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NOVEMBER 21, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Diskeries on B'dway Musical Bandwagon

Scores of 6 Song-and-Dancers Spark Recording Race for LP's to Singles

By BOB ROLONTZ

NEW YORK — The diskeries are taking to the songs from the current and forthcoming Broadway musicals like a duck to water. There is more excitement over the scores to "Camelot," "Molly Brown," "Wildcat," "Do Re Mi," "Fenderloin" and "Irma La Douce" than there has been over a group of six musicals in many a season. And what is of great interest is the extent to which labels that do not have the original cast album are spending money on both singles and albums of the tunes from shows.

The big shows this year that the diskeries are jumping on are "Camelot," the new Lerner & Loewe extravaganza, due to arrive in New York on December 3; "Molly Brown," which opened in New York three weeks ago, but whose music was restricted until November 21, and contains a score by Meredith Willson; "Wildcat," the forthcoming Lucille Ball musical with music and lyrics by Cy Coleman and Carolyn Leigh; "Do Re Mi," the Phil Silvers starrer, with music and lyrics by Julie Styne and Betty Comden and Adolph Green, altho not due here for another month, already has a Perry Como single out on one of the tunes on RCA Victor.

Big 'Camelot' Play

"Camelot," which looks like it

Air Plugs In Reverse

NEW YORK—It was a tired and weary Frank Music staff that left its office on 57th Street Friday night. Staffs of music publishing firms are usually tired by the end of the week, but Frank staff was tired not from plugging the new songs from "Molly Brown" but from keeping record firms from sending records of the songs to radio stations.

The switch in standard publishing tactics was due to the fact that Frank Music, had restricted all of the tunes from the Meredith Willson musical until today (21), and the publishing firm had been on the alert all week to make certain that no diskery would jump the gun. A few that attempted to, it is understood, dropped the idea due to the Frank Music staff vigilance. All of the Frank men will greet this week with unabashed enthusiasm, since they can get back to their task of asking jocks to play the records.

will be one of the most talked about musicals of all time even before its New York opening, is already represented on the market with a complete album of the score by Hugo Montenegro and his work on the Time label. There is also a single from the album out as well. Columbia, which has the original cast rights, has already issued a single of one of the tunes with Johnny Mathis, and another this week with Tony Bennett. There are Columbia singles due out next week and the week after by Vic Damone and Diana Trask. These singles feature the four tunes already cleared for air play, "Follow Me," "How to Handle a Woman," "Camelot" and "If Ever I Would Leave You." Columbia Records, in addition to releasing the original cast album about mid-December (show will be recorded December 11) will also issue a Percy Faith instrumental album and an Andre Previn album of the show score.

Other singles due on "Camelot" to date include ones by Gordon MacRae on Capitol, Vince Mauro on Decca, and another on Dore. Albums include one on Argo by Ahmad Jamal, an M-G-M album with Ornadel, a Camden album, a Tops album, and selections from "Camelot" on a Les Baxter album on Capitol and a Les Brown album on Columbia.

'Brown' Singles

"Molly Brown" has come up with one of the largest singles line-ups of tunes from a show in

(Continued on page 6)

RECORD EXECS SCURRY AFTER NEW MUSICALS

By JUNE BUNDY

NEW YORK — There are so many top-notch new musicals slated for production next year that record execs are spending more time auditioning legit show scores these days than they are in recording activities.

Among the most sought-after (by labels) show albums will be Richard Rodgers' "The Adventures of Sherlock Holmes" (his first solo effort), Frank Loesser's "How to Succeed in Business Without Really Trying," and Jule Styne's "Subways Aren't for Sleeping." All three shows are on the planning board for 1961.

"Carnival," a musical version of the movie "Lili," will star Anna Maria Alberghetti, with score by Bob Merrill. Don Ameche heads the cast of "13 Daughters" (score by Eaton Magoon Jr.), which opens here February 13. "The Conquering Hero," starring Tom Poston and score by Norman Gimbel and Moose Charlop, opens at the ANTA Theater here January 5.

Johnny Burke penned the score of "Donnybrook," musical version of the film "The Quiet Man," and Art Lund is the lead. A musical version of "Lysistrata," "Happiest Girl in the World"—score by Yip Harburg, Fred Saily and Henry Myers—will star Cyril Ritchard. The "Bye Bye Birdie" team, Lee Adams and Charles Strouse, is doing the score for Mel Brooks' next musical about a European refugee who becomes a U. S. football coach.

(Continued on page 24)

Victor Sights on Broader Market Via 'Compact 33'

January '61 Debut of 33 Single Clears Way for One-Speed Industry

By PAUL ACKERMAN

NEW YORK — RCA Victor, now terminating a year of unmatched success in the singles field, will debut its 33 r.p.m. single record—called the Compact 33—in January 1961.

The move, of historic import to all segments of the industry, will be tied in with a dramatic, giant joint promotion with Dr. West's, the world's largest manufacturer of toothbrushes.

The Motivation

The motivation behind the RCA Victor decision is the desire to broaden the singles market. George Marek, vice-president and general manager, stated: "The present four-speed instruments offer a potential for playing 33 singles which did not exist years ago. The introduction of the Compact 33 enables RCA Victor to offer recorded music to the public in whatever form it prefers."

The initial RCA Victor release will number at least 25 Compact 33's. Marek added that the Compact 33 would be released in two forms, a Compact 33 Single and a Compact 33 Double, the former containing two tunes and the latter four tunes—two per side. Both types of the Compact 33 will be included in the initial release of 25. The nationally advertised price of the single will be 98 cents and the double \$1.49.

Marek indicated that his company was going "all the way."

Thus, all singles product will be issued simultaneously on the Compact 33 and 45.

With regard to the 45 single, Marek added: "We will, of course, continue to merchandise and promote actively our singles available on 45. That is the form which thousands and thousands of buyers have found desirable, the form in which they best enjoy pop music. This is a vast group and will remain one of the mainstays of the industry."

With all major labels now on the 33 bandwagon, industry chiefs finally see the way cleared for the creation of a single-speed industry. This, of course, is expected to be accomplished gradually, over a long period. Jack Burgess, commercial sales vice-president, is currently polling radio stations to determine what their needs are with regard to 33's versus 45's. Burgess is also studying methods of alleviating inventory problems at the dealer level—in order that the changeover might be as painless as possible.

It is also known that RCA Victor is thinking of introducing a low-cost 33-only phonograph.

Adult Buyers

RCA Victor expects the Compact 33 to attract adult as well as teen buyers. In the old days of 78, a thriving business was done

(Continued on page 2)

Col. Pioneer Of 33 Single

NEW YORK—The small 33 is more widely known to the general public than is often realized by many members of the record industry. Seven-inch 33 r.p.m. disks have been turned out for years by Columbia Records custom division, Columbia Transcriptions, for a great number of industrial clients, usually containing material such as speeches and sales promotional programs. They have been used as mailing stuffers and greeting cards. A few other labels and pressing plants have, from time to time, turned out small 33's as specialty items.

Columbia Records has found in its recent experience with the small 33, that where dealers have displayed the small disk it has sold. Columbia has been working diligently to get dealers to display the small 33 more prominently.

NEWS OF THE WEEK

"How-To" Records Make Healthy Dent; Languages and Other Topics Taught . . .

Educational LP's with a "how-to" message are becoming a factor of increasing importance in the record business. Considerable new activity has been noted on language teaching and other subjects, especially at the indie label level. . . . Page 3

Victor Enters 33 Singles Field; To Kick Off With Giant Promotion . . .

RCA Victor announced its entrance into the 33-speed singles field this week. Initial release of 25 "Compact" 33 seven-inch singles is due in January. The new disks will be kicked off via a giant joint promotion with manufacturers of Dr. West's toothbrushes. After January, all Victor singles will be issued in both 33 and 45 speeds. . . . Page 1 and 2

Disk Sales Show Impressive Growth in Exhaustive Survey . . .

Record sales over the past 40 years are analyzed in an exhaustive survey by The Bill-

board Research Department, showing the impressive growth of the industry thru the years of the 78 r.p.m. platter to today's LP monaural and stereo disk. Disk sales for 1960 are projected at over \$500 million, a 298.7 per cent increase over the \$5.5 million sales in the low year of 1944. . . . Page 4

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FOR AN EXCITING ADVANCE ANNOUNCEMENT ON THE NEW BILLBOARD

COMING
JAN. 9.

Victor Hat in One-Speed Ring Via 'Compact 33'

Toothbrush Tie-In for Debut Push

• Continued from page 1

on such short works as Chopin's "Polonaise," "The Blue Danube Waltz," etc. The Compact 33 will be a good vehicle for new recordings of such repertoire, according to Marek, who also believes such material will be welcomed by stations who are broadening their music programming. Marek also noted: "With the Compact 33, a market can be created for those who like pop music but do not wish to buy or cannot afford a 12-inch LP. The new record should also be appealing to those who want to sample a new artist thru a single and then, if pleased, acquire a long playing record of that same artist."

Promo Backs Debut

The joint RCA Victor-Dr. West promotion backing up the debut of the Compact 33 is patterned after—but is greater in scope than—the label's successful Remington Rand tie-in. Crux of the campaign, according to Bill Alexander, advertising and promotion chief, is a Compact 33 Highlighter packaged in a four-color sleeve, titled "Tunes for Teens." Attached is a Dr. West's toothbrush.

The disk contains four selections
(Continued on page 22)

Roulette Sets Yule Discount

NEW YORK—Roulette Records is offering a 15 per cent discount to record dealers on their total LP purchases from now to December 25.

Since Roulette's buy-two-get-one-free deal on the Count Basie Silver Anniversary sales program doesn't end until November 25, dealers may cash in on both offers this month. The November-December 15 per cent discount covers the entire Roulette pop catalog (including Tico and Roost packages) and the label's new album releases.

Roulette's new album release features packages by the Barry Sisters, and Ronnie Hawkins. New Birdland Series jazz albums include Billy Eckstine's "No Cover, No Minimum"—recorded live in a Las Vegas, Nev., nitery—a Maynard Ferguson LP, and "The Most, Vol. III," a collection of sides from outstanding Birdland LP's.

RCA 33 MOVE STIRS JUKE OPS

NEW YORK — RCA Victor's announcement of the forthcoming availability of the "Compact" 33-speed line of singles is expected to have powerful ramifications in the juke box field. For a number of months, various labels have made 33 singles available under the Seeburg "artist of the week" juke programming plan.

Counting Victor, Columbia, Capitol and Decca, there are over 20 others in 33 single releases for this program. Columbia issued the first of its 33's a year ago, with Decca and Capitol coming along last spring. Victor spokesmen assured The Billboard that in addition to pushing the new Compact 33 singles at retail, the company will lend its full co-operation to the juke box field and to the Seeburg "Artist of the week" plan. (For full details, see coin machine section.)

Hot Rivalry on 'Exodus' Disks

NEW YORK—An international battle is shaping up over the theme from "Exodus" the blockbuster Otto Preminger movie. The battle is between Ferrante and Teicher, the piano team on United Artists who have had strong success with movie themes, and the Mantovani ork, which recorded the theme both single and as part of a "themes" album for London.

This week the Ferrante and Teicher record leaped to the No. 51 position on The Billboard's "Hot 100" chart. The Mantovani waxing entered the chart for the first time in the No. 71 slot. Mantovani is in the U. S. on a concert tour and it can be expected that he will be pushing the "Exodus" theme at these musical events. London is flying over albums and sending them over here by ship due to the strong reaction to the Mantovani LP. Meanwhile, reports from U.A. are that the Ferrante and Teicher single is one of the boys best selling disks to date.

RCA Victor has the sound track of the "Exodus" score, and is already handing it a big promotion. Flick is due to open here next month, and sales of all the albums and singles are expected to get a big boost from the movie action.

Capitol, Dot Plan Similar Early Move

By LEE ZHITO

HOLLYWOOD — Capitol and Dot soon will issue singles in 33 1/2 r.p.m. form. The Billboard learned this week. Capitol is currently putting finishing touches on its previously announced plans to move into the seven-inch LP singles field. Kick-off date, believed to be sometime after the first of the year, is expected to be announced next week.

Dot proxy Randy Wood told The Billboard that his label stands poised ready to roll with its initial release of 33 1/2 r.p.m. singles. This will include singles by Pat Boone, Billy Vaughn, Louis Prima and Keely Smith, and Lawrence Welk, Wood said. Initial release will feature established sellers of the past, he added. After the first of the year, Dot will start a simultaneous 33 and 45 r.p.m. singles releasing schedule. Label will automatically issue 33 versions of 45 singles of its major artists. Any single by an unknown coming from
(Continued on page 22)

Ultra Audio Series Off To Hot Start

NEW YORK — United Artists Records' new sound album series, Ultra audio, sold out its entire initial pressing of 200,000 albums during the first week of dealer unveilings, according to national sales manager, Andy Miele. The first release included five different albums.

Miele said dealers indicated particular interest in the fact that UA plans to feature packages by name artists in its next Ultra Audio release — Eydie Gorme and Steve Lawrence, Don Costa, Ferrante and Teicher, Terry Snyder, Sauter-Finnegan Ork, Ralph Marterie Ork, etc. The retailers believe the use of name artists could be heavily merchandised during the upcoming yule season when they anticipate volume stereo sales.

EDITORIAL

A Step Forward

RCA Victor's dramatic campaign on behalf of the Compact 33 is a reflection of that label's statesmanship. The move comes at a crucial period in the singles business; a period when new excitement and promotion are clearly needed; a time when every resource must be brought into play in an effort to broaden the market.

Much creative planning and a generous use of funds are implicit in the RCA Victor effort. Also implicit is the setting aside of petty rivalries and the whole-hearted espousal of total industry welfare. That this point of view is held by the company which happens to be so hot in the singles field is a happy coincidence and augurs well for all segments of the industry.

The History

It is just about one year since Columbia Records released its 33 stereo singles and a few months since it started issuing all singles product on 33 and 45. This was followed by a forthright statement of approbation by Capitol Records, and subsequently by other companies. Now RCA Victor brings drama, promotional drive and color to the singles phase of the record business.

"We must all get together and generate this excitement and drive," stated RCA Victor chief George Marek, "otherwise no one will care."

That is a succinct summation of the matter and has relevance to dealers, broadcasters, distributors, juke box operators and all who have a stake in the singles business.

M-G-M Buys Verve; Maxin Tops Combo

Granz to Operate European Activities; Vogel Expects 30% Sales Increase

By REN GREVATT and LEE ZHITO

NEW YORK — A deal for the sale of Verve Records to Metro-Goldwyn-Mayer, Inc., parent firm of M-G-M Records, long in the rumor stage, became official this week. The price to be paid by M-G-M for the Verve property was understood to be slightly in excess of \$2,500,000.

All contracts and commitments of the Verve company will be picked up by the Loew's interest, it was understood, including those with the Columbia Record Club.

It was understood that Verve distributors would be maintained as is. A letter is going out to Verve distributors to this effect and welcoming them into the M-G-M family. Verve identity will be maintained as to label, appearance, art direction, quality approach and price structure. The Verve staff in its home offices in Hollywood will be maintained and it's understood that Bernie Silverman, present sales chief of Verve, will continue in that capacity.

Arnold Maxin, for the past three years in charge of the M-G-M record company, will head up the new joint operation. Norman Granz will continue to be active in the Verve set-up and will head European activities of the merged enterprise. Granz will also continue to record much of the current Verve talent line-up. All East Coast Verve pressings will now be handled by the M-G-M pressing plant in Bloomfield, N. J.

Metro - Goldwyn - Mayer proxy,

Time Pushes Camelot LP

NEW YORK—Time Records has started an all-out push on its instrumental recording of the score from Lerner and Loewe's "Camelot." The recording, which was the first instrumental album of the score to hit the market, has been arranged and conducted by Hugo Montenegro.

In accordance with the promotional drive behind the "Camelot" LP, Time President Bobby Shad
(Continued on page 22)

Joseph R. Vogel, declared that the acquisition of Verve was expected to enable M-G-M to immediately increase its sales volume by more than 30 per cent and would provide a base for further expansion in the world market. It is no secret, of course, that Granz had developed an excellent world-disk distribution network.

Thru the acquisition of Verve M-G-M now brings into its fan such top-selling artists as Ella Fitzgerald, Jonathan Winters, M. Sahl and Shelley Berman. The contract of the last named will be up for renewal shortly, informed sources said.

Other artists in the Verve roster include Red Allen, Ray Brown, Dorothy Dandridge, Blossom Dearie, Roy Eldridge, Herb Ellis, the Four Holidays, Stan Getz, Terry Gibbs, Dizzy Gillespie, Jimmy Guiffre, Johnny Hodges, Earl Humphreys, Gene Krupa, Elsa Lanchester, George Lewis, the Lewis Sisters, Frank Morocco, "Kid" Ory, Oscar Peterson, Paul Smith, Randy Sparks, Sonny Stitt, Anita O'Day, Mel Torme and the Meltones, Margaret Whiting, the Mary Kaye Trio, Menasha Skulnick and Gerry Mulligan.

Original discussions between
(Continued on page 22)

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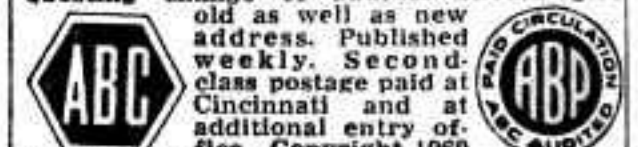
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Album Education Kick Grows; Indie Companies Lead Way

LP's Teach Language, Dancing, Golf, Flying, Do-It-Yourself Music

By REN GREVATT

NEW YORK — The concept of instruction, as well as that of entertainment, is a growing factor in the album business. Although major labels have been active from time to time in this field, much of the recent splurge in this direction has been centered among the indie companies.

Pioneer and certainly a leader in this field today is the Living Language line. Started in 1946 with courses in French and Spanish in 78 r.p.m. form, the line today has 17 separate courses both in and out of the language field specifically.

According to David Stevenson, who operates the firm, business is better than ever before with the courses on record available in disk and book stores across the nation. "We have editions for both children and adults on such languages as German, Italian, Russian and Spanish among others," Stevenson noted, "and we have courses that teach English to various other nationalities. Each course has four 10-inch LP rec-

ords, a 16,000 word common usage dictionary and a conversation manual. The whole package sells for \$9.95.

"We've recently started a new set, 'Reduce in Record Time,' which has gone over very well. We have what we call our 'Living Method Shorthand Course,' which is good for beginners or as a brush-up, and we have 'Living Method Touch Typing,' which can teach a 10-year-old how to type in four and a half hours."

A far newer entrant into the lan-

guage and instruction field is Long Island City disk manufacturer, Cy Leslie, who, one year after entering the field, is now swinging to a fare thee well with his line of Instant Learning Records. According to Leslie, retailers today "are showing a willingness to accept instruction albums in languages, shorthand, typing, spelling, Morse code, electronics and mathematics."

Leslie's Instant Learning language courses also sell for \$9.95. (Continued on page 24)

\$6 Mil. Profit Gain For British Decca

By DON WEDGE

LONDON — The British Decca Company has had a \$70 million turnover, an increase of \$9.5 million, resulting in a net trading profit before taxes of \$6 million in its last trading year, chairman E. R. Lewis announced at a general meeting of the company. Profits were almost 11 per cent greater than in the previous year.

Exports to the United States and Canada totalled \$6,550,000 for the period and were included in a world-wide figure of \$22,500,000.

British Decca has many commitments in electronics, particularly in the navigation and radar fields, as well as in the production of domestic equipment in allied lines. Lewis did not break down the trading figures of each branch, but it was clear from his remarks, published by the firm, that the record operation is the main individual activity.

Speaking of the financial year ending March 31 last, Lewis said that the record side of the business had shown an improvement owing to reductions in expenditure in var-

ious departments, greater production efficiency due to research and large sums spent on modernization of buildings and plant.

"These more than offset a fall in profits of our American subsidiary (London Records), due to an increase in costs of distribution and to particularly intense competition, not to any reduction in turnover," he said.

Dealing with the first seven months of the current financial year, he said that the American firm's results were better than in the same period a year ago due to increased efficiency.

"Sales in other overseas markets (Continued on page 22)

BB STUDY SHOWS DISK SALES HIKE TO \$500 MIL

By TOM NOONAN and BOB ROLONTZ

NEW YORK — Music record sales will gross \$500 million in 1960, according to an estimate by The Billboard Research Department. This would register a 202 per cent climb from the 1950 figure. The lowest occurred in the 1933 depression year when sales reached only \$5.5 million.

Considering the great changes which have taken place within the industry, the stride in record sales thru the decades is impressive. Included are the switches from 78's to LP's in the late 1940's, the TV competition of the 1950's, the recent introduction of stereo and the continuing campaign to sell phonographs to home owners.

Back in 1921, when records were among the top home entertainments, sales hit \$105.6 million. Volume dropped year by year and slid to \$59.4 million in 1925, narrowing the impact of radio on record sales. But sales forged ahead again in 1926 to \$70.4 million and by 1928 the figure was \$74.8 million.

In 1929, sales dropped sharply to \$46.2 million with the Wall Street debacle and continued to fall until 1933 when the low point of \$5.5 million was notched. This figure is less than the yearly business many medium sized labels do today.

The one way to move was up—and the industry increased its volume about \$2 million per year in the next four years and then jumped to a \$26.4 million run in 1937. Key manufacturers were rebuilding the shattered dealer structure. In 1939, the rise was to \$44 million, and from then to 1944, business increased steadily.

At the end of the war, with all restrictions lifted from (Continued on page 20)

Liberty Task Force Hits Key Yule Markets

HOLLYWOOD — Liberty Records is sending a task-force of top brass to 15 key disk markets for a two-week, pre-holiday push aimed at grabbing a larger share of yuletide business for the label. Drive, tagged "Operation Hit," kicks off today (21). Label's elite corps hitting the road consists of seven of its execs, each concentrating his efforts on a couple of cities.

Push is a four-pronged drive in

each market aimed at (1) on the "Chipmunk Christmas program"; (2) kicking off its new six-LP release; (3) generating sales excitement for its Robert Rheims organ and chimes yule product; (4) adding fire-power to its dozen singles now in release to place as many of them in hit orbit as possible.

Chipmunk program consists of three David Seville LP's and two EP's backed by a 100 per cent exchange privilege plus a 10 per cent discount. Payment is due January 10, 1961. Dealers will be given a Chipmunk merchandiser to hold the product, with separate bins for LP's, EP's and singles. This rack can be used either as a floor browser or counter merchandiser. It is being made available to dealers at no charge on a first-come, first-served basis as long as the quantity lasts.

Special display material tying in with the drive, includes a color piece based on the theme of the new Chipmunk album ("Around the World With the Chipmunks") showing the "Alvin" character with suitcase in hand standing astride the top of the world. Other display pieces include a color streamer heralding the new LP, and square foot easels of the three Chipmunk packages. In addition, special promotional programs are designed for use on local kid TV shows. Distribution reps will contact TV shows in their areas to gain all possible plugs. Ad mats are being made available to dealers on a co- (Continued on page 19)

EARLY BIRDS

WTRY Hits Yule Trail To Up Sales

ALBANY, N. Y. — Station WTRY here deliberately jumped the gun on Christmas this year in a move to help local distributors and businessmen by giving their yule product pitches a longer exposure period.

Program director George LeZotte started scheduling Christmas disks last Monday (14) — playing one or two holiday platters per (Continued on page 19)

Epic Signs Hot New Trio

NEW YORK — Epic Records has signed a hot new act, the Dauphin Trio. The young lads, still at college (Mississippi Southern), are folk singers on the order of the Kingston Trio. They have already received acclaim in Mississippi, and have cut commercials for local stations. Group appeared on NBC's "Saturday Prom" last Saturday.

Meanwhile Epic is readying the release of the original sound track from the French flick "Voyage in a Balloon." Movie is set to open in New York in December.

At this moment, Epic has set no replacement for Chuck Sagle, pop a.&r. exec who resigned this week. Firm will take masters from freelance producers, which it has done in the past, until it appoints a new pop a.&r. exec.

TOMLINSON IN TEXAS HOSPITAL

CAMERON, Tex. — In an account of the death of Johnny Horton in last week's Billboard, it was erroneously reported that Horton's guitarist, Gerald Tomlinson, had also been killed in the highway crash which took Horton's life. Tomlinson actually was severely injured. He is now recovering in a hospital there.

Donna, Del-Fi Add Artists To Rosters

CHICAGO — A number of new artist pacts were announced by the Donna and Del-Fi labels last week along with word from Earl Glick, national sales manager, that the diskery is going all out to build its catalog, concentrating on jazz, and rhythm and blues.

Glick added that eventually the labels planned to enter the big band and percussive sound field. He said he had just completed a sales sweep thru the East and that interest in percussion was high everywhere.

Signed by the labels were: Paul Moer, West Coast commercial jazz pianist; Millard Thomas, 19-year-old guitar and vocal specialist; Sheldon Allman, comedy, whose Sing Along With Drac, spoken-word-disk was just released.

Plans also include signing of several television personalities, most certain of which is Crawford Boys, from the "Rifleman."

Glick pointed out that both Donna and Del-Fi were in the process of rebuilding their catalogs. Several artists had been deleted and new ones were being added. He added that it "would take time" but that the label was making a strong pitch to capture a bigger share of the disk market.

Keenholtz Sued for Bootleg Disk Sales

NEW YORK — The first known case of a one-stop counter sued for alleged dealing in counterfeit records occurred this week with the lodging of a suit in Supreme Court here against Sam Keenholtz and his firm, Raymar Sales Company, by Bernard Lowe Enterprises, Inc., of Philadelphia. The suit charges Raymar with dealing in counterfeit copies of the Cameo recording of "Ding-a-Ling." Cameo is owned by the Lowe firm.

In the complaint, the plaintiff seeks judgment in the amount of \$50,000. The sum of \$25,000 is sought for losses allegedly sustained by Lowe as well as damage to the registered trademark of "Cameo," by the purchase and sale of bogus records bearing the Cameo trade-

mark by Raymar. An amount of \$10,000 is sought as additional damages. Raymar's estimated profits of \$15,000 are also sought by the plaintiffs.

The complaint also alleges that the trademark, "Cameo," is registered in the U. S. patent office and in New York State and that the label enjoyed a reputation of quality and excellence. A further allegation holds that Keenholtz had full knowledge that the records he (Continued on page 22)

CAP TO OFFER MOLLY BROWN ON 1-10 PLAN

HOLLYWOOD — Capitol Records will offer its original Broadway cast recording of "The Unsinkable Molly Brown" on a 1-for-10 plan, similar to its free album for every 10 purchased policy, recently extended on behalf of its other Broadway show package, "Tenderloin." The stereo album will be given to dealers for 10 stereo packages bought, a monaural album for 10 single channel versions purchased. For mixed lots of 10 packages, Capitol will give a monaural album. The 1-for-10 deal will be in effect from November 21 to December 24.

'Sing-Along' TVer Goes In January

NEW YORK — Mitch Miller is set for a series of "Sing Along With Mitch" TV shows over NBC-TV starting in January. The one hour shows will alternate with the Bell Telephone Hour every other week. They will feature Mitch Miller and the Gang, and young talented singers will be spotlighted on the show as well, singers that Mitch feels have a real chance for success. At the present time the "Sing Along With Mitch" TV show is set for seven programs, with options for four more.

The show was purchased directly by NBC, who will obtain sponsors. Show will be produced and directed by Bill Hoban and will be written by Gordon Cottler. Mitch had a "Sing Along" hour on TV last season as a one-shot and the show received good ratings and pulled a load of mail.

Fame Label, Distrib Ink FTC Consent

WASHINGTON — Fame Records, Inc., of New York City, and Schwartz Brothers, Inc., distributors, of Washington, have signed consent agreements with the Federal Trade Commission, promising not to have records pushed on the air via undercover payola. The consents do not constitute admission of guilt by the firms.

The question of whether payment to talent by distributor or record company, for lip-sync performances on teen hop programs on the air, constitutes payola was raised but never settled during the Schwartz hearing before the agency last summer. (The Billboard, August 17, 1960.) (Continued on page 20)

Sam Cooke's "Sad Mood" c/w "Love Me" is a fabulous follow-up to his smash hit "Chain Gang"! Monaural: 61-7816, Stereo: 61-7816. "Sad Mood" means happier profits for dealers. Order...today!



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



Diskeries Climb Broadway Musical Show Bandwagon

Labels Buck Original Cast Competition

• Continued from page 1

years. To date they number 18 and more are in the hopper. Capitol Records, which has the original cast album (due out this week, too) is releasing seven singles this week, with two more to come. These include singles by names such as Nat Cole, Dinah Shore, Gordon MacRae, Tex Williams, Jack Marshall, the Four Preps, a vocal trio composed of Billy May, Nelson Riddle and Stan Kenton with the Guy Lombardo Ork. There will also be a single with Janice Harper and one with Les Baxter. In addition to the original casters, Capitol is also issuing an album by the Jonah Jones Quartet of "Molly Brown" tunes.

Other "Molly Brown" singles due out include sides by Art Mooney on M-G-M, Four Aces on Am-Par, Lorri Parker on Coral, the Ivy League Three on Decca, LeRoy Holmes on M-G-M, the Quaker City Siting Band on Cameo, Jack Pleis on Decca, and David Polari on Victor Red Seal. Columbia is issuing an Andre Kostelanec album of the show's score, in addition to a single by Eureka Franklin.

'Wildcat' Line-Up

"Wildcat" has an impressive line-up of records and albums set, many of which will be issued much prior to its New York opening on December 15. RCA Victor has the original cast rights and hopes to have an album out by the end of the year. Singles set to date include three being issued this week on RCA Victor, featuring Rosie

(Continued on page 15)

NANRA Plans Philly Meet

NEW YORK—The meeting of key members of the National Association of Negro Radio Artists in Cincinnati early this month—to plan their upcoming December (2, 3, 4) Philadelphia convention—must have been some scene. According to NANRA member Eddie O'Jay, WABQ, Cleveland, a major diskery's field man was so anxious to address the group that he ended up pounding on the door of the closed meeting room.

In line with this O'Jay notes: "We definitely did not organize to fight management or record companies as so many thought was our main purpose. The sole idea of this gathering of some of the country's

(Continued on page 19)

Frey, Demko Back From Europe Trip

NEW YORK — Sidney Frey, colorful and outspoken mahoff of Audio Fidelity Records and George Demko, comptroller for the firm, have returned from a brief swing thru Europe.

In the course of the trek, the pair reviewed the operation of A-F England, Ltd., which in its first 18 months of operation, has sold in excess of 50,000 albums. The A-F release of "Satchmo Plays King Oliver" has appeared on British best-seller charts.

Frey and Demko also visited distributors in France and Germany and lined up additional distribution in other European areas.

MORE SHOWBIZ NAMES ASK N. Y. LICENSE PROBE

NEW YORK — The mushrooming protest against police licensing of night club entertainers in New York gave promise of bringing forth a full-scale probe of alleged irregularities, including possible pay-offs. Death of nitery comic Richard M. (Lord) Buckley following police suspension of his license led to the formation of a group called the Citizens Emergency Committee, made up mainly of people active in the arts. Chairman of the Committee is author Harold L. Humes. Also active are Art D'Lugoff, who operates the Village Gate nitery, and attorney Maxwell Cohen.

City Investigations Commissioner Louis J. Kaplan had a couple of hot potatoes tossed into his lap this week almost as soon as Mayor Robert Wagner ordered him to run a probe. Frank Sinatra issued a blast stating he has worked clubs here without a license, and reports also circulated that Sophie Tucker has worked without a card for years. An alleged \$100 bribe bite to get back Buckley's license, just before his death, also was being probed.

The Committee announced the addition of such showbiz names as Mike Nichols and Elaine May, Henry Morgan, Theodore Bikel, Celeste Holm, Nat Henthoff, Robert Sylvester, Gene Frankel and Orson Bean. A concert is being planned for Carnegie Hall, to be staged by D'Lugoff, with proceeds to be used by the Committee to finance its battle. The group stresses that it does not seek revocation of supervision over health, fire or other such regulations, but merely over police licensing of entertainers, which it says occurs in no other city.

Morris for Pre-Opening Exposure

By JUNE BUNDY

NEW YORK — Publishers who place restrictions on show tunes before a musical opens on Broadway are following "The line of least resistance" and missing out on valuable exposure, in the opinion of Sidney Kornheiser, general professional manager of E. H. Morris Music, which publishes the score of Lucille Ball's forthcoming Broadway musical "Wildcat."

Practicing what he preaches, Kornheiser has placed no pre-opening restrictions at all on any of the 16 "Wildcat" tunes, altho the show doesn't open here until December 15. In fact, one of the show songs—"Hey Look Me Over"—was released by the Swe-Danes on the Warners label a week before the musical opened in Philadelphia on October 29, and a live network performance of a tune ("Give a Little Whistle") from the score, two days after the Philly opening, when Betty Johnson sang it on Jack Paar's NBC-TV show.

Singles Lined Up

Morris has a flock of other singles and LP's lined up on the Carolyn Leigh-Cy Coleman score and Kornheiser is urging record manufacturers to bring them out as soon as possible. RCA Victor—which has the original cast album—released four sides from the show this week. Kornheiser admits it's tougher, time consuming and more expensive for a publisher to get exposure for show tunes "out in front," but he believes the current competitive picture in the record field makes it necessary.

"If the show's a big hit you haven't lost anything," he explained, "and if it's not you may have a hit record going for you at the very time the show can use a lot of action." A prime example of this, said Kornheiser, is Bobby Darin's "Artificial Flowers," from "Tenderloin," which was on the

(Continued on page 15)

ASCAP Coast Meet Briefs on Distribution

HOLLYWOOD — American Society of Composers, Authors and Publishers' special Coast meeting called by prexy Stanley Adams to explain the recent cut in funds distributed by the Society drew a rather light turnout. This was interpreted by some to mean that Coast ASCAP'ers are not as aroused by the diminished distribution as their earlier complaints would indicate. Adams told those assembled that the reduction in some members' checks was due to ASCAP's compliance to terms of the new Consent Decree, a theme echoed by Jack Yellen and other board members and Society execs on the dais.

Coast's vet board member L. Wolfe Gilbert called on ASCAP to take a more realistic look at its problems: "The day after the October distribution checks arrived, it was if Yom Kippur and Lent had merged. We should not attempt to lull our members into false security. Our president told you today some of the valid reasons for the decline in our quarterly checks. But the dire, sudden diminution in some checks—of 20, 25, and even 50 per cent—I don't think has been answered. The sud-

deness and sharp decline must of necessity be attended to a faulty system of distribution."

Paul Sawtelle rose to question whether those who voted in favor of the 100 per cent distribution and have now changed their minds, could change their vote. Adams said yes, and that members are receiving material explaining how this could be done. Leonard Feather said he was "disturbed by the large scale defection of important members to BMI" and wanted to know what is being

(Continued on page 19)

Kessler Starts Kryder Music

NEW YORK — Danny Kessler, who recently sold his interest in Broadway Music and Rush Music, has started a new publishing firm, Kryder Music. He has also started a new indie production firm, J.O.K., with Fred Jay and Reggie Obracht. Kessler has also moved into the personal management field with the Four Coins, warblers; Johnny Brown, Azie Mortimer, Shorty Billips and cleffer Harold Flender.

HOT 100 ADDS NINE

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

64. Ruby (Miller, ASCAP) — Ray Charles, ABC Paramount
67. Gee Whiz (Recordo, BMI) — Innocents, Indigo
71. Exodus (Chappell, ASCAP)—Mantovani, London
73. Hard Hearted Hannah (Advanced, ASCAP) — Ray Charles, ABC Paramount
87. (Will You Love Me) Tomorrow (Aldon, BMI)—Shir-elles, Scepter
91. Stranger From Durango (Travis, BMI) — Richie Allen, Imperial
96. Corinna, Corinna (Mills, ASCAP) — Ray Peterson, Dunes
99. Fallen Angel (Cedarwood, BMI) — Webb Pierce, Decca
100. Gloria's Theme (Robbins, ASCAP) — Adam Wade, Coed

FATTER EVERY YEAR

Govt. Calendar Slates 10,200 Musical Events

WASHINGTON—Americans in 927 cities across the country will have put on over 10,200 musical events between October of this year, and June of 1961, ranging from opera and symphony to jazz and dance band performances, plus folk, chamber, marching, choral and just about any other type of musical performance imaginable. A listing of the concert-type performances, with places and dates, make up the third issue of the "Calendar of Music Activities in the United States," compiled by the President's Music Committee, and released this week (21).

The calendar for the 1961 season has 295 pages—as against the mere 60 pages in the first issue of 1958-1959. This shows the increasing desire of U. S. citizens for concert-level music, of whatever genre, it was pointed out by Mrs. Jouett Shouse, chairman of the Music Committee. It is also proof that the country is more than ready for a national performance center to display its wide musical talents, Mrs. Shouse believes.

The calendar, which is distributed not only in the U.S.A., but globally, thru release by embassies and U.S.I.A. offices abroad, is a "showcase of American music for people around the world, and is the only calendar available to tourists and vacationers wishing to know where events will take place." The committee also puts out an international calendar of music events, which will come out in February, 1961.

Fact Brochure

An accompanying brochure of facts assembled by Broadcast Music Inc., for distribution with the calendar, is also eloquent testimony to the fact that longhair music-mindedness in America seems to

Francis Copa Date Promot'n

NEW YORK—M-G-M Records will undertake a heavy local promotion effort in connection with the debut appearance of Connie Francis at the Copacabana. The thrush opens at the club December 1. The promotion will also highlight the gal's latest single, "Many Tears Ago," her current "Jewish Favorites" and "More Italian Favorites" albums and her starring flick, "Where the Boys Are," soon to open at Radio City Music Hall.

The diskery has prepared five-inch cut-outs of the star for the Copa tables. Full length, life-size cut-outs of the gal will also be on display in all local record stores, thru the co-operation of Ideal Distributors here. Direct mail pieces will be sent to all local dealers on the Copa date. The label will record an on-location LP during the stint, "Connie Francis at the Copa."

far outweigh the heavily criticized teen-age fare, as far as live local presentation goes. It also indicates the increasingly rosy outlook for recordings in concert and hi-fi field. The BMI brochure notes over 35 million U. S. citizens were actively interested in one form or another of good music, live and records as of 1959. Americans continue to spend as much money buying these recordings and hi-fi equipment to play them.

(Continued on page 15)

Kapp Signs New Artists

NEW YORK — Kapp Records signed a number of new acts last week and in addition named Emanuel Vardi as conductor of the Kapp Symphonietta.

Added to the Kapp roster were the Vi-Dels, a vocal group known for its dishing of "Mr. Lonely." Others signed included Danny Jordan, Kris Jensen and Johnny Duncan, all aimed at the pop market.

The Israel-born Emanuel Vardi, according to an announcement from exec Mickey Kapp, will conduct the newly formed Symphonietta for the Kapp classical series and for occasional appearances at the super-stereo Medallion label. Currently, three albums are in the process of being recorded.

DEEJAYS AIRING SPECIAL TURKEY DAY CONTESTS

NEW YORK — Turkeys—both literal and figurative—played prominent roles in deejay promotions for Thanksgiving this week.


Station WMIN, Minneapolis, gave away 30 Thanksgiving turkeys to listeners as part of its "Musical Turkey Shoot." Dialers were asked to spot "turkey" disks which were slotted thruout each deejay show. The tunes, all penned by Irving Taylor ("Kookie Kookie Lend Me Your Comb") included "In a Cafeteria With You" and "Separate Bar Stools."

Deejay Buzz Benton, of WSIX, Nashville, conducted rather a grisly stunt, whereby listeners were invited to guess how many feathers make a turkey. The victim's picture was taken and displayed in a station window. Then the bird was killed and its feathers were counted. Dialer submitting closest guess wins the 15-pound gobbler, plus 2 cents per feather. The poor bird's feathers are on display in stacks at a local sponsor's store.


\$3,176,483

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That's the advance sale to date on CAMELOT...the greatest advance sale in the history of the American Musical Theatre...and it doesn't open on Broadway until Dec. 3!!

You, Mr. Dealer, can have an advance sale of your own, thanks to the most unique merchandising program ever presented to the industry. Columbia — the Original Cast Record Company — has developed a program that will make the original cast version of CAMELOT the best-selling  in America...before it's recorded!

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- A handsome 3-inch miniature of the CAMELOT Original Cast  will be made available to you **immediately**. You can begin your advance sale at once, selling the Gift Record as "The Gift of the Year—the Perfect Gift for the Record Collector Who Has Everything!"



For every CAMELOT  (Stereo or Monaural) that you order, you'll receive a miniature record which may in turn be exchanged for the album when it becomes available.

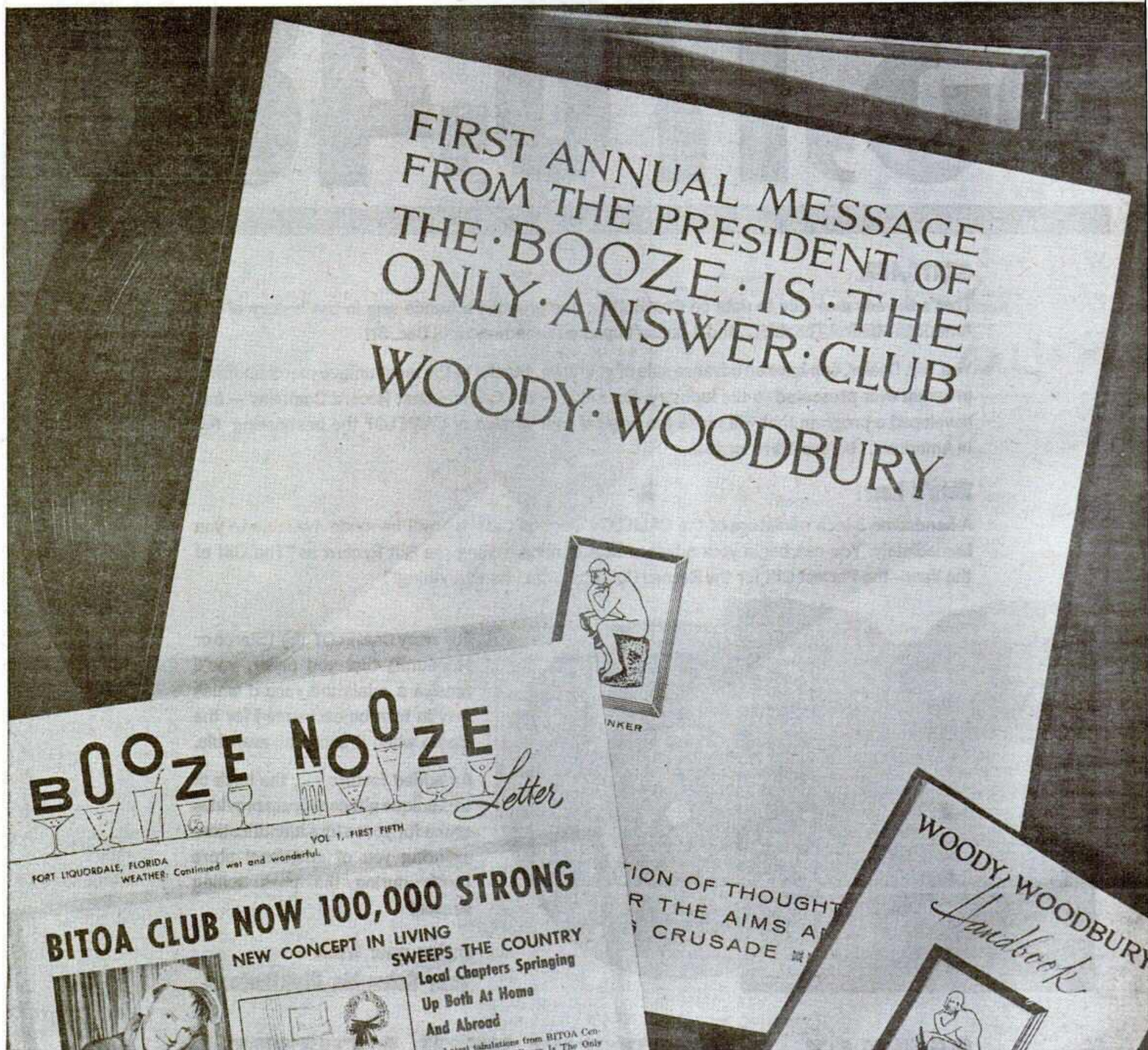
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to a fine prescription for reliev-
ing tensions; and fun is the best
foundation for promoting fel-
lowship and good will. We are
just having fun, don't take us
too seriously."

BRITISH Newsnotes

By DON WEDGE

News Editor, New Musical Express

Tho the British disk industry is having its biggest boom since the peak year of 1957, the shot in the arm of Elvis Presley's success with "It's Now or Never" has been a tonic. Orders in the first two weeks of sale approaching 800,000 and dealers' only problems were coping with the rush. One London retailer actually closed his store for two hours on a Saturday—the heaviest sales day—to all but purchasers of the Presley disk! Another reported selling more than 12 times more copies of it than any other record.

British Decca, the RCA licensee, reportedly coped with the rush with pressing capacity to spare. It came at a time of an upsurge in Decca-group singles sales, reflected in this week's Top 10 by six disks—all obtained from American sources. (In the complete chart, however, EMI leads with 15 disks on its various labels, Decca has 11, with Pye and Philips bagging two

each). Decca Chairman E. R. Lewis was in a highly optimistic mood about prospects when addressing stockholders recently. His feelings have since been echoed by executives of other major disk firms.

RETURN: BBC-TV provided a last-minute prelude to the "Perry Como Music Hall's" return, by a late scheduling, for November 12, of the "Bob Hope Show" in which Como guested. His own series started Saturday (19) with a tele-recording—edited to eliminate commercials and copyright, or otherwise restricted material in the now normal way of his U. S. series opener. Como's return not only means exposure for him, but also for many of the guests he has with him. British labels try to take advantage of these slots when scheduling releases of artists concerned.

VISIT-IN: Publisher George Paxton paid his first visit to London last week, accompanied by his at-

torney, Andy Feinman. He had talks with EMI, representatives of his label, Coed, here, and also with Chappells, with whom Paxton has set up Paxwin Music to publish, in Britain, material from his Paxton and Winneton Music firms. . . . One songwriter, Don Canton, arrived last week, and another, Shari Sheeley, is due soon. . . . Sid Parnes was in for talks with his British associate, Noel Rogers, of Dominion Music. . . . Warners' international chief, Bob Weiss, is due back today after visiting Hamburg, Helsinki, Stockholm, Oslo and Copenhagen.

VISIT-OUT: EMI-Columbia's Shirley Bassey, now visiting New York, spends two weeks from February 6 playing a series of concerts in Australia, where she played a long theater season two years ago.

VISITORS: Despite the welter of headlines about his wife Elizabeth Taylor, Eddie Fisher has shown no sign of the recording and television activity that was expected of him during his stay here. "Butterfield 8," in which he stars with his wife, however, opened at

the Warner Theater, London, Thursday (17). . . . Bing Crosby sent a \$100 check to an energetic English fan for helping spread the Crosby cult.

TOURS: Three of America's young disk stars have been signed for visits next year. Roy Orbison and Johnny Burnette will head a four-week tour from January 21 in a package with British artists. Brenda Lee returns (she was here as an unknown in 1959) on February 11 for 28 days of concerts with six more days set aside for television. . . . Negotiations have reopened for Bobby Rydell to make his British debut as part of a three-week European trip due to start February 13. . . . Negotiations are going ahead for Brook Benton to visit at the end of that month, but earlier suggestions that he might tour both here and in the U. S. with Shirley Bassey have been discounted by the British singer's management. . . . Connie Francis, whose popularity here is one of the highest of any young American artist, is already planning another trip in March.

(Continued on page 60)

Best Selling Pop Records in BRITAIN

Week ending November 18, 1960

Courtesy New Musical Express, London

Last This Week	This Week	Title	Artist
1	1	IT'S NOW OR NEVER—	Elvis Presley (RCA)
2	2	AS LONG AS HE NEEDS ME—	Shirley Bassey (Columbia)
4	3	DREAMIN'—	Johnny Burnette (London)
5	4	MY HEART HAS A MIND OF ITS OWN—	Connie Francis (M-G-M)
7	5	ROCKING GOOSE—	Johnny and the Hurricanes (London)
3	6	ONLY THE LONELY—	Roy Orbison (London)
9	7	SAVE THE LAST DANCE FOR ME—	Drifters (London)
13	8	GOODNESS GRACIOUS ME—	Peter Sellers and Sophia Loren (Parlophone)
16	9	MAN OF MYSTERY—	Shadows (Columbia)
5	10	LET'S THINK ABOUT LIVING—	Bob Luman (Warner Bros.)
12	11	MY LOVE FOR YOU—	Johnny Mathis (Fontana)
8	12	MACDONALD'S CAVE—	Pitdown Men (Capitol)
20	13	KOMMOTION—	Duane Eddy (London)
10	14	MR. CUSTER—	Charlie Drake (Parlophone)
—	15	THE STRANGER—	Shadows (Columbia)
17	16	MILORD—	Edith Piaf (Columbia)
18	17	HOW ABOUT THAT!—	Adam Faith (Parlophone)
—	18	JUST AS MUCH AS EVER—	Nat King Cole (Capitol)
—	19	LITTLE DONKEY—	Nina and Frederik (Columbia)
15	20	CHAIN GANG—	Sam Cooke (RCA)
14	21	NINE TIMES OUT OF TEN—	Cliff Richard (Columbia)
22	21	BLUE ANGEL—	Roy Orbison (London)
26	23	THEM THERE EYES—	Emile Ford (Pye)
25	24	PLEASE HELP ME, I'M FALLING—	Hank Locklin (RCA)
19	24	SO SAD—	Everly Brothers (Warner Bros.)
11	26	WALK, DON'T RUN—	John Barry Seven (Columbia)
—	27	MILORD—	Frankie Vaughan (Philips)
—	27	ROCKIN' ALONE—	Miki and Griff (Pye)
24	29	SORRY ROBBIE—	Bert Weedon (Top Rank)
28	30	NEVER ON SUNDAY—	Manuel (Columbia)

ITALIAN Newsnotes

By SAM'L STEINMAN

Piazza San Anselmo 1, Rome

A nationwide contest with thousands of dollars in prizes will definitely mark the 1961 San Remo Song Festival. In place of 10 songs performed on each of the first two nights, 12 will be offered. Six tunes will be chosen each night for the third night's finals. These will be performed but not judged. Printed song lists will be provided in which everyone will be able to make a choice from first to sixth, paying 100 Lire (16 cents) with each choice. The final winners will be named on a special TV-radio program two weeks later. The new format meets the objections of the Italian Society of Authors and Publishers (SIAE) who had voted to boycott song festivals in general. It remains to be seen now what formula will be followed by other festivals, particularly the one in Naples. The 1961 San Remo Festival now definitely set for January 6, 27 and 28.

The current "Canzonissima" competition on Saturday nights on TV finds "Romantica" leading the songs of today division with "When

Evening Comes," "Serenade to Margellina," "Love in Portofino" and "Libero" following in that order. In the songs of yesterday group, the top vote so far is for "Farewell Dreams of Glory," followed by "Like the Roses," "Gypsy Violin," "Bring Me Many Roses" and "Come Back." A major effort is being made to have Brigitte Bardot appear as a program guest. . . . With the current Garinei-Giovannini-Kramer musical, "A Tangerine for Teo" with Walter Chiari grossing over \$6,000 a week, the group is preparing their newest, "The Garibaldians," which will star Domenico Modugno and Delia Scala. In addition to Gorni Kramer songs, it will have half a dozen new Modugno numbers. It will open in Rome on December 15. . . . Abbe Lane and Xavier Cugat have packed up for Paris where they open at the Olympia for a month November 17 prior to a tour which will include Miami Beach, Puerto Rico, Mexico City, Acapulco and South America.

Sedit Music has sold "Ehi, Tu!" successfully recorded here by both Germana Caroli and Gloria Christian to Ardmore Music of Hollywood which will issue the Medini-Finati number as "Lazy Dreams" and "A Sea of Kisses," a Medini-Zoffoli composition to Woods Music, N. Y. . . . French film star Danielle Darrieux has taken to singing. She will appear shortly in Rome. Also scheduled for the Eternal City boards are Neil Sedaka, Brook Benton and June Christy. . . . Peppino of Capri has composed two songs, "I Want You Tonight" and "For An Instant" for the new film, "Deluxe Woman."

The 2 Plus 2 Quartet has switched to Ricordi Records. . . . Vittorio Franchini has written the history of "The Swing Era, 1930-'45." . . . Johnny Dorelli is receiving requests for p.a.'s in Japan on the strength of his recording of "Happiness" from "Black Orpheus." . . . Tony Dallara will record the new composition of Italian drummer Flavio Carraresi, which is entitled "Perfect Crime of Love." . . . Dalida, who is starring in the film based on Ugo Calisse's song title, "What a Woman!" will sing "O Sole Mio," the first Italian song she learned in France, and "Milord," in the film. . . . American-born Anna Moffo will star in the RAI-TV production of Donizetti's "The Daughter of the Regiment." . . . Columbia has issued an LP featuring Piero Trombetta's morbid songs, including "Criminal Tango," "Diabolic Melody" and "Spacial Cadaver." . . . Graz, lots!

DANISH Newsnotes

By TED WOLFRAM

Care of American Express Copenhagen, Denmark

Booker Sigvard Larsen presented a "Schlager ("Hit") Parade," in the 4,000-capacity KB Hall, on Saturday (12) night, with close to 20 pop singers, combos and orchestras. Among the foreign recording stars were Bob Cort, and his group of skiffle singers (England), Siw Malmquist, pop singer (Sweden), Caterine Caps, film star (France), Electric Johnny and his Skyrockets (Holland). Among local favorites were Raquel Rastenni, Dorte, Gustav and Jorgen Winckler, the Melody Mixers and Otto Francker's band. . . . Otto Brandenburg, top-rank pop singer, is under exclusive management of impresario Richard Stangerup, who presented him in a Sunday (13) afternoon concert in the big Falkoner Centret Theater, with Gitte, teen-age singer, three accompanists, and Jorn Grauegaard's band.

Singer Hans Kurt, Birte Bang and Henrik Buchman, comedian-singer Peter Kitter and the Melody Mixers are appearing in the Nygade Theater, in a show which is being used to induce voters, in current parliamentary election, to vote for the Conservative Party. . . . Ken Colyer's English jazz band is ap-

pearing on TV and radio programs and also giving concerts at local jazz clubs. . . . Italian Opera Festival drew advance sellouts for its run of nine performances, at the Flakoner Centret Theater, which ended Sunday (13). . . . Moscow's Bolshoi Ballet, with big symphony orchestra, will present six ballet productions, November 20-26, at that theater. Altho ticket prices were twice as high as the usual price of top class shows and concerts, almost all of them were sold out a week in advance.

Best Selling Pop Records in BELGIUM

Week ending November 18, 1960

Courtesy Juke Box Magazine, Mechelen, Belgium

Last This Week	This Week	Title	Artist
17	1	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—	Brian Hyland (London)
4	2	O SOLE MIO—	Elvis Presley (RCA)
1	3	LES ENFANTS DU PIREE—	Dalida (Barclay)
3	4	SAG WARUM—	Camillo (Electrola)
2	5	I'M SORRY—	Brenda Lee (Brunswick)
6	6	TU T'LAISSES ALLER—	Charles Aznavour (Barclay)
20	7	APACHE—	The Shadows (Columbia)
—	8	GREENFIELDS—	Brothers Four (Columbia)
—	9	BRAS DESSUS, BRAS DESSOUS—	Les Compagnons de la Chanson (Columbia)
7	10	MON BEAU CHAPEAU—	Sacha Distel (ABC-Paramount)
—	11	SUMMER'S GONE—	Paul Anka (ABC-Paramount)
8	12	ROMANTICA—	Dalida (Barclay)
—	13	ALLEZ SAVOIR POURQUOI—	Les Compagnons de la Chanson (Columbia)
—	14	TATE DE BOIS—	Gilbert Beaud (Columbia)
—	15	KILI WATCH FUEGO—	The Cousins (Decca)
—	16	ONLY THE LONELY—	Roy Orbison (London)
—	17	SO SAD LUCILLE—	Everly Brothers (Warner Bros.)
5	18	VALENTINO—	Gloria Lasso (Columbia)
—	19	FABIOLA/IL NOSTRO CONCERTO—	Royal Belgian Strings (M-G-M)
16	20	GOOD TIMIN'—	Jimmy Jones (M-G-M)

GERMAN Newsnotes:

Southern Germany

By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich

Gerry Mulligan is packing the German theaters while on tour with his "Concert Jazz Big Band." Yesterday the Munich Congress Hall (2,400) was sold out. Prior to that, the Berlin Sport Palace (5,000) was sold out. And so are the concerts in Dusseldorf, Cologne, Essen, Frankfurt and Nuremberg. . . . Fourteen separate programs a week which will introduce 237 disks in eight hours of broadcasting to 20,000,000 listeners—that is the all-time record set up by EMI Records, Ltd., with their new winter series aired over Radio Luxembourg. An all-star deejay team is ready to start the winter series—Sam Costa, David Jacobs, Ray Orchard, Peter West and Jimmy Young. . . . Lolita recorded an English version of the French hit "Milord," lyrics by Dave Kapp.

A new German musical opened in the State Theater of Wiesbaden. "Herr Kayser and the Nightingale" is the title of the musical which was written by Robert Gilbert and Per Schwenzen, and composed by Ralph Maria Siegel. . . . German teen-age idol Ted Herold recorded an English version of his "Moonlight" by Werner Scharfenberger, and U. S. standard "I Don't Know Why" for Polydor to be released in England.

Peter Schaeffers and his partner will visit Edward Kassner in N. Y. and go to Acapulco. . . . Popular Will Glahe recorded an LP "Karnaval a La Carte" on Decca for the Carnival season at the River Rhine. . . . The London label issued these U. S. hits for Germany: "Four Little Heels" b-w "That's How Much" by Brian Hyland, and

(Continued on page 60)

Northern Germany

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

The German affiliate of Radio Luxembourg, has established a production and advertising company for radio and television in Frankfurt. The new IPA Productions, and Werbegesellschaft fur Funk und Fernsehen GmbH., is also holding German television stations in Europe, North, Central and South America, Africa and Eastern countries. The firm will produce radio and TV programs the first of which will be introduced in January of next year.

The record import firm of Bernhard Mikulski, Frankfurt, exclusive agents for the labels Verve, Blue Note, Riverside, World Pacific, Goodtime Jazz, Contemporary, Gene Norman Presents, Hi Fi, Le Jazz Cool, Lighthouse, Jazzland, Funckler, Anitrola, and Roulette, dealing especially with the import of jazz numbers from U.S.A., the Netherlands, Switzerland and Italy, is now starting to produce pop music on their Anitrola label. The first titles just released: "S'War Immer So" by Gerry Mandt and "Nur Mid Dir"—"Mit Dir Mach' Ich Alles" by Etta Angeli, both recording for the first time. The firm has also released "You Talk Too Much" by Joe Jones on Roulette.

By the end of the year Philips will stop its exchange of tunes with the East German state-owned Amiga recording company because of the annulling of the East-West trading contract which will expire December 31. Philips gave original recordings with artists as Heidi Bruhl, Gerhard Wendland, Leo Leandros, Peter Beil and other Philips stars to Amiga which exchanged recordings of East Ger-

(Continued on page 60)

How George Shearing puts his personal Shure microphone to work for his group...

In a superbly original small group such as the incomparable George Shearing quintet . . . where the effect is complete intimacy (even in larger rooms) . . . where tonal balance is critical . . . where extremes in dynamic contrast are integrated into every set, a wide-range unidirectional microphone (such as the Shure UNIDYNE III) is an absolute necessity.

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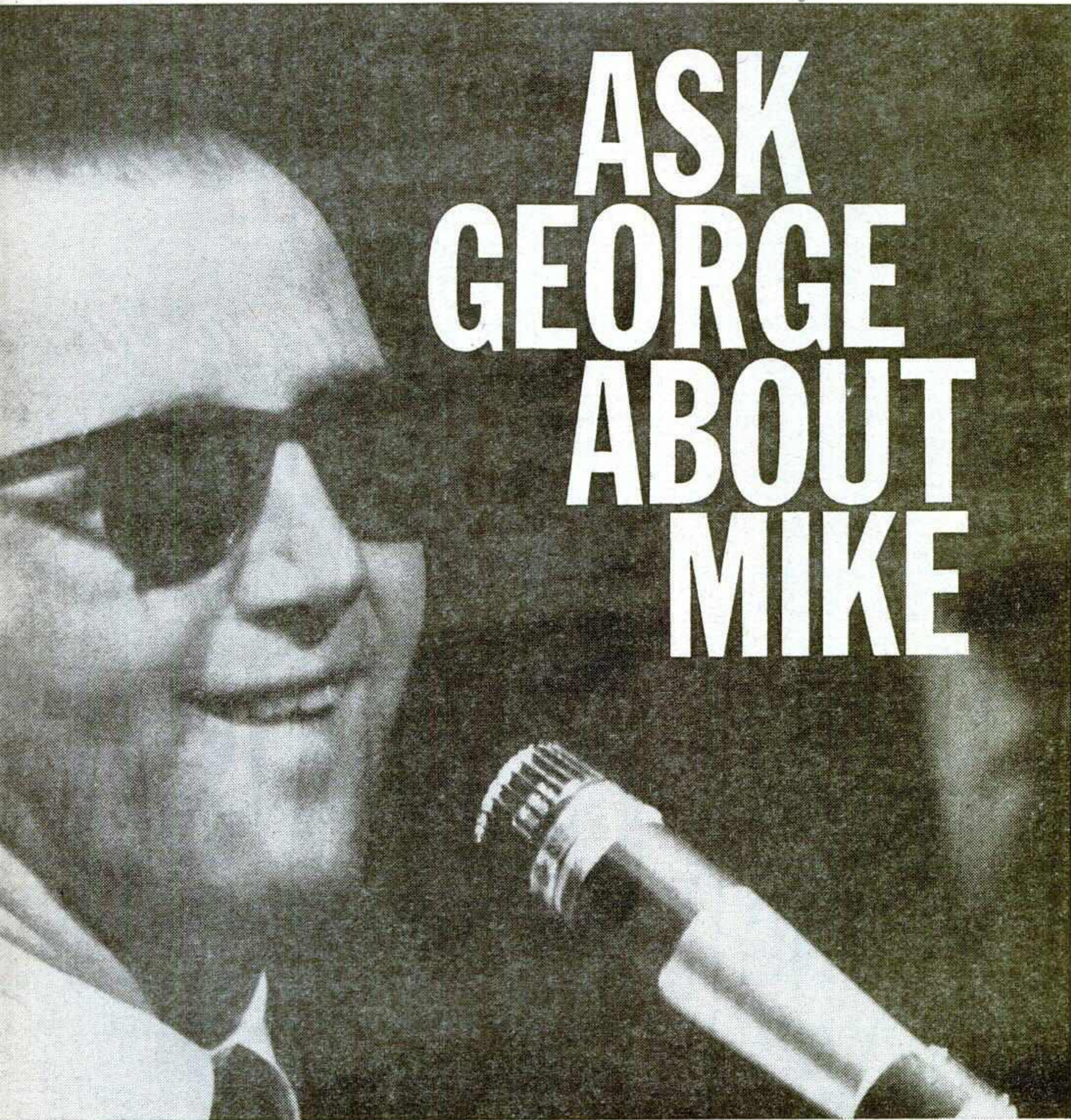
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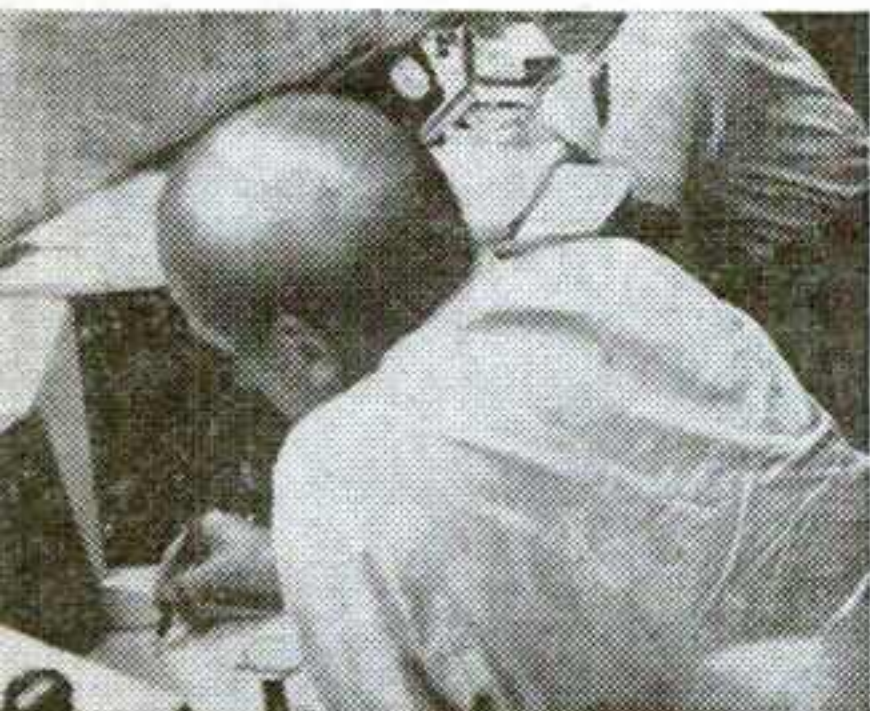
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 FROM
 THE
 YOUNG
 ONES"**

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BOOZE CLUB TO BOOM WOODBURY DISK BINGE

FORT LAUDERDALE, Fla. — Stereodities Records here, producers of the now famous Woody Woodbury comedy albums, has launched what it calls "a new concept in packing and merchandising," with the release of the newest Woodbury package.

With the idea of increasing consumer identification with a record label and a specific artist, the company launched several months back what was described as the "Booze Is the Only Answer (BITOA, pronounced like aloha), Club."

1960 Dip in Admiral Sales

CHICAGO—A slump in the retail sales of appliances was held accountable for the dip on the amount of consolidated sales made by the Admiral Corporation during the first nine months of 1960. The \$144,976,988 total for that period fell just short of the \$145,849,148 for 1959. Profits before taxes were \$1,207,764 compared with the \$4,912,253 for last year. Profits after taxes were \$497,072 or 21 cents per share as compared to \$2,371,376 or 99 cents per share for last year.

Ross D. Siragusa, president of the firm announced that "It was the worst year for the appliance industry since World War II with many models sold below cost." This, in spite of the fact that he also said the company's sales and profits on television and radio receivers were higher during the first three quarters.

In the album by Woodbury released at that time, invitations were inserted, inviting customers to join the "Booze Is the Only Answer" Club. Those answering received an official membership scroll suitable for framing, and company spokesmen say the response was overwhelming. Club members include "corporation execs, doctors, and lawyers," according to promotion manager, Frank Shue, who acts as a sort of executive secretary for the club.

Shue says that the club is now a corporation with over 1,000 members, with more coming in every day. "For the dealer, it means a pre-sold initial market for all future Woodbury releases not to mention other product out of the Stereodities and Duo stables. In addition to this, the word of mouth promotion is worth its weight in gold," Shue asserted.

With this in mind, the label has put together a special new Woodbury release featuring box packaging and carrying the overly long title, "The First Annual Message From the President to the Members of the Booze Is the Only Answer Club."

Prior to the release, all members of the club were sent a special mailing containing the first edition of "Booze Nooze," a house organ, advising of the coming release. In the new package, there is a new edition of "Booze Nooze," plus a 128-page "boozing manual." The latter contains cocktail recipes, toasts, parliamentary procedure for booze meetings, "the only kind of meeting where one member is a quorum." Commenting on the whole situation, Shue summed up: "Anything is possible thru the power of positive drinking."

Ryan Okays Two ASCAP Amendments

NEW YORK — Two amendments to the ASCAP Consent Decree were signed here this week by Federal Judge Sylvester J. Ryan, at a special hearing in U. S. District Court, Tuesday (15).

The first of the amendments had to do with increments lost by writers when the recognized works pool under the Consent Decree was substituted for the older availability pool in the ASCAP distribution. Under the amendment, writers who were threatened with the loss of income thru the change, will now not lose revenue.

The second amendment had to do directly with the recognized works provision. As originally conceived, writers would receive no income from this part of distribution for a period of one year. Under the new amendment, when 20,000 performance credits have been amassed, each performance thereafter will receive a full credit, even tho the period is less than a year. When 10,000 credits are received, each performance will thereafter get a half credit.

Sam Fox Publishing Company and others who had earlier filed a motion to intervene in the final Consent Decree, were not represented. In a letter to Judge Ryan, Charles Horsky, attorney for the Fox and other parties, noted that Judge Ryan last year had denied this motion and that an appeal to this decision was now pending with the U. S. Supreme Court. Horsky told the judge that it would serve no purpose for the Fox interests

Nashville Plans Music City Bldg.

By PAT TWITTY

NASHVILLE — Mayor Ben West and some music industry leaders here are discussing plans for erecting a \$3.5 million Music City Building here, to centralize and symbolize this town's impressive music business.

The music center, tho only in the "talking stage" at present, would be a five-story structure designed to accommodate publishers, talent agencies, recording studios and possibly radio and television studios.

Altho the idea has met with enthusiastic response from some, there are those who are somewhat skeptical about its practicability. They point out that every record label might have a much better chance of knowing what the other label is doing; who is in town to record; and they also point out that—with publishers so close to central recording studios—the incoming artists and a.&r. men would be besieged by song-pluggers each

to participate in the hearing until and unless the High Court reversed the Ryan decision.

Lewis Bellin, a writer who had spoken at some length at the recent ASCAP membership meeting here regarding his futile attempts to have the ASCAP bylaws amended to allow for three meetings a year instead of two, presented his tory to Judge Ryan. Bellin had held that the ASCAP board had deliberately frustrated his attempts to have his motion presented to the membership. The judge rendered no decision on the Bellin statement.

time they came into the building to record.

Wesley Rose, Acuff-Rose chief, favors the plan. Rose and others who support erection of the lavish building believe it would encourage West Coast and New York publishers and many record labels to open offices in Nashville, thus making the town's music business flourish even more than now.

Idea for the building came from Bob Cooper, general manager of WSM Radio here. Cooper discussed the plan with architect William F. Holman and Holman contacted Mayor West.

"I've never seen the mayor so enthusiastic about anything," Holman said. He infoed the mayor implied that if Nashville music people want the building he'll do everything he can to help them get it.

Tho early in the game—since it will be possibly two years in construction of the building—most of the town's music people apparently favor the plan, particularly its publishers. However, it is, according to Cooper, too early for any definite commitments. He said executives from several major labels (here for the recent Country Music Festival) seemed eager for more facts and figures regarding the plan.

Another meeting of music people here who are interested in the plan is scheduled after Mayor West returns from Israel about December 1.

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 - BULLRING—La Fiesta Brava, Vol. 4; Banda Taurina—AFST 1835
 - AMERICAN MILITARY MARCHES; Banda Taurina—AFST 1836
 - TANGO, Pedro Garcia—AFST 1838
 - RAILROAD SOUNDS, Steam and Diesel—AFST 1843
 - LEON BERRY at the GIANT WURLITZER, Vol. 3—AFST 1844
 - LIONEL, Lionel Hampton—AFST 1849
 - DUKES OF DIXIELAND Marching Along—AFST 1851
 - BAGPIPES and DRUMS, 9th Regiment Pipe Band—AFST 1857
 - ON BOURBON STREET, Dukes of Dixieland Vol. 4—AFST 1860
 - MOLTO ITALIANO, Johnny Puleo—AFST 1883
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for Brenda by
Johnny Marks



a New World of Sound...

DECCA[®]
Records

Morris for Pre-Opening Exposure

• Continued from page 6

best selling charts before the show hit Broadway.

The exec noted that Hollywood has been aware of the need of advance exposure for a long time, and most studios today insist that waxings of movie themes be marketed as early as 12 weeks before a film goes into national release.

"I can understand the theory behind trying to make a score seem more attractive by withholding it," said Kornheiser, "but today not only the artist and repertoire directors aren't impressed, nor are the disk jockeys. With the exception of Lerner and Loewe and Rodgers and Hammerstein, none of the Broadway show writers today are regarded with the respect and awe they were when I was with Harms years ago and working on such Broadway hit scores as "Anything Goes."

Recalls Old Days

In those days, Kornheiser recalls, Harms never printed up professional copies of show music and refused to allow night club stars to use the material in their acts.

Kornheiser said Morris has deemed pre-opening exposure important for some time, recalling the firm's action on the "Jamaica" score a few years ago. Morris personally cut four sides from the show by relatively unknown artists and released them in Philadelphia during the musical's Philly run.

With the Broadway opening still a month away, Kornheiser has lined up the following records on the "Wildcat" score: "Tall Hope" has been waxed by Dorsey Burnette,

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

M. BLOCK GIFTS DISK LIBRARY TO STUDENTS

NEW YORK — Pioneer disk jockey Martin Block, who recently retired from deejaydom (and WABC here), after more than 25 years in radio, has donated his entire record library to New York University. Valued at more than \$100,000, the collection—included and cross-indexed—includes 4,000 pop albums and 20,000 singles.

The collection — covering 30 years of pop music — will be divided between NYU's undergraduate radio stations, WCAG and WNYU, and student centers on NYU's two campuses. Block said he originally planned to give the disks to charity or sell them at an auction. However, NYU junior Merrill Mazuer, who is also on WABC's news staff, suggested Block give NYU the collection, thereby helping fledgling deejays enrolled in the school's radio-TV course.

Liberty; Mel Torme, Sam Fletcher, RCA Victor; "Hey Look Me Over," Swe-Danes, Rosemary Clooney, Victor; Torme; "That's What I Want for Janie" and "Wildcat," Lucille Ball, Victor; "Corduroy Road," Crosby Brothers, M-G-M; Harry Simeone, 20th Fox; Kenny Adams, Epic; "El Sombrero," Perez Prado; Les Baxter, Capitol; "Angelina," Baxter; Adams; "Give a Little Whistle," Johnny Restivo, Victor; "Far Away From Home," Fletcher; "What Takes My Fancy," Clooney; "One Day We Dance," Margaret Whiting, and a possible Percy Faith disk, Columbia; a possible McGuire Sisters version of "The Liar's Song" on Coral.

Album treatments include Pete King, Kapp; Bobby Thompson, Victor, and a jazz package on Liberty. Tunes from the score will also be incorporated in Broadway show LP's issued by Cadence, Kapp and others.

Labels Back Original Cast Competition

• Continued from page 6

Clooney, Sam Fletcher and Johnny Restivo. Lucille Ball, the star of the show, is also set to cut two songs from the show to be issued singly and there will be a Perez Prado single. The Swe-Danes on Warner Bros. have a single out this week. Other singles from the show are slated by the McGuire Sisters on Coral, Les Baxter on Capitol, Kenny Adams on Epic, Harry Simeone on 20th Fox, the Crosby Boys on M-G-M, Dorsey Burnette on Liberty, Margaret Whiting on Verve and Mel Torme on Verve. Albums set so far include a Pete King on Kapp and a Bob Thompson on Victor.

Hit for 'Tenderloin'

Altho it is unusual these days for a show score to have a single record hit, "Tenderloin" already has a smash with Bobby Darin's waxing of "Artificial Flowers" on Atco. And the Janice Haper recording of "Good Clean Fun" is getting action. Meanwhile the original cast album on Capitol is racking up steady sales, and the diskery issued last week more singles of tunes from the show. Singles are by Phil Napoleon, and Tony Pastor and sons—Guy and Tony Jr. Firm issued side with Peggy Lee, Tennessee Ernie, Dakota Staton and Jonah Jones previously.

"Irma La Douce," altho without a single record hit, is selling much better than Columbia expected in album form. In fact, Columbia execs think they have a real sleeper with the English cast set. (Columbia has also released a French cast version of the show.)

Meanwhile, the "Do Re Mi" producers are setting records now and hoping that the Victor waxing of "Make Someone Happy" from the show will break thru as a hit before the show opens in New York on December 26.

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SHAKIN' GOIN' ON**
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GETTIN' SMALLER**
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CROSBY ARMSTRONG

DARDANELLA
K 12942

 **RONNIE SAVOY**

**AND THE
HEAVENS CRIED**
K 12950

 **JAYE P. MORGAN**

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NIGHT CLUB REVIEWS

Miles Davis Wows 'Em at Vanguard

A jumping and aggressive Miles Davis Quintet took over the bandstand at the Village Vanguard, in New York's Greenwich Village this past week, and set the local jazz-oriented natives to stompin' and shoutin'.

None of the renowned trumpeter's much discussed (especially in the English press) contemptuousness for audience was to be seen—as a matter of fact, just the opposite was true. Thruout the evening the Columbia jazz recording star went about his business in an amiable way, chatting with the members of his group and nodding politely when applauded.

The members of the Quintet must, we think, take some credit for Davis' friendly feelings. The group is one of his best; a hard but sensitively swinging combo made up of talented musicians. Sonny Stitt, on alto, and occasionally tenor—a star in his own right—played with much distinction. The rhythm team of Wynton Kelly, piano; Jimmy Cobb, drums, and Paul Chambers, bass, performed admirably, anticipating and reacting to the dynamic nuances played by the soloists in front of them.

Alternating with the Davis Quintet was the Bill Evans Trio. Evans, on piano, has rightfully taken his own place as one of the better, if newer, individual soloists. His program was beautifully varied (the inclusion of an up-tempo improvisation on "Some Day My Prince Will Come" gives some indication, and his solos are spiced with touches of humor and unusual twists and turns of both melodic and rhythmic juxtaposition. Evans was accompanied by two fine rhythm players in bassist Scott La Faro, and drummer Paul Montian. Jack Maher

★ ★ ★

Lilo in Exuberant Plaza Stint

Lilo, the blond bombshell from Montmartre, certainly does not want for physical endowment. She makes no secret of this fact in her current engagement in the smart Persian Room of New York's Hotel Plaza. It is a question, however, whether this swank setting should highlight this type of talent, or concentrate on vocal caliber, a commodity which is somewhat lacking in the case of the Gallic looker.

The gal has life, exuberance and she moves around the floor at a merry pace. When she turns to a song, however, there is a disturbing tendency to sing flat which somehow does not seem quite right for the Persian Room.

Material is pleasant enough. Following a bouncy, boulevard-flavored opener, she offers a humorous bit of interplay with the trumpet man on a fine tune, "Mais Oui, Mais Oui." Next, there's the title tune from "Irma La Douce," the song "Follies Bergere," written by Maurice Chevalier, and a clever special bit for the ladies in the audience, "Keep 'Em Guessing."

Big production comes when the gal offers a medley of "La Vie En Rose," "C'est Si Bon," "My Bill," and "C'est Magnifique." During this part of the action, the gal roughs up some of the male customers as she plumps herself in their laps and tosses their balding heads.

In all, there's enough sparkle, enthusiasm, and let's face it, physical excitement, to make the gal a winner. It might be worth a try sometime, however, for her to get a male partner who can really sing, and who can act as a foil for her fast-moving antics around the floor. Ren Grevatt.

★ ★ ★

Four Lads Show Talent at Copa

The Four Lads run onto the floor of New York's vaunted Copacabana with a loud flourish in their current stint, and if there's one difficulty with their act it can perhaps be summed up in that very word, loud. The boys put on a pleasing appearance, move well, and have plenty of talent. Unfortunately, however, they have not learned the neat trick of singing something in soft tones, with little band backing or maybe even a capella, in order to quiet a noisy crowd.

The Lads, who've enjoyed a substantial number of hits in recent years, open with a swingin' "Down By the Riverside," and segue neatly into "Getting to Know You" with special lyrics. Then the belting starts in earnest with tunes like "Some of These Days," "It Had to Be You," a martial effort, "I Remember Me" and their own version of "Itsy Bitsy Bikini."

The highlight of the act comes next in the form of a reprise of "our three golden record hits," "Standing on the Corner," "Moments to Remember," and "No Not Much. The latter two of these particularly, are pleasing indeed and feature nice harmony, the type of material the act could stand more of. The boys do not lack for talent. Their prime need is merely pacing in terms of mood, rhythm and volume.

The headliner on the bill, Joey Bishop, constitutes the stand-up funny man in the best tradition. Somebody should make a spoken word comedy album with this lad. Incidentally, it's worth noting that ABC-Paramount's youthful star, Paul Anka, wrote the two breezy production numbers for the show. Ren Grevatt.

Praise for The Billboard

CINCINNATI — Bill McCall, president of Wallace Fowler Publications, in a visit to King Records here last week, credited accurate reporting by The Billboard with saving Billy Walker's recent Columbia release, "I Wish You Love," published by the Fowler firm, from being clobbered by a premature release.

Walker, according to McCall, heard the writer of the tune do the song some three months ago and

asked permission to cut it as a single. The Walker version at the outset enjoyed brisk sales, according to McCall, and then slowed down while still maintaining a consistent pace. With nothing too much happening with the tune, Columbia decided to release a new Walker single.

At the recent WSM country music festival in Nashville, McCall says, Walker sang both "I Wish You Love" and a tune from his new Columbia release. On Monday following the convention, The Billboard showed Billy's "I Wish You Love" in 19th place in the c.&w. charts, marking the first time it

The Billboard

RECORD INDUSTRY

Source Book

& DIRECTORY ISSUE

REVISIONS OF APRIL 25, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

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Burgess Autry Pro Mgr.

HOLLYWOOD—Dave Burgess, writer of the song "I'm Available" and leader of the instrumental group, the Champs, has been named West Coast professional manager of the Gene Autry music publishing firms—Western Company, Golden West Company and Four Star. Among the Autry firms' tunes currently on the charts are "Send Me the Pillows You Dream On," by the Browns (RCA); "Release Me," by Jivin' Gene (Mercury); "X-15," by Johnny Bond (Republic), and "Thru Train," by the Champs (Challenge).

had made the charts. McCall immediately called this to the attention of Columbia executives, with the result that Walker's new release was canceled and promotional plans made with Columbia to capitalize on the showing of "I Wish You Love" in The Billboard.

A careful check of the various markets revealed heavy sales on the tune prior to its showing up on The Billboard's charts, McCall says. "This is an example of accurate reporting by The Billboard," McCall stated, that saved a good record from being injured by a premature release.

2 MORE HOT HITS FROM M-G-M

SELECTED AS THE HIT VERSION!

RAY ELLIS

and his Orchestra play

MIDNIGHT LACE

From the U.I. Picture (Arwin Production) "Midnight Lace"

K 12942

A REAL HOT PLATTER!

TOMMY EDWARDS

sings

AS YOU DESIRE ME

and

SUZIE WONG

From the Ray Stark Production "The World of Suzie Wong"

K 12959

THE STARPOWER LABEL

M-G-M Records

1540 Broadway N. Y. 36, N. Y. JU 2-2000

MERCURY'S NEW McPHATTER SCORES AGAIN

**"ONE MORE
CHANGE"**

AND

**"BEFORE I FALL
IN LOVE AGAIN"**

CLYDE McPHATTER

(ARRANGED AND CONDUCTED BY
BELFORD HENDRICKS)

71740



Rank Starts Noble Subsid

NEW YORK — Rank Records of America has added a new subsidiary line, to be known as Noble Records. The new line will focus on kiddie material and will retail at \$1.98 per album, according to Harold Freidman, exec of Rank. The packages will be independently produced by Lyle Engel.

First four albums, due for release shortly, are "Popeye's Zoo," with Jack Mercer (who plays "Popeye" in the Paramount films); "Grimm's Fairy Tales," with Marla Ray; "Alice in Wonderland," with Mimi Benzell; and "Remember the Alamo," with Claude Rains narrating and music by Tony Mottola. A heavy promotion and merchandising campaign is being developed by Dewey Bergman, director of album sales, according to Friedman.

E. B. Morris Signs Kaufman, Anthony

NEW YORK — Sidney Kornheiser, general professional manager of E. B. Morris Music, has signed songwriters Paul Kaufman and Michael Anthony to exclusive, long-term contracts.

Kaufman and Anthony penned Johnny Tillotson's current hit single, "Poetry in Motion," No. 2 on the "Hot 100" chart last week. The young cleffers will write for Morris' BMI firm, Meridian Music.

WTRY Yule

Continued from page 4

each four hour show daily. "This was a good year to start," he explained, "because Christmas decorations are already up downtown and advertisers are using seasonal shopping copy for their commercials."

The yule records are introduced as "holiday songs" rather than "Christmas songs," and LeZotte will not play carols until the season is more advanced. In addition to the usual pop holiday standards, WTRY deejays are currently play-eight new yule disks, including Bobby Darin's "Christmas Auld Lang Syne," Santo and Johnny's "Twistin' Bells," and Ella Fitzgerald's "Jingle Bells."

Thus LeZotte is giving distributors a chance to expose their newest yule product 10 days ahead of broadcasters' traditional Thanksgiving Day starting time. To date, LeZotte said he has had only one complaint about the early Santa Claus-type programming.

The station is also conducting a special contest, whereby the names of all listeners entering WTRY's regular contests (or writing to the station) from now until December 24 go into a giant Christmas mail bag. On December 25, a series of drawings will be held for a flock of merchandise prizes donated by local merchants.

NANRA Plans

Continued from page 6

top Negro radio artists was to find ways and means of bringing about higher respect and recognition from our white brothers in the same field."

In reference to the irate record man, O'Jay said "One of the record firm's traveling boys was so set in his mind that we were going to blow his gig until he demanded time to speak—pounding on the door several times for entrance (no record company reps were allowed in on the business end of our meeting). When this big wheel finally got a chance to speak—nothing but to our brothers — and who he taught how to make money."

The jock said other labels took a different attitude tho, and "either wired their best regards and wishes for success in our organization of the group, or spoke well to us."

10,200 Govt. Musical Events

Continued from page 6

they do on "all spectator sports." The political axe of a changing administration will not fall on the music committee, since it functions independently, as part of the people-to-people program, regardless of who occupies the White House. This group is not part of President Eisenhower's personally sponsored "cultural exchange program."

In addition to putting out the calendars, and acting as a clearing house for musical information for the U. S. and some 96 countries overseas, the committee compiles a list of international competitions which is sent out to 800 music schools, colleges, orchestras and other performing groups. It has set up a record-exchange program for American college students to swap their favorite longhair recordings or tapes in exchange for those favored by collegiates abroad. The committee tried for a similar exchange of taped good-music programming between U. S. and overseas radio stations, but said it was "unable to get union clearance for the project."

Publishers Help

Music publishers help the committee supply music teachers at home, and performing groups abroad who are in need of scores and educational material. Instruments, also in short supply from the Arctic to South Africa, are pro-

vided by the committee whenever they can lay their hands on them. Instrument manufacturers here sometimes help out, but the committee wishes it had far more help from industry along these lines.

Not resting with these activities, the committee has been campaigning to have every international exposition abroad in which the U. S. participates, carry displays showing how much and how often Americans perform and enjoy music, at both the professional and the amateur level.

Information and material are available out of the committee to everyone from legislators on the Hill, to any private citizens of the U. S. or the world, who wants to query the President's Music Committee office at 734 Jackson Place, N. W., Washington, D. C. The music calendars are available here, for \$2, postpaid to any country in the world.

Liberty Force

Continued from page 4

op basis calling for the dealer to pay 50 per cent. Distrib will contribute 25 per cent with the label kicking in the remainder.

Robert Rheims Christmas merchandise consists of two LP's (stereo and monaural), an EP and a single. Liberty backs this portion of its program with a full 100 per cent return, similar to last year, payment and-or returns are due by January 10.

Liberty execs hitting the road include Don Blocker (exec assistant to prexy Al Bennett) who will cover St. Louis and Kansas City; national sales manager Don Bohanan, going to Detroit and Cincinnati; assistant national sales manager Ken Revercomb, Minneapolis and Chicago; merchandising director Al Lavinger, San Francisco, Seattle, Portland; national promotion director Bob Skaff, Philadelphia and New York City; East Coast promotion manager Bud Dain, Baltimore and Washington; midwest promotion manager Joe Sadd, Cleveland and Pittsburgh.

Each will concentrate in their assigned markets on gaining maximum air exposure for the product, and will work in conjunction with the label's distribs and with dealers, rack jobbers, one-stops and operators.

ASCAP Meet

Continued from page 6

done about this. Adams said this problem is being studied. Billy Austin rose to appeal to members to stick with ASCAP, for based on his own experience, he didn't do as well when he was BMI. Wayne Shanklin asked whether the special awards funds were really handed out in recognition of special merit, "or is this just a bone" given by the board. Adams denied it was "a bone," explained that some works (serious music, etc.) are performed in non-profit institutions such as schools and churches, and therefore, under the copyright law no performance fee can be collected. Awards are made to these composers in recognition of their work. Leon Pober, former leader of the Coast dissident group turned administration loyalist, rose to applaud the board for doing a difficult job well.

RECORD DEALERS:

A little knowledge goes a long way, but a lot goes much farther

One way to make regular customers out of infrequent buyers: talk their language... discuss their favorite artists with them... give them "inside information"—real "trade" stuff they can't get from anyone but you. What'll happen? You'll find them coming back for more. And buying more records. And helping you to make more money out of records. Where to get this "inside trade information" about their favorite recording artists?

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

— a special slick-stock section of the December 12 issue.

Introducing...
Robin and his Merry Men
swingin' the happiest Christmas Tune since "JINGLE BELLS"!

"Mister Santa, Bring Me A Doll"
b/w "Ellen" (vocal by Ron Johnsen) #130

words and music by Henry Cobbs
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DISK JOCKEYS:

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

A source of lively chatter items about recording artists that will capture the attention of your listening audience and add color to your programming — birthdays . . . home town . . . education . . . background . . . hobbies . . . other musical interests . . . movies . . . current releases and previous hits. For programming "feature" shows, the winners of Billboard's year-end popularity poll, recap of records that hit the charts the past year, yesteryear's hits over the past 60 years, and the list of artists birthdays are invaluable for building special shows around.

Be sure to Read . . . and Use . . . and Hold Onto Billboard's Big New Year-End Programming and Talent Buying Guide — a special slick-stock section of the December 12 issue.

FTC Consent

Continued from page 4

During the hearing, the FTC attorney termed such arrangements a form of payola because the station involved got "free talent" in exchange for airing records on such programs as WTTG's "Milt Grant Show." Both the station and the distributing firm have defended the universal lip-sync practice as legitimate. Also, WTTG has pointed out that their deejay Grant, acknowledges sponsorship during the airing by saying that the singer comes thru the courtesy of the record companies.

The consent agreement takes the complaint against the firm out of altercation, and makes no decision on the lip-sync aspect. If the issue were to be part of a fully contested case, FTC might rule on whether the practice was legitimate or not, in its view, after which any further contest might bring the question up for court review.

BB STUDY SHOWS DISK SALES HIKE TO \$500 MIL

Continued from page 4

record production and with phonographs as well as disks selling like hotcakes, the record business racked up the then tremendous total (for 1946) of \$198 million. And in 1947, the business reached its peak for the decade—\$203.7 million.

In 1947 and 1948, business slipped, and 1949's gross sales managed just \$157.5 million. This trend reflected the disruption caused by such technological advances as the introduction of new speeds.

From 1950 to 1957, the record business increased every year. In 1950, total record business was \$172.2 million; in 1957 it totaled \$400 million. It slipped to \$390 million in 1958 and jumped back to \$462 million in 1959.

Using 1950 as a base year or 100 per cent (it began the decade in which the new 33 and 45-speed records were completely established and phonographs made to play them) dollar sales by percentages range from a low of 3.3 per cent in 1933 to 268.3 per cent for 1959. Estimates of a \$500 million gross for 1960 would make this year 202 per cent better than the base year and 298.7 per cent better than the low 1933 year.

Projections for 1960 indicate gross record business will total \$520 million. By 1965, projections indicate, business will hit \$800 million.

An \$800 million gross by 1965 is not too difficult to imagine. Startling changes sure to take place in the next 10 years should benefit the record industry, particularly.

At the beginning of the next decade there will be another 30 million people living in the U. S. The work force will be up 13.3 million to an 85 million total. There will be 10 million more households for a total of 60 million; there will be an additional 5 million children under age 14; over 2.5 million more college students will be added for a total of close to 7 million; and there will be more suburban growth, more family-owned homes, an increase in leisure time and more home entertainment.

All these changes should combine to make the potential market much larger, shape a greater demand for the product, bring a tremendous increase in the sales of phonographs and find more people in higher age brackets who are record buyers.

The following table is a total industry dollar volume at retail for the record industry from the years 1921 thru 1959 with added projections for 1960 and five years from now, 1965. These figures are estimates only. They are a combination of U. S. excise tax figures and all other sources of information available.

The first column gives the calendar year, then the retail industry total volume and the third column are percentages that each year represents when compared to the base year of 1950—selected as representative or as the best year to make comparisons for degree of change studies. Thus, 1950 equals 100 per cent and all other years reflect, in percentages, the differences between that year and 1950. Example: 1933 is 3.2 per cent, or 3.2 per cent of what business was in 1950. And 1946 is 115 percent or 15 per cent greater than 1950, the base year. Therefore, any percentage below 100 per cent is that share of 1950 business and any percentage above 100 per cent should have 100 per cent deducted from it to arrive at the percentage gain this particular year represents when compared to 1950.

COMPOSITE ESTIMATE OF TOTAL INDUSTRY SALES OF PHONOGRAPH RECORDS IN THE UNITED STATES ONLY—1921-1959

Calendar Year	Total Industry Volume *	% Change 1950 Equals 100%
1921	\$105,600,000	61.3%
1922	92,400,000	53.7%
1923	79,200,000	46.0%
1924	68,200,000	39.6%
1925	59,400,000	34.5%
1926	70,400,000	40.9%
1927	70,400,000	40.9%
1928	72,600,000	42.2%
1929	74,800,000	43.4%
1930	46,200,000	26.8%
1931	17,600,000	10.2%
1932	11,000,000	6.4%
1933	5,500,000	3.2%
1934	6,600,000	3.8%
1935	8,800,000	5.1%
1936	11,000,000	6.4%
1937	13,200,000	7.7%
1938	26,400,000	15.3%
1939	44,000,000	25.6%
1940	48,400,000	28.1%
1941	50,600,000	29.4%
1942	55,000,000	31.9%
1943	66,000,000	38.3%
1944	66,000,000	38.3%
1945	99,000,000	57.5%
1946	198,000,000	115.0%
1947	203,700,000	118.3%
1948	172,200,000	100.0%
1949	157,500,000	91.5%
1950	172,200,000	100.0%
1951	178,500,000	103.7%
1952	189,000,000	109.8%
1953	191,100,000	111.0%
1954	182,700,000	106.1%
1955	235,200,000	136.6%
1956	312,600,000	181.5%
1957	400,000,000	232.3%
1958	390,000,000	226.5%
1959	462,000,000	268.3%
1960 Projected	520,000,000	Projected 302.0%
1965 Projected	800,000,000	Projected 464.6%

35 on HOT 100 and a BEST BUY in only 2 weeks!

"HE WILL BREAK YOUR HEART" JERRY BUTLER



Other VEE JAY Hit Singles:

- VJ 368 "AIN'T THAT LOVIN' YOU, BABY" WADE FLEMONS
- VJ 365 "ASK" GENE ALLISON
- VJ 366 "TUPELO" JOHN LEE HOOKER

VEE JAY RECORDS 1449 S. Michigan, Chicago 5, Ill.

RSI NOW AVAILABLE TO ALL BROADCASTERS . 5 BIG NEW RECORD AND ALBUM SERVICES

1 CATALOG ALBUM SERVICE OF RSI: You may order any complete category you require for your station. Prices are based on the number of albums contained in each category.

1. CATALOG ALBUM SERVICE*	L.P.'s \$	25	50	100	THEATRE	25	L.P.'s \$	25	50
DANCE ORCHESTRA	25	100	50	100	LATIN AMERICAN	25	25	25	25
EASY LISTENING	100	50	50	50	FOLK	25	25	25	25
CLASSICAL	50	25	25	25	CHILDREN'S	25	25	25	25
LIGHT CLASSICS	50	25	25	25	RHYTHM AND BLUES	25	25	25	25
OPERA EXCERPTS	25	25	25	25	JAZZ	50	50	50	50
BAND, CONCERT, MARCH	25	25	25	25	CHORAL	25	25	25	25
POPULAR HIT PARADE	25	25	25	25	SPECIALTY	25	25	25	25
INTERNATIONAL	25	25	25	25					

NEW ALBUM SERVICES OF RSI: You receive new album "Spotlight Winners" each month, selected by the music staff of Billboard as among the best of the new albums.

- 2 Popular 10 new albums per month for 12 months. 120 albums. Total \$125
- 3 Classical 5 new albums per month for 12 months. 60 albums. Total \$70

SINGLES SERVICES OF RSI:

- 4 "Hot 100" If you program popular single records: You receive ten (10) new records a week, the best of the new releases. Price for one year—52 weeks—10 new records a week, a total of 520 of the best of the new releases: ANNUAL BASIS: \$160 per year via regular mail. \$190 via air. QUARTERLY BASIS: \$42 per quarter via regular mail. \$50 via air.
- 5 "Easy Listening" You receive six (6) new records a week, the best of the new releases (no rock and roll). Price for one year—52 weeks—6 new records a week, a total of 312 records: ANNUAL BASIS: \$110 per year via regular mail. \$140 via air. QUARTERLY BASIS: \$30 per quarter via regular mail. \$38 via air.

*We will permit you to select items of your choice for \$1.10 each with a minimum order for 50 albums. Write for catalog of album listings.

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WAIT!

...till you hear their hottest single yet.

THE FLEETWOODS

CONFIDENTIAL / I LOVE YOU SO

DOLTON #30

SMASHING! PERFIDIA BY THE VENTURES • Dolton #28



CASH IN ON THESE BRAND NEW LP's
WALK DON'T RUN BLP-2003/BST-8003
THE FLEETWOODS BLP-2002/BST-8002



Distributed in Canada by London Records

CAPITOL'S HOT HITS

TAKEN FROM THE BEST-SELLING CHARTS OF BILLBOARD, CASH BOX, VARIETY, MUSIC REPORTER, MUSIC VENDOR AND TOP RADIO STATIONS AROUND THE COUNTRY.

- 4466—OL' MacDONALD** Frank Sinatra
Billboard "Hot 100" #51
Cash Box "Top 100" #89
Music Vendor "Top 100" #62
- 4441—EVERGLADES** Kingston Trio
Cash Box "Top 100" #94
- 4460—PILTDOWN RIDES AGAIN** Piltdown Men
Music Vendor "Top 100" #97
- 4406—WINGS OF A DOVE** Ferlin Husky
Billboard "Hot CGW Sides" #1
Cash Box "Top 50 CGW" #1
Music Vendor "Top 50 CGW" #1
- 4412—EXCUSE ME** Buck Owens
Billboard "Hot CGW Sides" #3
Cash Box "Top 50 CGW" #2
Music Vendor "Top 50 CGW" #2
- 4386—SHE'S JUST A WHOLE LOT LIKE YOU** Hank Thompson
Billboard "Hot CGW Sides" #29
Cash Box "Top 50 CGW" #19
Music Vendor "Top 50 CGW" #43
- 4410—THERE'S NOT ANY LIKE YOU LEFT** Faron Young
Billboard "Hot CGW Sides" #21
Cash Box "Top 50 CGW" #25
Music Vendor "Top 50 CGW" #31
- 4423—LONELY LITTLE WORLD** Jean Shepard
Cash Box "Top 50 CGW" #23
- 4463—FORGET THE PAST** Faron Young
Cash Box "Top 50 CGW" #40
- 4412—I'VE GOT A RIGHT TO KNOW** Buck Owens
Music Vendor "Top 50 CGW" #30
- 4454—WILL WE START OVER AGAIN** Hank Thompson
Music Vendor "Top 50 CGW" #33

PICKED TO BE HITS

ACTUAL SELECTIONS BY THE INDUSTRY'S LEADING TRADES

- 4485—ARTIFICIAL FLOWERS** Phil Napoleon
Cash Box "Pick Of The Week." "Clarinetist Napoleon and his crew send the 'Tenderloin' tune down a bright Dixieland road."
- 4484—ALL-AMERICAN GIRL** Joey Villa
Cash Box "Pick Of The Week." "'All-American,' a solid 'footballtime' rock sunny, can go places."
- 4473—IT'S CHRISTMAS TIME** The Louvin Brothers
Cash Box "CGW Bullseye." "The Louvin boys have come up with the first Christmas deck that appears headed for chart-dom."

BRAND NEW RELEASES

OUT THIS WEEK AND ON THEIR WAY TO YOU NOW!

- 4476—I AIN'T DOWN YET I GOTTA LOVE YOU** Dinah Shore
Dinah's latest has the sound, style and sales potential of "76 Trombones."
- 4477—BELLY UP TO THE BAR, BOYS. AFTER YOU'VE GONE** Guy Lombardo, with vocals by Stan Kenton, Nelson Riddle & Billy May
A hilarious disc of three bar-room characters belting out songs while belting down booze.
- 4478—I'VE A'READY STARTED IN BALBOA** The Four Preps
A "Molly Brown" ballad with a bouncy Four Preps treatment.
- 4479—ARE YOU SURE I THINK IT OVER BOYS** Tex Williams
Here is Tex's wry humor at its very best.
- 4480—KEEP-A-HOPPIN' SO HAPPY IN LOVE** Jack Marshall
Backed by a big choral group, Jack Marshall really swings through this new tune from "The Unsinkable Molly Brown."
- 4481—IF I KNEW THE WORLD IN MY ARMS** Nat King Cole
Has all the ingredients of another hit ballad for Nat King Cole.
- 4483—DOLCE FAR NIENTE IF EVER I WOULD LEAVE YOU** Gordon MacRae
MacRae's newest "pop" disc has an up-tempo beat that's great for both listening and dancing.

Capitol, Dot Plan Similar Early Move

Continued from page 2

a purchased master which starts breaking for a hit will be covered immediately by its 33 speed counterpart, the Dot prexy stressed. Dot will concentrate on monaural 33 singles, issuing stereo 33's in addition to the monaural pressings when it feels the specific selection warrants it.

Similarly, Capitol will expose its top artists in the 33 singles form and will lose no time in bringing out a 33 version should some of its lesser entries prove hit-headed. Capitol also will put most of its 33 single weight on the monaural side, issuing stereo 33's on selections packing particular appeal to adult buyers, such as show tune fare.

Both labels pointed out that they will exercise great caution in determining what material will be issued in 33 form to keep releases in tune with the dealers' inventory problems. Capitol will extend its present 100 per cent exchange privilege covering its singles releases to protect dealers (100 per cent exchange plan covers all singles for a maximum of 10 copies of each record, or more on those disks the label feels has reached the hit level).

Liberty and Warner Bros., among other diskeries here, told The Billboard they will move into the 33 singles field as soon as the majors help create a demand. Both Liberty and WB again reaffirmed their positions, stating they favor the single-speed concept promised by 33 singles, and will enter the field as soon as a market develops.

Camelot LP

Continued from page 2

set up distributor and sales meetings thru the Midwest and East. A meeting meant to include distributors thruout the United States is planned for December 10. It will be held in Chicago. National sales chief for the diskery, Phil Picone, is touring the Midwest while Promotion Manager, Pete Spargo, is traveling thruout the East.

In addition to the LP, Time announced that the Seeburg Company is distributing the 33 1/2 r.p.m. stereo single of "Camelot" and "How to Handle a Woman" to its one-stops and juke box outlets.

M-G-M—Verve

Continued from page 2

Maxin and officials of Verve were instigated as much as a year and a half ago. Serious negotiations, however, began about six weeks ago, it is understood, with the final deal being arranged this week between Granz, Maxin and accountants and attorneys for both sides in New York. Granz left to return to Europe Thursday, while Maxin left for the West Coast, where at press time he was huddled with Verve execs in Hollywood.

British Decca

Continued from page 4

have been in general at a lower level than for the previous year, but more recently there would seem to be a wide area of improvement.

"The fall in turnover during the summer months has already been more than recovered with last month's figures showing an exceptional increase over those of last year," the Decca chairman went on.

"The record trade is entering the most active season of the year and we have never felt more confident."

Toothbrush Tie-In for Debut Push

Continued from page 2

from new LP's by hot RCA Victor artists Sam Cooke, the Browns, Neil Sedaka and Rod Lauren. One side of the Highlighter will offer the four tunes in monaural, the other in stereo.

Price Survey

It is known that the toothbrush company's initial order on the Compact 33 Highlighter has already hit the million figure. The Highlighters will be made available to buyers thru more than 60,000 outlets. Nationally advertised price will be 84 cents, this figure reflecting a saving to the purchaser of 90 cents on both the record and the attached toothbrush.

The Compact 33 promotion will be strongly supported by a full-page ad campaign in Life, Seventeen, Ingenue, Playbill and Ebony magazines. Other-media, such as Parent's Magazine and newspaper space in key markets, will be utilized. Planning includes ad mats for local use.

The point of sale promotion includes an attractive four-color counter merchandiser for Dr. West dealers. This holds 72 Highlighters with attached toothbrushes. Streamers, brochures, window displays are included in the point of sale material.

To achieve maximum in-store exposure, RCA Victor will make available to dealers a merchandiser holding 350 Compact 33's. The record company will also support the Compact 33 Highlighter with consumer advertising in teen publications, trade ads, jockey mailings, etc.

Cost of the joint promotion is understood to be nearly \$750,000.

Alexander stated that the joint promotion "will give the new Compact 33 the most powerful send-off any product has ever received in the industry. It will promote the product, expose RCA Victor artists and help sell Compact 33's for every dealer."

Keenholtz Sued

Continued from page 4

purchased were in fact counterfeit copies.

The suit is an outgrowth of an earlier proceeding in which prosecutor Guy Calissi of Bergen County, New Jersey, obtained indictments against Bonus Platta Pak, Robert Arkin, Milton Richmond and Brad Atwood. These cases are now pending.

The suit against Keenholtz was prepared by the Philadelphia law firm of Blanc, Steinberg, Balder & Steinbrook, attorneys for the Association of Record Manufacturers and Distributors of America (ARMADA). The firm has retained Walter Hofer as local counsel in the action.

ARMADA prexy, Art Talmadge, in reviewing the situation, declared, "The plaintiff in this case is a member of ARMADA. The case is part of ARMADA's program to stamp out counterfeiting on all levels. The suit will serve notice on all one-stop and other record dealers that if they deal in counterfeit records they will be held fully responsible for their actions."

NO MIRACLES ON GEIGER COUNTER

NEW YORK — At Ed Geiger's Record Store, a discount shop on New York's Sixth Avenue in the heartland of the discount record shops, a sign on the counter reads: "We Give Substantial Discounts on All Records Purchased, But Please Don't Ask for Miracles."

REALLY BIG! THEME FROM THE APARTMENT
FERRANTE and TEICHER
United Artists—#231

LEROY ANDERSON'S SERENATA

SARAH VAUGHAN
Roulette—R-4285

MILLS MUSIC, INC.

LITTLE DRUMMER BOY
SLEIGH RIDE
LITTLE DRUMMER BOY
SLEIGH RIDE
LITTLE DRUMMER BOY
SLEIGH RIDE
LITTLE DRUMMER BOY
SLEIGH RIDE

Wanda Jackson
'MEAN, MEAN MAN'
Cap. #4469

CENTRAL SONGS INC.
6308 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 1-9347

MIDNIGHT MOUNTAIN

BOBBY FENSTER

WRITE
HEIGH-HO CORP.
507 FIFTH AVENUE
NEW YORK 17, N. Y.
OX 7-5895

Shirley Collie
"I'D RATHER HEAR LIES"
Liberty #F-55291

CENTRAL SONGS INC.
6308 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 1-9347

Record Companies — Music Publishers

COMMERCIAL

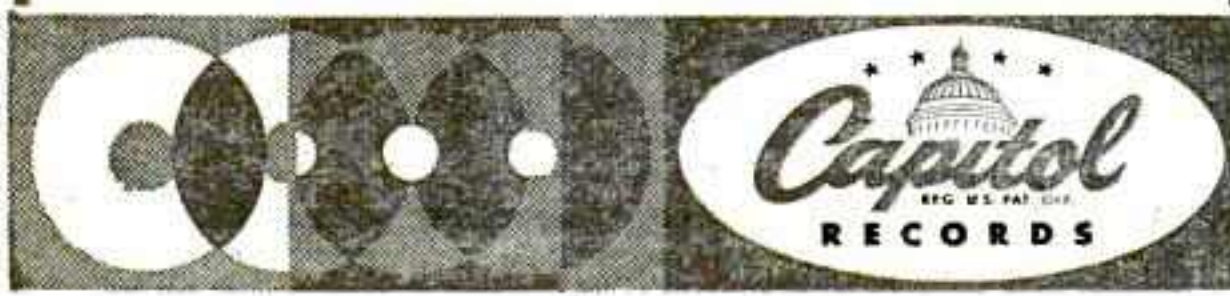
ORIGINAL SONGS

Available

Write: Box 315, The Billboard
1564 Broadway N. Y. C. 36

#1 in 2 WEEKS!!!!
Are You Lonesome Tonight?
ELVIS PRESLEY

BOURNE, INC. (ABC MUSIC CORP.)
136 West 52nd Street
New York, N. Y.



SWINGIN'



BOBBY VEE BOUNCES HIGH ON THE HEELS OF HIS SMASHING SUCCESS "DEVIL OR ANGEL" WITH THIS HOT NEW SINGLE

RUBBER BALL ^{b/w} EVERY DAY

BOBBY VEE

#55287

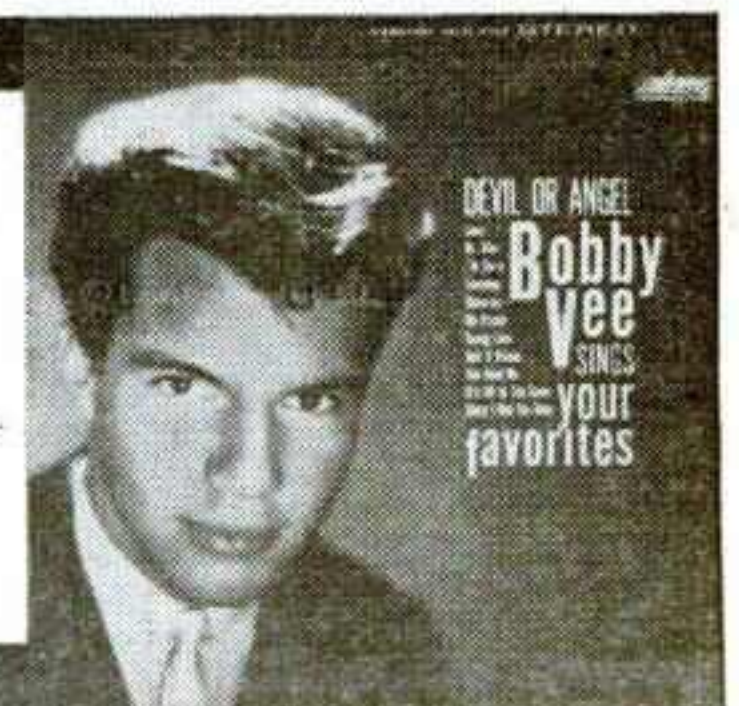


Distributed in Canada by London Records

CASH IN ON BOBBY VEE'S BIG SELLING LP

BOBBY VEE SINGS YOUR FAVORITES LST-7161/LRP-3161

Devil or Angel; Mr. Blue; Just a Dream; Since I Met You Baby; It's All in The Game; You Send Me; Young Love; My Prayer; Sincerely; Gone; I'm Sorry; Every Day.



Disk Execs Scurry After New Musicals

Continued from page 1

Broadcast Music, Inc., already represented on Broadway by "Tenderloin" and "Fiorello" (both penned by BMI writers Jerry Bock and Sheldon Harnick), reports the following show projects in the works by BMI writers:

Marvin Shofer, Michael McWhinney and Don Wolf are doing the score for a musical adaptation of "The Loving Couple," Patrick (Auntie Mame) Dennis' best seller. Fred Ebb and Paul Klein have written an original musical for Bette Davis. Oscar Brand and Paul Nassau are working on the score

for a musical version of the best-selling novel "The Education of Hyman Kaplan." Don Appel and Jerry Herman are writing a score for a musical about Israel.

Other forthcoming Broadway musicals currently in rehearsal or casting include "Show Girl," with score by Charles Gaynor; Busby Berkeley's "The Count of Ten," "Love a La Carte," and a musical drama, "Beautiful Dreamer." Off-Broadway musicals currently casting are "Christopher Columbus," "Double Entry," "The Tattooed Countess," "A Tree Grows in Brooklyn" and "What a Killing."

Hits Don't Just Happen, They're Made by PhilTone

AND HERE ARE 3 OF THE LATEST

The Barbara Lantz Record
PhilTone-1103



Tall Boy

The Roger Douglass Record
PhilTone-1102



Your Happiest Years

The Joy Layne Record
PhilTone-1104



Moments to Remember and Yellow Bird



produced & arranged by

STAN APPLEBAUM



distributed by: Allied Record Dist., Co.
1041 N. Las Palms Avenue
Hollywood 38, California
Hollywood 9-5811

PhilTone a subsidiary of

FLEETWOOD RECORDS, INC.

New York • Springfield • Chicago • Beverly Hills

Executive Offices — 505 East Allen, Springfield, Ill • Kingswood 4-5424

Album Education Kick Grows

Continued from page 4

"A year ago, when we introduced them," said Leslie, "it was a real battle to convince our distributors that there was a market and to get retailers to stock them. Today, they have acceptance everywhere and we are seeing increased sales every month."

Such instructional LP's, in languages and other fields of practical learning, according to Leslie, "Bring a new and more serious kind of customer into the record store and once this traffic is created, an alert salesman can usually move his regular music disks as well."

The language records have been found to have special appeal in the summer when buyers contemplating European tours want to get a quick brush-up on their high school French, Spanish, Italian and German, etc. This idea is regarded as virtually a sure thing from summer to summer since for most people high school language learning is a dim memory by the time they can afford the Continental junket.

But aside from languages, there are other intriguing types of learning disks making their appearance. The magazine Sports Afield has just issued, by arrangement with Sports in Sound, Inc., a pair of LP disks, the first of which features the voice of Henry P. Davis, its Sporting Dogs Editor. The other carries the voice of Jimmy Robinson, Trap and Skeet Editor. The first of the two albums is titled, "Training Your Dog to Hunt, Point and Retrieve," while the second carries the tag, "Sports Afield Wing, Trap and Skeet Shooting."

On a more technical kick is a new package from Elektra Records, titled "A.T.C. Clears." This is noted as an addition to the label's "Aero Progress Line," devoted to pilots and astronauts. The package is designed as an aid in learning how to copy A.T.C. clearances rapidly and efficiently. It contains over 43 I.F.R. clearances which begin slowly and become faster and more complex. The set offers seven complete Morse code lessons with printed copies of all.

On the language kick again, but this time with music, is a series of elementary language LP's for kiddies now being put out by Mills Music thru Bowmar Records. These constitute language lessons thru music. Each LP musically

reproduces the contents of one of four books by Ruth De Cesare. These bear such titles as "Songs for the Spanish Class," etc.

Precursors of all this, of course, are numerous. A prominent example is the "Music Minus One" series of jazz-oriented sets, wherein a specific part for sax, trumpet and other instruments would be left out for the listener to fill in as

the disk plays. One of these came equipped with drumsticks which allowed the listener to get in his own licks.

Related to this was a classical set on RCA Victor some time back which came equipped with a baton, designed for those who wanted to learn how to helm a symphony ork. There have also been sets by Sammy Ulano on how to play bongos and timbales, instructional sets on playing golf and a recent package on Epic featuring harmonica music, with a Hohner harmonica neatly boxed into the package.

4 Most Promising in Our 10-Year History!

The Original

'HEARTBREAK HOTEL' 1773
Chess

bill smith combo

'SPOONFULL' etta & harvey
Chess 1771

'GUNSLINGER' bo diddley
b/w "Signifyin' Blues"
Checker 965

"Winter Wonderland" b/w "Santa Claus Is Coming to Town"
RAMSEY LEWIS TRIO
Argo 5377



2120 S. Michigan, Chicago 16

There'll always be a...

WINTER WONDERLAND

...and always

...those Great Recordings

BREGMAN, VOCCO and CONN, inc. — New York • Hollywood

IMPACT!



WITH THIS MOST UNUSUAL INSTRUMENTAL NOW BREAKING BIG

CHURCH KEY BY THE REVELS

b/w VESUVIUS IMPACT #1

* SMASHING LIBERTY SINGLES

You're Sixteen—Johnny Burnette #55285

Perfidia—The Ventures—Dolton #28

Lovey Dovey—Buddy Knox #55290

I Wonder, I Wonder—The Little Dippers Univ. #608

Ballad of the Alamo—Bud & Travis #55284

Theme from The Sundowners—Felix Slatkin #55282

Lonely Girl—Jackie DeShannon #55288

* AGAIN...THE NATION'S NUMBER ONE CHRISTMAS SELLER

The Chipmunk Song—
David Seville #55250



NEW!

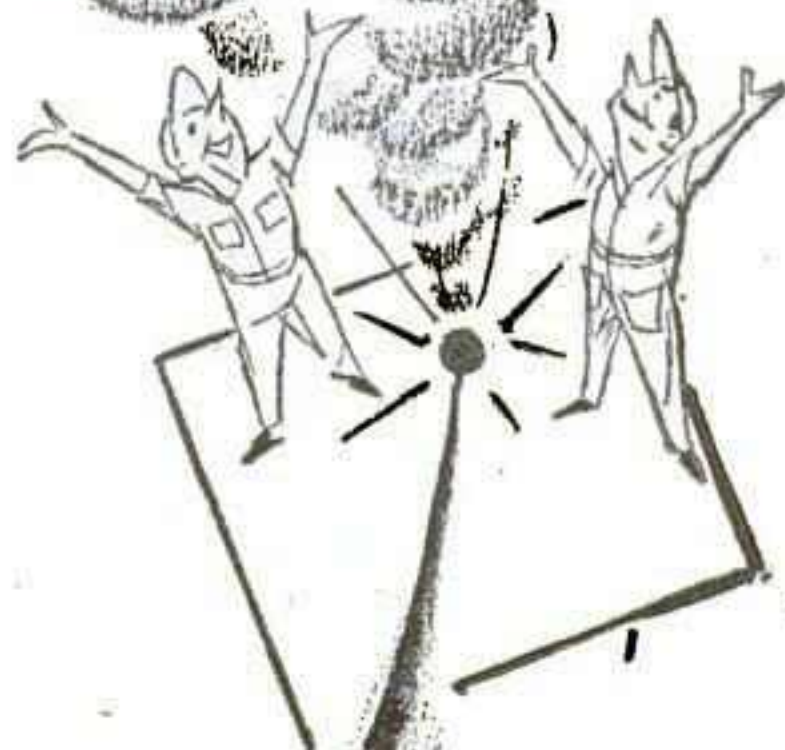
another sales-zooming hit

FROM *Stere*ODDITIES

(Launched from the same pad as the popular Woody Woodbury albums)



BILL CARTY "BLASTS OFF!"



Zooming into the heights of the best-selling lists, another smash hit from *Stere*ODDITIES, the leader in the comedy album field.

Fasten the safety belt on your cash register and be prepared for the most profitable trip into orbit you'll ever have—with Bill Carty. Stock up now for the Christmas party season.

*Stere*ODDITIES, INC.

"The Starmakers Label"

P.O. BOX 9115

FORT LAUDERDALE, FLORIDA

Copyrighted material

A Truly GREAT TALENT...

A SPECTACULAR NEW RECORDING ARTIST...

ARETHA FRANKLIN SINGS TODAY I SING THE BLUES

4-41793 (Also Available ON 33)

EXCLUSIVELY ON COLUMBIA  RECORDS

© Columbia • March 1960 • Printed in U.S.A.



HERALD IS HOT AS H...

THE #1 RECORD IN THE NATION
"STAY"

MAURICE WILLIAMS & THE ZODIACS · HERALD #552

AND MOVING UP RIGHT BEHIND IT
with the record that had to be released by popular demand

"TONIGHT, TONIGHT"

THE MELLOKINGS HERALD #502
(BROKE IN PHILA. AND NOW BREAKING OUT NATIONALLY)

EMBER IS CATCHING FIRE!

with
"WHAT BROUGHT US TOGETHER"

THE EDSELS ON THE TAMMY LABEL #1010
(WATCH THIS ONE BURN UP THE CHARTS)

NATIONALLY DISTRIBUTED BY EMBER

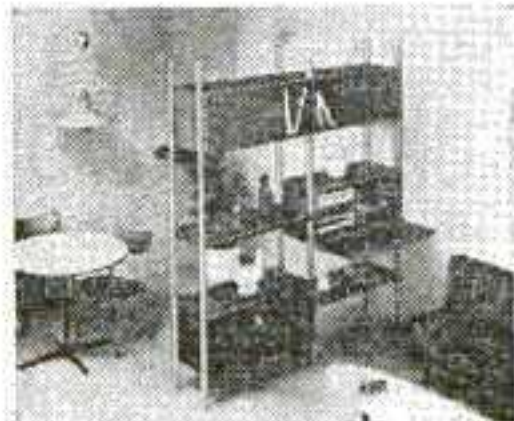
150 WEST 55TH STREET, NYC, N. Y.



NEW AUDIO PRODUCTS

Divider Shelves Hold Stereo Parts

The Knight room dividing stereo furniture introduced recently by Allied Radio of Chicago, is a flexible network of shelves and cabinets that are meant to blend with components and room decor. The shelves and cabinets are supported by poles with pre-drilled holes.

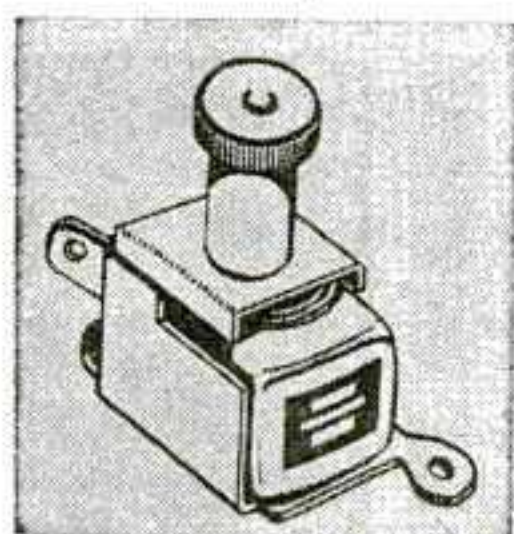


A combination cabinet that can be used for either record storage or as a cabinet accommodating tuner, amplifier or record changer, and a speaker enclosure are accessories. The units come in

oiled walnut finish. Poles have a satin brass finish. Hollow interiors conceal connecting cables and lines. Five complete set-ups are available.

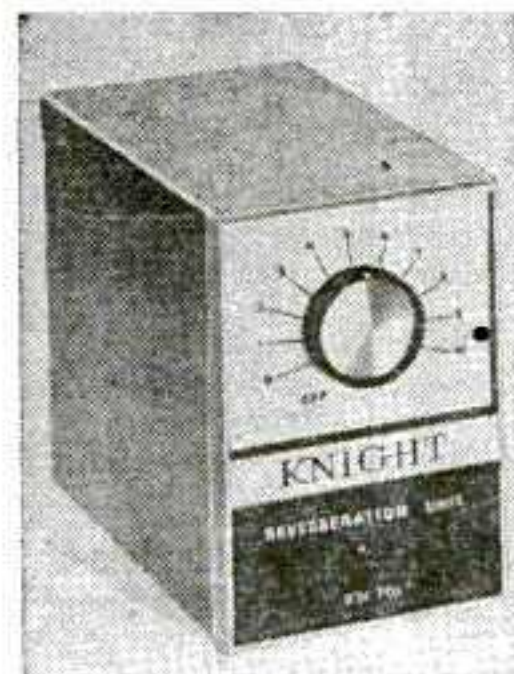
Stereo Receiver Conversion Kit

Webcor has introduced a conversion kit that will change all the company's series 2800, 2900 and 200 (except 2020) monophonic and stereo tape recorders to four-track stereo playback. A feature of the kit is a Nortronics laminated four-track r-p head mounted in a head-shifting assembly. This allows for easy changing from two to four-track stereo positions. The unit comes completely assembled and nets at \$36.



Sound-Conditioning Component

A sound-conditioning unit, which adds the reverberation technique to recorded and broadcast music has been introduced by Allied Radio of Chicago. The unit, which is designed for addition to component hi-fi, contains a Hammond Type 4 reverberator unit. The KN-701, which is the unit's official title, carries a one-year guarantee and sells for a suggested list price of \$49.95.



Stereo Headset

Another product released recently to the audio market by Allied is this stereo headset designed for personalized stereo listening. The KN-840 is made from die cast aluminum that is durable but light. A matching transformer is also available. Also available is an "armchair" headset control which allows for convenient control of level and balance. A stereo-mono slide switch allows the listener to adjust the signal to the type of record being played.



The stereo headset is priced at \$22.95, while the chairside control is \$5.95 and the matching transformer is another \$5.95.

Two New Cartridge Refinements

Shure Brothers of Evanston, Ill., has introduced two new versions of their popular M7D and M3D stereo cartridge. Both use the N21D stylus. The M7-N21D sells for \$36.75 and the M3-N21D for \$47.25.

TV and FM System Kit Introduced

The Blonder Tongue Laboratories of Newark, N. J., has introduced a new indoor antenna system kit that claims to be able to provide reception for up to four TV or FM sets in one house. The Model HK-1 contains a four set coupler, 300 ohm twin lead and installation hardware. It sells for a suggested list price of \$995.

Replacement Recorder Drives Available

A line of Ampex and Telectronic Drives for tape recorders is now available. Product is being produced by Robins Industries of Flushing, N. Y. The drives are for the Ampex A. 900, 960 and 600 series recorders, and the Telectro 900, 1900 and 300 series.

(Continued on page 31)

Magnavox Tops '59 3/4 Total

FORT WAYNE, Ind.—A regular quarterly dividend of 25 cents per share was declared on common stock payable December 15 by the Magnavox Corporation. Profits for the nine-month period completed September 30 exceeded the same period last year by approximately 10 per cent, while net profits exceeded last year's figure by some 50 per cent.

Sales for the month of October were the largest for that month in the company's history. They topped any previous October total by some 28 per cent, according to Frank Freimann, Magnavox president. The increases were attributed to gains in the Government and Industrial Electronic Products Division and in the firm's Consumer Products wing. It is this wing which includes television, stereo phonos and radio products.

Montreal Hi-Fi Show Draws 20,000 Fans

By ARNOLD GOSEWICH

MONTREAL — Montreal's 1960 Hi-Fi Show, just recently concluded, was declared an outstanding success by its organizers as over 20,000 people crowded the first floor of the Mount Royal Hotel during the one-week spectacular.

Manufacturers and distributors of stereo hi-fi equipment displayed their products in separately rented rooms. However, many record companies also took the opportunity to feature new and best-selling LP's, as well as to promote their various labels.

One of the most interesting items shown was a line of talking books being distributed by Musimart of Canada, Montreal. These records are pressed on the Libraphone label at 16 2/3 r.p.m. and provide an hour's playing per side. The records are packaged in attractive, de luxe albums, containing from one to three LP's. Retail prices range from \$8.95 to \$14.95. The cultural catalog includes readings of short stories by Conrad, Maugham, excerpts from the New Testament, and stories of the adventures of Sherlock Holmes.

Early '61 Will See FM Stereo Code

WASHINGTON — A. Prose Walker, engineering manager of the National Association of Broadcasters, reported at the organization's fall conference held here that the Federal Communications Commission will set an FM stereo radio standard by the early part of 1961.

He also noted that all five systems tested in the Uniontown, Pa., test area had worked well and that there was a chance for any one of these, or even an outside system, to get adopted. Walker chaired the panel that was in charge of the tests.

He also mentioned that automatic equipment meant to keep transmitter logs in a more efficient and accurate way had also been introduced and that a petition would soon be filed with the FCC requesting the use of an automatic logging system.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Care in Yuletide Displays Pays Off.

By ROBERT SCOTT

For record and phono retailers, the time between now and the end of the year is the peak selling period. Many equipment dealers report doing as much business in this 40-day period as they do in the entire six months preceding it. It follows that special care should be taken in planning your merchandising techniques during this period.

Windows Important

Perhaps most important is store and window decoration. The purpose of your window, of course, is to get customers into the store. You can do it by arranging a simple yet attractive display suggesting holiday giving, and featuring some of the new items you have for sale. Some displays in the past have featured snow or tinsel with a tree in one corner of the window. Under the tree are records, transistor ra-

dios, perhaps a portable phonograph or tape recorder — all brightly wrapped with red or green ribbon. Another variation is a prop sleigh containing the featured items. Window displays need be no more elaborate than this; if they're done well, and if passersby can visualize the items you display as gifts for their friends or family, the display is a success.

Decorating a holiday window can cost you nothing—except an hour's time in setting it up yourself plus \$5 or so for props; or it can cost upward of \$100. Some of the more elaborate displays in recent years have included a gay '90's Christmas tableau, featuring family dressed in clothes of the period. The father, wearing a handle bar moustache, held a cylinder phonograph wrapped with a ribbon. In the store's second window, however, a 1960 family beheld an expensive and attractive new console similarly tied with a bow. To balance the cylinders under the Christmas tree in the first window, the second featured a number of new Christmas albums. The dual display, used last year, cost approximately \$100 for a professional window dresser and for props, but the store felt it was worth the expense. The first window was a real eye-stopper.

In planning a window display, or your in-store decorations, it's a good idea to be guided at least in part by local customs and the ideas with which you've had success in the past. For example, some communities prefer the retailers decorate their windows early. Others, especially in recent years, tend to frown on what they consider the commercialization of

(Continued on page 31)

STEREO AND MONO PHONO SALES

The following chart, compiled by the Electronic Industries' Association, shows the monthly retail and factory sales of monophonic and stereophonic phonographs. Also included are totals, in each category, for total phonograph sales to date as compared to last year.

The EIA points out that something of a slow down has been experienced in the rate of growth of retail sales of stereo sets since last May. Only 7,055 more stereo phonos were sold in September than in August. Healthy increases are noted, however, in September sales of stereo sets on the factory level, and on sales, on both the factory and the retail levels, of mono equipment.

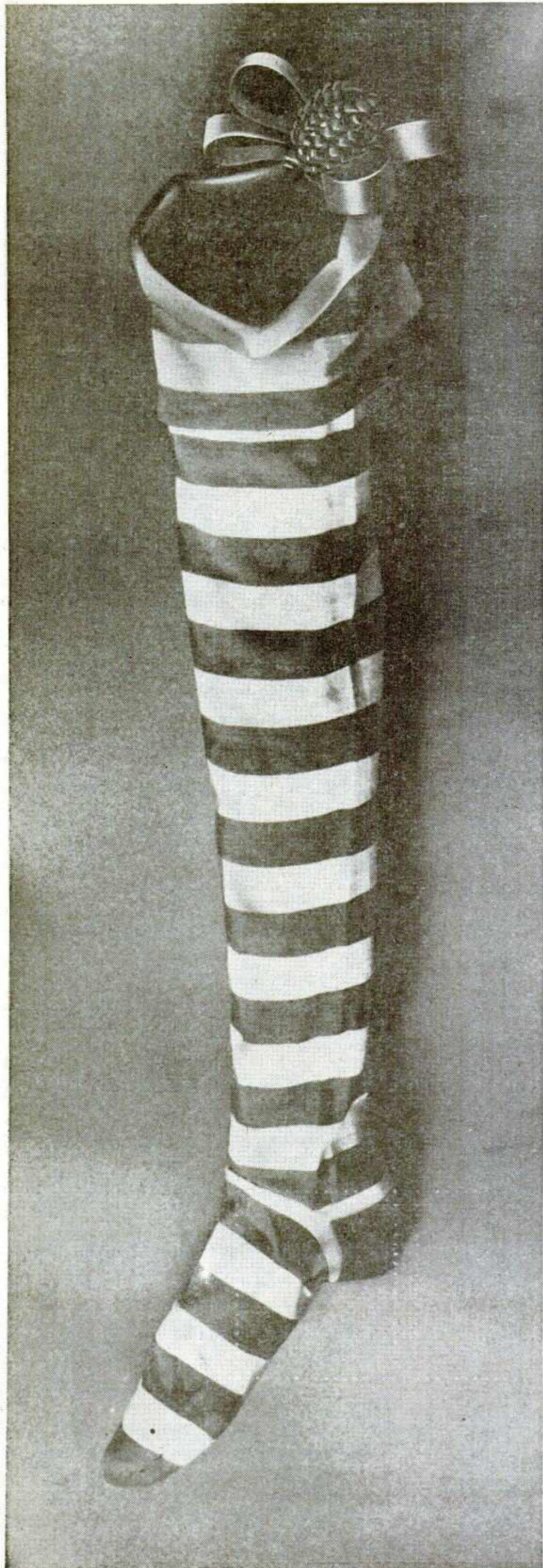
PHONOGRAPH SALES (Units)

	Factory Sales		Retail Sales	
	Monaural	Stereo	Monaural	Stereo
September	146,997	384,289	115,863	264,636
August	109,321	307,517	79,364	257,581
July	70,992	222,559	58,787	180,949
June	69,293	198,407	44,925	165,339
May	36,793	146,176	39,734	141,080
April	30,962	142,409	41,503	152,141
March	63,264	242,523	61,249	249,497
February	92,649	324,666	102,063	347,860
January	118,400	341,329	150,688	368,964
Year-to-date '60..	738,671	2,309,875	694,176	2,128,047
Year-to-date '59..	805,749	1,716,039	1,087,126	1,339,472

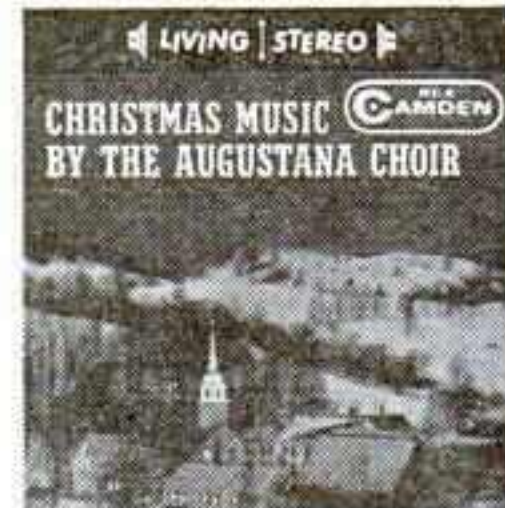
GIVE TO DAMON RUNYON CANCER FUND

STOCKING TIME!

OR FILL UP ON RCA CAMDEN FOR CHRISTMAS



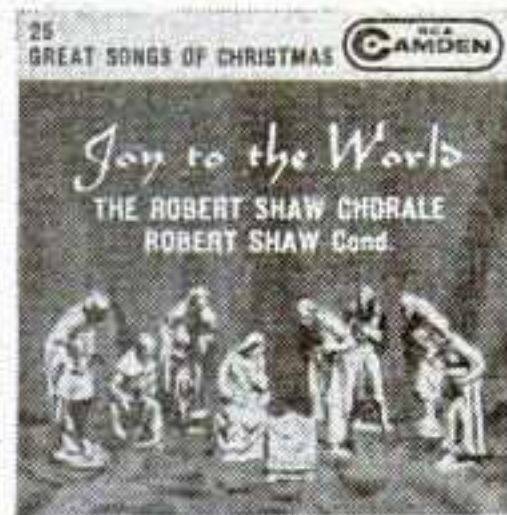
1. The Three Suns play Silent Night; The First Noël; and 18 more Xmas favorites. CAL-633



2. O Little Town of Bethlehem; Come to the Manger; 18 more. CAL/CAS-636



3. Winter Wonderland; White Christmas; Jingle Bells; 13 others. CAL/CAS-392



4. Wassail Song; We Three Kings; Silent Night; The First Noël; 21 more. CAL-448



5. That Christmas Feeling; I Saw Three Ships; Carol of the Bells; 10 others. CAL-449



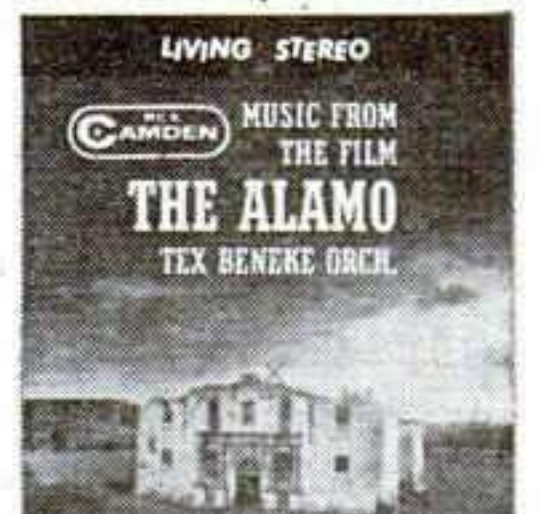
6. Love Is a Many-Splendored Thing; Arrivederci Roma; other favorites. CAL/CAS-637



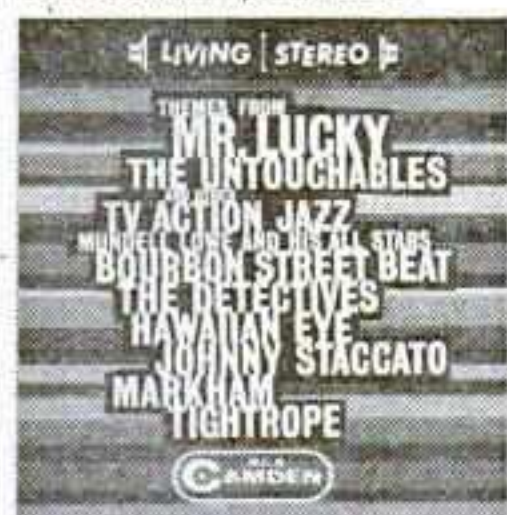
7. Moonlight in Vermont; Moonlight and Roses; Liebestraum; 10 more. CAL/CAS-638



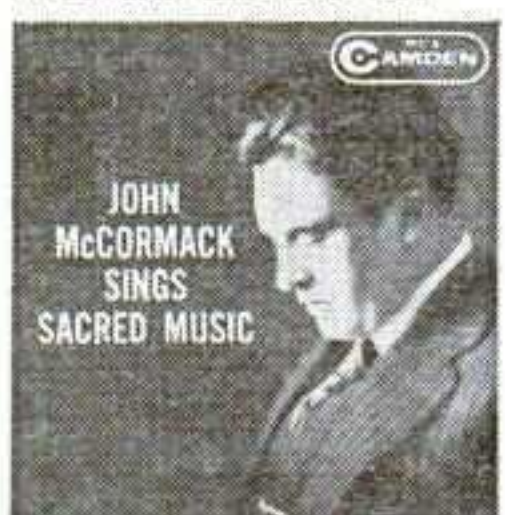
8. Ebb Tide; Isle of Capri; Banana Boat Song; La Mer; 10 others. CAL/CAS-639



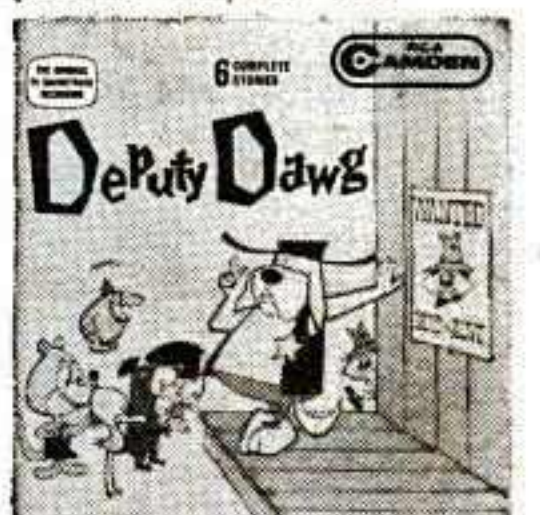
9. Tex Beneke plays the music from the thrilling new motion picture. CAL/CAS-655



10. Mundell Lowe and his All Stars play modern jazz hits from TV. CAL/CAS-627



11. The Rosary; Ave Maria; and other songs by the immortal Irish tenor. CAL-635



12. Six stories from the actual sound track of the new kiddies' favorite. CAL-1048

\$1.98 each Regular L.P. \$2.98 each Living Stereo

RCA CAMDEN DISTRIBUTOR Please send me the following merchandise:

LIVING STEREO (CAS)

ITEM NO.					
QUANTITY					

REGULAR L.P. (CAL)

ITEM NO.					
QUANTITY					

TOTAL PRICE: _____

DEALER NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



Care in Yuletide Displays

• Continued from page 29

Christmas. The use of Santa Claus, too, depends on local custom and on the type of store you operate. In some communities, parents like the idea of Santa Claus in stores—either in person or as a dummy in a window display. In others, dealers can alienate parents by overdoing it. The important thing about your holiday window is to plan it. Determine in advance what theme you want to set—then carry it out.

Much the same goes for the inside of the store. Virtually every one of your suppliers will provide you with special holiday display materials. In many cases, the salesman will even show you how to set it up and how to arrange an attractive display including his merchandise and materials. However, these materials occasionally conflict, both artistically and in message. It's as important to have a plan in decorating the interior of the store as it is in decorating the window. You can, for example, use Santa Claus as a unifying theme—or the Christmas tree, or any one of a number of symbols. Or you can take one of the themes being supplied by manufacturers, such as Capitol's "Give the Gift of Music" or RCA Victor's "Give the Christmas Gift America Loves Best." Whatever theme you follow, your in-store decorations must help customers visualize each item you sell as a possible gift. For example, when you sell a record to a customer for his own use during the next month, show him a few record accessories, pointing out that they make useful and inexpensive gifts.

Pricing items in the store or in your window is somewhat less necessary during the Christmas season than at other times of the year. The idea of merchandising at this time simply is to show your

customer how your merchandise will look as a gift. In the case of high-ticket items such as consoles, it may be a good idea to talk about time payments rather than about total price. In many cases, banks will allow you to offer the merchandise with the first payment to be made after Christmas, a strong selling feature in many areas.

Finally, there's the matter of your customers. If you maintain a mailing list, it's a good idea to send greeting cards to everyone on it. In selecting a card, try to find one with a musical theme. There are a number of attractive, inexpensive cards which will fit the bill nicely. The next step is to have your name or the name of the store imprinted. If the store uses a distinctive logotype, use it on the card. The total cost of such a mailing can run as low as \$8 per hundred; it's a good way of keeping your name before your customers and building good will.

Another way is by giving gifts to your customers. Accessory items make ideal gifts because they are relatively inexpensive to begin with, and the profit spread built into the retail price enables you to give the customer something of value. You can, for example, buy record-cleaning cloths cheaply; then give one to each customer. Or if you want to reward your better customers, try a diamond needle or polyethylene record bags. In the case of the customer who buys a console, it would be good public relations to include three or four records as a Christmas gift. Customers appreciate the gift, and remember where they got it.

You can insure that they remember by using any of the specialty advertising items—key rings, cigarette lighters, calendars, etc.—supplied by specialty advertising houses such as Brown & Bigelow.

Scores Cheap Nippon Audio Importations

CHICAGO — The threat presented by the importation of low-cost Japanese-finished and component audio products was once again scored by Martin Sheridan, director of public relations for the Admiral Company in an address before the Electronics - Electrical Commodities Group and Purchasing Agents Association of Chicago.

"The business of many suppliers in the Chicago area as well as in other sections of the country has shrunk sharply, and some firms will be out of business within the next 12 months unless restrictions are placed on the current free flow of low-cost Japanese . . . products," Sheridan said.

It was pointed out that none of the Nipponese TV sets that now are on the New York market are listed as approved by the Underwriters Laboratories, Inc., the independent testing organization sponsored by the National Board of Fire Underwriters. Sheridan feels local laws must be created and existing ones enforced to meet or establish American safety requirements.

These items carry your name and address, and occasionally a brief sales message. Gifts of this type can cost as little as 3 cents each (for a telephone dialer) to several dollars for a more elaborate gift. Your imprint serves as a silent reminder, as a form of all-year advertising. It is one advantage over offering items from your existing stock as gifts, altho the latter are often more practical for your customers. As in the other aspects of holiday merchandising, it's wise to decide in advance what you hope to accomplish by giving gifts; how much you plan to spend on them; and how you plan to distribute (something to everybody who comes in the door, or only to people who buy; one gift for everybody; or more expensive gifts for better customers).

Now is the season for making sales, and for building the customer relations that will help you make sales next spring and summer. Plan carefully, and follow thru.

Holiday Push for Norelco Tape Sets

NEW YORK — The North American Philips Company is making a determined consumer advertising push behind its Norelco tape recorder line for the Christmas season. To be singled out in advertisements meant to appear in photo, hobby, general consumer, school and professional magazines, are the firm's Continental 400 and 300 model tape machines. Both models operate at these speeds: seven and one-half, three and three-quarters and one and seven-eighths, and have four-track mono and stereo record and playback.

Of the general circulation magazines, Life, Look and the Reader's Digest figure prominently, and the company has also slated advertising to be heard on coast-to-coast radio and television.

HOLLYWOOD—James B. Lansing, Inc., takes its initial step into the lower priced, smaller speaker field with the introduction of its Lancer series. Lancer 33, an extended range speaker system, lists at \$89.10 including cabinet. Lancer 66, two-way divided network system speaker, list at \$139.50, cabinet included.

Simultaneously, JBL will add to its top line with a two-way speaker system called the Olympus, consisting of a high compliance 15-inch woofer with a specially designed driver and horn lens. System lists at \$545, cabinet included.

NEW AUDIO PRODUCTS

• Continued from page 29

New Headphones Catalog

The Permoflux Products Company of Glendale, Calif., has released a 1961 catalog of earphones entitled "Stereo-Fones and Dimensi-Fones." It is a four-page brochure that contains descriptions and prices of all binaural and monaural headphones available. The catalog also notes adapters that can be used with the headphones.

Electronic Parts Catalog Available

Federated Electronics, coast-to-coast electronics distributor, announced that its 1961 catalog is now available at any of its eight warehouses. Company locations are in Shrewsbury, Mountainside, and Newark, N. J.; Allentown and Easton, Pa.; Anaheim and Los Angeles, Calif., and New York City.

The 340-page book, largest in the company's history, contains full product and price information on a wide range of electrical parts and equipment including service and audio equipment.

EXTRA SSSSSS FOR DEALERS

How to get them? Every dealer wants to know. Mr. Dealer: Have you pulled a smart promotion, worked an original merchandising idea, made a clever tie-in pay off? Why not share your brainstorm with your fellow-dealers across the country through the columns of the record dealer's trade paper, The Billboard. Just send details to Lee Zito, The Billboard, 1520 North Gower St., Hollywood 28, Calif. We'll do the rest.



Extra Profits on the most up-to-date and authoritative guide to Stereo.

Here's the cover of our new annual, STEREO 1961 Edition, that knocks the confusion out of stereo and pushes profit into your pocket.

And here's what your customers get between the covers of this attractive 8" x 11" annual of over 100 pages:

Ralph Freas, audio editor of High Fidelity, tells why you can safely buy stereo now. Norman H. Crowhurst shows how easy it is to install components today. Charles Sinclair asks and answers—stereo on the air waves: How much and how soon? R. D. Darrell gives readers "10 sonic spectaculars on stereo discs."

Norman Eisenberg tells how to get the best sound from a stereo system. John Diegel guides the reader to build-it-yourself, including a listing of what the wife can do. John Indcox points out the joys of stereo as experienced by expert listeners. Ralph Berton discusses the differences between mono and stereo recordings and offers a "Jazz Starter Set in Stereo." Frances Newbury reviews briefly 100 recent, outstanding stereo discs. The concluding section describes and illustrates the latest stereo equipment.

Your customers will know far more about the advancing art of stereo when they read STEREO 1961 Edition. And dealers will sell more components and records because STEREO 1961 Edition acts as a powerful sales tool. You can afford to give it to your best customers and prospects, which is what plenty of dealers did with last year's edition. Cover Price \$1. Liberal trade discount. Pay in 30 days. Send your order to High Fidelity, Great Barrington, Mass.



stereo

PUBLISHED BY high fidelity MAGAZINE

COMING JAN. 9



The *NEW* Billboard Exclusively For The Music-Coin ^{*} Industry

... with More, New, Faster and Better
Reader-Advertiser Values Than Ever Before!

Beginning with the January 9 issue, you'll see a new Billboard—a Billboard as new and bright as the New Year itself.

The first thing you'll notice is the cleaner, fresher, brighter look. But then, as you move through its pages, you'll see an editorial consistency in the form of pin-pointed services that stick really close to your business interests—closer than has ever before been possible in The Billboard.

For the new Billboard—now labeled Billboard Music Week—is exclusively for and about people who work at the business of

making, buying, promoting or selling music and records . . . and the home entertainment and coin-operated equipment on which they are played.

A whole host of reader-advertiser benefits—the result of more than 6 months of preparatory work—will herald this important move. Check the inside pages of this folder for a broad view of what's ahead beginning January 9 in Billboard Music Week . . . the new Billboard for Music-Phono Merchandising . . . for Radio-TV Programming . . . for Juke Box-Game Operating.

* Billboard's Outdoor Show News department will combine with its monthly publication, Funspot, and move into a separate 8½x11 publication of its own.

What's New about the new Billboard:

BILLBOARD MUSIC WEEK

Better Printing on Cleaner, Whiter Newsprint

Blacks will print blacker, whites whiter, and halftones cleaner (with the same 55-65 halftone screen as in the past). All in all, there will be a new, livelier crispness to your new Billboard—a fresher, more inviting look that's sure to add an extra degree of believability and buying enthusiasm to Billboard's Music Week's editorial and advertising pages.

Later News, Reviews, Charts and Price Lists

Improved deadlines resulting from the change will enable Billboard Music Week to sharply reduce the interval between news closing and distribution, thus resulting in more up-to-the-minute news coverage . . . more reviews of "just released" singles and LP's . . . more and later statistical data to bring greater speed and accuracy to record charts . . . and speedier used coin machine equipment prices.

Faster Distribution

Big-city readers will continue to enjoy Monday morning delivery of Billboard. But now this valuable early-buying

benefit will be extended to hundreds of important grassroots markets—cities that add up to important sales volume but which are visited only infrequently by manufacturer or distributor salesmen.

More New Editorial Services

Nine—count 'em—nine big new 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.

New Improved Make-up and Typography

Professional typographic experts—John Peter Associates—have been engaged to do a "fresh-up" job on your new Billboard. That's the same organization whose experiences includes work on such leading magazines as Life, Look, and McCall's . . . and which added sparkling newness

and readability to Electronics and Progressive Architecture among others.

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.

Expanded Editorial Staff

More people to do more things, with better co-ordinated direction and control—that's probably the biggest benefit of all. The new personnel additions and changes represent a gain of 23% in man-hours of editorial effort per week, and all of it accomplished by qualified people, people who combine industry experience with reporting know-how and writing ability. The *NEW* Billboard will combine two full-time editorial staffs, thereby boasting one of the largest, most experienced businesspaper editorial staffs ever assembled to serve an industry.

BILLBOARD MUSIC WEEK

for Music-Phono MERCHANDISING... for Radio-TV PROGRAMMING... for Juke Box-Game OPERATING

NEW YORK

CHICAGO

CINCINNATI

WASHINGTON

ST. LOUIS

HOLLYWOOD

GREAT BARRINGTON

Dot[®] RECORDS

presents

A FULL PAGE OF HITS!

- | | | |
|----|-------|---|
| 1 | 16133 | "Theme from THE SUNDOWNERS" / BILLY VAUGHN
and his Orchestra |
| 2 | 16152 | "DEAR JOHN" / "ALABAM" / PAT BOONE |
| 3 | 16151 | "WONDERLAND BY NIGHT" / "OL' MAN MOSE" / LOUIS PRIMA |
| 4 | 16145 | "LAST DATE" / LAWRENCE WELK
featuring Frank Scott at the Piano |
| 5 | 16144 | "CHILLS AND FEVER" / RONNIE LOVE |
| 6 | 16156 | "IT LOOKS LIKE RAIN IN CHERRY BLOSSOM
LANE" / "SATISFIED—PART II" / DEBBIE REYNOLDS |
| 7 | 16146 | "HERE IN MY HEART" / KEELY SMITH |
| 8 | 16080 | "Theme from THE RAT RACE" / SAM BUTERA
and the Witnesses |
| 9 | 16139 | "AM I TOO YOUNG" / DODIE STEVENS |
| 10 | 16157 | "WINGS OF A DOVE" / "WIMOWEH" / KITTY WHITE |
| 11 | 16153 | "THE CRADLE TO THE CROSS" / ALADDIN
with the Lawrence Welk Orchestra |
| 12 | 16150 | "JIMMY PATRIOT" / JIMMY AND THE PATRIOTS |
| 13 | 16148 | "GLAD RAGS" / "NOW THAT YOU HAVE ME" / MAC WISEMAN |
| 14 | 16147 | "CHRISTMAS ISLAND" / "SILENT NIGHT" / KEELY SMITH |
| 15 | 16141 | "Night Theme" / "Theme from THE DARK AT
THE TOP OF THE STAIRS" / BOB CROSBY
and the Bobcats |
| 16 | 16127 | "SLIPPING AROUND" / BETTY JOHNSON |
| 17 | 16138 | "GLORY OF LOVE" / WINK MARTINDALE |

"THE NATION'S BEST SELLING RECORDS"

VOX JOX

By JUNE BUNDY

GIMMEX: Specs Howard, KYW, Cleveland, is going to the dogs these days—literally—via two promotions aimed at the canine set. "Spec's Dog House," spotlights cute puppies, which are available to listeners for a small fee from the Cleveland Animal Protective League. "The Dog-gone Bulletin Board" allows listeners to post notices of lost or strayed dogs. . . . **Buddy (Rigor) Morris**, program director of KDAN, Eureka, Calif., recently conducted three half-hour interviews with TV's "Mr. Lucky."

Pete Myers, WNEW, New York, staged a "Bumper-to-Bumper" contest this month, whereby listeners were asked to write about their most horrendous experience in driving to or from work in Manhattan's maddening traffic. Five winners are going to and from work this week in chauffeured Rolls Royces. . . . Station WINS, New York, reports that over 60,000 listeners have registered for the Record Review Board, a feature of Murray Kaufman's new "The Swingin' Soiree" show (7-11 p.m.). The seven-week-old program, which features a nightly record review board of dialers, who listen to the new releases on the show and vote on them, is the No. 1 rated show in its time period according to the latest Pulse and Hooper surveys.

GAB BAG: Tom Edwards, WADC, Akron, O., and WEWS-TV, Cleveland, writes: "I wish artists like Carl Smith and Webb Pierce could read my mail wherein the listeners ask for more of the older records by them—the ones which go back seven to 10 years. I'm sure it comes as no surprise to these artists to find out that country folks aren't buying the r.&r. and pop sound. By the same token, the city folks aren't buying that r.&r. sound by the country artists either. Most country artists are making a pretty good living off their personal appearance tours. They work three to five nights a week when pop artists are happy to get an occasional TV shot or work a weekend night club date. You don't sell as many records as the pop artists supposedly do, but you make your loot in the theaters, parks, arenas and gymnasiums around the country."

In a similar vein, Joe Morris, general manager of WGUS, Augusta, Ga., writes: "We play only country music—no rock and roll or middle of the roads. Records are carefully screened. We all appreciate new sounds but it's time that record men realize that the true and faithful country and western fan still likes true country music and no slick, streamlined revamping is necessary to sell it." The c.&w. format has been in force at WGUS for little more than a year. Today, Morris reports, "Pulse verified that almost one out of every three radio homes in this area are country and western fans. Penetration was 30.7 per cent, second only to Nashville."

CHANGE OF THEME: Veteran spinner Maurice Jackson has moved from WTVN, Columbus, O., to WHOK, Lancaster, O. . . . New Managing director of WBOY, radio and TV, Clarksburg, W. Va., is Robert O. Runnerstrom. . . . Dave Matson, ex-WEEL, Fairfax, Va., jock and more recently a TV cameraman at WFIL-TV, Philadelphia, has joined WFMD, Frederick, Md. . . . Teen-aged deejay Candy Lee, formerly with WDOK, Cleveland, is now attending Baldwin-Wallace College, Beria, O., as a freshman and is emceeing a three-hour show over the campus outlet WBWC.

"Top 10 Dance Party," a syndicated TV record hop series packaged by Victor and Richards and produced by Alan Sands, is now in its sixth year of syndication. The show is mainly sponsored by local soft-drink bottlers and department stores. Many of the sponsors have been with the series for three or four years. One—Coca-Cola Bottlers of Memphis—has sponsored the series locally for more than five years. . . . Scott McLean, general sales manager of WLW, Cincinnati, is the newly elected president of the Quality Radio Group, Inc.

San Francisco State College resumed its all-student deejay show on KSFO, San Francisco. The hour-long program, produced and emceed by students from the college radio-TV department, is heard from 9 to 10 p.m. on Sundays. . . . TV jock Buddy Deane, WJZ-TV, Baltimore, appeared on NBC-TV's network show "Saturday Prom Date," November 12. Deane appeared with four couples from his teen-age "committee," who introduced a new dance-step to network audiences—the "Fish Walk," created by Joe Cash, one of Deane's assistants and a committee member. Johnny Carolo's waxing of the same title was played on the NBC show at that time.

Starting November 28, WCBS, New York, will feature a new "At Your Service" theme on three afternoon disk shows emceed by Martha Wright, Ken Banghart and Bob Dixon. In addition to playing records, each spinner will concentrate on a different service theme. Dixon will emphasize features—interviews, etc. Miss Wright will aim to interest the hausfrau and Banghart will utilize a "hard" new approach.

TEXAS: Tony Bessan, formerly deejay-program director of KMAC, San Antonio, has joined KITY-FM, same city. . . . New spinner at KNUZ, Houston—on the "Nightbeat" show—is Joe Walker, ex-KQUE-FM, Houston. . . . Leonard Masters, program director and classical music deejay at KHFI-FM, Austin, Tex., has been named manager of the Texas Theater, a local art house. He will continue his chores at KHFI-FM. . . . Bill Holley, KBOX, Dallas, and Irving Harrigan, KLIF, Dallas, were on hand to help customers select records at SAGE, a local discount store, last week. The deejays were participating in SAGE's third anniversary celebration. . . . Paul Berlin, Arch Yancey and Jerry Rice (all KXYZ, Houston, spinners) will compete in a yo-yo contest at a local shopping center this week. Winner gets a gold-plated yo-yo.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Freeman Scores With 'Dark at the Top' Theme

Ernie Freeman, Imperial recording artist, was born in August, 1929, in Cleveland.

Freeman's big instrumental hit in 1957 was "Raunchy," followed by more disk success on Imperial with "Lost Dreams," "Spring Fever," "Lost Weekend" and "Rose Marie."

Freeman plays piano and organ expertly and with his group has made numerous personal appearances in many cities thruout the country.

Currently his recording of "Theme From the Dark at the Top of the Stairs" has topped the competition on the tune by moving up on the "Hot 100." Freeman's latest album has the same title.



'Psycho' Strong for Hendricks on Sue

Bobby Hendricks was born February 22, 1938, in Columbus, There he attended Junior High School until his family moved to Detroit when he was nine years old. They returned to Columbus when he was 16 where he finished high school.

He started his singing career in Columbus with a vocal group from Baltimore called the Swallows. The Drifters discovered Hendricks while he was with the Swallows and signed him to replace their lead singer who was drafted in the Army. He recorded "Moonlight Bay" and "Drip Drop" with the Drifters.

Soon after, Hendricks was signed to a long-term contract with Sue Records by proxy Henry Murray Jr. His initial release on the Sue label, "Itchy Twitchy Feeling," was a solid hit and now he has another in "Psycho," which is rapidly climbing the "Hot 100."

YESTERYEAR'S TOPS—

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

NOVEMBER 26, 1955

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

NOVEMBER 25, 1950

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

MUSIC AS WRITTEN

New York

Ray Conniff and his ork are drawing standing room crowds at their concerts thruout the country. Conniff not only has his full ork and chorus on his concert dates, but also carries along a mass of stereo equipment which is installed in the concert halls. Tour winds up on December 2 at the Shrine Auditorium in Los Angeles. . . . The talent signings at Colpix last week should have read Billy Sills, Jill Talmadge and Hal Waters. Bob Marshall and Alan Bregman are Sill's managers. . . . Vocalist Bobby Long is out promoting his disk "Jersey City" on the Fountainhead label in the mid-west. . . . Maypole Records has signed a new Boston vocal group, the Shades. . . . Dick Schory will conduct an electronic orchestra at a concert showing the contributions of science to music at Chicago's Orchestra Hall on December 5. . . . Olympia Distributors of New York has taken on the new Dunes label, with Ray Peterson as the first artist. Label is a subsidiary of Big Top. . . . George Brown and wife Wandra became the parents of a boy, George Lewis Brown Jr., last week. Brown is the manager of the Crew Cuts and Lou Monte, his wife is the former thrush Wandra Merrill. . . . Trude Adams is set for two shows on BBC-TV out of London in December. . . . Lorrie Woode of Atlas Records, whose latest waxing is "The Same Age," is heading up to Connecticut next week to push her new release.

Members of the Modern Jazz Quartet have invested in the Hunter Ski Bowl, one of the Catskill's new ski resorts in New York State. John Lewis of the MJQ, by the way, composed the music for the forthcoming Belafonte TV spectacular called "Portrait of a Postal Zone." . . . Ramsey Lewis has cut a Christmas disking for the Argo label. . . . Cleffer Henry Tobias has resigned his post as program director at Miami's Fontainebleau Hotel to devote his full time to songwriting, publishing, personal management and TV. . . . Laurie Records is handling national distribution of the new Jimmy Starr release on Laurel "Choo Choo to Heaven." . . . Bob Schwartz of Laurie Records, and Vicki Rohrbach of the Top Rank Co-operative, have set the date of December 22 for the wedding. . . . Edward MacDowell has been elected to the Hall of Fame of New York University. . . . Sol Kaplan composed the jazz score for the flick "Girl of the Night." Saunders Music is publishing. . . . Jerry Teifer has started Ricar Productions, an independent recording firm, and talent management firm. Other execs in Ricar are Russell Carr, Harold Risinger and Anna Carr. . . . Dick Shawn has signed with RCA Victor. . . . Summit Distributors are now handling the Vanguard line in Chicago.

Bob Rolontz

Hollywood

You can expect word on Verve's public stock issue in January. Accounting firm is now in the midst of preparing necessary pre-filing data. . . . Liberty predicts the second half of the year will hit a new high in the company's sales and earnings. Label claims sales for the six-month period will top the \$4,000,000 mark and earnings will exceed \$350,000. Last year only two artists were responsible for more than 40 per cent of Liberty's sales. This year, no single artists have more than a 10 per cent share of the company's sales.

When United Artists wanted to use the name Ultra Audio for its subsid label, it discovered that rights to that tag belonged to Olver Berliner's Oberline, Inc. The Berliner firm operates Tropicana Records, Hall of Fame Publishing (among others) and an audio products manufacturing concern called Ultra Audio. Berliner concluded an agreement with UA allowing the latter to use the Ultra Audio tag with the understanding that UA would restrict its use to recordings, while Berliner agreed not to use it on disks.

Producer Frank Russell moves into the record field with a new label called Five-Ten and has signed Champ Butler as its first artist. Five-Ten will operate as a subsid of the movie maker's firm, Russell Films, Inc. First Butler sides: "Rock Hudson Rock" b-w "Let's You and Me." According to the diskery's announcement, Russell is setting up his own music publishing firm, Mamalene, "to handle all tunes recorded under the new label." Russell produced "Heroes Die Young" film release by United Artists. Five-Ten is being distributed nationally with George Jay handling its national promotion.

George Greeley will baton a band and serve as keyboard soloist on a Coast concert tour starting at Santa Ana (Calif.) and will hit cities from San Diego to Seattle plus bookings in Salt Lake City, Denver, Phoenix, Tucson and Albuquerque. He's now working on his seventh album release for the Warner label plus continuing arranging assignments for Pat Boone, Tony Martin, Louis Prima and recording for the newly formed Weber label with Don Ralke's band providing the background. . . . Folk singing threesome, the Tarriers, booked for five weeks into LA's Ash Grove.

Erroll Garner is top-billing WB's top-selling comic Bob Newhart. Reason: earlier this year when Newhart was booked, William Morris pact specified that he be bolstered with another attraction — at a time before Newhart has proved his drawing power. Deal with Garner specified that he get top-billed. . . . Columbia's Brothers Four are now playing Salt Lake's Terrace Friday (18). . . . Warner music man Ray Heindorf will helm the music chores for WB's pic version of "The Music Man." Lee Zitto

Cincinnati

Jim (Mouseketeer) Dodd and wife Ruth visited homefolks and friends here for four days last week, while Jim spread the gospel on his new Imperial album, "Swing a Spell." On Thursday (17), Dodd did a guest shot on Ruth Lyons' "50-50 Club" via WLW-T and the Crosley Broadcasting four-city TV network. The Dodds

(Continued on page 37)

*going overboard?
not on your life!*

*these are seven great tunes
from*

*"The Unsinkable
Molly Brown"*

DINAH SHORE • RECORD No. 4476

I ain't down yet

GUY LOMBARDO • RECORD No. 4477

Belly up to the bar, boys

THE FOUR PREPS • RECORD No. 4478

I've a'ready started in

TEX WILLIAMS • RECORD No. 4479

Are you sure

JACK MARSHALL • RECORD No. 4480

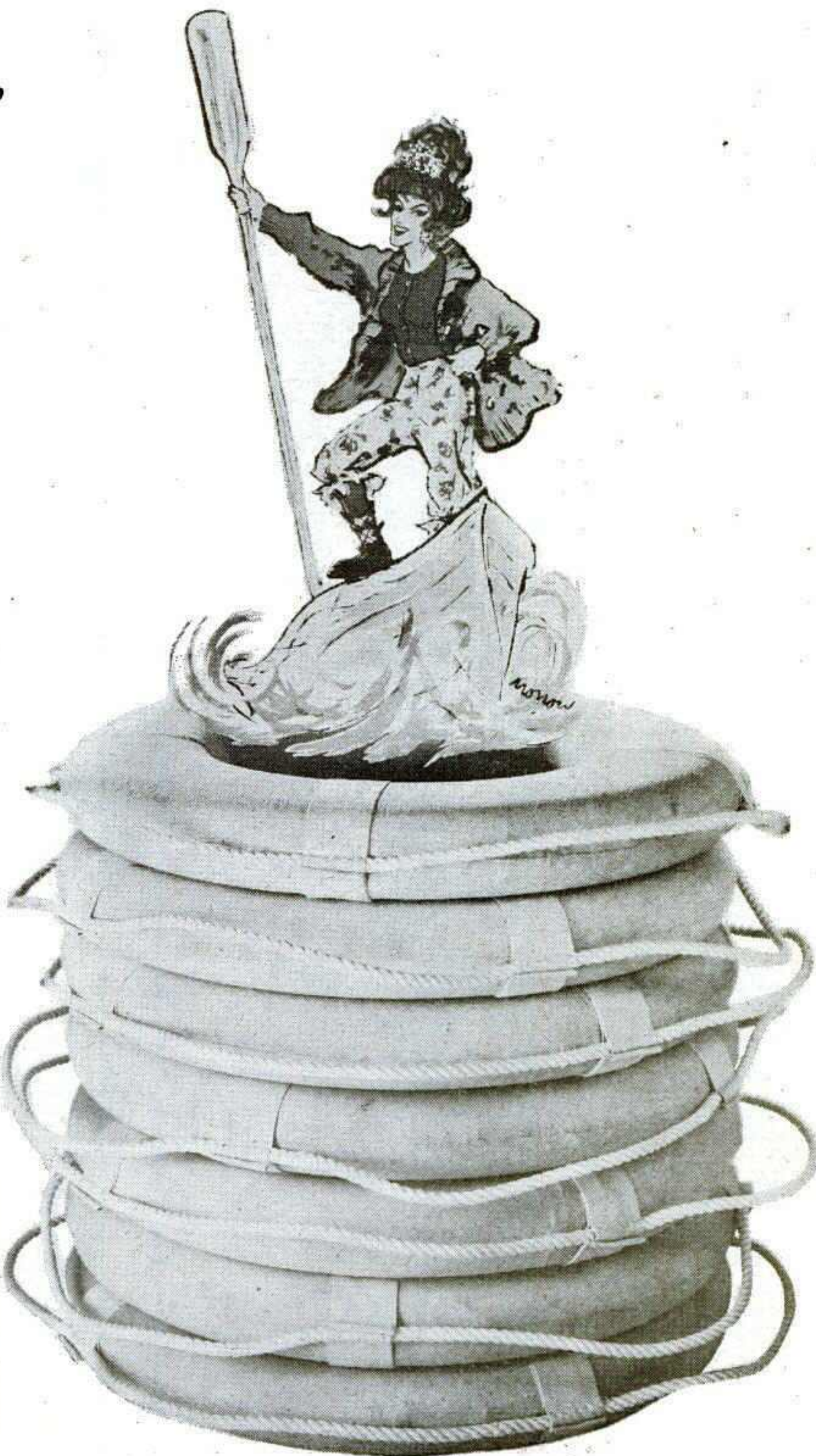
Keep a hoppin'

NAT KING COLE • RECORD No. 4481

If I knew

GORDON MacRAE • RECORD No. 4483

Dolce far niente

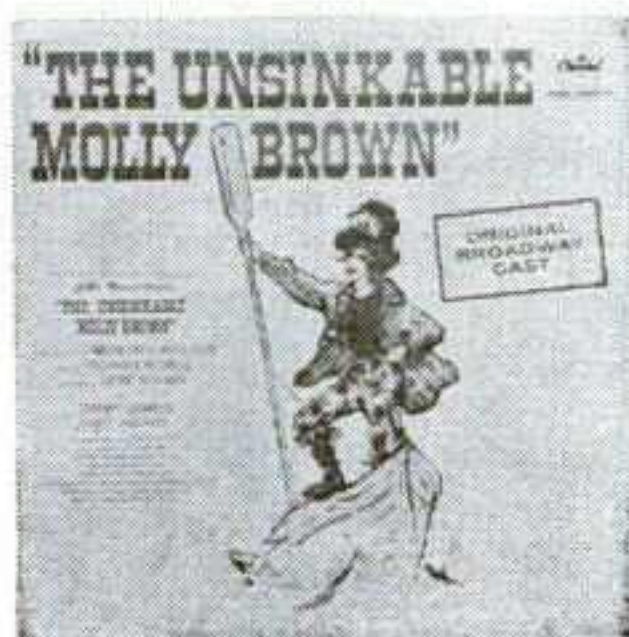


UNDER WEIGH AND ON ITS WAY TO YOU NEXT WEEK

...the original Broadway cast

album

(No. (S)WAO-1509)



HEADING TO THE
TOP!!!!!!!

THE EVERLY
BROTHERS

LIKE



STRANGERS

CADENCE 1388

MUSIC AS WRITTEN

• Continued from page 34

will make Cleveland, Philadelphia and New York before returning to Hollywood. . . . The Limelites opened Monday (14) at the Racquet Club, Dayton, O., to remain thru November 30. Cab Calloway follows in December 1. . . . Joe Cooper, former bassist with the Duke Ellington ork, has taken his trio into the Four Oases of the Sahara Motor Hotel in downtown Cleveland for an indefinite stand. With Cooper are pianist Bross Townsend and drummer Richard Harris.

Jack Reynolds, who recently quit his deejay chores at WSAI here over a salary squabble, sat down last week with WSAI's new general manager, C. L. (Chick) Doty, with the two ironing out the differences amicably. The result: Reynolds returns to his old spot on the station, 3-7 p.m. daily, starting Monday (21). Reynolds sued November 4 to recover \$2,600 allegedly due him in a salary deal made with former WSAI veepee-general manager, Howard Eicher. Reynolds' attorney has asked for dismissal of the suit in Common Pleas Court. . . . Johnny Mathis, in town with Andre Tahon and the Hermes Pan Dancers for a one-nighter at Cincinnati Gardens Saturday (19), greeted local deejays, music men and the press at a cocktail session and buffet at the Sheraton Gibson Hotel Thursday evening (17), with Art Miller, local Columbia Records chief, playing host for the occasion.

Jerry Weiner, local RCA Victor Records boss, and wife returned here last week from a fortnight's vacation motor trip to New York in time to take off almost immediately for a business trip to Detroit. Jerry is waxing hot on Perry Como's new single release, "Make Someone Happy," from the new show, Do, Re, Mi, which opened November 7 in Philadelphia. . . . For a girl who has everything, Julie Godsey, Jerry Weiner's girl Friday, hit the epitome last week when her twin brother James, serving overseas, sent her among all things, a camel saddle. She's figuring on tying it in some way with Sam Fletcher's new RCA Victor release, "Tall Hope."

Harry Carlson, Fraternity Records chief, returned Friday (18) from Cleveland and Pittsburgh where he says he found excellent reception for his firm's new release, "Where Will I Go to Forget," by Lindy Estes, Owensboro, Ky., youngster. On Sunday (19), young Estes did a guest spot on the Bob Holiday and Stan Scott shows on WING, Dayton, O., and the previous weekend worked hops in the Cincy area for WCPO's Dick Provo, Myles Foland and Jim Dandy and WLW's Bob Braun. . . . Goble Pollock, deejay at WCBL, Benton, Ky., who recently debuted as a singer, is pushing his new yule coupling on Lee Records, "Let's Make This Christmas the Merriest of All" b/w "That's What I Like About Christmas." . . . Area thrush Ada Lee, now working under the guidance of George Wein, Boston nitery op and jazz festival producer, has signed with Atlantic Records. She is slated for an early tour with Oscar Peterson.

Bill Sachs

Nashville

Jim Reeves joined Chet Atkins in New York last Thursday (17) for the celebration of Steve Sholes' 25th anniversary with RCA Victor at the St. Moritz. . . . George Hamilton IV has recently been signed by RCA Victor. . . . Fred Foster directed a Monument session by Paul Clayton at the RCA Victor Studio last week. . . . Boyd Records' Ral Phillips was in town recently looking for material. . . . Starday's Don Pierce has formed Nashville Music Agency, Inc., to handle, among other things, custom record manufacture, custom masters and radio ET's and jingles for c.&w. jocks. . . . Moon Mullican has recently been signed by Starday. Starday Sound Studios has had Moon, Billy Todd, Carl Story, Buddy Wright, Bill Parsons, Lee Mace and Cowboy Copas in for sessions so far this month.

Acuff-Rose Publications is excited over Tommy Zang's new Hickory release, "Hey, Good Looking" c/w "With Love (For You)." . . . Minnie Pearl appears at the Waldorf-Astoria, New York, Wednesday (23) for a banquet date booked by the Jim Denny Artists Bureau. Denny office has signed Lonzo and Oscar. . . . Decca's Red Foley was at the Bradley Studio recently for the first string of sessions in some time. Owen Bradley directed the Foley sessions as well as those by Decca's Patsy Cline and Ronnie Self. . . . Lenny Dee is due in town this week for Decca sessions at the Bradley Studio, and M-G-M's Jim Vienneau is booked in there for string of dates, along with Mercury's Shelby Singleton.

Pat Twitty

Toronto

Canadians have taken a shine to a couple of singles from Germany. Lolita singing "Sailor" for Kapp has been No. 1 on Toronto radio for three weeks. So if Don McKim of Phonodisc, Kapp distributor, sings a little German, he may be excused. George Offer of Decca has also picked up a little German as his "Wonderland By Night" with Bert Kempfert, imported from Polydor, moves to the top of the list. . . . Noreen Parker and Denyse Ange are booked into Le Cabaret Supper Club here, and Buddy Greco swings into Town Tavern for boniface San Berger. . . . Clem Hambourg reports he once taught Pierre Salinger jazz piano. Salinger is now press secretary for President-elect Kennedy. Hambourg operates an after-hours jazz spot. . . . Edmonton songwriter Harvey Judd has had his "The Butterfly Tree" recorded by Robin Clark on Capitol. . . . Walter Munro, Bernie Early and Clarence Charters, who collaborated on "Rockin' Reindeer" for BMI, drove in from Ottawa for Quality's Christmas Party, in honor of songstress Rhonda Silver, rock'n'rolling teen-ager who cut song.

Canadians were happy to see appointment of Robert Pampe, managing director of Columbia Records of Canada, Ltd., as a director-at-large of the Country Music Association. . . . CHUM deejays Al Boliska, John Spragge, (Continued on page 60)

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.

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

HARRY BELAFONTE Returns To Carnegie Hall is the title of RCA's newest album from the man who brought folk singing into its own with other musical forces such as jazz, opera and the classics. This second Belafonte Carnegie LP (recorded live during his engagement there) also features folk singers Odetta and Makeba, the Chad Mitchell group and the Belafonte Folk Singers. One of the world's best known artists, Belafonte is currently on a tour that will take him to Toronto, Canada for a two-week engagement at the O'Keefe Center beginning November 21, the Opera House in Chicago, December 5 thru 11, and then to San Juan, Puerto Rico, December 20 thru 31.

TERESA BREWER, mother of four young daughters, lends a heartfelt vocal to a country-flavored theme on her newest from Coral, When Do You Love Me. Flip is an oldie, Have You Ever Been Lonely. Mrs. Monahan (she's married to her manager, Bill Monahan) will appear on the Ed Sullivan TV Show December 11. Her million sellers include Music, Music, Music; Ricochet; and Till I Waltz Again With You.

ANITA BRYANT: Beauty, vocal talent and several hit records in a row have made Anita Bryant one of the top female singers on the scene today. Her latest from Carlton Records, Wonderland By Night, is the first lyric version of the tune that's already on the charts in two other versions. Flip side is Pictures, a good ballad—both tunes were Spotlighted by Billboard. Carlton is releasing a new Bryant album, In My Little Corner Of The World, which is the title of her current hit. Coming personal appearances for Miss Bryant include the Sports Show in Portland, Ore., November 23-27; December 4 the Ed Sullivan TV show; Scioffa's Club in Philadelphia December 5-10; Eden Roc in Miami, January 18 for six days, and Eddie's Supper Club in Kansas City, February 17 thru March 2.

BIRTHDAYS OF THE WEEK: Nov. 22, Hoagy Carmichael (his Georgia On My Mind currently enjoying new life via Ray Charles' record), and Ethel Smith. Nov. 26, Fred Astaire.

CAMELOT: Music from the forthcoming Broadway musical is the subject of a new album release on Time Records. This is a Percussion album of the Lerner & Loewe musical and is the first Camelot album on the market. Hugo Montenegro scored and conducted the 44-piece orchestra in what Billboard rated a "first-class" job.

MARK DINNING could come back into the hit ranks with his newest for M-G-M, The World Is Gettin' Smaller b/w She Cried On My Shoulder. Top side is a ballad about kids who need a place to be alone. Flip is a ballad of love that is gone. Previous hits from the young singer from Grant County, Okla., were Teen Angel and A Star Is Born.

FERRANTE & TEICHER, the piano duo, have done it again! Having scored with Theme From The Apartment, they are now getting chart action with their latest United Artists theme release, Exodus. Rates a Star Performer on Billboard's Hot 100 this week. They also come thru with a first-rate version of two musical comedy tunes, Lida Rose, from Music Man, and Take Me Along, title tune from the legit hit, on another label, ABC-Paramount.

FOUR LADS, Frank Busseri, Bernard Tourish, James Arnold, and Corrado Codarini, offer expressive vocalizing on a teen-styled ballad, Just Young, their latest from Kapp Records. The boys from Canada have received a Gold Record for such disks as No Not Much and Who Needs You?

WANDA JACKSON, c.&w. singer, comes back in her best Let's Have A Party style via her newest for Capitol, Mean, Mean Man. Miss Jackson and her new group, the Party-Timers, are presently playing several weeks of one-nighters thru Kansas, Oklahoma and Texas, prior to their stint at the Golden Nugget, Las Vegas, for six weeks beginning December 15.

CARMEN McRAE: Billboard rates Carmen McRae's first since signing with Mercury Records a Special Merit Spotlight for Pop Disk Jockey Programming. Title is The Very Thought Of You. Flip is Oh! Look At Me Now, an up-tempo version over fine backing by the Belford Hendricks ork. Carmen, one of the foremost exponents of cool jazz, is presently thrilling European audiences with her warm, sensitive and rhythmic singing style.

RAY PETERSON has left RCA to form his own label in partnership with his manager. New label is tagged Dunes Records and the first release is Corinna, Corinna, an appealing tune sung with tenderness and showmanship by Peterson. Flip is Be My Girl. His highly unusual four and one-half octave range enables him to sing ballads, rock 'n' roll and spirituals with equal ease. Ray will be singing his newest and his big hit, Tell Laura I Love Her, at the Dunes Hotel, Las Vegas, December 1 for six weeks.

JOHNNY POWER is a new name on the scene making it with A Teenage Prayer, a smart updating of the hit. N.Y.C.-born, 19-year-old Johnny has a distinctive teen touch, not unlike the earlier Johnnie Ray. The label is also new on the scene, Triodex Records, who record the Challengers performing a Johnny Power tune, Lazy Twist.

ELVIS PRESLEY, an international legend at 25, is just one position away from Number One on Billboard's Hot 100 Chart this week. His Are You Lonesome Tonight jumped from 35 to 2 in just one week. Reports from London tell us that his record, It's Now Or Never, is the fastest selling single ever in Britain. A week after it was issued there (October 28) it sold 780,000 copies.

THE UNSINKABLE MOLLY BROWN is ready for deejay spins today (November 21). Capitol Records announced last week that the original cast album of the Meredith Willson musical and single releases from the score were released in time to meet this "spin" date. No songs from the musical were permitted performed before today. The show opened in New York November 3, starring Tammy Grimes, and the original cast album was recorded on the 13th.

ADAM WADE'S current night club success at the Roundtable in N.Y.C. is augmented by the release of his strong, new Coed Records' single, Gloria's Theme b/w Dreamy, a two-sided Billboard Spotlight Winner. Dreamy is the Erroll Garner tune, while Gloria's Theme is from the movie Butterfield 8.

LAWRENCE WELK, TV's champagne music-maker, will probably have his first hit single release via Last Date, an entry on Billboard's Hot 100 Chart this week. Some good easy-listening music is available on his Dot albums; Mr. Music Maker, Voices And Strings; Welk Glee Club, and Dance With Lawrence Welk.

PROMOTION DAYS & WEEKS: November 23 is Repudiation Day in Maryland and Latin American Day. November 24 begins Worldwide Bible Reading Month, thru December 24. November 24 is, of course, Thanksgiving Day. November 27 is Quarterly Temperance Sunday.

See you in seven swingin' days.

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

CHURCH KEY—The Revels . . . Liberty
CONFIDENTIAL—The Fleetwoods . . . Liberty
GLORIA'S THEME—Adam Wade . . . Coed
I LOVE YOU SO—The Fleetwoods . . . Liberty
LIKE STRANGER—Everly Brothers . . . Cadence
LOVE ME—Sam Cooke . . . RCA Victor
MAIN THEME—Mantovani . . . London
ROCKIN' AROUND THE CHRISTMAS TREE—
 Brenda Lee . . . Decca
RUBBER BALL—Bobby Vee . . . Liberty
SAD MOOD—Sam Cooke . . . RCA Victor
TODAY I SING THE BLUES—Aretha Franklin . . . Columbia
WONDERLAND BY NIGHT—Anita Bryant . . . Carlton

ALBUMS

BILL CARTY BLASTS OFF—Bill Carty . . . Stereodiddies
BRAHMS' CONCERTO NO. 2—Sviatoslav Richter . . . RCA Victor
DELLA, DELLA, CHA, CHA, CHA—Della Reese . . . RCA Victor
THE UNSINKABLE MOLLY BROWN—
 Andre Kostelanetz . . . Columbia

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.



MANTOVANI

Main
Theme
from

Exodus

Truly inspiring...
Imaginatively interpreted..
Beautifully performed...
Probably the finest
theme recording
ever made

LONDON
RECORDS

45 #1958

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MEET AMERICA'S 2 NEW SWINGIN' GALS



RAMONA

#1954

Blue Diamonds

LONDON
RECORDS

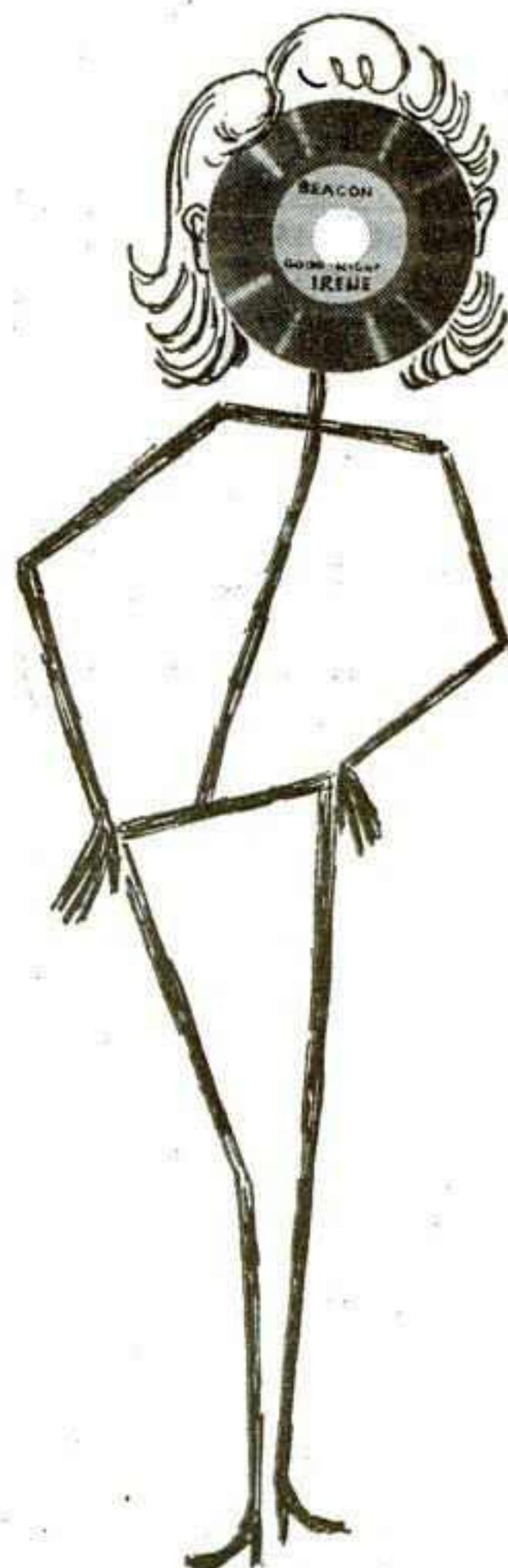
GOOD-NIGHT IRENE

#201

The Clippers

BEACON
RECORDS

ONE OF THE **LONDON GROUP** OF HIT LABELS.



BOTH ARE SURE TO MAKE A HIT WITH YOU!

FOR WEEK ENDING NOVEMBER 20

The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. BUTTON-DOWN MIND OF BOB NEWHART ... 28 Warner Bros. W 1379	
2		3. NICE AND EASY 14 Frank SinatraCapitol W 1417	
3		4. G. I. BLUES 4 Elvis PresleyRCA Victor LPM 2256	
4		2. STRING ALONG 15 Kingston Trio.....Capitol T 1407	
5		31. BUTTON-DOWN MIND STRIKES BACK 2 Bob NewhartWarner Bros. W 1393	
6		5. JOHNNY'S MOODS 13 Johnny Mathis.....Columbia CL 1526	
7		17. SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II 4 Assorted Artists.....RCA Victor LM 6088	
8		9. ENCORES OF GOLDEN HITS 37 PlattersMercury MG 20472	
9		8. EDGE OF SHELLEY BERMAN 18Verve MGV 15013	
10		13. DARIN AT THE COPA 6 Bobby DarinAtco 122	
11		6. WILD IS LOVE 4 Nat King Cole.....Capitol WAK 1392	
12		11. SAY IT WITH MUSIC 7 Ray Conniff.....Columbia CL 1490	
13		12. BRENDA LEE 14Decca DL 4039	
14		10. GENIUS HITS THE ROAD 7 Ray Charles.....ABC-Paramount ABC 335	
15		16. BALLADS AND RHYTHMS OF BROADWAY 6 Johnny Mathis.....Columbia C2L17	
16		15. MACK THE KNIFE—ELLA IN BERLIN 11 Ella Fitzgerald.....Verve MGV 4041	
17		20. SOLD OUT 31 Kingston Trio.....Capitol T 1352	
18		7. REJOICE DEAR HEARTS 22 Brother Dave GardnerRCA Victor LPM 2083	
19		14. PAUL ANKA SINGS HIS BIG 15 21ABC-Paramount LP 323	
20		19. KICK THY OWN SELF 13 Brother Dave Gardner.....RCA Victor LPM 2239	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		— THIS IS BRENDA 1 Brenda Lee.....Decca DL 4082	
22		22. BEN-HUR 31 Rome Symphony Orch./Savina.....M-G-M 1E1	
23		28. MEMORIES SING ALONG WITH MITCH 2 Mitch Miller.....Columbia CL 1542	
24		36. MORE ENCORES OF GOLDEN HITS 2 PlattersMercury MG 20591	
25		40. KNOCKERS UP 3 Rusty Warren.....Jubilee JLP 2029	
26		18. RAY CHARLES IN PERSON 17Atlantic LP 8039	
27		24. MY NAME IS JOSE JIMENEZ 17 Bill Dana.....Signature SM 1013	
28		29. CAN CAN 30 Sound Track.....Capitol W 1301	
29		25. TWIST 3 Chubby Checker.....Parkway P 7001	
30		27. SONGS TO REMEMBER 16 MantovaniLondon L.L. 3149	
31		26. MR. LUCKY 35 Henry Mancini.....RCA Victor LPM 2198	
32		34. DOWN TO EARTH 10 Jonathan Winters.....Verve MGV 15011	
33		21. LOOK FOR A STAR 15 Billy Vaughn.....Dot DLP 3322	
34		33. ENCORES—SANTO AND JOHNNY 9Canadian-American CAL 1022	
35		— SENTIMENTAL SING ALONG WITH MITCH 21 Mitch Miller.....Columbia CL 1457	
36		37. WOODY WOODBURY LOOKS AT LOVE AND LIFE 38Stereoditties MW 1	
37		39. THEME FROM A SUMMER PLACE 31 Billy Vaughn.....Dot DLP 3276	
38		— FOLK SONGS SING ALONG WITH MITCH 34 Mitch MillerColumbia CL 1316	
39		30. LAUGHING ROOM 22 Woody WoodburyStereoditties MW 2	
40		— BYE BYE BIRDIE 10 Original Cast.....Columbia KOL 5510	

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..... 83	
2		1. THE SOUND OF MUSIC , Original Cast, Columbia KOL 5450... 49	
3		3. JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1133... 134	
4		5. SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. I , Assorted Artists, RCA Victor LM 6074..... 52	
5		4. SOUTH PACIFIC , Sound Track, RCA Victor LOC 1032..... 139	
6		8. SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1160... 123	
7		6. HEAVENLY , Johnny Mathis, Columbia CL 1351..... 62	
8		9. MY FAIR LADY , Original Cast, Columbia OL 5090..... 242	
9		7. FROM THE HUNGRY I , Kingston Trio, Capitol T 1107..... 93	
10		10. OUTSIDE SHELLEY BERMAN . . . Verve MGV 15007..... 52	
11		14. ITALIAN FAVORITES , Connie Francis, M-G-M E 3791..... 42	
12		15. SOUTH PACIFIC , Original Cast, Columbia OL 4180..... 337	
13		13. KINGSTON TRIO , Capitol T 996..... 75	
14		12. BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LOC 6006 55	
15		11. MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1243 97	
16		16. OLDIES BUT GOODIES , Assorted Artists, Original Sound 5-001 62	
17		22. FAITHFULLY , Johnny Mathis, Columbia CL 1422..... 45	
18		17. GIGI , Sound Track, M-G-M 3641 ST..... 125	
19		19. THE MUSIC MAN , Original Cast, Capitol WAO 990..... 143	
20		24. PARTY SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1331 48	
21		20. KING AND I , Sound Track, Capitol W 740..... 203	
22		18. KINGSTON TRIO AT LARGE , Capitol T 1199..... 75	
23		21. FLOWER DRUM SONG , Original Cast, Columbia OL 5350... 78	
24		23. OKLAHOMA! Sound Track, Capitol SAO 595..... 214	
25		25. HERE WE GO AGAIN , Kingston Trio, Capitol T 1258..... 55	

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. NICE AND EASY 13 Frank Sinatra.....Capitol SW 1417	
2		1. STRING ALONG 14 Kingston Trio.....Capitol ST 1407	
3		3. BONGOS 13 Los Admiradores.....Command S 809 SD	
4		4. PERSUASIVE PERCUSSION, VOL. II 14 Terry Snyder and the All StarsCommand RS 808 SD	
5		11. PROVOCATIVE PERCUSSION, VOL. II 10 Enoch Light and the Light Brigade.....Command RS 810 SD	
6		9. BEN-HUR 27 Rome Symphony Orch. Savina.....M-G-M 1E1	
7		17. MEMORIES SING ALONG WITH MITCH 4 Mitch Miller.....Columbia CS 8342	
8		19. BONGOS, FLUTES AND GUITARS 5 Los Admiradores.....Command S 812	
9		5. JOHNNY'S MOODS 12 Johnny Mathis.....Columbia CS 8326	
10		7. LOOK FOR A STAR 13 Billy Vaughn OrkDot DLP 25322	
11		6. WILD IS LOVE 5 Nat King Cole.....Capitol SWAK 1392	
12		8. SAY IT WITH MUSIC 3 Ray Conniff.....Columbia CS 8282	
13		— G. I. BLUES 1 Elvis Presley.....RCA Victor LSP 2256	
14		16. GRAND CANYON SUITE 19 Morton Gould.....RCA Victor LSC 2433	
15		23. PARTY SING ALONG WITH MITCH 28 Mitch MillerColumbia CS 8183	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		13. CAN CAN 18 Sound Track.....Capitol SW 1321	
17		15. STEREO CONCERT 10 Kingston Trio.....Capitol ST 1183	
18		18. ELVIS IS BACK 11 Elvis Presley.....RCA Victor LSP 2231	
19		20. BALLADS AND RHYTHMS OF BROADWAY 8 Johnny Mathis.....Columbia C2S 803	
20		14. SENTIMENTAL SING ALONG WITH MITCH 18 Mitch Miller.....Columbia CS 8251	
21		21. WHITE SATIN 10 George Shearing.....Capitol ST 1334	
22		22. OPEN FIRE, TWO GUITARS 28 Johnny Mathis.....Columbia CS 8056	
23		24. LANZA SINGS CARUSO—CARUSO FAVORITES 28 Mario Lanza-Enrico Caruso RCA Victor LSC 2393	
24		25. WITH THESE HANDS 26 Roger Williams.....Kapp KS 3030	
25		26. DARIN AT THE COPA 6 Bobby Darin.....Atco S 112	
26		27. LATIN A LA LEE 22 Peggy Lee.....Capitol ST 1290	
27		28. THIS IS DARIN 29 Bobby Darin.....Atco SC 115	
28		— WEST SIDE STORY 1 Original Cast.....Columbia OS 2001	
29		29. MUSIC FOR READING 21 George Melachrino Strings.....RCA Victor LSP 1002	
30		30. MUSIC FOR BANG, BAA-ROOM AND HARP 25 Dick Schory's New Percussion Ensemble.....RCA Victor LSP 1866	

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..... 44	
2		2. SOUND OF MUSIC , Original Cast, Columbia KOS 2020..... 46	
3		3. PROVOCATIVE PERCUSSION, VOL. I , Enoch Light and the Light Brigade, Command RS 806 SD..... 44	
4		4. SOUTH PACIFIC , Sound Track, RCA Victor LSO 1032..... 79	
5		5. BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LSO 6006 53	
6		10. FILM ENCORES, VOL. I , Mantovani, London PS 124..... 67	
7		6. MY FAIR LADY , Original Cast, Columbia OS 2015..... 79	
8		— SING ALONG WITH MITCH , Mitch Miller, Columbia CS 8043... 43	
9		14. COME DANCE WITH ME , Frank Sinatra, Capitol SW 1069... 75	
10		— SOLD OUT , Kingston Trio, Capitol T 1352..... 30	
11		11. GIGI , Sound Track, M-G-M SE 3641 ST..... 72	
12		— TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO , Morton Gould, RCA Victor LSC 2345..... 32	
13		7. MUSIC MAN , Original Cast, Capitol SWAO 990..... 61	
14		8. FLOWER DRUM SONG , Original Cast, Columbia OS 2009... 35	
15		12. HEAVENLY , Johnny Mathis, Columbia CS 8152..... 61	
16		13. MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CS 8043 43	
17		15. KING AND I , Sound Track, Capitol SW 740..... 66	
18		— TCHAIKOVSKY'S PIANO CONCERTO #1 , Van Cliburn, RCA Victor LSC 2252 59	
19		— IT'S THE TALK OF THE TOWN , Ray Conniff, Columbia CS 8143... 30	
20		16. BLUE HAWAII , Billy Vaughn, Dot DLP 25165..... 60	

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOGRAPHIC LP'S

BASED ON SALES

IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF SONG HITS, VOL. 2 . . . Assorted Artists, RCA Victor LM 6088
2. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
3. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
4. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
5. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
6. SIXTY YEARS OF SONG HITS, VOL. 1 . . . Assorted Artists, RCA Victor LM 6074
7. RAVEL: BOLERO . . . Boston Symphony Orchestra (Munch), RCA Victor LM 1984
8. SCHUMANN: CONCERTO IN A MINOR . . . Van Cliburn, RCA Victor LM 2455
9. GROFE: GRAND CANYON SUITE . . . Morton Gould, RCA Victor LM 2433
10. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

STEREOPHONIC CLASSICAL ALBUMS

1. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
2. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
3. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
4. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
5. SCHUMANN: CONCERTO IN A MINOR . . . Van Cliburn, RCA Victor LSC 2455
6. GROFE: GRAND CANYON SUITE . . . Morton Gould, RCA Victor LSC 2433
7. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
8. THE LORD'S PRAYER . . . The Mormon Tabernacle Choir (Condie), Columbia MS 6068
9. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
10. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393

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

- (Stereophonic)
1. 101 Years of Familiar Songs
101 Strings . . . Stereo Fidelity 2 RS
 2. Soul of Spain, Vol. 1
101 Strings . . . Stereo Fidelity SF 6600
 3. Ebb Tide
Frank Chacksfield. Richmond S 30078
 4. Soul of Spain, Vol. 2
101 Strings . . . Stereo Fidelity SF 9900
 5. 101 Strings Play the Blues
Stereo Fidelity . . . SF 5800
 6. The Music Man
Various Artists . . . Lion SL 70091
 7. Concerto Under the Stars
101 Strings . . . Stereo Fidelity SF 6700
 8. Symphony for Lovers
101 Strings . . . Stereo Fidelity SF 4500
 9. Silver Screen
101 Strings . . . Stereo Fidelity SF 7000
 10. Quiet Hours
101 Strings . . . Stereo Fidelity SF 10200
- (Monophonic)
1. Soul of Spain, Vol. 1
101 Strings . . . Somerset P 6600
 2. Ebb Tide
Frank Chacksfield. Richmond M 20078
 3. 101 Years of Familiar Songs
101 Strings . . . Somerset 2 RS
 4. Hawaii in Hi Fi
Leo Addeo Orchestra . . . RCA Camden CAL 510
 5. 101 Strings Play the Blues
Somerset P 5800
 6. John McCormick Sings Irish Songs
RCA Camden CAL 407
 7. Silver Screen
101 Strings . . . Somerset P 7000
 8. Soul of Spain, Vol. 2
101 Strings . . . Somerset P 9900
 9. Good Housekeeping Reducing Off
the Record . . . Harmony HL 7143
 10. You Do Something to Me
Mario Lanza . . . RCA Camden CAL 450

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

MUSIC FROM EXODUS AND OTHER GREAT THEMES



Mantovani. London LL 3231—(Stereo & Monaural)—This new beautifully performed set is a panorama of current and past flick and stagemovie themes. It includes the themes from "Exodus," "A Summer Place," "Song Without End," "The Sundowners," "Irma La Douce," etc. Strong selling effort here with an attractive cover.

THE UNSINKABLE MOLLY BROWN



Original Broadway Cast. Capitol WAO 1509 — Meredith Willson's successor to "The Music Man" is a Broadway hit and this fine cast album production is likely to be, too. Here, Tammy Grimes, Harve Presnell and the splendid cast re-enact the fine score smartly and in a distinctly real life manner. The set also contains a hand-somely produced souvenir booklet on the show, its cast, producers, etc. A delightful package that will find plenty of favor in months to come.

Sound

CHA CHAS FOR DANCING BY MONTENEGRO



Hugo Montenegro. Time S-2018 — A brilliant big-band interpretation of the Latin beat, Montenegro assembled a 30-man complement for this date, including seven percussionists and the same number of saxes and trumpets. Four trombones also add a lot of color. The percussion is the highlight, with scratchers, jaw-bones, bongos, timbales, etc., all heard prominently and in a life-like manner. Set can reach a dual audience of the sound-minded audiophile and the Latin fans.

A BUNCH OF BONGOS



Willie Rodriguez and the International Stars. Grand Award GA 253 SD (Stereo & Monaural)—This brilliantly recorded album with Willie Rodriguez and the all-stars, with some of the top musicians and percussionists assembled together, is an outstanding disk, both sound-wise and musically. It is another in the series of spectacular sound albums, but it lists at the regular \$3.98 and \$4.98 price for mono and stereo, respectively. The percussionists come thru splendidly on such tunes as "Tico Tico," "Mambo Loco," and other meringues and cha chas.

Christmas

ODETTA: CHRISTMAS SPIRITUALS



Vanguard VRS 9079—Here's an unusual Christmas album, and one that should have strong appeal with Odetta's many, many fans. The fine spiritual singer handles a group of Christmas spirituals in her usual vibrant and sincere style. Songs include "Mary Had a Baby," "Go Tell It on the Mountain," "Shout for Joy" and "Beautiful Star."

Classical

VERDI: AIDA (HIGHLIGHTS)



Soloists; Vienna Philharmonic (Von Karajan). London OS 25206 (Stereo & Monaural)—The full three-disk set of the Karajan-conducted "Aida" has been one of the outstanding operatic recordings, setting landmarks in the stereo recording of operas. This one-disk selection of highlights should be among the biggest-selling operatic disks, partially because of the fame of the full set. Also, the work itself stands among the favorites, and the cast has considerable name value, headed by Renata Tebaldi, Carlo Bergonzi and Giulietta Simionato.

THE SECOND HURRICANE



Aaron Copland; New York Philharmonic (Bernstein). Columbia MS 6181 (Stereo & Monaural)—This play opera, originally written for high school performance in 1937, was revived in 1960 by Bernstein and the New York Philharmonic. It is a milestone in educational musical literature by the noted American composer, and it gets outstanding treatment under Bernstein's leadership. Cast includes soloists and chorus of the New York City High School of Music and Art. Bernstein is narrator. This uncommon work merits attention in class shops. Package is set off by an unusual cover.

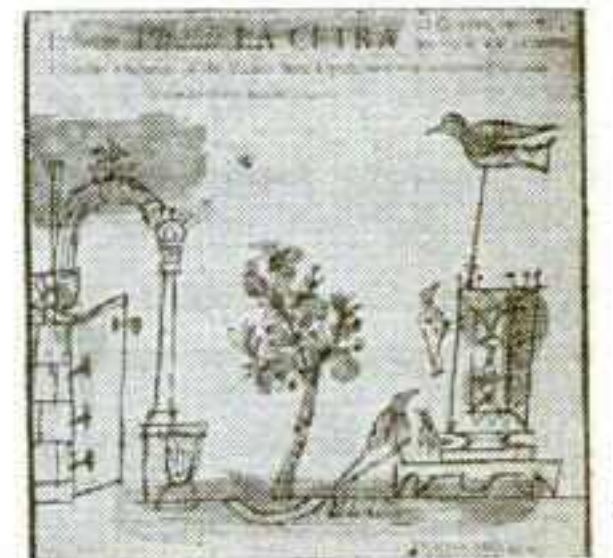
(Continued on page 44)

ALBUM COVERS OF THE WEEK



EDDIE BARCLAY
And His Orchestra
TWILIGHT
TIME

TWILIGHT TIME—Eddie Barclay and His Orchestra, Mercury SR 60167. Alluring cover shot of the lovely lady provides for prime display material. Colors are warm shades of brown and bright green.



VIVALDI: LA CETRA — Chamber Orchestra of the Vienna State Opera; Mekanowitzky, violin; (Golschmann), Vanguard BG-607-9. Striking line drawings in pink, moss green and black on a white background. Good display package.

COMING

this . is it !

this is

**THE
BIG
ONE
FOR
1960**



this is

The Billboard's
Famous
**YEAR-END
PROGRAMMING
& TALENT
ISSUE**



featuring ...

Billboard's
Big Annual
**DISK JOCKEY
POLL
RESULTS**



plus other important programming and talent buying features, including
the famous quarterly biographic and record data service,
TODAY'S TOP RECORD TALENT.



Three cha's for Della Reese! Everyone's diggin' her new L.P., featuring luminous Latin versions of great favorites like "Tea for Two," "Love for Sale," and "Let's Do It." It's stepping out big with Della fans and dance-record fans alike. Order, order... cha cha cha! LPM/LSP-2280. In Living Stereo and Monaural Hi-Fi.

RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



REDD FOX



**REDD'S
LATEST & HOTTEST
RELEASE!!!
'HAVE ONE ON ME'**

- DTL298, EP299, EP200
- Other Big Sellers . . .
- Laff Of The Party—214
- The Best Laff—01
- Redd Foxx Funn—290
- Racy Tales—275
- Sly Sex—295

DEALERS . . . Make money on all Redd Foxx hit albums. Ask your distributor for the new complete Dooto catalog.

DEEJAYS . . . Send for these potent singles!
1. Two Crazy Scientists—Lee Collins & The Orbits
2. The Blood b/w Go to Heaven—Zion Travelers

TWO CRAZY SCIENTISTS



LEE COLLINS

AND THE
ORBITS
#601

BACKED BY
TELL ME BABY



DOOTO
REG. U.S. PAT. OFF.

DOOTO RECORD CORP.
9512 So. Central Ave.
Los Angeles 2, Calif.

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 41

BRAHMS: HUNGARIAN DANCES; DVORAK: SLAVONIC DANCES



Vienna Philharmonic (Reiner). London CS 6198—(Stereo & Monaural)—This album is being sold at the special price of \$2.98 for the stereo version, a saving of \$3 over the regular list price. At even the \$5.98 price it's worth it, and at \$3 off it's a solid bargain. Set contains the most familiar "Hungarian Dances" plus the Dvorak "Slavonic Dances," played in melodic fashion by Fritz Reiner and the Vienna Philharmonic. Very strong wax for the Christmas season.

MASCAGNI: CAVALLERIA RUSTICANA



London OSA 1213 (Stereo & Monaural)—A splendid new performance of the lyrical work is presented with an outstanding cast and the advantage of stereo (only one other stereo version is currently available). This set features the great Mario Del Monaco as the lead tenor, plus Giulietta Simionato, mezzo, and baritone Cornell MacNeil. The veteran Tullio Serafin is the conductor. The production in itself is an aural treat and buyers will enjoy the booklet enclosed which features lengthy background notes on the performers, and the work, plus a complete script in English and Italian. This should become part of a dealer's standard inventory.

Jazz

A PORTRAIT OF DUKE ELLINGTON



Dizzy Gillespie and his Ork. Verve MGV 8386—Jazzophiles will find this coupling of artist and repertoire a fascinating one. Gillespie, with his trumpet ork, plays some of the greatest material in the Ellington catalog. Included are "Caravan," "Sophisticated Lady" and "Do Nothin' Till You Hear From Me." The performances are full of style and color.

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)

Pop

★★★★ COOL VELVET—Stan Getz and Strings—Verve MGV 8379

★★★★ SOUTHERN FOLK HERITAGE SERIES (Vol. 1-7)—Various Artists—Atlantic 1346 thru 1352. See News Review in this issue.

★★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ CAMELOT
Hugo Montenegro Ork. Time 5 2022 (Stereo & Monaural)—The cover of this double-fold LP is misleading in that it carries the credit line "entire original musical score," and Conductor Hugo Montenegro's name is not listed on the front cover. However, the contents are first-class, featuring exciting percussion instrumental treatments by Montenegro of the sock new Lerner-Loewe Broadway score. Should pull strong sales reaction.

★★★★ COOL VELVET
Stan Getz and Strings. Verve MGV 8379—An unusually happy marriage between jazz and pop elements occurs here. Getz' alto tones seems handsomely adaptable to the lush string backing provided by Russ Garcia. The fine selection of repertoire includes "The Thrill Is Gone," "It Never Entered My Mind" and "Early Autumn." Lovers of soft, moody background music will find their disk here, and fans of the Getz style will go for it as well, despite the strong pop orientation of the package. Dealers will do well to push this with pop buyers.

★★★★ CIVIL WAR ALMANAC
The Cumberland Three Yankees, Vol. I
The Cumberland Three Rebels, Vol. II
Roulette SR 25131-3 (Stereo & Monaural)—The Cumberland Three are one of the better examples of the current pop-folk trend, epitomized by the Kingston Trio and here, as a follow-up to their recent inaugural album on the label, the boys offer the songs of the Civil War in a pair of albums, tied together in theme and cover design but sold separately. Volume I finds the lads garbed in Yankee attire around a battlefield cannon. Volume II cover is virtually the same setting with the three in

rebel garb. Songs are done with life and spirit. A sample of Volume I would include "Battle Hymn of the Republic," "The Boys Are Home," etc., while the rebel group has "Aura Lee," "Yellow Rose of Texas," "Goober Peas" and "We'll All Take a Ride." Good packaging, backed up with listenable performance.

★★★★ LIVE ECHOES OF THE BEST IN BIG BAND BOOGIE
The Will Bradley-Johnny Guarneri Band, RCA Victor LPM 2098—This nostalgic collection of the great boogie woogie band hits of the late 1930's and early 1940's is a solid musical package which should appeal to big band fans. The spinable line-up—featuring strong ork performance by the specially assembled Bradley-Guarneri ork—includes "Back Beat Boogie," "Beat Me Daddy Eight to the Bar" and "Boogie Woogie."

LOW PRICED POPULAR ★★★★★

★★★★ THE TWIN STRING ORCHESTRAS PLAY GEORGE GERSHWIN
Vincent, Conductor, Design DCF 1033—(Stereo & Monaural)—There is a lot of good listening for the money in this "compatible stereo" program of Gershwiniana. The music is performed by rich complements of strings, one on each channel. This idea does not allow for the best kind of stereo contrast, since the groups are so similar in make-up. However, the sound is excellent and in stereo or mono the performances of songs like "Love Walked In," "A Foggy Day," and other Gershwin evergreens make for nice, restful background. Albums contain a coupon which allows the customer a special, free album deal for every three purchased.

★★★★ JOHNNY PINEAPPLE AND COMPANY FROM HAWAII

Design DCF 1034 (Stereo & Monaural)—Johnny Pineapple is one of the better known exponents of Hawaiian music and here he puts his talents at the disposal of Design's "Compatible Fidelity" series. Playable on either mono or stereo phonos. The result happens to be one of the more entertaining Hawaiian disks, with arrangements and beat that swing sufficiently to give them a modern, danceable feeling.

CHRISTMAS ★★★★★

★★★★ CHRISTMAS DAY WITH SAMMY KAYE

Sammy Kaye and His Orchestra. Decca DL 74070 (Stereo & Monaural)—Here's a warm, sentimental package of holiday wax, featuring Sammy Kaye, his choir, the Kaydets and vocalist Ray Michaels. The selections range from pop standards—"Let It Snow! Let It Snow! Let It Snow!" to traditional carols—"Silent Night," "The First Noel," etc.

JAZZ ★★★★★

★★★★ TRAD JAZZ VOLUME I

Chris Barber's Jazz Band, Laurie LLP 1003—The Chris Barber traditional jazz ensemble, one of Britain's most popular in this vein, has just concluded a successful U. S. tour. Fans who enjoyed the group at its many concepts, will surely want this new disk, recorded in England by Pye, and others who like the traditional New Orleans approach will like it, too. Included are "The Theme From 'Look Back in Anger,'" John Lewis' "Golden Striker," Kid Ory's "Creole Song," and unexpectedly, "I'm Gonna Wash That Man Right Outa My Hair." A lot of earthy excitement to this authentic sound. Many will remember the Barber band for its hit single of "Petite Fleur."

★★★★ MARIAN McPARTLAND PLAYS MUSIC OF LEONARD BERNSTEIN

Time S-2013—Leonard Bernstein has contributed some memorable material to the catalog of show music—from "Wonderful Town," "West Side Story," "On the Town," and Miss McPartland here puts a selection of these into her own eloquent form of improved expression. The tunes, like "Cool," "Tonight," "Maria" and "Lonely Town," seem especially suited to this interesting treatment. The gal gets excellent support from Ben Tucker, bass, and Jake Hanna, drums. Package makes a solid edition to Time's sound-conscious 2000 series.

CLASSICAL ★★★★★

★★★★ BEETHOVEN: SYMPHONY NO. 6 IN F MAJOR, OP. 68 (PASTORAL)

The London Symphony Orchestra (Krips). Everest LPBR 6074—This is an excellent disk performance and engineering-wise. The orchestra literally sings under the baton of Krips. Dealers should not hesitate to demonstrate this and give it ample display.

★★★★ BEETHOVEN: EROICA

Orchestra of the Suisse Romande (Ansermet). London CS 6189 (Stereo & Monaural)—Another excellent recording of Beethoven's Third Symphony, this one by Ernest Ansermet conducting L'Orchestre De La Suisse Romande. The performance is a discerning one and the recording is first-rate. Should get steady sales over many months.

★★★

GOOD SALES POTENTIAL

POPULAR ★★★★★

★★ HONKY TONK PIANO
"Big" Tiny Little, Brunswick BL 754049. (Stereo & Monaural)—Little plays up a cheerful storm of bouncy, barrelhouse piano solos on a group of sentimental oldies—"Twelfth Street Rag," "Missouri Waltz," "Steamboat Rag," "Red Wing," "That Old Piano Roll Blues," etc. Solid juke wax.

★★ GERSHWIN GOES LATIN

Stanley Black — His Piano and Latin Rhythms. London LL 3184 — Here's a lushly orchestrated package of Gershwin standards, with considerable deejay appeal. The tunes—wrapped up in a danceable, Latin tempo—include "Love Is Here to Stay," "Soon," "Liza," and "A Foggy Day."

★★ EVERYBODY'S TWISTIN'

Stan Freeman and the Twisters. Columbia CL 1562 — Bright, swinging readings of a group of familiar tunes played in twist rhythm for the teen set. Songs include "Twistin' U. S. A.," "O Sole Mio," "Finger Poppin' Time," and "Volare." Should interest the high school set.

★★ BANJO AND CALLS — SING ALONG

Roulette SR 25131. (Stereo & Monaural)—Here's an interesting new sing along with the lyrics lined out by the caller, and sung in happy fashion by a mixed chorus. Songs range from "Go Tell Aunt Rhodie" to "On Top of Old Smokey." Lyrics to the songs are printed on the back of the sleeve. Should interest many.

(Continued on page 46)

5 NEW HILARIOUS ALBUM HITS!

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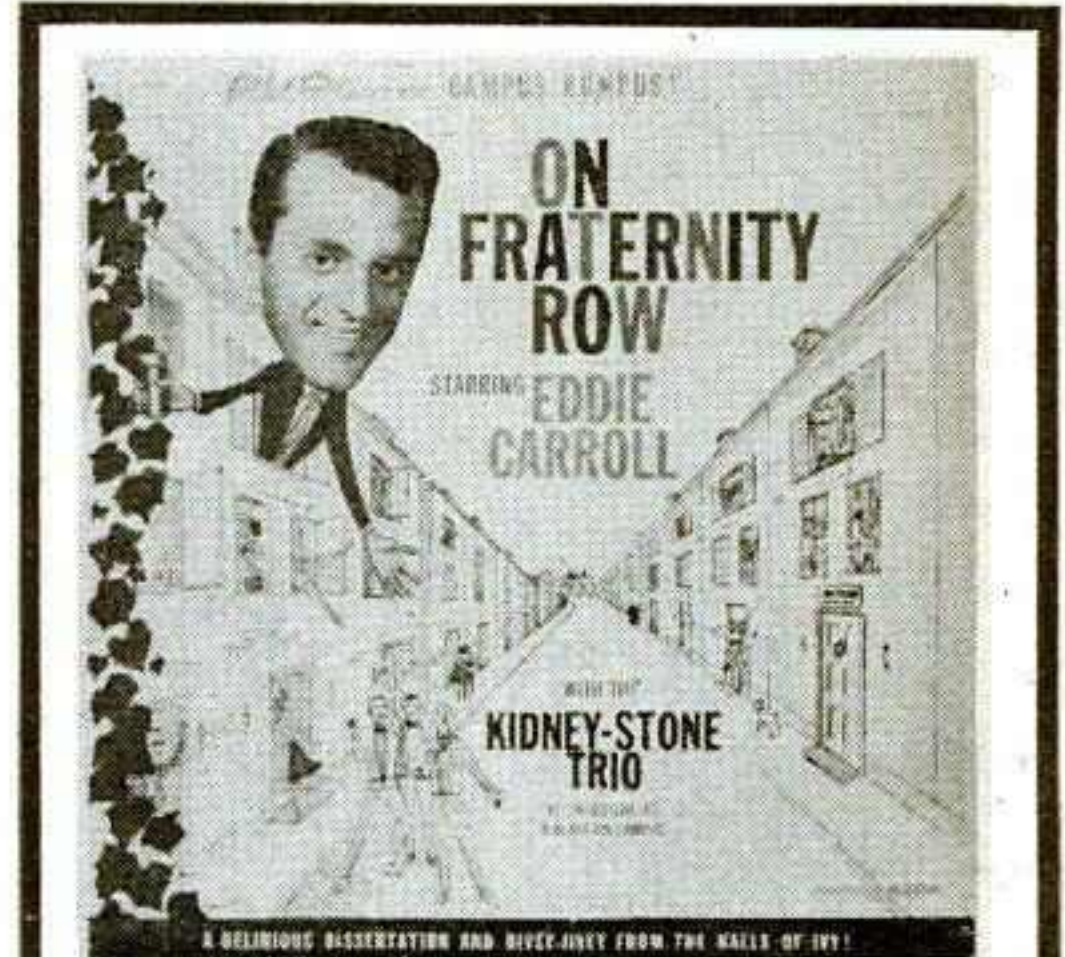
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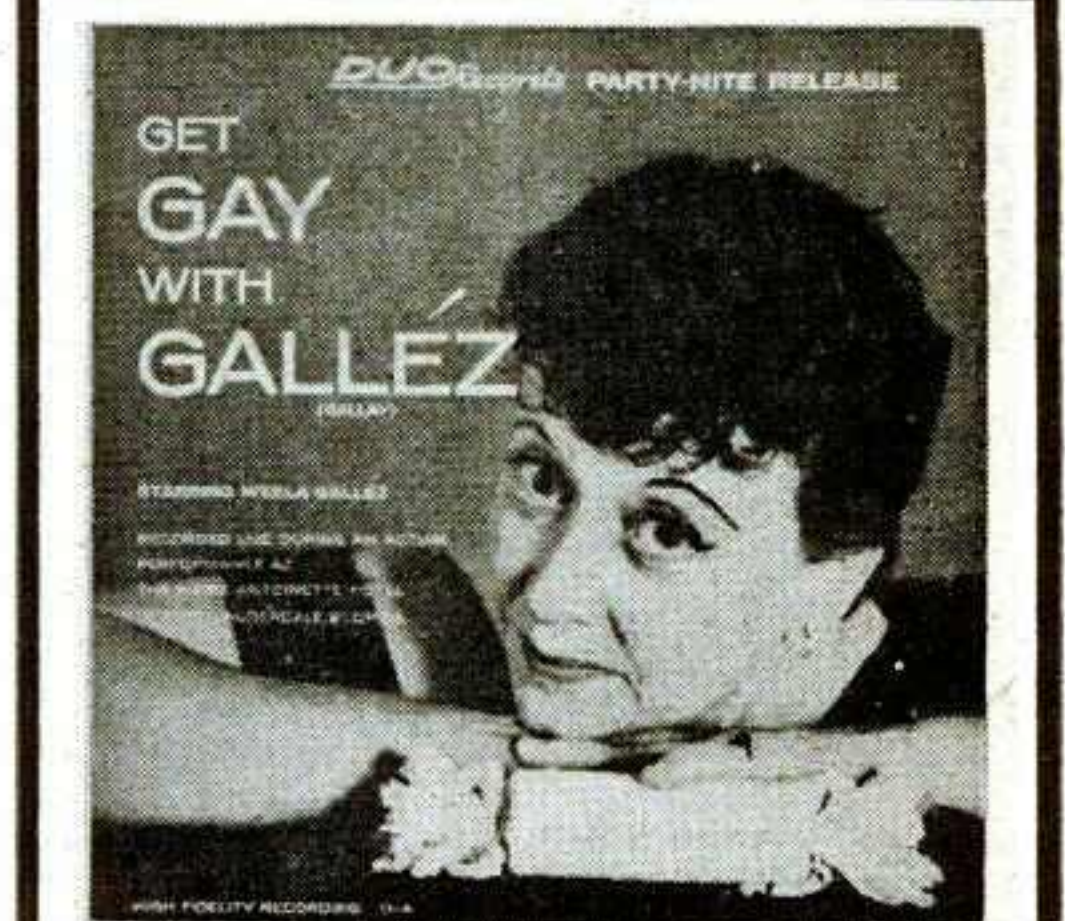
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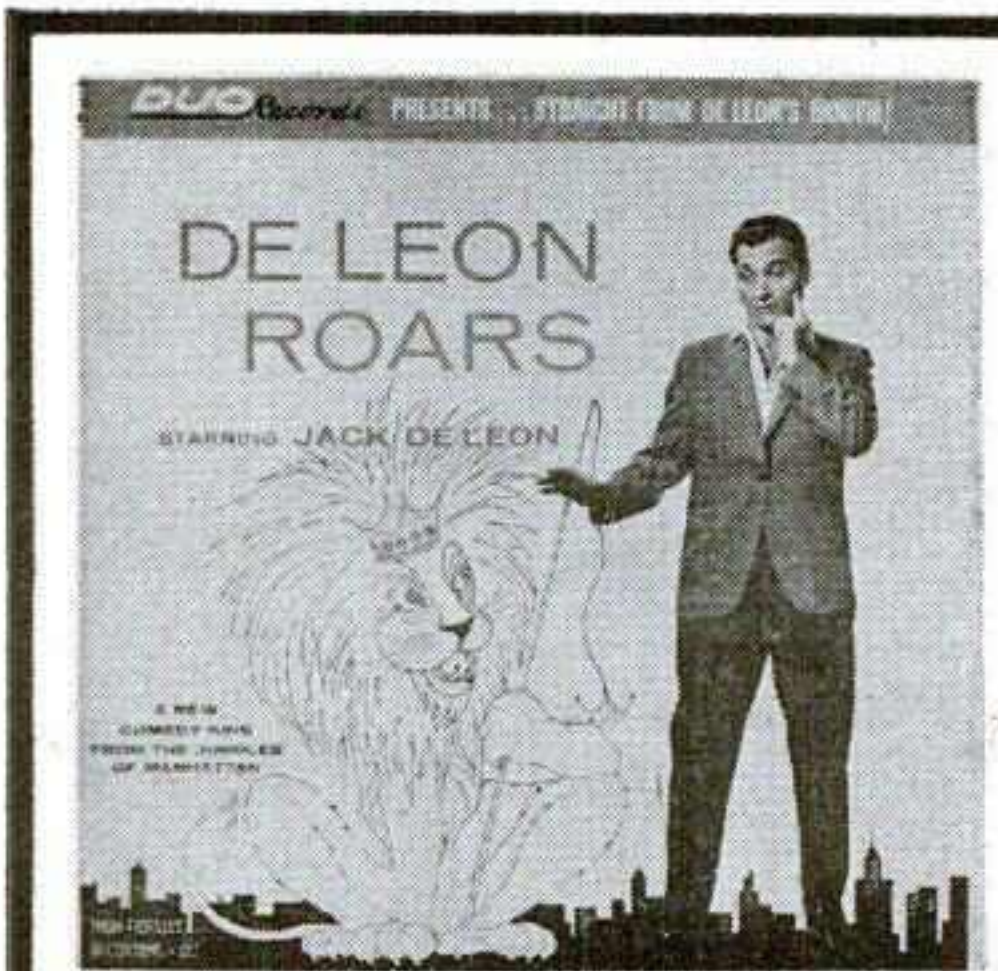
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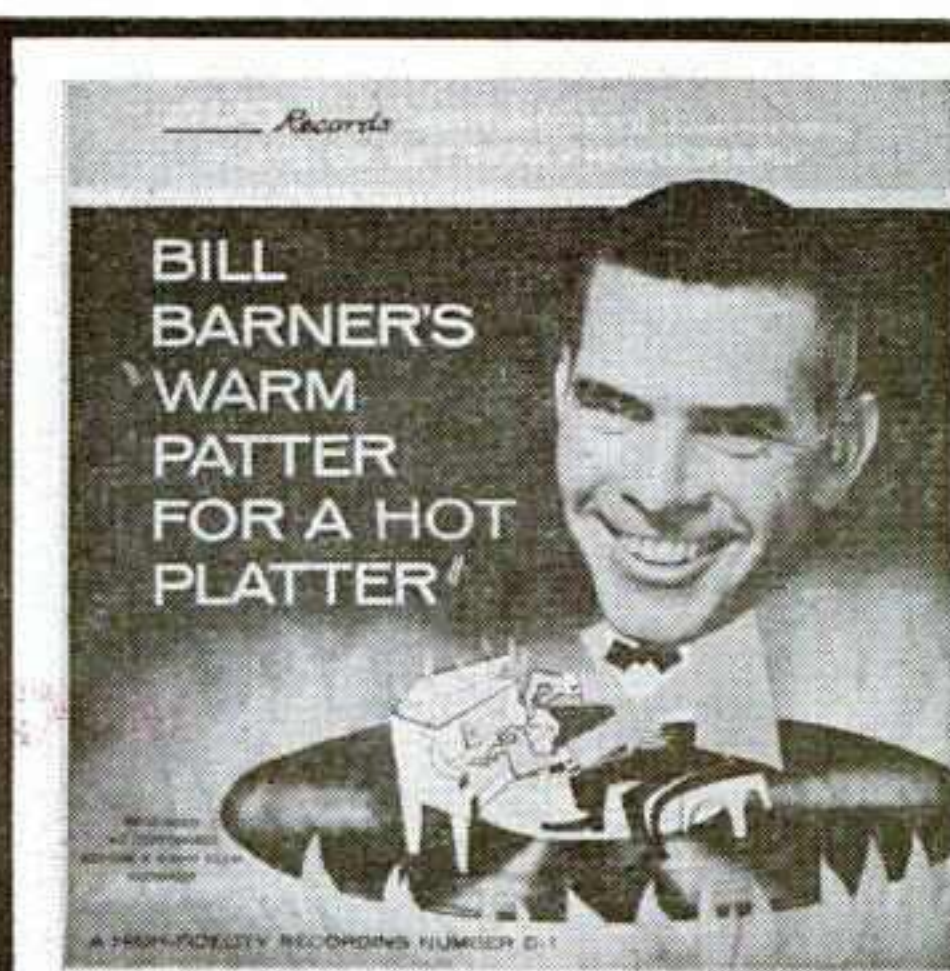
"ON FRATERNITY ROW"—Starring Eddie Carroll and the Kidney Stone Trio. Have you ever been to a real campus rumpus? If you haven't, you've missed a wild blending of laughs, songs and intoxicatingly interesting conversation. Eddie Carroll and the Trio kick off a blast "ON FRATERNITY ROW" that will warm the hearts of every guy and gal who ever lifted a cold stein of beer in good company.



"GET GAY WITH GALLÉZ"—Starring Weela Galléz. Razor sharp and lightening quick with the ad libs, Weela has created a vast following among the "hip" set and now tackles this heretofore all-male domain. Don't take any bets against her crashing right through to the top. She will fracture you with such Gallézisms as "I'm reaching that age where my voice is changing . . . from "no" to "yes."



"DE LEON ROARS"—Starring Jack De Leon. A new star flashes into orbit in the comedy field. Comedian, actor, writer, mimic, cartoonist and wit, Jack De Leon produces a show with a cast of hundreds . . . and plays every part himself. When you spin this one you'll find it hard to believe that there is only one man cavorting around in such a varied set of misadventures.



BILL BARNER'S "WARM PATTY FOR A HOT PLATTER"—"You'll have to listen closely and play this many times in order to catch all the fast lines and innuendos . . ." This mighty mite of the piano rarely finishes a song. What starts out to be a piano rendition ends up a hilarious piece of comedy and soon Bill's customers are joining in the act and a howling time is had by all.



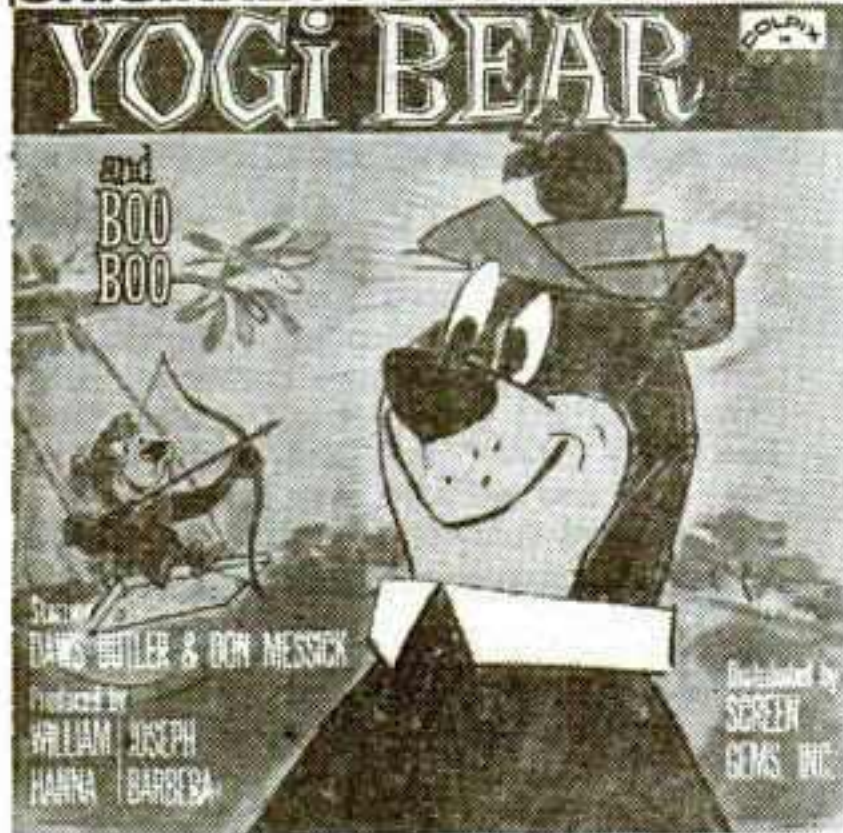
"PUNCHINELLOS PARTY PLATTER"—Starring Ralph Michaels and Duke Stewart. Recorded during an actual performance, this record introduces two of the zaniest guys ever to stagger out on a nite club floor. And once they stagger out, it's just one laugh after another until they stagger off again. It's all here in the album.

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JACK	Don Messick	DRIVER	Daws Butler
RANGER	Don Messick	RANGER MAC	Don Messick
		RANGER JOE	Daws Butler
YOGI BEAR IN "BRAINY BEAR"		YOGI BEAR IN "BUZZIN' BEAR"	
YOGI BEAR	Daws Butler	YOGI BEAR	Daws Butler
BOO BOO	Don Messick	BOO BOO	Don Messick
PROF. DING-A-LING	Don Messick	RANGER BILL	Don Messick
		RANGER JOE	Daws Butler

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(Hearst 57-104)
- BARRY O'GILL**
Arthur Shields (Hearst 57-104)
- QUICK DRAW MCGRAW**
Voices of Daws Butler & Don Messick (Col-Pix CP-203)

Reviews and Ratings of New Albums

Continued from page 44

*** **SWINGIN' SPIRITUALS** — The Delta Rhythm Boys. Coral CRL 57358 — The title provides the necessary description. The selections include classics from the spiritual repertoire — "Old Ark's A-Moverin'," "Dry Bones," "Great Gettin' Up Morning," "Get on Board," and eight others. The Delta Rhythm Boys are a veteran group, among the best known of their kind. While they do not give these old works the traditional treatment, their more modern approach should reach a wider audience.

*** **ARTHUR LYMON ON BROADWAY** — HIFI R 818 — Lyman's ork comes up with some effective sound gimmicks in an exotic vein on a group of nostalgic tunes from three all-time hit shows — "My Fair Lady," "The King and I" and "South Pacific." Pleasant deejay wax.

*** **HALL OF FAME** — Winifred Atwell. London LL 3178 — English pianist Atwell demonstrates her ability in the various styles of 13 well-known male pianists. She does an admirable job on most and her impressions, Fats Waller, Andre Previn, George Shearing, and Eddie Heywar, are particularly good.

*** **BIG BEN'S BANJOS** — Norrie Paramor. King 2031 — A bright, nostalgic album recorded in London of some 30 hits from minstrel and early 20th century pop music. All the material arranged by and directed by Paramor moves along at a lightening pace and a spirited vocal group sings every other track or so in such a way as to promote community singing.

*** **SLEEK-SMOOTH-DANCEABLE** — The Palladium Swing Band. King 2015 — Recorded in London, this easy-to-dance-to set lives up to its album name. Arranged in the modern groove, the set spots good solos on trumpet and tenor sax. Big band favorites like "Intermission Riff," "The Hawk Talks," and "Hot Toddy," are intermixed with standards.

LOW PRICED POPULAR ***

*** **THE PIANO ROLL MAGIC OF PHANTOM FOLEY — PLUS TWO** — Design DCF 1035. (Stereo & Monaural) — This is one of the new series of Design "Compatible Fidelity" disks, for playing either on stereo or mono machines. The tunes are all standards from the Mills catalog and include such titles as "Girl of My Dreams," "Margie," "Who's Sorry Now" and "When You're Smiling." The performances feature two percussionists who accompany the melody, played via piano-roll stylings. Bright performances, familiar music and the compatibility feature should help sales.

CHRISTMAS ***

*** **CHRISTMAS TIME** — The Pete King Choral. Kapp KL 1214. (Stereo & Monaural) — Singly and immediately, the Pete King Choral sings nicely of the yuletide. Included in the package are "My Favorite Things," "Silver Bells," "Sleigh Ride," "White Christmas," and "Mary's Little Boy Child." Set is well-paced.

*** **O TENNENBAUM (CHRISTMAS ON THE RHINE)** — Mixed Chorus and Orchestra Under Direction of Werner Mueller. Decca DL 78388 — Attractive stereo versions of Christmas carols by a German mixed chorus under the direction of Werner Mueller. Songs, which are sung in German, include "O Tannenbaum," "Silent Night," and "Lo, How a Rose E'er Blooming." Set was previously issued monaurally.

CLASSICAL ***

★ **DUO PIANO RECITAL** — Luboshutz and Nemenoff, Pianists. Everest LPBR 6076 — Popular classics done with spirit and fine technical facility in the arrangements for four hands. Included are Mozart's "Sonata for Two pianos in D Major," Chopin's "Rondo for Two Pianos in C Major," Luboshutz' "The Bat" (from "Die Fledermaus"). Sides are very well-engineered.

*** **TCHAIKOVSKY: EUGENE ONEGIN (EXCERPTS); PIQUE DAME (EXCERPTS)** — Soloists, Orchestra and Chorus of the Belgrade National Opera. London OS 25205. (Stereo & Monaural) — Each side of this disk is devoted to highlights of one of the Tchaikovsky operas, the first time either work is available in stereo. London's complete mono sets use three disks for "Eugene Onegin" and four for "Pique Dame." The Yugoslav singers, as in the full sets, sound full-blooded and vital, and get fine recording. A unique disk that will have appeal among opera fans.

*** **S. SAENS: INTRODUCTION & RONDO CAPRICCIOSO; WIENIAWSKI: LEGENDE; ZARZYCKI: MAZURKA; GRIEG: SONATA NO. 3** — Oistrakh (Violin); Gabowitz (Violin). Bruno SBR 32002. (Stereo & Monaural) —

Titled "USA-USSR Cultural Exchange Program," this disk offers performances issued previously by Bruno coupled differently. The strongest lure is the name of David Oistrakh, whose performances of the St. Saens, Wieniawski and Zarzycki works seem enhanced from their previous release as mono recordings. The Louis Gabowitz rendition of the Grieg Sonata benefits from the true depth of stereo. The Oistrakh performances are definitely first-class, and Gabowitz delivers a satisfactory reading of the Grieg. The sound has good tonal fullness, but is somewhat shy in definition.

*** **HANDEL'S MESSIAH** — London Philharmonic Orchestra & Choir (Jackson). (4-12"). Roulette RGC 1 — A highly laudable set by a group of soloists who are not credited by name on the box cover, abetted by the London Philharmonic Orchestra and Choir. This anonymity may prove its biggest sales handicap, for the 10 or so competitive versions feature some of the biggest names in music, both singing and conducting. From the standpoint of quality, however, this set is a worthy competitor which may earn a commensurate share of the market in the season ahead.

*** **GLUCK: ALCESTE** — Soloists; Geraint Jones Orchestra (Jones). London OS 25204 — Kirsten Flagstad's powerful voice dominates this one-disk selection of excerpts from the full four-record set. The work features some of Gluck's loveliest writing as perhaps the first great operatic composer. However, fans of the blood and guts school of opera may find the work somewhat lacking in excitement, and sales thus may fall short of those scored by works from the romantic repertoire.

UNMODICED CLASSICAL ***

*** **RAVEL: BOLERO VOL. III; ON THE TRAIL (FROM THE GRAND CANYON SUITE) (FERDE GROFE) ROSEN-KAVALLIER WALTZES (RICHARD STRAUSS)** — The Hamburg International Philharmonic Orchestra (Von Luden). Tops 6003. (Stereo & Monaural) — Tops' classical line. This package contains a wide range of material, as indicated in titles on the left. All are in the popular classics, or light classic vein. Good quality recording. A cut-out cover is a merchandising aid.

JAZZ ***

*** **ANITA O'DAY AND BILLY MAY SWING RODGERS AND HART** — Verve MG 2141 — An interesting but somewhat disappointing jazz set from Anita and Billy May. The gal is not up to her usual standard, and the Billy May arrangements move but they often crowd out the thrush. Songs include some of Rodgers and Hart's top ballads, including "Little Girl Blue," "Bewitched," and "Lover." For Miss O'Day's die-hard fans.

*** **BLOSSOM DEARIE. SOUBRETTE SINGS BROADWAY SONG HITS** — Verve MG 2133 — The inimitable Miss Dearie, with that high-pitched, little girl vocal style, turns soubrette in his selection of tunes, which also for the first time, finds her straight vocal role, leaving the piano by the wayside. She's accompanied by a fine combo that never gets in her way as she offers "Rhode Island Is Famous for You," "To Keep My Love Alive," "Love Is the Reason," and other stylish show tunes. One of her smartest sets to date and her fans will surely like it. Has considerable pop appeal.

*** **COTTON PICKIN' WITH THE STRAW HATTERS** — HIFI 1617 — Here's a Dixieland sextet which is a resident organization at Disneyland. By day they parade around the grounds playing the two-beat material, while the evenings find them on their own stand in the amusement area. "Jazz Band Ball," "Tin Roof Blues" and "Tiger Rag" are examples of the traditionals offered. Boys have a good, clean sound and a flair for the idiom which can stand up with much of the competition. Package could be a seller at Disneyland and among people who've visited the spot.

*** **PATACHOU SINGS** — Jo Basile — His Accordion and Orchestra. Audio Fidelity AFSD 5948. (Stereo & Monaural) — The French chanteuse has appeared on various other labels, but probably never better than right here. The material selected is right up her alley — including the title song from "Irma La Douce," "Ah Dis Done," from the same show, "Mack the Knife" and other fine show tunes. Then, too, the Joe Basile accordion backing is very much on the Parisian kick, which again complements the thrush well. Fans of the artist will find her in splendid form and recorded well.

*** **MARINA AND OTHER ITALIAN FAVORITES** — Rocco Granata. Laurie LLP 2003 — Rocco Granata had his first international hit with "Marina," the tune he wrote and re-

(Continued on page 49)

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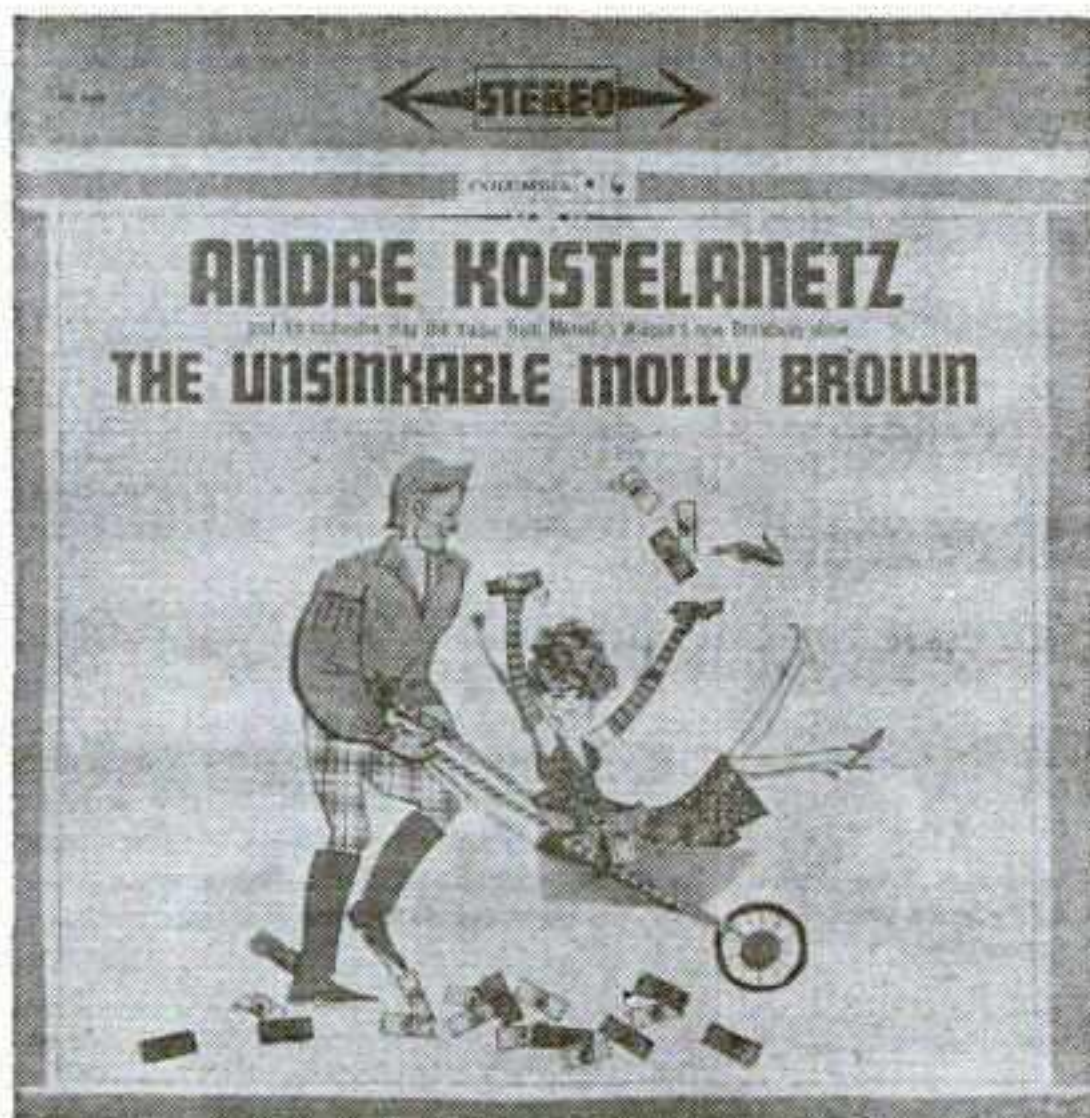
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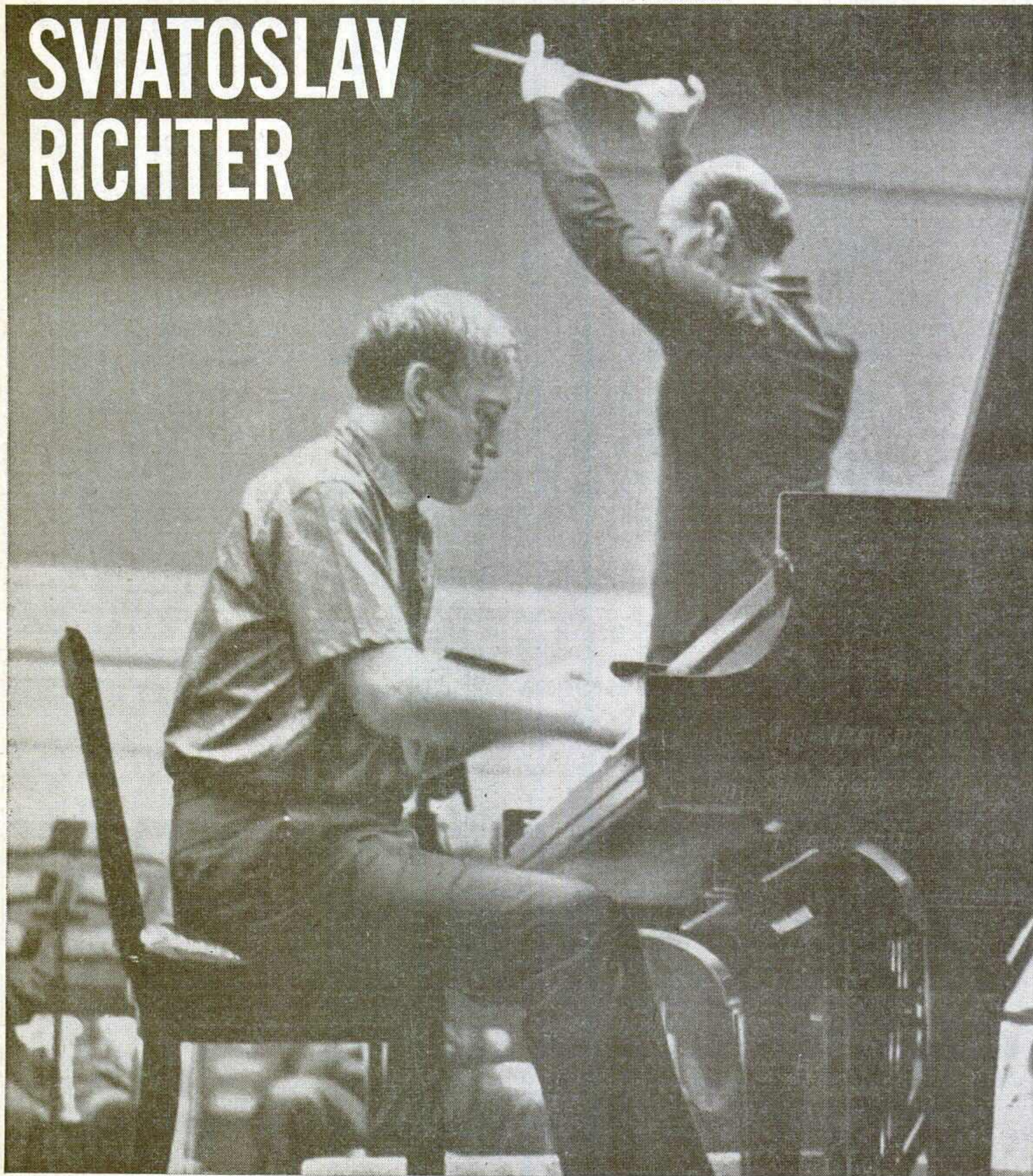
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• **Reviews and Ratings of New Albums**

• *Continued from page 46*

corded about a year ago. That tune, plus many other Italian pop items (some penned by Granata and others by well-known Italian cleffers, fill this melodic set. "Marina," "Julia," "La Bella" and "Volare," are the strongest sides, and the set should have appeal.

*** **CARMEN SEVILLA**
 Columbi EX 5019 — This Spanish singer has something of a reputation for beauty, dancing and singing ability. Her style, quite polished and popularized, has come a distance from pure flamenco and thus could have wider appeal. Her singing, tho it still contains a basic Iberian flavor, is actually quite international in feeling. Among the selections she sings is "Coplas," which was released in several countries as a single. Columbia's liner notes are entirely in Spanish.

*** **ITALY VOLUME II**
 The DiMara Sisters, Roulette SR 25134. (Stereo & Monaural)—The DiMara Sisters have a way with Italian songs, as they have demonstrated in several previous collections. They draw just the right amount of sentiment from these romantic, sad or joyous selections, nearly all of which are familiar. They are at the top of their form on such items as "Just Say I Love Him," "Violino Tzigano" and "Neapolitan Nights," in a variety of tempi for dancing. Buyers of their earlier releases will not be disappointed.

*** **THE TARTAN**
 Kenneth McKellar, London TW 91238 — Stirring and moving songs of Scotland are collected on this LP by McKellar, one of the most prominent tenors in Scotland. He has a TV show in Scotland and has appeared on the Ed Sullivan show. Besides the familiar "Annie Laurie," he sings "The Royal Mile," "Lochnagar," "Kishmul's Galley," "The Tartan," and "Air Falalolo" among other Scottish airs.

LATIN AMERICAN ***

*** **LET'S GO LATIN CHA CHA CHA**
 Herb Zane and His Orchestra, Tico LP 1073 — Zane batons his first album for Tico and the result is a solid outing of Latin dance material, neatly scored for the big band sound. Good, growling brass and a distinctive beat are features of the package which includes some standards like "Frenesi," and "Sentimental Journey," plus a number of Zane originals. The diet is cha cha all the way and the terpers will find it a worthy addition.

*** **LATIN TEMPOS**
 Los Muchachos, King 2003 — Pleasant recordings here by Los Muchachos of Latin-styled tunes. Songs include "La Bamba," "Venus," "Cha Cha Moro" and other merengues and cha chas. Good terp wax.

SPOKEN WORD ***

*** **2000 YEARS WITH CARL REINER AND MEL BROOKS**
 World Pacific WP 1401 — This is the first time on records for Mel Brooks, well-known comedy writer (the Sid Caesar Show, etc., teamed with Carl Reiner, who starred on many TV segs. Unfortunately, it is not very funny comedy. With Reiner playing straight man, Brooks talks about everything under the sun, from coffee house patrons to psychiatrists and rock and roll singers. It's all ad lib, and maybe that's the trouble with the routines.

*** **TAYLOR MADE TITTERS**
 Harry Taylor, Calor LC 2001 — Harry Taylor is a fast-talking comic who works resort niteries at Virginia Beach and Miami Beach. He specializes in double and triple entendres but is also quite willing to deliver more outspoken sexual and bathroom allusions. Labeled "For Adult Delinquents Only" there's no doubt that Taylor has learned how to deliver his material in quite a hilarious fashion, judging from the response of the live audience, if the listener appreciates this kind of humor. Should be recommended with care, however.

FOLK ***

*** **FROM SWANEE RIVER TO MEADOWLANDS**
 The Platitsky Chorus, Artia ALP 170 — Here's an interesting experiment which finds the Russian chorus singing not only the expected folk songs of the steppes but some American folk items — in the Russian tongue — as well. An example of the latter is the performance of "Swanee River." The group also sings "Meadowlands," "Song of the Steppes," "Siberian Polka," and others. Inside the book-fold packaging all lyrics are printed in English, in Russian and in Russian using the Western alphabet. Program was recorded in the Soviet Union and a good sound was achieved. Cover is also worth noting.

BAND ***

*** **CONCERT IN THE PARK**
 The Deutchmeister Band, King 2014 — This set is an excellent tour de force of marching band concert music. Recorded in Vienna, the organization brews hard and true, and mental images of the bandstand on a summer afternoon come readily to mind. In all, 17 tracks are included, and all titles are in German or Austrian. Some of the best of these special items are "Mit Sach und Pack," "Hoch Tirol," "Kaiser-schutzen," und, "Vindobona."

*** **THE MIAMI UNIVERSITY SYMPHONIC BAND**
 Lekkold (Conductor), King 682 — The Symphonic Band of Miami of Ohio University plays a selection of stirring pieces that shows the undergraduate organization off in strong style. Included are the "Miami March Song," and other special material. Interesting is the series of "American Plantation Dances" written by Maurice Arnold.

RELIGIOUS ***

*** **HYMNS AMERICA LOVES BEST**
 Bill McVey, HIFI CH 102 — These hymns are selected from the Christian Herald's nationwide hymn poll, and include "The Old Rugged Cross," "Rock of Ages," "Abide With Me," and many other great ones. Bill McVey sings them in a resonant, sincere voice. There's a booklet containing the words, so that folks may use the album as a singalong item.

(Continued on page 51)

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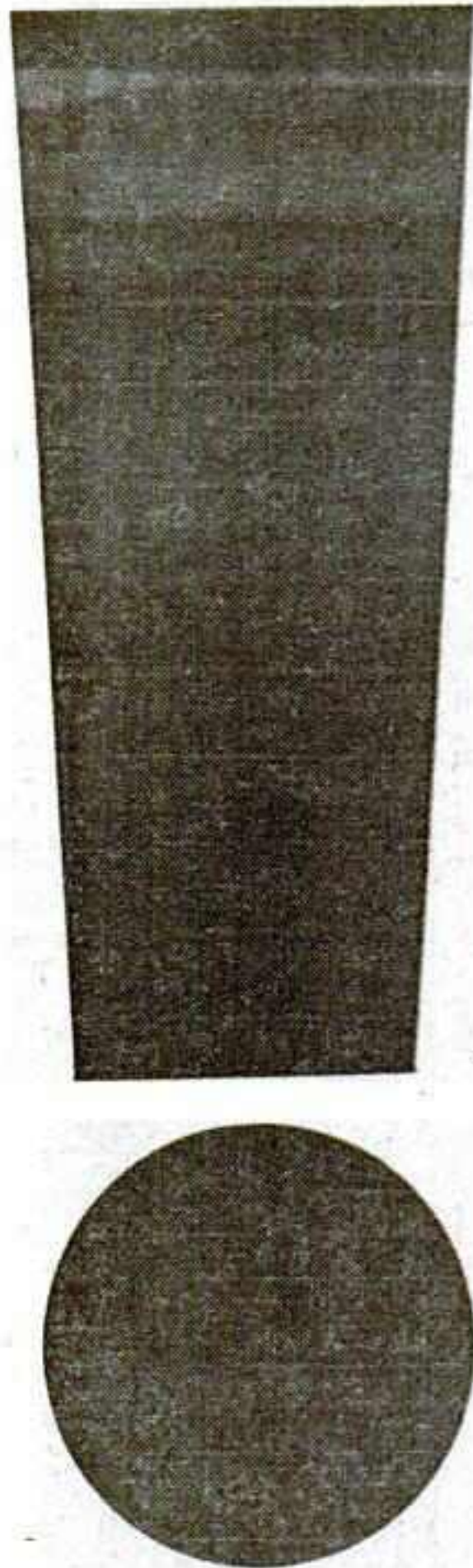
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Reviews and Ratings of New Albums

Continued from page 49

LIMITED SALES POTENTIAL

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

POPULAR

SERENADE FOR INTIMATE MOMENTS
Jack Payne—His Orchestra and Strings. King 2008

A REAL SWINGIN' AFFAIR
Tommy Watt and His Orchestra. King 2012

DANCE DATE ON THE CHAMPS ELYSEES
The Golden Trumpets of Paris. King 2001

THE SOUNDTRONIC GUITAR OF VINCENT BELL
Independent L.P. 8012
A HAWAIIAN PARTY
Bob Kames at the Organ. King 696

CLASSICAL

STANISLAW MONIUSZKO: STRASZNY DWOR
Polish National Moniuszko Opera Production of Poznan. (3:12"). Bruno BR 23007-8-9

JAZZ

WIGGIN' OUT
Jarry Wiggins, Jackie Mills and Harold Land. HiFi 1618

NEW ORLEANS DIXIELAND JAZZ
Tremble Kids and American Jazz Group. Bruno BR 50141

BE MY GUEST
Rolf Kuhn and His Sound of Jazz. Panorama PLP 2008

FOLK

THE BORDERS SONGS AND DANCES OF THE ENGLISH SCOTTISH BORDER
Samuel B. Charters. Folkways FW 8776

DENIS AND ROGERS ARRIVE
Dyna D 103

FROM A FAR, FAR COUNTRY
The Svenshnikov Chorus. Artia ALP 160

SPOKEN WORD

SALVATORE QUASIMODO
Spoken Word SW 301

CHRISTMAS

NOEL NOEL
Anne Phillips Choir. Stereo-O-Craft 17 (Stereo & Monaural)

CHRISTMAS IN POLAND
Chorus and Orchestra of the "Slask" Ballet Raczkowski (Organ.) Monitor MF 336

COUNTRY & WESTERN

COUNTRY SONGS
Reno and Smiley. King 701

INTERNATIONAL

LA RADIOSA CANTANTE D'ITALIA
Betty Curtis. King 2006

NEWS REVIEW

Atlantic Bows Prestige Folk Series

The Southern Folk Heritage series, a seven-volume package from Atlantic Records, recorded by noted folklorist Alan Lomax, is a great documentary of Americana. Scholars, record collectors and ordinary record buyers will find the material both thrilling and educational. It is a prestige catalog item for the label and a prestige package for dealers.

Volume I, entitled "Sounds of the South," encompasses the scope of material contained in the entire series. Volume 2 is devoted to Blue Ridge Mountain Music, indicating the importance of the fiddle as the "royal" instrument of the frontier. Third volume, titled "Roots of the Blues," runs the gamut of primitive, country blues, field hollers, etc., casting light on the influence of blues in the pop field. Fourth album, "White Spirituals," contains material deriving from the religious upheaval following the American Revolution, with examples of the "lining hymn," etc.

"American Folk Songs for Children," the fifth album of the set, contains jingles, riddles, game songs, etc., of the children of the American frontier world. The range and variety of material here is unusual, and stem from many geographical areas of the land. Volume 6, "Negro Church Music," contains the unmatched music of the Negro spiritual. The recordings come from out-of-the-way areas of the South, and include examples of the older Negro choral tradition. "The Blues Roll On," Volume 7, supplements "Roots of the Blues" and contains more modern types of country blues, vocal and instrumental.

Brochures written by Lomax are included in each album sleeve. The individual disks list for \$4.98 mono and \$5.98 stereo. The complete boxed set in a de luxe package lists at \$29.95 mono and \$35.95 in stereo. In purchasing the entire set, the customer in effect gets one LP gratis. Indisputably, it's a class package of records, great as a gift item and of much value as a reference work.

The complete list of sets follows: Vol. 1, "Sounds of the South," 1346; Vol. 2, "Blue Ridge Mountain Music," 1347; Vol. 3, "Roots of the Blues," 1348; Vol. 4, "White Spirituals," 1349; Vol. 5, "American Folk Songs for Children," 1350; Vol. 6, "Negro Church Music," 1351; vol. 7, "The Blues Roll On," 1352.

Paul Ackerman.

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING NOVEMBER 27

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	8	LAST DATE	By Floyd Cramer—Published by Acuff-Rose (BMI)	4
2	6	STAY	By Maurice Williams—Published by Windsong (BMI)	6
3	4	POETRY IN MOTION	By Kaufman & Anthony—Published by Meridian (BMI)	5
4	2	SAVE THE LAST DANCE FOR ME	By Pomus-Shuman—Published by Rumbalero-Progressive (BMI)	10
5	7	NEW ORLEANS	By Guida-Royster—Published by Pepe (BMI)	3
6	1	I WANT TO BE WANTED	By Gannon-Spotli, Testa—Published by Leeds (ASCAP)	9
7	3	GEORGIA ON MY MIND	By Hoagy Carmichael and Stewart Gorrell—Published by Peer International (BMI)	7
8	11	A THOUSAND STARS	By Pearson—Published by Bryden (BMI)	3
9	—	ARE YOU LONESOME TONIGHT	By Paul Evans-Mat Williams—Published by Bourne-Cromwell (ASCAP)	1
10	9	LET'S GO, LET'S GO, LET'S GO	By Hank Ballard—Published by Lois (BMI)	5
11	14	NORTH TO ALASKA	By Phillips—Published by Robbins (ASCAP)	4
12	5	YOU TALK TOO MUCH	By Joseph Jones and Reggie Hall—Published by Kahl Music (BMI)	7
13	21	ALONE AT LAST	By Lehman—Published by Pearl (BMI)	4
14	13	DEVIL OR ANGEL	By Blanche Carter—Published by Progressive (BMI)	11
15	—	SAILOR (YOUR HOME IS IN THE SEA)	By Scharfenberger-Busch—Published by BIEM	1
16	12	MY HEART HAS A MIND OF ITS OWN	By Greenfield-Keller—Published by Aldon (BMI)	13
17	16	BLUE ANGEL	By Roy Orbison-Nelson—Published by Acuff-Rose (BMI)	5
18	18	HUCKLEBUCK	By Gibson and Alfred—Published by United (BMI)	2
19	19	DON'T BE CRUEL	By Elvis Presley and Otis Blackwell—Published by Shalimar-Presley (BMI)	7
20	10	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	15
21	17	SLEEP	By E. Leibel—Published by Miller (ASCAP)	6
22	15	CHAIN GANG	By Sam Cooke—Published by Kags (BMI)	12
23	22	LET'S THINK ABOUT LIVIN'	By Bryant—Published by Acuff-Rose (BMI)	8
24	28	HE WILL BREAK YOUR HEART	By Butler, Mayfield and Carter—Published by Conrad (BMI)	2
25	—	RUBY DUBY DU	By Charles Wolcott—Published by Robbins (ASCAP)	1
26	20	MR. CUSTER	By Fred Darian, Al DeLory, Joe Van Winkle—Published by Pattern Music (ASCAP)	12
27	—	MANY TEARS AGO	By Scott—Published by Roosevelt (BMI)	1
28	—	SWAY	By Gimbel-Ruiz—Published by Peer (BMI)	1
29	—	PERFIDIA	By Domenquez-M. Leeds—Published by Peer (BMI)	1
30	27	TO EACH HIS OWN	By Livingston and Evans—Published by Paramount Music (ASCAP)	3

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- LAST DATE**—Floyd Cramer, Vic 7775.
- STAY**—Little Joe and Thrillers, Okel 7136; Maurice Williams and Zodiacs, Herald 552; Marsha Winters, Stephany 1805.
- POETRY IN MOTION**—Johnny Tillotson, Cadence 1384.
- SAVE THE LAST DANCE FOR ME**—Drifters and Ben E. King, Atlantic 2071.
- NEW ORLEANS**—U. S. Bonds, Legrand 819.
- I WANT TO BE WANTED**—Brenda Lee, Dec 31149.
- GEORGIA ON MY MIND**—Ray Charles, ABC-Paramount 10135.
- A THOUSAND STARS**—Kathy Young and the Innocents, Indigo 108.
- ARE YOU LONESOME TONIGHT**—Al Jolson, Dec 27043; Jaye P. Morgan, M-G-M 12752; Elvis Presley, Vic 7810.
- LET'S GO, LET'S GO, LET'S GO**—Hank Ballard and the Midnighters, King 5400.
- NORTH TO ALASKA**—Johnny Horton, Columbia 41782.
- YOU TALK TOO MUCH**—Frankie Ford, Imperial 5685; Joe Jones, Roulette 4304.
- ALONE AT LAST**—Jackie Wilson, Brunswick 55170.
- DEVIL OR ANGEL**—Bobby Vee, Liberty 55270.
- SAILOR (YOUR HOME IS IN THE SEA)**—Lolita, Kapp 349.
- MY HEART HAS A MIND OF ITS OWN**—Connie Francis, M-G-M 12923.
- BLUE ANGEL**—Roy Orbison, Monument 425.
- HUCKLEBUCK**—Chubby Checker, Parkway 813; Craftsmen, Warwick 572; Georgia Gibbs, Roulette 4126; Lou Monte, Roulette 4294; Kato Smith, Kapp 237; Paul Williams and Hucklebuckers, Savoy 1557.
- DON'T BE CRUEL**—Bill Black's Combo, Hi 2026.
- THEME FROM THE APARTMENT**—Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.
- SLEEP**—Little Willie John, King 5394; Eddie Peabody, Dot 15100.
- CHAIN GANG**—Sam Cooke, Vic 7783.
- LET'S THINK ABOUT LIVIN'**—Bob Luman, Warner Bros. 5172.
- HE WILL BREAK YOUR HEART**—Jerry Butler, Vee Jay 354.
- RUBY DUBY DU**—Tobin Matthews, Chief 7022.
- MR. CUSTER**—Larry Verne, Era 3024.
- MANY TEARS AGO**—Connie Francis, M-G-M 12964.
- SWAY**—Bobby Rydell, Cameo 182.
- PERFIDIA**—Four Aces/Al Alberts, Dec 27987; Ahmad Jamal, Okel 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.
- 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.

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FOR WEEK ENDING NOVEMBER 27

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	6	7	19	STAY	Maurice Williams and the Zodiacs, Herald 552			8
2	35	—	—	ARE YOU LONESOME TONIGHT	Elvis Presley, RCA Victor 7810			2
3	2	3	9	POETRY IN MOTION	Johnny Tillotson, Cadence 1384			7
4	8	16	28	LAST DATE	Floyd Cramer, RCA Victor 7775	S		7
5	1	4	10	GEORGIA ON MY MIND	Ray Charles, ABC-Paramount 10135	S		7
6	7	8	14	LET'S GO, LET'S GO, LET'S GO	Hank Ballard and the Midnighters, King 5400			10
7	9	22	37	A THOUSAND STARS	Kathy Young and the Innocents, Indigo 108			5
8	11	17	30	NEW ORLEANS	U. S. Bonds, Legend 819			6
9	3	5	6	YOU TALK TOO MUCH	Joe Jones, Roulette 4304			10
10	5	1	1	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic 2071			12
11	4	2	2	I WANT TO BE WANTED	Brenda Lee, Decca 31149			11
12	12	18	23	NORTH TO ALASKA	Johnny Horton, Columbia 41782			10
13	15	19	25	ALONE AT LAST	Jackie Wilson, Brunswick 55170			7
14	18	29	36	HUCKLEBUCK	Chubby Checker, Parkway 813			7
15	23	35	63	HE WILL BREAK YOUR HEART	Jerry Butler, Vee Jay 354			4
16	14	11	12	DON'T BE CRUEL	Bill Black's Combo, Hi 2926			11
17	10	9	15	BLUE ANGEL	Roy Orbison, Monument 425			10
18	13	14	18	SLEEP	Little Willie John, King 5394			12
19	49	79	—	MANY TEARS AGO	Connie Francis, M-G-M 12964			3
20	40	54	—	SWAY	Bobby Rydell, Cameo 182			3
21	31	44	78	PERFIDIA	Ventures, Dolton 28			4
22	22	21	24	TO EACH HIS OWN	Platters, Mercury 71697	S		7
23	17	10	7	DEVIL OR ANGEL	Bobby Vee, Liberty 55270			17
24	34	65	73	SAILOR (YOUR HOME IS IN THE SEA)	Lolita, Kapp 349			5
25	20	12	5	CHAIN GANG	Sam Cooke, RCA Victor 7783	S		15
26	50	—	—	WONDERLAND BY NIGHT	Bert Kaempfert, Decca 31141			2
27	37	41	52	MY GIRL JOSEPHINE	Fats Domino, Imperial 5704			5
28	19	6	3	MY HEART HAS A MIND OF ITS OWN	Connie Francis, M-G-M 12923			15
29	16	13	8	LET'S THINK ABOUT LIVIN'	Bob Luman, Warner Bros. 5172			12
30	28	39	59	I'LL SAVE THE LAST DANCE FOR YOU	Damita Jo, Mercury 71690			5
31	21	23	20	ARTIFICIAL FLOWERS	Bobby Darin, Atco 6179			9
32	41	62	94	YOU'RE SIXTEEN	Johnny Burnette, Liberty 55285			4
33	38	64	95	RUBY DUBY DU	Tobin Matthews, Chief 7022			4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	36	50	70	LONELY TEENAGER	Dion, Laurie 3070			6
35	27	30	32	PETER GUNN	Duane Eddy, Jamie 1168			7
36	33	27	26	TOGETHERNESS	Frankie Avalon, Chancellor 1056	S		10
37	44	48	72	WAIT FOR ME	Playmates, Roulette 4276			5
38	43	43	41	MY DEAREST DARLING	Etta James, Argo 5368			10
39	24	15	11	SUMMER'S GONE	Paul Anka, ABC-Paramount 10147	S		9
40	54	—	—	FOOLS RUSH IN	Brook Benton, Mercury 71722			2
41	53	58	62	AM I LOSING YOU	Jim Reeves, RCA Victor 7800			5
42	32	26	13	SO SAD	Everly Brothers, Warner Bros. 5163			12
43	51	92	—	OL' Mac DONALD	Frank Sinatra, Capitol 4466			3
44	30	38	55	LOVE WALKED IN	Dinah Washington, Mercury 71696			8
45	25	20	17	THEME FROM THE APARTMENT	Ferrante and Teicher, United Artists 231			18
46	52	56	61	DEAR JOHN	Pat Boone, Dot 16152			5
47	26	25	22	KIDDIO	Brook Benton, Mercury 71652	S		16
48	39	28	16	A MILLION TO ONE	Jimmy Charles, Promo 1022			14
49	42	61	77	AM I THE MAN	Jackie Wilson, Brunswick 55170			5
50	66	70	88	LIKE STRANGERS	Everly Brothers, Cadence 1388			4
51	71	—	—	EXODUS	Ferrante and Teicher, United Artists 274			2
52	29	24	4	TWIST	Chubby Checker, Parkway 811			17
53	55	60	81	BALLAD OF THE ALAMO	Marty Robbins, Columbia 41809	A		6
54	45	40	48	TONIGHT'S THE NIGHT	Shirley, Scepter 1208			11
55	46	37	33	DIAMONDS AND PEARLS	Paradons, Milestone 2003			14
56	65	—	—	I GOTTA KNOW	Elvis Presley, RCA Victor 7810			2
57	48	34	21	MR. CUSTER	Larry Verne, Era 3024			13
58	57	52	86	NATURAL BORN LOVER	Fats Domino, Imperial 5704			4
59	75	68	69	ALABAM	Pat Boone, Dot 16152			5
60	77	86	—	GONZO	James Booker, Peacock 1697			3
61	69	82	93	WHOLE LOT OF SHAKIN' GOIN' ON	Conway Twitty, M-G-M 12962			4
62	56	33	34	A FOOL IN LOVE	Ike and Tina Turner, Sue 730			13
63	61	45	46	SOMEBODY TO LOVE	Bobby Darin, Atco 6179			9
64	—	—	—	RUBY	Ray Charles, ABC-Paramount 10164			1
65	92	66	97	RUBY DUBY DU	Charles Wolcott, M-G-M 12944			4
66	72	78	82	HAVE MERCY, BABY	Bobettes, Triple X 106			7
67	—	—	—	GEE WHIZ	Innocents, Indigo 111			1

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	89	—	—	I MISSED ME	Jim Reeves, RCA Victor 7800			2
69	63	42	50	WHOLE LOT OF SHAKIN' GOIN' ON	Chubby Checker, Parkway 813			7
70	47	32	27	IT'S NOW OR NEVER	Elvis Presley, RCA Victor 7777	S		19
71	—	—	—	EXODUS	Mantovani, London 1953			1
72	83	94	98	ONCE IN A WHILE	Chimes, Tag 444			4
73	—	—	—	HARD HEARTED HANNAH	Ray Charles, ABC-Paramount 10164			1
74	68	53	47	SHIMMY LIKE KATE	Olympics, Arvee 5006			11
75	78	80	90	NIGHT THEME	Mark II, Wye 1001			6
76	85	99	—	DON'T GO TO STRANGERS	Etta Jones, Prestige 180			3
77	64	76	83	BALLAD OF THE ALAMO	Bud and Travis, Liberty 55284			6
78	82	90	100	GREEN LEAVES OF SUMMER	Brothers Four, Columbia 41808			4
79	87	100	—	CRY, CRY, CRY	Bobby (Blue) Bland, Duke 327			3
80	70	81	74	THEME FROM THE DARK AT THE TOP OF THE STAIRS	Ernie Freeman, Imperial 5693			5
81	59	51	53	THEME FROM THE SUNDOWNERS	Billy Vaughn, Dot 16133	S		8
82	76	63	66	ALABAM	Lloyd (Cowboy) Copas, Starday 501			9
83	99	—	—	SEND ME THE PILLOW (THAT YOU DREAM ON)	Browns, RCA Victor 7804			2
84	91	—	—	THE BELLS	James Brown, King 5423			2
85	84	84	89	SIDE CAR CYCLE	Charlie Ryan, Four Star 1745			6
86	94	—	—	LAST OF THE BIG TIME SPENDERS	Cornbread and the Biscuits, Maske 102			2
87	—	—	—	(WILL YOU LOVE ME) TOMORROW	Shirley, Scepter 1211			1
88	88	—	—	WONDERLAND BY NIGHT	Louis Prima, Dot 16151			2
89	67	46	44	ANYMORE	Teresa Brewer, Coral 62219			16
90	90	—	—	PUSH, PUSH	Austin Taylor, Laurie 3068			2
91	—	—	—	STRANGER FROM DURANGO	Richie Allen, Imperial 5683			1
92	—	—	—	SERENATA	Sarah Vaughan, Roulette 4285			4
93	95	—	—	GEE	Jan and Dean, Dore 576			2
94	—	—	—	LAST DATE	Lawrence Welk, Dot 16145			1
95	96	—	—	BUMBLE BEE	La Vern Baker, Atlantic 2077			2
96	—	—	—	CORINNA, CORINNA	Ray Peterson, Dunes 2002			1
97	97	—	—	SWEET DREAMS	Don Gibson, RCA Victor 7805			2
98	62	67	64	ONE OF THE LUCKY ONES	Anita Bryant, Carlton 535			7
99	—	—	—	FALLEN ANGEL	Webb Pierce, Decca 31165			1
100	—	—	—	GLORIA'S THEME	Adam Wade, Coed 541			1

& TOMORROW'S TOPS

BEST BUYS

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

POP

*AM I LOSING YOU (Ronda, BMI)

*I MISSED ME Jim Reeves (Tree, BMI) RCA Victor 7800

*LIKE STRANGERS Everly Brothers (Acuff-Rose, BMI) Cadence 13388

*DEAR JOHN (America, BMI)

*ALABAM Pat Boone (Starday, BMI) Dot 16152

EXODUS (Chappell, ASCAP)

Ferrante & Teicher United Artists 274

Mantovani London 1953

C&W—No selections this week.

R&B—No selections this week.

BUBBLING UNDER THE HOT 100

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

1. YOU BETTER KNOW WHAT YOU'RE DOING..... Lloyd Price, ABC-Paramount 10162
2. WONDERLAND BY NIGHT... Anita Bryant, Carlton 537
3. WABASH BLUES..... Viscounts, Madison 140
4. HAPPY DAYS.... Marv Johnson, United Artists 273
5. COME RAIN OR SHINE.... Ray Charles, Atlantic 2084
6. SOMEDAY..... Brook Benton, Mercury 71722
7. SIXTY-MINUTE MAN.... Unfouchables, Madison 139
8. PLEASE, PLEASE, PLEASE James Brown, Federal 12258
9. BRAND NEW HEARTACHE..... Everly Brothers, Cadence 1388
10. GOOD NEWS..... Eugene Church, Rendezvous 132
11. GEE WHIZ..... Bobby Day, Rendezvous 136
12. JAGUAR AND THUNDERBIRD... Chuck Berry, Chess 1767
13. LET'S DO THE HULLY GULLY..... Bill Doggel, Warner Bros. 5181
14. YOU ARE MY SUNSHINE..... Johnny and the Hurricanes, Big Top 3056
15. PLEASE, PLEASE, PLEASE, PLEASE..... Five Royales, Home of the Blues 112

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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

BOBBY VEE



RUBBER BALL (Arch, ASCAP) (2:17) — **EVERYDAY** (Peer, BMI) (2:10) — Vee turns in a smash reading on an attractive item with amusing lyrics. Flip is the old Buddy Holly hit, featuring a strong vocal string. Both sides are potent. Liberty 55287

NAT COLE



IF I KNEW (Frank-Rinimer, ASCAP) (2:47) — **WORLD IN MY ARMS** (Sweco, ASCAP) (2:02) — Cole sings a lovely ballad from the new Meredith Willson musical "The Unsinkable Molly Brown." Flip features warmly expressive vocal stint on an attractive theme with Latinish backing. Both sides are strong, but "If I Knew" has the edge. Capitol 4481

BILL BLACK'S COMBO



WILLIE (Jec, BMI) (1:55) — **BLUE TANGO** (Mills, ASCAP) (1:58) — "Willie," a fine Kansas City style boogie blues, is wrapped up in a solid instrumental treatment with a great beat. The pretty oldie, "Blue Tango," is accorded an interesting ork treatment, spotlighting standout horn and organ solo work. Either side could go. Hi 2027

THE PARADONS



BELLS RING (Lode, Mavarik, Sara Lee, Jamak, BMI) (2:05) — **PLEASE TELL ME** (Jamak, BMI) (2:24) — The boys come thru with two more waxings on the order of their current hit "Diamonds and Pearls." Top side is a wistful rockaballad, flip is a rocking item. Both can go. Milestone 2005

BEN E. KING



FIRST TASTE OF LOVE (Trio-Rumbalero-Progressive, BMI) (2:17) — **SPANISH HARLEM** (Progressive-Trio, BMI) (2:53) — Two sparkling sides by Ben E. King, lead singer of the Drifters. Top side is in the vein of "Save the Last Dance for Me," while the flip is an intriguing Latinish tune. Atco 6185

DINAH SHORE



I AIN'T DOWN YET (Frank-Rinimer, ASCAP) (2:38) — The best record Miss Shore has made in years is this bright march effort from "The Unsinkable Molly Brown," which she sells with smart sounds that kids and adults will enjoy. Flip is "I Gotta Love You" (Manchester, ASCAP) (2:13). Capitol 4476

LYNN TAYLOR AND THE PEACHETTES



BELLS OF ST. MARY'S (Chappell, ASCAP) (2:30) — **SWEET LITTLE GIRL** (Duchess, BMI) (2:39) — The familiar oldie is handed a very different treatment by the group here and it could happen. Flip is a familiar blues with a lyric that moves. Watch both. Clock 1033

SAM FLETCHER



TALL HOPE (Morris, ASCAP) (2:35) — **FAR AWAY FROM HOME** (Morris, ASCAP) (2:41) — Fletcher debuts on the label with a pair of top-notch readings. Both tunes are from the new musical "Wildcat." Top side is a rhythmic ditty with solid chanting and backing. Flip is a pretty ballad sold with warmth. Either way here. RCA Victor 7817

(Continued on page 54)

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.

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 53

LITTLE WILLIE JOHN

YOU HURT ME (Bejo, BMI) (2:50) — **SLOW WALK** (Bejo, BMI) (2:40) — The artist contributes a feelingful rendition on "You Hurt Me," a moving bluesy item. "Slow Walk"—an attractive rockaballad with a popish flavor—is handed an emotion-packed delivery. Disk has two-sided hit potential and dual market appeal. **King 4970**

Country & Western

COWBOY COPAS

SETTIN' FLAT ON READY (Starday, BMI) (2:35) **MIDNIGHT IN HEAVEN** (Starday, BMI) (2:15) — The Cowboy has been very hot lately in both c.&w. and pop areas and this smart coupling can keep up the interest. Top side is a solid novelty reading, with the flip a moving country ballad. Both figure as strong contenders in both fields. **Starday 528**



SPECIAL MERIT SPOTLIGHTS

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

(Reviews appear elsewhere in this issue)

Pop Disk Jockey Programming

THE SWE-DANES

★★★★ **HEY, LOOK ME OVER** (Morris, ASCAP) (1:48)

★★★ **WHEN YOUR TIME COMES** (Suchan, ASCAP) (2:20) — Warner Bros. 5182

Pop Talent

GENE PITNEY

★★★★ **I WANNA LAUGH MY LIFE AWAY** (Sealark, BMI) (1:53)

★★★★ **I LAUGHED SO HARD I CRIED** (Arch, ASCAP) (2:18) — Musicor 1002

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

THE IVY THREE

★★★★ **Alone in the Chapel** — SHELL 723 — The boys turn in a pounding, emotional reading of a new version of "The Lost Chord." They're joined by a girl's chorus in a resounding climax. The group recently scored with "Yogi." (Saxon, BMI) (2:26)

★★★★ **Hush, Little Baby** — A medium rhythm tune is done neatly by the group. This, too, has a chance. (Saxon, BMI) (1:50)

GORDON MACRAE

★★★★ **If Ever I Would Leave You** — CAPITOL 4483 — The most attractive ballad from the forthcoming Lerner and Loewe "Camelot" is handed a whale of an interpretation here over mighty fine ork support. Could happen. (Chappell, ASCAP) (2:37)

★★★★ **Dolce Far Niente** — Pretty tune from "Molly Brown" receives a potent performance from MacRae over solid backing by the Dick Wess crew. Side has a chance. (Frank, ASCAP) (2:34)

LARRY VERNE

★★★★ **Mister Livingston** — ERA 3034 — The "Mister Custer" man is back with another wild outing. This time the setting is the jungle, with wild shouting, cannibals and the inevitable meeting with Livingston. A funny side that could break loose for Verne. (Pattern, ASCAP) (3:54)

★★★★ **Roller Coaster** — Verne finds himself on a Roller Coaster ride here and the treatment again is full of laughs. This side, too, can find favor. (Balladeer, ASCAP) (2:43)

GENE PITNEY

★★★★ **I Wanna Laugh My Life Away** — MUSICOR 1002 — Gene Pitney, writer of many of today's pop hits, comes thru with a sock performance here on his first outing on wax as a singer. Lad sells the tune he clefted with excitement, and the rhythm tune has a solid chance. (Sealark, BMI) (1:53)

★★★★ **I Laughed So Hard I Cried** — On this side, too, the lad comes thru with a second sock performance as he sells another rhythm effort with feeling. Two strong sides from a new talent. (Arch, ASCAP) (2:18)

DAVID ROSE AND HIS ORCHESTRA

★★★★ **Bonanza** — M-G-M 12965 — Theme from the TV show of the same name is played in lilting style here by the David Rose crew. This could be a big one. (Livingston & Evans, ASCAP) (1:37)

★★★★ **Theme From "Butterfield 8"** — The theme from the film, "Butterfield 8," receives a warm and moving reading from the Rose crew on this attractive waxing. Two good sides. (Robbins, ASCAP) (2:56)

FOUR PREPS

★★★★ **Balboa** — CAPITOL 4478 — A first-rate hunk of material is handed a sock reading by the boys over smart shuffle backing. It could be another big one for the lads. (Manistee, BMI) (2:34)

★★★★ **I've Already Started In** — A very attractive hunk of material from "Molly Brown" is sung in soft-shoe style here by the Four Preps. This has a chance for action. (Frank-Rinimer, ASCAP) (1:58)

ANTON KARAS

★★★★ **Third Man Theme** — LONDON 30005 — The familiar tune has been re-recorded here and it still sounds good. Could get a lot of exposure again. (Chappell, ASCAP) (2:06)

★★★★ **The Cafe Mozart Waltz** — Bright tune with something of the feeling of the "Third Man Theme," is played smartly by Anton Karas on this new waxing. Watch it. (Chappell, ASCAP) (2:13)

SPENCER ROSE

★★★★ **Heaven Can Wait** (Mr. Jordan) — COLUMBIA 41877 — This is the theme from the forthcoming TV show, "Heaven Can Wait." It has some of the warm flavor of "Tracy's Theme" last year and it has a chance. Watch it. (Aslam, BMI) (2:05)

★★★★ **Theme From "My Three Sons"** — This is from the TV show, "My Three Sons," and it's a bright, happy tune with a lot of the "Chopsticks" melody. The tune receives a bright, bouncy reading here and it could catch coins. (Michael, BMI) (2:09)

SONNY JAMES

★★★★ **I Wish This Night Would Never End** — NRC 061 — Sonny James comes thru with a fine performance on an attractive piece of material about the shortness of the evening. He sells it with sincerity and the arrangement is solid, too. Good wax. (Lowery, BMI) (2:53)

★★★★ **Bimbo** — The fine tune waxed by Jim Reeves many years ago, is handed a sock performance here by the chanter over strong backing. Two solid sides by James. (Fairway, BMI) (1:57)

CLYDE McPHATTER

★★★★ **Before I Fall in Love Again** — MERCURY 71740 — A bright hunk of material clefted by Clyde Otis and Brook Benton is sold solidly here by McPhatter over neat support by the string ork. Could be big. (Play, BMI) (2:28)

★★★★ **One More Chance** — A mighty attractive ballad is sold stylishly by McPatter over moody string ork support. His effective reading could help this happen. It has a gospel flavor. (Brenda, BMI) (2:36)

TOMMY EDWARDS

★★★★ **Suzie Wong** — M-G-M 12959 — The pretty, Oriental ballad has already had several releases in instrumental form and Edwards comes up with a soft and tender vocal version with fem chorus. Listenable and the side can get action. (Famous, ASCAP) (2:30)

★★★★ **As You Desire Me** — Allis Wrubel's delightful ballad is handed a strong bit of chanting by Edwards, set against a triplet piano rhythm. Chorus is also nicely worked in. Side also merits exposure. (Words & Music, ASCAP) (2:28)

JIMMY WILLIAMS

★★★★ **There Is No Doubt** — ROULETTE 4303 — The singer comes thru with a fine performance on a pretty ballad, aided by a top-notch arrangement. Williams sells it with feeling and the side has a chance. (Sheldon, BMI) (2:12)

★★★★ **What a Change** — Jimmy Williams bows on the label with a first-rate performance of a happy rhythm tune, sparked by attractive backing with strings and bongos. Worth exposure. (Sheldon, BMI) (2:19)

THE DREAMERS

★★★★ **(That's Why) I Sing This Song** — APT 25053 — The Dreamers are a wildly rockin' group and they turn out a lot of sound on this bluesy item. Fine beat effort that could get plays. (Figure, BMI) (2:25)

★★★★ **Mary's Little Lamb** — Another rockin' side based on the old nursery tale. Flip may have an edge, however. (Panco, BMI) (2:20)

KITTY WHITE

★★★★ **Wimoweh** (The Lion Sleeps) — DOT 16157 — The South African oldie is handed an exciting vocal by the thrush. Watch it. (Sur Vine, BMI) (2:31)

★★★★ **Wings of a Dove** — Ferlin Husky has the No. 1. c.&w. record on The Billboard charts this week, with this pretty country theme. Miss White sings it with effective gospel flavor. (Bee Gee, BMI) (2:15)

THE BAYSIDERS

★★★★ **The Bells of St. Mary's** — EVEREST 19393 — Here's a strong version of the oldie turned in by the group against gently rockin' backing. Side builds nicely and can share the action in the current revival. Side is worth watching. (Chappell, ASCAP) (2:18)

★★★★ **Comin' Thru the Rye** — The old air is given a nice updated go in a rocking framework. Side can also grab spins. (Atendale, BMI) (2:14)

THE SHELLS

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

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

JOE VILLA

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

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

SAMMY DAVIS JR.

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

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

THE INNOCENTS

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

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

JERRY WALLACE

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

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

THE SWE-DANES

★★★★ **Hey, Look Me Over** — WARNER BROS. 5182 — A most attractive and stirring hunk of material from the new Broadway musical, "Wildcat," receives a sock reading from the Swe-Danes here. Side has a chance to break out. (Morris, ASCAP) (1:48)

★★★ **When Your Time Comes to Go** — Familiar material in the revival vein receives a stylish performance from the group. Good wax but flip is stronger. (Suchan, ASCAP) (2:20)

THE REVELS

★★★★ **Church Key** — IMPCAT 1 — Wild instrumental side punctuated by happy fem laughter and rocking beat. (Anthony, ASCAP) (2:03)

★★★ **Vesuvius** — Another frantic instrumental side with fast-moving rocking tempo. (Anthony, ASCAP) (2:07)

BOBBY LEE

★★★★ **Little Flame** — DECCA 31181 — Wistful chanting by Lee on appealing theme with pretty fem chorus piping on backing. Merit's spins. (Aberbach, BMI) (2:05)

★★★ **Sugar Love** — Husky vocalizing by Lee on bouncy rockabilly item with pleasing fem chorus work on backing. (Cedarwood, BMI) (2:17)

THE DING DONGS

★★★★ **Sweet Thing** — ELDO 109 — Exuberant chanting by group on infectious rhythm-novelty with solid beat. (Eldorado-Robin Hood, BMI) (1:47)

★★★ **Ding Dong** — Lively reading by lead singer on folksy country-flavored item with bouncy tempo. (Eldorado, BMI) (1:56)

HOAGY LANDS

★★★★ **Lighted Windows** — JUDI 054 — He's a lonely lad looking for another lonely soul and he finally finds one according to this happy ending story. Two good sides. (Russber, BMI) (2:40)

★★★ **Cry Some Tears** — Hoagy Lands comes thru with a solid performance of a wild rhythm tune, aided by sock backing from the chorus and rhythm section. It has an infectious feeling. (Russber, BMI) (2:37)

THE LITTLE SISTERS

★★★★ **The Twist** — PARKWAY 815 — Electronic high-pitched fem voices—a la the Chipmunks—chant vivaciously on the recent hit. Watch it. Chubby Checker contributes brief vocal seg. (Jay & Cee-Armo, BMI) (1:15)

★★★ **The Pony** — More electronic piping on a bouncy ditty. (Kalmann, ASCAP) (2:28)

TONY BENNETT

★★★★ **Follow Me** — COLUMBIA 41874 — Lovely new tune from the new Lerner and Loewe show "Camelot" is sung in winning fashion here by Tony Bennett aided by the Glenn Osser crew. Side has a solid chance—watch it. (Chappell, ASCAP) (2:40)

★★★ **Ramona** — The fine oldie receives a tender performance by Bennett and again the backing is warm. Flip has the impact tho. (Feist, ASCAP) (2:20)

BO DIDDLEY

★★★★ **Gun Slinger** — CHECKER 965 — Sock performance on a catchy rhythm ditty with infectious tempo. Watch it. (Arc, BMI) (1:50)

★★★ **Signifying Blues** — Showmanly delivery by the artist on a relaxed, free-wheeling item. (Arc, BMI) (2:32)

ROSEMARY CLOONEY

★★★★ **What Takes My Fancy** — RCA VICTOR 7819 — Personable chanting on an appealing ditty from the forthcoming Lucille Ball Broadway musical, "Wild Cat." (Morris, ASCAP) (2:08)

★★★ **Hey, Look Me Over** — Verveful piping by the canary on a bouncy tune from same show. Both sides are spinnable. (Morris, ASCAP) (2:14)

MARVIN RAINWATER

★★★★ **Yesterday's Kisses** — M-G-M 12938 — A strong country-oriented performance. Organ in the background has a good effect. (Brave, BMI) (2:17)

★★★ **You're Not Happy (Till I'm Crying)** — Marvin chants a country weeper; but it has pop trimmings, such as the chorus. Side has a good rhythmic quality. (Brave, BMI) (2:17)

TEX WILLIAMS

★★★★ **Are You Sure?** — CAPITOL 4479 — Rhythmic patter song from "Molly Brown" is sold with much charm and style by Tex Williams over swinging hand-clapping support. This side has a chance. (Frank-Rinimer, ASCAP) (2:10)

★★★ **Think It Over, Boys** — "Before you get married, think" says Tex Williams on this amusing novelty, on which he talks over stylish trumpet backing. (Central Songs, BMI) (1:55)

THE SENSATIONAL SATELITES

★★★★ **Dooley Swings** — MARLO 1500 — The Tom Dooley hit returns via a rockin' instrumental version. The horns dominate the side which also has a solid beat. Spins possible. (Marlo, BMI) (2:05)

★★★ **Aura Lee** — An instrumental version of the old tune, done with reeds much in the forefront. Flip has the better chance. (Marlo, BMI) (1:40)

THE SPROUT

★★★★ **Twisting On Bandstand** — MERCURY 71721 — Another "Twist"-derived rocker with a driving blues construction; guitars and horns are heard in the arrangement. (LaCour, BMI) (2:16)

★★★ **Why Did You Go** — A rockaballad, well-recorded. Group's diction and harmony is good. (LaCour, BMI) (2:38)

PRESTON EPPS

★★★★ **Bongo in the Congo** — ORIGINAL SOUND 14 — Wild bongos are featured on this frantic instrumental by Preston Epps and the ork here. Backing features strings, too. Disk swings from the word go and the bongo work is solid. Strong wax. (Bonnieview, ASCAP) (2:00)

★★★ **Bongo Shuffle** — Another wild instrumental featuring flashy bongo work by Epps aided by rhythm backing. Both sides are attention-getters and could get action. (Drive In, BMI) (1:44)

THE FLAMINGOS

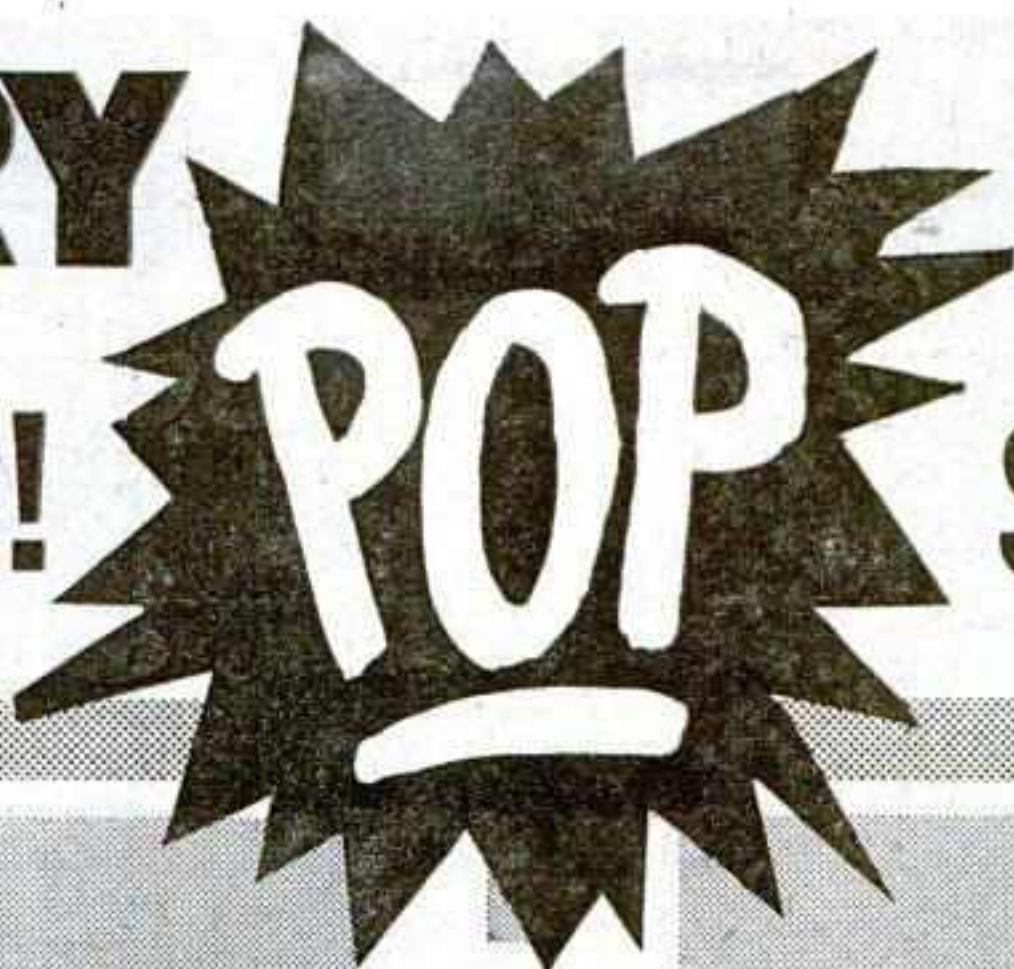
★★★★ **Your Other Love** — END 1081 — The lead singer does a fine job on this quick-paced ballad that is faintly reminiscent melodically of "Save the Last Dance for Me." Group as a whole sounds fine and accompanying fiddles add a lush, swinging background. (Brittany, BMI) (2:41)

★★★ **Lovers Gotta Cry** — Lead singer with the group nicely explains that each love affair must have its rough spots. The rest

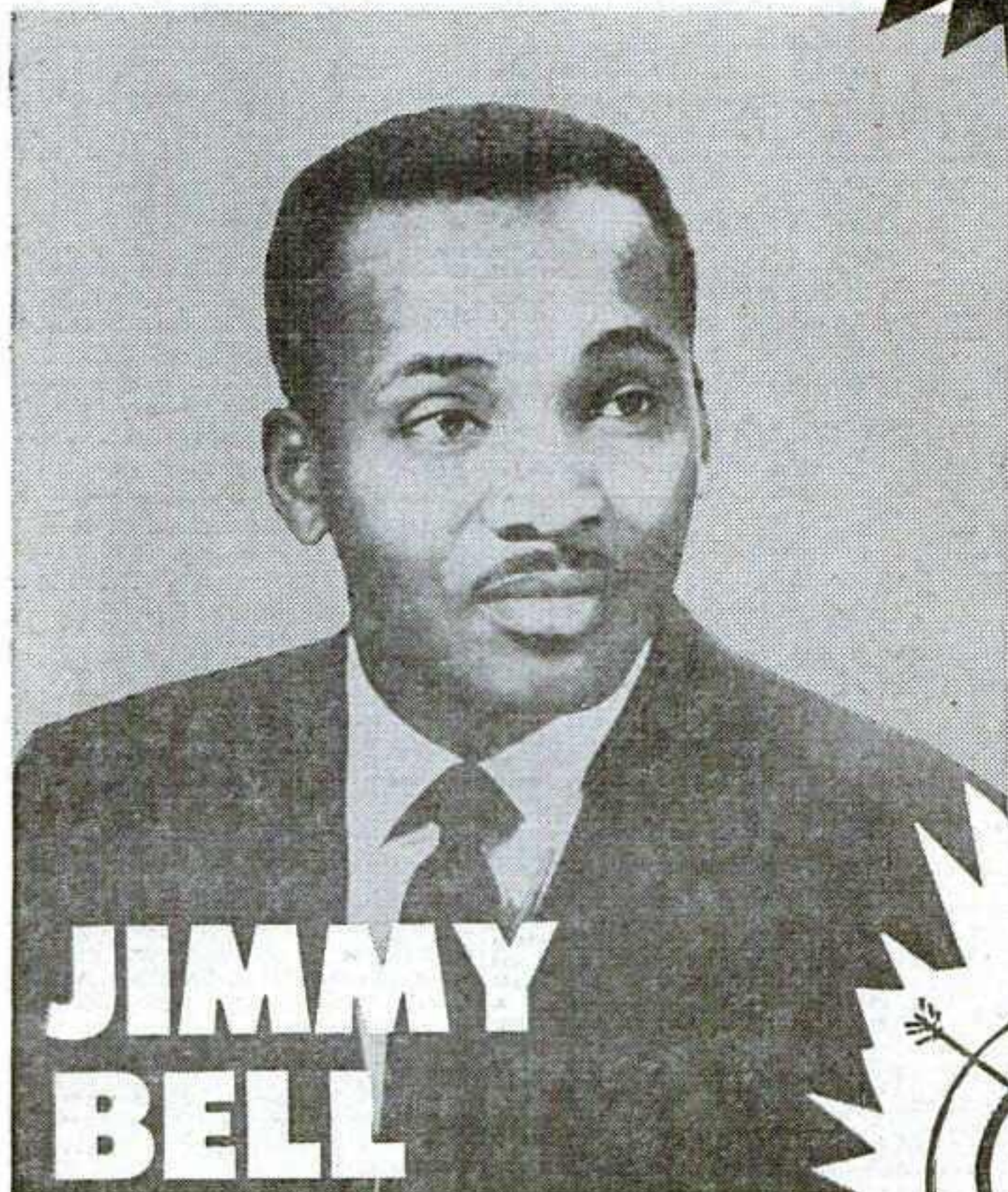
(Continued on page 57)

HICKORY HITS!

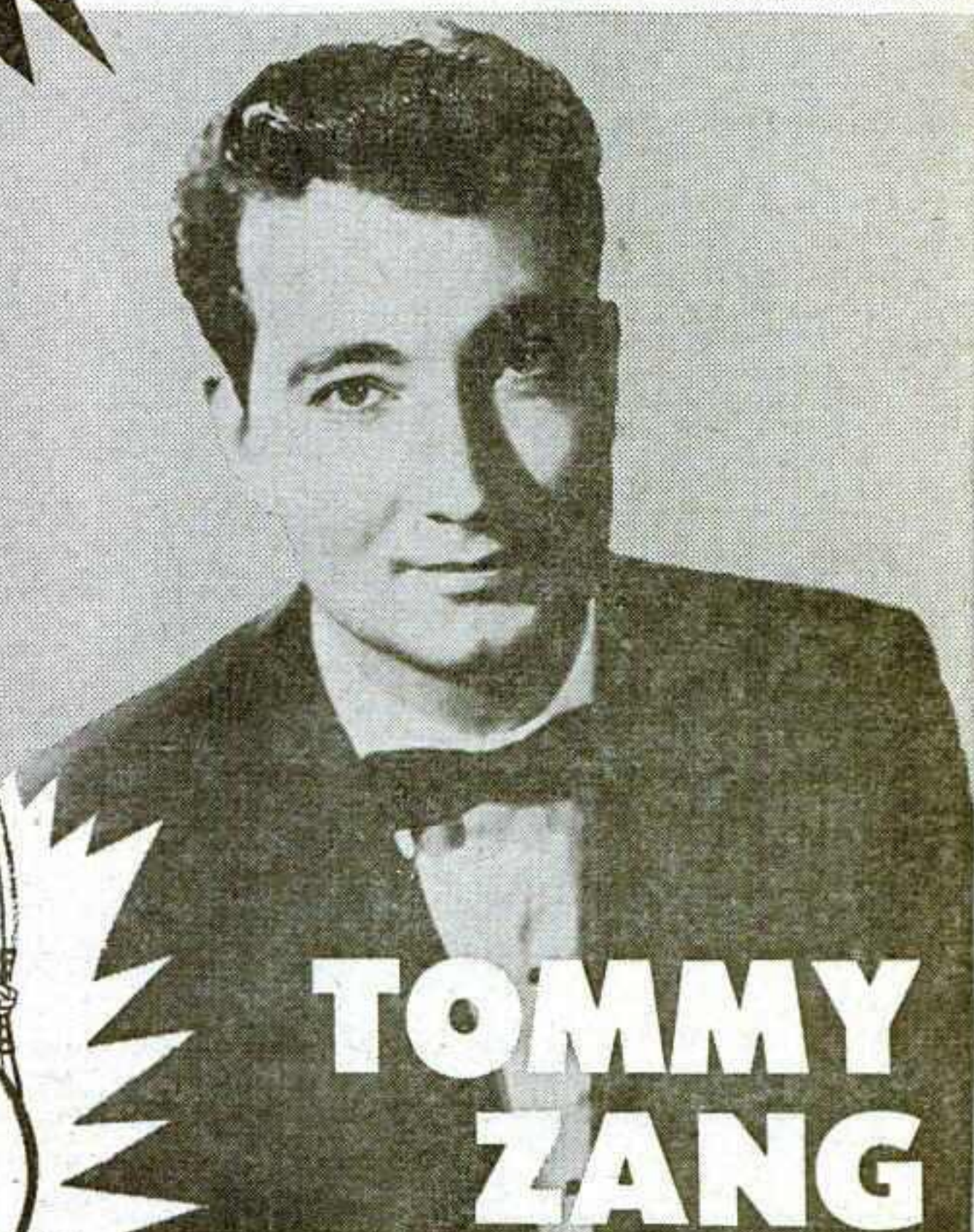
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TOMMY ZANG

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FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Paul F. Forrester, general agent for the Tommy Scott country and western show the last eight years, and his wife were seriously injured recently in a head-on auto crash near Foley, Ala. Forrester had both of his legs broken and sustained serious head injuries and six broken ribs. Mrs. Forrester suffered a broken leg and severe body cuts and bruises. Tommy Scott is handling the routing of the show from his Toccoa, Ga., winter quarters. . . . Ray Price shows his wares at Lansing, Mich., November 25; Saginaw, Mich., 26; Grand Rapids, Mich., 27, and Cain's Ballroom, Tulsa, Okla., December 31.

For his 11th annual Thanksgiving week "Grand Ole Opry" tour, Harry (Hap) Peebles, Wichita, Kan., promoter has framed a package comprising Tex Ritter, Hank Morton, Moon Mullican, Hawkshaw Hawkins, Jean Sheppard, the LaGarde Twins, Easman Napier and the Plainsmen, Gary Van, and the Western Starliters. Unit, which opened Sunday (20) at Kansas City, Kan., follows with Topeka, Kan., 21; Sioux City, Ia., 22; Scottsbluff, Neb., 23; Omaha, 24; Lincoln, Neb., 25 and Wichita, Kan., 26. . . . Bobby Lord, LeRoy Van Dyke, Jimmy Gately, Harold Morrison, Lenny Aleshire, Goo Goo Rutledge, Mack Sanders and His Ranch Boys and Jeannie Pierson appear for Harry Peebles at Wichita, Kan., December 3. The same night finds Tex Ritter, Hank Morton, Minnie Pearl, Pee Wee King, Redd Stewart and the Collins Sisters in Independence, Kan., and December 4 Minnie Pearl, Pee Wee King, Redd Stewart, Bobby Lord the Collins Sisters and LeRoy Van Dyke do three shows at the Memorial Building, Kansas City, Kan., for the Peebles office.

Boyd Records, Oklahoma City, last week signed a distribution pact with Bill Lowery, of NBC Records, on Pamela Law's new release on the Boyd label. The 16-year-old Gallatin, Tenn., lass has been a frequent guest on Noel Ball's show on WSIX-TV, Nashville, the past year. Her new release couples "What Did You Do?" and "Just Like You Like It." . . . Joe Allison, Liberty Records' country music chief, cut sessions at the Owen Bradley Studios in Nashville with Ray Sanders, Warren Smith, Billy Strange and Doye O'Dell during WSM's recent country music festival. . . . Wendy Bagwell was awarded the Most Popular Gospel Singer trophy at the recent National Quartet Convention at City Auditorium, Atlantic. Award was made by Don Butler, gospel music deejay at WGUN, Atlantic.

Jim McConnell, general manager of Top Talent, Inc., heads for Chicago and the annual outdoor showmen's convention this weekend to merchandise a new stock of C.&W. shows for the 1961 fair season. . . . Charlie Brown, whose Nashville firm, Brown Radio Productions, introduced Eddy Arnold on his own transcribed radio series 13 years ago, was defeated in his attempt to return to the U. S. Congress for a third term from the Ozarks in the recent election. His opposition was a tirelessly campaigning Springfield, Mo., physician. Both candidates were heavy users of country music talent during weeks of storming the countryside. . . . Arlene (Dante) Wright, who recently took time off from her radio show on WNNJ, Newton, N. J., to await a visit from the long legged bird, last week presented her husband with an eight-pound son.

The gospel-singing Blackwood Brothers Quartet closes out the month with bookings at Grenada, Miss., November 22; Winston-Salem, N. C., 23; Knoxville, 24; Chattanooga, 25; Asheville, N. C., 26, and Olney, Ill., 29. . . . Joe Taylor and the Red Birds, Fort Wayne, Ind., have a replacement for their steel guitar man who left the group recently after a seven-year hitch. New man is Sammy Moffitt, who also doubles on lead Spanish. . . . Nat Vincent, recently retired by Southern Music after 20 years' service, has settled permanently in Dunedin, Fla. Mail addressed to P. O. Box 426 will reach him there. . . . Rendezvous Records, Los Angeles, is out with its first c.&w. release, "Light Up the Candles" b.w. "After Being Your Lover," as done by Jack Roberts. It's also the latter's initial release on that label.

Leon McAuliff and His Cimarron Boys are routed for the American Legion Hall, Seminole, Okla., November 24; Convention Hall, Enid, Okla., 25; Cimarron Ballroom, Tulsa, Okla., 26; Clinton Sherman Air Force Base, Clinton, Okla., December 2; Moose Club, Oklahoma City, 3; Flame Club, Minneapolis, 5-10; Forbes Air Force Base, Topeka, Kan., 16; Playhouse, Wichita, Kan., 17; Tinker Air Force Base, Oklahoma City, 23, and Cimarron Ballroom, Tulsa, Okla., 24 and 31. Leon and the band still hold forth regularly on KVOO-TV, Tulsa, doing the show live when in town and on tape when on the road. . . . Bob Jennings, formerly on the Dot label, has just had his first release on Republic, "Gloryland March" b.w. "What Are Children For?" Scoopie Brucie, of WLAC, Nashville, says "Gloryland" is the side.

Hawkshaw Hawkins and his long-time stage partner, Jean Shepard, will be married in a public wedding on the stage of the Forum, Wichita, Kan., Saturday night (26). Arrangements for the nuptials are being handled by Harry (Hap) Peebles, Wichita promoter, and Mack Sanders, owner of KSIR, Wichita's all-country station. The knot-tying will follow a stagemusical featuring Tex Ritter, Hank Morton, the Plainsmen, the LaGarde Twins, Carl Perkins and band, Moon Mullican, Gary Van and His Western Starliters, plus Jean and the Hawk. . . . Ralph E. Stevens, general manager of Ridgecrest Records, La Grange, Ga., has just made his first release on the Harmonette's Quartet, with Sandy Brooks. The gospel-singing girls, who hail from Nashville, range in age from 8 to 12 years, and for some time have been featured on their own network radio show, "Sunday Down South With the Harmonettes."

Wanda Jackson's itinerary carries her to Decorah, Ia., November 22; St. Paul, Minn., 23; Eau Claire, Wis., 24; Mankato, Minn., 25; Prairieburg, Ia., 26; Kansas City, Mo., 30-December 3; Odessa, Tex., 6; Hobbs, N. M., 7; Lubbock, Tex., 8; Amarillo, Tex., 9; Albuquerque, N. M., 10; Grants, N. M., 11; Gallup, N. M., 12, and the Golden Nugget, Las Vegas, for six weeks starting December 15. . . . Danny Harrison cut his first Nashville session at the Owen Bradley Studio, November 2, on an old Roy Acuff song published by Acuff-Rose. In on the session were Jerry Byrd, Steel guitar; Floyd Cramer, piano; Grady Martin, lead guitar; Buddy Harman, drums; Ray Edenton, rhythm guitar, and the Jordanaires.

The Billboard HOT C & W SIDES

THIS WEEK	FOR WEEK ENDING NOVEMBER 27			WEEKS ON CHART
	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	
1	1	2	2	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406.....12
2	3	3	3	EXCUSE ME, Buck Owens, Capitol 4412.....40
3	2	1	1	ALABAM, Cowboy Copas, Starday 501.....21
4	5	6	9	BEFORE THIS DAY ENDS, George Hamilton IV, ABC-Paramount 10125.... 7
5	7	5	5	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 5524812
6	16	17	27	I MISSED ME, Jim Reeves, RCA Victor 7800..... 4
7	6	8	8	I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767... 8
8	4	4	4	(I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767...13
9	20	—	—	NORTH TO ALASKA, Johnny Horton, Columbia 41782..... 2
10	8	7	11	BALLAD OF WILD RIVER, Gene Woods, Hap 1004..... 7
11	22	28	—	WANTING YOU, Jimmy Newman, M-G-M 12945..... 3
12	11	9	13	CRUEL LOVE, Lou Smith, Top Rank 2069.....15
13	10	10	6	HEART TO HEART TALK, Bob Wills & Tommy Duncan, Liberty 55260....14
14	25	24	—	WINDOW UP ABOVE, George Jones, Mercury 71700..... 3
15	15	—	—	FALLEN ANGEL, Webb Pierce, Decca 31165..... 2
16	18	22	—	LITTLE GUY NAMED JOE, Stonewall Jackson, Columbia 41785..... 3
17	17	12	14	YOU CAN'T PICK A ROSE IN DECEMBER, Ernest Ashworth, Decca 31156.. 5
18	24	—	—	I THINK I KNOW, Marion Worth, Columbia 41799..... 2
19	9	13	10	LET'S THINK ABOUT LIVIN', Bob Luman, Warner Bros. 5172..... 7
20	23	20	19	THIS OLD HOUSE, Wilma Lee & Stony Cooper, Hickory 1126.....11
21	12	15	—	LAST DATE, Floyd Cramer, RCA Victor 7775..... 3
22	13	14	20	HERE I AM DRUNK AGAIN, Clyde Beaver, Dollie 7682..... 5
23	14	11	7	ANYMORE, Roy Drusky, Decca 3110920
24	21	26	22	THERE'S NOT ANY LIKE YOU LEFT, Faron Young, Capitol 4410..... 5
25	26	21	—	THIS OLD HEART, Skeets McDonald, Columbia 41773..... 4
26	27	27	—	THE MOON IS CRYING, Allan Riddle, Plaid 1001..... 3
27	—	—	25	I'VE GOT A RIGHT TO KNOW, Buck Owens, Capitol 4412..... 3
28	—	—	25	YOU DON'T WANT MY LOVE, Roger Miller, RCA Victor 7776..... 3
29	30	19	—	I WISH YOU LOVE, Billy Walker, Columbia 41763..... 3
30	—	—	—	AM I LOSING YOU, Jim Reeves, RCA Victor 7800..... 1

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Reviews of New Pop Records

Continued from page 54

of the group and violin-studded ork make fine accompanying sound. (Home Folks, BMI) (2:03)

TERRY & THE MELLOWS

★★★★ The Bells of St. Mary—AMY 812 —Effective r.&r. treatment—with a solemn pace—of the pretty oldie with solid choral treatment by young-sounding group. (Chappell, ASCAP) (2:30)

★★★ Love Express—Vivacious chirping by lead singer, Terry Corin, on a bouncy r.&r. theme with Latin-styled tempo on backing. (Mia, ASCAP) (2:08)

THE CARNATIONS

★★★★ Wing and a Prayer — UNIVERSITY 606 — The World War II hit is performed in interesting instrumental style here by the combo, with triplets in the backing, and a guitar on lead. Tempo is slow, making the tune a hymn-styled effort. (Robbins, ASCAP) (2:15)

★★ Leap Year — This is a rock version of "Here Comes the Bride" played wildly by the combo on this instrumental. (Tree, BMI) (2:12)

LANNY DUNCAN

★★★★ Romeo's Teacher — CANDIX 304 —Tune extols the love-making prowess of Duncan's chick. Blues-based material gets a strong medium rocking treatment. (Dixie-Marc, BMI) (2:20)

★★ Why Did We Say Goodbye?—Double-tracking of Duncan's voice is featured on this ballad side which asks the perennial question. (Dixie-Marc, BMI) (2:40)

VIC DAMONE

★★★★ If Ever I Would Leave You — COLUMBIA 41945 — The lovely new tune from the forthcoming Lerner and Loewe

show, "Camelot," receives a stunning vocal reading by Vic Damone here. Classy side could be a winner for Damone—his biggest since "The Street Where You Live." (Chappell, ASCAP) (2:51)

★★ I'll Be Your Lover — Damone sells this slight effort well and the backing by Alex Stordahl is tasteful, but the power is on the other side. (Mogull, ASCAP) (2:43)

THE FOUR ACES

★★★★ Dolce Far Niente — ABC-PARAMOUNT 10166—Meredith Willson's tune from "The Unsinkable Molly Brown" is given a nice, spinnable go here by the Aces in their debut on the label. Fern chorus answers them here. (Rinimer, ASCAP) (2:05)

★★ Searching — A relaxed and listenable ballad is performed neatly by the Aces to their familiar shuffling rhythm backing. (Copar, BMI) (2:05)

★★★
GOOD SALES
POTENTIAL

THE DEL SAINTS

★★★ Tarzan — WHIRL 0993 — A very solidly rocking piece of material performed instrumentally by the group with guitar and tenor sax out front and all sorts of strange jungle noises adding color. (BMI) (2:10)

★★★ St. Louis Blues — The old W. C. Handy opus gets a swiny performance here, again instrumentally, with electric organ, guitar and tenor all providing good solos. (Mills, ASCAP) (2:15)

THE WANDERERS THREE

★★★ Heave Away — Haul Away—MERCURY 71726—Lively folk-styled tune is sung with virile showmanship by group. Spinnable. (Glad, BMI) (2:35)

★★★ Santa Anna at the Alamo—A Mexican infantry soldier's viewpoint is told—a la "Mr. Custer"—in current trend of sicknic humor. Should appeal to those who liked previous waxings of same school. (Glad, BMI) (2:50)

VAUGHN MONROE

★★★ The Song of the Skier — M-G-M 12968 — Novel strumming background gives this three-quarter-time ballad by the veteran singer an arresting quality. Strings, too, form a pretty backdrop for this tune which extolls the inspirational quality of skiing. (Sango, BMI) (2:59)

★★ Learn to Ski by Mail (In Ten Easy Lessons) — Monroe speaks an amusing piece about how a tenderfoot learns to ski by mail in front of a fast-paced musical background. (Brookhaven, BMI) (2:43)

RAY STARR

★★★ Donna Lou — FEDERAL 12393 — Exuberant vocalizing by Starr on bouncy r.&r.-styled theme with chorus on backing. (Sonlo, BMI) (2:40)

★★ Three Hearts in a Tangle — Tender warbling by Starr on an okay country-flavored weeper. (Sonlo, BMI) (2:20)

ALLAN DARE

★★★ The Old Prospector — SIGNET 600 —Lyric tells the story of a prospector who strikes it rich, and a thief who steals his hoard from him. A resonant voice, with a fetching figure in the arrangement. (Prod, ASCAP) (2:08)

★★ Lonely Land — This side affects the epic or saga quality, with a drum in the arrangement contributing a march tempo. (Prod, ASCAP) (2:20)

JACK MARSHALL

★★★ Keep a Hoppin' — CAPITOL 4480 —Jack Marshall ork and chorus turn in a happy performance of one of the rhythm tunes from "Molly Brown" here. Nice wax. (Frank-Rinimer, ASCAP) (2:04)

★★ So Happy in Love — Stylish, old-fashioned hunk of material is handled well by the chorus and ork here. (Pickwick, ASCAP)

ANDY STEWART

★★★ A Scottish Soldier — TOP RANK 2088 — Andy Stewart sings of a Scotch soldier with a Scotch burr in his voice on this lovely folk-styled tune. Tune is also called "Green Hills of Tyrol." Listenable jockey wax. (Jaro, BMI) (3:05)

★★ The Muckin' o' 'Geordie's Byre — The Scotch chanter comes thru with a typical Scotch patter song that could get exposure in limited areas. Chanter sells it well. (Jaro, BMI) (1:55)

OSCAR BROWN JR.
★★★ Dat Dere — COLUMBIA 41870 —

Oscar Brown bows on records with a cute reading of a youngster's questioning of how, what, and why. Performance may help it get spins. (Upham, BMI) (2:56)

★★ But I Was Cool — Novelty item co-written by Brown tells about a cat who tries to remain cool but can't. (Kicks, BMI) (2:55)

TONY RICCO

★★★ Searching — HOLIDAY 1002 — Rumba-styled ballad shows off Ricco's very pleasing voice. Boy sings about his search for a lost love. Accompaniment includes chorus and bank of strings. (Polaris, BMI) (2:05)

★★ Wild One — The boy sings this quick-moving ballad about his high-flying chick in nice enough style. Accompaniment includes large string section and chorus. (Polaris, BMI) (2:03)

JACK ROBERTS

★★★ Light Up the Candles — RENDEZVOUS 135—Slow country-type weeper in three-quarter-time gets a good reading from Roberts, a boy with a nice style. Lyric is about a forgetful love who never shows up for the date. (Fairway, BMI) (2:30)

★★ After Being Your Lover — Ballad here treats of the "just friends" theme. Tempo is slow, accompaniment includes chick chorus. (Fastaff, BMI) (2:35)

BILL SMITH COMBO

★★★ Heartbreak Hotel — LEBILL 305 — The Presley hit of some time back gets a slow instrumental version here by tenor sax in front of strings. Guitar takes a good ride, too. (Tree, BMI) (1:55)

JAMES BRADLEY

★★ Lonely — Boy sings ballad about the emptiness in his heart. (Le Bell, BMI) (2:00)

QUINCY JONES

★★★ Pleasingly Plump — MERCURY 71737 — Classy instrumental wax with tasteful, swinging tempo on pleasant theme. Nice jockey side for pop and jazz spinners. (Silhouette, ASCAP) (2:15)

★★★ G'wan Train — Same comment. (Leeds, ASCAP) (2:56)

SLIM WHITMAN

★★★ Ramona — IMPERIAL 8329 — Moving reading of the oldie in restful country tempo. (Feist, ASCAP) (2:06)

★★★ Vaya Con Dios — Whitman warbles with feeling and sincerity on pretty oldie. (Ardmore, ASCAP) (2:54)

THE DAPPERS

★★★ My Love Is Real — EPIC 9423 — Meaningful rendition of gospel-flavored rock-aballad by lead singer and group. (Blackwood, BMI) (2:18)

★★★ Baby You Know You're Wrong — Bouncy chanting by lead singer and group on catchy rhythm-rocker. (Blackwood, BMI) (2:22)

CAROL JARVIS

★★★ Don't Throw Pebbles — ERA 3032 —Pert piping by canary on jaunty tune with catchy tempo. (Pattern, ASCAP) (2:01)

★★★ I'm Breakin' in a New Heart — Thrush sings with feeling on plaintive country-flavored ballad. (Sherman - DeVorzon, ASCAP) (2:26)

BARBARA DANE

★★★ Go 'Way From My Window — TREY 3012 — Miss Dane has a strong touch in a husky approach in this blues-slanted, folk effort. Interesting guitar backing. Strong performance. (Debbie - Jo, ASCAP) (2:24)

★★★ I'm on My Way — A blues gospel effort is sung with a certain verve by the gal. Pounding backing is featured against the shouting performance. Gal has a good sound. (Debbie-Jo, ASCAP) (2:40)

JACK PLEIS & HIS ORK

★★★ Pepe — DECCA 31184 — The theme music from the picture has several other versions already out, but this pleasant reading, in a gay and sprightly continental styling, could attract some of the loot if the tune goes. (Shapiro-Bernstein, ASCAP) (2:22)

★★★ Strange Feeling — From the United Artists picture, "Force of Impulse," comes this pretty, medium-beat, theme wax. Listenable side and it's worth a hearing. (Chappell, ASCAP) (2:50)

THE LANG SISTERS

★★★ Blue Mountain Bluebird — RCA VICTOR 7815 — Pretty country theme is sung by girls with attractive simplicity. (Famous, ASCAP) (2:28)

★★★ I Miss You — Appealing ballad is handed plaintive chirping stint by sisters. (Harrison-Statler, ASCAP) (2:19)

THE TRIPLETS

★★★ Gently, My Love — DORE 574 — Instrumental reading of a ballad, tastefully done. (Hilary, BMI) (2:14)

(Continued on page 58)

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Reviews of New Pop Records

Continued from page 57

★★★ Bagdad Beat — Oriental-tinged melody done instrumentally. Offbeat material with a bluesy guitar passage for good measure. (Hilary, BMI) (2:00)

SHELBY FLINT
★★★ Angel on My Shoulder — VALIANT 111 — A ballad, sensitively sung by the thrush, to a tasteful backing including subdued violins. (Sherman-DeVorzon, BMI) (2:17)

★★★ Somebody — Similar in quality to the flip, particularly as to the delicacy of the thrush's voice. Song is a ballad, with a poetic cast to the lyric. (Sherman-DeVorzon, BMI) (2:17)

PHIL NAPOLEON
★★★ Artificial Flowers — CAPITOL 4485 — One of the biggest songs from the show "Tenderloin," is done up here in Dixie jazz style by the Napoleon band, from their album of the show score. Good bit of excitement on this side, and jocks may play it for

a change of pace from the hit version of the tune. (Sunbeam, BMI) (2:12)

★★★ Good Clean Fun — The happy, bouncy tune from "Tenderloin" gets a reading in that vein by Napoleon and his crew. Tune lends itself well to this treatment. Spins possible here, too. (Sunbeam, BMI) (2:52)

JOANIE SOMMERS
★★★ Ruby Duby Du — WARNER BROS. 5183 — Joanie Sommers comes thru with a happy lyric version of the current instrumental hit. Not too potent but worth spins. (Robbins, ASCAP) (2:36)

★★★ Bob White (Whatcha Gonna Swing Tonight) — The Bing Crosby-Johnny Mercer hit of many years ago is sung in warm jazz style by the lass on this side. Good wax. (Remick, ASCAP) (2:43)

ART MOONEY ORK AND CHORUS
★★★ 'Til Tomorrow (From Fiorello) — M-G-M 12957 — Pretty tune from "Fiorello" receives a bright, and uptempo performance here by Art Mooney and the chorus. Could get spins. (Sunbeam, BMI) (2:16)

★★★ I Ain't Down Yet (From "Molly Brown") — The bright march tune from "Molly Brown" is handed a rousing performance from the Mooney band and chorus. The chorus intones sounds, and occasionally the words. Good wax. (Frank-Rinimer, ASCAP) (2:44)

BONNIE LOU
★★★ Daddy-O — KING 4976 — Cheerful piping by the canary on a bouncy r.&r. ditty, a re-release of her 1955 smash. (Mar Kay, BMI) (1:59)

★★★ Tweedlee Dee — Pert reading of the old hit with catchy backing. (Progressive, BMI) (2:11)

JOHNNY RESTIVO
★★★ Give a Little Whistle — RCA VICTOR 7818 — A snappy tune from the show "Wildcat" receives a bright performance from the singer aided by bright backing. Could get exposure. (Morris, ASCAP) (2:23)

★★★ Two Crazy Kids — Restivo handles this slight effort about young love in his warm manner and the backing is tasty. (Trinity, BMI) (2:35)

JOE WILLIAMS
★★★ One Is a Lonesome Number — ROULETTE 4306 — Joe Williams, backed by the Jack Pleis ork, hands the tender tune a warm performance. Could get spins and spins. (Sandra, ASCAP) (2:38)

★★★ Somebody — The attractive tune from the Jerry Lewis flick, "Cinderella," is sung in strong style here by Williams over support by the Jack Pleis ork. Worth exposure. (Famous, ASCAP) (2:58)

BILLY MAY, STAN KENTON, NELSON RIDDLE, GUY LOMBARDO ORK
★★★ Belly Up to the Bar — CAPITOL 4477 — Billy May, Nelson Riddle and Stan Kenton turn in an attractive performance on the tune from "Molly Brown" with backing by the Lombardo crew. Worth spins. (Frank-Rinimer, ASCAP) (3:11)

★★★ After You've Gone — The Guy Lombardo ork plays the oldie in its usual fashion, and it makes for an attractive side. Good jock wax. (Mayfair, ASCAP) (2:35)

CLEFTONES
★★★ She's Gone — ROULETTE 4302 — Slow ballad side tells of the remorse felt after the lover is gone. Lead handles this nicely but flip is better. (Kahl-Sheldon, BMI) (2:21)

★★★ Shadows of the Very Last Row — Lead singer with the group carries off this medium tempo tune with Latin-American rhythm in fine style. Other members of the group assist admirably. Cute lyric. (Shallmar-Kahl, BMI) (2:40)

THE TOP NOTES
★★★ Say Yes — ATLANTIC 2080 — A shouter is heard here in the lead in this gospel-styled rhythm job. Fem vocal group is heard shouting up a storm in the backing. Considerable excitement generated here. (Progressive, BMI) (2:05)

★★★ Warm Your Heart — A slow triplet ballad has an organ backing and a dedicated lead by a warm-voiced contralto type. Feeling of gospel is strong here, too. (Progressive, BMI) (2:39)

HERB LANCE
★★★ Deep in My Heart — MALA 426 — Feelingful chanting by Lance on a moving rockballad. Both sides are dual-market items. (Aim, BMI) (2:08)

★★★ Prayer in My Heart — Same comment. (Benral, BMI) (2:29)

PASTOR FAMILY
★★★ Little Old New York — CAPITOL 4486 — Tony, Tony Jr. and Guy Pastor belt out this old-timer tune, featured in the score of "Tenderloin," current legit hit. It's done in happy, up-beat style with brass and banjo sound in the backing. This could grab jock play. (Sunbeam, BMI) (1:52)

★★ Dear Friends — Another pleasant tune from "Tenderloin," done with a fem group in support. Flip has the better chance here. (Sunbeam, BMI) (1:59)

SYMPHONY ORCHESTRA OF ROME
★★★ The Christ Theme From Ben Hur — M-G-M 12887 — This is sung by the Vatican Choir and the side is issued in conjunction with the first anniversary of "Ben Hur," from which it comes. Side can garner some Christmas interest. Has a colorful sleeve for display. (Robbins, ASCAP) (2:35)

THE FOUR KINGS
★★★ I Don't Want Nobody But You — CEE-JAY 580 — Happy item is swung neatly here by the boys over backing with a bouncy tempo. (Garnet, BMI) (2:44)

★★ Guess Who? — The tune which was a big record for Ivory Joe Hunter about a decade ago. Is sung by the Four Kings on this new disk in nice style. Could get spins. (Lois, BMI) (2:40)

BOBBAY AND THE TEASERS
★★★ Harry on a Safari — FLEETWOOD 1012 — Novelty effort about a lad treed by a tiger while on a safari is reminiscent of both "Alley Oop" and "General Custer." (Rensark-Bobby, BMI) (2:06)

★★ She's a Tease — Bright rhythm effort is sold in fair fashion by the boys and it might get spins. Backing is stronger than the performance. (Heathersfield-Bobby, BMI) (2:20)

THE SENSATIONALS
★★★ Once in a While — CANDIX 306 — A first-rate performance of the fine standard in semi-rockballad style by the Sensationals. If side can get the exposure it has a chance. (Mills, ASCAP) (2:16)

★★ Snow White Winter — The mixed group sings this melodic altho slight effort pleasantly over simple shuffle backing. Flip is stronger. (Dixsil, BMI) (2:30)

LITTLE WOO WOO
★★★ This Wonderful Girl of Mine — PORT 70020 — Lad sells the rhythm effort in bright fashion aided by organ and combo support. Could get some juke coins. (Benell, BMI) (2:45)

★★ My One and Only — Chanter handles this original ballad with feeling over okay support. (Benell, BMI) (2:23)

THE DEMOTRONS
★★★ Rockin' With Mother Goose — RUST 5025 — Familiar jazz riff is played in frantic style, with nursery rhyme melodies interspersed here and there. It's wild. Good juke wax. (Conn-Wildon, BMI) (2:04)

★★ Home on the Pad — The Demotrons take a leaf out of Johnny and the Hurricanes and come thru with a rocking version of "Home on the Range" with a new title. (Conn-Wildon, BMI) (2:17)

DINO DONDI
★★★ Foreign Boy — 20TH FOX 233 — Pleasant multi-track warbling stint with soft accent on okay theme about foreign-born citizen's salute to U. S. (Emorey, BMI) (2:17)

★★ Non Dimenticar — Melodic chanting in Italian on the romantic oldie. (Hollis, BMI) (2:27)

DICKIE ALLEN
★★★ Sally Ann — IMPERIAL 5701 — A touch of calypso is mixed with soft-rocking background on this quick-paced ballad which tells of the qualities of "Sally Ann" sung nicely by Allen. (Travis, BMI) (2:30)

★★ Why Did It End? — Slow rocking ballad gets a good singing performance by the boy who sings with a decidedly country accent. Vocal group assist. (Podior, BMI) (1:35)

WALLY DEAN
★★★ It Should've Been Me — ARTIC 103 — Amusing talk-sing delivery by Dean on catchy r.&r. novelty. (Progressive, BMI) (2:05)

★★ Saddle Up a Satellite — Bouncy r.&r. novelty warbled with personality and showmanship. (Clawk, BMI) (1:56)

VERN MACK
★★★ Poor Boy — Plaintive country-flavored ballad is handed effective multi-track vocal. (Eldorado, BMI)

★★ Sweet Summer Kiss — Showmanly warbling by Mack on appealing teen-styled tune with fast-moving tempo. (Eldorado, BMI)

JEAN DEE
★★★ Hey, Pumpkin — COLUMBIA 41864 — Bright piping by gal on breezy country
(Continued on page 59)

The Billboard

HOT R & B SIDES

FOR WEEK ENDING NOVEMBER 27

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2	1	4	LET'S GO, LET'S GO, LET'S GO, Hank Ballard and the Midnighters, King 5400	7
2	1	2	9	HE WILL BREAK YOUR HEART, Jerry Butler, Vee Jay 354	5
3	4	4	1	SAVE THE LAST DANCE FOR ME, The Drifters, Atlantic 2071	8
4	3	3	3	GEORGIA ON MY MIND, Ray Charles, ABC-Paramount 10135	9
5	12	18	24	LAST DATE, Floyd Cramer, RCA Victor 7775	5
6	5	8	8	MY DEAREST DARLING, Etta James, Argo 5368	10
7	6	10	21	STAY, Maurice Williams, Herald 552	9
8	9	12	27	NEW ORLEANS, U. S. Bonds, Legrand 819	4
9	13	13	12	CRY, CRY, CRY, Bobby (Blue) Bland, Duke 327	7
10	---	---	---	AM I THE MAN, Jackie Wilson, Brunswick 55170	1
11	27	---	---	MY GIRL JOSEPHINE, Fats Domino, Imperial 5704	2
12	23	24	16	TODAY I SING THE BLUES, Aretha Franklin, Columbia 41793	5
13	8	6	2	KIDDIO, Brook Benton, Mercury 71652	14
14	11	11	10	DON'T BE CRUEL, Bill Black's Combo, Hi 2026	7
15	---	---	---	HUCKLEBUCK, Chubby Checker, Parkway 813	1
16	21	29	---	LOVE WALKED IN, Dinah Washington, Mercury 71696	3
17	14	21	20	YOU TALK TOO MUCH, Joe Jones, Roulette 4304	8
18	18	26	22	HUSH HUSH, Jimmy Reed, Vee Jay 357	5
19	10	5	6	FOOL IN LOVE, Ike and Tina Turner, Sue 730	17
20	---	---	---	A THOUSAND STARS, Kathy Young, Indigo 108	2
21	19	25	15	SLEEP, Little Willie John, King 5394	7
22	7	9	18	I WANT TO BE WANTED, Brenda Lee, Decca 31149	6
23	---	---	---	NORTH TO ALASKA, Johnny Horton, Columbia 41782	1
24	20	16	14	LET'S THINK ABOUT LIVIN', Bob Luman, Warner Bros. 5172	5
25	16	17	7	THE TWIST, Chubby Checker, Parkway 811	16
26	25	27	---	TONIGHT'S THE NIGHT, Shirelles, Scepter 1208	6
27	---	---	---	POETRY IN MOTION, Johnny Tillotson, Cadence 1384	1
28	---	---	---	GONZO, James Booker, Peacock 1697	1
29	17	7	5	CHAIN GANG, Sam Cooke, RCA Victor 7783	13
30	---	---	---	DON'T GO TO STRANGERS, Etta Jones, Prestige 180	1

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Chancellor

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Hush #6-103

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ardco

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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)	1	18
2. GREEN LEAVES OF SUMMER (Feist)	6	3
3. LAST DATE (Acuff-Rose)	7	2
4. IT'S NOW OR NEVER (Gladys)	3	15
5. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)	4	15
6. CLIMB EVERY MOUNTAIN (Williamson)	5	41
7. KEY TO LOVE (Mills)	15	6
8. MR. CUSTER (Bamboo)	2	8
9. DO RE MI (Williamson)	11	41
10. MALAGUENA (E. B. Marks)	—	1
11. MISTY (Octave)	8	29
12. I WANT TO BE WANTED (Leeds)	—	1
13. ONLY THE LONELY (Acuff-Rose)	9	13
14. POETRY IN MOTION (Meridian)	—	1
15. THEME FROM THE DARK AT THE TOP OF THE STAIRS (Witmark)	—	1

• **Reviews of New Pop Records**

• Continued from page 58

novelty, with bouncy tempo. **★★ You Don't Have to Tell Me**—Gentle country-flavored ballad is handed pleasant thrashing stint.

THE STARR SISTERS
★★★ The Boy in the Study Hall—LUTE 6003—The gals are sittin' in the study hall as the new adonis walks in. Then they sing in pleading tones for him to notice them. It's done to an easy, rockin' beat and the thrushes sell it well. (Kavelin, BMI) (2:23)

★★ Love's a Funny Little Game—A moderate-paced little rock ditty. Gals give it good go but the flip has the edge here. (Karin, ASCAP) (1:45)

TOMMY HAZARD
★★★ End of the Line—COLPIX 173—Hazard has something of the style of Pat Boone in this ballad. He is pleasantly backed by strings and fem chorus. Fair chances. (Mode, ASCAP) (2:30)

★★ Laughing on the Outside—The Bernie Wayne ballad is crooned neatly by Hazard, with a trace of tragedy in his voice. (Gower, BMI) (2:25)

JULES BLATTNER
★★★ Just One More Time—K-ARK 612—A blues instrumental based on a riff. Voices come in at the end of phrases with the suggestion "Let's try it just one more time." Food rouser side. (Acuff-Rose, BMI) (2:02)

★★ Lover Doll—Soft-whispery tones by Blattner on a slow-moving ballad. (Acuff-Rose, BMI) (2:10)

DICK ALLISON
★★★ Tiki Guitar — DREEM 1003 — Guitar instrumental merits some exposure. Pleasant performance by Allison. (Shelter, BMI) (2:08)

★★ Dream World of Love—A fancy ballad, with a chorus. Fair wax. (Shelter, BMI) (2:35)

MARK MANDELL
★★★ Deed I Do—LEBILL 307—A big-voiced reading of the standard, with a well-marked rhythm pattern plus violins and chorus. (Lincoln, BMI)

★★ Another Day Another Dollar—A ballad, with triplets, adequately sung, with a chick chorus behind the vocal. (Sherwin, ASCAP)

HAL KING
★★★ Death Valley—M.B.K. 103—Guitars and honky tonk piano set the pace for this instrumental which is in the blues groove at a medium rocking tempo. (Myrt's, BMI) (2:06)

★★ What's the Name of That Thing—Another blues played fairly straight and a mite faster features some grinding tenor sax in its solos sections. (Myrt, BMI) (1:42)

CLAIRE CHARLES AND THE TERRYTONES
★★★ Ad Do Me Kitchie—WYE 1002—The bouncy song, with its novelty lyric, gets a fetching performance, with the girl singer getting an exciting sound. (Laura, BMI) (2:56)

★ You're My Ideal—A lot of decibels are here, with the arrangement rather muddy. (Laura, BMI) (2:22)

Country & Western

THE LOUVIN BROTHERS
★★★★ It's Christmas Time — CAPITOL 4473 — Semi-religious material makes excellent country Christmas fare from the two Louvins on this disk. Song content tells of the peace and goodness of the yule season. (Central, BMI) (2:55)

★★★ Santa Claus Parade — The Brothers sing this pleasant Christmas tune with a special bow to the kids. Children's voices are heard asking for special gifts in the latter part of the disk. (Central, BMI) (2:02)

HYAL KING
★★★ Death Valley — MBK 103 — Blues instrumental, with interesting percussion and string effects. (Myrt's, BMI) (2:06)

★★★ What's the Name of That Thing — Blues-oriented instrumental featuring horns, in contrast to the flip. Moves right along. (Myrt's, BMI) (1:42)

CLEVELAND CROCHET
★★★ Sugar Bee — GOLDBAND 1106 — Blues, with an earthy, arresting quality in the vocal and in the instrumentation. Watch it. (Tck, BMI) (2:35)

★★★ Drunkard's Dream — A Cajun side. Arrangement retains much of the traditional country arrangement, but the Cajun vocal is an attention-getter. (Tck, BMI) (2:12)

BUDDY REYNOLDS
★★★ Walking With Me — ZERO 111 — Reynolds finds that his love is with him wherever he goes on this good country side. Ballad is played at a medium tempo and vocal group assists. (BMI) (2:35)

★★★ Hula Chase — Hawaiian-based side has a definite pop slant and tells the story of how the chânter chases the hula girls and how they chase him. Vocal group assists on this side, too, but flip is better. (BMI) (2:18)

SLIM FOSTER
★★★ I Wish I'd Known — K-ARK 613 — Story here has to do with a cheating heart that comes back home. Foster sings the bouncing ballad nicely while guitars and rhythm accompany. (Ashna, BMI) (1:57)

★★ Never Be Untrue — Repentance for being untrue is the theme of this fast tempo ballad. There are a few double-track moments which Foster sings nicely. (Ashna, BMI) (2:10)

SMITTY SMITH & CECIL SURRATT
★★★ Midnight — KING 5420 — Easy rocking instrumental by Smith and Surratt spots good guitar work on blues-oriented material. (Acuff-Rose, BMI) (2:40)

★★ Millions Couldn't Buy Your Love From Me — The guitars are at work again on this side and one of the boys sings the vocal which pledges fidelity that money can't buy. (Lois, BMI) (2:20)

Christmas

JOHNNY PRESTON
★★★★ Rock and Roll Guitar — MERCURY 71728—Amusing talk-sing side with

yule message, penned by the late J. P. (Big Bopper) Richardson. Merits spins. (Big Bopper, BMI) (3:05)

★★★ New Baby for Christmas — Appealing holiday theme is sung pleasantly by Preston. (Starrite, BMI) (2:22)

★★★

DANNY AND THE JUNIORS
★★★ O Holy Night—SWAN 4064—Reverent vocal treatment of moving Christmas song with sacred lyric theme. (2:41)

★★★ Candy Cane, Surgery Plum—Catchy seasonal tune based on kiddie oldie, "Merrily Merrily," is sung attractively by the boys. (Conley, ASCAP) (2:17)

THE AEDENAIRES
★★★ The Little Drummer Boy — WREN 110 — Last year's hit yule waxing is sung effectively by group. Should pull spins. (Mills-Delaware, BMI) (3:10)

★★ For Those You Love — Pleasant reading by group of inspirational-type theme. (Greenville, BMI) (2:30)

Jazz

★★★★

JOHNNY HODGES
★★★★ Honey Hill — VERVE 89192 — Sultry, relaxed instrumental theme is wrapped up in effective ork treatment, featuring solid sax solo work. (Stormont, ASCAP) (4:10)

★★★★ Cool Your Motor — Tasteful sax blend work on gently swinging instrumental item. Nice jockey wax. (Stormont, ASCAP) (2:59)

Spiritual

★★★★

SWAN SILVERTONES
★★★★ Singin' in My Soul — VEE-JAY 894—The Swan Silvertone Singers perform this melodic gospel effort with their usual spirit over simple support by the group and rhythm. Strong wax for their fans. (Conrad, BMI) (2:41)

★★★★ Sinking Sand — A shouting lead, backed up by the mixed vocal group here, sings this sincere religious effort with spirit on him. Two strong sides. (Conrad, BMI) (3:23)

THE FAMOUS WARD SINGERS
★★★★ I'm Gonna Move Upstairs — SAVOY 4150—The Ward Singers shout out the lyrics to this uptempo spiritual with the fem lead coming thru with a solid performance in the lead. A potent disk. (Savoy, BMI)

★★★★ I'm Getting Richer — A mighty interesting piece of gospel material with an Afro-Cuban type backing, receives a sock reading from the fem lead. A side that could sell strongly to gospel fans. (Savoy, BMI)

THE CARAVANS
★★★★ The Old Time Religion — GOSPEL 1044—The familiar religious item is sung here with much fervor and style by the Caravans, with a male lead singing it with enthusiasm. Strong side. (Savoy, BMI)

★★★ That Old Solid Rock — On this side the lead lines out the words to the gospel tune while the chorus answers. Flip is stronger. (Savoy, BMI)

★★★★

HIGHWAY QC'S
★★★ God Has Not Promised — VEE-JAY 892—A good reading of an interesting gospel item by the Highway QC's on this new release. (Conrad, BMI) (2:57)

★★★ Done Got Over — Medium tempo gospel tune is sung neatly by the group. (PD) (2:16)

STAPLE SINGERS
★★★ Pray On — VEE-JAY 893 — The Staple Singers sell this uptempo spiritual effort with feeling with the fem lead coming thru with enthusiasm. (Conrad, BMI) (2:36)

★★★ Too Close — After an exciting opening spurred by audience shouts the deep-voiced lead comes thru with a meaningful reading of an intimate spiritual effort. (Venice, BMI) (2:12)

THE ANCHORED SOULS OF ATLANTA, GA.
★★★ Join the Army — REVIVAL 632 — The religious group sings strongly about getting in the service of the Lord. Performance is powerfully done with piano and organ accompaniment. (Garnet) (2:22)

★★★ Hallelujah — The joy the members of this group feel in their religion comes across well in this quick-stepping gospel item. (Garnet) (2:02)

THE CARAVANS
★★★ God Can Do Anything — GOSPEL 1045—The chorus and the lead singer handle this attractive gospel item both together and with mixed chorus supplying the answers. Strong wax. (Planemar, BMI)

★★★ Comfort Me — A spiritual effort with a lovely melody is sung sincerely here by a fem lead, aided by good backing from the chorus. (Crossroads, BMI)

THE CHRISTIAN HARMONIZERS OF SOUTH CAROLINA

★★★ Jesus Keep Me Near the Cross — REVIVAL 633 — The group, aided by a gravel-voiced and emotional lead singer, handles this attractive effort with spirit and sincerity. (Garnet) (2:13)

★★ Keep on Praying — Thoughtful spiritual effort is handled well by the group, as they tell why it is necessary to keep on praying. (Garnet) (2:45)

Rhythm & Blues

★★★★

ALLEN ORANGE
★★★ Just a Little Love — MINIT 615 — Tune, which has nothing to do with the oldie of the same title, tells how a little love can go a long way. Orange sings nicely and backing is effective. (Minit, BMI) (1:44)

★★★ Forever — Strong violin backing on this side adds immeasurably to the listening quality of this ballad which is sung nicely by the boy. (Minit, BMI) (2:27)

JUNIOR WELLS
★★★ Messing With the Kid — CHIEF 7021 — Wells sings of the troubles associated with a free-spending, high-living love in good strong shouting style. Instrumental group accompanying offers fine support. (Melva, BMI) (2:12)

HOOVER AND WELLS
★★ Universal Rock — Fast blues on this instrumental features wailing tenor sax and guitar solos. (Melva, BMI) (2:25)

Children's

★★★★

FREDDY FLUTE AND HIS BAND
★★★ Stars and Stripes Forever — M-G-M 12937—Freddie Flute and his Kartuen band put out a happy, speeded up sound here which should please a lot of the kiddies. Has many cute effects. Could be used as theme material for kiddie TV show. (Mills, ASCAP) (2:00)

★★★ The Colonel — Another happy, marching side by the kiddie-oriented group. Novel sound qualities will appeal to the kiddie element. (Gerard, ASCAP) (1:56)

(Continued on page 60)

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• Reviews of New Pop Records

• Continued from page 59

LIMITED SALES POTENTIAL

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

Popular

- THE MELODY MATES**
Enchantment — Promenade. NIX 100
- JERRY CLAYTON**
Love Me or Lose Me — Dait Ball. UP-TOWN 301
- BOBBY FENSTER & ORK**
Midnight Mountain — Chapel in the Valley. DIXIE 875
- TONY GAVIN**
Ever Lovin' Baby — I Just Don't Know. 20TH FOX 228
- NITE-LITERS**
Parents-Keep-A'-Preachin — Fat Sally. SUDDEN 101
- JULIE STEVENS**
Blue Mood — Crazy Bells. ELDO 107
- ALLAN MACALUSO**
That's the Way Life Goes — I've Had That Last Cry Over You. MYERS 110
- STEVE ROSSI**
Song of a Fool — Come Completely to Me. COLUMBIA 41854
- TANI JONES**
Easy Come Easy Go — Learnin' the Blues. CAMEO 183
- DICK SHAWN**
The Wizard of Bagdad (E-Ni, Me-Ni, Ge-Ni — Doodyoo. 20TH FOX 234
- THE DISPOTO SISTERS**
Timber — Let's Have a Party Tonight. VERVE 10202
- LOR CRANE**
Jingle Bell Rock — Christmas in the Country. BOARDWALK 1055
- CARLA ROWE**
Broken Wings — North Wind. GIBSON 6002
- JIMMY PIERSALL**
Please Jimmy Piersall — The Rookie of the Year. G. C. 609

- LORIE WOODIE**
The Same Age — Ain't Got No Money for the Jukebox. ATLAS 1248
- ROYAL NOTES**
Come-to-My-House-Rock—Spitfire. DESTINY 501
- PAUL NEW AND THE CREW**
I Wanna Dance — She's a Woman. MARLO 1504
- BOB GIFFORD**
Mary Goes Around — Ooie Blues. MANCO 1010
- DANNY CAGLE**
Heart Broken — My No Silver. MARLO 1503
- BREWSTER BROS**
Katie Dear — Because of You. JANE 221
- BERNIE KNEE**
Fiddle Foot Fanny — Love Burns High. AGENDA 5601
- THE NOTES**
Little Girl — G. I. Blues. SARG 1013
- THE BACHELORS**
Every Night — Crying Over You. TERRY TONE 2581
- THUNDER ROCKS**
Warpath — Restless. SABRE 100

Christmas

- THE HONEY BELLS**
Let's Exchange Kisses This Christmas — Come Home, Come Home. PAM 115

Country & Western

- BILLY PARKS**
If I Should Tell You I'm Sorry—Another Woman's Clown. UBC 1015
- EDDY RAY**
The Lucky Guy — Some Things Will Never Change. AZALEA 135
- BILL ELLIOTT**
Merry, Merry Christmas — Christmas Angel. REB BEL 103

BRITISH Newsnotes

• Continued from page 9

MUSIC MAN: Working permits have now been granted for Van Johnson to star in the British production of Meredith Willson's "The Music Man." Johnson will be returning to the stage for the show, which will be produced at the Adelphi Theater in the spring by Harold Fielding, who is making his debut with a legit musical.

LOCAL SCENE: After seven years in the post, Ken Straker has resigned as president of the Music Publishers' Association and has been succeeded by Noel Johnson of Ascherbergs. . . . Pianist-arranger Tommy Watt has collected the coveted conductorship of the BBC's Northern Dance ork, which works for radio and television services out of Manchester. . . . Anne Shelton starts a new Radio Luxembourg series with the Ronnie Aldrich ork in February. It will be prerecorded in large British cities the previous month. . . . Cliff Richard became the first EMI contract artist to join "Teen and Twenty Club," a series sponsored by the rival Decca group on Radio Luxembourg. . . . Songwriter Lionel Bart becomes an impresario in February when he produces a play, "Why the Chicken?" in the West End.

CONTROVERSY: Frank Sinatra's new-style "Ol' Mac Donald" was issued here last weekend, but the controversy started a week earlier when New Musical Express writer Derek Johnson penned a

piece on the "Sinatra owes a great deal to Bobby Darin in the presentation of this disk" theme.

FOREIGN: The idea of an artist cutting his own foreign-language version of his hits to at least reduce the chance of cover versions has been taken up here. Decca's Anthony Newley has waxed French and German lyrics of "If She Should Come to You" as well as French lyrics to his previous British hit, "Do You Mind?" . . . Following the November 10 signing of a trade agreement between the British and Roumanian governments, gramophone records, tapes and recording blanks can now be exported.

NEW SINGLES: Philips broke fresh ground this weekend with the release of two singles by a new artist—Brian Bentley; one is a vocal, the other instrumental. . . . First big Christmas battle is likely with an American song, "Must Be Santa" by Hal Moore and Bill Fredericks, which has been waxed by three leading British singers—Tommy Stelle (Decca), Alma Cogan (HMV) and Joan Regan (Pye). . . . Other releases included, from the Decca group on London—Johnny Tillotson's "Poetry in Motion" (from Cadence), the Shirelles' "Tonight's the Night" (from Scepter) and a Billy Vaughan EP of film themes (Dot); on Brunswick was the Kalin Twins' "Zing Went the Strings of My Heart" and, on Warner, Connie Stevens' "Apollo."

GERMAN Newsnotes:

• Continued from page 9

Southern Germany

"Three Nights a Week" b-w "Put Your Arms Around Me, Honey" by Fats Domino. . . . Hans Bradtke wrote the German lyrics of U. S. hit "Four Little Heels" ("Vier Kleine Schuhe."

German jazz vet Eugen Henkel recorded Dixie versions of international standards "Lilli Marlen" and "The Washing on the Siegfried Line" for the Bella Musica label. Henkel's name for this disk: Lord Dixie.

Munich singer Gerhard Wendland recorded two international hits on Philips: "The Venus Waltz" by Ron Goodwin, German lyrics by Hans Bradtke, b-w "Es Rinnt Der Regen," German version by Bruno Balz of the U. S. hit "Over the Rainbow." . . . Swiss band of Hazy Osterwald plays two new German hits for Polydor — "Konjunktur Cha Cha" and "John Flak Aus Texas." . . . A new operetta by Robert Stolz "Wiener Cafe" opened in Dortmund. Old maestro Professor Robert Stolz (80) conducted.

Gitta Lind sings a new tune by Heino Gaze "Komm Zu Mir Fur Immer" on Decca. . . . Rolf Budde is the publisher of a new Western song made in Austria "Franky," sung by the Monte Carlos on Polydor. . . . Erner and Renate Leismann, teen-age singers, are new on the market. But their first song "So Long" on the Ariola label is in the Top 20 of Radio Luxembourg's Hit Parade already. Publisher is the Royal Verlag in Munich. . . . Hanry's Dutch Sisters and Sonia Van Dam, an accordion band, play two hit tunes from Holland on Telefunken: "Wiener Schnitzel" and "Private Secretary." Both are written by Coen Van Orsouw. Munich publisher Hans Lang has the rights for Germany.

RCA awaits record sales of the sound track from Elvis Presley's new pic "G.I. Blues." Elvis sings the German folk song "Muss I Denn, Muss I Denn Zum Stadele Hinaus" in German. His "O Sole Mio" is still No. 1 all over Germany, with sales up to 500,000. . . . The Kilima Hawaiians and the Emperor Joe Street Paraders are under contract for the new "777" label by Lambertus B. De Jonge in Rheinhausen - Hochemmerich. . . . Luxembourg deejay and pop singer Camillo left the Electrola label to join the Polydor family.

Northern Germany

• Continued from page 9

man stars. As a matter of fact almost all the Western tunes proved to be best sellers in the Russian zone while none of the Amiga recordings became best sellers here.

The Europrasent Service established by the Grauel-Soden KG in Stuttgart is a new record gift service that makes possible the ordering of singles, EP's and LP's with greeting card. Some 600 record retailers all over Western Germany and Berlin are now included in this service and the firm hopes to get about 1,000 shops participating in some months time.

The Norddeutsche Rundfunk Television introduced the Brothers Four whose best selling record was "Greenfields" here. Also Johnnie Ray. . . . French guitarist Sasha Distel is making a push with his new French tune "Mon Beau Chapeau" which he has recorded on Philips. . . . Peter Kraus will soon record this French number on Polydor. . . . Ariola has started an interesting experiment as service for juke box operators. For the first time they printed a juke box programming strip in the original size with title and artists in the upper left corner of the back of the colored record cover of Jan and

MUSIC AS WRITTEN

• Continued from page 37

Darow, Dave Johnson, Bob Laine and J. J. Richards held a skating race at Maple Leaf Gardens during opening night of the Ice Capades. Listeners were invited to send in name of favorite charity and the deejays selected the group they represented from the mail. Prize of a \$1,500 organ from Heintzman's Music Store went to that charity. . . . Decca spent \$25,000 in an advertising campaign on Bob Newhart records in Canada. Of that amount, \$11,000 was spent in co-operative ads with dealers in Ontario. . . . Dealers in the city are still waiting for Santa Claus to arrive. Business is off about 25 per cent.

Clem Bull of Decca is arranging tie-ups and windows on Sviatoslav Richter, Russian pianist, who appears at Massey Hall, December 5. He has taken a program and a newspaper ad is planned to coincide with appearance. One store reports selling 50 albums of Richter's version of the Rachmaninoff "Second Piano Concerto." . . . The Hi-Fi Show in Montreal pulled in 8,000 people at 50 cents each, while 200 dealers showed up for a special dealer night. John Rochford, executive secretary of the Dominion Hi-Fidelity Association reports there were 45 exhibitors, including six record companies, in 55 rooms. Emory Cook addressed one of the meetings. A 24-page insert was used by the Montreal Gazette. Harry Allen Jr.

Chicago

Earl Glicken, Donna and Del Fi sales manager, returns from a sales swing thru the East and South—reports mounting interest in percussion. Donna and Del Fi may enter the field. . . . Bob Newhart starts a coast-to-coast concert tour in Calgary, Canada, January 30. He'll tour the West thru February 25 with final dates in Pasadena (24) and Santa Monica (25). Then he moves to the Midwest for a month and finally east, winding up in April. Button-Down Bob is also huddling with Bob Pirosh, producer at Paramount, and Sam Goldwyn Jr. on picture possibilities, but nothing definite yet. Agent Frank Hogan will not commit him to any pacts until Bob ok's the script.

Lou Alport is converting part of the Sutherland Hotel Lounge into a jazz gallery for teen-agers—upholstered, raised seats, tables and private refreshment counter featuring soft drinks. There'll be a flat admission charge between \$1 to \$1.50. . . . Starting at the Sutherland, November 23 to December 11, is Eddie Lockjaw Davis and the Johnnie Griffin Quintet. . . . It's Vicki Autier, currently appearing at the Camelia House, guesting tonight (21) on Sig Sakowicz's evening show. Last week Sig had Frank D'Rone (Mercury) and yours truly, Nick Biro, guesting on his noon hour from the Sheraton's Brass Bull. Sig's risking the appearance of the latter guest is a tribute to his solid standing with listeners.

Margie Singleton, formerly with Starday Records, has joined the Mercury fold. She's the wife of Shelby Singleton, Mercury's Southern a.&r. chief. . . . Sam Alexander (Alexander Records on West 63d) is opening another shop out at the new Canterbury Gardens shopping center, 159th and Kedzie. Youthful disk veteran, Dale Shonrock, will do buying for both outlets. . . . Frank J. Hogan III, son of Frank (Tweet) Hogan, has been appointed frosh basketball coach at Loyola University. . . . Jerry Lewis, Vic Damone, Carol Channing, Jeanne Diamond and Skitch Henderson and his orchestra headline the 16th annual Sun-Times Harvest Moon Festival at the Chicago Stadium November 19.

Mert Draper, veteran Capitol salesman in the Salt Lake City area, has opened his own distributorship, Crest Distributing Company, in the Mormon capital. He replaces Pritchett Distributing as Capitol disk and phonograph distributor and is also handling Telectro tape recorders. Draper reports he expects to add other lines and create other departments but not dual lines or multiple distribution. . . . Jim McGuire, Oakland and Seattle One-Stop owner, has taken over Operator's Record Service, the long-time downtown San Francisco one-stop. Ted Fullmer, veteran in Los Angeles and San Francisco retailing and wholesaling, is managing the outlet.

Vic Faraci and Phil Skaff, are continuing to collect funds for the widow and two small children of Frank Sorrentino, 27-year-old tenor sax man for Faraci's band, who died recently of an undiagnosed heart condition. Anyone wishing to contribute should contact either Faraci or Skaff at M-S Distributing's office here. . . . It's Johnnie Mathis at the Medina Temple November 28 for six days. . . . Professor Irwin Corey returns to the Playboy Club December 6 for four weeks. The gagster's Atlantic album, issued last month, is a take-off on the political scene. His slogan: "I'll run for any party and bring my own bottle." . . . Jazz guitarist Barney Kessel (Contemporary) brings his quartet to the London House Tuesday (22) for three weeks. . . . Tom Harris, Irv Seidner and Bette Gollrad, p-r trio at Daniel J. Edelman and Associates, have taken over promotion for Second City, the Windy City's Old-Town cabaret-theater. Nick Biro

Kjeld's new record "Traumen Kam Man Was Man Will" ("You can dream what you want") "Blacky and Johnny" will be available here soon. Versions by Detlef Engel on Telefunken, Peter Beil on Fontana, which are already issued, and recordings by Tony Sandler on Ariola and Laurie London on Electrola soon to be released. . . . November 11 the German carnival season started. It will run to February next year and will have its climax after Christmas. Altho the center of celebrations is in Rhine-

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Jot down that number. It's important. It's the telephone number of The Billboard's two Servicenters at the outdoor conventions to be held in both the Hotel Sherman and the Morrison Hotel, Chicago.

This year there'll be one in the Hotel Sherman for the meetings of the National Association of Amusement Parks, Pools & Beaches and the Showmen's League of America. This Servicenter will be open from Sunday, November 27, thru Wednesday, November 30, and will be located in the lobby in co-operation with the Showmen's League booth.

Then on Thursday, December 1, it will move to the Morrison Hotel for the convention of the International Association of Fairs and Expositions. At the Morrison it will be located on the mezzanine floor near the Venetian Room, where most of the fair sessions will be held.

The number above is important. Anyone calling you at that number will be able to have you paged over a special public-address system.

Anyone leaving a message at that number will know that the message will be held until you pick it up.

Otherwise, The Billboard's Servicenter will serve to make your convention stay as enjoyable as possible.

House phones will be set up to enable you to locate people at the hotels.

Another valuable service will be The Billboard's convention directory, listing room number of carnivals, booking agencies, etc.

PARKMEN READY BUSY CONCLAVE

New Scheduling, Key Speakers Mark Plans for Chicago Event

CHICAGO — Final details shaped up last week for the upcoming convention of the National Association of Amusement Parks, Pools and Beaches. NAAPPB Secretary John S. Bowman said all was in readiness for what is expected to be one of the most active and best-attended conventions in NAAPPB annals.

Success in the Sixties is the theme of the convention at the Sherman Hotel, November 27-30. Irv Wermont, of New York, is the convention keynote speaker. He is sales consultant with a wide reputation as a speaker. Dr. Herbert True, another Monday speaker, will talk on "Ideas that Make Men Great."

Several new departures are in store for conventioners. The NAAPPB registration desk will be

in the main lobby of the hotel rather than in the mezzanine as in the past. On Wednesday the convention will adjourn at noon, rather than late afternoon. The final event will be a major luncheon. J. W. (Patty) Conklin will speak and also show a TV film that was made on his CNE midway for Canadian television. His topic will be "Business Will Be Fun in '61."

In addition to unusually busy general sessions of NAAPPB there will be special sessions each morning for both Kiddielands and beach and pool operators.

Since AREA is scheduling a Saturday (26) luncheon and a cocktail party later that afternoon, Monday evening was open, and NAAPPB is stepping in with a series of shop talk forums. There will be several of the forums for both general and Kiddieland subjects.

Tuesday evening will be the annual banquet and ball. Name acts will include Bob Crosby, Professor Backwards, Ann Marston and Noreen Parker, arranged by MCA. A special menu is arranged and time will be provided for dancing this year.

Robert Plarr is NAAPPB president. Convention chairman is Laurance Canfield. Banquet chairman is Jack Singhiser.

Christy Talks At Hertzberg Anniversary

SAN ANTONIO—George W. Christy, former owner of Christy Bros. Circus, as well as Lee Bros. and other shows, entertained with yarns of old tramping days when he attended the anniversary party of the Hertzberg Collection at the San Antonio public library Tuesday (15).

Christy, former mayor of South Houston, Tex., and a real estate and oil capitalist there, retired

Memphis Fair Gets Funds to Plan Coliseum

City, County Okay Architect Fees For New Building

MEMPHIS — The Mid-South Fair last week received an okay on the first step in its master fairgrounds plan when money was appropriated to employ an architect to design the proposed coliseum for the plant.

City officials came up with 50 per cent of the cost, county officials with 40 per cent and the fair will provide the additional 10 per cent. The architect will be hired shortly after the first of the year. Meanwhile, Fair Manager G. W. (Bill) Wynne and H. F. Lewis, superintendent of the Memphis Park Commission, will visit a number of buildings to get ideas.

At the annual board meeting last week, Boyd Arthur was re-elected president for his second term, and Joe H. Davis was renamed to the post of first vice-president. New officers are Walter Dilatush, second vice-president, and B. N. Gassaway, secretary. Ernest Williams III was re-elected treasurer.

All Roads Leading To Chicago for Annual Meetings

Convention Week Lengthened by Fairmen's Move to Morrison Hotel

CHICAGO—All roads will lead to Chicago for an eight-day round of conventions, meetings, banquets and business dealings that make up the annual get-together of the outdoor amusement business.

From 6,000 to 7,000 representatives of all branches of the industry will be on hand for the big event that will be longer than any recent year and will, for the first time in years, be held in two separate hotels.

This year the fairs will hold their meetings in the Morrison Hotel after the amusement park and carnival people have wrapped up their meetings at the Hotel Sherman.

Of major importance are the meetings of the National Association of Amusement Parks, Pools and Beaches at the Sherman and the International Association of Fairs and Expositions at the Morrison. Also important is the big trade show sponsored by the parks association, and meetings of the

International Motor Contest Association, Midwest Fair Association and the American Recreation Equipment Association.

The days of the convention are the busiest of the year for the Showmen's League of America, Chicago-based fraternal organization and the oldest such club in outdoor show business. The League will spearhead a series of events, both social and of a business nature. Chicago's other two show clubs, the SLA Ladies' Auxiliary and Caravans, Inc., both fem groups, will hold their own social and business programs.

The NAAPPB trade show, which occupies every bit of available space on the mezzanine of the Sherman, will be one of the focal points of the entire convention. The latest in amusement riding devices, games and other equipment will be shown.

During the week-long convention many fairs will sign their attractions for the 1961 season; park, carnival and Kiddieland operators will shop for new rides and attractions and the showmen and their ladies will relax at a busy round of social events that will mark the programs of all organizations.

Then, too, much time will be devoted to cutting up jackpots, traditional pastime for many in the business.

Lakehead Ex Signs MCA Stageshow

FORT WILLIAM, Ont.—The Canadian Lakehead Exhibition has awarded its 1961 grandstand contract to Stu McClellan of the Chicago office of the Music Corporation of America. W. R. Walker, manager, disclosed the signing late last week. Dates for the event are August 7-12.

earlier than usual. Included were Kenosha County Fair, Wilmot, which usually runs the second week in August, and the Racine County Fair, Union Grove.

WIS. STATE FAIR NOT TO BE MOVED

Board Nixes \$16 Million Plant; Will Seek Rehabilitation Funds

MILWAUKEE—The Wisconsin State Fair will remain at its present location, according to a decision of the board of agriculture.

A proposal that would turn the fair over to the University of Wisconsin has been set aside. And a proposed new \$16 million exposition to replace the present fairgrounds was tabled due to a lack of finances for the project.

It was decided to ask the Legislature for funds for repairs and improvements of the present West Allis plant. And the board further suggested that the Legislature consider the creation of a separate State fair authority to study and develop an exposition-type facility.

The question of what to do with the fair's 195-acre site has been studied since it became obvious that revenue has not been sufficient to maintain the layout. Two possibilities have been proposed. One was to turn the fair into a "resources center" at the University of Wisconsin. The idea of a new plant on a 640-acre plot in the Milwaukee area was called an attractive one by Agriculture Director Don McDowell.

The latter plan was drawn up by Fair Manager Willard (Bill) Mas-

erson, who estimated that complete rehabilitation of the present plant would cost in the neighborhood of \$12,600,000.

In asking for rehabilitation funds from the Legislature, the board seeks enough money to operate the fair and also to match the annual premium bill which totals about \$116,000.

Official confirmation of the award of the 1961 midway contract to Royal American Shows was also made at the meeting. The show, which will bring in 30 rides, will occupy a six-acre site in the southwest corner of the plant, next to the picnic grounds. The fair will get 32.5 per cent of the revenue.

Several Wisconsin county fairs registered complaints on the change of the State Fair's 1961 dates, which are August 11-20, a week

Ringling Rehearses Jan. 5 in New Arena

VENICE, Fla. — Rehearsals of the new Ringling - Barnum Circus performance will start January 5 at the show's new rehearsal arena at newly established winter quarters here.

Lloyd Morgan is in charge of the building project and is pushing for the January 5 completion. Steel is up and the roof now is going onto the area.

This building will have an arena

floor area of 75 by 160 feet, with only a single crossbeam, thus giving two clear spans of 80 feet each. Outside dimensions are 320 by 190 feet. At each side of the arena floor is a 60-foot wing into which are to be placed Ringling seat wagons.

The show comes here from Birmingham after November 27, and it opens a Miami Beach date in December, then picks up the work on next year's edition.

Sells & Gray Readies; Name More Staffers

DE LAND, Fla.—The new Sells & Gray Circus will open on Thanksgiving Day and work is moving along well in framing the outfit. Bill English is manager.

The circus will set up the day before Thursday performances. Pascal and June Guilano handled the promotion for the Junior Women's Club.

Additions to the Sells & Gray staff include Edna Antes, secretary; Charles Rouark, Side Show; Dick McLaughlin, No. 2 Side Show and snake pit; Hard Times Leonard, electrician, and Art Bitters, press. The advance opened as scheduled, with Johnny Fulghum and a four-man crew.

Circus has rented an office truck from the Duke of Paducah show.

IAFE REPORTS PROGRAM FOR 70TH ANNUAL MEET

Three-Day Confab at Morrison Hotel; Dues Set-Up, Assn. Future Discussed

By CHARLIE BYRNES

CHICAGO—The future of the IAFE and a new plan for dues will be two of the highlights of the 70th annual convention of the International Association of Fairs and Expositions to be held here in the Morrison Hotel November 30 thru December 3.

For the first time in many years the fair meetings will be held in a different hotel and on different days from the annual convention and trade show of the National Associ-



WILLARD M. MASTERSON, president of the International Association of Fairs and Expositions.

ation of Amusement Parks, Pools and Beaches and the activities of the Showmen's League of America.

The future of the IAFE will be discussed by Doug Baldwin, a past president of the association and manager of the Minnesota State Fair. J. C. Huskisson, IAFE vice-

Midwest Assn. Meets Dec. 1

CHICAGO—The fall meeting of the Midwest Fair Association will be held on December 1 in the Morrison Hotel here, with Ed Schultz, Lincoln, Neb., president, in the chair.

The meeting is set for 2 p.m. in Parlor F. Maurice E. Fager, Topeka, is vice-president, and Clarence C. Lester, Tulsa, secretary.

Ft. Worth Expo Inks Chariots

FORT WORTH — The Southwestern Exposition and Stock Show Rodeo has signed Glenn Randall's "Ben Hur" chariots as a feature of its run. W. R. Watt, president, announced.

The event will be held here January 27-February 5. The Randall chariot teams, one made up of four Lippizaners, the other dapple grays, were seen on the Roy Rogers TV Show Sunday (13) which originated from the rodeo in the Cow Palace, San Francisco.

IAFE \$10 FEE INCLUDES TIC TO LUNCHEON

CHICAGO — The International Association of Fairs and Expositions will charge a registration fee for its 70th annual convention here in the Morrison Hotel December 1-3. The fee has been inaugurated due to increased costs of convention operations.

Each person who registers will be charged \$10. For this fee he will receive a badge which will admit him to all meetings. The fee also covers one ticket for the Saturday noon luncheon. Additional tickets to the latter can be purchased at \$5 each.

president and manager of the Florida State Fair, will present a new proposal on dues.

Willard (Bill) Masterson, manager of the Wisconsin State Fair and association president, will wield the gavel at the meetings. He will open the meeting on Thursday (1) at 9 a.m. with the annual business meeting, including reading of minutes and reports of committees. Baldwin and Huskisson will speak at this session.

Thursday afternoon will be devoted to the Federation meeting, standing committee get-togethers and other affiliate meetings.

Starts Friday

Formal IAFE program will get under way on Friday morning with a county fair meeting in the Venetian Room at 10. Clyde E. Byrd, Little Rock, will be in the chair. Discussion leaders on various topics will include C. J. McAleavy, Wausau, Wis., "Grandstand

Shows"; Ralph W. Davis, Chippewa Falls, Wis., "Exhibits-Attractions"; Byron P. Sandles, Springfield, O., "Community Co-Operation"; Henry Kennedy, Dothan, Ala., "Advertising-Publicity-Promotion"; Richard C. Murray, Rhinebeck, N. Y., "A Ticket Control System"; Charles Drewry, Milwaukee, "Uniform Premium Lists."

Concurrently with the above will be a series of open forums in the Walnut Room. Chairmen and the subjects are: Richard Frederick, Detroit, advertising; G. W. (Bill) Wynne, Memphis, concessions; Bryan P. Sandles, Springfield, O., youth; Mrs. Moxie Mulrooney, Saginaw, Mich., women; Lem Jones, Oklahoma City, commercial space, and Donald Swanson, Detroit, and William A. (Tiny) Uthmeier, Marshfield, Wis., grandstand shows and attractions.

Friday evening the IAFE banquet, called "International Fairs Roundup," will be held in the hotel's Terrace Casino at 7.

Cassidy Speaks

Sessions will again get under way on Saturday morning. L. Doc Cassidy, Louisville, will speak on "Civil War Centennial"; G. W. Wynne, Memphis, on "The Future of Fairs"; C. M. Cutler, General Electric Company, "Lighting Effects for Fairs and Expositions"; John L. Campbell, Baltimore, "Public Liability Insurance." Clyde E. Byrd will report on the resolution committee, and officers and directors will then be elected.

The convention will close with a luncheon in the hotel's Constitution Room with Art Linkletter as the key speaker.

Other committee chairmen who will make reports include J. C. Huskisson, appeals; James H. Stewart, Dallas, government relations; Ray W. Wilson, Dallas, livestock, and W. A. Uthmeier, audit.

Jacksonville, Fla., Fair Exceeds 1959

JACKSONVILLE, Fla. — The Greater Jacksonville Fair was enjoying perfect weather during its 11-day duration, and was also aided by permission to operate on Sunday for the first time. On Sunday (13) it ran from 1-6 p.m. with only rides functioning on the midway, and slashed its gate price from 75 cents to 50 cents.

Thru Thursday noon the attendance figure was 85,106, which easily outdistanced previous years. Cetlin & Wilson Shows had its largest display of equipment ever, on the Gator Bowl grounds.

Entertainment in the football stadium consisted of five high school football games, more than in the past. These are free to spectators paying their way onto the grounds. A Negro high school game was included for the first time and reportedly did well.

Fireworks were offered on opening night, on Saturday (12) and on closing night. With opening day in 1959 having been a holiday, this year's fell behind, but day-to-day comparisons exceeded last year, thereafter. Also on closing day, the Ronnie Lewis Trio was booked in for two performances.

Exhibit space was well-filled this season, and 1961 reservations were coming in during the week. In addition to under-grandstand space there were tented units as

follows: four tents for cattle, and others for poultry, Marine Corps, health, boat show, and military. Premium payouts exceeded \$11,000 this time, compared with \$10,000 last year.

Pre-fair activities included the usual press party in Al Dorso's cookhouse. Visitors during the run were Maurice Coleman from Atlanta's fair; A. R. Cox, State 4-H agent from Tallahassee, McAllister Marckres of the fair in West Palm Beach, and others.

Holly Firm Moves to New Location

SARASOTA, Fla.—Holly Manufacturing, builder of dark rides, is now located in a new shop here after some delay brought about by hurricane Donna. Firm has finished one Devil's Coach unit.

Four trailer-mounted dark rides, one Spookville and three Coaches, were delivered for the 1960 season. Three more are going into production.

The firm is operated by Fred Hollingsworth and Fred Hollingsworth III, former owners of the show bearing their name.

IAFE BANQUET TOPS MEETING SOCIAL SKED

CHICAGO — Climaxed by the first "International Fairs Roundup" banquet, the International Association of Fairs and Expositions has scheduled a round of social events to be held during its convention in the Morrison Hotel, December 1-3.

The "Roundup" will be a banquet and held in the hotel's spacious Terrace Casino. Supper and entertainment are planned for the event, which gets under way at 7 p.m. on Friday, December 2.

The Past President's Club will hold its annual luncheon at noon on December 1 in the Walnut Room with Maurice E. Hartnett, immediate past president, as toastmaster. That same afternoon the Fair Women's Affiliate will hold its luncheon in the English Room of Marshall Field's with Mrs. Willard (Jessie) Masterson, president, in the chair.

The convention will wind up with a luncheon on Saturday, December 3, in the Morrison's Constitution Room. Art Linkletter, TV performer, will be guest speaker at the event.

Atterbury, Holter Show Bows in April

SPRINGFIELD, Mo. — The combination of Gene Holter's animal show and Bill Atterbury's Sky Circus will open its 1961 season in Texas in April and will play Western towns until June. Early in that month it will go to Alaska to play Anchorage and a few other dates and re-enter the U. S. around July 1 in time for fairs.

The new combination will carry a promotional crew and phoneman for advance tickets. At fair dates the crews will work under jurisdiction of the fair secretary. Helicopter will be used for promotion as well as in the show.

Program will include helicopter-trapeze and helicopter-pole landing turns; the Sky Kings with high pole and sky-cycle acts; Janet and Jackson, sky dancers, cannon act, high dives and flying return. On the track Holter will present ostrich, camel, elephant and mixed wild animal races. Additional attractions will be added for some dates.

SCHEIBLE PRESIDES

Fair Federation Skeds Chi Afternoon Session

CHICAGO—Goldie V. Scheible, Dayton, O., will preside at the annual meeting of the Federation of State and Provincial Associations of Fairs during its meeting here on December 1 in the Morrison Hotel. The Federation is a branch of the International Association of Fairs and Expositions.

An open panel on topics pertinent to State associations will be moderated by Lamar Allen, Florida Federation of Fairs. Mrs. Malinda Granberry, secretary of the Tennessee Association of Fairs, will speak on awards and workshops conducted by her association. The

objectives and opportunities of State associations will be discussed by N. S. Hand, Mississippi Association of Fairs, and Win Eldridge, Wisconsin Association of Fairs, will describe mobile exhibits.

Also due to make reports are Federation Vice-President Christie W. Summers, Alabama Association, and Secretary-Treasurer Joseph C. Bartlett, Association of Connecticut Fairs.

Miss Scheible was elected president last year for a two-year term. There will be an election of a secretary-treasurer.

IMCA Convenes December 1

CHICAGO — The International Motor Contest Association will hold its annual board meeting here during the outdoor conventions.

This year's meeting will be held at 2:30 p.m. on December 1 in Parlor F of the Hotel Morrison. Virgil Miller, Hutchinson, Kan., is president, and John E. Libby, St. Paul, is secretary.

Strong Books Bears, Adds To Territory

THOUSAND OAKS, Calif. — McDermott's Bears will join the John A. Strong Circus in January. The show plans to extend its tour into the Pacific Northwest, John A. Strong Jr., owner-manager, said.

Strong will continue to play dates in California plus the new route to include Oregon, Washington, Idaho, Utah and other States. His route will include dates at fairs, celebrations, shopping centers and schools.

MERLE EVANS RETURNS TO RINGLING-BARNUM

VENICE, Fla.—Merle Evans is returning to Ringling Bros. and Barnum & Bailey Circus as bandmaster. This was revealed here Friday by circus executives, who said he rejoins the circus here shortly after the season's closing November 27 at Birmingham.

Evans has been with the Orrin Davenport Circus since he resigned from the Ringling organization several seasons ago. Prior to that he had joined Ringling-Barnum in 1919 and had the band constantly except for a year he spent with the Hardin-Simmons college band. He has made many recordings of circus music and frequently makes guest appearances with various bands thruout the country.

He will succeed Izzy Cervone as bandmaster of the present R-B show. Jack Cervone frequently has substituted for him. Under the present organization, the show carries only a couple of key sidemen and supplements this nucleus with local musicians. There was no immediate indication this would change.

KENTUCKY STATE FAIR NAMES BROWITT MANAGER

LOUISVILLE—James W. Browitt, 39, has been appointed executive consultant to the Kentucky State Fair board, succeeding H. Clyde Reeves, who resigned October 1 to become president of the Kentucky Independent College Foundation.

An ex-cattleman, Browitt will receive a \$15,000 annual salary, an \$1,800 yearly living allowance and travel expenses. No contract was signed and Browitt said he did not want one.

The new executive said his first move would be to study the \$17 million fairgrounds operation thoroughly and one of his main objectives is to put the Exposition Center on a year-around profitable operating basis.

The new manager is a native of Colorado. He studied agricultural journalism at the University of Kansas and graduated from North Dakota State College where he majored in animal husbandry. For two years he managed his family's Colorado ranch.

During World War II, Browitt was assigned to Army intelligence work. After the war, he put in four years as a civilian employee of the Armed Forces, booking entertainers into military posts in the Far East and the United States.

For the past three years, he was secretary of the American Polled Shorthorn Society and acting secretary of the American Shorthorn Association. He is a licensed airplane pilot.

The appointment was announced by Governor Bert Combs and Fair Board President F. W. Curran.

Portland, 'Holiday' Establish Records

PORTLAND, Ore.—Oregonians swarmed into Portland's new \$8,000,000 Memorial Coliseum during its opening week to see the inaugural attraction, "Holiday on Ice," in the Coliseum and the first annual Columbia Basin Exhibition and Trade Fair in the Exhibit Hall.

Don Jewell, manager, reported 57,747 persons attended the first eight performances of "Holiday," an average of approximately 7,200 per show. Attendance at the Columbia Basin Exhibition totaled 19,725 for the same period.

Largest single crowd of the six-day period was opening night (3), when 9,501 went thru the turnstiles. Jewell predicted the ice show would lure between 80,000 and 90,000 spectators by the end of its run (13).

Advance sales for "Holiday on Ice" broke the national record previously held by Milwaukee. The ice show already has signed for a 1961 return appearance in the Me-

morial Coliseum, September 26-October 1.

As the Coliseum opened its doors for the first time, there was some official concern about the possibility of a serious traffic and parking jam, but this was avoided to the satisfaction of the public and Coliseum officials.

Thru special arrangements with the local transportation system and the spacious Lloyd Shopping Center, located only a few blocks from the Coliseum, shuttle service from Lloyd's 8,000-car parking lots to the Coliseum was established for each night of the run.

The Coliseum has on-site parking for approximately 2,000 cars and there were 50 spaces remaining on opening night.

Ice hockey will return to Portland after a 10-year absence following "Holiday". The Portland Buckaroos of the Western Hockey league open their 1960-'61 season November 15 against the Spokane Flyers.

TALENT ON THE ROAD

Parks Association Books Bob Crosby for Banquet Show

Bob Crosby will top the show at the November 29 banquet of the National Association of Amusement Parks, Pools and Beaches in Chicago. Also on the bill are Professor Backwards, Ann Marston, Noreen Parker, Sutton Bombshells and Lou Breese and his orchestra. . . . The Larabees, whips and aerial act, are booked for a group of Christmas shows in Huntington, W. Va., following their fair season for the Barnes-Carruthers office. . . . Bill Kornpates writes that he has his aerial act booked at the annual Musician's Dance and Ball on Thanksgiving Day in St. Petersburg, Fla. After that he'll head for New York City for the holidays.

Talent set for Chicago's State Street Christmas Parade on November 27 will include Edd (Kookie) Byrnes, Wimpey the Clown, and locals Ray Rayner, Chatter the Chimp, Terry Bennett, Jack Scott, the Champs, Danny and the Juniors, Larry Ellis and Brian Hyland. . . . Rex Allen doffed his guns and sombrero recently to exercise his putter in the Celebrity Golf Tournament in Phoenix. Also in the pack were Mickey Mantle, Don January and rodeo champ Jim Shoulders.

European Notes: Acts in the Cirque d'Hiver in Paris include the Flying Palacios, flying return; Mastakans, high wire; Gerardis, acrobats; Lex Trio, hand-to-hand. Clowns include Kiko, Popol and Baba Fratellini (known as the Craddock in the U. S.), and the Francescos (Carlois). . . . On the Olympia Music Hall bill in Paris are Charlie Cairoli, clown; Schaller Bros., trampoline; Bascomes, from Australia; Del Rey and Winnie, juggling; Tag Bros., mimics; Petula Clark, English pop singer; Bob Azzam, crooner, and the dusky Limbo Dancers.

Charlie Byrnes

115,000 Mark Set for Fair In Charleston

Weather Perfect; Plans Advance For New Bldgs.

CHARLESTON, S. C. — A total of some 115,000 persons attended the Coastal Carolina Fair, its Exchange Club sponsors report enthusiastically. The new fairgrounds location promises to satisfy all needs and will enable the date to expand over the years.

With a large metal exhibit building already in use, the fair is taking bids on structures for livestock and poultry, Robert Scarborough, manager, stated.

The gate figure combined paid and free and far outdistanced prior years. The paid total doubled last year's, partly because of fine weather, and also owing to a sharp slash in passes. Only a fourth of the previous total was handed out.

Gross run up by Amusements of America attractions set a new record, Scarborough said, and the carnival will return in 1961 and appear on a freshly paved midway. "We didn't consider any bids," he said.

The Exchange Club profits go back into the operation, and also

Arizona State Fair Gets Record 311,738

Beats Former '58 High of 257,025; Revenue Sharply Ahead of '58 and '59

PHOENIX—The Arizona State Fair set new attendance and grosses records during the 10-day run ending Sunday (13), Charles Garland, serving his first year as manager of the event, announced.

The attendance soared to 311,738, well over the 237,042 last year and the 257,025 in 1958 when both runs were 12 days. Revenue to the fair was \$211,635, up from \$146,368 last year and \$166,433 in 1958. After the first weekend when attendance hit 123,752 thru Tuesday (8), halfway mark of the run, Garland set his sights on the 1958 record.

Garland credited the boost in gate revenue to the increase in admission price to \$1 from 75 cents for adults. Children up to 12 years of age were admitted for 25 cents. On opening day, Friday (4), children were admitted for 10 cents plus a gift for the Marines' "Toys for Tots" program.

Another change was the elimination of horse and automobile races. In the infield area, a parking

into two of its benefit funds. One sends a local youth thru college with all expenses paid, and the other supports the Brookland Plantation home for wayward boys.

lot of 6,000 cars was installed and the area around it devoted to stage attractions, Indian activities, and Harold Janoi's Riverboats. The boats were reported to have grossed \$3,020 at 25 cents per ride. The KPHO helicopter, charging \$3.50 for adults, grossed \$6,942.

The free grandstand show at 2 p.m. and 8 p.m. pulled exceptionally well, with Ginny Tiu as the star. The show was booked, with the exception of Ginny Tiu, and presented by Siebrand Bros. Circus and Carnival. The line-up included the Wilder Bros., Kayletta, Four Step Brothers, Cliff Henry's chimps, Tony Madison's dogs, Willie Keo, and Don Rice as emcee. Orchestra was conducted by Phil Arden, who also handled the "Miss Arizona" finals with the coronation on Wednesday night (9). He was assisted by his wife Emerald.

Special events were handled by John McCarty, with Kenneth Hoffman, former manager of the California Mid-Winter Fair in Imperial, on the staff. The program featured high school as well as Indian bands and other events. One of the highlights was NORAD band.

Harrald Harper handled public relations, being assigned to the V.I.P.'s. Arnold Coty was in charge of concessions and Erma Carron directing publicity.

Miway was provided by Siebrand Bros. Circus & Carnival for the fourth consecutive year. In addition to its regular ride line-up, the Allan Herschell Sky Wheel was debuted here by E. D. McCrary, who also had the Mad Mouse and Twister.

Johnny Larimore, St. Paul, and Dennis Lund, Fargo, N. D.

Also set are Bob Smith with his air car; Gaylord and Patty Maynard; the Troys, Jimmie, Nella, Jay and Kim, and the McNece elephant. Tom Gunnels again will handle advance advertising and Justine Swenson the bookkeeping chores.

Acts used by Swenson during the past season included Kantor-Hannell Troupe, Jimmie Troy Family, Johnny (Crazy Otto) Maddox, Zacchini Cannon Act, Flying Snyders, Three Eddys, Maryse Begary, the Maynards, Alice Andrews, and Bobby Norris.

SIGNS STUNTERS

Swenson Preps for '61 After Rainy '60 Tour

SPRINGFIELD, Mo.—The Aut Swenson Thrillcade was back at its winter base here last week after closing its '60 tour at the Winston-Salem, N. C., fair. The tour, ac-

ording to Owner-Manager Aut Swenson, was dogged by inclement weather with quite a bit of rain and cloudy skies.

The show actually played a total of 120 performances, of which 18 were still dates; 29 night afternoon shows and 73 fair evening shows. In all, the stunt organization was seen at 52 fairs in 19 States.

Swenson disclosed that he has signed a number of staffers for the '61 season. Among the stuntmen who will return are Kenny Blaine, Toronto; Chuck Beeler, Palm Bay, Fla.; Jimmie James, Chicago; Crash O'Brien, Los Angeles; Tex Densmore, Odessa, Tex.; Larry O'Brien, Cleveland; Darwin Coryell and

Tampa Fair Pacts 'Truth, Consequences'

TAMPA — The Florida State Fair, to be held here February 7-18, will feature the "Truth or Consequences" television and radio show as its main grandstand fare, J. C. Huskisson, fair manager, announced.

Booked in thru the Music Corporation of America's E. O. Stacy, the show will be presented most afternoons and evenings and will follow the regular format with audience participation and prizes worth thousands of dollars awarded participants. Bob Barker, who emcees the radio and TV shows, will also top the grandstand show.

The show is well known in the Tampa area, being shown daily at noon on WFLA-TV, the local NBC outlet. Show is owned by Ralph Edwards and produced by Ed Bailey.

Huskisson said additional supporting acts will be booked for the show which will run about 90 minutes. There will be no direct broadcast or telecast from the fair.

Signing of the TV show pretty well rounds out the attraction program for the fair. Al Sweeney's National Speedways will present four days of IMCA speedway-type racing on February 8, 11, 15 and 18.

Royal American Shows, which winters on the fairgrounds here, again will provide the midway attractions. It will debut its new German Calypso here.

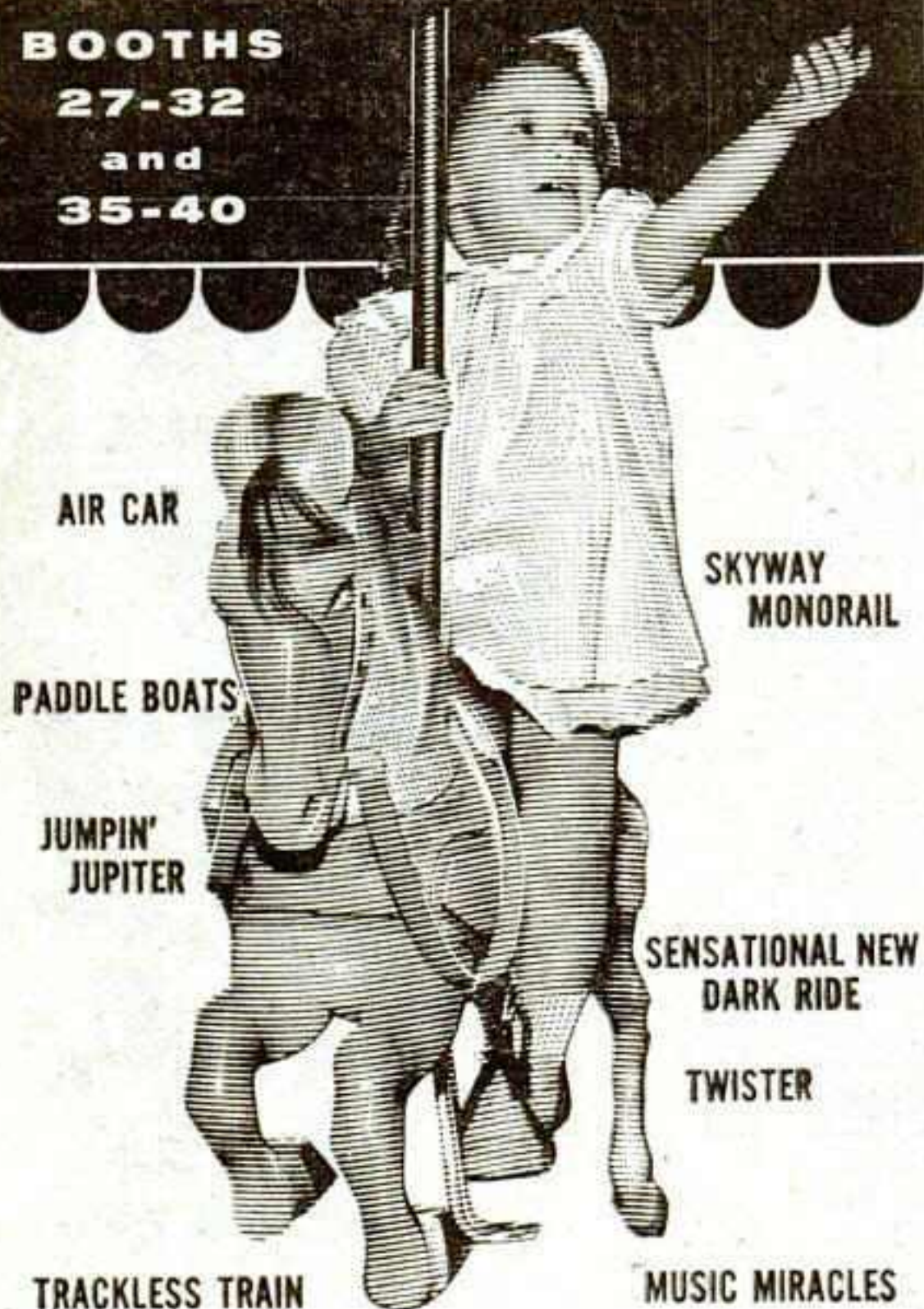


E. D. McCrary, left, owner of the first Sky Wheel manufactured by Allan Herschell, confers at the Arizona State Fair with Curtis and Elmer Velare, who designed the ride device. The Velares were on hand and assisted McCrary by showing him some of the tricks of the trade. McCrary, former show owner, now operates a string of rides on other fun zones.

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Magic Mountain Asks Approval For New Chance

DENVER—Attorneys for Magic Mountain, Inc., Thursday (10) asked Chief U. S. District Judge Alfred A. Arraj to give the closed amusement park a chance to reorganize under federal bankruptcy laws. Their plea was backed by the Securities and Exchange Commission.

The park attorneys charged that bankruptcy Referee Benjamin C. Hilliard's special report recommending the park's petition be denied was "clearly erroneous."

Hilliard's earlier report had said that the park's plan for reorganization were "vague hopes born of wishful hopes."

Attorney Herbert DeLaney Jr. told Judge Arraj that even if no feasible plan now exists, the reorganization law provides that a disinterested trustee may be appointed to explore possible methods of refinancing and reorganization.

William Scheid, SEC attorney, told the judge that the "interests of 12,000 stockholders are too important to be dismissed" without further attempts at reorganization.

Judge Arraj said that the fact the park was undergoing reorganization would have to appear on the stock prospectus.

"I don't think any reasonable man could convince any other reasonable man that you could sell stock with all this that's going on here appearing at the time of the stock sale," Judge Arraj remarked.

The judge also declared that he was having trouble finding out just "what the financial status of this thing actually is."

One tangle cropping up at the hearing was over how many of the Allen J. Lefferdink enterprises have financial interests in the park. Lefferdink is the Boulder, Colo., financier who had been chairman of the board of directors.

Park President G. Norman Winder said that only one Lefferdink firm had an interest in the park, but the judge said that Lefferdink's testimony before the referee revealed that three of his firms had advanced money to the park.

Lefferdink, who was not present at the hearing, has said he has "a very large operator" interest in taking over the park. He has complained that, for the last year, his companies have been harassed by various government agencies concerning the operations of his businesses.

"I figure the cost of our legal fees just on these government actions at \$250,000," Lefferdink has stated.



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AMUSEMENT PARK OPERATION

NAAPPB to Give Cash Prizes On Unannounced Schedule

NEW ARRANGEMENTS in the way of door prizes or attendance prizes are announced by the NAAPPB convention committee. Last year they awarded transistor radios at the opening of each session. This year they will present cash awards of \$50 each for the various sessions. But the hour of awarding these will be different each day, and the time will not be announced ahead of time. One has to be present to win.

... Turner Construction Company has been paid \$10,000,000 of the amount it claims due for its part in building Freedomland. A mechanics' lien has been filed to establish a legal position for the remaining \$3,648,000 that is claimed. ... There is a string of new trampoline and kart centers in Virginia, among them Flip Flop, Colonial Heights; Goochland Kart Club, Goochland; Jumpland, Richmond; Middlesex Speedway, Hartford, and Tomral, Inc., archery range at Roanoke. Lowe's, Inc., is building a trampoline center at Mechanicsville.

Famed Zoo Uses Park Ideas, Nets \$250,000 From Stands

DIRECTOR OF THE FAMOUS Zoo at St. Louis, George P. Vierheller, in a recent interview in Los Angeles said he makes an annual tour for ideas and gets most from Disneyland, Marineland, movie studios, major parades and small circuses. He said that St. Louis Zoo makes \$250,000 in concession profits annually. Seventy-five per cent of the people are tourists. He said Los Angeles is an excellent place for a major zoo. But the day after he spoke the Los Angeles zoo plan was set back by a court decision which voided a 50-year contract between the city and a group called Friends of the Zoo. The court ruled it delegated to a private group certain powers reserved to the municipality. The Friends of the Zoo would have operated the zoo which the city proposes to build. The major said the ruling would not stop the plan to build the zoo at once.

Detroit Seeking Operators For International Village

EXPERIENCED SHOWMEN able to bring in the right attractions for the projected International Village, Inc., at Detroit are being sought, it was confirmed by Walter C. Shamie, president. Specifically sought are operators for a couple of major night clubs. Plans also are open for up to a dozen smaller music bars or similar spots with entertainment. Some are slated to be on the nationality theme, as Hawaiian rooms, or with Hungarian strollers. International Village is being planned as the next stage in Detroit's civic renaissance, following the opening of Cobo Hall. Even the \$54,000,000 cost of the structure may be topped by the projected \$50,000,000 to \$70,000,000 Village project a few hundred yards away. A major difference is that the Village is being financed by private capital from Detroit, mostly downtown business firms, which view it as a further step in revitalizing the heart of the city.

While nationality and specialty shops, motels and hotels, and offices figure prominently in the plans, entertainment aspects will be a major feature. In the planning stage, besides the dozen night spots, are a swimming pool convertible to an ice rink, restaurants, a roller rink, legitimate theater, art film movie theater, and assorted concessions.

Planning for the three-acre site is to make it a major attraction to bring visitors to Detroit, a sort of permanent world's fair in miniature. About half the patronage is expected to come from local sources, the rest from visitors. Arrangements are already being made with various transportation firms to work out package trip deals for visitors to come to the city to visit International Village, similar to current trips offered to New York to visit Broadway shows or to New Orleans to visit the French Quarter, Shamie said.

Pacific Ocean Park Opens Special Holiday Musical

PACIFIC OCEAN PARK will present a special holiday show, a musical revue with a Christmas theme. It will include dancers, singers, the cast of the Super Sea Circus and a new setting for Santa's Workshop. Music is being arranged by Eddie Dunstedter, of Capitol Records. Marie Bryant is choreographer. The show will be given on weekends until December 2. At that time the spot returns to daily operation thru January 2. During that time there will be several performances daily of the revue. There was a prevue of the show for the Los Angeles Press Club. Tickets were sold by the press club for the prevue, but the POP one-price policy will include admission to the holiday show for the public.

Geo. Myren Named Top Can. Cowboy

CALGARY, Alta. — George Myren, of Viking, Alta., has been named winner of the Canadian all-round cowboy championship on the basis of points awarded at 1960 rodeos staged under the Cowboys Protective Association approval.

Other first-place winners are: Bronk riding, Kenny McLean, Okanagan Falls, B. C.; bull riding, Leo Brown, Czar, Alta.; wild steer wrestling, Bud Butterfield, Ponoka, Alta.; wild horse race, Don McLeod, Black Diamond, Alta.; high point, Leo Brown, Czar; bareback riding, Leo Brown; calf roping, Harold Manderville, Lethbridge, Alta.; chuck wagon racing, Orville Burkinshaw, Calgary; wild cow milking, Cliff Vandergrift, Drayton Valley, Alta.

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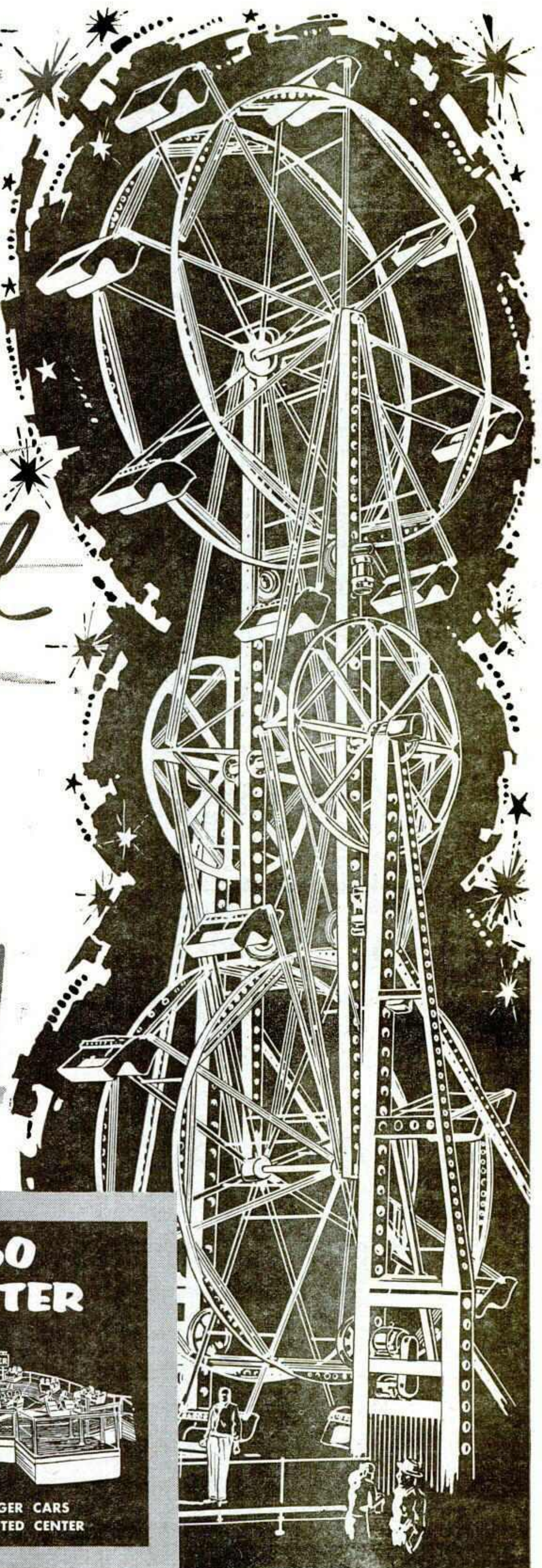
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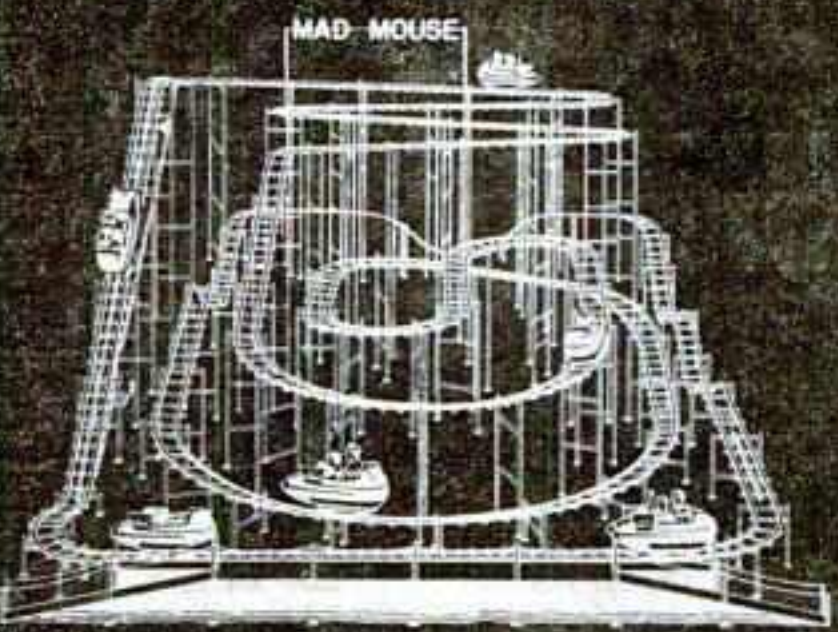
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FAIR MEETINGS

Canadian Association of Exhibitions, Lord Simcoe Hotel, Toronto, November 28-29. Emery Boucher, Quebec Provincial Exhibition, Quebec City, secretary.

International Association of Fairs & Expositions, Morrison Hotel, Chicago, December 1-3. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Northeast 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. Barnett, Muncie Star, Muncie, Ind., secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, St. James, secretary.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 7-8. Mrs. Paul D. Kiepfel, Route 4, Box 77, Crafton, secretary.

Kansas Fairs Association, Jay-

hawk 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, Washington Duke 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.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 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 & Marks, 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 621, County Building, Oklahoma City, secretary.

Florida Federation of Fairs and Livestock Shows, Thomas Hotel, Gainesville, May 14-16. T. L. Barmineau, 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.

FAIR-EXHIBITION MANAGEMENT

Colo. State Seeks 620G Budget, \$45,000 for Bldg.

PUEBLO, Colo.—Preliminary requests made to the State budget director include \$620,933 for the Colorado State Fair and \$45,000 for the National Guard Armory in Pueblo.

Clyde Fugate, fair manager, requested funds for construction of a new cattle barn, funds to remodel the old structure and funds to remodel the 4-H Club barn for the Future Farmers of America and their dining and assembly hall.

Money asked for the Armory would be the State's share toward construction of a new Armory. The fair commission has sought the old Armory building on the fairgrounds for use by its personnel because it has heating facilities.

The State's share of the new Armory would be 25 per cent, the federal government putting up 75 per cent, or \$135,000.

If the fair's request is granted, the fair would gain the heated building for year-round use by fair employees.

Dallas Juniors Receive \$148,200 in Stock Awards

DALLAS—Checks totaling \$148,200.47 have been mailed to boys and girls all over Texas who participated in the Junior Livestock and Poultry Auction Sales during the 1960 State Fair of Texas.

More than 1,000 Future Farmers and 4-H Club members from throughout the State had animals or fowl in the auctions.

In the Junior Livestock Auction, 338 steers were sold for \$111,677.10; 209 lambs for \$6,302.65, and 512 pigs for \$20,763.87 for a total of \$138,743.62.

The market turkey sale brought \$5,369.77 for 434 birds and the market broiler sale \$4,087.08 for 1,110 broilers for a total of \$9,456.85 in the Poultry Auction.

The Grand Champion Steer in the Junior Livestock Show was sold by 131-year-old Lynda Cook of Goldwaite for \$6,000. The 720-pound steer was purchased by the Sheraton-Dallas Hotel.

The Reserve Grand Champion Steer went for \$1,881.25. The steer was sold by Lynn Trimmier, 13, of Hale Center to Bell Enterprises for Kips Big Boy Coffee Shops of Dallas.

Spokane Nets \$22,094

SPOKANE—The 1960 Spokane Interstate Fair reports a net profit of \$22,094 for its first year of operation as a function of Spokane County.

The county took over early this year after a Washington State Supreme Court ruling that such associations as the former Interstate Fair Association, even the nonprofit, could not receive State support.

The county budgeted \$51,480 for the fair's operation and the fair had a total income of \$73,574. In recent years the fair had been making between \$3,000 and \$4,000 annually.

Dates for 1961 are September 13-17 and planning is already under way. Trees and shrubbery have been planted to add four additional acres of lawn to the fairgrounds.

Harry Linden is president and Charles T. Meenach is manager.

Davenport, Ia., Re-Elects

DAVENPORT, Ia.—All officers of Mississippi Valley Fair, Inc., have been re-elected for 1961.

They are: Ralph Kay, president; Phillip Rotunda and Ralph Keppy, vice-president; Harvey Hoffman, secretary, and Herbert Bolte, treasurer.

The 1961 fair will be held August 6-12, with Sunday, August 6 as "preview day."

A new midway attraction has been booked—Blue Grass Shows—making their first appearance in the Quad-City area. Other attractions will be booked at the Chicago conventions.

The fair board has awarded the contract for stock car racing for the 1961 season to Homer Melton's Speed Demons Stock Car Racing Association.

Among new attractions on the fairgrounds is a roller skating rink to be operated year-round, except during fair week.

EDMONTON EX NETS 134G ON ALL-YEAR OPERATION

EDMONTON, Alta.—Despite several losses, the Edmonton Exhibition Association ended the year with a net profit of \$134,309, it was reported at the organization's annual meeting.

The summer fair was off \$22,811, compared with a \$35,010 profit in 1959.

The exhibition racing program showed a profit of \$2,109, compared with \$28,081 last year. A \$17,377 loss was sustained by the fall race meet, compared with a \$40,543 profit in 1959.

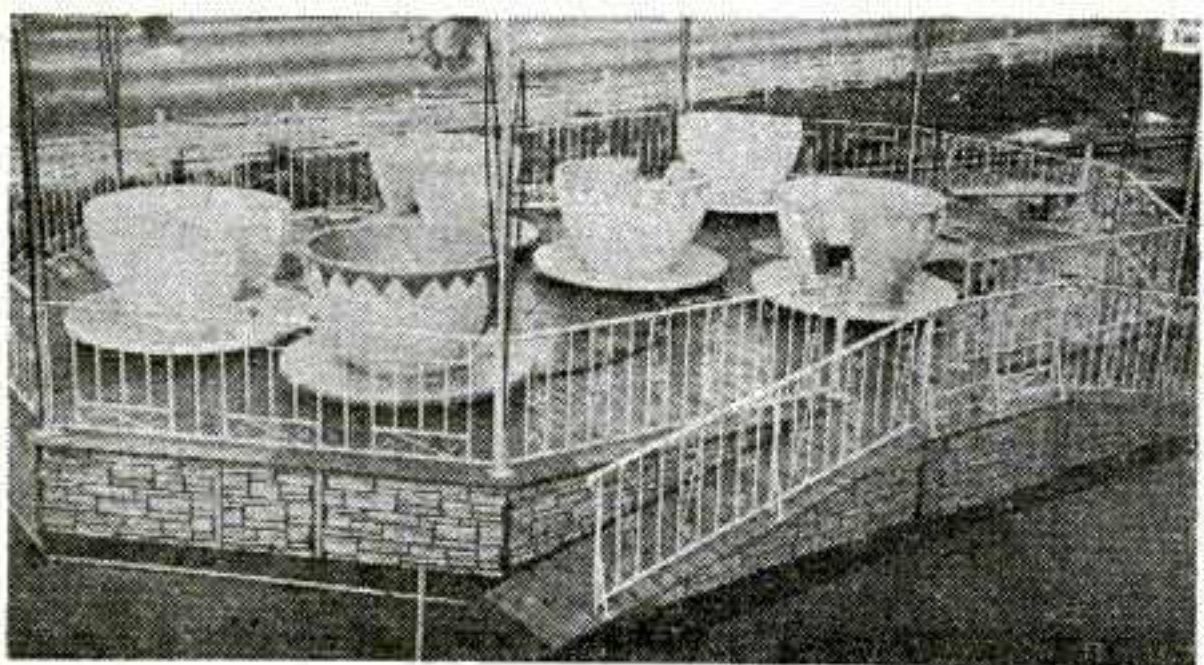
The fall fair had a loss of \$7,981, compared with a loss of \$6,109 last year. The spring livestock show loss was \$2,428, compared with \$3,431. The rodeo loss was \$3,745, against a profit of \$4,799 in 1959.

The quarter horse show had a loss of \$670 in its first year. The light horse sale showed a loss of \$89, against \$570 in 1959. The spring horse show lost \$8,364, compared with \$17,072 last year. The sales pavilion lost \$28,275, compared with \$27,706 in 1959.

Write-off on capital improvements took a big bite out of earnings during the year, it was reported. Write-off on new stables was charged to both the summer and fall race meets.

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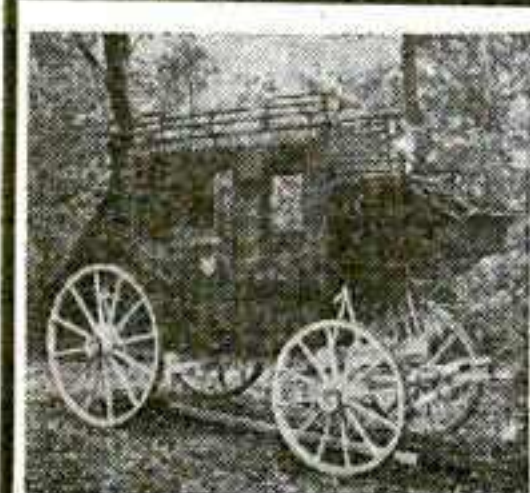
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ARENA, AUDITORIUM NEWSLETTER

'Music Man' Plays Long Route Of Municipal Auditoriums

"THE MUSIC MAN," continuing its successful road tour, is playing a large proportion of stands in auditoriums. The show just completed a stand at the Veterans Memorial at Columbus, O., and this week plays Murat Theater in Indianapolis. In the remaining weeks of the year, "Music Man" will play the Kansas City Music Hall, Wichita Forum, Tulsa Convention Hall, Oklahoma City Municipal Auditorium, and the State Fair Music Hall at Dallas. First four months of 1961 will see the Meredith Willson show at San Antonio Auditorium, Houston Music Hall, Civic Theater in New Orleans, Memphis Auditorium, Atlanta Municipal Auditorium, Birmingham Municipal Auditorium, Robinson Auditorium at Little Rock, Owens Auditorium at Charlotte, Coliseum and the Mosque at Richmond, all of them municipal auditoriums or multi-purpose buildings.

'Dancing Waters' at Denver; Tucson Boys' Road Tour Set

"DANCING WATERS" WAS the top attraction at the Denver Auto Show, which had a four-day run at the Denver Coliseum. . . . Lipkey and Krauskopf look for good action at their third Rod and Custom and Sports Car Autorama at Louisville's Kentucky Fair and Exposition Center November 24-27. More than 100 entries have been received. The program includes a schedule of races. . . . Scale for "Holiday" at the Sports Arena in Toledo is \$2 to \$3.50. . . . Warren Butz, former theater manager, has been named concession manager at the Spokane Coliseum by the newly appointed building manager, Joseph C. Sturckler. . . . The Greater Philadelphia Automobile Show had nearly 300 models of cars in 29 lines. Show officials expected attendance to reach 100,000 at the Philadelphia Trade and Convention Center. . . . Charleston, W. Va., Civic Center had the U. S. Army Field Band of 10 as a feature of a Chamber of Commerce banquet which honored 64 executives from major firms which have plants in the area. . . . Tucson Arizona Boys Chorus opens its road tour on January 17 at Farmington, N. M., and continues thru March 29 at Napa, Calif., having appeared in States from South Carolina to Minnesota and Texas. . . . Philadelphia Motor Boat and Sportsmen's Show, February 24 thru March 4, is planning a sports queen contest, operated by Ball Associates Advertising Agency. . . . Myra Kinch and Company starts a road tour January 15 at Liberty, N. Y., and will play coast-to-coast thru May 6 at Bar Harbor, Me.

European Promoter Blocks Austrian Icer in Denmark

SINCE 1953 RICHARD STANGERUP has been handling the Scandinavian tours of "Holiday on Ice," with the stand in Copenhagen taking up most of February. As he also promotes other concerts and shows, he maintains contact with the limited number of halls large enough for such events. Stangerup is bringing "Holiday on Ice" to the Forum for its February, 1961, season. When he became aware that an Austrian ice show intended to occupy the big KB Hall, for a two-week run, starting December 26, he simply leased the hall, with privilege of sub-letting it. The Austrian show was unable to find another suitable hall in Copenhagen, but leased a big hall in the textile center of Herning. Stangerup also presents "Holiday" in Odense, Aarhus and Aalborg, three large towns in Denmark. The Austrians won't be able to play those towns, as the managers of the big halls agree not to lease their halls to any other ice show until after "Holiday on Ice" has played there. The Austrian icer, "Dreamland," claims a cast of 60, a 20-piece band and a big staff of technicians.

San Angelo Names Clewis

SAN ANGELO, TEX., has named Walter C. (Buddy) Clewis to be manager of the San Angelo Coliseum. Clewis formerly was manager of the Dinner Keys Auditorium at Miami for 11 years. His building was one of the hosts to the IAAM convention of 1952, and in 1955 he was named IAAM manager of the year. Clewis succeeds Tom Claskey. First manager of the relatively new building was Jerry Burns, who resigned in November, 1959. City development manager Russell Willis also served as acting manager at the Coliseum.

'Lady' Sees Toronto Record

"MY FAIR LADY" expects to set a house record at O'Keefe Theater in Toronto and hold it a long time for shows with the same scale. "Lady" used an additional row of seats which had not been used for "Camelot." The tickets had been printed but were not offered at the "Camelot" run that opened the new building. "Lady" looks to do \$300,000 in three weeks.

B. C. Officials To Open Ice Show

VANCOUVER, B. C. — Maj. Gen. G. R. Pearkes, V.C., will perform the official opening ceremonies of the 20th Edition of "Ice Capades" in Vancouver December

1. He is British Columbia's lieutenant governor. Other distinguished guests will include cabinet ministers, members of Parliament, members of the Consular corps, the Vancouver City Council, and leading Lower Mainland publishers. "Ice Capades" is sponsored by Rotary Club of Vancouver.

Concessioner Views Stadium At Minneapolis

MINNEAPOLIS—Expansion of the concession operation at the Metropolitan Stadium in suburban Bloomington was predicted by James Robertson, concessions manager of the Twin Cities American League baseball club, a position he filled for many years in Washington. The Twin Cities recently was given a major league franchise with the announcement that the Washington Senators will move here.

Robertson feels that the stadium here does not have ample concession stands.

"We like the stadium fine," he commented. "It looks very nice. But these stands are a little small for our operation and there are not enough to take care of a big league crowd. I've been working on enlargement plans, looking at the equipment, etc. Actually, I don't think it will be much of a problem."

"We found in Washington that one of our most popular things was barbecued meat and we'll put that in here," he added.

There also will be ham and cheese sandwiches. Hot chocolate will be added to the soft drinks, coffee and beer.

Expositions Will Combine

DALLAS — Plans were announced for a combined showing April 22-30 of the second annual Home Furnishings Exposition and the Dallas Garden Center Flower Show, an event expected to attract 150,000 visitors.

It will use two major buildings at Fair Park with over 100,000 square feet of exhibit space.

Sponsors are the Retail Furniture Dealers Association, Dallas Garden Center, and The Dallas Times Herald.

Texans Build Unique Arena

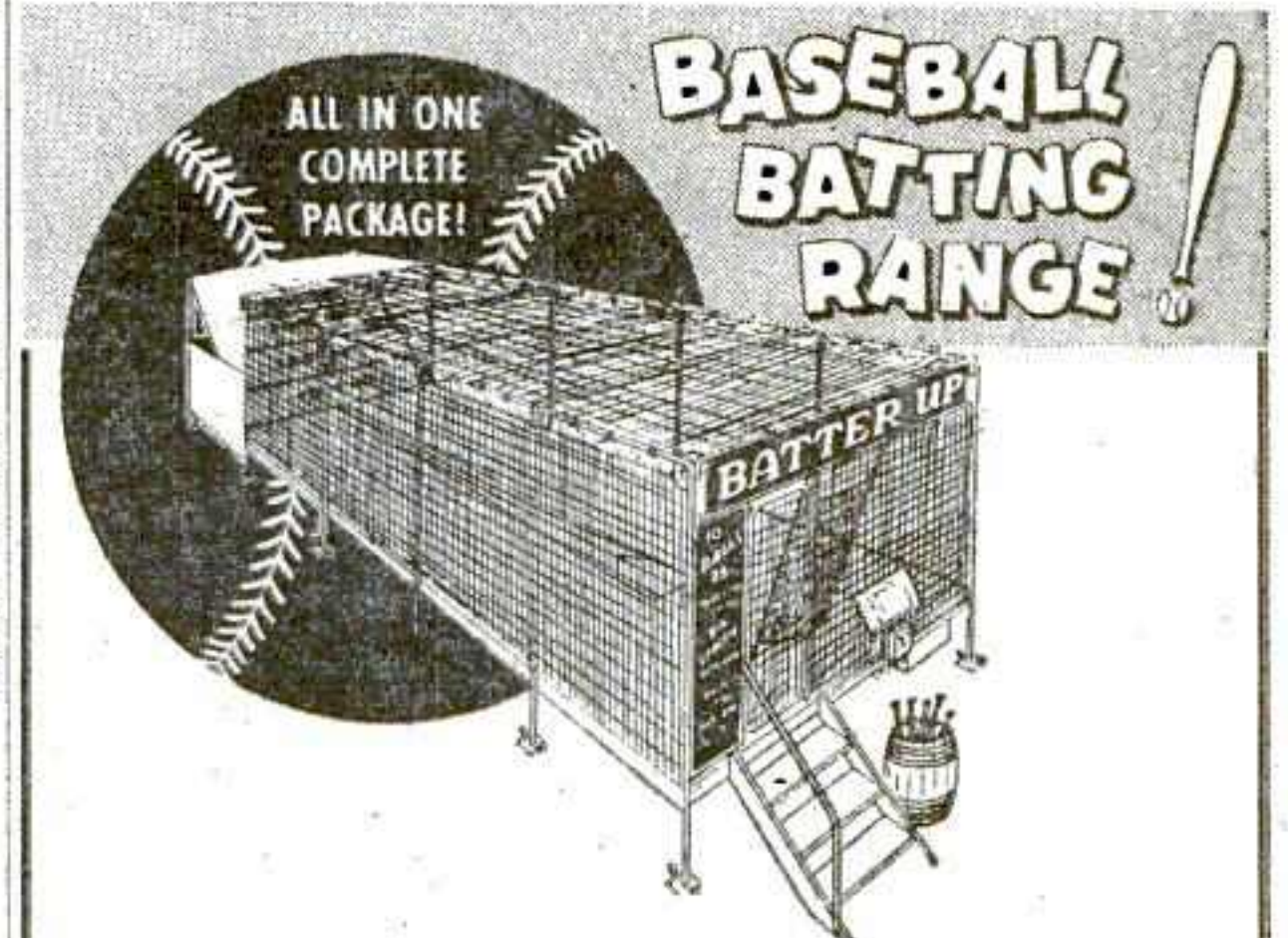
KINGSVILLE, Tex. — The pagoda-like Charles H. Flato Memorial Building at Dick Kleberg Park in Kingsville was designed by architect Alan Taniguchi of Harlingen and is something a little out of the ordinary.

The open-air building is octagonal, and will be suitable for theater in the round presentations, dances and exhibits as well as farm shows. It has 900 concrete seats, which cover the slope leading down to the

SELLS ICER TO ALASKA

BEVERLY HILLS, Calif. — There was a man who sold ice boxes to the Eskimos. Now George B. Hunt Agency has sold an ice show to Alaska. The agency's "Hollywood on Ice" will play Anchorage December 26-January 2 under Shrine auspices.

arena. According to Gene Corbin, director of parks and recreation for Kingsville, another 700 people can be accommodated on temporary bleachers at the open end of the building, leading to the stock pens.



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Beatty-Cole Caps Biggest Business

Claims 25% Increase Over '59; Huge Sarasota Crowd Fills Top

ST. PETERSBURG, Fla.—Clyde Beatty & Cole Bros. Circus closed its best season here Sunday (13) and moved to quarters at De Land. The show also maintains an office at Sarasota.

The Beatty-Cole show reported a huge 25 per cent increase in business on the season. This hike over last year gave the circus the best business of its history.

Final days were typical of most of the long tour. Fort Pierce, Fla. (9), was very good, as was Melbourne (10). At Sarasota (11) the circus made a 236-mile jump but George Werner still had the big top poles in the air by 8 p.m. Then came a big day's business, which was said to be within \$5,000 of the best day Ringling-Barnum ever had

in its old home town. With many visitors on hand along with regular customers, the show had a straw house in the afternoon and a night turnaway. Visitors included Art Concello, Pat Valdo, George Smith, and many other circus notables.

At Tampa (12) the Beatty-Cole show had two full houses. Many more visitors were present, and these included Carl Sedlmayr and C. J. Sedlmayr, as well as many other members of the Tampa showmen's club.

For the final stand at St. Petersburg, there was an afternoon capacity house and a light turnout at night.

Orlando Shrine Sets Records; Storey Gets '61

ORLANDO, Fla.—The Shrine Circus here played to four capacity houses despite rain on both days. This reportedly set a new record for the date. Show this year was produced by Wilson Storey.

On Tuesday (1) the audience overflowed onto the field, altho a new section of grandstand seats had been added since last year.

Storey was awarded a contract to produce the show again November 13-14, 1961.

Visitors included Walter Kernan, E. K. Fernandez, Lucio and Paul Cristiani, James Harrington, and Bill Kay.

Bob Couls Buys Control Of Famous Cole Circus

HUGO, Okla.—Controlling interest in the Famous Cole Circus has been purchased from Herb Walters by Bob Couls. Walters will be with the show and retains a share in it but will restrict his own activities.

Couls this year was agent for the Cole circus. It enjoyed a highly successful year, playing mostly sponsored stands in the Middle West.

Couls announced that Gene Christian is to be agent for the Cole show. Christian has been agent for the Beers-Barnes circus for about 12 seasons.

Other personnel already con-

tracted for next season are Jack Gagne, car manager; Ross McKay, concessions; Ted LeVelda, Side Show; Red Folker, superintendent; Charles Rex, transportation, and Doris Smith, cookhouse. Most posts are going to persons already with the Cole show or who have been with it in recent years.

Acts that are signed include Floyd Bradbury, organ; Bob Green, calliope; the Burdetts, Charles and Shirley Rex, Hines Rucker, Patti Couls, Marlene Bradbury, and the LaVelda Trio.

Paris Seeing Russ Circus

PARIS—Circus Moscow opened a run at the Palais des Sports October 28. Ingrid Bergman and Yul Brynner were first-nighters, as were a number of clowns, including the Craddocks (Fratellinis) and Zavatta, who came to watch Oleg Popov, the Russian clown, who tops the bill. Show started with the performers presenting flowers to the audience, and ended with a flock of doves swirling around under the dome of the hall.

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CIRCUS TROUPE

By TOM PARKINSON

THE NEW WALLACE Bros. Circus is expected to open quarters at Macon, Ga., shortly, but in a location new to circuses, not in Central City Park. Pete Cristiani is expected in Macon soon. Ed Hiler and Jack Burke are contracting for the new show. . . . Carson & Barnes Circus is expected to play Canada again next season. . . . Jimmy Woods headed a California group that came to the Cristiani quarters in Sanford, Fla., and rented use of the big top and other equipment for a movie filming session.

Paul Forrester, agent for the Tommy Scott Show, is hospitalized after sustaining injuries in a head-on auto accident. He is at South Baldwin Hospital, Foley, Ala. . . . Move of Gene Christian from Beers-Barnes to Famous Cole will come as a surprise to many observers. Christian has been sought by many shows in recent years but always stayed with Beers-Barnes. . . . King Bros. Circus has completed a winning tour of fresh towns in South Carolina and headed into Georgia. . . . Bob Reynolds, who has been ill, visited the Beatty show in Sarasota. He is assistant manager of that circus.

Owners, agents and others from most of the established circuses are expected to be represented at the outdoor conventions in Chicago November 26-30. . . . Frank Braden is back in New York after a winning season with the Beatty-Cole show. . . . Lucio Cristiani has been in Atlanta on personal business. . . . Joe Sullivan, who had banners on Carson & Barnes and was to be with Sells & Gray Circus, is ill and will undergo throat surgery at a hospital in Sarasota. . . . Floyd King, Beatty-Cole agent, will be with his family in Macon for Thanksgiving.

★ ★ ★

Earl Armstrong, of the Roscoe Armstrong bucking Ford act, and Betty Pyle, non-pro, were married October 15 and are residing at Marion, Ind. The Roscoe Armstrongs reside at Montezuma, Ind., where they were visited recently by the Roscoe Ronk family. . . . John L. Sullivan, of Manhattan, Kan., recently caught the Clyde Bros. Circus at Salina, and visited with Howard Suesz, Tex Burwell and others. . . . Bob Orth, Pomona, Calif., visited recently with Mrs. Leta Griggs and Clayton Behee. . . . Al Dobritch had Les Bully Trio on the Ed Sullivan TV show Sunday (14).

John M. Kelley was in Chicago last week to arrange transportation for his forthcoming visits in the East and annual sojourn to Central America. . . . Bev Kelley, ahead of the Bert Lehr company of "Midsummer Night's Dream," was in Minneapolis and Chicago last week. . . . Stanley Paul, promoter, recently with Cristiani, is in Chicago.

Fort Worth Shrine Circus this year includes a contract provision that acts must appear in the street parade. The march was Saturday (19). . . . Carlos and Enricaquetta Ricci, after winding up the Gil Gray season, are in Dallas, where his juggling act has been held over at the Barney Weinstein Theater Lounge. He has been with Packs, Cole, Dailey, Biller and Rogers circuses.

Bob and Mae Noell and their gorillas were featured in an article in the Charleston (S. C.) newspaper recently. They stopped off in South Carolina before moving on to their Florida base. They pointed out their pair are the only touring gorillas in this country, and Mae quoted some gorilla "words" and signals.

Joe McKennon, of Fletcher, N. C., writes from Europe about catching the Oktoberfest and Circus Krone in Germany, Rebernigg circus in Vienna. Schumann in Denmark, Willie Hagenbeck in Germany, Medrano and D'Hiver in Paris, and Smart, Mills and Chipfield in England, Moscow circus in Paris, and others. He said Billy Smart had the best show. Medrano flies the steel arena from the top of the building, thus eliminating the tear-down delay. Paris edition of The New York Herald-Tribune said the Moscow circus is "fine, entertaining, surprising," but that "in neither size nor design does the Moscow circus seek to rival the Ringling Bros. or (Bertram) Mills."

Emmett Kelly was the topic of a page feature in the roto section of The Fort Wayne (Ind.) News Sentinel recently. . . . Joseph (Frenchy)

Brais, former novelty man on Downie, Barnett, Russell, Rogers and King, would like to hear from old friends. He is at the U. S. Veterans Hospital at Davis Park, Providence. . . . G. M. Phillips caught the helicopter free act at the Long Island Fair's circus recently. . . . Spencer Stine, Washington, caught Polack at Baltimore.

Mike VanSweringen, Chicagoan who promoted an excursion to the Circus World Museum this summer, now is running another one to the Milwaukee Folk Fair. He has changed the name of his group to the Circus Club of North America. . . . Bill Myers writes that Roy M. (Blackie) Baker is at the Toronto Tuberculosis Sanitarium, at Weston, Ont., and would like to hear from circus friends. He has multiple sclerosis as well as TB.

The Johnny Weide bear act has signed with Circus Hall of Fame for winter weeks. Also there will be Michael Coco's Clowns and Paul and Anna Fritz with their chimps, reports Manager Bill Naramore. . . . Line-up for the recent Hughes Aircraft circus in California included Al Lyons' band, Norman Carroll, Ted DeWayne Troupe, Capt. Frank Hughes, McLennon's Chimps, Tommy Bentley, Bill Dedrick, Kalonas Trio, Rudy Bros. Elephants, Don Johnson Troupe, Monahans, Lacy Troupe and the Flying Viennas with David Nelson.

Pat Kelly, son of Emmett, has been booked for 20 weeks with the Hamid-Morton Circus. . . . JoJo Lewis, retired clown cop, remains at the Logansport (Ind.) State Hospital and enjoys mail. . . . Visitors on the Polack show at Baltimore included the Rudynoff family, Vin Carey, Bill Galloway, Beryl Ann and El Keys, Mike Larson, Frank Greene, Chuck Sateja, Katherine Gardner, George Whitfield, Claire and Tony Conway, Paul Kaye, Al Dobritch and Janet and Frank Burger.

George C. Taylor, circus carpenter and wagon builder, is back in Chicago after a trip to New York, where he took a look at Freedomland. His plans for the coming weeks are uncertain.

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Special Sensing Serves Traveling Animal Buyers

FORT WORTH—One of the most unusual wild animal buying-selling treks ever made is scheduled to start December 3 when Dale Logston enplanes for a six-week visit with trappers and traders around the world.

Logston, 29, dealer in animals professionally for five years, won't exactly "feel" his way around the animal compounds of the world. Because he "sees" with all his senses except his eyes. He has been fascinated by wild animals since visiting the Forest Park Zoo, St. Louis, frequently during the years he attended the Missouri School for the Blind there.

He plans to make the trip alone and will take quite a shopping list from his customers, which are zoos, menageries and private collectors. He also will carry a list of items for sale.

As head of Animals International, Fort Worth, Logston and his staff of four have been collecting their shopping list for some time for him to personally inspect and buy on the spot at places around the world where they are available.

Heavy animals will be shipped back via water, but most will be flown to Fort Worth from their points of purchase.

Marco Polo's foray thru the Orient and the Hagenbeck set-up in Germany for world buyers of wild animals were never more romantic than Logston's undertaking. He speaks only English. He is at the mercy of others for changing American and foreign currencies.

Logston is confident that people will treat him fairly in all matters

except wild animals, and he has his own tests for examining them without human sight. His sensitive ear can detect off-measure breathing in an ill snake before a veterinarian sees anything wrong. He knows how every type of healthy wild animal should "look" to his sensitive fingers, and if those fingers are not properly stimulated he usually can diagnose the animal's imperfections, even to sensing worms in a restrained big cat's stomach when the vet hasn't located a sign of them. The tempo of an elephant's roll from side to side has a meaning to him. He has confidence in his knowledge, and so have his customers, for most orders he carries with him are from satisfied customers.

He goes first to Tokyo. From Japan he flies to Singapore and Kuala Lumpur, Malaya; Palembang, Sumatra; Bangkok, Thailand; Rangoon, Burma; Calcutta and Bombay, India; Colombo, Ceylon, and on to Africa.

Contacts in Africa where Logston intends to "shop" for animals are at Kenya, Nairobi; Mombasa, Kenya; Zanzibar, Tanganyika; Walvis Bay, West Africa; Accra Ghana; The Cameroons, and Kano, Nigeria. From Africa, this young animal dealer will fly to Amsterdam, The Netherlands. He also has appointments in Frankfurt, Germany, before flying back to Fort Worth via New York.

Buying will occupy Logston at nearly every stop on his travels. Sales will also get his attention in both Japan and Europe, where zoos are in the market for some of his wares native to the Americas.

Honolulu Inks Cristianis, Beatty Cats

HOLLYWOOD—Clyde Beatty and the Cristianis have been signed for the E. K. Fernandez Circus to open February 15 in Honolulu, Fernandez said here. He left Monday (14) for his home in the Hawaiian Islands but will return for the conventions in Chicago.

Other acts for the show which will run three weeks in Honolulu, with plans now being made for an additional week in Hilo, include the Great Arturo, Captain Munoz and His Cannon, John Niccolini and his chimps, Gaona and Company, and Joe Frisco and his baby elephant. Other acts, he said, are to be signed when he returns for the Chicago conventions.

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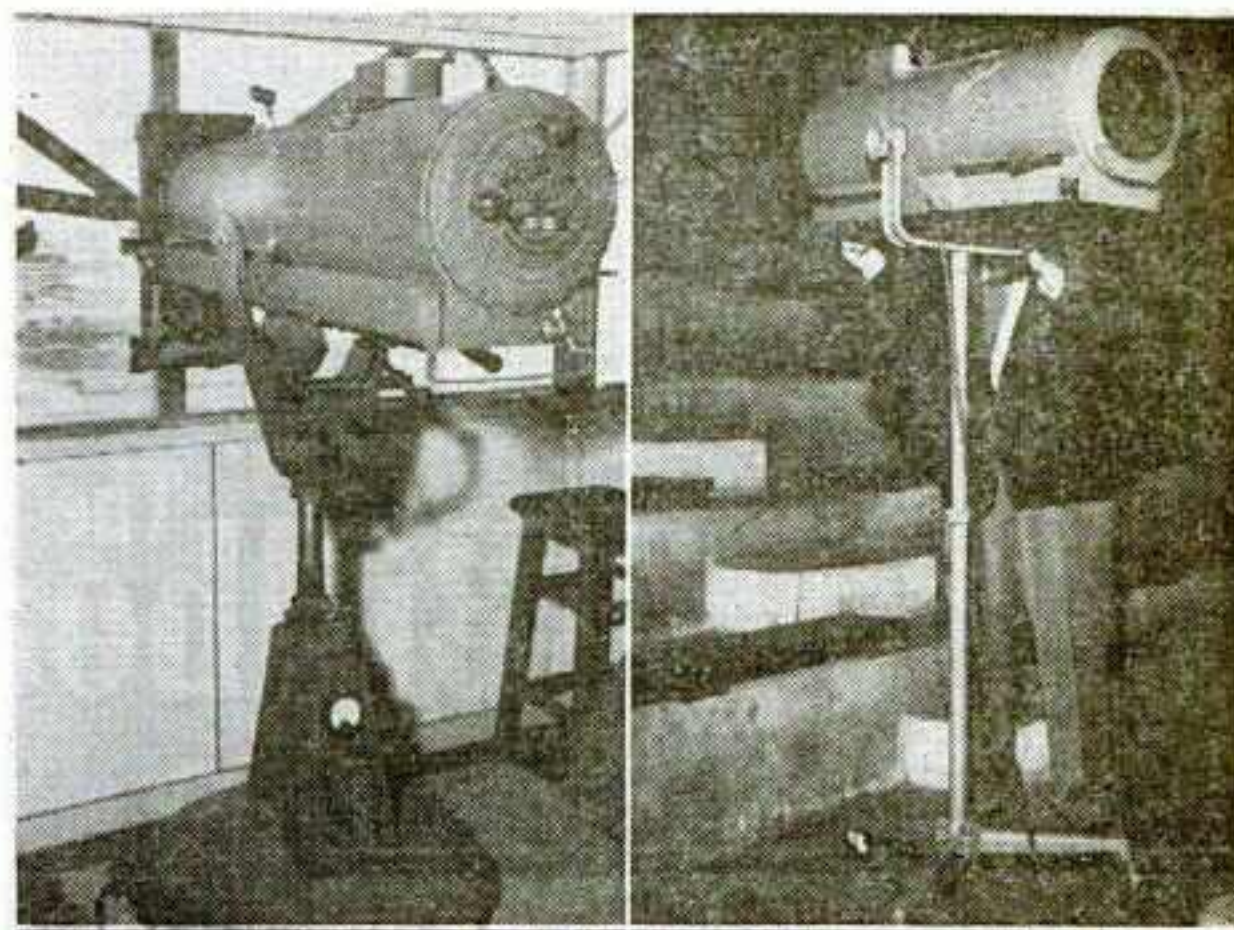
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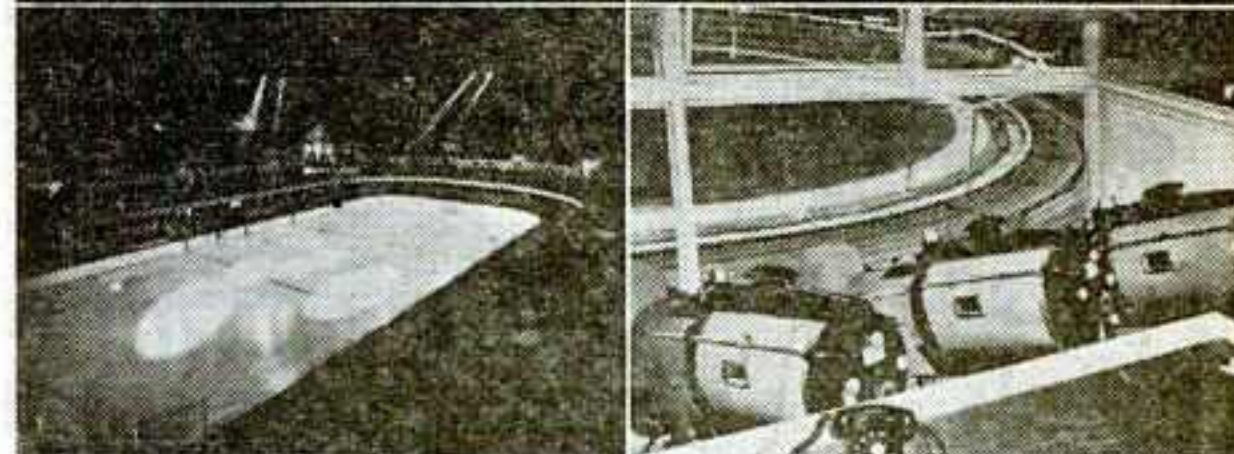
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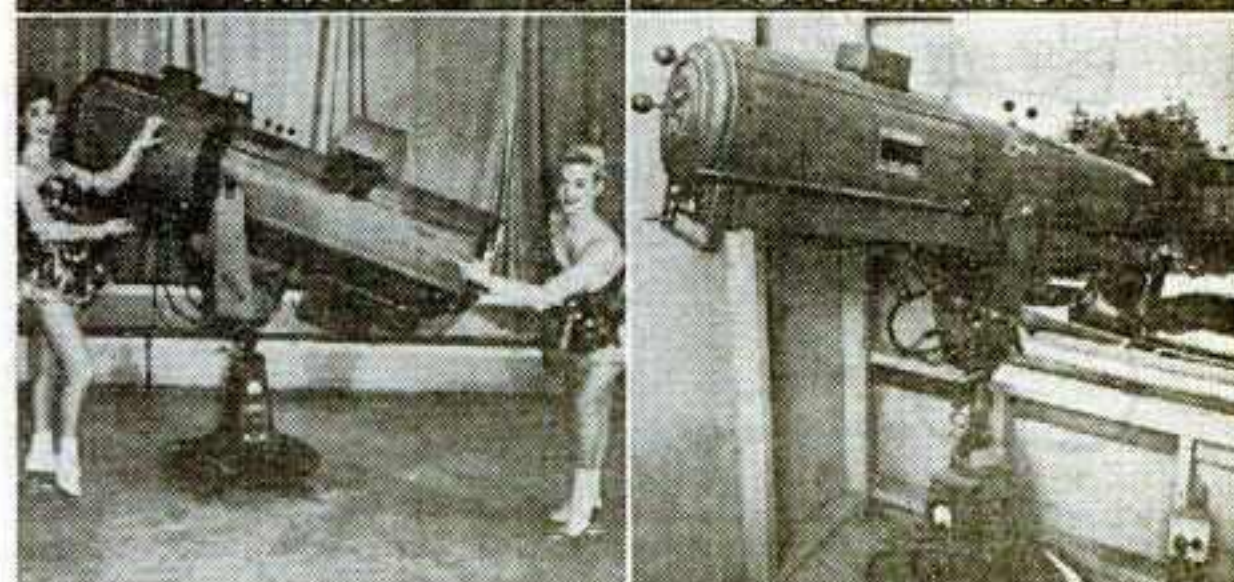
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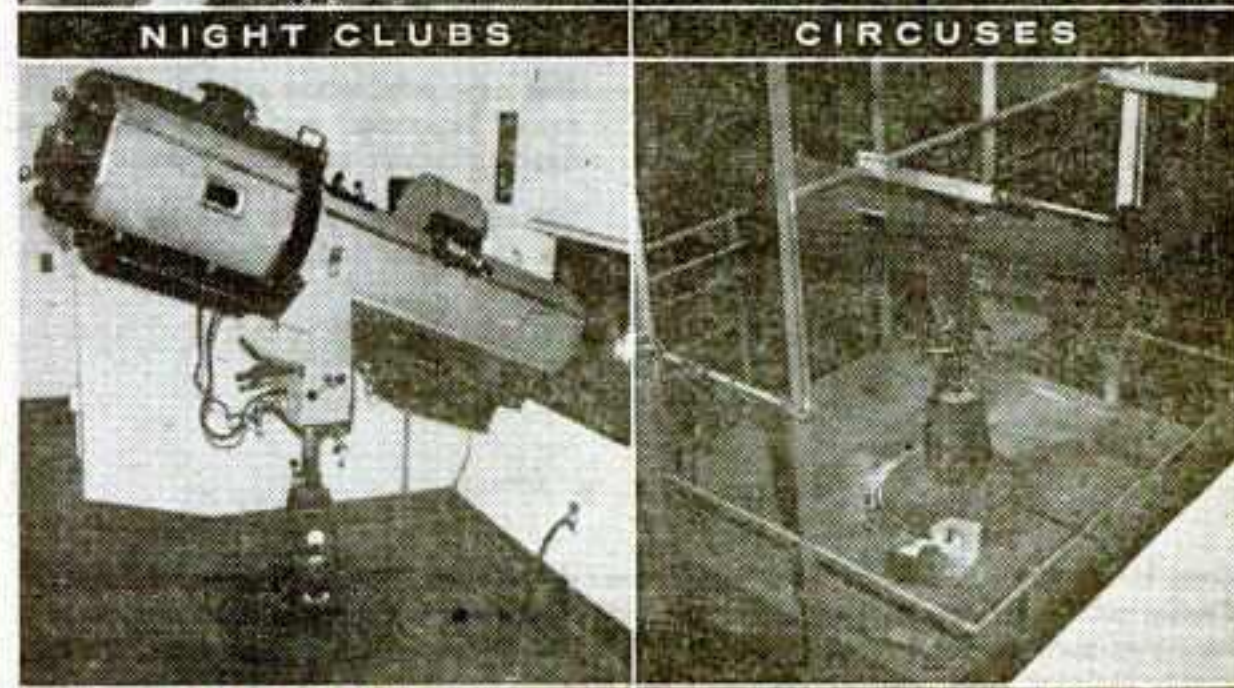
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ARCS THAT ARE 15 TIMES BRIGHTER!
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- ★ EXCLUSIVE LENS SYSTEM ELIMINATES LIGHT LOSS.
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- ★ PLUG INTO ANY 110-VOLT A.C. OUTLET.

Write for brochure and dealer's name, giving length of throw.

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64 CITY PARK AVENUE • TOLEDO 1, OHIO

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

A VERY SPECIAL ANNOUNCEMENT TO ALL BILLBOARD READERS

A COMPATIBLE SPLIT IN THE INTEREST OF READERS

Dear Reader:

We thought about this a long time . . . splitting Billboard down the middle, or thereabouts, to give you, our reader, more . . . and better . . . and faster editorial service.

We knew two publications would add up to more than the whole. By adding Funspot coverage on the new weekly basis, we are sure of an audience-pleasing combination. You get more news, more features, less of what you are not interested in, better quality in every way.

Why didn't we do it sooner? Well, it takes more than a new masthead to make a new publication. Actually three years of research and planning have gone into this split. You'll receive your first copy of one or the other of the new Billboard publications—the one that is edited for you—on January 9. Both editions will be available on the newsstands. We know you'll like it.

Both Editions Will Be EXCLUSIVE Yet ALL-INCLUSIVE



You'll find everything you'll want to know about music and coin operations, current news . . . informative features . . . complete charts and reviews . . . in the new Billboard Music Week.

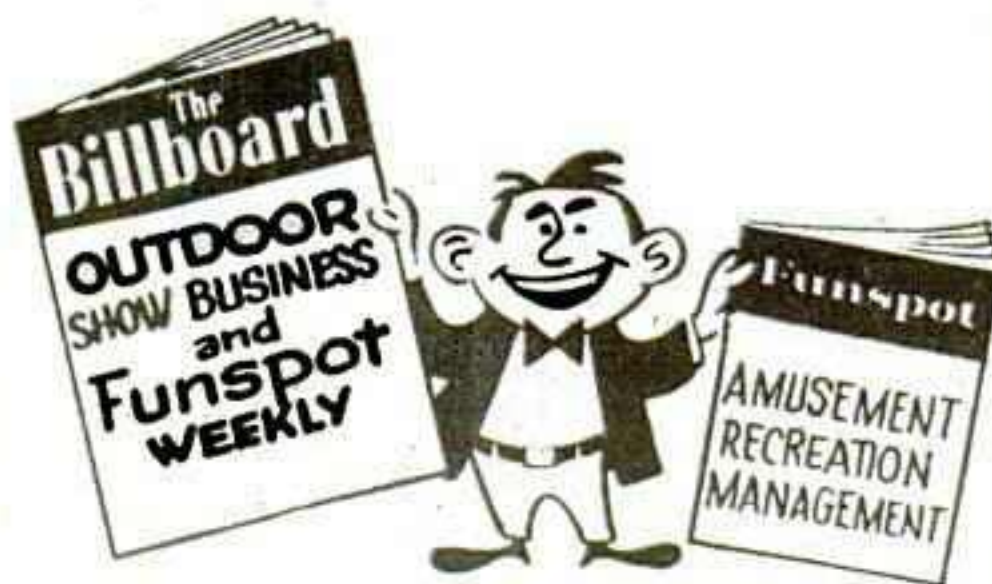
This new publication retains every music and coin feature from The Billboard, plus more: Expanded and more specific editorial coverage, tailored to the particular needs of music and coin industries.

Billboard Music Week will be the most valuable business tool you ever laid eyes on . . . watch for the first issue, dated January 9, 1961.

More, more, more . . . that's what The Billboard Outdoor Show Business and Funspot Weekly will give you each week. This exciting new publication will bring you all the news and features you've followed in The Billboard . . . plus new, timely, weekly Funspot coverage.

Two publications are being combined to provide the only complete and weekly news and feature magazine in the industry. New 8 1/2" by 11" format will make your reading faster, easier, too.

One quick look at The Billboard Outdoor Show Business and Funspot Weekly will tell the story. Watch for it January 9.



YOU'LL GET THE NEW EDITION YOU WANT

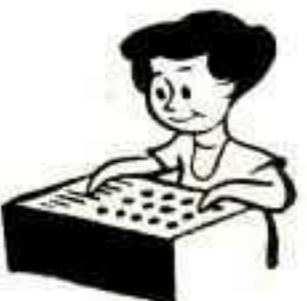
What's your primary interest . . . music . . . coin . . . outdoor . . . showbiz . . . amusements? When January 9 rolls around, the mail-

man will bring The Billboard publication that covers your interest.

Your present subscription to The Billboard or Funspot will be fulfilled with one of the new publications . . . the one that suits you best. Look at it, you'll be getting even more for your money . . . more of the kind of information you want.

HOW YOUR EDITION IS ELECTRONICALLY SELECTED BY PUNCH-CARD METHOD

Right now The Billboard lists containing not only names and addresses but companies and types of business . . . are being sorted electronically to make up new lists for the new publications. If our electronic brain should misjudge you by chance, let us know and we'll make the switch quick.



Better for You in 4 Important Ways . . .

- 1** LATER NEWS and MORE OF IT!
- 2** FASTER REVIEWS and CHARTS
- 3** NEW PROFIT-MAKING EDITORIAL SERVICES
- 4** BETTER PRINTING on BETTER PAPER

Watch for *YOUR* New Billboard . . .

COMING JANUARY 9



FULL PRORATED REFUND IF NOT SATISFIED

It may not happen . . . even once . . . but if you should take issue with The Billboard improvements, our check for the unused portion of your subscription will clear the air.



Introducing the
ALL NEW
Aluminum RIVETED
Travel Trailer

- 1--Newly Designed Concept in Travel Trailers
- 5--Lengths to choose from: 18, 21, 24, 26 and 28 ft.
- 10--Completely Different Interior Plan Styles

LIFE-TIME GUARANTEE
Dealer Inquiries Invited.
For That Showmanship Flare—Buy an Avalair.
Write for FREE Brochure and Price List.

AVALAIR Corporation, P. O. Box 217B
Baroda, Michigan

Jack Tar of Durham Site Of N. C. Meet

WINSTON-SALEM, N. C. — Plans for the annual State fair meeting were developed recently at a meeting in the Robert E. Lee Hotel. Attending were directors of the North Carolina Association of Agricultural Fairs, summoned by President Neil Bolton.

The convention will be held Thursday and Friday, January 12-13, in the Jack Tar Hotel of Durham. This had always been known as the Washington Duke, showmen and fair officials are reminded, until a change of title in July of this year.

It was decided that subjects scheduled for discussion would include fireworks, tickets and passes, liability, decorations, public address systems, and advertising.

Committees appointed by Bolton are as follows: Nominating, Dr. J. S. Dorton, Oland Peele and Woodie Osborne; banquet, Dave Clay, Clyde Propst, Howard Holly, J. S. Dorton Jr., Mrs. Clyde Smyre, Mrs. Clyde Kendall and Mrs. Curtis A. Leonard; auditing; Zack Long, Norman Y. Chambliss and William Gentry.

10,000 ANIMALS

Chicago Stock Expo Eyes 400,000 Gate

CHICAGO—Credited as the largest of the nation's agricultural shows, the International Livestock Exposition will mark its 61st anniversary here November 25-December 3. Officials predict an attendance of more than 400,000 with all 50 States, Canada and a number of foreign countries included.

The show will be held, as usual, in the 13-acre International Amphitheater and a wide area of the Chicago stockyards, and total listings of 10,000 animals are expected.

Livestock breeders from far and near, boys and girls from farm and ranch, and leading horsemen will combine to send their top specimens to the competitions that annually determine the crowning championships of the year among 38 different breeds of farm animals.

All breeds of dairy cattle, as well as beef cattle, again will be seen in competition this year, following the show's merger last year

with the International Dairy Show. New ideas for farm practices will be depicted in an enlarged equipment show. Included will be the latest in farm tractors, including the largest ever built—it weighs 13 tons. Automatic feeding equipment and stock-handling systems will also be displayed.

The George Holmes Rodeo will be an added feature of the International Horse Show this year. Six events will be staged at each of the 14 horse show-rodeo performances, November 25-December 3. Included will be saddle bronk, steer wrestling, bareback bronk riding, calf roping, girl's barrel racing and Brahma bull riding.

Kerr County Auditorium Is Completed

KERRVILLE, Tex. — Dedication services for Kerrville's \$250,000 Municipal Auditorium was held here Sunday (20). Howard Butt Jr., of Corpus Christi, was the speaker and Mayor Manley Cooper Jr., was master of ceremonies. The auditorium was dedicated to the war dead of Kerr County, and in memory of Walter Jarmon, who left the property for the building.

Eye Appeal . . . Lasting Protection HARDCOTE FINISHES For Carnivals and Parks

Through the years many of you met the late H. Vernon Smith, Vice-President of our Company, who passed away last spring. In Vern's absence and memory, we respectfully request that you contact us direct for any service we might render.

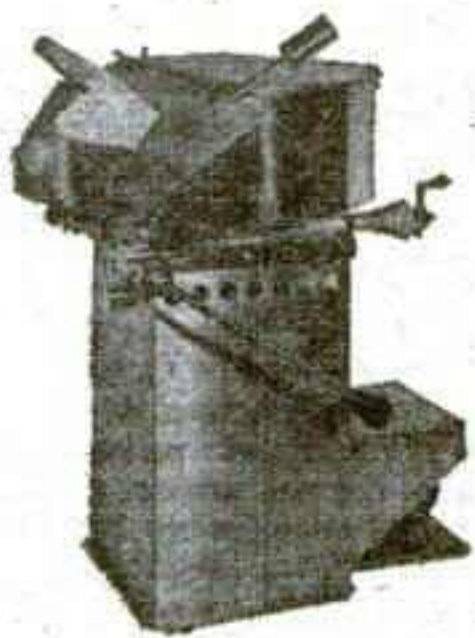
McDOUGALL-BUTLER CO., INC.
Buffalo 14, New York

when answering ads . . .
Say You Saw It in The Billboard

4 WAYS TO MAKE BP* with Cretars equipment

1 \$75⁰⁰ per Hour Earning Capacity with Cretars
GIANT 32-oz. POPPING UNITS
ELECTRIC OR GAS

The 32-ounce capacity giant popping units are capable of making profits for you that you never thought possible. Featuring extra heavy-gauge all-steel popping pan bottom . . . lighter gauge walls to concentrate heat under the corn . . . Counter-weighted lid lifts automatically from pressure of popping corn . . . Stainless steel base.



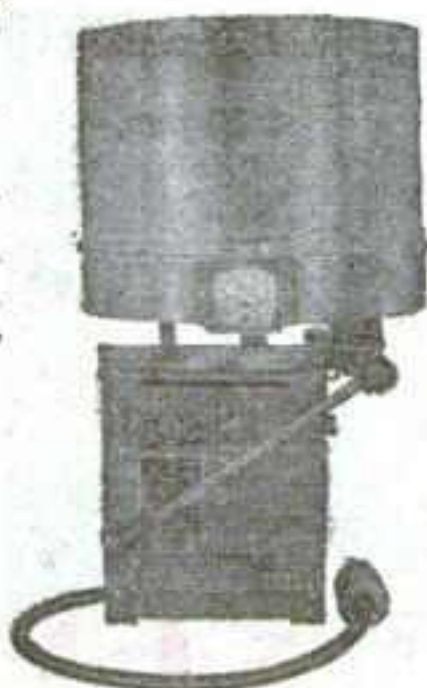
2 Cretars NEW
Perfection Candy Floss Machine

The pre-heat switch on the Cretars New Perfection Candy floss machine enables the operator to pre-heat sugar before turning on the motor . . . thus preventing sugar loss. Brushes and collector rings are totally enclosed . . . preventing sugar and other foreign matter from crystalizing and forming on these electrical parts. The head is spring mounted for perfect balance. Heavy duty motor has life-time sealed bearings. 8" x 26" bowl. Light weight . . . fast . . . made of rust-proof aluminum.



3 Cretars Automatic
Caramelcorn Mixer

Cooks the Cretars special Caramelcorn mix in about six minutes and mixes it with popped corn in just 3 more minutes . . . giving you a total of about six batches or 25 pounds of Caramelcorn per hour . . . making possible a gross profit up to 70%. Base . . . 10" square . . . Height 27" . . . Kettle diameter 16" . . . In dumped position, the unit is about 30" wide. Six foot Stainless Steel Counter available.



4 NEW!
Caramel-corn Mix

In polyethylene bags containing 2 lb. 14 oz. . . . featuring 4 oz. of 93-score pure creamery butter. Shelf life of over one year . . . not subject to rancidity . . . no refrigeration required. 12 bags to a case.



Cretars SINCE 1885
POPCORN BLDG. NASHVILLE 9, TENN.
FACTORY: CHICAGO, ILL.
Phone: LD 49 Cable: Cretars

***BIG PROFIT**

Tent Theaters Buy New Tops

CHICAGO — Orders for two tents that will house Eastern music theaters for the 1961 season have been received by O Henry Tent & Awning Company here.

The tops, both 120 by 160 in size and made of green and tangerine flame-resistant material, will go to the Westbury (L. I.) Music Fair and the Valley Forge (Pa.) Music Fair.

WILD MOUSE

SCHIFF, 50 x 97, \$15,000.
HERBERT H. YOUTIE
Morton, Penna.
See me at the convention.

CONCESSION TRAILERS OF ALL TYPES STATE YOUR NEEDS

CALUMET COACH CO.
11575 S. Wabash Chicago 28, Ill.
Phone: WATERfall 8-2212
Catalogs available on request



AMERICA'S FOREMOST SHOW PRINTER

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Printed or Silk Screened for CIRCUS, FAIR, CARNIVAL, PARK, RODEO, AUTO RACES, CELEBRATIONS, AUTO BUMPER. From our offset printing department: Contracts, Passes, Book Tickets, Envelopes, Letterheads, etc. Immediate service. Try . . . Try Triangle for Every Kind of Poster! Write for a 1961 Date Book.

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7418 SUSQUEHANNA ST. PHONE FR 1-0774 PITTSBURGH 8, PA.

RETRACTABLE WHEEL CONCESSION TRAILERS

"A Building on the Midway—A Trailer on the Highway."
Taking Orders Now for Spring Delivery. Orders filled in rotation.

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P. O. Box 134 Marine, Ill.
Phone: TULip 7-4317



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Fun House and Dark Ride Stunts, Miniature Golf Hazards, Mother Goose Figures, Walk Thrus, Outdoor Spectaculars.

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PARATROOPER

Profits Prove PERFORMANCE

AFTER ALL — it's the PROFITS that count — PARATROOPER has been consistently at the top wherever operated.

Royal Back In U. S.; Ahead At Superior

SUPERIOR, Wis. — B-Sites after a highly success over the Western Canada Fair Circuit, Royal Shows were given bigger than last year in the days of the seven-day Fair, which opened here (15).
Rule and show grosses for four days were 12 per cent higher than for the corresponding last year. Weather, except the day (18), when there were no showers, was good.
Club Lido paced the show-grosses, with Leon Claston's Lido in Havana, second; Blazing Six Guns, third, and Dick Best Side Show, fourth.
The move was the no. 1 grosser in the ride division, with the Paratrooper, in second position, impressing with its grosses.
The rail move and entrance to the Canadian border was made in extremely fast time. The first section arrived here.

SEPTEMBER 5, 1960

St. Paul Rains Cut Royal American Ride, Show Takes

Weekend Weather Cuts Grosses; Lido Tops Back-End; Mouse Leads

ST. PAUL — Despite virtual degree mark on Wednesday and Thursday, the Royal American Shows was holding its own here last week.
Altho the opening weekend was virtually lost to the weather, the rides and shows on the big midweek were only down 6 per cent from last year when an all-time fun zone record was set. The 6 per cent figure was thru Thursday night (18).
Along the big ride area the Wild Mouse topped the devices followed in order by the Kiddieland. Among the shows the Club Lido topped the list, followed by Dick Best's Side Show, Leon Claston's Havana in Havana and the Blazing Six Guns. Baby Dumping joined Club Lido here for the rest of the tour.

Burr Season Okay Sign Quincy

FRYEBURG, Me. — Playtime! Shows was eyeing the season's end as it opened at the fair here Monday (19). Business at fairs has been slightly behind last year for the same period, due to weather difficulties. General Manager E. Burr reported. Still dates were surprisingly good, however.
The midway has been substantially enlarged and has yielded a greater grossing capacity than before. New units added this year were the Paratrooper, Helicopter, Stacy Johnson's Roller Coaster, and Funhouse. The Paratrooper, Burr noted, proved the top money raker on his route.
It was announced that the still date at Quincy, Mass. over the Decoration Day has been signed again for the mid-20 year.

Paratrooper at Tampa Florida 1960

Tuesday	\$106.76
Wednesday	172.38
Thursday	51.68 (Rain)
Friday	878.90
Saturday	1477.64
Monday	1120.70
Tuesday	1220.70 (Gasparilla)
Wednesday	1371.22 (Kids Day)
Thursday	128.96
Friday	209.10
Saturday	347.14
Sunday	601.40
Total	\$7061.89

YOUR BEST RIDE INVESTMENT

We are really pleased with our new Paratrooper, it is a wonderful ride and is well built. I certainly will recommend it to anyone that wants a ride that will get the money.

FRANK HRUBETZ & CO. WEEKLY REPORT

Am. Corp. of American Shows

Owner: Oloren Shows

Name of show or park: City #1

MON.	TUE.	WED.	THUR.	FRI.	SAT.	SUN.
15	16	17	18	19	20	21
6250	8165	6985	525	2365	2365	2525
THUR-11	381-12	Sat-13	SUN-14			
205.10	1011.90	975.80	1307.			
Total Gross 981065						
Total Receipts 187419						

CITY: Springfield

Sincerely,
Bill Burr
K. R. Geren

Pleasure Beach Bankruptcy Hearing Set

BRIDGEPORT, Conn. — First creditors' meeting of the Pleasure Beach Operating Company, the private firm which for the past three years operated the city-owned amusement center and which is now bankrupt, has been scheduled for December 1 in Bridgeport Bankruptcy Court. Liabilities are listed at \$284,906.

Copenhagen to See Bolshoi; Expect Big Ticket Rush

COPENHAGEN—The big Falkoner Centret Theater and the century-old Wilhelm Hansen concert bureau announced Moscow's Bolshoi Ballet, with its stars and symphony orchestra, has been booked for six performances November 20-26.
Tickets, at prices ranging from \$2.70 to \$9—which is very high for this city—were to go on sale at 9 a.m. Monday (7). The theater management felt so certain that ticket buyers would start lining up at midnight that they announced that chairs would be lined up in the lobby so they could sit the night out and that coffee and hot sausages would be passed out at 6 a.m.

Rodeo Producer Starts Building Western Themer

MESQUITE, Tex.—Neal Gay, rodeo man, is tearing down one of the town's old landmarks, the auction barn on the rodeo grounds, to make way for a Western town. Gay's million-dollar Western town will include some 25 real shops and an amusement center spread Western style over 17 acres. The merchants will dress Western style. Adjacent to the center will be the Mesquite World Championship Rodeo.

Zoo Attendance

EDMONTON, Alta.—Attendance at the Storyland Valley Zoo this year was 232,200, compared with 244,010 in 1959, its first year of operation. The season was May 1 to the end of October. Last year it was July 1 to early October. Altho designed primarily for children, the zoo attracted 131,189 adults, compared with 127,434 in 1959. Children totaled 101,011, as against 112,976, and the rides drew 207,879 customers compared with 162,194 in 1959.

Permit Denied

DALLAS—The city council this week (7) rejected application of the Mason-Dickson Company for a permit to install a children's amusement park between Zang and the new R. L. Thornton Freeway.

NAAPPB Convention

Hotel Sherman, Chicago

- Saturday, November 26
- 12:00 noon—AREA luncheon and business meeting, Bismarck Hotel.
 - 2:30 p.m.—Board of Directors Meeting, Polo Room, 102.
 - 4-6 p.m.—AREA reception for clients and guests, Bismarck Hotel.
- Sunday, November 27
- 9:30 a.m.—Registration desk opens, mezzanine.
 - 10:00 a.m.—Trade show opens. Exhibitors' Day.
 - 11:00 a.m.—Young Executives' Brunch, Crystal Room.
 - 3:00 p.m.—Ladies' Tea, Skyline Club. Chairman, Mrs. Robert Ott; Co-chairman, Margaret Lehr.
 - 6:00 p.m.—Trade show closes.
 - 6:00 p.m.—Early-Bird Cocktail Party, honoring new members.
 - 10:00 p.m.—Skyline Club, 18 floor.
- Monday, November 28
- 8:45 a.m.—Kiddieland session, Chicago Room.
 - 9:00 a.m.—Beach & Pool Session, House on the Roof.
 - 9:30 a.m.—Registration desk opens.
 - 10:00 a.m.—Trade show opens.
 - 11:00 a.m.—Executive business session of NAAPPB.
 - 2:00 p.m.—NAAPPB afternoon session opens.
 - 6:00 p.m.—Trade show closes.
 - 6:00 p.m.—Beach and pool members, cocktail party and dinner.
 - 8:30 p.m.—Kiddieland evening session.
 - 8:30 p.m.—NAAPPB evening session.
 - 10:00 p.m.—Skyline Club.
- Tuesday, November 29
- 9:00 a.m.—Beach and pool session opens.
 - 9:30 a.m.—Registration desk opens.
 - 9:30 a.m.—Kiddieland session open.
 - 10:00 a.m.—Trade show opens.
 - 10:30 a.m.—NAAPPB board of directors meeting.
 - 12:15 p.m.—Kiddieland luncheon.
 - 2:00 p.m.—General session opens.
 - 6:00 p.m.—Trade show closes.
 - 6:00 p.m.—President's reception, Skyline club; board and committee members.
 - 7:30 p.m.—Annual banquet and ball, Grand ballroom.
- Wednesday, November 30
- 9:00 a.m.—Beach and Pool session opens.
 - 9:30 a.m.—Registration desk opens.
 - 10:00 a.m.—Trade show opens.
 - 12:00 noon—NAAPPB recognition and award luncheon.
 - 2:30 p.m.—Convention adjournment.
 - 5:00 p.m.—Trade show closes.
- General Sessions
- Monday, November 28
- 11:05 a.m.—Roll Call; Reading of minutes; Reports by Secretary John S. Bowman; Program Chairman, Laurence Canfield; Resolutions Committee Acting Chairman, Paul Huedepohl; Location & Exhibits Chairman, C. K. (Jack) Macdonald; Music Royalty Chairman, John L. Coleman; Program of Work Chairman, Ed Schott; Treasurer, A. L. Filograsso, and Finance Chairman, William B. Schmidt.
 - 11:30 a.m.—Nominating Committee, Chairman A. B. Gurtler Jr.
 - 11:40 a.m.—Unfinished Business; reports by Publicity and Public Relations Chairman, Carl O. Hughes; Insurance Chairman, Julian Norton; Government Relations Chairman, Harry J. Batt; Membership and Credentials' Chairman, Marvin Staton; Exhibit Awards Chairman, Dudley Humphrey; Banquet and Entertainment Chairman, Jack Singhiser; Shooting Gallery Chairman, Fred W. Pearce Jr., and Safety Chairman, Marvin Staton.
 - 12:00 noon—New Business; Recess.
 - 2:00 p.m.—Call to order and opening announcements.
 - 2:10 p.m.—President's Address, "Success in the Sixties"—Robert L. Plarr, Dorney Park, Allentown, Pa. Safety Council.
 - 2:20 p.m.—"Your Choice—Voluntary Action or Government Regulations"—Raymond C. Ellis Jr., Director of Small Business & Associations Division of National Safety Council.
 - 2:35 p.m.—"Meeting Competition with the New Look": "Outstanding Park Improvements Thruout the Industry"—Harry J. Batt Jr., Pontchartrain Beach Park. "Dark Rides Are New Again (and Profitable!)"—William Campbell, Arrow Development Company. "More Patronage Thru Sound Effects"—Jim Hervey, Audio Electronics. "The \$500,000 Expenditure—How and Why," with movies—Riverside Park. "The One-Price Policy—Our Salvation"—Ben O'Doroso, Pacific Ocean Park.
 - 3:05 p.m.—"How to Profit Most From Your Trade Association," William Tishman, Automatic Merchandising Company.
 - 3:20 p.m.—Business Forecasts, "Outlook for 1961"—John Allen, President, American Recreation Equipment Association; Tom Davidson, Market Research, "Funspot."
 - 3:25 p.m.—Report of Exhibit Awards Committee—Dudley Humphrey, Chairman.
 - 3:50 p.m.—Convention Keynote Address, "Fun, Our Secret Weapon"—Irv Wermont, New York.
 - 8:30 p.m.—Evening "Shop Talk" Sessions. Room 102—"Publicity and Promotion"—Carl Hughes, Moderator. Room 106—"Food and Drink Management"—John Coleman, Moderator. Room 107—"Maintenance Problems"—Larry Stone, Moderator. Room 108—"Labor Relations"—Henry Bowen, Moderator. Room 110—"Games Management"—William W. Muar, Moderator. Room 111—"Kiddieland Promotion"—Ferd Clemen, Moderator.
 - 9:45 p.m.—Assembly of "Shop Talk" participants for five-minute summations by moderators—Louis XVI Room.
 - 10:00 p.m.—
 - 2:00 a.m.—Skyline Club Hospitality Session—18th Floor.

GARBICK RIDES

42 Ft. Ferris Wheel
36 Ft. Ferris Wheel

20 Ft. Chair Swing
16 Ft. Chair Swing

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Merry Mixer

Trailer Mounted Kiddie Rides

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3495 25th St. S.E. Salem, Oregon
SEE US AT BOOTH 194 IN CHICAGO

Tuesday, November 29

Laurence Canfield, Program Chairman

- 2:00 p.m.—Call to order and opening announcements.
- 2:05 p.m.—"Politics Is Your Business"—Preston E. Peden, Director of Governmental Affairs, Chicago Association of Commerce and Industry.
- 2:20 p.m.—"What's New in Paints"—Thomas J. Daly, Research Chemist, Jewel Paint & Varnish Company.
- 2:35 p.m.—"Meet the Press"—Open Forum Discussions—Experts: NAAPPB Past Presidents: Edward J. Carroll, Harry J. Batt, John L. Coleman, Elmer E. Foehl, Henry G. Bowen, Arnold B. Gurtler, George A. Hamid, Paul M. Huedepohl, A. W. Ketchum, A. B. McSwigan, William W. Muar, Robert L. Plarr, William B. Schmidt and Edward L. Schott.
News Panel: Tom Parkinson, The Billboard; Jim McHugh, Funspot; Lee Brooks, Cashbox Magazine.
- 3:20 p.m.—"What Can and Should Be Done in Publicity and Promotion"—Jim McHugh, Funspot. Moderator.
"Making Publicity Count"—Ed Ettinger, Public Relations Director, Disneyland.
"More Revenue Thru Gift Shops"—Glenn E. Holland, President, Santa's Village.
"Promoting Your Ballroom With Dancing Lessons"—Mrs. Dale King, King's Park, Norfolk, Neb.
"Getting More Group Business From Churches and Schools"—Harold E. Gorry, Bob-Lo Park.
- 4:00 p.m.—"Ideas That Make Men Great"—Dr. Herbert True, South Bend, Ind.

Wednesday, November 30

- 12:00 noon—Recognition and Awards Luncheon—Presentation of convention awards—Dudley Humphrey, Chairman Tribute Awards Committee, and Ed J. Kilcullen, Chairman Service Awards Committee.
"Business Will Be Fun in '61"—J. W. (Patty) Conklin, Conklin & Garrett Ltd.
- 2:30 p.m.—Adjournment of Convention.

Pool and Beach Sessions

Monday, November 28

- 9:00 a.m.—Get acquainted over coffee and rolls.
- 9:30 a.m.—GREETINGS: NAAPPB President Plarr, Secretary Bowman.
- 9:35 a.m.—"Working With Your State Health Department"—C. W. Klassen, Chief Sanitary Engineer, State of Illinois.
- 9:50 a.m.—"New Water Safety Program and How You Can Help"—Ralph Kuhli, Director of Water Safety, National Safety Council.
- 10:00 a.m.—"Need for a Year-Round Program of Services for Pool Operators"—R. J. McCarthy, Director of Park Activities, Government Services, Inc.
- 6:00 p.m.—Cocktail Party and Dinner.

Tuesday, November 29

- 9:00 a.m.—Social period of coffee and rolls.
- 9:30 a.m.—"Possibilities for Group Liability Insurance Protection"—John Naughton.
- 10:00 a.m.—Panel "Promoting Your Pool for Greater Revenues"—
"Promotions for Private Clubs"—Milton Metsky.
"Shows and Entertainment"—Eddie Cole.
"Promoting Good Will"—Arthur I. Yellen.
"Why Be Satisfied With Ninety-Day Operation?"—Chuck Foster.
"Expanding Group Business"—James H. Dickson Jr., Cascade Plunge.
- 11:30 a.m.—"Stretch Your Season With Pool Heaters"—Frank Philipps.

Wednesday, November 30

- 9:00 a.m.—Coffee and rolls.
- 9:30 a.m.—Problem-solving Clinic questions from the floor directed to the panel of experts.
- 10:00 a.m.—"Case History on Our Experiences in the 'New Way' to Teach"—Vernon D. Platt.
- 11:00 a.m.—"How Red Cross Can Help You"—Richard L. Brown, Red Cross National Safety Director.
- 11:00 a.m.—Round-Table Discussions.
- 11:45 a.m.—Closing remarks and adjournment for Awards Luncheon.

Kiddieland Sessions

Monday, November 28

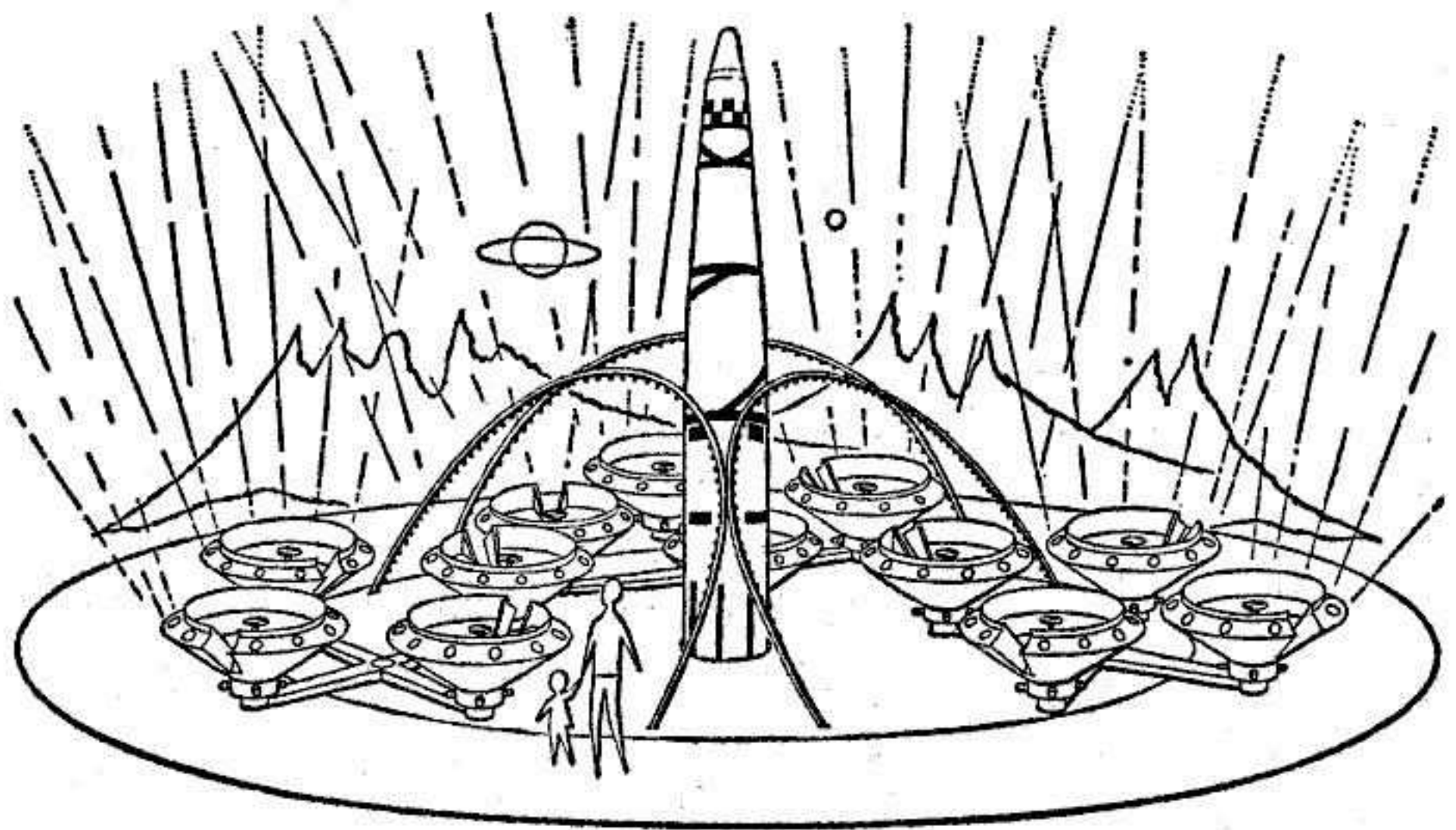
- 8:30 a.m.—Get-Acquainted Breakfast, Greetings from President Plarr, Secretary Bowman.
- 9:10 a.m.—Introduction of New Members.
- 9:15 a.m.—Appointment of Committee on Merit Award.
- 9:20 a.m.—Reports of Standing Committees: Band Organ Tapes—Wallace Massey; Trade-O-Rama, Herb Youtie.
- 9:30 a.m.—"Impressions of a Roving Reporter"—Jim McHugh, Funspot Magazine.
- 10:00 a.m.—"Karting—The Latest Craze in All Its Phases."—Don Beebe, U. S. Karting Association.
- 10:45 a.m.—Adjourn for Executive Session.
- 12:15 p.m.—Buffet Luncheon.
- 1:00 p.m.—"Trampolines—Fad or Fancy?"—George Nissen, Nissen Trampoline Company, talk and demonstration.
- 1:30 p.m.—"Imagineering—New Ideas for New Rides"—Joseph W. Fowler, Executive Director, Disneyland.
- 2:00 p.m.—Adjourn for Afternoon Session NAAPPB Meeting.
- 8:00 p.m.—Kiddieland "Shop Talk" Session.
"Hobo Jungle Birthday Party"—Sam Bornstein, President, Swope Railways.
"Special Events"—Ed Ettinger, Public Relations Director, Disneyland, Inc.
"School Picnics"—Ted Kruse, Enchanted Forest.
- 9:15 p.m.—Adjournment for summation meeting in Louis XVI Room, along with other "Shop Talk" participants.

Tuesday, November 29

- 9:30 a.m.—Get re-acquainted. Coffee and rolls.
- 10:00 a.m.—"Coin-Operated Concessions"—Discussions by Bob Gast, Holiday Hill, St. Louis, and Richard H. Ziegler, Automatic Canteen Company.
- 10:30 a.m.—"Themelands"—Glenn Holland, Santa's Village.
- 11:00 a.m.—Insurance Panel. Moderator, Maynard Rueter, Funspot. Panelists: John Logan Campbell, Fred Lauerer, John Naughton, Charles Lenz and Clem Schmitz.

Wednesday, November 30

- 9:30 a.m.—Get-acquainted opening session, coffee and rolls.
- 10:00 a.m.—Open discussion of kiddieland topics.
- 11:45 a.m.—Adjournment.



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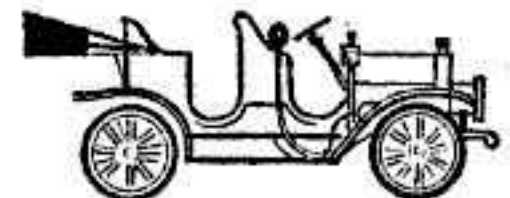
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Entertainment Future No Bar as Sellers, Buyers View Evolution

By IRWIN KIRBY

NEW YORK — It wasn't always so—fairgrounds grandstands which feature variety acts, emcees, dancing girls, stellar acts—all this, plus sound systems and brilliant lighting, the things taken for granted by today's audiences. And the future may be as surprising as the past is nostalgic.

Many old-timers remember, having been a part of entertainment's development from the turn of the century. Fairs then were strictly daytime things, partly because electric lighting had not progressed sufficiently to do a good job outdoors. And partly because fairmen, whose activities were rooted as far back as biblical times, had become quite set in their ways.

Pageants, spectaculars, those were the things. With firms like the John B. Rogers Company (Fostoria, O.), and still a giant in the

spectacle production field) among those involved, fairs offered mass presentations on their track infields. The commercial firms provided scenery and costumes, and vast numbers of local citizens were recruited, dressed and rehearsed. Professional acts were usually not a part of these pageants, which usually managed to work in a patriotic American finale.

The Ruin of Pompeii

Fireworks firms also developed pageant patterns and eventually merged with the producing firms, the amalgamation enabling spectacles to be offered which wound up with a terrific climax of pyrotechnics, the whole affair covering a period of some 45 minutes. With pyro torches providing illumination at dusk, this show wound up the day's fairgrounds activities. The ruin of Pompeii, the downfall of Rome and other historic events

were reincarnated with more or less accuracy and an overdose of flamboyance.

Some talent offices worked out tie-ups with fireworks firms. Circus-type acts were employed, interspersed with the traditional harness race programs. And as for names—the so-called magic draw of today—there were none in the sense that modern audiences identify the term. Sensation was king, in the world of names. Spectacular and thrilling acts were the thing for outdoor spectators; whereas with today's barrage of Hollywood and TV productions, names are singers, actors, comedians.

But the willingness of fair managers to subsidize attractions of demonstrated appeal is nothing new. Back in 1909 the late William T. Taylor, president of the New Jersey State Fair, paid the Wright Brothers \$10,000 to put on five flights (Ralph Johnson was the pilot) from the grounds, each lasting three minutes. The sum has not diminished in impact over the years. This was, of course, decades before the fair came under the domination of George Hamid, but he was an act in those days and recalls Trenton as among the fairs he played.

Thrill Acts Were Famous

Automobile racing was as popular then as now, and it is undeniable that the public's fascination with mechanized daring was bound to spawn something as radically novel as the stunt show, pioneered by the late Lucky Teter. The activity developed so rapidly and with such great reception that Teter blossomed forth as a living legend in a very short span of time. The ramp-to-ramp jump offered today was performed on Teter's program, but it was nothing new except in being accomplished in an automobile. It had been done by Schryer on a bike which sped down a ramp. Teter's unduplicated refinement was to leap a car into a lake—and he couldn't even swim.

Daredevil performers were the big names of yesteryear, and skilled artists like May Wirth, who won international equestrian acclaim. Mlle. Bergerat in her somersaulting automobile, Lincoln Beech and Roy Knaber in their dirigibles, Walsh, the stunting flier who died in a crash in front of a grandstand, Hutchinson and his parachute jumps, stunters galore who performed on airplane wings, Lillian De Vere who looped the loop in an auto. These were "names."

For sensation, picture the sight of a full-fledged locomotive collision at high speed, in full view of the grandstand. It was presented at Trenton as a special promotion, their several other fairs adopted the stunt. Taylor paid either the Jersey Central or Pennsylvania Railroad \$5,000 apiece for two obsolete coal burners, and the road also laid a half-mile of track right across the infield.

"It was exploited all over the East Coast," Hamid remembers. "People came many miles to see these two monstrous engines demolished. They were stoked and fired at opposite ends, given the gun, and must have been going 30-40 mph when they collided. What a sight. Brockton, Mass., also tried it."

All the sensational acts drew people. They would today, many believe. The crashing of airplanes hung on thru the years until after World War II, and so did the dynamite coffin act, in which a man wrapped his body with sticks of explosive, was enclosed in a wood box, and set off the charge. Regulations in many cities took a toll of these performances, as did safety apprehensions by sponsors.

Wheeling Bought Night Show

But in the '20's, when pageants and pyros wrote the daily finale

around 9:30 p.m., only fairs in the large cities had artificial lighting for night activities. In 1926 the fair in Wheeling, W. Va., big for its time, was sold a night show. The basic format has undergone refinements over the years but scarcely any changes.

"It was just a revue, altho it was a crude one. Elaborate for out there, however. We got some lighting from Broadway warehouses. And some carbon spotlights. The stage was built of planks on jacks and some homemade scenery. It was novelty acts and some girl numbers, with a circus announcer. Now, of course, we have polished night club-type emcees. But we topped in off with fireworks, and all in all the business was phenomenal."

The revue format evolved as the bread-and-butter presentation of outdoor grandstands. Television's appearance on the scene produced new names with which many fair managers attempt to beef up their shows, but a significant element in the attraction business believes this desire is best realized where there is a big fair, with a big budget, with a big publicity operation and advertising outlay. And the question of where the responsibility lies for publicity and promotion of an outdoor show—with the buyer or the seller—has provided food for a continuing discussion in the industry.

Television had an impact, all right, and at first it was devastating. With millions of people developing glassy stares while glued to their living rooms, fairmen and entertainment people found themselves socked right in the pocketbook. Rolling with the punch, they came up with a series of experiments, some of which have taken hold.

Package productions of two and three-day duration were toured, featuring musical and TV artists of secondary renown. Also kid TV favorites. Here and there the free grandstand cropped up. An occasional major name agreed to make one spot or go on a tour of several weeks, outdoors. The free grandstand has been spreading slowly but steadily, being suitable to particular situations. It calls for an increase in the front gate price to offset the cost of talent, and the offering of a no-charge show.

The basic revue, however, survives. With the addition of better emcees, more talented dance lines, superior scenery, lighting and sound, and a rotating system of recognized feature names (of greater or lesser degree), the revue maintains its dominance in the fair grandstand business. Here and there are smaller organized units—ice and roller shows, Western or rock 'n' roll music groups—that have found a comfortable place in the over-all scene. Auto stunt shows and races continue in a popular vein.

What About Tomorrow?

Some serious fair officials view the scene today as representing a crossroads. In what direction will the live attraction business move tomorrow?

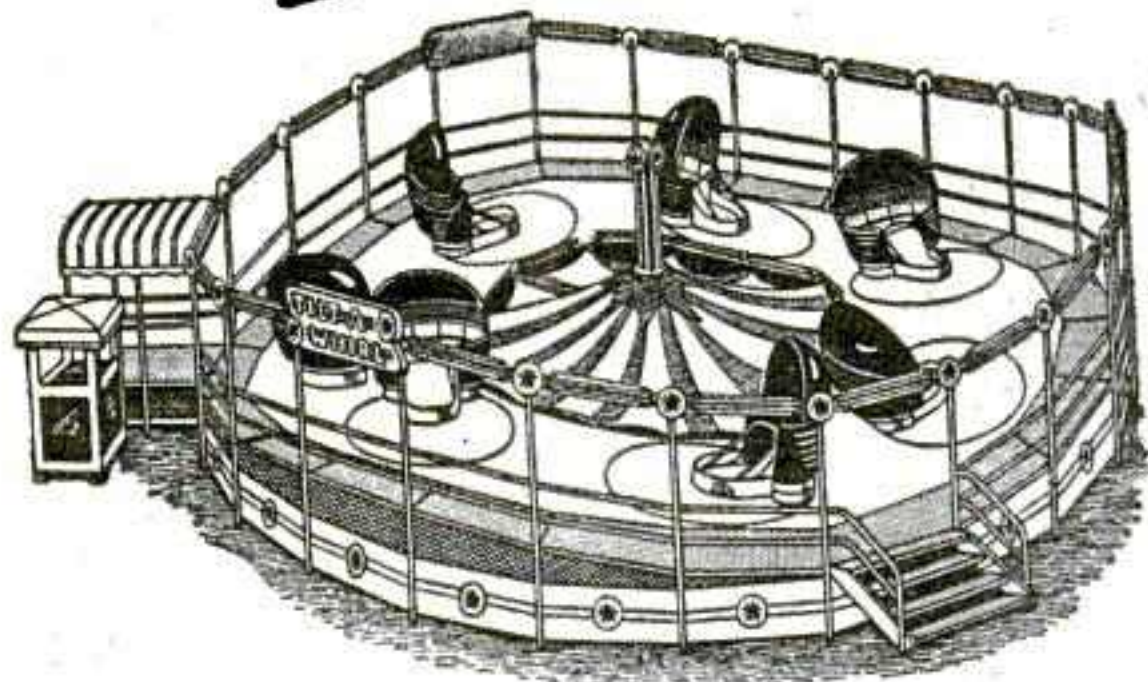
While Hamid has somewhat withdrawn from the scene he cannot isolate himself after a half-century of involvement. In every week's flow of mail there are inquisitive letters from fairmen, some of them in positions of importance in the industry.

"Where will the emphasis be, on air-conditioned auditoriums or arenas of fairgrounds, with lesser stress on the grandstand? On free entertainment behind a higher admission price? On name acts to the exclusion of traditional supporting performers?"

It shows that while the fair business has thrived since days of antiquity, an active element resists stagnation. The pattern of entertainment, in its evolution, has followed a discernable course. But years to come, if they produce further changes, will find alert buyers and sellers alike, prepared to meet the challenge.

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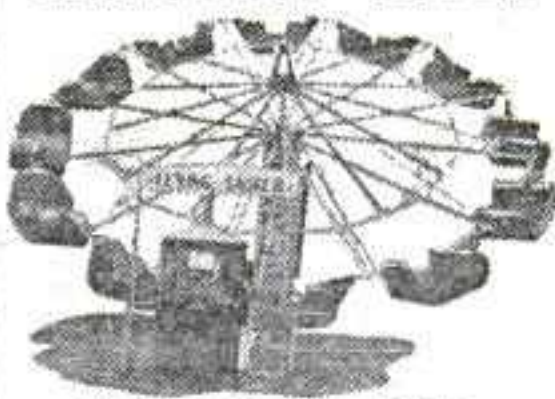


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ROLLER RUMBLINGS

By AL SCHNEIDER

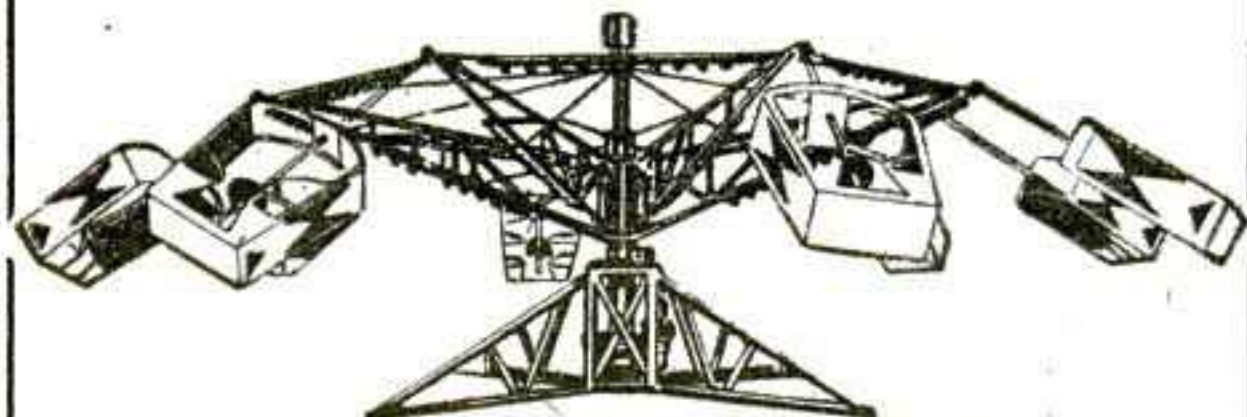
MIMI HILL, of Cincinnati, representing Club Rollerama in that city, was crowned 1961 national roller skating queen in November 15 ceremonies held in the Embassy Room of the Balmoral Hotel, Miami Beach, Fla. Miss Hill won over 35 contestants from every part of the nation and Canada and received the top prize of a \$2,500 scholarship award, donated by the Pepsi-Cola Company, and awards from the roller skating industry, which sponsors the contest thru its Roller Skating Foundation of America. In addition, she will be flown to New York

to grace a roller skating industry float in the Macy's Thanksgiving Day parade, a spectacle that is expected to be viewed by 45 million people via the NBC-TV network. Second prize went to Jennie May Bell (Miss Oregon), of Portland, and Carol Ann Peters (Miss Canada) finished third. Gil McDougald, New York Yankee infielder, performed honors during the ceremonies after a panel of experts had made the selections. The panel included Andy Lopez, Pulitzer Prize winning photographer; Associated Press photographer Harry Harris; Norman Wasser, manager of national concessions for Pepsi-Cola; Eleanor Hart, glamor clinic editor of The Miami Herald, and Mrs. Gil McDougald. Judging was done on the basis of beauty of face and figure; charm, poise, personality and grooming. An innovation this year was the selection of roller skating's prince charming, to serve as escort of the incumbent queen, Audrey Sorenson, Washington, D. C., and later as escort of the new queen following the ceremonies. A repeated feature of this year's affair, which, as usual, is combined with business seminars for visiting rink men, was a 16-act talent contest held Tuesday (15). The winner was Helena Jackman (Miss Greater New York), who won her trip to Miami Beach in TV finals conducted by The New York Journal-American. A singer in seven languages, the 19-year-old girl is a graduate of New York's High School of Music and Arts and is studying for an operatic career.

cerned about conditions in roller skating rinks," said Gary City Attorney Harry Schell, as he announced plans for rigid enforcement of the measure which forbids the presence of minors under 18 in roller rinks after 10 p.m. Schell pointed to several rink disturbances, one of which resulted in a fatality. "While this ordinance covers all centers of amusement," Schell said, "We are particularly eager to correct conditions in roller skating rinks." The ordinance is unique in that it leaves parents as well as minors exposed to its penalties. Moreover, Schell warned, the premise owners or operators would also find themselves risking violation of the State law which defines the offense of contributing to the delinquency of a minor. As passed by the Gary City Council, the ordinance provides that it is unlawful for "any minor under 18 years to loiter, idle, wander, stroll or play in or upon the public streets . . . or in places of amusement and entertainment between the hours of 10 p.m. and 5 a.m. The measure allows exemptions. Not to be affected are minors in legitimate employment or "upon an emergency errand or business directed by his or her parent, guardian or other adult person having the care or custody of the minor." Also exempted are minors accompanied by parents. The ordinance contains severe penalties. The violating minor would be subject to trial under juvenile court law and procedure. Awaiting the negligent parent who, "knowingly permits such minor to loiter, wander, stroll or play . . . between the hours of 10 p.m. and 5 a.m.," is a possible \$300 fine and a 180-day jail sentence. Additionally, each violation constitutes a separate offense.

Gary, Ind., is cracking down on teen-age loitering in roller rinks. A stringent curfew ordinance went into effect recently to achieve that purpose. "We are particularly con-

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THE FINAL CURTAIN

ALFREDO—Al, former Side Show manager and member of a fourth-generation circus family, November 13 of a heart attack in Pascagoula, Miss. Survived by his widow, Alice, and two daughters, Mrs. Chester Church and Mrs. Thomas B. Shedd Jr. Burial in McPhelah Cemetery, Pascagoula.

BRACHART—Adolphe, 78, publisher and editor of the Belgian trade monthly, Music-Hall and Circus, in October in Brussels from injuries suffered when struck by a streetcar.

BUCKLEY—Richard M., 54, comic known as Lord Buckley, the Prime Minister of Humor, November 12 in New York following a heart attack. He had been on the Ed Sullivan TV show nine times and was negotiating to make records. Survivors include his widow, Elizabeth, a ballet instructor, and two children, Laurie and Fred.

JEROME—Paul, 69, retired clown who for many years toured with the Ringling-Barnum circus, November 14 in a Sarasota, Fla., rest home. He joined the Barnum & Bailey show in 1911, leaving it at the outbreak of World War I to join the Navy. After the war he toured with Ringling shows periodically until his final performance in 1957 at Madison Square Garden, New York. At that time he returned to Sarasota due to ill health. He also appeared with other circuses and in burlesque. He was a member of the Elks. Following November 17 services the body was shipped to Arlington (Va.) National Cemetery for burial.

MAY—Earl Chapin, 87, author of the first and basic book of American circus history, "The Circus, from Rome to Ringling," at Rochelle, Ill., November 11. The book was published in 1932. May was the son of a circus man and was himself a trouper with the Reynolds circus and in the Ringling Bros. Circus band. He also was a press agent for the Minnesota State Fair, a newspaper reporter and the advertising sales manager of the old Cheney Talking Machine Company. May wrote many books, most of them official histories of corporations and industries. Survivors include his widow, Stella Burke May.

SCHUMAN—Otto, renowned horse trainer and high-school horse rider, in Amsterdam, Holland, October 27. He is survived by his widow, who is a member of the Perez circus dynasty.

SMITH—Sammy, long-time trainmaster with a

number of shows, November 12 in Venice, Fla. He was with the Johnny J. Jones Exposition for many years. Services were held November 15 in Tampa and burial was in the Tampa club's cemetery plot.

TAYLOR—William, 56, duck pond concessionaire with Johnny's United Shows, November 10 in Opp, Ala., in a fire in an old bus used by him as living quarters. Apparently falling asleep while smoking, Taylor was overcome by smoke from burning concession merchandise and his body was burned beyond recognition. Relatives in Marietta, Ga., survive.

WALLACE—Harry, 73, former trouper, concessionaire and Arcade agent, November 14 in Raton, N. M. He was stricken on a train from Los Angeles to Washington early in October and removed to a veterans' hospital in the New Mexico city. Military funeral in Raton.

WARD—Ralph A., 80, member of the Pacific Coast Showmen's Association, Los Angeles, for more than 10 years, recently in the Veterans' Hospital, Sawtelle, Calif. Burial in Veterans' Park November 17.

WYNINEGAR—H. L. (Pete), 75, sheet writer and concessionaire, November 11 in Shreveport, La. Masonic services November 13 in Booneville, Miss.

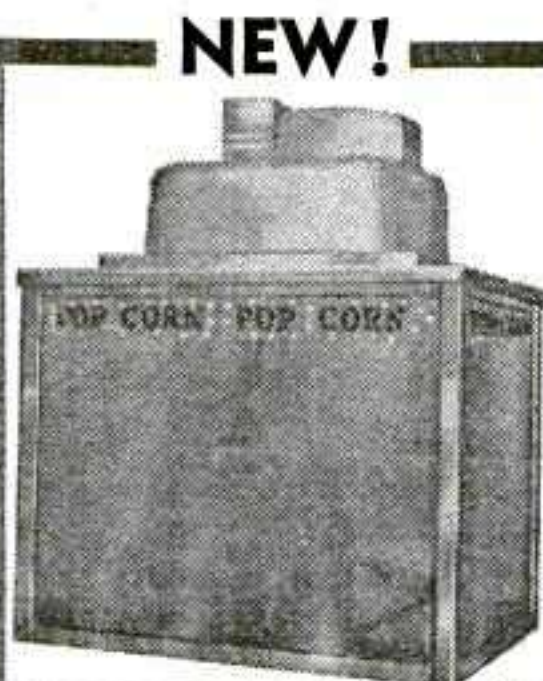
BIRTHS

KENDALL— A son, November 17 in Woodlawn Hospital, Chicago, to Mr. and Mrs. Robert Kendall. Father is advertising manager of the Show News - Merchandise department of The Billboard.

In Loving Memory of
My beloved Husband and our Daddy
M. E. "FRENCHIE" FRENZEL
Who passed away November 24, 1958
Thelma Frenzel
Elaine Scott and Family
Betty Marble and Family

In Memory of
JOHN R. (SONNY) GRAVES
Who passed away November 23, 1956. Four long years have passed and we get more lonely for you each day.
Daddy and Mother
Mr. and Mrs. John Graves

HARTLEY—John, 70, Danish aerialist, in Copenhagen October 18.



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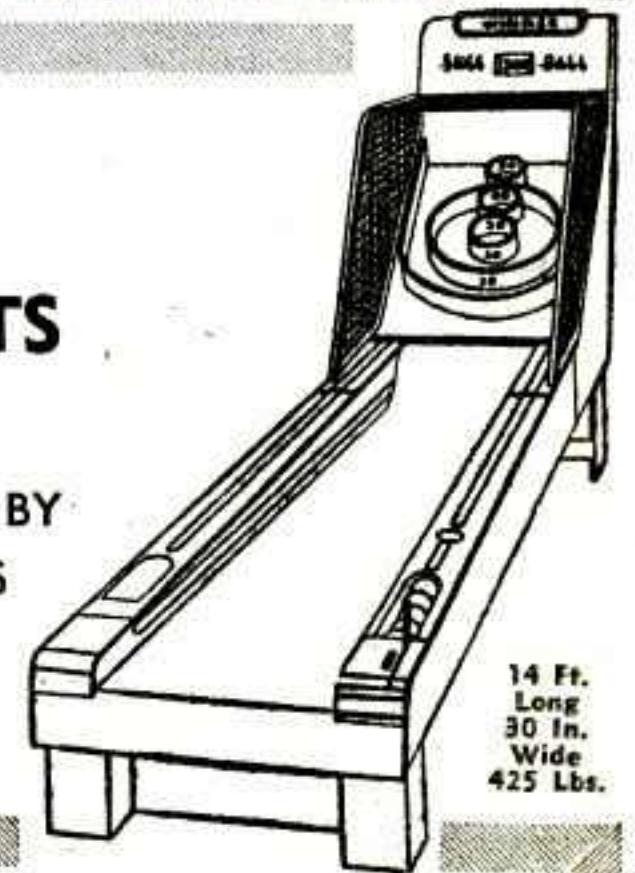
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(Continued on page 83)

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SLA Banquet Scheduled for November 30

Past Presidents, Officers to Sit At Speakers' Table

CHICAGO — Outdoor show business will relax Wednesday evening, November 30, in a double-barreled celebration at the 48th annual Banquet and Ball and President's Party Combined. As usual, it will be held in the grand ballroom of the Hotel Sherman with the festivities set to start at 6:30 p.m.

Sam J. Levy Jr., and Maurice Ohren, co-chairmen of the event, this week disclosed some of the details. As a result of combining the banquet and president's party, all living past presidents and the current officers will be seated at the speakers' table in lieu of representatives from other clubs.

Invited to the table are Sam J. Levy Sr., C. R. (Zebbie) Fisher, Ernie A. Young, J. W. (Patty) Conklin, Frank Duffield, Frank Conklin, Carl J. Sedlmayr, Floyd E. Gooding, Sam Solomon, Fred H. Kressmann, Robert Parker, Morris Lipsky, Lou Keller, S. T. Jessop, J. P. (Jimmy) Sullivan, C. J. Sedlmayr Jr., Ned Torti, Ohren, Al Sweeney, Jack Duffield, William Carsky and Paul Olson.

Officers will include Ed Sopenar, Lou Dufour, Hal Eifort, C. C. (Specks) Groscurth, Bernie Mendelson, George B. Flint and Hank Shelby.

Shelby is receiving banquet reservations, but Harry Julius is in charge of tickets. Sam (Insurance) Solomon is chairman in charge of the reception committee.

Rose City Has OK Tour

CAPE GIRARDEAU, Mo.—Rose City Rides, under owner-manager Dutch Schrader, closed the 1960 season at Clarkton, Mo., October 7 and are now in winter quarters here. Schrader reports that the show had a very satisfactory season which was on a par with last year.

Mrs. H. L. (Martica) Schrader was in charge of the office. Schrader handled the lot and front end. Ted Hines and Cy Darling had charge of all rides. Hines is wintering in Poplar Bluff, Mo., and Cy Darling will spend the winter at Joplin, Mo. Charley Campbell, who had the Marie O'Day show on the midway most of the season, left for southern spots to play his show under police sponsors.

Two new trucks and a new ride will be added for the 1961 season.



Ed Sopenar, first vice-president and president elect for 1961.

SLA SETS BUSY CHI SCHEDULE

CHICAGO—Hank Shelby, secretary of the Showmen's League of America, has called attention to the following important dates during the organization's convention here:

Regular Meeting, Sunday, November 27, 7:30 p.m., Louis XVI Room, Hotel Sherman.

Election of Officers, SLA Clubrooms, 300 West Randolph, Monday, November 28, 2 p.m.

Memorial Services, Bal Tabarin, Hotel Sherman, 11:30 a.m.

Banquet and Ball and President's Party combined, Grand Ballroom, Hotel Sherman, Wednesday, November 30, 6:30 p.m.

Annual meeting and installation of officers, Bal Tabarin, Hotel Sherman, Thursday, December 1.

Membership registration will be held in the Hotel Sherman lobby, November 27 thru November 30.

Open house in the clubrooms will be November 25 thru November 30.

Hot Springs Fems Elect Ev Rinaldi

HOT SPRINGS — Evelyn Rinaldi was elected president of the Ladies' Auxiliary of the Hot Springs Showmen's Association, succeeding Kay Rocco.

Also named were Jackie Wilcox, first vice-president; Mitzi Schlossberg, second vice-president; Shirley Bazinet, third vice-president; Irene Ogle, treasurer; Rose Marie Stein, secretary, and Alice Hennies, recording secretary.

The outgoing president will be honored on December 3 and the new officers will be installed December 10. Installation committee includes Shirley Bazinet, Jackie Wilcox, Billie Owens and Jerry Dwyer.

Marie Sorenson is hospitalized in Temple, Tex. Lela and Fred Howey left for a vacation in Arizona and Nevada. Geneva Hazen and children are vacationing in California.

CHICAGO—John (Sheik) Lempart has been named commander of the Al Sopenar American Legion Post of the Showmen's League of America. He succeeds Bill Kaplan in the top spot.

Harry Cherniak was named first vice-commander; Al Rossman, second vice-commander; Bernie Mendelson, adjutant; Hank Shelby, finance officer; Manie Blasco, sergeant at arms; Petey Pivor, chaplain, and Charles Rosenmutter, delegate.



Lou Dufour, 1960 second vice-president, who will move up a notch.

CHICAGO SLA CONCLAVE IS SEASON'S FINAL STAND

Paul Olson to Preside at Events; Banquet, Annual Meeting Top List

By CHARLIE BYRNES

CHICAGO—Outdoor showmen will make their final jump of the season this year with the last stand for most being Chicago and the Showmen's League of America convention.

This year representatives of midway shows, attractions and supply houses will be in the Windy City for a longer period than usual as most of them will remain for the fair meetings to be held the latter part of convention week.

SLA activities will be centered, as usual, in the Hotel Sherman, with Paul Olson, 1960 president, wielding the gavel at most of the events.

He'll preside at the regular weekly meeting that has been shifted to Sunday evening, November 27. This meeting will get under way at

7:30 p.m. in the hotel's Louis XVI room and, as usual, will be a time for the renewal of friendships after a busy season on the road.

Major event on Monday, November 28, will be election of officers. With only one ticket nominated, this one headed by First Vice-President Ed Sopenar, election will be a matter of form and Secretary Hank Shelby will cast the one vote needed to elect the slate.

The annual memorial services, held on Sunday for years, this year will be on Tuesday, November 29, at 11:30 a.m. in the Bal Tabarin of the Sherman. Harry (Blackie) Cherniak is chairman of the services, and John Sherlock is co-chairman.

Olson and all the past presidents will be honored on Wednesday evening, November 30, at the 48th annual Banquet and Ball in the hotel's grand ballroom. The event is a combination of the President's Party, usually held on Sunday evening, and the banquet traditionally on Wednesday. Sam J. Levy Jr. and Maurice Ohren are in charge of the program, which will include supper, brief speeches and a floorshow. Past presidents and current officers

will be seated at the speakers' table instead of representatives of other clubs as in the past.

The new slate of officers will be installed at the annual meeting of the League to be held in the Bal Tabarin on Thursday evening, December 1.

The League again will have a booth in the Sherman lobby combined with The Billboard's Service Center. Manning the booth for the club will be the reception committee, chaired by William A. (Bill) Hetlich. Assisting will be Hadji Delgarian, H. A. (Whitey) Lehrter, John Gallagan, James (Bill) Knight and George Johnson.

The house committee will supervise the open house in the League's clubrooms at 300 West Randolph from November 25 thru November 30. Charles Zemater Sr. is chairman of the house committee; Max Brantman and Harry Heftman are co-chairmen. Members are Harold Barrows, Jack Benjamin, Noble Case, Harry Cherniak, Johnny (Muscles) Dundee, Sid Erber, Whitey Lehrter, Hy Neitlich, Tom Sharkey, John Sherlock and Sam Solomon.

Ed Sopenar Heads League 1961 Slate

CHICAGO—Edward Sopenar, long-time midway concessionaire and a veteran member of the Showmen's League of America, will be installed as the 39th president of the organization during the convention here.

Sopenar heads up the regular SLA slate, with the elections, actually a formality, to take place on November 28 in the clubrooms.

Others on the slate are Lou Dufour, first vice-president; Hal Eifort, second vice-president; C. C. Groscurth, third vice-president. Bernie Mendelson and Hank Shelby were named to succeed themselves as treasurer and secretary respectively. Ned Torti is a candidate for a five-year term as trustee.

Set for the board of governors are 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 (Continued on page 82)



Paul Olson, 1960 president of the Showmen's League of America, will preside at the organization's activities during convention week in Chicago. Other current officers are pictured below.



Hal Eifort served the organization as third vice-president this year.

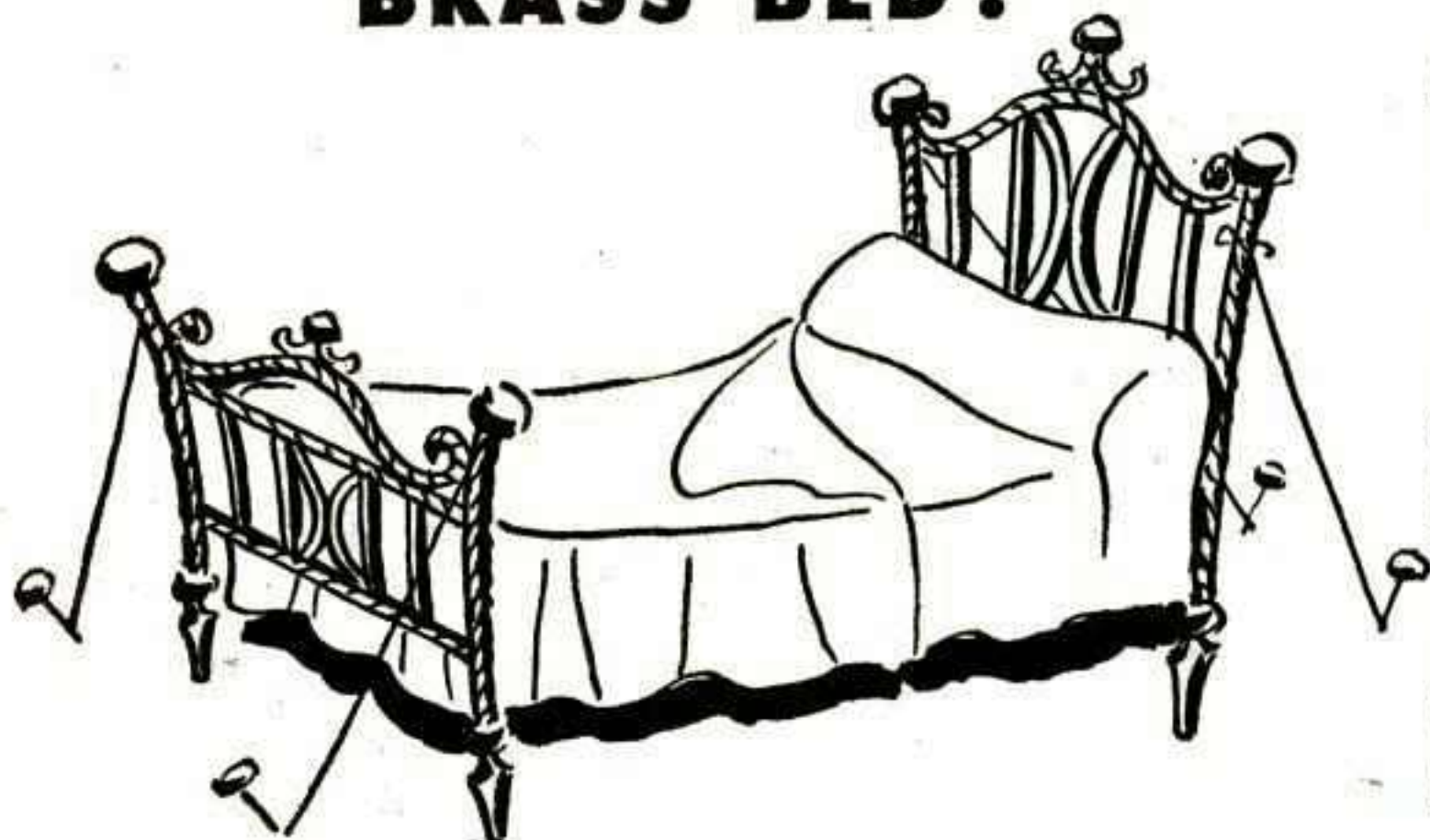


Bernie Mendelson, veteran treasurer, will again serve in 1961.



Hank Shelby, long-time secretary, keeps the wheels rolling all year.

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St. Louis County Fair, Hibbing, Minn.
Sioux Empire Fair, Sioux Falls, S. Dak.
South Minnesota-Northern Iowa Exp., Fairmont, Minn.
Otter Tail County Fair, Fergus Falls, Minn.
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CARNIVAL CONFAB

THE RANDOLPH and Franklin streets clubhouse of the Showmen's League of America will have a sparkling face when the brothers from far and near come into Chicago for the annual conventions. A crew was busy last week washing down the white outside surface of the building and caulking and tuckpointing all the joints between the panels. . . . J. W. (Patty) Conklin passed thru the Windy City Tuesday (15) en route from Toronto to Hot Springs where he served as toastmaster at the annual banquet of the Hot Springs Showmen's Association. . . . The clubrooms of the League are now remaining open until 1 a.m. with Henry Polk as official host.

Bob Sugar is back in Chicago. . . . For the first time in 17 years, Elsie Miller won't be secretary of Caravans, Inc. She kept her name off the ticket this year and will give someone else a chance to handle the chores. . . . James L. Reed posts from Dyersburg, Tenn., and reports that he and Mrs. are visiting the latter's mother and family there. From there they'll drive to Atlanta and then to Greenwood, S. C., to visit his mother and sisters. By mid-January they plan to be back in the Coushatta, La., quarters of Byers Bros.' Shows for the sixth season. Reed will make the George Washington Birthday cele with his popcorn trailer in Laredo, Tex., in February.

Quite a few familiar names were included in nominations of officers for the Gibsonton (Fla.) Community Fire Association. The slate reads: Glenn Porter (incumbent), president; William Schoenman, vice-president; Cliff Prevatt (incumbent), treasurer; Malcolm Sweat, secretary, and Mrs. Margaret Porter, assistant secretary. Proposed as directors were J. L. (Pat) Patterson, Dan Graves, Virgil Dickey, John Dolan, Al Moody and Francis Byers. Added thru nominations from the floor were the names of Bill Harrington, William Thompson and Harry Fee. December 8 is election day. . . . J. A. MacTaggart, director of Tussaud's wax museum in Niagara Falls, Ont., wired Democratic headquarters in Washington immediately after the election for data to help make a figure of President-Elect John F. Kennedy. The figure will be made in England, home base of Tussauds.

Charlie Byrnes

★ ★ ★

Showmen are reminded that the Washington Duke Hotel in Durham, where the North Carolina meeting will be held, has been renamed. It is now the Jack Tar Hotel. . . . Van Helman came close to buying a show up North, but the deal didn't go thru. . . . Dick Barstow is building a new home in Tampa. . . . Frank Kopcha is expanding his Frankie's Rides. He added a Merry-Go-Round this year and a Scrambler is next on the list. . . . Roy Peugh is lining up Florida dates for the Strates Menagerie and a set of kiddie rides. The Pettus family will handle the animal attraction. Sammy Applebaum and Bill Canavan visited winter quarters in Orlando while playing the Jacksonville Fair. Jimmy Strates did more fishing than sleeping the first week after closing.

where they plan to build a new home. Helen and Duke Jeanette, who sold their Life Show to Wanous, are retiring from the business and plan a vacation jaunt to Hawaii. . . . Bingo op W. A. (Bill) Stacy is in Methodist Hospital, Rochester, Minn., following surgery and would appreciate mail.

Ride operator Chas. H. Hodges, and son of the former well-known Side Show man, Jim Hodges, writes from Mobile, Ala., that he recently visited Walter B. Fox there. It was the first time the two had met in 20 years. Hodges presently is operating rides at supermarkets in the Mobile territory. Other visitors to the Fox apartment at 753 Conti Street, Mobile, included Troy Scruggs of the Heth Shows, Frank W. Peppers, James C. Beard, Joseph Burns and William C. Hurley.

Allen Callaway

R. C. McCarter is taking a three-month leave of absence from the fair in Charlotte, N. C., and will make Chicago and other fair meetings with Cetlin & Wilson Shows. He agented the show up to 10 years ago. His wife, Marion, will be executive secretary of the fair, which C.&W. plays in 1961. . . . Syd Goodwalt is among the returnees to New York recently. . . . Tony Mason is wintering in Sumter, S. C., except for visits to fair meetings. . . . Bill Page will join Marty Smith at the fair meetings in Georgia, North Carolina, Virginia and New York.

Irwin Kirby

Mr. and Mrs. Walter Gawle, retired concessionaires, stopped in Biloxi, Miss., recently where they visited many old friends made during their years in the business. They were en route from Fort Myers, Fla., to their home in East St. Louis, Ill. . . . Charles Chaney, concession op, reports from his winter residence in Biloxi that the weather has been good and the fishing excellent. . . . Mr. and Mrs. Walter Wanous closed a successful tour on World of Mirth Shows and are now back in Millbrook, Ala.,

Edward (Jack) Lance is a throat cancer patient in Talmade Memorial Hospital, Augusta, Ga., advising that he expects to be there for a long time. He would appreciate mail from his midway friends. . . . Norman Schlossberg and wife and his mother, Lena, are taking the baths in Hot Springs. They plan on staying over for the banquet and ball of the Hot Springs Showmen's Club.

Al Schneider

Installs New Sealing Gear

CHICAGO—The O Henry Tent & Awning Company has installed the latest in electronic heat-sealing equipment designed to insure leak-proof seams on its nylon tops. Bernie Mendelson announced last week.

The equipment is the result of over 18 months' work and experimentation in which the tent firm and an electronic concern participated.

★ ★ ★

FLASHBACKS: 15 Years Ago—Ralph Lockett signed the Milwaukee Midsummer Festival for the Johnny J. Jones Exposition. . . . John R. Ward purchased Dodson's World's Fair Show which included all rides and gear and the 40-car train. . . . Ted Woodward and Sydney R. Lang filed articles of incorporation as Midwestern Exposition Shows. . . . Pete Kortez was offering his railroad carnival, North American Exposition Shows, for sale. . . . Carl J. Sedlmayr III was born to the wife of C. J. Sedlmayr Jr. . . . Mr. and Mrs. Harry Hennies hosted the following at a dinner at their Hot Springs home: Mr. and Mrs. L. C. Reynolds, Mr. and Mrs. Max Goodman, Dr. and Mrs. Lawrence Aker, Mr. and Mrs. Noble Fairly and H. Frank Fellows.

PICK FONTAINEBLEAU

Miami Club Raises 13G at First Meet

MIAMI — Announcements of \$13,000 raised on various shows drew cheers at the first meeting of the fall season, Monday (14) at the Miami Showmen's Association quarters. Mel Dodson, first vice-president, presided in the absence of Harry (Buster) Westbrook. A schedule of coming events was worked out for the winter.

The roll-call of funds raised had Phil Cook on top, with \$3,772 raised from various sources. Charley Wright and Joe Marciano Jr., raised \$2,600 on the O. C. Buck Shows, BenGlass produced \$1,500 from the World of Mirth, and Newell Taylor on his rounds scouted up \$1,400.

Also coming in with funds were Amusements of America, about \$1,000; Olson Shows, represented by Louis (Stretch) Rice, \$1,000; Marks Shows, where Al Palitz was active, \$700, and Art B. Thomas Shows, represented by Bill Cowan, \$500. Other reports are pending.

Meetings are being held regularly on Mondays, with dances on Saturday nights. The first meeting was attended by 175 persons, with Dodson being joined on the rostrum by Bernard (Bucky) Allen, second vice-president; Max Sharp, third vice-president; Alton Pierson, treasurer; Bill Tucker, assistant treasurer; Clif Wilson, secretary; Charley Wright, assistant secretary; Marty Weiss, executive secretary; Ben Weiss, John Vivona, Leo Bistany, Bill Cowan, Jack Weiss, Art Lewis, Stretch Rice, Sam Solomon and Wallace N. Maer.

Scheduled are the home-coming

party and dance, December 10; Christmas party, December 17; president's party, December 19 in the Fontainebleau Hotel; memorial services, December 18; and annual banquet and ball, January 2, also at the Fontainebleau. The picnic arrangements are to be announced. The banquet was formerly held at the Eden Roc.

William Rice Tour Nets \$\$

ST. GEORGE, S. C.—Carolina Amusement Company ended a 21-week season October 29, Owner William Rice reporting a "very profitable" tour.

Two major rides and all new canvas have been purchased in preparation for next year's tour on which 7 major rides, 4 kiddie devices and 5 shows will be carried.

Equipment has been stored in quarters on the Rice plantation near here, General Agent James A. Cooper advises. Quarters are slated to open January 1.

Gold Medal Raises \$550

PANAMA CITY, Fla.—Two show clubs will share in profits of \$550 raised at a recent jamboree on Gold Medal Shows.

Clubs are the Greater Tampa Showmen's Association and the

SLA Schedules December 18 Yule Party

CHICAGO—The annual Showmen's League of America Christmas party for underprivileged children will be held Sunday, December 18, in the Hotel Sherman. Jack Duffield is chairman and Sol Wasserman co-chairman.

On transportation are Chick Bohdan, Harold Barrows, Jack Kwiet, Harry Cherniak, Petey Pivor, Ralph Woody, Hank Shelby and Johnny Hill.

Entertainment: Charles Zemater Sr., Chuck Zemater, Dick Ware, Stu McClellan, Sam Levy Jr., Wimpey Hiles. Nat Green and Dave Friedman head up the press committee. Louis J. Berger is in charge of the wardrobe, assisted by members of the Ladies' Auxiliary and Caravans, Inc. Jimmy Stanton and Hy Neitlich are in charge of special arrangements.

Food and beverage by John Dundee, Tom Sharkey, Sheik Lempart and Henry Polk. Toys and clothing by Wasserman, Ed Levinson and Benedict Garmisa. Fred H. Kressmann and Bernie Mendelson will do the auditing.

Packaging will be handled by Noble Case, Chick Schloss, Mickey Blue, Bill Carsky, Al Sweeney, Andre Dumont, John Sherlock, Andy Kasin, Morris Brown, Shelby, Jerome Goby, Ned Torti, Sharkey, Cherniak and Bert Castro.

Miami Showmen's Association.

Those participating in the event included John Campi, John Russell, Red Laurer, Richard Cutler, Mickey Karr, Johnny Denton, Jim Sabobie and Irene Denton.

CAROLINA FAIRS SWITCH SHOWS

Greenwood, Charlotte and Wilson Involved; Several Shows Affected

NEW YORK — Contract time in Dixie is producing the most active pre-convention flurry of bookings in many years. A host of fair contracts have changed hands in the Carolinas as agents and owners have crossed tracks on the highways.

Among the more significant changes are the fairs in Greenwood, S. C., and Charlotte and Wilson, N. C. Also going to new shows are the Rock Hill, S. C., and Durham, Statesville and High Point, N. C., fairs.

Charlotte's New Mecklenburg Fair, running for the first time in 1960, featured the World of Mirth Shows. Next year an earlier week will be employed, Manager R. C. McCarter reports, and Celin & Wilson Shows has the contract. The fair will run the week of October 2, conveniently breaking the C.&W. move from Richmond, Va., and Spartanburg, S. C. On Friday, October 6, all schools will close for a teachers' convention, he said.

The James E. Strates Shows will play Greenwood, S. C., which has been on the C.&W. route for eight seasons. It also has Rock Hill, S. C., booked for the late week after Raleigh. In so doing, it vacated the fair in Athens, Ga., for which several shows are competing. Greenwood had advanced its dates to stay ahead of Anderson, the World of Mirth fair only 40 miles away, and the move brought it into conflict with C.&W.'s major date, Richmond's Virginia State Fair.

Strates thus picks up a conveniently located date, going from Greenville, S. C., to Greenwood (only 50 miles), thence to Shelby, N. C. (90 miles).

Page Wins Wilson, Durham Page Combined Shows has signed Wilson and Durham, N. C. Wilson is a key truck show spot played for several years by Prell's Broadway Shows, and acquired by Roland Page a month ago. He and his father, Bill Page, are native to Wilson but never played the fair before. Durham has been played by Penn Premier.

Page has its 1961 Southern route well-developed. Bedford, Va., breaking the jump from New York State to the South, will be succeeded by a stronger spot, Bill Page said. Besides the Carolina fairs he listed five others, four of them in Georgia. The show will be in Dothan, Ala., and Newman, Americus, Tifton and Brunswick, Ga.

Both Statesville and High Point were added recently by Ross Manning Shows. Several major spots have been retained, the World of Mirth signing Anderson and Columbia, S. C., and Amusements of America retaining Charleston, S. C. Bob Scarborough, fair manager, reported excellent results all down the line for Charleston. The agreement for 1961 includes paying of the midway, both parties sharing the cost.

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CONCESSIONAIRES

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ATTENTION
CARNIVAL AND THRILL SHOWS
the
Indiana State Fair

will receive and consider proposals December 8 for the 1961 Indiana State Fair, August 29 through September 7 (tentative dates). The meetings will be the administration building, state fairgrounds, Indianapolis, with carnival proposals beginning at 9:00 a.m. CST, and thrill show proposals at 1:00 p.m. CST.

ALL THOSE CONTEMPLATING APPEARING TO BID ON ANY OF THE ABOVE

Notify on or before December 5, 1960

Earl J. Bailey, Secretary-Manager

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SURPLUS EQUIPMENT FOR SALE

1 new Octopus, fluorescent lighting, with tractor and trailer. 1 Merry Mixer, fluorescent lighting, with tractor and trailer. 1 Tilt-a-Whirl, A-1 condition, complete with 2 trucks and 2 trailers. 1 Schiff, Hi-Road model, Roller Coaster, with 7½ hp. electric motor, complete with transportation. 1 Allan Herschell, two-abreast Merry-Go-Round, complete with transportation. 1 King Combination kid ride. 1 King Flying Saucer kid ride. 1 King Pony Cart kid ride. 1 King Airplane kid ride. 2 trucks and trailers to haul the above kid rides. 1 10-car Dodgem in A-1 con-

dition (a beautiful ride) complete with 2 trucks and 2 trailers. 1 Dark Ride mounted on two 34-ft. trailers. 1 #5 Eli Wheel, perfect condition, late model, complete with truck and trailer. 1 Transformer Wagon, with two 75 KVA transformers, complete with late model Chevrolet tractor. Several thousand feet of Ground Cable and Junction Boxes. Several late model Chevrolet V-8 Tractors. 1 39-ft. House Trailer with short Chevrolet truck to pull same (bargain).

This is all good equipment and priced right. Terms to responsible parties. If you have a good credit rating, you can buy any of the above equipment with a small down payment. All equipment stored in Arkansas. I will be at the Sherman Hotel, Chicago, from Saturday, Nov. 26, to Wednesday, Nov. 30.

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Will book Merry-Go-Round, Scrambler, Helicopter and a set of Kid Rides. Concessions all open except Popcorn and Floss, Apples. Positively no flats, gypsies or Girl Shows. All replies to

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P. O. Box 8068, Tampa 4, Fla., up to Nov. 28; Plant City, Fla., after that.

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LIST GROWING

Parker-Kean, 4 Lads Join NSA Program

NEW YORK — In its last meeting before the annual week of festivities, the National Showmen's Association was informed of additional banquet talent and fund-raising activities.

The Yearbook closed with revenues in excess of \$11,000, president Max Tubis reported.

On Wednesday night (23) in the Hotel Commodore, the banquet crowd, in excess of 650 persons according to sales reported by chairman Joe McKee, will be entertained by a typically impressive line-up of acts. Lew Parker and Betty Kean will have their comedy routine on the bill, and other acts will include the Four Lads, vocal group; Lou Nelson, and Billy Denison. Already confirmed were Conway Twitty, Maria Neglia, Johnny Nash, Jo Ann Campbell, Fran Warren, and others.

Also several shows have yet to report, the fund receipts are encouraging. James E. Strates Shows activities produced \$2,539; Amusements of America, \$1,800; World of Mirth, \$1,000; How-Reit Shows, \$1,500. O. C. Buck Shows is providing \$250 and Joe McKee's award book sales at Palisades Amusement Park brought in another \$1,045.

CLUB ACTIVITIES

Showmen's League of America

CHICAGO — First Vice-President Ed Sopenar was in the chair for the Thursday (18) meeting. Also present were Second Vice-President Lou Dufour; Bernie Mendelson, treasurer; Hank Shelby secretary, and three past presidents, Sam J. Levy, Fred H. Kressmann and Jack Duffield.

It was announced that the convention registration booth would be in operation in the lobby of the Hotel Sherman starting at 9 a.m., Sunday, November 27, with Bill Hellich in charge.

A turkey dinner for members and guests will be served in the clubrooms starting at 5 p.m. on Thanksgiving Day.

Earl Newberry, in St. Vincent's Hospital, Jacksonville, Fla., was reported feeling better. Andre Dumont ill at home. Harry Ferris confined to Hines VA Hospital, Hines, Ill.—Hank Shelby.

Ed Sopenar

• Continued from page 79

Schmidt, Harry Shore, John Sherlock, Bernard Thomas, Solie Wasserman, Ben Weiss, O. J. (Whitey) Weiss, Frank Winkley, Ralph Woody, Charles Zemater Sr., Max Brantman, Noble Case and John Campi.

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cookhouse has been here seven years
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modern, well lighted and cater to
show people. Can have grab with
cookhouse. Deposit required.

PONY RIDE

Wanted for 1961 season. Must be
under top, work with wheel and
have at least a dozen ponies.

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Wanted starting in May, 1961. Must
know bookkeeping, pay rolls, should
know how to type. Must stand rigid
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sobriety and be bondable.

DARK RIDE FLYING COASTER AND UMBRELLA RIDE PEOPLE

See me in Chicago, Hotel Sherman,
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FUNHOUSE FOR SALE

Built on Fruehauf van. Two blowers
with \$900 compressor new last year. A
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48-foot panel front. No tractor. Sacrifice
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Several DING SHOWS (all types)
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Popcorn, small Grab or Cookhouse. Any
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 Want Mug Joint, small Grab, Hanky Panks and Diggers. Out all winter. Winter privilege. Cane country.
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Carnival Routes
 • Continued from page 78
 Peter Paul Ams.: *Peter Bicio, Sanford, Fla.
 Santa Fe Expo.: *Bess Harris; Hebronville, Tex., 21-27.
 Scott's, Turner, Rides: (Hillside & E. Colonial) Orlando, Fla., 21-Jan. 1.
 Sugar State: Baldwin, La., 22-27.

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 Boldface type indicates shows with Billboard Sales Agents—including name of agent.
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Circus Routes
 Dobritch, Al: (Roberts Stadium) Evansville, Ind., 23-26.
 King Bros.: Millen, Ga., 21; Sylvania 22; Jessup 23; Waycross 24; Fitzgerald 25; Dublin 26; Live Oak, Fla., 28; Lake City 29; Crystal River 30; Dade City Dec. 1; Fort Meade 2; Punda Gorda 3. (Season ends.)
 Packs, Tom: (Aud) New Orleans, La., 21-27.
 Polack Bros.: (Morris Aud) South Bend, Ind., 25-27.
 Ringling Bros. and Barnum & Bailey: (Aud) Birmingham, Ala., 24-27.
 Sells & Gray: De Land, Fla., 24; Crescent City 25; Palatka 26; Green Cove Springs 27; Starke 28; Valdosta, Ga., 29; Quitman 30; Thomasville Dec. 1; Perry, Fla., 2; Ocala (mat) 4; Williston 5; Inverness 6.

Ice Shows
 Holiday on Ice® of 1961: (Aud) Grand Rapids, Mich., 21; (Field House) Huntington, W. Va., 22-25; (Sports Arena) Toledo, O., 26-Dec. 4; (Aud) Canton, O., 6-11.
 Ice Capades, 20th Edition: (Aud) Albuquerque, N. M., 21-27; (PNE Forum) Vancouver, B. C., Dec. 1-10; (Arena) Victoria 12-17.
 Ice Capades, 21st Edition: (War Memorial Aud) Syracuse, N. Y., 21-27; (Coliseum) Springfield, Mass., 28-Dec. 4; (War Memorial Aud) Rochester, N. Y., 6-11.
 Shipstads & Johnson's Ice Follies of 1961: (Sports Arena) Hershey, Pa., 22-Dec. 3; (Arena) New Haven, Conn., 4-11.

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AUGUST 7-12, 1961
 Will entertain proposals and bids for their midway from complete carnivals or independent ride and show operators.
 W. R. (Bill) Walker and members of the board of directors will be at the Morrison Hotel in Chicago, November 30 thru December 3.

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 We are featuring PULL-UP PUNK RACKS and also GAUCHO PULL-UP RACKS and various new games for the coming year.
 If it can be made—we will make it. We have a complete workshop to build it in.
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VISIT OUR BAZAAR With Harriet McBeath, Chairman.
INSTALLATION DINNER Sunday, Nov. 27, in Crystal Ball Room of Sherman Hotel, 6:30 p.m.

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 Want Lot Man that can lay out large show. Must have references. Want Ride Superintendent that knows all rides and can handle ride help. Year around job. Must have references. (Johnnie Hoffman, get in touch with me.) All replies
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parade of hits

FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

OUTING KIT



The one-bottle outing kit includes sandwich box, quart bottle with handled cup all in a vinyl plastic case which has a cushion shock absorber. Retail \$5.95. — American Thermos Products, Norwich, Conn.

YULE CANDLES



In cone shapes. Stand 10 3/4 inches high and are in red or green with various decorations such as berries, holly, leaves. Retail \$2 each.—Emkay Candles, Syracuse 1.

PLUSH TOYS



In four different styles. Cotton stuffed with voices. All vinyl heads. Hand painted in six colors. Heads are washable and movable. Stand 6 1/2 inches high. Retail at \$1 each.—Ace Toy, 536A Broadway, New York.

SLEIGH



Salt and pepper shakers in the sleigh. Novelty comes boxed. Retail at about \$1.25.—Lipper & Mann.

SWITCH COVERS

Decorative light switch and outlet cover plates. Have colorful inserts, clear plexiglas cover. Come mounted on bubble cards. Single toggle and duplex outlets, 59 cents each; double toggle at 89 cents.—Modern Controls Corporation, Center Line, Mich.

FIREPLACE

A simulated brick fireplace is used to display this fireplace enclosure. The actual enclosure is mounted on the fireplace with a large card on top giving the sales message. — Thermo-Rite Mfg. Co., 323 North Arlington, Akron 5, O.

PRINTER

Machine does gold stamping on stationery, greeting cards, book matches, paper napkins, playing cards. Imprints up to five lines and up to 3 1/4 inches wide. Heat controlled. Left hand or right hand operation.—Franklin Manufacturing Corporation, Norwood, Mass.

BALLOON KITS

A selection of balloons for parties. Included are animal face rack deal, balloon party kit with faces and holders, pump packs with party ideas, smaller pump packs, stretchies decoration kit, craft kit and other rack deals.—Oak Rubber Company, 223 Sycamore, Ravenna, O.

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

4 COLOR DESK SET

Popular 2" x 3" space saver desk set. Pen color denotes ink color. (Red, Blue, Black, Green.) Full length refill.

4 PENS AND HOLDER

\$33.00 gross PLUS POSTAGE #T500



THE ECONOMY PEN

\$3.00 per hundred
\$27.50 per thousand
Plus Postage #79
10 Different Colors



Top Action TWO-TONE PENS

Push button to write or retract. Chrome band and clip. Plastic refill for viewing ink. Large color variety. Standard refill.

\$6.50 gross PLUS POSTAGE

YOUR BUSINESS NAME ADDRESS & TELEPHONE

NEW! CIGARETTE PEN

All metal, looks like a real cigarette. Opens into yellow all metal pen. #675
REFILLS—\$3.50 per 100

\$20 per 100 Includes Imprint

TELEPHONE DIAL PENS

Has aluminum base and metal refill cartridge. #579D
\$14.40 gross Imprints 3¢ each

Send \$3.00 for Samples
ORDERS FILLED SAME DAY RECEIVED
SEND 25% DEPOSIT, BALANCE C.O.D., F.O.B. N. Y.

SPECIAL DISCOUNT TO CANVASSERS

PACKARD BALL PEN

Dept. 2H.
28 East 22nd Street, New York 10, N. Y.

REINDEERS w/Bow Tie & Squawker

Rubber Inflates

Bambi\$2.00
19" Deer 3.75
24" Deer 6.25
Jumbo12.00



SANTA CLAUS BALLOONS

11 Round w/Santa\$4.75 gr.
15 Tricolor w/Santa 6.50 gr.
14 Kal w/Santa 6.00 gr.
Spiral Passouts 5.25 gr.

MECHANICAL WIND UPS



Crawling Baby\$3.00 Dz.
Hopping Fur Dog w/slipper 3.00 Dz.
Boy on Bike w/bell 3.00 Dz.
Santa on Bike 3.00 Dz.
Roll-Over Cat 3.00 Dz.
Santa Merry-Go-Round 3.50 Dz.
Swiss Warblers60 Gr.

25% dep. with all orders.
FREE XMAS LIST

Also Write for Free Price List of Complete Carnival Line, Novelties, Hats, etc.

CHARLES SHEAR, Inc.

150 Park Row New York 7, N. Y.

Hottest Specialty in 28 Years

JOHN F. KENNEDY

Victory Portrait



Fabulous victory portrait of president-elect by one of America's name artists. Imprinted: John Fitzgerald Kennedy, Thirty-Fifth President of the United States. Ideal for framing, pin-up, 14"x18". Just show 'em, they're taking 'em away. Going big retail in Houston at Foley's. Your cost: \$18.00 per 100. You sell 50¢ to \$1. A beautiful item, lithographed on 80# book paper. Shipments F.O.B. Houston. Salesmen, volume distributors, crew managers.

HurMur Publishers

2240 Robinhood Houston, Texas

Help End a Home's Worst Menace — Skidding Rugs

SAF-T-BAK

NON SKID RUG BACKING

Guaranteed to prevent rugs from slipping



Every housewife will be delighted to learn of this NEW protection! It's SAF-T-BAK, a NEW liquid rubberized backing that makes it safe for anyone to walk on throw rugs over highly polished floors. Makes rugs lie flat, help prevent frayed edges. Easy to apply, stays on through repeated washings. YOU MAKE OVER 22¢ ON EVERY EASY SALE of this sensational proven product. Sell to homes, hotels, motels, offices, clubs, stores—your market is unlimited. Send \$1.00 TODAY for pint-size sample, postpaid, plus full details.

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Dept. S-12 Industrial Area Addison, Ill.

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- BULOVA
- WITTHAUER
- WALTHAM
- GRUEN
- BENRUS

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FREE with your order for 6 watches

GENUINE DIAMOND In the Rough **NECKLACE** Hand set—24 karat gold-plated chain Limited time only.

MEN'S and WOMEN'S NEW STYLE WATCHES

Special 6 for **\$39.50** | Choice Lot 6 for **\$40**

New Cases! New Faces! All Standard Brands. Rebuilt to run like new! Complete with expansion bands. 25% cash with order—balance C.O.D.

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182 S. Main St. Memphis, Tennessee

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

CHRISTMAS MERCHANDISE

22" Santa ... \$10.80 dz.
24" Reindeer .. 7.20 dz.
Dept. Store Santa 4.00 dz.

36 Ass'd. Toys only \$22 FOB.

24" Clown Doll bagged. Steif-like turn head plush. Rooted Hair Dancing Dolls. **50¢ ea.**

36 Ass'd. Toys only \$18 FOB.

Giant 36" Reindeer. Big, Big Comic Tiger. Giant 22" TV Dog. 36" Taffeta Clown Doll. **\$1.00 ea.**

24 Big, Big Toys only \$24 FOB.

Boy on Bike with Bell. Dept. Store Santa. Santa on Bike with Bell. **33¢ ea.**

60 Ass'd. Action Toys, \$20 FOB or \$36 per gross—FANTASTIC.

FREE CATALOG—1,000 New Toys—Plush, Friction, Mech. & Battery. COMMISSION REPS WANTED.

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

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BEST VALUES
BEST PRICES

"PEARL"—WHERE YOU GET THE BEST OF EVERYTHING

IF YOU ARE INTERESTED IN MEXICAN IMPORTS

Read This

ALL HAND TOOLED MEXICAN PURSES AND WALLETS ★ MEXICAN TARNISH PROOF RINGS ★ HAND PAINTED SKIRTS ★ 100% WOOL JACKETS ★ ZARAPES ★ ALL SIZES ★ MEN'S HAND TOOLED BELTS ★ IMPORTED FISHING AND HUNTING KNIVES ★ HAND TOOLED SHOES ★ THE BEST MERCHANDISE AT LOWEST PRICES ★

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P. O. Box 675 El Paso, Texas
L. B. ZEE, Owner

Any items you will not find in this ad ask for them and we WILL TRY to get them for you.

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OUR GREATEST LINE OF SENSATIONAL PROFIT MAKERS

WATCHES
PREMIUMS
PROMOTIONS
NOVELTIES
COSTUME JEWELRY

WRITE TODAY

CEL-MAX, Inc.

582 SOUTH MAIN MEMPHIS TENN.

LETTER LIST

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

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

ABC Thrill Show (Canadian Unit, Montreal)
Adair, Robert
Aldorf, James
Allen, Harold
Allen, Mary
Armstrong, Jimmy
Art, Sales
Asher, Charles
Baker, Richard
Baker, Tom L.
Barchinger, Linn
Barrett, Barry
Barth & Maier
Beardsley, Nora
Beckwith, Gerard
Bellows, Alan
Bernard, Nadine
Bible, Roy
Biddle, William J.
Boardman, Walter & Mrs.
Boothe, Dallas
Brooks, Arthur
Brown, Robert J.
Browning, Frank
Brust, Kenneth J.
Bryan, Mrs. Cathy
Burns, Wm. E.

Butera, Teresa (Tiger Lily)
Butta, Claude S.
Calella, Tony
Callari, Virginia
Carbonetto, Anthony
Carliale, George
Carter, Clayton E.
Carter, Chioe
Carter, T. J.
Choate, Billy
(Blasbee's Comedians)
Clark, F. & Mrs.
Clark, Fred
Coburn, James F.
Cole, Marian
Cook, Jack
Cooper, Stanley
Cooper, Guev
Cowan, William
Cox Jr., Charles
Crawford, Elliott
Cristiani Bros. Circus
Curtis Joseph
Cusson, Joe
Davies, Louis Edgar
Day, Charles E.
Dean, C. D. & Mrs.

Dempsey, Mrs. John
Diamella, Phil
Donchoo, Frances
Donnelly, Russell
Dunbar, Roy
Eames, Nate
Eason, Jimmie
Egelston, Mr. (Ape Show)
Evans, Mary Lee
Everidge, Wylly
Farquharson, Mrs.
Fletcher, Lennie
Flood, J. C.
Francis, Roberta
Francke, George
Frestano, Porky
Friday, John & Mrs.
Garfield, Major
Gayton Siamese Twins
Gerber, Red
Gilham, Racile
Godley, W. A.
Griffin, Billy
Griffin, Ray
Green, J. O.
Green, Ralph E. or Mary C.
Grignon, N. Connie
Gross, Charles
Hale, Zack
Hamid, Ai
Hamrick Howard
Hatfield, Carl James
Holdbrook, Speck
Homan, Steve & Mrs.
Howard, John & Molly
Hockenberry, Robert
Horowitz, Eddie
Ivan, Johnny
Joseph Esq., Herman
Kats, Harry
Klein Jerry
(or Kline)
Kilts, Harry
Kunz, Mrs. Martha
La Pearl, Jack
Lake, George (Trio)
Lane, Sherri
Leahy, Buck
Lee, Betty
Lee, Tom
Lento, Tony
Lester, Mrs. Harold
Levy, Martin
Lewis, Joe
Lunde, Russell

McAllen, George & Mrs.
McDermott, Dee D.
McKelvey Ed
McLean, Buck
McLester, William
Mack, William
Mace, Herbert
Mack, Earl
Mack, LeRoy E.
Manley, H. A.
Marcus, Helen
Markham, Jack
Meador, J. Patrick
Mearns, Thomas
Meggs, Joe
Middleton, Col. O.
(Zooland Exhibit)
Miller, Paul A.
Miller, Walter
Mitchell, Miller
Mitlow, Sam
Moon, Myna
Moore, P. F.
Monroe, George
Moran, Billy
Moran, Mrs. Evie
Motola, Spotsie
Murray, Edward
Murray, Joseph
Murray, Patricia
Murray, Joe & Mrs.
Nelson, Jim
Nelson, Mitchell
Nichols Jr., William
A. (Romeo)
Nicolini, Juan
Nolan, Mrs. Eileen
Nubson, Ted
O'Leary, Betty
Palmatier G. Richard
Parker, Tom
(Theatrical Ent.)
Parrish, Dale
Pates, Michael P.
Patterson, Mrs. Pat
Pease, Lou D. & Mrs.
Peppiarlo, Joseph
Phillips, Mrs. Frank
Porter, Donald
(Wall of Death)
Poore Kenneth
Prestler, Frankie
Price, Dee Robert
Price, Ella
Ristick, Louis
Ritro, Ed
Roberts, Anna Mae
Roney, Kenneth
Rupert, Dewey
Seeburg, E. W.

Sheprado, John
Shiners, John
Skinner, John
Moane, Merle (Pete)
Smaha, Tom
Smith, Mrs. Guy E.
Smith, Roland
Stairs, Bob
Stanley, Mrs. Jay
Starr, Belle
Stein, Mrs. Jack
Stepney, Sherry
Stewart, Mrs. Charles
Stover, Mrs. Maye
Stratton, Roland A.
Strickland, Myrtle
Sutton, Mrs.
Margaret
Switleshnow, Esc. Wm.
Switty, Wm.
Sylvia, Arnold
Taylor, Connie
Thompson Hope
Tobell, Allen
Todd, J. W.
Travis, Jimmie
Truesdale, Helen
Turner, Lou

Twants, Prince
Viers, Steve
Villemarie, Joseph R.
Vinson, Jack E.
Voges, Fritz
(Fat Family Show)
Vonderheide, George
Wade, Jim
Wagner, Buddy
(Auto Capades)
Wandol, John
Westbrook Harry
Buster
White, Waley
Wilcox, Wesley
Wilder, Orlin
Wilson, James R.
Williams, L. L. & Mrs.
Winfrey, Bud & Mrs.
Winkley, Frank
(Auto Racing, Inc.)
Withers, Ed T.
Wood, W. Louis
Yauts, Reno
George (Yataw?)
Young, Cary G.
Young, Roger

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

Anderson, Leslie
Barnhardt, Nathan
Davensport, Orrin
Eddington, E.
Kinnaird, E.
Levey, Sam
McDermott, H. H.
Marvel, Mr.

Marckres, MacAlister
Miller, Tom
Moore, Jersey Jack
North, R. L.
Riley, Peggy
Stern, Isaac
Wirth, Frank
Zuili, Clifford

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Allen, Henry S.
Allen, John
Allen, Robert E.
Ames Sr., Jack
Armstrong, Matt
Bea, Bonnie
Bishop, Brownie
Boseley, Lake
Bostick, White
Bouillon, Mrs. Betty
Bozza, Tom
Brink, Hagen
Brown, Robert M.
Carter, Bill
Cassandra
Clark, Fred
Cooper, Ra
Corcoran, Thomas

Costello, Billy
Curtis, Glenn
Cutler, Boots
Davis, H. T.
Davis, Larry
Del Mar, Robert
(Robb)
Deutsch, George P.
Diaz, Mrs. Kathy
Dorner, Paula
Duffy, Roy T.
Ely, Mrs. Kale
Fowellwell, Blackie
Francis, John
Crawford
Friedenheim, Morris
Glaspell, David
Good, Oran S.

TO ALL WHO USE THE LETTER LIST

The Mail Forwarding Services of The Billboard will be consolidated in the Cincinnati offices beginning with the December 4 issue.

All mail sent to the Letter List for forwarding to showmen should henceforth be addressed:

c/o Mail Forwarding Service
The Billboard Publishing Co.
2160 Patterson Street
Cincinnati 22, Ohio

Mail no longer will be held at the New York, Chicago or St. Louis offices. Mail addressed to Letter List in care of these offices will be forwarded to Cincinnati for handling.

For prompt forwarding of all mail, showmen should have their current address on file with the Mail Forwarding Service in Cincinnati.

As in the past, mail addressed to those for whom no address is on file will be published in this column for two issues only. If not claimed one week after second publication date, mail will be returned to sender.

It is expected that the concentration of this service in Cincinnati will speed communications between transient showmen and those trying to reach them by mail.

Grant, Val
Griggs, Charles
Harmon, Mrs. Wm.
(Lenora)
Harn, Daniel H.
Harris, Sonny
(Manly)
Hains, William
Hester, Robert
Hinds, Kenneth
Hopkins, Mrs. Rose
Howard, James
Martin
Howard, Johnny
Hudson, Mr. & Mrs.
Paul
Huggins, Bobbie
Humphrey, E.
Humphrey, James J.
Hunter, George
Jeffries, E. C. (Jeff)
Knight, Jenel
Lambert, Hank or Zean
Lancaster, Louie M.
Lane, Sherri
Littlefield, Norman
Long, Ray
McAllen, Mrs.

McHenry, M. F.
McGuire, John A.
McMullin, Clint
Manueto, Wm.
Matthews, Sport
Messina, Philip
Miggs, J. J.
Michael, David
Mitchell, Pat
Mohr, R. E.
Moorehead, Mr. & Mrs. C. L.
Moran, Sailor
Moreno, Geraldine
Morgan, Katherine S.
Morris, Ray
Noble, J. & Ruth
Osbourne, Walker
Pearson, Carl T.
Pierson, Don
Poleet, Steamer
Radford, Bonnell
Rhoades, Stephen
Romero, Mr. & Mrs. Rick
Rose, Louis
Smith, Jack

Skeeter
Sherman, Glenn
Donald
Stack, Dick
Star, Hedy Jo
Stevens, Grant
Taylor, Charles
Villasino, Louis T.

Watson, Oakley
Dennis
Webb, Mrs. Mary
Weise
Young, Charles
Zontini, Emma

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

Adriani, Eduardo
Ayers, Maurice C.
Ayers, Trobie
Bucher, H. C.
Chatfield, Nelson
Evans, Sam
Farrell, Joe
Farrell, Sharon

Floyd, Don & Neid
Crouch
Gibert, Jack
Lunde, Russell
Mannuzza, Thomas
Parsons, John
Turner, Lou

CHRISTMAS SPECIALS—REAL MONEY MAKERS



The New MIRACLE CROSS & CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. Assorted colored stones. This makes a beautiful and practical gift.

\$4.50 doz.

LADIES' 5-PIECE GENOVA WATCH SET

Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish.

\$6.00 complete set

\$69.00 per doz. sets

Sample Set, \$7.00



MEN'S 11-PIECE WATCH SET

Consists of yellow Goldtone Watch with metal Goldtone Expansion Band to match. Retractable Ball Point Pen & Pencil Set, Wallet, Goldtone Pocket Lighter, Cufflink & Tie Slide Set, Money Clip & embossed, hinged silk-lined box. Service Guarantee included.

\$5.85 set

\$69 Per Dozen

SAMPLE SET, \$7.00 Postpaid



7-Pc. MEN'S WATCH SET

Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Metal Gold Tone Pen and Pencil Set. Tremendous value.

2 Year Service Guarantee

\$4.50 per set

\$51.00 per doz. sets

Sample \$5.50 postpaid

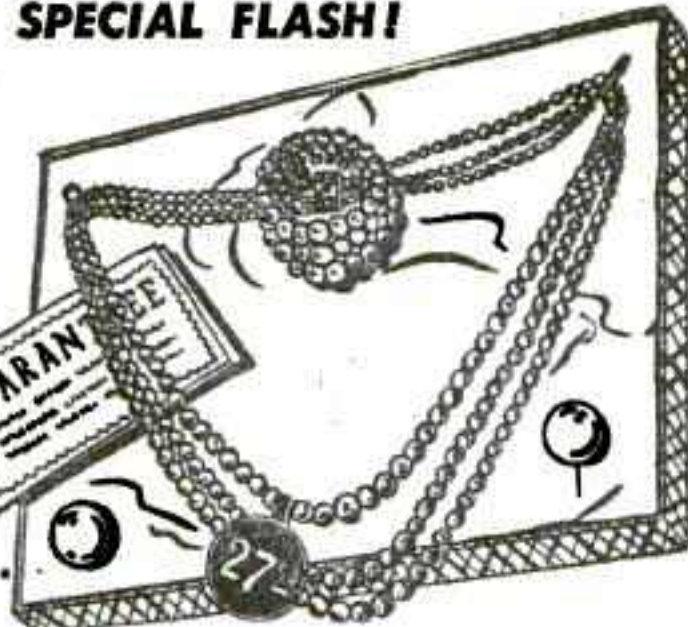


MUSICAL JEWEL BOX

4"x5"x6 3/4" — All hand painted, velvet lined with back mirror included. Key with each box.

\$3.50 each

SPECIAL FLASH!



PEARL SET, \$6.00 DOZEN

Sample Set, \$1.50 Postpaid



HARRIS SPECIAL 4-PIECE CAMEO AND BRILLIANT STONE JEWELRY SETS

Necklace, Earrings & Flexible Bracelet to match, 24 kt. gold plated. Satin lined gift box.

\$8.75 dozen

\$1.50 sample set



SANTA CLAUS AND SNOW MAN SALT & PEPPER SET

Beautiful red and white colors.

\$4.00 per dozen

— SPECIALS —

- ASST. PERFUME SPRAY \$ 5.50 Doz.
- MECH. SANTA CLAUS ON BIKE 3.00 Doz.
- MECH. DRUMMER BEAR 6.25 Doz.
- 5-PIECE SANTA CLAUS BEVERAGE SET 10.80 Doz.
- SANTA CLAUS BANKS 6.50 Doz.
- SANTA CLAUS MUGS, SET OF 4. Doz. Sets 6.50
- CHRISTMAS BELL, SALT & PEPPER SETS 4.50 Doz.
- ACROBAT MONKEY ON TRAPEZE .. 6.25 Doz.
- MECH. ICE CREAM MONKEY 6.00 Doz.
- CHRISTMAS OIL LAMP & SHADE ... 8.00 Doz.
- KISSING BRIDE & GROOM, SALT & PEPPER SETS 4.50 Doz.

25% DEPOSIT REQUIRED—MONEY OR CASH—WE SHIP SAME DAY WE RECEIVE ORDER—

WE SHIP ALL OVER THE WORLD

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CLOSEOUT SPECIAL!
MEN'S JEWELRY SET
 Cuff Links, Tie Slide, Money Clip
 Gold plated. Perfect for engraving. Attractively boxed. Reg. \$6 Doz.—NOW **\$3 DOZ.**

Send for **LATEST FREE Catalog** and information on **SPECIAL SPINDLE DEAL**

#2600AC

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WRITE FOR NEW 1961 CATALOG

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 Heart or Round Necklace on 14" chain. Nickel or gold plated **\$24.00**
 Bracelets **\$27.00 Gr.**

Men's Ladies', Girls', Boys' and Kiddie's Expansion Photo Idents from \$4.00 dz.
 Boys', Girls', Men's, Ladies' Expansion Idents from \$3.50 dz.

Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with C.O.D. orders. Includes postage with prepaid orders.

McBRIDE JEWELRY CO., 1261 BROADWAY at 31st., N. Y. 1, N.Y.
 LExington 2-6084 — 2-6072

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JUMBO GLASSES, \$5.40 Per Dz.
 Special Prices to Quantity Users

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 25% deposit With Order, Balance C.O.D. Prices F.O.B. Los Angeles.

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SLUM PLUSH

MEMPHIS TOBACCO CO. INC.
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 Special set-up for Jobbers and Wholesalers.

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PARTY FAVORS
 FOR ALL OCCASIONS
 HALLOWEEN—NEW YEAR'S ST. PATRICK'S

FREE 2 NEW 1960 ILLUS. PARTY FAVOR & DECORATION CAT.

SENSATIONAL OFFER
 = 5901—26 pc. Xmas dimen. decor. paper kit. Signs, Santa Faces, Red Bells, Trees, Tissue Santas, etc. Ideal for Stores and Home decor. Sample—\$6.30 per kit. DOZ. LOTS—\$5.25 each kit. 25% Dep., Bal. C.O.D., F.O.B. Chl.

RODIN NOVELTY CO.
 1102 W. Washington Blvd. Chicago 7, Ill. Phone: CH 3-8080

SPECIAL WATCH SALE

FREE WATCH with order of 12.

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

\$39.45

Rebuilt, guaranteed like new in BRAND NEW 1960 style cases. Expansion band included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.

SAMPLE \$7.95.
 Single Watches: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95.

Write for free catalog.

MIDWEST WATCH CO.
 5 S. WABASH AVE., CHICAGO 3, ILL.

WE MANUFACTURE

YALE SHRINE CIRCUS FEZ

Novelty Fez for all occasions. Perfectly blocked—looks like real Fez. Also Felt Pennants and Plastic Pennant Strings.

THE G. B. FELD CO.
 2256 E. 75th St. Chicago 47, Ill. Phone ESsex 5-4884

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FREE CATALOG

XMAS SALE
 Natural Royal Pastels Capri Collars
MINK STOLEES
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 ALPS ROLLOVER FIDO DOG... 3.00 dz.
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 MARX COLT PISTOLS 3.00 dz.
 CRAWLING BABY 3.00 dz.
 SANTA MERRY-GO-ROUND.. 3.25 dz.
 SWIMMING DOLLS 2.50 dz.
 SANTA CLAUS ON BIKE w/Beard 3.00 dz.
 ARTIE ACROBAT 3.00 dz.
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 BEST 19" REINDEER 3.75 dz.
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New tarnish Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliance! In Natural Gold Color—or White!

1/2 Ct. Sim. Diamond **\$7.20**
 Gr. Min. order 1 Gross
 Also same ring in 1 Ct. center. **\$9.00**
 Gr.

Complete line of other tarnish proof rings including birthstones!

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THE BEST QUALITY
 Well constructed, air tight double seam.
 19" \$ 3.75 doz.
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Rubber Reindeer w/ bow tie & squawker
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 19" 4.80
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Santa on Bike Dz. \$3.00
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Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

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MONEY-MAKING OPPORTUNITY IN FAST-GROWING market selling attractive outdoor advertising Pennants. Write: Radder Products, Box 31, Colvin Station, Syracuse 5, New York.

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ALIVE CHAMELEONS, THE KIND THAT change color, \$9 per hundred prepaid. Louisiana Biological Center, Box 336, Norco, Louisiana. no21

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COMMERCIAL FISHING LAKE AND BRICK constructed Drive-In Restaurant for sale. Lake is spring fed and well stocked with game fish and catfish. Has 8 acre beautifully shaded picnic grove and playground. Restaurant building only 3 years old and fully equipped with new, modern stainless steel equipment. Parking space unlimited. Will include adjoining 6 room and 2 bath brick Ranch-Type Home. If wanted. House only 3 years old. Located on heavily traveled State highway, in fast-growing community, 40 miles east of downtown Cincinnati. For further details write Box C-653, c/o The Billboard, Cincinnati 22, Ohio.

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Lighted Covers and underground Boat Ride. Florida's unusual natural attraction. 7 1/2 acres, large frontage on busy highway. A real gold mine for a promoter. Room for another attraction. \$37,500 complete or will lease.

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FOR SALE - TWO PERMANENT ROLLER Rinks fully equipped; two portable Roller Rinks Tent with or without equipment; 300 pairs Chicago rental Boat Skates, plastic wheels; 200 pairs Chicago Clamp Skates, excellent condition; 3 portable Sectional Floors, each floor 40x84. Webcor Tape Recorder. All inquiries answered. What are your needs? Champ's Roller Rinks, Armand Champa, Box 246, Springfield, Ky. Phone 336-7249.

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Porto-Bilt

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400 RUBBER MOLDS - FIGURINES, LAMPS, wall plaques, carnival, plaster, novelties. Paint spraying equipment. Illustrated catalog, 25¢ refundable. Valents, Perry, N. Y.

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AIR CALLIOPES FROM \$450 TO \$1,500; also Trailers; Air Calliopes with the steam look just out. Perry Cosatt Sr., Danville, Ill. Phone: HI 2-5245.

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FREE CATALOG

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E1-Tailored E/rqs, ass't. Gr. 18.00
E2-Stone & Pearl E/rqs, ass't. Gr. 21.00
E130-Rhinestone E/rqs, ass't. Gr. 30.00
O1-Odd Lot Brace & Neckls. Gr. 15.00

Samples Regular Price 25% Deposit Balance C.O.D

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

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ORIGINAL MILLS VILOANO-VIRTUOSO Manuals. Actual reprints, clean and new, with drawing instructions for repair and operation. Not photostats. Write: The Old Collector, 2323 Arthur St., Eugene, Ore.

Costumes, Uniforms, Wardrobes

CLOWN COSTUMES

Custom Made Quality fabrics and workmanship. Priced right. AGENTS WANTED.

ROBERT I. EHRLICHMAN

5218-B Schuyler St. Philadelphia 44, Pa.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn. 120 S. Halsted, Chicago, Ill. de26

For Sale-Secondhand Show Property

ADULT AND KIDDIE RIDES FOR SALE-Garbrick 36 ft. Wheel, Roll-A-Whirl, King Kiddie Wheel, Coaster and Rocket Swing Ride. P&J Amusements, P. O. Box 45, Mansillon, Ohio. de5

ARROW 20-HORSE CAROUSEL. ARROW Auto Ride, both in excellent condition. L. W. Dickson, 5909 Ayalia Ave., Oakland 9, California.

COLORFUL OLD CIRCUS HERALDS (HAND bills). 12 as new condition, \$15; 6 for \$8.75. Old-time melodramas: Uncle Tom's Cabin, Ten Nights in Barroom, Minstrel Magic. 12. \$17.50; samples, \$2 each. Special 50 fancy Circus Comps in lithograph colors, \$8.50. 12 handsome old Circus Letterheads, \$18.50. Combination deal, \$22.40. P. McClintock, Box 891, Franklin, Pa.

FOR SALE or TRADE

on Roll-o-Plane or interested in buying Roll-o-Plane. Sensational new Whirl-E-Bird ride. Similar to Scrambler. Capacity 32 adults or 50 kids. Trailer mounted. One-man one-hour setting-up time. All fluorescent lights. Reason, have two.

Write: BOX 848 Kimball, Nebr.

FOR SALE-ROLLER COASTER, LOW MODEL Schiff Road Roller Coaster, with truck, \$3,500. E. Campbell, 4329 Ravenwood, St. Louis 20, Mo. (EVergreen 3-7307.) de5

FOR SALE

- Spiffire (no planes).....\$3,250
Bisch-Rocco Flying Scooter... 4,500
Super Roll-O-Plane..... 2,750
1950 Chev and 30 ft. Trailer.. 650
Long Range Gallery..... 1,250
No. 146 Wurlitzer Band Organ 1,250
11 Junior Tractors.....ea. 150

DON McELHINNY

Box 207 Marion, Iowa Phone: DR 7-2885

FOR SALE - #5 FERRIS WHEEL WITH tractor and trailer, all in good operating shape, \$3,300. Frank Dickerson, Box 221, Orange Lake, Fla.

GOOD USED PUSH POLE TENTS FOR SALE. All sizes, write for complete list. Eureka Tent & Awning Co., Inc., P. O. Box 966, Binghamton, N. Y. ch-1fn

LIST YOUR RIDES FREE. SELL, SWAP, trade one or two Houses, income property, located Two Harbors, Minn., for Ride equal to \$5,000. Have new, beautiful Railroad in Texas, Golf Courses, Kid Rides. Free list. Young's Park Sales, 714 4th Ave., Two Harbors, Minn.

MERRY-GO-ROUND, LARGE, AND SMALL Allan Herschell Kiddie Auto, Wheel, Swan, etc. Must sell. Take any offer. Osborne 88698, 434 Gifford Rd., No. Westport, Mass.

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YOUR AD

if you use a

DISPLAY

CLASSIFIED AD

RATE ONLY \$14 per inch

SELL OR TRADE-32 FT. TWO-ABREAST Merry-Go-Round, Little Dipper, Kid Wheel, trailer mounted, Kid Wheel, kids teenagers. Percell, Phone 2-4010, South Williamsport, Pa.

SPILLMAN THREE-ABREAST MERRY-GO-Round, located in amusement park. Needs repairs. First reasonable cash offer takes it. Other major Rides. Attention, Curley Reynolds. Write Box 1339, c/o Billboard Pub. Co., St. Louis, Mo. no28

TRAINS - ALL SIZES, GAUGES, TYPES; new used, custom built. Photos, details, \$1 bill (refundable) Miniature Trains, 33-B Winthrop, Rehoboth, Mass. no21

USED SHOOTING GALLERY TARGETS. Rifles. Used Distortion Mirrors, used Goat Carts, old-time Fire Fighting Equipment. Adventure Village, Pleasantville, New Jersey.

WILD MOUSE, 50X90, \$15,000; ROADWAY Ride, \$3,000; Sky Fighter, \$3,500. All in excellent condition. Playtown Park, Morton, Pa. KI 3-3051.

75' METAL BANNER LINE, KIDDIE ROCK-er Ride, truck-mounted Grind Show, Mechanical Show with 40' panel front with transportation. Not Junk. Joe York, Box 177, St. Marks, Fla.

4,000 FOLDING CHAIRS, STADIUM CHAIRS, Tables, Theater Chairs, Lockers, Bleachers, Tents, Playground Equipment. Lone Star Seating, Box 1734, Dallas 1, Tex.

35MM SOUND PROJECTOR, FEATURES. \$10 each; Shorts, Cartoons, Trapeze Rigging. List, 4¢ stamp. Carl Borsse, 1501 South 13th, Sheboygan, Wis.

Help Wanted

HELP WANTED: EXPERIENCED SEWING Machine Operators needed to work large department store in Miami. Prefer couple close to source of operation. Al A. Crane Company, 3038 North Federal Highway, Fort Lauderdale, Fla. Logan 4-5254. Rush answer.

SEVERAL EXPERIENCED MAGICIANS wanted to conduct horror shows. We furnish everything. Year-round work guaranteed. Percentage. Also want few assistants to learn the trade. Send all information in first letter with references. Kara-Kum, 7460 Hollywood Blvd., Hollywood 46, California. no21

Instruction and Schools

PAINTING AND DRAWING MADE EASY - 15 original reproductions trees, landscapes for student copying, with instructions. \$1. Reagan Art, 1919 Lawrence, Houston 8, Tex.

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. fe13

THOUSANDS EARN MONEY - MOST COMPLETE Coin and Card Tricks Outfit, \$1. No skill; mystifying; guaranteed. Scinta, 22790 Rausch, East Detroit, Mich.

3,000 TRICKS - POCKET, PARLOR, STAGE; also Mentalism, Spiritualism, Books. World's finest Magic Catalog (408 pages), \$2.50. Kanter's, B-1311 Walnut, Philadelphia 7, Pa.

Miscellaneous

FAMOUS COLE CIRCUS NINETEEN SIXTY route and program now ready, one dollar. Ted La Velda, 200 W. Clayton, Hugo, Okla.

MASKS, PROPERTIES - DECORATIVE papier mache to order. Mid-City Studios, Wondet Lake, Ill. no28

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\$100 REWARD - RETURN OF TOY MAN-chester 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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TRAVEL TRAILERS - DESIGNED AND built to your specifications. Order now for spring delivery. Send your requirements for free analysis. Joslin Bros., Box 3, Adrian, Mich.

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PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames; everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

Ponies

PURE BRED SHETLAND PONIES - HOME of pure white Shetlands, matched pairs, drills, hitches. Can always get replacements, match up twelve head. We cater especially to show trade. Fred Wilmot, Richards, Mo.

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NAME AND ADDRESS STICKERS: NEAT, fast, deluxe style; each sticker is red, white and blue, 250 #1. John's, Box 421, York 22, Pa.

200 8 1/2 X 11 LETTERHEADS, 200 8 1/2 ENvelopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing Michigan. de5

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MAGAZINE MEN, CREW MANAGERS AND experienced Boys and Girls. Work U.S.A. and all foreign territory. Top commission plus \$1,000 bonus, plus new air-conditioned Cadillac. Contests galore. See phone or write Mark Steele, Hotel Claridge, 160 W. 44th, New York.

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

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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, 135 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-1fn

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TATTOOING-I WILL TEACH YOU THIS profitable, fascinating business. Illustrated information, \$1. Zeis School of Tattooing, 728-A Leslie, Rockford, Ill. np

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INTERESTED IN PURCHASING 25 TO SEVERAL hundred used Oak 10¢ Vendors. Write Florida Vendors, 921 Volusia Ave., Daytona Beach, Fla., or Phone CL 38106 immediately.

OLD-TIME COIN ROLLING SOUVENIR Machines, Dies, or quantity of Rolled Coins. Must be in working order. Send description and price. J. Gill, Building 24, Port Newark, New Jersey. no28

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

DANCE TROUPE-AUTHENTIC SPANISH, also Hawaiian. Fit any type show. Reliable. Taggart, 1602 National, Rockford, Ill. WO 42789. no28

FOR AUDITORIUMS AND ARENAS - Gigantic stage productions for gigantic grosses, best in existence. Horror, Mystery, Science Fiction and Illusion Shows from the largest producer of weird effects in the world. Units available for every Continent. Each Unit completely different with more advertising and timely "Gimmicks" than any competitor. We are growing, competitors diminishing. No misrepresentation. All as advertised in good taste. All units carry portable stages, lights, etc. Smaller units available for theaters. Write for colorful samples of advertising and information. Kara-Kum Attractions, P. O. Box 949, Hollywood 28, Calif. Telephone: Hollywood 4-1222. no28

FORMER CARNIVAL OWNER, 40 YRS' EXPERIENCE all branches, unit mgr. or assistant, bondable, lot man, capable talker any show, neat dresser, use no liquor or tobacco, reliable, dependable, no advance. Jack Scharding, 21 So. Locust Ave., Long Beach, Calif.

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DUO FEATURING JAZZ ORGAN AND drum. Sylvia Case, drum; Matt Thomas, organ. Duo and solo vocals, some comedy. Double piano, simultaneously. Case-Thomas Duo, 422 So. 10th, Newark 3, N. J. Bigelow 2-2516.

WANTED-GOOD USED MINIATURE GOLF Course Equipment and Devices. Give details and price. Meyer Cohen, 2644 Dunham Road, Utica, N. Y.

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WILL PAY \$1,000 FOR TUB-O-FUN RIDE. Jimmie Thompson, Alexandria, La., or Hotel Sherman, Chicago convention.

COIN MACHINES

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CAPSULE JEWELRY - ASSORTED EARRings, \$5 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. no28

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AUTO PHOTO, MODEL 11, PERFECT CON-dition, \$2,100 or best offer. E. H. Sperstad, Box 157, Forest Hill, La.

HAVE GOT TO CLEAR WAREHOUSE - Silver Kings, \$5.95; Model 49's, 5¢ merchandise, \$9; new Atlas Bantams, \$8.50. Over 500 machines for sale. Suncoast Vending, Inc., P. O. Box 10595, St. Petersburg, Florida. np-de5

ONE N.W. 5¢ LIKE NEW, \$12; 10 SELECT A-Vend, 8 col., Tab, new, \$9; 5 1¢ Victor Ball Gum, \$7; 5 Atlas Capsule, like new, \$9; 10 5-col. 1¢ Lawrence Nut Confection, new, \$10 each; 3 new 240-pack 30¢ Ven-Pak Cigarette Machines, mirror front, stand, \$30 each; 15 1/2 33 N.W. Ball Gum, no locks, \$3 each; 1/3 dep., bal. on del. Hurry. S. Fishbaugh, R. 5, Celina, O.

POKERINGO-10 GAMES, NEW: MAY, 1960; with drop chute knock off; finished with white birch. Perfect condition. In stock new backlist parts. James Travis, P. O. Box 206 Millville, N. J. no21

10 NORTHWESTERN 49'S, 1¢ MACHINES, very clean, \$7.50 each. Tripp Vending Service, 2010 Reaves Dr., Raleigh, N. C.

Wanted to Buy

HIGHEST PRICES PAID FOR YOUR MUTI-lated Coins. The Numismatic Bank of Fort Worth, 3925 Mattison, Fort Worth 7, Tex. de5

INTERESTED IN OBTAINING ANTIQUE Merchandise Vendors made prior to 1920 and preferably before 1900. If you know whereabouts of such equipment for sale write Box C-636, c/o Billboard, Cincinnati 22, Ohio. no21

MUSIC RECORDS ACCESSORIES

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Communications to 188 W. Randolph St., Chicago 1, Ill. NOVEMBER 21, 1960

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**VICTOR VENDING
CORPORATION**

Bulk Vending Clicks Big for Boys Town Experiment—Profit Plus Fun

By JOHN HICKS

GRAFTON, Ill.—A new entry has been made in the bulk vending industry in this area. The new operator is Boys Town of Illinois, which started in the field initially with 1,500 machines.

As a bulk operator, this charitable organization for boys earmarks all receipts for a building and maintenance program to extend its services to more youngsters. Goal of the organization is to eventually increase its operations to 20,000 machines thruout Illinois.

Under its present set-up, Boys Town is pushing Chicklet gum which is sold two pieces for a penny in 1,000 of the machines on location. The remaining 500 machines vend cashews for 5 cents. Operations of the vending machine program is under the direct supervision of Jason Koritz, chairman of the public relations committee of Boys Town of Illinois, with assistance from Koritz's son, Mark.

Locations

The machines put out by the charitable organization have been placed in all types of locations. As yet, Koritz declared: "We haven't had a chance to find out which spots bring in the best receipts in this new venture." The public relations committee head privately is a bulk operator whose Marjay Vending Company operates out of Chicago as well as other areas.

The public relations committee has been assigned the job of getting new locations for Boys Town of Illinois. In calling on location owners, they explain the purpose of the non-profit organization and ask owners to give permission for machines to be placed. A card authorizing equipment in the location is given to the owner to sign. It states: "I believe that Boys Town of Illinois is rendering a vital service to the communities of Illinois and I wish, in association with others, to contribute space for a vending machine." The card includes blocks in which the owner can mark if he wants the machine



ATTRACTIVE Boys Town stickers are placed inside the globe of all machines on the organization's route.

placed on the counter, wall bracket or floor stand.

The reverse side of the card outlines the purpose of the vending operations. It says: "A boy is waiting. Will you help? Every penny counts. To give a boy a home, an education, spiritual help and most of all a real chance. Building boys

lessens the need for mending men. The proceeds of this machine go to Boys Town of Illinois.

Donation

"Thru the donation of space, for the placing of this vending machine that vends two chicle treats (gums) for 1 cent, you will become a contributing member of Boys Town of Illinois. A decal will be furnished to place on your window stating that you are a contributing member. You are not responsible for this machine; however, it is expected that you will exercise due care of our property.

"This machine is fully covered by insurance to protect all parties concerned. Your co-operation is greatly appreciated, and an invitation is extended to you to visit with us at Boys Town of Illinois, Grafton, Ill."

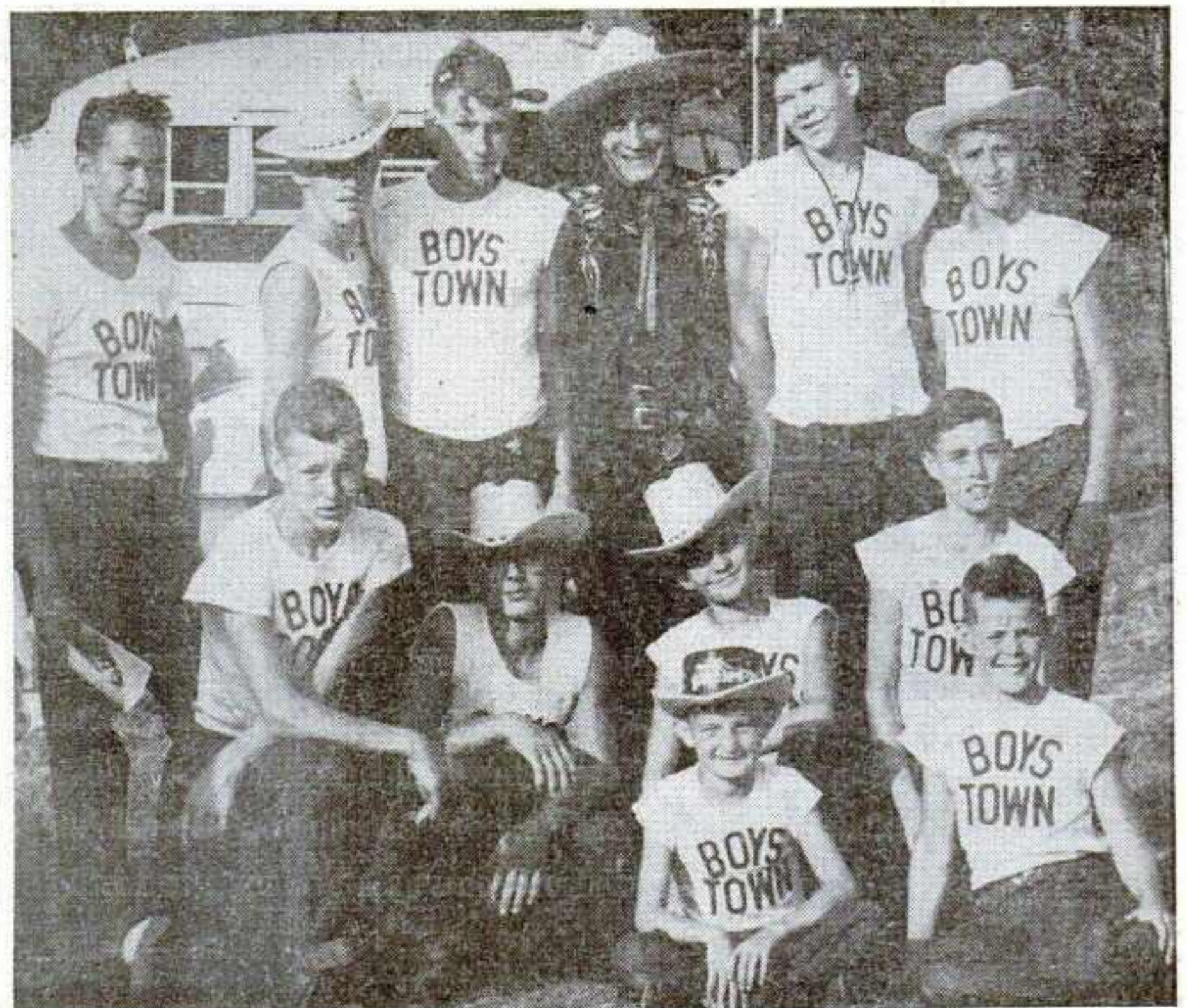
Boys Town is a natural beauty spot of 720 acres of wooded hills and farmland near Pere Marquette State Park. Boys have their own school building and living quarters provided in two other buildings. The organization has helped hundreds of boys to become good citizens.

Bulk Banter

William A. and Jane Kotcher are establishing Kotcher Vending on the east side of Detroit as a part of their program of business expansion. The pair have been in the vending business some two years, operating bulk nuts, cigarettes and candy vendors. The Kotchers, incidentally, were unfortunate to get into the business thru a blue-sky deal but managed to survive and are now planning to stick with things and grow. . . . Our apologies to Marshall Leaf, Leaf Brands exec., object of The Billboard's typographical gremlins last week. Marshall's name appeared in a jumble of print that should have

read that he was recently married to Freddie Mohr, also a Chicagoan, in Antwerp, Germany. Miss Mohr is a freelance artist. Marshall has long been an active booster of National Vendors' Association. . . . And speaking of NVA, it's congratulations to Jane Mason, also of Leaf Brands, elected to the newly created post of NVA executive secretary. Jane has for years been one of the association's hardest working supporters, getting but a fraction of the credit she deserves. The new post is a well-merited title for the job she's been unofficially doing for a long time.

(Continued on page 90)



A GROUP of Boys Town (Ill.) lads pose with the Cisco Kid (Duncan Renaldo) during a recent rodeo held in the community. The boys have pitched in enthusiastically on their latest project—a 1,500-machine bulk vending route that they hope to expand eventually to 20,000 units. The route helps finance some of the charity-supported institution's expenses.

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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.

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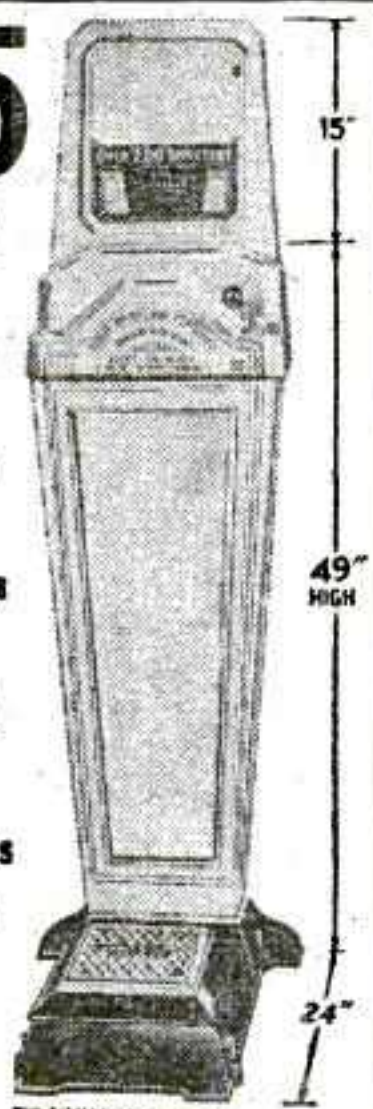
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Detroit Passes Health Code

DETROIT—Bulk operators will pay fees ranging from \$15 to \$100 under the city's new health code, passed recently. The fees are based on number of machines in the route.

Missing, however, is a commissary requirement for bulk operators that was originally contemplated by the city council but vigorously opposed by the vending industry.

Also eliminated from the final version of the health code is a dual licensing provision that would have forced bulk operators to pay a bulk vending health code license plus one or more product or restaurant inspection licensing fees.

U. S. Code

The final version of the code was modeled after the U. S. Public Health Service code, and was worked out largely under the direction of Dave Hartley, Public Health Counsel of the National Automatic Merchandising Association and Ray Trudeau, executive director of the Michigan Vendors Association.

Three categories of licensing are included in the code: (1) Fee scales for bulk vending machines, giving out "penny portions," including for instance, a nut machine giving five penny turns for a nickel. These are: 1-25 machines, \$15; 26-75, \$20; 76-150, \$25; 151-300, \$30; 301-500, \$35; 501-750, \$50; 751-1,000, \$75; over 1,000, \$100.

(2) A food products scale includes products vended for more than a penny and handled in bulk or in combination bulk and pack-

aged: 1-5 machines, \$20; 6-10, \$40; 11-20, \$60; 21-40, \$80; 41-70, \$100; 71-100, \$150; 101-200, \$200; 201-300, \$250; 301-400, \$300; 401-500, \$350; 501-600, \$400; 601-700, \$450; 701 and over, \$500.

Packaged

(3) The packaged goods fees are: 1-5 machines \$15; 6-10, \$25; 11-20, \$35; 21-40, \$45; 41-70, \$60; 71-100, \$75; 101-200, \$100; 201-300, \$150; 301-400, \$200; 401-500, \$250; 501 and over, \$300.

There is one notable exception to the code that gives a break to location-owned vending machines. Such machines are exempt from fees providing the location has not more than three machines and is already covered by some other ordinance regulating sale of products.

Biggest break for the bulk vending industry, other than the nominal scale of fees, was the elimination of a commissary requirement. Bulk operators traditionally operate from homes, basements or garages and few have a formal commissary set-up.

Dual License

Bulk industry observers feared that imposition of such a requirement would have literally regulated the bulk vending industry out of business.

The elimination of the dual licensing provision was also a major victory, as this again, would have forced many marginal operators out of business. The exact wording

of the code provides that "payment of the above fees (health code fees) shall be in lieu of fees required under any other ordinance regulating sale, manufacture, processing or preparation of foods."

The health code ordinance had been under preparation for some two years. Representatives of NAMA plus MVA, an affiliate of the former group, have constantly been meeting with city and State authorities.

The bulk vending industry, however, can claim little credit for the favorable provisions in the code. There was virtually no action by any bulk operator at either the city or State level.

A few yeoman efforts to rouse interest in the code were made by Don Mitchell, counsel for National Vendors Association, the bulk vending trade group, but in most part these met with little success. In the final analysis, NVA took little action because of its standing policy of responding only to member requests for help. None ever came.

Speaking for the major equipment vending industry, Ray Trudeau noted the code was a "good thing," and one that would protect the industry from other adverse legislation.

Trudeau also termed the code a self-policing type of legislation, where the major responsibility for sanitary operation was with the operator, but with sufficient supervision from local health authorities.

NAMA Plans West Coast Conclave

LOS ANGELES—A three-day Western Conference and Exhibit of Automatic Merchandising will be held by the National Automatic Merchandising Association at the Ambassador Hotel, here, December 2, 3 and 4, according to Ted R. Nicolay, general conference chairman.

The equipment and product showing of the latest vending machines will be accompanied by a full program of discussions and speeches under the theme "Your Key to Profit and Prestige in Vending," Nicolay said.

Exhibit hours will be from 12:30 to 5:30 p.m. on Friday (2), from noon to 5 p.m. on Saturday (3), and from 2 to 5 p.m. on Sunday (4).

Clinics

The program will include four clinics for operating companies and six presentations on special topics ranging from legislative matters to the future of vending.

A banquet, floorshow and dancing will be the climax of the conference on Sunday evening, preceded by a poolside cocktail reception.

Several thousand visitors are expected to attend from 13 Western States, according to Arch Riddell, conference committee secretary. He said no registration fee will be charged for the exhibit or programs.

Shop

The program will open with two evening clinics at 7:30 p.m. on Friday (2), said Harold A. Steuber, program committee chairman. The opening clinics are "Shop Maintenance and Sanitation Course," with Charles Mananian as moderator, and a panel discussion on "Solving Management Problems" under direction of Douglas Moore, Davidson Brothers, Inc.

Steuber said Saturday has been designated as "Servicemen's Day," and special badges will be issued to routemen and other employees who attend.

The Saturday program, from 9:30 a.m. to noon, will feature addresses by Thomas B. Hungerford, NAMA executive director; Herb Geiger, Milwaukee, vending executive and vice-president of NAMA; and a keynote address by a leading industrialist.

Other features of the Saturday morning program will be a presentation on "Bootstrap Financing" by Grant Strohm of Rudd-Melikian, Inc., and a forecast on "What You Can Expect in Your State Legislature" by Sidney S. Kallick, NAMA Western manager and counsel.

Thomas B. Donahue, NAMA president, will explain the local phases of the association's forthcoming year-long public relations campaign in connection with the

75th Anniversary of Automatic Merchandising at the morning session.

Two evening clinics also are scheduled on Saturday from 7:30 p.m. to 10:15 p.m. A "Cigarette Operator's Institute" will be chaired by Will Golden, California Cigarette Concessions, Inc., and a "Coffee Institute" will be moderated by Don Warren, Coffee Automatic Company of Los Angeles.

In addition to the Sunday exhibit, (Continued on page 95)



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1 to 4m.....\$8.75 per thou.
5m and up..... 7.75 per thou.

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MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb. vac pack fins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tullie	.61
Pistachio Nuts, Vendor's Mix	.61
Cashew, Whole	.72
Cashew Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 ct.	.47
Hershey-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.	.32
300 lb. minimum prepaid on all Rain-Blo Ball Gum	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	

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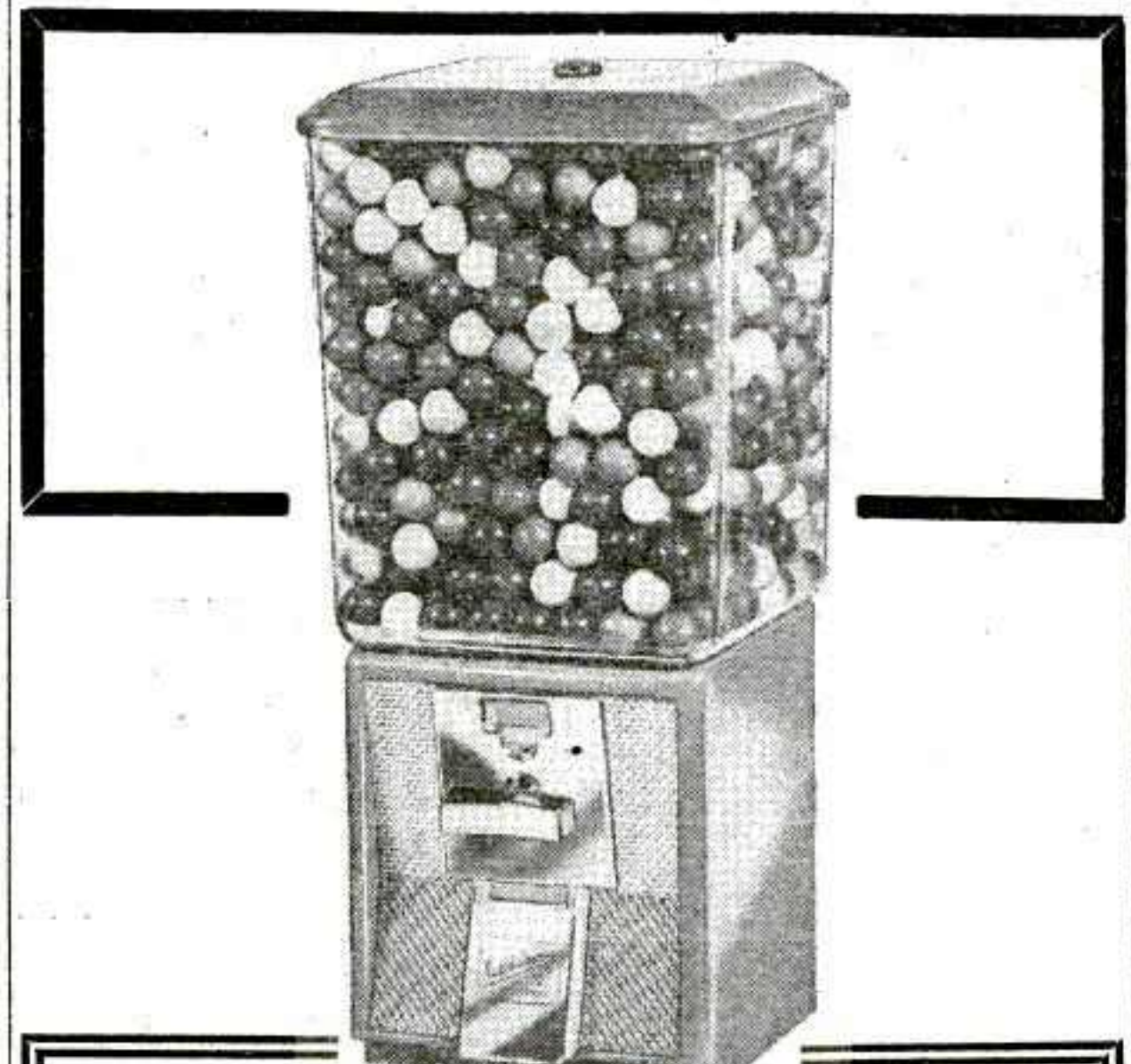
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U. S. Official Hits 'Blue Sky' Vending at Dallas Law Meet

WASHINGTON—A sharp attack against blue sky vending operations was made by U. S. Assistant Attorney General Malcolm R. Wilkey.

Speaking before a conference of the National Association of License Law Officials in Dallas, Wilkey said the prospect of getting large profits in return for small investments and no physical labor is "often irresistible."

This makes it "comparatively easy" for "swindlers" to sell vending machines "by grossly exaggerating the profits that can be realized by the sale of candy, peanuts and similar items," he said.

Locations

In addition, the "fraudulent promoters frequently capitalize further by promising to obtain

profitable locations and to repurchase the machines if the venture is unsuccessful." According to Wilkey, the promises "usually remain unfulfilled and in some instances such misrepresentations have formed the basis for a successful prosecution."

He then cited the case of the U. S. against Cutler, which was tried in the Eastern District of Missouri. Here, the victim paid \$3,000 for five machines which were worth \$150 each at wholesale. The defendants were charged with various types of misrepresentation, convicted, and sentenced to two years' imprisonment and a fine.

In a second case cited by Wilkey, the defendants pleaded guilty. Two received four-year sentences, another received three years, and the fourth a sentence of a year and a day. This case was tried in Iowa. In another Iowa case, defendants received a year and a day sentence.

The "score" in the two Iowa cases was \$300,000, Wilkey said, "with most of the hundreds of victims being elderly citizens with small incomes."

Discuss N. C. Health Code

CHARLOTTE, N.C.—State officials and representatives of the North Carolina Automatic Merchandising Association met at the city-county health center here recently (9) to discuss the State's new health regulations concerning vending machines, which will go into effect January 1.

Vending machines will now come under the watchful eye of State and local health officials. The new rules regulations will include a regular inspection system.

Don Seaver, an informed source here, commented: "The new regulations and the joint meeting of vending machine representatives and State officials reflect a growing concern among health officials and the vending machine companies themselves, over the health implications of this mushrooming business."

Sanitation experts from health departments in approximately 40 counties attended the meeting. The sanitarians will inspect the machines and the products they contain on a regular basis when the new rules go into effect.

Bulk Banter

Continued from page 88

Samuel Roy Hutchinson, who operates Hutchinson Vending, Detroit, is recovering nicely from serious injuries in a recent auto accident. Hutchinson is supervising his route from home, ably assisted by Mrs. Hutchinson. . . . Michael Garden, another Detroit veteran, operating some 34 years, says he has no plans for major expansion but is watching new location possibilities carefully. Garden says business is steady, but locations going out of business is always a problem and new locations have to be constantly added to his route. . . . Memphis operator Jimmie Wilkie, one of the South's largest operators, is a firm believer in ring charms, putting them in both penny and nickel capsule machines. Wilkie says he doesn't know the reason, but "kids love them," and the rings are a sure sales booster. . . . Two years ago Jason Koritz, Marjay Vending, St. Louis, had a brand-new nickel nut machine on location. Last week the machine showed up—but not in the most expected way. Seems an operator came in to buy a lock for a machine which he was carrying under his arm. Koritz looked, only to see his own Marjay Company decal still on the unit. Sure enough it was the same machine. Koritz says the thing was worked out amicably.

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4-column model, \$44.50
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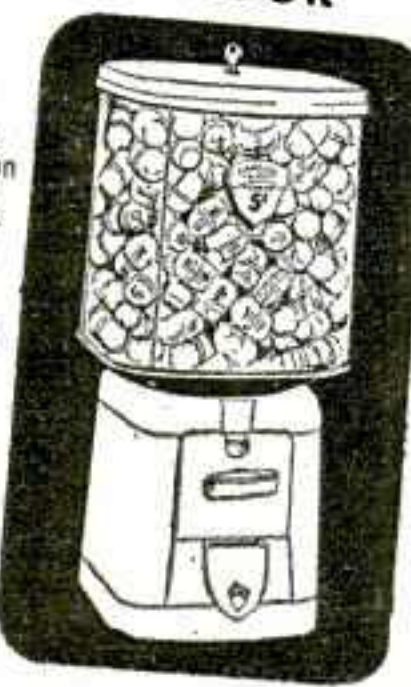
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Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

New Cabinet, Add-a-Ball On Gottlieb's 'Flipper'



Flipper

CHICAGO — Gottlieb's latest pinball entry, Flipper, features a redesigned cabinet plus a new add-

a-ball playing feature. There are no free plays, meters or buttons. Players can, however, win an unlimited number of extra balls by several scoring options.

The new design is the first major cabinet change by Gottlieb in many years. Most striking is a redesigned light-box which rests on a raised pedestal at the rear of the game instead of being mounted directly on the cabinet.

From the playing standpoint, the extra-ball feature, however, is the most spectacular. A series of playing cards running from ace to jack can be scored upon for extra balls plus added balls for total high score.

In the playing card sequence a row of top rollovers determines the card selected. The player subsequently hitting a corresponding target wins extra balls. There are also two top joker rollovers which light alternately. Hitting a lighted joker gives extra balls, as does hit-

(Continued on page 98)

RCA Enters 33 Single Field; Move Has Operator Impact

By REN GREVATT

NEW YORK — RCA Victor Records has officially entered the 33 r.p.m. single record field (see story, page one, this issue). The move has been long rumored in the record trade and it may be said, long hoped for by the Seeburg interests, prominent proponents of the use of seven-inch, 33-speed singles on juke boxes.

Since Seeburg undertook its spe-

cial "artist of the week" juke box promotion early this year, more than 20 individual record firms, including three of the big four major companies, have gone along with Seeburg in providing operators with special packs of 33-speed singles taken from specific albums, from which a reduced version of the cover was reproduced for display on the box itself. The lone holdout of the first-line companies, until now had been RCA Victor.

Altho the initial impact of the Victor release of 33 singles will first be felt at the retail level, thru a \$750,000 joint promotion with the manufacturers of Dr. West's tooth brushes, the move is expected to have a substantial influence in developing acceptance for the 33-speed record in coin phonos.

Two Versions

It is understood that all future Victor singles will be issued in both the 45 and the 33 form once the program gets under way. Some of these will be in stereo as well as monaural form. Beyond this, there is another factor which will be of interest to juke box operators. A Victor spokesman pointed out that in years past, singles at one time were not necessarily synonymous with pop, teen-styled material in its current context. In earlier days considerable material of a classical and light classical nature such as "The Blue Danube," or Chopin's "Polonaise," was also made available on singles. The company now plans to revive this practice on its slower speed 33 r.p.m. disks. Many of these, operators agree, will have an important place on boxes in many locations.

In terms of depth of repertoire and artists, the RCA Victor catalog is acknowledged to be a powerhouse, and operators are expected to give a healthy welcome

sign when Victor album selections are available in 33 form.

With AMI and Rock-Ola joining Seeburg in making 33-speed selectivity available in their new models, and the inclusion of Victor among those disk firms now on the bandwagon, traders here forecast a marked step-up of interest in programming of 33's. Some observers were frank to say that these factors can hurry the day of a one-speed record business.

Special Promotion

In the special promotion introductory program, launched in association with Dr. West's, the disk will contain four selections (Continued on page 95)

Bally Unveils New Football Themed Bingo



Touchdown

CHICAGO—Touchdown is the name of Bally's new bingo-type pinball game built around a football theme, featuring magic-numbers scoring.

The card on the backglass is divided into four areas with six numbers in each area. The areas are identified by a letter—A, B, C or D—which lights when coins are deposited. When any area is lit, each of the six numbers in the area may be shifted to any of the six positions in the area.

The magic-numbers feature is virtually a Bally trademark, with similar scoring arrangements fea-

(Continued on page 98)

COIN INDUSTRY EXECES MULL POLITICAL CHANGES

CHICAGO—Coin machine executives, like businessmen all over the nation, are trying to figure out how the new administration, which takes office in January, will affect their businesses. And, like businessmen all over the nation, nobody is quite sure.

At any rate, The Billboard has interviewed decision makers of four Chicago game and music manufacturers, and here's what they came up with.

Herb Oettinger of United Manufacturing feels that the probable lowering of the discount rate—to be followed by cheaper mortgage financing, will result in the loosening of credit. Eventually, said Oettinger, this should stimulate small business and employment, and these developments are bound to help the coin machine industry.

Art Weinand of Chicago Dynamics feels that the new regime will mean increased government spending, higher employment, and more money in the pocket of the man who patronizes coin games and juke boxes.

Weinand says that the coin machine industry has mistakenly been called a depression business. He contends that the increased economic activity is bound to help collections.

Herb Jones of Bally doesn't feel the new administration will have much effect on the coin machine industry. However, Jones guesses that increased defense spending will provide coin machine factories with extra business in government contracts and he sees a possibility of increased employment.

Ed Ratajack of AMI says that manufacturers have already anticipated an increase in the minimum wage. While coin machine producers already pay more than the proposed new minimum, he feels that any boost in the minimum could be a signal for a series of wage boosts.

However, said Ratajack, manufacturers have already explored methods of cutting production costs, and they probably could hold prices.

A lowering of interest rates probably wouldn't have too much effect on operator purchases, Ratajack said. He pointed out that interest charges have seldom discouraged an operator from buying.

However, he added, lower interest rates would spur spending, and the coin machine industry is bound to be a beneficiary of such a development.

EDITORIAL

A New Approach

Some rather startling proposals have been suggested in the story which appears directly below this editorial. The main proposal, expounded by an industry leader, concerns the role of the operator in the industry.

We do not print the story to shock our readers. We want to make it perfectly clear that the views below are not necessarily those of The Billboard.

However, we do think that any reasoned line of argument put forth by any responsible industry leader can and should be examined. And while we cannot disclose the name of the man who advocates these changes, we can assure the reader that these views would not have been published were he a man of lesser stature.

We fully expect that many of our readers will take strong exception to the solution offered. We solicit your comments, and we promise to publish them with as much emphasis as the original comment.

New Formula for Coin Trade Proposed

EDITOR'S NOTE: The following remarks were made by a responsible and highly regarded industry executive. For obvious reasons he cannot be quoted. His suggestions will probably be regarded as radical. We present them for consideration and discussion. And we invite written comments as to their merit. These comments will be published in forthcoming editions of The Billboard.

New York—The coin machine industry, as it is currently constituted, is living on borrowed time. The operator, as we know him today, cannot stay in business for an extended period.

To understand the plight of the operator, we must examine the status of the manufacturer. Manufacturing costs are going up—and they have been on a spiral for the last decade. The manufacturer must continue to raise prices—he has little control over the cost of labor and raw materials.

In the immediate pre-World War II period, the national average for the operator's weekly end was \$10 for games and slightly less for music. In the 1960's this average has gone up only slightly. With the increased cost of equipment and operating expenses, the profit margin has become razor thin. In many cases, there is no margin.

Living Habits

Probably the primary reason for collections failing to keep pace with increased costs has been the change of American living habits since the end of World War II and the failure of the industry to adjust to those changes.

We are moving from an urban to a suburban way of life. Today it is a poor family that doesn't own an automobile. The automobile, coupled with the superhighway, has been responsible for a mass exodus to the suburbs.

This movement has had a profound effect on the primary coin machine location—the tavern, otherwise known as the workingman's club. The tavern generally hasn't

followed the workingman from the city to the suburbs, and the tavern is not always welcome in the suburbs.

Effect of TV

Also, the effect of television has cut deeply into coin machine collections. The workingman who had been in the habit of quaffing a few brews at the local bar will often take a six-pack home and watch his favorite Westerns.

What can the operator do to adjust for the lag in collections? One answer would be to pay less for equipment. However, manufacturing costs are not apt to go down, and any speculation on this score is wishful thinking.

One proposed solution is a manufacturer-operator tie-in, with the manufacturer producing exclusively for a large operator combine. This is not practical, tho, as it would take tremendous runs for the manufacturer to come out ahead, and it is unlikely that a large enough operator group could be organized.

(Continued on page 97)



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
I-200 (200), 1958... 750
I-120 (120), 1958... 700
I-100M (100), 1958... 580
I-200M (200), 1959... 620
I-120 (120), 1959... 695
I-100 (100), 1959... 580
I-200 (200), 1959... 760
ROCK-OLA
1438 (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... 185
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 8/57... 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... 835
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 11/56... 250
Bowling League 7/57... 215
Crisis 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 9/55... 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... 365
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 11/58... 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 4/58... 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... \$ 560
Balls-A-Poppin 10/56... 60
Bally U.S.A. 7/58... 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 1/56... 120
Cypress Gardens 5/58... 220
Double Header 8/56... 100
Fun-Way 9/59... 425
Gay Time 6/55... 40
Gayety 4/55... 35
Key West 12/56... 70
Lotta Fun 9/59... 385
Miami Beach 8/55... 45
Miss America 1/58... 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 Duetto 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... 85
4 Register 10/56... 100
Rocket Ship 5/58... 155
Roto 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 9/58... 185
4 Score-Board 4/56... 75
2 Super Circus 9/57... 200
4 Sweet Sioux 9/59... 365
2 Toreador 6/56... 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 8/58... 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 10/56... 50
4 Gay Paree 6/57... 95
Golden Bells 9/59... 200
Gusher 9/58... 110
Hi-Hand 6/57... 100
Hot Diggity 8/56... 110
Jig Saw 12/57... 85
Kings 8/57... 75
2 Naples 9/57... 160
Perky 11/56... 75
Peter Pan 4/55... 75
2 Piccadilly 5/56... 75
4 Race-the-Clock 4/55... 50
Regatta 10/56... 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... 295
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) 3/56... 85
Criss Cross Hockey (CC) 9/58... 210
Crossfire (Wms) 3/57... 195
Davy Crockett (Genc) 10/56... 155
Deco Grandma (Deco) 8/54... 175
Deluxe Crusader (Wms) 5/59... 360
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 Roll (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) 4/56... 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) 12/56... 150
Kaye Hockey (Kaye) 58... 125
King of Swat (Wms) 5/55... 110
Kiss-O-Meter (Exhib) 12/56... 115
League Leader (Keen) 4/58... 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) 12/56... 200
Peep Barrels (Exhib) 12/56... 75
Peppy the Clown (Wms) 12/56... 135
Photomatic (Muto) 2/54... 295
Pinch Hitter (Wms) 3/59... 310
Pirate Gun (Un) 10/56... 210
Playland Rifle Gallery (CC) 8/59... 445
Polar Hunt (Un) 4/55... 180
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) 4/58... 215
Sidewalk Engineer (Wms) 4/55... 70
Sky Raider (Un) 10/58... 275
Sky Rocket (Genc) 5/55... 60
Space Age (Genc) 3/58... 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
Squalls Water Polo (Aqua) 5/57... 360
Sportsman (Keen) 11/54... 85
Star Slugger (Un) 4/56... 125
State Fair (Genc) 7/56... 180
Steam Shovel (CC) 5/56... 95
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... 125
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) 2/59... 360
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... 165
Yankee Baseball (Un) 2/58... 200

Small!
Versatile!
Attractive!

Now for the first time Music Operators, here's a small, attractive and versatile wall phonograph with all the capabilities of a standard floor model phonograph. Complete operating flexibility with 100 selections covers all varieties of customers' musical tastes, plus all-purpose stereo or monaural sound, depending on the needs of your locations.

Inside of the gleaming silver and chrome cabinet of the "100" is the industry's first and entirely new miniaturized Revolving Record Magazine designed specifically for a small compact wall phonograph. While preserving all the famous Rock-Ola dependability, the new miniaturized mechanism offers increased simplicity and fewer moving parts for faster cycling and service ease.

Plus...all these standard floor model features

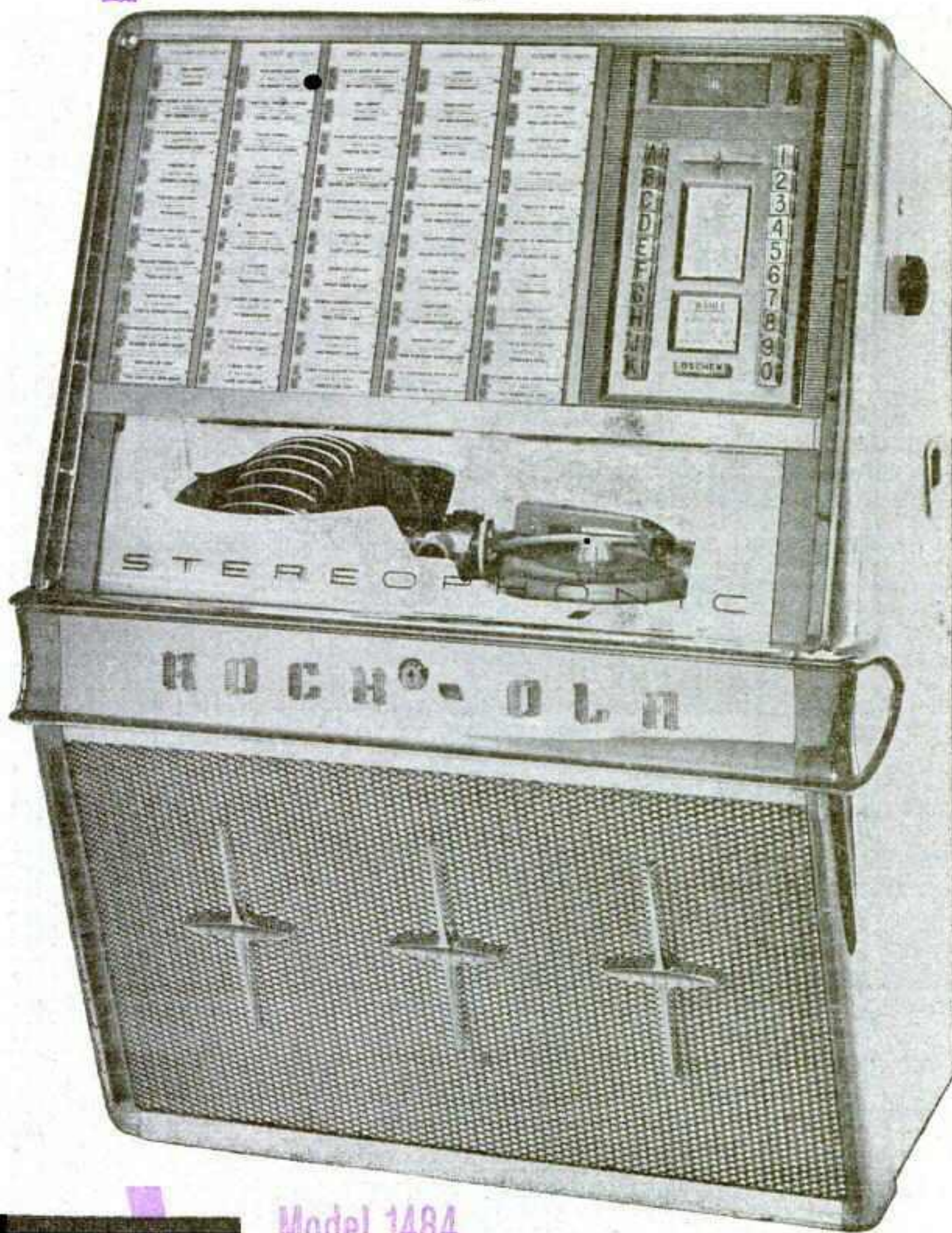
- Rock-Ola's Exclusive Dual Channel Amplifier with "Tri-Fonic" Flexibility.
- 33 1/3-45 RPM Intermix Changer for complete record Intermix in any sequence in any bank of records (Optional Equipment).
- (((Reverba-Sound)))...now true, living presence, "wall to wall" music is possible even in this small phonograph with the startling Rock-Ola (((Reverba-Sound))) (Optional Equipment).
- Positive Two Selection System provides fast, fool-proof selecting.
- New Simplified Selector eliminates electromagnetic coils for greater simplicity and dependability...and many other profit-making features like... A static stereo plug-in cartridge and snap-in diamond needle...combination "Tune-Dictator" and Popularity Meter...50¢ Slug Rejector and many more.

Stop in at your local Rock-Ola distributor today and get the full story on the all new Rock-Ola "100" wall phonograph!

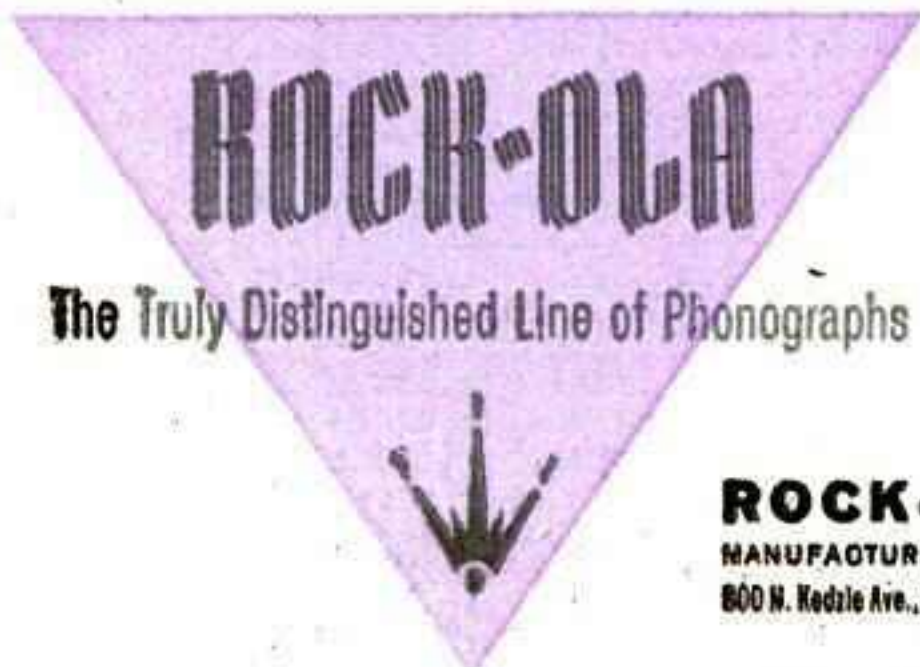
Now...another first from Rock-Ola.
The newest, most startling innovation
in Phonograph Design...the

ROCK-OLA "100"

All-Purpose Stereophonic WALL Phonograph



Model 1484



ROCK-OLA
MANUFACTURING CORP.
800 N. Kedzie Ave., Chicago 51, Ill.



Easily Serviced

For service ease two bascule type service doors conveniently open to expose entire mechanism of the "100". All parts are at eye-level for fast, economical one-man servicing.

SAYS GIRLS ARE BORED

Sheik Seeks Juke Boxes, Games for Plush Harem

GENEVA—The Sheik of Qatar has dispatched a mission to West Europe to purchase juke boxes and coin games for the ruler's harem. It is understood that the mission has orders to "buy American"—up to 35 juke boxes and 150 coin games. The Sheik became enamored of U. S. coin machines on a long holiday in Western Europe last summer.

He complained at that time that boredom in his harems (the Sheik has three spotted about Qatar) was becoming "an intolerable nuisance," as a member of the Sheikal entourage quoted the 72-year-old Emir.

Rich in Oil

Qatar boasts one of the richest oil pools in the Middle East. The Sheikdom literally is soaked in oil, but Qatar's crusty old ruler complains that the oil has been a curse from the standpoint of his harem.

"It used to be that the girls were satisfied with the plain desert life of our forebears," he is quoted. "But now with all the wealth we have thru oil everybody is only discontented. The girls no longer are satisfied with anything; they do nothing but complain about being bored and about how dull life is in Qatar."

It is disclosed that the first juke boxes were installed in Middle East harems two years ago. Apparently the experiment was successful, and the Middle East oil potentates have all turned to juke boxes and games to drive tedium from the harem.

German Orders

The Qatar sheik's order is in addition to orders given to a West German concern. The initial juke box experiment was conducted in Lebanon. There are no juke boxes in Saudi Arabia, Kuwait, Aden and Yemen, as well as Qatar.

European suppliers report that the main obstacle to the odalisque juke box boom is the matter of maintenance and repair. A Qatar source elaborated. "Of course everybody's a good bit more broad-minded these days about harems than in the old times. But still, even today, one doesn't simply barge into a harem. There is a lot of protocol involved, and this makes the servicing of coin machines very difficult, unless, of course, you simply have the entire machine removed."

The Qatar source disclosed that (Continued on page 100)

Juke Box Important Prop In 'Bus Stop' Presentation

By ALLEN M. WIDEM

HARTFORD, Conn.—Connecticut coin machine industry spokesman Abe Fish holds that participation in community public relations will aid immeasurably in casting a promising image of the industry in the eyes of opinion-making citizenry.

Fish, one of the founders and long-time president of the Music Operators of Connecticut (he is head of Hartford-based General Amusement Game Company), maintains such thinking on the local level himself, latest example of which finds the General Amusement organization volunteering use of a juke box for important display in all three scenes of William Inge's comedy-drama, "Bus Stop," as

staged by the Aetna Players, employee dramatic group of the Aetna Insurance Companies here, November 10-11.

"It is simply not enough," he said, "for anyone in this industry of ours to merely pay 'lip service' to the credo that we can improve our public relations by acting correctly within the sphere of business community. Rather, we must grasp opportunity constantly — as in the quest by an insurance company dramatic club for a juke box—and present ourselves, both as individuals and as representatives of the coin business, in the best possible light."

Prominent Mention

The Aetna Players gave prominent mention in its theater program to the loan of the juke box. In addition, the producer-director, Sal Marchese, noted the Fish gesture in an interview in the employee house organ.

Arthur W. Enslein Dies in Cincinnati

CINCINNATI—Arthur W. Enslein, 44, owner of Art's Coin Machine Company, died here Thursday (10). Requiem high mass was held at St. Martin Church, Cheviot.

Besides his coin machine interests, Enslein also owned the Cincinnati Analytic Television Company and Runck's Cafe, here. He was a member of the Loyal Order of Moose, Buckeye Tavern Association and Fraternal Order of Police. He is survived by his widow, Gladys; his parents, Mr. and Mrs. William Enslein, and a brother Vincent Enslein, all of Greater Cincinnati.

N.Y. Coin Brass Boosts Tourney

NEW YORK—Industry support was pledged to the planned New York area coin game tournament which is being organized by Harry Berger, West Side Distributing Corporation.

In a meeting at the Music Operators of New York Tuesday (15), a committee to work with Berger on the project was named. It consists of George Holtzman, Carl Pavesi and Al (Senator) Bodkin, with Teddy Blatt, coin machine legal expert, serving in an advisory capacity.

Al Denver, president of the Music Operators of New York, said that MONY will call a special meeting November 29, at which time the membership will be encouraged to support the contest. Berger will be present to answer any questions put forth by the members.

Representing MONY at last week's meeting were Al Denver, George Holtzman, Al (Senator) Bodkin, Irving Holzman, Teddy Blatt and Nash Gordon. From the Westchester Operators Guild were Carl Pavesi, Mike Tartaglia and Lou Tartaglia.

Whiskey Ban Hits Arkansas Coinmen

SEARCY, Ark.—A referendum vote carried in White County, of which Searcy is the seat, to change it from wet to dry effective January 1. This move will materially affect several operators with routes in this area.

The action is expected to affect the economy of some cafes and restaurants so that they will have to close.

Bud Strickland, Strickland Amusement Company, Bald Knob, which is in White County, said the action would mean he would "have to pick up eight or 10 machines" in Bald Knob and Searcy.

M. L. Armstrong, Armstrong Amusement Company, Brinkley, who has machines on location in White County, said he would have to do the same.

The vote to outlaw both whiskey and beer carried by a three-to-one vote. Experience in Arkansas since World War II has shown that once a county votes dry a later effort to restore it to wet never succeeded.

Westchester Op Is Dad

WHITE PLAINS, N. Y. — Ed Goldberg, board member of the Westchester Operators Guild and Mrs. Goldberg announced the birth of David Jay Goldberg at White Plains Hospital, November 4. The youngster is the second son and fourth child in the Goldberg family.

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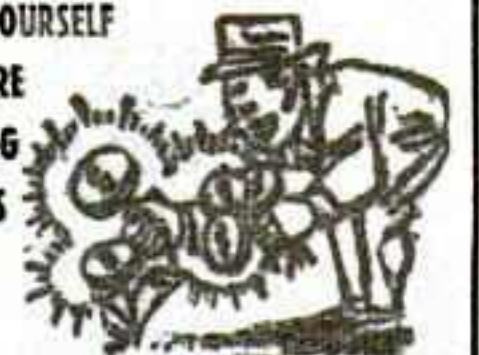
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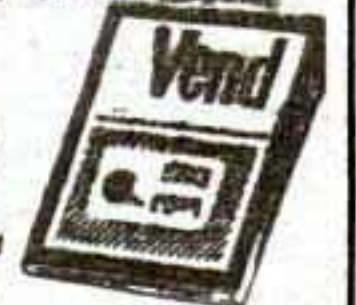
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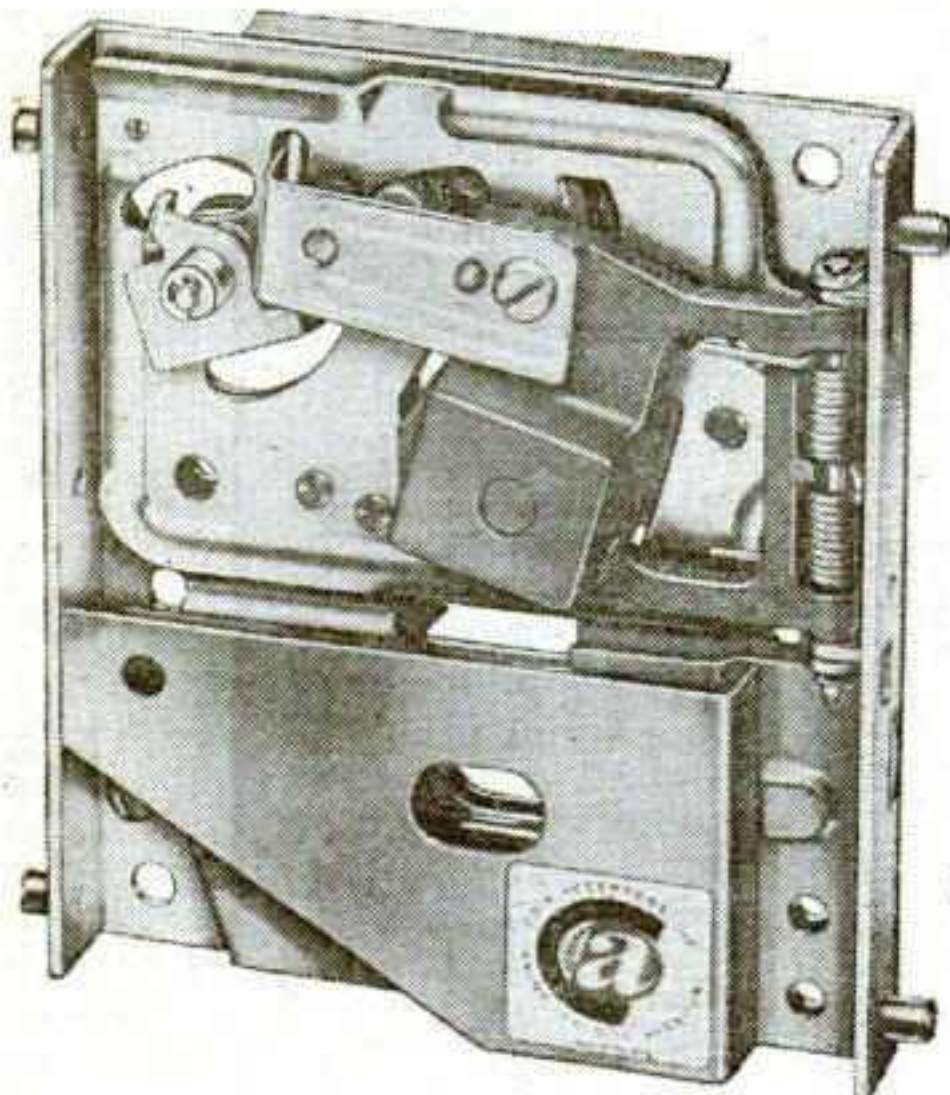


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West

LOS ANGELES ANGLES

Leonard H. Ainsworth, of Ainsworth Consolidated Industries Pty., Ltd., Sydney, Australia, spent several days in Los Angeles en route to the NAMA convention in Miami. After the convention he plans to make stops in the East and then fly to England on his return trip home. . . . Herb Bernstein, of San Diego, captured a championship in the Southwest Pacific AAU handball competitions in Las Vegas, Nev., at the invitational. He won over a field of 22.

Jack Simon, of Simon Distributing Company here, is off to Las Vegas and then on to Miami for the NAMA convention. He may also attend the National Association of Amusement Parks, Pools and Beaches convention in Chicago starting November 28. . . . Sonny Lomborg, of Simon Distributing, reports that the company's export business is holding up well. He also reported kiddie rides going well. . . . Sid Bloom, of Oak Manufacturing Company, is off to Miami for the NAMA meeting. *Sam Abbott*

Midwest

DETROIT DOINGS

The H & J Amusement Company, operated on the East Side by Joseph and Hedwig Arcilesi, is now running a route of pool tables, taking advantage of the rising popularity of this type of game. H & J operated shuffleboards for the past five years.

George P. Rambaum, formerly manager of the Lemke Coin Machine Exchange, has established his own business, the Duraclean-Durashield Service, servicing cleaning of carpets and upholstery. Rambaum is a nephew of Henry C. Lemke, a dean of the Detroit amusement and specialty vending industry. Rambaum sold out his business last year to Lorie Lodico, of the Lynn Amusement Company. Lemke himself has been in poor health but remains active.

Erwin B. Moss, head of Moss Music Company, has been busy with routine operation of route, with location problems and placement of new machines absorbing much time. *Hal Reves*

OMAHA

Edward and Cece Zorinsky, of H. Z. Vending & Sales Company, are in Mexico City on a business and pleasure two-weeker as guests of Rock-Ola Manufacturing Company.

33 Single Field

• Continued from page 91

taken from albums by Sam Cooke, Rod Lauren, Neil Sedaka and the Browns. One side will contain the four in monaural form and the other will have the same four in stereo.

In the regular releases to follow, however, the 33-speed Victor recordings will be released as a "single" or a "double." The single will have two selections and will sell at 98 cents retail, while the double will have four selections and will list at \$1.49. In the initial release about January 1, 25 disks will be issued. The 33's from Victor will be known as "Compact 33 singles" and "Compact 33 doubles," and officials of the company say they would welcome the adoption of the name "compact" by the entire industry to describe the 33 single product.

Much attention is expected to focus on the new disks via nationwide newspaper and magazine advertising now in the works.

Ops Pledge

• Continued from page 91

delivered a spiel on the 33 r.p.m. artist of the week promotion being carried on by Seeburg.

Also from New York were Irv Kempner of Runyon Sales and AMI's George Klersey. From upstate in Newark, N. Y., came John Bilotta and Bob Catlin of Bilotta Distributors, representing Wurlitzer.

Present at the dinner meeting were Guild President Jack Wilson and counsel, Lou Werner, Tom Greco, John Nuccitelli, Ed Solomon, Mac Douglass, Mrs. Gertude Browne, Mike Mulqueen, Mike and Nick Kuprych, Lester Smith, Jim (Pie) Haley, Joe Lippi, Mrs. Millier McCarthy, Mrs. Ann Koenig and Jack Roen.

Coast Conclave

• Continued from page 89

special private consultation and counseling will be available to conference visitors on legislative, public health and public relations matters that day. NAMA department heads will be on hand to discuss specific problems in those areas.

Steuber said a special program of entertainment, music and dancing will provide a highlight for conference participants on Sunday evening, beginning with a cocktail reception sponsored by exhibitor companies.

Entertaining and stimulating activities also are planned for lady guests, Nicolay announced. A special tour of movie studios followed by a "Luncheon With the Stars" at the Universal-International Studios is scheduled for Friday morning. This activity is sponsored by P. Lorillard Company.

Ladies

A guided tour of Television City and attendance at a color-TV broadcast on Saturday will be followed by a luncheon treat at the famed Farmer's Market. National Vendors, Inc., is the sponsor.

A ladies' tea on Sunday afternoon will feature a demonstration on "How to Make Christmas Decorations," Nicolay said.

Committee chairmen in addition to Nicolay, Steuber and Riddell are: William W. Dennin, promotion and arrangements; Mrs. Harold A. Steuber, ladies' hospitality; and Sidney S. Kallick, conference director.

The following are honorary chairmen of the conference: George M. Seedman, Henry Davidson, Ivan P. Wheaton Jr., and Paul F. Mercy.

Honorary vice-chairmen are: Richard A. Parina, Dewey Estey and Davre J. Davidson.

BANKRUPTCY SALE

U. S. D. C. — E. D. N. Y. Re Gibraltar Amusements Ltd. J. J. Duberstein, auctioneer, will sell at public auction on Wed., Nov. 30, 11 A.M., at 65 Albany Ave., Freeport, L. I.

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European News Briefs

Danish Juke Box Orders Up

COPENHAGEN—Danish juke box importers are increasing orders for U. S. and West German equipment to beat looming trade restrictions of the European Free Trade Association (EFTA), of which Denmark is a member. The next EFTA tariff slash of 10 per cent takes effect on December 31. At the same time the trading bloc is expected to begin the long-heralded reaction of a common tariff barrier against non-EFTA members, primarily West Germany and other European Common Market countries. Only Britain in the EFTA bloc manufactures coin machines of quality and in volume, and Britain is a secondary source of supply in relation to the U. S. and West Germany. The biggest importer here of West German equipment is the firm of Hans Ziirsen, who deals in Fanfare and Symphonic boxes, followed by Knud Petersen, the Tonomat importer. American equipment continues to dominate the Danish market. Major importers of U. S. boxes include Oscar Siesbye, Nordisk Automat Service, Jorgensen Brothers and Dansk Gramofon Automats A/S.

U. S. Imports on Rise

BRUSSELS—Fluctuations in the London gold market are expected to spur the importation of U. S. juke boxes for the European market. The big export-import firms based here and at Antwerp are building up inventories of new and used American coin-operated equipment in anticipation of price changes. The majority of importers look for prices to advance moderately on all lines of U. S. coin machines. They are speculating that the new Democratic administration will resort to mild inflation to end the U. S. business recession or downturn. Some importers anticipate substantial price advances in 1961, under stimulus of the new administration. A few pessimists feel it may be necessary for the U. S. to impose import restrictions eventually to stanch the American gold hemorrhage; if so, they speculate that the list might include coin machines. Whatever the temperature of their pessimism, all importers here of U. S. coin machines agree that prices are near rock bottom now for both used and new equipment.

Germans Push Coin Code

KIEL, West Germany—An "every member" campaign against unethical business practices has been opened by the Schleswig-Holstein coin machine operator association. The operator group, Verband des Automaten-Gewerbes Schleswig-Holstein E.V., has adopted a program making every member a watchdog of coin machine trade ethics. Machinery has been erected to receive and process complaints entered by the membership at large. Such every-member vigilance will be encouraged by frequent membership meetings devoted to discussion of trade ethics. The Schleswig-Holstein program is the outgrowth of complaints that there are too many lofty platitudes at the top echelons about ethics but insufficient police work at the operator level. The Kiel group contends that the building of a benign image for the coin machine trade must begin with the individual operator.

Royalty Equalization Sought

FRANKFURT—GEMA, the West German counterpart to ASCAP, is demanding the payment of royalties by the electronics industry on tape recorder sales. The amount proposed is 10 marks (\$2.39) per tape recorder, but many GEMA members feel this amount is ridiculously low and the industry objects that it is too high. GEMA contends that tape recorder production has spawned the mass piracy of music. It has assembled statistics relating the decline in phonograph record sales to the increase in tape recorder production. Juke box operators say it is discrimination that GEMA levies a stiff per-box royalty charge but collects nothing from tape recorder sales and the playing of radio and phonograph music in bars and cafes in competition to juke boxes. Juke box operators, furthermore, are trying to promote juke box dancing. Tape recorders compete because they are being used increasingly to provide music for home dancing parties.

Merchandises Entertainment Via Arcade

SAN FRANCISCO — Arcade entertainment must be merchandised just like any other product says Bob Gordon, owner of the big Fun Center on downtown Market Street here.

Operating for more than 12 years on the famous San Francisco shopping thoroughfare, Gordon has introduced many firsts into California Arcade operations. His Arcade, only steps away from the city's big department store, and generally in a prestige shopping area, has flourished so well that Gordon has been able to pay one of the highest rents in the nation for his space, for more than a decade.

Containing some 30 movie machines, about 25 standard amusement machines, and a dozen specialty varieties, the Fun Center is jammed thru the day and early evening, and usually has at least a fair play between midnight and dawn. Market Street, of course, is the favorite with tourists, thousands of sailors and soldiers streaming ashore from the San Francisco harbor, as well as swing-shift employees, who are on the job only a few blocks away.

Heavy Traffic

Gordon gets such heavy traffic by going out of his way to cater to his customers' whims. For one thing, he has leased concessions at the front, which include a quick-service sandwich bar, popular soft drinks, a novelties counter, etc.

Players who have only a short amount of time, to enjoy pinball competition during their lunch hour can pick up an appetizing sandwich, a glass of fruit juice, milk, cup of coffee, etc., in a few seconds time, and get right back to play.

The concession occupies a considerable amount of space, the difference in price from removing a few machines is more than made up by the extra nickels clinking into remaining machines.

Play in Comfort

Along with being open 24 hours a day, the Fun Center is one of California's most comfortable. In front of almost every pinball, bingo, digger, or amusement machine, there is a heavyweight stool, upholstered in synthetic materials, which lets the serious-minded player have some comfort, while he builds his skill. The average player stays twice as long in the Fun Center because of this convenience than was true when there was nothing but the machines to lean on.

Kept scrupulously clean, the family-circle Arcade is closed only a brief period of four hours or so per week. During that time, every inch of surface is scrubbed, polished or waxed, according to the need, while a continuous cleaning program is handled by a supervisor on duty and a part-time custodian.

One experience has taught Gordon what polishes and waxes show the longest life when applied to glass, hardwood, stainless steel, nickel, or enameled surfaces. All of them are used habitually by clean-up personnel.

Women Customers

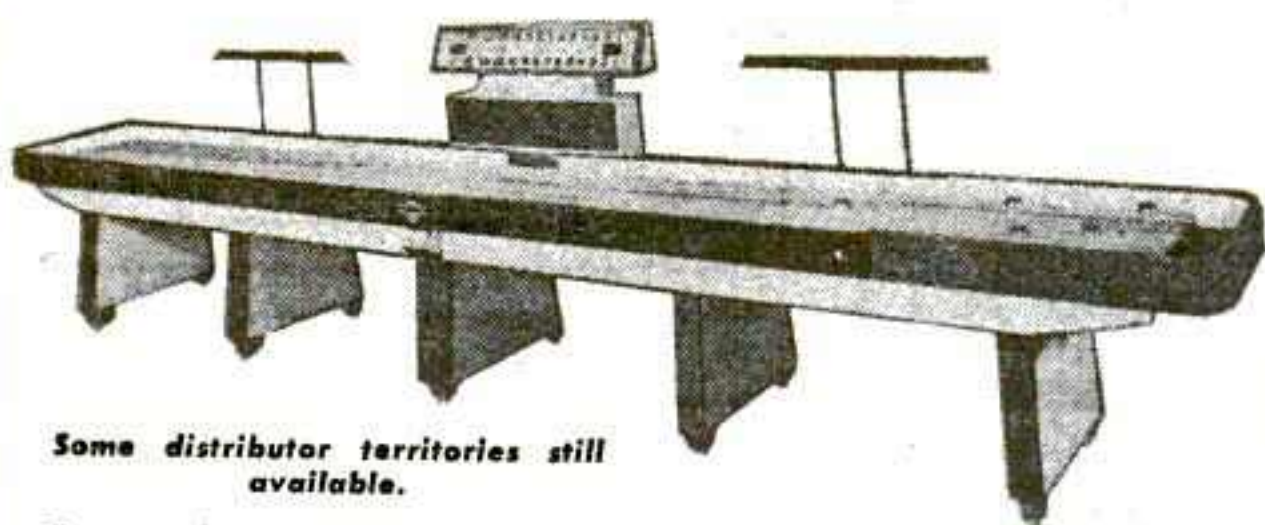
One result of this is a particularly wide ratio of women customers to men—who, in most Arcade locations, are practically non-existent.

Equipment, surprisingly, shows an earning life of more than 10 times the duration on any typical route location. Gordon gives his machines extra appeal by constantly locating them within the Arcade itself, finding that a five-ball pin game which has begun to show a drop in revenue at the right front of the shop, for example, will immediately go back to the maximum

(Continued on page 99)

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Irving Ovitz, Chi Vet, Joins Atlas

CHICAGO—Irving Ovitz, a veteran of the Windy City coin machine scene, has joined Atlas Music Company's sales force here. Ovitz will handle general sales.

Ovitz was formerly associated with Coven Distributing Company, headed by Ben Coven. He entered the coin machine field back in 1936 with Atlas. He left in 1943 to join the Army. After his service stint Ovitz was engaged in a partnership distributing Mills Novelty equipment and later headed his own jobbing outlet here. He is married and lives with his wife, Marian, on Chicago's north side.

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EDITORIAL

Fun With Figures

Everyone is having fun with figures. The political pundits are poring over the recent election results, trying to explain the events of November 8. The economists are playing with their charts to determine whether business conditions will get better or worse. And Gabriel Favoino, a columnist for the Chicago Sun-Times, has examined statistics released by The Coin-Machine Council, the industry's public relations arm, and come up with some conclusions of his own.

The statistics, as published in the November 13 issue of the Sun-Times, are these: Juke box collections were \$221,000,000 last year; coin game collections were \$225,000,000; vending machine collections were \$2,300,000,000.

To these figures, Favoino makes the following comments: "To the average industrial worker, who earns about \$4,800 yearly now, this would be the equivalent of spending \$30 a year in coin machines. It's no wonder the Wrigley Building was built with pennies, nickels and dimes".

"These dry figures are also an interesting commentary on our prosperity. Our yearly disposable income (what is left after we pay for necessities) afford us the luxury of putting almost \$3-billion a year into these slots!

"The \$446,000,000, or \$4.46 for each average worker, that went into the juke boxes, pinball and other amusement machines bought a few minutes of music, a temporary surcease from reality in games."

"It's a free country, and we can spend our money as we wish. But think of what it would mean to our nation's strength if we matched that \$3 billion each year in aid to education or scholarships, or in adequate care for the mentally ill."

"Surely, there must be some other 'disposable' income for those projects, too."

Before we say "amen" too loudly, let's examine these conclusions a little more closely. Even the most ardent advocate of the coin machine industry will not claim that the juke box and amusement game player making a great contribution to the nation's strength.

But, then again, the woman who spends an average of \$50 a year for cosmetics could also put her money to better use. And the working man who spends \$70 a year for strong drinks—well!

We would be in favor of matching the \$3 billion a year spent in coin machines for scholarships and improved mental health facilities. But what about the money spent in beauty parlors, night clubs, theaters and cocktail lounges? Shouldn't those sums too be matched?

The point is—why single out the coin machine industry?

Also, the \$3 billion figure used by Favoino covers juke boxes, games and vending machines. In fact, more than two-thirds of this total goes to merchandise venders—purveyors of food, drink and cigarettes. The fact is that if these mechanical merchants did not exist, the same amount of money would be spent over the counter.

Last year, juke box collections were \$221,000,000. We don't have the figures at hand, but we are willing to bet Mr. Favoino two Landon buttons to a good steak that more was spent in motion pictures of questionable taste.

We don't quarrel with Favoino's statement that the money could have been spent more wisely. But, as the Sun-Times columnist says, "It's a free country and we can spend our money as we wish."

Trade Formula Proposed

• Continued from page 91

Any solution based on the elimination of the distributor is a hazardous one. These distributor functions must still be carried out, and their costs must be borne.

The change then must be in the function of the operator. The operator's main role would be to service music, games and cigarettes and to program juke boxes. For these services he would receive a weekly fee from each location. Actual ownership of equipment would be in the hands of the location.

Under this new set-up, the operator wouldn't be bothered with location loans and bonuses. He would be paid for his technical skills as an equipment and programming specialist. And his income would not be subject to weekly fluctuations.

Right now, with the high cost of operating, there is little new blood in the industry. With consolidations, each year the distributor has fewer and fewer customers. With direct location sales, the new and used equipment markets would open up.

Credit Headache
 With direct location sales, the credit headache would be eased for distributors. First, the distributor would know where the equipment is. Second, he would be able to take a chattel mortgage on the location itself.

Until now, most sales to locations have been in off-brands. With the major manufacturers, thru their

distributors, selling to locations, equipment would be top quality. And with the location keeping 100 per cent of the take, the location owner would be encouraged to upgrade his equipment frequently to keep collections up and to compete with other locations.

What of the cost formula? A pinball machine would be sold to the location for \$75 more than the current operator cost, with \$25 of the extra \$75 going for a parts warrantee and the other \$50 going for a year's service contract.

Service Costs
 Service can be given for \$50 a year. One specialist, who services games for operators in a large city, charges an average of \$1 a week for service—or about \$50 per year per game. And he makes a good profit.

With distributor salesmen constantly visiting locations, the location owner would be encouraged to update his equipment much in the same manner as the owner of a new car is encouraged by Detroit to trade it in for the latest model.

The legislative power of the location owners would be considerable. While coin machine operators, distributors and manufacturers can often stop unfair legislation and aid in the repeal of archaic laws, think of what thousands of tavern and restaurant owners could accomplish in State Legislatures and city halls.

CLEAN ARCADE GAMES FOR SALE

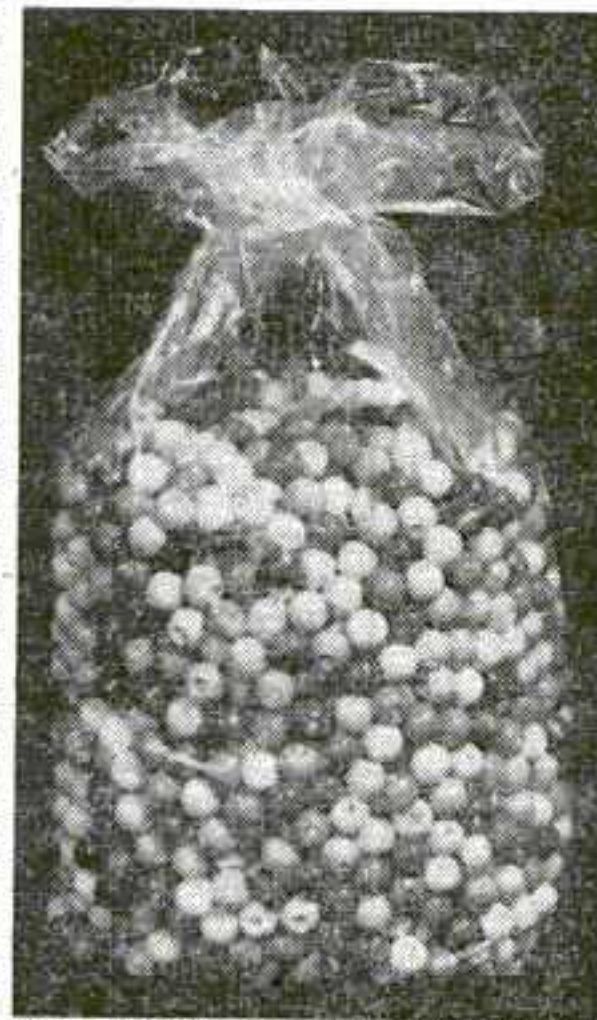
15 Bally Batting Practice	\$280
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1 Bally Jet Bowler	160
1 Genco Quarterback	55
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Mid-South Operators View New Seeburgs at Memphis

MEMPHIS — A well-organized showing of the new Seeburg phonographs for Memphis and Mid-South operators was held Sunday and Monday (13-14) by the Sammons-Pennington Company here.

Between 95 and 100 operators, some with their wives, came to the showroom from Memphis, East Arkansas, North Mississippi and West Tennessee.

Four shiny stereo and monaural models were on the floor and drew close attention from the viewers. George Sammons, president, also had on display Seeburg cigarette vending machines, cold drink venders, coffee and popcorn venders.

Sammons greeted guests, along with his partner, D. W. Pennington; Robert Goad, head of the game division; Allen Smith, in charge of vending sales, and Anna Jean Lindell, secretary, who also made photos of operators.

Sammons explained the working of the phonographs to operators and the Seeburg theory that 85 per cent of records bought in record stores today are 33 1/3 albums, that this music is not found on juke boxes and the new juke boxes are directed at a wider audience.

By that, he explained, he meant that the phonographs will play both 45 r.p.m. records and 33 1/3 singles, records taken from the 33 1/3 albums.

Sammons said operators who have had to cater to 15 per cent of the public in programming primarily rock 'n' roll for teen-agers don't have to anymore, but can aim for both that audience and the one which likes better music.

Operators also showed particular interest in the top section of the juke boxes where a sign can be put of the name of the location, giving "personalization." The top part just under this section of the phonograph provides space to feature a 33 1/3 album, with singles of the records on the box.

Sammons explained in detail to operators how the juke box plays both the 45 and 33 1/3.

Sammons said he had "very favorable response from operators at the showing. I also received a number of orders. I had more favorable comment on this phonograph than any we've ever shown and I've been showing them since 1946."

Sammons served luncheon both days. The menu was turkey, dressing, potato salad, slaw, olives, pickles, cold cuts, various cheeses, drinks.

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Danish Stand on Cash Payouts Is Explained

By **TED WOLFRAM**

COPENHAGEN — Recent publicity concerning a Danish court decision regarding the legality of payout machines has given the impression that cash payouts are common here. The case in point involved machines on a passenger ship between Denmark and Sweden.

In the above case no accounts made this clear, but that could be taken to indicate that the machines involved paid out in the usual manner, in Denmark — with "token" coins, which are exchanged, on the premises, for prizes or merchandise of moderate cost. Payments in cash are illegal. It is, however, easy to understand that a rigorous judge might consider standard brands of cigarettes, candy, cosmetics and other small articles, as being the equivalent of cash.

Judging by the casual way in which local newspapers covered this case, it can be considered as a test case instituted by the Copenhagen police, to find out exactly what authority they have in such matters. The judgment rendered indicates that this was based on the ability of the persons involved to pay, rather than the extent of their "guilt." Actually the fines were not fixed sums but daily payments of comparatively small sums, extended over some 20 days, according to ability to pay. The total sum paid by each of the three defendants was: Owner of the ship on which the payouts were operated, \$145; owner of the machines, \$348, plus confiscation of \$1,885; supervisor of the machines, \$43.50.

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- United ATLAS 345
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- C.C. CHAMPIONSHIP 245

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Gottlieb Flipper
 • Continued from page 91

ting a center target when a lighted arrow points to a selected card.

The score panel has a small space for "previous high score," enabling players to post high marks with a grease pencil.

A Gottlieb official said that Flipper had had the best test reports of any of their previous games since Humpty-Dumpty, first flipper game introduced by Gottlieb in the late '40's.

Added features include stainless steel molding on the front and side, hard chrome finish corner casting, chrome-plated door panel, legs anchored to the frame so as to reinforce the cabinet, and a new "Hard-Cote" playboard finish.

Bally Unveils
 • Continued from page 91

tured on such games as Broadway and Big Time.

Touchdown also has a four-star feature which is patterned after the familiar Bally corner scoring set-up. The game also has (1) triple-deck scoring with red, yellow and green lines scoring separately; (2) extra time, by coin play or rollover; (3) extra balls; (4) pick-a-play push-buttons,

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Fred Swan Dies at 61

FORREST CITY, Ark.—Fred Swan, owner of Swan Amusement Company, a music operator for 20 years, died last week of a heart attack. He was 61.

Swan, widely known in the music industry in the State and outside the State, was also a political force in East Arkansas with wide influence. He was a man of great generosity who gave to the poor, made loans without expecting return and never refused a church's request for money.

He collapsed and died while eating breakfast. His brother, William Swan, manager of his route, died three months ago at 55.

Swan had suffered eight heart attacks in the past five years. The last time, two years ago, he was in Baptist Hospital in Memphis for several weeks under an oxygen tent.

He was an enthusiastic hunter and fisherman. He hunted geese at Cairo, Ill., and ducks and deer in Arkansas. He fished at Kentucky Lake in Tennessee periodically and once made an expedition to Canada for trout fishing.

Swan was a bachelor until a year and a half ago. He left his wife but no children. Presumably, his widow will sell the route. Swan had phonographs at locations where Bill Poland, Poland Amusement Company, had games, and Poland is expected to operate the route temporarily.

Swan was also an expert skeet shooter and was on the State's skeet-shooting team. A number of East Arkansas operators attended the funeral Sunday (13).

Merchandises

• Continued from page 96

earning when moved to the center rear.

In combination with the appearance maintenance program, this means that there will be very few machines which are not proving their own weight, as long as they are constantly moved. Extremely popular with San Francisco players are five in-lines, located in a row along the left wall of the Arcade. Converted to single nickel play according to the national regulations, the in-lines are an exciting change from other amusement machines which San Franciscans have really welcomed enthusiastically.

Signs Help

Gordon controls his customers with bright red and white signs, extremely neat varieties, which are posted along the walls on either side of the building. Constantly renewed, the signs suggest "giving the other fellow a chance to play," ask for co-operation in maintaining quiet, point out new games which have been added to the stock, and proudly remind customers that the Arcade has been operating in the same location for 12 years.

There is very little juvenile traffic as such, altho numerous teenagers, who are too young to be admitted to San Francisco bars, make up a definitely healthy percentage of the total.

With alert attendants who keep youngsters moving out almost as soon as they enter, and a constant watch on the equipment, there has been very little rowdyism or vandalism to contend with.

Gordon continuously remodels the Fun Center from an appearance standpoint, using colorful bright yellow and red signs illuminated with the bee-hive type of electric light on a scale with the fashionable jewelry stores, department store, etc. nearby.

He has been proud of the fact that none of these have registered any complaint whatsoever over the presence of the Arcade on this section of Market Street, and that many store veterans have been numbered among his players.

Arkansas Test Case Ruling Expected Soon

By ELTON WHISENHUNT

LITTLE ROCK—A decision is expected soon in a test case in Chancery Court on whether a 1959 Arkansas statute placing heavy restrictions is unconstitutional, attorney D. D. Panich said last week.

The case, which already has been to the Arkansas Supreme Court on a preliminary matter and remanded back to Chancery Court for trial on its merits is important to the small operator, many of whom had to sell out in the past year.

The case is styled W. Jake Brown, doing business as Tia Wanna night club, and others, versus J. Orville Cheney, Commissioner of Revenues. Lawyer Panich represents Brown.

Owner Sued

The law in question is Act 120, Arkansas Acts of 1959, placing heavy restrictions on operators of coin-operated machines. Brown sued as the owner of a juke box in his night club.

He charges the law is unconstitutional in that it is arbitrary, capricious, discriminatory, confiscatory and violates the free trade section of the Arkansas Constitution and the XIV Amendment to the U. S. Constitution.

The trial on merits, held recently before Chancellor Murray O. Reed, was ordered by the Supreme Court. Lawyers for the State revenue commissioner contended the law was not unconstitutional nor any of the things Panich averred.

Briefs Filed

Attorneys on both sides filed briefs—citations of legal decisions in other cases and various authorities to support their contentions—and Chancellor Reed is expected to render his decision after reviewing these.

Panich said it is expected that whichever way Chancellor Reed rules, an appeal will be taken to the Arkansas Supreme Court. The case could go to the U. S. Supreme Court from there, if the losing side wanted to take it, because a Fed-

eral question has been raised in the case.

That is the XIV Amendment, which is:

"No State shall make or enforce any law which shall abridge the privileges or immunities of the citizens of the United States; nor shall any State deprive any person of life, liberty or property without due process of law; nor deny to any person within its jurisdiction the equal protection of the laws."

The State law in question requires the following:

Non-Resident Ban

That no one not a resident of Arkansas can operate "coin-operated amusement devices" in the State. This has been interpreted to mean both phonographs and games.

That operators of such machines must have lived in the State for one year before applying for a license to operate.

That if a corporation applies for a license (and all who operate must have a license) at least 50 per cent of the stock must be owned by an Arkansas resident.

\$250 Tax

That a \$250 tax be paid the State with the issuance of each license (this is in addition to the \$5 per machine State privilege tax, city and county taxes of \$5 each and federal tax of \$10 on each machine.)

That each person issued a license must post a \$3,000 bond to insure "faithful performance."

That each operator must pay, in addition, a 3 per cent tax on all gross revenue from his machines.

Panich contends all these stringent requirements, besides being confiscatory, violate the Arkansas Constitutional provision which guarantees free trade and enterprise.

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750 Attend EMS Affair

PHILADELPHIA—About 750 persons attended the showing of the Eastern Music System held at the George Washington Motor Lodge in nearby, historic Valley Forge.

The occasion was the Seeburg showing held in connection with its "Artist of the Week" promotion. Operators came from Eastern Pennsylvania, Southern New Jersey and Delaware.

All the firm's principals and sales force were on hand and were kept busy from 11 a.m. to 7 p.m. explaining the workings of the music machine.

The earphone tie-in seemed to attract a lot of attention.



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N. Y. Ops See New Seeburg

NEW YORK — Atlantic New York held open house for operators and industry traders here for three days this week. The partying went on in the outfit's 10th Avenue headquarters with a view to introducing to the trade Seeburg's new line of juke boxes and vending products for 1961.

One of the interesting and in the words of Atlantic head, Meyer Parkoff, "highly salable" features of the new Seeburg phonograph line is the unique gimmick for personalizing the new juke line. Across the top front panel of the new boxes in a slot wherein the name of the location can be inserted in bold and prominent letters.

Parkoff hired a photographer with a Polaroid camera to spend three days snapping pictures of visiting operators standing next to a model of the new phono, with their own names inserted in the personalized identification slot. Instead of this, some operators elected to have the names of some of their pet locations inserted for the photo. These they planned to send to the location owner to whet his appetite for the new equipment he would be getting in the future.

The photographer was busy clicking his shutter for the entire three days. During the period, Parkoff estimated that the display was attended by more than 200 operators both from the city and from out of town areas. The ops also partook of the generous spread of refreshments, of both a solid and liquid nature, provided by Parkoff and his lieutenants.

Eastern Pa. Operator Groups Join Forces

NORRISTOWN, Pa.—Two operator associations in the Eastern Pennsylvania have joined forces. The Lehigh Valley Amusement Machine Operators' Association has merged with the Eastern Pennsylvania Amusement Machine Association.

The group, which will keep the Eastern Pennsylvania name, now has about 25 members. The merger was several months in the making and was consummated only after long negotiations.

The Eastern Pennsylvania group before merging had members in Delaware, Montgomery and Bucks counties, which surround Philadelphia. The Lehigh Valley operators worked around the Allentown area, mostly in Lehigh County.

The final decision to effect the merger came about several weeks ago at a meeting at the Lehigh Valley Club. J. J. Smith Jr., president of the Eastern Pennsylvania group; Bob Miller, the secretary-treasurer, and two members of the board of directors, Sam Daub and Sam Schambri, attended the sessions.

President of the Lehigh Valley association is Archie Federman while Louis Anthony is the secretary.

Smith reported that an engineering survey is now being conducted to see what can be done to include the Lehigh Valley members in the radio communications system that the Eastern Pennsylvania operators have been using for several years.

"We hope the new members can make use of the radio," Smith said. It seems the Eastern Pennsylvania Amusement Machine Association is one of the young, growing groups of the country.

Atlas Hosts Chicago Trade To Open House

CHICAGO — Atlas Music Company introduced the new Seeburg line to Chicago area operators and guests with a gala open house held in its showrooms Saturday and Sunday (12-13). Refreshments were served, and the showrooms were gaily decorated for the occasion.

Atlas also held showings last week in Rockford, Ill., at the Faust Hotel. Other showings are set for Tuesday (22) in Rock Island, Ill., at the Fort Armstrong Hotel, and the following week in Springfield. Time and date of the Springfield showing will be announced later.

On hand from the Atlas organization for the Chicago open house were Eddie Ginsburg, Nate Feinstein, Harold Schwartz, Bill Phillips, Gene Waldman and Irv Ovitz. Representing the Seeburg factory were Bruce Jagor, Ed Claffey, Ted Burrows, Stan Jarocki and Jim Harpell.

Operators

Among operators who turned out for the event were: Sid Bleiman, John Denaro, Mack A. Brown, Willie McGee, Daniel Gaines, William Knapp, Louis Arpaia, John Samalitis, Pauline Adams, Harry Buthe, E. W. Gilbert, Melvin Jones, Pete Robinson, Roy E. Brown, Peter Wolf, George Wollridge, Sam Ward, Arthur Velasquez, Sam Greenberg, Ed Foale and Mrs. Wilmoth.

H. D. Watson, Phil Johnson, Harry Walczak, Mitchell Gienke, Marcus Adams, Terry Lee Adams, M. J. Proffitt, Rene E. Parard, Wade Perkins, Henry Lonie, Norm Dompke, Ed Holstein, E. Bruce Johnson, Ray Gallett, John Emrich, D. O. Harns, John Kakes, Ray Bandyk, John Ashal, Ray Perkins, Al Hansen, Joe Wodziak and Andy Wodziak.

Representatives of the following firms were present: Phonograph Service Company, Western Automatic Music, A & H Entertainers, Town & Country Music, Valley Music, Blackhawk Music, South Side Suppliers, Reliable Music Company, Regal Music Company, Melody Music Company and J & R Music Company.

Lee & Nordie, G & M Music Company, Frazier Music Company, E & E Amusement; Hofton, Inc.; Duenisch Music Company, B & O Music Company, Garfield Music Company, P & T Music Company, Caryl Music Company, B & B Novelty Company and the Midwest Automatic Music Company.

Brewer Music Company, Airport Music Company, A. A. Swingtime, City Wide Amusement Company, Clover Music Company, Universal Music Company, Bennetts Music Company, Blackstone Music Company, Gus & Roman Novelty Company, McGowan Bros. Music Company and J. Nomden & Sons.

Sheik Seeks

Continued from page 94

distaff help is being used to service the machines in most Middle East harems. They are trained by European technicians sent to the Middle East on specific assignment. However, in the case of Qatar, the Sheik has had a few women sent to Europe for training.

Along with the advent of the juke box in the harem, there is a boom in Arab music on phonograph records. For example, the West German firm of Electrola is offering a complete "special service" in Arabic music disks. Titles include "Scandal in the Harem" and "When the Veil Fell."

The Sheik of Qatar—Ali bin Abdullah al Thani—could support virtually alone, if he so chose, the export trade of any single Continental coin machine manufacturer. He has income of \$100,000 daily from wells producing 8 million tons of petroleum annually.

The Sheik is absolute ruler of Qatar, a peninsula jutting out into the Persian Gulf. The potential market offered by Qatar for juke boxes and coin games is suggested by the Arabian Nights—scale of the Sheik's life.

He supports, in fantastic feudal grandeur, 400 non-working sons and relatives. He maintains a \$500,000 villa on Lake Geneva with his wives and concubines. When the Sheik shops, it takes a van to collect his purchases; he buys Swiss watches by the suitcase full.

In the hills above Beirut the Sheik has an even costlier home, a summer residence which cost a cool \$1 million. To get him there from Doha, the capital of Qatar, the Sheik had a chartered airliner fly out from London at a cost of \$20,000.

There are reports that the Sheik has ordered, thru a Swiss concern, five juke boxes trimmed in solid gold and studded with precious stones.

The reports cannot be confirmed, but such an order would not be beyond the Sheik's resources—or taste: When King Saud visited the Sheik last year, he was given 60 Cadillacs, an Austin with a gold dashboard, and 10 bags of precious stones.

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AFTERMATH

Senate Probe Leads to Improved Operating Conditions in Lake Cty.

By JOSEPH KLEIN

GARY, Ind. — Unsavory conditions in the coin equipment field brought this community and adjoining areas national notoriety in June, 1959, thru highly publicized hearings before the McClellan rackets committee.

Devastatingly leading the examination of witnesses was Committee Counsel Robert F. Kennedy.

His brother, Sen. John F. Kennedy, a member of the Committee who has since been elected

to the presidency of the United States, would put in an occasional appearance, ask a question or two and then leave.

Thus the administration which will assume the responsibility of government January 20 will have retained some definite impressions of Lake County—the county in which Gary is located—in general, and of its coin machine operations, in particular.

Frank Witecki, a Gary juke box and Arcade equipment operator, was a principal witness before the committee. His testimony was memorable for its description of the competitive pressures exerted by well-heeled, well-supported but illegitimate interests in the coin-equipment business.

What about conditions today—almost a year and a half after the McClellan hearings?

Has there been an improvement as the result of that investigation?

Does the independent operator meet with less resistance from "illicit" activities?

Asked this week, Witecki answered in the affirmative.

"Racketeering influences are easier to combat because of the work of the McClellan committee," he said. "Some of the people questioned by the Committee—and some of these took the Fifth—are still in the coin machine business, but because of the Committee, they've become very leery. Now they tread softly."

Before the Committee hearings, Witecki continued, "these people" could just step in, in a manner of speaking.

It's not that easy now.

But "these people" still retain certain great advantages, Witecki added.

"Moneywise," he explained, "to get desirable stops, they have the money with which to make loans and even outright cash payments. And that's hard to beat."

Witecki was asked as to whether he had ever been threatened for his testimony before the Committee.

"Never," Witecki answered. "Not once. The worst I ever got for it was when some competitors would tell a location owner that 'Witecki is the guy who went to Washington and had your pins thrown out.'"

The Lake County probe was triggered by the exposure of an alleged conspiracy to destroy Local 1 of the Automatic Equipment and Coin Machine Operators Union, headquartered in Gary. Because it was created to study improper labor-management relations, the Committee found it necessary to use the Union issue as the basis of its inquiry.

Members of the union, of which Witecki was one, charged that the Union collapsed under underworld pressure.

But, tho dormant, the Union still exists. Records in the office of the Indiana Secretary of State show that the organization was incorporated in 1946. No record of its dissolution has ever been entered.

John Testo, the Union's national organizer and founder who was also a major witness at the 1959 McClellan hearings, now lives in retirement in Gary.

A report that the Union would be brought to life remained unconfirmed this week.

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Beginning with the January 9 issue, you'll see a new Billboard—a Billboard as new and bright as the New Year itself.

The first thing you'll notice is the cleaner, fresher, brighter look. But then, as you move through its pages, you'll see an editorial consistency in the form of pin-pointed services that stick really close to your business interests—closer than has ever before been possible in The Billboard.

For the new Billboard—now labeled Billboard Music Week—is exclusively for and about people who work at the business of

making, buying, promoting or selling music and records . . . and the home entertainment and coin-operated equipment on which they are played.

A whole host of reader-advertiser benefits—the result of more than 6 months of preparatory work—will herald this important move. Check the inside pages of this folder for a broad view of what's ahead beginning January 9 in Billboard Music Week . . . the new Billboard for Music-Phone Merchandising . . . for Radio-TV Programming . . . for Juke Box-Game Operating.

* Billboard's Outdoor Show News department will combine with its monthly publication, Funspot, and move into a separate 8½x11 publication of its own.

What's New about the new Billboard:

BILLBOARD MUSIC WEEK

Better Printing on Cleaner, Whiter Newsprint

Blacks will print blacker, whites whiter, and halftones cleaner (with the same 55-65 halftone screen as in the past). All in all, there will be a new, livelier crispness to your new Billboard—a fresher, more inviting look that's sure to add an extra degree of believability and buying enthusiasm to Billboard's Music Week's editorial and advertising pages.

Later News, Reviews, Charts and Price Lists

Improved deadlines resulting from the change will enable Billboard Music Week to sharply reduce the interval between news closing and distribution, thus resulting in more up-to-the-minute news coverage . . . more reviews of "just released" singles and LP's . . . more and later statistical data to bring greater speed and accuracy to record charts . . . and speedier used coin machine equipment prices.

Faster Distribution

Big-city readers will continue to enjoy Monday morning delivery of Billboard. But now this valuable early-buying

benefit will be extended to hundreds of important grassroots markets—cities that add up to important sales volume but which are visited only infrequently by manufacturer or distributor salesmen.

More New Editorial Services

Nine—count 'em—nine big new 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.

New Improved Make-up and Typography

Professional typographic experts—John Peter Associates—have been engaged to do a "fresh-up" job on your new Billboard. That's the same organization whose experiences include work on such leading magazines as Life, Look, and McCall's . . . and which added sparkling newness

and readability to Electronics and Progressive Architecture among others.

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.

Expanded Editorial Staff

More people to do more things, with better co-ordinated direction and control—that's probably the biggest benefit of all. The new personnel additions and changes represent a gain of 23% in man-hours of editorial effort per week, and all of it accomplished by qualified people, people who combine industry experience with reporting know-how and writing ability. The *NEW* Billboard will combine two full-time editorial staffs, thereby boasting one of the largest, most experienced newspaper editorial staffs ever assembled to serve an industry.

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Check this page every week for the latest Seeburg Artist of the Week releases!