

# The Billboard

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NOVEMBER 14, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Billboard to Change Publication Format

Separate Weeklies to Cover Outdoor Show Business, Music-Coin Machine

NEW YORK—Plans have been finalized to bring about important changes in three of The Billboard Publishing Company's magazine operations — The Billboard, Funspot and Vend.

Beginning with the issue dated January 9, 1961, The Billboard's Show News section, which serves outdoor show business readers, moves out of The Billboard and merges with Funspot as a weekly operation. The combined magazines will have a completely revised magazine format. Funspot was launched three years ago as a monthly, and met with the same kind of acceptance among permanent amusement spots that The Billboard has enjoyed for 66 years among transient outdoor show people.

The name of the new combined weekly will be Amusement Business Week. Editorial and advertising sales headquarters will be in Chicago under Maynard Reuter, who has been publisher of Funspot as well as vice-president of The Billboard Corporation. James McHugh will be editor of the new weekly magazine and Robert Husted will be advertising manager.

### Music Business Week

Also on January 9 the Music and Coin Machine sections of the present Billboard will be combined under the new name, Billboard Music Business Week. Editorial and advertising will be headquartered in New York under Roger S. Littleford, present general manager of the music division and vice-president of the corporation. The merged departments will have basically the same format as the present Billboard. Sam Chase continues as Editorial Director, Paul Ackerman as Music Editor and Aaron Sternfield as Coin Machine Editor. Andrew Csida will be Advertising Co-Ordinator, Dan Collins remains Music Advertising Manager, and Dick Wilson will be Coin Machine Advertising Manager. John Sippel moves from the Chicago to the New York sales department and Bob Riedinger transfers from the music sales staff to handle New York sales for Amusement Business Week.

The publishing changes have been made to keep pace with industry and reader needs. Amusement Business Week's objective will be to give all those in the amusement industry a weekly business magazine devoted solely to their needs. Similarly, the music and coin machine industries also will have a business weekly edited exclusively for the interest of those readers.

Both magazines will be sold on

newsstands as well as by subscription. Printing and distribution will be out of the Midwest, the same as the current Billboard, and national distribution will be effected over weekends so both editions will be generally available on Mondays. Also, distribution of the Overseas Edition of the Music-Coin Machine departments thruout Western Europe will continue to be simultaneous with the domestic edition.

### Other Changes

Beginning with the March issue, the company's specialized magazine, Vend, will be changed from a monthly to semi-monthly with 24 issues a year. The changes have been made to fulfill the need for more and faster news service to the booming automatic vending industry. G. R. Schreiber, Chicago, will continue as Editor and Publisher. Hilmer Stark, General Manager of The Billboard coin machine division, moves over to Vend as Business Manager. The printing and distribution will continue out of Cincinnati.

Beginning with the January 1961 issue, the company's consumer magazine, High Fidelity, moves into a Midwest printing operation, with typesetting being done by the company's own printing plant in Cincinnati and presswork being done by McCall's in nearby Dayton, O. Since its acquisition in late 1957, High Fidelity has been produced by outside printers in New England. Publication offices will continue in Great Barrington, Mass., under General Manager Warren Syer and Editor Roland Gelatt.

## FILM 'THEME' SINGLES BUILD ON POP CHARTS

By JUNE BUNDY

NEW YORK — The increased importance of movie themes in the pop singles field is pointed up this week by a United Artists Records report that the Ferrante and Teicher waxing of the "Exodus" film theme is the fastest breaking single in the history of the company. According to UA Veepee-General Manager Art Talmadge, the disk has already passed the 100,000 figure.

"Exodus," (on the "Hot 100" for the first time this week in the No. 71 slot) is UA's fourth film theme chart-maker, and a fifth movie theme, Al Caiola's "Magnificent Seven," is also starting to show some action. The picture theme best sellers include Don Costa's "Theme From the Unforgiven" and "Never on Sunday" (No. 79 this week) and Ferrante and Teicher's "Theme From The Apartment" (No. 25 this week).

UA's next movie theme waxing will be "The Facts of Life" by Steve Lawrence and Eydie Gorme. The duo sings the theme behind the titles of the film which stars Lucille Ball and Bob Hope. Talmadge notes that picture theme hit singles not only spark more sales for sound-track albums, but also boost non-sound-track LP's recorded by the artists who cut the hit singles. He cited soaring sales on F. and T.'s "Great Themes" package as an example.

Other movie themes on the "Hot 100" this week include the late Johnny Hor-

(Continued on page 14)

## Capitol, Dot Push Singles Stimulus At Dealer Level

Cap Offers 100% Exchange on New Issue; Dot Ships Direct to Outlets

By LEE ZHITO

HOLLYWOOD — Capitol is supporting all its new singles releases with a 100 per cent exchange policy, starting with its October 31 release. This is the latest in a series of steps taken by the label recently aimed at grabbing a larger share of the singles market. The full exchange plan is so framed as to allow Capitol to keep a rein on the quantity per release dealers order.

The 100 per cent exchange privilege covers 10 copies each of every new single issued by Capitol. Once a given single shows better than average strength in a market area, Capitol will notify dealers in that area that it will broaden its exchange guarantee to 25 copies or more depending upon the disk's sales appeal. Thus, the plan is sufficiently flexible to increase the exchange privilege on a market-by-market basis wherever conditions warrant as well as the extent of the increases. Should the label come up with a nationwide hit, hiked exchange privilege will be extended on a national basis. Full exchange, however, will cover at least 10 disks on all singles, regardless of market reception.

Dealers with more than one outlet will be allowed the exchange privilege for each of their stores. Similarly, distributors will be

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HOLLYWOOD — In a dramatic, all-out drive to stimulate singles sales, Dot Records' prexy Randy Wood last week ordered factory-direct shipment of two Dot releases to 13,000 dealers on a full, 100 per cent guarantee return basis. Each of the dealers received three copies each of Debbie Reynolds' "It Looks Like Rain in Cherry Blossom Lane" b-w "Satisfied," and Dot's previously issued "The Rat Race" single by Sam Butera and the Witnesses from the Paramount film of the same name.

Since the shipments are not going thru Dot's distributors, the label is sending carbons of the dealer invoices to the distributors so that they will have a record for collection. Dealers are being told to re-order from the regular Dot distributors, and to pay these distributors for the copies of the disks they received factory-direct.

Wood's unique device is based on the premise that if merchandise is in the store, it will sell. Also, he apparently feels that the distributors will have a considerably easier time to sell re-orders than to break the ice with new orders on singles releases. Wood, who pioneered the 100 per cent return concept in the singles field in Dot's early days, is banking on his novel plan of blanketing the nation's dealers with disks to give the singles field its sought-after shot in the arm.

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## NEWS OF THE WEEK

### Diskeries Push Singles At the Dealer Level . . .

Record manufacturers are pushing singles harder than ever at the dealer level. This week both Dot and Capitol Records came up with plans for single promotion among dealers. . . . Pages 1, 2, 3

### Singles Up, LP's, Too, In September in Stores . . .

Sales of single records and sales of LP records snapped back for strong sales via record dealers for the period September 12 thru October 8, as against the previous slow four-week period from August 15 thru September 10. . . . Page 3

### Major Changes Due in Columbia-Philips Pact . . .

Columbia Records and Philips are expected to agree to major modifications in the current

world-wide pact. Columbia wants its own CBS label thru the world; Philips is anxious to buy a diskery here, and has made overtures to Paramount Pictures for Dot Records. . . . Page 3

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## Other Cap Promo Steps

HOLLYWOOD — The latest move of Capitol in guaranteeing its single records is but one of several steps the company has recently undertaken to spur single sales. Other steps include the cutting down of the label's single artists roster; the appointment of a national promotion man to concentrate on singles, and an all-out promotional push given to one outstanding single each week to attempt to come up with a hit. This last step, by the way, has already been successful with the latest Frank Sinatra waxing of "Ol' Mac Donald." This platter, selected for the firm's first singles drive, has already broken thru as a hit.



# Distributors Skittish on Labels; Drop Some; Cool to Additions

By JUNE BUNDY  
NEW YORK—Established indie record distributors across the country are becoming more and more selective about the type and number of labels they'll handle these days. Distributors who formerly were eager to acquire new lines, are dropping old labels and are reluctant to take on new ones for fear of enlarging their already sizable inventory problems.

Distributors attribute their new attitude to over-production—both of singles and LP's; the increased difficulty of getting radio exposure for new releases in a crowded disk market; and the fact that even top-selling records today aren't selling what they would have a year ago.

For example, Johnny Halonka of Alpha Distributing Corporation here, said he has dropped several labels recently because he can only handle so much product, since records take longer to happen today, and he has to spend more time and money promoting them. Consequently, the exec said he has told some manufacturers to move to other distributors so they can get full concentration on their records. "If it's a good record," Halonka said he would still take on a new single, but he would "think twice" before "going out on a new label."

A similar attitude is reflected by Al Levine, prexy of Ideal Record Productions, Inc., here. He also said his firm is becoming "more selective." "We prefer to deal

with reliable manufacturers," he averred: "People we know will still be in business tomorrow."

Deals don't necessarily influence a distributor to continue handling a line. As one distributor put it—"a deal is no good on stuff that won't sell." However, outside deals are a prime factor in making distributors drop lines today in cases where a label is also selling directly to chains or racks. "You never know what the price (of their product) is," laments one distributor.

Many smaller distributors are becoming just as selective as the larger distributors—Joe Martin, prexy of Apex-Martin Record Sales, Inc., Newark, N. J., for instance, who blames the situation on over-production, particularly of LP's.

"There are many LP's out that should never have been made," opined Martin. "There's no such thing as a good line anymore. A label will put out 28 LP's—two by strong selling artists, the rest bombs."

Martin estimates that a distributor's inventory must turn over a minimum of seven times a year. "If you carry \$10,000," he said, "you must do \$70,000 gross business."

Meanwhile, at least one indie record manufacturer, Bob Schwartz of Laurie Records, is trying to do something about the distributors' problem. (See story elsewhere in this issue for report on Laurie's revamped artist roster and release program.)

# Music, Broadcast Probers Re-Elected

## Returned Solons Likely to Follow Up Pressures in 87th Congress

By MILDRED HALL

WASHINGTON — Legislators highly active in music and broadcast probes in the 86th Congress will be back in business in the 87th as a result of recent elections, and chances are they will hold their same committee positions.

Re-elected to the Democratic majority of the House is Rep. Oren Harris, (D., Ark.), chairman of the Interstate and Foreign Commerce Committee, also of its subcommittee on communications, and chairman of the music-probing Legislative Oversight Subcommittee, which is expected to close shop in the 87th, barring unexpected developments.

Probe of networks and their owned programming interests, including record companies, seems doubly assured as Rep. John Bennett (Mich.), ranking Republican member of the Harris committee

returns, together with Rep. John Moss (D., Calif.), who was one of the sharpest interrogators during the committee's payola probe.

Bennett wants to put networks under FCC regulation, and Moss wants to look into the matter of divestiture of network record companies like Am-Par, Victor and Columbia. During last spring's payola hearings, Moss grimly promised to find out why a deejay like Dick Clark had to divest his recording interests, while his employing network continued to own and exploit such interests.

Re-elected Rep. James Roosevelt (D., Calif.) will be back to see how performance royalty distribution to small businessmen in the American Society of Composers, Authors and Publishers works out under the amended consent decree. Recent bitter outcries of the membership

(Continued on page 16)

# Belafonte LP Gets All-Out Victor Push

NEW YORK — RCA Victor is launching an all-out push on the firm's new album, "Belafonte Returns to Carnegie Hall." The album was waxed live at a concert last May at the famed hall. In addition to Belafonte, it features Odette, Miriam Makeba, the Chad Mitchell Trio, and the Belafonte Singers. Belafonte will help push the album via his forthcoming TV spectacular November 20.

Meanwhile, at Victor things are happening too on the singles level. Chet Atkins, the label's Nashville recording chief, has signed George Hamilton IV. Lad was formerly with ABC-Paramount, where his biggest hit was "A Rose and a Baby Ruth."

On Victor's low price Camden label, the firm is rushing out the first spoken word album for Camden, and one of the first comedy albums on a low price label. Set features Judy Canova in air-checks from the comedienne's radio shows. Supporting names are Mel Blanc, Hans Conreid, and Joe Kearns.

# Decca 1960 Earnings Soar

NEW YORK — Decca Records' first nine months of business in 1960 has been greater than any full year's operations in the company's history. Consolidated net earnings for the firm, including its subsidiary, Universal Pictures, for nine months ended September 30, amounted to \$4,159,772, as against \$911,260 for the corresponding period in 1959. Stockholders will receive \$3.24 per share for this period as against 60 cents per share last year.

# RAY CHARLES & ELVIS HIT WITH SWEET STUFF

NEW YORK — Two pioneers of the rock and roll school — Elvis Presley and Ray Charles—are bigger than ever on The Billboard's "Hot 100" chart this week, and they're making it with ballads.

Presley's new RCA Victor record, a pretty non-r.&r. version of the oldie "Are You Lonesome Tonight," jumped on the charts with phenomenal speed this week in the No. 35 slot. His last disk, a No. 1 seller (another non-r.&r. waxing, "It's Now or Never") remains on the charts in the No. 47 position. "I Gotta Know," flip side of Presley's "Lonesome" disk, No. 65 this week.

Ray Charles' ABC-Paramount version of the ballad-standard, "Georgia on My Mind," is the No. 1 record in the country this week. At the same time, Charles has three sides on the Bubbling Chart—all standards. His new Am-Par record, "Hard Hearted Hannah," is No. 6. The flip side, the lush movie theme, "Ruby," is No. 8, and Atlantic's Charles disk, a Harold Arlen show tune, "Come Rain or Come Shine," is No. 14.

## EDITORIAL

# A Sound Approach

Manufacturers are placing increased emphasis on the promotion and merchandising of the singles business. The effort is largely at the dealer level. Several stories in this issue of The Billboard are evidence of this fact. Especially noteworthy examples are Capitol's 100 per cent guarantee and Dot's move to ship singles directly to dealers while still protecting distributor billing.

There are many other indications of a thoughtful approach to the selling of singles. Witness RCA Victor's recent Remington-Rand tie-in, also pegged at the dealer level, which resulted in establishing several disks relatively high on the Hot 100 chart. The RCA Victor-Remington Rand project has set the pattern for other similar promotions now being crystallized.

The Columbia 33 single is also receiving extensive dealer promotion.

Too, many labels are accenting quality rather than quantity in singles product. Laurie Records is the latest to announce such a policy.

Dealers, currently, are not doing badly with singles. Quite the reverse: the total dollar volume of singles has increased. However, an individual single sells much less than it did several years ago, and the total sales are spread relatively thinly. There is no doubt, therefore, that the singles dollar volume can be increased—provided manufacturers come up with the correct merchandising and promotional approaches.

It is gratifying that these new approaches are being tested at the level of the dealer—who still is, and will continue to be for the foreseeable future—the backbone of the business.

The profit-building factor in singles, the excitement factor, the talent-building factor, justify the use of every resource to buttress this phase of the record business.

# Chess Sells WTAC to Philly Group

WASHINGTON — Leonard Chess, head of Chess Records, has sold his AM radio daytimer, WTAC, in Flint, Mich., for \$555,700 to a Philadelphia group which includes Gene Milner, WIP disk jockey, and Tom Reddy, who puts on an all-night record show over WRCV. The sale is subject to approval by the Federal Communications Commission. Three Philadelphia businessmen sharing the buy are Marvin Orleans, Sol Krugman and Louis Tose, according to Hamilton, Landis and Associates, national media brokers who handled the deal.

Chess Records received a Federal Trade Commission payola complaint last January, but is one of the few disk firms to stand pat on a denial of the allegations and a request for dismissal of the charges.

# Rose 'Gang' Appeal Denied

NEW YORK—Billy Rose's appeal to the Supreme Court of the United States to have that Court review the decision of the United States Court of Appeals in his case against Bourne Music has been denied. Rose's appeal concerned the song "That Old Gang of Mine," which he wrote with Ray Henderson and the late Mort Dixon. Court of Appeals had upheld Bourne's right to the renewal assignment of the tune.

Rose had challenged the renewal assignment, which was signed over to Bourne under the old renewal assignment used during the 1920's before the Songwriter's Protective Association was formed. He claimed the renewal assignment was illegal, but the lower courts held that it was a legitimate assignment.

# The Billboard

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# LP and Singles Business Booms in Latest Sales Statistics

By TOM NOONAN

NEW YORK—Record sales in retail record shops, both singles and LP's, snapped back during the period September 12 thru October 8, as compared to the previous four-week span, August 15 thru September 10. Single records were responsible for the biggest part of the comeback, with the 45 r.p.m. disks selling 1,500,000 more units in the September to October period than in the prior four-week spread. LP's, too, were up, increasing over the previous four-week period by 200,000 units.



The total number of single records sold by dealers in the period September 12 thru October 8 came to 7,300,000 units. The total number of LP's moved by dealers in these four weeks came to 4,100,000 units. In the previous four-week period, August 15 thru September 10, the total number of singles sold was 5,800,000 units, while the LP's sold in the same period totaled 3,900,000 units.

Measuring 1960 against 1959, the September 12 thru October 8 period in 1960 is immeasurably brighter. In the 1960 period sales of single records via dealers is close to 2,500,000 units better than in the September 10

thru October 8 period in 1959. LP's, too, are up for this period in 1960 as against 1959 by 1,300,000 units.

It is true that many manufacturers complained about business during the September-October period. But there were just as many manufacturers who were happy with their single or LP business. Altho no one would deny that there are now fewer million selling records that there were one or two years ago, it is also true that there are more records selling 200,000 to 300,000 than ever before, and also that there are more manufacturers sharing in the total take than ever before. More and more new labels—and often old labels—break thru with a singles hit now and then, and the combination of more hits by more companies adds up to more record sales across the dealer's counters. This is also true of the LP picture.

The hottest singles during the September 10 thru October 8 period were "Mr. Custer," "Chain Gang" and "Save the Last Dance for Me." At this time, too, "The Twist" was still raking in sales, and "Georgia on My Mind" and "You Talk Too Much" were starting to move.

The jump upwards in sales for the September 10 thru October 8 period helps make the year 1960 the best ever for records. For the period January 1, thru October 8, 1960, sales of singles are up 21.1

per cent, and sales of LP's are up 41.1 per cent in retail outlets. Only EP's are off as against last year by 16 per cent. All told, total record sales in units via dealers are 26.5 per cent ahead of last year.

This could well mean that the record industry is headed for an all time high during the Christmas period. In 1959 total units sold in the Christmas period came to 6,100,000 LP disks. A projection of the 1960 figures over the 1959 year-to-date figures indicates that the Christmas period, 1960, would hit 8,900,000 LP units. This projection is also based on the greatly increased sales of phonographs, so far in 1960 as against 1959, plus the anticipated sales of phonos during the Christmas season.

These statistics are derived from the current 10th period report analyzing national trends of record sales in retail record stores, as prepared by The Billboard every four weeks under the supervision of the New York University School of Retailing. The complete confidential reports, issued to subscribers of this service, also provide competitive figures by label, broken down by speed, price, mono vs. stereo, etc. The reports are compiled from diaries of actual cash register sales made by a scientifically selected, rotating sample of record dealers across the nation.

## Changes Due in Col.-Philips Pact

NEW YORK — Columbia Records' talks with Philips, its European associate, are expected to come to a head by the end of the year. At that time it is expected that Columbia and Philips will agree on a new working arrangement. The current contract between Columbia and Philips runs

thru 1962, but the changes are being discussed now, since the time to effect them will be long in coming.

As disclosed in The Billboard two months ago, Columbia is anxious to make a number of shifts in world markets. One of the most important to the diskery is to have its own world-wide label. With the Columbia name owned by EMI abroad, Columbia has settled on CBS as its world-wide record trademark. This will mean that instead of Columbia Records being issued on Philips in Europe and parts of South America, they will be released on the CBS label abroad. Columbia is also pressing for many other changes, most of them involving cost and merchandising plans, since it is believed Philips will continue to press in Europe for Columbia.

With Columbia effecting a change in its working operations with Philips, Philips, in turn, has a number of changes of its own under way. Philips will need a new source of supply of records in the U. S. since it will not have Columbia products to release on Philips. To that end the Holland-based firm has been looking over the U. S. record scene with an eye toward purchasing a diskery here. In fact, Philips has been, and still is, speaking to Paramount Pictures

(Continued on page 16)

## Phillips' Nashville Studios Ready Soon

NASHVILLE—Several hundred visitors to the recent WSM Country Music Festival here got a pre-opening peek Saturday (5) at Sam Phillips' new Sun Records and Phillips International recording studios and offices at 319 Seventh Avenue North, with Phillips playing host at an impromptu cocktail session and buffet supper.

Located in one of the leading music buildings in town, the new Phillips studios is styled after the firm's new lavish quarters in Memphis, which bowed officially several months ago. Interior decoration and styling has been done by Denise Howard, of Decor by Denise, who also engineered the work on Phillips' Memphis headquarters.

Equipment installations on the local studios are expected to be completed in five weeks, with studios set to roll shortly thereafter. Phillips plans to usher in the new studios with an official opening party soon after the first of the year.

## ARD BASH SET FOR SELLOUT

NEW YORK — The Associated Record Dealers of New York and New Jersey are set for the group's second annual installation dinner and dance, to be held next Sunday (20) at the Hotel Park Sheraton here.

Prexy Sy Bondy said, at week's end, that ticket sales were exceptionally good, with a sellout virtually assured. New officers will be installed at the affair, which will be emceed by WMGM deejay, Mike Laurence. A number of disk stars are expected to be present. A full program of entertainment is planned.

## UST Preps Gift Packs

HOLLYWOOD — United Stereo Tapes dipped into its regular catalog to prepare 10 de luxe boxed gift packs complete with greeting card, aimed at the Christmas buying season. Each box contains two four-track tape reels, wrapped in cellophane, and each offers the equivalent of four stereo disks. Prices are on a par with the recordings' disk counterparts, and in some cases less than the disks.

UST offers a 100 per cent exchange privilege on the gift line-up. Packs are so arranged as to allow dealers to break them up into their individual single reel packages should stock remain after the holiday season.

## Buffalo Distributor Alignment Shifting

BUFFALO — Fasan Distributing Company, the city's oldest independent disk outlet, headed by Stewart Levy and Ben Kulick, is going out of the record distributing business. This precipitates a distrib realignment in this area.

Kulick and Levy will, however, continue to operate Mershaw of Western New York, their large rack jobbing operation here, as well as their sizable white goods distributorship, including the Admiral line, and a substantial juke box and game operation thruout the Buffalo area.

The move has brought about an immediate reshuffling in the local distribution pattern. Steve Brodie and Lennie Silver, who already operate Best Distributing Company here, opened their second distribu-

## 'Camelot' Tokens Spur LP Sale

NEW YORK — Columbia Records has come up with a slick merchandising gimmick for dealers to sell "Camelot" albums even before the LP of the forthcoming Lerner & Loewe musical hits the market in mid-December. With the show postponed until December 3, thus pushing back the album until December 15 or so, Columbia's bustling sales chief Bill Gallagher has evolved a three-inch "Camelot" record token, which can be purchased from dealers by record customers, and redeemed in mid-December for an actual "Camelot" album.

The three-inch "Camelot" record tokens are in the shape of a record, and are packed in a midget sleeve with art work on it. The blue token, which lists at \$5.98, is for the stereo "Camelot" LP, and the yellow token at \$4.98 list, is for the monaural LP. Columbia is now soliciting distributors on the tokens, and will start shipping them to distributors late this week. Distributors in turn will have them ready for dealers soon after. Dealers buy the "Camelot" tokens at the regular dealer discount, and sell them to their customers, after imprinting their store name. According to Gallagher there will be advertising, and other promotion aids to acquaint record buyers with the tokens.

Object of the "Camelot" token is to rack up as much business on the album as possible before it hits the market, and to grab off Christ-

mas gift business early, too. Columbia had worked out a coupon system for both the "Flower Drum Song" album and the "Sound of Music" album last year for dealers, but the coupons were not sold to dealers for sale to customers as are the "Camelot" tokens.

With "Camelot" now on the last two weeks of its out-of-town shake-down in Boston, it has already racked up the greatest advance in the history of the musical theater with over \$3,000,000 in ticket orders already in the till at New York's Majestic Theater box office. No matter what the reviews are

(Continued on page 16)

## DJ's Get New Bryant Disk

NEW YORK — Joe Carlton, of Carlton Records, moved swiftly this week to cash in on the current activity on the tune "Wonderland by Night," with the first vocal version, by thrush Anita Bryant. Carlton cut the side Wednesday night (9) and had 4,000 copies on their way to jocks late the next day. Two chart versions of the tune popped up this week, by Burt Kaempfert and Louis Prima.

Carlton is an old hand at this type of gambit, having once cut the first vocal version of "Oh Mein Papa," with Eddie Fisher, following the original instrumental disk by Eddie Calvert. On the other hand, Carlton was on the other side of the fence when he cut Eddy Heywood's "Canadian Sunset." On that occasion, Archie Bleyer cut the vocal version with Andy Williams.

## VERVE BOWS IN PAULING DISK

HOLLYWOOD — Verve Records, which pioneered the present spoken word comedy trend, steps into the more serious side of talk records with the release of a package featuring Nobel Prize (1954) winner and Caltech Prof. Linus Pauling's comments on "Fallout and Nuclear Warfare." Album is tagged "Linus Pauling on Record." Label flags it as part of its "Literary Series," and is promptly its distrib to push the platter thru regular disk outlets plus book stores.

(Continued on page 16)



## New WABC Format Competition Spark

NEW YORK — The competitive situation in local New York radio will be stepped up considerably shortly when ABC's flagship, WABC, here, launches its new programming format and deejay staff, via an all-out promotional campaign.

Altho the new format will emphasize top-selling pop singles, station manager-veepee Hal Neal will also play up personality deejays, and is bringing in a flock of young jocks with high-rated shows from here and other areas. New WABC

## Fraternity Widens Scope; Adds R&B Line

CINCINNATI—Fraternity Records president, Harry Carlson, last Wednesday (9) announced an expansion program for his firm to broaden the scope of its over-all operation.

Under the plan, Carlson will expand his present pop line, place greater emphasis on the marketing of albums and make a move into the rhythm and blues field. The last named is a new adjunct to the Fraternity line.

Firm's expansion program will begin with the signing of new talent in both the pop and r.&b. fields, Carlson says. He also plans to further his firm's products by an advanced promotion program that will keep him on the road on an average of two weeks out of each month.

Edward H. Lubanski, songwriter, arranger and owner of his own jingles-producing firm here, has joined Fraternity as a.&r. head. Plans call for early recording sessions in Nashville, Hollywood and New York, Carlson reports.

## KXGO JOCKS SET 'PICK OWN HIT' CHARITY TIE-UP

FARGO, N. D. — KXGO Radio here has come up with an unusual DJ promotion tied in with a Thanksgiving public service effort. Three weeks ago, no agreement could be reached on a Pick Hit of the Week by the station's four top jocks, Joe Boyle, Jim Rudd, Deano Day and Bob Chasteen. To resolve the dilemma, they decided to have four picks instead of the customary one, with each jock naming his own Pick Hit. The disk that becomes the biggest hit after three weeks, according to local sales, will win for its picker a leisurely day of rest while local orphans will benefit too.

On Saturday, November 19, come rain, hail, sleet or snow, the three losing jocks will have to do their shows from in front of the Sears store on Broadway in Fargo, while the winning jock lounges in a big easy chair in the store with glamorous live models waiting on him hand and foot. The broadcast will start at 10 a.m. and will continue until the losing DJ's are able to hustle \$500 cash from passers-by. The loot will be contributed to Children's Village, a local orphanage, for Thanksgiving dinner.

The Picks are: "It Doesn't Matter Any More" by Rob and Roy; "Doll House" by Donnie Brooks; "Round Robin" by Donnie Brooks, and "Strawberry Blonde" by Frank D'Rone.

spinners include Chuck Dunaway, formerly with WKY, Oklahoma City; Charlie Greer, WAKR, Akron, O.; Farrell Smith, ex-WHK, Cleveland; St. Louis spinner Jack Carney; Scott Muni, ex-WMCA, here, and Herb Oscar Anderson, who will move over to WABC as soon as he settles his contract with WMCA here.

Hal Neal, veepee-general manager of WABC, and free lance programming consultant Mike Joseph have been conducting surveys in the area for the last two months in an effort to analyze "audience flow" of the city and determine its disk programming requirements.

As indicated when veteran deejay Martin Block retired from WABC (and the jockey business in general) last month, WABC will henceforth spotlight more current pop hit singles. However, Joseph notes that the new format, which will be based on extensive local surveys of dealers, will also feature LP selections and new releases.

The station will back its new jockey staff with extensive con-

(Continued on page 14)

## New Schirmer Store to Bow

NEW YORK — The G. Schirmer Company is finally ready to open the doors of its new highly modern Fifth Avenue and 49th Street shop. Originally, the store was to open September 6, but strikes postponed completion of the building and the new opening date set by the firm is Wednesday, November 16.

The store, which is celebrating its 100th anniversary, will also keep the present shop open thru the Christmas holidays on a limited stock basis, but full advertising attention will be directed to the new location. Large ads ran yesterday (13) in local newspapers and a 10-page supplement will be contained in The New York Times November 27.

Advertisement will outline and show merchandise contained on the two levels of the store, which separates its record, sheet music, musical instrument and audio products departments, for the special service and convenience of the customer.

## ST. NICK MUSIC SINGS YULE SEASON SCORE

NEW YORK — Johnny Marks, the Santa Claus of the Brill Building, has lined up the usual holiday wax bonanza on his St. Nicholas Music catalog.

In addition to his perennial yule smash, "Rudolph the Red-Nosed Reindeer," Marks is working on Decca's reissue of Brenda Lee's "Rockin' Around the Christmas Tree," Sammy Kaye's "Joyeux Noel," "Buon Natale," "Feliz Navidad," "A Merry, Merry Christmas" also on Decca; and the Little

## Coda Now Tagged Candid Label

NEW YORK — Candid has replaced Coda as the new title for Cadence Records' jazz subsidiary label. The latter name was dropped because of a conflict with another manufacturer, according to General Manager Bob Altschuler. The label has already signed such artists as Charlie Mingus, Abbey Lincoln, Richard Williams and Otis Spann. Altschuler said the Candid catalog will include a cross-section of all important jazz styles.

## Carlton Plans New 'Virtuoso' Album Series

NEW YORK—Late this month Carlton Records will release a new Anita Bryant album entitled "My Little Corner of the World." At the same time the firm will also release sets by best seller Paul Evans and by Lew Douglas.

An innovation to the Carlton line due to debut around the same time will be the "Carlton Virtuoso Series," which will feature performances by seldom heard and new artists in the pop and jazz fields. George Fields, harmonica soloist from Hollywood, and Gene Estes, a young jazz vibes player from the West Coast, will be the first artists presented. The "Virtuoso Series" is being issued for the "sound" market, but will sell at \$3.98 (mono) and \$4.98 (stereo).

The firm also reports that some 63 stations have already run the diskery's "Themes From" contest announced awhile back, with more expected to do the same in the next month. More than 2,500 winners have been supplied albums. Large outlets in Cleveland, Seattle, San Francisco, Chicago, and Denver have participated so far.

The "Themes From" LP is also being promoted via television thru tie-ins with the networks carrying the shows whose themes are played in the set. National Broadcasting has had its promotion department send albums and a recommendation to affiliates to use the album as a local plug for the NBC network-originated "Loretta Young Show." A similar memo and some 50 albums have been sent out by American Broadcasting chain on two of its shows: "The Untouchables" and "Adventures in Paradise." In addition, Carlton is taking 20-second spot announcement ads during local TV runs of movies in key market areas.

## Little Al Opens 9th Disk Outlet

CHICAGO — Berwyn, Ill., is the location for the ninth record outlet opened by Little Al Teamaner, Chicago record shop owner. The new shop will contain a full line of disks. The owner also reported that a kiddie record concession will be opened in his Evanston, Ill., Just for Fun Toy Shop.

Angels' "I'll Be a Little Angel From Now On" (backed by "The Santa Claus Parade") on the Riverside label.

"Rudolph," which has sold 29,000,000 records (including 5,000,000 copies of the Gene Autry version; and nearly 3,000,000 in sheet music, has more than 20 new versions on wax this year. The tune was cut by Paul Anka, the Chipmunks, Lennon Sisters, Ella Fitzgerald, Sammy Kaye (second version), Guy Lombardo (second version), Crazy Otto, Lester Lanin, and others.

Marks said he expects to realize greater revenue from overseas this year than ever, particularly on the Paul Anka and Brenda Lee disks and on sheet music sales on "Rudolph," thereby making 1960 his top sales year to date.

He will also coin additional loot on sales of his million-seller "Christmas Community Lyric Book" and "Favorite Carols" book, and new platter versions of "I Heard the Bells on Christmas Day," "The Night Before Christmas Song" and "When Santa Claus Gets Your Letter."

## NARAS SETS UP AWARDS NOMINATIONS PROCEDURE

NEW YORK — The National Academy of Recording Arts and Sciences has outlined the procedures pertaining to the nomination and selection of the annual NARAS awards. These awards will be announced on a major TV program — to be produced by NARAS early in 1961. General categories covered by the awards are: Classical, Pop, Technical (Engineering and Art), Jazz, Folk, Children, Rhythm & Blues, Country & Western.

With regard to voting procedures, members will select five nominations in each category and will then vote on the final nomination list as submitted to them. This parallels procedure of last year. This year, however, member nominations may be supplemented in various categories. Because of the great number of releases from September 1, 1959 to November 30, 1960 (the eligibility period) and because of the possibility of overlooking some important records during this time, NARAS has called upon the Nominations Committees to carefully review the releases in certain categories and to supplement the members' nominations by no more than three additional nominations.

Thus, in the jazz categories, members will first submit their five choices. Similarly, each record company will submit five choices. The membership will then be mailed a total list of all selections thus nominated and asked to vote for five in each category in which they wish to vote. The five selections in each category receiving the most member votes will then be placed on the nominations list. Additionally, a committee of active NARAS members with broad knowledge in the jazz field will be chosen by the Board of Governors and such committee will select no more than three recordings. If selections are duplicated between members' nominations and those of the committee, the three choices of the committee will be reduced by one for every duplication.

Via this method, members will vote on up to eight nominations, five of which will be their original choices. The NARAS execs feel that this system will give members a broader voting base and also afford them the benefit of the committee's vast exposure to releases.

The Board of Governors are also considering giving an annual award to someone within the industry who has made an overwhelming contribution to it. An award for liner notes is also being considered.

### Categories for NARAS Awards

1. Record of the year.
2. Album of the year.
3. Song of the year.
4. Best vocal performance—female (single record).
5. Best vocal performance—female (album).
6. Best vocal performance—male (single).
7. Best vocal performance—male (album).
8. Best arrangement.
9. Best performance by a band for dancing.
10. Best performance by an orchestra (other than dancing).
11. Best performance by a vocal group (2 to 6)
12. Best performance by a chorus (7 or more).
13. Best jazz performance—soloist or small group (7 or less).
14. Best jazz performance—large group.
15. Best jazz composition of more than five minutes duration and first released in 1960.
16. Best classical performance—vocal or instrumental chamber music (including trios and quartets).
17. Best classical performance—orchestra.
18. Best classical performance—concerto or instrumental soloist (with full orchestral accompaniment).
19. Best classical performance—instrumental soloist (other than full orchestral accompaniment).
20. Best classical performance—vocal soloist (with or without orchestra).
21. Best classical performance—opera production.
22. Best classical performance—chorus, including oratorio.
23. Best musical composition first recorded and released in 1960 (more than five minutes duration).
24. Best sound track album or recording of music score from motion picture or television.
25. Best sound track album or record of original cast from motion picture or television.
26. Best original cast show album.
27. Best comedy performance.
28. Best comedy performance (musical).
29. Best performance—documentary or spoken word (other than comedy).
30. Best performance by a "pop single" artist.
31. Best country and western performance.
32. Best rhythm and blues performance.
33. Best performance—folk.
34. Best album created for children.
35. Best engineering contribution—classical recording.
36. Best engineering contribution—novelty recording.
37. Best engineering contribution — other than classical or novelty.
38. Best album cover.
39. Best new artist of 1960.

## Laurie Prunes Artist Roster; To Concentrate on Hit Makers

NEW YORK — In a move to cope with changing conditions in the record industry, Laurie Records has pruned its artists list and will henceforth concentrate its full promotional power behind a small nucleus of artists, including their current chart makers, Dion, Austin Taylor and the Belmonts.

The move, according to label chief Bob Schwartz was prompted by the recent trend for indie rec-

ord distributors to favor lines offering a consistent line of product by established disk sellers rather than one-shot hits. (See distrib story elsewhere in this issue.) And the fact that it's not easy for a label to get extended air play today for more than a few artists.

Schwartz said he will supplement his small artist roster by purchasing masters from outside pro-

(Continued on page 14)



*An Award Winning  
Performance for...*

*Adam Wade*  
*singing*

*"Gloria's  
Theme"*

*From the MGM Production "Butterfield 8"  
b/w Dreamy Coed 541*

This One



BGEY-2B8-YCCT

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# BRITISH Newsnotes

By DON WEDGE

News Editor, New Musical Express

Only one American singer — **Judy Garland** — will appear in the Royal Variety Gala show to be given for **Queen Elizabeth**, the **Queen Mother**, at the London Palladium, December 1. It is a special charity production, additional to the annual Royal Variety Performance which usually brings in some U. S. stars just for the event. The gala will mainly consist of the resident Palladium show, which includes top British disk names like **Cliff Richard**, the **Shadows** and **Russ Conway**. Garland will get the major second half spot as a tribute to her many successes since settling in London during the summer. Health did not trouble her until last Saturday (5), when she had to miss a Manchester show because of food poisoning which troubled others in the Garland household. This now includes screen writer **Fred Finklehoffe**, who worked with Garland in "Meet Me in St. Louis," among other movies, and is now scripting "Born in Wedlock" for the Capitol star to film here next year.

**NEW OUTLET:** As far as this country is concerned at any rate, Dolton is no longer a member of the Rank Co-Operative. Following the merger with Liberty, the new release by the Ventures, Dolton artists, was thru Liberty's affiliate, Decca, on the latter's London label. Titles were "Perfidia" and "No Trespassing."

**HOME BOUND:** In December, Warners' international chief **Bobby Weiss** plans his first trip back to Hollywood since launching the label in Europe. He will probably return to his Paris headquarters via the Far East, with a trip to South America scheduled for later in 1961. Both routes will be taken with a view to extending Warner

representation on a globe-wide scale. He was in London at the beginning of the month for the launching of BBC-TV's "Maigret" series for which Warners have world disk rights to the theme music, and, thru MPHC, control publishing rights for all markets except Britain.

**VISIT-IN:** The DeCastro Sisters are due to make their British bow in February. MCA has booked the team into Granada-TV's "Variety Show" which will be taped February 5 in London. . . . **Peggy Lee** will be the next singer headliner at the Pigalle, probably with a February stint. The succession of U. S. acts at the venue is broken next month with a Japanese revue. . . . **Gracie Fields**, now semi-retired in Capri, returned to London to launch her autobiography, "Sing As We Go," and was starring in BBC-TV's "Showtime" November 13. . . . **Dorothy Donegan** arrived Tuesday (8) to tape a Granada-TV "Variety Show." . . . Denmark's **Otto Brandenburg** arrived last weekend to guest in first of **Russ Conway** ATV series taped for transmission in January. . . . France's **Michel Legrand** is directing the orchestra for **Zizi Jeanmaire's** London season at the Royal Albert Hall. . . . **Ed Abramson** is financial adviser to several U. S. music personalities currently in London. . . . Capitol's **William Clauson** gives a Royal Festival Hall concert Sunday (20).

**VISIT-OUT:** One of Britain's few world-class artists, **Shirley Bassey**, left by Queen Mary for New York with her agent, **Peter Charlesworth**, for an **Ed Sullivan** guest shot November 13, and probably other U. S. dates. . . . Another singer, **Alma Cogan**, flew to New York for a holiday. . . . **Frankie Vaughan** negotiating first Lake Tahoe season for next October. . . . Probably the Continent's biggest

## Best Selling Pop Records in BRITAIN

For Week ending November 11, 1960

Last Week	This Week	Title	Artist
1	1	IT'S NOW OR NEVER	Elvis Presley (RCA)
3	2	AS LONG AS HE NEEDS ME	Shirley Bassey (Columbia)
2	3	ONLY THE LONELY	Roy Orbison (London)
4	4	DREAMIN'	Johnny Burnette (London)
6	5	LET'S THINK ABOUT LIVIN'	Bob Luman (Warner Bros.)
16	5	MY HEART HAS A MIND OF ITS OWN	Connie Francis (M-G-M)
5	7	ROCKING GOOSE	Johnny and the Hurricanes (London)
11	8	MACDONALD'S CAVE	Pittdown Men (Capitol)
19	9	SAVE THE LAST DANCE FOR ME	Droppers (London)
20	10	MR. CUSTER	Charlie Drake (Parlophone)
13	11	WALK, DON'T RUN	John Barry Seven (Columbia)
12	12	MY LOVE FOR YOU	Johnny Mathis (Fontana)
—	13	GOODNESS GRACIOUS ME	Peter Sellers and Sophia Loren (Parlophone)
10	14	NINE TIMES OUT OF TEN	Cliff Richard (Columbia)
7	15	CHAIN GANG	Same Cooke (RCA)
—	16	MAN OF MYSTERY	Shadows (Columbia)
17	17	MILORD	Edith Piaf (Columbia)
9	18	HOW ABOUT THAT!	Adam Faith (Parlophone)
8	19	SO SAD	Everly Brothers (Warner Bros.)
—	20	KOMOTION	Duane Eddy (London)
—	21	SHORTNIN' BREAD	Viscounts (Pye)
23	22	BLUE ANGEL	Roy Orbison (London)
14	23	TELL LAURA I LOVE HER	Ricky Valance (Columbia)
29	24	SORRY, ROBBY	Bert Weedon (Top Rank)
15	25	PLEASE HELP ME, I'M FALLING	Hank Locklin (RCA)
24	26	THEM THERE EYES	Emile Ford (Pye)
—	27	TODAY'S TEARDROPS	Roy Orbison (London)
21	28	NEVER ON SUNDAY	Manuel (Columbia)
18	29	WALK, DON'T RUN	Ventures (Top Rank)
24	30	TOP TEEN BABY	Garry Mills (Top Rank)

attraction in British eyes currently is the Danish singing duo **Nina and Frederik** (Baron and Baroness Von Pallandt). They follow many BBC-TV spots, using film specially made in Copenhagen, and some disk success on EMI-Columbia. They are currently making their cabaret debut at the Savoy Hotel, and fitting in a host of BBC radio and TV dates, including "Juke Box Jury." Columbia has issued its version of "Little Donkey," a hit for the **Harry Simeone Chorale** last Christmas, as well as a new EP. . . . **Eartha Kitt's** only Sunday concert of her visit will be at Leeds, November 27. . . . **Jimmy Jones** pre-recorded a "Saturday Club" BBC-radio appearance for after his U. S. return.

**JAZZ:** The Jazz at the Philharmonic unit tour starting November 26 is the shortest yet by a visiting American instrumental group. It lasts only seven days. Included are **Dizzie Gillespie**, **Coleman Hawkins**, **J. J. Johnson**, **Roy Eldridge** and the **Cannonball Adderley Quintet**.

**NEW RELEASES:** First single from M-G-M by **Vera Lynn** following her switch from British Decca was "Accordeon," a Continental hit with English lyrics. . . . **Uermit Koell** penned "Dream That I Love You"—new release on British-Decca by **Ken Dodd**. . . . Other EMI group releases include **Damita Jo's** "I'll Save the Last Dance for You" (Mercury), **Jack Scott's** "Patsy" (Top Rank) and "Always, Always" by **Johnny Cymbal** (M-G-M). . . . The Decca group had **Floyd Cramer's** "Last Date" (RCA) and **Louis Prima's** "Wonderland by Night" (London from Dot).

**ALBUMS:** Philips launches a campaign Wednesday (16) to make the **Ray Conniff** sound a commercial success in Britain. Key point is the label's first two-for-one LP offer. Double packed as a Hi-Fi Companion, it is available in mono or stereo at \$5.56—the normal cost of a top-price album. . . . Philips' low-price Fortune series same day (Continued on page 16)

# GERMAN Newsnotes

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk, Munich

**Bobby Weiss** is on another jet trip thru Europe. The Warner Bros. exec's journey started in Hamburg. Stops are Helsinki, Stockholm, Oslo, Copenhagen, London, then back to Paris headquarters. . . . Some 90,000 members of German fan clubs selected the winners of their poll for 1960. No. 1 is **Sabine Sinjen**, followed by **Conny Froboess**, and **Heidi Bruhl**, in the teen-age class. The boys are **Peter Kraus**, **Rex Gildo**, and **Klaus Wilke**.

Germany has 850 dance studios with 300,000 students. Of the total, 30 per cent prefer the tango, another 30 per cent like the Viennese waltz and the slow waltz, the remaining 40 per cent dance to the rhythms of the foxtrot and Latin-American dance music. Twenty-seven per cent of the dance students don't like rock and roll. . . . **Caterina Valente** is very busy singing in all parts of Europe.

Voting at the Hit Parade of Radio Stuttgart showed that **Freddy** got 50.8 per cent of all votes for his new disk "Weit Ist Der Weg." . . . U. S. stars singing in German is big business. **Connie Francis** and "Die Liebe Ist Ein Sdtsames Spiel" reached 250,000. Electrola issued the first German record by **Paul Anka**, "So Wie Du." It's "Summer's Gone."

Munich's **August Seith & Chappell** got the rights for Germany, Austria, and tune gets good airing already. These records are offered in Germany: **Ray Conniff** (Columbia), **David Carroll** (Mercury), **Ray Ellis** (M-G-M), **Sid Feller** (ABC-Paramount, handled by Electrola), **Dick Jacobs** (Coral). . . . Former **Les Paul** and **Mary Ford** hit tune "Vaya Con Dios" is on top again in Germany via the Electrola disk of the **Virtues**.

**Perry Como's** hit tune "Delaware" is a success in the German version, "Herrlich War Die Reise." **Fred Bertelmann** sings it on Electrola, **Andreas Werner** on Ariola, **Tim Olaf** on Starlet. . . . **Acker Bilk's** "Summer Set" is still popular in Germany. There are two German records on the market under the title of "Mondschein"; one is sung by **Wolfgang Sauer** on Electrola, the other by the **Moonlights** on Metronome. . . . Ever popular **Hoagy Carmichael** has two new disks of his standards on the German market: "Georgia on My Mind" on Electrola with **Ray Charles**, and "Lazy River" on Mercury with the **Platters**.

"Songs, Sinatra, and Strings" is the title of a new AFN Monday night feature. . . . Southern Music has the world rights of "Ubi, Ubi, Ubi, Casanova," a new hit written by **Dolf Brandmayer**, published by **Delicado** in Wiesbaden. . . . U. S. singer and Electrola star **Jack Finney** stars in a TV spectacular in Brussels. His newest German disk is "Das Ist Fies, Luise" b-w "Genau." . . . **Billy Vaughn's** new

By BRIGITTE KEEB

Music Editor, Automaten-Markt, Braunschweig, Germany

On November 11 Italian songstress **Renata Tebaldi** will start her tour thru the States, which will bring her to Chicago, Philadelphia, New York and to Florida. In May and June of next year she intends to tour Germany. . . . In Persia **Mitch Miller's** "River Kwai March" got new honors. The song figured prominently in the festivities honoring the birth of the throne successor **Cyrus**.

There will be offered another version of "It's Now or Never," by **Peter Beil** with the German title "Ich Komme Wieder" (I'll Come Back) b.w. with **Brian Hyland's** "Four Little Heels" (Vier Kleine Schuhe) on Fontana. . . . **Gerhard Wendland**, whose German recording of "He'll Have to Go," "Ich Bin Bei Dir" (I'm With You) is still in demand, has recorded the German version of **Ron Goodwin's** "Venus-Waltz" on Philips. Tune is already very successful by **Ralf Bendix** on Electrola.

Electrola has released "White Christmas" b-w "Jingle Bells" by **Paul Anka** on Columbia. Both titles were issued by Teldec last year on London by **Pat Boone**. . . . "Sag' Mir Wer Die Dame Ist" (Tell Me Who's the Girl) has been recorded by **Eva May** and **Will Glahe** and ork on Decca, lyrics written by **Arno Gillo**.

**Bob Azzam**, who was very successful with "Mustafa" in France and here, sings German version of **Roger Williams's** "Till," "Du Sollst Meine Liebe Sein" (You Shall Be My Love), German lyrics by **Ritter**. . . . **Billy Vaughn** has another single on London: "Blueberry Hill" b-w "You Belong to My Heart" soon to be released. . . . And so has **Pat Boone**: he sings "Autumn Leaves" b-w "September Song." . . . "Charleston in Hi-Fi" is the title of an album by **Ira Ironstrings** on Warner Bros. soon to come out.

**Connie Stevens** has an album on Warner Bros. . . . Teldec will soon release RCA original sound track recording from the Paramount picture "G. I. Blues" with **Elvis Presley**, containing all the tunes **Elvis** sings in this pic. . . . **Bill Haley**, who has had no real hit except his "Charmaine" here, has a new LP with his most successful rock 'n' roll titles and also some other titles as "My Special Angel," "Blueberry Hill," "Love Letters in the Sand," on Warner Bros.

**Ralph Maria Siegel**, successful composer, lyricist and owner of the young record firm, **Jupiter Records**, wrote the music to the musical comedy "Herr Kayser und Die Nachtigall" (Mr. Kayser and the Nightingale) to be shown for the first time in the States' Theater Wiesbaden.

success in Germany on the London label is the standard by **Augustin Lara**, "You Belong to My Heart."

# BELGIUM Newsnotes

By JAN TORFS

Mechelen, Belgium

**Udo Jurgens's** composition, "Jenny," sung at the Knokke Festival, was recorded on the Polydor label. The record became an immediate hit. . . . Teen-agers in this country, who used to go dancing on Saturday and Sunday evening to the music of a juke box or a local band, are puzzled by a government's decision forbidding all young people under 18 to go dancing. A Helia record, sung by the **Seabirds**, distributed by Philips Company, appropriately called "Protest Rock," protests against this law.

"In My Little Corner of the

World" has been given Flemish lyrics by **N. Byl** and recorded by the popular TV announcer **Terry Van Ginderen** on Barclay Records. . . . The **Trio Cassiman** (two brothers and a sister), who won last year's national song contest, sponsored by Volkswagen, made their recording debut for Philips Records with an extended play record, "The Battle of Jericho," "Steal Away," "When the Saints Go Marching In" and "Go and Tell the Mountains." . . . "White Christmas" with Flemish lyrics has been recorded by **Esterella** (on Philips), while **Bob Benny** cut "O Sole Mio" and the standard "You're Breaking My Heart" for the same label.

# DANISH Newsnotes

By TED WOLFRAM

Care of American Express Copenhagen, Denmark

**Bent Fabricius-Bjerre**, director of the Metronome Record firm, has written the music score for a Scandinavian film: "Forelsked i Kobenhavn" ("Romance in Copenhagen"). The film has just had its first showing here, and all critics stated that the music was its biggest asset and would make it a drawing card. A number of the songs were rated as potential hits, and **Siw Malmquist**, Swedish pop singer, and **Henning Moritzen**, who had lead roles, received bids to appear as guest stars on the **Raquel Rastenni** program on Danish National Radio.

**Nina and Frederik** cut some

platters for Metronome before leaving to fill November engagements in London. **Bithe Wilke** also left town to fill TV and radio dates in Stockholm and Oslo. **Gerry Mulligan** and the Concert Jazz Band a solid hit in Tivoli Concert Hall. They also gave concerts in the Concert House in Gothenburg, Sweden. **Nan Merriman**, American singer, soloist at Radio Concert Hall, with Danish Radio Symphony ork, conducted by **Rafael Kubelik**. Italian Opera Festival a sellout at Falkoner Centret Theater. **Kathy Bodtger**, **Grethe** and **Jorgen Ingmann**, the (3) **Harmony Kiddies**, (4) **Blue Boys** and **Otto Francken's** band, provided the songs and music at "TV in Tivoli" show in Tivoli Concert Hall, which was sent out Saturday (5).

# ITALIAN Newsnotes

By SAML STEINMAN

Piazza San Anselmo 1, Rome

A proposal by the National Union of Music Publishers would cut out the present voting at the San Remo Festival and replace it with a national referendum for which 10,000,000 cards would be sent out. Winners would be announced a fortnight later. One of the reasons behind the move is that the major movie companies have been entering the music and disk field and their promotion know-how has been making itself felt. **Titanus**, top film company, turned up with

"Romantica" and "Serenata a Margellina," respective winners at San Remo and Naples in 1960. Now this company has gone into the record business with the issuance of the sound track of "Rocco and His Brothers." Film theater owners are also protesting the growing popularity of the "Canzonissima" program. In addition to presenting American guests of the calibre of **Archie Moore** and **Virginia Mayo**, Italy's top singers and comedians are being offered and a corresponding drop in cinema attendance has been felt.

(Continued on page 20)



**A NEW  
ANITA BRYANT  
SMASH  
RELEASE!**

the thrilling "first-vocal recording" of the song of the year

**WONDERLAND  
BY NIGHT**

**ANITA BRYANT** with Lew Douglas orchestra and chorus / Carlton #537



STORE-TESTED PROFIT POINTERS FOR DEALERS

## Loans & Rentals Can Spark Organ Selling

By ALBERT KESHEN

A practice of loaning out organs for weddings or receptions at homes, catering halls and other places is helping Vandergrift's Music Shop of Cumberland, Md., draw

## Buy Big in December, Urges Nathan

CINCINNATI—In an open letter to record dealers, Syd Nathan, King Records president, urges retailers not to be afraid of buying during December. Nathan points out that a peculiarity of the record business is the fact that every December the dealers are only interested in Christmas merchandise and current selling singles. "This always creates a vacuum right after Christmas. . . . We feel this practice is wrong."

Nathan notes that according to a survey made by King, December is the dealers' biggest volume month. Yet, dealers' stocks during this period fall to a low level, with the dealer waiting until after Christmas to replenish inventories. "By the time the dealer re-evaluates his stock, determines his needs, places his order and gets his merchandise on his shelves, time has passed and sales are lost. . . . We think a program of 'don't be afraid to buy during Christmas' is just good common sense. If our industry

(Continued on page 10)

customers and create a reputation that it is the place where music needs of all kinds can be satisfied. "You have to have the small town know-how and offer a wide variety of services in which the rental facility plays an important part," said John E. Vandergrift. "As Eddie Cantor pointed out, 'a specialist is a man who knows more and more about less and less,' and this line of reasoning is just as applicable to the music business as it is elsewhere."

To encourage rental applications, the store keeps a few models of its portable electric organs well up in front where they can easily be seen thru the backless front windows, and by folks coming in the front door.

The rental program is also carried out on band instruments for the school youngsters whereby they can play trumpets, clarinets and saxophones or other instruments they prefer. There is a flat rate of \$15 for two months and at the end of that time, if the parents wish to purchase the instrument they are given full credit.

"Tryout selling of this kind is very effective," commented Vandergrift. "Very often we encounter store visitors and other prospects who have a healthy skepticism of our claims as to the value of the instrument, and if we can encourage them to get it in their hands and play a few tunes, their sales resistance is that much lessened."

The store also utilizes the many music cultural activities offered in Maryland's third largest city where

(Continued on page 14)

## 'MOLLY' NIXES TAPE RECORDERS

Frank Music has restricted the tunes from the Meredith Willson musical "The Unsinkable Molly Brown" until November 21. When the show opened in New York last week (3) Frank Music execs gave special instructions to all doormen, ushers, etc., at the Winter Garden Theater here to the effect that no one was to be allowed into the theater with a tape recorder. The publishing firm believes that its vigilance has effectively thwarted any eager beaver diskery from taping the songs during an actual performance of the show and jumping the gun on the release date.

## NEWS REVIEW

### UA Smacks Ultra Audio Target

NEW YORK — United Artists Records adapted its familiar "UA" initials to the title Ultra Audio, to describe its entry in the race for "sound" honors of the year. And ultra audio this first group of five certainly is. The recording work, described as "wall to wall" stereo, takes advantage of every kind of spread, separation and contrast to achieve this effect.

The specialized approach to stereo as used here is no longer new, nor is the emphasis on percussion, also found in these five. The fact, is, however, that these albums have been well done and strikingly packaged in book-fold covers, with unusually clean and open use of color on the covers.

(Continued on page 14)

## 'POOR LITTLE LAMBS'

### Disk Rep Sees College Trade Sadly Neglected

By JACK MAHER

NEW YORK—The nation's college market is a wide and fairly virgin selling land, according to Fred Marshall, Campus and JV Record rep who has just returned from a promotional tour thru some 20-odd college towns thru the South and East.

Marshall, who went on the tour to promote JV's "Campus Capers Volume II," found a large, record-hungry college population that, in the more rural areas especially, is neglected by indie and major manufacturers alike.

In many of the smaller college towns, he found few if any record dealers to service student disk demands. Often, students told him, the shops that had been in the town failed. Not thru a lack of potential clientele, but more from the dealer's lack of interest and flexibility in adjusting to the college market.

Uppermost in the failures was the dealer's unrealistic attitude to-

ward the undergraduate's financial problems, and a lack of understanding of the undergraduate mind.

"Most students exist on budgets," Marshall says, "but they want and need recorded music. As a result, discounting and/or specials is an absolute must. From what I saw on our quick swing, a solid \$2.98 price could move enough merchandise to make it worthwhile. Dealers willing to establish such a price tho are sometimes stymied by a lack of co-operation on the part of their distributors."

"We wound up selling 'Campus Capers' direct to dealers altho the tour was originally meant merely as a promotional and good-will trek. In towns where the store or stores did not or would not stock our album (sometimes because our distributors had never visited), we placed our LP's in non-music outlets. For instance, in Auburn, Ala., our records are displayed in an auto goods shop, which is, incidentally, directly opposite a fraternity house. In another town, albums are sold in a sporting goods store."

"Dealers in college towns also must have some imagination to reach the student mind. He must fit into their plan of things. One flourishing shop, which has four campus town competitors has, besides a \$2.98 price, leopard skins upon the walls and serves ex-

(Continued on page 14)

## Hold Rights For Horton In Louisiana

SHREVEPORT, La. — Funeral services were held here this week for country singer Johnny Horton, 35, who was killed Saturday (5) in an automobile crash on U. S. route 79, near the small town of Milano, Tex.

Horton died at the wheel of his car in a head-on collision on the foggy highway. He was accompanied by his guitarist, Gerald Tomlinson, who died later of injuries sustained in the crash, and Tillman Franks, his manager. Franks was injured slightly as was the driver of the other vehicle, James Davis of Brady, Tex. The three were returning from an engagement in Austin, Tex., to their homes here.

Horton was born in Hollywood but spent much of his life in Rusk, Tex. Later he moved to Shreveport where he was a star for eight years on the "Louisiana Hayride," radio show. Horton at one time recorded for Dot Records, but his entry into the bigtime pop disk field came last year with his Columbia waxing of "Battle of New Orleans." Later he enjoyed substantial hits with "Sink the Bismarck," "Springtime in Alaska," and currently with "North to Alaska." The first disk he made with Columbia was "Honky Tonk Man."

Horton is survived by his widow, Billy Jo Horton, the former second wife of Hank Williams, who died in 1953. Other survivors include his mother, Mrs. John L. Horton, two small daughters, Zanina and Melody, and a stepdaughter, Jerry Lynn.

## Atlantic Bows MJQ Single

NEW YORK—Atlantic Records is releasing a Christmas single—"England's Carol-Parts 1 and 2"—by the Modern Jazz Quartet. The tune is based on the traditional carol, "God Rest Ye Merry, Gentlemen."

Recorded by the MJQ in Stuttgart, Germany, last spring, the disk features backing by a symphony orchestra under the direction of Gunther Schuller. Atlantic will give the disk prime promotion in the pop market.

The MJQ, currently appearing at the Village Vanguard nitery in New York, will guest on Harry Belafonte's CBS-TV show November 20. The group is also booked for Carnegie Hall concerts here November 25 and December 14.

## Columbia to Wax Richter

NEW YORK—Columbia is going to have an American-made waxing of Sviatoslav Richter of its own. Thru a deal arranged with Recording Artists Music Corporation, a firm associated with Artia Records, the diskery will wax the Russian pianist with the Philadelphia Orchestra under Eugene Ormandy.

The Richter recording will take place during the artist's current tour. There is a possibility that Columbia will also cut another LP with Richter before he leaves the country. RCA Victor has just released its first American-made recording with Richter, and has two more skedded via an agreement with Sol Hurok.

The next one to be released by Victor features Richter playing Beethoven's First Piano Concerto with the Boston Symphony Orchestra under Charles Munch.

## Veteran Folk Singer Dies

KINGSPORT, Tenn. — A. P. Carter, 68, originator of the folk-singing Carter Family, popular from the late 1920's thru the early 1940's with their recordings on the RCA Victor, Decca and Columbia labels, died at Holston Valley Community Hospital here, November 7, after a lengthy illness with a heart ailment. His family, including a sister-in-law, Maybelle Carter, member of the original group, was with him at the end.

In 1959 the deceased received the BMI Award for his song, "Jimmy Brown, the Newsboy." Among his other compositions were "Wabash Cannonball," "I'm Thinking Tonight of My Blue Eyes," "Wildwood Flower," and a recent tune, "Worried Man," as sung by the Kingston Trio.

Funeral services were held Wednesday (9), with interment in the family plot in Maces Spring, Va. Surviving are his widow, Sarah; two daughters, Gladys and Jeanette, and a son, Joseph.

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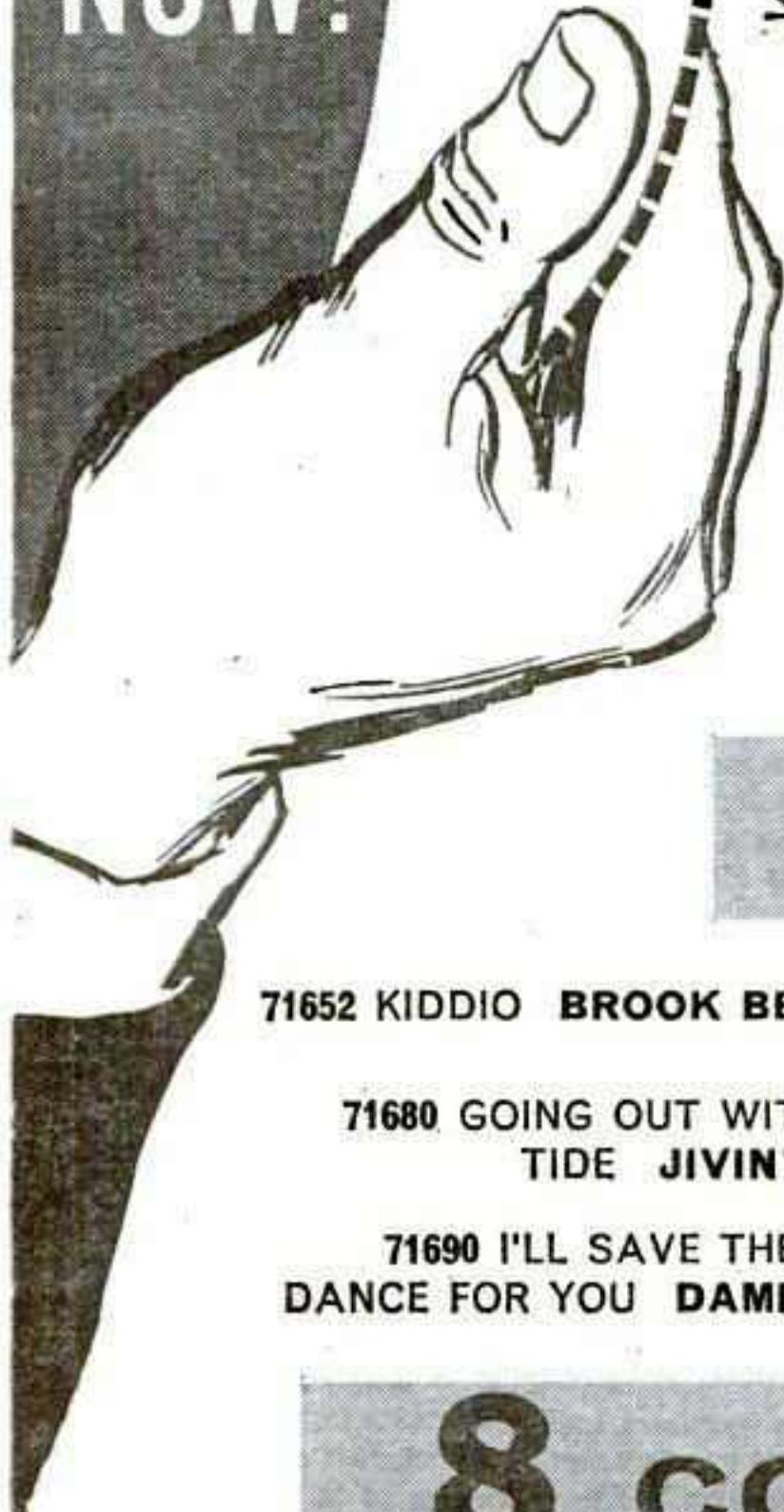
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71697 TO EACH HIS OWN **THE PLATTERS**

71680 GOING OUT WITH THE TIDE **JIVIN' GENE**

71695 I WISH I'D NEVER BEEN BORN **PATTI PAGE**

71700 THE WINDOW UP ABOVE **GEORGE JONES**

71690 I'LL SAVE THE LAST DANCE FOR YOU **DAMITA JO**

71696 LOVE WALKED IN **DINAH WASHINGTON**

71703 MIDNIGHT LACE **DAVID CARROLL**

## 8 COMING ON STRONG!

71698 AMBUSH **GRADY CHAPMAN**

71720 STRAWBERRY BLONDE **FRANK D'RONE**

71723 I DON'T WANT NOBODY • I'M JUST YOUR FOOL **ELLA JOHNSON**

71716 OH! LOOK AT ME NOW • THE VERY THOUGHT OF YOU **CARMEN McRAE**

71722 FOOLS RUSH IN • SOMEDAY YOU'LL WANT ME TO WANT YOU **BROOK BENTON**

71729 WEEP FOR ME LOVER • BORROWED KISSES **JUNE VALLI**

71733 SHE WILL BREAK YOUR HEART **MARGIE SINGLETON**

71740 ONE MORE CHANCE • BEFORE I FALL IN LOVE AGAIN **CLYDE McPHATTER**

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71719 THE HEM OF HIS GARMENT **JIMMIE SKINNER**

71728 NEW BABY FOR CHRISTMAS **JOHNNY PRESTON**

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## NEWS REVIEW

### Tops Intros New Subsid, PRI Label

NEW YORK — Tops Records has introduced a new PRI label (Precision Radiation Instruments, Inc.). The line carries a \$1.98 tag and the initial nine-album release comes under the general heading of what might be called "a salute to the big bands."

Tenor sax man Dave Pell is the leader in this instance and he bats a full band complement including many well-known Coast studio men, in tributes to Glenn Miller, the Dorsey Brothers, Harry James, etc. In each case, the tunes closely associated with the bands being saluted are performed with arrangements that are very close to the original.

Sound is moderately good and the cover idea — which has continuity thru all nine packages — is carried out with considerable effect. This kind of material has a continuing market, but there is substantial competition in terms of "salute" type sets for almost all of these.

Initial title is "Dave Pell Plays Harry James Big Band Sounds" (PRI 3002). Others employing the same basic title are: "Artie Shaw," PRI 3003; "Benny Goodman," PRI 3004; "Lawrence Welk," PRI 3005; "Perez Prado," PRI 3006; "Duke Ellington," PRI 3007; "Glenn Miller," PRI 3008; "Mantovani," PRI 3009; "The Dorsey Brothers," PRI 3010. Ren Grevatt.

### M-G-M Special Yule Packages

NEW YORK — Nine Christmas albums are slated for special promotion emphasis in upcoming weeks at M-G-M Records. Each of these items will be attractively pre-gift-wrapped as they leave the factory.

The albums are by Connie Francis, Joni James, David Rose, the Ray Charles Singers and Richard Elsassner. Also included is an album performance of Sir John Stainer's "The Crucifixion," a kiddie album by Miss Francis, a set with various artists performing children's Christmas material and the well-known Lionel Barrymore performance of Dickens' "A Christmas Carol."

### Wanda Jackson Set For Clark TV-er

LAS VEGAS, Nev. — C.&W. singer Wanda Jackson, who has just finished an engagement with her new group, the Party-Timers, at Las Vegas' Golden Nugget, makes an appearance on the Dick Clark "American Bandstand" on the ABC-TV network Monday (14). Her new one on Capitol Records, "Mean, Mean Man" b/w "Happy, Happy Birthday," was released November 7.

Miss Jackson and her Party-Timers will play several weeks of one-nighters thru Kansas, Oklahoma and Texas prior to their return to the Golden Nugget here for a six-week engagement beginning December 15.

### Syd Nathan

• Continued from page 8

is to grow, we must do all we can to even out the peaks and valleys. . . Buy any manufacturer's records that you need and can sell, but don't hold back."

Nathan added that King Records has proved to its own satisfaction that summer is a good record season. "So why not work to see that December business can also be good on other than seasonal Christmas merchandise.

## NIGHT CLUB REVIEWS

### Ray Still Packs Old Vocal Emotion

Johnnie Ray is still a mighty exciting performer. Before a small election night crowd at Basin Street East in New York last Tuesday (8), the one-time hitmaker came thru with one of his greatest in person shows since he used to rip off his coat and shirt on the stage of the Paramount Theater singing "Cry," eight years ago. Ray today is like an old-time pitcher who has lost his fast ball but can still win games with curves and sinkers. The singer's voice — never one of his best points — is raspy and more tremulous than it used to be, but he can still wring more emotion out of a ballad than most other singers around. And he does it now without ripping off his coat or falling on the floor. He socked over a dozen songs including "Cry," "Such a Night," "Little White Cloud That Cried," "Walking My Baby Back Home," "All of Me," and "Shake a Hand," with all of the impact of Johnnie of old. If he can keep up this type of performance at the East Side club, this engagement, his first in a long time, could do him as much good as Peggy Lee's smash stand here last spring.

The bill at Basin Street is a potent one for, in addition to Ray, both George Shearing's combo and the Quincy Jones band are on hand. Shearing, of course, is a familiar crowd pleaser. He still turns in smart Latin-styled readings, as exemplified by his version of "Blue Malibu," with conga drummer Armando Perea, and he also performed a lovely mood piano solo on "While We're Young." Sparked by the guitar work of Dick Garcia the combo also came thru with a fine version of "Who Am I to Say." All in all the group performed with skill, and the sparse crowd enjoyed them.

The Quincy Jones crew is one of the rare cases where a big band can both play modern jazz and swing at the same time. The Jones band is a wonderful instrument. It can play light, bright things like "Ticker Tape," and "Along Came Betty," blues like "Walkin'," and swing with the modern effect "Stockholm, Sweden," without any trouble style-wise. Then it can turn to "My Reverie" featuring Melba Liston on trombone, and still sound solid. As for pure sound, the band's swinging backing of Johnnie Ray was a delight. There are few bands like this one around, both for its line-up of strong soloists, its book and its ability.

Bob Rolontz.

★ ★ ★

### Wade Promising in Roundtable Bow

Adam Wade, who made his New York night club debut at the Roundtable last week (7), is a young singer who shows promise. He is one of the better chanters to come out of the current record business, and he has poise and assurance in person that belies his limited club experience. Altho nervous at the start, by the middle of his act he was belting songs across with gusto, and the audience liked it. Wade came off best on his swinging rhythm numbers, such as "Old McDonald" and "Witchcraft," but he also was impressive on "Ruby" and "Guess I'll Hang My Tears Out to Dry." The weakness of Wade's club act is the fact that he still sounds much like Johnny Mathis on ballads, plus his use of an overlong piece of special material—a tribute to the late Oscar Hammerstein, and the fact that he rarely sang (on opening night at least) the songs that he made hits on records. The special material could easily be replaced by vocal stunts on "Tell Her for Me" and "I Can't Help It If I'm Still in Love With You."

Sharing the headline spot with Adam Wade is Martin Denny's combo, making its return visit to New York. The Denny group comes over solidly as a night club act, as well, in fact, as it does on records. The ear-catching sounds the group makes with its assorted percussion instruments, which range from bells to bird calls, is wonderful to hear and fascinating to watch. Denny's combo came thru with its biggest record hit, "Quiet Village," as well as swinging versions of "Laura," "Dites Moi," "Frankie and Johnny," "Happy Talk" and "The Trolley Song." Group returns to Hawaii for a six-month stand after this engagement, but it could play any smart supper room in the States.

Tyree Glenn and his combo, now featuring Tommy Flanagan on piano and Jo Jones on drums, provided listenable intermission music, and played brightly for dancing. Glenn's combo is a fixture at the Roundtable, but the group continues to play some very attractive pop-jazz type sets.

Bob Rolontz.

### 'Cannonball' Sales Boom

NEW YORK — Julian (Cannonball) Adderley, well-known jazz tenor sax man, has bridged the gap into the pop world, according to spokesmen for Riverside Records.

The Riverside people say that Adderley's latest album, "The Cannonball Adderley Quintet in San Francisco," is nearing the 100,000 sales mark. Meanwhile, a new "Cannonball" set, recorded at the Lighthouse, Hermosa Beach, Calif., a few weeks back, has an advance of more than 50,000 orders, say the spokesmen.

Adderley's recently issued single, "This Here," which has already reportedly hit 75,000 in sales, got a solid boost two weeks ago, when the Adderley combo appeared on the Debbie Reynolds TV spectacular. The group played the number as part of an extended dance seg.

### L. A. Distribs In Strategy Huddle

HOLLYWOOD — Los Angeles Record Distributor Association met last week to map strategy in combating the purchase of transhipped product by Sammy Ricklin's California Music. As exclusively reported by The Billboard (November 7), Ricklin openly admitted he was buying some releases from eastern sources rather than from local distribbers because he can get them at a lower cost.

Various approaches to solving the problem were discussed and tabled for future consideration at a later get-together. Meeting was short in duration since it was held on election night and a number of those present were anxious to mull the problem without conflict from their interest in the election returns.



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# "TAMMY GRIMES HAS MY VOTE AS THE SENSATION OF THE SEASON. SHE IS A GENIUS! I'LL JUST HAVE TO GO BACK AND SEE HER AGAIN."

—WALTER KERR, HERALD TRIBUNE

\*Available on November 21

... And watch for our announcement next week of **8** (count 'em) **8** great single records by



stars from this sensational new **MEREDITH WILLSON** score

**"TAMMY GRIMES AS MOLLY IS AN ADORABLE TOMBOY.** Her tilted nose is as impudent as the lines she speaks. Her brash voice, in speech and song, is vibrant. There is a new score by the talented music man, Meredith Willson, who has written some ingratiating songs. 'Are You Sure?' is like a sea spiritual which Tammy Grimes and the company line out with fervor. 'Dolce Far Niente' and 'My Own Brass Bed' are sweetly sentimental, and 'Beautiful People of Denver' has bounce. Harve Presnell has a cultivated voice."  
—HOWARD TAUBMAN, TIMES

**"FAR AND FAR AWAY THE BEST MUSICAL TO HIT BROADWAY SINCE 'MY FAIR LADY!'** 'The Unsinkable Molly Brown' is gay, tender, nostalgic and funny. Fresh, vivid and bubbly, with an undercurrent of inventive American humor. 'The Unsinkable Molly Brown' is clearly here to stay."  
—JOHN DAY, CBS TV

**"A WARMING, BEGUILING MOLLY BROWN COMES ALIVE WITH A WHOOP AND A HOLLER.** It is a resounding hit that will be around for a long, long time. Order your tickets today."  
—BENNETT CERF, WNET

**"BEING A BUOYANT SPRITE, TAMMY GRIMES IS UNSINKABLE.** Meredith Willson is in his happiest mood when the miners in the Leadville saloon sing 'Belly Up To The Bar, Boys'. There is an excellent song for Harve Presnell, 'If I Knew', and a beguiling one, 'Dolce Far Niente'."  
—JOHN CHAPMAN, DAILY NEWS

**"THE PLAY IS AS AMERICAN AS OKLAHOMA!** with the best trappings that Broadway can provide, especially the music by Meredith Willson. The evening was a triumph for gamine Tammy Grimes."  
—LEON PEARSON, NBC, RADIO

**"TAMMY GRIMES IS A GREAT BIG HIT IN 'THE UNSINKABLE MOLLY BROWN.'"**  
—EARL WILSON, POST

**"'THE UNSINKABLE MOLLY BROWN' IS A SMASH HIT. TAMMY GRIMES IS A WHIZ.** Move over, Broadway, because 'The Unsinkable Molly Brown' will be needing plenty of extra room to accommodate all the patrons who will try to crowd into the Winter Garden."  
—ETHEL COLBY, JOURNAL OF COMMERCE

**"MEREDITH WILLSON'S SCORE IS ONE OF THE BRIGHTEST FEATURES OF MOLLY BROWN. TAMMY GRIMES IS AN EXPERT COMEDIENNE AND MAKES MOLLY SYMPATHETIC, COURAGEOUS AND AMUSING.** It hasn't been necessary to tell anyone since 'The Music Man' that Meredith Willson writes songs which are delightful in their frank and unpretentious tunefulness. The score for 'Unsinkable Molly Brown' is one of its brightest features; others being its colorful production, delightful dances staged by Peter Gennaro and the performances of Tammy Grimes and Harve Presnell, who has a brilliant singing voice."  
—RICHARD WATTS, JR., POST



**"TIME FOR REJOICING. A MAGNIFICENT VEHICLE FOR TAMMY GRIMES.** I happen to be a staunch supporter of the Meredith Willson school of American musical comedy. Willson's music for 'The Unsinkable Molly Brown' is delightful. I would defy you to leave the theatre without strains of 'I Ain't Down Yet' humming in your bonnet. With Dore Schary's sensitive direction, 'The Unsinkable Molly Brown' is told with such warmth and style and good taste, so magnificently mounted and skillfully performed that there can be no doubt about its acceptance."  
—JOHN McCLAIN, JOURNAL-AMERICAN

**"MISS GRIMES, I WISH YOU A LONG AND HAPPY FRIENDSHIP.** She mesmerized me completely at the Winter Garden last night. Librettist Richard Morris has honed-out some fine corn fed dialogue for the nouveau riche lass who can't make it with Denver's best people. All concerned with the production have been exceedingly wise in retaining Harve Presnell to sing the principal love songs. It's a pleasure, Mr. Presnell. Unmistakably, fun."  
—WALTER KERR, HERALD TRIBUNE

**"A NEW STAR IS BORN.** Tammy Grimes has bounce, gaiety and life, and she is triumphant in 'The Unsinkable Molly Brown.'"  
—WARD MOREHOUSE, NEWHOUSE NEWSPAPERS and NANA

**TAMMY GRIMES IS IMMENSELY DYNAMIC.** First nighters got an opportunity to see the widely heralded 'The Unsinkable Molly Brown' last night and judging by their lusty laughter and robust applause, they found it to their liking. They also loved the antics of Tammy Grimes. Dore Schary has staged the show with the speed of grubstakers rushing to the scene of a big strike. It's all glittering and bouncy."  
—ROBERT COLEMAN, MIRROR

**"BROADWAY'S NEWEST MUSICAL IS ALSO BROADWAY'S NEWEST HIT.** Brilliant songs by Meredith Willson. Tammy Grimes is irresistible. Harve Presnell has truly a magnificent voice."  
—JACK WALTERS, CBS RADIO

**"A HARDY AND HEARTWARMING SLICE OF AMERICANA!"**  
—JACK GAVER, UNITED PRESS INTERNATIONAL

**"'THE UNSINKABLE MOLLY BROWN' MERITS THE TOP OF YOUR LIST OF SHOWS TO SEE. TAMMY GRIMES IS VIVACIOUS, PERT AND DYNAMIC.** Buoyant, peppy, turn-of-phrase, of show of genial humor, originality and unsurpassable verve. Meredith Willson's score and his jaunty, lifting score and his jaunty lyrics, and more combine into a zestful bit of Americana."  
—THOMAS BATH, WASHINGTON WEAR DAILY

**"TAMMY GRIMES IS ADORABLE. 'THE UNSINKABLE MOLLY BROWN' IS UNFORGETTABLE** at start, most of the score. Meredith Willson wrote its tuneful music and lyrics, and Tammy Grimes gave it enormous zest."  
—FRANK ASTON, WORLD-TELEGRAM & SUN

THE THEATRE GUILD and DORE SCHARY present  
*A New Musical Comedy*  
**"THE UNSINKABLE MOLLY BROWN"**  
Music by **MEREDITH WILLSON**  
Book by **RICHARD MORRIS**  
Lyrics by **DORE SCHARY**  
Starring **TAMMY GRIMES**  
and **HARVE PRESNELL**  
CAMERON PRUD'HOME, MOHLY DALMES, EDITH WEISSER, MITCHELL CRICHS, JACK HAROLD, JOSEPH SIROLA, PATRICIA KELLY, CHRISTOPHER BENNETT  
Choreography by PETER GENNARO  
Sets designed by OLIVER SMITH  
Costumes designed by HELEN WELKE  
Lighting by PEGGY CLARK  
Orchestrations by DOCK WALKER  
Musical Arrangements & Musical Direction by HERBERT GREENE  
Ballad Music Arranged by BOB BERENSON  
Associate Producer, WALTER KELLY  
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The great songs from THE UNSINKABLE MOLLY BROWN, the smash hit new Meredith Willson musical, will be heard on radio and television beginning November 21.  
On November 21, the original Broadway cast CAPITOL RECORDS album will be available, and all your favorite radio and television programs will be presenting tunes from this new hit.

# "SMASH HIT! SHOULD BE AROUND FOR MANY A MOON."

—JOHN McCLAIN, JOURNAL-AMERICAN





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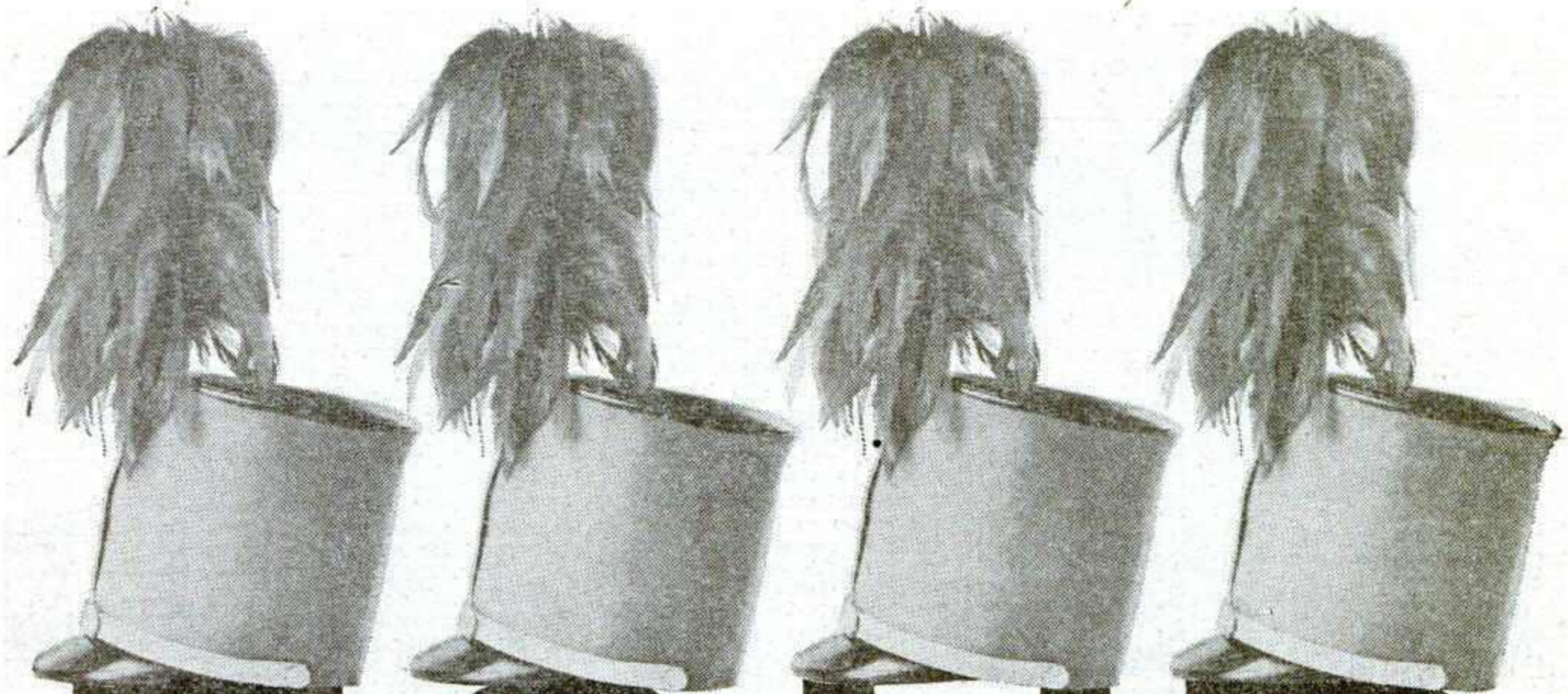
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## HOT 100 ADDS 14

NEW YORK — The Hot 100 chart added 14 new sides this week. They are:

35. **Are You Lonesome Tonight** (Bourne - Cromwell, ASCAP) — Elvis Presley, RCA Victor
50. **Wonderland By Night** (Roosevelt, BMI) — Bert Kaempfert, Decca
54. **Fools Rush In** (Bregman, Vocco & Conn, ASCAP) — Brook Benton, Mercury
65. **I Gotta Know** (Alamo, ASCAP) — Elvis Presley, RCA Victor
71. **Exodus** (Chappell, ASCAP) — Ferrante & Teicher, United Artists
88. **Wonderland By Night** (Roosevelt, BMI) — Louis Prima, Dot
89. **I Missed Me** (Tree-Champion, BMI) — Jim Reeves, RCA Victor
90. **Push Push** (Mellin, BMI) — Austin Taylor, Laurie
91. **The Bells** (Armo, BMI) — James Brown, King
94. **Last of the Big Time Spenders** (Maske, BMI) — Cornbread & the Biscuits, Maske
95. **Gee** (Kahl, BMI) — Jan & Dean, Dore
96. **Bumble Bee** (Progressive, BMI) — LaVern Baker, Atlantic
97. **Sweet Dreams** (Acuff-Rose, BMI) — Don Gibson, RCA Victor
99. **Send Me the Pillow (That You Dream On)** (Four Star, BMI) — The Browns, RCA Victor

## Dot Ships New Singles To Dealers

• Continued from page 1

The Dot prexy feels one of the reasons singles sales generally declined for some labels during the past several years is due to the natural tendency of distrib salesmen to push LP's since this bigger ticket product helps them rack up fatter dollar volume orders. He's convinced that if the same salesmanship were to be put behind singles, this facet of the business would be in a much healthier state than it is today.

In shipping singles directly to a full 13,000 dealers, Wood is counting on an impressive torrent of re-orders to prove his point. He feels this will remind all concerned — dealers, as well as distrib salesmen — that singles are a highly lucrative source of revenue. Wood purposely shipped the singles to all dealers without checking to see whether some have dropped singles from their inventory. This was done in the hope that some of the dealers in sampling the sales appeal of the disks may be moved to return to a singles policy.

Dot by-passed its distrib in making this mass shipment for several reasons: (1) Since it was going to so many outlets, it would be considerably cheaper and easier to handle shipping from the factory; (2) all dealers could be covered faster, and product would blanket all the outlets almost at the same time; (3) move would carry greater impact on dealers as well as the label's own distrib.

Result of this one-shot effort will determine whether the label will follow this same procedure with future releases it intends to launch into his orbit. Miss Reynolds' "Cherry Blossom" is a new Dot release and one in which the label is particularly confident in its hit potential. "Rat Race" was issued several months ago, but Dot feels it failed to get the proper exposure at the dealer level to prove its full sales prowess. The Debbie Reynolds Paramount Picture in which Butera and the Witnesses perform is still in national release and can help stimulate sales interest in the record.

## WABC Format

• Continued from page 4

sumer and trade promotion and advertising. The jocks will be invited to make recommendations on new releases, but final decision on which new disks are played will rest with a management panel.

Neal and Joseph are working on 50 special features which will be integrated thruout WABC's programming day. "You can't be original with music," opines Joseph, "but you can with everything else — sound - techniques, promotion, news, etc." In line with this, custom-made jingles are currently in the works and plans for extended local news coverage.

Tentative schedule for new jocks calls for Greer to follow ABC's morning network show "The Breakfast Club" (currently slotted from 9 to 10 a.m.), with Smith and Carney in afternoon slots, and Muni in the 9 p.m. to midnight time period. Muni (who left WMCA a few weeks ago but hasn't officially signed a pact with WABC as yet) has a sizable teen following locally, indicating that the station may intend to go after this audience in its nighttime seg.

Mike Joseph's previous programming revamp jobs include consultant stints with WPRO, Providence; WKBW, Buffalo; WISH, Indianapolis; WTAC, Flint, Mich.; and WXYZ, ABC's Detroit outlet. Neal, who brought Joseph in to work with him on a consultant basis at WABC, was with WXYZ before he moved to WABC this year.

## FILM 'THEME' SINGLES BUILD ON POP CHARTS

• Continued from page 1

ton's "North to Alaska," No. 12; "Ballad of the Alamo," by Marty Robbins, No. 55; "Theme From the Sundowners," Billy Vaughn, No. 59; "Ballad of the Alamo," Bud and Travis, No. 64; "Theme From The Dark at the Top of the Stairs," Ernie Freeman, No. 70; "Green Leaves of Summer," Brothers Four, No. 82; "Theme From the Sundowners," Felix Slatkin, No. 93; "To Each His Own," (a revival of an old Olivia de Havilland movie theme) by the Platters; "Ruby" (another revival of an old film theme—a Jennifer Jones picture) by Ray Charles, No. 8 on the "Bubbling" chart.

## News Review

• Continued from page 8

All this will have an advantageous effect on sales.

Probably the most immediately commercial of the group would be the all-percussion set by Terry Snyder, a name well-known on the stereo charts. "Guitars, Woodwinds and Bongos," with Al Caiola's outstanding arrangements also figures as a seller as does Don Costa's "Echoing Voices and Trombones," an imaginative use of non-lyric vocal sound with brass. Both sets are listenable for ordinary purposes and at the same time, full of sparkling brilliance for the audio perfectionist.

Another interesting and offbeat selection is that featuring Ferrante and Teicher and their gimmicked pianos, made to sound here like a large ensemble. The complete grouping follows:

"Mister Percussion," Terry Snyder, WWS 8500; "Echoing Voices and Trombones," Don Costa, WWS 8501; "Blazing Latin Brass," Nick Perito, WWS 8502; "Guitars, Woodwinds and Bongos," Al Caiola, WWS 8503; and "Dynamic Twin Pianos," Ferrante and Teicher, WWS 8504.

Ren Grevatt.

## College Trade

• Continued from page 8

presso in the back room. The shop owner also sports a beard."

Little special effort is made by manufacturers to promote in the college market, too, according to Marshall. "Few, if any, records are sent to student radio stations, magazines, or newspapers." Then, too, he feels that student representatives among the student body to tout new releases and spread good will could do huge amounts of good for majors and an organization of indie manufacturers. "Cigarette companies already do this sort of thing."

To effectively sell records on the college level Marshall believes that these steps must be taken: a standard discounting and specials procedure; sufficient stock should be kept on hand (\$10,000 to \$30,000 inventory); promotion thru all student level outlets; undergraduate reps; attractive displays and store decor, and for independent disk manufacturers, an intercollegiate promotional network that would keep students informed and interested in new merchandise.

CINCINNATI—Scott McLean, general sales manager of WLW Radio in the Crosley Broadcasting Corporation New York offices, was elected president and director of the Quality Radio Group, Inc., at the group's annual stockholders' meeting in Chicago November 1.

## Capitol Offers 100% Swap On Singles

• Continued from page 1

extended the same exchange privileges per number of their disk dealer accounts. New plan will not affect one-stops (they have been operating under a full exchange plan all along) and rack jobbers.

Terms of the new Cap singles policy call for dealers to return merchandise in salable condition, plus the fact that each request for exchange must be accompanied by an order equal in dollar value to the one being returned. In addition to the full exchange benefit, dealers will continue to receive a 10 per cent exchange privilege on their complete purchases, including singles. Thus, if a dealer has sold out all his singles, he will receive the usual 5 per cent cash allowance in lieu of returns.

To be eligible for the exchange privilege, purchases can be made from the date the singles are issued until the 25th of the third month following the release date with exchange of merchandise allowed any time until the 25th of the fourth month after release date. In some cases, depending upon the disk and market reaction, Capitol will extend the period during which a single can be exchanged to the seventh month after date of release. Dealers will be notified whenever such extensions are made.

Capitol is currently fashioning a new exchange procedure, aimed at simplifying and speeding up the process. This will be disclosed upon its completion within a week or so.

## Loans & Rentals

• Continued from page 8

there are concert courses in the schools, and many music clubs and other organizations of special appeal. Tickets are placed on sale for the Pittsburgh Symphony concerts given locally as well as other prominent musical ensembles that come to town.

In co-operation with other merchants, prizes are offered for local events such as bridge tournaments and fishing rodeos for the youngsters and the store participates in seasonal sales such as take place at the low buying peak in the summer.

A record club has also been set up with membership cards distributed offering a free record with every 10 purchased.

"As a result of this activity, we find that organs and stereos are our most popular items," commented Vandergrift. "But these sales have been due largely to our well-rounded program in which rentals play a very important part."

## Laurie Prunes

• Continued from page 4

ducers. In line with this, he noted that there are so many masters available today that in most cases it is no longer necessary to make advances, thereby cutting down further on a label's production costs. However, Laurie will still make advances in cases where a master is already happening—current example being the U. S. Bonds' "New Orleans" (No. 11 on the "Hot 100" this week) on Legend, which is distributed by Laurie.

When it comes to Laurie's own artist roster, tho, Schwartz will build carefully on a long-range basis—concentrating on only one artist in a category — one young male vocalist, one group, one funky male singer, etc.

Another limiting factor facing a label today, said Schwartz, is the lack of good material, which makes it even more important label to keep its artist roster down to a minimum.

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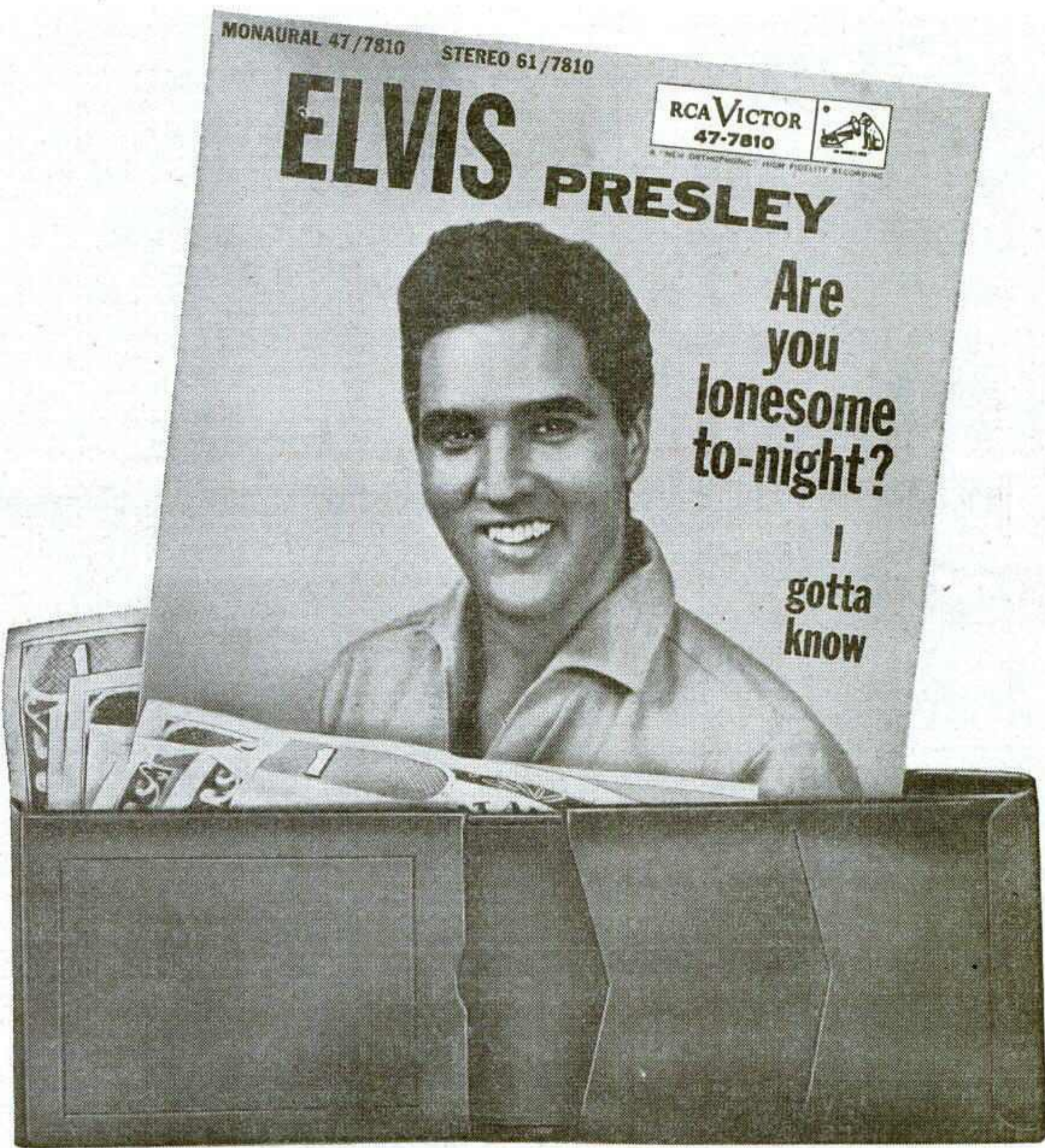
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RADIO CORPORATION OF AMERICA



# Music, Broadcast Probers

Continued from page 2

over the first distribution under terms of the decree are expected to be loud enough to reach the ears of the Roosevelt Small Business Subcommittee, which probed into ASCAP distribution in 1958.

If the Supreme Court hearing on the right of dissenters to have party-in-interest standing in consent negotiations goes against the ASCAP petitioners Fred Fox, Pleasant Music, et al., they could again take their case to the Hill. (Case has not yet been calendared by the high court, which means hearings could not take place before December.) Roosevelt has been a consistent fighter for having all interested parties heard during antitrust consent negotiations and court hearings.

Familiar figures in the House will be on hand to continue the juke box performance royalty sparring, with Rep. Emanuel Celler (D., N. Y.) fighting for songwriter royalty, as chairman of the House

Judiciary Committee. Re-elected Rep. Edwin E. Willis (D., La.), chairman of the Copyrights Subcommittee under the Judiciary, is traditionally hostile to imposing a juke box performance royalty, and balky about having to hold hearings on the issue. Celler may resume his pressure to have an impartial panel collect and administer juke performance royalty, but juke operators and manufacturers will undoubtedly stand pat on their 50-year-old exemption from performance royalty in the 1909 Copyright Law.

In the Senate, missing from juke box proceedings in the 87th will be Sen. Joseph C. O'Mahoney (D., Wyo.) a fighter for songwriter royalty on juke play. O'Mahoney has retired. Senator Wiley (R., Wis.), past and prospective ranking Republican of the Senate Copyrights Subcommittee which O'Mahoney headed in the 86th Congress, will be on hand to take his tradi-

# PRESLEY DISK HOT IN BRITAIN

LONDON — Presley's "It's Now or Never" is the fastest selling single ever in Britain. Disk sold 780,000 by noon Friday (4) by Decca, Victor licensee. It was only issued October 28 and is considered sure to hit a million sales. Lines formed at some dealers last Saturday (5). Previous fastest, Belafonte's "Mary's Boy Child," did a million at same period in 1957 but took longer.

The British disk business is at a high level, and Presley's success is making everyone happy, particularly Decca.

tional stand against juke box royalty.

The performing arts set will be happy to see Sen. Hubert Humphrey (D., Minn.), among the re-elected senators, the Minnesotan being a staunch patron of the arts. Re-election of Sen. Paul H. Douglas (D., Ill.) will be regarded as a mixed blessing for the entertainment world, since Douglas is sponsor of legislation to end business deduction for entertainment such as musicals, night clubs, et al. However, Douglas also favors an improved tax spread for creative and performing artists, to allow carryover of income to the lean years. Douglas was a member of the Senate Finance and the Bank and Currency Committees, during the 86th Congress, and will very likely have a similar spot in the 87th.

Rep. Frank Thompson (D., N. J.), another friend of the performing arts, will be back to push for faster action in getting the National Cultural Center fund raising and construction out of the drawing board stage.

# 'Camelot' Tokens

Continued from page 3

the show looks set for a hot run, and if the reviews are favorable, it could run for years. Columbia execs look on the album as a possible million seller and certainly as a potent follow-up to Lerner & Loewe's still solid selling "My Fair Lady" set.

"Camelot" may also come into New York as one of the most costly shows in the history of the theater. Originally figured at \$425,000, it is reported that it will come in at a much higher figure. Columbia Records and CBS financed the venture, as they did with "My Fair Lady," which has now — in the U. S. alone — passed the two million mark in LP sales.

Columbia, of course, with the original cast album is putting some of its top single stars out with tunes from the show. Johnny Mathis has a single out this week with a tune from the show. A Tony Bennett disk is due soon, and a record with the Hi Lo's is also being cut. Columbia is also cutting an album with Percy Faith, and another with Andre Previn. Other labels are also getting in the "Camelot" songs act. Bobby Shad's Time label has brought out an instrumental disk of two tunes from the score and is issuing this week an album with Hugo Montenegro of songs from the show.

# Windorf Sues Mellin

NEW YORK — Charging that her tune "Gypsy Serenade" was pirated, cleffer Irene M. Windorf filed suit in New York Federal Court against Robert Mellin, and Robert Mellin Music, Inc., and Abner Spector, and Twilight Music, Inc. The action seeks an injunction and damages sustained from the publishing and licensing of a tune called "In Your Arms," published by Mellin and "In My Dreams," published by Twilight. In addition, the suit seeks an accounting of all

# Buffalo Distrib

Continued from page 3

Fasan's Stewart Levy, who has been in the record business since 1918, said he felt there was "no room left in the industry for an independent distributor." His criticism of the industry included: (1) Growing competition from one-stops; (2) growing of record clubs; (3) growth of rack-jobbing competition; (4) transshipping; (5) counterfeiting.

# Rack Jobbing

He pointed out that their own rack - jobbing operation, which started out as a sideline, has grown to where it comprises a major portion of their record business.

"We've had a wonderful relationship with record manufacturers," Levy pointed out. "They're great people, we've never had any trouble, and someday, if the industry does change, we might go back in."

He pointed out that now, however, it was just not economically profitable for them to keep distributing records with business conditions the way they were.

Levy pointed out that one-stops, of which there are an estimated 11 or 12 in the city, have changed their sales policy to where they are in direct competition with distributors — selling to retail dealers.

He added that transshipping likewise has been a major headache, and that counterfeiting, tho somewhat declined, was still a problem.

# Columbia-Philips

Continued from page 3

to buy the Dot label. Discussions started back in October with an exec of the U. S. Philips office, and has reached the level of Philips execs in Amsterdam and prexy Barney Balaban of Paramount Pictures. Whether this specific deal will come thru is not known at this time.

Philips not only wants an American label in order to feed singles and LP's to its European operation, but also distribute its European-made product here, product now being released on the Epic label—and occasionally Columbia. Philips will want exposure for its product here, and it is understood the firm is anxious to expose the Philips name in the U. S. market as well.

# British News

Continued from page 6

released Dan Terry's "Teen Age Dance Party," "Theme Songs of Great Bands," "A Frankie Carle Piano Boquet" and three show albums. . . . The main Philips label also has "The Alamo" sound track LP scheduled. Film opened here October 28.

**CHARTS:** The teaming of Peter Sellers and Sophia Loren by Parlophone's George Martin for a single paid off with a first-week chart entry at No. 13. . . . Other newcomers include Duane Eddy's "Kommotion" at No. 20 (London) and "Today's Teardrops" at No. 27, giving Roy Orbison (London) his third chart slotting this week.

moneys derived from the alleged infringement.

The complaint charges that the defendants undertook to change name of the plaintiff's tune, by making variations so as to conceal that the tune was composed by plaintiffs.

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*Freddy Marshall*

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## Local Demo Tapes Up Recorder Sales

By ROBERT SCOTT

There is no better way to sell a tape recorder than to demonstrate it. For this reason, most recorder manufacturers include a pre-recorded tape which explains to the would-be purchaser the features of a specific machine, and demonstrates them in terms of recorded music. To demonstrate the value of music pre-recorded on tape, many manufacturers also produce tapes which serve to demonstrate the extent and quality of a pre-recorded tape library as well as showing off the reproductive capabilities of a recorder. Often, however, a dealer may find that a special demonstration tape, made by himself, is valuable in terms of promotion, gaining a customer's attention and illustrating what an amateur can do with a tape recorder.

### Also Sells Accessories

Fred Kantor, president of Ferro-dynamics Corporation, suggests that dealer-produced tapes, properly recorded, can be used to great advantage not only in selling recorders but also in selling raw tapes and accessories by promoting the home recording concept.

In planning such a tape, it's a good idea to include several subjects for use for customers who have varied interests. In addition, the tape should be able to demonstrate the performance of every machine on the dealer's sales floor as the customer plans to use it, whether he plans to record only music, business conferences, radio or television programs or material previously recorded on disks. While including all these things, the tape should have a definite local flavor—the one thing that cannot be achieved in demo tapes supplied by manufacturers.

In making his own demonstration tape, a dealer should use his own voice, mentioning the name of his store. The rest of the tape should be sounds which are familiar to his customers—the local high school band, a distinctive local disk jockey, a local sports event, sounds of traffic or church bells characteristic of the community.

Besides gaining more customer attention by use of familiar sounds, a dealer-produced tape makes it possible to use more demonstration gimmicks in selling a machine. The use of contrast during demonstration, for example, is often effective. A dealer, projecting his live voice thru a microphone and loudspeaker, can ask his customer to compare it with a recording of his voice and to guess which is which to illustrate the quality of tape reproduction. The same can be done by comparing a disk recording on an elaborate hi-fi set and a tape recording of the disk as played on that phonograph. Another advantage of dealer-produced demonstrators is that they can be used with almost every machine in stock, permitting the customer to compare different brands or different models of recorders. Specific recorders also provide excellent opportunity for unusual demonstration tapes. For instance, some four-track machines will record one track at a time, permitting a single voice to become a duet, one musician to use two different instruments in playing a composition, or a local radio personality to interview himself in stereo.

The effects a dealer can achieve with his own demonstration tape are practically unlimited. However, Kantor warns, a badly produced

tape will harm sales more than a well-done tape can help them. Before he attempts to produce his own demo tape, a dealer must be certain that he will obtain the most perfect reproduction possible from his machine. It follows then that he must first know his equipment—what it can do, what its limitations are. He must then know the basic principles of recording, special techniques for taping off the air or from a disk, and how to use amateur equipment to make a good stereo recording.

### Making the Demo

Here are some of things which go to make up a good local demo tape:

**Off-the-air stereo tapes.** To show your customer that he can make his own stereo tapes virtually free using broadcast stereo material, you'll have to demonstrate. Most communities are within range of some form of stereocasting—AM-FM, FM-FM or AM-TV. Having found the program, connect your recorder to the left and right program signals, and tape. It's a good idea to include the call letters of the station and the introduction to the program to prove that the tape is homemade. Feature a short musical selection—five minutes or less; or a short, familiar selection from a longer piece.

**Stereo tapes from records.** If you use a classical selection to demonstrate taping off the air, it might be a good idea to select a short popular item for this demonstration. Following the instructions supplied with your stereo recorder, tape one band of the record—not exceeding five minutes. Keep the record on hand, to compare with the taped copy.

**Taping live music.** A marching band or a choir can be a sensation in a good stereo recording. Chances are you can get permission to record bits of the high school band or a local church choir for your demo tape; the members will be eager to hear themselves, especially in stereo. You don't need a studio for these recordings, either. A high school gymnasium should be adequate for an amateur band recording; and the church will be perfect for the choir. If you want to record the band actually marching, it can be done by connecting an AC-DC converter to your automobile battery and plugging the recorder into that.

**Recording local sounds.** Whether

## Westclox in Clock Radio Sales Field

CHICAGO — Westclox, a division of General Time, Inc., has entered the clock radio field with a pocket-sized battery-powered transistor model, selling for \$49.95. The unit is currently being marketed in Pittsburgh and thruout Ohio.

Westclox plans to go national in 1961 with a full line of clock radios. The Ohio and Pittsburgh move was a crash program calculated to cash in on what is expected to be a lucrative Christmas market.

Westclox spokesmen say the product is still in the introductory stage, but that Westclox is in the clock-radio market to stay. Additional models will be introduced as they become available.

Westclox is going all out in promotion and sales effort on the new line. BBD & O is handling advertising and promotion. The clock radio unit has a high-style theme with a somewhat unique introduction of "his" and "hers" models. The unit also contains a leather carrying case, ear phones and pocket batteries. A variety of colors is available.

Currently Westclox is setting up distribution thruout the Chicago market. Additional marketing plans are limited to date solely by production capacity of the firm.

the most characteristic sounds in your community are the church bells on Sunday morning, a traffic jam during rush hour, or the tootling of the 5:17, you can bet that an easily recognizable recording of it will attract attention. Here, too, is where you get a chance to demonstrate stereo's abilities. Try for spatial or moving effects, but try to keep to easily identifiable sounds. Best recordings must be made on location, and will necessitate using your car battery and a converter.

**Tape for business use.** Here you or a member of your store staff can dictate some standard business letters to show how the tape recorder can be used in business. A more elaborate arrangement would involve use of several members of the store staff in a mock business conference.

**Take in education.** None of the demo tapes now on the market stress the value of tape as an educational medium. A local high school or college will be glad to let you tape a portion of a class. Language classes usually are the most satisfactory for this purpose, because students try to imitate sounds made by the instructor.

(Continued on page 20)

## AUDIO NEWS BRIEFS

A new post has been created in the Voice of Music Corporation's headquarters staff. It is Sales Assistant, and Robert Shene is the man appointed to handle the job. Post is meant to put one man in charge of the co-ordination of factory and field operations. . . . New Vice-President and Manager of Sales for National Radio Company is Sydney W. Natkin. . . . The Shure Brothers, component manufacturers, have announced that construction on a new 38,000 square foot addition to their Evanston, Ill., plant has begun. Target date for completion is July 1, 1961.

The American Stock Exchange in Chicago has announced that the listing of stock for the Trav-Ler Radio Corporation began as of Thursday (10). The company will also continue to be listed on the

Midwest Exchange. . . . Robert L. Shaw has been named as executive vice-president in charge of sales, merchandising, and advertising for the Du Mont Emerson Corporation. . . . Dr. Ralph B. Ruth has been appointed senior scientist for the Hoffman Electronic's Science Center in Santa Barbara, Calif.

As a result of the expansion move of the Blonder-Tongue Laboratories, three newly created field sales manager jobs have been filled. In the Midwest, Joseph Biggs fills the job; in the East and West Coast, Paul Pusecker and Jack Wellington hold down the new posts. . . . Introduction by the Westclox people of their new clock-radio line has prompted that firm to name Donald F. Clemens to fill the post of clock-radio product manager.

## NEW AUDIO PRODUCTS

### Display Prevents Pilferage

The "Caro - Sell" display unit devised by the Zenith Corporation not only showcases the firm's line of colorful Royal 50 shirt-pocket transistor radios, but claims to be pilfer - proof. It is designed as a permanent display, mounts five radios side by side and turns at the touch of a finger on its swivel base. The sets are bracketed and locked on with special screws. The radios can be removed when a padlock is unlocked. Besides the lock and keys a metal chain some 18 inches long is available to secure the entire unit.

The display itself is only eight and one-half inches at its widest point, and some



16 inches high. Zenith says that the "Caro-Sell" is economically priced.

### American-Made 7 Transistor Radio

Pierpont Industries of Brooklyn, N. Y., has marketed a new seven-transistor Model 702, which the company claims will play for three times the number of hours previously considered possible on nine-volt batteries. Its \$29.95 list price is meant to put in competition with Japanese imports. A life-time guarantee, in which the manufacturer will restore the radio to operating condition at any time for a minimum handling fee, is also in-



cluded. The set comes in luggage tan Texon which is weather resistant.

### 7 Transistor Radio Phono

The Model TRP 761 is a seven transistor four-speed radio-phonograph introduced by the Harlie Transistor Products Company of Jaszice records, 45, 33 1/2, 78 and 16 r.p.m., has a flip-over dual-sapphire cartridge and separate bass and treble controls. The unit operates on four standard "D" flashlight batteries and sells for \$59.95. A switch is provided which cuts the radio in on the speaker system when wanted.

The same corporation is also marketing a transistor phono that operates on the same power plant and has

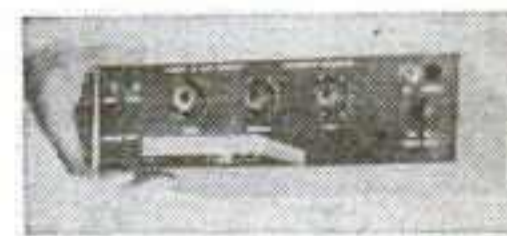


three speeds. The suggested list price of the unit is \$39.95.

### Bookshelf Tape Playback

The Amplifier Corporation of America, N. Y., a division of Keystone Camera Company, has debuted a new compact bookshelf magnetic tape recorder and playback unit meant to play cartridge tape. It is called the Magnematic.

Unit comes in two types, the Bookshelf (shown here) and the Broadcaster, in rack panel form for professional use. The Bookshelf is only three and one-quarter inches high, 10 inches deep, and 11 1/2 inches wide. Models of both units are available in either mono or stereo form and are built to play at three



and three-quarters, one and seven-eighths, seven and one-half and 15 inches per second speeds. Depending on the speed used, recording times range from 30 minutes to eight hours.

Three types of instruments are available: for background music, recording only and record-playback. The prices of standard models range from \$199 to \$389.

### New Catalog in Town

The Harvey Radio Company has just issued its 1961 catalog which is a 344-page book carrying the title "Electric Components for the Space Age."

The book includes descriptions and prices on industrial as well as professional audio products. This is the 11th such book in the Harvey series and it has been prepared by Electronic Publishing Company, Inc. Copies are available at Harvey Headquarters, 43d Street, New York.

(Continued on page 20)



*While others report spotty business...*

# WEBCOR IS

# UP

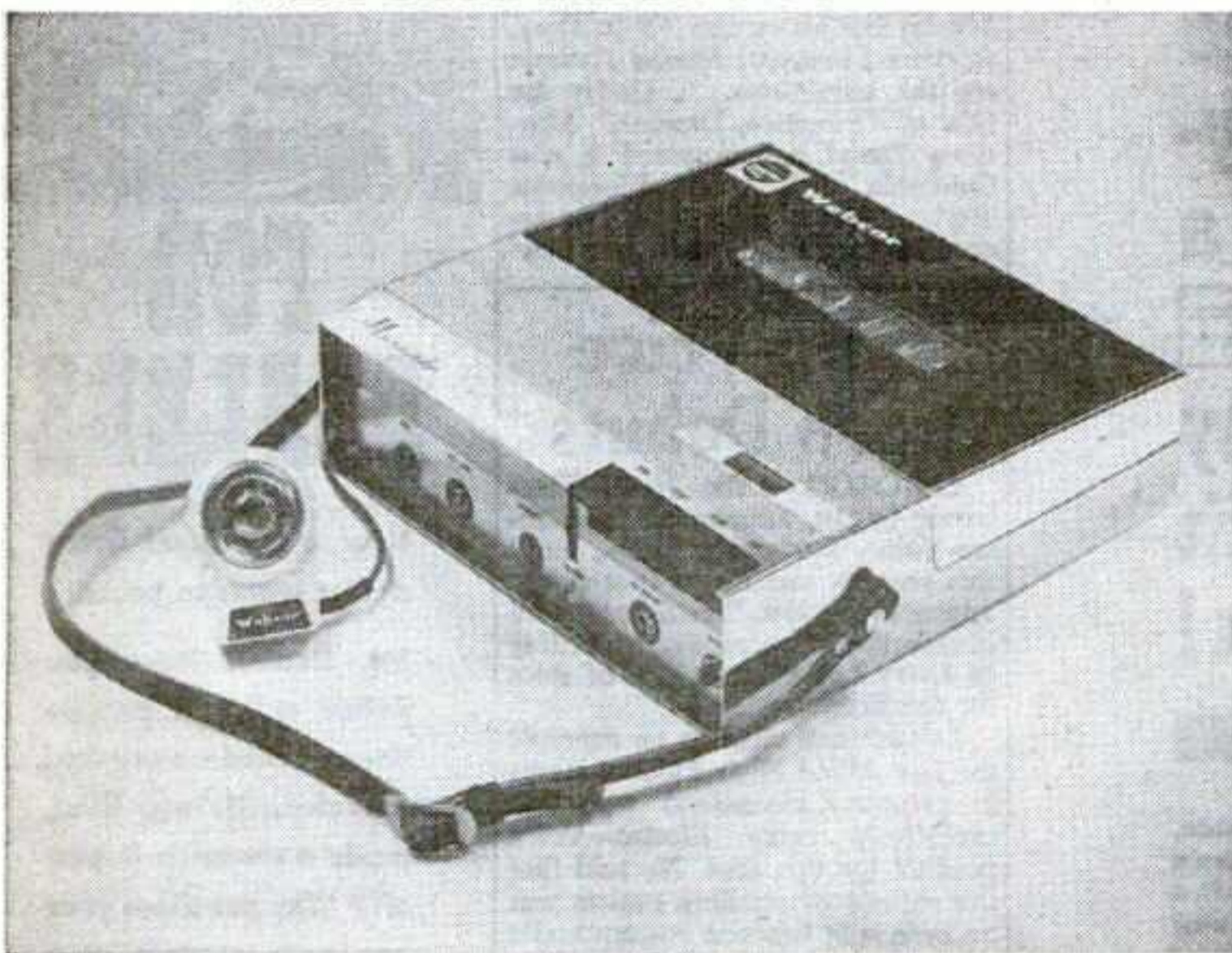
# 37%

**over last year, since introduction of  
our new tape model line and promotion!**

"What's all this talk about spotty business?", asks H. R. "Bud" Letzter, Vice President of Webcor Sales Company.

"Since the introduction of our '61 line in June, our tape recorder sales are up 37% over last year at this time. What's more, we're geared for our biggest Christmas drive in history...and I'm not just spinning my reels."

## WEBCOR MICROCORDER



"Just look at how our new Microcorder has taken over in the transistor tape recorder field. We introduced it less than a month ago, and advance orders have been so tremendous that we've had to put it on allotment through the end of the year."

"So, don't let anybody tell you that the market isn't there. The consumer just wants to be reassured that tape is for him. And that's exactly what our advertising and special promotions are accomplishing. A spot check of Webcor's sales gains throughout the country tells the story."

### EAST

B. H. Spinney Co., Hamden, Conn. **UP 55.6%**... Gould-Farmer Co., Inc., Syracuse, N.Y. **UP 63%**... Fort Orange Radio Dist. Co., Albany, N.Y. **UP 42%**... All-State Distributors, New York, N.Y., Newark, N.J. **UP 20%**... Radio Electric Service Co., Philadelphia, Pa. **UP 18%**... Joseph M. Zamoiski Co., Baltimore, Md. **UP 20%**... Olympic of Pittsburgh, Pa. **UP 31%**

### SOUTH

East Coast Radio & TV Co., Miami, Fla. **UP 40%**... Freck Radio & Supply Co., Asheville, N. C. **UP 35%**... F & F Enterprises, Charlotte, N. C. **UP 35%**... Selectronic Supply Co., Birmingham, Ala. **UP 60%**... Hopkins Equipment Co., Atlanta, Ga. **UP 25%**

### CENTRAL

Webcor Sales Co., Chicago, Ill. **UP 56.7%**... Crook Brothers Co., Springfield, Ill. **UP 50%**... Fridley Brothers, Inc., St. Louis, Mo. **UP 48%**... G. W. Ryan Dist. Co., Inc., Kansas City, Mo. **UP 44%**... TCR Distributors, Davenport, Iowa **UP 50%**... Mid-America Appliance Corp., Omaha, Neb. **UP 79%**... Stephen Distributing Co., Minneapolis, Minn. **UP 121%**

### WEST

Graybar Electric Co., Los Angeles, Calif. **UP 38%**... Kaemper & Barrett, San Francisco, Calif. **UP 34%**... Momsen-Dunnegan-Ryan, El Paso, Tex. **UP 70%**... E. E. Pritchett, Salt Lake City, Utah **UP 60%**...

**Your Webcor Distributor now has the complete Christmas merchandising program on all Webcor fonografs, tape recorders and radios. Call him today.**



# MAGNAVOX TO DEBUT DEALER DEMONSTRATOR

FORT WAYNE, Ind. — Killing five birds with the proverbial one stone, the Magnavox Company has announced the development of a stereo demonstrator unit for its dealers. The unit has been designed to allow the dealer to automatically demonstrate five different Magnavox machines one after the other.

The DU-12, as the unit has been labeled, incorporates one of Magnavox's Imperial record changers with equipment for attachment to five different Magnavox stereo console units. The changer, which has a three-gram pickup and single

post control, is outfitted with a five-position switch, volume control and long lead lines which can be attached to the five instruments.

One particular advantage of the new innovation is that a salesman can demonstrate five individual machines for a customer, while both stand a proper listening distance from the machine. A proper listening perspective is in that way achieved. The unit is also equipped with a four position reverberation-type sound conditioning amplifier.

A special deal has been worked out, too, by the Magnavox firm, in that, altho the unit cost \$70 to the dealer, he can charge half of this amount off to co-operative advertising accounts.

The special unit is attractive in that it has tapered brass legs which remove easily (for table-top or shelf operation), and it is enclosed in a natural wood cabinet. The unit itself is 27 3/4 inches wide, 14 1/2 inches high and 14 1/2 inches deep.

# Pentron Exec Re-Alignment

CHICAGO — A change in the upper echelon of the the Pentron Electronics Company has moved Theodore Rossman to the position of chairman of the board, and Irving Rossman to president. Previously Theodore Rossman has been president and Irving Rossman executive vice-president.

The company, which is a well-known maker of tape recorder products and other electronic and appliance consumer goods, has also enacted a change in its distribution set up. The company is moving into a two-step procedure on its consumer lines. The firm has announced that Motorola-Baltimore, Inc., will distribute in metropolitan area of Baltimore and the Krich-New Jersey Corporation in the northern N. J. area. Arthur E. Selnick is exclusive representative in Philadelphia, Baltimore, Harrisburg, Washington and Richmond. In addition the company has opened a factory branch sales and merchandising outlet in Boston to cover the New England States.

# NEW AUDIO PRODUCTS

Continued from page 18

## Compact Booth Disk Demo Unit

Taking only two and one-half feet of counter space, the Binaphone, a stereo disk demo unit, is being offered to dealers by the Sargeant-Rayment Company of California.

The disk demo outfit consists of stereo amplifier, stereo headphones, and manual turntable. The Binaphone unit allows the dealer to demonstrate the stereo disks to customers without the interference of other street and store noises. The controls of the unit allow the listener to adjust sound and speed to his particular preference. Installation of the unit is also being considered for libraries that have stereo record listening rooms. It is available to dealers for \$62.

## New Mono-Stereo Record-Playback Set

The Majestic International Sales Company, a division of Wilcox Gay of Chicago, is introducing a new record playback unit for stereo and mono that is being marketed under the Grundig-Majestic name. The Model TK-64, which is made in Europe, comes in 7 1/2 and 3 3/4 speeds and has two self-contained speakers. It lists for \$549.95.

**BEST SELLING!  
LOWEST PRICES  
HIGHEST QUALITY  
BIGGER PROFITS**



**GENUINE  
DIAMOND  
NEEDLES**

**TRANSCRIBER CO., INC.**  
WRITE DEPT. C, ATTLEBORO, MASS.,  
FOR ORDERING INFORMATION

## Demo Tapes Up Recorder Biz

Continued from page 18

Dealers with imagination can think of many more items to include on such a tape to aid them in specific situations. There are a number of ways of promoting sales thru locally made tapes. If your store advertises on radio, work the tape into your commercials. Mention it in your newspaper ads. Invite readers to come in to hear it. If local ordinances allow it, play it thru a loudspeaker mounted at the front of your store. If the tape is good enough, try for publicity in the local newspaper by sending the editor or a prominent columnist a copy.

Preparation of such a tape requires planning, good equipment, some technical ability and virtually no money. The time involved in making the actual recordings can be less than eight hours (altho it may stretch over several weeks); but the tape must be planned carefully not only for content but also for arrangement and presentation. When you're finished, you'll have a sales tool tied to the specific needs of your store and your community — and an item which is guaranteed to attract attention.

## ITALIAN Newsnotes

Continued from page 6

Three potential hits, "Money, Money, Money," "He Kissed Me," and "Wake Up Love," seem to be emerging out of the musical comedy-hit, "A Tangerine for Teo" which has lyrics by Garinei and Giovannini and music by Kramer. . . . Juliette Greco's return to singing will include a tour of Italy to be followed by trips to Israel, Switzerland and Germany. . . . Giorgio Gaber's rock number, "Bambolina," provides the music used in Brigitte Bardot's new film, "The Truth," in which she will be seen dancing to the music of the Italian singer-composer. . . . Bandleader Gianni Ferrio has chosen "Magic Moments" as the title of his new disk in which he presents his outstanding musicians as soloists.

est recording is "Clown." . . . A new TV program scheduled for 12 transmissions will be "Moderato Swing" on Thursday evenings with a variety of musical ideas to cover the entire jazz field beginning with the "Cha-Cha-Cha," "Naples of Yesterday," "Naples of Today," and so forth. . . . One of those signed for the series is American singer Helen Merrill.

Pino Massara, author of "Boiling Ice" and "I Sing Ammore," two recent hits, has married Bruna Cappato. . . . The first Italian record of the Madison, entitled "We Learn the Madison," has been cut by the Roman New Orleans Jazz Band with the vocal by Maria Monti. Graz, lots!

The new film "Vacation in Argentina" will feature Paula singing "Folletto Capriccioso" and Domenico Modugno offering a Spanish number, "Ojala!" . . . Capacity crowds are greeting a one-night stand attraction which is touring the entire peninsula with Marino Marini and his combo. Little Tony, Adriana Lima and Marisa Rampin are the attractions. . . . Under the title of "Florence Dreams," Marcisco Parigi has prepared a new Columbia disk about Florentine life. . . . Victor Somma is now recording for Hollywood. His new-



# EXTRA FOR DEALERS

How to get them? Every dealer wants to know.

Mr. Dealer: Have you pulled a smart promotion, worked an original merchandising idea, made a clever tie-in pay off? Why not share your brainstorm with your fellow-dealers across the country through the columns of the record dealer's trade paper, The Billboard.

Just send details to Lee Zhitto, The Billboard, 1520 North Gower St., Hollywood 28, Calif. We'll do the rest.

## Electro-Voice Organ Debuts

CHICAGO — The Hi-Fi Electronic Organ, announced by Electro-Voice, Buchanan, Mich., early this year, is making its first dealer appearance thru "restricted retail distribution," currently, according to Larry LeKashman, v.p. of sales for the firm.

LeKashman cited as an example the five Allied High Fidelity stores in greater Chicagoland who will exclusively carry Electro-Voice product for this area. He said that the pattern of retailing outlets was an even split between custom audio stores and general music stores.

A meeting of manufacturers' reps and regional E-V sales personnel was held two weeks ago to kick off the nationwide debut. LeKashman pointed out that in bringing the E-V electronic organ to custom audio show floors he felt an important diversification was added to this type of hi-fi outlet, while he felt that the addition of the E-V organ to general music stores would definitely interest the music dealer in electronics to a point where eventually he might be interested in E-V's extensive line of components.

# ANNOUNCEMENT!

**FA-4** frequency adjusted ...the unique

**Formulation for increased dynamic range recording ... is a Soundcraft exclusive. FA-4** frequency adjusted **cannot be incorporated in any tapes other than those with the Soundcraft Trademark!**

Since the introduction of the new Soundcraft Hi-Fi Tapes with FA-4 frequency adjusted formulation, thousands of recordists have indicated their preference for this new magnetic medium. Their reasons are plain to hear in every reel! More of the dynamic range of music is captured on the sensitive FA-4 oxide formulation—resulting in recordings that sparkle with new true-to-life dimension. Dealer after dealer reports that Soundcraft Hi-Fi Tapes with FA-4 are producing the sales activity they've been looking for. Don't lose out... be sure you are stocking today's fastest-moving, best-performing magnetic recording tapes—Soundcraft Hi-Fi Tapes! They cost no more than other premium quality tapes! Call your Soundcraft distributor today!



There's a Soundcraft Tape for every recording need. Write for literature.

**REEVES SOUND CRAFT CORP.** Great Pasture Rd., Danbury, Conn. Chicago: 28 E. Jackson Blvd. Los Angeles: 342 N. LaBrea Toronto: 700 Weston Rd.





ANOTHER HIT  
FOR SURE FROM

TERESA  
BREWER



WHEN DO YOU  
LOVE ME

WITH CHORUS  
AND ORCHESTRA  
DIRECTED BY  
**DICK JACOBS**  
9-62236

(By the writers of "ANymore"—Roy Drusky-Vic McAlpin)





# VOX JOX

By JUNE BUNDY

**WIL'S LITTER CAMPAIGN:** Station WIL, St. Louis, staged a post-election promotion last week. The outlet offered to purchase all political posters for a penny each, thereby "eliminating the usual post-election litter," and enabling the boy and girl scouts and other local groups to earn funds for their activities. The posters received by WIL on Saturday (12) and prompt payment made at that time. Only complete posters were accepted—no sections or torn pieces.

**GIMMIX:** A goose a day will be given away by WINS, New York, from now until the day after Thanksgiving. Contestants must write letters on the subject "Why My Goose Is Cooked." . . . Don Lincoln and John Frost, KRIZ, Phoenix, Ariz., had a "public whipped cream battle" in a fast-draw contest. Frost, the loser, had to pull Lincoln thru Central Phoenix in a little red wagon. . . . Joe Niagara, KBIG, Los Angeles, is holding "a world's worst tie" contest. Listeners are asked to send in eye-sore cravats they've received as gifts.

**WESTINGHOUSE'S STEWART:** Dick Stewart, emcee of "Dance Party" Westinghouse Broadcasting's San Francisco TV outlet, KPIX, will be featured in a story-layout in the January issue of Look magazine, which will be dedicated to U. S. teen-agers. Stewart's program, which is seen in San Francisco at the same time as Dick Clark's ABC-TV network show, "American Bandstand," now tops the Clark telecast in local ratings. The TV jock stresses the importance of teen-agers being good citizens. He salutes top scholastic students, as well as athletic heroes on the air, and emphasizes academic achievement by showing newsreel films of outstanding students from all over the U. S.

One of Stewart's most effective public service campaigns was a drive to encourage safe teen-age driving. Each teen-ager who applies for a driver's permit (along with regular instruction material) is issued a booklet tagged "A Safe Driving Message From Dick Stewart." Stewart also carries out the "good citizen" motif in his program by having local civic officials as guests, in addition to top disk names. Recent guests included San Francisco Mayor George Christopher and Robert McCarthy, head of the California Department of Motor Vehicles. In his spare time, Stewart writes songs, sings and has his own band, a 15-piece outfit which plays local dances.

**THIS 'N' THAT:** George Gregg, KSO, Des Moines, cashed in on the national election furor last week by running for re-election as "The Morning Mayor of Des Moines" on "the Entertainment Ticket." All of KSO's deejays—Barry Smith, Dick Vance, Bob Baker, Hal Moore, Ed Roberts, and Dick Youngs—rallied behind Gregg and "re-election" posters were placed at all 89 voting places in the Greater Des Moines area. Conway Twitty was the star of a giant rally for Gregg, which was held in connection with the KSO "Teen Hop," and campaign posters and buttons were distributed all over town. . . . F. P. Wessinger, WBSD, Olivet, Mich., reports that his Olivet College station is sorely in need of obtaining free records "because of our limited funds."

**CHANGE OF THEME:** Asher Roy Freezer, record-librarian-production assistant for the last two years at WNTA, Newark, N. J., has left that post. . . . William E. Clark, formerly program director at WLEU, Erie, Pa., is new promotion director of WEEP, Pittsburgh. . . . Janet Byers' move to KFWB, Hollywood, as advertising manager for Crowell-Collier Broadcasting and KFWB, was duly reported here last month, but we failed to note that Miss Byers formerly served as advertising-sales promotion manager for KYW, the Westinghouse station in Cleveland. During her almost five-year tenure with KYW, Miss Byers received national and local notice for her first place awards in the Cleveland Art Directors competition for direct mail and billboard advertising and The Billboard award for audience promotion.

Changes at WACE, Springfield, Mass., are as follows: Dean Scott has been appointed music director and will continue as emcee of "Afternoon Bandstand" and "Teensville"; Ken Gaugran, WACE deejay, has been appointed public relations director of that outlet, and will also maintain his regular "Mid-Morning Bandstand" program; Loren (Larry) C. Smith has joined WACE as new director. Smith, formerly with WTSB, Brattleboro, Vt., has resigned as prexy of the UP International Broadcasters Association of Vermont. . . . New deejay at KOCY, Oklahoma City (which recently changed from a "Top 40" format to "modern adult" programming) include Wirt Cain, formerly with KWTU, Oklahoma City; Derf O'Day, formerly Derf Demaurier at KPLC, Lake Charles, La.; Scott Frazier, formerly Ron Sunshine at WCB, Levittown, Pa. Cain is also new program director for the outlet. . . . "Bubbling Buck" Emory, ex-deejay program director of KFRB, Fairbanks, Alaska, has moved to Juneau, Alaska, where he has taken over as station manager of KJNO.

Norman Wain, who left his post as program director at WDOK, Cleveland, two years ago to enter the advertising business, has returned to WDOK and his old p.d. chores. . . . Barney Vinson, who used the name of Larry Monroe on the air at one time, is now using his real name and is on the air over KURV, Edinburg, Tex., from 6 to 11 a.m. across the board. . . . Jerry Gordon, ex-WBUD, Trenton, N. J., has moved into the 7 p.m. to midnight time slot on KXOA, Sacramento. . . . (Fat) Pat Patterson, formerly with KSTT, Davenport, Ia., is new program director at WAMS, Wilmington, Del., and will also emcee a 3-6 p.m. record show. Also new at WAMS are news director Jay Gilbert, ex-EOC, Davenport, Ia.; deejay Dick Dobbyn, ex-KXYZ, Houston, Jim Reilly, ex-WKEN, Dover, Del.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### 'Talk Too Much' Jumps for Joe Jones

Joe Jones hails from New Orleans where for many years he has worked in various local clubs. His solid and hard driving rhythm and blues delivery has made him a popular performer thruout the South.

Success did not come overnight to Jones, but his current disk on the Roulette label, "You Talk Too Much," is now a chart topper on the "Hot 100."

Because Jones' vocal styling is unique, he long ago began to write his own song material. Most of his recordings have been of his own composition, including "You Talk Too Much." He is currently working down in New Orleans, but will be in New York shortly to record his new single as well as his debut LP for Roulette. The album, "You Talk Too Much," is scheduled for January release.



### 'Thousand Stars' Smash For Kathy Young

Kathy Young, one of the newest successful young recording artists, was born October 21, 1945, in Santa Ana, Calif.

The only previous experience 15-year-old Miss Young had was performing in high school shows and informally at dances and parties.

One day Miss Young asked Wink Martindale, at one of his TV Dance Parties, where she could make a record. He suggested Indigo Records. She applied for an audition. They liked her and signed her and the result is this smash record rocketing up the "Hot 100," "A Thousand Stars."

Versatile Miss Young also is a songwriter, arranger and plays the guitar. Currently she is making personal appearances in the California area. Her hobby: surfing.

## YESTERYEAR'S TOPS—

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

### NOVEMBER 18, 1950

1. Harbor Lights
2. All My Love
3. Nevertheless
4. Goodnight, Irene
5. Thinking of You
6. Bushel and a Peck
7. Mona Lisa
8. La Vie en Rose
9. An Orange Colored Sky
10. Can Anyone Explain

### NOVEMBER 19, 1955

1. Autumn Leaves
2. Love Is a Many-Splendored
3. Moments to Remember
4. Yellow Rose of Texas
5. Shifting, Whispering Sands
6. Sixteen Tons
7. He
8. Only You
9. Suddenly There's a Valley
10. I Hear You Knockin'

# MUSIC AS WRITTEN

## New York

Mildred Howard, known as Junior Howard thruout the industry and former exec at Carlton Records, married Ed Halloran in Hollywood two weeks ago. Halloran is an automobile dealer. . . . Adam Wade opens at Sciolla's in Philadelphia December 12 after he finishes his Roundtable engagement in New York. . . . Gene Pitney's first record as a vocalist will be issued this week on the Musicor label, the Aaron Schroeder firm. . . . The Martin Denny group will put in a six-month stint at Don the Beachcomber in Honolulu starting in December. . . . Roscow and His Little Green Men have been signed by Irv Jerome's Pontiac label. . . . Frank Allen, Michael Orofino and Richard Orofino have formed a record label, Chelsea. First artists are Emmy Oro, Vito Columbo and James Basotino. Last named is the lead singer in the off-Broadway production of "The Shoemaker and the Peddler." . . . Arnold Gurwitch, attorney for Leeds Music, has become a partner in the law firm of Rosen, Seton & Sarbin.

Colpix Records has signed Billy Sills, Bob Marshall, Alan Bregman, Jill Talmadge and Hal Waters. . . . Sid Pastner, general manager of Strand Records, has signed Stallman and Jacobs as nonexclusive producers of their own artists for release on Strand. Pastner has also signed Jeannie Thomas and the Jay Brothers. . . . Alex Towt is the new account executive for Columbia Records Transcription department. . . . Gene Krupa and his trio open at the Embers in Fort Wayne, Ind., November 21. . . . Cannonball Adderly and his combo leave November 16 for a three-week European trek. . . . Novelist Harold Flender, who also wrote the screen play for "Paris Blues," has been signed by United Artists as a performer on a new spoken word LP. . . . Johnny Mathis' new review will play a one-nighter at the Mosque in Newark on November 16.

Bobby Marchan is off on a Midwest tour to promote his waxing of "Booty Green" on the Fire label. . . . Jerome H. Adler has been named New York counsel to the American Federation of Musicians. . . . Fred Ross is the new sales manager of Rae-Cox Records. . . . The Marquee and Copa labels of Houston have signed a flock of new talent. New pacts include Bob Mitchell, Frank Wilson, Carl Metoyer, Don Wilkerson, Mildred Jones and Jim Martin. Bernie Scherer is the newly appointed manager of the standards catalog department of Sammy Kaye's World, Isham Jones and Republic Music. Frank Abramson is general manager of these firms and Bigs Bower is manager of the popular music department. . . . Miles Davis and combo open at New York's Village Vanguard November 15, along with the Bill Evans Trio. . . . Melvin Stack, comptroller for Cosnat Distributors, died October 30. . . . Phil Gernhard and John McCollough of Columbia, S. C., producers of the big Maurice Williams hit "Stay," were in New York last week to finish Williams' new album due for release on the Herald label.

Herb Wolff Jr., head of Artistas Panamenos, S. A., of Panama, is in New York seeking pressing franchises for his new record firm in Central America. Wolff is the former pilot who used to run a disk firm out of Miami. . . . Irving Fields and Jerry Tobias have started a new label, E-Z Learn Records, here in New York. Diskery's first set to be issued is called "E-Z Learn Piano Lessons." Bob Rolontz

## Cincinnati

Making a lot of noise hereabouts with his weekly four-hour Saturday afternoon jazz-platter, chatter and variety show via WNOP here is Dale Stevens, The Post & Times-Star columnist, now in his 15th month on the station after working a similar stint for six months on WZIP here. Stevens airs his seg from the Kasbah of the Terrace Hilton Hotel and carries with him as regulars on the show comics Al Schenk and Jack Clements and a live jazz group, the Frank Vincent Trio. In addition, Stevens features as guest each week a top artist working the area. His ace Saturday (12) was Lenny Bruce, current at the Racquet Club, Dayton, O. . . . Hal G. Neely, general manager of King Records, currently one of the hottest labels in the nation, predicts big things for its newest album release, "Big Ben Banjos," cut in England recently by Morey Parham. . . . Rumor has it that NBC is angling for the 2,500-seat Taft Theater to house some of its network TV shows on a periodic basis.

Resignation of Howard Eicher as vice-president and general manager of Station WSAI here and the appointment of C. L. (Chick) Doty to replace him was announced Tuesday (8) by William B. Caskey, president of WSAI, Inc. Doty will continue to handle national and regional sales for the station. Almost simultaneous with the announcement, Eicher, Peter Kohl, WSAI controller, and Mitzie Hardman, station continuity director, won a continuance on a deposition hearing set in connection with a suit brought by Jack Reynolds, former WSAI deejay, who seeks \$2,600 allegedly due on a salary contract that expired last month. Hearing comes up November 21. . . . Don E. Hardin, Mid-Central Regional promotion manager of TV Guide, has been named advertising-merchandising manager of WKRC-TV here.

Johnny Mathis, Andre Tahon and the Hermes Pan Dancers head up a unit which Noga Productions, Inc., is bringing to Cincinnati Gardens for a one-nighter Saturday (19). . . . Saul Striks, formerly of Somethin' Smith and the Redheads, and comedian Clarence Loos, long a territorial fave, mulling plans to team up for nitery dates. . . . Racquet Club, Dayton, O., has ideas of bringing in Beverly Aadland. The club bosses hopped to Pittsburgh last week to give her the o.o. . . . Fraternity's Jack Larson comes to town November 27 for a week of bookings before hopping into Nashville with Fraternity prexy Harry Carlson for a session at the Owen Bradley Studio. . . . Gordon and Sheila MacRae, current at Beverly Hills, Southgate, Ky., Tuesday (8) did a guest shot on Ruth Lyons' "50-50 Club" over WLW-TV and the Crosley Broadcasting four-city TV network. Bill Sachs

(Continued on page 24)



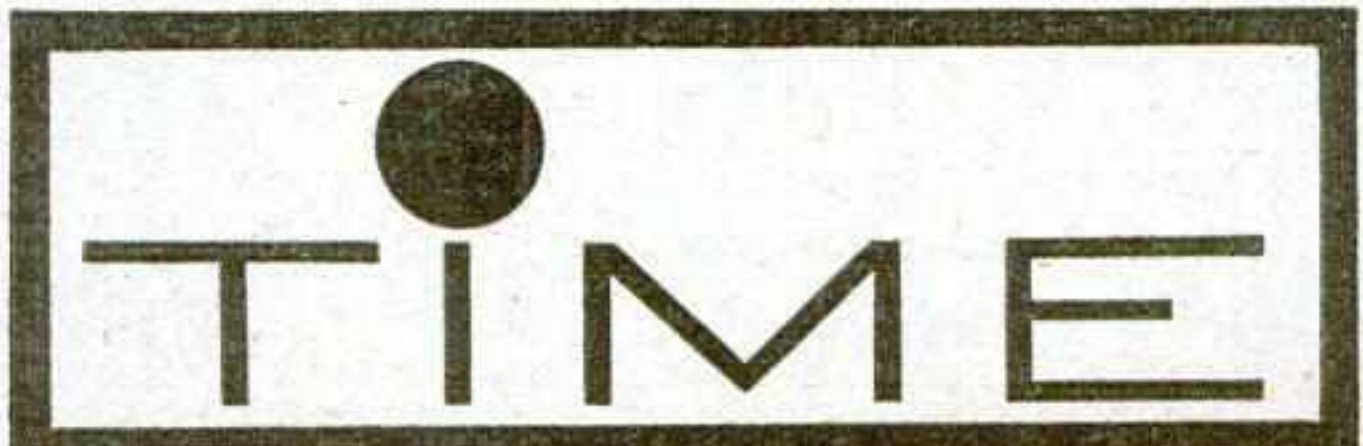
# THE ORIGINAL SCORE OF LERNER & LOEWE'S LATEST MUSICAL



## ■ SINCE MY FAIR LADY

people everywhere have been waiting impatiently to hear Lerner & Loewe's latest Broadway musical...

**HERE IT IS!** Rich and magnificent selections; brilliantly scored and conducted by Hugo Montenegro—with a full 44-piece orchestra, capturing the mood and pageantry of CAMELOT with tremendous tonal color. S/2022, Mono, 52022



■ **SERIES 2000** FOR THOSE WHO DARE

**TIME RECORDS INC.** 2 West 45 Street, N.Y.



# 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.

**ROY ACUFF** has a pair of potential winners in his newest for Hickory Records, Mountain Guitar, a showmanly talk-sing on a cute country novelty. Flip is "I'll No Longer You Cared," a heartfelt ballad penned by Don Gibson. One of the top country and western singers in America, Roy and his Smokey Mountain Boys are currently entertaining our troops overseas on their USO tour of American bases in Europe. The tour will carry them thru the middle of December.

**TONY BENNETT:** Columbia Records consider Tony Bennett's newest release, Somebody, his biggest ballad since his million seller, Because Of You. Billboard calls it a Special Merit Spotlight worthy of Pop Disk Jockey Programming. Tune is from the forthcoming Jerry Lewis Production, Cinderella.

**BROOK BENTON,** who first scored with It's Just A Matter Of Time, turns to two standards on his new Mercury release, Someday You Want Me To Want You b-w Fools Rush In. Brook sings both tunes with the same deep feeling and vocal quality that has made him a major entry on the music scene.

**BIRTHDAYS OF THE WEEK:** Nov. 14, Cathy Carr, Johnny Desmond, Morton Downey, Nov. 16, W. C. Handy (deceased), Nov. 18, Dorothy Collins, Johnny Mercer, Nov. 19, Tommy Dorsey (deceased), Nov. 20, June Christy.

**RAY CHARLES'** moving rendition of Georgia On My Mind hit the top (No. 1) of Billboard's Hot 100 Chart this week. The blind singer-composer-musician is getting action on his new one from ABC-Paramount Records, Hard Hearted Hanna b-w Ruby, as well as the Atlantic Records release, Come Rain Or Come Shine b-w Tell Me You'll Wait For Me. Top side is a fine, soulful chanting job with fiddles and chorus. Flip is another good ballad. Billboard Spotlights both sides.

**BOBBY DARIN,** getting spins with Artificial Flowers, sings a collection of Christmas songs on the newly released Ateo album, The 25th Day Of December. Bobby has been named "Personality Of The Year" by the Variety Club of America. Presently in Italy filming "Come September," he will be back in the U.S.A. in time to appear at the Latin Casino, Merchantsville, N. J., for two weeks beginning December 7.

**BUDDY GRECO,** Epic Records' singing star, follows his hit album, My Buddy, with a new one titled Song For Swinging Losers. A polished night club performer, Buddy is a product of Philadelphia, producer of so many of today's top recording talent.

The **INNOCENTS,** three young men from Sun Valley, Calif., have accomplished a very difficult task. They scored with their first record, Honest I Do, and have a solid follow-up, Gee Whiz. The trio consists of 19-year-old Jim West (lead), Al Candalera, 19 (bass), and Darron, 17, (tenor). The boys got together about two years ago at a party where Jim asked Darron and Al, who had been singing as a duo, if he could join them. A chance visit to a recording studio led to their signing with Indigo Records. The boys can also be heard on the Kathy Young tune, A Thousand Stars, climbing the Hot 100.

**SAMMY KAYE,** leader of one of America's top sweet bands, offers a collection of Christmas tunes in his "swing and sway" style on the Decca album, Christmas Day With Sammy Kaye—it's an easy-listening collection that makes good holiday programming. In addition to being a much-honored musician, Mr. Kaye is an Admiral in the Nebraska Navy, a Kentucky Colonel, honorary Sheriff of Honolulu and an honorary Texas

Ranger. In 1948, 1950 and 1955 he was named one of the country's 10 best-dressed men by the Custom Tailors' Guild of America.

**KINGSTON TRIO,** Dave Guard, Bob Shane and Nick Reynolds, whose Capitol album, Sold Out, has been on Billboard's Top LP Chart for the past 30 weeks, and their newest LP, String Along is in the number two position on the same chart, open at the Birmingham Sym., Aud. Nov. 15; Atlanta, Ga., Nov. 16; Memorial Aud., Greenville, S. C., Nov. 17; Charlotte Col., Charlotte, N. C., Nov. 17; University of Virginia, Nov. 19; and Carnegie Hall in New York, Nov. 23.

**BUDDY KNOX:** In a page ad in last week's Billboard, Liberty Records welcomed Buddy Knox to their roster of stars. Initial release on that label is Lovey Dovey b-w I Got You, Buddy, you may recall, hit the million seller mark with his Roulette recording of Party Doll.

**HENRY MANCINI,** talented musician-composer-conductor already riding a wave of acclaim as a result of his Mr. Lucky and Peter Gunn music, is back again with an album of the background music (which he composed) for the motion picture High Time, which stars Bing Crosby, Fabian, Tuesday Weld and Nicole Maurey. In addition to the title song, High Time, the album contains eleven other fresh and witty melodies. The RCA Victor recording artist lives in Northridge, Calif. with his wife, Virginia, and three children.

**JOHNNY NASH** contributes his usual expressive style on Somebody, tune from the new Jerry Lewis pic Cinderella. Flip is an attractive side titled Kisses. Houston-born, Johnny's latest ABC-Paramount album is Let's Get Lost.

**DELLA REESE** comes thru with a solid rendition of a great collection of tunes on her new RCA Victor album, Della Della Cha Cha Cha. Here's a swinging new album that shows the singer off to the best possible advantage. She is currently performing at the Flamingo Hotel in Las Vegas until Dec. 21.

**DEBBIE REYNOLDS:** Vivacious film and record star Debbie Reynolds has a hot coupling on her newest for Dot,

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

Satisfied, a wild rocker cover tune now out by the Cashmores, b-w It Looks Like Rain In Cherry Blossom Lane, a soft, pretty ballad. Her past click disks include Aba Daba Honey-moon and Tammy, the big disk of 1957.

**MARTY ROBBINS** continues to climb Billboard's Hot 100 Chart with the Ballad Of The Alamo, from the movie The Alamo. A top C&W artist, Marty's Columbia album, Gunfighter Ballads & Trail Songs, came in first in Billboard's recent deejay poll of Favorite C&W Albums.

**KATHY YOUNG** is a new name on the record scene getting fast action via her Indigo release, A Thousand Stars, a Star Performer on Billboard's Hot 100 this week. Kathy is a 15-year-old who calls Long Beach, Calif., home. She also is a songwriter, arranger and plays guitar.

#### PROMOTION DAYS — WEEKS:

Nov. 14 begins Youth Appreciation Week. Nov. 15 begins "Holidays Are Pickle Days" thru Dec. 31. Nov. 16 is Statehood Day in Oklahoma. Nov. 18 begins National Farm-City Week. Nov. 19 is Discovery Day in Puerto Rico—commemorates landing by Columbus on this day in 1493. Nov. 19 is also Equal Opportunity Day—anniversary of Lincoln's Gettysburg Address. Nov. 20 is the Anniversary of the Revolution in Mexico, it's the beginning of Know Your America Week, National Cage Bird Week, National Latin-America Week and National Indigestion Week.

See you in a week.

Tom Rollo

## THIS WEEK'S NEW Money Records

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

#### SINGLES

**A TEEN-AGE PRAYER**—Johnny Power .....Triodex  
**ARE YOU LONESOME TONIGHT**—Elvis Presley ....RCA Victor  
**GLORIA'S THEME**—Adam Wade .....Coed  
**JUST YOUNG**—Four Lads .....Kapp  
**SAILOR (YOUR HOME IS IN THE SEA)**—Lolita .....Kapp  
**WHEN DO YOU LOVE ME**—Teresa Brewer .....Coral  
**WONDERLAND BY NIGHT**—Anita Bryant .....Carlton

#### ALBUMS

**BELAFONTE RETURNS TO CARNEGIE HALL**—  
 Harry Belafonte .....RCA Victor  
**CAMELOT**—Original Score .....Time  
**CHRISTMAS POLKA**—Li'l Wally .....Jay Jay  
**LAST DATE**—Lawrence Welk .....Dot  
**THE UNSINKABLE MOLLY BROWN**—Original Score ....Capitol

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

## MUSIC AS WRITTEN

Continued from page 22

### Hollywood

San Francisco's press cool reception to Nat Cole's Broadway-aimed "I'm With You" revue during its tryout run at the Geary Theater has generated intense rewrite and doctoring action. Show is scheduled to play several engagements (St. Paul, Detroit, Cleveland) en route to its New York opening some time after the first of the year. Capitol (it has a \$150,000 invested in the production) plans to issue the original-cast album.

Hammond organist Bill Doggett, who has shown his strength in the singles field, joined Warner Bros. artist roster... Weber Rosenberg signed David Diller and the Chandelles to his Weber label. Diller is being spotlighted as a featured vocalist. Rosenberg formed the label, Tri-Ad... Capitol is issuing an EP to ride in on Ferlin Husky's chart-flying "Wings of a Dove." Three other selections included with "Dove" to round out the EP are "Gone," "Black Sheep" and "My Love for You."

Dooto's Dootsie Williams acquired the masters to "Two Crazy Scientists" b-w "Tell Me Baby," with Lee Collins and the Orbits originally issued on the Supremacy label. Hi-Fi label's Surfers opened at Reno's Riverside Hotel following a run at Los Angeles' Orchid Room... Johnny Mann will cut a series of station break tracks for all the Crowell-Collier stations with the first C-C package going to Hollywood's KFWB... Ray Anthony and his six-piece combo (including his two eye-filling "Bookends"), moved north for a two-week run at San Francisco's Neve (it was formerly Pack's)... Roberta Linn follows her four-week run at Reno's Holiday Hotel with a Coral Records recording session. Era's Larry ("Mr. Custer") Verne will play a series of one-nighters this month in the Midwest and Canada. Era is issuing a new Verne album this month.

Alex North, who recently penned the "Spartacus" score, was signed to write background music for "Sanctuary," Fox film starring Yves Montand and Lee Remick... Silver Slipper label's Bob Schultz assigned James Shigeta to cut an album in Tokyo while filming Metro's "Bridge to the Sun" in which he gets star billing. Label recently issued his first LP "Scene One"... Morris Stoloff will write the score for Josh Logan's film version of "Fanny" for the Warner Studios. Logan last used Stoloff to score "Picnic"... Medallion label is issuing "Theme From Butterfield 8," M-G-M's Elizabeth Taylor-Eddie Fisher film. Lee Zhito

### Nashville

Bonnie (The Browns) Brown has a new daughter... Elvis Presley slipped into town Sunday night (30) for a session of inspirational songs at RCA Victor Studio. Victor's Steve Sholes and vice-prexy Bill Bullock were here for the Presley album session, along with the label's a.&r. exec, Chet Atkins... Archie Campbell is new rep for Southern Music in Nashville with offices located in the West End Building.

Columbia Records' amiable Don Law, who visited his homeland recently, brought his 84-year-old mother back to the States from England for her first visit here. She will visit Nashville soon. Don infoed that he recorded Johnny Cash last week at Bradley Studio and said a recent jazz album, cut for Columbia at Bradley, is expected to stir excitement when released late this month. Session was cut by local guitarist Hank Garland, Gary Burton, New York's Joe Morello and Joe Benjamin.

Everybody in the business was pushing records last week at the country music convention, but nobody pushed them with the vim and vigor displayed by Decca's Clyde Beavers, manager of Jim Denny's WBRO, Waynesboro, Ga. Clyde left Rossville, Ga., Saturday (29) and pushed his new Decca release, "Here I Am, Drunk Again," in a wheelbarrow from Rossville to Nashville. He arrived for the convention Thursday (3), tired but sober despite the misleading title of his release. Clyde, incidentally, is a teetotaler.

Pat Twitty

### Toronto

First member of the broadcasting industry to be chosen to head the Ontario and only Canadian branch of Variety Club is Phil Stone, promotion manager, CHUM, Toronto... First Christmas party of the season was held by Quality Records. Invitation issued by execs Wray Rutledge, Lee Farley, Bill Eddy, and Bill Kearns, with the excuse the introduction of Rhonda Silver, teen-age Canadian singer.

Johnny Mathis is a firm date for a week at the O'Keefe Centre here. Frank Jones of Columbia is lining up promotion to tie in with the December 12 opening... Dick Dameron of Calgary is newest Candian rock 'n' roller with his "Black Maria" for Quality... Cover girl with Bill Butler on his newest Columbia album, "Our Love Affair," his first with strings, is creating talk among trade and consumers. The liner notes refer to her only as "B. J." She's Betty Jane Pike, top model, and wife of said Mr. Butler... Block of tickets was purchased by Columbia Records for distribution among dealers for showing of "My Fair Lady" at O'Keefe Centre. Upsurge in sales of the show music was noted.

Ronny Savoy's disk "And the Heavens Cried," broke loose in Vancouver. CKNW pushed the single and 3,000 were sold... Rockin' Ray Smith has been booked for five weeks at the Edison Hotel. This is a repeat for the Reo Record star.

Some 40 windows are being lined up for the appearance of Harry Belafonte at the O'Keefe Centre by RCA Victor. He opens the 21st... Chicho Vallee, known for his Cuban style music at the Cork Room, Toronto, is cutting an album at RCA Victor Studios in Toronto.

Harry Allen Jr.

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.



**BELAFONTE  
 RETURNS TO  
 CARNEGIE  
 HALL**



...and RCA Victor records him on the spot! All-new program! Electrifying in-person performances by Belafonte, Odetta, The Belafonte Folk Singers, and the Chad Mitchell Trio...with South Africa's Miriam Makeba stepping up the voltage! This new, two-record album will be backed by ads in New Yorker, Playboy, Esquire, Cue, Ebony, Holiday, N.Y. Times Magazine, and Saturday Review... plus extra excitement generated by the Belafonte TV Show on November 20th, ten to eleven pm E.S.T. Stock up... and watch the sparks fly! Living Stereo and Monaural Hi-Fi. (LOC/LSO-6007)

**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA



FOR WEEK ENDING NOVEMBER 13

# The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>BUTTON-DOWN MIND OF BOB NEWHART</b> .....27 Warner Bros. W 1379	
2		2. <b>STRING ALONG</b> .....14 Kingston Trio .....Capitol T 1407	
3		3. <b>NICE AND EASY</b> .....13 Frank Sinatra .....Capitol W 1417	
4		4. <b>G. I. BLUES</b> .....3 Elvis Presley .....RCA Victor LPM 2256	
5		5. <b>JOHNNY'S MOODS</b> .....12 Johnny Mathis .....Columbia CL 1526	
6	10	10. <b>WILD IS LOVE</b> .....3 Nat King Cole .....Capitol WAK 1392	
7		11. <b>REJOICE DEAR HEARTS</b> .....21 Brother Dave Gardner ... RCA Victor LPM 2083	
8	7	7. <b>EDGE OF SHELLEY BERMAN</b> .....17 .....Verve MGV 15013	
9	12	12. <b>ENCORES OF GOLDEN HITS</b> .....36 Platters .....Mercury MG 20472	
10	9	9. <b>GENIUS HITS THE ROAD</b> .....6 Ray Charles .....ABC-Paramount ABC 335	
11	17	17. <b>SAY IT WITH MUSIC</b> .....6 Ray Conniff .....Columbia CL 1490	
12	14	14. <b>BRENDA LEE</b> .....13 .....Decca DL 4039	
13	16	16. <b>DARIN AT THE COPA</b> .....5 Bobby Darin .....Atco 112	
14	13	13. <b>PAUL ANKA SINGS HIS BIG 15</b> .....20 .....ABC-Paramount LP 323	
15	19	19. <b>MACK THE KNIFE—ELLA IN BERLIN</b> .....10 Ella Fitzgerald .....Verve MGV 4041	
16	6	6. <b>BALLADS AND RHYTHMS OF BROADWAY</b> .....5 Johnny Mathis .....Columbia C2L17	
17	27	27. <b>SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II</b> .....3 Assorted Artists .....RCA Victor LM 6088	
18	18	18. <b>RAY CHARLES IN PERSON</b> .....16 .....Atlantic LP 8039	
19	8	8. <b>KICK THY OWN SELF</b> .....12 Brother Dave Gardner ... RCA Victor LPM 2239	
20	15	15. <b>SOLD OUT</b> .....30 Kingston Trio .....Capitol T 1352	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		20. <b>LOOK FOR A STAR</b> .....14 Billy Vaughn .....Dot DLP 3322	
22		24. <b>BEN-HUR</b> .....30 Rome Symphony Orch./Savina .....M-G-M IEI	
23		— <b>SOLID AND RAUNCHY</b> .....1 Bill Black Combo .....Hi Records HL 12003	
24	21	21. <b>MY NAME IS JOSE JIMENEZ</b> .....16 Bill Dana .....Signature SM 1013	
25		— <b>TWIST</b> .....2 Chubby Checker .....Parkway P 7001	
26	29	29. <b>MR. LUCKY</b> .....34 Henry Mancini .....RCA Victor LPM 2198	
27	35	35. <b>SONGS TO REMEMBER</b> .....15 Mantovani .....London LL 3149	
28		— <b>MEMORIES SING ALONG WITH MITCH</b> .....1 Mitch Miller .....Columbia CL 1542	
29	23	23. <b>CAN CAN</b> .....29 Sound Track .....Capitol W 1301	
30	36	36. <b>LAUGHING ROOM</b> .....21 Woody Woodbury .....Stereoditties MW 2	
31		— <b>BUTTON-DOWN MIND STRIKES BACK</b> .....1 Bob Newhart .....Warner Bros. W 1393	
32	40	40. <b>GENIUS OF RAY CHARLES</b> .....35 .....Atlantic LP 1312	
33	22	22. <b>ENCORES—SANTO AND JOHNNY</b> .....8 .....Canadian-American CAL 1002	
34	25	25. <b>DOWN TO EARTH</b> .....9 Jonathan Winters .....Verve MGV 15011	
35		— <b>YOUNG AT HEART</b> .....9 Ray Conniff .....Columbia CL 1489	
36		— <b>MORE ENCORES OF GOLDEN HITS</b> .....1 Platters .....Mercury MG 20591	
37	34	34. <b>WOODY WOODBURY LOOKS AT LOVE AND LIFE</b> .....37 .....Stereoditties MW 1	
38	37	37. <b>THE WONDERFUL WORLD OF JONATHAN WINTERS</b> .....28 .....Verve MGV 15009	
39		— <b>THEME FROM A SUMMER PLACE</b> .....30 Billy Vaughn .....Dot DLP 3276	
40	31	31. <b>KNOCKERS UP</b> .....2 Rusty Warren .....Jubilee JPL 2029	

## ESSENTIAL INVENTORY (MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>THE SOUND OF MUSIC</b> , Original Cast, Columbia KOL 5450... 48	
2		2. <b>INSIDE SHELLEY BERMAN</b> , Verve MGV 15003..... 82	
3		4. <b>JOHNNY'S-GREATEST HITS</b> , Johnny Mathis, Columbia CL 1133.133	
4		3. <b>SOUTH PACIFIC</b> , Sound Track, RCA Victor LOC 1032.....138	
5		5. <b>SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. I</b> , Assorted Artists, RCA Victor LM 6074..... 51	
6		6. <b>HEAVENLY</b> , Johnny Mathis, Columbia CL 1351..... 61	
7		8. <b>FROM THE HUNGRY I</b> , Kingston Trio, Capitol T 1107..... 92	
8		19. <b>SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1160...122	
9		18. <b>MY FAIR LADY</b> , Original Cast, Columbia OL 5090.....241	
10		12. <b>OUTSIDE SHELLEY BERMAN</b> , Verve MGV 15007..... 51	
11		11. <b>MORE SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1243 ..... 96	
12		7. <b>BELAFONTE AT CARNEGIE HALL</b> , Harry Belafonte, RCA Victor LOC 6006 ..... 54	
13		9. <b>KINGSTON TRIO</b> , Capitol T 996..... 74	
14		10. <b>ITALIAN FAVORITES</b> , Cognie Francis, M-G-M E 3791..... 41	
15		16. <b>SOUTH PACIFIC</b> , Original Cast, Columbia OL 4180.....336	
16		14. <b>OLDIES BUT GOODIES</b> , Assorted Artists, Original Sound 5-001 61	
17		13. <b>GIGI</b> , Sound Track, M-G-M 3641 ST .....124	
18		20. <b>KINGSTON TRIO AT LARGE</b> , Capitol T 1199..... 74	
19		21. <b>THE MUSIC MAN</b> , Original Cast, Capitol WAO 990.....142	
20		22. <b>KING AND I</b> , Sound Track, Capitol W 740.....202	
21		24. <b>FLOWER DRUM SONG</b> , Original Cast, Columbia OL 5350.... 77	
22		17. <b>FAITHFULLY</b> , Johnny Mathis, Columbia CL 1422..... 44	
23		— <b>OKLAHOMA!</b> Sound Track, Capitol SAO 595.....213	
24		— <b>PARTY SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1331 ..... 47	
25		15. <b>HERE WE GO AGAIN</b> , Kingston Trio, Capitol T 1258..... 54	

BEST SELLING STEREOGRAPHIC LP'S

## STEREO ACTION ALBUMS --- on the charts 29 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. <b>STRING ALONG</b> .....13 Kingston Trio .....Capitol ST 1407	
2		1. <b>NICE AND EASY</b> .....12 Frank Sinatra .....Capitol SW 1417	
3		3. <b>BONGOS</b> .....12 Los Admiradores .....Command S 809 SD	
4		4. <b>PERSUASIVE PERCUSSION, VOL. II</b> .....13 Terry Snyder and the All Stars .....Command RS 808 SD	
5		6. <b>JOHNNY'S MOODS</b> .....11 Johnny Mathis .....Columbia CS 8326	
6		9. <b>WILD IS LOVE</b> .....4 Nat King Cole .....Capitol SWAK 1392	
7		11. <b>LOOK FOR A STAR</b> .....12 Billy Vaughn Ork .....Dot DLP 25322	
8		18. <b>SAY IT WITH MUSIC</b> .....2 Ray Conniff .....Columbia CS 8282	
9		16. <b>BEN-HUR</b> .....26 Rome Symphony Orch./Savina .....M-G-M IEI	
10		5. <b>SOLD OUT</b> .....29 Kingston Trio .....Capitol T 1352	
11		7. <b>PROVOCATIVE PERCUSSION, VOL. II</b> .....9 Enoch Light and the Light Brigade .....Command RS 810 SD	
12		8. <b>IT'S THE TALK OF THE TOWN</b> .....29 Ray Conniff .....Columbia CS 8143	
13		12. <b>CAN CAN</b> .....17 Sound Track .....Capitol SW 1321	
14		19. <b>SENTIMENTAL SING ALONG WITH MITCH</b> .....17 Mitch Miller .....Columbia CS 8251	
15		24. <b>STEREO CONCERT</b> .....9 Kingston Trio .....Capitol ST 1183	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		15. <b>GRAND CANYON SUITE</b> .....18 Morton Gould .....RCA Victor LSC 2433	
17		10. <b>MEMORIES SING ALONG WITH MITCH</b> .....3 Mitch Miller .....Columbia CS 8342	
18		17. <b>ELVIS IS BACK</b> .....10 Elvis Presley .....RCA Victor LSP 2231	
19		20. <b>BONGOS, FLUTES, AND GUITARS</b> .....4 Los Admiradores .....Command S 812	
20		14. <b>BALLADS AND RHYTHMS OF BROADWAY</b> .....7 Johnny Mathis .....Columbia C2S 803	
21		13. <b>WHITE SATIN</b> .....9 George Shearing .....Capitol ST 1334	
22		22. <b>OPEN FIRE, TWO GUITARS</b> .....27 Johnny Mathis .....Columbia CS 8056	
23		29. <b>PARTY SING ALONG WITH MITCH</b> .....27 Mitch Miller .....Columbia CS 8183	
24		23. <b>LANZA SINGS CARUSO—CARUSO FAVORITES</b> .....27 Mario Lanza-Enrico Caruso, RCA Victor LSC 2393	
25		25. <b>WITH THESE HANDS</b> .....25 Roger Williams .....Kapp KS 3030	
26		21. <b>DARIN AT THE COPA</b> .....5 Bobby Darin .....Atco S 112	
27		26. <b>LATIN A LA LEE</b> .....21 Peggy Lee .....Capitol ST 1290	
28		27. <b>THIS IS DARIN</b> .....28 Bobby Darin .....Atco SC 115	
29		28. <b>MUSIC FOR READING</b> .....20 George Melachrino Strings, RCA Victor LSP 1002	
30		— <b>MUSIC FOR BANG, BAA-ROOM AND HARP</b> .....24 Dick Schory's New Percussion Ensemble .....RCA Victor LSP 1066	

## ESSENTIAL INVENTORY (STEREO ALBUMS)

on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>PERSUASIVE PERCUSSION, VOL. I</b> , Terry Snyder and the All Stars, Command RS 800 SD ..... 43	
2		2. <b>SOUND OF MUSIC</b> , Original Cast, Columbia KOS 2020.....45	
3		3. <b>PROVOCATIVE PERCUSSION, VOL. I</b> , Enoch Light and the Light Brigade, Command RS 806 SD..... 43	
4		5. <b>SOUTH PACIFIC</b> , Sound Track, RCA Victor LSO 1032.....78	
5		4. <b>BELAFONTE AT CARNEGIE HALL</b> , Harry Belafonte, RCA Victor LSO 6006 ..... 52	
6		6. <b>MY FAIR LADY</b> , Original Cast, Columbia OS 2015.....78	
7		14. <b>MUSIC MAN</b> , Original Cast, Capitol SWAO 990.....60	
8		16. <b>FLOWER DRUM SONG</b> , Original Cast, Columbia OS 2009....34	
9		— <b>THEME FROM A SUMMER PLACE</b> , Billy Vaughn, Dot DLP 25276 ..... 30	
10		7. <b>FILM ENCORES, VOL. I</b> , Mantovani, London PS 124.....66	
11		15. <b>GIGI</b> , Sound Track, M-G-M SE 3641 ST..... 71	
12		9. <b>HEAVENLY</b> , Johnny Mathis, Columbia CS 8152..... 60	
13		11. <b>MORE SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CS 8043 ..... 38	
14		8. <b>COME DANCE WITH ME</b> , Frank Sinatra, Capitol SW 1069...74	
15		12. <b>KING AND I</b> , Sound Track, Capitol SW 740.....65	
16		10. <b>BLUE HAWAII</b> , Billy Vaughn, Dot DLP 25165.....59	
17		13. <b>HERE WE GO AGAIN</b> , Kingston Trio, Capitol ST 1258.....54	
18		17. <b>THE LORD'S PRAYER</b> , Mormon Tabernacle Choir, Columbia MS 6068 .....34	
19		— <b>RODGERS: VICTORY AT SEA, VOL. II</b> , RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226 .....60	
20		19. <b>PETER GUNN THEME</b> , Henry Mancini, RCA Victor LSP 1956...68	



BASED ON SALES

# IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

### MONOPHONIC CLASSICAL ALBUMS

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
2. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN  
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
3. SIXTY YEARS OF SONG HITS, VOL. 2 . . . Assorted Artists, RCA Victor LM 6088
4. GROFE: GRAND CANYON SUITE . . . . . Morton Gould, RCA Victor LM 2433
5. LANZA SINGS CARUSO—Caruso Favorites  
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
6. SIXTY YEARS OF SONG HITS, VOL. 1 . . . Assorted Artists, RCA Victor LM 6074
7. RODGERS: VICTORY AT SEA, VOL. 1  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
8. THE LORD'S PRAYER  
The Mormon Tabernacle Choir (Condie), Columbia ML 5386
9. RAVEL: BOLERO . . . Boston Symphony Orchestra (Munch), RCA Victor LM 1984
10. SCHUMANN: CONCERTO IN A MINOR . . . . . Van Cliburn, RCA Victor LM 2455

### STEREOPHONIC CLASSICAL ALBUMS

1. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO  
Morton Gould Orchestra, RCA Victor LSC 2345
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
3. GROFE: GRAND CANYON SUITE . . . . . Morton Gould, RCA Victor LSC 2433
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN  
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
5. LANZA SINGS CARUSO—Caruso Favorites  
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
6. RODGERS: VICTORY AT SEA, VOL. 2  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
7. RODGERS: VICTORY AT SEA, VOL. 1  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
8. RAVEL: BOLERO . . . . . Morton Gould, RCA Victor LSC 2345
9. THE LORD'S PRAYER  
The Mormon Tabernacle Choir (Condie), Columbia MS 6068
10. SCHUMANN: CONCERTO IN A MINOR . . . . . Van Cliburn, RCA Victor LSC 2455

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

- (Stereophonic)
1. Soul of Spain, Vol. 1  
101 Strings . . . Stereo Fidelity SF 6600
  2. 101 Years of Familiar Songs  
101 Strings . . . Stereo Fidelity 2 RS
  3. Ebb Tide  
Frank Chacksfield . Richmond S 30078
  4. 101 Strings Play the Blues  
 . . . . . Stereo Fidelity SF 5800
  5. Soul of Spain, Vol. 2  
101 Strings . . . Stereo Fidelity SF 9900
  6. Quiet Hours  
101 Strings . . . Stereo Fidelity SF 10200
  7. The Music Man  
Various Artists . . . . . Lion SL 70091
  8. Silver Screen  
101 Strings . . . Stereo Fidelity SF 7000
  9. Hawaii in Stereo  
Leo Addeo Orchestra . . . . . RCA Camden CAS 510
  10. Concerto Under the Stars  
101 Strings . . . Stereo Fidelity SF 6700
- (Monophonic)
1. Soul of Spain, Vol. 1  
101 Strings . . . . . Somerset P 6600
  2. Soul of Spain, Vol. 2  
101 Strings . . . . . Somerset P 9900
  3. Ebb Tide  
Frank Chacksfield . . . . . Richmond M 20078
  4. Good Housekeeping Reducing Off  
the Record . . . . . Harmony HL 7143
  5. John McCormick Sings Irish Songs  
 . . . . . RCA Camden CAL 407
  6. 101 Years of Familiar Songs  
101 Strings . . . . . Somerset 2 RS
  7. Hawaii in Hi Fi  
Leo Addeo Orchestra . . . . . RCA Camden CAL 510
  8. You Do Something to Me  
Mario Lanza . . . RCA Camden CAL 450
  9. 101 Strings Play the Blues  
 . . . . . Somerset P 5800
  10. B. B. King Walls  
 . . . . . Crown 5115

## Reviews of THIS WEEK'S LP'S

### The pick of the new releases: SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

#### Pop

##### A WOMAN, A LOVER, A FRIEND



Jackie Wilson. Brunswick BL 754059 (Stereo & Monaural)—Jackie Wilson brings his potent brand of vocal excitement and emotional impact to a group of moving love songs. Selections include "Behind the Smile Is a Tear," "One Kiss," "You Cried" and the title tune. Tasty backing by Dick Jacobs' ork and chorus.

##### BELAFONTE RETURNS TO CARNEGIE HALL



Harry Belafonte With Odetta, Miriam Makeba; Chad Mitchell Trio; Belafonte Folk Singers. RCA Victor LSO 6007 (Stereo & Monaural)—Here's one that has to be figured as a big new item, especially with gift giving time approaching. This second Belafonte Carnegie set has the added lure of two of the top current names on the folk scene in Odetta and Makeba, and even tho each gets only two chances in the set, these outings are gems. Belafonte himself is featured with both upon occasion as well as with his own group. Chad Mitchell's folk group also impresses. A lot of excitement here—for listeners and dealers, in a solid two-LP set.

##### THEME FROM THE SUNDOWNERS



Billy Vaughn and Ork. Dot DLP 3349 — "Theme From the Sundowners" leads off this fine new follow-up LP from the chart-smashing Billy Vaughn ensemble. Besides the lead-off track, Vaughn also plays chart-topping hits like "Theme From the Alamo," "The Green Leaves of Summer," "O Sole Mio," "Never on Sunday" and "Volare." Salable stuff here.

#### Christmas

##### DICKENS: A CHRISTMAS CAROL



Richardson-Scotfield and cast. Caedmon TCS 5001 (Stereo & Monaural)—An absorbing and faithful treatment of the Dickens classic, acted effectively and realistically by Sir Ralph Richardson as Scrooge, with Paul Scotfield as narrator and a fine large cast. The production can compete in quality with any of this work, and makes striking use of stereo for dramatic, musical and sound effects. An important display and demo item for the weeks ahead.

#### THE 25TH DAY OF DECEMBER WITH BOBBY DARIN



Atco 33-125—Here's a new role for Bobby Darin singing Christmas songs but the combination of gospel and spiritual tunes with familiar Christmas carols turns the set into an exciting one for the lad's fans. The carols include "Oh Come All Ye Faithful," "Ave Maria" and "Silent Night." The spiritual efforts range from "Go Tell It on the Mountain" and "Mary Where Is Your Baby," to "Child of God." The chanter handles the rhythm items with the enthusiasm and spirit to make it a strong Christmas effort.

#### Sound

##### "BRAZEN BRASS" GOES HOLLYWOOD



Henry Jerome and his Orchestra. Decca DL 74085 (Stereo & Monaural)—Henry Jerome and his orchestra follow up their hit album "Brazen Brass," with this new set that should rack up solid sales among the "sound" and stereo hi-fi bugs. As was the case with the first album, the arrangements, by Dick Jacobs, are clever and swinging and the band plays them with sensational excitement. The performance on the wild version of "Main Title" from the score of "Man With the Golden Arm" is worth the price alone. "Moonglow," "High Noon," "Gigi" and "Colonel Bogey," are also solid. Potent selling wax here.

#### Jazz

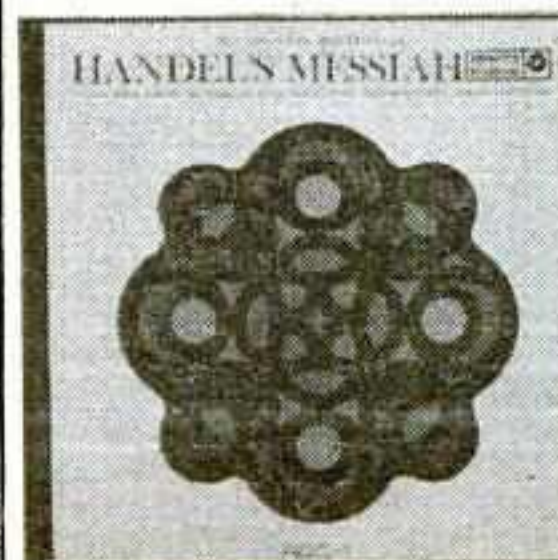
##### BILL HOLMAN'S GREAT BIG BAND



Capitol ST 1464 (Stereo & Monaural)—An alumnus of the Stan Kenton band, Holman here heads a large brass, reeds and rhythm ork with exciting results. The package provides several spinnable sides for jazz jocks and pop deejays with hip programming inclinations. Selections, featuring various soloists (including Holman on tenor sax), spotlight "Lush Life," "The Moon Is Blue," and other standards and oldies.

(Continued on page 29)

### ALBUM COVERS OF THE WEEK



HANDEL'S MESSIAH—London Philharmonic Orchestra and Choir (Jackson), Roulette RGC-1. Striking stained glass window pattern in vivid colors against a white background. Prime display package for classical counters.



THE SAURUS OF CLASSIC JAZZ—Various Artists, Columbia C4L. Unusual cover displaying various colorful labels from the old 78 records. Good item for Jazz sections.

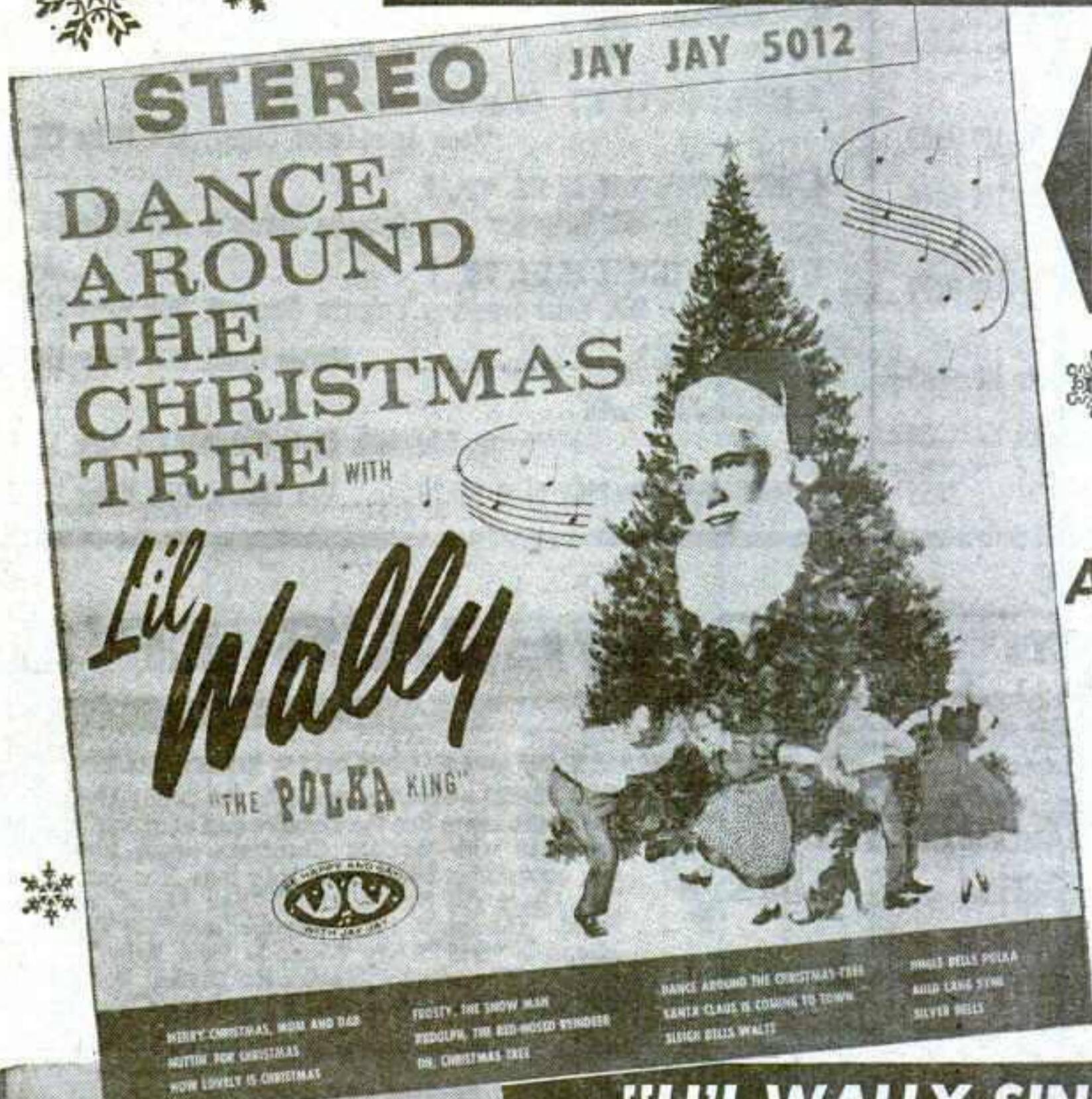


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## "POLKA and WALTZ FAVORITES"

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### "LI'L WALLY SINGS OLD COUNTRY STYLE" (POLISH)

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### NEW! HOT! SINGLES

- 225 "MY SHOES KEEP WALKING BACK TO YOU" by Li'l Wally
- 227 "PRETTY SUE" by Eddie Blatnick
- 226 "LOVELY GIRL" c/w "ONLY YOU" by Li'l Wally
- 222 "I STOPPED FOR A BEER" by Eddie Blatnick

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- Len Smith Dist., 30 N. Thrd St., Albany, N. Y.
- Tell Music, 2702 Monroe, Madison, Wis.

TERRITORIES AVAILABLE



The pick of the new releases:

# SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 27

**Classical**

**BRAHMS: CONCERTO NO. 2**



Richter, piano; Chicago Symphony Orchestra (Leinsdorf) RCA Victor LSC 2466 (Stereo & Monaural)—The first American-made disk by Soviet piano whiz Sviatoslav Richter is a sure-fire best seller following the rave reviews of his smash series of concerts, and plans for more concerts and broadcasts shortly. The Brahms Concerto No. 2 usually gets a fire-eating performance, as in the dynamic disk made by Richter's countryman Gilels with the same orchestra. Richter attacks it with a far more limited dynamic range and gives it an introspective quality not usually associated with this work. Regardless of style, however, the public is sure to leap for this record.

**Novelty**

**THE HITS OF MICKEY KATZ AND HIS ORCHESTRA**



Capitol T 298—Here is a collection of Mickey Katz' top single records over the years, including such wonderfully bright sides as "Herring Boats," "Borscht Riders in the Sky," "Bagle Call Rag" and "Kiss of Meyer." His Yiddish parodies on pop items are as fresh today as they were when first issued. Strong sides here for the big city markets in New York, Los Angeles, Chicago, Miami, etc.

**Spoken Word**

**POEMS AND LETTERS OF EMILY DICKINSON**



Julie Harris, Caedmon TC 1119 — The delicate vocal quality of Broadway star Julie Harris and the equally fragile beauty of Emily Dickinson's poetry are ideally suited. Thus this package of readings should please both their fans. Attractive cover captures spirit of the album.

**International**

**CARLOS MONTOYA**



RCA Victor LPM 2251 — The well-known solo flamenco guitarist plays five of his own compositions, as well as some other music culled from the flamenco repertoire, with intense excitement and soulful moodiness. Of exceptional interest is a medley of folk music from various regions of Spain. Interest in flamenco music, which is strong in classical and folk areas, should help this one sell.

(Continued on page 31)

★ ★ ★ ★

**VERY STRONG SALES POTENTIAL**

**POPULAR ★★★★★**

★★★★ AFTER HOURS  
Erskine Hawkins, RCA Victor LPM 2227  
—Here's a solid package of nostalgia, fea-

turing some of Hawkins' most memorable sides — "Tuxedo Junction," "I've Got a Right to Cry," "Tippin' In," etc. The sides were recorded from 1938 thru 1946. Strong appeal to fans of the swing era. Spinnable wax.

★★★★ HAPPY TIME CHA CHAS  
Richardo Juarez and his Orchestra, Grand Award GA 254 AD (Stereo & Monaural)—Enoch Light has incorporated channel balancing tests — featured on his Command label—into this Grand Award waxing, and the results are fine sound-wise. Juarez, making his North American wax debut—offers danceable, imaginative ork treatments of nostalgic standards in cha cha tempo—"Too Young Cha Cha," "Sweet and Lovely Cha Cha," etc. Fine jockey wax.

★★★★ ENCORES VOL. II  
George Wright, HI FI R 711 — George Wright scored with heavy success in his initial HI FI album, "Encores at the Mighty Wurlitzer," in Chicago's Paradise Theater. The Sterling, five-manual console instrument, is again captured with brilliance which should please the most demanding "sound" fan. "Granada," "Laura," "Bahia" and "Vera Dero," are examples of the fare.

★★★★ JUDY—THAT'S ENTERTAINMENT  
Judy Garland, Capitol ST 1467. (Stereo & Monaural)—Here is a program of songs, many familiar, but none ever before cut by Miss Show Business. The Garland gal is in good, well-controlled form on these new slicings, and one in particular, the title tune of the set, certainly goes well with her. Others include "Who Cares," "If I Love Again," "Just You, Just Me" and "Down With Love." She gets the benefit of well-thought-out backings by Jack Marshall, which range from big band, to lush strings, to a solo piano or solo guitar, depending on the mood. Garland fans should like this latest edition.

★★★★ THE AUTHENTIC SOUND OF GLENN MILLER—YESTERDAY  
Glenn Miller and Ork, RCA Victor SP 33-90—This package is released simultaneously with another by the current Ray McKinley edition of the Miller Band, with exactly the same program of tunes—all great hits for the old Miller band. The McKinley set, of course, enjoys the advantage of modern hi-fi recording techniques, but purists

(Continued on page 31)

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SOUNDTRACK ORCHESTRA OF LONDON, HOLLYWOOD, PARIS, HAMBURG AND ROME.

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THE ALAMO  
THE DIARY OF ANNE FRANK  
FROM THE TERRACE  
CAN CAN  
SONS AND LOVERS  
HONG KONG  
ADVENTURES IN PARADISE  
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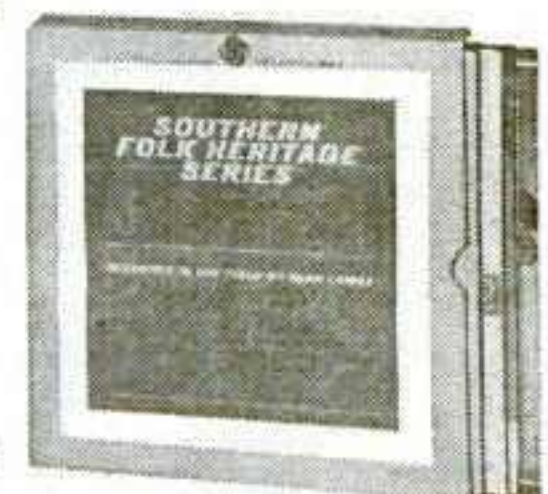
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 MISTY  
 NIGHT THEME  
 MELODIE D'AMOUR  
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**SPECIAL MERIT SPOTLIGHTS**

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

Continued from page 29

(Reviews appear elsewhere in this issue)

- Jazz**
- ★★★★ **THE SAURUS OF CLASSIC JAZZ (4:12)**—Various Artists—Columbia C4L 18
  - ★★★★ **THE COMMON GROUND**—The Herbie Mann Afro-Jazz Sextet—4 Trumpets—Atlantic 1343
- Classical**
- ★★★★ **HAYDN: SONATAS NOS. 34, 35, 37, 40 AND 49**—Andante and Variations in F Minor—Wanda Landowska, piano and harpsichord—RCA Victor LM 6073 (2:12)
- Christmas**
- ★★★ **CHRISTMAS SONGS FROM THE OLD WORLD** — Arne Dorumsgaard—Monitor MF 323

**NEWS REVIEW**

**Angel's Six New 'Great Recordings'**

Angel has added six more LP's to its "Great Recordings of the Century" series of re-issues, most of which date back 25 to 35 years, to the halcyon days of 78 r.p.m. recording. The new works feature a remarkable symphonic disk, two chamber music records, and three of vocalists. Like others in the series, they are attractively packaged and contain booklets with complete notes on the performers, works and recording histories.

Never previously released here, the emotionally charged 1938 Furtwangler performance of Tchaikovsky's "Pathetique Symphony" has been an unheard legend, called by many Europeans the finest example of the late conductor's work and perhaps the greatest version of this symphony on wax. Fine sound helps bring the legend to reality, and should help make this the best selling disk in the group. Somewhat faded sound handicaps the disk with two Mozart chamber works. Artur Schnabel's fame is secure as a Beethoven specialist, but his work in the piano quartet could have been more gracious, and the Pro Arte Quartet, too, is somewhat unyielding. Primarily for Schnabel collectors.

The Busch-Serkin version of the Schubert Trio No. 2 was a staple of the Columbia catalog for years and was regarded as among the finest of this work. Now it's back and new listeners can sample why Serkin's keyboard work made it outstanding. The Lotte Lehmann collection is the only one now available in which she sings arias by various composers. These include the "Liebestod" from Wagner's "Tristan und Isolde," plus others by Beethoven, Weber, Massenet, Nicolai, Korngold, d'Albert, Richard Strauss and Johann Strauss.

The artistry of Conchita Supervia is already available on disk in the realm of opera, but this release shows her handling of Spanish concert songs and songs from zarzuelas. Dating from 1927-'28, the latter sound their age but are as completely delightful as the others, which sound better and date from 1932. This is the most unique disk of the group. Finally, the Eva Turner collection offers a remarkable sampling of the great British soprano's range and luscious tone as she sounded in 1928. Opera buffs will thrill at her renditions of six arias by Verdi, Mascagni and Puccini, which include some of the smoothest climbs to high "C" to be heard.

Tchaikovsky: Symphony No. 6 in B Minor, Op. 74, Berlind Philharmonic Orchestra (Furtwangler), COLH 21; Mozart: Quartet in C Minor for Piano and Strings, K 478; String Quintet in G Minor, K 516, Pro Arte Quartet (Schnabel), COLH 42; Schubert: Trio No. 2 in E Flat Major, Op 100, Serkin (Piano), Busch (Violin), Busch (Cello), COLH 43; Lotte Lehmann: Opera Recital, COLO 112; Conchita Supervia: Spanish Songs, COLO 113; Eva Turner: Operatic Arias, Beecham (Conductor), COLC 114. Sam Chase.

**Reviews and Ratings of New Albums**

Continued from page 29

who care little about technical perfection will undoubtedly want this original set of waxings. Tunes include "In the Mood," "Little Brown Jug," "Rhapsody in Blue," and "String of Pearls."

★★★★ **THE AUTHENTIC SOUND OF THE NEW GLENN MILLER ORCHESTRA**

Ray McKinley, RCA Victor LSP 2270 (Stereo & Monaural)—This new recording by the McKinley Glenn Miller Band, comes out the same week as a companion kind of set, which features original Miller band recordings of exactly the same tune line-up—including "American Patrol," "Volga Boatmen," "In the Mood" and "Little Brown Jug." The technical difference in sound between this and the original is startling, but beyond that it's the same basic Miller style, with a few minor deviations of interpretation. As earlier sets by the modern day Miller crew this can be expected to produce counter activity.

★★★★ **HIS AND HERS**  
 The McGuire Sisters, Coral CRL 757337 (Stereo & Monaural)—The McGuire Sisters chirp melodically on a group of romantic standards and oldies in this spinnable package. Selections include "Love and Marriage," "True Love" and "Anniversary Song." Should attract sales for an engagement or wedding gift-giving.

★★★★ **JAZZ SINGER**  
 Kay Starr, Capitol ST 1438 (Stereo & Monaural)—Kay Starr socks over a group of standards with her usual feeling and intensity. The songs include "I Never Knew," "My Man," "Sunday" and "Hard Hearted Hannah." The ork is conducted in swinging fashion by Van Alexander. Solid wax by one of the top song stylists around today.

★★★★ **NAUGHTY, NAUGHTY, NAUGHTY**  
 Teresa Brewer, Coral CRL 757329 (Stereo)

(Continued on page 32)

★★★★ **New** ★★★★★  
**Stars on Atlantic**  
 with 3 Great LPs

**HERBIE MANN**



"The Common Ground"  
 Atlantic LP 1343

**PHILLY JOE JONES**



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**NEWS**

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# THE NATION'S TOP TUNES

# HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING NOVEMBER 20

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	2	I WANT TO BE WANTED	By Gannon-Spotti, Testa—Published by Leeds (ASCAP)	8
2	1	SAVE THE LAST DANCE FOR ME	By Pomus-Shuman—Published by Rumbalero-Progressive (BMI)	9
3	4	GEORGIA ON MY MIND	By Hoagy Carmichael and Stewart Gorrell—Published by Peer International (BMI)	6
4	3	POETRY IN MOTION	By Kaufman & Anthony—Published by Meridian (BMI)	4
5	7	YOU TALK TOO MUCH	By Joseph Jones and Reggie Hall—Published by Kahl Music (BMI)	6
6	9	STAY	By Maurice Williams—Published by Windsong (BMI)	5
7	16	NEW ORLEANS	By Guida-Royster—Published by Pepe (BMI)	2
8	25	LAST DATE	By Floyd Cramer—Published by Acuff-Rose (BMI)	3
9	11	LET'S GO, LET'S GO, LET'S GO	By Hank Ballard—Published by Lois (BMI)	4
10	6	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	14
11	27	A THOUSAND STARS	By Pearson—Published by Darc (BMI)	2
12	5	MY HEART HAS A MIND OF ITS OWN	By Greenfield-Keller—Published by Aldon (BMI)	12
13	10	DEVIL OR ANGEL	By Blanche Carter—Published by Progressive (BMI)	10
14	22	NORTH TO ALASKA	By Phillips—Published by Robbins (ASCAP)	3
15	8	CHAIN GANG	By Sam Cooke—Published by Kags (BMI)	11
16	13	BLUE ANGEL	By Roy Orbison-Nelson—Published by Acuff-Rose (BMI)	4
17	14	SLEEP	By E. Leibel—Published by Miller (ASCAP)	5
18	—	HUCKLEBUCK	By Gibson and Alfred—Published by United (BMI)	1
19	15	DON'T BE CRUEL	By Elvis Presley and Otis Blackwell—Published by Shalimar-Presley (BMI)	6
20	17	MR. CUSTER	By Fred Darian, Al DeLory, Joe Van Winkle—Published by Pattern Music (ASCAP)	11
21	21	ALONE AT LAST	By Lehman—Published by Pearl (BMI)	3
22	12	LET'S THINK ABOUT LIVIN'	By Bryant—Published by Acuff-Rose (BMI)	7
23	18	KIDDIO	By Brook Benton-Clyde Otis—Published by Eden-Brookville (BMI)	11
24	20	TWIST	By Hank Ballard—Published by Armo-Jay & Cee Music (BMI)	15
25	26	ARTIFICIAL FLOWERS	By Bock and Harnick—Published by Sunbeam (BMI)	5
26	19	A MILLION TO ONE	By Phil Medley—Published by Starflower (BMI)	11
27	—	TO EACH HIS OWN	By Livingston and Evans—Published by Paramount Music (ASCAP)	2
28	—	HE WILL BREAK YOUR HEART	By Butler, Mayfield and Carter—Published by Conrad (BMI)	1
29	24	SUMMER'S GONE	By Paul Anka—Published by Spanka (BMI)	5
30	28	PETER GUNN	By Henry Mancini—Published by Northridge (ASCAP)	2

### RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- 1. I WANT TO BE WANTED**—Brenda Lee, Dec 31149.
- 2. SAVE THE LAST DANCE FOR ME**—Drifters and Ben E. King, Atlantic 2071.
- 3. GEORGIA ON MY MIND**—Ray Charles, ABC-Paramount 10135.
- 4. POETRY IN MOTION**—Johnny Tillotson, Cadence 1384.
- 5. YOU TALK TOO MUCH**—Frankie Ford, Imperial 5685; Joe Jones, Roulette 4304.
- 6. STAY**—Little Joe and Thrillers, Okeh 7136; Maurice Williams and Zodiacs, Herald 552; Marsha Winters, Stephany 1805.
- 7. NEW ORLEANS**—U. S. Bonds, Legrand 819.
- 8. LAST DATE**—Floyd Cramer, RCA Victor 7775.
- 9. LET'S GO, LET'S GO, LET'S GO**—Hank Ballard and the Midnighters, King 5400.
- 10. THEME FROM THE APARTMENT**—Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.
- 11. A THOUSAND STARS**—Kathy Young and the Innocents, Indigo 108.
- 12. MY HEART HAS A MIND OF ITS OWN**—Connie Francis, M-G-M 12923.
- 13. DEVIL OR ANGEL**—Bobby Vee, Liberty 55270.
- 14. NORTH TO ALASKA**—Johnny Horton, Columbia 41782.
- 15. CHAIN GANG**—Sam Cooke, Vic 7783.
- 16. BLUE ANGEL**—Roy Orbison, Monument 425.
- 17. SLEEP**—Little Willie John, King 5394; Eddie Peabody, Dot 15100.
- 18. HUCKLEBUCK**—Chubby Checker, Parkway 813; Craftsmen, Warwick 572; Georgia Gibbs, Roulette 4126; Lou Monte, Roulette 4294; Kate Smith, Kapp 237; Paul Williams and Hucklebuckers, Savoy 1557.
- 19. DON'T BE CRUEL**—Bill Black's Combo, Hi 2026.
- 20. MR. CUSTER**—Larry Verne, Era 3024.
- 21. ALONE AT LAST**—Jackie Wilson, Brunswick 55170.
- 22. LET'S THINK ABOUT LIVIN'**—Bob Luman, Warner Bros. 5172.
- 23. KIDDIO**—Brook Benton, Mer 71652.
- 24. TWIST**—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.
- 25. ARTIFICIAL FLOWERS**—Bobby Darin, Atco 6179.
- 26. A MILLION TO ONE**—Jimmy Charles, Promo 1002.
- 27. TO EACH HIS OWN**—Bell Notes, Madison 136; Carole Bennett, Shad 5008; Eddy Howard, Mer 30015; Ink Spots, Dec 23615; Tony Martin, Mer 30022; Jane Morgan, Kapp 264; Platters, Mer 71697; Margie Rayburn, Liberty 55159; Danny Welton, Coral 62221.
- 28. HE WILL BREAK YOUR HEART**—Jerry Butler, Vee Jay 354.
- 29. SUMMER'S GONE**—Paul Anka, ABC-Paramount 10147.
- 30. PETER GUNN**—Ray Anthony Ork, Capitol 4041; Duane Eddy, Jamie 1168; Shelley Manne and His Men, Contemporary 367; Page Boys, Hamilton 50025.

## Reviews and Ratings of New Albums

Continued from page 31

**& Monaural**—Teresa Brewer exudes vitality and showmanship in this collection of tunes reminiscent of the "naughty, naughty" gay '90's. The spinnable group of tunes includes "By the Light of the Silvery Moon," "Shine On Harvest Moon," "When You Wore a Tulip" and other bouncy oldies. Cute cover photo of thrush gives the LP display appeal.

**★★★★ YOU GOTTA HAVE LOVE**  
Eddy Arnold, RCA Victor LPM 2268—Eddy Arnold wraps his warm pipes around a listenable collection of tunes for good results. Songs include "Love and Marriage," "I'm Alone Because I Love You," "Have I Told You Lately That I Love You," and other fine tunes about love. A strong album for Arnold's many fans.

**★★★★ SUGAR BLUES**  
Clyde McCoy, Capitol T 311—This nostalgic album features Clyde McCoy in re-makes of some of the sides that made him and his trumpet and ork famous back in the 1930's. Included are "Sugar Blues," "Basin Street Blues," "Farewell Blues," "Wabash Blues," and many other favorites. McCoy's trumpet sounds as warm and growing as ever. Strong wax.

### JAZZ ★★★★★

**★★★★ THESAURUS OF CLASSIC JAZZ (4-12)**

Various Artists, Columbia C4L 18—Next to the historic recordings, the most interesting thing about this two-LP is the box package's cover, which reproduces in a series of frames the old original Pathe, Okeh, Velvet Tone, Perfect, Harmony, Domino and Actuelle labels from the 1920's. Among those heard are Bix Beiderbecke, the Dorsey Brothers, Joe Venuti, Frankie Trumbauer, Red Nichols and Miff Mole. The original sound is fascinating to hear. Collectors of authenticity should have their kicks here, with the booklet enclosed, as well as the records.

**★★★★ THE COMMON GROUND**  
The Herbie Mann Afro-Jazz Sextet—Four Trumpets, Atlantic 1343—Herbie Mann and his Afro-Jazz Sextet have been creating a lot of excitement in jazz clubs and at concerts this year. On this new LP the Sextet is heard with four trumpets and it makes for mighty exciting listening. Tunes, especially Mann's original like "High Life" and "Baghdad," show off the group stylishly, and "A Night in Tunisia" is played in attractive fashion. A swinging set much out of the usual groove.

**★★★★ THE DOUBLE SIX OF PARIS**  
Capitol ST 10259 (Stereo & Monaural)—Here's some of the most ear-catching and tasty vocal improvising heard since Lambert, Hendricks and Ross first broke on the scene. This remarkable French group (eight men, four girls) work much as instruments with a free-sounding, yet beautifully rehearsed interplay of harmonics and sound. When lyrics are used, they are in French, a fact which only lends to the interest. There are eight selections, a couple of which were previously out as singles. Some jocks could have fun with this group.

**★★★★ SATCHMO**  
A Musical Autobiography of Louis Armstrong. Decca DL 8963—Louis Armstrong rambles thru his career in the 1923-'25 period as he casually narrates the story, augmented by a dozen offerings by his band recreating the big efforts of Satchmo in that earlier two-year span. Recordings here were made at various sessions from 1950 thru 1957 and in general have a very modern sound. The approach is not unlike that of the Bing Crosby story, which appeared some years back also on Decca "See See Rider," "Reckless Blues," "High Society," are among those to be heard.

**★★★★ THE JAZZ SOUND OF OSCAR PETERSON**  
Verve MGVS 68351—Pyrotechnical Peterson provides another startling display of keyboard mastery in these six fine trio selections with Ray Brown on bass and Ed Thigpen on drums. "Maidens of Cadiz" is something of a rather offbeat nature which finds Peterson in a mood of probing as he looks for new expressions and improvisations of the unique material. "Con Alma," too, is interesting stuff with a sort of chamber quality in its off-rhythm and in the use of the bowed bass by Brown. A lot to be heard here, and it's likely to remain fresh even after a number of spins.

**★★★★ THE SOUL OF BEN WEBSTER**  
Verve MGV 8359—Webster, once almost extinct in the flood of fresh new names on the modern scene, has come back in recent years with a flourish and this set of seven numbers finds him in top form. The great tone has never been shown off to better advantage, especially in such as the rendition of "Chelsea Bridge," which goes back to his Ellington days. Webster is heard in a seven-man group which includes Art Farmer, Milt Hinton, Mundell Lowe, Jimmy Jones and Dave Bailey. Harold Ashby is also heard on tenor.

**★★★★ TAL FARLOW PLAYS THE MUSIC OF HAROLD ARLEN**  
Verve MGV 8371—A very satisfying new jazz set that should interest many. Set fea-

tures guitarist Tal Farlow on guitar along with many top jazzmen on attractive performances of tunes by Harold Arlen, ranging from "Blues in the Night" to "Between the Devil and the Deep Blue Sea." In addition to fine work from Farlow the solos by Dick Hyman on piano and Frank Wess on tenor stand out. Cover is attractive, too.

**★★★★ THE BLUES—HOT AND COLD**  
The Bob Brookmeyer Quartet. Verve MGV 8385—Trombonist Brookmeyer lends his personal wit and charm to a set of six tracks here that sparkle with inventiveness, fun and variety. Of highly unusual interest are versions of "Stompin' at Savoy," "I Got Rhythm" and "Hot and Cold Blues." Top-notch accompaniment includes Mel Lewis, drums; Jim Rowles, piano, and Buddy Clark, bass. Any play by jazz jocks on these tracks could bring attention and action to this fine set.

**★★★★ ART BLAKEY AND THE JAZZ MESSENGERS AT THE JAZZ CORNER OF THE WORLD, VOL. 2**  
Blue Note 4016—The second volume of Blakey with Messengers in person at the "Jazz Corner of the World," better known as Birdland, features the drummer and group driving in hard swing modern jazz. Morgan and Mobley play trumpet and tenor sax, respectively, in wailing style. Bobby Timmons is on piano. Five tracks make up this set—"Chicken 'n' Dumplings," "M&M," "Hi-Fly," "The Theme" and "Art's Revelation."

**★★★★ LESTER YOUNG IN PARIS**  
Verve MGV 8378—This LP forms probably the last of the late Lester Young's recordings; 15 days after making it, he died in New York. The easy, almost wandering improvisations that made up the sound of his latter years is much in evidence. With a quartet led by American drummer Kenny Clarke, Young plays a string of standards like "Lady Be Good," "Three Little Words," "Can't Get Started," "Indiana" and "Tea for Two." As the last recorded document of a jazz great this should have appeal to devotees.

**★★★★ BLUES A PLENTY**  
John Hodges and his Ork. Verve MGV 8358—The stalwart alto sax star of Duke Ellington's orchestra, performs beautifully and vibrantly on this set of sides, many of which bear the Ellington stamp, if not in material, at least in arrangement. The album, for the most part, is made up of ballads and blues played in exquisite taste and at slow to medium tempi. Only two tracks are in a quick tempo. Truly fine solos are also played by Roy Eldridge, trumpet; Ben Webster, tenor sax, and Vic Dickenson, trombone. Set should draw attention from older jazz fans and play from hipper jocks.

### LOW-PRICED JAZZ ★★★★★

**★★★★ THEMES FROM MR. LUCKY THE UNTOUCHABLES AND OTHER TV ACTION JAZZ**  
Mundell Lowe and His All Stars. RCA Camden CAS 627—Guitarist Lowe, with his all-stars, follows up his strong-selling "TV Action Jazz" with another set bearing the same name but with a new set of television themes getting the jazz treatment. Strong play and swinging solos mark his set which takes in eight new themes, among them "Tightrope," "Mr. Lucky," "The Untouchables," "Markharm" and "Bourbon Street Beat."

### CLASSICAL ★★★★★

**★★★★ KLEMPERER CONDUCTS OSCAR PETERSON**  
The Philharmonia Orchestra (Otto Klemperer). Angel 3601B (Stereo & Monaural)—A de luxe boxed set of two LP's is issued commemorating the great conductor's 75th birthday this year. There's a detailed booklet about the maestro, and his music, and the repertoire performed here, which includes choice of orchestral excerpts from "Rienzi," "Tannhauser," "Lohengrin," "Meistersinger," "Tristan" and "Gotterdammerung." There are many Wagner excerpt packages available, of course, but this new set, tastily done as it is, and with the accent on the well-known conductor, can achieve a good measure of response.

**★★★★ HAYDN: SONATAS NO. 34, 35, 37, 40, 49; ANDANTE AND VARIATIONS IN F MINOR**  
Wanda Landowska, piano and harpsichord. RCA Victor LM 6073 (2-12)—This two-disk set is the final heritage of Wanda Landowska's mastery, containing her last unreleased recordings. She used the harpsichord for Sonatas 35, 37 and 40 and piano for the other works, in an attempt to use the instrument intended by Haydn. The works are a delight and the late great keyboard artist makes them joyful listening experiences. Boxed with a handsome booklet of notes, this is certain to be a classical item with a long sales life.

(Continued on page 45)

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# FERRANTE AND TEICHER'S

MAGNIFICENT RECORDING OF

# “EXODUS”

UA 274

IS THE MOST THRILLING!

IS THE MOST SPECTACULAR!

IS THE MOST PLAYED!

IS THE MOST REQUESTED!

# *IS THE MOST!*

...AND IT'S HEADED RIGHT TO THE TOP!

IT'S



ALL THE WAY!



FOR WEEK ENDING NOVEMBER 20

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	4	10	11	GEORGIA ON MY MIND	Ray Charles, ABC-Paramount	10135	S	8
2	3	9	26	POETRY IN MOTION	Johnny Tillotson, Cadence	1384		6
3	5	6	12	YOU TALK TOO MUCH	Joe Jones, Roulette	4304		9
4	2	2	1	I WANT TO BE WANTED	Brenda Lee, Decca	31149		10
5	1	1	2	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic	2071		11
6	7	19	27	STAY	Maurice Williams and the Zodiacs, Herald	552		7
7	8	14	25	LET'S GO, LET'S GO, LET'S GO	Hank Ballard and the Midnighters, King	5400		9
8	16	28	55	LAST DATE	Floyd Cramer, RCA Victor	7775	S	6
9	22	37	67	A THOUSAND STARS	Kathy Young and the Innocents, Indigo	108		4
10	9	15	22	BLUE ANGEL	Roy Orbison, Monument	425		9
11	17	30	48	NEW ORLEANS	U. S. Bonds, Legrand	819		5
12	18	23	31	NORTH TO ALASKA	Johnny Horton, Columbia	41782		9
13	14	18	21	SLEEP	Little Willie John, King	5394		11
14	11	12	15	DON'T BE CRUEL	Bill Black's Combo, Hi	2026		10
15	19	25	36	ALONE AT LAST	Jackie Wilson, Brunswick	55170		6
16	13	8	7	LET'S THINK ABOUT LIVIN'	Bob Luman, Warner Bros.	5172		11
17	10	7	6	DEVIL OR ANGEL	Bobby Vee, Liberty	55270		16
18	29	36	51	HUCKLEBUCK	Chubby Checker, Parkway	813		6
19	6	3	4	MY HEART HAS A MIND OF ITS OWN	Connie Francis, M-G-M	12923		14
20	12	5	5	CHAIN GANG	Sam Cooke, RCA Victor	7783	S	14
21	23	20	23	ARTIFICIAL FLOWERS	Bobby Darin, Atco	6179		8
22	21	24	32	TO EACH HIS OWN	Platters, Mercury	71697	S	6
23	35	63	—	HE WILL BREAK YOUR HEART	Jerry Butler, Vee Jay	354		3
24	15	11	20	SUMMER'S GONE	Paul Anka, ABC-Paramount	10147	S	8
25	20	17	10	THEME FROM THE APARTMENT	Ferrante and Teicher, United Artists	231		17
26	25	22	13	KIDDIO	Brook Benton, Mercury	71652	S	15
27	30	32	41	PETER GUNN	Duane Eddy, Jamie	1168		6
28	39	59	90	I'LL SAVE THE LAST DANCE FOR YOU	Damita Jo, Mercury	71690		4
29	24	4	3	TWIST	Chubby Checker, Parkway	811		16
30	38	55	54	LOVE WALKED IN	Dinah Washington, Mercury	71696		7
31	44	78	—	PERFIDIA	Ventures, Dolton	28		3
32	26	13	8	SO SAD	Everly Brothers, Warner Bros.	5163		11
33	27	26	30	TOGETHERNESS	Frankie Avalon, Chancellor	1056	S	9

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	65	73	76	SAILOR (YOUR HOME IS IN THE SEA)	Lolita, Kapp	349		4
35	—	—	—	ARE YOU LONESOME TONIGHT	Elvis Presley, RCA Victor	7810		1
36	50	70	72	LONELY TEENAGER	Dion, Laurie	3070		5
37	41	52	77	MY GIRL JOSEPHINE	Fats Domino, Imperial	5704		4
38	64	95	—	RUBY DUBY DU	Tobin Matthews, Chief	7022		3
39	28	16	14	A MILLION TO ONE	Jimmy Charles, Promo	1022		13
40	54	—	—	SWAY	Bobby Rydell, Cameo	182		2
41	62	94	—	YOU'RE SIXTEEN	Johnny Burnette, Liberty	55285		3
42	61	77	99	AM I THE MAN	Jackie Wilson, Brunswick	55170		4
43	43	41	50	MY DEAREST DARLING	Etta James, Argo	5368		9
44	48	72	92	WAIT FOR ME	Playmates, Roulette	4276		4
45	40	48	39	TONIGHT'S THE NIGHT	Shirley, Scepter	1208		10
46	37	33	18	DIAMONDS AND PEARLS	Paradons, Milestone	2003		13
47	32	27	16	IT'S NOW OR NEVER	Elvis Presley, RCA Victor	7777	S	18
48	34	21	9	MR. CUSTER	Larry Verne, Era	3024		12
49	79	—	—	MANY TEARS AGO	Connie Francis, M-G-M	12964		2
50	—	—	—	WONDERLAND BY NIGHT	Bert Kaempfert, Decca	31141		1
51	92	—	—	OL' Mac DONALD	Frank Sinatra, Capitol	4466		2
52	56	61	79	DEAR JOHN	Pat Boone, Dot	16152		4
53	58	62	78	AM I LOSING YOU	Jim Reeves, RCA Victor	7800		4
54	—	—	—	FOOLS RUSH IN	Brook Benton, Mercury	71722		1
55	60	81	84	BALLAD OF THE ALAMO	Marty Robbins, Columbia	41809	A	5
56	33	34	40	A FOOL IN LOVE	Ike and Tina Turner, Sue	730		12
57	52	86	—	NATURAL BORN LOVER	Fats Domino, Imperial	5704		3
58	47	35	24	MOVE TWO MOUNTAINS	Mary Johnson, United Artists	241		11
59	51	53	66	THEME FROM THE SUNDOWNERS	Billy Vaughn, Dot	16133	S	7
60	36	31	17	THREE NIGHTS A WEEK	Fats Domino, Imperial	5687		11
61	45	46	45	SOMEBODY TO LOVE	Bobby Darin, Atco	6179		8
62	67	64	68	ONE OF THE LUCKY ONES	Anita Bryant, Carlton	535		6
63	42	50	65	WHOLE LOT OF SHAKIN' GOIN' ON	Chubby Checker, Parkway	813		6
64	76	83	84	BALLAD OF THE ALAMO	Bud and Travis, Liberty	55284		5
65	—	—	—	I GOTTA KNOW	Elvis Presley, RCA Victor	7810		1
66	70	88	—	LIKE STRANGERS	Everly Brothers, Cadence	1388		3
67	46	44	44	ANYMORE	Teresa Brewer, Coral	62219		15

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	53	47	42	SHIMMY LIKE KATE	Olympics, Arvee	5006		10
69	82	93	—	WHOLE LOT OF SHAKIN' GOIN' ON	Conway Twitty, M-G-M	12962		3
70	81	74	97	THEME FROM THE DARK AT THE TOP OF THE STAIRS	Ernie Freeman, Imperial	5693		4
71	—	—	—	EXODUS	Ferrante and Teicher, United Artists	274		1
72	78	82	86	HAVE MERCY, BABY	Bobettes, Triple X	106		6
73	88	—	—	PSYCHO	Bobby Hendricks, Sue	732		2
74	59	45	35	TWISTIN' U.S.A.	Danny and the Juniors, Swan	4060		9
75	68	69	89	ALABAM	Pat Boone, Dot	16152		4
76	63	66	69	ALABAM	Lloyd (Cowboy) Copas, Starday	501		8
77	86	—	—	GONZO	James Booker, Peacock	1697		2
78	80	90	93	NIGHT THEME	Mark II, Wye	1001		5
79	31	29	19	NEVER ON SUNDAY	Don Costa, United Artists	234		15
80	57	43	34	WALK, DON'T RUN	Ventures, Dolton	25		18
81	73	54	52	I WISH I'D NEVER BEEN BORN	Patti Page, Mercury	71695	S	7
82	90	100	—	GREEN LEAVES OF SUMMER	Brothers Four, Columbia	41808		3
83	94	98	—	ONCE IN A WHILE	Chimes, Tag	444		3
84	84	89	91	SIDE CAR CYCLE	Charlie Ryan, Four Star	1745		5
85	99	—	—	DON'T GO TO STRANGERS	Etta Jones, Prestige	180		2
86	71	49	47	RUN, SAMPSON, RUN	Neil Sedaka, RCA Victor	7781	S	11
87	100	—	—	CRY, CRY, CRY	Bobby (Blue) Bland, Duke	327		2
88	—	—	—	WONDERLAND BY NIGHT	Louis Prima, Dot	16151		1
89	—	—	—	I MISSED ME	Jim Reeves, RCA Victor	7800		1
90	—	—	—	PUSH, PUSH	Austin Taylor, Laurie	3068		1
91	—	—	—	THE BELLS	James Brown, King	5423		1
92	66	97	—	RUBY DUBY DU	Charles Wolcott, M-G-M	12944		3
93	72	71	70	THEME FROM THE SUNDOWNERS	Felix Slatkin, Liberty	55282		7
94	—	—	—	LAST OF THE BIG TIME SPENDERS	Cornbread and the Biscuits, Maske	102		1
95	—	—	—	GEE	Jan and Dean, Dore	576		1
96	—	—	—	BUMBLE BEE	La Vern Baker, Atlantic	2077		1
97	—	—	—	SWEET DREAMS	Don Gibson, RCA Victor	7805		1
98	75	76	74	THAT'S HOW MUCH	Brian Hyland, Kapp	352		4
99	—	—	—	SEND THE PILLOW (THAT YOU DREAM ON)	Browns, RCA Victor	7804		1
100	49	39	29	PINEAPPLE PRINCESS	Annette, Visa	362		14



# & 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

- \*ARE YOU LONESOME TONIGHT  
(Bourne-Cromwell, ASCAP)
- \*I GOTTA KNOW.....Elvis Presley  
(Alamo, ASCAP) RCA Victor 7810
- \*SAILOR (YOUR HOME IS IN THE SEA).....Lolita  
(BIEM) Kapp 349
- \*RUBY DUBY DU.....Tobin Matthews  
(Robbins, ASCAP) Chief 7022

- \*YOU'RE SIXTEEN.....Johnny Burnette  
(Blue Grass, BMI) Liberty 55285
- \*MANY TEARS AGO.....Connie Francis  
(Roosevelt, BMI) M-G-M 12964
- WONDERLAND BY NIGHT.....Burt Kaempfert  
(Roosevelt, BMI) Decca 31141
- \*OL' Mac DONALD.....Frank Sinatra  
(Shaw, ASCAP) Capitol 4466
- \*FOOLS RUSH IN.....Brook Benton  
(Bregman, Vocco & Conn, ASCAP)  
Mercury 71722

C&W—No selections this week.

R&B—No selections this week.

## 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. STAY WITH ME A LITTLE WHILE LONGER.....  
Ed Townsend, Warner Bros. 5174
2. FALLEN ANGEL.....Webb Pierce, Decca 31165
3. YOU BETTER KNOW WHAT YOU'RE DOING.....  
Lloyd Price, ABC-Paramount 10162
4. GEE WHIZ.....Innocents, Indigo 111
5. CHILLS AND FEVER.....Ronnie Love, Dot 16144
6. HARD-HEARTED HANNAH.....  
Ray Charles, ABC-Paramount 10964
7. SOMEDAY.....Brook Benton, Mercury 71722
8. RUBY.....Ray Charles, ABC-Paramount 10164
9. HAPPY DAYS.....Marv Johnson, United Artists 273
10. YOU ARE MY SUNSHINE.....  
Johnny and the Hurricanes, Big Top 3056
11. JAGUAR AND THUNDERBIRD.....Chuck Berry, Chess 1767
12. GEE WHIZ.....Bobby Day, Rendezvous 136
13. BRAND NEW HEARTACHES.....  
Everly Brothers, Cadence 1388
14. COME RAIN OR COME SHINE.....  
Ray Charles, Atlantic 2084
15. GOOD NEWS.....Eugene Church, Rendezvous 132

## REVIEWS OF THIS WEEK'S SINGLES

### HOT 100: A TO Z

A Fool in Love	56
A Million to One	39
A Thousand Stars	9
Alabama (Boone)	75
Alabama (Copas)	76
Alone at Last	15
Am I Losing You	53
Am I the Man	42
Anytime	67
Are You Lonesome Tonight	35
Artificial Flowers	21
Ballad of the Alamo	64
(Bud & Travis)	64
Ballad of the Alamo (Robbins)	55
Bells (The)	91
Blue Angel	10
Bumble Bee	96
Chain Gang	20
Cry, Cry, Cry	87
Dear John	52
Devil or Angel	17
Diamonds and Pearls	46
Don't Be Cruel	85
Don't Go to Strangers	71
Exodus	71
Fools Rush In	54
Gee	95
Georgia on My Mind	1
Gonto	77
Green Leaves of Summer	82
Have Mercy Baby	72
He Will Break Your Heart	23
Hucklebuck	18
I Gotta Know	65
I Missed Me	89
I Want to Be Wanted	4
I Wish I'd Never Been Born	81
I'll Save the Last Dance for You	28
It's Now or Never	47
Kiddio	26
Last Date	8
Last of the Big Time Spenders	7
Let's Go, Let's Go, Let's Go	16
Let's Think About Livin'	66
Like Strangers	36
Lonely Teenager	36
Love Walked In	30
Many Tears Ago	48
Mr. Custer	58
Move Two Mountains	43
My Dearest Darling	43
My Girl Josephine	37
My Heart Has a Mind of Its Own	19
Natural Born Lover	57
Never on Sunday	11
New Orleans	78
Night Theme (Mark II)	12
North to Alaska	12
Ol' MacDonald	51
Once in a While	83
One of the Lucky Ones	62
Perfid	31
Peter Gunn	27
Pineapple Princess	100
Poetry in Motion	2
Psycho	73
Push, Push	98
Ruby Duby Du (Matthews)	92
Ruby Duby Du (Wolcott)	92
Run, Sampson, Run	86
Sailor (Your Home Is in the Sea)	24
Save the Last Dance for Me	5
Send the Pillow (That You Dream On)	99
Shimmy Like Kate	68
Side Car Cycle	84
Sleep	13
So Sad	32
Somebody to Love	61
Stay	4
Swampy's Goin' On	24
Sway	40
Sweet Dreams	97
That's How Much	98
Theme From the Apartment	25
Theme From the Dark at the Top of the Stairs	70
Theme From the Sundowners (Vaughn)	59
Theme From the Sundowners (Statkin)	93
Three Nights a Week	22
To Each His Own	22
Togetherness	33
Tonight's the Night	45
Twist (Checker)	29
Twistin' U. S. A.	74
Wait for Me	84
Walk, Don't Run	80
Whole Lot of Shakin' Goin' On (Checker)	63
Whole Lot of Shakin' Goin' On (Twitty)	69
Wonderland by Night (Kaempfert)	88
Wonderland by Night	88
You Talk Too Much (Jones)	3
You're Sixteen	41

### the pick of the new releases: SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

In order to speed reviews of single records, The Billboard requests that ALL singles be sent to The Billboard Record Review Department, 1564 Broadway, New York 36, N. Y. However, albums should be sent P. O. Box 292, Times Square Station, New York 36, N. Y.

#### Pop

#### FERRANTE & TEICHER



**LIDA ROSE** (Frank, ASCAP) (2:39) — **TAKE ME ALONG** (Valyr, ASCAP) (2:22) — The piano team comes thru with first-rate versions of two musical comedy tunes. "Lida Rose" is an effective soft-shoe rhythm instrumental from "Music Man." "Take Me Along" is the title tune of the Jackie Gleason legit hit. Both sides are prime jockey wax, with "Lida Rose" the stronger. F.&T. have two strong chart contenders right now on United Artists. ABC-Paramount 10165

#### IKE & TINA TURNER



**LETTER FROM TINA** (Saturn, BMI) (2:35) — **I IDOLIZE YOU** (Saturn, BMI) (2:35) — "Letter From Tina" is a showmanly item featuring a good teen-slanted lyric and strong narration by Tina. Flip spotlights an exuberant thrushing stint by the gal on an emotion-packed tune with catchy Latin tempo. "Letter" has a slight edge. Sue 735

#### SAM COOKE



**SAD MOOD** (Kags, BMI) (2:21) — **LOVE ME** (Kags, BMI) (2:21) — Cooke contributes a feelingful reading on "Sad Mood," an emotion-packed rockaballad with "Chain Gang"-styled chorus work. Flip is a poignant ballad. "Sad Mood" is the stronger side. RCA Victor 7816

#### THE VISCOUNTS



**WABASH BLUES** (Feist, ASCAP) (1:59) — A driving reading of the oldie by the instrumental group that should pull juke coins and sales. Flip is "So Slow" (Cypress, BMI) (2:03). Madison 140

#### RAY PETERSON



**CORINNA, CORINNA** (Mills, ASCAP) (2:38) — Peterson, who recently left RCA Victor, warbles with tenderness and showmanship on an appealing tune, based on the old p.d. blues. Flip is "Be My Girl" (Gregmark, BMI) (2:12). Dunes 2002

#### THE SHIRELLES



**WILL YOU LOVE ME TOMORROW** (Aldon, BMI) — **BOYS** (Ludix, BMI) — The gals are hot right now with "Tonight's the Night," and they have two more sides here that can step out. A slight edge goes to the top side, a good ballad with big ork backing. Flip, a swinger with blues backing, also has a good chance. Scepter 1211

#### MARIJOHN WILKIN



**WHIP-POOR-WILL** (Cedarwood, BMI) (2:15) — Marijohn Wilkin, well-known country cleffer, comes thru with a bright reading of an infectious ditty over stylish support. Flip is "If You're Sure" (Cedarwood, BMI) (2:57). Columbia 41826

#### ANITA BRYANT



**WONDERLAND BY NIGHT** (Roosevelt, BMI) 3:15) — **PICTURES** (Planetary, ASCAP) (2:16) — Miss Bryant has the first lyric version of a tune, "Wonderland," that's already on the charts in two other versions. This is stylish enough, however, to gather plenty of the action. Flip is a nice ballad side that also has a chance. Carlton 537

#### ADAM WADE



**DREAMY** (Octave, ASCAP) (3:04) — **GLORIA'S THEME** (Robbins, ASCAP) (2:50) — Adam Wade can have two big sides here. "Dreamy" is the Erroll Garner tune, and Wade sells it dreamily; flip, also potent, is from the flick "Butterfield 8," and Wade sings it with feeling. Coed 541

(Continued on page 37)

#### MUSIC PUBLISHER INFORMATION:

Data naming the publishers of recorded tunes is provided by The Billboard in four different stages of a record's life: (1) All new single record reviews each week show the names of the publishers of each tune. (2) When a record is listed on the Hot 100 for the first time, publisher information is included in the special box which appears in the news section each week. (3) The week's Best Buys, naming the hottest breaking records on The Hot 100 in the box which appears at the top of this page, also provides publisher data. (4) The top 30 tunes each week are listed in The Honor Roll of Hits, which also gives full publisher information.



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# Reviews of THIS WEEK'S SINGLES

the pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 35

**SAFARIS**



**SHADOWS** (Eldorado, BMI) (2:30) — The group sells the moving story of two shadows on a window shade in meaningful fashion. Solid potential in both pop and rhythm and blues. Flip is "In the Still of the Night" (Angel, BMI) (3:00). Eldo 110

**JOHNNY MATHIS**



**HOW TO HANDLE A WOMAN** (Chappell, ASCAP) (3:02) — **WHILE YOU'RE YOUNG** (Cathryl, ASCAP) (2:53) — Mathis has two warm, lush ballad stylings here. First up is a lovely song from "Camelot," new Lerner-Loewe legit opening soon in New York. Flip, not to be confused with the oldie, "While We're Young," is in waltz tempo and has an equally good sound. Columbia 41866

**TERESA BREWER**



**WHEN DO YOU LOVE ME** (Rose, BMI) (2:41) — **HAVE YOU EVER BEEN LONELY** (Shapiro-Bernstein, ASCAP) (2:14) — The thrush wraps up a wistful country-flavored theme, "When Do You Love Me," in a heartfelt vocal. She also pipes pertly on the flip, an attractive oldie. "When Do You Love Me" has top potential, but both sides are strong. Coral 62236

**JOHNNY OTIS**



**THE JELLY ROLL** (Eldorado, BMI) (2:28) — **THE NEW BO DIDDLEY** (Arc, BMI) (2:23) — Johnny Otis debuts on the Eldo label with a first-rate reading of two powerful sides. "Jelly Roll" is a swinger that could get much action, and the chanter sells the flip, a new version of the Bo Diddley hit, with fervor. Eldo 106

**MARK DINNING**



**THE WORLD IS GETTIN' SMALLER** (Milene, ASCAP) (2:45) — **SHE CRIED ON MY SHOULDER** (Sigma, ASCAP) (2:18) — Two lovely performances by Mark Dinning that could bring him back to the hit ranks. Top ballad tells about kids who need a place to be alone; flip is a ballad of love that is gone. M-G-M 12958

**GOOGIE RENE**



**THE SLIDE, PART II** (Recordo, BMI) (2:35) — Here's a slow, saucy instrumental, performed with spirit by the Rene crew. It has a lot of warm blues sound and could grab sales. Flip is a slighter instrumental version of the same tune, "The Slide, Part I" (Recordo, BMI) (2:40). Rendezvous 134

**AL KASHA**



**SING** (Merrimac, BMI) (2:07) — Kasha, formerly with Warner Bros., bows here with a sock rhythm reading of a swinging, driving tune, with a touch of gospel. Flip is a ballad, "One of Them" (Merrimac, BMI) (2:25). Brunswick 55200

**Country & Western**

**MARGIE SINGLETON**



**SHE WILL BREAK YOUR HEART** (Conrad, BMI) (2:43) — The thrush is in excellent form on this multi-track fem version of Jerry Butler's hit, now on the charts. Gal handles it warmly indeed. Watch it. Flip is "Voices of Love" (Bayou, BMI) (1:45). Mercury 71733

**BOB WILLS AND TOMMY DUNCAN**



**GOODBYE LIZA JANE** (Southern, ASCAP) (2:26) — Here's a happy, finger-snappin' hoedown number by the boys, who've been hot on the country charts recently. Side has a great country band sound and a good vocal. This can go. Flip is "Image of Me" (Red River Songs, BMI) (2:20). Liberty 55264

**Rhythm & Blues**

**B. B. KING**



**FISHIN' AFTER ME** (Modern, BMI) (2:25) — **THINGS ARE NOT THE SAME** (Modern, BMI) (3:00) — Two of the very best sides by the "Blues Boy" in a long time. First is a bouncy blues with a sort of hypnotic tempo. Flip is another blues, relaxed and stylish with a good bank sound as well. Watch this pair. Kent 351

**WADE FLEMONS**



**AIN'T THAT LOVIN' YOU BABY** (Conrad, BMI) (3:25) — **FLY COME RUNNIN'** (Conrad, BMI) (2:05) — Two solid, rhythmic excursions by the fine chanter with fem chorus support. Flemons has had good success and these can come thru again for the blues artist. Both have a chance. Vee Jay 368

## 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.

(Reviews appear elsewhere in this issue)

**Pop Disk Jockey Programming**

**CARMEN McRAE**

★★★★ **THE VERY THOUGHT OF YOU** (Witmark, ASCAP) (2:30)

★★★★ **OH, LOOK AT ME NOW** (Embassy, BMI) (2:15)—Mercury 71716

**MARV MEREDITH & HIS ORK**

★★★★ **SALVATION ROCK** (Shapiro-Bernstein, ASCAP) (2:19)—Strand 25021

★★★★

### VERY STRONG SALES POTENTIAL

**POPULAR ★★★★★**

**CARMEN McRAE**

★★★★ **The Very Thought of You**—MERCURY 71716—The lovely Ray Noble tune is sung mightily well here by Carmen McRae over tasteful support. Her best side in a long while and one that could move. (Witmark) (2:30)

★★★★ **Oh! Look at Me Now**—The familiar oldie receives an up-tempo reading from the thrush over fine backing by the Belford Hendricks ork. An interesting side with a chance. (Embassy, BMI) (2:15)

**THE FLEETWOODS**

★★★★ **Confidential** — DOLTON 30 — A soft, crooning ballad effort by the group. The cat takes a pleasant lead abetted by nice chords from the gala. This has a strong chance. (Prestige, ASCAP) (2:15)

★★★★ **I Love You So**—The "Mr. Blue" kids have a slow ballad with triplet backing. It's soft and much in the tradition of their earlier hits. Side is worth watching. (Commodore, BMI) (2:00)

**ETTA JONES**

★★★★ **People Will Say We're in Love**—KING 5424—Miss Jones has been getting plenty of action lately and this hip, swingin' version of the "Oklahoma!" standard can grab a lot of play. Gal sings up a storm. (Williamson, ASCAP) (2:19)

★★★★ **When I Fall in Love**—The great standard tune is done in a classy manner by the thrush in slow tempo against a jazz-inspired backing headed by a flute. (Young, ASCAP) (2:49)

**LESTER LANIN & ORK**

★★★★ **This Could Be the Start of Something**—EPIC 9426—A swinging reading of the Steve Allen tune by a swinging Lester Lanin crew. This side could be a big one. Two strong efforts by Lanin.

★★★★ **Blue Tango Rock**—The old Leroy Anderson hit, "Blue Tango," is handed a rocking performance by the Lanin crew here. The band sounds mighty good and the side could happen.

**BILL DOGGETT**

★★★★ **(Let's Do) The Hully Gully**—WARNER BROS. 5181—Bill Doggett bows on the label with a swinging instrumental version of the current hit. It moves and it could get a share of the coin. (Islip, BMI) (2:07)

★★★★ **Jack Rabbit**—Here's a swinging side from Bill Doggett on his first slicing for the label. Strong wax. This side, too, is an instrumental (Islip, BMI) (2:28)

**CARL DOBKINS JR.**

★★★★ **Lovelight** — DECCA 31182 — A bright, infectious ditty is handed a smart reading by the chanter over stylish backing by chorus and ork. A side with a chance. (Sequence, ASCAP) (1:55)

★★★★ **Take Time Out**—Another happy side by Dobkins as he tells how you have to take time out to love your girl while you have a chance. (Kavelin-Maverick, BMI) (1:55)

**THE FOUR LADS**

★★★★ **Just Young**—KAPP 5219—Expressive vocalizing by the Lads on an appealing teen-styled ballad. Also spinnable. (Peer Int'l, BMI) (2:28)

★★★★ **Goodbye Mr. Love** — The Lads' first Kapp dishing spotlights their soothing vocal style on pleasant medium-tempo ballad material. Should pull spins. (Dundee, BMI) (2:24)

**MARV MEREDITH & HIS ORK**

★★★★ **Salvation Rock**—STRAND 25021 — Unusual bell solo work is heard on this bouncy r.&r. item with a driving spiritual quality. Sock instrumental side with yule programming appeal. (Shapiro-Bernstein, ASCAP) (2:19)

★★★★ **Swiss Miss** — Melodic theme is wrapped up in a pleasant instrumental treatment featuring bells on solo stints. Spinnable. (Shapiro-Bernstein, ASCAP) (2:08)

**ETTA AND HARVEY**

★★★★ **Spoonful** — CHESS 1771 — Some wild and woolly shouting and singing here by the fine duo. Great beat backs them all the way. Watch this one. It can be a repeater. (Arc, BMI) (2:35)

★★★★ **It's a Crying Shame** — The new teaming of these two fine artists was successful recently and this lively blues side could get plenty of action, too. (Arc-Jalynne, BMI) (2:30)

**BUDDY HARMAN**

★★★★ **Bye, Bye Love**—WARNER BROS. 5180—Here's a wild performance of "Bye, Bye Love," the old Everly Brothers hit, by the Harman group. It rocks. Could get action if exposed. (Acuff-Rose, BMI) (2:28)

★★★★ **Drum Twist** — The instrumental combo, with voices in the backing, plays this driving instrumental in solid fashion with horns and guitars pounding away. (Acuff-Rose, BMI) (2:05)

★★★★

### GOOD SALES POTENTIAL

**JOE SENECA**

★★★★ **Talk to Me, Talk to Me**—EVEREST 19382—The chanter has a nice, tender quality as he sings this tune, a hit for Little Willie John several seasons back. He performs against fancy fiddle backing in the triplet rhythm effort. Good job. (Jay & Cee, BMI) (2:19)

★★★★ **Forty Days and Forty Nights** — A rhythm tune, with Seneca answering the chorus in a bright vocal offering. Backing against features strings, nicely arranged. (Skidmore, ASCAP) (2:07)

**THE LIONS**

★★★★ **No Oae** — EVEREST 19388 — A bouncy rhythm effort, with a lead vocal in the style of Sam Cooke. The chanter is heard against nice, mixed vocal backing. Good performance. (Brujtem, BMI) (1:53)

★★★★ **Giggles**—A novelty job by the group. The outfit has a persuasive rhythm quality here, with a vocal delivery not unlike that of the Coasters in earlier hits. Side could get spins. (Brujtem, BMI) (2:37)

**FRANKIE LUCAS**

★★★★ **So Long** — MACK IV 3 — Frankie Lucas sells this rhythmic rocker with feeling over attractive backing by ork and chorus. A strong side that has possibilities. (Brujtem, BMI) (2:10)

★★★★ **I Want to Rock You, Baby**—Once again, the chanter, aided by bright support, comes thru with a sharp reading of a snappy rhythm tune. Both sides have a chance alth' flip may have a slight edge. (Brujtem, BMI) (2:20)

**THE MADISON BROTHERS**

★★★★ **Trusting in You**—APT 25050—The boys sell a rockabilly in warm style over listenable backing. (Tone Craft, BMI) (2:00)

★★★★ **What's the Matter, Baby**—The boys belt a rocker with enthusiasm over a swinging backing. Has a chance. (Tone Craft, BMI) (2:02)

**EDDIE WILLIAMS**

★★★★ **Peace of Mind**—DOT 16149—Eddie Williams is searching for "Peace of Mind" on this bright new waxing which he sings in Sam Cooke style. (Cadenza, ASCAP) (2:00)

★★★★ **Songs of the Wanderer** — The lad sells the oldie with much heart, aided by simple, yet attractive backing here. Both sides could get spins. (Daniels, ASCAP) (2:40)

**THE CHALLENGERS**

★★★★ **Lazy Twist**—TRIODEX 102 — The Challengers, who sound a lot like the Champs here, turn in a good performance on a wild instrumental with a good beat. (December, BMI) (2:16)

★★★★ **Goofus**—Here's the oldie dressed up in a "twist" beat and given a rousing reading by the instrumental combo. Worth exposure. (Felst, ASCAP) (1:52)

**RONNIE HEIGHT**

★★★★ **No Date** — ERA 3031 — Ronnie Height explains that he has no date on Saturday night, and he's upset about the whole scene on this cute novelty. Teen lyrics will help its sales. (Bamboo, BMI) (2:15)

★★★★ **Mr. Blues, I Presume**—Another cute side by the lad, this time on a swinging novelty on which he comes thru with a bright vocal. Two listenable sides. (Pattern, ASCAP) (2:00)

**MANDRAKE**

★★★★ **The Witch's Twist** — COLUMBIA 41858—Infectious instrumental side featuring effective guitar solo work and danceable tempo. (Aldon, BMI) (2:12)

★★★★ **Mandrake** — Unusual guitar solo work on haunting theme with catchy beat. (Aldon, BMI) (1:58)

**BROOKS ARTHUR**

★★★★ **The Birthday Card**—CAPITOL 4471 —The chanter shows off a good set of pipes on this big ballad which marks his debut on the label. Lad both sings and talks the song. (Stu-Dar, BMI) (2:10)

★★★★ **What Do You See in the Future**—The chanter bows on the label with a bright reading of an uptempo swinger, aided by sharp support from the chorus and combo. Listenable wax. (Aldon, BMI) (2:16)

**DEE AND DI**

★★★★ **Just You**—KEEN 82121—Dee and Di bow on the label with a warm performance on a listenable ballad. Worth spins. (Hermosa, BMI) (2:30)

★★★★ **Dream**—The girls sell this attractive hunk of material with style over exciting backing. Two good sides. (Hermosa, BMI) (2:32)

**JOHNNY MADARA**

★★★★ **Too Many Hound Dogs** — SWAN 4063—Johnny Madara explains that there are just too many guys after his girl, making it tough for him to even get a date. Bright novelty is handed a very good go here. Watch this. (Conley, ASCAP) (2:24)

★★★★ **Teen-Ager's Dream**—"Why can't I use the car tonight, Dad?" asks the lad on this plaintive ballad. A teen-slanted side that has a chance in today's market. (Request, BMI) (3:15)

**BUDDY KNOX**

★★★★ **Lovely Duvey** — LIBERTY 55290—The old McPhatter hit is updated by Knox with an interesting fiddle backing. Nice wax that could attract spins. (Progressive, BMI) (2:11)

★★★★ **I Got You** — Knox has a cute rhythm side in his first outing on the label. He's backed by a fem vocal group. (Jackson, BMI) (1:47)

**BOBBY COMSTOCK**

★★★★ **Jezebel**—JUBILEE 5396—The oldie is handed a verveful reading with interesting chorus work on the backing. (Hill & Range, BMI) (2:00)

★★★★ **Your Big Brown Eyes**—Comstock warbles with strong emotional impact on a moving r.&r. theme. (Percom, BMI) (2:12)

(Continued on page 39)



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"mean,  
 mean man"

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- 4466—OL' MacDONALD ..... Frank Sinatra  
 Billboard "Hot 100" ..... #92  
 Music Vendor "Top 100" ..... #74
- 4441—EVERGLADES ..... Kingston Trio  
 Billboard "Hot 100" ..... #89  
 Cash Box "Top 100" ..... #87  
 Music Vendor "Top 100" ..... #62
- 4397—LET'S HAVE A PARTY ..... Wanda Jackson  
 Cash Box "Top 100" ..... #54
- 4460—PILTDOWN RIDES AGAIN ..... Piltdown Men  
 Music Vendor "Top 100" ..... #100
- 4406—WINGS OF A DOVE ..... Ferlin Husky  
 Billboard "Hot C & W Sides" ..... #2  
 Cash Box "Country Top 50" ..... #1  
 Music Vendor "Top 50 C & W" ..... #1
- 4412—EXCUSE ME ..... Buck Owens  
 Billboard "Hot C & W Sides" ..... #3  
 Cash Box "Country Top 50" ..... #4  
 Music Vendor "Top 50 C & W" ..... #2
- 4410—THERE'S NOT ANY LIKE YOU LEFT ..... Faron Young  
 Billboard "Hot C & W Sides" ..... #26  
 Cash Box "Country Top 50" ..... #21  
 Music Vendor "Top 50 C & W" ..... #20
- 4386—SHE'S JUST A WHOLE LOT LIKE YOU ..... Hank Thompson  
 Cash Box "Country Top 50" ..... #17  
 Music Vendor "Top 50 C & W" ..... #43
- 4412—I'VE GOT A RIGHT TO KNOW ..... Buck Owens  
 Music Vendor "Top 50 C & W" ..... #31
- 4423—LONELY LITTLE WORLD ..... Jean Shepard  
 Cash Box "Country Top 50" ..... #24
- 4454—WILL WE START OVER AGAIN ..... Hank Thompson  
 Music Vendor "Top 50 C & W" ..... #36
- 4456—YOU'LL FIND OUT ..... Jeanne Black  
 Music Vendor "Top 100" ..... #95

PICKED TO BE

HITS

ACTUAL SELECTIONS BY THE INDUSTRY'S LEADING TRADES

- 4469—MEAN, MEAN MAN ..... Wanda Jackson  
 Billboard "Spotlight Winner"—"Wanda Jackson comes back in  
 her best 'Let's Have a Party' style . . ."  
 Cash Box "Pick of the Week"—"It's a sound romp on both  
 vocal and musical counts. Looks strong!"
- 4472—SO GNI D'ORO ..... Dean Martin  
 Billboard "Spotlight Winner"—"Sentimental Italian-flavored ballad  
 is sung with romantic sincerity by Martin."  
 Cash Box "Best Bet"—"With enough airplay, this handsome  
 ballad could make it."
- 4470—ON AND ON ..... Tommy Sands  
 Cash Box "Pick of the Week"—"Touching folk-type ballad gets  
 a highly sincere reading from the popular songster."
- 4471—WHAT DO YOU SEE IN THE FUTURE ..... Brooks Arthur  
 Cash Box "Pick of the Week"—"Capitol should have a new star  
 burning on the wax horizon in the coming weeks. His name is  
 Brooks Arthur. . . Watch him!"
- 4464—FIRST THINGS FIRST ..... Dakota Staton  
 Cash Box "Best Bet"—"Thrush and Benny Carter ork display  
 lots of swing momentum on the optimistic item from the new  
 musical, 'Tenderloin'."

BRAND NEW

RELEASES

OUT THIS WEEK AND ON THEIR WAY TO YOU NOW!

- 4472—SO GNI D'ORO ..... Dean Martin  
 HOW SWEET IT IS  
 This Italian-flavored ballad can be bigger than "That's Amore."
- 4473—SANTA CLAUS PARADE ..... The Louvin Brothers  
 IT'S CHRISTMAS TIME  
 Their first Christmas record. Will be big on Pop charts.
- 4474—I LIKE A SLEIGH RIDE (JINGLE BELLS) ..... Peggy Lee  
 CHRISTMAS CAROUSEL  
 Peggy's popularity will make this one the year's top Christmas  
 single.
- 4475—SOMERSET GLOUCESTERSHIRE WASSAIL ..... The Kingston Trio  
 GOODNIGHT, MY BABY  
 The Trio's first Christmas disc. Result: Magnificent!





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1. THEME FROM THE APARTMENT (Mills) . . . . .	1	17
2. MR. CUSTER (Bamboo) . . . . .	4	7
3. IT'S NOW OR NEVER (Gladys) . . . . .	2	14
4. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein) . . . . .	3	14
5. CLIMB EVERY MOUNTAIN (Williamson) . . . . .	7	40
6. GREEN LEAVES OF SUMMER (Feist) . . . . .	—	2
7. LAST DATE (Acuff-Rose) . . . . .	—	1
8. MISTY (Octave) . . . . .	5	28
9. ONLY THE LONELY (Acuff-Rose) . . . . .	6	12
10. MY HEART HAS A MIND OF ITS OWN (Aldon) . . . . .	8	5
11. DO RE MI (Williamson) . . . . .	9	40
12. MR. LUCKY (Southgate) . . . . .	11	30
13. SAVE THE LAST DANCE FOR ME (Rumbalero-Progressive) . . . . .	—	1
14. CHAIN GANG (Kags) . . . . .	13	3
15. KEY TO LOVE (Mills) . . . . .	14	5

**Reviews of New Pop Records**

Continued from page 37

**LONNIE DONEGAN**  
★★★ *Junco Partner*—ATLANTIC 2081—Lonnie Donegan comes thru with a bright performance on a familiar folk effort over sharp backing by the ork. Could get some spins. (Frederick, BMI) (2:15)

★★★ *Lorelei*—The chanter sells this interesting tune in hillbilly style over happy backing by the ork. He even yodels on this side. (Tiger, GMI) (2:03)

**RAY SHARPE**  
★★★ *Justine*—TREY 131—Quiet bluesy type tune is sung neatly by Sharpe over slight, but interesting rhythm backing. Could get spins. (Gregmark, BMI) (2:13)

★★★ *The Street Where You Live*—The fine Lerner and Loewe tune from "My Fair Lady" is handed a stylish performance by the chanter. This could get spins. (Chappell, ASCAP) (2:17)

**MARY PASTOR**  
★★★ *I Want a Place of My Own in Your Heart*—ROULETTE 4301—Pretty multi-track piping on a pleasant, country-flavored theme. (Midway, ASCAP) (2:52)

★★ *Certainly You Are*—Vivacious chirping by the gal on an okay novelty-styled tune. (Midway, ASCAP) (2:18)

**MEL TILLIS**  
★★★★ *Walk On, Boy*—COLUMBIA 41963—Dramatic sage-type song with catchy tempo is chanted with virile showmanship. (Cedarwood, BMI) (2:45)

★★★ *Say*—Attractive r.&r.-styled tune is sung with verve by Tillis. (Cedarwood, BMI) (2:04)

**JOHNNY BOND**  
★★★ *Jealous Lead*—20TH FOX 231—A tale of tragedy and death, in which little Joe was found full of "jealous lead." Bond chants the tale with fitting Western feeling. As he sings, he's waiting for the law to nab him. Nice singing effort. (Red River, BMI) (2:31)

★★ *A Kid Named Bill*—Another strongly Westernish effort with the epic touch. This one's about Billy the Kid, the Western desperado. Side also has strong touches of the border area. (Fairway-LeBill, BMI) (2:34)

**CHARLES K. L. DAVIS**  
★★★ *Adventures in Paradise*—EVEREST 19379—Here's the theme material from the 20th Fox TV film series, done in stirring style by the Hawaiian tenor. The tom tom beat is heard faintly behind the vocal. The fans of the singer will like this performance. (Robbins, ASCAP) (2:42)

★★ *Where on Earth*—A ballad with a strong concerto feeling in the piano rhythm backing and the building quality. Davis handles it with style, building to a crashing climax. (Paramount, ASCAP) (2:40)

**VICO TORRIANI & CHORUS**  
★★★ *Calcutta*—LONDON 1944—A happy Continental effort with chorus and a vocalist, Torriani, handling the tune in German. Spinnable wax which has a place in jukeboxes. (Siegal, ASCAP) (2:40)

★★ *She Was Barely 18*—An interesting waltz treatment by Torriani with chick voices coming in with echo effects at the

end of passages. Song has a German Alpine quality and again, it has a bright sound. (Schaeffer's, BMI) (3:05)

**THE SATELITES**  
★★★ *We Like Birdland*—PALACE 102—Infectious jazz-flavored rhythm item with Latin tempo is wrapped up in okay group vocal. Spinnable wax for hip jocks. (Ace, BMI) (2:33)

★★ *Buzz Buzz*—Frantic fast-moving novelty is accorded lively reading by lead singer and group. (Cash, BMI) (1:45)

**DAVID THORNE**  
★★★ *Annie Doesn't Live Here Anymore*—CHOICE 10—The familiar oldie receives a warm performance from the chanter over pretty backing. Worth spins. (3:05)

**MEL CARTER**  
★★★ *I'm Coming Home*—ARWIN 23—Chanter, who used to be with the Mahalia Jackson gospel group, bows on the label with a heartfelt reading of a tender rockaballad. Worth exposure. (Daywin, BMI) (2:30)

★★ *Sugar*—Mel Carter, young chanter from Cincinnati, comes thru with an enjoyable performance on a pleasant rockaballad. Lad has a style. (Daywin, BMI) (2:15)

**THE HOLIDAYS**  
★★★ *Then I'll Be Tired of You*—ROB-BEE 107—Expressive vocal work by lead singer on the pretty oldie with r.&r. tempo. (Harms, ASCAP) (2:20)

★★ *Lonely Summer*—Emotional delivery by lead chanter on okay rockaballad. (Jeff Paul, BMI) (2:32)

**JERRY THOMAS**  
★★★ *We Won't Be Sorry*—ORCHID 945—Effective rockaballad is wrapped up in sincere vocal by Thomas. (Pun-Jon, BMI) (1:58)

★★ *That's the Price I Had to Pay*—Thomas warbles with feeling on moving up tempo r.&r. ditty. (Pun-Jon, BMI) (2:15)

**CLENT GANT**  
★★★ *Growing Strong*—CHANSON 1004—Lively teen-appeal ditty is handed exuberant vocal stint by Gant and chorus. (Czar-Thunder, BMI) (2:02)

★★ *If I Could Pretend*—Feelingful reading of okay rockaballad. (Czar, BMI) (2:07)

★★★  
**MODERATE  
SALES POTENTIAL**

**RICK CORI**  
★★ *Two Times*—EDBERT 100—Here's a breezy effort done in Philadelphia Mummies style with the saxes and banjos and unison chorus. Has a bright juke box quality about it. (Adrienne, ASCAP) (2:23)

★★ *Wild Flower*—Artist offers a fair vocal on this mediocre song material by the Cori ork. (Adrienne, ASCAP) (2:08)

(Continued on page 44)

**MUSIC REVIEW**

**'Molly Brown' Opulent**

Meredith Willson's music and lyrics in the Theater Guild-Dore Schary presentation, "The Unsinkable Molly Brown," are strictly in the tradition of the great show scores. The lyrics are by turn poignant and full of bounce and style, while they eschew the trite; in brief, they have little of the savour of Tin Pan Alley.

The score, via agreement among Frank Music, the Theater Guild, Dore Schary, Meredith Willson and Capitol Records—the show's chief backer and owner of the original cast rights—has been completely restricted until November 21, at which time the bright melodies will receive tremendous exposure. The original cast album was cut Sunday (13) and a flock of singles are in preparation.

For reasons of musical excellence—and the likelihood that Capitol will use every resource to put together the best possible recording—the original cast can be expected to be a boon to dealers around the country. Individual tunes which are strong potential singles hits include the fine march tempo song, "I Ain't Down Yet," a waltz, "Dolce Far Niente," "I'll Never Say No" and "Chic-a-pen." An unusual item of considerable novelty and charm is "Belly Up to the Bar, Boys."

Tammy Grimes, in the lead role, dominates. "Molly Brown" received mixed reviews. However, it is a handsome and opulent show as well as tuneful, and it has a large advance sale. This, and the promotion of the score, is likely to keep it at the Winter Garden for a considerable period.

Paul Ackerman.

★ ★ ★

**CONCERT REVIEW**

**Elsa Lanchester a Delight**

Elsa Lanchester offered a concert of some of her best material at the huge Hunter College auditorium last week. Much of the material is available on her new Verve album, "Cockney London," which was prominently displayed and sold in the lobby, thanks to the foresight of impresario Art D'Lugoff.

As ever, Miss Lanchester was a delight, showing her dramatic as well as musical background by her ability to shift emotional gears from tender ("When the Summer Comes Again") to comic ("Strictly Vertical") to melodramatic (an Osbert Sitwell poem in which a nurse murders her invalid patient) to wistful (the tune about the Cockney girl's romance with a plain, unemotional youth).

The criticism that must be leveled deals not with the above, but rather with Miss Lanchester's timing and routining. Perhaps it was the size of the hall after years of working in such intimate surroundings as Hollywood's Turnabout Theater, but Miss Lanchester's timing definitely was off on some selections, so that on some of her exists, the audience was uncertain that she had reached the finish. Also, her predilection for costume changes (there were at least seven) seemed extravagant for this program. Altho the duo pianist who worked together or solo in her absence were competent, their inclusion of Chopin and Beethoven solos had the audience baffled as to whether to take them seriously or to expect them to launch into a satire (they were dead serious).

These may be niggling points in view of the fact that the large turnout apparently enjoyed the bulk of the performance immensely and indicated this by the rate at which the LP's seemed to be passing over the counter. And that's what counts, for the rest can be straightened out prior to future appearances.

Sam Chase.

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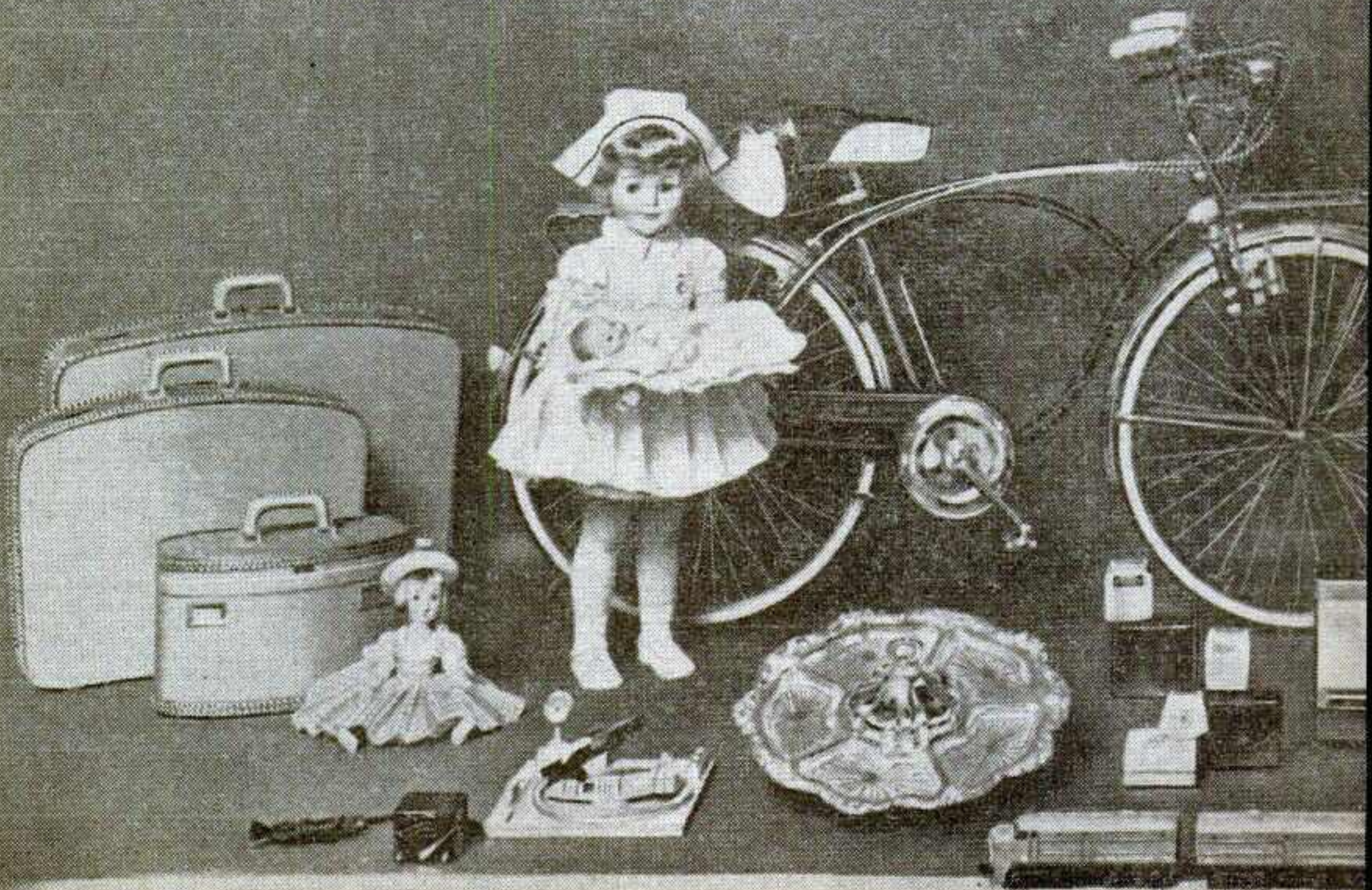
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# FOLK TALENT AND TUNES

By BILL SACHS

## Around the Horn

Much credit is due the management and staff members of Station WSM, Nashville, for their excellent planning and handling of the recent country music festival. Much time, money and effort went into making the ninth annual country music festival the usual howling success, with final attendance figures topping all previous marks and with those fortunate enough to make the event wending their way homeward with loud words of praise for those who handled the arrangements. The lofty status the annual event has attained in the musical business in general is best attested by the large number of important recording and publishing executives attracted by the three-day conclave. Congratulations to WSM and its departmental heads for a job well done!

On hand at the festival for the first time in years to greet his legion of country music friends and acquaintances was The Billboard's own Johnny Sippel, authority on c.&w. music and an expert on the recording and publishing business. Needless to say, the kid had a field day renewing old acquaintances. . . . Faber and Mary Robinson, who pioneered indie country labels such as Abbott and Faber, which introduced such names as Bonnie Guitar and the late Johnny Horton, among others, have settled in Rio de Janeiro, where they have already launched their own new label. . . . Little Jimmy Dickens is back in the groove again after weathering a long siege of arthritis.

Johnny Cash has acquired a stable of racehorses, with one of the bangtails, I Walk the Line, named after one of his first hits, due to start in the first race soon at the Agua Caliente, Mexico, track. . . . The Everly Brothers, Phil and Don, are still at the Warner Bros. acting school in Hollywood and expect to be there thru next spring. They have severed their booking contract with General Artists Corporation and are now free-lancing. . . . Fred Stryker, of Fairway Music, Hollywood, lost his father-in-law in Chicago over the weekend. . . . Ann Jones, King recording veteran, and hubby Hughie, have their five-piece, all-girl band playing military installations in the 50 States on a 52-week-a-year basis. Combo makes the jumps in a sleeper bus.

A new country music show titled "Country Music Jamboree" made its bow October 29 on WBOW, Terre Haute, Ind., and will be become a regular Saturday feature, 9-10 p.m. Show's staff musicians are Loula Bell Si, Kenny Si, Red Harris, Bernie Waldon and Bobby Johnston. C.&w. artists traveling the territory are invited to drop by for a guest shot. . . . Pee Wee King's eldest son, Frank Jr., is on the freshman swimming team at the University of Alabama. . . . Mrs. Joe Frank, widow of the veteran c.&w. talent booker and promoter, is nursing a broken arm. . . . Harry Stone, former manager of WSM's "Grand Ole Opry" operation and more recently executive secretary of the Country Music Association, is now employed by a Tennessee State agency in Nashville. . . . Uncle Art Satherly, dean of country and western a.&r. executives, now in retirement, is trying to sell his last remaining motel holding near Savannah, Ga., and plans to get back into the country field as a personal manager or entrepreneur of a chain of country danceries.

Upon his return to Nashville, October 29, following a week's engagement at the Casino Theater, Toronto, Hank Snow was promptly stricken with a severe attack of the flu which bedded him and caused him to miss greeting his many friends at the country music festival in the Tennessee city last week. . . . Mark Webb, young Indianapolis artist, has been inked by Charles Wright, Dallas agent, for a session to be cut in Nashville soon under the direction of Wright's associate there, Red Wortham. . . . Jimmy Littlejohn has been inked for an early session by Top Rank a.&r. chief, Paul Cohen. . . . Bobby Lee, recently signed by Decca Records, has his first release on the label titled "Sugar Love." . . . Minnie Pearl set for a banquet-show date at New York's Waldorf-Astoria, November 23, by the Jimmy Denny office, Nashville.

Webb Pierce, George Jones, Jimmy Dickens, Smiley and Kitty Wilson and Dee Don, currently on tour together, will be joined by Hank Snow for the November 21-29 period. Tour will take them thru Texas and the Pacific Northwest. Pierce's new Decca release is "Fallen Angel," which kicked off to a good start last week. . . . Bill Phillips, a member of the Johnnie and Jack and Kitty Wells turn is sporting a new Columbia release coupling "I've Found a True Love" and "How Could You?" . . . Ray Price and His Cherokee Cowboys last week embarked on a swing thru the Lone Star State. . . . Jim Reeves stops off in Independence, Ia., November 26, and St. Paul, Minn., November 27.

## With the Jockeys

Deejays who have not received a copy of Carl Stuceman's "D" release, "Please Be My Love," or Claude Gray's "Homecoming in Heaven," may obtain same by writing to Walt Breeland, 8618 Anacortes, Houston 17. . . . "Due to the tremendous demand for country music in our area," writes John H. Touchstone, owner of KRIH, Rayville, La. "I am desperately in need of the latest releases from all the labels." . . . "I will say this," typewrites Robert M. Roe, c.&w. deejay at WCHN, Norwich, N. Y., "your column sure does get results. I wrote in a request for wax and got snowed under. Shirley Colie's wax, 'My Charlie' b.w. 'Didn't Work Out, Did It,' has broken in this area. The Sunshine Boys' sacred music has also hit the spot in this territory."

George Frank Sr., manager of Novart Song Publications and Novart Records, 202 Kent Street, Rochester 6, N. Y., will service with sample platters all deejays who write in on their station's letterhead. . . . Deejay samples of Charles Bryant's new release on the Peach label, "Aching Heart, Hush" b.w. "Don't Take My Woman Away," are available by writing to Yonah Music, Box 147, Louisville, Ga. . . . B-W Music, Inc., new platter firm with headquarters in Wooster, O., is sending out promo copies on four new country-gospel releases by Les Haven and His Playboys, George Green, Chet Good and the Slabach Sisters. Drop a line to Quentin Welty, Box 337, Wooster, O. . . . Eddie Noack's first Mercury release, "I Slipped Out of Heaven" b.w. "Firewater Luke," is being mailed out to deejays and librarians by Gabe Tucker, 314 East 11th Street, Houston. Drop him a card.

# The Billboard HOT C & W SIDES


FOR WEEK ENDING NOVEMBER 20

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2	2	2	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	11
2	1	1	1	ALABAM, Cowboy Copas, Starday 501	20
3	3	3	4	EXCUSE ME, Buck Owens, Capitol 4412	9
4	4	4	3	(I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767	12
5	6	9	11	BEFORE THIS DAY ENDS, George Hamilton IV, ABC-Paramount 10125	6
6	8	8	9	I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767	7
7	5	5	5	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248	11
8	7	11	13	BALLAD OF WILD RIVER, Gene Woods, Hap 1004	6
9	13	10	10	LET'S THINK ABOUT LIVIN', Bob Luman, Warner Bros. 5172	6
10	10	6	6	HEART TO HEART TALK, Bob Wills & Tommy Duncan, Liberty 55260	13
11	9	13	15	CRUEL LOVE, Lou Smith, Top Rank 2069	14
12	15	—	—	LAST DATE, Floyd Cramer, RCA Victor 7775	2
13	14	20	26	HERE I AM DRUNK AGAIN, Clyde Beaver, Dollie 7682	4
14	11	7	7	ANYMORE, Roy Drusky, Decca 31109	19
15	—	—	—	FALLEN ANGEL, Webb Pierce, Decca 31165	1
16	17	27	—	I MISSED ME, Jim Reeves, RCA Victor 7800	3
17	12	14	18	YOU CAN'T PICK A ROSE IN DECEMBER, Ernest Ashworth, Decca 31156	4
18	22	—	—	LITTLE GUY NAMED JOE, Stonewall Jackson, Columbia 41785	2
19	16	16	22	LONELY RIVER RHINE, Bobby Helms, Decca 31148	4
20	—	—	—	NORTH TO ALASKA, Johnny Horton, Columbia 41782	1
21	26	22	21	THERE'S NOT ANY LIKE YOU LEFT, Faron Young, Capitol 4410	4
22	28	—	—	WANTING YOU, Jimmy Newman, M-G-M 12945	2
23	20	19	19	THIS OLD HOUSE, Wilma Lee & Stoney Cooper, Hickory 1126	10
24	—	—	—	I THINK I KNOW, Marion Worth, Columbia 41799	1
25	24	—	—	WINDOW UP ABOVE, George Jones, Mercury 71700	2
26	21	—	27	THIS OLD HEART, Skeets McDonald, Columbia 41773	3
27	27	—	—	THE MOON IS CRYING, Allan Riddle, Plaid 1001	2
28	18	12	8	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756	18
29	—	18	16	SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386	14
30	19	—	—	I WISH YOU LOVE, Billy Walker, Columbia 41763	2

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We, the friends of Johnny Horton, are determined to work tirelessly and relentlessly to protect his memory and the welfare of his beloved family.

We, the friends of Johnny Horton, offer our prayers for the speedy recovery of his dear companions, Tillman and Tommy.

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Reviews of New Pop Records

Continued from page 39

THE PATRIOTS

★ ★ Remember the Alamo — EVEREST 19387—Here's a chapter from a recent Everest album titled, "The Presidents," featuring Walter Brennan. The Patriots are a vocal group in the cast, and here they offer a martial tribute to the Alamo to tie in with the release of the picture of the same name. Wax from he pic itself, however, is stronger. (Hallmark, ASCAP) (1:42)

★ ★ Andy Jackson—A hand-clapper rhythm tribute to one of the early Presidents, also taken from the Walter Brennan album. (Hallmark, ASCAP) (2:01)

ROLLO AND BOLLIVER

★ ★ Mildred, Our Choir Director—M-G-M 12684—Mildred, poor gal, is screaming as she hangs from the cliff but the boys have little interest as they drink their tea. A novelty reissue of the side which first came out a few seasons back. (Trinity, BMI) (1:51)

★ ★ The Hoobaschnob Machine—A bouncy rhythm novelty with banjo backing. The boys turn out the lyric in okay form but the flip is better. (Trinity, BMI) (2:09)

CHAMP BUTLER

★ ★ Let's You and Me—FIVE-TEN 1001—The chanter returns to the scene with a medium-beat effort with only medium appeal. (Mamaleen, BMI) (2:24)

★ ★ Rock Hudson Rock — Rockin' tempo outing by the chanter, who works in dual-track style. The lyric has some novelty appeal here. (Mamaleen, BMI) (2:10)

MARSHALL AND WES

★ ★ One Grain of Sand — MILESTONE 2204—A medium rhythm number in which the pair give out with some basic proverbs of life and love. Fair sound in a countryish groove. (Lode, BMI) (2:10)

★ ★ Time (Is Endless)—A Westernish tune with a suggestion of a south-of-the-border rhythm. Fair effort with limited commercial prospects. (Lode, BMI) (2:25)

BOB CALLOWAY

★ ★ Wake Up Little Boy Blue—UBC 1013—The old nursery tune, "Little Boy Blue," turns into a rockaballad item in this treatment by Calloway. Chanter has strong country roots. (Tree, BMI) (2:28)

★ ★ Made By Angels—A pleasant rockaballad is handled nicely against fiddle backing by the chanter. (Debbie, BMI) (2:57)

SANDY SOLO

★ ★ Lament to Love—SEECO 6009—Mel Torme penned this pretty tune, and Solo handles it nicely on this pleasant waxing. (Wemar, BMI) (2:15)

★ ★ I'm Through With Love — The fine oldie is performed in warm style by Solo over swing-fashioned backing by the ork. (Robbins, ASCAP) (2:46)

DANNY CRISTALE'S TORNADES

★ ★ Snowflakes—HOME OF THE BLUES 114 — Attractive tune is chanted in okay fashion by Cristale and group. (Fre-Ron, BMI) (2:10)

★ ★ I Should Have Left—Amusing novelty is chanted with good humor by group. (Fre-Ron, BMI) (2:20)

MIKE HARRIS

★ ★ Divine—ZUMA 102—Wistful reading of plaintive rockaballad. (Exbrook, BMI) (2:38)

★ ★ Just a Memory—Showmanly warbling on attractive rockabilly item. (Exbrook, BMI) (1:57)

Jazz

★ ★ ★ ★

HORACE SILVER QUINLET

★ ★ ★ ★ Strollin'—BLUE NOTE 1784—The more rhythmic of the two sides has a sneaky beat and the cats blow up a nice harmony pattern prior to the good solo work. A satisfying side. (Ecaroh, ASCAP)

★ ★ ★ Nica's Dream—The five-man group turn out sounds that should appeal to the fans. A tricky, Latinish rhythm is employed but the side is mainly for listening. (Ecaroh, ASCAP)

JERRY WALLACE

★ ★ ★ ★ Angel on My Shoulder — CHALLENGE 59098 — Happy tune receives a warm performance from the lad over good backing by the orchestra. This is somewhat in the style of his "Primrose Lane." A good side. (Sherman-DeVorzon, BMI) (2:28)

★ ★ ★ There She Goes — A first-rate ballad is sung with feeling by Wallace on this side that could catch both country and pop action. A strong effort. (Four Star, BMI) (2:40)

THE SHELLS

★ ★ ★ ★ Baby, Oh Baby—JOHNSON 104—This disk was out several years back. It's a rock ballad with a touch of the meshuga-type vocal performance. The side is getting some action on the West Coast and it rates watching. (Figure, BMI) (2:24)

★ ★ ★ Angel Eyes — A slow rockaballad with a pounding beat in slow tempo. (Sophisticate, BMI) (2:10)

JOE VILLA

★ ★ ★ ★ (She's My) All-American Girl—CAPITOL 4484—A bright and rollicking rhythm side with Villa assisted by a squealing fem chorus. The side has a cute banjo and bell sound with drums and a bass horn. Nice effort. (World, ASCAP) (2:19)

★ ★ ★ Mickey Mouse Got a Girl Friend—A cute, happy, novelty rocker. Villa gives it a lot of vitality along with the chick chorus. Cute side. (Sweeten-Wildcat, BMI) (2:17)

THE INNOCENTS

★ ★ ★ ★ Tick Tock—TRANS WORLD 7001—Slow-paced ditty with teen-appeal is sung with feeling by the group. Boys are on the charts right now. (Maverick-Kavelin, BMI) (2:05)

★ ★ ★ The Rat—Catchy rhythm item is handed a bluesy ork treatment with an infectious tempo. (Kavelin-Maverick, BMI) (2:06)

SAMMY DAVIS JR.

★ ★ ★ ★ This Little Girl of Mine—DECCA 31177—Davis has considerable success with Ray Charles' "I've Got a Woman," and his present effort on another sock Charles tune—and in the fervent Charles style—should pull plenty of play. (Progressive, BMI) (1:57)

★ ★ ★ Face to Face—Appealing ballad with swinging backing is warbled with showmanship by Davis. Side is from an album. (Alamo, ASCAP)

★ ★ ★

TINA BROOKS

★ ★ ★ Good Old Soul (Parts I & II)—BLUE NOTE 1782—A bit of out kind of trumpet-tenor byplay with extended solos by both. Rhythm backing is used. Dancers will find a lot of good medium rhythm here. (Groove, BMI)

THE DAVE BAILEY SEXTET

★ ★ ★ One Foot in the Gutter (Parts I & II)—EPIC 2200—Tasteful jazz instrumental wax with effective sax and trumpet solo work on Part I and a pleasant piano solo stint in Part II.

THE MASTERSOUNDS

★ ★ ★ I Could Write a Book—FANTASY 550—Melodic vibe solo stint on the memorable "Pat Joey" standard. Good jazz jock wax. (2:58)

★ ★ ★ Golden Earrings—Restfully effective vibe solo work on the pretty oldie. (2:30)

★ ★

DIZZY REECE

★ ★ A Ghost of a Chance—BLUE NOTE 1777—Hornman Reece plays a soulful, slow interpretation of the standard. Okay wax for the boxes.

★ ★ Blue Streak—A groovy, upbeat hunk of combo jazz by Reece with rhythm. Listenable and danceable. (Groove, BMI)

Polka

★ ★ ★ ★

L'I' WALLY

★ ★ ★ ★ Auld Lang Syne—JAY JAY 229—Li' Wally and the ork sings and plays the traditional New Year's song with excitement here, playing the tune with a polka beat. (2:20)

★ ★ ★ Dance Around the Christmas Tree—The familiar ditty is played in bright polka fashion by the band and it should interest the ork's many Midwest fans. It has a vocal, too. (Jay Jay, BMI) (2:15)

L'I' WALLY

★ ★ ★ ★ Santa Claus Is Coming to Town—JAY JAY 228—Here's an unusual version of the oldie in polka style. It is a bright, happy side that should catch loot on juke boxes in polka territory from Scranton to Milwaukee. (2:25)

★ ★ How Lovely Is Christmas—The ork comes thru with a happy Christmas song, with a vocal by the ork leader himself. (1:55)

★ ★ ★

L'I' WALLY

★ ★ ★ Oh Christmas Tree—JAY JAY 230—Li' Wally plays the familiar Christmas (Continued on page 46)

The Billboard  
HOT R & B SIDES

FOR WEEK ENDING NOVEMBER 20

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	
				TITLE, Artist, Company, Record No.	
1	2	9	12	HE WILL BREAK YOUR HEART, Jerry Butler, Vee Jay 354	4
2	1	4	6	LET'S GO, LET'S GO, LET'S GO, Hank Ballard and the Midnighters, King 5400	6
3	3	3	3	GEORGIA ON MY MIND, Ray Charles, ABC-Paramount 10135	8
4	4	1	2	SAVE THE LAST DANCE FOR ME, The Drifters, Atlantic 2071	7
5	8	8	7	MY DEAREST DARLING, Etta James, Argo 5368	9
6	10	21	19	STAY, Maurice Williams, Herald 552	8
7	9	18	17	I WANT TO BE WANTED, Brenda Lee, Decca 31149	5
8	6	2	1	KIDDIO, Brook Benton, Mercury 71652	13
9	12	27	—	NEW ORLEANS, U. S. Bonds, Legrand 819	3
10	5	6	5	FOOL IN LOVE, Ike and Tina Turner, Sue 730	16
11	11	10	9	DON'T BE CRUEL, Bill Black's Combo, Hi 2026	6
12	18	24	29	LAST DATE, Floyd Cramer, RCA Victor 7775	4
13	13	12	21	CRY, CRY, CRY, Bobby (Blue) Bland, Duke 327	6
14	21	20	11	YOU TALK TOO MUCH, Joe Jones, Roulette 4304	7
15	15	23	—	A MILLION TO ONE, Jimmy Charles, Promo 1002	10
16	17	7	8	THE TWIST, Chubby Checker, Parkway 811	15
17	7	5	4	CHAIN GANG, Sam Cooke, RCA Victor 7783	12
18	26	22	24	HUSH HUSH, Jimmy Reed, Vee Jay 357	4
19	25	15	10	SLEEP, Little Willie John, King 5394	6
20	16	14	23	LET'S THINK ABOUT LIVIN', Bob Luman, Warner Bros. 5172	4
21	29	—	—	LOVE WALKED IN, Dinah Washington, Mercury 71696	2
22	19	30	—	MY HERO, Bluenotes, Value 213	3
23	24	16	22	TODAY I SING THE BLUES, Aretha Franklin, Columbia 41793	4
24	22	29	27	DEVIL OR ANGEL, Bobby Vee, Liberty 55270	4
25	27	—	15	TONIGHT'S THE NIGHT, Shirelles, Scepter 1208	5
26	14	11	18	MY HEART HAS A MIND OF IT'S OWN, Connie Francis, M-G-M 12823	7
27	—	—	—	MY GIRL JOSEPHINE, Fats Domino, Imperial 5704	1
28	28	—	—	IRRESISTIBLE YOU, Bobby Peterson, V-Tone 214	4
29	—	—	—	SUMMER'S GONE, Paul Anka, ABC-Paramount 10147	1
30	20	17	16	SO SAD, Everly Brothers, Warner Bros. 5163	5

Moving on BLUE NOTE

THE THREE SOUNDS  
THAT'S ALL/ST. THOMAS  
BLUE NOTE 45x1758

JIMMY SMITH  
MAKIN' WHOOPEE/WHAT'S NEW  
BLUE NOTE 45x1765

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"OH, WHAT A FOOL"  
Featuring Big Jay McNeely  
by  
Little Sonny Warner

ardco



# Reviews and Ratings of New Albums

Continued from page 32

## LOW-PRICED CHILDREN'S ★★★★★

**★★★★ DEPUTY DAWG**  
Dayton Allen. RCA Camden CAL 1048—Deputy Dawg, the funny, friendly law man of TV comes to life in his first LP, designed for the lower age bracket kiddies. Here are six separate episodes, including a welcome to Mischa Mouse, the little creature from another planet. All these are taken from the sound track of various TV outings of the series. To add to the appeal, there are seven of the Dawg's little animal friends on the back cover, ready to be crayoned in color by the youngsters.

## COUNTRY & WESTERN ★★★★★

**★★★★ BROKEN-HEARTED MELODIES**  
Cowboy Copas. King 720—The Cowboy has been on the pop charts lately via another label with "Alabam," which means this group of reissued material could develop some interest at pop counters. Business in the country marts would certainly be indicated. There are 14 tunes in all, including a great answer song of another day, "Signed, Sealed, Then Forgotten," plus "A Package of Lies Tied in Blue," "I Can't Stop Loving You," etc. Good recorded sound, with a good cover shot of the chanter.

## SPOKEN WORD ★★★★★

**★★★★ REMEMBER THE ALAMO**  
Claude Rains. Noble NOM 102—A fine and inspiring reading of the story of the Alamo as it revolved around the three principal leaders of that besieged outpost: Davy Crockett, Jim Bowie and William Barrett Travis. Claude Rains does a superb job of reading the text by Michael Avallone. Accompanying music by Tony Mattola is fitting background; never intruding but always adding to the telling of the story. Altho not related to the John Wayne movie, a very fine production.

## ★★★★ DE LEON ROARS

Jack De Leon. Duo D 2—Here's a new comedy waxing out of the Stereodiddies stable, in Fort Lauderdale, Fla., which produced the Woody Woodbury chartmakers. Jack De Leon has worked mainly in the Florida Gold Coast area, even as Woodbury, and here he presents a number of his typical routines, which make use primarily of the medium of impressions and mime. One bit, "Philip and Tony," has the Queen's husband giving a few words of advice to Princess Margaret's hubby, the day before the wedding. A lot of laughs here, and the artist would figure to have a good chance to break out.

## RELIGIOUS ★★★★★

**★★★★ HALLOWED BE THY NAME**  
Gordon MacRae. Capitol ST 1466 (Stereo & Monaural)—Serious and sincere performances of familiar religious tunes by Gordon MacRae, aided by the Van Alexander orchestra. "The Lord's Prayer," "Nearer My God to Thee," "The Little Brown Church in the Vale" and "Onward Christian Soldiers" are some of the tunes in the set. Religious fans will enjoy it.

## INTERNATIONAL ★★★★★

**★★★★ LINE RENAUD AT THE CASINO DE PARIS IN PLAISIRS**  
Capitol ST 10257 (Stereo & Monaural)—Mlle Renaud is a slick Gallic vocal talent, as she has proved earlier thru singles released here. In this set, she performs a program of nicely paced, contrasting rhythm numbers performed in her own appearances at the famous Casino de Paris. Everything's done in French, but that does not keep the gal from getting her message across with that smooth, slightly husky, typically French touch. A lot of good entertainment in this one and some bands make for good on-the-air material.

## FOLK ★★★★★

**★★★★ THE RANDY SPARKS THREE**  
Verve MG 8377—Randy Sparks (heretofore a solo warbler), his wife Jackie and Paul Sykes blend pleasantly on this package of warmly sincere folk songs. They perform with good humor and considerable charm on "Three Jolly Coachmen," "Oh! Sally Brown," "Annie," "Oh Winmonweh," and others.

## LOW-PRICED SACRED ★★★★★

**★★★★ JOHN McCORMACK SINGS SACRED MUSIC**  
RCA Camden CAL 635—This is the third Camden collection of old John McCormack songs, following a strong-selling collection of his Irish songs and a more recent one of operatic selections. Those on this disk include several familiar hymns and religious songs and some more ambitious works such as the recitative and aria from Beethoven's oratorio, "The Mount of Olives"; also, Franck's "Panis Angelicus" and both the Schubert and the Bach-Gounod "Ave Maria." Should be a good sales item.

## LOW PRICED POPULAR ★★★★★

**★★★★ THE SWINGIN' BENNY GOODMAN SEXTET**  
Harmony HL 7278—This is a rather weak collection of sides by B.G., but his name value should help it sell on racks. This presents the Goodman Sextet in its middle-'50's period, with vocals by Rickey, Nancy Reed and even one by Benny himself. Tunes include "Four or Five Times," "Oh Babe," "Walkin' With the Blues" and "Bye Bye Blues."

## JAZZ ★★★★★

**★★★★ PHILLY JOE'S BEAT**  
Philly Joe Jones. Atlantic 1340—Modern jazz drummer Jones leads a group of young swingers on this excellently recorded album. Jones splits the air with his highly explosive drumming on seven tracks, three of which are tunes associated with Dix Gillespie: "Salt Peanuts," "Two Bass Hit" and "That's Earl Brother." Set introduces two relative newcomers: Michael Downs, cornet, and Bill Baron, tenor sax. Set should sell to devotees of the hard bop school.

## ★★★★ IN PERSON

The Jimmy Giuffre Quartet. Verve MG 8387—A very fine set of tracks from the quartet Guiffre had at New York's Five Spot Cafe (recorded there) something like six months ago. Six tracks make up the record by Giuffre on tenor sax and clarinet; and Bill Osborne, drums. All contribute fine solos with Hall particularly excelling. Smooth swinging jazz with some abstract concept that may well appeal to the modern set.

## ★★★★ SAXOPHONE SUPREMACY

The Sonny Stitt Quartet. Verve MG 8377—Solid performances by Sonny Stitt and his quartet on a group of standards. Quartet consists of Stitt, Lou Levy, Leroy Vinnegar and Mel Lewis. It's Stitt's set all the way tho, and Sonny turns in some attractive solos on "Sunday," "I Cover the Waterfront" and "All of Me." It's hard jazz, but with more warmth and style than many releases in the idiom.

## ★★★★ THE ORIGINAL JAZZ

Kid Ory and his Orchestra. Verve MG 1023—For jazz fans who are interested in roots, this set is recommended. It features Kid Ory playing trombone in the old jazz style that started it all, supported by Marty Marsala, Darnell Howard, Cedric Haywood, Frank Haggerty, Charles Oden and Earl Watkins. The tunes include "Baby Face," "Spanish Shawl," "Ida" and "Down by the Riverside." For serious fans.

## CLASSICAL ★★★★★

**★★★★ HANDEL: ORGAN CONCERTOS (COMPLETE) VOL II: CONCERTOS NOS. 10 THRU 16**  
Pro Musica Orchestra (Reinhardt) Vox Box 24—Three LP's spell the complete glossary of organ repertoire, by one of the masters of the concerto form. Two different soloists, Walter Kraft and Eva Hoelderlin, are employed in the organ solo spots in the European (Stuttgart) made recordings. A number of other recordings cover various segments of the composer's organ catalog. This has the advantage of completeness and a moderately good sound, for those fanciers of this school.

## ★★★★ BACH: SUITE NO. 2 IN B MINOR; BRANDENBURG CONCERTO NO. 5

Antonio Janigro and the Soloists of Zagreb. RCA Victor LM 2460—The soloist of Zagreb has received much acclaim for its concerts in the U. S. and this new recording should interest its followers. With Antonio Janigro featured on cello and also conducting the group, the set should be a strong classical seller. The group is excellent in reading of the "Brandenburg Concerto No. 5" and the "Suite No. 2" by Bach.

## ★★★★ 176 KEYS

Vronsky and Babin. RCA Victor LM 2417—Duo pianists Vitya Vronsky and Victor Babin play classical and light compositions in an unerring style. Material is varied and should have a wide appeal. "Waltz" from "Swan Lake," "Waltz of the Flowers" and "Concert Waltz," from "Der Rosenkavlier" all well-known pieces, are teamed with the likes of Stravinsky's "Circus Polka" written originally for circus elephants. Every composition was selected for the set because it was music written for dance.

## SEMI-CLASSICAL ★★★★★

**★★★★ 97 KEYS**  
Pauline Carter. HI HI R 205—The piano player by Miss Carter on this record is unusual in that it has 97 keys rather than the normal 88. The lady's touch is strong and full of appropriate dynamic intensity for the material included. That material is made up of 14 pieces that thru the years have come to be regarded as pianistic war-horses. "Malaguena," "Liebestraum," "Clair De Lune" and "Ritual Fire Dance" are only a few of the light classic favorites included.

## LOW-PRICED CHILDRENS ★★★★★

**★★★★ ANIMAL SONG PARADE**  
Various Artists. Columbia HL 9516—A group of different artists play and sing some solid kiddie songs, including such popular items as "The Little White Duck," "The Teddy Bears' Picnic," "Frog Went A-Courtin'" etc. Pleasant performances by

Patty McGovern, Bob Hannon, Burt Taylor, Ray Carter ork, 49'ers Quartet.

## FOLK ★★★★★

**★★★★ TELL THE WORLD ABOUT THIS**  
The Tarriers. Atlantic 8042—The Tarriers, on another label, once had hits with "Banana Boat Song" and "Cindy," (the latter with Vince Martin). Here the name is reconstituted with Bob Carey, the only holdover from the original trio. Now he teams with Clarence Cooper and Eric Weissberg, in a program of rather typical ballad and work song character, of the type that is currently enjoying plenty of popular acclaim. Such titles as "This Train" and "Take This Hammer," appear and the performances and playing are spirited. The set can enjoy sales if exposed.

## ★★★★ AS I ROVED OUT (FIELD TRIP -IRELAND)

Jean Ritchie. Folkways FW 8872—An exquisite set of Irish folk songs sung by a variety of Irish artists all of whom have a truly unpretentious style. The accompanying pamphlet tells of songs and their singers. Altho all have a wonderful charm "The Kerry Recruit," "With Kitty I'll Go" and "The Maggie's Next," are especially appealing. Instrumental tracks feature fiddle, pipes and whistles in old song. A fine collection for those interested in Irish folklore.

## COUNTRY & WESTERN ★★★★★

### ★★★★ THE MANY MOODS OF MOON MULLICAN

King 681—Here is Moon Mullican, in a group of sides made a number of years ago, playing and singing in many moods. Some of the tunes are serious, such as "Sweeter Than the Flowers No. 2" "Crippled for Life," and bright items including "Good Deal Lucille" and "Goodnight, Irene." There are instrumentals, "Pan Handle Rag" and "Mexicali Rose," to name two. Good listening and good wax for Mullican fans.

## CHILDRENS ★★★★★

### ★★★★ THE LITTLE MATCH GIRL AND OTHER TALES

Boris Karloff. Caedmon TC 1117—Another top-notch series of kiddie readings to add to the growing list of Karloff performances on Caedmon. Here are such immortal fair tales as "Thumbelina," "The Red Shoes," and the title story, in addition to "The Top and the Bald" and "The Swineherd"—all read with that special Karloff warmth and glow, so neatly suited for capturing the attention of children. This costs more than most kiddie LP material, but it can compete, thanks to quality.

## LOW-PRICED CHILDRENS ★★★★★

### ★★★★ BUSY POLICEMAN JOE: TALL FIREMAN PAUL

Leon Janney, Narrator. RCA Victor LY 102—A good idea, well organized and well done. Seven songs complement the story of the policeman's job and six go with that of the fireman. The pleasant scripts are by Raymond Abrashkin who wrote the charming film, "The Little Fugitive." The tunes frequently are built on familiar songs or folk melodies. The results should intrigue the smaller fry who still are in the stage where they hope to grow up to be firemen or policemen.

## SACRED ★★★★★

**★★★★ BECAUSE OF HIM**  
The Speer Family. Skylite 5969—The Speer Family of Nashville offer reverent vocal treatments of a group of moving sacred tunes. Items include the title tune, "I'm Gonna Trust in the Lord," "He's All That I Need" and "He Set Me Free." Striking painting of Jesus Christ gives package a strong display value.

## CHRISTMAS ★★★★★

### ★★★★ CHRISTMAS SONGS FROM THE OLD WORLD

Arne Dorumsgaard. Monitor MF 323—This is one of the most remarkable and charming collections of Christmas music on wax. Most of the 25 songs originated some 400 years ago in feudal Europe, then disappeared from common usage until rediscovered fairly recently. Collected from many nations, they reflect the delightful simplicity of the Baroque era as well as national characteristics. For a different and completely fascinating Christmas LP, this one can be strongly recommended.

## SPECIALTY ★★★★★

### ★★★★ COCKNEY LONDON

Elsa Lanchester. Verve MG 15015—Elsa Lanchester (Mrs. Charles Laughton) has been a leading collector of Cockney-type songs for years, and frequently has performed them at concerts and theaters. Her new disk offers some fine examples, many of which are used in her current live appearances. These include the catch music hall strain, "Our Three Penny Hop," the tender "When the Summer Comes Again," and the funny "He Didn't Oughter." Personal appearances should help sales.

## INTERNATIONAL ★★★★★

### ★★★★ PORTUGAL: PORTUGUESE FADOS AND FOLK SONGS

Monitor MFS 340—The American disk (Continued on page 46)

# Four More Aired Sales Consummated

NEW YORK—Four more station purchase deals were finalized last week involving WMGM, New York; KXOK, and WEW, St. Louis and WTAC, Flint, Mich. Such sales are studied avidly by most record promoters and manufacturers, since new ownerships often result in a change of policy on disk shows, and/or personnel.

The Flint, Mich., sales is of particular interest to the trade since it was sold (for \$555,700) by Chess Record chief Leonard Chess to a group of Philadelphia business men, including two Philly deejays—Gene Milner, WIP, and Tom Reddy, WRCV.

Contracts were signed last week by which Crowell-Collier Broadcasting Corporation purchased WMGM here from Lowe's Theaters Broadcasting Corporation for \$10,950,000. It will be operated under the supervision of Robert Purcell, Crowell-Collier Broadcasting prexy.

The Storz Stations received FCC approval last week on their purchase of KXOK, St. Louis, while Franklin Broadcasting bought WEW, in the same city, for \$600,000.

# Audio Fidelity Discount Plan

NEW YORK—Audio Fidelity has a special November package program, involving five new album releases and a 20 per cent discount plan on the new product. There is also a discount plan in effect during the period on 16 tapes in the current A-F catalog, according to Erv Bagley, national sales manager.

The album release highlights two new entries in the recently introduced "doctored for super stereo" series. These are "Percussive Big Band Jazz," with Bobby Christian, and "Baldwin Organ and Bongos," with Eddie Osborn. Others in the new group are "Berlin With Love," by Joe Basile; "Patachou Sings" and "Clancy Hayes' Dixieland Band."

★★★

## GOOD SALES POTENTIAL

## POPULAR ★★★★★

**★★★★ TRAVELIN' WITH RAY**  
Ray Smith. Judd JLP 701—This one should have strong appeal to country disk buyers as well as pop markets. Smith warbles with relaxed folksy appeal on a group of originals and standards. Selections include "Maria Elena," "Rockin' Little Angel," "Put Your Arms Around Me Honey," and "Speak Low."

## ★★★★ THE STARDUST ROAD

Various Artists. RCA Victor LPM 2246—Lovers of the Hoagy Carmichael-Mitchell Pariah standard "Stardust" should cherish this package, which contains 14 different versions of the tune. Victor has culled "Stardust" waxings from its catalog by Artie Shaw, Benny Goodman, Wayne King, Tommy Dorsey, Glenn Miller, Carmichael himself, and others. Package could make interesting deejay seg.

## ★★★★ SOUNDS FOR SICK PEOPLE

Klaus Ogerman Ork. Shell S 1711 (Stereo & Monaural)—The title of this package is misleading. True, the tunes are pegged on a medical theme—"Fever," "Dry Bones," "Heart," etc.—but the swinging arrangements are strictly in a healthy, listenable and danceable groove. Under Ogerman's direction, a group of ace musicians—Georgie Auld, Don Lamond, Al Caiola, etc.—provide standout jockey wax.

## ★★★★ THE VOICES OF WALTER SCHUMANN

Capitol T 297—This collection of sides by Walter Schumann voices makes up a fine recording. The chorus sells the tunes in the warm, smooth style that made them a favorite when Schumann was alive. The sides include "Dream," "I'm Always Chasing Rainbows," "Foolish Rush In" and "April in Paris." Fine mood jock wax.

## ★★★★ MEET A HAPPY GUY

Guy Pastor. Capitol ST 1465 (Stereo & Monaural)—Guy Pastor, who appeared with his father, orkster Tony Pastor, on an earlier Capitol set bows as an album soloist with a listenable set, helped in his vocalizing by some smart Billy May arrange-

ments. Pastor the younger shows off a pleasant set of pipes and his vocalizing is in the Sinatra tradition. Tunes include the title song, "Misty," "My Foolish Heart" and "Bewitched."

## ★★★★ WELCOME TO ZITHERLAND

Ruth Welcome. Capitol ST 1471 (Stereo & Monaural)—Ruth Welcome plays a group of fine tunes on zither, backed by marimba, accordion and bass. The tunes are Continental favorites, such as "Symphony," "Summertime in Venice" and "Autumn Leaves." Listenable wax for specialty buyers.

## ★★★★ BUGGIES, BUSTLES AND BARRELHOUSE

Del Wood. RCA Victor LPM 2240—Del Wood, billed here as "queen of the ragtime pianos," turns in some bright, happy readings of a collection of familiar standards. Everyone knows the tunes, starting with "The World Is Waiting for the Sunrise," and ending with "Nola," and the lass plays them with spirit. Good wax for party evenings.

## ★★★★ FOR YOU, FOR ME, FOR EVERMORE

The Anita Kerr Quartette. Decca DL 74061. (Stereo & Monaural)—The Anita Kerr Singers warble with dreamy, melodic effectiveness on a group of standards and oldies. Selections—all eminently spinnable—include "Never Leave Me," "Why Can't This Night Go On Forever," the title tune, etc.

## ★★★★ ENCORE ITALIANO

Johnny Puleo and His Harmonica Gang. Audio Fidelity AFSD 5931. (Stereo & Monaural)—This is the fifth LP by Johnny Puleo and his Harmonica Gang on Audio Fidelity, and should equal the popularity of his earlier releases. The Gang produces brilliantly exciting stereo sound on a group of famed Italian folk, novelty, pop and operatic tunes such as "Tarantella Calabrese," "Arrivederci Roma," "Italian Caprice," and themes from "La Traviata." Infectious rhythms.

JAMIE SAVANNAH CHURCHILL sings TIME OUT FOR TEARS and I WANT TO BE LOVED Jamie #1172

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# Reviews and Ratings of New Albums

Continued from page 45

buying public was introduced to the Portuguese fado, or song of fate, by the remarkable Amalia Rodriguez. Young Maria Marquez and Manuel Fernandes, who alternate on this disk, are in the same fine tradition. Their expressive handling of these very effective emotional folk outings makes for a highly satisfying disk. An excellent addition to the small number of recordings of this colorful music, with stereo giving a real plus.

★★

### MODERATE SALES POTENTIAL

POPULAR ★★

★★ WALTZING THROUGH THE YEARS  
Michael Collins, Capitol ST 10254. (Stereo & Monaural) — For waltzing to re-

corded music, this is as fine a disk as can be found. Michael Collins and his silky British orchestra use arrangements that are just freshened up enough to make them current without altering the original intent or spirit of the music. Contents include such favorites as "The Emperor Waltz," "Merry Widow Waltz," "Skaters Waltz," plus such more recent items as "Lover," "La Ronde," "Always" and "Wonderful One."

★★ TIGER ON THE HAMMOND

Jackie Davis, Capitol ST 1419. (Stereo & Monaural) — Altho there is no shortage of Hammond organ LP's to choose from, this one is different enough to have special attractions. Jackie Davis has a distinct personality of his own, a lively jazz-oriented approach which is not far out and can attract any fan of pop organ playing. He is assisted by percussion as he romps thru a group of standards such as "You Took Advantage of Me," "Thou Swell," "You Do Something to Me," and "I've Got the World on a String."

CLASSICAL ★★

★★ PFITZNER: 3 PRELUDES TO "PALESTINA"; SYMPHONY IN C MAJOR, OP. 46

Berliner Philharmonic (Leitner). Deutsche Grammophon DGS 136022. (Stereo & Monaural) — Hans Pfitzner, who died in 1949 at the age of 80, is regarded as one of Germany's more important composers of this century altho represented on disks only with vocal works prior to this. He may be classified as both musical and romantic, and is frequently reminiscent of Wagner. This disk offers excellent examples of his orchestral composition in his brief Symphony and in the preludes from his gigantic five-hour opera, "Palestrina." Unfamiliarity will hold down sales, however.

★★ BARBER: CONCERTO FOR VIOLIN AND ORCHESTRA, OP. 14; FIRST SYMPHONY IN ONE MOVEMENT, OP. 9

Imperial Philharmonic Symphony Orchestra (Strickland). Japan Philharmonic Symphony Orchestra (Strickland). Composers CRI 137 — Samuel Barber is one of the best-known American composers. He shows his flair for the romantic style in the dramatic First Symphony which also shows the use of modern devices of composition. His lyrical Violin Concerto gets its premiere recording here and proves an interestingly lyrical addition to his efforts. Could get a play from collectors of contemporary Americana, altho those constitute a limited group.

★★ ULYSSES KAY: SINFONIA IN E; GORDON BINKERD: SYMPHONY NO. 2

Oso Philharmonic Orchestra (Barati). Composers CRI 139 — Ulysses Kay was one of a small group of composers who represented this country in a trip thru the USSR about a year ago. His Sinfonia is an original but easy to assimilate orchestral work which is striking without being startling. Gordon Binkerd's Symphony No. 2 marks his first entry into the LP catalog with a colorfully orchestrated dramatic work which could grow on a listener with repeated hearings.

FOLK ★★

★★ THE UNFORTUNATE RAKE

Various Artists, Folkways FS 3805—Here is a study of the Anglo-Irish ballad known as "The Unfortunate Rake" (soldier or sailor) and the numerous related versions which it spawned thru the years and in other territories. Musicologist and scholar, Kenneth Goldstein, put the material, performances and notes together in a package which will have its main core of interest at the educational and collector level.

★★ OLD TIME FIDDLE TUNES

Jean Carignan, Folkways FG 3531 — Reels, jigs, clogs and the like are played jauntily but with real artistry by Jean Carignan, a native of French Canada. Most of the tunes hail from there, but others are of Scotch or Irish origin and none would be out of place at a country dance in the U. S. With Carignan assisted by piano, second violin and Pete Seeger's banjo, the ensemble plays well enough to provide a country styled type of lively chamber music. Dealers can recommend for listening as well as dancing.

SPECIALTY ★★

★★ LAY MARTIN AT THE LORELEI  
Dyna D 104 (Stereo & Monaural)—Cover art shows Miss Martin as a curvaceous entertainer who sings a standard or two with some original material that's decidedly on the worldly side. Trio that accompanies Miss Martin includes accordion, bass and drums.

# Reviews of New Pop Records

Continued from page 44

carol ("Tannenbaum") in bright polka style, with a vocal by the leader. (2:55)

★★★ Merry Christmas, Mom and Dad—A happy Christmas waltz receives a happy reading from LFL Wally on this new release. Will interest his fans. (Jay Jay, BMI) (2:20)

LFL WALLY

★★★ Only a Girl—JAY JAY 226 — Old country-styled tune is handed a vocal in Polish by the boys here over fast tempo waltz backing.

★★★ Lovely Girl Polka—Same comment.

## Christmas

★★★

THE KINGSTON TRIO

★★★★ Goodnight, My Baby — CAPITOL 4475—Here's an attractive holiday song, adapted from the traditional "Goodbye, My Lover, Goodbye." The boys sing it with charm and it can collect a lot of plays. (Highridge, BMI)

★★★★ Somerset Gloucestershire Wassail —An English traditional idea is handled with warmth and spirit by the group. Both sides are from their album, "The Last Month of the Year." (Granada, BMI)

RUTH LYONS

★★★★ All Because It's Christmas—COLUMBIA 41810—Veteran Cincinnati star has big following in Midwest. She can't sing very well but her warm sincerity comes thru, and it should attract her loyal fans. (Candee, ASCAP) (2:28)

RUBY WRIGHT

★★★ Everywhere the Bells Are Ringing—Sprightly holiday tune is sung brightly by thrush. (Candee, ASCAP) (2:50)

PEGGY LEE

★★★★ I Like a Sleighride—CAPITOL 4474—The gal offers a swingin' version of "Jingle Bells," with her usual sexy, whispery style. She's neatly supported by a kid chorus. Can catch a lot of spins. (Maytime, BMI)

★★★ Christmas Carousel—The gal offers a pleasant Christmas tune in three-quarter time. Another spinnable side. (Denslow, ASCAP)

THE MELODEERS

★★★★ Rudolph the Red-Nosed Reindeer STUDIO 9908—A rock and roll version of the holiday standard by a male group. The boys turn in a rather old style rock reading, but the side can get action due to the different treatment. (St. Nicholas, ASCAP) (2:10)

★★ Wishing Is for Fools—Another rocker in much the same tempo, except this side is not of a seasonal nature. Flip will get the attention. (Original, BMI) (2:01)

## Rhythm & Blues

★★★

LITTLE DANNY

★★★★ Your Precious Love—SHARP 112—Feelingful interpretation by singer on gospel-flavored rockaballad. (Savoy, BMI)

★★★ Mind on Loving — Same comment. (Savoy, BMI)

THE CORRIDORS

★★★ Dear One—WILDCAT 0057—Effective sax solo work on backing of catchy rockaballad item with okay vocal. (E&M, BMI) (2:20)

★★★ I Want to Marry You—Frantic r.&r. ditty is sung with verve by lead warbler. (E&M, BMI) (1:50)

JOHNNY FULLER

★★★ She's Too Much—VELTONE 107—Fuller has something of the Jackie Wilson touch about him in this moderate-paced rocker, with fem choral support. Good performance and sound with a solid beat. (B-Flat, BMI) (2:30)

★★ No More — A blues-oriented rocker with Fuller exhibiting some interesting shouter tendencies. Flip, however, rates an edge. (B-Flat, BMI) (2:29)

★★ MUSIC OF THE SPANISH AND PORTUGUESE SYNAGOGUE

Folkways FR 8961 — Recorded at the Bevis Marks Synagogue in London, this is a unique disk of the services of Sephardic Jews. The liturgical chants reflect their Iberian as well as Hebraic origin. The eight-page booklet accompanying the disk is as interesting as the music, since it reproduces entire pages from a long out-of-print, 1857 book on the origins and background of the music, as well as complete notes on each service. The record is of limited interest, tho a major contribution in its field.

★★★

SUGARPIE DeSANTO

★★★ Going Back Where I Belong—VELTONE 108 — The gal sings with herself (dual-track style) in this minor-flavored opus to moderate effect. Material has only slim appeal. (B-Flat, BMI) (2:25)

★★ Wish You Were Mine — An okay rhythm number. She likes the way he cha cha chas, rocks and rolls, etc. Another dual-track vocal by the gal. (B-Flat, BMI) (2:30)

FENDER (GUITAR) SLIM

★★ Tender Rock—ENRICA 1006—A blues built on a simple riff pattern. Guitar playing is handled well in down home style. Good sound. (Enrica, BMI) (2:00)

★★ Atomic Blues — This starts with the sound of a weird type of rocket take-off, then warms up to a nice, soft, blues guitar sound. Okay instrumental.

THE MEDALLIONS

★★ Since You've Gone Away—CARD 1—A pleasant ballad with string-filled backing. Fair lead by a cat. (Sultan, ASCAP) (2:25)

★★ Love Letters — The familiar oldie is handed an okay harmony reading by the group against gently rocking string backing. (Famous, ASCAP) (2:29)

## Spiritual

★★★

THE ROLLING STONE QUINTET OF AIKEN, S. C.

★★★ Slow Down—CHOICE 9—A happy, rocking spiritual by the mixed quintet. A wild shouter handles the lead, against an incisive guitar support. An exciting side, which should find a market. (Pru, BMI) (2:20)

★★★ I Want to Know—The chorus provides some nice opening chords to introduce the chant by the lead. And the lad comes thru with a driving, rhythm performance. Two good sides. (Pru, BMI) (3:40)

BROTHER MCGHEE AND TERRY

★★★ I'm Gonna Tell God—CHOICE 7—A fine, old-fashioned blues-styled effort with a lot of interesting lines. Solid down-South harmonica solos by Terry are featured with the vocal by McGhee. Good interest on this side. (Pru) (1:45)

★★ Study War No More—The folk pair turn out the traditional with their familiar harmonica, guitar sound plus a vocal. This could be of interest on boxes in the right locations. (Pru) (3:07)

## Country & Western

★★★

BILL PHILLIPS

★★★ How Could You? — COLUMBIA 41827—The chanter comes thru with a first-rate country weeper in which he asks his love how she could treat him so mean. Could catch country loot. (Cedarwood, BMI) (2:12)

★★ I Found a True Love—Typical country weeper receives a tender reading from Phillips over traditional backing. Listenable. (Cedarwood, BMI) (2:13)

★★★

DANNY RAY

★★ Gone—VIN 1025—Deep-voiced chanting by Ray on folksy saga-song with country flavor. (Ace, BMI)

★★ Love Me—Lively rhythm ditty is sung with showmanship by Ray. (Ace, BMI)

CHARLES CASHMERE

★★ Please Be Sincere—WINSTON 1052—Pleasing vocal on wistful ballad with churchy flavor. (Slim Willet, BMI) (2:32)

★ All That Glitters Is Not Gold—Routine country-flavored item is sung nicely by Cashmere. (Slim Willet, BMI) (2:17)

THE AMERICAN LADS

★★ Go Away Mister "K," Go Away — BLACK EAGLE 100—The Lads tell the Russian premier to go away, since the Americans don't want him in the U. S. A. (Smokey Mountain, BMI)

★ Good Bye Now—Okay ballad is sold in so-so style here. (Smokey Mountain, BMI)

## Spiritual

★★★

MADAM SOPHIE REED

★★ No Place in Heaven for the Sinner Man—FRIENDLY 1100—Fervent chanting by Madam Reed and chorus on moving spiritual. (Jericho, BMI) (2:35)

★★ I Gave Up This World—Same comment. (Jericho, BMI) (2:45)

# The Billboard

RECORD INDUSTRY

# Source Book

& DIRECTORY ISSUE

REVISIONS OF APRIL 25, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

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## Ronald Wise Dies at 56

BANGOR, Pa. — Ronald Wise, former classical a.&r. man for the Columbia Phonograph Company, and former associate music director at RCA Victor, died in this city October 10 at the age of 56. He joined RCA Victor in 1929 as record sales representative, after a career as an actor, and joined Columbia in 1936. After four years at Columbia he returned to Victor and was responsible for signing many important names. He helped build catalogs for both Victor and Columbia, and later on for Decca and Mercury. He helped set up distribution for Mercury during its early years.

## Hank Locklin Joins Opry

NASHVILLE — Ott Devine, manager of WSM's "Grand Ole Opry," Wednesday (9) announced the signing of Hank Locklin, RCA Victor artist, to the "Opry" cast. He made his debut on the show Saturday night (12). Locklin, presently riding high on the charts with his "Please Help Me, I'm Falling," will continue to make his home in Milton, Fla., commuting to the "Opry" each Saturday.

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## N. Y. World's Fair Space Sales Grow

Commercial Firms, Governments Reserve Big Areas at \$4 Per Foot

NEW YORK—More than one-third of the available exhibit space is already applied for at the 1964-'65 World's Fair. With the exposition's opening three and one-half years away, the response by industry and national governments has been exceptional, it is reported.

More than 25 major corporations and associations have asked for 1,123,830 square feet. Total available in the industrial section was 3,289,140. A result of the deluge has been the slicing of maximum space requirements from two acres to 50,000 square feet per exhibitor, except in the transportation section.

Exhibitors will occupy lots at a fee of \$4 per square foot for each

of the fair's two years. They will erect and operate their own pavilions.

### Exhibitor List Given

Reservations, most of them for maximum space, have been made by the following: Alcoa, American Gas Association, American Optical Company, A. T. & T., Arnold Baking Company, P. Ballentine & Sons, Borden's, Chase Manhattan Bank, Coca-Cola, Pepsi-Cola, Corning Glass, du Pont de Nemours, Kodak, Edison Electric Institute, General Electric, IBM, Institute of Life Insurance, Liebmann Breweries, National Dairy Products, Pavilion of American Interiors, RCA, Schaefer Brewing Company, Singer Sewing Machines, Travelers Insurance and Westinghouse.

In the transportation area, where the allotments are for larger plots, Ford Motor Company and General Motors have applied for seven acres each.

Also confirming their intent to exhibit are Mexico, Nationalist China, Bulgaria, Italy, the Holy See, the Soviet Union, the New England States, New Jersey, City of New York, and the federal government. Buildings will rise to a maximum height of 80 feet, more than twice as high as structures in other recent international exhibitions, the fair reports.

## Canada Fairs Set Meeting Nov. 28-29

TORONTO—Thirty-fourth annual convention of the Canadian Association of Exhibitions is set for Monday and Tuesday of this month (28-29) in the Lord Simcoe Hotel. The dates immediately precede the Chicago meetings of IAFE (International Association of Fairs and Exhibitions).

Emery Boucher, of Quebec's Provincial Exposition, association secretary, said an open invitation is extended to all attraction, midway and fireworks people, and others connected directly or indirectly with fair-exhibition work. There will be a four-session program spread over the two days, incorporating topics of interest to fair managers.

Officers of the association are J. K. Clarke, Ottawa, president; A. J. Anderson, Edmonton, Alta., vice-president; Boucher; H. E. McCullum, Toronto, past president, and executives Alex Thomson, Truro, N. S.; Jean Alarie, Trois-Rivieres, Que., and A. P. Morrow, Vancouver, B. C. Honorary president is Douglas Harkness, minister of agriculture, and honorary vice-president, Sam Foster, Toronto.

## Beatty Finds Fla. Business Powerful

FORT PIERCE, Fla. — Clyde Beatty & Cole Bros.' Circus has been rolling up good business in most of its Florida towns, and the few light days are outnumbered by the big ones.

Daytona Beach (1) had two very good houses. It was the show's fifth year in and this time it was under Optimist auspices. West Palm Beach came next (2) with strong business, using the polo grounds as a lot. Fort Lauderdale produced two straw houses, according to the show, which had Lions as auspices.

Miami was a three-day stand. Friday (4) was light. But Saturday (5) had two near-full houses, while Sunday afternoon was a turnaway and the night house was strong, the show said.

West Hollywood (5) was light, perhaps because of a new lot. Del Ray (8), however, gave big business. Fort Pierce looked big, with a \$6,000 advance and Shrine club auspices.

At Miami the show was used by a film crew for the making of a TV commercial for a mustard company.

## TV Man Tops New Team at Freedomland

Mullins of Colo. Chosen; More Changes Pending

NEW YORK—The management team for Freedomland is undergoing another revision, with an eye toward permanence. Definitely on scene, with no official clarification of his status, is John C. Mullins of Denver, a TV executive and former amusement park operator.

Both Webb and Knapp, major stockholder in International Recreation Corporation (Freedomland), and KBTV in Denver, termed Mullins' association that of "an unofficial consultant."

### Former Park Operator

Mullins operated Crystal City Park in Tulsa, Okla., from the late

(Continued on page 58)

## WIS. STATE FAIR INKS SEDLMAYRS

Royal American Shows Set for '61; Dates Overlap Two Regular Stands

MILWAUKEE — Carl Sedlmayr's Royal American Shows will provide the midway attractions at the 1961 Wisconsin State Fair here, Willard (Bill) Masterson, fair manager, announced Friday (11).

The Sedlmayr show was selected by the board after also hearing presentations earlier in the week from Floyd Gooding of the Gooding Amusement Company, and William T. Collins of the show bearing his name.

Signing of Royal marks a complete departure in the midway operations at the big fair here. For many years a permanent amusement park, augmented by additional rides, shows and concessions, has been the fun zone for the fair.

Dates of next year's fair are August 11-20. As a result, these

will overlap with the usual dates of two other fairs played for many years by Royal. These are the Douglas County Fair, Superior, Wis., and the Canadian Lakehead Exhibition, Fort William and Port Arthur, Ont.

## All-Iowa Fair Nets \$15,519 On Year's Run

CEDAR RAPIDS, Ia.—The All-Iowa Fair Association wound up its 1960 fiscal period with a profit of \$15,519.96 before depreciation. Of this \$7,341.60 came from the annual fair and \$8,178.36 was derived from activities including auto races, rentals and other non-fair events.

The profit was lower than last year's \$20,542.83 with the decline credited to the condemnation of the grandstand at Hawkeye Downs. This cut down the number of still dates and reduced grandstand crowds during the fair.

Official attendance at the August fair was 168,340, second only to the all-time 175,454 registered at the 1953 fair. Fair paid total premiums of \$25,851.60, a new record.

The executive committee has been instructed to investigate plans and obtain estimates on a new grandstand to replace the old one which is being razed.

New directors are Anthony Scolaro and Stewart Shank. Re-elected were Rex Conn, president, and Edwin C. Evans, vice-president.

## CALGARY EX NETS RECORD \$331,918

Gate, Grandstand Grosses \$590,313; \$222,661 Comes From Midway, Exhibits

CALGARY, Alta. — The Calgary Exhibition and Stampede, Ltd., enjoyed its best all-round year in history despite a decline in gate attendance at the annual summer fair, it was reported at the annual luncheon meeting of shareholders.

A net surplus of \$331,918 was recorded as compared with \$254,586 in 1959.

Stampede week revenue totaled \$1,241,735 compared with \$1,199,493 last year.

The year's surplus will be used to retire some of the capital debt outstanding on the Big Four exhibits building and curling rink as part of the company's plan to put profits back into development of the exhibition plant.

While a 25-cent boost in the general admission price had an effect on stampede attendance, gate and grandstand revenue hit a new high, totalling \$590,313, an increase of \$42,000 over 1959.

Midway, exhibits and concession revenue totaled \$222,661, up more than \$7,500.

### Races Up

Net revenue from horse racing was \$68,632, an increase of more than \$7,500. While betting was ahead of last year, racing expenses were up sharply.

Combined operation of the Stampede Corral, Big Four Building, the Arena and the Agriculture Building brought a profit of \$79,732 as compared with \$101,087 in 1959. A substantial deficit on operation of the Stampeder Hockey Club caused the drop in profit.

Net revenue from the Stampede Giveaway Home was \$45,534 compared with \$61,580 last year.

It cost nearly \$133,000 to produce the cowboy contests, including prize money and operational expense, an increase of \$3,000 over the previous year.

The over-all wage bill for the stampede was in excess of \$60,000, up \$9,000 over 1959. General grounds expense totaled \$61,000 and exhibits expense topped \$57,000.

During the year, \$126,420 was spent on plant improvements and development.

General Manager Maurice E. Hartnett, in his report to the shareholders, said in part:

It is a matter of record that there was a percentage decrease in over-all attendance at the summer

(Continued on page 58)

## Tofield, Alta., Gets New \$35,000 Rink

TOFIELD, Alta.—Built on the fairgrounds, a \$35,000 curling rink with an artificial ice plant will be in use this winter. It replaces a 35-year-old rink that had become unsafe. Most of the construction was done by volunteers.

## Big Week Benefits Savannah, Ga., Fair

SAVANNAH, Ga.—Aided by a week of perfect weather, this year's Coastal Empire Fair continued to set new standards in attendance and revenue. The seven days end-

ing Sunday (6) produced several thousand dollars more than last year, once a Monday of light rain was gotten out of the way.

W. L. (Bill) Benton, fair president, said results were rewarding in all divisions. An 800-seat bleacher section was erected and patrons saw free military entertainment during the week. Hunter Air Force Base and Parris Island Marine Base provided bands, judo teams and other units.

On the midway Gooding Amusement Company operated under Hal Eifort's direction, for the first time with no games. Rides, shows and direct sales were the only units permitted, and Benton said the midway gross was a new record.

One of the big days was Friday, when schools were let out in deference to the Georgia Education Association meeting. The fair's awards again included \$250 scholarships and the springtime awarding of six calves to 4-H and FFA youths, with the provision that they exhibit at three consecutive fairs. This is credited with improving the

(Continued on page 58)

## Auto Show Set At Minneapolis By Max Winter

MINNEAPOLIS — "Cars and stars" will be co-featured at the sixth annual Upper Midwest Auto Show to be held in the Minneapolis Auditorium January 6-15, according to Max Winter, show producer.

Every 1961 American compact car and their larger versions will be included. The Auditorium will be transformed into a showcase for more than 160 special "show" cars. All exhibit area on both floors of the Auditorium will be used to accommodate booths of automotive equipment, educational exhibits and miscellaneous services and products.

Detroit factories are scheduling several futuristic cars for showing here. Imported cars, classic cars, custom models, antique vehicles, racing cars and home made cars also will be displayed. Winter said he was negotiating with several name acts to headline the twice-daily stagershow.



## NAAPPB Tells Pool, Kiddieland Convention Plans; Names Speakers

CHICAGO—Added details of the upcoming NAAPPB national convention were announced last week by John S. Bowman. The convention and its allied International Outdoor Amusement Exposition will be at the Sherman Hotel here November 27-30.

Newly announced were plans for the beach and pool sessions.

These get under way Monday (28) at the hotel's House on the Roof with John Philipps presiding. C. W. Klassen, chief sanitary engineer of the State of Illinois will be the first speaker. Ralph Kuhl, director of water safety for the National Safety Council, will follow. Then Vernon Platt will report on a new way to teach children to swim. R. J. McCarthy, director of park activities at Government Services, Inc., will discuss a year-round program of services for pool operators.

The second day will have James H. Carnahan presiding and speakers will include John Naughton, on insurance; and a panel made up of Milton Metsky, Eddie Cole, Arthur Yellen, and Chuck Foster, about promotions at pools.

A. O. Smith, of A. O. Smith Corporation, will be the final speaker of that day.

Wednesday (30) will bring a problem solving clinic and a round-table discussion plus a talk by Richard L. Brown, of the Red Cross.

### Kiddieland Details

For the specialized kiddieland sessions, Ferd Clemens is chairman. Monday (28) speakers will include Jim McHugh, of the Billboard Publishing Company; Don J. Beeve of the U. S. Karting Association; George Nissen, of the Nissen Trampoline Company; Robert Gast, St. Louis kiddieland operator; Sam Bornstein, of Swope Railways at Kansas City; Ed Ettinger, Disneyland public relations director, and Ted Kruse, Chesterton, Ind., operator. There also will be panels and open discussions at the sessions. Location will be the Chicago Room of the Hotel Sherman.

Joseph Fowler, of Disneyland, will open the Tuesday (29) session with a talk about "Themeland Imagineering". Maynard Reuter, of Billboard Publishing Company, will lead a panel discussion of liability insurance problems. Panel members will be John Logan Campbell, Fred Lauerman, Clem Schmitz, John Naughton, and Albert T. Lenz.

## Zoo Project For Hartford

HARTFORD, Conn. — Mayor James F. Kinsella has named a nine-member zoo commission to co-ordinate efforts for a proposed farmyard zoo in Connecticut's capital city.

The project has support of the City Council. The commission was appointed at the request of Councilman Thomas H. Corrigan, education and recreation committee chairman.

## 'Texas Under 6 Flags' Theme of S'west Park

DALLAS—Theme of the Western theme installation of Great Southwest Corporation will be "Texas Under Six Flags," and earth-moving work is well under way. Date of the opening depends on foundation work not being impeded by inclement weather.

C. V. Wood, whose Marco Engineering Company has the design and institutional space sales contracts, reports that buildings and landscape work will move rapidly

On Wednesday (30) the kiddielanders will have an open period for attendance at the tradeshow and then they will join the regular NAAPPB sessions for the noon luncheon, when annual awards will be presented.

### Main Sessions

The general business sessions will include: Association president Robert L. Plarr's keynote address, which will be a business forecast for 1961; an audio-visual presentation, "Meeting Competition With the New Look" and a speech by William Fishman of Automatic Merchandising Company on "How to Profit From Your Trade Association." Another major address on the future of the business "Where Do We Go From Here" will be the subject covered by Irv Wermont,

author, humorist and educator.

One of the highlight speakers of the general session will be Dr. Herb True, former professor Notre Dame University and now Director of the Institute of Visual Research of South Bend, who will discuss "What Makes Men Great." Also on the agenda is a talk by Gov. Howard Pyle of the National Safety Council on "Safety in the Sixties."

"Getting the Most Out of Group Business" will be the subject of panels composed of past association presidents and moderated by Harold E. Gorry, manager of Bob-Lo Amusement Park.

Wednesday's (30) general session will be the presentation of the NAAPPB Oscars and awards for outstanding contributions to the convention and the industry.

## PORTLAND OPENS NEW COLISEUM

### 'Holiday on Ice' Plays to Throngs; Trade Fair Also in for Opening

PORTLAND, Ore. — About 10,500 persons thronged into Portland's brand new Memorial Coliseum Thursday (3) to open the big \$8,000,000 glass showcase and to

see the first performance in it, a showing of "Holiday on Ice."

Manager Don Jewel reported the opening. He said advance sale for "Holiday" indicated record business.

Also in the building for the opening was the 100-booth Columbia Basin Products Exposition and Trade Fair, a display and sale of items which move thru the Portland area ports. Members of the Portland Rose Festival Association bought 7,000 seats for the opening night in the building. Next year's Rose Festival will use the Coliseum.

There are 9,000 permanent and 5,000 temporary seats in the new building.

## Allegan, Mich., Nets \$10,720

ALLEGAN, Mich. — The 1960 Allegan County Fair showed a profit of \$10,720 and attracted the second largest attendance on record, James Snow, president, disclosed here last week.

The net was one of the best in recent years and the 106,400 paid admissions was topped only by one other year on record.

Total revenue was \$140,498 with admissions and parking fees accounting for \$57,210. Other income was \$39,865 from the State for horse racing purses and premiums, and \$29,000 from space rentals and midway rides and shows.

Harness racing purses totaled \$32,443; premiums were \$15,005.61; labor was \$19,804; \$19,884 was spent on grandstand attractions and \$10,259 for advertising and promotion.

SCOTTSDORO, Ala. — Penny Bros. Circus has been stored on the fairgrounds here, closing its season Saturday (5) in Decatur, Ala., after several days of rain, unseasonably cold weather and poor business.

George W. Lilly, general agent, was in a New Orleans hospital receiving treatment for bruises and sprains suffered when his car was struck by another vehicle. Lilly expected to be released within a few days.

## COMING EVENTS

### Alabama

Birmingham—Birmingham Auto Show (Municipal Aud), Jan. 26-29.

### California

Fresno—Fresno Boat & Vacation Show (Fairgrounds), Jan. 13-15. Bob Klemm, 3199 W. Madison.

Los Angeles—General Motors Motorama (Pan Pacific Aud), Jan. 29-Feb. 5.

Los Angeles—Southern Calif. Boat Show (Great Western Exhibit Center), Jan. 20-29. Jack Lockwood.

San Francisco—General Motors Motorama (Civic Aud), Jan. 7-15.

San Jose—Santa Clara Valley Boat, Travel & Sports Show (Fairgrounds), Jan. 6-8. Bob Barkhimer, 2032 N. Pacific Ave., Santa Cruz.

Turlock—Far West Turkey Shows, Dec. 6-8. Robert G. Gorman.

### Colorado

Denver—Denver Auto Show (Coliseum), Nov. 9-12.

### Illinois

Chicago—International Sports, Boat & Vacation Show (Navy Pier), Jan. 14-22. Frank Hogan.

Chicago—Modern Living, Home & Flower Show (McCormick Hall), Nov. 18-Dec. 4.

### Indiana

Fort Wayne—Rod & Custom Autorama (Allen Co Memorial Coliseum), Dec. 17-18. Bill Lipkey and Nord Krauskopf.

Indianapolis—Indianapolis Auto Show (Fairgrounds), Nov. 25-Dec. 3.

Indianapolis—Food-A-Rama Exposition, March 28-April 2, 1961. Phil A. Irwin Jr., 430 W. 13th St.

### Kentucky

Louisville—Rod & Custom Autorama (Ky. Fair & Exhibition Center), Nov. 24-27. Bill Lipkey and Nord Krauskopf.

### Louisiana

Cameron—Louisiana Fur & Wildlife Festival, Jan. 13-14. Jerry Wise, Box 125.

Natchitoches—Natchitoches Christmas Festival, Dec. 3. Mrs. Ann Brittain, Chamber of Commerce.

Natchitoches—La. Pecan Festival, Dec. 3. Norman Fletcher, c/o KNOX.

### Maryland

Timonium—Eastern Nat'l Livestock Show, Nov. 12-17. Dr. John E. Foster, University of Maryland, College Park.

### Michigan

Bay City—Bay City Poultry Show, Jan. 12-14. Ben W. Mau, 2009 Second St.

## FIRST LIVE DATE IN U. S.

# Gaby, Fofu, Miliki Charm N. Y. Latins

NEW YORK — "Gran Circo Hispano" brought Latin show operators Gaby, Fofu and Miliki to New York for two theater engagements last week. The three brothers had built a major tenting operation prior to the change in administration in Cuba. Widely known in Latin America, their only U. S. exposure had been a two-and-a-half minute stint on the Ed Sullivan TV show in 1958.

Seventeen performances were offered on Manhattan's Teatro San Juan stage, November 2-8, followed by a weekend date in Brooklyn. Teatro San Juan is a 2,500-seater which filled on at least five occasions and was well packed the other times.

Show was provided by Ray Beudet, who had Fred Bennett on rigging and props and Joe Basile's band in the pit. Willy Chevalier, local radio personality, emceed. Prince El Kigordo's animal cage filled the entire stage. Other acts were the Antinos, knockabout; Angela Wilnow's collies; Les Orioles, high act; Jim Daring's chimps; Alberto and Rosita (Virginians), plate spinning; Virginians, juggling; Tex and Alice Orton, knife throwing; Frank Cook, comedy high wire, and the Kelroys, casting.

### Gaby, Fofu and Miliki

The headliners have been living in Puerto Rico, where they say hotel and night club competition for tourists has created a very healthy atmosphere for acts, plenty of work being available. Their seven-car show train and trucks remain in Cuba, with the tent and lion equipment having been taken from the country. These units are at a free port in Spain, where a tour was to open in the summer. It was canceled by the Franco government on the basis of too many circuses being in the country.

That tent is a 138-foot, four-pole top, European fashion. It is a one-ringer with elevated stage and will start a Puerto Rican swing in San Juan next February. Following that, the brothers are contemplating a tour in Mexico and Central or South America where they can exploit their reputation. Capacity is reportedly 3,500.

The three comics come from a seventh generation show family of Arregons, dating back to the early 1700's. Their own circus was launched eight years ago and had done well in Cuba. In San Juan they have their own TV show and also make club dates, working in either Spanish or English, depending on the patronage.

Backbone of their act is musical adeptness mixed with heavy portions of spoken and slapstick humor. There is a straight man and two buffoons, one outspoken and the other silent. Makeup is virtually absent. Musically, they are excellent, some of the stunts being two men playing simultaneously on a guitar, and then on a violin. One offers a number with a concertina held in each hand. Show caught was in Spanish, with a full house kept in stitches thruout the act.

## MCA Pacts Pittsburgh Sports Show

PITTSBURGH — The Music Corporation of America has set the featured show for the Pittsburgh Sports, Boat, Travel and Vacation Show to be held here January 14-22, Paul Waters, show manager, announced.

The entertainment, set by E. O. Stacy, of MCA's Chicago office, will include Ann Marston, Hubert Castle, Johnny Matson, Half Brothers, Shephard Sisters and Eric Adams' Chimps. The acts will do two-a-day on week days and three on Saturday and Sunday.

Event, to be held in Hunt Arena, is co-sponsored by The Pittsburgh Post Gazette as part of its 175th anniversary, radio Station WWSW and WIIC-TV.

Pittsburgh—Pittsburgh Sports, Boat, Travel & Vacation Show (Hunt Armory), Jan. 14-22. Paul M. Waters.

### Texas

Donna—South Texas Lamb & Sheep Expo., Jan. 19-21. James McQueen, 421 N. 11th St.

Fort Worth—Southwestern Expo. & Pat Stock Show, Jan. 27-Feb. 5. Raymond E. Buck, P. O. Box 150.

### Utah

Ogden—Golden Spike Nat'l Livestock Show, Nov. 13-20.

### CANADA

#### Ontario

Toronto—Royal Agri. Winter Fair (Royal Coliseum), Nov. 11-19. C. S. McKee.

Toronto—General Motors Motorama, Nov. 27-Dec. 3.

## Baltimore Gives Polack Best Run

BALTIMORE — A new record for the six-day Shrine stand for the Shrine Temple here was run up by the Polack Bros.' Circus, when it played the Fifth Regiment Armory October 31-November 5.

Managing director Louis Stern said that the circus scored a steady

series of 12 capacity houses. This added up to a total of 67,800 persons for the run.

Press, radio and TV were enthusiastic, according to the show. A promotional tie-in with Food Fair stores was successful. Promotion was handled for the 14th consecutive year by James Rison.



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Why didn't we do it sooner? Well, it takes more than a new masthead to make a new publication. Actually three years of research and planning have gone into this split. You'll receive your first copy of one or the other of the new Billboard publications—the one that is edited for you—on January 9. Both editions will be available on the newsstands. We know you'll like it.

*W. D. Littleford*

## Both Editions Will Be EXCLUSIVE Yet ALL-INCLUSIVE



You'll find everything you'll want to know about music and coin operations, current news . . . informative features . . . complete charts and reviews . . . in the new Billboard Music Business Week.

This new publication retains every music and coin feature from The Billboard, plus more: Expanded and more specific editorial coverage, tailored to the particular needs of music and coin industries.

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More, more, more . . . that's what The Billboard Outdoor Show Business and Funspot Weekly will give you each week. This exciting new publication will bring you all the news and features you've followed in The Billboard . . . plus new, timely, weekly Funspot coverage.

Two publications are being combined to provide the only complete and weekly news and feature magazine in the industry. New 8 1/2" by 11" format will make your reading faster, easier, too.

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# COMING JANUARY 9







# AMUSEMENT PARK OPERATION

## Convention Reservations Urged by NAAPPB Secretary

JOHN BOWMAN IS URGING members of NAAPPB to make room reservations at once, if they have not already done so, for the annual convention. The big event is November 27-30. The association has a quota of 500 rooms at the Sherman. Saturday arrival may assure preferential room assignments. Reservations may also be made for the annual banquet and ball, Tuesday, November 29. . . . American Recreational Equipment Association plans a business session for Saturday noon, November 26, and a cocktail party for members and their clients or guests that afternoon. Both events will be at the Bismarck Hotel.

## Cincy Coney Sells Building; Various Fun Centers Opening

CONEY ISLAND AT Cincinnati has agreed to sell its downtown building to the federal government for \$275,000. The site is to be used for a new federal building. Coney has moved its offices to the Transit Building. . . . At Romford, England, two men have asked permission to build a kiddie zoo behind a pub. Idea is to have the youngsters play at the zoo while the parents are at the bar. . . . At Cabazon, Calif., the city has okayed the application of M. L. Solomon for permission to locate his animal menagerie there. . . . New bowling alley construction projects and corporations are announced for Staunton, Va.; King City, Calif., and Riverside, Calif. . . . New trampoline centers include Belle Fourche Trampoline Center at Bell Fourche, S. D., and Jumping Jills, Inc., at Sunnyside, Calif. . . . Happy the Party Clown has been incorporated at Seattle to deal in party favors and provide entertainment.

## Wesselmann Retires as Veep, Bd. Chairman of Cincy Coney

FRED E. WESSELMANN has retired as vice-president and board chairman of Coney Island, Cincinnati, posts he has held since 1935. No successor has been named. Wesselmann announced at the Coney board meeting, held Monday (7), that he will continue as a director. He has been on the board since 1926 and was board secretary until 1935.

Edward L. Schott, general manager, was re-elected president for the 26th year. Schott, in reporting a decline in Coney patronage this year, said a big building program at the park is contemplated for next year. The program includes further blacktopping of the parking lot and the possible addition of another ride.

Park Manager Ralph G. Wachs was re-elected secretary-treasurer at the meeting. Other directors re-elected were Robert B. McClure, Charles Sawyer, Charles Sawyer Jr., John M. Towle and J. P. Williams.

## Kirsch Elected President Of Allied Group for 2d Time

JACK KIRSCH, GENERAL chairman of the 1960 National Allied States Association of Motion Picture Exhibitors convention, and president of Allied Theatres of Illinois, was elected president of the national Allied group at a Board of Directors meeting held at the Conrad Hilton Hotel in Chicago prior to the opening of the convention Monday (7). Kirsch served as president of the group in 1946 and 1947.

## Vallejo, Calif., Fair Appoints Max Schonfeld

VALLEJO, Calif.—Max Schonfeld, manager of the San Fernando Valley Fair, Northridge, Calif., has been named manager of the Solano County Fair here. He succeeds Fred Bruderlin, who has been named assistant manager to Phil Shepherd at the Los Angeles County Fair in Pomona.

Schonfeld had been with the San Fernando Exposition for 15 years and was instrumental in founding it. For the first four years he operated the event without aid and became its secretary-manager when it was given State aid. The fair was discontinued when the State took over the land and facilities for a State college.

Bruderlin assumes his new post at the Pomona Fair on December 1.

## WFA Honors Fair Veterans

ANAHEIM, Calif. — Stuart Waite was honored for his 20 years of service as secretary-manager of the Yolo County Fair, Woodland, and nine directors with equal service records were given certificates by John Carr, State of California director of finance, at the recent meeting of the Western Fairs Association.

Directors receiving recognition included H. C. Sutton, San Luis Obispo County; John Ruskovick, SLO County; C. L. Peckinpah, Plumas County; Lloyd Byrne, Del Norte County; Aden Myers, Western Washington Fair; L. Ames Napa County; Jean Morony, Silver Dollar Fair; J. Wesley Smith, Madera District Fair, and Chris Sherry, Antelope Valley Fair.

Waite is also a past president of Western Fairs and a member of its committee on rodeos.

## Magic Mountain Attorney Asks 'More Consideration'

DENVER—A plea on behalf of stockholders in Magic Mountain was made by an attorney for the big amusement park located 12 miles west of Denver.

Herbert W. DeLaney Jr. said the stockholders should have been "given a little more consideration" than was accorded them in the unfavorable report made by Benjamin C. Hilliard Jr., U. S. bankruptcy referee October 31.

Hilliard had recommended against allowing the park to reorganize under federal bankruptcy laws. He said the park has only vague hopes and wishful thoughts and that Congress did not intend the reorganiza-

tion act to be "a crutch for corporate cripples."

DeLaney answered that the park's reorganization plans are more than wishful thoughts.

"We said we had 500 acres of land we could sell, and there is the possibility of a new stock issue," DeLaney said.

A new stock issue would depend on approval from the U. S. Securities and Exchange Commission. The SEC has already said it supports the reorganization petition and urged its approval.

DeLaney said the chairman of the park's board of directors, Allen J. Lefferdink, Boulder, Colo., financier, no longer has control of the park. Directors appointed by Lefferdink have resigned, the park attorney said, and have been replaced.

In his report against the reorganization plea, the bankruptcy referee said that stockholders in MM, controlled by Lefferdink, have had their original investment of \$3 million "diminished to \$718,286 or perhaps wiped out entirely."

Park president, G. Norman Winder, testified at the hearing that between \$1.8 million and \$2 million in new capital would be needed to pay off existing debts and complete the park.

Hilliard's report placed the park debts at a minimum of \$1.5 million and said every tangible asset was encumbered.

A hearing on the reorganization plea is set for November 10 before U. S. District Judge Alfred A. Arraj.

## Park Cleared In Child's Pony Mishap

AGAWAM, Mass.—A jury in Springfield deliberated three hours before finding Riverside Park Enterprises, Inc., and John H. Rege, one-time operator of its pony ride concession, not responsible for injuries claimed by a young boy in an accident involving a pony.

Richard E. Fuller, eight years old at the time of the accident in August, 1955, sought \$100,000 damages thru his legal guardian. He charged he suffered a partial hearing loss in his right ear, permanent hoarseness and a personality change after being kicked by the animal and dragged head-down along a gravel path.

According to testimony, the saddle cinch slipped and the saddle slid under the horse's belly, with the boy still strapped in. The boy alleged he was kicked repeatedly about the head, face, throat and shoulders. Witnesses included Edward J. Carroll, park manager.

## OLD COASTERS NEVER DIE, THEY KINDLE

NEW YORK—Civilization and progress do not always march hand in hand, according to Aurel Vaszin, at 76 the dean of America's ride manufacturers. On a recent tour he visited Guatemala City, where his National Amusement Device Company built a 4,000-foot major Roller Coaster seven years ago.

That was for the Arbenz government, which was deposed three years ago. Vaszin reports the ride's chains and cars were removed and stored by the new administration. For three years the structure has stood unpainted. The crowning touch: "The Indians are ripping off chunks of it for firewood."



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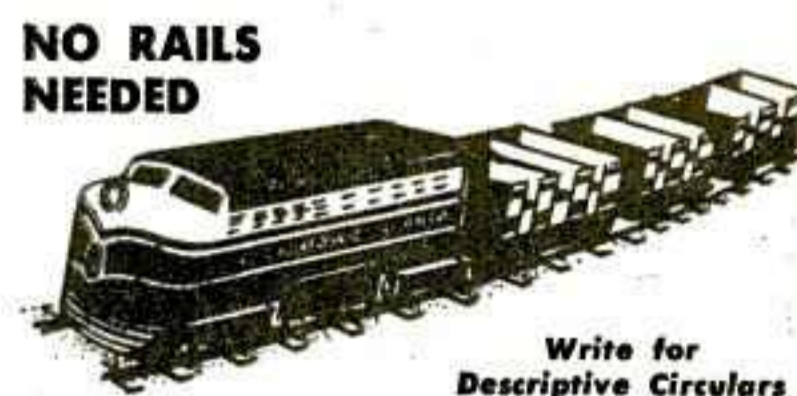
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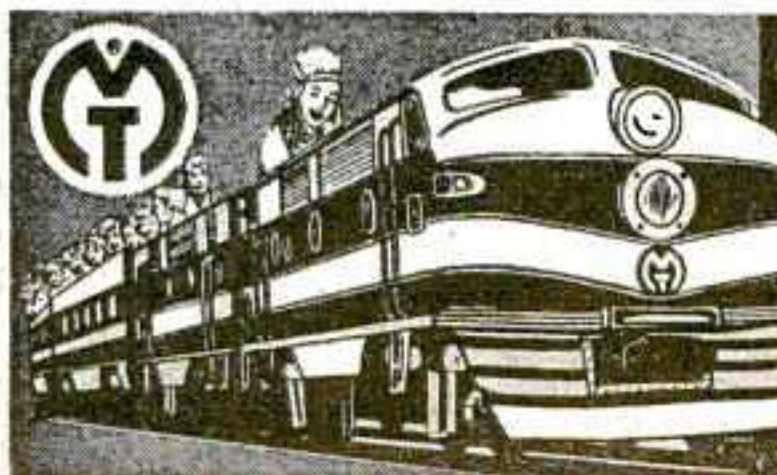


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## ICE SHOW REVIEW

## 'Ice Follies' Finesse Marks Jubilee Show

By TOM PARKINSON

FOR ITS SILVER Jubilee edition, Shipstads and Johnson's "Ice Follies" comes thru as a real gem. The skating, the costumes, the lighting and music—all these are in finest form as usual. But there is an added touch in the finesse of the production.

"Follies" has experienced over the years with a series of special effects and gimmicks. Those that proved sure-fire have been retained each year, and by last season the show was crammed with them. In retrospect that edition was too predictable; one anticipated that this is where they run into the crowd and here is where he hands the lady some flowers and there is where the umbrella will appear.

The same winning routines are included this time, but there is finesse. The production and directing this time wrap the basic action not only in beautiful wardrobe and light and skating but also in the intangible stuff that holds a show together and makes it jell.

"Ensemble of Elegance" opens the show with girls in black and white wardrobe amid black and gold pedestals for a production of pleasant charm and pace. An animated stuffed dog routine comes next and perhaps these are still necessary in ice shows.

Richard Dwyer and Lesley Goodwin have the spotlights for "Tunnel of Love," a neat and fresh offering that is highspotted by a finish in which she skates backward and ducks as he leaps sideways over her.

"Happy Holiday" is one of these fluffy-cute numbers with scads of rabbits and chicks and Easter eggs. There is a train of Easter basket cars, and pretty chorus girls take youngsters from the audience to ride in them. Egg cups glide around the ice in seeming confusion but in a series of near-misses that brings applause. One of the props opens to turn loose about a dozen poodle puppies that win many oohs before the line quickly grabs them up again.

The dancing of the Beattys is fine—graceful at the outset and slapstick thereafter.

"An Evening in Paris" is this year's swing waltz number. Here a number of the principals and featured skaters skate beautifully and the bronze, orange and pink tones of dresses and sets result in a delightful effect.

Kermond Brothers in a drunk number turn up with some extra good acrobatics and falls. Here and elsewhere the audience is milked, but it must be added that the crowd seems to enjoy the idea. Lee Carroll and Betty Jean Clark are pert and perfect in their synchronized skating.

By this point in the show one becomes aware of the subtle effect of this year's music. It's low volume, low pressure, pleasing and easy to take, never forcing the show on one, always carrying the audience along because it wants to go that pleasant way.

Next is "Rhapsody of the Rain," where tones of blues and greens in trees and skirts are blended and there's finally a real shower. "Alpine Festival" brings out vivid colors and brings on the light, nice air of yodeling and the wide rhythms of Alpine dances. Line wardrobe is particularly flashy in its Alps folk dress. The Meldrum Twins are featured, and Janet Champion's acro work is tricky. Girls play the tuned bells. There is a maypole dance, and there is plenty more in the Swiss theme. Mister Frick pantomimes to the delight of all the crowd.

David Jenkins, Olympic champion, comes out in front of a setting that includes the Olympic symbol and the perpetual flame. His skating is of such quality as to leave no possible question about his championship position. There is excellent skating elsewhere in the show. But when Jenkins skates, the others fade into the background. His footwork, his figure skating, his triple pirouette thrill the audience and they call for more.

"Shore Leave in Tokyo" makes typical excellent use of a theme, this time in the Japanese manner. Gorgeous geishas and gowns, Oriental sets and music combine and their touch is emphasized by the contrast of rowdy sailors on leave. Carol Caverly, a "Follies" beauty of several seasons standing, glamorizes this one.

Wall and Dova combine old and newer comedy twists. One bit comes at the end, when they ride life preservers thru the back curtains, but then are to come back in again at other doors. The Jacobys follow with superb dancing. They have a distinctive beat and special knack for grace and rhythm, and they perform as one.

Science fiction was never more fearful and beautiful than in a number called "Beneath the Sargasso Sea." Eerie clouds rise from the ice surface and submarine monsters congregate. Giant animal-like plants erupt like huge mushrooms. Black light and waving deep-sea colors combine. And thru it all there is skating that tells the ballet story of He Rescues Her. "Ice Follies" includes among its

## Exhibit Assn. To Convene in Los Angeles

NEW YORK—Details of the annual convention of the Exhibit Producers and Designers' Association are described by Raymond J. Walter, executive secretary. The sixth annual edition is scheduled for December 1-4 at the Ambassador Hotel in Los Angeles.

Chairman Fred J. Tabery reports scheduling of a welcoming party Thursday evening (1) sponsored by North American Van Lines; breakfast meeting the next day sponsored by Aero Mayflower Transit Company, followed by Disneyland tour; "Can't-Lose Casino" Friday night (2) sponsored by Global Van Lines. This will be held in conjunction with a barbecue and entertainment at the Tabery estate.

President's reception Saturday night is sponsored by Lyon Van & Storage Company, with flowers provided by Alberg Plant Rental Company, then the Ambassador's Coconut Grove will be the site of the banquet. Color Corporation of America is sponsoring a farewell party after adjournment the afternoon of Sunday (4). Registration fee is \$60 per person.

Speakers will cover such subjects as Century 21 Exposition, the World's Fair, exhibits, cooperative efforts for advancing conventions and trade shows, lighted display effects and a panel on "Promoting the Industry Thru Publications."

## Crown Point, Ind., Elects Morrow Fair President

CROWN POINT, Ind.—Neil Morrow, Hebron, is the new president of the Lake County Fair Board. Succeeding George Neises, Morrow was elected at a meeting of the board here.

Chosen with him were Roy Pattee, Lowell, and Glen Vantrease, Gary, for first and second vice-presidents, respectively.

Charles Ruckman, Gary, was named again as treasurer and Don Powers, Munster, as secretary.

Directors are Harold Wheeler, Ernest Niemyer, William Becker, Lester Luebecke, Clark Johnson, Roland Piske, Harvey Busselber, John Wunderink, Alfred Monix, Gilbert Opperman, Harry Relinski, Harold Meeker, Robert M. Patterson, Henry Piepho, Al Torrenge, Ozzie Ritz, Russell Nehrig, Ruckman and Vantrease.

annual numbers a fashion parade. This time the six pretty girls wear gowns, each inspired by a variety of rose. Richard Dwyer squares them again and in his debonair manner. It is flawless except that suddenly they pronounce a plug for the telephone company. They would be equally effective commercially if they just used their little phones and said nothing. But to spoil the number with an inserted commercial such as TV has been trying to ban is an affront to an audience.

The Scarecrows blast off with water-throwing comedy that wins good laughs. Then the chorus company of 32 girls steps into the arena, eight at a time, each thru one of eight doors. Ten more join them. They comprise the "world's greatest precision skating ensemble" and work up to a giant wheel.

As their number ends, the "Follies" principals re-enter for modest bows. Here is a low-key finale. It is in keeping with the pleasant tone and pace of the entire show and reflects the mellowness that is apparent in the colors and music and atmosphere of this year's production.

## ARENA, AUDITORIUM NEWSLETTER

## Referendum Returns

By TOM PARKINSON

THERE IS PROMISE NOW of great things to come in Cleveland. At voting on Tuesday (8) the \$10,000,000 bond issue for a new exhibition hall was approved. This will be an addition to the public auditorium there. . . . Also approved was a bond issue for a \$1,500,000 stadium at El Paso, Tex., but Dearborn, Mich., voters rejected a proposal to issue about \$3,900,000 for an auditorium. . . . NBC's November 17 TV show will be called "Wonderland on Ice". But it is made up of highlights from Morris Chalfen's "Holiday on Ice." Also in it will be Dorothy Collins and Efreim Zimbalist. . . . Wall Street Journal last week carried a feature article from Detroit about the boom in exhibition halls, quoting several persons in the field.

## Omaha to See Tamburitzans; Chanteurs Set Up Road Tour

DUQUESNE TAMBURITZANS, American unit that features Balkan dances, is booked for the Omaha Civic Auditorium November 23. "Grand Ole Opry" is in the next day, and baritone McHenry Boatwright is there (25). . . . Paul LaVigne has been named general manager of the Lighting Dynamics division of John C. Virden Company at Los Angeles. . . . Varel and Bailly Chanteurs de Paris are booked for a road tour from January 30 at Athens, Ala., to March 29 at Des Moines, Ia. Among the cities on the route are Columbia, S. C.; Columbus, Ga.; El Dorado, Ark.; Kansas City, Mo.; Chippewa Falls, Wis.; Decatur, Ill.; Moberly, Mo., and several stands in Alberta. . . . Scottsdale, Ariz., as the team roping and certain other events of the National Finals Rodeo November 21, but the principal events of the NFR are to be at Dallas during the holiday season again.

## 'Andersonville' in Louisiana; Oral Roberts at Toledo Arena

LAFAYETTE, La., Municipal Auditorium, where Harold Weston is manager, had the BTI unit of "Andersonville Trials" Wednesday (9). Additional events include Little Orchestra Society of New York (21). . . . Oral Roberts Crusade was at the Toledo Sports Arena thru Sunday (13). The same building has much skating and hockey. "Holiday on Ice" is there November 26-December 3, followed (6) by Harlem Globe-trotters. . . . California Winter Sports Shows, Inc., has been formed at Los Angeles by Frank Westsmith, Yves Latreille, and Thomas L. Coles. . . . Joe Kizis, producer of 'Autorama at Hartford, Conn., expects to have 125 selected cars at his show in February.

## Berg's Fort Wayne Show Readies Eighth Annual Run

FORT WAYNE'S ANNUAL Sports Show will be at Memorial Coliseum March 21-26, under the management of Ernie Berg. This eighth yearly event will have more than 100 booths on the arena floor, in addition to the tank and stage. Randy Avery, of Barnes-Carruthers agency in Chicago, is handling the entertainment production. Boats and marine equipment will be in the exhibit hall. Merchandise, travel and resort exhibitors will be in the arena floor area. . . . General Artists Bureau has announced a route for the American Theater Ballet. It starts January 15 at Newark, N. J., and plays the Middle West, Texas and the South by closing time, March 25, when it will be at Harrisburg, Pa.

## Uline's Plans More Seats Adds New Basketball Floor

NEW OWNER OF ULINE'S ARENA in Washington, D. C., has perked up interest in the spot with a news conference at which he announced that improvements are in store. He is Harry G. Lynn. A new basketball floor is being purchased by Ulines. There is a plan to install a new balcony in the arena. Seating capacity is to be increased to 10,000 with the balcony. A parking area has been leased for use by Uline patrons. It and the entire exterior of the building are being illuminated by a new series of lights. Interior has been redecorated. There also is action around Uline's in the way of college and pro basketball plans.

## Sports Occupy Miami Beach; Cats, Birds Meet at Atlanta

BALLET RUSSE DE Monte Carlo plays the Miami Beach Auditorium (27). The building's December schedule is made up largely of boxing, wrestling, basketball, and several local concerts. . . . Municipal Auditorium at Atlanta had the Marine Band to start the month of November. Wally Fowler and Herman Nash continue their sing events. The Cotton States Cat Club dates (18-19) overlap with those of the Pigeon Club (18-20). . . . Second half of November in Grand Rapids, Mich., Civic Auditorium brings David Brubeck, Grand Ole Opry, Holiday on Ice, donkey ballgame, and several school events, reports manager Fred Barr. . . . Gulfstream Park, Miami, is adding to its grandstand. Contractor for the \$110,000 project is John B. Orr, Inc.

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# CIRCUS TROUPING

By TOM PARKINSON

**T**HE THERON TROUPE, which gets around in fine style on its assortment of bikes in circus performances, also has been doing some pretty fancy tricks in world-wide travel. They appeared this past season at the Blackpool Tower Circus in England. Immediately after that show closed in early October, they and the Amandis rushed to an airport and flew to New York for an appearance on the Ed Sullivan TV show less than 48 hours later. Almost as quickly, they arrived in Texas to make the series of Shrine dates there, and after the Texas dates they go to Mexico City to appear with the Atayde show for the holiday season.

Also going to the Atayde show are the George Hanneford Jr. bareback troupe, the Goutis, the Pedrolas, the Celeste-Pancho act, the Spider Monkey-Texas Bill Troupe of Western horses and a number of native Mexican acts. The show opens December 24 and this year appears in the Arena Mexico. It will use three rings and two stages, and it will run five weeks.

Atayde's use this year of the Arena Mexico is especially interesting when it is recalled that the Tom Packs and Clyde Bros.' shows had been booked by Mexican impresarios for engagements in the two arenas there. But the government of the federal district, in which the city is located, rejected their applications for permits. Atayde always has played Mexico City under canvas and usually at a site it owns. But a super highway now has made that site useless. The move indoors is something new for Atayde. It's also "new" for the show to have the city to itself, since one American show or another has played there in recent winters.

★ ★ ★

Expected for the big turnout at the Hertzberg Collection's anniversary party in San Antonio Tuesday (15) are such circus notables as George W. Christy, owner of Christy Bros.' Circus of some years ago, and W. D. Glasscock, of the old Glasscock Bros.' Circus of Texas. The Karl Knechts have had to change their plans, but among the out-of-towners coming are the Brace Helfrichs, Gene Whitmore, John Schubert and Jim Schumacher. Leonard Farley reports elaborate plans and large attendance expected.

Dallas Times-Herald's coverage of the Ringling arrival there a few weeks ago noted the show was as sedate as an opera troupe. It listed no big top, no calliope, no trapping and so on, but the paper also noted the absence of such things as candy butchers (which the show has) and boys carrying water to elephants (which it probably never had). . . . Bob Hagen writes that he and Billy Dick had a show with the Georgia Amusements show at the Cherokee Indian Fair in North Carolina. . . . Charles Blaum is ahead of the Black Hills Passion Play and working Iowa territory.

Bob and Mary K. Hoppe caught the Kelly-Miller show in Texas and noted that the little African elephant lost a tusk in the California wreck. . . . Joe and Ethel Siegrist are in Shreveport, La., and Joe worked as a stagehand for a recent Gene Autry show. They also visited friends at the Louisiana State Fair. . . . Marge Towson was in Chicago last week.

Drew Pearson, who once trouped as a circus hand on the Ringling show and long has been a CFA member, has joined the Bumpsey Anthony Tent at Washington. The tent now holds monthly meetings and the December session will be

at the David and Helen Orr home. Among those catching Polack at Baltimore were Catherine Gardner, Mike Larkin, Frank Geene, Beryln Ann and Els Keys, George Wakefield, Chuck Sateja, Bill Galloway and Cliff Glotzbach. . . . Other Polack visitors included Al Dobritch, Paule Kaye, Rudy Rudy-noff Jr. and Roy Sinclair.

Advance of the Beatty-Cole circus closed October 31 at St. Petersburg, Fla., and the crew set out for destinations that included Stephen Kuzmicz, car manager, Shamokin, Pa.; Francis Benza, Elmira, N. Y.; Bobby Doan, Mobile, Ala.; Walter L. Clark, Augusta, Ga.; Bobby Johnston, Chattanooga; Kelly Gullett, Ashland, Ky.; Anthony Fordi, Newark, N. J.; Andy Campbell, Newport, R. I.; Bobby Chaffin, Macon, Ga., and Gordan Curran, Tampa.

Bob Orth caught the Hughes Aircraft Company's circus, promoted by Eddie Gamble, under a 100 with three 40's, at Culver City, Calif. Al Lyons had the band and Norman Carroll was emcee. Gamble and his partner have some future dates also. They operate thru Radebaugh Booking Agency.

Bunny Martin, formerly an acrobat in vaude, is a patient at Rockland State Hospital, Orangeburg, N. Y., and would enjoy mail. . . . Jack Kwiet, former Polack promoter, is out of the hospital and back in action at Chicago. . . . George Taylor, circus builder, is in Chicago after having closed at the Circus World Museum.

Mrs. Frank DeRiskie, widow of the late circus performer, together with her daughter, Gayle Barnes, were in Sarasota recently. She expects to move to Pennsylvania where another daughter, Francine, has a home.

## Tom Thumb's Home Razed For Parking

BRIDGEPORT, Conn.—A once magnificent landmark occupied by famed midget Gen. Tom Thumb has been demolished. Located on North Avenue near Main Street and owned by City Trust Company, it had fallen into shabby disrepair.

Charles Sherwood Stratton (Tom Thumb) and his bride, Lavinia Warren, moved into the opulent residence after their New York wedding in 1863. Both were proteges of P. T. Barnum. The home sat back from the street and for many years was obscured by the Tom Thumb Conservatory out front.

The bank will use the area for parking. The midgets lived for 20 years in the house. After their deaths the property was sold and the structure remodeled into a four-family house.

## King Doing Well in S. C.

BENNETTSVILLE, S. C.—King Bros. Circus has shown an increase in business. The show did well here and in a number of North Carolina towns. Tony Diano visited here.

The show closes December 3 in South Florida.

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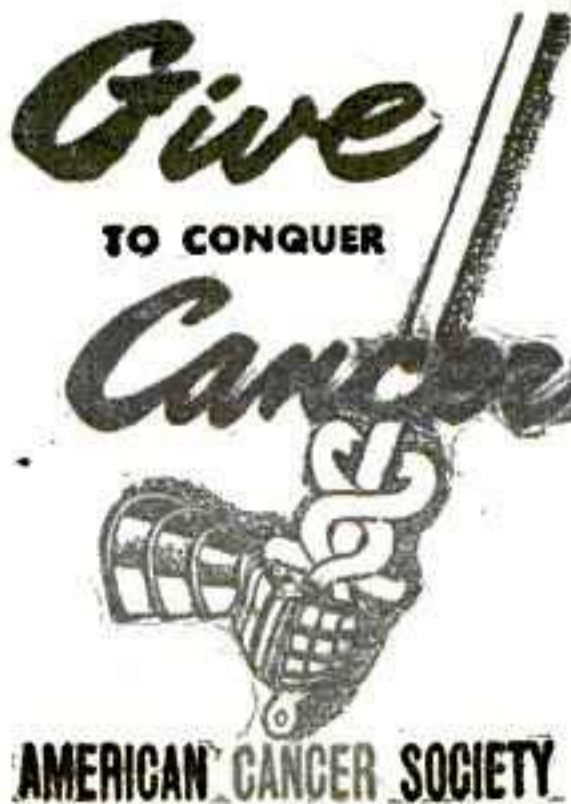
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## Kelly-Miller Home After Tough Season

HUGO, Okla.—Al G. Kelly & Miller Bros.' Circus closed its eventful season at Weatherford Sunday (6) and came into Hugo quarters. It was a highly profitable season. But it also was marked by tragedy and difficulty.

The show covered 12,345 miles in a 232-day season that covered 10 States and British Columbia. There were 408 performances. Twenty-two performances were lost.

Those losses included Whittier and Compton, Calif., and Kamloops, B. C.; plus seven days starting with Placerville, Calif., due to the multiple accidents and fatalities in the mountains. The show picked up its route at Red Bluff, Calif., with a single performance. It also lost Needles, Calif., to wind and sand and Flagstaff, Ariz., to a blizzard.

Deaths and injuries were numerous. Harry Thomas and Harry Smalley died in a Placerville truck accident September 16; Mary Pressly died at Grants, N. M.; Kelly Miller died prior to the season's opening, and Chief Clarence Keys died in May. Dallas Snow was seriously injured when crushed by an elephant in April.

The show opened with new equipment thruout but early bad weather took the newness away

quickly. From Texas and Oklahoma, the circus made long jumps, many of more than 200 miles, to reach California. There it ran into many problems with lots and municipalities. It worked its way up the coast to the Canadian border, entered Canada for the first time and then returned to California via fresh territory and new States. From California it came home via Arizona and New Mexico.

From March 20 to September 16 business was strong. Repeat towns were good profit makers. From September 16 to October 24 at Almagordo, N. M., business was off, but then it picked up again.

In addition to the publicized accidents at Placerville was the one at Merritt, B. C., where a truckload of cages upset, cats escaped and the animals were shot by the Royal Canadian Mounted Police. The California accidents brought the tie-up of the show by California and Interstate Commerce Commission authorities. Equipment was put into top shape during that time. Several new trucks and tractors were bought during the year also.

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# ROLLER RUMBLINGS

By AL SCHNEIDER

OFFICIALS of the Roller Skating Foundation of America last week were looking forward with optimism to the fourth annual national skating queen contest and business seminars for rink operators which it is sponsoring November 13-16 in the Balmoral Hotel, Miami Beach, Fla. Moderating the important business seminars will be Joseph Shevelson, vice-president of Chicago Roller Skate Company. These sessions will give broad coverage of many problems of the operator and give him ideas for improving business. They cover such subjects as TV, Radio and Visual Aid Advertising; Radio, TV and Newspaper Publicity; Effective Aids in Booking Parties and Making More Money Out of Them; Case Histories of Successful Promotions With Youth Organizations; How to Improve Skate Sales Via Visual Aids; What Concessions Mean to a Rink Operator's Income; What Maintenance Means to the Box-Office; How to Keep Pace With Modern Trends Thru Improvements, Music, and the Industry's 12 Best Promotions. Another highlight of the four-day affair is the Big Wheel Awards, designed to give recognition to tradesmen who have made important contributions to the industry during the past year. The awards will be made in 14 categories: All-Round Promotion, Advertising, Programs for Boy and Girl Scouts and 4-H Clubs, Rink Improve-

ments, Direct Mail, Industry Co-Operation, Extraordinary Service, Party Promotion, TV and Radio Promotion, Showmanship, Skate Salesmanship, Local Queen Promotion and Best Idea Submitted to Rinkside, official organ of the RSFA. As was the case last year, the newly named queen will appear in the Macy Thanksgiving Day parade before a vast TV audience. The new queen again will receive a huge array of prizes, including a college scholarship and a \$2,500 cash award offered by the Pepsi-Cola Company. An added gimmick this year is a Prince Charming competition to select a fit companion for both the reigning queen and the queen-to-be.

Melody Skating Rink, Groton, Conn., expanded its normal operations to mark Halloween, providing roller skating from 7:30 to 10:30 p.m., and then square dancing—a novelty in this region's rink field—from 10:30 to 11:30 p.m. In addition, the rink provided prizes for funniest, prettiest and most original costumes.

Former Connecticut roller rink operator Irving Richland has returned to his Miami Beach, Fla., home following a two-month visit with his brother-in-law and sister, Mr. and Mrs. Harry Neckes, owners of the Hartford Skating Palace. Richland is now in business in Florida. . . Merit badge Girl Scout classes have started on Saturdays at 10 a.m. at the Holiday Skating Rink, Middletown, Conn.

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# THE FINAL CURTAIN

**BABBITT—Roy**, showman and member of the Lone Star Showman's Club, Dallas, October 22 in that city. Services October 25 and burial in Grove Hill Memorial Park, Dallas.

**BARTOK—Dr. Sigmund M.**, 74, father of Milton (Doc) Bartok, owner of Bardex Minstrels, med show, recently in a Philadelphia rest home. Born in Hungary, he was a practicing optometrist for 50 years. Also surviving are another son, Jerome, and daughters, Alice and Lillian. Burial November 5 in Montefiore Cemetery, Philadelphia.

cialist at the Agriculture Department's Northern Utilization Research Laboratory and well known in the field. His widow and mother survive.

**RYAN—Pat** 59, old-time wrestler and more recently a cookhouse operator, of a heart attack in Los Angeles. Born in Green Bay, Wis., he was associated with Crafts Shows, West Coast Shows and other Western organizations. A member of the Pacific Coast Showmen's Association since 1943, he was buried in its Evergreen Park lot November 6.

**WARBY—Francis**, magician known as Price Buddha, October 26 in St. Louis. Services and burial in that city.

**WHITEHEAD—Ralph**, about 70, former executive secretary of the defunct American Federation of Actors, on November 10 in the hospital at Roscoe, N. Y. A veteran vaudeville performer, he went with the American Federation of Labor after AGVA obtained the AFA charter in 1941. For the last eight years he had been ill and lived with his sister and brother-in-law in Livingston Manor, N. Y. at the time of the dissolution, AFA had 18,000 paid-up members including circus and variety people, and the president was Sophie Tucker.

In Memory of  
**AGNES BEROFSKY**  
Who Passed Away  
Nov. 18, 1956  
Husband  
**HARRY BEROFSKY**

**DONOSKY—Hyman**, 62, a Dallas Fair Park concessionaire, October 25 in Dallas after a short illness.

**JOHNSON—Perry** 85, former member of the Indiana State Fair board, November 5 in Muncie, Ind. He was on the board in the 1940's and also served in both houses of the Indiana Legislature.

IN MEMORY OF  
**MAD CODY FLEMING**  
Who passed away  
Nov. 18, 1953  
**MRS. GRACE FLEMING**

**LOHMAR—Rolland**, 43, son of the late Robert (Bob) Lohmar, carnival general agent, recently in his Peoria, Ill., home. He was a chemical research spe-

## BIRTHS

**CATARZI—** A son, Jules G. Jr., October 29 in Aransas Pass, Tex., to Mr. and Mrs. Jules G. Catarzi. Mother is the daughter of Mr. and Mrs. H. L. Scott, of Aransas Pass.

**MOYER—** A daughter, Laurel Felice, October 26 in Hill Crest Hospital, Petaluma, Calif., to Mr. and Mrs. Donn Moyer. Father is operator of Delano Bros.' Circus and mother is known professionally as Miss Nanette, musician.

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 Merchant's Festival Rides: Nashville, Tenn.  
 Norton's United: \*Stan Reed; Memphis, Tex.

Page Comb. \*Blackey Jones; Orlando, Fla.  
 Palmetto Expo.: \*M. McNeace; (Fair) Georgetown, S. C. (Season ends.)  
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## Circus Routes

Atayde Bros.: Colima, Col., Mex., 14-15; Manzanillo 16-18; Tecoman 19-20.  
 Dobritch, Al: (Roberts Stadium) Evansville, Ind., 23-26.  
 King Bros.: \*Danny Kelly; Conway, S. C., 14; Manning 15; Walterboro 16; Barnwell 17; Denmark 18; Aiken 19; Millen, Ga., 21; Sylvania 22; Jessup 23; Waycross 24; Fitzgerald 25; Dublin 26.  
 Pack's, Tom: (Aud) New Orleans, La., 19-27.  
 Polack Bros.: (Aud) Charleston, W. Va., 17-20; (Morris Civic Aud) South Bend, Ind., 25-27.  
 Ringling Bros. and Barnum & Bailey: (Arena) Cleveland, O., 16-20; (Aud) Birmingham, Ala., 24-27.

## Miscellaneous

Paige, Kiki: (Bimbo's 365) San Francisco, Calif., 14-30.  
 Sun Players: Danville, Ky., 14-30.

**HONOR ROLL**

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SHOW AGENT SALES LEADERS

1. **DON HANNA**, Siebrand Bros. Shows
2. **TONY LEWIS**, Cetlin & Wilson Shows
3. **BLACKKEY JONES**, Page Combined Shows
4. **C. C. LEASURE**, Gold Medal Shows
5. **E. T. HALL**, Johnny's United Shows
6. **MRS. H. T. REYNOLDS**, Alamo Exposition Shows
7. **MILTON McNEACE**, Palmetto Exposition Shows
8. **RAYMOND C. HULS**, Bee's Old Reliable Shows
9. **RICHARD GILMAN**, Penn Premier Shows
10. **JOSEPH SIMA**, Big State Shows

## Ice Shows

Holiday on Ice of 1961: (Civic Aud) Grand Rapids, Mich., 16-21; (Field House) Huntington, W. Va., 22-25; (Sports Arena) Toledo, O., 26-Dec. 4.  
 Ice Capades, 20th Edition: (Ector Coliseum) Odessa, Tex., 14; (Coliseum) El Paso 15-20; (Aud) Albuquerque, N. M., 21-27.  
 Ice Capades, 21st Edition: (Forum) Montreal, Que., 14-20; (War Memorial Aud) Syracuse, N. Y., 21-27; (Coliseum) Springfield, Mass., 28-Dec. 4.  
 Shipstads & Johnson's Ice Follies of 1961: (Olympia Stadium) Detroit, Mich., 14-20; (Sports Arena) Hershey, Pa., 22-Dec. 3.

**GIVE TO DAMON RUNYON CANCER FUND**

**LAST CALL! HURRY! LAST CALL!**

**Forms for the Big 1960**

**OUTDOOR CONVENTION SPECIAL**

**Dated November 21**

**Will Go to Press WEDNESDAY NOVEMBER 16**

---

**Rush Your Copy Instructions Air Mail, Special Delivery TODAY . . . or Phone or Wire Us Collect to Repeat a Previous Ad for You**

<b>CINCINNATI 22, OHIO</b> 2160 Patterson St. DUbar 1-6450	<b>CHICAGO 1, ILLINOIS</b> 188 West Randolph St. CEntral 6-8761	<b>ST. LOUIS 1, MO.</b> 390 Arcade Bldg. CHestnut 1-0443	<b>NEW YORK 36, N. Y.</b> 1564 Broadway PLaza 7-2800	<b>HOLLYWOOD 28, CALIF.</b> 1520 North Gower HOLlywood 9-5831
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## CARNIVAL CONFAB

THREE MIDWAY BIGGIES seen in Milwaukee last week were Carl J. Sedlmayr, owner of Royal American Shows; Floyd E. Gooding, owner of Gooding Amusement Company, and William T. Collins, owner of the show bearing his name. . . . Among the concessionaires who have taken off for Central America include Bill McCoy, George Barkley and Earl Fisher. They'll operate a show down that way this winter. . . . Jack Kwiet is out of the hospital and back at his desk at the Modern Living Exposition which opens November 18 in Chicago's new McCormick Place. . . . Lou Stratton, former girl show op on Eastern shows, is manager of a television station in North Augusta, S. C.

The Michigan Showmen's Association will hold a feather party on December 12, with David Greenberg as chairman for the men's club and Margie Mansell from the Auxiliary. Secretary Paul Greeley will be the club's official delegate to the Showmen's League doings in Chicago. . . . Irving Borker, concessionaire with a number of shows during the season, is back at his Detroit home for the winter. . . . Fern Manchenko, daughter of Paul Greeley, entered Grace Hospital, Detroit, recently for surgery. She is a theatrical costumer and member of the Detroit Club's Auxiliary.

The Michigan Showmen's Association was well represented at the recent funeral of Mrs. Lorreta Johnson, former musical comedy and tab show dancer. She was the sister of Jack Dickstein. Among those attending were Robert Morrison, Harry Stahl, Calvin Lovejoy, Tim Galo, Sam Burd, Irving Rubin, David Greenberg, Alex Rotter, Charles Jones, Frank Blooming, Louis Brown, W. Owen Blough, Milton McLean, Elmer Nagy, Arthur Rosenthal, Harry Letzer, Irving Quist, Jack Segal, Benjamin Landsberg, Marty Shore, Cy Wagner, Fred LaFontaine, Elmer Mahoney, Harry Green, Ruby Widger, Bernice Stahl, Grace Zeigler, Mae Price, Revell Galo, Edna Burd, Viola Lippa, Mrs. David Greenberg, Clara Silber, Gene Briggs, Margie Mansell, Carrie Dear, Leona Bennett, Francis Moran, Viola McDonald, Irene Guy, Ann Borker, Pat Crognale, Marion Fodal, Mrs. Harry Green, Josephine Shore, Iva, Craig, Leona Munch, Laverne Taylor, Pall bearers were Leo Pike, Ben Epstein, Harry Stahl, Hugh Flannigan, Norman Price and Paul Greeley.

Charlie Byrnes

★ ★ ★

**DALLAS NOTES:** The Lone Star Showmen's Club of Texas held its annual bond party recently with over 100 present. A total of 25 bonds were given away to Cayla Fleming, Jean Shrewsburg, Irma Meeks, Joy Hopkins, S. H. Lynch and Company, Bobbie Ayres, Colin Boger, George L. Miller, Roseanna Young, Dwight Bazinet, Georgian Lane, Star Hurst, Harry Fry, George Jensen, V. Straight, Busch

Bavarian Company, Wesley Herold, M. Kaufman, Amy Straight, Edna Hacker, Marth Moss, George Hunter, Jimmie Ellis and Millie Cepak. . . . Election of officers is scheduled for December with installation in January.

**MORE DALLAS NOTES:** Paul Juhlin in Dallas Veterans Hospital for surgery. . . . Charles and Cassie

(Continued on page 58)

## Stark Chalks Up New Highs On 1960 Tour

MT. STERLING, Ill. — Gold Bond Shows chalked up the most successful year in its history, according to Mickey Stark, owner-manager. Despite rain at early spring dates, all the celebrations and fairs were up.

During the past season a Scrambler and a Hollingsworth Dark Ride were added to the line-up, and some new tractors and trailers were purchased.

The show features advertising in the air, as Mickey Stark has his own plane and at all celebrations and fairs tows a long banner advertising the events. Stark last week purchased a brand new plane and next year he will feature, besides the banner towing, parachute jumps.

In order to hold his crew together, Stark is keeping the men busy in winter quarters repainting

(Continued on page 58)

## PRELL KEEPS PETERSBURG FAIR MIDWAY

PETERSBURG, Va.—The 1961 midway at the Southside Virginia Fair was awarded last week to Prell's Broadway Shows, which also had the date this season. Stanley Hutcherson, manager, reported that other shows expressing an interest in the contract were Ross Manning, Penn Premier, Marks, and Thomas Joyland.

## Hill in Barn After Brief Fall Tour

HARLINGEN, Tex. — Hill's Greater Shows, piloted by H. P. (Punk) Hill, returned to winter quarters here after a short fall road tour. The show was located in a permanent park during the summer at Corpus Christi, and after the close of the park season the show hit the road for several weeks of fairs in the Southwest. Closing spot was the Eastern New Mexico State Fair at Roswell.

The fair at Roswell, with good weather prevailing, broke all previous records in the seven successive years the show has played this date. The five-day attendance was near the 100,000 mark, with rides and shows up about 20 per cent above any year in the past. Line-up of the show included 32 rides, eight shows and approximately 75 concessions. All concession oper-

ators reported biz was up over any previous year.

Hill, who was elected to the board of directors of the Eastern New Mexico State Fair Committee, booked Bill McGaw's Tournament of Thrills for the five days, which played to turn-away business at most performances. He also booked in a Rodeo Cowboys' Association rodeo which played to large crowds.

Mrs. H. P. (Thelma) Hill handled the office during the fair, assisted by L. R. (Kentucky) Ray, Mickey Goldberg, Floyd Willis and E. J. McDaniel. Dusty Rhodes handled the diesel plants.

Calvin Sears and family joined the show at Roswell and are now enjoying the fishing with the Hills

(Continued on page 58)

## JAMES H. DREW REBOOKS AUGUSTA EXCHANGE FAIR

AUGUSTA, Ga.—James H. Drew World's Fair Shows has been awarded the contract to provide all midway attractions at the 1961 Augusta Exchange Club Fair.

The operation for next year will be similar to the '60 fair. No games will be permitted, except bingo, and all concessions will be of the straight sales variety. The contract for next year awards the Drew organization a fence-to-fence exclusive on all midway attractions.

The midway for this year's fair was provided by the Drew and Heth Shows combined. A spokesman for the Drew show did not point out that the shows will be combined for next year.

Jimmy Drew, manager of the show bearing his name, stated that his business relations and dealings with Al Kunz, owner of the Heth Shows, was very satisfactory.

The 1961 fair will be operated from October 29 thru November 4.

# Get With It!

SEE the latest in rides . . .

latest show equipment . . .

last word in concessions . . .

newest type of merchandise

These and hundreds of other money-makers that will be shown at the Annual OUTDOOR AMUSEMENT EXPOSITION in the Trade Show area of the Hotel Sherman from November 27 thru November 30.

## GET WITH IT

IT'S EASY---SLA Members, just show your registration badge. Other Showmen, just pick up your guest badge at the NAAPPB desk near the show entrance. Meet all your friends at the Trade Show.

## OTHER DATES TO REMEMBER

A. R. E. A. Reception for Showmen and Parkmen, Saturday, Nov. 26.

NAAPPB Banquet, Tuesday, Nov. 29. Showmen's League Banquet, Wednesday, Nov. 30.

NATIONAL ASSOCIATION  
OF AMUSEMENT PARKS,  
POOLS AND BEACHES  
203 No. Wabash Ave.  
Chicago, Illinois

# OUTDOOR AMUSEMENT EXPOSITION

HOTEL SHERMAN, CHICAGO, NOVEMBER 27-30



**SPLITS \$25,000**

**Sullivan in WQ After Good Tour**

BRONTE, Ont.—J. P. (Jimmy) Sullivan's World's Finest Shows were back in winter quarters here after what the owner described as "a very successful season."

Final fair of the season was in Simcoe, Ont., where attendance jumped some 20,000 over a year earlier and spending was up due to one of the best tobacco crops in a number of years. It was the 34th consecutive time for Sullivan to play the Simcoe event. He made his

first appearance there in 1927 as a partner in Boyd and Sullivan Shows.

Pat Marco, concession manager, kept busy at Simcoe as he had 102 concessions. After the fair he rushed to Toronto to open the new clubrooms of the Ontario Chapter of the Showmen's League of America. Hank Blade, assistant manager, left for Miami after the rides and equipment was stored.

Following the close at Simcoe, Sullivan passed out bonuses to all workers who had been with it for eight or more weeks, the total amounting to over \$25,000 this year.

Thruout its tour the show carried 12 major and 10 kid rides and from 40 to 50 concessions and 7 shows. The train included 33 flats, 8 sleepers and 9 box cars.

Top back-end unit was Charlie Taylor's Broadway Express with a cast of 22. Roy Cooper's Club 18, with a line, emcee, singer and band, was second.

Harry L. Boswell had three shows with it all year, Wild Life, Freak Animals and a Life unit. Roy Cooper had his Monkey Drome and big snake. Taylor closed at Kingston, next to the final Sullivan fair, and joined the Cliff Wilson line-up at the Dallas fair. Boswell closed at Lindsay, Ont., and Cooper left after Simcoe.

Jack Hatcher had a run of tough luck. He opened with his Motordrome at Sarnia, Ont., the week of May 24. He broke his arm and, due to a shortage of riders, left four weeks later. He played for the Gooding Amusement Company later in the season.

The World's Finest was associated with Patty and Frank Conklin at fairs in Leamington, Peterboro, Belleville, Three Rivers, Sherbrooke, Lindsay and Kingston.

**WOM in Barn; Bergen Terms Season Okay**

RICHMOND, Va. — With the fair season having ended at Charlotte, N. C., World of Mirth's equipment was tucked away for the winter at the State Fairgrounds last week. Frank Bergen, manager, labeled the year a satisfactory one which could have been aided considerably by weather.

Allentown, Pa., and Charlotte, both suffered, one from rain and the latter from bitter cold. For an initial effort, however, Charlotte's fair was impressive, Bergen said. He cited the 900-foot tent with its blacktopped exhibit space, all occupied.

A good start has been made on 1961's contracting. Among the bright spots are continuation of arrangements in Ottawa; Columbia and Anderson, S. C., and elsewhere. Bergey said several deals are pending with cookhouse operators. The show finished its season without one.

**Talent List Spurs NSA Banquet Sales**

**Twitty, Nash and Neglia Among Acts; 7-Man Nominating Committee Chosen**

NEW YORK — Ticket sales for the National Showmen's Association banquet spurred over the weekend as the word spread about another impressive line-up of talent for the November 23 event. At the Wednesday (9) meeting, banquets and the nominating committee selection accounted for all the attention.

George Hamid Sr., aided by Al Rickard, said definite appearances are scheduled by singers Johnny Nash, Conway Twitty, Jo Ann Campbell and Fran Warren; violinist Maria Neglia; the Cerneys, ballroom dancers; Cathalas Duo, perch act, and the Rassos, bike act. Nick Francis' orchestra will back the show and Joe Basile's band will play the dinner music. Location is the Hotel Commodore.

In addition to the definite acts there is the usual situation of possible drop-ins by others. Either

Connie Francis or Joni James will appear, Hamid said; Joey Adams, AGVA president, will also try to make it, altho he has an opening elsewhere in New York that night.

Harry Hershfield has agreed to be toastmaster again. Hamid said dais invitations have also been accepted by Jim Farley and Jackie Bright, executive secretary of AGVA.

The banquet culminates a three-day program starting with the testimonial Monday (21) for Al McKee, past president, and Max Tubis, president, in the Park-Sheraton Hotel. Following night is the open house and award drawing at the clubrooms, 123 West 56 Street.

The nominating committee consists of Al McKee, representing the trustees; D. D. Simmons, Morris Brown and Charley Davenport from the board of governors, and Dan Edelman, Abe Rapps and Anthony (Tootsie) Varone. Their slate will be presented and posted by the first regular meeting, December (14), and voted on at the following meeting.

**Detroit Club Pays Tribute To Deceased**

DETROIT — The Michigan Showmen's Association and its Ladies' Auxiliary paid tribute to deceased members at joint memorial services here in the clubrooms on Sunday (6). Officers of both clubs sat on the platform.

Jack Dickstein filled in for President Robert Morrison and summed up the purpose of the rites. President Ruby Widger represented the Auxiliary.

Recording Secretary Paul Greeley read the names of the men who died during the past year as follows: Max Kahn, Walter Schafer, William H. Green, Victor Johnston, Sam Cooper, Isadore Sobel and Edward Gold. Secretary Edna Burd read the names of the following ladies: Lottie Johnson and Ann Gooding.

Calvin Lovejoy placed a white carnation on vacant chairs for the men and Bernice Stahl did the same for the Auxiliary.

George Jeffries, pastor of Scovel Presbyterian Church, delivered the sermon of the day.

**SLA Ladies Elect Lillian Lawrence As '61 President**

CHICAGO—Mrs. Lillian Lawrence has been named president of the Ladies' Auxiliary of the Showmen's League of America and succeeds Mrs. Jeannette Martindale in the top position.

Also elected were Mrs. Harriett McBeath, first vice-president; Mrs. Agnes Smith, second vice-president; Mrs. Monica Baress, third vice-president; Mrs. Jeannette Martindale, secretary, and Evelyn Hock, treasurer.

Named to the board of governors were Marilyn Portemont, Ethel Weer, Virginia Kline, Winona Woodward, Helen Vaughn, Josephine Haywood, Dorinda Frazier, Antoinette Rohr, Egle Sedlmayr, Sophia Carlos, Bella Lazar, Sharon Horan, Mary Lou Callbeck, Lillian Kerwer and Caroline Schutz.

Installation will take place on November 27 in the Crystal Ballroom of the Hotel Sherman. Phoebe Carsky will be installing officer and Carmelita Horan will serve as femsee. The annual bazaar and open house will be held in the Sherman's Jade Room November 26-29.

At the recent meeting Louise Rollo, a past president, attended.

Reported on the sick list were Mae Taylor, Margaret Hock, Frances Taylor, Sarah Dober, Bess Hamid and Alda McCue.

**High Point, N. C., Added by Manning**

HIGH POINT, N. C. — The High Point Fair has awarded its 1961 contract to Ross Manning Shows, it is announced by Manning and fair Secretary T. C. Potts. With the addition of this date, played for six years by another show, plus the already signed fair in Statesville, N. C., the coming Southern route promises to be the best in years, Manning stated.

End of the season was not outstanding, he said. Moncks Corner, S. C., was only fair, and the mill-

tary date at Fayetteville suffered from a shortness of soldiers. Maneuvers and the departure of a large contingent of soldiers to Florida detracted from the potential gross.

In general, Manning came out of the season in encouraging shape. There were a couple of rewarding weeks encountered in the Middle Atlantic area.

For 1961 Manning and Beam's Attractions will merge on still dates, probably under the title, Atlantic States Shows, with Merle Beam agenting dates in Western Pennsylvania. They will field about 13 rides and four shows. F. E. (Ferne) Spain will be contracting other spots along the Coast. Depending on their outing, there may be two units used.

**King Reid Named to Vt. Senate**

MANCHESTER, Vt. — King Reid Lefevre, owner of King Reid Shows and dean of the Vermont Legislature, won a landslide victory for a seat in the State Senate over the Democratic incumbent in the Tuesday (8) elections.

A 16-year veteran of the legislative wars, Reid for 12 years has directed financial affairs of Vermont as chairman of the Ways and Means Committee. In the past he has been a member of the House of Representatives.

**Jack Ruback Ends OK Tour**

CUERO, Tex.—Jack Ruback, owner-manager of Alamo Exposition Shows closed the season at the Cuero Turkey Trot here Saturday, (12).

The past several weeks the show played fairs in Louisiana at Minden, DeRidder and Sulphur, where business was on a par with last year, giving Ruback a profitable season.

After the close here all equipment was taken to winter quarters in San Antonio.

**CLUB ACTIVITIES**

**Showmen's League of America**

CHICAGO—The Thursday (10) meeting was called to order by First Vice-President Ed Sopenar. Also on the platform were Bernie Mendelson, treasurer; Hank Shelby, secretary; Jack Duffield, Bill arsky and Charlie Byrnes.

A total of seven new members were announced: Claude Castro, William Scannell, John C. Facer Jr., Eugene Kershek, Raymond McLean, Bill Plattsmier and Woodrow Stacy.

On the sick list were Earl Newberry, St. Vincent's Hospital, Jacksonville, Fla., and Andre Dumont at home in Chicago. Jack Kwiet was released from the hospital after treatment.

John (Muscles) Dundee served buffet lunch before the meeting and ham and cabbage after the meeting—Hank Shelby.

**Pacific Coast Showmen's Association Ladies' Auxiliary**

LOS ANGELES—The Ladies' Auxiliary will launch its program of special events for the winter November 14, Elsie Kennedy, president, announced.

Starting with the regular board meeting on that night, nomination of officers is set for 1:30 on the afternoon of November 21, and the Auxiliary will co-operate with the PCSA in staging the Homecoming Party that night.

On November 28 the Auxiliary will honor its past presidents at a dinner. Starting Saturday, Decem-

ber 10, a Hawaiian party will be held and a dinner will be staged the next evening following the Memorial Services.

Election of officers is set for December 12, with the polls to be open from 3 to 8 p.m. The PCSA banquet and ball is set for December 13 in the Embassy Room of the Ambassador Hotel. Other December events include regular meeting and exchange of Christmas gifts, December 19; Christmas dinner, December 25, and the New Year's party on December 31.

Officers will be installed on January 2, and the outgoing and incoming officers will be honored at a dinner-dance at the Ambassador Hotel on January 14.

**Caravans, Inc.**

CHICAGO — President Joan Sullivan flew in from Canada and surprised all at the November 1 meeting.

Cash donations received from Minnie Simmonds and Dolly Young. Wanda Derpa received a handmade rug for the bazaar from Sophia Carlos.

Veronica Potenza will be installing officer and Margaret Levine will serve as femsee. President Sullivan donated three sweaters for the awards book project.

Betty Mann attended her first meeting. Other new members include Lorraine Allen, Dorothy Anderson, Dorothy Cohn, Eula Drew, Patricia Gallagan, Nettie Louise Hodges, Elleen A. Hoepner, Mary Rosaria Lamkin, Mary Markley, Eleanor Miller, Julia M. O'Donnell, Aline A. Oakes, Joy Purvis, Si-

(Continued on page 58)

**Carroll Has Okay Season**

MINNEAPOLIS — Carroll's Greater Shows, based here, is another show that had a record-breaking season with Charles Carroll, owner-manager, piloting this organization.

Carroll has returned to his home here after an extended booking trip and advises that his route is shaping up for 1961. He has recontracted most of the spots played this past season and has been able to add several fairs in Minnesota, which will be new to their route.

During the past season Carroll purchased several additional rides and has orders for two more major rides for delivery next spring prior to opening his season.

He and Mrs. Carroll will be in Chicago for the conventions and make the fair meetings in Minnesota and Wisconsin.

**Merten Adds Loop-O-Plane**

ANAHEIM, Calif.—Steve Merten, owner-manager of SJM Amusements in Fontana, Calif., has added a Loop-o-Plane and plans to purchase a Scrambler when he attends the Chicago conventions, he said here.

Merten and his wife, June, will leave for Chicago the night of November 24 after closing the show a few days earlier in Bakersfield. He plans to scout the Scrambler on this Eastern trek, returning to play winter dates in this area.

**DROP FRAME VAN**  
32 ft. Side Door, single axle. Good condition. Chev. tractor low mileage. Old but mechanically perfect. \$1,975 outfit. Will be at Chicago Convention.  
**JOHNNY CANOLE**  
Phones: WI 3-0003 or WI 4-9347  
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Winterquarters storage for 200 trucks, house trailers, show equipment, etc. Area enclosed by 8-ft. cyclone fence and protected by 24-hour watchman.  
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**TERRIFIC FLASH**  
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 Guaranteed \$1.00 Retailers.  
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 Miracle Prayer Crosses, boxed \$3.50  
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 Battery Fox Magician . . . \$27.00 dz.  
 Walking, Smoking Rabbit . . . 18.00 dz.

12 Asstd. Action Toys, \$22.50 FOB

Nice Plush Dogs & Bears. \$6.00  
 Rooted Hair Dancing Dolls.  
 Big Sparking Friction Car. dz.

36 Asstd. Toys only \$18 FOB

Giant 36" Reindeer.  
 Big, Big Comic Tiger.  
 Giant 22" TV Dog.  
 36" Taffeta Clown Doll. \$12.00 dz.

24 Big, Big Toys only \$24 FOB

Boy on Bike with Bell. \$4.00  
 Dept. Store Santa.  
 Santa on Bike with Bell. dz.

60 Asstd. Action Toys, \$20 FOB  
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**\$8.60**  
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 Operated & Managed by Jim & Nat Cook. Our only location.

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Eight-piece stainless set in gift box. Includes carver with eight-inch blade, fork, six steak knives, all with hardwood handles. Retail \$24.95.—Malboro Import, New York 1.

### PONCHOS



Designed to be worn by two at the same time. Can be used for walking, at spectator sports or any outdoor activities. Can also be used as a beach blanket or for a picnic table cloth. Retail \$6.95.—Collegiate Fashions, Stanford, Conn.

### PHOTO LAMPS

Feature shades with nursery rhymes such as Humpty Dumpty, Jack and Jill, etc. Can be used as TV lights or as night lights. Choice of two models, single frame which retail at \$3.50 and double frame at \$3.98.

### SHAVING BRUSH

Twist the handle of this shaving brush and it gives a fresh supply of rich lather. Refill it quickly once every few months. Plastic handle, badger cased bristles. Retail \$4.95. — International, 117 West 26th, New York 1.

### TELEPHONE BEAR



When bear is called on phone, his light lights up and he picks up his phone and answers. When conversation is finished, he hangs up receiver. Bear is plush and fully dressed. Retail \$5.95.—Ace Toy, 536A Broadway, New York 12.

### GLASS CLEANERS



Cleans and stops fogging of eye glasses. One tube is said to last for a year. Retail at 50 cents per tube.—Magic-Wick Company, 144 East Main, Spartanburg, S. C.

### CROCHET

Picture and crochet pattern has the crosses of Christ and the two thieves on one side with the Northern Star and an angel in the opposite corner. In the center is the Lord's prayer. Measures 12 by 16 inches and can be framed. — Paul's Picture-Pattern, P. O. Box 473, Dayton 2, O.

### YULE APRONS

Santa and Mrs. Santa aprons have cobbler pockets. Come in bright red with three dimensional Santa face trims. Priced to retail at \$4.50.—Mary Pentland.

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**Gellman BROS.**

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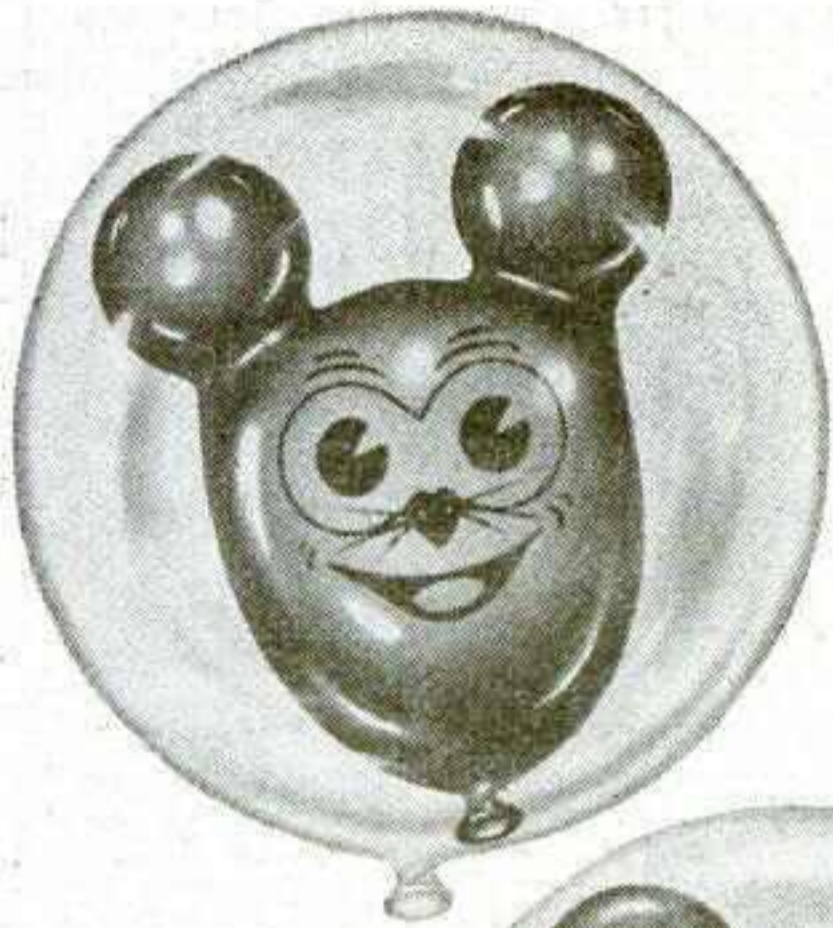
Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Houswares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR**  
 Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 48-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

# TWIN-SATIONAL!



**Mouseheads**  
 Assorted colors  
 6" Head inside  
 11" transparent balloon



**Bunny Heads**  
 Assorted colors  
 6" Head inside  
 11" transparent balloon



**Cat Heads**  
 Assorted colors  
 6" Head inside  
 11" transparent balloon



**Head and Body**  
 Assorted colors  
 12 Different Prints  
 6" x 13" Head and Body  
 inside 11" transparent balloon



# Qualatex® TWIN BALLOONS

Order Today for Immediate Delivery

**the PIONEER** Rubber Company 407 Tiffin Road Willard, Ohio



# 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.

ABC Thrill Show (Canadian Unit, Montreal)  
Allen, Harold  
Allen, Mary  
Anthony, Lucille  
Art Sales  
Baker, Richard  
Baker, Tom L.  
Barchinger, Lina  
Barrett, Barry  
Barth & Maier  
Beldin, Lee  
Belfield, John  
Beck, Mrs. Al  
Beers, Mrs. Marie  
Bible, Roy  
Biddie, William J.  
Blodgett, Howard  
Blustein, Morris  
Boley, James E.  
Bradley, Bill  
Brooks, Arthur  
Brownfield, Charlie  
Browning, Frank  
Bust, Kenneth J.  
Burke, James E.  
Burton, Robert & Mrs. (Wildlife Show)

Bush, Willie A.  
Butera, Teresa (Tiger Lily)  
Butter, Don  
Callari, Virginia  
Carawan, G. Leon  
Carbonetto, Anthony  
Carlisle, George  
Carter, Clayton E.  
Carter, T. J.  
Cattell, Cecil  
Choate, Billy (Bisbee's Comedians)  
Ciley, Sanford  
Clark, Fred  
Coburn, James F.  
Cole, Marian  
Conner, E. L.  
Cooper, Jerry  
Cooper, Wm. Lee  
Cooper, Quey  
Corey, Joe  
Crawford, Elliott  
Cristiani Bros., Circus  
Cross, Bernice  
Curtis, Joseph  
Cutler, Richard & Mrs.

**SPECIAL WATCH SALE**  
FREE WATCH with order of 12.  
**6 Ass'd Watches**  
Elgins, Bulovas, Gruens, etc.  
**\$39.45**  
Rebuilt, guaranteed like new—in BRAND NEW 1960 style cases. Expansion band included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.  
SAMPLE \$7.95.  
Single Watches: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95.  
Write for free catalog.

**MIDWEST WATCH CO.**  
5 S. WABASH AVE., CHICAGO 3, ILL.

**WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS**  
**TIP BOOKS**  
**BASEBALL BOOKS**  
at very, very reasonable prices.  
Phone Wheeling—Cedar 34282  
**Columbia Sales Co.**  
302 Main St. Wheeling, W. Va.

**SLUM MEMPHIS TOBACCO CO. INC.**  
320 MONROE AVE., MEMPHIS, TENN.  
NOVELTIES—TOYS—GAMES—SUNDRIES

Mitchell, Miller  
Mittow, Sam  
Moon, Myra  
Moore, P. F.  
Moran, Billy  
Moreno, Gus  
Morse, E. B. (Band)  
Murray, Edward  
Murray, Joseph  
Murray, Patricia  
Neal, William  
Nelson, Jim  
Nelson, Mitchell  
Nixon, Eddie  
Nixon, James L.  
Nolan, Mrs. Eileen  
Norris, Jack  
Nubson, Ted  
O'Shields, Paul  
Orlando, Cecil  
Ortagus, L. H.  
Paden, Robert  
Palmatier, G.  
Palms Circus Equip.  
Parker, Tom Corp.  
Pease, Lou D. & Mrs.  
Peterson, Gregg  
Peterson, Mrs. Hazel  
Phillips, Mrs. Frank  
Pierce, Monya Cooke  
Pope, Victor (Gladstone Expo.)  
Porter, Donald  
Powers, Richard  
Poore, Kenneth  
Price, Dee Robert  
Pulliam, Charlie O.  
Ravelli, Blanche  
Reese, Robert James  
Reger, Eddie  
Reichert Jr., Frank  
Rillo, Sina  
Ritro, Ed  
Robely, William  
Rochman, Albert  
Roney, Kenneth  
Rupert, Dewey  
Salyina, Pete  
Scharching, Jack  
Scott, John H.  
Shas, Eddie  
Sheets, Howard  
Shinners, John  
Skinnars, John  
Smaha, Toni  
Smith, Mrs. Guy E.  
Smith, Margaret Hill  
Smith, Roland  
Spain, Buddy  
Stairs, Bob  
Stanley Mrs. Jay  
Starr, Belle  
Steele, Tony  
Stewart, Lora Maye  
Stone, Freddie Gene  
Stover, Mrs. Charles  
Stratton, Rolland A.  
Switteshow, Esq. Wm.  
Swity, Wm.  
Swank, Harry  
Taylor, Connie  
Taylor, Glenn L.  
Thomas, Lee & Mrs.  
Thompson, Hope  
Thompson, James  
Tobell, Allen  
Todd, J. W.  
Tolley, Virgil  
Turner, Lou  
Velanti, Tony  
Vera, Steve  
Villemarie, Joseph R.  
Vinson, Jack E.  
Voges, Fritz  
Wagner, Buddy (Auto Capades)  
Westbrook Harry  
Westman, Ray  
White, Walely  
Wilcox, Wesley  
Williams, George  
Wilson, James R.  
Wilson, Jack R.  
Winfrey, Bud & Ethel  
Wingfield, Harry  
Winkleys, Frank (Auto Racing, Inc.)  
Wires, Richard N.  
Withers, Ed T.  
Wong, Mrs. Alice J.  
Woods, W. Louis  
Yattaw, Mrs. George  
Yatso, Reno or George (Yattaw?)  
Young, Cary G.  
Young, Roger

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

Allen, John  
Allen, Robert E.  
Ames, Jack, Jr.  
Armstrong, Matt  
Bee, Bonnie  
Bishop, Brownie  
Boeley, Lake  
Bouillon, Mrs. Betty  
Bozza, Tom  
Brink, Hagen C.  
Brown, Robert M.  
Bullock, Mrs. W. H.  
Carl, Shows, A. J.  
Carr, Kenneth W.  
Carter, Wm. M.  
Cassandra  
Corcoran, Thomas  
Costello, Billy  
Cox, Ambers  
Crowe, Bill  
Crowe, W. J.  
Curtis, Glenn  
Cutler, Boots  
Dorland, John  
Deutsch, George P.  
Dorner, Paula  
Duffy, John D.  
Eureka Amusement Equipment Co., Inc.  
Fink, Harry  
Flannagan, W. M.  
Francis, John  
Crawford  
Free State Amusement Corp.  
Friedenhein, Morris  
Fisher, Hal  
Gambino, John J.  
Gaspell, David  
Good, Oran S.  
Grant, Val  
Griggs, Charles  
Grutel, A. E.  
Hammons, Mrs. Pearl B.  
Harris, Bob  
Harry, Sonny (Manly)  
Holland, Lynn  
Howard, Johnny  
Humphrey, E.  
Humphrey, James J.  
Impeduglia, Lucille  
Jeffries, E. C. (Jeff)  
Kelly, James  
Kiesling, Lloyd N.  
Knight, Jenell  
Lamon, Harry W.  
Levitan, Maurice  
Levey, Thomas M.

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

Adrian, Eduardo  
Evans, Sam  
Farrell, Sharron  
Floyd, Don, and Heidi  
Lea, J.  
Lunde, Russell  
Mannuzza, Thomas  
McDermott, Hal  
Miller, Berni L.  
Perkins, Jim  
Taylor, George G.  
Tumini, Henry

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

**GIVE TO DAVID RUNYON CANCER FUND**

## TO ALL WHO USE THE LETTER LIST

The Mail Forwarding Services of The Billboard will be consolidated in the Cincinnati offices beginning with the December 4 issue.

All mail sent to the Letter List for forwarding to showmen should henceforth be addressed:

c/o Mail Forwarding Service  
The Billboard Publishing Co.  
2160 Patterson Street  
Cincinnati 22, Ohio

Mail no longer will be held at the New York, Chicago or St. Louis offices. Mail addressed to Letter List in care of these offices will be forwarded to Cincinnati for handling.

For prompt forwarding of all mail, showmen should have their current address on file with the Mail Forwarding Service in Cincinnati.

As in the past, mail addressed to those for whom no address is on file will be published in this column for two issues only. If not claimed one week after second publication date, mail will be returned to sender.

It is expected that the concentration of this service in Cincinnati will speed communications between transient showmen and those trying to reach them by mail.

Long, Ray  
Loyal, Alfonso  
McGinley, H.  
McGrath, Tom  
McGuire, John A.  
Mullins, Clint  
Malbin, Eddie & Dorothy  
Mansueti, Wm.  
Miggs, J. J.  
Mittell, Pat  
Mohr, R. E.  
Moorehead, Mr. & Mrs. C. L.  
Paragon Circus Company, Inc.  
Pearson, Carl T.  
Pierce, Carl  
Pierson, Don  
Prevost, Dave & Sally  
Radford, Ronnell  
Richards, France  
Rose, Louis  
Scalles, James E.  
Shahan, Mrs. Robert  
Simmons, Chie  
Simons, Joe  
Snook, A. T.  
Smith, Jack  
Spain, Buddy  
Stanley, Robert  
Star, Hedy Jo  
Stevens, Grant  
Taylor, Charles  
Vires, John  
Webb, Herman D.  
Weber, Mrs. Everett L.  
Webster, Mr. & Mrs. H. B.  
Welse, Louis  
Wilke, H. J.  
Williams, Jim  
Wingfield, Harry & Rebecca  
Young, Roger  
Zetta, Madam

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

Albert, Mrs. Loretta  
Anderson, Leshe  
Barnhardt, Nathan  
Davenport, Orin  
Diaz, Luis  
Eddington, A.  
Eigetson, Evelyn  
Garey, Peter  
Kincald, E.  
Levy, Sam  
Markres, MacAllister  
McDermott, H. H.  
North, R. L.  
Seitzer, Lorraine  
Stevens, Frank  
Stevens, Harold  
Stoltz, Jim  
Wason, Paul H.  
Wirth, Frank

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

Adrian, Eduardo  
Evans, Sam  
Farrell, Sharron  
Floyd, Don, and Heidi  
Lea, J.  
Lunde, Russell  
Mannuzza, Thomas  
McDermott, Hal  
Miller, Berni L.  
Perkins, Jim  
Taylor, George G.  
Tumini, Henry

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

**GIVE TO DAVID RUNYON CANCER FUND**

**You Can't Beat BRODY For Merchandise 1960 CATALOG**  
72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY ITEMS. Send for FREE COPY.  
**Just Out**  
WRITE FOR NEW 1960 CHRISTMAS AND NEW YEAR'S MERCHANDISE FLYER.  
**M. K. Brody & Co., Inc.**  
916 S. Halsted Chicago 7, Illinois  
L. D. Phone: MOncroe 6-9520-9524  
—In Business in Chicago for 46 years—  
Open Sundays till 1 p.m.

**GIGANTIC PROFITS**  
New tarnish Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliance! In Natural Gold Color—or White!  
1/2 Ct. Sim. \$7.20  
1/4 Ct. Diamond Gr. Min. order 1 Gross \$9.00  
Complete line of other tarnish proof rings including birthstones!  
Send \$2.00 for complete Sample Line and Catalog.  
**STERLING JEWELERS, INC.**  
1973 E. Main St. Columbus, Ohio

**You Can't Beat BRODY For Merchandise 1960 CATALOG**  
72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY ITEMS. Send for FREE COPY.  
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WRITE FOR NEW 1960 CHRISTMAS AND NEW YEAR'S MERCHANDISE FLYER.  
**M. K. Brody & Co., Inc.**  
916 S. Halsted Chicago 7, Illinois  
L. D. Phone: MOncroe 6-9520-9524  
—In Business in Chicago for 46 years—

**LAST CALL! HURRY! LAST CALL!**  
**Forms for the Big 1960**  
**OUTDOOR CONVENTION SPECIAL**  
**Dated November 21**  
**Will Go to Press WEDNESDAY NOVEMBER 16**

**Rush Your Copy Instructions Air Mail, Special Delivery TODAY . . . or Phone or Wire Us Collect to Repeat a Previous Ad for You**

CINCINNATI 22, OHIO 2160 Patterson St. DUnbar 1-6450  
CHICAGO 1, ILLINOIS 188 West Randolph St. Central 6-8761  
ST. LOUIS 1, MO. 390 Arcade Bldg. Chestnut 1-0443  
NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800  
HOLLYWOOD 28, CALIF. 1520 North Gower Hollywood 9-5831

**Merchandise You Have Been Looking for**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hossacks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.  
**Catalog Now Ready—Write for Copy Today**  
**IMPORTANT!** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.  
**ALMC PREMIUM SUPPLY CORP.**  
2201 Washington Ave., St. Louis 3, Mo.



THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

\*COMEDY DIGEST\* - A GAGFILE OF smart, diversified comedy patter...

COMEDIANS, MAGICIANS, MONTHLY Magazine Gags, routines, exchange ideas...

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gags...

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gags...

THE ENTERTAINER: TOPICAL GAGS, stories, one liners, risque jokes. Published monthly...

25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-Bits, Parodies. Monthly topical gag service...

Agents, Distributors Items

ATTENTION - DEMONSTRATORS, PITCHMEN. Take top money pitching hottest Christmas item in America...

DEMONSTRATORS EARN BIG MONEY UNTIL Christmas demonstrating fast selling toy item in leading stores...

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.

ELECTRIC DART GAME THAT RETAILS for \$4.95! Your profit 100%. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. no28

ENGRAVING AND RELIGIOUS JEWELRY for Christmas sales, also rings and pendants. Send for catalog and new items...

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.

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 - LOWEST PRICES. LADIES' FINE quality 5115 nylons, \$2.50 dozen pair, cello envelopes, 3 pr. boxed latest shades available...

HOSIERY - LOW PRICES: LADIES, CHILDREN, Men. Men's Stretch packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed...

REAL DIAMOND RINGS - NATIONALLY advertised; sell direct; make big middleman's profit; no investment; experience unnecessary. Free catalog, details. Gleamlight, 111-P13 North Columbus, Mount Vernon, N. Y. np-no28

JEWELRY CLOSEOUTS

FREE CATALOG

R16-Asst. Girls' Stone Rings, Gr. \$ 4.75 E102-Asst. E/rgs. Gr. 6.00 201-Plastic Wallets, asst. Gr... 10.80

Samples Regular Price 25% Deposit Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS...

stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Protectors. Samples of either 30¢ with your name, address and Social Security number.

GENERAL PRODUCTS Dept. 88-147, 11 N. Pearl St. Albany 7, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

Animals, Birds, Snakes

ALLIGATORS, CHAMELEONS, DRAGONS, Boas, Pythons, half grown Ocelot, giant Rats. Talking Java and India Mynahs. Snake Farm, LaPlace, La. no14

ALIVE CHAMELEONS, THE KIND THAT change color, \$9 per hundred prepaid. Louisiana Biological Center, Box 336, Noreo, Louisiana. no21

PR. BUFFALOES, \$600; SICILIAN DONKEY, 5 mos. old, \$200; Rhesus Monkey, \$20; 4 yr. old male Llama, \$250; Guanaco, 6 mos. old male, \$200; pr. Auouads, \$100; young white Llama, male, \$250; African Lion Cubs, \$75 each. Orla Drum, Rt. 2, Box 184, Cortland, Ohio. Phone: NE 74215.

Business Opportunities

FOR SALE

Factory of manufacturing Shooting Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner who wishes to retire.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

HOW TO MAKE MONEY WITH CARNIVAL Games. 44-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. no21

JAPAN DIRECTORY: 145 JAPANESE MANUFACTURING EXPORTERS. Japan and Hong Kong trade journal information. Asia opportunities. Just \$1 today. Nippon Annu. Box 1150-B, Spokane 10, Wash. no28

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 2758-BB, Sioux City, Iowa. ch-np

This is a

DISPLAY CLASSIFIED AD

Your Advertisement Display

In a space this size will cost

only

\$14 per insertion

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krazy Korn, 120 S. Halsted, Chicago, Ill. de26

For Sale—Secondhand Show Property

BUILD KIDDIE RIDES—TESTED PLANS: \$100 Chairplane; Airplane; Sloping Rocket; Carrousel; Dry Boat; \$5 each. Free catalog. Brill, Box 875, Peoria, Ill.

EARLY NORTH COUNTRY STAGE COACH, fine condition, equipped with runners for snow-drifted mountain roads. Refinished, original colors, striping, scrolls. Original plush upholstery. Heavy fiber-glass covered roof, will never leak. Can furnish long-haired driver shot gun guard, horses, wolves, Coach, \$1,500; all fiber-glass figures extra. Pictures taken on seat with driver. Al Nichols, Wild Animal Farm, Fairlee, Vt.

FOR SALE—ROLLER COASTER, LOW MOD- el Schiff Road Roller Coaster, with truck, \$3,500. E. Campbell, 4329 Ravenwood, St. Louis 26, Mo. (EVergreen 3-7307.) de5

FOR SALE - HERSCHELL 36' MERRY, \$8,500; Buggy Ride, \$1,800; Jeep Ride, \$1,800; Custom Western Train, \$7,000; authentic antique Stagecoach, \$2,500. G. Spalt, Loudonville, N. Y. Phone: Albany, HE 4-0253. no14

FOR SALE

Roto Jet .....\$15,000 Paratrooper ..... 7,000

HARRY STAHL

JEFFERSON BEACH PARK 24400 E. Jefferson Ave. St. Clair Shores, Mich.

GOOD USED PUSH POLE TENTS FOR SALE. All sizes; write for complete list. Eureka Tent & Awning Co., Inc., P. O. Box 966, Binghamton, N. Y. ch-tfn

MORE BUYERS Will Stop and Read YOUR AD if you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

NEW MERRY-GO-ROUND WOOD HORSES, all jumpers. Allowance on trade-ins. Free packing. J. W. Landi & Co., 9435 S.W. 181st St., Miami 57, Fla. CE 5-1150.

TRAINS - ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. no21

USED EQUIPMENT TAKEN IN TRADE ON new rides, Kiddie Rides, Adult Rides, Electric Generator sets, Office Wagons, Semi-Trailers, Miniature Trains, Coasters, and many others. Send for complete list. We sell on time payments. King Amusement Co. P. O. Box 448 Mt Clemens, Mich. no14

10 BEAUTIFUL SHETLAND PONY RIDE ponies 2 to 3 years old, \$100 each; 10 new Texas pony Saddles, worth \$110, will take \$50. Will deliver for small fee. Scott Furr, Magnolia, Miss. Phone 6481.

Help Wanted

SEVERAL EXPERIENCED MAGICIANS wanted to conduct horror shows. We furnish everything. Year-round work guaranteed. Percentage. Also want few assistants to learn the trade. Send all information in first letter with references. Karakum, 7460 Hollywood Blvd., Hollywood 46, California. no2

WANT STRIPEASE GIRL. SINGLE. NEED her now. Nite Club Stripper. Send 8 or 15 photos of herself. Write Ronald Scoles, Box 6, Nashua, Iowa.

Instruction and Schools

LEARN FASCINATING SIGN SYSTEM with course of 20 parts. Have own shop. Learn rapidly. Straley Lettering, 410 Western, Springfield, Ohio.

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. fe13

Miscellaneous

LOWREY ELECT. ORGAN, MOD'N, EBONY, spinet, pd. \$1,473, asking \$885. Regent 4-1504, Chicago, Ill.

Personal

TRAVEL TRAILERS - DESIGNED AND built to your specifications. Order now for spring delivery. Send your requirements for free analysis. Joslin Bros., Box J, Adrian, Mich.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames; everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

Printing

CIRCULARS, HERALDS, PROGRAMS, created with showbiz know-how; 3,000 for \$35 including art, layout, offset printing; Maurice Fischer, 711 So. Blvd., New York 55, New York.

OFFSET: 1,000, \$6.50; 5,000, \$18. WHITE OR colored, 8 1/2 x 11. Fast! Also art copy, layout, varityping. Flatr. 8 West 45th, New York City 36. ch-tfn

200 8 1/2 x 11 LETTERHEADS, 200 6 1/2 x 9 ENVELOPES, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing Michigan. de5

Rigging and Props

UNICYCLES FOR SALE, 20 AND 24-INCH models. All new. Al Morgan, 3 Victoria Rd., Coventry, Conn.

Salesmen Wanted

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Ill. ch-tfn

\$300 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 19, Ill. ch-mp

Tattooing Supplies

HARD TO GET ITEMS—SOLDER-ALL CONTACT Points, concentrated Black Ink, No. 12 Sharps, Designs. Zeis, 728-A Leslie, Rockford, Ill. np

Trucks, Trailers, Accessories

CONCESSION TRAILER—20' LONG, WITH steam table, grill, French Fryer, coffee urn, deep freeze, 1500 drink Soda Master. Will sell Soda Master separate. P. O. Box 546 Anderson, Ind.

FOR SALE—FACTORY BUILT 1957 CALUMET Concession Trailer, fully equipped for Popcorn, Carmelcorn, Soft Drinks. Cost \$2,800, sell half price. Write H. Bowling, 1716 Livingston Ave., Indianapolis 22, Ind. no14

1960 FORD HIGHWAY CRUISER SPORT Cab. Aluminum body, trailer hitch, 1,500 miles. 2 beds, electric stove and heater. Clyde Davis, 186 N. Westmoor Ave., Columbus Ohio.

Wanted to Book

WANTED TO BOOK - CARNIVAL WITH eight or ten rides for August 7-8-9, 1961, Warren County Fair. Write Everett Taylor, Roseville, Ill. no14

Wanted to Buy

OLD-TIME COIN ROLLING SOUVENIR MACHINES, Dies, or quantity of Rolled Coins. Must be in working order. Send description and price. B. Gill, Building 24, Port Newark, New Jersey. no28

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**SAMUEL EPPY & COMPANY, INC.**  
91-15 144th Place  
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## HYLES TALKS FROM EXPERIENCE

# Started With Peanuts; Built 800-Unit Tab, Ball Gum & Charms, Nut Route

By O. R. ALLEN

DALLAS—D. F. Hyles is a bulk vending operator who gained a lot of experience from a 1-cent peanut machine route back in the depression days of the '30's, a route which took in a big portion of Dallas plus most of East Texas. And that experience is paying off for him now. It is paying off in the profitable operation of an 800-machine route which is confined solely to the highly competitive, highly urban Dallas and Dallas County area.

Hyles still operates some of the peanut machines here on his Dallas route, but he has also added tab gum, ball gum and charms, and nickel cashews.

The fact that experience helps is evident in all of Hyle's comments. For instance, with a twinkle in his eyes, he says the best spots for tab gum machines are industrial locations, places where "they aren't breathing down your collar all the time for commissions."

### Industrial Spots

Machines placed in large plants or industrial locations for the benefit of employees are often readily welcomed by management. Management sometimes doesn't want to worry about its commission. Hyles explains: By not bothering about it's commission, management is freed of a lot of petty bookkeeping. When this sort of location is given the right approach 50 per cent of them can be gained without giving any commission. The whole secret



D. F. HYLES does a little fast checking before going out on his route in a panel truck he uses. The veteran operator has an 800-machine route that covers the greater Dallas area.

with these type spots, tho, is the right approach.

Of course, tab gum machines are not the only type which can be profitably located in places of large employment. There's room for all types, Hyles believes. But he also thinks that ball gum, and ball gum and charms go best where there is likely to be a lot of children. These are in such places as drive-ins, grocery stores, supermarkets and laundromats.

Speaking of laundromats, tho, he adds a note of caution. Vandalism in these spots, he has found, is worse in the suburbs or in smaller surrounding towns than it is in the heart of the city itself.

### Nuts in Taverns

As for his other type machines—cashew nut and peanut—he likes taverns, but he also has a number of these placed in the industrial spots.

Delving into the economics of each machine, it would appear that the peanut and nickel cashew units are the most profitable. The average gross for a Hyle cashew machine is about \$6 per month. When a commission is paid to the location owner it amounts to \$1.10. Cost for a fill comes to \$3, with the net profit working out to about \$2 monthly.

The same profit holds true for the peanut machines. The average gross here is \$4. A four-pound fill

costs \$1.20, and with an 80-cent commission paid to the location owner. Profit works out to \$2.

### Refill Costs

Costs for refills for the tab gum machines is 42 cents per hundred. On these machines the commission paid to the location (when demanded) is 10 per cent, giving a net profit of \$1 per month.

The same average monthly profit holds true for the ball gum and charm machines — about \$1 monthly per unit.

When questioned about particular problems of each type machine, Hyles could think of none, finally admitting that there must have been some in his early days but that these had apparently been overcome by experience. About the only advice he gives on this subject is, "Find the particular machine which vends each type merchandise best."

### Service

Servicing of his route is done every three weeks on the average. He uses an old enclosed truck, which he swears by, to cover the territory. He cleans and refills machines on the spot if everything is going well, but when one needs to be taken in for repair he has a spare handy. Money from the machines is weighed on the spot and

(Continued on page 63)

## N. C. OPS PLAN VENDING MEET

ASHEVILLE, N. C. — Vending machine operators and sanitation experts from 29 western North Carolina counties were scheduled to meet here last Thursday (10) to discuss the State's new vending law that becomes effective January 1. It will govern the operation of vending machines dispensing food or milk or milk products. Operators will be required to obtain a permit thru their local health department, and machines and premises will be inspected routinely in order to assure sanitary handling of food and drink. Results of the Thursday meeting were not available by press time, but will be carried in a forthcoming issue of The Billboard.

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2 and up ..... 23.50  
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1/3 Deposit, Balance C.O.D., F.O.B. N. Y. We stock a complete line of Vending Machines, Stands, Parts, Supplies, Charms, Capsules, Merchandise and Ball Gum.

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### MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb. vac pack fins, per lb. .... \$ .85  
Pistachio Nuts, Jumbo Queen, Red. .... 48  
Pistachio Nuts, Jumbo Queen, White .... 43  
Pistachio Nuts, Large Tulip .... 45  
Pistachio Nuts, Vendor's Mix .... 41  
Cashew, Whole ..... 72  
Cashew, Butts ..... 66  
Indian Nuts ..... 75  
Peanuts, Jumbo ..... 75  
Spanish ..... 32  
Mixed Nuts ..... 57  
Baby Chicks ..... 30  
Rainbow Peanuts ..... 32  
Boston Baked Beans ..... 32  
Jelly Beans ..... 28  
Licorice Gems ..... 28  
M & M, 550 ct. .... 47  
Hershey-ets ..... 47

Rain-Bo Gum, 72 ct. .... \$ .30  
Mail-ette, 100 ct., per 100 ..... 35  
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct. .... 30  
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300 lb. minimum prepaid on all Rain-Bo Ball Gum.  
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Wrigley's Gum, all flavors, 100 ct. .... 45  
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Hershey's Chocolate, 200 ct. .... 1.30  
Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
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This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

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The machine that will bring in extra profits for smart operators is this new Oak vendor. The machine holds 144 flat pack products. The Oak slip clutch handle is standard equipment on each machine. Measuring 26 1/2" high, 6" wide and 4" deep, this machine will refuse coins when empty and is equipped with an Ace lock and a lock protector. Machine lists at \$29.50 F.O.B. Factory—\$1.50 additional with 50c mechanism.



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Picture and crochet pattern has the crosses of Christ and the two thieves on one side with the Northern Star and an angel in the opposite corner. In the center is the Lord's prayer. Measures 12 by 16 inches and can be framed.—Paul's Picture-Frame, P. O. Box 473, Dayton 2, O.

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## Talks From Experience

• Continued from page 62

the location owner is paid his commission.

On the subject of maintenance, Hyles dismisses this problem as minor, commenting that there is little trouble any longer on that count. Given a good machine, he says (most of them are good now, he adds), there is little repair work required. He has found that customers are not as rough on machines as they once were.

Helpful in keeping track of his Northwestern and Acorn machines is a card filing system, a system

which he checks thru weekly. He admits, tho, that most of the work on this score is done in his head.

### Cold Canvass

The primary method used by Hyles in lining up new locations is cold canvassing. In addition to this, putting his name and telephone number on machines already on location brings calls from other interested location owners. Aside from this, he advises, "keep your machines clean, good looking and, so far as possible, new."

It is his contention that 90 per cent of the location owners will accept machines if there are not already other machines on the spot.

On the subject of soliciting industrial locations, Hyles advises operators not to start with the head office. "The dock foreman or someone in a like capacity is your best bet," he says. "Go to him first. Sell him, and he in turn will sell the head office, for his judgment is trusted in his particular area."

### Picks Site

As for promoting business on already established locations, Hyles believes that this is simply a matter of placing your machines in the proper spots. He advises putting them near cold drink boxes or near water fountains when the location is an industrial one.

His main problem in vending is one which must confront many operators—the fact that there is never enough ready money to buy all the needed equipment. Machines, he says, in spite of their good construction and in spite of good care, do deteriorate thru age and thru a certain amount of abuse.

Banks, he points out, will finance established operators, but he adds that it just isn't feasible to junk all old machines at once and buy new ones. It must be done gradually. Get rid of the poorest ones first and keep a steady replacement going in this manner, Hyles advises.

## Penny King Bows 2 New Action Items

PITTSBURGH — A pair of action charms are being introduced by the Penny King Company this week. "Mr. Bug Eye" is described as a rollicking round head with painted eyes which pop out one-half inch or so when the head is tilted.

Its companion is "Bean Tumbler" with a humpty-dumpty figure which is mounted on a rocking base. Both charms sell for \$10 per 1,000 in lots of 5,000 or more; \$12.50 per 1,000 for 1,000 to 4,000.

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#### FOLDER TYPE STAMP MACHINE

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Two 4¢ stamps for 10¢ and four 1¢ stamps for 5¢. ABT Coin Mechanism.

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Vends package of 6 cards for 5¢, 1934"x13"x9 1/4", 5lug-Proof ABT Coin Mechanism.

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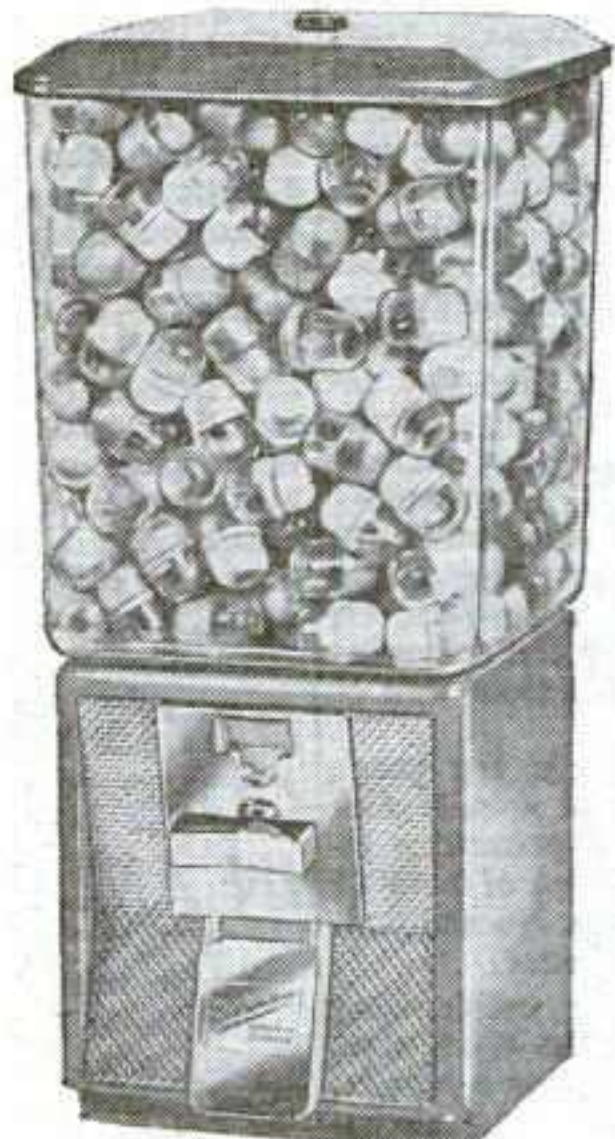
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## Kiddie Ride Business Grows: More Kids, Rides, Money Out

By KEN KNAUF

CHICAGO — A hard-to-beat combination of more customers, more cash and more machines on location accounts for an over-all 15 per cent climb in business for kiddie ride operators from a year ago.

All, however, is not sweetness and light, for gradually climbing operating costs have kept net receipts at about the same level despite the increase in business done.

The kiddie ride trade, one of the smaller but more stable echelons of the coin amusement industry, fully expects to increase still more of its cut of the coin machine pie in the years ahead.

### Up \$1 Million

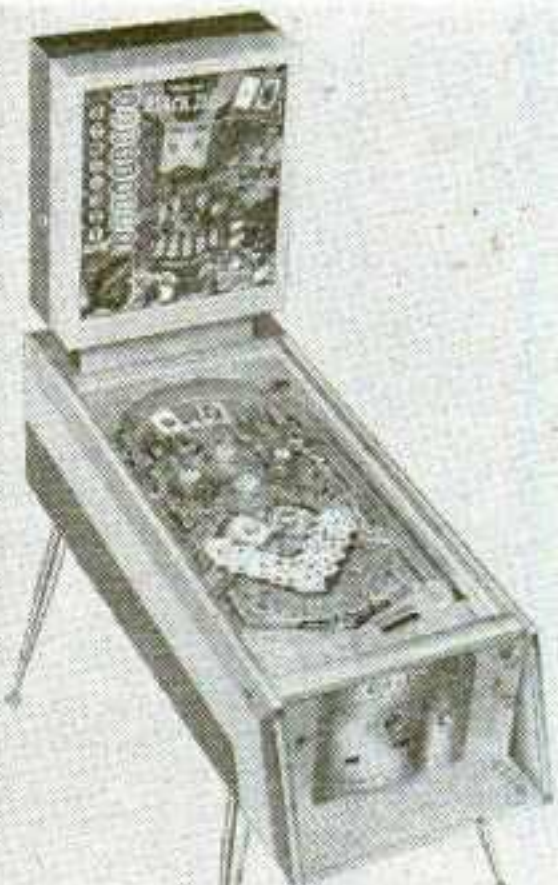
Leading operators estimate gross receipts at \$7 million per year, up \$1 million from a year ago. Per machine receipts run from \$500 to \$600 annually, with the operator getting \$300 to \$325. (Commissions are at a steady 60-40 ratio in favor of the operators.) But net profits per machine are still at the \$9 to \$10 level of a year ago.

Cutting the cost nut is difficult. Actually, kiddie rides still run at the dime fare inaugurated with the first machines on location 12 years ago. Operators have experimented with 15-cent tabs on high-cost machines, but so far the results have been less than good. Some unusually attractive new machines now on the drawing boards, however, may

help the proposed 15-cent tab to appear more reasonable to the customers.

There's news that the socco ride of the 1961-1962 seasons will be a

## Williams Bows Black Jack Pin, '21' Card Game



Black Jack

CHICAGO—Black Jack, a new single-player five-ball pin game with a "21" playing card theme, was shipped to distributors last week by Williams Electronic Manufacturing Corporation.

Object is to score 21 points. If over 21 is scored the player loses, but if the player beats "the dealer" he wins. If the "dealer" (represented by opposing score on backglass) "busts" and the player is under 21 points, the player wins.

In addition to the card-playing scores, the player may try to match his score with the lighted star on the backglass to win a replay.

Backglass and playfield are richly decorated with playing-card symbols. The cabinet styling is the new Williams long and low design.

coin-operated helicopter with a sound track. Details on this new model (expected to hit the top for at least a two-year run) are not yet available, but this reporter has seen a photo of the experimental model, and it looks as tho it should live up to its advance notices. Another new type model expected to go big in 1963-1964 has also been earmarked for production—but how far out on a limb must a reporter climb?

The fact is, operators can look forward to good business from one fact alone: There are 44 million potential customers under 11 years

(Continued on page 78)



Dave Baker, International Vending Corporation vice-president, examines the new Rock-Ola model with Phil Swartz, IVC president, and Dan Carr, Toronto operator, who came to Boston for the Rock-Ola showing last week.

## SBA OK's Juke, Game Loans

By DELORES NEWCOMB POE

WASHINGTON — Spokesmen for the Small Business Administration told The Billboard last week that the agency now will approve loans to operators and distributors of juke boxes, and in some instances, operators of amusement machines, who qualify as small.

For years, SBA has considered such operations ineligible for financial assistance. Basic reasoning was that the agency was primarily set up to help small manufacturers, rather than distributors or operators. In addition, some quarters felt it was not in the public interest to make loans to amusement operations.

In February, 1959, SBA announced a broadening of its loan policy in recreational fields. Revision was brought about partly because the President's Council on

Youth Fitness was striving to make the public aware of the need to improve the fitness of youth, with emphasis on physical activity. As a result, bowling lanes, swimming pools, amusement parks and similar attractions became eligible for assistance.

### New Policy

When queried as to whether or not operators of juke boxes and amusement machines would be eligible, SBA attorneys then said no.

In recent months, however, that stand has gradually changed. Last week, the agency announced that it had approved a loan of \$80,000 to Wise Amusements, Lebanon, Pa. Wise operates juke boxes, kiddie rides and pinballs, according to SBA.

Assistant Deputy Administrator Robert Maxwell said that in nearly every case, the determining factor

in granting a loan is whether or not assistance to a particular firm would be "in the public interest." He said he doubted the agency could make loans to Arcades. It would most likely not approve loans to pinball operators. If, however, the pinball operations is only a small part of the business, with juke boxes or kiddie rides predominating, then the approval might be

(Continued on page 78)

## DSA Talks Up Pool Leagues

DETROIT — The fast-growing system of league play for pool table patrons was the principal subject of discussion at the November meeting of the Detroit Shuffleboard Association.

"League play is coming along very good," said Fred Chlopan, executive director. "Everybody is very enthused about it. Operators think it is the greatest thing since we first established leagues on shuffleboards about 10 years ago."

Signs inviting players to sign up for league play are being displayed in locations all over town. Chlopan pointed out that the leagues are being restricted to operator-owned, rather than location-owned, pool tables. The entire program is in charge of Ted DeHarde, a former operator, who has been named director of leagues. He works as an independent contractor, but with the endorsement of the DSA.

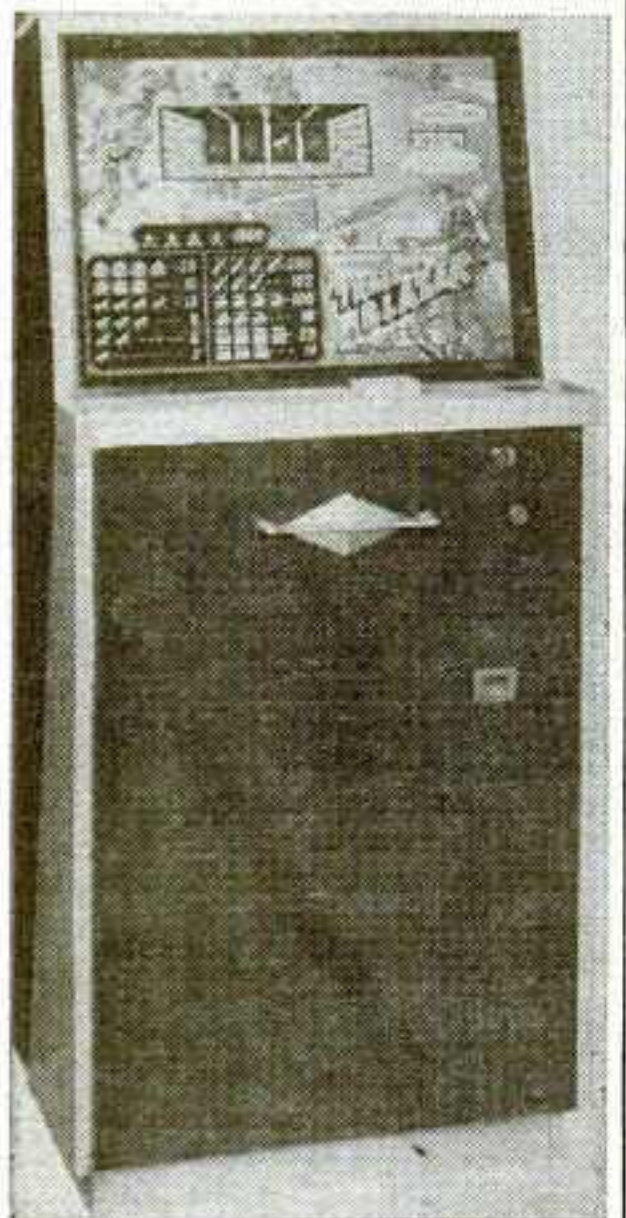
The Detroit operators' group will be represented at the convention of the National Licensed Beverage Association, made up of tavern location owners, meeting in Las Vegas, by Chlopan. Mrs. Chlopan is accompanying him on the trip, and they plan a few days' visit at Los Angeles en route.

## DAVIS PR MAN GOES TO POLLS IN AMBULANCE

SYRACUSE—Ted Kasil, public relations director for the Davis-Distributing Company, went to the polls in style last Tuesday (8). Kasil, who has been hospitalized the last two weeks with hemophilia, went the route from University Hospital to his 11th Ward polling place in an ambulance. The project involved medical clearances, co-operation of the Eastern Ambulance Service and the Onondaga County Republican Campaign Headquarters.

## Sit Parade (Top 10 Rides)

1. Stage Coach
2. Chuck Wagon
3. Fire Engine
3. Merry-Go-Round
5. Motorcycle
6. Trolley
6. Model T
8. Space Ranger
9. Small Auto
10. Horse



TRAIL BLAZER is the new Games, Inc., upright free-play game. Cabinet measures 53 inches high, 24 inches wide, 16 inches deep. Featured is an "all stars wild" scoring motif and a Magic Viewer with depth perception. Glass is decorated with an outer space theme.

## New 100 & 160 Juke Bowled by Seeburg

CHICAGO — Showings of Seeburg's new 1961 phonograph line—comprised of a 160 and 100-selection model—were held by distributors over the weekend (12-13). Cabinet on both models is identi-

cal and has been revamped from last year's model.

Other new features on the line include: (1) Personalized display panel enabling the location name to be inserted via slip-in letters in the lit showcase panel; (2) ear-phones adapted for consumer use, attached to either the phonograph or wall box by a bracket; (3) magnetic Pickering pick-up, guaranteed for five years (excluding stylus); (4) new motor-driven volume control with standard five-wire cable controlling all speakers at the phonograph or from any remote point; (5) simplified stereo amplifier with fewer parts and tubes; (6) frosted chrome selection panel to eliminate finger-print smudges; (7) new 12-inch speaker for delivering full-range stereo hi-fi from wall or corner locations.

Also featured, as in last year's models, are the dual spindle disk and auto-speed unit, permitting inter-mixed programming of both 45 and 33 r.p.m. records. No additional accessories are needed.

Seeburg is again emphasizing heavily its Artist of the Week plan, centered around 33-stereo singles. Operators will be offered a stereo-single album every other week including a full-color miniature of the album cover to be showcased in the phonograph's lit top panel.

Seeburg is putting out additional merchandising material including window banners, and window or ledge display cards. There is also a Sales Mate film strip for use by operators to detail the Artist of the Week plan to their locations.

## 800 Attend Banquet Of Gotham Operators

NEW YORK—Some 800 traders from the New York area gathered at the Riviera Terrace here Saturday night (5) for the 23d Anniversary Banquet of the Music Operators of New York.

In force was the standing rule of no speeches, with the evening devoted solely to dining, drinking, dancing and enjoying the floor-show. The festivities began with a cocktail hour, ending with dancing till the wee hours.

The affair was originally scheduled for the Hotel Commodore, but a political rally for President-elect John F. Kennedy caused a last-minute shift.

Emcee was Sonny Mars, while the Billy Schuback ork provided the dance music. A representative group of recording artists provided entertainment.

Factory representatives present included Jack Gordon, of Seeburg, and A. D. Palmer and Hank Petet, of Wurlitzer. President Carl Pavese led a group of Westchester County

Operators, while Mrs. Millie McCarthy represented the New York State Coin Machine Association. Mike Mulqueen represented the New York State Operators' Guild.

Distributors present included Irv Holzman, Black Sales; Al D'Inzilio, Al Simon Company; Abe Lipsky, Libra Sales; Meyer Park-off, Atlantic-New York, and Mike Munves.

In a prepared message to the operators, President Al Denver congratulated MONY on its successful fight to eliminate a condition in which certain individuals attempted to gain control of the industry.

Other MONY officers are George Holtzman, vice-president; Gilbert Sonin, treasurer, and Ben Chicofsky, secretary. Nash Gordon is managing director.

On the board of directors are the officers and Joe Connors, Mac Pollay, Bill Kobler, Irv Fenichel, Al (Senator) Bodkin and Doc Shapiro.





The Billboard's

# Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC	UNITED	GOTTlieb	RENO	DEUCEs	ST. CHRISTOPHER
<b>AMI</b>	1500 (104), 1952 ... \$ 90	Advance 6/59 ... \$ 625	Reno 10/57 ... \$ 75	Deuces Wild (Kaye) 10/58 ... 100	St. Christopher (Muto) 12/56 ... 195
D-40 (40), 1951 ... \$ 95	1500A (104), 1953 ... 125	Atlas Shuffle Alley 9/58 ... 405	Rocket 11/59 ... 185	Dodge City (Fran) 12/58 ... 100	Satellite Tracker (B-L) 12/58 ... 395
D-80 (80), 1951 ... 130	1600A (48), 1954 ... 185	Bonus Bowling Alley 3/58 ... 510	Satellite 6/58 ... 125	Drivemobile (Muto) 6/54 ... 135	Scramball (Keen) 8/58 ... 35
E-40 (40), 1953 ... 130	1700 (104), 1954 ... 255	Bowling Alley 11/56 ... 225	Sea Wolf 7/59 ... 175	5th Inning (Un) 6/55 ... 135	Shooting Gallery (Exhib) 5/54 ... 70
E-80 (80), 1953 ... 170	1800 (104), 1955 ... 320	Build-Up 5/58 ... 200	2 Shamrock 1/57 ... 100	Golf Champ (Bally) 8/58 ... 175	Shortstop (Wms) 4/58 ... 215
E-120 (120), 1953 ... 185	1900 (104), 1956 ... 395	Capitol Shuffle Alley 6/55 ... 195	2 Smoke Signal 9/55 ... 75	Grandma Fortune 5/56 ... 140	Sidewalk Engineer (Wms) 4/55 ... 70
F-40 (40), 1954 ... 200	2000 (200), 1956 ... 405	Clipper 4/55 ... 150	Soccer Kick-Off 3/58 ... 125	Gun Club (Genc) 1/58 ... 300	Sky Raider (Un) 10/58 ... 275
F-80 (80), 1954 ... 270	2100 (200), 1957 ... 465	Cyclone 10/58 ... 400	Spot Pool 6/59 ... 185	Heavy Hitter (Bally) 3/59 ... 285	Sky Rocket (Genc) 5/55 ... 60
F-120 (120), 1954 ... 305	2150 (200), 1957 ... 460	Deluxe Bowling Alley 7/57 ... 245	Starfire 3/57 ... 100	Hercules (Wms) 3/59 ... 335	Space Age (Genc) 3/58 ... 195
G-40 (40), 1955 ... 250	2250 (200), 1958 ... 575	Deluxe Flash 6/59 ... 515	Steeple Chase 11/57 ... 110	Hi-Fly (Genc) 4/56 ... 35	Space Gunner (Bally) 5/58 ... 150
G-80 (80), 1955 ... 330	2200 (200), 1958 ... 645	Deluxe Shooting Star 6/58 ... 130	Super Score 9/56 ... 90	Horoscope Fortune Teller (Genc) 9/57 ... 150	Special Deluxe Baseball (Wms) 1/54 ... 50
G-120 (120), 1955 ... 365	2300-S (200), 1959 ... 875	Dual Shuffle 1/59 ... 445	4 Surf Rider 7/56 ... 90	Hydro Duck (B&W) 10/54 ... 130	Spook Gun (Bally) 9/58 ... 170
G-120-1 (120), 1956 ... 365	2300 (200), 1959 ... 815	Eagle Shuffle Alley 5/58 ... 365	3-D 11/58 ... 130	Jet Fighter (Wms) 10/54 ... 125	Sportland Shooting Gallery (Exhib) 11/54 ... 85
G-200 (200), 1956 ... 350	2304 (104), 1959 ... 745	Flash 6/59 ... 450	Tic-Tac-Toe 1/59 ... 160	Jet Pilot (CC) 5/59 ... 220	Squirts Water Polo (Aqua) 5/57 ... 860
G-200-1 (200), 1956 ... 350	2304-S (104), 1959 ... 810	4-Way 11/59 ... 555	Tim-Buc-Tu 1/56 ... 90	Joker Ball (Mid) 10/59 ... 200	Sportsman (Keen) 11/54 ... 85
G-200-2 (200), 1956 ... 350	2310 (100), 1959 ... 790	Handicap 9/56 ... 250	Top Hat 2/58 ... 135	Jolly Joker (Wms) 10/55 ... 50	Star Slugger (Un) 4/56 ... 125
G-200-3 (200), 1956 ... 350	<b>BOWLERS &amp; SHUFFLES</b>	Handicap 11/59 ... 745	Turf Champ 8/58 ... 170	Jumbo Ten Pins (Wms.) 3/58 ... 75	State Fair (Genc) 7/56 ... 180
G-200-4 (200), 1956 ... 350	<b>BALLY</b>	Hi-Score 6/57 ... 220	Wonderland 5/55 ... 50	Jumbo Ten Strike (Wms) (3/58) ... 100	Steam Shovel (CC) 5/56 ... 95
G-200-5 (200), 1956 ... 350	ABC Bowler 7/55 ... \$ 210	Jumbo Bowling Alley 8/57 ... 435	<b>ARCADE &amp; NOVELTIES</b>	Jungle Gun (Un) 7/54 ... 100	Super Big Top (Genc) 12/55 ... 175
H-200 (200), 1956 ... 535	ABC Bowling Lanes 12/56 ... 225	Jupiter Shuffle Alley 8/58 ... 185	All-Star Baseball (Wms) 4/54 ... \$ 60	Jr. Auto Test (Cap) 12/56 ... 150	Super Home Run (CC) 3/54 ... 50
H-120 (120), 1956 ... 475	ABC Champion 9/57 ... 410	League Alley 8/59 ... 725	Aqua Duck (Cons) 2/55 ... 155	King of Swat (Wms) 5/55 ... 110	Super Pennant Baseball (Wms) 1/54 ... 50
H-100 (100), 1956 ... 440	ABC Super-Deluxe Bowler 9/57 ... 290	Lightning 2/55 ... 145	Auto Photo Model 9 ... 995	Kaye Hockey (Kaye) 58 ... 125	Super Slugger (Un) 7/55 ... 55
H-200M (100), 1957 ... 445	ABC Tournament 6/57 ... 315	Midget Bowling Alley 3/58 ... 150	Auto Photo Model 11 ... 1845	King of Swat (Wms) 5/55 ... 110	Super Star Baseball (Wms) 1/54 ... 50
I-200 (200), 1957 ... 650	All-Star Bowler 12/57 ... 115	Niagara 11/58 ... 395	Auto Test (with sound) (Cap) 9/56 ... 295	Kiss-O-Meter (Exhib) 12/56 ... 115	Swami (Muto) 4/55 ... 350
I-200 (200), 1958 ... 630	All-Star Deluxe 2/58 ... 125	Pixie Bowler 7/58 ... 175	Auto Test (without sound) (Cap) 9/56 ... 245	League Leader (Keen) 4/58 ... 95	Target Roll (Bally) 1/58 ... 145
I-120 (120), 1957 ... 575	Bally Shuffle 1/59 ... 45	Playtime 6/58 ... 635	Auto Test Turnpike Tournament (Cap) 9/56 ... 1,295	Major League (Wms) 4/54 ... 50	10 Commandments (Muto) 12/57 ... 195
I-100 (100), 1957 ... 520	Bally Speed Bowler 11/58 ... 390	Regulation 11/55 ... 240	Bally Targets (Bally) 10/59 ... 325	Model 500 Shooting Gallery (Exhib) 3/55 ... 100	Ten Pins (Wms.) 12/57 ... 110
I-200M (200), 1958 ... 535	Blue Ribbon 4/55 ... 150	Royal Bowling Alley 12/57 ... 415	Balloonomat (Cap) 12/54 ... 85	Moon-Raider (Bally) 7/59 ... 350	Ten Strike (Wms.) 12/57 ... 110
J-200 (200), 1958 ... 750	Challenger 9/59 ... 805	Select Play 6/56 ... 165	Bang-O-Rama (Muto) 4/57 ... 75	Motorama (Genc) 10/57 ... 170	Test Pilot (Cap) 12/57 ... 310
J-120 (120), 1958 ... 700	Club Bowler 2/59 ... 475	Shooting Star 4/58 ... 125	Bat-A-Score (Evans) 2/54 ... 75	1957 Baseball (Wms) 4/57 ... 225	Titan (Wms) 8/59 ... 395
J-100M (100), 1958 ... 580	Congress Bowler 7/55 ... 220	Shuffle Playmate 2/59 ... 60	Batter Up (CC) 4/58 ... 150	Pan-O-Rama 800 (Cap) 12/56 ... 200	3-D Kiddie Theater (Rite) 354 ... 125
J-200M (200), 1959 ... 620	Deluxe Club Bowler 3/59 ... 520	Six-Star 11/57 ... 315	Batting Practice (Bally) 8/59 ... 300	Peep Barrels (Exhib) 12/56 ... 75	3-D Theater (Rite) 3/54 ... 145
J-120 (120), 1959 ... 695	Gold Medal 4/55 ... 135	Super Bonus 9/55 ... 190	Big Inning (Bally) 5/58 ... 210	Pepay the Clown (Wms) 12/56 ... 135	Treasure Cove (Exhib) 7/55 ... 130
J-100 (100), 1959 ... 580	Jumbo Bowler 9/55 ... 245	Team Bowling Alley 4/57 ... 250	Big League (Wms) 6/54 ... 35	Pinch Hitter (Wms) 3/59 ... 310	Twin Hockey (CC) 5/56 ... 175
J-200 (200), 1959 ... 760	King-Pin Bowler 9/55 ... 235	Team-Mate 12/59 ... 720	Big League Baseball (CC) 5/55 ... 35	Pirate Gun (Un) 10/56 ... 210	Two-Player Basketball (Genc) 3/54 ... 135
<b>ROCK-OLA</b>	Lucky Alley 8/58 ... 535	Top Notch 11/55 ... 205	Big Top (Genc) 11/54 ... 155	Playland Rifle Gallery (CC) 8/59 ... 445	United Deluxe Baseball (Un) 2/59 ... 360
1436 (120), 1953 ... \$ 85	Lucky Shuffle 9/58 ... 380	Venus 4/55 ... 125	Bike Race (Munv) 5/58 ... 495	Polar Hunt (Un) 4/55 ... 180	Vacuomatic Card Vendor (Exhib) 5/54 ... 110
1438 (120), 1954 ... 220	Monarch 11/59 ... 490	Zenith 5/59 ... 455	Bing-O-Reno (Sci) 3/55 ... 325	Quarterback (Genc) 9/55 ... 50	Voice-O-Graph (Muto) 11/54 ... 290
1442 (50), 1955 ... 225	Pan American 6/59 ... 635	<b>PINBALLS</b>	Bull's-Eye (Bally) 3/55 ... 200	Ranger (Keen) 3/55 ... 100	Wild West (Genc) 2/55 ... 165
1446 (120), 1955 ... 260	Speed Bowler 11/58 ... 335	<b>BALLY</b>	Burp Gun (Dale) 5/57 ... 245	Red Ball (Mid) 5/59 ... 175	Yankee Baseball (Un) 2/59 ... 280
1448 (120), 1956 ... 370	Star Shuffle 9/58 ... 345	Ballerina 6/59 ... \$ 560	Carnival Gun (Un) 10/54 ... 135	Rifle Gallery (Genc) 9/55 ... 85	
1450 (120), 1957 ... 330	Strike-Bowler 11/57 ... 250	Balls-A-Poppin 10/56 ... 60	Champion Baseball (Genc) 7/55 ... 75	Safari (Wms) 1/55 ... 120	
1452 (50), 1956 ... 275	Super Bowler 1/58 ... 120	Bally U.S.A. 7/58 ... 120	Circus Rifle Gallery (Genc) 3/57 ... 260		
1454 (120), 1957 ... 415	Trophy 4/58 ... 445	Beach Beauty 11/55 ... 55	Coon Hunt (Seeb) 2/54 ... 120		
1455D (200), 1957 ... 460	<b>CHICAGO COIN</b>	Beach Time 9/58 ... 285	Crane (Wms) 3/56 ... 85		
1455S (200), 1957 ... 450	All Star Team Bowler 11/55 ... \$ 100	Big Show 9/56 ... 70	Criss Cross Hockey (CC) 9/58 ... 295		
1458 (120), 1958 ... 540	Blinker 8/55 ... 180	Broadway 12/55 ... 50	Crossfire (Wms) 3/57 ... 195		
1462 (50), 1958 ... 375	Bonus Score 5/55 ... 150	Carnival 10/57 ... 100	Davy Crockett (Genc) 10/56 ... 95		
1465 (200), 1958 ... 570	Bowl Master 7/59 ... 465	Carnival-Queen 11/58 ... 340	Deco Grandma (Deco) 8/54 ... 175		
1468 (120), 1959 ... 670	Bowling Team 10/55 ... 140	Circus 8/57 ... 80	Deluxe Crusader (Wms) 5/59 ... 360		
1468 Stereo (120), 1959 ... 730	Bull's-Eye Bowler 7/55 ... 185	County Fair 11/59 ... 850	Deluxe 4-Bagger (Wms) 5/56 ... 150		
1475 (200), 1959 ... 755	Championship 11/56 ... 250	Cypress Gardens 5/58 ... 220	Deluxe Ranger (Keen) 3/55 ... 170		
1475 Stereo (200), 1959 ... 830	Bowling League 7/57 ... 215	Double Header 8/56 ... 100	Derby Roll (Un) 5/55 ... 80		
<b>SEEBURG</b>	Crisa Cross Target 1/55 ... 60	Fun-Way 9/59 ... 425			
M100B (100), 1950 ... \$ 220	Double Feature 12/58 ... 395	Gay Time 6/55 ... 40			
M100C (100), 1952 ... 265	Hollywood 4/55 ... 155	Gayety 4/55 ... 35			
M100W (100), 1953 ... 330	King Bowler 3/59 ... 695	Key West 12/56 ... 70			
HF100G (100), 1953 ... 360	Lucky Strike 1/58 ... 330	Lotta Fun 9/59 ... 385			
HF100R (100), 1954 ... 440	Miami Shuffle 10/56 ... 40	Miami Beach 9/55 ... 45			
V200 (200), 1955 ... 330	Monte Carlo 1/59 ... 75	Miss America 1/58 ... 130			
100J (100), 1955 ... 510	Player's Choice 9/58 ... 545	Night Club 3/56 ... 60			
K200 (200), 1957 ... 485	Rebound Shuffle 11/58 ... 60	Parade 6/56 ... 60			
L100 (100), 1957 ... 540	Red Pin 3/59 ... 435	Sea Island 2/59 ... 485			
201 (200), 1958 ... 805	Rocket Ball 2/59 ... 185	Show-Time 4/57 ... 80			
161 (160), 1958 ... 760	Rocket Shuffle 2/58 ... 100	Sun Valley 7/57 ... 150			
101 (100), 1958 ... 690	Rocket Shuffle Two-Player 4/58 ... 135				
220 (100), 1958 ... 825	Score-A-Line 9/55 ... 145				
200S (100), 1959 ... 875	Shuffle Explorer 6/58 ... 155				
200SR (100), 1959 ... 920	Skee Roll 1/57 ... 95				
222 (160), 1958 ... 885	Star Rocket 5/59 ... 295				
222DH (160), 1959 ... 900	Tournament Ski Bowl 12/56 ... 130				
222DHR (160), 1959 ... 950	Triple Strike 1/55 ... 125				
<b>WURLITZER</b>	TV Bowling League 11/57 ... 290				
1250 (48), 1950 ... \$ 55	Twin Bowler 10/58 ... 400				
1400 (48), 1951 ... 80					



# A VERY SPECIAL ANNOUNCEMENT TO ALL BILLBOARD READERS

### A COMPATIBLE SPLIT IN THE INTEREST OF READERS

Dear Reader:

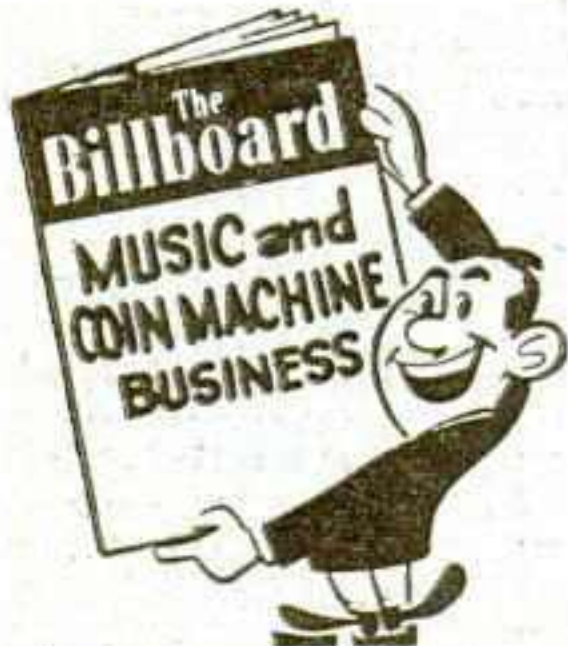
We thought about this a long time . . . splitting Billboard down the middle, or thereabouts, to give you, our reader, more . . . and better . . . and faster editorial service.

We knew two publications would add up to more than the whole. By adding Funspot coverage on the new weekly basis, we are sure of an audience-pleasing combination. You get more news, more features, less of what you are not interested in, better quality in every way.

Why didn't we do it sooner? Well, it takes more than a new masthead to make a new publication. Actually three years of research and planning have gone into this split. You'll receive your first copy of one or the other of the new Billboard publications—the one that is edited for you—on January 9. Both editions will be available on the newsstands. We know you'll like it.

*W. D. Littleford*

## Both Editions Will Be EXCLUSIVE Yet ALL-INCLUSIVE



You'll find everything you'll want to know about music and coin operations, current news . . . informative features . . . complete charts and reviews . . . in the new Billboard Music Business Week.

This new publication retains every music and coin feature from The Billboard, plus more: Expanded and more specific editorial coverage, tailored to the particular needs of music and coin industries.

Billboard Music Business Week will be the most valuable business tool you ever laid eyes on . . . watch for the first issue, dated January 9, 1961.



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Two publications are being combined to provide the only complete and weekly news and feature magazine in the industry. New 8 1/2" by 11" format will make your reading faster, easier, too.

One quick look at The Billboard Outdoor Show Business and Funspot Weekly will tell the story. Watch for it January 9.



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# COMING JANUARY 9





ATTENDING THE SHOWING of the new Rock-Ola line held by Walbox Distributing Company, Dallas, last week: (Standing) Fred Barber, Frank Lester, Hugh Winn, Leonard Kollman, Buck McGaugh, Bob DePriest, Leo Smith, Leonard Taylor, Norman Gamel and Ray Langley. Seated are Pat Whitworth, Tommy Collum, W. O. Wilburn, Arthur Rubin and Q. T. Morris. Walbox held an open house complete with food and refreshments.

## Claim U. S. Military Plays Key Role In European Coin Trade Economy

PARIS — The U. S. military forces in Europe have become a major influence on Continental coin machine operations—quite by happenstance.

For example, distributors currently are blaming the U. S. military for the glut of used games on the European market. And surveys indicate that the particular make of music box purchased by U. S. clubs influences purchasing by local civilian operators in the respective club areas.

Finally, the predominance of the American juke box on the European market is credited to the influence of the U. S. forces.

### Games Glut

At the moment it is the glut of games that has focused Continental concern on the coin machine stimulus of the American services. How the U. S. military became embroiled in the games controversy is an instructive excursion into the general subject of the coin machine status symbol represented by the American service clubs for Continental operators.

The games glut dates from the decision 18 months ago to permit the installation of fruit payout machines in U. S. service clubs on the Continent. Prior to this decision, U. S. service clubs were restricted to coin games, which generated a tremendous patronage among European civilians as well as U. S. service personnel.

There are literally hundreds of U. S. service clubs on the Continent for the 500,000 GI's, airmen and

Navy men and their families. There are officer clubs, civilian clubs, NCO clubs and GI and airmen clubs. There are clubs in West Germany, in France, in Italy, in England, in North Africa, in Iceland and in Greenland. There are even clubs in Saudi-Arabia and in Ethiopia.

### Twin Attractions

Juke boxes and coin games were the twin pillars of each such club—and notably so in Arab lands where the importation of alcohol, even under diplomatic privilege, is strictly forbidden.

The magnitude of the U. S. military coin machine market overseas is indicated by monthly average sales of 800 games, primarily bowlers and pinballs.

When the big brass legalized payout machines for service clubs overseas, there was an almost catastrophic scramble to load up on fruits and unload games, mainly bowlers.

### Sales Drop

The Hamburg distributor for a major American games producer wryly recapitulated, "Our business plummeted to just about zero overnight. We had been doing a nice—and steadily growing—business on the German market.

"But suddenly the military began dumping their games to make way for fruit machines and it knocked the pins—no pun intended—from under our business. Now the market is glutted with the military's castoff games, and nobody is buying new games when they can

pick up the military seconds at giveaway prices.

"As a matter of fact, there is such a glut of machines on the market that we call it part of the American foreign aid program. But it's really no joke, as you can see from our sales figures."

Here in France castoff military equipment is a drug on the market. There is open resentment on the part of French distributors who claim that the U. S. military has no right to operate fruit machines in violation of French licensing laws. The French government, however, concedes extra-territorial privileges to the U. S. forces in this respect.

Meanwhile, as is their custom, the more astute European distributors are rounding up groups of operators to conduct guided tours thru U. S. military clubs on the Continent for sneak previews of new-model U. S. equipment.

This doesn't necessarily mean such equipment can't be seen on the German market. But the distributors, or some distributors, feel there is more sales appeal to U. S. equipment when it is exhibited in its native habitat, so to speak.

## Wis. Novelty Co. Buys Out Kendou

MILWAUKEE — Wisconsin Novelty Company, owned by Doug Opitz, has purchased the holdings of Kendou, Inc., one of the major music, games and cigarette vending firms here.

Several years back Doug Opitz and Ken Kulow dissolved a long standing partnership. Opitz retained control of Wisconsin Novelty Company, while Ken Kulow took over Kendou, Inc.

According to reports, Ken Kulow will remain in the coin machine business. He will operate a cigarette vending machine route in the Ozaukee-Waukesha county area.

Glenn Grubb, Howard Klambunde, Travis Welch, Paul Nadolny and Pat Savasta, veteran Kendou, Inc., staffers are now on the Wisconsin Novelty Company roster.

Plans call for retaining the Kendou, Inc. headquarters at 1322 W. State Street, according to Doug Opitz. It will be used to house the Hilltop Refrigeration Company, another Opitz-owned firm.

Wisconsin Novelty Company's office and warehouse at 1907 N. Third Street will be used as the music, games and cigarette route headquarters for the new combined set-up.

# High Costs Change German Operations

HAMBURG — West German coin machine operators are re-vamping radically their operations in adjustment to changing economic conditions in this country.

Consolidation and diversification have become the watchwords of the German coin operator with a passion for survival.

High—and constantly increasing—operating costs are the major influence dictating consolidation and diversification. West Germany's labor shortage encourages the compression and streamlining of operations.

### Current Picture

These developments have occurred over the last two years:

1. The number of operators specializing in payout machines has dropped abruptly.

2. Juke box operators are branching not only into games but also into cigarette and candy vending machines.

3. Small operators are being eliminated in competition with larger rivals.

There are roughly 5,000 coin machine operators in West Germany, of whom 2,500 are organized in the Central Organization of Coin Machine Operators.

### Payouts Down

Industry surveys show that whereas about 250 of each 1,000 operators formerly specialized in payout machines, this number has now shriveled to 19.

And of 1,000 operators about 300 have begun operation of one or more types of new equipment in recent years.

The rush to diversify is shown strikingly by the statistics on payout machines and juke boxes. At present only 19 operators of each 1,000 is operating only payouts, and only 23 games exclusively.

### Same for Phonos

This same trend holds also for juke boxes and vending machines. Only 55 of 1,000 operators restrict themselves solely to juke boxes, and only 63 of 1,000 operators to vending machines.

But this does not mean that German operators are abandoning operation of any line of equipment. Studies show that fewer than 10 per cent of operators have relinquished any one type of machine in the last two years.

The trend, briefly, is toward the operation of more and more machines of more and more types.

To illustrate, statistics show that of 1,000 operators nearly 900 are operating juke boxes, nearly 750 games, around 950 payout machines and 975 vending machines.

Of the 975 vending machines there is, however, marked specialization between cigarette and candy venders and full-scale automatic merchandising, the latter number of operators totaling under 200.

The German coin machine operator—new format—is a medium sized business man operating up to 200 machines. But these 200 machines will include everything: Payouts, juke boxes, games and candy and cigarette vending machines—and, increasingly, soft drink machines.

The operation of payout machines is regulated rigidly in West Germany, and this circumstance prevents their formula grouping with juke boxes and games. But the effort is made to group payout machines and vending machines with, possibly, juke boxes.

It is easier to group juke boxes, games and vending machines, or juke boxes and vending machines. But the accent is on grouping, however it is accomplished.

Why, is obviously sound business. The total take per location is not only increased, but studies show that one machine tends to "re-enforce" another, a juke box stimulating game play, and so on.

The big saving is in servicing, of course. One crew handles the entire machine complex on a one-stop basis, to the extent this is practical.

Of every 1,000 operators some 275 have added additional lines of equipment to their operation. This means that considerable capital is now required to finance coin machine operations in West Germany, as few of the operators expanding their business did so out of profits. They expanded out of sheer necessity, out of the conviction they had no alternative but to expand and diversify or go to the wall.

Meantime, the trend in German coin machine operating is toward increasing operating overhead and increasing taxes. Business continues to increase, too, and this fact is spurring the trend toward large integrated operations.

## Chicago Juke Group Throws Annual Bash

CHICAGO—Some 650 members of the music industry—juke box operators, record and juke box distributors and juke box and disk manufacturers—attended Recorded Music Service Association's big annual banquet here at the Morrison Hotel's Terrace Casino Room, Saturday evening (5).

The evening was all social—no business, not even a speech, on the agenda. Cocktails kicked off the evening, followed by dinner and an unusually sharp two-hour show. Dancing followed until the early morning hours.

Mickey Sharp emceed the event backed by Marty Gould's orchestra with Judy Creston on vocals. An array of disk and club talent that appeared included the Pepper Pots (Panlin), Pauline Greer (Roulette), Rich and Gibson, Lenny Welsh (Cadence), Ron Lauren (RCA Victor), Anna Marie Farraggia, Yonely, Barbara Browning, Joe Conti, Jacki DeShannon (Liberty), and Nicki and Noel.

The show was fresh and well paced—unlike many juke box or record functions that too often feature an endless stream of novice

disk talent, broken only by plati-tudinous emceeing.

RMSA's show offered some vocals (male and female), a couple of variety numbers, a couple of dance numbers, and some comedy. When it was all over the audience was still around and enjoyed an hour or two of dancing.

## ROCK-OLA HOLDS MEXICAN PARTY

CHICAGO—It's an all expense-paid holiday of relaxation and fun for Rock-Ola distributors who made their yearly sales quotas. The factory is hosting the distributors and families to a two-week holiday in Mexico with stops scheduled for Mexico City and Acapulco. Some 25 to 30 distributors are participating. Rock-Ola's sales veep, E. G. Doris, and advertising manager, George Hincker, are chaperoning the party, arranging entertainment, and, of course, picking up the tabs.

## Georgia Ops Plan State Association

ATLANTA—A State association for juke box, game, and vending operators is being set up here, with an organizing meeting slated for November 13 in Macon, Ga., at 2 p.m.

Plans were laid at an initial meeting held here, October 14, at which time a representative group of operators met and agreed to launch the association.

The group is to be a State-wide association with concentration on education of members on trade practices and promotional activities to the general public. Spokesmen stressed there would be no regulatory action whatsoever.

### Chairman

O. J. Mullinax, Oglethorpe Vending Company, Inc., Savannah, Ga., was picked as chairman of a

temporary organizational committee. He, in turn, selected the following to assist him: W. A. Chambers, Athens; James R. Woodruff, Thomasville; O. L. Dowdy, Columbus, and Tommie Weldon, Albany. All are from Georgia.

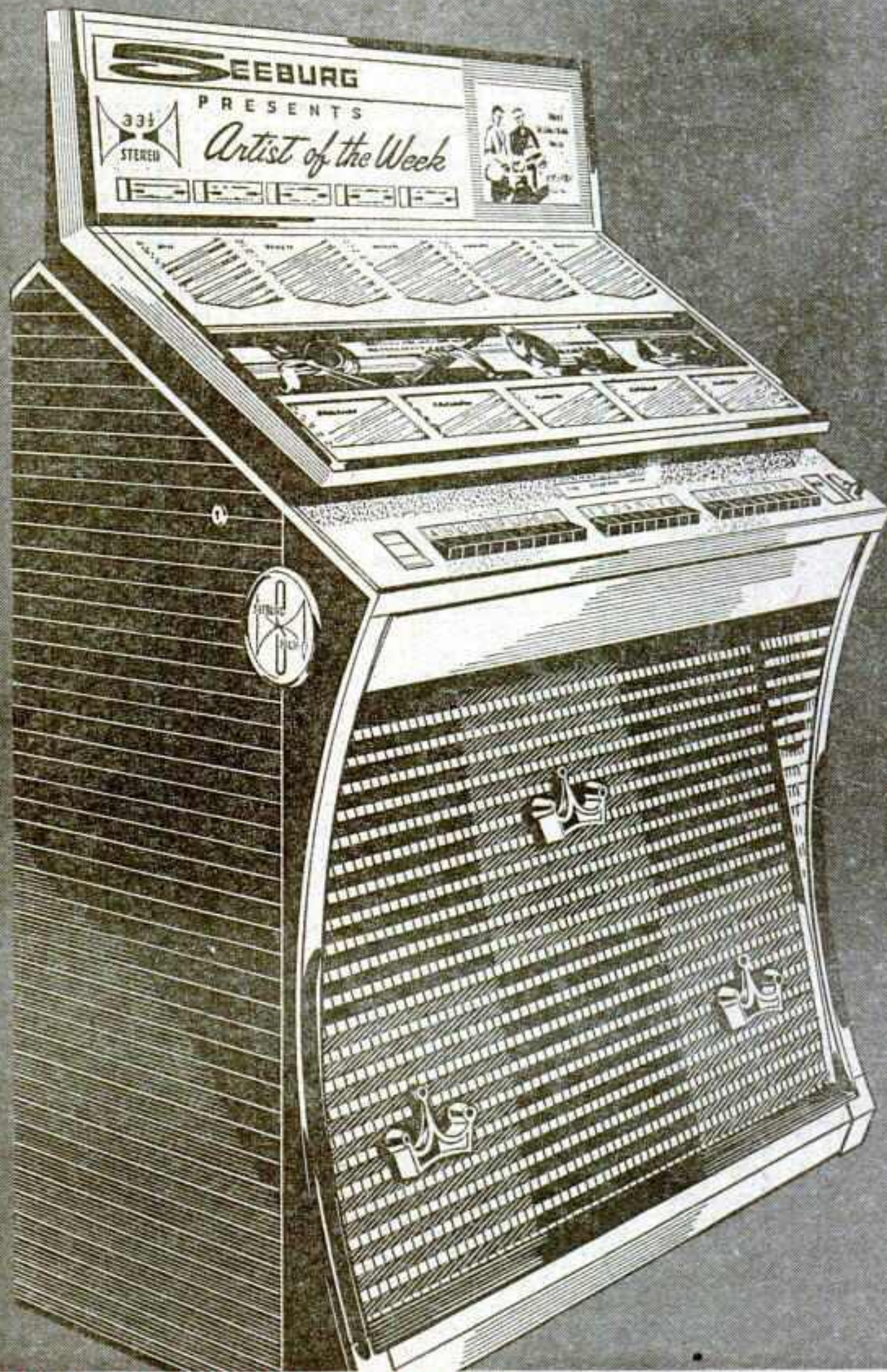
The group also selected an attorney, William L. Norton Jr., former assistant attorney general and chief counsel for the Georgia Department of Revenue and former trial attorney and special assistant to the United States attorney general. Norton will prepare a charter and bylaws to be presented at the group's November 13 meeting.

Meantime, area chairmen were selected to call regional meetings in Augusta, Athens, Dalton, Columbus and Savannah to promote interest in the association.



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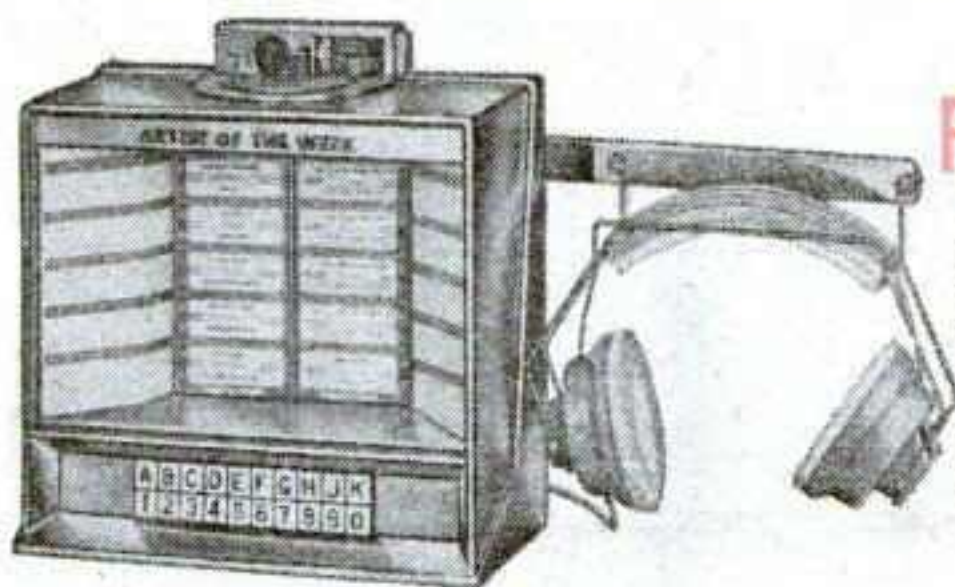
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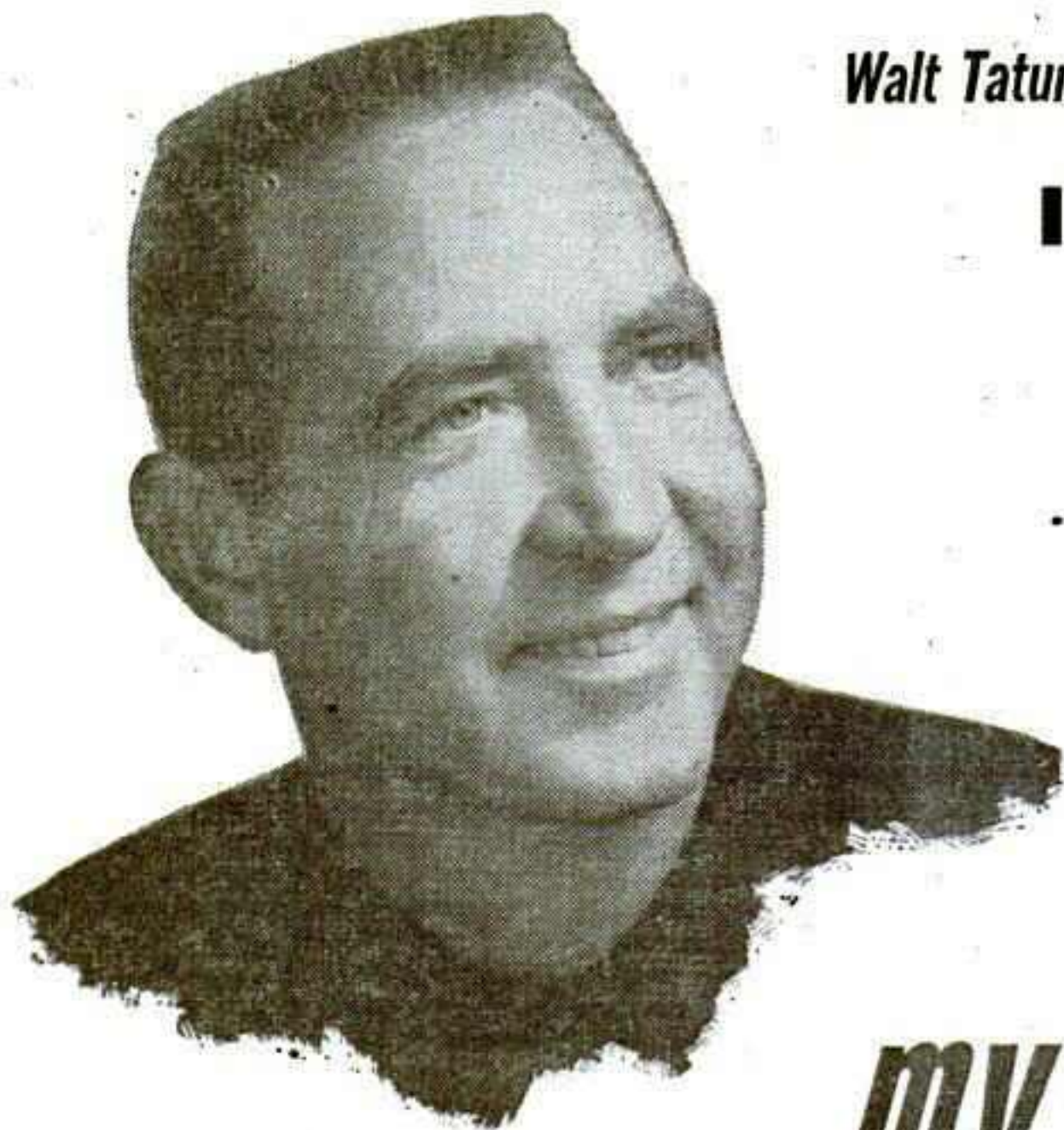
Artist of the Week. More than a way to intermix 45's with the great new 33 1/2 stereo album single! More than a way to feature, every week or two, ten new selections from best-selling stereo albums! Artist of the Week is a powerful *music merchandising* plan to attract more substantial adult music customers—to insure increasing profits for operator and location. New Seeburg phonographs are playing at your Seeburg distributor's. Go listen to them for the *sound of success!*



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**ARTIST OF THE WEEK**



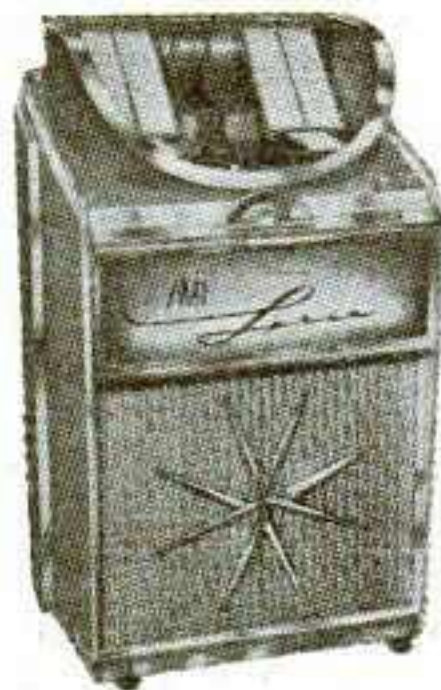


Walt Tatum, operator, Calmusic Co., Santa Ana, California, says:

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- 2 AMI E120 ..... ea. 150.00
- 4 AMI D40 ..... ea. 75.00
- 1 United UPA, 100S ..... 395.00
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**St. Louis Business Continues Steady**

By JOHN HICKS

ST. LOUIS—In many respects the coin machine industry in the St. Louis area is about the same as last year and in others there are minor differences, a spot check of operators and distributors here shows. Conspicuously absent from the coin machine field is the wide use of the bingo games, primarily because of their being classified as gaming devices and subject to a \$250 tax stamp.

Altho there is a great variety of games in use in this area, the principle money-getters here are bowling and shuffle alleys, five-ball machines and the old standby juke boxes. Taxes on these machines have remained unchanged, and no new increases or regulations are anticipated by operators and distributors.

There is a wide range of feeling in the coin machine field. Some operators report that juke box record purchases are up, but the percentage remains about the same over-all. Others said record purchases are definitely down, possibly about 5 per cent since last year. Most agreed that stereos have not made a deep impression here, and they are sticking to 45 r.p.m.'s.

One distributor-operator said that grosses and profits are down on all machines. He said the decrease might be anywhere from 33 to 50 per cent.

Coinmen generally agreed that operational costs have increased. The business, one said, is running on a lower payroll with less revenue. Costs have been cut wherever they could be. The result has been that the percentage figure is about the same as last year.

There also has been no tremendous route growth by operators in the St. Louis area. Except for a few locations picked up here and there, most firms are about the same size as last year.

However, Louis Morris, president of Morris Novelty Company, said his firm is at the point of adding the routes of William Kelley and Art Weinische.

A few other operators reported their routes have shrunk since last year. As to doubling up on machines, operators will put as much equipment into a location as it will take, depending on the size, and providing the traffic will justify putting out the machines.

The only significant doubling up would be cigarette machines with juke boxes and games. Cigarette machines, as a rule, are found with games or juke boxes or both.

**Finance Company Specializes In Coin Machine Operations**

PHILADELPHIA — A new means of getting long-term capital is being introduced to coinmen here.

It's from the ABI Investment Corporation, which is one of the 100 such firms licensed by the Small Business Administration in Washington under the act of 1958.

ABI invests in the securities of small businesses with good growth potential and in addition provides top management counseling services to these firms.

**Officers Coinmen**

Of the 100 such firms in the country, ABI is probably the only one with coin machine men among its officers and board of directors. The vice-president-treasurer of the investment firm is Albert M. Rodstein, president of the Banner Specialty Company, local distributor.

Rodstein pointed out that the investment firm is not meant to replace bank financing but supplement it. "Our company will be able to give those operators who qualify long-term financing by means of convertible debentures," Rodstein said.

"Our minimum term for financing is five years," he went on.



AL RODSTEIN

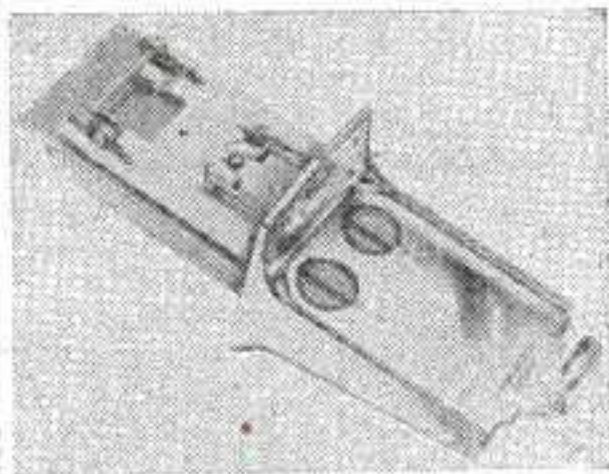
"This is more than can normally be provided by most lending institutions."

**Bank Financing**

The Banner president explained that bank financing still is and always should be the first source of funds to an operator. "There are some banks in the country that have been serving coinmen well for many years," he said.

He pointed out that not every manufacturer or operator will qualify for an ABI investment in that business on a long-term basis. But where the firm has a record of sound business practices, and the growth potential is good, the money is available in return for stock, convertible debentures, or notes and specific security.

President of ABI, which has offices in the PSFS Building, 12th and Markets streets here, is Albert M. Bershad, head of an accounting firm that bears his name.



**A NEW DUAL COIN CHUTE** being introduced by the Heath Sales Company, Macon, Ga., accepts any combination of two coins, pennies thru half dollars, up to \$1. The mechanism is nickel plated. Price and further information is available from the Heath factory.

**Teens Still Reign But Music Gets Sweeter, Say Dixie Ops**

By ELTON WHISENHUNT

MEMPHIS—The teen-ager is still king at the juke box and a check with various local and Mid-South operators by The Billboard correspondent last week shows the teeners have replaced their liking of the frantic rock 'n' roll of recent years with a mellower type tune.

The change has been gradual and not a sudden thing. An indication of the toned-down tempo of favorite records on the boxes is perhaps best exemplified by comparing, say, Elvis Presley's "Hound Dog" of a few years back and his recent "It's Now or Never," operators say.

Johnny Novarese, partner in a route, Poplar Tunes Music Service, and a one-stop which sells to prac-

tically all the operators in Memphis and many in the Mid-South, pointed out that "one of the biggest playing records on my boxes now is "Last Date," by Floyd Cramer." This is a sad, mournful instrumental. Cramer, former country and western singer, plays piano on this one.

**Big Hit**

Another big one, says Novarese, is the Platters' "To Each His Own." This was a pop hit of a few years back.

Yet Novarese does not undersell all rock 'n' roll, says some is still going well along with a blend of disks between rock and pop. Some standards also play well, he said.

Another new one coming up strong, he reports, is "On My Knees," by Charlie Rich. This is a local product of Sun Record Company.

**Ballads**

Drew Canale, Canale Amusement Company, reports ballads have made something of a comeback and are in predominance on his top spots. At other locations the rock numbers are there because they're liked by the younger crowd.

Other operators interviewed had similar statements to those above. Among them are Charles V. McDowell, general manager of Southern Amusement Company; Parker Henderson, Rainbow Amusement Company; Bill Forsyth, Forsyth Amusement Company, Millington, Tenn.; Jourd White, White Amusement Company, Paris, Tenn., and Robert Smith, Smith Brothers Music Company, Paris.

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### Black Forest Juke Box Cuckoo

FREIBURG, West Germany—They joke in Freiburg that people now spend more time listening to juke box music than to the famous cuckoo clocks produced here. One of the Black Forest area's largest coin machine supply firms, Baden-Automaten, reports that the jest is not entirely myth. Baden-Automaten has just expanded and modernized its Freiburg branch to accommodate the Black Forest juke box boom. The sales room has been redecorated, workshops expanded and provided with new equipment and the record bar redesigned.

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### East

#### NEW ENGLAND NOTES

The banquet of the Music Operators' Association of Massachusetts, which had been scheduled for November 11 at the Sheraton Plaza Hotel in Boston, was postponed to a later date, according to **Cyrus L. Jacobs**, MOAM president. The new date is February 21 (Tuesday) and the new location is the Commonwealth Country Club where the organization's first banquet was held. It was felt that more time was necessary for the gala event, now in its fifth year.

Friends and business associates are rooting for **Charles Baker**, general manager of Interstate Music Company of Roxbury, now doing a little time in Norwood Hospital. . . . **Ben Ross**, of Grayben Vending Company, and **Bill Cowan**, of Shore Music Company, a couple of ardent sailors, are unhappily landlocked again as winter draws on. Both being officials of the Metropolitan Yacht Club, they need the time on land to mastermind next-season's program. . . . Activity and business has been stepped up since International Vending Corporation moved into its new quarters at 1028A Commonwealth Avenue, Boston. **Richard Mandell**, general manager, has been promoted to vice-president, and **Henry Ward**, well known in the business, has been installed as general manager. Henry was formerly with Capitol Music and City Cigarette Service in Boston and has known most of the operators for more than 20 years. The firm is now busy with the showing of the new Rock-Ola. . . . **David J. Baker**, of Melo-Tone Vending Company, Inc., Arlington, and International Vending Corporation, postponed his trip to Europe and Israel, but will go within a short time. Meanwhile, Dave, who became interested in real going machinery, shelved his 1959 Corvette. He's getting hotter and has now acquired a brand-new 1961 Ramjet, Fuel Injection "319" Corvette. Dave said he bought the first Corvette for his son, but it doesn't look as tho the kid has a chance with the new white and red beauty.



R. Mandell



D. Baker

Western Massachusetts Music Operators' Association and has kept things humming in the Springfield area for years.

**Joe Assad**, who not only operates music around Maine but also runs the Seebreeze Hotel at York Beach, was another visitor in town, with his handsome wife. Joe was interested in some new music pieces. . . . **Robert Papineau**, Eastern regional sales manager for Rock-Ola, spending a week in Boston for the showing at the local distributor. . . . Trimount Automatic Sales Corporation threw a big anniversary bingo at the Red Coach grill for **Gilbert Lawrence** in honor of his 25 years with the company. **David S. Bond**, president, presented Gilbert and his wife with a de luxe trip to Florida as well as a huge birthday cake.

**Si Redd** and his entourage at Redd Distributors busy packing up everything in sight for the big move to the new and larger plant down the street at 179 Lincoln, Brighton. **Dick Mitchell**, of Dick's Records, Inc., is also picking up all his records to go along, and is happy about the added space he'll have in the new one-stop quarters. *Cameron Dewar*

### Midwest

#### MILWAUKEE MENTIONS

Stop-ins at the new third and Garfield Radio Doctors one-stop diskery recently included **Walt Blizzel**, Bliz Phonographs, Sturgeon Bay, and **Joe Hallada**, Green Bay. Both claim music takes are holding up fairly well this fall. . . . **Badger Sales**, Green Bay music and games firm, has sold its holdings to Mel Coin Machine Company of the same town. . . . **Mr. Boettcher**, former owner of Badger Sales, is now devoting his full time to his radio and TV service enterprise.

**Erv Hoeth** is temporarily filling the job vacated at United, Inc., when **Woody Johnson** moved to Tucson, Ariz. Plans for a trip up north for deer hunting are being made by **Clarence Smith**, Milwaukee Amusement Company. . . . **Carl Klein**, Klein Amusements, is also busy with a new venture these days. He operates the Wisconsin Boat Storage Company. . . . It will be wedding bells during November for **Gordy Pelzek**, downtown Radio Doctors counterman. . . . Three radio hams who have been trying to keep in contact with each other are old buddies. They are **Ed Gronowski**, Red's Novelty Company, West Allis; **C. B. Ross**, South Milwaukee, now a Wurlitzer field engineer, and his predecessor **Reid Whipple**, who lives in Tonawanda, N. Y. . . . **Sam Hastings**, Hastings Distributing Company, reports that he is carrying a limited line of premium goods again this winter for the operator trade. "I'm not going at it as big as we used to do in other years," he says. . . . **Carl Betz**, P. & P. Distributing Company foreman, has just returned from a brief vacation in Las Vegas. . . . According to **Joe Pelligrino**, the Avenue Arcade action is stepping up. "We're heading into a good period," he says. . . . **Orville Caruiz**, Badger



Carl Betz

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Novelty Company, reports that the Rock-Ola distributing firm expects to be in its new quarters by January 1. New address will be 2538 N. 30th Street.  
*Benn Ollman*

**CLEVELAND CLOSE-UPS**

Where the deer and the antelope play, **H. Frank Lescook** was hunting them. The head of Lescook Amusements, Inc., and 11 cronies belonging to a sportsmen's club, took off for a few weeks of hunting the two species in Montana. . . . Attending the National Automatic Merchandising Association's annual convention in Miami were **Morris S. Gisser**, head of Cleveland Coin Machine Company, and assistant, **Ronald Gold**. . . . On the board of directors of the Coin Machine Council's Public Relations group is **Joseph Abraham**, president of Lake City Amusement Company.

J. L. Music Company's manager, **Rothenberg**, calls sales this year the worst for the firm since 1953. . . . **Edward J. Curry**, head of Edward J. Curry Music Company, has joined the CMC's Public Relations team. "It'll be good for the industry," he asserted. "All the big firms do it (promote) and why should we be different. . . . **Edward Kenney**, head of Kenney's Amusement Company, returned from a business foray into Washington, only to go off again the next week.

**Mel Shone**, assistant branch manager at Shaffer Music Company, reports that two bars, a bowling alley and a drive-in eatery are going great with stereo headphones. It's too early to tell if it's just a novelty or the start of a trend, he added.

Cleveland's penny shortage is not getting any better, according to **Pat Romeo**, office manager at Buckeye Cigarette Service Company. . . . **Millicent Woods**, secretary of Stephen's Cigarette Service, reports a 12 per cent increase in locations for the firm, founded in 1957. . . . **Thomas W. Miller**, head of Associated Enterprise, was in Euclid-Glenville Hospital recuperating after surgery there.

After just one year with Monroe Coin Machine Exchange Company, **Bud Zelman** was given a company car and appointed route manager, announced **George George**, president.

Shipping 26 games to Belgium one week was Lake City Amusement Company, according to **Joseph Abraham**, president. . . . **Mrs. Robert K. Williams**, head of S. L. & L. Clary, reports that bowlers are her most popular game. . . . Blaming the presidential campaign for a collection slump, **Helen Dugan**, head of Dugan Music Company, recalled the same situation during during the last one in 1956.  
*Bob Sudyk*

**DETROIT DOINGS**

**Mervin S. Jacobson**, head of Central Vending Company, reports that the company is negotiating for purchase of a couple of additional routes. The firm, which started as basically a cigarette operation, has expanded into other lines and now has about 1,000 machines out. **Nathan Schreiber**, Jacobson's father-in-law and a partner in the business, has been quite ill but is now able to get down to his office. He is head of a local theater circuit.

**W. Kus**, formerly owner of Bill's Popcorn Machine Repair Service, is now on the staff of Confection Cabinet Corporation, with which he was associated a number of years ago. . . . **Joseph and Hedwig Arcilesi** have established a route of pool tables on the East Side under the name of H & J Amusement Company.



Erwin B. Moss

**Harry Walsh**, service manager for Fabiano Sales & Service, keeps busy maintaining service standards for operators in the Detroit area. . . . **Erwin B. Moss** says, "There are not many locations to be gotten today, and you have to be a banker," because location owners insist on a money deal. Usually it's a loan to the location, putting the operator in the "banking business." . . . The old Perry Music Company established by **Joseph P. (Dan) Harris** and **Louis D. Berman** has discontinued operation and has no connection with the new firm of this name recently established by **Joseph C. Perry**, Berman confirmed. Berman is now working for his brother, **Philip**, operating a route of juke boxes under the name of Coolidge Vending Company. **Louis Berman**, incidentally, is a great fight fan and enjoys fight telecasts. . . . **Fred Chlopan**, executive secretary of the Detroit Shuffleboard Association, and **Mrs. Chlopan** have returned from a vacation trip to New York, where they took in a number of plays and were much impressed with "The Sound of Music," last Rodgers and Hammerstein production. They managed to see both British Prime Minister McMillan and Khrushchev while they were there.

**Linden Bush**, route manager of Fabiano Sales & Service, who has been out on an annual hunting trip in Wyoming, writes back that he "has the deer secured." . . . **Paul Folino** has left the Fabiano organization, for which he was sales manager. . . . **Kenneth Stephan**, former Fabiano serviceman, has joined the Yates Vending of Rochester, Mich., which has a route of juke boxes and games.  
*Hal Reeves*

**NEBRASKA BRISKIES**

**Dick Taylor**, Lincoln, is getting set up in the new and larger quarters that his firm moved into recently. Taylor's firm now has some 3,000 square feet of room with space for office, showrooms, workshop, storage, entertainment and future expansion. . . . **Lou Singer**, Wurlitzer distributor in Omaha, was forced to miss the Nebraska Music Guild meeting in Norfolk recently because his daughter, **Sandy**, was celebrating her Bas-Mitzvah.

**Barney Luckman**, Central Distributor salesman traveling the Norfolk territory, is fully recovered after recent surgery. Luckman is a 25-year veteran of the coin machine business. . . . Another veteran, **Jerry Harris**, Denver, celebrated his 25th year in the coin machine business August 10. He started as a road salesman with **Hymie Zorinsky**, Omaha, in 1935. . . . **Pete Geritz**, Denver, is back at his desk, fully recovered after a tough bout in the hospital last July with a kidney ailment. . . . It'll be wedding bells for **Howard Ellis'** daughter, **Judy**, December 18. Judy will wed **Howard Sorenson**, both natives of Omaha.  
*Nick Biro*

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Bally ALL STAR BOWLERS	125
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## South

### MEMPHIS TEMPO

Drew Canale, of Canale Amusement Company and other enterprises, is a big football fan and proud uncle for good reason. Recently he and Louis Barsotti, partner in Tennessee Tobacco Company, drove to Nashville and saw the University of Tennessee freshmen beat the Vanderbilt freshmen 12 to 0. Drew's nephew, **Whit Canale**, is fullback for Tennessee freshmen. Then Drew and Louis drove to Knoxville and saw Tennessee beat Alabama 20 to 7. Drew's nephew, **George Canale**, is tailback for Tennessee. The next week, against North Carolina, George ran a punt back 85 yards for a touchdown.



Drew Canale

Alan Dixon, S & M Sales Company, reports sales of the new Rock-Ola model going well. Dixon, Canale; Edward H. Newell, Or-Matt Amusement Company; Jack Canipe, Canipe Amusement Company, and perhaps other Memphis operators planned to drive to Nashville for the November 14 organizational meeting of the Tennessee Music Operators' Association. The group hoped to get mid-Tennessee and East Tennessee operators and distributors enrolled at this meeting. Joe Coughi, partner in Poplar Tunes Music Service, had a big house to see Mantovani recently whom he and partner, Ray Brown, disk jockey, in his Showcase Promotions, brought to Memphis. Parker Henderson, operating Rainbow Amusement Company for the estate of the late Douglas Highfill, reports his latest enterprise of buying over-produced hit records months old and selling them to locations to retail at five for 99 cents is going well. Henderson buys the records in big lots.

Frank Smith and wife and Earl Montgomery and wife, both S & M Distributing Company officials, left for a two-week expense-paid trip to Mexico City and Acapulco, Mexico, with other distributing officials about the nation. Smith, president, and Montgomery, secretary and treasurer of S & M, won their trip by selling their quota of juke boxes for 1960. Rock-Ola Manufacturing Corporation is paying all expenses. George Sammons, president of Sammons-Pennington Company, returned from the recent NAMA convention at Miami Beach, Fla., enthusiastic about a new four-flavor drink vending machine which puts ice in the cup. Sammons will be distributor for the new machine, which has an ice-making machine built inside, beginning in January.



George Sammons

Sammons, after returning from the NAMA convention, plunged into arrangements for his showing of the 1961 Seeburg stereo juke box, which features the play of both 45 and 33 singles on the same machine. Sammons expected a large number of Memphis and Mid-South operators in attendance.

### FLORIDA BREEZE

The recent NAMA convention in Miami Beach brought scores of juke box operators from all over the country to see and learn more about the giant strides vending machines are taking. It also made one realize that many of the juke box men are in the vending field too. It was good to see Al Denver looking so well. . . . Tho Harold and Dave Roth, Continental Manufacturing Company, had one of the busiest displays at the show, they took time out to consummate a deal purchasing Cigarette Service Company, one of the largest cigarette vending companies in Florida.

Buddy Kaufman, C&L Amusement Company, announced that he has recently purchased a small cigarette route from Bill Mullins, Mullins Amusement Company. . . . Jack Lipsiner, Coin Op Service, looking fully recovered from his recent heart attack. Also looking much better lately is Morris Marder, M&M Service, also a recent heart victim. While on the recovery kick, glad to mention that Doris Shapiro, gal Friday over at Willie Blatt Music Company, is feeling well enough after her recent operation to go into the office several times a week.

Bush International, Werlitzer outlet in Florida, looking spanking new after all the recent fixing and painting, swinging again. And not only music machines. Bob Weller, Bush sales executive, reports keen interest and booming sales in most of the Rowe line of vending products. Bob says that the potential of this type of business is so vast that the surface hasn't been scratched yet.

H. C. Carter, Nassau, Bahamas operator, was visiting in Miami. Carter says that business in Nassau has begun to reflect the increase in tourist business there. Also enthusiastic about the future for the coin machine business in Nassau is Tony Key, Bon Ton Amusement Company. Tony says that with all the building going on in Nassau, employment is at an all time high, and amusement machines just must do well. Tony says that by far the best action is from pool tables, with collections far above music or any other type machine at present. Tony is also proud of his recently earned right to fly a plane. Now both he and brother Rudy can fly their plane to make service calls and collections on the outer islands.

A tip of the hat to Willie Blatt, who did a bang-up job arranging things at the recent MOA meeting in Miami Beach. Willie really put (Continued on page 75)

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- National, 9 M col. 125
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- Lehigh, 10 col. 110
- Mercury, 9 col. 110
- Mercury, 11 col. 150
- Keeney, 9-col. electric 75

### CANDY VENDORS

- 4-Select-It, 72 sel. \$ 70
- National, 6 col. 75

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- Rowe, 8 col. 110
- DuGrenier, 8 col. 195
- Stoner, 8 col. 195

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2-PI. LITE-A-CARD	375	WAGON TRAIN	275
2-PI. SEVEN SEAS	355	WORLD BEAUTIES	265
2-PI. MADEMOISELLE	345	LIGHTNING BALL	245
4-PI. SWEET SIOUX	375	UNIVERSE	225
2-PI. ROUND-THE-WORLD	325	MISS ANNABELLE	215
2-PI. ATLAS	295	QUEEN OF DIAMONDS	210
2-PI. RACETIME	275	HI-DIVER	195
2-PI. DOUBLE ACTION	245	STRAIGHT SHOOTER	185
4-PI. CONTEST	315	SITTIN' PRETTY	175
2-PI. GONDOLIER	225	SUNSHINE	175
2-PI. PICNIC	210	ROCKET SHIP	155
2-PI. BRIGHT STAR	195	CRISS CROSS	145
2-PI. WHIRLWIND	175	ROTO POOL	175
4-PI. FALSTAFF	275	Wms. DART	\$295
2-PI. SUPER CIRCUS	175	Wms. GUSHER	175
2-PI. TOURNAMENT	125	Wms. SEA WOLF	155

### SHUFFLES

Keeney JEWEL	\$275	Bally DLX. CONGRESS	\$325
United 6-STAR	375	Bally CONGRESS	195
United ATLAS	345	Bally A.B.C.	175
Bally LUCKY	375	United LIGHTNING	175
C.C. CHAMPIONSHIP	245		

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- Wms. SHORTSTOP 245
- Bally BIG INNING 225
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- Chicoin EXPLORER 95
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# See No Change For Paster Co.

ST. PAUL—Paster Distributing Company here, formerly headed by Herman Paster who was killed recently (The Billboard, November 7), will continue to operate as a distributor for all its current lines: AMI, United, Fischer and Kaye.

Kenny Glenn, who heads the coin machine phase of Paster's business, told The Billboard that business will continue as usual. Glenn said the Paster estate was in the process of being settled. Although heirs have not been announced, it is assumed that the major holdings will revert to Paster's widow, and that the business will continue to be operated as before. Glenn added he'd heard nothing from any of the manufacturers whose lines he handled that would indicate any change.

E. R. Ratajack, AMI vice-president, said that "Paster had a good organization," and that he could think of "no reason to make a change."

### Good Friend

Ratajack, who incidentally is scheduled to assume his new executive post with Music Operators of America in February (The Billboard, November 7), added that "Herman (Paster) was a good friend and would expect me to follow the course I am."

Paster also had a distributorship under the same name in Milwaukee, headed by Sam Cooper. The Milwaukee organization, like the St. Paul outlet, handled AMI, United, Fischer and Kaye, plus Bally (not handled in St. Paul). The Milwaukee branch, likewise, is expected to continue business as usual with Cooper continuing to helm the organization.

# Hold Rites for A. G. Trucano

DEADWOOD, S. D.—Funeral services were held here November 3 for A. G. (Tony) Trucano, president of the Black Hills Novelty Company, who passed away in Rochester, Minn., October 30.

Trucano had been in the coin machine business for 25 years and was a charter member of the South Dakota Phonograph Operators Association. He was presented a plaque for 25 years service to the industry at the last SDPOA meeting here.

When Trucano started in the business a quarter of a century ago he had one machine, and that he built up to slightly under 500 machines on location within a 100-mile radius of Deadwood.

He is survived by his wife; two children, John, who was associated with him in the business, and Patricia, and several grandchildren.



Continued from page 74

in a lot of work and the results were evident. Willie also spoke on his favorite subject, public relations, and he injected his enthusiasm into every one present.

Sam Taran, Taran Distributing Company, calling Sol Tabb, M&M Service, from Chicago to tell him he would probably be late for their weekly pinnoche game. Sam really had a close call the following morning when he accidentally left the door open to his medicine cabinet. Sam raised his head and caught the point of the door, nearly losing an eye.

Bush International, Wurlitzer outlet in Florida, finally getting back into the swing of things after better than six weeks of inactivity. Bush International suffered a severe fire that devastated the warehouse and part of the repair shop, but as this was being written the painters were putting the finishing touches to a complete remodeling job. . . . Ozzie Truppmann, head man at Bush, off to Jacksonville to huddle with Joe Barton, manager of that city's Bush branch.

Frank Brady, Lake Music Company in Pahokee, visiting Miami with his lovely wife. Frank says his area is slowly recovering from the recent heavy rains and looks forward to a banner winter season. Reason for Frank's visit here was to take a few lessons in handling a bow and arrow. He says that from now on that is the only way he intends to hunt deer. . . . Whitey Filbeck, Advance Music Company, flew up to Pahokee the previous week to go fishing with Frank. He is still talking about the big one that got away.



Sam Taran

## West

### DALLAS TALK

Local coinmen are watching what has been a good summer for collections turn into a better autumn, with the prospect that winter will excel even the two previous seasons. . . . Jack Eskew over at the Commercial Company was one of the number who has already noticed the fall increase, and his enthusiasm was backed up by Mike Koenig, out-of-town salesman for the company, who has returned from a recent trip thru East Texas and Louisiana. He says that things are also booming in that section of the country.

Jim Browning, at Coin Machine Exchange, is another who likes the looks of business both in the past several months and now. His company is at present showing the new compact models of the AMI phonograph, and they have big hopes for the future of these new designs.

And the word is still the same from Walbox Distributing Company's Phil Weinberg. He agrees that business has been unusually good thru the summer and that this past summer in particular has

(Continued on page 77)

# Williams Hosts Texas Operators

SAN ANTONIO—Local operators were guests of the Bill Williams Distributing Company, Wurlitzer distributor, here recently. Dan Perrotta, manager of San Antonio office, along with Ted Dye, sales representative of Houston of Bill Williams Distributing Company, hosted the affair. Refreshments

were served and a short entertainment program was presented.

It was agreed that future weekly meetings would be held at offices of different San Antonio distributors. The purpose of these meetings is to encourage goodwill and promote better code of business ethics among phonograph operators. Those present at the October gathering included: C.W. Hardwick, B.J. Nichols, Albert Johnson, M.L. Copeland, Ed Mendez, Robert Cardenas, Tommy Eakins and Eddie Krueger.

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C. O. D. . . . . 25.00	Congress Shuffle . . . . . 195.00
Cue Tee . . . . . 25.00	Clipper Shuffle . . . . . 95.00
Four Corners . . . . . 25.00	Magic Shuffle . . . . . 85.00
Wishing Well . . . . . 50.00	Leader Shuffle . . . . . 65.00
Ace High . . . . . 60.00	Imperial Shuffle . . . . . 45.00
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Wonderland . . . . . 65.00	MISCELLANEOUS
Rocket Ship . . . . . 135.00	Wild Cat (Upright) . . . . . \$275.00
Siffin' Pretty . . . . . 150.00	Touchdown (Upright) . . . . . 275.00
Brite Star (2 Player) . . . . . 155.00	Bally Champion Horse . . . . . 295.00
Straight Shooter . . . . . 165.00	PHONOGRAPHS
Sunshine . . . . . 165.00	Rock-Ola 1452 . . . . . \$265.00
Falstaff (4 Player) . . . . . 200.00	AMI "G-120" . . . . . 295.00
Race Time (2 Player) . . . . . 225.00	AMI E-120 . . . . . 135.00
Wms. 4 Bagger . . . . . 110.00	AMI E-80 . . . . . 110.00
Wms. '57 Baseball . . . . . 195.00	AMI D-80 . . . . . 95.00

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# Italian Economy Boosted by Livorno Wurlitzer Licensee

By OMER ANDERSON

LIVORNO, Italy — The U. S. Army has a love affair going with the coin machine industry here—specifically, Notomat, which manufactures Wurlitzers here.

The Army likes the Wurlitzer; it has many Wurlitzers in service clubs in Italy and thruout Europe, for that matter. But the Army admits to no partiality in the matter of American music machines; it also has lots of other American brands on military premises.

Its romance with Notomat has a more subtle motivation—somewhat the same motivation that endears Notomat and Wurlitzer to the Italian government — employment.

Jobs are a matter of hardly less concern to the U. S. Army, surprisingly, than to local authorities or the Italian labor ministry.

But to explain the U. S. military's esteem for Notomat, it is necessary to go back to the beginning.

**Needed Port**

After the war, when the U. S. forces settled down in Austria, it proved impractical to supply the Austrian garrison from West Germany. The U. S. required a port close at hand, and the nearest port meeting the U. S. military's specifications was at Livorno—or "Leghorn," in the military version.

U. S. Army Corps of Engineers survey teams found grass literally growing in the streets and squares of Livorno. The city had the high-

est percentage of jobless in all Italy, a staggering 70 per cent. Why, was all too obvious.

Mussolini had developed the port to supply North Africa, and its installations had been battered to rubble by wartime bombing. Shipping was at a standstill, the hulks of wrecked ships still blocking the port, when Army survey teams visited Livorno.

**Red Problem**

Livorno not only had the highest jobless rate in Italy—the town also had the highest percentage of Communists, in direct proportion to unemployment. The Communists had garnered 70 per cent of the vote at the previous municipal election, and they were in firm control of the Livorno local administration.

This posed a problem of fantastic complexity for the U. S. Army, which was compelled to recruit local labor to handle military cargo, much of it vulnerable to sabotage.

But the military went ahead with the establishment of a supply port at Livorno for the Austrian garrison. The Army proved a prodigious employer. The jobless were soaked up in port rehabilitation and expansion.

The Army recruited several hundred stevedores, and when port construction tapered off, the Army began construction of barracks and warehousing.

As the Army hired local labor and passed out pay envelopes,

Communist strength in Livorno declined steadily. Livorno became relatively prosperous, thanks to U. S. Army spending, and the Communist vote dwindled to an unimportant figure.

But there is a limit even to U. S. military construction and spending, and eventually Army construction projects gave out in Livorno. But the military still needed the port—needed it worse, in fact, than ever before: For while the Austrian State Treaty in 1955 ended the U. S. troop garrisoning in Austria, it did not end the military's use of Livorno.

The U. S. garrison in Austria was reorganized into the present Southern European Task Force (SETAF) a nuclear-armed striking force stationed in Northern Italy and drawing supplies thru Livorno.

But altho SETAF urgently requires Livorno's port facilities, its hiring of stevedores and other local labor, with the completion of base construction, has declined. Unemployment again has become a problem.

The U. S. Army is faced with the specter of a resurgence of "stomach" communism which might imperil the supplying of the nuclear strike force, against which the Kremlin incessantly inveighs.

**Employment Rises**

Notomat is helping soak up employment. Employment has risen steadily at the plant. It is still under 100, but plant officials say this is a misleading statistic.

The plant has programmed expansion which eventually will give it a payroll of 500 or more. Moreover, Notomat is training skilled workers for the Italian juke box industry as a whole.

Thus, Notomat "graduates" take jobs in the coin machine industry in other areas of Italy, their place being taken here by fresh apprentices. Notomat has a revolving employment roster with manifold greater influence on the industry and employment—than statistics indicate.

Finally, Notomat is regarded by astute industry figures as the nucleus for a coin machine production center here—an Italian "Chicago."

A U. S. Army colonel attached to the SETAF port here observed, "Notomat has certainly pepped up this town. Its psychological impact is far greater than the formal figures would suggest. The plant's given the people here the feeling they have a future—that they live in a growing—not a dying—town. That spirit is important to us; it's the best antidote there is against communism."

## Willie Blatt Hosts Florida Officials

MIAMI—Willie Blatt, director of the Music Operators of America, was one of the hosts to 500 civic leaders here at the annual Halloween Party of the Fraternal Order of Police Associates at the P. B. A. Clubhouse. Blatt, who is one of the nation's most active coinmen in community organizations, is first vice-president of the FOPA.

Among the guests were Criminal Court Judge Gene Williams, City Commissioner and Judge Balaban, Chief of Detectives Wiliam Eddy, North Miami City Manager Ed Wharton, and Murray Rayman, president of FOPA Lodge 20.

Blatt feels that the forthcoming Music Operators of America Convention in Miami Beach, May 14-18, will register a heavy success. He bases his feelings on the recent National Automatic Merchandising Convention here last week. The MOA convention will be held at the Deauville Hotel.

# Bow Rock-Ola For Ivy Trade

BOSTON—Hundreds of operators from all over New England flocked to the showing of the new Rock-Ola phonograph in the newly acquired premises of the International Vending Corporation's Commonwealth Avenue headquarters. So successful was the event that the showing, originally planned for three days (24 thru 26) was extended to one week (24-29).

The new showrooms were decked festively and operators were treated to a continuous service of food and beverage (hard and soft). As an added attraction, each operator was given a ticket for a drawing for a door prize—a trip for two to New York with de luxe fixings including night clubs, hotel, boat trip, etc.

Official drawer was Mike Pinelli, manager of One-Stop Inc., next door. The grand prize winner was Ralph Ridgeway of Vogue Music Company, Springfield, and president of the Western Massachusetts Music Operators' Association.

**Hosts**

The showing was pronounced a "tremendous success by Vice-President David J. Baker, who revealed that two carloads of the new Regis model had been sold.

Hosting for International were Phil Swartz, president; Dave Baker, vice-president; Richard Mandell, the firm's newly appointed vice-president; Henry Ward, general manager; Ruth Nally, office manager, and Phil Swartz' daughter, Irene. On hand for Rock-Ola was Robert Papineau, Eastern regional sales manager for Rock-Ola.

Among operators who attended were: Mr. and Mrs. Joseph Assad of York Beach, Me.; Fred Ferretre of Concord, N. H.; Richard S. Dobbins of Newport Music Company, Newport, R. I.; Al Dollins of Pioneer Music Company, Hyannis; Peter Pompeo, Pompeo Music Service, Milton; Mr. and Mrs. Ralph Lackey, Karel Music Company, Roxbury; V. J. Wolkowski of Haverhill; Henry Gladstone of Paramount Music Company, Roxbury; Lee Bessetto, of New England Exhibit Company, Newton; Arthur K. Strahan of Springfield; and Mr. and Mrs. Ben Ross of Grayben Vending and Coin Machine Corporation, Mattapan.

Also: Leonard Appel of Brighton; Leon Sherter of Chester Music Company, Newton; Mr. and Mrs. Cyrus Jacobs of Interstate Music Company, Roxbury; Dave Gropman of Beacon Hill Music Company, Dorchester; Lou Magerer of Brockton; Bob Sylvester of Somerville; Arthur Sturgis of Automatic Distributors, Inc., Jamaica Plain; Saul Robinson of Paramount Music Company, Roxbury; Mr. and Mrs. Edgar Beals of Needham; John Fiore of Medford; Mark Shavel of Brockton; Ben D. Palustient of Boston; M. L. Coulter of Worcester, and John Lopas of Boston.

## BRITISH PAPER SPONSORS COIN GAME CONTEST

LONDON—The Daily Express newspaper here is offering 1,000 pounds as a prize for the top-scoring man or woman contestant in a coin alley bowling tourney it is sponsoring. According to Peter Simper, columnist of The World's Fair, British trade paper, coin alleys are increasing in popularity month by month here.

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## French Liner Juke, Game Showcase

PARIS—The world's largest and most luxurious floating hotel will be the world largest and most impressive showcase for the French coin machine industry.

Superstructure is beginning to rise on the St. Nazaire, one of the world's largest steamships which was launched five months ago. It was christened by Mrs. Charles de Gaulle.

All the machinery has now been installed on the 60,000-ton luxury liner. Work is now proceeding on installation of partitions, air conditioning and the various utilities systems.

Meantime, the French coin machine industry is scrambling for representation on the St. Nazaire, which promises to be a gold-plated show window for the coin machine trade.

Final figures will await furnishing of the liner, but preliminary estimates call for 225 juke boxes, 150 games, and approximately \$250,000 worth of automatic merchandising equipment.

The St. Nazaire promises to be the first snooty superliner ever built whose sponsors didn't turn up their collective nose at coin machines, be they ever so humble.

The distribution of coin-operated equipment will follow the pattern ashore. There will be de luxe boxes in some of the first-class bars and lounges, and some games.

And there will be a proliferation of juke boxes and games in the various economy classes, according to tentative planning. Vending machines will supplement, rather than replace, orthodox food service, being concentrated in cigarette, beverage and snack vending.

The automatic merchandising will be concentrated below decks.

The St. Nazaire will be the first ship where coin-operated equipment is given a positive reception as a means of reducing personnel and general operating overhead. From this point of view, it will be an experiment which could greatly stimulate the maritime market for coin machines.

For altho there has been considerable study given to the spotting of coin-operated equipment on the projected superships for mass transatlantic travel, the coin machine has remained rather visionary equipment for the standard luxury liner.

The intention is to select equipment for the St. Nazaire primarily on the basis of good taste and utility. Such machines as are selected will be installed on a progressive trial basis.

In other words, their numbers will be increased—or decreased—as their reception warrants.

French coin machine figures familiar with St. Nazaire planning say it will be the first time that the crew of a liner is given full shore-side exposure to coin-operated equipment. There will be juke boxes, games and automatic merchandising galore for the crew, according to present planning.

The St. Nazaire will be a showcase primarily for the French coin machine industry. However, the details of procurement and operation remain still tentative, and foreign equipment is not excluded.



• Continued from page 75

been the best of all. On the business upswing note, he points out that kiddie rides in the supermarkets have picked up a great deal. Big reason for this increase, he believes, is that the "home-made" rides which flooded the supermarket area for a time are folding as they meet the competition of the better constructed rides. In other words, the better rides are taking over and are drawing more customers.

Incidentally, Walbox is opening another new playland in a discount house in Odessa, Tex. The venture will be in business on October 6, with the operation running across the front section of the establishment. It is 80 feet by 60 feet, or approximately 1,000 feet square and will include bowling machines, kiddie rides and pinballs.

This is the third such opening in the nation, the other two having been in Fort Wayne, Ind., and Richmond, Va. It was pointed out that such an operation has not only proven profitable for the distributor but has also been a boon to the discount house itself, attracting adults to the place of business and keeping the children entertained while the adults, who have come to buy, do their shopping.

Reports from the Bill O'Connor Distributing Company say that M. T. Cornelius, Abilene, Tex., phonograph operator, is leaving right away with his wife for a belated vacation in Honolulu. The couple are due back in Texas sometime late in fall. . . . Another phonograph operator, Walter Wiggins and wife, of McKinney, Tex., are really taking in the sights of Europe. They have been over there six weeks at last count, with no definite return date yet set.

O. R. Allen

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## Kiddie Ride Business Grows

• Continued from page 64

old available, and the number, of course, keeps growing. The new customers of 1963 are already born—so why not begin planning new rides for them?

How can operators—short of hiking their fares—land a bigger profit cut from the new business sure to come? The road to better operating efficiency is not an easy one. More co-operation from location accounts is required . . . better housekeeping, less frequent requests by locations for changes of ride models.

Ride locations need not be difficult to bargain with. Kiddie rides—especially in store locations—are real plus income to the locations. Chain stores are looking for such income, especially now, because of the profit squeeze they themselves are facing. Kiddie rides, bringing a tremendous return per square foot of space used, are miniature gold mines to these stores.

There are still a few small store chains which are virgin territory to operators, and the ones already with rides can be improved on from the profit-to-operator standpoint.

Leading operators estimate there are 1,000 to 1,200 more rides on location than a year ago, bringing the total to about 12,000 active. These machines are bringing 70 million dimes in annually.

The number of ride operators is growing, but it remains relatively low. There are three big operations active—one regional and two national. Headquarters of these operations are Chicago, New York and Pittsburgh. In addition to these, there are about 200 small to medium size operations, mostly strictly local ones. These local operations have grown in the past year, in terms of operators active, while the big operations have grown in terms of rides operated.

There are about eight kiddie ride

manufacturers of consequence in business today. A few are large producers, while the producers in general are scattered about the nation. A small producer with a hot ride can rise quickly. Development costs on new ride equipment is high and mounting, resulting in a boost in new model prices. New rides now run to \$800 to \$900, with less fancy models still available, however.

The optimistic side of this situation is the fact that a ride will usually last well over eight years (the time operators estimate it takes to pay for itself) and maximum ride life is estimated at as long as 20 years (with major repairs). Rides 11 to 12 years old (the first rides on the market) are still going strong on locations. Repairs are necessary. Bearings wear out, motors go, leather work must be done, relays and pulley belts must often be replaced.

Another plus factor is the excellent safety record of this field. Only three official accidents are on record in the trade's 12-year history. One large operator's public liability insurance report (for 1959) shows only one accident claim of any kind for every 605,500 children who take a ride. In these days of easy litigation, such a record is little short of fabulous.

Kiddie ride licensing fees have leveled off after years of steady rise. But while leveling, tax fees have become more widespread with many more localities in on the licensing windfall.

Most kiddie ride locations are still in chain stores, and some of these chains, recognizing the earning capabilities of rides, have actually begun to blueprint ride locations into their store area. This gives the ride business a sort of permanent ring about it. As the operators say, "Kiddie rides are here to stay!"

## Gibraltar Route Gets Court KO

NEW YORK — Sandy Moore's Long Island juke box operating interests known as Gibraltar Amusements, have been officially adjudged in bankruptcy, according to an affirming decision by Federal Judge John A. Bartells. The decision affirmed an earlier decision on the bankruptcy action by the referee in the case.

Attorneys for the trustee in bankruptcy, Halstead & Christ, are expected shortly to post an order for the sale of all assets of Gibraltar. It is also reported that the attorneys for the trustee are planning to lodge an action against an undisclosed Long Island bank for alleged improper sale of a number of the machines on the Gibraltar routes. Collateral actions are understood to be pending, designed to recover other route equipment allegedly improperly disposed of.

## SBA Okays Loans

• Continued from page 64

given. Many of the questions arising will have to be answered on a case-by-case basis.

Operators who are interested in obtaining assistance can get further information by contacting the SBA field office nearest them.

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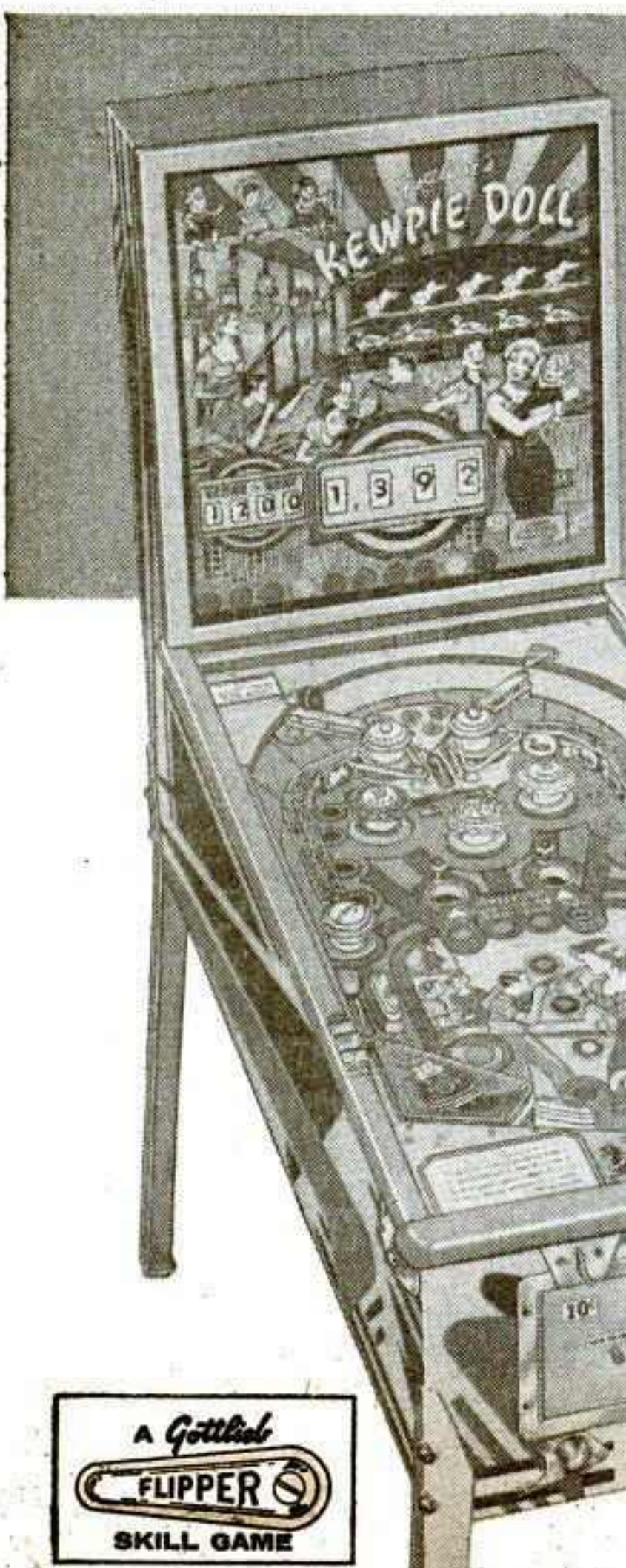
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- 2 super-powered skill flippers • Coin-box with locking cover



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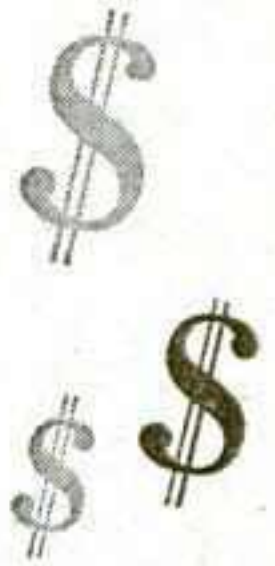
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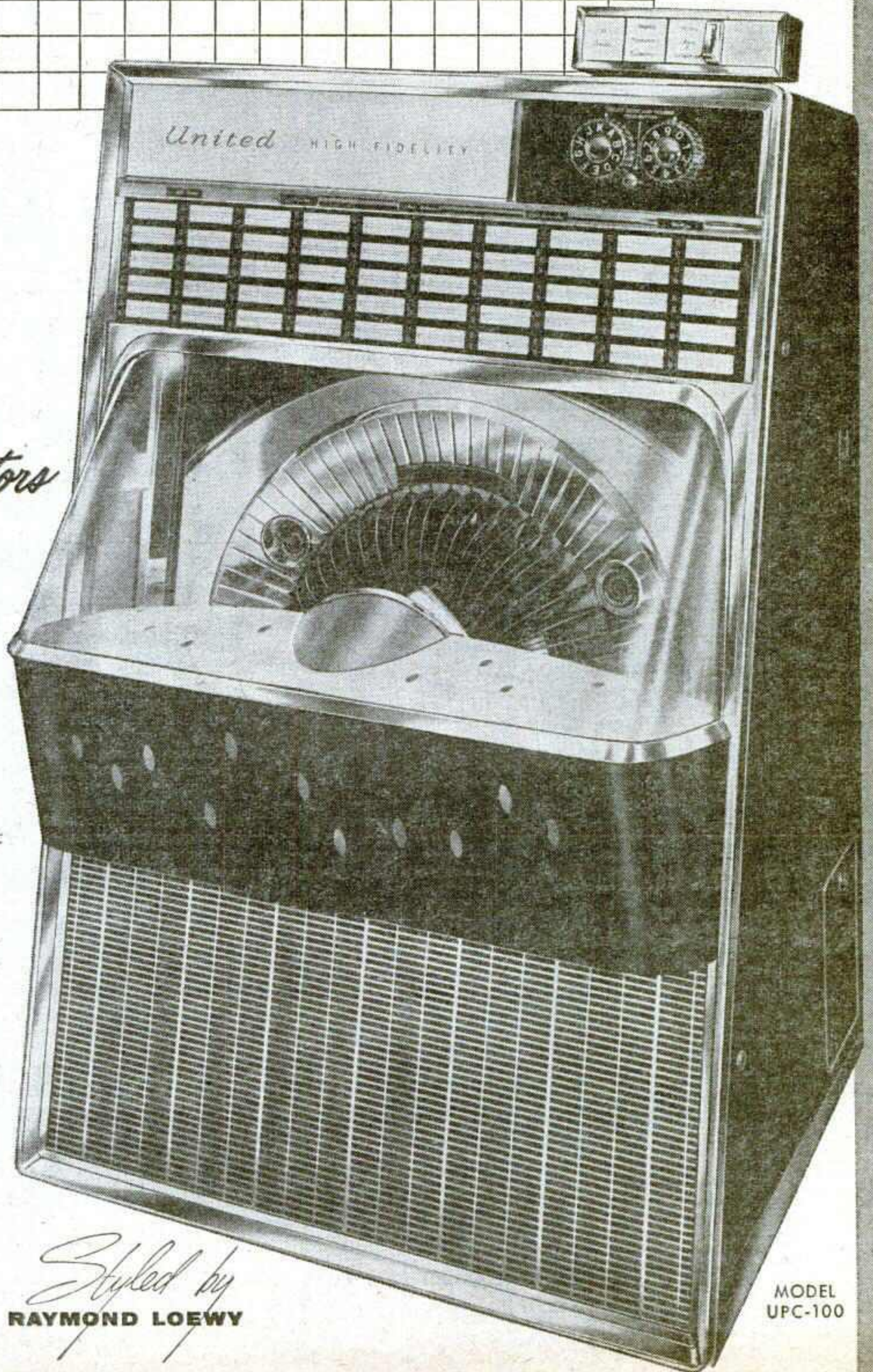


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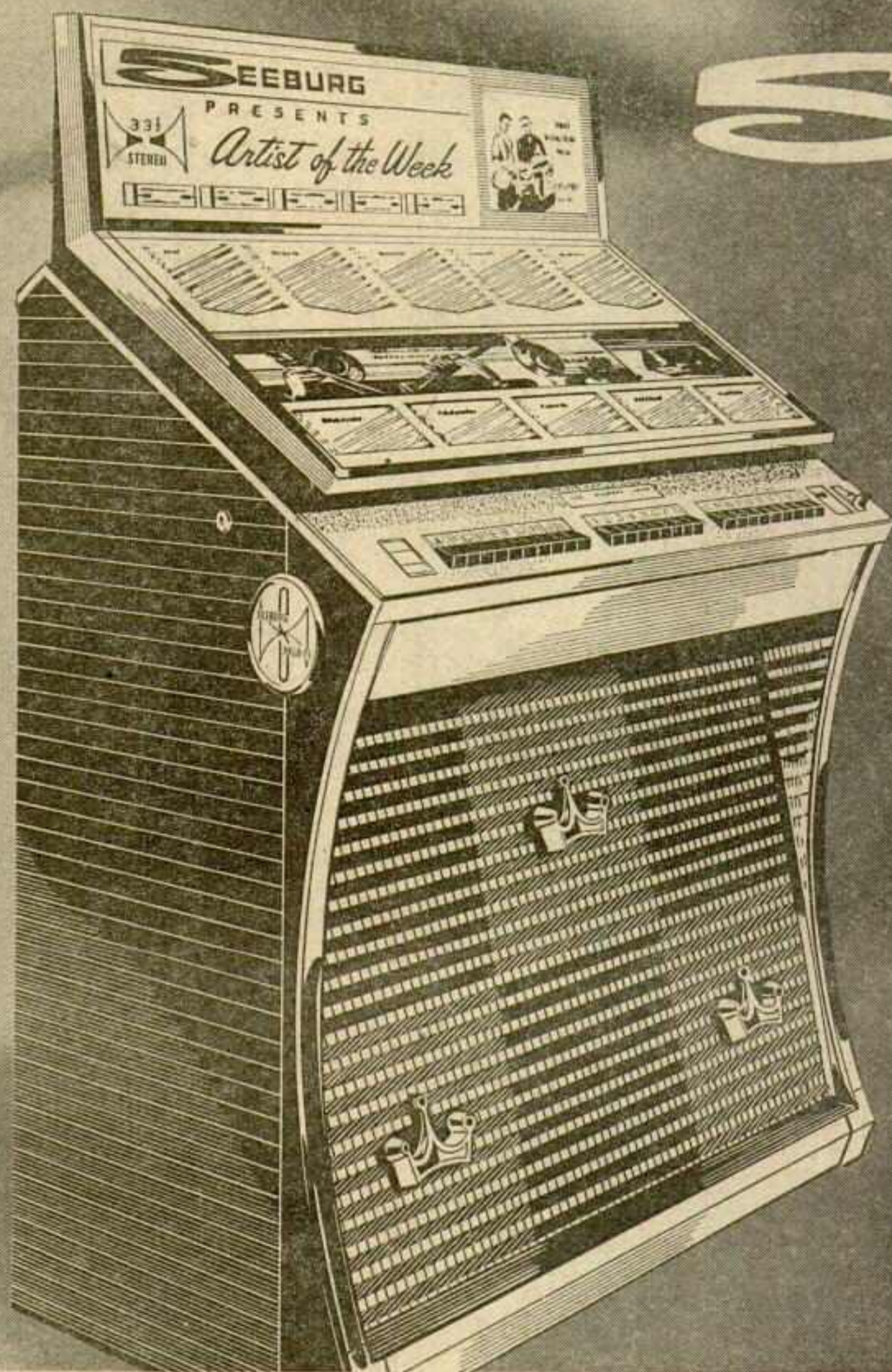
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**ARTIST OF THE WEEK**