SIXTY-SIXTH YEAR

The Billboard

50 CENTS PRICE:

DECEMBER 5, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Deejay Stunts Grow Rougher & Tougher

Promotion-Minded Stations Up Demands As Jocks Break Records, Bones, Banks

By JUNE BUNDY

NEW YORK — It's tough to be a deejay these days. Promotion-minded station execs are making more and more demands upon spinners in an effort to garner extra publicity for their outlets.

Some of the more recent stunts have involved burying a jockey in a barrel of canned cranberries, having a spinner set up disk-keeping in a bird cage, entering jocks in cooking contests, and having entire deejay staffs participate in a variety of strenuous sports competitions. One outlet, KALL, Salt Lake City, turned the tables and offered prizes to the first skier-dialer to break a leg.

The cranberry victim was Freeman Hover, KEYZ, Williston, N. D., who was encased in a fortress of canned cranberries as part of a pre-Thanksgiving promotion for a supermarket. Hover stayed inside the can-barricade for five hours—that's how long it took housewives to buy enough cranberries to permit his release. The buyers were invited to submit guesses as to what time Hover would be released, and the winner received all of her grocery purchases for that day free. Hover's only comment: "I feel like I was cran-buried."

The cage-sitter was Jerry Stowe, KTKT, Tucson, Ariz., who lived and broadcast from a cage outside the studio until his Emu bird returned. Gimmick was that Stowe kept the cage warm until the Emu was found. Local merchants got in the act by donating heaters to keep the cage warm, a radar set to help look for the bird, etc. Dialers were urged to donate food items, which were later presented to the local Community Chest.

In the field of athletics, the entire deejay staff of KQV, Pittsburgh, is helping raise funds for local high schools by playing a series of basketball games with local students. The jocks lost the first game, and suffered several injuries—including Dick Drury's sprained foot and Chuck Brinkman's sprained knee.

Also risking injury for sweet charity recently were spinners at WIP, Philadelphia. During a local ice show performance, the jocks—Joe McCauley, Dick Carr, Tom Brown, Jim Leaming, Dick Reynolds and Chuck Dougherty—donned skates and held a race. Each deejay represented a local institution and the winner donated an electric organ to his charity.

Apron-wearers this season were deejays "Big" Wilson, "Swinging" Sweeney, Ronnie Barrett and Tom Griffiths of KYW, Cleveland. The boys acted as assistants to the finalists in the station's apple bake-off contest. The finals were held in a downtown show window during a remote broadcast of Barrett's disk show.

Mike Hunter, program director, and Morton Downey Jr., both of KELP, El Paso, Tex., broke several standing records when they staged a bowling marathon last month. Hunter bowled 115 straight games with a 120 over-all average in a little more than 31 hours on non-stop bowling; while Downey bowled 107 games.

Many jocks undoubtedly secretly gloated over KALL's "Broken Leg" contest, which put the cast on the listener's foot for a change. The first person breaking his leg on the local slopes was awarded (by KALL) a wheel chair, crutches, cane, knitting needles and the latest "TV Guide."

Glamour was added to a stunt staged last month by deejays at KFWB, Hollywood. The jocks participated in a trotters race at the

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STAR-SPANGLED INAUGURAL DUE PRESIDENT-ELECT

By MILDRED HALL

WASHINGTON — Music will loom large in the inaugural gala for President-Elect Kennedy, when Frank Sinatra will produce and perform in a show spangled with such stars as Harry Belafonte, Ella Fitzgerald, Nat King Cole, Dean Martin, Sammy Davis Jr., and Nelson Riddle and his orchestra. The two-hour inaugural gala, to be seen by invitation plus $100 per head, will be held at the National Guard Armory here, January 19.

Other top stars entertaining the new President and Vice-President, their wives, cabinet members and other officials, will be Joey Bishop, master of ceremonies for the show, Milton Berle, Henry Fonda, Gene Kelly and Red Skelton. Mahalia Jackson will sing the national anthem, and special material for the original show will be prepared by Sammy Cahn and James Van Heusen.

It will be interesting to compare attention given the performers at this Democratic inaugural celebration, with the careless indifference given performances by Lily Pons and Dorothy Shay, and Fred Waring, among others, at the last Republican inaugural celebration for Eisenhower. At that time, the milling audience largely had its back to the stage, and talked straight thru the performances.

Matthew H. McCloskey, treasurer of the Democratic National Committee, estimates on the basis of a flood of advance inquiries, that the huge armory will be filled to capacity for the show. Traditionally, especially in the Roosevelt and Truman era, performers and the performing arts have found more enthusiasm and support from the Democrats, than from the GOP administrations.

Foreign Disk Mart Holds Big Potential For American Firms

Top Rank's Marshall Cites Rising Overseas Disk Sales as Indicator

By REN GREVATT

Editor's Note: This is the first of a series of articles covering all important facets of the international music scene to be published from time to time in The Billboard.

NEW YORK — As 1961 approaches, American disk men can look to the foreign market as one which holds the greatest potential growth for the record business, according to Paul Marshall, local attorney closely identified with the music scene, and head of the Top Rank International disk co-op.

"There has been an incredible increase in the size of the foreign record market in just the past three years," said Marshall, "and yet taken in toto, the business overseas today is a mere trickle of what it may one day be."

Speaking in general terms, Marshall noted such nations as the Soviet Union, India, Indonesia and even Red China as fantastically big potential markets. "The latter three nations alone contain over a billion people. Think how many records that many people could buy in a year, given the right economic conditions. Even today, American records are being smuggled into Red China via Japan and Shanghai. There are 212 million Russians starving for American jazz. Record people may well look far beyond the markets we think of traditionally as foreign. The business will someday be a lot more than just England and Western Europe."

Exchange Good

Marshall explained that one important aspect of the growing overseas market is the increasingly healthy state of currencies abroad. Three years ago it was difficult to get money out of many countries. Today currency exchange is almost an automatic matter in a number of sectors.

This factor has accounted for a gradual increase in export of actual disks to foreign countries from the United States. This has replaced in some cases the shipping of tapes for pressing overseas. Some labels already are active in this field. "It gives them better control of the release of their product," Marshall continued. "Prestige Records, for example, in certain countries, made export arrangements only on the basis that the importer would have to accept some of every item in the catalog. American companies will be able to insist on arrangements like this more and more because of the stability of currencies in many nations overseas."

Upswing Cycle

Taking a closer look at specific foreign countries, Marshall noted that almost all are currently on an upswing cycle. "Canada," he said, "parallels our own market closely. There is virtually no r.&b. there and no jazz, but the Dominion is a definite country and western factor. Otherwise, Canada is a straight 6 to 7 per cent market, patterned on the United States.

"In England," he declared, "they have had a good year. You must remember that it's largely a monopoly type of market, but business is still up over last year. They will buy American hits, but they are very selective as to artists. You have to work very hard there to establish an American artist because of their growing spirit of nationalism. They sell much classical and little modern jazz. But it's a

(Continued on page 14)

Claims Jocks Live Easy Life

NEW YORK—Disk jockeys may [illegible] otherwise, but according to a [illegible]al Labor Relations Board [illegible] last week, a deejay's technical [illegible] are easily learned and [illegible] no formal technical education.

The opinion was handed down when a three-member panel of the NLRB ordered that deejays at four Portland, Ore., stations may vote for either of two unions (the American Federation of TV and Radio Artists or the International Brotherhood of Electrical Workers) or neither as their separate bargaining agent. The technical duties of a deejay — termed "easy" by the NLRB—include cueing disks, operating turntables and tape recorders, making log entries of meter readings and attending potentiometers.

NEWS OF THE WEEK

Sinatra to Debut Own Label in February . . .

Frank Sinatra will release the first two albums, one by Sammy Davis and the other by Sinatra himself, on his own as yet unnamed label in mid-February. . . . . Page 2

SORD Prexy Blasts One-Stops; Praises Distributors . . .

SORD President Howard Judkins Jr. praised the steps being taken by distributors to keep one-stops servicing juke boxes rather than selling to dealers. He stated that some one-stops are in competition with dealers. . . . . Page 2

Dunn, Livingston Take New Posts at Capitol . . .

Capitol Records last week named Lloyd Dunn veepee in charge of marketing and Alan Livingston as veepee in charge of creative services. Both posts are new to the firm's exec structure. . . . . Page 3

Classical Sales at Peak in 1960 . . .

Classical records are enjoying their best year in sales via record dealers, according to a survey by The Billboard Market Research division. . . . . Page 3

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Charts to Get Global Flavor

NEW YORK — As the overseas market for American record product expands, a concurrent development can be expected to manifest itself, according to sources here. As the channels are opened record-wise to many countries, product of those nations and territories can be expected to get attention in the States.

This trend has already been noted with the hit status achieved here in recent years of notable recordings from Italy, France, England and Germany, most recent example of which is the Bert Kaempfert disking on Decca of "Wonderland by Night." Looking into the future, disk men here see no reason why pop charts may not on day list smashes from Africa, India and other relatively untapped musical cultures.

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SORD Throws Full Support To Distribs in One-Stop Fight

Dealers Group to Ask Members Not to Patronize One-Stop Operations

HOLLYWOOD — Society of Record Dealers last week threw the full weight of its organization behind the cause of the record distributors in their continuing struggle with one-stops. SORD Prexy Howard Judkins Sr. last week told The Billboard that his organization was "glad to see the distributors finally take action" against one-stops who have been under-cutting distribs in their dealings with retailers.

Judkins said SORD sees one-stops as competitors to dealers themselves, with a majority of them adding discount retail operations to their present functions as sub-distributors. "The one-stop," Judkins said, "was created to service juke box operators. Since then, they have branched out to handle small dealers in fringe areas whose orders from each line are too small to prove profitable for the average distributor to handle. But from this point, the one-stops have moved in to service top volume retailers."

Situation has become further aggravated with one-stops buying transshipped product at prices below the local distrib's level, Judkins added. This product, he said, in turn, feeds the one-stops' retail discount operations to loom as still another threat to the established record dealer.

Judkins pledged SORD's support of the distribs, saying he will call upon his organization's members to patronize regular distributors, and ask them not to deal with one-stops. He will tell his members that in his opinion the one-stops do not have the record industry's interest at heart and therefore do not pursue business policies that can lead to a healthier record business.

As still another phase in SORD's support of the distribs, Judkins called upon record manufacturers to protect distribs in their sales policies so that one-stops won't enjoy an advantage over the distributors. One advantage one-stops have held over distribs has been their ability to offer dealers a 100 per cent guarantee on singles. Judkins lauded "such labels as Capitol and Dot" for offering dealers the protection of a 100 per cent exchange benefit on singles, and "such distributors as Sid Talmadge's Record Merchandising in Los Angeles" who has extended a similar guarantee.

If other labels follow suit, Judkins said, the dealers would return to the established distributors, instead of going to one-stops who offer the full guarantees. Furthermore, such protective benefits prompt dealers to stock up on merchandise. With more wares on dealers' shelves, Judkins reasoned, more product is bound to be sold. Manufacturer, distributor and dealer would benefit collectively. Healthiest industry structure is the manufacturer - distributor - dealer relationship of old, according to Judkins. There cant' be any room for sub-distributors such as one-stops, Judkins added.

Columbia Ups Loetz, Lyons

NEW YORK—Jack Loetz has been appointed to the post of general manager of the Columbia Records Sales Corporation. For the past year Loetz has been staff assistant of the sales corporation and before that manager of sales administration at the company. In his new post Loetz will be responsible for the operation of sales administration, field sales and sales statistics.

At the same time, Joe Lyons has been named to the position of manager, field sales of Columbia Records Sales Corporation. He will be responsible for the supervision of Columbia's regional sales organization. Lyons last spot was as regional sales manager, Eastern division, for Columbia.

Dot Boasts All-Time High $11 Mil. Gross

Total Tops 1959 by Nearly 30 Per Cent; Stereo, Seasonal Sales Drives Credited

HOLLYWOOD —Dot Records, Inc., Paramount Pictures' subsidiary, will gross in excess of $11 million for the calendar year 1960, according to Dot President Randy Wood, who conveyed this information in a statement to Barney Balaban, president of the parent film company.

Wood stated that with six weeks remaining in the year, Dot had already passed the $10 million mark in sales—placing the firm's 1960 business almost 30 per cent ahead of 1959, when gross sales totaled $8,600,000.

Wood attributed the label's all-time peak sales volume to three sales drives: (1) Stereo month in January, a promotion which accounted for nearly $2 million; (2) a six-week summer sale to consumers in June and July, which was given additional impetus by heavy advertising and which grossed more than $1 million; and (3) the 1960 fall program — from September 1 to October 15 — which drew sales totaling nearly $3 million.

The Dot president noted that in the past 18 months the label replaced 10 independent distribution areas with company - owned branches. Prior to that time, Dot had depended upon independent

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N. Weinstroer Label Debuts

ST. LOUIS — Norm Weinstroer, head of Norman Distributing here, has formed a new label, Norman Records. First single, to be issued by the new label December 5, will feature the Norman Petty Trio. First LP on Norman spotlights comic Davy Bold and is due for release December 15. Bold has been a well-known act in St. Louis for years via his performances at his Celebrity Club here.

Weinstroer has already set up national distribution for the label, many of the distributor's old

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MANTOVANI A BEST SELLER ON 'EXODUS'

NEW YORK — Two important disk versions of the theme music from "Exodus" continued to climb the charts this week, with performances by both Mantovani and Ferrante and Teicher showing considerable sales activity. Last week an advertisement in The Billboard incorrectly noted the Ferrante and Teicher disk as the only selling version.

The material, incidentally, has become the vehicle for Mantovani's first single record click in several seasons. In addition, the version by the British maestro appears in his current album of well-known themes, which also is showing solid retail acceptance.

Artists Join Liberty Move On Markets

HOLLYWOOD — Liberty Records last week moved into the second phase of its sales promoting "Operation Hit" campaign (see The Billboard, November 21 issue) with six of its touring artists complementing the efforts of its seven-man exec task-force which has been covering the top 15 markets for the past several weeks. Liberty's promotional reps will arrange special appearances on radio and TV as well as sales centers in key markets aimed at pushing the full Liberty holiday program.

Liberty artists now on tour include comic Dave Barry, Johnny Burnette, Martin Denny, Buddy Knox, Jackie De Shannon, Bobby Vee, and Si Zentner. Zentner will plug the label's wares during his Midwest tour; Vee will cover the Southern California area, following a series of eastern TV and network tele appearances; Knox will be hitting the Washington and New York City markets, and Burnette is on a one-nighter wing thru the Northwest. Denny is headed for Hawaii, and Jackie De Shannon will be in the Chicago area.

Big Disk Rush Greets 'Camelot'

NEW YORK — As "Camelot" opened in New York Saturday night (3) after two months of performances in both Toronto and Boston, Columbia Records reported orders of close to 200,000 copies of the as yet unrecorded original cast album. The orders were being fulfilled via the small three-inch record token that Columbia introduced two weeks ago. The "Camelot" token will be available this week at record shops, and can be purchased by record customers and exchanged for the original cast set when it is available.

Columbia Records, meanwhile, was on a "Camelot" kick, getting ready to record, press and release the album within two weeks after the opening, sometime between December 15 and 20. The covers were being printed and the label copy was being made ready this week as well. Columbia will record the original cast set December 11, and if everything goes well, copies will be on the market about five days later. Columbia has already released a Percy Faith album of tunes from the show and has another set by Andre Previn coming up shortly.

Meanwhile, the Time Records' album of music from the Lerner & Loewe score was reportedly selling strongly. This set features songs from the score by the Hugo

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Sinatra Label Ready For February Debut

HOLLYWOOD—Frank Sinatra will debut his new label in mid-February, The Billboard learned last week. First release will consist of two albums, one featuring Sinatra, and the other Sammy Davis Jr. Johnny Mandell will provide the ork setting for Sinatra's initial LP. Future releases will be in both album and single disk forms.

Diskery's name hasn't been determined as yet. Sinatra will use his Essex Productions as the firm which produces the disks, but will market them under a new firm name. In the meantime, artists currently are at work designing several labels using those names which are being considered. Final decision will be made after the labels have been completed with the choice going to the one which carries the greatest sales impact.

Sinatra plans to work thru indie distributors. Deals with distribs soon will be negotiated and concluded in time to give the new label maximum exposure in all market areas.

Sinatra has been building his organization and has several key people set for his fold. Their identity, The Billboard was told, must be kept off the record since all of them are affiliated with other firms and must first notify their present employers. He is determined to build his label into an important factor in the record industry. He plans to sign other artists and offer a talent roster which will assure him of achieving his goal.

Sinatra is at present under exclusive contract to Capitol Records. According to terms of the contract, his status will change to a non-exclusive basis in February, leaving him free to record for other labels while still continuing to issue a pre-determined number of new releases under the Capitol banner. Capitol's deal is with Sinatra's firm, Essex Productions, with Capitol issuing Sinatra disks produced by Essex. (This past summer Essex had concluded a distribution deal with Verve Records to market a Sammy Davis Jr. single from Sinatra's "Ocean's Eleven" film.) In February, when the Sinatra-Capitol pact goes to a non-exclusive basis, Essex will be free to sell the singer's services to other firms, including, of course, his own as yet unnamed diskery.

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The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

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William D. Littleford

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

Vol. 72 No. 49

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C-C Says No WMGM Change Due

NEW YORK — Altho Crowell-Collier Broadcasting execs said they had no plans whatsoever to change personnel at WMGM here (recently purchased by C-C), trade rumors last week persisted that changes were in the works.

One report had it that deejay B. Mitchel Reed, of C-C Station KFWB, Hollywood, would be imported for a top time slot; while another rumor was that St. Paul broadcaster Don French, KDWB program director, would be brought back to serve as program director of C-C's new outlet. Appointments, reportedly, will take place early next year.

Chuck Blore reportedly will supervise programming for all C-C stations on a national basis. Jim Hawthorne, prexy of the Disk Jockey Association, takes over Blore's former spot as program director of KFWB next month.

Armed Forces Go for Stereo

NEW YORK — Stereo album sales to members of the Armed Forces are way up, while singles sales are lagging, according to a special study recently conducted by United Artists Records.

Of album orders placed by the Army, Navy and Air Force, the study shows that 85 per cent were for stereo and only 15 per cent monaural. Art Talmadge, UA veepee-general manager, notes that "this almost reverses the figures of a year ago." In general, record

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3 New LP's By Command

NEW YORK — Command Records is releasing three new albums this month, featuring the Command All-Stars and Enoch Light and the Light Brigade.

The All-Stars package is tagged "Persuasive Percussion — Volume 3." The Light LP is titled "Big, Bold and Brassy." Both albums are available in stereo and monaural and will be released in four-track stereo tape versions in a few weeks.

The third new Command album is a "stereo check out record," offering recorded signals for checking frequency responses, maximum channel separation, distortion and turntable rumble of playback equipment. It will list for $5.98.

EXPANDING RSI ADDS NEW GOLD RECORD SERVICE

NEW YORK — Record Source, Inc., organization which supplies subscribing stations with single and album record services based on selections by The Billboard's reviewing panel, continues to expand its area of operations. RSI now has a total of 462 stations who subscribe to one or more of the services.

Stations who subscribe total 15 per cent of the broadcasting industry and are located in 48 States thruout the country. In addition, outlets in Canada, Australia, Bermuda, British West Indies, Korea, Madagascar, Mexico, Sweden, Peru, Thailand, Puerto Rico, Virgin Islands and Israel are subscribers, with many other foreign outlets still in the negotiating stage.

Hal Cook, RSI chief, is adding a new service, called The Gold Record Series. Starting shortly, this will be taken from The Billboard's files of million record sellers. This service will be made up of one basic package of singles, and will be priced in line with RSI's other services.

Capitol Shuffle Brings Dunn, Livingston to New Positions

Dunn Named Marketing Vice-Pres., Livingston Creative Service Veep

By LEE ZHITO

HOLLYWOOD — Capitol Records last week reshuffled its top echelon, naming Lloyd Dunn veepee in charge of Marketing, and Alan Livingston as Creative Services veepee. The posts, new to the firm's exec structure, are expanded versions of positions both men had held with the company in the past.

Dunn has been veepee in charge of the Artist & Repertoire Division since December 1, 1958, but for years prior to that had served Capitol as its Sales & Merchandising veepee. His new position encompasses executive responsibility for the firm's disk sales and merchandising here and abroad, and, in addition, includes supervision of its International Department. Furthermore, Dunn will be Capitol Records, Inc.'s, exec link with its sales subsids, Capitol Records International Corporation, and Capitol Records Distributing Corporation. As such, Dunn will provide "advice and counsel" to CRDC via CRDC Prexy Mike Maitland, a function formerly performed by CRI Prexy Glenn Wallichs.

Livingston, who recently returned to the Cap fold after a four-and-a-half year absence (see The Billboard, October 17 issue), was the label's exec veepee in charge of Artist & Repertoire at the time of his departure. Now, as head of Creative Services, Livingston again will helm Capitol's a.&r. activities, and, in addition, will be responsible for the firm's diversified investments in other sectors in the realm of entertainment. Capitol has invested in several stage vehicles, and has expressed interest in acquiring additional music publishing firms and other properties allied to its primary field.

Thus, the Capitol realignment of its exec forces returns both Dunn and Livingston to the same areas in which they had served the label some five years ago, but the field of operations for each has been appreciably broadened to keep pace with the company's expanded operations.

Also, Capitol's Administration & Finance veepee Dan Bonright will add supervision of CRI's phonograph activities to his present duties. Responsibility for its phono operations heretofore was split between CRDC sales and CRI's manufacturing and engineering division, headed by veepee Jim Bayless. Another change calls for CRI Secretary-General Counsel Bob Carp to report directly to Wallichs. Heretofore, Carp reported to Bonright.

Manufacturing and engineering veepee Bayless and eastern operations veepee Joe Csida continue in their areas of responsibility, otherwise unaffected by the above changes.

'60 Classical LP Sales Up 58% in $ Volume Over 1959

10-Month Tabulation Signposts A Record Year for Longhair

By TOM NOONAN and BOB ROLONTZ

NEW YORK — Classical LP sales in record stores for the first 40 weeks of 1960 have increased by 58.1 per cent in dollar volume as against the first 40 weeks of 1959. This increase in dollar volume is calculated at manufacturers' list price, and it only covers sales via record dealers. It does not include sales of classical LP's on racks or thru record clubs.

STORE RECORDED SALES — NEW YORK UNIVERSITY SCHOOL OF RETAILING — THE BILLBOARD

The total number of classical LP's moved via dealers thru October 8, 1960, came to 3,500,000 units. Of this total, stereo classical LP's accounted for 31.2 per cent. Monophonic classical LP's accounted for 68.8 per cent.

Stereo Vs. Monaural

Classical stereo disks are obtaining a higher percentage of the total classical market than pop stereo disks are gaining of the total pop market. Whereas 31.2 per cent of all classical disks sold in the first 40 weeks of 1960 were stereo, only 22.2 per cent of all pop disks sold by dealers were stereo. Of all stereo records (all categories) sold via record stores, 12.3 per cent are classical. Of all monaural records (all categories) sold by dealers, only 8.1 per cent are classical. Since classical stereo disks sell at a higher price than mono, they represent 15 per cent of all stereo sales to dealers, while mono classical disks represent 10 per cent of all mono sales, at manufacturers' list.

Breaking the figures down even more finely, classical mono dollar sales for the first 40 weeks of 1960 are 44.3 per cent ahead of the same period in 1959. However, classical stereo dollar sales are 83.8 per cent ahead of the same period last year.

Classical Inventories

A recent survey taken by the Record Market Research Division of The Billboard has turned up some interesting information as to stocking practices of dealers re classical records. The question

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Pa. Retailers In Roster Bid

PHILADELPHIA — An all-out membership campaign to make the Pennsylvania Retail Record Dealers Association a major force in the industry has been launched by the group. Len Jaffe, head of Chelton Records and president of the group, indicated that the association has set a goal for at least 200 members. He pointed out that with such a membership, the association could well be in the driver's seat in all its dealings with distributors and manufacturers in behalf of the independent retailers.

To step up the drive, the asso-

(Continued on page 14)

Rank Slates 38 New LP's

NEW YORK—The 1961 LP program for Rank Records of America calls for the release of 38 new albums, according to Dewey Bergman Jr., album chief for the label.

Bergman said that heavy emphasis will be placed on selectivity, clean inventory, specialized merchandising tie-ins and unique sales values. He stressed that even tho the company has budgeted for 38 sets, "we are not tied to any specific number. We refuse to put out masses of recordings for the sake of flooding distributors and retailers. We are thinking in terms of quality, not quantity."

Hypo Push Toward '4th' Music Society

NEW YORK—An earnest effort is now under way here to provide a reservoir of talent, tunes and records for juke box use, in the event that oft-proposed changes in the Copyright Law to permit collection of juke box performance royalties eventually should become law. Behind the effort is the familiar figure of Barney Young, who has been closely identified with earlier projects along the same lines.

Also a part of the new operation will be 20th Fox Records—which will act as producer and distributor of the recorded product. Young has established two new corporate entities with the blessing of, but without the participation of, the Music Operators of America. These entities are Operators Music, Ltd., the so-called fourth performing rights society, the idea of which was endorsed by the MOA board at its recent Miami Beach meet; and Music Operators Records, Ltd., within which will also be included a publishing firm to be affiliated with the new OML licensing group.

The acknowledged purpose of the plans is to provide a continuing source of music for which no juke box royalties would be collected in the event that legislation is enacted on Capitol Hill. The possibility of

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GUY LOMBARDO BACK IN OLD DECCA FOLD

NEW YORK — Guy Lombardo has returned to Decca Records, his original label. After an absence of five years, the maestro signed a long-term Decca pact this week. At Decca, Lombardo joins a growing roster of dance bands which also includes currently Sammy Kaye, Joe Reichman, Jan Garber, Warren Covington and Wayne King.

The man who over the years was known for "the sweetest music this side of heaven," was one of the original Decca artists, joining the company at its inception in August 1934. His first recording session was that month and his initial record was part of Decca's first release.

Lombardo has had four gold records in his career with Decca, —"Third Man Theme," "Humoresque," Easter Parade" and "Christmas Island," the last named with the Andrews Sisters. During Lombardo's most recent tenure with Capitol, Decca released several albums by the band, which continued to sell in substantial quantities, according to Decca spokesman.

The band returns to its familiar New York home, the Roosevelt Hotel, Saturday (12), for a two-month stay, during which time the crew will perform its annual New Year's Eve dance party on CBS-TV.

ABC-Paramount Bows Jazz Label—Impulse

NEW YORK—ABC-Paramount Records is bringing out a new label, Impulse, a de luxe double-fold LP series, featuring only modern jazz artists. Creed Taylor will head up the new label, which debuts next month with releases by Ray Charles, Kai Winding, J. J. Johnson, and the Gil Evans ork.

The advent of the new label—which will retail at $4.98 monaural and $5.98 stereo—is interesting in that ABC-Paramount was quite active in the jazz LP field some time ago, but more or less retired from the field in recent years.

Taylor, who has handled Am-Par's jazz activities since its inception, said the firm's re-entry into the jazz market was sparked by the current upswing in jazz sales—both albums and singles. In line with this, Impulse will issue a single from every LP release, and will make 33⅓ stereo singles available to juke box operators.

Impulse will concentrate on modern jazz artists exclusively. There will be no reissues or traditional jazz packages in its catalog. Taylor believes the current jazz market is so competitive that only by maintaining a small roster of top jazz names can a new label break thru in a big way.

Impulse was set up as a separate label because Am-Par prexy Sam Clark thinks a jazz line should be sold to the public as a separate

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FCC Mulls Rules Affecting Network-Owned Disk Firms

By MILDRED HALL

WASHINGTON — Profit and loss from network-owned record companies would have to be reported in proposed new financial data forms being considered by the Federal Communications Commission. The agency has issued rulemaking which would expand the current annual reporting required of networks and individual licensees. The added detail would pinpoint the music industry's money tie-ins with broadcasting, from performance fees to the cost of a lip-sync performance on a deejay show, or a licensee's profit from local record retailing.

The expanded forms would include: breakdown on profit and loss from all sources of revenue, including non-broadcast interests owned by reporting net or station owner; detailed itemizing of all program expenses, including breakout of licensing fees paid to ASCAP, BMI, SESAC, and others; all payments made to owners and officials in the way of salaries and fees, out of broadcast revenue; and finally, a new, separate, itemized breakout of FM revenue as distinct from the AM, when owned by the same licensee.

The National Association of Broadcasters has asked and been granted extra time, until February 1, to comment on the new forms, and up to February 15 for reply comment. The expanded requirements would cover broadcast revenue for the calendar year of 1960, and would be due April 1, 1961. NAB has urged the broadcasters to have their lawyers and accountants take a long look at the proposed new form which would "differ so widely in length and content" from the short-form requirements, which have been in effect since 1953. Previous to that year, the FCC required more detailed financial data, but the new proposals go beyond even those.

House Interested

The data required on profit and loss from all outside interests of nets and licensees would be particularly interesting to those House investigators on the Harris Commerce Committee who have promised to hold hearings on the licensing of networks, and net-owned

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37 AIRERS GET FCC REMINDERS

WASHINGTON — Lest they forget—the FCC has reminded 37 broadcast stations that they may face sanctions for failure to answer FCC payola queries on "unannounced program material" and what the licensees were doing to correct and prevent payola. The FCC questioned all broadcasters in December of 1959, and the stations currently cited not only failed to answer fully, but ignored FCC's follow-up inquiries in September and October of 1960. (The Billboard, December 7, 1959.)

JERSEY JAZZ

High School Buffs Get Concerts

MONTCLAIR, N. J.—An informal poll of high schoolers in this suburban area shows that the 15-to-18-year age group has largely given up buying single disks, in favor of albums featuring not only the likes of Sinatra and Belafonte, but all types of jazz as well.

Aware of this, local cats have taken up the cudgels for jazz concerts, at least two of which were on the docket at press time for local high school auditoriums.

Al Senerchia, a Julliard product who is now identified with the jazz scene here, has put together a 12-man modern group which will concertize in the Montclair High School auditorium Wednesday (7) under pianist impresario John Almquist. The concert will be taped for disk release. Last Saturday, the nearby Glen Ridge community witnessed a Dixie concert by Jay Duke's Dixielanders. Both concerts were pegged at popular prices to reach the teen market.

Gallagher at Helm in Epic Brass Switch

NEW YORK — Major changes have been made in the structure of Epic Records, Columbia's subsidiary label. The changes, which take effect this week, are aimed at strengthening the label as an indie firm, giving it added strength in the field.

Major change is that the direction of the firm will now be in the hands of Bill Gallagher, veepee in charge of sales for Columbia. He will supervise all Epic activities starting this week, with the new Epic sales manager and the new Epic a.&r. director reporting directly to him. However, Gallagher does not intend to change the independent distribution now enjoyed by Epic, nor does he intend to integrate Epic into the Columbia organization. Epic will continue to work with its indie distribs, except in what are called "marginal areas," such as Phoenix, Ariz., and Memphis, where Columbia distribs will handle the line.

Bill Gallagher is taking over direction of Epic from Al Shulman, who has been appointed to the Columbia Records division and will take on special marketing assignments. The new national sales manager of Epic is Al Fishman, former sales chief of Columbia's Masterworks division. He will be in charge of Epic's field sales and of sales administration, and will report directly to Gallagher. Charlie Schicke, who recently returned to Epic from Everest, will continue as field sales manager reporting to Fishman. The Epic field reps, Carter and Brewer, will report to Schicke. Herb Linsky continues as Epic's national promotion manager reporting to Fishman. Ricky Von Seekman will continue as manager

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WB Vetoes Special Yule Disk Fare

HOLLYWOOD — Warner Bros. Records' special Christmas gift to dealers this year will be to not re-release any Christmas product. Label Prexy Jim Conkling feels dealers and distribs annually are deluged with yuletide product, but the time is rare that any of it hits. Rather than add to the avalanche of holiday hopefuls, WB is staying clear of seasonal releases, but instead is sticking to its avowed policy of issuing a few select albums which can be promoted and sold regardless of the time of the year.

Fox Foresees Up-Beat for Europe Mkts.

NEW YORK — Overseas markets are becoming increasingly important to the American music business, according to Fred Fox, Sam Fox Music chief who recently returned from an extensive business trip abroad. As television grows in Europe, Fox stated, it will parallel TV's growth in the United States, and European TV will have an increasing affect on the total music market.

The international aspect of the music business is now much more complicated than an exchange across the ocean—from America to Europe and vice-versa. The criss-crossing of interests across the borders of European countries has become very extensive, Fox pointed out. The road is no longer two way, but multiple.

Fox now has his own companies in every European country, and each of the affiliates must co-op-

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FTC Studies Philly 1-Stops' Sales Set-Up

PHILADELPHIA — An investigation of the trade practices of one-stop record shops is in the offing by the Federal Trade Commission. Acting on complaints of the Pennsylvania Retail Record Dealers Association, an FTC investigator has been assigned here to study the situation.

Association officials have complained that one-stop record shops here are engaged in unfair trade practices in that they have retail set-ups and are selling records for less than what the retailer is paying for them. The price advantage the one-stops enjoy from the distributors, the association charges, must apply only to wholesale selling. Instead, they claim, one-stops are selling outright at retail or have set up retail shops under other names without trying to even hide their identity or association.

The attorneys for the association have set up meeting dates for the FTC investigators, as well as turning over their complete files on the one-stops to the FTC.

ARE YOU LONESOME?

Elvis Asks the Question; Flock of Fems Say Yes

NEW YORK — Elvis Presley's smash hit waxing of "Are You Lonesome Tonight," has inspired the biggest flock of answer records to any one disking in years. And all of the answer disks are by fem artists, indicating the effect that Elvis still has on his large, loyal and young female following. The answer records, complete with heartfelt recitations, include diskings by Dodie Stevens on Dot, Linda Lee on Shasta, Ricky Page on Rendezvous, Thelma Carpenter on Coral and Jeanne Black on Capitol.

Four of the five answer records, the ones by Misses Stevens, Lee, Page and Carpenter, are the same song that Elvis sings, with the title changed slightly to "Yes I'm Lonesome Tonight." They all answer Elvis and explain that they too, are lonely and alone. Miss Black answers Elvis in a slightly different way, by singing another standard, "Oh How I Miss You Tonight," complete with her own sincere and touching recitation. It is all as if they are singing to Elvis personally, thru the media of recording.

All of this romantic effusion has caused a wild sales race on the part of the five diskeries, all trying to get their copy of the Elvis answer to disk jockeys, distributors and dealers before their competitors can do the same. There are reports that some enthusiastic sales personnel are calling competitor's versions unauthorized but a check of the publishers (Bourne-Cromwell) indicates that all versions

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Deejay Cole To Helm Yule R.&R. Show

NEW YORK — Video deejay Clay Cole, WNTA, Newark, N. J., will helm the Christmas rock and roll stage show this year at the Brooklyn Paramount Theater, a date which Alan Freed played here for several years.

Guest deejays from other local stations—including Murray Kaufman, WINS, and Dr. Jive, WWRL—will take over the emsee spot for one show a day so that Cole can do his daily TV hop program on WNTA. However, Cole is taping his Christmas Eve telecast.

The Brooklyn Paramount holiday bill—starting December 23 and running thru January 1 (Cole's birthday)— will spotlight Bobby Rydell, Chubby Checker, the Drifters, Neil Sedaka, Little Anthony and the Imperials, Bobby Vee, the Skyliners, Dion, Bo Diddley, Johnny Burnette, Kathy Young, Jimmy Charles, Blue Notes, Dante and the Evergreens.

Last year—during the payola crisis — the Brooklyn Paramount canceled out plans for its annual Christmas treat for teen-agers. This year, tho, rock and roll is hotter than ever on the charts, and the theater hopes the kids will be rocking in the aisles again to the tune of big box-office returns.

DISK ANSWERED VIA TELEPHONE

HOLLYWOOD — The making of another answer disk is far from news in this day of more answers on platters than questions asked. But when that answer is made via telephone, then a new wrinkle has been introduced, and a new use made of Don Ameche's invention. This occurred recently when Rendezvous Records Prexy Rod Pierce decided to record a reply to Elvis Presley's disked query, "Are You Lonesome Tonight?"

Pierce was in New York where he obtained permission from the tune's publishers, Bourne and Cromwell, to answer the Presley platter, and then recorded vocalist Rickey Paige in a Hollywood studio, supervising the session via a telephone line into the control booth. Line was held open for three hours. Paige's platter: "Yes, I'm Lonesome Tonight."

Capitol Ups Exchange Deal

HOLLYWOOD — Capitol Records is extending its recently established 100 per cent exchange privilege from a minimum of 10 copies of all singles released to a full 25 on its four current hot single hit contenders. Capitol will continue to guarantee its other singles only up to 10.

Four disks enjoying the expanded benefit include Jeanne Black's "Oh, How I Miss You Tonight," Ferlin Husky's "Wings of a Dove," Wanda Jackson's "Happy, Happy Brithday," and Frank Sinatra's "Ol' Mac Donald." Dealers, thus, will be protected up to 25 copies of each of these disks they stock.

New Diners' Club Lure: Free Disk Player Unit

HOLLYWOOD—Diners' Record Club is giving away free of charge a Phonola stereo portable player valued at $84.95 in a new pitch to lure members. This is the latest in a series of different plans the club is offering concurrently to increase its membership ranks, and is the second new plan to be launched in as many weeks.

Members getting the free Phonola set agree to buy 24 stereo albums at list price of $4.98 and $5.98 per LP during a year's time. Minimum order of 12 LP's must accompany the request for the free phono, and the member agrees to buy one LP per month thereafter for a period of one year. After the purchase of 24 LP's, members will receive a free bonus disk for every two LP's purchased at list price. An additional four albums are being given free of charge to those who order all 24 at the time they join.

Membership drive is being restricted to Diners' Club credit card holders, unlike some of the other DRC campaigns which have been waged outside the club's domain. Apparent reason for this is the credit risk involved which is being shouldered by Diners'. Credit status of all Diners' members is checked prior to issuance of the credit cards.

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Col. Issues 12 Dec. Albums

NEW YORK — Columbia is issuing 12 albums this month, nine in the pop category, and three jazz. Leading off are two albums of show scores, one featuring songs from "Camelot" by the Percy Faith ork and the other of tunes from "Molly Brown" by the Andre Kostelanetz ork. There are also new albums by Israeli singers Ron and Nina, comic Jack Douglas, Mitch Miller ("Mitches's Greatest Hits"), the Norman Luboff Choir, Tony Bennett, the Four Lads, and Little Jimmy Dickens.

Jazz sets feature Jo Stafford backed by a band of top flight jazzmen, a new Lambert-Hendricks-Ross set, and an album with the J. J. Johnson combo.

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For every ten of these show albums that you purchase we, Capitol Records Distributing Corp., are going to give you *absolutely free* one show album out of this self-same group.

Do not, positively do not miss out on this show biz opportunity to stock these really great packages that your Christmas customers are gonna' buy and buy and buy.

And this offer — which began November 28 and lasts through December 24 — includes not one but two brand-new Original Broadway Cast hits, THE UNSINKABLE MOLLY BROWN and TENDERLOIN.

There is no album, absolutely no album, like a show album. So step right up to your Capitol representative today and get complete details on this sensational one-for-ten show album program.

(S) WAO-1808 THE UNSINKABLE MOLLY BROWN
(S) WAO-1498 TENDERLOIN
(S) WAO-595 OKLAHOMA
(S) W-694 CAROUSEL
(S) W-740 THE KING AND I
W-750 HIGH SOCIETY
W-912 PAL JOEY
(S) WAO-990 THE MUSIC MAN
(S) W-1301 CAN CAN
(S) WAO-1321 FIORELLO
(S) W-1435 BELLS ARE RINGING

Capitol RECORDS

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BRITISH *Newsnotes*

By DON WEDGE
News Editor, New Musical Express

BBC-TV sprang a surprise by deciding to work directly with three disk firms in choosing its entrant for the 1961 Eurovision Song Contest. EMI, Decca and Philips will each supply three songs of British origin and previously unpublished. Where possible, major artists will present the tunes on a special TV show February 15. National panel of viewers will choose the British entrant for the Eurovision final. This will be staged at Cannes, March 25, and televised simultaneously in 13 countries.

Previously the BBC's entrant to the Eurovision contest has been picked from nomination panels set up by the Music Publishers' Association. Next year, the MPA will throw in its lot with a new competition being organized by the companies forming the rival ITV network for screening during the same week in February.

Explaining the decision to work with the disk firms, the BBC said: "These organizations are particularly qualified by experience to select, and subsequently exploit, the type of British song most likely to have an international appeal."

SALES: Latest Board of Trade statistics for the disk industry show that manufacturers' sales in September were $3,585,000 — about 2 per cent less than in the same month the previous year. The drop was caused by a slack in export trade—home sales at $2,650,000 rose by 3 per cent. Unit production was 6,713,000 disks of all types.

AWARDS: Victor Silvester's dance ork, for the past 25 years with EMI, has sold some 30 million disks. To mark the event, EMI is presenting him with, for the first time in Britain, a platinum disk. The firm is also presenting its first silver disk to Silvester for the sale of 250,000 LP's.

EX-RANK: First member of the Top Rank staff to join EMI since the label moved under the latter's control in Britain is **Frank Chalmers.** He is now in the international division at EMI's Hayes headquarters working with **Harry Walters** on the acquisition and disposal of the popular repertoire overseas.

VISIT-IN: The **Andrews Sisters** arrived Wednesday (30) for a stint at the Talk-of-the-Town. They are also to record for **Johnnie Granz** at Philips. . . . ATV's American head, **Michael Nidorf,** was visiting London. . . . Also **David Miller.** . . . A package headed by **June Christy** and the **Four Freshmen** begins a two-week tour in London February 11. . . . **Theodore Bikel** is due in Britain at the end of the month for BBC-TV. . . . An effort is being made to set up a February tour for **Johnny and the Hurricanes** — tho the musician-exchange problem has to be successfully overcome.

VISIT-OUT: EMI a.&r. manager, **Norman Newell,** plans a New York visit in January. . . . Warners' **Bobby Weiss** is due to fly to New York Thursday (8) for a week before continuing on to Hollywood.

HOME FRONT: Soon after finishing filming "The Right Approach" for 20th Century-Fox in Hollywood, **Frankie Vaughan** plays his first British concert series for more than a year. . . . **Mantovani** makes a rare British tour for two weeks from February 12. . . . BBC-TV has booked "Juke Box Jury" thru until March as a weekly feature. . . . Decca raised the prices of some classical LP's slightly — from $5.33 to $5.57, including tax. . . . Topic, a folk label, is issuing an LP of songs about the Irish Republican Army, sung by **Dominic Behan,** Brendan's brother. . . . Following a deal with the Oberline Corporation, Esquire's Starlite label is issuing its first children's EP.

NEW RELEASES: The **Knightsbridge Strings,** of the old Top Rank organization, have a successor — Decca's **Cambridge Strings.** Produced by former Rank recording chief **Dick Rowe,** now back on the Decca staff, they have the same musical director—**Malcolm Lockyer.** First release Friday (2) was "Love Theme" (from "Suzie Wong"). . . . This was one of several cover issues last weekend. The tune was also released on EMI-Columbia (from Roulette) by **Joe Reisman.** . . . Columbia also had the U. S. Wye label's "Night Theme" by the **Mark II,** but it has been covered by **Rhet Stoller** (Decca) and **Bob Miller** (Fontana). . . . Attention swings back to Top Rank with the issue of U. S. hit "Stay," by **Maurice Williams** (from Herald). Fontana issued the Okey cover version by **Little Joe.** . . . Other releases included: On Decca's London label the **Chipmunks'** "Rudolph" and the **Fats Domino** U. S. hit coupling "My Girl Josephine" and "Natural Born Lover"; from the EMI group — **Jerry Butler's** "He Will Break Your Heart" (from Vee Jay, on Top Rank), "Wait for Me," by the **Playmates** (Columbia from Roulette), and **Faron Young's** "A World So Full of Love" (Capitol).

PACKAGING: Increasing use is being made of special album packs with Christmas bringing several extras from British Decca. A batch of 16 steady-selling EP's has been reissued with special jackets designed for seasonal and greetings trade. They include titles by **Pat Boone, Bing Crosby, Elvis Presley, Perry Como** and **Mantovani.** . . . Palette has always issued with a variant on the standard disk pack since the label was launched in this country at the end of the summer. A Christmas single, "Like Party," has a presentation sleeve allowing space for a greetings message to be written.

EXPLOITATION: To help develop **Brook Benton** into a major British attraction, Mercury has sent its licensee, EMI, TV film clips of him singing "Fools Rush In," his new release here, and "Boll Weevil" a future issue. . . . Warner Bros., happy with the success of its initial months in the British market, has recognized the help of its own Radio Luxembourg program and booked the Tuesday night half hour thru to the end of November, 1961. Decca has booked time for two of its Wednesday series thru to the same time. . . . So that deejays and producers will readily distinguish his disks, indie producer **Bunny Lewis** is attaching a sticker—picturing a rabbit—to the records he sends out. First to get the treatment is **Azie Mortimer** (Big Top), whose first side, "Lips," was released on London last week.

DOUBLED: Philips Records has chosen December as **Johnny Mathis** promotion month. Its Fontana label is basing a campaign on a double-LP package, "Rhythms and Ballads of Broadway," on sale for $5.59—the cost of a top-price album. None of the numbers has been issued here at all before. It

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Best Selling Pop Records in BRITAIN

Week ending December 2, 1960
(Courtesy New Musical Express, London)

Last Week	This Week	
1	1	IT'S NOW OR NEVER—Elvis Presley (RCA)
2	2	SAVE THE LAST DANCE FOR ME—Drifters (London)
3	3	GOODNESS GRACIOUS ME—Peter Sellers and Sophia Loren
16	4	STRAWBERRY FAIR—Anthony Newley (Decca)
5	5	ROCKING GOOSE—Johnny and the Hurricanes (London)
6	6	MY HEART HAS A MIND OF ITS OWN—Connie Francis (M-G-M)
8	7	MAN OF MYSTERY—Shadows (Columbia)
—	8	I LOVE YOU—Cliff Richard (Columbia)
4	9	AS LONG AS HE NEEDS ME—Shirley Bassey (London)
7	10	DREAMIN'—Johnny Burnette (London)
10	11	LITTLE DONKEY—Nina and Frederik (Columbia)
9	12	OL' MacDONALD—Frank Sinatra (Capitol)
11	12	THE STRANGER—Shadows (Columbia)
16	14	LIVELY—Lonnie Donegan (Pye)
—	15	GURNEY SLADE—Max Harris (Fontana)
12	16	ONLY THE LONELY—Roy Orbison (London)
18	17	MILORD—Johnny Mathis (Fontana)
23	19	POETRY IN MOTION—Johnny Tillotson (London)
22	20	BLUE ANGEL—Roy Orbison (London)
14	21	KOMMOTION—Duane Eddy (London)
24	21	LONELY PUP—Adam Faith (Parlophone)
15	23	LET'S THINK ABOUT LIVIN'—Bob Luman (Warner Bros.)
20	24	MR. CUSTER—Charlie Drake (Parlophone)
21	25	JUST AS MUCH AS EVER—Nat Cole (Capitol)
27	26	PERFIDIA—Ventures (London)
25	27	EVEN MORE PARTY POPS—Russ Conway (Columbia)
19	28	MacDONALD'S CAVE—Piltdown Men (Capitol)
27	29	MILORD—Frankie Vaughan (Philips)
—	30	NEVER ON SUNDAY—Manuel (Columbia)

Best-Selling Pop Records in HOLLAND

Week ending December 2, 1960
(Courtesy Foon-Plateau, Amersfoort)

Last Week	This Week	
1	1	RAMONA—The Blue Diamonds (Decca)
3	2	O SOLE MIO (IT'S NOW OR NEVER)—Elvis Presley (RCA)
2	3	NEVER ON SUNDAY—Melina Mercouri (London)
4	4	EVERYBODY'S SOMEBODY'S FOOL—Connie Francis (M-G-M)
5	5	WIR WOLLEN NIEMALS AUS EINANDER GEH'N—Heidi Bruhl (Philips)
13	6	TELEPHONE BABY—Johnny Otis (Capitol)
9	7	LUCILLE—Everly Brothers (Warner Bros.)
10	8	ONLY THE LONELY—Roy Orbison (London)
17	9	MIDI MIDINETTE—Conny (H.M.V.)
8	10	MY GIRL JOSEPHINE—Fats Domino (Imperial)
11	11	APACHE—The Shadows (Columbia)
6	12	HE'LL HAVE TO GO—Jim Reeves (RCA)
12	13	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland (London)
16	14	I'M SORRY—Brenda Lee (Brunswick)
14	15	MARIJKE—Peter's Rockets (Decca)
15	16	PLEASE HELP ME, I'M FALLING—Hank Locklin (RCA)
—	17	WEIT IST DER WEG—Freddy (Polydor)
—	18	BLEU, BLANC, BLOND—Marcel Amant (CNR)
19	19	PAPIEREN ROZEN—Carla van Renesse (CNR)
20	20	CHARMING BILLY—Johnny Preston (Mercury)

Best-Selling Pop Records in FLEMISH BELGIUM

Week ending December 2, 1960
(Courtesy Juke Box Magazine, Mechelen, Belgium)

Last Week	This Week	
1	1	O SOLE MIO—Elvis Presley (RCA)
—	2	RAMONA—The Blue Diamonds (Decca)
3	3	I'M SORRY—Brenda Lee (Brunswick)
2	4	LES ENFANTS DU PIREE—Makadopoulos (Palette)
4	5	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland (London)
9	6	ONLY THE LONELY—Roy Orbison (Decca)
—	7	SUCU SUCU—Alberto Cortez (—)
6	8	APACHE—The Shadows (Columbia)
7	9	SAG WARUM—Camillo (Electrola)
13	10	BARCELONA—Wilmari's (—)
5	11	KOM VAN DAT DAK AF—Peter and his Rockets (Imperials)
16	12	ROCKING GOOSE—Johnny and the Hurricanes (—)
8	13	JENNY—Udo Jurgens (—)
10	14	SUMMER'S GONE—Paul Anka (ABC-Paramount)
14	15	VIVAN DE SOLDATENTUD—Bobbejaan Schoepen (—)
15	16	SO SAD—The Everly Brothers (Warner Bros.)
—	17	I WANT TO BE WANTED—Brenda Lee (Brunswick)
—	18	KILI WATCH—The Cousins (—)
—	19	CHARMING BILLY—Johnny Preston (Barclay)
—	20	ENDLICH—Ivo Robic (—)

GERMAN *Newsnotes*

Northern Germany

By BRIGITTE KEEB
Music Editor, Automaten-Markt Braunschweig, Germany

At a press meeting in Berlin, arranged two days before the broadcast of the television music show "Wir Machen Musik" (We Make Music), starring ork of **Edmundo Ros, Caterina Valente, Vici Torriani, Vivi Bach,** and other disk stars, Caterina Valente was given a traditional Japanese doll by Teldec Director **Herbert Grenzebach** as award to symbolize her excellent record sales in Japan. The doll was sent by King Records, the Tokyo Telefunken affiliate, who sold more than 100,000 records of her French version of "Passion Flower" entitled "Tous L'Amour." She was given another award for her current hit, "Ein Schiff Wird Kommen" (Never on Sunday).

Paul Siegel, owner of Paul Siegel Publishing Company in New York and Berlin, and German partner of Pincus Music, has been appointed U. S. representative for the East German record firm Amiga. Starting January 1, Siegel, in cooperation with Director **Schott** and Producer **Koehne Amiga,** will exchange music from East Germany,

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Southern Germany

By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich

Doris Day is at the top of Radio Stuttgart's Top Seven with her disk "Here We Go Again." . . . **Art Blakey** and his Jazz Messengers tour Germany. They started in Hamburg. . . . The theme for the German version of the **Perry Como** show is **Ray Conniff's** "It Had to Be You." To face the demand, Philips issued a single out of the Conniff LP.

Pierre Monteux (85) celebrates 50 years in concert music; he has conducted 7,000 concerts. . . . Germany is a good market for jazz books. The newest in the shops are the German issue of **Eddie Condon's** "Jazz—We Called It Music," issued by the Nymphenburger Publishing House, and a cartoon book, "I Like Jazz," by **Hans De Haem** and **Hans Herder,** issued by Baermeier and Nikel.

German-Austrain opera singer **Anneliese Rothenberger** left Europe to start a guest appearance at the Met for six weeks. . . . **Billy Sanders** sings German versions of U. S. hits "Nobody Understands Me"—"Weit Ist Der Weg Nach

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ITALIAN *Newsnotes*

By MARIO DeLUIGI
Musica e Dischi, Milano

The noted publishing house of Curci celebrated its 100th anniversary in Milan, November 19. . . . The 11th San Remo Festival has just been launched by the ATA. The Festival takes place the end of January. The winners of the three evenings will not be chosen during the festival, however, as was done before. Instead, a "popular referendum" will be organized whereby the preferred songs will be voted on.

According to the major recording companies, the following records are the biggest clicks: "Il Tuo Bacio E Come Un Rock" (Your Kiss Is Like a Rock) Celentano; "Il Nostro Concerto" (Our Concert) Bindi; "Tintarella di Luna" (Moonburn) Mina; "Personalita" b-w "Till" (Valente); "Oh, Carol" (Sedaka); "Forever" (Damiano); "Scandalo Al Sole" (Scandal in the Sun) Faith; "Marina" (Granata); "Petit Fleur" (Bechet); "De Guello" (Nelson Riddle); "Romantica" (Dallara); "Serenata a Margellina" (Serenade to Margellina) (Flo Sandon); "Love in Portofino" (Dalida). Each of these record hits has passed the 100,000 mark in sales.

Record sales for 1959 and 1960 have still not surpassed the top sales mark reached in 1958. About 75 per cent of all sales are designated as pop recordings.

CANZONISSIMA: After four broadcasts, the top hits of "Cansonissima" were classified as following: Songs of yesterday: "Addio Sogni di Gloria" (Goodbye Dreams of Glory); "Come Le Rose" (as the Roses); "Violino Tzigano" (Gypsy Violin); "Portami Tante Rose" (Bring Me Many Roses); "Torna" (Come Back). Songs of today: "Romantica," "Serenata a Margellina" (Serenade to Margellina); "Love in Portofina"; "Quanda Vein la Sera" (When Evening Falls) Libero.

An exhibition at the International Hall of Music, Rome, has been announced for November 26 thru January 8. The hall will have a commercial section, a historical section and an information section. All the best and most interesting items in the fields of records and publishing will be presented.

There was a celebration for **Caterina Valente,** November 3, at the Hotel Duomo, marking the first anniversary of her debut in Italy. During the reception, **Vittorio Gassman** presented her with a golden record, a gift from Italian Decca. The record represented the 250,000th copy of "Peronalita" distributed in Italy.

La Scala opens its season December 8, presenting as its first opera, "Poliuto" by **Donizetti,** with **Maria Callas** and **Franco Corelli** in the leading roles.

Sergio Bruni, after success with his show in Naples and Rome, is now touring all the principal cities of Southern Italy.

Best-Selling Pop Records in ITALY

Week ending December 2, 1960
(Courtesy Musica e Dischi, Milan)

Last Week	This Week	
1	1	IL CIELO IN UNA STANZA—Mina (Italdisc)
3	2	LES ENFANTS DU PIREE—Dalida (Barclay)
2	3	IT'S NOW OR NEVER—Elvis Presley (RCA)
4	4	NOTTE DI LUNA CALANTE—Domenico Modugno (Fonit)
5	5	SE CI SEI—Umberto Bindi (Ricordi)
7	6	NESSUNO AL MONDO—Peppino Di Capri (Carisch)
8	7	MILORD—Edith Piaf (Columbia), Dalida (Barclay)
6	8	YOU MEAN EVERYTHING TO ME—Neil Sedaka (RCA)
9	9	IL NOSTRO CONCERTO—Umberto Bindi (Ricordi)
18	10	WHAT A SKY—Nico Fidenco (RCA)
10	11	LIEBELEI—Rolf Bauer (Voce del Padrone)
13	12	MULE-SKINNER BLUES—Fendermen (Top Rank)
15	13	GABBIE—Eddie Calvert (Columbia)
19	14	TELL LAURA I LOVE HER—Ricky Valance (Columbia), John Leyton (Top Rank)
12	15	TILL/PERSONALITA'—Caterina Valente (Decca)
11	16	PITAGORA — Adriano Celentano (Jolly)
14	17	IL BARATTOLO—Gianni Meccia (RCA Camden)
—	18	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland (London), Buddy Hackett (Top Rank)
—	19	LOOK FOR A STAR—Garry Mills (Top Rank)
—	20	APACHE—Shadows (Columbia)

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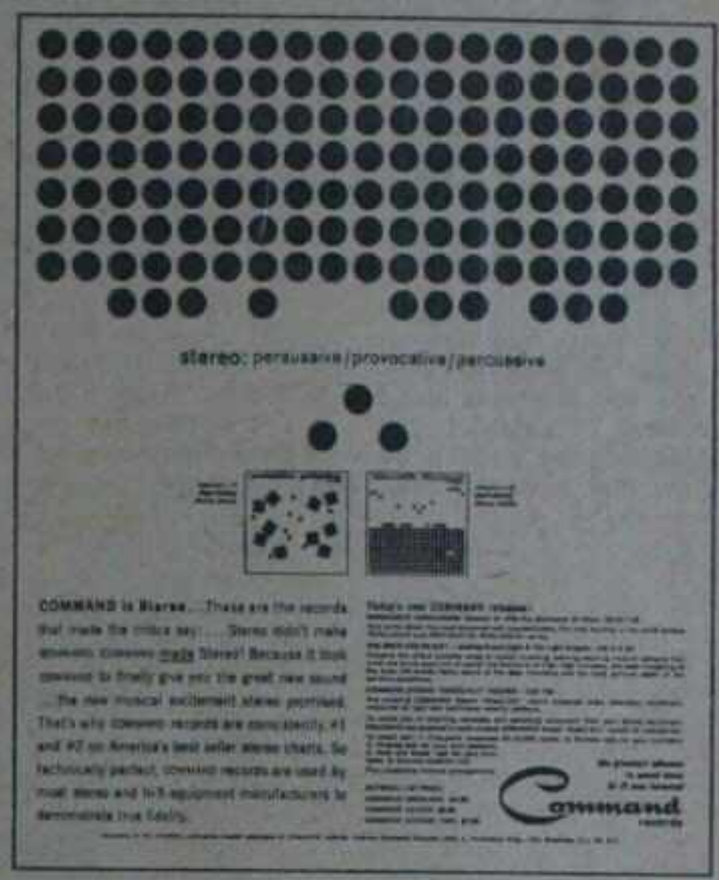
COMMAND STEREO HITS



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HOT 100 ADDS 13

NEW YORK — The "Hot 100" chart added 13 new sides this week. They are:

69. **Sad Mood** (Kags, BMI)—Sam Cooke, RCA Victor.
79. **Groovy Tonight** (Lowe, ASCAP)—Bobby Rydell, Cameo.
84. **Hoochie Coochie Coo** (Stebrita, BMI)—Hank Ballard & the Midnighters, King.
87. **Magnificent Seven** (United Artists, ASCAP)—Al Caiola, United Artists.
88. **Ramblin'** (Raven, BMI)—Ramblers, Addit.
89. **Wonderland by Night** (Roosevelt, BMI)—Anita Bryant, Carlton.
90. **Dance by the Light of the Moon** (Aries, BMI)—Olympics, Arvee.
91. **You Are My Sunshine** (Peer, BMI)—Johnny & the Hurricanes, Big Top.
96. **Little Miss Blue** (Lola, BMI)—Dion, Laurie.
97. **Age for Love** (Sunflower, BMI)—Jimmy Charles, Promo.
98. **You Better Know What You're Doing** (Lloyd-Logan, BMI)—Lloyd Price, ABC-Paramount.
99. **Wabash Blues** (Feist, ASCAP)—Viscounts, Madison.
100. **Rockin' Rollin' Ocean** (Snow, BMI)—Hank Snow, RCA Victor.

TALENT BUYERS:

1001 Ideas to help you select the right talent for your important location

Before you buy talent you look for data on an artist . . . background . . . singing style . . . the type of work the artist has done in the past (night clubs, TV, fairs, films) . . . current and previous hits . . . personal manager . . . booking office . . . information that will help you spot talent on the rise . . . information that will help you place the right talent in the right location.

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

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

—a special slick-stock section of the December 19 issue.

CRD Names Simmons to Head Singles

HOLLYWOOD — Gene Simmons, California Record Distributors' promotion manager, last week was named manager of the firm's singles operations. Move is indication of a resurging singles market. CRD for the past decade has functioned as an album house exclusively. Earlier this year, the distrib entered the singles market, building such disks here as the Olympics' "Baby Hully Gully," "Big Boy Pete," and "Shimmy Like Kate"; Jimmy Charles' "A Million to One," Etta Jones' "Don't Go to Strangers," and Mose Allison's "Seventh Son."

The former LP-only distribs's efforts in the singles field proved so rewarding it has now established a separate singles department under Simmons' supervision. Sonny Bono and Margie Williams will handle CRD's promotion under Simmons' direction.

New Distrib In Detroit

DETROIT — Mary Jacobson, sales manager of Arc Record Distributors here for the past four years, is opening his own distributorship in this city, Music Merchants, Incorporated. First lines for the new distrib will be Argo and Riverside.

Jacobson, in addition to his sales exec post with Arc, is a vet record and music man. He handled promotion for Cadet Distributors and did work with both the Fantasy and Dee Gee labels, before joining Arc.

SCHORY RECORDING IDEA

Victor Studio Audience to Get Percussion Treatment

By NICK BIRO

CHICAGO—Something new in live concerts—duplicating recording techniques for a studio audience—is about to be launched by Dick Schory, RCA Victor percussion specialist.

Schory, who has pioneered several percussion and brass albums, will be using his own band—arranged onstage similarly to an actual recording session—and specially wired studios. Speakers will be strategically placed thruout the auditorium and controlled by a central engineer.

Instruments and groups of players will be beamed to the audience, much as soloists and groups are "brought in" by recording engineers during a session.

As Schory points out, "a regular concert audience does not hear the same thing that is reproduced on an album.

"At a concert, the band is grouped together and seldom does a soloist or solo group get the emphasis or definition that can be achieved on a record by controlled microphones and engineering blending techniques." Schory said his concerts will attempt to do just that.

Schory pacted last week with Columbia Artist and Management, one of the country's largest concert bookers. He'll play a spring tour sometime in April, and another next fall, October 9 thru November 18.

He'll have his own band, Dick Schory Percussion and Brass Ensemble, and will play primarily colleges and large city auditoriums. Several television dates are also in the talking stage.

The actual show will run some two hours and will feature some 150 different percussion instruments. The program is being based on two of Schory's latest albums, "Wild Percussion and Horns A-Plenty," and "Running Wild," the latter to be released in February. An earlier Schory album, "Bang, Bam-Room and Harp," which features the same type of sound spectacularization, has been on the charts for some time.

Basic make-up of the band sounds like something out of a combination of Spike Jones, Norman Granz and Tchaikovsky—the last named leading his 1812 Overture using atomic cannons instead of kettle drums—altho Schory is quick to point out that his theme is strictly serious.

Included in the group will be a piano, string bass, 2 guitars, harp, rhythm drummer, 4 trumpets, 2 trombones, 3 French horns and 4 percussionists—the last named playing, among other things, 3 vibes, 3 marimbas, 3 xylophones, 16 timpanis and an even wider range of drums.

In addition to these, there will be a few less usual items such as sirens, auto brake drums, wind machines and thunder sheets.

He plans to use a minimum of 10 microphones—each mike having its own control pot—and at least three sets of speakers per channel. This means a minimum of six sets of speakers, depending on the size of the auditorium.

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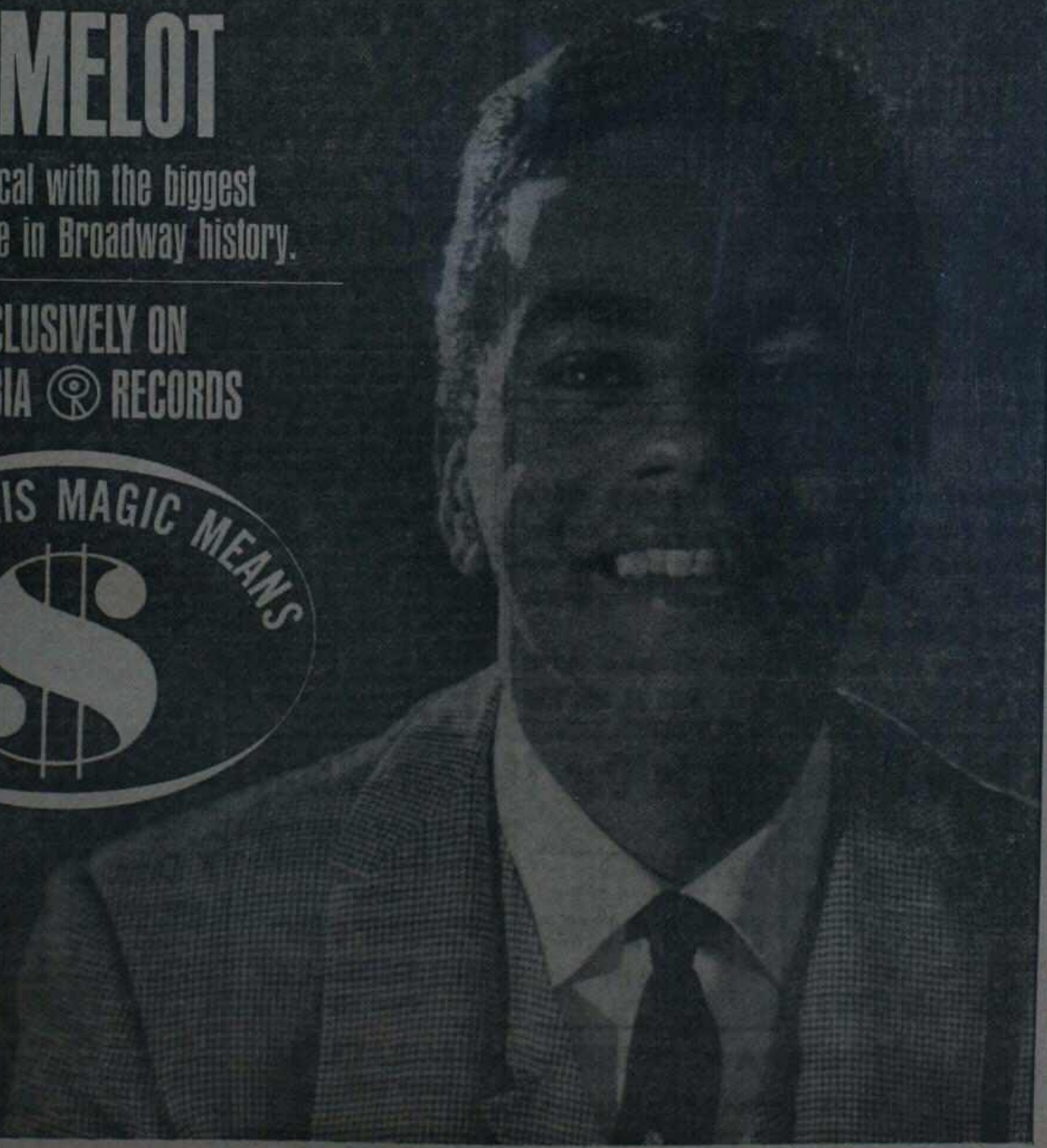

ELIGIBILITY TO ASCAP MEMBERSHIP

Applicants for membership in the American Society of Composers, Authors & Publishers who meet the following requirements will be accepted as members:

WRITERS: Any composer or author of a copyrighted musical composition who shall have had at least one work of his composition or writing regularly published.

PUBLISHERS: Any person, firm, corporation or partnership actively engaged in the music publishing business whose musical publications have been used or distributed on a commercial scale for at least one year, and who assumes the financial risk involved in the normal publication of musical works.

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President

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YOU CAN SWAP TOOTHACHE FOR EARACHE

DETROIT—Popular music, and jazz in particular, might drive some people out of their minds, but one dentist believes that it will drive the pain right out of their brains, according to an AP dispatch.

The dentist, Dr. Wallace J. Gardner of Cambridge, Mass., demonstrated his process, called audio analgesia, before the Detroit District Dental Society recently.

The machine invented by Dr. Gardner, is called Audiac, and works on the principle that noxious stimuli (pains) are conducted to the brain by the same nerve cells that carry sound. Audiac keeps "the channels so busy (that) the pain is crowded out—like jamming radio signals," says the doctor.

Climbing into the dentist's chair, a patient puts on earphones and the machine pumps pre-recorded music and sound of his brain. Two signals are transmitted, one is the music, the other a series of low pitched sounds. The music detracts and lulls the patient while the low pitched single drowns out the pain. The unit is not meant to replace local anesthetics but to supplement them.

Since "peppy music" seems to be the best kind for extractions, jazz would seem a natural for inclusion in the dentist's pain killing repertoire. Dr. Gardner also noted that dentists using the new machine reported it worked with 80 to 97 per cent of the cats on which it was tried.

Hotel Carillon Sets Concerts

MIAMI BEACH, Fla. — This resort mecca, long known for the most lavish kind of showmanship, will witness a new kind of night club entertainment during the forthcoming season, when the Hotel Carillon will present a series of concerts by a 50-piece symphony orchestra. Musicians will represent the cream of the local AFM unit and such guest conductors as Alfredo Antonini, D'Artega and Howard Barlow will appear.

The idea is the brain child of Carillon entertainment director, Jacques Donnet, who will also be the permanent conductor. Donnet, who has produced a flock of successful local shows, plans the presentations along the lines that made the Boston Pops famous. Concerts will be presented on a rainbow glass stage in the hotel's elegant supper club. Plans are also in the works to produce live recordings of the concerts.

COCA-COLA HOSTS JAZZ STARS FROM GERMANY

NEW YORK — Jazz and Coca-Cola—two of America's most popular exports abroad—have joined forces here and in Germany. Eight German amateur jazz musicians, winners of a nation-wide competition in Germany, arrive here Monday (5) for a two-week tour of the U. S. under the auspices of the Coca-Cola Bottlers of Germany, and the Coca-Cola Export Corporation here.

The winners will be feted here and in Chicago, New Orleans, and Atlanta, by leading U. S. jazz stars and civic officials. A party will be held for them here at Birdland Tuesday (6) and in Chicago, December 12 at the Birdhouse, a local nitery. The German musicians will also be interviewed on Coca-Cola's local radio disk "Hi Fi Club" shows in Chicago and New Orleans, and arrangements will be made for jazz deejays in each city to interview the visitors.

The Voice of America will be on hand to tape the event when New York City's Mayor Robert Wagner and the German Consulate meet the winners here Monday (5). The winners—Klaus Doldinger, Jurgen Buchholtz, Manfred Lahnstein, Claudio Szenkar, Alfons Zschockelt, Heino Ribbert, Kurt Bong and Gunther Lennartz will be accompanied by Karl H. Lyrmann and Burkhard Gottschalk, founders and organizers of the German Amateur Jazz Festival (an annual event since 1955) and members of the German Jazz Federation; Franz Schwarz, head of jazz programming for West German Radio-Cologne; official representatives of the German Press, and German and American Coca-Cola execs. All of the above mentioned will tour the U. S. with the winners.

Official U. S. guides for the boys include Gary Kramer, Atlantic Records' advertising-publicity chief, New York; Richard Allen, curator of the jazz archives, Tulane University, New Orleans, and John Steiner, movie studio rep, Chicago.

Metro Back As Mercury Buffalo Outlet

CHICAGO—Metro Distributing Company, headed by Carl Glaser, has returned to the Mercury fold as its Buffalo distributor.

Metro and Mercury originally parted company some nine months ago. At that time Mercury sent a factory sales representative into the territory and handled warehousing from both Cleveland and New York.

Irwin H. Steinberg, executive vice-president of the label, said the current move was prompted by a change in Metro's organization, rather than any basic change in Mercury's thinking.

He said Metro had added salesmen and expanded its physical facilities and that he felt Metro could now devote the type of sales effort to Mercury as the label desired.

Simultaneously with the Metro announcement, Mercury made several appointments in its own promotional set-up. Mort Grosswold becomes sales promotional manager for the Charlotte, N.C., area; Frank Hague assumes the same title for Atlanta.

Both men will work under Bob West, regional sales manager. In St. Louis, Phil Bryan will be sales promotion manager under Dick Bruce, regional sales manager.

Epic Skeds 7 Dec. LP's

NEW YORK — Epic Records is issuing seven albums in December, ranging from classical to popular and jazz. Classical issues include sets by Gerard Souzay, the Cleveland "Pops" Orchestra, Adam Harasiewicz, and Artur Grumiaux and the Concertgebouw Orchestra of Amsterdam. Pop sets spotlight pianist Charlie Young, and an instruction record called "Joe Wilman Shows You How to Bowl Your Best." The new jazz set features the Herman Foster Trio.

Kahl Lands Score Rights To 'Shepherd'

NEW YORK—Music publisher Phil Kahl has obtained the rights to the score of Jimmie Rodgers' forthcoming 20th Century-Fox film "The Little Shepherd of Kingdom Come."

Penned by By Dunham and Henry Vars, the score includes the title tune, "When Love Is Young," and a special version of the p.d. "Dixie." The songs will be published by Kahl's ASCAP firm, Planetary. Rodgers has recorded "When Love Is Young" on the Roulette label, and Harry Simeone is waxing one of the movie's tunes for the 20th Century Records.

Meanwhile, Kahl, who also own Patricia and Kahl Music firms, left for England and the Continent last week to meet with Fred Jackson, manager of Planetary, Kahl, Ltd., in London and British indie a.&r. producer Bunny Lewis. Kahl's lawyer, Halsey Cowan, is also making the trip in an attempt to find a more effective way to deal with the red tape and legal problems involved in handling material of both U. S. and European song writers. Kahl, who is currently on England's best-selling lists with "Walk, Don't Run," will also look for new material.

FABIAN WANTS PRIVATE STUDIO

PHILADELPHIA — Fabian Forte asked Orphans Court if he may build a $7,000 sound-proof studio in the basement of his parents' split-level home in Haddonfield, N. J. His guardian's petition also asks permission to spend $2,000 for an addition to the basement recreation room.

Fabian, who netted $136,926 during 1959 at 16, lives with his parents at 1018 Tampa Road, Greenhaven Gardens, Haddonfield. The parents, Domenic and Josephine Forte, purchased the house in 1958 with an advance from Fabian's estate. They formerly lived in South Philadelphia.

The petition states that because of the limited facilities of the house, most of the 17-year-old singer's sessions with songwriters, voice teachers, dance instructors, agents and others must be held in hotels and outside studios. Fabian's guardian is John J. Palmieri, an employee of the City Recreation Department.

Eighteen-year-old rocker Bobby Rydell asked court permission to purchase a $4,534 1961 Pontiac. Rydell, whose real name is Robert Louis Ridarelli, has an estate in excess of $12,000, received since October of last year.

A car is necessary for keeping his engagements, he says. His guardian is Mrs. Judith Jamison, an attorney.

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SERENATA
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Diners' Club

• *Continued from page 4*

Plan is being unveiled in the Diners' Club December magazine. It is also being pitched via a direct mail piece using the Diners' mailing list. Joiners are given a choice of albums from 84 listed in a two-page spread following the full-page ad announcing the offer. Those getting the direct mail pitch can choose from an accompanying catalog listing some 150 LP's. Selections encompass virtually all labels, majors and indies.

Free phono pitch follows closely on the heels of Diners' dime-per-disk offer made in the December Esquire in a full-page ad (see The Billboard, November 28). Other pitches running concurrently, offer members a choice of all disks they want at $2 and $2.50 per disk for monaural and stereo in their initial joining order, plus a free LP for each two they purchase at list price. (This offer is being made side by side with the free phono pitch in the current Diners' magazine.) Another lure is choice of five free LP's if member agrees to buy six in a year's period. Club apparently is working on the premise that if one pitch fails to attract a prospect, another will, and that it's chances of receiving maximum results are increased in ratio of the number of different deals it's offering.

Elvis Presley

• *Continued from page 4*

are not only authorized but welcome.

All the activity on "Lonesome" has Bourne's natty general professional manager Lester Sims walking on clouds. And this is also true of the other half-publisher of the tune, Howie Richmond of Cromwell Music. It is also reported that Elvis' manager, Colonel Parker, is rather ecstatic over the situation. Sort of confirms his belief that Elvis remains the No. 1 singing act in the business.

Gallagher Helms

• *Continued from page 4*

of sales administration also reporting to Fishman.

On the a.&r. level, Bill Levy, formerly with Columbia in various posts, is the new director of a.&r. and merchandising. Levy will also report directly to Gallagher. Under Levy will be a.&r. staffers Jim Folgelsong and Mike Bernicker in pop; Jane Friedman in classical, and C. Snyder in international a.&r. Levy will also be responsible for the co-ordination of Epic merchandising with creative services and manufacturing.

Fishman's appointment to the post of sales chief for Epic indicates the importance of the label's classical line, much of which consists of material recorded in Europe by Philips. Altho talks are now taking place between Columbia and Philips over changes in their international agreements, it will be years before any changes could take place as far as releases are concerned, so that Epic's push on classical records will be a sustained one. Gallagher also expects the label to build a strong pop single and album roster to add to Lester Lanin, Merril Staton and Roy Hamilton, etc.

Altho Epic's single line has not been too potent lately, the firm's album line, especially classical, has been enjoying good sales in 1960. Gallagher emphasized that Epic wanted to build up as strong a relationship as possible with its indie distribs, and would make available the services of Columbia's own field sales force wherever their services could help Epic's indie distribs.

Network-Owned Disk Firms

• *Continued from page 4*

interests in programming materials, music recording, publishing, and related gimmicks, like the Dick Clark record case promoted by the American Broadcasting Company.

One effect of the additional itemizing would be to further pinpoint any payola take on networks or individual stations. The detailed breakdowns on income and spending, the reporting of the number and salaries of all personnel having to do with programming (whether in regular employ, or non-staff consultants), would offer less chance to lump any payola in with a general revenue category. Under the new anti-payola law, the licensee is repsonsible to a fair degree, for keeping track of money which has changed hands at any stage in providing his programming. The broadcaster who is faced with such detailed financial reporting would double-check before submitting a record to the FCC that can be dissected by Hill committees, or cross-checked by other agencies.

The new financial form explicitly lists, among other program expenses to be broken out: talent expenses; music license fees of ASCAP, BMI, et al.; payment for performance or program rights; transcriptions and recordings; production expenses, and others. Also, in connection with programming expense, it wants breakout on payments to officers and others engaged in "supervising the program department, or engaged in programming activities, as well as the number and salaries of regular full time and part-time employees directly concerned.

Added Requirements

In addition to the customary broadcast revenues and expenses, the usual incidental take from the sale of talent under contract to the broadcaster or net, and commissions, fees and profits made from obtaining or placing talent, will be required on the new form. Also accounted for would be any money from the sale of the broadcasters' own programs, and additional charges made by licensee or network for studio or production facilities, transcriptions, et al.

Revenue from the cinderella FM service will, for the first time have a separate breakout from AM revenue, even when both are under a single ownership. Also, FM take will be broken down to show amount made from broadcasting as against the functional music services.

The newer form would also require a quick survey of the broadcaster's financial health by a "condensed balance sheet," and an itemizing of "notes payable," the latter including any unpaid music license fees accrued. NAB singles out these broad categories, plus the profit and loss reporting on non-broadcast revenue, and listing of all payments to owners and officers, as needing close attention and comment by broadcasters. The shorter financial data form in use since 1953, had only three schedules of reporting, as against eight required by the proposed new form.

Music Society

• *Continued from page 3*

the latter was voiced by Music Operators of New York prexy, Al Denver, this week at an MONY meeting, when he said that new measures on the copyright amendment front could be expected in the 87th Congress from both Congressman Celler and Senator O'Mahoney. (See separate story in coin machine section.)

Barney Young will head up both the performing rights organization as well as the disk and publishing ventures. He told The Billboard this week that he is already exploring possibilities for writers and new material. "We'll use p.d. songs but we'll also have plenty that are current. There are a lot of writers who are fed up with both ASCAP and BMI right now and we expect to draw on their services, too."

Henry Onorati, of 20th Fox, said that his firm will produce and distribute the disks, which will bear a "20th Fox Music Operators Records" label. One side of each of the new disks will have a tune published by the Music Operator publishing firm. "We intend to start issuing a minimum of one record a month, early in January," Onorati noted. "That's a start, but we'll probably step up that rate later on. We believe the operators are very serious about this matter now and we intend to do everything we can to provide them with solid, commercial songs, records and artists. It's possible that some present 20th Fox artists may appear on these records but we will also be constantly looking for new talent as well."

Fox Foresees

• *Continued from page 4*

erate with each other. These companies are in England, France, Italy, Germany, Belgium, Scandinavia, etc. The German operation, Fox noted, is now reaching into areas behind the Iron Curtain, such as Poland and Czechoslovakia.

Publisher income overseas is chiefly from mechanicals and performance rights, with little accruing from sheet music, Fox stated. In brief, the business more and more is paralleling the American scene. In the English market, he stated, there are indications that the educational business is becoming more important.

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. . . and now for all the answers:
"YES, I'M LONESOME TONIGHT"
DODIE STEVENS—Dot
THELMA CARPENTER—Coral
LINDA LEE—Shasta
RICKIE PAGE—Rendezvous
and
"OH HOW I MISS YOU TONIGHT"
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Watch for the NEW Billboard Coming January 9

*Billboard's Outdoor Show News department will combine with its monthly publication, Funspot, and move into a separate 8½ x 11 publication of its own.

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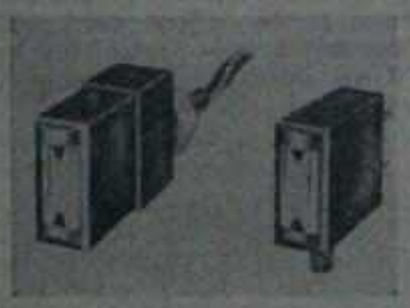
NEW AUDIO PRODUCTS

Sandwich Speaker System

The Nordic I, a Swedish-made load-speaker system being distributed by the Ercona Corporation of New York, has what the makers claim is a "sandwiched" effect. Each layer surrounding the cone of the new speaker system is made of a different fiber, which helps to reduce distortion.

The unit is compact and comes in hand-rubbed cabinet finished on four sides and comes in either walnut or teak. The Nordic I sells for $59.50.

Tape Erase Heads



A new line of tape erase heads has been announced by the Nortonics Company of Minneapolis. The heads are meant for use on either two-track or four-track units and there are three basic mounting styles which allow for installation in all types of tape recorders. Prices and further specifications are available from John Worrell, sales manager at the firm's headquarters.

4 Home Recording Tapes

Home recording bugs now have a choice of four new magnetic sound tapes added to the RCA Vibrant line. All four of the new tapes are Mylar-based and include: Type 707C1, Extra-Play, 900 feet on five-inch reel; 708C1, Extra-Play, 1,800 feet on a seven-inch reel; 709C1, Double-Play, 1,200 feet on a five-inch reel; and 710C1, Double-Play, 2,400 feet on a seven-inch reel. The suggested list prices for the tapes run as follows: 707C1, $2.85; 708C1, $4.95; 709C1, $4.50; 710C1, $7.95.

2 Sets Get Sound Conditioning

Two units of the Packard-Bell line are being outfitted with reverb-type sound conditioning. The two sets are combination AM-FM radio and stereo four-speed phono consoles. The two units which are being fitted with the Reverba-Sound equipment are the Model RPC-8R console which has AM-FM radio, stereo phono and comes in Scandia modern walnut and Colonial maple finishes, and the RPC-9R which has many of the same features. Suggested list price of the first unit is $439.95, the second, $535.

Dual-Band Portable Radio

The Golden Shield line of radios by Sylvania has added a new transistor set called the Windjammer. The set has AM and marine band reception, uses eight transistors and is equipped with a telescoping antenna. Set comes in ebony and gray plastic case and measure 6⅛ inches by 3⅜ by 1⅝ inches. The price is $64.95 with carrying case. There is a one-year guarantee on parts and labor.

DEPARTMENTALIZATION PAYS OFF FOR DEALER

ST. LOUIS — "You've got to be dramatic to give the customer the full impact of tape recorder music." That's the merchandising watchword which is used by the Hi-Fidelity Room, record, stereo and high-fidelity dealership here.

J. M. Marshall, ex-naval officer who has built the Hi-Fidelity Room into one of the largest specialty houses in the Missouri city, offers his customers everything which they can ask for in the way of music reproduction. Included is a 10,000-record department, a completely separate department for phonographs, tape recorders, components, and custom installation. No matter what the prospect's interests may be, he gets the opportunity to study the line which the Hi-Fidelity Room has to offer without the distractions inherent when several types of equipment are shown in the same area. Thus, if the prospect is interested entirely in building a custom stereo job into a new home, he is ushered into the "components room" on the north side of the building, where nothing else is shown.

This form of thinking has worked out particularly well with tape recorders, which are shown exclusively in a large, separate room to the right rear of the main showroom. Here a dozen varieties of tape recorders are shown in two banks along a handsomely draped display table. On the rear wall, with heavy drapes behind, is a huge paragon speaker, one of the largest and most expensive stereo speakers ever shown in St. Louis, and a combination of smaller speaker examples, all of them operating from any of the tape recorders on the display table. Drawers provide pre-recorded tape in every music classification, to give the prospect "what he wants to hear."

When the tape recorder prospect's chief interest is established as music, the Hi-Fidelity Room's selling system goes into effect. The prospect is seated on a comfortable lounge, at the opposite side of the room, where a low coffee table provides cigarettes, mints, matches, for more comfort. Then the salesman simply steps over to the table display of tape recorders, which include five leading domestic varieties, plus several imports, and puts each recorder thru its paces, using the entire variety of speakers. The differences in each type of speaker, each tape recorder, are all brought out, as the demonstration progresses, with the emphasis carefully kept off of price, and concentrated, instead, on quality of sound reproduction.

It's a highly enjoyable process which has the advantage of selling up the average recorder prospect to buying a better-priced, better-quality tape recorder, as well as better stereo speakers, than if he simply looks at an inanimate row of recorders on display. The fact that all of them are hooked up, ready to go at any time is a highly important feature, as is the "selling the end-product first in the form of fine music."

The St. Louis dealership believes in selling a tape recorder independently to every type of customer, as an extra bit of sound reproduction equipment which brings a different type of pleasure. For example, a tape deck is an ideal addition for the customer

(Continued on page 14)

COMBINE HI-FI, HOME EXHIBITS

HOLLYWOOD — San Francisco's Hi Fi Show next spring will be held in conjunction with the Home Show, according to its director, Jim Logan. Magnetic Recording Industry Association will sponsor the combined event to be held March 15 thru 19. It will be staged at the Cow Palace.

According to Logan, a close relationship exists between home furnishings and home music systems and by combining the two events into a single affair, greater benefits will be reaped by all concerned. Logan predicted that shows in other areas will combine hi-fi with home exhibits after he has proved his point in San Francisco. Logan is a vet show promoter, staged both hi-fi and home shows in San Francisco for a number of years.

Los Angeles' Hi Fi Show is scheduled for April under the sponsorship of the Institute of High Fidelity Manufacturers. It will be conducted exclusively for the showing of hi-fi equipment and will not be combined with any other exhibit.

AUDIO NEWS BRIEFS

Motorola Controller **Alex Arnold** has been elected to a vice-presidency of that corporation. His duties within the firm's framework will remain the same. . . . The Zenith Corporation has acquired a 28-acre site on Chicago's West Side from the Milwaukee Road (RR). First construction on the new plot will be a structure to be used for warehousing, shipping, office space and manufacturing.

Bryce S. Durant has been named to the post of manager of product planning and developing for RCA Sales Corporation. He replaces **C. Richard Johnson,** who left the company. . . . **Lloyd V. Berkner** is the new president of the Institute of Radio Engineers. Berkner is president of Associated Universities. . . . Olympic Radio and TV has appointed Home Makers Supply of Portland, Ore., to distribute its new home entertainment line in the Oregon territory.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Dealer Finds That a Trade-In Trades Up

By ROBERT LATIMER

Most stereo dealers are inclined to treat trade-ins as something which should be kept out of sight and brought out only when a bargain hunter cannot be sold on new equipment. Not so at Audio Specialists, Phoenix, Ariz., where owner Hack Metz has built the eye-catching "Bargain Rack."

The "Bargain Rack" faces the front door, and is one of the first things which any entering customer sees. On it, Metz offers trade-in tape recorders, phonographs, decks, tuners, amplifiers, turntables, speakers, and other components of built-in systems.

Completely covering the sound reproduction field, with the city's biggest record department and a custom installation department which has frequently sold jobs up into the $4,000 bracket, Metz is not only willing to accept trade-ins, but likewise, ties up what would otherwise be "loose ends" by merchandising them energetically.

Trade-Ins Trade Up

The "Bargain Rack" and its complete assemblage of trade-ins is responsible for at least a dozen customers per day, and frequently twice that number, the Arizona dealer indicated. Not infrequently, the same customer, sincerely interested in high fidelity or stereo, will make five or six stops at the Audio Specialists' store in a single month. Eventually, he may be sold on buying a new item instead of waiting for a used one to be traded in. This has happened time and time again, Metz indicated, particularly where the customer is hoping for some less-common component. One customer, for example, wanted to incorporate a tape recorder into his home high-fidelity system, but balked at the over $300 price for two-track or four-track stereo model. He kept waiting for several months, coming at least 25 times during that space. When Metz found what his interests were, he began demonstrating a lower-priced German import tape recorder, a stereo model of more than usual quality, at every opportunity. Following six or seven such demonstrations, the customer capitulated, paid the price for a new one, and was able to finish up his home set with a minimum amount of trouble.

At one time or another, the "Bargain Rack" has sold merchandise from every department in the big Audio Specialists' store, even large quantities of slow-moving records. Metz doesn't hesitate to slash prices on trade-ins to effect the sort of turnover he wants. Normally, the store shoots for about a 20 per cent mark-up on its trade-ins but failing in that, will mark them down to 15 per cent, or even 10 per cent, to get the item moving.

Unique Appeal

The "Bargain Rack" has a unique special appeal, in that Metz frequently offers commercial-level equipment which can be used by restaurants, theaters, cocktail lounges, hotels for background music. Having installed every type of background tape recorder music, all the way from a single-speaker, single-recorder set up to a 24-hour giant for a bank, Metz picks up a lot of trade-ins in this seemingly limited field. It was actually a big, wide-open field, Metz has found, and his display of phonograph and ground music systems brings in commercial prospects who might not have been attracted in any other way.

Very few trade-in items, or clearances from any department in the store stay on the shelves for more than a few days, and none of them are allowed to go more than a month.

Dealer Finds Art Can Sell Audio & Wax

DENVER — "Giving the customer a special reason to visit the store" is a theory which sells a lot of extra records, phonographs, tape recorders, and stereo equipment, at Ben Bezoff's Record Rack, here.

At least once per month, the Record Rack stages a complete art showing, usually honoring a well-known local artist, or an up and coming artist whom Ben Bezoff, owner, feels will make a mark in the art world.

Used for the exhibits, which may display anywhere from 20 to 100 paintings, is a huge rear room, behind the record shop, stereo and high fidelity showrooms, which is of almost museum-like proportions. Here, a banquet table, with the usual snowy white tablecloth, serves tea, cookies, and pastries, while guests, invited by mail or telephone calls, circulate thru the art exhibit.

This program was originally developed by Milton Shrednick, long a top musical figure in Denver, and carried on by Bezoff, likewise a musical leader, following Mr. Shrednick's sudden death from a heart attack.

Far and away the greatest virtue of the art exhibit is the fact that "the same people who enjoy fine art are likely to enjoy fine music," according to Bezoff. Moreover, since the art exhibits are run on a thoroly serious plane, they attract discriminating, better-income patrons, who can and will pay cash for an expensive stereo console at a whim.

Naturally, as part of the art exhibit, Bezoff demonstrates the finest in stereo phonographs, tape recorders, and music, inviting his customers to relax in a small anteroom off to the right where comfortable armchairs, and four or five top stereo models are being shown. This has resulted in an amazing number of on-the-spot sales of stereo phonographs priced up to $500 and more.

Bezoff invites around 2,000 people to the art exhibit, all hand-picked patrons, who, of course, have plenty of time during the week-long exhibit to attend. Usually, however, the bulk of the traffic is on weekends, including Sundays, when large groups keep the store and its attached "art gallery" thoroly busy.

When the program began, around three years ago, it was necessary to solicit artists to display their handiwork. Because of the quick success of the program, and the fact that it sold many times the number of paintings which had been expected, artists clamor for a "Record Rack showing" and the gallery is booked solid for many months to come.

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Philco to Import Own British-Made Line

PHILADELPHIA — Thru an agreement with the J. M. Otter Company, the Philco Corporation's International Division has started importing a line of its own-made radios, phonographs, and radio-phono combinations made in England. The line is to be test-marketed in the New York, New Jersey and Philadelphia areas, where the Otter firm is Philco's regular distributor.

The British-made Philco line ranges from a small table radio thru a console radio-phono combination. The new imported units complement the regular Philco stable in that they incorporate different features.

The new sets will be retailed thru selected "class" outlets that are located in areas where foreign-speaking populations are concentrated. A spokesman for Otter in New York noted that dealers who do not now handle Philco domestic instruments are not necessarily ruled out as retailers of the new English line.

Ten pieces of equipment are included in the new line, seven of which are radios. Lowest priced unit is the Essex, a two-band table model with five-inch speaker, that sells for $39.50 retail. Other table sets range in price from the Thames at $89.50 to the Knightsbridge, with two speakers that goes for a suggested list price of $19.50. Besides these sets, there is the Transporta, a seven-transistor portable with three bands, six-and-one-half-inch speaker for $89.50.

Two radio consoles and one stereo consolette round out the new line. The Westminster and the Guildhall both have AM-FM radio, Garrard four-speed changers and two eight-inch speakers. The Westminster is a consolette that sells for $249.50, while the Guildhall is a full console that sells for $459.50. In addition to these two machines the Savoy is a stereo phono consolette with removable side speaker, four-speed Garrard changer that sells for $199.50.

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

ABC-Para Bows

• Continued from page 3

entity (a la AM-Par's best-selling Command and Grand Award labels), rather than associated in a jazz fan's mind with ABC-Paramount's pop artist roster—Paul Anka, etc.

Ray Charles — who has four sides on the "Hot 100" this week —will continue to record for ABC-Paramount as a pop artist, but will record jazz jackages for Impulse, both as a vocalist and instrumentalist. His first Impulse LP is tagged "Genius Plus Soul Equals Jazz."

The rest of the Impulse release includes "The Great Kai and J. J.," "The Incredible Kai Winding Trombones," and "Out of the Cool" by the Gil Evans ork. Evans, who arranged most of Miles Davis' recent albums, is making his debut as a solo performer on this LP. With the exception of Johnson, who is on loan from Columbia, all of the above mentioned artists are under exclusive contract to Impulse.

Impulse will be handled by AM-Par's regular distributors, but separate promotional and advertising programs will be conducted nationally and locally on the label. The line will kick off in January, via an extensive consumer magazine campaign with a page ad in Playboy, Esquire, Downbeat, and other publications with large jazz reader coverage.

A special drive will be aimed at the lucrative college jazz market, with campus representatives appointed to work with distributors in each territory.

D. J. Promotions

• Continued from page 1

Great Western Exposition and Livestock show, but instead of horses their carts were pulled by ostriches named Gina, Bridgette and Zsa Zsa. Spinner B. Mitchel Reed had to use a broom to keep skittish Zsa Zsa in line.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Pa. Retailers

• Continued from page 3

ciation has set up an associate membership to make it more inviting for retailers to join. While the associate members will not have voting privilege, they will enjoy all the other rights of the new members, including attendance at meetings and affairs, and receiving all the material that is sent to active members. Membership for the associates has been placed at $1 a year, in comparison to $10 dues for active membership. Moreover, record retailers in nearby New Jersey communities are also being invited to join the association.

A membership brochure, outlining the accomplishments, objectives and program of the association, has been prepared by Mark Rubinstein, vice-president of the association, and Nat Fisher, a member of the board.

Jaffe also disclosed plans to revive the association's annual banquets. It has been over five years since the last banquet was held and he said plans are being prepared to hold a gala affair early in 1961. In earlier years, the annuals of the record dealers brought out the entire industry for a festive evening, including an array of recording talent. As before, the annual will include a full-course dinner, combined with a show and a dance.

Armed Forces

• Continued from page 3

sales are up for the three services, not only domestically, but in the world-wide market.

In the singles field, Talmadge says the study shows sales have been steadily diminishing, with PX buyers showing greater selectivity —placing their orders only when singles begin to move on the best-selling charts. Orders are placed in conservative quantities, and consequently, re-orders are more frequent than a year ago.

In line with this, Talmadge notes that orders are placed on practically all new album releases, but in carefully maintained allocations, thus enabling service stores to maintain a complete but tight inventory. Armed Forces' orders on new releases are received concurrently with those placed by local distributors, says Talmadge, and each of the three branches are anxious for labels to give them information on new LP releases as soon as possible. Jazz has gained considerably in popularity among servicemen, and sound track packages are also popular.

On the basis of the survey findings, UA has set up a special introduction of its new Ultra Audio Sound album series via special stereo and monaural pressings of the first five LP's for distribution to the Armed Forces buyers.

Departmentalize

• Continued from page 13

who is buying a custom-engineered sound system for the home. Where the customer wants to make use of a portable tape recorder for parties, for dictation, and similar purposes, it can be arranged to hook him to the home sound system simply with the use of jacks and patch cords. A stereo phonograph owner can be sold on the convenience of collecting his entire music inventory on a single roll of tape, to simplify listening without constantly changing records. "There is always at least one aspect of the tape recorder usefulnes· which appeals to everyone," it was pointed out. "No matter what the customer came in to buy, he usually will be escorted in to spend some time in the tape recorder room." With these methods, the Hi-Fidelity Room sells one of the Missouri city's biggest tape recorder volumes.

Foreign Disk Markets Show Promising Future

• Continued from page 1

great place for what they call traditional jazz.

"In France, we have the only market in Europe that's currently in a depressed state. They still sell 10-inch LP's, a lot of EP's and almost no singles. Pathe Marconi has a big share of the market and they should do even better with the new record club they have just started. The French are great for extreme modern jazz and basic blues. In fact, they want any type of Negro-based music. They like the spiritual and ethnic music and they go in a much smaller way for white music.

"As far as I've been able to determine," Marshall asserted, "Italy, which just a few years ago was strictly for Italian records, is today very U. S.-oriented. Their sales have tripled in the last four years. They like some jazz and they are very fond of the operatic kind of classical music. They also are great fans of U. S. pop material and at the same time have become quite a source of U. S. hit songs.

"In Germany there is another monopoly market situation. The Bertelsman disk club there has been tremendously successful and now even Deutsche Grammophon has its records available thru this club. It has 400,000 members. RCA Victor has, according to our sources, also started a club with Teldec. It's a better market for American publishers than record men, because of the fact that American lyrics are usually translated there and put to the original melody. Instrumental American hits, however, can do very well there.

"Belgium is a country where the juke box reigns supreme. There's great competition there to get a record on the juke boxes first. They take every American hit record and get on it fast, partly at least because most of the Belgians are familiar with English. In Holland, however, it's considerably different, with LP's playing a much larger role than singles. The arrival of TV in Holland just this year, however, has made the market more pop conscious.

"Scandinavia is an important market for American jazz, but otherwise the four countries there have varying characteristics. Sweden, for instance, is much like France in that there are few singles sales but lot of EP's sold. An American artist can hit there but you have to work hard to do it. Norway, on the other hand, is very American-minded and a good singles market, and unlike Sweden, Radio Luxembourg reaches Norway. Denmark has some of the traits of Germany and some of Norway and Sweden.

"At the other end of the world, Japan has become a most important market for American disk material. So have Australia and New Zealand, where the markets are more like American than even Canada.

"An example of the increasing world market is the fact that records are becoming more in demand even in areas like West Africa. Over there they go for a kind of music known as 'high life' which is something akin to calypso. That's just one part of the globe that's now opening up for records. Believe me, there are whole new worlds to be conquered by enterprising American record men."

Miller to Deb New Sapphire Needles

LIBERTYVILLE, Ill. — The M. A. Miller Manufacturing Company, thru its wholly owned subsid, Mamco Precision, Inc., will produce a new line of synthetic sapphire needles. The new line will be produced from Miller's plant facilities here, which have been expanded.

The new sapphires will be made from a process covered by patents belonging to Union Carbide's Linde Company.

CLASSICAL LP'S TAKE BIG JUMP IN $ VOL.

• Continued from page 3

asked was, (a) "How would you classify your stock of long-play classical albums? (b) Please indicate the percentage of your classical LP inventory to your total LP inventory." Of the music-record stores responding, 33 per cent indicated that their classical inventory in relation to their total LP inventory amounted to 10 per cent or less; 26.2 per cent indicated that their classical stock amounted to 10 to 20 per cent; 15.3 per cent of stores said that their classical stock amounted to 20 to 30 per cent; 9.8 per cent said their stock of classical totaled between 30 and 40 per cent. The rest of the answers were: 6.7 per cent carried 40-50 per cent classical; 3.3 per cent carried 50-60 per cent classical; 2.7 per cent carried 60-70 per cent; 1.3 per cent carried 70-80 per cent, and 1.3 per cent carried from 80 to 100 per cent classical, with 0.4 not replying.

The same questions were asked of other outlets in the department store, variety store, appliance store and book store category primarily, carrying a full line of records. A total of 39.9 per cent of these stores carried up to 10 per cent classical records in relation to total pop inventory; 22.3 per cent carried 10-20 per cent classical; 17.4 per cent carried 20-30 per cent; 6.7 per cent carried 30-40 per cent; 2.2 per cent carried 40-50 per cent; 2.7 per cent carried 50-60 per cent; 2.2 per cent carried 60-70 per cent; 2.2 per cent carried 70-80 per cent; and 1.7 per cent carried from 80 to 100 per cent classical, with 2.7 per cent not replying. It is noticeable that, generally speaking, the variety stores and book stores, etc., carried less classical disks than the music-record shops, except for non-music shops specializing in classical disks almost exclusively.

In studying the locations of the stores responding to The Billboard classical survey, it shows that almost half (49.5 per cent) of the music-record stores with 10 to 50 per cent of their stock in classical disks are located in the large metropolitan markets. And more than half (59.1 per cent) of all non-music stores with 10 to 50 per cent of their LP stock in classical records are located in metropolitan markets. Of music stores who carry 50 to 100 per cent of their records in classical stock, 52.5 per cent are in large metropolitan markets. This bears out a long-held industry assumption that most classical sales are concentrated in large cities.

Classical sales via dealers this year are expected to be the highest in the history of the disk business. The tremendous growth of original-cast LP's, movie sound tracks, comedy disks and sound albums, has made the total share of market of classical LP's drop on a percentage basis, but on the basis of units moved so far this year as against last, 1960 is a potent one for classical recordings.

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Never Before Has A Tape Recorder Incorporated So Many Sales-Producing Features . . .

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VOX JOX

By JUNE BUNDY

"MILKMAN'S" BIRTHDAY: Jack Lazare's "Milkman's Matinee," WNEW, New York, celebrated its 25th anniversary Friday (2) with a special program featuring a flock of big-name recording artists and the best disks and tunes of the past 25 years, including all the Academy Award-winning songs. The program, which runs from midnight to 5:30 a.m., seven days a week, is described by WNEW as "the first and longest running all-night radio show."

Stan Shaw was the first "milkman," when Bernice Judis—then WNEW's general manager, launched the all-night format in 1935. Shaw left the scene in 1942. Art Ford, now with WNBC, New York, took the show over near the end of the war, and Lazare moved into the spot in 1955. General Manager Jack Sullivan estimates "Matinee" has billed an estimated $2,500,000 during its 25-year run, with its current annual billings running to $150,000.

According to WNEW, the "Matinee's" ratings are a full 20 per cent above its nearest competitor. Current pop music generally dominates the first hour and a half of the show, with original show music, blues, jazz the "plush" sound and the "world of music" added in greater measure during the next four hours. Lazare drops in "Music to Walk the Baby With" for weary parents on request, and on Saturday night he features a lengthy segment tagged "Music for Romance."

Lazare arranged and wrote for bands and did some free-lance radio and TV acting before he joined WNEW in 1952. Between 1947 and 1952 he held staff jobs at WNYC, WQXR, WOR and WINS—all New York outlets—and at the same time was Southeast Asia Section Director of the Voice of America, supervising programs in 15 languages. Among his birthday guests were The Billboard's music editor, Paul Ackerman; Mitch Miller, Eddy Arnold, Andy Williams, Tony Bennett, Perry Como, Kay Starr, and many others. Ackerman predicted that the "best song of 1960" would be Percy Faith's "Theme From 'A Summer Place'."

PROGRAMMING TIPS: Station WBIG, Philadelphia, remembers home town disk stars via a "Music Hall of Fame" show, which features disk artists who were born in Philly—**Four Aces, Bobby Rydell, Frankie Avalon, Eddie Fisher, Bill Haley, Kitty Kallen, Mario Lanza, Pearl Bailey, Gogi Grant, Ted Weems, Fabian,** etc.... An abbreviated radio version of **Larry Vernon's** "Mister Livingston" disk, which runs two minutes, 57 seconds, as compared to the original platter's three minutes, 57 seconds, will be made available to deejays.

Deejays at WIL, St. Louis, featured a repeat broadcast of "Pick of the Pops Spectacular" last week—a 120-hour show featuring only top hit songs of 1955 thru 1960. The show ran from Tuesday (29) thru Saturday (3). Participating jocks included Dan Ingram, Dick Clayton, Dick Kent, Ron Lundy, Robin Scott and Bob Osborne.... Bill Watson, KOA, Sacramento, is now emseeing a four-hour "Saturday Spectacular," featuring million sellers and "Pick Hits." Watson uses "survey songs" on his weekly shows only.

THIS AND THAT: W. Ross Adkins, national program director for the Walton Stations, writes: "Everyone hollers 'Where's the records. We need disks.' But just to switch the tables, we would like to make public our many thanks for the fine co-operation record companies and distributors and the like have shown us by supplying all latest available cuts to our stations." Walton stations include WNOO, Chattanooga; KJET, Beatmont, Tex., and KOPY, Alice, Tex. . . . The Greater Portland Disk Jockey Association recently held a record hop to raise funds to help defray medical expenses for deejay **Frank Fixaris**, WJAB, Westbrook, Me., who was badly burned recently in a fire. The hop was attended by more than 1,400 teen-agers who donated more than $600. Chairman of the fund-raising hop was **Larry Westcott**, WPOR, Portland, Me.

CHANGE OF THEME: Jim Hawthorne, prexy of the Disk Jockey Association, joins KFWB, Hollywood, January 2, as program director. . . . Sunbird's new recording artist, Sandyl Cordell, was a deejay on Station JOAK in Japan at one time. She also had her own singing show on Armed Forces Radio.... Ken Stewart, ex-KTNT, Tacoma, Wash., jock, has joined KTNT-TV, same city, as an announcer-film editor.

New program manager of WBZ, Boston, is **Al Heacock**, formerly national program director of the Bartell chain. He replaces **Melvin M. Bailey**, who has resigned that post.... Recent deejay marriages include **Stan Richards**, WINS, New York, to **Roxanne Delman**, December 4, and **Dick Clayton**, WIL, St. Louis, to **Susan Ball**, December 3. . . . **Earl Richards**, ex-KBMW, Wahpeton, N. D., has taken over the morning spot—6-8—at KDLM, Detroit Lakes, Mich.

Reed Farrell, veteran deejay formerly with WIL, St. Louis, and more recently head of his own advertising agency, has joined WAMM, Flint, Mich., as program director. Farrell was hired to revamp WAMM's programming completely—switching from a "good music" policy to a top-selling disk format.... Johnny Dark, formerly with WBBM, Chicago, is taking over Joe O'Brien's 4-7 p.m. time slot at WMCA, New York; while O'Brien moves to a 6-10 a.m. time period, Monday thru Saturday. Harvey Hudson, vee-pee-general manager of WLEE, Richmond, Va., emseed the "Junior Miss" pageant November 25 at Roanoke, Va. ... If Joy K. Nixon, of Dakota City, Neb., will send us her son's name, we will be happy to run an item about his deejay activities at KMNS, Sioux City, Ia.... Alma John and "Doc" Wheeler, WWRL, New York, emseed a benefit for the Negro Actors' Guild at the Apollo Theater Friday (2).

Jerry Wilder has joined KMAC, San Antonio. ... New staffer at KQUE-FM, Houston, is **Bill Bennett**, former program director of KHUL-FM, Houston. ... New general manager of all broadcasting properties of the **A. H. Belo** Corporation (WFAA and WFAA-TV, Dallas) is **Mike Shapiro**, manager of WFAA-TV since 1958. **George Utley**, manager of WFAA since 1958, will continue in that post.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

Bert Kaempfert Has Top Disk on 'Wonderland'

Bert Kaempfert, noted composer, conductor and arranger was born in Hamburg, Germany.

An outstanding instrumentalist, he plays the clarinet, saxophone, piano and accordion with equal skill. Kaempfert made his debut with Hans Buch's orchestra on the radio in Danzig. Then came the war.

After the war Kaempfert formed his own band and made many personal appearances. In 1950 he settled in Hamburg where he records for the Polydor label.

Kaempfert likes fishing and going for long walks with his spaniel, Axel.

His haunting version of "Wonderland by Night," released in the U. S. on the Decca label, is riding high on the "Hot 100."

Innocents Score Again Via 'Gee Whiz' on Indio

The Innocents consist of three young men from Sun Valley, Calif. Jim West, lead singer, was born January 7, 1941, in Las Cruces, N. M.; Al Candaleria, bass, was born March 7, 1941, in Trinidad, Colo., and Barron, tenor and guitar player, was born July 5, 1942, in Hollywood.

The group first got together about two years ago at a party where they informally began to vocalize. After singing a few songs they formed their trio.

One day last June, the boys cut a demo for Indigo Records, who liked the results well enough to sign them to a contract.

The Innocents' initial release for the label, "Honest I Do," was a chart climber and their follow-up, "Gee Whiz," is currently climbing the "Hot 100."

YESTERYEAR'S TOPS—

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

DECEMBER 10, 1955

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

DECEMBER 9, 1950

1. Harbor Lights
2. Nevertheless
3. All My Love
4. The Thing
5. Bushel and a Peck
6. Tennessee Waltz
7. Thinking of You
8. Goodnight, Irene
9. Orange-Colored Sky
10. Rudolph the Red-Nosed Reindeer

Two KDKA-TV Staffers Bow Own Disk Firm

PITTSBURGH — Peter Thornton, publicity director of KDKA-TV, and Ed Beachler, also of the Channel 2 staff, have formed an independent record company, Thorn-Beach. Their first album, now being pressed by RCA Victor in Chicago, "The Impossible Pirates—Sixty Incredible Years of Baseball," will be released December 5 in time for the holiday trade.

The LP delves back into the days of Honus Wagner, and features anecdotes by Rosey Rowswell, the late Buc announcer in a skit with Bing Crosby.

Also featured are Joe E. Brown, father of Pirate general manager, Joe L. Brown, in an interview with Ralph Kiner, former owner Frank McKinney and former general manager Branch Rickey; Commissioner Ford Frick; Bob Prince, now "the voice of the Pirates" and Danny Murtaugh, current manager.

MUSIC AS WRITTEN

New York

Paul Anka recently completed 20 new songs, many of which are already set for recordings with various labels. Anka himself will open at Miami's Eden Roc December 17 for a nine-day stand.... **Brook Benton** will appear on the **Perry Como** Show December 14. . . . Vet music man **Aubrey L. Mayhew** has signed the **Kane Sisters** to a record production deal.... **Gabe Dean**, young vocalist from Marksville, La., has signed a record contract with the Goldband label of Lake Charles, La.... **Conway Twitty** has started the first leg of his cross-country night club tour. . . . **George Rock**, who had a big hit with "All I Want for Christmas Is My Two Front Teeth," a few years back, has waxed a new Christmas novelty, "I Should Have Left the Light on for Santa Claus Last Night," for the Dyna label. . . . Actor **David Wayne** will cut the title song from his new Broadway comedy "Send Me No Flowers" by **George Weiss** and **Will Lorin.**

Milt Lance, Sims label promotion, is on the road pushing the label's waxing of "Freeway" by the Fugitives.... Edition Coda in Zurich, the Cedric Dumont firm, is now handling the publishing in Switzerland of well-known American standards, including "Stardust," "St. Louis Blues," "Ain't Misbehavin'," "Royal Garden Blues," "Yes Sir, That's My Baby," "Basin' Street Blues," "Tiger Rag," and many others. Dumont just returned from a quick trip to Munich to be a member of the jury judging an amateur song contest sponsored by the Bavarian, Austrian and Swiss radio networks.... Flack Jay Weston flew to the coast last week for conferences with Paul Anka.... Meredith Staton and his choir have waxed the tune "Sidewalk Santa," composed by Bill Simon and published by Carl Fischer. Tune is being used by the Volunteers of America to help spur Christmas gifts for the needy.... The Maynard Ferguson ork will be at New York's Birdland until December 8.

Kaye Ballard is the featured performer at the Ad Women of New York's annual luncheon on Tuesday, December 6, at the Hotel Astor here. All receipts are being turned over to the New York University Medical Center.... **Bobby Lord** has joined WSM's "Grand Ole Opry." ... **Gene Pitney** is on the road plugging his recording of "I Wanna Love My Life Away" on Musicor.... **Jack Douglas** opens at the Tidelands Club in Houston January 30.... **Diahann Carroll's** first Atlantic album will be released this week. ... Cleffer **Alice Simms** has three of her calypso specialties in a new **Eloise Lewis** LP on Decca.... **Kai Winding** and his group open at the London House in Chicago December 13.... **Andy Williams'** new Cadence waxing of "You Don't Want My Love," has been subtitled "In the Summertime." ... **Gloria Lynne** opens at the Roundtable in New York on December 5.... **Ross Ricardo** of Bridgeport, Conn., is now handling the New Haven, Conn., vocal group, the **Braes**. . . . **Fabian** joins **Tommy Sands** in the new flick, "Love in a Goldfish Bowl."

Goddard Lieberson, president of Columbia Records, has been named Honorary Curator of the Yale University collection of the literature of the American musical theater. ... Tony Sacca, once vocalist with the Red Nichols and the Enric Madriguera orks, has cut a Christmas disking for the Weber label of Hollywood. Tune is "The Jolly Fat Man." Sacca, in addition to being a vocalist, is also the writer of "The Breeze." ... Sammy Cahn has been named to write the lyrics to the title song of the flick "By Love Possessed," which will have music by Elmer Bernstein.... Bobby Sandlin of Gala Records of Vidalia, Ga., is completing a three-week personal appearance trek thru Florida. The Gala label has just signed a flock of new talent, including Ted Kirby, the Starfires, Billy Adkinson and Ernest and Edward Howell.

Bob Rolontz.

Chicago

Biggest booking mix-up of the season occurred at the Cloister last week. The **Modern Jazz Quartet** was scheduled to open Wednesday but had to cancel when **John Lewis** of the group came down with pneumonia. **Lambert, Hendricks** and **Ross**, who were then playing the boite, were held over for a few days, but had to leave by Saturday for a Baltimore appearance. **Ornette Coleman** and his quartet were lined up to fill the breach, but before Coleman could start, he disbanded his group. The **Philly Joe Jones Quintet** on tape for the Saturday (3) opening. **Clarence (Big) Miller**, the stomping blues singer, shared the bill.

Condolences to Mike Kerr, manager of radio and television relations for Mercury in Hollywood, on the recent death of his father, Charles Kurzeja. . . . Horace Silver opens at the Birdhouse December 7. He's the first in what is now a "two-weeks-for-everybody" policy of the soft drink, vending machine and progressive jazz nightery. Art Sheridan, Birdhouse maestro, has turned to the new policy because of the big shortage in the Windy City of top jazz talent. During the Christmas holidays, December 21-January 1, Birdhouse will feature the 18-piece band of Quincy Jones.

Lou Futterman, Counterpoint jazz bistro owner, guested with **Sig Sakowicz** last Wednesday. Subject—jazz (what else?). . . . **Rusty Draper** came into Chicago Sunday (4) to appear on the **Eddie Arnold** television show. He leaves for Milwaukee December 11 for a Pepsi-Cola teen-party then on to Florida. . . .**Brook Benton** canceled his opening here at Roberts Show Club, December 2-11, for a December 14 date on the **Perry Como** show. Rehearsal starts the 5th. . . . **June Valli** opens at Miami's Eden Roc, December 17. She'll play for a week, co-starring with **Paul Anka.**

Allied Music Sales Corporation, Detroit, has revamped its sales staff since starting back in the record distributing business with the Warner Bros. line last spring. The firm also handles the Washington and Music Minus One lines, plus a substantial white goods business. Joe Borison has taken over as sales manager, a post formerly handled by

(Continued on page 18)

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GO!

GO!

a new feather in our Kapp

"I GOTTA GO"

('Cause I Love You)

B/W LOP-SIDED OVER-LOADED

(and it wiggled when we rode it) K-363

recorded by (BIKINI BOY)

BRIAN HYLAND

exclusively on

KAPP RECORDS

DISCOURSE®

FROM THE BILLBOARD SALES DEPARTMENT

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

PAUL ANKA's Christmas greeting to his many fans is expressed on a new ABC-Paramount album, It's Christmas Everywhere, a collection of great standards and pop selections of the season. Out of the album, released as a single, is Rudolph The Red-Nosed Reindeer b-w It's Christmas Everywhere—a Billboard Spotlight Winner. A recording, television and night club success, Paul embarked on a new phase of his career—concert performances—with his one-man concert at Hunter College Concert Hall in N.Y.C. last week. The annual award of "Outstanding Singers Of The Year" presented by the Association of Record Dealers of New York and New Jersey went to Paul Anka and Connie Francis. The holiday entertainment season at Miami Beach will be sparked by his engagement at the Eden Roc Hotel beginning Dec. 17 thru 25.

HANK BALLARD & THE MIDNIGHTERS have captured the rockin' spirit in their new entry, The Hoochi Coochi Coo, a driving rendition of a danceable rhythm-novelty tune and a fast-climbing Star Performer on Billboard's Hot 100 this week. Detroit-born, this is a strong follow-up to his hits Let's Go, Let's Go, Let's Go and Finger Poppin' Time. Ballard, you recall, wrote the dance craze tune, The Twist.

JEANNIE BLACK, who answered Jim Reeves' He'll Have To Go with He'll Have To Stay, is answering again. This one is titled Oh, How I Miss You Tonight and it isn't difficult to figure out who has the question song. Flip is A Little Bit Lonely, the title tune of Jeanne's recent debut album. Capitol recorded the tune Nov. 25 and rushed copies to deejays last week.

BIRTHDAYS OF THE WEEK: Dec. 5, Walt Disney. Dec. 6, Dave Brubeck (his album Time Out is getting chart action on Billboard's Top LP's), Ira Gershwin. Dec. 7, Louis Prima (his Wonderland By Night is a fast chart-climber). Dec. 10, Morton Gould. Dec. 11, Brenda Lee.

THE BROWNS, Jim Edward, Maxine and Bonnie, give the familiar Christmas tune, Blue Christmas, a mighty pretty rendition that rates a Billboard Pick. According to RCA's able a&r man in Nashville, Chet Atkins: "If I ever heard a song waiting to be done by The Browns it's Blue Christmas." Flip is Greenwillow Christmas. The 5-man backing combo features Floyd (Last Date) Cramer on piano.

ROSEMARY CLOONEY: Almost everything good that could happen has happened to Rosemary Clooney since, in 1952, she and a jazzed-up harpsichord made nation-wide news with a recording of William Saroyan's Armenian-type song, Come-On-A-My House. Always in demand in every entertainment medium, and a proud mother (via husand, Jose Ferrer, who is not to be left out of the record scene . . . just recorded for RCA a unique Christmas offering in his narration of Yes, Virginia, There Is A Santa Claus). Rosemary's latest good news is her new RCA wax, What Takes My Fancy, a personable rendition of the tune from Lucille Ball's forthcoming Broadway musical, Wild Cat. Flip is Hey, Look Me Over, a bouncy tune from the same show.

BOBBY DARIN has something extra to sing about! The 24-year-old show biz star was married last Friday to 18-year-old film actress Sandra Dee. The entire music world extend their wishes for a full and happy life together and many hit releases. Bobby met Sandra in Rome recently, where they were filming "Come September." Bobby is due to open at the Latin Casino, Merchantsville, N. Y., Dec. 7 for two weeks.

DON GIBSON: Out of Acuff-Rose Publishing in Nashville and on the RCA label comes two more fine new recordings by Don Gibson, Sweet Dreams, a fine ballad with a good arrangement, b-w The Same Street, a winning weeper.

BERT KAEMPFERT, German composer, arranger and producer, is the artist behind one of the industry's fastest rising singles hits, Wonderland By Night, much to the delight of Decca Records. The tune shows up on Billboard's Hot 100 this week as a fast-climber. Tapes of a forthcoming Kaempfert album, carrying the same title as the single, were flown to Decca recently immediately after the recording session in Europe. Release is expected shortly.

BOB LUMAN, waxing on the Warner Bros. label, has a strong follow-up to his Let's Think About Living with the release of his newest, Why, Why, Bye, Bye, a solid rhythm tune penned by the top songwriters out of Nashville, Mr. and Mrs. Bryant. Flip is Oh, Lonesome Me, a hit for Don Gibson some time back. Both tunes rate a Billboard Spotlight. Luman hails from Nacogdoches, Texas—there's a town that should be immortalized in song.

JERRY MURAD & HIS HARMONICATS are on the scene with their first for Columbia Records, Cherry Pink And Apple Blossom White. This is a swingin' harmonica instrumental version of the hit tune of years back given a beat and bright styling. The mouth-organ technicians came into record prominence in 1947 with their three-million seller Peg O' My Heart.

RICKY NELSON, Imperial Records singing sensation, offers a solid entry, You Are The Only One, a beautiful love affair tune with cha cha beat, b-w Milk Cow Blues, on which he displays his usual hard driving enthusiasm and delivery.

JOHNNY RESTIVO: RCA's a&r topper, Steve Sholes, produced along with Marty Gold Johnny's newest Give A Little Whistle (And I'll Be There), recorded Oct. 28th and released recently. Tune is from the forthcoming musical, Wildcat. Altho currently residing in New Jersey, Johnny is a product of the Bronx, N.Y.C.

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

DINAH SHORE: According to The Billboard, Dinah Shore's new record, I Ain't Down Yet, "is the best record Miss Shore has made in years." It's a bright march effort from the musical The Unsinkable Molly Brown. Flip is I Gotta Love You.

NINA SIMONE, who scored with (I Loves You) Porgy, is with us via a new album, Nina At Newport, and a single out of the album, Trouble In Mind. Aided by a combo and her fine, driving piano, Nina gives a sock treatment of a traditional tune. Flip is an interesting instrumental blues featuring down guitar and honking horn, Loveboat.

ULTRA AUDIO: In last week's Billboard, United Artists Records announced the five new albums available on their new, big sound label Ultra Audio. Artists and titles include Blazing Latin Brass—Nick Perito and his Orchestra; Mister Percussion — Terry Snyder; Guitars, Woodwinds & Bongos —Al Caiola; Echoing Voices and Trombones—Don Costa, and Dynamic Twin Pianos—Ferrante And Teicher.

PROMOTION DAYS & WEEKS: Dec. 6 is Memorial Day in Arkansas. Dec. 7, National Civil Defense Day and Delaware Day in Delaware—celebrates the State's adoption of the Constitution. Dec. 11 is Universal Bible Sunday.

See you next week.

Tom Rollo

THIS WEEK'S NEW

Money Records

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

SINGLES

BUMBLE BEE—La Vern Baker ..... Atlantic
CALCUTTA—Lawrence Welk ..... Dot
HOW TO HANDLE A WOMAN—Johnny Mathis ..... Columbia
I COUNT THE TEARS—The Drifters ..... Atlantic
I GOTTA GO (BECAUSE I LOVE YOU)—Brian Hyland .... Kapp
LOP-SIDED, OVER-LOADED (AND IT WIGGLED WHEN WE RODE IT)—Brian Hyland ..... Kapp
SOMEBODY—Jane Morgan ..... Kapp
TOO YOUNG—Dodie Stevens ..... Dot
WONDERLAND BY NIGHT—Louis Prima ..... Dot
YES, I'M LONESOME TONIGHT— Dodie Stevens ..... Dot

ALBUMS

AN EVENING WITH MAY & NICHOLS— Elaine May and Mike Nichols ..... Mercury

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

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

MUSIC AS WRITTEN

• Continued from page 16

Barney Ales, who has left the firm. Mel Bernhardt has joined the sales force and Rick Lipin is the new promotion man. . . . Bill Becker, WMAQ station manager here, was named general manager of KNBC, San Francisco. . . . Don Notz, NBC librarian, married Joanne Campbell, ABC staff secretary—a real merger if we ever saw one.

Nick Biro

Pittsburgh

The sale of **Mort Sahl** albums was practically negligible in the Pittsburgh-Tri-State area before Sahl made a personal appearance here last month. Since then, Sahl LP's have soared into the Top Twenty in sales in this area. **Bob Newhart** will make his Pittsburgh debut in February. . . . **Cathy Carr,** fulfilling a date at Club 176, Warren, Pa., spent a day in Pittsburgh plugging her latest Roulette single, "Golden Locket." . . . **Steve Gaynor,** who waxed a few platters for M-G-M, took over the New Arena nightclub for a series of "Over 28" adult dances, opening the club for the first time since it folded a few months ago.

Nick Lomakin, who operates several record shops downtown, and his combo were the opening attraction at the Open Hearth, a new club in suburban Etna. . . . Altho the movie "Spartacus" doesn't open at the Nixon Theater until December 22, as a roadshow, the Alex North sound track on Decca is rising fast in sales. . . . Pittsburgh's Cee Cee Joy, recently pacted by Columbia, was called to New York for a recording date with maestro Frank DeVol.

The cancellation of the **Nat King Cole** musical, "I'm With You," scheduled for the Nixon the week of December 5, killed off an intensive promotion campaign planned by **Nick Albarone,** local Capitol branch manager. . . . **Bob Vogel,** Dot branch manager, reports a brisk sale for **Lawrence Welk's** "Last Date" LP and **Billy Vaughn's** "Sundowners." . . . In addition to their first LP due this month, **Lenny Martin** has signed **Elroy Face** and **Hal Smith** of the Pittsburgh Pirates to record several singles for his Robbee label. The duo are also being paged by Nashville for a "Grand Ole Opry" session.

The rave reviews Roberta Peters received from the Pittsburgh music critics for her performance in the Pittsburgh Opera's "Lehengrin" over the Thanksgiving holidays, have hyped the sale of her RCA Victor records. . . . Connie Francis has been booked into the Holiday House for a 10-day stint next February. . . . Ronnie Savoy spent several days here plugging his latest M-G-M platter, "And the Heavens Cried." . . . The Nick Albaranos cradled a son, their second child, at the Mercy Hospital.

Leonard Mendlowitz

Cincinnati

Two members of the **Cartwright** family, of NBC-TV's network show, "Bonanza," are due here late Wednesday (7) for two days of promotion work for WLW-T and area RCA Victor dealers. Coming in for the special deal are **Lorne Greene,** who plays **Ben Cartwright** in the television series, and **Michael Landon,** who does **Little Joe** on the show. They'll be in town thru Saturday noon and will make an appearance on the **Ruth Lyons** "50-50 Club" and other WLW-T shows. They'll also make stop-offs at the Crosley Broadcasting's outlets in Dayton and Columbus, O., and Indianapolis. . . . Xavier University's Jazz Club sponsors a contest at the Xavier Armory Saturday evening (11) to determine Cincinnati's top jazz group. Nine groups are slated to participate. King Records and Mother's, local jazz hangout, will offer trophies to the winner and runner-up. The battle of jazz has been held at the University of Cincinnati the last three years.

Contract of Local 1, AFM, covering 30 WLW radio and TV employees, expired at midnight Wednesday (30), with Eugene Frey, union president, granting members permission to continue working until the union can learn the station's reaction to its new proposal before making any strike plans. The union asks a 10 per cent pay raise plus a 4 per cent cost-of-living increase. Pay now ranges from $82.50 to $125 a week for an average 15-hour week. The station has offered no pay increase, Frey says, and has proposed to limit security arrangement to only the 14 musicians who work the Ruth Lyons and Paul Dixon shows. Contract also covers nine c.&w. artists appearing on the station's "Midwestern Hayride" and seven employees who work as music arrangers and librarians.

Stanley Cumberpatch, who joined Elektra Records, New York, October 1, as general sales manager, was in town Thursday (1) to call on Decca Distributing Corporation and visit with local retailers. Cumberpatch is making a swing of Midwest distribs after completing a similar trek along the East Coast from Montreal to Georgia. He left Cincy for Pittsburgh Friday (2) and returns to New York early this week. Cumberpatch plans to spend two weeks a month on the road. Prior to joining Elektra, he was with New Sound Record Distributors, San Francisco indie covering Northern California.

Bill Sachs

Hollywood

Capitol is issuing four singles aimed at Christmas sales. New ones are by **Tennessee Ernie Ford, Kingston Trio, Peggy Lee,** the **Louvin Brothers.** . . . RCA Victor Veepee **Jim Davis** here for a two-week series of huddles. . . . Dot cut a **Betty Johnson** album "live" during her two-week run at the Cocoanut Grove. . . . Kapp Records' **Dave Kapp** commissioned tunesmith **Irving Gordon** to create a folksong album for **Jane Morgan.** Gordon penned the title tune for her "Ballads of Lady Jane." Songstress is currently winding up a three-week run at the Cocoanut Grove.

Fabian signed a seven-year nonexclusive 20th Century-Fox movie contract. Pact calls for option of two pictures per

(Continued on page 39)

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a new feather in our Kapp

LADY JANE MORGAN

the greatest JANE of them all

with her greatest hit of them all

SOMEBODY

K 358

performed on Ed Sullivan Show Sunday, Dec. 4, 1960

exclusively on

KAPP RECORDS

www.americanradiohistory.com

FOR WEEK ENDING DECEMBER 4

The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	2	G. I. BLUES Elvis Presley — RCA Victor LPM 2256	6
2	1	BUTTON-DOWN MIND OF BOB NEWHART Warner Bros. W 1379	30
3	3	NICE AND EASY Frank Sinatra — Capitol W 1417	16
4	5	BUTTON-DOWN MIND STRIKES BACK Bob Newhart — Warner Bros. W 1393	4
5	4	STRING ALONG Kingston Trio — Capitol T 1407	17
6	6	JOHNNY'S MOODS Johnny Mathis — Columbia CL 1526	15
7	8	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II Assorted Artists — RCA Victor LM 6088	6
8	9	EDGE OF SHELLEY BERMAN Verve MGV 15013	20
9	11	DARIN AT THE COPA Bobby Darin — Atco 122	8
10	7	ENCORES OF GOLDEN HITS Platters — Mercury MG 20472	39
11	12	THIS IS BRENDA Brenda Lee — Decca DL 4082	3
12	10	SAY IT WITH MUSIC Ray Conniff — Columbia CL 1490	9
13	13	BRENDA LEE Decca DL 4039	16
14	15	WILD IS LOVE Nat King Cole — Capitol WAK 1392	6
15	17	MACK THE KNIFE—ELLA IN BERLIN Ella Fitzgerald — Verve MGV 4041	13
16	14	REJOICE DEAR HEARTS Brother Dave Gardner — RCA Victor LPM 2239	24
17	18	GENIUS HITS THE ROAD Ray Charles — ABC-Paramount ABC 335	9
18	20	KICK THY OWN SELF Brother Dave Gardner — RCA Victor LPM 2083	15
19	19	PAUL ANKA SINGS HIS BIG 15 ABC-Paramount LP 323	23
20	22	KNOCKERS UP Rusty Warren — Jubilee JLP 2029	5
21	24	TWIST Chubby Checker — Parkway P 7001	5
22	27	MEMORIES SING ALONG WITH MITCH Mitch Miller — Columbia CL 1542	4
23	16	SOLD OUT Kingston Trio — Capitol T 1352	33
24	21	BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis — Columbia CL1117	8
25	37	SOLID AND RAUNCHY Bill Black Combo — Hi Records HL 12003	3
26	39	WEST SIDE STORY Original Cast — Columbia OL 5230	5
27	—	THE ALAMO Sound Track — Columbia CL-1558	1
28	25	MORE ENCORES OF GOLDEN HITS Platters — Mercury MG 20591	4
29	33	THEME FROM A SUMMER PLACE Billy Vaughn — Dot DLP 3276	33
30	35	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller — Columbia CL 1457	23
31	36	LAUGHING ROOM Woody Woodbury — Stereoddities MW 2	24
32	26	MY NAME IS JOSE JIMENEZ Bill Dana — Signature SM 1013	19
33	31	SONGS TO REMEMBER Mantovani — London LL 3149	18
34	—	ELVIS IS BACK Elvis Presley — RCA Victor LPM 2231	28
35	—	IRMA LA DOUCE Original Cast — Columbia OL 5560	1
36	30	CAN CAN Sound Track — Capitol W 1301	32
37	—	PROVOCATIVE PERCUSSION, VOL. I Command All Stars — Command RS 806	13
38	—	WALK, DON'T RUN Ventures — Dolton BLP 2003	1
39	23	BEN-HUR Rome Symphony Orch./Savina — M-G-M IE1	33
40	—	DATE WITH THE EVERLY BROTHERS Warner Bros. W 1395	1

ESSENTIAL INVENTORY (MONO ALBUMS) on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	2	INSIDE SHELLEY BERMAN, Verve MGV 15003	85
2	1	THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	51
3	4	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. I, Assorted Artists, RCA Victor LM 6074	54
4	8	SOUTH PACIFIC, Original Cast, Columbia OL 4180	539
5	3	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	136
6	5	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	125
7	6	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	95
8	7	ITALIAN FAVORITES, Connie Francis, M-G-M E 3791	44
9	9	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	57
10	11	MY FAIR LADY, Original Cast, Columbia OL 5090	244
11	15	KINGSTON TRIO, Capitol T 996	77
12	13	HEAVENLY, Johnny Mathis, Columbia CL 1351	64
13	14	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	99
14	12	OUTSIDE SHELLEY BERMAN, Verve MGV 15007	54
15	16	GIGI, Sound Track, M-G-M 3641 ST	127
16	20	THE MUSIC MAN, Original Cast, Capitol WAO 990	145
17	21	KINGSTON TRIO AT LARGE, Capitol T 1199	77
18	—	HYMNS, Tennessee Ernie Ford, Capitol T 756	168
19	10	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	141
20	18	OLDIES BUT GOODIES, Assorted Artists, Original Sound S-001	64
21	—	WOODY WOODBURY LOOKS AT LOVE AND LIFE . . . Stereoddities MW 1	40
22	17	KING AND I, Sound Track, Capitol W 740	205
23	19	FAITHFULLY, Johnny Mathis, Columbia CL 1422	47
24	22	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	50
25	24	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	66

BEST SELLING STEREOPHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1	NICE AND EASY Frank Sinatra — Capitol SW 1417	15
2	3	STRING ALONG Kingston Trio — Capitol ST 1407	16
3	2	BONGOS Los Admiradores — Command S 809 SD	15
4	6	WILD IS LOVE Nat King Cole — Capitol SWAK 1392	7
5	7	PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All Stars — Command RS 808 SD	16
6	5	PROVOCATIVE PERCUSSION, VOL. II Enoch Light and the Light Brigade — Command RS 810 SD	12
7	8	LOOK FOR A STAR Billy Vaughn Orch. — Dot DLP 25322	15
8	15	CAN CAN Sound Track — Capitol SW 1321	20
9	9	SAY IT WITH MUSIC Ray Conniff — Columbia CS 8282	5
10	4	JOHNNY'S MOODS Johnny Mathis — Columbia CS 8326	14
11	11	BEN-HUR Rome Symphony Orch./Savina — M-G-M IE1	29
12	12	BONGOS, FLUTES AND GUITARS Los Admiradores — Command S 812	7
13	10	G. I. BLUES Elvis Presley — RCA Victor LSP 2256	3
14	13	GRAND CANYON SUITE Morton Gould — RCA Victor LSC 2433	21
15	14	MEMORIES SING ALONG WITH MITCH Mitch Miller — Columbia CS 8542	6
16	22	DARIN AT THE COPA Bobby Darin — Atco S 112	8
17	30	JEALOUSY Percy Faith — Columbia CS 8292	2
18	17	BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis — Columbia CS8-803	10
19	18	WHITE SATIN George Shearing — Capitol ST 1334	12
20	16	WEST SIDE STORY Original Cast — Columbia OS 2001	3
21	20	STEREO CONCERT Kingston Trio — Capitol ST 1183	12
22	21	ELVIS IS BACK Elvis Presley — RCA Victor LSP 2231	13
23	29	BYE BYE BIRDIE Original Cast — Columbia KOS 2025	2
24	24	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller — Columbia CS 8251	20
25	—	LAST MONTH OF THE YEAR Kingston Trio — Capitol ST 1446	1
26	27	WITH THESE HANDS Roger Williams — Kapp KS 3030	28
27	—	MACK THE KNIFE—ELLA IN BERLIN Ella Fitzgerald — Verve MGVS 6163	3
28	—	FOLK SONGS SING ALONG WITH MITCH Mitch Miller — Columbia CS 8118	2
29	—	EXODUS Mantovani — London CS 224	1
30	23	TILL Roger Williams — Kapp KX 1091	29

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 RS 800 SD	46
2	2	SOUND OF MUSIC, Original Cast, Columbia KOS 2020	48
3	4	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	81
4	3	PROVOCATIVE PERCUSSION, VOL. I, Enoch Light and the Light Brigade, Command RS 806 SD	46
5	5	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	55
6	6	FILM ENCORES, VOL. I, Mantovani, London PS 124	69
7	8	MY FAIR LADY, Original Cast, Columbia OS 2015	81
8	10	GIGI, Sound Track, M-G-M SE 3641 ST	74
9	9	SOLD OUT, Kingston Trio, Capitol T 1352	32
10	7	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	77
11	11	MUSIC MAN, Original Cast, Capitol SWAO 990	63
12	15	FLOWER DRUM SONG, Original Cast, Columbia OS 2009	37
13	17	KING AND I, Sound Track, Capitol SW 740	68
14	—	PETE FOUNTAIN'S NEW ORLEANS, Coral CRL 7-57282	30
15	—	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	30
16	18	THEME FROM A SUMMER PLACE, Billy Vaughn, Dot DLP 25276	[illegible]
17	14	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8043	[illegible]
18	16	HEAVENLY, Johnny Mathis, Columbia CS 8152	68
19	20	HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	56
20	—	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	38

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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. LANZA SINGS CARUSO—Caruso Favorites
   Mario Lanza-Enrico Caruso, RCA Victor LM 2393
6. THE LORD'S PRAYER
   The Mormon Tabernacle Choir (Condie), Columbia ML 5386
7. RACHMANINOFF: PIANO CONCERTO NO. 3
   Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
8. GROFE: GRAND CANYON SUITE . . . . . Morton Gould, RCA Victor LM 2433
9. RAVEL: BOLERO . . Boston Symphony Orchestra (Munch), RCA Victor LM 1984
10. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
    Morton Gould Orchestra, RCA Victor LM 2345

STEREOPHONIC CLASSICAL ALBUMS

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1
   Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
2. RODGERS: VICTORY AT SEA, VOL. 1
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
3. GROFE: GRAND CANYON SUITE . . . . . Morton Gould, RCA Victor LSC 2433
4. RODGERS: VICTORY AT SEA, VOL. 2
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
5. LANZA SINGS CARUSO—Caruso Favorites
   Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
6. TURANDOT
   Tebaldi, Nilsson, Bjoerling, Tozzi, Rome Opera House Ork, (Leinsdorf), RCA Victor LSC 6149
7. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
   Morton Gould Orchestra, RCA Victor LSC 2345
8. THE LORD'S PRAYER
   The Mormon Tabernacle Choir (Condie), Columbia MS 6068
9. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
   Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
10. SCHUMANN: CONCERTO IN A MINOR . . . . Van Cliburn, RCA Victor LSC 2455

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

(Monophonic)

1. Soul of Spain, Vol. 1
   101 Strings . . . . . Somerset P 6600
2. Ebb Tide
   Frank Chacksfield, Richmond M 20078
3. Good Housekeeping Reducing Off the Record . . . . . Harmony HL 7143
4. Soul of Spain, Vol. 2
   101 Strings . . . . . Somerset P 9900
5. 101 Strings Play the Blues
   . . . . . Somerset P 5800
6. You Do Something to Me •
   Mario Lanza . . . RCA Camden CAL 450
7. Silver Screen
   101 Strings . . . . . Somerset P 7000
8. John McCormick Sings Irish Songs
   . . . . . RCA Camden CAL 407
9. Hawaii In Hi Fi
   Leo Addeo Orchestra . . . . . RCA Camden CAL 510
10. 101 Years of Familiar Songs
    101 Strings . . . . . Somerset 2 RS

(Stereophonic)

1. Soul of Spain, Vol. 1
   101 Strings . . Stereo Fidelity SF 6600
2. 101 Strings Play the Blues
   . . . . . Stereo Fidelity SF 5800
3. Soul of Spain, Vol. 2
   101 Strings . . Stereo Fidelity SF 9900
4. 101 Years of Familiar Songs
   101 Strings . . . . Stereo Fidelity 2 RS
5. Ebb Tide
   Frank Chacksfield, Richmond S 30078
6. Concerto Under the Stars
   101 Strings . . Stereo Fidelity SF 6700
7. East of Suez
   101 Strings . Stereo Fidelity SF 11200
8. The Music Man
   Various Artists . . . . . Lion SL 70091
9. Silver Screen
   101 Strings . . Stereo Fidelity SF 7000
10. Symphony for Lovers
    101 Strings . . Stereo Fidelity SF 4500

Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

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

Pop

HIS HAND IN MINE

Elvis Presley. RCA Victor LPM 2328 (Stereo & Monaural)—Elvis Presley finds himself in a new milieu for him in this altogether fascinating set of performances. The gospel message has never been put forth with any more greater effect and impact than here. Presley has a warm, reverent, deep down tone and he's ably assisted by his familiar vocal sidekicks, the Jordanaires. Material ranges from the slow, deeply reverent "His Hand in Mine," to the rhythmic hand-clapper "I'm Gonna Walk Them Golden Stairs." The cover, too, showing Presley at the piano, is a real showpiece.

COME TO THE FAIR

Tennessee Ernie Ford. Capitol ST 1473 (Stereo & Monaural)—The great Tennessean proves himself a delightful showman in this colorful "live" performance, recorded at the Indiana State Fair last summer. The package is a pleasant mixture of songs and the artist's familiar, ingratiating, homespun patter. He opens, of course, with "Back Home in Indiana," and ranges from "Bill Bailey," to a bath of fine country songs to a group of religious and inspirational items. This is all sides of Tennessee Ernie Ford in one package and a fine hunk of entertainment it is.

WORLD OF SUZIE WONG

Sound Track. RCA Victor LOC 1059—Big band jazz and sensuous touches of Oriental melody dominate this exciting LP from the original sound track of the Paramount release of "The World of Suzie Wong." Except for the title song by Cahn and Van Heusen, George Duning is responsible for much of the composing on the track. "Suzie Wong Blues," and a number of other tracks are representative of his talent as is the arranging of standards (like "Out of Nowhere") that are an integral part of the flick's score. Besides the title tune and "Aberdeen Caper," any number of other tracks might make good selling singles.

PERSUASIVE PERCUSSION, VOL. 3

Command All-Stars. Command RS 817 — This album, Volume II in the best-selling "Persuasive Percussion" series, looks like another winner. Once again Enoch Light has turned out a bright, breezy, tasteful and musical percussion set, featuring The Command All Stars, which shows off clean, and well-nigh perfect recording. The tunes include "Moments to Remember," "All the Way," "One for My Baby" and "Kashmiri Song." The arrangements are both spectacular and at the same time delightfully subtle. Fine wax.

OLE A LA LEE

Peggy Lee. Capitol St 1475 (Stereo & Monaural)—Peggy Lee is back in her Latin habitat and it's a delightful one. She brightly swings, in the Latin manner, a group of standards, singing them in her sexy and beguiling way over backing by the Joe Harnell ork. The ork arrangements spotlight smart percussion work. Tunes include "Come Dance With Me," "By Myself," "Just Squeeze Me," "Love and Marriage" and "Non Dimenticar." Cover is most striking and the set could earn mucho dinero for Senorita Lee.

HE WILL BREAK YOUR HEART

Jerry Butler, Vee-Jay LP 1029—Chart topper Jerry Butler bows in with his first album which, naturally enough, carries the title of his current hit. Set is made up of 11 other good performances by the boy who sings them all in fine style. Accompaniment varies from zinging strings to rhythm combo with vocal group. Any number of the tracks here might make strong singles with "That's to You" a fine ballad; "Sweet Was the Wine," a real jumper, and "I Found a Love" among the standouts.

(Continued on page 22)

ALBUM COVERS OF THE WEEK

OLE A LA LEE—Peggy Lee, Capitol ST 1475. Clever cover with lovely photos of the attractive Peggy Lee. Colors predominantly in black, gold and white. Pix are reversed on the back cover.

HIS HAND IN MINE—Elvis Presley, RCA Victor LPM-2328. A reverent poem in full color of the artist. Prime display item for counters or windows.

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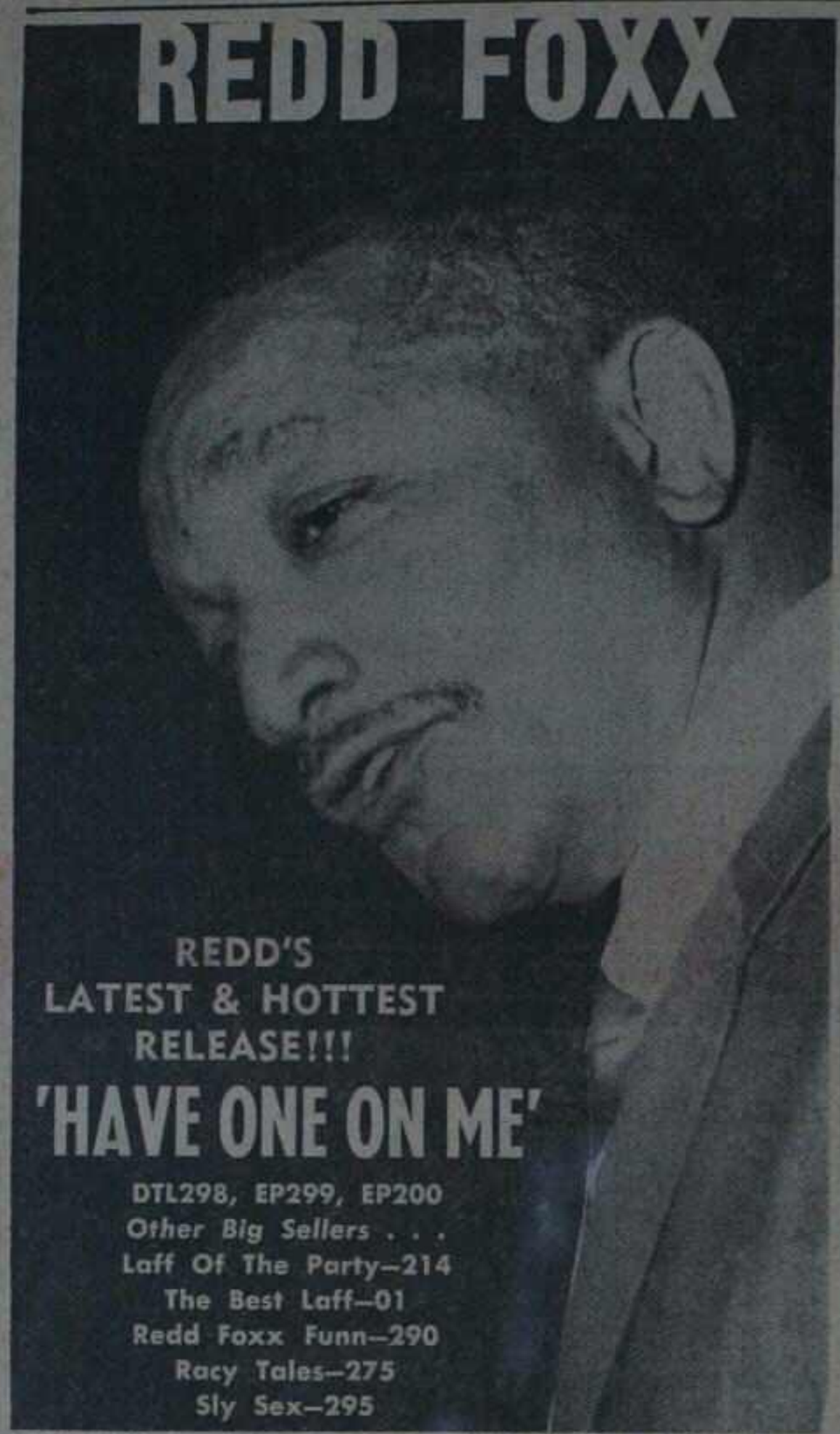

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GIVE TO DAMON RUNYON CANCER FUND

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

● Continued from page 21

BOBBY'S BIGGEST HITS VOL. I

Bobby Rydell. Cameo C 1009—Young Rydell has cut quite a swath in pop single circles and this album collection of Rydell hits is also likely to generate healthy sales interest. In addition to the highly salable repertoire, the packaging itself is designed for quick sales, with a double fold liner, a pull out photo of the artist suitable for framing which appears thru the die-cut front cover and two other color photos. Despite the elaborate packaging, the set is geared to the teen market with a $3.98 tag.

MITCH'S GREATEST HITS

Mitch Miller. Columbia CL 1544—Like all the other Mitch Miller packages, this reprise of a dozen of the memorable Miller hits of recent years figures to get a big play at counters, particularly in view of the presence of the gift giving season. Cover features a colorful photo of the noted maestro and inside there are such things as "Yellow Rose of Texas," "Colonel Bogey March," "Children's Marching Song," etc. This can grab a lot of interest.

THE UNSINKABLE MOLLY BROWN

Andre Kostelanetz and his Ork. Columbia CL 1576—Meredith Willson's sock new show score is wrapped up in first-rate instrumental treatments by Kostelanetz' ork. The varied line-up ranges from the spirited "I Ain't Down Yet" to the poignant "I'll Never Say No" and "Dolce Far Niente." Standout deejay wax.

AN EVENING WITH MIKE NICHOLS & ELAINE MAY

Mercury OCM 2200—The latest Mike Nichols-Elaine May release should be one of the strongest entries in some time to the heavy-selling comedy record group. Their current Broadway show, from which this album derived its title, also supplies the material for the four hilarious sketches on the disk. Their razor-sharp satire is of a type that has nearly universal appeal, from highbrow to low, and is also apt to wear better than a monologist. An earlier Mercury disk still is moving over store counters, but the new Nichols-May entry should do even better based on subsequent national publicity and radio-TV exposure.

WONDERLAND BY NIGHT

Bert Kaempfert. Decca DL 4101—Kaempfert's single of "Wonderland by Night" is one of the label's fastest moving disks since "Volare," and this initial package contains the hit single plus a flock of other highly listenable and spinnable efforts. The ork is handsomely recorded and Charley Tabor's trumpet solos really sing. This is schmaltzy stuff and it can sell. Watch this set.

Religious

THE LIFE OF CHRIST
THE PASSION OF OUR LORD JESUS CHRIST

Charlton Heston. Vanguard VRS 9080; VRS 9081—Actor Heston contributes two meaningful narrative performances in this pair of albums, each featuring readings from the Bible. Initial package deals, as the title suggests, with the birth and the life of the Saviour, while the second, which might well be given a special promotion during the Easter season, deals with the Crucifixion and the Resurrection. The sets are both dramatic and educational and highly suited for church and Sunday school work. In both cases, the Robert DeCormier Chorale contributes moving musical passages behind the readings.

HYMNS OF THE CATHOLIC CHURCH

Choir of St. Patrick's Cathedral, Melbourne. ABC-Paramount 349—The boys' and men's choir of St. Patrick's Cathedral, Melbourne, Australia, perform some of the traditional hymns of the Catholic Church in this LP. Under the direction of Reverend Dr. Percy Jones, the choir offers "Holy God We Praise Thy Name," "Jesus My Lord, My God" and "To Jesus Heart All Burning," as well as 11 other Catholic hymns.

SPECIAL MERIT SPOTLIGHTS

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

(Reviews appear elsewhere in this issue)

Jazz

★★★ **CONTEMPORARY JAZZ CLASSICS OF THE PAUL MOER TRIO—Del Fi DFLP 1212**

★★★★ VERY STRONG SALES POTENTIAL

POPULAR ★★★★

★★★★ **IN STYLE WITH THE CRICKETS**

Coral CRL 757320. (Stereo & Monaural)—The late Buddy Holly's former colleagues get together here for a session of interesting rock material, which features the Three Lads as vocalists, something that was not done during the career of Holly. Jerry Allison, Joe Mauldin and Sonny Curtis comprise the group and they perform against rhythm and piano provided by themselves. Such familiar items as "Great Balls of Fire," and "Rockin' Pneumonia," plus originals by the three, comprise the diet here.

JAZZ ★★★★

★★★★ **REX STEWART AND THE ELLINGTONIANS**

Riverside RLP 144 — This should be a solid collector's item. Some of the sides were cut by Stewart with his Big Seven in 1940, others were sliced in 1946. Among the sidemen were Shelley Mann, Barney Bigard and Cozy Cole. Selections include "Flim Flam," "Solid Rock," "Cherry" and "Diga Diga Doo."

★★★★ **BIG CITY SOUNDS**

The Jazztet. Argo LP 672 — The Benny Golson-Art Farmer Jazztet has received high praise in Eastern jazz clubs. It is captured well on this new album, with Farmer, Golson, Tom McIntosh on trombone, Cedar Walton on piano, Jimmy Williams on bass and Al Heath on drums, swinging away happily on a group of original and standard tunes. Farmer on trumpet, and Golson on tenor, turn out some mighty attractive solos, especially on "Five Spot After Dark." Other fine tracks are Golson's "The Cool One," "Hi Fly," "My Funny Valentine" and "Bean Bag."

★★★★ **THE MOST — VOLUME II**

Various Artists. Roulette R 52053 — A lot for the money is contained in the grooves of this package. It's one of the label's Birdland series, and includes performances by such important artists as Count Basie, Sarah Vaughan, Joe Williams, Billy Eckstine, Maynard Ferguson, Bill Russo, Cora Lee Day and Harry "Sweets" Edison. The sides have a fine jazz backing. This can be sold.

★★★★ **PACIFIC STANDARD (SWINGIN') TIME**

The Buddy De Franco-Tommy Gumina Quartet. Decca DL 74031. (Stereo & Monaural) — Clarinetist De Franco and accordionist Gumina come up with a fine instrumental album, that's relaxed and easy to take. The two have caused some critical enthusiasm for their exciting in-person appearances on the West Coast with this same group. Make-up of the LP falls mostly in the standard category with "The Song Is You" getting a fine reoning treatment and Erroll Garner's "Misty" getting the sensitive touch.

FOLK ★★★★

★★★★ **RICHARD DYER-BENNET 9**

Dyer-Bennet DYB 9000 — This is the ninth in a series of albums by the noted folk singer. Dyer-Bennet here accompanies himself on the classic Spanish guitar in such repertoire of "The Laird O' Cockpen," "The Two Sisters of Binnorie," "Le Joli Tambour," "The Buffalo Skinners," etc. There are informative notes by the artist on the sources of the songs. Dyer-Bennet's admirers will find this album up to his usual high standard.

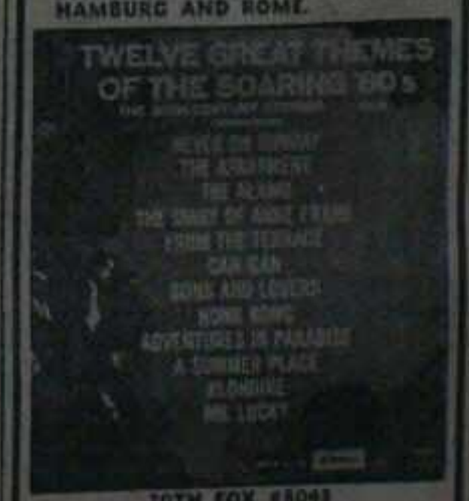
CHRISTMAS ★★★★

★★★★ **101 DALMATIANS**

Disneyland ST 1908—Here's a delightful story with music for whimsical - minded adults, as well as children. The narrator—a charming dalmatian—tells the story of his adventures. A "magic wipe-off-board" on

(Continued on page 26)

A BIG ONE FROM 20TH FOX
ORIGINAL SOUNDTRACKS!
SOUNDTRACK ORCHESTRA OF LONDON, HOLLYWOOD, PARIS, HAMBURG AND ROME.



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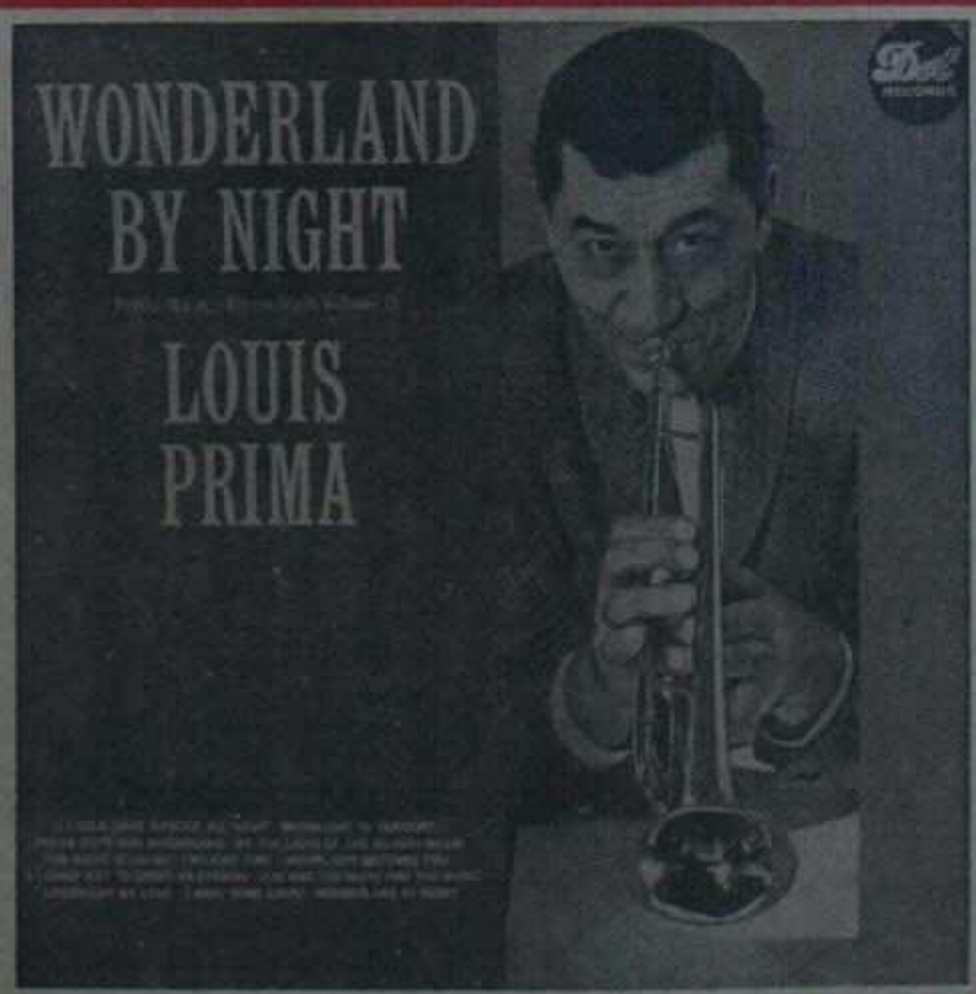

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- MOONLIGHT IN VERMONT
- POLKA DOTS AND MOONBEAMS
- BY THE LIGHT OF THE SILVERY MOON
- THE NIGHT IS YOUNG
- TWILIGHT TIME — I WANT SOME LOVIN'
- MOONLIGHT BECOMES YOU
- YOU AND THE NIGHT AND THE MUSIC
- GOODNIGHT MY LOVE
- A LOVELY WAY TO SPEND AN EVENING
- WONDERLAND BY NIGHT

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B/W

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b/w "MY GRANDFATHER'S CLOCK"

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4466—OL' MacDONALD ..... Frank Sinatra
Billboard "Hot 100" ..... #25
Cash Box "Top 100" ..... #45
Music Vendor "Top 100" ..... #28

4406—WINGS OF A DOVE ..... Ferlin Husky
Billboard "Hot 100" ..... #79
Billboard "Hot C&W Sides" ..... #1
Cash Box "Top 50 C&W" ..... #1
Music Vendor "Top 50 C&W" ..... #2

4412—EXCUSE ME ..... Buck Owens
Billboard "Hot C&W Sides" ..... #2
Cash Box "Top 50 C&W" ..... #2
Music Vendor "Top 50 C&W" ..... #5

4463—WORLD SO FULL OF LOVE ..... Faron Young
Cash Box "Top 50 C&W" ..... #13
Music Vendor "Top 50 C&W" ..... #10

4386—SHE'S JUST A WHOLE LOT LIKE YOU ..... Hank Thompson
Cash Box "Top 50 C&W" ..... #31
Music Vendor "Top 50 C&W" ..... #43

4469—HAPPY HAPPY BIRTHDAY ..... Wanda Jackson
Music Vendor "Top 100" ..... #94

4463—FORGET THE PAST ..... Faron Young
Cash Box "Top 50 C&W" ..... #30

4423—LONELY LITTLE WORLD ..... Jean Shepard
Cash Box "Top 50 C&W" ..... #32

4454—IT'S GOT TO BE A HABIT ..... Hank Thompson
Cash Box "Top 50 C&W" ..... #33

4454—WILL WE START OVER AGAIN ..... Hank Thompson
Music Vendor "Top 50 C&W" ..... #47

4412—I'VE GOT A RIGHT TO KNOW ..... Buck Owens
Music Vendor "Top 50 C&W" ..... #33

4410—THERE'S NOT ANY LIKE YOU LEFT ..... Faron Young
Music Vendor "Top 50 C&W" ..... #39

PICKED TO BE HITS

ACTUAL SELECTIONS BY THE INDUSTRY'S LEADING TRADES

4477—BELLY UP TO THE BAR BOYS ..... Guy Lombardo
Cash Box "Pick of the Week"—"The Lombardo ork bounces in familiar fashion through one of the 'Molly Brown' standouts and included as 'guest' vocalists are such hip maestros as Stan Kenton, Nelson Riddle and Billy May."

4479—ARE YOU SURE ..... Tex Williams
Cash Box "Best Bet"—"The spiritual-like ditty from 'Molly Brown' is given a sprightly, handclap sound. . . . Lively pop-country fare."

4480—KEEP-A-HOPPIN' ..... Jack Marshall
Cash Box "Best Bet"—"The Marshall ork-chorus gives a bright account of the 'Molly Brown' entry. . . . Cheerful programming."

4481—IF I KNEW ..... Nat King Cole
Music Vendor "Hit Pick"—"Either or both (sides) could add to the Cole list of hits."

4483—DOLCE FAR NIENTE ..... Gordon MacRae
Music Vendor "Pick Hit"—"Fine recitation is given to the Italian titled tune from the Broadway show 'Molly Brown.'"

BRAND NEW RELEASES

OUT THIS WEEK AND ON THEIR WAY TO YOU NOW!

4487—I WANT TO LIVE AGAIN ..... Rose Maddox
KISSING MY PILLOW
Rose's "down-home" style combined with memorable lyrics could put this one on both C&W and Pop charts.

4488—OVER AND DONE WITH ..... The Royal Galaxies
TROUBLE ON A DOUBLE DATE
A strong follow-up to their first record The Big Triangle. Should be big in the teen market.

4489—PEPE ..... Les Baxter
DOLCE FAR NIENTE
A beautiful, musical introduction to the motion picture smash of the year.

4490—OLYMPIA ..... The Little Angels
SAYS YOU
The sensation of five network TV shows, their first record is a sure thing to sweep the country.

Capitol RECORDS

• Reviews and Ratings of New Albums

• Continued from page 22

LP back cover enables kids to use erasable crayons and color pictures of characters in the story. Solid gift package.

★★★★ SWISS FAMILY ROBINSON
Kevn Corcoran. Disneyland ST 1907—The familiar classic, soon to be released in film form by Walt Disney, is narrated here by young Corcoran and an able supporting cast. The adaptation is a good one and should appeal to youngsters covering a wide range of ages.

POLKA ★★★★

★★★★ DANCE AROUND THE CHRISTMAS TREE
Li'l Wally. Jay Jay 1026 — A novelty among polka records, this may be the only one featuring traditional yule music played with a polka beat. Some of these include "Santa Claus Is Coming to Town," "Jingle Bells," "Auld Lang Syne" and "Rudolph, the Red-Nosed Reindeer." Li'l Wally is a well-known polka practioneer, of course, and this disk can grab sales in the next few weeks and in future seasons in polka-buying areas.

SPOKEN WORD ★★★★

★★★★ HOSPITALITY BLUES
Doug Harrell. ABC-Paramount ABC 364—Doug Harrell, a real M. D., had a fair-sized single hit a few years back with "Hospitality Blues" about a hospital patient. The side is included here, along with some amusing monologs about doctors, hospitals, nurses, etc. Funny stuff for those who like this kind of material.

★★★ GOOD SALES POTENTIAL

POPULAR ★★★

★★★ RONNIE HAWKINS SINGS THE SONGS OF HANK WILLIAMS
Roulette R 25137 — This package is made up of songs written and recorded by the late great Hank Williams, and associated with him. They include "Jambalaya," "Cold, Cold Heart" and "There'll Be No Teardrops Tonight." Hawkins does them well, lending a touch of individuality. What is the album's most interesting element is the backing by Joe Reisman, whose arrangements are fresh and creative — bringing something new to the repertoire.

★★★ SIDE BY SIDE
The Barry Sisters. Roulette R 25136 — The gals who scored quite a triumph in the Soviet Union last summer, thanks to TV's Ed Sullivan, devote this album to him as they offer a varied program of familiar tunes, done in their unique vocal harmony style. One really offbeat bond has a Chinese version of "Who's Sorry Now." Fans of the act will find the duo at their best here, with fine arrangements by Dick Wess and Stan Applebaum.

★★★ PLAYING THE FIELD
Mark Murphy. Capitol ST 1458. (Stereo & Monaural) — Here's a sock deejay programming package. Murphy sings with taste and perceptive phrasing on a group of standards and oldies. On one side he is backed by an intimate-styled trio, while the flip features swinging big band backing. Selections include "Honeysuckle Rose," "Wishing" and "Swinging on a Star."

★★★ HARMONICA PERFORMANCES OF ALL-TIME FAVORITES
Danny Welton. Coral CRL 757347. (Stereo & Monaural) — Danny Welton is an excellent harmonica player who is strongly assisted here by a chorus and orchestra directed by Henry Jerome playing Dick Jacobs' arrangements. These vary widely in style, with a triplet beat behind such diverse tunes as "Peg o' My Heart," "Tammy" and "Ruby," and some bright and interesting approaches to other old favorites such as "To Each His Own," "Frenesi" and "Autumn Leaves." The popularity of the repertoire and the listenable arrangements should attract business.

★★★ EDEN'S ISLAND
eden ahbez. Del-Fi DFLP 1211 — The creator of "Nature Boy," eden ahbez, is heard here in a collection of exotic words and music extolling the glories of a mythical island for which many people have sometimes wished. The disk is highlighted by the distinctive sounds of the ahbez wood flute, emphasized by percussion and occasional spoken lyrics rendered poetically yet mysteriously by ahbez, and backed by an ethereal-sounding chorus.

★★★ WRITTEN IN THE STARS (THE ZODIAC SUITE)
Rod McKuen; Conducted by Dick Jacobs. Coral CRL 757339. (Stereo & Monaural)—There are 12 melodies on this set, each of which describes the mood of a sign of the Zodiac. The material falls into the theme or pop instrumental category and some of the melodies, which are relatively simple, could easily be given pop-style lyrics. (Two, "Scorpio" and "Leo" already have.) Piano soloist is Gloria Regney, who does a nice, wistful reading of the respective themes. Voices and strings make an effective backdrop.

CHRISTMAS ★★★

★★★ POLISH CHRISTMAS CAROLS
Li'l Wally. Jay Jay LP 1023—Pleasant program of choral singing, in Polish, of hymns and carols associated with the country. The St. Stanislaus Choir from Michigan City, Ind., is featured with organ accompaniment, behind the solo offerings of the well-known polka maestro, Li'l Wally. Wally's fans will undoubtedly be interested in this set, altho in the general Christmas markets there is much competition.

★★★ CHRISTMAS IN IRELAND
St. Catherine's Dominican Choir. Avoca 33-AV-125 — Timely package. The choir consists of two groups, 90 children aged nine to 12, and 35 girls, 12 to 15. The voices are fresh and well-trained, and there are two soloists. Maureen Dillon is the conductor. A good Christmas album.

SOUND ★★★

★★★ BALDWIN ORGAN AND BONGOS
Audio Fidelity DFS 7004. (Stereo & Monaural) — This new album features Eddie Osborn on organ, Bob Rosengarden on bongos and drums, George Devens on percussion and Frank Carroll on bass. It shows off interesting percussion effects on organ and bongos, especially in stereo. But as a whole it does not come up to the musical level of many of the other percussion sets on the market today, either in musical interest or excitement. Tunes include standards such as "Buttons and Bows," "Tennessee Waltz," and "Muskrat Ramble."

★★★ GONGOS
Don Ralke. Warner Bros. W 1398 — A handsome exposition of the percussion art, with jaw bones, boo bams, congas, bongos, mariachas, tambourines and others heard in a splendid recording, with the ork of Don Ralke. Each band is of the Afro type and features something different to challenge the listener's hi-fi system. These challenges are all explained in the liner. A good idea, well carried off, but there is much competition in this field already.

JAZZ ★★★

★★★ NO COVER, NO MINIMUM
Billy Eckstine. Roulette R 52052 — One of the label's Birdland Series, this presents Mr. B. in a night club milieu, with crowd sounds, etc. The material is standard, including "Misty," "That's for Me," "It Might as Well Be Spring," and the Fred Rose oldie, "Deed I Do." Eckstine plays some trumpet here, too. He still has a great voice, which his fans will appreciate.

★★★ LET'S FACE THE MUSIC AND DANCE
Maynard Ferguson and His Orchestra. Roulette R 52055. (Stereo & Monaural)—Mixing medium jump and ballad tempos nicely, the brass and rhythm conscious Ferguson band moves thru a set of 12 danceable tracks with verve. There are spots here and there of solo, mostly by the leader on trumpet, and the band as a whole gets a good sound. All of the tunes are of the standard type; "Teach Me Tonight," "My Foolish Heart" and "It's Only a Paper Moon," are just a few.

★★★ COLLEGE CONFIDENTIAL
Sound Track. Chancellor CHLS 5016. (Stereo & Monaural) — Dean Elliott has written and arranged some extremely interesting big band jazz music for the film "College Confidential," and this LP offers the sound track, as played by such musicians as Shelly Manne, Bud Shank, Milt Bernhart, Bob Cooper, Don Fagerquist, Milt Holland, Jimmy Rowles and others. Hot, wild, blue and sensitive in turn, these originals may strike enough filmgoers' fancies to bring sales for the disk. Display in college towns and near theaters showing the film should aid dealers.

★★★ THE CONTEMPORARY JAZZ CLASSICS OF THE PAUL MOER TRIO
Del-Fi DFLP 1212 — Paul Moer is a pianist of unusual ability. He has an imagination as well as musicianship and he handles a group of standards and originals here in striking fashion. His piano work here demonstrates not only his colorful piano work, but a thoughtful approach to each tune, sometimes happy, sometimes humorous, and at times soulful. Tunes include "Azure Blue," "I Love Paris," "Our Waltz" and Moer's own "Moer or Less."

INTERNATIONAL ★★★

★★★ IRISH SONGS OF FREEDOM
Willie Brady. Avoca 33-AV-123—Ballad-deer Brady sings songs of the Irish "troubles." Set down in wax are 17 different songs that have as their subject matter the Irish Revolution against the British in the early part of the 20th Century. Brady sings them with the proper fire or melancholy. Set should sell well in Irish areas.

★★★ THE MUSIC OF GREECE
Peter Kara and His Orchestra. Coral CRL 757348. (Stereo & Monaural)—Authentic material, well-recorded. Unusual instruments, such as the bouzoukee, the toumbeg, Greek clarinet, etc., are used to achieve correct effects. Dealers with clients in Greek neighborhoods should stock it.

(Continued on page 38)

AUDIO FIDELITY RECORDS DOCTORED FOR SUPER STEREO

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101 Strings
The World's First Stereo-Scored Orchestra

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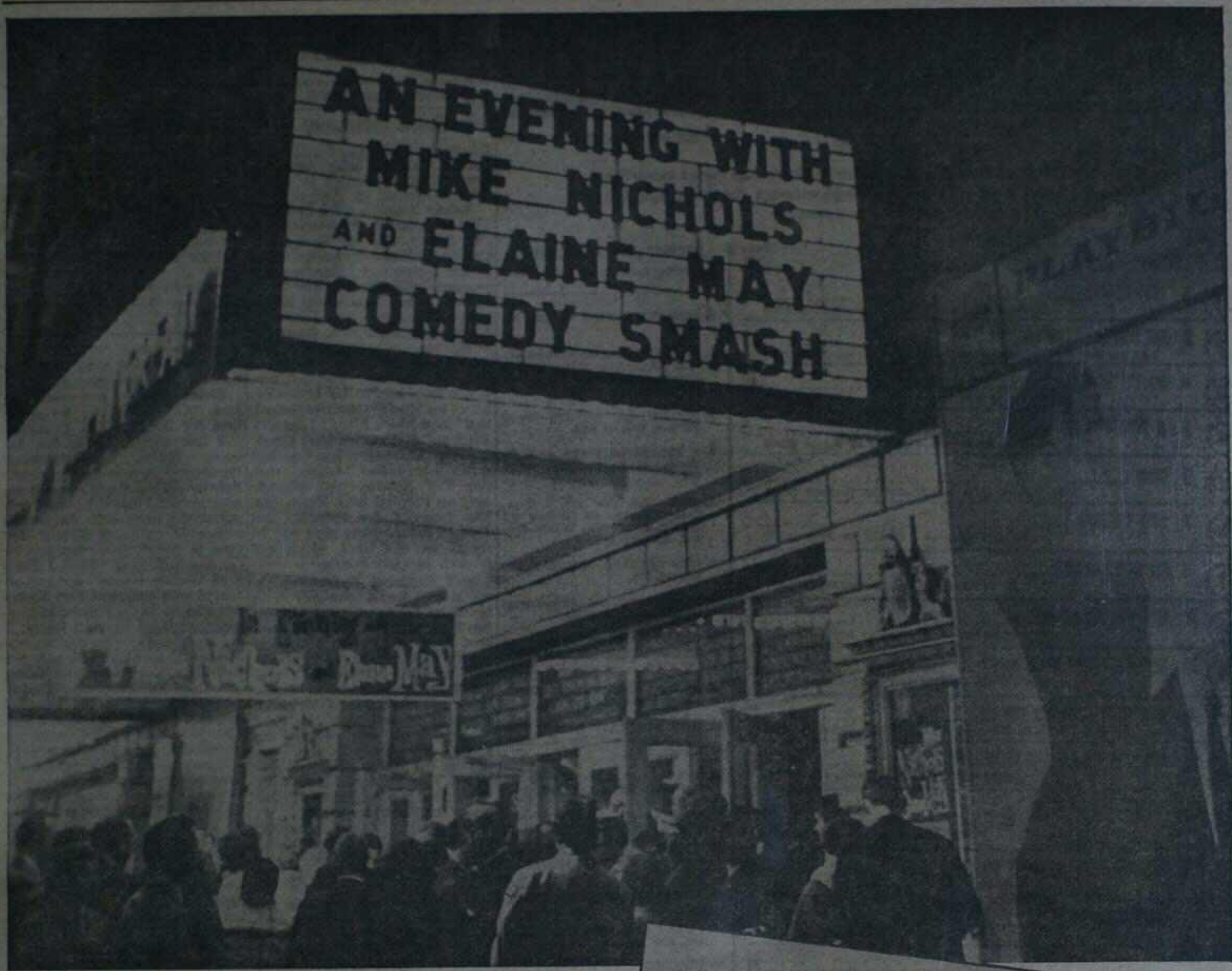

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THE NATION'S TOP TUNES

HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING DECEMBER 11

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	LAST DATE	By Floyd Cramer—Published by Acuff-Rose (BMI)	6
2	2	ARE YOU LONESOME TONIGHT	By Roy Turk-Lou Handman—Published by Bourne-Cromwell (ASCAP)	3
3	4	POETRY IN MOTION	By Kaufman & Anthony—Published by Meridian (BMI)	7
4	5	A THOUSAND STARS	By Pearson—Published by Bryden (BMI)	5
5	3	STAY	By Maurice Williams—Published by Windsong (BMI)	8
6	7	NEW ORLEANS	By Guida-Royster—Published by Pepe (BMI)	5
7	6	NORTH TO ALASKA	By Phillips—Published by Robbins (ASCAP)	6
8	27	WONDERLAND BY NIGHT	By Kaempfert—Published by Roosevelt (BMI)	2
9	14	HE WILL BREAK YOUR HEART	By Butler, Mayfield and Carter—Published by Conrad (BMI)	4
10	8	SAVE THE LAST DANCE FOR ME	By Pomus-Schuman—Published by Rumbalero-Progressive (BMI)	12
11	12	SAILOR (YOUR HOME IS IN THE SEA)	By Scharfenberger-Busch—Published by BIEM	3
12	10	GEORGIA ON MY MIND	By Hoagy Carmichael and Stewart Gorrell—Published by Peer International (BMI)	9
13	13	LET'S GO, LET'S GO, LET'S GO	By Hank Ballard—Published by Lois (BMI)	7
14	9	ALONE AT LAST	By Lehman—Published by Pearl (BMI)	6
15	11	I WANT TO BE WANTED	By Gannon-Spotti, Testa—Published by Leeds (ASCAP)	11
16	—	MY GIRL JOSEPHINE	By Domino-Bartholomew—Published by Travis (BMI)	1
17	—	LONELY TEENAGER	By Tepper-DePaola-Faraci—Published by Schwartz (ASCAP)	1
18	20	MANY TEARS AGO	By Scott—Published by Roosevelt (BMI)	3
19	—	EXODUS	By Gold—Published by Chappell (ASCAP)	1
20	15	YOU TALK TOO MUCH	By Joseph Jones and Reggie Hall—Published by Kahl Music (BMI)	9
21	18	SWAY	By Gimbel-Ruiz—Published by Peer (BMI)	3
22	29	YOU'RE SIXTEEN	By Sherman-Sherman—Published by Blue Grass (BMI)	2
23	—	I GOTTA KNOW	By Evans-Williams—Published by Alamo (ASCAP)	1
24	24	PERFIDIA	By Domenquez-M. Leeds—Published by Peer (BMI)	3
25	—	TO EACH HIS OWN	By Livingston and Evans—Published by Paramount Music (ASCAP)	1
26	22	HUCKLEBUCK	By Gibson and Alfred—Published by United (BMI)	4
27	23	SLEEP	By E. Leibey—Published by Miller (ASCAP)	8
28	—	I'LL SAVE THE LAST DANCE FOR YOU	By Pomus-Schuman—Published by Rumbalero-Progressive (BMI)	1
29	25	LIKE STRANGERS	By Bryant—Published by Acuff-Rose (BMI)	2
30	—	FOOLS RUSH IN	By Mercer-Bloom—Published by Bregman, Vocco and Conn (ASCAP)	1

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

1. **LAST DATE—Floyd Cramer, Vic 7775.**
2. **ARE YOU LONESOME TONIGHT**—Al Jolson, Dec 27043; Jaye P. Morgan, M-G-M 12752; **Elvis Presley, Vic 7810.**
3. **POETRY IN MOTION—Johnny Tillotson, Cadence 1384.**
4. **A THOUSAND STARS — Kathy Young and the Innocents, Indigo 108.**
5. **STAY**—Little Joe and Thrillers, Okeh 7136; **Maurice Williams and Zodiacs, Herald 552**; Martha Winters, Stephany 1805.
6. **NEW ORLEANS — U. S. Bonds, Legrand 819.**
7. **NORTH TO ALASKA—Johnny Horton, Columbia 41782.**
8. **WONDERLAND BY NIGHT—Bert Kaempfert, Dec 31141**; Louis Prima, Dot 16151.
9. **HE WILL BREAK YOUR HEART—Jerry Butler, Vee Jay 354.**
10. **SAVE THE LAST DANCE FOR ME—Drifters and Ben E. King, Atlantic 2071.**
11. **SAILOR (YOUR HOME IS IN THE SEA)—Lolita, Kapp 349.**
12. **GEORGIA ON MY MIND—Ray Charles, ABC-Paramount 10138.**
13. **LET'S GO, LET'S GO, LET'S GO Hank Ballard and the Midnighters, King 5400.**
14. **ALONE AT LAST—Jackie Wilson, Brunswick 55170.**
15. **I WANT TO BE WANTED—Brenda Lee, Dec 31149.**
16. **MY GIRL JOSEPHINE — Fats Domino, Imperial 5704.**
17. **LONELY TEENAGER — Dion, Laurie 3070.**
18. **MANY TEARS AGO — Connie Francis, M-G-M 12964.**
19. **EXODUS — Ferrante and Teicher, United Artists 274**; Mantovani, London 1953
20. **YOU TALK TOO MUCH**—Frankie Ford, Imperial 5685; **Joe Jones, Roulette 4304.**
21. **SWAY—Bobby Rydell, Cameo 183.**
22. **YOU'RE SIXTEEN—Johnny Burnette, Liberty 55285.**
23. **I GOTTA KNOW—Elvis Presley, Vic 7810.**
24. **PERFIDIA**—Four Aces/Al Alberts, Dec 27987; Ahmad Jamal, Okeh 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.**
25. **TO EACH HIS OWN**—Bell Notes, Madison 136; Carole Bennett, Shad 5008; Eddy Howard, Mer 30015; Ink Spots, Dec 23615; Tony Martin, Mer 30022; Jane Morgan, Kapp 264; **Platters, Mer 71697**; Margie Rayburn, Liberty 55159; Danny Welton, Coral 62221.
26. **HUCKLEBUCK—Chubby Checker, Parkway 813**; Craftsmen, Warwick 572; Georgia Gibbs, Roulette 4126; Lou Monte, Roulette 4294; Kate Smith, Kapp 227; Paul Williams and Hucklebuckers, Savoy 1557.
27. **SLEEP — Little Willie John, King 5394**; Eddie Peabody, Dot 15100.
28. **I'LL SAVE THE LAST DANCE FOR YOU—Damita Jo, Mer 71698.**
29. **LIKE STRANGERS—Everly Brothers, Cadence 1388.**
30. **FOOLS RUSH IN—Brook Benton, Mer 71722**; Remo Capra, Col 41697; Malcolm Dodds, End 1004; Norman Mapp, Jaro 77021; Joe Salvator, Seeco 6006.

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

GERMAN *Newsnotes*

• *Continued from page 6*

Northern Germany

Czechoslovakia, Poland and other Eastern countries with American firms whose production in return will be released by Amiga.

Arthur Brauner, chief of CCC-Film Production, is preparing a disk jockey show for **Paul Siegel** entitled "Schlager-Barometer" (Pop Music Barometer). Siegel's radio program in SFB Radio, "The Great Million Sellers," on which he introduces American recordings with a million or more sales, draws big attendance. . . . Philips has now started the distribution of Broadway Records here. The first records offered are "In My Little Corner of the World" **(Maureen Evans)**, and "Yogi Man's Bikini"-"The Yen Yet Song" **(Billhershek-Gary Cane)**. . . . Also Metronome has launched a new label called "Adano," starring **Ralf Roberts,** who formerly sang on Polydor; **Max Kutta,** who also recorded for Polydor, and **Teddy Fischer.** More stars will be signed for this label, which will produce pop music only.

Rolf Budde of Budde Publishing House, Berlin, currently is in the States for negotiations with his American affiliates. . . . Ariola will soon issue an LP with a German version of the **Rodgers - Hammerstein** musical "Oklahoma!" produced by **Horst Fuchs** in Berlin. Fuchs will produce for Teldec from beginning of next year. . . . **Fritz Schulz-Reichel,** one of our top pianists, will play in Teheran (Persia) in the spring. He will also record **Vico Torriani's** current hit, "Kalkutta Liegt Am Ganges" (Calcutta) for American Decca. . . . **Conny's** hits, "Kleine Lucienne" and "Wer Wird Der Erste Sein" (Who Will the First One Be) to be released on Capitol in the States.

Yugolavian **Ivo Robic,** who became one of our top stars with only one record, "Morgen," has recorded "Save the Last Dance for Me" with a German lyric entitled "Mit 17 Fangt Das Leben Erst Richtig An" (Life Just Starts at 17) for Electrola. Tune was released in the original version with the **Drifters** on Atlantic some weeks ago. . . . Teldec, German distributor of RCA, announced that orders for **Elvis Presley's** "Wooden Heart" have gone up to 200,000 after 10 days. . . . **Lys Assia** goes for the top in the French hit parade with "Madelein" b-w "Fais Toi Belle" on Fontana. In Germany, she is currently singing one of the 18 versions of "Never on Sunday" on Philips.

These were the tunes most played by the American Forces Network in Germany:

1. "Save the Last Dance for Me" **(Drifters)**
2. "North to Alaska" **(Johnny Horton)**
3. "I Want to Be Wanted" **(Brenda Lee)**
4. "Send Me the Pillow (That You Dream On)" **(Browns)**
5. "Chain Gang" **(Sam Cooke)**
6. "Blue Angel" **(Roy Orbison)**
7. "Togetherness" **(Frankie Avalon)**
8. "Don't Be Cruel" **(Bill Black's Combo)**
9. "Charming Billy" **(Johnny Preston)**
10. "Lucille" **(Everly Brothers)**

Colpix Records will now be distributed by the Danish firm of Sonet - Storyville in Germany, Austria and Switzerland. This firm has handled the Colpix label for some time in Scandinavia. The Danish firm Sonet-Storyville is represented on the German market by Metronome Records, Hamburg, who took over the distribution from the record importing firm Plotz & Company, Bremen, recently. Metronome has now issued Colpix singles, EP's and LP's with **Jimmy Darren** singing title melodies from the "Gidget" pic, "Because They Are Young" and "All the Young Men," which was shown here for the first time November 1.

Southern Germany

Elvis Presley's new recording from "G.I. Blues" (to be shown here for the first time December 23) has started competition between Teldec, who distributes Presley's RCA recordings here, and Polydor. Without any advance announcement, Polydor last week surprised the trade with the sudden release of "Wooden Heart." The tune is based upon the popular German folk song "Muss I Denn Zum Stadtele Hinaus" and was arranged with composer **Bert Kampfert** who works for Polydor as composer, arranger and ork leader. It is sung by ex-G.I. **Gus Backus,** who became popular here with only two recordings. Some days later Teldec issued the Presley original recording a week before the intended release date. The firm reports that 130,000 advance orders were recieved within the first three days. The new recording is so far the outstanding attraction.

The German Song Festival, which this year took place September 24 in Wiesbaden, will be held there again next year from September 18 to 22. As this year, the festival will be arranged by Radio Luxembourg and the City of Wiesbaden. The last competition was not shown on television, but the next one will be.

Christa Williams, whose greatest hit was the German version of **Connie Francis'** "My Happiness," has annulled her contract with Telefunken and signed with Ariola. Her first recordings on this label are being produced by **Helmut Jantsch.**

Ariola reports good results on the first "Week of the Record" held during their Young Talent Festival. This "Week of the Record" aimed to make the consumer's contact with records closer and to win new friends for the recording field generally. The firm received 108,000 letters, and 500 dealers participated in the window-decorating competition. A total of 3,600 record shop employees joined in the sellers' competition. Supported by Ariola, retail shops arranged about 640 record sessions, request parades and children's fairy tale afternoons with records. For the students there was arranged a competition in school music (classics, stories in sound, choir songs, operas). More than 600 schools and colleges have participated. The winners of these competitions will receive holiday trips and valuable prizes such as TV sets, tradios and record players. Encouraged by the success and attendance, Ariola plans to arrange a "Record Week" every year in the future. The firm is also intensifying its rack jobber system in book retail shops.

Lale Andersen's recording of the German version of "Never on Sunday," entitled "Ein Schiff Wird Kommen," has reached the 300,000 sales mark and tops all other 17 recordings available here. Most successful besides Lale Andersen is **Caterina Valente** and **Melina Mercduri,** the Greek actress from the film. The tune is at the top of the German hit parade now.

Next year's German radio, TV, and phono exhibition will take place in Berlin from August 25 to September 3. This year's exhibiton was held in Frankfort.

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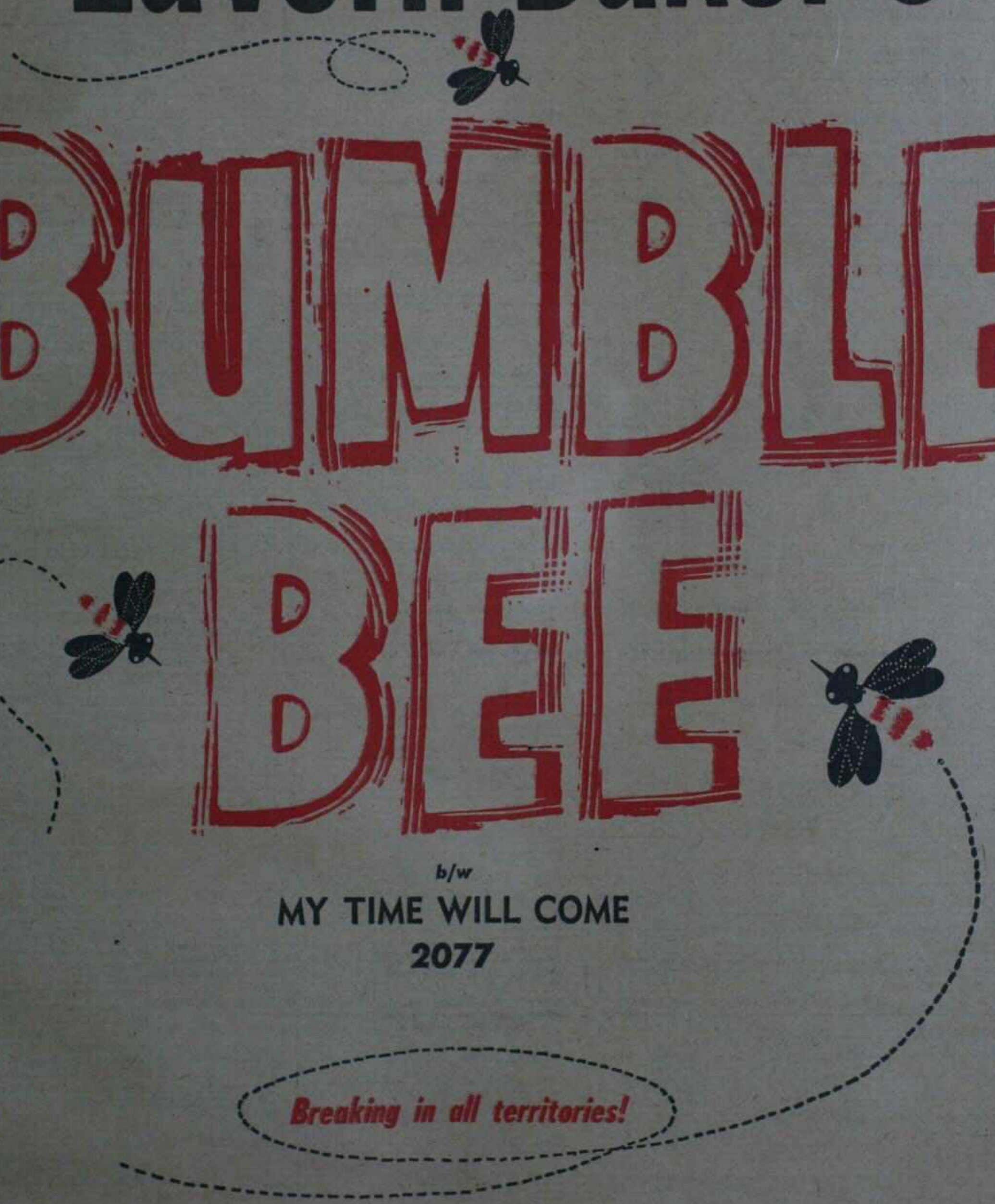
SETTIN' THE COUNTRY A-BUZZ!

LaVern Baker's



b/w
MY TIME WILL COME
2077

Breaking in all territories!

ATLANTIC RECORDS

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FOR WEEK ENDING DECEMBER 11

The Billboard HOT 100

★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.
[S] Indicates that 45 r.p.m. stereo single version is available.
△S Indicates that 33⅓ r.p.m. stereo single version is available.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE / Artist, Company, Record No.	STEREO	WEEKS ON CHART
1	1	2	35	ARE YOU LONESOME TONIGHT Elvis Presley, RCA Victor 7810	[S]	4
2	2	4	8	LAST DATE Floyd Cramer, RCA Victor 7775	[S]	9
3	4	3	2	POETRY IN MOTION Johnny Tillotson, Cadence 1384		9
4	3	1	6	STAY Maurice Williams and the Zodiacs, Herald 552		10
5	5	7	9	A THOUSAND STARS Kathy Young and the Innocents, Indigo 108		7
6	7	12	12	NORTH TO ALASKA Johnny Horton, Columbia 41782		12
7	11	15	23	HE WILL BREAK YOUR HEART Jerry Butler, Vee Jay 354		6
8	6	8	11	NEW ORLEANS U. S. Bonds, Legrand 819		8
9	12	24	34	SAILOR (YOUR HOME IS IN THE SEA) Lolita, Kapp 349		7
10	9	6	7	LET'S GO, LET'S GO, LET'S GO Hank Ballard and the Midnighters, King 5400		12
11	14	19	49	MANY TEARS AGO Connie Francis, M-G-M 12964		5
12	8	13	15	ALONE AT LAST Jackie Wilson, Brunswick 55170		9
★13	20	26	50	WONDERLAND BY NIGHT Bert Kaempfert, Decca 31141	[S]	4
★14	24	27	37	MY GIRL JOSEPHINE Fats Domino, Imperial 5704		7
15	10	5	1	GEORGIA ON MY MIND Ray Charles, ABC-Paramount 10135	[S]	9
16	16	20	40	SWAY Bobby Rydell, Cameo 182		5
17	21	32	41	YOU'RE SIXTEEN Johnny Burnette, Liberty 55285		6
18	13	10	5	SAVE THE LAST DANCE FOR ME Drifters, Atlantic 2071		14
19	18	21	31	PERFIDIA Ventures, Dolton 28		6
20	15	14	18	HUCKLEBUCK Chubby Checker, Parkway 813		9
★21	32	34	36	LONELY TEENAGER Dion, Laurie 3070		8
22	29	30	28	I'LL SAVE THE LAST DANCE FOR YOU Damita Jo, Mercury 71690		7
23	22	50	66	LIKE STRANGERS Everly Brothers, Cadence 1388		6
24	31	40	54	FOOLS RUSH IN Brook Benton, Mercury 71722		4
25	17	11	4	I WANT TO BE WANTED Brenda Lee, Decca 31149		13
26	28	22	22	TO EACH HIS OWN Platters, Mercury 71697	[S]	9
27	34	56	65	I GOTTA KNOW Elvis Presley, RCA Victor 7810	[S]	4
28	19	9	3	YOU TALK TOO MUCH Joe Jones, Roulette 4304		12
29	23	18	13	SLEEP Little Willie John, King 5394		14
★30	40	51	71	EXODUS Ferrante and Teicher, United Artists 274	[S]	4
31	25	43	51	OL' Mac DONALD Frank Sinatra, Capitol 4466		5
32	37	49	42	AM I THE MAN Jackie Wilson, Brunswick 55170		7
33	38	31	21	ARTIFICIAL FLOWERS Bobby Darin, Atco 6129		11
34	42	38	43	MY DEAREST DARLING Etta James, Argo 5368		12
35	30	33	38	RUBY DUBY DU Tobin Matthews, Chief 7022		6
36	27	17	10	BLUE ANGEL Roy Orbison, Monument 425		12
37	33	41	53	AM I LOSING YOU Jim Reeves, RCA Victor 7800		7
★38	50	58	57	NATURAL BORN LOVER Fats Domino, Imperial 5704		6
★39	70	94	—	LAST DATE Lawrence Welk, Dot 16145	[S]	3
40	48	53	55	BALLAD OF THE ALAMO Marty Robbins, Columbia 41869	△S	8
★41	75	—	—	BLUE TANGO Bill Black's Combo, Hi 2027		2
42	36	36	33	TOGETHERNESS Frankie Avalon, Chancellor 1056	[S]	12
43	49	60	77	GONZO James Booker, Peacock 1697		5
44	39	37	44	WAIT FOR ME Playmates, Roulette 4276		7
★45	61	64	—	RUBY Ray Charles, ABC-Paramount 10164		3
46	44	46	52	DEAR JOHN Pat Boone, Dot 16152	[S]	7
47	54	59	75	ALABAM Pat Boone, Dot 16152		7
48	26	23	17	DEVIL OR ANGEL Bobby Vee, Liberty 55270		19
49	55	68	89	I MISSED ME Jim Reeves, RCA Victor 7800		4
50	41	65	92	RUBY DUBY DU Charles Wolcott, M-G-M 12944	[S]	6
★51	78	88	88	WONDERLAND BY NIGHT Louis Prima, Dot 16151	[S]	4
52	35	16	14	DON'T BE CRUEL Bill Black's Combo, Hi 2026		13
★53	67	—	—	RUBBER BALL Bobby Vee, Liberty 55287		2
54	62	71	—	EXODUS Mantovani, London 1953	[S]	3
★55	66	73	—	HARD HEARTED HANNAH Ray Charles, ABC-Paramount 10164		3
56	59	67	—	GEE WHIZ Innocents, Indigo 111		3
57	52	35	27	PETER GUNN Duane Eddy, Jamie 1168		9
★58	73	87	—	(WILL YOU LOVE ME) TOMORROW Shirelles, Scepter 1211		3
59	64	72	83	ONCE IN A WHILE Chimes, Tag 444		6
60	45	28	19	MY HEART HAS A MIND OF ITS OWN Connie Francis, M-G-M 12923		17
61	51	39	24	SUMMER'S GONE Paul Anka, ABC-Paramount 10147	[S]	11
★62	79	—	—	WINGS OF A DOVE Ferlin Husky, Capitol 4466		2
63	43	29	16	LET'S THINK ABOUT LIVIN' Bob Luman, Warner Bros. 5172		14
64	47	44	30	LOVE WALKED IN Dinah Washington, Mercury 71656		10
65	65	78	82	GREEN LEAVES OF SUMMER Brothers Four, Columbia 41868	△S	6
66	68	81	59	THEME FROM THE SUNDOWNERS Billy Vaughn, Dot 16133	[S]	10
67	81	—	—	WALK SLOW Little Willie John, King 5428		2
68	76	83	99	SEND ME THE PILLOW (THAT YOU DREAM ON) Browns, RCA Victor 7864	[S]	4
★69	—	—	—	SAD MOOD Sam Cooke, RCA Victor 7816		1
70	74	84	91	THE BELLS James Brown, King 5423		4
71	84	96	—	CORINNA, CORINNA Ray Peterson, Dunes 2002		3
72	86	—	—	DOLL HOUSE Donnie Brooks, Era 3028		2
73	69	82	76	ALABAM Cowboy Copas, Starday 501		11
74	72	76	85	DON'T GO TO STRANGERS Etta Jones, Prestige 180		5
75	77	86	94	LAST OF THE BIG TIME SPENDERS Cornbread and Biscuits, Maske 1102		4
76	71	79	87	CRY, CRY, CRY Bobby (Blue) Bland, Duke 327		5
77	85	77	64	BALLAD OF THE ALAMO Bud and Travis, Liberty 55284		8
78	58	45	25	THEME FROM THE APARTMENT Ferrante and Teicher, United Artists 231		20
★79	—	—	—	GROOVY TONIGHT Bobby Rydell, Cameo 182		1
80	87	—	—	RAMONA Blue Diamonds, London 1954		2
81	89	93	95	GEE Jan and Dean, Dore 576		4
82	93	95	96	BUMBLE BEE La Vern Baker, Atlantic 2077		4
83	95	—	—	COME RAIN OR COME SHINE Ray Charles, Atlantic 2084		2
★84	—	—	—	HOOCHI COOCHI COO Hank Ballard and the Midnighters, King 5430		1
85	91	92	—	SERENATA Sarah Vaughan, Roulette 4285		6
86	94	100	—	GLORIA'S THEME Adam Wade, Coed 541		3
★87	—	—	—	MAGNIFICENT SEVEN Al Caiola, United Artists 261		1
★88	—	—	—	RAMBLIN' Ramblers, Addit 1257		1
★89	—	—	—	WONDERLAND BY NIGHT Anita Bryant, Carlton 537		1
★90	—	—	—	DANCE BY THE LIGHT OF THE MOON Olympics, Arvee 5020		1
91	—	—	—	YOU ARE MY SUNSHINE Johnny and the Hurricanes, Big Top 3056		1
92	100	—	—	HAVE YOU EVER BEEN LONELY Teresa Brewer, Coral 62236		2
93	96	97	97	SWEET DREAMS Don Gibson, RCA Victor 7805	[S]	4
94	97	—	73	PSYCHO Bobby Hendricks, Sue 751		4
95	57	55	46	DIAMONDS AND PEARLS Paradons, Milestone 2003		16
96	—	—	—	LITTLE MISS BLUE Dion, Laurie 3070		1
97	—	—	—	AGE FOR LOVE Jimmy Charles, Promo 1003		1
98	—	—	—	YOU BETTER KNOW WHAT YOU'RE DOING Lloyd Price, ABC-Paramount 10162		1
99	—	—	—	WABASH BLUES Vagrants, Madison 140		1
100	—	—	—	ROCKIN' ROLLIN' OCEAN Hank Snow, RCA Victor 7782		1

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& 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

*RUBY ..... Ray Charles
(Miller, ASCAP)

*HARD-HEARTED HANNAH
(Advanced, ASCAP) ABC-Paramount 10164

*(WILL YOU LOVE ME) TOMORROW ..... Shirelles
(Aldon, BMI) Scepter 1211

WINGS OF A DOVE ..... Ferlin Husky
(Bee-Gee, BMI) Capitol 4406

*SAD MOOD ..... Sam Cooke
(Kags, BMI) RCA Victor 7816

C&W

POLKA ON A BANJO .... Lester Flatt & Earl Scruggs
(Cedarwood, BMI) Columbia 41786

R&B

I'LL SAVE THE LAST DANCE FOR YOU ..... Damita Jo
(Rumbalero-Progressive, BMI) Mercury 71690

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. HAPPY DAYS ..... Mary Johnson, United Artists 273
2. MR. LIVINGSTON ..... Larry Verne, Era 3034
3. GEE WHIZ ..... Bobby Day, Rendezvous 136
4. SIXTY-MINUTE MAN ..... Untouchables, Madison 139
5. PLEASE, PLEASE, PLEASE .. James Brown, Federal 12258
6. GOOD NEWS ..... Eugene Church, Rendezvous 132
7. LET'S DO THE HULLY GULLY ..... Bill Doggett, Warner Bros. 5181
8. OH, LONESOME ME .... Bob Luman, Warner Bros. 5184
9. CINDERELLA ..... Classics, Dart 1015
10. BABY, O' BABY ..... Shells, Johnson 104
11. JINGLE-BELL ROCK ..... Bobby Helms, Decca 30513
12. ZING WENT THE STRINGS OF MY HEART ..... Kalin Twins, Decca 31189
13. YOU DON'T WANT MY LOVE ..... Andy Williams, Cadence 1389
14. CALCUTTA ..... Lawrence Welk, Dot 16161
15. ROUND ROBIN ..... Donnie Brooks, Era 3028

HOT 100: A TO Z

A Thousand Stars 5
Age for Love 97
Alabam (Boone) 47
Alabam (Cooke) 72
Alone at Last 13
Am I Losing You 37
Am I the Man 33
Are You Lonesome Tonight 1
Artificial Flowers 33

Ballad of the Alamo (Bud & Travis) 77
Ballad of the Alamo (Robbins) 40
Bells (The) 70
Blue Angel 36
Blue Tango 41
Bumble Bee 63

Come Rain or Come Shine 83
Carrina, Carrina 71
Cry, Cry, Cry 74

Dance by the Light of the Moon 90
Dear John 46
Devil or Angel 48
Diamonds and Pearls 95
Doll House 73
Don't Be Cruel 53
Don't Go to Strangers 74

Exodus (Ferrante and Teicher) 30
Exodus (Mantovani) 54

Fools Rush In 24

Gee 61
Gee Whiz 86
Georgia on My Mind 15
Gloria's Theme 86
Gonzo 43
Green Leaves of Summer 65
Groovy Tonight 79

Hard Hearted Hannah 55
Have You Ever Been Lonely 92
He Will Break Your Heart 7
Hoochi Coochi Coo 84
Huckleback 70

I Gotta Know 27
I Missed Me 69
I Want to Be Wanted 23
I'll Save the Last Dance for You 22

Last Date (Cramer) 3
Last Date (Welk) 29
Last of the Big Time Spenders 75
Let's Go, Let's Go, Let's Go 10
Let's Think About Livin' 63
Like Strangers 32
Little Miss Blue 96
Lonely Teenager 31
Love Walked In 64

Magnificent Seven 87
Many Tears Ago 11
My Dearest Darling 34
My Girl Josephine 14
My Heart Has a Mind of Its Own 49

Natural Born Lover 28
New Orleans 8
North to Alaska 6

Ol' MacDonald 21
Once in a While 19

Perfidia 19
Peter Gunn 57
Poetry in Motion 2
Pretty 94

Ramblin' 88
Ramona 80
Rockin' Rollin' Ocean 100
Rubber Ball 53
Ruby 45
Ruby Duby Du (Matthews) 35
Ruby Duby Du (Wolcott) 39

Sad Mood 69
Sailor (Your Home Is in the Sea) 4
Save the Last Dance for Me 18
Send Me the Pillow (That you Dream On) 68
Serenade 81
Sleep 39
Stay 4
Summer's Gone 61
Susy 16
Sweet Dreams 93

Theme From The Apartment 78
Theme From The Sundowners 66
To Each His Own 36
Togetherness 42

Wabash Blues 99
Wait for Me 44
Walk Slow 67
(Will You Love Me) Tomorrow 68
Wings of a Dove 62
Wonderland by Night (Bryant) 89
Wonderland by Night (Keampfert) 12
Wonderland by Night (Prima) 51

You Are My Sunshine 91
You Better Know What You're Doing 92
You Talk Too Much (Jones) 25
You're Sixteen 17

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

DUANE EDDY

PEPE (Shapiro-Bernstein, ASCAP) (1:57) — LOST FRIEND (Linduane, BMI) (2:20)—The attractive film theme, "Pepe," is handed a smart, melodic interpretation by the Eddy guitar. Flip is a slow, mystic side, featuring Eddy's haunting guitar work. Both sides are strong, with "Pepe" a shade stronger. **Jamie 1175**

DINAH WASHINGTON

WE HAVE LOVE (De Larue, BMI) (2:15)—LOOKING BACK (Eden-Sweco, BMI) (2:33)—The thrush has two sock sides here. "We Have Love" is a catchy novelty with clever lyrics. Flip is a tender ballad with a warmly expressive vocal by the canary. **Mercury 71744**

NEIL SEDAKA

CALENDAR GIRL (Aldon, BMI) (2:32)—THE SAME OLD FOOL (Aldon, BMI) (2:56)—Sedaka registers with solid impact on "Calendar Girl," a swinging teen-appeal ditty. The warbler switches to a wistful vocal style, via a multi-track reading of the flip, an attractive country-flavored item. Both sides have good sales potential. **RCA Victor 7829**

JEANNE BLACK

OH HOW I MISS YOU TONIGHT (World-Bourne, ASCAP) (2:50)—Here's a fine old tune, wrapped up in an appealing reading by the thrush. Altho the song is an oldie, it is presented as an answer to Elvis Presley's current smash, "Are You Lonesome Tonight?" and features an effective narration by the canary on the bridge. Watch it. Flip is "A Little Bit Lonely" (Central Songs, BMI). **Capitol 4492**

RAY ORBISON

I'M HURTIN' (Acuff-Rose, BMI) (2:43)—I CAN'T STOP LOVING YOU (Acuff-Rose, BMI) (2:43)—"I'm Hurtin'" —a smart rocker—is sold with sock personality and style by Orbison. The flip, a great country tune penned by Don Gibson, is accorded a solid interpretation by the singer. Both sides are strong. **Monument 433**

DANTE AND THE EVERGREENS

YEAH BABY (Ultra-Romeo, BMI) (1:46)—WHAT ARE YOU DOING NEW YEAR'S EVE (Frank, ASCAP) (2:31) —Two fine sides by the talented group. Top side is a swinging reading of a rousing rocker that the boys handle well; flip is the fine oldie song with taste by the group. **Madison 143**

THE PARADONS

TAKE ALL OF ME (Grayson-Oliver, BMI) (2:16)—SO FINE, SO FINE, SO FINE (Graydon-Oliver, BMI) (1:58) —The boys make their debut on the label with strong performances on two new items here. Top side is a rocka-ballad, flip is a rousing gospel item. Strong wax. **Warner Bros. 5186**

DAVID SEVILLE AND THE CHIPMUNKS

RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas, ASCAP) (2:32)—SPAIN (Monarch, ASCAP) (1:37)—Here's another winning effort by the Chipmunks full of their usual charm and strong kddie appeal. "Rudolph" has never been done in quite this way before and the clever novelty treatment can make it the holiday disk of the year. Flip, a non-seasonal item, has plenty of humor and sound and could also go. **Liberty 55289**

(Continued on page 32)

MUSIC PUBLISHER INFORMATION:

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

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Reviews of THIS WEEK'S SINGLES

the pick of the new releases:

SPOTLIGHT WINNER OF THE WEEK

Strongest sales potential of all records reviewed this week.

• Continued from page 31

SKEETER DAVIS
MY LAST DATE WITH YOU (Acuff-Rose, BMI) (2:30)—The thrush scored recently with the answer song, "I Can't Help You I'm Falling Too," and here she has another fine effort. It's a vocal version of the current Floyd Cramer instrumental hit, and Miss Davis gives it much heart. It can go. Flip is "Someone I'd Like to Forget" (Moss Rose, BMI) (2:31). **RCA Victor 7825**

DODIE STEVENS
YES I'M LONESOME TONIGHT (Bourne-Cromwell, ASCAP) (3:23)—Here is one of the fine "answers" to the Elvis Presley hit. It's the same song sung and recited with warmth by the lass. A winning performance. Flip is another standard, "Too Young" (Jefferson, ASCAP) (2:02). **Dot 16167**

THE DIAMONDS
THE CRUMBLE (Figure, BMI) (2:36)—The boys could hit the charts again with this bright, driving dance side, which features a twist-type rhythm. Solid wax. Flip is "You'd Be Mine" (Tulip, ASCAP) (2:39). **Mercury 71734**

BOYD BENNETT
BIG JUNIOR (Benjon, BMI) (2:34)—Boyd Bennett shows off his fine talking-singing style on this catchy swinging disking. It could land the chanter back on the hit lists. Flip is "Hershey Bar" (Marty's, BMI) (2:34). **Mercury 71724**

RITCHIE
BEAT PARTY (PARTS 1 AND 2) (Ricki, ASCAP) (2:00 and 2:03)—Here's a real rockin' swinger instrumental that features horn, guitar and trumpet leads all working out on a driving riff. The record builds on both sides, with Side 2 featuring a frantic drum solo. This could easily catch on. **A 106**

DANTE
IF YOU DON'T KNOW (Darrow, BMI) (2:17)—A solid debut for the chanter. Dante gives a fine, exuberant performance on a bright, swinging rocker, with an assist from a top-notch arrangement. Side moves all the way and it could spring the lad if exposed. Flip is "Leave Your Tears Behind You (Darrow, BMI) (2:32). **Decca 31178**

SPECIAL MERIT SPOTLIGHTS

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

(Reviews appear elsewhere in this issue)

Pop Talent

LINDA LEE
★★★★ ARE YOU LONESOME TONIGHT (Bourne, ASCAP) (3:05)

★★★ THERE HE GOES (Riverside, ASCAP) (2:46) Shasta 146

★★★★ VERY STRONG SALES POTENTIAL

POPULAR ★★★★

THE CRICKETS
★★★★ **Peggy Sue Got Married** — CORAL 62238—This Buddy Holly tune recaptures a lot of the flavor of the Holly hits. It features the Crickets in a strong performance that has a chance. (Peer Int'l, BMI) (1:43)

★★★★ **Don't Cha Know** — Another with the old Crickets sound. They sell this with gusto and both sides could catch coins. (Cricket, BMI) (2:05)

JACK SCOTT
★★★★ **Is There Something on Your Mind**—TOP RANK 2093—Jack Scott comes thru with a rock reading of a warm and tender country-oriented weeper. It is one of his best sides in a long time and he sells it powerfully. Could be big. (Wolfpack, SESAC) (2:40)

★★★★ **Found a Woman** — Cute rocker receives a solid go by Jack Scott aided by a tricky arrangement and a vocal group who add much excitement. Watch 'em both. (Wolfpack, SESAC) (2:16)

PATTI PAGE
★★★★ **Don't Read the Letter** — MERCURY 71745—Patti Page is back in her old country groove here as she sings this weeper about a quarrel with her boy friend. It's a strong item that could be big. (Aldon, BMI) (2:30)

★★★★ **That's All I Need to Know** — Patti Page sells this bright and smart novelty over first-rate backing by the ork in her usual professional style. It's a bright waxing with a chance. Watch it. (Anax, BMI) (2:20)

DEAN HAWLEY
★★★★ **Rainbow** — DORE 577 — This was a hit for the British chanter and writer of the tune, Russ Hamilton, several seasons back, and now Hawley comes thru with a winning performance, with chick backing plus the infectious guitar sound. Two fine efforts. (Robbins, ASCAP) (2:06)

★★★★ **Hey There** — The Adler Ross tune from "Pajama Game" is done neatly by Hawley with a smartly turned guitar support. The chanter is in good form with this effort and he could show again with the side. Watch it. (Frank, ASCAP) (2:06)

JO ANN CAMPBELL
★★★★ **But Maybe This Year** — ABC-PARAMOUNT 10172 — Vivacious chirping by gal on a catchy ditty. Merits exposure. (Iris-Trojan, BMI) (2:25)

★★★★ **Crazy Daisy**—Canary sings perky on a bouncy r.&r. rhythm-novelty. (Marielle-Pub, BMI) (2:15)

IVAN WARD & THE SWINGSTERS
★★★★ **66 Rock**—SAVOY 1591—A wild driving instrumental effort, with a Latin and a blues touch is handed a solid go and it could take off if exposed. Strong wax. (Twin Oaks-Savoy, BMI)

★★★ **Congo Glide**—Most attractive and swinging instrumental item by Ward and his combo here. The side has an unusual sound and it moves. (Twin Oaks-Savoy, BMI)

RICKY PAGE
★★★★ **Yes, I'm Lonesome Tonight**—RENDEZVOUS 139—Ricky Page, a sweet-voiced young lass, comes thru with yet another reading of the "answer" tune to the current Elvis Presley hit. She sings and recites it with sincerity. Could get action. (Bourne-Cromwell, ASCAP) (3:07)

★★★ **Standing on a Mountain Top**—On this side the chantress sells an attractive rockaballad neatly over pronounced triplet backing. Flip is stronger. (Figure, BMI) (2:29)

WERNER MULLER ORK
★★★★ **Calcutta** — DECCA 31189 — This swinging disk, issued two years ago, has been reissued due to the action on the tune. It is a bright instrumental and chorus version of the song that could get a share of the coin. (Princess-Symphony House, ASCAP)

★★★ **Love Is Like a Violin** — Lovely, familiar ditty is handed a warm instrumental performance. Side should grab spins. (Chappell, ASCAP)

LINDA LEE
★★★★ **Are You Lonesome Tonight** — SHASTA 146 — Jimmy Wakely's daughter sings with sweet polenancy on the pretty oldie, another version of the answer song to the Elvis Presley hit. There's strong competition on tune, but this one merits exposure. (Bourne, ASCAP) (3:05)

★★★ **There He Goes** — Appealing delivery by thrush on a plaintive ballad, with country flavor. Good talent. (Riverside, ASCAP) (2:46)

SARAH VAUGHAN
★★★★ **If You Are But a Dream** — MERCURY 71742 — Sarah comes thru with a velvety performance on the lovely standard here, aided by a simple ork and chorus arrangement. One of her better recent sides. (Barton, ASCAP) (2:47)

★★★ **Mary Contrary** — This tune, a simple and attractive ditty in the folk tradition, receives a fine performance from the thrush and it should grab a lot of jock spins. (Meadowbrook, ASCAP) (2:38)

SIR CHAUNCEY
★★★★ **Midi-Midinette**—WARNER BROS. 5185—A quaint, Parisian-styled instrumental effort, not unlike Lawrence Welk's "Calcutta" in its treatment. A bright side that could gather plenty of play. (Witmark, ASCAP) (2:34)

★★★ **Beyond Our Love** — Another pleasant instrumental, this time in slower tempo and set to a rippling concerto-type piano rhythm figure. Strings predominate here in another programmable side. (Aut, ASCAP) (2:12)

SHORTY BILLUPS
★★★★ **Bend a Little**—UNITED ARTISTS —An auspicious debut by the singer on the label with a strong performance of a tune that is somewhat on the order of "Kiddio." It has a good sound and Billups could get some action with it. (Kryder, BMI) (2:04)

★★★ **The Search Is Over**—Shorty Billups gives a tasteful performance of a snappy rhythm effort with the backing supporting him with a solid beat. Attractive side. (Kryder, BMI) (2:21)

BILL RICE
★★★★ **Let the Four Winds Blow** — FERNWOOD 224—An impressive chanter is Rice as he pounds out this persuasive rhythm item, with good organ backing. Interesting down home rhythm here. Side has a chance. Tune is by Fats Domino and Dave Bartholomew, and was a hit for Roy Brown in 1957. (Commodore, BMI) (2:00)

★★★ **How Will We Ever Be Together**—A good New Orleans beat tune and it's given a sharp reading by Rice. The artist has a fine sound here, too. (Sandra, BMI) (2:10)

JOHNNY O'KEEFE
★★★★ **Don't You Know, Pretty Baby**—LIBERTY 55262—Blues, chanted with a strong touch of church style, with a chick chorus behind the male vocal. Horns take over midway and maintain interest. (Robin Hood-Jat, BMI) (2:11)

★★★ **Take My Hand** — A bouncy rhythm side, with sharp percussion and a rousing effect to the arrangement, contributed to by the raucous vocal, chorus and horns. (Camarillo-Jat, BMI) (2:22)

BUDDY HUGHEY
★★★★ **Wondering** — UNITED ARTISTS 264—Attractive vocal stint on country-flavored ditty with effective backing. Singer shows off a warm style here and side has a chance. (Hill & Range, BMI) (2:00)

★★★ **It's All Over But the Crying**—Plaintive rockaballad is sung with feeling and sincerity. (Nash-Beau, BMI) (2:43)

GLEN COVINGTON
★★★★ **If I Loved You** — WARWICK 587—Strong renditon of the poignant Rodgers and Hammerstein standard. Solid deejay side. (Williamson, ASCAP) (2:34)

★★★ **The Story of My Life** — Rich warbling by Covington on fervid up-tempo theme with churchy flavor. Merits exposure. (Famous, ASCAP) (2:17)

AQUATONES
★★★★ **There's a Long, Long Trail** — FARGO 1015—Here's a novel version of the standard, which features a pleasant reading of the verse, followed by the chorus by a high-voiced chick with vocal support from the group. This group has been on the charts before and this could win them more spins. (Witmark, ASCAP) (1:51)

★★ **Every Time** — The rocker side, this time with a lead by one of the cats in the group. He offers it in a shouted rockabilly style. Flip has more interest. (Instant, BMI) (2:03)

BOB ARLIN
★★★★ **East L. A.** — OLYMPIA 500 — A blues, with a well-known guitar figure and a lyric of considerable novelty value. A chorus and horns contribute to some uninhibited passages. (Kahl-Van Doe, BMI) (2:30)

★★ **Pearl of My Heart** — This lacks impact of flip. Has some of the same shouting style and bluesy quality. (Kahl-Van Doe, BMI) (2:25)

THE MELLOKINGS
★★★★ **Tonight-Tonight** — HERALD 502—The group had a healthy hit with this rockaballad in 1957 and the reissue is now getting activity in various markets. Side should be watched. (Angel, BMI) (2:30)

★★ **Do Baby Do** — A bouncy, rhythmic ditty is turned out in sprightly fashion. Lead shouts it out but flip is the side to watch. (Angel, BMI) (2:20)

★★★ GOOD SALES POTENTIAL

POPULAR ★★★

MARTY GOLD & HIS ORK
★★★ **Cry Like the Wind** — RCA VICTOR 7822—This is an instrumental version of one of the tunes from the new musical "Do Re Mi," and it's handled very tastefully here by the Marty Gold crew. Side has a chance for spins and spins. (Stratford, ASCAP) (2:14)

★★★ **The Breeze and I** — The oldie is done up in grand fashion here by the Marty Gold crew, which adds a modern touch to the old Jimmy Dorsey hit. Two strong sides. (Marks, BMI) (2:48)

THE HI-LO'S
★★★ **The Trolley Song** — COLUMBIA 41867 — A slick and hip version of the standard from the flick "Meet Me in St. Louis" of years ago. The boys sing it in their usual solid style and the side could get zillions of spins. (Feist, ASCAP) (2:07)

★★★ **Five Foot Two, Eyes of Blues** — The Hi-Lo's handle the oldie in their usual bright fashion over snappy and corny backing. An outstanding hunk of wax that deserves a lot of spins and juke plays. (Feist-Warock, ASCAP) (2:19)

BOBBY JOHNSTON
★★★ **Cajun Queen** — MERCURY 71710—A colorful lyric and a rhythm that marches right along marks this one, which tells of a beautiful Cajun chick in New Orleans. Flute or pennywhistle is effective. Vocal is in the shouting style. (Mellin, BMI) (2:27)

★★★ **Sweet Molly Brown** — A march song, with drums and fife contributing typical marching spirit. Lyric is a romantic Civil War story. (Mellin, BMI) (2:20)

WALLY WIGGINS
★★★ **Sweeter Than Sweet** — MERCURY 71713 — Rockaballad, with Wiggins contributing a well-phrased vocal. A well-made record, as to arrangement and sound. (Sully, BMI) (2:25)

★★★ **Maybelline** — Chuck Berry's hit of some years ago gets a rousing reading. A chorus and driving horns are behind the vocal. (Arc, BMI) (2:11)

RED PRYSOCK
★★★ **More Handclappin'** — MERCURY 71755 — Instrumental rocker. Initial attack by the horns is taken over by the ork as the pace never flags. Watch it. (Eden, BMI) (2:25)

★★★ **Twistin' N Bendin'** — Instrumental, with fine horn passages and a world of rhythm. Very danceable. (Eden, BMI) (2:15)

JOHNNY DUNCAN
★★★ **Freddy and His Go-Cart**—LEADER 812 — A cute tune, written by John Leudermilk, is neatly handled by Duncan. Nice insistent rhythm backing by guitar. (Acuff-Rose, BMI) (2:44)

★★★ **Hello Mary Lou - Goodbye Heart** — A bouncy rhythm tune with the upbeat sound highlighted by banjo, guitar rhythm. Duncan again turns in a good vocal, with chorus. Both sides have a strong country flavor. (January, ASCAP) (2:08)

EARL BOSTIC AND BILL DOGGETT
★★★ **Earl's Dog** — KING 5427 — Sock organ and sax solo work on swinging instrumental theme. Fine juke and jockey wax. (Armo, BMI) (2:50)

★★★ **Special Delivery Stomp** — Bostic contributes his usual exciting sax solo work on another solid rhythm instrumental. Same comment on potential. (Bosworth, BMI) (2:06)

SHELBY FLINT
★★★ **Somebody** — VALIANT 6001 — The thrush has a fresh, charming voice. She is singing a pretty tune here and merits exposure. (Sherman-DeVorzon, BMI) (2:17)

★★★ **Angel on My Shoulder** — Similar to the flip. A good vocal of considerable freshness. (Sherman-DeVorzon, BMI) (2:17)

BOB AND LARRY
★★★ **The Strut** — KING 5426 — Bouncy, danceable rhythm item is sung with infectious vitality. Good TV hop item. (Lois, BMI) (2:30)

★★★ **"Be Sure" True Love Is Hard to Find** — Plaintive duo vocalizing by boys on attractive rockaballad. Lads are in the Everly tradition. (Lois, BMI) (2:53)

THE GALAZIES
★★★ **Get Best** — EPIC 9427 — Group takes off on a medium tempo blues here with tenor sax out front for a solo and pace setting by guitar. (Carbaugh, ASCAP) (2:20)

★★★ **Ride Your Horse** — A new dance step is explained on this side called, "the horse." A vocal group called the Regulars chants behind and there's some blowing by the assiting combo which features a tenor sax. (Carbaugh, ASCAP) (2:34)

CLAUDE McLIN COMBO
★★★ **Swinging Bag Pipes** — ALLEGRO 1460 — Sock jazz-flavored ork treatment of swinging instrumental theme. Fine wax for hip jocks. (Allegro) (2:45)

★★★ **Happy Hop** — Bright, bouncy instrumental theme is wrapped up in lively arrangement. Spinnable. (Allegro) (2:45)

SANDY CORDELL
★★★ **My Rockin' Home on the Range** — SUNBIRD 1002 — Showmanly piping by thrush on bouncy r.&r. version of the oldie. (Lambert, ASCAP) (2:07)

(Continued on page 35)

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FOLK TALENT AND TUNES

By BILL SACHS

With the Jockeys

Dave Martin, who whirls the country platters on both WESO, Southbridge, Mass., and WORC, Worcester, Mass., takes his pen in hand to voice mild dissatisfaction with the policies of some of the major labels and their distributors. "I have the only c.&w. program in Central Massachusetts," Dave starts out, "with excellent listener response. Mail runs approximately 100 pieces a week for a total of two hours of air time; very good I think. Columbia's service is superior, but it ends there. Decca, Capitol and RCA Victor never voluntarily send disks. I have to make nearly a 90-mile round trip to Boston to beg for disks, and the story is often, 'Our agent who issues deejay copies is not here right now.' As a result, nothing is obtained and a trip is wasted. I am not a paid employee of either WESO or WORC. I do the c.&w. shows for sheer enjoyment and to please a very responsive audience. Further, I do not intend to purchase records from private funds, as I have plenty of good numbers on Columbia, Starday, M-G-M and Dot which will get my votes and listings. I promise air time plus label credit on every worthwhile number received." Martin's address is 23 Walnut Street, Oxford, Mass.

Shelly O'Connell, manager of CFYK, Yellowknife, N.W.T., Canada, invites taped intros and comments by Western artists for a tri-station country-disk day-timer. "We are three stations in the Far Canadian North gold-mining and prospecting country where c.&w. music is much enjoyed," writes O'Connell. Each of these stations will be carrying a daily, hour-long block of folk music under the title 'Wagon Wheels.' Our aggregate audience is a sizable one and any help will be appreciated." . . . KTLW, Texas City, Tex., the only clear-channel station on the Texas Gulf Coast, which has been operating c.&w. in the mornings and pop in the afternoons, switched to a full-time country music format October 17. The continued success of 'Tater Pete Hunter's daily two-hour stint on the station the last five years was one of the reasons for the switch, according to Bob Greer, KTLW general manager and himself a former c.&w. deejay.

Charles W. Keller, program director at KENS, San Antonio 50,000-watter, reports that the station has made the big switch to exclusive country and western music and that the results have been nothing short of fantastic. "During the first-week of operation under the new format," says Keller, "phone calls poured in from all over Texas and we were swamped with an avalanche of congratulatory mail." On KENS' deejay brigade are **Charlie Walker,** Columbia artist; **Bill Mack,** formerly of KDAV, Lubbock, Tex.; **Joe Simpson,** veteran KENS staffer; **Neal Merritt,** an old fave in the San Antonio area, and **Bill Shomette,** South Texas c.&w. personality. The lads invite service from the various record companies, as well as promo tapes and Ids from c.&w. performers. . . . "Oklahoma Round-Up," country record show emseed by **Johnny Daume** on KWCO, Chickashaw, Okla., 8-10 p.m. nightly, had as recent guest **Suzanne Pregun,** newly crowned Queen of the Oklahoma College for Women, and her royal bodyguard, **Sue Smith.** Miss Pregun, a Hungarian refugee, was sponsored by the Rotary Club.

Uncle Bob Hardy, P. D. and deejay at WITE, Brazil, Ind., invites c.&w. artists to send him blog material on themselves for use on his morning show wherein he salutes a different artist each day. . . . "Since writing you last, complaining of poor record service from RCA Victor, I received a bundle of records from Marty Hirsch, RCA man in Chicago," writes Bill Blough, of WKKD, Auroa, Ill. "As a matter of fact," continues Bill, "the record service I'm getting now is the best. Country music is catching on better all the time here, and the mail has been very good considering that we've only been on the air since September 20. Some of the new records showing up well here are Carl Smith's new one on Columbia, Roger Miller's 'You Don't Want My Love,' and both sides of the Willis Brothers' new one on Starday."

Ray Baker, of KCUL, Fort Worth, reports continued success for "Big D Jamboree," Dallas, featuring all-country music and aired each Saturday night over KRLD, Dallas. Following their performance on "Big D," the headliners make personals at the Covered Wagon Ballroom, Fort Worth, Baker says. Baker reports that KCUL has just signed a recording pact with Manco Records, with "Losing You Would Hurt Me More" pegged as the side they're hoping for. Flip is "Can It Be Real?" . . . **Barry Nesbitt,** program manager of CKFH, Toronto, reports that the station's power has been boosted from 5,000 to 10,000 watts. Barry helms a new 5-6 a.m. country music show on the station.

Bob Wills and Tommy Duncan are out with a new release on the Liberty label, "The Image of Me" b.w. "Little Liza Jane," and Shirley Collie cut four new sides for Liberty on the West Coast recently. Deejays not receiving service on Liberty country releases should write to Slick Norris at Highlands, Tex. Incidentally, it's Slick who asks, "I wonder what would happen if 'Cold, Cold Heart' were pulled from the new George Jones LP and released as a single?"

Pamper Music, 119 Two-Mile Pike, Goodlettsville, Tenn., has available copies of **Ernest Tubb's** "A Guy Named Joe," **Ray Price's** "I Can't Run Away From Myself," **Ray Sanders'** "A Little Bitty Tear," **Tom Tall's** "Was It Easy?" **Freddie Hart's** "Do My Heart a Favor," **Hawkshaw Hawkins'** "My Story," **Billy Walker's** "Gotta Find a Way," **Jean Shepard's** "Lonely Little World," **Buck Owens'** "Sweethearts in Heaven" b.w. "Hot Dog," **Bobby Sykes'** "And They Do" and **Goldie Hill's** "Baby Blue." Shoot 'em a line on your station's letterhead. . . . **Ernie Kern,** former Cristiani Bros.' Circus clown and now spinning the country wax on WOCH, North Vernon, Ind., is passing out cheroots on the birth of a son, Ernie III. Papa Ernie recently conducted a contest on his show to determine what listener could write the name Ernie on a post card the most times. The winner came up with a total of 1,840 readable Ernies. The second-place winner had 1,591. . . . Deejay copies of **Jim Hadley's** "Honky-Tonk Girl," "Midnight Train" and "My Broken Heart" and **Billy Mitchell's** new release, "Unsatisfied" b.w. "I'll Be Where You Are," are available by writing to Buddy Records, 500 Locust Street, Marshall, Tex.

The Billboard HOT C&W SIDES

FOR WEEK ENDING DECEMBER 11

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	14
2	2	2	5	EXCUSE ME, Buck Owens, Capitol 4412	12
3	3	3	2	ALABAM, Cowboy Copas, Starday 501	23
4	7	9	20	NORTH TO ALASKA, Johnny Horton, Columbia 41782	4
5	6	7	6	I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767	10
6	4	4	5	BEFORE THIS DAY ENDS, George Hamilton IV, ABC-Paramount 10125	9
7	5	6	16	I MISSED ME, Jim Reeves, RCA Victor 7800	6
8	9	17	17	YOU CAN'T PICK A ROSE IN DECEMBER, Ernest Ashworth, Decca 31156	7
9	13	18	24	I THINK I KNOW, Marlon Worth, Columbia 41799	4
10	8	5	7	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248	14
11	16	15	15	FALLEN ANGEL, Webb Pierce, Decca 31165	4
12	14	14	25	WINDOW UP ABOVE, George Jones, Mercury 71700	5
13	11	11	22	WANTING YOU, Jimmy Newman, M-G-M 12945	5
14	10	10	8	BALLAD OF WILD RIVER, Gene Woods, Hap 1004	9
15	15	21	12	LAST DATE, Floyd Cramer, RCA Victor 7775	5
16	17	26	27	THE MOON IS CRYING, Allan Riddle, Plaid 1001	5
17	24	30	—	AM I LOSING YOU, Jim Reeves, RCA Victor 7800	3
18	12	8	4	(I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767	15
19	—	—	—	POLKA ON A BANJO, Lester & Earl Scruggs, Columbia 41786	1
20	22	22	13	HERE I AM DRUNK AGAIN, Clyde Beaver, Decca 31173	7
21	19	—	—	SWEET DREAMS, Don Gibson, RCA Victor 7805	2
22	21	28	—	YOU DON'T WANT MY LOVE, Roger Miller, RCA Victor 7776	5
23	20	16	18	LITTLE GUY NAMED JOE, Stonewall Jackson, Columbia 41785	5
24	28	19	9	LET'S THINK ABOUT LIVIN', Bob Luman, Warner Bros. 5172	9
25	25	—	—	LOVING YOU, Bob Gallion, Hickory 1130	2
26	23	13	10	HEART TO HEART TALK, Bob Wills & Tommy Duncan, Liberty 55260	16
27	26	25	26	THIS OLD HEART, Skeets McDonald, Columbia 41773	6
28	18	12	11	CRUEL LOVE, Lou Smith, Top Rank 2069	17
29	29	—	—	WORLD SO FULL OF LOVE, Ray Sanders, Liberty 55267	3
30	30	20	23	THIS OLD HOUSE, Wilma Lee & Stoney Cooper, Hickory 1126	13

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• Reviews of New Pop Records

• Continued from page 32

★★★ **I Surrender Dear** — Dramatic vocal stint by canary on the standard with r.&r.-styled backing. (Mills, ASCAP) (2:13)

AUTRY INMAN
★★★ **That's All Right** — UNITED ARTISTS 278 — Fervent warbling by Inman on emotion-packed country ballad. Both sides have dual-market appeal. (Bennner, BMI) (2:16)

★★★ **Farther to Go Than I've Been** — Moving chanting by Inman on wistful country weeper. (Big Bopper, BMI) (2:27)

THE SABRES
★★★ **Bobcat** — GALA 114 — Instrumental, with good guitar work. Material is blues-oriented, and moves right along. Introduction of piano part raises interest. (Perry, BMI) (2:45)

★★★ **Hot Rod Kelly** — A rocker, with that pumping piano effect; chanting is well done, and is backed by rocking rhythm. (Perry, BMI) (2:25)

GLENN OSSER
★★★ **Kelly's Theme** — COLUMBIA 41871 — Attractive tune is performed in tender fashion by the Osser chorus and orchestra here, and the tune has the kind of catchy melody that could help it get spins. (Leeds, ASCAP) (2:33)

★★★ **Song of the Wind** — The Glenn Osser crew turns in a warm performance of an interesting hunk of material here that could get jock exposure. (Duchess, BMI) (2:45)

ALBERT VAN DAM AND HIS ORK
★★★ **Instrumental Continental** — DECCA 31187 — Attractive instrumental effort is played in gimmicky fashion here by the Van Dam ork. Side is unusual enough to get spins. (Valiant, ASCAP) (2:22)

★★★ **Brasilia** — Tune about the new capital city of Brazil receives a bright, bouncy reading from the Van Dam crew on this new instrumental side. (Alson, ASCAP) (2:19)

THE STRING-A-LONGS
★★★ **Wheels** — WARWICK 603 — The String-A-Longs turn in a happy performance on this polka-ish item that is played in neat instrumental style by the combo. Tune has a light, easy-to-take flavor. (Dundee, BMI)

★★★ **Tell the World** — Another solid instrumental side by the gang, this time of a slow and interesting tune that has a blues flavor. Two warm sides. (Dundee, BMI)

DADDY COOL
★★★ **Daddy Cool, Daddy Cool** — DEE 101 — Daddy Cool rocks here as he tells a group of chicks that he's gonna make them dance as he's the king of rock and roll. Side has a strong rhythm even tho the lyrics are weak. (Dino, BMI) (2:09)

★★★ **Nobody Else But You** — Daddy Cool turns in a listenable performance on a rockaballad with a catchy melody, helped by ork and chorus. (Dino, BMI) (2:23)

JOE DAMIANO
★★★ **Hello My Love** — CHANCELLOR 1064 — Damiano croons a pretty love ballad, with soft ork support. Listenable wax and a good performance. (Rambed-Bumarock, BMI) (2:09)

★★★ **My Willing Heart** — Damiano has something of the Mathis sound on this ballad side. Chick chorus fills in a woo-woo style background. Pretty wax. (Pamco, BMI) (2:49)

THE KIRBY STONE FOUR
★★★ **My Mammy**—COLUMBIA 41879—The wonderful oldie made famous by Al Jolson is handled a sock and swinging reading by the Kirby Stone group. It should receive lots and lots of deejay spins. (Bourne, ASCAP) (2:00)

★★★ **Smack Dab in the Middle**—The tune that was almost a hit a number of years ago receives a bright and exciting perfocmance from the boys and it has a chance for coins. Two solid sides. (Roosevelt, BMI) (2:17)

ROY ORBISON
★★★ **Sweet and Easy to Love**—SUN 424—Here's a strongly country-oriented side which highlights Orbison's high-pitched vocal chords. Good effort taken from Sun's vaults. (Knox, BMI) (2:10)

★★★ **Devil Doll**—An older Orbison side. It's a ballad handled with chorus support. Flip has a better sound. (Knox, BMI) (2:10)

THE HI TONES
★★★ **Fool, Fool, Fool**—KING 5414—The boys sing their hearts out on this weeper side as the lead explains he was a fool over his girl. A side with much potential both in pop and r.&b. (Stebrina, BMI) (2:24)

★★★ **Let's Have a Good Time**—On this side the boys rock as they sing about a good, swinging time with their girl friends. Two sides with good chances. (Stebrina, BMI) (2:05)

JEFF BARRY
★★★ **Teen Quartet**—RCA VICTOR 7821—The lad bemoans the fact that he doesn't sing in a "Teen Quartet" and thus can't get a girl to fall in love with him. Cute side that has a chance. (Marks, BMI) (2:21)

★★★ **All You Need Is a Quarter** — Jeff Barry comes thru with a vibrant performance of a rhythm tune from the new Broadway musical, "Do Re Mi," and it rocks. Could get some action due to the excitement about the show. Subject matter of the tune could lead to good juke exposure. (Stratford, ASCAP) (2:25)

BEN SHERWIN
★★★ **Johnny Goofed**—LIBERTY 55281—A swingin', upbeat novelty rewrite of the oldie, "Frankie and Johnnie." Sherwin handles it in a jazz-oriented style, with a touch of the Bobby Darin approach. Interesting wax. (Central, BMI) (2:33)

★★★ **Have a Good Time** — A pleasant ballad effort by Sherwin. Here he has something of the croon style and it registers nicely. (Acuff-Rose, BMI) (2:17)

FLOYD SMITH
★★★ **This Is a Miracle**—FORTUNE 540—A slow ballad, with persistent triplet piano setting the rhythm pattern. Smith contributes a feelingful vocal. Ethereal voices float thru the backing. (Trianon, BMI)

★★★ **Grandpa's Gully Rock** — A good rockin' blues on the "Let's Go" idea. Smith turns in a spirited performance. Good rhythm side. (Trianon, BMI)

THELMA CARPENTER
★★★ **Yes, I'm Lonesome Tonight** — CORAL 62241 — Miss Carpenter, on her Coral debut, lends a full-voiced and sensitive reading to this answer to Elvis Presley's big hit. Gal gives it a solid go with a persuasive narration. (ABC - Cromwell, ASCAP) (3:12)

★★ **Gimme a Little Kiss (Will You Huh)** —The gal gives this rockaballad version of the oldie a pleasant go but the flip would be the one to watch. (ABC-Cromwell, ASCAP) (3:12)

BUZZ CLIFFORD
★★★ **Driftwood** — COLUMBIA 41876 — Lad handles this attractive hunk of material with feeling aided by a good arrangement featuring the ork and chorus. Worth spins. (Roosevelt, BMI) (2:10)

★★ **Baby Sittin' Boogie** — Chanter sells this rhythm effort neatly, aided by sounds made by the baby at the house where he is baby sitting. It's a cute side that could get some exposure. (Reis, BMI) (2:04)

PONIES
★★★ **Stupid Pony** — OKEH 7139 — Guitar opens this unusual instrumental by a combo that features tenor along with the git-box. Tune is a medium tempo blues. (Florentine, BMI) (2:23)

★★ **The Pony** — The boys sing this side about "the pony" with ease. Vocal group and combo from the flip assist. (Andval, BMI) (2:10)

CARL MADURI
★★★ **A Miracle** — WARWICK 604 — The boys sings nicely on this slow rocka ballad. Lyric has to do with the miracle that would happen if she loved him. Combo featuring tenor and female voice accompany. (Selma, BMI) (2:31)

★★ **The Joker** — Maduri tells of the love joke that is on him on this slow rocking ballad. (Angel & Selbon, BMI) (2:21)

MILES AND ANDREW
★★★ **Till the End of Time** — PLAY 1002—This is not the oldie but a new rockaballad which the boys handle in pleasant fashion, even adding a talking bit. Side could get some action. (Ben Hur, BMI) (2:50)

★★ **Crazy Mix-Up Feeling** — Boys sell this rhythmic side with warmth over slightly Latin backing. Flip is stronger. (Ben Hur, BMI) (2:15)

JORGEN INGMANN AND HIS GUITAR
★★★ **Echo Boogie** — ATCO 6184 — Interesting boogie side by the European guitarist on this instrumental disking. Bright enough to get spins. (BIEM, BCB) (3:13)

★★ **Apache** — Another melodious instrumental side showing off smooth guitar work by Ingmann and his combo. (Hunter, ASCAP) (3:00)

BILLY BORLYNN
★★★ **I Want a Girl** — COLUMBIA 41875 — The chanter handles this bright ditty with spirit over listenable backing by the combo with the chorus chiming in now and then. (Dymot, ASCAP) (2:09)

★★ **I Just Don't Know**—Billy Borlynn sells this rhythm effort in listenable fashion over bright support by combo and chorus. (Kerwin, ASCAP) (1:54)

NOBLES C. DARBY
★★★ **Goodbye, Charlie Brown** — FELSTED 8610 — His baby is leaving and she ain't never comin' back. That's the message to this melancholy blues-styled tune. Darby's talk-sing vocal gets a lot of sound effect support in the form of wild laughter. (Jeneva, BMI) (2:03)

★★ **Let Me Tell You 'Bout Love** — Blues wax by Darby and the chick vocal group. Moderate potential. (Jeneva, BMI) (2:02)

DON COVAY
★★★ **I'm Coming Down With the Blues**—BIGTOP 3060—A good, slow blues performance by Covay, with chorus. The artist sings with much style and should be watched. Good talent. (Roosevelt, BMI) (2:10)

★★ **Hey There** — Here's the tune from "Pajama Game" and it's given an okay reading by Covay against an undistinguished arrangement. Flip has more interest. (Frank, ASCAP) (2:30)

JAN DAVIS
★★★ **Sleepless** — RENDEZVOUS 131 — Good echoey guitar instrumental wax. It's in slow, deliberate tempo and the artist has a distinctive sound. Good juke material. (Forsite, BMI) (2:20)

★★ **Damascus** — The guitarist sounds good on this side, too, with material on the flip qualifying just a notch higher. Good talent. (Maverick-Blue Indigo, BMI) (2:29)

DONNIE BOWSER
★★★ **Stone Heart** — ERA 3029 — Bowser is a country-styled wailer and here he belts out an agonized, broken-hearted sound. The weeper is done to piano triplets. Interesting performance. (Nash, BMI) (2:18)

★★ **I Love You, Baby** — Bowser works in dual track style on this medium rhythm side. Flip has more of a sound. (Sage & Sound, SESAC) (2:12)

THE SEVILLES
★★★ **Chorissa** — JC 116 — Medium rocking blues-oriented tune swings along steadily and the boys shout the praises of the girl. Cooking tenor sax solo adds to the strong background. (Robin Hood, BMI) (2:22)

★★ **Loving You (Is My Desire)** — The boys sings this ballad with a touch of heartache. Lead does a good job and the bop-bop-bop-ing of the boys in the background is effective. (Lach, BMI) (2:30)

Christmas

★ ★ ★ ★

THE MERRILL STATON CHOIR
★★★★ **The Carillon**—EPIC 9429—A lyric has been added to the pretty tune issued last year, and the Merrill Staton Choir sings it smartly here over attractive backing. Good wax with a chance.

★★★★ **Sidewalk Santa** — Bright, cheery piece of material receives a first-rate performance by the group over rhythmic backing here. Could grab a lot of spins. (Fischer, ASCAP) (2:12)

EYDIE GORME
★★★★ **I Love to Dance (But Never on Sunday)**—UNITED ARTISTS 283—Here's a vocal version of the hit tune, "Never on Sunday." The gal handles it in sprightly, verveful fashion and it's definitely a spinnable side. Pleasant backing, too. (Esteem & Sidmore, BMI) (3:10)

★★★★ **Let Me Be the First to Wish You Merry Christmas**—The gal offers a homey, sentimental Christmas ballad, co-cleffed by hubby Steve Lawrence. Pleasant listening for the holiday period. (Maxana, ASCAP) (2:38)

(Continued on page 36)

The Original Hit Record!
"ONCE IN A WHILE"
by
THE CHIMES
TAG #444
Charts Don't Lie
Breaking Big
"ALL IN MY MIND"
MAXINE BROWNE
NOMAR #103
MUSE PRODUCTS
659 10th Ave., N. Y. C.
Circle 6-3330—3331

THE BELLS OF ST. MARY
By
TERRY AND THE MELLOS
AMY #812
AMY RECORDS, 1650 Broadway, N. Y.

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Watch for the NEW Billboard Coming January 9

*Billboard's Outdoor Show News department will combine with its monthly publication, Funspot, and move into a separate 8½ x 11 publication of its own.

BILLBOARD MUSIC WEEK
. . . Music-Phono Merchandising
. . . Radio-TV Programming
. . . Juke Box-Game Operating

"TALK TO ME BABY"
b/w
"I Love You Baby"
F-369
FROM
"ANNETTE SINGS ANKA"
SV-3303
Vista

Arnold Records' First Smash!
One of the Biggest Dances in the Country
PONYTIME
b/w Loveboat
by
THE GOODTIMERS
Arnold #6901
D.J.'s: Write for sample copies
ARNOLD RECORDS
1650 Broadway • New York, N. Y.
Circle 5-7960, Room 502

"PUSH PUSH"
AUSTIN TAYLOR
LAURIE 3067

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"WONDERLAND BY NIGHT"
CARLTON 537

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• Reviews of New Pop Records

• Continued from page 35

GEORGE ROCK SEXTET
★★★★ I Should Have Left the Light On (for Santa Claus) — DYNA 107 — Rock, who cut "All I Want for Christmas Is My Two Front Teeth," sings out in similar kid-style on a cute novelty. (Vegas, BMI) (1:55)

★★★ What God Looks Like to Me — Appealing inspirational theme is sung pleasantly by Bill Gray. (Vegas, BMI) (2:15)

★★★

THE FERRERS
★★★ Yes Virginia, There Is a Santa Claus —RCA VICTOR 7823—First-rate reading of the traditional newspaper editorial, with youthful choral work on backing. Fine seasonal wax for jocks. (Swingsetville, ASCAP) (2:45)

★★★ Santa's Marching Song — Kid chorus chants exuberantly on bouncy march rhythm yule ditty. (Donkey, ASCAP) (2:10)

THE ELVES CHORUS
★★★ Mrs. Santa Claus — WEBER 170 — Peri holiday novelty tune is charmed pleasantly by chorus. Merits yule spins. (Hallmark, ASCAP) (1:30)

★★★ Mrs. Santa Claus (With Toy Band)—Same tune is augmented with sounds of toy instruments. Also spinnable. (Hallmark, ASCAP) (2:00)

JIM AMECHE AND THE STERLING VOICES
★★★ The First Christmas Tree (Parts I & II) — DEL-TONE 5016 — Jim Ameche is the resting voice on the now well-known story of the first Christmas tree which becomes the crib for the new-born Christ child. Voices form a very effective backing humming "O Little Town of Bethlehem." (Kamsons, ASCAP) (2:35 & 2:50)

IVY ELLEN AND FAMILY
★★★ Go Tell Santa — PENLETED 8610 — Cute reading of bouncy yule ditty in Latin tempo. Young chipper and parents do vocal job. (AMC, ASCAP) (1:58)

THE REINDEER
★★★ Go Tell Santa — The same tune is presented instrumentally with lyric printed on sheet so family groups can "sing along" —following style set by Hip. (AMC, ASCAP) (1:58)

MARILYN FORD
★★★ I'm a Little Elf — TOWER 2629 — Cute voice of the small girl sings this song about working in Santa's workshop as an elf. Tune might stir a bit of action during the holiday season. (Lawrence, ASCAP) (2:06)

★★ Please Dear God Help Santa Claus — Child implores the Almighty to guide Santa Claus thru his journey bringing presents and joy to all. (Lawrence, ASCAP) (2:42)

SAMMY KAYE
★★★ Let It Snow, Let It Snow, Let It Snow—DECCA 31175—The oldie is done up in the old and familiar Sammy Kaye fashion, complete with swing and sway beat and vocal intro. Nostalgic jocks will give it a spin. (Cahn, ASCAP) (2:45)

★★ Christmas Child—A soft, lullaby type Christmas song, nicely handled by Ray Michaels and the Kaye Choir. (Djana, ASCAP) (2:42)

Country & Western

★★★★

SHIRLEY COLLIE
★★★★ I'd Rather Hear Lies — LIBERTY 55291 — A powerful weeper, with all uncommonly fine lyric. It's country-oriented material, but arranged in pop style. Merits exposure. (Central, BMI) (2:00)

★★★ Sad Single' and Slow Ridin' — A lively side, full of rhythm, with a lyric of novelty appeal. Tune is country-oriented, but essentially pop in appeal. Bonus picks up interest. (Ridgeway, BMI) (2:28)

JAMES O'GWYNN
★★★★ House of Blue Lovers — MERCURY 7131 — A sexist song, neatly turned out by O'Gwynn in a good vocal job with a listenable chorus and guitar backing. This has a chance for spins and action. (Glad-TNT, BMI) (2:04)

★★★ Another Falling Star — A plaintive hunk of chanting by O'Gwynn. Tune is a weeper and it features a chorus behind the solo. (Glad, BMI) (2:14)

DEE MULLIN
★★★★ Sixteen Hundred Miles — WILDCAT 0059 — Lively country-flavored novelty item is sung with exuberance by Mullin and group. Dual market side. (Central, BMI) (2:12)

★★★ Ballad of a Fast Gun — Folksy saga is sung with simplicity by Mullin. (Fa-DoCo, BMI) (2:14)

★★★

DON HOLLY
★★★ Too Many Memories—SKIPPY 5119 —Holly sings the plaintive lyric of this ballad in nice style with simple country combo backing. Simple story of this tune is love, came to an end. (S & M, BMI) (2:05)

★★ I'm Forgetting You—Medium-stepping weeper here has to do with forgetting that unfaithful love. (S & M, BMI) (2:41)

BEN JACK AND COUNTRY BOYS
★★★ Do I Love You—CIMARRON 4049 —Double-tracking effort and good singing on this ballad makes for an effective side. Simple melody and good vocal warrant spins. (Cimarron, BMI) (2:30)

★★ I'm Entitled to Your Love—Bouncy piano-based tune here gets a good reading by Jack, who also wrote the side. (Cimarron, BMI) (2:15)

Rhythm & Blues

★★★★

BIG JAY McNEELY
★★★★ Oh, What a Fool — SWINGIN 427 — Little Sonny Warner has a sound on the order of Little Willie John on this attractive blues ballad, which he sings with emotion over interesting backing by the McNeely band. A strong side with a chance. Watch it. (Mercedes, BMI) (2:36)

★★★★ I Love You, Oh Darling — "What did I do, pretty baby," asks Little Sonny Warner on this driving disking which also features a wild arrangement by the McNeely crew, and strong chorus. A side that could grab coins. (Mercedes, BMI) (2:29)

EL PAULING & THE ROYALTON
★★★★ Now Baby Don't Do It — FEDERAL 12396 — The title phrase has reference to a chick who is getting married, and one cat, in church, urges her not to do it. Unusual material. (Winin, BMI) (2:52)

★★★ Everybody Knows — A rumba blues, with a relaxed vocal and an infectious beat. (Sonjo, BMI) (2:55)

★★★

SMOKEY SMOTHERS
★★★ I've Been Drinking Muddy Water—FEDERAL 12395—The chanter sells this blues in shouting fashion as he explains that he's been having trouble ever since he's been 18. Good Southern blues. (Sonjo, BMI) (2:25)

★★★ I Ain't Gonna Be No Monkey Man No More — The chanter has decided that he isn't going to take it from his woman any longer on this driving blues. Smothers sells it with a lot of feeling. Two good sides. (Sonjo, BMI) (2:20)

HOOKS COLEMAN
★★★ Too Age Baby — EXCELLO 2195 —He's going to have an, put down his teen-age babe—can't keep up with her. This lyric presents a true-to-life story, like good blues should. (Excellorec, BMI) (2:27)

★★★ Fine Young Girl — He wants to know the name of the chick, so he can walk her home. It's good blues, with a forthright vocal and a funky guitar and beat. (Excellorec, BMI) (2:16)

ROSCOE SHELTON
★★★ Is It Too Late Babe — EXCELLO 2192—Shelton sings this blues in big-voiced fashion. He's backed with good guitar work, often in a funky vein. (Excellorec, BMI) (2:35)

★★★ Baby Look What You're Doing to Me — A blues, done in loud-voiced style, with considerable shouting technique. Effective. (Excellorec, BMI) (2:16)

JOHN LEE HOOKER
★★★ Blues for Christmas—ELI-Q 5018—Some good, old-fashioned, down-home blues by the chanter. He sings the sad thought with plenty of tragedy in the vocal department. Interesting horn, guitar and piano backing. (Trisann, BMI)

★★★ Big Fine Woman—An upbeat sheet is handled with much expression by the cat. Die-hard fans will want this. (Trisann, BMI)

THE VALENTINES
★★★ Hey Ruby—KING 5413—Ruby and Robert—a girl and boy team—sing this jumping blues side in good style, saying hello after a long parting. Nice guitar is feature of the combo backing. (Sonjo, BMI) (2:45)

★★ That's How I Feel—Robert Valentine takes over for the flip, singing the rock-ballad here in plaintive tones. (Lost, BMI) (2:30)

The Billboard HOT R & B SIDES

FOR WEEK ENDING DECEMBER 11

This Week	One Week Ago	Two Weeks Ago	Three Weeks Ago	Title, Artist, Company, Record No.	Weeks on Chart
1	2	1	2	LET'S GO, LET'S GO, LET'S GO, Hank Ballard and the Midnighters, King 5400	9
2	1	2	1	HE WILL BREAK YOUR HEART, Jerry Butler, Vee Jay 354	7
3	10	—	—	ARE YOU LONESOME TONIGHT, Elvis Presley, RCA Victor 7810	2
4	3	3	4	SAVE THE LAST DANCE FOR ME, The Drifters, Atlantic 2071	10
5	5	4	3	GEORGIA ON MY MIND, Ray Charles, ABC-Paramount 10135	11
6	8	7	6	STAY, Maurice Williams, Herald 552	11
7	7	11	27	MY GIRL JOSEPHINE, Fats Domino, Imperial 5704	4
8	4	5	12	LAST DATE, Floyd Cramer, RCA Victor 7715	7
9	12	17	14	YOU TALK TOO MUCH, Joe Jones, Roulette 4304	10
10	11	19	10	FOOL IN LOVE, Ike and Tina Turner, Sue 730	19
11	16	9	13	CRY, CRY, CRY, Bobby (Blue) Bland, Duke 327	9
12	9	8	9	NEW ORLEANS, U. S. Bonds, Legrand 819	6
13	6	6	5	MY DEAREST DARLING, Etta James, Argo 5368	12
14	12	12	23	TODAY I SING THE BLUES, Aretha Franklin, Columbia 41193	7
15	14	10	—	AM I THE MAN, Jackie Wilson, Brunswick 55170	3
16	25	—	—	I'LL SAVE THE LAST DANCE FOR YOU, Damita Jo, Mercury 71690	2
17	13	20	—	A THOUSAND STARS, Kathy Young, Indigo 108	4
18	15	15	—	HUCKLEBUCK, Chubby Checker, Parkway 813	3
19	19	30	—	DON'T GO TO STRANGERS, Etta James, Prestige 180	3
20	26	22	7	I WANT TO BE WANTED, Brenda Lee, Decca 31149	8
21	20	26	25	TONIGHT'S THE NIGHT, Shirelles, Scepter 1208	8
22	21	—	—	FOOLS RUSH IN, Brook Benton, Mercury 71722	2
23	—	28	—	GONZO, James Booker, Peacock 1697	2
24	30	—	22	MY HERO, Bluesoles, Value 213	5
25	18	23	—	NORTH TO ALASKA, Johnny Horton, Columbia 41182	3
26	28	—	—	ALONE AT LAST, Jackie Wilson, Brunswick 55170	2
27	—	18	18	HUSH, HUSH, Jimmy Reid, Vee Jay 357	6
28	—	—	24	DEVIL OR ANGEL, Bobby Vee, Liberty 55270	5
29	22	21	19	SLEEP, Little Willie John, King 5394	8
30	23	16	21	LOVE WALKED IN, Dinah Washington, Mercury 71696	5

Going Strong!
BABY LOOK WHAT YOU'RE DOIN' TO ME
and
IS IT TOO LATE BABE
ROSCOE SHELTON
Excello 2192
NASHBORO RECORDS, Nashville, Tenn.

A SMASH!
Ernie Freeman
"HAWAIIAN EYE"
#5716
IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

LITTLE DANNY
"Your Precious Love"
"Mind on Loving"
Sharp #112
SHARP RECORDS
Div. of World Wide Records, Inc.
Newark, N. J.

NAPPY BROWN
"The Hole I'm In"
Savoy #1592 b/w
"Nobody Can Say"
SAVOY RECORD CO. NEWARK, N. J.

A NATURAL!
"YOU BEEN TORTURING ME"
Crest Record #1076
The Four Young Men
ardcor

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Best Selling Sheet Music in U. S.

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

This Week		Last Week	Weeks on Chart
1.	THEME FROM THE APARTMENT (Mills)	2	20
2.	LAST DATE (Acuff-Rose)	1	4
3.	GREEN LEAVES OF SUMMER (Feist)	3	5
4.	IT'S NOW OR NEVER (Gladys)	4	17
5.	EXODUS (Chappell)	6	2
6.	I WANT TO BE WANTED (Leeds)	7	2
7.	IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)	5	17
8.	SAVE THE LAST DANCE FOR ME (Rumbalero-Progressive)	11	3
9.	POETRY IN MOTION (Meridian)	9	3
10.	WHITE CHRISTMAS (Berlin)	14	2
11.	ARE YOU LONESOME TONIGHT (Bourne-Cromwell)	12	2
12.	RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas)	—	1
13.	DO RE MI (Williamson)	—	42
14.	THEME FROM THE DARK AT THE TOP OF THE STAIRS (Witmark)	—	2
15.	BALLAD OF THE ALAMO (Feist)	—	1

• Reviews of New Pop Records

LYNN HOPE
★★★ **Shockin'**—KING 5431—A swingin' upbeat instrumental with a solid hand-clapping rhythm figure. Horns dominate the side. Dancers will like this. (Jaycee, BMI) (3:01)

★★ **Blue and Sentimental**—The familiar oldie is done nearly with sax and vibes. Good sound and nice slow dance accompaniment. (Bregman, Vocco & Conn, ASCAP) (2:20)

LARRY BRIGHT
★★★ **I'm a Mojo Man** — TIDE 0012 — Mojo man is a sort of witch doctor and Bright plays the part. Latin-styled rocker swings in medium tempo with small group and chorus in back. (Cephia, BMI) (1:58)

★★ **When I'm With You** — Rumba background played by the combo and sung by the chorus accompanies Bright as he tells the chick what it's like to be with her. (Cephia, BMI) (2:23)

Spiritual

★★★★

SWANEE QUINTET
★★★★ **Just Made It In** — NASHBORO 679 — Fine gospel blues, chanted in great style by a shouthi' lead with the group. A lot of fire and spirit here and it's done to a solid guitar accompaniment. (Excellorec, BMI) (2:32)

★★★ **Children Pray On** — An upbeat rhythmic chant by the group. Good performance here, too, with a nod to the flip in terms of sheer excitement. (Excellorec, BMI) (2:24)

★★★

THE TRAVELING SIX
★★★ **Oh Mother, Don't Worry About Me** —LIFETIME 1007—Fervent solo stint by the lead singer on a moving spiritual item. (Cats Lee, BMI) (2:22)

★★★ **Sometimes My Burdens**—Same component. (Cats Lee, BMI) (2:27)

THE CANDLELIGHT SINGERS
★★★ **Sinner** — FEDERAL 12394—Deep-toned chanting by the lead warbler and group on a feelingful gospel number. (PD) (2:26)

★★★ **Never Alone**—Moving piping by the fem lead on an okay spiritual. (PD) (2:17)

KELLY BROTHERS
★★★ **Waiting for Jesus**—FEDERAL 12392—Fervent warbling by the lead and group on an infectious gospel item. (White, BMI) (2:51)

★★★ **Jesus Knows the Reason Why** — Serene reading by lead warbler and group on an effective sacred tune. (Sonlo, BMI) (2:59)

Religious

★★★★

CHARLETON HESTON
★★★★ **Virgin Mary Had One Son** — VANGUARD 35011 — The story of the Nativity is told here by Heston in splendid voice. The large Robert De Cormier chorale assists in adding a churchlike atmosphere. (PD)

★★★ **The Baptism of Christ** — Inspirational reading by Heston on this disk deals with the baptizing of Christ by St. John. Large vocal group behind the reading sings "Wade in the Water." (PD) (2:14)

FOUR STAR SACRED COWBOY COPAS
★★★★ **The Hem of His Garment** — STARDAY 524 — Cowboy Copas sings this sacred effort with sincerity over standard country support by the combo. Certain to appeal strongly to gospel fans. (Starday, BMI)

★★★ **I Have a Friend** — Again Copas sells a religious effort with reverence, and the backing is in the country groove. Two good sides for the Bible Belt and Southern markets. (Starday, BMI)

BILL McVEY
★★★★ **Abide With Me** — CHRISTIAN HERALD 102—From the album, "Hymns America Loves Best," tenor McVey offers a stirring version of the familiar hymn. Fine orchestral and choral backing lends a rich sound. Good holiday wax. (3:19)

★★★ **I Wonder as I Wander**—The Appalachian folk song is done with much feeling by McVey. A convincing effort, tho the flip would have more immediate appeal.

Spiritual

★★★

THE CONSOLERS
★★★ **Almighty God** — NASHBORO 680 —A real shouter done in harmony style between the fem lead and the male followers in the group. Plenty of drive here. (Excellorec, BMI) (2:25)

★★★ **By the Help of the Lord** — A wild, minor chant is intoned here by the group, again with the mixed duo spotlighted against the persistent piano and guitar backing. Much feeling is demonstrated here. (Excellorec, BMI) (2:44)

MORGAN BARR
★★★ **Everything You Need** — NASHBORO 681 — A moderate rhythm side with the boys recounting their blessings. Enthused and spirited performance by the group. (Excellorec, BMI) (2:14)

★★★ **Shame** — A soulful, slow dirge-like effort, which features an impressive bass lead. Two listenable sides. (Excellorec, BMI) (2:58)

THE NORFOLK SINGERS
★★★ **Soldier of the Cross** — STANTON 201 — This fine singing group pleads with the faithful to follow the way of the Lord. Simple backing forms effective backing for the inspirational message. (Stanton, BMI) (2:35)

★★ **Thunder in the Heaven** — Warning of the final coming is the subject matter of this religious item. The group singing is good on this slower side. (Stanton, BMI) (2:35)

Polka

★★★

EDDIE BLATNICK
★★★ **Bruno's Jolly Hop Polka**—JAY JAY 227—Sprightly instrumental treatment of bright polka item. (Diana, BMI)

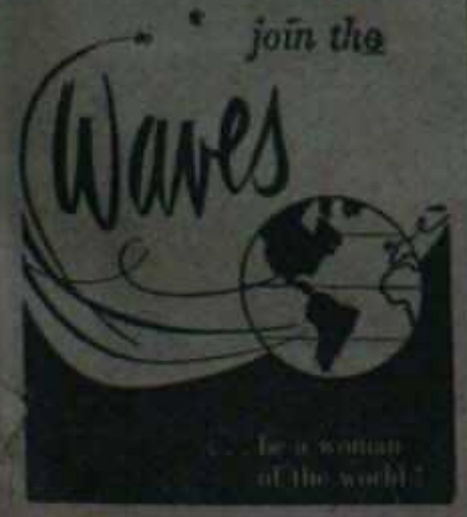
★★ **Pretty Sue**—Okay reading on sentimental ditty. (Herbert) (2:05)

Sacred

★★★

FREDDY POWERS
★★★ **Heartaches of a Fool** — LONGHORN 509 — Freddie Powers comes thru with a meaningful rendering of a touching weeper which is philosophic in tone. He sings it tenderly and the side has a chance for coins in country marts. (Partners, BMI) (2:03)

★★ **He Gave Us a Heart** — Powers handles this weeper in pleasant fashion over okay support. (Partners, BMI) (1:55)



Watch for the NEW Billboard Coming January 9

*Billboard's Outdoor Show News department will combine with its monthly publication, Fanfact, and move into a separate 8½ x 11 publication of its own.

LIMITED SALES POTENTIAL

The following singles were reviewed by The Billboard Music Staff and are considered to be of limited sales potential.

Popular

JACKIE DUNHAM
Lonely Girl — I'll Leave It Up to You. DIXIE 800

MICHAEL COOPER AND RUDY WEISE
I Love You, I Need You — I'm Remembering Too. Juanico 16760

CHARLES MASTERS
Skeleton Jangle — At the Jazz Band Ball. COOL 169

JERRY PAUL
Step Out — Oh Boy. HOLIDAY 1001

DON GARDNER
Deed I Do — Glory of Love. VALUE 214

BOBBY MAYO
Arrivederci — Home Is Where the Heart Is. ROULETTE 4315

BOB PHIFER
No Lie — Dolores the Beautiful. PLAY 1001

ARTIE LEWIS
Alone, All Alone — Why Don't They Believe Us. KENCO 5009

GENE BUA
I Dream of You — While. WARWICK 602

MARIE ANN
High Heel Shoes — Dream Boy. WARWICK 605

JENNELL HAWKINS
Disgusted — Can I. DYNAMIC 1004

BOB RULE
Only to Love — Betty Jean. DIAL 2210

JOANN AUBORN AND THE RAYS
I Built a Dreamboat — Submarine Man. DIAL 2215

JIMMY MYRE
God Brought Us Together — Needless to Say. FLING 722

Christmas

LITTLE TOOTSIE
Comin' Down the Chimney (Parts I & II). FIDELITY 3014

THE WILLIS SISTERS
It's Christmas Again — Doodley Duck. RENOWN 126

STEVE REO
The Cross Made of Stone — Sweet Little Baby Face. TWIN 101

TONY SACCO
Jolly Fat Man — Hark the Herald. WEBER 172

PAUL WINCHELL
Holy Poly Snowman — When You Come to the End of a Lollipop. EPIC 9428

THE LITTLE ANGELS
Santa Claus Parade—(I'll Be a) Little Angel. RIVERDALE 1960

(Continued on page 39)

GOING ALL THE WAY!
"I IDOLIZE YOU"
by
IKE and TINA TURNER
Sue #735
SUE RECORDS 725 Riverside Drive New York, N. Y. WA 6-8800

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Nine—count 'em—nine big editorial features are already well past the planning stage and on their way to your new Billboard. Sorry we can't be more specific at this time, but take our word for it—they'll mean more and better deejay programming . . . more and better buying and selling information for dealers . . . and more play and profit for operators. And, when you put that all together, it spells still greater effectiveness for advertisers in the new Billboard.

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AL KASHA
55200
BRUNSWICK RECORDS

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YOUR OTHER LOVE
The Flamingos
End #1081
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Bustin' Wide Open!
THE HOOCHI COOCHI COO
HANK BALLARD
and The Midnighters
King 5430
KING

Fly!
as a
NAVAL OFFICER
NAVY

• Reviews and Ratings of New Albums

• Continued from page 26

★★★ I REMEMBER AUSTRIA
Various Artists. Fiesta FLP 1291—An intriguing program of music of the Tyrol, highlighting such instruments as the accordion, bells, oom-pah horns, etc. Among the vocalists are several good yodelers. The music is well-recorded and most flavorsome. The cover, too, picturing a flock of dancing couples, is most appealing.

★★½ I REMEMBER THE RHINE
Various Artists. Fiesta FLP 1292 — Good German singing of a group of German waltzes, polkas and other tunes by Willy Schneider, Albert Vossen, Karl Berbuer and others. Selections include "Der Frohliche Wanderer," "Auf Wiederschen," and "Rheinland-Weinland Walzer." Striking cover and strong vocals should help interest the international fan.

★★★ TOUR DE CHANT
Michel Louvain. Coral CRL 757362. (Stereo & Monaural) — Michel Louvain, 23, is one of French Canada's most popular singers. In this collection, sung in French, he shows a nice way with slow ballads such as "Priere," "It Might as Well Be Spring," and "A Certain Smile." He also scores neatly on faster and novelty items. If Louvain gets additional exposure the disk could move.

★★★ I REMEMBER BAVARIA, VOL. 2
Bavarian Brass Winds. Fiesta FLP 1288 —Another of Fiesta's authentic international disks, this is the second from Bavaria. It features some old-fashioned German brass band tootling, as well as some more modern playing. Music consists of polkas with a couple of mazurkas for good measure. Could mean business in German neighborhoods.

POLKA ★★★

★★★ I STOPPED FOR A BEER AND OTHER POLKA AND WALTZ FAVORITES
Eddie Blatnick. Jay Jay 1024—Eddie Blatnick and his ork come thru with a group of sparkling polkas on this bright new album. Tunes range from the title song to "Go Joe Go Polka," "Alphabet Polka," and "Polka Hop." They are played neatly by the ork and should interest polka fans from Pittsburgh to Minneapolis.

★★★ MALY WIADZIU SPIEWA PO STARO KRAJSKU
Li'l Wally. Jay Jay 1025—Li'l Wally's approach to the polka usually is characterized by good humor and a toe-tapping beat. His latest release is very much in this category. Biggest competition is from himself and other frequently recorded artists on this label.

SPOKEN WORD ★★★

★★★ LINUS PAULING ON FALLOUT AND NUCLEAR WARFARE
Verve MGV 15020 — Professor Pauling, noted scientist and a leading spokesman for outlawing war in this age of nuclear weapons, gives a very effective talk on the meaning of war today. He discusses the tragic genetic changes occasioned by atomic weapons. The presentation is lucid enough to be understood by a layman. A commendable album. Should be given as broad distribution as possible, particularly by dealers in college towns or dealers with clientele interested in spoken word disks.

★★★ AS I LOOK INTO YOUR FACE
Pat Buttram. Dore LP 102—Pat Buttram is a moderately funny hillbilly-styled comic with one of those familiar Andy Griffith type dialects. In five different bands, he performs the toastmaster routine at dinners honoring such personalities as Steve Allen, Casey Stengel and Alan Mowbray. The crowd at these affairs cracked up and home listeners will too at some of the spots. Cover idea here is not in the best of taste.

RELIGIOUS ★★★

★★★ HYMNS OF THE CATHOLIC CHURCH
Choir of St. Patrick's Cathedral, Melbourne. ABC-Paramount ABC 349—The boy'sand men's choir of St. Patrick's Cathedral, Melbourne, Australia, sings some traditional hymns of the Catholic Church in this attractive LP. Under the direction of Rev. Dr. Percy Jones, the choir sings "Holy God We Praise Thy Name," "Jesus My Lord, My God," and "To Jesus Heart All Burning," as well as 11 other Catholic hymns.

COUNTRY & WESTERN ★★★

★★★ CARL BELEW
Decca DL 74074. (Stereo & Monaural)—Well-recorded country package includes "Am I That Easy to Forget," "Too Much to Lose" and several tunes on which Belew collaborated, "Lonely Street, "It Happened," etc. Essentially in the traditional vein, the material is of the ballad and weeper type for the most part.

LATIN AMERICAN ★★★

★★★ LEARN TO DANCE THE MERENGUE WITH TONY AND LUCILLE
Fiesta FLP 1283—The distaff half of the dance school duo patiently explains the rather simple merengue steps thruout almost all of Side 1, with assistance from the Rene Touset cha cha band. Side 2 features the band all the way in a number of merengue rhythm melodies. Footwork patterns are clearly illustrated.

CLASSICAL ★★★

★★★ HAYDN: MASS IN TIME OF WAR
Soloists; Vienna State Opera Chorus & Orchestra (Woldike). Vanguard VRS 1061. (Stereo & Monaural) — This is a handsome package, with uncommon art on the cover and a fine performance in the grooves. Woldike bears out his reputation as a foremost interpreter of music of this period. In addition to credits listed at the left, the cast includes stars of the Vienna Opera.

LIMITED SALES POTENTIAL

The following albums were reviewed by The Billboard Music Staff and are considered to be of limited sales potential.

INTERNATIONAL

ARMENIA AND HER GYPSIES VOL. 2
Zara Dolukhanova, Mezzo Soprano; Armenian Folk Song and Dance Ensembles of Yerevan. Bruno BR 50117.

CLASSICAL

TCHAIKOVSKY: SWAN LAKE BALLET; ENESCO: ROUMANIAN RHAPSODY NO. 1; VON SUPPE: POET AND PEASANT OVERTURE
Hamburg International Philharmonic Orchestra (Von Luden). AMERICAN HOME LIBRARY 9. (Stereo & Monaural)

GREIG: PEER GYNT SUITES 1 & 2
Hamburg International Philharmonic Orchestra (Von Luden). Tops 6010. (Stereo & Monaural)

CHRISTMAS

CHRISTMAS WITH THE CHILDREN
The Combined Voices of Seventy Five School Children From the Public and Parochial Schools of Erie, Pa. RODEA RLP 103

LATIN AMERICAN

THE HOTTEST MARIACHI IN MEXICO
Various Artists. REQUEST RLP 8041

NOVELTY

SING ALONG WITH DRAC
Sheldon Allman. DEL-FI DFLP 1213

LATEST RELEASE
RHUMATIZ
By
JOEL MOORE
#10173
ABC-PARAMOUNT
FULL COLOR FIDELITY

LAST DATE
THE NASHVILLE SOUND
THE NATION'S SENSATION
FLOYD CRAMER'S
RCA Victor 47/7775

Dot Record Gross

• Continued from page 2

distributors. Distributorships are located in Houston, Dallas, Memphis, Nashville, Oklahoma City, Pittsburgh and Buffalo.

Dot Records started in 1950, being incorporated in Gallatin, Tenn., in April. Wood stated that the label's annual gross sales have increased by an average of more than 80 per cent. In its first year, the label's sales totaled $97,859.30, and during 1951, the second year, the gross reached $264,950.02.

In 1956, just before Paramount purchased Dot, gross sales totaled nearly $6 million.

Wood, in an interview last week, stated that the disk industry—from the standpoint of dollar volume—was still in its infancy. "The potential is great and will be fully realized when we hit upon the right merchandising and exposure facets," he added. "It will require these elements, plus the proper artists, songs and a.&r. techniques," he concluded.

Dot in its early years achieved important rank primarily thru its success in the singles field. In the later years it has rounded out its operation, in line with the growing importance of the package record business. Key artists with the label include Pat Boone, Billy Vaughn, Louis Prima, Keely Smith, Debbie Reynolds, Gale Storm, Lawrence Welk, Johnny Maddox, Tony Martin, Lennon Sisters, Dann Kaye, Dodie Stevens, Helen Traubel, the Fontane Sisters, Marlene Dietrich, Mills Brothers, the Hilltoppers, Tab Hunter and Louis Armstrong.

N. Weinstrorer

• Continued from page 2

friends from his days as sales exec at Coral and Top Rank. Distribution outside of the U. S. will be handled by Paul Marshall's Rank international co-operative.

Meanwhile, Norman Distributing will start operations in January of a Dealer's Record Club under a franchise arrangement with Herman Enterprises of Indianapolis. Norman Distributing is discontinuing handling many single lines in order to concentrate on selected lines already handled by Norman and giving the firm an established volume of business. Weinstroer claims that November was the firm's biggest month since its inception about six months ago.

Big Disk Rush

• Continued from page 2

Montenegro orchestra, and the label claims orders of over 40,000 in the three weeks it has been on the market. Bobby Shad waxed the album while the show was still in Toronto last October, and rushed it to the market as soon as the publishers allowed.

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CONCERT REVIEW

Small Crowd, Big Hall Hampers Anka

To the few hundred people who turned up, "An Evening With Paul Anka," at Manhattan's Hunter College Auditorium Sunday (27) was a success—the ABC-Paramount recording star's offerings were certainly enthusiastically received. But from an attendance standpoint the occasion was a failure.

The poor showing must have been a distinct surprise not only to Anka and his manager, but also to Art D'Lugoff, who engineer the date. Especially after Anka's smash showing at the Copacabana this past summer. To some extent, the meager turnout was attributable to an advance publicity and advertising campaign which was spotty at best.

During the performance, Anka sang well enough, but he was constantly frustrated from projecting as well as he might have by the hugeness and the emptiness of the 2,200 seat auditorium. The hall is a mammoth, drab mausoleum that defies almost any performer to create warmth within its barren shell. The amplification, too, played hob with Anka's singing. Many of his softer phrases became blurred or were overwhelmed by the large over-amplified ork.

Anka, altho displaying no overt pique at the situation, did rush thru the two halves of his program. Tune followed upon tune, with little or no commentary, and a brief word from Paul to his conductor, Sid Feller, did away with the costomary intermission.

The show itself followed the general pattern of his sock Copa engagement. The young singer opened with a clever parody of "Sing, Sing, Sing," which led into a string of standard tunes, some with special lyrics. The second section was made up largely of Anka-written, Anka-sung record hits. A special piece of material, "I'm a Do-It-Yourself Song Man," led into this segment which besides presenting "Diana," and other hits, also gave a spot to "Filles De Paris Jolie," one of Anka's least known but better efforts. Jack Maher.

★ ★ ★

NIGHT CLUB REVIEW

Copacetic Is Word for Connie

M-G-M Records' Connie Francis has taken her place with the front line of the nation's club stars. That's the distinct impression left by the gal as she took New York's venerable Copacabana by storm in her opening stint there this week.

From the opening gun, when the poised Miss Francis offered a breezy special material bit about being happy to be at the Copa, she had the ringsiders eating out of her hand. Then she really warmed them up with "It All Depends on You," delivered in an all-stops-out manner. Smartly, the gal changed the pace with a neat grouping of her Italian and Jewish favorites, culled from her best-selling M-G-M albums, all of which were greeted with cheers.

Singles hits were played down, and were limited to her current "Many Tears Ago," and the familiar "Momma." The gal, thruout, seemed in the great tradition of Garland and Jolson. The highlight of her presentation, in fact, came with a nostalgic go-thru of great Jolson hits, complete with white gloves and tie.

The thrush achieved her triumph, incidentally, not with prom-sprinkled crowds as greeted Paul Anka and Bobby Darin at the Copa, but with a completely adult audience, which pounded tables and whistled in vain for a third encore, after a great get-off with "Saints," and "Bill Bailey."

The Copa band, as usual, was on the loud side, but the gal was, in most cases, equal to this challenge. Criticism would be limited to her rather distracting efforts to put her hands in her skirt pockets without finding the pockets (a wardrobe problem) and a tendency to say "thank you" a little too often after each number. The gal, however, still adds up to great night club entertainment, as disk buyers will find when M-G-M puts out its promised "Connie at the Copa" album. Ren Grevatt.

BRITISH *Newsnotes*

• Continued from page 6

follows a similar double **Ray Conniff** LP set issued earlier in the month. Conniff has averaged more than 15,000 copies an issue, but the double pack drew 35,000 orders in its first week.

VISIT-IN: Paramount Pictures' President **Barney Balaban** arrived for film discussions and the British launching of the Paramount toll-TV system. He denied that his trip had anything to do with Paramount's dealings with Philips over Dot. . . . **Howard Keel,** filming in Germany, returned to head ATV's "Sunday Night at the London Palladium," November 27. . . . TV actor **Ty Hardin** is booked for two January ATV dates following **Leslie Grade's** recent U. S. trip; Grade previously brought over two other Western stars, **Hugh O'Brian** and **Robert Horton,** for singing telecasts. . . . **Kathryn Grayson** stars in BBC-TV's "Showtime," December 18.

VISIT-OUT: Decca group chairman **E. R. Lewis** left on a two-month world tour. . . . Leeds Music's British chief **Cyril Simons** visited New York.

HOME FRONT: The Mechanical Rights Society has elected a songwriter to its board for the first time — **Paddy Roberts.** . . . Decca a.&r. man **Alex Murray** left the label to resume his career as an actor. . . . One of Pye's young stars, **Emile Ford,** started recording new artists himself and has sold three singles to the label.

NEW SERVICE: After 10 years with the Rank Organization, **Pat Skinner** has left following the transfer of the Top Rank label to EMI. He was in charge of publicity for its launching and later became marketing manager. He has opened his own consultancy office, intends making specialized records for the U. S. market and will work with American labels here both for marketing and in the general business sense.

CHARTS: No doubting the pull of **Frank Sinatra's** "Ol' Mac Donald" (Capitol), it entered the hit list in its first week at No. 9. There was quick action, too, on **Anthony Newley's** "Strawberry Fair" (Decca), in at No. 16, as was **Lonnie Donegan's** "Lively" (Pye); **Johnny Tillotson's** "Poetry in Motion" (London) entered at No. 23, while the **Ventures** return to the charts on their new label, London, with "Perfidia" (No. 27). There is action on **Bill Black Combo's** "Don't Be Cruel" (Capitol). . . . The **Drifters'** "Save the Last Dance for Me" (London) moved up to No. 2 and may possibly equal its U. S. chart-topping success. . . . First Christmas hit of the year is **Nina** and **Frederick's** revival of "Little Donkey" (Columbia), now at No. 10.

NEW RELEASES: Unable to release "Make Someone Happy" here for copyright reasons, RCA issued "Gone Is My Love" b-w "Home for the Holidays" as **Perry Como's** first single since "Delaware." . . . Other Decca group releases included **Pat Boone's** U. S. chart-coupling, "Dear John" b-w "Alaham" (London), the **McGuire Sisters** "To Be Loved" (Coral) and an EP of music from the Maigret TV series (Warners). . . . **Bob Miller's Millermen** covered **Floyd Cramer's** (RCA) "Last Date" for Fontana. . . . Pye issued the soundtrack album of the "Three Worlds of Gulliver" movie on its Golden Guinea low-priced LP line.

• Reviews of New Pop Records

• Continued from page 37

Country & Western

DOMARCO BROTHERS
Smoke, Smoke, Smoke — Sleepy Summer. A-B-S 101

BORTON BROS.
The Old and the New — I Need the Loving. TOPPA 1027

JOE POOVEY
I Dreamed About the Blues — The Secret Me. AZALEA 136

THE JOHNSON BOYS & THE JAY DEE'S
With a Vanessa — Mystic Madonna. LINCO 1120

VERN PULLEN
Beautiful You — It Hurts Enough to Cry. BIG HOWDY 786

CHARLES BRYANT
Don't Take My Woman Away — Aching Heart, Hush. PEACH 741

JERRY DEE
(That's How Long) I'll Love You — Open Love. PEACH 745

WELDON & WANDA ROGERS
Lying Lips and Cheating Heart — If I Had One Day to Live. PEACH 744

BUDDY STEPHENS
In the Dark of the Night — No One Will Know. MANCO 1007

JERRY BALLARD
Blue Truck Driver — Pinch Me. SKIPPY 120

GEORGE RICHARDSON
Close to You — I Can't Believe. SANDY 1063

Polka

THE HENRY BROSCH ORK
Red and White Polka — Jo-Jo Polka. SARG 1021

Rhythm & Blues

MARSHA RENAY
Cha-Lypso of Love — It's Nice. HI-Q 5017

International

BRYN BRIGHT
Hen Wlad Fy Nhadau (Land of My Fathers) — Cara Mia. KAY BEE 6008

Keylynn Label Debuts

DETROIT — Keylynn Music, a new independent label, is making its debut with the first release by Horace Turner — "When I First Me You, Baby," backed by "I've Got to Have You." The new label, which has headquarters in suburban River Rouge, will specialize in r.&b. tunes as well as pops.

Active principals are Arthur Brooks and Roger Hurd, recording artists formerly with the Abner and Parrott labels respectively, together with Charles Deshazen and Willie F. Middlebrooks.

MUSIC AS WRITTEN

• Continued from page 18

year (same number he made this year, "North to Alaska" and "High Life"). Sixteen-year-old entertainer earned $140,000 during 1959, a figure he stands to top appreciably this year. Earlier this month, he concluded a 36-city, 42-show tour with his show grossing $492,250.

Ella Fitzgerald moved from a six-week run at San Francisco's Fairmont to an eight-day tour of Australia, playing Melbourne, Sydney, Adelaide, and Tasmania. . . . A hundred-piece symphony orchestra started recording under **Russ Garcia's** baton for Metro's "Atlantis, the Lost Continent," produced and directed by **George Pal.**

Approximately $30,000 in audio equipment was moved into the Shrine Auditorium here for a three-channel stereo concert by Ray Conniff, Friday (2). . . . Dotty Walters cut a set of singles for Columbia Records last week. . . . RCA Victor's Ann Fulchino in San Francisco on a drum-beating visit on behalf of the label's artists. . . . Columbia pop artist-repertoire producer Teo Macero arrived from New York to record Chico Hamilton. . . . Victor Coast a.&r. chief Dick Pierce back from his New York huddles with label brass.

Yves Montand 20th Century-Fox film, "Sanctuary." Lee Zhito

Harpist **Mary Jane Barton** (she used to be with the studio orchestras at Universal and Metro) has joined the **Roger Williams** group for its tour of the South when it starts January 5. Others aboard include drummer **John Morgando,** guitarist **Sam Cavaretta** and **Gil Hintz,** and bass-man **Roger Nichols.** . . . Robbins, Feist and Miller will publish **Alex North's** score for the **Lee-Remick-**

Toronto

John R. Tilton, of John R. Tilton, Ltd., Toronto, was elected president of the Dominion High Fidelity Association at its annual meeting. Other members of the executive staff for the coming year are **Ian J. Main,** of Kitchener, Ont., and **E. H. Kinnear,** of Toronto. **John T. Rochford** was reappointed executive secretary and show manager. The next high-fidelity exposition will be in Toronto in October 1961. . . . When **Johnny Williams** left CKFH, Toronto, he left behind a bunch of singing blurbs all about himself. The intros were made in the United States at high cost and CKFH never had a chance to use them. **Jay Jackson** replaced Williams. . . . Hallmark Studios, Ltd., has leased a building in the city to convert to two recording studios, one with 7,600 square feet of space and the other with 1,000 square feet. Ceiling of the large studio will be 28 feet high. Cost of the transformation, according to **Doug Sanderson,** treasurer of Hallmark, is estimated at $50,000. Large studio will have equipment for three-channel stereo recording. . . . **Harry Belafonte,** who was guest of honor at a party held here by RCA Victor of Canada, commented favorably on the RCA recording studios where party was held. He suggested the possibility he might record here.

Jimmy Namaro's newest Columbia album, "Namaro at the Westbury," has been receiving a lot of local air play in support of the local musician. Liner notes are by Elwood Glove, deejay for Canadian Broadcasting Corporation. . . . Big Julie's, newest nitery, to open at the first of the year, is looking for a combination female singer and pianist for its upstairs intimate lounge. . . . Whitey Haines of Capitol went down to London, Ont., to look after the p.a. at a store and on a TV station of artist Leonard Pennario. . . . Columbia's Frank Jones huddled with CHUM's program director, Allan Slaght, to come up with a Johnny Mathis day on the station during Mathis' one-week appearance here at the O'Keefe Center for the Performing Arts. . . . Doug Lycett's "You Don't Want to Go," cut in Nashville, is being released in Canada by Quality. Lycett made a p.a. in Montreal and Ottawa to give the record a big boost in sales.

Allan Small, who for the past year has been all-night deejay on CFRB, has switched to the daylight hours. . . . The first U. S. recording of **Sviatoslav Richter** is being released coincident with the pianist's appearance at Massey Hall here. Harry Allen Jr.

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Billboard's Big New Year-End Programming and Talent Buying Guide
—a special stick-stock section of the December 19 issue.

Park Association Completes Busy Convention Schedule

CHICAGO—Busy conventioning park executives concentrated their business and convention sessions into two days and one evening, then took a noon session of the third day to cap it all with a summary and time for honoring many of those who had taken part.

That was the story of the National Association of Amusement Parks, Pools and Beaches convention here last week (28-30), which included these highlights:

Launching of a campaign to finance a $50,000 public relations campaign.

Seeing a film report of Riverview Park's $500,000 theme addition at Agawam, Mass.

Hearing inspirational talks, topped by that of Dr. Herbert True.

Inaugurating evening sessions.

And finishing off with the Wednesday awards luncheon.

Executive Session

President Robert L. Plarr called the Monday morning session to order. Secretary John Bowman reported on the year's activities, including the fair "crisis," minimum wage bill battles, the safety program, visitations to parks, attendance at Michigan State's school for association executives and delays with the Manual and Guide.

Also appearing were program chairman Laurence Canfield, resolutions chairman Paul Huedepohl, location and exhibits chairman Jack Macdonald, music royalty chairman John Coleman, program of work chairman Ed Schott, treasurer A. L. Filograsso and finance chairman Bill Schmidt.

Jack Macdonald reported that the insurance committee this year had okayed a 5 per cent reduction in rates, with the added provision that individual parks could negotiate rates on the basis of their loss ratios.

Harry Batt, chairman of the government relations committee, told of negotiations with the Senate Committee headed by Sen. John Kennedy. He warned members to expect a new bill to increase minimum wages.

Membership chairman Marvin Staton reported the association has about 80 new members. Fred Pearce Jr. reported that the Remington firm has agreed to produce shooting gallery ammunition with plated cases in lots of 150 cases or more.

Monday Afternoon

Plarr's presidential address touched on the status and future of the amusement park field and the association's activities. Raymond Ellis, of the National Safety Council, discussed "Management in the Sixties—Voluntary or Regulated."

Highlight of the afternoon was Ed Carroll's film and talk about his $500,000 project for installing a theme section to his park and inaugurating a part-time one-price policy. Additional speakers on the same panel about meeting competition included Harry J. Batt Jr.; William Campbell, of Arrow Development; Jim Hervey, of Audio Electronics, and Larry Sloan, of Pacific Ocean Park, who described his park's major success with the one-price policy.

Tom Davidson, speaking as a Funspot researcher, said he sees "nothing but profits" in the future, but that the competition will be between various businesses more than between individuals within those fields. The question, he said, is whether amusement parks will get their share of the profits.

Ed Schott, Coney Island, Cincinnati, told of the committee work in selecting a firm for a public relations program to be undertaken by NAAPPB. He termed the program a "challenge and major step" which the committee felt "must be recommended to the members."

A featured speaker for Monday was Irv Wermont, who talked of "Fun, Our Secret Weapon."

(Continued on page 50)

NAAPPB PLANS PACIFIC TRIP IN LATE 1961

CHICAGO — NAAPPB's 1961 summer meeting will be a month-long tour thru the Orient. That was decided by the directors and announced at the convention here last week.

The group will go, probably in September, from Seattle and return to Los Angeles. They will see Century 21 abuilding, then fly to Tokyo, Hong Kong, Singapore, Bangkok, Honolulu, and other points. In each location they will inspect local amusement parks and similar facilities.

In 1958 the group toured Europe on a similar park inspection trip.

Fair Federation Okays Old Meeting Format

CHICAGO—The Federation of State and Provincial Association of Fairs requested the return to the old method of meeting with other organizations in a resolution passed here at its convention in the Hotel Morrison last week.

The resolution read: "Resolved that the International Association of Fairs and Expositions resume holding its annual meeting in conjunction with other associations and organizations in the outdoor amusement business."

The organization, part of the International Association of Fairs and Expositions, held a full afternoon session with Miss Goldie Scheible, president, in the chair. Assisting her were Vice-President Christie W. Summers and Secretary-Treasurer Joseph C. Bartlett.

N. S. Hand, of the Mississippi Association of Fairs and also manager of the Mississippi State Fair, gave one of the key addresses of the meeting. (See Fair-Exhibition Management column, this issue.)

Lamar Allen, president of the Florida Federation of Fairs, moderated discussions on topics pertinent to State associations. Mrs. Malinda Granberry, Tennessee Association of Fairs, described the awards and workshops conducted by that group.

SIDELIGHTS

Glen Boyd Misses Chi Convention

CHICAGO—Glen Boyd, veteran manager of the Ozark Empire Fair, Springfield, Mo., was among the missing at the Chicago doings, the first time in many years. Glen has been ailing and the doc advised against his attending. . . . Mrs. Ruth Hartkopf, manager of the Eastern Idaho State Fair, Blackfoot, was still favoring her left arm which was broken some weeks ago and just out of the cast.

James H. (Georgia Boy) Drew, owner of the carnival bearing his name, was justifiably proud about the accomplishment of his son, Jimmy Jr. The youngsters had been awarded one of the highest honors in the Boy Scouts when he became the only member of his Augusta, Ga., troop to achieve the rank of Eagle Scout.

Frank Kingman, secretary of the fair association, was sweating out two grandchildren during the meetings. His daughter, Mrs. Holly Widener, presented her husband with a daughter on Wednesday (30) and his daughter-in-law, Mrs. Barry Kingman, was in the hospital awaiting an addition.

Hadji Delgarian, veteran ride operator, took time out from Showmen's League activities to attend wedding of his daughter, Ann, to Henry Piazza, an engineer. The event was held November 26 in St. Gregory's Armenian Church in Chicago. . . . Ken Garman was released from a Danville hospital just a couple of days before the meetings got started but was on hand to host his many friends.

Mr. and Mrs. Ted Atwood, she's Maude the secretary of the Chattanooga Fair, missed the convention for the first time in years. Both were on a trip to California to visit their daughter and son in Los Angeles.

One of the gold-star (new member) attendees at the park meetings was John Leahy, owner of the Great Danbury (Conn.) Fair. Leahy's New Amsterdam Village is a permanent attraction on the grounds, which makes him a park man now. . . . Rossotto Oreste and C. Rosa of Luna Park, Naples, had Ronnie Kehoe as their only language contact in Chicago until happily meeting some others with fluency in Italian. Their sessions with the Zacchini family and Egle Sedlmayr were complete with typical Neapolitan gestures.

The grass grows under nobody's feet at Whalom Park, Fitchburg,

(Continued on page 50)

Name Winners Of 8 Awards

CHICAGO—Here is a rundown on winners of the four annual exhibit awards and the four annual service awards presented by the National Association of Amusement Parks, Pools and Beaches:

The new Don Dazey Award for best promotion presentation to Ed Carroll.

A. S. McSwigan Award for outstanding service to the association, to Harry Batt for his operation of the governmental relations committee. N. S. Alexander Award to Dr. Herbert True, and the A. R. Hodge Award for pool and beach presentation, to R. L. Brown, of the American Red Cross.

Fred Pearce Sr. Award for the best exhibit, first place to Allan Herschell Company, Inc.; honorable mentions to Hot Rods, Inc., and National Amusement Device Company.

Charles S. Wilson Award for best exhibit of equipment and supplies, first place to Concession Supply Company; honorable mentions to Animated Display Creators and Display Arts, Inc.

D. S. Humphries Award for the best new device exhibit, first place to Arrow Development Company; honorable mentions to Oarco, Inc., and Richard B. McFadden.

Henry Guenther Sr. Award for best exhibit of games equipment, first place Mike Munves; honorable mentions to Chicago Dynamics and Capitol Projector.

92 EXHIBITORS

Ride, Equipment Firms Pile Up Sales at Chicago Show

By IRWIN KIRBY

CHICAGO — The tradition of millions of dollars being spent for amusement devices at the Chicago trade show was upheld convincingly last week Registrations were down somewhat, but this was more than offset by favorable reports by manufacturers of riding devices and subsidiary equipment for the outdoor fun industry.

With 92 individual exhibitors occupying 197 booths on the Hotel Sherman's mezzanine floor, there was no shortage of equipment—or new units shown. Ride manufacturers were uniformly enthusiastic about the reception this year.

Biggest single achievement was the contracting of additional Sky Wheels by the Allan Herschell Company, whose display occupied the most space in the show. Second of the towering units to be produced will go to Glen Wade and associates for mid-February delivery. Crafts Shows will have one in time for the National Orange Show in San Bernardino, Calif., next March. B. D. McCrary received the first ride this fall.

In addition to rides ordered off the floor, there is the customary winter period during which directors will be voting on purchases and other pending sales will be confirmed. To skim over the transactions, the following unit sales are reported:

Jumping Jupiter Improved

Herschell's exhibit of ride bodies included a new Jumping Jupiter model which accomplishes its leap without the need for a launching ramp. Also new was the Skyway Monorail, kiddie Paddleboat, aluminum Dark Ride cars, Bell Air Car, stereo music unit and redesigned Roller Coaster. The last mentioned is a two-semi ride, one mounting the loading platform and the other for a permanent incline and drive unit, height 12½ feet.

Other firms with large dollar-volume results included King Amusements and B. A. Schiff Associates. There was interest in new rides, one of which will be completed for the Tampa Fair. Frank Hrubetz's Meteor is an 18-car ride in the works for three years. It utilizes the Round-Up elevation action with three large turntables. First-year production will be six units.

Aeroaffiliates will not have its Bartlett Float-o-Drome in operation in time for Tampa, but will be testing it during 1961. Its Flying Coaster production, one a week, is comfortably spoken for. The firm showed a dual safety valve piston and hydraulic cylinder for both new and existing Flying Coasters.

M. and P. Diesel Company had a good response to its line of Mercedes-Benz motors and generators exhibited for the first time. O. C. Buck Shows ordered four 95-kw. motors and Robert L. Smith, of Freedomland, ordered 20 units. King Amusements signed a distributorship which will see it offering diesel power for its rides. Freedomland also contracted for the Italian ride, Space Combat, shown by Export Sales Corporation.

Jack Partlow's kiddie circus train, a trackless unit, was sold to several buyers. Among them were Jimmy Sullivan; Lee Amusements; Jungle Land Park, of Cleveland; C. S. Peck and Paul Robertson.

King's order list included Funhouses to Reithoffer Shows and H. McGinley, of Zanesville, O.; two kid rides to Amusements of America; light plant and popcorn trailer to George Lytle, of Findlay, O.; light plant and Frolic ride to Jerry's Rides of Baltimore; train to Mickey Stark (who also acquired a Herschell G-12 train and San Antonio-model Helicopter); Speedboats to Striker's Grove, Cincinnati; Spinaroo to Al Kunz, of Heth Shows; Jet Fighter and Frolic to W. E. (Shotgun) Page, and Frolics to C. S. Peck, Drago Amusements,

(Continued on page 49)

Kash Resigns At Waterloo

WATERLOO, Ia. — Norbert Kash has resigned as manager of the National Dairy Cattle Congress here effective January 15.

Kash has been with the organization for six years, four as assistant to the late Ed Estel and the past two as manager of the annual event. His successor will be named in the near future.

Kash has been awarded the franchise for distribution of Taylor soft-serve ice cream in 100 counties in Iowa, Wisconsin and Minnesota.

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Panels Highlight IAFE Chi Meeting

Advertising, Concessions Discussed As Fair Association Meets Alone

By CHARLIE BYRNES

CHICAGO—Open panel discussions on important topics highlighted the 70th annual meeting of the International Association of Fairs and Expositions here last week.

For the first time in years the fair execs met in a different hotel from the Showmen's League of America, amusement park association and allied groups, holding its sessions in the Morrison Hotel after the close of the other activities at the Hotel Sherman. The SLA banquet and ball on Wednesday evening (30) usually wound up the entire outdoor meetings but the IAFE began its sessions on Thursday (1) and was due to wind them up at a Saturday (3) luncheon.

The over-all program this year covered the Federation of State and Provincial Association of Fairs, including meetings on county fairs, had the usual social events such as the Past President's Club Luncheon on Thursday and for the first time in many years, a banquet on Friday evening, titled the "International Fairs Roundup."

The forums got under way on Friday morning with Dick Frederick, Michigan State Fair, heading one on advertising. G. W. (Bill) Wynne, Mid-South Fair, moderated one on concessions; Bryan P. Sandles, Clark County Fair, on youth; Mrs. Moxie Mulrooney, Saginaw Fair, on women's activities. That afternoon G. C. (Pete) Baker, Oklahoma State Fair, filled in for Lem Jones on commercial space. Grandstand shows had Donald L. Swanson, Michigan State Fair, as chairman assisted by William A. (Tiny) Uthmeier, Central Wisconsin State Fair.

Election of officers and directors and an address by Douglas K. Baldwin, Minnesota State Fair, on the future of the IAFE were set for the Saturday morning session, along with addresses by L. Doc Cassidy, Kentucky State Fair; C. M. Cutler, General Electric, and John L. Campbell, insurance. Art Linkletter was scheduled to be the speaker at the luncheon on Saturday.

IMCA Re-Elects Virgil Miller

CHICAGO — The International Motor Contest Association re-elected its officers and named one new director at its annual meeting here last week.

J. C. Huskisson, Tampa, was the new addition to the board, replacing R. H. McIntosh, Birmingham. Virgil Miller, Hutchinson, was re-named president and John Libby, St. Paul, secretary.

Also on the board are C. G. (Pete) Baker, Oklahoma City; Doug Baldwin, St. Paul; Lloyd Cunningham, Des Moines; Joe Monsour, Shreveport, La., and Ed Schultz, Lincoln, Neb.

A motion to set up rulings on midget auto racing was tabled until the IMCA board meets during the Midwest Fair Circuit conclave in Kansas City, Mo., February 23-24.

Abbeville, S. C., Gets Fair Site

ABBEVILLE, S. C. — George W. Settles Jr., president of the Junior Chamber of Commerce here, says the latter has acquired deed to a six-acre tract of property on the Old Greenwood Highway for a permanent Abbeville County Fairground.

A spokesman said the Jaycees will erect a building at the site to serve as a meeting and recreational site for the organization. Plans call for work to begin in the near future in order to have the property in readiness for the 1961 fair.

Taber Rodeo Elects

TABER, Alta.—Andy Andrews was elected president of the Taber Rodeo Association, succeeding Mike Bartram, who was named general manager and the organization's first honorary president. Other officers are: Pete Lindquist, vice-president; Jack Hamshaw, secretary; Don Porter, treasure.

A carnival will be signed for the May 20-22 rodeo.

Park-Beach-Pool Group Gets Divisional Status

CHICAGO—Acting on a pledge to bolster its pool and beach section, the NAAPPB authorized the creation of the National Association of Pools and Beaches as an autonomous division of the parent body at a Tuesday (29) convention meeting.

The board also authorized a budget of $400 to $600, election of the group's own officers and the services of Executive Secretary John Bowman and the national office in Chicago.

Vernon (Bud) Platt, Somerton Springs Swim Club, Feasterville, Pa., was elected president, and John Philipps, Philipps Aquatic Club, Dayton, O., vice-president. James Carnahan, Eyerly Associates, Chicago, heads a 12-man trade show committee whose main job will be to secure pool and beach exhibitors for next year's NAAPPB Show.

A year-long membership drive will be the first order of business, according to Platt, who urged each of the operators attending the pool and beach sessions to concentrate on pools and swim clubs in their area.

Other highlights of the convention pool and beach sessions, presided over by John Philipps, included talks by Ralph Kuhli, director of water safety, National Safety Council; R. J. McCarthy, Government Services, Inc.; Richard L. Brown, American Red Cross, and Vernon Platt.

A panel presentation included Milton Metsky, Brookside Swim Club, Vauxhall, N. J.; Eddie Cole, Eddie Cole Water Circus, Evanston, Ill.; Arthur I. Yellen, Williamsville Pool Club, Inc., Buffalo, N. Y.; James H. Dickson Jr., Cascade Plunge, Birmingham, Ala., and Chuck Foster, Aquamarine Swim Club, Inc., Avon Lake, O.

FAIR ASSN. UPS DUES

CHICAGO — A new dues schedule for the International Association of Fairs and Expositions was adopted here last week.

Annual dues for county fairs is $40 as compared with $30; State associations, $55 against $40; Canadian fairs, $105 compared with $75; service members $100, no change; United States State fairs, $210 against $150.

Based on the present membership, the increase is expected to hike IAFE income close to $5,000.

Midwest Fairs Meet Feb. 23-24

CHICAGO—The Midwest Fair Association will hold its winter meeting February 23-24 in Kansas City, it was announced here last week. The meeting was tentatively scheduled for the President Hotel.

PLARR ACCEPTS BID

Trade Show Makes Hit With Italians

CHICAGO—Bob Plarr, of Allentown, Pa., president of the NAAPPB, said last week he is accepting the invitation extended on behalf of the European showmen's group thru two of its leaders. Rossotto Oreste, of Luna Park, Naples, invited the Americans to the seventh congress of the association, February 1-4 in Paris.

In the company of C. Rosa, of Luna Park, and Bill and Ronnie Kehoe, Oreste toured the exhibition hall here in search of American devices to use in Europe. Mrs. Kehoe is fluent in Italian and served as interpreter. The Italians' impression of the NAAPPB trade show was marked, their most common observation being an amazed, "Did Khrushchev see this?"

The invitation to the European convention was coupled with one to participate in the International Exhibition in Turin, Italy. Oreste's address to the parkmen went as follows:

"In occasion of the International Exposition which will be held in Turin from May to October to celebrate the Centennial of the Unity of Italy, we are sent by our Association (ANESV), located in Rome, to visit your exposition and for the purpose of setting up a modern amusement park.

"The Turin celebration wants to show the accomplishments attained by labor in a century of great activity. In occasion of these festivities, which will occur over a period of six months, conventions and meetings will draw to the elegant city of Turin millions of visitors.

"It is our deep desire that your country be represented with some of your attractions; this would open up a new phase in our activities.

"For this purpose the associations of France, Germany, Switzerland, Italy, Belgium, Austria, Holland, Portugal and Denmark, who are already united in the VFE Union F.C. Forains Europeenne, will celebrate their seventh European Congress in a meeting to be held in Paris on February 1, 2, 3 and 4, 1961. This meeting will be conducted by the president, Augusto Picardi of Rome.

"We are extending you the invitation to participate to this convention and we are sure that your representation will honor these festivities. We appreciate this first encounter with you and it is hoped that many others will follow—this will be advantageous to the body we are representing which has always looked with great admiration and astonishment on your accomplishments.

"Thank you for having given us an occasion to present the aims of our visit. We also want to thank your president, Robert Parr, as well as your secretary, John Bowman, for the kind invitation and cordial reception.

"Our thanks and appreciation are also directed to Mr. and Mrs. Kehoe for everything they did to render our stay in this great country a very pleasant one."

HOLD OWN SESSION

County Fair Meet Covers Wide Scope

CHICAGO—Leaders of county fairs in the United States and Canada got in their innings as an integral part of the International Association of Fairs and Expositions meeting here Friday morning (2).

An entire session was devoted to the problems confronting the smaller fairs, which were termed the "backbone of the fair business."

Clyde E. Byrd, Little Rock, was chairman of the meeting.

The importance of successful grandstand shows was discussed by C. J. McAleavy, secretary of the Wisconsin Valley Fair, Wausau. Another Badger, Ralph W. Davis, manager of the Northern Wisconsin District Fair, Chippewa Falls, led a discussion on exhibits and attractions.

Ohio was heard from in the person of Bryan P. Sandles, Clark County Fair, Springfield, who described a successful program of community co-operation. Henry Kennedy, National Peanut Festival, Dothan, Ala., spoke on advertising, publicity and promotion. A system to control tickets was described by Richard C. Murray, Dutchess County Fair, Rhinebeck, N. Y.

PARK MEN ELECT J. R. SINGHISER

Succeeds Plarr; Vice-Presidents Are Gurtler, Staton, Conklin

CHICAGO—J. R. (Jack) Singhiser, of Fontaine Ferry Park, Louisville, was elected president of the National Association of Amusement Parks, Pools and Beaches here last week. He succeeds Robert Plarr, of Dorney Park, Allentown, Pa.

Singhiser was vice-president and social chairman last year. He also has filled other positions with NAAPPB and in 1958 was chairman of the NAAPPB European tour group.

Newly elected vice-presidents are Jack Gurtler, of Elitch Gardens, Denver; Marvin Staton, Springlake Park, Oklahoma City, and J. W. (Patty) Conklin, Conklin & Garrett, Ltd., Brantford, Ont.

NAAPPB members elected the following new directors to the board:

Robert A. Guenther, Olympic Park, Maplewood, N. J.; James E. Johnson, Playland Park, San Antonio; C. K. (Jack) MacDonald, Idlewild Park, Ligonier, Pa.; George K. Whitney Jr., Century 21, Seattle; Carl A. Sinclair, Meyers Lake Park, Canton, O., and Elmer E. Freeland, Conneaut Lake Park, Conneaut Lake, Pa., all for three-year terms, plus Jimmie Thompson, City Park Kiddieland, Alexandria, La., to fill a one-year vacancy.

J. R. SINGHISER

John L. Bowman was re-elected secretary, and A. L. Filograsso, treasurer.

Orange Show Picks Theme

SAN BERNARDINO, Calif. — "Citrus Wonderland" will be the theme for the 1961 National Orange Show here April 20-30, A. B. Drake, exposition president, announced after the judges examined more than 3,000 entries.

According to J. W. Snyder, chairman of the theme committee, the selection was made on the basis that the "Citrus Wonderland" theme will be a "workable one for all segments of the 46th showing, including community feature exhibits, flower show, entertainment and commercial features and special displays thruout the grounds."

Record for the entry from the most distant point went to a woman in Brierfield, England, who said she heard of the contest while touring America.

N. Y. PARKMEN IN NEW GROUP

CHICAGO — New York State members of the National Association of Amusement Parks, Pools and Beaches last week formed their own organization within the NAAPPB. It is the New York State Association of Amusement Parks.

President is Harry Altman, of Glen Park, Williamsville, N. Y. James Miller, of Roseland Park, Canandagua, is secretary. Treasurer is J. K. Donlan, Donlan Enterprises, Sylvan Beach. Directors are Nathan Faber, New York; Joseph Schuler, Olympic Park, Rochester; Martin F. Walsh, Midway Park, Maple Springs; and Albert Weisenfluth, Eldridge Park, Elmira.

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Figures compiled by Professor Thomas Lea Davidson, School of Business, University of Connecticut, and Amusement Business' Research Director, establish the annual gross sales volume at a conservative $2.8 billion. Sources for these figures are three annual surveys he has conducted for Funspot Magazine plus figures recently released by the U. S. Department of Commerce.

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AMUSEMENT BUSINESS

The Communications Center of the Industry

188 W. Randolph Street Chicago 1, Illinois

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First Issue January 9, 1961

ACTUAL SIZE

Amusement Business

combining The Billboard outdoor and Funspot magazine

A Magazine of The Billboard Publishing Company

Publishers of Billboard Music Week, Billboard Overseas Edition, Vend, High Fidelity; Arena, Auditorium & Stadium Guide; Cavalcade of Fairs

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Raymond Rodeo Elects Albert Ralph President

RAYMOND, Alta.—Albert Ralph was elected president of the Raymond Stampede Association, succeeding J. M. Lybbert. Other officers are: Vice-president Grant Hall, manager Ray Depew, treasurer L. D. Watson, secretary William L. Nalder. The July 1 stampede and race meet cost $6,000 to present and a net surplus of $1,048 was recorded, which will go into the July 1, 1961, show. Prize money topped $3,600.

Little Valley Re-Elects Peters

LITTLE VALEY, N. Y. — The Cattaraugus County Fair, which opens August 20 this year, will again be under the direction of President Frank Peters. At a meeting of the fair association this week, he renamed several department heads. Sheriff Morgan L. Sigel, vice-president of the association, will be in charge of the grounds. The midway will be run by Sigel, Peters and Howard Preston.

CHUCK WAGON DRIVERS TO WEAR HELMETS

CALGARY, Alta.—Crash helmets for drivers are one of three safety measures for chuck wagon racing approved by the Cowboys' Protective Association at its annual meeting here.

It was also decided to change the design of barrels and stoves used in the races to make them less dangerous in collisions. The helmets will be similar to those worn by jockeys.

In future, the barrels around which the outfits make a figure eight before entering a race will be made of cardboard, rather than wood, and they will be weighted with sand. This will make them less dangerous in collisions.

The metal stoves used to weight the rear of the wagons will be replaced with stoves made of collapsible material so that if they are jarred out of the wagon they will not be so likely to cause upsets.

Last season two chuckwagon drivers were killed, one in Calgary and one in Cheyenne, Wyo.

Winners of CPA championship trophies were: Cliff Vandergrift, Turner Valley, wild cow milking; Don McLeod, Black Diamond, wild horse racing; Leo Brown, Czar, high point winner, Brahma bull riding and bareback; Orville Burkinshaw, Calgary, chuck wagon; Bud Butterfield, Ponoka, wild steer wrestling; Harold Mandeville, Lethbridge, calf roping; Jim McKenzie, Fort St. John, B. C., amateur bronk riding; Kenny McLean, Okanagan Falls, B. C., saddle bronk; George Myron, Viking, Canadian all-around champion.

Canada Rodeo Execs Elect Irving Hansen

CALGARY, Alta.—Irving Hansen, manager of the Frontier Days celebration at Swift Current, Sask., was elected president of the Canadian Stampede Managers Association at the organization's annual meeting.

He succeeds Herman Linder, of Cardston, Alta., who retired after holding the post for 10 years.

Vice-presidents are Herb Christie, of Taber, for Southern Alberta; Al Shantz, Ponoka, for Central Alberta; Fred Coleman, Grimshaw, for Northern Alberta; Ralph Debrisay, Swift Current, for Saskatchewan.

Directors for Alberta are Reg. Kessler, of Rosemary, and Harry Vold, of DeWinton, and for Saskatchewan, George Cooper and Forbes McKenzie, both of Moose Jaw.

I. W. Parsons, Calgary, was re-elected secretary-treasurer for a 10th term.

Linder was named an honorary president for life.

Rodeo managers reported that attendance was up over last year.

CHICAGO—Aut Swenson, veteran operator of thrill shows, announced that he will tour Austyn's Motor Derby & Thrill Circus in addition to the Swenson Thrillcade for the '61 season.

Swenson also disclosed that he had signed to play the Clay County Fair, Spencer, Ia., and will still date in June at the Ozark Empire Fair, Springfield, Mo.

QUOTES EXPERTS

Bill Wynne Looks At Future of Fairs

CHICAGO — G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis, took a look at the future of fairs in an address before the International Association of Fairs and Expositions here Thursday (1).

Wynne explained that the forecast was based on the opinions of leaders in the industry, all of them well qualified to contribute to the subject.

High points of the address were:

"What will our typical North American Fair be like in 1970? Our advisors say first of all that it will be more beautiful. More of us will follow the leads of our friends in Toronto and St. Paul and Dallas and will place greater emphasis on the natural beauty of flower beds, shrubbery and grass areas. . . . The carefully designed use of water in the form of fountains, cascades and lagoons will add to the natural beauty of the grounds and in the quieter areas will help create an atmosphere of restfulness. . . .

"During our nighttime visit to this fairgrounds of tomorrow revolutionary lighting effects will bring a dazzling new type of beauty to the natural landscape as well as to the exterior of the buildings. The glare of open light bulbs will be conspicious by its absence. Pedestrian walkways and building entrances will be brilliantly illuminated by indirect units which will beam all the light downward from a source below eye level. The overall lighting of the fairgrounds will appear subdued from our standards of today, since brilliant floodlighting and backlighting will be used only on areas where special emphasis is desired. Parking areas will be made bright as day by a surprisingly few, very small but very powerful floodlight units.

Stress Comfort

"Everywhere we go on this fairgrounds it will be evident that its planners had constantly in mind the comfort and convenience of the public. Restrooms will be numerous, attractive on the outside, clean on the inside and, above all, well marked so they can be easily spotted from any direction. No less numerous will be drinking fountains, generally in a shaded area and designed to accommodate youngsters as well as adults.

"As we tour the exhibit buildings, we find a large part of the space occupied by large national manufacturers. Their displays are colorful, well-lighted, and substanially built to take the wear and tear of a two-month fair circuit for three or more successive years. All will be manned by attractive, well-trained young men and women. . . .

"Will fairs of the future still include such features as livestock shows? Apparently so, according to foresight on which we are depending today. To quote one fair manager, 'Basically, food and fiber are our most important products.' . . . As we walk thru the barns of our fair of the future, we are immediately impressed with the cleanliness on every side. We notice no hint of animal odor and the aisles are as inviting as those in a supermarket. . . .

"Livestock judging will be staged in a well-lighted, attractively decorated arena. . . .

Entertainment

"What about the entertainment feature of this fair we will visit 10 years from now? Both fairmen and talent bookers agree that in the 1970's, just as today, fair management will depend heavily on entertainment as a major attraction to draw the masses of people into the fairgrounds. The policy of higher front gate admissions and free grandstand or coliseum shows will be popular, especially with the smaller fairs.

"Some of the veterans in the booking business feel rather strongly on one point—that there is little likelihood of any revolutionary improvements in the lighting, costumes and scenery of our fair shows in the United States and Canada until we follow the lead of our good friends in Canada in organizing circuits. They point out that union policies which cover performers and musicians are becoming more demanding every year and that booking offices cannot afford to invest in expensive productions on the present hit and miss system of fair booking.

More Buildings

"By 1970, some but not all of our larger North American fairs will have moved their big shows from the grandstand into an air-conditioned coliseum. Altho indoor performances often afford more comfort for the audiences and more conveniences for the performers, there will still be a good many fairmen that will feel strongly that the outdoor 'under the stars' atmosphere is one of the most attractive features of the fair show. In all probability, name attractions will still be used extensively by the larger fairs. . . . The outlook on our American tax program, however, would not indicate that big names will in the future be any more interested in percentage deals than they are today. . . .

"Let's look at the midway. Its completely paved and less crowded than our fun zones of today and in keeping with the standards thruout these grounds, the pavement is clean of litter.

"The big changes that will be noticed is the scarcity of shows and the predominance of rides. We are advised by two of the biggest carnival operators in the business that this trend is already under way."

Mexico, S. A. Get Kochman Stunt Shows

PATERSON, N. J.—A Mexican and South American tour is shaping up for the Jack Kochman auto thrill show forces, with good possibility of a unit also going to Europe in 1961. Kochman will again field three shows.

January 21 will be the first date in Mexico. Last year the show wound its way southward thru Latin America to Costa Rica, but did not get to South America. Six weeks are booked in Mexico, it is reported, then nine weeks in Colombia, Ecuador, Venezuela and Peru. Chrysler and Goodyear products are again being used.

On the road the coming season will be the Hurricane Thrill Drivers under management of Danny Fleenor, Bob Conto with Kochman's Hell Drivers, and Bill Reed with the International Auto Daredevils.

The 1960 season was Kochman's best, he said. With equipment deals being renewed their will be 40 pieces of Dodge stock involved, including the new Darts and Lancers. Fair bookings are heavier now than at this point last year.

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AMUSEMENT PARK OPERATION

Trampolines Can Be Safe, Healthful, Says AMA Journal

THE JOURNAL OF THE AMERICAN Medical Association last week urged universal adoption of a set of rules for operation of trampoline centers. The rules, already in use in many jump centers and included in numerous city ordinances governing centers, call for an instructor to be present at all times. They also call for maintenance of the equipment, specific distances between trampolines, minimum number of people on a trampoline at one time, proper lighting, enforced rest periods, compulsory wearing of certain clothing including shirts and socks, and prohibition of eating on the trampoline. The Journal also called for a rule that patrons must register and must give the name of whom to contact in event of injury plus word on their previous gymnastic experience. It also called for a training program to instruct patrons in trampoline use. The Journal said that trampoline accidents can cause serious injury. But it added that "if these suggested regulations were carried out. . . . trampolines could become an excellent and safe means of enticing the normally indolent American into healthful exercise."

Space Age Park Suggested At Philadelphia Ball Park

RICHARD GRAVES, THE PHILADELPHIA man who pieced together the proposal for a new $8,000,000 Phillies ball park on a 175-acre tract of city-owned land in Torresdale, now wants to build a Space Age Park on the same tract. Graves, executive vice-president of the Philadelphia Industrial Development Corporation, said that he has requested the Air Force Association, a national group of active, reserve and retired Air Force officers, to serve as a co-sponsor of the park without making a financial contribution. The park, to occupy some 40 acres adjacent to the ball park and share the same 10,000-car parking lot, would be owned by the same nonprofit corporation that it is proposed will own the ball park. Graves has asked Matthew McCloskey, Philadelphia contractor who has agreed to finance the ball park along with Phillies owner Bob Carpenter, to be the principal backer and developer of the amusement park. He said that the city's contribution would be the same as that requested for the ball park—a 50-year lease on the land at a token rent, with the city to be excluded from any financial obligation involved in the financing and, at the same time, to become owner of the park after it is paid for.

James H. Straubel, executive director of the Air Force Association, said that the association is interested and he is convinced the proposed park could further its goals.

Knott's Berry Farm Gross Up 10%; Shares 500G Profit

KNOTT'S BERRY FARM grossed $13,000,000 in 1960 and divided $567,637.18 among its employees as part of its profit-sharing plans, Russell H. Knott, son of the founder and general manager, said at Buena Vista, Calif., Wednesday (23). The gross was up 10 per cent over 1959 and 17 per cent over 1958. The split in the company profits to the employees was the largest amount ever divided in any single year and was allocated to the company's two profit-sharing plans. The cash profit-sharing plan was distributed to all 1,185 employees and amounted to $263,559.28. The profit-sharing retirement plan was shared by 440 employees who have three years or more continuous service and amounted to $304,077.90. In the 13 years since its inception, the cash profit-sharing plan has distributed $1,599,260.36, and the retirement plan, $998,379.37 as it goes into the fifth year.

Atlantic City Group Named To Upgrade Boardwalk Area

PROGRESS IN BUILDING the new Cherokee Land at the Cherokee Indian Reservation in North Carolina was reported in a feature carried (20) by The Asheville (N. C.) Citizen-Times. The full-page spread showed a map of the park and several features already constructed. Hubert R. Mitchell is the builder of the park. . . . Site for a proposed Kiddieland at Milwaukee was sold in a foreclosure sale recently. William (Don) Bohl had planned to build a park there, using a Santa Claus theme. . . . Duncan Kart Sales has been incorporated at Hayward, Calif. . . . Tramp-A-Lene Center is being built at New Iberia, La. . . . Work has started on a children's zoo and park in New York City, the funds for which were donated by former Governor and Mrs. Herbert H. Lehman on their 50th wedding anniversary in April. . . . Atlantic City Chamber of Commerce has named a committee to seek ways for improving the tone and appearance of the Boardwalk. Rudolph Bushnell heads the committee.

Calgary Switches Horse Show Dates

CALGARY, Alta.—The annual horse show of the Calgary Exhibition and Stampede, Ltd., will be held in May, 1961, instead of October as has been the case for the last two shows, directors have decided.

The event will be held in the Stampede Corral and tentative dates are May 10-13.

Rename Beachler As Chief Barker

DAYTON, O.—Walter Beachler, president of United Fireworks Manufacturing Company, was elected to a fifth consecutive term as chief barker of the Dayton Variety Club. Other officers are Harry Good, first assistant chief barker; Dr. A. J. Denlinger, second assistant chief barker; Roy Wells, property master, and Sylvan Fred, dough guy.

CAN RUN SHOWS

AREA Nonexistent; To Reincorporate

CHICAGO—Members of American Recreational Equipment Association learned at their annual convention meeting here Saturday (26) that it has been out of existence since 1952—nonexistent at least as a corporation.

John Allen, of Philadelphia Tobboggan Company and president of AREA, told members that the State of New York had dissolved the corporation eight years ago when its search unit could not locate the organization. It had been incorporated as a nonprofit corporation in 1935.

As a result, the group of amusement riding device manufacturers voted Saturday at the Bismarck Hotel session to reincorporate, this time in Delaware.

Two significant provisions of the old charter were discussed and a provision that AREA may operate conventions, sell booth space and carry on trade shows was voted by members. This was in the old charter and the vote authorizes it in the new charter.

Members, however, decided to drop the old provision that would have permitted AREA to put on shows for the public, charging admission to rides. History of this clause was unknown to present members and they decided against keeping it in the formal charter.

The charter also calls for nine directors; six have been used recently.

Allen was re-elected president. Also re-elected were Lee Sullivan, vice-president, Eli Bridge Company; Ben Roodhouse, secretary, Eli Bridge; Fred L. Markey, treasurer, Dodgem Corporation, and Lyndon Wilson, Allen Herschell Company, and Art Sellner of Sellner Manufacturing Company, members of the executive committee.

Markey, long-time member and treasurer of the association, is ill and missed a meeting for the first time. Also ill is another veteran member, Conrad Turbenbach, of Percy Turnstiles, an ex-president.

AREA's noon business session also included movies of the Oktoberfest by Norman Bartlett.

Later the same day AREA was host to an elaborate cocktail party at the Bismarck. Guests were members of NAAPPB, SLA and others who are friends of customers of AREA members.

Park Board Okays Big Public Relations Plan

CHICAGO—A major public relations campaign is to be undertaken by the National Association of Amusement Parks, Pools and Beaches. The board of directors voted for the plan at their Saturday (26) session.

A campaign to raise the budgeted $50,000 was begun at once. Ed Schott, chairman of the program of work committee, was in charge of the drive. At the closing session of the convention it was reported that members had pledged about $20,000 so far.

Communications Councilors, Inc., a subsidiary of the McCann-Erikson advertising agency, has been selected to undertake the job. Two other public relations agencies also were considered. Chester Berger, of CCI, appeared at a convention session when the decisions were anounced.

Rouleau Fair Elects

ROULEAU, Sask. — Gordon Rogers has been elected president of the Rouleau Agricultural Society. John Hamdorf is vice-president.

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FAIR MEETINGS

Northwest Colorado Fair Association, Akron, December 8. Edwin Amend, Extension Service, Office Court House, Akron.

Washington State Fairs Association, Leopold Hotel, Bellingham, December 8-9. Wendell W. Prater, Route 1, Box 72, Ellensburg, secretary.

Fair Managers Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-14. Eugene Moore, Tipton, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 1-3. Robert L. Barnet, Muncie Star, Muncie, Ind., secretary.

Minnesota Federation of County Fairs and Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, St. James, secretary of the Federation.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 7-8. Mrs. Paul D. Kiepfel, Route 4, Box 77, Crafton, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 9-11. Everett E. Erhart, Stafford, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 10-12. Win Eldridge, 315½ East Mill, Plymouth, secretary.

Ohio Fair Managers Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 1043 South Main, Dayton 9, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 11. Tom Moore Craig, Piedmont Interstate Fair, Spartanburg, secretary.

North Carolina Association of Agricultural Fairs, Jack Tar Hotel, Durham, January 12-13. Corbin Green, P. O. Box 776, Hickory, secretary.

Missouri Association of Fairs & Exhibitions, Governor Hotel, Jefferson City, January 12-13. Victor M. Gray, Box 630, Jefferson City, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 14-15. William E. Finch, Danville, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, Janury 15-17 Harry B. Kelley, Hillsdale, secretary-treasurer.

Massachusetts Agricultural Fairs Association, Bradford Hotel, Boston, January 16-17. Paul Corson, Topsfield, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 18-19. William Arthur Morris, Box 912, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 19-20. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary.

New York Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 22-24. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany 1, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. C. C. Hunter, 707 W. Vine, Taylorville, secretary.

Tennessee Association of Fairs, Noel Hotel, Nashville, January 26-27. Mrs. Malinda Granberry, Mid-South Fair, Box 3808, Memphis 14, secretary-treasurer.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, 102 East Locust, Tyler, secretary.

Arkansas Fair Managers Association, LaFayette Hotel, Little Rock, February 6-7. Clyde E. Byrd, Box 907, Little Rock, Ark., secretary.

Oklahoma Association of Fairs, Huckins Hotel, Oklahoma City, February 13-14. Harry F. James, Room 612, County Building, Oklahoma City, secretary.

Florida Federation of Fairs and Livestock Shows, Thomas Hotel, Gainesville, May 14-16. T. L. Barrineau, State Department of Education, Tallahassee, secretary.

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

Ontario Association of Agricultural Societies, King Edward-Sheraton Hotel, Toronto, February 22-23. F. A. Lashley, Room 4508, East Block, Parliament Buildings, Toronto, secretary.

Idaho Fair Assn. Renames All Officers

IDAHO FALLS, Idaho—The Idaho Fair and Rodeo Association re-elected all officers at its recent annual meeting here in the Bonneville Hotel.

Renamed were George W. Cleveland, this city, president; Tom Parks, Filer; Elmer R. Terry, Pocatello, and Walter Yarbrough, Grandview, vice-presidents, and Erling J. Johannesen, Emmett, secretary-treasurer.

The Twin Falls County Fair and Rodeo, Twin Falls, will host the 1961 convention.

The value of local participation in rodeos, such as queen contests and riding groups, to stimulate interest, was pointed out in a panel discussion.

Palmyra, N. Y., Fair to End On a Friday

PALMYRA, N. Y.—Palmyra Fair will run next season during the week of August 29-September 1, the directors have decided. The dates are a departure from traditional ones, giving this event a four-day run ending on a Friday.

Vernon L. Cator, president of the sponsoring association cited several advantages for the switch. He said the schedule will enable fair superintendents to display bigger and better agricultural exhibits as most fruits and vegetables will be at their best—and that cattlemen will be enabled to leave the grounds early Saturday morning in order to take their stock to the State Fair in Syracuse, or to other fairs.

Most livestock exhibitors, Cator said, prefer not to travel late Saturday night or on Sunday. Palmyra will run four full days and nights.

FAIR-EXHIBITION MANAGEMENT

N. S. Hand Points Up State Assn. Objectives

CHICAGO—N. S. Hand, manager of the Mississippi State Fair, Jackson, represented the Mississippi Association of Fairs at the meeting of the Federation of State and Provincial Association of Fairs here during the IAFE convention.

In an address before that group, Hand made the following remarks:

"An association of fairs is usually thought of as an organization composed of like units with objectives for improvement of each individual unit of the organization. But in a State association of fairs, we think of an association of smaller units, usually county fairs, organized into the State association.

"For example, in Mississippi, our association of fairs and livestock shows is composed of district fairs, district livestock shows, county fairs and county livestock shows with objectives common for all.

"Article II of our constitution and by-laws reads as follows: 'The object and purpose of the association shall be to aid in the maintenance of and to encourage and advance the agricultural, livestock, industrial, and social interests of the State as represented thru its fairs and livestock shows; to acquire and disseminate information advantageous to these purposes, and to generally co-operate in the futherance of the mutual interests of its members.' Of course you will understand that all States do not have the same common interests.

"In order that you may have a picture of the background of our fairs, and for our fairs, I remind you that Mississippi has been principally an agricultural State with a population—according to our last census—of 2,165,000. Some years ago our State launched into a 'Balance Agriculture With Industry' program, and we feel that much progress has been made. About 75 per cent of our manufacturing plants use farm products, and use 50 per cent of the total manufacturing labor force. (Farmers own their own fertilizer plants manufacturing a part of their fertilizer needs.) 68 per cent of our total land area is in farms, and slightly less than 50 per cent of the State's population live on farms. Our fairs were organized around agriculture, and, for the most part, the county fairs are still primarily agricultural. Our larger fairs are now emphasizing both agriculture and industry.

"There was a definite need for an association of fairs in our State, and was organized in 1927, under the leadership of J. M. Dean—its first secretary. Our fairs and livestock shows had been held independently, without regards to neighboring fairs and shows. There was no coordination, and no concerted effort toward the achieving of the main objectives of fairs. We feel that fairs are, or should be, primarily educational, and the association can help materially in making them all more educational and more attractive. Since our State association was organized, we now have 64 members banded together in one common cause.

"The objective of our association is to be mutually helpful to all members. The members benefit thru an exchange of ideas and programs at our association meetings, and thru visiting the fairs and shows in the different areas. Dates and schedules are coordinated to avoid all possible conflicts in time that fairs and shows are held, and assistance comes thru the association in securing reputable carnivals and other entertainment for its members. The field of opportunities for an association of fairs is wide open. We must strive to keep abreast of the times, and balance our fairs to meet the needs and interests of all our people. This will not be the same in every State, but wherever it is—our 'showcase' of agriculture, of industry, and of everything that pertains to fairs, can best be 'decorated' thru a strong and active association of fairs.

"I will close with a statement that during the past ten years, much progress has been made at the Mississippi State Fair by improvements on the grounds, and construction of new buildings. More than a million dollars has been spent on new buildings, and a coliseum is now under construction, at a cost of more than four million dollars. Our State association has been active and helped much in achieving this objective for the State of Mississippi.

"I'm sure that all associations need help—I know we do—and this Federation of State and Provincial Association of Fairs, and the International Associations of Fairs and Expositions can be of immeasurable assistance to its members in accomplishing their objectives, and in meeting the challenge of their opportunities."

Kiwanis Magazine Lauds Montgomery Operations

MONTGOMERY, Ala.—The South Alabama Fair here is the subject of a feature story, written by Bergen Norse in the November, 1960 issue of The Kiwanis Magazine.

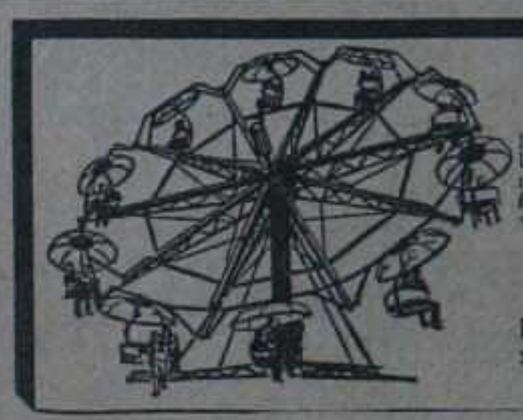
The piece is entitled "The Fair South of Birmingham" and traces the start and progress of the Kiwanis-sponsored event.

It tells how in 1954 the Kiwanis Club of Montgomery needed a fund-raising project and decided to look into the fair business. Teams of members visited all the fairs they could reach and formed the South Alabama Fair Association. With information gathered by the members and $500 borrowed from the club, the association planned its fair to be held at the huge State Coliseum.

Rental for the building was $2,000 a day and expenses were high. But attendance was good and the first run was successful financially.

The article charts the growth of the event to the point where it now draws well over 100,000 people annually. It futher states that the club's profits from seven fairs, earmarked primarily for youth work, has totaled about $100,000. Additional thousands have been earned by church, fraternal and civic groups that operate concessions stands.

Popularity of the fair was indicated in the story. Nearby Maxwell Air Force Base, is constantly host to scores of student officers from Europe and Asia. A graduating class was asked: "What has impressed you most about the United States?" Prominent among the responses was the South Alabama Fair.



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ARENA, AUDITORIUM NEWSLETTER

Pro Bowling League Plans 12 Specialized Coliseums

TWELVE COMPLETELY new type coliseums in as many cities will be completed at a lost of $22,000,000 in time for the National Bowling League, believed the world's first professional bowling circuit, to start play next fall. This is now definite, says Dick Charles, commissioner, at his headquarters in Dallas. Professional bowling league play will be discussed at a meeting called by NBL President Leonard Homel, of Los Angeles, to be held December 5 and 6 in Chicago, said Commissioner Charles. "Four of these new coliseums are under construction now and all others will start by the end of this year," Charles states. "All new coliseums are to be erected in all 12 franchise cities for professional bowling designed for the spectators—the cash customers—rather than designed for the bowlers," the commissioner explains. Theater type seating is scheduled in all 12 coliseums, somewhat like dramatic theaters, he explains. Average will be 2,000 seats per bowling coliseum. Minneapolis, largest, will seat 3,500, and New York City, smallest, will seat 650, with construction started last week in the air space of Grand Central Station.

Los Angeles, Chicago, Minneapolis, Detroit, New York City, Miami, Birmingham, San Antonio, Dallas, Fort Worth, Kansas City and Omaha are the 12 cities with NBL franchise owners who will attend the meeting in Chicago. "We think bowling will be the first major professional sports organization where every franchise owner will have title to his own building and have full possession of all his concessions and other revenue-producing possibilities," Commissioner Charles points out. The necessity for building new coliseums because no existing bowling layouts accommodate enough spectators to make it pay profitably has forced the building program. Television and other side revenues are anticipated by franchise owners. Costs of the 12 new coliseums for completion by fall 1961 vary downward from the $3,000,000 being spent for the smallest in New York City. Plans in each case are being fitted to the localities. J. Curtis Sanford, realtor and Cotton Bowl Palace operator, plans $2,500,000 to build a 2,100-seater at Dallas. Charles Weisenburg, theaters and bowling operator at Fort Worth, plans a 3,000-seat coliseum which he hopes to complete for $1,500,000. League franchise holders plan promotional work somewhat along theatrical lines, and foresee a sale of at least half of all coliseum seats on a seasonal basis. In some cases, it is believed that very few seats will be available at the box offices on a day-to-day basis. Formation of a professional bowling league stems from a meeting held in Chicago in February.

South Bend Seeks to Hike Use of Morris Auditorium

PLANS ARE BEING FORMULATED for increased use of Morris Civic Auditorium. Now the property of the city, the building is managed by a board of commissioners, a body created by a city ordinance. The auditorium formerly was a first-run motion picture theater and was presented to the city as the gift of Mrs. E. M. Morris, who is a member of the board. "The members feel that the auditorium should be kept in constant use," Mrs. Morris said after a meeting of the board last week. "We hope that it will become self-supporting, financed thru income rather than thru tax money." Persuading clubs and civic organzations to undertake the sponsorship of entertainment events will be an immediate objective of the board.

Detroit Acclaims Pianist

DETROIT MASONIC TEMPLE Auditorium enjoyed a sellout for the concert of Sviatoslav Richter, Russian classical pianist on Friday (25), according to manager W. E. Van-Lopik. The hall is busy with a variety of miscellaneous events. Next major entertainment booking is scheduled for January 5-8, when the Royal Ballet of England is booked. A heavy advance sale for this event is already reported, Van Lopik said.

Grande Prairie Fair Names Hewitt Full-Time Manager

GRANDE PRAIRIE, Alta.—Douglas Hewitt has been named full-time secretary-manager of the Grande Prairie Agricultural Society.

Jack Deltombe has been returned as president, with Fred Johnson and J. C. Mackie as vice-presidents.

A loss of $2,400 was reported on this year's fair, but the president reported progress toward the show's goal of attaining Class B status. Prize lists are now over the $3,000 mark. This has to be maintained for three consecutive years to make sure the fair is on a sound basis before it is entitled to financial help from the federal and provincial governments as a Class B fair.

Deltombe reminded that the fair must keep pace with the town's growth and suggested that the exhibition plant be built up "with the idea of permanence the year round."

Expenditures for the year totaled $17,401 and revenue was $14,915, including $4,365 for concessions, $1,445 government grants, $5,745 grandstand, and $2,743 gate.

Manderville Alta. Cowboy Champ

FORT MacLEOD, Alta.—Harold Manderville, of Lethbridge, was named all-round cowboy of the Southern Alberta Rodeo Circuit. He was also named top steer wrestler.

Other winners were: Saddle bronk riding, Keith Hyland, Black Diamond; bareback riding, Alvin Owens, Patricia; bull riding, Wilf Gerlitz, Black Diamond; calf roping, Ervin Carlson, Great Falls, Mont.

Coming Events

Alabama

Birmingham—Birmingham Auto Show (Municipal Aud), Jan. 26-30.

California

Fresno—Fresno Boat & Vacation Show (Fairgrounds), Jan. 13-15. Bob Klemm, 3139 W. Madison.

Los Angeles—General Motors Motorama (Pan Pacific Aud), Jan. 26-Feb. 5.

Los Angeles—Southern Calif. Boat Show (Orsai Western Exhibit Center), Jan. 20-29. Jack Lockwood.

Oakland—Better Living Expo (Auditorium), Feb. 1-3. Patrick J. O'Toole.

San Diego—San Diego Marine Exposition (Westgate Park), Feb. 18-26. San Diego Marine Assn.

San Francisco—General Motors Motorama (Civic Aud), Jan. 7-15.

San Francisco — San Francisco National Sports & Boat Show (Cow Palace), Feb. 3-12. Thomas Rooney.

San Jose—Santa Clara Valley Boat, Travel & Sports Show (Fairgrounds), Jan. 6-8. Bob Barkhimer, 2032 N. Pacific Ave., Santa Cruz.

Connecticut

Hartford — National Autorama (State Armory), Feb. 22-26. Joe Klein, Autorama Corp., 2 Meadow Park Drive, Milford.

Florida

Kissimmee — Kissimmee Valley Livestock Show, Feb. 23-26. James B. Smith, P. O. Box 193.

Madison—North Fla. Livestock Show & Sale, Feb. 27-28. O. R. Hamrick Jr.

Miami—Intl. Foreign & Sports Car Show (Dinner Key Aud), Feb. 3-8.

Miami—International Boat Show (Dinner Key Aud), Feb. 17-22. Peggy Leahon.

Georgia

Atlanta—Southeast Boat, Sports & Vacation Show (Municipal Aud), Feb. 24-March 3. Martin P. Kelly.

Illinois

Chicago—Chicago Auto (Chi Expo Center), Feb. 18-26.

Chicago—Hobby Industry Trade Show (Hotel Morrison), Feb. 12-16. William L. MacMilland Jr.

Chicago—International Sports, Boat & Vacation Show (Navy Pier), Jan. 14-22. Frank Hogan.

Indiana

Fort Wayne—Rod & Custom Autorama (Allen Co. Memorial Coliseum), Dec. 17-18. Bill Lipkey and Nord Krauskopf.

Indianapolis — Food-A-Rama Exposition, March 28-April 2, 1961. Phil A. Irwin Jr., 430 W. 13th St.

Kansas

Wichita—Kansas Sports, Boat & Travel Show (Forum Bldg.), Feb. 7-12. R. O. Langenwalter.

Kentucky

Louisville—Kentucky Sport, Boat & Vacation Show (Ky. Fair & Expo. Center), Feb. 18-26. William H. King.

Louisiana

Cameron—Louisiana Fur & Wildlife Festival, Jan. 13-14. Jerry Wise, Box 138.

Franklin—St. Mary Parish Fair & Livestock Show, Feb. 18. F. A. Swann Jr., P. O. Box 323.

Lake Charles—Southwest Dist. Livestock Show & Rodeo, Feb. 23-27. John E. Jackson, Box 1414.

Massachusetts

Boston—New England Boat Show (Commonwealth Armory), Feb. 17-25. Frank Farrell.

Michigan

Bay City—Bay City Poultry Show, Jan. 13-14. Ben W. Mau, 2009 Second St.

Bay City—Bay City Pigeon Show, Jan. 20-22. Robert Riegel, 901 S. Arbor.

Detroit—Detroit Boat Show (Artillery Armory), Feb. 11-19.

East Lansing—Michigan Swine Breeders Show (Mich. State University), Feb. 10. E. C. Miller, 203 Ag Hall, MSU.

Grand Rapids—West Mich. Livestock Show, Dec. 20-22. Wm. Rupp, 728 Fuller, N.E.

Grand Rapids—West Mich. Sports & Boat Show (Civic Aud), Feb. 20-25. Jack Loeks.

Minnesota

Minneapolis—Upper Midwest Auto Show (Aud), Jan. 6-15. Max Winter.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Municipal Aud), Jan. 27-Feb. 5.

St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 17-26. Wendell Emrick.

Nebraska

Omaha—Omaha Boat, Sports & Travel Show (Municipal Aud), Feb. 21-26. F. W. Kohler.

New Jersey

Asbury Park — Jersey Coast Boat Show (Convention Hall), Feb. 18-26. Jerry Gesque.

New York

Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 16-26. Kearn E. McGroder.

Hempstead — Marine Recreation Show (Island Garden), Feb. 4-12. Russ Crandall.

New York—National Outdoor Expo. (Coliseum), Feb. 18-26. Sidney Pulner and Jim Hurley.

Rochester—Rochester Auto Show (War Memorial Aud), Jan. 28-Feb. 4.

Syracuse—Syracuse Auto Show (War Memorial Aud), Jan. 14-21.

North Carolina

Charlotte — Sportsmen's Motor Boat & Vacation Show of the Carolinas (Coliseum), Feb. 21-26. H. F. Van Horn.

(Continued on page 49)

Arballo Expands Publicity Firm

SAN DIEGO, Calif. — William F. (Bill) Arballo, former press director for the Southern California Exposition and San Diego County Fair in Del Mar, is expanding his advertising and publicity agency, he announced. Since leaving the Del Mar event July, 1959, he has free-lanced, serving the Riverside County Fair & National Date Festival in Indio and the Farmers Festival in Hemet among others.

Herbert Truitt and Keith Alway Jr., both of this city, have joined the Arballo firm, with the new title to be Arballa, Truitt & Alway, Inc. Wanda Frizzell is office manager.

AUDITORIUM POSITION OPEN AT VANCOUVER

VANCOUVER, B. C.—The city of Vancouver has announced it is seeking a new manager for the Queen Elizabeth Theater here. Miles E. Hacking, of the city personnel office, said that the former manager, John Panrucker, "had been dismissed" by the city. Acting manager is Charles Gregory. A new manager is sought on a permanent basis.

Greenville, Tex., Discusses Fair Revival in 1961

GREENVILLE, Tex. — Revival of the Hunt County Fair by next fall was discussed by several persons attending the annual sale here Saturday (12) of the Upper Sabine Quarter Horse Association.

Incorporating a horse show, along with a carnival midway with beef and dairy cattle exhibits, general crop exhibits from this trade area, and a women's department were discussed. The fair was discontinued when facilities it used at a discontinued Air Force base seven miles from Greenville were leased to industry three years ago. Previous grounds in town were built up in houses.

Port Lavaca, Tex., Sets Fair Board

PORT LAVACA, Tex. — The Calhoun County Fair has re-elected four men to the 21 member board of directors.

Re-elected to three-year terms were C. L. Cook, Wes Newlin, W. W. Zwerschke and James McSpaddn. Elected for first terms were Dr. E. V. Huffstutler, superintendent of the county school district; Paul Deming, of the Union Carbide's Seadrift plant's public relations department, and Curtis F. Nelson, vice-president of the First National Bank.

WINTER FAIRS

Florida

Bartow—Polk Co. Youth Show, March 3-4. W. F. Hayman, Box 711.

Clewiston—Hendry Co. Fair & Livestock Show, Feb 28-March 4. Mrs. Dorothy Moore, Box 1356.

Dade City—Pasco Co. Fair Assn. Feb. 20-25. J. C. Higgins, Box 249.

De Land—Volusia Co. Fair Assn. Feb. 13-18. Lee Maxwell, Box 311.

Eustis—Lake Co. Fair & Flower Show, March 13-18. Karl Lehmann, Chamber of Commerce Bldg., Tavares.

Fannin Springs—Suwanee River Fair & Livestock Show, Feb. 22-24. L. C. Cobb, Trenton.

Fort Myers—Southwest Florida Fair, Jan. 30-Feb. 4. Raymond Beckler, 1300 Shadow Lane.

Largo—Pinellas Co. Fair & Horse Show Feb. 27-March 4. H. J. Brinkley.

Miami—Southeast Fla. & Dade Co. Youth Show, Jan. 26-29. Ralph Huffaker, 2690 N.W. 7th Ave.

Naples—Collier Co. Fair Assn. March 14-18. Charles P. McCool, Box 604, Route 1.

Orlando—Central Florida Fair, Feb. 27-March 4. H. H. Parrish, Expo Park.

Palmetto—Manatee Co. Fair Assn. Jan. 23-28. Harper Kendrick.

Plant City — Fla. Strawberry Festival, March 6-11. Fred W. Nuller, 1043 W. Reynolds St.

Sarasota—Sarasota Co. Fair Assn. March 20-25. K. A. Clark, 3000 Ringling Bldg.

Sebring—Highlands Co. Fair Assn. Jan. 16-21. J. A. Butler.

Stuart—Martin Co. Fair Assn. March 12-18. L. M. Johnson.

Tampa — Florida State Fair, Feb. 7-18. J. C. Muskleson, Box 1231.

West Palm Beach — South Fla. Fair & Expo. Jan. 2-Feb. 4. William Lamar Allen.

Winter Haven—Fla. Citrus Expo. March 4-11. R. J. Eastman, Box 1489.

2d Best Detroit Run Reported For 'Ice Follies'

DETROIT — The Silver Anniversary edition of the Shipstads and Johnson "Ice Follies" drew the second largest gross business of the five years they have played Olympia, according to Nick Londes, director of promotions at the Detroit building. Totals were a little under the all-time record established in 1959, probably as a result of the election and general unsettled economic conditions. The ice show closed an 11-day run Sunday night (20), after playing 15 performances.

Olympia will have a return to ice March 2 when the John Harris "Ice Follies" comes in for a run. Other major show engagements set for the big stadium include the Harlem Globetrotters on December 3 and "Grand Ole Opry" on December 18. Meanwhile the hall is being booked almost nightly for a series of sports events, including hockey, basketball, wrestling and boxing.

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Clyde Claims Stand Set in Mexico City

MEXICO CITY — Clyde Bros. Circus, together with additional Mexican talent, was scheduled to open a Mexico City stand Saturday (3). The show will appear at the El Torreon bull ring.

This was announced by Clyde owner Howard Suesz, who has supplied his show to Mexican entrepreneurs. The show entered Mexico some days ago and played four days at Torreon to "nice buiness". Then it moved to Monterrey for six days. As the Mexico City stand developed, the Monterrey stand was extended a couple of days.

Earlier, the Clyde show and the Tom Packs show had both scheduled stands in Mexico City and both were denied permits. The Clyde show substituted a proposed route elsewhere in Mexico and also is scheduled to play two other countries in Central America.

Suesz said he expected the show to spend three weeks in Mexico City, depending upon the level of business.

Tom Packs Builds Gross For New Orleans Shrine

NEW ORLEANS—Tom Packs Circus, playing here under Shrine auspices, got off to a slow start, apparently because of the tension in the city about integration of schools. But it picked up momentum and reached turnaway proportions at Municipal Auditorium November 26. Two more turnaways were scored on the next day, Sunday (27).

Show executive Jack Leontini said that the business was approaching last year's record level. Reserved and box-seat sales have increased, thus holding money totals to the 1959 high pace.

New Orleans columnist Howard Jacobs wrote a piece about Leontini's recollections of the late Mack Sennett, pioneer movie maker. Leontini said he worked for Sennett in films and as an errand boy. Sennett was linked to a song of the era, "Get Out and Get Under." By coincidence, the radio was playing the same tune recently when Leontini picked up the newspaper that carried news of Sennett's death.

WALT STEBBINS JOINS POLACK AS PUBLICIST

CHICAGO — Walter Stebbins has signed to go with Polack Bros. Circus as publicity man, it was learned here last week. He succeeds Herb Pickard in the position formerly held by the late Justus Edwards. Stebbins has been with the Cristiani Circus for the past three seasons. Earlier, he was with other shows and formerly was with Madison Square Garden, New York.

Mills Orders New Canvas

CHICAGO—Mills Bros. Circus has ordered an all-new spread of canvas for the coming season. It is the second season in a row that the show has bought a front-to-back spread. The new big top, like other recent Mills tops, will be a 120 with three middles and two rows of quarter poles.

U. S. Tent & Awning Company, Sarasota, Fla., will make the tents, which range from the big top to Side Show canvas and concession tops.

CLYDE TAKES GRAND FORKS, HIBBING, DULUTH

ST. PAUL — Clyde Bros. Circus has contracted to play three Shrine dates in this territory. They are Hibbing, Minn., April 21-23; Duluth, Minn., April 25-30, and Grand Forks, N. D., May 5-7. These stands earlier have been played by the Orrin Davenport Circus.

Winters Opens Carson-Barnes Advance Work

HUGO, Okla. — Carson & Barnes Circus has opened its promotions for early 1961 dates, and agent James Allen Winters, along with two contracting agents, has started booking engagements for the new season. This will mark the show's first season behind phone promotions.

Winters said there will be a new line of press material, heralds, lithographs and other material. Roland Butler is aiding, he said. The show will have a press agent and 24-hour man this season, he added.

Manager Jack Moore is building a new lighting system for the big top and it will utilize telescoping light towers.

Winters said the Carson & Barnes fan club is growing and the show expects it to be filled by the time the 1961 season opens. The fan club provides that for a fee friends of the show may buy a chair in the new grandstand. It is then inscribed with their name and it is theirs to use at any show they might be able to attend.

Cristiani Plays Ft. Myers Date

SANFORD, Fla. — Cristiani Bros. Circus played a successful weekend stand (26-27) at the Le-High Acres housing project at Fort Myers, Fla. There were three shows on Saturday and two on Sunday. Kid tickets had been distributed by the LeHigh firm thru a five-county area.

The circus used its tent, seats and other equipment from quarters in Sanford. Acts included the Swede Johnson wild animal act, LaTosca and others, plus the family.

Some Cristiani personnel and equipment also will be going to Honolulu for the E. K. Fernandez date. The family is to do its riding act and leaps, as well as other turns. Belmonte Cristiani is planning to drive a truck to the West Coast with the show's poles and big top. They will be shipped to Hawaii for the date.

CIRCUS TROUPING

By TOM PARKINSON

AMONG THE NUMEROUS CIRCUS people at the Sherman Hotel for last week's outdoor show business conventions were Walter Kernan, Floyd King, Jack Mills, Art Miller, Henry Kyes, Walt Hohenadel, Paul Delaney, Al Dobritch, Dukie Anderson, Larry Benner, Harold Burrows, Jack Sweetman, Tommy Hart, Jimmy Ray, Dub Duggan, E. K. Fernandez, Whitey Lehrter, Dave Freidman, Phil Hall, Ed Widaman, the Rink Wrights, George Hanneford Sr., Bill Kay, Murray Fein, Barbette, Tom and Joyce Parker, the Freddie Joneses, Dick Carpenter, Karl Marx, Frankie Little, Charlie Cheer, Chuckles Facer, Wimpey, Preston Lambert, Trudy Luvas, and George W. Lilly.

Clyde Beatty & Cole Bros. Circus route book has been published by Fred Pfening Jr. It's a 64-page item with a number of photos, list of personnel, rundown of equipment, day-by-day diary of the season and other features. The book also carries biographical articles about Clyde Beatty and Floyd King. . . . Also published is the route folder of the Famous Cole Circus for this season. Ted LaVelda has put out the printed route, program and list of personnel.

From Ringling-Barnum, Chuck Burnes writes that when the show arrived at its new home, Venice, Fla., there was a crowd to greet it. Included were Mr. and Mrs. Horst Bishoff, Merle Evans, Fred Weir, Hattie Shipley, Phylis Gibson and a large group of Venice residents and school children. . . . Patrick Stephenson, of the Stephenson dog act, will rejoin his wife and daughter in Ireland. . . . Visitors in Birmingham included Gladys Gillem, the Rev. William Freeman and Merle and Nina Evans. . . . The Ibarra Brothers will make the Arena de Mexico date for Circo Atayde. . . . The Verdu rolling globe troupe moves to Polack for next season. . . . Chuck Burnes has photos and mention in two movie magazines, Screenland and Movie Mirror, for January. . . . AGVA's Sarasota office was moved to Tampa and circus members are petitioning to have it moved back. . . . Sarasota's Santa Claus parade included Jack Joyce's camels and Tex Jim Mitchell's animals. . . . Most Ringling people are living in Sarasota rather than Venice.

★ ★ ★

Bill Kay advises that he is handling several circus dates thru his William Kay Productions, of Sarasota. He will start off with Madison, Wis., February 18-19. . . . Beatty press agent Frank Braden is back at the Paramount Hotel, New York, for the winter. . . . William Fields, Ringling press chief, is conferring with Ringling managing director Art Concello at the show's Venice, Fla., quarters these days. . . . Clarence Bell, frequently ahead of circuses, is ahead of the legit show, "J. B." . . . Joe Shea, Ringling press agent, is back in New York for the off season.

Luis Munoz, wire-walker who also worked as a cannonball for the Zacchinis, has purchased a cannon from the Great Wilno and will be in the business. He'll be with the Clyde Beatty Circus next summer. . . . Universal-International Pictures has paid $150,000 for screen rights to Robert Lewis Taylor's New Yorker magazine articles on Alfredo Codona and Lillian Leitzel. Screen story is to be adapted by William Ludwig.

Morris Thacker has been vacationing in New York and Bridgeport. . . . Among those at the funeral of Paul Jerome were Frank Greene, Mike Larkin, Dan Orr. Services were at Arlington National Cemetery, Washington. . . . Russell Harrison, circus bandsman, has had a slight stroke and is in the Annex Hospital, Building 115, at the Veterans Administration Center, Los Angeles. He would enjoy mail. . . . Bill Dorman is opening an animal and snake show at Pace, Fla. . . . Tom Kennedy has the concessions with the Byron Gosh All-American Circus. . . . Fred C. Landrus visited King Bros. Circus in Aiken, S. C., and visited with Side Show Manager Charles Rouark. . . . Alan Davidson caught the Beatty-Cole show in Florida and visited with Count Nicholas and others.

Joe Mix and Princess Blue Sky write that they are playing schools in Kentucky. Mix said the Tom Thumb Circus is in the same area, as are some other acts. He said they are going to Michigan this week to join J. C. Patterson Circus for several dates. They will be back on school dates in January and at a new Western theme park in Michigan for next summer.

Somers Circus Museum, Somers, N. Y., has a symposium on the American Circus Thursday (8) at the Elephant Hotel. It is sponsored by the American Circus Memorial Association, Inc. Leonard V. Farley, of the Hertzberg Collection, will discuss old circuses. H. Halsted Park Jr., son of the late Madeleine Park, will narrate some modern circus films. The program marks the 125th anniversary of the founding of the Zoological Institute at the same hotel.

Sells & Gray Circus got off to a good start at De Land, Fla., Thanksgiving Day and enjoyed some good days after that. Subsequent cold weather slowed things a bit. . . . Larry Sunbrock, who has been battling an income tax charge for several months, currently is embroiled with the city of Orlando about licenses for his Orlando Speedway. Sunbrock had a rodeo in the place and was being required to buy a $150 daily license. The city said this was because the license for his speedway had expired.

Johnnie Joanides, the Rebertes, Frank (Whitey) Perry, Chris Anast, Viola McLeod, and Nellie Vaughan were among those at the conventions. . . . Bob Hampton, operator of the new "Wild West USA" stage-show, reports that his first date, Barrington, Ill., went off well and more will follow. He was at the outdoor conventions.

Pete Ivanov has signed with the Circus Hall of Fame for its winter show, it was announced by Bill Naramore. He said the season will start December 21. . . . Joe Orth, recently with Polack Bros. is on a hunting trip in Canada.

S. G. Sylvester writes from Hugo, Okla., that he and Peggy Sylvester worked the Kansas City Shrine show at Kansas City, Mo. . . . The daughter of the late Bill Bailey, clown who died in Memphis during September, has erected a monument there with the likeness of a clown carved into the stone.

D. R. Miller is out of the hospital after an attack of asthma, and he is making big plans for the Kelly Miller show. K-M elephants and Liberty horses will play Cincinnati and Nashville Shrine show for the Packs show. . . . Bob Bullock, Bob Couls and Kelly Swim, each from a Hugo circus, were initiated into the Hugo Elks lodge recently. Ed Riley, car manager for Kelly-Miller, is completing his Blue Lodge work at Hugo. The Rileys, Jack Smith and Dallas Snow visited the Fort Worth Shrine Circus.

WANT
CONTRACTING AGENT
Due to the recent auto accident of General Agent Paul F. Forrester, can use one more Contracting Agent. This is circus-type phone promotion contracting. Contact
TOMMY SCOTT SHOW
Winter Quarters, Toccoa, Ga.
Phone: Tucker 6-4331 or Tucker 6-5265

PHONEMEN
40% to sell member cards and adv. for sponsored Peace Officer or Veterans paper. Phones, cards and collectors waiting in largest Ohio cities.
JIM VOELKL
P. O. Box 3802 Columbus 21, Ohio
(HU 8-3025, no collects)

4—PHONEMEN—4
Strong C. A. P. deal going in Greeley, Colo., at this time. C. A. P. Group Headquarters deal starting in Casper, Wyo., on Dec. 12. 10,000 in taps. Paid collectors. 35% paid daily on all sales collected. Plenty of good sponsors to follow in Montana. Room for only good, clean, strong selling men. Call JOHN E. BODIN at Greeley, 34251 or ELgin 34121. After Dec. 12 call Cheyenne 634-3479. No collects, please.

PHONE SALESMEN and WOMEN
Steady work Conn. Have State convention book and tickets. April deadline. Many other jobs thru 1961. Write
Sunderland's Associates
721 Main St., Hartford, Conn.
Les Remington, Geo. Olsen, J. Lenihan, come on.

4 PHONEMEN 4
UPC's and book.
Second annual Elks Safety Show.
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4—PHONEMEN—4
Book, Banners and Tickets.
Get your Christmas money here. Immediate dates to follow. Lee and Chris Wells, call me. No advances, no collects.
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Labor advertising; 25% paid daily; collectors. Call
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Year-round work.
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THE FINAL CURTAIN

BOLDUC—Milton J. (Baldy), 50, ride owner and concessionaire with Tri-State Shows the past three seasons, November 8 in Rockford (Ill.) Memorial Hospital. Survived by his widow, Phyllis; a daughter, Cynthia; a son, Steven; four stepdaughters, Marcene, Priscilla, Sharon and Connie Tucker, Rockford; two sisters, Mrs. Beatrice Turcot, Iron River, Mich., and Mrs. Pearl Lippert, Park Ridge, Ill., and a brother, Eugene, Chicago. Services November 10 and burial in Greenwood Cemetery, Rockford

In loving memory of
RALPH H. BARR
passed away Dec. 10, 1954
FRANCES BARR HOLTZMAN

BONEL—James, 82, father of Thora Meyers, wife of William Meyers, photo gallery operator last season on the Happyland Shows, November 21 in a Springfield, Ill., hospital after a long illness.

In Loving Memory
MARJORIE BLOCH
Who passed away December 7, 1956.
Edythe and Bill

BURSON—Arthur, 77, former high wire and trapeze performer, November 1 at his home in Stephenville, Tex. During his career he had toured with the M. L. Clark, Mighty Haag, Christy and Al G. Barnes shows, and put in the last 20 years as a clown with the Ringling-Barnum show. Burial in Memorial Park, Dublin, Tex.

DALTON—Jack, 81, father of Mrs. Marie Loter, also known as Marie Palmer, outdoor showwoman, November 12 in Long Beach, Calif. Also surviving is a son, Jack. Services November 15 and burial in Forest Lawn Memorial Park, Cypress, Calif.

ELDRIDGE—Mrs. Win, wife of the secretary of the Wisconsin Association of Fairs, November 28 in a Plymouth, Wis., hospital. The Eldridges had been married for 50 years. Funeral was held Friday (2).

POWELL—William J. (Red), 51, elephant trainer, November 26 in South Bend, Ind. In the past he had trouped with the old Sparks, 101 Ranch, John Robinson and Hagenbeck-Wallace shows, and in more recent years had been with the Ringling-Barnum and Polack shows.

RANDOLPH—John Y. (Bing), 66, for the past 12 years a concessionaire on the Drago Shows, recently in Kokomo, Ind. He spent 40 years in the business. Burial in Sunset Memory Gardens, Kokomo.

In Memory of
MRS. ROSE RUBACK
Who passed away December 5, 1950.
We miss you more and more each day. Your friends:
MARTHA RODGERS
SOPHIE FRENCH

SORENSON—Mrs. Marie, 68, mother-in-law of L. C. (Curley) Reynolds, former carnival owner and current president of the Hot Springs Showmen's Association, November 26 in a Hot Springs hospital. Survived by her husband, Fred, and daughter, June. Burial in St. Paul.

SIEGRIST—Joseph T. Patterson, 54, retired circus aerialist, at Shreveport, La., of a heart attack sustained while waiting for a cab after finishing work at a grocery store. He came to Shreveport from Gainesville, Tex., this fall and worked as a stagehand at the auditorium and State fair coliseum. A native of Canton, O., he was the son of a member of the famous Siegrist-Silbon Troupe of aerialists. The Siegrist name is one of the oldest in American show business. He had his own flying act and high acts. Survivors include his widow, Ethel, of Shreveport; a daughter, Joanne Day Pilla, also an aerialist; stepmother, Mrs. Edith Siegrist, and two brothers, Charles Patterson Siegrist, and William Siegrist. A former wife, Bebee Castello Seigrist, lives in Gainesville. Burial at Shreveport.

BIRTHS

KEDRAWING— A daughter, Pauline, November 18 in St. Michaels Hospital, Stevens Point, Wis., to Arthur and Phyllis Kedrawing, who last year operated a Mechanical Farm and pony ride on Carroll's Greater Shows.

WELCH— A daughter, Mary Elizabeth, November 25 in Naples, Fla., to John and Peggy Welch. Father is electrician on Byers Bros.' Shows.

Coming Events

• Continued from page 47

Ohio

Cleveland—Mid-America Boat Show (Public Hall), Jan. 21-29. Irving Gray.
Columbus — Columbus Dispatch-Star Boat Show (Veterans Memorial Bldg.), Feb. 22-27. Thomas F. Shutt.
Toledo—Toledo Home & Travel Show (Clyde Auditorium), Feb. 4-12. Milt H. Tarloff, 443 Bolitzer Bldg.

Oklahoma

Oklahoma City—Midwest Boat, Sport & Travel Show (Fairgrounds), Feb. 1-12. Jack Wright, 2118 N. W. 41th St.

Oregon

Portland—Portland Boat & Sports Show (Pacific Intl. Expo. Bldg.), Feb. 11-19. Jack Matlack.
Portland—Portland Boat, Travel & Sports Show (Memorial Coliseum), Feb. 17-26. Tom O'Leughlin.

Pennsylvania

Allentown—Allentown Fair, Sports, Boat & Vacation Show (Fairgrounds), Feb. 17-26. Wendell Emrick.
Harrisburg — Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), Feb. 6-11. John Attland.
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 24-March 4. Clinton W. Smullen.
Pittsburgh—Pittsburgh Sports, Boat, Travel & Vacation Show (Hunt Armory), Jan. 18-22. Paul M. Waters.

Rhode Island

Cranston—Farm & Home Show (Armory), March 18-19. Rhodes Exposition Co., 208 Crown Hotel, Providence 3.
Cranston—Home Progress Show, Feb. 28-26. Rhodes Exposition Co., Inc., 208 Crown Hotel, Providence 3.

Texas

Dallas—South Texas Lamb & Sheep Expo., Jan. 19-21. James McQueen, 421 N. 11th St.
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5. Raymond E. Buck, P. O. Box 150.
Houston—Houston Fat Stock Show & Rodeo, Feb. 22-March 5. Herman Engel, 3026 Tennessee Bldg.
Laredo—Washington Birthday Celebration, Feb. 18-March 5.
San Antonio—San Antonio Stock Show & Rodeo, Feb. 10-12. A. B. Johnson, P. O. Box 1746.

Washington

Aberdeen—Better-Living Exposition, Feb. 27-March 2. Patrick J. O'Toole, Winthrop Hotel, Tacoma.
Tacoma—Better-Living Exposition, March 14-19. Patrick J. O'Toole, Winthrop Hotel.
Seattle — Seattle Boat, Trailer & Sports Show (Natl. Guard Armory), Feb. 4-12. Tom O'Leughlin.
Spokane—Spokane Boat Show (Interstate Fairgrounds), Feb. 8-12. Wally G. Verret.

CANADA

Ontario

Toronto—Canadian Boat Show (Automotive Bldg., Exhn. Park), Feb. 3-11. Loyal M. Kelly.

Penn. Fairs Will Meet January 18-19

READING, Pa. — Pennsylvania State Association of County Fairs will stage its 49th annual convention January 18 and 19 at the Abraham Lincoln Hotel with a welcoming address by Mayor John C. Kubacki of Reading.

Annual meeting of the Central Fair Harness Racing Circuit will elect officers on the first night of the County Fair Association confab. Gathering at 8 p.m., the Harness Racing Circuit will also assign 1961 race dates and submit a report of the auditing committee.

After addresses by Edward A. Clark, president, and Mayor Kubacki, the second convention day will launch into open forum discussions on: "How to Operate Fairs and Fair Associations at a Profit." The progress of the Pennsylvania Pari-Mutuel Harness Racing Bill and its benefit to fair associations will also be discussed.

Forums of the afternoon session center around advertising and promotion. Members will discuss methods of obtaining best results from newspaper, radio and TV advertising, as well as what fairs can do to encourage greater participation from FFA, 4-H and Granges. Association members will select the 1961 meeing place in the afternoon business session.

The annual banquet in the Abraham Lincoln Hotel ballroom followed by a show, with attractions furnished by leading booking agencies, will wind up the convention.

Alberta Stampede Names Chapman As New President

STETTLER, Alta.—Jack Chapman, of Stettler, was elected president of the Central Alberta Stampede Association at its annual meeting. He succeeds Ernie Dorin, of Bruce.

Al Shantz, of Ponoka, is vice-president, and Jim Horne, Stettler, is secretary.

Top money winners on the circuit were: All-around cowboy, Keith Hyland, Black Diamond; bull riding, Wilf Gerlitz, Youngstown; amateur bronk riding, Jim McKenzie, Fort St. John, B. C.; wild cow milking, Cliff Vandergrift, Drayton Valley; saddle bronk, George Myron, Viking; bareback, Leo Brown, Czar; steer wrestling, Brian Butterfield, Ponoka; calf roping, Cliff Vandergrift; wild horse race, Cliff Vandergrift; chuck wagons, Jack Shector.

Tentative dates for rodeos in Central Alberta in 1961 are: June 2-3, St. Paul; June 7, Hanna; June 9-10, Hardisty; June 14, Handhills; June 16-17, Leo Park; June 23-24, Wainwright; June 30-July 1, Ponoka; July 4-5, Stettler; July 26, Benalto; July 24, Bruce; July 28-29, Drayton Valley; Aug. 1-2, Barrhead; Aug. 4-5, Edson; Sept. 4, Wetaskiwin; Oct. 9-10, Viking, an indoor show.

92 Exhibitors at Trade Show

• Continued from page 40

H. McGinley, Fred Nolan, H. McKenna and Al Brown Shows.

San Antonio Roller Works sold several of its rides off the floor, including a Helicopter to Jack Ruback's Alamo Exposition Shows, Ray C. Dixey Enterprises and Venditto Bros.' Shows, and a Flying Saucers to Russ Kissel, of Midway Rides.

The big OARCO 808, shown as a model in the 1959 trade show, got its baptism last season under operating conditions at Shreveport's (La.) Idora Park and Indian Lake Park, Lima, O. Interest in the unit was encouraging, it was reported.

Chance Manufacturing Company, formerly Ottaway Amusements, drew attention with its new 1863 model train. Two of them are going to Wichita, one for Joyland and the other for Frontier City. Vance Kimble's Big Springs Park in Texas will receive a B-14 streamliner and handcar ride. Several other orders are pending.

Old-line companies reported satisfactory experiences. The long order list for Eli Bridge Scramblers was extended by five more names at the show. Production will be 30 units in 1961, compared with 26 each of the last two years.

Arrow Development showed a model of its Space Whirl, an adaptation of the Teacup ride it made for Disneyland. The Calypsotype unit will be seen first at Seaside Park in Santa Cruz, Calif.

Hot Rods, Inc., reported another busy convention, its imported tracked-Ford ride being sold to Wisconsin Dells, Seaside Heights, N. J.; Hunts Pier, Wildwood, N. J.; Palisades Amusement Park and the Conklin Shows. Conklin Shows will get 20 Hot Rod cars and a Cortina Bob, plus two Toboggan Slides, and Coney Island, Cincinnati, ordered a large German Carrousel. Miller Brothers, of Fairlyland Park, Lyons, Ill., ordered 30 Auto Scooter cars. The Vivona family's Amusements of America ordered a portable Calypso ride for its Eastern route of fairs.

McFadden Amusements arranged several transactions as sales agents, including its own River Queen kiddie paddleboat.

(Note: Additional sales were being made as this issue of The Billboard went to press. These will be charted in the next issue of The Billboard.)

West Coast Buys 5 Rides At Chicago

CHICAGO — Five new rides were bought by West Coast Shows, San Francisco, at the NAAPPB trade show here. The two units will have 38 office-owned devices on the road next spring.

Bobby Cohn, show's general agent, said that the new rides are Dodgem, Helicopter, Super-Jet, Mad Mouse, and Pretzel.

Cohn said that the rides will be assigned to one or the other of the units as needed. They operate separately—one third California and the other in the Pacific Northwest—except for two dates at the Kern County Fair, Bakersfield, and Santa Clara County Fair, San Jose, both in California.

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ROLLER RUMBLINGS

By AL SCHNEIDER

ANNOUNCEMENT was made recently at Detroit headquarters by C. E. Cahill, secretary of the Roller Skating Rink Operators' Association, of the addition of 22 operators, representing 12 rinks, to the RSROA membership roster. An additional three operators, representing two rinks, have been added. These represent reactivations of memberships at new locations, and an additional seven names have been added to existing memberships. The announcement listed M. G. Janes, Pinellas Roller Rink, Pinellas Park, Fla., a reactivation; Mr. and Mrs. Floyd Lane, Trio Roller Rink, Milan, Ill.; Mr. and Mrs. Richard Poe, Marion (Ill.) Skate Inn; Mr. and Mrs. Russell Knapp and Mr. and Mrs. Alva Knapp, Terrace Roller Rink, Des Moines; Mr. and Mrs. Charles Cranfill, Worton (Md.) Roller Rink; Wayne Peters, Cub Lake Roller Rink, Hillsdale, Mich.; Mr. and Mrs. Robert S. Carpenter, Long Lake Roller Rink, Kalamazoo, Mich.; Edward Williams, Elms Roller Rink, Eaton, O.; Mr. and Mrs. John L. Zitel, Rollerdome, Euclid, O., a reactivation; O. G. Haugen, Rol-O-Way Rink, Redmond, Ore.; Mr. and Mrs. Henry Noyes, Han-Mar Gardens, Allentown, Pa.; George, Peter and Nicholas Mekosh, Warrington (Pa.) Skating Club; Kenneth R. Shabino, Sportarena, Rapid City, S. D.; Anthony Wipperfurth, Skateland, Waunakee, Wis.; Mrs. Ethel Leger, added to the membership of Norris Leger and Mr. and Mrs. C. M. Fontenot, Pelican Skateland, Lake Charles, La.; J. Norman Malone, to the membership of Ray and Reece Hubert, Hubert's Roller Rink, Pasadena, Tex.; Adolph P. Christopher, replacing Mrs. Eunice Black as operator of Bellview Rollerdrome, Fairmount, W. Va.; William Nelson, to the membership of Mr. and Mrs. Grant Alley, Boulder (Colo.) Skateland; James Wells and Shirley Bromley, to the membership of Donald Bromley, The Continental, Tulsa, Okla., and Mr. and Mrs. Thomas Lane, to the membership of Mrs. Mildred Wilkins, Vallejo (Calif.) Roller Rink.

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Carnival Routes

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Merchants Festival Rides: Nashville, Tenn.
Peter Paul Ams.: *Peter Biclo; Sanford, Fla.
Santa Fe Expo.: *Bess Harris; Falfurrias, Tex.
Scott's, Turner, Rides: (Hillside & E. Colonial) Orlando, Fla., 5-Jan. 1.
Sugar State: Jeanerette, La.

Circus Routes

Sells & Gray: Williston, Fla., 5; Inverness 6; Brookville 7; Zephyrhills 8; Claremont 10; Haines City 12; Apopka 13; Eustice 14.

Ice Shows

Holiday on Ice of 1961: (Municipal Aud.) Canton, O., 6-11; (War Memorial Arena) Green Bay, Wis., 13-18.
Ice Capades, 20th Edition: (PNE Forum) Vancouver, B. C., 5-10; (Arena) Victoria 12-17; (Coliseum) Spokane, Wash., 25-Jan. 2.
Ice Capades, 21st Edition: (War Memorial) Rochester, N. Y., 6-11; (Coliseum) Charlotte, N. C., 13-18.
Shipstads & Johnson's Ice Follies of 1961: (Arena) New Haven, Conn., 5-11; (Arena) Philadelphia, Pa., 25-Jan. 8.

Miscellaneous

Kriel's Kats and Klowns: Evanston, Ill., 5-24.

Legitimate Shows

Music Man: (Forum) Wichita, Kan., 5-10; (Convention Hall) Tulsa, Okla., 12-17.

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Parkmen Have Busy Meet

• Continued from page 40

A major success this year was the Monday night session at which a series of panels discussed specialized subjects. Attendance was several times that anticipated by most persons.

Larry Stone, Paragon Park, headed the maintenance session. He said the ideas advanced included that for having one's ride foreman inspect new rides before the park buys them so he will know in advance what the maintenance problems might be.

John Coleman said 18 people were in the food and drink concessions session. They reported from 25 to 60 per cent of a park's income was from concessions, with 40 per cent the average. Participants urged that quality never should be reduced.

Carl Hughes reported that about 50 people heard the publicity panel discuss press parties, publicity communications, agency versus free-lance agent and honesty in publicity.

Ferd Clemen said 63 kiddielanders heard descriptions of birthday parties, special events, how to expand a Kiddieland and operational systems for party promotions.

Bill Muar reported that the meeting on games operation discussed current tax problems that exist in one section of the country. Henry Bowen reported on the shop talk about labor relations and wages.

Tuesday Session

Outside speakers opened and closed the Tuesday session. First was Preston E. Peden, of the Chicago Association of Commerce and Industry, who predicted cost of State and local government will double in 10 years and that no federal tax cut is forthcoming. He said that importance of cultivating precinct captains, committeemen and ward workers could not be underestimated. Issues, he said, make little difference in the organization efforts to amass votes.

William Fishman, of the Automatic Merchandising Company, said that trade associations are probably the most important service a company can hire, more important than its attorney or accountant. It is not a question of supporting an industry, he said, but rather a question of supporting yourself. Thomas J. Daly, Jewel Paint & Varnish Company, wrote a paper which was presented at the convention by an associate.

Past presidents of NAAPPB who took part in an open forum discussion of trampolines, go-kart tracks and theme parks, included Harry J. Batt, Henry G. Bowen, Ed Carroll, John Coleman, George Hamid, Paul Huedepohl, Bill Muar, Bill Schmidt and Ed Schott. Trade-paper editors also took part.

A publicity and promotion panel opened with Ed Ettinger, of Disneyland, stressing the importance of word-of-mouth advertising and pointing out that the public relations image can't be better than its subject. H. Glenn Holland, of Santa's Village parks, said merchandise must sell the park as well as vice versa. Sell for an actual profit but seek a post-sale promotional value, too, he urged. And he said that licensing of merchandise items is a rich territory not yet really tapped by theme parks.

Mrs. Dale King, of King's Park, Norfolk, Neb., described her promotional campaign to reverse the trend of an unsuccessful dance class program. She selected several dancers as demonstrators who subsequently gave shows, retained a first-class instructor and took other steps to build the program into a winner. After 18 months she now has 1,000 dance students, numerous TV appearance requests and other benefits to point to.

Harold E. Gorry told of the promotion of Bob-Lo Park, near Detroit. Five men work on the job the year around. A feature of the ticket sales is that sponsoring organizations retain all of the price of tickets that are sold but not used, plus part of the price of tickets that are used.

Dr. Herbert True, a former professor, wound up the Tuesday session on a high note with his presentation, "Ideas That Make Men Great." He combined comic novelty items and slide projections with his speech. True declared that "greatness begins with being different," that there is a major struggle now between freedom and security, and that one is old when he is "no longer on the search" for improvement. He quoted Satchel Paige's "if you didn't know how old you are, how old would you be?"

Annual Banquet

A full house attended the annual banquet and ball Tuesday evening. Entertainers included Bob Crosby, master of ceremonies; Professor Backwards, who filled in with a comedy routine when an airline failed to deliver his blackboard; Ann Marston, bow and arrow beauty, and Noreen Parker, vocalist. Wimpey, the clown, worked the come-in and Lou Breese orchestra played. MCA supplied the show, which included a Leanore Sutton's line.

Wednesday Luncheon

Principal speaker at the Wednesday noon session was J. W. (Patty) Conklin, who showed a TV film of his CNE midway. Also shown was a film of Santa's Villages. Herb Shriner made a surprise appearance at the meeting and presented a recognition award to the outgoing president, Parr. Ed Schott was given a citation from the U. S. Department of Commerce for his park's participation via film in the World Agricultural Fair at New Delhi, India, last summer. Conklin was given a plaque by the association as a leader in Canadian show business.

H. Glenn Holland was given a plaque for showing his movie. John Logan Campbell was presented with an award marking the silver anniversary of the NAAPPB's insurance plan.

Ferd Clemen made the presentation of a plaque to Maynard Reuter, of The Billboard and Funspot. Then Clemen was given a similar award by John S. Bowman for his operation of the Kiddieland sessions. In addition the annual exhibit and service awards, detailed elsewhere in this issue, were presented at this time.

Sidelights

• Continued from page 40

Mass., Henry Bowen reports. When the summer ballroom season ended, operator Frank Parker studied the empty floor and brought in 18 trampolines for the off-season, pricing their use at 50 cents per half hour. . . . One of the sales transactions worked by agent Dick McFadden was one for a Niagara Sportcenter miniature golf course to Joe Schuler of Olympic Bowl, Rochester, N. Y. Notable is the fact that Schuler, who has built and run about 12 of his own courses over the years, never bought one until now. McFadden was selling his River Queen and Water Scamp as well as representing other manufacturers.

CHICAGO — J. C. Huskisson, veteran manager of the Florida State Fair, Tampa, received the nod last week in the running for the annual trophy presented to some fair or fairman by the American Livestock Journal.

Huskisson, who is also vice-president of the International Association of Fairs and Expositions, received the trophy from Sam Guard. The inscription reads: "He made the Florida State Fair the Fairman's Fair."

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1,000 Honor Officers At SLA Banquet-Ball

17 Past-Presidents at Speakers' Table; Paul Olson Presented With Gold Card

CHICAGO — Over 1,000 show people from all walks of the business relaxed and paid tribute to past-presidents at the 48th Banquet and Ball and President's Party Combined held by the Showmen's League of America. The event was held Wednesday night (30) in the Ballroom of the Hotel Sherman.

This year, due to the combining of the two events, 17 past-presidents as well as the current officers were seated at the speakers' table. Introduced by Toastmaster Sam J. Levy Sr., also a past-president, were Ernie Young, J. W. (Patty) Conklin, Frank Duffield, Frank Conklin, Carl J. Sedlmayr, Floyd Gooding, Fred H. Kressmann, Robert I. Parker, Morris Lipsky, J. P. (Jimmy) Sullivan, C. J. Sedlmayr Jr., Ned Torti, Al Sweeney, Maurice Ohren and William Carsky.

Introductions were handled by Levy and Paul Olson, 1960 president. Patty Conklin and Hal Eifort handled the award of the two Cadillacs, assisted by Willard (Bill) Masterson, president of the International Association of Fairs and Expositions. Olson was presented a lifetime gold membership card as the outgoing president and he introduced the president-elect, Ed Sopenar.

Also on the rostrum were Lou Dufour, second vice-president; Hal Eifort, third vice-president; C. C. (Specks) Groscurth, third vice-president elect; Bernie Mendelson, treasurer; Hank Shelby, secretary; George Flint, chaplain, and Pat Marco, president of the Ontario Chapter of the SLA.

Speeches and other activities were held to a minimum by Toastmaster Levy.

Talent in the floorshow included Freedom Singers, Max and Cherri, Vic Perry, Dolores Gay, Frank Marlow and Vic Damone. Lou Breese served as emsee and his orchestra provided the music for the show and the dancing that followed.

Arrangements for the event were in charge of Maurice Ohren and Sam J. Levy Jr., with tickets handled by Harry Julius. Sam (Insurance) Solomon was in charge of the reception committee.

Kansas City Club Elects R. L. Beamer

KANSAS CITY, Mo.—Russell J. Beamer, local carnival supplier, was elected 1961 president of the Heart of America Showmen's Club. He succeeds Jess Wrigley in the top spot.

Also named were Joseph A. Clayton, first vice-president; J. C. McBride, second vice-president; Harold Anderson, third vice-president; Al C. Wilson, secretary-treasurer; Tommy Cook, warden, and Ollie Sheley, conductor. Named to the board were George Gallagher, Sam Layon and Harry Richards.

Annual banquet and ball will be held New Year's Eve in the Georgian Room of the Hotel Continental. Music will be provided by Milo Finley's ork for the show and dancing.

Orange Show Sets Toppers

SAN BERNARDINO, Calif. — W. C. (Brud) Shay, head of the San Bernardino office of the State Board of Equalization, has been appointed chairman of the midway committee for the 1961 National Orange Show to be held here April 20-30, A. B. Drake, exposition president, said.

Co-chairman will be Donald S. Gillespie, also of this city. Also named to serve on the committee to handle details pertaining to the operation of the carnival, which will be Crafts Shows continuing its three-year contract, will be Kenneth M. Hunter, Gail R. Stockton and Ferris Wilkinson, all of this city.

Lindle Buys Winrod Show

CHICAGO—Jack Lindle, owner of the show bearing his name, has purchased a major part of E. L. Winrod's Monarch Exposition Shows, it was announced here during the meetings.

According to present plans, Winrod will retain several rides which he will book with Lindle for the 1961 season.

Midwest Club Fems Nominate Evelyn Spence

MINNEAPOLIS—Evelyn Spence has been slated for the 1961 presidency of the Ladies' Auxiliary of the Midwest Showmen's Association.

Also named are Angie Conroy, first vice-president; Belle Signor, second vice-president; Gladys Erickson, treasurer; Margaret Maupin, secretary, and Louise O'Neil, board of directors. Election will be held at the December 22 meeting.

The Christmas party will be on the evening of December 17 in the clubrooms.

The annual meeting will be held on January 7 at 11 a.m. in the Radisson Hotel, during the meeting of the Minnesota Federation of Fairs. Installation luncheon will be held the same day at 2 p.m.

Ruback Ends Okay Season

SAN ANTONIO—Jack Ruback, owner of the Alamo Exposition Shows, returned to winter quarters here, reporting a good season. The final spot of the season, the Cuero (Tex.) Turkey Trot, was successful despite bad weather.

En route to winter quarters the tractor and trailer which contained the diesel light plants was forced off the highway. No one was hurt, but extensive damage was done to the vehicles and equipment.

Elsie Miller Winds Up 18-Year Career As SLA Fem Exec

CHICAGO—Mrs. Robert (Elsie) Miller, this year bowed out as an officer of the Ladies' Auxiliary of the Showmen's League of America after serving in an official capacity for the past 18 years.

Mrs. Miller is a past-president of the women's group and served as secretary for 17 years. Altho not holding an office, she will continue active in the organization.

Jack Dalton Jr., of 7735 Atlantic Boulevard, Bell, Calif., would like to contact his sister, known as Marie Palmer or Mrs. Marie Loter, concerning the death of their father. She is believed to be with a Texas-based show.

★ ★

MIAMI SHOWMEN'S ASSOCIATION

17th ANNUAL BANQUET & BALL

JANUARY 9, 1961
FONTAINEBLEAU HOTEL
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Jan. 2 date that appeared in the issue of Nov. 28 was incorrect. Please note correct date above.

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CARNIVAL CONFAB

AROUND THE COUNTRY: Mail from W. E. Reid Shows' winter base in Warner Robins, Ga., relates that the show closed a good season at the Macon, Ga., Negro Fair, and Owner-Manager Elmer Reid brought it into quarters. Work got underway immediately on repairing and repainting, and Reid is already busy getting his route set for next season. He and Mrs. Reid plan to leave soon for their home town of Greeneville, Tenn., for the holidays and then back to quarters to get ready for an early-spring opening. Joe Moran is in charge of the Warner Robins workshop. . . . W. E. Trevena letters that he'll be working for Frankie's Amusement Company on a new Scrambler in '61.

Edna Burd passes on the following news about the Ladies' Auxiliary of the Michigan Showmen's Association: The fems held a successful social on November 28 sponsored by Marian Fodal and Margie Hansell. Awards were passed out to Violet McDonald, electric fry pan; Josephine Quinn, electric clock; Peggy Cohen, $25 bond; Grace McCauley, $50 bond. Upcoming on the social calendar are the pre-holiday dance on December 3 and the New Year's Eve dance to be held on December 31. Election of officers for 1961 is scheduled for January 9. The joint social and scramble has been postponed until after the holidays.

From Belleville, Mich., quarters of Motor State Shows comes the info that all three units are now back home. The No. 1 unit was in Michigan, Ohio, Indiana, Kentucky, Tennessee, Alabama and Mississippi and all fairs have been re-contracted for '61, B. T. Bell reports. A new Paratrooper is on order in addition to a Rolloplane and six new tractor-trailer units. Owner J. J. Frederick purchased rides from parks in Michigan, Ohio and Maryland including two Merry-Go-Rounds, a Tilt-a-Whirl, several kid rides and four Ferris Wheels. Frederick now owns a total of seven Eli Wheels. A new 40 by 150-foot addition is being constructed at winter quarters, and the Fredericks are enjoying their new ranch home there. They warmed the house with a party attended by some 50 people. Frederick is also keeping busy selling the rides and equipment from Flint (Mich.) Park, which is being razed to make way for a new development. *Charlie Byrnes*

★ ★ ★

Front-end news produced in Chicago include the arrangement for Ralph Decker to go out next season with H. P. (Punk) Hill on Hill's Greater Shows. And Dave E. Fineman will handle the front end for Johnny Denton's tour in Eastern Canada. . . . Bob Edwards of Cetlin & Wilson bought a Merry-Go-Round. . . . Late hours'll do this to you: Paul A. Miller couldn't sleep because a closet light hit his eyes, one of the automatic ones that switch off when the door closes. He groped around and finally, disgustedly, hauled a chair into the closet, stepped up and unscrewed the bulb.

As revenue for the Miami club piled up, an additional $560 was produced at a jamboree on Johnny's United Shows, directed by Phil Cook and with Frenchy and Johnny Portemont and Ted Woodward all participating. Cook also turned in $200 from Page Combined Shows. . . . Dub Dugan had a truck misappropriated in Florida. . . . Pat Reithoffer finally made a Chicago convention because, he said, it did not conflict with the Pennsylvania deer-hunting season.

Big Al Howard has ordered a Turnpike Ride, Paratrooper and Helicopter in the name of Howard Amusements. . . . Mr. and Mrs. Albert Derr of Boonville, Ind., have celebrated their 50th wedding anniversary. Their granddaughter Beth is secretary of Al Dorson's amusements on various shows. Albert Derr is a former president of the Indiana State Fair. . . . Paul Olson and others were on a plane which left Chicago for the Toronto fair meeting, got to Canada, then was forced to turn around and return to Chicago. *Irwin Kirby*

Mrs. Walter B. Fox suffered a hemorrhage of the right eye two weeks ago which caused her to loose the sight of the eye. She is under the care of a specialist. . . . Ralph Lockett, who recently closed his second season with the Foley & Burk Shows, returned to his home in Petersburg, Va., where he and his wife, Marjorie, operate the Lockett's Travel Service. Mrs. Lockett just returned to Petersburg from a trip to Europe. Ralph Lockett left for Chicago for the outdoor conventions. . . . James Heron, owner of the Educational Wild Life and Animal Oddities Exhibit, has been off the road for the past several years due to illness and is located at his home in Jacksonville. By a strange coincidence, the first issue of The Billboard was published the day that Heron was born, on January 16, 1894, and he has been reading it ever since.

Jake and Carolyn Merriman, owners of the Marvel Shows, are back at their winter base in Middleton, Ill., after a vacation trip to Mexico City. Ed and Ruby Logsdon accompanied them on the trip. . . . Chuck and Betty Lemaster have opened a truck stop restaurant and service station in Middleton, Ill. . . . Paul Gosset is in charge of the paint shop of the Marvel Shows where all trucks of the show will be painted a combination of red and white. . . . Mr. and Mrs. Dick Dillon, Mechanical City operators, arrived in St. Louis with their attraction which is booked at the Crestwood Shopping Center for the month of December. Dillon left Saturday (26) for Chicago to attend the convention. *Allen Callaway*

Floyd and Agnes Green, of Green Amusement Rides, are back at their Portland, Ore., base after closing the season November 13 with the Bob Hammond Shows. They left Houston with two additional rides, a trailer-mounted Helicopter bought from the Don Franklin Shows and a Scrambler purchased from George Rauch. . . . Betty Loveless is at home in Riviera Beach, Fla., after closing with the Olson Shows in Birmingham. Her sudden closing

(Continued on page 53)

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FLASHBACKS: 15 Years Ago—Frank Bergen announced he had purchased the interests of Mrs. Fanny Linderman in the World of Mirth Shows. Bucky Allen was named the new concession manager. . . . Pete Kortes sold his North American Exposition Show to Issy Cetlin and Jack Wilson. Included in the deal was all equipment and the train, enabling Cetlin & Wilson to go on rails. . . . Over 1,000 attended the annual banquet of the National Showmen's Association in New York. . . . The Joey Moss Showmen's Association Post 442 of the American Legion was organized in Detroit and Major Earl Bender was named the first commander.

Ed Sopenar Named 39th SLA President

Veteran Concessionaire Succeeds Paul Olson as Organization Head

CHICAGO — Ed Sopenar was elected the 39th president of the Showmen's League of America in an uncontested election that saw the entire regular ticket take office for 1961. Sopenar, who operates concessions in Canada and a liquor business here in Chicago, was installed in the top position at Thursday night's (1) annual meeting of the League.

Also installed were Lou Dufour, first vice-president; Hal Eifort, second vice-president, and C. C. (Specks) Groscurth, third vice-president. Bernie Mendelson and Hank Shelby were elected to succeed themselves as treasurer and secretary respectively.

Ed Sopenar, 39th president of the Showmen's League of America.

Ned Torti, a past president of the League, was elected a trustee for a five-year term.

Elected to the board of governors were Doug Baldwin, Louis Berger, Mickey Blue, John Bowman, Elmer Byrnes, William T. Collins, James F. Conklin, Hadji Delgarian, James H. Drew, George B. Flint, Dave Friedman, John Gallagan, Benedict Garmisa, Ken Garman, Morris Haft, Paul Huedepohl, Harry Julius, William Kaplan, Al Kaufman, Al Kunz, Jack Kwiet, Lou Leonard, Eddie Levinson, Sam Levy Jr.

R. H. McIntosh, Gerry Mackey, Dave Malcolm, Pat Marco, Arthur Morse, Buddy Paddock, Petey Pivor, Louis (Stretch) Rice, Harry Ross, Jack Ruback, Dave Russell, Norman Schlossberg, William Schmidt, Harry Shore, John Sherlock, Bernard Thomas, Sollie Wasserman, Ben Weiss, O. J. (Whitey) Weiss, Frank Winkley, Ralph Woody, Charles Zemater Sr., Max Brantman, Noble Case and John Campi.

San Francisco Club Slates Leona Stevens

SAN FRANCISCO — Leona Stevens has been nominated president of Show Folks of America here for 1961. Nominations closed Monday (21).

Also on the slate are Al Rodin, first vice-president; William Meyer, second vice-president; Harry Martin, third vice-president; Charlotte Porter, treasurer; Oscar Mattley, financial secretary; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary. Miss Porter, Mattley, Miss Cox and Miss Townsend stand to be re-elected.

Nominated for the board of directors were Al (Moxie) Miller, Louis Leos, Orville Crafts, Art Andersen, Barbara Hellwig, Hazel Christensen, Flossie Fitzgerald, Isabelle Myers, John Provenzale, Barney Stevens, Dick Scearce, Ray Cox, Harry Baker, Ernest Santanni, Ewell Harrison, Dave Long, E. C. Mullins Jr., Mary Richards, Sam Steffin, Lola Krekos, Jesse Gomez, Sam Lasky, Jim Redder, George Simmonds, Sol Grant, Harry Cooper, Gene Cardoza, Bonnie Owen, Marjorie Latiker and Rose Fisher.

Jack Christensen was chairman of the nominating committee with Bobby Cohn, Babe Miller, Marie Baker, Ralph Clinton, Mickey Hogan, Joe Richards and E. S. Fitzgerald.

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Continental Purchases Paratrooper

LOWELL, Mass. — Continental Shows plan a new Paratrooper ride among other added features for late April 1961 opening, reports General Manager Fred Fritz. Slow at the start, Continental's 1960 season wrapped up for the winter after the Center Sandwich (N. H.) Fair with its best season gross in many a year.

Several refurbished trucks and rides will be run out of winter quarters for use in Maine Christmas parties this month, well before official spring opening. Agent Payl La Cross reports Continental will open this April with a strong route of still dates and celebrations slated until the fair season gets under way.

Cold weather dampened 1960 business until late June, but fair skies opened the fair season and continued thru to carry a winning year. High grosses during the summer made up for slow early spring dates.

Mrs. Doris Fritz will remain as secretary-treasurer for 1961 on Continental's office staff.

CLUB ACTIVITIES

Pacific Coast Showmen's Association

LOS ANGELES—Plans for the December 11 Memorial Services and the banquet and ball on December 13 are moving along, Sam Dolman and Hunter Farmer, respective chairmen, told the club at the regular meeting here Monday (14).

The meeting was conducted by President Steve Vaughn, with Harry Phillips, treasurer; Dolman, second vice-president, and H. D. (Bob) Matthews, secretary, on the rostrum. Ben Morrison, past-president of the Michigan Showmen's Association, was invited to the platform.

In the business section, Dolman said that the Ladies' Auxiliary will co-operate in the Memorial Services. Ed Harris and LaMotte (Dod) Dodson are on the committee with Dolman. Farmer said that early reservations are urged for the banquet and ball to be held at the Ambassador Hotel. The membership voted upon the application of Riley Lincoln.

Zack Hargis was reported ill but recuperating. Bob Matthews was back as secretary following his illness. Virgil Latiker is a patient in the hospital in Madera, where West Coast Shows is in winter quarters. Frieda Brown and Edna Dauer are also hospital patients.

President Vaughn welcomed Lucky Lang, Dave Talbert, Frank Nay, Frank (Overland) Murphy, Benny Stone, Jimmy Fry, Ross Baxter, Ben Morrison and Bobby Clark.

Lone Star Showmen's Club of Texas

DALLAS — The November 21 meeting was called to order by Second Vice-President Irma Meek.

New members announced were Mrs. George E. Emgesser, Cecilia Barefield and John Beavers.

On the sick list were Paul Juhlin, in Veterans' Hospital; George Smith, convalescing at home after surgery; Mrs. Fred Clark at home after a long illness in a St. Paul hospital.

Chuck and Martha Moss attended the annual banquet of the Hot Springs Club.

Lester Cohen, son of Bernie Cohen, would appreciate mail from his friends. His address is Private Lester M. Cohen, US 54229861, Co. C, 2d B. G., 1st Infantry, Ft. Benning, Ga.

Tommy Wells, of the Alamo Exposition Shows, has moved into his new home at Richardson. Tommy Wells Jr. from the Heth Shows is also back home.

SLA MEMORIAL HONORS ALL DECEASED MEMBERS

CHICAGO—The Showmen's League of America took time out from the busy round of convention activities Tuesday (29) to remember its deceased members.

The annual Memorial Services were held in the Bal Tabarin of the Hotel Sherman with preparations under Harry (Blackie) Cherniak assisted by John Sherlock.

Cantor Murray J. Lind, of the Lind Brothers singing group, conducted the program. Psalms were sung by Joshua Lind, N. Brodzky and J. Freudenthal. George B. Flint, SLA chaplain, read the memoriam and Rudolph Beck provided the organ accompaniment.

All deceased members of the League were honored but special memtion was made to the following members who passed on during the past year: Dr. Max Thorek, William (Bill) Green, Virgil Lee, Fred Potenza, T. Dwight Pepple, John A. Sbarbaro, Jack Roemer, Eddie Brown, H. Vernon Smith, Bennie Hirsch, Shan Wilcox, Roy Marietta, E. L. Phillips, Noel Von Tilburg, Albert J. Horan, Ozy Breger, Vernon Korhn, Carl A. Mann, Elmer Brown, Robert V. Tuttle, John A. Francis, A. R. Cohn, William M. Martin, Richard Nash.

Buried in Showmen's Rest are Pepple, Roemer, Marietta, Mann, Tuttle and Martin.

MIDWEST NOTES

Al Kunz Space Wheels To Join Royal American

CHICAGO — Major carnival news so far as Midwestern fairs were concerned was light at the Chicago meetings as most of the major events had already lined up their fun zone or were in the process of doing so.

Probably the biggest news was made by Al Kunz, owner-manager of Heth Shows, who also owns the double-double Space Wheels. He announced that he had signed to operate the wheels at three major fairs to be played by Royal American Shows after negotiations with Carl Sedlmayr, RAS owner. The wheels will play the Florida State Fair, Tampa, in February and also the Wisconsin State Fair, Milwaukee, and the Minnesota State Fair, St. Paul. The Milwaukee fair is new this year for Royal, the other two have been on the route for many years.

Kunz announced that following the St. Paul fair the wheels will join Heth Shows for some of the major fairs on that organization's route. Kunz also disclosed that two fairs had been added to the route for '61, the Gibson County Fair, Princeton, Ind., and the Keokuk, Ia., Jaycee Street Fair. Show purchased a new Frolic and Spinaroo from King Amusements.

Ernie Farrow, owner of Farrow Amusements, reported he'll again open his season at the Memphis Cotton Carnival on the Nego lot, then go back into winter quarters for a late regular opening. Route will be the same as 1960 with about 14 fairs, 10 of them in Wisconsin.

W. A. Schafer, owner of Schafer's 20th Century Shows, reported signing two fairs new to the route. They are at Tyler, Tex., and Marshalltown, Ia. He'll also be back at the Cedar Rapids, Ia., Fair plus other repeat dates.

John Gallagan, owner of Imperial Shows, reported he'll play no still dates this year. Will play a total of 15 fairs. Celebrations set are three in Illinois, Alton, Macomb and Morris.

Show Folks of America

SAN FRANCISCO — The Monday (14) homecoming party was attended by close to 130. Jim Redder, chairman, was assisted by Ernest Santanni and a steak dinner was served.

Also lending a hand were Dave Long, Mary Richards, Hazel Christensen, Jim Powell, Harry Baker and Jesse Gomez.

The regular meeting followed with Earl Leonard, president, in the chair. E. K. Fernandez of Honolulu was special guest of the evening. Also on the platform were Leona Stevens and Al Rodin, vice-presidents; Oscar Mattley, financial secretary; Lola Cox, corresponding secretary; Charlotte Porter, treasurer; Bonnie Townsend, recording secretary, Mike Krekos, Bill Byers, Charles Albright and Bonnie Owen.

Caravans Install Josephine Haywood As 1961 President

CHICAGO — Josephine Haywood, Barnesville, Ga., concessionaire, was installed as president of Caravans, Inc., Monday (28) in the Hotel Sherman.

Also taking office with her were Theresa Dundee, Frieda Rosen and Lillian Panno, first, second and third vice-presidents, respectively; Wanda Derpa, secretary, and Lillian Lawrence, treasurer.

Caravans held open house in the hotel's Byfield Room with Mrs. Dundee and committee in charge of refreshments. Lillian Panno supervised the bazaar; Agnes Barnes the giveaways and Helen Hoffmeyer had her greeting card selection on hand. Irene Coffey handled the two afghans donated by Pearl McGlynn and Margaret Davis, and two sweaters donated by Joan Sullivan.

Veronica Potenza served as installing officer, and Margaret Levine as femsee. Jimmy Lara provided the entertainment.

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DENTON BOOKS 7 FAIRS IN QUEBEC

Using Royal Crown Title; Reid Signs Valleyfield, Presque Isle

CHICAGO—Action at the Hotel Sherman this year produced no significant booking news for the East, most routes having been firmed prior to the annual convention. Only a few major dates are pending, among them Allentown, Pa.; Greensboro, N. C., and the Maryland State Fair in Timonium.

Biggest developments were ones achieved prior to the convention—such as the awarding of fairs in Preque Isle, Me., and Valleyfield, Que., to the King Reid Shows, and confirmation of Johnny Denton's tour in Eastern Canada for 1961.

Valleyfield Rotary Fair was acquired by Maurice Altner for the Reid Shows. It has been played by various shows over the year, chiefly World of Mirth and most recently by Bernard and Barry, but never by King Reid. Signing for the fair was Harold Dando, secretary. Dates will be July 5-9.

Reid also signed several other dates in Quebec, among them the St. Hiacinthe Fair and the K. of C. Fair in Chambly.

Denton's Royal Crown Shows

Denton's Gold Medal Shows will carry the Royal Crown Shows' title in Canada and have Dave E. Fineman along as associate manager. It will play the seven-week Eastern Township Fairs circuit consisting of Richmond, Rome, Aylmer, Ayers Cliff, Shawville, Cookshire and Bedford, all in Quebec.

Interest in the news centers chiefly on Denton's routing intentions. He will open in April in West Virginia and still-date his way north. There will be a tremendous 1,200-mile jump to Decatur, Ala., after the final Canadian fair, and he stated it will be done in one move, with no date being booked for that week. Ten Southern fairs are in prospect, closing in November at Panama City.

Johnny's United Ends Top Season

CHICAGO — Next year's route of fairs is shaping up quickly for Johnny's United Shows, which enjoyed its best season this time out. Weather was very good, with less than a half-dozen nights being lost to rain.

Recent years have seen the addition of a Dodgem and Helicopter and replacement of various tractors. Three new Chevvies were added last season and another group will come on for 1961 as more units are retired.

The show closed November 26 at the Fort Walton, Fla. (Walton County), Jaycees Fair after a tour of 23 fairs and nine weeks of still dates and celebrations. At times the Portemonts, John Senior and Junior, had as many as three units at simultaneous dates.

Makeup of the show ranged upwards from 18 rides and eight shows, with booked-on units expanding it at fairs. Columbus, Ind.; Marietta, Ga., and Anniston and Decatur, Ala., all panned out well along the fair tour, which extended thru Tennessee, Alabama, Georgia, Kentucky, South Carolina, Indiana, Illinois and Florida.

Equipment is back in Gantt, Ala., where the show has a 160-foot building. In addition to the Portemonts the staff included Ted Woodward, general representative. Jack Vincent, Joe Spaulding and Fred Cantrell were among the regulars booking with the show. Vincent had the bingo, Mr. and Mrs. Max Kirby had the food and Charley Lampkin and Joe Salladino were major concessionaires.

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DICK COOPER

also known as Dick Wilkinson, son of Mrs. Billie Cooper, carnival concessionaire.

HAmilton 9-4541

Huntington, W. Va.

MIDWAY CONFAB

• *Continued from page 51*

was the result of scalp injuries, apparently received in a slugging which required hospitalization. It was also reported that her car was rifled of about $600 worth of clothing and jewelry. She would like to hear from friends.

Personnel of Jim Steinmetz's Strange People Show, which appeared on Powelson, Buck, Gooding and Blue Grass midways this year, included Ed Carmel, giant; Dolly Reagan, ossified girl; Elise Briskey, lion-faced girl; Andy Briskey, fire and ostrich; Frank LeMire, Hindu torture; Sammy Wolf, pin cushion; Mary Parker, electric chair and blade box; John Bryant, snakes; Bonnie Cline and Jennie Rose, bally; Blacky McCarne, front; Ronnie Gobel and Hobart Conley, tickets, and Paul Boliko and Tom Martin, canvas. Stan Wright joined forces with Steinmetz in mid-season to form a Strange Couple Show and reptile exhibit. Wright also had the Lobster Boy single-o-show featuring Grady Stiles Jr. Steinmetz took time out to fly to New York to be with his wife, Barbara, for the September 7 birth of a son, Richard Augustus. The organization opened in Columbus, O., in April and closed at Vicksburg, Miss., in October. Equipment was returned to Ohio where Steinmetz, Wright, Gobel and Conley stored it, with Gobel and Conley staying on for winter quarters work.

Al Schneider

MIAMI CLUB BANQUET HAS DATE CHANGE

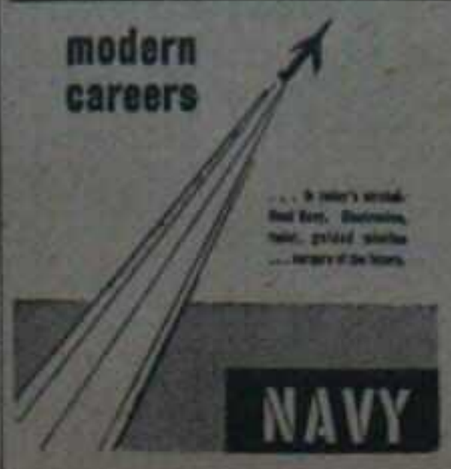
MIAMI — A late change moves the Miami Showmen's Association banquet date from its customary first Monday in January. Previously announced and advertised as January 2, it has been rescheduled for the following Monday (9), the banquet committee states. Location is unchanged, the Hotel Fountainbleau at Miami Beach, and the entertainment features comic Mort Sahl.

Mrs. Lawrence New Head of SLA Auxiliary

CHICAGO — Mrs. Ernest Lawrence was installed as president of the Ladies' Auxiliary of the Showmen's League of America here Sunday (27). Also taking office with her were Mrs. George McBeath, Mrs. Agenes Smith and Mrs. Monica Baress, first, second and third vice-presidents, respectively. Mrs. Carl Sedlmayr Jr. stood in for Mrs. Baress who was unable to be present.

Mrs. Jeannette Martindale was installed as secretary and Evelyn Hock to the post of treasurer. Mrs. M. Richard Horan was femsee and Mrs. William Carsky was installing officer. Mrs. Anne Fillippini, chaplain, read the invocation. Mrs. Martindale, outgoing president, presented gifts to her officers and chairmen.

Those also present included Mrs. Agnes Smith, Wanda Derpa, Mrs. Lillian Lawrence, Harriet McBeath, Evelyn Hock, Phoebe Carsky, Ida Chase, Louise Rollo, Elsie Miller, Margaret Filograsso, Mae G. Taylor, Lucille Hirsch, Edna Burrows, Frieda Rosen, Melvina Wilson, Mitzi Schlossberg, Theresia Geschrey, Johanna Moeller, Lillian Kerwer, Bessie Clark, Rose Polk, Caroline Schultz, Virginia Carpenter, Annette Layoff, Evelyn Sepanek, Anna Corrigan, Lillian White, Leota Morey, Bernice Schaefer, Martha Conrad, Winifred Burke, Mary Spellman, Evelyn Pash, Geraldine Muscarello, Mary Lou Callbeck, Virginia Kline, Jane Tubis, Grace Lynn, Viola Parker, Nina Singleton, Sharon Horan, Bess Hamid, Leah Rosen, Marilyn Portemont, Winnifred E. Luehrs, Mrs. Clara Campbell, Barbara McGinley, Edith Thorman, Nancy McBeath, Julia McKenzie, Lucy Metz, Kate Potenza, Betty Carroll, Verna Winkley, Flo Nachicas, Sophia Carlos, Gladys Dowswell, Antinette Rohr, Alda L. McCue, Shirley Murphy, Mrs. James H. Drew, Malinda Drew, Mrs. E. E. Farrow, Mrs. N. C. Taylor, Mrs. E. E. Groscurth, Winona Woodward, Mrs. I. V. Huluie.



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

TO ALL WHO USE THE LETTER LIST

Beginning with this issue the Mail Forwarding Services of The Billboard will be consolidated in the Cincinnati office.

All mail sent to the Letter List for forwarding to showmen should henceforth be addressed:

c/o Mail Forwarding Service
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2160 Patterson Street
Cincinnati 22 Ohio

Mail no longer will be held at the New York, Chicago or St. Louis offices. Mail addressed to Letter List in care of these offices will be forwarded to Cincinnati for handling.

For prompt forwarding of all mail, showmen should have their current address on file with the Mail Forwarding Service in Cincinnati.

As in the past, mail addressed to those for whom no address is on file will be published in this column for two issues only. If not claimed one week after second publication date, mail will be returned to sender.

It is expected that the concentration of this service in Cincinnati will speed communications between transient showmen and those trying to reach them by mail.

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In mailing Christmas greeting cards thru The Billboard's Mail Forwarding Department, please remember to use 4-cent postage to assure forwarding. Postal regulations do not permit the forwarding of mail carrying 3-cent postage without the payment of another postage fee.

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Dunbar, Ray
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Francks, George
Friedenheim, Morris
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Gallappo, Jack
Geiger, Rose
Gilbert, Jack
Gladwell, Jim
Gorman, Francis R. (Mike)
Grassone, Mrs. A. P.
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Green, Robert R.
Griffin, Billy
Gray, Willie R.
Green, J. O.
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Hockenberry, Robert
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Ives, James W.
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Kelly, Dave
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Klein, Jerry (of Kline)
Kobacker, Robert
Kroll, H.
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Le Clair, Bert
Lea, J.
Lee, Mrs. E. (Beth) (Organist)
Lee, Toni
Levitt, Maurice
Lewellyan, John & Mrs.
Lewey, Thomas M.
Lincenbigler, S. B. (Spider)
Lopez, Pete (Dog Act)
Loucier, Dick
Lunde, Russell
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McAllister, Tate
McDermott, H. H.
McDermott, Hal
Mc Dermott, William
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McKelvey, Jerome W.
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Manning, Ross
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Marty, Kenneth A.
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Nelson, Jim
Newcomer, Lewis E.
Nichols, Les
Nichols, Mrs. R. L.
Nicolini, Juan
Nixon, Eddie
Norris, Bill
O'Hara, Bill & Mickey
Ochko, Mrs. Peggy
Osinski, A. & Mrs.
Parker, Tom (Theatrical Ent.)
Parsons, John
Paige, Michael P.
Peek, Richard
Pentlon, Mary
Pettersen, Gregg
Peyton, Blackie
Phillips, Frank R.
Phillips, Russell
Poore, Kenneth
Porecca, Robert T.
Powers, Mrs. Nellie
Price, Alice Anne
Price, Dee Robert
Radford, Russell & Mrs.
Ravelli, Blanche R.
Ray, Jimmy
Reed, Juanita
Reed, Lois
Remington, Lester
Richards, Franklin
Rigsby, Douglas Harrison
Riley, Art
Ritro, Ed
Ritter, L.
Roberts, J.
Rochman, Albert
Rogers, John
Roney, Kenneth
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Roy, Howena
Sanford, James K.
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Shaffer, Jimmie
Shane, Mike
Siegel, Irving
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Smiga, Joe
Smith, Patch & Mrs.
Solo, Dennis John
Sommers, Bob
Spitzer, F.
Stairs, Bob
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Starr, Bella
Stenger, George Earhardt
Stepney, Sherry
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Sullivan, Joe (Banner Man)
Sutton, Mrs. Margaret
Swan, Walter
Taylor, Connie
Thompson, Hope
Tobell, Allen
Topps, George
Townsend, Cal
Turner, Jack
Turner, Leo
Twanta, Prince
Vicko, Paul
Vinson, Jack E.
Vanderheide, George
Wagner, Buddy (Auto Crusades)
Wallace, John
Walters, Albert
Walters, Mike
Ward, Alice
Warff, Gordon
Webster, Fred
Weinberg, David
Welsh, Leo
Westbrook, Harry Buster
Westman, Harriet A.
Wilburn, B.
Wilbox, Wesley
Wild Horse Charlie (Horse Act)
Wilde, H. J.
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TURNSTILES FOR PARKS, SWIMMING pools, amusement concessions, industries, etc. Baum Metal Specialties, 1323 Wyandotte St., Kansas City 8, Mo.

VENTRILOQUIAL COURSE RECORD, $3. Ventriloquial Catalog, Marionettes, Punch, Judy; Courses, 30c. Routine list free. Magic catalog, 50c. Finis, 624 West 2rd, Waterloo, Iowa.

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$100 REWARD—RETURN OF TOY MANchester mixed with Chihuahua. Lost State Fair, Oct. 7. Black male, white chest, right front paw white, weight 7 pounds, long legs. Chronically ill. Name Snuffy. Clara Cooke, 425 12th St., Southwest, Birmingham, Ala. State 61124 or Vernon 34097.

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BUSINESS CARDS, CALENDAR BACK, $3.25 per thousand. Send copy. $1 deposit. LaSalle Printing Co., 5727 LaSalle, Chicago, Illinois. de19

TWO-TONE WIDE-BAND PENS IMPRINTED with four lines, twenty letters per line, $5.50 per 100; ppd.; guaranteed. Hunter Printing, 413 Elwood, Irving, Tex.

200 8½X11 LETTERHEADS, 200 6¾ ENvelopes, both for $3.95. Black or blue ink. Mallo Press, 6468-B Cloris Ave., Flushing Michigan. de5

Rigging and Props

UNICYCLES FOR SALE. 20 AND 24-INCH models. All new. Al Morgan, 3 Victoria Rd., Coventry, Conn. de12

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, 840 N. Dearborn, Dept. 21, Chicago 10, Ill. np

STUFFED TOY MFR.
Wants Man with strong following
CARNIES—PARKS—FAIRS
We make a major line Plush Toys and Rag Dolls. 100% co-operation and liberal commission.
MILLER, 138 Plymouth St., Brooklyn, N. Y.

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B 307 North Michigan, Chicago 1. ch-tfn

Tattooing Supplies

WHEREVER MEN WALK THE EARTH OR sail the seven seas you will find them wearing Zeis Tattoo designs. Zeis, 722-A Leslie, Rockford, Ill.

Wanted to Book

WANT CLEAN CARNIVAL. APPROXImately 15 Concessions, 7 Rides. Bledsoe County Fair, Sept. 7-9, 1961. Call or write Frank Swafford, Pikeville, Tenn. Phone G17-2483. de12

Wanted to Buy

OLD-TIME COIN ROLLING SOUVENIR Machine or Dies. Must be in working order. Send description and price. B. Gill, Building 24, Port Newark, N. J. de19

USED SHOOTING GALLERY TARGETS, Rifles. Used Distortion Mirrors, used Goat Carts, old-time Fire Fighting Equipment. Adventure Village, Flemmingville, New Jersey.

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY — ASSORTED EARrings, $3 gross; Neck Pendants, $7.20 gross; Solitaire Rings, $4.75 gross; Cuff Links, $14.40 gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. de26

Routes For Sale

ROUTE FOR SALE: CENTRAL FLORIDA. Music, pingames, cigarettes, etc. All equipment first-class condition. Moneymaker. Box C-669, c/o The Billboard, Cincinnati 22, Ohio.

Used Equipment

FOR SALE: GOOD USED PINBALLS READY for location: Three Deuces, Classy Bowler, $40 each; Gay Paree, Harbor Lights, World Champ, $60 each; Turf Champ, $85; Roto Pool, Rocket Ship, Four Star, Silver, $115 each; Golden Bells, $150; Big Ben, $25. Send 1/2 deposit. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. de5

FOR SALE—USED CIGARETTE MACHINES: 8-column Rowe, $75; 8-column Lehigh, $45; 8-column Rowe Electric, $45; 12-column DuGrenier, $135; 14-column Rowe, like new, $150; 25¢ or 50¢. Send one-half deposit to Frank Guerrini, 1211 W. 4th St., Lewistown, Pa. de5

FOR SALE: USED UPRIGHT WAGON Wheel, $125; Big Horn, $100; Gun Smoke, $100; Big Tent, $100; Skeet Shoot, $125; Hunter, $75; Super Big Tent, $125; Double Shot, $125; Dominoes, $135; Sportsman, $350. Send one-half deposit to Frank Guerrini, 1211 W. 4th St., Lewistown, Pa. de12

FOR SALE: WURLITZER 1400, $65; CONverted to 45 RPM. Used Cigarette Machines, $25 to $150. Will buy used Lotta Fun. Write Frank Guerrini, 1211 West 4th St., Lewistown, Pa. de5

HAVE GOT TO CLEAR WAREHOUSE—Silver Kings, $3.95; Model 49's, 5¢ merchandise, $9; new Atlas Bantams, 5¢, $8.50. Over 500 machines for sale. Suncoast Vending, Inc., P. O. Box 10565, St. Petersburg, Florida.

SEVERAL USED PIN GAMES AND SEEburg 100, Rock-Ola 1422, Wurlitzer 1015. All as is condition. Benny Erdely, Grundy, Virginia.

VICTOR 1¢ GUM AND CHARM MACHINES, $6.95 ea.; 10 or more, $5.95; 100 or more, $4.95. Charley Wilson, Carrizozo, N. Mex.

Wanted to Buy

HIGHEST PRICES PAID FOR YOUR MUTILated Coins. The Numismatic Bank of Fort Worth, 3925 Mattison, Fort Worth 7, Tex. de5

MUSIC-RECORDS ACCESSORIES

Miscellaneous

100 COMBINATION PHONOGRAPH RECords of your song, $49.95. Melody composed without additional charge. Free particulars. Star-Light Enterprises, 1620 Edgewood, Racine 2, Wis.

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, allows six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

FEMALE IMPERSONATION ACT AVAILable for club and agent booking. Three routines in rhumba and exotic. Literature upon your club or agent letterhead. Box C-656, c/o The Billboard, Cincinnati 22, Ohio.

MIDGET BUSINESS MAN, 34, DESIRES permanent managerial situation with restaurant, hotel, motel, resort area. Preferably Wisconsin, Florida, California. Special talents. Midget, Box C-657, c/o The Billboard, Cincinnati 22, Ohio.

Outdoor Acts and Attractions

HIGH DIVE EXTRAORDINARY — BESIDES winning talent award trophies and whatnot in U. S. A., it has been featured by Fox Movietone and the C. B. S. coast to coast in "Person" program, combined with international exposure in far-off places. All this means that patronage is pretty well assured for Super Markets, Drive-in Theaters, Parks, Fairs, Celebrations or any outdoor money-raising endeavors. A. G. V. A. member, good standing. Contact Mac Productions, 456 Lamphier, Warren, Ohio. Phone: EX 8-1479. de5

SLUM PLUSH
MEMPHIS TOBACCO CO.
INC.
220 MONROE AVE., MEMPHIS, TENN.
NOVELTIES—TOYS—GAMES—SUNDRIES

KENNEDY BUTTONS & FLASHERS
FOR INAUGURATION DAY PARADE
1500 Kennedy 3½" Buttons
1200 3½" Flashers
500 Kennedy Vote 21 Buttons
Make offer for any part or all.
Anyone still in the song sheet business.
(THE GOOD JOINT)
Contact BENNIE STONE
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Phone: HUntley 2-2620

www.americanradiohistory.com

DOGS . . . twelve beautifully designed pure-bred bow-wows in this assortment for young collectors. Only $2.25 per M vacuum plated in 5M lots.

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.

Ask About Our ATLAS Finance Plan

The PENNY KING Company

2538 Mission Street, Pittsburgh 3, Penn.

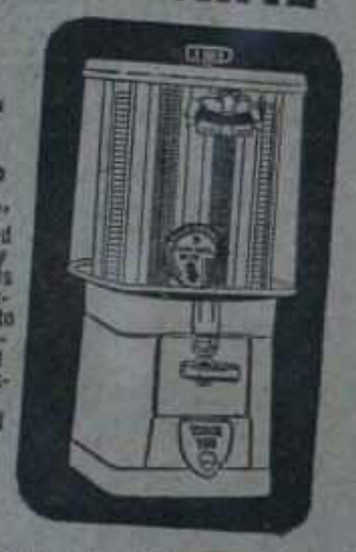
World's Largest Selection of Miniature Charms

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 "GOLD MINE"



Tab Gum Selector

Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!

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., 1744 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 Commissioner St. West, Montreal, Quebec, Canada
RAKE COIN MACHINE EXCH., 609 Spring Garden Street, Philadelphia, Pennsylvania
JACK SCHOENBACH, 715 Lincoln Place, Brooklyn, New York
SIEGEL 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

Vend . . . the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

FEATURES MONTHLY
Candy, Gum & Nuts
Beverages
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Market Place
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733

Name.....
Address.....
City..... Zone.... State.....
Occupation.....

OPERATING AGAIN

Advertising Pay? Rake Has Answer

MANNY RAKE

PHILADELPHIA—Manny Rake is a man who believes in advertising. Back in the operating business once more after many years as a distributor, Manny has "a good many" locations in four States.

And just so everyone knows who operates the machines, Rake has his trade name on them. He puts it on by silk screen. Since the name of his firm is Circle Vending Company, he puts it on in the shape of a circle.

"It really dresses up the machines," he said. After being a partner with his brother Nat in the Rake Coin Machine Exchange for many years, how does Manny feel about operating again? "I like it a lot," he said.

On Road

The Circle firm has four men on the road in four Volkeswagens. Manny has them fixed so the machines can be fitted right on the inside of the vehicle.

"We're still growing," he reported. "I've got about nine store chains as locations."

One fill that Manny is featuring is imported candy. "We are bringing in five different kinds from Holland," he said. "They are shaped like carrots, peas and other vegetables and have jelly inside. They are moving pretty good."

Some Old

Rake is utilizing some old equipment. He has about 400 U-Chew venders on location and says they look like new. "We fixed them up pretty good," he said. "They only vend the five-eighth size ball gum."

Manny is working on service station locations at present. He reports collections from these places are pretty good. The theory is that someone stopping in for gas while on a long drive will want something to chew until they get to a restaurant.

Manny's son-in-law is working with him in his new endeavor. He is Harris Weinberg, who was in the coin machine business before joining up with his father-in-law.

Back Again

So, Manny Rake is back operating once more. He started a good many years ago while still in high school. He said the business is different, now, tho. "It's all big business nowadays." But he did find one thing is still the same. "The penny," Manny Rake said, "is still king."

Eppy Unveils Mustaches & Gold Birds

NEW YORK—Two new charm items—a series of trophy birds and a plastic costume mustache—were bowed by Samuel Eppy and Company last week.

The trophy birds are of gold plate and mounted on a black plastic pedestal. Eight different kinds of birds, or varieties to satisfy the most discriminating ornothologist, are featured in the series. Prices are $10 to $13, depending on quantity ordered.

The tiny black mustaches are designed to be worn by the tots and are hollow to permit all sorts of interesting manipulations. Price is $6.50 to $8.75.

Both charm items also have accompanying colorful stickers which can be affixed to the globes.

BBB Warns South Against Blue Sky

MOBILE, Ala. — Managers of Better Business Bureaus in several Southern cities are warning persons that they should make a thoro investigation before entering the vending machine business.

J. W. Barr, of the New Orleans Better Business Bureau, said that altho the vending machine business is itself entirely legitimate, "the unscrupulous minority in this field conceal two basic facts about their operations."

Barr said: "The first fact is that their true purpose is to sell equipment and merchandise to the persons who answer their advertisements. The second fact is, that the cards are stacked heavily against the success of the inexperienced person who purchases vending equipment and merchandise for the

(Continued on page 68)

EARL GROUT, who heads the Vendall Company, Minneapolis, recently announced the addition of a new route by the firm in the Midway district of the Twin Cities. Increased business was given as the reason for the expansion.

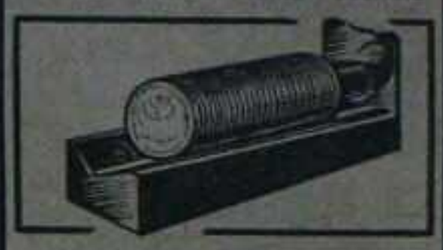
Nelson Wins Cadillac

CHICAGO—Jack Nelson, president of the Logan Distributing Company, major bulk vending outlet here, is sporting a 1961 Cadillac. Nelson won the vehicle at the recently concluded convention of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman here, when someone prevailed upon him to participate in a drawing.

AUTOMATIC COIN COUNTER

Counts and Wraps All Coins Fast

Pennies—Nickels—Dimes—Quarters



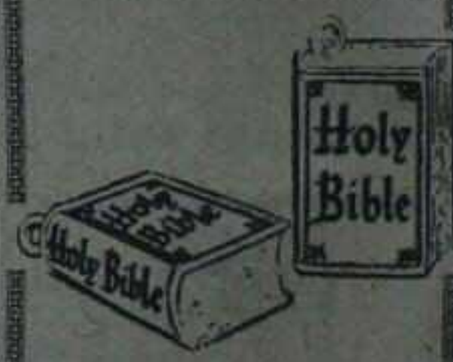
AUTOMATIC COIN COUNTER counts and wraps quarters, dimes, nickels, pennies fast, easy, automatically and NEVER MAKES A MISTAKE. End fuss, fumbling and possible errors of slow, old-fashioned manual way of counting and wrapping coins—absolutely 100% accurate. EXCLUSIVE FEATURE WITH A COIN COUNTER . . . you can use Plain Paper, Flat Wrappers or Tubular Wrappers.

And Wonder of Wonders IT SELLS FOR ONLY $1.00 plus 10c mailing cost

J. SCHOENBACH

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

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



Here Comes the

BRIDE'S BIBLE

All Dressed in

WHITE & GOLD

A "Treasured" Keepsake

5,000-9,000 ..... $12.50 per 1,000
1,000-4,000 ..... 15.50 per 1,000

F.O.B. Jamaica, New York.
Immediate Delivery.

SAMUEL EPPY & CO., INC.

91-15 144 Place, Jamaica 27, N. Y.

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.
1754 N. Decatur Road, N.E. Atlanta 7, Ga.
Phone: DRake 7-4300

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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

A NEW COMBINATION!

ACORN 1¢ or 5¢ 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.

Introductory DEAL

1 Acorn Vendor 1¢ or 5¢ with 5 lbs. of peanuts. Only $19.25

(Specify 1¢ or 5¢ when ordering)

1/3 deposit, balance C.O.D.

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

5c

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

$25.00 DOWN
Balance $10.00 Per Month

WATLING MFG. CO.
4841 W. Lake St., Chicago 24, Ill.
Est. 1899
Telephone: COlumbus 1-2772, 1-2779
Cable Address:
WATLINGITE, Chicago.

OFFICERS AND MEMBERS of the board of governors of the newly formed Maryland State Council of Automatic Merchandising, an affiliate of the National Automatic Merchandising Association, are: (standing) Herbert M. Beitel, NAMA legislative counsel, Chicago; Joseph Harmon, Baltimore; Gordon Eldridge, Baltimore; Lawrence McNeil, Baltimore; Teddy Collier, Aberdeen; Ralph Globus, Baltimore, and Thomas B. Hungerford, NAMA executive director. (Seated) Robert Taylor, president, Baltimore; Gordon Otter, treasurer, Baltimore; Herbert Bent, recording secretary, Baltimore, and Robert Piker, vice-president, Cottage City.

Maryland Ops Form State Council; Part of NAMA 'Affiliate' Plan

CHICAGO—Maryland recently became the third State to form a State council as part of the National Automatic Merchandising Association's new plan to set up local groups directly affiliated with the national association.

Previous groups were set up by vending companies in New Jersey and Louisiana last month. The councils will all carry charters from NAMA and are designed to promote local activity in the fields of "public health, legislation and public relations."

Thomas B. Donahue, NAMA president, indicated the councils are not intended to compete with existing State associations, but that such associations could apply for an NAMA council charter if they wish. He emphasized that NAMA would continue to work in "close cooperation with the State associations whether they applied for charters or not."

Membership

Membership in the State councils is not limited to members of NAMA altho the officials of the group will be required to be members in good standing of the national association.

All members of a council will vote in the election of its board of governors, and officers will be elected by that board. All dues or funds collected by a council will be expended only for activities of the State organization upon authorization of its board of governors but NAMA will in no way be responsible for financial obligations or debts of the State councils, Thomas B. Hungerford, NAMA executive director, stated.

The State charters also provide that a council's activities and its practices may not be in conflict with the policies established by the NAMA board of directors.

Communication

"The NAMA State council plan will establish for the first time full two-way communication between the State organizations and the industry's national association," Hungerford said.

He added that Thomas E. McCarthy of the NAMA staff would serve as secretary of each council, unless otherwise provided in individual charters. "In this way we will be in continuous direct contact with each group, directing its activities in emergencies and helping to co-ordinate and stimulate its programs in normal times," Hungerford explained.

Legislative, public health, public relations and other services will continue to be carried out at the local level thru the regular NAMA department staffs.

The council plan is designed to permit more effective organization at less cost. Thru an NAMA staff secretary on a full-time basis the overhead of State councils will be kept at a minimum. Mailings to members of the council will be handled by NAMA, with only stationery and mailing costs paid from each council's funds. NAMA will also maintain mailing lists, addressograph plates and other normal office services for each council.

Operator members of State councils who do not join NAMA will, however, not be entitled to regular member services of the national group.

The Maryland group was chartered October 18 at a meeting in Baltimore. More than 30 operating companies were represented.

Merchandise

"Membership in the council exclusively will be comprised of companies who own and operate merchandise and food vending machines," said Robert Taylor, president and chairman of the council's board of governors.

Other officers elected include Robert Piker, Cottage City, vice-president; Herbert Bent, Baltimore, recording secretary, and Gordon Otter, Baltimore, treasurer.

Elected to the council's board of governors (which includes the officers) are Ralph Globus, Baltimore; Joseph Harmon, Baltimore; Lawrence McNeil, Baltimore; Gordon Eldridge, Baltimore, and Teddy Collier, Aberdeen.

"YOU HAVE A GREAT CAPSULE MACHINE . . . BY FAR THE BEST ON THE MARKET"

QUOTE FROM LETTER IN OUR FILES

You'll say the same when you try

THE SIXTY SUPER C CAPSULE VENDER

With QUICK-TACH at slight extra cost.

See your Northwestern Distributor or write

THE NORTHWESTERN CORPORATION
21121 E. Armstrong Street Morris, Ill.

BONGOS!

NEW! NEW! NEW!

Kids, Teens, Adults, they all want BONGOS!
2-color plastic
1 to 4m ..... $8.75 per thou.
5m and up ..... 7.75 per thou.
vacuum plated with white heads!
1 to 4m ..... $12.50 per thou.
5m and up ..... 11.00 per thou.

at your distributor

Karl Guggenheim INC.
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	$14.50
N.W. DeLuxe 1¢ or 5¢ Comb.	12.00
N.W. 10-Col. 1¢ Tab Gum Machine	18.00
N.W. Model #33, 1¢ Perc. Converted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. or Mdse.	18.00

MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb. vac. pack tins, per lb.	$ .85
Pistachio Nuts, Jumbo Queen, Red	.72
Pistachio Nuts, Jumbo Queen, White	.68
Pistachio Nuts, Large Tulip	.78
Pistachio Nuts, Vendor's Mix	.63
Cashew, Whole	.77
Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.67
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.38
Licorice Gems	.38
M & M, 550 ct.	.47
Hershey-ets	.47
Rain-Blo Gum, 72 ct.	$ .30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.35
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
440 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

more than 60 . . . amazing specialties. Come aboard now . . . soon while you learn a trade of the future.

NAVY

15 Coin Companies Exhibit at Park Show

By NICK BIRO

CHICAGO—Several brand-new games and Arcade pieces highlighted what turned out to be a surprisingly strong exhibit of coin machine equipment at the National Association of Parks, Pools and Beaches convention at the Sherman Hotel here last week.

No less than 15 firms exhibited coin machine lines. And attendance, while consisting mainly of park, Arcade and carnival people, did include several large coin machine distributors, manufacturers' representatives and even a handful of operators.

New Items

New equipment included a ray gun by Chicago Dynamics; a mechanical gun by J. F. Frantz; a new pool table by Irving Kaye; a cruiser-pilot drive-it piece by Capital Projectors; three new Arcade pieces by Mike Munves; a voice-recorder by Williams; a miniature bingo-type game by Redd; and a card vender by Exhibit Supply.

Other firms showing their lines included Auto-Photo, photo and recording machines; Tusko, three kiddie rides; International Mutoscope, photo machine; E. A. Hanna Corporation, plastic photocase vender; Philadelphia Tobogan, skee ball; Keller Manufacturing Company, basketball game; and Standard Harvard Metal-Typer, disk-punching unit.

Chicago Dynamics

The new Chicago Dynamics ray gun operates on an electric eye principle with no amplifiers or tubes. It is set at 10-cent play and the gun's firing speed can be adjusted to fast, medium or slow speeds. Moving targets include four animals on a star wheel plus a bull's-eye. The gun also has a recoil action that adds a touch of realism.

Servicing has been simplified with a pull-out drawer housing the entire target mechanism. The unit itself is relatively light and the gun target can either be set on a stand, as it was at the show, or mounted on a wall.

Chicago Dynamics also showed its Duchess and Duke long-bowlers, including a new coupon-dispensing device on the Duke. The device can be set up so that a player automatically collects coupons for high score. The firm also had its Commando gun, Pony Express gun, and a prototype of a coin-operated cashier or ticket dispenser.

Frantz Gun

J. F. Frantz's new mechanical gun game is called "New Frontier." It operates at a nickel, has no electrical connections whatsoever, and is unusual in that it offers moving targets (that move when they're hit), scoring changes, and rating changes (rating the shooter a sharpshooter, vigilante, etc., depending upon the score).

Servicing of the game is starkly simple. The entire gun housing can be slipped out from the front of the machine and the entire target mechanism is easily removable from the rear. These are the only moving parts.

The unit has a wooden frame, steel front, and plastic top or head. It sells for $225. Frantz also showed its Rifle Sport shooting gallery.

The Mike Munves exhibit included several new items including a Bimbo Box, animated music box from West Germany; Reacto, a drop-nickel reaction-testing game; and Twirlybird, a kiddie ride.

The Bimbo Box is modeled after a traditional American juke box and houses an eight-man, or more accurately, eight-monkey band that hops around and plays instruments while music is played from a tape. The tape plays about eight different tunes without repeating—all carnival-flavored. The unit is about five feet high, two feet wide and two feet deep, and sells for $495.

(Continued on page 70)

LOCATION OWNERSHIP THEORY ATTACKED

2 WURLITZER CO. EXECUTIVES ARE LOST OVER LAKE

CHICAGO—Two top Wurlitzer Company executives are feared to have perished in Lake Michigan. They are James E. Rolfing, executive vice-president, and Robert Bruner, controller. The pair, along with Ray Greenwell, a pilot, took off in a company-owned airplane from Meigs Field here Tuesday (30) en route to the company's De Kalb, Ill., plant. At press time no trace of the trio or the plane had been found. Shortly after take-off, Greenwell had radioed Meigs that he was returning because of rough weather. That was the last radio contact with the plane. Federal Aviation Agency officials said the plane, a twin-engined Piper Aztec, made a pass at the field, but did not touch the ground. That was the last seen of the plane. The craft then flew over the lake in an apparent move to gain altitude for another landing attempt. Rolfing and Bruner, both headquartered in De Kalb, had been in Chicago for a company meeting.

CHICAGO DYNAMIC'S new ray gun operates on an electric eye principle, featuring a four-animal moving target plus a bull's-eye. The unit was first unveiled at the National Association of Amusement Parks, Pools and Beaches show held in Chicago's Sherman Hotel last week. (See separate story.)

Stout Hits Location Phono Ownership

PIERRE, S. D.—Gordon Stout, prominent local operator and long-time board member of the Music Operators of America, took sharp issue with a recent Billboard story (November 21) in which the views of a prominent, but unnamed industry spokesman were voiced. Crux of these views was that the operator's function should be primarily that of service, while the location should own its equipment. The body of Stout's comments follows:

"I'm shocked at the story and sorry you saw fit to publish it. We operators are already being subjected to out-of-State, fly-by-night, self-styled distributors invading our locations and trying to sell them reconditioned machines at fabulous prices, often getting the job done.

"To these, this story in The Billboard is a much better plug than their own newspaper advertising that but a few of our local newspapers will even accept.

"I agree that the story quite factually describes the plight of the operator and the manufacturer. However, I do not agree with his solution. His theory was tried and found wanting in the early days of the industry; that want still exists today. That want and absolute need is prompt and dependable service, with knowledge of the practical arts and skills of the business—the operating business if you please.

Gordon Stout

"From 20 years of practical

(Continued on page 70)

Seek to Tighten Johnson Act

By DELORES POE

WASHINGTON — When the members of the 87th Congress arrive in the National Capitol next month, one of the first matters before them will be a Justice Department proposal to tighten the Johnson anti-slot machine act and to ban the shipment of gaming pinballs in interstate or foreign commerce.

A spokesman for Justice Department told The Billboard Thursday (1) that the proposed legislation has already been drafted and sent to the Vice-President's office.

Under the procedure followed by Congress, the measure will be recorded by the presiding officers of the two houses when the lawmakers convene next month. Later, it will be introduced in bill form, most likely by Sen. Warren Magnuson (D., Wash.) and Rep. Oren Harris (D., Ark.), chairmen of the Commerce Committees of the two houses.

Other Bills

However, other members of Congress may introduce similar legislation. Once the proposals have been introduced in bill form, they are referred to the Commerce Committees for study and comment.

It is impossible to determine how far-reaching the proposal might be until it has been formally introduced to Congress. The Justice Department would say only that it will tighten the registration requirements of the Johnson act, make it a criminal offense to ship gaming devices in foreign as well as domestic commerce, and make the shipment of gaming pinballs illegal. Other areas are also "under study," the spokesman said.

Apparently, the Justice Department will really push for approval of the foreign commerce angle. Last month, some of the Department's agents seized about 400 slot machines headed for London on grounds that the shipper did not register them for overseas delivery.

Final Action

Final decision on whether or not the proposal becomes law is, of course, in the hands of Congress. Legislation of this type has been proposed in each of last two Congresses, but failed to see action. Under law, if a bill is not passed by both houses at the end of a two-year session, it dies and has to be reintroduced during the next session.

During the 86th Congress, similar bills were introduced by Senators Magnuson, Frank Church (D., Idaho), and by Representative Harris. They differed somewhat in phrasing, but all would ban the shipment on gaming pinballs in interstate or foreign commerce. The Church bill carried a provision exempting amusement-type pinballs from federal fire. Magnuson's bill was introduced at the request of the Justice Department, and aimed at tightening up the record-keeping requirements and registration of dealers and machines as required under the Johnson act. The Harris bill was basically the same as Magnuson's, but would have allowed "States," or "sections of States" that

(Continued on page 70)

Mrs. McCarthy Blasts Operator Status Shifts

NEW YORK — "I don't agree with Mrs. X's formula for the coin trade," Mrs. Amelia Miller McCarthy said here this week. Mrs. McCarthy, recently elected president of the New York State Coin Machine Association, was referring to an article in last week's Billboard, detailing a possible future structure of the coin industry.

Crux of the article was the suggestion that the operator's prime function become one of servicing and programming on a specific weekly fee basis per location, with equipment ownership solely in the hands of location owners. "It would still require a close association of operators who could set and enforce rates and standards as in other businesses," Mrs. McCarthy asserted. "The basic reason for our plight is the failure to achieve this goal.

"Ways to abuse this formula would soon be found," she continued. "To gain that service contract, you may have to pay for an installation and then wait for your money out of collections. In country areas where income would be low and service would be high because of mileage, we would soon be replaced by every handyman and 'Mr. Fix-It.'

Bowery Level

"You speak of a city firm that services games for operators at $1 per week, where he gets all that location's business on one deal. Picture soliciting and competing for each location singly? That would bring the operator down to the 'bowery' level."

Legislation-wise, according to Mrs. McCarthy, things would be worse than ever. "What business do you know of that is more bogged down with red tape and restrictions than the bar business," she asked.

"This industry has failed to come up with the proper leadership. The

(Continued on page 70)

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GOTTLIEB MEMORIAL HOSPITAL construction is moving into the final phase, as the exterior of the building has been completed. The project should be finished by April 1. The nonsectarian community hospital, in a West Chicago suburb, was initated four years ago by David Gottlieb, prominent game manufacturer, whose family foundation contributed more than $750,000 for the 120-bed institution. First scheduled event in the new building was Wednesday (20) when 200 businessmen and staff physicians heard progress reports.

Canadian High Court Defines Coin Bowlers as Legal Games

OTTAWA — The acquittal of John Topechka, of Edmonton, on a charge of operating a common gaming house was upheld today by the Supreme Court of Canada.

The main question in the case was whether a miniature bowling machine operated by Topechka was a slot machine as defined in the Criminal Code, and therefore illegal.

Topechka was charged after police found he had placed a "Ten Strike" bowling machine in his billiard hall. The machine duplicates the game of ten-pins and is operated by a player inserting 10 cents in a slot.

He was acquitted by the Alberta courts. The attorney general appealed to the Supreme Court of Canada, arguing that Topechka was guilty of keeping a common gaming house because the machine was not used for vending merchandise or services.

Skill Necessary

Mr. Topechka contended that the machine cannot be classified as an illegal slot machine because skill is necessary in its operation.

The appeal was dismissed three to two by the Supreme Court. Calling for dismissal were Mr. Justice Robert Taschereau, Mr. Justice Ronald Martland and Mr. Justice R. A. Ritchie. Dissenting were Mr. Justice Wilfred Judson and Mrs. Justice G. Fauteux.

Mr. Justice Taschereau said the miniature bowling machine "procures an innocent amusement to the operator, and this is not within the ban of the act." He added:

"What the law forbids is a machine that by electronic devices or other means defeats the ability of the player to obtain favorable results. To be within the law, the player must control the game, and not be at the mercy of a machine where skill is not the only element, as it is in the present case."

(Continued on page 87)

Miami Distrib Hosts Seeburg Showing

MIAMI—The Miami Skyways Motel here was the scene of Simon Wolfe Distributing Company's recent showing of the Seeburg Model 160. Buck Ward and Dick Gibbons hosted the affair in place of Simon Wolfe, who was at a Seeburg showing in New Orleans.

Guests included Mr. and Mrs. Gleason Stanbough, Mr. and Mrs. "Snooky" Stanbough, Florida Music Co., West Palm Beach; Gordon Williams, Steve Sawchuck, Reliable Music Co., Fort Lauderdale; Mr. and Mrs. Joe Best, Bill Stackhouse, Flamingto Music Co., West Palm Beach; and Duke Luker, veteran operator.

Also, Mr. and Mrs. Edward Carlson, Detroit; Mr. and Mrs. Willie Blatt, Doris Shapiro, Mr. and Mrs. George King; Mr. and Mrs. Johnny Rizzo, Mr. and Mrs. Bert Blatt, Willie Blatt Music Co., Miami; Mr. and Mrs. Al Underwood, Al's Music Co., Fort Myers; Mr. and Mrs. Lucky Skolnick, Lucky Amusement Co., Miami; and Mr. and Mrs. Bobby Schwartz, B & B Vending, Miami Beach.

Also, Mr. and Mrs. Dave Friedman, Dick Daddis, American Operating Co.; Harry Zimand, Eddie Dee, Acme Music Co., Miami Beach; Mr. and Mrs. Ray Hermetet Frenchy Amusement Co., Miami; Mr. and Mrs. Arnold Rogan, Arnold Music Co., Miami; Paul Pincus, Whitey's Amusement Co., Miami Beach; and Mr. and Mrs. James Manning, Manning Music Co., West Palm Beach.

And, Berlin Saunders, Broward Music Co., North Miami; Mr. and Mrs. Eddie Leopold, Mello Music Co., Miami Beach; Mr. and Mrs. Harry Baron, Mark Balken, Miami; X. Y. Zeverly, Radio Center Music Co., Miami; Walter Kardys, S M Music Co.; Mr. and Mrs. Murray Gross, Murray Gross Music Co., and Mr. and Mrs. Al Casola, Al's Music Co., Miami.

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AMI

J-200	$675.00
J-120	650.00
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F-120	275.00

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Seeburg D3Wa (200)	$79.50
Seeburg 3W1 (100)	47.50
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SAY YOU SAW IT IN THE BILLBOARD!

REPORT FROM BRITAIN

Shift Bal-AMI Outlets

LONDON—A reshuffle of Bal-Ami distributorships is now taking place. Part of the reason for it is the fact that at least one main distributor has decided to go all-American, and handle only American juke boxes and fruits. He is Bert Perrett, who held Bal-Ami distributorships in South Wales, Monmouthshire and the West Country. His territory has been taken over by the fast-growing firm, Sales Agencies Ltd., Gardiff, the managing director of which is Maurice Collings.

In view of the possibilities in Bal-Ami's all British Silver Queen fruit machine and New Yorker range of juke boxes, the firm has also decided to appoint two more main London distributors. The first of these is World Wide Amusements Ltd., (managing director Warner Fox) with extensive premises in the heart of Mayfair. The second is expected to be announced next week.

Service Depot Opened

CHERTSEY—The Ridgeway Engineering Co., a rapidly expanding manufacturing and distributing company which has its main factory at 32, London Road, Chertsey, Surrey, has opened an extensive service depot for juke boxes, fruits and amusement machines at West End Yard, Park Road South, Havant, in the heart of the South Coast amusement area. Manager at Havant is Jimmy Scragg, who has 32 years experience in the coin business.

Las Vegas Opens Parts Co.

LONDON—Gabe Forman, who heads Las Vegas Coin, in London's Soho, the firm which has sole U. K. importing rights for Mills Bell-O-Matic slots, has established a new subsidiary company under the title of Las Vegas Parts and Service Ltd., at 21, Poland Street, London. He has also had the benefit of an instructional visit from the well-known Mills factory mechanic from Reno, Edward Remp. Business at Las Vegas is excellent.

Conversion Firm Founded

BIRMINGHAM—Bonner and Machin are well-known names in the coin machine business in the Midlands of England where they are main agents for Rock-Ola, Rotamint, and Mills Bell-O-Matics. They have just been joined on the board of a new company, B & M. Conversions Ltd., by George Davies (ex Chantal factory engineer) and Frank S. Wallin. The new firm will provide conversions and service to other firms in the Midlands.

Birmingham Firm Expands

BIRMINGHAM—Autoput Ltd., is also expanding. It is due to open large, new workshops and showrooms at 9, Coleshill Street, Birmingham 4. The company will make a special feature of American bowling alleys, ranging from 16-foot coin-operated ones to full 60-foot alleys. The firm also handles fruits, games, and a full range of vending equipment, including the Eurovend milk vender.

Another Reader-Advertiser Benefit of the

NEW BILLBOARD

Exclusively for the Music-Coin Industry

Greater Economy for "Spectacular" Advertising

Insert advertising in Billboard—a growing trend among the most aggressive companies in the business—will earn worth-while production economies in the new Billboard. A shorter run—because Billboard Music Week will be restricted to music-coin readers—will save as much as 25% in printing and production costs for insert advertisers.

Watch for the NEW Billboard Coming January 9

*Billboard's Outdoor Show News department will combine with its monthly publication, Forecast, and move into a separate 8½ x 11 publication of its own.

BILLBOARD MUSIC WEEK

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. . . Juke Box-Game Operating

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The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest. Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

D-40 (40), 1951	$ 95
D-80 (80), 1951	130
E-40 (40), 1953	130
E-80 (80), 1953	170
E-120 (120), 1953	185
F-40 (40), 1954	200
F-80 (80), 1954	270
F-120 (120), 1954	305
G-40 (40), 1955	250
G-80 (80), 1955	330
G-120 (120), 1955	365
G-120-1 (120), 1956	365
G-200 (200), 1956	350
G-200-1 (200), 1956	350
G-200-2 (200), 1956	350
G-200-3 (200), 1956	350
G-200-4 (200), 1956	350
G-200-5 (200), 1956	350
H-200 (200), 1956	535
H-120 (120), 1956	475
H-100 (100), 1956	440
H-200M (100), 1957	445
I-200 (200), 1957	650
I-200 (200), 1958	630
I-120 (120), 1957	575
I-100 (100), 1957	520
I-200M (200), 1958	535
J-200 (200), 1958	750
J-120 (120), 1958	700
J-100M (100), 1959	580
J-200M (200), 1959	620
J-120 (120), 1959	695
J-100 (100), 1959	580
J-200 (200), 1959	760

ROCK-OLA

1436 (120), 1953	$ 85
1438 (120), 1954	220
1442 (50), 1955	225
1446 (120), 1955	260
1448 (120), 1956	370
1450 (120), 1957	330
1452 (50), 1956	275
1454 (120), 1957	415
1455D (200), 1957	460
1455S (200), 1957	450
1458 (120), 1958	540
1462 (50), 1958	375
1465 (200), 1958	570
1468 (120), 1959	670
1468 Stereo (120), 1959	730
1475 (200), 1959	755
1475 Stereo (200), 1959	830

SEEBURG

M100B (100), 1950	$ 220
M100C (100), 1952	265
100W (100), 1953	330
HF100G (100), 1953	360
HF100R (100), 1954	440
V200 (200), 1955	330
100J (100), 1955	510
K200 (200), 1957	485
L100 (100), 1957	540
201 (200), 1958	805
161 (160), 1958	760
101 (100), 1958	690
220 (100), 1958	825
200S (100), 1959	875
200SR (100), 1959	920
222 (160), 1958	885
222DH (160), 1959	900
222DHR (160), 1959	950

WURLITZER

1250 (48), 1950	$ 55
1400 (48), 1951	80
1500 (104), 1952	$ 90
1500A (104), 1953	125
1600A (48), 1954	165
1700 (104), 1954	255
1800 (104), 1955	320
1900 (104), 1956	395
2000 (200), 1956	405
2100 (200), 1957	465
2150 (200), 1957	460
2250 (200), 1958	575
2204 (104), 1958	610
2200 (200), 1958	645
2300-S (200), 1959	875
2300 (200), 1959	815
2304 (104), 1959	745
2304-S (104), 1959	810
2310 (100), 1959	790

BOWLERS & SHUFFLES

BALLY

ABC Bowler 7/55	$ 210
ABC Bowling Lanes 12/56	225
ABC Champion 9/57	410
ABC Super-Deluxe Bowler 9/57	290
ABC Tournament 6/57	315
All-Star Bowler 12/57	115
All-Star Deluxe 2/58	125
Bally Shuffle 1/59	45
Bally Speed Bowler 11/58	390
Blue Ribbon 4/55	150
Challenger 9/59	805
Club Bowler 2/59	475
Congress Bowler 7/55	220
Deluxe Club Bowler 3/59	520
Gold Medal 4/55	135
Jumbo Bowler 9/55	245
King-Pin Bowler 9/55	235
Lucky Alley 8/58	535
Lucky Shuffle 9/58	380
Monarch 11/59	490
Pan American 6/59	635
Speed Bowler 11/58	335
Star Shuffle 9/58	345
Strike-Bowler 11/57	250
Super Bowler 1/58	120
Trophy 4/58	445

CHICAGO COIN

All Star Team Bowler 11/55	$ 100
Blinker 8/55	180
Bonus Score 5/55	150
Bowl Master 7/59	465
Bowling Team 10/55	140
Bull's-Eye Bowler 7/55	185
Championship 11/58	250
Bowling League 7/57	215
Criss Cross Target 1/55	60
Double Feature 12/58	395
Hollywood 4/55	155
King Bowler 3/59	695
Lucky Strike 1/58	330
Miami Shuffle 10/56	40
Monte Carlo 1/59	75
Player's Choice 9/58	545
Rebound Shuffle 11/58	60
Red Pin 3/59	435
Rocket Ball 2/59	185
Rocket Shuffle 2/58	100
Rocket Shuffle Two-Player 4/58	135
Score-A-Line 8/55	145
Shuffle Explorer 6/58	155
Skee Roll 1/57	95
Star Rocket 5/59	295
Tournament Ski Bowl 12/56	130
Triple Strike 1/55	125
TV Bowling League 11/57	290
Twin Bowler 10/58	400

UNITED

Advance 6/59	$ 625
Atlas Shuffle Alley 9/58	405
Bonus Bowling Alley 3/58	510
Bowling Alley 11/56	225
Build-Up 5/56	200
Capitol Shuffle Alley 6/55	195
Clipper 4/55	150
Cyclone 10/58	400
Deluxe Bowling Alley 7/57	245
Deluxe Flash 6/59	515
Deluxe Shooting Star 6/58	130
Dual Shuffle 1/59	445
Duplex 11/58	600
Eagle Shuffle Alley 5/58	385
Flash 6/59	450
4-Way 11/59	555
Handicap 9/56	250
Handicap 11/59	745
Hi-Score 6/57	220
Jumbo Bowling Alley 8/57	435
Jupiter Shuffle Alley 9/58	185
League Alley 8/59	725
Lightning 2/55	145
Midget Bowling Alley 3/58	150
Niagara 11/59	385
Pixie Bowler 7/58	175
Playtime 6/58	635
Regulation 11/55	240
Royal Bowling Alley 12/57	415
Select Play 6/56	165
Shooting Star 4/59	125
Shuffle Playmate 2/59	60
Simplex 4/59	525
Six-Star 11/57	315
Super Bonus 9/55	190
Team Bowling Alley 4/57	245
Team-Mate 12/59	720
3-Way 8/59	500
Top Notch 11/55	205
Venus 4/55	125
Zenith 5/59	455

PINBALLS

BALLY

Ballerina 6/59	$ 580
Balls-A-Poppin 10/56	60
Bally U.S.A. 7/59	120
Beach Beauty 11/55	55
Beach Time 9/58	285
Big Show 9/56	70
Broadway 12/55	50
Carnival 10/57	100
Carnival-Queen 11/58	340
Circus 8/57	80
County Fair 11/59	650
Crosswords 1/59	120
Cypress Gardens 5/58	220
Double Header 8/58	100
Fun-Way 9/59	425
Gay Time 6/55	40
Gayety 4/55	35
Key West 12/58	70
Lotta Fun 9/59	385
Miami Beach 9/55	45
Miss America 1/59	130
Night Club 3/56	60
Parade 6/56	60
Sea Island 2/59	485
Show-Time 4/57	80
Sun Valley 7/57	150

GOTTLIEB

Ace High 2/57	$ 80
Add-A-Line 7/55	70
Annabelle 8/59	230
2 Around the World 7/59	300
2 Atlas 5/59	290
Auto Race 9/56	70
2 Brite Star 4/58	205
Classy Bowler 7/56	80
4 Contest 10/58	315
2 Continental Cave 7/57	155
Criss Cross 3/58	155
Derby Day 5/56	65
2 Double Action 1/59	245
2 Duette 3/55	80
Easy Aces 12/55	65
2 Fair Lady 11/56	110
4 Falstaff 11/57	245
2 Flag-Ship 1/57	145
Frontiersman 11/55	65
2 Gladiator 1/56	105
2 Gondolier 8/58	210
Gypsy Queen 2/55	65
Harbor Lites 3/56	60
Hi Diver 4/59	190
4 Jubilee 5/55	150
Lightning Ball 12/59	255
2 Mademoiselle 11/59	305
4 Majestic 4/57	250
2 Marathon	110
2 Picnic 6/58	220
Queen of Diamonds 6/59	225
2 Race Time 3/59	250
Rainbow 12/56	95
4 Register 10/56	100
Rocket Ship 5/58	155
Rota Pool 7/58	160
Royal Flush 5/57	120
2 Sea Belles 9/56	110
Silver 10/57	155
Sittin' Pretty 11/58	190
Sluggin' Champ 4/55	70
Southern Belle 6/55	60
Straight Flush 12/57	155
Straight Shooter 2/59	200
Sunshine 9/59	185
4 Score-Board 4/56	75
2 Super Circus 9/57	200
4 Sweet Sioux 9/59	365
2 Toreador 6/58	110
2 Tournament 8/55	105
Twin Bill 1/55	55
Universe 10/59	235
2 Whirlwind 2/58	200
Wishing Well 9/55	60
World Champ 8/57	105

WILLIAMS

Arrow Head 7/57	$ 85
Casino 8/59	135
2 Circus Wagon 10/55	75
Club House 10/59	185
Crossword 5/59	180
Cue Ball 4/57	60
2 Fiesta 12/59	295
4-Star 7/58	110
4 Fun House 10/58	50
4 Gay Paree 6/57	95
Golden Bells 9/59	200
Gusher 8/58	110
Hi-Hand 6/57	100
Hot Diggity 8/58	110
Jig Saw 12/57	85
Kings 9/57	75
2 Naples 8/57	160
Perky 11/56	75
Peter Pan 4/55	75
2 Piccadilly 5/58	75
4 Race-the-Clock 4/55	50
Regatta 10/55	50
Reno 10/57	$ 75
Rocket 11/59	185
Satellite 6/58	125
Sea Wolf 7/59	175
2 Shamrock 1/57	100
Smoke Signal 9/55	75
Soccer Kick-Off 3/58	125
Spot Pool 6/59	185
Starfire 3/57	100
Steeple Chase 11/57	110
Super Score 9/56	90
4 Surf Rider 7/56	90
3-D 11/58	130
Three Deuces 8/55	75
Tic-Tac-Toe 1/59	160
Tim-Buc-Tu 1/56	90
Top Hat 2/58	135
Turf Champ 8/58	170
Wonderland 5/55	50

ARCADE & NOVELTIES

All-Star Baseball (Wms) 4/54	$ 60
Aqua Duck (Cons) 2/55	155
Auto Photo Model 9	995
Auto Photo Model 11	1,845
Auto Test (with sound) (Cap) 9/56	285
Auto Test (without sound) (Cap) 9/56	245
Auto Test Turnpike Tournament (Cap) 9/56	1,295
Bally Targets (Bally) 10/59	325
Balloonomat (Cap) 12/54	85
Bang-O-Rama (Muto) 4/57	75
Bat-A-Score (Evans) 2/54	75
Batter Up (CC) 4/58	150
Batting Practice (Bally) 8/59	300
Big Inning (Bally) 5/58	210
Big League (Wms) 6/54	35
Big League Baseball (CC) 5/55	35
Big Top (Genc) 11/54	155
Bike Race (Munv) 5/58	495
Bing-O-Reno (Sci) 3/55	325
Bull's-Eye (Bally 3/55	150
Burp Gun (Dale) 5/57	245
Carnival Gun (Un) 10/54	135
Champion Baseball (Genc) 7/55	75
Circus Rifle Gallery (Genc) 3/57	260
Coon Hunt (Seeb) 2/54	120
Crane (Wms) 3/58	85
Criss Cross Hockey (CC) 9/58	210
Crossfire (Wms) 3/57	195
Davy Crockett (Genc) 10/56	155
Deco Grandma (Decal) 8/54	175
Deluxe Crusader (Wms) 5/59	380
Deluxe 4-Bagger (Wms) 5/56	150
Deluxe Ranger (Keen) 3/55	170
Deluxe Skill Parade (Bally) 1/59	90
Deluxe Vanguard (Wms) 10/58	285
Derby Ball (Un) 5/55	125
Deuces Wild (Kaye) 10/58	100
Dodge City (Fran) 12/58	100
Drivemobile (Muto) 6/54	135
5th Inning (Un) 6/55	135
Golf Champ (Bally) 8/58	175
Grandma Fortune 5/56	140
Gun Club (Genc) 1/58	300
Gunsmoke (Bally) 4/59	220
Heavy Hitter (Bally) 3/59	285
Hercules (Wms) 3/59	335
Hi-Fly (Genc) 4/58	35
Horoscope Fortune Teller (Genc) 9/57	150
Hydro Duck (B&W) 10/54	130
Jet Fighter (Wms) 10/54	125
Jet Pilot (CC) 5/59	220
Joker Ball (Mid) 10/59	200
Jolly Joker (Wms) 10/55	50
Jumbo Ten Pins (Wms.) 3/58	75
Jumbo Ten Strike (Wms) (3/58	100
Jungle Gun (Un) 7/54	100
Jungle Hunt (Exhib) 7/54	175
Jr. Auto Test (Cap) 12/58	150
Kaye Hockey (Kaye) 58	125
King of Swat (Wms) 5/55	110
Kiss-O-Meter (Exhib) 12/56	115
League Leader (Keen) 4/59	95
Major League (Wms) 4/54	50
Model 500 Shooting Gallery (Exhib) 3/55	100
Moon-Raider (Bally) 7/59	350
Motorama (Genc) 10/57	170
1957 Baseball (Wms) 4/57	225
Pan-O-Rama 800 (Cap) 12/58	200
Peep Barrels (Exhib) 12/56	75
Peppy the Clown (Wms) 12/58	135
Photomatic (Muto) 2/54	295
Pinch Hitter (Wms) 3/59	310
Pirate Gun (Un) 10/58	210
Playland Rifle Gallery (CC) 8/58	445
Polar Hunt (Un) 4/55	160
Quarterback (Genc) 9/55	50
Ranger (Keen) 3/55	100
Red Ball (Mid) 5/59	175
Rifle Gallery (Genc) 9/55	85
Rock 'n' Roll (Muto) 5/56	50
Safari (Wms) 1/55	120
St. Christopher (Muto) 12/56	195
Satellite Tracker (B-L) 12/58	395
Scramball (Keen) 8/58	35
Shooting Gallery (Exhib) 5/54	70
Shortstop (Wms) 4/59	215
Sidewalk Engineer (Wms) 4/55	70
Sky Raider (Un) 10/58	275
Sky Rocket (Genc) 5/55	60
Space Age (Genc) 3/59	195
Space Gunner (Bally) 5/58	150
Special Deluxe Baseball (Wms) 1/54	50
Spook Gun (Bally) 9/58	170
Sportland Shooting Gallery (Exhib) 11/54	85
Squoits Water Polo (Aqua) 5/57	380
Sportsman (Keen) 11/54	85
Star Slugger (Un) 4/58	125
State Fair (Genc) 7/56	190
Steam Shovel (CC) 5/58	93
Super Big Top (Genc) 12/55	175
Super Home Run (CC) 3/54	50
Super Pennant Baseball (Wms) 1/54	50
Super Slugger (Un) 7/55	55
Super Star Baseball (Wms) 1/54	50
Swami (Muto) 4/55	350
Target Roll (Bally) 1/58	145
10 Commandments (Muto) 12/57	195
Ten Pins (Wms.) 12/57	110
Ten Strike (Wms.) 12/57	110
Test Pilot (Cap) 12/57	310
Titan (Wms) 8/59	395
3-D Kiddie Theater (Rite) 354	135
3-D Pix (Cap) 2/54	125
3-D Theater (Rite) 3/54	145
Treasure Cove (Exhib) 7/55	130
Twin Hockey (CC) 5/56	175
Two-Player Basketball (Genc) 3/54	135
United Deluxe Baseball (Un) 3/59	390
Vacuumatic Card Vendor (Exhib) 5/54	110
Voice-O-Graph (Muto) 2/57	595
Voice-O-Graph (Muto) 11/54	290
Wild West (Genc) 2/55	185
Yankee Baseball (Un) 2/58	280

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European News Briefs

French Monkey Business

PARIS—The French juke box manufacturer Marchant is finding a growing market for a juke box accessory featuring an animated monkey band. The auxiliary stand containing the monkey band is simply plugged into any juke box, and the simian entertainers then perform in synchronization with the juke box. It is relatively easy to fit any box with the necessary adapter. The accessory is designed primarily for juke boxes at locations with "multi-level" clientele—tots, children and adults. Department stores and snack bars are two prime examples. Research shows that the gadget can boost patronage at a prime child-adult location by as much as 50 per cent. The average is around 20 per cent. Some parents park their children at the simian-animated juke boxes with a fistful of coins while they do their shopping.

Germans Test Phono Rentals

FRANKFURT—German juke box operators are experimenting with the hiring out juke boxes to private parties this holiday season. The German boom has the Germans giving more and more lavish private parties than ever before. It is not uncommon for a tycoon to take over an entire castle (some tycoons even own their own castles) and to throw parties for hundreds of guests. At such a super-shindig it is possible to place half a dozen juke boxes. The party-thrower pays a flat fee for the box, depending on the length of rental, and the guests then play it for free. Certain canny hosts, however, throw "Dutch" parties at which the guests provide their own coins to play the box. Most boxes are rented on a single-shot basis. Some hosts rent boxes for the entire season, however. Party box rentals are controversial with the trade. Most operators approve on the grounds that private parties are non-competitive with the location trade and encourage juke-box dancing.

Hit Amateur Tape Clubs

HAMBURG—GEMA, the German counterpart of ASCAP, is conducting a campaign to stamp out amateur tape recording of pop music, which is rapidly becoming West Germany's hottest hobby. It is estimated that there are 250 tape recording clubs, large and small, in West Germany. The tape recorder boom has dropped the price of a high-quality recorder to as low as $75. Clubs buy a recorder and then meet regularly to exchange the latest pop platters via tape recording. Members

(Continued on page 70)

100 European Coinmen Meet At Seeburg's Swiss Conclave

ZURICH—Some 100 distributors, sub-distributors and dealers from Belgium, Denmark, England, Finland, France, Germany, Holland, Italy, Luxembourg, Norway, Sweden and Switzerland gathered at the Hotel Schweizerhof here November 14 and 15 for the 1961 Seeburg International Sales Convention.

The conclave heralded Seeburg's attempt to make a major push for European music machine and vending business. It also marked the first American-type company sales convention ever held in Europe by a juke box manufacturer.

Host for the meetings was George Gilbert, Seeburg International vice-president. The opening business session, under Gilbert's chairmanship, was devoted to the firm's vending line, while Stewart Auer, background music vice-president, later explained in detail the company's background music unit.

Background Music

A demonstration on how music for the background library is provided was furnished as Cedric Dumont brought one of his nine-piece special combos from Basle to demonstrate the recording technique.

Jack Gordon, phonograph sales vice-president, spoke of the 33 single market and of the company's "Artist of the Week" program.

Charles Danneman, Stockholm, was winner of the 1961 model phonograph at that session.

Del Coleman, Seeburg president, welcomed the operators with a short talk.

European Sales

Gordon, who returned from a 17-day European trip last week, said that Seeburg will be stepping up its European sales program, with a particular eye to the French market, which is due to open up the first of the year as import restrictions are eased.

The Belgian contingent included: Maurice Baix, Walter Boots, Jacques Brouwer, Jose Charlier, Arnold Blanquaert, Jules De Clerq, Maurice De Simpelaere, Lutgarde Simpelaere, Henri Herbosch, Leon Holtzmacker, Edgard Peeters, Simone Peeters, Henri Thomas, Maria Willems, Emmanuel DeGeest, Hellmut Hoehne, Mr. and Mrs. Bosquin and Mssrs. Gailjaard and Vanhaenaker.

From Holland were: J. Boerlage, J. Bouterse, J. A. Breugelhans, Mr. Goudswaard, Meyr Storm, Geradus Storm, H. Vale, J. Vale, Johanna Schaap and Rudolph Hommerson.

German coinmen were: H. Niemaier, Mr. and Mrs. Gerhart Schulze, Mssrs. Gerdes, Gruenwald, Jost, Karthal, Kaestner, Mosinger, Mueller, Nack, Rieble, Schmitz, Professor and Mrs. Julius Albert, Franz Derigs, Heinz Derigs, Mr. and Mrs. Dieckhaus, Simon Schapfl, Watler Bechhofer, Ilsa Bechhofer, Heinz Neustadt and Mr. and Mrs. Kuepper.

Austrians at the meeting were Anissim Christoff, Delores Christoff, Herbert Sykora, Englebert Tuefelhart, Hermann Pohoryles and Friedrich Kintisch.

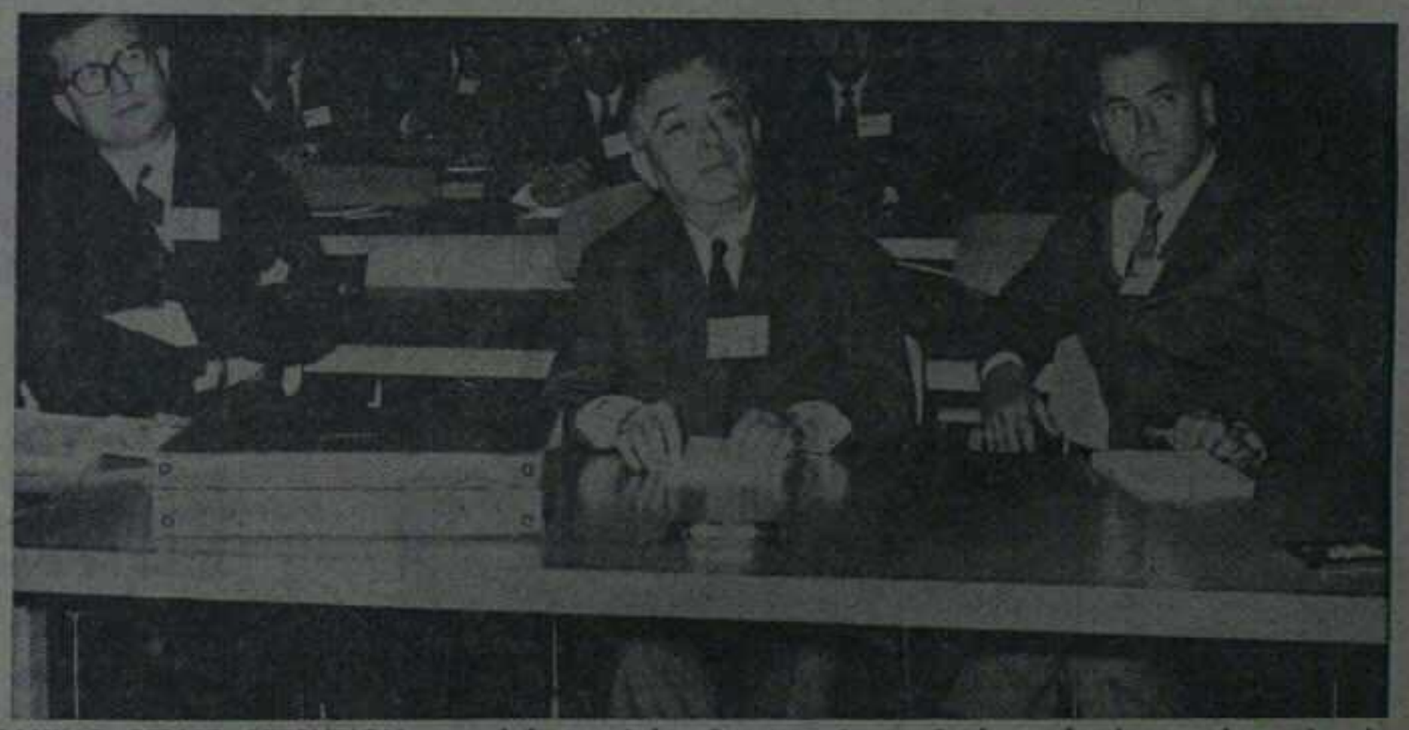
From Sweden were Curt Svensson, Freius Danneman, Charles Danneman and Mssrs. Atterbom and Besseberg.

French coinmen included Yves Delbars, Jean-Jacques Gaillard and Serge Lievoux. From the United Kingdom were Edward Sinclair, Norman Lever, Michael Town and High Winton. From Italy were William Silver, Alberto Croci, Enrique Masoni, Angelo Ferrari and Victor Francechini.

Others included Gustav Rostad, Norway; Alberto and Brido Peterson, Denmark, and Mr. Einioe, Finland.

GEORGE GILBERT, left, vice-president of Seeburg International, makes a point with the interpreter who is fluent in English, German, French, Italian and Flemish.

SERGE LIEVOUX, standing, French Seeburg distributor, and Gerhart Schulze, German Seeburg distributor, talk trade at the Zurich meeting.



PAYING STRICT ATTENTION are, left to right, Stewart Auer, Seeburg background music vice-president; Morris Rosengart, Swiss distributor, and Del Coleman, Seeburg president.

JACK GORDON, Seeburg phonograph sales vice-president, talks to 100 European coinmen in Zurich about the "Artist of the Week" promotion. Looking on is Henri Herbosch, Antwerp, Lowen-Automaten.

A RECORDING SESSION was a feature of the meetings. Cedric Dumont, above, brought a nine-piece combo from Basle.

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ADVANCE BOWLER	$ 75.00
BONUS SCORE	125.00
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CHIEF	95.00
CLIPPER	125.00
DELUXE ABC BOWLER	245.00
DIAMOND	95.00
EAGLE	395.00
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FIRE BALL	95.00
LEAGUE	95.00
ROYAL	95.00
SUPER FRAME	75.00
TRIPLE SCORE	50.00
TRIPLE STRIPE	145.00
MYSTIC BOWLER	75.00
VICTORY	75.00
BANK SHUFFLE	50.00
BUMPER SHUFFLE	50.00
CRISS CROSS TARGET	50.00
DROP BALL	245.00
EXPLORER	150.00
FIFTH INNING	75.00
SHUFFLE TARGET	50.00
REBOUND SHUFFLE	50.00
ROCKET SHUFFLE	95.00
ROCKET BALL	95.00
ROLL-A-BALL	95.00
SKEE BALL	95.00
SKEE SCORE	145.00
SKILL BALL	95.00

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CROSS COUNTRY RACER	95.00
DERBY DAY—4 Player	145.00
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SUPER BELL (Console)	95.00

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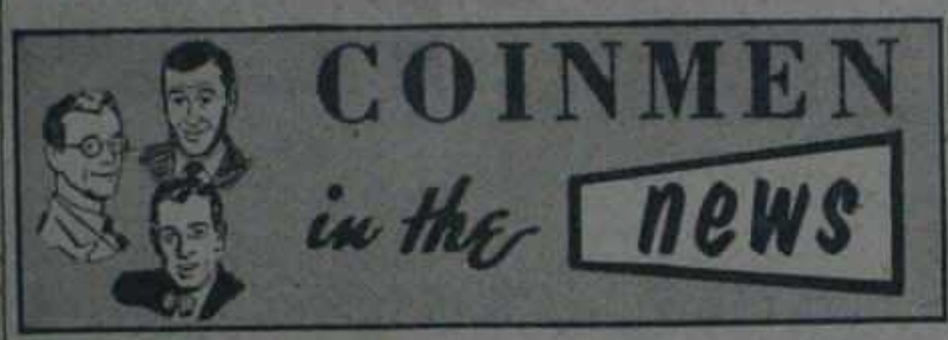
TEN UNITED TIP-TOP BOWLING ALLEYS—20 sections and assorted parts—are on their way to France by air. It's the first shipment made by United to the French market. Consignee is Paris-Swing, the firm's Parisian distributor.



East

NEW ENGLAND NOTES

More and more, men of the music business are taking to sports cars. Latest to move into one is **Dave Shuman,** sales manager of Atlas Distributors, Boston (AMI). Dave brought back a German Porsche which he is enjoying hugely. He spent 10 months in Europe and figures he travelled more than a quarter of a million miles talking with music and game men there. He believes that Europe is the vital market and plans to go back soon.

Anthony Grazio, president of Atlas, is back in a happy mood after a buying trip thru the West in which he hit most of the States west of the Mississippi. . . . **Cyrus Jacobs** of Interstate Music Company of Roxbury trying to relax a bit after a long seige of business with his searchlight diversification all thru the political campaigns. But he won't have too long since, among other activities like being a Boy Scout leader, he's president of the Music Operators Association of Massachusetts. The annual banquet comes up February 21 at the Commonwealth Country Club and Cy has his hands full with that little binge.

The music industry was saddened by the recent death of **Stephen Pielock,** a veteran operator who ran music routes around Worcester for a number of years. He lived at 24 Mendon Street and was the first member of the MOAM to die. . . . **Harold Harwich** of Brookline is all set for the winter evenings after attending the Redd Distributor Company's showing of the new Seeburg phonographs. Among the 16 door prizes he copped the top one—a new six-pocket Fischer pool table.

Phil Swartz of Winrox Vending Company of Brookline and **David J. Baker** of Melo-Tone Vending Company, Arlington, are resting and playing at Acapulco, Mexico. The boys are either building up their strength for a hard winter or are relaxing after a tough fall and summer. . . . **Richard Mandell,** vice-president of International Vending Corporation, Boston, is back from an extended trip that took him over a large part of Canada including Montreal. Dick reports the new Rock-Ola is receiving excellent acceptance.

Midwest

OUT MINNESOTA WAY

Lieberman Music Company, Minneapolis, had open house November 14 to introduce the new Seeburg AY model. Lunch was served to a large turnout of operators from thruout the Upper Midwest. Seeburg officials in for the event were **Mahlon Kenny,** vice-president in charge of engineering, and **Freeman Woodhall,** sales engineer. A Lieberman spokesman reports an enthusiastic reception of the new model by the operators.

Condolences to **David Thraen,** serviceman at Advance Music Company, Minneapolis, whose father, a former operator at Marshall and Tracy, Minn., died. . . . Other news from Advance: **Buck McBeth,** serviceman, passed cigars to announce the arrival of a daughter. . . . Another serviceman, **Floyd Rogers,** bagged deer in both Montana and Minnesota. . . . **Henry Krueger** of Krueger Novelty Company, Fairfax, Minn., was goose and pheasant hunting in Minnesota and Saskatchewan.

Amos Heilicher, partner in Advance, returned from a business trip to Israel. Heilicher has an interest in a new hotel going up at Tel Aviv to be run by the Sheraton Corporation. His daughter **Elisa Joy** recently became engaged to **Stuart Kloner** of St. Paul. Miss

(Continued on page 66)

CLEAN ARCADE GAMES FOR SALE

5 Bally Beauty Queens (new)	$200
7 Williams 4-Bagger	130
1 Williams King of Swat	90
19 Bally Batting Practice	225
2 Bally Big Innings	195
2 United Star Slugger	$ 90
1 Genco Quarterback	90
10 Chi Coin Rebound Shuffle	60
3 Chi Coin Rocket Sh. 1-Player	80
4 Bally ABC 14 ft. Bowler	175
3 Bally ABC Lanes, 14 ft.	110
3 Bally ABC Lanes, 11 ft.	90

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Bally Trophy	395
Bally Champion	350
Bally Strike	325
C.C. Twin Bowler	475
C.C. T. V. Bowler	275
C.C. Player Choice	575
United Bowling League	695
United Jumbo	350
United Advance	425

VENDORS

200 Baby Grands	$ 6.50
20 Vendoramas	35.00
Pop Corn Vendors	69.50
18 Mannequin 1¢ Ball Gum, new	20.00
Avenco Choc. & Coffee	225.00
Mills Hot Chocolate	95.00
Spacerb. 3 Sel.	350.00
Andico Coffee	350.00
Servend Coffee & Choc.	225.00

MUSIC

AMI JS 200	$495
AMI J 200 M	850
AMI J 120	650
AMI I-200	425
AMI I-120	595
AMI G 200	350
AMI G 120	395
Seeburg V 200	385
Seeburg VL 200	385
Seeburg KD 200	425
Seeburg B 100	250
Wurlitzer 3000	398
Wurlitzer 2100	425
Rock-Ola 1465	525
Rock-Ola 1462	515
Rock-Ola 1455D	395
Rock-Ola 1452	295
Rock-Ola 1478	Write
Seeburg 100 Sel. Chrome Wallboxes	$37.50
200 Sel.	75.00
AMI 150 Sel.	37.50

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ROCK-OLA 1468-120	675
ROCK-OLA 1458-120	525
SEEBURG HF-100 L	475
SEEBURG HF-100 R	445
SEEBURG KOM-200	495
WURLITZER 3150	395
WURLITZER 2104	445
ROCK-OLA 1448-120	375
ROCK-OLA 1446-120	$275
ROCK-OLA 1438-120	225
SEEBURG HF-100 G	375
SEEBURG M-100 C	275
SEEBURG M-100 B	225
A.M.I. G-120	345
A.M.I. F-120	275
A.M.I. E-120	145
A.M.I. E-80	145
A.M.I. D-80	125
ROCK-OLA 1454-120	425

GUNS

Wms. TITAN GUN	$375
Wms. HERCULES	345
Wms. CRUSADER	325
Wms. VANGUARD	295
Wms. CROSSFIRE	225
Genco DAVEY CROCKETT	225
Genco BIG TOP GUN	175
Exhibit SHOOTING GALLERY	95
Chi Coin SHOOT THE CLOWN	425
Bally MOON RAIDER	325
Bally GUN SMOKE	175

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United 13' SIMPLEX	$425
United 16' BONUS	445
United 16' JUMBO	345
United 13' JUMBO	345
Bally 14' LUCKY	545
Bally 14' TROPHY	395
Bally 14' TOURNAMENT	325
Keeney 14' TRUE SCORE	125
Chi Coin 14' BOWLING LEAGUE	145
Chi Coin 16' T.V.	275

6 PKT. POOLS

Fischer IMPERIAL VII	$375
Fischer IMPERIAL VI	245
Fischer PARTY POOL	$245
Irving Kane FLEETWOOD	225

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Wms. OFFICIAL BASEBALL	$425
Wms. PINCH HITTER	295
Wms. SHORTSTOP	225
Wms. 1957 BASEBALL	175
Wms. 4-BAGGER	125
Bally HEAVY HITTER	245
Bally BIG INNING	175

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SEEBURG 222 SH	$845.00	WURL. 1700	$225.00
SEEBURG 161 DH	775.00	WURL. 1800	275.00
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SEEBURG V200	275.00	AMI J 200 M	595.00

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Geeney SPORTSMAN 135
Genco RIFLE GALLERY 135
Exh. SHOOTING GALLERY . 180
Exh. JET GUN 95
ARCADE
12-Way Del. GRIPPER ..... $ 79
TELEQUIZ 115
Gen. GYPSY GRANDMA 195
C. C. GOALEE 95
Keeney LEAGUE LEADER .. 195
C. C. SUPER H. R. BASEBALL 130
Genco FOOTBALL 110
Wms. CRANE 115
C. C. STEAM SHOVEL 115
Bally ALL STAR BOWLERS. 125
Genco JET PILOT 215
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Williams TEN PIN 160
Wms. SIDEWALK ENGINEER 95
Wms. KING OF SWAT 135
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TAKING A PROUD LOOK at Redd Distributing Company's new headquarters in Brighton, Mass., are Hugh Sears, parts manager, and Louis Theodos, assistant. Redd recently became New England distributor for Seeburg and moved into a spacious building some three times the size of its previous home. A new and enlarged parts department was opened along with Dick's Records, Inc., a one-stop housed under the same roof.

ADVERSE PUBLICITY HURTS

British Juke Box Sales Decline, as Fruit Buying Ties Up Ready Cash

By BINGO BEAUFORT

LONDON—There has been a marked decline in the sale of juke boxes in the United Kingdom in November. This is partly seasonal, but is rather worse this year than in the '50's generally, and it is thought that the decline will worsen over the next few months—probably until the stimulus of the Amusement Trades Exhibition in February.

Reasons for the somewhat bleak fall season in phonographs are not difficult to find. In recent months a succession of juke box kings—mainly self-styled—have been getting extensive and notorious newspaper publicity. There have been liquidations, bankruptcies, fraud squad investigations and the like. And, altho these delinquents have represented only a very tiny percentage of the trade, the effect of the adverse publicity has resulted in a general close-down on credit and hire purchase facilities.

Finance generally has become almost impossible for all but the largest and longest-established firms. The result is that most of the business being done is for cash, and cash customers are not numerous.

Fruit Machines

Added to the cash restrictions is the fact that a great deal of the money available in the trade is being used to purchase fruit machines. From January 1 a vast legal market for fruits will be opened up to distributors and operators, and stockpiling is going on on a large scale.

This is mainly cash business, and is tying up a high proportion of the money available. At the moment virtually no hire purchase or credit can be had on fruits, but it is anticipated that things will improve in this respect from January.

Altho a considerable proportion of the fruits currently on the market are used and converted models (some of them several decades old), the signs are that the future demand will be mainly for new machines. It is expected that from January the four main contending firms will each be producing something around 50 machines a week for the U.K. market. This is unlikely to satisfy demand and will probably be stepped up still further as 1961 progresses.

New models with coin rejectors, interior lights and front opening doors (all already featured in the British Silver Queen) are expected to be shown at the Amusement Trades Exhibition.

Retail prices for the fruits range from $910 for the Silver Queen to $1,190 for Mills and Jennings.

Fruit machines will only be legal in clubs (two per club) from January, with a maximum stake of sixpence, and "no private gain." It has been estimated that, of all categories, there are over 80,000 suitable clubs, so a steady, and indeed hungry, market for new machines is being forecast for some years to come.

Among silly abuses of the law in recent months have been installations of fruit and other "fast machines in cafes and other non-membership premises."

In many parts of the country the police have been taking action against such sites. Fruits, bingos, uprights and German wall payouts have been seized, with subsequent prosecution, fines and destruction of equipment. This has led to the belief that there will be a sudden swing back to conventional equipment for such sites, with a dramatic upsurge again in sales of juke boxes, flipper pin tables, shuffles and bowlers. The shrewdest men in the business are predicting that this important revival will begin in the early spring.

Detroit Tightens Up on Phono Tax Collections

DETROIT—Legislation to assure collection of an estimated $47,000 annual delinquency in personal property taxes on juke boxes was passed this week by the Detroit Common Council. The move is not a fresh imposition of taxes, Assistant Corporation Counsel Lawrence Eaton said, but rather a means for collecting the normal tax which has been simply ignored by a substantial number of operators.

According to City Treasurer Charles N. Williams, Detroit has 129 listed accounts with juke box operators, but 45 of them are unpaid. The dollar figures are even more startling—only $24,000 paid up out of the $71,000 assessed annually. The pertinent ordinance, incidentally, covers "picture devices" such as Mutoscopes or Panorams, but these are rare here, so that the figures for all practical purposes mean juke boxes.

Under the new amendment, operators (termed "distributors" in local legislation) will have to pay up their personal property taxes on machines and secure a clearance statement from the city treasurer before the annual juke box license for each machine will be renewed by the Police Department. The fee remains unchanged at $7.50 as it has been for a number of years.

Eaton noted that the legal procedure would be for the treasurer to refer the 45 delinquent accounts to the Corporation Counsel to start lawsuits—but the question of locating the machines involved constituted a formidable problem. It is being met accordingly by the new requirement.

New regulations will also require all machines to be adequately identified—by a card, with a size maximum of three and one-half by four and one-half inches giving the operator's name, address and current license number. Instructions have been given to the Police Department, Eaton disclosed, to impound any machine found without this proper identification and a current license number, noting that "We have had a lot of trouble with them (operators) not identifying themselves."

The present amendment is the culmination of a problem that has been present for many years, and is intended to be regulatory in effect only. The city's objective, faced with serious budget problems, is not to impose any new tax, but to collect all taxes due under existing ordinances, with special emphasis upon personal property taxes.

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ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

ANTIQUES RACK UP HEFTY GROSS FOR DENVER ARCADE

DENVER—While brand new developments in coin machines of course have a certain appeal, they can't hold a candle to genuine antiques to bring steady traffic, according to William Reynold, owner of The Penny Arcade in downtown Denver.

Operating continuously for more than 70 years in this backwash downtown Denver area, The Penny Arcade has literally created its own antiques, inasmuch as some of the machines were bought brand new and have been in continuous service ever since. Along with a complete line up of brand-new amusement machines including pinball games, competitive-sport types, targets, movie machines, athletic types, etc., The Penny Arcade shows some new antique machines, all of which have been featured in Denver newspapers at one time or another.

Antique Line-Up

For example, just inside the lobby the line-up of antiques includes a 1911 Mutoscope fortune teller complete with gypsy figure, a 1900 quartoscope, an 1897 model of the same machine, a 1930 "cupid's wheel", a row of four Kalediscope movie machines, coin-operated player piano, antique International voltage tester, and half dozen Mutoscope early card-type movie machines. Back in the rear, movies are featured in a 1925 Capitol projector corporation "still machine."

The Denver arcade, incidentally, with no less than 25 movie machines on display, has become a favorite rendezvous spot for stockmen, cowboys, rodeo performers, etc., who fill up the Denver area by the thousands during the summer months. All together, there are more than 200 machines involved.

While around half of the machines on display are property of the veteran Denver arcade operator, the remaining 50 per cent come from an unusual source. These belong to a dozen route operators, phonograph distributors, etc., who have discovered the antique machines out in country locations and, with the limited space of their own shops, cheerfully turn the machines over to rental, for display. While most of them operate, few are kept connected with electrical power, simply because "their earning power is in their curiosity appeal, rather than actual amusement," as Reynolds put it.

One of the prizes which has always exercised a profitable play, however, is See-A-Freak, a six-foot tall peep show type machine which offers, "The world's greatest freaks of nature for 1 cent."

Reynolds recently doubled his space when he moved four doors away from the original location, taking over an antique venerable building which has one of the Colorado capital's first ceramic tile floors. Space is provided for a battery of 12 pinball machines in a row, some 15 general amusement machines, and the "movie section" at the rear.

MR. AND MRS. LEO REISNER, Excel Music Company, Cleveland, pause before the new Seeburg personalized phonograph on their tour around the phonograph display set up for the showing by Shaffer Music Company.

DEEP IN DISCUSSION over the 1961 Seeburg line are Charles Comella, Cadillac Music, Cleveland, and Edward Shaffer, Shaffer Music Company president. Shaffer was delighted over the attractive arrangements for the showing.

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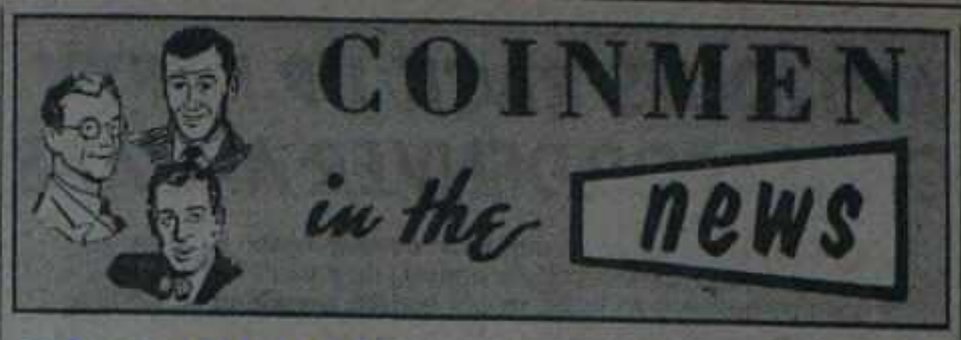

• Continued from page 63

Heilicher is a student at the University of Minnesota, as is her fiancee. A summer wedding is planned.

Many operators in the Twin Cities are concerned about the direct sale of cigarette and candy machines to locations. A new firm near Minneapolis is offering to sell and service the machines. Juke boxes also are being sold directly to locations. . . . **Jack Karter** of Midwest Novelty Company, St. Paul, is putting up a new shop in back of his building at 777 University Avenue, including a spray booth and modern testing equipment. The shop for his service department will be completely air conditioned.

Teddy Salverson of Salverson Distributing Company, Huron, S. D., was in buying equipment and records. Other operators in the Twin Cities were **Lyle Kesting**, Benson, Minn.; **John** and **Harry Galep**, Menominee, Wis.; **Lawrence Sieg**, Eau Claire, Wis.; **Don Bolier**, Baldwin, Wis.; **Bob Bregel**, Willmar, Minn.; **Elgin McDaniel**, Wadena, Minn.; **Jim Melichar**, Black River, Wis., and **Al Smart**, Bemidji, Minn.

Matt Huppert, operator at Red Wing, Minn., is back from a two-week vacation in Hawaii. . . . **Lou Wolfe**, operator, who also has been the salesman for Continental Vending Machine Company in the area, has resigned from the firm to devote all his time to his route in Minneapolis.

DETRIOT DOINGS

The Ray Vending Company is being incorporated as a Michigan corporation to operate a route of cigarette and candy machines, with **Jesse B. Eggleston Jr.**, attorney, as agent. The active owners are three well-known Detroit operators, **Randolph Wallace, Henry E. Anderson, and Benjamin F. Davis**, who have a long-established music route as the Ray Music Company. They recently purchased a new commerical building at 12810 Linwood Avenue, thru a third company, the Ray Vend Investment Company, and are centralizing all coin machine operations in the new headquarters.

Sharon R. and **Eugene A. Klamerus** are forming a new partnership as the Kay Amusement Company, to operate a route of amusement games, specializing in rifles and bowler games. Klamerus, a newcomer to the business, is operating the route as a sideline only at the present time.

Frank R. Fabiano, head of Fabiano Sales and Service, is back home from a week's conventioneering at Miami. . . . **Paul Folino**, formerly sales and operational manager for Fabiano, is reported joining the Michigan Midget Movies, diversified operating firm headed by **Joseph Auton**. . . . **Don McElmurry**, collector for Fabiano Sales and Service, went north—deer hunting—to Rogers City. . . . **Linden Bush**, service manager for Fabiano, went to Harrison to get his deer. . . . **Adolph Marheska**, 57, collector for Fabiano Sales and Service, and active in the coin machine business for 22 years, died suddenly November 13 from a cerebral hemorrhage. He was formerly with the old Marquette Music Company, Michigan Mutual Distributing, and Bush Music Company. . . . **Erwin B. Moss**, secretary-treasurer of the Music Operators, Inc., reports all quiet in the local trade. The MOI found matters so quiet that the formal meeting for November was not held, and members only met informally for coffee and a little social discussion. . . . **Gerry Martin** and **Frank Snyder** are displaying the new Seeburg models in Dearborn.

South

ARKANSAS ARTICLES

Around Little Rock: **Pete Gurley**, Ace Amusement Company, and his wife were in Memphis recently for the Seeburg showing at Sammons-Pennington Company. . . . **Harold Dunaway**, Twin City Amusement Company, and **Robert Franklin**, Southern Music Company, flew to Oklahoma recently in Franklin's private plane, where they have oil interests. They brought in another producing well. . . . **C. W. Holmes**, Western Sales Company, went deer hunting as soon as deer season opened in late November.

J. P. Willis, partner in Ace Amusement Company, was getting some old coins from machines on the route. So his wife kept them, recently opened a rare coin shop on Markham Street in downtown Little Rock. That's an interesting off-beat sideline to the coin machine business. . . . **J. D. Ashley**, Globe Amusement Company, big property owner, is building a bowling alley. Not long ago he put up the land and multimillionaire **Winthrop Rockefeller** the money for two big, swank shopping centers.

Robert Kirspel, president of Kirspel-Hollenberg Music Company, is diversifying a good bit, going into the vending field. He recently put out some coffee venders. (On the side he's an elected city official—a councilman.). . . . **Andrew Cassinelli**, Little Rock Amusement Company, and his route manager, **Elvis Singleton**, were seen in Memphis recently at the Sammons-Pennington Company showing. . . . **George Thomas**, Thomas Amusement Company, is getting his two race horses in shape for the races at Oaklawn in Hot Springs in February.

Hot Springs items: **Van Eddinger**, Van Eddinger Music Company, was at the Sammons-Pennington Company showing in Memphis recently. The Billboard correspondent met him and had a pleasant chat. . . . **J. Earl Gill**, Gill Amusement Company, is increasing his vending route. He also owns a record shop, is readying it for the Christmas season, reports last Christmas he had the biggest sales he'd ever had, expects a bigger one this year. . . . **W. E.**

(Continued on page 69)

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Gottlieb Classy Bowler 65
Bally Circus (2 pl.) 85

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Rock-Ola 1432 (45 rpm) .....$ 75
AMI C-40 (45 rpm)..... 65
Seeburg V-200 (conv. to VL with speed read program holder).. 295

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Bally Trophy Bowler, 14'..... 365
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Wms. Super World Series..... 45
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Am. Shuffleboard, 20', Overhead Score Unit, Coin Unit & Lights. 275

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Hoosier Operators Snowed Under With State, Local Tax Avalanche

By JOSEPH KLEIN

INDIANAPOLIS — Indiana operators must alert themselves to at least 20 sombre days each year if they hope to remain in business.

These are the days upon which the State's numerous taxes and license fees are due. And to add to these are the countless and untraceable city and town ordinances which also extract a charge from the worn pockets of Hoosier coin machine owners.

These woeful days are all but behind the operators as far as 1960 is concerned.

But, sadly enough, here comes 1961 and with it another tax marathon.

Gross Income

January is gross income tax month if the operator pays annually. If not, he may wait until April and then pay again in July and October.

This is the tax which takes 1½ per cent of his gross income and by gross income he means gross. For he is expected to pay the excise on everything, including the commission he hands over to the location owner.

Come the first Monday in May and November, the operator must pay his property tax—another crushing impost. His equipment is supposedly assessed at 33⅓ per cent of cash value. And with the property tax rate hovering around $10 per $100 of assessed valuation in many places, the tax is expected to bear heavily on many overburdened shoulders.

Moreover, there is some bad news emanating from official quarters. Pursuant to recommendations contained in a manual issued by the Indiana State Tax Board, the evaluation and the consequent taxes on coin machines will move further—you guessed it—upward.

If the operator has stocks or bonds or other types of securities, he must reckon with a June 30 deadline for the payment of an "intangible tax"—paid at the rate of 5 cents on each $20 or fraction of actual current value.

If his activities have been brought within the purview of a corporation the operator is required to file an annual report to which he must attach a $2 filing fee.

Local Taxes

A State law empowers the cities and towns to "license, tax, regulate, restrain or prohibit all tables, alleys, machines, devices of any kind for sports or games."

Some don't.

But many do.

The statute provides for no limit on the fees that a city may impose or the time or frequency with which it may be imposed.

Thus there is no rest for the weary operator.

Store License

He may be required to obtain a store license—if the premises on which his equipment is installed has none.

But in weighing the grief of other classes of taxpayers, the operator concludes that his burden could be even more back-breaking.

Take the problems involved in the distribution of cigarettes, for instance.

With its administration vested in the Indiana Alcoholic Beverages Commission, the tax is imposed on the sale or use of cigarettes and cigarette materials.

When the operator feels that he has brain-fagging tax problems, he finds a measure of consolation in considering the labrynth thru which the Indiana cigarette distributor must pass.

Tax Rates

For the statute providing for the tax, fixes the rates as follows—if it is possible to follow them: on cigarettes weighing not more than three pounds per 1,000, 1½ mills per cigarette; on cigarettes weighing over three pounds per 1,000, 3 mills per cigarette (those over 6½ inches long are taxed at 1½ mill rate, counting each 2¾ inches or fraction thereof as a separate cigarette); on each 50 papers, ½ cent and on each 50 tubes, 1 cent.

To make matters worse, the distributor must file reports, covering inter-State sales, by the 10th of each month and another report by the 15th to encompass "drop payments"—shipments billed to any person other than the one receiving the shipment.

You'd think that for all this and for assembling the revenue gravy to boot the State would pay the distributor—but it doesn't.

On the contrary, the distributor pays the State—$500 each year—for the "privilege" of pouring $15,000,000 in annual cigarette taxes into the State treasury.

Conn. Counsel Discusses Ban On Free Plays

HARTFORD, Conn.—Joseph J. Burns, counsel for the Music Operators of Connecticut, explained the meaning and effect of the State Supreme Court decision—outlawing free plays on games of chance—to members at a dinner meeting held here recently. He said that efforts were being made by Business Manager Abraham Fish, Hartford, and himself to clarify the status of operators. Fish spoke to the group about the general condition of music operators since the Supreme Court decision.

Guest of honor at the dinner was Rep. Emilio Q. Daddario (D., Conn.) and a counsel for the Connecticut Music Operators. He urged members to cooperate in strengthening the association.

President Jerome Lambert, Stamford, and Fish conducted the meeting. Guests included Fred Iverson, Myer Parkoff, Max Perlamn, Jerry Montage, Irving Kempner, Nat Runyon and Kim Cisti.

Canadian Court

• Continued from page 59

Skill may produce uncertain results in baseball, football, trap or skeet shooting, golf or hockey, but the uncertainty comes from the player and not from any machine mechanism which nullifies the ability of the player.

"I would hate to think that the law intends to brand as a criminal a Canadian citizen who, for a dime, procures an innocent amusement to the public where there is no element of gambling or hazard."

The dissenting reasons were written by Mr. Justice Judson. He said:

"While there is some element of skill involved in the operation of the machine, in that one player may obtain a better result than another, it is still an offense if the result of one of any number of operations of the machine is a matter of chance or uncertainty to the operator.

"Chance or uncertainty to the operator must be present unless he can, without any possibility of failure, achieve any result that he wishes or unless the result is automatic."

Stand. Financial to Buy Back Issue

NEW YORK—The Standard Financial Corporation, a firm specializing in coin machine paper, will redeem $250,000 of the company's 15-year, 5½ per cent first subordinated convertible debentures on December 30.

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SAY YOU SAW IT IN THE BILLBOARD!

W. German Musicians Press for Royalty Payments on Juke Boxes

By OMER ANDERSON

FRANKFURT — West Germany's musicians and recording technicians are increasing pressure on juke box operators for payment of recorded music royalties.

This demand is in addition to the standard per-box payment to GEMA, the German version of ASCAP. The Association of Artists and Entertainers contends that the artists and technicians who actually record the music are entitled to royalties on the same basis as the composers, represented by GEMA.

The musicians and recording technicians have started a series of court tests. They already have won recognition by the Federal Supreme Court of Karlsruhe for their legal principle that a recorded musical work owes its success not only to the composer and the singer, but in equal measure to the musicians and technicians.

Seek Soft Spots

Armed with this legal decision, the artist unions now are gingerly presenting demands on the juke box operators; they are probing for soft spots in a trade which complains it is already taxed to the verge of bankruptcy.

There are around 50,000 juke boxes in West Germany, of which 45,000 are controlled by operators. The remaining 5,000 are operated by location owners.

The operators, obviously, offer the most promising field for the extraction of additional royalty payments. The musicians are basing their demands on two points: their claim that they, as much as the composer, are entitled to royalties, and they claim musicians are being displaced in bars and restaurants by juke boxes.

The musicians, in fact, have assembled statistics on the increasing replacement of piano players, violinists and combos by music boxes.

Musicians Divided

The musicians apparently are divided on this latter point. For while the musicians union is pressing the demand for royalty payments, the musicians simultaneously are attacking juke boxes as "disturbers of the peace."

The musicians claim that a piano player or violinist is soothing but a juke box merely raucous. This attack has raised the hackles of the juke box operator, who considers it a classic case of biting the hand you expect to feed you.

The operators take the position that the displacement of musicians by juke boxes is in response to the inexorable law of economics and has little to do with juke boxes per se. Smaller bistros and dine-and-dance spots no longer can afford musicians, regardless of juke boxes.

The Association of German Tavern Proprietors is particularly incensed by the demands of the musicians and their recording technician allies. The innkeepers are threatening to get rid of all juke boxes on their premises, if they are forced to pay the musicians royalties.

The innkeepers claim GEMA royalties and the various German taxes have burdened juke box operation already to the point where it is a marginal business.

The innkeepers, moreover, do not accept the musicians' thesis that they share in the creative process of cutting a disk. The innkeepers' association irritated the musicians by comparing their royalty demands to a shoemaker who expects a customer to make payment every time he wears a pair of shoes.

The musicians retorted that they —and the technicians—contribute equally to the success of a disk with the composer and vocalist. The musicians assert that they have been taken for granted too long in the recording field, and it is time they received the credit—and money—due them.

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Texas Court Rules On Coin Pictures

AUSTIN, Tex.—The Court of Criminal Appeals has ruled that motion pictures are not motion pictures when they're shown in a coin-operated Arcade machine, thus reversing a Harris County court ruling.

The Appeals Court unanimously reversed and remanded the conviction of Frank Joseph Pasquale for unlawful exhibition of lewd motion pictures. Pasquale had been sentenced to 30 days in jail and a $500 fine.

According to court records, a Houston police officer had testified that he got change from Pasquale in the change booth of a coin machine Arcade and put six quarters in a machine to see a 15-minute film entitled "Bobby Sox."

The court's opinion reversing the conviction was written by Judge Ernest Belcher, a non-voting commissioner of the court.

His opinion noted that the law "makes it an offense to engage in the showing and exhibition of lewd and lascivious motion pictures and it also makes it an offense to show such pictures in Arcade machines."

"The proof of the use of Arcade machines," he wrote, "does not sustain the allegations of the use of motion pictures . . .therefore, there is a fatal variance between the allegations of the information and the proof which renders the evidence insufficient to support the conviction."

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C.C. DROP BALL	195.00
BALLY STRIKE BOWLER B/A	250.00
UNITED LEAGUE B/A	625.00
C.C. CLASSIC B/A	350.00
UNITED JUMBO B/A	350.00
UNITED NIAGARA S/A	375.00
BALLY TOURNAMENT	250.00
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UNITED ATLAS S/A	375.00
C.C. TV BOWLER B/A	295.00
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Pinballs Axed In Kentucky

HAZARD, Ky.—The Perry Circuit Court here recently declared pinball machines gambling devices. As proof that it meant business, 11 pinballs were lined along Main Street and made targets for the axes and hammers of policemen.

This action climaxed an anti-pinball drive started last February by Perry Circuit Judge Courtney C. Wells. At that time the grand jury indicted 15 persons in the County on gambling charges for having coin-operated pinball machines on their premises. The 15 were found guilty, fined $250 apiece, and their confiscated machines were ordered destroyed.

The decision was placed before the Court of Appeals, but was later dismissed.

BBB Warns South

• *Continued from page 56*

purpose of 'setting up a route' as a part-time or full-time business enterprise.

"Instead of acts, unwary investors get rosy promises. They often are given to understand that they will get exclusive territory; that earnings will average so much per week; that help will be given in setting up a route; that service will be immediately available; that the company will back machines if the purchaser decides not to continue in business. Enchanted by the prospect of getting in on a 'sure thing,' the investor pays several thousand dollars for machines and supplies."

Barr warned prospective investors to check up on the promoter and his promises before signing a contract.

Conn. Operators Meet

HARTFORD, Conn.—The Music Operators of Connecticut board met here Thursday (1) to discuss the free game ruling. Members gave their views on the effects of the recent ruling by the State Supreme Court which outlawed free plays on games of chance.

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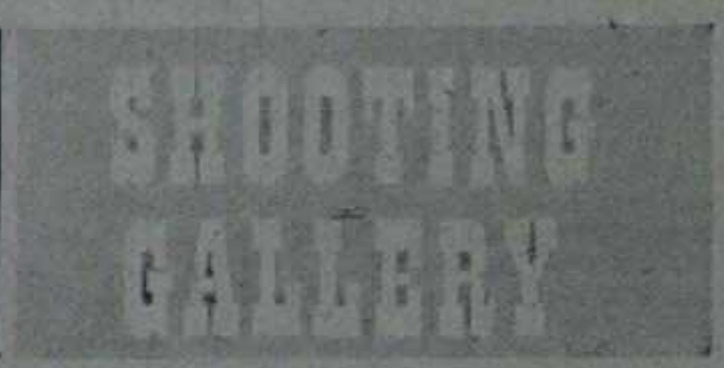

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• Continued from page 66

Lewis, Lewis Novelty Company, went deer hunting in the nearby mountains recently.

Phil Marks, Phil Marks Amusement Company, is expanding into vending, is putting out candy and cigarette machines. . . . **Duane Faull**, Faull Amusement Company, a happy bachelor, was vacationing in Florida when The Billboard scout called recently. He flew his own plane down. **R. G. Jennings**, Jennings Coin Machine Company, took care of Faull's route in his absence, reports good business on both routes, which kept him pretty busy.

In Pine Bluff: **Charles Wilcox**, Wilcox Amusement Company, has a partner now, **Tim Musselell**, who was a route man. Both are good bowlers, are on a bowling team. . . . **Guy Jones**, former partner in Pine Bluff Amusement Company, is now affiliated with the Southern Hotel at Warren, Ark. . . . **E. K. Eby**, Pine Bluff Amusement Company, went back to his old home, Kansas City, recently for a visit with relatives and friends.

Vernon Ward, 19 Music Company, bought some new equipment recently, is getting his route in top shape for the Christmas holiday season, has the fine help of his co-worker son, **Jimmy**. . . . **Bill Foster**, Foster Music Company, took off for a deer hunting trip in nearby deer country as soon as the season opened recently. . . . **Manuel Caras**, M & H Music Company, and his partner, **Earl Holtzlander**, report good increase in business lately.

Jonesboro jottings: **Henry Hitchock**, former operator here, is now a route man for Paragould Music Company, Paragould, owned by **Mrs. Robert Eblin**. . . . **Elmer Womack**, Womack Music Company, was in Memphis recently Christmas shopping. . . . **Nathan Wheeless**, Service Amusement Company, is still praising the radio equipment in his service vehicles. . . . **Billy Joe Adams**, partner with Wheeless, recently moved into his new $25,000 home.

At Forrest City: **Wayne Cartiller** and **Lloyd Barber**, partners in B & C Music Company, were both at the recent Sammons-Pennington Company showing in Memphis, did some shopping for equipment while in the Tennessee city. . . . **Bill Poland**, Poland Amusement Company, bought some new games in Memphis recently, reports his route is in good shape now for the holidays. . . . Ditto for **Pete Adams**, Adams Amusement Company, who has a big Christmas season trade at his locations.

At Blytheville, **Mason Day** and **Wayne Day**, former operators of Day Amusement Company, have sold out and gone into other business fields. . . . **Joe Michie**, owner and operator of Day Amusement Company now, was in Memphis recently to see some new equipment, is working out some addition of new machines to the route. . . . **Sam Torjusen**, B & T Amusement Company, is sporting a new 1961 Cadillac.

Mrs. R. L. Eblin, Paragould Music Company, Paragould, took her son **Joe**, 12, to Memphis recently to see a plastic surgeon. Joe recently had surgery, is coming along nicely. . . . **J. W. Singleton**, former Marked Tree, Ark., coin man, is now route manager for Kirspel-Hollenberg Music Company at Little Rock. . . . **Robert Brunner** and **John Brunner Jr.**, John & Frank Inc., Marked Tree, are building a new motel at Marked Tree. *Elton Whitenhunt*

Denver Calls for Operator Unity; Warns of Copyright Legislation

By REN GREVATT

NEW YORK — "The year 1961 will be a decisive one for the juke box operators. It will determine whether many of us will stay with the juke box buiness or fall by the wayside." These were the words of Al Denver, veteran prexy of the Muic Operators of New York, as he accepted his 17th annual term in that office at a general membership meeting held at the Hotel Park Sheraton, Tuesday evening (29).

In noting the decisive nature of the year ahead for the average operator, Denver sounded a call for unanimity in operator ranks. Remarking on operators who have "somehow forgotten about the association," Denver recommended that dues per machine per operator be lowered in order to encourage new membership. The motion was passed by the members.

New Measure Seen

At another point, Denver also warned that the juke box industry can expect introduction of new legislation in Congress in the upcoming year designed to effect changes in the copyright act to permit collection of juke box performance royalties. These can be expected under the sponsorship of Congressman Celler in the House and Senator O'Mahoney in the Senate.

Denver explained that the Music Operators of America (MOA) has already set in motion programs against this contingency, via new arrangements with the well-known Barney Young and 20th Fox Records. Under Young's aegis, a new performing rights society to be known as Music Operators Music, would be formed to supply royalty-free music for juke box use. Also to be established would be a record label known as Music Operators Records, to be distributed thru special arrangements with 20th Fox Records.

Fights Ops' Battles

In line with this, Denver reported on events at the recent MOA board meeting in Miami Beach, at which, he said, it was agreed that operators would support the fourth performing rights society and would support any record labels identified with it. This led to an urgent plea for the support of MOA on the part of all operators. "MOA," Denver said, "fights your battles while you are asleep. We all must support it."

Another speaker was Joe Godman, attorney for the MONY, who summarized the highlights of the local legal picture with regard to the juke box fraternity. Godman noted that last October 13, Justice Streit of the New York Supreme Court ruled against an appeal lodged on behalf of certain individual music operators, regarding the New York City juke box tax of $25 per machine. Attorney Sam Mezansky has already filed a notice of appeal of this decision with the Appellate Division.

Godman also noted that amendments to the MONY certificate of incorporation to permit inclusion of game operators in the membership are expected to be cleared by State authorities shortly.

Support Asked

Mrs. Amelia (Millie) McCarthy, recently elected prexy of the New York State Coin Machine Association, delivered an eloquent appeal for support of the State Association by New York City operators. Citing the part played by the State association and herself on the Albany legislative front in the last two years, Mrs. McCarthy appealed for funds for the support of the association. Forms distributed during and after the meeting by Mrs. McCarthy and Mrs. Ruth Michaelson, another operator, resulted in a number of pledges for the NYSCMA.

Public Relations Drive

Al (Senator) Bodkin, chairman of the local coin industry public relations committee, summed up accomplishments of his committee during the past year. The current project for the committee is obtaining Christmas funds for the Cardinal Spellman Servicemen's Club in New York, an annual local coin industry undertaking. Bodkin, stressing the importance of the Cardinal's support of coin doings here, showed a photograph of himself, Meyer Parkoff and Barney Sugarman taken with Msgr. John P. Kelly and the Cardinal. Bodkin noted that the Cardinal had urged the use of his picture for the betterment of the coin field, with the statement, "Don't put my picture in the attic, put it in the paper!"

On the subject of public relations, Irving Holzman of Black Sales suggested that every operator turn in 100 used records. "We'll turn them into cash and give the money to public relations," Holzman asserted.

Also on the subject of public relations, Al Denver noted certain remarks uncomplimentary to the coin industry which appeared in a column by Hearst newspaper columnist Dorothy Kilgallen recently. Tho Denver said that the association had taken no action on this matter, Parkoff jumped up to state that he had written the columnist a letter the same day the story appeared. Parkoff urged others to do the same.

Contest Explained

The final speaker of the meeting was Harry Berger of West Side Distributing Here. Berger, for several months, has been attempting to promote his plan for a city-wide coin bowling tournament among varous operators. He appeared at the MONY meeting at the invitation of Denver to explain the setup. Berger's presentation was received with little comment or enthusiasm and the matter was placed in the hands of Irving Holzman who promised to form a committee "within 72 hours" to study the matter and "render a full report."

In addition to Denver, other MONY officers named for the forthcoming year were George Holzman, vice-president; Gil Sonin, treasurer; and Bill Kobler, secretary.

Ohio Distrib Hosts Show

CLEVELAND — Shaffer Music Company hosted the showing here of the 1961 Seeburg phono line Sunday (13).

Firm members who welcomed the guests were: Ed Shaffer, president; Larry Hornbeck, branch manager; Mel Shone, assistant branch manager; Joe Stone, sales representative, and Al Gange, Seeburg district sales manager.

Minn. Solon Seeks To Ban Cig Units

ST. PAUL—George Murk, who recently was re-elected to his eighth term in the Minnesota Legislature, has made it known that he is going to bear down at the coming legislative session in his one-man campaign against cigarette vending machines. Murk, who lives in Minneapolis, said the automatic machines make it simple for youngsters to get cigarettes.

Murk, who introduced his first bill outlawing the machines in the last 1959 session of the Legislature here, said the bill drew opposition from industry representatives. The bill died in committee after conservatives voiced objection to the legislation.

CINCINNATI—Charlie Kanter, former president of the Cincinnati Operators' Association and currently head of the Ace Sales operation, is out of the hospital and back at work.

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15 Coin Firms at Park Show

• Continued from page 58

Reacto is a small counter game. The player drops a nickel, presses a green button to get it into position. When a bell rings, the nickel drops and the player presses another button to stop it. The sooner the nickel stops, the higher the score. Unit sells for $95. It has flashing lights which, together with the bell, are operated by flashlight batteries.

The Twirlybird is a miniature helicopter kiddie ride that simulates a helicopter in flight, rotating and swaying from side to side. A sound system also plays realistic "pilot to control tower" conversations as the copter moves.

The rider can control speed by turning controls. The chopper has fiberglass construction, a meter built into the coin box to record number of rides, and three mechanical caster wheels for easy movability. It occupies a space of roughly two and one-half feet by six feet, and sells for $1,095.

Exhibit Supply showed its new card vender (The Billboard, November 28) and a pilot model of an animated fortune-teller machine that the firm plans to get into production. A compact counter model, the unit gives a fortune ticket while a miniature pig merrily flips a frying pan back and forth turning an egg over and over a battery-powered "fire." The unit will sell for under $100.

Capitol Projectors unveiled a new Cruiser Pilot drive-it game, patterned after the firm's familiar auto-test, only utilizing a power-boat principle.

Capitol's Sam Goldsmith said the firm worked in co-operation with the U. S. Coast Guard in shooting film footage for the game. Cruiser Pilot will be marketed next spring.

Capitol also had a full battery of its auto-test units set up and operating—not for free. Proceeds, said Goldsmith, were to be given to the Greater Chicago Safety Council to help promote safe driving.

Also shown by the firm was a trailer housing 12 units, suitable for carnival or park operation.

Redd showed a small counter-model bingo-type game that shoots miniature pinballs on a board studded with playing cards. The best poker hand in five balls wins. There is no meter or scoring device on the game. Redd also showed a small, hot packaged-drink vender and its Hollywood candid camera, where a patron deposits a nickel and views revolving mirror reflections of himself.

The Williams Voice-O-Graph gives a one-minute 45-r.p.m. disk for 35 cents or 50 cents. There is also an envelope-dispensing mechanism at 5 cents or a dime. The booth is a telephone type enclosure with Formica covering. Unlike some other recorders, the Williams unit records directly on the record. The firm plans to be in production soon on the machine and is shooting for a January 1 delivery date. Price has not been announced on the unit.

Johnson Act

• Continued from page 58

have enacted a law providing for their exemption to go on as usual.

This would mean that Nevada and four Maryland counties would be exempt from the ban.

The Magnuson and Church bills were referred to the Senate Commerce Committee for study while the Harris bill went to the House Commerce Committee. Neither group took any action, and the bills died.

European News Briefs

• Continued from page 63

not only record outright, but also "compose" their own music by dubbing together bits and parts of disks on tape.

GEMA is pressing a series of law suits against German tape recorder manufacturers aimed at requiring the recorder producers to desist from promoting sales on the basis of music taping possibilities. GEMA complains that certain manufacturers all but urge the public to buy a tape recorder instead of buying platters; that recorders are being plugged as do-it-yourself diskeries. There is variegated motivation for the alleged tape pop-piracy: economy—tapes can be erased when the pop disk topples from its top tune throne; virtuosity—an evening's pop listening and dancing program can be "produced" in advance of a party, sparing confusion and time; a better blending of music can be achieved, with greater variety, than the straight playing of singles; convenience—it's easier to carry a package of tape than a stack of disks.

Be all this as it may, the fact is GEMA—and German juke box operators—are up in arms at what they regard as the encouragement of music piracy and (in the case of the juke operators) unfair competition with their GEMA-taxed boxes.

Stout Hits

• Continued from page 58

operating experience, an active member of my State operator association, also an active board member of MOA, I must say with some knowledge of the facts that not more than half of any operator's music machines make any money.

"So I say, if we wish to sound the death knell of the present juke box industry and all those it now employs, just let the direct sales peddlers take over.

Average Turnover

"My average turnover in new music machines is about every half year on half my locations; every three years for three-fourths of them, and four years on the rest. Five to ten years would be the average life of a location-owned machine, and it might never be replaced.

"Nor am I defending a selfish interest when I make these predictions. I am past retirement age with no one but my employees to leave my business to. My family, that is not otherwise self-employed, is all well taken care of, so it is to the welfare of the industry itself I am thinking and here-in expressing my thoughts."

Mrs. McCarthy

• Continued from page 58

hiring of Ed Ratajack is the first ray of sunshine on the horizon. If we could only match that move by bringing in the proper people on the local and State levels, we could get this industry on a plane with General Motors."

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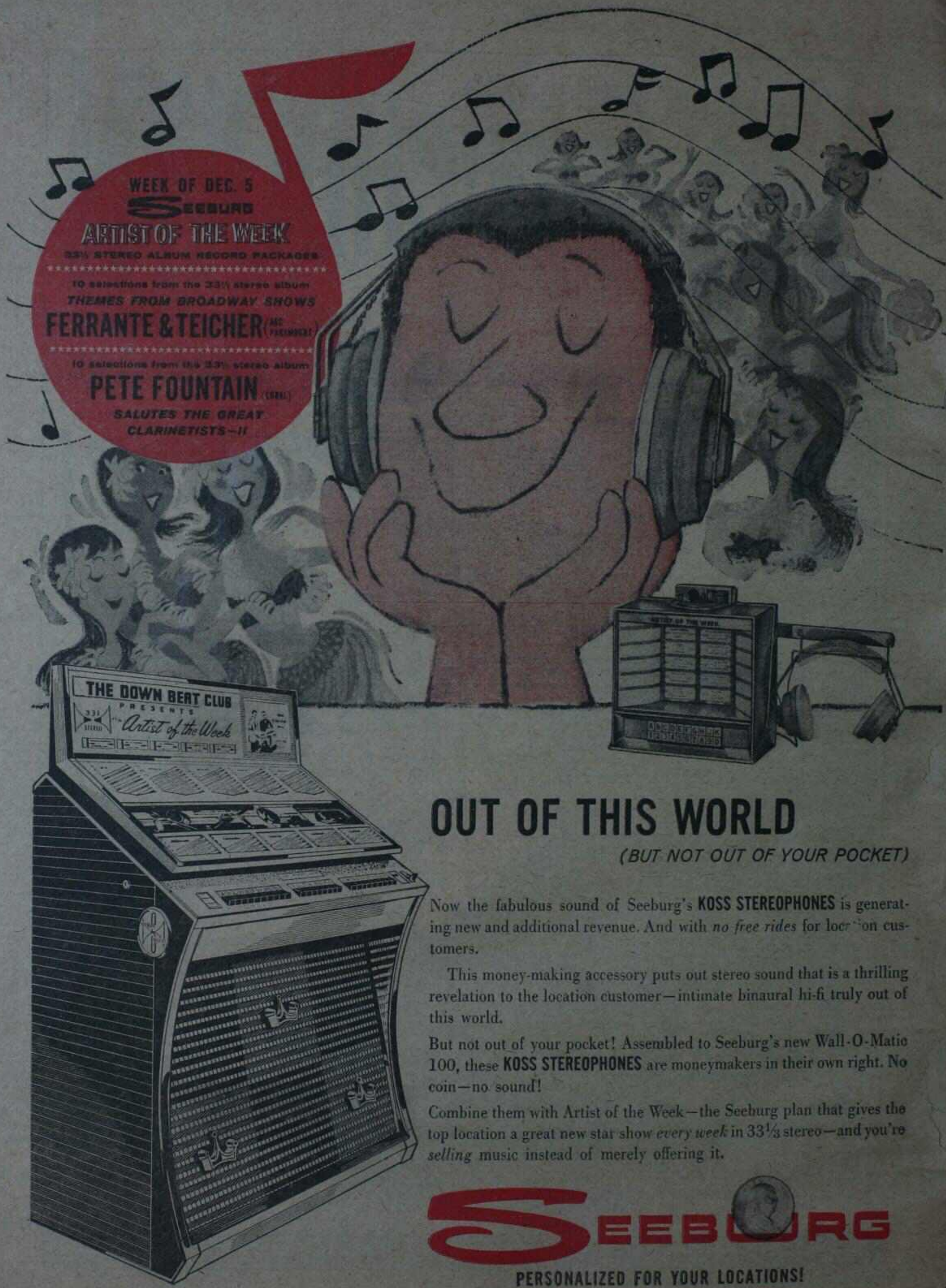

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