



# The Billboard

DECEMBER 31, 1960  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

## Stores' Unit Record Sales Up 31 Per Cent

Purchases of Singles Up 26 Per Cent; LP's Rocket 44 Per Cent Above 1959

By BOB ROLONTZ and TOM NOONAN

NEW YORK—The past year is expected to go down as a banner one for disk sales. As of December 3, 1960, unit sales of records in retail record shops were running 31 per cent ahead of 1959.

Broken down into categories, as of December 3, single records were up 26.1 per cent in units as against the first 48 weeks of 1959, while LP unit sales were a whopping 44 per cent. Only EP disks had fallen behind, with the extended play 45 off 10 per cent in unit sales in 1960 as against the first 48 weeks of 1959. It was expected that Christmas business would make the LP and singles unit sales go even higher by the time all the returns were in.

LP records accounted for 73 per cent of dealer dollar sales in 1960, and 37 per cent of dealer unit sales were up 72.7 per cent in retail stores in 1960 as against 1959, while mono unit sales topped 1959 by 37.3 per cent.

### Big Four Weeks

The period from November 7 through December 3, was one of

## Presley Cops Sales Honors

NEW YORK — Single record sales came back strongly in 1960. Biggest million-seller of all for the fifth year in a row was Elvis Presley, who had three records of over a million: "Stuck on You," "It's Now or Never" and "Are You Lonesome Tonight."

Some of the other million-sellers during 1960, include: "Theme From a Summer Place" with Percy Faith; "He'll Have to Go" with Jim Reeves; "Twist" with Chubby Checker; "Finger Poppin' Time" with Hank Ballard and the Midnighters; "Itsy Bitsy ... Bikini" with Brian Hyland; "I'm Sorry" with Brenda Lee; "Cathy's Clown" with the Everly Brothers; "Running Bear" with Johnny Preston; "Teen Angel" with Mark Dinning; "El Paso" with Marty Robbins; "Only the Lonely" with Roy Orbison; "Handy Man" with Jimmy Jones, and "Everybody's Somebody's Fool" with Connie Francis.

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## EUNUCHS FAIL AS FIXERS FOR HAREM PHONOS

GENEVA — Emissaries of Qatar's oil-rich Emir Ali ben Abdullah are recruiting a crew of technicians to service juke boxes recently purchased by the emir for his harem.

Sources here disclosed that the emir has been unable to train his palace staff in juke box servicing and repair, as had been planned.

The emir originally had intended to school half a dozen eunuchs from his staff. Several eunuchs, it was disclosed, were sent to Western Europe, accompanied by an interpreter, to take juke box maintenance instruction.

This project bogged down in linguistic difficulties, despite the interpreter, and because of the general lack of mechanical aptitude on the part of the eunuchs.

The emir then closed out this project, and, after several boxes stopped playing and the girls staged a series of noisy protest scenes, Abdullah dispatched emissaries to recruit technicians.

The sources here said the harassed harem proprietor then decided to enlist professional assistance. Three coin machine service experts will be signed to two-year contracts. It is understood that they will be permitted to take their wives to Qatar, will have quarters furnished them, and will receive other prerequisites.

(stereo records for instance)—and come up with a higher income and a better profit picture than before.

National unit sales figures also do not reflect regional variations in the sales pattern. Areas of high unemployment or layoffs usually reflect weaker sales than a boom

(Continued on page 4)

## Radio Calls Comics To Break Up Solid Music-News Format

Disk Distributors Note Album Sale Hike As Stations Use More Comedy Fare

By JUNE BUNDY

NEW YORK — In an effort to bring more individuality and variety to the traditional music and news format, radio stations across the country are beginning to integrate segments of best-selling comedy albums into their musical programming.

Comedy LP's have been top items on the best-selling album charts for some time, but heretofore their local radio exposure has been limited with the bulk of their broadcasting exposure garnered from guest shots (by the comics) on network TV shows, plus nitery dates and word-of-mouth.

Now that deejays are starting to program comedy LP's on an extensive basis, the comedy albums should become even bigger sellers than they are today.

For example, station WNTA, Newark, N. J., features a "Comedy Corner" LP segment each hour from 7 a.m. to 7 p.m. daily, and production manager Sid Sirulnick reports that local distributors report that sales have risen proportionately in the area on comedy LP's exposed by WNTA. Two standout examples, said Sirulnick, are Betty Walker's Coral album and Carl Reiner and Mel Brooks "2,000 Years" on World Pacific.

The outlet, which covers the New York City listening area as well as New Jersey, last week launched a special ad campaign in key New York newspapers to publicize its new "Comedy Corner" programming. Photos of eleven LP comedians — Shelly Berman, Jean

Carroll, Buddy Hackett, Alan King, Sam Levenson, Bob Newhart, Mike Nichols and Elaine May, Louis Nye, Peter Ustinov and Jonathan Winters—were featured in the ads.

Sirulnick said the comedy LP segments aren't limited to any specific time. "We just let them run long enough to make up a complete sequence," he explained. "Mort Sahl, for example, takes 10 minutes or more to round out one story."

In addition to playing the comedy album segs, WNTA also spotlights live appearances by LP comics in interview sessions with WNTA jocks. Betty Walker and Jonathan Winters are among those who have made quest appearances, and Nichols and May are scheduled to visit the station shortly. The station screens all comedy LP material, of course, and selects what is "clean and funny." Lenny Bruce is about the only big comic whose material can't be aired, according to Sirulnick.

In line with this, deejay Rod Roddy, KQV, Pittsburgh, has worked out a way to use Lenny Bruce on the air, even though he agrees that the comic's recorded material (of the sick-nik school) is somewhat dubious broadcasting fodder. During a recent Bruce engagement at a Pittsburgh night club, The Fallen Angel, Roddy recorded a series of ad-lib interviews with the comic. The results were so funny that Roddy edited the interviews into a series of separate "bits" which were featured by the jockey throughout November and December. The material, said Roddy, is similar to that used by Bruce on recordings, but avoids offensive references to such things as physical afflictions.

Roddy has also recorded a two-

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## NEWS OF THE WEEK

### A Look at the New Disk Year . . .

A look at the new disk year, 1961, indicates that manufacturers will face rougher competition; distributor ranks will grow, and the retailers' lot may improve over 1960. . . . Page 2

### Wallichs Outlines Capitol's 1961 Guideposts . . .

Capitol President stresses quality aspect of product; analyzes singles, albums, stereo, and dealer problems. . . . Page 3

### S. D. Juke Box Operator Blasts Record Industry on Stereo Singles . . .

Gordon Stout, veteran coin machine operator and a director of the Music Operators of America, charged that "either in the production or in the distribution end of the record business, or both, we operators have been let down." He questioned whether the new 33-speed single would solve any problems. . . . Page 61

### Liberty, Roulette, Epic, Warners Offer Special January LP Deals . . .

Dealers and distributors last week were offered a flock of special deals on new and catalog LP products for January. The LP merchandising plans are backed by extensive display material and advertising campaigns. Labels included Roulette, Liberty, Epic and Warner Brothers. . . . Pages 2, 3, 4

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## Comic Albums Still Strong

NEW YORK—Comedy albums continue to show up strongly on the best-selling album charts. This week's Monophonic Action chart lists six comedy LP's—two by Bob Newhart (No. 2 and 3), "Knockers Up" by Rusty Warren (No. 19), "Edge of Shelley Berman," (No. 22), and two by Brother Dave Gardner (No. 30 and 34.)

"The Button Down Mind of Bob Newhart" has been on the chart for 34 weeks; while Gardner's "Rejoice Dear Hearts" LP has made the list for 28 weeks. On the Essential Inventory Monophonic Action chart, "Inside Shelley Berman" is No. 2 after 89 weeks on the chart. "Woody Woodbury Looks at Life" is No. 12 after 43 weeks of listings.

# How 1961 Disk Year Looks— From Trade's Varied Angles

## Mfr. Competition Up; Majors Strong In Singles; Distrib Group Expands

By BOB ROLONTZ

NEW YORK—As the new year starts, many segments of the record industry, manufacturers, distributors and dealers, are wondering what 1961 will bring. The questions about the record industry concern such things as the future of single records, price-cutting, record clubs, trends in music, trends in records and all of the myriad problems that have been the lot of the record business over the past few years.

From the manufacturer point of view, according to astute trade observers, competition will heighten in 1961, continuing a trend that has been evident for the past five years. This intensified competition is expected to make it rougher on the smaller firm, and will call for new and novel ideas from the larger record firms in the way of material, packaging, promotion and advertising campaigns. More and more manufacturers are expected to turn to consumer advertising to aid sales not only of albums, but also of singles, and especially the new compact 33 single. Album packages will grow more elaborate, as exemplified by the RCA Victor packaging of its new Stereo Action line.

## Distrib Hire Agency to Do Monthly Plugs

PHILADELPHIA — Bob Heller and Gene Canter, operators of Flying Record Distributing Company here, have hired Rothstein Advertising Agency to come up with a new promotion-exploitation scheme every month of the new year. The entire plan is designated "New Frontiers in Record Distribution."

For January, the plan centers on the idea of building a new artist, particularly a female artist, since according to Canter and Heller, "from a recent survey we found that the industry needs more female singers."

Under the plan, the artist will be invited to Philadelphia where pictures will be taken with all local deejays. These will be made into a booklet for giveaway at record shops. The artist will appear on up-State TV shows in Scranton, Allentown and Reading in addition to the Quaker City and will also go out on a number of record hops in the area.

In addition to consolidating their hold even more firmly in the album field last year, the larger firms, RCA Victor especially, made a strong showing in the single record field. Although the indies can always be expected to come up with hits, the old days—when the indies had the majors almost out of the singles field—are not expected to return in 1961. If anything, according to the reports indicating the money that many of the larger firms are now willing to put up for strong single artists on smaller labels, the large firms may do even better in singles in 1961 than they did in 1960.

Manufacturers can also be expected to seek, work on and come through with more and more new ways to market records. Columbia right now is testing a door-to-door sales campaign, and it is known other manufacturers are looking for new markets for records. The idea of these new merchandising methods will be to bring non-record buyers into the record field and hope that they will become regular dealer customers. With the feeling on the part of some traders that record clubs have almost reached their saturation peak, it can be anticipated.

(Continued on page 13)

## Diners' Tests FM Radio Pull on Disk Club Pitch

HOLLYWOOD — Diners' Record Club is testing the powers of FM radio as a means of recruiting members here with the understanding that should the test prove favorable, the club will harness the media on its behalf in all the major markets throughout the land. Diners' is buying spot announcements on Station KRHM (FM) offering any album the listener hears played on the station at \$1 for either stereo or monaural as a means of introducing him to "the benefits of the club."

When the requested album is shipped to the FM-listening prospect, it is accompanied by a pitch aimed at selling them on joining

the club. According to inside sources at Diners', the test is paying off with a heavy deluge of inquiries. Club Chief Bernard Solomon is known to be studying the results carefully to see what part FM will play in the organization's ad future.

Key to the test, however, is not the number of inquiries the club receives, for these are spurred by the lure of getting LP's which sell from \$3.98 to \$5.98 for a mere buck. Diners' decision to move into FM will depend upon how many of these inquiries can be converted into members. The test is still too new for Diners' to have crystallized a conversion rate. In all its other advertising, the club has avoided calling for inquiries. Ads have been so framed that any one who sends in a coupon automatically applies for membership.

Record clubs have been one of the heavy advertisers in the printed media. If FM can deliver club membership at a cost-per-thousand rate on a par with publications, it may well come in for a share of the multi-million dollar annual record club ad budget.

## A. Kaminstein U. S. Register Of Copyrights

WASHINGTON — Abraham Kaminstein has been appointed Register of Copyrights, according to an announcement by Librarian of Congress L. Quincy Mumford, Christmas Eve. Kaminstein has served as acting register of copyrights since the death of Arthur Fisher early in November.

Kaminstein has been connected with the copyright office for 13 years. He is the author of "Divisibility of Copyrights," one of the studies made in preparation for the proposed revision of the present Copyright Law.

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## NEW MERC LP HAS BIG SOUND

NEW YORK — Mercury Records' first album in its new Living Presence Sound Series is Beethoven's "Wellington's Victory" by Antal Dorati and the Minneapolis Symphony Orchestra. A successor to the label's long-time best seller "1812 Overture," the new LP features 188 cannon shots, plus extensive firing by muskets.

The "1812 Overture" album, also cut by the Minneapolis Symphony and Dorati, has been on The Billboard's best-selling classical album charts since it was first released in 1956, and is noted for its authentic cannon-firing sounds.

The new package, produced under the supervision of Mercury's classical chief Wilma Cozart, spotlights even more gunplay—utilizing three different cannons and a flock of flint-lock muskets — all early 19th century museum pieces. The firing sounds were recorded at West Point (as was the "1812" LP) with special old firearms experts doing the firing. The shots are synchronized with the music exactly as indicated on the score by Beethoven.

## Lanin Album Kicks Off Epic Jan. Program

NEW YORK — Epic Records has come up with a sales program for January. Kicking off the program instituted by Sales Chief Al Fishman is a new Lester Lanin album, his 12th, called "Lester Lanin Plays Latin." This record will retail for \$2.98 for the month of January, for both the stereo and monaural versions. Dealers will receive their full markup on the Lanin disk, which celebrates the ork leader's fifth anniversary at Epic.

In addition to the Lanin special, Epic is offering distributors a special discount on all other albums, both popular and classical. All monaural albums, with the exception of... (Continued on page 10)

## LOST IN CATTLE DRIVE?

### Latest Nielsen Rating Says Music's TV Appeal Slipping

NEW YORK — Music apparently hath little charm for TV audiences these days. The latest Nielsen rating (for two weeks ended December 4), lists 20 top video shows and only one of them—Ed Sullivan's CBS-TV program (tied with Danny Thomas for 15th place)—features musical talent.

Westerns dominate, with "Wagon Train," "Gunsmoke" and "Have Gun" taking the first three places in the order named. The rest of the list includes detective shows, audience-participation programs, a dramatic series, several situation comedies, Jack Benny, Red Skelton, and still more Westerns. Perry Como, whose old Saturday night telecast practically always made the Top-20, isn't on the current list.

Meanwhile, though, the net works continue to emphasize music on their specials, and NBC-TV will kick off a regular music series, Mitch Miller's "Sing Along With Mitch," January 27 from 9 to 10

p.m. Sponsored by P. Ballentine & Sons, brewers, the show — in color — will alternate with the "Bell Telephone Hour." In addition to Miller's Sing Along Gang (25 male voices) the program will feature guest canaries Diana Trask, Leslie Uggams, and Gloria Lambert. More than 30 songs will be sung during the hour telecast.

In the TV-special field, CBS-TV will air "The Gershwin Years" January 15 from 8 to 9:30 p.m. Emceed by Richard Rodgers, the show will spotlight Ethel Merman, Maurice Chevalier, Florence Henderson, Julie London and Ron Husmann, the new young discovery from Broadway's "Tenderloin" musical.

On the show, Rodgers will point out the difficulties faced by songwriters in any era. For example, Gershwin originally wrote "The Man I Love" in ragtime tempo, and it was cut from three successive shows before it finally became a hit in the bistros of Paris. Later, it became popular in the U. S.

## FCC Hails Its Payola Action

WASHINGTON — The outlawing of payola and rigged quiz shows was hailed by Federal Communications Commission Chairman Frederick W. Ford as an example of co-operative relationship between FCC and Congress January 1.

In a year-end statement, Chairman Ford said the co-operative relationship produced, almost in record time, changes in the basic communications law to require employees and others to disclose to station owners that payment has been made or received for the broadcasting of "program matter."

Ford said the new amendments to the law approach the problem in a way the Commission could not — a criminal statute which reaches not only broadcast licensees but any person who knowingly participates in the outlawed practice.

Other amendments make it clear that the FCC has the power to issue broadcast licenses for less than a three-year period where an early review of a licensee's past performance may be required in the public interest, and empower the Commission to levy fines up to \$10,000 for wilful or repeated infractions of its rules.

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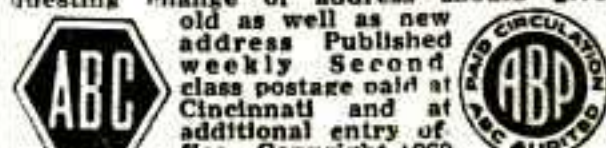
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## WALLICHS CHARTS CAP LABEL'S 1961 POLICIES

HOLLYWOOD—Capitol Records will adhere to a "quality up, quantity down" policy during the forthcoming year, according to the course charted by its president, Glenn E. Wallichs. CRI's chief executive set the new year's goals in light of his firm's past year gains as follows:

### Artists and Repertoire

"For 1961, our basic aim will be to give dealers increased sales through a decreased number of releases. Under the leadership of Alan Livingston, our new vice-president of creative services, our a.&r. producers will exercise the highest degree of selectivity with regard to both the artists and the material they record. We shall view each album we produce in 1961 with the idea that a definite need must exist for that album in the market place. In recent years we've all been guilty of putting out albums on more or less an experimental basis, as though they were singles. As a result, today no dealer can possibly stock all the albums put out by our industry and many worthy albums do not achieve the exposure they deserve.

"In 1960, Capitol was able to maintain its position of prominence on the charts and to give the industry albums like Nat Cole's 'Wild Is Love,' which achieved chart status in a remarkably short period of time. In addition, we were pleased to offer original-cast recordings of two of the season's outstanding Broadway shows, 'Tenderloin' and 'The Unsinkable Molly Brown,' as well as the motion-picture sound tracks of 'Can-Can' and 'Bells Are Ringing' and we enjoyed success with albums like 'Ports of Paradise,' 'Latin a la Lee,' various Kingston Trio albums, 'This Is the Hollywood Bowl,' and Ernie Ford's specially packaged religious albums, 'Sing a Spiritual With Me' and 'Sing a Hymn With Me.' In 1961, we shall endeavor to produce more albums of this kind—again, as part of our philosophy of quality up, quantity down."

### Single Records

"The year 1960 proved an important year for Capitol in single records. As a result of a revitalized singles operation headed by our vice-president for Eastern operations, Joseph Csida, our single efforts are now beginning to show excellent results with more disks on the charts and more sales through dealers. Capitol has every intention of continuing to revitalize and modernize the entire singles function in all areas—a.&r., merchandising, promotion, distribution.

"Along these lines, we are most enthusiastic about the future potential of '33' singles and doubles. The development of the industry drive to bend the record business toward a one-speed foundation through the '33' single and double may well give our industry the fresh excitement it needs. We support the drive for a one-speed industry wholeheartedly because we feel that such a move is without question in the industry's best interests. We expect the '33' to win back to singles many album buyers who have, over a period of years, lost interest or found no interest in the material offered on the majority of '45' singles; and at the same time we expect '33' singles and doubles to play an important role in creating album interest among younger buyers. Right now, a number of '33' singles and doubles are being readied by Capitol for release early in the new year. We think that several items on our first release will stir up a great deal of excitement among dealers and win broad consumer acceptance. As has been the case with '45' singles, our '33' singles and doubles efforts will lay great stress on the development of new artists; but at the same time, we shall continue to do our best with our established favorites."

### Stereo

Wallichs found Capitol's stereo sales during the past year showed a 38 per cent increase over the previous year. He predicts that the forthcoming year will show further increases in stereo's share of the record market.

### International

The record business during the past several years has become increasingly global, Wallichs said. "Capitol's aims," he said, "will be to work toward a greater integration of our domestic and foreign activities for the dual purpose of giving our domestic artists greater international exposure with increased sales abroad, and of exposing in this country the talents of new artists from abroad. Through our EMI relationship, we are in a unique position to strengthen the international aspect of our business—an aspect which we believe will become increasingly important to our entire industry in the Sixties.

### Illegal Practices

"Our industry continues to face a number of major problems. Most serious of these at this time is, I believe, the counterfeiting of best-selling albums and singles. The recent uncovering of a New York City record-bootlegging operation on an extremely large scale and operating with business-like organization and efficiency points, I think, to an awesome threat faced by our industry. I firmly believe the steps must be taken without delay to obtain specific legislation on both the federal and State levels designed to combat counterfeiting, bootlegging, pirating, and other such unethical practices.

### Dealer Relationships

"Capitol has always considered itself a 'dealer-oriented' company; and we foresee no change in that philosophy during 1961. In recent years the industry's great glut of merchandise has overloaded the dealer to the point where it has been impossible for him to become familiar—really familiar—with any one album or even any one artist. As a result, the personal touch has gone out of record selling. In a similar way, the consumer has been badly confused by the great glut of product to the point where it has been difficult for him to build up much personal enthusiasm for one particular artist, one particular kind of music, or one label.

"Ingenuity is still the key to success in this business—ingenuity in packaging, in album concept, in merchandising and

## WB Sets 5-1 Disk Exchange

HOLLYWOOD — Highlight of Warner Bros. January dealer program is a plan whereby it will accept obsolete merchandise on any label in exchange for its own product on a five-to-one basis. For every \$5 worth of WB disks a dealer orders during the month of January, he'll be allowed to return \$1 worth of old platters regardless of label. WB Prexy Jim Conkling told The Billboard the plan is aimed at helping the dealer clean his shelves of stale merchandise.

Exchange price schedule is figured at dealer's cost. WB will allow the \$1 credit per \$5 purchase on any and all types of disks returned, including mono and stereo LP's, singles, and, as Conkling put it, "even cylinders." Five-to-one plan applies to all WB product, catalog and new releases, with the exception of the two Bob Newhart albums. Dealers will be required to buy \$10 worth of Newhart's "Button-Down Mind" packages for every \$1 worth in obsolete merchandise taken in exchange.

Warners is releasing seven new albums featuring Bing Crosby (a double LP sing-along), Bob Eberle and Helen O'Connell recreating their old Jimmy Dorsey hits, George Greeley, plus albums of old Neapolitan favorites, tunes from the "Gold Diggers" movies, hits by yesteryear combos, and an LP of five-manual organ music.

## KFWB Asks Advance Disks for Special Show

HOLLYWOOD — Crowell-Collier's Station KFWB here has asked various labels for a three-day advance on specific releases to be used as part of the outlet's third anniversary celebration. The event will be marked by a three-day special programming format to be aired during 1960's final weekend.

According to the station's chief, Chuck Blore, KFWB will spin in chronological order the disks that made its "Fabulous Forty" play list during the three years the station had been on the air. To spice the listening with new product, it will insert at quarter-hour intervals a disk which in the station's opinion will be a hit during the forthcoming year. This single will be termed "one to grow on," and will be among those made available to the station three days in advance of general release to other outlets.

According to Blore, the same pattern will be followed at the other Crowell-Collier station in San Francisco (DEWB) and Minneapolis (KDWB). Thus, the label will be assured of getting the C-C spotlight in three markets in granting the stations the three-day exclusive.

At press time, Blore did not have all labels lined up. He said that among the disks that will receive the station's "one to grow on" treatment, will be new ones by Paul Anka, Ray Charles, Fats Domino, and others. Some labels, it

was learned, balked at granting the advance to one station for fear they would arouse the ire of others.

According to Blore, KFWB here will be entering its fourth year under C-C ownership as the No. 1 station in this market. Blore said he based his claim on the Hooper and Pulse rating services.

## Cap Issues 34 LP's for Jan.

HOLLYWOOD — Capitol starts the new year with a 34-album release comprised of 20 pop packages, six Capitol classics, and eight issued under the Angel banner.

The pop fare is paced by a new Frank Sinatra LP and includes albums by Les Baxter, Martha Carson, Four Freshmen, Jonah Jones, Gordon MacRae, Freddy Martin, Phil Napoleon, the Pastors, Frank Pourcel (French import), Ann Richards with Stan Kenton, Dick Sinclair, Dakota Staton, and Fats Waller at the organ (recorded in London), debut disks by Los Churumbales De Espana and Hovie Malaysia. Also of note is a "Great Smash Hits" album from Ireland and top sellers by Nat Cole, Pee Wee Hunt, Kingston Trio, Dean Martin, Les Paul and Mary Ford, Tommy Sands, Frank Sinatra, Jo Stafford and Red Ingle, Margaret Whiting and Jimmy Wakely, and Tex Williams

Capitol's six-album classical of-  
(Continued on page 10)

## Liberty Launches 1961 With LP's, Sales Deals

HOLLYWOOD — Liberty Records kicks off the new year with an eight-album release spotlighting some of its top selling artists, and buttressed by a program of special dealer benefits and a saturation promotion campaign. The program will be in effect January 9 through February 13.

The product features albums by Martin Denny, Julie London, Johnny Burnette, Bobby Vee, a Bob Wills-Tommy Duncan duo, the Ventures (to be issued on Liberty's subsidiary label, Dolton) plus Volume II in Liberty's "Original Hits" series, and a tongue-in-cheek flash-back to silent screen music. Denny's "Exotic Percussion" package which highlights the release is particularly noteworthy since the artist who helped pioneer the jungle music trend takes his first step into the current percussion parade.

Julie London's "Send for Me" album title ties in with a "Butterfield 8"-type cover art. As a further tie-in, the package carries a belly-band with a coupon offering an illustrated 16-page life story of the songstress to the sender. What is intended to be another eye-stopper is "Rides, Rapes and Rescues" as the album title of music from the silent screen. An explanatory sticker is affixed to the album. Liberty is counting on the fact that singles by Johnny Burnette, Bobby Vee and the Ventures currently riding high on the Hot 100 chart will provide the necessary fire power to place their LP's into hit orbit.

Dealer benefits include a 10 per cent discount on all orders placed during the time the program is in effect (including catalog items as well as the new release), deferred billing privileges plus a 100 per

cent exchange. To be eligible for these benefits, dealers must order a minimum of seven of the eight new releases, either in stereo, monaural or any combination thereof. Deferred billing is a 90-day plan, with equal payments to be made by the 10th of March, April and May.

Promotion will place heavy emphasis on local and regional radio and TV promotion with an unusually heavy accent on FM stations. In addition to blanketing stations with its product—for example, the label has allocated 3,600 Bobby Vee LP's for station distribution—its promotion department will arrange artists' guestings and interviews on the various broadcast  
(Continued on page 10)

## Edith Piaf Stages Paris Comeback

PARIS — Edith Piaf, after a year's absence from the music halls, is staging a comeback with a tour which started at Reims, December 17, where she sang 14 songs—some of which were new—during 45 minutes on the stage, before an audience of 1,500 of her fans. Her voice gained sonority and warmth after her first number and she had no difficulty in holding her audience.

After appearances in Nancy, Thionville and Chaumont she returned to Paris to work a gala at Versailles and to open at the Olympia Music Hall December 30.

## Roulette Toasts Birthday With Album Bonus Deal

NEW YORK — Roulette Records will celebrate its fifth anniversary this month with a special half-price bonus sales program for distributors and dealers, which offers any Roulette album in the catalog at half price when the buyer purchases one at full price.

Effective throughout January, the half-price sale includes the catalogs of Roulette, Tico and Roost, plus all new January album releases on those labels. At the same time, Roulette is allowing a 10 per cent discount on all purchases of its low-priced Forum LP line. Applying only to Forum, the discount will run simultaneously with the half-price bonus sale.

An extensive merchandising and advertising campaign will back the new sales program, including a series of consumer ads in the rotogravure section of 30 top-circulation newspapers across the country. Included in a full window display kit is a large wire motion display which rotates 48 album covers.

Roulette's Executive Vice-President Joe Kolsky, Eastern Sales Manager Solly Solomon, Midwestern Sales Manager Marv Helfer and Western Sales Manager Abe Glaser are on the road this week visiting some 30 distributors to plug the new sales program.

New Roulette albums for January include packages by the Phymates, Joe Jones (his first LP), Tyree Glenn, William Kealoha, Kenny Bass and Wanda Stafford. The new Birdland Jazz series LP's spotlight packages by Count Basie, Sarah Vaughan, Billy Eckstine, Joe Williams and saxophonist John Handy. Johnny Smith has a new Roost LP, and Tico has a new Machito album.

promotion. Capitol and every other record manufacturer must constantly be on the lookout for devices by which to snag consumer interest. If we can put enough ingenuity and creativity into our product, we can provide the simulation our entire industry needs and we can make recordings an even more important part of every American family's home entertainment program."

# 1960's Unit Sales of Records In Stores Run 31% Over '59

## Singles Jump Ahead 26%; LP's Up 44%

• Continued from page 1

section. National figures concerning unit sales usually have to be analyzed according to an individual store's location, as well as local competition.

In this era of price cutting, it is entirely probable that while unit sales are rising, net income may be lower for many dealers today than when records were sold at full list price. When unit sales are figured at list price the industry is at a higher dollar volume than ever before. But figured at general discount prices the dollar volume for dealers is roughly 20 to 30 per cent lower than it is usually reported. Perhaps because of, or in spite of discounting, unit sales of records, both singles and LP's, are rising, and this increase made 1960 the best year ever in unit sales of records in retail stores.

## Columbia Bows 31 Jan. Albums

NEW YORK — There are 13 popular, 13 classical, three jazz and two sound albums in Columbia Records' 31-LP package for January.

Leading the pop album output are: the original cast album of "Camelot" with Julie Andrews and Richard Burton; Jerry Murad's Harmonicats; the late Johnny Horton's "Greatest Hits"; the Brothers Four; and Ray Conniff Ork and Chorus.

Other pop album releases include blues singer Oscar Brown Jr., the Banjo Barons, Marty Manning's ork, Mahalia Jackson, Vic Damone and Guy Mitchell.

Works by Mozart (conducted by George Szell), Walton and Lalo (conducted by Eugene Ormandy) and the late Dimitri Mitropoulos), and Beethoven's Middle Quartets played by the Budapest String Quartet top the classical releases. The Beethoven Quartets are available, in either mono or stereo, in both set and single album form.

Works by Riegger, Lester Trimble, Theodore Chanler, Mahler, Prokofiev, Tchaikovsky and Vivaldi among others are also being made

(Continued on page 10)

## Maurer Does Album Covers

NEW YORK—Persuasive Packaging Corporation, a new outfit designed to render a complete one-stop album-cover production service to diskeries, has been set up here by Sid Maurer, well-known art and production man in the field.

Maurer, who has operated his own art studio turning out covers for a number of majors for 10 years, said he'll furnish photography, art, printing and liner manufacture all out of his one shop, thereby saving indie diskeries many of the normal, time-wasting headaches of getting covers out. Maurer, who will also offer sales promotion and point of sale merchandising counsel, will soon open Chicago and Hollywood offices and has already blueprinted plans for outlets in France, the Netherlands and Italy

## D. BERNIAUX, COMPOSER, DEAD

PARIS — Desiree Berniaux, 91, composer of popular songs, died in Vence, Southern France, in mid-December.

He was born in Belgium but resided in Paris for a long period and wrote many of the songs that Mistinguett, Maurice Chevalier and Mayol made into hits—one of which was, "The Hands of Women," launched by Mayol, a very popular music-hall singer, in his day.

## 'Do Re Mi' in RCA Waxing

NEW YORK—The new Broadway musical "Do Re Mi," which opened to strong reviews from the press here, will be recorded Sunday (January 8) by RCA Victor.

The show, produced by David Merrick, features the music of Jule Stein with lyrics by Betty Comden and Adolph Green. The book is by Garson Kanin. Phil Silvers and Nancy Walker star. The story line should be of special interest to traders since it deals with the recording and juke box industries.

## 34 Labels Do 75% of Store Sales Dollars

NEW YORK—A total of 34 labels was the mainstay of the dealer record business in 1960. These 34 firms did about three-quarters of the dollar sales of records in stores across the country in 1960. All of the other record labels combined did the other 25 per cent of the dollar volume in stores.

The top 34 labels enjoyed sales of .5 per cent or better of total dollar sales in stores during the year. This is an increase over the number of labels that had .5 per cent or more of total dollar sales in stores in 1959, when only 32 labels held this top position. Of these 32 firms, 29 maintained their position in 1960, while five additional firms jumped into this select group to add up to the 34 leaders for 1960.

Of the 29 firms that remained on top for both 1959 and 1960, 23 increased their dollar sales, while six registered decreases. The increase in dollar volume racked up by the 23 ranged from a low of little less than 1 per cent, to a high of 152.4 per cent.

## Canadian Board Hears Copyr't Fees Proposals

By HARRY ALLEN JR.

TORONTO — Hearings began in Ottawa last week before the Copyright Appeal Board on music performance fees.

The submission by Broadcast Music Canada, Ltd., was approved within 15 minutes of the opening of the hearings. There were no changes from its schedule of last year.

The submission of the Composers, Authors and Publishers Association of Canada, however, brought forth much discussion before the chairman, Mr. Justice Thorson.

## Tenn. Certifies New Nashville Record Firms

NASHVILLE — The Secretary of State has issued certificates of incorporation to the following new Nashville firms:

Action Records, Inc., 310 Seventh Avenue, N., making, purchasing, selling, distributing and leasing master recordings; employing, managing and booking talent; initial capital, \$1,000; incorporators: Jack S. Stapp, William D. Killen and Joyce L. Bush.

Nashville Productions, Inc., 146 Seventh Avenue, N., production, distribution, exhibition, release, advertising, publicizing and other exploitation and disposition of motion picture films, including television, sound and talking films; initial capital, \$1,000; incorporators: James R. Denny, C. Milton Smith and Mary Claire Rhodes.

Cross Keys Publishing Company, 319 Seventh Avenue, N., publishing, writing, buying and selling music and musical tunes; making, purchasing and selling recordings of all types, managing and employing and booking talent; initial capital, \$1,000; incorporators: Jack S. Stapp, William D. Killen and Joyce L. Bush.

fore the chairman, Mr. Justice Thorson.

CAPAC offered a number of changes. It first sought changes in the transmission of music to the commercial, industrial and professional establishments.

These include cabarets and restaurants and the like, hotels and motels, stores, factories, commercial offices, professional doctors' offices, office buildings, railway stations, airports, bus and subway stations and other premises.

Counsel for the Musical Protective Society, which includes many of the music users, said the fee revision is unwarranted and would result in tremendous increases.

Opposition was also forthcoming from officials of the post office and transport departments, covering the fees on music piped into the postoffice, airports and railway stations.

CAPAC also seeks a tariff covering steamships and airplanes. For steamships, it seeks a fee up to

(Continued on page 37)

## MUSICIANS GET BONUS ON KING RECORDS DATE

NEW YORK — Some members of the American Federation of Musicians, Local 802, got an unexpected Christmas bonus recently when King Records came through with the second payment of a date originally recorded some years ago.

The disk involved an album originally cut on Bethlehem on which the disk firm was given permission by the union to cut instrumental background tracks for vocalist Frances Faye. The State Department, through Bethlehem, had requested the tracking job because it wanted to distribute the tapes to foreign countries where native singers might record over the track in their mother tongues.

## HOT 100 ADDS 17

NEW YORK—The Hot 100 chart added 17 new sides this week. They are:

72. C'est Si Bon (Leeds, ASCAP) — Conway Twitty, M-G-M.
81. Milk Cow Blues (Hilliard, BMI) — Ricky Nelson, Imperial.
83. Emotions (Cedarwood, BMI) — Brenda Lee, Decca.
84. What Would I Do (Aladdin-Ben Ghazi, BMI) — Mickey & Sylvia, RCA Victor.
85. Yes, I'm Lonesome Tonight (Bourne, ASCAP)—Thelma Carpenter, Coral.
86. Spanish Harlem (Progressive-Trio, BMI) — Ben E. King, Atco.
88. There's a Moon Out Tonight (Robb-Ann, BMI) — Capris, Old Town.
90. First Taste of Love (Progressive-Trio-Rumbalero, BMI) — Ben E. King, Atco.
91. If I Knew (Frank-Rinimer, ASCAP) — Nat King Cole, Capitol.
92. All in My Mind (Figure, BMI) — Maxine Brown, Nomar.
94. Don't Believe Him, Donna (Ludlix, BMI) — Lenny Miles, Scepter.
95. Don't Read the Letter (Aldon, BMI) — Patti Page, Mercury.
96. I Don't Want Nobody (Sophisticate, BMI) — Ella Johnson & the Buddy Johnson Ork, Mercury.
97. Oh Lonesome Me (Acuff-Rose, BMI) — Johnny Cash, Sun.
98. Yes, I'm Lonesome Tonight (Bourne, ASCAP) — Dodie Stevens, Dot.
99. Sugar Bee (Goldband, BMI) — Cleveland Crochet, Goldband.
100. This Is My Story (Aladdin, BMI) — Mickey & Sylvia, RCA Victor.

## RANK AUDIO PLASTICS' U. S. DISK SALES CLIMB

NEW YORK — Rank Audio Plastics, which produces TUP (thin unbreakable plastic) records here, has enjoyed a steadily climbing sales curve since the product was first introduced in the United States just a year ago.

The process was developed by the French firm, Librairie Hachete, and has since been franchised by that firm for production in a number of countries. In England and the U. S., production firms are jointly owned by the Rank Organization and Librairie Hachete. In France, the process has become most closely identified with the magazine, Sonorama, which includes in its pages plastic disk inserts. All pressing equipment is manufactured by the French firm.

The American firm, under general manager, Harold Friedman, and sales director, Bud Quinn, has concentrated largely on commercial, promotional and educational applications of the product, and according to Quinn, this approach has paid off with business written in the past three months equal to the total done in the first nine months of the current year.

The firm is currently stressing the fact that it now offers more than just the single facility of pressing the thin, bendable, vinyl disks. Like radio of an earlier day, which offered not only broadcast-

ing services but all types of merchandising as well, Rank Audio Plastics now sells a complete service which includes printing of promotion pieces and planning complete campaigns right down to the point of sale, where the plastic disks are the integral part of the promotion.

Just recently, the firm completed preparation of a special annual re-

(Continued on page 28)

## Audio Fidelity Cuts Lists on Album Series

NEW YORK — Audio Fidelity Records has announced a cut in suggested list prices of a portion of its album line, effective today January 2.

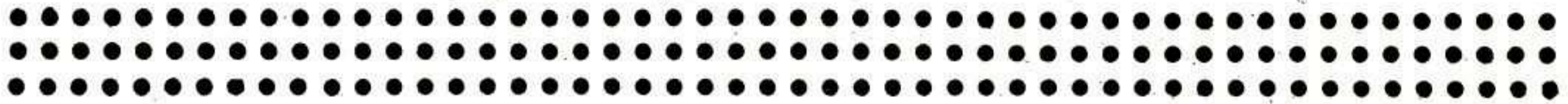
All AFLP series currently pegged at \$5.95 now carry a suggested price of \$4.98. All elements in AFSD and FCS series, now listed at \$6.95 will be tabbed at \$5.95. Suggested lists on all other series, including DFM, DFS, Personality, Audio Rarities and AF Stereo Mastertapes, remain unchanged.

Special dealer and distributor programs have been set up to make these price adjustments possible without risk of loss of profit margin or inventory value of the disks.

## MERC TO FETE ARTY DEALERS

CHICAGO — Mercury is planning a window-dressing contest for dealers with its new "An Evening With Nichols & May" album. The contest is being held in nine key cities. Prizes include two round-trip tickets to New York; hotel accommodations, dinner for two at a "chic restaurant" in Gotham; and two tickets for the Nichols and May show. Contest closes January 21. Dealers must submit photos of their windows and the winners will be determined by Charlie Fach, the label's national sales promotion manager.

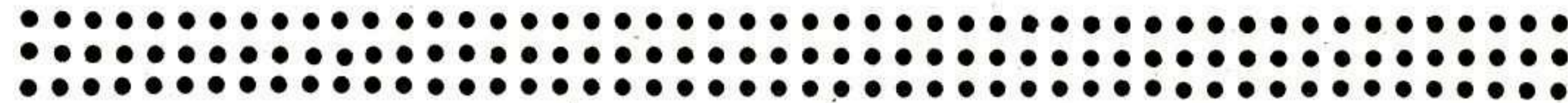
THE **GOLD-DURNEST** TWO-SIDED SMASH!



**I LOVE TO MAKE  
LOVE TO YOU**

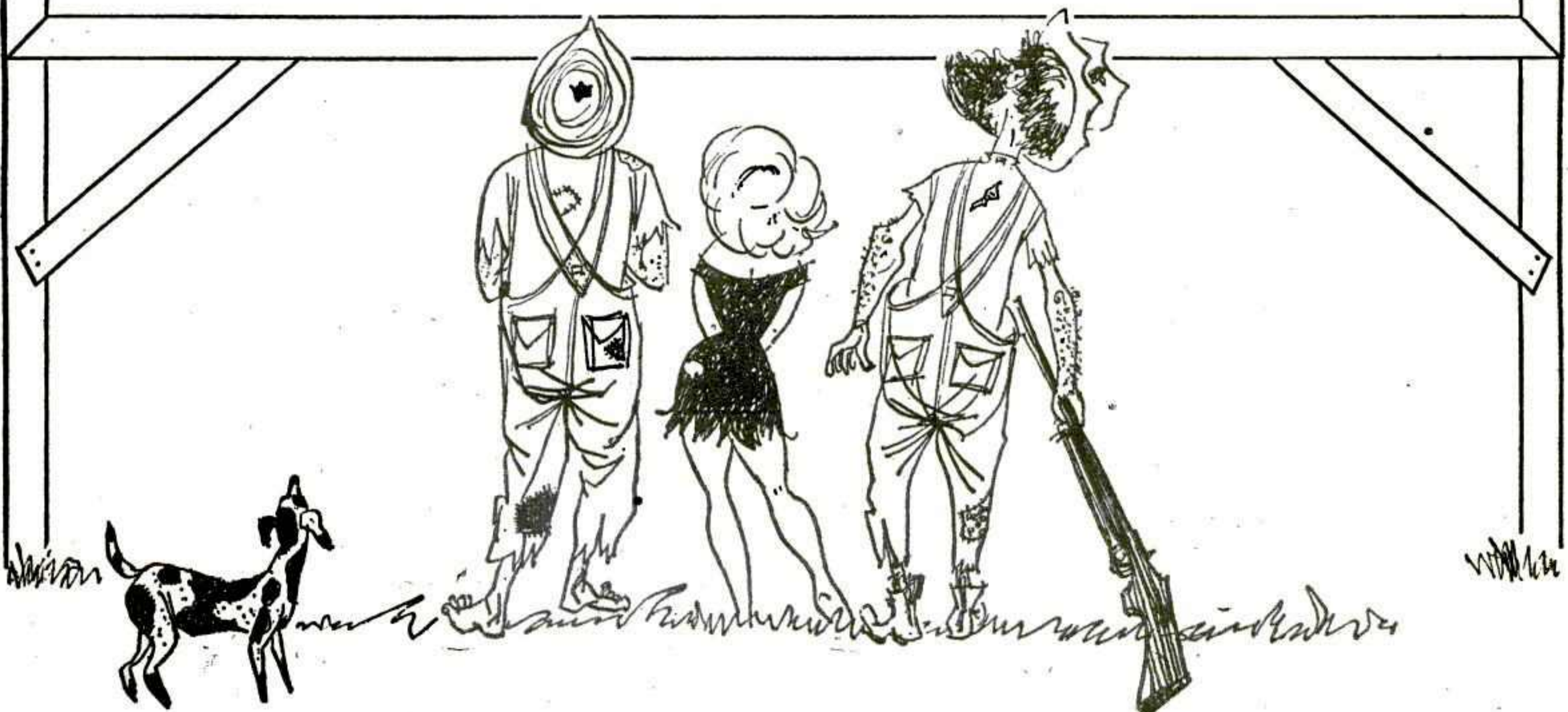


**SHOW FOLK**

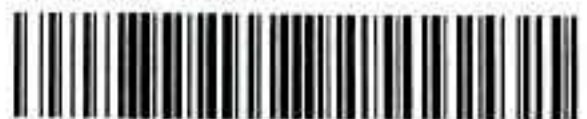


**PAUL EVANS**

**SID BASS ORCHESTRA &  
CHORUS / CARLTON 539**



This One



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## BRITISH Newsnotes

By DON WEDGE  
News Editor, New Musical Express

As expected, Elvis Presley's "It's Now or Never" has set a new record for the fastest million-selling disk in Britain. It took six and one-half weeks and during that period it was No. 1 on the charts. The previous fastest million-selling disk here was Harry Belafonte's "Mary's Boy Child" which reached the coveted gold mark in eight weeks in 1957. Paul Anka's "Diana" sold a million in Britain alone the same year but took longer. Presley is getting big action, too, with his LP, "G. I. Blues," which is selling fast enough to move up to No. 24 on the singles chart!

A million sale in Britain is an enormous achievement. British Decca is proud of its 250,000 sale of another RCA disk—Jim Reeves' "He'll Have to Go." Issued January 22, it passed the quarter-million mark this month. Continuous pushing for most of the long period was responsible.

**MOVIE BUSINESS:** Two Doris Day films and two starring Frank Sinatra were among those picked as the best of the year at the box office by the British film trade paper "Kinematograph Weekly." Miss Day's top money-makers were "Pillow Talk" and "Please Don't Eat the Daisies." Sinatra had "Ocean's Eleven" in the same category and "Can-Can" in the special shows section. None of these films produced a big hit disk.

**PUBLISHER DEAL:** Tangerine Music, controlled by Ray Charles, has been launched here by the Leeds group's Cyril Simons.

**VISITORS HERE:** Phil Kahl was in for talks with Fred Jackson, who looks after Kahl's British publishing interests. . . . Joe Glaser

spent four days of talent discussions with his London representative, Harold Davison. . . . Another Davison visitor was Freddy Fields, Judy Garland's agent. . . . Gower Champion was auditioning hopefuls for "Bye, Bye Birdie."

**TO THE U. S.:** First Hollywood film for Dave King is "Pirates of Tortuga" for which he reports to 20th Century-Fox, January 9. . . . Frankie Vaughan is due back at the same studio mid-February for a third picture.

**HOME FRONT:** BBC-TV's "Juke Box Jury" panel December 24 had a notable debut by Peter Sellers. . . . After 18 years without a break, bandleader Lou Preager will have to disband temporarily next month following three major operations.

**NEW RELEASES:** There were no new releases last week as is customary before the holiday. Philips resumes December 30 with two singles, but other labels are waiting another week before scheduling new sides.

**RECORD SALES:** "Save the Last Dance for Me" by the Drifters (London) continues to press Elvis Presley's "Now or Never" for No. 1 spot; Johnny Tillotson's "Poetry in Motion" (London) has moved up four places to No. 3 to challenge. . . . A five-place jump to No. 9 by the Ventures with "Perfidia" (London) makes the group's second successive Top 10 entry. . . . Marty Wilde's revival of "Little Girl" (Philips), which was recorded by Chuck Sagel for Epic last spring is at No. 20.

Newcomers include the Acker Bilk Band's version of "Buona Sera" (EMI-Columbia) at No. 25, the Everly Brothers' "Like Strangers" (London) at No. 28, while

## Best-Selling Pop Records in ITALY

Week ending December 30, 1960  
(Courtesy Musica e Dischi, Milan)

Last Week	This Week	Title	Artist
1	1	IL CIELO IN UNA STANZA—Mina (Italdisc)	Mina
3	2	LES ENFANTS DU PIREE—Daiida (Barclay)	Daiida
2	3	WHAT A SKY—Nico Fidenco (RCA)	Nico Fidenco
5	4	SE CI SEI—Umberto Bindi (Ricordi)	Umberto Bindi
7	5	IT'S NOW OR NEVER—Elvis Presley (RCA)	Elvis Presley
4	6	NOTTE DI LUNA CALANTE—Domenico Modugno (Fonit)	Domenico Modugno
8	7	SUMMER'S GONE—Paul Anka (Columbia)	Paul Anka
11	8	NESSUNO AL MONDO—Peppino Di Capri (Carisch)	Peppino Di Capri
14	9	IL NOSTRO CONCERTO—Umberto Bindi (Ricordi)	Umberto Bindi
6	10	MILORD—Edith Piaf (Columbia), Dalida (Barclay)	Edith Piaf, Dalida
13	11	LIEBELEI—Rolf Bauer (Voce del Padrone)	Rolf Bauer
20	12	SASSI—Gino Paoli (Ricordi)	Gino Paoli
9	13	TELL LAURA I LOVE HER—Ricky Valance (Columbia), John Leyton (Top Rank)	Ricky Valance, John Leyton
18	14	LOOK FOR A STAR—Garry Mills (Top Rank)	Garry Mills
—	15	DUE NOTE—Mina (Italdisc)	Mina
17	16	IL BARATTOLO—Gianni Meccia (RCA Camden)	Gianni Meccia
12	17	GABBIE—Eddie Calvert (Columbia)	Eddie Calvert
10	18	YOU MEAN EVERYTHING TO ME—Neil Sedaka (RCA)	Neil Sedaka
16	19	MULE SKINNER BLUES—Fendermen (Top Rank)	Fendermen
19	20	THEME FROM THE APARTMENT—Ferrante and Teicher (London)	Ferrante and Teicher

Tony Bennett returns to the British chart with "Till" (Philips), sharing the No. 30 spot with Bobby Rydell's "Sway" (Columbia). . . . The EMI group, with 15 disks, has most chart entries; the Decca group follows with 10, the Philips group has four and Pye two. This totals 31 records (there being two at No. 30) and of these 16 were produced in America, 13 in Britain, while the Continent is unusually represented by two—Nina and Frederik's "Little Donkey" from Denmark and Edith Piaf's "Milord" from France.

## Best Selling Pop Records in BRITAIN

Week ending December 30, 1960  
(Courtesy New Musical Express, London)

Last Week	This Week	Title	Artist
1	1	IT'S NOW OR NEVER—Elvis Presley (RCA)	Elvis Presley
2	2	SAVE THE LAST DANCE FOR ME—Drifters (London)	Drifters
7	3	POETRY IN MOTION—Johnny Tillotson (London)	Johnny Tillotson
3	4	I LOVE YOU—Cliff Richard (Columbia)	Cliff Richard
4	5	STRAWBERRY FAIR—Anthony Newley (Decca)	Anthony Newley
10	6	LONELY PUP—Adam Faith (Parlophone)	Adam Faith
5	7	LITTLE DONKEY—Nina and Frederik (Columbia)	Nina and Frederik
8	8	GOODNESS GRACIOUS ME—Peter Sellers and Sophia Loren (Parlophone)	Peter Sellers and Sophia Loren
14	9	PERFIDIA—Ventures (London)	Ventures
6	10	ROCKING GOOSE—Johnny and the Hurricanes (London)	Johnny and the Hurricanes
11	11	MAN OF MYSTERY—Shadows (Columbia)	Shadows
9	12	GURNEY SLADE—Max Harris (Fontana)	Max Harris
12	13	MY HEART HAS A MIND OF ITS OWN—Connie Francis (M-G-M)	Connie Francis
13	14	MY LOVE FOR YOU—Johnny Mathis (Fontana)	Johnny Mathis
28	15	EVEN MORE PARTY POPS—Russ Conway (Columbia)	Russ Conway
19	16	DREAMIN'—Johnny Burnette (London)	Johnny Burnette
15	17	BLUE ANGEL—Roy Orbison (London)	Roy Orbison
18	18	AS LONG AS HE NEEDS ME—Shirley Bassey (Columbia)	Shirley Bassey
20	19	LIVELY—Lonnie Donegan (Pye)	Lonnie Donegan
23	20	LITTLE GIRL—Marty Wilde (Philips)	Marty Wilde
—	21	D' IN LOVE—Cliff Richard (Columbia)	Cliff Richard
16	22	THE STRANGER—Shadows (Columbia)	Shadows
21	23	MILORD—Edith Piaf (Columbia)	Edith Piaf
25	24	G. I. BLUES (LP)—Elvis Presley (RCA)	Elvis Presley
24	25	COUNTING TEARDROPS—Enite Ford (Pye)	Enite Ford
—	26	BUONA SERA—Acker Bilk (Columbia)	Acker Bilk
21	27	OL' MACDONALD—Frank Sinatra (Capitol)	Frank Sinatra
—	28	LIKE STRANGERS—Everly Brothers (London)	Everly Brothers
17	29	GEORGIA ON MY MIND—Ray Charles (HMV)	Ray Charles
—	30	SWAY—Bobby Rydell (Columbia)	Bobby Rydell
—	31	TILL—Tony Bennett (Philips)	Tony Bennett

strings playing "Hi Fi Goes Charleston." . . . The London label introduced jazz alto sax player Cue Porter. Never heard of him? Well, it's Johnny Hodges with a group of Ellingtonians. . . . The RCA label offers a jazz collector's item: Records made by Tommy Ladnier and Mezz Muzzrow 22 years ago.

## ITALIAN Newsnotes

By SAM'L STEINMAN  
Piazza San Anselmo 1, Rome

Renato Rascel and Titanus have filed a counter suit to contest the sequester of their tune "Romantica." The original action, filed by Dr. Nicila Festa, charged plagiarism and brought about the setting aside of the tune by the court. This was done on the testimony of Italy's top opera composer Ildebrando Pizzetti ("Murder in the Cathedral"). He noted that there were 10 to 12 points of similarity between the Festa composition and "Romantica." In the counter-claim Rascel contends that there are just as many points of difference between Festa's unpublished "Angiulella" and Rimsky-Korsakoff's "Antar Symphony." Rascel, meanwhile, is making a 15-day holiday appearance in "Rascelina," a review of his 30-year history as composer - comedian - film star. This show is a stop-gap for the forthcoming Domenico Modugno-Delia Scala musical, "Rinaldo on the Battlefield." The latter show was held up when Modugno broke his leg.

**FESTIVALS:** San Remo selection list is ready for early announcement. Although composer-singers are barred from presenting their own numbers this time, they are said to be well represented in the list. Bruno Canfora and Armando Trovajoli are among the favorites to be chosen as orchestra conductors. A bigger push than ever by movie companies for their songs is expected. Dino Laurentis, for instance, has completed a film called "I Love, You Love," in which each sequence is introduced by a song sung by Jimmy Fontana, Mina, Adriano Celentano, Joe Sentieri and Peppino di Capri and most are expected to be on the San Remo list. . . . March 7 is date for Amateur Singers Pop Song Festival at Ancona. . . . Dondrigo in Vicenza presents a Festival of Veneto Songs in April.

**TV-RADIO:** Final 12 in "Canzionissima" from which winner will be announced January 7 are: (modern) "Romantica," "Serenata a Margellina," "Libero," "Love in Portofino," "Quando Vien La Sera," "Malatia"; (old-timers) "Adagio Sogni di Gloria," "Come Le Rose," "Violino Tzigano," "Portam Tante Rose," "Torna," "Na Sera d Maggio." . . . "Moderato Swing"

began a new TV series on day after Christmas with Marino Barreto, Johnny Dorelli, Ugo Calise and Paola Orlandi as initial guests. . . . Three-point New Year's Eve pick-up in Italy featured Arturo Testa, Umberto Bindi, the Brutes and Peppino di Capri. . . . Wilma DeAngelis and Nicola Arigliano have received awards for best radio program of 1960, "Best Songs of Olden Times." . . . Nunzio Rotondo has been signed for a new series of half-hour pop TV shows.

**TRAVELERS:** Johnny Desmond back on the set of "The Caribbean Hawk" after a three-day American trip to record TV commercials. He has also done the songs for another Italian film, "The Keeper." His plans here include starting his own recording company. . . . CGD's Giuseppe Giannini off for American musical centers on January 7 to deal with music and recording personalities. He will be gone three weeks. . . . The Captains are back in Italy after a tour of Lebanon, Iran and Egypt, all centers where Italian combos dominate the scene. . . . Peggy Lee is booked for Rome and Milan in a tour which includes London, Brussels and Berlin. . . . Connie Francis is expected here for concerts after her March 5 date in London.

**ATTRACTIONS:** The International Music Salon at Rome's Permindex has proved to be hit of the year. It will be an annual event in future with more foreign participation.

**RECORDINGS:** Galleria Del Corso (named after Milan's Tin Pan Alley) is label of new firm set up by Ladislao Sugar and Teddy Reno. . . . Johnny Dorelli's "Letter to Pinocchio" is heading toward the 200,000 mark in sales with holiday boost. . . . Paul Anka is topping Italian lists with "Dove Sei" (Where Are You?) which he recorded in Italian on Columbia label. . . . Voce del Padrone has issued both "The Best of Nat King Cole" and "The Best of Frank Sinatra," both big sellers in Italy. . . . Joe Sentieri's first for Ricordi is "Today I Saw You" and "Before You," both in Italian.

**PUBLICATIONS:** Bideri of Naples has just published "Concertino Napoletano," edited by Giovanni Sarno, a glossary of Neapolitan songs. Graz, lots!

## DANISH Newsnotes

By TED WOLFRAM  
Care of American Express, Copenhagen

A new work by Danish jazz composer, Niels Viggo Bentzon, was offered in a concert at the Odd Fellows Palace, December 28, presented by Gosta Schwark, as impressario and "angel," and Ib Glindemann, whose 14-piece jazz orchestra was chosen by Harry Belafonte for his concerts here. Erik Mossheim's Trio and John Lund's Octet also played. While the concert was dubbed "Jazz for Every Taste," its main feature was the first performance of Bentzon's "Monkton Blues," with the com-

poser at the piano, backed by Glindemann's band.

**SILENT NIGHT:** Hibernation is not quite the right word, but Copenhagen during most of Christmas week resembles Wall Street on a Sunday. Majority of its residents spend the week in the towns from which they came, and few tourists are in evidence, as amusements are few until New Year's Eve, when night life gets going again.

**IN PERSON:** Few recording stars were in evidence excepting those taking part in various big Christmas charity concerts and shows. Svend Asmussen, of the

## Verve Offers LP Discount

HOLLYWOOD — Verve Records is launching its "61 Prep Plan" during January as a month-long restocking program aimed at replenishing depleted inventory. The label will offer a 15 per cent discount on its entire catalog of more than 800 LP's (stereo and monaural). The program goes into effect January 1 and closes the 31st of the month.

## VICTOR PRICES STEREO ACTIONS

NEW YORK — RCA Victor's Stereo Action line (The Billboard, Dec. 26) will be priced at \$5.98. All of the albums released in the series will be in stereo, and the disks will be packaged in deluxe boxes, with separate liner notes.

## GERMAN Newsnotes

By JIMMY JUNGERMANN  
Producer, Bayerischer Rundfunk, Munich

Elvis Presley's "Wooden Heart" recording is still at the top all over Germany.

**FILM MUSIC:** Polydor and Constantin had a reception for Peter Alexander to mark the opening of another remake: the film-musical "The White Horse Inn." There are three new LP's of the pic on the market.

**TO THE U. S.:** Lolita got an invitation to tour the States for six weeks. And Bert ("Wonderland by Night") Kaempfert will visit New York.

**RECORDING SESSION:** Polydor recorded an LP in Berlin featuring "Toots" Thielemann and the strings by Kurt Edelhagen. The disk is scheduled for next spring.

**VISIT-OUT:** Helmut Zacharias will conduct a concert in Bilbao, Spain, featuring an orchestra of 90 and a choir of 40. . . . Singing group, the Espanoles, left Germany for a visit in Greece.

**HONORS:** These records (among others) got the Grand Prix Du Disque 1960-1961 from the Academie Du Disque Francais: Josef Keilberth's "Der Freischuetz" starring Elisabeth Grummer, Lisa Otto, Rudolf Schock, and Gottlieb Frick; Thomas Beecham's "Carmen" set with Victoria de los Angeles and Nicolai Gedda; Gilbert Becaud, the Camerata Instrumentale.

**LEGIT:** Most popular operetta in Germany in the theater season 1959-1960 was "The Fledermaus" again. It played 725 times in 32 theaters.

**NEW RELEASES:** Warner Bros. issued an EP of Ira Iron-

"the BIG ONE for '61"

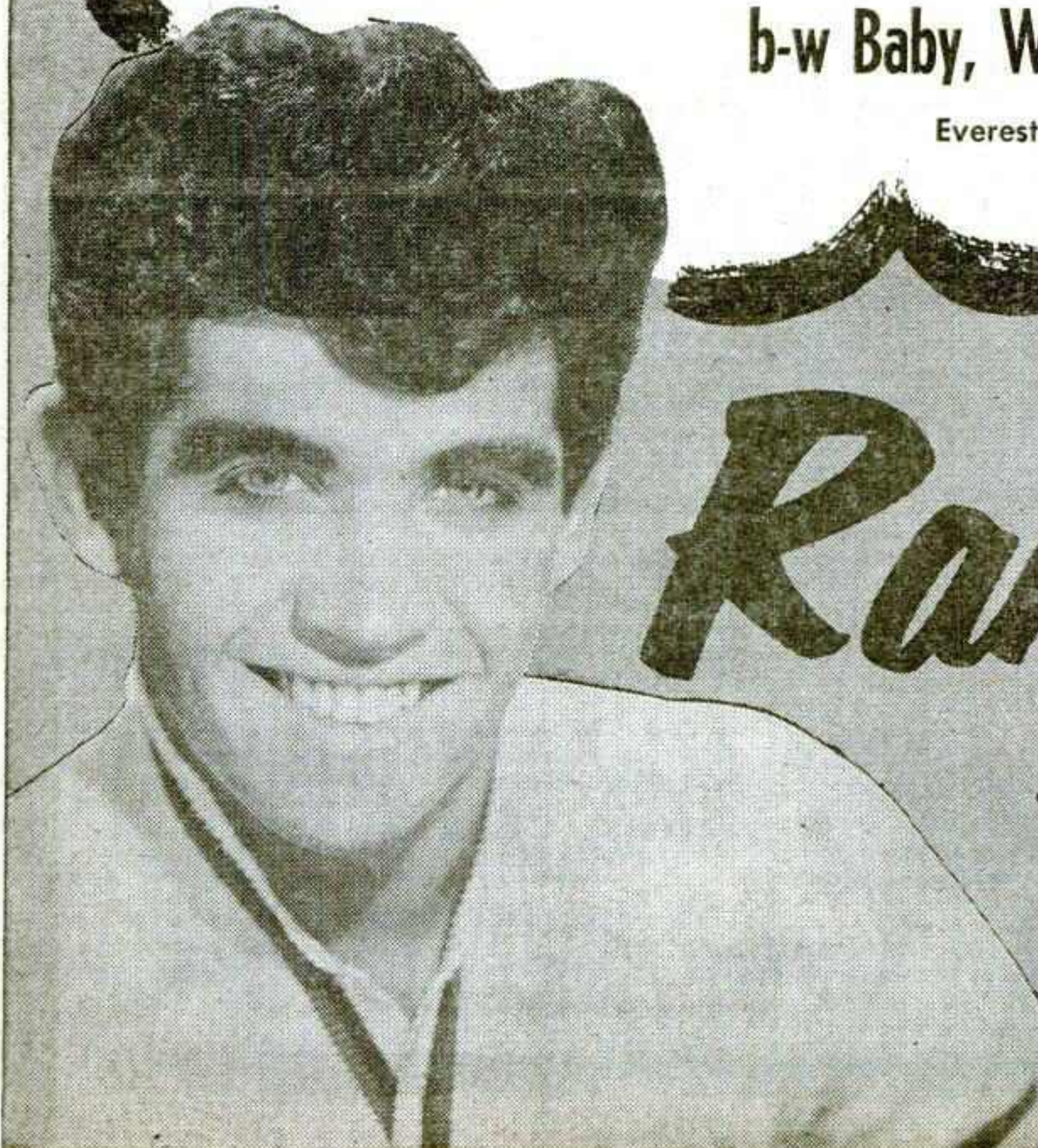
DID YOU  
EVER SEE  
A DREAM  
WALKING



b-w Baby, Where You Are

Everest #19398

Randy Lee



EVEREST RECORDS

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## Roulette Wins Suit Against Canadian-Am.

NEW YORK — Roulette Records has won its suit against Canadian-American Records Ltd.

The suit was filed earlier this year by Roulette, charging that the Canadian-American sound track album of "Murder Inc.," which featured Sarah Vaughan's voice, and her photo on the cover, was an infringement of the label's exclusive contract with Miss Vaughan. A temporary injunction was granted a few months ago which restrained the defendants from any further manufacturing and marketing of the album.

Last week, Judge Abraham D. Levy, in the New York Supreme Court, awarded Roulette the decision by enjoining the defendants from making any albums with Miss Vaughan's likeness on the cover or her voice on the album.

## Welk Album Due From Dot

HOLLYWOOD — Dot Records will issue a Lawrence Welk "Calcutta" album (to cash in on the market created by his strong-selling single). According to Dot President Randy Wood, the label will hit the market with 200,000 copies of the album, scheduled for release December 30.

Wood further added that he placed an additional pressing order for "Calcutta" singles last week which will hit the million pressing mark for the single. If the sales curve continues upward, this will be Welk's first hit single, indicating he may be creating a following in the teen-age set.

Roulette was also awarded damages of \$8,800 to cover their loss on albums distributed prior to the court action and decision.

## JACK'S CHOICE FOR INAUGURAL: CLASSICAL FARE

WASHINGTON — President-Elect John F. Kennedy has chosen a classical concert program for the 1962 Inaugural Concert, according to the 1961 Inaugural Committee.

The concert, one of the few musical functions of inaugural activities, has been part of inaugurations since Washington's time. The one to be held January 19 in Washington's Constitution Hall, will feature Howard Mitchell and the National Symphony Orchestra, violin soloist Mischa Elman, pianist Earl Wild, and the Georgetown and Howard University Male Choruses.

Four programs were submitted to the President-Elect by Howard Mitchell. The program chosen emphasizes American music and composers. John La Montaine, young American composer and Pulitzer Prize winner, has been commissioned to write an orchestral overture to begin the concert.

In attendance will be President-Elect and Mrs. Kennedy, Vice-President-Elect and Mrs. Lyndon B. Johnson, former President and Mrs. Harry S. Truman, Mrs. Woodrow Wilson, Mrs. Eleanor Roosevelt, members of the new cabinet, Maria Callas and Mort Sahl, among others.

## Bess Music in Copy't Action

NEW YORK — Bess Music Inc. filed suit in federal court against Consolidated Music Publishers Inc. for alleged infringement of the copyright, "Today I Sing the Blues." The suit seeks an injunction, an accounting and a declaration that plaintiff is the rightful owner of the publishing and recording rights.

According to the complaint, prior to October 1947, Curtis Lewis and Curley Hamner wrote the tune and assigned their rights to Medallion Music Corporation, who assigned to plaintiff in 1952.

The complaint charges that in or about the past year defendant has published the tune and li-

## M-G-M Gives Singles Line January Hypo

NEW YORK—M-G-M Records kicks off the new year with a heavy emphasis on singles, with the home sales force consisting of sales chief Leon Schachere, Sol Greenberg and Harry Anger all hitting the road on selling tours.

The label currently has two new singles both of which are moving up on the charts. Joni James with her vocal version of the hit "Last Date," titled "My Last Date With You," shows in the 69 slot, while Conway Twitty hit the Hot 100 for the first week with "C'est Si Bon," in the 72 position.

Meanwhile, the label is about to release two new singles, including Connie Francis' "Where the Boys Are," and David Rose's instrumental of the theme music from "Cimarron." Both are pic tunes. In the new talent area, the label has signed singer Michael Allen and composer, arranger, conductor, Malcolm Dodds.

## Two London Promos Going On Packages

NEW YORK—London Records has kicked off two separate special promotion efforts on package merchandise, effective at once. A story in last week's Billboard erroneously indicated that only one program was under way.

A program designated as SP-61 contains such features as an extra 10 per cent discount on the general London catalog, with dated billing and local advertising allowances. The second of the two deals is designated "Surplus Stereo Stock Program" and refers to a special half price plan on 66 selected stereo albums from the catalog. Lee Hartstone, vice-president of London Records, stressed that the two are entirely separate programs.

censed the recording rights without the consent of the plaintiffs. The complaint charged that defendants have claimed they own the publishing and recording rights and the right to license others. That assertion is false and erroneous, the complaint charges.

## JACK CRAWFORD, RECORDING VET, FETED BY RCA

NEW YORK — The Sky Garden Room of the St. Moritz Hotel was the festive scene of a retirement banquet for RCA Victor recording engineer Jack Crawford this past Thursday (29).

Crawford, who has also marked 45 years with RCA, started with the company in 1915. During his tenure with Victor, he has held the positions of sapphire grinder, recording technician and has been a recording engineer since 1940. He has waxed such fabled names as Wanda Landowska, Heifetz, Horowitz, Van Cliburn and Artur Rubinstein.

Rubinstein and his wife, Arthur Fiedler and a number of other top recording names were in attendance at the special banquet which was emceed by recording manager Don Richter. Among the speakers at the occasion were George Marek, vice-president and general manager; Norman Racusin, vice-president and operations manager, and W. W. Bullock, vice-president, business affairs.

## Roulette Buys Coast Disks

NEW YORK — Roulette Records has purchased two West Coast masters last week—"Till the End of Time" by Miles and Andrew on the Play label, and "Teen Bride" by the Coachmen on Iona.

The masters will retain their respective labels but will be distributed nationally by Roulette. Miles and Andrew are currently appearing at the United Artists Theater in Los Angeles with deejay Alan Freed's (KDAY, Hollywood) new stageshow.

On the international scene, Roulette's foreign operations manager, Donald Singer, reports that Roulette and its Tico subsidiary will henceforth be handled exclusively in Italy by G. Ricordi. Roulette has also renewed its contract with Polydisc of Athens, for manufacture and distribution of its product in Greece.

# WHAM-MAK-A-BOO!



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THE NEW BILLBOARD IS COMING NEXT WEEK . . .

January 9, 1961

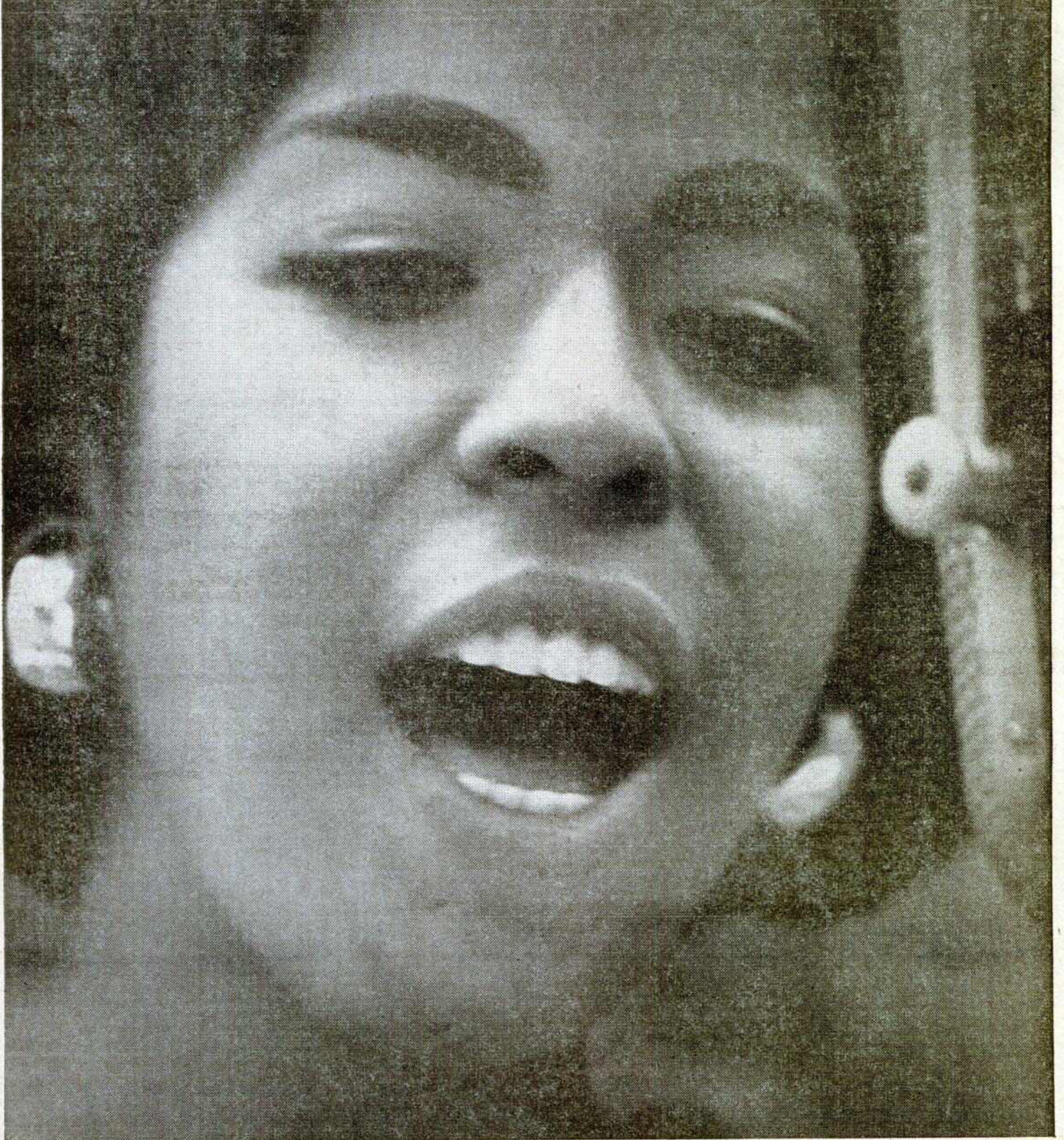
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**"I DON'T KNOW WHY"**

**CLARENCE (frogman)**

**HENRY** ARGO 5378



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**BO DIDDLEY**

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**"AT LAST"**

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**"SPOONFUL"**

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**Cap Issues 34**

• Continued from page 3

fering in January devotes only one package to instrumental music (Carmen Dragon) with the remainder going to opera. Release is highlighted by a complete "Madame Butterfly" recording featuring the late Jussi Bjoerling. In addition, the label is issuing a single LP "Highlights" version of the complete Bjoerling "Butterfly," plus Volume I in the projected three-album series, "The Beloved Bjoerling." Thus, a full half of the label's January long-hair product is devoted to the late tenor. Remaining two LP's are "highlight" versions of previously issued complete "Faust" and "La Traviata" recordings.

**Angel Sets**

Similarly, opera grabs the limelight of Angel's share of the release with a complete recording of "Marriage of Figaro" featuring Elisabeth Schwarzkopf. Other albums include soprano Anna Moffo in a set of selected arias, and a package by the Oberkirchen Children's Choir. Release includes pianist Claudio Arrau's recording of the Beethoven Emperor Concerto, the fourth Beethoven Concerto he has recorded for the label in his projected series of the complete five concerti. Another opera-flavored LP features the Scots Guards' Regimental Band in a performance of opera overtures. Two of this month's three additions to Angel's "Great Recordings of the Century" series are similarly devoted to opera in re-issued recordings by baritone Mattia Battistini and Tito Schipa. Third features harpsichordist Wanda Landowska in an album of Scarlatti works.

**Liberty Launches**

• Continued from page 3

media. In addition, it will supply specially prepared "story line notes" to disk jockeys as suggested continuity copy on all the artists and albums in the release.

Merchandising aids will include browser box headers, display kits and other point-of-sale material for dealer use. The campaign will be sparked by distributor meetings to be held this week by the label's executives. Don Bohanan and Bud Dain will cover distributors in the East, Kenneth Revercomb in the Southwest, Joe Sadd in the Midwest, Bob Skaff for the South, and Don Blocker will cover the West Coast.

**Lanin Album**

• Continued from page 2

ception of the Lanin set, will be subject to a 10 per cent discount during January. All stereo sets will be subject to a 20 per cent discount. These discounts will be available to Epic distributors until January 31.

The same discount schedule will apply to all Perfect LP's. In addition, Epic is offering distributors a 10 per cent discount on all four-track tapes.

To back up the sales plan, Epic has conceived a number of merchandising aids for dealers. They include a mounted Lester Lanin counter card, ad mats, counter browser boxes, and easels of Epic and Perfect album products

**Columbia Bows**

• Continued from page 4

available among the classical selections for January.

Columbia has also signed and is issuing its first album by the Chico Hamilton Quintet; there are also sets by Andre Previn's trio and Dave Brubeck with singer Jimmy Rushing in its jazz release.

The two sound albums feature "100 Guitars," and "Les Grandes Chansons—Volume IV" with Jacqueline Francois.

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**YOU'RE THE BOSS**

b/w

**I'LL NEVER BE FREE**  
**2090**

Produced by Leiber & Stoller

**SURE 'NUFF**

b/w

**HERE HE COMES**

**Ruth Brown**

2088

Produced by Leiber & Stoller

!! NEW ARTIST !!

**Solomon Burke**  
**HOW MANY TIMES**

b/w

**KEEP THE MAGIC WORKING**

2089

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\*Translation: New York...Chicago...Baltimore...Detroit...Los Angeles...

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Exclusively on Columbia Records

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# AUDIO FIDELITY RECORDS

## IMPORTANT ANNOUNCEMENT!

### TO AF AUDIO FIDELITY RECORD DEALERS...

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Dealers, not Record Clubs, are our only sales outlet to the consumer.

*As of January 2, 1961, and just in time for your January selling, the following revisions in our Suggested List Prices will be in effect:*

	SUGGESTED LIST PRICES	
	CURRENTLY	NOW
ALL AFLP SERIES (Monaural).....	5.95	4.98
ALL AFSD SERIES (Stereo).....	6.95	5.95
ALL FCS SERIES (First Component Series).....	6.95	5.95

NOTE: SUGGESTED LIST PRICES ON DFM, DFS, PERSONALITY AND AUDIO RARITIES SERIES AND AUDIO FIDELITY STEREO MASTERTAPES REMAIN UNCHANGED.

## AND HERE IS THE MOST IMPORTANT NEWS FOR YOU!

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All the great songs from the new Lerner-Loewe musical! CAS/CAL-657.



Another Living Strings special! Lush Hawaiian favorites. CAS/CAL-661.



Original Cast Recording of this Broadway musical hit! CAL-621.



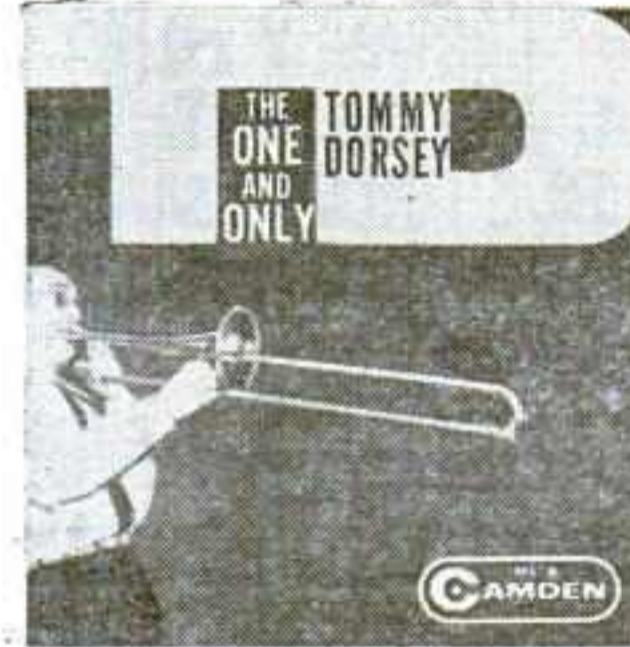
Anytime; My Darling, My Darling; other all-time favorites. CAL-585.



32 Berlin all-timers in a great, brim- ming dancers' set! CAS/CAL-652.



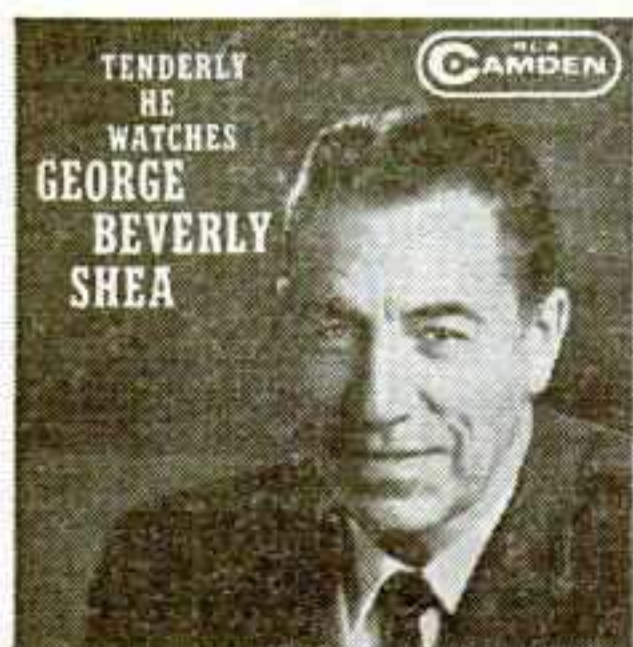
Songs, dances, jokes from a live minstrel show! CAS/CAL-651.



A Dorsey treasure chest! Vocals by Sinatra, others. CAL-650.



Canadian Sunset; Lisbon Antigua; Gigi; others. CAS-CAL-598.



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and Leroy Anderson's

**SLEIGH RIDE**

Both Widely Recorded

Leroy Anderson's

**BLUE TANGO**

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Bill Black & Combo on HI

**CORRINA CORRINA**

A Brand New Version

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Laurie Sisters on MGM

**I CAN'T GIVE YOU ANYTHING BUT LOVE**

Joni James on MGM

MILLS MUSIC, INC.

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on 20th FOX

**ALL YOU HEAR IS BEAUTY**

**How 1961 Disk Year Looks**

Continued from page 2

pated that the largest firms will continue to exert every effort to expand the disk market in other ways. One of the signposts along this line is RCA Victor's tie-up with The Reader's Digest — reported in several Billboard stories.

Possibly the area where there will be the biggest expansion will be the field of record distribution. It does not take much more than a glance at last year's increase in the number of distributors in major markets to predict that young record men with backing are finding the field of jobbing records more and more attractive. Almost a score of new distributors opened their doors in 1960, most of them helmed by young men untainted by the payola probes. Through hard work and energy, new distributors have emerged among the number two or three distributors in their towns, a substantial rise in a short time.

**Youngsters Arise**

As the record business has expanded on the label front, there has been a real need for new distributors. This need is also being filled by the setting up of new branches on the part of already established distributors. Cosnat, the country's largest distribution chain, expanded to the West Coast in 1960. Milt Salstone of M & S in Chicago set plans for a branch in Cleveland. Herb Cohen of Pittsburgh gave backing to new dis-

tributors in New York and Chicago.

As the number of distributors grows, the pressure on the one-stops grows too. Last year some of the key one-stops in the U. S. underwent reorganization. There is little doubt that the new distributors and the old distributors facing new competition will be even more active in 1961 in wooing the dealer and winning him back to distributors for his purchases.

From the dealer point of view, things may not get any better in 1961 but they are not expected to get any worse. In spite of the fact that discounting has increased rather than decreased, many dealers have not only learned to live with discounting but have even learned how to fight the discount stores with the same weapons. Even more, many dealers have discovered that when service is desired, the record shop with a full line of LP's in all fields, attractively displayed, can pull customers who just don't enjoy discount store shopping. Stereo records and percussion records, which usually have to be heard to be appreciated, have brought record buyers back to the legitimate retail disk store.

There will be more and more percussion and sound albums in 1961. It can be expected that eventually all albums will be "sound" albums, whether with orchestras or vocals. And it can also be expected that there will be more product issued than can be sold, most of which will wind up in discount stores as 99 cent LP sale items. Last year more records were sold in retail stores than in an year ever. If business stays on an even keel it can be safely estimated that dealer business will rise again in 1961.

**A. Kaminstein**

Continued from page 2

In recent years, Kaminstein supervised the copyright registry system set up in the Copyright Law. He also assisted in preparing the U. S. proposals for the Universal Copyright Convention and was adviser to the U. S. delegation at the Paris meeting in 1951, at

which the preliminary draft of the Convention was prepared. The Convention was signed in 1952 and ratified by the U. S. in 1954. This was the first time the U. S. became an adherent to a world-wide copyright treaty.

Kaminstein is a member of the New York Bar, the Federal Bar Association, and of various copyright committees of the American Bar Association.

**HI-I-I-I-I\***

\*Translation: Hi! I Dig the Baby Sounds on  
**BABY SITTIN' BOOGIE** by **BUZZ CLIFFORD**

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STORE-TESTED PROFIT POINTERS FOR DEALERS

## Junior Credit Plan Adds to Tape Sales

By ROBERT LATIMER

*Editor's Note: Last week credit plans set up by dealers with outside help were discussed. This week a credit plan, as instituted by a dealer himself, for teen-age and other junior customers is outlined.*

Tapping a "plus business" market made up of customers who buy \$200 tape recorders, have no trade-ins to offer and who seldom haggle over the price is the purpose of a Junior Credit System which has been developed at Lawson's, tape recorder and radio dealership in Phoenix, Ariz.

### Adult Contracts

As the credit plan functions, manager Morris Schneider makes no attempt to differentiate between junior customers and adults, so far as the time payment regulations or forms go. Instead, his young-adults (between 18 and 21) and teen-agers of high school age, are simply put on the same contract which adult customers use and make the same sort of payments. Each credit purchase is individually written up, with no particular limitations. The store doesn't demand adult co-signers such as has usually been the practice in developing such time payment plans in the past, nor is there anything other than the usual credit investigation.

"We built up this plan on the basis of complete trust in youngsters who come from families with good credit ratings," Schneider said. "If the parents have a reputation for paying their bills, the chances are that they have trained their youngsters the same way, and that we will not be running any risks whatsoever. The kids appreciate such trust, and will bend over backwards to make sure that every payment is made on time. Moreover, once they have successfully paid off a contract, they are much easier to sell on the next purchase."

The program is advertised in direct-mail catalogs, which Lawson's sends out to the tune of better than 20,000 a year, to Phoenix residents. A page in the catalog explains the Junior Credit System, pointing out that it isn't necessary for youngsters to pay cash for their purchases, that they may enjoy the same credit privileges as adults and that Lawson's has complete faith and trust in American youth. Pointing out that no co-signer is required makes the program particularly attractive, according to Schneider, who has found that the usual youngster wants to go it on his own where credit buying is concerned.

### Substantial Down Payment

Scores of tape recorders in the \$200-price bracket have been sold to teen-agers who very seldom have any trade-ins to complicate the issue and who are content to pay

## Zenith Debts New Stereo And TV Lines

NEW YORK—A Zenith showing for dealers here at the Barbi-zon-Plaza Hotel last week displayed 39 basic TV models and 19 new stereo phonos in its 1961 line.

Besides stylistic changes of one kind and another, the company unveiled two new features in its line: a "Gold Video Guard" TV tuner and a "Stereo Professional" automatic record changer.

The "Stereo Professional" changer is available in six of the company's console phonos and one of its TV-radio-phonos combinations. It plays four-speeds, is rubber mounted and has a 45 r.p.m. spindle built into the turntable (see new products).

In addition the new changer *(Continued on page 34)*

the stipulated price, on a time-payment basis, rather than attempting to gain discounts with cash purchases, as is usually the case. The store attempts to get a large enough down payment to make sure that the customer's interest is sincere, and can depend upon clock-like regularity in payments, week after week, thereafter. There have been only a few instances since the program began in which a youngster defaulted on even a single week's payment, and when he does, it is a certainty that he will double up on the next payment to keep his contract up to snuff. A close watch is kept on the accounts, and every attempt made to add on other items as soon as the contract is nearly paid out—such as accessories, a better recorder, a phonograph or radio.

Currently, the junior accounts amount to around 15 per cent of the total credit business done by Lawson's, which has two stores in Phoenix. Schneider has every reason to expect that the percentage will rise to 20 per cent in the near future, as the juvenile traffic rolls in, propelled by enthusiastic word-of-mouth between teen-agers and even by teachers, who frequently discuss credit buying with their students. Not only is this "plus business" at the moment, but it is also a link between teen-agers and young adults which is likely to develop into long-term pleasant relationships in the future. It is conspicuous in everyday dealing with such customers that they are often making their first visit to a credit plan rather than by any other single feature.

### Plan Is Good Training

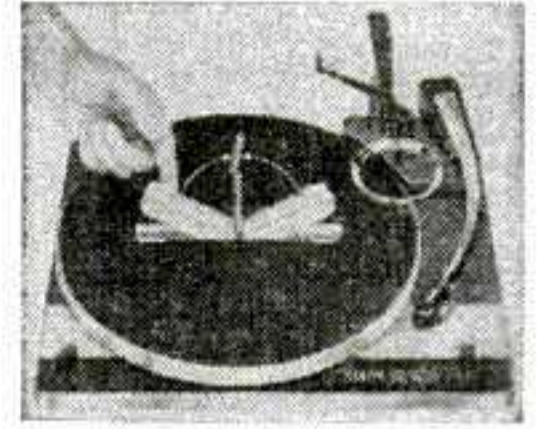
Naturally, there are a few bad apples in every barrel—but these amount to only 1 per cent or so of the total of juvenile credit sales. When a youngster does not measure up to his obligations the store simply calls the parents and diplomatically suggests that the item be returned, with no further attempt at collecting payments. Parents usually comply or make up the rest of the payments themselves.

Another element in juvenile credit has been the fact that parents have deliberately brought their sons and daughters in with the suggestion that they open an account as good training for the business world later on. There have been dozens of such instances in both Lawson stores in which a customer who already had an established account has started separate accounts for one or two children, with no co-signing, no parental supervision whatsoever.

## NEW AUDIO PRODUCTS

### Turntable Has 45 Spindle

One feature of the new Zenith Stereo line (see separate story this issue) is the inclusion of a home console record changer that has a plastic encased 45 r.p.m. spindle which is built into the turntable of its new changer and pops up when needed. Other features of the new changer are an oversized turntable, improved "cobra" custom arm, and the use of rubber to separate and "float"



the components of the changer for quieter running.

### Dealer Battery Display

A transistor radio battery merchandiser has been devised by the Union Carbide and Carbon consumer products division for the display and sale of its Eveready battery types. Included in the merchandiser are five of the fastest-selling Eveready products which are applicable for use in 95 per cent of all transistor radio requirements. The display unit has a transparent front and a label on each of the drawers gives the battery number, National Electronic Distributor Association number and interchangeable stock numbers. With the pack comes an assortment of streamers, envelope stuffers and line catalog of radio batteries. The merchandiser with the batteries sells for \$17.98.

### Hi-Fi, Stereo on the Move

The George Koch and Sons Company of Evansville, Ind. has come up with a gadget that will certainly get your stereo sets on the move. The firm has a new caster-wheeled cart that makes stereo and hi-fi more mobile. The cart has a built-in record rack for 100 large albums and the set is of an all-welded construction, 27 inches high, 24 inches long and 19 inches wide. The suggested list price is \$35.

### Stereo Tape Consoles

The "Robertina" is the name of the new stereo tape console being offered by the Roberts Electronics Corporation of Los Angeles. The set retails for about \$1,095 and features a four-speaker, non-directional system with separate AM-FM tuner. The set comes in a solid Danish walnut cabinet.

### FM-AM Stereo Receiver

The Fisher Radio Corporation has added a new stereo receiver which will be designated Model 500S and which has 22½ watts per channel. The set, which has a total of some 20 controls, is designed to sell for \$349.50 retail.

## AUDIO NEWS BRIEFS

The Stromberg - Carlson Consumer Products Division has announced that Robert W. Pemberton is its new regional sales manager for the Midwest territory. ... Robert M. Carstens has been promoted to the post of assistant sales manager for the Zenith Sales Corporation's international division. ... Palmer M. Craig has been appointed to the job of heading up the Philco Corporation's Palo Alto, Calif., development laboratories. Prior to his new assignment, Craig was in the consumer products branch of the firm.

Telectro has appointed the Sampson Company of Chicago as its Northern Illinois franchised distributor of tape recorders. ... The board of directors of the Collins Radio Corporation has elected John B. Tuthill and W. W. Roodhouse to vice-president of finance and vice-president of administration, respectively. ... The Andrea Radio Corporation has announced Christmas bonuses of five, four and three per cent for their employees. ... Pacconis to head up its district sales office in the New York Metropolitan area.

A. H. Center has rejoined the Motorola Corporation as vice-president in charge of public relations. He returns from the Leo Burnett advertising agency where he held the same post. Center had been director of public relations with Motorola from 1952-1959. ... Two Midwest representatives have been appointed by the Ferrodynamic

Corporation. The Paul Kurtz Company in Detroit and the John M. Anderson firm in Minneapolis are the new reps. ... Sylvania Home Electronics has appointed two new sales vice-presidents: George T. Stewart in the East and Austin J. White in the Midwest.

### Arvin to Clip Model Prices

COLUMBUS, Ind. — Three 1961 transistor portable models to be introduced by Arvin Industries at the Chicago Housewares Show, January 16, will bear impressive price reductions. Due, the company says, to cost saving manufacturing techniques, a six-transistor, and two seven-transistor portables will carry price tags that are from 28 to 37 per cent lower than comparable 1960 models.

A six-transistor miniature will be retail-priced at \$24.95 which is \$15 less than a comparable 1960 model which retails at \$39.95. In addition, the two seven-transistor sets have been reduced to \$29.95 and \$34.95, respectively.

The price line will be held, however, on the rest of the company's new line. This includes a short-wave, three-band portable that has a built-in log book that will continue in the \$100 category.

## MONO PHONO SALES \$\$ HOLD TO RISING TREND

WASHINGTON — The retail sales of monaural phonographs, which had been languishing somewhat during the summer months, continued an upward trend in the month of October according to statistics released this week by the Electronics Industries Association. The monthly total was the best since January and continued the sales recoup begun the month before. On the stereo side of the picture, October ranks third following January and February, and this, too, shows a good upward movement from the year's low set in May.

At the factory, October mono sales\* stood as the year's second high—some 2,000 less than the high established in September. The stereo factory sales figure of almost 392,000 topped all previous monthly highs for 1960. All stereo year - to - date figures were well ahead of 1959, but mono figures, while showing some improvement, still lagged behind the 1959 statistics.

These are the statistics as reported by the EIA's Marketing Data Department:

### Retail Sales

	Monaural	Stereo
October	126,807	272,101
September	115,863	264,636
August	79,364	257,581
July	58,787	180,949
June	44,925	165,339
May	39,734	141,080
April	41,503	152,141
March	61,249	249,497
February	102,063	347,860
January	150,688	368,964
Year-to-date 1960	820,983	2,400,148
Year-to-date 1959	1,239,374	1,682,900

### Factory Sales

	Monaural	Stereo
October	143,160	391,821
September	146,997	384,289
August	109,321	307,517
July	70,992	222,559
June	69,293	198,407
May	36,793	146,176
April	30,962	142,409
March	63,264	242,523
February	92,649	324,666
January	118,400	341,329
Year-to-date 1960	881,831	2,701,696
Year-to-date 1959	945,328	2,172,510

**BREAKING INTO '61  
WITH A REPEAT HIT**

**Herald  
RECORDS**

**MAURICE WILLIAMS**

AND THE ZODIACS

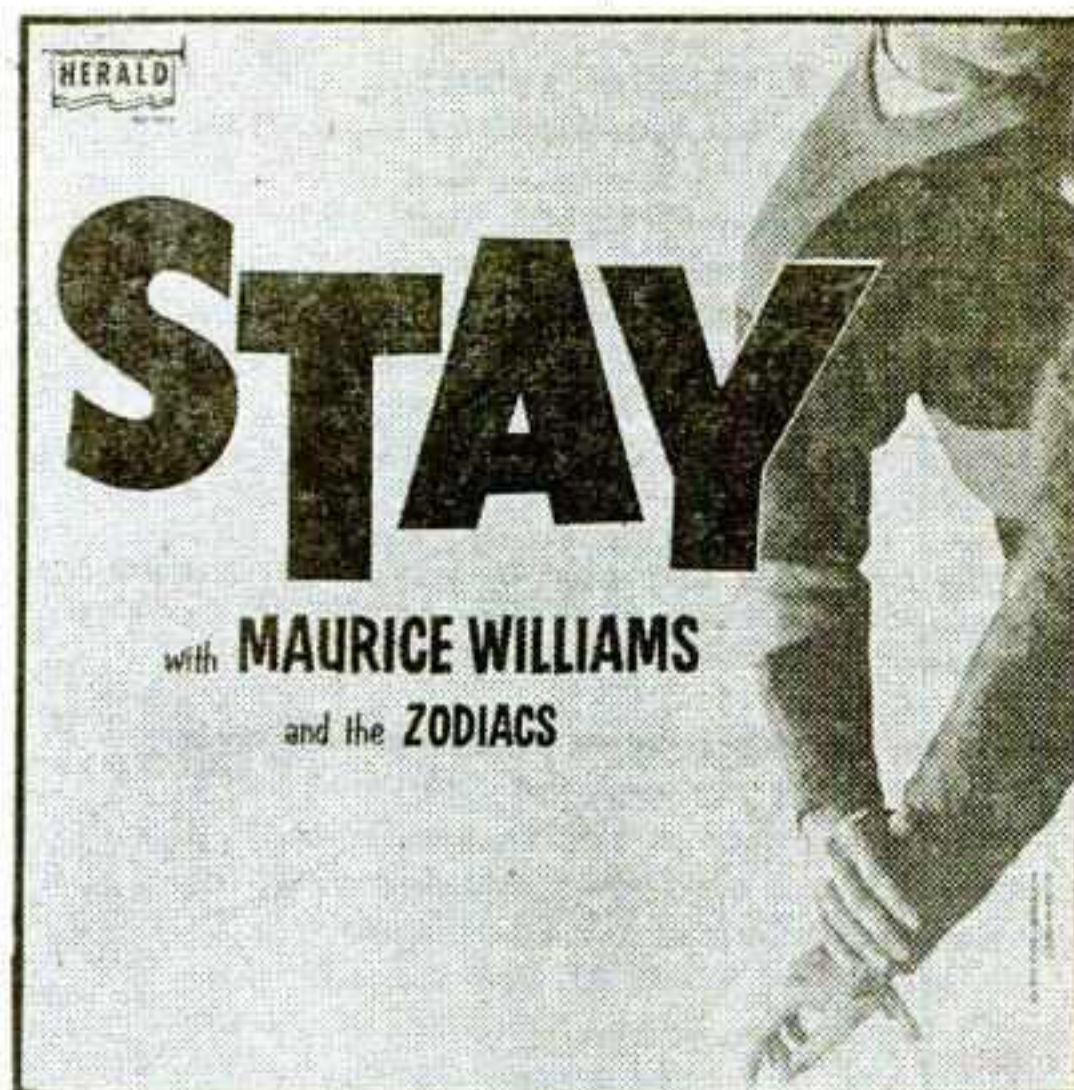
*With His* **SMASH FOLLOW-UP TO "STAY"!**

**"I REMEMBER" and "ALWAYS"**

Herald 556

*and* **HERE'S HIS HIT ALBUM**

**MAURICE  
WILLIAMS**



Including **STAY • ALWAYS • I REMEMBER**

**I GOT A WOMAN • BUT NOT FOR ME  
and 9 others**

**ORDER NOW . . .** HERALD HLP 1014  
Suggested List \$3.98

Heading for the Charts  
and Breaking Big in Philadelphia, Detroit, N. Y. C.,  
Cleveland, Washington, Albany and Norfolk.

**"WHAT BROUGHT US TOGETHER"**  
by **The Edsels**

**TAMMY 1010**  
Distributed Nationally by Ember

A Happy, Healthy  
and Prosperous  
New Year to  
All Our Friends  
in the  
Industry.

*Al Silver*  
President  
Herald-Ember Records





# The Four Preps

With the first vocal rendition of the smash hit...

# "CALCUTTA"

Record No. 4508

Available Now on



# 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.

**CAMELOT:** Ormadel and the Starlight Symphony Orchestra offer a light-hearted and pleasant instrumental treatment of 11 tunes from the musical hit by Lerner and Lowe. This is the same team that gave us My Fair Lady, Brigadoon, Paint Your Wagon and the movie, Gigi. Some of the standouts in lush score are the lovely Follow Me and If I Ever Would Leave You.

**PAUL EVANS,** 22-year-old chartmaker from Jamaica, Queens, has switched from the subsid Guaranteed to the Carlton label for his latest release I Love To Make Love To You b-w Show Folk. Paul also plays guitar, drums, piano and composes, plus repairing hi-fi sets as a hobby.

**BRENDA LEE,** born on December 11, 1944 in Atlanta, Ga., made her first appearance at the age of five in an amateur contest. The petite Miss Lee began her road to popularity with her first appearance on ABC TV's "Ozark Jubilee" where she impressed audiences with her vivacious personality. Thereafter she became a "regular" on the Jubilee in addition to many other guest spots on other TV network shows. Her latest Decca release Emotions b-w I'm Learning About Love earned a Billboard Spotlight. Some of Miss Lee's earlier hits were Jambalaya, One Step At A Time, Sweet Nothin's and her Rockin' Round The Christmas Tree is currently riding high on the charts.

**JOHNNY TILLOTSON,** Cadence disk star, was born on April 20, 1939 in Jackson, Florida. He attended high school in Palatka, Florida, where he was a singer with the high school band. Tillotson's first professional appearance was a TV guest shot on the local "Toby Dowdy Show." Johnny was so well received he was signed to a regular contract. His "big break" came when Lee Rosenberg, owner of the Southern Belle Music Company heard him sing on a Pet Milk talent contest in Nashville. She arranged an audition for him with Archie Bleyer, Cadence prexy, who signed Johnny to the label. His current hit Poetry In Motion is still high on the charts while his latest release Jimmy's Girl received a Billboard Spotlight.

**WEBB PIERCE,** one of Decca's top c.&w. artists, was born on a farm near West Monroe, La., some 30 odd years ago. Since then he has had more than 30 hit songs in a row and his most recent release There's More Pretty Girls Than One b-w Let Forgiveness In rated a Billboard Spotlight. Webb also had his version of Fallen Idol high on the Country & Western charts. His big hits at Decca include: I'm In The Jailhouse Now, Back Street Affair, Slowly, Even Those, More And More, There Stands The Glass, I'm Tired and Honky Tonk Song.

**LAWRENCE WELK,** the Champagne Maestro from North Dakota, has just released his latest Dot album Calcutta. The single of the same name, taken from the album, merited a Star Per-

former this week for its rapid rise on the Hot 100.

**KITTY WELLS,** a name synonymous with c.&w. hits, has earned another Billboard Spotlight for her latest Decca release Fickle Fun b-w The Other Cheek. Since signing with Decca in 1952, Miss Wells, who is Mrs. Johnny Wright in private life, has had a continuous flow of hits. Among her biggest were: Paying For A Back Street Affair, I'll Always Be Your Fraulein, Searching, Repenting, Making Believe, I Can't Stop Loving You, Change Of Heart and her never to be forgotten answer song to Hank Thompson's Wild Side Of Life—It Wasn't God Who Made Honky Tonk Angels.

**JUSTIN WILSON,** whose Ember album The Humorous World of Justin Wilson deals hilariously with the dialect of the Cajun people of Louisiana. These are the same Cajun people whose persecution and flight from Nova Scotia is immortalized in Longfellow's "Evangeline."

**WILDCAT:** The original cast album of the "all ball" Broadway musical is now available on RCA Victor. The album features Miss Ball, Keith Andes, Don Tompkins, Paula Stewart singing the spirited score that received warm superlatives from the critics. The package includes such songs as Hey, Look

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

Me Over, You're A Liar, Give A Little Whistle, Tall Hope and the show stopping El Sombrero.

**AM I BLUSHING:** Last week's Discourse carried a piece on Ray Charles. Everything came out ok, except we listed "his moving rendition of Georgia On My Mind" as being on the Atlantic label. Everybody knows it's an ABC-Paramount record. Sorry. Stupid typewriter!

**BIRTHDAYS OF THE WEEK:**  
Jan. 2, Julius La Rosa, Arthur Prysock, Jan. 3, Maxine Andrews, Victor Borge, Ray Milland, Jan. 4, Slim Gaillard, Noro Morales, Jan. 5, Lindsay Crosby, Jan. 6, Earl Scruggs and Paul Wilson of the Flamingos.

Happy New Year.

Johnny McCann.

## MUSIC AS WRITTEN

Continued from page 16

sessions will be Stuart Woodruff (East), Dick Tobin (South), Bob Summers (Midwest), and Fran Howell (West).

You can expect an announcement from Dot Records that it has passed the \$12,000,000 sales mark during 1960. Inside sources claim announcement will show that Dot has had its biggest year to date, going above last year's figure by almost 50 per cent.

**TALENT TOPICS:** The Modernaires will open at San Francisco's Fairmont Hotel January 19 after closing their run at Harrah's Club at Lake Tahoe. . . . Jerry Fielding went to New York to arrange and conduct a Coral album session with Teresa Brewer.

Sam Cooke signed London's Sil Silman and Melbourne's Jack Argent to serve as his music publishing associates and reps on the foreign market. The RCA Victor artist owns two publishing firms which publish his original songs. . . . Liberty's Bobby Vee starts a two-week one-nighter tour at Washington's Howard Theater. He will also appear in Pittsburgh, Baltimore, New York, Hartford, Providence, Boston, Buffalo, and Schenectady.

Bob Marcucci and Russ Faith penned "You're Only Young Once" for Fabian to warble in Paramount's "Love in a Goldfish Bowl" film which co-stars Fabian and Tommy Sands. . . . Decca's Brenda Lee, heading a teen-age vocal troupe, set house records, it is claimed, at Honolulu's Civic Auditorium. Sixteen-year-old songstress reportedly grossed \$497,000 during her recent month-long tour of 36 Eastern and Midwestern cities prior to heading for Hawaii. Troupe is managed by Dub Allbritten, and includes vocalist Bob Beckham and vocal-instrumental group, the Casuels. Lee Zhito.

### Pittsburgh

**MANUFACTURER NEWS:** Nick Albarano, Capitol Records branch manager in Pittsburgh, and his operation manager, Dick McMorrow, will be in Philadelphia January 5 and 6 to attend a regional meeting.

Nat King Cole, whose musical "I'm With You" perished in Detroit the week before it was to have played the Nixon Theater here, has been booked into the Rose Calderone Twin Coaches nightclub, the week of January 30. After his Pittsburgh club date, Cole is expected to resume work on his play with an eye to bringing it to Broadway next month.

The Alex North sound track album of "Spartacus" for Decca is a hot-selling item throughout this area, reflecting the popularity of the U-I movie, now on a roadshow basis at the Nixon Theater. . . . Nina Simone, whose Colpix LP, "Nina at Newport" is doing well here in addition to her single, "Trouble in Mind," will make her debut in this area January 14 at a Carnegie Music Hall concert. Bob Newhart is also scheduled for his first date locally in February.

**TALENT TOPICS:** Lillian Briggs had to cancel out of her Holiday House club date next week when Jerry Lewis picked up his option on her for another week, so Betty Reilly gets the date. The Holiday House, catering to more and more record names, has lined up Carmen Cavallaro, January 12; Connie Francis, February 3; Eydie Gorme and Paul Anka, dates not definite as yet. . . . Walter Brown of the Joe Hiller booking office set Tommy Leonetti into the 176 Lounge, Warren, Ohio, January 6 and 7.

Nick Lomakin, who operates three Downtown music stores, moves into the Penn-Sheraton's swank Riverboat Room on January 2, replacing Muggsy Spanier. . . . "Yes, I'm Lonesome Tonight," by Dodie Stevens and Lawrence Welk's "Calcutta" are continuing great for Dot Records here, according to branch manager Bob Vogel. . . . The Miracles have a lusty one breaking big here in "Shop Around" on the Tamla label, reports Glenn Miller of Bill Larence Distributors. Leonard Mendlowitz.

### Toronto

**MANUFACTURER NEWS:** Quality's Toronto manager Fred Clayton realized dealers were just too busy to talk with his salesmen the week before Christmas, and ordered the salesmen into the stores to help with sales and push Quality material for the whole week. . . . Lee Farley, Bill Kearns and George Struth of the Quality executive level were in Chicago for Mercury sales meetings. . . . Robert Pampe, managing director of Columbia Records of Canada Ltd., Canadian director-at-large of the Country Music Association, is planning a drive to enlist more Canadian members for the association. He feels that deejays who program country music would like to become members of the association. He also points out that Canada's two top TV programs, "Country Hoe-down" and the Don Messer Show are country shows. . . . Clair-tone, manufacturers of hi-fidelity equipment in Canada, has been using the Sparton-distributed Command album of "Roman Guitars" to demonstrate its equipment. . . . Phil Anderson of Arc Sound claims he was unable to keep 101 Years of Great Music on Somers set in stock before Christmas. . . . Columbia Records' original cast recording of "Camelot" was in the stores just two days before Christmas.

**TALENT TOPICS:** CBS carried on a TV network interview with Harry Belafonte about his start in show business, his social and political beliefs, his ambitions and his views on racial problems in the United States. . . . The Canadian Music Publishers Association re-elected Wilfred Croombs its chairman for 1961; he's Toronto manager for Boosey and Hawkes. John Bird of Gordon V. Thompson was elected vice-chairman, while members of the executive committee are Bruno Apollonio of Ricordi, Freda Ferguson of Oxford University Press, F. C. Moogk of Waterloo Music Company Ltd. J. G. Stanford continues as secretary of

(Continued on page 37)

## 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

#### DID YOU EVER SEE A DREAM WALKING—

Randy Lee . . . . . Everest

I LOVE TO MAKE LOVE TO YOU—Paul Evans . . . . . Carlton

THE MOST BEAUTIFUL WORDS—Della Reese . . . . . RCA Victor

### ALBUMS

#### CAMELOT—

Ormadel and the Starlight Symphony Orchestra . . . . . M-G-M

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

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

# Dot® RECORDS

*presents*

**ANOTHER  
GOLDEN  
RECORD BY**

# BILLY VAUGHN

**and his orchestra**



# "WHEELS"

## "ORANGE BLOSSOM SPECIAL"

**#16174**



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

FOR WEEK ENDING JANUARY 8

# The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. G. I. BLUES Elvis Presley . . . . . RCA Victor LPM 2256	10
2		2. BUTTON-DOWN MIND OF BOB NEWHART . . . . . Warner Bros. W 1379	34
3		3. BUTTON-DOWN MIND STRIKES BACK Bob Newhart . . . . . Warner Bros. W 1393	8
4		5. STRING ALONG Kingston Trio . . . . . Capitol T 1407	21
5		4. NICE AND EASY Frank Sinatra . . . . . Capitol W 1417	20
6		6. SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II Assorted Artists . . . . . RCA Victor LM 6088	10
7		11. MUSIC FROM EXODUS, AND OTHER GREAT TUNES Mantovani . . . . . London LL 3231	3
8		7. THIS IS BRENDA Brenda Lee . . . . . Decca DL 4082	7
9		15. MERRY CHRISTMAS Bing Crosby/Andrews Sisters . . . . . Decca DL 8128	3
10		35. MERRY CHRISTMAS Johnny Mathis . . . . . Columbia CL 1195	2
11		— LAST MONTH OF THE YEAR Kingston Trio . . . . . Capitol T 1446	1
12		22. CHRISTMAS SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CL 1205	2
13		17. DARIN AT THE COPA Bobby Darin . . . . . Atco 122	12
14		8. SAY IT WITH MUSIC Ray Conniff . . . . . Columbia CL 1490	13
15		9. JOHNNY'S MOODS Johnny Mathis . . . . . Columbia CL 1526	2
16		37. LAST DATE Lawrence Welk . . . . . Dot DLP 3350	2
17		16. WEST SIDE STORY Original Cast . . . . . Columbia OL 5230	9
18		36. BRENDA LEE . . . . . Decca DL 4039	20
19		14. KNOCKERS UP Rusty Warren . . . . . Jubilee JLP 2029	9
20		— DATE WITH THE EVERLY BROTHERS . . . . . Warner Bros. W 1395	3

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		— WONDERLAND BY NIGHT Bert Kaempfert . . . . . Decca DL 4101	1
22		10. EDGE OF SHELLEY BERMAN . . . . . Verve MGV 15013	24
23		26. TWIST Chubby Checker . . . . . Parkway P 7001	9
24		— CHRISTMAS WITH CONNIFF Ray Conniff . . . . . Columbia CL 1390	1
25		18. GENIUS HITS THE ROAD Ray Charles . . . . . ABC-Paramount ABC 335	13
26		19. PAUL ANKA SINGS HIS BIG 15 . . . . . ABC-Paramount LP 323	27
27		— BELAFONTE RETURNS TO CARNEGIE HALL Harry Belafonte . . . . . RCA Victor LOC 6007	1
28		12. WILD IS LOVE Nat King Cole . . . . . Capitol WAK 1392	10
29		20. SOLD OUT Kingston Trio . . . . . Capitol T 1352	37
30		25. REJOICE DEAR HEARTS Brother Dave Gardner . . . . . RCA Victor LPM 2083	28
31		— BEN-HUR Rome Symphony Orch./Savina . . . . . M-G-M 1E1	36
32		38. CHRISTMAS MUSIC Mantovani . . . . . London LL 913	2
33		— ELVIS' CHRISTMAS ALBUM Elvis Presley . . . . . RCA Victor LPM 1951	1
34		29. KICK THY OWN SELF Brother Dave Gardner . . . . . RCA Victor LPM 2239	19
35		— ANKA AT THE COPA Paul Anka . . . . . ABC-Paramount ABC 353	2
36		33. IRMA LA DOUCE Original Cast . . . . . Columbia OL 5560	5
37		34. UNSINKABLE MOLLY BROWN Original Cast/Tammy Grimes . . . . . Capitol WAO 1509	2
38		— LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza/Enrico Caruso . . . . . RCA Victor LM 2393	26
39		23. MEMORIES SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CL 1542	8
40		39. MILLION DOLLARS' WORTH OF TWANG Duane Eddy . . . . . Jamie J 3014	2

## 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. THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	55
2		2. INSIDE SHELLEY BERMAN, Verve MGV 15003	89
3		6. SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. I, Assorted Artists, RCA Victor LM 6074	58
4		3. ENCORES OF GOLDEN HITS, Platters, Mercury MG 20472	43
5		7. MY FAIR LADY, Original Cast, Columbia OL 5090	248
6		5. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	61
7		4. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	140
8		8. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	129
9		11. KINGSTON TRIO, Capitol T 996	81
10		18. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	145
11		10. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	99
12		15. WOODY WOODBURY LOOKS AT LOVE AND LIFE, Stereodiffies MW 1	43
13		12. ITALIAN FAVORITES, Connie Francis, M-G-M E 3791	48
14		14. HYMNS, Tennessee Ernie Ford, Capitol T 756	172
15		23. PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	53
16		13. HEAVENLY, Johnny Mathis, Columbia CL 1351	68
17		9. SOUTH PACIFIC, Original Cast, Columbia OL 4180	343
18		16. THE MUSIC MAN, Original Cast, Capitol WAO 990	149
19		20. GIGI, Sound Track, M-G-M 3641 ST	131
20		— OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	66
21		22. KING AND I, Sound Track, Capitol W 740	209
22		24. FAITHFULLY, Johnny Mathis, Columbia CL 1422	51
23		25. FILM ENCORES, VOL. 1, Mantovani, London LL 1700	129
24		— COME DANCE WITH ME, Frank Sinatra, Capitol T 1069	85
25		19. OKLAHOMA! Sound Track, Capitol SAO 595	218

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. NICE AND EASY Frank Sinatra . . . . . Capitol SW 1417	19
2		5. G. I. BLUES Elvis Presley . . . . . RCA Victor LSP 2256	7
3		4. BONGOS Los Admiradores . . . . . Command RS 809	19
4		1. STRING ALONG Kingston Trio . . . . . Capitol ST 1407	20
5		12. SENTIMENTAL SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CS 8251	24
6		11. CHRISTMAS SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CS 8027	3
7		9. PROVOCATIVE PERCUSSION, VOL. II Command All Stars . . . . . Command SD 810	16
8		13. CHRISTMAS MUSIC Mantovani . . . . . London PS 142	3
9		6. PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All Stars . . . . . Command RS 808 SD	20
10		7. SAY IT WITH MUSIC Ray Conniff . . . . . Columbia CS 8282	9
11		15. LOOK FOR A STAR Billy Vaughn Orch. . . . . Dot DLP 25322	19
12		22. MUSIC FROM EXODUS, AND OTHER GREAT THEMES Mantovani . . . . . London PS 224	2
13		3. BONGOS, FLUTES, AND GUITARS Los Admiradores . . . . . Command RS 812	11
14		21. JEALOUSY Percy Faith . . . . . Columbia CS 8292	6
15		— CHRISTMAS WITH CONNIFF Ray Conniff . . . . . Columbia CS 8185	1

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		10. JOHNNY'S MOODS Johnny Mathis . . . . . Columbia CS 8326	18
17		16. LAST DATE Lawrence Welk . . . . . Dot DLP 25350	3
18		18. TCHAIKOVSKY: 1812 OVERTURE Minneapolis Symphony Orch. (Dorati), . . . . . Mercury SR 90054	28
19		24. THEME FROM "THE SUNDOWNERS" Billy Vaughn . . . . . Dot DLP 25349	3
20		8. BELAFONTE RETURNS TO CARNEGIE HALL Harry Belafonte . . . . . RCA Victor LSO 6007	2
21		19. CAN CAN Sound Track . . . . . Capitol SW 1321	24
22		25. WEST SIDE STORY Original Cast . . . . . Columbia OS 2001	7
23		— TEMPTATION Roger Williams . . . . . Kapp KS 3217	2
24		20. BRAHMS CONCERTO Sviatoslav Richter; Chicago Symphony Orch./Leinsdorf . . . . . RCA Victor LSC 2466	4
25		23. MACK THE KNIFE—ELLA IN BERLIN Ella Fitzgerald . . . . . Verve MGVS 6163	6
26		27. WHITE SATIN George Shearing . . . . . Capitol ST 1334	16
27		— SEASON'S GREETINGS FROM PERRY COMO . . . . . RCA Victor LSP 2066	1
28		— STAR CAROL Tennessee Ernie Ford/Orch. and Chorus . . . . . Capitol ST 1071	1
29		17. WILD IS LOVE Nat King Cole . . . . . Capitol SWAK 1392	11
30		28. BYE BYE BIRDIE Original Cast . . . . . Columbia KOS 2025	6

## 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. PERSUASIVE PERCUSSION, VOL. I, Terry Snyder and the All Stars, Command S 800	50
2		2. SOUND OF MUSIC, Original Cast, Columbia KOS 2020	52
3		3. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	85
4		4. PROVOCATIVE PERCUSSION, VOL. I, Command All Stars, SD 806	50
5		7. BEN-HUR, Rome Symphony Orch./Savina, M-G-M 1E1	33
6		6. FILM ENCORES, VOL. I, Mantovani, London PS 124	73
7		11. MUSIC MAN, Original Cast, Capitol SWAO 990	67
8		5. MY FAIR LADY, Original Cast, Columbia OS 2015	85
9		12. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	81
10		14. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	60
11		— PARTY SING ALONG WITH MITCH, M. Miller, Columbia CS 8183	30
12		9. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	62
13		20. PETE FOUNTAIN'S NEW ORLEANS, Coral CRL 7-57282	33
14		— OKLAHOMA! Sound Track, Capitol SWAO 595	63
15		13. GEMS FOREVER, Mantovani, London PS 106	53
16		15. THEME FROM A SUMMER PLACE, Billy Vaughn, Dot DLP 25276	36
17		16. KING AND I, Sound Track, Capitol SW 740	72
18		18. SOLD OUT, Kingston Trio, Capitol ST 1352	36
19		8. FLOWER DRUM SONG, Original Cast, Columbia OS 2009	41
20		19. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	42

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOGRAPHIC LP'S

BASED  
ON SALES

# IN STORES & RACKS

BEST SELLING  
CLASSICAL ALBUMS

## MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF SONG HITS, VOL. 2 . . . Assorted Artists, RCA Victor LM 6088
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. RODGERS: VICTORY AT SEA, VOL. 1  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN  
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
5. BRAHMS: SECOND PIANO CONCERTO . . . Sviatoslav Richter, RCA Victor LM 2466
6. LANZA SINGS CARUSO—Caruso Favorites  
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
7. HANDEL: THE MESSIAH  
Addison, Oberlin, Lloyd, Warfield, Westminster Chorus, Williamson (director), Philadelphia Symphony Ork. of New York, L. Bernstein, Columbia MZL 263
8. GROFE: GRAND CANYON SUITE . . . Morton Gould, RCA Victor LM 2433
9. THE LORD'S PRAYER . . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
10. SIXTY YEARS OF SONG HITS, VOL. 1 . . . Assorted Artists, RCA Victor LM 6074

## STEREOPHONIC CLASSICAL ALBUMS

1. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN  
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
3. BRAHMS: SECOND PIANO CONCERTO . . . Sviatoslav Richter, RCA Victor LSC 2466
4. RODGERS: VICTORY AT SEA, VOL. 1  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
5. HANDEL: THE MESSIAH  
Mormon Tabernacle Choir (Condie), Philadelphia Ork. (Ormandy), Columbia MS 6058
6. GROFE: GRAND CANYON SUITE . . . Morton Gould, RCA Victor LSC 2433
7. LANZA SINGS CARUSO—Caruso Favorites  
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
8. THE LORD'S PRAYER  
The Mormon Tabernacle Choir (Condie), Columbia MS 6068
9. SCHUMANN: CONCERTO IN A MINOR . . . Van Cliburn, RCA Victor LSC 2455
10. RODGERS: VICTORY AT SEA, VOL. 2  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

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LOW PRICE LP'S  
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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. Soul of Spain, Vol. 2  
101 Strings . . . Stereo Fidelity SF 9900
4. Ebb Tide  
Frank Chacksfield, Richmond S 30078
5. Backbeat Symphony  
101 Strings, Stereo Fidelity SF 11500
6. Silver Screen  
101 Strings . . . Stereo Fidelity SF 7000
7. Concerto Under the Stars  
101 Strings . . . Stereo Fidelity SF 6700
8. 101 Strings Play the Blues  
Stereo Fidelity SF 5800
9. Symphony for Lovers  
101 Strings . . . Stereo Fidelity SF 4500
10. East of Suez  
101 Strings, Stereo Fidelity SF 11200

(Monophonic)

1. Soul of Spain, Vol. 1  
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2. Ebb Tide  
Frank Chacksfield, Richmond M 20078
3. Soul of Spain, Vol. 2  
101 Strings . . . Somerset P 9900
4. 101 Years of Familiar Songs  
101 Strings . . . Somerset 2 RS
5. 101 Strings Play the Blues  
Somerset P 5800
6. You Do Something to Me  
Mario Lanza . . . RCA Camden CAL 450
7. Good Housekeeping Reducing Off  
the Record . . . Harmony HL 7143
8. Silver Screen  
101 Strings . . . Somerset P 7000
9. Hawaii in Hi-Fi  
Leo Addeo Orchestra . . . RCA Camden CAL 510
10. Concerto Under the Stars  
101 Strings . . . Somerset P 6700

## Reviews of THIS WEEK'S LP'S

the pick of the new releases:



Strongest sales potential of all records 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

#### MEMORIES ARE MADE OF THIS



Ray Conniff. Columbia CS 8374. (Stereo & Monaural)—Conniff wraps up 12 tunes (which were hits over the past 10 years) in his usual tasteful, swiny way, utilizing a chorus as a section of the ork, singing syllables rather than words. A worthy addition to his string of best-selling LP's. Tunes include "Only You," "Around the World."

#### THE BROTHERS FOUR



Columbia CS 8378. (Stereo & Monaural)—The Brothers Four have become popular college concert favorites and this package idea is attuned to that theme. An effective cover shows color photos of each of the lads, identifying them by name. Inside, there's a fine selection of material including a recent single, "The Green Leaves of Summer." Other strongly folk-oriented items are "I Am a Roving Gambler," "St. James Infirmary," "Beautiful Brown Eyes." Splendid performances throughout.

#### CIRCULATE



Neil Sedaka. RCA Victor LPM 2317—Sedaka, who has a big following in the teen set, should pull adult fans with this collection of pretty oldies and standards. His expressive readings are spotlighted on "Smile," "All the Way," "Bess You Is My Woman," etc. Solid backing by arranger-conductor Stan Applebaum.

### Classical

#### VIVALDI: THE SEASONS



Philadelphia Orchestra (Ormandy). Columbia MS 6195. (Stereo & Monaural)—This familiar music is made to order for the marvelous string section of the Philadelphia Orchestra, which delivers a lively, zestful performance. Concertmaster Anshel Brusilow handles the solo violin passages with assurance and deftness. In all, this is an outstanding performance of a perennial favorite which should join other Ormandy-Philadelphia releases as a steady-selling piece of classical merchandise.

#### CHOPIN: FOUR BALLADES; LISZT: SIX CHANTS POLONAISE



Ruth Slenczynska, Piano. Decca DL 710029. (Stereo & Monaural)—This disk contains excellent performances of brilliant pianistic material. The Chopin Ballades include "No. 1 in G Minor," "No. 2 in F Major," and the six Liszt pieces include "Souhait d'une Jeune Fille," "Printemps," etc. Ruth Slenczynska's playing is in the great tradition, impeccable in technique, and containing power and subtlety.

#### PROKOFIEV: PETER AND THE WOLF



Leonard Bernstein, Narrator.  
TCHAIKOVSKY: NUTCRACKER SUITE  
New York Philharmonic-Leonard Bernstein. Columbia MS 6193. (Stereo & Monaural)—Here is easily one of the most recorded of all works in the classical repertoire. It's one of at least four on this label, yet the magic Bernstein story-telling touch, familiar to many TV viewers, makes this a winning effort. He is extremely telling in the role of the narrator of the familiar kiddie story and kids—of all ages—will enjoy the performance. The selection of the Tchaikovsky work on side 2 is an admirable choice for the children's field, too. Altogether delightful packaging.

#### BRUCH: CONCERTO NO. 1; MOZART: CONCERTO NO. 3



Jaime Laredo, Violinist; National Symphony Orchestra (Mitchell). RCA Victor LM 2472. (Stereo & Monaural)—This is the second recording by 19-year-old Jaime Laredo, the Bolivian violinist who won the Queen Elizabeth competition in Brussels two years ago. The recording combines two familiar concertos, the Bruch No. 1 and the Mozart No. 3 for violin. Laredo plays them both in lovely fashion, stressing his warm tone, with fine accompaniment from the National Symphony Orchestra under Howard Mitchell. The combination of the two concertos on one record plus the name value of Laredo should help this disk grab a lot of sales.

(Continued on page 22)

### ALBUM COVERS OF THE WEEK



HIGHLIGHTS FROM MADAME BUTTERFLY—De Los Angeles, Bjoerling, Pirazzini, Sereni, De Palma, Capitol SG-7233. Lovely painting in full color on a grey background. Prime display item.



MOZART: CONCERTO NO. 24—Artur Schnabel, RCA Victor LM-2461. Fine line drawing of the artist in black on a Wedgewood blue background. Classy item for classical counters.

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the pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 21

### PROKOFIEFF: CONCERTO NO. 3; MAC DOWELL: CONCERTO NO. 2



**Van Cliburn; Chicago Symphony Orchestra (Hendl). RCA Victor LM 2507. (Stereo & Monaural)**—Here's an album that ought to keep dealers happy for a long time. It features Van Cliburn in mighty attractive performances of two well-known concertos, with solid accompaniment from the Chicago Symphony Orchestra under Walter Hendl. The recording is excellent. Eye-catching cover and the Cliburn name should help this album turn into a sock seller.

### MOZART: PIANO CONCERTO NO. 24, K. 491; RONDO IN A MINOR, K. 511



**Artur Schnabel (piano); Symphony Orchestra (Krips). RCA Victor LM 2461. (Stereo & Monaural)**—Schnabel and Krips turned out memorable performances of the five Beethoven piano concertos. Now they are partnered on Mozart's brooding and hauntingly beautiful Piano Concerto No. 24, filled out on the same disk by the A Minor Rondo, which is in much the same mood. Altho Schnabel has never specialized in Mozart's keyboard works (his one previous Mozart concerto is long out of the catalog), this should be one of the great pianist's very successful disks, based on a deeply moving and sensitive performance.

### PUCCINI: MADAME BUTTERFLY (EXCERPTS)



**Victoria de los Angeles, Jussi Bjoerling, Mario Serini; Orchestra & Chorus of Rome Opera House (Santini). Capitol SG-7233. (Stereo & Monaural)**—The combination of the late Jussi Bjoerling's tenor and the soprano of Victoria de los Angeles will make this one-disk selection of highlights from "Madame Butterfly" an important addition to the operatic inventory. Both are in fine voice, and this becomes a fitting memorial to Bjoerling's art. Opera fans will certainly be interested in this one.

### THE BELOVED BJOERLING, VOL. 1; OPERA ARIAS 1936-1948



**Jussi Bjoerling; Stockholm Concert Association Orchestra (Brevillius). Capitol G 7239. (Stereo & Monaural)**—This collection of opera arias by the late tenor shows off Bjoerling at the height of his powers. The recordings were made from 1936 through 1948, and they feature the singer in selections from "Carmen," "Manon," "La Boheme," "Rigoletto" and "I Pagliacci." The sound is not up to that of current recordings, but the great lyrical instrument that was Bjoerling's voice is heard again in all its beauty, and that overcomes matters of recording quality. An album with potent appeal to opera fans.

### Jazz

#### BRUBECK AND RUSHING



**The Dave Brubeck Quartet. Columbia CL 1553**—This is surely a most intriguing jazz package. Brubeck provides a background for the great, gravel-voiced blues artist, who sings mostly ballads with a bluesy touch here. It's a swinging affair, with spontaneity and zest, and Brubeck is to be commended for being able to provide such a proper showcase for the vocalist.

### Comedy

#### THE HUMOROUS WORLD OF JUSTIN WILSON



**Ember LP 801**—Justin Wilson is a comic from Louisiana who tells his gently humorous and rather pleasantly old-fashioned stories in a Cajun dialect. The comedy is warm and friendly-like, untouched by Broadwayese, and Wilson's style helps matters along in a rather ambling manner. An album that could grab sales through the Southern and Southwestern states, and even interest Northern big city comedy fans.

### Children's

#### A TREASURY OF GREAT STORIES



**Larry Storch (Narrator). Colpix 206**—Larry Storch is usually associated with more of a comedy approach but he proves himself here as a highly effective story teller for kids. He narrates four great stories here and takes parts in dramatic segs as well. Selected and prepared by the editors of Children's Digest Magazine, the stories include "Treasure Island," "Pinocchio," "Robinson Crusoe" and "Tom Sawyer." A most effective set, which will hold kiddies' attention time and again.

### Specialty

#### BLITZKRIEG



**Walter Cronkite. Columbia ML 5511**—This dramatic countdown of events leading to and including the early days of World War II (1933-1940) is a fine addition to the annals of historical wax. The voices of Hitler, Roosevelt, Churchill, Goering, King George, Masaryk, Chamberlain and Petofski are heard, plus the harrowing sounds of Blitzkrieg. Excellent narration by Walter Cronkite. "Blitzkrieg" was edited and produced by Dan Bloom from a CBS Radio News show.

(Continued on page 24)

# January Concerto Month at RCA Victor



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Cash Box "Top 100" . . . . . #59  
Music Vendor "Top 100" . . . . . #68  
WIBG Phila. "Top 99" . . . . . #20
- 4406—WINGS OF A DOVE** . . . . . Ferlin Husky  
Billboard "Hot 100" . . . . . #35  
Cash Box "Top 100" . . . . . #80  
Music Vendor "Top 100" . . . . . #38  
Billboard "Hot CGW Sides" . . . . . #1  
Cash Box "Top 50 CGW" . . . . . #1  
Music Vendor "Top 50 CGW" . . . . . #1
- 4492—OH, HOW I MISS YOU TONIGHT** . . . . . Jeanne Black  
Billboard "Hot 100" . . . . . #99  
Cash Box "Top 100" . . . . . #90  
Music Vendor "Top 100" . . . . . #76
- 4412—EXCUSE ME** . . . . . Buck Owens  
Billboard "Hot SGW Sides" . . . . . #3  
Cash Box "Top 50 CGW" . . . . . #4  
Music Vendor "Top 50 CGW" . . . . . #6
- 4463—WORLD SO FULL OF LOVE** . . . . . Faron Young  
Cash Box "Top 50 CGW" . . . . . #13  
Music Vendor "Top 50 CGW" . . . . . #13
- 4463—FORGET THE PAST** . . . . . Faron Young  
Cash Box "Top 50 CGW" . . . . . #25  
Billboard "Hot CGW Sides" . . . . . #25  
Music Vendor "Top 50 CGW" . . . . . #23
- 4454—IT'S GOT TO BE A HABIT** . . . . . Hank Thompson  
Cash Box "Top 50 CGW" . . . . . #32  
Music Vendor "Top 50 CGW" . . . . . #40
- 4469—HAPPY, HAPPY BIRTHDAY** . . . . . Wanda Jackson  
KELP El Paso "Fabulous 40" . . . . . #7

# PICKED TO BE HITS

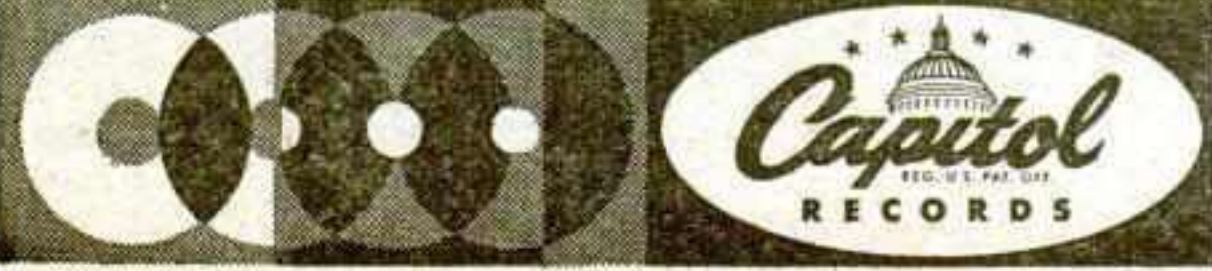
ACTUAL SELECTIONS BY THE INDUSTRY'S LEADING TRADES

- 4499—ENORMITY IN MOTION** . . . . . Simon Crum  
Billboard "Spotlight Winner"—". . . takes off the recent Johnny Tillotson hit and should get the big play."  
Cash Box "Bullseye"—"Has the stuff that two-market hits are made of."
- 4493—MILFORD** . . . . . Edith Piaf  
Cash Box "Best Bet"—"This is the original Edith Piaf deck of one of Europe's big hits of the years."  
Billboard "Special Merit Spotlight"—"It has much schmaltz and heart and the tune is a winning one."
- 4495—BLACK CAT** . . . . . Tommy Collins  
Cash Box "Bullseye"—"The infectious toe-tapping rhythms of "Black Cat" is sure to be the delight of the airwaves in short order."
- 4491—A YEAR AND A DAY** . . . . . Judy Scott  
Music Vendor "Hit Pick"—"Judy's heartfelt reading of a pretty rock-a-ballad romantic message, 'Year and a Day.'"
- 4492—OH, HOW I MISS YOU TONIGHT** . . . . . Jeanne Black  
WIP Phila. "Fabulous 61"—Pick Hit of the Week.
- 4406—WINGS OF A DOVE** . . . . . Ferlin Husky  
KDEO San Diego "Fabulous Forty"—The Pick Hit of the Week.

# BRAND NEW RELEASES

OUT THIS WEEK AND ON THEIR WAY TO YOU NOW!

- 4496—FOOLIN' AROUND** . . . . . Buck Owens  
HIGH AS THE MOUNTAINS  
Strong from the standpoint of both material and performance, these sides should put Buck on top of the national CGW listings.
- 4497—I AIN'T DOWN YET** . . . . . Jonah Jones Quartet  
BLUE CHAMPAGNE  
Jonah's up-tempo treatment of one of the biggest hits from the smash musical "The Unsinkable Molly Brown" will catch the early ear of both pop and good music stations.
- 4498—BUCKET OF TEARS** . . . . . Peggy Lee  
I LOVE BEING HERE WITH YOU  
Backed by the Bill Holman ork, Peggy delivers an exciting jazz rendition of this beautiful tune. Both sides have a wide range of appeal and should enjoy great exposure.



# SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:  
Strongest sales potential of all albums reviewed this week.

Continued from page 22

**Spoken Word**  
**BRENDAN BEHAN SINGS IRISH FOLK SONGS AND BALLADS**  
Brendan Behan. Spoken Arts 760—One of the most refreshingly outspoken personages in the public eye, Irish author Brendan Behan's personality comes thru vividly from this disk. He sings (unaccompanied) songs mostly from his current Broadway play, "The Hostage." Between songs, he ad libs uninhibitedly of himself, his countrymen and the world in a humorous but irreverent manner devoid of pretense and sham. Some might find him shocking, but most will enjoy his witty rambling.

**POP LP's**  
\*\*\* STRONG SALES POTENTIAL

**\*\*\* CHET ATKINS' WORKSHOP**  
RCA Victor LPM 2232—Atkins, alone in his workshop except for a friendly rhythm group behind him, turns in some highly listenable guitar solos on an admirable selection of tunes. These include the old British song, "Lambeth Walk," the familiar "Theme From a Summer Place," "In a Little Spanish Town," "Sleep" and others. Terrific electric guitar work which will serve neatly as background or dance material.

**\*\*\* ON THE SWINGIN' SIDE**  
Vic Damone. Columbia CL 1573—Damone lends his superior vocal talents to a flock of great standards—eschewing his usual sweet ballad groove in favor of a swinging beat. It's a highly effective change of pace for the warbler and fine wax for jocks. Ably backed by Jack Marshall, Damone sings "Toot, Toot, Tootsie," "I Cried for You," "It's a Wonderful World," and others.

**\*\*\* TONIGHT — IN PERSON**  
The Limelights. RCA Victor LPM 2272—This first RCA LP by the Limelights is a rousing and hilarious experience. Recorded live at the Ash Grove in Hollywood, the folkish trio delivers a powerfully funny show that should score with today's record buyer. As sung by members Lou Gottlieb, Alex Hassilev, and Glenn Yarbrough, the material, much of which is original, includes "Rumania, Rumania," "The Monks of St. Bernard," and "Hey Li Lee Li Lee."

**\*\*\* ROSIE SOLVES THE SWINGIN' RIDDLE**  
Rosemary Clooney. RCA Victor LPM 226.—The swingin' fiddles of Nelson Riddle provide just that distinctive touch that might make this a big one for Miss Clooney. The punching brass is very much in evidence and there are short solo slots for tenor sax and trumpet. The tunes are solid standards sung with a swingy lilt. Representative of this fine package are "Cabin in the Sky," "Angry," "You Took Advantage of Me," "Limelight Blues."

**\*\*\* I BELIEVE**  
Mahalia Jackson. Columbia CS 8349. (Stereo & Monaural)—Mahalia Jackson turns in her usual sincere, meaningful performances here on a group of fairly familiar spirituals and inspirational tunes. The backing are a bit fussier than Mahalia needs, but in spite of them she sings about God in her own intensely dramatic and thrilling manner. The songs include "I Believe," "Trouble," "I See God," and "Holding My Saviour's Hand." An album that will appeal to many of the great gospel singer's fans, perhaps mainly to her pop admirers.

**\*\*\* CRAZY IN THE HEART**  
Bob Crewe. Warwick 2034. (Stereo & Monaural)—Crewe sings a solid group of standards in his free and easy style. Most of the tracks are on the swingy side with a very definite assist going to arranger Ralph Burns. The album takes its title from a well-sung Alex Wilder tune and there are others that are individually interesting. "Water Boy" stands out as a very fine singles possibility.

**POP LP's**  
\*\*\* MODERATE SALES POTENTIAL

**\*\*\* NIGHT MOOD**  
Toni Harper. RCA Victor LPM 2253. (Stereo & Monaural)—Toni Harper's approach to a series of low-key ballads is a cool one, with more than a touch of jazz feeling. If the result sometimes makes the listener feel more like snapping his fingers than brooding, it's a tribute to the rhythm in Miss Harper's delivery, and to the beat in the Marty Paich arrangements and backing. The singer has some fine tracks in "In the Still of the Night," "My Ship," "Paradise" and "You and the Night and the Music."

**CLASSICAL LP's**  
\*\*\* STRONG SALES POTENTIAL

**\*\*\* CHOPIN: CONCERTO NO. 1; MENDELSSOHN: CAPRICCIO BRILLIANT**  
Gary Graffman. Pianist; Boston Symphony Orchestra (Munch). RCA Victor LM 2468. (Stereo & Monaural)—An excellent performance of the Piano Concerto No. 1. Graffman handles himself confidently here, and the concerto is played in its proper romantic and melancholy style. For an added fillip, the flip side of the disk contains the "Capriccio Brilliant," of the young Mendelssohn, played capably by Graffman. New collectors, as well as the many fans of the pianist, will be interested in this first-rate performance.

**\*\*\* DVORAK: CELLO CONCERTO**  
Gregor Piatigorsky; Boston Symphony Orchestra (Munch). RCA Victor LM 2490. (Stereo & Monaural)—This is the second LP by Gregor Piatigorsky performing this work, but his previous disk (for Columbia) has been deleted for some time. This time the modern sound, and his extraordinary tone and evident sincerity make this a top-grade rendition. Altho competition is very keen on this most felicitous and popular of 'cello works, this will be a strong contender for sales honors.

**\*\*\* MAHLER: KINDERTOTENLIEDER: FOUR SONGS**  
New York Philharmonic (Bernstein). Columbia MS 6197. (Stereo & Monaural)—A splendid program of Mahler lieder, issued as part of Columbia's observance of the Mahler year. The vocal star of the production is famed Jennie Tourel, borrowed for this special occasion from Decca Gold Label Records. The diva's singing is touching and delicate and the orchestra is in wonderful form. Much name value here and

It is all abetted by a fetching cover painting.  
\*\*\*\* ZINO FRANCESCATTI PERFORMS WILLIAM WALTON'S CONCERTO FOR VIOLIN AND ORCHESTRA WITH:  
The Philadelphia Orchestra (Ormandy). LALO'S SYMPHONIE ESPAGNOLE  
New York Philharmonic (Mitropoulos). Columbia MS 6201. (Stereo & Monaural)—The phrase, "a lot for the money," is an overworked one; but if it ever had validity it is in regard to this package. One side contains the contemporary work by Walton, with the Philadelphia batoned by Ormandy.  
(Continued on page 38)

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LESTER YOUNG IN PARIS, MG V-8378



INSIDE SHELLEY BERMAN, MG V-15003



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DANCING ON BROADWAY - ERNIE HECKSCHER, MG V-4045



COOL VELVET - STAN GETZ AND STRINGS, MG V-8379



MACK THE KNIFE - ELLA IN BERLIN, MG V-4041



IN PERSON - THE JIMMY GUFFRE QUARTET, MG V-8387



DOWN TO EARTH JONATHAN WINTERS, MG V-15011



THE NEXT PRESIDENT - MORT SAHL, MG V-15021



GERRY MULLIGAN - THE CONCERT JAZZ BAND, MG V-8388



HELLO LOVE - ELLA FITZGERALD, MG V-4034



UP FRONT! - THE MARY KAYE TRIO, MG V-2142



MORT SAHL AT THE HUNGRY I, MG V-15012



BACK TO BACK - DUKE ELLINGTON & JOHNNY HODGES, MG V-8317



THE RANDY SPARKS THREE, MG V-2143



MEL TORME SWINGS SHUBERT ALLEY - THE MARTY PAICH ORCH., MG V-2132



SWINGING BRASS WITH OSCAR PETERSON, MG V-8364



AIMEZ-VOUS YVES? - YVES MONTAND, MG V-15014



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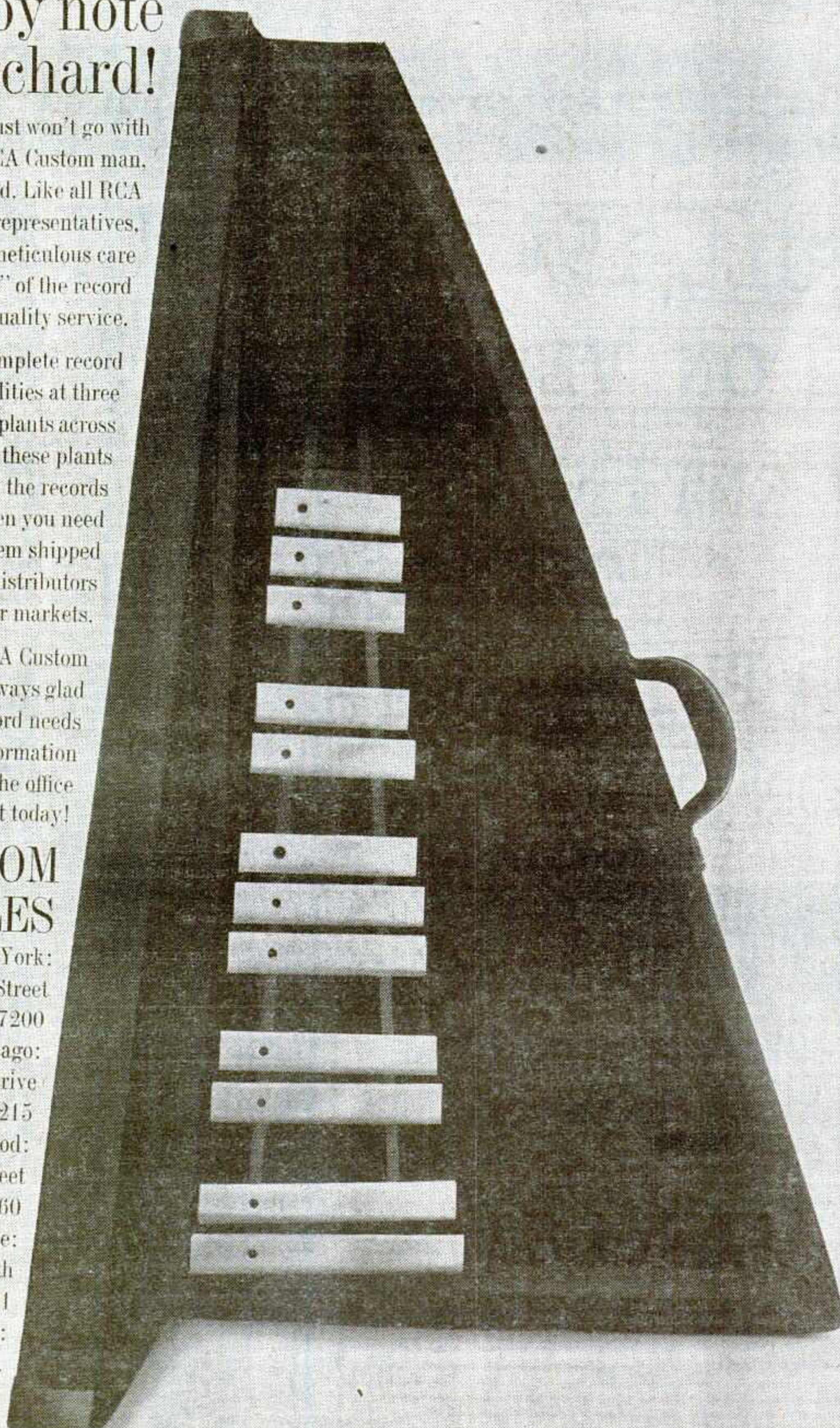
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# THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JANUARY 8

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		1 WONDERLAND BY NIGHT	By Kaempfert—Published by Roosevelt (BMI)	6
2		2 ARE YOU LONESOME TONIGHT	By Roy Turk-Lou Handman—Published by Bourne-Cromwell (ASCAP)	7
3		3 LAST DATE . . . MY LAST DATE (WITH YOU)	By Floyd Cramer—Published by Acuff-Rose (BMI) By Skeeter Davis, Boudeleaux Bryant, Floyd Cramer—Published by Acuff-Rose (BMI)	10
4		4 EXODUS	By Gold—Published by Chappell (ASCAP)	5
5		5 A THOUSAND STARS	By Pearson—Published by Bryden (BMI)	9
6		6 NORTH TO ALASKA	By Phillips—Published by Robbins (ASCAP)	10
7		8 MANY TEARS AGO	By Scott—Published by Roosevelt (BMI)	7
8		9 YOU'RE SIXTEEN	By Sherman-Sherman—Published by Blue Grass (BMI)	6
9		7 SAILOR (YOUR HOME IS IN THE SEA)	By Scharfenberger-Busch—Published by Garland Music (ASCAP)	7
10	15	ANGEL BABY	By Rose Hamlin—Published by Figure (BMI)	3
11	10	HE WILL BREAK YOUR HEART	By Butler, Mayfield, and Carter—Published by Conrad (BMI)	8
12		12 POETRY IN MOTION	By Kaufman & Anthony—Published by Meridian (BMI)	11
13	11	LONELY TEENAGER	By Tepper-DePaola-Faraci—Published by Schwartz (ASCAP)	5
14	24	(WILL YOU LOVE ME) TOMORROW	By Carol King-Jerry Goeffin—Published by Aldon (BMI)	3
15	14	CORINNA, CORINNA	By Parish-Chapman-Williams—Published by Mills (ASCAP)	3
16	23	RUBBER BALL	By A. Schroeder-A. Orlowski—Published by Arch (ASCAP)	4
17		— CALCUTTA	By Gaze-Bradike—Published by Pincus-Symphony House (ASCAP)	1
18	13	NEW ORLEANS	By Guida-Royster—Published by Pepe (BMI)	9
19	17	PERFIDIA	By Domenquez-M. Leeds—Published by Peer (BMI)	7
20	21	ROCKIN' AROUND THE CHRISTMAS TREE	By Johnny Marks—Published by St. Nicholas (ASCAP)	3
21	25	SWAY	By Gimbel-Ruiz—Published by Peer (BMI)	7
22	18	MY GIRL JOSEPHINE	By Domino-Bartholomew—Published by Travis (BMI)	5
23	22	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	18
24		— WINGS OF A DOVE	By Bob Ferguson—Published by B Gee Music (BMI)	1
25	19	STAY	By Maurice Williams—Published by Windsong (BMI)	12
26	27	BLUE TANGO	By Leroy Anderson—Published by Mills (ASCAP)	4
27		— BABY, OH BABY	By Johnson-Bouknight-Coleman—Published by Figure Music (BMI)	1
28		— SHOP AROUND	By Gordy-Robinson—Published by Jobbett (BMI)	1
29	20	WHITE CHRISTMAS	By Irving Berlin—Published by Berlin (ASCAP)	3
30	26	ALONE AT LAST	By Lehman—Published by Pearl (BMI)	10

## RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

1. WONDERLAND BY NIGHT — Anita Bryant, Carlton 537; Bert Kaempfert, Dec 31141; Louis Prima, Dot 16151.
2. ARE YOU LONESOME TONIGHT — Al Jolson, Dec 27043; Jaye P. Morgan, M-G-M 12752; Elvis Presley, Vic 7810.
3. LAST DATE—Floyd Cramer, Vic 7775; Skeeter Davis, Vic 7825; Joni James, M-G-M 12933; Lawrence Welk, Dot 16145.
4. EXODUS — Ferrante and Teicher, United Artists 274; Mantovani, London 1953; Medallion Strings, Medallion 602.
5. A THOUSAND STARS — Kathy Young and the Innocents, Indigo 108.
6. NORTH TO ALASKA — Johnny Horton, Columbia 41782.
7. MANY TEARS AGO — Connie Francis, M-G-M 12964.
8. YOU'RE SIXTEEN — Johnny Burnette, Liberty 55285.
9. SAILOR (YOUR HOME IS IN THE SEA)—Lolita, Kapp 349.
10. ANGEL BABY — Rosie and the Originals, Highland 500.
11. HE WILL BREAK YOUR HEART — Jerry Butler, Vee Jay 354.
12. POTERY IN MOTION — Lloyd Reese, Coral 62225; Johnny Tillotson, Cadence 1384.
13. LONELY TEENAGER — Dion, Laurie 3070.
14. (WILL YOU LOVE ME) TOMORROW—Shirelles, Scepter 1211.
15. CORRINA, CORRINA—Ray Peterson, Dunes 2002.
16. RUBBER BALL — Bobby Vee, Liberty 55287.
17. CALCUTTA—Lawrence Welk, Dot 16161.
18. NEW ORLEANS—Big Boy Myles, Ace 605; U. S. Bonds, Legrand 819.
19. PERFIDIA—Four Aces/Al Alberts, Dec 27987; Ahmad Jamal, Okch 6889; Metropolitan Jazz Quartet, M-G-M 50111; Glen Miller Ork/Modernaires, Vic 0035; Andy Rose, Coral 62142; Rene Touzet, Gene Norman Presents 152; Ventures, Dolton 28.
20. ROCKIN' AROUND THE CHRISTMAS TREE — Brenda Lee, Dec 30776.
21. SWAY—Bobby Rydell, Cameo 182.
22. MY GIRL JOSEPHINE — Fats Domino, Imperial 5704.
23. THEME FROM THE APARTMENT — Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.
24. WINGS OF A DOVE — Ferlin Husky, Capitol 4406; Kitty White, Dot 16157.
25. STAY—Little Joe and Thrillers, Okch 7136; Maurice Williams and Zodiacs, Herald 552; Marsha Winters, Stephany 1805.
26. BLUE TANGO—Bill Black Combo, HI 2027; Lester Lanin, Epic 9426.
27. BABY, OH BABY—Shells, Johnson 104.
28. SHOP AROUND—Miracles, Tamla 5403.
29. WHITE CHRISTMAS—Vic Barrel, Atlantic 2083; Big Maybelle/E, Wilkin Ork, Savoy 1541; Carmen Cavallaro, Dec 24141; Jesse Crawford, Dec 9056; Bing Crosby, Dec 23778; Drifters—Clyde McPhatter, Atlantic 1048; Al Hibbler/J. Pleis Ork & Chorus, Dec 30127; Ink Spots, Dec 24140; Joni James, M-G-M 12368; Guy Lombardo, Dec 28049; Guy Lombardo, Dec 23738; Mulcays, Cardinal 1024; Ravens, Savoy 1540; Cmdr. Shea School Boys' Choir, Cadence 1375; Ethel Smith, Dec 24142; Kate Smith, M-G-M 10096; Statues, Liberty 55292; Ray Stevens, National Recording Corp. 063; Sister Rosetta Tharpe, Dec 48119; Ernest Tubbs, Dec 46186; Beto Villa, Falcon 821; Fred Warling, Dec 24500; Hugo Winterhalter, Vic 0875.
30. ALONE AT LAST—Jackie Wilson, Brunswick 55170.

## LEGIT REVIEW

## 'Do Re Mi' a Fast &amp; Funny Hit

Have no doubt that "Do Re Mi" is a smash. It's fast, loud, mostly very funny, and has been blessed with a bumper crop of potential hit tunes from the pen of Jule Styne, with adroit lyrics by Betty Comden and Adolph Green. Phil Silvers heads a sterling cast with a fine comedy partner in Nancy Walker. John Reardon and Nancy Dussault, who provide the love interest, have voices far beyond the normal quality heard in a Broadway musical. Garson Kanin has directed his own book for speed and sock. Add it all together and it's a bonanza at the box office.

The story is worth a little comment, too. It's perhaps the weakest link but is used merely as a springboard for the music, laughs and action and is not meant to be taken seriously. Briefly, Silvers plays a hard-luck guy who once was on the fringes of a mob in the slot machine days of yore. Learning that juke boxes have become big business, he inveigles three reformed hoods into joining him in buying 200 boxes. When the investment is about to go down the drain because strong-arm methods no longer work, they decide they have to enter the record business to supply the juke boxes with their own disks. After some hilarious auditions, Silvers provides the required star in a beatnik coffee-house waitress, played by Nancy Dussault, who soon falls for a rival juke box mogul. When Silvers' mob threatens to get rough with him, a Congressional hearing exposes them all and Silvers is the loser again, who has to start all over.

While none of this is especially flattering to the record or juke box industries, neither is it especially denigrating. It can be regarded, at worst, as a not particularly educated spoof. But it will doubtless wind up doing a hefty favor for both the juke box and disk industries by birthing a batch of potent records that should spell profits for all concerned.

Already, the indications are that "Do Re Mi" may produce the biggest crop of records of any musical in some seasons. RCA Victor has the original cast album, but Time, Verve and Design are also bringing out LP's with all or most of the score. Additionally, tracks from the show are being cut for LP's by Doris Day for Columbia, Roberta Sherwood for Decca and Terry Snyder for UA, all three having selected the top ballad from this show (and a sure-fire smash), "Make Someone Happy!"

On the singles front, the same tune is being cut by Perry Como for RCA Victor and Jack Haskell for Strand. But there are other fine items in the score, such as the haunting "Cry Like the Wind," the mythical hit record of the show as sung by Miss Dussault, who performed in a variety of roles last season at the New York City Center Opera. It is being cut on disks by the Marty Gold ork on Victor, and by Beverly Wright on a Time single. Then there's a zany novelty, "What's New at the Zoo," a semi-nonsense item that could be done for the kiddie market. Golden Records is treating it that way, but Sammy Kaye is etching it for the adults on a Decca single.

Another top tune is "All You Need Is a Quarter," the theme song of the teen-age chorus in the show, which pours the silver into the boxes. This should become a national favorite with the for real counterparts of the stage cast, since it boasts a good beat and catchy tune. Jeff Barry is cutting it for Victor, and the Jay Brothers for Strand. Another attractive ballad with possibilities is "Asking for You," which the Ames Brothers are cutting for Victor.

Still without definite disk deals but nevertheless containing built-in appeal are "It's Legitimate," a novelty sung by Silvers and his yeggs as a paean to the juke box industry, and "Don't Be Ashamed of a Teardrop," a barbershop styled novelty; "Adventure" is a song that may not sell disks but enabled Miss Walker to stop the show absolutely cold, as she scintillated and cavorted as never before.

This may not be a stylish offering in the fashion of "Camelot," nor a witty revue like a "New Faces," but it is boffola show business of a basic kind, the kind that pays off the investors fast. Watch the picture rights go soon. Sam Chase.

## NIGHT CLUB REVIEW

## Strong, Jumping Jazz in Village

The unique coupling of high showmanship and propulsive jazz has been on view nightly at the Village Vanguard in Greenwich Village. Responsible for the entertaining event is Columbia Records' Lambert-Hendricks and Ross singing jazz trio. And responsible for the group's high spirit and brilliant material is Jon Hendricks who writes lyrics that are fashioned to instrumental jazz compositions, and otherwise seems to keep everyone on the stand with him fired up and moving.

Due for applause, too, are Annie Ross and Dave Lambert who contribute greatly. In the L.H.&R. book are "Little Niles," "Gimme That Wine" and "Centerpiece," but these are only a few of the many fine things the group does. Charlie Parker's "Now's the Time" with words fashioned by Hendricks is another masterpiece.

Another Columbia artist, Ray Bryant, is at the piano with his trio as alternate. In the Vanguard he hews close to his jazz heritage, and leaves "The Madison" alone, which makes for strong, jumping jazz fare. Jack Maher.

## Plastics' Sales Up

Continued from page 4

port to stockholders of the Templeton Demroth mutual fund groups, which employed a disk insert with a message from the president of the fund to shareholders.

The company has already turned out a healthy number of promotion pieces, Bible lessons, other instruc-

tional materials and even Christmas cards. Quinn feels that the operation is adaptable to many of the functions currently being carried out by various custom record pressing houses and he believes the TUP process can do the jobs better and more cheaply. Discussions have also been held with leading magazine publishers here with the idea of making the plastic disk available for advertising in these publications.

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**BONUS TO  
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Now we offer you the same benefits on our Single Record Product: More Protection, Greater Profit, and Guaranteed Turn-over from the #1 Company in the Industry.

**YOUR COLUMBIA SALESMAN WILL TELL YOU ABOUT  
OUR NEW SINGLE RECORDS "BONUS TO SELL" POLICY**

FOR WEEK ENDING JANUARY 8

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									S	A
1	1	1	1	ARE YOU LONESOME TONIGHT	Elvis Presley, RCA Victor 7810		S	8		
2	2	3	4	WONDERLAND BY NIGHT	Bert Kaempfert, Decca 31141		S	8		
3	3	2	2	LAST DATE	Floyd Cramer, RCA Victor 7775		S	13		
4	5	6	10	EXODUS	Ferrante and Teicher, United Artists 274		S	8		
5	4	7	3	A THOUSAND STARS	Kathy Young and the Innocents, Indigo 108			11		
6	6	4	5	NORTH TO ALASKA	Johnny Horton, Columbia 41782			16		
7	7	8	8	MANY TEARS AGO	Connie Francis, M-G-M 12964			9		
8	8	9	12	YOU'RE SIXTEEN	Johnny Burnette, Liberty 55285			10		
9	13	23	40	ANGEL BABY	Rosie and the Originals, Highland 1011			4		
10	10	27	42	CORINNA, CORINNA	Ray Peterson, Dunes 2002			7		
11	16	15	23	RUBBER BALL	Bobby Vee, Liberty 55287			6		
12	9	5	6	SAILOR (YOUR HOME IS IN THE SEA)	Lolita, Kapp 349			11		
13	11	10	7	HE WILL BREAK YOUR HEART	Jerry Butler, Vee Jay 354			10		
14	20	22	33	(WILL YOU LOVE ME) TOMORROW	Shirley, Scepter 1211			7		
15	12	12	18	LONELY TEENAGER	Dion, Laurie 3070			12		
16	17	20	25	WONDERLAND BY NIGHT	Louis Prima, Dot 16151		S	8		
17	15	17	19	PERFIDIA	Ventures, Dolton 28			10		
18	14	26	64	ROCKIN' AROUND THE CHRISTMAS TREE	Brenda Lee, Decca 30776			4		
19	27	47	57	WONDERLAND BY NIGHT	Anita Bryant, Carlton 537			5		
20	23	14	14	SWAY	Bobby Rydell, Cameo 182			9		
21	18	11	9	POETRY IN MOTION	Johnny Tillotson, Cadence 1384			13		
22	42	65	95	CALCUTTA	Lawrence Welk, Dot 16161			4		
23	35	42	59	WINGS OF A DOVE	Ferlin Husky, Capitol 4406			6		
24	19	18	13	NEW ORLEANS	U. S. Bonds, Legrand 819			12		
25	22	19	17	MY GIRL JOSEPHINE	Fats Domino, Imperial 5704			11		
26	25	16	22	BLUE TANGO	Bill Black's Combo, Hi 2027			6		
27	62	93	—	BABY, O' BABY	Shells, Johnson 104			3		
28	32	36	35	RUBY	Ray Charles, ABC-Paramount 10164			7		
29	24	28	53	LITTLE DRUMMER BOY	Harry Simeone Chorale, 20th Fox 121			4		
30	29	33	26	FOOLS RUSH IN	Brook Benton, Mercury 71722			8		
31	28	21	16	ALONE AT LAST	Jackie Wilson, Brunswick 55170			13		
32	53	59	71	SHOP AROUND	Miracles, Tamla 54034			4		
33	39	30	20	I GOTTA KNOW	Elvis Presley, RCA Victor 7810		S	8		

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									S	A
34	31	41	65	DOLL HOUSE	Donnie Brooks, Era 3028			6		
35	30	13	11	STAY	Maurice Williams and the Zodiacs, Herald 552			14		
36	34	29	51	SAD MOOD	Sam Cooke, RCA Victor 7816			5		
37	55	77	—	I COUNT THE TEARS	Drifters, Atlantic 2087			3		
38	57	100	—	CALENDAR GIRL	Neil Sedaka, RCA Victor 7829			3		
39	38	34	34	BALLAD OF THE ALAMO	Marty Robbins, Columbia 41809		A	12		
40	51	57	84	I'M HURTIN'	Roy Orbison, Monument 433			4		
41	37	31	27	I'LL SAVE THE LAST DANCE FOR YOU	Damita Jo, Mercury 71690			11		
42	63	—	—	YOU ARE THE ONLY ONE	Ricky Nelson, Imperial 5707			2		
43	52	51	50	GONZO	James Booker, Peacock 1697			9		
44	48	54	52	GEE WHIZ	Innocents, Indigo 111			7		
45	40	38	24	HUCKLEBUCK	Chubby Checker, Parkway 813			13		
46	59	61	74	BUMBLE BEE	La Vern Baker, Atlantic 2077			8		
47	56	69	72	DANCE BY THE LIGHT OF THE MOON	Olympics, Arvee 5020			5		
48	43	39	31	AM I LOSING YOU	Jim Reeves, RCA Victor 7800			11		
49	61	78	—	TWISTIN' BELLS	Santo and Johnny, Canadian-American 120			3		
50	49	44	49	ONCE IN A WHILE	Chimes, Tag 444			10		
51	58	89	—	CHRISTMAS AULD LANG SYNE	Bobby Darin, Atco 6183			3		
52	33	25	15	LET'S GO, LET'S GO, LET'S GO	Hank Ballard and the Midnighters, King 5400			16		
53	47	37	30	LIKE STRANGERS	Everly Brothers, Cadence 1388			10		
54	50	75	88	A PERFECT LOVE	Frankie Avalon, Chancellor 1065			4		
55	41	24	21	LAST DATE	Lawrence Welk, Dot 16145		S	7		
56	69	81	86	PUPPET SONG	Frankie Avalon, Chancellor 1065			4		
57	68	79	98	MY LAST DATE (WITH YOU)	Skeeter Davis, RCA Victor 7825			4		
58	67	60	75	MAGNIFICENT SEVEN	Al Caiola, United Artists 261			5		
59	70	50	45	EXODUS	Mantovani, London 1953		S	7		
60	89	98	—	LOVEY DOVEY	Buddy Knox, Liberty 55290			3		
61	98	—	—	THERE SHE GOES	Jerry Wallace, Challenge 59098			2		
62	72	43	58	HOOCHIE COOCHIE COO	Hank Ballard and the Midnighters, King 5430			5		
63	66	82	—	YOUR OTHER LOVE	Flamingos, End 1081			3		
64	75	—	—	HOW TO HANDLE A WOMAN	Johnny Mathis, Columbia 41866			2		
65	46	66	47	OL' Mac DONALD	Frank Sinatra, Capitol 4466			9		
66	80	—	—	(LET'S DO) THE HULLY GULLY	Bill Doggett, Warner Bros. 5181			2		
67	44	35	29	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic 2071			18		

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									S	A
68	79	85	96	YOU DON'T WANT MY LOVE	Andy Williams, Cadence 1398			4		
69	83	90	—	MY LAST DATE (WITH YOU)	Joni James, M-G-M 12933			3		
70	82	—	—	CHERRY PINK AND APPLE BLOSSOM WHITE	Jerry Murad's Harmonicats, Columbia 41816			2		
71	86	88	93	HAPPY DAYS	Marv Johnson, United Artists 273			4		
72	—	—	—	C'EST SI BON	Conway Twitty, M-G-M 12969			1		
73	81	48	54	WALK SLOW	Little Willie John, King 5428			6		
74	88	95	—	PEPE	Duane Eddy, Jamie 1175			3		
75	77	99	—	MISTER LIVINGSTON	Larry Verne, Era 3034			3		
76	96	—	—	WE HAVE LOVE	Dinah Washington, Mercury 71744			2		
77	94	—	—	ANGEL ON MY SHOULDER	Shelby Flint, Valliant WB 6001			2		
78	100	—	—	SPOONFUL	Etta and Harvey, Chess 1771			2		
79	87	91	—	UTOPIA	Frank Earl, Crusade 1020			3		
80	97	—	—	MAKE SOMEONE HAPPY	Perry Como, RCA Victor 7812			2		
81	—	—	—	MILK COW BLUES	Ricky Nelson, Imperial 5707			1		
82	90	92	94	I IDOLIZE YOU	Ike and Tina Turner, Sue 735			4		
83	—	—	—	EMOTIONS	Brenda Lee, Decca 31195			1		
84	—	—	—	WHAT WOULD I DO	Mickey and Sylvia, RCA Victor 7811			1		
85	—	—	—	YES, I'M LONESOME TONIGHT	Thelma Carpenter, Coral 62241			1		
86	—	—	—	SPANISH HARLEM	Ben E. King, Atco 6185			1		
87	99	—	—	OH, HOW I MISS YOU TONIGHT	Jeanne Black, Capitol 4492			2		
88	—	—	—	THERE'S A MOON OUT TONIGHT	Capris, Old Town 1094			1		
89	91	94	99	WABASH BLUES	Viscounts, Madison 140			5		
90	—	—	—	FIRST TASTE OF LOVE	Ben E. King, Atco 7185			1		
91	—	—	—	IF I KNEW	Nat King Cole, Capitol 4481			1		
92	—	—	—	ALL IN MY MIND	Maxine Brown, Nomar 102			1		
93	92	—	—	TALK TO ME BABY	Annette, Vista 369			2		
94	—	—	—	DON'T BELIEVE HIM, DONNA	Lenny Miles, Scepter 1212			1		
95	—	—	—	DON'T READ THE LETTER	Patti Page, Mercury 71745			1		
96	—	—	—	I DON'T WANT NOBODY	Etta Johnson and Buddy Johnson Ork, Mercury 71723			1		
97	—	—	—	OH LONESOME ME	Johnny Cash, Sun 355			1		
98	—	—	—	YES, I'M LONESOME TONIGHT	Dodie Stevens, Dot 16167			1		
99	—	—	—	SUGAR BEE	Cleveland Crochet, Goldband 1106			1		
100	—	—	—	THIS IS MY STORY	Mickey and Sylvia, RCA Victor 7811			1		

# & TOMORROW'S TOPS

## BEST BUYS

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

### POP

- BUMBLE BEE** ..... LaVern Baker  
(Malapi-Lunduane, BMI) Atlantic 2077
- \***MY LAST DATE (WITH YOU)**..... Skeeter Davis  
(Acuff-Rose, BMI) RCA Victor 7825
- \***MY LAST DATE (WITH YOU)**..... Joni James  
(Acuff-Rose, BMI) M-G-M 12933
- LOVEY DOVEY** ..... Buddy Knox  
(Progressive, BMI) Liberty 55290

\***BABY, OH, BABY**..... Shells  
(Figure, BMI) Johnson 104

### C&W

- \***MY LAST DATE (WITH YOU)**..... Skeeter Davis  
(Acuff-Rose, BMI) RCA Victor 7825
- \***ONE STEP AHEAD OF MY PAST**..... Hank Locklin  
(Sigma, ASCAP) RCA Victor 7813

### R&B

- \***(WILL YOU LOVE ME) TOMORROW**..... Shirelles  
(Aldon, BMI) Scepter 1211
- PLEASE COME HOME FOR CHRISTMAS**.... Charles Brown  
(Lois, BMI) King 5405

## 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. **AND THE HEAVENS CRIED**.. Ronnie Savoy, M-G-M 12950
2. **I GOTTA GO**..... Brian Hyland, Kapp 363
3. **I AIN'T DOWN YET**..... Dinah Shore, Capitol 4476
4. **I REMEMBER (IN THE STILL OF THE NIGHT)**..... Crests, Coed 543
5. **LOPSIDED OVERLOAD**..... Brian Hyland, Kapp 363
6. **YOU GOTTA LOVE HER WITH A FEELING**..... Freddy King, Federal 12384
7. **WHAT ARE YOU DOING NEW YEAR'S EVE!**..... Dante and the Evergreens, Madison 143
8. **GEE BABY**..... Joe and Ann, Ace 577
9. **IF I DIDN'T CARE**..... Platters, Mercury 71749
10. **LOOK OUT**..... Ted Taylor, Top Rank 2076
11. **I AIN'T DOWN YET**..... Art Mooney Ork, M-G-M 12957
12. **MY EMPTY ARMS**..... Jackie Wilson, Brunswick 55201
13. **MUSKRAT RAMBLE**..... Freddy Cannon, Swan 4066
14. **JIMMY'S GIRL**..... Johnny Tillotson, Cadence 1391
15. **TAKE ME TO YOUR LADDER**.. Buddy Clinton, Madison 144

### HOT 100: A TO Z

A Perfect Love	54
A Thousand Stars	5
All In My Mind	31
Alone at Last	48
Am I Losing You	9
Angel Baby	77
Angel on My Shoulder	1
Are You Lonesome Tonight	26
Baby O' Baby	39
Ballad of the Alamo	25
Blue Tango	46
Bumble Bee	22
Calcutta	38
Calendar Girl	72
C'Est Si Bon	70
Cherry Pink and Apple Blossom	71
White Christmas	93
Corinna, Corinna	10
Dance by the Light of the Moon	47
Doll House	34
Don't Believe Him	94
Don't Read the Letter	95
Emotions	35
Exodus (Farrante & Teicher)	4
Exodus (Mantovani)	59
First Taste of Love	90
Fools Rush In	30
Gee Whiz	44
Gonzo	73
Happy Days	11
He Will Break Your Heart	13
Hoochi Coochi Coo	62
How to Handle a Woman	64
Hucklebuck	45
I Count the Tears	37
I Don't Want Nobody	96
I Gotta Know	33
I Idolize You	82
If I Knew	91
I'll Save the Last Dance for You	41
I'm Hurtin'	40
Last Date (Cramer)	3
Last Date (Wells)	55
(Let's Do) The Hully Gully	66
Let's Go, Let's Go, Let's Go	52
Like Strangers	53
Little Drummer Boy	29
Lonely Teenager	15
Lovely Dove	60
Magnificent Seven	63
Make Someone Happy	87
Many Tears Ago	7
Milk Cow Blues	81
Mister Livingston	75
My Girl Josephine	25
My Last Date (With You) (Davis)	57
My Last Date (With You) (James)	69
New Orleans	24
North to Alaska	6
Oh, How I Miss You Tonight	87
Oh Lonesome Me	97
Oh, MacDonald	65
Once in a While	74
Papa	78
Perfidia	17
Poetry in Motion	21
Puppet Song	56
Rockin' Round the Christmas Tree	18
Rubber Ball	71
Ruby	28
Sad Mood	35
Sailor (Your Home Is in the Sea)	12
Save the Last Dance for Me	67
Shop Around	32
Spanish Harlem	86
Spoonful	78
Stay	35
Sugar Bee	99
Sway	20
Talk to Me Baby	93
There She Goes	61
There's a Moon Out Tonight	88
This Is My Story	100
Twistin' Bells	49
Utopia	79
Wabash Blues	89
Walk Slow	73
We Have Love	76
What Would I Do	84
(Will You Love Me) Tomorrow	14
Wings of a Dove	23
Wonderland by Night (Bryant)	19
Wonderland by Night (Kaempfert)	7
Wonderland by Night (Prima)	16
Yes, I'm Lonesome Tonight	85
Yes, I'm Lonesome Tonight (Stevens)	98
You Are the Only One	42
You Don't Want My Love	68
Your Other Love	63
You're Sixteen	8

## 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.

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

#### PAUL ANKA



**THE STORY OF MY LOVE** (Spanka, BMI) (2:26)—**DON'T SAY YOU'RE SORRY** (Spanka, BMI) (2:38)—A neatly contrasting coupling for Anka with the top side bright, bouncy and much in the groove of his original hit, "Diana." The flip is a listenable new ballad, well sung to a backing of chorus, triplets and strings. Anka wrote both and either side can go. **ABC-Paramount 10168**

#### ETTA JAMES



**AT LAST** (Feist, ASCAP) (3:00)—**I JUST WANT TO MAKE LOVE TO YOU** (Arc, BMI) (3:03)—The thrush has been highly successful of late and this smart grouping can continue the string. On top is the fine old ballad which gets great thrushing. Flip is the blues hit of years back and it gets an equally stylish effort. Watch both. **Argo 5380**

#### DEE CLARK



**BECAUSE I LOVE YOU** (Conrad, BMI) (2:37)—**YOUR FRIENDS** (Conrad, BMI) (2:09)—Two bright ones for Clark. The top side is a driving effort with expressive chanting and a pounding backing. Flip is another rhythmic tune with a moral in the lyric. Very smart both ways. **VeeJay 372**

#### ROY HAMILTON



**YOU CAN HAVE HER** (Big Billy, BMI) (2:40)—The chanter has one of his finest in a good while here. It's an exciting, gospel-styled song with solid chorus and ork effects in addition to Hamilton's fine warbling. Flip is a ballad, "Abide With Me," (Big Billy, BMI) (2:37). **Epic 9434**

#### TITUS TURNER



**SOUND OFF** (Shapiro-Bernstein, ASCAP) (2:02)—Turner had a hit sometime back with "We Told You Not to Marry," an answer to a Lloyd Price hit. Here's another clever arrangement of a familiar old theme, well handled by Turner and chorus. This can grab lots of action. Flip is "Me and My Lonely Telephone," (Shapiro-Bernstein, ASCAP) (1:58). **Jamie 1174**

### Rhythm & Blues

#### JIMMY REED



**CLOSE TOGETHER** (Conrad, BMI) (2:27)—**LAUGHING AT THE BLUES** (Conrad, BMI) (1:58)—Two mighty interesting sides. On top is a fine, uptempo, down-home blues with a good message. The flip is a blues that's basically an instrumental, punctuated by wild, laughing shouts in the background. Both sides can score. **VeeJay 373**



### VERY STRONG SALES POTENTIAL

#### POPULAR ★★★★★

**DEILA REESE**  
★★★★★ **You Mean All the World to Me**—RCA VICTOR 7833 (33)—Della Reese sells this ditty (based on the classical theme "Traumerei") with her usual verve, over love: string accompaniment. Could get a lot of action. (Alexis, ASCAP) (2:09)

★★★★★ **The Most Beautiful Words**—A pretty new ballad receives a solid performance from the thrush, aided again by a most attractive ork arrangement. Two strong sides. (Kahl, BMI) (2:30)

#### JOHNNY WILLIAMS AND HIS ORCHESTRA

★★★★★ **Theme From "Checkmate"**—COLUMBIA 41925—Dramatic TV title theme is wrapped up in an exciting instrumental treatment by Williams. Interesting jockey wax. Both sides are from Williams' new LP "Checkmate." (Hawaiian, BMI) (2:14)

★★★ **The Black Knight**—Composer and conductor of the TV series "Checkmate," Williams provides a haunting ork treatment of a bluesy theme. (Hawaiian, BMI) (2:24)

(Continued on page 34)

#### 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.

IT'S HERE! THE NEWEST,  
MOST EXCITING SOUND  
IN STEREO RECORDING...

# STEREO ACTION

Now... direct from the research laboratories of RCA Victor comes an exclusively new kind of stereo to keep your sales records spinning! It's stereo that moves. Voices, instruments, entire sections of the orchestra spring to life... sweep with dramatic motion from one side of the room to the other. It's sound you can actually follow with your eyes... and sound to move your customers to buy. It's stereo with an exciting new profit potential... exclusive new Stereo-Action By RCA Victor.

Stir up action in your stereo sales... start stocking, and start selling new Stereo-Action now. Here are the first two releases in this bold new sound. Each comes in a deluxe new slide-jacket... and each is a can't-miss seller. Order today!



LSA-2287

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SOUND YOUR





# EYES CAN FOLLOW



IT'S HERE! THE NEWEST,  
MOST EXCITING SOUND  
IN STEREO RECORDING...

# STEREO ACTION

Now... direct from the research laboratories of RCA Victor comes an exclusively new kind of stereo to keep your sales records spinning! It's stereo that moves. Voices, instruments, entire sections of the orchestra spring to life... sweep with dramatic motion from one side of the room to the other. It's sound you can actually follow with your eyes... and sound to move your customers to buy. It's stereo with an exciting new profit potential... exclusive new Stereo-Action By RCA Victor.

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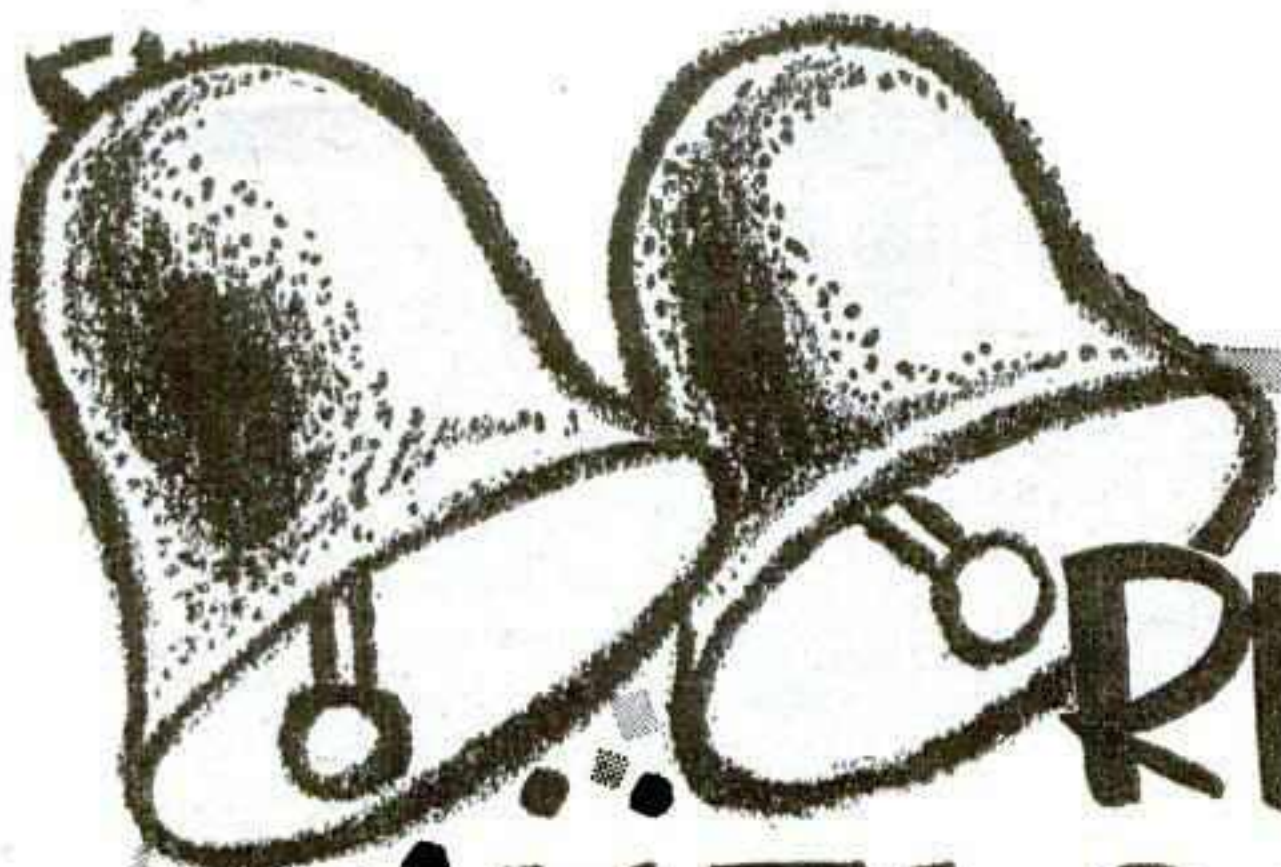
LSA-2287



LSA-2290

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





# RING IN THE NEW YEAR WITH 2 BRAND NEW HITS

## JOHNNY CASH



### "OH LONESOME ME"

c/w

### "LIFE GOES ON"

Sun 355

**JOHNNY CASH**  
OH, LONESOME ME (Acuff-Rose, BMI) (2:25)—LIFE  
GOES ON (Clement, BMI) (1:56)—Cash has two solid  
sides here with strong commercial potential in both the  
c.d.w. and pop markets. "Oh, Lonesome Me," the old  
Don Gibson hit, is accorded a lively reading. Watch both  
flip, a weeper, features a moving vocal. Sun 355  
sides.

The Billboard 12/19/60

*A BRAND NEW  
ARTIST  
WITH A SMASH  
INSTRUMENTAL!*

## BOBBY SHERIDAN

### "SAD NEWS"

c/w

### "RED MAN"

Sun 354



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EXODUS

45 #1953

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FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

The new Pee Wee King unit opens at the Golden Nugget, Las Vegas, January 5 and follows with dates in Texas, New Mexico and Kansas before returning to Louisville in time for the annual Sports Show at the Fairgrounds Coliseum February 18-27. King is reportedly negotiating with Jim Halsey, of Thunderbird Artists, Independence, Kan., for the 1961 season. . . . Ted Miller and Arnold Weisner are reported lining up a string of Pennsylvania dates for a c.&w. package featuring a number of "Grand Ole Opry" stars. . . . Vokes Music, New Kensington, Pa., has leased a master tape of four bluegrass-type songs by Denver Duke and Jeffrey Null to Don Pierce's Starday Records.

William Otha (Slim) Smith, 55, Nashville fiddler and guitarist, formerly with WSM's "Grand Ole Opry" for nearly 20 years, died in a Nashville hospital December 23 after a lengthy illness. He retired from the entertainment field five years ago because of ill health. A native of Mannington, Ky., Smith moved to Nashville in 1935, where he appeared on stations WSM and WLAC. He joined "Grand Ole Opry" the following year and spent most of the time there as a member of Roy Acuff's unit. Surviving are his widow, the former Myrtle Wallace; a daughter, Mrs. Agness Emmett; a stepdaughter, Mrs. G. D. Thornton, and a stepson, John W. Wallace, all of Nashville. Burial was in Spring Hill Cemetery, that city.

Wilf Carter, better known to his American fans as Montana Slim, was due in Nashville last week to discuss a Canadian tour with Hank Snow to begin early in the spring. Snow, recovered from his recent bout with the flu, has a new RCA Victor release in "Man Behind the Gun" b.w. "I'm Asking for a Friend." . . . Wanda Jackson and Her Party-Timers are in the midst of a six-week stand at the Golden Nugget, Las Vegas. They wind up there January 25. . . . Curley Culppepper has just cut his first session for Harry McDowell, of McDowell Records, Montgomery, Ala. Release date is January 15.

Jim Reeves has teamed with New York Yankees star Mickey Mantle to open a new bowling alley in Henderson, Tex. Jim and wife Mary spent Christmas with home folks in Texas, with Jim spending last week hunting on the King Ranch in the Lone Star State. . . . Justin Tubb last week had his first release on the Starday label, "One-Eyed Red" b.w. "I'd Know You Anywhere." . . . Cousin Jody and His Country Cousins, of WSM's "Grand Ole Opry," have a new manager in Jim Ballard, of Chattanooga. Latter formerly owned Station WOOD, New Bern, N. C., and managed WKIX, Raleigh, N. C. . . . The Willis Brothers, who left on a USO tour December 12, are due back in Nashville around January 15. . . . Hank Snow on January 7 celebrates his 11th year with WSM's "Grand Ole Opry."

Lester Flatt and Earl Scruggs will work in concert at Hartford, Conn., January 13 and will play a similar engagement at Boston's Jordan Hall January 14. On Janu-

ary 15 the lads don their concert robes for a date at the Fashion of Institute of Technology, New York. . . . Roy Drusky shows his wares in Cleveland January 17. . . . Stringbean, "Grand Ole Opry" comic, plays Gainesville, Fla., January 30; Tallahassee, Fla., 30; Panama City, Fla., February 1; Pensacola, Fla., 2; Gulfport, Miss., 3, and Biloxi, Miss., 4. . . . Faron Young is set for a January 9-14 stand in Minneapolis. . . . The Cackle Sisters, Mary and Cathy, heard on Station KBTM, Jonesboro, Ark., the last two and a half years, report that they have formed their own diskery known as Mar-Kay Records, with headquarters in Jonesboro. The sister team is also heard on the air in St. Louis, where they are sponsored by the Old Judge Coffee Company.

January itinerary for the gospel-singing Blackwood Brothers stacks up as follows: Franklin, Ky., January 3; Sikeston, Mo., 5; Nashville, 6; Atlanta, 7; Springfield, Mo., 12; Little Rock, Ark., 13; Fort Worth, 14; Houston, 15; San Antonio, 16; Big Springs, Tex., 17; San Bernardino, Calif., 19; Long Beach, Calif., 20; Porterville, Calif., 22; Albuquerque, N. M., 24; Plainview, Tex., 25; Tulsa, Okla., 26; Shreveport, La., 27, and Montgomery, Ala., 28. . . . Hank Cochran visited with relatives in Mississippi over the holidays. . . . Hal Smith and wife Velma spent the holidays with homefolks in Alabama. . . . Claude Caviness, West Coast representative for Pamper Music, Inc., is back at his headquarters in Pico Rivera, Calif., after a visit to the home office in Goodlettsville, Tenn. . . . Charles Wright, Dallas agent, reports that he's on the search for strong song material for Mark Webb, Walter Vaughn and Jimmy Littlejohn for recording sessions in February.

With the Jockeys

"I need service on country and western records from all labels," typewrites Cactus Tom, who spins the country wax on KOLO, Reno, Nev. "Deejay service here on new releases is very bad." . . . Mack Rains, c.&w. deejay on WEZJ, Williamsburg, Ky., says he's spinning the stuff five hours a day and is in need of good c.&w. releases. . . . After being out of the corral for some time, Joe Penny, formerly on WEHT-TV, WTUV-TV and WJPS, Evansville, is now doing daily across-the-board shows on WNNT, Warsaw, Va. During his holiday away from the mike, Joe did some recording for Federal Records (King) in Cincinnati, spent some time on the road and put in the past year at his home in Florida. Penny still puts in his spare time writing song material. His most recent tune, "Break It to Me Gently," has been done by Gene Martin on Hillous Buttram's Look label. He invites diskeries and artists to send him sample releases for his new show.

Lloyd Hawkins, owner and general manager of KURV, Edinburg, Tex., announces that the station has just made a complete switchover to full-time country and western programming. The new format is under the supervision of Bob Dodson, vet c.&w. deejay, who has been associated with Hawkins' operation since 1954. KURV covers the South Texas area on 710 k.c. and is on the air from 6 a.m. to 10 p.m. daily. Hawkins urges artists to send tapes for station ID's and welcomes releases from the diskeries and artists alike.

The Billboard HOT C & W SIDES

FOR WEEK ENDING JANUARY 8

TITLE, Artist, Company, Record No.

Table with 3 columns: Rank, Weeks Ago, Title, Artist, Company, Record No., and Weeks on Chart. Lists 30 items including 'ON THE WINGS OF A DOVE', 'NORTH TO ALASKA', 'I MISSED ME', etc.

POPping BIG

"STAND BY ME"

LITTLE JR. PARKER

Duke 330

RELIGIOUS HIT!

"THE BLOOD"

Zion Travelers

#602

DOOTO logo

The Big Hits Are On Today's Hit Trademark



STILL SMASHING!

"RUBBER BALL"

Bobby Vee

#55287

LIBERTY logo

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

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

This Week	Last Week	Weeks on Chart
1. EXODUS (Chappel) . . . . .	1	6
2. THEME FROM THE APARTMENT (Mills) . . . . .	2	24
3. LAST DATE (Acuff-Rose) . . . . .	3	8
4. WONDERLAND BY NIGHT (Roosevelt) . . . . .	4	4
5. GREEN LEAVES OF SUMMER (Feist) . . . . .	9	9
6. CALCUTTA (Pincus-Symphony House) . . . . .	—	1
7. WHITE CHRISTMAS (Berlin) . . . . .	5	6
8. NORTH TO ALASKA (Robbins) . . . . .	13	2
9. RUDOLPH THE RED-NOSED REINDEER (St. Nicholas) . . . . .	6	5
10. WINTER WONDERLAND (Bregman) . . . . .	7	4
11. SILVER BELLS (Paramount) . . . . .	8	4
12. MANY TEARS AGO (Roosevelt) . . . . .	—	1
13. CLIMB EVERY MOUNTAIN (Williamson) . . . . .	14	46
14. SAILOR (YOUR HOME IS IN THE SEA) (Garland Music) . . . . .	10	3
15. POETRY IN MOTION (Meridian) . . . . .	—	4

**MUSIC AS WRITTEN**

• *Continued from page 18*

the group. Lou Applebaum, music consultant to the Canadian Broadcasting Corporation, spoke at the annual meeting. . . . Lois Marshall, the soprano, will give two concerts during the music season of the 1961 Stratford Festival. She will share the stage on each occasion with Glenn Gould, pianist; Oscar Shumsky, violinist, and Leonard Rose, cellist. . . . Bobby Curtola, who boasts 36 fan clubs, and records for Tartan, of Port Arthur, was visiting in Toronto from his Port Arthur home during Christmas holidays. The record label is owned by the Hurdon Brothers.

Harry Allen Jr.

**Philadelphia**

**MANUFACTURER NEWS:** Dave Von Ronk, ethnic folk-singer who records for Folkways, and Don Paulin, a local lad devoted to the same kind of songs, are first in for newly opened The 2nd Fret, liquor-less nitery. . . . Anne Helena Dougherty, who has been penning top tunes for 16 years, has just been named to membership in ASCAP. . . . Singer George Shaw, who had been managing the Trade Winds nitery, has moved across the street to host the Hi-Fi and Lo-Fi Rooms in the Rittenhouse Hotel. . . . Liberty Theater, Stanley-Warner neighborhood house, which is undergoing a major remodeling program, plans to bring in rock and roll stage shows to compete with the nearby and very successful Uptown Theater with the same policy. . . . Ben Krass, the clothing tycoon turned crooner, recorded four standards on his own indie label, appropriately enough called Krass Records. . . . Johnny Rosica, RCA Victor record exploiteer in this area, hosted dealers and disk jockeys among others in the trade for a three-night preview of "The World of Suzie Wong" movie at the Paramount film exchange—complete with Oriental catering.

Morrie Orodener.

**RADIO BOOSTS COMEDY ALBUM MATERIAL USE**

• *Continued from page 1*

hour interview with Phyllis Diller (of the Jack Paar TV show), and will feature the comedienne on his show in a series of similar "bits" over a period of weeks. Thus, Roddy points out, he is able to make his program truly original, since all of the "bits" are exclusive on his show.

Roddy, who plans to record a comedy LP of his own shortly, believes the personality deejay is due to make a comeback. However, the jock opined the new personality spinner will also feature formula programming, thereby blending the best of the two heretofore opposing formats—"Top 40" and "personality."

Roddy himself plays the top hits, and limits between-wax chatter to one minute. At the same time, however, he emphasizes his own personality, and he broadcasts his KQV show from a big picture window and draws audiences by wearing different comedy costumes—a Roman toga, a "Mr. Livingston" explorer suit, a surgeon's uniform.

Also active in the comedy deejay field, is Johnny Quinn, WSBC-TV, Chicago, who featured a special tape on comedy technique on his New Year's Eve show at 9 p.m.

It's interesting to note that "The Button Down Mind of Bob Newhart" was No. 4 on the top 10 "vocal" album chart in The Billboard's 1960 Record Artists Popularity Poll, based on a survey of deejays and station librarians across the country (see The Billboard, December 19, 1960).

**Spoken Word Albums**

In addition to comedy LP's, spoken word albums of all types are pulling more and more air play. Station KTUL, Tulsa, Okla., recently launched a series of programs tagged "KTUL Sunday Night Special," which feature documentary-type albums, plus certain dramatic readings. The show features such albums as "Don Juan in Hell," "Study of Winston Churchill" by Ed Murrow, "Victory at Sea," "Hear It Now," by Murrow, "Not So Long Ago" by Bob Hope, and "The Presidents" by Walter Brennan.

"Sounds of the Twentieth Century," a similar program, is aired by WRFM-FM, New York, emceed by Gordon Spencer, spotlights poetry, music and comments of our times expressed by great humorists, and draws heavily on spoken word albums.

**Canadian Board**

• *Continued from page 4*

\$288.75, for vessels of over 3,000 passengers. With airplanes, where capacity is 50 or less, annual fee requested is \$50, and where it is over, the fee is a dollar for each seat.

For shopping centers, with less than 10 stores the annual fee is \$50, and for each where there are more than 10, the fee is based on \$5 for each store.

The submission for tariffs covering exhibitions, fairs, trade shows, motor shows, racing meets, ice skating or roller skating revues or shows, was also contentious. The tariff is based on one-fifth of one cent for each fairgoer. The same fee is also sought for circuses, carnivals and rodeos, with a minimum fee of \$5.

Formerly, the former group paid one-tenth of a cent per person, although larger exhibitions paid on a graduated scale, with a top figure of 5 cents per person over 300,000 attendance.

Counsel for the larger Canadian Association of Exhibitions sought a one year delay in board action. He said there was no evidence to warrant the increases.

**RESULTS OF GERMAN JUKE BOX DISK POLL**

**BRAUNSCHWEIG, Germany—**The results of the Second Annual German Operators Poll, conducted by Automaten-Markt, showed these artists as the most popular on Germany's juke boxes for 1960:

**Male Singers:** 1. Freddy, 2. Rocco Granata, 3. Ivo Robic, 4. Peter Kraus, 5. Rene Carol.

**Female Singers:** 1. Lolita, 2. Heidi Bruhl, 3. Dalida, 4. Conny, 5. Connie Francis.

**Vocal Groups:** 1. Jan and Kjeld, 2. Regento Stars, 3. Hellberg-Duo, 4. Caterina Valente and Silvo Francesco, 5. Western Trio.

**Orchestras:** 1. Billy Vaughn, 2. Johnny and the Hurricanes, 3. Papa Bue's Viking Jazz Band, 4. John Buck and the Blazers, 5. Emperor Joe's Street Paraders.

The top juke box tunes of 1960, according to Automaten-Markt,

1. "Seemann," by Lolita; 2. "Marina," by Rocco Granata; 3. "Wir Wollen Niemals Auseinandergeh'n," by Heidi Bruhl; 4. "Banjo Boy," by Jan and Kjeld; 5. "Unter Fremden Sternen," by Freddy; 6. "Moonlight," by Ted Herold; 7. "Kein Land Kann Schoner Sein,"

by Rene Carol; 8. "Mustafa," by Leo Leandros; 9. "Milord," by Dalida; 10. "Ich Zahle Taglich Meine Sorgen," (Heartaches by the Number) by Peter Alexander.

**Kapp Boosts Classic Disk Prices Jan. 1**

**NEW YORK —** Kapp Records is increasing prices on its line of classical disks effective January 1. The increase is prompted by growing costs of production and recording, according to general sales manager, Jay Lasker.

Monaural classical LP's, now \$3.98, will become \$4.98 while stereo sets, now \$4.98, increase to \$5.98. "Kapp Records," Lasker noted, "has resisted the almost industry-wide price rise until this time, and it is one of the very last recording companies to bring its classical division into line with the prices now generally prevalent."

**WHEE-GA-BOO...** Now they've got me doing it... I'm **BUZZ CLIFFORD** Singing **BABY SITTING BOOGIE**

With the **BABY** who gurgles with a triplet beat!

4-41876 (also on Single **♫♫♫**) Exclusively on Columbia **©** Records

IN THE HOT 100

LET'S GO, LET'S GO, LET'S GO

HANK BALLARD and the Midnighters KING 5400

HOOCHI COOCHI COO

HANK BALLARD and the Midnighters KING 5430

WALK SLOW

LITTLE WILLIE JOHN KING 5428

SLEEP

LITTLE WILLIE JOHN KING 5394

THE BELLS

JAMES BROWN KING 5423

ANGEL BABY and BABY

OH BABY CHARLES BROWN KING 5439



The Latest Smash!

TAKE ME BACK

AL BROWN AND HIS TUNETOPPERS AMY #811 AMY RECORDS, 1650 Broadway, N. Y.

when answering ads . . .

Say You Saw It in The Billboard

Reviews and Ratings of New Albums

Continued from page 24

the other the Lalo composition by the New York Philharmonic under Mitropoulos. Soloist Zino Francescatti on both sides displays his technical brilliance and beautiful tone.

★★★★ MOZART CONCERTOS — NO. 22 IN E FLAT, K. 482; NO. 23 IN A MAJOR, K. 488

Robert Casadesu, Piano. The Columbia Symphony Orchestra (Szell). Columbia MS 6194. (Stereo & Monaural)—Two of Mozart's most popular piano concertos are coupled in technically flawless performances. The combination of Robert Casadesu at the keyboard and George Szell on the podium has been a successful one for Columbia, commercially as well as artistically, on previous releases of Mozart concertos. This new coupling doubtless will follow suit.

CLASSICAL LP's

★★★ MODERATE SALES POTENTIAL

★★★★ SCHUBERT: DIE SCHÖNE MÜLLERIN

Peter Pears & Benjamin Britten. London OS 25155. (Stereo & Monaural)—Truly fine performances of the Schubert song cycle by

Peter Pears and Benjamin Britten. Pears sings the selections with taste and feeling, aided by Britten's piano accompaniment. A very interested, if limited, audience will want this set.

★★★ DE FALLA: DANCE NO. 1 FROM "LA VIDA BREVE"; TURINA: RITMOS (CHOREOGRAPHIC FANTASY); ALBENIZ-SURINACH: RONDENA, JEREZ, LAVAPIES

L'Orchestre Radio-Symphonique de Paris (Surinach). Montilla FMS 2062. (Stereo & Monaural)—This release is highlighted by the Turina ballet work and orchestrations by Carlos Surinach of three works from Albeniz's "Iberia" that had not previously been arranged from their keyboard form. The short de Falla item is a standard item, but none of the others is otherwise available on disks. They are all highly listenable works that will be of strong interest to those who like music in the Spanish idiom. Bright sound and effective stereo.

★★★ PROKOFIEV: CONCERTO NO. 2; TCHAIKOVSKY: SERENADE MELANCOLIQUE; SAINT-SAENS: HAVANAISE

Leonid Kogan, Violinist. State Orchestra of the USSR (Kondrashin). Monitor MC 2051—The fine Soviet violinist Leonid Kogan plays three works of which the nearly lyrical Prokofiev concerto is the most important. The brilliant "Havanaise" and the serious Tchaikovsky work are two shorter but popular works for the violin. Kogan gives them all virtuoso performances. The Prokofiev work was issued earlier by Monitor in a different coupling, with Richter playing the Bach Concerto No. 1 on the piano. This version will appeal to violin fans.

★★★ SURINACH: CONCERTO FOR ORCHESTRA; ALBENIZ-ARBOS: NAVARRA; GRANADOS-GRIGNON: ORIENTAL, ANDALUZA, RONDALLA

L'Orchestre Radio-Symphonique de Paris (Surinach). Montilla FMS 2063. (Stereo & Monaural)—Carlos Surinach conducts the premiere recording of his "Concerto for Orchestra," and it proves to be a colorful and exciting work that manages to be intensely Spanish in feeling without the real use of Spanish-type music, through adroit use of rhythm and color. It should attract much comment. The three Granados selections are orchestrations from his "Danzas Espanolas" for piano. "Navarra" is one of the best known of all Iberian compositions. The combination of works topped by the evocative Surinach work makes this an interesting release.

★★★ HARRIS: ELEGY AND DANCE; DIAMOND: THE WORLD OF PAUL KLEE; BERGSMAN: CHAMELEON VARIATIONS; LEES: PROLOGUE, CAPRICCIO AND EPILOGUE

Portland Junior Symphony (Avshalomov). Composers Recordings, Inc. CRI-140 — A collection of contemporary American compositions played most capably here by the Portland Junior Symphony, under the direction of Jacob Avshalomov. The Bergsma "Variations" and the Lees' "Prologue, Capriccio and Epilogue" are bright pieces

handled with spirit. Attractive cover should help the album's appeal to contemporary music followers.

★★★ BABBITT: COMPOSITION FOR FOUR INSTRUMENTS; COMPOSITION FOR VIOLA AND PIANO; BAVICCHI: TRIO NO. 4; SHORT SONATA FOR VIOLIN AND HARPSICHORD

Various Artists. Composers Recordings, Inc. CRI-138—Composers Recordings continues its worthwhile task of presenting works by contemporary American composers with this new disk. Milton Babbitt and John Bavicchi are the featured composers and their works are played to advantage here, on their first recorded performances. The disk is sponsored by the American Academy of Arts and Letters and the National Institute of Arts and Letters. Both Babbitt and Bavicchi were the 1959 Award winners. These four compositions, in the modern classical idiom, will interest contemporary music fans.

★★★ HANDEL: MESSIAH

J. Clifford Welsh, Organist; The Masterwork Chorus (Randolph). Design DCF-3051. (Stereo & Monaural)—An ambitious production and one that has definite quality. The Masterworks Chorus is one well known in New Jersey music circles, as are conductor David Randolph and organist Clifford Welsh. Soloists comport themselves with distinction. The boxed packaging also contains a leaflet on the material and its composer. Much competition exists, of course, but the aspect of "compatible stereo" can be a sales factor. Better impact could have been achieved had the set been prepared in time for the Christmas selling period.

JAZZ LP's

★★★★ STRONG SALES POTENTIAL

★★★★ WEST SIDE STORY

Cal Tjader. Fantasy 8054. (Stereo & Monaural)—A highly polished and feelingful musical representation of "West Side Story" is this latest LP by Cal Tjader. The music has been specially arranged by Clare Fischer and his work is particularly in tune with the original. Since Tjader is foremost in the jazz and Afro-Cuban areas, there are healthy touches of both in the set, but there also are wide touches of string and French horn writing. "Cool" and "America" are good examples of the former, "Maria" a fine example of the latter. Set is being offered, for a limited time, at \$3.98 (stereo) and \$2.98 (mono) retail prices.

★★★★ CAMELOT

Andre Previn and His Trio. Columbia CS 8369. (Stereo & Monaural)—The score from the new Broadway musical "Camelot" forms the latest vehicle for pianist Previn and his two jazz cohorts Red Mitchell (bass) and Frank Capp (drums). It's a very sensitive affair with Previn gracefully ranging in tempo and mood to match the caprice of the Lerner and Loewe score. Previn's improvisations are thoughtful on ballads ("I Loved You Once in Silence") and he does unique things on "What Do Simple Folks Do" which is taken as a three-quarter time swinger. Set should score with those who have grown accustomed to the Previn trio jazz touch.

(Continued on page 39)

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## Allentown Retains Harris and Leidig

Gate Revenue Up; Grandstand Gross Second Only to Rogers' 1959 Visit

ALLENTOWN, Pa.—William T. Harris Jr., has been re-elected president of the Lehigh County Agricultural Society, operator of the Allentown Fair. In the annual election, December 14 in the fairgrounds' Agricultural Hall. Harris was unopposed for a second term. Other officers who will serve in 1961 are Dr. T. M. Ritter, first vice-president; Harvey W. Muth, second vice-president; Robert Moyer, third vice-president; Clarence Siegfried, fourth vice-president; Philip H. Storch, secretary; Edward G. Leidig, treasurer; Harry R. Dubbs, librarian; Robert F. Good, chemist; Alvin Butz, geologist and Joseph Gackenbach, forester.

A change in the by-laws was approved by stockholders, creating directorships in each of the six counties adjoining Lehigh County. When approved by the Lehigh County Court of Common Pleas, the society, for the first time, will have directors from Bucks, Berks, Schuylkill, Carbon, Montgomery and Northampton Counties. This change recognizes an increasing area-wide aspect of the fair.

Leidig, general manager, reported that the 1960 Allentown Fair's outside gate income was \$49,216, an increase of almost \$6,000 over 1959. Grandstand income of \$68,618 was the second highest in the fair's history, exceeded only by 1959 when Roy Rogers starred all week.

Robert R. King, chairman of the executive committee described the innovations during the past year, including increasing the fair to a nine-day exposition, a Sports, Vacation and Boat Show, and a

## Knoxville's Auditorium Estimate Up

KNOXVILLE, Tenn.—According to Mayor John Duncan, the James White Memorial Auditorium here will cost closer to \$5 million than \$4 million as originally planned.

It was noted that the city will need \$500,000 to acquire and prepare parking lots around the downtown coliseum, and some \$300,000 for equipment. Citizens long ago voted the other funds in a referendum.

Mayor Duncan said the auditorium is scheduled to be completed and ready for opening in late summer, 1961.

## Detroit Auto Show Signs Cobo for '62

DETROIT — Cobo Hall was awarded the National Automobile Show for 1962 by the Automobile Manufacturers' Association. No show is to be held in 1961. The highly successful show here in October claimed about 1,400,000 people—nearly five times the figures for any previous show.

closed-circuit television championship fight.

Progress on construction of the branch bank of the Lehigh Valley Trust Company, being erected on the grounds, was described by attorney Gene D. Smith, and Mr. Gackenbach outlined the details of the reforestation program now in effect on the grounds. Almost 300 stockholders attended the annual day-long session.

## Trade Show Growth Traced by Smadbeck

NEW YORK—More than \$4.5 billion will be spent on over 4,500 trade shows and expositions in 1961, according to Arthur Smadbeck, president of the New York Coliseum. He pointed out that established trade and public shows are growing in size, and many new ones are being created as well. This development is said to be part of a continuing upward trend.

In 1940, according to Smadbeck, approximately 900 U. S. expositions accounted for an expenditure of a half-billion dollars in displays, exhibits, space, advertising, and other costs. By 1956, the figure rose to 3,000 exhibits, representing a \$3 billion expenditure. In 1960, nearly 4,000 exhibits in this country were successfully presented at an approximate cost of \$4 billion.

The continued expansion of expositions as a mass market medium will be greatly stimulated by renewed efforts to accelerate our national economic growth rate, and also by intensified domestic and international business competition, according to Howard G. Sloane, the Coliseum's managing director. He said:

"Expositions offer each exhibitor the unique opportunity of meeting all prospective customers at one

## Nat'l Dairy Congress Names Telleen Mgr.

WATERLOO, Ia. — Maurice Telleen has been named secretary-manager of the National Dairy Cattle Congress here to succeed Norbert J. Kash, who resigned to enter private business. The new appointment is effective January 1.

Telleen has served as assistant manager of the exposition since July, 1959. The 1961 show is scheduled for September 30-October 7.

time and in one place, representing considerable savings in money and manpower and traveling around the country or world in order to maintain sales contacts."

International expositions, both in the U. S. and abroad will gain in size, scope and importance, according to Sloane. He said the general effort to increase exports would involve greater participation by American manufacturers in international fairs throughout the world. At the same time, the role of international fairs in the U. S. will assume added importance as a means of maintaining a healthy balance of trade among nations, and as an effective method for improving relations within the family of nations. As an example, he cited a local case:

"International expositions, such as the U. S. World Trade Fair, held at the New York Coliseum for the fifth consecutive year, from May 3-13, prove the inherent value of these international business and cultural exchanges. Each year it attracts substantially larger numbers of business and trade visitors, along with new and highly impressive displays from both the economically advanced and newly developing nations."

## President Singhiser Appoints Chairmen of 17 NAAPPB Committees

LOUISVILLE — Appointments of committee chairmen for the new year were announced last week by NAAPPB President Jack Singhiser. He and NAAPPB Executive secretary John S. Bowman had conferred here earlier about the assignments.

Singhiser said that a bulletin being mailed to park association members last week would invite them to volunteer for membership on any of the committees. He said he was eager to include members not heretofore active in association work so as to complete the cross-section desired on the committees.

Bowman called attention to the fact that the program of work committee also is charged with operation of the public relations program. A separate public information committee will handle other phases of publicity but it also will serve as a consultant group to the program of work and public rela-

tions committee. Membership of the committees will overlap to a degree.

The committees and their chairmen and vice-chairmen include: Resolution — Paul Huedepohl, chairman; Adrian Ketchum, St. Louis, vice-chairman.

Safety — Joseph Fowler, Disneyland, Anaheim, Calif., chairman; Marvin Staton, Springlake Park, Oklahoma City, vice-chairman.

Service Awards — Fred Pearce, F. W. Pearce Corp., Detroit, chairman; E. J. Kilcullen, Playland, Rye, N. Y., vice-chairman.

Exhibit Awards — Robert Guenther, Olympic Park, Maplewood, N. J., chairman; Dudley Humphrey Euclid Beach Park, Cleveland, vice-chairman.

Finance — William B. Schmidt, Riverview Park, Chicago, chairman; Ed Schott, Coney Island, Cincinnati, vice-chairman.

Government Relations — Harry J. Batt, Pontchartrain Beach Park,

## NAAPPB Publicity Fund Tops \$29,000

Reaches 58 Per Cent of \$50,000 Goal As More Parks Pledge Contributions

CHICAGO — Subscriptions to the proposed \$50,000 Public Relations Fund of the National Association of Amusement Parks, Pools & Beaches have reached \$29,450. Executive Secretary John S. Bowman announced Friday this is 58 per cent of the goal and represents a relatively small number of pledges, Bowman said.

President Jack Singhiser urged all NAAPPB members who have not as yet subscribed to do so at once so that the fund can be completed no later than January 15.

"We want to give the go-ahead signal to Communications Counselors, Inc., our public relations agency, by that date so that they can get to work and have our program in operation on a nationwide basis before the opening of the 1961 park and pool season," he said.

Singhiser expressed gratification over the widespread acceptance the members have given to the suggested formula of one tenth of one per cent of yearly gross receipts.

Singhiser said these are the NAAPPB members who have made pledges to date:

Olympic Park, Maplewood, N.J.; J. M. Hutchinson, Riverside Park, Agawam, Mass.; Ron-Bol, Inc., Seaside Heights, N. J.; Bob-Lo Amusement Park, Bob-Lo Island, Ont.; Jimmie Thompson, City Park Kiddieland, Alexandria, La.; Riverside Amusement Park, Indianapolis; Silver Beach Amusement Company St. Joseph, Mich.; Belmont Park, San Diego, Calif.; Whalom Park, Fitchburg, Mass.; Roseland Park, Canandaigua, N. Y.; Springlake Park, Oklahoma City; Lincoln Park, North Dartmouth, Mass.; Dorney Park, Allentown, Pa.; F. W. Pearce Corporation, Detroit; Lagoon Resort, Salt Lake City; Crystal Beach Transit Company, Crystal Beach, Ont.

Elitch Gardens, Denver; Riverside Park, Agawam, Mass.; Irving Rosenthal, Palisades, N. J.; Play-

land Amusements, Inc. (Pontchartrain Beach), New Orleans; Coney Island, Inc., Cincinnati; Riverview Park, Chicago; The Humphrey Co., Euclid Beach, Cleveland; Santa Cruz Seaside Company, Santa Cruz, Calif.

Al Martin Agency, Boston; John Logan Campbell Insurance Company, Baltimore; Hershey Park, Hershey, Pa.; Lake Winnepesaukee, Inc., Rossville, Ga.; Fontaine Ferry Park, Louisville; Sunset Bay Park, Inc., Irving, N. Y.; Elmwood Park, Oklahoma City.

Kennywood Park, Pittsburgh; Cascade Plunge, Inc., Birmingham; Playland Park, San Antonio; Biloxi Gulfport Amusement Park, Biloxi, Miss.; Philipps Aquatic Club, Dayton, O.; Elmer E. Foehl, Amusement Concessions, Inc., Wildwood, N. J.; Idlewild Park, Ligonier, Pa.; Geauga Park, Aurora, O.; and Dreamland Park, Rochester, N. Y.

## Barnes Pacts Chi Auto Show For 10th Year

CHICAGO — Barnes-Carruthers Theatrical Enterprises has again been awarded the contract to produce the stage entertainment at the Chicago Auto Show, Sam J. Levy Sr., B-C president, announced.

This marks the 10th consecutive year the office will produce the show at the event. This year the show is being held in McCormick Place, the new lake-front building. Dates are February 17-26.

SPRINGFIELD, Ill.—Paul Olson, co-owner and general manager of Olson Shows, has been named to the inaugural ball committee of Illinois' new governor, Otto Kerner. The event will take place here on January 9.

## OREGON FAIR SIGNS DAY, BETTY JOHNSON

SALEM, Ore.—Dennis Day and Betty Johnson have been signed to headline the grandstand show at the Oregon State Fair here September 1 through 9, Howard Maple, fair manager, disclosed.

They will be supported by Antone and Curtiss, comics, and Victor Julian and His Dogs. According to the contract signed with General Artists Corporation in Beverly Hills, Calif., the show will be produced by George Burke. Yet to be signed are a line of girls, the emcee and orchestra.

According to the contract for the guarantee-show, there is a provision that none of these performers will appear in any other show within a 300-mile radius of the State Fair during the six months previous to the opening of the fair.

(Continued on page 43)



## FAIR-EXHIBITION MANAGEMENT

### Texas Assn.-Completes February Meeting Sked

TEXARKANA, Tex.—The program for the 34th Annual Convention of the Texas Association of Fairs and Expositions, February 2-4, in Dallas, will again feature the sharing of ideas and experiences.

Included in the two-day program are such topics as "Entrance and Exit Control," "Of Interest to Women," "Improving Livestock Exhibits at Fairs," "How an Exhibit at the Fair Builds Business and Good Will," "How We Sell Exhibit Space," "Tootin' Your Own Horn" (publicity), "Youth Programs for Your Fair," "Gospel Singing," "Our New Coliseum," "Special Features at Our Fair" and "I. Q. Zoo Pulls Paying Patrons."

Convention headquarters will be at the Baker Hotel and registration will be from 2 to 6 p.m., February 2, and from 8:30 to 9:30 a.m., February 3.

To encourage attendance the Association is again offering an expense paid trip to the 1961 International Association of Fairs and Expositions convention in Chicago. The winner, who may be any official representative of any Texas fair or fair council registered for convention attendance, will be chosen at the final convention luncheon in a drawing from the names of those with 10 per cent attendance at all meetings during the convention.

### PNE Maps \$408,000 Improvement Program

VANCOUVER, B. C.—The Pacific National Exhibition has mapped out a \$408,000 winter works program.

Work will start as soon as provincial and federal governments endorse the program, PNE officials said. Projects planned include complete renovation of the Pure Foods Building at a cost of \$167,000; perimeter landscaping, \$40,000; construction of a self-contained year-round police academy for \$125,000 if city council agrees; turfing Empire Stadium \$22,000.

The \$40,000 for landscaping is a first step in a five-year program designed to transform Exhibition Park and its acres of parking lots into vistas of shade trees, shrubberies and turfed picnic areas.

Turfing of the stadium is expected to begin as soon as possible. Pure Foods Building renovation involves \$109,000 for materials and \$60,000 for wages. Officials say the building would be a year-round complement to the Pacific Showmart.

### Permanent State Event Planned for Hawaii

HONOLULU—The possibility that the Hawaiian State Fair may be taken over by the State was seen here last week when the sponsoring Jaycees apparently okayed the switch. The latter organization has operated the annual event since 1946.

G. Walter Glass, former general manager of the National Orange Show, San Bernardino, Calif., has been here for several weeks to study the proposal of a permanent State fair.

Charles Hamane, Jaycee vice-president, said he thought it was a good idea and added that his organization would continue to participate on a smaller scale.

It is figured here that a permanent site may result. At the 1960 fair the Jaycees grossed \$240,000 with a net of \$25,000 to \$30,000.

### Lethbridge, Alta., Event Shows Net of \$11,798

LETHBRIDGE, Alta.—The Lethbridge and District Exhibition showed a net profit of \$11,798 on the year's operations, about \$80 below the 1959 mark. Helping to make up the profit figure were federal, provincial and civic government grants totaling \$4,300.

Revenue from storage, rentals, interest earned, city grants, baseball tournaments and cattle, sheep and swine sales was \$12,194. Exhibition profit amounting to \$25,686 brought the total profits to \$37,880. Exhibition profit this year was about \$4,000 lower than the 1959 profit.

Wages of \$9,005, attractions costing \$24,693, prize money of \$7,317, and general administration expenses of \$5,604 brought the total exhibition expenditures to \$46,620.

Revenue from ticket sales, concessions, entry fees, advertising and the midway amounted to \$69,106, and provincial and federal grants were \$3,200, for a total revenue of \$72,306.

In his presidential report to the 15th annual general meeting, Sven Erickson reminded that city council had renewed the lease on the grounds on a 30-year basis and that plans were going ahead for a \$450,000 livestock pavilion.

Erickson said the structural steel contract had been let and construction tenders will be called early in 1961. It is expected the building will be finished in June so that it can be used during the exhibition and rodeo July 5 to 8.

Because there had been some disappointment with the 1960 grandstand show, Erickson said, both the midway and grandstand show in 1961 will be provided by Siebrand Bros. Circus and Carnival.

Secretary-Manager C. E. Parry reported that \$6,952 was spent on grounds and building improvements, including renovation of the front of the grandstand.

### MILLER GRADS SPRING TWO SHOP UNITS

NEW YORK — During the past month two new shopping center units have been announced by people who toured with the Paul A. Miller Circus, which appears to be spawning its own competition. The Stein Bros. Circus was debuted by Willie and Hy Stein in the Tampa area over the holidays. Now Shoppers' Fair is reported by Wally Blake, who agented the Miller unit, Blake, operating out of El Centro, Calif., is featuring stage acts, rides and other units, opening in San Diego in January. Prof. Bill Mayo's former medicine show troupe is featured.

### Pearly Houser, Tent Veteran, Dies in Ohio

WAVERLY, O.—Charles Pearly Houser, 87, life-long veteran of circus business and an old hand at handling big tops, died here November 30, according to word received last week.

Houser had been on big top canvas with shows for nearly 70 years. He was with the Ringling circus in 1897 and he toured Europe with the Buffalo Bill show at the turn of the century. Off and on over the years he worked with tent factories, including U. S. Tent, then of Chicago. About 10 years ago his career was described in an article in the Saturday Evening Post, and in that period he was with the Aspen, Colo., music festival to manage their special tent. In more recent seasons he had been with the Al G. Kelly & Miller Bros. Circus.

Houser is survived by a brother at Indianapolis.

### Inks Robertson

MERCEDES, Tex.—Dale Robertson, of the TV show, "Tales of Wells Fargo," has been signed as the feature of the Rio Grande Valley Livestock Show Rodeo. Dates are March 22-27.

Robertson will also play the San Antonio Stock Show and Rodeo February 10-19.

### PRUETT DAY BOWLS OVER GA. FAIRMAN

MACON, Ga.—By the time Joe Pruett's birthday rolled around Saturday (26) is was a secret to nobody, once daughter Mrs. Richard Garrett got "Joe Pruett Appreciation Day" rolling. Pruett, secretary of the Georgia Association of Agricultural Fairs, was given a thick leather book crammed with congratulatory letters which had been solicited in advance, without his knowledge.

There were 611 letters from 34 States between the covers, from Senator Talmadge, Governor Vandiver, May Wilson, fair and attraction people, Exchange Clubs and many other friends. He is secretary of the Georgia Farm Equipment Association and 16-time secretary-treasurer of the Georgia State Exchange Club, in addition to operating an advertising and publishing business. According to the testimonials, Pruett is 21, 39, or 70 years old.

## ARENA, AUDITORIUM NEWSLETTER

### Chicago 'Holiday'

"HOLIDAY ON ICE" played four days in a special engagement at the International Amphitheater in Chicago at Christmas time. The date had been penciled in for a long time and was played with a minimum of local promotion. The show, making its first Chicago appearance, was virtually unheralded. Only a few newspaper ads and no other publicity were used. Dates were December 25-28, which fitted tightly between those for the icer's engagements at Green Bay, Wis., and Des Moines, Ia. The four performances were largely sold out as Christmas benefits, with several charities and similar organizations taking part. Holiday's appearance at the Amphitheater gives Chicago a full array of three icers for the season. Ice Capades comes in April and Ice Follies in September. . . . Indoor auto races are being staged at the Amphitheater three times this winter. The first one, in December, did not draw the expected attendance. . . . The Amphitheater will have the Plant Maintenance and Engineering Show January 23-26. In February it will have the International Heating and Air Conditioning Show for its 30th annual run. This one is the biggest of all in the series and for the first time the show management had to taper off on sales efforts as space grew short.

### 200 Apply for Vancouver Auditorium Manager Post

NEARLY 200 APPLICATIONS have been received for the position of Queen Elizabeth Auditorium manager at Vancouver, B. C. This is almost double the number submitted the first time the job was filled in December, 1957. The first manager, John Panrucker, was fired, effective last September. He has since been charged by police with theft and dealing in forged checks.

The new applications are from Canada and the United States. City personnel director B. H. Peterson and auditorium commission chairman Reg Rose will screen the applications. The new manager is expected to take over the position in March. The job pays \$729 to \$849 a month, depending on qualifications. Meanwhile, Panrucker made his ninth appearance in police court, without any indication of when he will go on trial. He was remanded with bail continuing at \$10,000.

### San Antonio, Houston, Dallas Walk-Around Shows Tell Plans

THE HOUSTON INTERNATIONAL Trade & Travel Fair will move next year from the Shamrock Hilton Hall of Exhibits to the Sam Houston Coliseum. Porter P. Parris, president of the fair, said the move will allow a four-fold increase in the size of the event. The seven year old fair has always been held at the Shamrock Hilton Hall of Exhibits. . . . San Antonio's national Food and Beverage Show, the first major show of its type in Texas, will stage a five-day run, January 18-22, at La Villita Assembly Hall, it was announced by the Grocers Manufacturers Representatives Association. The big South and Central Texas attraction will show consumers progress in the food industry. . . . Several new exhibitors are already contracted and "more than half the display space" already is sold for the 14th annual Dallas Southwest Sports, Boat and Vacation Show, Manager Martin P. Kelly of United Sports and Vacation Shows, announced here. Dates are April 8-16 in the Automobile building at State Fair Park. Sponsorship continues with The Dallas Morning News and its radio and television affiliates, WFAA, WFFA-TV. Beneficiary is municipal Marsalis Zoo of Dallas. . . . Proposed as a new feature of the 15th annual Southwestern Home Show at Dallas March 18-26, is a Regional Builders Exposition and Conference. The show is to be held for the second time in the new Dallas Market Center.

Both the Home Show and Builders Exposition will be open to the public, and a Builders Conference segment limited to industry attendance only is announced for March 21-23 in convention rooms of the nearby Marriott Motor Hotel. Home builders from Texas, Oklahoma, Arkansas, Louisiana and New Mexico will be invited to the regional trade exposition and conference. . . . After exhibiting four years in the Dallas Memorial Coliseum, the fifth annual Southwest Boat Show sponsored jointly by the North Texas Marine Trade Association, The Dallas Times Herald and KRLD-AM-FM-TV will be moved to the new Market Hall in Dallas. Dates are March 3-12 and space is all on one floor 148 by 446 feet, according to Joe Bulowski, president of Southwest Boat Show, Inc., producers of the regional trade show open to the public. . . . Initial plans for a 1961 San Antonio Trade Fair were reported as exhibitors held a Charter Exhibitor's Party at the St. Anthony Hotel. Work on new displays to assure visitor interest in the second Trade Fair early next fall has already begun, exhibitors were told.

### Rex Allen Signs

HOLLYWOOD—Rex Allen has been signed to appear at eight events in 1961, with a number of others pending, Mickey Gross, personal manager, announced.

Already signed are appearances at the Hereford Quarter Horse Show, Odessa, Tex.; Houston Fat Stock Show, Houston, Tex.; Red Bluff Bull Sale Show, Red Bluff, Calif.; San Angelo (Tex.) Rodeo; Jaycee Rodeo, Phoenix; Calgary (Alta.) Exposition and Stampede, Stoughton (Wis.) Fair, and the Pikes Peak or Bust Rodeo, Colorado Springs, Colo.

### Swenson Inks Tulsa Fair

SPRINGFIELD, Mo. — Aut Swenson, owner-manager of Swenson's Thrillcade, announced that he has again signed a contract with the Tulsa State Fair.

The stunt organization will give two shows on Saturday, September 30, and three on Sunday, October 1. This will make the fourth consecutive year the Swenson show has played the fair.

















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Your Advertisement Display

in a space this size will cost

only

\$14 per insertion

### JEWELRY CLOSEOUTS

#### FREE CATALOG

R16—Asst. Girls' Stone Rings, Gr. \$ 3.75  
B16—Rings Gr. 3.75  
E102—Asst. E/rigs. Gr. 6.00  
201—Plastic Wallets, asst. Gr... 10.80  
E5—Stone E/rigs, etc., asst. Gr... 12.00  
E1—Tailored E/rigs, asst. Gr.... 18.00  
E2—Stone & Pearl E/rigs, asst. Gr. 21.00  
E130—Rhinstone E/rigs, asst. Gr. 30.00  
01—Odd Lot Brace & Neck, Gr. 15.00

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 50¢ with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS  
Dept. B-154, 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.

### Porto-Bilt

ROLLER RINKS  
Complete Tent Rinks and Floors only for Indoor use, any size.  
W. T. Shackelford, DIXIE RINK SALES  
P. O. Box 4154 Smyrna, Ga.  
43 5-5978 (428-2183 Marietta)

60" SEARCHLIGHTS AND PARTS, UNUSED  
Sherry and G. E. Lights and Generators; complete line of Parts, Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15444 Hesperian Blvd., San Lorenzo, Calif. np

### Collectors Items

FOR SALE: SILVER SPANISH PESO, MADE in 1774. Best offer. Frank Mireles, Box 979, Presidio, Texas.

### Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh6

### For Sale—Secondhand Show Property

BRILL'S NEWEST 16-PAGE CATALOG addition; plans for Illusions, Rides, Show, Concession; it's free; also 128-page Plan Catalog. Brill, Box 875, Peoria, Ill.

### MORE BUYERS

Will Stop and Read

### YOUR AD

if you use a

### DISPLAY CLASSIFIED AD

RATE ONLY \$14 per inch

15" GAUGE 1865 MODEL REAL STEAM Engine, Tender, 2 steel Cars; 400 ft. 15 ft. sections Rails, etc.; 2-ton Stack Truck, haul one load, 3 months old. Save \$1,000. Photos, \$2. Marino, Box 1163, Dania, Fla. WA 2-7742.

16-CAR OCTOPUS AND SEMI TRAILER. Shift Coaster, special built on Low-Boy Semi Trailer. This equipment in A-1 condition. Write Box 306, Coshatta, La.

### Instruction and Schools

EARN AUCTIONEERING—TERM SOON  
World's largest school. Big free catalog. Relsch Auction School, Mason City 18, Iowa. mh20

### 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. ze20

### TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

### Musicians

DRUMMER-VOCALIST AVAILABLE—DE sires location spots with combo. Play any style, dependable. Write wire John Bonino, Gen. Del., Jackson, Miss. ja9

ORGANIST—HAMMOND. MOST POPULAR and standards from memory. Read. Can't turnish organ. Bob Cabaniss, 24 West Harris St., Savannah, Ga.

### Miscellaneous

CIRCUS WAGON CRAFTPRINTS, 3/4": 1 FT. Supplies, Truck Parts, Wheels for wagons available. 3/4" scale Elephant, \$1.50; Giraffe, \$1.20; Lions, pair, \$1.40; Tigers, pair, \$1.50; Lion Tamer, \$0.50; Menagerie Keeper, \$0.50; Arena with accessories, \$7.95. Literature, 10¢. Walters Hobby Shop, Dept. B, 207 French, Utica 4, N. Y.

GUARANTEED GENUINE "SMALL DATE" 1960D Pennies. Only 25¢ each, plus 4¢ stamp. Wilbur Kersey, 1706 Rayburn Ave., Columbia, Tenn.

MASKS, STAGE, TV PROPERTIES, Parade Items, etc. Papier Mache to your order and specifications. Mid-City Studios, Wonder Lake, Ill. ja9

### Motion Pictures Films & Accessories

FOR SALE—16MM. AND 35MM. SOUND Features and Short Subjects. List free. Minot Films, Inc., Minot Bldg., Millbridge, Maine. ja9

### Musical Instruments and Accessories

BARGAINS—USED VIBRAPHONES, MARIMBAS, Xylophones, Glockenspiels, tuned Band Bells, Stage Novelties. G. C. Jenkins, P. O. Box 149, Decatur, Ill.

NEW GERMAN DOUBLE BASS VIOLINS. First-class models, excellent quality, weather proof. Exceptional buys, \$150 each; with ebony finger board, \$175. Bows available. Cash with order or 25% deposit, balance C.O.D. Delivery charges included. International Violin Co., BB, 414 E. Baltimore St., Baltimore 2, Md. ch

WESTERN ELECTRIC ORIGINAL NICKEL-odeon. Just been completely overhauled, in A-1 condition. Mandolin attachment, 4 rolls of music with 10 pieces per roll. Ideal for antique or museum. \$1,000 F.O.B. Lenox, Iowa. Hale's Shows of Tomorrow, Lenox, Iowa.

### 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-tn

### Printing

WINDOW CARDS! QUALITY 14X22 NON-bending 3-color Posters, 50 words copy printed in black ink, \$9 hundred; 17x26 size, \$13.50. Speedy service. Dayglo Auto Bumper Stickers, size 4x15, yellow, red or green, \$13 hundred. Tribune Press, Dept. 161, Earl Park, Ind. mh27

### Salesmen Wanted

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill. np

MAGAZINE MEN, CREW MANAGERS AND experienced Boys and Girls Work U.S.A. and all foreign territory. Top commissions plus \$1,000 bonus, plus new air-conditioned Cadillac. Contests galore. See, phone or write Mark Steele, Globe Readers Service, Michigan City, Ind.



**HANDY ORDER FORM FOR YOUR CLASSIFIED AD IN FIRST ISSUE OF AMUSEMENT BUSINESS DATED JAN. 9, 1961 DEADLINE WEDNESDAY, JAN. 4**

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
- Advertising Specialties
- Agents, Distributors Items
- Animals, Birds, Snakes
- Business Opportunities
- Calliopes and Band Organs
- Collectors Items
- Costumes, Uniforms, Wardrobes
- Food & Drink Concession Supplies
- Formulas and Plans
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions and Schools
- Locations Wanted
- Magical Supplies
- Miscellaneous
- Mobile Homes, Accessories
- M. P. Films—Accessories
- Musical Instruments, Accessories
- New Equipment, Supplies & Services
- Partners Wanted
- Personals
- Photo Supplies & Developing
- Ponies
- Printing
- Rigging and Props
- Salesmen Wanted
- Scenery, Banners
- Talent Wanted
- Tattooing Supplies
- Trucks, Trailers, Accessories
- Wanted to Book
- Wanted to Buy

### Talent Availabilities Headings

- Agents and Managers
- Hypnotists
- Miscellaneous
- M. P. Operators
- Outdoor Acts and Attractions
- Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20c a word. Minimum \$4
- DISPLAY CLASSIFIED AD—Per agate line, 1 time, \$1; 3 consecutive times, 95c; 6 consecutive times, 90c; 13 consecutive times, 85c. Minimum 10 lines.
- TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

Amusement Business, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in \_\_\_\_\_ Issue

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ I enclose payment of

CITY \_\_\_\_\_ STATE \_\_\_\_\_ \$ \_\_\_\_\_

**GIVE TO DAMON RUNYON CANCER FUND**

# BULK VENDING

Communications to 183 W. Randolph St., Chicago 1, Ill. DECEMBER 31, 1960

The Cat's Meow For All YOUR MACHINES.



**CAT'S EYE RINGS**

"THEY STARE RIGHT THROUGH YOU"

Watch your machines empty faster than ever with these beauties in 'em. All kids will want to wear these attractive rings.

- Brilliantly vacuum plated
- Faceted or jeweled eyes
- Labels available

\$9.50 per M (faceted eyes)

\$17.00 per M (jeweled eyes)

Order from your distributor or:

**paul a. PRICE co. inc.**  
55 Leonard St., N.Y. 13, N.Y. Cortlandt 7-5147-8

## TALK-TALK TEETH

Gets a Laugh Everytime OPEN

1-4 m ..... \$15.00 per thous.  
5 m and up ..... 13.75 per thous.  
**CLOSED (with metal clip)**  
1-4 m ..... \$16.85 per thous.  
5 m and up ..... 14.55 per thous.

at your distributor or  
**Karl Guggenheim INC.**  
33 UNION SQUARE  
N.Y.C. 3, N.Y. • AL. 5-8393

**ABD** ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

## ROUTE MANAGEMENT

# Detroit Operator Outlines Formula For Successful Bulk Vending Route

By HAL REVES

DETROIT — Taxes and rising costs are the most important problems faced by bulk vending operators, but there is not too much the individual can do about either—so the practical operator concentrates upon analyzing and finding solutions for lesser but bothersome problems encountered in his route operation.

That is the philosophy of Michael Garden, a veteran operator in Detroit since 1926.

Garden was a part-time operator most of his business career. He worked at the Packard Motor plant for 33 years, until that company discontinued Detroit operations about five years ago, and now at 60, he is operating virtually full-time.

It has been a one-man business,

like most bulk vending routes, so he is close to his problems.

He operates about 250 machines in about 100 locations, widely scattered. That wide geographic spread in an area about 25 miles across the city is a bit of a problem, but, he says, "I'd rather have them scattered—because the locations are good. Most places I have had for years—and they, in turn, refer me to others. This means a far-spread operation."

The wide spread results partly from Garden's own moves across town over the years and is an historic accident. Actually, he recommends, "the closer together your locations are, the less traveling time is required." But with good planning, he finds that he averages about 25 miles of driving daily.

The solution to a scattered route, he has found, is to solicit locations

to fill in the route—to have a number of stops in the same area.

### Multiple Machines

Small multiple locations offer better profits than single machines, which means much reduced time in transit. Most of his machines are penny venders—only a handful are nickel or dime units. His aim is three, but he'll settle for two in a spot—typically gum, peanuts, and pistachio or other nuts. He points out:

"You are bound to get a little revenue from the three combined. You may have to take a loss on one, but you can make it up on the others."

"The proper approach is necessary. First, you have to size up the man and the location, the kind of individual you are talking to. If he happens to be in a bad mood,

*(Continued on page 51)*

## Play Cigarette Holder



A beautiful ivory miniature, extends to 2 1/4", collapses to 1" . . . scotch taped for perfect vending.

Ask About Our ATLAS Finance Plan

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The **PENNY KING** Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

ATLAS MASTER . . . The proved 1c-5c Vendor



Time payments available on Oak machines through all distributors.

All Oak machines are available with 1c, 5c, 10c and 25c coin mechanisms or a combination 1c-5c coin mechanism, and optional slip clutch handle.

## WE HAVE oak's HOBBY CARD VENDOR

This new and improved 5c vendor has an exclusive mechanism that makes this machine a bulk vendor . . . vending 6 cards in bulk at one time. Eliminates wrapping or handling. Gross receipts on each fill is \$36.65. Made of drawn steel in a one-piece case, the machine measures 25" high by 14" wide and 7" deep. Machine lists at \$42.50 F.O.B. Factory. Brackets and flange for attaching machine to stands are available for \$4.



Below are listed factory authorized dealers.

**AMERICAN NUT**  
1061 Tremont Street  
Boston 20, Massachusetts

**BIRMINGHAM VENDING**  
540 2nd Avenue, North  
Birmingham 4, Alabama

**BUYMORE SALES**  
#6 Bayview Avenue  
Lawrence, L. I., New York

**DALE DISTR. (B.C.) LTD.**  
1168 Seymour Street  
Vancouver 2, B.C., Canada

**GRAFF VENDING SUPPLY**  
2817 West Davis  
Dallas, Texas

**H. B. HUTCHINSON CO.**  
1784 N. Decatur Road, N.E.  
Atlanta 7, Georgia

**IMPRONTO VENDING**  
300 North Gay Street  
Baltimore 2, Maryland

**LOGAN DISTRIBUTING CO.**  
1850 West Division Street  
Chicago 22, Illinois

**SAMUEL J. PHILLIPS CO.**  
4372 Lindell Boulevard  
St. Louis 8, Missouri

**OAK SALES COMPANY**  
2033 Fifth Avenue  
Pittsburgh, Pennsylvania

**OAK SALES OF FLORIDA**  
1121 - 71st Street  
Miami Beach, Florida

**OPERATORS VENDING**  
1023 South Grand Avenue  
Los Angeles 15, California

**QUEBEC VENDING CO.**  
109 Commission St. West  
Montreal, Quebec, Canada

**RAKE COIN MACHINE EXCH.**  
609 Spring Garden Street  
Philadelphia, Pennsylvania

**JACK SCHOENBACH**  
715 Lincoln Place  
Brooklyn, New York

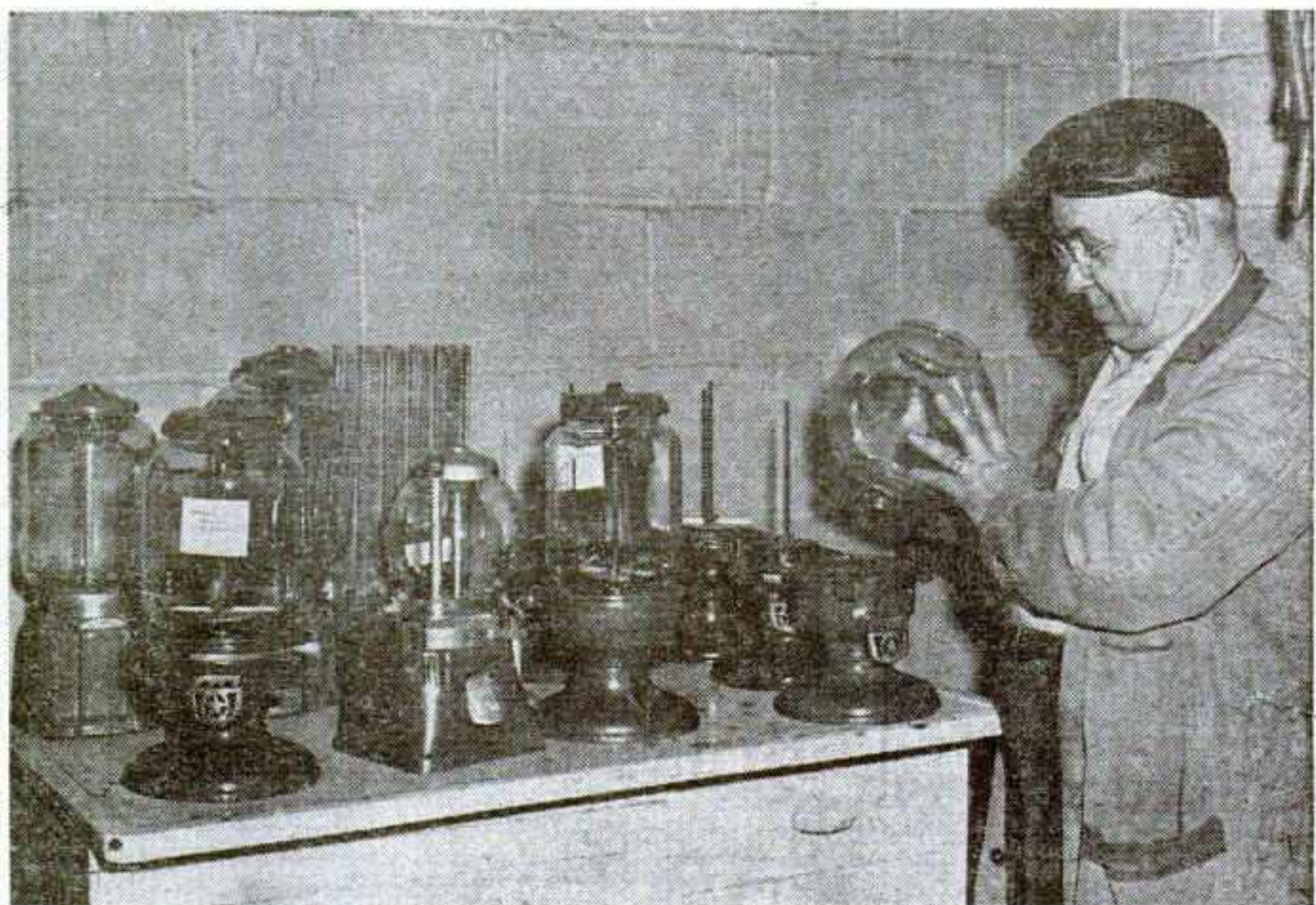
**SEIGEL DISTR. CO. LTD.**  
753 Chatham St.  
Montreal, Quebec, Canada

**SOUTHERN ACORN SALES**  
526-30 Bruns Avenue  
Charlotte 8, N.C.

**STANDARD SPECIALTY CO.**  
1028 44th Avenue  
Oakland, California

**STAR VENDING SUPPLY CO**  
6327 Calhoun Road  
Houston 21, Texas

**OAK MANUFACTURING COMPANY, INC.**  
11411 Knightsbridge Ave., Culver City, California



MACHINES ARE CAREFULLY CLEANED and reassembled before they are returned to locations.



MICHAEL GARDEN'S WORKSHOP contains an adequate stock of spare parts for repair service.

## AMCO SANITARY VENDOR

The Finest for  
Vending Flat Pack  
Products  
**1c, 5c, 10c, or  
25c Operation**



Vends flat packs up to 1/8" x 2" x 4 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices  
Write, Wire, Phone today.

### J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines. Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y.  
PResident 2-2900

## MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Del use 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Machine	18.00
N.W. Model #33, 1c Porc. Con- verted for 100 ct. B.G.	4.50
Silver King 1c B.G. or Mds.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mds.	10.00

### MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb.	\$ .85
32c. pack firm, per lb.	.73
Pistachio Nuts, Jumbo Queen, Red	.68
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tulip	.70
Pistachio Nuts, Vendor's Mix	.43
Pistachio Nuts, Sheik, Red	.57
Cashew, White	.72
Cashew, Butts	.46
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 ct.	.47
Hershey's	.47

Rain-Blo Gum, 72 ct.	\$ .30
Mail-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the Operator.

One Third Deposit, Balance C.O.D.

## THERE ARE BIG PROFITS IN GUM

GET YOUR SHARE WITH  
**Northwestern**

### TAB

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

## NORTHWESTERN

SALES AND SERVICE CO.  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

**GIVE TO DAMON RUNYON  
CANCER FUND**

# 5-Cent Cashew Nuts Pay Off

KANSAS CITY, Kan.—Picking a specific market, and applying the sort of merchandising methods which insure maximum attention to the machines has added a lot of additional revenue from cashews for E. C. Breeding, bulk route operator here.

Whereas most bulk operators have only a few 5-cent machines, Breeding has more than 250 such locations out of a total of 700 bulk stops. All of these vend cashews from one of two heads, and either charms or ball gum from the other. Every such location is in a garage, a service station, a muffler shop, brake repair agency or some such shop directly connected with automotive repair or service.

Breeding has attempted to use 5-cent machines for other products, almost invariably with failure. Cashew nuts, however, under his specialized program, have been eminently successful, primarily because, as Breeding puts it, "service station men like cashews"

that the tail was wagging the dog. He had created a new problem for himself in that the 5-cent peanut machines emptied so fast that his servicing operations were more than doubled.

While mulling over the extra expense and hours problem which had arisen, the Kansas operator had an inspiration. Why not, he asked himself, instead of attempting to increase the size of the globes, vend a product which would sell in smaller bulk, and still retain the same popularity?

### Cashews Are Answer

The logical answer, of course, was cashews — rich, meaty nuts, with a flavor which all men like, and which, even though vended in smaller amounts, provide plenty of satisfaction with a 5-cent purchase. Breeding found an excellent supply source for cashews, all top-quality, and experimented with a dozen of his prime locations. Results were immediate and satisfying. Many of the service station locations, in particular, reported themselves happier with cashews than the relatively sloppy peanuts, with large amounts of oil, salt and husk to contend with.

### Service Stations

Like the average operator who services filling stations, Breeding started out in every service station, primarily with the Spanish variety, and found that the turnover in every service station was several times what it was at any other point.

Frequently, his customers would ask him to install a 5-cent machine so that they could get a larger handful of peanuts without having to scratch up several pennies. This request was by no means limited to location owners and their employees, but came from motorists as well, idling away anywhere from a few minutes to hours while their automobiles were being serviced.

Breeding complied where possible, to the tune of some 80 machines, and then immediately found

Since that time, the cashew stops have increased a hundred fold, and have become Breeding's number one profit source. He keeps a close eye on the amount of cashews vended per nickel, checking with retail prices in variety stores, candy stores and specialty shops such as delicatessens to make sure that every customer is getting his full nickel's worth. Because of the smaller quantity, the machines require refilling only at about the same span of time as the penny machines, and there is thus no additional load, while return from the machines is at least five times as profitable as from the fastest moving penny machines.

"Cashews are strictly an adult proposition," Breeding said. "Where I have used charms in the opposite machine on each two-head stand, there is a disappointingly slow turnover, since few adults are interested in charms of any sort. If, however, I counterpoint the cashews with ball gum, particularly exotic flavors such as grape, cherry, lime, the ball gum moves rapidly, proving that the customer gets out a nickel for cashews and a penny for a ball of gum as a matter of habit."

Breeding would like to know whether more of his cashews are consumed by the employees in his locations, or by their own customers. Currently, he suspects that the ratio is 50-50, with maximum expansion potential lying in putting the machines outside in the weather where more service station customers can see them.

To insure location owner co-operation, Breeding employed a bit of psychology. He inferred to every location owner that the high-quality, top-flavor cashews which he had been using were somewhat difficult to obtain, and asked the co-operation of the location owner in keeping the machines bright, eye-appealing, and spotted where they would attract the most attention.

There was little or no resistance, to the point that Breeding's cashew vendors immediately began blossoming out alongside the stand at which service stations accept customer credit cards and write receipts, or even alongside the cash register.

## \$25 DOWN

**Balance \$10 Monthly**



400 DELUXE  
**PENNY FORTUNE SCALE**  
NO SPRINGS  
Large Cash  
Box Holds  
\$85.00 in  
Pennies

WEIGHT. 165 LBS.

Invented and made only by  
**WATLING**  
Manufacturing Company  
4541 W. Lako St. Chicago 24, Ill.  
Est. 1899. Telephone: Columbia 1-2772  
Cable Address: WATLINGITE, Chicago

## Detroit Op

• Continued from page 50

there is nothing that will take him out of it as quickly as a funny story. Once you start him laughing, he will forget his ugly mood and be receptive to any proposition you have to offer.

"Don't use high pressure just to get a machine in. If the location owner says a machine won't go there, you can almost bet on it—though there are exceptions.

"The clinching point in the general approach to a new location: the operator should have clean equipment to put in—something that is good-looking. And above all else, good merchandise to put in the machine.

"Appearance is 90 per cent of the sale."

Garden shows the owner where there is a corner that he is paying store rent for anyway—and it is returning nothing—so he might as well get a little revenue from a machine there.

### New Locations

Finding locations that will fit into the existing route pattern is important. About 20 per cent of his new stops come by reference from his old customers—the rest by personal solicitation. He often

(Continued on page 58)

## A PRAYER for PEACE on EARTH

Ring out the thousand wars  
of old,  
Ring in the thousand years  
of peace.

**SAM, GEORGE & SID EPPY**

## A NEW COMBINATION!



# ACORN

## 1c or 5c BULK VENDOR

with our  
**NEW DRY ROASTED PEANUTS**

(No oils or fats used in processing. Slightly salted splits. Excellent for the vending trade. Count: 1450 - 1500.) Use these dry roasted peanuts and avoid greasy mechanisms and globes.

**SENSATIONAL NEW PEANUT ITEM**

45c per pound, packed in 5-pound air-tight poly-lined bags. Send \$3.50 for sample bag prepaid.

**Introductory DEAL**

1 Acorn Vender  
1c or 5c  
with 5 lbs. of peanuts. Only \$19.25  
(Specify 1c or 5c when ordering)  
1/2 deposit, balance C.O.D.

**Rake Coin Machine Exchange**  
609-A Spring Garden St.,  
Philadelphia 23, Pa. WALnut 5-2676

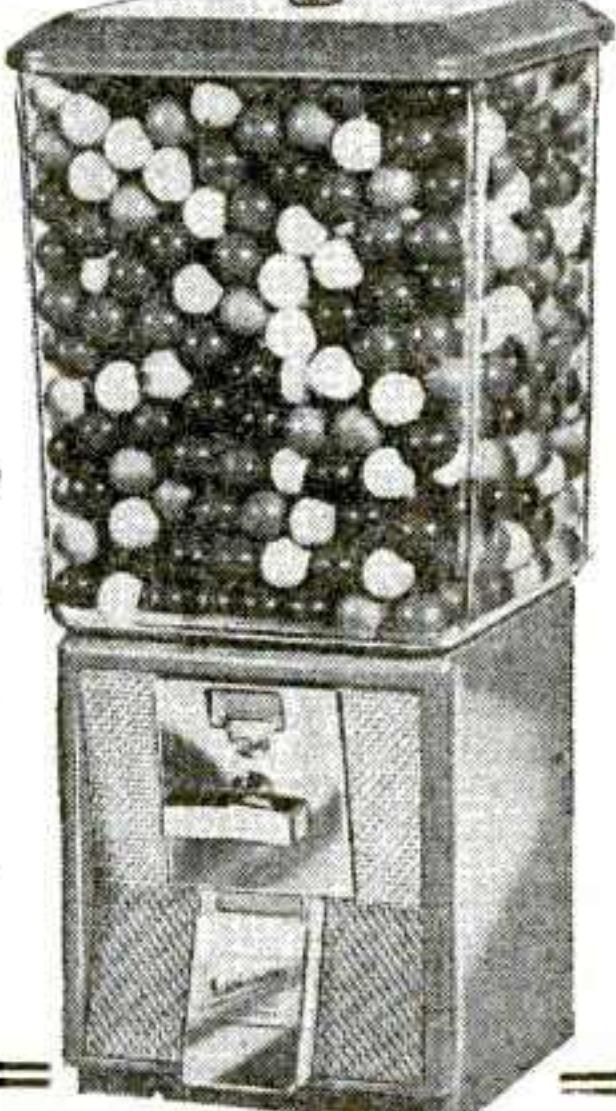
## H. B. "HUTCH" HUTCHINSON SAYS:



"Contact me for complete information on the Sixty and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit. Why not do it today?"

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

**H. B. HUTCHINSON, JR.**  
1784 N. Decatur Road, N.E. Atlanta 7, Ga.  
Phone: DRake 7-4300



## Northwestern SIXTY SUPER C

WITH QUICK-TACH\*

FOR YOUR BETTER LOCATIONS

SUPERB CAPACITY

**1012 Balls 100 Count Gum**

**2886 Balls 210 Count Gum**

**365 Regular Capsules**

\*AT SLIGHT EXTRA COST

See your Northwestern Distributor or write to  
**THE NORTHWESTERN CORPORATION**

2125 E. Armstrong Street Morris, Illinois

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

Fill in coupon, clip and mail to:  
**BIRMINGHAM VENDING CO.**  
540 Second Ave., N. Birmingham 4, Ala.  
Phone: FAirfax 4-7526

We handle complete line of machines, parts & supplies.

## Amusement Machine Makers Post Slim '60 Production Year

By KEN KNAUF

NEW YORK — Introductions of new amusement machine models hit their lowest ebb in probably a decade in 1960.

Producers unveiled a total of 77 new models compared to runs of over 90 the past two years and big 100-and-over totals in many of the past 10 years.

Although at first glance the 1960 results may seem to reflect a general apathy in the amusement branch overall, the practical reason for the decline in the totals lies elsewhere.

Very simply, it is the failure of manufacturers to come up with a really fresh idea in location games. Needed was an original, low-cost, legal machine which would boost play on location and send the plants churning once again.

### Five-Balls Good

One category that kept pace with other years was the five-ball novelty game. Here, 21 new models were bowed, all by Gottlieb

and Williams. It was the biggest total, as usual, of all categories for the year.

In-line pins, surprisingly, kept well above water through the year, posting a total of four new models compared to five in 1959 and a like number the year previous.

Ball bowlers, too, slid back only slightly, winding up with a total seven, compared to totals of nine each the past two years.

Shuffle bowlers resumed their downward trend—12 in 1959, nine in 1958—with just seven for 1960. Guns rebounded slightly, with one above 1959's total of seven.

### Big Upright Year

The upright game may best claim the title, "game of the Sixties," as it showed what might be a record run last year. According to our records, at least 14 new uprights came onto the 1960 scene. Our estimate places that about 25 per cent ahead of 1959 and well in front of other years. With no

definite legal interference in view, 1961 should be another banner year for these games. Uprights, of course, do not have universal acceptance, and this cuts into the sales and earnings potential they might otherwise enjoy.

A quartet of one-ball pin games—relatively new on the 1960 scene—were bowed during the year, but no new models in this class have appeared in recent months.

Kiddie ride machines cut a modest figure of three into the 1960 record book. This compares to runs of 10 and nine the two preceding years, and even bigger runs the years before. But here the figure fails to reflect the fairly stable and healthy state of the ride operating field.

### Bounders Fade

A few guns of the bounding-ball type were forthcoming in 1960 but appeal of these games apparently fell off during the year. Seven were bowed in 1959.

Again, as last year, only several  
*(Continued on page 62)*

## GERMAN OPERATORS REBEL AT ADDITIONAL ROYALTIES

WEST BERLIN—Coin machine operators in West Berlin are girding for a last-ditch fight against efforts by GEMA, the German version of ASCAP, to assess additional royalty payments for installation of a second juke box loudspeaker.

German operators pay GEMA a flat monthly royalty fee per box in operation. Supposedly, this fee included all box accessories. But operators seeking to improve acoustics or to gain a stereo substitute effect by siting additional loudspeakers, bumped into the GEMA demand for boosted fee payments.

This latest GEMA demand has aroused considerable resentment within the operator branch, the operators feeling that the artists are running a good thing into the ground.

Moreover, the "second loudspeaker" issue comes at a time when the operators are indignant over efforts of the musicians and recording technicians to horn into the royalty act with the demand for payment of a separate royalty fee to their organization for all recorded music played on juke boxes.

The West Berlin operators have offered GEMA a compromise in the loudspeaker dispute. The operators would pay GEMA a boosted fee only in cases where it can be clearly established that additional loudspeakers are being used to replace additional boxes primarily, and not to enhance tonal quality.

For example, this would apply to loudspeakers installed in additional rooms or floors of a juke box site.

### HOW TO DO IT:

## Buzzer System Solves Headaches of Shilling

BELLEVILLE, Ill. — Doing away with standard methods of shilling, including the distribution of marked coins to location owners and their employees—in favor of a buzzer system which requires no coins—has steadily hiked collections for Al McCutcheon, phonograph operator here.

McCutcheon's territory is the string of towns clustered along the east side of the Mississippi River, south of St. Louis for a distance of 50 miles or so. There is a town every few miles, in almost every direction, and one of the nation's largest conglomerations of taverns—opposite Missouri, where taverns close early and do not operate on Sundays.

Like most operators, McCutcheon is well aware of the value of shilling every juke box installation to get things under way whenever there is a dull period. He formerly distributed rolls of nickels, dimes and quarters for the purpose, asking the location owner to make sure that they were used.

### Extra Expense

This, of course, meant that McCutcheon had to visit all of his locations frequently, in order to insure a supply of coins between regular record changes and servicing operations. It also meant that bar operators were forming a bad habit of depending upon McCutcheon for supplies of change which necessitated extra trips to the bank, some danger of hold-ups, and similar drawbacks.

The situation got so bad, particularly in view of the long distances involved from one end of

the route to another, that McCutcheon decided something had to be done about it. That "something" was an electrical device of his own making which will do the same job for bartender, location owner or waitresses, as a group of coins, and which requires no attention from the operator.

What McCutcheon has done is to install a simple microswitch on the backs of wallboxes mounted along the bar in each of the taverns where his phonographs are installed. (The Illinois operator has found that wallboxes, placed right on the bar where any customer can reach them without moving from his stool pay the greatest returns in any tavern location.)

Now, with the microswitch wired into the credit accumulator on each phonograph, it is only necessary for the bartender to touch the microswitch and make a selection to bring the juke box into life. The switch authorizes only one play at a time, which is one way that McCutcheon has been able to prevent any abuse of the system.

No one has attempted to take advantage of this proviso in all the time that McCutcheon has been using the system, and the effects on play throughout the route have been outstanding.

Since it is absolutely no trouble at all for the waitresses or bartenders in any location to snap the switch and play their own favorite number, customers are always reminded of the convenience of the juke box and its musical fare. Dead spots in the daily collections have been almost entirely eliminated.

## Mills Cites Case for Operator

NEW YORK—Another log on the fire with regard to the operator-location ownership situation has been thrown in by Gordon B. Mills, head of Mills Sales Company, Ltd., pioneer coin machine firm.

The Mills letter referred to statements made by a leading coin machine executive to the effect that the operator be relegated to a service status, with the location owner maintaining title to the equipment. The letter follows:

"I have noted the remarks which are being made by industry executives and which are being printed in The Billboard for consideration and discussion.

"The sale of coin machines directly to the location owner by the manufacturer through his distributor or factory representative would sound the death knell of most manufacturers.

"Most of the old-time coin machine manufacturers must realize that the operator as such is responsible in the greatest degree for the success and present healthy status of most manufacturers.

### Competitive Factor

"The intense competitive factor which now exists among operators in most localities in this country is perhaps the greatest single factor for increased production by the manufacturer. The much-sought-after location by the operator has placed the important location owner in a position of being able to demand the best equipment at all times. Take the juke box medium as a typical case:

"The location owner in this case operates a modern, up-to-date cocktail bar. He has in his place of business a juke box, placed there on a lease basis several years ago by the local juke box operator—who is presumably furnishing good all-around service.

"A competitive operator, recognizing this location as an important one, offers to supply the location owner with the very latest manufactured juke box and promises that all other conditions relating to service—commissions, number of record changes, etc.—will be comparable to his competitor.

### New Equipment

"What usually happens in this instance? Most operators will agree that the location owner, who at this point, having been educated by the competitor as to the latest type of equipment, will demand from his operator that such equipment be supplied. The threat is that the penalty for not doing so would mean the loss of this important location in favor of the competitor.

"Under such circumstances, the established operator, to protect himself, assures the location owner that he will produce the machine which the location owner demands.

"He then makes a hasty contact with the manufacturers' distributor to purchase the desired equipment.

### Manufacturer Gains

"When he places this equipment with the location owner, it becomes necessary for him to find a secondary location for the replaced two-year-old machine, and it is most likely that he will seek out a competitor's C class location to replace his

B class machine. Who gains mostly by this intensive competition among the operators? The manufacturer, of course.

"Now let's take a case in fact, where a concern which has specialized in the direct sale of juke boxes to location owners, and I speak authoritatively since my company has been in this business for 10 years. In this case, the owner of a cocktail bar for many years has finally decided to purchase his own machine, perhaps at a price over and above what the operator would have to pay for the same machine from the manufacturer's distributor.

"It has been the policy of our concern to follow such cases carefully, realizing that this same owner might be a prospective purchaser of a new and more modern juke box within a period of several years.

"What do we find? An entirely different psychological reaction on the part of the location owner. Even after all of the new, more modern, more attractive designs have been proposed—and a reasonable trade-in allowance has been suggested for his two or three-year-old machine—it is our experience that the owner sums it up in this manner:

### No New Sale

"There is nothing wrong with his present juke box. The machine functions well mechanically—it has a good tone—it looks well in his place of business. He has received no complaints from his customers—it should last another two or three years. No new sale.

"This is what we call 'squeezing his first investment dry.' Under the old system he would have demanded from his operator a new piece of equipment every two years—now it is his investment.

"There isn't any question about it—the operators, through intense competition—have made the manufacturer. The comparison cited is only a single factor. Nothing has been stated about the manufacturers' cost of sales. When we begin to make comparisons as to the cost of selling a single machine to the location owner who is more or less a one-time buyer purchasing something incidental to his business, as compared to the operator whose full-time endeavor is to operate various coin machines and who buys in quantity—one can observe the relative economics quite simply.

"Aside from the legal questions which may enter this problem from a policy standpoint, the manufacturer simply cannot carry water on two shoulders. If he develops a sales policy making it a simple matter for location owners to buy their own equipment, he is very definitely in conflict with the operator.

"It is easy to understand the reaction of an operator who has purchased many machines through a factory distributor upon finding, suddenly, that his most important locations have purchased their equipment from the same manufacturer thereby creating a substantial business loss for the operator who has been faithfully promoting this line. Such conflicts purposely developed by the manufacturer would be unthinkable."

## Answering Service Returns Big Dividends for Kansas Op

COLBY, Kan. — Subscribing to an answering service which quickly locates him at any distance has helped to hold stops, maintain location owner good will and machine earnings for Ernel Rogers, of Star-Lite Music Company, with headquarters in this Western Kansas community.

Rogers specialized in amusement machines, although he has a healthy percentage of phonographs scattered through small towns in Western Kansas. Because some of his stops are as much as 50 miles apart and because he handles most

of the service load himself, Rogers is out on the highway most of every day, either on scheduled service calls or on repair jaunts.

On every call, Rogers is content that the telephone answering service to which he subscribed more than two years ago will locate him swiftly and report an emergency. Prior to enlisting this handy aid to everyday operations, Rogers often did not know of a phonograph or pin game malfunction at least for a day, and sometimes two or three days, during  
*(Continued on page 62)*

America's Largest and Oldest  
**ONE-STOP  
 RECORD SERVICE!**  
**45 RPM 60c**  
 All LP's—Regular Dis-  
 tributor. Wholesale—  
 Nothing Over.  
**SAME DAY SERVICE**

**THE  
 MUSICAL SALES CO.**  
 The Musical Sales Bldg.  
 Baltimore 1, Maryland

Extra Special Deal!  
**WURLITZER**  
**2000 HIDE-A-WAY**  
 and  
**20 WURLITZER**  
**5210 WALL BOXES**  
 Write for prices  
 If you are not yet on Scott Crosse's  
 mailing list, you are missing some  
 of the best buys around. Send us  
 your name today.  
**SCOTT CROSSE CO.**  
 1641 No. Broad Street  
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 CEnter 6-4444

**WANT TO BUY**  
 BALLY  
**KEY WEST  
 SHOW TIME**  
 Highest Prices Paid!

**WEEKLY SPECIAL!**  
 Completely Reconditioned  
 Gottlieb 1-Player  
**LIGHTNING BALL . . . \$215**

**PINBALL VALUES!**  
 Reconditioned the  
 National Way!  
**GOTTLIEB 1-PLAYERS**  
 CRISS CROSS . . . \$175  
 SUNSHINE . . . 175  
 SITTING PRETTY . . . 175  
 HI-DIVER . . . 175  
 QUEEN OF DIAMONDS . . . 235  
 MISS ANNABELLE . . . 235  
 UNIVERSE . . . 245  
 WORLD BEAUTIES . . . 245  
**GOTTLIEB 2-PLAYERS**  
 CONTINENTAL CAFE . . . \$175  
 BRIGHT STAR . . . 215  
 PICNIC . . . 245  
 GONDOLIER . . . 245  
 MADEMOISELLE . . . 295  
 SEVEN SEAS . . . 315

**NATIONAL  
 COIN MACHINE EXCHANGE**  
 1411-13 Diversey Chicago 14, Ill.  
 Buckingham 1-8211

When answering ads . . .  
**SAY YOU SAW IT IN  
 THE BILLBOARD!**

**LONE STAR ROUND-UP**  
**Bowling Alleys and Bumper Pool  
 Are Bright Spots in Texas Outlook**

By O. R. ALLEN  
 DALLAS — With the advent  
 of a new year, a cross-section poll  
 of distributors and operators in  
 the fairly representative Dallas  
 area shows no undue pessimism  
 over the "recession." It might be  
 said, though, that this optimistic  
 outlook is stronger among the dis-  
 tributors than among the operators.  
 For instance, J. Fred Barber,  
 director of sales for Walbox Dis-  
 tributing Company, said that his  
 company has not noticed the re-  
 cession, though he did point out  
 that operators were "complaining  
 to some extent."

"Sales," Barber said, "are better  
 than in 1959 in music and games  
 in general, with music being ex-  
 ceptionally good." Music, he es-  
 timated, was up by about 10 per  
 cent over last year. Bumper pool  
 also had a very good year, he  
 added. Also up are baseball and  
 space gun machines, with the ar-  
 cade business itself showing an  
 over-all increase.

A big boost to the arcade busi-  
 ness in the Southwest has been  
 the fact that the mushrooming  
 bowling alley establishments have,  
 in almost all cases, made provision  
 for an arcade in their locations.  
 A rough estimate of space allotted  
 for these arcades is 20 by 30 feet,  
 with the space including a 14-foot  
 bowling machine, an eight-foot  
 shuffle game and perhaps two pin-  
 ball and two gun games.

He shared the enthusiasm of the  
 bowling alley owners over these  
 arcades, pointing out that their  
 trials in such widely scattered  
 places throughout the State as Dal-  
 las, Houston and Odessa have  
 shown that they draw the bowler  
 as well as the non-bowler. In other  
 words, where it might be that the  
 husband is the only bowler in the  
 household, he can still bring his  
 family to the alley, knowing they  
 can entertain themselves in the ar-  
 cade.

Over at O'Connor Distributing  
 Company, Dallas outlet for See-  
 burg, Don Bearden, credit manager,  
 believes that collections are down  
 slightly from last year. He es-  
 timated 2 per cent.

He pointed out that the increase  
 of private clubs in the past two  
 or three years has not done the  
 coin machine industry any good.  
 It appears, however, that a great

number of these private clubs  
 might not be in existence next  
 year because of recent adverse  
 court rulings.

Jim Browning of the J. M.  
 Browning Coin Machine Exchange,  
 a distributor for AMI for slightly  
 less than a year now, believes that  
 1961 will be "a very good year for  
 coin machine operators." He bases  
 his optimism on the idea that  
 money will be looser in the coming  
 year. He pointed out that we have  
 been going through a period of  
 tight money but that it is the  
 avowed policy of the new Adminis-  
 tration to make money easier. This,  
 he said, plus the upgrading of  
 equipment in the industry will at-  
 tract more customers.

Browning said that loans are  
 quite prevalent in the cities and  
 larger towns but that they are not  
 so common in smaller communities.  
 As for the operators' opinion of  
 these loans, he said that it was  
 about the same as their opinions of  
 collections; some report good re-  
 turns, others not so good.

Browning finds that operators  
 are buying less stereo than last  
 year because good stereo records  
 are simply not available. For some  
 reason manufacturers of the stereo  
 records are just not turning out  
 the records that are popular, at  
 least not in sufficient quantity.

A look at business from a slightly  
 different viewpoint, that of the op-  
 erators, gives a somewhat gloomier  
 picture.

N. D. Vanderford, Dallas op-  
 erator, estimates that collections are  
 down 10 per cent over last year.  
 Machines on location are also  
 down, he says, attributing some of  
 the slump to the election and voic-  
 ing the cautious belief that things  
 will pick up now that the election  
 is over.

Vanderford, who handles music,  
 shuffle alleys, bowlers, and pin-  
 balls, also believes that money  
 will be less tight with the new na-  
 tional administration and that this  
 will make for an upsurge in the  
 coin business.

Unlike some operators as well as  
 distributors, he takes a rather opti-  
 mistic view of new entertainment  
 in a city, such things as pro base-  
 ball and football teams. With the  
 advent of two professional foot-  
 ball teams in Dallas, Vanderford  
 reports, for instance, that one of

his locations near the Cotton Bowl  
 (where both teams play) has tri-  
 pled in business. Before pro foot-  
 ball it was taking in about \$20  
 per week. Now it is taking in  
 about \$60.

As for loans, Vanderford said,  
 "I've got a lot of them, just like  
 any other juke box operator." He  
 added that these will average  
 about \$600 per location.

"You have to put out loans to  
 get locations in many cases," he  
 said. "But on the other hand, there  
 are some awfully good locations  
 where loans are never mentioned."

He plays loans pretty much by  
 ear, not being too free with them,  
 but giving them if the location  
 warrants and if it is the only way  
 to secure a desired location. He  
 said that he has been pretty fortu-  
 nate in getting his money back in  
 the past two years.

Vanderford said that out of 55  
 juke boxes he has three stereos  
 and that they are not paying off.  
 It is his opinion that the public  
 simply is not ready for stereo,  
 this plus the fact that desired re-  
 cords are not available. He said  
 that some locations want the more  
 classical music and that these are  
 unavailable, while records for the  
 stops which like progressive jazz  
 are also not being turned out.

On the brighter side, he said  
 that bumper pool has helped busi-  
 ness: more than anything else in  
 most of his locations.

In spite of the above opinions,  
 though, he is certain that music  
 is here to stay.

Joe Thompson, another Dallas  
 operator, estimates that collections  
 are down by 15 per cent com-  
 pared with last year. Machines  
 on locations are also down, in his  
 opinion. He doesn't take a very  
 bright view of stereo either, stat-  
 ing, "It isn't catching on." Thomp-  
 son is an operator with a strong  
 partiality for folk music.

"When a location owner will let  
 you put hillbilly music in his spot  
 it will, in 99 out of 100 cases,  
 play two to one better than the  
 other types," he said, pointing out,  
 owners just won't accept the hill-  
 billy or cowboy brand, thinking  
 that it low-rates their places.  
 "And," he adds philosophically,

**German Coin Group Blasts  
 Double Standard of Press**

FRANKFURT — West Ger-  
 many's coin machine operator as-  
 sociations are mounting a cam-  
 paign against the so-called "double  
 standard" press which assails coin  
 machines as a stimulus to juvenile  
 delinquency.

Industry surveys have revealed  
 that the majority of publications,  
 both daily press and magazines,  
 which attack coin machines also  
 carry lurid advertising for sex and  
 horror films.

There are even cases where the  
 same publication would publish at-  
 tacks against the coin machine in-  
 dustry on the same page with ad-  
 vertising for films exploiting sex.

A coin machine spokesman ex-  
 plained, "We do not challenge the  
 right of the daily press to publish  
 objective stories about our indus-  
 try, even when these stories are  
 unfavorable.

"But we are going to fight ma-  
 licious and largely unfounded at-  
 tacks by irresponsible segments of  
 the press whose only interest is the  
 creation of spurious sensations."  
 The coin industry is coming in-  
 creasingly to the view that if the

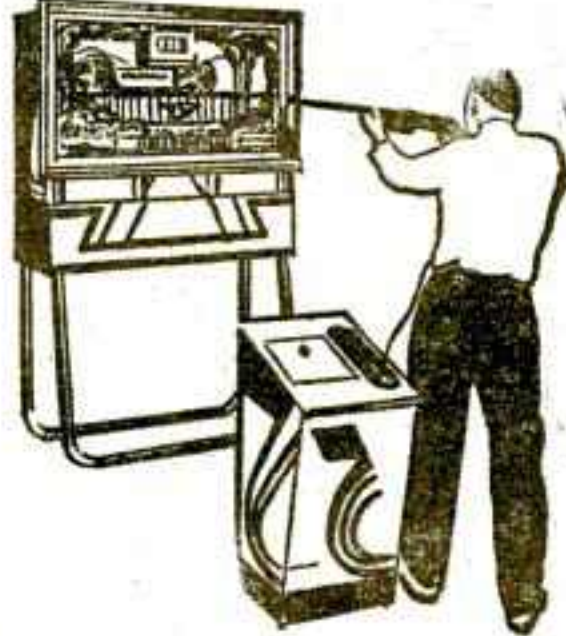
press attacks coin machines as a  
 stimulus to juvenile delinquency,  
 it is also obligated to attack equally  
 and impartially the movie houses  
 screening horror and sex films, even  
 though the movie theaters may ad-  
 vertise heavily in the publications  
 involved.

The spokesman summarized,  
 "We say if we're going to crusade  
 against juvenile delinquency, then  
 let's crusade across the board, let-  
 ting the chips fall where they may.  
 We're ready to take our share of  
 criticism and to put our house in  
 order and keep it in order. But  
 we also intend to demand that the  
 movie houses and other enterprises  
 influencing juveniles are subjected  
 to the same standards of criticism."

**WANTED**  
 Experienced Bingo Mechanic.  
 Must be honest and reliable.  
 Steady work. Write  
**BOX 115, The Billboard**  
**188 W. Randolph Street**  
**Chicago, Ill.**

**Acacia Has Big Hits!**  
**LOW FACTORY PRICES**  
 • Tab Style Tickets for Lucky  
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 (Stars or Numbers)  
 • Lucky Horoscope Vendors  
 (10c or 25c Play)  
 SALESBOARDS TIP BOOKS  
 JAR TICKETS MATCH PAKS  
 PELLET REFILLS  
 Free Catalog—Wholesale Only.  
**Acacia Printing Corp.**  
 2855 N. Halsted St., Chicago 14, Ill.  
 Phone: WEllington 5-2344

"we do have to satisfy the man  
 who owns the location."  
 Operating exclusively in Dallas,  
 Thompson takes a cautious view of  
 loans. He said that he averages  
 turning down four or five loca-  
 tions a day because loans are de-  
 manded. In other words, he does  
 not make a practice of giving loans.  
 He admits that this hurts quite a  
 bit in acquiring locations, but  
 adds also that most of the loans  
 he has given are not yet paid back  
 and that of the loans out a great  
 number of the location owners de-  
 mand more of the same each week.  
 He says that over the long haul  
 the operator who does not give  
 loans will fare better financially.  
 There is also a lot of location  
 buying in this area, he pointed  
 out, but he believes that this prac-  
 tice is declining.  
 He said that cigaret machine  
 business is fair, then went into the  
 local tax situation. For instance,  
 there is a \$60 per year State tax  
 in Texas on all 10-cent games, with  
 the city also getting \$30, plus a  
 \$10 federal tax on all types. "This  
 is simply too much," he says.

**WE  
 HAVE  
 IT...**  


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**TESTED PROFIT ACTION!**  
**BUSH INT., INC.**  
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VENDORS	ARCADE EQUIPMENT	BINGOS
300 Victor Baby	Auto Photo #9 . . . \$995	100 Atlantic City . . . \$50
Grands . . . \$ 6.50	Auto Photo #11 . . . 1,975	15 Big Shows . . . 40
Avenco Coffee &	Cranes . . . 125	5 Beach Beauty . . . 45
Choc. . . 225.00	Capital Midget Movies . . . 125	25 Big Times . . . 60
Mills Hot Chocolate . . . 95.00	Capital Panorams . . . 325	20 Beach Clubs . . . 50
Spacarb 3 Drink . . . 325.00	Floor Grips . . . 75	10 Broadway . . . 45
Spacarb 4 Drink . . . 365.00	Motorama . . . 185	15 Gaytime . . . 60
P. X. 12-Col. Cig. . . 125.00	Miniature Golf . . . 95	15 Hi-Fi . . . 60
National 9-Col. Cig. . . 125.00	Miniature Football . . . 95	10 Pixie . . . 45
National 11-Col. Cig. . . 145.00	Penny the Clown . . . 195	15 Miami Beach . . . 45
National 13-Col. Cig. . . 185.00	Set Shot Basketball . . . 225	5 Starlet . . . 65
U-Select 72-Bar Candy 70.00		2 South Seas . . . 75
Rowe 7-Col. Candy . . . 185.00		15 Surf Club . . . 40
		10 Yacht Club . . . 40
		10 Tahiti . . . 40
		12 Variety . . . 45
		1 Mexico . . . 65

WURLITZERS  
 1700 . . . \$235  
 1800 . . . 285  
 1900 . . . 325  
 2000 . . . 350  
 2204 . . . 375  
 2200 . . . 395  
 Write for New Complete  
 Price-Bulletin No. 161.  
 Distributors for WURLITZER,  
 UNITED, GOTTLIEB & MIDWAY  
**CLEVELAND COIN**  
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 2029 PROSPECT AVE., CLEVELAND 15, OHIO  
 All Phones: Tower 1-6715  
 Limited quantities of Miss  
 America, Sun Valley and  
 Cypress Gardens.



# Classified Ads Prove Effective for Boosting Holiday Juke Box Rentals

By ROBERT LATIMER

DENVER — Plain, ordinary classified newspaper advertisements, at an average of \$1.21 per

day, are far and away the most effective means of building phonograph rental profits during the holidays, according to a consensus of operators in Mountain States cities.

"The rental market has slipped quite a bit in recent years," one large Denver operator said. "About 10 years ago, we could count on renting anywhere from 25 to 35 machines, profitably enough so that we could take several of them off of low-traffic locations for the purpose. Now, we rent between 10 and 15 each Christmas season."

This operator feels that tape recorders and long-play phonographs have largely usurped what used to be the rental market, inasmuch as they give the same sort of uninterrupted, loud volume music which was the juke box's principle advantage. "People want an evening of stimulating music without having to pay any attention to the source, the operator said. "Now, someone in the party is almost always bound to have such equipment."

In using classified ads, half a

dozen Denver operators depend upon such sprightly headlines as "Having a Holiday Party? — Rent a Phonograph and 100 Records!" or "Need Music for Your Holiday Dance?" followed by the firm name and address.

Average rentals are \$25, a figure which the usual operator feels quite fair, inasmuch as high delivery costs, which usually include spotting the phonograph exactly where it is to be used, consume a lot of that amount.

Rates vary, of course, according to the number of days on which the phonograph will be used. Normally, it is a one-day rental, involving either Christmas Eve or New Year's Eve which is involved.

### Old Customers

An Albuquerque operator thinks enough of the extra profit possible from Christmas rentals to spend the better part of a week in early November calling back on past customers to set up the contract for the following rental, and asking for leads to other prospects at the same time.

Making personal calls, pointing out that the group can choose exactly the sort of music it wants an' that the phonograph can be set to play through 100 or 200 records without attention, strikes a responsive chord, particularly with small organizations which have rented space for a holiday party or for office party.

Suggesting that the music can be deliberately programmed to add to the festivities and to taper off to soothing waltzes as the evening wears along, is a point which sells a lot of extra customers.

### Little Vandalism

Vandalism seems to be a much smaller problem today than it was in the past, when phonographs were rented more or less indiscriminately. One Colorado Springs, Colo., operator solved this problem by constructing a knock-down cabinet which fit tightly around the phonograph like a shell. It prevented glasses and bottles from being set on the machine and did away with the possibility of cracked glass or scarred plastic surfaces.

It is always wise in making up a rental contract to stipulate that the machine will be returned in as good condition as when delivered, barring electrical break-downs, of course.

In making a sales program out of the rental market, a Salt Lake City operator points out that most organizations of the type which are likely to stage group Christmas or New Year's Eve parties are registered with the city, having some type of charter or license, and that the name and address of the secretary can usually be obtained from the city clerk's office.

### Personal Call

It takes a personal call, and a suggestion that the phonograph will make a much merrier evening than can be provided by anything short of a live orchestra, to get results.

Once a social group has rented a phonograph, and found this convenience to be actual, renting another for the following year is that much easier.

## J. H. Keeney Names Northwest Sales

CHICAGO — Northwest Sales with offices in Seattle, Wash., and Portland, Ore., has been named distributor for J. H. Keeney Company in Washington, Oregon, Alaska and Western Idaho.

Announcement came last week from Paul Huebsch, Keeney vice-president. Ron Peppel heads the Seattle office and Marshall McKee is in charge of the Oregon outlet.

Northwest also is distributor for Midway and Wurlitzer.

# CMC Pub. Relations Effort Bears Fruit

CHICAGO — "The pinballs place in America seems assured," according to an article in the respected and traditional New York Times—one of the results of a recent public relations effort begun by the Coin Machine Council.

The article, crediting CMC as its source, appeared in the "Topics" department of the Times' editorial page, and touched on the music, amusement and vending segments of the coin machine industry from 219 B.C. to the recent fitting out of a new French luxury liner with 225 juke boxes and 150 coin-operated games.

Going into almost pedantic detail the Times pointed out that "the non-functional pinball machine is the perfect symbol of the national repudiation of our vanishing puritanism, with its austere ethic of hard work and the concomitant guilt about enjoying ourselves."

### Mailings

CMC, working with the Public Relations Board, Inc., public relations firm, headquartered in Chicago, has been conducting a program of mailings to the consumer press.

In December, every daily newspaper in the United States, 1,972 in all, was sent a copy of the CMC fact sheet, a 10-page document giving facts about the coin machine industry.

An article on vending was also prepared expressly for the New York Daily News, at the request of its financial editor.

Meanwhile, the council's membership committee, headed by Herbert B. Jones, Bally Manufacturing Company, Chicago, is preparing for a mailing to some 15,000 members of the coin machine industry outlining the public relations program of CMC.

## Mass. Coinmen Set for Annual Dinner Feb. 21

BOSTON — Plans are going ahead for the annual banquet and dance of the Music Operators' Association of Massachusetts which will be held at the Commonwealth Country Club Tuesday, February 21. As an added incentive, the music group has planned door prizes on a scale to delight the heart of any operator.

Three juke boxes in excellent condition will be given away as door prizes at the affair. There also will be a fourth phonograph for which tickets will be sold. This will be a brand new Rock-Ola which will be offered for the benefit of the Boston Association for Retarded Children. All the money collected for the drawing will go to the cause and a representative of the group will be present to make the presentation to the lucky winner.

Plans are also being completed for a lavish type of entertainment, and already Ruby Newman, noted society orchestra leader and his ensemble, has been signed for the occasion.

## Canteen Denies Bank Purchase

CHICAGO—Rumors that Automatic Canteen Company of America might acquire the Mercantile National Bank were vigorously denied by the bank here, last week.

Directors of Mercantile held a special meeting and voted unanimously to reject any offer and announced the bank was not for sale.

Rumors of the acquisition were first disclosed in a story in the Sun-Times by Edwin Darby, financial editor, who termed the negotiations the "latest surprise in Chicago banking," adding that "Canteen—if it is successful in its bid—will move the bank from the West Side to the Loop."

### Denial

Denial came in a formal statement from Loy N. McIntosh, Mercantile board chairman; J. E. O'Shaughnessy, Mercantile president; and James T. Igoe, executive committee chairman of the bank.

Darby had pointed out that "Automatic Canteen, always on the lookout for ways of diversifying and strengthening its corporate structure, is already in the money field. This year it bought Commercial Discount Corporation, a Chicago-based finance company."

Going into details of the proposed financial transaction between Canteen and Mercantile, Darby said that "Canteen would take over control of Mercantile through purchase of 125,000 shares of new Mercantile stock. The bank now has a similar number of shares outstanding and the stock is now selling at about \$43 a share."

Although the Mercantile acquisition did not go through, it is a matter of record that Canteen has long been active in a diversification program—both domestic and abroad. It would therefore not be too much of a surprise in financial circles here if an acquisition in the banking field would be made by Canteen in the not-too-distant future.

### RECONDITIONED GUARANTEED

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222S	\$895.00
201DH	775.00
HF100R	425.00
HF100G	365.00
100W	325.00
M100C	295.00
M100B	225.00
3W1 Wallbox	47.50

**SEEBURG HIDEAWAYS**

HK200	\$350.00
HHF100R	350.00
H100W	250.00
HM100A	75.00

**WURLITZER**

2200	\$475.00
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SEEBURG 222 SH	\$865	WURLITZER 2200	\$525
SEEBURG 201 SH	825	WURLITZER 1900	425
SEEBURG 161 SH	765	WURLITZER 2400-S	825
SEEBURG 100-J	525	WURLITZER 2300-S	725
SEEBURG K-200	495	A.M.I. G-200	295
SEEBURG V-200	375	A.M.I. F-120	325
		A.M.I. J-200-S	725

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756

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*Continental*  
the styling of tomorrow for more play today

### BARGAINS FOR THE WEEK

United Handicap Shuffle	\$250.00
Capital DeLuxe	170.00
Clipper DeLuxe	125.00
Regulation	195.00
Regulation DeLuxe	210.00
Lightning	145.00
Lightning DeLuxe	165.00
Top-Notch	175.00
Banner	75.00
Mercury	90.00
Ace	75.00
Congress	195.00
Congress DeLuxe	225.00
ABC	145.00
ABC DeLuxe	245.00
C. C. Bowling Team	125.00
C. C. Rocket (2 Player)	100.00
C. C. Rocket (1 Player)	75.00
United Advance (16 Ft. Bowler)	645.00
United League (16 Ft. Bowler)	695.00
United Handicap Bowler	745.00

These Bowlers Reconditioned Like New, Have Been Used Very Little. All Equipment Subject Prior Sale.

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DISTRIBUTORS, Inc.  
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Phone: MAin 1-3511; Cable: "Centist"

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



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.

Main table containing multiple columns of coin machine listings with categories like MUSIC, BOWLERS & SHUFFLES, PINBALLS, and ARCADE & NOVELTIES. Each entry includes a model name, year, and price.

## Coin Machine Exports

September, 1960

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	387	\$248,670	523	\$181,480	316	\$ 52,296	1,226	\$ 482,346
United Kingdom	164	108,925	—	—	1,183	315,722	1,347	424,647
West Germany	395	266,964	52	20,370	101	42,874	548	330,208
Australia	25	17,468	15	6,000	239	57,138	279	80,606
Switzerland	79	56,799	6	4,706	47	9,700	132	71,205
Canada	51	33,165	—	—	162	28,211	213	61,376
Venezuela	43	34,704	8	6,360	35	9,755	86	50,819
Netherlands	3	1,125	20	6,200	236	38,609	259	45,934
Nan. Islands	49	31,561	14	5,642	35	5,520	98	42,723
Italy	120	23,711	—	—	—	—	120	23,711
France	—	—	—	—	72	21,942	72	21,942
Sweden	2	1,523	10	1,600	36	15,647	48	18,770
Norway	3	1,681	—	—	25	16,103	28	17,784
Phil. Rep.	3	3,100	19	10,194	—	—	21	13,294
Ohter Countries	52	37,308	52	15,545	239	50,371	344	103,324
<b>Totals</b>	<b>1,376</b>	<b>\$866,704</b>	<b>719</b>	<b>\$258,097</b>	<b>2,726</b>	<b>\$663,888</b>	<b>4,821</b>	<b>\$1,788,689</b>

## September Exports Above '59 Level

NEW YORK—U. S. exports of phonographs and coin games ran well ahead of last year in the September period, racking up a total volume of \$1,788,689 compared to \$1,560,289 in the 1959 month. Figures are from the U. S. Department of Commerce.

Belgium led all markets in September, taking a volume of \$483,346. The United Kingdom, on the strength of game imports, moved closely behind with a \$424,647 run during the month.

Only other market above the \$100,000 mark was West Germany, which notched \$330,208.

Filling out the top 10 markets during the month were Australia, Switzerland, Canada, Venezuela, the Netherlands, the Nan Islands (Pacific base), and Italy.

By comparison, a year previous the following markets, in order, led the coin machine import trade:

Belgium, West Germany, Venezuela, Switzerland, Canada, United Kingdom, Sweden, Italy, the Netherlands, and Cuba.

Belgium, the over-all leader this September, also led in the category of used juke box imports with a figure of \$181,480, and placed second in new juke boxes.

West Germany took honors in the new juke box field, importing \$266,964 worth of new U. S. phonographs.

The big markets for games, in order, were: United Kingdom (\$315,722), Australia (\$57,138), Belgium (\$52,296) and West Germany (\$42,874).

## THIEF PREFERS MUSIC TO CASH

SAN ANTONIO — Police were looking for a thief who prefers music over money. The thief broke into the juke box at the L.M.D. Laundromat and stole 38 records. No attempt was made to break into the money box, according to police who investigated the robbery.

## Harry Brown, Club Equipment, Dies in Chicago

CHICAGO—Harry H. Brown, long-time coin machine veteran and owner of Club Equipment Corporation, operators and jobbers, died here last Monday (26). Brown was 58 years old.

His wife, Freda, will continue to operate the firm. Brown has been in various phases of the coin machine business for some 35 years. He was taken to Weiss Memorial Hospital, Saturday (24) after suffering a heart attack. The second, and fatal attack, came Monday morning.

Funeral services and burial were in Philadelphia, Brown's original home, last week.

The Chicago operator was active in numerous civic and philanthropic organizations, including B'nai B'rith and The Loyal Order of Moose. Besides his wife, he is survived by his son, Stanley, and two grandchildren, Bennett and Leslie.

## Portland Tables Move to Set Up Game Authority

PORTLAND, Ore.—An amendment to the city amusement license code has been stalled temporarily. The new rule would establish a committee to pass on the legality of games and approve or disapprove license applications.

Several coin machine firms retained Francis E. Harrington, attorney, to represent them. They are Dunis Amusement Company, N. W. Sales Company, Popular Amusement Company, Melody Amusement Company and the Stan Terry Amusement Company.

According to Harrington, the proposed legislation "would grant to this committee the authority to legislate in the criminal field."

He added that the phrase referring to a device "likely to be used for gambling" could be construed to mean almost anything.

One commissioner asked Harrington if he thought such an ordinance could prohibit football games on TV since they contributed to the establishment of football pools.

"As a father of eight children," Harrington replied, "I'm not qualified to answer that—I'm prejudiced against television."

The basic problem of operators, explained Harrington, is that patrons tire of games rapidly and play falls off. The industry must introduce new games frequently.

The proposed amendment, he added, would give the committee blanket authority to outlaw new machines, even though such machines had not been classified as gambling devices by the courts.

Action on the amendment has been postponed for two weeks.

## HOROSCOPE PELLETS



ALL FLAVORS

NEW  
LUCKY 7 HOROSCOPE  
NEW

Write for information on this brand-new deal

ALL DEALS AVAILABLE  
IN 10c OR 25c PLAY

- STAR HOROSCOPE
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- HI-HAN HOROSCOPE
- BLACK JACK HOROSCOPE
- LUCKY BUCK HOROSCOPE
- BARS & BELLS HOROSCOPE
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January 9, 1961

50 Cents

# BILLBOARD MUSIC WEEK

Music-Phonograph Merchandising • Radio-Tv Programming • Coin Machine Operating



ON DISPLAY NEXT WEEK AT  
YOUR WURLITZER DISTRIBUTOR

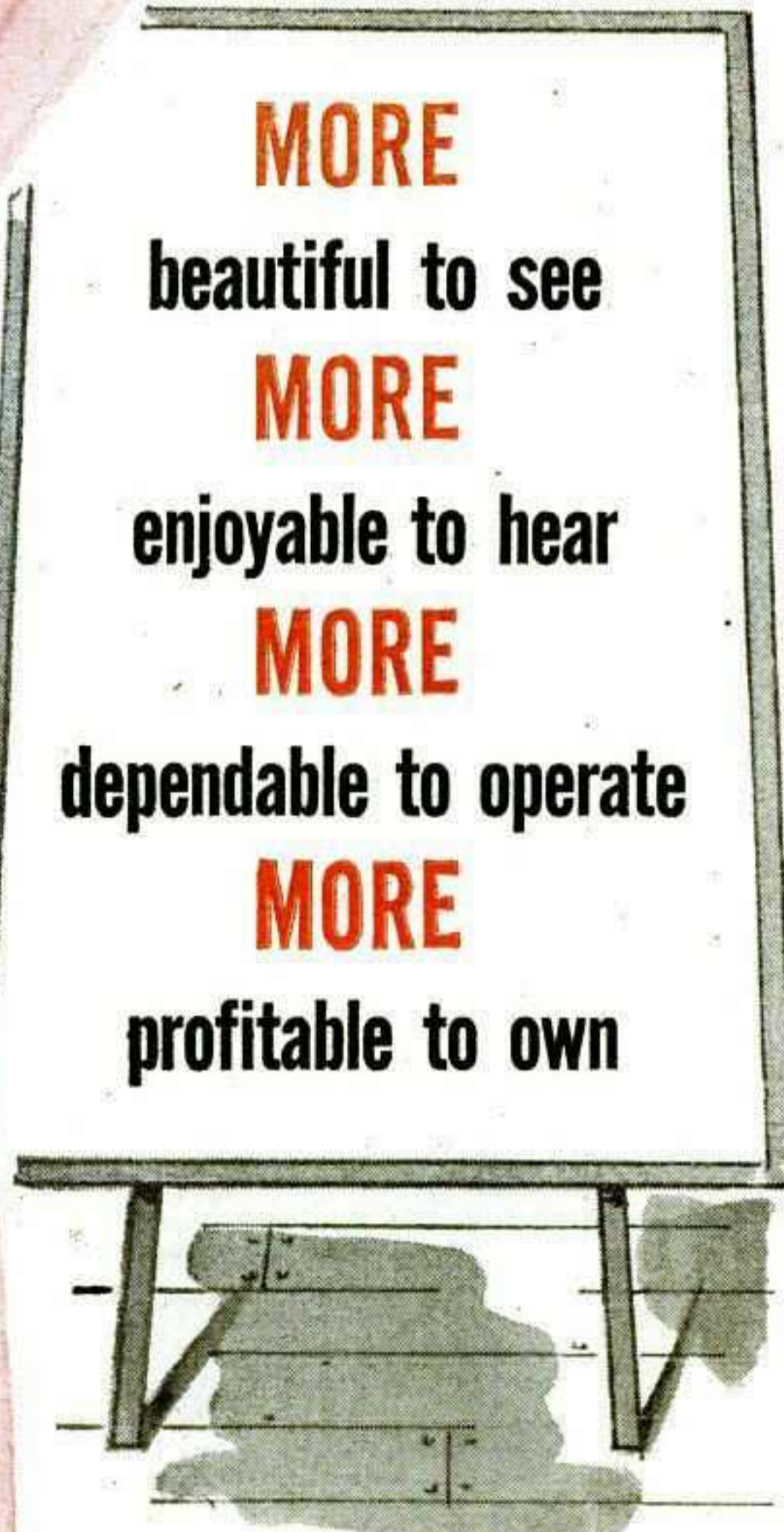
# WURLITZER 2500

The Ultimate in Automatic Music

The Absolute  
**ALL TIME HIGH  
IN EARNING  
POWER**

**MORE**  
beautiful to see  
**MORE**  
enjoyable to hear  
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dependable to operate  
**MORE**  
profitable to own

THE WURLITZER COMPANY  
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# No Other Phonograph

Looks So Much Like a Phonograph or

Acts So Much Like a Phonograph

## as the **ROCK-OLA** REGIS

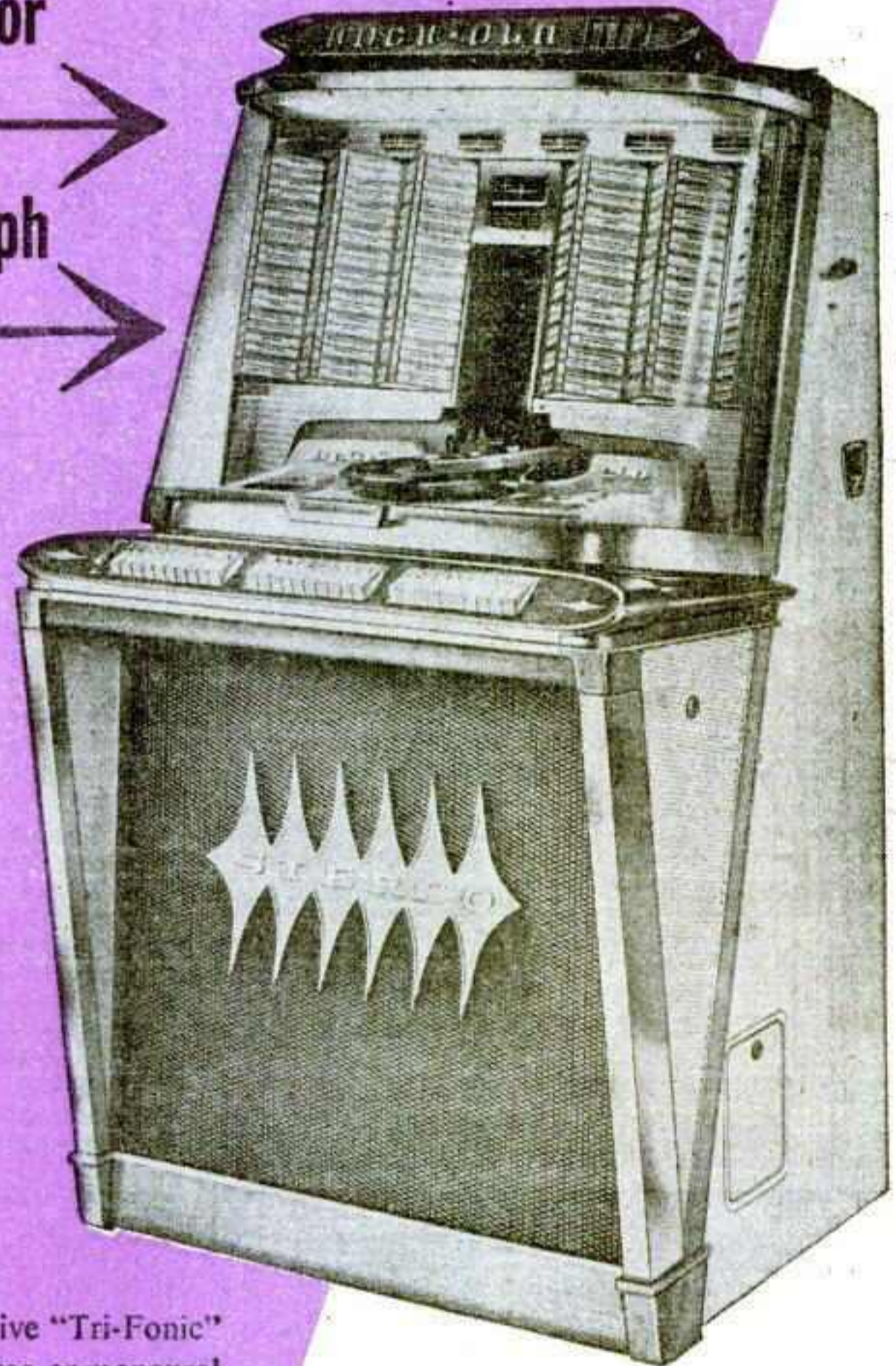
When you buy a phonograph, you want modern design to keep the machine up to date for years to come, but you also want a phonograph to look as a phonograph should look. With the Regis, you get both contemporary styling and that elegant customer pleasing phonograph look.

You expect your phonographs to act like a phonograph and of course the Regis does, for it is the most versatile phonograph available today!

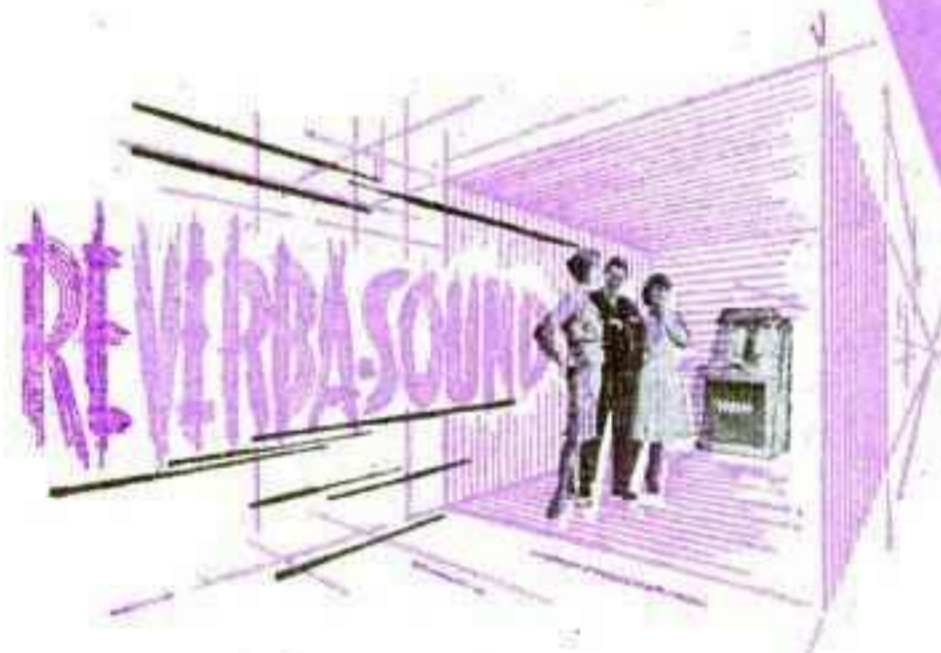
You get Rock-Ola's exclusive "Tri-Fonic" flexibility to play either stereo or monaural music at the flip-of-a-switch.

You get Rock-Ola's 33 1/2 and 45 RPM Dual Speed Intermix Changer.

With a Rock-Ola you are protected now and in the future against all possible changes. Only Rock-Ola offers you this protection.



Available in 120 and 200 Selections



### ROCK-OLA ((REVERBA-SOUND)))

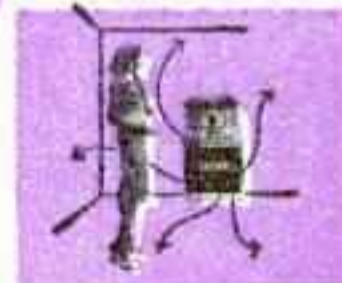
The new Rock-Ola Regis with the amazing ((REVERBA-SOUND))) literally places your customers in the center of a live orchestral or vocal performance. With sound reverberation the walls seem to roll back. Now every location, regardless of size or configuration, can have living presence "wall to wall" music in either stereo or monaural for real customer pleasing, profit making, concert hall quality music.

*The Truly Distinguished Phonograph*

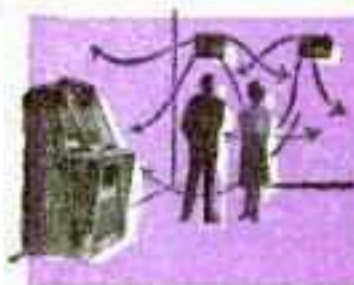
**ROCK-OLA**  
MANUFACTURING  
CORPORATION  
800 N. Kedzie Ave.  
Chicago 51, Ill.



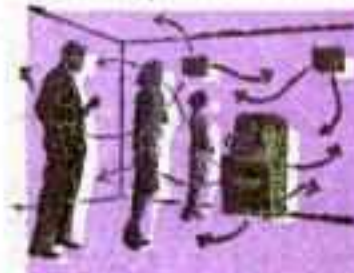
**ROCK-OLA'S "TRI-FONIC" FLEXIBILITY**  
Gives either monaural, stereo or reinforced stereo at the flip-of-a-switch with no add-on parts needed.



**POSITION "A"** delivers the finest high fidelity monaural music through the three built-in main unit speakers. Extra speakers may be used.



**POSITION "B"** delivers two channel stereo music through the stereo extension speakers. No matter where the customer sits, he hears Rock-Ola's flawless stereo sound.



**POSITION "C"** combines the stereo extension speakers with the main unit speakers for reinforced stereo sound. In any location Rock-Ola provides the finest stereo sound.

## HORATIO ALGER STORY

## Years of Hard Work Pay Off for Pete Gurley, Little Rock Operator

By ELTON WHISENHUNT  
LITTLE ROCK — This is the success story of a young man who came off a farm at the age of 15, went to work in the coin machine

business with nothing but the clothes on his back and today is a prosperous and successful route owner at 35.

He is Pete Gurley, happily mar-

ried and the father of four children, and owner of Ace Music Company with 41 good locations to which he gives first class service and gets good return for his work and investment.

But it was not as easy to do as it is to say that it has been done. It took hard work, sometimes 16 to 18 hours a day, to get off the ground. And it took bitter disappointment in learning about human nature.

Here's the story:

Pete began work for a few dollars a week for an operator and later, because he had applied himself well and learned the business, was hired away with an offer of better pay.

**The Promise**

His new employer also told him if he turned out well and made the owner some money, in 10 years he, the owner, would give Pete a half interest in the business.

Pete worked hard for 10 years. He built the route up. He kept it in good shape. He had the money rolling in. The boss had a lucrative business and could afford trips to Miami, Texas, California, about any place he wanted to go. And he went with periodic frequency because Pete was honest, capable and the route was in good hands.

Pete looked forward to the end of the 10 years. When they were up, he could enjoy some of the profits. He had worked hard for them and, with profit-sharing, he could get a good rest and enjoy an occasional vacation trip himself.

**Quit Job**

But when the 10 years were up the owner asked him to "give me a little more time." Pete did. Pete gave him a year. Still the owner would not keep his promise. So Pete resigned.

Pete had worked himself into a good wage at the time he resigned. He was making \$200 a week. That was one of the arguments the owner used in refusing his former promise.

"You're making more than any route manager in town," the owner had said.

**Not Enough Cash**

But Pete decided to try it on his own. He had \$6,000 saved up. He went to a distributor and told him he wanted to begin a



PETE GURLEY

route. The distributor discouraged him, would not carry Pete's notes while he got started and told him it would "take you \$50,000 to get started in this business."

But what happened next was that Pete learned there is a good side to human nature. He found it in Geoge Sammons, president of Sammons - Pennington Company, Memphis, leading distributor in the Mid-South.

"You can have anything you want," Sammons told Pete. "We'll carry you till you can make the note payments."

So Pete was in business. He started out small, made it pay and each year added a few pieces of equipment to his route. His profits increased each year, so he re-invested some in more machines.

Today he has machines at 41 locations and is still acquiring a new location here and there from time to time and is one of the most successful "rags to riches" stories in Arkansas.

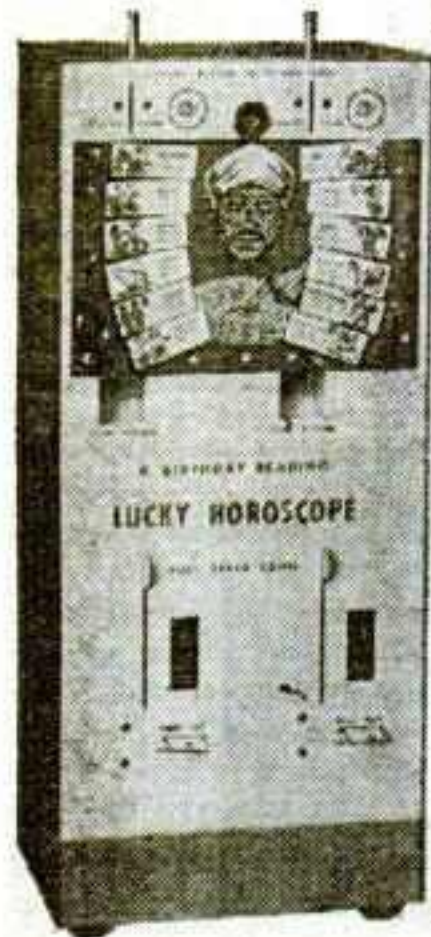
"I couldn't have done it without George Sammons," said Pete. But Sammons is a modest fellow and attributes Pete's success to his hard work and sound operating principles.

**Herbert Beitel**

• Continued from page 58

members of NAMA who have contributed so freely of their time and energy in order to assure the success of our legislative activities, I owe a real debt of gratitude. It is difficult to express the pleasure and satisfaction which have come to me from working with the members and staff of the association in these past years."

"Although Beitel will be located in an Eastern city, we plan to utilize his experience and help when specific problems arise in that part of the country," Hungerford said.



## New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

✓ NATIONAL COIN REJECTOR in each chute

✓ NOW has TWO coin returns and other new features.

✓ EASY TO LOAD

GAME HOLDS

APPROX. 1,000 NUMBERED OR STAR TICKETS

MID-STATE CO.

Phone: Dickens 2-3444

Size: 18"x8"x6"  
Shipping Wgt.:  
20 Lbs.

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RIGHT  
DOWN  
YOUR  
ALLEY!



FIRST-CLASS  
EQUIPMENT  
from FIRST!

IMPORTERS!

Send for Your  
**FREE**  
56-Page Illustrated  
1961  
CATALOG

SEE US FIRST  
for the Most  
Complete Selection  
of all NEW GAMES

**WANT TO BUY—**

- GOTTLIEB SLUGGIN' CHAMPS
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  - ALL TYPES OF SHOOTING GALLERIES
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**FIRST**

COIN MACHINE  
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Joe Kline & Wally Finke

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January 9, 1961

50 Cents

# BILLBOARD MUSIC WEEK

Music-Phonograph Merchandising • Radio-Tv Programming • Coin Machine Operating



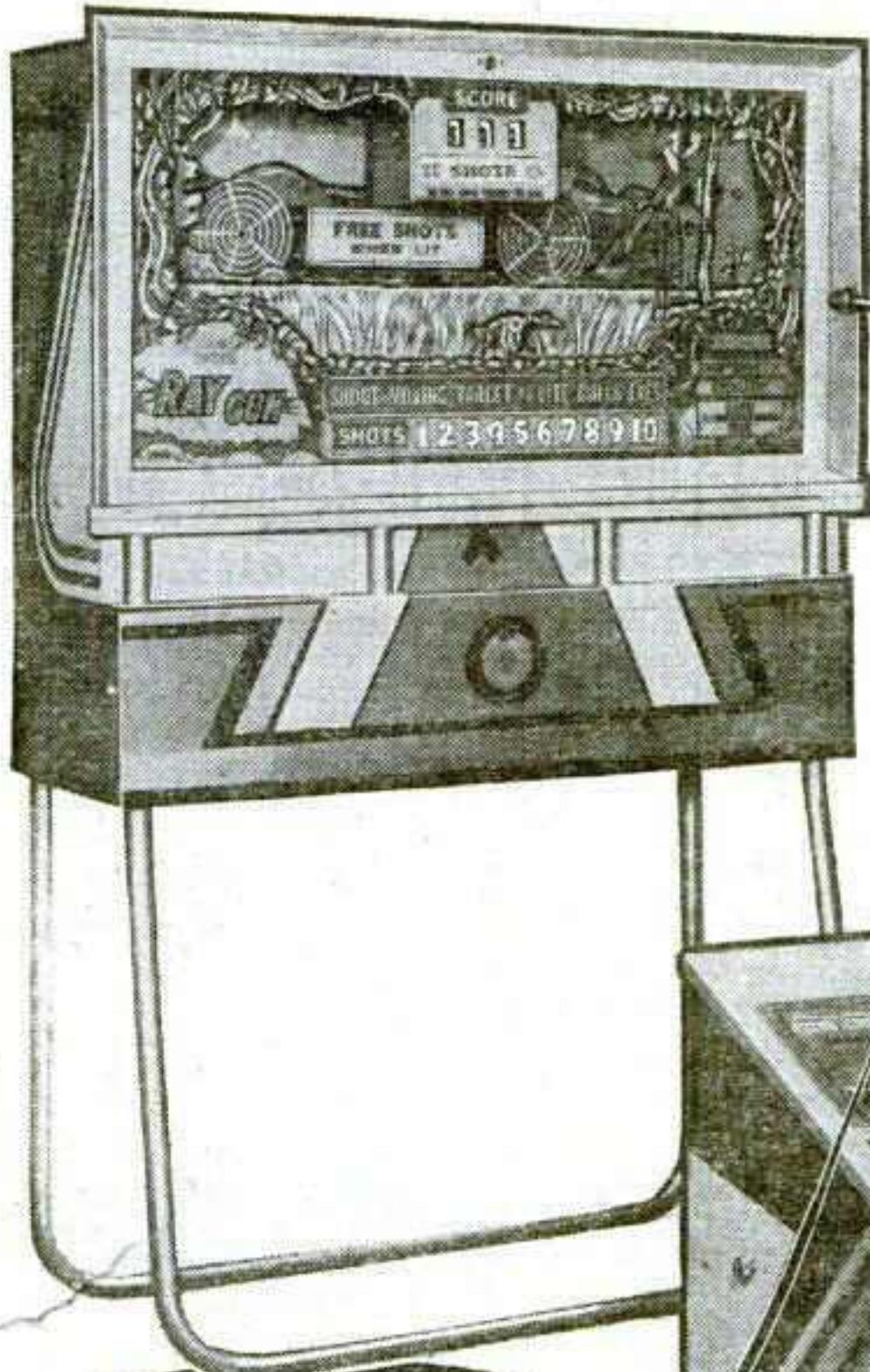


# CHICAGO COIN'S

## ALL NEW "ELECTRONIC-EYE"

# RAY GUN

**FIRST AND MOST SENSATIONAL RAY GUN IN YEARS!**



New — TRANSISTOR Type  
PHOTO ELECTRIC CELLS!  
New Modern Circuitry —  
NO AMPLIFIER!!

New LIGHTWEIGHT  
RIFLE — RECOIL ACTION  
— SHOTS SINGLE or  
RAPID FIRE!!

4 MOVING and 2 Stationary  
TARGETS — 3-DIMENSIONAL  
SCENERY!!

FITS ALL LOCATIONS —  
Minimum Space 6 Feet!  
Maximum Space 15 Feet!

20 SHOTS 10c —  
POSSIBLE 100 BONUS SHOTS!!

New PUSH BUTTON  
SELECTOR — 3 SPEED  
TARGETS!!

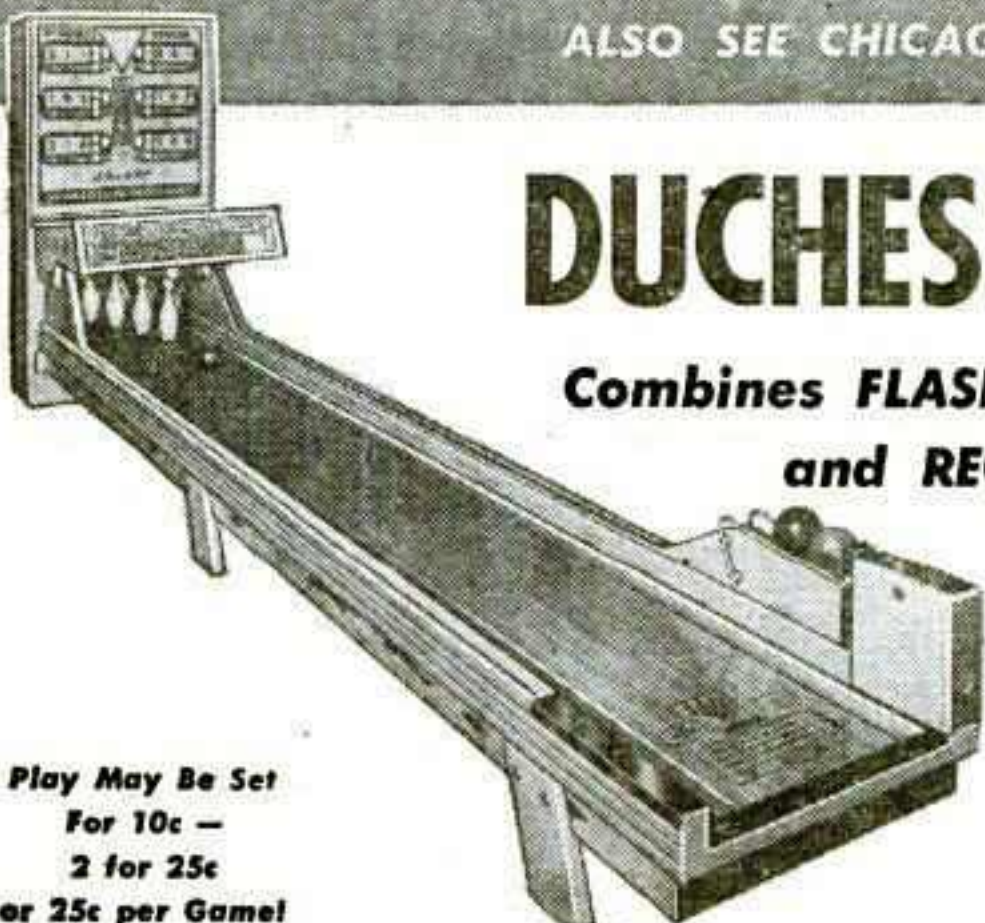
- Adjustable — For 10, 15 or 20 Hits Per Game!
- Mechanism In "Easy Service" Pull-Out Drawer!
- 3 Reel Drum-Type Scoring!
- Colorful Lumaline Interior Lighting!
- Modern Steel Tubing Stand (Cabinet Also May Be HUNG On Wall)!
- All Steel Coin Box!

**. TESTED! THE COIN BOX TELLS THE STORY!**

ALSO SEE CHICAGO COIN'S POPULAR LINE OF BOWLING GAMES — AT YOUR DISTRIBUTORS!

## DUCHESS BOWLER

Combines FLASH-O-MATIC, ALL-STRIKE  
and REGULATION SCORING!



Play May Be Set  
For 10c —  
2 for 25c  
or 25c per Game!

Also Available  
Companion to DUCHESS —  
**DUKE  
BOWLER**  
with ALL-STRIKE and  
REGULATION SCORING!

## 6-GAME SHUFFLE BOWLER



1. ALL STRIKE Bowling!
2. REGULATION Bowling!
3. REGULAR HANDICAP Bowling!
4. FLASH-O-MATIC Bowling!
5. LITE-O-MATIC Bowling!
6. RED PIN Bowling!

Chicago Dynamic Industries, Inc. 1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



WEEK OF JANUARY 2

**SEEBURG**

**ARTIST OF THE WEEK**

33 1/3 STEREO ALBUM RECORD PACKAGES

\*\*\*\*\*

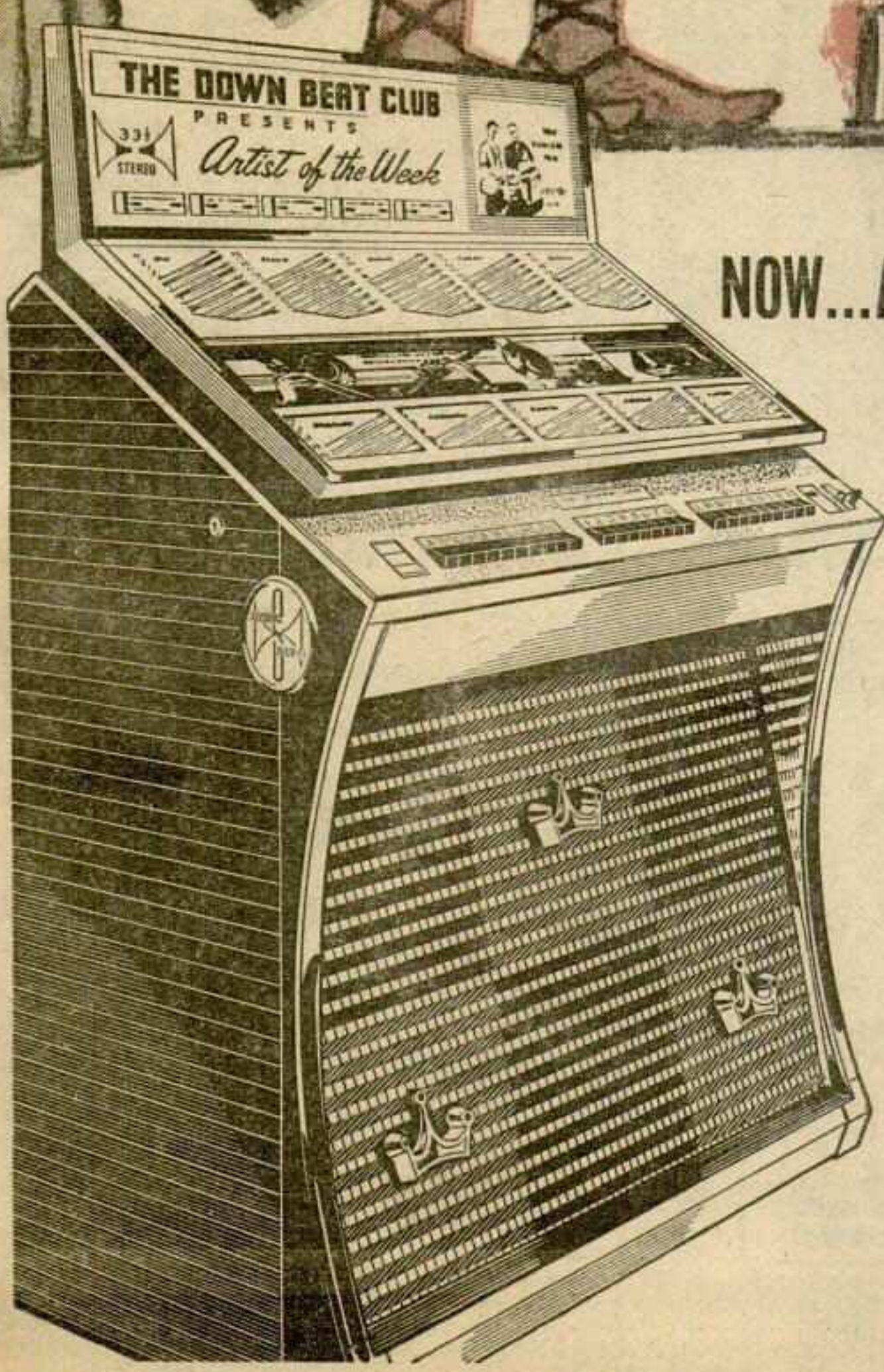
**CONNIE FRANCIS**  
SINGS MORE ITALIAN FAVORITES (MGM)

\*\*\*\*\*

**JACKIE WILSON**  
A WOMAN, A LOVER, A FRIEND (BRUNSWICK)

\*\*\*\*\*

A DATE WITH  
**DELLA REESE** (JUBILEE)



**NOW...A BRAND-NEW MUSICAL ACT EVERY WEEK!**

There's always a new, top-star show at the location that features a Seeburg **ARTIST OF THE WEEK** phonograph.

No wonder this realistic Seeburg music-merchandising plan is opening up new top locations. And rolling up new top earnings, too.

**ARTIST OF THE WEEK** means this: every week ten hot new album hits, by the same artist, in fabulous 33 1/3 stereo! Most of these new top-sellers are simply not available as 45's.

That's why only **ARTIST OF THE WEEK** can give you all the new hits to sell. Locations profit most. The operator profits most.

**SEEBURG**

**PERSONALIZED FOR YOUR LOCATIONS!**