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Air Waves Decked With Yule Promos

Radio Stations' Tinsel Fare Includes 'Donkey Contests,' Santa Claus Sleuthing

By JUNE BUNDY

NEW YORK — Radio stations across the country have launched their usual yule-time promotions month, with a flock of fund-raising stunts, holiday contests and other special gimmicks.

Roulette Records' new waxing "Dominick the Donkey" by Lou Monte is currently the focal point of contests conducted by several disk jockeys, including Buddy Deane, WJZ-TV, Baltimore; Bill Schweitzer, program director of WEBR, Buffalo; Howie Leonard, WLOB, Portland, Me.; Dick Smith, WORC, Worcester, Mass.; Sherm Strickhouse, WICE, Providence, R.I.; and WCOB, Boston.

Schweitzer, who originated the idea, has been spinning the Monte disk 20 times a day, and asking listeners to send in their names on postcards. These cards are pulled out at random every day, and the winners receive copies of the Monte platter. At the conclusion of the contest, a "grand winner" will receive \$100 worth of toys, which will be delivered by "Santa," riding on a donkey named Dominick instead of a reindeer.

Guess Hee-Haws

Buddy Deane's contest calls for listeners to guess how many donkey hee-haw sounds are used on the Monte record. Winners will be awarded stuffed toy donkeys. Toy donkeys (with Monte's autograph attached) will also be presented as prizes by the other deejays named above for the best letter written by listeners on the subject "Why I would like a donkey for Christmas."

The contests are paying off in sales on the disk, according to Roulette's publicity chief Bud Katzel. Buffalo distributor Carl Glazer, of Metro Distributing, has ordered close to 5,000 a day since the contest started on WEBR said Katzel, and Boston is also coming in with strong orders on record. Other cities where contests are in progress show similar sales activity.

A "Secret Santa" gimmick is utilized by WINS, New York, and WK, Cleveland. New clues are

given each day to help listeners identify the "secret" St. Nick (a well-known personality — local in WHK's case). A complete Polaroid Camera outfit will be awarded to the WINS winner; while WHK will distribute more than \$2,000 in prizes to its "Mystery Santa Claus" winner. In addition to the Santa Claus contest, WHK deejay Johnny Holliday reports that the station will arrange for Santa Claus to pay a special visit to homes where the letters WHK have been incorporated into holiday displays decorating the outside of homes.

The U. S. Marine Reserve is repeating its successful "Toys for Tots" campaign again this year. One of the first stations to tie up with the Marines' promotion is WACE, Springfield, Mass., which is asking its listeners to bring in new or repairable used toys as donations. In return, WACE will give out free records. Last year WACE dialers donated three truck-loads of toys for the fund.

Dick Drury, operations manager of KQV, Pittsburgh, is inviting children in local orphanages to send in Christmas cards which they have made themselves. The cards will be displayed in KQV's showcase studio windows. The station is sending a transistor radio to the child who submits the best card. Deejays at KQV will also attend Christmas parties at local orphanages and distribute records to the kids.

Miami station WCKR is devoting its December promotional funds to two separate drives, both aimed at sharing Christmas with needy families' children. "Shara-Christmas" is based on a selection (by [Business of the 25 poorest families in Greater Miami, The 25](#))

(Continued on page 16)

U. S. MUSICIANS HOPE FOR MORE CULTURAL TOURS

By MILDRED HALL

WASHINGTON — American music and its finest performers could be given far more of a world audience through the international cultural exchange program if the new administration and the new head of the State Department give their blessing to the project.

The roundhouse swings of appropriations committees at tours of singers, orchestras and jazz groups — especially the latter — could be considerably tamed in 1961 if the White House is known to feel warmly toward Uncle Sam's musical emissaries. A goodly percentage of both the long-hairs and the cats have been rooting for Senator Fullbright, patron saint of performing arts on the Hill, to be the country's next Secretary of State.

Although the so-called "President's International Program" received a new and vigorous co-ordinator in the 1959 appointment of Robert Thayer as Assistant Secretary of State for Cultural Affairs, in 1959, funds for the performer-exchange project have stayed at the same level of around \$2.25 million per fiscal year.

Out of a total of less than \$49 million authorized over a five-year period, from 1955 to 1960, for the entire exchange program, including funds for international trade fair participation, less than \$14 million went for cultural presentations. Dedicated workers in the State Department, ANTA, the U. S. Information Agency, and other agencies stretched this to cover a total of 170 musical, dramatic and athletic tours, covering cities of 105 countries.

(Continued on page 16)

EMI Claims Fourth Of World's Disk \$\$; Sales at Top Level

British-Based Global Organization Says Trade Good on Most Fronts

By DON WEDGE

LONDON — EMI is now responsible for one-quarter of the world's production and sales of records, it was claimed here as a result of a special research study on a fully international basis. At the same time, warning was given that there may be a recession following the current slackening of the pace of economic expansion, although this might lead to increased disk sales.

Both claim and forecast were given by EMI Chairman Sir Joseph Loekwood when he addressed company stockholders at the annual general meeting here December 8.

"All the indications are that the economic climate will get cloudier and more unsettled," he said. "Almost everywhere the pace of economic expansion is slackening and, in many parts of the world, it may give way soon to some measure of recession."

Might Up Demand

However, Sir Joseph added that this might lead to stimulated demand for disks. "When, in order to contain inflationary pressures, the demand for durable consumer goods is deliberately pulled down by government restrictions, we often find that the pattern of spending changes."

"The demand for other products, like records, rises."

During his review of the EMI group's diversified world-wide affairs, he noted the intensified competition in the disk industry.

"As in the '30's," he said, "many

newcomers have found the business difficult and unprofitable. We are convinced that our catalogs and our organization will keep us firmly established as the world's largest record company.

"EMI is now probably stronger than ever in the disk market, not only in Britain, but also in other parts of the world. In a special study which we have done in the production and sales of records in all the countries of the world, we have found that our share of total international demand is approximately 25 per cent."

(For Sir Joseph's comments on the British scene see separate stories.)

Following are extracts from Sir Joseph's remarks on other countries:

U. S. and Canada—Sales of Capitol Records in the year had been handicapped by the work stoppage at Scranton, the company's main factory. Turnover was down slightly on the year and profits were substantially lower, partly because of the stoppage, but also through continued pressure on costs and competition on manufacturers' margins.

Australia—Sales of EMI's subsidiary were 38 per cent higher, largely accounted for by a 67 per cent increase in TV receiver sales, but disks were up, too, and increasingly profitable due to efficiencies in manufacture and increased output.

New Zealand—EMI retained its share of a reduced disk market.

Germany—Disk market not so good as in the previous year, "mainly because of heavy consumer spending on TV sets." EMI increased LP sales by half, won back classical sales lead and had large increase in singles sales through German hits.

France — Comparison difficult because of company reorganization during the year, but disk sales seemed to be slightly up.

Italy — Considerably increased competition in disk business, with several new companies adding to an already large number of releases

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NEWS OF THE WEEK

FTC Extends Inquiry Into Alleged Disk Industry Price Favoritism . . .

The Federal Trade Commission is broadening its inquiry into alleged discriminatory price practices in the disk industry. Investigation will center in at least six areas. Officials of Society of Record Dealers of America pledge complete support. [Page 2](#)

Billboard Survey Shows Dealer Discount Pattern . . .

A survey conducted by The Billboard Record Market Research staff shows a clear pattern of dealer discounting, indicating that discounting is in direct ratio to size of market. [Page 3](#)

Disk Counterfeit Ring Smashed;

[Brooklyn, N.Y. Sales Not 17](#) . . .
A disk counterfeiting ring, allegedly mob-fi-

nanced, was smashed last week in raids carried out in Brooklyn and Utica, N. Y. Arrest of 17 persons followed. All were charged with attempted grand larceny, conspiracy and counterfeiting of trade-marks and business names. [Page 3](#)

DEPARTMENT AND FEATURES

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WNEW to Air 24-Hour Cheer

NEW YORK—Again this year WNEW here will give its listeners the costly Christmas present of 24 hours of non-commercial yule programming from 8 p.m. December 24 to 8 p.m. Christmas Day.

Sponsors have purchased an entire day on other stations and presented what amounts to a non-commercial holiday seg. (See story on this page.) But WNEW is deliberately eschewing all financial benefits and donating one spot per hour to different public service pitches.

SIGN PAINTING MADE EASY!

LEARN SIGN PAINTING — HAVE YOUR own shop or make money on the road. Stanley Lefferting 419 So. Western, Springfield, Ohio

Instructions like this, equipment and supplies of all kind are sold thru The Billboard's Classified Section each week.

"The Gathering Spot for Thousands of Buyers and Sellers Every Week."

Expect FTC to Widen Probe Of Disk Pricing Procedures

SORD Co-Operating With Agency; Dealers' Reps, Examiners Meeting

By REN GREVATT

NEW YORK — The Federal Trade Commission, which has been for some weeks conducting an inquiry into alleged price discrimination in the record industry, is expected to broaden the scope of its inquiry to cover a number of markets in the United States. Co-operation in this matter is being extended by the Society of Record Dealers of America.

The current investigation was triggered by a number of complaints received by the federal agency from record dealers. The inquiry is understood to be concerned with alleged discriminatory prices extended by manufacturers to one-stops, rack jobbers and so-called "most favored retailers." Another pricing factor is related to clubs in rates offered direct to ultimate consumers.

It is reported that representatives of record clubs headquartered here have been questioned by FTC investigators in detail regarding their price structures and that records of disk distributors have also been examined in depth. Another aspect of the investigation has to do with complaints by some dealers to the effect that co-operative

advertising funds have not been made available by some manufacturers unless the dealers in question agree to sell merchandise at list prices.

Prime Complaint

One of the prime complaints regarding one-stops has to do with the retail operations of a number of these outlets. This is one aspect of an investigation by the FTC just now getting under way in Philadelphia. The Pennsylvania Retail Record Dealers Association logged complaints there (see The Billboard, December 5 issue).

This week, examiners met in Jersey City, N. J., with SORD treasurer Lou Shapiro and the attorney for SORD, Jerry Kaplan, who flew in from Chicago for the meeting. Another meeting occurred here with Sy Bondy, president of the Associated Record Dealers of New York and New

Jersey. Both Bondy and Shapiro are co-operating with the examiners and providing leads on other dealers in a position to discuss the local situation here. They also expect to make available records of dealings with other elements in the distribution picture.

Shapiro, a Jersey City dealer, said, "I'm not worried about myself. We're doing all right with our business. But I am concerned about the 2,200 members of SORD, from coast to coast. Many of these fellows get badly hurt by the evil practices in our business. This thing has got to come to a head and we at SORD want to co-operate in any way we can."

Dues Payers

Shapiro pointed out that of the 2,200 dealers associated with SORD, at least 1,600 are current dues payers. Dues are \$25 a year. (Continued on page 43)

Am-Par Buys Piece Of Australian Mart

By JUNE BUNDY

NEW YORK — In a move to cash in on the rapidly expanding record market in Australia, Am-Par Records here has purchased a 50 per cent interest in Festival Records Proprietary Ltd. of Sydney, Australia, one of the most thriving disk manufacturing and distributing companies in the Commonwealth.

The other 50 per cent is owned—as an equal partner—by Mirror

Newspapers Ltd., which purchased Festival in October. Early in 1959, Am-Par's parent company, American Broadcasting - Paramount Theaters, Inc., bought an interest in News Ltd., which controls a battery of newspapers, magazines, radio and TV station in major Australian cities — Sydney, Melbourne, Adelaide, Brisbane, Hobart, and Perth.

Am - Par Records, heretofore handled in Australia by Whyte and Gillespie, will now be manufactured and distributed in the Commonwealth by Festival. Am-Par will also have first refusal rights on distribution of Festival disks in the U. S., according to Am-Par President Sam Clark.

Festival presses and distributes the Decca labels (Brunswick, Vocalion, Coral), Top Rank, Vox and Concert-Disc, in addition to the Australian labels — Rex, Teen, Lee Gordon, and Festival. The last four labels feature some of Australia's top-selling disk names, including Col Joye, Johnny O'Keefe, Johnny Devlin, Dig Richards, the Graduates, Hal Carter and Jack Speering.

An interesting aspect of the Festival operation is that the firm operates its own artist management

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4 Charged in Disk Theft

NEW YORK—A gas station at the corner of 10th Avenue and 26th Street was the setting last week for the seizure by detectives of four men charged with stealing album goods from the nearby London Records warehouse. A fifth was later taken into custody, charged with selling the stolen merchandise.

Arrested were Andy Gray and Sam Green, both of whom were warehouse employees of London; Charles Dunphie, a guard from the

(Continued on page 42)

Capitol Names Perry Mayer Ad Manager

HOLLYWOOD — Perry Mayer last week was named Capitol's ad manager, replacing Steve Auld, who resigned to form his own ad agency. Mayer reports to Stan Gortinov, Capitol Records Distributing Corporation's merchandising veepee. Concurrent with Mayer's appointment, Capitol moved its album packaging operations from artist-repertoire back to the merchandising department.

Album packaging, including the label's graphic arts, photo and editorial operations, were moved two years ago from merchandising to a.&r. when then Merchandising Vice-President Lloyd Dunn was named artist-repertoire veepee. The department, still under Marv Schwartz' helm, now moves to Gortinov's merchandising wing. The switch-back goes into effect January 1. It moves the operation from the Capitol Records, Inc. level where it had been under Dunn's wing, to the firm's distribution subsid, CRDC, where Gortinov now is functioning.

WB DISTRIBS IN ELITE CLUB

HOLLYWOOD — Warner Bros. Records, noted for its flare for class, is forming a highly exclusive club for the distributor elite, to be known as "The Bob Newhart Million Club." Membership is restricted to those distributors who sell their market's share of a million Newhart albums (both "Button-Down Mind" offerings). The club's Super Imperial Potentate Jim Conkling has accepted for membership Minneapolis' Bob Sampa and Bob Dahle (Cole Distributing), and Los Angeles' Al Latuska and George Morte (Sun State Distributing). Indicative of the club's reserved tone, its members receive neither lapel button nor preferential discount. Instead, they can enjoy man's most sought after blessing: the feeling that they "belong."

Kapp Opening Own L.A. Office

HOLLYWOOD—Kapp Records, which operates its company-owned branch in New York City, this week will open its own branch in Los Angeles. Kapp thus will be operating its own distribution outlets in the No. 1 and No. 2 record sales centers.

Kapp President Dave Kapp told The Billboard he has no plans for additional company-owned branches in other markets. He scoffed at reports that his firm eventually will go to an all-branch in New York on two counts: 1. it doubled the firm's sales in New

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Westminster Ups Classical Artists Stable

NEW YORK — Westminster Records has lined up a number of classical artists for the label. Dr. Kurt List, a.&r. head at the firm, said last week that the new Westminster artists for 1961 presentation included conductor Fernando Previtali, violinist Andre Gertler, pianist Fou Ts'ong, Eugene List, the Chamber Orchestra of Lausanne, and guitarist John Williams. (Ts'ong, by the way, will marry Zamira Menuhin (Yehudi Menuhin's daughter) in London December 17.)

List, just back from Vienna for a few days of conferences, is re-

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REVAMPED MUSIC CITY STAGES GRAND OPENING

HOLLYWOOD — Grand opening of Clyde Wallichs' rebuilt Hollywood Music City was held yesterday (Sunday) in ceremonies that attracted the cream of recordom's celebs and televised (Station KTTV) in an hour-long remote pickup from the Sunset and Vine store. Rebuilding increased Music City's area by 40 per cent, bringing it to 18,000 square feet. Cost of the store's complete overhaul was estimated by Wallichs at a half-million dollars.

In addition to the increase in space, the rebuilding gives the store a totally changed interior with up-dated sales facilities and an ultramodernistic exterior. As a re-

sult of the expansion, Wallichs said, the store will be carrying even greater stock of albums and singles, will be able to display more product, and accommodate more customers with increase efficiency. Music City will now carry at all times a \$250,000 inventory in disks, Wallichs said. The Hollywood store is the largest of the three Wallichs Music City outlets here, and will serve as the chain's headquarters.

Grand opening ceremonies also marked Music City's 30th anniversary. The store had been at the Sunset and Vine location since 1938, and for eight years prior to that was situated on nearby Ivar

(Continued on page 41)

Moe Austin to Sinatra Helm

HOLLYWOOD — Moe Austin has resigned his Verve Records post to become the administrative head of Frank Sinatra's new recording company, The Billboard learned last week. Austin's appointment to the key position marks the first tangible indication that Sinatra is building his label's executive force.

Sinatra's diskery, as reported exclusively by The Billboard (see December 5 issue), will debut in mid-February with a two-album release, consisting of packages by Sinatra and Sammy Davis Jr. The firm will sign other artists and will issue its wares in album form and singles.

Austin had served Verve for the past several years as its comptroller. As the Sinatra label's administrative chief, Austin will be responsible for all contracts signed by the firm, including artists' pacts, plus building the company's personnel. Austin will assume his new duties on the first of the year.

As reported last week by The Billboard, the Sinatra label remains unnamed. Several label names are still under consideration with final decision to be made sometime before the year's end. Verve was recently purchased by Metro-Goldwyn-Mayer as a sister operation of its M-G-M Records.

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HERE'S TOP CHRISTMAS ALBUMS, SINGLE DISKS

NEW YORK—As an aid to dealers and disk jockeys during the Christmas season, The Billboard is listing all of the new Christmas albums and singles picked over the past eight weeks as having the greatest commercial potential. The list covers new Christmas albums in all fields, pop, classical, international and spoken word. The singles list includes new Christmas records for children, teenagers and adults.

Billboard Spotlight Christmas Albums

- Carols For Christmas—Eileen Farrell, Col. MS 6165
- Joy to the World—Andre Kostelanetz Orchestra, Col. CS 8328
- Joyeux—E. Power Biggs, Col. BS 6167
- Hallelujah—Brass of the Hollywood Bowl Symphony, Cap. SP 8529
- Hark the Herald Angels Sing—Virgil Fox, Cap SP 8531
- Magic of Christmas—Nat King Cole, Cap. SW 1444
- Last Month of the Year—The Kingston Trio, Cap. ST 1446
- It's Christmas Everywhere — Paul Anka, ABC-Paramount ABC 360
- A Swinging Christmas—Ella Fitzgerald, Verve MGV 4042
- A Christmas Carol (Dickens)—Sir Ralph Richardson, Caedmon TCA 5001
- The 25th Day of December—Bobby Darin, ATCO 125
- Christmas Spirituals—Odetta, Vanguard VRS 9079

Billboard Spotlight Christmas Singles

- Ella Fitzgerald—Jingle Bells, Verve 10224
- Bobby Darin—Christmas Auld Lang Syne—Child of God, Atco 6183
- Mitch Miller—Must Be a Santa—Christmas Santa, Col 41814
- Paul Anka—Rudolph the Red-Nosed Reindeer, ABC-Paramount ABC 10169
- The Browns—Blue Christmas, Victor 7820
- Brook Benton—Merry Christmas, Happy New Year, Mercury 71730
- Jerry Butler—Silent Night—O Holy Night, Vee Jay 1688
- The Statues—White Christmas, Liberty 55292
- David Seville and the Chipmunks—Rudolph the Red-Nosed Reindeer, Liberty 55289

Mercury in Top Year; Sets Distributor Meet

CHICAGO — Mercury Records will be holding its annual distribution meeting here December 15-16, with the label looking back on a 15 per cent yearly sales increase over 1959, and what Mercury officials describe as one of the best years in the label's history.

Mercury's president, Irving B. Green, said the label had also had substantial growth in the foreign market. Green also cited the label's record club operation as being instrumental in domestic growth.

Green indicated that additional "plans for expansion" would be revealed at the forthcoming December meeting. He declined to elaborate what these plans might be.

Entire Staff

The two-day conclave, scheduled for Chicago's Executive House, will include Mercury's entire a.&r. staff, its regional sales managers and, of course, the label's local executive staff.

The agenda for December 15 is divided into three parts. Two morning meetings will take place:

DOT DUE WITH UNIQUE ALBUM

HOLLYWOOD — Dot Records will soon release its "Cinderella" album in one of the most unique platter packages to be aimed at the disk market. In addition to the LP which is based on the Jerry Lewis Paramount Pictures film of the same name, the package itself contains an array of toy items.

Goodies to warm a tot's heart include: multi-colored disk, "Sparkling Magic Wand Baton" (made of lucite), a silver foil tiara complete with elastic headband (to prompt little girls to play princess), road race game with spinner and vehicles, a pop-out music stand and 24-page color picture storybook with sing-along lyrics.

Green and Irwin H. Steinberg, executive vice-president, will preside over an a.&r. forum attended by Clyde Otis, Eastern a.&r. director; Hal Mooney, jazz a.&r. director; David Carroll, Midwestern a.&r. director; and Shelby Singleton, Southern a.&r. director.

Kenny S. Myers, vice-president in charge of sales, will gavel a morning sales meet attended by Chet Woods, vice-president of Mercury Distributors; and regional sales managers Bob West, Irving Marcus, Dick Bruce, George Hayes, John Coleman and Charlie Fach. In the afternoon, a.&r. and sales forces will merge for open-forum.

On December 16 the Mercury staff will be joined by the firm's distributors from national distribution areas. This meeting will be centered on Mercury product plans for '61, with special emphasis on the January release and its related sales, merchandising, and advertising program.

Billboard Study Shows Clear Disk Sales Discount Pattern

Indicates Record Outlets Cut Price In Direct Ratio to Size of Market

By TOM NOONAN and BOB ROLONTZ

NEW YORK—A study of discounting of records by retail stores throughout the country, conducted by The Billboard Record Market Research staff during the period March through August 1960, shows a clear pattern of discounting according to size of market. The survey reveals that discounting is prevalent in a third of all record stores in big city markets, or 34.4 per cent; it totals 14 per cent of medium market stores, but

is a constant in only 6.9 per cent of all small market record stores.

The same pattern (on a bigger scale) shows up with non-record stores (the chain and variety type stores selling many types of merchandise including records). Almost half, or 46 per cent of these stores in large markets constantly discount their records; 18 per cent do it in medium size markets, while 12.5 per cent of these chain or variety stores discount their records in small city markets.

These figures refer to dealers who answered "yes" when asked

Extend Probe of Disk Bootleg Ring to 'Entertainment Field'

Hint Baring of 'Big Names' as Case Breaks on Two Fronts in N. Y. State

BROOKLYN—An investigation of disk bootlegging which resulted in the arrest of 16 men and a woman here this week "has now entered the entertainment field itself," according to assistant district attorney William Sonenshine, of the Rackets Bureau of the Kings County district attorney's office. A detective involved in the case added that "big names will be involved." Neither would elaborate. The case broke Thursday (8)

when simultaneous raids were carried out here and in Utica, N. Y. The ring, believed to be Mafia-financed, planned to flood the pre-Christmas market with \$1.5 million worth of bogus LP's by Frank Sinatra and Johnny Mathis. While the focal point of activities was here, the pressing of the disks was being carried out at the plant of Mark Records in the up-State city of Utica. The arrests today were the re-

sult of an investigation started four months ago into the slaying of 17-year-old Vincent Graffeo, a Brooklyn teen hoodlum, who was killed after a gangland-style ride. Graffeo, allegedly a graduate of a notorious Brooklyn racket-run crime school, was apparently shot to silence him from giving testimony about the school. Graduates of the tutoring course were later linked with the projected disk counterfeiting operation.

Working on tips, detectives trailed three men to Newark airport late Wednesday evening (7). The three met a messenger from the pressing plant as he stepped off a flight from Utica, carrying samples of the Sinatra and Mathis platters. The four were then trailed back to Brooklyn where they were seized.

Arrested Thursday were the following: Gaetano (Tommy) Vastola, 34, of Brooklyn, operator of a Coney Island night club, former manager of deejay Alan Freed and

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French Plastic Disk Stirs Nippon Trade

TOKYO — The French Sonorama plastic disk process is looming here as a potentially powerful factor in the phonograph record business. In view of its unusually low-cost of manufacture and its good fidelity characteristics, it has caused a considerable stir among record men. In the words of one observer, "recording companies are at a crossroads as to how to treat Sonorama and its similar recorded sheets in the days to come."

Retail prices of regular records are strictly maintained by the close co-operation of the Union of Record Dealers. Classical 12-inch LP's sell for \$6.39 stereo and \$5.28 monaural, while 12-inch monaural pops go for \$4.16. Tradesters here well know that these prices are too high for ordinary white collar workers and students.

For this reason, the reduction in

Frank Sells 'Molly' Demo

NEW YORK — Frank Music has sold its "Unsinkable Molly Brown" demo LP to RCA Victor's Camden label to be issued as a regular release. The record, which was supervised by Frank Music boss Stu Ostrow, features singers Sandy Stewart and Bernie Nee, plus the Elliott Lawrence chorus and ork. Lawrence handled the arrangements on the demo. The demo disks were made as professional records, in the hope that they would be sold to a label. Camden will release the album with the 10 tunes from the "Molly Brown" show next week.

price was strongly recommended by a Nippon Victor Company director as early as last spring, but a big slash is difficult because of the relatively small quantity of each LP pressed. A pop single 45 r.p.m. disk here sells for 83 cents. On the other hand, a disk pressed on one of the Sonorama type sonosheets can be produced for 8 to 10 cents, equivalent to the price of many popular magazines. Some here feel that if a disk hit could be released in the form of a sonosheet, it could easily sell a million copies.

As a Japanese disk man noted, "Nobody here cares to predict exactly what effect Sonorama, or its relatives, Sono-Sheets and Phono-Sheets, will have on recording field, but offsprings of process mushrooming."

French Sonorama was introduced here early this year by Asahi Sonorama Company, a subsidiary of the largest in circulation. A Sonorama book with six recorded sheets sells for \$1. Its series of Japanese folk

(Continued on page 14)

2 Companies Sign Consents

WASHINGTON — Prestige Records, Inc., of Bergenfield, N. J., and Concord Distributing Company, of Cleveland, have signed payola consents with the Federal Trade Commission. The companies agree not to make any undercover payments to broadcast personnel to have their records played, but the signing does not constitute an admission of guilt.

Radio on Ship Beams Britain

LONDON — Parts of Eastern England will be served by a second commercial radio station early in the new year. Transmissions will come from a ship anchored off the Dutch Coast. Tests have been taking place for the past month while a staff has been recruited. Programming is scheduled to begin January 1.

Broadcast hours will virtually avoid Radio Luxembourg's English transmissions, the only other com-

(Continued on page 35)

Colpix Drives On 'Pepe' LP

NEW YORK—The Colpix Record wing of Columbia Pictures is marshalling all its promotional guns behind the original sound track recording from the forthcoming "Pepe" spectacular directed by George Sidney. The flick, which somewhat follows the "Around the World in 80 Days" format, stars Cantinflas and 35 other top movie and disk names as guests. The album presents nine of the motion picture's top artists—among them Bing Crosby, Bobby Darin, Maurice Chevalier, Sammy Davis Jr. and Judy Garland.

Release of the new album is timed with that of the picture, which will have simultaneous showings in some 15 key market areas. The album is attractively packaged in a handsome gate-fold.

UA Offering Stereo Extra

NEW YORK — United Artists Records is offering a special stereo indicator "at cost" to the public as a merchandising aid in the overall launching of its new Ultra Audio Sound album series.

The indicator, an automatic balancer for stereo speakers, with a retail value of \$24.95, will be put on sale in dealer stores at actual cost, \$6.50. UA distributors and dealers will join UA in waving profits on the item. A full guarantee is given with each indicator, plus an instruction booklet.

(Continued on page 35)

EMI World Survey Indicates Rising Sales in Record Field

Says It Does One Quarter Of Disk Trade

• Continued from page 1

and production capacity — estimated to be twice the demand. A deterioration in national record business, and though EMI held first place in the disk market there was a slight setback.

Spain — Recession in demand for records, mainly because of government action. Future conditions uncertain and difficult. EMI turnover lower, but being overcome by increased efficiency.

Greece — Expanding market with substantial rise in EMI turnover. New equipment and improved product had led to disks gaining place on par with books in cultural esteem and prestige.

Turkey — More normal conditions had led to bigger raw material supplies. Sales were largest in 31 years of EMI company's operation.

Denmark — Market virtually unchanged with EMI turnover slightly up and particularly successful with pop disks.

Sweden — Total industry disk sales down, but EMI's were up and therefore increased share of the market.

Belgium — Economic conditions difficult, but EMI record sales were higher.

Switzerland — EMI disk sales again took larger share of market.

India — Small increase in EMI turnover, mainly due to higher disk sales, particularly by newly introduced micro-groove records. LP market exceeded expectations, but sales of 78's—the largest proportion of total sales—remained stationary.

Singapore — Difficult economic and political conditions and disk sales affected by government measures and importation of pirated pressings of EMI recordings.

Pakistan — Economic conditions improved and EMI turnover higher.

South Africa — Total sales down because of racial disturbances and general trade slowdown.

Argentina — Small decline in volume of disk sales (mostly concentrated on 78's), as a result of government austerity measures.

Brazil — General shrinkage in de-

EXECUTIVE RAPS CHEAP RECORDS

LONDON — Low-price disk operations were attacked by EMI Chairman Sir Joseph Lockwood in London, Thursday (8). "An opinion seems to be held in some quarters that the introduction of cheap records has 'saved' the industry from decline and in some way 'proves' that prices must have been too high before," Sir Joseph said in his formal report to stockholders.

"This is not so. I cannot speak with certainty about the business as a whole, but our research into the release of records in Britain suggests that the low-priced long play records do not account for a large proportion of total sales. They certainly do not in EMI sales. Sales at normal prices account for about 97 per cent of our total record turnover.

"There are very large fixed elements in the costs of recording, which can only be recovered from large sales even at our present selling prices," he repeated. "The prices of our records are fixed in the light of our long experience based on a distributive organization which covers the world. It is possible to price oneself out of business with prices too low as well as with prices too high."

mand for disks (mainly for micro-groove types here, with 78's increased). EMI's unit sales fell, but value increased slightly, with largest share of disk market retained.

Chile — Improving economic conditions marred by earthquakes but EMI increased share of disk market and turnover was up, despite a small reduction in numbers sold.

In dealing with the three South American companies, Sir Joseph Lockwood observed that "it is difficult not to be able to report a higher turnover each year in many of the countries in this part of the world because a steep rise in prices is a fairly regular occurrence. This was so in the three countries where we have companies."

Global Sales Hit Top Year At \$1.92 Billion

LONDON—Electrical and Musical Industries had a record \$1.92 billion turnover, an increase of \$3.3 million, resulting in a net trading profit before taxes of \$14.6 million in its last trading year, the chairman, Sir Joseph Lockwood, told stockholders at the annual general meeting here Thursday (8). In the year ending June 30, total group sales had risen by 2 per cent and they brought a profit rise of 9 per cent.

Total British disk sales had risen above the previous year's, Lockwood noted, with EMI having increased its share of the market. (The period under review included a full year of Rank's separate U.K. operation, the Top Rank label not going to EMI until August.)

Lockwood continued: "We increased our singles business very substantially during the year largely because of our great success in selecting and promoting outstanding popular artists." Most of this had been achieved with 45 r.p.m. singles and he pointed out that total British production of 78's has fallen from 43.7 million in 1957-'58 to a mere 5.1 million in 1959-'60.

"The change-over to stereophonic records is taking place slowly, but these records, especially among the long-play types, are becoming firmly established," he went on.

"Nearly one half of the sales of Beethoven's Sixth Symphony, conducted by Klemperer, consisted of the stereo version and there have been similar high proportions with many other LP records. Undoubtedly, it is with this kind of music that stereophonic reproduction is most valuable and we are glad to see that the public is beginning to appreciate this."

In another reference to EMI's classical output, Sir Joseph instanced the "outstanding" success of Sir Thomas Beecham's records of the Haydn Salomon Symphonies and the Delius Florida Suite. About half of the group's total turnover was represented by records, which was more than before the war. The remainder was accounted for by sales of electronic capital goods, radio and TV, domestic electrical appliances, magnetic tape and some office equipment.

The balance of products within the group had received considerable attention during the year and EMI had acquired two firms in the domestic electrical and electronics fields. Purchase of such businesses could, Sir Joseph said, bring quick results and benefits for both.

"It was the manner in which we were able to develop so quickly our interest in the disk business in the U. S. and Canada," he said. "The acquisition of Capitol Records gave EMI access to a repertoire rich with talent and provided Capitol, through our catalogs and world-wide connections, with opportunities for rapid expansion."

A research and development group had been established to continue the study of studio techniques for stereo recording, the process of lacquer cutting, and factory process for producing records.

Work was also in progress on recording and reproduction on magnetic tape with particular reference to slow speed operation. There had been further advances on the EMI system of stereo broadcasting.

HOT 100 ADDS 17

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

40. Angel Baby (Figure, BMI) — Rosie & the Originals, Highland
53. Little Drummer Boy (Delaware-Shawnee, ASCAP) — Harry Simeone Chorale, 20th Fox
55. White Christmas (Berlin, ASCAP) — Bing Crosby, Decca
64. Rockin' Around the Christmas Tree (St. Nicholas, ASCAP) — Brenda Lee, Decca
66. Chipmunk Song (Monarch, ASCAP) — David Seville and the Chipmunks, Liberty
69. Jingle Bell Rock (Cornell, ASCAP) — Bobby Helms, Decca
71. Shop Around (Jobete, BMI) — Miracles, Tamla
79. Adeste Fideles PD—Bing Crosby, Decca
84. I'm Hurtin' (Acuff-Rose, BMI) — Roy Orbison, Monument
86. Puppet Song (Debmars, ASCAP) — Frankie Avalon, Chancellor
88. A Perfect Love (Debmars, ASCAP) — Frankie Avalon, Chancellor
93. Happy Days (Jobete, BMI) — Marv Johnson, United Artists
94. I Idolize You (Saturn, BMI) — Ike & Tina Turner, Sue
95. Calcutta (Pincus-Symphony House, ASCAP) — Lawrence Welk, Dot
96. (In the Summertime) You Don't Want My Love (Tree, BMI)—Andy Williams, Cadence
97. (My) Last Date (With You) (Acuff-Rose, BMI) — Skeeter Davis, RCA Victor
100. Christmas Song (Morris, ASCAP) — Nat King Cole, Capitol

AGAC Ask Votes On Collection Plan

NEW YORK—The council of the American Guild of Authors and Composers (AGAC) has sent a letter out to its entire membership recommending the continuation of the Royalty Collection Plan for five years, and asking that participation in the plan become a requirement of regular membership in the Guild. The letter, which was signed by AGAC President Burton Lane, contains a ballot on which members are asked to vote yes or no to continuing and expanding the plan by making all members participate. It also contains authorizations for AGAC's 5 per cent fee for the collection plan.

The letter has already cued a lot of excitement among many top writer-members of AGAC, writers who have no objection to the royalty collection plan if it is voluntary, but object to its covering all members whether they want it or not. In fact, the dissatisfaction on this level has gone so far that a number of top writers said last week that if the new plan passes they will have to consider resigning from the Guild.

The reason for the dislike of a collection plan which all members must join is not hard to find. Under the royalty collection plan AGAC collects 5 per cent of all moneys a writer-member receives from a publisher — whether collected by AGAC or not—up to \$1,000. In

other words, the 5 per cent fee is based only on the first \$20,000 a writer may earn from publishers.

Up to now only the writers who asked for this service have been charged the 5 per cent fee. Writers who did not want to participate did not have to do so and could still be AGAC members. But, it is understood, the expenses entailed in administering the plan, sending accountants to publishers' offices to see if they paid writers the correct royalties, etc., have cost more than all the 5 per cents collected to date will pay for. Thus, claim a number of writers, the need for a bigger fund.

But a number of top writers claim that they do not need AGAC to collect from their publishers for them. They say that they are satisfied with their publisher income and that if they have to enroll in the royalty collection plan they will be giving \$1,000 to AGAC and receiving nothing in return. They do not deny the need of AGAC's collection plan for other writers, but deny its need for themselves.

AGAC claims in its letter that the collection plan has brought hundreds of thousands of dollars to writers who would not have otherwise received the money. AGAC further states that selfish publishers will seek to drive a wedge between those who are and those who are not part of the plan, and thus all members should be covered by it. AGAC is due to announce the results of the balloting shortly.

Westinghouse Buys KLAC

NEW YORK — Westinghouse Broadcasting Company is buying station KLAC, Hollywood, for \$4,250,000 from Hall Broadcasting Company, which reportedly purchased the 5,000-watt indie in 1956 for about \$850,000.

Contracts between Westinghouse chief Donald McGannon and Mortimer Hall were expected to be signed Monday (12). Sale, of course, is subject to FCC approval. Hall bought KLAC in 1956 from his mother, Dorothy Schiff, who owns the New York Post Newspaper.

COPENHAGEN NOTES BIG PUSH ON MUSIC ITEMS

By TED WOLFRAM

COPENHAGEN—At no previous time has there been such a huge outlay here on newspaper space by manufacturers, distributors and retailers of all the major products in the radio, TV, phono, and tape-recording fields as there has been during the first weekend of December. Full-page ads in color and feature articles on newly opened outlets for retail sales and demonstrations were numerous. A similar campaign in the record field appears to be ready to get going immediately.

There are several reasons for this activity. For instance, the big German firms, such as the Bosch and the Siemens corporations, which until recently had been concentrating on such items as machinery and household appliances, are now also displaying and advertising their musical and electrical products.

For the first time since the end of the war, it has now become possible for the big firms (largely mergers of small retail outlets) to move into midtown premises with large amount of floor and window

display space. Over the weekend the newly merged Selandia group, with 17 retail outlets, completed its moving into a big new midtown store. At the same time the Bagger group opened its sixth retail outlet in a new building opposite the heavy-traffic Norreport "S" subway station. These are the two largest stores in the above fields and have ample space for departments handling disks. The big Philips firm has opened a midtown demonstration center where all of its musical products are demonstrated, but not sold.

The big Fona chain of retail outlets is currently plugging its Fona Record Club, with accent on classical platters. On Monday (5) it opened a new jazz record department in its main retail outlet and this was tied in with a concert by Art Blakey and His Jazz Messengers, at the Odd Fellows Palace, Monday night, sponsored by Fona and the Dansk Grammo-fonpladder (record) firm. Blakey autographed his recent platters, during the afternoon, in the new jazz department.

GROWING LIKE THE LITTLE DRUMMER BOY IN SALES!

A NEW "RUDOLPH" CAPTURES NATION



AS RECORDED BY **THE MELODEERS**
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**SALES ALREADY OVER
 200,000**

THE NEW Rudolph The Red-Nosed Reindeer

WITH THE SENSATIONAL ARRANGEMENT THAT IS SWEET-ROCKING THE U. S. A.

BRITISH Newsnotes

By DON WEDGE

News Editor, New Musical Express

Several British music publishers are following their American counterparts by recording material themselves and selling to majors for release. Latest example was the Decca issue last weekend of "What's It All About?" a comedy number performed by two deejays, Pete Murray and Brian Matthew. It was produced by Les Conn, a former Decca a.&r. man, who now heads the Melcher operation in Britain.

Another Conn production, "Martin Slavin's 'The Charleston's Gonna Rock the Hop Tonight,'" was issued by Oriole last weekend. Last month Pye released "Ten Swingin' Bottles," by a young British rock artist, Peter Chester, which has also been produced by Conn for the Melcher organization. All the numbers are British-written and published within the Melcher group.

The Rank publishing company, Filmusic, headed by Harold Sham-

pan, has also been producing disks, though in this case one side of each coupling has a connection with a Rank movie. A film title tune, "Faces in the Dark," by Janine, who plays an electronic instrument called a martenot, was made by Filmusic at first for release on Top Rank here. It was issued at the time of the hand-over to EMI and the disk was taken back by the publisher and reissued through Oriole. It has now been issued in several overseas countries and done well—on the Top Rank label—in South America.

Another Filmusic production, "Angel," sung by the Day Brothers, has been issued by Oriole. Two new sides, "My Mommy Told Me," sung by the Shane Sisters, and "Why Did You Leave Me?" by Ray Merrell, were issued as an experiment on the newly launched Ember label. The latter tune has been taken by Rank Records of America.

Shampan feels that a publisher is justified in going to the expense of producing a disk himself if he has complete faith in a number. "The last thing we intend is to become a producing company," he said, "but if a number has been turned down by a.&r. men it doesn't have to be given up. Often it could be that he has no contract artist available at the right time, whereas the publisher can draw on unattached talent."

Much the same thinking is behind publisher Allan Crawford's disk-producing efforts, although in this instance he formed his own label, ACM-Academy, and releases direct. First title was Jim Dale's "Somewhere There's a Someone," and there are four more awaiting release. His first effort has found several overseas markets, being particularly successful in South Africa. It is also out in Italy, Germany, France, Australia and Scan-

Best Selling Pop Records in BRITAIN

Week ending December 10, 1960
(Courtesy New Musical Express, London)

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

dinavia. Crawford takes the view "that it's no good leaving a good song lying about—if the majors don't cover it, then we do."

(Continued on page 18)

GERMAN Newsnotes

Southern Germany

By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich

One year ago, Etta Angeli started the first Record Hop in Frankfurt. To celebrate the Jubilee, Etta recorded two songs for the new Anitrola label—"Nur Mit Dir" and "Ich Mach' Mit Dir Alles." Norman Granz started his new JATP package tour in Frankfurt featuring Roy Eldridge, Coleman Hawkins, Jo Jones, Dizzy Gillespie, Jay Jay Johnson, Stan Getz, Julian (Cannonball) Adderley, Don Byas and Benny Carter. . . . Singer Hilde Ott and the band of Thomas Wendlinger returned to Munich after a tour to Persia.

U. S.-German music publisher Paul Siegel and British music publisher Reg Connelly have "Einmal Kommt Die Liebe" by Michael Jary, sung by Zarah Leander on the Ariola label. . . . The Heliodor label is releasing two U. S. labels, Cadence and Legrand. Johnny Tillotson sings "Poetry in Motion" and "Princess, Princess," Legrand offers the U. S. Bonds with "New Orleans" and "Please Forgive Me." Mercury issues two U. S. stand-

(Continued on page 18)

Northern Germany

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

Two big German Song Festivals will take place next year. In addition to the already announced Festival 1961 arranged by Radio Luxembourg and the town of Wiesbaden (which also arranged the former performances) another festival has been announced by the "verein Deutsche Schlagerfest-Spiele e.V." to take place June 4, 1961, in Baden-Baden. This new corporation, whose chairmen are General Director Dr. Erich Schulze, Munich; Gunter Braunlich, Hamburg; Max Faust, Berlin, has planned this festival in which all German composers and lyricists can participate with new works. The German TV will show the finals June 4, as well as four semi-finals shows in April and May. Final entries must be in before January 16, 1961.

Lolita sold 1 million records of "Seemann" (Sailor, Your Home Is in the Sea), currently No. 9 in The Billboard U. S. charts, and will receive a golden disk from her recording firm, Polydor, at the beginning of next year in her home

(Continued on page 18)

Best-Selling Pop Records in HOLLAND

Week ending December 10, 1960
(Courtesy Foon-Platen, Amersfoort)

Last Week	This Week	Title	Artist
1	1	RAMONA	The Blue Diamonds (Decca)
2	2	O SOLE MIO (It's Now Or Never)	Elvis Presley (RCA)
3	3	NEVER ON SUNDAY	At least four best selling versions: Melina Mercouri, Dalida, Mieke Telkamp and Anneke van Hooff
4	4	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis (M-G-M)
—	5	BARCELONA	Wilmars (Fontana)
9	6	MIDI MIDINETTE	Conny (HMV)
—	7	ROCKIN' BILLY	Ria Valk (Fontana)
6	8	TELEPHONE BABY	Johnny Otis (Capitol)
7	9	LUCILLE	The Everly Brothers (Warner Bros.)
5	10	WIR WOLLEN NIEMALS AUS EINANDER GEHN	Heidi Brühl (Philips)
11	11	APACHE	The Shadows (Columbia)
10	12	MY GIRL JOSEPHINE	Fats Domino (Imperial)
8	13	ONLY THE LONELY	Roy Orbison (London)
17	14	WEIT IST DER WEG	Freddy (Polydor)
12	15	HELL HAVE TO GO	Jim Reeves (RCA)
13	16	JITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland (London)
—	17	LET'S HAVE A PARTY	Wanda Jackson (Capitol)
—	18	ARE YOU LONESOME TONIGHT	Elvis Presley (RCA)
16	19	PLEASE HELP ME, I'M FALLING	Hank Locklin (RCA)
15	20	MARDKE	Peter's Rockets (Decca)

BELGIUM Newsnotes

By JAN TORFS

Juke Box Magazine, Mechelen, Belgium

There seems to be an increasing demand for German recordings all over the world. In Belgium, Conny (Froeboss), Peter Kraus, Freddy (Quinn) and other German singers and now Lolita with her "Seemann" and Bert Kaepfert with his "Wonderful by Night" are riding high in the U. S. A. Even more startling is the success in France of a record, sung in German, by two Danish boys: "Banjo Boy."

"Kili Watch," the Palette platter by the Cousins, a Belgian rock 'n' roll group, is enjoying very good sales. The tune has been recorded by French star Johnny Halliday and by Mister "Mustapha" himself, Bob Azzam. . . . Peter Plum has the publishing rights on "Fabiola," dedicated to our future Queen, which have been bought for New Zealand, Australia, Italy, England and the U. S. A.

Andrew Anka of Spanka Music was here for a short visit, stopping in from London and on his way

to Geneva. He spent most of his time with Robert Bosmans, Benelux representative of Spanka Music. . . . Johnny Mercer wrote English lyrics to the Charles Aznavour melody "Rendez-vous a Brassilia" and major recordings on this tune will be appearing soon. . . . "Anita My Love" a musical, especially written by one of our leading composers, Hans Flower, for the Belgian Television, brought heavy demand for the title tune, as performed by Palette singer Louis Neefs. The record will be out very soon.

Rina Pia, Barclay songstress, made a Flemish recording of "Tell Laura I Love Her" under its new title: "Odat Hij Haar Liefhad." Flip side is a German evergreen: "Met Jou Is Het Leven Zo Mooi." . . . The Chackhas are in Rome, playing the famous night club Grotte del Piccione.

Altho "O Sole Mio" is still in the No. 1 position on the local hit parade, the new Presley release, "Are You Lonesome tonight," has been launched on the Belgian market to benefit from the big Christmas sales.

DANISH Newsnotes

By TED WOLFRAM

Care of American Express, Copenhagen

STOCKHOLM: Ake Persson, Swedish jazz trombonist, and Jerri Grey, American singer, were married, here, November 21. Jerri Grey had a principal role in the "Free and Easy" musical, which made a short-lived tour of Europe.

and Persson was a member of the Quincy Jones band, which was a feature of the show. The newlyweds will reside in Sweden.

COPENHAGEN: Niels Borre, concert master of the Danish National Radio Symphony Orchestra, died here November 25. . . . There have been a number of replacements on the staff of KODA (Danish counterpart of ASCAP). Composer Erik Trop has been made executive director, while Lone Wilhelm Hansen, feminine head of the Wilhelm Hansen music publishing firm, and Robert Jeppesen, have been named as members of the board of directors.

Norman Granz was unable to find a hall available for his big JATP unit, with Cannonball Adderley and Dizzy Gillespie, which gave concerts in Stockholm and Gothenburg, Sweden. Copenhageners, however, had two concerts, December 5, in the Odd Fellows Palace, by Art Balkey and His Jazz Messengers, presented by the Fona and Dansk Grammofonplads (record) firms. . . . Nan Merriman, American mezzo-soprano, topped the bill at a big Christmas (benefit) concert, sponsored by a local paper, in the new Falkoner Centret Theater, on Sunday (11). Others featured in this concert will be Gerry Mills, pop singer; Grethe and Jorgen Ingmann ensemble, and Metronome Record's director-composer-pianist Bent Fabricius Bjern, with Henny Moritzen and Swedish pop singer Siv Malquist.

Richard Stangerup is bringing Uouis Armstrong to Denmark for concerts in Copenhagen, Aalborg and Aarhus, during January. Gitte, 14-year-old jazz singer, has been signed up for a leading role in a new Danish film.

ITALIAN Newsnotes

By MARIO DeLUIGI

Narciso Parigi will take part in the second Festival of Italian Song, in March of 1961 in Buenos Aires. . . . Capitol Record's "Love Theme," taken from the film "From the Terrace," has met with much success here, paralleling the "Theme From the Summer Place." . . . Another success, less sudden, but stable is that of Tony Renis. His recording of "Tenerizza" (Tenderness) on His Master's Voice, has gained popularity steadily, especially in Northern Italy with the younger generation.

"Dove Sei," (Summer's Gone) the original recording by Paul Anka, now holds second place in the Discobolo radio show of pop music. The record, on Columbia here, has been selling very successfully, and its popularity must at least in part be due to the lyric, which refers to Anka's sojourn to Italy two years ago.

Best-Selling Pop Records in ITALY

Week Ending December 10, 1960
(Courtesy Musica e Dischi, Milan)

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

By SAM'L STEINMAN

Piazza San Anselmo 1, Rome

The runaway leader in this year's "Canzonissima" national TV-lottery competition, "Romantica," is still fighting a plagiarism suit in the courts. In the latest testimony, Dr. Nicola Festa, who claims the tune is similar to "Angiulella," which he submitted to the 1957 Naples Festival where it was rejected, admitted that he had never offered the number to Renato Rascel, whom he is suing. He also admitted that his song has never been published, recorded or publicly performed. . . . Unlike last year's success, "Canzonissima, 1960," has turned out to be one of Italian TV's greatest bores. Unable to divest itself of three tiresome comedians, the program runs along on the strength of its song appeal.

A committee of six musicians and three journalists meets in Rome this week to sift the San Remo songs with a view to picking the 24 finalists. Meanwhile, top interest is centered in who the new singers to be heard will be. Durium is pushing Little Tony and Sergio Franchi, two Italians who scored in London before making their mark in their native land.

American Vestuvius label has picked up Jimmy Fontana's Italian recordings for the Hollywood mark here. Another Hollywood artist, Umberto Bindi, is preparing for a New York Carnegie Hall appearance. . . . RCA Italiana has put the voices of Mario Lanza and Enrico Caruso on one LP for those who like to make comparisons and the results are startling. . . . Opening of San Carlo Opera in Naples was delayed by a one-day strike called by the staff for opening day. . . . CGD has issued a special catalog of Christmas songs from "White Christmas" to "Natale Bianco" with Johnny Dorelli. . . . Abbe Lane and Xavier Cugat have abandoned their Florida-South American tour to do a Christmas season revue in Milan and then may tour Italy after the holidays. . . . Ivan Megull is picking up Edizione Tornado's "I'm in Ecstasy," a movie tune by Stellari and Robuschi.

The Reader's Digest Italian edition is offering a mail order set of 12 LP's encompassing 68 works entitled "Festival of Classical and Light Music." Set sells for \$25. . . . Orpheus is doing a similar sales pitch for its Collectors Club, but offers three disks as a starter.

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NEW BILLBOARD

Exclusively for the Music-Coin Industry

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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.

BILLBOARD MUSIC WEEK

- . . . Music-Phono Merchandising
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- . . . Juke Box-Game Operating

TV, RADIO LP'S HIT BRIT. DISK MARKET

By DON WEDGE

LONDON—An interesting new addition to the British album market is the adaptation of successful radio and television series to wax. Pioneer version was a recording of BBC radio's "Sing It Again," a half-hour weekly tune-a-minute show devised by BBC Producer Johnnie Stewart and featuring a regular team of professional singers and musicians. The radio format, now in its 10th year, has been transferred to disk and this month Columbia issued a third LP based on the show. Man behind the production with a.&r. Manager Norrie Paramor, who three years ago put Eric Jupp's BBC-Radio series, "Music for Sweethearts," out in LP form.

The technique was taken into the teen market three years ago by another EMI a.&r. man, Norman Newell, with an LP of BBC-TV's "6.5 Special." This show consisted almost entirely of young disk names, and Newell collected the EMI artists who had clicked on the show for an LP recorded in front of a studio audience. This has been the pattern since then.

The "6.5 Special" was originally produced for television by Jack Good who moved to ABC-TV to begin another highly successful teen series, "Oh Boy," which went on to wax almost in its original TV format two years. Newell followed last year with a version of a similar BBC-TV show, "Drumbeat."

Teen TV series have now disappeared from the two networks, and this has directed added attention to the radio shows. Biggest of these is the weekly "Saturday Club," which Newell recorded using the sort of talent, drawn from the EMI roster and uncontracted artists, featured in the radio show during the last three years. The album is about to be released in time for the Christmas market.

Newell has now secured BBC permission to record a version of another weekly radio program, "Parade of the Pops." This is a hit parade show and as such would

have a short life if put directly onto wax. Newell will therefore turn it more into a collection of all-time pops and envisages an almost endless succession of variants if it proves successful. The regular band on the air show, Bob Miller and the Millermen, will be featured again with EMI artists (and possibly some from other labels on loan-out) who have guested in the series.

Pye is also entering the market and plans an LP of the Sunday morning radio show, "Easy Beat," another teen pop music series. The label is also keeping the title "Be My Guest" for one of its contract singers, Joan Regan, who has a BBC-TV show of the same name.

This musical activity is in addition to the disk versions of big radio comedy shows of which most labels have at least one example. These usually come as a result of negotiation with the BBC for right to issue on wax actual recordings of broadcast productions.

Clara Haskil, Noted Pianist, Dead at 65

BRUSSELS, Belgium — Clara Haskil, the great classical pianist, died here last week (7) of injuries suffered in a fall at a railroad station. She had arrived here from Paris to give a concert with Arthur Grumiaux, the violinist, before Queen Mother Elizabeth of Belgium. She was 65 years old.

Miss Haskil had built up a devoted following for her performances of classical and early romantic music. Many of her loyal fans considered her to be one of the outstanding interpreters of music of these eras, and especially of Mozart's keyboard music. She was born in Rumania in 1895 and made her professional debut at the age of nine. Illness and World War I interrupted her career, but once the war was over she became well known. Her last appearance in the United States, after a 30-year absence, was in the 1956-'57 season, when she was acclaimed for her performances of Beethoven piano works.

Recordings by Miss Haskil have been brought out in the United States on the Epic label in recent years, but recordings are also available by the pianist on Angel, Decca and Westminster. Her recordings were widely praised. Among her noted LP's were her various Mozart concerto LP's, and the Beethoven Sonatas for violin and piano with Grumiaux, the full cycle of which were recently completed. Her similar set of Mozart Sonatas were left incomplete by her death, as were a series of concerto recordings with the Lamoureux Orchestra under Igor Markevitch. Miss Haskil for many years had been living in Switzerland near Lausanne.

Neal Hefti to NARAS Post

HOLLYWOOD — Neal Hefti was named to the National Academy of Recording Arts and Sciences' Los Angeles board of governors, filling the spot vacated by the departure of Henri Rene. Rene recently moved to New York. Hefti, in turn, arrived here from New York where he had been active on that city's NARAS board.

Among other New Yorkers who have entered the local NARAS fold are Percy Faith, Irv Townsend, Lee Schapiro and Doug Beauchamp. New NARAS members here include the Fligibles, Bill Constock, Dick Reynolds and Virginia Richmond.



Watch for the
NEW Billboard
Coming January 9

*Billboard's Outdoor Show News department will combine with its monthly publication, Funspot, and move into a separate 8 1/2 x 11 publication of its own.

MGM has Ye Album!

Ye Dealers are Wild about it... Customers moving out with albums like Knighthood was back in Style...and so it is...if ye heed the way in which DeeJays Everywhere are spinning The Disk. Ye secret, Sir Cat, lies in the performance...65 erstwhile Symphonic Knights giving forth a Huge but pleasing Sound, so Lush and colorful the King's robes pale in comparison. Yea, verily, Camelot has arrived...and MGM has Ye Album. So Get with It.



Ye Mono
Numeral is E3916

Ye Stereo
Numeral is SE3916

(Why not Order forthwith?)

Johnny Marks' Christmas Pin-Up Sheet

THE SMASH HIT

BRENDA LEE

sings

Rockin' Around The Christmas Tree

(DECCA RECORDS)

HEAR BRENDA SING IT ON THE PERRY COMO SHOW DEC. 14

SEE BRENDA IN LIFE MAGAZINE, DEC. 12 ISSUE

RUDOLPH THE RED-NOSED REINDEER

25 New Releases

30,000,000 Record Seller

New Big Hit Singles

Paul Anka (ABC-Paramount)
Melodeers (Studio-20th Fox)
Chipmunks with David Seville (Liberty)

Joyeux Noel, Buon Natale, Feliz Navidad

A MERRY MERRY CHRISTMAS

1960 Sammy Kaye (Decca) 1959 Art Mooney (MGM)

Tex Johnson (Prom)

I HEARD THE BELLS ON CHRISTMAS DAY

Harry Belafonte (Victor) Bing Crosby (Decca) Fred Waring (Capitol)

Sound Spectacular (Victor) Carillon Bells (Decca) Lester Lanin (Epic)

Dennis Day (Design) Johnny Kaye (Peter Pan) etc.

I'LL BE A LITTLE ANGEL

THE SANTA CLAUS PARADE

The Little Angels
with Craig Sechler
(Riverside)

THE NIGHT BEFORE CHRISTMAS SONG

Rosemary Clooney and Gene Autry (Columbia) Ames Bros. (Victor)

Pete King Chorale (Kapp) Gisele MacKenzie (RCA Victor) Eileen

Barton (Coral) Spike Jones (Verve) Russ Morgan (Decca) Jon Arthur

(Decca) Mitch Miller (Golden) Johnny Kaye (Prom) etc.

EVERYONE'S A CHILD AT CHRISTMAS

Gene Autry (Columbia)

WHEN SANTA CLAUS GETS YOUR LETTER

Gene Autry (Columbia Hall of Fame) Capt. Kangaroo (Golden)

Mitch Miller (Golden) Tex Johnson (Prom) etc.

ST. NICHOLAS MUSIC INC.

1619 Broadway, N. Y. 19, N. Y.

Mack Wolfson, Benny Miller, Lucky Wilber, Ed Penney, Mike Connor,

Jim McCarthy, Joe Petralia, Marvin Drager, P. R. Office

KICK OFF NARAS MIDWEST CHAPTER DRIVE AT MEET

By NICK BIRO

CHICAGO—The initial meeting to launch the Midwest chapter of the National Academy of Recording Arts and Sciences (NARAS) will be held at the Ambassador Hotel here Wednesday afternoon (14) and officials are shooting for midwestern participation in the forthcoming national "Grammy" elections.

Bob Yorke, member of NARAS' national board of directors, and Dick Jablo, association attorney, are expected to be on hand to launch the Midwest chapter. The session is slated for 5 p.m.

Dick Schory, head of the organizing committee here, said that already 28 members had been signed up, with only 50 needed for a charter. Schory said extensive mailings were being made and that he was hopeful for a large initial turnout.

Final Voting

Altho the first round of the NARAS voting for record achievement awards closed last week (5), association officials said the Chicago chapter members would be eligible to participate in the finals. There are some 60 different categories representing a wide range of awards in the recording field—

Rocco Vocco Dies at 73

NEW YORK — Rocco Vocco, president of Bregman, Vocco and Conn, passed away suddenly last Monday (5) at the age of 73. The veteran music man, who had started his career as a boy tenor in Chicago, was well known both for his skill in picking songs and for the many great teams of writers he put together. He joined Jack Bregman and Chester Conn to form BVC after a long successful manager of a number of the largest publishing firms.

In the early days of his career Vocco was hired by Harry Von Tilzer to promote and exploit his songs. Soon after he was signed by the late Leo Feist to take over the management of the Chicago office. He was brought to New York after several years in Chicago to head the Feist professional staff. From there Vocco went to De Sylva, Brown and Henderson as general manager. Later he was made head of the Warner Bros. music publishing catalogs.

Among the songwriting teams that Vocco joined were Walter Donaldson and Gus Kahn (who wrote the score of "Whoopie"), Gus Kahn and Isham Jones ("It Had to Be You," "Swingin' Down the Lane," etc.). After helping found BC, Vocco teamed Mack Gordon and Harry Warren, who wrote many film hits ("You'll Never Know," "Serenade in Blue," etc.), Mack Gordon and James V. Monaco, and Mack Gordon and Josef Myrow. He also developed and encouraged cleffer David Rose. Vocco was honorary president of the Professional Music Men since its inception and a member of the Friars Club. Survivors include a daughter, Lorraine Curry; a granddaughter, Catherine Curry, and a brother, James.

Hirt Signs With RCA

NEW YORK — Al Hirt, New Orleans trumpeter, has signed an RCA Victor record contract, it was announced by Steve Sholes, pop a.&r. chief. Hirt recently opened an engagement at Basin Street East here. He has already cut two albums for the label.

Hirt and his group are set up along Dixieland lines, although it is not primarily a Dixieland combo and it plays a variety of music.

from artist performances to album cover designs and engineering and recording of the individual disks.

In the final voting, slated to take place early in February, each category will have been narrowed to five nominees. Awards will be made on a nationally televised show.

The Midwest chapter will be the fourth for NARAS, which itself was first organized some two years ago, with a chapter in New York. Chapters in Hollywood and Nashville, Tenn., followed.

Dick Schory was named by the national association to set up the Chicago group and has been working with a committee that includes David Carroll, Mercury; Joe Wells, RCA-Victor; Willis Charkovsky, composer-arranger; Mike Simpson, composer-arranger; Bill Hanley, musician; and Nick Biro, The Billboard.

Territory for the Midwest group will extend north to Canada, east to Cleveland, west to Omaha, and south to St. Louis.

Members are drawn from two groups: active members, who participate in the making of the recorded product, from artists, arrangers, writers and musicians to literary editors; associate members, from those in sales, promotion and other supply functions of the industry. Only active members are allowed to vote in the awards presentation.

German Court Ruling Favors Disk Artists

BRAUNSCHWEIG, Germany — The German High Court has decided that recording artists can now claim a fee if their performances are used for trade purposes, i.e., in juke boxes, TV, cinemas or broadcasting.

Music operators who now pay a duty to the GEMA, German performing rights society, are of the opinion that the levy is high enough to cover the fees for performing artists, too. A special corporation, the Gesellschaft zur Verwertung von Leistungsschutzrechten (GVL), has been formed to represent the interests of performing artists.

The collective treaty between the juke box operators and GEMA has been recalled for December 31, 1960. Bargaining is under way between the parties interested. Up to now, GEMA has satisfied only the claims of composers, lyricists and music publishers, while the recording artists received payment from their recording firms.

Col. Promotes, Shifts Staffers To New Posts

NEW YORK — Columbia Records has made a number of new promotions and appointments in various departments. Sal Forlenza, former supervisor of field communications, has been appointed product manager of single records for the company. At the same time Gene Weiss has been promoted to the post of regional sales manager for the northeastern region, covering New York, Boston and Hartford and Albany.

Bruce Lundvall has been named to the position of manager of field communications, the post formerly held by Forlenza. Lundvall will handle Columbia's "Insight" and "Newsletter," the firm's sales publications. And Oscar Ehrenkauer has been appointed to the post of director of administration by Ken Clancy, vice-president of Columbia Records Distributors.



ONLY 12 MORE DAYS TO BUY THE ANGEL TOP 50 ON 100% EXCHANGE

If you, as a record dealer, have never before offered your customers Angel Records, then you shouldn't miss this timely opportunity to stock the very "cream" of the Angel catalogue — while you have this valuable protection!

If you are already an Angel dealer, then you will want to take advantage of this fine opportunity to replenish your stock of Angel best-sellers for the important holiday business you're enjoying right now!

Offer closes December 24th. You have a full 6 months to exchange purchases of these albums made during this program. See your Angel Representative today!

(S) 35411 Soviet Army Chorus and Band	(S) 35817 Lilac Time — Highlights
(S) 35797 At the Drop of a Hat (<i>Flanders and Swann</i>)	(S) 35816 Merry Widow — Highlights
(S) B-3610 Klemperer Conducts Wagner <i>(2 records)</i>	(S) 35815 White Horse Inn — Highlights
(S) 35884 Best of Peter Sellers	(S) 35740 Tchaikovsky: Swan Lake/Sleeping Beauty Suites (<i>von Karajan</i>)
(S) 35814 Bitter Sweet — Highlights	(S) 35780 Beethoven: Violin Concerto (<i>David Oistrakh</i>)
BL-3508 Puccini: Tosca, complete (<i>Callas</i>) <i>(2 records)</i>	(S) 35677 Rhapsodies for Orchestra (<i>Silvestri/Vienna Philharmonic</i>)
BL-3560 Puccini: La Boheme, complete (<i>Callas</i>) <i>(2 records)</i>	(S) 35680 Tchaikovsky: Nutcracker; Romeo and Juliet (<i>Markevitch/Philharmonia</i>)
(S) B-3577 Beethoven: Symphony #9 (<i>Klemperer</i>) <i>(2 records)</i>	(S) 35697 Beethoven: Triple Concerto (<i>David Oistrakh Trio</i>)
(S) BL-3601 Donizetti: Lucia di Lammermoor, complete (<i>Callas</i>) <i>(2 records)</i>	(S) 35711 Beethoven: "Pastorale" Symphony (<i>Klemperer</i>)
(S) CL-3606 Ponchielli: La Gioconda, complete (<i>Callas</i>) <i>(2 records)</i>	(S) 35719 Birgit Nilsson Sings Beethoven, Weber, Mozart
35092 Mozart: Horn Concertos (<i>Dennis Brain</i>)	(S) 35720 Helter Skelter (<i>Band of Welsh Guards</i>)
35195 Callas Portrays Puccini Heroines	(S) 35726 Chopin Waltzes (<i>Malcuzyński, Piano</i>)
35415 Orff: Carmina Burana (<i>Sawallisch</i>)	(S) 35739 Mozart: Symphonies, No. 38 and No. 39 (<i>von Karajan</i>)
35469 Giuseppe di Stefano: Songs of Naples, album 2	(S) 35744 Romantic Overtures (<i>Silvestri/Philharmonia</i>)
(S) 35476 Beethoven: "Emperor" Concerto (<i>Emil Gilels</i>)	(S) 35755 The Orchestral Wagner (<i>Sawallisch/Philharmonia</i>)
(S) 35491 Hindemith: Horn Concerto (<i>Dennis Brain/Hindemith</i>)	(S) 35763 Callas Portrays Verdi Heroines
(S) 35505 Rimsky-Korsakov: Scheherazade (<i>Beecham</i>)	(S) 35764 Mad Scenes by Callas
(S) 35614 Tchaikovsky: 1812 Overture, others (<i>von Karajan</i>)	(S) 35767 Rimsky-Korsakov: Scheherazade (<i>von Matacie/Philharmonia</i>)
(S) 35615 Dvorak: "New World" Symphony (<i>von Karajan</i>)	(S) 35779 Schubert: "Unfinished" Symphony and "Rosamunde" Music (<i>Kletecki</i>)
(S) 35638 Prokofiev: Peter and the Wolf; Haydn: Toy Symphony (<i>von Karajan</i>) <i>(Ustinov)</i>	(S) 35790 Behind the Footlights (<i>Scotts Guards</i>)
(S) 35644 Tchaikovsky: Nutcracker Suite; Swan Lake (<i>Sawallisch/Philharmonia</i>)	(S) 35800 Hoffnung Interplanetary Music Festival
(S) 35656 Schubert: Songs, Album 2 (<i>Fischer-Dieskau</i>)	(S) 35831 Donizetti: Lucia di Lammermoor — Highlights (<i>Callas</i>)
(S) 35676 Verdi: Overtures (<i>Tullio Serafin/Philharmonia</i>)	(S) 35838 Wolf: From the Spanish Songbook (<i>Fischer-Dieskau</i>)
(S) 35696 Elisabeth Schwarzkopf Sings Operetta	(S) 35885 Tchaikovsky: Symphony #4 (<i>von Karajan</i>)
	65038 The Happy Wanderer (<i>Obernlarchen Choir</i>)



Merc Signs Kim Sisters, Other Acts

CHICAGO — The Kim Sisters head a new list of Mercury pactings announced last week in what is part of a general catalog expansion program begun by the label several months ago.

Other signings include Bobby Hendricks, young rock 'n' roll singer, and Jay Epac, Hawaiian Islands singer, both pacted by Clyde Otis, Eastern a.&r. director for Mercury.

George Barnes and His Jazz Renaissance Quintette were signed by Hal Mooney. In the c.&w. category, Shelby Singleton, Mercury's Southern a.&r. head, added the following: the Sprouts, the Salems, the Plainsmen, Curley Herndon, Jerry Glenn and Eddie Noack.

SCHECK FUND TO AID NEEDY

NEW YORK — The Marilyn Joan Scheck Foundation, devoted to the assistance of needy children afflicted with cheiloschisis (hair-lip) has been established by Mr. and Mrs. George Scheck of Manhasset, N. Y.

The foundation is in memory of the eight-year-old daughter of the couple. The child perished in a fire which destroyed the Scheck home on Thanksgiving Day. Contributions to the foundation may be sent to Mrs. Arthur Pine, Port Washington, N. Y. Scheck, the manager of Connie Francis, is recovering in a Long Island hospital from an illness which befell him following the tragedy.

Japanese Club Not Yank Type

YOKOSUKA, Japan — Nippon Columbia was the first company to organize a phonograph record club in this island nation. The operation now boasts over 150,000 members. The club, however, takes a far different form than the Columbia Record Club across the sea in the United States.

For one thing, in accordance with manufacturers' contracts with retailers in Japan, direct sales by way of mail are prohibited. Buyers get to be members by collecting coupons which are enclosed in the jacket or sleeve of each record purchased at their record store. These coupons are mounted on a card until the card becomes full. At that time, the filled card is sent to the club for membership.

Members receive only one bonus 10-inch LP disk once a year. Membership, however, entitles them to participate in lotteries with prizes of TV sets, stereo phonographs and other valuable loot.

UNUSUAL LP BRINGS CAP. RARE COSTS

HOLLYWOOD — This is one of those "what-you-run-into-when-you-make-an-album-stories. Capitol doesn't like to talk about it, but one of the costliest pop albums in its history was the recently released "Ports of Paradise" package. The label invested a full \$28,000 in its recording cost, going \$10,000 over budget. Matson Lines, whose South Seas ports of call serve as the basis for the album, contributed \$6,000 toward the project. Alfred Newman conducted a 47-man orchestra and Ken Darby bated a 26-voice chorus. It took five separate recording sessions, plus more than an hour in overtime of each session before it was completed. It's roughly estimated that Capitol will have to sell some 250,000 albums before it recoups its production costs.

SING-A-LONG

Mitch's Idea Picked Up For Radio

NEW YORK — Mitch Miller's "Sing-A-Long" albums have inspired a package of sing-a-long spots, designed for use by broadcasters as station identification-type jingles. Created by Bob Farrer of Commercial Recording, Dallas, the jingles were introduced by KVIL in that city last September, and were used to kick off WABC's (New York) new format and deejay line-up last week.

The jingles highlighted a two-day "Sing-A-Long Sound Spectacular" staged by WABC here Monday (5) and Tuesday (6). Packaged in 30 and 60-second spot form, the jingles feature community-sing-type vocals on a flock of oldies—such as "Bicycle Built for Two," "Sweet Rosie O'Grady."

At the same time, WABC's new deejays (Scott Muni, Herb (Oscar) Anderson, Farrell Smith, Jack Carney, Charlie Greer and Chuck Dunaway) played various types of sing-a-long-type records—college songs, foreign tunes, and marches. The station has started its regular programming now (the top record hits of the day, augmented with new releases and oldies) but the sing-a-long spots will continue to be featured throughout each show.

TALENT BUYERS:

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

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

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

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

BMI Offers College Prize

NEW YORK — BMI will award a prize of \$1,000 to the composer and lyricist of the best college musical comedy or revue presented in the United States and Canada during the 1960-'61 academic year. The drama or music department sponsoring the production will receive an additional \$500.

Entries will be judged by Morton Da Costa, Robert Griffith and Harold S. Prince, Robert Fryer and Lawrence Carr, Lehman Engal, Dory Schary, Steven Sondheim, Sheldon Harnick.

Admit Stealing Boss' Records

PITTSBURGH — Two employees of the National Record Mart here were held for court after admitting stealing thousands of dollars of records from the firm. The two employees, one a warehouse worker and the other a truck driver, admitted stealing \$6,000 worth of records. City Detective John F. Stack testified in Downtown Magistrate's Court that approximately \$9,500 worth of records had been taken from the National Records Mart warehouses from March to November of this year.

An employee of the Nick Lomakin Music Stores was held for court here last week in a related case. The employee, a porter, was accused of pilfering \$5,000 worth of records during the past several years.

Tops Records Stages Meet

HOLLYWOOD — Tops Records will hold its semi-annual sales meeting this week (14), attended by 17 of its district managers and company executives. Label executives presiding will include President Bob Blythe, newly elected Operations Vice-President Larry Finley, and Sales Vice-President Ira Moss.

Among plans to be discussed will be the unveiling of the low-price label's strategy to be followed in cracking the full-price (i.e., \$3.98, \$4.98, \$5.98) album market. District managers, in turn, will conduct meetings in their own areas to deliver the company's message to the label's 52 men in the field.

M-G-M Bows 5 Dec. Albums

NEW YORK — M-G-M Records has released five albums for special promotion during December. These include music from "Camelot," by Orndel and the Starlight Symphony; Joni James with "100 Voices and 100 Strings"; Larry Elgart's first for M-G-M, "Sophisticated 60's"; "The College All-Star Dance Band," under Don Jacoby; and Julius Monk's "Dressed to the Nines."

Promotion effort is geared to getting dealers to handle the sets as gift items, particularly the gold-foil wrapped Joni James package. Albums are being rushed to stations and displays are going out to dealers.

Time Debuts New '61 Line

CHICAGO — Time Records introduced its new line for 1961 here this past week (December 9 and 10) to 32 of its distributors who convened at the Ambassador East Hotel.

Bobby Shad, president of the diskery, introduced a line of specialized albums which have been recorded by engineer Earl Brown. Brown is noted for his work in electrical and percussion music.

Besides Shad, the distributors were hosted by Sales Manager Phil Picone, Harry Ringler, comptroller, Mill Roseman, advertising, and Pete Spargo, promotion director.

Benny Special To Spot Hits

NEW YORK — Jack Benny's upcoming NBC-TV musical special, "Remember How Great," will feature Connie Francis, Andy Williams, the McGuire Sisters, Harry James and his ork and Juliet Prowse.

Sponsored by the American Tobacco Company, the show (February 9, 8:30-9:30 p.m.) will spotlight all-time pop song hits of the past few decades. It marks Benny's first NBC show (as star) since he left the web and moved to CBS 12 years ago.

'SWINDLE SHEET' ON FIRING LINE

WASHINGTON — Legislation to cut "swindle sheet" entertainment expenses from legitimate business deductions was again promised by Sen. Joseph Clark last week. Clark pushed hard for legislation to put everything but food and drink outside the pale of business deduction for entertainment, during the past session, and will reintroduce the same bill by way of christening the new 87th Congress. Excluded from the deductible tab would be show tickets, night club performances, memberships in clubs.

OUT NEXT WEEK!



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

featuring . . .
Billboard's Big Annual
DISK JOCKEY
POLL RESULTS

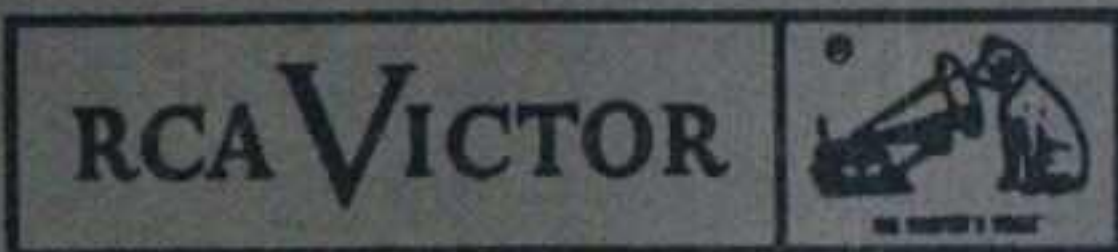
plus other important programming and talent buying features, including the famous quarterly biographic and record data service,

TODAY'S TOP RECORD TALENT.

**COMPLETE ORIGINAL
SOUNDTRACK ALBUM...
ONLY ON RCA VICTOR**

LIVING STEREO

original sound track from the
film **EXODUS** by **ERNEST GOLD**



**OTTO PREMINGER
PRESENTS**

EXODUS

Already a best seller, breaking in all markets. Watch for the film in your local theater. Available in Living Stereo and in Monaural Hi-Fi on... **RCA VICTOR**



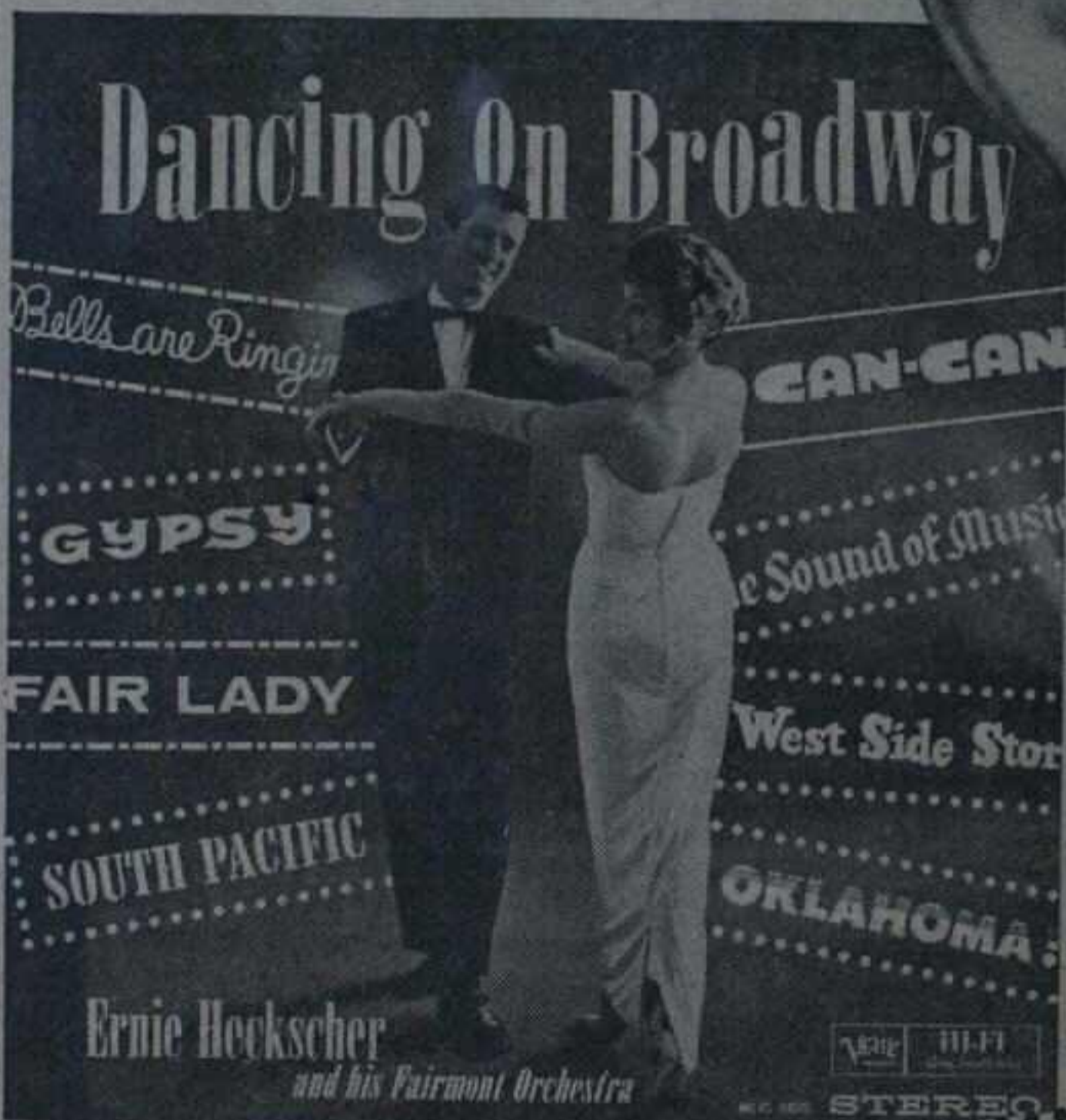
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MOST DANCE-INDUCING MUSIC EVER RECORDED!

ERNIE HECKSCHER

and his Fairmont Orchestra



MG V-4045

A superb collection of the very cream of Broadway show tunes... a unique blending of voices and instruments... a richness and fullness that easily equals, and in some cases surpasses, the original cast recordings.

HERB CAEN
San Francisco Chronicle

ATTENTION: DEALERS, OPS:

BIG HECKSCHER SINGLE: B/W

I LOVE PARIS Medley
C'EST MAGNIFIQUE
V 10227x45
THE PARTY'S OVER

If you're not dancing to Ernie Heckscher you're not dancing!



BEVERLY HILLS, CALIFORNIA

Disk Bootleg Probe Extended

Continued from page 3

described by police as "associated with the underworld's top hoodlums"; Sidney Mittelman, 48, of Monroe, N. Y., who is already under indictment in Essex County, N. J., on similar charges; Frank Lerner, 27, of Brooklyn, operator of an album cover and label production firm known as Lerner Associates; Jerry Kipperman, 30, of Brooklyn, and Leon Silverberg, also 30, of Jericho, N. Y., described as business associates of Lerner; Nicholas Del Negro, 49; Larry Martire, 29, and Daniel Annunziata, 22, described as messenger for the ring, and Charles T. Polhemus, 50, of Utica, an official of the Utica plant. The suspects were booked on charges of attempted grand larceny, conspiracy and falsifying and counterfeiting trademarks.

It was Polhemus who was met in Newark by Vastola, Mittelman and Lerner. Later, State Troopers and Utica police, accompanied by Brooklyn detectives, swooped down on the Utica plant and arrested Stanley Markowski, 41, owner and president of the plant; his brother Alexander, 32, and Ann Decker, 33, secretary-treasurer of the firm. Many thousands of fake Sinatra and Mathis albums were found in the plant and were impounded, although none had yet reached retail channels.

Four others were taken into custody Friday in the continuing crackdown. These were Norman Ravis, 41, of Hicksville, N. Y., and his brother, Herbert, 38, of New York. The Ravis brothers operate Peerless Album Company, a well-known album cover production firm in Brooklyn. Also arrested were Joseph J. Goldstein, 32, and Manuel Zevon, 34, owners of Graphic Processing Corporation, a label and cover printing firm in Manhattan. Other arrests were expected momentarily at press time Friday.

The ring was believed to have received financing from high mobster sources. Carmine Lombardozzi, one of the delegates to the so-called "Apalachin mobster convention" in up-State New York several years ago, has been linked with the ring. Lombardozzi was near the top of the list of those questioned in the Graffeo killing last summer. He was believed to be the money man behind the operation, funneling the cash down to the ring operators thru Vastola.

Vastola allegedly told police that he owned an interest in rock and roll singer Lloyd Price, and that he also had an interest in Roulette Records. Roulette spokesmen denied that Vastola now has or ever has had any connection with the diskery.

Early Thursday, Price had been implicated in the ring because an auto, allegedly owned by the singer, was found at the pressing plant. Price was later released when he offered an explanation of the car's presence which satisfied police. However, assistant chief inspector Raymond Martin said there was still interest in other connections which apparently linked Price with Vastola.

All those arrested, except Del Negro, were released in \$2,500 bail pending a hearing here Wednesday (14). Del Negro was held without bail because of a previous police record.

Seymour Steinberg, an attorney of the Philadelphia law firm of Blanc, Steinberg, Balder and Steinbrook, which has been investigating bootlegging practices for ARMADA, said that he expected to lend 100 per cent co-operation to Brooklyn authorities on the case.

Merc Names Leslie Distrib

CHICAGO — Mercury Records announced its second distributor change in two weeks with the appointment of Leslie Distributors New England Inc., East Hartford, Conn., to replace Trinity Record Distributors Corporation, Hartford.

Last week, Metro Distributing Company, headed by Carl Glaser, returned to the Mercury fold as its Buffalo distributor, after an absence of some nine months, during which time Mercury serviced the area with a factory sales representative.

Both moves are attributed to a hypoed sales effort by the parent label. Irwin H. Steinberg, executive vice-president of the diskery, said the change is "in keeping with Mercury's desire to increase exclusive sales activity in connection with our product. We are seeking more and more to influence existing distribution, or create new distribution, with separate sales forces which will give exclusive representation to the Mercury label."

Steinberg, however, stressed that there was no general revamping of Mercury's distribution pattern in the offing and that both the Hartford and Buffalo moves were dictated by individual circumstances.

Local Elects Officer Slate

NEW YORK — Local 802, of the American Federation of Musicians AFL-CIO, elected a ticket of incumbent officers in an election held here this past week.

Re-elected to office were Al Manuti, president; Al Knopf, vice-president; Max L. Arons, secretary, and Hy Jaffe, treasurer. The election was adjudged a landslide for the incumbent ticket which garnered an estimated 4,500 votes out of 6,000.

French Plastic

Continued from page 3

songs with each book containing four recorded sheets, sells for 72 cents.

Toshiba Record Company which presses Angel and Kapp here, has recently tied in with Asahi Sonorama and will release educational books, using the thin vinyl disks. Kodama Press Company has launched "Kodama" (Echo) Book monthly and "AAA" book every other month. The "Kodama" has 26 pages with four 33 1/3 r.p.m. phono sheets included and sells for 77 cents while the "AAA" 96-page edition has three phono sheets and sells for 88 cents. Both editions are custom-pressed by King Records, an affiliate of London, Mercury and other labels.

To compete with the Asahi newspaper, the Mainichi newspaper, second largest here, began to release Echo Sound magazine. Some music magazines also contain as a supplement, a couple of songsheets. Even Newsweek Magazine's Tokyo edition is now widely distributing "A Brief Guide to Current English," in spoken English in the form of a song-sheet for Japanese students at 27 cents. Its third issue has now been published.

Further, Nippon Columbia is distributing its own Auravision-like "Bubble Book" for kiddies. This book contains three five-inch recorded colored picture sheets and sells for 55 cents. With all this splurge of activity, disk men are reflecting on the possible applications of the process to the pop disk field. In America, it is noted, the Rank Audio Plastics firm is making the process available for various advertising and publishing enterprises, although the process has not made comparable strides there.

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RADIO STATIONS LAUNCH MADCAP HOLIDAY FARE

• Continued from page 1

neediest will receive a complete Christmas dinner, and toys for the children. The second drive, "Stamps for Toys" calls for an exchange of trading stamps (sent in by listeners) which will be honored by various agencies in Miami for Christmas toys.

Dick Clayton, WJL, St. Louis, is stimulating interest in the annual Christmas Seal campaign conducted by the Tuberculosis and Health Society of St. Louis. The station is broadcasting a saturation schedule of specially-produced spots to supplement deejay Clayton's personal appearances at the TB Society's X-Ray Mobile Unit locations and meetings.

Birthdays Bid

Ray Dunphy, who emcees "Express Your Opinion" on WHEB, Portsmouth, N. H., recently asked his listeners how he should celebrate his 25th birthday, December 15. He adopted a suggestion that each of his fans send him 25 cents, with the total amount collected earmarked for the Seacoast Christmas Charities. New Orleans outlet WWL is conducting its annual Christmas drive for the 1,200 children at Charity Hospital.

The Balaban stations, WIL, St. Louis, and KBOX, Dallas, are behind a "Give a radio for Christmas" saturation spot campaign, designed to help increase the sale of radios for local merchants and build radio's "sets-in-use" figures.

The Boston Globe Newspaper again this year is giving Boston area listeners a Christmas present on December 25 of 17 hours of Christmas Music without commercials. Only identification of the newspaper as sponsor will be the mention of its name on the legal station breaks. The show, tagged "A World of Christmas Music," will feature the only complete

stereo recording of Handel's "Messiah" by the Handel and Haydn Society of Boston, along with other stereo waxings of traditional yule music.

One of the earliest Christmas promotions was staged by KXGO, Fargo, N. D., November 26—a "Christmas in November" spectacular at the Fargo Civic Center. Sponsors who had purchased the special package, had booths in the auditorium, and KXGO deejays broadcast from the center from 10 a.m. to 10 p.m. Listeners registered for a drawing at the auditorium and \$5,000 worth of prizes were awarded during the day. Santa Claus attended the event, via helicopter.

Station WNEW, New York, is making its audience a Christmas present of 200 free seats to Phil Silvers' forthcoming Broadway musical, "Do Re Mi." Listeners have been sending in their names for a drawing to determine which dialers will attend the December 30 performance. Also on hand that night will be a group of WNEW deejays. Top Broadway stars, including Ethel Merman and Elizabeth Seal, have taped special spots for the promotion, and program director Mark Olds expects the stunt will draw about 250,000 entries in all.

Olds has set up a pattern on the playing of yule wax by WNEW jocks. With the exception of an hour-long "preview" show, the station did not play any Christmas disks until December 1. From that date through December 10, the outlet played only one holiday platter each hour. Starting this week, WNEW jocks will play two seasonal records per hour. Then on December 19, WNEW will go all out and play from three to four Christmas disks each hour through Christmas Day.

WILL PRESIDENT BACK WORLD MUSIC TOURS?

• Continued from page 1

Heath Bowman, chief of the Bureau of International Cultural Exchange, who must administer the program, points out that the exchange now reaches one-third more of the world's population than when it originated in 1955, but the budget has been at a standstill. Another administrator hoped that new leadership from a Democratic President would not only induce appropriations committees to step up the funds but also to cut down on the abuse handed to the hard-pressed workers and to the performers themselves.

In the eighth semi-annual report on the exchange program, released last week by the U. S. Information Agency, which handles promotion and publicity for the performers circling the globe, it was pointed out that during the first six months of 1960 alone, 55 countries were toured by 55 attractions, including one full-scale musical show, "My Fair Lady."

Reactions from the audiences at various points on this tense planet were documented from newspapers of the nationals. In Moscow, the press reported an audience wild for "My Fair Lady." In the Far East, Japanese newspapers said the Boston Symphony "melted the hearts and souls of the audience." In Manila they loved the way the "gay, vigorous" American dance music found expression in Rod Alexander's "Dance Jubilee."

Among others, an American folk music troupe went through India, the Herbie Mann jazz band toured Africa, the Howard University choir covered Latin America, and the Eastman String Quartet toured from Greece to Morocco. Each

group, carrying a wholly different type of American musical performance to alien surroundings, "made many, many friends" and "entranced" their audiences with their musical ability and personal warmth, the press reported.

Louis Satchmo Armstrong, on a commercial tour, made it a triumphal one into further reaches of Africa with State Department funds from Kenya to the Ivory Coast. While all other news from Africa was grim and bloody, everything came up roses for Satchmo and his indigenous American music: "They dig me over there," said Satch.

What's Ahead? In 1961 the Dave Brubeck Quartet is scheduled for a 12-week tour of Latin America, beginning in March. By way of contrast, the Julliard String Quartet will tour the Far East for eight weeks in April and May. The list of the musical emissaries will lengthen if the climate on the Hill thaws, as it is hoped, with the new year.

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BRITISH Newsnotes

• Continued from page 6

The trend is not confined to the new firms. Two long-established houses have displayed interest. The Noel Gay office is recording **Willie Wilson and the Downbeats**, a group it manages, on two of its own titles for release through a major. Peter Maurice cut two titles with **Cy Grant** which were taken by Decca. Review copies were dispatched but the disk not issued as one of the titles was a Christmas number and the label felt there was not enough scope for it in the time left for such songs.

LABEL SWITCH: The most important move yet to establish the indie Ember label is the acquisition of two sides from 20th Century-Fox. They are the **Harry Simcane Chorale's** "Little Drummer Boy" (the first issue of Top Rank here and an immediate hit) b-w "Onward Christian Soldiers," and **Al Martino's** "Our Concerto." Ember is hoping to become the 20th Century-Fox outlet as its British licensee in the new year—as indicated the U. S. label was originally represented by Top Rank.

VISIT-IN: "An Evening With Ella and Oscar," a concert package featuring **Ella Fitzgerald** and the **Oscar Peterson Trio**, will tour Britain for three weeks from March 5 as part of a European tour. . . . The **Dave Brubeck Quartet** heads a package with British support from January 21 in a tour restricted to nine days. . . . **Eartha Kitt** did an unadvertised panelist spot on BBC-TV's "Juke Box Jury" December 3. . . . A Hollywood visitor was **Gene Norman**. . . . **Milt Rack-**

mill in London for the "Spartacus" premiere—also **Vivian Blaine**.

BUY OUT: In a move probably without precedent in Britain, **Cliff Richard**, our outstanding teen star, bought himself out of an old contract which had options for two movies.

FAN CLUBS: 180 fan clubs, representing 150 artists, are currently organized in Britain, according to a survey made by **Tony Bromley** of Hit Parade magazine. Two years ago the number of clubs was 600, but the great reduction is a sign of consolidation rather than lack of interest—those that remain are bigger and there is a trend to professional organization. The biggest clubs are behind **Elvis Presley**, **Cliff Richard** and **Frank Sinatra**.

BELLS: For **Jeannie Carson**, who married American actor-writer **Biff McGuire** in London (November 29). . . . In Paris, **Jacqueline Boyer**, who began the year by singing the number that won the Eurovision Song Contest and getting stardom from it, ended it by marrying **Francois Lubiana**.

HOME FRONT: **Judy Garland**, the only U. S. artist taking part, and the British stars involved, were presented to the Queen Mother after the Royal Variety Gala at the London Palladium December 1. . . . The Queen paid a private visit to the **Lionel Bart** hit musical, "Oliver!" . . . **Mafalda Hunter** has taken over promotion at Ember Records. . . . **Jack Bradley** replaces **Brenda Slattery** as publicity chief for Pye Records.

GERMAN Newsnotes

• Continued from page 6

Southern Germany

ards, "To Each His Own" b-w "Sleepy Time Gal," sung by the **Platters**. . . . German band, the **Feetwarmers**, will visit the States. Stops will be made in New York, Atlanta, New Orleans, Chicago. . . . Hammond organ wizard **Lou Bennett** recorded an EP for the Electrola label in Cologne featuring "Satin Doll" and "What a Difference a Day Made." . . . AFN-broadcast a **Bunny Berigan** story. . . . **Elvis Presley's** "Wooden Heart" is No. 1 this week on Radio Luxembourg's Hit Parade. . . . **Heinz Woessel** wrote the German lyrics for "Traeumen, Immer Nur Traeumen" of U. S. hit "Dreamin'," sung by **Detlef Engel** on Decca.

In Italy's "Il Nostro Concerto" Melodie Der Welt has another hit at hand. These records are available: The original by **Umberto Bindi**, an instrumental by **Helmut Zacharias**, both on Polydor; another Italian version, sung by **Vittorio** on Odeon, and two German versions with lyrics by **Kurt Feltz-Joe Miller** on Polydor, **Ralf Bendix** on Electrola. . . . The German version of "Never on Sunday" reached the 800,000 mark. Most popular disk is by **Lale (Lilli Marleen) Andersen**, followed by **Melina Mercouri** and **Caterina Valente**. . . . "Das Hatt' Ich Nie Gedacht" is the German title of Tree Music's hit "What Do You Wan' From Me."

Frank Chacksfield has recorded "Tzigane" by **Cedric Dumont**, published by Coda, to be released on Decca. . . . **Frederick Fox** of Sam Fox Music, New York, discussed publishing matters with **Jany Peterer** in Zurich, Switzerland. . . . "Charleston Bells" is the title of a new tune by **Hans Last**, recorded by **Bela Sanders** and his ork on Philips.

Northern Germany

town, Vienna. **Lolita** is the first woman to break into top position on the American hit parade with a German-sung tune. Only similar example is **Ivo Robic's** "Morgen." The **Feetwarmers**, who won the first prize of the Sixth German Amateur Jazz Festival, are touring the States from December 5 to 21, visiting New York, Atlanta, New Orleans, Chicago. They will bring with them their Dixieland-style recording of "Miss I Denn Zum Stadtele Hinaus" (Wooden Heart) and "Ein Schiff Wird Kommen" (Never on Sunday) on Odeon.

On the occasion of the marriage of the Spanish Queen **Fabiola** with King **Baudouin** of Belgium taking place December 15, the record importing firm of **Bernhard Mikulski**, Frankfurt, will release on their Anitrola label the German version of the Spanish song "Fabiola," composed by the Queen's brother. German lyrics were written by **Gilbert Obermair**. Record is backed with "Prinzessin Ma," dealing with the wedding of English Princess **Margaret** and **Anthony Armstrong-Jones**. Both titles are sung by opera and musical singer **Peter Bahrig**. Pictures of the couples are printed on the record covers. . . . **Reg Owen**, who broke into the charts with "Manhattan Spiritual" some time ago here, has signed for a monthly 45-minute program in the "Hessischer Rundfunk" (Radio Frankfurt) as a conductor and arranger. Owen has just written the music for the British pic, "A Very Important Person." . . . While his "It's Now or Never" is still at the top, **Elvis Presley's** new recording, "Wooden Heart," is coming up fast. Record, also available and sung by former **GI Gus Backus** on Polydor, is expected to become greater than "O Sole Mio" here, and will be pushed by the showing of the Paramount pic, "Cafe Europa" (GI Blues), to start December 23 here.

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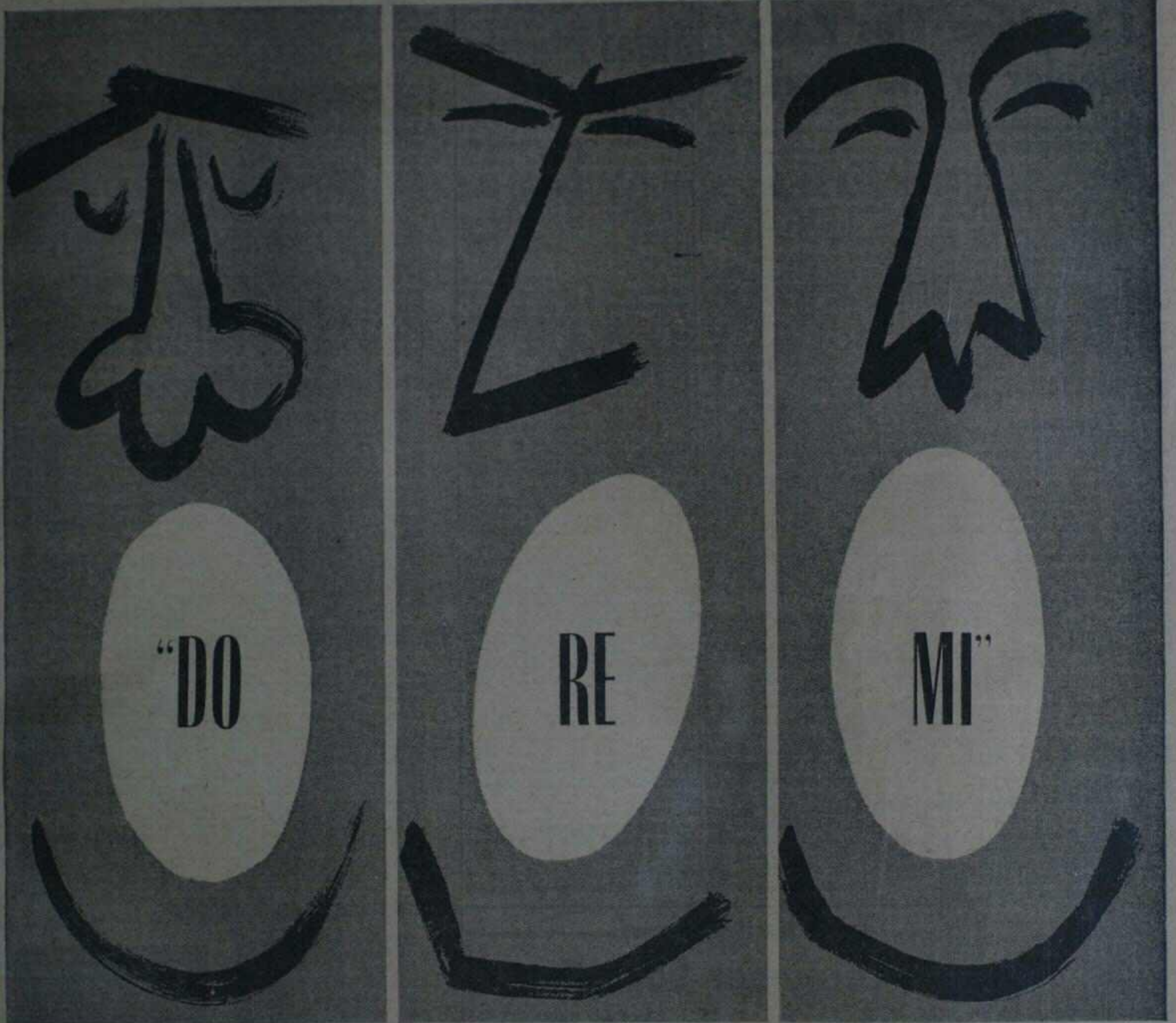
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STORE-TESTED PROFIT POINTERS FOR DEALERS

Cartridge Tips Keep Dealer in the Groove

By ROBERT SCOTT

The emphasis on high-fidelity components and equipment has tended to make the public increasingly conscious of the parts which go to make up the portables and consoles you sell. Previously, this series has covered record changers, loudspeakers, amplifiers and tuners. An equally necessary piece of equipment for a record reproducer is the phono cartridge, a small block whose job is to hold the needle and convert its mechanical movements back and forth in a record groove into electrical energy which can be received by an amplifier.

Classifications

Cartridges are classified by the way in which they convert mechanical energy to electrical energy—generally as crystal or piezoelectric or as magnetic cartridges. In each type of stereo cartridge, the needle is fitted to two elements, each sensitive to motion in a different plane for each stereo sound channel. The elements in a crystal cartridge consist of two crystals, usually of Rochelle salts, which produce an electric current between them when one moves in response to prods by the needle assembly. In the magnetic cartridge the needle assembly moves inside a magnetic field. Either it may have magnetic tips which move

within a non-magnetic coil, or the coil may be magnetic and the tips simple iron bars. In either case, a small amount of current is generated. A third type of cartridge, the ceramic, substitutes man-made crystals for the Rochelle salts.

Crystal or ceramic cartridges are commonly used in low-end phonographs for several reasons. They are inexpensive, small, easily replaceable if necessary, highly efficient and produce a strong electrical signal. Consequently, they can be used with low-powered amplifiers to produce a low-cost yet a highly acceptable sound reproducing system. Magnetic cartridges are generally favored for the more expensive consoles because of their smoother sound and fuller coverage of the sound spectrum. Magnetic cartridges tend to be more delicate than crystals, however, and produce a much smaller electrical impulse. There are a few high-quality ceramic cartridges which have properties similar to magnetic cartridges and are designed for use in consoles and audio systems.

Both crystals and magnetics are subject to damage and may need replacement after some period of time. The life expectancy of either cartridge may exceed that of the system in which it's installed, or it may be ruined immediately by a sharp blow, excessive heat or by being placed in a strong magnetic field. Some crystal cartridges tend to become stiff with the passage of time, eventually plowing thru a stereo groove rather than tracing it. Some cartridges may become jammed with dirt collected by the needle from the record groove. Eventually, these will need replacement. Or the natural im-

(Continued on page 43)

Dealers Spark Stereo Interest At Motel Demo

PUEBLO, Colo. — Where the stereo market does not seem to exist, or is apathetic, it is up to dealers to get together in a group, and "do something about it."

Early last year, what has appeared to be a wide-open "stereo boom" suddenly collapsed. Vidmar-Mathis, carrying two top lines of stereo consoles, watched sales dwindle sharply, altho there was no apparent reason for the situation.

Querying "average people" thru-out the city, the Pueblo dealer was surprised to find that quite a few people knew little or nothing about what stereo actually was. Further investigation proved conclusively that what was needed was a general introduction to stereo and its advantages by all stereo retailers in the city rather than one store attempting to carry the ball on its own.

Consequently, thru a local distributor, Mathis set up a meeting and invited the 10 leading retailers in the city.

Mathis was delighted when all 10 of the dealers invited showed up. Over breakfast coffee the group agreed on a date, the type of demonstration to be used, but held out for separate showrooms for individual brands, which would permit full-volume demonstration without interfering with other exhibitors.

To handle this problem, the Pueblo dealers hit upon a happy solution. This was to rent an entire motel, convenient to most Pueblans, equipped with a large banquet hall, as well as 10 rooms which could be used individually by the 10 dealers.

As plans were formalized, a motel was found which was able to offer a reduced rate over a period of five days. The large banquet

(Continued on page 21)

NEW AUDIO PRODUCTS

Rack for Disk Displays

To help dealers keep their disk merchandise before the public eye, the Freedman Aircraft Engineering Corporation of Charlevoix, Mich., is offering the No. 400 addition to their line of record display fixtures already on the market.

The new Recordizer, as the unit has been dubbed, has a capacity of 216 12-inch LP's. It measures 54 inches wide, 22½ inches deep and 60 inches high. An added feature is the pegboard which can be used to spotlight particular album jackets, special products, or items.



A conversion kit is available which allows half of each shelf for 45 r.p.m. display. Two of the units may also be joined to form a disk demonstration area.

Unit Demagnetizes Tape Heads

Selling at \$5.98, the Robins Industries of Flushing, N. Y., has introduced a tape head demagnetizer, which clears up noise and harmonic distortion in tape reproduction. The Model HD-3 has a special plastic sleeve covering the tip of the probe which prevents scratching. The new unit is a lower-priced piece of equipment meant for amateur tape enthusiasts, while the profes-



sional model, the HD-6, selling for \$10, is the professional model made by the same company.

Strobe Measures Tape Speeds

A new TapeStrobe has been added to the line of instruments now being produced by the Scott Laboratories of New York City. In addition to its 7½, 15, and 30-inch-per-second unit, Scott has come out with a standard 3¾, 7½ and 15-inch-per-second strobe. The former is the Model A, the latter and newer strobe is the Model B. When used with the special Model W adapter 3¾ speed can be measured on the



Model A, and 15x speed can be measured with the Model B. More information is available from the firm.

System High on Tweeter

The Realistic Electrostat-2, a new speaker system, being introduced by the Radio Shack of Boston, features a four-element electrostatic tweeter. Besides the eight-inch woofer, the unit has a number of other technical features and is available in mahogany or teakwood.



Replacement Speakers for Autos

Utah Radio and Electronics of Huntington, Ind., is offering a 4 by 10-inch speaker made especially for auto radio replacement. The speaker can be used in Buick, Cadillac, Chevrolet, Pontiac, Oldsmobile and Studebaker models, but not in the Corvair or Lark models made by GM and Studebaker.

Speaker Catalog Available

The Bozak high-fidelity loud-speaker systems catalog has been announced as being available to interested parties. The booklet, which lists all members of the Bozak line, can be obtained from the company's franchised dealers, or direct from the company in Darien, Conn.

Bookshelf Speaker Line

The Bell Sound Division of the Rampo Wooldridge Corporation, Columbus, O., has debuted the first member of its new line of speaker systems. It is a bookshelf system which has an eight-inch low-frequency woofer and a three-and-one-half-inch tweeter. It comes in a walnut finished enclosure and sells for \$60.

methods of protecting records against dust when not in use.

Sales Grow

Does such a letter actually build sales? The answer to that question, where accessories are concerned, is easily answered by point-

ing out that accessory sales have grown from only 1 per cent of gross volume at the time the newsletter was started, to between 8 and 10 per cent of a gross volume which is now several times that of

(Continued on page 21)

STORE-TESTED PROFIT POINTERS FOR DEALERS

Consumer Education Ups Accessory Sales

By JEANNETTE FORMBY

The dealer who wants to sell a larger volume of phonograph and tape recorder accessories will find that the average customer must be educated as to why he needs accessory items, says Alton Lawrence, owner of Lawrence Hi-Fi, in Birmingham, Ala.

Accessories Displayed

One of the State's leading dealers, Mr. Lawrence has given accessories plenty of attention, displaying them at five points thru the store, particularly at the cash register, where every customer, buying anything from a record to an elaborate built-in stereo installation must stop at least briefly. Big mass displays of phonograph needles, brushes, anti-static spray and cloth, record racks, raw tape, pre-recorded tapes, cleaning compounds, account for many sales thru the suggestion route.

These mass displays, however, are actually only a small part of the accessories merchandising effort at the Birmingham store. The real secret of success in this field is a newsletter, which Mr. Lawrence writes himself, mimeographs, and sends out to more than 2,000 of his customers in the Birmingham

area. His newsletter covers every aspect of getting the best out of a phonograph, a tape recorder, a television set, etc., with tips on maintenance, upkeep, and repair, as well as a complete page on accessories, and their usefulness.

Since he began the newsletter three years ago, Mr. Lawrence has become something of a recognized expert in all aspects of sound reproduction, and most of his customers who receive the six to eight-page newsletter carefully file it away for reference.

In typical accessories discussion, Mr. Lawrence takes up one item at a time, such as phonograph needles in one issue. He describes the difference between steel, sapphire and diamond needles, compares the results to be achieved by each with the original cost, gives tips on needle care and replacement. A following issue may cover the use of anti-static materials, including cloths, brushes, and spray liquid, with his own opinions and experiments with each reflected in the copy. Periodically, he discusses other accessories, to the extent of devoting an entire page in one issue to the best

Punch-Out OK For Disk Club

OPELIKA, Ala. — Miller Music Company, known here as "the house of music," has opened its own record club, through a unique card punch-out system, which can be used for bonuses in either singles or LP's.

Donald A. Miller, owner of the store, said the club was started two years ago and now boasts nearly 2,000 members. With a customer's initial purchase, he is given a card with 40 punch-out squares. When a single is purchased, one hole is punched. An album buy brings four hole punches. With 15 punches, the member is entitled to two free singles. With all 40 punches, he can have his choice of four singles of one \$3.98 LP free. Miller said the gimmick has worked well with both adults and teenagers.

AUDIO NEWS BRIEFS

The Bell Sound Division of the Thompson Wooldridge Company has named Ed Crane as its factory sales representative for Florida. . . . A former assistant operations manager for Montgomery-Ward is the new director of operations for the Boston-based Radio Shack. His name: Robert G. Davis. . . . Several divisions of the Electro-Voice Corporation have a new advertising and sales promotion agency, J. G. Sullivan and Company. Falling under the agency's exploitation wing are the loud-speaker, enclosure, microphone, phono needle, cartridge, public address, marine instrument and communications instrument products of the Electro-Voice firm. . . . The Shure Brothers have named Ray R. Hutmacher Associates, Inc., as manufacturer representatives for the Wisconsin and Illinois areas.

IHFMAES Unite in Show

HOLLYWOOD—Ray Pepe, Institute of High Fidelity Manufacturers president, last week named an all-industry committee to help stage the forthcoming Los Angeles Hi-Fi Show. In addition, Pepe revealed that the Institute will share sponsorship credit with the Audio Engineering Society in producing the local event.

Attracting the AES to the Institute hi-fi shows has been one of Pepe's goals. For some time, Pepe has felt that the IHFM, comprised of manufacturers as its title indicates, presented too much of a commercial image to the audio-minded public. In the early days of the hi-fi shows, the AES had appeared side by side with the Institute in presenting the events, thereby providing a highly respected mantle of professional authority to the shows.

In later years, the Institute and the Society parted ways, with the IHFM taking over the shows for itself, and, as a result, according to Pepe, the shows lost an appreciable amount of audiophile appeal. The Los Angeles show will mark the reunion of IHFM and AES in a hi-fi show effort. The hi-fi show will be held here the week of April 3 at the Ambassador Hotel. AES will hold its national convention concurrently with the hi-fi show, also at the Ambassador.

Pepe's all-industry committee planning the local hi-fi show is comprised of members representing all sectors of the audio field, including manufacturers, their reps, dealers, and the AES' President Harry Bryant. Reps include Norm Marshank and Mark Markman; dealers include Crenshaw Hi-Fi's Jim Trego and Sight and Sound's Jerry Johnson; manufacturers aboard include Superscope's Joe Tushinsky, with Ray Pepe (James B. Lansing Sound, Inc.'s vice-president) as committee chairman. AES President Harry Bryant (also executive vice-president of Radio Recorders here) rounds out the committee.

D. C. Hi Fi Show Adds Exhibits

WASHINGTON — The sixth Washington High Fidelity Music Show looks like a sellout for its February exhibition dates at the Shoreham Hotel in Washington, February 10, 11 and 12, says Charles W. Lineau of Charles Lineau Company in Silver Spring, Md., chairman of the industry committee for the show.

Lineau last week said that over half the exhibit rooms have been reserved since the first announcement three weeks ago. Produced independently by Music Productions, Inc., for the industry, the Washington show has the support of the Institute of High Fidelity Manufacturers. Serving with Lineau on the industry committee are William C. Shrader of Shrader Sound Inc., and Gene Rosen of Gene Rosen Associates.

The three-day exposition will display the latest equipment in home high-fidelity systems. Exhibitors already signed up include: Harmon-Kardon, Acoustic Research, Advanced Acoustics, Fisher, McIntosh, H. H. Scott, North American Phillips, Audio Fidelity Records, Bogen Presto, Grundig - Majestic, Sonotone, Bell Sound Systems, Audio Magazine, High Fidelity Magazine, J. B. Lansing, Sherwood, Rek-O-Kut, Janssen, Concertone, Weathers, Tandberg, Ampex, Marantz, Dukane, University, Stephens Tur - Sonic, Sargent - Rayment, Thorons, Superscope, Livingston, Pickering,

Jerrold Adds Component Co.

NEW YORK—The Jerrold Electronics Corporation of Philadelphia has acquired the Harmon-Kardon hi-fi and stereo component firm in a transfer of stock approved by H-K shareholders. The new tie, in which the Harmon-Kardon firm will operate as a separate subsidiary, was accomplished through a rate of exchange in which Harmon-Kardon shareholders will receive one share of Jerrold stock for 1.8 shares of Harmon-Kardon issue. No change in personnel or management is contemplated in the H-K firm, and Sidney Harmon will continue on as president.

According to Milton J. Shapp, president of Jerrold, and Harmon, the two complement one another basically in that the Jerrold company makes equipment which distributes TV and electronic signals, while the Harmon-Kardon firm specializes in the manufacture of components for the reception of such signals.

Accessory Sales

Continued from page 20

the first year. The store leads the city in the sale of diamond needles, for example, sells anti-static items at such a rate that it leads the State, and has seen volume grow in all accessory classifications at just about the same percentage.

"We never sell anything without suggesting the accessories which go with it," it was pointed out, "even if the customer is buying only a single 45 r.p.m. record. Accessories do not enter the customer's mind when he first buys a new phonograph, a new recorder, and usually he has been hard put to it to get together the cash for the purchase. This makes it difficult to sell accessories along with the original equipment itself, and so, we restrain ourselves to a simple discussion of the accessories, showing the new phonograph purchaser a sample of each. Thereafter, when he comes back for records or service, you may be sure that we will dig in, and use every effort to sell him all of the accessories he needs. Because the newsletter has paved the way, we probably have less sales resistance than the average dealer."

Dealers Spark

Continued from page 20

room was converted into a general display by a co-operating distributor. Prizes which were meant to lure the public were also shown here, including portable phonographs and record albums, and similarly desirable door prizes were given away every day.

The 10 dealers meanwhile arranged to have beds removed from each of the 10 rooms at nominal cost, and then paid only the standard going rate for each motel room, to be used as a showroom. Four or five pieces of stereo equipment were shown in each of the rooms. All stereo equipment was put thru its paces without fear of interfering with any other dealer's demonstrations.

With 1,000 lines of advertising used to attract traffic, the big Stereo Show was an outstanding success, bringing more than 5,000 people out to the convenient motel, with its more than ample parking facilities, and introducing stereo to hundreds of people per day who had only a foggy notion of what the name meant beforehand.

Conrac and Recoton. Local retailers planning to exhibit include: Kitt Music Company, Campbell Music Company, Custom Hi-Fi, Electronic Wholesalers, Shrader Sound, Audio Center and Emco.

The show will open at 6 p.m., Friday, February 10, and run until 10 p.m. Hours for Saturday, February 11 and Sunday, 12, will be 1 to 10 p.m.

EIA Meet Moves on Audio Imports

WASHINGTON—A varied and provocative number of subjects were covered in the recently concluded Electronic Industries Association winter meeting in San Francisco. Uppermost on the agenda was the authorization of a program to combat the electronic imports now flooding the United States. By a unanimous vote, the EIA board of directors authorized the organization's Electronic Imports Committee to initiate an extensive campaign to inform the public and members of Congress to the dangers of uncontrolled foreign competition.

Other highlights included were the authorization of a committee to represent the electronics industry in international standardization activities and the support of legislative or executive action which would consolidate frequency allocation under a single federal authority. Authorization of a subcommittee to outline an advertising code of ethics for the radio-TV and phonograph industry was another move undertaken by the EIA.

In addition, a preliminary report on electronic trade shows was revealed. Survey indicated a heavy financial cost to component manufacturers resulting from the growing number of national, regional, and local hi-fi shows.

One new EIA director was also elected, Joseph G. Gillies, who is vice-president of operations at Philco, plus a number of new members for the executive committee.

Component Ad Pulls Fems

NEW YORK — The pledge that a number of component manufacturers took a few months ago, whereby they vowed to appeal to women as well as men, appears to be coming true. The Harmon-Kardon Company of Plainview, New York, has been running a series of ads in top Sunday supplements, showing a picture of a high-fashion model plaintively asking (against a background of high fidelity components) "Why doesn't someone talk to me about component high fidelity?"

Surveys have noted that most readers and most purchasers of high fidelity components are men. Yet since the components are usually placed somewhere in the house, women have a lot to say about where they are placed, and how they look, how they fit into the decor. Harmon-Kardon's ad appeals to the distaff side not only with the attractive model, but also in the copy. Part of the copy reads: "A custom component such as the classic Harmon-Kardon Festival II adds distinction and beauty to the home. Note how it adapts to any decorative scheme—period or modern; how perfectly it fits on a shelf, a bench, a table, a sideboard. If music is a part of your way of life, why not dramatize it in the same way that the art lover, the antique collector or any serious hobbyist displays the objects of his pride and pleasure."

These ads have just started to run so it is still too early to tell how they are doing with the femme trade. But it is probable that more and more component manufacturers will join the appeal-to-women kick, until women are willing to accept components with as little trepidation as they do a TV set or a package phonograph.

Radio Totals Show Oct. Dip, But '60 Output and Sales High

WASHINGTON — Monthly totals for radio production and sales filed by the Electronic Industries Association (EIA) showed a general and gentle decline for October as contrasted to September. Although these sales and production figures for all types of radio sets were down from September, they showed vigorous action on a yearly basis.

For instance, the October total of all radio sales (with the exception of auto radios) was the second

highest of the year, topped only by September sales. In all radio production, too, the figure ranked second. In FM production, the October total is fourth following the year's high in September and higher totals made in June and March. Year-to-date totals in all categories were running nicely ahead of 1959.

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

RADIO SALES (Units)

Radio (Excluding Auto)	Radio (Excluding Auto)
October	May
September	April
August	March
July	February
June	January
Year-to-date '60	7,384,754
Year-to-date '59	6,125,790

RADIO PRODUCTION (Units)

Total Radio	Auto Radio	FM Radio
October	639,357	88,596
September	788,961	111,745
August	340,860	71,125
July	328,009	49,707
June	596,870	105,310
May	463,165	78,556
April	399,963	68,196
March	633,761	96,087
February	596,872	56,515
January	632,461	40,162
Year-to-date '60	5,420,279	766,006
Year-to-date '59	4,682,962	430,763

TV PRODUCERS:

What are your needs—
guests... stars... or talent for
a complete spectacular?

Take a ten minute break—to get a fresh outlook on some fresh new talent to spark up those important ratings for your TV shows. Take a good hard look at the vital facts about today's best recording stars. Check their backgrounds... their hits, past and present... get a 24" picture of the solid appeal of today's record stars. The way to get all of this important talent data is to...

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

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

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, 1320 North Gower St., Hollywood 28, Calif. We'll do the rest.

when answering ads...

Say You Saw It in The Billboard

The Christmas Hit Single Of 1960-'61

BOBBY DARIN

CHRISTMAS AULD LANG SYNE



b/w

CHILD OF GOD

ATCO #6183

arranged-conducted: BOBBY SCOTT



ATCO RECORDS

VOX JOX

By JUNE BUNDY

MORE RUGGED DEEJAYS: Here's a follow-up to our page one story last week about the increased promotional demands made upon deejays today. Johnny Holiday, WHK, Cleveland, called to report that he and his fellow spinners have played basketball games to help bolster local high school funds for the past few years. The boys play exhibition games with high school faculty teams, and are in the process of playing 30 games this season—at least one each week. Team members—all WHK staffers—include Scott Burton, Pat Fitzgerald, librarian Neal McIntyre and program director Jerry Spin.

Leo Egan, WBZ, Boston, is doing the space-bit this week. On Monday (12) he will enter a Rambler auto and be raised 150 feet into the air by a derrick—from which height he will broadcast his 6:10 show, live. Giant searchlights will pinpoint the auto. The event will originate from the Rambler's local headquarters. . . . Barney Groven, program director of WKLO, Louisville, and WKLO deejay Paul Cowley had a trampoline bouncing contest for the station championship recently at the Kentucky State Fairgrounds before a crowd of about 1,000. Groven won.

CHANGE OF THEME: Dave Pringle, WPAG, Ann Arbor, Mich., has been promoted to chief announcer status. . . . Alfred Simon, director of light music at WQXR, New York, is collaborating with Dick Lewine of CBS on a new book, "Almanac of Theater of Music," which will be published by Random House next August. . . . Bib Sndow has joined WHIS, Bluefield, W. Va., and needs wax for his new 3 to 7:30 p.m. daily program.

New deejay additions at WNTA, Newark, N. J., are Reed Upton, formerly with WMCA, New York, and Bob Dahlgren, formerly with WCBS and WNEW, New York. Upton takes over WNTA's 10 a.m. to 1 p.m. time slot, followed by Dahlgren from 1 to 4 p.m. across the board. Meanwhile, WNTA general manager Ted Steele (veteran deejay and WNTA-TV's dance show emcee) reports that WNTA's new "Golden Sound" format has boosted the station's ratings.

Bob Edwards, ex-program director at WCUE, Akron, O., has taken over p.d. duties at WPEO, Peoria, Ill. . . . Rex Miller, formerly with WITH, Baltimore, is the first deejay signed by Esquire, Inc.'s radio-TV division for its newly purchased outlet WQXI, Atlanta. Esquire, Inc., bought WQXI last June. . . . Lee Crosby, a regular feature on KOFY, San Mateo, Calif., and KLOK, San Jose, Calif., for many years has joined KHP-FM, San Francisco, the all-jazz station. A specialist in the fields of traditional jazz, blues and American folk music, Crosby will be on the air from 5 to 6 p.m., Monday thru Saturday, and from 4 to 5 p.m. on Sundays. He is founder and president of the Dixieland jazz organization, Societe Jazz Traditionale, and also leads his own band.

Free-lance programmer Bill Gavin reports the following jockey changes: Bob Cole, recently with KRLA, Los Angeles has joined WHB, Kansas City, Mo.; Joe Finan, ex-KYW, Cleveland, has become program director of KTLN, Denver; Gene Weed is new assistant to Jim Hawthorne, recently appointed program director of KFWB, Hollywood, and a veepee of Crowell-Collier Broadcasting, Inc.; Don Bruce has moved from KBOX, Dallas, to the program director's post at WRIT, Milwaukee.

Dave Davis, formerly with WAKR, radio and TV, Akron, O. (in early evening spot handled by Alan Freed and Scott Muni during their old stints with WAKR) is now serving as U. S. Army Communications Center duty officer at the East Coast relay station, Fort Detrick, Frederick, Md. He will return to WAKR in early 1962. Meanwhile, Davis is on the air 25 hours a week at WFMD, Frederick—working in an early morning and late afternoon air shift between his five-day week (8 a.m. to 4 p.m.) as an Army lieutenant. He is "helping WFMD up-date their operation and setting up a music library for them." When the East Coast relay station, a \$25 million investment, goes into operation early next year, it will be designated Army Radio Station WAR. Replacing an "outmoded station in the Pentagon," WAR will be "the net control station for STARCOM (Strategic Army Communications) system, and will function to provide world-wide communications for the Army and other federal agencies in Washington."

Station WGLI, AM-FM, Babylon, Long Island, N. Y., starts a round-the-clock schedule today (12), marking the first time a 24-hour-a-day broadcasting service has originated from Long Island. Bob James will emcee WGLI's all-night show, "Moondial," from midnight to 6 a.m. across the board. The new program, according to WGLI's general manager David H. Pollinger, will "run the musical gamut from pop to Bach and back, with the accent on listenable music."

Tom Shannon, WKBW, Buffalo, has signed a contract with Corsican Records. The 22-year-old jock's first release will be a new version of Bob Merrill's 1956 hit (by Jimmy Rodgers), "Honey Comb." Shannon is on the air three hours a day. . . . Irv Faskow, record librarian chief at WCBS, New York, and frau, Evalyn, are proud parents of Steven Craig, their second son, born December 5 in Brooklyn. . . . Marv Albert, 19-year-old Syracuse University sophomore, has a daily disk show, on WOLF, Syracuse, N. Y., from 6 to 9 p.m. Tagged "Dedications," the program is set up so that a battery of operators tape the voices of dialers calling to request records. Thus listeners actually hear themselves ask for their favorite disk before Albert plays it on his show.

Willis Conover, long-time broadcaster for the Voice of America, has started a weekly disk show for WCBS, New York, on Saturdays, from 2:10 to 4 p.m. Conover's Voice of America show, "Music U. S. A.," features both jazz and pop platters, but his new WCBS program, "House of Sounds," will place more emphasis on jazz.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Butler's 'Break Your Heart' Big on Hot 100

Jerry Butler was born in Sunflower, Miss., on December 8, 1939. He moved to Chicago as an infant and his first recollection of music was listening to spirituals on Chicago radio stations at the age of six.

Young Butler attended trade school in Chicago majoring in restaurant management and graduated in June, 1957. That fall he joined a group called "The Impressions." Their first break was a personal appearance at a swank fashion showing, where they met Mrs. Vi Muzinski, who brought them to Vee Jay Records.

His disk of "For Your Precious Love," which he penned, with the Impressions was a hit and his solo rendition of "A Lonely Soldier" was another chart maker. Currently Butler is riding high on the "Hot 100" with "He Will Break Your Heart."



Blue Diamonds Score With 'Ramona' Revival

Ten years ago Rudy and Riem de Wolff moved from Indonesia to Holland. With a couple of friends they started a Hawaiian band and played with the group during their schooldays. Their singing and playing in high school was at informal gatherings and only for their own enjoyment. The boys soon picked up the rock and roll beat and one night when performing were spotted, tested, and signed to a recording contract.

Since then the Blue Diamonds have had a string of hits overseas on the Decca label, including "Til I Kissed You," "Oh, Carol," "Pretty Blue Eyes," "Let It Be Me" and "Cathy's Clown."

Currently their revival of "Ramona" on the London label is on its way to becoming their first big hit on the American record scene.

YESTERYEAR'S TOPS—

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

DECEMBER 17, 1955

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

DECEMBER 16, 1950

1. The Thing
2. Harbor Lights
3. Tennessee Waltz
4. Nevertheless
5. Bushel and a Peck
6. All My Love
7. Thinking of You
8. Rudolph, the Red-Nosed Reindeer
9. Frosty, the Snowman
10. My Heart Cries for You

MUSIC AS WRITTEN

New York

MANUFACTURER NEWS . . . Charles Hasin, national sales manager of Everest Records, has appointed Ideal Distributors in New York and Sunland Music in Southern California to handle the line. George Morosco, who formerly handled the Everest branch in New York will remain as field supervisor for the label as well as assisting Ideal chief, Al Levine. . . . Vince Gagliano, of Mohawk Records, has signed a management pact with the label's hot group, the Dimensions. . . . Group just issued a Christmas waxing of "Ave Maria." . . . The Kio label has pacted warbler Tommy Reed. . . . Elliot Wexler, of Wayne Record Company, made the tie-up between Benrus Watches and M-G-M Records for the jewelry store promotion of the M-G-M LP "The Wizard of Oz." Disk arrangement ties up with the TV version of "The Wizard of Oz" which was sponsored by Benrus on TV last Sunday (11).

Sparton Records of Canada, with a record by Reg and Howie Matlows called "Hello Love," getting action, may issue the disk in the States. . . . Leroy Holmes has signed the Renowns to Everest. At the same time Moe Preskell is pushing Gloria Lynn's "The Jazz in You," on Everest in the Midwest. . . . Bobby Heller has taken on the Dynamic Sound line in Philadelphia. . . . Herb Dale has taken on the Imperial line for the Boston area. . . . The Van Dorn Sisters have signed with Philtone Records. . . . Deejay Bill (Hoss) Allen, has given up spinning platters to handle promotion, sales and a.&r. for the Chess-Checker-Argo labels. Allen will continue to headquarter in Nashville.

TALENT TOPICS . . . Jerry Jackson, representing Billy Vaughn, is now on a national tour doing promotion for the ork leader. . . . Lambert, Hendricks and Russ open at the Village Vanguard in New York December 13 with the Ray Bryant Trio. . . . Baby Washington has signed with Circle Artists. . . . Jimmie Rodgers is off on a trip thru the South starting December 16 to promote his new flick "The Little Shepherd of Kingdom Come." Jonah Jones returns to The Embers in New York January 9. . . . Adam Wade opens at the Holiday House in Pittsburgh December 19. . . . Jassman Gene Quill married piano student Julie McDonald last week in New York. . . . Gerry Mulligan's father passed away last week. . . . Joe Sherman was recording Ersel Hickey for Kapp in Nashville last week.

Count Basie and his ork are now at Birdland in New York. . . . Della Reese is breaking records at the Flamingo in Las Vegas. . . . Sam Fletcher's new personal manager is Lee Magid. . . . The Bobby Darin-Sandra Dee nuptials were held in New Jersey at the home of Don Kirshner of Nevins-Kirshner Associates, the songwriting and producing team. . . . Charlie Byrd, the jazz guitarist, will leave in March for a trip to Central and South America sponsored by the U. S. State Department. . . . Steve Lawrence and Eydie Gorme drew sensational crowds last week at the new Latin Casino in Merchantville, New Jersey. . . . Theodore Bikel is off December 18 for a week of appearances in London. . . . Earl Grant starts a tour of Japan January 20.

Bob Rolontz.

Pittsburgh

The current surprise hit among recent albums is "Connie Francis Sings Jewish Favorites." Its popularity is bound to help her forthcoming night club date at Johnny Bertera's Holiday House beginning February 3. . . . Bill Landy, the singing emcee at the Ankara night club, is visiting the deejays these days plugging Enzo Stuarti's Jubilee LP, "A Tribute to Mario Lanza." Stuarti is currently filling a two-week date at the Ankara.

One of the top singles in this area today is Elvis Presley's RCA Victor waxing of "Are You Lonesome Tonight?" . . . Jane Oliver, the RCA Victor promotion gal, is walking on the air these days after the critical reviews accorded her teen-age daughter, Sandra Threnhauser, in the Pittsburgh Playhouse production of "Cheating at Love." Both papers predicted a bright screen career for the 16-year-old lass.

Epic recording stars, the Four Coins, from nearby Canonsburg, are making their first personal appearance here in some time at the Town House along with another local singing quintet, the Val-Aires. They will be followed December 12 by M-G-M's Tommy Edwards, and then the Flamingos. . . . Ben Herman, head of Standard Distributors, hosted a cocktail party at the Hilton Hotel for distributors to hear a pre-vee of the Pirate baseball LP which Herman will release for producers Peter Thornton and Eddie Beachler of KDKA-TV.

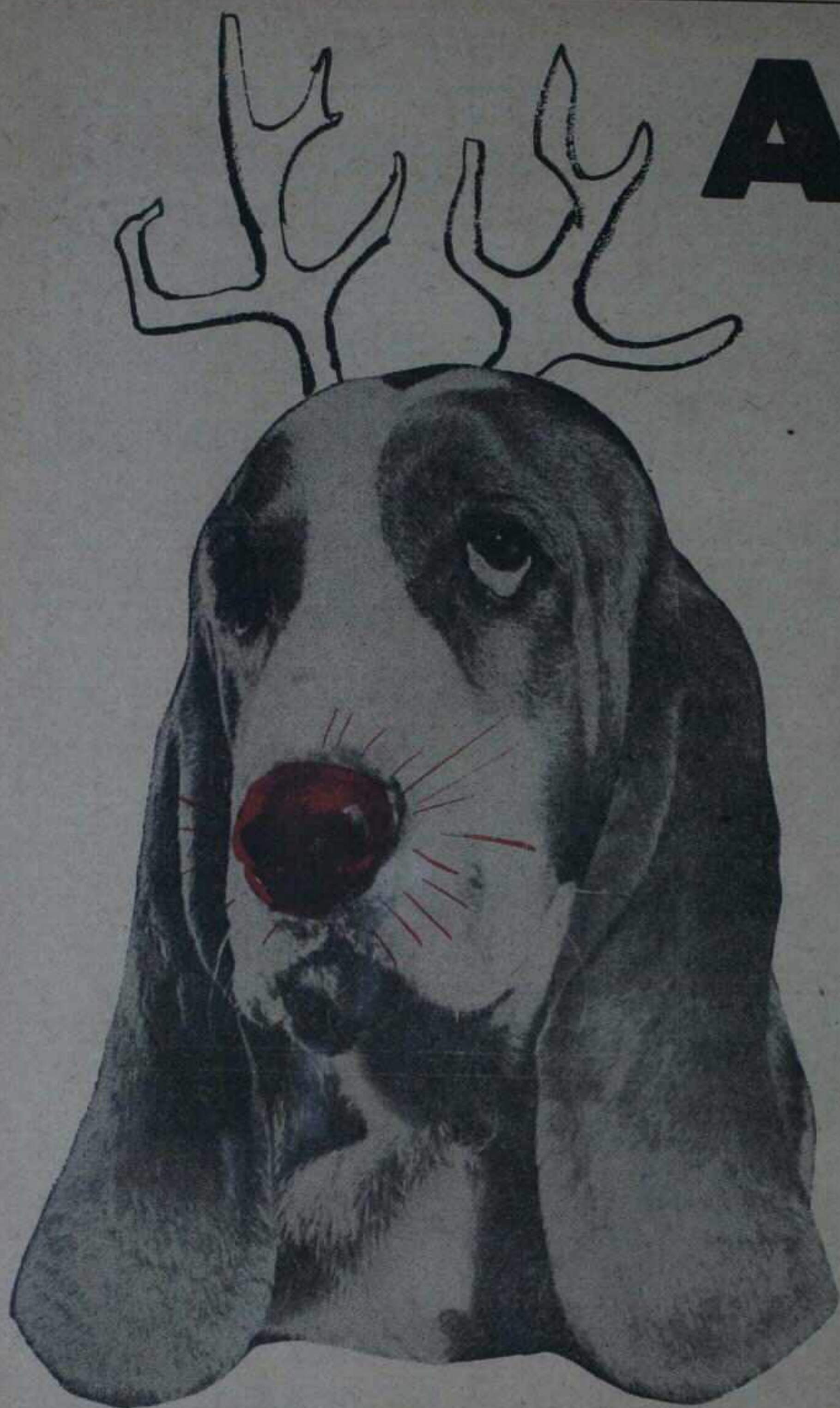
Tim Tormey and his promotion manager, Jack Armstrong, plan big promotions on "Hi Will," the new Jubilee album starring Will Jordan and Dino Dondi's "Foreign Boy." Dondi is a native singer who studied in Europe and has appeared with the Pittsburgh Opera Company.

Decca's Carmen Cavallaro, whose latest LP was the highly successful "Franz Liszt Story," from the score of the Columbia movie, "Song Without End," has been booked for a repeat date at the Holiday House night club January 12. . . . The "Camelot" promotion is doing fine locally with dealers reporting strong sales activity on the miniature "Camelot" records. . . . Barney Stein of All Brands Distributing and his wife recently returned from a visit to their native New York.

"Take My Love" by the Three G's is showing strong potential. . . . Dave Brubeck drew a full house at the Jazz Horizons concert at the Penn-Sheraton Hotel. Quincy Jones drew the nod for the December 11 concert there. . . . Porky Chedwick, the WAMO deejay, presented the final jazz concert of 1960 December 5 at Syria Mosque featuring such recording names as Hank Ballard and the Midnighters, the

(Continued on page 20)

Addit is



This is getting
ridiculous . . .
(Of course, I wouldn't
do it for anyone else)

Your Xmas List From Addit

- | | |
|--|--------|
| 1. A MILLION TO ONE (JIMMY CHARLES) | P-1002 |
| 2. HERE'S TO A BOY (SUE LEBAN) | P-6112 |
| 3. GINNIE BELL b/w BYE BYE (PAUL DINO) | P-2180 |
| 4. IF I HAD KNOWN b/w AIN'T THAT A REASON
(JAMES BAILEY) | P-5311 |
| 5. RAMBLIN (THE RAMBLERS) | A-1257 |
| 6. BIG MC GOON (THE SPYDELES) | A-1220 |
| 7. HELP ME SOMEBODY (JOHNNY BROOKS) | A-1436 |
| 8. MR. LEE'S PLEA b/w DEAR ONE (MR. LEE) | A-1229 |
| 9. TEARDROPS FOR A CHASER (GERRI GRANGER) | A-9117 |
| 10. HOPE YOU WON'T HOLD IT AGAINST ME b/w
TO BE LOVED BY YOU (MARIE KNIGHT) | A-1016 |
| 11. MISTER MAN (THE MASQUERADES) | F-1012 |
| 12. CAN SHE GIVE YOU FEVER (ERNIE TUCKER) | E-501 |

PLUS THIS GREAT NEW ALBUM

HALLIDAY

SINGS

"HOLIDAY"

(PAULA HALLIDAY)

ALP-1481 X

Addit Recording

'At-it' again!!!



Jimmy (A Million To One) Charles
PLAYS SANTA
with another Smash!

"AGE FOR LOVE" b/w "FOLLOW THE SWALLOW"
Promo (P-1003)

PLUS—Especially for Xmas

- **I SAW MOMMY (MY BABY) KISSING SANTA CLAUS**
b/w Santa Won't Be Blue This Christmas (J. Charles) P-1004
- **A LITTLE WHITE MOUSE CALLED STEVE**
b/w Xmasville U. S. A. (Charles) P-1005

Corp.

165 W. 46 STREET, N. Y. 36, N. Y.
Phone: JUDSON 6-3202

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.

FRANKIE AVALON is in an enviable position on Billboard's Hot 100 this week! Both sides of his new Chancellor release, *A Perfect Love* b-w *The Puppet Song*, are fast climbing Star Performers. Frankie's new album is one of the first "Photomotional" albums released by Chancellor. The name stems from the use of a vinylite sculptured head of the artist mounted on a suede-cloth backing which covers the entire surface of the album. Outstanding feature of the package is the fact that the cover actually is a removable cutout, suitable for hanging on the wall. The LP is subtitled *Young And In Love*. Both Frankie and Fabian (title of his LP is *Young And Wonderful*) are subjects of this unique package described as "Facade." Frankie can currently be seen in the film hit, *The Alamo*, and in a forthcoming episode in the TV series, *My Sister Elteen*, which he is filming in Hollywood this week.

BRIAN HYLAND, the young singer who catapulted from obscurity to national notoriety via his record hit *Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini*, may have a follow-up to the bikini with his latest, *I Gotta Go (Because I Love You)* b-w *Lop-Sided Over-Loaded (And It Wiggled When We Rode It)*. Known as "the beautiful blonde," Brian hails from Woodhaven, Queens, N. Y.

PEGGY LEE is back in her Latin habitat, and it's a delightful one, via her new Capitol album, *Ole A La Lee*. She brightly swings, in the Latin manner, a group of standards, singing them in her sultry vocal way over backing by the Joe Harnell ark. First Latin release was *Latin A La Lee*. Miss Lee will appear on TV January 1 in the show "Headliners of '61."

JOHNNY MATHIS has two warm, lusty ballads on his new single, *How To Handle A Woman* b-w *While You're Young*. First is from the Broadway musical *Camelot*. Mathis is presently touring the country in his own revue.

JANE MORGAN, currently winding up a three-week run at Hollywood's Coconut Grove, offers a soft, smart, sashoe rhythm ballad, *Somebody*, from the new Jerry Lewis movie, *Cinderella*. Flip is *The Angry Sea*, tune with a folk flavor.

MIKE NICHOLS & ELAINE MAY are the two comedians presently drawing capacity audiences to their Broadway show, *An Evening With Mike Nichols and Elaine May*. For those who cannot make it to the theater, Mercury Records has taken highlights from the show and recorded them in album form. This looks like another of the best-selling comic albums. Mike and Elaine met some years ago when they were at the University of Chicago.

JIMMIE RODGERS arrives in New York December 13th for a three-day stint that will find him recording a new session for Roulette and promoting his new movie, *The Little Shepherd Of Kingdom Come*, to be re-

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

leased this month. On the 13th he leaves for Ft. Worth, Dallas, Atlanta, Macon, Nashville, and several other southern cities.

NEIL SEDAKA, one of RCA Victor's most commercial singers, is on the scene with what looks like a fast climber, *Calendar Girl*, another penned by Neil and Howard Greenfield. Stan Applebaum and His Orchestra provide the backing. Previous Sedaka hits include *Oh, Carol!*, *The Diary: I Go Ape!*, *Stairway To Heaven*, *You Mean Everything To Me*, and *Run, Samson, Run*.

DODIE STEVENS has one of the line "answers" to the Elvis Presley hit. This one is titled *Yes I'm Lonesome Tonight*. Dodie sings it with feeling and warmth. Dodie first scored with *Pink Shoelaces*. Dot's the label.

DINAH WASHINGTON has two strong sides on her new Mercury release, *We Have Love*, a catchy novelty with clever lyrics, b-w *Looking Back*, a tender ballad with a warmly expressive vocal.

PROMOTION DAYS & WEEKS: Dec. 12 is *Ice Cream For The Holidays Week*. Dec. 14 is *Chanuka—Jewish Holiday*. Dec. 15 is *Bill Of Rights Day*—by act of Congress. *Bill Of Rights* was ratified on this day in 1791. Dec. 17 is *Pan American Aviation Day* and the Anniversary of Powered Flight—Wright Brothers first powered flight was made on this day in 1903.

See you in seven spinnin' days.

Tom Rollo.

BIRTHDAYS OF THE WEEK: Dec. 12, Connie Francis (currently headlining at the Copa in N.Y.C.) and Frank Sinatra. Dec. 13, Dick Schory (RCA's man in charge of "Percussion" albums . . . recorded the album *Music to Break Any Mood*). Dec. 14, Dan Dailey (M-G-M Records) and Spike Jones. Dec. 17, Ray Noble, Arthur Fiedler. Dec. 18, Anita O'Day.

JERRY BUTLER: Chart topper Jerry Butler has recorded his first album, *He Will Break Your Heart*, title of his hit single. Set is made up of 11 other good performances by the Vee-Jay recording artist who sings them all in fine style. Accompaniment varies from ringing strings to rhythm combo with vocal group—rates a Billboard Pick.

JIMMY CLANTON, who sold a million copies of *Just A Dream*, is on the scene with a new single, *What Am I Gonna Do b-w If I*. The young singer from Baton Rouge, La., is presently doing one-nighters in the area of California and New Mexico.

The DRIFTERS: From the hot production team of Lieber & Stoller, coupled with the winning arrangements of Stan Applebaum, comes a strong follow-up to *Save The Last Dance For Me*. Title of the new one is *I Count The Tears*. The group is made up of Charles Thomas, Elsbury Hubbs, Doc Green and Rudy Lewis. Ben E. King, former lead singer is now recording solo for Atco.

DUANE EDDY, the pride of Phoenix and Jamie Records claim to fame, has given a smart, melodic interpretation to the film theme *Pepe*. Flip is a slow, mystic side featuring Eddy's haunting guitar work. Billboard gave it a two-sided Spotlight Winner. Eddy was recently chosen "World's Most Outstanding Musical Personality" in a poll conducted by the British music paper, *New Musical Express*. Winner last year was Elvis.

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

AGE OF LOVE—Jimmy CharlesAddit
CALENDAR GIRL—Neil SedakaRCA Victor
CHRISTMAS AULD LANG SYNE—Bobby DarinAtco
FOLLOW ME—Tony BennettColumbia
PEPE—Duane EddyJamie
RUDOLPH, THE RED-NOSED REINDEER—
 The MelodiansStudio
WHAT WOULD I DO—Mickey and SylviaRCA Victor

ALBUMS

CAMELOT—Orquedel and the Starlight Symphony Orch.M-G-M
EXODUS—Original Sound TrackRCA Victor

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

MUSIC AS WRITTEN

Continued from page 2

Drifters, Dee Clark, Jerry Butler, the Isley Brothers, Bo Diddley, the Spaniels, the Blue Notes, Screamin' Jay Hawkins and the Doc Bagby orchestra. Leonard Mendlowitz.

Cincinnati

Jacques Foti, French-Hungarian singing pianist, has been handed a holdover thru New Year's at the Crown Room Kabab, Indianapolis. . . . Will Mercer, heard on the Capitol label, moved into Yeatman's Cove of the Sheraton-Gibson Hotel here Wednesday (7) for an indefinite engagement. . . . Dottie Mack, former panto record feature on WCPO-TV here, due in next week for a visit with the homefolks. She's pegged for a guest spot on Len Goorian's chatter-patter and interview show on WKRC-TV December 21. . . . Beverly Aadland is in like Flynn at the Racquet Club, Dayton, O., for two weeks starting January 5.

John Tassos, of the J. Walter Thompson agency, New York, in town last Thursday and Friday (8-9) to supervise promotion on Lorne Greene (Ben Cartwright) and Michael Landon (Little Joe), of NBC-TV's "Bonanza" series, who hopped in from the Coast Wednesday (7) for a series of appearances for WLW-T and local RCA Victor dealers. Crosley Broadcasting's promotion expert, Joe Cella, worked with Tassos on the local deal. Greene and Landon returned to the Coast Saturday. . . . WCPO-TV newsmen and interviewer, George Palmer, who airs from the Florentine Room of Hotel Sheraton-Gibson here, is mulling plans to present a night-time revue at the spot, employing local TV and nitery talent. . . . Deejay Jim Dandy has given up his daytime slot on WCPO here to conduct a new all-night platter program on the station, "Dandy to Dawn," heard 12:15 a.m.-5:30 a.m., Monday thru Friday. Bill Sachs

Nashville

RCA Victor's Chet Atkins was joined by the label's Ben Rosner on a recent promo trip to Milwaukee. . . . RCA Victor's Nashville studio is undergoing new construction to expand facilities. Label's Roy McClary and Allen Stevens were in town from New York last week to select new furnishings for the soon-to-be completed plant. . . . Wilburn Brothers cut a session recently for Decca under Owen Bradley's direction and are skedded for more sessions December 19-21. . . . Justin Tubb, formerly on Decca, has cut his first session for Don Pierce's Starday label and release is skedded for around yuletide. . . . Jim Reeves has gone into the bowling-alley business with baseball's Mickey Mantle in Henderson, Tex.

Floyd Robinson was painfully injured recently in a Go-Cart race near Nashville. . . . Webb Pierce and Ernest Tubb cut Decca sessions last week at the Bradley Studio. . . . Decca's Owen Bradley and spouse, Katherine, celebrate their 25th wedding anniversary December 14. . . . Capitol's Marvin Hughes directed a Simon Crum session for the label recently at the Bradley Studio. . . . The Browns are due in town soon for sessions. . . . Chet Atkins has recently signed a new singer, Jimmy Presley Elledge, for the RCA Victor Label. Pat Twitty

Toronto

Garry Ferrier of CHUM's announcing staff has a new record on the Quality label which he wrote and sings himself. . . . Ernestine Anderson, Mercury recording artist, is booked into the Town Tavern, while another Mercury artist, Carmen MacRae is booked on TV to do a show with orch leader Jack Kane. . . . CIBC deejay Elwood Glover—who prefers to be known as a staff announcer at the station—doing his afternoon two-hour show of interviews and record spinning from the General Motors' Motorama. . . . Reo Records' Dion will appear at the White Shield Shopping Plaza as will Quality's Freddy Cannon. Dion will also make an appearance on CHUM's Coca-Cola Hi-Fi Club. . . . Westbury Hotel threw a cocktail party to honor Jimmy Namaro's new Columbia LP, "Jimmy Namaro and His Trio at the Westbury." . . . Sparton released the Matlows' newest, "Only You," by Le Rose and Bowne. . . . Doug Lyeette did a tour of Western Ontario radio stations to boost his singles. . . . Johnny Esau has moved from CKRC, Winnipeg, to be sports director for CFTO-TV, Toronto. He's been succeeded by Ron Oakes.

Max Zimmerman of MacKay Record Distributing reports "The Chipmunks Around the World" has had a big week. . . . Retailers in the Toronto area report that Christmas sales has started. A sure sign has been the pick-up in sales of Christmas records. Looks like a big year for the record business, according to the retailers. . . . Jimmy Rushing is booked to sing with Mike White's Dixieland group at Sterio's Tavern. . . . Alf Coward moved with his group to the Overseas Club, while the Chelsea Club takes over with the Don Thompson big band after midnight.

Determined to have sales of Time's "Camelot" album, Quality's Ontario promotion manager Bill Eddy dressed himself with spear and found himself atop a white milk horse to ride thru the downtown area. No one else would climb aboard the horse. . . . Newest fad in the city is accordion music as Charles Camilleri, who has been featured with the Landon Symphony Orchestra, takes over the musical chores at the Plaza Room. . . . Glenn Gould, Columbia longhair artist, sold out both performances with the Toronto Symphony Orchestra. Harry Allen Jr.

Hollywood

Joe Perry, vet Decca staffer and Coral's Coast sales manager, has recuperated from his recent heart attack, and is now resting at his home in Sherman Oaks (Calif.) for a couple of weeks before returning to his office. (His address is 4948 Fulton.) . . . KNX morn-

(Continued on page 43)

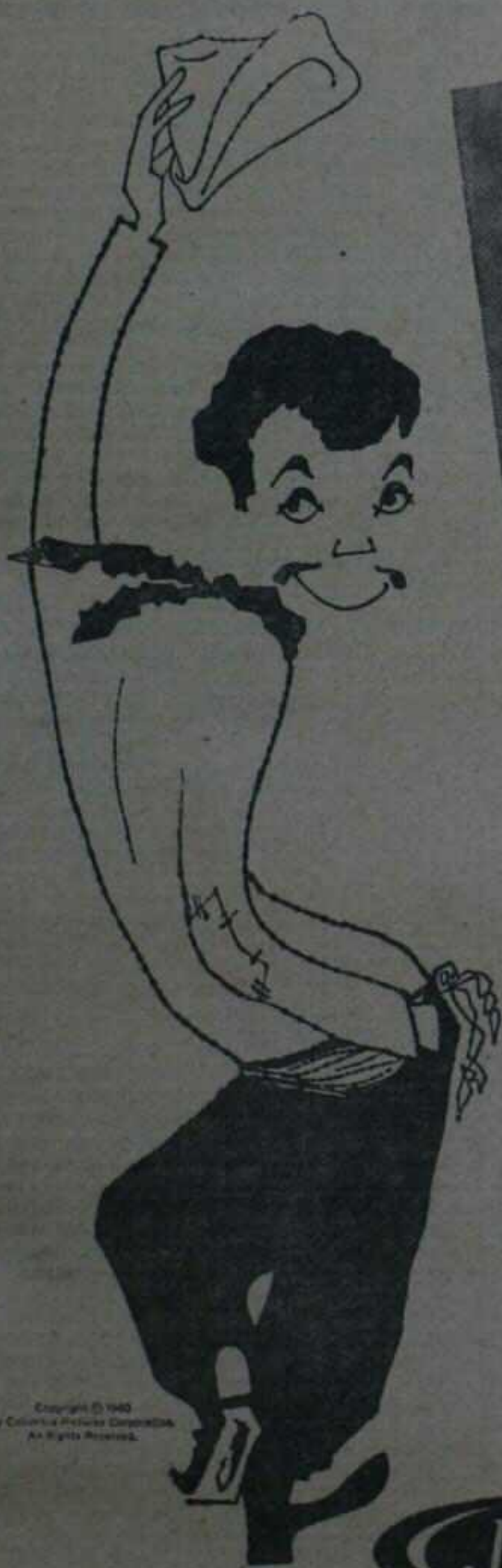
Every week . . . disk jockeys all over the nation help spark up their record shows with this fresh, lively material furnished exclusively by The Billboard. Watch for it next week.

DUANE EDDY

At His **GREATEST**

"PEEP"

A GEORGE SIDNEY—POSA FILMS INTERNATIONAL PRODUCTION—A COLUMBIA PICTURES RELEASE



b/w

"LOST FRIEND"
JAMIE #1175



1330 W. GIRARD AVE.

PHILADELPHIA 23, PA.

CEnter 2-8383

FOR WEEK ENDING DECEMBER 18

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	2	BUTTON-DOWN MIND OF BOB NEWHART Warner Bros. W 1379	31
2	1	G. I. BLUES Elvis Presley RCA Victor LPM 2256	7
3	4	BUTTON-DOWN MIND STRIKES BACK Bob Newhart Warner Bros. W 1393	5
4	3	NICE AND EASY Frank Sinatra Capitol W 1417	17
5	5	STRING ALONG Kingston Trio Capitol T 1407	18
6	7	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II Assorted Artists RCA Victor LM 6088	7
7	6	JOHNNY'S MOODS Johnny Mathis Columbia CL 1526	16
8	8	EDGE OF SHELLEY BERMAN Verve MGV 15013	21
9	9	DARIN AT THE COPA Bobby Darin A&O 122	9
10	14	WILD IS LOVE Nat King Cole Capitol WAK 1392	7
11	17	GENIUS HITS THE ROAD Ray Charles ABC-Paramount ABC 335	10
12	13	BRENDA LEE Decca DL 4039	17
13	12	SAY IT WITH MUSIC Ray Conniff Columbia CL 1490	10
14	16	REJOICE DEAR HEARTS Brother Dave Gardner RCA Victor LPM 2083	25
15	11	THIS IS BRENDA Brenda Lee Decca DL 4082	4
16	21	TWIST Chubby Checker Parkway P 7001	6
17	24	BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis Columbia C21-17	9
18	22	MEMORIES SING ALONG WITH MITCH Mitch Miller Columbia CL 1542	5
19	15	MACK THE KNIFE—ELLA IN BERLIN Ella Fitzgerald Verve MGV 4041	14
20	19	PAUL ANKA SINGS HIS BIG 15 ABC-Paramount LP 323	24

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21	23	SOLD OUT Kingston Trio Capitol T 1352	34
22	29	THEME FROM A SUMMER PLACE Billy Vaughn Dot DLP 3276	34
23	26	WEST SIDE STORY Original Cast Columbia OL 5210	6
24	18	KICK THY OWN SELF Brother Dave Gardner RCA Victor LPM 2239	16
25	20	KNOCKERS UP Rusty Warren Jubilee JLP 2029	6
26	27	THE ALAMO Sound Track Columbia CL 1558	2
27	28	MORE ENCORES OF GOLDEN HITS Flatters Mercury MG 20591	5
28	31	LAUGHING ROOM Woody Woodbury Stereodiscs MW 2	25
29	25	SOLID AND RAUNCHY Bill Black Combo Hi Records HL 12003	4
30	32	MY NAME IS JOSE JIMENEZ Bill Datta Signature SM 1013	20
31	40	DATE WITH THE EVERLY BROTHERS Warner Bros. W 1395	2
32	—	GENIUS OF RAY CHARLES Atlantic LP 1332	36
33	—	LAST MONTH OF THE YEAR Kingston Trio Capitol T 1446	1
34	39	BEN-HUR Rome Symphony Orch./Savina M-G-M 1E1	34
35	—	ANKA AT THE COPA Paul Anka ABC-Paramount ABC 353	1
36	30	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller Columbia CL 1457	24
37	35	IRMA LA DOUCE Original Cast Columbia OL 5560	2
38	36	CAN CAN Sound Track Capitol W 1361	33
39	37	PROVOCATIVE PERCUSSION, VOL. I Command All Stars Command RS 806	14
40	—	LORD'S PRAYER Mormon Tabernacle Choir Columbia ML 5366	31

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	—	ENCORES OF GOLDEN HITS, Flatters, Mercury MG 20472	40
2	1	INSIDE SHELLEY BERMAN, Verve MGV 15003	86
3	2	THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	52
4	5	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	137
5	3	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. I, Assorted Artists, RCA Victor LM 6074	55
6	9	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, Harry Belafonte, RCA Victor LOC 6006	58
7	6	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	126
8	10	MY FAIR LADY, Original Cast, Columbia OL 5090	245
9	4	SOUTH PACIFIC, Original Cast, Columbia OL 4180	148
10	8	ITALIAN FAVORITES, Connie Francis, M-G-M E 3791	45
11	7	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	96
12	12	HEAVENLY, Johnny Mathis, Columbia CL 1351	65
13	13	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	100
14	15	GIGI, Sound Track, M-G-M 3641 ST	128
15	17	KINGSTON TRIO AT LARGE, Capitol T 1199	78
16	11	KINGSTON TRIO, Capitol T 996	78
17	18	HYMNS, Tennessee Ernie Ford, Capitol T 756	169
18	14	OUTSIDE SHELLEY BERMAN, Verve MGV 15007	55
19	22	KING AND I, Sound Track, Capitol W 740	206
20	24	PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	51
21	19	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	142
22	21	WOODY WOODBURY LOOKS AT LOVE AND LIFE, Stereodiscs MW 1	41
23	23	FAITHFULLY, Johnny Mathis, Columbia CL 1422	48
24	16	THE MUSIC MAN, Original Cast, Capitol WAD 990	146
25	25	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	67

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1	NICE AND EASY Frank Sinatra Capitol SW 1417	16
2	2	STRING ALONG Kingston Trio Capitol ST 1407	17
3	3	BONGOS Los Admiradores Command S 809 SD	16
4	5	PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All Stars Command RS 808 SD	17
5	4	WILD IS LOVE Nat King Cole Capitol SWAK 1392	8
6	7	LOOK FOR A STAR Billy Vaughn Ork Dot DLP 25322	16
7	9	SAY IT WITH MUSIC Ray Conniff Columbia CS 8282	6
8	15	MEMORIES SING ALONG WITH MITCH Mitch Miller Columbia CS 8342	7
9	6	PROVOCATIVE PERCUSSION, VOL. II Command All Stars Command SD 810	13
10	8	CAN CAN Sound Track Capitol SW 1323	21
11	13	G. I. BLUES Elvis Presley RCA Victor LSP 2256	4
12	18	BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis Columbia C2S-803	11
13	10	JOHNNY'S MOODS Johnny Mathis Columbia CS 8326	15
14	12	BONGOS, FLUTES AND GUITARS Los Admiradores Command S 812	8
15	24	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller Columbia CS 8251	21

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16	20	WEST SIDE STORY Original Cast Columbia OS 2001	4
17	14	GRAND CANYON SUITE Morton Gould RCA Victor LSC 2433	22
18	16	DARIN AT THE COPA Bobby Darin A&O S 112	9
19	19	WHITE SATIN George Shearing Capitol ST 3334	13
20	—	BRAMMS CONCERTO S. Richter, Chicago Symphony Ork./Leibsonoff RCA Victor LSC 2466	1
21	17	JEALOUSY Percy Faith Columbia CS 8292	3
22	21	STEREO CONCERT Kingston Trio Capitol ST 1181	13
23	22	ELVIS IS BACK Elvis Presley RCA Victor LSP 2231	14
24	23	BYE BYE BIRDIE Original Cast Columbia KOS 2025	3
25	29	EXODUS Mantovani London CS 224	2
26	—	IRMA LA DOUCE Original Cast Columbia OS 2029	1
27	—	BERNSTEIN PLAYS BRUBECK, BRUBECK PLAYS BERNSTEIN Dave Brubeck Quartet/Bernstein Columbia CS 8257	1
28	—	MORE ITALIAN FAVORITES Connie Francis M-G-M S 3871	1
29	26	WITH THESE HANDS Roger Williams Kapp KS 3030	29
30	27	MACK THE KNIFE—ELLA IN BERLIN Ella Fitzgerald Verve MGVS 8163	4

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	47
2	2	SOUND OF MUSIC, Original Cast, Columbia KOS 2020	49
3	3	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	82
4	4	PROVOCATIVE PERCUSSION, VOL. I, Command All Stars, SD 806	47
5	6	FILM ENCORES, VOL. I, Mantovani, London PS 124	70
6	5	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	56
7	7	MY FAIR LADY, Original Cast, Columbia OS 2015	82
8	—	BEN-HUR, Rome Symphony Ork./Savina, M-G-M 1E1	30
9	14	PETE FOUNTAIN'S NEW ORLEANS, Coral CRL 7-57202	31
10	16	THEME FROM A SUMMER PLACE, Billy Vaughn, Dot DLP 25276	33
11	11	MUSIC MAN, Original Cast, Capitol SWAD 990	64
12	9	SOLD OUT, Kingston Trio, Capitol T 1352	33
13	10	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	78
14	12	FLOWER DRUM SONG, Original Cast, Columbia OS 2009	38
15	8	GIGI, Sound Track, M-G-M SE 3641	75
16	19	HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	57
17	13	KING AND I, Sound Track, Capitol SW 740	69
18	20	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	39
19	—	MR. LUCKY, Henry Mancini, RCA Victor LSP 2198	32
20	15	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	31

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOGRAPHIC LP'S

BASED ON SALES

IN STORES & RACKS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF SONG HITS, VOL. 2 Assorted Artists, RCA Victor LM 6088
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra, (Bennett), RCA Victor LM 1779
4. TCHAIKOVSKY: 1812 OVERTURE: CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
5. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
6. THE LORD'S PRAYER . . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
7. BRAHMS: SECOND PIANO CONCERTO . . . Sviatoslav Richter, RCA Victor LM 2466
8. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
9. HANDEL: THE MESSIAH
Addison, Oberlin, Lloyd, Warfield, Westminster Chorus, Williamson, (director) Philadelphia Symphony Ork. of New York, L. Bernstein, Columbia M2L 263
10. GROFE: GRAND CANYON SUITE Morton Gould, RCA Victor LM 2433

STEREOPHONIC CLASSICAL ALBUMS

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
2. BRAHMS: SECOND PIANO CONCERTO . . . Sviatoslav Richter, RCA Victor LSC 2466
3. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
5. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
6. THE LORD'S PRAYER . . . The Mormon Tabernacle Choir (Condie), Columbia MS 6068
7. TURANDOT
Tebaldi, Nilsson, Bjoerling, Tozzi, Rome Opera House Ork. Leinsdorf, RCA Victor LSC 6149
8. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
9. GROFE: GRAND CANYON SUITE Morton Gould, RCA Victor LSC 2433
10. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393

BEST SELLING CLASSICAL ALBUMS

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

(Monophonic)

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

(Stereophonic)

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

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

SONGS OF THE WEST



The Norman Luboff Choir, Columbia CS 8329 (Stereo & Monaural)—This follows in the tradition of earlier Luboff albums with a handsome cover, descriptive in itself of the idea behind the album, with no written copy. Here, a colorful scene of the cowhands working with the herd appears. Inside, the choir performs handsomely 13 tunes associated with the West. Most of these have genuine folk roots, things like "Red River Valley," "Whoopie Ti Yi Yo," "Cool Water," etc. A splendid performance that should find plenty of favor at the retail, and jockey level.

EXODUS



The Hollywood Studio Orchestra, United Artists UAS 6123 (Stereo & Monaural) — Ernest Gold's lush and dramatic score for the forthcoming film, "Exodus," is given a strong performance. As one of the big upcoming pictures, there is certain to be much promotion surrounding it with consequent benefit to recordings, with two singles already climbing the charts. Potentially strong sale for this one.

ELLA FITZGERALD SINGS SONGS FROM "LET NO MAN WRITE MY EPITAPH"



Verve MGV 4043—This LP contains the three songs performed by the thrush in the Burl Ives-Shelly Winters—James Darren film, plus 10 other songs recorded for the sound track but not used. Accompanied by pianist Paul Smith, Ella delivers sterling performances of such standards as "September Song," "One For My Baby," "I Cried For You," "Melancholy Baby" and "Who's Sorry Now." Nobody can sing them like this gal. Should be displayed in conjunction with the film showing. Must DJ programming.

PEPE



Sound Track, Colpix CP 507—Studded with top-draw movie and disk artists, the original sound track recording of the forthcoming Columbia Pictures flick spectacular "Pepe" makes for both exciting and nostalgic listening. Directed by George Sidney, of "Around the World in 80 Days" fame, and starring Catinflas, the pic has some 35 top personalities, nine of whom are captured on wax here:

Maurice Chevalier, Bing Crosby, Bobby Darin, Sammy Davis Jr., Judy Garland, Shirley Jones and Andre Previn are among those. Representative tunes include the "Pepe" theme, "Mimi," "Pennies From Heaven," and another original from the pic, "That's How It Went, All Right."

FIRST ANNUAL MESSAGE FROM THE PRESIDENT OF THE BOOZE IS THE ONLY ANSWER CLUB



Woody Woodbury, BITOA B-1 — Woody Woodbury has been a prominent name on best-selling charts with his first two comedy LP's on Stereodiddies label and this newest outing should really gas his fans. He's found again at his familiar diggings in Fort Lauderdale's (Fla.) Bahama Hotel, kidding customers and telling his stories in a highly entertaining live performance. Also included in the box package is a manual for members of the BITOA Club and a copy of "Booze News," club house organ. An imaginative piece of packaging that should delight the Woodbury fans.

Specialty

FACE TO FACE (2:12)



Pete Martin and Various Stars, Decca DXD 166—Pete Martin has created much stir by his "I Call On" series of articles with famous personalities in the Saturday Evening Post. These were accomplished via interviews with tape recorder, and here, fascinating segs of interviews with such stars as Merman, Como, Crosby, Hope, Groucho Marx, Marty Martin, Danny Thomas, Maurice Chevalier and Edith Adams are reproduced on one of the LP's. On disk two, each of these performers gets a chance to do at least one tune, identified with themselves over the years. Some of these are real collector's items. Martin's Post readers make a big ready-made audience here.

(Continued on page 31)

ALBUM COVERS OF THE WEEK



THE SOUND OF MUSIC—The Somerset Orchestra (Barnes), Perfect PL 12042. Eye-catching item. A collage in brilliant colors on a black background. Prime display item.



IRELAND, MY IRELAND — Eileen Donaghy, Epic LP 18004. Lovely, serene Irish landscape, mostly in greens, of course. Attractive item for display.

RED HOT!

OH, HOW I MISS YOU TONIGHT

Jeanne Black

No. 4492

WINGS OF A DOVE

Ferlin Husky

No. 4406

OVER AND DONE WITH

c/w

TROUBLE ON A DOUBLE DATE

The Royal Galaxies

No. 4488



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" #31
Cash Box "Top 100" #32
Music Vendor "Top 100" #23
- 4406—WINGS OF A DOVE Ferlin Husky
Billboard "Hot 100" #62
Billboard "Hot C&W Sides" #1
Cash Box "Top C&W" #1
Music Vendor "Top 50 C&W" #1
- 4412—EXCUSE ME Buck Owens
Billboard "Hot C&W Sides" #2
Cash Box "Top 50 C&W" #2
Music Vendor "Top 50 C&W" #6
- 4463—WORLD SO FULL OF LOVE Faron Young
Cash Box "Top 50 C&W" #13
Music Vendor "Top 50 C&W" #10
- 4463—FORGET THE PAST Faron Young
Cash Box "Top 50 C&W" #26
Music Vendor "Top 50 C&W" #42
- 4454—IT'S GOT TO BE A HABIT Hank Thompson
Cash Box "Top 50 C&W" #30
Music Vendor "Top 50 C&W" #49
- 4386—SHE'S JUST A WHOLE LOT LIKE YOU Hank Thompson
Cash Box "Top 50 C&W" #48
Music Vendor "Top 50 C&W" #45
- 4469—MEAN MEAN MAN Wanda Jackson
Music Vendor "Top 100" #87
- 4412—I'VE GOT A RIGHT TO KNOW Buck Owens
Music Vendor "Top 50 C&W" #39
- 4410—THERE'S NOT ANY LIKE YOU LEFT Faron Young
Music Vendor "Top 50 C&W" #47

PICKED TO BE

HITS

ACTUAL SELECTIONS BY THE INDUSTRY'S LEADING TRADES

- 4492—OH HOW I MISS YOU TONIGHT Jeanne Black
Billboard "Spotlight Winner"—"Altho the song is an 'oldie,' it is presented as an answer to Elvis Presley's current smash, 'Are You Lonesome Tonight?' and features an effective narration by the canary on the bridge, Watch It."
Cash Box "Pick of the Week"—"The chirp, whose 'answer recording' of 'He'll Have to Stay' played a major role in her copping 'most promising' honors, comes up with another chart threat in 'Oh How I Miss You Tonight.'"
Music Vendor "Pick Hit"—"Could move to chartsville."
- 4406—WINGS OF A DOVE Ferlin Husky
Billboard's "Best Buys" List
- 4487—I WANT TO LIVE AGAIN Rose Maddox
Cash Box "C&W Bullseye"—"The veteran thrush seems set for another chart appearance through her attractive warbling of 'I Want to Live Again.' The tune's a bright-beat honky-tonker of lost love with a sunny outlook."
- 4474—CHRISTMAS CAROUSEL Peggy Lee
Music Vendor "Pick Hit"—"New Peggy Lee Christmas release which may wind up on the charts."
- 4475—GOODNIGHT MY BABY The Kingston Trio
Music Vendor "Pick Hit"—"Disc, featuring old Xmas tunes and the group's usual fine artistry, is an attractive Yuletide offering."

BRAND NEW

RELEASES

OUT THIS WEEK AND ON THEIR WAY TO YOU NOW!

- 4492—A YEAR AND A DAY Judy Scott
JOHNNY DOESN'T TALK MUCH
Capitol's newest thrush beautifully demonstrates her broad vocal style on two bright up-tempo tunes.



The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 29

Spoken Word

JACK DOUGLAS (WITH THE ORIGINAL CAST)

Columbia CL 1557—Comedy writer-comic Douglas, of Jack Paar TV show fame, has a witty, caustic sense of humor, which leans toward the sick-nik style. This package, recorded live during his engagement at Manhattan's Bon Soir nitery, should appeal to Douglas' extensive following (both from TV and from his best selling comedy books).

CANDID TELEFON

Flender. United Artists UAL 4075—This could be a sleeper in the comedy LP field. Adopting TV's "Candid Camera" technique to the telephone, comedy writer Harold Flender conducts a series of what sound like authentic phone calls on a variety of hilarious subjects. Standout bits are his calls to a pet shop (to purchase a monkey for "cooking purposes"), to a bird doctor (to check on a neurotic lovebird) and to a book store (to buy a four-inch-thick volume to raise the height of a piano stool).

Latin American

EVERYBODY LOVES THE TRIO LOS PANCHOS

El Trio Los Panchos. Columbia EX 5012—The Trio Los Panchos, one of the hottest groups in Mexico as well as in many other countries in South America, comes thru with wonderful performances of a group of well known Latin tunes. They include "Quien Sera," "Estrellita," "Siboney" and "La Paloma," and the boys sing them in lovely fashion, featuring warm, melodic guitar backing. First-rate backing. First-rate wax for all Latin markets and one that could also get pop action.

POP LP'S

STRONG SALES POTENTIAL

UP FRONT

The Mary Kaye Trio. Verve MG V 2142—The Trio is at its best in this smartly styled package, with Mary Kaye registering with sock impact on solo vocal stints on "I Loves You, Porgy," "My Yiddish Mommy," etc. Fine programming wax for hip spinners. Other selections include "Everything's Coming Up Roses," "Heartaches," "And the Angels Sing," etc.

EVERYTHING GOES

The Four Lads. Columbia CL 1550—Here's a solid, swinging package for deejays. Spearheaded by showmanly vocalists of the group's lead chanter, the boys register strongly on a group of standards—"Some of These Days," "All of You," "Nobody," "It Had to Be You," and the title tune.

JO AND JAZZ

Jo Stafford. Columbia CL 1561—Connoisseurs will find this an album of more than usual interest. The fine chanteress is showcased here as a jazz thrush, backed with such instrumentalists as Ben Webster, Ray Nance, Johnny Hodges, Jimmy Bowles and Don Faerquhar. Tunes are "Just Squeeze Me," "For You," "Midnight Sun," "What Can I Say Dear After I Say I'm Sorry," etc. Package should tap both pop and jazz markets.

SWINGIN' ON THE MOON

Mel Torme. Verve MG V 2144—Another rewarding set for the Torme fans. The chanter is at his very vocal best on these moody, moon-oriented selections like "Swingin' on the Moon," "Moonlight Cocktail," "I Wished on the Moon," etc. The material is well keyed to Torme's soft, croon style and the backings, with lush fiddles alternating with brass and reeds, makes for a just-right setting for the vocals. This can be sold and some mood jock segs will find it highly spinnable.

TONY BENNETT SINGS A STRING OF HAROLD ARLEN

Columbia CL 1559—Tony Bennett has a first-rate album here, one of his best this year. In fact, the singer comes thru with his own special and most attractive interpretations of tunes penned by Harold Arlen, aided by pretty backing by the Glenn Osser crew. The songs are all familiar, such as "Over the Rainbow," "Right as the Rain," "I've Got the World on a String" and "Come Rain or Come Shine." A sock package for Bennett fans.

POP LP'S

STRONG SALES POTENTIAL

SWINGIN' PRETTY AND ALL THAT JAZZ

Mat Mathews and his All-Stars. Design DCV 1034 (Stereo & Monaural)—Mathews has assembled an interesting, offbeat ensemble including his own accordion, with bass, violin, harp, guitar and various kinds of percussion. The music is jazz-lead but it is strongly in the mood groove, which means there is sales potential in both directions. This is one of the label's "compatible" stereo series and most buyers will find the audio quality to their liking, as the group plays "East of the Sun," "My Foolish Heart," "Talk of the Town," etc.

Package also includes a special coupon to be used in the firm's deal of one set free with three purchased.

SALVOS FROM A SALOON

Charlie Young and his Honky Tunk Piano. Epic LN 3742—Charlie Young is a free-wheeling honky tonker who is famed in the area around Eddie Sachs' place in Center Valley, Pa., for his old-fashioned accompaniment to silent movies. That's a feature of his act in the place, and that's the kind of nostalgic, off-key interpretation he and his piano here give to "Tiger Rag," "23rd Street Rag," "I Wonder What's Become of Sally," and a whole lot of others of the same general vintage. The set has an excitement in the live on-location sound and fanciers of the honky tonk genre will like it.

ON THE TOWN WITH THE CLEVELAND POPS

Louis Kane (Conductor). Epic BC 1107. (Stereo & Monaural)—The Cleveland "Pops" wrap up a flock of listenable show tunes in lushly effective instrumental treatments. Some fine romantic mood sides are here for jockey segs. Selections are from "On the Town," "My Fair Lady," "Can-Can," "The King and I," "Oklahoma!" "On Your Toes" and other shows.

JAZZ LP'S

STRONG SALES POTENTIAL

LAMBERT, HENDRICKS AND ROSS SING ELLINGTON

With the Ike Isaacs Trio. Columbia CL 1510—Lambert, Hendrick & Ross are back again, this time in their own special arrangements of tunes by Duke Ellington. Jon Hendricks penned the lyrics, and the trio sings them in their own oft-times sensational fashion over driving support by the Ike Isaacs Trio. Tunes include some of Duke's best, from "Things Ain't What They Used to Be," to "Cottontail." The LP should appeal to their many fans.

TROMBONE AND VOICES

J. J. Johnson. Columbia CL 1547 (Monaural & Stereo)—This album's title tells its simple story: trombonist Johnson plays an assortment of standards against a backdrop of rhythm and mixed chorus. Frank DeVol's good arrangements set Johnson's woolly trombone against the chorus and then allows the chorus to sing the lyrics of the tunes included. Ballads get a soft but not schmaly sound and there is much swing in the up tempo tunes. "Portrait of Jennie" is a good example of the first, "Get Out of Town," the latter. Set bridges the gap between pop and jazz nicely.

JAZZ LP'S

MODERATE SALES POTENTIAL

SWINGIN' ON THE TOWN

The Roy "Little Jazz" Eldridge Quartet. Verve MG V 2389—Another album featuring steady, pretty, warm and mighty listenable work from "Little Jazz" himself. The tunes are almost all standards, from "The Way You Look Tonight" to "Misty," and Roy plays them with meaning. His work here is up to his best, and his trio backing never gets in his way. Tasteful, attractive jazz of the mainstream school that is worth many hearings.

BLUE GATOR

Willie Jackson. Prestige 7183—Willie Jackson comes thru with both driving and tender interpretations of a group of standard and original tunes on this bluesy new set, backed by solid rhythm. Jackson on tenor displays elements of both his explosive, wild, swinging work, as well as a more subtle, warm, and meaningful style, which transforms "Try a Little Tenderness" into a delightful track. With Jackson, Bill Jennings on guitar and Jack McDuff on organ stand out. It's an interesting set, in the older jazz groove, with the title song and "Gator's Tail" the best tracks.

EMBERS AND ASHES

Shirley Horn. Stereocraft 16—Here's an attractive new vocal talent who should appeal to pop as well as jazz spinners. The gal has a sweet, sexy, true sound on a group of standards and oldies. Top bands include a hot treatment of "Wild Is the Wind," "If I Should Lose You" and "God Bless the Child."

SOUTH SIDE SOUL

The John Wright Trio. Prestige 7190—Pianist-leader Wright and the other two members of his trio, bassist Corky Roberts and drummer Walter McCants, are all from Chicago, hence the title of this album. Wright has a very good grasp of the Garner idiom and uses it much as another famous Chicago pianist does—Ahmad Jamal ensemble and Wright could turn into a fine commercial performer. As it stands this is a good debut for the group especially on such gospel and blues oriented tracks like "Amen Corner" and "Sin Corner."

SINGIN' AND SWINGIN'

Betty Roche. Prestige 7187—The veteran jazz canny (with Duke Ellington in the

'40's and early '50's) displays a warm, expressive vocal style on this "comeback" package. Aided by a group of solid jazz men, she registers with such nostalgic standards as "Blue Moon," "Come Rain or Come Shine," etc.

HAVE YOU HEARD HERMAN FOSTER

The Herman Foster Trio. Epic LA 16010—Herman Foster is a pianist with a good feel for blues and a good jazz touch as well. On this new LP, his first starring recording, he comes thru with strong performances on some original and standard tunes. The blues, which he composed, is "Herman Blues," and it is one of the best tracks on the record; other good sides are "Volare," "Lover Man" and "Strange." Foster is backed by Earl May on bass and Frank Dunlop on drums. Good wax by Foster.

THE FRANK WESS QUARTET

Prestige-Moodville 8—Another in the Prestige-Moodville series, geared to a jazz-minded audience as well as buyers of soft moodily, background material. This group of tunes, which features Wess on both flute and tenor sax, is well keyed to the dual-market idea. Flann, bass and drums weave neatly in and out of solo spots and supporting role for Wess. Pleasant group of standards is the menu, with one original, "Rainy Afternoon," by Wess.

LOOKING AHEAD

Ken McIntyre and Eric Dolphy. Prestige-New Jazz 8242—Both Ken McIntyre and Eric Dolphy have something of an unconventional approach to the jazz idiom on this LP. Both play alto sax and flute on either side of the album and their playing should be of interest to the more forward-looking members of the jazz fraternity. Dolphy's alto work is not as fragmentary as Ornette Coleman's—"They All Laughed" is a good example—and he does some unusual things with the bass clarinet on "Dianna."

CLASSICAL LP'S

MODERATE SALES POTENTIAL

GRIEG: VIOLIN SONATA NO. I (OISTRAKH); SONATA NO. III (GABOWITZ)

Bruno BR 14038—The two most popular Grieg violin sonatas are coupled with David Oistrakh playing the first and American fiddler Louis Gabowitz playing the more familiar No. 3. The latter also is coupled by the label with other Oistrakh performances in another release. Altho the potential audience for these works is not vast, this release stands a good competitive

(Continued on page 33)

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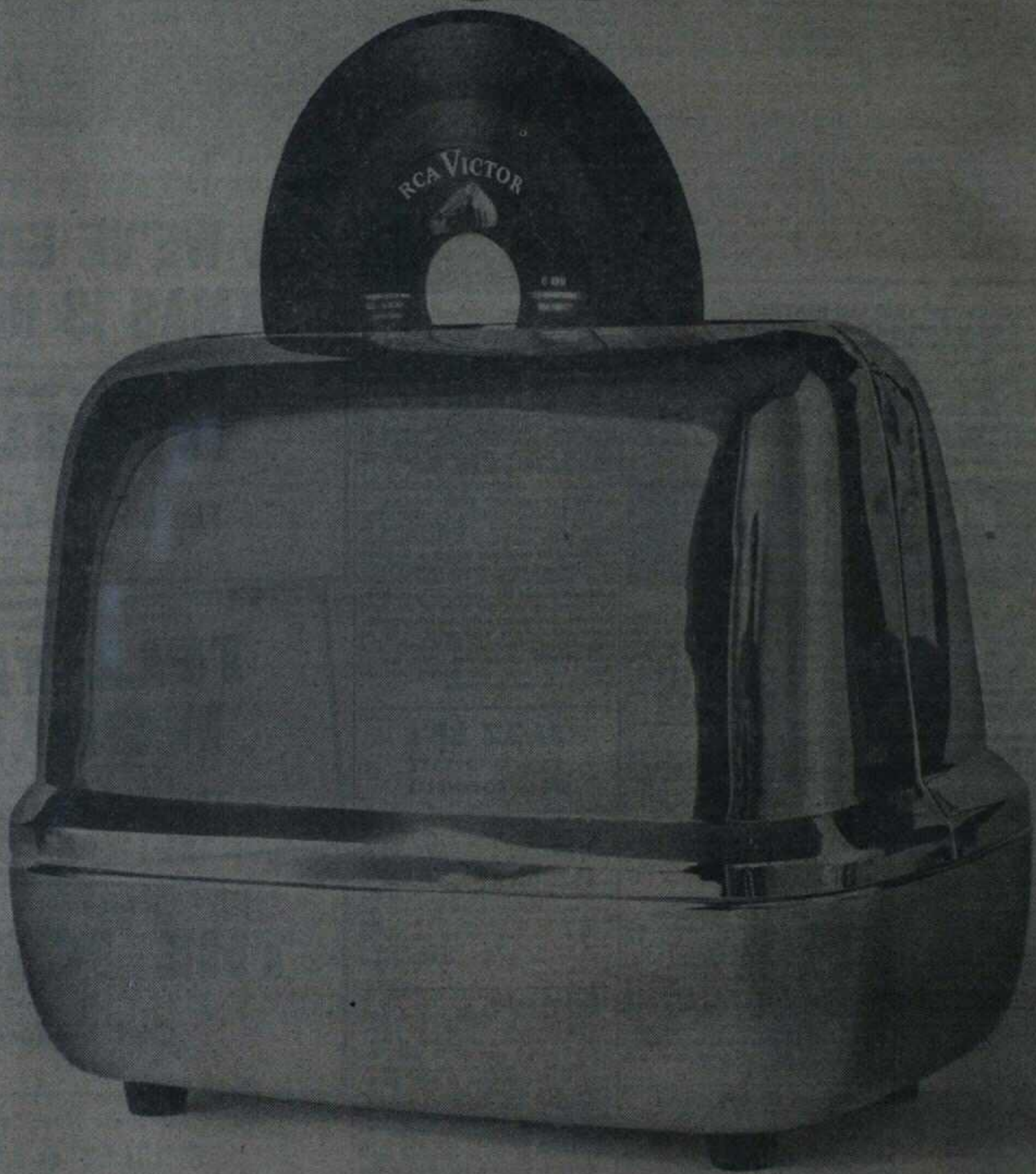
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Reviews and Ratings of New Albums

Continued from page 31

chance against the only other name which coupled both names.

*** **CHOPIN: SCHERZO NO. 1 IN B MINOR, OP. 39; SCHERZO NO. 4 IN E MAJOR, OP. 54; FANTASIE IN F MINOR, OP. 49; MAZURKA NO. 17 IN B FLAT MINOR, OP. 24 NO. 4; MAZURKA NO. 31 IN A MINOR, OP. POSTH.**

Adam Harasiewicz (piano), Epic BC 1108 (Stereo & Monaural)—A strong performance of the Fantasia, perhaps Chopin's finest composition, is the highlight of this disk by the young Polish pianist whose only appearance here thus far has been at a United Nations concert. The young man's playing is stronger than his reputation thus far, but should be emboldened upon a concert tour his recordings could attract interest based upon his ability.

*** **SCHUMANN: DICHTERLIEBE, OP. 48; SECHS GEDICHTE UND REQUIEM, OP. 99; WIDMUNG, OP. 15, NO. 1; DIE BEIDEN GRENADIERE, OP. 49, NO. 1**

Gerard Souzay, baritone, Epic BC 1110 (Stereo & Monaural)—This is the third time Gerard Souzay has recorded the "Dichterliebe" and the French baritone sings these romantic songs almost as tho a native German. Souzay's reputation has been enhanced with the record buying public with some fine releases recently, and this time should benefit as a result. The LP is filled out with a number of short Schumann vocal works, also beautifully performed.

C.&W. LP'S
STRONG SALES POTENTIAL

**** **BIG SONGS**
 (Little) Jimmy Dickens, Columbia CL 1545—The little fellow, who often will step out on a stage as the funny man of the act, here shows his well-known straight vocal side, with a flock of fine woeper ballads in the traditional vein. Titles include "I Cried Again," "Tomorrow's Just Another Day to Cry," "A Petal From a Faded Rose," etc. Good clean-sounding, guitar-highlighted, traditional country backing lends to the neat effect. Fans will go for this one. Dickens' first set in a spell.

C&W LP's
MODERATE SALES POTENTIAL

**** **COUNTESS MARITZA**
 Emmerich Kalman, Bruno BR 50160-61—This package is made up of two 12-inch disks, carrying the complete recording of the Emmerich Kalman operetta. The performance — a Radio Leipzig Production — carries much charm and verve. Good voices and instrumental work.

SPECIALTY LP'S
STRONG SALES POTENTIAL

FOLK *****

**** **SINGING ALL NIGHT LONG**
 Ron and Nana, Columbia CL 1546—Here's a talented young couple from Israel, who can thank TV's Ed Sullivan for their presence in the States today. They've travelled the folk circuit here in depth and have met a healthy reception, a fact which is explained by their vigorous and imaginative renditions in this album. They are Israeli, but here they have chosen a largely American program of material, "Two Brothers," "The Mighty Mississippi," etc., plus one of their own country, the familiar "Tsena, Tsena, Tsena." The couple has life and plenty of showmanship.

SPECIALTY LP's
MODERATE SALES POTENTIAL

LOW-PRICED POPULAR ***

*** **THE SOUND OF MUSIC**
 The Somerset Orchestra (Burns), Perfect PL 12042 — Lovely performances of the songs from the Broadway smash by the Somerset Orchestra under Randy Burns. All of the attractive Rodgers songs are here from the show, in a lengthy overture, plus individual treatments of "The Sound of Music," "Do-Re-Mi," "Climb Ev'ry Mountain," etc. An eye-catching cover adds appeal.

*** **THE ACCORDION BAND**
 Henri Coene and his Accordions, Perfect PL 12041—This accordion ensemble contributes a nice selection of bright tones garnered from the music of many nations. There's the Spanish "El Reicario," a French "Can Can" and a number of waltzes and polkas.

LOW-PRICED JAZZ ***

*** **TWELVE JAZZ CLASSICS**
 Dutch Swing College Band, Perfect PL 12838 — The Dutch Swing College Band turns in a rousing group of Dixie-jazz performances on a group of traditional favorites and it adds up to a lot of fun. Tunes include "I Scream, You Scream, We All Scream for Ice Cream," "Memphis Blues," "Tiger Rag," and other favorites. The Dutch lads play them and sing them with unabashed enthusiasm, and it all adds up to good entertainment. Attractive cover, too.

*** **JIMMY AND MARION McPARTLAND PLAY TV THEMES**
 Jimmy and Marion McPartland turn in pleasant readings in Dixieland style of a group of TV themes here, such as "Mr. Lucky," "Peter Gunn," "Bat Masterson" and others. It's bright and uninhibited jazz and it should interest traditional fans.

LOW-PRICED CLASSICAL ***

*** **FRANZ LEHAR: THE MERRY WIDOW**
 Hamburg Operetta House (Muller-Lampert), Perfect PL 12043—Lovers of Viennese music in general, and of "The Merry Widow" in particular, will find this package of highlights from the operetta a choice buy in the low-price field. The well-known and immortal melodies are all here, well sung, in German, of course.

FOLK ***

*** **GOIN' PLACES**
 Casey Anderson, Elektra EKL 192—The talented young folk singer samples a variety of material here, delivering in a forthright style having considerable drama. Included are "900 Miles," "John Henry," his own "Yankee and a Rebel," "Trooper and the Maid," etc. Good sound.

*** **AMERICAN FRENCH MUSIC**
 From the Bayous of Louisiana, Goldband GRLP 738—Considered as a piece of ethnic culture, this package can have some value as representative of a rarely recorded variety of grass-roots repertoire. This is the cajun music of the Louisiana deltas, the music of the French Americans of that region. It places much emphasis on the accordion with violin often heard, too. Vocals are in a vigorous tone by such local lights as Iry LeJans, Cleveland Crochet and LeRoy Brumard. The music, interestingly, has some marks of both r.&b. and country. For students.

*** **HOMeward BOUND**
 E. McCurdy, Rodeo Int'l. RLP 102—Well-known in folk circles, Ed McCurdy has some eight other LP's currently available on four different labels. Now he's been waxed by this Canadian label in a selection of folk songs of that nation, which he sings convincingly. The group includes songs that are humorous and sad, with some sea chanteys to liven matters up. McCurdy's fans and friends of Canada will be potential buyers.

*** **A CENTURY OF FOLK SONGS**
 Marg Osburn, Rodeo Int'l. RLP 100—The 100th LP release of this Canadian label, distributed by London Records of Canada, Ltd., features one of that nation's popular radio personalities singing a group of familiar folk songs. Marg Osburn's (Continued on page 42)

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CONCERT REVIEW

Harry Sings Good, Clowns Bad

When Harry Belafonte sings, he is undoubtedly one of the top vocal performers in the world today. But when he clowns, he shouldn't.

Playing to a week of turn-away houses at Chicago's Opera House (5-11), Belafonte needed neither the fantastic lighting effects nor the sometimes overpowering musical accompaniment to rouse the audience with such standards as "Hava Nageela," "John Henry," "Man Smart"—which he called the King James version, due to the many younger folks present, and "When the Saints Go Marching In," with the Dixieland version preceded by an imitation done in the style of an old English madrigal.

But after a highly effective rendition of "Ya Reba," toward the end of the program, he resorted to unnecessary clowning with the Vocal Four—who provided some fine backing for several numbers, and then went on to 20 minutes of "Matilda"—which has sort of worn itself out since making such a hit at Carnegie Hall.

Miriam Makeba, the South African thrush who has had no stronger booster than Belafonte since her arrival here last November, brought a beautiful and exciting voice to the program. Scoring in "The Click Song," which she duets with Belafonte in his latest Victor album, "Belafonte Returns to Carnegie Hall," she also got across to an appreciative audience with an Indonesian lullaby and a Zulu folk song.

Most effective musical backing was provided by two guitarists, a bass and a large set of bongos. But the orchestra seemed largely extraneous and the lighting was almost too effective—to the point where you started looking for the next effect, rather than the song.

Belafonte has few peers in the entertainment field but this reviewer for one missed a bit more of the old Belafonte and his rendition of "Scarlet Ribbons," among many others the audience was evidently eager to hear.

Steve Traiman.

Study Shows Discount Pattern

Continued from page 3

it, and 25.2 per cent of dealers in small markets have such plans. Of chain or variety type stores in large cities who sell records, only 16.7 per cent have a club or coupon plan, and 14 per cent in the medium markets have this type of plan. However, 20.8 per cent of chain stores or variety stores in small markets have a coupon plan.

There is a small percentage of stores, both record stores and chain and variety stores, which discounts some labels, but sell others at full list price. This unusual type of discounting is followed by 11.6 per cent of record stores in large markets, by 10 per cent in medium markets, and by 3.9 per cent in small markets.

Many stores, especially in the medium and small markets, do not

discount, but do run sales occasionally. And the patterns here are very similar for both record stores and chain and variety stores. A total of 26.3 per cent of all record stores have occasional sales in large markets, 47 per cent do it in medium markets, and more than half, or 55.1 per cent, do it in small markets. A total of 23 per cent of chain and variety stores run sales in large markets, 52 per cent do it in medium markets, and 56.2 per cent do it in small markets.

Another look at these figures indicates that the occasional sale is the way the medium and small market stores answer the discount practices of big city stores.

And there are still stores who do not discount at all, or hardly at all, according to The Billboard Record Market Research survey. Most of these stores are located in the medium and smaller markets. Of the big city stores only 9.8 per cent of the record stores said that they almost always sell records at full list price. However, 32 per cent of medium market record shops and 26.8 per cent of small market shops said they hardly ever discount. And only 15.9 per cent of big city market chain and variety stores said they do not discount, but 28 per cent of the medium market stores of this type said they do not discount, and 20.8 per cent of these stores in small markets said that they, too, do not discount.

The fact that only about 9.8 per cent of the record stores and only 15.9 of the chain stores and variety stores in large markets said that they hardly ever discount means that almost 90 per cent of all large market stores that carry records discount in one way or another. Some of these stores do it all the time, others on some lines and not others, others through sales, and others through club or coupon plans. In the medium markets almost 70 per cent of all stores that carry records discount by one method or another, occasionally or constantly, and in the small markets almost 75 per cent of all stores are on some sort of a discount plan.

This all adds up to mean that it is a somewhat rare record shop or chain and variety shop that sells its records at list price. It is also clear that discounting, straight or in doses, has become an accepted practice for the majority of record shops in the United States.

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING DECEMBER 10

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.

Table with columns: This Week, Last Week, Tune, Composer-Publisher, Weeks on Chart. Lists top hits like 'LAST DATE', 'ARE YOU LONESOME TONIGHT', 'WONDERLAND BY NIGHT', etc.

RECORDING AVAILABLE (Best Selling Record Listed in Bold Face)

- 1. LAST DATE—Floyd Cramer, Via 7775; Skeeter Davis, Vic 7825; Joni James, M-G-M 12733; Lawrence Welk, Dot 16145. 2. ARE YOU LONESOME TONIGHT—Al Johnson, Dec 27043; Jaye P. Morgan, M-G-M 12752; Elvis Presley, Vic 7810. 3. WONDERLAND BY NIGHT—Anita Bryant, Carlton 537; Beet Kamperl, Dec 31141; Louis Prima, Dot 16151. 4. A THOUSAND STARS—Kathy Young and the Innocents, Indigo 108. 5. EXODUS—Ferrante and Teicher, United Artists 274; Mantovani, London 1953. 6. SAILOR (YOUR HOME IS IN THE SEA)—Lolita, Kapp 349. 7. POETRY IN MOTION—Johnny Tillotson, Cadence 1384. 8. NORTH TO ALASKA—Johnny Horton, Columbia 41782. 9. NEW ORLEANS—U. S. Bonds, Legrand 819. 10. HE WILL BREAK YOUR HEART—Jerry Butler, Vee Jay 354. 11. MANY TEARS AGO—Connie Francis, M-G-M 12964. 12. STAY—Little Joe and The Lifiers, Okeh 7136; Maurice Williams and Zodiacs, Herald 552; Martha Winters, Stephany 1905. 13. LONELY TEENAGER—Dion, Laurie 3070. 14. LET'S GO, LET'S GO, LET'S GO—Hank Ballard and the Midnighters, Klog 5408. 15. ALONE AT LAST—Jackie Wilson, Brunswick 35178. 16. MY GIRL JOSEPHINE—Fats Domino, Imperial 5704. 17. YOU'RE SIXTEEN—Johnny Burnette, Liberty 55285. 18. SAVE THE LAST DANCE FOR ME—Drifters and Ben E. King, Atlantic 2071. 19. GEORGIA ON MY MIND—Ray Charles, ABC-Paramount 10135. 20. SWAY—Bobby Rydell, Cameo 182. 21. I GOTTA KNOW—Elvis Presley, Vic 7810. 22. PERFIDIA—Four Aces/Al Alberts, Dec 27987; Ahmad Jamal, Okeh 6889; Metropolitan Jazz Quartet, M-G-M 50111; Glen Miller Oke/Modernaires, Vic 0035; Andy Rose, Coral 62142; Rene Touret, Gene Norman Presents 152; Ventures, Dolton 28. 23. 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. 24. I WANT TO BE WANTED—Brenda Lee, Dec 33149. 25. I'LL SAVE THE LAST DANCE FOR YOU—Dimita Jo, Mer 71699. 26. BLUE TANGO—Bill Black Combo, Hi 2027; Lester Lanin, Epic 9426. 27. RUBBER BALL—Bobby Vee, Liberty 55287. 28. RUBY DUBY DU—Tobias Matthews, Chief 7822; Pepper Post, Parloin 7520; Jannie Swannery, Warner Bros. 5183; Charles Wolcott, M-G-M K12944. 29. FOOLS RUSH IN—Brook Benton, Mer 71722; Remo Cappo, Col 41897; Malcolm Dicks, End 1004; Norman Mapp, Jaro 78221; Joe Salvator, Seco 6006. 30. LIKE STRANGERS—Everly Brothers, Cadence 1388.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 26, N. Y.

Radio on Ship

Continued from page 3

mercial radio service at present aimed at Britain.

Like Luxembourg, the new station will reach areas other than that for which it is primarily intended. Programs will consist mainly of pop music and it may become a powerful new promotion aid for disks, not only in Britain but on the Continent, too.

Already at least two people connected with British record firms—one from Philips and the other from Decca—have identified themselves with the project. Some publishers have been quietly helping it along.

The new station is using the call letters CNBC, but this does not signify any association with the U. S. radio-TV network. For 12 hours a day the transmitter is used for airings to Holland as Radio Veronica. The English service will operate from 6 a.m. to noon and midnight to 3 a.m.

The whole of Britain will not be covered, but the area will include London and most of the wealthy eastern and southeastern counties. Morning programs will clash with BBC domestic radio services, but they are light on disk shows at the material time.

Head of the CNBC English operation is Doug Stanley, a former executive of the Dutch State radio's overseas service. Program controller is Paul Hollingsdale, a BFN announcer until the summer and currently a jockey for Philips in their sponsored shows on Radio Luxembourg.

IN THE TOP 100

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

HANK BALLARD and the Midnighters KING 5400

SLEEP

LITTLE WILLIE JOHN KING 5394

WALK SLOW

LITTLE WILLIE JOHN KING 5428

THE BELLS

JAMES BROWN KING 5423

HOOCHI COOCHI COO

HANK BALLARD and the Midnighters KING 5430

Please Come Home for Christmas CHARLES BROWN and Christmas Comes But Once a Year AMOS MILBURN KING 5405

KING

NEW CHRISTMAS SENSATION

"JINGLE BELLS CHA-CHA-CHA"

by

CHARLIE ACE

LOGAN #446

Distributed Nationally by COSMAT RECORD DISTRIBUTORS

HIS SPOTLIGHT WINNER!

Bobby Vee

"RUBBER BALL"

b/w "EVERYDAY"

#55287

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FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Bill Anderson, accompanied by his wife Bette, visited Cincinnati December 1-2 to promote his latest Decca release, "Walk Out Backwards," and his tune, "I Missed Me," which Jim Reeves is waxing fat on the Columbia label...

Ray Price shows his wares at the Terrace Club, Waco, Tex., December 15, and Cook's Hoedown Club, Houston, December 16. June Lou and Her Pine Hedge Ranch Hands continue as headliners on "Sandy Lake Jamboree," presented each Saturday night from the stage of the Penn Lake Theater...

Kenny Custer and His Cole Mountain Boys and the Western Vagabonds have signed a new one-year pact with WFBG-TV, Altoona, Pa. Kenny and his boys are also heard each Saturday on WVSC Radio, Somerset, Pa. The gospel-singing Blackwood Brothers play City Auditorium, Neosho, Mo., December 12; Fort Smith, Ark., 13; Municipal Auditorium, Texarkana, Ark., 14, and Ellis Auditorium, Memphis, before taking off on a 15-day vacation starting December 16.

Marvin Rainwater this week winds up a long string of New Jersey dates for the Jim Denny Artists Bureau, Nashville. On a recent trek to California, Carl Smith made a series of television films for International Film Distributors Corporation. Willie Nelson has just inked an exclusive writer's pact with Pamper Music, Inc., Goodlettsville, Tenn. Eunice Records, new label with headquarters in the Grein Building, Evansville, Ind., kicks off its operation with three country releases, "My Palomino and Me" b/w "First Love, First Broken Heart," by Brenda Holly; "When I Lost You" b/w "At the End of the Rainbow," by Glenna Dene, and "Twisted Fiddle" b/w "Buffalo Gals," by Bob Bethel. Deejays are invited to write in for samples.

Little Jimmy Dickens returned to the mainland over the weekend after playing December 6-10 in

Hawaii. "The Shindig Show," formerly "Cowntown Hoedown," which originates each Saturday night from the stage of the Majestic Theater, Fort Worth, has been taken over by Bobby Williamson, veteran Dallas-Fort Worth promoter. Jim Small, president of ABS Records, after completing a series of talent auditions at the WRVA Theater, Richmond, Va., hit out for Florida accompanied by his assistant, Bob Weiss, to promote the firm's new release, "Smoke, Smoke, Smoke" b/w "Sleepy Summer," by the DiMarco Brothers. Deejay samples are available by writing to the ABS main office, P. O. Box 934, Harrisburg, Pa. El Rader, head of Country-fied Music Promotions, Cincinnati, has added a public relations service for c.&w. artists to his operation. Cowboy Howard Vokes and Mabelene Baker were recent TV guests on "Townhouse Jamboree," Beckley, W. Va., along with Jack Cartwright and the Country Lads.

With the Jockeys

Ray Robbins, now programming all c.&w. stuff on KRRV, Sherman-Denison, Tex., typewrites that he needs all releases, "but bad." The Old Coffeehead also seeks personal intros and station breaks and welcomes visits from talent working the area. Carl Story, now spinning seven hours of c.&w. and gospel a day on WGSW, Greenwood, S. C., puts out a request for spinning wax. Marvin Paul pipes from Bay City, Tex.: "I have recently launched an hour of country music on KIOX here and am in dire need of country records to sustain the show. My show marks the return of this type of music on this station since 1950. I expect to increase my air time soon. My format is records and a song or two with my guitar, and six five-minute spots during the day with a commercial, plug, song and commercial."

John Capps, of K-Ark Records, St. Louis, says he has available to deejays a new release by Carl Phillips on the old Onie Wheeler number, "I Saw Mother With God Last Night." John Stephenson, of Cowntown Records, Avery, Tex., requests that deejays write in for copies of his new Christmas release, "Rudolph Pouts" b/w "Christmas Bells," by Mary White. Ralph Mathis, program director at WCPC, Houston, Miss., shoots in a plug on Cowboy Copas' new Starday waxing of "Settin' Flat on Ready," which he claims is kickin' up a tempest in the Deep South, and the country version of "Save the Last Dance for Me," just released on the Bandera label by Merle Ray.

Carl Butler, of 119 Two-Mile Pike, Goodlettsville, Tenn., typewrites that he'll be happy to send a copy of his new release, "For the First Time" b/w "I'm a Prisoner of Love," to deejays who'll write in. Rick Maze, gospel music director at WIXI, Birmingham, Ala., reports that the station kicked off its new town and country radio service December 6. Henceforth, Maze says, the station will program to both town and country audiences, featuring approximately 60 per cent country and western, 25 per cent popular, 5 per cent gospel and religious and 10 per cent news and special features. "We would appreciate record companies adding WIXI to their mailing lists," concludes Rick.

The Billboard HOT C & W SIDES

FOR WEEK ENDING DECEMBER 18

TITLE, Artist, Company, Record No.

Table with 3 columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO. Rows 1-30 listing songs like 'ON THE WINGS OF A DOVE', 'NORTH TO ALASKA', 'EXCUSE ME', etc.

Breaking Out!

BABY LOOK WHAT YOU'RE DOIN' TO ME and IS IT TOO LATE BABE ROSCOE SHELTON

NASHBORO RECORDS, Nashville, Tenn.

BREAKING FOR A SMASH TEENAGE VOWS OF LOVE

The Dreamers Goldisc 3015 GOLDISC RECORDS

ON MY KNEES and STAY

Phillips International #3562 839 Madison Memphis, Tenn.

Louvin Brothers 'It's Christmas Time' b/w 'Santa Claus Parade' Capitol 4473

CENTRAL SONGS INC 4306 Sunset Blvd., Hollywood 18, Calif. Phone: Hollywood 1-9347

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"THINGS I
DIDN'T SAY"
Jamie 21169

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Phila. 22, Pa. CR 2-3222

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Lucky Four #1001



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

Best Selling Sheet Music in U. S.

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

Title	Week	Last Week	Weeks on Chart
1. LAST DATE (Acuff-Rose)	2	5	5
2. THEME FROM THE APARTMENT (Mills)	1	21	21
3. EXODUS (Chappel)	5	3	3
4. GREEN LEAVES OF SUMMER (Feist)	3	6	6
5. WHITE CHRISTMAS (Berlin)	10	3	3
6. ARE YOU LONESOME TONIGHT (Bourne-Cromwell)	11	3	3
7. WONDERLAND BY NIGHT (Roosevelt)	—	1	1
8. RUDOLPH THE RED-NOSED REINDEER (St. Nicholas)	12	2	2
9. WINTER WONDERLAND (Bregman)	—	1	1
10. CLIMB EVERY MOUNTAIN (Williamson)	—	43	43
11. SILVER BELLS (Paramount)	—	1	1
12. IT'S NOW OR NEVER (Gladys)	4	18	18
13. SAVE THE LAST DANCE FOR ME (Rumbalero-Progressive)	8	4	4
14. SAILOR (YOUR HOME IS IN THE SEA) (Garland Music)	—	1	1
15. I WANT TO BE WANTED (Leeds)	6	3	3

Reviews of New Pop Records

Continued from page 40

LIMITED SALES POTENTIAL

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

Popular

THE NELSON SISTERS
The Taco Song—Breezin' Along With the Breeze. WRIMUS 702

COL. JUSTIN HUBER
Artificial Heartbeat—Kentucky Colonels On Parade. GAYLE 2998

THE SUGAR TONES
How Can I Pretend? — Hippity hop. CANNON 391

JOEL MOORE
Seeking — Rheumatiz. ABC-Paramount 10173

TONY LOVELLO
Huggerruggerr Hop—Key Largo. ACAMA 121

FRANK STARO
In America—Edge of a Star. UP 112

THE CENTURY FIVE
La Moomba Kasa Boo Boo Cha Cha Cha —Red Tiger Shoes. BELMONT 4003

JERRY DeMAR
Without Your Love—In the Shadows of the Shrine. KAY BEE 6002

JERRY ROBERTS
Rendezvous—Be True. KAY BEE 6005

DAVE BRYAN
Right Time for Love—Like I Like You. SPECK 102

JERRY SHARELL
That's My Business—Everybody Knows. ALANNA 560

DIANA DARRIN
All Accordin' — Freedom Riders. MAGNET 1001

THE DEMOTRONS
Rockin' With Mother Goose—Home on the Pad. RUST 5025.

CASTALERS
That's Why I Cry—My Baby's All Right. PLANET 66434

Country & Western

WEBB PIERCE
Georgia Rag—Jilted Love. KING 5429

BRENDA HOLLY
First Love, First Broken Heart — My Palomino and Me. EUNICE 1002

NICK WILLIAMS
Springtime in Heaven—How Many Hearts? — album D 1168

THE VILLAINS TWIN
There's a Big Blue Cloud—Strolling With Emily. WOODRICH 1215.

JACK TUCKER
No City Love You'll Find—Oh What a Lonely One: One Is. TOPPA 1030

Christmas

CATHY SHARPE
Will Santa Come to Shandy Town—North Pole Rock. GLOBAL 723

SANTA'S LITTLE HELPERS
Santa Claus Squeeze Dance—Is There a Santa Claus. JERDEN 110

JIMMY HANEY
Would You Like to Ride With Santa?—Let's All Have an Old-Fashioned Christmas. JANDEL 1001

LITTLE CINDY
If Santa Was My Daddy—I'll Be Good. PLANET 66665

THE MOODS
Teen-Ager's Fast—Rockin' Santa Claus. SARG 184

GLENN BROOKSHIRE
Christmas Come Back to Me—Searchin' for Contentment. KANGAROO 17

THE ALLISON SISTERS
Jingle Bells—My Christmas Won't Be So Blue. VELLEZ 1508

Spiritual

LEON PETERSON
This Creation—The Blues Got a Hold of Me. HOUSE OF BEAUTY 117

Rhythm & Blues

CLEVE COSEY
Everyday Lovin' — Little Mama. FREE-LANCE 1002

Novelty

ANDY THOMAS
The Red Monster of Earth—For Liberty. STARWAY 601

Music City

Continued from page 2

Street. An appreciable portion of the store's new space will be devoted to a newly opened organ and piano department. Wallichs is currently handling the Thomas organs, and will take on the Magnavox organ line when it is introduced after the first of the year. Last night's televised program listed Johnny Mercer as emcee with a long array of recording names appearing on the bill. Attendance was by invitation extended to artists, dignitaries and the press corps. Particularly noteworthy among the store's new facilities is its stereo-equipped listening booths. All listening booths in the album department are equipped with new Magnavox stereo players.



ALL 3 ARE
THE PICK OF THE TRADE
THE OF THE JOCKS
THE OF THE OPS
BIG ON THE CHARTS AND IN ALL AREAS!
DUKE-PEACOCK RECORDS 2809 Erastus Street
Houston 26, Texas

A Hit Single Becomes a Hit LP
'HE WILL BREAK YOUR HEART'
Jerry Butler, Vee Jay LP 1029




Chart topper Jerry Butler bows in with his first album which, naturally enough, carries the title of his current hit. Set is made up of 11 other good performances by the boy who sings them all in fine style. Accompaniment varies from zinging strings to rhythm combo with vocal group. Any number of the tracks here might make strong singles with "That's to You," a fine ballad; "Sweet Was the Wine," a real jumper, and "I Found a Love" among the standouts.
VEE JAY Records, 1449 S. Michigan, Chicago 5

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

The Latest Smash!
TAKE ME BACK
by
AL BROWN AND HIS TUNETOPPERS
AMY #811
AMY RECORDS, 1650 Broadway, N. Y.

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Today's newest and biggest record stars are tomorrow's big box-office attractions
It's coming soon, all in one convenient, easy-to-use package. It's a ready source of Grade A box office material. It's the last word on today's top record talent, complete with all the vital data you need to choose the best names for your upcoming productions.
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Billboard's Big New Year-End Programming and Talent Buying Guide
—a special stick-stock section of the December 19 issue.

when answering ads . . .
Say You Saw It in The Billboard

• Reviews and Ratings of New Albums

• Continued from page 33

voice and delivery are frequently reminiscent of Dinah Shore's, and she does a lovely job accompanied by guitar on such material as "Barbara Allen," "Be Nobody's Darling," "The Riddle Song," "Sweet Betsy From Pike" and "Greensleeves." Good programming material.

RELIGIOUS ★★★★★

★★★★ REVIVALTIME AROUND THE WORLD

The Revivaltime Radio Choir, Word WST 8062, (Stereo & Monaural)—Accompanied sometimes by piano and sometimes by organ, the 32-voice mixed choir sings lustily and with evident sincerity. Their weekly exposure on the national ABC "Revivaltime" network program should bring their LP to the attention of a large number of potential buyers and could well result in business.

RELIGIOUS ★★★

★★★ BLIND GARY DAVIS—HARLEM STREET SINGER

Prestige-Bluesville 1015—Blind Gary Davis is one of the last remaining blind Negro folk singers. His delivery of "holy blues" accompanied by his own guitar is in the fine tradition of revival songs, spirituals and others of religious origin. Their delivery is spiced with blues and jazz feeling. The powerful voice of Rev. Davis, an ordained minister, is well-known in Harlem and will have appeal wherever his reputation has spread.

RELIGIOUS EP ★★★

★★★ TOM JONES AND PAULA MURTON (EP)

Speck 100—The EP features bass Jones with organist Paul Murton on a selection of hymns. Good performances by the pair on four titles, including "The Wonder of It All," "Follow Me," "Wonderful Peace" and "I Have Found a Hiding Place."

INTERNATIONAL ★★★

★★★ IRELAND, MY IRELAND
Eileen Donaghy, Epic LF 18004 — A brightly and beautifully sung set of Irish

tunes by this colleen should make a good St. Patrick's Day item. Besides the well-known "Wild Colonial Boy," Miss Donaghy wistfully sings a moving "Slieve Gullion Blues" among 10 other fine Irish songs.

★★★ THIS IS YUGOSLAVIA

El Davor With Folk Instrumental Ensemble, Bruno B 50153—One of few currently available programs featuring Yugoslav performers in the music of the various cultures of their country. These are remarkably clear and up-to-date in recording quality and technique and the music, too, has much of interest. There are instrumentals and a few vocals, each representative of one or another of the federated Yugoslav republics. There is much vigor and expression here to interest collectors.

LOW-PRICED INTERNATIONAL ★★★

★★★ A DATE IN MADRID

The Great Maravella International Orchestra (Luis Ferrer), Perfect PL 12040—The large orchestra under the direction of Senor Ferrer does a nice job on a number of dance and mood pieces of old Spain. Included are mambos and tours de force for trumpet. There are 10 tracks in all. Might have some appeal in areas where citizens of Spanish background are concentrated.

LIMITED SALES POTENTIAL

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

LOW PRICED POPULAR

CLASSICS IN DANCE TEMO
The Sonny Michaels Trio, PERFECT PL 12039

CHILDREN'S

ANGELA CARTWRIGHT SINGS
STAR BRIGHT HLP 102

CHRISTMAS

HOLIDAYS AND SPECIAL DAYS
Various Artists, VARIETY LPM 1001

JAZZ

GOODWILL AMBASSADORS OF AMERICAN JAZZ

Jerry Herman Jazz Ensemble of Poland; Hot Club Musicmen, BRUNO BR 50142

4 in Disk Theft

• Continued from page 2

Burns Detective Bureau; Solomon Silverberg, a truck driver; and Irving Koch, a record dealer of 105 East 14th Street. The arrested men were arraigned at the Charles Street station house and were later released in \$1,500 bail each.

The arrests were made by Detectives Michael Bruscella and Anton Komarek, both of the Riverfront Squad. The thefts had apparently been going on for some time. With the co-operation of the Burns guard, packages of albums were allegedly carried out by the employees to the nearby corner of 25th Street and 10th Avenue. At that point they were loaded into a station wagon and taken one block north to 26th Street where they were dropped off at a service station there. At this second rendezvous point, another vehicle would arrive and pick up the merchandise for distribution to ultimate retail outlets. The men were taken in the act of transferring the merchandise from one car to the other.

Late in the week, information was being presented to a grand jury here. Spokesmen said indictments could be expected. The London thefts case was only one incident in a week sharply punctuated by police action on the record scene in this area.

Am-Par Buys

• Continued from page 2

department, which keeps artists working between recording dates by booking them on nitery, radio, TV, and personal appearance tours.

The Festival operation is headed by John C. Glass, chairman; Gordon C. Marshall, general manager; Frederick C. Marks, executive director; Ken Taylor, artist and repertoire chief and general sales manager. George E. McCadden, who headquarters here, is U. S. manager of News Limited.

The exposure potential for Am-Par product in Australia is a powerful one under the new set-up, since Mirror Newspapers controls a chain of publications (including the Sydney Daily and Sunday Mirror and the Australian counterpart of "TV Guide") with a circulation totaling more than 4 million. The firm's extensive radio-TV interests include NWS-9, Adelaide TV outlet and TV Station QTQ in Brisbane.

Frederick Marks, who was in the U. S. last month to confer with Am-Par President Clark and Decca, reports the Australian record market resembles the American disk business more than any other country. Records in Australia are promoted mainly through radio and TV deejays; young rock and roll artists dominate the singles field; LP sales are on the increase while singles have started to decline; country and western material is enjoying a revival. Even the U. S.'s general stock market slump—and September-October disk sales slump—ran a parallel course this year in the Commonwealth.

Westminster Ups

• Continued from page 2

turning to the Austrian capitol to continue taping the performances of the Vienna Operetta Theater, which he calls the last company in the true Viennese operetta tradition.

Westminster has also appointed a new sales manager, Howard Stark. He was named to his post by Edgar Talmus, vice-president of the label.

The January release list from Westminster includes two albums featuring the Academy Orchestra of St. Cecilia, under Previtali, organist Andre Marchal, organist Arthur Poister, two LP's of light music by the Eric Johnson orchestra, and a percussion set by the same band.

Kapp in L.A.

• Continued from page 2

York area; 2. it gave the label an intimate contact with the market and its ever-changing demands.

The branch will be part of the Kapp Distributing corporation and will be headed by Bill Hall, its sales manager. Hall will report to Bob Demain, Kapp's Coast sales chief. The Kapp branch will be located on Orchard Avenue in the Vermont and Washington Avenue distributor row area. Demain will move his headquarters from the Kapp Melrose Avenue offices. The latter, however, will still serve as base for Kapp Coast artist-repertoire chief Pete King. Other sales will be added under Hall in the near future.

On Musicale Records

TOPS IN POLKAS

EP#1 Polish X-Mas Songs

by Marsha Date

LP#1 Aggie's Telephone Gems

by Aggie Klepaczka

NEW YEAR HITS:

MU-45-121 Blue Eyes b/w Beautiful Eyes

Chat Zablocki

122 Little Train b/w Party Doll

Commanders Orch.

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Is THE SELLING version!
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Rock and Roll Vocalist
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No tapes. Mail demos, photos to Marvin Cons.
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THE SMASH VOCAL OF THE SONG OF THE YEAR
ANITA BRYANT'S
"WONDERLAND BY NIGHT"
CARLTON 537

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45 P.M.—11 P.M., any quantities.
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- • • Juke Box-Game Operating

*Billboard's Outdoor Show News department will combine with its monthly publication, Funspot, and move into a separate 2 1/2 x 11 publication of its own.

MUSIC AS WRITTEN

Continued from page 26

ing deejay Bob Crane became a father for the third time last week when his wife presented him with a daughter, to be named Karen.

Norman Granz will tape 15 Ella Fitzgerald concerts during her forthcoming European tour from which he will draw disk material as follow-ups to her "Ella In Berlin" LP. This will mark her eighth consecutive European tour, starting February 11 in Amsterdam. Ten-day tour of Israel, marking her debut in that country, kicks off March 29, and will feature Ella singing Hebrew translations of her songs. Upcoming tour also will take her into Turkey, Greece, and Iran for the first time.

Bel Canto Stereo Tapes Prexy Russ Molly is here for a week's huddles with labels and Coast office head Dick Allen. . . . Jerry Lewis has signed nitery songstress Lillian Briggs for a part in his "The Ladies Man" film for Paramount. He spotted her on a Jack Paar TV show. . . . Roulette's Jimmie Rodgers gets his first movie star billing in 20th Century-Fox's "The Little Shepherd of Kingdom Come," and is recording the title tune for the diskery. Picture premieres this month.

Counting three Ed Sullivan guest shots Jane Morgan contracted last week (running into May), songstress' Sullivan appearance total will number 44. . . . Comic Bob Newhart kicks-off the new year with a one-niter tour through Canada and the West consisting of 23 engagements. Before starting the tour, he'll play three weeks at Chicago's Mister Kelly's, closing there New Year's Eve. This will be followed by a pay-TV appearance in Toronto, January 3, and an Ed Sullivan shot January 15. He hits the one-niter path January 30 in Calgary, Canada, with the tour taking him into the States of Washington, Oregon, California, and Arizona, winding up in Pasadena, Calif., on February 25.

Kapp Prexy Dave Kapp is here recording Roger Williams. . . . Screen composer Franz Waxman will conduct his oratorio, "Joshua," at the Vienna Music Festival in June. Serious work is somewhat of a contrast to his more recent film and assignments, currently scoring "The Big Bankroll" for Allied, and prior to this, Metro's "Cimarron." . . . Alex North, another movie maker with a serious side, recently completed "Revue for Clarinet and Orchestra," which was performed by Benny Goodman and the New York City Symphony Orchestra, Leonard Bernstein conducting. North is now capsuling the work down to EP proportions for an up-coming recording. Lee Zito.

Chicago

Big Miller makes it two in a row from Chicago for Count Basie. Miller replaces Joe Williams as Basie's featured vocalist, when Williams leaves late in December. Both boys are Chicagoans. Miller is only the third vocalist in 25 years for the Basie band. First was Jimmy Rushing who left in 1954. . . . Ahmad Jamal has added an export-import business to his stable of enterprises—he'll deal in native Ghana art. Plans for Jamal's smart Alhambra boite, set to open last week, have been temporarily delayed, probably until after Christmas. . . . Dixie Lyn Waring, daughter of Fred Waring, married Waring's stage manager, Al Wilson, in Detroit last week (7).

Columbia will record Kirby Griffin, nephew of Ken Griffin, in an electric organ session, which will probably be paired with sides by his uncle in a joint album effort due next fall. . . . Damita Jo is due for her first appearance on the Ed Sullivan show, January 8. Prior, she'll play the Diplomat Hotel in Hollywood, Fla., December 22. . . . Frank Taylor, veteran booker, returns to Chicago's General Artists Corp. office after five years in New York. He heads the outdoor department.

The Diamonds will be heard on the Dick Clark show out of New York, December 12. The show will be taped ahead, as the group is slated to open the same day in Windsor, Canada. . . . Rusty Draper's teen age son has signed a recording contract with Monument Records. He'll be competing with his dad, who is a Mercury artist. Rusty's daughter Judy is also planning to get into the picture—she's interested in a singing career. The family is also negotiating for a TV series. . . . Bill Karzas of the Aragon ballroom, has returned to his home after six weeks in the hospital following a heart attack.

Carl Maduri, veteran Cleveland deejay promotion man, is now with Mary Browdy's Trans-American distributorship. Maduri just waxed his first side with Warwick. He previously cut one side, when he was with Mercury, back in 1955. . . . Quincy Jones' band is taking a week out to cut background music for a Swedish-produced film, Boy In The Treetop. . . . Ralph Bass cut a second LP for Chess last week, at the Uptown Theater, Philadelphia. . . . Ben Rosner, national radio-TV relations director for RCA-Victor, was touring the area with Midwest chief, Stan Pat, last week. Ports of call included Milwaukee, Minneapolis and Chicago. The label holds its Midwest distributor meeting here at the Ambassador East, December 13-14.

United Film & Recording Studios is expanding its office area in its Chicago studio headquarters. New staff appointments are in the offing. . . . Spicy Ruth Wallis will bow a pair of albums January 28: "The Spice Is Right," and "Love Is a Ring-A-Ding Thing." She's currently at Dallas' King's Club, will go on to the Azalea in Mobile, Ala., then New York. . . . Mark Sullivan, Southwest director for Jack Morton Productions, celebrated his birthday in Dallas' King Club, last Saturday (3) with a party of friends including this reporter. Wouldn't talk age. . . . The Gentlemen of Jazz, better known as the Ramsey Lewis Trio will play the Sutherland Hotel Lounge here over the holidays, December 14-January 1. The trio's latest Argo release is coming out mid-December. . . . It was Milt Jackson, not John Lewis, of the Modern Jazz Quartet, who came down with virus last week. . . . The Ornette Coleman Quartet is not disbanding as reported last week. Nick Biro

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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Pricing Probe

Continued from page 2

He added that at least half a dozen distributors from various sections of the nation (not New York) have also become sustaining members of the organization.

Another meeting with local FTC personnel has been scheduled to take place in Shapiro's home, Tuesday, January 10. At this time more information will be exchanged. Later the inquiry is expected to move into Massachusetts, Up-State New York, Michigan and the Chicago area. Co-operation is expected in all these areas from members of SORD and SORD-affiliated local dealer associations.

A spokesman for the FTC in Washington confirmed that the investigation was going on but declined detailed comment on the scope or aims of the inquiry, other than that it deals with complaints of price discrimination violations of section two of the Robinson-Patman Amendment to the Clayton Anti-Trust Act. The spokesman pointed out that any firm examined for possible price discrimination violations would have available a number of defenses and should not be pre-judged. An important factor in any such matter is that of quantity of purchase as a determinant in price discounting procedures, he indicated.

Cartridge Tips Prod Dealers

Continued from page 20

provement in cartridges from one year to another may have rendered obsolete cartridges in sets you sold several years ago.

The replacement market is a particularly good one at the present time because of the current interest in stereo. Altho a monaural cartridge will produce acceptable sound from a stereo record, it tends to destroy the stereophonic tracings after even one playing. On the other hand, a stereo cartridge should provide quality results either with a monaural or a stereo recording without inflicting damage. Consequently, the owner of a monaural phonograph who wants to buy stereo records in anticipation someday of adding a stereo set might start by buying a stereo cartridge for his existing mono set. For an investment of from \$2.50 for a low-priced crystal to \$25 or \$30 for a good magnetic, your customer can insure himself against damage to the stereo records he buys between now and the time his stereo set arrives. If he buys a quality stereo cartridge for this purpose, he may be able to transfer it to his stereo set later.

Conversions

If the customer's player is worth converting to stereo you may be able to follow up that sale with a complete stereo conversion. In planning cartridge replacement, a general rule is: don't try to sell up. If the set contains a ceramic cartridge, replace it with a ceramic—if possible, with one made by the same manufacturer. Most crystals are interchangeable, however—one make will generally do as well as another. Only with magnetics is it possible or advisable to replace a lower-priced cartridge with a better one. However, before installing a magnetic cartridge, check to make sure the amplifier has enough power to operate properly with it (a monaural amplifier should have an output of 10 watt for any magnetic cartridge; some stereo magnetics require even more power because of their lower output per channel). On the other hand, it's generally not a good idea to substitute a crystal cartridge for a magnetic.

In appraising the value of a cartridge, there are several questions a customer may ask. What types of record will it play? What is the frequency response? How easy is it to replace a needle? And at what weight will it track?

Most of today's monaural cartridges play 45 r.p.m. and LP mono disks only. No single cartridge plays both stereo disks and 78's. Frequency response is usually supplied by the manufacturer. Generally speaking, it is a meaningless figure unless you know what the distortion figure is over the range the manufacturer claims. Most cartridges cover the 100-12,000 cps range, but the clarity with which they do it generally increases as price increases. Good magnetic cartridges and the better ceramics can boast a range of 30-18,000 cps with distortion held to a reasonable figure.

Needle replacement differs from cartridge to cartridge, as dealers who stock many of the more than 200 types now on the market are well aware. Some involve replacement of cartridge as well as needle. For many others, the customer makes the needle replacement himself. Some of the high-fidelity cartridges require the dealer to make needle replacement, while still other cartridges, such as some Fairchild and Pickering models stylus replacement. Find out about

needle replacement in the sets you sell — which can be done by the customer himself, and which you'll have to do for him. Make sure when the time comes for replacement—usually a month later for a sapphire tip, a year later for a diamond—that you have the needle he needs.

Compliance has become tremendously important with the in-must be sent to the factory for production of stereo cartridges. It represents the degree of flexibility the needle has in tracing a stereo groove—not only laterally but also vertically. Greater compliance generally is to be had in the higher-priced cartridges, with magnetics generally being superior to crystals. The more compliant a stereo cartridge, the less weight is required to keep it in the groove. Both of these figures are supplied by cartridge manufacturers, who try to keep the weight factor down to a pressure of three or four grams for a stereo cartridge.

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FAIR ASSN. '61 MEETING RETURNS TO OLD FORMAT

IAFE Selects Nov. 27-29 in Hotel Sherman; J. C. Huskisson Elected New President

By CHARLIE BYRNES

CHICAGO—The International Association of Fairs and Expositions will hold its 1961 convention in Chicago at the Hotel Sherman, November 27-29, it was decided at the annual board of director's meeting here Saturday (3).

The decision will mark a return to the traditional meeting held in conjunction with the National Association of Amusement Parks, Pools & Beaches and the Showmen's League of America. For the first time in many years the IAFE held its 1960 meeting here in the Morrison Hotel on the three days that followed the meetings of the other two organizations.

The wind-up of the fair convention saw the delegates elect J. C. Huskisson, Tampa, to the presidency of the IAFE. Huskisson was association vice-president and is manager of the Florida State Fair, Tampa.

G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis, was elected vice-president and Frank H. Kingman, Winston-Salem, N. C., was renamed to the post of secretary-treasurer.

List Directors

Directors named were Edward G. Leidi, Allentown, Pa.; William (Tiny) Uthmeier, Marshfield, Wis.; Douglas K. Baldwin, St. Paul; Leonard Rogers, Knoxville, Tenn.;

Dan Thurder, Great Falls, Mont., and T. H. McLeod, Regina, Sask. Willard (Bill) Masterson, Milwaukee, was automatically named to the board as the immediate past-president of the fair association. Rogers replaces Wynne who takes over the vice-presidency.

Holdover directors are John W. Leahy, Danbury, Conn.; Lloyd Rhoden, Tallahassee, Fla.; Clyde E. Byrd, Little Rock; J. Hugh King,

Yakima, Wash., and Miss Goldie Scheible, Dayton, president of the Federation of State and Provincial Association of Fairs.

The Saturday morning business session was devoted to the more formal type of addresses after open panel discussions were held all day Friday.

L. (Doc) Cassidy, special events director of the Kentucky State Fair, (Continued on page 52)

IND. STATE FAIR PLANS NEW DATES

Okay Tentative Shift for 1962 Run; Re-Sign Gooding Midway, Kochman

INDIANAPOLIS — The Indiana State Fair tentatively approved new dates for 1962, awarded its midway contract to the Gooding Amusement Company for '61 and signed the Jack Kochman thrill show for next year's fair.

The new dates for '62, not yet official, would be August 25 thru September 3. This would be 10 days ending Labor Day. In recent years the big Hoosier annual has opened several days before Labor Day and operated several days after the holiday. The dates for 1961 were officially set as August 30 thru September 7.

Fair board president Carl Bowman appointed all directors to the date committee and they will spread the word in their various districts and work out any problems that might arise. The announcement will also be made at the meeting of the Indiana Association of County and District Fairs, to be held here in the Hotel Severin, January 1-3.

No 1961 contracts were awarded for attractions in either the Coliseum or grandstand. These probably will be set sometime in January or February.

Gooding was the successful bidder for the fun zone contract, winning out over Cellin & Wilson Shows and W. R. (Bill) Geren's Mighty Hoosier State Shows. The

contract calls for the same terms as last year.

Kochman will play the same number of thrill show dates, on the first Friday, Saturday and Sunday.

The fair board also okayed continuation of the annual contest to select Miss Indiana State Fair, which operates in cooperation with country fairs thruout the state.

Music Tariff Hike Irks Canada Fairs

TORONTO — A. J. Anderson was elected president of the Canadian Association of Exhibitions in the best-attended affair the association ever held. Of the 50 member fairs there were 40 represented, with 82 persons registering at the Lord Simcoe Hotel.

In addition to discussing such things as publicity, advertising, grandstand and arena shows, considerable interest was shown in the proposed fee increase being asked by the Canadian Association of Publishers, Authors and Composers (CAPAC). Fairs have paid on the basis of a sliding scale, and CAPAC is suggesting a flat per-capita tariff which the major fairs consider discriminatory.

The fair group has lodged an appeal with the Appeal Board and a decision is expected in late December or early January. Fairs ask total exemption from the fees. Also on the program at the To-

JOHN LEAHY RELEASED FROM CHI HOSPITAL

CHICAGO — John Leahy, owner of the Great Danbury (Conn.) Fair, who collapsed during the fair conventions here Friday (2), was released from a hospital here Thursday (8) and was scheduled to fly to his Danbury home.

Leahy said he had not suffered a heart attack. He called it a "fast heart beat" and after several days in the hospital, was released. The attack came at the banquet of the International Association of Fairs and Expositions in the Morrison Hotel.

Rodeo Execs Form Assn.

COLORADO SPRINGS, Colo. — A number of rodeo officials from Colorado, Wyoming and New Mexico met here Sunday (4) and formed the Rocky Mountain Rodeo Association.

Ken Brookhart, president of the Pikes Peak or Bust Rodeo, this city, said they hoped to have a strong organization representing the management and production side of the sport which will have a stronger voice in dealings with the Rodeo Cowboys' Association.

Rodeos represented at the meeting included those at Monte Vista, Durango, Boulder, Walsenburg, Pueblo and Colorado Springs in Colorado, and Cheyenne, Wyo.

Seattle Expo Names Wagman Ticket Head

SEATTLE—Leo P. Wagman, former admissions supervisor at Freedomland, New York, will hold a similar post at Century 21 Exposition, Ewen C. Dingwall, exposition general manager, announced.

Wagman, who joined the fair staff last week as an assistant to Fred Schumacher, director of operations, will establish the ticket design and methods of handling advance ticket sales.

All admissions to Century 21 and to rides and other concessions where tickets are used will be under Wagman's direction. He will supervise an estimated 200 persons during the operating of the fair.

Prior to joining Century 21, Wagman was in charge of the ticket program at Freedomland and was with Disneyland for five years.

IAFE Ladies Elect Dorothy Fager Prexy

CHICAGO—The Fair Women's Affiliate of the IAFE elected Mrs. Maurice (Dorothy) Fager, Topeka, as 1961 president at its recent meeting and luncheon here. Mrs. Fager is the wife of the manager of the Mid-America Fair in Topeka.

Mrs. W. (Betty) Walker, wife of the manager of the Canadian Lakehead Exhibition, Fort William, Ont., was named vice-president and Mrs. John (Colleen) Libby, whose husband is assistant manager of the Minnesota State Fair, St. Paul, secretary-treasurer.

Speaker of the day was Louis Merrill, executive director of the Western Fairs Association. The ladies were also briefed on what to see while their husbands were in the fair business sessions.

Arena Wall Falls

WEYBURN, Sask.—A worker was killed and another escaped injury Monday (21) when a concrete block wall of a \$225,000 recreation building and skating rink being built at the fairgrounds collapsed during a windstorm.

IAFE Fed'ation Makes Awards, Accepts Service Memberships

CHICAGO—The Federation of State and Provincial Association of Fairs passed out awards in its annual contest and amended its by-laws to accept service members here last week.

The new service members hold a non-voting membership, pay \$10 annual dues and are invited to all Federation meetings. A directory, listing members and associate members will be distributed to all member associations, Joe Bartlett, secretary-treasurer, announced.

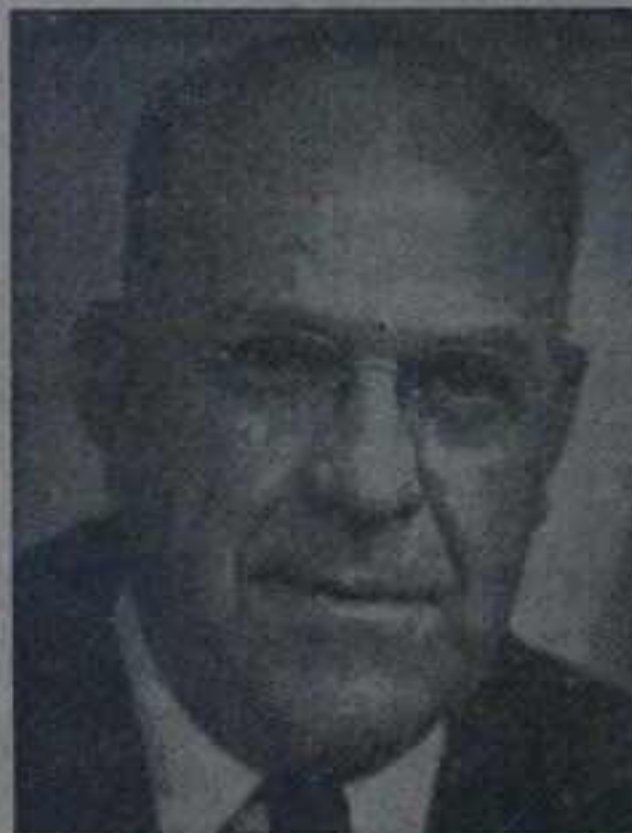
Eligible are carnival and attraction people and fair supplier representatives.

In the contest, the letterheads and envelope blue ribbon went to the Virginia Association of Fairs,

followed in order by the Texas Fair Association, Missouri Association of Fairs & Exhibitions and the North Carolina Association of Agricultural Fairs.

Kentucky Association of Fairs took top honors in programs, followed by the Florida Federation of Fairs and Livestock Shows, Association of Connecticut Fairs and the Tennessee Association of Fairs. The Virginia group also won honors on date lists following the Western Fairs Association, Wisconsin Association of Fairs and the Minnesota Federation of County Fairs.

Robert Kendall and Charlie Byrnes, The Billboard, were judges.



J. C. Huskisson, manager of the Florida State Fair, Tampa, new president of the International Association of Fairs and Expositions.

EMERY BOUCHER, GOLDIE SCHEIBLE ELECTED TO IAFE HALL OF FAME

CHICAGO—Emery Boucher, manager of the Exposition Provinciale, Quebec City, and Miss Goldie Scheible, president of the Federation of State and Provincial Association of Fairs, were named to the International Association of Fairs and Expositions Hall of Fame here Saturday (3). Miss Scheible is also secretary-manager of the Montgomery County Fair, Dayton O.

Another award was given to G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis, and new vice-president of the IAFE. Wynne received a cord to hold his brief case which he reportedly lost four times during the convention.

Boucher and Miss Scheible join a select number of fair executives in the Hall of Fame which was started in 1957. Honored that year were Douglas K. Baldwin, manager of the Minnesota State Fair, and Louis Merrill, executive director of the Western Fairs Association.

In 1958 it was C. G. (Pete) Baker, manager of the Oklahoma State Fair, and Harry Kelley, Hillsdale (Mich.) Fair. Last year Joseph T. Monsour, manager of the Louisiana State Fair, and Clifford C. Hunter, veteran secretary of the Illinois Association of Agricultural Fairs, were honored.

Barnum Fest Lost \$1,091

BRIDGEPORT, Conn. — The Bridgeport Barnum Festival operated at a net cash loss of \$1,091, according to a financial report given at the annual meeting of the Barnum Festival Society's board of management Wednesday (7).

BANQUET CLICKS

450 Attend IAFE Banquet-Roundup

CHICAGO—Close to 450 fairmen and guests relaxed here in the Terrace Casino of the Morrison Hotel Friday evening (2) at the 1960 International Fairs Round-Up. The event was one of the high points of the annual meeting here of the International Association of Fairs and Expositions.

Maurice Fager, Mid-America Fair, Topeka, was chairman of the

event and also served as toastmaster. No speeches were made. Don McDowell, director of the Wisconsin Department of Agriculture, delivered the invocation.

Fager introduced the Lone Ranger, Cisco Kid, Herb Shriner and Frank Kingman from the audience. Brian O'Brien, president of the Canadian Lakehead Exhibition, presented Willard (Bill) Masterson, outgoing IAFE president, with a certificate that made him Admiral of Lake Superior.

Masterson in turn, introduced the following IAFE past-presidents, officers and directors: Douglas K. Baldwin, Clarence Harnden, Lloyd Cunningham, J. S. (Doc) Dorton, C. G. (Pete) Baker, James Stewart, Jack Reynolds, Joseph Monsour, Maurice Hartnett, J. C. Huskisson, John Leahy, Ed Leidig, Lloyd Rhoden, Donald L. Swanson, G. W. (Bill) Wynne, Clyde Byrd, Harry Fitton, J. Hugh King, E. D. McGugan, Miss Goldie Scheible and John Bowman, the latter secretary of the National Association of Amusement Parks, Pools & Beaches.

Following supper a floorshow was presented, including Rosso and Johnson, Carnevals, Max Platkin, Elkins Sisters, Noel Sisters and Jimmy Dean. Frankie Masters and his orchestra, with wife, Phylliss, provided the music and Masters also emceed.

It was reported by IAFE officials that the banquet, along with the Saturday luncheon, netted the fair association close to \$1,000 in profit.

Fair Manager Job Created In Cobleskill

Kane Again Pres.; Holmes and Platt Also Re-Elected

COBLESKILL, N. Y. — T. Paul Kane, District Attorney of Schoharie County, was reelected president of the Cobleskill Agricultural Society at its annual meeting held here Saturday (3). The society stages the annual Cobleskill Sunshine Fair. The organization also voted to amend the bylaws to permit the members of the board of management, at their option, to create the position of "fair manager."

Other officers reelected were Franklin L. Holmes, vice-president, and Alfred L. Platt, treasurer. The board appoints a secretary and will do so at a later date. Dr. David W. Beard of Cobleskill has held that position for a number of years.

Another amendment to the bylaws was adopted, providing for written notice of the annual meeting to be sent to all society members.

The meeting was well attended and there was considerable discussion with local and area exhibitors concerning fair and building improvements, and changes in attractions. Officials said there would be no immediate action, this year, on the appointment of fair manager.

ESE's Potter Will Retire

WEST SPRINGFIELD, Mass. —Adrian L. Potter, assistant to the general manager of the Eastern States Exposition since December, 1946, and superintendent of the Industrial Arts Building during that time, will retire December 31. He will continue to be available in consultative status. Potter has been in ill health since suffering a stroke in June.

RIDES SELL BRISKLY

Chi Show Keynote Is 'Satisfaction'

(This is the second and final account of the annual trade show of the National Association of Amusement Parks, Pools and Beaches, held at the Hotel Sherman in Chicago, November 27-30.)

CHICAGO — It is unfair to tap one firm as a bellwether for the amusement ride industry, but only a shortsighted attitude would discount the status, and influence, of the Allan Herschell Company. Poor results for Herschell could hardly be viewed enthusiastically by others in the field, and it is heartening to note that its sales in Chicago were good. Virtually all other providers of rides and other devices reported satisfaction.

Occupying 11 booth spaces and thus displaying more equipment than any of the exhibitors, it cited a strong list of orders. Plans are to place three more of the big Sky Wheels in operation during 1961, the price for each being in the neighborhood of six figures. In addition to Crafts Shows and Glen Wade and associates, there will be one of the towering units on the Conklin Shows, it is reported.

Ben Schiff again reported an encouraging reception to the tune of \$250,000 worth of equipment. Tower Slides, introduced last year,

and his new motorless Flying Cages made the deepest impression with conventiongoers.

Schiff Subsidiary

Schiff confirmed an arrangement with Walter Roberts, formerly of Seaside Heights, N. J., to use one of Schiff's buildings in Miami for figure molds, and lighting effects under the name, Show Business Decorators. They have a new vacuum-forming press and spray device, plus the former Allen Hawes molds.

The air car shown on the street outside the Sherman, which earned newspaper and TV attention, has its production rights assigned to the new Tuf-Lite National firm headed by Aurel Vaszin and Bill de L'horbe.

With a variety of devices displayed, there were five companies showing concession go-karts on the floor. Others indicated a readiness to produce them on order. Showing the karts were Simplex, Rolfe Aircraft, Hot Rods, Pretzel Amusements and Pressweld Industries.

Grinding out business as usual was the Sellner firm, maker of Tilt-a-Whirls. There are about 500 of these standards in the field, and the Sellners are well-gearred for the parts business which has

(Continued on page 52)

Steins Launch Shop Center Circus, Rides

TAMPA, Fla. — A new shopping center venture, Stein Bros. Circus, is being launched here by brothers Hy and Willie Stein, operators of mechanical shows. Their operation features various circus acts appearing on a stage, plus rides booked independently. Only concessions are food and refreshments.

Willie Stein has the show booked here at Hillsboro Shopping Plaza from December 9-18, and reported other dates already lined up. Acts are expected to remain on the show for the entire winter tour.

In addition to the Steins' mechanical circus, offered as a free

(Continued on page 52)

Vandeburg Describes N. Y. Fair Exhibits

CHICAGO—Methods to be employed in exhibits at the upcoming New York World's Fair were described by Clyde Vandeburg at the luncheon of the International Association of Fairs and Exhibitions here Saturday (3). Over 200 fair men turned out for the event which was held in the Morrison Hotel.

Vandeburg, who with Art Linkletter, heads up the firm of Vandeburg-Linkletter Associates, described some of the operations of V-E-K Associates, another firm that he heads that will provide services for exhibitors at the Gotham exposition.

With industrial exhibit space limited to 50,000 square feet for each exhibitor and only 60 per cent of the area allowed for structures, small business appears to be left out in the cold. This is where V-E-K comes into the picture, he pointed out.

The firm is organizing co-operative exhibits, and 25 major groups have already shown interest in participating.

A unique method of getting visitors to see the exhibits was pointed out by Vandeburg. On vertical exhibits, the patrons will be transported to the top by means of traveling belts. They will be circled down past all the components in the display to a special events section or theater where the main show will be presented.

As example of the type of planning going into the exhibits was given. One structure planned for a group of light and power companies will be a tower of light—an outside wall of 60 big searchlights, 10 feet in diameter, which will provide a spectrum of color through which visitors will pass.

Vandeburg warned the IAFE members to strive for greater per-

manence in their operations, especially in those areas that are changing from agricultural to more urban activities.

Linkletter, speaking in a similar vein, noted that fairs are notoriously one of the last to get on the bandwagon of changing conditions.

Popeye, Stooges, Felix Borrowed As Salesmen for Pleasure Island

BOSTON—Pleasure Island, after staggering to failure in 1959, showed an amazing rally last season and emerged with a bright future. Part of the success story is due to a former disk jockey, Norman Prescott.

At the beginning of the season Prescott was drafted as vice-president in charge of exploitation at Pleasure Island. Prescott set up a show business approach, mapping out a campaign for the 70-acre experiment in the new type of funspot with emphasis on show business, showmanship and TV personalities.

"We didn't have a Mickey Mouse, a Davy Crockett or a Donald Duck, such as Disneyland has, to sell Pleasure Island," he said. "We created our own Disneyland type of selling force in the permanent characters and voices of the biggest independent names in television. We wrote special commercials which were recorded by Popeye, Bozo the Clown, Felix the Cat and the Three Stooges. They became our radio, TV and newspaper salesmen."

Prescott said that after he toured similar-type parks in the U. S., Palisades, Disneyland, Magic Mountain and Pacific Ocean Park, he discovered that there are essen-

tially two kinds of parks. One is the Kiddieland with a few ideas on history. The other extreme is the multi-million-dollar park investment, which in most cases has been built at such tremendous expense that it is impossible to make a net, he said.

Prescott, who has left for Brussels to supervise a new venture, production of a full-length color Cinemascope animated film plus TV pilot, to be released in the U. S. for Easter dates, says the identity of the TV cartoon characters created the image of fun for the whole family with prestige names explaining the entire Pleasure Island story.

Prescott set up the one-price policy. The price, \$2 for adults and \$1.50 for children, was right, and the spot immediately jumped ahead of the previous year in gate receipts.

All ads for the funspot were designed showboat style in the tradition of the Palace Theater. TV commercials were made in animated cartoon style, and Al Stakl, Animated TV Productions, New York, produced six one-minute, 30-second and 10-second layouts for Boston TV stations.

In 1959 the park spent \$262,

000 in advertising and promotion, with a policy of admission price and payment for all rides inside. This season, under the new management, a budget of only \$50,000 was set, and in the first eight weeks of operation the park was 37 per cent ahead of the previous year in attendance.

The 1959 attendance totaled 330,000. This year the park chalked up 170,000 in the first eight weeks and ended up topping last year's operation by 400 per cent. On August 5—a Thursday—the park hit the record for a weekday with more than 7,000 as against the best a year ago of 1,200.

When three businessmen took over the tangled affairs of Pleasure Island, they gave Prescott a free hand to put his showmanship program into effect. Robert C. Linnell, real estate developer; Walter A. Smith, oil company executive, and Herbert C. Lee, shoe executive, took over the park's \$525,000 first mortgage from the Merchants National Bank and paid 20 cents on the dollar on some \$300,000 owed the park's creditors.

The group is also paying an unspecified amount on the park's second mortgage of \$600,000, for-

(Continued on page 52)

Beatty-Cole Signs 3 Okay Spring Dates

Long Island, Palisades, Philadelphia All Go to McClosky-Kernan Operation

DE LAND, Fla.—Clyde Beatty and Cole Bros. Circus this season will play three of the top four spring circus dates in the New York-Philadelphia area. Show managers are Frank McClosky and Walter Kernan.

The show will open March 30 at the Long Island Arena, Commack, N.Y., where it also played last season. This indoor date will close

April 9. Then the circus plays under canvas at Palisades Amusement Park in New Jersey from April 10 thru May 21. This will make use of the new big top now under construction. The stand last year was played by Hunt Bros. Circus in association with Al Dobrlich.

Third Beatty-Cole stand will be Philadelphia May 22-30. This is the Shrine sponsored date at Lighthouse Field, where Samuel Moonblatt and associates operate a large carnival midway in front of the circus. Beatty-Cole had this one last year, too.

The show, now in quarters in De Land, will have a new 150-foot round top with three 50-foot middles for next season. It is being built by the Leaf Tent Company, Sarasota.

Scheduling for the Beatty show this spring means that it will play two full months with only two moves, plus the run from quarters. In addition, the show will have to up and down the tent only twice in that time.

General Agent Floyd King announced the early routing. At the same time Co-Manager Walter Kernan said that the show will have some new seat wagons for the coming season. It also was confirmed recently that the show's performance will include the Great Wallenda Troupe. This will appear in the show along with the Clyde Beatty wild animal act, the Luis Munoz cannonball act, and others still to be revealed.

Durant Joins Reed

CHICAGO—Tom Durant, veteran outdoor promotion and ad man, has joined Bill Reed's International Auto Daredevils for the '61 season. The stunt show is part of Jack Kochman's organization.

ARENA, AUDITORIUM NEWSLETTER

Convention Session

By TOM PARKINSON

DON MYERS, Fort Wayne, Ind., Coliseum manager, attended the International Convention Planning Exposition at Las Vegas. He went as a representative of the International Association of Auditorium Managers. . . . Russell Fifer, executive director of the National Association of Concessionaires, was moderator at a workshop session of the convention planning show, which was at the Las Vegas Convention Center. . . . Charleston, W. Va., Civic Center is among the auditoriums-arenas being rented at this time of year by the post office department to help handle holiday mail. . . . The New Britain, Conn., aldermen have voted to get on with planning a war memorial arena-auditorium. . . . Mrs. Eva Chalfen, mother of Morris Chalfen, the ice show operator, died December 2. . . . The Midwest Photo Show at Detroit's Light Guard Armory drew 123,000 people in four days, according to the Franklin County Memorial Building at Columbus, O., and building manager Harry Schreiber reports that it grossed \$112,000. This tops "My Fair Lady" by \$5,000 and gives the building the best week in its history. . . . Griffith and Fisher's water show played to light business at Michigan State Fair Coliseum, Detroit, recently, getting 300 paid in the afternoon and 500 at night. The matinee also had 2,200 kids in as guests. Police sponsored the show.

Church Plans 12,000-Seater; Bowlers to Orange Show Hall

PLANS FOR BUILDING A 12,000-seat auditorium have been announced by the general offices of the Church of God at Anderson, Ind. It will replace a building damaged last March when a roof caved in under the weight of snow. . . . Safway Steel Company of Milwaukee is supplying portable risers for Cobo Hall, Detroit. . . . Texas Mobile Home Association, producer of the annual State mobile home show at Dallas Memorial Coliseum, has moved its headquarters from the American Bank & Trust Building to the Meadowbrook Industrial District, executive director Ray Lackland announces. . . . The BPAA All-Star Bowling tournament will be at the National Orange Show at San Bernardino, Calif. Gas-fired heaters are being installed in the 40,000-square-foot Commercial and Industrial Building. The tournament is January 12-21.

Pittsburgh Unions Stop Work

UNIONS STOPPED WORK on the Pittsburgh Auditorium Wednesday (30) and at several other city projects to pressure the Auditorium Authority for assurance that Building Trade Council unions will have jurisdiction over the operation of the building upon its completion. The action was prompted by the city's hiring members of an operating engineers' union to handle work at an ice rink, while the Building Trade Council thinks their Steamfitters union should have it. The electricians union is expected to claim jurisdiction that might otherwise go to the stagehands and electrician group, for example. A similar sort of disagreement turned up at Chicago recently when both building and operating unions were in the exhibition hall at the same time and disagreed about which job belonged to each. That was ironed out, however, according to the building management. . . . Meanwhile, at Cobo Hall, Detroit, there has been a flare-up of union problems. Some exhibitors at the American Bottlers of Carbonated Beverages show said they were charged excessive rates and that unions required them to pay for tasks they would normally do themselves. Saul Poliak, president of Clapp & Poliak, Inc., manager of the show, said that the labor contract with Detroit Convention Services was "monopolistic." The contract is under attack in court also and the mayor has asked that its scales for union labor be revised. Building management and unions claimed that the complaints arose because the exhibitors had failed to observe rules and scheduling. An earlier show, the National Automobile Show, went off smoothly and this was believed to be because the Detroit auto makers are used to paying Detroit union scales. . . . Detroit problems also include the cancellation of the 1962 American Legion convention, altho this was because the Legion said hotel facilities were inadequate. . . . Problems arising out of management and operation of Cobo Hall prompted the mayor to send Stephen T. Kish, director of the Civic Center, along with the city comptroller and the budget bureau chief to Cleveland Public Auditorium to study that building's operation. The mayor indicated that additional managerial personnel for the hall—a manager and a promotional director—might be sought.

Unpaid Performers Close Programs in Texas, Canada

IN TWO RECENT CASES performers have refused to go on with the show because they said they had not been paid. In Dallas the Vincente Escudero troupe of flamenco dancers began a performance Saturday night (3), but after a long "intermission," it was announced from the stage that the show would not be continued. Promoter Ted Roggen, Houston, said the performers refused to work, that he had paid \$800 promotion costs and offered a \$520 check to the company manager, William Baron. Baron said that he could accept only cash according to rules of his firm. The show is fielded by Charles Green Consolidated Artists, New York. Roggen said he also had paid \$200 for the bus trip that brought the troupe to Dallas from Austin. The performers went from Dallas to Oklahoma City, continuing their tour. . . . Meanwhile, at St. John's Newfoundland, in November, the "Canadian Ice-Arama" cast of 50 persons declined to go on unless paid a month's back salary. Bill Cunningham, Montreal, said the show already had lost \$8,500. Refunds were made for 500 people at the Prince of Wales Arena in St. John's. Arena Manager Ralph Colyer seized the show's equipment and costumes on grounds that the contract had been broken. Seven subsequent dates were cancelled.

Medicine Hat Nets \$8,472; Inks Siebrand

MEDICINE HAT, Alta. — Officers of the Medicine Hat Stampede and Exhibition Company have been returned to office as follows: President, Mack Higdon; vice-presidents, Henry Cavan and Lorne Thompson; managing director, D. A. Scholten.

Siebrand Bros.' Circus and Carnival will provide the midway and four evening grandstand shows at the 1961 fair.

The year's net income for the exhibition organization was \$8,472, down \$3,091 from last year.

The exhibition and stampede grossed \$50,127, with expenses of \$41,654. Major income was \$30,469 for ticket sales. Major expense was the cost of attractions and contracts at \$14,367. Rodeo prize money was \$6,348 and agricultural prize money \$3,366.

Kochman Sets ESE 9 Days, Deal for Tires

WEST SPRINGFIELD, Mass. —A revised grandstand policy is in the works for Eastern States Exposition, calling for no automotive events other than a stunt show. The Jack Kochman organization will perform on all nine matinees in 1961, manager Jack Reynolds reported for the fair.

Last season Kochman had the first four days, another thrill show had three days, and there were two days of automobile racing.

The Kochman show was also bolstered by the signing of an agreement with General Tire and Rubber Company for 1961. Negotiated by Bill Reed, it calls for General tires on the International Auto Daredevils and Hell Drivers units.

Melfort, Sask., Renames Prez

MELFORT, Sask. — Walter Schmidt was re-elected for a third term as president at the annual meeting of the Melfort Agricultural Society.

Dave Vansickle and Jack Campbell are vice-presidents. Honorary president is J. M. H. McKee and past president is George Lancaster.

The society's surplus stands at \$54,245, compared with \$51,586 last year. The year's receipts were \$38,378, compared with \$41,635 in 1959, and expenditures were \$45,645, compared with \$35,629 last year.

Harry Kahn Marks 29th Year as Secy.

WAPAKONETA, O. — Harry Kahn, who was recently re-elected secretary of Auglaize County Fair, is preparing to begin his 29th year as manager of the local fair, which has set August 5-11 as dates of the 1961 annual. Kahn is second oldest Ohio fair secretary in point of service. Other officials re-elected are Ferd H. Kuck, president, and Paul Reinhart, vice-president.

FAIR-EXHIBITION MANAGEMENT

Doc Cassidy Urges Tie-In With Civil War Celebration

CHICAGO—L. Doc Cassidy, director of special events and publicity at the Kentucky State Fair, Louisville, urged fairs to get on the Civil War Centennial band wagon, in an address before the fair convention here last week.

He pointed out that during 1961-'65 a deluge of publicity will be given the centennial thruout the States. . . . The federal government and many State governments have appropriated funds for the centennial and they are looking for ways to spend it. . . . Cassidy said fairs fit into the picture.

The Kentucky State Fair last year jumped the gun and actually held a pre-celebration kick-off that garnered them plenty of publicity.

To help there are nearly 100 civil war round-table organizations in the U. S. and 50 North-South skirmish associations. Additionally, in the South are the United Daughters of the Confederacy and the Sons of Confederate Veterans. Their counterpart in the North are the Military Order of Loyal Legion and the Sons and Daughters of Union Veterans.

Cassidy described the event at the 1960 Kentucky Fair, calling attention to a photo feature in The Billboard's Cavalcade of Fairs.

A huge battle scene was spread across the marquee of the fair's coliseum; outside gates were decorated with huge cutouts of Union and Confederate soldiers, cannons were brought in and the event garnered local and national publicity.

A U. S. Army band was on hand, a color guard and drill team from Fort Knox and the Louisville High School ROTC band which prepared special drills for the event. Two troops of North-South Skirmishers participated in grey and blue uniforms.

At a luncheon co-sponsored by the fair and the Kentucky Civil War Centennial Commission, speakers included Dewey Short, assistant secretary of the Army. Several wives of civil war veterans were also present.

The celebration was really a special event and Cassidy stressed these as methods of getting publicity and interesting people. He said there has been a decline in the purely agricultural fair due in part to fewer people now on farms.

He pointed out that the decreased rural population has not hurt Sears, Roebuck. They have changed their entire operation to fit these changed conditions. Cassidy said that fairs must concentrate on their natural assets by broadening their base.

Oregon State Fair Shows \$107,432 Profit

SALEM, Ore.—The Oregon State Fair showed a gross profit of \$107,432.69, one of the largest ever recorded, during its 1960 run, Howard Maple, manager, reported.

The profit was \$41,432 more than in 1959. The audit showed a cash balance of \$242,712.95, also one of the highest on record. Of the 1960 profit, \$64,143.78 was in actual cash with the remainder in capital improvements.

Attendance figures for the run were also high with an estimated total of 301,281 of which 188,110 was paid. The non-paid included passes to exhibitors, concessionaires, 4-H members, and children under 12. Paid attendance was 23,000 over 1959.

The audit showed that the horse show lost \$2,397.55 and the grandstand show, featuring Louis Armstrong, \$2,106.40.

In the profit category were the rodeo with a net profit of \$1,063.55; racing, \$63,418.62, and concession space, \$68,510.06. Outside rentals accounted for \$8,753.10; West Coast Shows rides and shows, \$35,623.04 with the carnival space bought separately, and the front gate, \$142,158.70. Other profits were accrued thru entry fees, stall rentals and other fair services.

Capital improvements listed included new rest rooms in the livestock barns, a 60 by 40-foot warehouse, new booths in the commercial exhibit building, ticket boxes, a 36 by 24-foot greenhouse, light standards on the grounds and in the parking lot, paddock and permanent installations in the floral gardens. New showcases were set up for the food and hobby departments with the Natural Resources Building remodeled to include land products, poultry coops, permanent equipment to provide for the High School Art Travel exhibit, and black-topping part of the parking area.

'Clean' Lobby for Albany; Syracuse May Get '62 Meet

ALBANY, N. Y.—There will be no showcards displayed in the lobby and floor landings at the Hotel Ten Eyck next month. This, and the possibility that the following year's meeting will be held in another city, are major pre-convention items for the New York State Association of Agricultural Fair Societies.

President Langley Collyer of Cobleskill named a five-man committee last winter to discuss the 1962 meeting site. It is reported unofficially that a location more favorable to western fairs, Syracuse, is recommended. The traditional Albany meeting has often clashed with the State Legislature sessions, putting a severe strain on hotel facilities.

The executive committee has voted that advertising will be limited to the doors and entrances of agencies, shows, concessionaires and others. A lobby directory will be maintained through courtesy of Louis Rosenberg of Triangle Poster Company.

AMUSEMENT PARK OPERATION

2 Dallas-Fort Worth Spots Close Down for Off-Season

TWO AMUSEMENT PARKS, both located in Irving, Tex., between Fort Worth and Dallas, shuttered Sunday (4) until spring opening, which both said would be about April. The parks are Storybook Land, in its third year, and managed this season by Allan Matthews. . . . Storybook Land, a walk-thru inside a "castle" wall with several live animals, had a Boat Ride and live pony ride and surrey ride. . . . Cowboy Town, with replicas of Western pioneer village stores, featured "TV Westerns come to life" with continuous enactment by 6 to 10 cowboy actors of a series of 20 to 25 skits, requiring about three hours to go thru the series. Rides, all live, include big stagecoach, pony rides, and burro carts. A frontier train is being added for next season. . . . Both parks had operated on a Saturday-Sunday basis only since schools opened in September. During school vacation both operate every day. Each also is available nights for club parties.

Seek National Park Bids; Plant Building 5,000 Karts

OFFER FROM FIRMS or individuals to provide overnight accommodations, a restaurant and related services in newly authorized Haleakala National Park on Maui Island, Hawaii, are being sought by Interior Department's National Park Service at Washington, Director Conrad L. Wirth said. It is estimated that a minimum investment of \$150,000 will be needed to finance the construction. In the first 10 months of this year, a total of 82,300 persons visited the park, compared with 59,500 visitors during the whole of 1959. Offers from parties interested in providing the new facilities should be submitted before March 1. . . . Ling-Temco, aircraft manufacturer with four plants in the Southwest, is producing a racing go-kart at its Garland, Tex., plant. Leon Mason, Temco Industrial Division manager, confirmed that karts are coming off the line at 25 per day now and will shortly be stepped up to 100 per day until their present order for 5,000 is filled.

Jim Rathmann, last year's Indianapolis Memorial Day 500-mile race winner, has ordered the 5,000 of the little racers, to be known as Rathmann Xterminators.

Rutland, Vt., Mulls Talent & Mutuels

RUTLAND, Vt. — Decisions on entertainment for the 1961 Rutland Fair will be made following this week's annual election of officers. Two board positions will be filled.

All seven of the large cattle barns were repainted during 1960, as well as the 4-H building. In addition some 4,000 yards of fill were brought in to improve the area.

Considerable talk is attending the question of pari-mutuel racing, which was approved last November at the polls. The bill provides for a local referendum on the matter, and also for a statewide fund to benefit fairs, from racing receipts. If Rutland has the race subject before the voters in next March's Town Meeting, and it passes, the grandstand would be faced with considerable renovation to make it suitable for mutuels.

In 1960 harness racing was eliminated. Board feeling, expressed by secretary-treasurer Arthur (Abe) Porter, was that racing has not been drawing crowds and therefore was not economically feasible. In an effort to find the daytime grandstand solution the fair offered thrill shows Monday (Labor Day) and Friday, auto sprint racing on Saturday, non-competitive teen talent show on Tuesday, Kart racing Thursday, and display of Vermont-bred Morgan horses on Tuesday, Wednesday and Thursday afternoons.

There were GAC-Hamid acts every afternoon and the Manhattan Rockets dancers at night, plus the Kirby Stone Four for three nights and Betty Johnson for three nights. Night business was satisfactory, Porter indicated, but daytime business continues to be elusive.

Kehoe Park to Display Italian Ride Products

MIAMI — Two new kiddielands at shopping centers are in operation by Billy Kehoe, and the program shows signs of growth, he notes. One is Funspot at Cutler Ridge in South Miami, the other at Northside Center.

Cutler Ridge, on Dixie Highway Route 1, opened October 1 and contains a Scrambler, Frolic, Schiff Tower Slide, Kiddie Wheel and Turnpike, and Mangels Pony Carts, Fire Engine, Whip and Merry-Go-Round. Northside has a kid Merry-Go-Round and Fire Engine for Christmas and will be expanded. It will get major rides as well.

Kehoe's parks feature newspaper

coupon tie-ins. Some of the rides here operated at Chadwick Beach, N. J., last summer, then were moved southward. Chadwick Beach will again have a park in 1961. It is four miles north of Seaside Heights. Three Italian rides will be worked there in association with Rossotto Oreste, of Luna Park, Naples, Italy.

Kehoe said a franchise agreement has been negotiated with the Soli factory in Reggio Emilia, Italy, calling for display and sales of rides and Scooter buildings at both Chadwick Beach and Miami. Active in the operation is Mrs. Ronnie Kehoe, formerly Mrs. John Christopher.

150 FOR BREAKFAST

Kiddieland Turnout Grows in Chicago

CHICAGO — Response to the kiddieland sessions in Chicago was so encouraging that even greater participation is forecast for 1961. Turnouts at all sessions were up from last year's and the program was considered a good one. Ferd Clemen of Cincinnati's Pee Wee Valley was chairman.

An indication of things to come was the 150-odd persons getting up Monday (28) for an 8:30 a.m. breakfast in the Hotel Sherman's Old Chicago Room. They were greeted by association officials Bob Plarr, John Allen and John Bowman, and heard talks by Jim McHugh on things spotted in his travels, and Don Beebe of the U. S. Karting Association.

After lunch George Nissen spoke on and demonstrated rebound tumbling, and Joseph Fowler of Disneyland outlined "Imagineering — New Ideas for New Rides."

Second-day highlights were a discussion on vending machines versus concession stands, a filmed report on Santa's Villages by H. Glenn Holland, and a panel on insurance problems. Bob Gast of Holiday Hill, St. Louis, and Richard Ziegler of Automatic Canteen Company were the opening subject's speakers.

The insurance panel had strong representation, with John Logan Campbell, Fred Lauerman, Clem Schmitz, John Naughton and Charles Lenz all taking part. Several questions were disposed of, including a mistaken impression that park premiums are affected by the incidence of carnival mishaps.

Many at Opening Session

Clemen said a start has already been made on the 1961 sessions. The big breakfast turnout showed the following represented:

Beach Bend Park, Bowling Green, Ky.; Playland, Fort Lauderdale, Fla.; Playtown Park, Morton, Pa.; Funland, Baraboo, Wis.; Johnny's Concessions, Palmyra, Ind.; Biloxi - Gulfport Park Biloxi, Miss.; Robert Hammer, Louisville; Bell's Amusement Park, Tulsa, Okla.; Kiddytown, Chicago; Pleasure Island, Wakefield, Mass.; Hot Rods, Inc.; Perey Turnstile Company, Billboard Publishing Company, Coca-Cola Company, Westview Playland, Waco, Tex.; Jimmy Thompson Enterprises, Alexandria,

Va.; San Antonio (Tex.) Roller Works, Disneyland, U. S. Karting Association.

Pee Wee Valley, Cincinnati; Peppermint Park, Maple Springs, N. Y.; Fable Toy Company, New York; Springlake Park, Oklahoma City; Noble Park Funland, Paducah, Ky.; Harry E. Prince, Boston; Lusse Bros., Philadelphia; Philadelphia Toboggan Company; Santa's Village, Arcadia, Calif.; Greenland Park, Hollywood; Fair Park, Nashville; Ross Davis, Los Angeles; Olympic Park, Maplewood, N. J.; Dorney Park, Allentown, Pa.; Taunton (Okla.) Novelty Company; Fantasy Island, Grand Island, N. Y.

Enchanted Forest, Chestertown, Ind.; Le Sourdsville Lake, Middletown, O.; Ocean View Park, Norfolk; Allan Herschell Company; Swope Ruzlo, Kansas City; Seaside Park, Virginia Beach, Va.; Lake Winnepesaukah, Chattanooga, Kan.; United Amusements, Portland, Ore.; Adler Display, Baltimore; Bed Woody, Inc., Wichita Falls, Tex.; Michigan Midget Movies, Detroit; Taylor Bros., Apalachin, N. Y.; Keller Manufacturing Company, West Palm Beach, Fla.; Danny Caulfield, Anchorage, Alaska.

Nissen Earned 191G During First Quarter

NEW YORK — Nissen Trampoline Company's first quarter earnings for the three-month period ending September 30 were \$191,305 or 51 cents per share, based on 375,000 shares of common stock now outstanding. The figure is up sharply from the same period of 1959. At that time earnings were \$73,443 or 29 cents per share, and based on 250,000 shares of common (as recapitalized) then outstanding.

During the fiscal year ended June 30, Nissen's net sales were \$2,285,805 and net earnings were \$266,183. The firm's stock was first offered for sale November 3 by Jessup & Lamont. It is quoted on the Eastern Weekly List of the National Association of Securities Dealers.

BOWMAN GIVEN NEW CONTRACT

CHICAGO—John S. Bowman, executive secretary of the NAAPPB, was awarded a three-year contract. This action was taken by the NAAPPB board at its convention here. Bowman succeeded Paul H. Huedepohl three years ago.



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Figures compiled by Professor Thomas Lea Davidson, School of Business, University of Connecticut, and Amusement Business' Research Director, establish the annual gross sales volume at a conservative \$2.8 billion. Sources for these figures are three annual surveys he has conducted for Funspot Magazine plus figures recently released by the U. S. Department of Commerce.

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COMING EVENTS

Alabama Birmingham-Firmingham Auto Show (Municipal Auditorium), Jan. 24-28.
California Fresno-Fresno Boat & Vacation Show (Fairgrounds), Jan. 12-13.
New Jersey Ashbury Park - Jersey Coast Boat Show (Convention Hall), Feb. 18-20.
New York Buffalo-Buffalo Boat, Travel & Sports Show (154th Armory), Feb. 18-20.
North Carolina Charlotte - Sportsmen's Motor Boat & Vacation Show of the Carolinas (Coliseum), Feb. 21-26.
Ohio Cleveland-Mid-America Boat Show (Public Hall), Jan. 21-23.
Pennsylvania Allentown-Allentown Fair, Sports, Boat & Vacation Show (Fairgrounds), Feb. 17-26.
Texas Dallas-South Texas Lamb & Sheep Expo., Jan. 19-21.
Washington Aberdeen-Better Living Expo., Feb. 27-March 3.

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Qualatex Street Man BALLOONS
FAST SELLING - BIG PROFIT
ORDER TODAY FROM YOUR PIONEER SUPPLIER
THE PIONEER RUBBER CO.
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CONCESSIONAIRES PRICE LIST
Now Being Mailed Out
Direct Importer on Carnival Premium Merchandise. Mention type of concessions you operate when writing.
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EVERYTHING YOU NEED
Rings, Bracelets, Earrings, Necklaces, Scatter Pins, Religious Items, Boxed Sets and many other items. Guaranteed Lowest Prices. Send for FREE CATALOG. 48 Illustrated Pages.
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PLUSH BEARS, POODLES, DOGS, TIGERS!
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IMPORTS: SLUM, TOYS, CHINA, COMPLETE LINE CARNIVAL GOODS.
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OUR NEW LOCATION
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Ladies' or Gents' with Expansion Bands.
WORLD'S LARGEST REBUILDER
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WRITE FOR QUOTATIONS
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Engravers & Concessionaires
EXPANSION IDENTS & PHOTOS
• Engraving Jewelry.
• Gold Filled, Sterling & Costume Rings.
• Religious Jewelry
Send for New 1960 Catalog.
McBRIDE JEWELRY CO.
1261 Broadway New York 1, N. Y. LExington 2-6084

HAVE GUNS WILL SELL
ACTUAL SIZE
Miniature pistols, rifles and accessories - shoot with a Bang!
Distributorship available! Write for brochure and complete information.
G & S MFG. CO., Dept. BB, Nashville 3, Tenn.

PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS
KEN HACKETT... is pitching jewelry in the H. L. Green store on Broad Street, Augusta, Ga., and plans to remain there until Christmas.
AFTER... a long silence, Madaline E. Ragan pipes in to report that she recently returned from a hectic trip to California and is currently visiting in Walls, Miss., with Frenchy and Sally Thebolt.

jewelry in Baton Rouge, La., stores for the holidays. On a recent trip to Chicago Madaline met up with some old friends on Maxwell Street, Princess Yellow Robe and the Chief, and Cowboy Williams.
CURRENTLY... making St. Louis their headquarters are Mr. and Mrs. Eight-Ball Smith, Mr. and Mrs. Norman Hutchcraft, Mr. and Mrs. Buck, Benny Rankin, Arthur Mace, Mr. and Mrs. Fred Cummings, Jack Young, George Kemper and James E. Miller.
FRED C. LANDRUS... vet magician who has put in many a year in outdoor showbiz, includ-

Manufacturers and Distributors of THE FAMOUS GAGMASTER PRODUCTS
JOKERS NOVELTIES • PARTY GAGS
Bar Gags n' Gadgets • Games • Puzzles • Disguises • Theatrical Make-Up • Gift Items • Magical Articles • Tricks • Souvenirs • Toys • Party Favors.
FREE CATALOG OF 1500 ITEMS
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For the Finest in MEXICAN REVERSIBLE PURSES
New Mexican Accordion Style Bag 3 compartments with zipper. Proven very durable. Ass't colors. Many other fast-selling Mexican imports.
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PEARL SALES CO.
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FUR COATS
JACKETS • CAPES • SCARFS
Low Priced! Big Profit!
Our new 1961 Sure-Fire Line contains a big variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW ILLUSTRATED CATALOG, plus details of our very popular remodeling service.
H. M. J. FUR CO.
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Ostrich Plumes • Hats
Imported Mdse.
Balloons • Airships
KIM & CIOFFI
926 Filbert St. Philadelphia 7 Pa.
Market 7-2283 - Market 7-1225

BULK VENDING

DECEMBER 12, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

59

150 Turn Out for Graff Party; Hear State Legislator Speak

DALLAS—Some 150 operators, guests and bulk industry traders were on hand as Graff Distributing Company threw its fourth annual Christmas party here in true Texas style.

Starting with a day of informal meetings and discussions held at Graff's showrooms, Saturday (3), the guests later adjourned to the plush Oak Cliff Country Club for dinner, a program of entertainment and the drawing for prizes. The latter included such choice items as a Ford station wagon, donated by Graff; a 170-piece set of bronze cutlery in a teakwood chest, presented by Penny King, and a host of cameras, radios, TV's, gift certificates, watches and the like, donated by charm, machine and fill manufacturers.

Most significant from the trade point of view was a warning by Rep. Thomas James, the guest speaker, that increased costs were forcing the State to seek added means of raising revenue, and that the bulk vending industry was as



THOMAS JAMES

susceptible as any other industry, perhaps more so, because it was a small industry and not well represented.

He urged operators to "tell your story to your State representatives—tell them what the business is like, what a per-machine license will do to the industry. Because I don't know and other legislators don't know."

James said he wasn't pushing associations as such, because he had no immediate interest in any such groups—but that operators had to get their story across to the legislators.

The Dallas representative, who is now serving his second term in the State House, told operators that 96 per cent of the State's tax dollar was going into four major areas: welfare, education, highways, and law enforcement. He pointed out that Texas' population was growing and that the needs of the State were increasing.

Describing the magnitude of the job of a State representative, James said that in the last 60-day session, some 3,000 bills crossed his desk, and that as a practical matter, it was impossible for him to read them all, that two years ago, a

vending tax was proposed that would have literally put operators out of business. The bill was defeated at the last minute thru some feverish work on the part of vending industry leaders.

James cautioned he was not "here to tell operators how to run your business, but I am here to tell you to take an interest in your government."

(Continued on page 60)

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

NAME _____
COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:
KING & COMPANY
2700 W. Lake St. Chicago 2, Ill.
Phone: KE 3-3302

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1¢ Tab-Guts, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skin, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1¢ Bessie's 200 count and 320 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

HOLY PICTURE FLICKERS . . .

in plated rings or lockets. Series of two in cathedral colors. Also in ivory plastic lockets.

Ask About Our ATLAS Finance Plan

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



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

The **PENNY KING** Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

ATLAS MASTER . . . The proved 1c-3c Vendor



WINNERS IN THE GRAFF Christmas drawing were: top row, left to right, G. A. Dean, camera from U. S. Gum Co.; Hoyt Perkins, pen and gum machines from Victor Vending Corp.; V. R. Addington, \$50 gift certificate from M. Pressner & Co.; Mr. and Mrs. Ronny McLure, transistor radio from Ringmaster Charms; Mr. and Mrs. Tom York, pen and gum machines from Victor Vending Corp., and Cleburne Warren, \$50 gift certificate from M. Pressner & Co. Second row, standing: D. M. Pittman, card vending machine from Acorn Sales; John Kauffman, 21-inch television set from Leaf Brands, Inc.; Mrs. Jo Green, binoculars from Ringmaster Charms; Dalton Wick, four machines and stand from Northwestern Corp.; J. J. McDonald, \$50 gift certificate from Samuel Eppy & Co.; Dudley Reese, diamond wrist watch from Karl Guggenheim Co., and J. C. McClure, Teakwood chest with 170-piece set of bronze cutlery from Penny King Co. Seated, left to right: Everett Graff; Mr. and Mrs. Fred Moore, station wagon from Graff Distributing Co.; Mrs. Margaret Wick, and Mr. and Mrs. Vern Intermill, Polaroid camera from Paul A. Price Co.



SEATED AT THE SPEAKER'S TABLE during the Graff Distributing Company's Christmas dinner, left to right: Les Hardman, Penny King; Rep. Thomas James, guest speaker, and his wife, Dallas; Mr. and Mrs. Earl Crater, Dallas; Everett Graff, standing, and Mrs. Graff, seated on his left; Rolf Lobell, Mrs. Jo LaMay, Mrs. Jane Mason, Cleburne Warren; Don Mitchell, NVA counsel, and Mrs. L. O. Hardman.

Time payments available on Oak machines through all distributors.

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

WE HAVE

oak's "ACORN"

All Purpose Vendor
The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise.

Guaranteed mechanically perfect—the one machine with virtually no depreciation. Today's Acorn looks the same as the original.

Below are listed factory authorized dealers.

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1081 Tremont Street
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BIRMINGHAM VENDING
540 2nd Avenue, North
Birmingham 4, Alabama

BUYMORE SALES
48 Bayview Avenue
Lawrence, L. I., New York

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

GRAFF VENDING SUPPLY
2817 West Davis
Dallas, Texas

H. B. HUTCHINSON CO.
1784 N. Decatur Road, N.E.
Atlanta 2, Georgia

IMPRINTO VENDING
300 North Gay Street
Baltimore 2, Maryland

LOGAN DISTRIBUTING CO.
1856 West Division Street
Chicago 22, Illinois

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

OAK SALES COMPANY
2033 Fifth Avenue
Pittsburgh, Pennsylvania

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

OPERATORS VENDING
1023 South Grand Avenue
Los Angeles 15, California

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

BAKE COIN MACHINE EXCH.
609 Spring Garden Street
Philadelphia, Pennsylvania

JACK SCHROENRICH
715 Lincoln Place
Brooklyn, New York

SIEGEL DISTR. CO. LTD.
753 Chatham St.
Montreal, Quebec, Canada

SOUTHERN ACORN SALES
526-30 Bruce Avenue
Charlotte 2, N.C.

STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, California

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



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

GOING STRONGER THAN EVER!
Repeat orders are pouring in!



STICK 'EM LIPS
(Patent Pending)
They're hot — they'll empty machines like mad. Kids can apply them to their foreheads, cheeks, shirts, etc., and they'll become the most popular lovers in their groups.
ONLY \$10.00 per M
Labels available. Vends well in all machines. Order from your distributor or:

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-B



IT WAS A CHRISTMAS WINDFALL for delighted Mr. and Mrs. Fred Moore when they won the drawing for the station wagon at Graff Distributing Company's yuletide fest. Everett Graff (center) presents them with the keys to the car.

150 ATTEND GRAFF PARTY

• Continued from page 59

An immediate effect of the James speech was the talking up among several operators of the formation of a State association to affiliate with the National Vendors Association.

Previously, Donald Mitchell, counsel for NVA, who had intro-

duced James at the dinner, told operators of the national association's benefits and put in a strong pitch for membership. Mitchell cited legislative help given by NVA along with the association's broad medical insurance plan and the benefits to operators of attending conventions and business sessions.

The Graff Christmas party, the firm's fourth, has become somewhat of a tradition among his customers. Each year the attendance has grown and the program has become more elaborate. The list of prizes has grown, too, in both quantity and value.

Of necessity, the party is confined to Graff's bigger accounts—those purchasing a minimum quantity of merchandise during the year, but there is still a broad representation of operators from a surprising-

ly wide area going north to Canada, west to the Coast, and east to a State or two past the Mississippi.

Besides the operators, there is also a strong turnout of manufacturers and suppliers, giving the party all the earmarks of a miniature NVA convention.



10¢ CAPSULE MIX

SPARKLING RING, BEAUTIFUL HEART & CHAIN NECKLACE AND ATTRACTIVE PEARL NECKLACE & MANY OTHER FEATURED NUMBERS—ALL PACKAGED IN CAPSULE.

This mix will give you quick turnover and large profit.

Free Display Cards With All Orders
PRICE \$4.00 per C.
Packed 200 M. to a Bag.
Minimum Order—3 Bags.
\$24.00

OAK SALES COMPANY
2033 Fifth Ave., Pittsburgh 19, Pa.

How are you fixed for New Gimmicks?
MUSTACHES • TROPHY BIRDS
BRIDE'S BIBLES • GIANT CHARMS
in CAPSULES • PRINCESS PHONES

ALL NEW

Samples on request

SAMUEL EPPY & CO., INC.
91-15 144 Place, Jamaica 35, N. Y.

A NEW COMBINATION!



ACORN
1¢ or 5¢
BULK VENDOR
with our

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

SENSATIONAL NEW PEANUT ITEM
45¢ per pound, packed in 5-pound air-tight poly-lined bags. Send \$3.50 for sample bag prepaid.

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

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



H. B. "HUTCH" HUTCHINSON SAYS:
"Contact me for complete information on the Sixty and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit. Why not do it today?"
We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.
H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N.E. Atlanta 7, Ga.
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AMCO SANITARY VENDOR

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

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

For details and prices Write, Wire, Phone today.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH

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

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

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. Deluxe 1¢ or 5¢ Comb.	13.00
N.W. 10-Col. 1¢ Tab Gum Machine	18.00
N.W. Model 33, 1¢ Porc. Converter for 100 ct. S.G.	6.50
Silver King 1¢ S.G. or Mds.	8.50
ABT Guns	32.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ S.G. or Mds.	18.00

MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb. vac. pack fins, per 100	5.85
Pistachio Nuts, Jumbo Green, Bag	7.75
Pistachio Nuts, Jumbo Green, White	4.80
Pistachio Nuts, Large Tulin	.70
Pistachio Nuts, Vendor's Mix	.63
Cashew, Whole	.72
Cashew, Butts	.66
Indian Nuts	.63
Peanuts, Jumbo	.75
Spanish	.72
Mixed Nuts	.57
Baby Chicks	.20
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.35
Licorice, 250 ct.	.35
M & M, 85¢ ct.	.47
Hershey's	.47

Rain-Bio Gum, 72 ct.	.30
Malt-ette, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 175 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct.	.22
200 lb. minimum prepaid on all Rain-Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	\$.43
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.20

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the Operator.
One-Third Deposit, Balance C.O.D.

There Are Big Profits In
NUTS
GET YOUR SHARE WITH
Northwestern

49 NUT VENDOR

Interchangeable SANI-CARRY globe for faster servicing.
Displays merchandise to best advantage.
Also available in Nut Nut.

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-8497

Northwestern SIXTY SUPER C

WITH QUICK-TACH*
FOR YOUR BETTER LOCATIONS

SUPERB CAPACITY
1012 Balls 100 Count Gum
2886 Balls 210 Count Gum
365 Regular Capsules

*AT SLIGHT EXTRA COST

See your Northwestern Distributor or write to
THE NORTHWESTERN CORPORATION

2122 E. Armstrong Street

Morris, Illinois

European News Briefs

IRS Test Before Federal Court

By ELTON WHISENHUNT

ST. LOUIS—A case attacking the U. S. Internal Revenue Department's ruling that certain types of pin games are gambling devices per se and require the federal \$250 gaming stamp was argued here on appeal recently in the U. S. Circuit Court of Appeals.

Charles A. Stewart of Lonoke, Ark., operator, and J. W. Singleton, cafe owner of Little Rock, are seeking to overturn the IRS ruling. Stewart owns two bingo-type games in Singleton's K & K Cafe in Little Rock.

Stewart, also executive secretary of the Arkansas Music Operators Association, and Singleton filed suit to test the September 9, 1959, ruling in federal court in Little Rock, contending that ruling did not comply with U. S. statutes.

IRS Argument

Their bill said the IRS ruling was predicated on this:

If a pin game has certain mechanical characteristics, such as a meter to compute free plays or a slot or provision for multiple coin insertions to increase the odds, this, in effect, is gambling, even tho the machine owner and location owner said the machine was for amusement only and there was no evidence of gambling.

Stewart and Singleton's suit contends that under U. S. statutes, if a machine is manufactured for

amusement only and is so used, it could not be a gambling device and would not require the federal \$250 gaming stamp.

Their suit asked an injunction against the U. S. to restrain them from assessing or collecting this \$250 tax on the type machines the IRS ruled were gaming devices per se.

When the injunction hearing was held in federal court in Little Rock, government attorneys from Washington contended that the federal court had no jurisdiction because by certain federal laws an injunction cannot be issued against the U. S. restraining it from levying and collecting taxes.

The federal court judge held with the U. S. The attorney for Stewart and Singleton, Leonard L. Scott of Little Rock, said the ruling amounted to a declaratory judgment, in which the judge held that you can't get an injunction against the government to prevent them from collecting federal taxes.

In the appeal here before the U. S. Circuit Court of Appeals, Scott questioned in oral argument whether this IRS ruling was an exception to the rule.

If the U. S. Circuit Court of Appeals holds that the IRS ruling was invalid, then an injunction can be issued against the government to prevent them from collecting the \$250 tax. If the court rules against Stewart and Singleton, Scott said, it is not necessarily a ruling on the merits of the case, which may have to be tried later.

U. S. Agents Check Fruit Units

NUREMBURG—The Justice Department had dispatched a squad of agents to Europe for on-the-spot investigation of U. S. Fruit machine shipments abroad. Sources at U. S. Army Special Service headquarters here disclosed that the FBI is looking into fruit machine operations in U. S. military clubs and also into the export of the machines to Britain. The FBI task forces arrival is timed to coincide with the rush in fruit machine shipments for the legalizing of gaming in British private clubs January 1. The FMI mission is concerned with enforcement of the legislation passed in 1951 regulating fruit machine shipments abroad. In fact, the 1951 law does not apply to overseas shipments, but sources here said the FBI is insisting on strict registration of all shipments abroad. It is learned, furthermore, that the FBI will seek more specific authority, very likely in the form of legislation, extending the 1951 act to foreign commerce. The FBI's interest in fruit machine shipments abroad stems mainly from the increasing overseas popularity of the fruits. Not only has Britain liberalized their operations, but the machines have attracted growing interest all over the Continent, primarily because of their successful operation by the U. S. military service clubs.

France Cuts All Tape by April

PARIS—Trade Ministry officials say that all restrictions on the importation of U. S. coin machines will be cleared away by April 1 at the latest. From that date on, American firms will have untrammelled access to the French market. Assurance to this effect was given Treasury Secretary Robert B. Anderson's mission on its trip here. The Anderson mission discussed with the French, as with the Germans and British, measures to increase American exports. The coin machine situation was explored as an item in the general field of American Manufactured consumer goods. The French informed the Anderson mission in passing, it was learned, that they look for greatly expanded imports of U. S. coin machines, primarily juke boxes and games. Some experts believe liberalization may boom U. S. juke box imports by as much as 50 per cent next year. To large extent, however, the import situation is geared to the general French economic situation, and this in turn hinges on events in Algeria. Industry experts state that an Algerian war truce would boom the French economy tremendously, and with it U. S. coin machine imports. A leading French importer of American boxes said, perhaps too optimistically: "Get me an armistice in the Algerian war, and I'll write orders for 500 new boxes overnight."

DISCUSS TAX, FINANCE, LEGAL ITEMS

Special Operators' Forum Draws 75 to Atlantic NY Headquarters

NEW YORK — More than 75 operators jammed the showrooms of Atlantic New York, local Seeburg distributor, Monday evening (5) when the firm held a special "operators' forum," on business problems, grievances and aspirations. The meeting was called by Atlantic President Meyer C. Parkoff, who arranged for the presence of three guest speakers to discuss in detail tax, financing and legal problems of operators. Refreshments were served at the meeting.

Parkoff prefaced the session by presenting a list of questions, which he called "uppermost in our minds." These he enumerated as (1) Shall we diversify and how shall we do it? (2) The demands of storekeepers in terms of loans and bonuses. (3) Legal problems, including the manner in which to handle location contracts and an operator's legal responsibilities to the industry. (4) The matter of accounting procedures on such matters as sales taxes, occupancy taxes and the New York City (COAD) tax on juke boxes. (5) How to improve operator public relations in the community.

Parkoff saw 1961 as a year of challenge to the operator, where only "resolute determination," will result in success. "Costs are going up and will continue to stay up."

(Continued on page 63)



A PORTION OF THE AUDIENCE of more than 75 operators which turned out for a special operator symposium sponsored by Atlantic New York, Seeburg distributor, in its 10th Avenue offices Monday (5). Speakers discussed taxes, bookkeeping, legal matters and ways and means of obtaining credit. Atlantic President Meyer C. Parkoff plans a second forum meeting at an early date.

OPS RECEIVE ROCK-OLA DATA ON SERVICING

CHICAGO—Rock-Ola will furnish operators with a file of data on machine servicing. The firm last week mailed the first in a series of 13 servicing sheets explaining various "trouble-shooter" steps to be taken on its current phonograph line. The mailing is being made to Rock-Ola's complete list of operators and servicemen, and will continue thruout the year. Sheet No. 1 deals with the accumulator, showing how it is to be serviced and what steps can be taken for four of the most common failures.



JAMES S. HINDLE, a vice-president of the Manufacturers Trust Company, consumer finance division, offers advice to operators on obtaining bank credit. Hindle was one of four guest speakers at an operators' symposium sponsored Monday (5) in its offices by Atlantic New York, Seeburg distributor.

U. K. Top Haunt for U. S. Reps

LONDON—Britain is rapidly becoming a "home away from home" for the U. S. coin machine industry. At least 15 organizations have established representation in London. Hardly a day passes without the arrival of a visiting fireman from the U. S., bent on probing the potentialities of the U. K. market. This country is now the hottest American machine market on the Continent; in fact, anywhere outside the U. S. The boom has been stimulated by the liberalization of British gaming laws, effective January 1. But other factors are involved. The boom traces to the currency liberalization of 1959, and the subsequent threat of commercial warfare between the rival European trading blocs, the British-led European Free Trade Association (EFTA) and the European Common Market. Lately, the coin machine influx has been spurred by the general U. S. industrial invasion capped by the Ford Motor Company's bid to take complete control of its U. K. subsidiary.

Report Japs Have Mini-Phono

HAMBURG—It is reported by trade circles here that the Japanese are experimenting with production of a miniaturized juke box using transistors. The transistorized juke box is said to be an off-shoot of Japanese success in developing one of the first high-quality portable TV sets. Japanese transistor men, in this connection, are boasting of a major electronic breakthrough by their scientists, opening the way for even tinier electronic products. A transistorized juke box, in the Japanese view, is required to create a mass juke box market in Asia. To sell on the Asian mass market, a juke box must be less expensive than any current conventional model and be tailored to Asian locations, most of which are cramped for space.

Frodono Set on Console Box

PADERBORN, West Germany—A new console-type music box, the Frodola-S, is being marketed by Frodono-Automaten G.m.b.H., a coin machine export-import firm based in suburban Sennelager. The Frodola-S is designed for "class" locations which object to the conventional juke box as too garish. It is completely automatic. The Frodono box resembles an expensive piece of furniture, with all mechanism concealed.

'Talking Parrot' Game Debuts

STUTTGART, West Germany—The firm UTA is introducing a new coin amusement game called the "talkative parrot."

(Continued on page 69)

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Neb. Operators Discuss Location Sales Threat

COLUMBUS, Neb. — The increasingly controversial location-sales argument got some heated discussion as the Nebraska Music Guild held its quarterly meeting here last weekend (3-4).
The subject came up when an Omaha operator rose during the group's Sunday business session to complain that a number of his stops

had been hit. Other operators immediately chimed in to report similar experiences.

Surprisingly, the source of the sales appeared to come from outside the coin machine industry. Operators mentioned one firm, identified only as "Lakeland in Minneapolis," as having long been active in this field and lately coming south to Lincoln, Columbus, Norfolk and Omaha, Neb.

Free Lance Pair

Another operator mentioned a so-called "free-lance pair in Omaha," who—he heard—were going as far east as Chicago to buy equipment for import to Nebraska for location sales.

The Omaha pair have reportedly lined up a couple of free-lance mechanics to do their servicing.

One operator said, as a solution, he would do the same thing, rather than lose customers. Other operators nodded in agreement. Another group, however, suggested that the operators work out some form of leasing plan, whereby equipment is leased or rented to the location, with the operators providing service, programming and any other needed help.

Altho no firm conclusions were reached, it was apparent that the problem had become a hot one for the area and that more fireworks could be expected.

Expressing a more optimistic note was Howard Ellis, president of the Nebraska group, who said he felt the operators had nothing to fear if they provided the proper service and took care of their locations properly.

Ellis said he didn't see location sales as having any long-range effects in the business and felt the only operators who were really vulnerable were those neglecting their locations and not servicing them properly.

There were other implications in the discussions among operators that the wave of location selling might "shake the industry up a bit," and get the operators to return to more aggressive sales, promotion and servicing techniques.

The location sales argument has long been a thorny one in the coin machine industry. Traditionally, the industry has felt that the operator, a specialist, is best qualified to maintain coin operated equipment and that the coin machine industry will be healthier with such an arrangement.

The theory was reinforced from time to time when occasionally, location sales would be made, usually ending with disastrous results.

The location owner would usually lose interest in the equipment after a few months and the equipment would go to pot. Servicing was generally poor, and such fine points as programming and point-of-sales promotion were neglected altogether.

Recently, however, there have been various murmurs from responsible quarters of the coin machine industry, indicating that some form of location selling might be successful if properly done.

Advantages were thought to be an increased interest on the part of the location owner in the equipment, since he now owned it. Most notable benefit would be better promotion of the equipment with the location's customers.

In response to the various opinions and straws in the wind that were popping up, The Billboard recently interviewed a leading exponent of this thinking, who, incidentally, is a veteran of the industry and one of the industry's most active champions and respected spokesmen.

These opinions, published in The Billboard, November 21, indicated in substance, that distributors

Federal Court Upholds Gaming Tax Ruling

WASHINGTON—Circuit Court Judge Philip H. Dorsey last week (5) upheld the validity of the Prince Georges County, Maryland, Wheatley Law, which makes possession of a \$250 federal gaming stamp prima facie evidence that a pinball is being used for gambling.

The use of pinballs for gaming purposes has always been illegal in the county, but very few arrests have been made in the past eight years. The Wheatley Law was passed by the Maryland General Assembly in 1957, and in November of 1959 county police raided four taverns and charged eight persons with using pinballs for gambling.

Two of the defendants challenge the constitutionality of the Wheatley Law. In December of last year they asked Circuit Court Judge John R. Fletcher to dismiss the charges. The judge became ill before rendering an opinion, and the case was given to Judge Dorsey.

Defendants argued that the law refers to "coin-operated" devices. Coin slots were plugged on the machines in question, and the devices were operated by buttons. Judge Dorsey contended that the Legislature "intended to make illegal the machines described in the act, not because of their method of operation but because they were being used for gambling." He said that anti-gambling laws should be "interpreted liberally so as to prevent the mischief intended to be provided against."

Judge's ruling will make it possible for State's Attorney William L. Kahler to haul into court on gambling charges the owners of about 90 taverns and other establishments that purchased gaming stamps. Kahler is not planning an immediate crackdown, however. He first wants the county delegation to the State Assembly to plead for legislation that would ban gaming pinballs from Prince Georges. He fears that the Wheatley law "isn't going to be enough to get a conviction."

Immediately a flood of opinion resulted. Two operators whose views were published in last week's Billboard, Gordon Stout and Mrs. M. McCarthy, indicated for a variety of reasons their opposition.

Judging however from the discussion that took place in Nebraska over what is actually going on in the State, the subject is far from dead, and likely to come in for a great deal more discussion in days to come.

The recent Nebraska meeting was held at Columbus' Evans Hotel, with Mr. and Mrs. Frank Holys and Mr. and Mrs. (Doc) Stroh as hosts. The conclave followed the association's new format, introduced in Norfolk, Neb., last October. Cocktails, dinner and entertainment were held Saturday evening with the business session following Sunday morning. The group adjourned early to enable operators to get on the highways before dusk.

The Nebraska association plans to hold its next meeting in Omaha in March. Date will be announced later.

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Tax, Finance & Legal Items

Continued from page 61

be continued. "The manufacturer will get more for his product and the distributor will get more for his product and his services to the operator. Therefore, the operator must get paid more for his services to the locations. Whether this will be in the form of greater proportions of the collections, or front money or guarantees doesn't make any difference, but the location

must pay for the great service the operator renders."

Tax Returns

Following this, Joseph Klein, a certified public accountant, familiar with the preparation of operator tax returns, told the operators to take every possible break afforded them by the nation's tax laws. He pointed out the importance of having books regularly audited by CPAs. Getting a better break on taxes begins with properly kept books, according to Klein. He noted new methods of figuring depreciation, in view of the fact that salvage value of used equipment is taxable. He also discussed various points on sales and use taxes.

Another speaker was James S. Hindle, a vice-president of the Manufacturers Trust Company, consumer loan division. Pointing out that banks already are handling thousands of dollars worth of juke box paper, he told the operators how to approach banks to obtain credit, and the type of information an operator must submit to qualify for a loan. There were a number of questions from the operators regarding procedures of getting money.

Jacob Schuller, president of the Gibraltar Factors Corporation, spoke on his deep interest in the coin machine field. He noted that his firm has advanced over \$1 million in credit to operators and that he has attempted to educate a number of bankers on the matter of extending credit in the juke box industry.

Location Contracts

Final speaker was attorney Joe Godman, one of the better known young lawyers associated with the coin field here. Godman discussed in detail the importance of properly drawn location contracts.

Parkoff said that the two-and-a-half-hour affair was the first of what he frankly hoped would be a series of meetings. Later in the week, he noted that he had received "a very encouraging" reaction from operators, many of whom called to ask about the next meeting. It is hoped to hold this "get together" in the near future, according to Parkoff, with the likely subject matter being the value of operator diversification.

A year ago, Atlantic sponsored a similarly successful operator symposium in its offices. This was preceded by several meetings in the area, jointly sponsored by local distributors.

Cig Tax Hike Stymied in N. J.

TRENTON, N. J. — Operators who have cigarette machines on location in New Jersey can breathe a little easier—for a while, anyway.

Gov. Robert B. Meyner's plan to raise the tax on cigarettes by 1 cent a pack to benefit State institutions was rejected by the Republican-controlled State Senate.

This means operators will be able to go on collecting two "bonus pennies" instead of just one. The going rate per pack over the counter is 28 cents. To make things easier, operators charge a flat 30 cents in their machines. As a result, they make 2 cents more than the corner drugstore does over the counter.

If the price went up to 29 cents, this "bonus" would have been cut in half and the vending machine industry would have lost thousands of dollars in the State.

Elected Alderman

MILLINGTON, Tenn. — William V. Forsythe, owner of Forsythe Amusement Company, was re-elected city alderman Monday (5) for another four-year term. He has been alderman eight years.

Forsythe was one of seven aldermen elected of 12 on the ballot. The seven with the largest number of votes were elected. He placed fourth, with 532 votes.

Millington is a small, growing city 20 miles from Memphis, and site of a huge Naval Air Station where some 17,000 Navy men are stationed.

Forsythe has a music and game route at Millington and in two adjoining counties, Tipton and Lauderdale. His major locations in those counties are at Covington, Tenn., and Ripley, Tenn. He has, in addition, many rural locations.



DAVID GOTTLIEB shows new air purifier for Gottlieb Memorial Hospital to (left to right) Louis Zahn, president of West Towns Hospital Association; George Portes, pharmacist; Robert H. Skamfer, vice-president of Richardson Company, plastics firm, and Dr. Caesar Portes, chairman of medical credentials committee.

GERMAN OPS MULL EFFECTS OF GEMA RULING

BRAUNSCHWEIG, West Germany — Juke box operators in West Germany were speculating on the effect of a High Court Ruling which holds that recording artists can now claim a royalty fee from GEMA (the German equivalent of ASCAP) if their performances are used for commercial purposes (see separate story, Music section). The operators feel that their current fee structure with GEMA is high enough to cover the artists' end. Until now, the artists did not get a share of the GEMA pie, but received their payment from the recording firms.

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W'chester Op Dinner Slated

WHITE PLAINS, N. Y. — The Westchester Operators Guild will hold a dinner for all members and their employees at the Top Hat Restaurant, North Broadway, here, Monday evening (19). This holiday dinner takes the place of the regular monthly business meeting. Guild secretary, Seymour Pollock, said that plans have been made for a gala evening. Activities get under way at 6:30 p.m.

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W. German Trade Embargo Stymies Red Coin Program

EAST BERLIN — West Germany's embargo on trade with East Germany is hamstringing the Communist coin machine program.

The embargo on trade with East Germany is not effective until December 31, but as the cut-off date approaches West German firms are delaying, reducing and suspending deliveries altogether.

This applies to West Germany's coin machine industry equally with other sectors of the Bonn republic's economy. West German manufacturers see no point into pumping

their wares into at best a shaky market.

The majority of coin machine manufacturers appear to favor writing off the East German market entirely until such time as sound trade conditions prevail.

Little Patience

Even assuming that the present East-West German rift is patched over, the producers have little patience with the on-again, off-again character of trade with the Communist bloc.

Moreover, the hard-headed producer is obliged to assume that Communist interest in his coin machines is motivated mainly by the desire to order only enough to use for copying and general experimentation connected with development of Communist-bloc coin machine industry.

But, as seen from the other side of the curtain, the situation is downright distressing. East Germany has been importing a modest but expanding amount of West German coin machine equipment. The East Germans, along with the rest of the Communist bloc, are working to develop a home-grown coin machine industry.

Development Base

But this development will require some years—and a substantial investment in Western coin machines as a base for development of the domestic industry.

West Germany has been selling the East Germans a considerable amount of vending equipment, an increasing number of juke boxes and some games. This equipment the East Germans then put on location to analyze customer reaction and to gauge potential patronage and the problems to be anticipated.

Furthermore, it is no secret that the Communist strip down the Western coin machines to study construction and analyze workmanship, much in the manner that Detroit automakers strip down foreign-made cars as well as those of their domestic competitors.

Restricted Contact

There has been fairly friendly, although restricted contact between the East and West German coin machine industries. The East Germans are developing their coin machine production center at Lueckenwalde.

East German emphasis is gradually shifting from vending machines, which have general priority in the Communist bloc, to juke boxes and even games. The East Germans produce acceptable vending machines, but they have failed so far to build a satisfactory juke box for mass production.

However, East Germany has an excellent electro-technical industry, perhaps the best in the Communist bloc, and the East Germans concerned say it is merely a matter of receiving a State priority for music box development and then concentrating sufficient technical resources on the project.

Soviet Juke Box

The Soviet Union is planning to mass produce an 80-selection box for the Communist market, the Radocte, but East German sources state that East Germany is still interested in building its own box.

One source explained, "The Radocte sounds fine, and knowing the Russians we can be certain it will be a fine box. But you need variety in juke boxes as well as automobiles, and we feel there is room for two or three or even four juke box models inside our trading area."

"And there are technical problems involved; we can't be certain Russia will produce enough boxes to supply the market outside Russia. And we like the idea of having our own juke box models designed for our market. For if we depend

on the Russians for juke boxes that simply means we have to sell them something else in return. So we might as well produce our own boxes in the first place, since we have the industry and the labor skills to do so."

Prior to the trade blow-up, there had even been talk of sending East Germans to West Germany, for limited periods, to observe production processes in West German plants. Certain East German coin machine king-pins have even dreamed of sending a reconnaissance mission to Chicago, which is looked on here as the heartland of the world coin machine industry.

But the Berlin flare-up has put the damper on all such grandiose schemes. Negotiations for a new East-West German trade pact are continuing spasmodically, but the outlook is for a long period of unsettled trade weather.

Independence Ups Nigeria's Coin Imports

LAGOS, Nigeria — Nigerian independence is booming this country's coin machine imports.

Nigerian commerce officials state that 250 juke boxes were imported into the country in the last six months, a figure roughly equal to total 1959 imports.

Representatives of West Germany and United Kingdom coin machine concerns are beginning to make Lagos a regular port of call on sales forays into the awakening continent.

At the same time, independence is serving as a general stimulus for the entire Nigerian economy. This economic upsurge is reflected in the expanding market for automatic merchandising equipment.

The West Germans have the inside track on the Nigerian coin machine market. Even before Nigerian independence, West German firms were dispatching periodic trade missions to this country.

Nigerian government representatives were invited to Bonn for West Germany's recent "African Week" observance aimed at drawing African nations closer commercially to West Germany.

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Wms. SIDEWALK ENGINEER 95
Wms. KING OF SWAT 125
Exhibit SIX SHOOTER \$ 95
Genco CIRCUS GUN 295
Genco STATE FAIR 215
Un. CARNIVAL GUN 140
Kerney SPORTSMAN 135
Genco RIFLE GALLERY 125
Exp. SHOOTING GALLERY 100
Exp. JET GUN 95
See Us **FIRST** for the
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MUSIC
SEEBURG 222 DHR (Stereo) \$850.00
AMI J-200 (Stereo) 745.00
AMI D-80 175.00
AMI E-120 195.00
Wurlitzer 2150 425.00
Wurlitzer 2100 395.00
Wurlitzer 1700 275.00
GAMES
BALLY BEAUTY CONTEST \$195.00
BALLY TROPIC QUEENS 275.00
C.C. DROP BALL 195.00
BALLY STRIKE BOWLER B/A 250.00
UNITED LEAGUE B/A 625.00
C.C. CLASSIC B/A 350.00
UNITED JUMBO B/A 350.00
UNITED NIAGARA S/A 375.00
BALLY TOURNAMENT 250.00
BALLY CHAMPION 350.00
UNITED ATLAS S/A 375.00
C.C. TV BOWLER B/A 295.00
DELUXE 57 BASEBALL 245.00
BALLY HEAVY HITTER 285.00
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Genco WIN WEST 225.00
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PHONOS**
SEEBURGS
C-100 \$250.00
R-100 425.00
222 795.00
Seeburg 200 Play
Wall Boxes . \$60.00
Completely Shopped
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MUSIC CO.**
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FOR THE WEEK**
AMI J200M, Stereo \$575.00
AMI J200M 500.00
AMI J100M 500.00
AMI J200E, Stereo 675.00
3 AMI E120 145.00
2 AMI E80 145.00
5 AMI D80 75.00
1 United UPA 1005 295.00
5 Shuffle Rebound (Like New) 50.00
United and Bally Small Ball
Bowlers 135.00
C. C. 2-Player Rocket 130.00
C. C. Drop Ball 175.00
Roll-A-Ball 89.50
3 Midway Red Ball 195.00
1 Midway Joker Ball 325.00
Ace Shuffle Alley 95.00
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Dallas Op Collections Steady Despite Unfavorable Economy

By NICK BIRO

DALLAS — Despite a general business slump in the area, coin machine operators appear to be having a good year. Collections are holding steady, off in some instances, but more often a little up. Distributor sales are also good, though music seems to be having a much better year than amusement games.

If there is a soft spot in Dallas, it is the games business. Operators face one of the most stringent tax structures in the country and now that business is a little down, the marginal spots are starting to fall by the wayside.

A game on dime play pays as high as a \$115 tax: \$10 federal, \$60 State, \$30 city and \$15 county. Nickel play games pay the same \$10 federal tax plus a \$30 State, \$15 city and \$7.50 county levy.

Tax Hurts Now

The taxes are nothing new, but as Abe Susman, State Music Company, here, says, "when times were good, the operators paid the fees and thought nothing about it. During the past two years, the fees have started to hurt."

Susman, who distributes Gottlieb and Chicago Coin games said operators have been fighting the fees for several years, but with little results.

He added that Texas was also considering a 2 per cent sales or users tax that would further cripple the game operator.

Other than the tax situation, Texas operators appear to be struggling under many of the same problems that are familiar throught the country.

Loans Up

Location loans are prevalent and range from a few hundred dollars to several thousand. Competition is strong and operators generally settle for a 50-50 commission.

There is no association in Texas and a spot check of local sentiment shows little favorable climate for one. Perhaps the reason can best be summed up in a traditional Southern philosophy, especially prevalent here — minding one's own business.

As one distributor said, "every once in a while a few operators will get together to form a group, appoint someone chairman and try to collect some money. That's about as far as it gets."

Most operators agree it might be helpful to have an association to fight legislation, but they don't go for the business of meeting all the time, collecting dues and above all, discussing business.

Individualists

Each man feels he has his own way of doing things. It may not be the best, but it's his way, and there's not much sense in doing a lot of talking to other operators about it.

Throught the area, distributor reactions to business appear to follow the same general theme. At Walbox Distributing, Phil Weinberg says sales for the firm are up from last year—primarily in music. Weinberg credits an aggressive sales effort for the surge. The firm handles Rock-Ola and Bally.

At Commercial Distributing Company, Raymond Williams also says the firm is having a good year. The lines are Wurlitzer, United and Williams.

O'Connor Distributing Company, the Seeburg outlet here, is confident, says sales are substantially up from last year and prospects are even better for 1961. O'Connor, with its big push on stereo and 33-singles, cited the recent entry of RCA Victor into the 33-single field as a sign of a swing toward this direction by the record companies.

Helps Ops

O'Connor Vice-President Bob Gilmore said his firm has been working closely with operators in making stereo installations and in promoting stereo music to the general public.

The firm is a firm believer in using the daily press to build public acceptance. It regularly goes in for tie-in ads with location owners and is very public relations conscious (see separate story).

J. M. Browning, a distributor for less than a year with AMI, is likewise optimistic. He says sales have steadily improved — not in large quantities, but one at a time, as the operators need the machines for their locations.

Browning, who also operates, says his collections for the year are a little down in both music and games.

He noted that the good spots were still good, but the marginal locations were hit hard. Browning

also cited the location loan problem.

"We don't mind helping old customers," he noted, "but most new locations now rely on an operator to help foot the cost of starting in business. In most cases, the pay-backs are slow," he said.

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Bally
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

LOWEST PRICES, HIGHEST QUALITY

Ballerina	\$465.00	Carnival Queen	\$255.00
Laguna Beach	595.00	Beach Time	225.00
Sea Island	360.00	Big Three	575.00
County Fair	550.00	Twin Big Tent, 5-25c play	495.00
Miss America	115.00	Big Dipper	595.00
Sun Valley	125.00	Deluxe Big Tent	245.00
Cypress Garden	165.00		

COIN MART, INC.
1055 Baronne St., New Orleans, La. Tel. 523-3931

CLEAN ARCADE GAMES FOR SALE

5 Bally Beauty Queens	\$150	1 Genco Quarterback	\$ 90
7 Williams 4-Bagger	130	10 Chi Coin Rebound Shuffle	60
1 Williams King of Swat	90	3 Chi Coin Rocket Sh. 1-Player	80
19 Bally Batting Practice	225	4 Bally ABC 14 ft. Bowler	175
2 Bally Big Innings	195	3 Bally ABC Lanes, 14 ft.	110
2 United Star Slugger	90	3 Bally ABC Lanes, 11 ft.	90

1/3 DEPOSIT, WRITE OR CALL
STAR SUPPLY CO.
7855 Stony Island Ave., Chicago 49, Ill.
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POOL TABLES by VALLEY

Count on Valley Quality to Protect Your Profit!

See your distributor or write: **VALLEY SALES CO.** 210 HORTON ST. BAY CITY, MICH.

PRICE LIST
"USED KIDDIE RIDE EQUIPMENT PONIES"

Capital Pony	\$300.00
Big Brown Pony	250.00
Champion Pony	275.00
Exhibit Pony Express	Special
Crossed Ponies	300.00
Pinto Pony	250.00
Lee Pony	225.00

MERRY-GO-ROUNDS

Lane Merry-Go-Round	\$275.00
Lee Merry-Go-Round	275.00
Capital Merry-Go-Round	210.00
Deer Merry-Go-Round	235.00
Texas Kiddie Ride Merry-Go-Round	235.00

SPACE SHIPS

Bally Space Ship	\$150.00
Atomic Jet	125.00
Space Ranger	275.00
Space Patrol	125.00
Super Jet	240.00
Jet Jr	100.00

VARIETY EQUIPMENT

Sex Skate	\$230.00
Duke	175.00
Bull-Rabbit-Dog	150.00
Swiftn Cat	175.00
Honey Sea Saw	100.00
Turtle	125.00
Old Smokes Train	245.00
King Chop Chop	175.00
190.00	190.00
Ease the Cow	75.00
Date Pistol Gallery	75.00
Exhibit Pistol Gallery	75.00
Exhibit Rifle Range	115.00
HVD Metal Typer	175.00

All rides are offered in a used, as is condition, with all parts complete. If you reconditioned equipment add \$20.00 to the price indicated. All equipment listed is subject to prior sale. DISCOUNT TO DISTRIBUTORS/VOLUME BUYERS.

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RECONDITIONED GUARANTEED SEEBURG

2225	\$895.00
201DH	775.00
HF100R	425.00
HF100G	365.00
100W	325.00
M100C	295.00
M100B	225.00
3W1 Wallbox	47.50

AMI

Lyric 100, new	Write
Continental 200 New	Write
E-120	139.00

WURLITZER

2200	\$475.00
2100	345.00
2150	345.00

ROCK-OLA

1475 Stereo	\$575.00
1455	369.00

Terms: 1/3 deposit required.

WORLD EXPORT
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Syosset 2, N. Y., U. S. A.
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DALLAS DISTRIB SCORES WITH P-R NEWS PHOTO

DALLAS—O'Connor Distributing Company got some solid consumer public relations here with a recent story on juke box stereo appearing in the Dallas Times Herald.

The Herald carried a picture of Jane Bixler, American Airlines flight stewardess, and Kim Nash, former captain of the Southern Methodist University basketball team, having pizza at a campus eating spot, while enjoying stereo thru a pair of Koss earphones.

The paper went on to point out that the stereo music and the earphones were features of the new Seeburg phonograph.

O'Connor has regularly made use of the daily press for both advertising and public relations, with what the firm describes as excellent results in the form of location acceptance of its machines.

O'Connor not only runs ads about its own firm, but regularly tries to get location tie-ins featuring some special event that the location might be celebrating.

A recent example carried a full quarter-page ad by Gordo's, popular campus hangout near Southern Methodist University, advertising the restaurant's ninth anniversary, its pizza and its stereo music, mentioning the Seeburg "Artist of the Week" program. Next to the Gordo ad is one by O'Connor, giving some more information about the stereo equipment.

O'Connor says the dual advertising has a snow-ball effect on the public, helps both O'Connor and the location, and just as important, gets the location interested in the juke box and the operator.

New LUCKY HOROSCOPE
5c, 10c or 25c PLAY

✓ NATIONAL COIN REJECTOR in each chute
✓ NOW has TWO coin returns and other new features.
✓ EASY TO LOAD

GAME HOLDS APPROX. 1,000 NUMBERED OR STAR TICKETS

MID-STATE CO. 2369 Milwaukee Ave. Chicago 47, Illinois
Phone: Dickans 2-3444

HOROSCOPE PELLETS

ALL FLAVORS
NEW
LUCKY 7 HOROSCOPE
NEW

Write for information on this brand-new deal

ALL DEALS AVAILABLE IN 10c OR 25c PLAY

STAR HOROSCOPE
NUMBER HOROSCOPE
HI-HAN HOROSCOPE
BLACK JACK HOROSCOPE
LUCKY BUCK HOROSCOPE
BARS & BELLS HOROSCOPE
BIG BEN BELLS HOROSCOPE
BASEBALL HOROSCOPE

Write for our new low prices—also a few choice territories still available on an exclusive distributorship basis.

CLUB EQUIPMENT CORP.
1801 W. Irving Park Rd. Chicago 13, Illinois
DI 6-8700



The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

Main table containing categories: MUSIC, BOWLERS & SHUFFLES, ROCKOLA, CHICAGO COIN, SEEBURG, WURLITZER, UNITED, PINBALLS, GOTTLIEB, and ARCADE & NOVELTIES. Each category lists machine models, years, and prices.

OVERNIGHT SUCCESS

**bold new compact styling
stars in first field sampling**

Never before have jukeboxes so dramatically new shown such powerful sales potential so soon. Distributors are finding it difficult to keep samples on their floors, and operators who placed their orders early are already reporting enthusiastic location reaction. The growing volume of orders proves without question that the AMI compacts have the look, the size, the price and the performance you've been waiting for to spark play. See the Lyric 100A and 100M, and the Continental 200A and 200M, now at your AMI distributor's. Ride the compact bandwagon to greater profits.



Lyric

AMI

Continental

AUTOMATIC
CANTERBURY COMPANY
of AMERICA

AUTOMATIC MUSIC, INC. Affiliate of
1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN. SINCE 1909 DESIGNERS, ENGINEERS
AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY

OFFICE SPACE
In PARAMOUNT HOTEL
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OFFICE SPACE
100 Sq. Ft. to 1,500 Sq. Ft.
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Furnished
EXECUTIVE OFFICE
Approx. 850 Sq. Ft. Central Air
Conditioning, Carpeted, Immed. Occupancy.

Reasonable Rentals
Phone: Mr. Dragner, Circle 6-5500

Wurlitzer Officials Die in Crash



JAMES E. ROLING



ROBERT L. BRUNER



ROY GREENWELL

DE KALB, Ill.—James E. Roling, 34, executive vice-president of the Wurlitzer company; Robert L. Bruner, 36, comptroller of the firm's De Kalb division and assistant secretary of the company, and Roy Greenwell, 25, company pilot, were killed last week when their twin-engine company plane crashed into Lake Michigan (The Billboard, December 5).

The trio had been in Chicago for a company meeting and had taken off for De Kalb November 29. No trace of the bodies has been found, but some of the wreckage of the plane was discovered near Gary, Ind., December 1.

Roling joined Wurlitzer in 1948 after his graduation from Northwestern University. He worked as a retail salesman, as credit manager and later manager of the Chicago Wurlitzer company store, and as assistant to the vice-president and later assistant manager of the De Kalb division.

Elected to Board

In 1955 he became vice-president and manager at De Kalb, and four years later was named executive vice-president and elected to the board of directors.

He was responsible for the operation of three Wurlitzer divisions and for co-ordination of the engineering programs of all divisions. He also directed the company's new European operations.

Roling had been president of the Chicago Piano and Organ As-

sociation and was a member of the executive board of the National Piano Manufacturers Association.

He had been active in De Kalb community life, serving as secretary of the De Kalb Public Hospital Board, as president of the board of trustees of the Second Congregational Church, on the board of the Family Service Agency, on the Chief Council of the Boy Scouts of America, on the board of the Chamber of Commerce and as first president of the board of directors of the YMCA. In 1956, the Jaycees presented him with the Distinguished Service Award.

He leaves his wife, Mary, and three boys, Mark, 11; Stephen, 7, and Peter, 5 months.

Robert L. Bruner

Bruner, a Northwestern graduate, joined Wurlitzer in 1952 at the North Tonawanda, N. Y., plant. In 1956, he became assistant to the vice-president and manager of the De Kalb plant. The following year he was appointed comptroller.

Bruner had been active in community affairs and was a member of the Salvation Army Advisory Board.

He leaves his wife, Eleanor; a son, Paul, 10, and a daughter, Nancy, 6.

Roy Greenwell

Greenwell joined Wurlitzer 10 months ago as company pilot, was

a former Air Force jet fighter pilot and a flight instructor at the De Kalb Municipal Airport.

He leaves his wife, Connie; daughter, Margo, 4, and a son, Brandon, 2.

Delay Slander Suit Brought By Unionist

GARY, Ind.—A \$75,000 slander suit brought by the leader of a coin machine union against a former prosecuting attorney has been postponed indefinitely.

The defendant is Metro M. Holovachka, the former official, and the action against him was brought by John Testo, Gary, the national organizer of the now dormant National Union of Automatic Equipment Service and Repair.

Both Testo and Holovachka were witnesses before the McClellan rackets committee when it investigated allegations of Lake County, Indiana, irregularities in coin machine operations.

Claiming that he was slandered by Holovachka's testimony before the committee in June, 1959, Testo filed suit last year.

Holovachka, who resigned as chief deputy prosecuting attorney after the McClellan hearing, is practicing law in Gary. Prior to his appointment to that position, he served two terms as the elected prosecuting attorney of the county.

Testo, who charged that Holovachka was instrumental in the destruction of the union, is retired.

The postponement was announced by a spokesman for Lake Superior Court Judge Anthony B. Roszkowski, the presiding jurist in the case.

Like Attractive Figures?
You'll Go for the Prices
on Equipment at
WORLD WIDE!

GUNS

Chicago Coin SHOOT THE CLOWN	\$395
Williams TITAN	395
Williams CRUSADER	375
Williams HERCULES	335
Williams VANGUARD	295
Bally MOON RAIDER	295
Genco DAVY CROCKETT	245
Williams CROSSFIRE GUN	225
Bally GUNSMOKE	225
Genco BIG TOP	175
Genco STATE FAIR	175
Exhibit SHOOTING GALLERY	95

Cable Address "GAMES" Chicago Terms: 1/3 Deposit, Balance Sight Draft.

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TRAIL BLAZER



NEW PLAYER APPEAL

MAGIC VIEWER
Depth Perception

HEIGHT 53"
WIDTH 24"—DEPTH 16"
SHIPPING WEIGHT 146 LBS.

New Compact Cabinet



MANUFACTURED BY
GAMES, INC. Originators of Electric Upright Free Play Games

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CHICAGO 18, ILLINOIS
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OPERATORS in New York, New Jersey, Connecticut, Delaware, Pennsylvania and Massachusetts Area.

We Made a Special Purchase and Can Offer Big Values on . . .

- SANDY MOORE JUMBO 8" SHUFFLES
- SMALL BALL BOWLERS
- CHICAGO COIN FLASH
- CHICAGO COIN ADVANCE
- BALLY BLUE RIBBON
- BALLY MYSTIC
- ROCK-OLA 1446 AND 1438
- AMI E-120, F-120 AND G-200
- SEEBURG 8-100 AND C-100
- WURLITZER 2000, 2150, 2200, 2204 AND 2300 STEREO

WRITE—WIRE—PHONE
AMERICAN VENDING
2684-92 Conny Island Ave.
Brooklyn 35, New York
Telephone: DE 2-9602

GIVE TO DAMON RUNYON CANCER FUND



ADELE CARLSON AND KEITH LA FON enjoy some stereo listening in Aerde's, popular student gathering place on the Southern Methodist campus. The installation, recently put in by C. E. Bradshaw, National Amusement Company, Dallas, has no less than 14 pairs of earphones—two each in six booths and two pairs on the bar. Location owner Gordon E. West claims collections have more than doubled since the installation was made.

Atlas Plays Host To Ill. Coinmen

CHICAGO—Atlas Music Company hosted operators and guests from the Springfield, Ill., area to a showing of the new Seeburg line at

the Lincoln Hotel there, Tuesday (29).

Representing Atlas were Nate Feinstein, Bill Phillips and Irv Ovitz. Newell Bellamy represented the Seeburg factory.

Operators included Gus Camdioto, Roscoe and Fritz Bentler,

Vincent Salvo, Tony Zeto, Lou Edmiston, Dwain Kramzas, Bill Fredricks, Bud Hashman, Tunny Hefeman, Bob Moriconi, Sam Klein, Ray Flesch, Joe Yaegel, Bob Rose, George Rademaker, Floyd Altman, Pete Westermeyer, Les Montooth and Ed Gilbert.

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If you are EVER going to buy a GUN . . . then this one is an absolute MUST!! Money-Back Guarantee — FREE TRIAL — YOU NAME IT!

GUNS					
Titan	\$375	Circus	\$275	Crusader	\$325
Hercules	295	State Fair	175	Moon Raider	295
Vanguard	275			Sky Raider	325
ARCADE					
Four Bagger	\$160	Derby Roll	\$125	Pinch Hitter	\$295
All Star Bowler	115	Twin Hockey	175	Heavy Hitter	275
Ten Pins	115	C. C. Hockey	195	Space Age	195
Motorama	195	Baller Up	150	Official Baseball	395
Crane	95			Batting Practice	295
PHONOS					
Seeb. 0	Write	Seeb. HF100N	\$445	Wurl. 1800	\$350.00
Seeb. 201	\$745	Seeb. HF100G	345	Wurl. 1900	425.00
Seeb. 222H	845	Seeb. M100C	275	Tape Repeater	69.50
Seeb. KD200H	445				

Empire COIN MACHINE EXCHANGE
 1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600
 DETROIT BRANCH—7743 Puritan, Detroit, Mich. Tel: Diamond 1-5800

European News Briefs

Continued from page 61

Housed in a miniature zoo setting, the game features a large parrot perched in a tree. In the parrot's breast are concealed a microphone and a loudspeaker, and in the base of the tree an amplifier and endless tape recorder. From the parrot hangs a sign advising, "Speak when my eyes shine." Insertion of the coin lights the parrot's eyes and starts the tape recorder. The tape runs for one minute and then automatically plays back three times, and is silent until the next coin insertion. UTA's parrot requires minimum floor space. It has great appeal for children and also for adults, according to the firm.

WORDS cannot describe the magnificent ALL NEW DE LUXE Eldorado six pocket POOL TABLE

You must see it . . .



- MARK I 77"x45"
- MARK II 82"x46"
- MARK III 92"x52"

SEE IT NOW AT YOUR DISTRIBUTORS!

to believe it!

- The coin chute is completely recessed.
- The new, full viewer permits balls to be seen from any angle.
- The removable drawer contains the entire mechanism, ball tray and viewer.
- No ball tray to attach.
- Legs slip into place — no bolts required.
- The entire top rail is formica.
- The corner pockets are 16 gauge steel — brass and chrome plated.

IRVING KAYE COMPANY
 363 Prospect Place,
 Brooklyn 38, N. Y.

Some distributor territories still available.

telephone: STerling 3-1200

Another Reader-Advertiser Benefit of the

NEW BILLBOARD

Exclusively for the Music-Coin Industry



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.

BILLBOARD MUSIC WEEK

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

Watch for the **NEW Billboard** Coming January 9

*Billboard's Outdoor Show News department will combine with its monthly publication, Funspot, and move into a separate 8 1/2 x 11 publication of its own.



IRVING KAYE BOWS NEW MARK POOL TABLE SERIES

NEW YORK—The Irving Kaye Company here is now in full production on its new Mark series of the De Luxe El Dorado pool table. The line was first exhibited at the recent convention of the National Association of Amusement Park, Pools and Beaches in Chicago.

The Mark I is a 77 by 45-inch table, while the Mark II Measures 82 by 46 inches. The Mark II is 92 by 52 inches. All models are identical, except for dimensions.

Features of the new Mark series include curved all-Pormica tops, 16-gauge metal corner pockets and a coin chute which takes either a quarter, or two dimes for two players. The tables come in platinum gray or mahogany finishes.

The ball viewer allows the players to see the complete ball from all angles thru a formed plexiglas window. The coin chute is recessed.

The tray is flush with the table, and a pull-out front drawer houses the entire mechanism. According to the manufacturer, the drawer will support the weight of a man.

Legs are of the slip-on type, and assembly takes about five minutes, with no hardware required.

Kaye is also making a new model of its Club Pool.

HARTFORD, Conn. — Albert Waxman, of Capitol-Reliable Coin Machines, served on the entertainment committee for the annual dinner dance marking installation of new officers of Hartford's Agudas Achim Synagogue.

GIVE TO DAMON RUNYON CANCER FUND

WANTED

Experienced Bingo Mechanic. Must be honest and reliable. Steady work. Write **BOX 115, The Billboard 188 W. Randolph Street Chicago, Ill.**

NEW! GOTTLIEB'S FLIPPER

Introducing **ADD-A-BALL**
A Revolutionary Type of Extended Play

TESTED! PROVEN! ACCEPTED EVERYWHERE!

Field Tests Achieve Phenomenal Acceptance—Here's the game that'll give your locations real zest! New ADD-A-BALL feature coupled with bold futuristic styling and "Hard-Cote" wear-resistant playboard finish scored an instant success in comprehensive field tests.

Tomorrow's Design Today!—The ageless beauty and durability of Stainless Steel moldings provide an appealing new and clean appearance permanently. Sparkling appearance of plated legs and front door panel adds beauty beyond description. Hard chrome finish corner casting furnishes a comfortable, clean grip for players.

- Skillful player operation adds an unlimited number of balls to each game.
- Playing Card Sequence and High Score makes additional ball available to player.
- Making either top Joker rollover when lit gives additional ball.
- Center Target scores additional ball when lighted arrow points to selected card.
- High Score Panel promotes competitive player appeal.
- Tapered Light Box . . . the ultimate in "design where it counts."
- Two super-powered skill flippers. • Plus a host of other fine features.

D. Gottlieb & Co.
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

Now more than ever . . . it's Always Profitable to Operate Gottlieb Games!

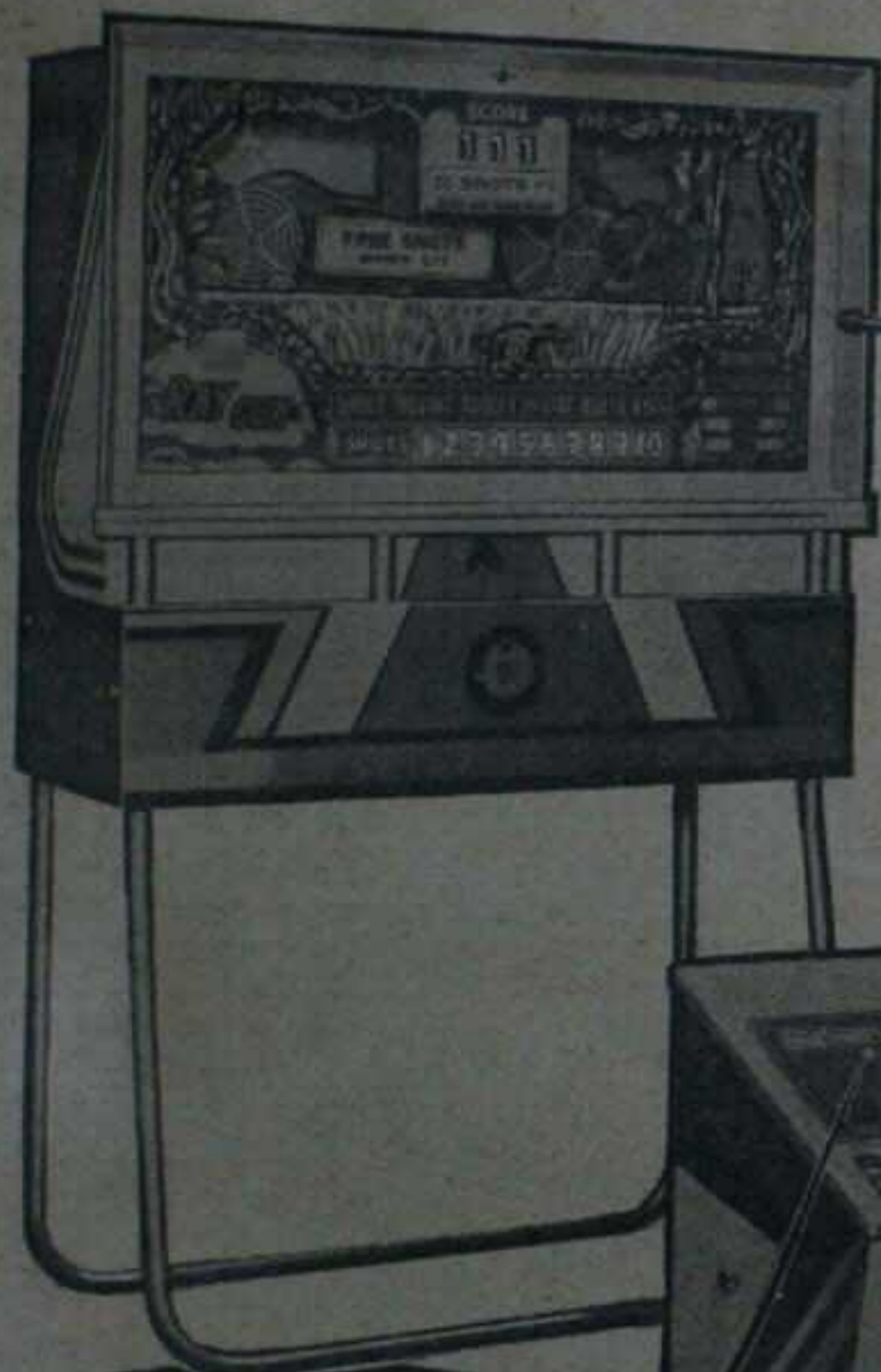
NEW!

CHICAGO COIN'S

ALL NEW "ELECTRONIC-EYE"

RAY GUN

FIRST AND MOST SENSATIONAL
RAY GUN IN YEARS!



New PUSH BUTTON
SELECTOR — 3 SPEED
TARGETS!!

- Adjustable — For 10, 15 or 20 Hits Per Game!
- Mechanism In "Easy Service" Pull-Out Drawer!
- 3 Reel Drum-Type Scoring!
- Colorful Lumaline Interior Lighting!
- Modern Steel Tubing Stand (Cabinet Also May Be HUNG On Wall!)
- All Steel Coin Box!

New — TRANSISTOR Type
PHOTO ELECTRIC CELLS!
New Modern Circuitry —
NO AMPLIFIER!!

New LIGHTWEIGHT
RIFLE — RECOIL ACTION
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**WORDS?
WHAT
CAN
THEY
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WEEK OF
DEC. 12

SEEBURG

ARTIST OF THE WEEK

33 1/3 STEREO ALBUM RECORD PACKAGES

10 selections from the 33 1/3 stereo album
SONGS OF THE ISLANDS
WAYNE KING (DECCA)

10 selections from the 33 1/3 stereo album
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JON THOMAS (ABC PARAMOUNT)

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