julius La Rosa. Jan. 3, Victor Borge.

**RAY CHARLES** is swingin' with two releases, *Let The Good Times Roll* and *Don't Let The Sun Catch You Cryin'*, taken from his album *The Genius of Ray Charles*. The Atlantic recording artist plays saxophone and piano, composes and writes arrangements for his own crew of musicians as well as sings. Spirituals and gospel songs fascinate Ray, and he spends many hours listening to them on records and in churches in the many cities to which he travels.

**BOBBY DAY** has two strong bids in his latest, *I Don't Want To*, a frantic rocker, b-w *My Blue Heaven*—both Spotlighted by Billboard. The young man from L.A. scored previously with *Rockin' Robin*. His newest Class album bears the same title.

**PAUL EVANS**, who is currently clicking with *Seven Little Girls (Sittin' In The Back Seat)* is readying an album to be released by Guaranteed Records after the new year. Paul is a local New York Boy who writes songs as well as he sings (wrote *Kalin Twins' disk When*).

**CONNIE FRANCIS** continues to climb on the Hot 100 with her MGM single, *Among My Souvenirs*. Winner of *The Billboard-D.J.-Poll of Most Played Female Vocalist*, she has an international schedule lined up for 1960. A series of one-nighters in Australia, starting Jan. 7 are set, which will be followed by several dates in Honolulu and a tour of Europe starting Feb. 15. In this country, she will be at the Cloisters, Hwd., for two weeks starting Jan. 20.

**FRANKIE FORD**, Ace Records artist, could have a follow up to his hit *Sea Cruise* with his latest, *I Want To Be Your Man*, a rhythmic item that he delivers over bright, brassy support, b-w *Time After Time*, both Billboard Spotlight Winners.

**LLOYD PRICE**: Early in 1959, a staggeringly successful song titled *Stagger Lee* made a national favorite of Louisiana - born singer - musician - composer-arranger Lloyd Price. Later in the year he delivered another million seller, *Personality*. Album-wise he is represented by three collections: *The Exciting Lloyd Price*, *Mr. Personality* and *Mr. Personality Sings The Blues*.

**The ROCK-A-TEENS**, Vic Mizell, Bill Cook, Bill Smith, Paul Evans, Boo Walker and Eddie Robinson, are in *The Billboard Spotlight* with their newest on *Roulette*, *Twangy*, a drum instrumental with Latin traces and twangy guitars. Flip is *Doggone It, Baby*.

**IVO ROBIC**, a top European recording artist from Yugoslavia, who made the American scene with *Morgen*, is in *The Billboard Spotlight* with his newest Laurie single, *The Happy Muleteer*, a folksy tune that tells of the adventures of a driver of a mule team, b-w *Rhondale*. Lyrics on both tunes are in German and English.

**BOBBY RYDELL**: The 17-year-old teen-age favorite from Philadelphia gave an excellent showing in the recent Billboard Poll of deejays to determine the Most Promising Male Vocalist. He is right up there in the top three most promising. The tunes that helped contribute to his popularity are *Kissin' Time* (one of his first); *We Got Love* (on the Hot 100 chart for the past 12 weeks), and his new one *I Dig Girls*. In 1957, Frankie Day (his personal manager now) first met Bobby and started him on a rigid schedule to fully develop his basic talent into a polished performer. The high rating of Red Skelton's TV Show the night Bobby guested on it has prompted Red to sign him for future appearances — a strong indication of

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

Bobby's popularity. Cameo Records has released his first LP, *We Got Love*. Bobby is currently appearing at the Brooklyn Fox Theater.

**JERRY WALLACE**: The West Coast lad follows his successful *Primrose Lane* with a happy Hawaiian-flavored tune, *Little Coco Palm*. The Challenge recording artist is scheduled for a Jan. 9 appearance on the Dick Clark TV Show.

**FRANKIE VAUGHN** is England's Frank Sinatra, Perry Como and Andy Williams tuned into one. Columbia Records releases his stateside records, the latest of which is *The Very Very Young*. Coming soon is the Columbia album *Frankie Vaughn At The Paladium*. Presently in the U. S., he will appear on the *Spectacular The Future Lies Ahead*, Jan. 21 and the *Dinah Shore Show*, Feb. 21.

**PROMOTION DAYS AND WEEKS**: Dec. 31, New Year's Eve. Jan. 1, New Year's Day. January is United Cerebral Palsy Month, Super Market Month, Wheat Bread Month. Jan. 2 begins *The New March of Dimes*.

OUR VERY BEST WISHES FOR A HAPPY NEW YEAR.

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

- BELOVED—Bob Beckham .....Decca
- CRAZY ARMS—Bob Beckham .....Decca
- HEAR THEM BELLS—Bobby Darin .....Decca
- LET IT BE ME—Everly Brothers .....Cadence
- LIVIN' DANGEROUSLY—McGuire Sisters .....Coral
- PUERTO RICAN PEDDLER—Bill Haley .....Decca
- SINCE YOU BROKE MY HEART—Everly Brothers .....Cadence
- SKOKIAAN—Bill Haley .....Decca

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

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

## MUSIC AS WRITTEN

Continued from page 14

regular orchestra to be composed entirely of Las Vegas musicians. Program will feature Bill Reddie's Symphony No. 1, along with works by modern and classic composers.

Vocalist Tommy Sands opened last week at Las Vegas' Sands Hotel, leaving a hospital bed to meet the engagement. Still recuperating from a virus infection, his doctor has ordered him to remain in bed thruout his Vegas stay except for the time when he makes his two-night appearances. Also on the Sands scene: Capitol artist-repertoire exec producer Ken Nelson who will record an album, "Sands at the Sands," and the vocalist's manager, Ted Wick.

Capitol Records presented a Gold Record Award to Meredith Wilson Saturday (26) to note the fact that Wilson's "The Music Man" original cast album passed the million-dollar sales mark. Presentation was made at a party at Sardi's (New York) given by Capitol to celebrate "Music Man's" second anniversary. Show's Broadway run has grossed more than \$7,000,000 and when combined with the national company's take, its gross nears the \$10,000,000 mark. Lee Zhitto.

## MEMORABLE YEAR FOR MUSIC INDUSTRY ENDS

Continued from page 1

many of the independent labels. By the end of the year the Diners' Club was offering product from RCA Victor, Mercury and Columbia, and in December Decca Records made its product available to Diners. The other record clubs boomed. Columbia Records Club passed the million mark in subscribers and the Victor Record clubs claimed close to 700,000 members.

The new ASCAP Consent Decree was finally handed down by the Justice Department in July, and immediately after it was issued controversy started. A group of ASCAP dissident writers and publishers mounted their attacks on the decree provisions, aided by the Roosevelt Committee in Washington. When arguments for and against the decree were heard in New York by Judge Ryan in October, the split was so wide between the eyes and the nays that the Judge ordered a vote on the decree, one part of which was to be a weighted vote, the other part a unit vote. At year's end the writers and publishers had voted but the vote was still being tabulated.

The National Academy of Recording Arts and Sciences commonly known as NARAS, gave out two sets of awards in 1959. The first awards were given out in January and Capitol Records grabbed off more awards than anybody. In the second NARAS nominations last fall, RCA Victor received more nominations than anybody. Goddard Lieberson, prexy of Columbia Records, blasted the NARAS nominating methods. However, the actual awards presented in November on a national TV show, were pretty evenly split between Victor, Capitol and Columbia.

America's deejays, riding high in the spring of 1959, held a Miami convention under the auspices, at that time, of the Storz Station chain. Meet received a blasting in the consumer press. The jockeys, who planned it for a long time, finally started their own organization called The Disk Jockey Association in July. Also last spring a new organization of record manufacturers and distributors was formed in Chicago called ARMADA. It got off to a promising start.

### Dealers Gang Up

Record dealers of America, alarmed by the inroads of clubs, racks and discounting, formed numerous organizations. Most important was SORD, the national dealer's association. Three SORD dealers in Chicago launched a suit against RCA Victor, Capitol and Columbia, charging restraint of trade via special rack deals and record clubs. There were legal moves on the part of dealers

against discounters in others cities.

Distributors and manufacturers were up in arms too. Manufacturers were concerned about counterfeiting records, and distribbers were bothered about transshipping. The possibility of controlling transshipping grew less promising when the FTC called down Audio-Fidelity Records for trying to assign specific territories to his distributors. The FTC called it "anti-trust." And Sam Goody, the oldest and most original discounter of them all, went into bankruptcy, under Chapter II, in New York, but his creditors let him continue under terms of a settlement soon expected to be announced. Lormar, the well-known Chicago one-stop, set up in business in Phoenix and started negotiations to buy a distributorship in Milwaukee.

In spite of all these things, business in LP's was good all thru the year, but singles were off. Occasionally a hot single would break thru like "The Battle of New Orleans" or "Mack the Knife," but it wasn't a great year. In albums, however, "Peter Gunn," Mitch Miller, Johnny Mathis, the Kingston Trio and original cast albums kept things humming.

### And Then Payola

In the fall of 1959, as a result of the quiz scandals on TV, payola jockeys and deals to get tunes played on TV hit the headlines. Most of the story was well reported in the consumer press, and there is no doubt that the exposure helped stem much payola. Many deejays got the ax as a result of disclosures of payola paid to them by manufacturers and distribbers. The FTC, the FCC and the Harris Committee promise a lot more on this subject in 1960. All in all it was an exciting year.

## 'Hound Dog' to Take to Air

WASHINGTON—That "Hound Dog" will be way out front in 1960—but it will be an Air Force missile, not the Presley tune, unless the latter can grab some publicity from the new device. Defense Department announced last week that the first squadron of "Hound Dogs" will join Strategic Air Command forces in the summer of 1960. The Hound Dog is an air-to-surface missile carried by intercontinental missile platform bombers.

Says Defense: "The Hound Dog is presently immune to enemy decoying or jamming — "a claim made by its namesake in the early days of hard-sell rock, but no longer true, as the soft-sell tunes decor teenagers from the old "hound dawg" stomping grounds.





# BILLY VAUGHN

**THE GOLDEN MAN OF MUSIC  
AND HIS ORCHESTRA BREAKS INTO  
A GOLDEN NEW YEAR WITH THIS  
GREAT NEW TWO-SIDED SMASH!**

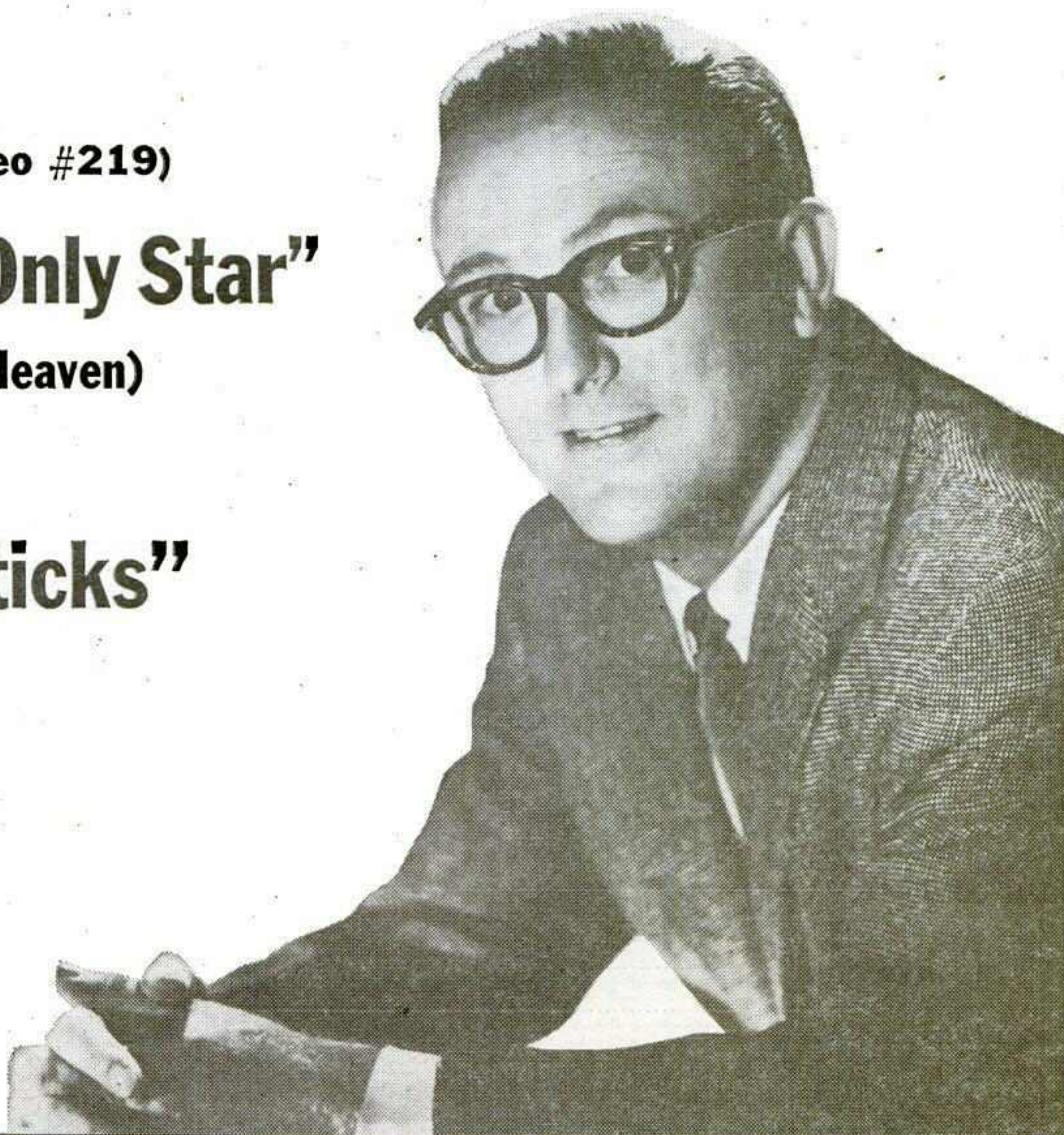
**#16021 (Stereo #219)**

## **"You're the Only Star"**

**(In My Blue Heaven)**



## **"Chop Sticks"**



### **THE NATION'S BEST SELLING RECORDS**



# The Billboard TOP LP'S

FOR THE WEEK ENDING DECEMBER 20

## BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	Weeks on Chart for Christmas LP's Refer to 1959 Only	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	HERE WE GO AGAIN, Kingston Trio, Capitol T 1258	8
2	2	INSIDE SHELLEY BERMAN, Verve MGV 15003	36
3	3	HEAVENLY, Johnny Mathis, Columbia CL 1351	15
4	5	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Assorted Artists, RCA Victor LM 6074	5
5	4	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	92
6	7	OUTSIDE SHELLEY BERMAN, Verve MGV 15007	5
7	6	THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia ML 5386	11
8	14	CHRISTMAS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1025	3
9	17	LET'S ALL SING WITH THE CHIPMUNKS, The Chipmunks, Liberty LRP 3132	5
10	9	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	46
11	8	KINGSTON TRIO AT LARGE, Capitol T 1199	28
12	27	MARIO LANZA SINGS CHRISTMAS CAROLS, RCA Victor LM 2029	3
13	40	THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	2
14	10	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	87
15	11	STUDENT PRINCE & OTHER GREAT MUSICAL COMEDY HITS, Mario Lanza, RCA Victor LM 1837	13
16	21	CHRISTMAS MUSIC, Mantovani, London LL 913	2
17	12	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	23
18	13	FOR THE FIRST TIME, Mario Lanza, RCA Victor LM 2338	8
19	16	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	77
20	—	FABULOUS FABIAN, Chancellor CHL 5005	1
21	18	HYMNS, Tennessee Ernie Ford, Capitol T 756	129
22	15	KINGSTON TRIO, Capitol T 996	28
23	20	MY FAIR LADY, Original Cast, Columbia OL 5090	195
24	19	GIGI, Sound Track, M-G-M 3641 ST	78
25	24	MUSIC MAN, Original Cast, Capitol WAO 990	96

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	— MERRY CHRISTMAS, Bing Crosby, Decca DL 8128	1
27	23 OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	15
28	— CHRISTMAS TIME, Roger Williams, Kapp KL 1064	1
29	22 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	57
30	26 NO ONE CARES, Frank Sinatra, Capitol W 1221	19
31	48 MERRY CHRISTMAS, Johnny Mathis, Columbia CL 1195	2
32	30 GYPSY, Original Cast, Columbia OL 5420	24
33	31 FILM ENCORES, VOL. I, Mantovani, London LL 1700	112
34	29 THAT'S ALL, Bobby Darin, Atco LP 33-104	13
35	33 OKLAHOMA! Sound Track, Capitol SAO 595	199
36	28 BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	8
37	— STAR CAROL, Tennessee Ernie Ford, Capitol T 1071	1
38	35 CONNIFF MEETS BUTTERFIELD, Ray Conniff, Columbia CL 1346	6
39	— GUNFIGHTERS' BALLADS, Marly Robbins, Columbia CL 1349	1
40	25 PORGY AND BESS, Sound Track, Columbia OL 5410	24
41	— CHRISTMAS WITH CONNIFF, Ray Conniff, Columbia CL 1390	1
42	38 TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO, Morton Gould, RCA Victor LM 2345	2
43	39 ELVIS' GOLDEN RECORDS, VOL. I, Elvis Presley, RCA Victor LPM 1885	39
44	— SWINGIN' ON A RAINBOW, Frankie Avalon, Chancellor CHL 5004	1
45	32 SONGS BY RICKY, Ricky Nelson, Imperial IMP 9082	14
46	45 SPIRITUALS, Tennessee Ernie Ford, Capitol T 818	7
47	34 QUIET VILLAGE, Martin Denny, Liberty LRP 3122	18
48	36 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	37
49	41 SOUTH PACIFIC, Original Cast, Columbia OL 4180	291
50	— FIRESIDE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1389	1

## BEST SELLING STEREOGRAPHIC LP'S

THIS WEEK ONE WEEK AGO	Weeks on Chart for Christmas LP's Refer to 1959 Only	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	32
2	2	HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	8
3	3	THE LORD'S PRAYER, The Mormon Tabernacle Choir, Columbia MS 6068	7
4	4	HEAVENLY, Johnny Mathis, Columbia CS 8152	14
5	6	GEMS FOREVER, Mantovani, London PS 106	21
6	5	TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO, Morton Gould, RCA Victor LSC 2345	8
7	24	MARIO LANZA SINGS CHRISTMAS CAROLS, RCA Victor LS 2029	3
8	10	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	32
9	7	FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	9
10	11	OKLAHOMA! Sound Track, Capitol SWAO 595	30
11	28	CHRISTMAS SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8027	2
12	—	SPIRIT OF CHRISTMAS, Mormon Tabernacle Choir, Columbia MS 6100	—
13	17	GIGI, Sound Track, M-G-M SE 3461 ST	32
14	20	THE KING AND I, Sound Track, Capitol SW 740	20
15	12	MY FAIR LADY, Original Cast, Columbia OS 2015	32

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	— STAR CAROL, Tennessee Ernie Ford, Capitol ST 1071	—
17	8 KINGSTON TRIO AT LARGE, Capitol ST 1199	26
18	9 QUIET VILLAGE, Martin Denny, Liberty LST 7122	7
19	16 TCHAIKOVSKY: PIANO CONCERTO #1, Van Cliburn, RCA Victor LSC 2252	27
20	18 BLUE HAWAII, Billy Vaughn, Dot DLP 25165	25
21	19 NO ONE CARES, Frank Sinatra, Capitol SW 1221	18
22	21 CHRISTMAS MUSIC, Mantovani, London PS 142	2
23	13 PETER GUNN, Henry Mancini, RCA Victor LSP 1956	32
24	27 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138	13
25	— CONTINENTAL ENCORES, Mantovani, London PS 147	13
26	— MERRY CHRISTMAS, Johnny Mathis, Columbia CS 8021	—
27	— STRAUSS WALTZES, Mantovani, London PS 118	16
28	14 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	30
29	15 NEAR YOU, Roger Williams, Kapp KS 1112	9
30	23 BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	6

## Season's Greetings

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

The Billboard

## Best Selling LP's on the Racks

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

1. Let's All Sing With the Chipmunks  
David Seville and the Chipmunks ..Liberty LST 7132
2. Heavenly  
Johnny Mathis .....Columbia CL 1351
3. Christmas Sing Along With Mitch  
Mitch Miller .....Columbia CL 1205
4. That's All  
Bobby Darin .....Atco LP 104
5. No One Cares  
Frank Sinatra .....Capitol W 1221
6. More Johnny's Greatest Hits  
Johnny Mathis .....Columbia CL 1344
7. Songs by Ricky  
Ricky Nelson .....Imperial IMP 9082
8. Party Sing Along With Mitch  
Mitch Miller .....Columbia CL 8138
9. Como Sings  
Perry Como .....RCA Victor LPM 2010
10. Kingston Trio at Large  
.....Capitol T1199

## 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

1. Elvis' Christmas Album  
Elvis Presley .....RCA Victor EPA 4108
2. Hymns  
Tennessee Ernie Ford .....Capitol EAP 1-756
3. Songs by Ricky  
Ricky Nelson .....Imperial EP 162
4. Spirituals  
Tennessee Ernie Ford .....Capitol EAP 1-818
5. Christmas Sing Along With Mitch  
Mitch Miller .....Columbia EPB 12051
6. Heavenly  
Johnny Mathis .....Columbia EPB 13511
7. Ricky Sings Again  
Ricky Nelson .....Imperial EP 159
8. Merry Christmas  
Johnny Mathis .....Columbia EPB 11951
9. Kingston Trio at Large  
.....Capitol EAP 1-1199
10. Side by Side  
Pat and Shirley Boone .....Dot DEP 1076

# 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

**THE "TWANGS" THE "THANG"**

**Duane Eddy, Jamie JLP 3009** — Here's another sock sales item by Duane Eddy, featuring his solid guitar solo work and strong backing by some fine side men (piano, bass, sax, flute, rhythm guitars, drums) and the Ev Freeman Singers. Selections include originals ("Route No. 1," "Rebel Walk," etc) and standards ("My Blue Heaven," "Blueberry Hill," etc.) Great jockey wax.

**PROVOCATIVE PERCUSSION**

**The Command All-Stars, Command RS 806.** (Stereo & Monaural) — The Command All-Stars follow up their hit album "Persuasive Percussion" with another exciting percussion set in the same groove. The subtle arrangements are by Lew Davies and again a group of the country's best jazz men handle them with a wonderful swingy feeling. The tunes are all standards, including "You're the Top," "Mood Indigo," and "Mad About the Boy," and the instrumentalists give them all a solid reading. The sound is superb and the album packaging is outstanding. A set that should sell steadily.

**MR. BIG**

**Tony Mottola, Guitar, Command RS 807.** (Stereo & Monaural) — Superior stereo sound and fine jazz-flavored solo work by Mottola, and four other expert guitarists (four electric and bass guitars) makes this package an unusual listening treat. Selections include "Carioca," "Danger," "What's New," "Dancing on the Ceiling," "I Didn't Know What Time It Was," and "Prelude to a Kiss." Something different for pop jocks and excellent wax for jazz spinners.

Classical

**MAD SCENES FROM: DONIZETTI: ANNA BOLENA; THOMAS: HAMLET; BEINI: IL PIRATA** Maria Callas, Soloist. **Philharmonia Orchestra (Rescigno).** Angel S 35764. (Stereo & Monaural) — Madame Callas is in superb voice in these three arias that are prime showcases for the famous soprano's virtuosity, both as a singer and as a great operatic actress. She handles the long and difficult trills in "Al dolce quidami castel natio" from "Anna Bolena" with great ease and thoro conviction. Her renditions of the mad Ophelia scene from Thomas' "Hamlet" and Imogene's passionate outburst from Bellini's "Il Pirata" are equally fine. A prize item for all collectors.

**MOZART: CONCERTO NO. 3 IN G MAJOR; PROKOFIEV: CONCERTO NO. 2 IN G MINOR, OP. 63**

**David Oistrakh, Violin, Philharmonia Orchestra (Galliera).** Angel S 35714. (Stereo & Monaural) — An outstanding interpretation of the lyrical third Mozart Concerto. The cadenzas are perfect showcases for Mr. Oistrakh's great talent and he handles the passages with deftness and technical proficiency. The Prokofiev concerto is done with equal success and is ably supported here by the Philharmonia Orchestra under the capable baton of Alceo Galliera. A must for every classical collector.

**DONIZATTI: L' ELISIR D' AMORE**

**Soloists; Chorus & Orchestra of Maggio Musicale Fiorentino (Chorus Leader: Morosini) (Molinari-Pradelli).** London OSA 1311. (Stereo & Monaural) — One of two monaural versions outstanding of the less familiar Donizetti opera has here been released in stereo form. The artistry is tops, particularly on the part of soprano Gueden and tenor Di Stefano and the chorus and ork of the Maggio Musicale Fiorentino are in equally fine fettle. A live and listenable stereo conversion of a classic-styled Italian opera. Original Italian libretto with translation is included in booklet form.

**RAVEL: DEPHNIS ET CHLOE**

**Soloists; Royal Opera House Chorus (Robinson); London Symphony Orchestra (Monteux).** London CS 6147 — Before the days of the LP, Pierre Monteux's 78 r.p.m. waxing of this classic was the definitive interpretation. Now he has again recorded the complete ballet, but this time with a superior orchestra and modern sound. The result is an outstanding disk, likely to be a favorite of collectors for some time to come. Will do well despite heavy competition.

**RENATA TEBALDI SINGS VERDI**

**London OS 25082.** (Stereo & Monaural) — Here's another sure-fire success for the popular star. She exhibits her usual rich, tonal quality and expert technique on selections from three Verdi operas—"Il Trovatore," "La Forza Del Destino," and "Otello," representing three main divisions of Verdi's operatic life.

Spoken Word

J. B.

**Raymond Massey, Christopher Plummer, James Daly and Nan Martin. (2-12").** RCA Victor LD 6075 — Latest release in the label's Soria series. This is the original cast LP of the Pulitzer prize Broadway play by Archibald MacLish, starring Christopher Plummer as God, Raymond Massey as Satan, James Daly as J. B. and Nan Martin as J. B.'s wife, Sarah. The hard-hitting play in verse form is based on the Story of Job. Appropriate background music was composed and directed by David Amram. Packaged handsomely, the album is an excellent gift item and should bring in solid sales from the many who saw the play.

**THE WONDERFUL WORLD OF JONATHAN WINTERS**

**Verve MGV 15009** — TV-nitery comedian Winters has a sock album of monologs, which should appeal to buyers of Shelley Berman, Mort Sahl, etc. Funniest of the zany material is a report on Flying Saucers. Eye-catching cover, with Winters portraying himself while dangling masks of his face depicting comedy and tragedy.

## 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 TALENT

**I SWING FOR YOU**

**Vicky Lane, RCA Victor LSP 2056.** (Stereo & Monaural)—Vicky Lane is a new singer who could go far on wax. She handles a group of standards with a refreshing, jazz oriented style that is both novel and exciting. And the arrangements behind her by the Pete Candoli Combo are attractive. Selections range from "The Trolley Song" to "They Say It's Wonderful," and every song is a delight to hear. Watch this girl, she has talent.

### VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ SANTO & JOHNNY

**Canadian American CALP 1001** — The "Sleepwalk" pair perform a selection of 12 tunes which include standards like "Tenderly," "Harbor Lights," and "Summertime," their own hit, "Sleepwalk," and some originals with titles like "All Night Diner," and "Slave Girl." Welcome merchandise for friends made via the original hit. There are some good programming possibilities here too.

★★★★ SHOUT!

**Isley Brothers, RCA Victor LSP 2156.** (Stereo & Monaural) — The Isley Brothers, who have scored via their hit singles, have come thru with an exciting album here that should gain them an even wider audience. They sell a group of tunes including their hit "Shout," "When the Saints Go Marching In," and "Rock Around the Clock," with a wild abandon that is nothing short of frantic, but mighty listenable, too. A strong first album for the group.

★★★★ THE NUTTY SQUIRRELS

**Hanover HM 8014** — The "Uhl Oh!" boys have put together a flock of newies for the benefit of speeded-up voice fans everywhere. The instigators of this latest nonsense sound with jazz improvisation overtones, Sascha Barland and Don Elliott, have concocted such works as "Uhl Oh!," "Ding Dong," and "Zowee," for the edification of their followers. Cute set has as much appeal for kiddies as for adults.

★★★★ THE SOUND OF MUSIC

**Norman Paris Quartet, Harmony HL 7235** — The new Mary Martin Broadway musical is a big hit and this tasteful, jazz-flavored instrumental treatment of the melodic Rodgers-Hammerstein score should fare well sales-wise in the low-priced field. Selections include the title theme, "Do-Re-Mi," "Climb Ev'ry Mountain," etc. Attractive cover.

★★★★ KURT WEILL IN BERLIN

**Peter Sandloff & Ork, Angel S 35727.** (Stereo & Monaural) — Fourteen songs written by Weill, with Bertold Brecht in collaboration on most of them, during the

period between 1928 to 1930. Here they are arranged, sometimes too freely, by Peter Sandloff and his orchestra. The pieces are wonderful; gay and carefree for the most part and include the now familiar "Ballad of Mack the Knife," plus "Love Song," from the same opera, "The Rise and Fall of the City of Mahogany," and "Berliner Requiem." Disk was recorded under the supervision of the late composer's famous widow, Lotte Lenya. Strong item as gift and for many fans of the composer.

CLASSICAL ★★★★★

★★★★ MOUSSORGSKY - RAVEL: PICTURES AT AN EXHIBITION

**Philharmonia Orchestra (Von Karajan).** Angel S 35430. (Stereo & Monaural) — A familiar and popular work, oft-recorded, gets a splendid performance by the ork. The Von Karajan name is a powerful asset in this case with at least a half dozen other sets by the well-known conductor among the label's most popular catalog items. Here the sound shimmers with liveness all the way thru. An unusually picturesque cover for the usually conservative label can bring attention.

★★★★ HANDEL: TWELVE ORGAN CONCERTOS

**Richeri, Organ; Chamber Orchestra (Richter).** London CSA 2302 (Stereo & Monaural)—Excellent performances by the noted classical organist Karl Richter of these 12 baroque organ concertos. Richter also conducts the Chamber Orchestra on this handsomely packaged item recorded in St. Mark's Church in Munich. Fine stereo sound enhances set. Album should come in for big sales.

★★★★ OPERA INTERMEZZI

**Philharmonia Orchestra (Von Karajan).** Angel S 35793 (Stereo & Monaural)—Interesting collection of entr'acte pieces used in operas usually to set the mood of the upcoming scene. The scenes set here are from "La Traviata," "Manon Lescaut," "I Pagliacci," "L'Amico Fritz," "The Trojans" and others. Von Karajan displays his conducting talents well and the excellent stereo sound enhances the program especially the storm scene in "The Trojans." Good item for all classical music enthusiasts.

★★★★ BRAHMS: PIANO QUARTET IN C MINOR, OP 60

**Festival Quartet, RCA Victor LM 2330** — The quartet consisting of Szyman Goldberg, violin; William Primrose, viola; Nikolai Gaudan, cello and Victor Babin on the piano play this difficult piece brilliantly. The technical virtuosity of each noted performer blends together harmoniously to provide an excellent performance. Altho not associated with usual classical repertoires, this quality item should be included in classical libraries.

★★★★ BRAHMS: CONCERTO NO. 2 IN B FLAT MAJOR

**Richter-Haaser, Piano; Berlin Philharmonic Orchestra (Von Karajan).** Angel S 35796 — The difficult Brahms Piano Concerto No. 2 played in sensitive yet commanding style here by the German pianist Hans Richter-Haaser, with the Berlin Philharmonic under Herbert Von Karajan. Richter-Haaser, who is well known throuout Europe, is making his American debut this season, and he will undoubtedly receive much attention from concert-goers as a result of this and other recent fine recordings made by him for the label. The set is well recorded and the cover photo is striking.

★★★★ BEETHOVEN: PIANO CONCERTO NO. 1 IN C MAJOR; SONATA NO. 8; BEETHOVEN: PIANO CONCERTO NO. 3

**Backhaus, Piano; Vienna Philharmonic Orchestra (Schmidt-Isserstedt).** London CS 6099, 6094 (Stereo & Monaural)—Two fine performances here by Wilhelm Backhaus of Beethoven's First and Third Piano Concertos. The Piano Concerto No. 1 is backed with the "Sonata No. 8 in C Minor (the 'Pathetic')," and the orchestra on both LP's is the Vienna Philharmonic under Hans Schmidt-Isserstedt. They continue the outstanding Beethoven performances by Backhaus and will be sought after by piano fans. The recording quality is excellent.

★★★★ WAGNER: TANNHAUSER, LOHENGRIN; WEBER: DER FREISCHUTZ

**Elisabeth Schwarzkopf, soloist; Philharmonia Orchestra (Susskind).** Angel S 35806 (Stereo & Monaural)—The magnificent voice of Elisabeth Schwarzkopf is heard in two arias each from two Wagnerian operas and from Weber's "Der Freischutz." Famed here especially as an interpreter of Mozart, Strauss and Lehar, Miss Schwarzkopf handles with ease and dramatic verity Wagner's moods, varying from the contemplative "Elizabeth's Prayer" from "Tannhauser" to the melodramatic "Euch Luften" duet from "Lohengrin," the latter with the aid of mezzo-soprano Christa Ludwig. Should become a staple in the realm of classical voice LP's.

★★★★ GRIEG: CONCERTO IN A MINOR; LISZT: CONCERTO NO. 2 IN A MAJOR

**Cziffra, Piano; Philharmonia Orchestra (Vandernoof).** Angel S 35738 (Stereo & Monaural)—Hungarian refugee Cziffra is an exciting, versatile pianist, with a sizable following in Europe. His interpretation of the Grieg Concerto (which he played when he made his American debut in 1956) is fresh and expressive, and his Liszt rendition is a masterful one.

JAZZ ★★★★★

★★★★ CANNONBALL ADDERLY QUINTET IN SAN FRANCISCO

**Riverside RLP 311** — Cannonball and company generate a lot of live excitement on this "on location" assignment. The set was cut at San Francisco's Jazz Workshop, with Adderly introducing the numbers. The quintet drives hard with a robust sound and the effect of its vitality is only increased by the live atmosphere of appreciative fans stomping and clapping. A couple of Adderly originals, "Spontaneous Combustion," and "You Got It," are grouped with tunes by Pettiford, Randy Weston and Bobby Timmons. An exciting set.

★★★★ THE SERMON

**Jimmy Smith, Blue Note 4011** — A fine swinging jazz album featuring organist Jimmy Smith and such stellar jazzmen as Lee Morgan, Lou Donaldson, Tina Brooks, Kenny Burrell, Art Blakey, Donald Bailey, and Eddie McFadden. They all rip thru a group of driving items with enthusiasm, ranging from the title tune, which takes up one side of the LP, to "J. O. S.," and "Flamino." A strong album for modern jazz buffs.

LOW PRICE

INTERNATIONAL ★★★★★

★★★★ MATADOR

**La Orquesta de La Plaza De Toros de Madrid, Avon M-3002** — This set has some of the best and cleanest sound heard on recent low-price issues. The music is that of Spain, with a heavy flavor of the flamenco. Castanets are prominent in the percussion. (Continued on page 20)

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

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

**Note to Phono  
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**• Reviews and Ratings of  
New Albums**

• Continued from page 19

★★★★  
**VERY STRONG SALES POTENTIAL**

section and the full ork—particularly the brass—comes thru in splendid form. A colorful, well-recorded set well worth the price.

are refreshingly different. His exposure on the Jack Paar show has won him new fans and should help sales. Unfortunately, jacket and liner notes do not make clear that this is a comedy LP.

**SPECIALTY ★★★★★**

★★★★ REJOICE DEAR HEARTS  
Brother Dave Gardner. RCA Victor LPM 2083 — Dave Gardner is a comic with a highly individual technique which he really socks across in this LP, one of the funniest of the year. Brother Dave's role is that of the professional Southerner who uses a mish-mash of rock 'n' roll jargon and Biblical phraseology in cornpone accents. His routines, ranging from zany Dixie character bits to his version of David and Goliath,

★★★  
**GOOD SALES  
POTENTIAL**

**POPULAR ★★★**

★★★ COCKTAIL HOUR IN MOSCOW  
William Gunther. Request RPL 10041 — The title of this listenable collection refers

**TO OUR FELLOW UNIONISTS IN THE ENTERTAINMENT FIELD —**  
Below is the text of an advertisement which Local 802, American Federation of Musicians is running in New York newspapers. The practices referred to, and to which we object in the advertisement, can adversely affect employment in other branches of the entertainment field — if allowed to continue. We ask you to support us in our campaign.

*"a species of fraud on the American public..."*  
**TO THE TELEVISION  
AUDIENCE**

The employment opportunities of professional musicians in the United States are being curtailed seriously by a growing, but little-known practice in many filmed network television shows. The same thing is also happening in motion picture production.

The music which you hear on these shows is made abroad at cut rates, at the expense of American musicians.

This practice has grown to alarming proportions, and has led Senator Wayne Morse of Oregon to introduce a resolution in the Senate demanding a Congressional investigation of the effects of these practices on employment for American musicians and other workers in the film entertainment industry.

The situation is not generally known. Sponsors and producers naturally would prefer that it should not be. However, it is becoming such a serious threat to employment opportunities that it has been branded by Senator Morse as "a species of fraud being perpetrated on the American public by many American producers of film entertainment."

The American Federation of Musicians, whose members would normally be employed to provide music for these shows at union wage scales, is initiating a national campaign of protest against these shows and their sponsors.

Local 802 is participating in this campaign and giving it full and vigorous support.

We feel that our cause is a just one.

We sincerely feel that we are not only fighting for employment which is rightfully ours, but we are also opposing a real threat to the perpetuation of Live Music in America.

We hope we may have your understanding, encouragement and support in our efforts.

*The following television shows use foreign-made music:*

- BAT MASTERSON
- THE BLACK SADDLE
- THE DUPONT SHOW
- JOHNNY RINGO
- LASSIE
- THE LOCKUP
- MAN AND THE CHALLENGER
- MEN INTO SPACE
- RICHARD DIAMOND

- THE RIFLEMAN
- ROBERT TAYLOR'S DETECTIVES
- SEA HUNT
- TALES OF THE PLAINSMEN
- TOMBSTONE TERRITORY
- WANTED DEAD OR ALIVE
- WICHITA TOWN
- ZANE GREY THEATRE



**EXECUTIVE BOARD, LOCAL 802  
AMERICAN FEDERATION OF MUSICIANS, A.F.L.-C.I.O.**

*Al Manuti*  
AL MANUTI, President

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to the tunes themselves, which are all pop versions of Russian melodies, ranging from "Sabre Dance," to various melodies from Tchaikovsky Symphonies. And they are played in delightful style by pianist William Gunther, who is in the George Feyer tradition. About 30 tunes in the set, and it's a good one to recommend to those who like smart, cocktail-y background piano music.

\*\*\* LIKE WOW! Jackie Jocko, Wynne WLP5 702 — Jackie Jocko, accompanied by Joe Peters at the drums, come thru with an exciting album here, featuring Jocko singing a group of familiar tunes with spirit and warmth. The selections include "A Foggy Day," "Misty," and "The Thrill Is Gone." Good wax.

\*\*\* GUITAR BOOGIE SHUFFLE Frank Virtue and the Virtues, Wynne WLP 111. (Stereo & Monaural) — This group had a hot single a while back with "Guitar Boogie Shuffle." That title has been placed on their LP, even tho that particular number is not included in its contents. James Bruno, featured guitarist, usually takes the melody with the group providing rhythmic backing, often with a rocking tempo. Album features such numbers as "Anna," "Highland Guitar," and a cha cha version of "Third Man Theme."

\*\*\* SONGS OF HAWAII Charles K. L. Davis, Everest SDBR 1060. (Stereo & Monaural) — The native born Hawaiian, who has made a name for himself as an opera and concert singer, returns to the songs of the Islands from whence he came. "Blue Hawaii," "Aloha Oe," "Hawaiian Paradise," and others of a more traditional, less commercial nature, are heard. Tho the quality of Davis' voice is certainly more adapted for the classics, his fans are going to like these winning performances just the same. Good backing is in the traditional Hawaiian style and the set is well recorded.

CLASSICAL \*\*\* \*\*\* ROSSINI: WILLIAM TELL; LA CENERENTOLA; LA GAZZA ADRA; SEMIRAMIDE Paris Conservatoire Orchestra (Maag), London CS 6089. (Stereo & Monaural) — There can be few more glitteringly realistic performances of these brief Rossini works. The work has a splendid sound and it has been beautifully captured on the wax.

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

ARDCO Coming Soon Silver #1004 "OPPORTUNITY" Jewel & Eddie ALLIED RECORD DISTR. CO. 1041 No. La Palms, Hollywood 38, Calif.

There's a good deal of competition already on various stereo cuttings of these and other of the overtures, but this can hold its own strictly on the basis of sound. It's that good.

\*\*\* RIMSKY-KORSAKOV: RUSSIAN EASTER OVERTURE; MOUSSORGSKY: A NIGHT ON THE BARE MOUNTAIN; BORODIN: PRINCE IGOR Philharmonia Orchestra (Von Maticic), Angel S 35768 (Stereo & Monaural)—Here are exciting performances of three popular show pieces. European conductor Von Maticic, has appeared in this country since 1956, which should give this package added appeal in the U. S. attractive cover.

\*\*\* MARCHES FOR CHILDREN Symphony of London (Winograd), Audio Fidelity FCS 50007—Top-notch piece of "sound" packaging in the label's de luxe "component" series, tho the designation "children" tends to limit the market. Actually, this is splendidly recorded material taken from the catalog of classic marches and it figures to have equally strong appeal to adult buyers, particularly those who want to give their sets a workout. Repertoire includes Schubert's "March Militaire," Grieg's "March of the Dwarfs," etc. Attractive wax.

FOLK \*\*\* \*\*\* FOLK DANCES OF AUSTRIA, NO. 2 Karl Kubat and Band, Folkways FW 8838 — This second volume, also recorded in Austria, contains more traditional dances from various areas of the country. Some intriguing ones are, "Kreuzpolka (Cross Polka)," "Das Spinnrad (The Little Spinningwheel)," and "Reidinger Schottisch." Liner notes include pix and directions for dancing. Interesting item for the genre.

\*\*\* GERMAN FOLK SONGS Radio Leipzig Chorus, National Chorus of Berlin, Bruno BR 50113 — Another in Bruno's continuing "Around the World" series, this features the big chorus of Radio Leipzig in a program of appealing melodies, a few of them familiar because of latter day American adaptations. Recording was made in the East German city. Especially interesting is side B, which features a group of suite of seven hunting folk songs scored for four hunting horns and the chorus.

INTERNATIONAL \*\*\* \*\*\* GOOD EVENING VICO Vico Torriani, London SW 99001. (Stereo & Monaural) — Torriani has an animated and an interesting way with a song and on this LP, he offers his tunes in French, German and Italian. He is a good entertainer who sometimes reminds a listener of Danny Kaye's singing style — on a sort of continental level. He's assisted by both by a vocal group and he's backed by both a trio and the Herbert Rehbein ork. Excellent stereo. A lot of flavor here.

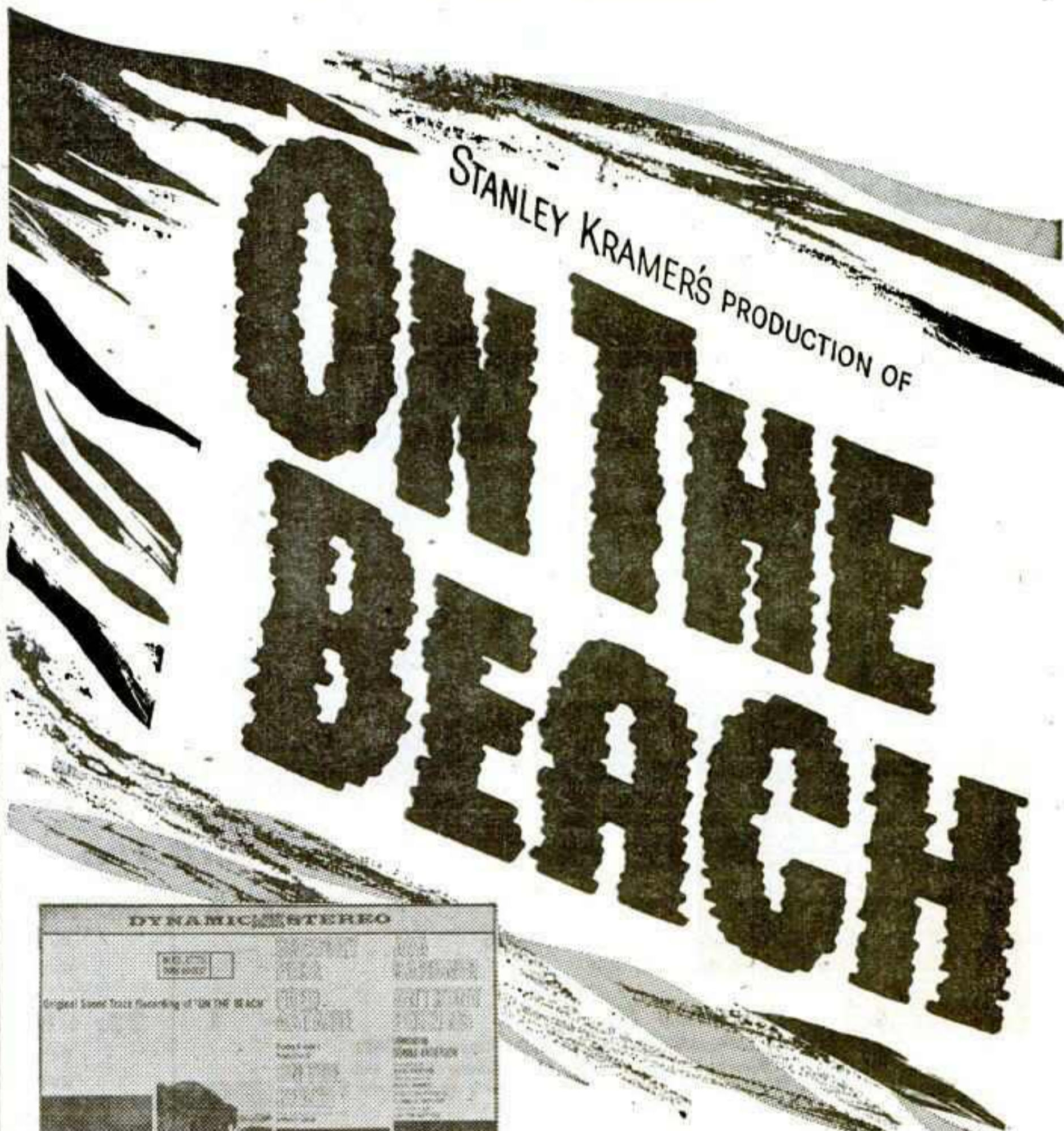
JAZZ \*\*\* \*\*\* SCOTTIE PLAYS THE DUKE Shirley Scott, Prestige 7163 — Shirley Scott's distinctive style on the organ is shown off to good advantage on this collection of Ellingtonia. She is more successful than most organists in getting a broad range of color from her instrument and also shows a warm and fluent style at the piano in a few turns there. The eight numbers include fine renditions of "Caravan," "Prelude to a Kiss," and "In a Sentimental Mood."

POLKA \*\*\* \*\*\* POLKAS AT POLKANKA Johnny Bud Ork, Urania USD 2031. (Stereo & Monaural) — Exuberant, bouncy renditions make this an above-average entry in the polka field. Even non-dancers may turn toe-tappers in response to a really (Continued on page 30)

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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending December 19

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Why</b> By Marcucci-De Angelis—Published by Debmar (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1045.	3	4	<b>6. Way Down Yonder in New Orleans</b> By Cramer-Layton—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Freddie Cannon, Swan 4043. RECORD AVAILABLE: Louis Armstrong, Dec 28169-70.	7	3
<b>2. Heartaches by the Number</b> By H. Howard—Published by Pamper (BMI) BEST SELLING RECORD: Guy Mitchell, Col 41476. RECORD AVAILABLE: Ray Price, Col 41374.	2	11	<b>7. It's Time to Cry</b> By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10064.	8	4
<b>3. Mack the Knife</b> By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30987; Billy Vaughn, Dot 15444; Australian Jazz Quartet, Bethlehem 11053; Dick Stabile, Dot 15996; Fred Skinner, Mecca 1; Ernie Heckscher, Verve 10193.	1	17	<b>8. Among My Souvenirs</b> By Leslie-Nicholls—Published by De Sylva, Brown & Henderson (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12841. RECORD AVAILABLE: Bing Crosby, Dec 23745.	13	3
<b>4. El Paso</b> By Marty Robbins—Published by Marty's Music (BMI) BEST SELLING RECORD: Marty Robbins, Col 41511.	4	5	<b>9. Mr. Blue</b> By Dwayne Blackwell—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods; Dolton 5.	5	15
<b>5. The Big Hurt</b> By Wayne Shanklin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Toni Fisher, Signet 275. RECORDS AVAILABLE: Kalesandro, Warner Bros. 5103.	6	5	<b>10. Marina</b> By Rocco Granata—Published by Maxwell (BMI) BEST SELLING RECORDS: Willy Alberti, London 1888; Rocco Granata, Laurie 3041. RECORDS AVAILABLE: Jacky Noguez, Jamie 1138; Tony Martin, Vic 7633; Joe Vina, Allied Record Sales 7778; Mickey Callen, Colpix 134; Gilberto Ensemble, Music Hall 131.	16	5
<b>Second Ten</b>					
<b>11. Hound Dog Man</b> By Pomus-Shuman—Published by Fabulous (BMI) BEST SELLING RECORD: Fabian, Chancellor 1044.	12	4	<b>16. Pretty Blue Eyes</b> By Randazzo-Weinstein—Published by Almimo (BMI) BEST SELLING RECORD: Steve Lawrence, ABC-Paramount 10058.	26	3
<b>12. Running Bear</b> By J. P. Richardson—Published by Big Bopper Music (BMI) BEST SELLING RECORD: Johnny Preston, Mer 71474.	22	2	<b>17. Scarlet Ribbons</b> By Jack Segal-Evelyn Danzig—Published by Mills (ASCAP) BEST SELLING RECORD: Browns, Vic 7614. RECORDS AVAILABLE: Harry Belafonte, Vic 0321; Kingston Trio, Cap 3970; Enoch Light, Grand Award 1035.	19	5
<b>13. Uh! Oh! (Part II)</b> By Sascha Burland-Don Elliott—Published by Jason (BMI) BEST SELLING RECORD: Nutty Squirrels, Hanover 4540.	17	5	<b>18. In the Mood</b> By J. Garland-A. Razas—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Ernie Fields, Rendezvous 110. RECORDS AVAILABLE: Andrews Sisters, Dec 28482; Bulawayo Sweet Rhythm Band, London 1491; Hutch Davie, Atco 6123; Crazy Otto, Dec 29499; Jerry Gray Ork, Dec. 27177; Johnny Maddox, Dot 15045.	14	11
<b>14. Don't You Know</b> By Bobby Worth—Published by Alexis (ASCAP) BEST SELLING RECORD: Della Reese, Vic 7591.	9	13	<b>19. So Many Ways</b> By Bobby Stevenson—Published by Brenda (BMI) BEST SELLING RECORD: Brook Benton, Mer 71512. RECORD AVAILABLE: Varetta Dillard, Savoy 1153.	15	9
<b>15. We Got Love</b> By Kal Davis-Bernie Lowe—Published by Kaimana-Lowe (ASCAP) BEST SELLING RECORD: Bobby Rydell, Cameo 169.	10	8	<b>20. Sandy</b> By Terry Fell—Published by American (BMI) BEST SELLING RECORD: Larry Hall, Strand 25007.	-	1
<b>Third Ten</b>					
<b>21. Friendly World</b> By Ken Darby—Published by Robbins, Feist, Miller (ASCAP) RECORD AVAILABLE: Fabian, Chancellor 1044.	23	4	<b>26. Smokie (Part II)</b> By Bill Black—Published by Jec (BMI) RECORDS AVAILABLE: Bill Black's Combo, Hi 2018; Bill Doggett, King 5310.	30	2
<b>22. The Little Drummer Boy</b> By H. Simeone-K. K. Davis-H. Onorati—Published by Mills-Delaware (ASCAP) RECORDS AVAILABLE: Beverley Sisters, London 1862; Johnny Cash, Col 41481; Eric Jay, Bullseye 1021; Harry Simeone Chorale, 20th Fox 121; Henry Snow Singers, Whitehall 30005.	-	1	<b>27. Oh, Carol</b> By Neil Sedaka & Howard Greenfield—Published by Aldon (BMI) RECORD AVAILABLE: Neil Sedaka, Vic 7595.	18	10
<b>23. Misty</b> By Garner & Burke—Published by Vernon-Octave (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 41483. RECORDS AVAILABLE: Georgie Auld, Coral 65513; Chris Connor, Atlantic 2037; Erroll Garner, Mer 30037; Jane Harvey, Dot 15885; Johnny Mathis, Col 41483; Bill Shepherd, Signet 12012; Sarah Vaughan, Mer 71477.	11	9	<b>28. Be My Guest</b> By Domino-Marascalco-Boyce—Published by Travis (BMI) RECORD AVAILABLE: Fats Domino, Imperial 5629.	20	8
<b>24. You Got What It Takes</b> By Gordy, Davis & Gordy—Published by Fidelity (BMI) RECORD AVAILABLE: Marv Johnson, United Artists 185.	27	2	<b>29. I Wanna Be Loved</b> By B. Knight—Published by Hilliard (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5614.	21	3
<b>25. Go, Jimmy, Go</b> By Pomus-Shuman—Published by Wills-Ace (BMI) RECORD AVAILABLE: Jimmy Clanton, Ace 575.	-	1	<b>30. Danny Boy</b> By Weatherly—Published by Bossey & Hawkes (ASCAP) RECORDS AVAILABLE: Sil Austin, Mer 71442; Al Hibbler, Atlantic 911 & 1071; Joni James, M-G-M 12369; Glenn Miller Ork, Vic 0040; Conway Twitty, M-G-M 12826; Slim Whiteman, Imp 8201; Linda Hopkins, Federal 12365.	28	11

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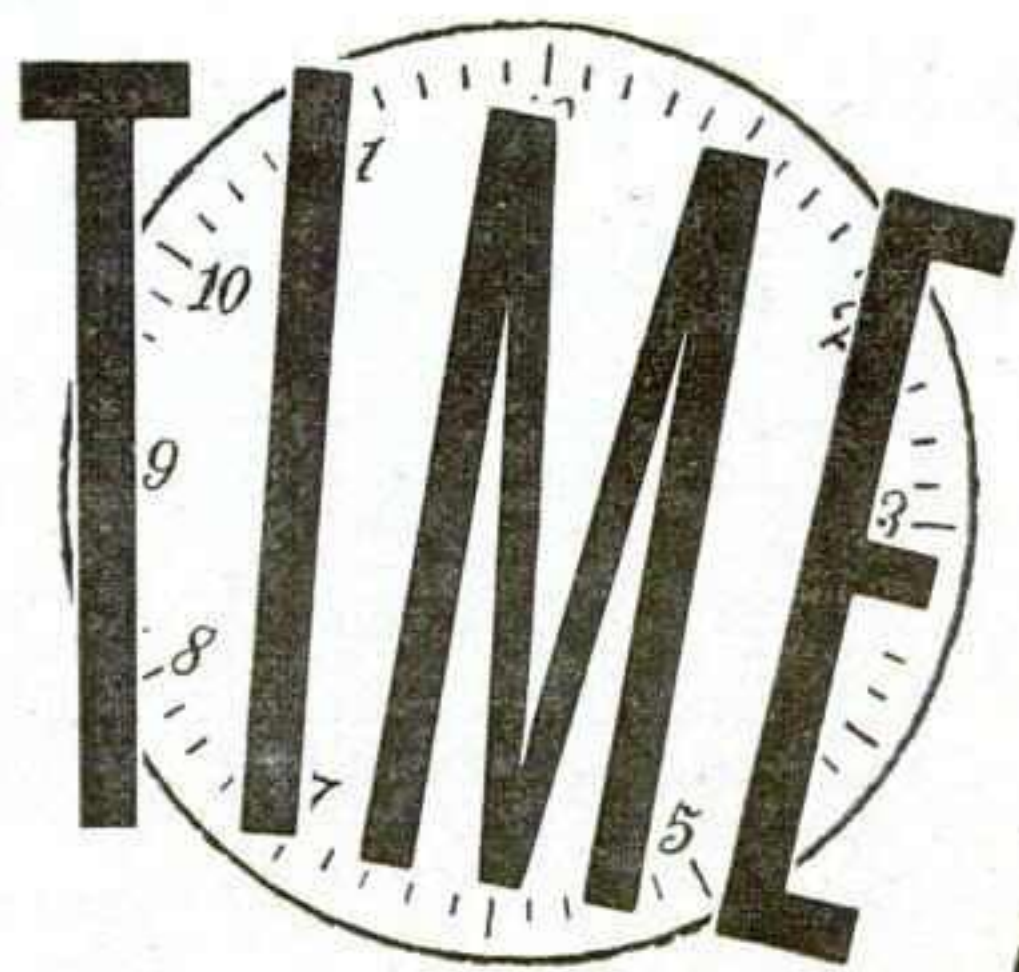
The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

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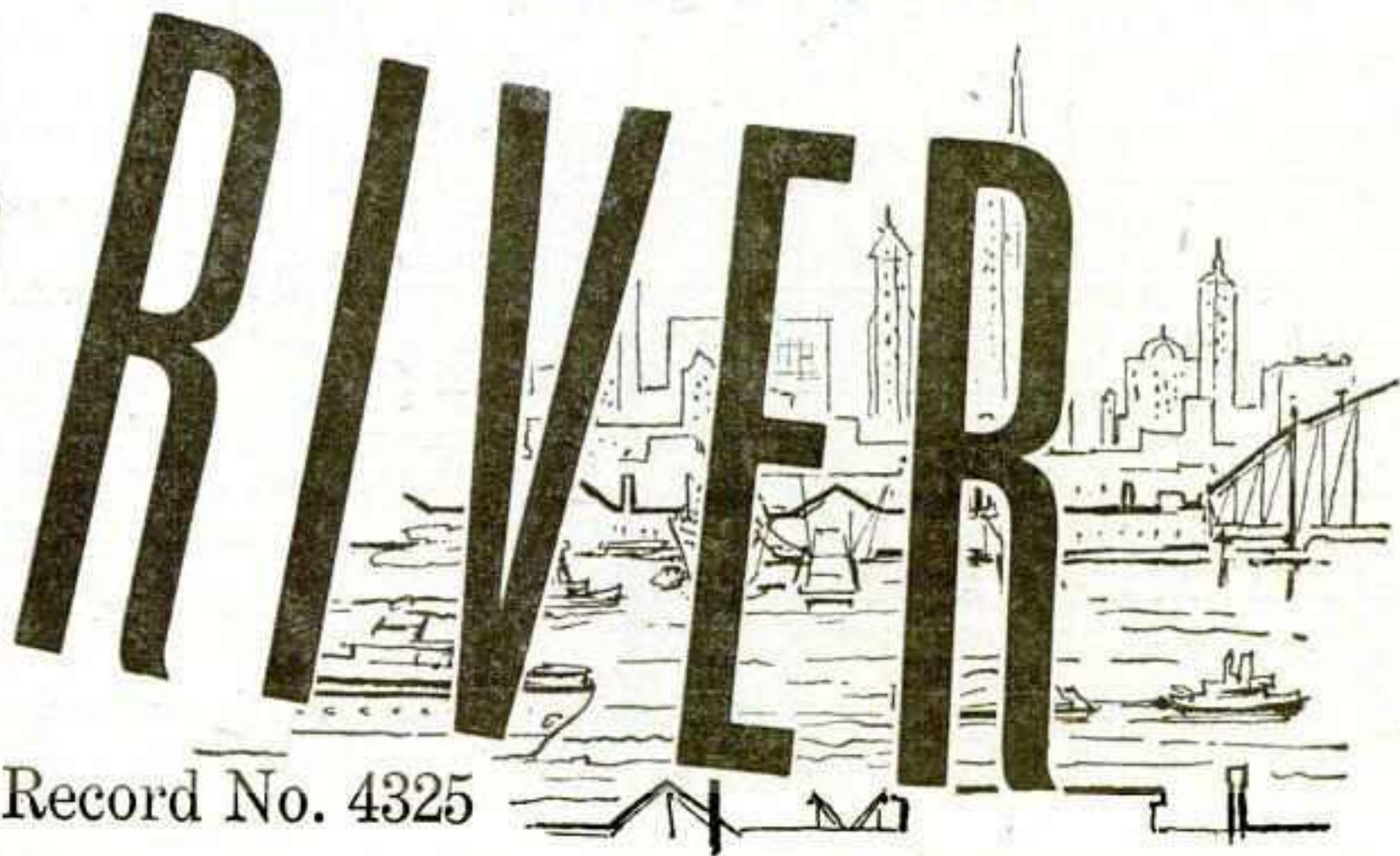
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FOR WEEK ENDING JANUARY 3

# 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.	Indicates that STEREO SINGLE version is available.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
1	2	5	24	WHY	[S]	Frankie Avalon, Chancellor 1045		6
2	3	11	15	EL PASO		Marty Robbins, Columbia 41511		8
3	4	10	17	THE BIG HURT		Toni Fisher, Signet 275		7
4	6	9	18	IT'S TIME TO CRY	[S]	Paul Anka, ABC-Paramount 10064		6
5	5	13	31	WAY DOWN YONDER IN NEW ORLEANS		Freddie Cannon, Swan 4043		6
6	1	1	2	HEARTACHES BY THE NUMBER		Guy Mitchell, Columbia 41476		13
7	9	21	38	AMONG MY SOUVENIRS	[S]	Connie Francis, M-G-M 12841		6
8	7	3	1	MACK THE KNIFE		Bobby Darin, Atco 6147		19
9	10	16	21	HOUND DOG MAN	[S]	Fabian, Chancellor 1044		7
10	19	20	44	PRETTY BLUE EYES	[S]	Steve Lawrence, ABC-Paramount 10058		6
11	24	41	51	RUNNING BEAR		Johnny Preston, Mercury 71474		11
12	8	6	6	WE GOT LOVE		Bobby Rydell, Cameo 169		12
13	14	18	16	SCARLET RIBBONS	[S]	Browns, RCA Victor 7614		9
14	18	15	19	UH! OH! (Part II)		The Nutty Squirrels, Hanover 4540		8
15	47	99	—	THE LITTLE DRUMMER BOY	[S]	Harry Simeone Chorale, 20th Fox 121		3
16	29	31	37	SANDY		Larry Hall, Strand 25007		6
17	15	8	7	SO MANY WAYS	[S]	Brooks Benton, Mercury 71512		11
18	11	4	5	IN THE MOOD		Ernie Fields, Rendezvous 110		15
19	35	74	98	GO, JIMMY, GO		Jimmy Clanton, Ace 575		4
20	12	27	25	FRIENDLY WORLD	[S]	Fabian, Chancellor 1044		6
21	13	7	4	DON'T YOU KNOW	[S]	Della Reese, RCA Victor 7591		14
22	17	2	3	MR. BLUE		Fleetwoods, Dolton 5		16
23	28	48	65	SMOKIE (Part II)		Bill Black's Combo, Hi 2081		5
24	21	12	8	BE MY GUEST		Fats Domino, Imperial 5629		10
25	16	14	9	OH, CAROL		Neil Sedaka, RCA Victor 7595		12
26	20	23	40	I WANNA BE LOVED		Ricky Nelson, Imperial 5614		5
27	25	43	39	YOU GOT WHAT IT TAKES		Marv Johnson, United Artists 185		9
28	56	70	—	THE VILLAGE OF ST. BERNADETTE		Andy Williams, Cadence 1374		3
29	32	32	42	FIRST NAME INITIAL		Annette, Vista 349		10
30	23	30	52	TEARDROP		Santo and Johnny, Canadian-American 107		5
31	26	25	20	COME INTO MY HEART	[S]	Lloyd Price, ABC-Paramount 10062		10
32	52	81	—	NOT ONE MINUTE MORE	[S]	Della Reese, RCA Victor 7644		3
33	27	19	10	DANNY BOY	[S]	Conway Twitty, M-G-M 12826		14

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	STAR PERFORMERS showed the greatest upward progress on the Hot 100 this week.	Indicates that STEREO SINGLE version is available.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
34	76	80	83	THE HAPPY REINDEER		Dancer, Prancer & Nervous, Capitol 4300		4
35	31	34	32	MARINA		Rocco Granata, Laurie 3041		8
36	22	17	13	MISTY		Johnny Mathis, Columbia 41483		13
37	33	24	23	DANCE WITH ME		The Drifters, Atlantic 2040		12
38	37	37	33	JUST AS MUCH AS EVER		Bob Beckham, Decca 30861		21
39	36	60	59	GOD BLESS AMERICA	[S]	Connie Francis, M-G-M 12841		7
40	34	22	22	ALWAYS		Sammy Turner, Big Top 3029		9
41	68	89	—	CHIPMUNK SONG	[S]	David Seville and the Chipmunks, Liberty 55250		3
42	46	46	60	MARINA		Willy Alberti, London 1888		5
43	44	56	72	TALK THAT TALK		Jackie Wilson, Brunswick 55165		6
44	30	28	28	REVEILLE ROCK	[S]	Johnny and the Hurricanes, Warwick 513		9
45	38	55	61	MIGHTY GOOD		Ricky Nelson, Imperial 5614		5
46	51	63	62	CLOUDS		The Spacemen, Alton 254		11
47	40	35	36	BELIEVE ME		Royal Teens, Capitol 4261		10
48	93	—	—	SWINGIN' ON A RAINBOW	[S]	Frankie Avalon, Chancellor 1045		2
49	61	88	99	HOW ABOUT THAT		Dee Clark, Abner 1032		4
50	100	—	—	TEEN ANGEL		Mark Dinning, M-G-M 12845		2
51	65	67	77	WHAT ABOUT US		The Coasters, Atco 6153		4
52	57	65	71	A YEAR AGO TONIGHT		The Crests, Coed 521		4
53	78	77	66	(NEW IN) THE WAYS OF LOVE	[S]	Tommy Edwards, M-G-M 12837		7
54	49	47	54	HIGH SCHOOL U.S.A.		Tommy Facenda, Atlantic 51 to 78		11
55	73	100	—	JUST COME HOME	[S]	Hugo and Luigi, RCA Victor 7639		3
56	39	33	34	(IF YOU CRY) TRUE LOVE, TRUE LOVE		Drifters, Atlantic 2040		9
57	86	94	85	HAPPY ANNIVERSARY		Jane Morgan, Kapp 305		8
58	—	—	—	HE'LL HAVE TO GO		Jim Reeves, RCA Victor 7643		1
59	—	—	—	WHITE CHRISTMAS		Bing Crosby, Decca 23778		1
60	50	39	29	PRIMROSE LANE		Jerry Wallace, Challenge 59047		20
61	—	—	—	MARY, DON'T YOU WEEP		Stonewall Jackson, Columbia 41533		1
62	98	—	—	IF I HAD A GIRL	[S]	Rod Lauren, RCA Victor 7645		2
63	91	—	—	THE LITTLE DRUMMER BOY		Johnny Cash, Columbia 41481		2
64	55	40	45	I'M MOVING ON		Ray Charles, Atlantic 2043		8
65	45	54	100	UH! OH! (Part I)		The Nutty Squirrels, Hanover 4540		4
66	41	26	14	7 LITTLE GIRLS (SITTIN' IN THE BACK SEAT)		Paul Evans & the Curly, Guaranteed 200		16
67	—	—	—	NO LOVE HAVE I		Webb Pierce, Decca 31021		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.	Indicates that STEREO SINGLE version is available.	TITLE, Artist, Company, Record No.	STEREO	WEEKS ON CHART
68	48	38	12	DECK OF CARDS		Wink Martindale, Dot 15968		16
69	60	71	56	WON'TCHA COME HOME	[S]	Lloyd Price, ABC-Paramount 10062		8
70	75	92	—	DO-RE-MI		Mitch Miller and the Kids, Columbia 41499		3
71	53	52	47	LOVE POTION #9		Clovers, United Artists 180		16
72	—	—	—	WHERE OR WHEN		Dion & the Belmonts, Laurie 3044		1
73	85	—	—	BACIARE, BACIARE		Dorothy Collins, Top Rank 2024		2
74	94	—	—	LET'S TRY AGAIN	[S]	Clyde McPhatter, M-G-M 12843		2
75	81	84	84	ONE MORE CHANCE		Rod Bernard, Mercury 71507		8
76	90	90	96	SHIMMY, SHIMMY, KO-KO BOP		Little Anthony & the Imperials, End 1060		4
77	96	—	—	THIS TIME OF THE YEAR	[S]	Brook Benton, Mercury 71554		2
78	—	—	—	DOWN BY THE STATION		Four Preps, Capitol 4312		1
79	42	29	30	UNFORGETTABLE	[S]	Dinah Washington, Mercury 71508		13
80	89	96	—	I DON'T KNOW WHAT IT IS		The Blue Notes, Bronke 111		3
81	82	—	—	CLIMB EV'RY MOUNTAIN		Tony Bennett, Columbia 41520		2
82	84	85	93	LUCKY DEVIL		Carl Dobkins Jr., Decca 31020		4
83	—	—	—	BONNIE CAME BACK		Duane Eddy, Jamie 1144		1
84	88	—	—	RUN, RED, RUN		Coasters, Atco 6153		2
85	71	78	88	BEYOND THE SUNSET		Pat Boone, Dot 16006		5
86	43	36	11	PUT YOUR HEAD ON MY SHOULDER	[S]	Paul Anka, ABC-Paramount 10040		18
87	—	—	—	HANDY MAN		Jimmy Jones, Cub 9049		1
88	—	—	—	PROMISE ME A ROSE		Anita Bryant, Carlton 523		1
89	—	—	—	LONELY BLUE BOY		Conway Twitty, M-G-M 12857		1
90	99	—	—	SWEET NUTHIN'S		Brenda Lee, Decca 30967		2
91	—	—	—	HONEY HUSH		Joe Turner, Atlantic 1001		1
92	54	44	50	SMOOTH OPERATOR		Sarah Vaughan, Mercury 71519		9
93	—	—	—	LITTLE THINGS MEAN A LOT		Jon James, M-G-M 12849		1
94	—	—	—	DO-RE-MI		Anita Bryant, Carlton 523		1
95	74	79	75	TINY TIM		LaVern Baker, Atlantic 2041		1
96	83	83	87	WE TOLD YOU NOT TO MARRY		Titus Turner, Clover 201		1
97	58	49	43	TALK TO ME		Frank Sinatra, Capitol 4284		1
98	—	—	—	HARLEM NOCTURNE		Viscounts, Madison 123		1
99	—	—	—	THE SOUND OF MUSIC		Patti Page, Mercury 71555		1
100	—	—	—	DARLING LORRAINE		Knockouts, Shad 5013		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

- \*TEEN ANGEL ..... Mark Dinning  
(Acuff-Rose, BMI) M-G-M 12845
- \*HE'LL HAVE TO GO ..... Jim Reeves  
(Central Songs, BMI) RCA Victor 7643
- \*MARY DON'T YOU WEEP ..... Stonewall Jackson  
(Cedarwood, BMI) Columbia 41533

- \*IF I HAD A GIRL ..... Rod Lauren  
(Sigma, ASCAP) RCA Victor 7645
- \*NO LOVE HAVE I ..... Webb Pierce  
(Cedarwood, BMI) Decca 31021

C&W—No selections this week.

R&B—No selections this week.

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

## BUBBLING UNDER THE HOT 100

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

1. TELL HER FOR ME ..... Adam Wade, Coed
2. TEENAGE HAYRIDE ..... Tender Slim, Grey Cliff
3. WHAT IN THE WORLD'S COME OVER YOU ... Jack Scott, Carlton
4. (I REMEMBER) IN THE STILL OF THE NIGHT . Five Satins, Ember
5. ROCKIN' LITTLE ANGEL ..... Ray Smith, Judd
6. EARTH ANGEL ..... The Penguins, Dooto
7. RIVERBOAT ..... Faron Young, Capitol
8. TOO MUCH TEQUILA ..... The Chamos, Challenge
9. SINCE I MADE YOU CRY ..... Rivas, Coed
10. THE HAPPY MULETEER ..... Ivo Robic, Laurie
11. BULLDOG ..... Fireballs, Top Rank
12. I WAS SUCH A FOOL ..... The Flamingos, End
13. WINTERTIME ..... The Four Coachmen, Adonis
14. HOW WILL IT END ..... Bobby Darvel, Colt 45
15. ON THE BEACH ..... Frank Chacksfield, London

### HOT 100: A TO Z

A Year Ago Tonight	52
Always	40
Among My Souvenirs	7
Baciare, Baciare	73
Be My Guest	27
Believe Me	47
Beyond the Sunset	85
Big Hurt, The	3
Bonnie Came Back	83
Chipmunk Song	41
Climb Every Mountain	81
Clouds	46
Come Into My Heart	31
Dance With Me	37
Danny Boy	33
Darling Lorraine	100
Deck of Cards	68
Do-Re-Mi (Bryant)	94
Do-Re-Mi (Miller)	70
Don't You Know	21
Down by the Station	78
El Paso	2
First Name Initial	29
Friendly World	20
Go, Jimmy, Go	19
God Bless America	39
Handy Man	87
Happy Anniversary	57
Happy Reindeer, The	34
Harlem Nocturne	98
Heartaches by the Number	6
He'll Have to Go	58
High School U. S. A.	61
Honey Hush	91
Hound Dog Man	9
How About That	49
I Don't Know What It Is	80
I Wanna Be Loved	26
If I Had a Girl	62
(If You Cry) True Love, True Love	56
I'm Movin' On	64
In 'the Mood	18
It's Time to Cry	4
Just as Much as Ever	38
Just Come Home	55
Let's Try Again	74
Little Drummer Boy, The (Cash)	63
Little Drummer Boy, The (Someone)	15
Little Things Mean a Lot	93
Lonely Blue Boy	89
Love Potion #9	71
Lucky Devil	82
Mack the Knife	8
Marina (Alberti)	42
Marina (Granata)	35
Mary Don't You Weep	61
Mighty Good	45
Mr. Blue	22
Misty	36
(New In) The Ways of Love	53
No Love Have I	67
Not One Minute More	32
Oh, Carol	25
One More Chance	75
Pretty Blue Eyes	10
Primrose Lane	60
Promise Me a Rose	88
Put Your Head on My Shoulder	86
Reveille Rock	44
Run, Red, Run	84
Running Bear	11
Sandy	16
Scarlet Ribbons	13
7 Little Girls (Sittin' in the Back Seat)	66
Shimmy, Shimmy, Ko-Ko Bop	74
Smokie (Part II)	23
Smooth Operator	92
So Many Ways	17
Sound of Music, The	99
Sweet Nuthin's	90
Swingin' on a Rainbow	48
Talk That Talk	43
Talk to Me	97
Teardrop	30
Teen Angel	50
This Time of the Year	77
Tiny Tim	95
Uhl Oh! (Part I)	65
Uhl Oh! (Part II)	14
Unforgettable	79
Village of St. Bernadette, The	28
Way Down Yonder in New Orleans	5
We Got Love	12
We Told You Not to Marry	96
What About Us	51
Where or When	72
White Christmas	59
Why	1
Wan'tcha Come Home	69
You Got What It Takes	27

### REVIEWS OF

## THIS WEEK'S SINGLES

The pick of the new releases:



### SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

#### EDDY ARNOLD



**JOHNNY REB, THAT'S ME** (Davidson, BMI)—**BOOT HILL** (Davidson, BMI)—Eddy Arnold has another lovely tune in "Johnny Reb" that could be another hit for him. He sings it stylishly and the backing is warm. "Boot Hill" is also a folk effort that stands a chance to catch coin. **RCA Victor 7661**

#### BILL DOGGETT



**SMOKIE, PART II** (Jec, BMI)—**EVENING DREAMS** (Islip, BMI)—Here's a swinging side in the driving blues tradition that could turn into a big waxing for Doggett. Flip is a pretty instrumental, "Evening Dreams" (Islip, BMI). **King 5310**

#### EVERLY BROTHERS



**SINCE YOU BROKE MY HEART** (Acuff-Rose, BMI)—**LET IT BE ME** (Leeds, ASCAP)—The Everly Brothers have double-barreled waxing here, and either side could be the big one. "Heart" is a haunting item, penned by Don Everly that the duo handles smartly. "Let It Be Me" is a pop ballad that shows off the boys in a new light. Watch them both. **Cadence 1376**

#### BOB BECKHAM



**CRAZY ARMS** (Jimmy Wakely, BMI)—The country hit of a few years ago is handed a strong warble by the chanter, and it should catch mucho sales. Singer sells it with feeling. Flip is the sprightly "Beloved." (Bourne, ASCAP). **Decca 31029**

#### CATHY CARR



**LITTLE SISTER** (Spier, ASCAP)—A lovely new tune about a lass about to be married and her forlorn sisters is handed a first-rate vocal by the thrush. This has a chance. Flip is "Dark River" (Famous, ASCAP). **Roulette 421**

#### CONNIE STEVENS



**LITTLE SISTER** (Spier, ASCAP)—Another fine version of the pretty new ballad, whispered sweetly here by Connie Stevens. This version, too, is a contender. Flip is "Sixteen Reasons" (American, BMI) **Warner Bros. 5137**

### Rhythm & Blues

#### LITTLE JUNIOR PARKER



**BELINDA MARIE** (Lion, BMI) — **DANGEROUS WOMAN** (Lion, BMI)—Little Junior Parker sells two blues with his usual down home feeling over solid backing by the combo. Strong wax for the market that can easily spill over pop-wise. **Duke 315**



### SPECIAL MERIT SPOTLIGHTS

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

### POP DISK JOCKEY PROGRAMMING

#### CHET ATKINS

**ONE MINT JULET** (Progressive, BMI)—The smash hit of a few years ago is handed an engaging reading by Atkins with his fine guitar work featured thruout. Should get spins and spins. Flip is "Teensville" (Cherio, BMI) **RCA Victor 7684**

★★★★

### VERY STRONG SALES POTENTIAL

#### BILL HALEY & COMETS

★★★★ **SKOKIAAN**—DECCA 31030—The tune with South African origins gets an updating by the Comets. It has almost a mariachi flavor. Alto has the lead as in the original hit. Danceable, listenable side. Should be watched. (Shapiro-Bernstein, ASCAP)

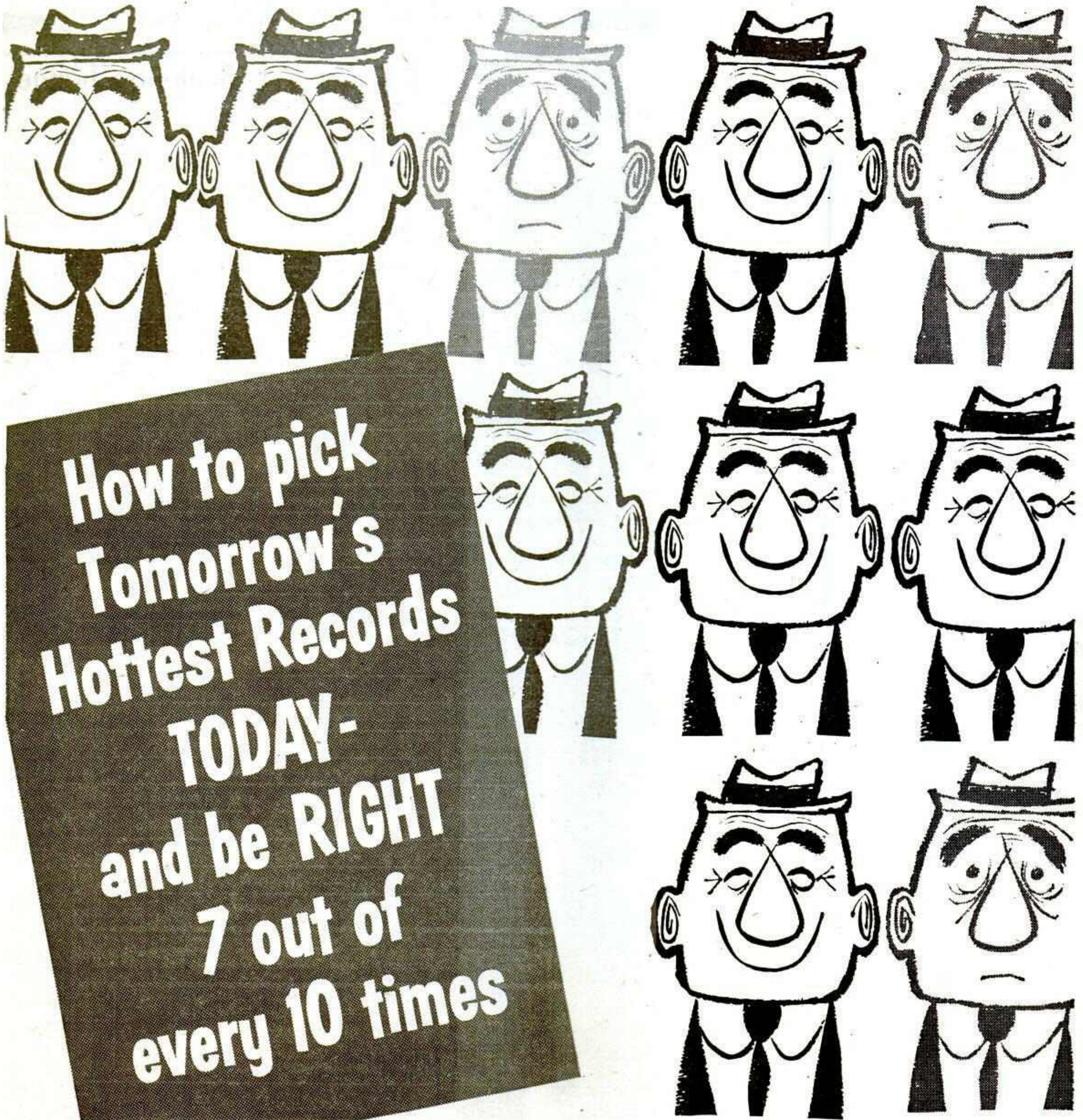
★★★★ **PUERTO RICAN PEDDLER**—The Haley crew ties into an infectious, bright-sounding rhumba. Nice arrangement and it can catch spins. (Wemar, BMI)

#### THE McGUIRE SISTERS

★★★★ **LOVER'S LULLABY** — CORA 62162 — Melodic blending by girls on pretty waltz theme. Nice jockey wax. (Roxbury, ASCAP)

★★★ **Livin' Dangerously**—Swing tune is chanted with verve by trio. (M. Witmark, ASCAP)

(Continued on page 27)



How to pick  
Tomorrow's  
Hottest Records  
TODAY-  
and be RIGHT  
7 out of  
every 10 times

It's a method that others have followed with excellent success—because, *actually*, seven out of every 10 records picked wind up in the Hot 100.

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*... it will pay you to read and order from the ads in Billboard every week!*

# Reviews of THIS WEEK'S SINGLES (continued)

## • Reviews of New Pop Records

• Continued from page 25

★★★★

### VERY STRONG SALES POTENTIAL

#### WINK MARTINDALE

★★★★ **LIFE GETS TEE-JUS, DON'T IT** — DOT 16020 — The "Deck of Cards" cat offers an interesting monolog of the familiar oldie. Nice melodic backing provides an assist. The side can get a lot of spins. (Miller, ASCAP)

★★★ **I Never See Maggie Alone** — Another oldie which finds Martindale in a singing rather than a speaking role. Flip has more immediate appeal. (Bourne, ASCAP)

#### RAY CHARLES

★★★★ **LET THE GOOD TIMES ROLL** — ATLANTIC 2047 — Charles hands this great blues a reading to match. Good band backing. Can catch good action. (Cheerio, BMI)

★★★ **Don't Let the Sun Catch You Cryin'** — A pretty, pop-styled effort has a familiar quality about it. Charles sings to string accompaniment. (Northern, ASCAP)

★★★

### GOOD SALES POTENTIAL

#### MELVIN ENDSLEY

★★★★ **I Can't Go Anywhere** — M-G-M 12859—Endsley waits effectively on strong ballad with good lyrics. Artist wrote both sides. Spinnable wax with dual market appeal. (Acutt-Rose, BMI)

★★★ **Aln't It Fine** — Pleasant warbling stint by Endsley on relaxed, attractive tune, with good guitar solo seg. (Acutt-Rose, BMI)

#### LORRIE AND LARRY COLLINS

★★★★ **The Lonesome Road** — COLUMBIA 41541 — Strong chanting stint by duo with showmanly revivalist flavor on the oldie. (Paramount, ASCAP)

#### LORRIE COLLINS

★★★★ **Another Man Done Gone** — Sultry reading by country canary on effective Johnny Cash torch-ballad. (Johnnie Cash, BMI)

#### AL NEVINS

★★★★ **Blues for G-String** — RCA VICTOR 7663 — A pleasant, happy medium beat instrumental features a bank of strings in the lead against a background of horns. Benny Goodman fans will like parts of this. Nice for jocks. (Aldon, BMI)

★★★ **Linger Awhile** — An elaborate scoring of the oldie which employs a basic triplet rhythm against a colorful string figure. More worth-while jock wax. (Feist, ASCAP)

★★

### MODERATE SALES POTENTIAL

#### JUDY HARRIET

★★ **The Music of Love** — AMERICAN INTERNATIONAL 545—Listenable novelty with a Latin flavor receives a happy reading from the thrush over good support by the ork. (Harlene, ASCAP)

★★ **Gollath**—Judy Harriet bows on the label, with a spirited reading of the Les Baxter ditty which has a rhythmic "Peter Gunn" styled backing. (Harlene, ASCAP)

#### MIKE AND GIL

★★ **Of Joe Clark**—GEORGIAN 1630—A spirited reading of a traditional folk song with strummed guitar accompaniment.

★★ **Oleanna**—Another tune with a folksy touch. This one gets choral support. (Georgian, BMI)

#### THE PAN AMERICAN ORK

★★ **I Cried for You**—MUSICDISC 2002—Swing Latin flavored instrumental treatment of the oldie.

★★ **Paradise**—Same comment.

#### JOHNNY & KENNY

★★ **Dreaming** — CACTUS 121 — Pleasant warbling stint by duo on okay ditty. (Kanawha, BMI)

#### BOB GALLION

★★★★ **Hey Joe**—M-G-M 12858—A solid revival of the tune by Boudleaux Bryant. Gallion, a country cat, has a nice pop touch here and the side could draw spins. (Acutt-Rose, BMI)

★★★ **Froggy Went a Cortin'**—Gallion offers a folk-based tune of his own writing. Banjo and guitar are heard with a mixed choral background. Listenable side. (Acutt-Rose, BMI)

#### BOBBY DARIN

★★★★ **Hear Them Bells** — DECCA 30031 —An earlier Bobby Darin bears little resemblance to the present Darin vocal sound. It's a happy sound but fans will find little that's familiar.

★★ **The Greatest Builder** — A pretty tune with strong inspirational overtones.

#### MARY MAZZA

★★★★ **Cha Cha Italiano**—ALPINE 55—The Rosie Clooney hit of a few years ago called "Mambo Italiano" receives a smart reading from the thrush over a wild backing. She sells it with spirit and it could grab exposure. (Rylan, ASCAP)

★★ **The Sound of Music**—The thrush sells this pretty ditty from the Rodgers and Hammerstein smash of the same name pleasantly. (Williamson, ASCAP)

★★ **Don't Cry**—Plaintive reading by the boys on wistful country ballad. Both sides are dual market items. (Kanawha, BMI)

#### BILLY PRUITT

★★ **When I See You Smile**—KAYO 501—Pruitt bows on the new label with a straightforward reading of an interesting new item penned by Rose McCoy. (Tweety, BMI)

★★ **Special Love Affair**—The chanter tries hard on this new ballad with scant help from the vocal group. (Tweety, BMI)

#### AL DE LORY

★★ **Let's**—UNICAL 248 the pianist performs this slight riff item pleasantly over big band support. (Maral, ASCAP)

★★ **Gotta Walk, Can't Sleep**—Al De Lory is featured on piano on this sweet sounding instrumental item. (Lido, ASCAP)

#### ROBERT WILLIAMS

★★ **Cranberry Blues** — TIP TOP 730—Lively r.&r. vocal treatment of novelty, with lyric about recent tainted cranberry news story. (Tips, ASCAP)

★ **Loud Mufflers** — Routine rocker is handed okay performance. (Tips, ASCAP)

## Country & Western

★★★

#### JIMMY JAY

★★★★ **You're as Cheap as You Can Be—STARDAY 470**—A round condemnation of the chick, but he loves her just the same. An imaginative piece of material that's well handled by Jimmy Jay in traditional country style. (Bayou State, BMI)

★★ **Run Wild**—A medium tempo, minor key effort, about a cat who goes berserk on a party kick. Flip is the better side. (Bayou State, BMI)

★★

#### WILLIAM TELL TAYLOR

★★ **Love Is Everywhere** — D 1105 — An interesting repetitive tune that has the building quality of "Old MacDonald." Nice rhythm effort. (Glad, BMI)

★★ **Angel of Love** — A rockaballad of only moderate appeal. (Mel Matic, BMI)

#### LEO GRECO

★★ **I Never Knew What Love Was—MIRROR 307**—The chanter sells this ballad with feeling helped by a vocal group and thin backing. (4 Star, BMI)

★ **Stop, Look and Listen**—Greco sells this rocker in countryish style. (4 Star, BMI)

## Religious

★★★★

★★★★ **If Jesus Came to Your House—RCA VICTOR 7662** — Martin talks this religious item with sincerity and feeling, as he asks what you would do if Jesus visited your house. It is a very effective performance and it should interest religious fans.

★★★★ **Two Angels**—This is the story of two angels who were mothers on earth, one being Mary the Mother of Christ. Two strong sides for religious fans. (Shawnee, ASCAP)

## Rhythm & Blues

★★★

#### CLIFTON CHENIER

★★★ **My Soul**—CHECKER 939—A down home blues item is played with fervor by Chenier on harmonica while the band swings behind him. Good wax for the r.&b. and pop jocks too. (Arc, BMI)

★★★ **Bajoy Drive**—Same Comment. (Arc, BMI)

## IFPI Nixes

• Continued from page 2

Some hope had been held that the European labels could continue recording when BIEM offered an authorization for labels to continue recording BIEM works for January, February and March under the general terms of the existing contract.

However, Bramall's letter prohibits this and makes the strike a virtual certainty. In his letter, the director - general told IFPI members, "To accept such an authorization could only result in the industry's position being gravely weakened."

He added, "If any member-company should receive a letter containing a proposition of the kind indicated from either BIEM or a BIEM National Society that letter should be passed on without comment to the National Group concerned or, if there should be no National Group, then to Head Office."

## Merc 'Like 60'

• Continued from page 2

separate albums, an album of marches played by Paul Paray and the Detroit Symphony, and a package by Howard Hanson and the Eastman-Rochester Symphony. All these will appear in stereo and mono versions and a final item, a five-year collection of hits by the Platters, will bow in mono only.

Discounts on classical material will be based on the going list price of \$3.98, offering added advantage to the dealer when the price is hiked.

## Broadcasters Seeking Changes

• Continued from page 2

Baltimore area record shops "because we feel the Top 50 sheets no longer serve the twofold purpose for which they were originally intended — that is to accurately highlight the most popular tunes selling in Baltimore according to record sales, and to remind record music fans that they could hear the music they liked on 'the Buddy Deane Show'."

A Westinghouse spokesman, who said WBC stations will substitute contests, and other merchandising gimmicks for the top-disk-list promotion, was most vociferous in getting it on the record that "WBC has never programmed a station as a Top 40 station."

He stated: "Our stations have been programmed as a blend of hits, new releases and standards. When lists have been used in programming they have been primarily used as a promotional device. WBC stations do not adhere to or believe in the so-called list-programmed formula operation. Lists are used as they were intended — as a program guide."

Altho the Plough stations may discard "Top 40" programming, prexy Krelstein does not intend to follow Westinghouse's example and discontinue the compilation of local top record lists. In view of the present payola controversy and charges that some station lists are falsified, Krelstein said "to drop them now might indicate they haven't been valid in the past."

Therefore he will continue the "Top 40" lists "as a service to record dealers," even if — under the new format — they no longer are used as basis for on-the-air programming. The exec refuses to explain his projected new format in detail — for competitive reasons —but he did say it will spotlight "a better balanced programming format."

If the trial run is successful on the Memphis station, it will probably be adopted by Plough's other stations — WJJD, Chicago; WCOP,

Boston; WCAO, Baltimore, and WPLO, Atlanta.

In an effort to safeguard his "Top 40" disk lists from "hypes," Krelstein has set up his surveys of dealers, sheet music retailers, one-stops, coin operators, on a rotating basis in each city. Different dealers are surveyed each week and are never notified in advance. Therefore, says Krelstein, a one-store or one-city "hype" can usually be spotted immediately by cross-checking lists.

The Plough lists are no longer made available to the general public, because the print cost skyrocketed too high, but copies are sent to local record dealers for their own information.

The Storz Radio chain does not contemplate any format change at present, according to national program director Graham Richards. "Music lists" will be discussed at the next Storz management meeting in January. However, Richards points out, the subject was placed on the agenda long before the current controversy started.

Richards said the Storz stations are now "putting more stress on softer music," but explained they have been doing it for the past 12 months.

On the subject of disk lists, he noted it is difficult to get dealers to co-operate (in their compilation) and that he sometimes suspects they are only able to name the top five or 10 top records with any certainty.

## Suit Reports

• Continued from page 2

suit and knew nothing about it. A statement from Julian T. Abeles, attorney for the Harry Fox Office, which is working on the case for Southern, indicated that papers could be expected to be filed in the case during the week of December 28.

The primary cause of action in the pending case, and several other related cases against the diskery, is whether or not the company should be entitled to pay mechanical royalties on the basis of disks actually sold or on the larger number of disks manufactured.

## Heilicher Sale

• Continued from page 2

the obstacles that popped up this week, however, is that following a report of the pending transaction in last week's Billboard a couple of labels threatened to pull their lines if the transfer took place. Heilicher declined to mention which these labels were.

Both Heilicher and Bill McGuire, general manager of Lormar, who freely confirmed last week that the deal was verbally agreed upon, expressed displeasure that their confirmations were made known in the press.

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# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Charles Wright, Dallas agent, well known in the country and western field, is signing acts and handling the production for the birthday celebration being staged at Memorial Auditorium, Dallas, February 17, on the occasion of Fabian's 17th birthday. Fabian will head up a bill made up entirely of recording talent. Station KBOX, Dallas, is sponsoring the affair. . . . Tommy Jackson, now recording for Decca, has a new album coming out in January featuring some fancy fiddlin'. . . . Roy Acuff and His Smoky Mountain Boys, June Webb, the Wilburn Brothers, Dotty Sills and Margie Bowes, currently touring military installations in the Caribbean area, are due back in Nashville around the middle of January.

Topeka, Kan., 2.

On NBC Radio this Saturday (2), Patsy Cline swaps songs with host Red Foley. . . . Molly Bee makes a stop-over in Springfield, Mo., Saturday (2) to join Little Jimmy Dickens in a "Jubilee U. S. A." visit. Brenda Lee and Snooky Lanson follow in their footsteps January 9. . . . Shug Fisher, "Jubilee U. S. A." regular since last May, took off from Springfield, Mo., early last week in his Karman Ghia to spend the holidays in California. Shug's last trip to the Coast was for the purpose of doing a featured role in Warner Bros.' soon-to-be-released "Captain Buffalo."

"Grand Ole Opry's" Flatt and Scruggs are booked thru January as follows: Nitro, W. Va., January 6; Campbell City, Ky., 7; Cherokee, Ala., 8; Holladay, Tenn., 13; Midland, Tenn., 14; Gladeville, Tenn., 15; Russell Springs, Ky., 20; Westmoreland, Tenn., 21, and Kyrock, Ky., 22. Other upcoming "Opry" bookings are Cowboy Copas for Sious City, Ia., December 29; Lincoln, Neb., 30; Omaha, Neb., 31; Wichita, Kan., January 1, and Topeka, Kan., 2; Don Gibson, Truman, Ark., January 4-7; Hawkshaw Hawkins and Jean Shepard, Dayton, O., December 31; Akron, O., January 1; New Castle, Pa., 2, and Rochester, N. Y., 3; the Louvin Brothers, Minneapolis, December 23-January 2; Jimmy Newman, Lafayette, La., December 31-January 1, and Jim Reeves, Sioux City, Ia., December 29; Lincoln, Neb., 30; Omaha, Neb., 31; Wichita, Kan., January 1, and

Don Pierce, thru arrangements with Wally Fowler and RCA Victor, has issued a Starday LP which has been recorded from the stage of Ryman Auditorium, Nashville, in celebration of the 11th anniversary of Wally Fowler's All-Night Sings. The recordings are concert style and include performances by the Oak Ridge Quartet, the Johnson Sisters, the Speer Family, the Blue Ridge Quartet, and the Singing LeFevres. . . . Roy Drusky's new Decca release, "Another," hit the racks last week. Roy co-authored the tune three months ago with Vic McAlpin. Both are exclusive writers for Moss Rose Publications, Inc., Deejays may obtain copies of the Decca platter by writing to Hubert Long, 616 Exchange Building, Nashville.

A holiday country music tour arranged by Harry (Hap) Peebles, Wichita, Kan., promoter, kicks off December 29 in Sioux City, Ia., and follows with Lincoln, Neb., 30; Omaha, Neb., 31; Wichita,

Kan., January 1; Topeka, Kan., 2, and Kansas City, Kan., 3. On the package are Bob Wills and His Texas Playboys, Kitty Wells, Johnny and Jack, the Tennessee Mountain Boys, Jim Reeves, C. Cedric Rainwater, Bill Phillips, Hank Locklin and Cowboy Copas. Peebles has another unit, starring Johnny Cash and the Tennessee Two and including Bill Monroe and His Blue Grass Boys, Norma Jean Beasler, Carl Perkins and band, Warren Smith and George Jones, launching a Midwestern tour late in January. Cities to be visited are Sioux City, Ia., January 27; Scottsbluff, Neb., 28; Omaha, Neb., 29; Wichita, Kan., 30; Kansas City, Kan., 31; Topeka, Kan., February 1.

Deejay samples are available on Red Sovine's new Decca release, "A Lot Like You," by writing to Tree Music Company, 319 Seventh Avenue North, Nashville. Tune was authored by Bill Anderson, who penned "Riverboat" and "Face to the Wall," done by Faron Young, and "Dead or Alive," which he cut himself for Decca. . . . Bud Sloan, of Mecca Records, 920 Third Avenue, Seattle 4, Wash., is sending out samples on "Because I Love You" b.w. "Let Him Go, Go, Go," as cut by Lorry Lee and Della, and pianist Fred Skinner's version of "Mack the Knife." Jockeys should send in their requests on their own letterheads. . . . Copies of Linda Flanagan's new Razorback release, "A Life That's Hard to Love" b.w. "Street of No Return," are available by writing to Razorback Records, 817 Cherry Place, Muskogee, Okla.

Jim Reeves and wife spent Christmas with relatives in Texas, with Jim taking off the next day for Wichita, Kan., to begin a tour with a Harry (Hap) Peebles package. Reeves' new release on RCA Victor couples "He'll Have to Go" and "In a Mansion Stands My Love." . . . Ray Price and wife, Linda, with their son, Cliff, are spending the holidays in Texas and Oklahoma. On New Year's Eve Ray makes a personal at Cain's Academy, Tulsa, Okla. . . . Ernest Tubb and His Texas Troubadours and Skeeter Davis hop into Des Moines New Year's Eve to kick off a 10-day tour for Curtis Artists' Productions. . . . James O'Gwynn spent Christmas with relatives in Hattiesburg, Miss., and Saturday (26) appeared on a jamboree program in Monticello, Miss., with Alice From Dallas, along with Gene Clay, of WBKH, Hattiesburg, Miss.; Billy Ray Gibbs and Carter Carlston, of Newton, Miss., and the Davis Brothers. O'Gwynn is slated to return to "Louisiana Hayride," Shreveport, January 9.

## With the Jockeys

Art Young, off the air for nearly two years and now conducting "Country Music Round-Up" on WHLD, Niagara Falls, N. Y., says he's in need of records from the artists and diskeries. He's heard 6-7 a.m., Monday thru Saturday. . . . Deejay Smiley Monroe sends word that Station KTYM, Inglewood, Calif., has gone exclusively country and western and is desperately in need of spinning material. Whirling the c.&w. stuff at KTYM along with Monroe are Frank Simon, Johnny Mosby, Uncle Carl Saunders, Cactus John, Al Williams and Dove O'Dell. . . . Elmer Snodgrass, of Station WGGG, Gainesville, Ga., invites deejays to write him for a copy of his latest release, "Until Today" b.w. "Sidelines."

# The Billboard HOT C & W SIDES

FOR WEEK ENDING DECEMBER 27

THIS WEEK	WEEKS AGO			TITLE, Artist, Company, Record No.	WEEKS ON CHART
	ONE	TWO	THREE		
1	1	2	3	EL PASO, Marty Robbins, Columbia 41511	8
2	2	1	1	SAME OLD ME, Ray Price, Columbia 41477	12
3	3	4	4	THERE'S A BIG WHEEL, Wilma Lee & Stoney Cooper, Hickory 1107	11
4	4	3	2	COUNTRY GIRL, Faron Young, Capitol 4233	24
5	5	6	7	UNDER YOUR SPELL AGAIN, Ray Price, Columbia 41477	6
6	7	8	10	AMIGO'S GUITAR, Kitty Wells, Decca 30987	8
7	9	14	26	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	4
8	13	12	15	RIVERBOAT, Faron Young, Capitol 4291	7
9	10	11	12	SCARLET RIBBONS, The Browns, RCA Victor 7614	7
10	6	5	5	THE LAST RIDE, Hank Snow, RCA Victor 7586	11
11	8	7	6	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	13
12	17	—	—	NO LOVE HAVE I, Webb Pierce, Decca 31021	2
13	11	10	9	A WOMAN'S INTUITION, Wilburn Brothers, Decca 30968	10
14	16	18	20	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	34
15	15	23	—	I'M MOVIN' ON, Don Gibson, RCA Victor 7629	3
16	12	9	11	FAMILY MAN, Frankie Miller, Starday 457	13
17	18	16	14	FACE TO THE WALL, Faron Young, Capitol 4291	7
18	14	17	22	ARE YOU WILLING WILLIE, Marion Worth, Guyden 2026	10
19	21	27	24	BIG HARLAN TAYLOR, George Jones, Mercury 71514	6
20	22	15	29	MONEY TO BURN, George Jones, Mercury 71514	5
21	19	22	23	TIMBROOK, Lewis Pruit, Peach 725	4
22	20	13	8	I AIN'T NEVER, Webb Pierce, Decca 30923	24
23	27	—	16	I GOT STRIPES, Johnny Cash, Columbia 41427	20
24	24	26	21	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	20
25	23	21	—	BLACK SHEEP, Ferlin Husky, Capitol 4278	6
26	—	—	30	HOMEBREAKER, Skeeter Davis, RCA Victor 7570	12
27	—	—	—	WISHFUL THINKING, Wynn Stewart, Challenge 59061	1
28	—	28	13	DECK OF CARDS, Wink Martindale, Dot 15968	10
29	—	—	—	DEAD OR ALIVE, Bill Anderson, Decca 30993	1
30	30	29	27	I DIDN'T MEAN TO FALL IN LOVE, Hank Thompson, Capitol 4269	8

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**• Best Selling Sheet Music in U. S.**

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

This Week	Last Week	Weeks on Chart
1. WHITE CHRISTMAS (Berlin) . . . . .	5	4
2. MACK THE KNIFE (Harms) . . . . .	1	15
3. WINTER WONDERLAND (Bregman) . . . . .	6	4
4. MR. BLUE (Cornerstone) . . . . .	2	10
5. MISTY (Vernon-Octave) . . . . .	3	8
6. HEARTACHES BY THE NUMBER (Pamper) . . . . .	4	7
7. RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas) . . . . .	12	2
8. DON'T YOU KNOW (Alexis) . . . . .	8	7
9. SILVER BELLS (Paramount) . . . . .	10	3
10. MARINA (Maxwell) . . . . .	11	3
11. SANTA CLAUS IS COMING TO TOWN (Feist) . . . . .	—	2
12. 'T WAS THE NIGHT BEFORE CHRISTMAS . . . . .	—	1
13. PUT YOUR HEAD ON MY SHOULDER (Spanka) . . . . .	7	9
14. FROSTY, THE SNOWMAN (Hill & Range) . . . . .	15	2
15. EVERYTHING'S COMING UP ROSES . . . . .	—	1

**• Best Selling Sheet Music in Britain**

(For week ending December 19)

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

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

**• Best Selling Pop Records in Britain**

(For week ending December 19)

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

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

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Note to Phono  
Manufacturers:

## WINTER BUYING NUMBER

January 11, 1960

This edition supplements the earlier 1960 Phono Directory Number, supplies all of the most important specifications about the new phono models added since then . . . brings the phono directory right up to the minute. Extra distribution at the Furniture Show, Merchandise Mart, Chicago, Jan. 4 thru 95

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

## • Reviews and Ratings of New Albums

• Continued from page 21

potent beat. The numbers include several old favorites, such as "Clarinet Polka," and "Beer-Barrel Polka." Stereo sound is top notch.

### ★★ MODERATE SALES POTENTIAL

#### POPULAR ★★

##### ★★ AND NOW THE METRONOMES

Wynne WLPS 706 — The new vocal group specializes in an adherence to the full harmony chord rather than the more typical pop-styled rock group quality. Virtually every offering is a familiar one with titles like "Fools Rush In," and "Embraceable You," included.

##### ★★ RITA MORENO

Wynne WLPS 703 — Hollywood movie starlet Rita Moreno comes thru with passable readings of a group of standards here, backed by the modern-styled arrangements of Leroy Lovett. Miss Moreno's singing style is nothing to get excited about but she photographs beautifully.

##### ★★ MUSIC OF THE BEDOUIN BANDITS

Fuad Hassan. RCA Victor LPM 1991 — This is music of the Arab scene in the sands of North Africa. The Bedouin boys in this band have much vitality as they attack these native type melodies. It all has the sound of a tribal orgy and one can almost see the ladies of the harem engaging in their wild dances. The Hassan ensemble has been given a top recording job and for fans of the Bedouin sound, this is it.

#### CLASSICAL ★★

★★ VIVALDI: SONATA IN A MAJOR; BIBER: SONATA IN C MINOR  
HAYDN: SONATA IN G MAJOR  
MOZART: SONATA IN G MAJOR

Gabowitz, violin; Salerno, piano. Bruno BR 14037—This disk is the first by violinist Louis Gabowitz, a veteran orchestral fiddler, assisted in these four sonatas by pianist Harriet Parker Salerno. The Mozart and Vivaldi sonatas are the most familiar, while this is said to be the premiere waxing of the sonata by Heinrich von Biber, a 16th century composer and violinist, whose work reflects considerable Baroque charm. Gabowitz plays well if somewhat monochromatically. Public unfamiliarity with the artist and some repertory is a barrier to wide sale.

#### FOLK ★★

##### ★★ FOLK SONGS FOR YOUNG PEOPLE

Pete Seeger. Folkways FC 7532 — Aimed at the children's market, the LP includes songs taken from one of Pete Seeger's successful "sing-a-long" concerts for youngsters at Town Hall. Some of the tunes are "On Top of Old Smoky," "Goodnight Irene," "So Long," "John Henry," "Skip to My Loo," and others. Fair intro to the field for the kids, but the popular banjo-guitar folk singer has had much better disks.

#### FOLK ★

★ BABYLONIAN BIBLICAL CHANTS  
Ezekiel H. Albeg. Folkways FR 8930.

# The Billboard HOT R & B SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING DECEMBER 27		WEEKS ON CHART
				TITLE, Artist, Company, Record No.		

1	3	4	1	THE CLOUDS, The Spacemen, Alton 254	9
2	6	5	4	DANCE WITH ME, Drifters, Atlantic 2035	9
3	2	10	6	COME INTO MY HEART, Lloyd Price, ABC-Paramount 10062	6
4	8	8	10	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	8
5	13	16	12	SMOKIE (Part II), Bill Black Combo, Hi 2018	5
6	4	2	9	ALWAYS, Sammy Turner, Big Top 3029	8
7	21	22	15	MACK THE KNIFE, Babby Darin, Atco 6147	15
8	10	6	5	BE MY GUEST, Fats Domino, Imperial 5629	7
9	22	—	—	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314	2
10	14	17	17	(IF YOU CRY) TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040	11
11	9	14	13	IN THE MOOD, Ernie Fields, Rendezvous 110	6
12	1	1	2	SO MANY WAYS, Brook Benton, Mercury 71512	11
13	7	7	7	MR. BLUE, Fleetwoods, Dolton 5	11
14	5	3	3	TALK THAT TALK, Jackie Wilson, Brunswick, 55165	5
15	12	11	28	FANNIE MAE, Buster Brown, Fire 1008	4
16	16	18	30	WON'TCHA COME HOME, Lloyd Price, ABC-Paramount 10062	5
17	15	15	18	UNFORGETTABLE, Dinah Washington, Mercury 71508	7
18	—	—	21	REVELLE ROCK, Johnny and the Hurricanes, Warwick 513	4
19	20	13	8	DON'T YOU KNOW, Della Reese, RCA Victor 7591	12
20	18	27	—	TINY TIM, LaVern Baker, Atlantic 2041	3
21	19	19	29	I'VE BEEN AROUND, Fats Domino, Imperial 5629	4
22	—	—	—	HEARTACHES BY THE NUMBER, Guy Mitchell, Columbia 41476	2
23	—	—	—	SAY MAN, BACK AGAIN, Bo Diddley, Checker 936	1
24	28	21	14	MISTY, Johnny Mathis, Columbia 41483	7
25	11	9	27	UHI OHI (Part II), Nutty Squirrels, Hanover 4540	4
26	23	—	—	YOU WENT BACK ON YOUR WORD, Clyde McPhatter, Atlantic 2038	4
27	25	28	25	LET THEM TALK, Little Willie John, King 5274	6
28	26	12	11	SMOOTH OPERATOR, Sarah Vaughan, Mercury 71519	7
29	—	—	26	DANNY BOY, Conway Twitty, M-G-M 12826	6
30	—	23	16	I DON'T KNOW, Ruth Brown, RCA Victor 2035	10

## DROPPED DEAD!

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**Two Admit Payola; Get 2d Chance**

NASHVILLE — WLAC here is retaining two jocks who have admitted they took payola from record manufacturers. F. C. Sowell, head of the station, stated last week that two of his announcers had told him they were accepting money from diskeries. He said he was aware of it but decided not to fire them. However, if they did it again, he said, he would fire them both.

**Victor Handles Dot in Chile**

HOLLYWOOD — RCA Victor will press and distribute Dot's product in Chile under terms of a two-year pact concluded between the two firms. First release will be "The Five Pennies," Dot's original sound track album of the Paramount Pictures Danny Kaye-Louis Armstrong starrer. Contract goes into effect the first of the year.

**Rondolette Skeds Five Show Scores**

NEW YORK — Rondolette Records will issue five new show scores on the low-price label, according to Eli Oberstein, head of the diskery. The five show scores include "Carousel," "Oklahoma!" "South Pacific," "The King and I" and "My Fair Lady." All of the recordings, states Obie, are brand-new waxings, and they bring the Rondolette line up to a total of 105 sets. The monaural records in the Rondolette line are \$1.98; the stereos are \$2.49.

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**New 3<sup>3</sup>/<sub>4</sub>% interest on U.S. Savings Bonds**

The Treasury explains why the new ones you buy and the ones you own now are better than ever

- Q:** How does the new 3<sup>3</sup>/<sub>4</sub>% interest rate benefit me?  
**A:** With Series E Bonds, the rate turns \$18.75 into \$25.00 fourteen months faster than the old rate. Your savings increase faster, because your Bonds mature in just 7 years, 9 months. With Series H Bonds, the 10-year maturity period stays the same but more interest is paid you each six months. With both E and H Bonds the new rate works out to 2<sup>1</sup>/<sub>2</sub>% for the first year and a half; then a guaranteed 4% each year to maturity.
- Q:** When did the new rate become effective?  
**A:** June 1, 1959.
- Q:** Does the new rate change the Bonds I bought before June 1, 1959?  
**A:** All older E and H Bonds pay more now — an extra <sup>1</sup>/<sub>2</sub>% from now on, when held to maturity. The increase takes effect in the first full interest period after June 1.
- Q:** When my E Bonds mature, will they keep on earning interest?  
**A:** Yes. An automatic 10-year extension privilege went into effect along with the new interest rate. This means your E Bonds will automatically keep earning interest after maturity.
- Q:** How safe are U.S. Savings Bonds?  
**A:** Savings Bonds are an absolutely riskless way to save. The United States Government guarantees the cash value of your Bonds will not drop, that it can only grow.
- Q:** Where can I buy Bonds?  
**A:** Buy E Bonds at any bank—it takes only a few minutes. Buy them automatically through the Payroll Savings Plan where you work. This Plan means you can have any amount you name automatically deducted every payday. The Bonds you buy by installments are delivered to you automatically, too. Your bank will take your order for H Bonds.
- Q:** How do I help strengthen America's peace power when I buy U.S. Savings Bonds?  
**A:** Peace costs money—money for military strength and for science. And money saved by individuals helps keep our economy sound.

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YOU SAVE MORE THAN MONEY WITH

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MICHIGAN AVE. AT HURON ST. CHICAGO

**AFM Says It With Ads**

NEW YORK — The New York local of the AFM is running an unusual series of ads aimed at entertainers scoring TV-film shows who use foreign music. The ad tells about the TV-film firms who go abroad to use foreign musicians at "cut rates." Among the film series mentioned are "Bat Master-son," "The Black Saddle," "Johnny Ringo," "Richard Diamond," "The Rifleman," "Sea Hunt," "Men Into Space" and "Tombstone Territory." The union asks for support from all entertainers in their "protest campaign against these shows and their sponsors."

**IRAEC Plant**

Continued from page 12

push on the modular design application to its tape recorder division is slated for the new year. Primary application of customizing tape recorder business was slanted at industrial, radio and military needs up to this time.

The Gold Crown modular units divide into transport, head assembly, record-play amplifier, monaural or stereo player preamp and power output amplifier, together with a range of accessories, including carrying cases, enabling the audiophile to handpick the components that go along with his tape deck. The audiophile can spend up to \$1,000 in selecting deck, components and accessories in providing a monaural or a mono-stereo complete tape recorder.

Building will also house an accelerated program of providing International Radio broadcast equipment.

**88 Hit Top 50**

Continued from page 3

Kingston Trio, Conway Twitty, the Platters, Jimmie Rodgers, Bobby Darin, the Coasters, Johnny Cash, the Fleetwoods, Marty Robbins, Anette, Ricky Nelson, Freddy Cannon, Frank Sinatra, Andy Williams and David Seville.

Artists with two disks in the top 50 were: the Skyliners, Sam Cooke, Elvis Presley, Chuck Berry, Clyde McPhatter, Perry Como, Jimmy Darren, Tommy Edwards, Everly Brothers, Edd (Kookie) Byrnes, the Crests, Bobby Rydell, Dinah Washington, Martin Denny, Marv Johnson, Sammy Turner, Santo & Johnny, the Browns, Ray Charles, Sarah Vaughan, Johnny and the Hurricanes, the Drifters, Jimmy Clanton and Della Reese.

when answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**

**MI, Textron**

Continued from page 12

facturing firms which complement each other. TE's first acquisition was the recent buy of Globe Electronics, Inc., a manufacturer of ham radio and transmitter equipment.

Under terms of the negotiation, Midwestern Instruments would be transferred to TE, with the pact involving 724,167 shares of MI, with MI stockholders exchanging one MI share for 3/4 share of TE. Entire deal is subject to approval of an MI stockholders' meeting slated for December 31. MI brass emphasized that the projected deal would in no way affect production or distribution policies of the Magnecord division.

**N. Y.-N. J. Dealers**

Continued from page 3

reported by a flock of member stores. This was being circulated to members each week, with a tear-off tab at the bottom of the card, where the dealer was asked to fill in his own best selling single and LP selections for the following week's tally. The dealers hoped to furnish what was called "the straight dope" from this tally to deejays in the metropolitan area to increase the accuracy of their Top 40 programming.

**Stereo Set Bait**

Continued from page 11

resisted all efforts to sell him on stereo to change his mind in a lightning-flash, and say, "Give me the stereo record player instead!"

The Alabama store has no difficulty in maintaining this sort of program, inasmuch as the firm operates a string of coin phonographs thruout the city, and thus gets a steady stream of used records from its juke boxes. Consequently, there is no problem in always having a handful of standard records available to be handed over to customers with the sort of casual flourish which will make him decide that he may be making a serious buying mistake. "Where the most elaborate sort of sales message has no effect, the casual giving away of a handful of records works wonders," it was pointed out, "and so we are selling the sort of stereo phonograph equipment instead which we know will make the customer appreciative in the future."

**Swan to Issue First Canon LP**

NEW YORK—Freddie Canon's first LP release will be issued on Swan Records this week. The singer, who has scored solidly with his recent singles, is featured on the new album in songs about states and cities, from his hit single "Tallahassee Lassie" to "Deep in the Heart of Texas." Set is called "The Explosive Freddie Canon."

**Attention Record Manufacturers**

Expand Your Overseas Markets

Vigorous, growing registered company with full National sales organization, pressing facilities, etc., wishes to contact overseas Companies with a view to exchange of material, under license. Present fields include pop, classical, sacred, instrumental, etc. Bank references. Write in first instance indicating material available and sales organization.

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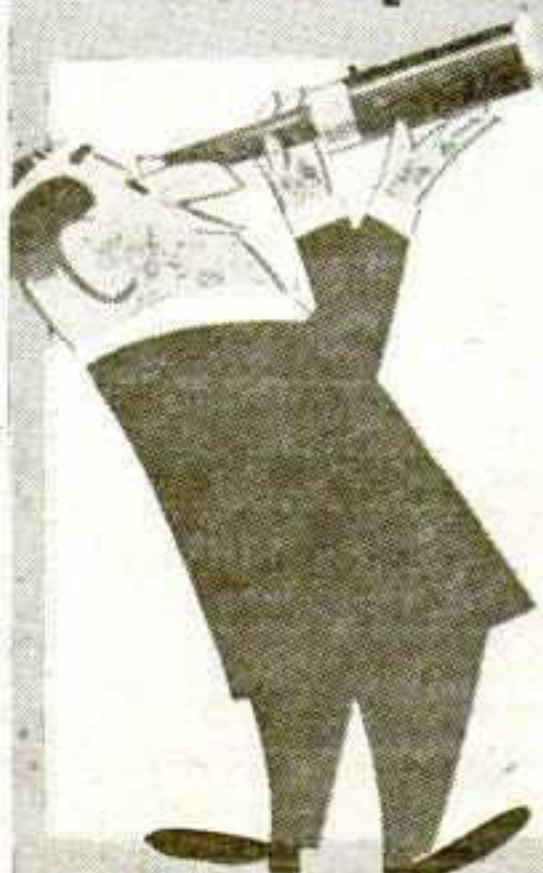
**The record manufacturers themselves!**

And who says so? The actual detailed statistics studied over a recent period covering thousands of record releases. Here's what the figures show:

- ★ 70% of the records featured in the big Billboard ads actually reach the Hot 100.
- ★ And 4 out of them go on to make the top 50 sellers!

What does it mean? The records advertised in The Billboard have been picked by the manufacturers as those most likely to make it. That's why they are being promoted more strongly than others. So, you can't do much better—if you want to get the jump on tomorrow's hits than to

**program and order from the records featured in Billboard ads each week.**





## Pa. Mutuels Pass, Fairs Get Stipend

**\$2,000 Outright, \$2,500 for Purses From State Handle and Gate Revenue**

HARRISBURG, Pa.—Governor Lawrence has signed into law permissive legislation covering pari-mutuel harness racing for the first time in Pennsylvania's history. Of concern to the outdoor amusement business is that a portion of the State revenue from racing is clearly defined for distribution to fairs, with a possible maximum of \$6,500 per fair.

A three-man non-salaried racing commission must be appointed within the Agriculture Department to supervise the sport. It will have unlimited expenses. The law provides that no more than four race corporations may operate in any one year. There will be 200 days of racing permitted.

The State will levy a tax of 5 per cent on bet handles and on race track admissions. Three-fourths of its revenue would go into the general fund and one quarter into a special agricultural fair fund, for distribution as follows:

1. \$2,000 granted outright, with no strings, to each agricultural association of record with the Agricultural Department. (There are 104 such societies registered at present.)

2. \$2,500 to each country fair or agricultural association operating harness racing, to be used for purse money.

3. \$500 prize money for each colt race, up to four such races at each fair.

### Need County Referendum

Approval for pari-mutuel racing must be won at county-wide primaries, the earliest one possible being next April 26. Governor Lawrence had indicated earlier he would not okay any measure pro-

viding for a State-wide ballot.

It was not the intention of fairmen to establish pari-mutuel racing at fairs. The Billboard was told, but rather to clear the way for a source of revenue from the State. The law specifies, for example, that no pari-mutuel racing will be permitted within a certain distance of any fair running at the same time, without the fair's permission.

Among the other provisions are: State and track operators share equally in the breakage (non-moneys), operators will get 10 per cent of the handle and 95 per cent of the gate receipts. The fairs' share is rigidly defined, since annual surpluses will revert to the general fund.

Among fairmen encouraging progress of this latest bill in the Legislature were W. Arthur Morris of Reading, Richard Eichelberger of Bedford, Ed Clarke of Clearfield, and Dale Betrow of Carlisle. It is the first issue of its kind ever to pass thru both houses and represents more than two decades of efforts to achieve legalized betting at Pennsylvania tracks. The Senate had passed the measure 28-22 Tuesday (15) and the House okayed the Senate changes 111-6 the following night.

It remains to be seen whether private syndicates will promote construction on new multi-million-dollar racing installations for pari-mutuel operation, or whether any of the State's major fairs will try to be numbered among the four tracks permitted to operate. To put the measure on country-wide ballots requires 5,000-signature petitions.

## Allentown Elects Harris President

ALLENTOWN, Pa. — William T. Harris Jr. won election as president of the Great Allentown Fair last week, filling a vacancy caused by the death of Frank F. Hausman. Harris was elected by the Lehigh County Agricultural Society, 557 of whom turned out.

Other officers and several new directors were chosen. Harris defeated Harry D. Hertzog, who had been chairman of the fair's executive committee, 383-174, and in another vote Hertzog also was defeated for his 17th Ward directorship by John Spiegel after being active in the fair for 32 years.

Officers elected were Dr. Hope

T. Ritter, first vice-president; Harvey W. Muth, second vice-president; Robert E. Moyer, third vice-president; Phil Storch, secretary; Edward G. Leidig, treasurer; Robert F. Good, chemist; Joseph J. Gackenbach, forester; Harry R. Dubbs, librarian, and Alvin H. Butz, geologist.

Other contest-winning directors besides Spiegel are Samuel Lewis over Arthur Nagle, Marvin J. Ritter over George E. Wieder, Fred Franks Sr. over Edward Fetherolf, Joseph Samir Jr. over Arthur Durner, and Fred Laudenslager over Ralph Creveling. Additional new directors are Edward J. Sacks, William Smale and Charles Rutz.

The fairmen voted unanimously to lease a piece of property to the Lehigh Valley Trust Company at the southeast corner of the fairgrounds for construction of a branch bank. The building would revert to the fair society upon amortization. The bank will pay \$7,000 annual rent for use of the lot.

Moyer presided over the annual meeting, which had been preceded by arduous campaigning by Harris and Hertzog supporters.

## CNE LOSES \$125,000 ON GRANDSTAND

TORONTO—The Canadian National Exhibition reported a loss of approximately \$125,000 on the operation of its grandstand show at the 1959 fair.

The loss, the largest on the big expo's records, was incurred with George Gobel as the headliner. In 1958 the show featured Danny Kaye and lost \$55,000, while the year previous Bob Hope turned in a profit of \$22,000. The '56 show netted \$10,000.

Jack Arthur, executive producer of the show, said a combination of factors hurt. Heat was one. Others were overtime costs due to the portable stage and criticism by some officials which hit the newspapers in a big way.

Don Summerville, who voiced considerable criticism of the '59 program, has been dropped from the CNE board of directors.

## A. Herschell 8-Week Strike Is Settled

NORTH TONAWANDA, N. Y.—Strike that closed the ride plant of Allan Herschell Company here for eight weeks was settled Wednesday (23). Management and representatives of the International Association of Machinists reached an agreement and signed a two-year contract.

Lyndon Wilson, Allan Herschell president, explained that the workers will receive a 10½-cent wage increase the first year and an additional 8 cents the second year.

Wilson said the plant was scheduled to swing back into production Monday (28). A compensating price increase will be put into effect due to the higher labor costs, he disclosed.

## Escanaba Fair Inks Campbell, Wade for '60

ESCANABA, Mich.—The Upper Peninsula State Fair has awarded its grandstand contract to the Val Campbell Agency, of Detroit, and its midway to the W. G. Wade Shows, Carl P. Hansen, chairman of the board, announced last week.

Set for the grandstand is Tex Ritter on opening day and the "Ice-O-Rama Revue" with acts. Harness racing will be in for three afternoons, stock car racing for two and wrestling on one night. Danny Fleenor's Thrill Show will be the Sunday night feature and a program of name attractions is being studied for Saturday night.

Doug Wade repped the carnival in negotiations here.

## D. C.'s Uline Arena Sold for \$1,000,000

**Former Jewelry Exec Buys Bldg.; Will Expand Attractions Program**

WASHINGTON—Uline Arena, one of the major buildings here in the nation's capital, has been sold to Harry G. Lynn, local businessman, for a reported \$1 million.

Lynn, 51, is a native of Kansas City, Mo., but has been in Washington since 1947. Until recently he was vice-president of the Fairfax Distributing Company, national buyers for the Kay Jewelry chain.

Lynn admitted to no experience in the building field, but said he plans to bring to the arena any sports attractions or other shows he feels the Washington fans will sup-

port. He said plans are to expand the arena attractions program.

No changes in personnel are planned, he said. Mrs. Elizabeth R. Stine will remain as vice-president and general manager. The arena was built in 1941 by the late Miguel Uline at a reported cost of \$700,000.

It has permanent seating for 5,325 which can be expanded to 7,525. The floor is 187 by 87½ feet; portable stage is 12 feet wide by 48 feet deep; exhibit area is 20,000 square feet and the ice floor is 187 by 87 feet.

## RESIGNED IN SEPT.

## Murray Returning as Rhinebeck Fair Mgr.

RHINEBECK, N. Y.—Richard C. Murray is continuing as secretary of the Dutchess County Agricultural Society and manager of its fair, it was announced this week. He submitted his resignation at the close of the 1959 fair, September 2, after handling the post for 15 years.

Association head Paul Rosenthal said the situation has been "favorably adjusted for both sides."

Rosenthal's two-year term as president will end with elections at the January 14 annual meeting. Other officers are Louis Fish Jr. and Leland L. Leachman, vice-presidents, and Horatio W. Nelson, treasurer.

## York Dates Sept. 13-17; Name Schenck to Board

YORK, Pa. — Life members of the York County Agricultural Society will hold their annual meeting Monday night, January 11, at the fair office, 334 Carlisle Ave. General Manager John M. Rudisill has been admitted for observation to York Hospital, and President Horace B. Faber presided over the December meeting on Monday (7).

The board of managers voted to award the thrill show contract to the Parisian Hell Drivers of Jack Kochman. The performance will be Saturday, September 17, closing day of the five-day fair. James E. Strates Shows was awarded the 1960 midway contract before it left

the grounds last season. Dates will be September 13-17.

A vacancy on the board of managers occasioned by the death of Frank H. Wogan, who died November 20, was filled by the election of Horace E. Schenck. The board will be reorganized at the January 11 meeting.

Permission to use the pet stock building for its annual spring show was given to the York County Rabbit and Cavy Breeders Association.

On the board of managers are Rudisill, Faber, Schenck, Walter F. Grove, F. H. Hartenstein, John A. Dempwolf, Arthur B. Thompson, Ralph B. Jacobs, David E. Stauffer, Robert L. Young and Robert M. Pfaltzgraff.

## RODEO CONVENTION SET FOR JAN. 11-14 IN DENVER

DENVER—The annual convention of the Rodeo Cowboys' Association will be held here January 11-14, preceding the National Western Stock Show and Rodeo to be held January 15-23. The convention will be in the Brown Palace Hotel.

Monday, Tuesday and part of Wednesday will be devoted to meetings of directors, stock contractors, secretaries, announcers and officials.

On Wednesday Eddie MacMurdo, Walla Walla, Wash., will speak on "Area Rodeo Co-Ordination." A panel will discuss the small rodeo, including Harley May, RCA presi-

dent; Charles Carey, Cheyenne, Wyo.; Dr. Ted Alexander, Wichita Falls, Tex.; John Roney, Boulder, Colo., and Jim Skow, Weiser, Idaho. Chet Nelson, sports editor of The Rocky Mountain News, Denver, will speak on "The Rodeo's Future as a Sport."

Another panel will discuss how to keep year-round rodeo interest in a town. On it will be Bob Miller, Spokane, Wash.; Skipper Rigdon, Carlsbad, N. M.; John Bauer, Pendleton, Ore., and Cheddy Thompson, Colorado Springs, Colo.

Harley May is president of RCA and Lex Connelly is secretary-treasurer.

## FAIR-EXHIBITION MANAGEMENT

### Iowa State Treasurer Reps U. S. at Bombay

DES MOINES—William Hitz, treasurer of the Iowa State Fair, will leave this country January 2 for a world tour as a representative of the U. S. Department of Commerce and Department of Agriculture. Hitz, who is vice-president of the American Dairy Association, will represent that industry at a U. S. trade fair to be held in Bombay, India. The fair will be in operation for the entire month of February.

Dairy equipment has already been sent to Bombay and will be set up at the fair along with equipment from the American wheat and soy bean industries. Then milk solids will be sent to the fair and these will be reconstituted into fluid milk. The milk will be used to make ice cream which will be served to fair patrons.

It is planned to then sell the machinery to a native firm which will become buyer of the U. S. surplus dairy output.

Prior to going to India and the fair, Hitz will visit dairy centers in England, Scotland, Guernsey, Holland, Denmark, France and Italy. After the fair, he will visit China, Japan, the Philippines and Hawaii before returning home.

### Memphis Event Plans Stress on Local Industry

MEMPHIS—The 1960 Mid-South Fair plans to spotlight area industry in a bigger way.

Weldon B. Bigger, a member of the fair's board, will head a reorganized commercial and industrial committee for the 104th exposition. Glenn Pinkston, director of exhibits, said the new committee and several subcommittees will handle the Made-in-the-Showing Show, a new industrial division; the outdoor home and farming exhibits and the health show.

Officials hope the Shelby County Building, which will house the local show, can be filled with industrial exhibits which will underline the growing importance which industry has in the economy of Memphis and the area, Pinkston said.

### Tighter Run Wins 66G Net For Oregon '59 State Fair

SALEM, Ore. — A net profit of \$66,757 was realized from the 1959 Oregon State Fair, and manager Howard Maple credits the result to a severely tightened financial operation. Apprehensive over competition from the Oregon Centennial, the board cut the run from 10 days to eight and held down expenditures all along the line. Profit from the engagement brings the cash balance up to \$178,569. The board went along with all pre-fair suggestions, he stated in the audit.

Maple pointed out that attendance fell off \$40,000, was anticipated by the board, but receipts from a tighter gate, bolstered by an admission price hike to 75 cents (from 50), were down only \$1,000. Total revenue for the year was \$488,050 as against \$541,960 in 1958, but expenses were \$100,000-plus below last year's. Capital outlay for permanent improvements trimmed the net to less than the \$66,759 figure.

The fair manager said another admission increase will be forced unless appropriations are made to provide much needed improvements. He cited a new sewer line, roofs, drainage and another horse barn. Current work includes building of a 40-by-60 warehouse from Centennial materials at a saving of \$7,000. Rest rooms are being planned in the livestock barn for the 1960 fair, and all four fair gates will be canopied.

### Canadian Events Elect

REGINA, Sask.—New officials have been named by a number of Canadian fairs in recent weeks.

R. J. Stevenson was named president of the Prince Albert (Sask.) Exhibition with Ray Frith and Harold Pearman as vice-presidents. George K. Ross is manager of the event.

C. G. Rennie was re-elected president of the Nokomis (Sask.) Fair with W. Konschuh and G. Hobman as veeps and R. F. Edwards as honorary president. Mrs. R. Stevenson resigned as secretary.

John Lyons again took the top position for the Nipawin (Sask.) Fair and Charles Peifer, Dermot McDermott and Ronald Tebbutt will continue as vice-presidents. Dorothy Robinson is still secretary-treasurer. Gate receipts for 1959 were slightly off.

Ernest Noble is again president of the Turtle Mountain Fair, Boisvein, Man., and Cecial Orriss was returned as vice-president. Gordon Pearce was re-elected president of the Connaught Fair, Tisdale, Sask., succeeding Robert D. Jackson, who resigned after 12 years. Jackson remains as first vice-president and Mrs. Robert Wallis takes over the second veep chores.

### Franklin, Ind., Elects Hixon

FRANKLIN, Ind.—James Hixon was elected president of the Johnson County Fair board at its annual meeting Wednesday (2).

Other officers chosen with him were Morris Long, vice-president; Burton Guthrie, secretary, and Mrs. Roscoe Waltz, treasurer. Herman Hendricks was named ground superintendent.

### TIGHT \$\$

### Mich. Fairs' State Aid Delayed

DETROIT—Michigan county fairs will have to wait until the State gets funds to pay them for \$500,000 due under division of the revenue from horse racing at Michigan tracks, Gov. G. Mennen Williams told a delegation of fairmen last week.

Money is due primarily for expenses of the 1959 fairs, but Williams pointed out the State's well known shortage of cash, and said it was "impossible" to say when the payments could be made.

Protests was made against payment of \$20,000 to one fair at Hillsdale when nothing was paid to others, and State Controller James Miller apologized and said it happened thru a mistake.

### S. D. State Awards Races To Sweeney

CHICAGO—Al Sweeney's National Speedways, Inc., next season will provide auto racing to fans from Florida to South Dakota as the result of signing three days of the speed events at the South Dakota State Fair, Huron. The pact marks the return of the organization after an absence of seven years.

Dates include speedway cars on September 7 and 9, with a late model stock car 100-lap program on September 10.

Sweeney outlined other dates recently signed by the organization. In Iowa one race meet will be put on at fairs in Denison, Burlington, West Union, Algona and Eldon. Major dates re-signed include Nebraska State Fair, Lincoln, with four races; Ozark Empire Fair, Springfield, Mo., two, and Wisconsin Valley Fair, Wausau, three meets. National Speedways has also signed a single date at the Sioux Falls, S. D., Fair.

### Western Pa. Exhibitors' Greensburg January 30

GREENSBURG, Pa. — The Western Pennsylvania Fair Exhibitors Association will hold its fourth annual meeting January 30 at the Penn Albert Hotel, secretary H. W. Churns reports. It is attended by officials of celebrations and area amusement and talent people.



Anthony A. (Tony) Federico Jr. has been added to the staff of Mid-South Fair, Memphis, as an administrative assistant to G. W. (Bill) Wynne, manager. Federico, a native of Memphis, is being trained in the fair business and is expected ultimately to be named assistant manager in charge of concessions and operations.

## TALENT ON THE ROAD

### Texas John Slaughter Leads Winter Parade

Tom Tryon, TV's Texas John Slaughter, will lead the annual parade that kicks off the Festival of Snows in the St. Paul Winter Carnival January 30. The tall cowboy will also take part in ceremonies surrounding the coronation of King Boreas XXIV in the St. Paul Auditorium on January 29 and in the aud's square dance festival on January 30. Slaughter appears in the Disney TV series, and the parades will follow the Disney theme, the first civic festival to be granted permission to incorporate such a theme into its program, officials announced. . . . The Fayette County Fair, West Union, Ia., again will go for names in '60. Booked thru GAC-Hamid are "Teen Time U.S.A." on one night; Betty Johnson the second night and Red Foley the third evening.

Tex Ritter has switched agencies and is now being booked thru Top Talent, Inc., Springfield, Mo., Don Richardson Sr. of that office reports. Ritter appears frequently on Red Foley's "Jubilee U.S.A." show and is being set for several fairs for next season. He'll also play some dates for Music Corporation of America and is also being offered for outdoor dates by George Ferguson's Attractions, Inc., of Chicago. . . . Ray Thompson Jr., of horse act note, is framing a new show in Wenatchee, Wash., that will include comedy and burlesque with high school horses. . . . Fifi D'Orsay, former flicker actress, replaced the Duncan Sisters at Chicago's Mangum's Chateau. . . . Stepin Fetchitt is currently playing a Chicago Randolph Street nitery, and Jan Murray is at the Chez Paree.

TV SHOWCASE: Dorothy Collins will visit the December 29 Garry Moore show. . . . Ethel Merman, Beatrice Lillie, Ray Bolger and Benny Goodman set for January 29 "Bell Telephone Hour." . . . "Pontiac Star Parade" will have Mort Sahl, Eddie Cantor and Frankie Vaughan on January 22. The New Year's Day version of the same show will have Jane Froman, Grant Johannesen, Louis Armstrong, Shirley Jones and Jack Cassidy. Gene Nelson, Taina Elg, Jacques D'Amboise and Allegra Kent. . . . Cyd Charisse will be featured on December 29 "Ford Starline." . . . With her husband, Tony Martin, and comedienne Eve Arden. . . . Ex-barber Perry Como will host Maureen O'Hara, Imogene Coca and the Jonah Jones Quartet with "Dancing Waters" on December 30. . . . Bob Hope's holiday tour to entertain companying, this time to Alaska, will be seen on film January 13. Accompanying Hope this year were Frances Langford, Jerry Colonna, Steve McQueen, Neile Adams and Skinnay Ennis and orchestra. *Charlie Byrnes*

### Alice Lon, Ted Mack Signed For Ronceverte, W. Va., Fair

Orson Bean, who was one of the originals of ABC-TV's "Keep Talking" player-panel, returns as guest player on December 29. . . . Touring groups playing dates under Herbert Barrett Management include the Goldovsky Grand Opera Theater and the Bach Aria Group. . . . Alice Lon and Ted Mack are signed for the West Virginia State Fair in 1960, thru Barnes-Carruthers Agency. . . . On the Small Screen: Dorothy Collins and nonsense magician Mr. Ballentine on the Garry Moore Show, December 29; Patrice Munsel, Sammy Davis Jr., Pully Whiteman, the Ames Brothers and Senor Wences on "The Big Party," December 31; tennis stars Althea Gibson and Karol Jageros plus the Harlem Globetrotters, covered live over CBS from the Westchester County Center, White Plains, N. Y., January 3; the Molodt Trio, comedy acrobats, on "Captain Kangaroo," January 2; Nanette Fabray, Fabian and Andre Previn on the Dean Martin Show, January 12; Ethel Merman, Bea Lillie, Ray Bolger and Benny Goodman on the "Bell Telephone Hour," January 29; Henry Fonda, Jackie Gleason, Rex Harrison, Julie Andrews, Shelley Berman, and Mike Nichols and Elaine May on "The Fabulous Fifties," January 31. *Irwin Kirby.*

## FAIR MEETINGS

West Virginia Association of Fairs, Tygart Hotel, Elkins, January 2-3. Mabel C. Hetzer, P. O. Box 589, Huntington, secretary.

Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 3-5. Robert L. Barnett, Muncie Star, Muncie, Ind., secretary.

Minnesota Federation of County Fairs and Minnesota State Agricultural Society, St. Paul Hotel, St. Paul, January 4-6. Hubert Ransom, St. James, secretary.

Georgia Association of Agricultural Fairs, Dinkler - Plaza Hotel, Atlanta, January 11. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 12-13. Tom Moore, Spartanburg, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 12-13. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Associa-

tion, Deshler-Hilton Hotel, Columbus, January 12-14. Goldie Scheible, 1043 South Main Street, Dayton, O., executive secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 13-14. Win H. Eldridge, 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.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 16-17. William E. Finch, Danville, secretary.

South Dakota Fair & Exposition Association, St. Charles Hotel,

## ARENA, AUDITORIUM NEWSLETTER

### Heated Ball Park

By TOM PARKINSON

CANDLESTICK PARK, the new home of the San Francisco Giants, is the first heated baseball stadium. The heat is provided by nearly seven-miles of pipe coils set in the concrete under the 20,000-seat reserved section. Night baseball and fall football games are scheduled in the park, and cool nights in San Francisco make the system advisable. . . . Buster Doss' Variety Revue has completed its 1959 route thru 27 States and three provinces. The phone-promotional show will reopen in January under a new title, Doc Doss' Old Tyme Dixie Medicine Show, and it will be sold by promotion also. . . . Sponsors of a rodeo at the Evansville (Ind.) Municipal Stadium may drop the event for next year. . . . Events at the State Fair of Texas buildings include a company party and then the National Finals Rodeo at the Livestock Coliseum; a number of concerts and then "My Fair Lady" at the State Fair Music Hall, and extensive basketball games and practice by church and commercial teams at the Recreation Building. Annual Cotton Bowl college basketball tournament is in the same building. Public skating keeps the Dallas Ice Arena busy.

## Garden Revenue Increases; Safway Ups Working Capital

MADISON SQUARE GARDEN's annual report for the year ended August 31 shows the building corporation had an operating revenue of \$8,328,236 in 1959, compared to about \$6,900,000 in 1958 and \$6,500,000 in 1957. The net, however, was down. In 1959 the net was \$404,259, compared to \$432,292 in 1958 and \$386,822 in 1957. . . . Safway Steel Products Company, Inc., Milwaukee, has negotiated a \$1,250,000 loan thru the Prudential Insurance Company. About \$450,000 will go to refunding a previous Prudential loan and the balance will be used as additional working capital. . . . "Ice Follies" strong press hits included color shots in the Chicago papers during the show's run there. . . . Jack Morton Productions, industrial show producers, have added offices at Detroit and Denver recently. They already were operating in New York, Chicago, Washington, Dallas, Miami and Hollywood.

## Portland Sets 'Holiday'; New Orleans Symphony Tours

HOLIDAY ON ICE will be the opening event at Portland (Ore.) Memorial Coliseum. Manager Don Jewell has announced his commission's decision that the ice should be first in the new building. That is scheduled for November, 1960. Construction is moving along rapidly. Bids will be sought soon for fork lifts, public-address system and other equipment. Already being installed are boilers, ice-making machines and ventilating equipment. Completion of the roof in November permits work to continue thru the winter. . . . New Orleans Philharmonic Symphony Orchestra made an eight-day tour to play in Durant, Okla.; Paris, Henderson and Denton, Tex., and Pine Bluff, Ark. On February 17 it starts a long trip thru the Middle West, including a concert in Chicago.

Pierre, January 17-18. Ray Urrah, Hurley, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 17-19. Harry B. Kelley, Hillsdale, secretary.

Association of Alabama Fairs, Hotel Stafford, Tuscaloosa, January 18-19. C. W. Summers, Box 972, Jasper, secretary.

Massachusetts Agricultural Fairs' Association, Wendell-Sherwood Hotel, Pittsfield, January 18-19. Paul Corson, Topsfield, secretary.

Association of Utah Fairs and Shows, New House Hotel, January 20. Mae Bellow, 2636 South 20th East, Salt Lake City 9, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 20-21. William Arthur Morris, 2924 North Fifth Street Highway, Reading, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Hotel Graver, Fargo, January 21-22. A. D. Scott, Box 68, Fargo, secretary.

Kentucky Association of Fairs & Horse Show, Kentucky Hotel, Louisville, January 21-22. L. Doc Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorsville, secretary-treasurer.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-26. H. C. McClellan, Arlington, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 25-26. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 27. William C. Lynn, 1 West State Street, Trenton, secretary.

Tennessee Association of Fairs, Noel & Maxwell House, Nashville, January 28-29. Mrs. Malinda Granberry, Box 3808, Mid-South Fair, Memphis, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 3. N. S. Hand, Mississippi State Fair, Jackson, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary-treasurer.

Arkansas Fair Managers' Association, Lafayette Hotel, Little Rock, February 8-9. Clyde E. Byrd, Arkansas Livestock Exposition, Little Rock, secretary.

Midwest Fair Association, Hotel President, Kansas City, Mo., February 25-26. Maurice E. Fager, Mid-America Fair, Topeka, Kan., secretary.

## Public Shows Listed for Gotham Hall

NEW YORK — There are 18 major trade and public shows scheduled for the New York Coliseum for the first seven months of 1960. Six shows are new, of which only one is a public exhibition, this being the British Exhibition, June 10-26.

By size, the 18 events consist of six four-floor shows; one three-floor show; four two-floor shows and seven one-floor shows.

Public events are the 50th National Motor Boat Show, January 15-24; Start Your Own Business Exposition, January 29 to February 2; 14th National Photographic Show, February 18-22; National Outdoor Exposition, February 20-28; Antiques Fair and Sale, March 5-13; 43d International Flower Show, March 5-12; International Automobile Show, April 16-24; British Exhibition, June 10-26, and New York Health Exposition, July 16-24.

## Winter Signs Cugat, Lane For Auto Show

MINNEAPOLIS—Xavier Cugat and his orchestra and Abbe Lane will head the stagershow the opening two days of the Upper Midwest Auto Show, January 9-17, at the Auditorium here, it was announced by Max Winter, producer and president of Minneapolis Attractions. Other top talent is being lined up, Winter said, and the stagershow will change headline attractions three times during the nine-day show.

Both foreign and American makes of cars will be exhibited side by side for the first time here. In addition, there will be futuristic models and custom, sports, antique and home-made cars on display.

## Johnny Cash Draws 10,700 At Des Moines

DES MOINES, Ia. — Johnny Cash really cashed in, with 10,732 attending three shows Sunday (13) at the KRNT Theater in Des Moines.

The dates had been postponed from last month after Cash became ill at Ottumwa, Ia., and entered a hospital there with pneumonia.

Apparently Cash felt so good with the crowds and getting back to work he overdid himself on the second show and did so many encores he had the crowd for the third show waiting for the second to end.

The shows were held at 2, 5 and 8:30 p.m. The 5 o'clock show was scheduled to end at 7:30 p.m. but he was still singing at 8 o'clock and the third show customers were lined up outside for blocks.

## Galveston Park Increases Profit

GALVESTON, Tex.—City-owned Stewart Beach Park made \$10,000 more profit this year than in 1958, despite a drop of \$50,000 in gross income.

This was revealed in an audit of the playground's books just completed by Assistant City Auditor D. A. Strain. The increase in profits

## AMUSEMENT PARK OPERATION

### Aquarium, Pageant Museum In Atlantic City Plans

ATLANTIC CITY—A proposal that a municipal recreation commission be created to take over the operation of Garden Pier was renewed by Harry Gottlieb, local attorney, at a conference with the city commission and State Sen. Frank S. Farley. Gottlieb first presented the plan to the city commission last April. Under Gottlieb's plan, the central attraction on the pier would be an Oceanarium to feature salt water fish. Altman estimated cost of shoring up the aquarium would be about \$1,500,000. While it now costs the city about \$38,000 a year to operate the pier, not including the cost of public concerts, Gottlieb thinks the uptown center could be made self-sustaining and at the same time offer attractions visitors could not find elsewhere. He would have a museum of Atlantic City antiques on one side of the pier and a Miss America Pageant museum, including wax figures of all the winners, on the other.

## Year-Round Train Draws San Antonio Patronage

MINIATURE TRAIN OPERATION at Breckenridge Park in San Antonio is a year-round operation. Carl Boykin, one of the operators, reports that 72 per cent of the passengers are adults. The three-and-a-half-mile track handles three trains in rush periods. Each train has two locomotives and hauls 85 people. A round trip takes 16 minutes and trains often leave about every five minutes. Sundays and Saturdays are by far the best days. And the biggest day of the year is Easter Sunday, when patrons start arriving in the park about 3 a.m. to get choice picnic tables. The train then starts operations at dawn. Operation also continues thru the wet wintry weather here.

## Staton Takes Added Duty, Heads Safety Committee

MARVIN STATON, of Spring Lake Park, Oklahoma City, has accepted the chairmanship of the all-important NAAPPB safety committee for the coming year, President Robert L. Plarr has announced. . . . Staton, who as third vice-president, also will serve as chairman of the membership committee, succeeds President Plarr, who headed the committee during its first year. The president will continue in an ex-officio capacity as a member of the committee. Staton also will be a member of the NAAPPB liability insurance committee because of the close liaison necessary between the two committees, Plarr states. —John S. Bowman, NAAPPB Secretary.

## Cedar Point Resort Takes Space at 7 Exhibit Shows

SANDUSKY, O.—Cedar Point-on-Lake-Erie, resort here, will take display booths at seven walk-around shows in Ohio and Michigan this winter. This is the resort's most ambitious show schedule.

Robert McKay, formerly of Buckeye Lake, O., and employed at Cedar Point this past season, is in charge of making a booth display board, which contains a scale model of the resort of the future and also blown up pictures taken at the park last summer.

William H. Evans, in charge of public relations and bookings for Cedar Point, said officials hope to reach a half million people thru displays at the seven shows. Descriptive folders will be passed out at each show.

The shows are: Cleveland Press Boat Show, Cleveland Public Hall, January 16-24; Toledo Boat Show, Sports Arena, January 23-31; Detroit Boat Show, Fairgrounds, February 20-28; Junior Chamber of Commerce Boat & Sports Show, Idora Park, Youngstown, O., March 1-5; Toledo Home & Travel Show, Civic Auditorium, March 5-13; Cleveland Sportmen's Show,

Public Hall, March 18-27, and Central Ohio Boat Show, Veterans Memorial Hall, Columbus, March 21-27.

Cedar Point had displays at the Cleveland Sportsmen's Show, Cleveland Press Boat Show, Toledo Boat Show and the Detroit Boat Show in 1959. The other three are new events for the resort exhibitors.

Meanwhile, at the resort, winter work activities continue. A 50 by 90-foot boat repair building is nearly complete at the Marina where hundreds of boats were moored during the first season. Many of the yachts are in winter storage at the Marina and are being taken into the shop for repairs.

Noah's Ark, a walk-thru in operation for about 30 years, has been torn down. The Scooter Ride, long a fixture at the resort, is set to occupy the Noah's Ark site. Old Scooter cars have been sold and new ones ordered for next season. The metal floor and ceiling of the old ride was salvaged for moving to the new location and well-seasoned lumber from the 50-year-old razed bathhouse will be used in framing the new Scooter set-up.

Evans reported that several Blue Herons are still to be seen almost daily in shallow water near the causeway to Sandusky. He said the long-legged birds have usually headed south by Thanksgiving and are now about three weeks overdue for departure, indicating a possible mild winter.

# R-B PLANS MOVE TO VENICE, FLA.

## Move Awaits Federal Site Approval; Circus Amusement Park Scheduled

SARASOTA, Fla. — Ringling Bros. and Barnum & Bailey Circus will move its winter base to Venice, Fla., providing approval of the Federal Aviation Agency on the site, Art Concello, executive director of the circus, announced.

An agreement to lease 10 to 15 acres for \$1,000 a year with an option on 80 more acres was made with the Venice city council. Concello said that FAA approval is a "routine thing when airport property is involved."

Plans for the operation of a circus park on the site was also announced by Concello.

Mayor Smyth Brohard of Venice said: "We had a meeting of the minds on leasing the first area of 10 to 15 acres for \$1,000 a year and giving the circus an option on the rest. Concello did not definitely promise the million-dollar park idea, but he said he hoped he could work it out. We will now have to have a legal contract drawn up."

Concello said that as soon as the contract is signed the circus will start building a 200 by 100-foot costume shop and office, then a storage building to house circus items to be held for the park idea, and then a rehearsal building.

"We hope to rehearse our shows and do television shows from the

Venice site," he said. Starting next winter, rehearsals will be open to the public.

Most of the property occupied here in Sarasota by the circus since 1927 was recently sold for conversion into housing.

# Kelly-Miller's Circus Shrine Club Parades at Hugo

HUGO, Okla.—Traveling Shrine Club of the Kelly-Miller Circus conducted a ceremonial here Friday (11) in conjunction with the sponsoring Shrine Temple at Muskogee, Okla. Event was to include a parade with Shrine motorcycle, scooter and mounted patrol units plus Kelly - Miller elephants, horses, camels, and caged animals. The Shrine club, the only one among circuses and one of only two or three in show business, includes about 60 members, including some of the personnel of the Kelly-Miller, Carson-Barnes, Famous Cole, and James-Christy circuses, all based here.

# Blue Hill Re-Elects

BLUE HILL, Me.—All officers of Hancock County Agricultural Society, sponsor of the Blue Hill Fair, were re-elected at the recent annual meeting here. President Ellis Slaven and Vice-President Philip Rackliffe were returned to office for third terms, while Treasurer Harry S. Drew was named to a fourth term and Secretary Phil O'Brien was voted a fifth term. The society named these directors: Murray Tapley, chairman; John Clough, Wendell Grindle, Malcolm Saunders and Harry Duffy.

At the meeting reports were made on two new departments, sheep dog trials and a regional wool show. The former was the first ever used by a fair in this area. It was also reported that the fair's 1959 sheep show was the largest in the State. The 1960 fair opens the evening of September 22 and runs thru the fifth.

# King Shows Being Prepped For '60 Tour

MACON, Ga.—Remo Cristiani, general manager of King Bros. Circus, accompanied by Adolfo (Tripoli) Cristiani, a co-partner in the ownership of the show, spent several days here while en route to Eastern points seeking additional animals and equipment for the show's 1960 tour.

He revealed that a new menagerie top, a 60 with two 30's and one 20 middle pieces, is now being made for the show by the U. S. Tent & Awning Company in Sarasota.

Work has started at winter quarters in Punta Gordo, Fla., on two new seat wagons, under supervision of Benny Cristiani.

The show is situated in a modern building, off the highway near the high school at Punta Gordo, where work was started December 14 readying the equipment for next season.

While no official announcement as to route was made, it is understood the show will open in mid-April in the Macon vicinity. Last year the show played its first performance in nearby Warner Robins, site of a large Air Force base.

Remo Cristiani said the show is seeking more elephants and will buy one or two more for their elephant herd in the next few weeks. Other hay-eating animals also are to be added.

The performance is due for strengthening, and Remo and Tripoli will spend several days in New York seeking new acts.

Three riding acts will be featured, they said, but other program details were not revealed.

While here the two brothers conferred with Charles T. Underwood, general agent, who has completed new press-radio and TV books, and will start on the road December 26. A lease agreement on the use of the King title was formally completed with Mrs. Vicki K. King.

# CIRCUS TROUPE

By TOM PARKINSON

RINGLING BROS. and Barnum & Bailey's latest efforts on television came off well. This was the "Christmas at the Circus" program carried by CBS out of the Miami Beach Exhibition Hall recently. CBS maintained its record of coming thru with the best circus productions on TV. This program was marred, however, by the injury of Walter Klauser during his bear act. He sustained a fractured leg when a bike-riding bear rode into him while the act was being televised. Action turned quickly to another ring and clowns, so much of the TV audience probably was unaware of the accident. Klauser was hospitalized in Miami Beach.

Christmas cards seem to have a special adaptability to circus themes, and the cards sent this season by various shows and individuals are no exception. The Tom Packs' cards with a painting of an elephant act is one example. Mills Bros.' card shows its elephant, Burma, in a Christmas setting with Santa Claus as a passenger. The Clyde Beatty & Cole Bros.' Circus card shows Santa in a stunt as difficult as chimney climbing. He's riding bareback on a reindeer that is leaping over a barrier.

King Bros.' Circus played a season of 31 weeks, running from April 25 to November 28, traveling 11,300 miles to reach 188 stands in 18 States. Jumps averaged 60 miles. It rained 17 times and that left 111 days of good weather. There was only one Sunday on which the show worked. A blowdown between shows at Grundy, Va., didn't interrupt the schedule. No shows were missed in the season, and the top was up on time each day. This was the show's first tour, and it is operated by Benny Cristiani and family.

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Paul M. Conaway, Macon, Ga., show attorney, will move his offices to a new location on January 1. The new address is Suite 307, Southern United Building, Cherry and Broadway. Conaway was located across from the courthouse for over 25 years. . . . Joe Rossi, veteran band leader, and his family were the subject of a recent feature story in The Mexico (Mo.) Ledger. In addition to Joe, the story tells about his son, Benny, who spends his college vacations as a roper and rider, and his two other sons, Rex and Jimmy, and daughter, Evaline Rossi Snodgrass, retired trapeze performer. The piece also describes the Riva family, who are in this country after a season on a South African circus. Included with the story are two pics, one of Rex Rossi's wife doing Roman riding and one of Joe Rossi with the four Riva daughters.

Clown Elmer Waldo is wintering at Baraboo, Wis., and visited recently with John Kelley, former Ringling attorney who is active in the Circus World Museum, and Ernie Zimmerman, who has been painting the circus equipment at the museum.

Prof. George J. Keller has been signed to repeat the Madison Square Garden engagement of the Ringling-Barnum circus. He also is completing a book about his transition from college professor to wild animal trainer. . . . Bill English, Side Show manager with the Clyde Beatty & Cole Bros.' Circus, is wintering in Sarasota. He will be back with the show in 1960. Last year, he reports, the panel front proved practical. They plan to augment the kid show this time around.

Justus Edwards will spend the holidays at his home in Oquawka, Ill. . . . Nat Green will spend the Christmas season with relatives in California. . . . The San Diego, Calif., zoo has a new gorilla. . . . West Berlin Zoo just added a \$12,000 male hippo, one of only nine in Europe. At Hamburg, Germany, the Hagenbeck zoo is building a new structure to duplicate tropical weather for certain animals and reptiles. . . . North Carolina CFA members met at Greenboro recently. The Phil Michaloves entertained with pictures. Attending were the John Garners, the Bill Atwaters, the Al Garees, John Whitefield Jr. and Jimmie Waynick. They learned that Bess Costello, of the Riding Costellos, has been ill. The Garees formerly were with Corporation Shows.

Line-up of the James Bros.' Circus, currently touring Northern California under police auspices, includes Johnny Cline and his ponies, Tom Twist and dogs; De De Dawn, contortion; Johnny Jones, slack wire; Jerry, clown juggler; Clark McDermot and Lula Belle, bear turn; Johnny Cline and his dogs; Jimmy O'Neil, barrel jumping; Cliff Nelson, puppets; Milonga Cline, web; Jimmy Troy, trapeze, and Johnny Cline and dogs, ponies and elephants. Dave Twomey clowns and emcees and an eight-piece band was used at the Sacramento date. Show has been doing good business according to reports. . . . Coco, of the Bertam Mills Circus; Dickie Henderson, Little Billy, Little Mikki, Teddy Johnson and Pearl Carr recently completed their sled tour of Ilford and Woodford Bridge area in England. They collected parcels from a host of people for underprivileged children.

Ray Thompson is back from a visit with his son and family, the Ray Thompsons Jr., at Wenatchee, Wash. He is planning to put out a comedy burlesque high school horse act for parks, fairs and circuses next season. . . . The Des Moines Register for December 15 carried color photos on Page 1 showing trainer Joe Friscia, of the Muscatine, Ia., city zoo, along with the zoo's baby elephants and the zoo's basketball-playing chimps. . . .

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TURNING BACK THE PAGES—Ten Years Ago: Ringling Bros. and Barnum & Bailey Circus was making a big hit on its first trip to Havana. . . . F. A. (Babe) Boudinot was named traffic manager of the Ringling show, succeeding J. C. (Tommy) Thomas. . . . R. M. Harvey announced he would not be with Cole Bros. in the coming season. He was on his way to a vacation in the Caribbean. . . . Polack Bros. Circus signed an AGVA contract. . . . The Flying LaForms made a movie with Roy Rogers. . . . Floyd Arnold closed with Dailey Bros. and worked as Santa Claus in San Antonio.

# Hunts Assign Park Floats

BURLINGTON, N. J. — Floats for the springtime Hunt Bros. Circus engagement at Palisades Amusement Park are being designed and built by Frank Van Fleet of Trenton and Americana Displays of Long Branch, Harry Hunt reports.

**BILL GRIFFITH WANTS PROMOTERS**  
Midwest towns, all sizes, all kinds of sponsors, ready to go Jan. 4. Full season's work through next December. Paul Reynolds, have deal you will like; Jack Shattuck, Berni, Jack Arnott, Bill Rundgren, Sally, all others who can cut it, call me.  
CHICAGO PHONE MEN, call immediately.  
TOP CONTRACTING AGENTS to set phones; write your own ticket if you can produce; year-round work. Ed Hiller, Ed Hill, contact me.  
BILL GRIFFITH V. Anderson 7-4505, Des Plaines, Ill. Absolutely NO CALLS after 7:00 p.m.

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Several GOOD Promotional Managers who want to MAKE MONEY in 1960, with no layoffs or waiting for dates and no commission holdbacks.  
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If you can't work clean and finance yourself properly, don't call.  
**JACK KELLY** General Promotional Manager  
**TOMMY SCOTT SHOWS** Phone JACKSON 3-6001 or TRINITY 4-8621 Atlanta, Ga.  
Come pick some peaches.

**5-PHONEMEN-5**  
U.P.C., Tickets and Program. Open January 5, Tucson, Ariz. 25% pay daily. Paid collectors. No collects, person to person only. **BILL REGAN**, Hollywood 2-9473, 9 a.m. to 9 p.m. only. If no answer call Dunkirk 3-4169, Los Angeles, Calif.

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**J. C. MICHAELS ATTRACTIONS** 210 Reliance Bldg., Kansas City, Mo.

**6-PHONEMEN-6** FOURTH YEAR FOR JAYCEE. CLYDE BEATTY CIRCUS.  
**MR. G.** (Casey, come in.) CALL: JAYCEE PHONE ROOM WILMINGTON, DELAWARE (Office open Jan. 4)

**Estevan Arena in Red**  
ESTEVAN, Sask.—The Auditorium, operated by the Estevan Agricultural Society, showed a deficit of \$4,634 for the year ended August 31, as compared with a deficit of \$6,200 last year.  
Receipts totaled \$22,049, made up of revenue from hockey, skating, concessions and other sources. Expenses totaling \$26,682 included wages, light and power costs, insurance and payment toward the ice plant. Still owing on the \$323,000 building is \$60,150.

**WANTED For 1960 Season**  
Acts of all kinds. Due to enlarging of circus, need Wild Animal, Aerial, Wild West, Tumblers, Clowns, all kinds of acts. Reply **Cristiani Bros.' Circus** Box 105 Sarasota, Florida

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Atayde Bros.: Mexico City, Mex., 28-Feb. 3.  
Packs, Tom: Mexico City, Mex., 28-Jan. 7.

### Ice Shows

Ice Capades, 19th Edition: (Coliseum) Spokane, Wash., 28-31; (Ice Arena) Seattle Jan. 2-10.  
Ice Capades, 20th Edition: (Garden) Boston, Mass., 28-Jan. 10.  
Ice Follies of 1960: (Arena) Philadelphia, Pa., 28-Jan. 10.

### Miscellaneous

Matchstick Cities: Tampa, Fla., 28-Jan. 3.  
O'Day, Marie, Palace Car: Elgin, Tex., 28; Smithville 29; Bastrop 30; Lockhart 31.

### Legitimate Shows

Dark at the Top of the Stairs: (Geary) San Francisco, Calif., 28-Jan. 9; (Civic Aud) Portland, Ore., 11-12.  
Look Homeward Angel: (Blackstone) Chicago, Ill., 28-Jan. 9.  
Music Man, The: (Shubert) Chi-

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## Mineola Votes New Directors

WESTBURY, N. Y. — Two additions to the board of Mineola Fair and Industrial Exposition were made last week. Occasion was the annual meeting of life members of the Agricultural Society of Queens, Nassau and Suffolk Counties, sponsors of the 118-year-old fair.

New members are Jack Retaliata of Gruman Aviation Corporation and Carlyle Jones of Sperry Gyroscope Company. Dates for the 1960 edition are October 8-16 at Roosevelt Raceway.

## San Mateo Fair Names Dick Harris

SAN MATEO, Calif. — Richard H. Harris, former San Francisco and Peninsula newspaperman, has been named publicity director for the San Mateo County Fair and Floral Fiesta, William M. Wilson, manager, announced here. Harris has already assumed his duties, with material for the 1960 fair, August 5-13, now being prepared under his direction.

Two for the Seesaw: (Community) Hershey, Pa., 28; (Playhouse) Wilmington, Del., 30-Jan. 2; (Proctor) Schenectady, N. Y., 4; (Stanley) Utica, N. Y., 5-6; (Aud) Rochester, N. Y., 7-9; (Paramount) Springfield, Mass., 11.

### Arena Routes

Polish State Folk Ballet: (War Memorial Opera House) San Francisco, Calif., 29-Jan. 3; (Music Hall) Cleveland, O., 8-10; (Lafayette) Buffalo, N. Y., 11-12.



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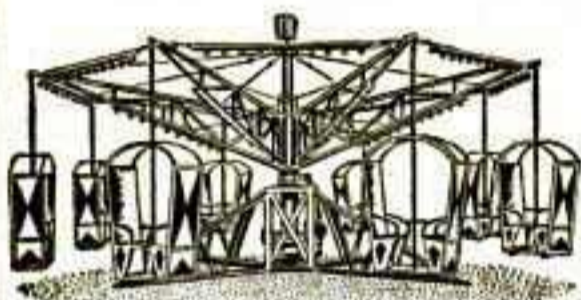
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## FINAL CURTAIN

**CONGER—George H.**, former operator of the old Conger & Santo Players, recently in Kennett, Mo. He spent 65 years in show business, including stunts in minstrelsy, dramatic stock, vaudeville, comic opera and the circus and carnival business. Burial December 18 in Methodist Cemetery in his hometown of Fulton, N. Y.

**DAVIS—Robert**, 82, former character actor, comedian and dancer, December 4 of a heart attack in Mary Greeley Hospital, Ames, Ia. He began his career in the '90's with the family's musical and vaude show which played the Midwest and South. Later he toured with the Will H. Locke and Carl M. Dalton companies, among others. For several years he and his partner, George E. Engesser, had out Swede shows. He retired from show business several years ago. Survived by his widow, Elizabeth; a brother, Lute, Council Bluffs, Ia., and a sister, Mrs. Ada Unmack, Omaha. Burial in Ames Municipal Cemetery.

**GARLAND—Walter**, 79, former circus purchasing agent and ticket seller, December 14 in an Asheville, N. C., hospital. His career included connections with the Ringling-Barnum, Hagenbeck-Wallace and other American Circus Corporation shows, and in 1935 with Jess Adkins on Cole Bros. Circus. In recent years he had been in business at Black Mountain, N. C. Survived by two sons, Walter and William, of Black Mountain, and a sister, Mrs. Sally Shell, Portland, Ore. Burial in Mountain View Memorial Park, Black Mountain.

### IN LOVING MEMORY

Of My Dear Husband

**BENJAMIN H. PATRICK**

who passed away  
January 1, 1945.

I miss you very much.

**BESSIE A. PATRICK**

**WATKINS—Irah J.**, 65, well known for his Watkins' Chimps act, December 22 of a heart attack at his Tampa home. He spent most of his life in show business, earlier as a motordrome rider and operator. Survived by his widow, Sylvia, who works an act known as Sylvia's Dogs; a daughter, Patricia, also with the dog act, and a son, Buddy, who worked with his father. Burial December 24 in Tampa.

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## ROLLER RUMBLINGS

By AL SCHNEIDER

**A**T THE INSISTENCE of patrons, the America on Wheels chain's Mount Vernon (N. Y.) Arena revived "two-in-one" nights, starting December 26. A popular feature last year, the program offers roller skating from 7:30 to 10:30 p.m., followed by dancing to live orchestra music until midnight, for the price of a single admission. Christmas parties were held at all AOW rinks this year, starting with one at

Alexandria (Va.) Arena December 25 night. On December 27 the chain offered holiday events at Twin City Arena, Elizabeth, N. J.; Capitol Arena, Trenton, N. J.; Boulevard Arena, Bayonne, N. J.; Bladensburg (Md.) Arena and Levittown (N. Y.) Arena, winding up Monday (28) at National Arena, Washington, and Mount Vernon (N. Y.) Arena. Daily matinees in the chain began December 25 and they continue thru January 3.

For the first time special kiddie Christmas parties were held in four of AOW's rinks. One was offered December 19 at Capitol Arena, with similar events at Bladensburg, Mount Vernon and Levittown Saturday (26) afternoon. Silver dollars were the prizes at the kiddie events. At regular holiday parties 30 packages of candy were the prize offerings.

Wrightway Roller Rink, North of Sheridan, Ark., on U. S. Highway 167, was destroyed by fire November 25. Mr. and Mrs. Homer Wright, owners of the property, estimated damage at more than \$12,000.

Skate-O-Rama, Florida's newest major roller rink, opened recently in the new Riverview Amusement Park, Jacksonville, to what Manager Sid Walker described as "the enthusiastic approval of many skaters—youngsters and adults alike." The rink, according to

Walker, has one of the largest skating surfaces in the Jacksonville area and offers live music via Hammond organ. The establishment is the latest feature installed by the Riverview management, which has been moving rides and equipment a few hundred feet toward the river front to make room for a giant shopping center which is to be built on a portion of the park acreage. The combination of shopping center and amusement park is expected to be successful, according to Walker, owner of the project. The park is being readied for a spring opening.

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Fly-o-Plane  
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Bulgy the Whale

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# SLA Hosts 300 Kids At Yule Celebration

Windy City Underprivileged Children Treated to Show, Refreshments, Gifts

CHICAGO—Over 300 of Chicago's underprivileged children had a Merry Christmas this year, with the Showmen's League of America donning the whiskers and red suit to make it possible. This year's annual Christmas party was held here in the Hotel Sherman on Sunday (20), and it was a rouser from start to finish. Under the co-chairmanship of Jack Duffield and Sollie Wasserman, the youngsters were treated to an hour show with Dick Ware as emcee; Arizona Jack, rope tricks; dancers, singers, musicians and an accordion orchestra from Charles (Chuck) Zemater's Hollywood Conservatory of Music. George B.

Flint, SLA chaplain, donned the white whiskers this year as yuletide's favorite character. Following the show the 300 children were treated to ice cream, milk and cookies and then the parade to the gift tables began. Each youngster was given a huge bag of toys, bigger than some of them could carry without help. A shopping bag, filled with candy, nuts and fruit balanced the toy package and they all struggled up the stairs to the waiting buses, chartered for their trip to the hotel and back to their home localities. Dozens of league members and dozens of non-members participated in the preparations and conduct of the party, aiding Duffield and Wasserman. Ladies assisting included the wives of the officers as well as those from the League's auxiliary, Caravans, Inc., and the Chateau Hotel.

Members who took an active part included Al Sweeney, Ed Sopenar, Louis Berger, Bill Knight, Hadji Delgarian, Norman Schlossberg, Al Kaufman, Hy Neitlich, Charles Zemater Sr., Jack Zemater, Johnny Hill, Dennis Shean, White Lehrter, Dick Boylan, Max Brantman, Blackie Cherniak, Charlie and Jimmy Byrnes, Petey Pivor, Johnny Sherlock, Ed Levinson, Chick Bohdan, John Dundee, Sid Erber, Jack Kwiet, Jimmy Stanton, Jimmy Campbell, Hank Shelby, Bernie Mendelson, Sparky Garmisa and many others.

One of the guests of the day was Barry Latman, pitcher for the Chicago White Sox.

# Ohio Showmen Host Kiddies

COLUMBUS, O.—The Greater Ohio Showmen's Association held its third annual Christmas party for underprivileged children Saturday (19) in association clubrooms. Lunch was served the children before they were taken out for a theater party. Later they were brought back to the club for distribution of gifts. Supervising the event were club president and Mrs. F. C. Cook, assisted by Secretary Nellie DeBell and Lawrence (Santa Claus) More and wife. Also assisting were Mr. and Mrs. William Alspach, Mrs. Jennie Abrams, of the Crotty Trio; Mrs. Bessie Grady, of Mills Bros. Circus, and William Search.

# Arthur Named General Agent Of C&W Shows

Veteran Showman Toured Imperial, Was Babcock Mgr.

PETERSBURG, Va. — Martin E. Arthur is joining the Cetlin & Wilson Shows as general agent for the 1960 season, it is announced here. Arthur, a veteran outdoor showman who was manager of the Babcock United Shows last season, will also hold the title of assistant general manager, Issy Cetlin said. The new C&W agent is an old-time Side Show operator who turned to the circus business and fielded a truck show and then a railroad show under the title, Arthur Bros. Circus. He later managed the Imperial Exposition railroad carnival with J. C. McCaffrey. Part of this unit went to Honolulu in the 1940's.

Arthur toured Imperial Exposition Shows as a truck show in California for several years, selling it and becoming manager of one of the Crafts units, prior to associating with Frank Babcock.

# SLA Sets Nom. Committee, '60 Chairmen

CHICAGO — The Showmen's League of America has named its nominating committee for 1960 and President Paul Olson has appointed...

(Continued on page 40)

# CARNIVAL CONFAB

WILLIAM T. COLLINS, owner of the show bearing his name, was recently installed as Worshipful Master of Bloomington Lodge No. 340, AF&AM, in ceremonies that took place in the Richfield Masonic Temple, Richfield, Minn. . . . George W. (Billy) Burr, long-time concessionaire, letters that he recently purchased Paratrooper and Helicopter rides that will be operated on Playtime Shows in the New England area next summer. Also added to the show will be Ed Burr's Crazy Mouse Coaster and Jerry Meehan's new Glasshouse and Miniature Circus attraction. . . . William H. Green, past-president of the Michigan Showmen's Association and a long-time outdoor and motion picture publicity rep. is convalescing at his Detroit home after a siege in the Henry Ford Hospital.

R. W. Bishop & Company, concessionaires who work out of Toledo, will expand their operations this coming year into the popcorn field. Two trucks have been purchased and are being rebuilt. A third truck, delayed by the steel shortage, is expected to arrive soon. The trucks will feature Formica counter tops with chrome flashing, running water and self-contained power supply. The power is said to be a new feature for use where sufficient power isn't available. The trucks are being designed so they may be used for food service at sports events. As a sanitation feature, windows are designed so that screens can be installed in a few minutes. Bishop is working with the Toledo Board of Health so that no point of sanitation will be overlooked.

Nick Nachicas, of the Midwest Showmen's Association, Minneapolis, points out that the club will be more than busy during the first week of the new year. Schedule reads: January 2, open house at the clubrooms, 916 Hennepin, from 4 p.m. until late with buffet luncheon served. All visiting fair men and showfolk are welcome. January 3, Ladies' Auxiliary annual meeting at 11:30 a.m., Hotel St. Paul. January 3, Auxiliary installation luncheon, 2:30 p.m., Hotel St. Paul. January 4, registration, voting, payment of dues, lobby of Hotel St. Paul. January 4, men's club annual meeting, 1:45 p.m., Hotel St. Paul. January 4, banquet and ball, with reception at 6:30 p.m. and dinner 7:15 p.m.; music by Jules Herman; toastmaster Ernie McLean; crowning of Miss Midwest Showgirl; selection of Midwest Showman of the Year; entertainment and dancing.

Tampa Doings: Ladies' Auxiliary of the Greater Tampa Showmen's Association netted \$1,376.18 from its Fun Festival, reports Mary Cain, ways and means chairman. Prize booths were originality, ceramics, Pat Richards, Carol Abraham and Nancy Young; beauty, garden club, Isis Caughey, Flo Venner, Gertie Weiss, Bertie Perrot, Eveie Belew, Mickey Wenzik and Beulah Boyd; combined effort, cakes, Nora Reinhardt, Maxine Cyr and Carol Miller. Named to the nominating committee from the body are Sally Brown, Francine Jones and Lee Franz, with Isis Caughey as alternate. Named from the executive board were Maxine Cyr, Mary Cain, Flo Venner and Blanche Zeiman, with Nina Groscurth as alternate. Reported on the sick list were Ray Seeley, Bobbie Jean Taylor and Anna Bickford. Mae Serfass is in Mayo Bros., Rochester, Minn., and Frances Piercy is hospitalized in Franklin, Ky. *Charlie Byrnes*

Theodor Megaarden, former girl show operator on World of Mirth, is sales manager for the Hotel Granada, Brooklyn. Dada King helped him arrange the recent wedding of Joan Weiss, of Poughkeepsie, and Anthony Varone, of Brooklyn. . . . Buster Westbrook is a grandfather again, a son having been born December 9 to Babe Jr. and Susie Westbrook in Hollywood, Fla. . . . Penn Premier Shows' crew working in Henderson, N. C., on such projects as painting, rebuilding and additions, includes Donald Snyder, overhauling motorized equipment; Miles Detrick, in charge of building and purchasing; John (Hoppy) Riggle, chief electrician and welder, and Allen Barton, Jeff Bryant, Earl Stoltman, Bob Hilton, Sammy Young and Jimmy, who handle the Lost World show. . . . Joe Gilman is in California with Mrs. Gilman and their son, but will return for Eastern fair meetings. . . . Aaron Hymes has contracted the novelties for Tropical Park Circus in Miami and also has all concessions for the Hartford (Conn.) Sportsmen's Show which starts January 27. *Irwin Kirby*

FLASHBACKS: 15 Years Ago—E. Lawrence Phillips, general manager of Johnny J. Jones Exposition, announced from Augusta, Ga., winter quarters that five 72-foot steel flats would be added for the '45 season plus more shows and rides. At the winter quarters were Hal Eifort, M. V. Costilio, Mr. and Mrs. Danny Boyd, Raymond Johnson and George I. Brown. . . . Clint Shuford, secretary-treasurer of Hennies Shows, underwent major surgery in St. Louis. . . . Sammy Corenson was named president of the San Francisco chapter of Showfolks of America. . . . Installed as officers of the Showmen's League of America were Sam J. Solomon, president; M. J. Doolan, first veep; E. Lawrence Phillips, second veep; Dave Endy, third veep; Joe Streibich, secretary, and G. L. (Mike) Wright, treasurer.

# STANLEY SHOWS PACTS MINNESOTA FAIR CIRCUIT

FARGO, N. D.—William D. Stanley, owner of the shows bearing his name, has been awarded the contract for the Red River Valley circuit of fairs, he announced here last week. The fairs are held in Barnsville, Fertile, Warren, Roseau and Mahanomen. First one is at Barnsville, which opens July 6 and the final is Mahanomen which winds up on July 24. Stanley also reported that other Minnesota fairs new to the shows' 1960 route are at Fosston, Bemidji and Appleton. Included in the ride line-up for next season will be a Paratrooper, Scrambler and Octopus for a total of 15, he said. Winter quarters have been moved here to the grounds of the Red River Valley Fair.



Outdoor showmen throught the United States and Canada in recent weeks have opened their hearts and pocketbooks to make a Merry Christmas for some thousands of underprivileged children. The above photo is typical of the doings at some dozen or more parties held by that many show clubs in the East, Middle West, South, West Coast and north of the border. Actually it's a photo taken at the Sunday (20) party of the Showmen's League of America in Chicago. Chaplain George B. Flint donned the red suit and whiskers this year to make these two youngsters and some 300 others just a little bit happier.

# Penn-Premier Sets Expanded 2d Unit

### Rides, Towers, Tractors Acquired; Ebsenburg, 9 Other Fairs Signed

HENDERSON, N. C. — Improved winter quarters conditions are being taken advantage of by Penn Premier Shows, which is expanding and refurbishing in anticipation of a big two-unit season in 1960. The show is booked solid with fairs from August 1 thru November 15 and has three early Pennsylvania fairs still pending.

Fairs signed thus far, manager Lloyd Serfass reports, include the following: Indiana County Fair, Indiana, Pa.; Ebsenburg County Fair, Ebsenburg, Pa.; and Alliance County Fair, Burlington; Tri-County Veterans Fair, Reids-Salem; Golden Belt Fair, Henderson; Franklin County Fair, Louisville; Vance County Colored Fair, Henderson; Hartnett County Fair, Dunn; and American Legion Fair, New Bern, all in North Carolina.

In addition the show has also contracted the Warsaw (N. C.) Legion Armistice Day celebration; South Virginia Trade Fair, Lynchburg; Charlottesville (Va.) Legion celebration; Winchester, Va. and Johnstown, Pa. special dates, and the Sligo (Pa.) Firemen's celebration, one of the State's biggest July Fourth observances with four parades plus two-car giveaway on Saturday night. Following Johnstown, Serfass said, the show will split up until fair time, playing behind a free gate.

Enlargement of the show compelled duplicate booking to handle the midway after Winston-Salem, it is explained, which was given 38 rides and 24 shows last year. Henderson and Louisville fall on the same week, as do Henderson Colored and Dunn. In Indiana and Ebsenburg, Serfass has two of the strongest county fairs in Pennsylvania, the second-named being an important Labor Day spot.

The show and winter crew are housed in Roberson's tobacco warehouse, permitting considerable indoor work to be done in heated rooms, not possible when it wintered out at the fairgrounds. John (Hoppy) Riggle has four revolving light towers now under construction and slimline conversion will see every light bulb on rides switched to fluorescents. The lighting project will be extended to include the marquee front.

Joe Gilman has purchased a Merry-Go-Round and Tilt-a-Whirl, providing the No. 2 Unit with important basic equipment. Also due in quarters are 10 tractors acquired thru Johnny Canole. Additional dates for the second unit are being booked by W. A. Godley, who will be its assistant manager. The unit will also be decked out with an additional searchlight.

Serfass, business manager Harry (Buster) Westbrook and Gilman will be at the Miami Showmen's Association functions this winter, when Westbrook assumes its presidency. They will also attend the various Eastern State meetings.

# Toronto SLA Entertains Over 300 Kids

TORONTO — Over 300 youngsters and their parents turned out for the first Christmas party to be held by the Ontario Chapter of the Showmen's League of America here Saturday (19) in the clubrooms. Two sessions were held due to the large turnout.

Close to 125 youngsters were at the 10:30 a.m. party and close to 200 at the 2 p.m. party. Committee was headed by Leo Albert and Pat Marco with helpers A. Hassman, Joe Bula, Johnny Anderson, Dave Murray, Alex Adams, Jerry Mansfield, Ted Prockin, Cy Hardy, Art Thompson, Jack Strachan and Willie Martin Sr. Martin subbed for Bernie Arent, who is convalescing from pneumonia.

Refreshments were served by Bill and Mickey Brown, Vera Prockin, Cathie Mansfield, Howard Jones, Dottie Marco and Fran Harding. Menu included roast turkey and all the trimmings.

Santa Claus was Best Stevens, who had many assistants—Sunny Higgins, George Harris, Bill Levinsky, Howard Cleaver, Kenny Davies, Gord Laing and Ed Fisch. Bob Huntley supervised reorganization of the rooms between parties and was assisted by members of the house committee, Jack Phillips, Whitey Sellmer and Al Brown. Julie Silverman and Sammy Arrigo were in charge of decorations.

Club also made a contribution to the Christmas Fund of The Toronto Daily Star.

# Davidson Adds Scrambler

DES MOINES — Davidson United Shows has added a new Scrambler, two tractors and two semis in preparation for its May 6 opening in Cedar Rapids, Iowa. B. E. Davidson, announced. Plans are to go out with 10 rides, 4 shows and 27 concessions.

At the recent Iowa fair meeting here the show signed to play the Harrison County Fair, Missouri Valley, Iowa. Also booked are Iowa celebrations in Tabor and Griswold and the July 4 doings in Exira.

A new office is being built here by J. Warren Smith Trailer Sales. Larry Robbins is in quarters after leaving the show early in September.

The '59 tour was the best in the past five years, Davidson said. Show closed October 28, final stand being in downtown Des Moines, reportedly the first time in 30 years a carnival played that area.

All ride help is working part time here in quarters with most of them having regular jobs in the area.

# SLA Committee

Continued from page 39

pointed chairmen of various committees for the year.

Jack Duffield is chairman of the nominating committee with Bill Carsky as co-chairman. Members from the body are Elmer Byrnes, Petey Pivor, John Sherlock, Willie Glickman and Dave Malcolm. Louis (Stretch) Rice is the alternate. From the board are Louis Leonard, Charles Zemater Sr., Hadji Delgarian and Al Kunz, with Ed Levinson as alternate.

Heading up operating committees are Fred H. Kressmann, home fund and finance; J. W. (Patty) Conklin and Hal Eifort, ways and means; Norman Schlossberg, enter-

# LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

#### Parcel Post

Caigle, M., Books 20c Mitchell, Barbara, pkg. 50c

- Adams, George
- Adams, Robert C.
- Ah, Harry
- Alexander, Jackie & Al
- Allen, Billy & Mrs.
- Allen, Charles
- Allen, Mrs. Dode
- Allen, Todd
- Anderson, Norman & Mrs.
- Annis, Jimmie
- Applebaum, Sam
- Arbogast, R. W.
- Argo, Robert G.
- Asher, Charles
- Ashton, Marie
- Atkinson, Hoesa
- Auger, Frank & Mrs.
- Ayers, Trobie
- Ayers, Smiley
- Ayotte, Frank W.
- Baker, Ralph & Mrs.
- Bale, Gloria
- Bale, Tommy & Mrs.
- Banks, Blaine
- Barber, B. & Mrs.
- Barnard, George
- Barnett, George
- Barow, Miss Bobbie
- Barry, Al
- Barry, Howard
- Barry, M. (Slim) & Mrs.
- Baxevanis, Kostos
- Bays, Dick
- Beal, Glenn E.
- Beck, Robert E. & Mrs.
- Beecher, Arden
- Bender, Charles A.
- Bennett, Chuck & Mrs.
- Bennett, George
- Bentley, Tony
- Bentley, Tommy
- Berofsky, Harry A.
- Bernard, Victor J.
- Berry, A. J.
- Biddle, Melville L.
- Bishop, B. M. & Mrs.
- Bishop, Brownie & Mrs.
- Bishop John
- Blum, Chas.
- Boatwright, Whitey
- Bona, Raymond
- Boston Joe
- Bowes, Jerry
- Bowman, John T.
- Bra, Jerome A.
- Brennan, Dan (Red)
- Brenneman, Nelson C.
- Brisenstein, Jimmie
- Broeffle, H. G.
- Brooks, Roberta
- Bryer, Ollie & Mrs.
- Buchanan, Tom
- Bunch, Sam
- Burch, Ernest & Mrs.
- Burch, Maran Correll
- Burke, Roy O.
- Burke, Teddy & Mrs.
- Calyer, Andrew & Mrs.
- Carpenter, Dale
- Carter, Chlo
- Cassidy, Kay
- Catalano, P.
- Chavanne, James & Mrs.
- Cism, Wm. & Mrs.
- Claire, Hans & Mrs.
- Clark, J. B. & Louise
- Clark, Pauline
- Clark, Samuel T.
- Clarke, Loudon C.
- Clinkenbeard, Ronald D.
- Cherry Jr., William M.
- Cherry Jr., Mrs. William
- Clemons, Dick (wild animal act)
- Colburn, John
- Cole, Joe
- Cole, LeRoy D.
- Connors, James & Mrs. (grab joint)
- Cooper Bobby
- Cooper, Joan
- Covey, Joe
- Courtney, Art & Mrs.
- Courtney, Myrtle
- Cox, O. C. & Mrs.
- Cox, Shirley
- Cunningham, B. C. & Mrs.
- Curtis, Cliff & Mrs.
- Cyrs, Mrs. Maxine
- Dann, Harry (clown)
- Darden, Bill
- Darling, Cliff
- Davidson, Virginia & Jimmy
- Davis, Dorsey Mae
- Davis, Jimmy R.
- Davis, Rick & Mrs.
- De Wit, Paul & Mrs.
- De Wolf, Harold
- Decker, Joseph
- Delph, Tommy & Mrs.
- Demento, A.
- Demetro, Dewey
- Dempsey, John
- Dewall, James
- Dennis, Jack (Whitey)
- Diener, Albert & Mrs.
- Dierso, Charles & Mrs.
- Diggs, E. L.
- Dion, Wilson
- Donald, Sam
- Dorso, Al & Mrs.
- Doyle, Frank
- Draves, Louis
- Driggers, W. W.
- Duane, Bob J.
- Ducharme, Henry
- Duffy, Bruce & Mrs.
- East, James H.
- Eddels, Harry F.
- Edwards, Oscar
- Egan, C. Dallas
- Elkins, William C.
- Ely, Mr. (candy pitchman)
- Ennis, Lee (kid)
- Epperly, Dallas
- Everschor, E. & Mrs.
- Ewell, Peggy
- Fagin, Charles & Mrs.
- Feldman, Jean
- Ferguson, Danny & Mrs.
- Fisher, Mrs. Joan E.
- Forester, August X.
- Forrest, Russell J.
- Fowler, Floyd J. Loretta
- Fowler, Whitey
- Fox, Mrs. Lucille
- Frakers, Harry & Mrs.
- Frank, Abe & Mrs. (bingo)
- Frawley, Timothy
- Frederick, M.
- Frisco, Eddie & Bee
- Gallagher, Chuck
- Gallup, Jack
- Garcia, Benito G. & Idelisa M.
- Garvin, Marvin
- Gattis, Clendon R.
- George, Frank
- Gerd, Fred
- Gibson, John & Phyllis (high act)
- Gilbreth, Hugh Stiles
- Gillespie, Patrick J.
- Gilther, Homer & Mrs.
- Givens, Joe L.
- Gobel, George
- Golden, George
- Graham, John R.
- Graham, Mary (Curley)
- Gray, Carol
- Green, Harold
- Green, Ralph & Mrs.
- Grisley, Ray
- Griffin & N. W. (Micky)
- Gwens, Joe & Mrs.
- Hale, D. D.
- Hamid, Al
- Hangsterfer, Allan
- Hannum, Albert (J. or T?)
- Har, George
- Harlin, J. H.
- Harrell, W. W. & (Gabe)
- Harrison, Clyde
- Hart, Edgar
- Hawkins, Hattie M.
- Haworth, Joe & Mrs.
- Haynes, James B. & Mrs.
- Haywood, Josephine
- Henderson, A. G.
- Henry, Merlin (Mel)
- Herbert, Dorothy
- Herman, Henry V. (elephants)
- Hern, H.
- Hilburn, Dick & Mrs.
- Hill, David L. (or T.)
- Hinchlay, Eva
- Hirsh, Leo & Mrs.
- Hobbs, Donald & Mrs.
- Hoffman, Yaro (or Laro?)
- Holtkamp, L. B. (Doc)

- Horn, Morris
- Howey Fred
- Hubbard, Vince
- Hudson, J. D.
- Hunt, A. & Mrs.
- Huffie, T. J.
- Hurley, Fred
- Illions, Harry A.
- Jackson, Llewellyan
- Jackson, Valdo
- Jerome, Paul
- Johnson, Alvin
- Johnson, Romney
- Johnson, Mrs. Sterline
- Johnson, M. E. (Rudy)
- Johnson, Ted
- Jones, Doc & Mrs.
- Julian, Sir Victor
- Karns, Clifford
- Kellar, Prof. George
- Kelley, Edith
- Keller, Prof. Geo. G.
- Kennedy Jr., Tom
- Kennedy Sr., Tom
- Kessler, Wm. F.
- Kichie, Si & Mrs.
- King, Foster & Mrs.
- King, Miss Mickey
- Knight, Jack
- Knox, George (Chuck Parsons)
- Koartez, Anthony & Mrs.
- Koettke, Walter
- Kriel, Dick
- La Vasser, Mrs.
- La Vasstr, Blackie & Mrs.
- Laddie, The Johnny
- Ladrue, Dick
- Lambertie, Willie & Mrs.
- Lange, Ed
- Lapchack, Albert H. (Keilers Lions)
- Larmore, Jim M.
- Lawrencenson, Larry & Mrs.
- Laveldas, The
- Leafield, Mike
- Leary, Marion F. (Ken)
- Lee, Harley
- Lee, Joyce Wagner
- Lee, Torchy
- Lehman, Herb
- Levitan, Mickey
- Levy, Shirley
- Lewellyan, John & Mrs.
- Lewis, Dick
- Lirch, Bob
- List, Herman & Mrs.
- Little, Roy & Mrs.
- Lombardi, Frank
- Long, Leon
- Long Sr., Rodney
- Lotus, Marie
- Lowrey, Steve
- Lowrey, John & Mrs.
- Lucas, John D.
- Lucas, Frank & Mrs.
- Lynn, Dixie
- MacDonald, Mac
- McAkill, Arch & Mrs.
- McCarty, Charlie & Betty
- McClain, George
- McClendon, Leon
- McCloud, O. E. (Rebel)
- McCormick, Buttons
- McCoy, Bill
- McCurdy, Roy & Mrs.
- McDermott, William
- McDonald, Kenneth
- McGee, Mrs. Doris
- McGill, Leo John
- McIntyre, Arthur L.
- McKelvy, J. W.
- McKenna, Eddy
- McLain, O. C.
- McLendon, Mrs. R.
- McMahon, Joseph & Mrs.
- McNeane, Milton
- McNeill, Scotty
- McPhee, Robert A.
- McPherson, Ralph & Mrs.
- McQue, Berniece
- MacDougall, J. H.
- Majors, Peggy Brooks
- Manning, Rose
- Mantello, Ingrid
- Mapes, Thomas Oliver
- Marcus, Helen
- Marcus, Red
- Marroletti, Rocco & Mrs.
- Marsh, Hal
- Marshall, Bob
- Martenev, Alma
- Martin, Bud & Mrs.
- Mastello, Anthony
- Mason, Jim
- Mason, Tony Leroy
- Mathis Jr. Edward D.
- Maxson, Clarence F. (Tex)
- Maynard, Edward
- Merriman, Carolyn (Red)
- Merritt, Benny & Mrs.
- Milan, Alan & Mrs.
- Miller, Bob & Flossie
- Miller, Earl & Mrs.
- Miller, Joe & Bonnie (skating act)
- Miller, Thomas R.
- Mitchell, Gus & Mrs.
- Mitchell, Jo Ann
- Mitchell, Monty
- Mock, Bob (dog act)
- Montello, James
- Mooney, Ginger Raye
- Moore, Roy
- Moran, Billy
- Moran, Bobby & Mrs.
- Moran, Chet
- Moran, J. A.
- Moreno, Jose
- Morgan, Ted & Gert
- Morse, Frank
- Murphy, Mrs. Elizabeth
- Myers, Bob & Mrs.
- Nails, Ed
- Naramore, Charles & Dolly
- Nik, C. L. & Mrs.
- Nixon, John
- Nolan, Larry & Mrs.
- Norwood, Carl
- Nurston, Fred
- O'Connell, Nig & Mrs.
- O'Hara, Bill & Mickey
- O'Hare, Patrick
- O'Neill, Ed (pop)
- O'Sulky, Fannie
- Oakley, Julius & Mrs.
- Orlando, Cecil & Mrs.
- Osteen, Clarence & Mrs.
- Owens, Peg & Mrs.
- Parson, John
- Pasco, Betty
- Patrick, William & Mrs.
- Pau, Stanley
- Payne, Lucien Jack
- Raymond, Carl & Mrs.
- Perry, Bud
- Phelps, Rose
- Phillips, Nikki
- Phillips, Robert
- Phillips, W. G. & Mrs.
- Pike, W. D. & Mrs.
- Poole, Dow & Mrs.
- Porter, Bill
- Porter, Florence
- Potsdam, Phil
- Potter, Dean
- Preister, Luke
- Price, Art
- Price, Carl Leitha
- Purvis, Bob & Mrs.
- Puteet, Dorothy & Steamer
- Randi, R. J.
- Ratz, Bob & Mrs.
- Ravelli, Blanche
- Raymond, Emma
- Reeves, Tommy
- Regan, Johnny (c/o Loren Roe)
- Reichert, Frank
- Rice, A. C.
- Rice, Walter
- Richards, Arthur
- Rider, Payton Harry (Palance)
- Rigsby, Douglas & Mrs.
- Rinehart, Gene
- Ringhand, Mr. & Mrs.
- Rizzo, Carl & Mrs.
- Roach, Stanley
- Roachman, Sammy
- Rondas, Paul C.
- Rose, Jack the Greek
- Rose, Louis
- Rose, Mark
- Rosen, Tom A. & Mrs.
- Rosenzweig (Hager), Dorothea E.
- Ross, Al
- Ross, Charles (Arkie)
- Rouch, C. A. (Curly)
- Rouse, Snokie
- Ruder, Melvin C.
- Scheidt, Jack & Soniana
- Scheel, G. R. & Mrs.
- Schilling, Dutch
- Schnepel, E. W. (Wimpy) & Mrs.
- Schuck, Pete & Mrs.
- Schultz, O. D.
- Schultz, Tom
- Scoggins, Brooks (Tobie)
- Scott, Francis
- Scott, H. L. & Mrs.
- Scott, John
- Scott, Lewis
- Seal, Tom
- Seal, Charles
- Settle, Mrs. Ethel
- Shafer, John & Mrs.
- Sheehan, Jack & Mrs.
- Shelby, Hank
- Shirley, Joe & Mrs.
- Shoemaker, Lester
- Siegrest, Billy & Mrs.
- Simmons, J. H. & Millie
- Simpson, C. A. (Whitey)
- Smith, Bert
- Smith, Hal
- Smith, Harold C. (musical Harold)
- Smith, Lonnie & Curly
- Smith, Oklahoma
- Smuckler, Barney & Mrs.
- Snellings, William Lyle
- Sonson, Wm. & Mrs.
- Sounders, Clyne N. & Mrs.
- Sowards, Daniel & Mrs.
- Spitzer, John & Mrs.
- Spoon, Mrs. Sue
- Stanfield, Carol
- Stank, James L.
- Star, Reddy Jo
- Stearns, Al
- Steenrod Jr., Elmer Harold
- Stevens, W. M. & Mrs.
- Stimmel, James
- Stoltz, Lloyd & Pauline
- Strong, Verna
- Stroud, Howard K.
- Stuck, Arthur & Mrs.
- Sturms, Mrs. Edward
- Swank, Harry & Mrs.
- Sverson, Stanley O.
- Tammany, John
- Taylor, K. L. (Dick) & Mrs.
- Taylor, William
- Thomas, Charles & Mrs.
- Thornton, R. T. & Mrs.
- Till, Johnny & Mrs.
- Titts, Sherry
- Toanides, Johnny
- Tompkins, Mrs. Gladys
- Tracy (root beer)
- Travers, Allen
- Travers, Charlie
- Travis, Jimmy
- Troutman, Ross
- Turner, Bert (Molay)
- Turner, Dorothy
- Valentine, Val
- Van Hooser, M. B.
- Vaughn, Lester W.
- Victoria, Herbert (Victoria Troupe)
- Vilcko, Paul
- Villemarie, Joseph R.
- Vogt, Robert A.
- Wagner, Harry & Mrs.
- Waite, Kenneth
- Wallace, John
- Walsh, Charles
- Ward, C. C. & Mrs.
- Ward, Jack
- Weber, Calvin A.
- Wendt, Fred
- Wenzel, Fred
- West, George
- Wheatley, Bill
- White, Albert
- White, Mrs. Oscar
- White, Vesper P.
- Whiteside, Dutch
- Whiteside, M. P.
- Whitson, L. W. & Mrs.

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RIDES—Can place Dodgem, large or small Whip. LOOPER, CATERPILLAR, DARK RIDE and STRATOSPHERE.  
CONCESSIONS—PHOTOS, PITCH TILL YOU WIN, NOVELTIES, BALL GAMES, CIGARETTE GALLERY, SCALES.  
SHOWS—WANT SIDE SHOW, GLASS OR FUN HOUSE, BIG SNAKES, MONKEY SHOW OR DROME, GRIND SHOWS, MOTORDROME AND GIANT APES.  
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Out all winter—now playing Thibodaux, La., then 3 more good spots in Louisiana and on to Florida fairs.  
Will book all kinds of Hanky Panks. Book some percentage with Hanky Panks. Good deal for Popcorn Wagon. Need Agents—Skillo, Razzle, Pin and Alibi Agents. Wire c/o Western Union, Thibodaux, La., this week.  
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# BEST MERCHANDISE BUYS

DECEMBER 28, 1959

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Williams, Walter  
Wilson, G. E. & Mrs.  
Wilson, Hal & Mrs.  
Winker, Bob & Mrs.  
Winters, Curley  
Wiswell, Frieda  
Wolfe, Herman  
Wood, Vernon & Pat

Woods, Florence  
Woods, Rosa Lee  
Woodward, Ted & Mrs.  
Wright, John  
Wurster, Arthur E.  
Yates, Tex & Betty  
Yazvac, Jack & Mrs.  
Yeager, Eddie  
Young, Mrs. Dolly

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## Parcel Post

Gattis, Mrs. James, 392

Abbott, Sylvan  
Ackley, Mr. & Mrs. James  
Adams, Mrs. Melvin  
Allen, Mr. & Mrs. Billy  
Allen, Herb  
Allen, H. S.  
Allison, Tex J.  
Alfred, Robert  
Ames Sr., Jack  
Anderson, Jacob  
Ankrom, Mrs. Ethel  
Atkins, Paul  
Bain, Mr. & Mrs. John  
Barfield, John F.  
Barry, A. J.  
Barry, Mr. & Mrs. Tom  
Beard, Mr. & Mrs. Al  
Bell, Billie  
Bennett, Mr. & Mrs. Chuck  
Berofsky, Mr. & Mrs. Harry  
Biddle, Bell  
Biers, Steven L.  
Black, Joe  
Boudreau, A. A.  
Boudreau, Mr. & Mrs. Pete  
Calder, James  
Caloian, Carl  
Carpenter, Chick & Helen  
Cook, Frank  
Cooper, Jerry F.  
Converse, Art  
Cortez, Madam  
Couis, Mr. & Mrs. Robert  
Crew, Tom  
Crowe, Doris  
Crowe, Thomas N.  
Crowell, Mr. & Mrs. H. W.  
Cundiff, Mr. & Mrs. A. B.  
Curtis, Dave & Fay  
Dale, Bob Gene  
Davis, Abe  
Davis, Clide  
Denind, Luther  
Dial, Roy  
Dillon, Duke  
Docern, Mr. & Mrs. Clarence  
Doren, Kitty  
Donnellson, Kenneth & Wilma  
Donovan, James  
Dunn, Danny  
Earl, Mr. & Mrs. Robert E.  
Eddington, Mr. & Mrs. Cecil  
Eppel, Mr. & Mrs. Sammy  
Farmer, R. O.  
Fink, Harry  
Finley, Evelyn  
Franks, T. S.  
Frenzel, Mrs. Thelma  
Frey, Russell  
Garrison, Donald  
Geltz, Ralph & June  
Georgia Roy  
Gibson, Clifford  
Gilham, Thomas  
Good, Oran S.  
Gould, Mr. & Mrs. Tom  
Gray, C. H.  
Green, Johnny  
Greenberg, Harold  
Grimm, Frank  
Grutel, A. E.  
Haley, H. S.  
Hall, Mr. & Mrs. Ed  
Hall, Mr. & Mrs. Jack  
Hardy, Mr. & Mrs. Don  
Harris, Sun  
Hart Sr., Edgar G.  
Hatchett, Bill  
Heath, Ralph B.  
Heffner, David  
Henderson, Roy  
Hinde, Kenneth  
Hoffman, Margaret  
Holsten, Mr. & Mrs. John F.  
Honea, Ralph H.  
Hunt, Mr. & Mrs. Edward  
Jaminson, Mr. & Mrs. L. W.  
Jones, Mr. & Mrs. Phil  
Kelly, Frank Eugene  
Kelly, James  
Kelly, Joe  
Kernes, James Alven  
Kester, David E.  
Kisor, Guy  
Kuponi, Mr. & Mrs. Ernest  
Lagasse, John

Lamay, Leo  
Lantz, John  
Labadie, Lawrence  
Leavitt, Glen  
Ledbetter, Al  
Ledbetter, F.  
LePaige, Bertie  
Leuz, Charles  
Levitt, Maurice & Pearl  
Levy, Stanley  
Lewey, Thomas M.  
Lewis, Dick  
Lewis, E. J.  
Limbough, Jim  
Little Wolf, Jo Ann  
Logan, Harry S.  
McClain, O. C.  
McClenahan, DeWayne W.  
McCormick, Buttons  
McGinley, Mac  
McHenry, M. F.  
McInturff, Kenneth  
McWhorter, Ted  
Mahan, Vernon.  
(Mike)  
Maibin, Ed  
Mallen, John  
Marshand, Mr. & Mrs. Noah  
Mason, Thomas C.  
Matthews, Mr. & Mrs. Sport  
Maughan, Robert  
Mayner, Fred  
(Curley)  
Miles, Victor  
Miller, Skip  
Monarch Productions, Inc.  
Moran, Eddie  
Moreno, Geraldine  
Odle, Buster  
Pagel, Mr. & Mrs. Wm. C.  
Pahin, Rose Gold  
Pilger, Bobby  
Platt, John  
Pool, John Andrew  
Prevost, Sally  
Pryor, Joseph  
Rader, Kenneth  
Radford, Leila Mae  
Ragan, Mary  
Ray, Leonard W.  
Ringold, Mr. & Mrs. Louie  
Ritchie, Ken  
Robinson, Rue A.  
Rodgers, Jerrie  
Royal, Mr. & Mrs. Danny  
Scarborough, R. F.  
Scott, Harold  
Sellers, Clarence  
Shahan, Mrs. Robert  
Shane, Mike  
Sherman, Frank  
Sims, James K.  
Simpson, Mrs. Marie  
Slavin, Ed  
Smith, Mr. & Mrs. Jean  
Smith, Mr. & Mrs. Jack  
Snook, A.  
Snooks, Bobbie  
Spencer, Wm. E.  
Spence, James  
Starkes, John  
Starnes, L. M.  
Star, Hedy Jo  
Starr, Mr. & Mrs. Melody  
Stevens, Mr. & Mrs. Joe  
Striber, Jo & Whitney  
Stutzman, Mr. & Mrs. J. R.  
Sulva, William  
Swank, Ralph  
Virginia  
Swisher, Forrest  
Tedtman, Charles & Charlotte  
Thorp, Marshall D.  
Tiemann, Bill  
Turner, Mr. & Mrs. Albert  
Vincent, Mr. & Mrs. Joe  
Voight, Laura & Robert A.  
Wallace, Mrs. Nita  
Warwick, Mr. & Mrs. Stanley  
Ward, John R.  
Watson, Jack  
Welch, John  
West, G. Amber  
White & Strates  
Williams, Mr. & Mrs. C. L.  
Wilson, George  
Wilson, Mr. & Mrs. Woody  
Woods, Gene & Josie  
Young, Mrs. Dolly  
Young, Mr. & Mrs. Roger

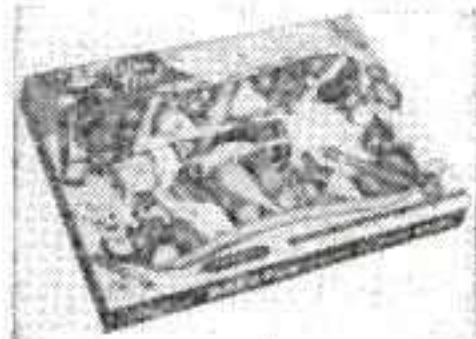
## new merchandise for tomorrow's . . . parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:  
Parade of Hits, The Billboard, 188 West Randolph, Chicago 11.



**COMIC GLASSES**  
A set of six drinking glasses, each with a different gag printed on the exterior. Glasses are 15-ounce double old-fashions. Packed in gift boxes. Typical is the old girl who's saying: "I'm a perfect lady at all times."—Box Cards, Inc., Los Angeles and New York.



**RUBBER TOYS**  
Assorted packages of various kinds of rubber balls and toys. Line includes twist animals and balloons in various themed packages such as for birthdays, etc. Also included are playground balls and basketballs of official size. National Latex Products Company, Ashland, O.

**JEWELRY BOXES**  
Jewelry stock boxes for packaging with a personalized appearance. A wide assortment of over 80 styles. Finished in imitation leather. Stock line available for immediate delivery. Mason Box Company, 523 Mount Hope Street, Attleboro Falls, Mass.

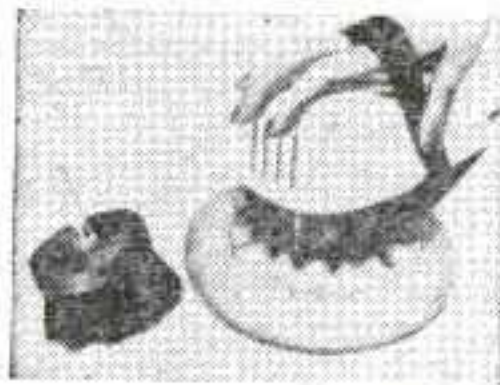
**HOUSEHOLD AIDS**  
A line of high-profit household helps for everyday sales. Included are cotton mops, dish mops, hand mitt mops, whisk brooms, dust mops. All are nationally advertised and each helps sell the other. Zephyr Manufacturing Company, Sedalia, Mo.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN  
THE BILLBOARD PARADE OF HITS



## DOLL LINE

A doll line that is said to be one of the largest includes some six inches up to large sizes. Dolls come in teen-age, adult, baby, boy or colored styles. Hair is in different colors and made of numerous materials. In poly bags and individual boxes. Commonwealth Plastics Corporation, 200 Fifth, New York 10.



## SHOE POLISHER

This electric shoe polisher and buffer has been re-equipped with a stronger motor that is said to give twice the former power. Brush is detachable and comes with a deep pile buffer. Retail at \$19.95. Howard Housewares Div., La Pointe Industries, Rockville, Conn.

## ALUMINUM SIGNS

Cast aluminum name signs for the homes and weathervanes. Raised satin polished aluminum letters cast on both sides. Selection has over 100 motifs that range from \$3.95 to \$38.95. All signs and weathervane models in relief. R. H. Smith & Son, Taunton, Mass.

## BATH SPRAY

Bath spray that is said to clean, soothe, invigorate scalp and body. Fits all faucets. Polished metal front plate. Anti-kink coil springs. Large massage brush. Five colors. Poly bagged for pegboards. Stanley-Oliver Manufacturing Company, 1001 South California, Chicago 12.

MAIL ON HAND AT  
CHICAGO OFFICE  
188 W. Randolph St.  
Chicago 1, Ill.

The Best Sales Boards  
and Jar Games  
Write for information  
and prices.  
GALENTINE COMPANY  
Dept. B, 519 E. Jefferson Blvd.  
South Bend 17, Indiana

FREE! CATALOG ADULT GAMES  
JAR TICKETS  
• MATCH-PAKS • TIP BOOKS  
• SALESBOARDS • PUSH CARDS  
• BINGO AND CASINO EQUIPMENT  
• Complete Supplies  
ACE GAMES Manufacturing Company  
2241 So. Indiana Ave. Chicago 16, Illinois

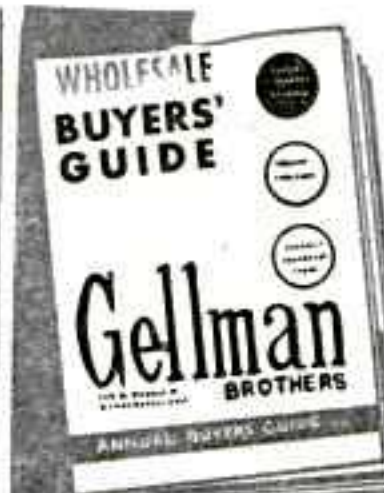
MAIL ON HAND AT  
NEW YORK OFFICE  
1564 Broadway  
New York 36, N. Y.

Alpert, Arn  
Berkowitz, William  
Brown, Johnny  
Buchannon, Fred  
Burgess Jr., Fred  
Burke, George  
Cann, Harvey  
Cruz y Sra, Ramon M.  
De Lenz, Walter  
De Wald, Frieda  
Yvonne  
Diablo, Florence  
Earle, Beatrice  
Ebert, Margie & Florence  
Egoff, Clem  
Eldot, S.  
Gould, Murray  
Hayward, Aurora Lee  
Kelly, Sonny  
Kalina, Sydney

Lenz, Walter De.  
Lynch, Jerry  
McClenahan, Danny  
Marlowe, Don  
Marshall, Jay  
Milanese, Giuseppe  
Murphy, Pat  
Nadja, Jean  
O'Brien, Arthur  
Orlab, Harold  
Price, Lita  
Reynolds, Rae  
Romeo, Don  
Savony, Harry & Sabrina  
Salisbury, Phillip  
Schneider, Lou  
Smith, Russell  
Sprung, Mr.  
Stuart, Robert D.  
Via, Shamrock  
Wasserman, Harry

Bogart, Jack  
Boatright, Betty  
Bowman, Harley L.  
Cante, James  
Coomes, Ruth  
Carltons, Skating  
Carter, June  
Carter, Chloe  
Carr, Lawrence  
Couis, Mr. & Mrs. Robert  
Dixie Amusements, Inc.  
Dukes, Daniel T.  
Dales, Mickey  
Everett, Jim  
Graham, Babs & Del  
Kutney, Steve  
Longo, Rose Ann

Iou, Ava  
Murray, Joseph  
New Jersey Enterprises  
Port City Rides  
Page, W. O.  
Powers, Babe  
Patricia  
Querico, Reno  
Re, John  
Schuler, Charles B.  
Seltzer, Mrs. Loretta  
Shelley, Shirley  
Slover, B. A.  
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Wagner, Cyril  
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West, Walter



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IT IS NOW AVAILABLE

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Novelties and Nationally Advertised Name Brand  
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Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival  
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A GENUINE MONEY SAVING GUIDE FOR  
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Our 40-year record of Honest and Dependable  
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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,  
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IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your  
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ACME PREMIUM SUPPLY CORP.  
2201 Washington Ave., St. Louis 3, Mo.

## NEW YEAR SALE

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

\$39.95

Rebuilt, guaranteed like  
new—in BRAND NEW  
1959 style cases. Expan-  
sion bands included.  
Gift boxes 50% addition  
at 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.  
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### 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

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## BRODY

## For Merchandise

## XMAS SPECIALS

OUR NEW 1959-60 CATALOG 72 illus-  
trated pages, many new items and  
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PLUSH PREMIUMS & GIVE-AWAY  
Items Send for FREE COPY

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WE ARE MANUFACTURERS ALL  
KINDS FULL TICKET CARDS  
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CANCER FUND

## 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!



## BRAND NEW STYLES

## SPECIAL

## 6 WATCHES

Men's new style Elgins and  
Walthams. Expansion band  
included. Rebuilt and guar-  
anteed like new.  
(Sample, \$8.95)

## Choice Lot—6 for

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.

## EASTER GOODS

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

SAMPLE ASSORTMENT  
48 Pieces, \$18.20 FOB

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

DEAL FOR CARNIVAL PLUSH  
USERS!

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

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

## SEASON'S GREETINGS

and

## HAPPY NEW YEAR

J & N COOK, Inc. 763 W. Taylor  
Chicago 7, Ill.

OPERATED & MANAGED BY JIM &  
NAT COOK. OUR ONLY LOCATION.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

ANNOUNCING FOUR NEW GAGFILES—The funniest one-line laugh files we've ever assembled. One Line Laughs Nos. 1 thru 4, each, \$3. Order today, get screams tomorrow. All four only \$10. Show-Biz Comedy Service, Dept. X-2, Brooklyn 23, New York. de28

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad lba. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15 Calif. tfn

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gags, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y. de28

25,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies, 1,800 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream N. Y. de28

Agents, Distributors Items

Did This Ad

ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

EARRINGS—ASSORTED STONE AND TAILORED, carded, \$6 gross. Plastic Wallies, assorted colors, \$10.80 gross, 20% deposit. New England, 124 Empire St., Providence, Rhode Island. de28

FAMOUS MFR. CLOSEOUTS

Asst. Earrings \$1.75 & \$3.00 Dz. Pierced Earrings, Asst. \$1.25 & \$1.75 Dz. Charm Bracelets, Asst. \$1.50 & \$2.50 Dz. Tie & Cufflinks Sets, Asst. \$3.75 & \$6.00 Dz. Cultured Pearl Tie Slides, carded \$ 2.00 Dz. Asst. Boxed Sets \$4.50 to \$ 6.00 Dz. Boxed Sets, Asst. \$9.00 & \$18.00 Dz. Eng. Pearl Sets, Boxed \$6.00 Dz. 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 Neckties, Boxed \$3.00 Dz. Pins, Asst. \$1.75 & \$3.00 Dz. Cameo Neck & Earrings, Boxed \$3.00 Dz. Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order. bal. C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

HOSIERY—LOW PRICES LADIES', MEN'S Children's Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Collier Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. de28

KOEHLER NOVELTY SIGNS OR JUMBO postcards sell everywhere. They are comic, witty, illustrated, brilliant colored 7 x 11 inch money makers. Cost 6¢, sell 50¢. Koehler, 12 Caldwell, Cincinnati 16, Ohio. np

REBUILT WATCHES—ELGIN, WALTHAM, Benrus, Bulova, \$5 and up. Write for free price list. Joseph Bros., 5-BB So. Wabash, Chicago 3, Ill. ch-mp

TERRIFIC PROFITS SELLING POPNIK Rockets! America's newest action toy sensation! Fun maker for all ages. Millions will be sold! Rush \$1 for 12 salable samples. Wholesale prices. Satisfaction guaranteed. Samuel Glenn, Box 507, Jacksonville, N. C. ch-lfn

Animals, Birds, Snakes

ALLIGATORS: PYTHONS, LARGE AND small, Lizards, Snakes, Talking Mynahs, Crocodiles, Monitors, Cobras, Boas, Rattlers, Dragons, Chameleons, Snake Farm, Laplace, Louisiana. ja4

TAME, GENTLE FEMALE ELEPHANT 60 inches tall, \$2,500 f.o.b., Catskill, Northern raised surplus stock; emus, deer, camels, kangaroos, llamas. Frank Thompson, Catskill Game Farm, Catskill, N. Y.

Business Opportunities

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. ja11

JEWELRY CLOSEOUTS

FREE CATALOG

E5—Stone E/rigs, etc. asst. Gr. \$12.00 E1—Tailored E/rigs, asst. Gr. \$18.00 E2—Stone & Pearl E/rigs, asst. Gr. \$21.00 E130—Rhinstone E/rigs, asst. Gr. \$30.00 O1—Odd Lot Brace & Neckls Gr. \$15.00 L2—Men's Chrome Lighters, Dz. \$4.00 L5—Zippo-Type Lighters, Dz. \$6.00 R11—Ladies' Birthstone Rings, Gr. \$11.00 P4—E/RG, 3 strand NK-BR, Bxd. \$7.20 415—Men's or Lad Watch Exp. Dz. \$7.20 619—Men's asst. Stone Rings, Dz. \$3.25 1163—Flashlights Tri-Color, Dz. \$4.00 Samples Reg Price 25% Dep. Bal. C.O.D.

NEW ENGLAND JEWELRY BUYERS

BE INDEPENDENT

START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. BB-103, 189 State St. Albany, N. Y.

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Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

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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.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 29 Calif. ja11

JAPAN DIRECTORY—145 JAPANESE MANUFACTURING exporters, Japan and Hong Kong trade Journal information. Asia opportunities, \$1 today, Nippon Annual, Box 6266-B Spokane 28, Wash. ch-ja4

LARGEST WHOLESALE SUPPLY SOURCE In U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesale, Box 2068-BB, Sioux City, Iowa. ch-np

MEN, WOMEN—SHARE SENSATIONAL mail order success. Opportunity for lifetime income, security. No experience, no inventories needed. No problems. Everything furnished. Guidance given. Write Samuel Glenn Publications, Box 507, Jacksonville, N. C. ch-lfn

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

WANTED CONCESSIONAIRES

Amusement centers in New York City 42nd St. and Broadway at 52nd St. Candy Butcher, While-U-Wait Photo Studio, Name Hats and other Novelties. Apply 328 West 42nd St., New York, N. Y., or call Wisconsin 7-9393.

YOUR OWN BUSINESS—WITHOUT INVESTMENT! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-129-C, Chicago 32. de28

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment. Floss Machines replacement Kettles for all Poppers. Krispy Korn, 120 S Halsted, Chicago 11 ja11

For Sale—Secondhand Show Property

DRIVE-IN THEATRE EQUIPMENT. TWO Holmes 35mm. projectors, 2 sets lens, high intensity arcs, Stromberg amplifiers, 150 speakers with stand heads. No reasonable offer refused. Woodward, 402 West Ave., N. Augusta, S. C., or phone nights Augusta, Ga. TA 2-0590.

ELL #5 FERRIS WHEEL, REBUILT A-1 condition, good motor, complete \$4,000. Wanted: M.G. Horses, any condition. Call Fall River, Mass. Osborne 8-8698. A. Remy, 434 Gifford Rd., N. Westport, Mass.

FOR SALE—SELLER TILT-A WHIRL \$3,000; Bisch Rocco Portable Flying Scooter, \$5,000; Greyhound Racer, \$500 All prices f.o.b. Dorney Park, Allentown, Pa. ja4

FOR SALE: 1957 Nissen J. M. MODEL Trampoline, like new, price \$200. Marsha Hunt, Hunt Bros. Circus, Burlington, N. J. HU 9-0865.

GOOD USED TENTS FOR SALE, 12 FT. X 12 FT. thru 42 ft. x 75 ft. and up. Write or list direct from factory. Eureka Tent & Awning Co., Inc., P. O. Box 966, Birmingham N. Y. ch-fe22

MERRY-GO-ROUND HORSES. ALL SIZES at low prices, Kiddie Rides wanted. Also coin-operated single rides. J. W. Landi, 323 Sanford, Upper Darby, Pa.

MORE BUYERS

Will Stop and Read YOUR AD

If you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

ROCK-O-PLANE, APPROXIMATELY 46 feet high, motor driven, eight cars. This ride is in perfect mechanical condition. This ride is on original setting at our park. Lincoln Beach, 14100 Hayne Blvd., New Orleans, La. de28

STREAMLINE DIESEL TYPE LOCOMOTIVE and 4 coaches. Carries up to 50 passengers. 24" track gauge, 300 ft. 12-lb. portable track and 1,800 ft. 12-lb. rail. Ready to operate. A real bargain, \$3,995 F.O.B. Robert Hammer, 316 Shawnee Dr., Louisville 12, Kentucky. SP 6-3720.

Help Wanted

COPYWRITER-MUSICIAN HI-FI ADDICT

Midwestern (small town) AAA agency has opening for assistant account executive-copywriter. A combination of musical training and component hi-fi experience practically assures you the job. Agency training or experience is not necessary. Send resumes to

BOX C-569

c/o Billboard Cincinnati, Ohio Interviews will be arranged.

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A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using

PHONEMEN—POWERFUL SPONSORS Milwaukee, Kankakee, Gary, Joliet, Aurora. Start now, phones set. No off-season. Best in the West. 7802 Ridgeland Ave., Chicago, Ill.

Locations Wanted

LARGE, EXCELLENT CARNIVAL AND Circus Grounds available at Aberdeen, S. D. Write P. O. Box 901, Aberdeen, S. D.

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's 356-B South High, Columbus, Ohio. ja11

Miscellaneous

"LITTLE TOOT" Real Steam Trains 14"-15"-16"-24" Gauges Send for Literature

CROWN METAL PRODUCTS CO. Wyano, Penna.

Personals

\$10.00 REWARD

Will pay \$10 for information as to whereabouts of

HUGH MONTGOMERY ROGERS, JR.

Age 60, 6'3" height. Last known to be a cook with a small carnival in vicinity of Garfield, Wash., about 1953. Mr. Rogers has a family bible with information needed for compilation of a family history. Please write

JOHN F. CAMP, JR.

Box 29 Vancouver, Washington

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Devel. pers, Frames everything for direct positive photography. Write for our low prices PDQ Camera Co. 1546 W Cortes, Chicago 22, Ill. ch-lfn

Printing

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed

in a space this size will cost only

\$14 per insertion

Wanted to Buy

FLYING SCOOTER WITH OR WITHOUT transportation. State price, condition. Hilligoss, 4529 Greenmeadow Road, Long Beach 8, California. ja4 RIDES—LATE MODEL ALLAN HERSHELL Merry-Go-Round, #5 Ell Wheel and other major rides, especially rides and equipment from a discontinued Kiddieland. Will buy as unit or individually. State condition and details in first letter. Joseph Bury, Bury's Shopping Center, Vernon, Conn. Phone MI 9-3842. ja4

WILD MOUSE, DARK RIDE CARS AND accessories. For Sale: Dodgem Bldg., Roll-o-Plane, Kid Rides. Box C-571, c/o Billboard, Cincinnati 22, Ohio.

COIN MACHINES

Positions Wanted

CAPSULE JEWELRY—ASSORTED EARRINGS, \$5 gross. Heart Pendants, \$5 gross. Solitaire Rings, \$6 gross. Cuff Links, \$14.40 gross. Birthstone Rings, \$11 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. ja11

SERVICEMEN—15 YEARS' EXPERIENCE repair amplifiers, music, alleys, bingo. 2 years with Seeburg distributor. W. A. Perry, 3310 W. Morton, Denison, Tex.

Routes for Sale

ROUTE FOR SALE

Good route, over 200 late pieces of late Music and Games on location. Old, established route, doing good business in State of Missouri. Country route.

Write for price. Replies to

BOX C-570

c/o The Billboard Cincinnati 22, Ohio

Used Equipment

BRAND-NEW ELECTRIC NATIONAL SHUFFLE Board, 25 feet. Original cost 6 weeks ago, \$1,400. Cash deal at once, \$600. Need room for expansion. Burns Tavern, Inc., 681 Doremus Ave., Port Newark, N. J.

FOR SALE—14 5 NORTHWESTERN 49 machines, very clean, \$8.95 each; 7 5e some 1e, without globes, in fair condition, \$5.95 each. All for \$150. Will pay \$6 each for Victor Topper or Acorn Ball Gum and Charms machines. Also Northwestern Tab. R. E. Tripp, Tripp Vending Service, 2710 Reaves Dr., Raleigh, N. C. ja

SHIPMAN 3-COL. STAMP MACHINES, LIKE new, \$34.50; Duos, \$12; Roll Type, \$55; new \$69. USP. 100 Grand, Waterbury, Conn. de28

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.

Miscellaneous

AVAILABLE JANUARY 1 AS PERSONAL or Promotion Manager, Country-Western or Rock-Roll unit. Formerly managed Billy Walker of Columbia Records and Ozark Jubilee. Play bass, have 1958 station wagon and sound equipment. Write or call: R. Batley, c/o Warren McCaw, Bell Plaine, Iowa. ja4

Outdoor Acts and Attractions

ATTENTION, FAIRS AND CIRCUSES—CON-tortion, Tight Wire, Web and Ladder for 1960 season. Write Box 158, Bellevue, Wash.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. ja4

PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

GUY DAVIS... of 3673 Vine Street, Cincinnati, wants to learn the whereabouts of Doc Claude Schneider; the latter's son, Victor, or Roy Childress. Davis tramped with Schneider's old med show years ago as a musician, along with Victor Schneider and Childress. At one time Schneider also had out Doc Schneider's Yodeling Cowboys, a musical organization, Davis relates.

J. R. (SPEEDY) HAGER... the sign painter, reports from Phoenix, Ariz., that he has a contract to decorate all the Blakely service stations in the valley there. Assisting him is Skelter Clark. Also in town and reportedly doing well are Red Hughes and Danny Miller. Speedy, who is holed up at the Parker Courts, near the fair-

Five Years Ago In Pitchdom

Few of the pitch regulars were in the Detroit area, according to reports. Even Roberta Putti was "AWOL." Pans, glitter art, rhinestone setters, idents and head scarfs were reported to be hot seasonal items in many parts of the country. Harry Wilson posted from Asheville, N. C., that he was headed for winter fairs in Florida. Sheetwriter Horace Braziel was reportedly doing well in the Asheville area. Sol Addis, a patient in Van Hatten Hospital, Bronx, N. Y., was visited by old-timer Jack Kahn.

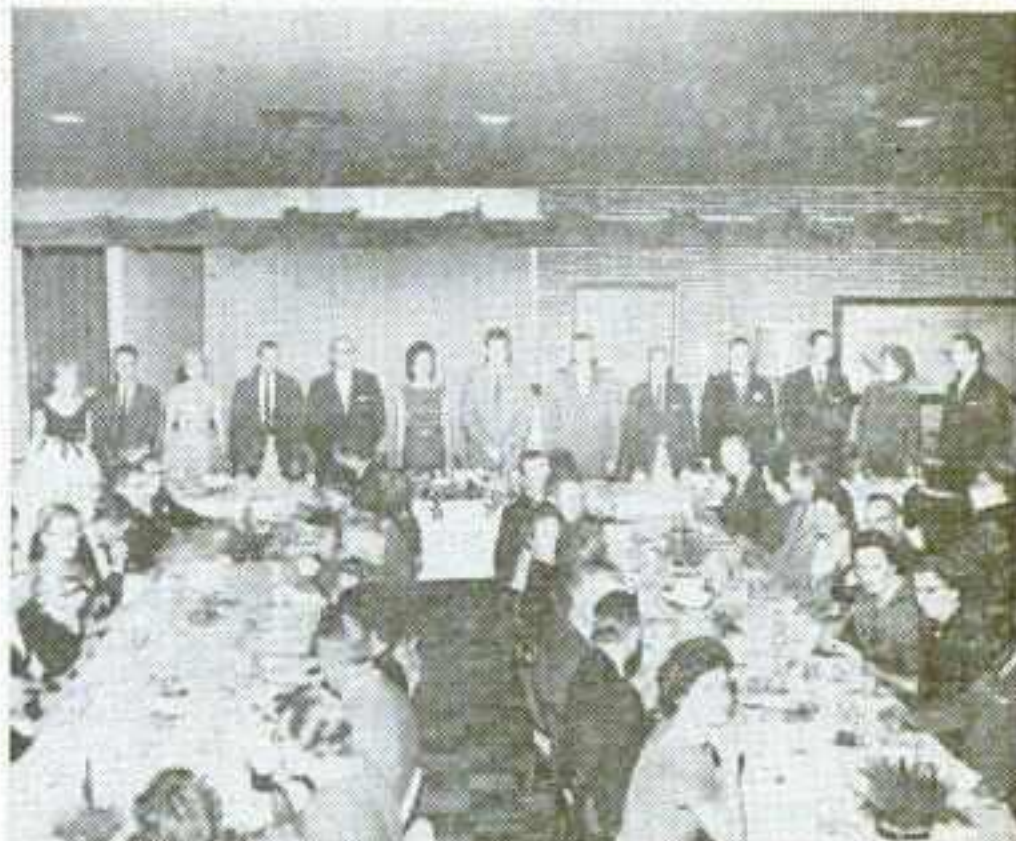
## Operators Relax at Graff Christmas Party



**MORE THAN 200 OPERATORS** attended Everett Graff's annual Christmas party at the Oak Cliff Country Club in Dallas recently. The operators, with routes in 28 States, are shown here lining up for an umpteen course dinner. The three at the end of the line are, left to right, Rolph Lobell, Leaf Brands; Aaron Sternfield, The Billboard, and Bob Guggenheim, New York charm manufacturer. Speeches by Don Mitchell, counsel for the National Vendors Association, and Rolph Lobell, Leaf Brands, featured the event.



**PRIZE WINNERS** include, left to right: front row, Dudley Prewitt, John Kauffman, Cleburne S. Warren, H. C. McDonald and A. A. Anderson. Second row, V. R. Addington, Morris Addington, Ray Sheeks, Lindel Rains, F. T. Hawkins, Mrs. Earl Green, Mrs. M. M. Hampton and Mrs. Dudley Reese. Third row, B. T. Ross, F. D. Albright, M. E. Wylie, Dalton Wick, J. M. Peters, J. C. McClure, J. L. Harlan, Duff Massey and David Butner. Fourth row, H. H. Gracey, Vern Intermill, Hoyt Perkins, H. V. Jordan, Ronny McClure, Eddie Dove, E. J. Cain, I. O. Long, B. M. Pannel and F. J. Moore.



**HEAD TABLE GUESTS** include, left to right, Mrs. Les Hardman and Les Hardman, both of Penny King; Jane Mason, Leaf Brands; Don Mitchell, National Vendors Association; Bob Guggenheim, New York charm manufacturer; Mrs. Everett Graff and Everett Graff, hosts; Aaron Sternfield, The Billboard; Rolph Lobell, Leaf Brands; Paul Price, New York charm manufacturer; Mr. and Mrs. Paul Guines, Graff Vending Supplies, and Lyle Becker, Brillion, Wis., charm manufacturer. Operators from Texas, Oklahoma, Kansas, Colorado, Louisiana and Arkansas attended the fete.



**THE CHOW LINE** served some 200 operators at Everett Graff's annual Christmas party.



**WINNERS OF A 1960 FORD STATION WAGON**, Mr. and Mrs. Cleburne S. Warren, pose with Everett Graff.



**TALKING SHOP** are Everett Graff, left, and W. C. Wilson, president of Star Vending Supply, Houston.

## Collections Up, Say West Coast Ops

By SAM ABBOTT

LOS ANGELES—Bulk merchandise operators in this area have found sales during the past year on the increase or, at least, holding their own. Practically all operators have increased their operations, mainly to fulfill contracts with

chain stores and markets that are opening new ones.

"Peanuts are still a staple product," according to B. J. (Bob) Grenier, president of California Automatic Vendors' Association and a former bulk merchandiser. "Some operators are not using peanuts as frequently as they might,

but I think they are missing a good bet."

A supplier said that peanuts are often omitted from the route as operators do not want to service machines as often as this item requires. There is also the matter of cleaning the machines.

### Cleaning

"It takes only a little while to clean a peanut machine," Grenier continued. "With this fill, the operator has the chance of getting both kid and adult business."

Leo Weiner, of West Coast Enterprises, one of the largest bulk operators in the city, said that his business was "considerably ahead" of 1959. He explained that per machine gross has increased, as has the over-all volume, because of new locations. Weiner has found that spots such as hardware and appliance stores are good revenue earners.

"Any place people congregate is good for machines," Weiner declared. "These stores, in some instances, are open until 9 or 10 p.m., and are satisfactory from a revenue standpoint."

Weiner explained that he has found pipe stands best in supermarkets and commercial spots. He said they permit the owner to stack supplies under the machines, which he could not do when consoles are used.

Phil Sreden, owner of Western

## Form New Operator Group for Florida

HIALEAH, Fla. — A new organization, the Bulk Vendors of Florida, was born last week at the Shore Club in nearby Miami Beach, when a group of local bulk vendors met to discuss mutual problems.

The meeting was sparked in part by Roger Folz, president of the New York bulk operator organization, who recently opened Folz Vending of Florida in this west side Miami suburb.

One of the critical problems facing operators thruout Florida is the matter of State and local taxes. For example, there is a State tax of 75 cents levied on every machine here. Beyond this, there is, in many cases, a local tax of from \$1 to \$3 per machine. Such imposi-

tions are having a crippling effect on the business, say traders here.

### Folz Critical

Folz was critical of the lack of action on the part of the National Vendors Association on these problems. He said the organization has been repeatedly pressed for support, but that to date there has been little in the way of concrete results. He added that the new operator group will meet monthly and that a local attorney is being lined up to represent it.

He also indicated that some discussion of the problems could be expected at NVA's national convention which will take place here April 21-24 at the Balmoral, a de luxe motel in the Bal Harbor beach front area north of Miami Beach.

Officers elected at the organization meeting last week include Paul Feingold, president; Roger Folz, vice-president; Dale Anderson, secretary; and Sheldon Goldberg, treasurer. Directors elected were Phil Werner, Peter Syros, Joe Seltzer, Henry Solloway and Dave Engel. Murray Reisman, who heads Folz' Hialeah operation, will represent the company when Folz is in his New York headquarters.

Vending Machine Company, about the largest in the area, said that he had expanded his route during the year to fulfill contracts with chain organizations. His business is "holding its own," he stated.

Daniel F. Lally, of Lally Vending Service in the southeastern part of town, set his volume increase as 10 per cent.

The most popular fill with  
*(Continued on page 46)*

## Op's Public Relations Program Helps Him Keep Schools Happy

SEGUIN, Tex.—It isn't a bad idea for a bulk operator who has many locations close to schools, to extend a public relations program to school teachers and principals, according to Henry Duliba, bulk vendor here.

Duliba, who has many locations in the Seguin-Scheirtz-Randolph Field area, has never had a single instance in 10 years of operation, where schools have complained of bad effects from ball gum on school children's teeth.

The reason is simple. Each year, as he adds new machines in school locations, or begins using a different fill, Duliba picks an early fall date to call on teachers and superintendents, with samples of his wares, and literature on ball gum and confections. These attest to

quality and sanitation used in making the product.

Sheer curiosity often helps the Texas operator make contact with school personnel, since very few people have ever met a bulk route operator. He has found schools for the most part open-minded. Even those that sternly prohibit chewing gum in classes and lunchrooms have co-operated long enough to read Duliba's brochure on the gum quality, and to assure him that there will be no sudden drives against ball gum venders.

Duliba, who has been operating since he was 17 years old in this area east of San Antonio, is an extremely personable young man whose businesslike methods in bulk vending, and bright, sparkling machines on location, have won him an unusual amount of good will.

# Florida Operator 'Retires' by Taking Over Gulf Coast Bulk Gum Route

PANAMA CITY, Fla.—A bulk operator who has some problems which few operators would like to contend with is Gordon Smith, who heads Smith Vending Service here. Smith's territory is the Northwest Florida Gulf Coast resort city of Panama City, St. Andrew, Fort Walton, and the other "White Sand Beaches" which dot the Northwestern Florida coast.

Until a few years ago, this area was known as "The Poor Man's Miami" and brought a sporadic flow of fishermen and only a few tourists. In the last few years,

however, probably no resort area in the country has boomed so swiftly. Upwards of 300,000 people are on tap each summer along the white sand beaches, which has meant the erection of hundreds of new motels, hotels, and associated businesses stretching all the way from Panama City one-hundred miles to Pensacola, Fla.

### Retirement

Smith began bulk vending operations approximately five years ago, after his retirement from nearly 50 years in the candy distributing business with headquarters in Panama

City. Up until that time, there had been no major bulk operators in the Panama City area, a fact which gave Smith the idea that "bulk vending might make my retirement a bit more pleasant." Accordingly, he started out with 25 machines and gradually built the route to 105.

Buying from several sources, Smith found himself with the job of popularizing ball gum in the Panama City area from which it had been absent for many years. He did an excellent merchandising job by simply visiting each location during the busy hours of the day, and handing out samples of the ball gum, which got the ball rolling in most spots.

More than 70 years of age, but still thoroughly active in his "retirement," Smith has spotted his machines in every known type of location. Included are service stations, supermarkets, garages, creameries, restaurants, amusement parlors, beach pavilions, business buildings, etc.

### Moisture Problem

No matter where the location is, however, he is constantly up against a really serious problem—which is the highly corrosive, moisture-laden atmosphere which the Gulf of Mexico creates. Air super saturated with water means a constant coating of moisture on every metal surface, quick breakdowns of paint, and heavy condensation inside the globes themselves.

This happens thruout most of the year, and is particularly bad during the fall when heavy rains and low, soggy skies mean that nothing has an opportunity to dry.

Smith has met these problems in several ways. One of them is to buy machines with as many plastic or stainless steel parts as possible,

instead of the usual metal which is subject to corrosion.

### Waxes Machines

Where painted surfaces are concerned, he waxes every machine on location just as carefully as he would the family automobile, maintaining a high, glossy film which prevents the moisture from getting thru to the paint beneath.

The label which he attaches to the back of each machine, with his company name, phone number, address, etc., is a plastic decal type which is pretty well impervious to water. Next, in order to keep as much moisture as possible from getting into the globes, he has developed a form of gasket from cork and rubber, which means that each of the globes, screwed down tightly, will withstand the moisture as long as possible.

The labels on every machine, incidentally, are extremely important. Printed with Smith's name, phone number and address, they make it easy for the location owner who finds a ball gum vender sold out, or malfunctioning to get in touch with Smith to rectify the situation. When he makes every installation, Smith calls attention to the presence of the label, points out that Mrs. Smith can usually locate him no matter where he is working, and that he doesn't mind driving to the spot for repairs at any time.

### Plenty of Time

While co-operation isn't complete, of course, at least 75 per cent of the malfunctions which have occurred bring phone calls, and quick action. "With only 100 machines to handle, I have plenty of time available for service work," Smith indicated.

Not the least of the Florida operator's problems is the changing size of his market. During the summer, as pointed out, there may be a quarter of a million persons in the Panama City area, most of the tourists in motels and resort lodges along the beach. During the winter however, all of Bay County has only a 50,000 to 55,000 population and this means that there are simply not enough customers to support any route larger than 100 machines.

Smith compensates for this by displaying clean, bright, well-waxed machines, colorful ball gum and ordinary gum, getting the location owner's co-operation in the matter of pointing the machine out to customers, etc.

"With us it is often feast or famine," he indicated. "The community is building up tho on a year around basis, and I will probably expand my routes sharply in the near future."



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- 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 & 500 ct. 36¢ lb.
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- Tab (short stick), 100 ct. .... 38¢ box
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- FOLDER STAMP MACHINES... 13.50

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- RAIN-BLO GUM—210, 170 OR 140 CT. .... 30¢
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- RAINBOW PEANUTS ..... 28¢
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# New Pen Vender and Giant Ball Gum Machine Introduced by Victor Corp.

CHICAGO—A new giant ball gum vender and a pen vender—both aimed at the increasingly popular supermarket and chain store bulk vending locations—were introduced by Victor Vending Corporation last week.

The big gum vender is the largest of its kind to ever come off a manufacturer's production line and holds 3,850 balls of jumbo 100-count ball gum.

The pen machine is called Pen Vendorama, following the traditional Victor line, and holds 168 individual pens. Both the ball gum and pen machines have finished wood cabinets along the lines of Victor's previous cabinet style machines.

Victor plans to have both ma-

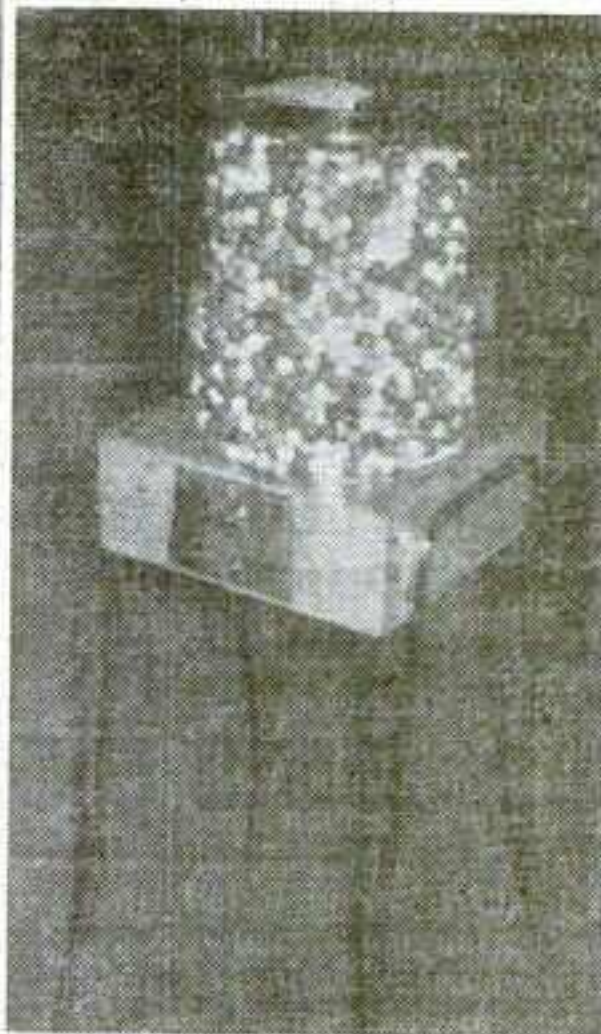
chines in full production by January 18.

The gum machine has a standard Victor mechanism set into a wood cabinet. The globe is plastic with the top and legs of chrome. Price of the unit is \$39.50.

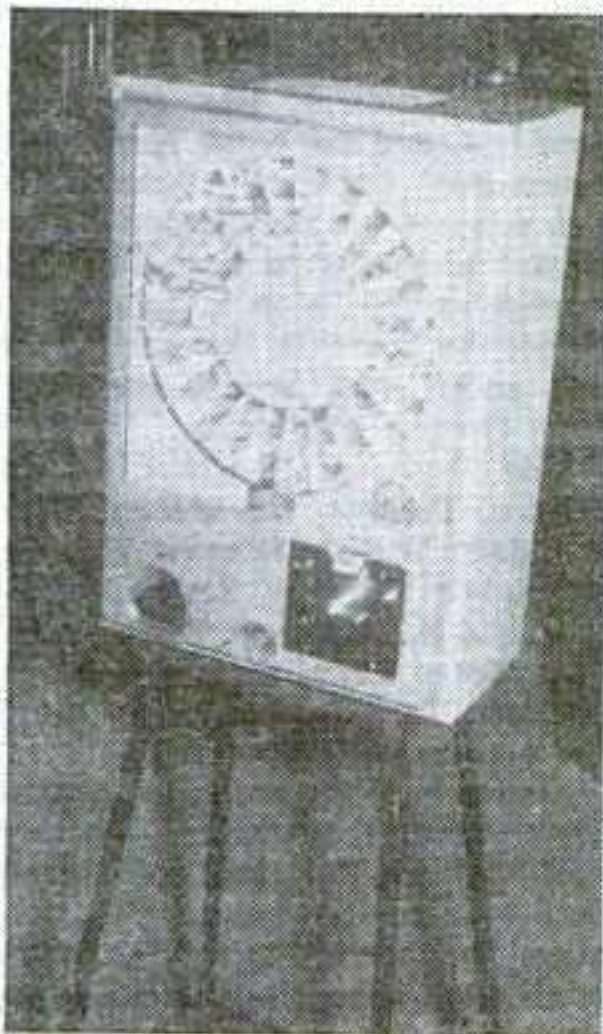
Pen Vendorama likewise has the Victor coin mechanism set into a wooden cabinet with an enclosed cashbox. Front of the machine is glass with the pens sets into a large revolving-type dispensing mechanism.

Vendorama is serviced from the front and the machine is adaptable for stand, counter or wall mounting. Vendorama holds 168 pens,

each vended at a dime, with a total take for the machine of \$16.80. Pens cost \$6 per gross, giving a \$7 fill cost. Price of the machine is \$24.50.



PEN VENDORAMA



BIG GUM VENDER

## Leaf Bows 'Leaflet'

CHICAGO—The first issue of Leaf Brands' new house organ called "Leaflet" rolled off the presses last week. The booklet will give news and tips on the bulk vending field and will come out eight times a year, distributed to the firm's list of operators and distributors.

Says Editor Jane Mason, "We hope to make Leaflet a part of the bulk industry, and welcome all comments—the more the better."

The kick-off issue came out with an ambitious two-color red and black printing job and a Merry Christmas from Leaf to everybody on the cover.

## Katz Buys E. Levy Interest in S & P

ST. LOUIS—Irving Katz, formerly a partner in S & P Distributing Company, bulk vending organization here, has announced purchase of the interest of his former partner, Elliott Levy.

Levy has retired from bulk vending altogether, and Katz, servicing some 1,100 machines in St. Louis and its western suburbs, will operate the firm as exclusive owner.

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N.W. 1c Tab Gum	19.50
N.W. Jet B/G & Charm	8.95
Silver King 5c	8.50
Acorns 5c	10.00
25c Ball Pen	9.95
50c Ball Pen	4.95
National Hunter (like new)	19.50
Oak Premier	14.95
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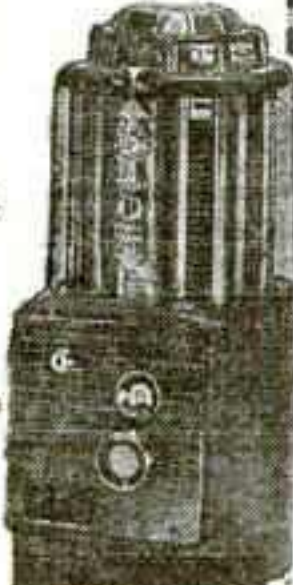
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N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Converted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
AST Guns	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mdse.	10.00

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Golden Non-Pareil Almonds, 5-lb. vac. pack tins, per lb.	\$.85
Pistachio Nuts, Jumbo Queen, Red	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Vendor's Mix	.65
Pistachio Nuts, Shell	.58
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gums	.28
M & M, 550 Ct.	.59
Hershey-ets	.47

Rain-Blo Gum, 60 ct.	\$.30
Malt-ette, 100 ct., per 100	.37
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum, prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	\$.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
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## 49 NUT VENDOR

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1c MACHINES  
42  
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**\$11.95**

10 or more  
Singles \$13.95



Subject to Prior Sale  
**ORDER NOW!**

Also

22 Selectivend Gum Machines, 8 col. tab... **\$12.50 ea.**

60 Stoner Tab Gum Vendors, 6 col. .... **\$12.50 ea.**

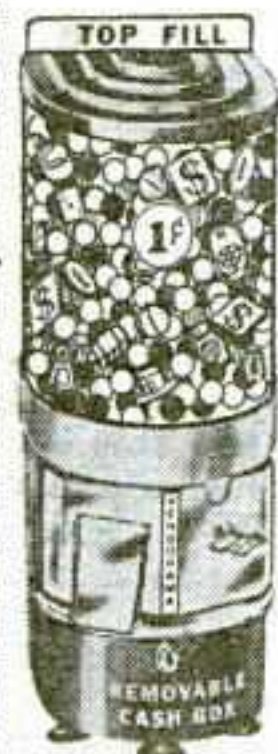
Used Candy Bar Vendors, \$89.50 & up.  
Used Cigarette Machines, \$119.50 & up.

Write for complete list of used machines.

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## The New VICTOR VENDORAMA



VENDS ALL TYPE OF BULK MERCHANDISE  
1c, 5c,  
10c, 25c

Features

- Top Fill
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## HUNDREDS OF MONEY-MAKING VENDING IDEAS

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You'll Find Servicing Is Simplified With the



Northwestern GOLDEN '59

Most versatile of all. Dispenses ball gum, charms, nuts, capsules and other small bulk products.

**BERNARD K. BITTERMAN**

4711 E. 27th St., Kansas City 27, Mo.

**Happy 1960**

**Sam, George, and Sid Eppy**

**Collections Up**  
*Continued from page 43*

Sreden and Weiner during 1959 was 210 gum. Sreden explained that he catered to kids and that bubble gum was popular with them. Weiner said he used two machines with capsules or rings, two with 210 ball gum, jelly beans or BB's with charms. He often switches a machine or two to sour grapes, Hersheyettes, or jawbreakers to create new interest.

**CAVA Plans To Elect New Officer Slate**

CULVER CITY, Calif.—A president of the California Automatic Vendors' Association will be elected by membership vote early next year to succeed B. J. (Bob) Grenier, founder and president for four years, who is not up for re-election.

The board of directors went on record at a meeting here Wednesday (16) of favoring the all-membership vote. In the past, the president has been picked by the directors.

The membership will also vote on directors, picking 10 from the operating field and five from representatives of manufacturers and suppliers. A letter is being mailed to all operator members asking if they will serve on the board, if elected.

Also to be named will be a secretary-treasurer, who will be paid for his time and services.

**Coin Laundries Do Not Violate Mass. Blue Law**

SALEM, Mass.—District Court Judge Joseph B. Harrington has ruled that Massachusetts' blue laws are not violated by laundries which allow their coin washing machines to be used by the public on Sundays.

Judge Harrington has dismissed the cases of two laundry operators brought into court by Police Marshal Judge V. McDonough to test the law.

The judge contended that if police got complaints against all establishments violating Sunday laws they would have to augment the police force by 200 men.

**Coast Group Picks New Name & Slate**

YAKIMA, Wash.—Paul Mercy, of The Automat, was re-elected president, and the name Northwest Automatic Retailers' Association was adopted by Washington Automatic Vendors at its second annual meeting at the Chinook Hotel here. Under the new title, the association will solicit and accept members from Oregon and Idaho.

Ray Rush, of Sound Cigarette Service, Tacoma, was elected vice-president; William Higgins, Higgins Automatic Vending, Seattle, treasurer, and R. N. Jensen, Basin Vending, Moses Lake, secretary. Louis Meisner, Tacoma, was chairman of the nominating committee.

General Foods presented a program during the luncheon meeting and National Rejectors entertained that evening. Several of the suppliers had hospitality suites, entertaining the approximately 50 in attendance.

**FTC Hits Cig Claims**

WASHINGTON—The Federal Trade Commission last week (14) charged the Brown & Williamson Tobacco Corporation, Louisville, with making false claims in ads for its Life cigarettes.

In a formal complaint, FTC charged the advertised claim that Life cigarettes are "proved to give you the least tar or nicotine of all cigarettes" is not true. Also false, FTC declared, are representations that the U. S. government endorses Life cigarettes and has found them "lowest in tar, nicotine."

FTC also charged B&W's advertising agency and an ad agency vice-president with misrepresentation in violation of the FTC Act. Parties are granted 30 days to file an answer to the complaint.

**OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY**

**STANDARD SPECIALTY CO.**

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**MANUFACTURERS & DISTRIBUTORS OF:**  
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**H. B. "HUTCH" HUTCHINSON SAYS:**

"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

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 1784 N. Decatur Road, N.E. Atlanta 7, Ga.  
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1960 will make you very **HAPPY NEW YEAR**

Our charms will be completely **NEW YEAR**

We predict your most prosperous **YEAR**

**FREE** Illustrated Sheets on All Feature Charms, Rings & Bulk Charms.

**SURE-LOCK**, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality-filled capsules. Contains our complete line.

**The PENNY KING Company**

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

Owners of ATLAS MASTER . . . The proved 1c-5c Vendor

Ask about Our ATLAS Finance Plan

**Study Tax Relief For S. C. Locations**

COLUMBIA, S. C.—A special legislative tax study committee, headed by Sen. Marshall Parker, of Oconee County, is expected to come up with a number of recommendations at the 1960 session of the General Assembly, which convenes in January.

One of the recommendations expected is revamping of the State vending machine tax. Under the present blanket system vending machine distributors pay \$1 tax on each machine. However, merchants with machines in their places of business are taxed \$10 for each machine.

A spokesman was quoted as saying the tax study committee feels this recommendation to revamp the present levy would more equally distribute vending machine taxes between distributors and operators.

**Fly!**

**NAVAL OFFICER**

Visit your local office of Naval Officer Placement.

Service is Simplified with the

**Northwestern INTERCHANGEABLE MERCHANDISE UNIT**

**Northwestern GOLDEN '59**

Is your best buy and here's why!

- IT'S VERSATILE - Dispenses all small products from peanuts to capsules and jumbo ball gum
- GETS MORE COINS - Striking appearance gets added attention . . . and extra coins

**SIDMOR VENDING CO.**  
 2137 Fifth Avenue Pittsburgh 19, Pa.  
 Phone: ATLantic 1-2540

**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-Column, 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.  
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**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.

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**TOP FILL 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.

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Logan Distr. Co. 1850 W. Division Chicago 22, Ill. Humboldt 6-4870 Ill., Ind., Ohio, Wis., Mich., Ky.	Northwestern Sales & Service Co. 446 W. 36th St. N. Y. 18, N. Y. LONGacre 4-6467 New York State	Parkway Machine Corp. 715 Ensor St. Baltimore 2, Md. EAStern 7-1021 Va., Md., W. Va., Del.	Standard Specialty Co. 1028 44th Ave. Oakland 1, Calif. AN 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands.	Veedco Sales Co. 2124 Market St. Phila. 3, Pa. LOCust 7-1448 Pa., N. J.

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**Use The Billboard classified pages for RESULTS!**

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-Week period ending with issue of December 21)

Table with columns for Machine Name, High Price, Low Price, Mean Price, and Mean Average. Sections include MUSIC MACHINES, ROCK-GLA, SEEBURG, WURLITZER, PINBALL GAMES, BALLY, CHICAGO COIN, GENCO, and GOTTLIEB. Each section lists various models and their corresponding prices.

# SEE SEEBURG

## CHECK SHOWING DATES AT

on display

### THE BRAND NEW 1960 SEEBURG



see it! hear it! try it! buy it!

## SEEBURG

*America's Finest and Most Complete Music Systems*

THE SEEBURG CORPORATION • CHICAGO 22, ILLINOIS

<p><i>In Albany</i> <b>DAVIS DISTRIBUTING</b> 1056 Broadway Jan. 3, 4, 5</p>	<p><i>In Chicago</i> <b>ATLAS MUSIC</b> 2122 N. Western Ave. Week of Jan. 4</p>
<p><i>In Atlanta</i> <b>G. K. GABRIELSON &amp; CO.</b> 724 Memorial Drive, S. E. Week of Jan. 10</p>	<p><i>In Cincinnati</i> <b>SHAFFER MUSIC CO.</b> 1889 Central Parkway January 2</p>
<p><i>In Baltimore</i> <b>MUSICAL SALES CO.</b> 140 W. Mount Royal Ave. Week of Jan. 4</p>	<p><i>In Cleveland</i> <b>SHAFFER MUSIC CO.</b> 2126 E. 21st St. January 3</p>
<p><i>In Birmingham, Ala.</i> <b>WOLFE DISTRIBUTING</b> 2217 Sixth Ave., South January 3</p>	<p><i>In Columbia, S. C.</i> <b>G. K. GABRIELSON &amp; CO.</b> 2608 Main St. Week of Jan. 10</p>
<p><i>In Boston</i> <b>TRIMOUNT AUTOMATIC</b> 40 Waltham St. Week of Jan. 4</p>	<p><i>In Columbus, Ohio</i> <b>SHAFFER MUSIC CO.</b> 849 N. High St. January 4</p>
<p><i>In Buffalo</i> <b>DAVIS DISTRIBUTING</b> 1231 Main St. Jan. 3, 4, 5</p>	<p><i>In Dallas</i> <b>O'CONNOR DISTRIBUTING</b> 2900 Gaston Ave. Week of Jan. 4</p>
<p><i>In Charlotte, N. C.</i> <b>G. K. GABRIELSON CO.</b> 801 S. Cedar St. Week of Jan. 10</p>	<p><i>In Denver</i> <b>R. F. JONES CO.</b> 1314 Pearl St. Week of Jan. 4</p>

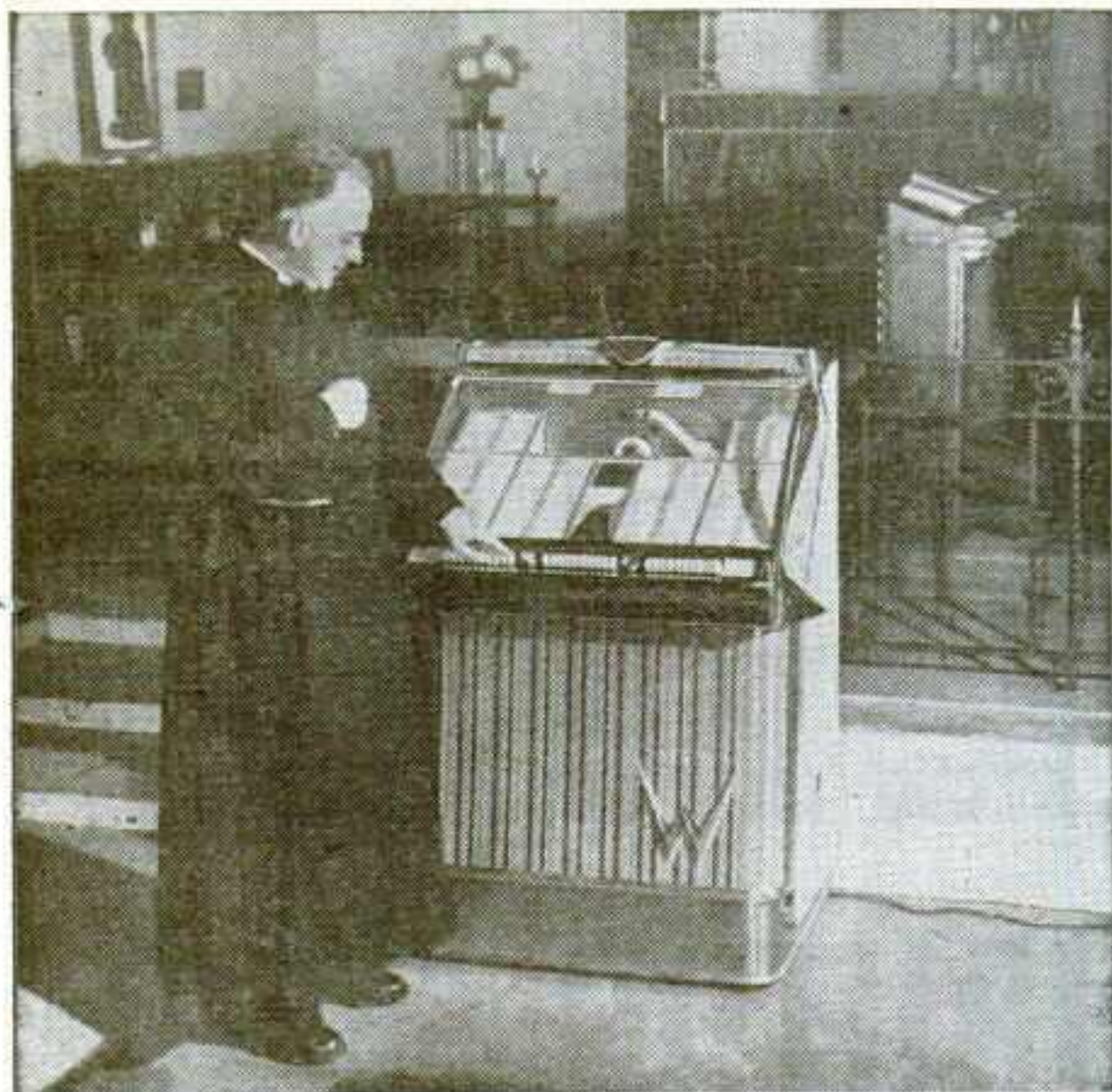


**STARTING  
NEXT**

# WEEKEND

## YOUR SEEBURG DISTRIBUTOR

<p><i>In Des Moines</i> <b>ATLAS MUSIC</b> Walnut at Twelfth St. Jan. 3, 4, 5</p>	<p><i>In Kansas City</i> <b>W. B. MUSIC CO.</b> Bellerive Hotel January 3</p>	<p><i>In Montreal</i> <b>R. C. GILCHRIST, Ltd.</b> 1316 Notre Dame St., West January 9, 10</p>	<p><i>In Philadelphia</i> <b>EASTERN MUSIC SYSTEMS</b> George Washington Motor Lodge King of Prussia, Pa. January 3</p>	<p><i>In Seattle</i> <b>R. F. JONES CO.</b> 2600 Second Ave. Week of Jan. 4</p>
<p><i>In Detroit</i> <b>MARTIN &amp; SNYDER</b> 12727 N. Warren Week of Jan. 3</p>	<p><i>In Los Angeles</i> <b>MINTHORNE MUSIC CO.</b> 2920 W. Pico Blvd. January 4</p>	<p><i>In Nashville</i> <b>S. L. STIEBEL CO.</b> 313 Seventh Ave., South January 5</p>	<p><i>In Pittsburgh</i> <b>ATLAS MUSIC</b> 2231 Fifth Ave. Week of Jan. 4</p>	<p><i>In Spokane, Wash.</i> <b>R. F. JONES CO.</b> Davenport Hotel January 10</p>
<p><i>In E. Hartford, Conn.</i> <b>ATLANTIC CONNECTICUT</b> 171 Park Avenue Jan. 6, 7, 8, 9</p>	<p><i>In Louisville</i> <b>S. L. STIEBEL CO.</b> 635 W. Main St. January 4</p>	<p><i>In Newark</i> <b>ATLANTIC NEW JERSEY</b> 772 High Street Jan. 6, 7, 8, 9</p>	<p><i>In Portland, Ore.</i> <b>R. F. JONES CO.</b> 1200 S. E. Morrison St. Week of Jan. 4</p>	<p><i>In St. Louis</i> <b>W. B. DISTRIBUTORS</b> 1012 Market St. Week of Jan. 4</p>
<p><i>In Honolulu</i> <b>SERVICE GAMES, INC.</b> 210 Mokauea St. Week of Jan. 4</p>	<p><i>In Memphis</i> <b>SAMMONS PENNINGTON</b> 1049 Union Ave. January 3, 4</p>	<p><i>In New Orleans</i> <b>LYNCH &amp; ZANDER</b> 832 Baronne St. Week of Jan. 4</p>	<p><i>In Rochester, N. Y.</i> <b>DAVIS DISTRIBUTING</b> 319 Alexander St. Jan. 6, 7, 8</p>	<p><i>In Syracuse</i> <b>DAVIS DISTRIBUTING</b> 738 Erie Blvd., East Jan. 6, 7, 8</p>
<p><i>In Houston</i> <b>H. A. FRANZ &amp; CO.</b> 910 Calhoun St. Week of Jan. 4</p>	<p><i>In Miami</i> <b>WOLFE DISTRIBUTING</b> Dupont Plaza Hotel January 10</p>	<p><i>In New York</i> <b>ATLANTIC NEW YORK</b> 843 Tenth Avenue Jan. 6, 7, 8, 9</p>	<p><i>In Salt Lake City</i> <b>R. F. JONES CO.</b> 127 E. Second South Week of Jan. 4</p>	<p><i>In Tampa</i> <b>WOLFE DISTRIBUTING</b> Davis Island Hotel January 10</p>
<p><i>In Indianapolis</i> <b>J &amp; J DISTRIBUTORS</b> 1327 N. Capitol Ave. Week of Jan. 3</p>	<p><i>In Milwaukee</i> <b>S. L. LONDON MUSIC CO.</b> 3130 W. Lisbon Ave. Week of Jan. 3</p>	<p><i>In Oklahoma City</i> <b>DICKSON DISTRIBUTING</b> 631 California Ave. January 3</p>	<p><i>In San Antonio</i> <b>B. J. NICHOL &amp; CO.</b> 226 S. Flores St. January 3, 4</p>	<p><i>In Toronto</i> <b>R. C. GILCHRIST, Ltd.</b> 33 Dundas St., West January 6, 7</p>
<p><i>In Jacksonville, Fla.</i> <b>WOLFE DISTRIBUTING</b> 310 Riverside Ave. January 3</p>	<p><i>In Minneapolis</i> <b>LIEBERMAN MUSIC CO.</b> 257 Plymouth Ave., North Week of Jan. 4</p>	<p><i>In Omaha</i> <b>ATLAS MUSIC CO.</b> Castle Hotel January 11, 12</p>	<p><i>In San Francisco</i> <b>R. F. JONES CO.</b> 240 Shotwell St. Week of Jan. 4</p>	<p><i>In Vancouver</i> <b>R. C. GILCHRIST, Ltd.</b> 2089 W. Fourth Ave. January 19</p>



**HISTORICAL PICTURE** of the Rev. Christopher Gardner, vicar of Pembroke College Mission Church, pressing the button of the juke box to start the world's first church juke box service, which was held in Walworth, London, on Sunday, December 20. Four pop hymns recorded by British teenage star Garry Mills were played on the box during the service. Garry himself also sang one number, "The Great I Am," from the pulpit of the church. Similar services will shortly be held in churches thruout Britain. Plans are in hand for the release of the religious pops in the States, and it is also planned for the Rev. Geoffrey Beaumont, who wrote the numbers, to visit the States with Garry Mills in January to inaugurate juke box church services.

## ARKANSAS OPS CHALLENGE \$250 FEDERAL TAX HIKE

By L. D. BRAY

**LITTLE ROCK**—Charles A. Stewart of Lonoke County, who rents coin-operated amusement devices, and J. W. Singleton, operator of the K & K Cafe at 316 East Washington avenue, North Little Rock, have brought suits in Federal District Court here challenging the right of the Internal Revenue Service to assess a \$250 gambling tax on pinball machines.

According to the complaints, the IRS has asked Singleton to pay a \$250 gambling tax on each of two pinball machines rented to him by Stewart. They said the IRS would seize the machines if the tax is not paid.

Stewart and Singleton said that a pinball machine at the K & K had all the gambling characteristics listed in IRS Ruling 59-294 but contended that it was not a gambling device and would be used solely for amusement. The federal tax on amusement machines is only \$10.

### No Push Button

The plaintiffs further contend that a pinball machine at the restaurant has been taxed \$250 even tho it does not have a push button or any other device for releasing free plays, nor a meter for registering free games released, nor a provision for increasing the odds on free games which can be won by the insertion of multiple coins.

They contended this machine was also subject to only a \$10 tax.

Stewart and Singleton, represented by Attorney Glenn F. Walther of Little Rock, asked that the IRS be restrained from assessing a \$250 gambling tax on the basis of physical characteristics of a pinball machine.

### Due Process

They termed the action of the IRS in classifying pinball machines as gambling devices on the basis of their characteristics as "arbitrary and capricious" and said that it has caused injury to their business and deprives them of property without due process of law.

According to the complaints, Singleton has refused to pay the \$250 tax and both machines are being withheld from public use.

## Chi Coin Bows Drop Ball Unit



**DROP BALL**

**CHICAGO**—Chicago Dynamic Industries, Inc., last week went into production on Bull's-Eye Drop Ball, a one-player game which combines the elements of shooting accuracy and timing.

The game is played with a puck and has traveling ball and changing score elements. The playing field is divided into three zones, with one zone being lit at a time, synchronized with the traveling ball.

(Continued on page 57)

## Seeburg Showings To Start January 3

**CHICAGO**—Seeburg's new line of 100 and 160-selection phonographs will be unveiled in national showings by the firm's distributors beginning Sunday (3).

Altho details are still not available, the firm revealed the new phonographs will have a completely redesigned cabinet along with a "new stereo development," and another new feature in "connection

with a recent development in the record industry."

Most Seeburg distributors are expected to hold week-long showings or open houses with several dinners and formal presentations already scheduled.

Also shown will be Seeburg's E-2 cigarette vender, the "1000" background music unit, the 1,000 and 500-cup capacity fresh brew and soluble coffee venders and office bar, and the firm's new line of cold drink venders.

## Keeney Ships 5-Ball Pin, Hi-Straight

**CHICAGO**—Hi-Straight, a new five-ball pin game with a playing card theme, was shipped to distributors last week by J. H. Keeney & Company. It's the first Keeney pin game to be introduced in a number of years.

Five individual score reels on the backglass register playing card symbols, with the player attempting to get a high straight poker hand. Reels change symbols as balls hit targets, holes and rollovers on the playfield.

A high straight hand in any order lights all ball bumpers on the playfield for 100,000 scoring. Dropping ball into a special hole on a high straight lights all "special when lighted" rollovers, which award one replay each when hit.

Recording an ace lights an ace bumper for 100,000, while recording a king lights a king bumper for 100,000.

A replay is earned also for a score of six million, 500 thousand, and for each 500 thousand scored thereafter.

The game can be set to score three different ways, however.

## Pa. Coinmen to Carry Appeal On Multi-Coins to Federal Ct.

By GEORGE METZGER

**PITTSBURGH** — The amusement machine industry will carry its appeal of Pennsylvania's ban on multiple coin pinball machines into the United States courts.

Just which federal court it is to be was not yet decided at this writing.

This action was announced by Anthony Cavalcante, a Uniontown, Pa., attorney, after the State Supreme Court, which outlawed the machines by a 5-2 vote on Novem-

ber 24, refused a request to hear new arguments on its decision last Monday (21).

### Opened Gate

The industry was attempting to either get a new trial in the State tribunal or carry its fight into the federal courts. The action by the State Supreme Court thus opened the gates and made possible the appeal to the federal tribunal.

In its action last month, the State Supreme Court upheld a ruling by the Superior Court that branded the multi-coin machines "gambling devices." The court based its decision on the fact that the player could deposit a number of coins, raising his odds.

Cavalcante said that he had been joined in the case by Jacob Kossman, a Philadelphia lawyer.

### Appeal Basis

"The appeal to the federal court will be based on our belief that pinball machines are not gambling devices unless they are made so by the players themselves," Cavalcante explained.

"Since it is our opinion that we have been denied due process of the law under the decision of the State Supreme Court, we are resorting to the United States courts for redress," the attorney went on.

The appeal notwithstanding, the Pennsylvania Attorney General Anne X. Alpern has ordered all machines to be out of the State by January 1—this Friday.

### Jan. 1 Deadline

But if the U. S. Court takes the appeal under advisement, this could forestall the January 1 deadline, after which all machines found in the State—not necessarily in operation—will be confiscated.

The operation of the multiple coin machines has already been banned and the extension to the end of the year before seizing them was granted by the State in order for operators and distributors to get rid of the outlawed equipment.

Justice Michael A. Musmanno,

one of the two State high court judges who cast a dissenting vote in the 5-2 ruling, made a statement at the time that goes hand-in-hand with Cavalcante's contention in the appeal.

"Because gamblers bet on horses," Musmanno wrote, "that is no reason to shoot the horses."

(Continued on page 54)

## 600 Teen-Agers Attend N. Y. Ops' Yuletide Party

**NEW YORK** — More than 600 happy teen-agers turned out for the Christmas party and dance sponsored by the public relations committee of the New York State Coin Machine Association Saturday evening (19). The party was held for the youth of the Church of the Resurrection, Gerritson Beach, Brooklyn, N. Y., in the church's parish house. Father Smith, rector of the church, said the crowd was the largest in the history of the house.

Among those attending as representatives of the coin industry were Al Denver, Barney Sugarman and his son Myron Sugarman, Al (Senator) Bodkin, Ben Chikofsky and Nash Gordon. During the evening, a gift wrapped juke box was presented to Father Smith by Senator Bodkin for the future use of the teen-agers of the parish. Four Benrus watches were given away as dance prizes and a total of more than 550 long-play albums were also donated to the attendees.

Later, in a letter to the Senator, Father Smith said that during his three Christmas Day masses, he

would offer prayers for the good people of the coin industry.

Bodkin told The Billboard that there has also been a request for a juke box from the New York Youth Home, a home for wayward youth operated by the city. He said that in this case, Mayor Wagner would be invited to take part in the ceremonies. Another request has come in from the Flatbush Jewish Center, according to Bodkin, who added that in this case the participation of city council proxy Abe Stark would be sought.

## A MORAL HERE SOMEWHERE

**STAMFORD, Conn.** — Bjarne Karlsen tried to save 30 cents and it cost him his life. The 43-year-old man put the money in a cigarette vending machine which didn't work. He tugged on the machine and it toppled onto his head, inflicting fatal injuries.

## New Quarters For Overland



**Ben Murillo**

**OAKLAND, Calif.**—Overland Music, Inc., longtime Rock-Ola distributor for Northern California, will move to new quarters at 2561 San Pablo Avenue here. A grand opening of the showrooms and offices will be held during the first week in January.

The firm is headed by Ben Murillo, coin machine veteran for 15 years, who started as an opera-

(Continued on page 57)



here's the new self-aligning  
pulse converter that  
helps make the

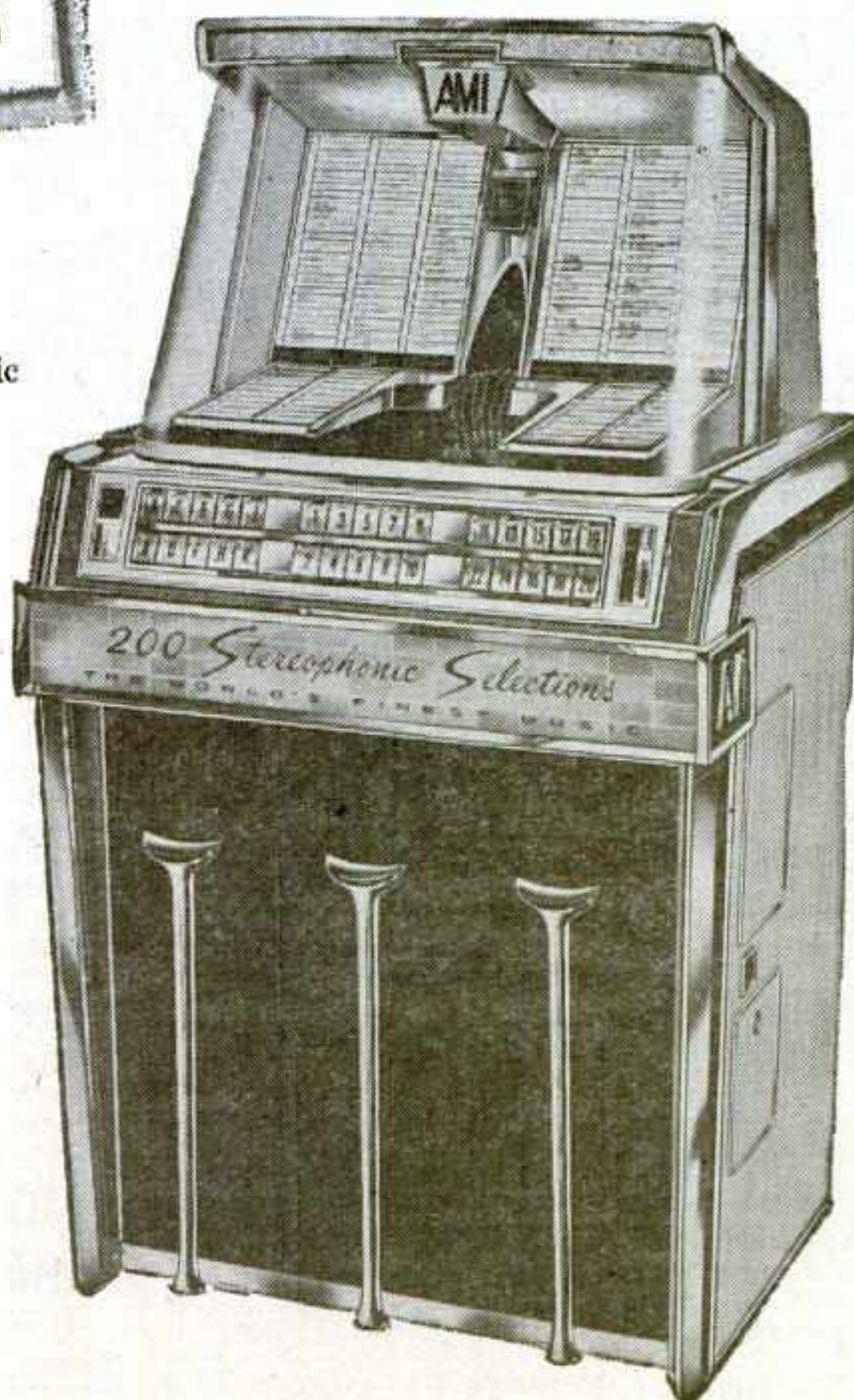
"K"  
such a trouble-free  
money maker

Front accessibility . . . split-second removal  
or replacement . . . positive and automatic  
alignment of pulse converter with selector pins  
combine to reduce service costs  
and eliminate possibility of misalignment  
and player dissatisfaction. One  
of many new AMI features that make the  
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## Is W. Germany Dominating Europe's Coin Trade?

By OMER ANDERSON

BONN, Germany—West Germany will post a new all-time record high for coin machine exports in 1959.

Official figures will not be released until February, but industry estimates place the 1959 export sales total at between \$5,350,000 and \$6,000,000.

A surge of final-quarter business has lifted appreciably the \$5,350,000 estimate based on a projection of export figures for the January thru September period.

All branches of the German coin business are booming. Jukes continue to be the pace-setter, accounting for approximately 50 per cent of exports. Venders follow closely

with 40 per cent, and games account for the rest.

The 1959 estimated exports of between \$5,350,000 and \$6,000,000 compare with 1958 exports totaling \$4,850,000, and 1957 exports of \$3,250,000.

There have been transcendent alterations in the European coin machine trade in 1959. They are basic structural changes which pose serious problems for the future. But the Germans, having successfully adjusted to the upheavals of 1959, are optimistic about 1960.

This optimism is supported by all technical factors critical for the coin machine trade. The 1960 forecast is projected as a continuation of the principal developments of 1959.

- There were:
1. The European Common Market.
  2. British currency liberalization.
  3. The U. S. coin machine export downturn.

The Common Market came into existence January 1, 1959, when the first 10 per cent reduction in across-the-board customs in all six member countries became effective.

The six nations—or the "Six"—intend progressively levelling their common tariffs to the vanishing point, creating the ideal of the "common market." However, while freeing trade interests among themselves, the Six intend raising a common tariff wall against the rest of the world.

This means that the West German coin machine industry, the biggest and by far the technically most advanced, can expect to dominate the market of 160 million persons to be created by the Six. At the same time the Germans will be protected by U. S. and British competition.

The Germans expect to take

over the Common Market by virtue of their unchallenged leadership of the European coin machine industry. There is no formidable opposition to the Germans in any of the other five countries.

In the last year, the Germans have been expanding their domestic manufacturing facilities to cope with the anticipated Common Market boom.

NSM at Bingen has moved into a new ultra-modern plant. Tonomat at Neu Isenberg, near Frankfurt, has a new plant. Thomas Bergmann at Hamburg has more than doubled plant capacity with new construction, and Wiegandt, in Berlin, has expanded into a new annex.

The coin machine producers seem intent on capitalizing to the maximum from the opportunities afforded by the Common Market. The French Syndicate of Juke Box Producers is sponsoring the formation of a so-called "juke box pool," which would exploit all possibilities inherent in the Common Market machinery.

Its program, which seems likely to take on growing importance for the American industry in 1960, proposes:

1. The creation of joint trading facilities for Common Market coin machine concerns.
2. A joint export program directed at "non-member" (outside the Common Market) countries.
3. The standardization of the tax structure in all six countries.
4. The alignment of copyright (royalty) fees in the Common Market with non-member countries, primarily the United States.

There is strong sentiment in some quarters, moreover, for shaping the proposed pool as a vehicle frankly designed to "consolidate the European coin machine industry for the improvement of its competitive position against the outside," as one euphemistic formulation puts it.

In plain terms, it is being proposed, primarily by the French, that the pool be forged as an instrument for shutting out American competition. It would become a new-style version of the old-style cartel so dear to traditional European business thinking.

The Germans, however, have not proved particularly responsive to this idea. There are multiple reasons. West Germany is too heavily involved in general trade and business with the U. S. and Britain to covet a monopoly position, even in the Six market.

The Germans take it for granted, despite the pessimism of the moment, that the Common Market will be linked eventually, in one form or another, with the Free Trade Area and, very likely, with an even bigger Atlantic trading area including the U. S. and Canada.

Finally, there is almost supreme confidence on the part of German industry of its ability to compete with American industry in any and all sectors, including the coin machine sector.

For these reasons, there has been a minimum of fuss in this country about establishment of the "Outer Seven" European Free Trade Association (EFTA) comprising Britain, Portugal, Switzerland, Austria, Sweden, Denmark and Norway.

There are some German coin machine producers who, looking back on American activity in the Common Market in 1959, are wondering if perhaps the Germans may not be overestimating their ability to sweep this market.

There has been a little-publicized but quite substantial influx of American business into the Common Market area, including American coin machine producers.

This influx has taken varying forms and is impossible to wrap up statistically. Some American firms have beefed up their European subsidiaries; others have entered into joint production and sales arrangements with European producers; some have purchased European concerns; and still other U. S. concerns have started at the beginning, organizing European concerns and constructing plant facilities.

Altho American business has been criticized for lethargy in responding to the "challenge" of the Common Market, the facts suggest that U. S. industry is far more heavily involved in Common Market countries than is generally realized.

For example, a survey shows that no fewer than 257 German firms alone are now owned outright or in majority interest by American firms. There is, in fact, considerable concern in conservative German business circles over this so-called "sell-out" of the German economy to foreign money.

American coin machine moves in the European market in 1959, in contrast, were very few and tentative:

Wurlitzer worked out an agreement with Notomat of Leghorn, Italy, for assembly in Italy of Wurlitzer machines.

AMI, Inc., of Grand Rapids, Mich., signed a contract with the Dutch firm of Van der Heem, N.V., for the production of AMI jukeboxes in The Hague.

Otherwise, American efforts have been concentrated on strengthening working arrangements with Common-Market-based concerns and expanding agent representation.

The majority view of the American industry apparently favors waiting for further concrete developments in the trade bloc controversy. It will be several years before Common Market tariff reductions appreciably affect outside competition. And a link-up of the Common Market and EFTA would drastically alter the situation faced by American firms.

Meantime, British currency liberalization has provided a preview, limited but still useful, of some of the problems and opportunities which are likely to flow from the trade blocs.

Technically, Britain's decision of currency controls should stimulate the demand for American equipment at the expense of the Germans, who have enjoyed a near-monopoly position in the British market during the dollar dearth.

But, oddly, the Germans have accepted the freeing of Britain's dollar imports with equanimity amounting almost to indifference. There are these reasons:

1. Currency control recision doesn't cancel the pricing structure. The U. S. equipment still has to be paid for, and the prices, alongside German equipment, seem stiff.

2. There has been vast technical improvement in German coin machine production within the last two years. It will no longer be easy to persuade prospective British customers that American quality justifies the higher price.

3. The Germans are adapting the U. S. "friendly merchant" technique to the British market, taking full advantage of geographic proximity. Equipment and parts are

flown to British customers in a matter of hours, and technicians from the factory in Germany are always on call. Even the Germans have been surprised by the success of this "personalized service" to the British market.

For example, Bergmann airtreights its Symphonie Stereo juke to Britain on request, thus filling orders within a matter of hours. Bergmann has attached a technical representative from its Hamburg plant to the staff of its British distributor, Reading Automatic.

This kind of personalized service is paying off for the Germans; Bergmann has exported nearly 1,000 of its Symphonie jukeboxes to Reading. And another German firm, Tonomat, is filling a contract signed early in 1959 with the Ditchburn Organization of Britain for 1,000 Tonomat jukeboxes.

However, the American challenge to the British market created by currency liberalization remains serious for the Germans. Should the rival trade blocs—the Six and Seven—solidify, the American advantage would have considerable advantage in the "Seven" market over the Germans, "friendly merchant" personalized service notwithstanding.

The American beachhead into the "Seven" market is represented by the Shannon, Ireland, plant of International Dynamic Industries, which was set up to manufacture Chicago Coin games for the British market; and by Mondial, Ltd., of Dublin, which is producing Williams and Gottlieb games under license.

The U. S. coin machine export downturn was big news in West Germany in 1959. Some German producers are analyzing the competitive situation as regards coin-operated equipment in terms similar to that in the automobile industry. German producers generally are convinced that the downturn is symptomatic of a fundamental alteration in the world coin machine trade, basic changes paralleling those which have occurred in automobiles and industrial products generally.

Great postwar technical advances, of which the German electronics industry is a glittering exhibit, have enabled foreign producers to compete on more or less equal terms with their American counterparts as to quality.

European wages remain substantially lower than American wages. Moreover, the lean postwar years converted foreign trade into a battle for economic survival, and forced foreign competitors such as the Germans to develop aggressive sales campaigns unnecessary for their cozy-situated American competitors.

This is not a condition unique to the coin machine trade, but one general to American industry aiming at the export market. It was summarized by Frank H. Higgins

(Continued on page 60)

### PENNY WISE, POUND SHY

BIRMINGHAM, England—The 1,000 penny weight machines in this city were ordered to be tested for accuracy. The reason—an inaccurate weight could cause undue alarm to many women hereabouts. The women may still be shocked, but at least now it will be all on the legit.



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EARNING POWER**  
**WURLITZER  
PHONOGRAPHS**

# Coin Mart Has Open House at New Showroom

NEW ORLEANS — Operators from Louisiana and Mississippi were guests of an open house here Monday thru Wednesday (14-16) as the newly-formed Coin Mart threw its doors open.

The Coin Mart, with 18,000 square feet of floor room, was formed as a merger of the Dixie Coin Machine Company, an AMI outlet, and the Crown Novelty Company, a game distributor. Partners are Ed Holyfield, formerly of Dixie, and Nick Carbajal, formerly of Crown.

The firm distributes Keeney games, Fisher pool tables, and jobs other lines. Holyfield said that the company will soon operate as a record one-stop, and also diversify with vending equipment.

Among the visitors at the open house were Ed Ratajack and Al Mason of AMI.

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2000's, 2204's, 1900's  
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**SEEBURG**

Model C	\$285
VL	375
V200	345
K. D.	525
200 Sel. Wall Boxes	80
100 Sel. Chrome	39.50

**AMI**

E-120	\$215
E-120	215
H-100 Manual	565
D80	190

**ROCK-OLA**

1432, 45 RPM	\$ 85
1434	145

**BINGOS**

Miss America	\$185
Beach Time	295
Key West	125
Show Time	165
Cypress Gardens	265
Big Time	65
Big Show	95
Sea Island	495
Carnival Queen	345
Sun Valley	195

**UPRIGHTS**

Circus, Remote Control	\$ 95
Kentucky Derby Day, Remote Control	95
Wild Cat	Write
DeLuxe Big Tent	295

**5-BALLS**

Turt Champ	\$195
Dragonette	75
Star Pool	55
Smoke Signal	70
Balls a Poppin'	60
Peter Pan	75
Brite Star	255
Frontiersman	75
Harbor Lites	75

**ARCADE**

C.C. Rebound Shuffle	\$ 65
Seeburg Bear Gun	85
Telequiz	65
C.C. Ski Bowl	85
Un. Imperial Shuffle	95
Mercury Athlete Scales	65
Bally Jet Shuffle	125
Voice-O-Graph	125

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## East

### CONNECTICUT EVENTS

The Connecticut Coin Machine Operators' Association is expected to elect a new chief officer by the year's end, following resignation of Paul Rechtshafer for business reasons. In the meantime, industry veteran Abe Fish, a founder of the State-wide organization and past president, is functioning as acting president. An election meeting is anticipated at a Hartford point to be determined within a few weeks.

Rechtshafer, meanwhile, has merged his Reliable Coin Machine Company with Capitol Amusement Company, also of Hartford, the new combine to be henceforth known as Capitol Reliable Coin Machine Company, headquartered at Reliable's old base, 184 Windsor Street, and employing upward of a dozen people. The company—in which Rechtshafer is associated with, Ben Nemirow and Harold Mackler, also industry veterans—is handling juke boxes, vending machines and amusement games of all kinds. The firm is covering the State of Connecticut.

Moving into the last weeks of 1959, coin spokesmen here report coin business in Connecticut is still about 25 per cent off from a year ago, a situation attributable in part to lack of what one industry figure characterizes as "intriguing, appealingly sold new games." Paul Rechtshafer, of Capitol Reliable Game Company, in effect, would like to see the industry come forth with what he calls a gimmick, something that would have the people in the street standing up and shouting that they're enjoying coin machine play again! Ralph Colucci, Seaboard Distributors, Inc., was a New York business visitor.

The Shelton Vending Machine Company, newly formed corporation, has filed a certificate of incorporation. The concern leases, rents, buys, sells and deals in all types of vending machines and amusement games. Incorporators are Ralph J. Matto, John Koziak, and Joseph E. Devonshuk, all of Shelton, home base for the company.

### PHILADELPHIA

Harry S. Sytk, chairman of the board of Consolidated Sun Ray, Inc., owner of the Williams Electronic Manufacturing firm, was honored here as being the Jewish National Fund's Philadelphia Man of Highest Merit. He was presented with a scroll stating so at a dinner attended by 600 persons at the Sheraton Hotel.

## Midwest

### DETROIT TALK

Principals of the Standard Music Company are buying a three-fourths interest in the 22-year-old Ray Music Company and dropping the operating name of Standard. Under the new set-up, the new owners take over active operation. Benjamin F. Davis becomes secretary and general manager; Henry E. Anderson is service manager, and Randolph Wallace becomes treasurer of the consolidated Ray operation. Everett I. Watson has operated Ray for two decades, but is currently in poor health, remains as one-quarter owner, but will not be active in the management. The route now operates 141 juke boxes.

William M. Campbell, of Campbell Music Company, in business for the past decade, is adding a few machines to his route in a regular growth program. . . . Harry J. White, veteran operator since 1937, who has been out of the business for five years, is returning to operation with the White Music Company, operated for the past four years by his son, Pat. Harry says "retirement makes a man old," but in the meantime he has operated a motel at Oscoda. He has been around looking over new juke box models and planning the immediate reactivation of his lively operation in the music business.

Jack Gage and Chris Fotopoulos have returned to the music machine business together under their old name of F & G Music Company. They started about 15 years ago with a diversified route, but sold out their cigarette route in 1947 to Ben Okum and Al Smith of the Okay Vending Company, continuing with their juke box routes. They disposed of the music business about two years ago but have decided to re-enter the operating field.

Mike Harowski, of Co-Operative Sales, diversified amusement game route, has just opened a new retail and wholesale novelty store on Oakwood Boulevard in Melvindale, down river suburb, under the name of M & L Supply. He is currently specializing in Christmas novelties and janitorial supplies.

Frank Fabiano, of Fabiano Sales & Service and president of Music Operators, Inc., trekked to Lansing, the State capital, for a meeting. . . . George B. Thompson and Joseph D. Helmstret have established headquarters for Motor City Vendors in the North End on Ralston Avenue.

Gordon Fruitman and Aaron Katzman, who recently formed the Trio Vending Company as a merger of the Gordon Vending Company and Fisher Music Service, have moved headquarters,

temporarily in Oak Park, to Coolidge Road in the North End suburb of Berkley.

Irving Ackerman, former head of Detroit Tradio Corporation and counsel for numerous coin machine interests, was out on the streets selling newspapers Monday for charity—the Old Newsboys' Goodfellows Fund. His station was at Grand River and Griswold streets.

Homer B. Stuart, who headed advance Products Company (formerly Coin Change Collector Company), making a coin changer for coin machines, is now active in the precision aircraft field, heading General Production Company at the same address. The coin changer operation was leased to the King-Seeley organization.

Earl Gotberg, owner of All Metals Supply Company, who had the Automatic Hostess equipment here, has disposed of this, concentrating in the surplus equipment field, and has moved to a new location at Grand River Avenue and 12th Street.

Eddie Clemons, veteran head of Music Service Company, is probably the only person in Detroit still dealing in 78 r.p.m. records to the general public, in connection with his music outlet store on Woodward Avenue. Record dealers refer potential customers to him for the old-timers. Hal Reves

### WISCONSIN QUIPS

A series of service schools for operators were held out in the State recently by the Wurlitzer organization. C. B. Ross and Harry Jacobs Jr., United, Inc., Milwaukee, scheduled meetings with operators in Oshkosh, Green Bay, Waupaca, Wisconsin Rapids and Wisconsin Dells. The Waupaca class was held in the headquarters of veteran music operator Ray Jenner.

According to Harry Jacobs Jr., United, Inc., will begin a direct mail campaign beginning in January. . . . P. & P. Distributing Company's Christmas party for the bosses and the employees was a huge success, reports foreman Carl Betz. "We may make this an annual event. It is a wonderful thing to get everyone together occasionally like a big family to talk something other than shop for awhile," says Betz. . . . Sam Hastings, Hastings Distributing Company, informs that the Milwaukee Coin Machine Operators' Association held its monthly membership meeting December 14 at the Ambassador Hotel. The trade group is setting up a new associate member category. It will include supplier, distributors and operators who want to lend support without becoming active in association affairs.

Walter Neubauer, L. R. Distributing Company, Milwaukee, got his "dear" recently. He got married. A 200-pound deer of the four-legged variety was brought back from the northwoods by another L. R. Distributing Company veteran, Carl Staska. Bossman Les Reder reports that all hands were eating venison.

According to reports, Bud Wagner, Cisl Music, did not come back empty handed. He also shot a deer. . . . Viola Leitzke is the new front office gal at United, Inc. . . . Joe Beck, Mitchell Novelty Company, Milwaukee, continues to recuperate from his heart attack, his office notifies. He still puts in only a few hours' work daily at the Mitchell Novelty headquarters.

A strong turnout of vending operators appeared at the legislative meeting on tax increases in Madison recently. They protested (Continued on page 58)

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# Va. Ops Wind Up 1st Year of Operation



JOHN CHANDLER, left, and Bob Minor, right, present a stereo player to Leon Cantor, executive director of the Beth-Shalom Home of Virginia.

RICHMOND, Va.—The Music Operators of Virginia completed a highly successful first year of operation, according to a year-end report issued by outgoing prexy, John D. Chandler. Among the highlights of the year was the donation of stereo record players to a number of charitable organizations.

Chandler, speaking of these gifts, urged fellow State association officers, wherever they may be, "to share your happiness with those less fortunate by remembering them with a little gift, to some worthy organization, from your group. It will make your membership feel better and happier and it will also mean a great deal to your association."

During the year, the association gave stereo players to The Masonic Home of Virginia for orphans and the aged; St. Sophia's Home for the Aged, which is operated by the Little Sisters of the Poor; Beth Shalom Home of Virginia for the Jewish; and the Richmond Nursing Home for the Aged. The gifts

were decided upon at the group's first annual Statewide convention, held in Richmond last September.

At the Richmond conclave, ops from all over the State gathered with their wives to meet reps of manufacturers and distributors and to enjoy a gala floor show and banquet. Another important event of the year was the appearance in Washington of a delegation from MOV with counsel, to oppose the Celler bill.

New officers for MOV are Robert H. Minor, Richmond, president; Mrs. Harry Lubman, Petersburg, secretary-treasurer; Harry Lubman Petersburg, first veepee; V. E. (Teeney) Martin, Portsmouth, second veepee; and the following directors: Bernard (Bernie) Inge, Norfolk; E. W. Harvey, Kilmarnock; G. M. Haney, Fredericksburg; M. F. Frye, Winchester; A. S. (Buddy) Nicholson, Norfolk; George Rollo, Hampton; E. L. Simmons, Danville; John Chandler, Richmond; and Robert L. Ward, Roanoke.



MRS. HARRY LUBMAN is the newly elected director of the Music Operators of Virginia.



GEORGE A. CHAPLIN, upper left, receives a stereo player presented by J. D. Chandler to the Richmond Nursing Home.

## Boston Police Remove 240 Of 805 Pinballs on Location

BOSTON — The drive against pinball machines was revived again in the Hub as 240 of the 805 machines in operation were ordered removed from licensed premises on the grounds they were gambling devices.

Chairman Clarence Elam of the Boston Licensing Board said the action was taken after a report from police captains who said that the 240 machines had multiple coin-insertion mechanisms for increasing odds. The board's action was prompted by the refusal of the State director of standards, Donald B. Falvey, to approve the machines.

Falvey notified all licensing boards in the State that pinball machines considered gambling devices by the U. S. Treasury Department will no longer be approved. Putting a double squeeze on the industry, was the word from the Internal Revenue Bureau that agents would seize all machines that could be used for gambling unless the \$250 stamp was on them.

### Not Accused

Elam explained that the city acted in accordance with the refusal of the Division of Standards to approve the machines as "entertainment" since they were equipped with the "free play" meters and had multiple coin-insertion mechanisms. He stressed that the operators were not being accused of having gambling equipment.

There was however still some confusion among officials on the matter and some further investigation may be instituted. Recently City Corporation Counsel William Baxter said the Licensing Board could not refuse to issue a permit for a machine simply because they have free play meters. Elam asserted, however, after getting the police reports that his board would order a re-inspection of all pinball machines, apparently an indication that he was not satisfied fully with the figures furnished.

### Evidence Required

Baxter said that machines in Boston would be considered "for amusement only" unless evidence was produced to show that they were being used for gambling. But George Lemay, agent in charge of the Internal Revenue Bureau pointed to a federal ruling of September 28 which declared that pinball machines if equipped with meters that would record free play would

be considered gambling machines whether or not they were used for that purpose and therefor subject to the tax stamp.

Such stamps, he pointed out, were designated by locations rather than individual machines, so that a holder of a stamp could replace a broken machine at any time. The stamp itself would be posted on the premises. He said there were 81 locations in the Commonwealth where tax-stamped machines were operating, but that Boston had "very few."

It also was reported that the Licensing Board had used its wide discretion in denying or revoking more than 40 pinball machine licenses. In all cases the Board acted on police information that the machines were near schools or churches, suspicion of gambling, or the licensee allowed children under 17 years of age to play.

It also was believed that the various developments would cause embarrassment to the city administration. An argument arose in the city council with demands for investigations of the pinball machine situation and amusement centers. One councilman asserted the fault lay with the mayor's office which licenses amusement centers. It appeared as tho this was the opening of a running battle, the outcome of which was in doubt.

## Hartford Mulls Sharp Hike in License Fees

HARTFORD, Conn.—A request from the Property Owners Organization of Connecticut for drastic revision of Hartford's license fee system, with sharp increases in many classifications, has been referred to the city council's legislative committee.

The proposed revisions would yield approximately \$1,500,000 in new revenue for the city of Hartford.

A sampling of the organization's recommendations for increased fees includes boosting the fee on pinball machines from \$3 to \$75 a year.

The organization's report characterized Hartford's method of collecting license fees "an antiquated system" and said that within the system itself there are many inequities.



F. W. TROY, center, executive director for the Masonic Home of Virginia, receives a stereo player from John Chandler and Bob Minor.

## N. Y. Coinmen Donate Gifts

NEW YORK—Last week members of the coin industry gathered for a special presentation of \$500 to the Christmas fund of the Orphan Children's Home on Manhattan's lower East Side. The gift was turned over to Rabbi Aaronfeld, head of the home, by members of the coin machine industry public relations committee, headed by A. (Senator) Bodkin.

In the wake of the generous donation, this week, Charlie Bernoff, an exec of the Music Operators of New York, who operates Rega Music, went the industry group one better. In special observance of the Chanukah holiday, Bernoff arranged to have 1,500 boxes of Barton's Kosher Candies distributed among the more than 1,000 children in the home. Meyer Parkoff, head of Atlantic New York and a prime mover behind the public relations effort, hailed Bernoff's action as an example of "the human side of our business."

## Pa. Coinmen

• Continued from page 50

As the year grew closer to the end, operators started returning their barred machines at a faster clip. Distributors were forced to rent extra warehouses in which to store the pieces.

Now with only three days left before the ban goes into effect coin men still are in somewhat of a quandry. Some are still holding out hope of an 11th hour reprieve.

The whole thing started back in 1957 when State police raided an American Legion post in Uniontown, Pa., and seized 17 in-line machines.

The State troopers declared the machines "gambling devices" and confiscated them.

## Jones Claim Police Err in Ouster Effort

CINCINNATI — Lew Jones, owner of Lew Jones Distributing, Inc., of Indianapolis, claims that local police are way off base in their attempts to interfere with his local outlet.

Jones, a Wurlitzer distributor, has offices here and in Indianapolis. The local firm is Lew Jones, Inc., of Ohio, which was recently licensed by the city of Cincinnati to distribute pinball machines.

Police protested the issuance of

the license on the ground that a city ordinance forbids licensing a pinball distributor who has not been a resident of the city for two years.

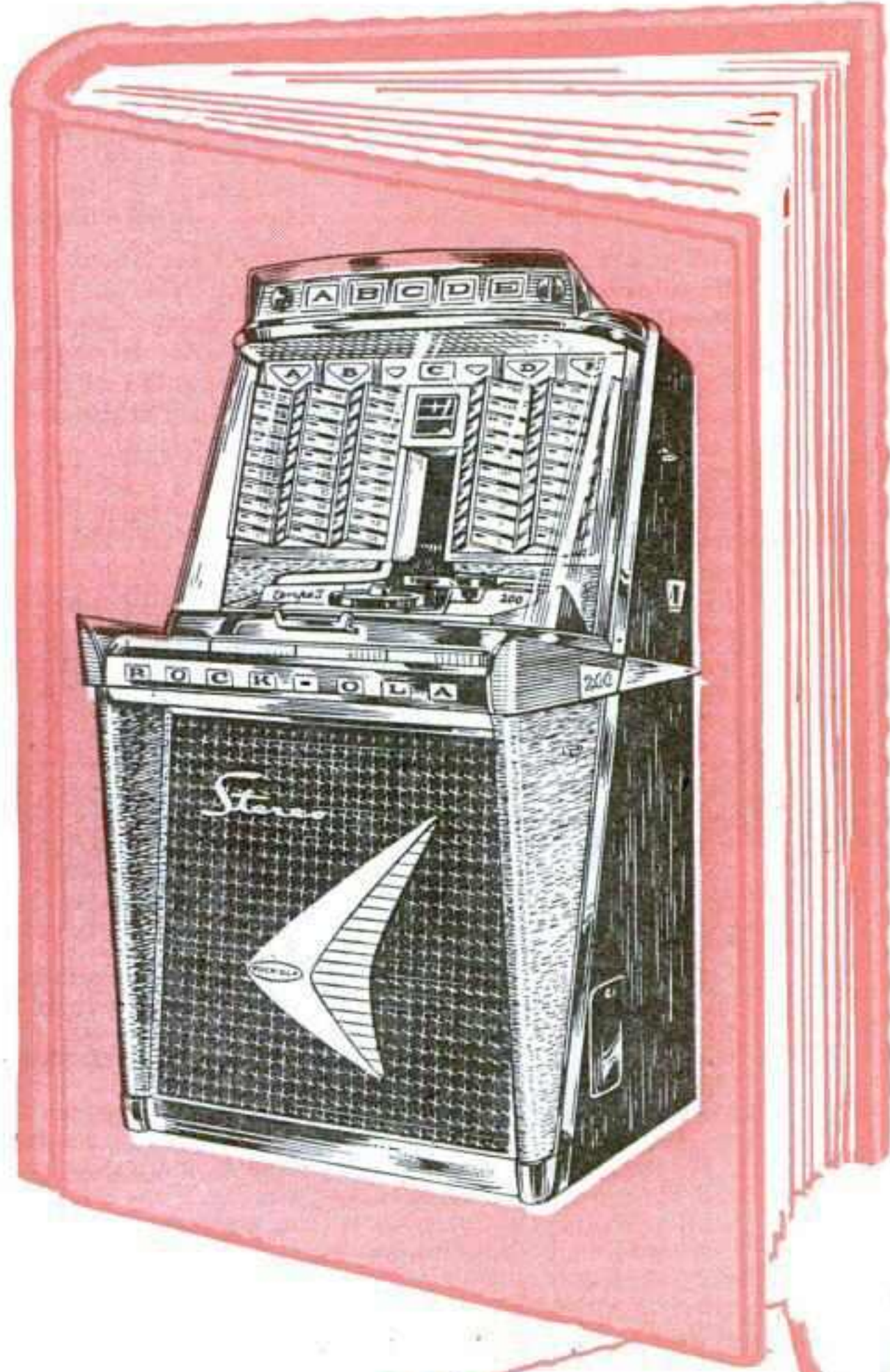
However, Jones pointed out that he has sold his interest in the firm to three directors, all Cincinnati residents, and he has also sublet his automatic phonograph distributorship in the area to the directors.

"I'll keep a paper directorship to see Wurlitzer's business is run properly, but I have no financial interest," he explained.

He added that the only reason he deals in coin games is to accept trade-ins, which are necessary in the sale of automatic phonographs.

*phonograph only*

# Don't judge a book by its cover!



Well, even if you did judge the new 1960 TEMPO II only by its graceful styling and beautiful, all visible title panel you would have to admit that the TEMPO II has an eye-appealing magnetism unmatched in the industry. Its beauty alone sets it apart.

BUT the real story which makes the TEMPO II the most versatile, dependable and profitable phonograph in the industry is concealed behind the phonograph's styling brilliance. Check and see why the TEMPO II all-purpose stereophonic phonograph offers so much more than meets the eye.

### CHAPTER I Economy

The TEMPO II all-purpose phonograph with its dual-channel amplifier, stereo cartridge and built-in speakers plays either monaural or stereophonic music at the flip of a switch without the addition of any costly internal components. Now you can have one versatile phonograph which plays any kind of music for less than you used to pay for many models of monaural machines.

### CHAPTER II Flexibility

The Rock-Ola built-in dual-channel amplifier with its exclusive three position "Tri-Fonic" switch offers the one truly versatile phonograph on the market. With the flip of a switch, depending on the need of the location, the TEMPO II will play straight monaural music through its three built-in speakers; it will play standard stereo music through its extension speakers, which need only be plugged into the amplifier, or it will play a combined stereo in the third position using the main unit speakers plus the stereo extension speakers. Whatever the need, the answer is with Rock-Ola flexibility.

### CHAPTER III Dependability

It is no secret that the Rock-Ola dependability is known and respected the world over. It is also no secret that the heart of this dependability is the often imitated but never equaled Rock-Ola Revolving Record Magazine. Twenty-five years of "location testing" and engineering advances have made this mechanism the most profitable and trustworthy in use today. For true dependability, Rock-Ola stands alone.

### CHAPTER IV Your Profits

Before you buy another phonograph, just ask yourself these questions: What phonograph leads the field in modern dimensional styling? What phonograph is compact enough to fit where others won't? What phonograph gives true flexibility? What phonograph with "Tri-Fonic" switching gives three sound systems in one at no extra cost? The answer course is only ROCK-OLA and ROCK-OLA spells only PROFIT for you.

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**NO TREND**

**Gary Gives Jazz Solid  
Vote After Concert Flop**

By **JOE KLEIN**

**GARY, Ind.**—Jazz music is still getting a solid vote of confidence from local juke box operators and record dealers, despite a poor turnout for a recent Louis Armstrong concert here.

Fewer than 500 Steel City patrons followed Satchmo into the 6,000-seat Memorial Auditorium. Armstrong was at his sparkling best, anyway.

Local traders point to mixed effects of the steel strike and a general pre-Christmas money shortage combined with the fact that "Gary just isn't a concert town," as being largely responsible for the poor showing.

"It would be very foolish to believe that jazz is dying," said Edmund Bukala, top man of Music Vendors, a firm based in nearby East Chicago, Ind., with many locations in Gary.

"Other factors must have been responsible for the poor attendance at the Armstrong concert. Maybe the strike, maybe other things. But certainly not any cooling toward jazz. On the contrary, there is a rapidly rising demand for it. And progressive jazz, particularly, is an urgent necessity in locations catering to youngsters. Jazz is here to stay."

So thinks also Frank Witecki, another Gary operator.

"Jazz losing popularity?" he asked. "Nothing could be farther from the truth. The fact is that the demand for it is so great that I find myself hard put to meet it. The trend to progressive jazz is especially strong. It wasn't the music that kept the crowd down at the Armstrong show. Perhaps the admission was too high for a one-industry town which has been on strike for four months. Or maybe it needed more promotion. Or maybe something else. But let no one be deceived. Gary still digs jazz."

Victor H. Ostergren, another Gary operator who is also president of the Automatic Equipment and Coin Machine Operators' Association of Indiana, is equally emphatic in affirming the continuing popularity of jazz.

"I have locations where 95 per cent of the programming is made up of jazz," he said. "And the number of such locations is on the increase. The demand for this music is up at all types of locations. Youngsters especially are going for it in a big way. Progressive jazz, too, has gained a tremendous amount of ground."

Ostergren, who specializes in so-called "race spots," feels that the new era in jazz may be leaving the older heroes in the shadows.

**Armstrong Strong**

"My collections," he said, "show that Armstrong is still very strong—with the middle-aged and the older people. But the younger people are doing their shopping elsewhere, with people like Brubeck, for instance. Nowadays, your customers want more beat and less sound. I'm not worried about the future of jazz. Satchmo didn't draw because Gary doesn't go for concerts. That's all there is to it."

Allan Gluck, president of the Record Mart, a disk supplier of Gary operators, declared that his sales showed a pronounced increase in the demand for jazz rather than a decline.

Jazz is wanted by the public and wanted more than ever before. And that is true of progressive jazz also. There is another explanation for the Armstrong attendance—the pocketbook. We had a four-month strike this year. And we had a recession last year."

**Minority Report**

A like opinion was voiced by the management of Vivian's Record Shop, another Gary supplier. But John LeGette of the Dunes Music and Vending Company submitted a minority report.

"There is no doubt in my mind about it," he said. "Jazz is losing popularity. It is losing it little by little. I find scant demand for conventional types of jazz and even less for progressive jazz."

**Crowd of Ops  
At Jack Bess  
Roanoke Show**

**ROANOKE, Va.**—The introduction by Jack Bess, Roanoke Vending Exchange, of the new AMI Model K phonograph here at the Patrick Henry Hotel, December 20, drew a record area crowd. Among those attending were:

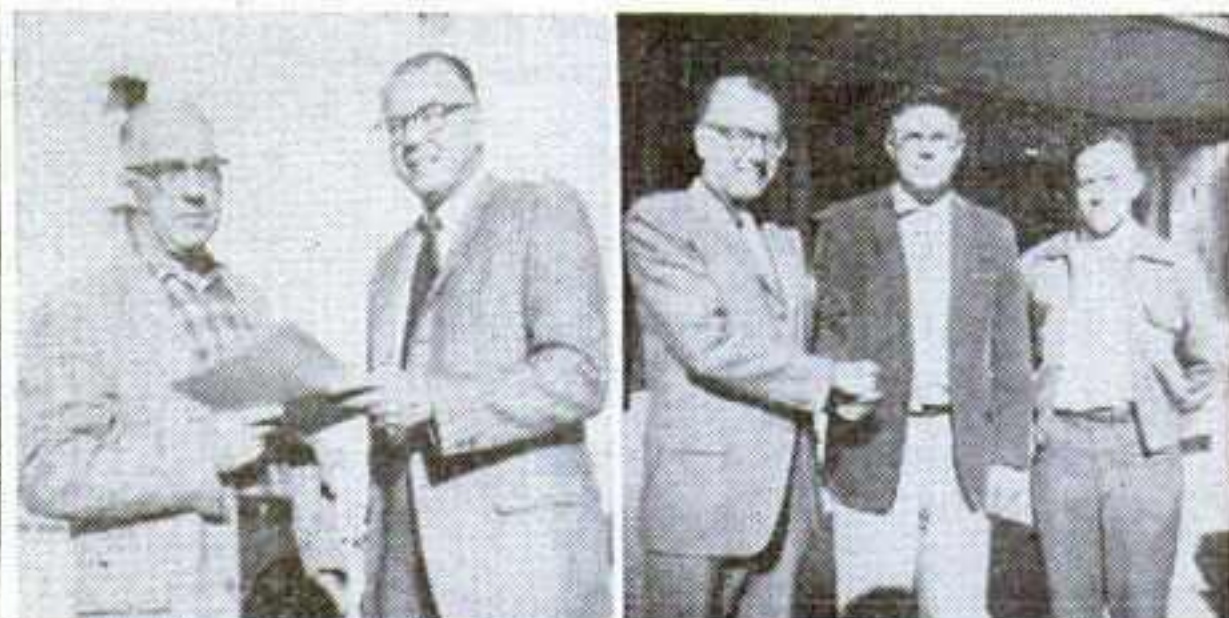
Charlie Holbrook, Mary Ann Holbrook, Phillip Holbrook, Lynchburg; Carl Keeseling, Bluefield; Cecil Piner, Ela Piner, H. R. Vaughan, Rudy Kefer, Clara Kefer Roanoke; J. D. Altizer, Salem; Jeff Davis, O. L. King, J. Vest, Don Shappe, Roanoke; Lynn Simmons, Danville; Pete Bonderant, Martinsville; John Chandler, Richmond.

Charlie Barlett, Christianburg; Doug Carter, B. L. Wingfield, Martinsville; W. H. Frady, Evington; M. R. Crawley, Rustburg; Edd Couch, Lillian Aleshire, Coy Bowling, Robert Ward, Mr. and Mrs. Jackie Preston, Mr. and Mrs. Carl Coleman, M. L. Holland, Eunice Holland, Claude Smith, Madeline Smith, Willie Salter, Jeff Hickman, Winston Coleman, Virginia Coleman, Roanoke.

D. B. Tyree, John Tyree, Rustburg; John Boyle, Buddy Boyle, William Lemon, Roanoke.

Also present were the hosts, Jack

**New Rock-Ola Distributors**



**TWO NEW DISTRIBUTORS** for Arizona were named by Rock-Ola Manufacturing Corporation last week. John J. Hourihan (left photo), head of Copper State Amusement Company, receives his franchise from Irving Webb, Rock-Ola Western sales manager. Copper State will handle the northern portion of the State. The southern portion, including Gila, Graham, Cochise and Greenlee counties, will be handled by Gila Electric & Music Company. Pictured (above right) as they receive their franchise from Irving Webb, Rock-Ola regional manager, are Spencer Hoops (center), vice-president, and Gerald Hoops, president. The pair has operated in the area since 1946 and will headquarter in Safford, Ariz. Copper State Amusement Company will open a new showroom in Phoenix for the distributorship. Its owner, John J. Hourihan, has been in the coin machine business 17 years, having started as an operator in Chicago. Since 1945 he has lived in Glendale, Ariz., where he founded his present firm.

**Reshuffle Seeburg's  
Midwest Distrib Chain**

**CHICAGO**—A major reshuffling in Seeburg's Midwestern distributor network took place last week. Joe Nemesh, who headed Music Systems, Seeburg outlet for Northern Ohio and Michigan, has resigned his distributorship.

His territory will be split between two firms. Shaffer Music Company, with offices in Columbus and Cincinnati, has been named distributor for Northern Ohio. Shaffer will open a new office in Cleveland to handle the territory.

A new firm, headed by Gerry Snyder and Frank Martin, former Music Systems staffers, will handle the Michigan territory with offices in Detroit.

**Indianapolis**

Shaffer meanwhile has sold its offices in Indianapolis to John Stockdale and Joe Flynn, who have taken over the Seeburg franchise and will operate as J and J Distributors. Both men are long-time Shaffer employees. Stockdale has been with Shaffer nine years and was manager of the Cincinnati office. Flynn is a 22-year Shaffer veteran and managed the firm's Indianapolis office.

Shaffer's new Cleveland office will be headed by Larry Hornbeck, another Shaffer veteran, who was in the firm's Indianapolis outlet.

Hornbeck's staff will include salesmen Leo Simone, Joe Stone and Mel Shone; serviceman Clarence Sorber, and parts man, John Rothman. All are former Music Systems employees.

**Martin & Snyder**

The new Detroit distributorship will be known as Martin and Snyder. Both men are veterans of the juke box and amusement game field, last associated with Music Systems, the distributorship they replace. Martin was branch manager in Music Systems' Toledo office while Snyder headed the firm's Lansing operation. Both branches will now be closed.

and Viola Bess, Bill Browning and Gladys Gibbs, all of Roanoke Vending, and the Roanoke Vending Bowling team: Mr. and Mrs. Herm Reavis, Mr. and Mrs. Reid Lemons, Mr. and Mrs. Leo Tingle, Mr. and Mrs. Bill Hodges, and Bill Wynn.

All attending received a souvenir kit of products beginning with the letter, "K," in honor of the new AMI model. Visitors were invited for dinner and entertainment.

Besides the two men, Art Burke will handle vending sales and Walter Byron will handle phonographs. Additional staffers will be named shortly.

In Indianapolis, the new J and J organization will remain much the same as under Shaffer. The firm will stay in the same office, covering Central and Northern Indiana.

**No Change**

The staff remains unchanged, with C. J. Phillips, assistant manager; James Strange, office manager; Cliff Smith, service manager; Mel Peacock, parts and shipping; and service personnel, Leo Hull, Gene Healpon, Randy Carter, Clemon Smith, Tom Powell, Bill Clayton.

C & C Records, one-stop disk outlet occupying the same premises, will continue to be run by Shaffer, leasing space from J and J.

**W'chester Ops  
Donate \$200  
For PR Fund**

**WHITE PLAINS, N. Y.**—The Westchester Operators Guild has pledged another \$200 donation to the cause of the public relations committee of the New York State Coin Machine Association. The pledge was made during ceremonies in American Legion Hall here, attendant on the presentation of a colorful public relations committee banner to Westchester Guild prexy, Carl Pavesi. The presentation was made by Al (Senator) Bodkin and Meyer Parkoff, in recognition of the 100 per cent membership of members of the WOG on the public relations committee.

Braving foul weather, which included seven inches of snow, Bodkin and Parkoff made the trek to this Westchester County seat without incident. Following the ceremony, Bodkin gave a fiery speech on the aims and accomplishments of the public relations committee of which he is chairman. This was followed by the additional \$200 pledge. Later, the Music Operators of New York matched the pledge with an additional donation of \$200.



## BULLETIN BOARD IS AID TO NEW ORLEANS DIST'BTOR

NEW ORLEANS—Any coin machine operator in any field who has more than two or three employees should make use of a bulletin board as "required reading" to keep things up to a top level of efficiency, according to Lou Boasberg, president of the big New Orleans Novelty Company here.

Boasberg's bulletin board, on the wall at the front of his downtown Magazine Street headquarters, represents a constantly changing panoply of information for more than a dozen employees. Provided with a glass frame which locks shut to insure that notices posted are not accidentally dislodged, the bulletin board is a must for every employee every day.

Posted on its surface are all price changes, route changes, information on new equipment being installed, personal notices regarding employees, credit information which affects income on all routes, pronouncements by the boss and specific instructions of varying types. All neatly typed out in capitals, such notices appear at the average of four or five per week, and must be adhered to by every employee.

### Light Touch

Not all of the messages involved are stiff businesslike information, however. A man with just as big a sense of humor as the next, Boasberg keeps an eye out for cartoons and jokes which fit into the everyday phonograph operating situation, amusement machines, etc., and incorporates these among the notices. From time to time candid photographs, shot on the sly of employees at an annual dinner, party, picnic, etc., are inserted as well.

Once in a while Boasberg puts up a completely incomprehensible notice, of the kind designed to bring a perplexed follow-up from the reader who doesn't understand the item. Much to the credit of his alert staff is the fact that every such notice has always brought questions from every man on the staff.

## T. Webster, Canale Routeman, Helps Police Catch Cig Yeggs

MEMPHIS—A cigarette vending routeman for Canale National Tobacco Distributors, Inc., supplied police with the tip resulting in the arrest of five young men who confessed last week to a number of break-ins of coin vending machines.

Thomas Webster, the routeman, had just serviced a cigarette vending machine at a service station and was leaving when he was approached by the five.

They asked him if he wanted to buy a large quantity of cigarettes at 20 cents a pack. Webster,

suspecting they were stolen, told them no; he had his own cigarettes.

### Calls Cops

Webster stepped next door and called police, reported the incident and was told to wait there for a squad car. In five minutes the squad car arrived. Webster kept his eye on the five and they had not gone far from the scene.

Two other squad cars had meanwhile approached from other areas and they cornered the suspects.

One of the two officers making the arrest was, coincidentally, John Coletta, a former routeman for Canale National Tobacco Distributors, Inc., owned by Drew J. Canale.

### Confess

The five were taken to headquarters, questioned and confessed a number of coin machine break-ins. They were still being interrogated at press time and the exact number of burglaries cleared up by the confessions was no: immediately known.

Meanwhile police reported that there was a total of 29 burglaries of vending machines in a seven-day period last week, an alarming number. Such break-ins have been increasing steadily in the past year.

Operators are deeply disturbed about the situation and estimate there are four times as many break-ins of coin machines now as there were a year ago. They do not know what has caused the tremendous increase.

### Special Action

The Memphis Music Association has become alarmed enough to appoint a committee to get figures on the great losses and meet with Police Commissioner Claude A. Armour, who has promised them a special police squad to work with them beginning January 1, 1960, in an effort to catch such burglars and reduce the break-ins.

Some operators and distributors feel a 1 a.m. curfew on teen-agers would go a long way in solving the problem, because that is when most of the cafes close, and those type locations have been the ones most burglarized. Police and operators know many of the break-ins are done by juveniles, but police officials have frowned on the idea of a curfew. The police chief said it is the parents' problem to keep their children home, not that of police.

## IT'S ALL PART OF SHOW BIZ TO HIM

# Bay State Operator Achieves Fame As Singer and Shakespearean Actor

AYER, Mass.—The kind of public relations program to strive for would be one which achieved the peak in response and at the same time provided its originator with satisfaction and pleasure, and if anyone in the coin machine business comes close to this, it is probably Raymond Barker, of Barker's, Inc., here.

This "jovial, round, firm citizen," as his press clips refer to him, has been heard and appreciated in the Central Massachusetts communities both as singer and actor, for he is a veteran performer in a long list of plays and musicals and as such, is known in the wide area in which he operates.

Ray is no mere amateur, for he studied at the New England Conservatory of Music in Boston. His subject was speech, with large doses of Shakespeare, and to this day, his conversation is apt to be sprinkled with a bright quote from the Bard of Avon when the occasion calls for it.

### Military Locations

He says he came into the coin machine business by accident, but even here there seems to be a connection with the field of entertainment. His present routes in music, cigarettes and background systems are, for the most part, operated in military posts, altho he does have a sizable civilian segment.

After getting out of the service he went with the Veterans' Administration in the Special Service Corps and was sent overseas with a theater company which toured the Southwest Pacific. The group played in jungle camps, ran canteens in combat areas and launched the VA's canteen system. In this capacity, Ray somewhat paved the way for Jack Paar.

The war over, he came to Fort Devens in this town and operated a store for Harvard G.I. students of the Korean War and became post exchange officer. When peace came he decided that what these posts needed was juke boxes, games, and later, cigarette service.

### Varied Interests

He developed the business until he was operating at several military and Air Force posts including Camp Drum, Fort Banks and Grenier Air Force Base. He gradually added a civilian route and opened a record shop in Ayer, and until recently ran a printing shop until his partner died, when he sold out. As a sideline there also is a real estate interest in acreage development.

Ray is glad he had a military



Raymond Barker

background, since he points out that operating on Army posts differs from doing business on the outside. With civilians, he thinks, business revolves around people, while on military posts the people revolve around the business.

He clarifies this by explaining that troops are frequently moved around, as in the case of maneuvers, and the operator can be left high and dry if he is not mobile enough to become a sort of camp follower. In Ray's first year of operation at Devens the induction center was moved to New Jersey and he almost went under. This was when he developed the civilian side of his business.

During the summer, Ray is apt to be on the move quite a bit, since maneuvers will shift troops for as long as five weeks at a time. This entails moving juke boxes, cigarette machines and a few Arcade pieces and games. The music and games grosses were once much bigger than they are now. This was

when the Devens installation was an inductee center.

The main force these days at Fort Devens is in the Army Security Agency School. This group is composed mostly of students whose outlook and intellectual level is a cut above the inductee. Their interests are different and they aren't attracted so much to the games and even the music, altho the business is still at a reasonable level.

Ray seems to thrive on being on the move, for if it isn't his routes that keep him going it's his interest in the theater which has become an important part of the community. His latest part was Nicely Nicely Johnson in "Guys and Dolls." During the time he's playing a part he runs ads under the name of the character in the play.

The group, known as The Shirley Players, has done nine productions in a movie theater and does considerable traveling about under charitable auspices. Next production is "South Pacific," after which the group will start to build its own theater.

He also finds time to fly off to conventions in various parts of the country and engage in charitable work for the Child Guidance Fund of the Shriners. As tho this weren't enough, he's also president of the local Chamber of Commerce and an active member of the Lions club.

It's no wonder that the people of Central Massachusetts have a good impression of the music and games business, for Ray, as he makes his rounds on business or benefit with his constant companion, a handsome St. Bernard dog, is known as a pillar of the community and a good man to know.

## Tex. Operator Bankrupt

SAN ANTONIO—A petition in bankruptcy, made voluntarily, has been filed in Federal District Court. Joel Michael Vick, doing business as Joel's Phonograph Service, a vending and coin machine firm, listed debts of \$8,751.89, of which \$6,666.27 are secured, and assets of \$18,780, of which \$12,785 were claimed to be exempt.

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	Lancer Horse ..... 325	Lord's Prayer ..... 195
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## Chi Coin Bows

Continued from page 50

action. The idea is to time the shot so that it hits the proper zone when the zone light is on. Scores are made only when the puck hits a lit zone.

Bull's-Eye bonus scores are awarded when a player hits dead center of a lit zone. Lesser scores appear on the electric scoreboard when the lit zone is hit off center.

The player gets 18 shots. The game is six and a half feet long.

## New Quarters

Continued from page 50

tor in Gary, Ind. Other principals are Dante Martinelli, Fritz Althaus and Alex Ferrero.

Overland covers all of Northern California bounded by, but not including, the counties of Mono, Inyo, Kern and San Luis Obispo, excluding the three counties of San Joaquin, Stanislaus and Merced.

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**COINMEN**  
*in the* **news**



• Continued from page 53

the proposal to add a 1-cent levy on cigarettes. Operators, they claimed, would have to absorb the boost or raise price to 35 cents per package from the present 30-cent tag. Operators at the hearing included C. S. Pierce, Brodhead; Herb Tonnell, Appleton; E. Z. Gregory, Madison; Ingemar Nelson, Menasha; Charles Stanley, Kenosha, and Herb Geiger, Milwaukee. "We've got a 50-50 chance that the cigarette tax boost proposal will be withdrawn," predicts Herb Geiger. *Benn Ollman*

**COLUMBUS, O.**

Tressa (No Shoes) Burgess, secretary to Sam Solomons, Central Ohio Coin Machine Exchange, Columbus, was recently married to William Kufman of Columbus. Tressa, the "youngest grandmother in Ohio," announced the arrival of another granddaughter two days prior to the wedding.

**South**

**IN ARKANSAS**

Don Mahfouz, Mahfouz Amusement Company, Stuttgart, is doing a fine job where his father left off. Don took over the route from his father, E. J. Mahfouz, not long ago, is revamping it and adding new game equipment. . . . In Little Rock the operators are doing mighty prosperous business. Cecil Hill, Hill Amusement Company, one of the largest pinball operators in the State, is sporting a 1960 Cadillac and reports prosperous times.

Hill's partner in another operation, Harold Dunaway, in Twin City Amusement Company, is spending a good bit of his spare time these days with oil interests in Oklahoma. He reports he recently brought in a well and is enthusiastic about it. He has invested quite a bit and expects a good return. . . . Andrew Cassinelli, Little Rock Amusement Company, has his Brunswick Billiard Hall remodeled with a new front and reports good business from this sideline as well as his route. He expects a big 1960.

Also in Little Rock H. G. Yancey, Arkansas Music Company, was seen setting up a new location—a new restaurant with a phonograph, pin game and shuffle. . . . Cecil Hill, Hill Amusement Company, lost a phonograph, five-ball and bingo game when fire destroyed a drive-in restaurant outside the city limits of Little Rock recently. Cost him \$1,500. . . . Robert Kirspel, president of Kirspel-Hollenberg Music Company, is an alderman at North Little Rock and recently campaigned in a referendum for bond sale for a power plant and library. His side won 2 to 1.



Robert Kirspel

J. D. Ashley, Globe Amusement Company, is spending most of his time these days with a real swank diversification and letting his employees run his routes. Ashley put up the land and multi-millionaire Winthrop Rockeller, who has an ultra-modern mansion on 6,000 acres on Petit Jean Mountain not far from Little Rock, put up the money to build two big shopping centers, the latest thing in modernism in architecture and materials. Cost was over \$1 million each. Seeburg background music was installed at both.

J. W. Singleton, manager of Kirspel-Hollenberg Music Company, has been in charge in recent weeks while the boss, President Robert Kirspel, an alderman, politicked. Singleton reports two-way radios in their trucks save time and money. . . . Over at Hot Springs, 50 miles from Little Rock, operators report the winter season hasn't hurt their business. The town is a good winter resort as well as a summer vacation spot, they point out.

Reporting good business and excellent prospects for 1960 were J. Earl Gill, Gill Amusement Company; Wilbur Green, Spa Amusement Company; R. G. Jennings, Jennings Coin Machine Company; Duane Faull, Faull Amusement Company; Van Eddinger, Van Eddinger Music Company; Phil Marks, Phil Marks Amusement Company, and W. E. Lewis, Lewis Novelty Company. . . . George Sammons, president of Sammons-Pennington Company, Memphis distributor, was seen recently traversing the State calling on operators.

Little Rock operators are talking up attending the Cotton Bowl or Sugar Bowl game January 1 (Sugar is at New Orleans and Cotton at Dallas). Among those who have tickets or would like to have them are Harold Dunaway, Twin City Amusement Company; Cecil Hill, Hill Amusement Company; Robert Kirspel, Kirspel-Hollenberg Music Company; Andrew Cassinelli, Little Rock Amusement Company; H. G. Yancey, Arkansas Music Company, and Charles Thomas, Thomas Amusement Company.

Over at Hot Springs operators report collections bigger this year than in any previous year. Big increases were reported by J. Earl Gill, Gill Amusement Company; Wilbur Green, Spa Amusement Company; R. G. Jennings, R. G. Jennings Coin Machine Company; Duane Faull, Faull Amusement Company; Van Eddinger, Van Eddinger Music Company; Phil Marks, Phil Marks Amusement Company, and W. E. Lewis, Lewis Novelty Company.

W. Jake Brown, Little Rock, and Lynn Farr, Central Music Company, have announced they will appeal a Chancery Court ruling upholding a law requiring a \$250 annual tax, \$3,000 performance bond and license to operators of all coin machines in Arkansas and prohibiting out-of-State operators. . . . Louis Jack Berger, Berger

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AMI G200	495.00
3 AMI E80 (repainted)	275.00
3 AMI E120 (repainted)	275.00
2 AMI D80	245.00
2 AMI D40-45 (repainted)	150.00
2100 Wurlitzer	475.00
Seeburg V200	400.00
Seeburg V200 (changed to 45)	450.00

**BALLY BINGOS**

Cypress Garden	\$245.00
Miss America	145.00
Show Time	125.00
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Big Show	85.00
Double Header	85.00
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Broadway	75.00
Miami Beach	60.00
Hi-Fi	50.00
Chicago Coin Bowling League, 18 Ft.	275.00

We can supply you with hard-to-get back glasses for Guns, Five-Balls and Shuffle Alleys. Write for Prices. Terms: 1/3 Deposit With Order (Money Order or Cashier's Check), Balance C.O.D. or Sight Draft on Your Bank.



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Amusement Company, West Memphis, seen recently making some changes to improve his route. . . . **C. O. Temple**, Hope Novelty Company, Hope, doesn't let cold weather hamper his favorite sport, horseback riding.

**Bill Purifoy**, Purifoy Amusement Company, Camden, is being kept busy these days with his music route. . . . **Mason Day**, Day Amusement Company, Blytheville, who is closer to Memphis than he is to Little Rock, was seen in Memphis recently looking over new equipment. . . . **Billy Bledsoe**, Lake Village Music Company, Lake Village, has opened a duck hunting club on 160 acres of land he has flooded with four feet of water. He charges hunters a fee and has a lot of ducks flocking to his resort.

**TENNESSEE TOPICS**

**Sanders** Distributing Company, Nashville, had a successful showing recently of the new line of Rock-Ola juke boxes and reports a sales campaign under way. . . . **Elgie Foster**, Foster Amusement Company, Boliver, seen in Memphis recently looking over new equipment for his route. . . . **Charles Keene**, Keene Amusement Company, Union City, reports an increase in business on his route in recent months. . . . **Robert Smith**, Smith Amusement Company, Dyersburg, updated his route with new pieces recently and upped business.

**S. E. Scott**, Scotty Amusement Company, Jackson, a recent Memphis visitor for a big football game. . . . **A. N. McBride**, Paris Amusement Company, reports the most successful season in some time. He believes economic conditions are improving and sees 1960 and 1961 as good business years. . . . **W. E. Foote**, Foote Amusement Company, Selmer, also reports an increase in collections and believes good conditions will continue.

In Memphis, **Jake Kahn**, partner with his son **Charles**, in Tri-State Amusement Company, has been bagging quite a few ducks since the hunting season opened recently. Charles reports he has high hopes for their Kay Record Company. Their first release, "Jodie's Beat" and "My My," by **Jodie Chastain**, made mopey, he reports. Charles reports their second record, tho in his opinion better, didn't do as well commercially. A third will be out soon.

**Parker Henderson**, general manager of Southern Amusement Company, said they've had a number of break-ins of their juke boxes and games in recent weeks. When interviewed, Parker was readying his showrooms for the showing of the new line of 1960 AMI juke boxes. His company also operates a large route.

**Clarence Camp**, president of Southern, and **Alan Dixon**, general manager of S & M Sales Company, were among the 1,000 or more fishermen at Horseshoe Lake, Ark., recently when the State killed off a surplus of fish.

**Joe Cuoghi**, partner in Poplar Tunes Music Service, says the Hi Label, in which he has an interest, has a hit on the way up. It's an instrumental, "Smokie," by **Bill Black**, former bass player for **Elvis Presley** and his group. . . . Joe's partner, **Johnny Novarese**, who handles the juke box route, reports he's had a rash of burglaries lately, too.

**James Ford Canale**, brother of **Drew Canale**, was recently appointed general manager of the newly re-organized Memphis baseball club. Drew has juke box, game and cigarette routes and is leader of the industry here.

**Edward H. Newell**, owner of Ormatt Amusement Company and manager of the Memphis office of Standard Automatic Distributing Company, Little Rock, Wurlitzer distributor, attended the recent Wurlitzer international sales meeting (November 15-20) in San Francisco. He met distributors from all over the U. S. and London, Mexico City, Belgium, Puerto Rico, France, Germany.

**FLORIDA**

**Bill Ownes**, Vero Beach Amusement Company, is one operator who feels equipment should be on location and not in the shop. Passed Bill's office and there was not one machine on the floor.

**Earl Brockington**, Earl's Amusement Company, Cocoa, proudly displaying his new boat. Earl spends most of his spare time putting the boat thru its paces on the Indian River.

A tip of the hat to **Carol Irwin**, Bush Distributing Company, Jacksonville. With **Joe Barton**, office manager, off to California, and **Jim Hunter** checking into the Miami office for a few days, while **Ozzie Truppman**, Bush Distributing general manager also off to the Coast, Carol assumed complete charge and ran things like a veteran.

**Ollie Ponce**, Ponce Phonograph Company, Jacksonville, is one of the oldest and largest phono operators in Florida. Ollie still puts in a hard day's work. . . . **Frank Brady**, Lake Amusement Company, Pahokee, visited Miami with his serviceman to pick up two new trucks for his routes. Frank recently installed two-way radio in his trucks, and tells of having recieved a service call just as he was passing the out of order location. Frank wheeled in just as the astonished owner was hanging up the receiver. With his routes spread 90 miles apart, Frank says the radio installation was the best investment he ever made.

**Charley Cooke**, Speedy Vending Company, is going to make certain that bathroom and bedroom door locks in his home can be opened from the outside in case of emergency. Charley's older lad locked himself in the bathroom accidentally. That's when it was discovered that the lock could be opened from the inside only. So Charley just broke the door down. The window was too small.

The many friends of **Roz Weinrich**, receptionist at Bush Distributing Company, Miami, threw a wingding of a bridal shower for slim, trim Roz.

**Mel Schwartz**, Mellow Music Company, announced the birth of a son, his second child. . . . **Ruth Belisario**, everyone's favorite

at Budisco One-Stop, Miami, became a grandmother for the second time.

**Gene Lane**, sales manager of Taran Distributing Company, Rock-Ola outlet, off to Tampa to host the showing of the new machine. Gene aided **Sam Taran** the previous week in kicking off the initial Miami showing of the Rock-Ola. Just about every local operator came to see, drink, and partake of the good food.

**Ed Mercer**, Orange Blossom Amusement Company, Homestead, reports that the area has recovered surprisingly well from heavy rainstorms of the past few weeks. Further south, **Oscar Garcia**, Garcia Music Company, Key West, says collections are better than they have been in many months. Oscar says he is feeling well.

**Get MORE in '60—at FIRST!**  
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**FOUR GAME BOWLER**

4 GAMES IN 1 | 1. REGULATION | 2. FLASH-O-MATIC | 3. LITE-O-MATIC | 4. RED PIN SCORING

**NEW GAMES**

Auto Bell's GALLOPING DOMINOES  
Bally COUNTY FAIR  
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Keeney TOUCHDOWN  
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Gen. GYPSY GRANDMA . . . \$195  
C. C. GOALEE . . . 95  
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C. C. SUPER H.R. BASEBALL . . . 130  
Genco FOOTBALL . . . 110  
Wms. CRANE . . . 115  
C. C. STEAM SHOVEL . . . 115  
Bally ALL STAR BOWLERS . . . 165  
Genco MOTORAMA . . . 215  
C. C. TWIN HOCKEY . . . 215  
Williams TEN PIN . . . 160  
Wms. SIDEWALK ENGINEER . . . 105  
Wms. KING OF SWAT . . . 135

**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

**UPRIGHTS**

Games' BIG HORN . . . \$245  
Games' GUN SMOKE . . . 245  
Games' SUPER HUNTER . . . 275  
Games' DOUBLE SHOT . . . 295  
Auto Bell CIRCUS DAY . . . 175  
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HF100R	510
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G200, with conversion unit . . . \$345

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2200	\$595
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1650AF	169
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GUARANTEED A-1 CONDITION

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ROCK-OLA 1475, 200 Sel.	745
SEEBURG HF 161	775
A.M.I. H-200	625
WURLITZER 2250	645
ROCK-OLA 1465, 200 Sel.	625
ROCK-OLA 1458, 120 Sel.	595
SEEBURG V-200	375
SEEBURG VL-200	425
A.M.I. G-200	425
ROCK-OLA 1455-S	475
ROCK-OLA 1455-D	495
WURLITZER 2000	425
WURLITZER 1550, 104 Sl.	145
SEEBURG HF-100L	595
SEEBURG HF-100R	495
SEEBURG HF-100G	425
SEEBURG M-100C	295
SEEBURG M-100B	245
SEEBURG M-100A (45 rpm)	125
A.M.I. G-120	425
A.M.I. F-120	395
A.M.I. E-120	245
A.M.I. D-40 (45 rpm)	125
ROCK-OLA 1454, 120 Sel.	495
ROCK-OLA 1448, 120 Sel.	425
ROCK-OLA 1446, 120 Sel.	345
ROCK-OLA 1438, 120 Sel.	295

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SAY YOU SAW IT IN THE BILLBOARD

**German Coin Biz Domination?**

Continued from page 52

earlier this year just before he left the position of Assistant Secretary of the Army.

"American Industry must cut production costs and prices or lose business to competitors in West Germany and Japan," Higgins warned after surveying industrial plant capacity in the two countries.

In Nagoya, Japan, where Higgins visited, he reported, "an automotive plant more modern than anything in Michigan." Higgins, a former Willys - Overland executive, said the Nagoya plant paid its labor 50 cents an hour and gets one-third greater productivity than do plants in Detroit.

As a result, the U. S. Army is buying trucks in Japan for distribution to other Far East countries under the military aid program "for one-half" the cost of such vehicles produced in Detroit.

"Here is a challenge in the area where we have always been the champs," Higgins asserted. "American manufacturers have reached the end of the road by simply consistently raising the prices of products. We must find ways to cut costs or face damaging competition from free countries abroad."

Already, similar warnings with respect to Japan are being sounded in West Germany and, specifically, in connection with coin-operated equipment production.

The Germans are taking seriously the threat of perhaps disastrous future Japanese competition. Their reasoning is logical enough; already Japanese optics have invaded the German market to disastrous extent. Even with high tariffs, Japanese field glasses account for 40 per cent of the total sale in this famed optic-producing country.

Japanese textiles, cameras and electronics are creating serious difficulties for competing German products on the world market. It has become axiomatic in this country that the Japanese, with their low wages and highly-developed technical skills, can out-produce and undersell competition in virtually any product anywhere in the world.

The competitive situation confronting American industry generally was summarized by Ralph E. Cross, executive vice-president of the Cross Company, which makes automation machinery. His company is building a plant in Europe, and he told the U. S. Senate Banking Committee why:

"Because of high prices, we are already excluded from the world market, and we are now in danger of losing our American market.

"We now have the choice of drastically reducing our business here and running the risk of going out of business, or of erecting a plant in Europe, and redeveloping our world-wide business from over there.

"In many cases, it is cheaper to make parts of our machines in Europe and ship them across the ocean than it is to make them here at home."

Thus, altho the precise competitive picture for 1960 remains unclear, German coin producers are confident their markets can only grow in the year ahead.

The domestic market is far from saturation. West Germany now has around 30,000 juke boxes, but the market for juke is estimated at double this figure. Coin games, only in their infancy in Germany, are catching on fast and represent a field of great future opportunity. Finally, German industry has only begun the installation of in-plant vender automatic feeding ap-

grams. The German industrial market for venders is tremendous.

Similar opportunities exist in almost every country in Europe. France and Britain, for example, have fewer than 20,000 juke each. But the potential juke market in these countries should match that in West Germany. The situation with respect to games and venders is similar.

And the Germans are eyeing vast export markets in the Middle East and Latin America, particularly for juke and venders. If the juke can catch on in Communist countries (as they have), they can be sold anywhere. So say the Germans.

This is even more the case with venders. Russia, to illustrate, has announced a vast vender placement program aimed at installing, over a period of years, a total of two million venders in the Soviet Union.

And the Sheik of Bahrein has just purchased \$5,000 worth of venders from a West German concern. This sale has aroused visions on the part of some of Germany's more aggressive coin machine salesmen of putting juke in Middle East harems.

**PHILLY STORY**

**Holiday Tune  
Programming  
Pays Says Op**

PHILADELPHIA—Nat Solow, of Eastern Music Systems here, feels programming Christmas music on juke boxes "definitely pays off."

"Apparently every operator in the country thinks so, too," he reasoned, "or they wouldn't do it."

Solow explained that seasonal music is put on the machines around Thanksgiving and is taken off right after Christmas.

He said operators save their records from one year to the next, but still have to replace some of them and buy the new releases.

"Operators buy hot and heavy around Christmas time," Solow said. "Every year there are new novelty tunes. And some of them stick."

As examples, he cited the "Chipmunk Song" and "Rudolph, the Red-Nosed Reindeer."

**MUSIC**

AMI J-200 E STEREO	WRITE
AMI J-200 E MON.	WRITE
AMI J-200 M MON.	WRITE
AMI J-120 STEREO	WRITE
AMI J-120 MON.	WRITE
AMI I-200 E	\$745.00
AMI I-120 E	725.00
AMI H-200 E	625.00
AMI H-120 E	625.00
AMI 6-200	425.00
AMI 6-120	445.00
AMI 6-80	425.00
AMI E-120	275.00
AMI E-80	295.00
AMI D-80	195.00

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**Federal Agents  
Seize 33 Pinballs**

BOWLING GREEN, Ky. — Thirty-three pinballs were yanked from nine cafes and billiard parlors here by agents of the Internal Revenue Service.

The machines did not bear the federal \$250 gambling stamps, and payoffs were made to agents, according to the warrants.

The raid was made under search warrants issued by U. S. District Judge Roy M. Shelbourne. William Hummel, head of the IRS Intelligence Division in Kentucky, said the investigation is continuing and arrests probably would follow.

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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  
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SPACE SHIPS \$100.00 to \$225.00  
Atomic Jet Space Ranger  
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Bally Space Ship

PONIES \$100.00 to \$350.00  
Capitol Brite Eyes Crusader Ponies  
Big Bronco Champion  
Pinto Ponies

VARIETY EQUIPMENT \$100.00 to \$195.00  
Miss America Boat Exh. Pistol Gallery  
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Sea Skate Harvard Metal  
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**SPECIAL  
READ THIS!**

**SHUFFLE ALLEYS**

13 United Regular Shuffle Alleys	\$ 50
3 United Clover Shuffle Alleys	65
2 United Olympic Shuffle Alleys	65
7 United 10th Frame Shuffle Alleys	75
1 United Cascade Shuffle Alley	75
1 United Classic Shuffle Alley	90
2 United Venus (moving lights)	90
1 United Royal Shuffle Alley	100
1 United Super Bonus Shuffle Alley	160
1 United League Shuffle Alley	165
2 United Capitol Shuffle Alleys	215
1 United Regulation Shuffle Alley	270
3 Bally A B C Shuffle Alleys	375
1 Chicago Coin Criss Cross S. A.	65
2 Chicago Coin Starlight S. A.	75
1 Chicago Coin Crown (moving lights)	80
1 Chicago Coin Rocket Shuffle	125
2 Chicago Coin Holiday Shuffle Alleys	125
3 Chicago Coin Triple Strike (moving lights) Shuffle Alleys	150
2 Chicago Coin Binker (moving lights)	180
3 Chicago Coin Hollywood (moving lights)	180
2 Chicago Coin Thunderbolt (moving lights)	200
2 Genco Shuffle Pool Shuffle Alleys	75
4 Keeney Fascination Shuffle Alleys	170

**BOWLERS**

2 United Bowlers, 14 ft., 3-inch Balls	\$175
5 United Playtime, 13 ft., 4-inch Balls	195
1 United Royal Bowler, 13 ft., 4 1/2" Balls	400
1 United Royal Bowler, 16 ft., 4 1/2" Balls	450
1 United Duplex Bowler, 13', 4 1/2" Balls	575
2 Bally A B C Bowlers, 14', 3" Balls	325
1 Bally Trophy Bowler, 11', 4" Balls	500
2 Bally Lucky Bowlers, 14', 4" Balls	525
2 Bally Trophy Bowlers, 14', 4 1/2" Balls	600
4 Chicago Coin Bowling League, 14 ft., 3 1/2" Balls	175
2 Chicago Coin TV Bowlers, 13 ft., 4 1/2" Balls	225
2 Chicago Coin Classic Bowlers, 16 ft., 4 1/2" Balls	450
5 Exhibit Tru-Bowlers (conversion), 16', 4" Balls	150

**SPECIAL MUSIC**

1468 120-Selection Rock-Ola Phonos (brand new), 1959 Models \$750  
1468-ST 120-Selection Stereo Rock-Olas (brand new), 1959 Models 850

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# Pin Op to Take Gaming Case to Conn. High Ct.

By ALLEN M. WIDEM

HARTFORD, Conn.—The operator of a Wallingford, Conn., restaurant intends to fight a pinball charge conviction up to the State Supreme Court of Errors.

Salvatore Galluzzo, 32, a resident of Meriden, Conn., met his second setback when his appeal to the New Haven (Conn.) Court of Common Pleas resulted in a guilty finding last week. He was fined \$100.

Judge Robert A. Wall issued a memorandum of decision holding that the machine found in Galluzzo's Chicken-in-the-Basket Drive-In Restaurant, Route 5, was "a slot

machine that was used for the purpose of a lottery or gaming."

Galluzzo was tried before Judge Wall last October 8 on a charge of "keeping a slot machine for gambling purposes."

The case was heard on an appeal

from an original conviction in the Wallingford Town Court last June 13.

Noting that the device was a bingo type machine, Judge Wall remarked that "a change in the name of, or a modification in the method of playing a game will not take it out of the operation of a statute prohibiting it. The free games are just a subterfuge used to conceal the payment made by the proprietor. There is no difference in payment given either mechanic-

ally, by the machine, or personally, by the proprietor."

### Payments Made

Judge Wall pointed out that the defendant had admitted to police that payments were made on free games.

Galluzzo was arrested in a State Police raid last April. Another Wallingford restaurant operator arrested the same day forfeited a \$100 appeal bond in New Haven Common Pleas Court in September. Prosecutor George R. Tiernan

will present a third man arrested in raids, Ernest Marcantonio, 29, of Middletown, Conn., at the January term of court. Marcantonio is the owner of the machines. He was tried and found guilty in Town Court, Wallingford, last November 16 on two counts of possession of "slot machines." A fine of \$100 on each count was ordered.

Tiernan has prepared information charging Marcantonio with two counts of receiving money from the use of "slot machines."

# Show New AMI 'K' To Michigan Ops

GRAND RAPIDS, Mich. — A record turnout of Michigan operators attended the unveiling of AMI's new "K" series phonograph by Miller-Newmark Distributing Company here.

The event was staged December 13 at the Manger Rowe Hotel, with Bill Miller hosting the festivities. Assisting him were AMI officials Tom Sams, Phil Glover and Gerald Vadeboncoeur. Other Miller-Newmark personnel included Orville Bolier, Jack Gallagher, Gerald T. Van Gessel, Lora Hielman, Joyce Ignasiak, Frank Deis, John Bisnett, Don Ezell, Armengol Perez, Carl Castle and Ross Runyon.

Guests included Fred Gerling Sr., Leonard Van Dette, Leo Smith, Mr. and Mrs. Peters, Mr. and Mrs. Herb May, Mr. and Mrs. Acel Nash, Bob Andree, Walter Henry, Edward Douglas, Mr. and Mrs. L. Bodell, Della Duga, Phyllis Douglas and Gus Guzdial.

### Guests

Fred D. Kuhn, Ed Swadner, Victor Morse, A. E. Budrus, Henry C. Reeves, Mr. and Mrs. Byron Adams, E. Stockham, David Williamson, Ed Schultz, Lewis Shank, Fred Klepzer, Mr. and Mrs. Peter Lamberts, Bill Van Gessel, Nancy Miller and Edward W. Roodvoets.

Mr. and Mrs. Harlan Mapes, Jack Payne, Mr. and Mrs. Larry Paulson, Mr. and Mrs. Ray Camda, Wayne Pressley, James Silman, Lester Sutton, Loren Silman, Fred Hunt, Kent Hastings, M. H. Gerling, Tom Stafford and Mr. and Mrs. Edward Dibble.

J. H. Weiden Jr., Mr. and Mrs. Robert Hunt, Gerald Sage, Terry Vlahos, George Christopolos, Edward Jaworski, Ed Roodvoets Jr., Lyle Sipple, James Heiss, B. C. Grable, John Black, Lewis Black, Joe Lipinski, Ralph Goosen and Joe Williams.

### More Guests

Ed Cramer, William La Mar, Fred Clousin, Marian Peplinski, G. M. Wilhaurs, F. Doyle, S. Davis, Warner Williams, Ed Stone, P. Palmer, P. Verano, J. Verano, L. Jones, Al Messenger, S. Sylvistvo, D. Hass, B. Kelly, M. Cash and J. Rankin.

W. Shipman, Lee Templar, O. Cooper, J. Bennet, Al Morse, C. Hilton, J. Van Dye, B. Barnholty, D. Heally, J. Volmer, J. Jenson and J. Morris.

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Established territory. Greatest expansion program in the history of our business.

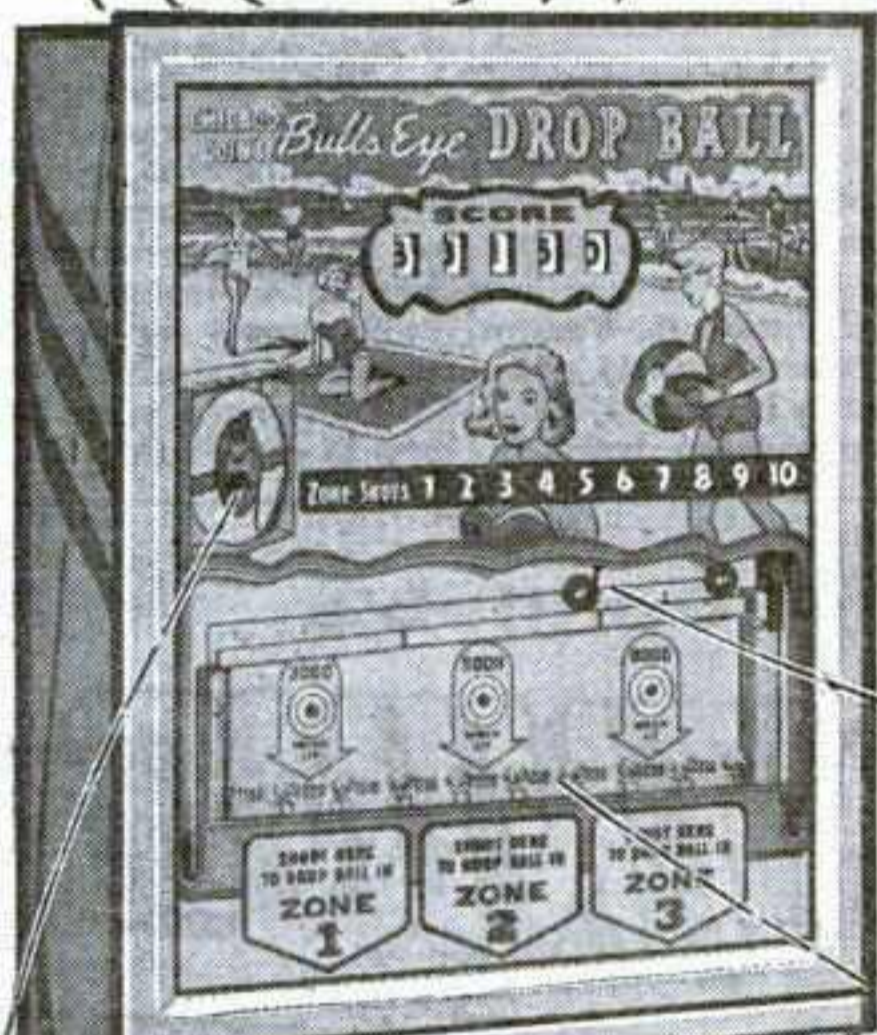
Man residing in Eastern Missouri or Southern Illinois preferred.

All replies held strictly confidential. Give complete information, past experience, etc.

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# chicago coin's Bulls-Eye DROP BALL



ENTIRELY DIFFERENT  
NEWEST SURPRISE GAME  
OF THE YEAR!!

NEW-EXCITING  
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Action!!

6 1/2 Feet  
of PROFIT  
Dynamite  
For Every  
Type Location!

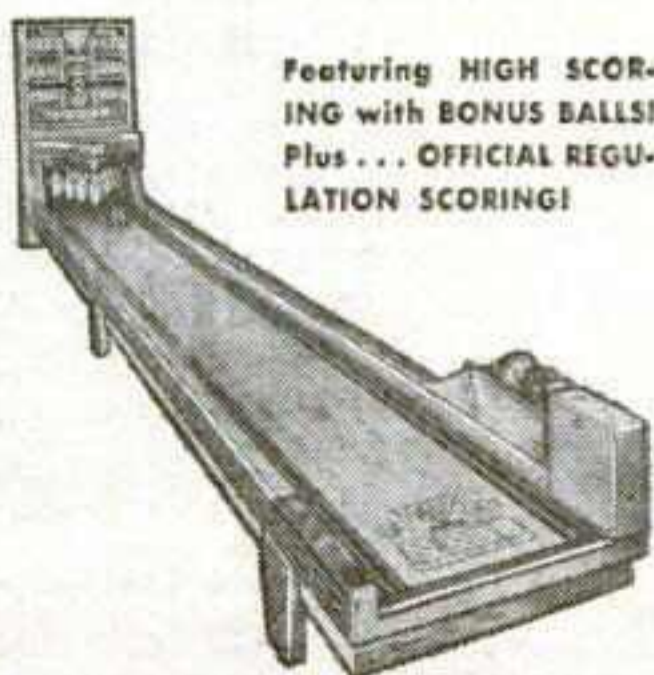
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...Changing Score  
Action!!

New Additional  
High Score  
Feature!!

NEW-EXCITING  
...Player Skill and  
Timing Action!!

see these chicago coin "profit winning" games!

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Featuring HIGH SCORING with BONUS BALLS! Plus ... OFFICIAL REGULATION SCORING!

## 4-GAME BOWLER



1. REGULATION SCORING
2. FLASH-O-MATIC SCORING!
3. LITE-O-MATIC SCORING!
4. RED PIN SCORING!

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Chicago Dynamic Industries, Inc.

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NEW

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POOL  
TABLES

**—most dependable for 1960!  
23 ways best for performance,  
appeal, profits!**

Valley

SALES COMPANY

Sales Affiliate, Valley Mfg. Co.

333 MORTON STREET, BAY CITY, MICHIGAN • TWINBROOK 5-8587

GIVE TO DAMON RUNYON CANCER FUND

## Boasberg Cites New Game Need; Hits \$250 License

NEW ORLEANS — Lou Boasberg, local Bally and Gottlieb distributor, predicted that unless the manufacturers are able to come up with some top new games, 1960 will not be a very good year for operators.

Boasberg told The Billboard that "because of the strict enforcement of the incriminating and unconstitutional \$250 federal tax, the operators immediately become victims of the inflationary trend in the coin machine business.

"Just as the operators are the victims of inflation, the manufacturers of amusement pin games, bowling games, phonographs and similar equipment also become the victims of the same inflation.

### Constant Level

"The cost of manufacturing this type of equipment is continually going up, while the play on said equipment remains at a constant level. Therefore the manufacturers'

NEW ORLEANS — Funeral services were held here for Thomas A. Vaughn, New Orleans coin machine operator and head of New Orleans Cigarette Service Corporation. He was 56.

A native of Pittsburgh, Vaughn had lived in New Orleans 13 years. He is survived by his widow, Elizabeth; two sons and two daughters.

cost of producing and the operators' cost of purchasing is getting far out of proportion to the earning power."

Boasberg chided the industry for intra-mural quarrels and said that "if the coin machine manufacturers, the operators, the distributors and location owners would only organize and stick together, the combined power of the group would certainly prevent the industry from being constantly oppressed, kicked around and persecuted by politicians, crime commissioners and the press.

"It does not make sense that 100 per cent gambling enterprises such as the race tracks thruout the country should enjoy the cloak of legality and respectability, and yet if a small businessman awards a bottle of beer for a high score on the coin-operated machines in his tavern, the reformers and do-gooders want to put him in jail for life."

Boasberg feels that the awarding of merchandise prizes would be a shot in the arm for the industry.

In this connection, The Billboard recently published a story to the effect that the Congress is considering a special merchandise prize classification for games. This classification would put games in a \$25 fee bracket rather than require the \$250 stamp and would not classify them as gambling devices.

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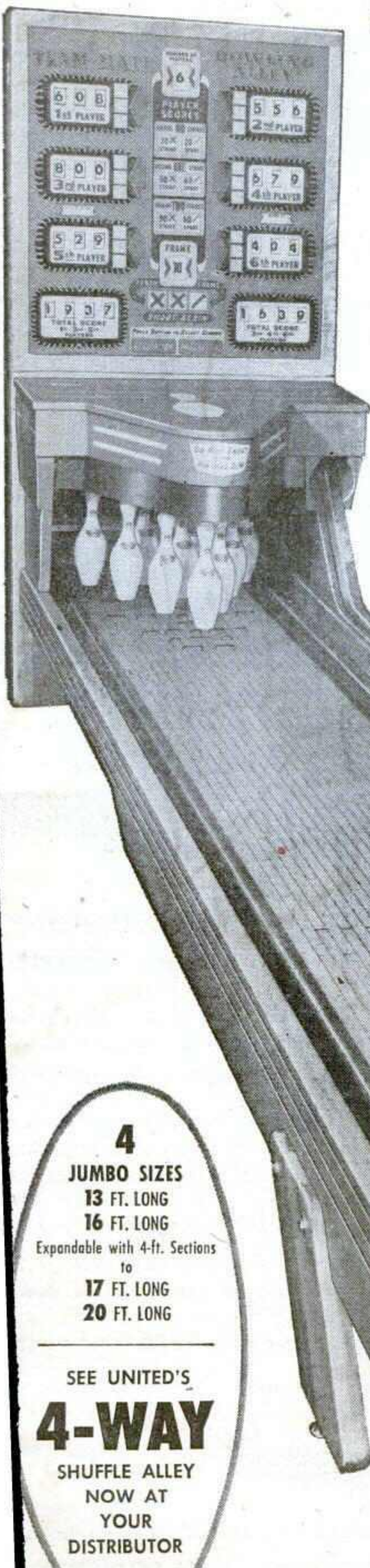
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