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NOVEMBER 28, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

South Talent Line Tension-Snagged

Racial Disturbances Bog Bookings, Perplex Agencies, Hit Mixed Tours

By BOB ROLONTZ

NEW YORK — Racial tension in the South is adding to the unhappy lot of talent agencies and bookers these days, aggravating the already poor state of the booking business. Growing antagonism between white and colored in the Deep South, which affected bookers at the time of the Little Rock disturbances and has been exacerbated by the recent wave of sit-ins and the New Orleans riots, has hurt one-nighter pop packages severely in some cities in Alabama, South Carolina and Louisiana. It has led to dumping of mixed units for Southern tours, and has also led to the bypassing of cities that used to be good moneymakers for touring shows.

One-Nighter Troubles

One-nighter shows playing the South had to draw from both the white and colored young population in order to make out box-office-wise. Thus, most shows that used to play the Southern territory were composed of white and colored acts in generally even proportion. However, lately it has become obvious that shows had to

Artists Often Flunk at B.O.

NEW YORK — In addition to generally weak business, and racial tension in the South, bookers handling pop acts for package shows or location dates have another serious problem. This is that the status of an artist as a record seller—is not always proportionate to his box-office power. Many new artists who sprout up with hot, fast-selling records, turn out to be complete busts on a tour. Bookers also find that even old-timers, artists who have had record hit after record hit, suddenly drop dead as far as club dates or one-nighter dates are concerned. At the present time, for instance, one of the top selling vet artists has just wound up a tour that has been spectacularly unsuccessful. Many bookers admit that they couldn't be sure of the success of any package they might put out now until after the tour was over and the box-office returns were in.

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be weighted 60-40 or 70-30 in favor of colored pop acts or else the show wouldn't draw the colored youngsters. Thus many bookers have started to put out regional shows, aimed at the South only, composed entirely of colored acts. Altho this was something bookers were reluctant to do, they felt this was indicated for business reasons. And they have found that all-colored shows do well in the South—in the cities they can play. But they have also found that the all-colored shows do not do as well in the West and East as the old mixed show.

Some Cities By-Passed

The rub in the South today however, is the fact that there are many cities colored acts can't, don't or won't play. There are two reasons for this. One is that the colored youngsters are becoming less enthralled with attending shows in segregated auditoriums, which many in the South still are. This is true especially of the younger set, with their rising political and social consciousness. Also there are auditorium and arena owners in the South who are not anxious to book all-colored shows. This is never stated just this way, but these auditoriums are usually booked when a colored show is looking for an auditorium. Their reasons, when given off the record, are that they just don't want trouble.

Most colored pop performers, usually youngsters themselves, are no more reformers or crusaders than most white performers, or bookers. Altho they may grumble about playing in the South, all they usually want is to perform and thus they will play in almost any region. Yet it is true that many managers and bookers have helped push the fight for integrated seating in the South and have actually accomplished much over the past decade

(Continued on page 18)

U. S. CHEMICAL PREPS 2D DISK VENDER TEST

HOLLYWOOD—U. S. Chemical & Milling Corporation's disk vending machine soon will enter its second, on-location test phase, following a 45-day trial run conducted in conjunction with Capitol Records. Capitol will not participate in the forthcoming experiment, but will be a close and interested observer. U. S. Chemical, working with Capitol, had placed 12 machines at various locations to study the equipment in operation, and determine its effectiveness. Machines were operated and stocked by Music City Racks.

J. S. Chemical's sales manager, Dick Allen, told The Billboard that the first test proved inconclusive in answering a number of questions, but the equipment showed itself to be bug-free mechanically. Each machine featured the top 10 singles (all labels) at \$1 per disk. Machine takes coins in various combinations to total the dollar sales price before issuing the desired disk. Venders were placed in drugstores and supermarkets.

During the upcoming second experimental phase, equipment will be placed in theater lobbies and airports. Allen said locations are now being selected and machines will be placed within the next two weeks. Machines in theaters will be stocked with singles that tie in directly with the movie being shown whenever possible. Disk venders at the airports, Allen felt, will provide travelers with impulse gift items not now available to them at those locations. Allen feels that heavy traffic locations will pay off in heavier sales. Airports, he contends, are top traffic areas that should prove to be ideal locations for his firm's disk-selling machines. Music City Racks will continue to co-operate with U. S. Chemical in conducting the forthcoming trial run.

First test run pointed up (Continued on page 82)

Indie Disk Firms Hope for Ringing, Rocking Holidays

Set All-Time Nov. Volume Mark For Number of Jingle Singles

By JUNE BUNDY

NEW YORK—It will be a wild, rocking Christmas this year if indie record manufacturers have their way. More rock 'n' roll yule singles—mainly on small indie labels—have been released this month than ever before—wrapping up everything from "Jingle Bells" and "White Christmas" to "Auld Lang Syne" in a driving rock 'n' roll beat.

"Jingle Bells" is particularly popular with the rock-set. New r.&r. versions this year include "Twistin' Bells" by Santo and Johnny on Canadian-American; "Rockin' J Bells" by Little Bobby Rey on Original Sound (backed by "Corrido De Auld Lang Syne"); "Rockin' Bells" (backed by "White Christmas") by Bill Robbin on Pink; "Jingle Bells" by Joe Gumin on King (backed by "Auld Lang Syne"). Ella Fitzgerald also has a new version of "Jingle Bells," but her waxing is more in the gentle jazz groove.

Other new rock 'n' roll holiday singles include "Rockin' Lang Syne" and "Yulesville, U.S.A." by the Rockin' Stockin' on Sun; "Sleigh Bell Rock" (which introduces Santa Claus to the Twist) by the Three Aces and a Joker on GRC; "Winter Wonderland" and "O Holy Night" by the Blue Notes on Value; "Child of God" and "Christmas Auld Lang Syne" by Bobby Darin; Johnny Preston's "New Baby for Christmas" on Mercury; "O Holy Night" by Danny and the Juniors on Swan; "Swingin' Santa" by Sandy Baron on Gulf; "White Christmas" by the Statues on Liberty; "Silent Night" and "O Holy Night" by Jerry Butler on Veejay; "Rudolph the Red-Nosed Reindeer" and "It's Christmas Everywhere" by Paul Anka on ABC-Paramount; Brook Benton's

"Merry Christmas Happy New Year" (backed by Benton's 1959 yule hit "This Time of the Year"). Also re-released this year were such Christmas rockers as Bobby Helms' "Jingle Bell Rock" and Brenda Lee's "Rock Around the Christmas Tree."

Jazz Joins In

Christmas songs are also getting a big play in the jazz single field this year. New seasonal jazz platters include "White Christmas" by Vic Barrel on Atlantic; "England's Carol" by the Modern Jazz Quartet on Atlantic; "Christmas Song" and "Santa Claus Is Coming to Town" by Eddie (Lockjaw) Davis on Prestige; and "Santa Claus Is Coming to Town" and "Winter Wonderland" by the Ramsey Lewis Trio on Argo.

The Christmas singles market also has an international flavor this year. Lou Monte has an Italian-styled Roulette disk, "Christmas At Our House" and "Dominick the Donkey"; Augie Rios has "Feliz Navidades" on M-G-M.

Even Crazy Otto has a yule single, with honky-tonk piano medley versions of six Christmas pop standards—"White Christmas," included.

The speeded-up vocal gimmick—so successful during the past two holiday seasons for the Chipmunks—is featured on several new singles—"The Animal's Christmas Song" and "The Christmas Song" by Santa's Pixie Helpers on PRI; "Who Will Take Me Home For Christmas" (narrated by a Duck) Webster Webfoot on the Del-Tone label; "Merry Christmas Window" by Donald Drums on Challenge, and "Please Don't Take Our Tree for Christmas" and "Nuttty Noel" by the Nutty Squirrels on Columbia.

A number of new strictly pop Christmas singles have been re-

(Continued on page 18)

NEWS OF THE WEEK

New Year May See More Mergers and Buy-Outs . . .

The forthcoming year may see more and more mergers and consolidations in the disk business, according to rumors and reports now rife in the record world. . . . Page 2

Zenith May Discontinue 3M Tape Player Plans . . .

Zenith Radio was reported this week to have dropped the idea of manufacturing players for the new 3M tape cartridge system. . . . Page 3

Distributors Take Steps On One-Stop Problems . . .

Distributors, both indie and those who handle major lines, are taking steps concerning the

inroads made on dealer accounts by one-stops, and are being aided indirectly by some manufacturers. . . . Page 3

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Bing's Sing In Sixth Year

NEW YORK—CBS-Radio's traditional yule offering, "Christmas Sing With Bing" will again be aired on Christmas Eve from 7:10 to 7:55, marking the sixth year in a row for the Bing Crosby special. In addition to Crosby and his frau Kathryn, the 1960 edition will star Mr. and Mrs. Jose Ferrer (Rosemary Clooney), the Norman Luboff Choir and Paul Weston's ork. Ferrer, who has been studying operatic singing for more than a year, will make his solo vocal debut on the show, which is sponsored by the Insurance Companies of North America.

New Year Vigil Disrupted By Rumors of Big Buys

1961 Forecast: Mergers, Buyouts, Fold-Ups for Disk Organizations

By REN GREVATT

NEW YORK—As the new year of 1961 approaches, the record business is rife with rumors of mergers, buyouts and possible fold-ups of important disk entities. Buyout reports tend to highlight a trend toward consolidation and bigness of record manufacturing enterprises.

In other cases, where foreign interests are concerned, the aim is better representation of one's product by effecting a change in Stateside distribution. Still, perhaps the primary reason behind all the activity in this field is an attempt to avoid the shaky state in which many diskeries find themselves today.

Banking interests familiar with the scene in the disk world point out that many companies, distributors and manufacturers alike, are in extremely weak financial condition. With the desperate situation of over-supply existing in terms of product in release, it's only logical, say the money men, that some companies are going to get hurt. Hence an apparent rush to consolidate, thereby reducing the costs of many primary operational functions of the record enterprise.

Perhaps the leading current example of the consolidation trend is the M-G-M buyout of Norman Granz' Verve operation, which finally became a fact late last week.

Cap Offering 100% Trade On 50 LP's

HOLLYWOOD — Capitol is offering a 100 per cent exchange privilege on 50 Angel albums. The exchange program will cover orders placed from November 28 thru December 24. Exchange can be made from January 1 thru June 30 of next year. Purpose of the exchange plan, according to Capitol's Mike Maitland, is to offer dealers protection in stocking selections from "the cream of the Angel catalog," which he said are time-proven top sellers.

To qualify for the full exchange benefit, dealers must order at least 10 copies with a minimum of five different titles. Merchandise returned for exchange must be accompanied by an order of equal monetary value for other Angel merchandise.

There are obvious advantages to both firms here, particularly in the fields of pressing and in overseas distribution.

In the rumor stage during the week was the interest shown by Randy Wood and his Dot firm in the possible acquisition of Atlantic Records. This obviously would have represented an interesting marriage. It was understood that this deal fell thru when Ahmet Ertegun, the bearded tycoon of Atlantic, decided he did not wish to work for another owner.

Another interesting deal which appears to be still in the discussion stage also involves Dot. The Dutch firm, Philips, which heretofore has had a close working relationship with Columbia, is now in the process of changing this relationship

in view of Columbia's plan to have uniform world-wide release on a new CBS label. Accordingly, Philips has been eyeing the Stateside scene in a British paper, mentioned an offer figure of \$10 million by Philips for the Dot property, an amount which surprised Stateside observers.

Pye Bid In

Related to this maneuver is another report to the effect that Pye records, the third largest British disk entity, has relayed what has been called "a substantial bid" to Columbia Records in America for a working relationship once Columbia's present contract with Philips expires in 1962. It is known that Roger Threlfall, of the top management echelon of Pye, has

(Continued on page 16)

Diners' Club Kicks Off 'Dime-a-Disk'

HOLLYWOOD — Diners' Record Club kicks off its new dime-per-disk offer as part of a joint promotion it is conducting with its various participating labels. The new pitch offers joiners their first album for 10 cents. Thereafter, they agree to buy an LP every six weeks at \$2.49 for monaural and \$2.99 for stereo. A member has the right to cancel out at any time if he's not pleased with the deal.

The first ad in DRC's consumer campaign announcing its dime-per-disk plan appears in Esquire's December issue. The pitch is devoted to the "American Home Library of Great Musical Masterpieces" series, with the ad claiming disks normally list at \$4.98 and \$5.98, monaural and stereo. The series was produced a year ago by Tops Records.

The first disk offered contains

Pleis Joins Col. Fold

NEW YORK — Jack Pleis, former musical director and arranger for the Decca-Coral labels, moved to Columbia Records this week.

Pleis, who will work under Columbia's pop exec, Frank DeVol, will handle a.&r. and musical direction for Columbia in the East. He will continue to arrange and record under his own name as well.

Tchaikovsky's "Nutcracker Suite," Borodin's "Polovetsian Dance," and Berlioz' Hungarian March." Others in the American Home Library series similarly are devoted to established longhair war horses. There are 24 albums in the Library. The ad carries a testimonial quote by Milton J. Cross.

The special joint deal was concluded between the record club and Tops and the same pattern will be followed in similar dime-per-disk offers with other labels. Terms of the deal, The Billboard learned, call for the club and the label to share the cost of the ad campaign. The club gets a special break in price on product, and in turn, both club and label jointly share in the profits of the special promotion. Thus, for the sake of a single special promotion, Diners' Record Club and the participating label, will function as "partners" in each offer, both sharing in the cost and in the profits.

Club chief Bernard Solomon is lining up similar deals with other labels. The plan is unique in that Diners', which built its strength on the all-label pitch, will be switching to a vertical approach of offering only the product of a single label in these special deals. The dime-per-disk plan, however, does not mean that the club is switching its policy to that approach. Instead, the club is using this pitch in addition to its established all-label product offers.

DOT UPS LP'S FOR JUKE BOX

HOLLYWOOD — Dot Records, long a hold-out in the Seeburg "artist of the week" album juke box program, is coming aboard with six packages. A half dozen items will be released within a month. Albums include Louis Prima's "Wonderland by Night," Louis Prima - Keely Smith's "Together"; Pat Boone's "Great, Great, Great"; Lawrence Welk's "Last Date," Mills Brother's "Great Hits," Johnny Maddox's "Crazy Otto Piano."

Merc Entry In 33 Field Due in Jan.

CHICAGO — Mercury Records here has been readying entry into the Compact 33 field for five weeks, Irving B. Green, firm's prexy, told The Billboard. Like announcements from Dot and Capitol records (The Billboard, November 21) Green said that his firm plans simultaneous 45 and 33 r.p.m. releases shortly after January 1. Green emphasized that Mercury feels the importance of the trend toward one-speed eventually is so important that firm's planning has been built around a "new look." Mercury's single sleeve and label are in the process of complete change as part of the over-all merchandising program planned for the Mercury Compact 33 innovation. The a.&r. department has been planning various hit products from not only standard single hits but also from key long-play sides which will be collated into Compact 33 double releases a la the Victor announcement (The Billboard, November 21). Kenny Myers, vice-president of sales, is sparking the merchandising program for Mercury.

Ellis Exits M-G-M; to Go It on Own

NEW YORK — Ray Ellis, for two years a.&r. chief for M-G-M Records, has ankled that post to devote his time solely to independent production work. Prior to M-G-M, Ellis was associated with Columbia and earlier with Atlantic Records as a record producer.

Ellis leaves M-G-M with a number of recording assignments already in the works. In addition, he has been pacted to arrange and conduct the music for two TV

(Continued on page 16)

Truce Called On Chi Disk Price Battles

CHICAGO—A burgeoning price war, which started the past summer when Chicago Drug, local wing of the important Handleman rack jobbing chain, started selling singles to its location owners at 60 cents, has been temporarily halted following a meeting recently between distributors and one-stops.

When Chicago Drug dropped from the 65-cent norm, a series of one-stop price drops ensued. Soon after, Music Box One-Stop dropped to 60 cents to meet the competition. During September, Singer One-Stops sent out a mailing to juke box operators only thru this area, offering singles at 55 cents.

The price war broke into the open when Lormar Dist. informed distributors locally that unless the price-cutting halted, Lormar would announce a one-month sale, whereby select hit Long Play albums, listing at \$3.98 and wholesaling normally at \$2.47, would be offered their customers at as low as \$1.75.

The Lormar ukase sparked the distributor-one-stop meeting held about two-and-a-half weeks ago, with reps of James H. Martin, MS Dist., Arnold Dist., and Summit Dist., conferring with reps of the Music Box, Lormar, Little Al's, J.C.'s and Singer.

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How Soon for the 33-Only Player?

NEW YORK — The jump into the compact 33 field by Victor Records last week, and the announcement from Dot and Capitol that they would be making the compact 33 available in January, and this week's entry into the field by Mercury (see separate story), has raised the question of the need for 33-only players among tradesters. These observers were speculating last week as to how soon one or all of the major manufacturers would come out with a 33 player to accommodate the new disk pioneered by Columbia.

These tradesters noted how Victor succeeded in creating broad general acceptance of the 45 r.p.m. disk by offering the inexpensive 45-only attachment. Altho most of the players on the market today can play 33, large or small, tradesters feel that the way to swing the kids over to 33 singles would be to come up with a cheap player that would play 33 only.

It has been apparent that for the last two years or so there has not been too much emphasis on inexpensive players for the younger

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HOT 100 ADDS 8

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

- 67. Rubber Ball (Arch, ASCAP) — Bobby Vee, Liberty
- 75. Blue Tango (Mills, ASCAP) — Bill Black's Combo, HI
- 79. Wings of a Dove (Bee-Gee, BMI) — Ferlin Husky, Capitol
- 81. Walk Slow (Bejo, BMI) — Little Willie John, King
- 86. Doll House (Bamboo, BMI) — Donnie Brooks, Era
- 87. Ramona (Feist, ASCAP) — Blue Diamonds, London
- 95. Come Rain or Come Shine (A-M, ASCAP) — Ray Charles, Atlantic
- 100. Have You Ever Been Lonely (Shapiro-Bernstein, ASCAP) — Teresa Brewer, Coral

Seeco Plans Selling Direct to Dealers

NEW YORK — Seeco Records, important purveyor of Latin-styled disks and now engaged in building a pop catalog as well, is about to embark on a direct-to-dealer sales basis in at least four important markets.

"Why should we be a finance company for a distributor and carry him for 10 or 12 months," asked Seeco prexy, Sidney Siegal, in explaining the move to direct distribution. "The indie distributor was really spawned by the indie record company. But now many of these distributors have so many lines they can't possibly concentrate on any given company.

"We feel that one answer may be to have our own manufacturer's sales agent or representative. We

are then the only record company that fellow is selling. Contrast that to the typical indie distributor salesman who has several dozen lines to sell his dealer accounts. He's not going to worry about selling catalog for a company like ours when he's got a flock of singles and key album titles from many companies on his mind. We are therefore being throttled by the distributor salesman who doesn't have time for us, in many cases."

Siegal explained that with many distributors he was quite satisfied. There will be no change in these. "But," as he explained, "when we get letters from dealers with calls for our product complaining that they either have never been approached by a distributor for Seeco or ask for a record and can't get it from the fellow who is supposed to be our distributor, then it's time to do something radical."

For the present, Seeco is taking on its new representatives in San Francisco, Denver, Minneapolis and Boston. But other territories, it was pointed out, are being watched as possibilities. The representatives will sell the entire Seeco catalog, will take orders and

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Merc Drives On D. Carroll Sound Album

CHICAGO — Mercury Records is pushing hard on David Carroll's "Percussion Orientale," the disk which highlights the label's November shipment. This is Carroll's second LP in Mercury's new Perfect Presence Sound series.

All 10 packages in the November shipment are released in stereo and monaural. In time for the Christmas market is a Patti Page album, "Just a Closer Walk With Thee."

Other Releases

Others are a new Ernestine Anderson LP, "Moanin'"; "Twilight Time," with Eddie Barclay and featuring arrangements by Quincy Jones; "It's Easy to Dance With Florian ZaBach"; "A Swingin' Dance Date," with the Peter Palmer orchestra, and "Come Rock With Me," with Johnny Preston.

Three new entries in the Living Presence classical series are "Brahms Symphony No. 1," with Antal Dorati and the London Symphony; "Suppe Overtures," Detroit Symphony led by Paul Paray, and "Marches for Orchestra," with Frederick Fennell and the Eastman-Rochester Pops orchestra.

The Mercury "10 Plus 1" sales plan, which went into effect November 15, will cover these releases and will be in operation thru January 1.

WB INKS DEAL WITH VALIANT

HOLLYWOOD — Warner Bros. Records will distribute the product for other labels, provided WB retains foreign distribution rights. The first such deal in Warners' history was concluded last week when it acquired distribution of Valiant Records' "Angel on My Shoulder," which has shown promise in the West Coast area. The distribution arrangement was concluded with Warners' President Jim Conkling, and Valiant's Al Sherman.

A. Fisher, U. S. Copyr't Exec, Dies

WASHINGTON — The world of copyright lost a crucial figure with the death of Arthur Fisher, U. S. Register of Copyrights, whose death was announced by the Library of Congress last week. Fisher, who died of leukemia November 12, at the age of 66, was a staunch fighter for juke box performance royalties for songwriters in the U. S. internationally. He was a determined worker for protection of the so-called "neighboring rights" of phonograph records

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Distrib Action in Making to Check One-Stop Inroads

Direct Dealers Sales, Freebies Juggling Incite Counter Moves

By BOB ROLONTZ

NEW YORK—After many years of grumbling, distributors, both indie and major label firms—appear to be taking steps to safeguard their accounts from one-stops who sell direct to stores. And in a way, some of these stops are being taken with the aid, or the support of, a number of manufacturers. The moves being made by distributors are not an effort to force the one-stops out of business but to try to keep the one-stops within their

original area: that of servicing juke box operators.

As most of the business knows, distribs looked at one-stops with a wary eye when they first started back in the late '40's and early '50's. They accepted them, and even aided them, when the one-stops confined their business to operators. Altho it will probably never be known whether the one-stops or the distributor initiated the freebie system (300 records free for every 1,000 purchased, etc.) it is known that few distributors were

shy of putting the bee on their manufacturers for freebies for local one-stops on push records, feeling these free disks would help the one-stop get ops to put the records on the boxes, thus aiding the hit potential. Some distribs in fact started their own one-stop operations to service ops.

It was when one-stops started to sell directly to stores that distribs were miffed. Firstly, they felt that dealers belonged to them, and secondly, they felt that since they had helped the one-stops grow they had no right to take business away from them. As one-stops expanded the practice of soliciting dealer accounts, even to the point where some one-stops openly sent salesmen to stores to solicit business, the grumbles grew on the part of distribs.

Icing on Cake

What really put the icing on the cake, however, was the practice of a few one-stops openly soliciting business from dealers who were on c.o.d account as far as most of the local distribs in a specific town were concerned. This meant that even after a distrib took a dealer off open account for not paying

(Continued on page 6)

Report Zenith Off T-Cartridge Plans

By SAM CHASE

NEW YORK — Zenith Radio, which was the first licensee scheduled to manufacture players for the new Minnesota Mining tape cartridge system, was reported this week to have dropped out of the picture. Altho no official comment could be obtained from either party, the reason is said to be the recent purchase by 3M of the Revere - Wollensak manufacturing facilities.

Zenith is understood to feel that by 3M producing tape cartridge players in its own newly acquired facilities, it would be placing itself in competition with Zenith, and any other licensees, and as a result Zenith has bowed out.

It's believed, however, that several other organizations still are in-

terested in either manufacturing units or selling them once they are in production. The phonograph division of Columbia definitely is committed to such participation. Whether the decks will be purchased from 3M's manufacturing subsidiaries and marketed under various trade names, or will actually be manufactured by additional licensees has not yet been clarified.

Meanwhile, the considerable dealer interest in the product now rests chiefly in learning when it will become a commercial reality. Altho no official information could be derived, educated guesses by traders are that 3M will manage to have them on dealer's shelves in time for the Christmas selling season of 1961.

The 3M tape cartridge's several unique features have caused many dealers to feel that it can bring mass market interest to tape. These include the non-threading feature of cartridge play, plus the economy of 1 7/8 ips speed, which makes tape competitive with disk, and the automatic change feature in which five cartridges can be stacked for play in sequence thus providing about five hours of music without change.

Finley Named Tops Veepee

HOLLYWOOD — Larry Finley was elected veepee in charge of operations for Tops Records. In this capacity, Finley will serve as exec assistant to label prexy Bob Blythe, and will be in charge of product creation, artist and repertoire, advertising, and public relations.

Finley told The Billboard one of his chief objects on the a.&r. side of the operations will be to attract established names to the label as part of a projected program to invade the full-price line field (\$4.98 and \$5.98). Thus, Tops and its subsids will release LP's ranging in price from 99 cents to \$5.98.

Cap. Extends 1-for-10 Plan

HOLLYWOOD — Favorable dealer reaction to Capitol's 1-for-10 offer on its "Molly Brown" and "Tenderloin" original Broadway cast albums has prompted the label to extend the plan to cover 11 show packages. Dealers receive one free LP for each 10 they purchase. Program will be in effect from November 28 thru December 24.

Dealers qualifying for the one free album for every 10 purchased must order a minimum of 30 LP's (in any combination) of the following: "Molly Brown," "Tenderloin," "Fiorello," "Music Man," movie sound tracks of "Oklahoma!" "Carousel," "King and I," "High Society," "Pal Joey," "Can-Can," and "Bells Are Ringing."

Heebner to Post

HOLLYWOOD — Walt Heebner was named head of the National Academy of Recording Arts and Sciences Los Angeles chapter's scholarship committee. Chapter Prexy Sonny Burke made the appointment after the local board of governors voted in favor of NARAS granting music scholarships to deserving young talent.

UA Moves to Expand Foreign Operations

NEW YORK — United Artists Records is expanding its foreign operations—in line with a "marked increase" in its overseas market sales—and has appointed Sidney Shemel, the label's legal counsel, as foreign operations director. UA staffer Steve Morris, who reports to Shemel, will act as liaison here between home office and the foreign reps.

Dave Picker, UA's executive veepee, returned last week to New York from Europe where he conferred on plans to set up a series of overseas meetings between UA officials and its foreign distributors early next year. It is the first time

UA has scheduled such meets on a concentrated basis.

UA now has a world-wide distribution network, with the completion of distribution arrangements inked recently to cover Venezuela, Argentina and Chili. UA veepee-general manager Art Talmadge reports the label has 28 foreign reps, covering South America, all of Europe, Japan, Mexico, Philippines, South Africa, Iran, Iraq, Australia and New Zealand.

Top-selling UA singles in the world-wide market are Don Costa's "Never on Sunday," two Ferrante and Teicher disks—"Theme From 'The Apartment,'" and "Exodus"—and several Marv Johnson platters.

Salstone Eyes Cleveland \$\$

CHICAGO—Milt Salstone, boss of MS dist. here, generally conceded to be top grosser among indie distributors over the past five years, will throw his sales and promotional weight into the competitive Cleveland market starting December 19.

Phil Skaff confirmed an exclusive Billboard report six months ago when he said that MS Dist. will be quartered at 725 W. St. Clair in Cleveland, with Jack Bratel, former Roulette regional representative and veteran of the Cleveland record business, as manager. While Skaff, who will co-ordinate the operation, would not divulge particular labels which the Salstone branch will distribute thru the Cleveland area, it's known that Salstone enjoys a fine repute with his manufacturers and his entry is expected to generate steam in that territory.

Indie distributors now working Cleveland include: Trans-American, owned by Marv Browdy; Concord and Benart (Art Freeman); Cosnat and Duncan Dist. (Shelly Haims), and Whirling Disk (Mel Herman). The Cleveland branch marks Salstone's first expansion territorially since he started in business in 1946.

RAY CHARLES HITS STRIDE ON 'HOT 100'

NEW YORK—Ray Charles is something of a disk star phenomenon this week with four different sides—all standards—on the "Hot 100" chart on two different labels.

Charles' ABC-Paramount (his current label) platter, "Georgia on My Mind" is No. 10 (dropping down from No. 5); and the flip side, "Ruby," is No. 61. The artist's new Atlantic waxing, "Hard Hearted Hannah," is in the No. 66 slot, and the flip, "Come Rain or Come Shine," is No. 95.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Dealer Club Builds LP Buyers Interest

ORANGE, N. J.—Organization of an LP Record Club by Music Mart, Inc., is helping to stir up buying interest among a varied clientele.

Membership is restricted to the discretion of Albert C. Wohl, owner. He marks down the name and address of store purchasers whom he discerns as repeat buyers, not transients. These names are registered alphabetically in his ledger and the new member given a yellow membership card on the edge of which is five numerals, from one to five.

Whenever an LP is purchased, the number is punched off on the card and when the fifth buy is made the customer is entitled to a sixth record free.

Another advantage is that the several thousand members are sent the store's mimeographed flyer which picks out the cream of the current hot numbers. They are also mailed current manufacturers' literature as it come in. Mr. Wohl registers members according to their preferences, long haired or popular music, and only sends them advertising material in which they might be interested.

The store also advises members that it sells at full list price with no discounts of any kind, says it is the only one in the area which carries out this policy.

U. S. Rank Bows Holiday Album Deal

NEW YORK—Rank Records of America has kicked off a "Christmas Bonus Album Plan," which will remain in effect until December 31, according to album sales director, Dewey Bergman Jr.

Featured in the program is an extra bonus of 15 per cent in merchandise, a 10 per cent return on all purchases (plus the regular 100 per cent exchange privilege on the other 90 per cent) and a 60-to-90-day dating plan with first payment due in January. Three new albums are included in the plan. These are Jack Scott's "The Spirit Moves Me," "Bongola," by Preston Epps, and a Dixie package by Clyde McCoy.

A heavy consumer and trade promotion and ad program is promised to back the plan, including integrated point of sale material. The theme "Gift Albums" is repeated in all point of purchase material.

BUMPER BID FOR BEETHOVEN

WASHINGTON—A long-hair music station here, Station WGMS, is putting on a real swinging campaign to publicize Beethoven's birthday. The station has issued bumper stickers for cars, with electric-red lettering proclaiming "Happy Birthday, Beethoven—WGMS."

Some 10,000 of the stickers are going into area circulation. By way of further promotion, the good music station broadcasts daily reminders in verse, of which this is a sample:

"A good music lover must always remember
That Beethoven was born
The 16th of December
Twenty-four more days
there are
To get that bumper
sticker on your car."



Music Mart

Members' attention is also directed to the many prize-winning window displays. Mr. Wohl recently was awarded a wrist-watch by RCA for his window tie-in with a watch manufacturer; has been awarded first prize in the Victor competition for his foreign travel poster window, and has been similarly honored by Columbia.

Hazlewood, L. Sill Drop Duane Eddy

HOLLYWOOD—Two-year production association between guitarist Duane Eddy and the Lester Sill-Lee Hazlewood team is at an end. During the past two years, the Sill-Hazlewood team produced Eddy's disks for release by Jamie Records. During that period, Eddy's Jamie disks enjoyed 14 singles on the charts, plus several EP's and LP's. Guitarist was first produced by the West Coast producing duo and his Jamie deal, according to Hazlewood, was made initially by the pair.

Sill-Hazlewood received producer's royalties on all the Eddy disks. According to Eddy's new arrangement with Jamie, the producing pair no longer will be paid for its services, hence termination of the production association.

Hazlewood said he and his partner, Lester Sill, have signed a new guitarist and they are currently preparing material for recording with disks to be set with another label for distribution. Sill and Hazlewood own the Trey label which is distributed by Atlantic. Hazlewood refused to divulge identity of the team's new guitar find, nor the label which handles his disks.

No Pruning of Artist Vines for Atlantic

NEW YORK—Altho many labels are pruning down their artist rosters, Atlantic Records has signed 10 new disk acts during the past few weeks.

The line-up includes Diahann Carroll, the Iseley Brothers, Jimmy Ricks, Ben E. King, Solomon Burke, Bobby Scott, Lurlean Hunter, Jean Duchon, Carla Thomas, and the writers Jerry Lieber and Mike Stoller.

King, formerly lead singer with the Drifters, is making a solo bid on wax. His first disk ("First Taste of Love" backed by "Spanish Harlem") will be released this week. Jimmy Ricks' (formerly lead warbler with the Ravens) first release will be a duet with La Vern Baker. Miss Hunter's first Atlantic LP, "Blue and Sentimental," will be released early next month, while Diahann Carroll's initial LP, for the label, "Fun Life," will be scheduled for release in a few weeks.

Bobby Scott's first Atlantic album will feature an expanded version of his original background mu-

NEWS REVIEW

Carlton's New 'Hear How' Line

NEW YORK—A new, informative line of instruction LP's was introduced by Carlton Records this past week. Six titles make up the initial release and subject matter ranges from sports and hobbies to physical fitness and dining.

The series, slated to sell at \$1.98, has been labeled "Hear How" and each eye-catching package has that legend prominently displayed. Leading experts in the respective fields covered have assembled the information and discuss their subject in an easily understood manner. The series is the brain child of, and has been produced by, Dick Kleiner, syndicated TV and record columnist of the National Enterprise Association (NEA).

Included in the original release is "Hear How to Play Winning Bridge," a basic course in bridge fundamentals which will be valuable to the experienced player as well as the novice. This LP is by card authority Oswald Jacoby.

In the sports field there are invaluable tips on bowling, by ABC champ Billy (G) Golembiewski, and golf, by 1959 PGA champ Bob Rosburg.

In the personal improvement area a set called "Hear How to Stay Fit All Day" by Barton Horvath, publisher of Muscle Sculpture magazine, outlines simple rules for physical fitness for the individual. Then, too, there's a set which teaches touch typing by Dorothy Haydon, head of the commercial department of New York's George Washington High School. The "Hear How" series is rounded out with an LP prepared by Gaynor and Dorothy Maddox, prominent food columnists, which tells how to plan the perfect dinner party. Not only recipes are included, but information about place settings and serving.

The "Hear How" series will not only be marketed thru Carlton's regular outlets, but will be placed in chain and department stores, sporting goods stores, bowling alleys, etc. The firm is also offering a stand-up browser box which goes along with an order of 36 disks—six of each title.

If the new line proves successful, succeeding numbers of current titles and a wider variety of topics can be expected.

Jack Maher.

FINAL WEEKS OF YEAR BRING BEST DISK SALES

NEW YORK—The next four weeks, starting December 1, should be the most important four weeks of the year for every record dealer. Over the past two years, according to figures from The Billboard Research Department, more business was done by retail record shops in the last four weeks of the year than in any other four-week stretch.

In 1958, a total of 12 per cent of the dollar volume of all records sold in stores for the year were purchased in the last four weeks of December. This amounted to \$12.3 million, at manufacturers' list. In 1959, it came to \$33.1 million, or 14 per cent. LP's show an even greater spurt in December of 1958 and 1959. In 1958, 13.4 per cent of all LP units were sold in December, or 3.9 million. In 1959, 16.1 per cent of all LP's moved across dealers' counters in December for a total of 6.1 million LP's.

The projected figures for this December's business indicate that the last four weeks of 1960 should top 1959. Estimates are that 14.3 per cent of the year's dollar volume will be racked up in December in retail shops. This would come to \$45.3 million at manufacturers' list. And if there is a big Christmas hit, this figure could go even higher. On LP's, estimates are that dealers will move 9.5 million units, or 17.3 per cent of all LP's sold during the year. Coming after traditional weak November business, a strong December should make dealers smile again.



Cross Predicts Closer World Music Tie-Up

NEW YORK—Increasingly closer co-ordination among record companies, publishers and artists to facilitate world-wide distribution of disks is foreseen by G. E. Cross, president of Pathe-Marconi, French record company. Cross, who has been in this country several weeks in order to study American merchandising techniques, returned to Paris late last week. But prior to leaving he prognosticated that tighter co-operation on an international level among the various segments of the music business would be necessary if the public—the consumer—is to receive the best possible product.

More and more, Cross stated, a copyright—and a record—may be regarded as international commodities. Therefore, he said: "The need is for real, rather than piecemeal, co-operation." International co-ordination is the secret of EMI's success, Cross stated, pointing out that EMI now has its own companies in 23 countries.

There are about 4,000 dealers in France, Cross pointed out. Of these, 1,700 are enrolling members for Pathe-Marconi's record club. Implicit in the operation of the club is considerable dealer protection. For instance, repertoire available in the club is standard Pathe-Marconi repertoire, but the dealer gets the product first. There is a

delay of between six months and one year before the product can go to the club. Therefore, the dealer has the opportunity to merchandise the repertoire first. The club now has 35,000 members, 46 per cent of whom are classical buyers.

While loathe to spell out all of his plans at this point, Cross indicated that new methods of record merchandising will come to France. Thus far, he stated, exposure facilities on radio and TV are limited, and merchandising policies have been generally conservative; but there's no doubt, he feels, that new markets can be created via progress in merchandising and in packaging. This applies not only to France, but to Europe generally.

During the past year, Pathe-Marconi has become increasingly American-minded in merchandising, and has increased its sales. Tie-in deals with products other than records are being used more often.

Capitol, M-G-M and many indie labels are represented by Pathe-Marconi in France, and Pathe-Marconi has 40 per cent of the French record market.

WLSV PLAYS R.&R. DIRGE, BURIES WAX

WELLSVILLE, N. Y.—Altho rock 'n' roll continues to dominate The Billboard's "Hot 100," and disk business in general, Station WLSV here considers it a "dead" issue.

The outlet literally buried its entire collection of rock 'n' roll records last week. A horse-drawn hearse of Civil War vintage was used to cart the r.&r. wax load from the station to its "grave."

The stunt was the outcome of a promotion, whereby WLSV featured nothing but rock 'n' roll disks one day, and "good music" the following day. The cards were somewhat stacked, in that "imported announcers" acted as deejays for the r.&r. disks, while WLSV's regular disk jockey staff brought on the "good music." At any rate, station manager R. H. Elliot reports "good music" took the vote three to one.

'Ben-Hur' Big For Big 3

NEW YORK—The Big Three Music Corporation has been getting strong action on its choral arrangements of themes from the score of Miklas Roza's music for "Ben-Hur," which is now in its second year of performance thruout the country. The three compositions are "The Christ Theme" (Alleluia), "Adoration of the Magi" and "Star of Bethlehem." The demand from school choral groups for these editions has been heavy enough for two printings in three months of publication.

The Big Three has just released a concert band arrangement of "Parade of Charioteers" from the score. This is being performed at the Midwest National Band Clinic December 17 by the All-American Directors Band under Arthur Fiedler. The Big Three is preparing a "Ben-Hur" publication for brass choir, string orchestra and concert orchestra.

sic for the legit dramatic hit "A Taste of Honey." Lieber and Stoller, formerly artist and repertoire men for Atlantic's subsidiary label, Atco, have formed an ork (using a number of Basie sidemen) and recorded an album tagged "Yakety Yak," featuring big band-type arrangements of original tunes. Miss Thomas' first single, "Gee Whiz," was released earlier this month.

Atlantic currently has four records on The Billboard's "Hot 100" chart. The Drifters' "Save the Last Dance for Me" (No. 1 on the rhythm and blues chart last week) is No. 14 on the "Hot 100" this week. La Vern Baker's "Bumble Bee" is No. 93. Ray Charles' "Come Rain or Come Shine" is No. 95 and Bobby Darin's "Artificial Flowers" (on Atco) is No. 38.

Altho Charles moved over to the ABC-Paramount label some months ago, Atlantic is cashing in on his new-found strength on the pop chart, via sides he sliced before he left the label.

A NEW "RUDOLPH" CAPTURES NATION



AS RECORDED BY **THE MELODEERS**
ON STUDIO #9908

RELEASED THROUGH 20TH-FOX CORP.

"Look what they did to my song!"
—JOHNNY MARKS

WRITER & PUBLISHER

AND ALL OVER AMERICA EVERYBODY'S SAYING, 'IT'S GREAT'

THE NEW Rudolph The Red-Nosed Reindeer

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

20th FOX

And here's the amazing part—it's the only Christmas record played on the air before holiday programming

GERMAN Newsnotes:

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk, Munich

Radio Bremen features a "Dixieland Jubilee" on the evenings of December 8 and 22. Guest stars will be Armand Gordon and his Ragtime Jazzband from Paris, the Two Beat Stompers from Frankfurt, and the Spree City Stompers from Berlin. . . . Ivo ("Morgen") Robic stars in two pix in his homeland Yugoslavia. . . . Germany's GEMA received \$100,000 from ASCAP and BMI and paid \$700,000 to them during 1959 for royalties.

Munich's trumpet star "Roy" Etzel recorded two German hits for the Jupiter label: "Jenny" by Udo Jurgens, and "Apachen Blues" by Ralph Maria Siegel. . . . U. S. label Colpix is now on the market in Germany, Austria, and Switzerland via the Sonet label. The first LP is the sound track from "Song Without End." . . . Munich vocal group Isarspatzen toured East Germany. . . . Russian pianist Emil Gilels tours West Germany. Concerts are scheduled in Munich, Frankfurt, Stuttgart, Hamburg and Cologne. . . . Singing star Gina Dobra from Bulgaria stars in new German musical film "Schon Ist Die Liebe Am Konigssee" to be shot in GI recreation center Konigssee in the Bavarian Alps.

Swiss music publishers Jane & Anton Peterer and Renato Bui formed a new accordion group, under contract already to the Polydor label. . . . Munich composer Josef Niessen has three new hits

coming up in the charts: "Das Kann Sich Alles Noch Andern" and "Cowboy, Nimm Deinen Hut Vom Kopf," both sung by Ilse Werner, and "Blacky and Johnny," sung by Jan & Kjeld. All three are on the Ariola label. . . . Thirteen hundred teen-agers visited Mal Sandok's Record Hop in Munich. Guest star was Rainer Bertram. . . . British born, now German singing star Maureen Rene tours Switzerland. . . . Lale Andersen's Electrola disk of "Never on Sunday" reached the 300,000 mark.

RCA issued another "Gold Standard Series" EP with Maurice Chevalier featuring "Louise," "Mimi," "Valentine," and "Walkin' My Baby Back Home." . . . The Swe-Danes; Alice Babs, Svend Asmussen, and Ulrik Neumann by name, on the Warner Bros. label with an LP "The Utterly Fantastic Swe-Danes" and these titles: "Scandinavian Shuffle," "Hot Toddy," "You're Driving Me Crazy," "Swe-Dane Symphony" and "After You've Gone," among others.

The Bavarian radio station features Richard Rodgers this week in a series "The Musical." Dr. Marcel Prawy's production covers the musicals "Oklahoma," "Carousel," "South Pacific," "The King and I," "Flower Drum Song," "Cinderella" and "The Sound of Music." The recorded program brings the voices of Julie Andrews, Ella Fitzgerald, Gertrude Lawrence, and Mary Martin, among others. . . . Laurie London will star in a German musical film and play a leading role in a Swiss TV production, "Show Boat."

HOLLAND Newsnotes

By FRITS VERSTEEG

Fonorama, P. O. Box 26, Amersfoort

The personal appearance of Judy Garland here on December 10 is getting much publicity in newspapers and magazines thanks to a heavy advance campaign by Dutch manager Lou van Rees and the Capitol department of Bovema. One of the radio stations will present the show live,

Best-Selling Pop Records in HOLLAND

Week ending November 25, 1960
(Courtesy Foon-Plateau, Amersfoort)

Last Week	This Week	Title	Artist
2	1	ROMONA	The Blue Diamonds (Decca)
6	2	NEVER ON SUNDAY	Melina Mercouri (London)
1	3	O SOLE MIO (IT'S NOW OR NEVER)	Elvis Presley (RCA)
3	4	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis (M-G-M)
3	5	WIR WOLLEN NIEMALS AUS EINANDER GEHEN	Heidi Bruhl (Philips)
7	6	HE'LL HAVE TO GO	Jim Reeves (RCA)
4	7	BARCELONA	De Wilmars (Fontana)
—	8	MY GIRL JOSEPHINE	Fats Domino (Imperial)
—	9	LUCILLE	The Everly Brothers (Warner Bros.)
13	10	ONLY THE LONELY	Roy Orbison (London)
—	11	APACHE	The Shadows (Columbia)
24	12	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland (London)
14	13	TELEPHONE BABY	Johnny Otis (Capitol)
17	14	MARIJKE	Peter's Rockets (Decca)
9	15	PLEASE HELP ME I'M FALLING	Hank Locklin (RCA)
10	16	I'M SORRY	Brenda Lee (Brunswick)
—	17	MIDI MIDINETTE	Conny (H.M.V.)
—	18	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Jan & Kjeld (CNR)
—	19	PAPIEREN ROZEN	Carla van Rensse (CNR)
—	20	ROCKIN' BILLY	Johnny Preston (Mercury)

and will sign off some two hours later than usual. A special permit of the government will be necessary to accomplish this. The only other time this happened previously was on the occasion of a Louis Armstrong night-concert.

CHRISTMAS ON RECORDS: For about 10 years top-selling Christmas items on EP and LP were recordings of the Mastreechter Staar, a male choir of 200 voices. This season Philips has eight singles, five EP's and four LP's of this choir in its program. The Capitol recording for international release, "Christmas in Holland," is gaining more popularity each year. It contains one of the few Dutch versions of "White Christmas." Besides the Dutch songs, German Christmas songs are doing fine here. "Singende Klingende Weihnachtszeit" of H. M. V. has already sold thousands of copies. Popular songs do not get much attention with exception of "White Christmas" and "Mary's Boy Child." Record retailers do expect wonderful business with a brand new recording of the Blue Diamonds, who recorded "Silent Night, Holy Night," "Winter Wonderland," "White Christmas" and "Mary's Boy Child" for the Decca label. For about three months the Blue Diamonds' recording of "Ramona" has been a top-seller over here. The record will be internationally released by Decca, London. The Bing Crosby version of "White Christmas" is still on the No. 1 spot but certainly will meet a heavy competition by Blue Diamonds, Connie Francis, Pat Boone and Elvis Presley recordings of it. Harry Belafonte's RCA recording of "Mary's Boy Child" gets more buyers each year.

GENERAL TREND: German records are more in demand: Conny's "Midi-Midinette," Lolita's "Seemann, Diene Heimat Ist Das Meer" and Freddy's "Weit Ist Der Weg" are a few examples.

Best-Selling Pop Records in ITALY

Week ending November 25, 1960
(Courtesy Musica e Dischi, Milan)

Last Week	This Week	Title	Artist
1	1	IL CIELO IN UNA STANZA	Mina (Italdisc)
2	2	IT'S NOW OR NEVER	Elvis Presley (RCA)
3	3	LES ENFANTS DU PIREE	Dalida (Barclay)
5	4	SE CI SEI	Umberto Bindi (Ricordi)
7	5	NOTTE DI LUNA CALANTE	Domenico Modugno (Fonit)
6	6	NESSUNO AL MONDO	Peppino Di Carpi (Carisch)
4	7	IL NOSTRO CONCERTO	Umberto Bindi (Ricordi)
8	8	MILORD	Edith Piaf (Columbia)
12	9	YOU MEAN EVERYTHING TO ME/RUN, SAMSON, RUN	Neil Sedaka (RCA)
11	10	PITAGORA	Adriano Celentano (Jolly)
9	11	IL BARATTOLO	Gianni Meccia (RCA Camden)
16	12	LIEBELEI	Rolf Bauer (Voce del Padrone)
14	13	IMPAZZIVO PER TE	Adriano Celentano (Jolly)
15	14	TILL/PERSONALITA'	Caterina Valente (Decca)
13	15	BANJO BOY	Dorothy Collins (Top Rank)
10	16	HELLO, YOUNG LOVERS	Paul Anka (Columbia)
17	17	MULE-SKINNER BLUES	Fendermen (Top Rank)
18	18	GABBIE	Eddie Calvert (Columbia)
—	19	LOOK FOR A STAR	Garry Mills (Top Rank)
19	20	APACHE	Shadows (Columbia)

Wood Leads Dot Push in Key Marts

HOLLYWOOD — Dot Prexy Randy Wood heads a group of the label's reps in a whirlwind sales promoting tour of key markets. Wood, accompanied by Marketing Director George Urey, will hit nine cities in nine days, covering New York, Boston, Detroit, Chicago, St. Louis, Minneapolis, Philadelphia, Cleveland and Newark, N. J. Webber Parrish will contact Dot's branches in Miami, Atlanta, Nashville, Memphis, New Orleans, Dal-

Best Selling Pop Records in BRITAIN

Week ending November 25, 1960
(Courtesy New Musical Express, London)

Last Week	This Week	Title	Artist
1	1	IT'S NOW OR NEVER	Elvis Presley (RCA)
7	2	SAVE THE LAST DANCE FOR ME	Drifters (London)
8	3	GOODNESS GRACIOUS ME	Peter Sellers and Sophia Loren (Parlophone)
2	4	AS LONG AS HE NEEDS ME	Shirley Bassey (Columbia)
5	5	ROCKING GOOSE	Johnny and the Hurricanes (London)
4	6	MY HEART HAS A MIND OF ITS OWN	Connie Francis (M-G-M)
3	7	DREAMIN'	Johnny Burnette (London)
9	8	MAN OF MYSTERY	Shadows (Columbia)
—	9	OL' MAC DONALD	Frank Sinatra (Capitol)
19	10	LITTLE DONKEY	Nina and Frederik (Columbia)
15	11	THE STRANGER	Shadows (Columbia)
6	12	ONLY THE LONELY	Roy Orbison (London)
11	13	MY LOVE FOR YOU	Johnny Mathis (Fontana)
13	14	KOMMOTION	Duane Eddy (London)
10	15	LET'S THINK ABOUT LIVIN'	Bob Luman (Warner Bros.)
—	16	LIVELY	Lonnie Donegan (Pye)
—	16	STRAWBERRY FAIR	Anthony Newley (Decca)
16	18	MILORD	Edith Piaf (Columbia)
12	19	MACDONALD'S CAVE	Pitdown Men (Capitol)
14	20	MR. CUSTER	Charlie Drake (Parlophone)
18	21	JUST AS MUCH AS EVER	Nat Cole (Capitol)
21	22	BLUE ANGEL	Roy Orbison (London)
—	23	POETRY IN MOTION	Johnny Tillotson (London)
—	24	LONELY PUP	Adam Faith (Parlophone)
—	25	EVEN MORE PARTY POPS	Russ Conway (Columbia)
24	26	SO SAD	Everly Brothers (Warner Bros.)
—	27	PERFIDIA	Ventures (London)
27	27	MILORD	Frankie Vaughan (Philips)
29	29	SORRY ROBBIE	Bert Weedon (Top Rank)
—	29	DON'T BE CRUEL	Bill Black's Combo (London)

ITALIAN Newsnotes

By SAM'L STEINMAN
Piazza San Anselmo 1, Rome

November 26 was the final date for submission of songs to the San Remo selection committee. Choices will be made after the committee begins on December 1. It has now been decided that the final evening when the ultimate winners under the new system will be made public will be on Saturday, February 4. Among other activities the sponsors are trying to induce Sophia Loren to be one of the participating artists. In recent years Miss Loren has cut several sides which have had a good popular response. One artist who will not be present either as a singer or composer is Domenico Modugno, who is regarded as the man who "made" the San Remo Festival.

Another San Remo event which will be bigger than ever this year will be the Sixth Jazz Festival, March 3, 4 and 5, which will include showings of two films, "The Gene Krupa Story" and "Satchmo the Great." . . . RAI, Italian radio-TV, has dropped "Old Maid Cha Cha" from its approved list, and, as a result the Maria Monti RCA-Italiana recording of the Giorgio

las, Houston and Oklahoma City. Bob Greeson will cover Pittsburgh, Buffalo, Baltimore, Washington, Richmond, Charlotte and Cincinnati. Donn Sanders similarly will contact markets in 11 Western States, including San Diego, San Francisco, Seattle, Portland, Phoenix, Denver, among others.

Wood and his aids will hold sales meetings with distributors, meet with key dealers and jockeys in the all-out pre-Christmas drive to push Dot's product. Group will hit the road this week (28) for its series of sales promoting meetings.

Gaber song is booming to new sales heights. . . . Anita Traversi, Swiss-Italian singer, has recovered from a delicate throat operation and has begun a tour of Israel. . . . Juliette Greco's return to the singing stage brought her five sellout performances in her debut in Rome.

Gorni Kramer will encore his "Happy Vacation" TV programs with a new series, "Winter Garden," which will begin in January immediately after the end of "Canzonissima." In this latter event, Renato Rascel's "Romantica" continues to run away with the present-day song competition. The San Remo winner now has 152,942 against runnerup "Serenade to Margellina," the Naples winner, with 79,597. In the songs of yesterday field, "Farewell Dreams of Glory" leads with 65,887 to 63,499 for "Like the Roses." . . . Piero Umiliani has been invited by Frank Capra to come to Hollywood to score "A Bundle of Miracles." . . . Another bound for Hollywood is musical comedy star Delia Scala, who will be in the next Jerry Lewis comedy.

Aurelio Fierro, hit of the recent Italian song festival in New York, was injured in the leg by a friend's shotgun during a recent hunting expedition in northern Italy. . . . Italian songwriters are looking longingly at the \$40,000 prize which will go to a French composer whose song is chosen as the theme of this year's Nice Carnival. . . . The "duck" who sings with Miranda Martino in "Te Quiero, Qua, Qua" will do an encore recording for RCA Italiana with her for the Christmas trade. . . . The Paul Anka hit song, "Summer's Gone," has been translated into Italian as "Where Are You?" Graz lots.

Distrib Action in Making

Continued from page 3

his bills, the dealer could turn to the one-stop to obtain his records, thus making the distrib ruling meaningless.

And to make it worse, distributors found that some one-stops were also having a good time with the freebies they did not give out to ops by returning them for credit. Since it is hard to tell whether the 1,000 to 2,000 records returned for credit were part of the 10,000 bought or the 3,000 given away free, some distributors found they were on the hook because of the practice of a few one-stops.

It is reported on reliable authority that a group of distributors "pulled the rug out" recently from under a one-stop who was supposedly doing many of the things noted above, such as soliciting delinquent dealer accounts, as well as returning masses of records for credit that were often suspected of being freebies originally. There have been demands on the part of some distributors to cut out freebies to one-stops and to stop offering them any special inducements beyond the normal terms of the trade.

M'frs Concerned

Record manufacturers who view the maintenance of a sound distributor organization as essential to their business have been concerned over the inroads some one-stops have made with dealers and the effect on their own distributors. In fact, recent actions taken by a few large firms may be partly motivated by their concern about their distributors.

Recently Capitol Records took the step of offering dealers 100 per cent exchange privilege on the first 10 records purchased of all new singles. Dot records at the same time sent shipments of two of its new releases directly to dealers on a 100 per cent guarantee

return basis. The main object of both of these moves was to stimulate single sales on the dealer level. But it is interesting that in the Capitol and Dot cases, if the dealers want to return the disks for exchange, they have to do it thru their Capitol or Dot distributor, thus bringing the dealer back to the distributor again which helps the distributor business. And there are increasing indications that other manufacturers are weighing actions to aid distributors in their sales promotions.

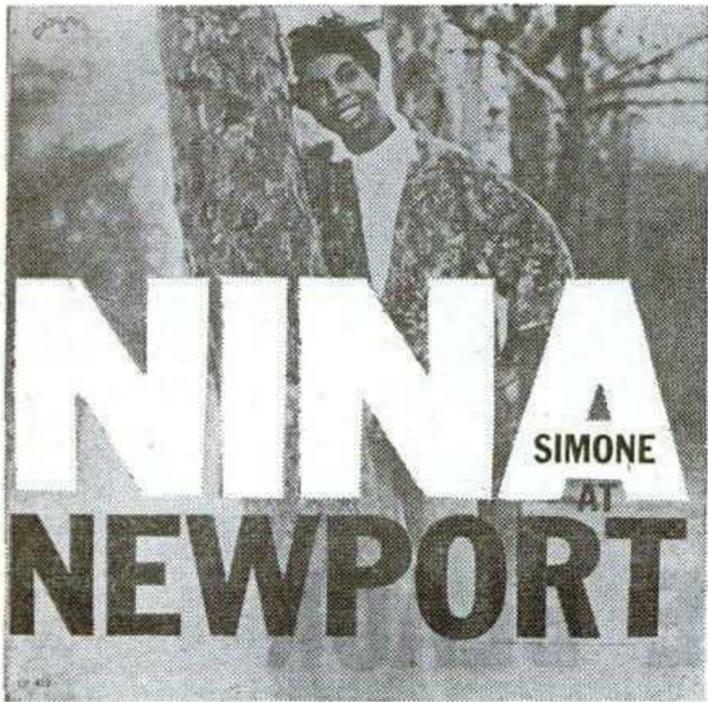
Seeco Plans

Continued from page 3

send them promptly to Seeco's New York warehouse where shipping will be effected at once, direct to the dealer. "All distributors who are being retained will be thoroughly protected," Siegal stated. "There will be no solicitation in their territories by any of our individual men. But in the territories where distributors are being discontinued, we are getting a mailing out to explain to all dealers our new sales methods. Our overriding consideration is to sell catalog and we feel this is one way of doing the proper job on that goal."

Earlier this year, in answer to a number of requests from individual consumers, Seeco had carried out a volume of business on a direct to consumer basis, when complaints were received that Seeco merchandise was not available.

It was also recalled by traders that Mercury, earlier this year, instituted a similar "manufacturer representative" or what has been called a "resident salesman" policy, in both Pittsburgh and Buffalo, with merchandise service effected out of Cleveland.



CP 412 (Monaural) SCP 412 (Stereo)



HOT SINGLE!
*OUT OF THE ALBUM-
 AND ONTO THE CHARTS...*

THE FABULOUS

NINA SIMONE

TROUBLE IN MIND

(Short version—2:05)

b/w COTTON EYED JOE CP 175

OTHER BEST SELLING ALBUMS



THE AMAZING NINA SIMONE
CP 407 (Monaural) SCP 407 (Stereo)



NINA AT TOWN HALL
CP 409 (Monaural) SCP 409 (Stereo)

Nina Simone Records Exclusively For



This One



NGQ9-58N-3J85

Copyrighted material

You'll Know **JEANNIE BLACK**

Is *Lonesome Tonight*

when she answers

"OH, HOW I MISS YOU TONIGHT"

c/w

"A Little Bit Lonely"

Record No. 4492



300 AT ARD DINNER; HONOR FRANCIS, ANKA

NEW YORK — A packed house of close to 300 dealers and industry figures turned out last Sunday evening (20) for the annual dinner, dance and show of the Association of Record Dealers of New York and New Jersey at the Park Sheraton Hotel here.

A feature of the affair was the installation of new officers for the Association. Sy Bondy, erstwhile prexy of the group, was re-elected to that post. In his acceptance remarks the dealer from lower Manhattan declared: "After some 57 years of the record business, we have achieved a lasting organization of dealers. Even tho we are competitors, we can still gather together to make toasts and constructive suggestions on how everybody's business can be improved.

"As we approach our third year, we must strive to maintain the close association we have developed between distributors and dealers which will make progress inevitable for all concerned. We are all part of the wonderful, fabulous entertainment business. As the music merchants of New York and New Jersey, we can be assured that matters of great import to our business will be dealt with thoroly

within the framework of our association."

A feature of the evening was the presentation of plaques as the outstanding female and male singers of the year to Connie Francis and Paul Anka respectively. Jonathan Winters, the recipient of an award of top comedian of the year, sent a wire of greeting and thanks to the organization from the West Coast, offering to meet with them anytime he is in New York. Sy Bondy also received a special plaque for the hard work he has put in on behalf of the association.

Present among the assemblage were Paul Sothard of Columbia Records Distributing, Al Hirsch of Malverne Distributors, Lou Fagin of All-Disk Distributors, and representatives of Alpha and ABC-Paramount as well as other disk figures. Among the entertainers were singer Alex Petrides, 12-year-old Yolanda White and a cavalcade of comedians including Sandy Fuller, Mort Ricky and Danny Davis.

New Look for UA Singles

NEW YORK — United Artists Records this week introduced a new full-color single sleeve, which will henceforth be used to package all single releases. The only exception is Ferrante and Teicher's new single "Exodus" (No. 62 on the "Hot 100" this week), which has its own custom designed sleeve.

The new UA sleeve features a black background with four-color miniature LP reproductions (featuring top UA LP's) on one side, and UA's new sound album series, Ultra Audio, on the other.

THEME FROM NOWHERE

PHILADELPHIA — Bernie Lowe of Cameo Records has issued a new dinking called "Theme From the Young Ones." When asked whether the "Young Ones" was a film, or a TV series, an exec at the firm stated that it wasn't from anything—but that the firm felt the title would help sell disks.

JAZZ JINGLES TO JUICE UP JAMS

NEW YORK—Jazz man Quincy Jones and his orchestra have signed to record a series of radio jingles for the Crosse and Blackwell food lines marking Jones' entry into the field of commercials.

An interesting aspect of the deal is that Jones was inked by Granville (Sascha) Burland, prexy of C-Hear Services. Burland proved that jazz can be commercial when he made a hip hit record a while back as one of the Nutty Squirrels.

AFM Tabs Jim Cook's Ork Best Dance Band

DETROIT—The American Federation of Musicians' "Best New Dance Band of 1960" is the Jimmy Cook crew. The band was chosen Tuesday (22) in this city in a national finals contest featuring five new bands from different parts of the country. Cook is from Denver, the same city that produced last year's AFM "Best New Dance Band" winner, Claude Gordon. The Cook ork, after performing on the "Saturday Prom" show over NBC-TV last Saturday, is set for a long stint at Las Vegas.

The Cook crew was formed about six months ago of musicians from Las Vegas who play in various night clubs there. Cook himself, who blows sax, and has

played with name orks, was playing at the Thunderbird in Las Vegas up to the time of winning the finals contest. It is expected that the Cook crew will get a recording pact with one of the larger diskeries as a result of the win, in addition to sharing in the distribution of \$30,000 worth of band instruments with the other finalists.

Runner-up bands to the Jimmy Cook ork were: Steve Laughery and his nine-piece ork from Moses Lake, Wash., in second place; Jimmy Wilkins' band from Detroit, in third place; the Jonny Nicolosi crew from Williamsport, Pa., and the Al Cobine band from Bloomington, Ind.

Eldo Records Set on LP's

HOLLYWOOD — Eldo Records is entering the package field. The seven-month-old label which has had several hit singles to its credit has approximately 18 albums in its hopper. Veepee Red Gilson is now on a 16-city tour of the label's distribs to inform them of the forthcoming product array.

The initial package release includes Vol. I & II of Slappy White's comedy fare. Also in the works is a Johnny Otis LP and "Image of a Girl," featuring the Safaris. Approximately five packages based on masters purchased by the label from the Dig and Bull lines will hit the market in time to bid for yule time sales. These will be on the jazz side of the disk fence.

MOVIE PRODUCERS:

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.

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

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

GIVE TO DAMON RUNYON CANCER FUND



IS RED HOT!

MAKING ALL CHARTS!
GOING ALL THE WAY!

Donny Brooks

"DOLL HOUSE"

and

"Round Robin"

#3028

BREAKING EVERYWHERE!
NEXT #1 RECORD!

Larry Verne

"MISTER LIVINGSTON"

#3034

GETTING READY
TO EXPLODE!

Dorsey Burnette

"THE RIVER and THE MOUNTAIN"

and

"THIS HOTEL"

#3033

BUBBLING

Ronnie Height
"NO DATE"

#3031

Donnie Bowser
"STONE HEART"

#3029

DEALERS... STOCK UP NOW With These 2 Smash Hits!

"MISTER LARRY VERNE" EL #104

"AT THE PLAYBOY CLUB TONIGHT"

Burns & Carlin EL #103



6425 Hollywood Blvd., Hollywood, Calif.

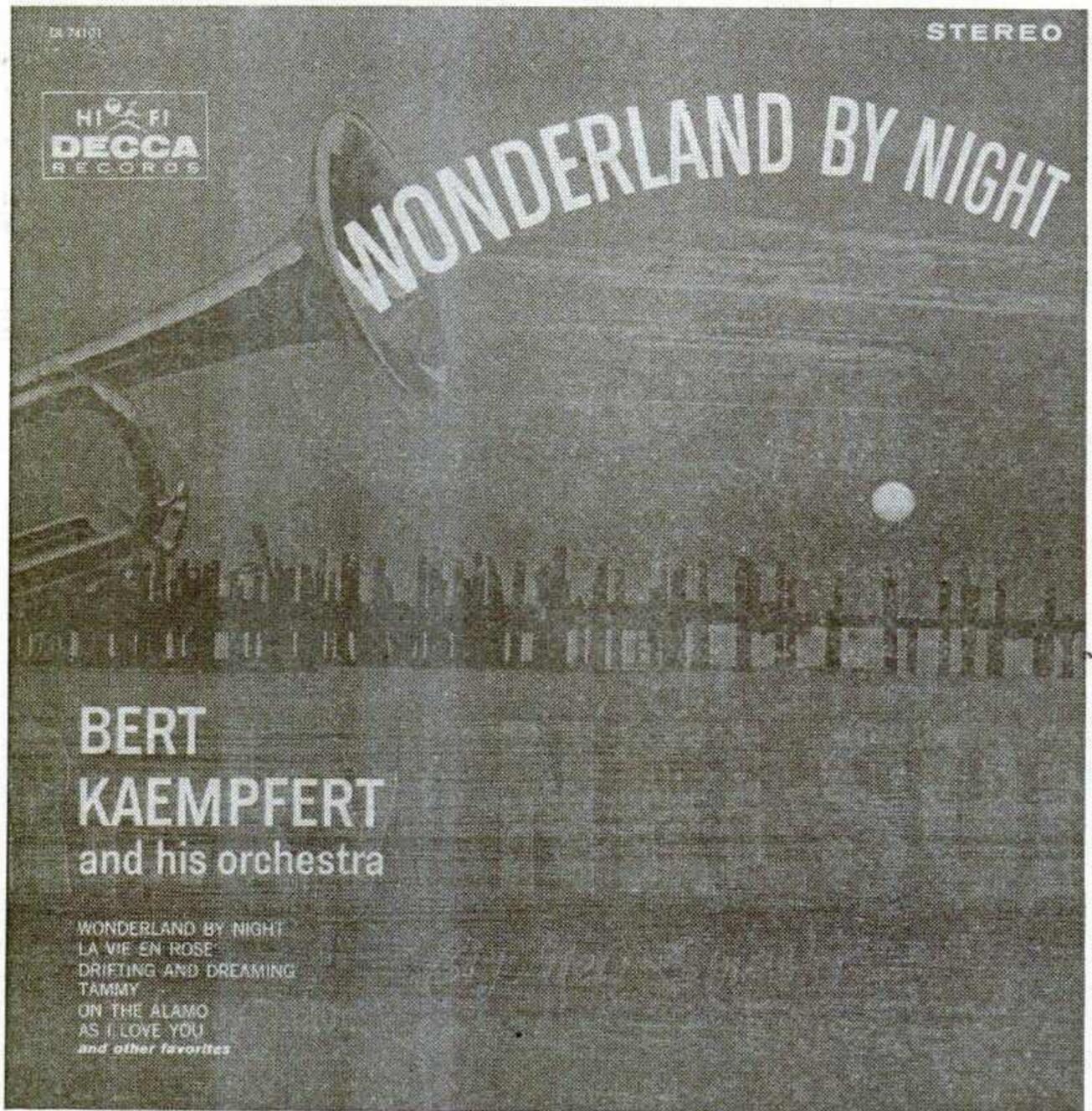
The **TOP RECORD** in the Country is on **DECCA!**

WONDERLAND BY NIGHT

The Original and Best-Selling Version by Bert Kaempfert

and NOW included in this **PROFIT-PACKED** Album!

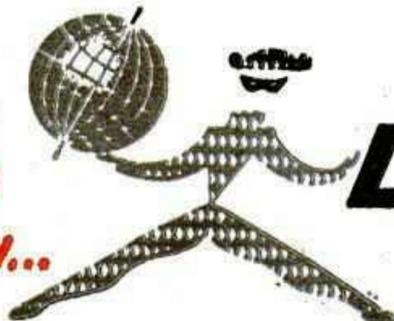
**Trumpet Solos
by
Charley Tabor**



DL 4101

DL 74101 (Stereo)

*a New
World
of Sound...*



DECCA[®]
Records

FTC Signs Decree of 3 Diskeries

WASHINGTON — The Federal Trade Commission signed consent orders with three record firms forbidding payola last week, and charged a fourth, Star-Crest Recording Company of Hollywood, with using false royalty claims to get fees from songwriters for recording their songs, and falsely implying that Jimmy Rodgers would do the vocal.

The three consent agreements, which do not constitute admission of guilt, were signed by General Distributing Company, Inc., of Baltimore; Triumph Records, Inc., of New York City, and Jay Kay Distributing Company, of Detroit, all of whom have promised to make no undercover payments to broadcast personnel to push records on the air.

The FTC's complaint against Star-Crest alleges that Stephen F. Singer, who conducts the business, gets songwriters to subsidize waxing of their songs, while he gets the profit. FTC says the sales are so limited that the songwriter can never recover their investments.

Contrary to Star-Crest advertising promises, FTC says the talent employed by Singer for recording accepted songs does not include "outstanding Hollywood singing stars," and his "Music of America Series" albums, in which the songs are recorded, do not contain current successful hits.

FTC says writers are misled by telegrams from Singer into signing contracts and paying a \$96.20 fee under the false impression that the well-known star, Jimmie Rodgers, is "scheduled on vocal." The test recording actually will be by Tony Rogers, who is "not as well known" as a recording artist, FTC adds matter-of-factly.

Chaseman Westinghouse Radio Head

NEW YORK — The increasing importance of local radio was pointed up last week when Westinghouse Broadcasting Company appointed Joel Chaseman to its newly created post of radio program manager.

Chaseman, heretofore, program manager of WJZ-TV, Baltimore, will headquarter at WBC's New York offices. His post at WJZ-TV will be filled by William T. Wagner, program director of KTRK-TV, Houston. Both appointments become effective December 15. Dick Pack is WBC vice-programming chief, and Bill Kaland is national program manager for all the chain's radio and TV outlets.

Capitol Skeds Bjoerling Set

HOLLYWOOD — Capitol will issue four new albums by the late Jussi Bjoerling during the forthcoming year. These will include the opera "Madam Butterfly," to be released in a triple-LP package on January 3. Cast includes Victoria de Los Angeles in the title role, baritone Mario Sereni, plus the chorus and orchestra of the Rome Opera House. Single LP versions, "Madam Butterfly Highlights" will be issued as part of the January release.

Also on the January 3 release is scheduled the first of three albums, "The Beloved Bjoerling," containing recordings made during the late thirties and mid-forties. Album will contain 13 arias. Release dates of the other volumes in the "Beloved Bjoerling" set will be announced later.

TOP SERVICE ON RARE PLATTERS

NEW YORK — Some disk jockeys still command considerable service from the trade. For example, William B. Williams of WNEW recently inspired personal manager Lee Borden far beyond the usual call of promotional duty.

On October 14, Williams played Fran Jefferies' waxing of "When You Awake," and casually remarked he's been unable to find a copy of Frank Sinatra's recording of the tune. Three weeks later — after innumerable phone calls and leg work — Borden presented Williams with two Sinatra versions of the song — one with Tommy Dorsey on Victor, the other on Columbia with Alex Stordahl. In return, Williams presented Borden with a check for his favorite charity, the Runyon Fund.

Mutual to Air Dance Band Finalists

NEW YORK — The Mutual Radio Network is featuring the 10 finalist dance orchestras competing in the AFM's annual "Best New Dance Band" contest in a series of consecutive broadcasts on "Bandstand U.S.A." (8-8:30 p.m.) which started November 26 and runs thru January 28, 1961.

Phil Lampkin, Mutual's music supervisor, is taping the orks this week during the AFM finals in Detroit. The 10 regional band leader finalists include Ronnie Drumm, Springfield, Mass.; Steve Laughry, Moses Lake, Wash.; Rod Aaberg, Minneapolis; Johnny Nicolosi, Williamsport, Pa.; Ray Alburn, St. Joseph, Mo.; Euel Box, Dallas; Jimmy Cook, Las Vegas, Nev.; Jimmy Wilkins, Detroit; Al Cobine, Indianapolis, and Pat Riccio, New York.

Bel Canto Yule Promo

COLUMBUS, O. — Bel Canto, a division of Thompson Raymo Woodridge here, is pushing 12 selected tapes as part of its special Christmas promotion. All but one of these, "101 Years of Music America Loves Best," are available in two-track as well as four-track form.

Getting the top holiday push are two sets: Pat Boone's "Hymns We Love," and Billy Vaughan's "Look for a Star." Included in the balance are an assortment of tapes from the active catalogs of Dot, Liberty and Stereo Fidelity. A heavy promotion campaign at the consumer and trade level, including dealer display material, is supporting the program.

M-G-M Pacts New Artists

NEW YORK — M-G-M announced three new artist pacts this week. New talent includes one veteran, and several newcomers. Joining the diskery with a record independently produced by Charlie Grean, is Baughan Monroe with a coupling of "The Song of the Skier," and "Learn to Ski."

Also added was Armando, a 19-year-old chanter hopeful who has waxed "Transistor," and "Wonderful Time of the Year." Hank and David, a duo of 15-year-olds have also joined the firm. Initial release is "Lop-Sided, Over-Loaded."

IRS: TV Set, Radio Sales Up

WASHINGTON — Americans spent more money on phonographs, radios, TV sets and components, theaters and concerts in the first quarter of fiscal 1960 than in the same period a year earlier, the Internal Revenue Service reported last week (17). Less was spent on phonographs records, musical instruments and the tax on cabaret admissions.

Drop in excises collected on phonograph records was the first in several quarters. Total was down \$42,000 from the \$4,522,000 collected in the first fourth of fiscal 1959. Excise on musical instruments dropped \$66,000 to a total of \$3,496,000.

Levy on cabaret and roof garden admissions was set at \$9,119,000, a drop of \$2,658,000. This is the first full quarter in which the reduction of the cabaret tax from 20 to 10 per cent is reflected. Figures indicate that cabarets are doing well, and that the drop in collections will not be as great as those who opposed the reduction thought it might be.

Excise collected by Uncle Sam on phonographs, radio and TV sets and components totaled \$32,077,000 for the quarter ended September 30, an increase of \$969,000 from the same quarter in the earlier fiscal year. Levy on admissions to theaters and concerts totaled \$9,248,000, up some \$377,000.

The tax on coin-operated amusement devices netted the federal coffers \$2,953,000 for the first quarter. This is an increase of \$68,000. Levy on coin-operated gaming devices jumped about 25 per cent during the period to a new total of \$11,034,000. Excise on bowling lanes, and pool and billiard tables totaled \$2,278,000 for the quarter, an increase of \$364,000 from the same quarter a year earlier.

March Start For 'Torero'

NEW YORK — After several false starts stretching over three years, the legit musical, "Torero," one of the first endeavors of its kind ever to be associated with BMI, appears to be ready to get off the ground. And when it does, the score by writer Bernie Wayne may well wind up being split between three different publishing firms.

Wayne said this week: "I'm seriously thinking of doing it this way so my score of 30 songs can get more exploitation than is generally the rule these days in the case of show tunes."

Wayne also noted that rehearsals are expected to start next March. Robert Russell Bennett has been hired as musical arranger, while Clay Warnick will handle vocal scorings. Alton Wilkes is producer, with announcements on director and cast expected by December 1. The show is a musical adaptation of "Cyrano de Bergerac."

UA Releases 3 Packages

NEW YORK — United Artists Records is releasing three new LP packages this month, highlighted by its "star album for December," "Music From Exodus" by the Hollywood Studio Symphony.

Also in the release is UA's first comedy album—"Candid Telefun"—with comedy writer Harold Flender, making his debut as a performer; and "Great Motion Picture Themes." A flock of UA artists are spotlighted on the latter LP, including UA's current best-selling movie theme singles by Don Costa and Ferrante and Teicher.

M-G-M RECORDS
BIG CHRISTMAS HIT

AUGIE RIOS
sings

the same Augie Rios who gave you last season's "Donde Este Santa Claus"

FELIZ NAVIDADES
(MERRY CHRISTMAS TO ALL)

K12966

ORDER TODAY!
THE STARPOWER LABEL

M-G-M Records
1349 Broadway N. Y. 36, N. Y. JU 2-2000

ROBBINS HAS SAY ON B'DWAY SCORE DISKS

NEW YORK—The controversy over the best way to handle the score of a Broadway musical for records continues. Buddy Robbins, general manager of Stratford Music, who is handling the Julie Styne score for "Do Re Mi," due to arrive in New York after Christmas, stated this week that the publisher of a sophisticated show score should concern himself first with the rhythm songs from the score and worry about the ballads after the show gets established.

Robbins feels that in the current

singles record market it is tough enough even to get a rhythm tune started with a top name, and that it is almost impossible to get a ballad off the ground until after a show — if it is a hit—starts its Broadway run.

As a point he stresses what happened to "The Party's Over" from Styne's "The Bells Are Ringing," which Robbins feels only became established as a standard-type song after the show was racking up solid business in New York. "All that a record can do for a sophisticated type ballad these days" stated Robbins, "is to get it enough air play so that it can eventually turn into a standard, and it needs the power of a hit show behind it to do that. The job of a show score publisher today is to establish the songs via exposure. This is what we are trying to do with the rec-

ords from 'Do Re Mi,' and we are spacing these records so that there is enough time to concentrate on each one."

Robbins noted that in addition to the Perry Como record of "Make Someone Happy" (a rhythm tune) from "Do Re Mi," there are two more records from the score to be issued this week, one an instrumental by Marty Gold and the other by Jeff Barry, both on RCA Victor. There are more singles due on Victor, on Coral, and on Golden; with albums set on Tops, Design, Columbia and Verve of songs from the score. Robbins said that these forthcoming disks were being held up until after Christmas so that they would not get involved in the Christmas disk hassle.

Robbins also said, that in spite of all rumors to the contrary, the next Styne-Comden and Green musical, "Subways Are for Sleeping," is not yet set with any label. "We are talking to many companies about the score," said Robbins, "and no one has it locked up as of now."

Col. Set on Copland LP's

NEW YORK — Columbia Records is saluting Aaron Copland's 60th birthday this month with the release of three new albums containing works by the composer. One set, containing the first recording of Copland's play opera for high school students, is "The Hurricane." It features the New York Philharmonic Orchestra, plus soloists and chorus, with Maestro Bernstein also handling the narration.

The Philharmonic also performs on the second Copland LP, which features music from "Rodeo" and "Billy the Kid." William Masselos, the pianist who premiered Copland's "Piano Fantasy," in concert in 1957, performs it for the first time on records on a new Columbia release. This piano LP is coupled with Copland's "Piano Variations."

DEALERS RUN DISK CLUBS

NEW YORK—A significant percentage of record dealers across the country are operating their own record clubs.



This trend was noted in a survey conducted during The Billboard's continuing weekly study of record sales in retail stores. It cover about 700 dealers in large, medium-size and small markets.

Close to 6 per cent of all dealers queried stated they had an established record club of their own in operation. These clubs ranged from mail-order clubs only, to clubs that offered a free LP for every so many records purchased at the store. In further questions about record clubs it was noted that only five dealers, of the close to 700 checked, had signed up customers to any of the large record clubs run by major manufacturers, Victor, Capitol or Columbia.

Dividing the dealers into groups according to size of market, 5.4 per cent of the large city dealers who replied are operating their own clubs, 4.7 per cent of medium-sized city dealers have clubs of their own, and 10.3 per cent of small town dealers operate their own clubs.

The stores surveyed included music-record stores, department stores, appliance stores, variety stores, radio-TV stores, book stores, musical instrument stores and others.

Weinstroer Adds New Lines; Names Promotion Mgr.

ST. LOUIS—Norm Weinstroer, prexy of Norman Distributing Company here, has announced the acquisition of a number of new lines and the appointment of Jim Saltzman as promotion manager. Saltzman will operate thruout the Missouri, Kansas, Illinois territory covered by Norman.

The firm has just taken over distribution for Duke-Peacock here and is also promoting new singles from such indie labels as Johnson, Impact, G & H and Beacon. The company has recently taken on LP lines of Artia, Parliament, MK, Supraphon and the Lectern Educational Series.

C. A. Stout, Composer, Dies After Long Illness

VINCENNES, Ind.—Clarence A. Stout, 68, veteran author and composer of numerous spiritual, Western and mountain songs and a member of ASCAP and the American Guild of Authors and Composers, died recently at Good Samaritan Hospital here after a five-year illness. He was also producer of musical and minstrel shows in the area for many years.

One of the many songs penned by Stout was "O, Death! Where Is Thy Sting!" which the late Bert Williams made famous on Broadway nearly 40 years ago. Another of his well-known spirituals was "Many Are Called, But Few Are Chosen." Deceased is credited with starting Red Skelton on his career by training and using him in local shows.

Surviving are his widow, Inez; two sons, Clarence Stout, Vincennes, and Robert Stout, Chicago, and a daughter, Mrs. Franklin Wisning, Vincennes.

YOUR TICKET TO SALES RESULTS—
THE ADVERTISING COLUMNS OF THE BILLBOARD!

Here's what the Deejays say about "MISTER SANTA":

Introducing...

Robin and his Merry Men

swingin' the happiest Christmas Tune since "JINGLE BELLS"!

"Mister Santa, Bring Me A Doll"

b/w "Ellen"
(vocal by Ron Johnsen)
#130

words and music by Henry Cobbs
Published by Famous Music Corp. (ASCAP)
Publishers to Paramount Pictures

MORHAWK RECORDS

1733 BROADWAY, NEW YORK 19, N. Y.
Phone: JU 6-2032

(They listened . . . and they loved it!)

from WGLI
"I like Mister Santa." Al Russell

from WROS!
"A good record." Billy Prickett Jr.

from WJOE!
"I like Mister Santa and Ellen. Record should do good." Jame Vickers

from WMEN!
"Two fine sides—am sure they will be a complete success." Sandra Flanders

from WKKO!
"I think the reaction on this will be terrific." Dale Wright

from WBSR!
"Has good potential. Should be a standard Christmas hit annually." Mike Damone

from WCKR!
"Think Mister Santa can be a hit this season." Jim Tate

from WGMA!
"Should go over big at Xmas." Jerry Wichener

from KAIR!
"Mister Santa sensational tune." Frank Spezzano

from WGAC!
"Mister Santa shows great potential." Jerry Larsen

from WBHP!
"Mister Santa truly a fine Xmas record." Happy Wilson

from WJOE!
"Wonderful! Mister Santa and Ellen very effective." Bob Sidwell

from WFPA!
"Listeners like Mister Santa and Ellen. Good reaction!" Record Librarian

from WICE!
"Everyone got a kick out of it." Sherman Strickhauser

from WINS!
"Mister Santa & Ellen a good record." Lonny Starr

from WREN!
"We need more talent like this. Wonderful!" Gene Chamberlain

from WHCT!
"It's a big hit." Tom Vater

from WFCT!
"Mister Santa could become a big hit, and I mean BIG seasonal hit for many more holiday seasons." Al Weaver

and more raves pouring in with each mail!



Bill Reilly would have some fitting comments on this

Bill Reilly of RCA Custom's Chicago office wouldn't put up with misfit work.

One of the big reasons for RCA's success with "indies" of the record business is careful custom-tailored,

personalized service.

If you have an idea for a record, discuss it with your near-by RCA Custom man. You'll be pleased by all the technical questions he can answer and all the imaginative, worth-while suggestions you'll get.

No matter which of the conveniently located studios

and plants you use, you'll

find the latest, finest equipment. Call or write today.

RCA CUSTOM RECORD SALES

In New York:

155 East 24th Street
Murray Hill 9-7200

In Chicago:

445 N. Lake Shore Drive
Whitehall 4-3215

In Hollywood:

1510 North Vine Street
Oldfield 4-1660

In Nashville:

800 17th Avenue South
Alpine 5-6691

In Canada:

RCA Victor Company, Ltd.
1001 Lenoir St., Montreal

225 Mutual St., Toronto



Q Who helps you to spot most of Tomorrow's top 100 records in advance?

A The record manufacturers themselves!

And who says so? The actual detailed statistics studied over a recent period covering thousands of record releases. Here's what the figures show:

- ★ 70% of the records featured in the big Billboard ads actually reach the Hot 100.
- ★ And 4 out of them go on to make the top 50 sellers!

What does it mean? The records advertised in The Billboard have been picked by the manufacturers as those most likely to make it. That's why they are being promoted more strongly than others. So, you can't do much better—
If you want to get the jump on tomorrow's hits than to

program and order from the records featured in Billboard ads each week.

NIGHT CLUB REVIEW

Jazz Lochinvars Hit Half Note

Three brothers rode out of the West this past week and proceeded to "kill" New York jazz listeners with their own punching brand of modern music. The scene of the happy slaughter was the Half Note, in downtown Manhattan, where the Indianapolis-born Montgomery Brothers Quartet took charge of the bandstand last Tuesday (22), and will continue on thru December 4.

The Montgomery Brothers, who number three, have churned up jazz interest before, but this is the first time the threesome has appeared in a New York night club together. Monk and Buddy Montgomery formed a relatively successful instrumental quartet on the West Coast about three years ago called the Mastersounds. Most recently, guitarist Wes, thru recordings on Riverside and word of mouth, caused enough excitement among critics and a.&r. men to win top honors in The Billboard's most promising new instrumental jazz poll.

It was guitarist Wes, too, who seemed to get the most applause at the Half Note with his unusually deep sound and explosive conception. Brother Monk played rapid-fire piano with touches of the Modern Jazz Quartet's John Lewis in accompaniment. He also switches to vibes on occasion and plays them with good spirit. Brother Buddy plays substantial bass, and with drummer Pete La Rocca, makes a firm rhythm team. La Rocca, the only non-relative in the group, tends to sound pretty loud when soloing, but has the makings of a sensitive drummer. His time, fill-ins and use of the hi-hat often show a good feeling for dynamic shading.

The group is currently under contract to Riverside and will cut an LP while in town. Some of the better soloing occurred during medium-tempo tunes and ballads like "Walkin'," "Autumn Leaves" and "Round About Midnight." Jack Maher.

★ ★ ★

TELEVISION REVIEW

Belafonte Bunch in Set-Smasher

Thousands of Deep South TV sets were undoubtedly smashed last Sunday (20) night when Harry Belafonte and his talented troupe of racially integrated singers and dancers presented one of the best TV musical shows in the history of the medium. (CBS-TV, 10-11 p.m.)

Revlon deserves considerable credit for sponsoring it, and Producer Phil Stein and Director Norman Hewison deserve even more for handing potentially explosive material with consistent good taste and persuasive subtlety.

Belafonte's enormous charm and visual magnetism key-noted a group of smartly staged production numbers—centered about a West Side Story-type melting pot theme. He received strong support from the versatile, jazz-oriented thrush Gloria Lynne, the Early May Trio, the Modern Jazz Quartet and the Contemporary String Quartet. The latter two groups strikingly demonstrated that even the most esoteric performers can be effective on a mass-audience basis if they are presented with the right production framework. June Bundy.

Disneyland To Release Holiday Wax

NEW YORK — Disneyland is releasing two new LP's and a new string of EP and single wax for Christmas sale. Both of the new albums, and two each of the EP's and singles, are timed to also coincide with the release of two new Disney films.

One of the new albums is Disney's version of the "Swiss Family Robinson," containing music and songs, which is narrated by Kevin (Moochie) Corcoran.

The second of the albums is the story of the fully animated film, slated for release in January, "101 Dalmatians." The story here is narrated by the voice of "Rolly," one of the Dalmatian pups. Special packaging feature of this album includes the "magic wipe-off" coloring board.

Each of these two albums sells for \$1.98 and in addition, an EP and a single at 49 cents and 29 cents are being released from the LP's.

In addition to these new EP's, Disneyland is also presenting another six-song EP, "Daniel Boone and Songs of Other Heroes," and "Donald Duck in Six Fun Stories." Each of the albums and EP's contains an entry blank for the current "Trip to Disneyland" contest.

Added to the firm's 29-cent "Little Gems" two-tune singles line are six new titles (in addition to singles from the two new LP's). On the business front, the firm announced that Record Distributors is its new Miami distributor.

Riverside in Stereo Debut

NEW YORK — The Riverside Record Company has introduced a new stereo series line labeled "Fortissimo XK." The series is being pressed on a new material known as Polymax, an ultra-hard substance that contains a self-replenishing groove lubricant. This, it is claimed, lessens friction and reduces surface noise. The new material has been developed by A. R. Elsworth, of Research Craft Corporation of Los Angeles.

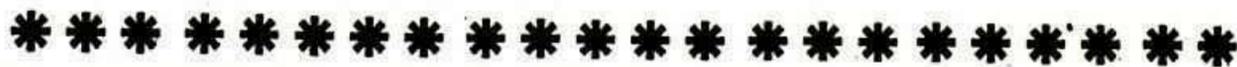
The new "Fortissimo XK" series utilizes the disk playing method of the radio transcription, i. e., from the center to the outer edge. The new series will sell for \$5.98 per disk, and contains four releases to date: a recording of jet engines in action; the sound of Mercedes-Benz autos in race; the music of George M. Cohan played on the organ of the Radio City Music Hall, and polka music played by banjoist John Cali.

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All moneys due and payable in the form of writers or mechanical royalties on the copyrighted musical composition "WHOLE LOTTA SHAKIN' GOIN' ON" should be paid only and directly to the sole author and composer DAVID CURLEE WILLIAMS, in care of Florynce R. Kennedy, Esq., 8 East 48th Street, New York 17, N. Y. Anyone claiming right to said musical composition as publisher or writer and/or issues mechanical licenses is subject to legal action. All inquiries should be made to Aubrey Mayhew, Music Advisor, 8 East 48th St., N. Y. 17, N. Y. Plaza 9-3224 or Miss Kennedy.

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Together For The Second Time! BOUDELEAUX, FELICE BRYANT AND BOB LUMAN	NEW SINGLE! "OH, LONESOME ME" #5184	FROM THE COMPANY WHO IN 1960 GAVE YOU: Bob Newhart The Everly Brothers Joanie Sommers Connie Stevens	SMASH FOLLOW UP TO "LET'S THINK ABOUT LIVING"	SPECIAL COLOR SLEEVE
FROM THE PEN OF THE WRITER OF THE YEAR	NEW SINGLE! "WHY, WHY, BYE, BYE" #5184	Together For The Second Time! BOUDELEAUX, FELICE BRYANT AND BOB LUMAN	NEW SINGLE! "OH, LONESOME ME" #5184	Most Promising New Singer Of The Year
SPECIAL COLOR SLEEVE	NEW SINGLE! "OH, LONESOME ME" #5184		SMASH FOLLOW UP TO "LET'S THINK ABOUT LIVING"	NEW SINGLE! "WHY, WHY, BYE, BYE" #5184



BIGGEST SONG ON THE CONTINENT IN 1960 "MIDI-MIDINETTE"

"MIDI- MIDINETTE" #5185	FROM THE ARTIST WHO GAVE YOU "BEAUTIFUL OBSESSION"	TOP TEN IN HOLLAND, SWITZERLAND, AND AUSTRIA	#5185 "MIDI- MIDINETTE" #5185	IN THE TOP FIVE IN GERMANY FOR OVER THREE MONTHS
"MIDI- MIDINETTE" #5185	BY THE FABULOUS SIR CHAUNCEY	"MIDI-MIDINETTE" #5185 	<i>the first name in sound</i> WARNER BROS. RECORDS BURBANK, CALIFORNIA ORDER FROM YOUR NEAREST DISTRIBUTOR	

New York Vigil Disrupted

• Continued from page 2

been in the States twice within recent weeks.

On another front, Top Rank of America, a subsidiary of the Rank Organization of England, is now reliably reported about to undergo

a substantial change. In light of the sale of the Rank British label earlier this year to EMI, this is not regarded as a surprise here. The British Rank execs, the top echelon of whom were in New York

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Billboard's Big New Year-End
Programming and Talent Buying Guide
—a special slick-stock section of the December 19 issue.

within the past three weeks, are considering withdrawing from the disk scene here. Harold Friedman, who has been the operating head of the American firm since last spring, is now reported in the process of lining up support to take over the company himself.

Friedman has been reportedly given an option to buy the company. The option runs until mid-December, sources indicated. Meanwhile it is reported that other individuals in the trade are also interested in taking over the Rank operation here and are working to that end.

It is understood incidentally, that the Rank sponsored international co-op, helmed by attorney Paul Marshall is not affected since it is in a profitable condition.

Another interesting joining of forces occurred last summer with the take-over by Roulette of the Hanover-Signature combine. Under this deal, Roulette acquired an option to take over 55 per cent of the H.-S. stock in the next five years. Some traders have ventured the opinion that Roulette plans to float a stock issue in the near future thru the H.-S. corporate entity. Earlier this year, a Roulette plan to float an issue fell by the wayside.

Still another near-miss of a big deal involved Frank Sinatra. The singer has made no secret of the fact that he wanted to have his own record company. For some time, in fact, he has maintained his own producing firm, known as Essex Productions.

However, in his desire to get in the business all the way and actually have his own label, Sinatra thru his attorneys discussed the possible buy-out of Roulette Records only a few months ago. When this deal didn't jell, a handshake arrangement was reached with Norman Granz to acquire the Verve property. Granz subsequently received a better offer and this Sinatra deal also failed to materialize. Now, Sinatra is believed on the verge of establishing his own firm without buying anybody.

The artist roster expected to eventually turn up on a Sinatra label may at some point include various members of the co-called Sinatra clan and Joey Bishop, the comic.

Word on the Sinatra venture is expected shortly. It's believed he'll open an office on the West Coast. For the moment, until Sinatra is actually free of Capitol ties, it's expected that the operation will be small and similar to his Barton Music holdings here.

Arthur Fisher

• Continued from page 3

ord producers, performing artists and broadcasters.

Fisher's continuing efforts to set up some sort of near-copyright protection for the performing and recording groups during his frequent attendance at international copyright meetings, were part of his work in promoting the Universal Copyright Convention and having it ratified by the United States. At present, 35 nations subscribe to the U. C. C., which guarantees foreign copyright owners the same protection as nationals in the adhering countries.

Fisher was strongly instrumental in launching the plan for revision of the confusing 1909 Copyright Law, and in gathering a series of studies by copyright experts, which have been released over the past three years. The studies are being officially published by the Senate Judiciary Committee, which, with the parallel House committee, will eventually hold hearings on the knotty problems in protection.

Abraham L. Kaminstein, who has served as chief of the examining division and deputy register of the Copyright Office, has been appointed acting register of copyrights by L. Quincy Mumford, Librarian of Congress.

JAZZ JAMBOREE SET FOR JAPAN

NEW YORK—Jazz manager and impresario Monte Kay will bring jazz to Japan in 1961. Kay is planning a Modern Jazz show to open in Tokyo on January 2, which will run thru January 15, and then play Osaka, Kobe and Nagoya. Names already set are Art Blakey and the Jazz Messengers, and singer Bill Henderson. Kay is also planning additional jazz shows in Japan for the months of March, May and September.

Decca to Bow Kaempfert LP

NEW YORK—Decca Records, which finds itself with one of the industry's fastest rising singles hits in "Wonderland by Night," by the German maestro, Bert Kaempfert, is rush-releasing an album by the artist, carrying the same title as the single. The single is in the No. 20 spot on the Hot 100 this week.

Tapes were flown to Decca from Europe immediately after the recording session and put into immediate production here. Release is expected shortly. Kaempfert has been associated with Polydor, pop label of Deutsche Grammophon in Germany, as a composer, arranger and producer.

Chess-Checker Ups 4 Albums

CHICAGO—Chess and Checker are issuing four new albums this month. One of the new sets features Bo Diddley in an LP called "Bo Diddley Is a Gunslinger. Another new set is "Muddy Waters at Newport 1960." Dewey (Pigmeat) Markham is making his album debut with a comedy set, "The Trial," which was recorded at Chicago's Regal Theater. Diskery is also issuing another comedy album, this one featuring Patsy Abbott at her Miami Beach club, Patsy's Place. Set is called "Have I Met You Before?"

Ellis Exits

• Continued from page 2

spectaculars in 1961 and is negotiating for a special TV series.

During his M-G-M stint, Ellis recorded such artists as Connie Francis, Jaye P. Morgan, Clyde McPhatter and Maurice Chevalier among others. Recently, he recorded his own ork version of "Midnight Lace," and produced the newest Connie Francis click, "Many Tears Ago." Ellis has a number of albums on M-G-M and will remain on the roster as an artist.

Between stints at Columbia and M-G-M, Ellis recorded "Broken-Hearted Melody," by Sarah Vaughan and three Brook Benton hits, "It's Just a Matter of Time," "Endlessly" and "So Many Ways." At Columbia he recorded Johnny Mathis, the Four Lads and others, while at Atlantic he turned out hits by La Verne Baker, Ivory Joe Hunter and various others.

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Florynce R. Kennedy, Esq., 8 East 48th Street, New York 17, N. Y., represents DORIS PARKER, Administratrix and LEON PARKER, legal son and heir to the Estate of the late CHARLIE "YARDBIRD" PARKER. This is to inform all concerned: PUBLISHERS AND RECORD COMPANIES that all moneys due CHARLIE PARKER in the form of artist or/and writer royalties is hereby demanded and payable immediately. Failure to pay royalties due will result in an immediate audit of company books and legal action. Make all checks payable to the ESTATE OF CHARLES PARKER in care of the above-mentioned attorney. Make all inquiries to Aubrey Mayhew, Music Advisor and Consultant to the Estate, 8 East 48th St., N. Y. 17, N. Y., Plaza 9-3224 or to Miss Kennedy.

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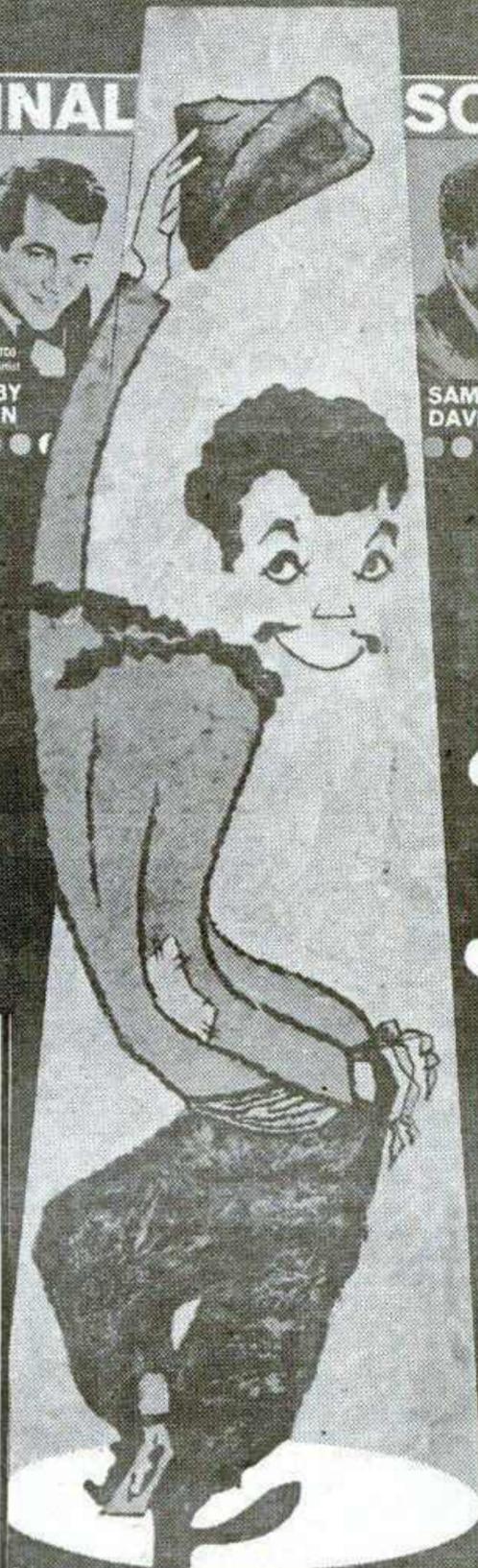
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WORLD PREMIERE—DECEMBER, 1960

SCP 507 (STEREO)

CP 507 (MONAURAL)



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RACIAL TENSIONS SNAG SOUTH'S TALENT BOOKS

• Continued from page 1

toward this end. Recently, this advance has been slowed down as tension has grown. Birmingham, and Columbia, S. C., are two Southern cities that once used to return solid grosses for one-nighter units, and are now often by-passed on the one-nighter tours. As one booker from Columbia put it, "You could cut the tension down there (between the races) with a knife."

Strangely enough, while tensions are making life hard for one-nighter bookers in the South, promoters, et. al., colored acts are not having any more difficulty in playing clubs and college dates in the South than they had years ago, and in fact they are often doing better than before in the amount of dates they get. Lloyd Price and his band, for instance, have just been booked

for a string of college dates in Southern schools. And LaVern Baker is set for one of the better clubs in St. Petersburg, Fla., next month. It is when there is a mixed act that the sledding is rough, and dates are harder to get in the South than before.

Some of the bookers who have been around for many years and weathered such things as depressions and the end of the band era, do not feel that the racial tensions now obsessing both races in the South will go on forever. "Things will get worse," one said, "but I think that in a few years this will all be over, and we can get back to booking shows as we used to, according to talent rather than race."

BMI PLEASES PRESS CLUB

WASHINGTON — The world premiere of a work for chorus and orchestra by Bruce Catton and Alex Wilder was on the program for the National Press Club's Fourth Annual President's Ball held here last week (26). The presentation was sponsored by Broadcast Music, Inc., which furnishes the show for this event every year. Catton, writer and Civil War historian, was narrator of the work, which is called "Names From the War."

Other entertainment offered by BMI included the Jordanaires quartet, singer Peggy King, and Lionel Hampton and his group. Sydney's Music backgrounded the show and provided dinner dancing.

Indie Labels March Out Giant Yule Singles Crop

• Continued from page 1

leased this year—surprisingly so in view of the poor sales showing made by most yule singles in 1959.

The new disks include Peggy Lee's "Christmas Carousel" and "I Like a Sleigh Ride"; Mitch Miller's "Must Be a Santa" and "Christmas Spirit"; "Somerset Gloucestershire Wassail" by the Kingston Trio; "The Little Drummer Boy" by the Aedenaires on Wren, and "Blue Christmas" and "Greenwillow Christmas" by the Browns; and "Yes Virginia There's a Santa Claus" and "Santa's Marching Song" by the Ferrers (Rosemary Clooney).

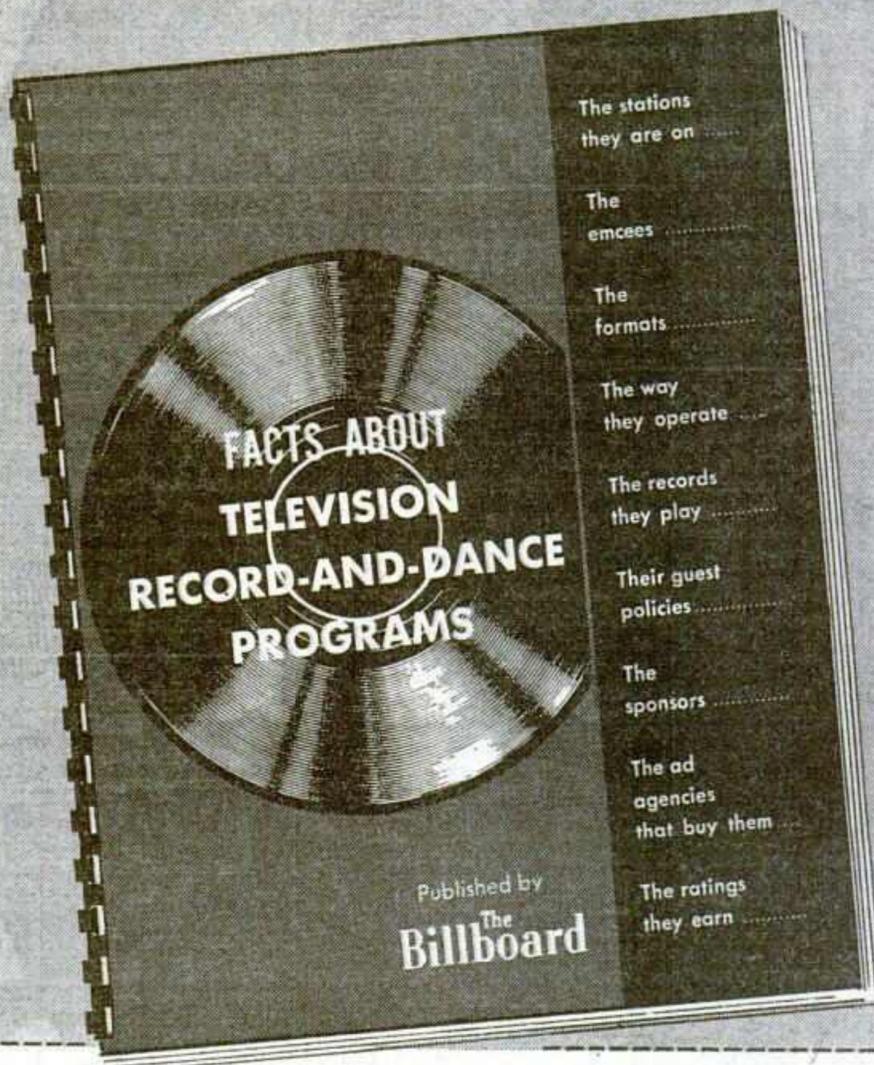
Other Singles

Other new Christmas singles released this week are "Keep Christmas in Your Heart" and "Cracker-jack Christmas" by the Don Ralke

Chorus; "Little Shepherd Boy" by the Pete King Chorale; "Jillfingle Bells Fells" ("Jingle Bells" in "goose Latin") by the Honey Dreamers; Charleton Heston's "Virgin Mary Had One Son" on Vanguard; Ruth Lyons' "All Because It's Christmas"; four polka waxings of familiar Christmas themes by Lil Wally; "It's Christmas Time" and "Santa Claus Parade" by the Louvin Brothers; "Let's Exchange Kisses This Christmas" by the Honey Bells; "Go Tell Santa" by Ivy Ellen and Family; "Please Dear God Help Santa Claus" by Marilyn Ford; "Christmas Without Daddy" by Millard and Nels; "Santa's Coming in a Whirlybird" and "Daddy's Christmas Train," by Little Lance and his Friends; "It's Christmas Time" by Dorinda Duncan; "Mr. Santa Bring Me a Doll" by Ron Johnsen; "Christmas All Alone" by Danny Janssen; "This Is Christmas" by Ruby Wright; "Rudolph the Red-Nosed Reindeer" by the Melodeers; "Underneath the Christmas Tree" by Eddy Gregory; "It's Christmas Again" by the Willis Sisters, and "Jolly Fat Man" by Tony Sacco.

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REVISIONS OF APRIL 25, 1960, ISSUE

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- 4466—OL' MacDONALD Frank Sinatra
 Billboard "Hot 100" #43
 Cash Box "Top 100" #58
 Music Vendor "Top 100" #42
- 4406—WINGS OF A DOVE Ferlin Husky
 Billboard "Hot C&W Sides" #1
 Cash Box "Top 50 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" #3
- 4386—SHE'S JUST A WHOLE LOT LIKE YOU Hank Thompson
 Cash Box "Top 50 C&W" #22
 Music Vendor "Top 50 C&W" #42
- 4410—THERE'S NOT ANY LIKE YOU LEFT Faron Young
 Billboard "Hot C&W Sides" #24
 Cash Box "Top 50 C&W" #39
 Music Vendor "Top 50 C&W" #39
- 4412—I'VE GOT A RIGHT TO KNOW Buck Owens
 Billboard "Hot C&W Sides" #27
 Music Vendor "Top 50 C&W" #30
- 4423—LONELY LITTLE WORLD Jean Shepard
 Cash Box "Top 50 C&W" #29
- 4463—WORLD SO FULL OF LOVE Faron Young
 Cash Box "Top 50 C&W" #12
 Music Vendor "Top 50 C&W" #10
- 4463—FORGET THE PAST Faron Young
 Cash Box "Top 50 C&W" #36
- 4454—WILL WE START OVER AGAIN Hank Thompson
 Music Vendor "Top 50 C&W" #41
- 4454—ITS GOT TO BE A HABIT Hank Thompson
 Cash Box "Top 50 C&W" #37

PICKED TO BE HITS

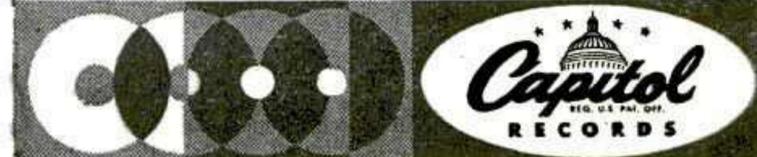
ACTUAL SELECTIONS BY THE INDUSTRY'S LEADING TRADES

- 4481—IF I KNEW Nat King Cole
 Billboard "Spotlight Winner"—"Cole sings a lovely ballad from the new Meredith Willson musical 'The Unsinkable Molly Brown.'"
 Cash Box "Pick of the Week"—"Looks like the chanter has two more tunes to add to his long list of chart credits."
- 4476—I AIN'T DOWN YET Dinah Shore
 Billboard "Spotlight Winner"—"The best record Miss Shore has made in years."
 Cash Box "Pick of the Week"—"Good for bright-spot spins."
- 4478—FVE A'READY STARTED IN The Four Preps
 Cash Box "Pick of the Week"—"The popular teen-market songsters pleasingly render one of the pretty ballads from the new musical, 'The Unsinkable Molly Brown.'"
- 4483—DOLCE FAR NIENTE Gordon MacRae
 Cash Box "Best Bet"—"Hipphish statement due for exposure."
- 4486—LITTLE OLD NEW YORK The Pastors
 Cash Box "Best Bet"—"Tony Pastor and his sons offer a robust ragtime reading of the ditty from 'Tenderloin.'"
- 4475—SOMERSET GLOUCESTERSHIRE WASSAIL The Kingston Trio
 Cash Box "Best Bet"—"This take—from the songsters' 'The Last Month of the Year' chart LP—could prove a holiday success."
- 4474—I LIKE A SLEIGHRIDE Peggy Lee
 Cash Box "Best Bet"—"Look for hefty holiday spins by the hip jocks."
- 4469—MEAN, MEAN MAN Wanda Jackson
 Music Vendor "Hit Pick"—"Wanda's latest is a self-penned up-tempo rocker that could make a lot of noise."
- 4472—SOGNI D'ORO Dean Martin
 Music Vendor "Hit Pick"—"Dean Martin offers a soothing ballad which should stir up many sales."

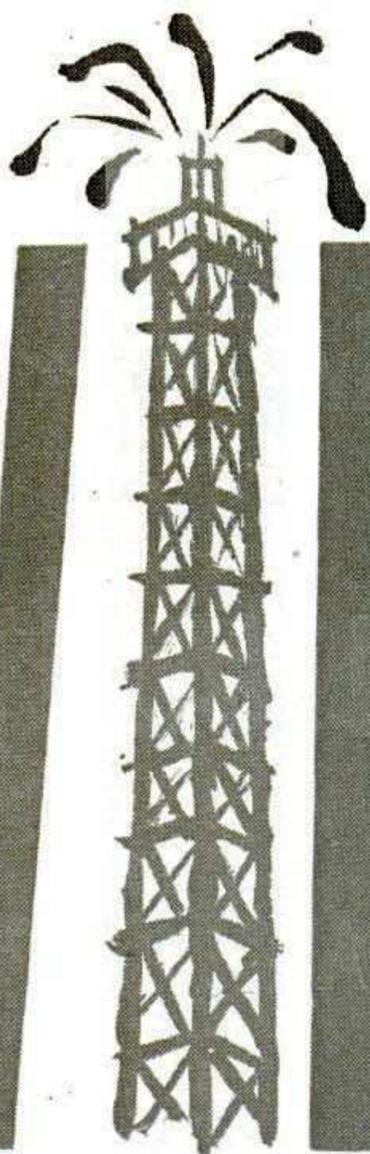
BRAND NEW RELEASES

OUT THIS WEEK AND ON THEIR WAY TO YOU NOW!

- 4484—(SHE'S MY) ALL-AMERICAN GIRL Joey Villa
 MICKEY MOUSE GOT A GIRL FRIEND
 Two great novelty tunes with potential plus!
- 4485—ARTIFICIAL FLOWERS Phil Napoleon
 GOOD CLEAN FUN
 GOOD CLEAN FUN
 In Dixieland style, Phil really swings through these tunes from "Tenderloin."
- 4486—LITTLE OLD NEW YORK The Pastors
 DEAR FRIENDS
 Top side is one of the strongest numbers from the show "Tenderloin."



**BIG
MONEY
HITS
FROM**



WILDCAT

NEWEST SMASH MUSICAL!

**ROSEMARY
CLOONEY**

**WHAT TAKES MY FANCY
c/w HEY, LOOK ME OVER
47/61-7819**

**SAM
FLETCHER**

**TALL HOPE c/w
FAR AWAY FROM HOME
47/61-7817**



**JOHNNY
RESTIVO**

**GIVE A LITTLE WHISTLE
47/61-7818**

Coming soon: The Original Cast Recording on **RCA VICTOR**

RADIO CORPORATION OF AMERICA



NEW AUDIO PRODUCTS

A Continental Touch

North American Philips Company, of Hicksville, N. Y., has announced the release of their Norelco Continental 300 (Model EL 3542), tape record and playback unit. The Continental 300 is a self-contained unit which comes with record and playback amp and pre-amp, wide range speaker and Norelco mike. It plays back four-track stereo tapes thru an external amp-pre-amp, and an external speaker system. Input jacks are included for earphones.

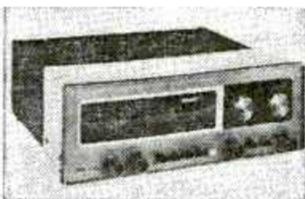
The machine comes in three speeds: seven and one-



half, three and three-quarters, and one and seven-eighths inches per second. It has an automatic stop that halts reels at the end of the tape, weighs approximately 30 pounds, and is priced at \$269.50.

Stereo Amp & Tuner Debs

The Sargent - Rayment Company of Oakland, Calif., is introducing its FM tuner with stereo amplifier to the public. The unit, which couples the two hi-fi, stereo components, is called the Model SR-1040. The two-channel amplifier can receive all types of stereo information and is especially effective with the FM tuner which is equipped with multiplexing and can accommodate that kind of FM reception, when available. It serves as a self-contained stereo receiving system, exclusive of any other equipment with the excep-

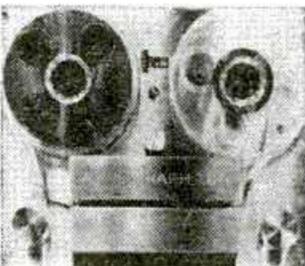


tion of a pair of stereo speakers.

The unit also incorporates a center output jack which makes three channel reproduction a possibility. Prices and literature are available from the company's headquarters in Oakland.

Medium Price Tape Deck

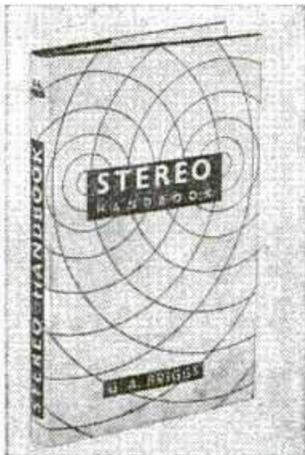
The Model 66 stereo tape deck is a new unit being put on the market by the Ampligraph Corporation of Sudbury, Mass. It is designed for sale in the medium price range bracket. It comes in two speeds: three and three-quarters and seven and one-half inches per second, and has an editing feature that allows the speed of the tape to be controlled between zero and full forward or reverse. The unit also has an automatic stop mechanism that halts the machine at the end of either forward or rewind positions. Prototypes of the unit have been tested for



two years, the company says. The tape outfit has four-track playback ability. Separate accessories include a stereo recording preamplifier, a wooden base and portable carrying case.

A Stereo Handbook

A new "Stereo Handbook" has been authored by G. A. Briggs, designer of the Wharfedale Speaker systems. The book explains the best ways to get pleasure from listening to stereo reproduction. The book goes into the basics and subtleties of stereo music reproduction and is non-technical in approach. There are 15 chapters, 88 illustrations, and 146 pages. Turntables, tone arms, pickups, loudspeakers and recording techniques are discussed. There are other discussions on hum, rumble and noise, amplifiers, tapes, room acoustics, concert halls, and broadcasting. The book sells for \$2.50 and further infor-



mation is available from British Industries Corporation of Port Washington, N. Y.

Low-Price AM-FM Radio

A six-tube, two chassis AM-FM radio is ready to be introduced by the Sarkes-Tarzian Corporation of Bloomington, Ind., by the middle of December.

The set will retail at \$29.95, and is basically the same cabinet as that now used in the Sarkes-FM outfit except that the face will show some changes. In size the set measures 10 by 5½ by 5 inches. It will be available in red, charcoal, white, and gray, with charcoal or white face.

(Continued on page 54)

BRITISH FIRM SETS EXHIBIT FOR MOSCOW

CAMBRIDGE, England — Pye Limited and its subsidiary organizations will be exhibiting their electronic equipment and products at the British Trade Show in Moscow.

On view for the Moscovites to see will be technical equipment in television, telecommunications, public address, X-ray camera, and domestic appliances. From the Pye Export Division will come the latest in its 625-line of receivers. Two of these will be specially adapted to receive Russian transmissions. Included, too, will be a "See - Yourself - on-TV" demonstration for the Russian public on the Pye stand. Also a complete range of battery - operated transistor sets will be shown.

Test RCA's Radical New \$2 Transistor

SOMERVILLE, N. J. — A new type of transistor, which will sell for less than \$2 and might replace radio tubes completely, has been developed by Radio Corporation of America. It is now being tested by the home entertainment industry.

General use of the new unit could appreciably reduce the price of stereo and high fidelity equipment. The new unit may well make possible economically priced lines of public address systems, as well as high quality radios and juke boxes.

The "drift field" power type of transistor is capable of delivering high audio power for monaural and stereo equipment when operated on either car batteries or standard house current. Its reduced cost has been made possible by a combining of manufacturing techniques.

SHURE PROMOTION

Special LP Bonus With Cartridge, Tone Arm Sales

EVANSTON, Ill. — Shure Brothers, makers of the MD-3 and MD-7 stereo cartridges, have announced a unique promotion which will accompany the sale of either of these two cartridges (with or without stylus), or the firm's professional tone arms. The company has had Westminster Records produce a special LP, "The Orchestra . . . The Instruments," which will be given away free with the above-mentioned products.

The disk is not for sale in any other way and has been specially prepared for the Shure Company by Westminster's musical director, Dr. Kurt List. Debussy, Handel, Haydn, Lalo, Mozart, Wagner and Weber are among the great composers represented. The music is played by the Vienna State Opera Orchestra. Shure promises that the music has been specially stereo-oriented.

Specific products with which the album is to be given away are: the models M3D and M7D cartridge (with or without the N21D stylus); the Studio Integrated Tone Arm, models M212, or M216; or Professional Tone Arm models 232, or 236.

In another area the company has begun a "Win Your Next Recording Session" contest for professional entertainers. The winner of

STORE-TESTED PROFIT POINTERS FOR DEALERS

A Space Saved Can Be a Penny Earned

By ROBERT LATIMER

The average housewife's dislikes of space-robbing cabinets in her living room can be turned into a powerful ally in selling components instead of cabinet stereo, says Robert L. Stewart, owner of the High-Fidelity House, in Worcester, Mass.

Like many other retailers, Stewart started out with components, found the usual objection to the expense, design, and installation cost, and dropped back into selling cabinet sets. It wasn't long, however, before he noted that the bulky, space-consuming cabinets which came along with the first stereo phonographs and tape recorders were anything but popular with housewives. Many of them, in fact, enjoyed the sound on first-class stereo and high fidelity, but balked when they en-

visaged the amount of square footage which would be taken up in the living room.

A Sale Saved

A couple of years back, Stewart was about to lose the sale of an expensive console for just this reason, when he had a happy thought, and asked the housewife what she thought about concealing all of the elements which made up a good stereo sound system but using only a speaker of comparatively small size in the living room. The housewife was mollified enough to talk it over, and eventually bought twice as expensive a rig, with the two stereo speakers on either side of a picture window, behind flowing drapes. This experience, naturally, set a new type of selling approach in motion for the Massachusetts dealer. Since then, he has steadily made use of his components experience in design and engineering to sell stereo.

Components undoubtedly have the drawback of being unfamiliar to the layman, represent a serious guarantee problem where the products of several manufacturers are used in a single hook-up, and otherwise complicate the selling job. On the other hand, they definitely do eliminate most space problems, and give the owner a far better

(Continued on page 54)

Blank Tape for Sarkes Tarzian

BLOOMINGTON, Ind.—Sarkes Tarzian this week announced its first blank magnetic recording tape at prices competitive and a bit under the market. Fred Lucas, ST tape sales chief, said the first tape will be with the following price schedule:

Tape No.	Length	Reel Size	Price
1131-01	150	3"	\$.65
1131-06	600	5"	\$2.10
1131-12	1200	7"	\$3.50

Sarkes Tarzian is also marketing its own boxed tape reels at the following prices: Three-inch, 15 cents; five-inch, 50 cents, and seven inch, 60 cents.

Distribution of the tape will be thru manufacturers' reps to distributors to dealers.

AUDIO NEWS BRIEFS

The Zenith Corporation's wholly-owned subsidiary Central Electronics has broken ground for a new manufacturing plant in Paris, Ill. . . . Robert G. Bosart has been named to the position of manager of advertising and sales promotion for Arvin Industries, noted manufacturer of FM radios. Ted Jones of the same firm has been promoted to the post of products manager for radios and phonographs. . . . George C. Tanty has been named as Indiana regional manager for the DuMont Emerson Radio, Television and Phonograph Corporation. He was formerly Midwest regional manager for Capehart. . . Charles Thompson, Ltd., has been appointed Western Canada representative for Utah Electronic Corporation.

Fidelitone, Inc., Ups Home Staff

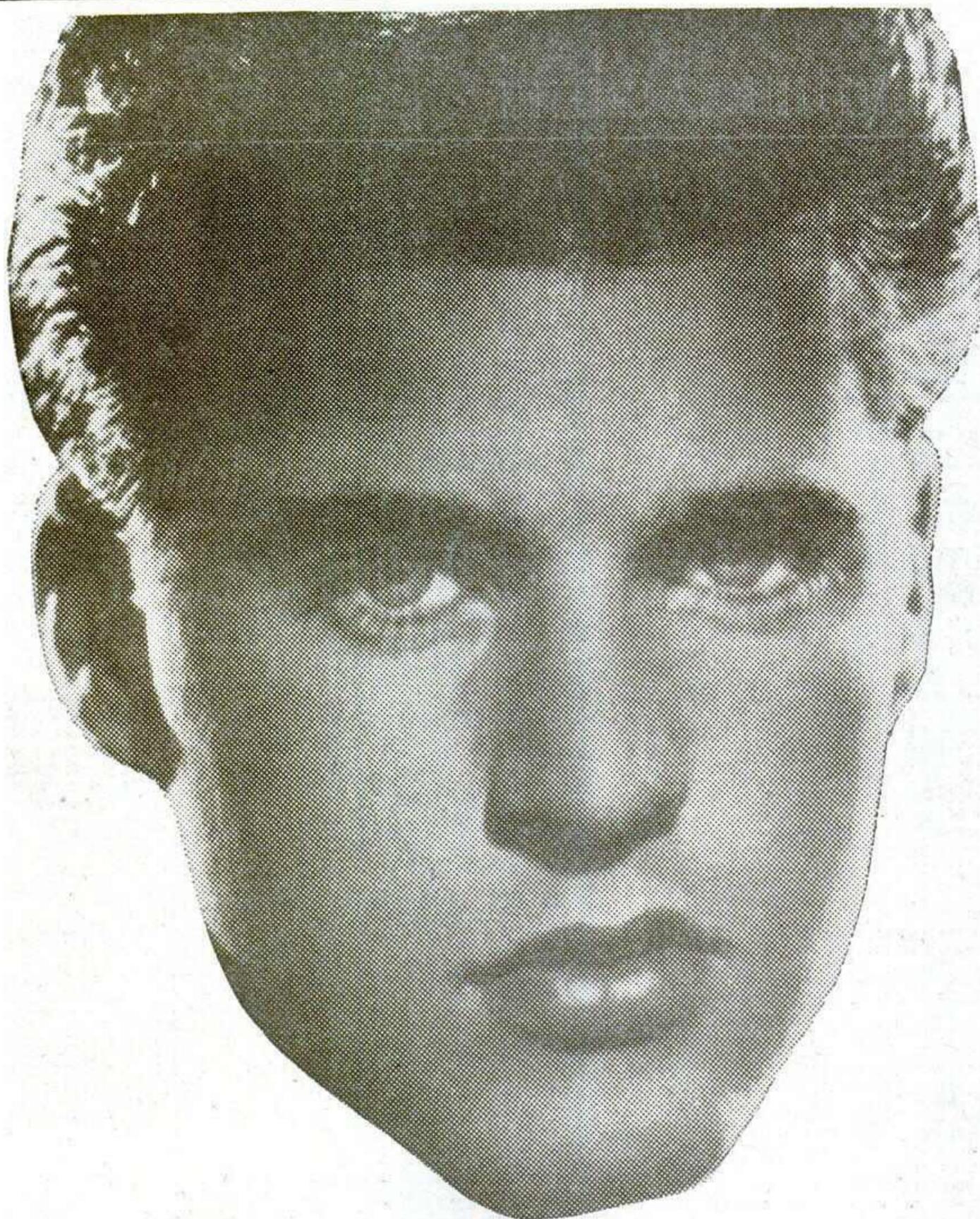
CHICAGO — Fidelitone, Inc., home-based here, has added Jim Crudgington, veteran record and needle man, to the home office force in administrative sales, working with Bill Anton, sales and advertising vice-president, and Hi Prince, national sales manager for the accessories manufacturers. Jim Crudgington replaced by Jerry Jenkins, who was in the sales department with Big State Distributing, Dallas. Jim Franklin, Fidelitone vet who left the firm a year ago to go into radio sales, has returned to the firm at his old post as Indiana-Ohio regional representative.

Prince leaves next week for an extended tour of Europe to survey international market conditions.

Rasmussen stated that sales of component recorders and amplifiers are at an all-time peak for the firm.

Viking Expands Output Facilities

MINNEAPOLIS — Viking of Minneapolis, Inc., a manufacturer of magnetic recording playback equipment since 1952, this week announced a \$250,000 program for expanding its manufacturing facilities. P. A. Rasmussen, president, said the firm has completed an 11,000-square-foot addition to its main office and factory here and has broken ground for a new facility of 23,000 square feet near Savage, Minn. Additional plant area will be used in research and manufacture of background taped music equipment, educational language and speech therapy systems.



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STORE-TESTED PROFIT POINTERS FOR DEALERS

FM Radio Helps Dealers Sell Up

By ROBERT SCOTT

The interference-free, high fidelity characteristics of FM broadcasting have been making the FM radio more and more a part of the American home. Of the 159,200,000 radios estimated to be in use in the United States today, better than 15 million are equipped for FM reception, with the percentage rising quite rapidly since mid-1959. Many radio set manufacturers nowadays are including FM in their new models as a selling feature. Portable transistor radios can now be had in FM-only and AM-FM models as well as straight AM; FM car radios are becoming increasingly plentiful, and consumer prices for FM, in general, have come down sharply. Only a few years ago, the cheapest FM radio cost \$50 and up; nowadays, FM is available in a transistor radio for less than \$50; and in a table radio with an AM band as well for \$29.95.

The Differences

Frequency modulation broadcasting differs from standard amplitude modulation broadcasting in this respect: AM broadcasting is done on a fixed frequency, with variations in the strength of a radio signal to produce music, speech or sounds. An FM transmitter produces a constant radio signal, but varies the frequency on which it is broadcast. Each signal has special properties. The AM signal is strong and stable, but subject to interference from outside forces, such as electric motors, power lines, or electric storms. The signals also can be heard over a wide distance if they're strong enough, because

they tend to be reflected by the earth or the ionosphere. FM signals, on the other hand, are always changing in frequency. It's harder to tune in a station and keep it. FM signals are not affected by external forces, and they cannot be reflected. FM also has the ability to reproduce the full sound spectrum, while AM radio reproduces only about half of it.

Another important difference between AM and FM is the programming available. In many parts of the country, FM is a medium for broadcasting so-called "good music." This generally includes background music and classics with a minimum of spoken commentary. In many areas, the background music is designed for use in offices, stores and restaurants. In some markets, such as St. Louis and Indianapolis, FM has become an important medium for live sports broadcasts unavailable on AM. Other stations duplicate programming on both AM and FM.

Whenever a customer asks about a radio, whether it's a table model for kitchen or a console for the living room, it's a good idea to find out about listening habits. If the customer prefers classical music and your area has a classical music FM station, an FM radio is the answer. Even if the classical music is duplicated on AM, a demonstration will show how it sounds first on AM, then on FM. Housewives often prefer to listen to background or mood music while doing housework; if a local FM station offers it, mention the fact to the customer.

Before trying to sell any radio, whether it be AM or FM, it's a

good idea to survey what kind of programming is available in your area—not only the local stations, but those up to 30 or 40 miles away. Find out how many FM stations are in that area, how many classical music stations, how many broadcasting stereo.

FM Sells Up

When selling FM, remember that in most cases you'll be selling up—from a lower-priced AM-only radio. The upsurge in FM broadcasting and the general interest in high fidelity should help. One Philadelphia dealer, who believes firmly in demonstration as a selling technique, has two identical AM-FM radios on a shelf behind his counter. One is tuned on AM to a local station, the other to the same station's FM broadcast. When the customer enters the store, he's likely to hear the AM radio playing. But because the dealer is located in a downtown area, and has fluorescent lighting thruout his shop, the AM reception isn't all it might be. If the customer remarks on it, he points out that the radio is a new set made by a reputable manufacturer, and that in a residential area it will perform well. Then he turns down the AM sound and tunes up the companion FM unit. The customer generally wants to know why one is so much better than the other, which gives the dealer the oppor-

tunity to explain FM and to sell the idea of an AM-FM radio instead of a lower-priced AM-only set.

Next to its ability to reproduce high and low frequencies faithfully perhaps the most important feature of a good FM radio is its ability to hold a station, once the listener tunes it in. FM radios—particularly the lower priced ones—have a tendency to "drift" or wander away from a station, as the set warms up. To overcome it, many radios have incorporated circuit (AFC) which locks a station in once it's been selected. AFC circuits have one major drawback, in that they make it difficult to tune in a weak station located near a strong one (the AFC will pull the tuner over to the stronger station every time). So more expensive sets have a switch which cuts out the AFC circuit, enabling listeners to dial more accurately. Check to see which of the sets you sell have these features, then point them out to customers.

An increasing complaint among suburban listeners and those located midway between two cities is the amount of interference from distant AM stations with local ones, particularly in the evening hours. FM avoids this difficulty. Whereas AM signals can travel tremendous distances, bounce-

ing back and forth, an FM signal travels in a straight line like a beam of light. This limits the effective range of any FM station to about 50 miles, and prevents one from interfering with the signal of another.

An important part of FM these days is its use in stereo broadcasting. At present, most of the stereo-casting in the United States is done with one AM and one FM station. One broadcasts the left channel, the other the right. Listening to this form of stereo until recently has involved setting up two radios, one tuned to each station. Within the last year, set manufacturers have incorporated separate AM and FM tuners into component sets and consoles for use in receiving such broadcasts. In addition, in anticipation of the day when the Federal Communications Commission will okay an all-FM system of stereo broadcasting, many new sets have an output for a multiplex adapter. The latter is a unit which will cost about \$25 to \$50, and will split a single FM signal into left and right channels.

Consumers Interested

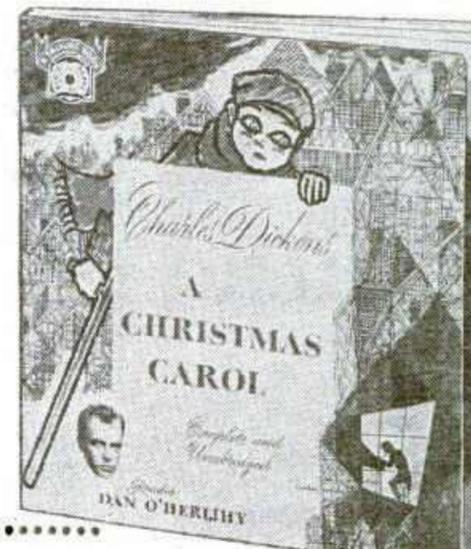
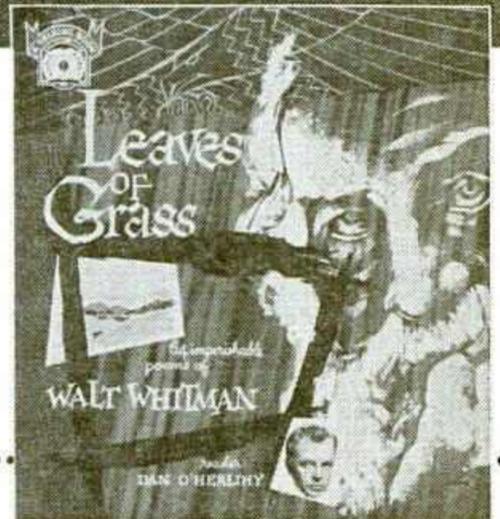
Interest in FM as a medium for stereo has been substantial. "This year we introduced an AM-FM stereo receiver for the first time," comments Mort Schwartz, president of Olympic Radio and Tele-

(Continued on page 54)

TWO GREAT NEW AUDIO BOOK SELLERS!

Leaves of Grass by Walt Whitman

A masterpiece of 64 magnificent poems written by one of America's foremost literary greats. Dan O'Herlihy, the superb Irish actor, flawlessly reads all 64 poems with utmost expression! 6 Ultra-Microgroove 16 rpm Records — \$6.95 List.



A Christmas Carol by Charles Dickens

An unforgettable reading of Dickens' penetrating Christmas classic, so realistically and impressively read by Dan O'Herlihy that it will keep the Christmas spirit within you the whole year through! 4 Ultra-Microgroove 16 rpm Records — \$4.95 List.

Literary enjoyment for both young and old . . . and many more profits for you!

Here are two of Audio Book's best, triumphantly done in such a way that they are sure to be your best, too! Great literature is enjoyed by persons of all

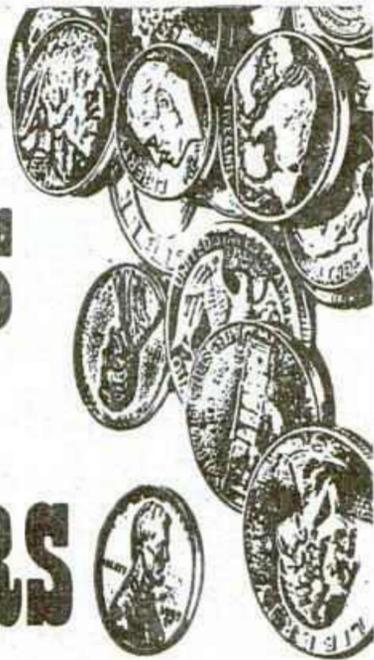
ages — all year around! That is why when you stock and sell these two great Audio Book Albums you'll be in for profits — all year around!

ORDER THESE GREAT AUDIO BOOK ALBUMS FROM YOUR DISTRIBUTOR — NOW!

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"Great Literature in High-Fidelity"

EXTRA \$\$\$\$\$\$ FOR DEALERS



How to get them? Every dealer wants to know.

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

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

For the Christmas buying season
50 BEST SELLERS FROM ANGEL

On these pages you see Angel Records' 50 best selling albums. During the forthcoming Christmas season, these outstanding performances are being offered on 100% exchange (November 28th thru December 24th). Many of these recordings will be featured in national consumer advertisements, assuring added demand.

Be sure to place your order today.

*You have until June 30, 1961 to exchange purchases of these albums made during this period! See your Angel Representative for details.



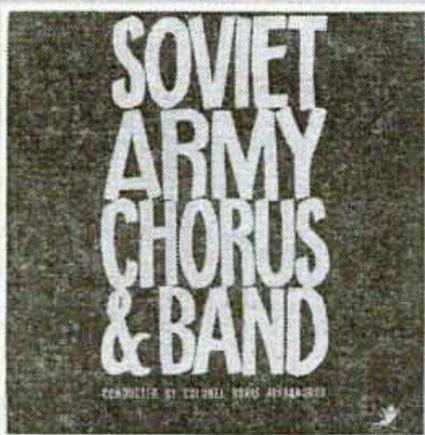
(S) 35797 At the Drop of a Hat (Flanders and Swann)

- | | | | |
|-------------|--|-----------|--|
| BL-3508 | Puccini: Tosca, complete (Callas)
(2 records) | (S) 35677 | Rhapsodies for Orchestra (Silvestri/
Vienna Philharmonic) |
| BL-3560 | Puccini: La Boheme, complete (Callas)
(2 records) | (S) 35680 | Tchaikovsky: Nutcracker; Romeo and
Juliet (Markevitch/Philharmonia) |
| (S) B-3577 | Beethoven: Symphony #9 (Klemperer)
(2 records) | (S) 35697 | Beethoven: Triple Concerto
(David Oistrakh Trio) |
| (S) BL-3601 | Donizetti: Lucia di Lammermoor,
complete (Callas) (2 records) | (S) 35711 | Beethoven: "Pastorale" Symphony
(Klemperer) |
| (S) CL-3606 | Ponchielli: La Gioconda, complete
(Callas) (3 records) | (S) 35719 | Birgit Nilsson Sings Beethoven,
Weber, Mozart |
| 35092 | Mozart: Horn Concertos (Dennis Brain) | (S) 35720 | Helter Skelter (Band of Welsh Guards) |
| 35195 | Callas Portrays Puccini Heroines | (S) 35726 | Chopin Waltzes (Malcuzyński, Piano) |
| 35415 | Orff: Carmina Burana (Sawallisch) | (S) 35739 | Mozart: Symphonies, No. 38 and No. 39
(von Karajan) |
| 35469 | Giuseppe di Stefano: Songs of Naples | (S) 35744 | Romantic Overtures (Silvestri/
Philharmonia) |
| 35470 | Giuseppe di Stefano: Songs of Naples,
album 2 | (S) 35755 | The Orchestral Wagner (Sawallisch/
Philharmonia) |
| (S) 35476 | Beethoven: "Emperor" Concerto
(Emil Gilels) | (S) 35763 | Callas Portrays Verdi Heroines |
| (S) 35491 | Hindemith: Horn Concerto
(Dennis Brain/Hindemith) | (S) 35764 | Mad Scenes by Callas |
| (S) 35505 | Rimsky-Korsakov: Scheherazade
(Beecham) | (S) 35767 | Rimsky-Korsakov: Scheherazade
(von Matacic/Philharmonia) |
| (S) 35614 | Tchaikovsky: 1812 Overture, others
(von Karajan) | (S) 35779 | Schubert: "Unfinished" Symphony and
"Rosamunde" Music (Kletzki) |
| (S) 35615 | Dvorak: "New World" Symphony
(von Karajan) | (S) 35790 | Behind the Footlights (Scots Guards) |
| (S) 35638 | Prokofiev: Peter and the Wolf; Haydn:
Toy Symphony (von Karajan)
(Ustinov) | (S) 35800 | Hoffnung Interplanetary Music Festival |
| (S) 35644 | Tchaikovsky: Nutcracker Suite;
Swan Lake (Sawallisch/Philharmonia) | (S) 35831 | Donizetti: Lucia di Lammermoor —
Highlights (Callas) |
| (S) 35656 | Schubert: Songs, Album 2
(Fischer-Dieskau) | (S) 35838 | Wolf: From the Spanish Songbook
(Fischer-Dieskau) |
| (S) 35676 | Verdi: Overtures (Tullio Serafin/
Philharmonia) | (S) 35885 | Tchaikovsky: Symphony #4
(von Karajan) |
| (S) 35696 | Elisabeth Schwarzkopf Sings Operetta | 65038 | The Happy Wanderer (Obernkirchen
Choir) |

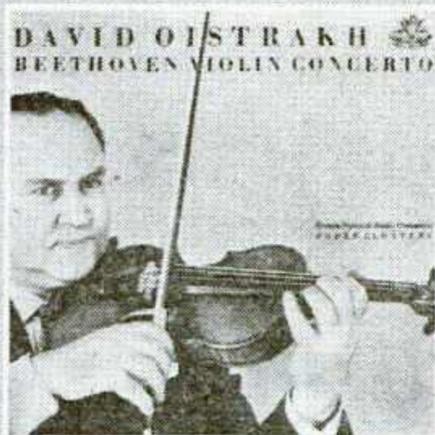




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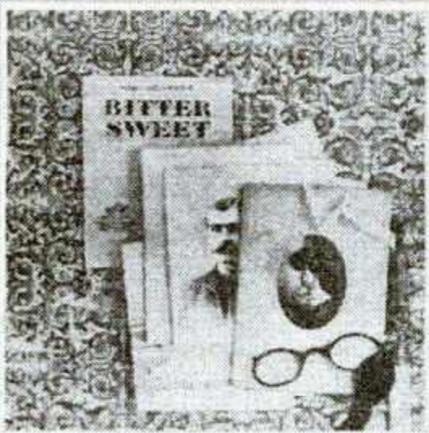
(S) 35411 Soviet Army Chorus and Band



(S) 35780 Beethoven: Violin Concerto (David Oistrakh)



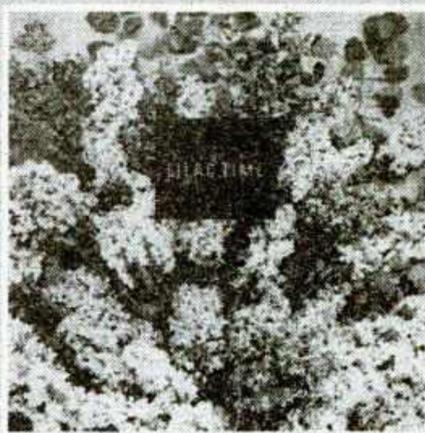
(S) 3610-B Klemperer Conducts Wagner



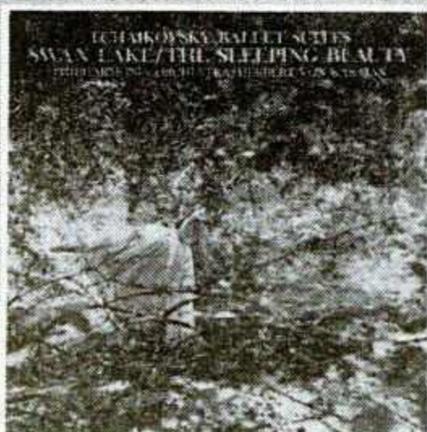
(S) 35814 Bitter Sweet - Highlights



(S) 35884 Best of Peter Sellers



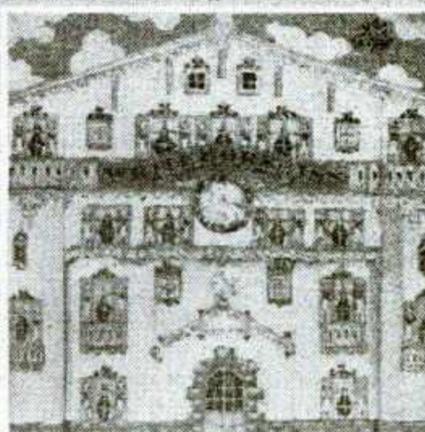
(S) 35817 Lilac Time - Highlights



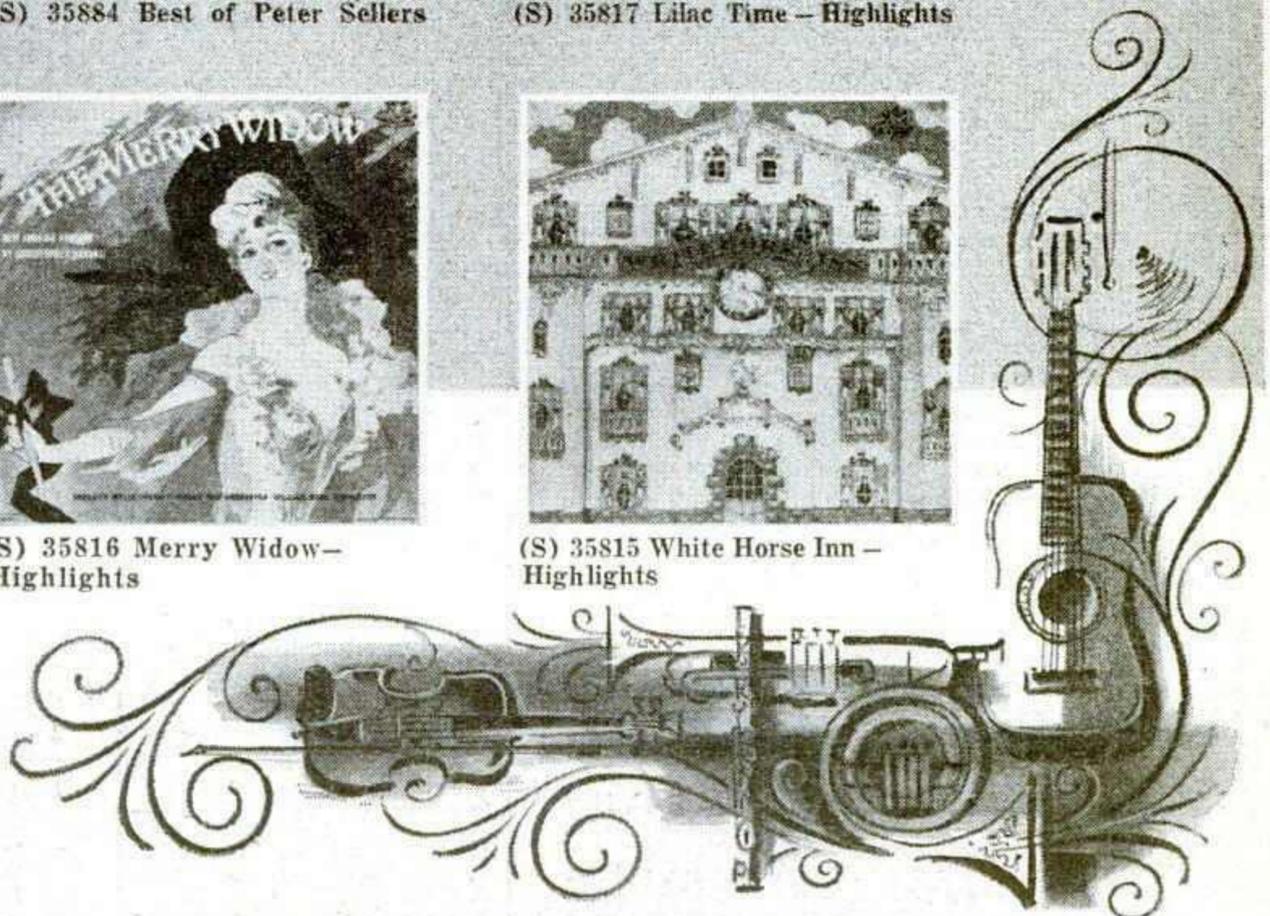
(S) 35740 Tchaikovsky: Swan Lake/Sleeping Beauty Suites (von Karajan)



(S) 35816 Merry Widow - Highlights



(S) 35815 White Horse Inn - Highlights



VOX JOX

By JUNE BUNDY

"COFFEEHEAD" RETURNS: Bob (Coffeehead) Larsen, veteran deejay, is going back to WEMP, Milwaukee. The jock, one of the founders and a top-ranking officer in the Disk Jockey Association, was WEMP's top-rated morning spinner for 10 years before he moved to WRIT, Milwaukee, last year. Beginning December 5, Larsen will again operate on the wake-up circuit from 6 to 10 a.m. across-the-board.

A SAN JUAN FIRST: Alfred D. Herger, writes: "I am a Puerto Rican disk jockey about to launch the first bandstand type show to be in the island. The special book *The Billboard* published on this theme has been a great help to me. I need telerecords badly, for no artists come this way personally. Maybe the record companies can supply me with the ones they have issued to the present. All of them will be new to the public of Puerto Rico.

"Sample records will be welcome too. As I also write for the newspaper, I need photos of the recording and movie stars. I am also planning to bring recording stars down here if I can contact them. Probably many companies have not had substantial sales in the island, but this is because their products have lacked exposure here. I will give this needed exposure to the ones that will co-operate with me."

THIS 'N' THAT: Stan Richards, WINS, New York, paid tribute on the air last week to Steve Sholes, RCA Victor's artist and repertoire chief, who celebrated 25 years with the label this month. . . . Bill Downs, who produces a New York segment of Ramsay Ames' "Aqui Northamerica" (a Madrid, Spain, deejay show) writes: "Miss Ames wants to thank you for the nice writeup, but would like you to know that she is a "she" and not a "he" as stated in your column. She is always having that trouble." The U. S.-taped portion of the show, notes Downs, is emceed by Manuel Alfaro, an American Theater Wing student. The program has had several "firsts" in news and records in Spain. For example, Adam Wade's "Dreamy," the show's record for the week of November 27, will be heard for the first time on a Madrid station.

OPERATION LEAKY ARM; Al (Flat Top) Daly, spearhead of Michigan Penitentiary inmates' laudable blood donor drive, "Operation Leaky Arm," writes: "The time has rolled around again when we're planning our all-night holiday programs for this year and we'd like to have as many of your deejay readers as possible join us—via tape—whether it be for five minutes or 30 minutes. The shows will be planned as follows: on December 23 we will feature strictly country and western music from 6 p.m. until 6 a.m.; then, on the all-night segment for December 24 (same hours), we will spin pop records and those tapes from the pop deejays. Once again we would like to ask the deejays planning to guest with us to not spin any seasonal or Christmas music—for this only makes our boys do extra hard time during the holidays. The shows are designed so they won't have to listen to the constant reminders of better days. We will return all tapes after the holiday season. They should be mailed to me, No. 77582, care of Gordon Fuller-Dir. Ind. Treatment, 4000 Cooper Street, Jackson, Mich. Also we welcome any singles or LP's—old or new—that anyone would like to send up for those programs."

CHANGE OF THEME: Mrs. Evelyn Wooston is new merchandising, promotion and publicity director for the Knight radio stations, a New England chain. . . . Bill Marlow, WNAC, Boston, was in New York last week visiting wax flack Bubby Basch. . . . James A. Karras has joined WMCA, New York, as program assistant. . . . John A. Mitchell, formerly with WJCV, Johnson City, Tenn., has been appointed program director of WSIX, Nashville. . . . Frank Fixaris, program director of WJAB, Westbook, Me., is in the Maine Medical Center, Portland, Me., recovering from burns suffered in a fire, reports Ken Albridge, WPOR, Portland, Me.

Station KFBI, Wichita, Kan., changed its call letters to KIRL last month, and adopted a new format featuring the "Top 70" best selling singles and "Top 17" LP's. New jocks at KIRL are Bill Miller and Dale Wehba — both from KOCY, Oklahoma City—Dennis Hunt, ex-KSIR, Wichita, Kan., and Mike Russell, ex-KTLN, Denver. New program director at KIRL is Bob Freeman. The station is owned by legendary silent movie stars Mary Pickford and her husband Buddy Rogers.

New deejay line-up at KICN, Denver, is as follows: Program director-spinner Dennis James, Morning Mayor Con Schader, John Williams, Bill Western, Don Hinson, and Joe Light. . . . Tom Shannon, 22-year-old, WKBW, Buffalo, has signed a long-term contract with Corsican Records, distributed nationally by Mohawk Records. Shannon's first disk will be Bob Merrill's 1956 hit tune "Honey Comb." . . . Cal Kolby, formerly with WDRC, Hartford, Conn., has joined WINE, Manchester, Conn., as deejay-regional sales rep.

The Leland Bisbee Broadcasting Company has assumed control of the Cooper State Broadcasting Corporation, including KTKT, Tucson, Ariz. Phil Richardson is the new manager of KTKT, and Frank Kalil, program director. The format and personnel of KTKT remains the same, with Guy Williams continuing to program its music. . . . Dave Pringle, WPAG, Ann Arbor, Mich., is starting a new afternoon show, from 1-3 p.m., this week featuring reviews of new releases by a panel of teen-agers. He scheduled beep-phone interviews with top disk stars—Brook Benton, etc.—to kick off the first show November 26.

Al (Jazzbo) Collins, formerly with WNEW, and NBC, New York, and more recently with WINS, New York, has moved to the West Coast in the 9 a.m.-noon time slot on KSFO, San Francisco. Dick Cook moves into KSFO's 9 p.m. to midnight seg, and Art Finley moves up his show to a 7-9 p.m. time period Monday thru Friday. Bill Heyward, who is moving into KSFO's expanded news department, will continue his 7-9 p.m. Saturday show and his "Sunday Sounds," 7 p.m.-midnight.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



M-G-M's Wolcott Scores With 'Ruby Doby Du'

Charles Frederick Wolcott, General Musical Director of the M-G-M Studios since April, 1958, was born in Flint, Mich., on September 29.

Formerly associated with such top bands as those of Paul Whiteman, Andre Kostelanetz and Jean Goldkette as both pianist and arranger, he has been in Hollywood since 1937. In that year he was named general musical director of the Walt Disney Studios. In 1950 he became associate musical director at M-G-M, working with Johnny Green.

Among the songs he has composed are "The Reluctant Dragon," "Saludos Amigos," "Sooner or Later," "Lover, Lover," and the love theme from "Blackboard Jungle."

Wolcott is currently represented on the "Hot 100" with a hit version of "Ruby Doby Du."



Tobin Matthews on Top With 'Ruby Doby Du'

Nineteen-year-old Tobin Matthews hails from the Hoosier State where he is currently an inspector at a Hammond steel mill. He graduated from high school in Calumet City, Ind., last year and since then has been employed at the mill, first as a laborer and now as an inspector.

Matthews loves to write and sing folk songs of any type, from old standards thru rock 'n' roll. He was discovered by TV deejay Jim Lounsbury of Chicago, who first heard him at a record hop that Lounsbury staged in Indiana.

"Ruby Doby Du," on the Chief label, is Matthews' debut disk and is the leading version on the "Hot 100."

YESTERYEAR'S TOPS—

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

DECEMBER 3, 1955

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

DECEMBER 2, 1950

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

MUSIC AS WRITTEN

New York

George Harwell has written the words and music for a forthcoming off-Broadway musical based on a story by Jack Waldron called "What a Killing." Johnny Burke's music firm is publishing the score. Show, with Fred Hebert doing the book, is to open in January. . . . Gene Krupa is resting for the rest of the year on doctor's orders. A slight heart attack during his last week at the London House in Chicago made the drummer decide to take a holiday. . . . Jerry Vale opens at the Adolphus Hotel in Dallas December 5. . . . Horace Silver and his quintet open at Chicago's Birdhouse December 7.

Peter Palmer is now at the Queen Elizabeth club in Montreal. . . . Jules Rifkind, M-G-M promotion, married Eleanor Levin of the Dave Garroway staff last week. . . . Thrusch Elizabeth Schwarzkopf will autograph records at the new G. Schirmer music store in Manhattan on Monday (28). The soprano's appearance is a part of Schirmer's Centennial celebration and the store's move to the new location. . . . Reports from Italy tell us that thrush Helene De Lys is breaking it up at Bricktops in Rome.

The new ditty, "When You Come to the End of a Lollipop" which has been recorded by Max Bygraves for London and Paul Winchell and Jerry Machoney for Epic, was one of the last tunes penned by the team of Al Hoffman and Dick Manning. . . . Ahmed Abdul-Malik is now at the Five Spot in New York. . . . Camden Records is cutting more "Living Strings" albums because of strong sales reaction to the initial three LP's. . . . Clive Davis has been named to the legal department of Columbia Records. . . . Don Glasser and his ork open at Roseland in New York November 29. The band then goes to the Skyway of the Hotel Peabody in Memphis on December 31. . . . Herbie Kalin, of the Kalin Twins, became the father of a boy, Buddy Ladd Kalin, on November 11.

Ivan Mogull, after a quick trip abroad, returned to the U. S. last week, and informed us that he had acquired the Renato Rascel tune, "Welcome to Roma Mia," had had Al Stillman write an English lyric, retitled the tune, "I'll Be Your Lover" and had it recorded by Vic Damone. Disk is being issued this week. . . . Lor Crane will send all royalties on his new waxing on the Boardwalk label, "Jingle Bell Rock," to Boys Town Christmas Fund.

Gene Pitney, whose first vocal record on the Musicor label was issued last week, is the clobber of a number of hit songs such as "Blue Heartaches," "Today's Teardrops" and "One Step Down." . . . Art Pearlroth has replaced Phil Minoff at Cue magazine as TV editor. Minoff left to join the NBC-TV publicity department. . . . Strand Records has signed actress Muriel Angelus to a recording contract. . . . Roger Williams begins the Southern leg of his concert tour on January 5 in Miami. . . . Tony Mitchell starts an engagement at Long Island's Golden Slipper on November 29. . . . New editor-in-chief of Musical America is Bob Sabin. Warren Cox, formerly with the Columbia Records, has donated a violin made by Carlo Antonio Testore two centuries ago to New York University along with a Nurnberger bow for use with the instrument. Bob Rolontz

Chicago

David Carroll (Mercury) leaves for a West Coast recording date December 12-13. He'll be doing a session with Eddy Howard and Dick Contino. Carroll, incidentally, together with Dick Schory, RCA Victor; Willis Charkovsky, composer, and yours truly, Nick Biro, are shooting for an early membership meeting for a Chicago chapter of the National Academy of Recording Arts and Sciences (NARAS). . . . Antique Records has been formed by Lou Williams, veteran publisher here. First pactings include Gary Douglas, seven-year-old singer, and Larry Craig, baritone.

Steppin Fetchit, veteran comedian who has become a prominent BMI songwriter, returned to comedy last week when he cut an LP album for Vee Jay. . . . Robert Monroe, son of band leader-booker Hal Monroe, of Associated Booking, was barmitzvahed last week. . . . Ahmad Jamal has moved up the opening date for his new soft-drink nitery on South Michigan to December 2. . . . Buck Ram has inked the Evergreens, Florida folk music vocal duo. Ram huddled here with his attorney, Dick Shelton, and Herman Clebanoff, the Mercury maestro, whom he manages.

Lambert, Hendricks and Ross broke a house record Saturday night (19) at the Cloister. The boit, incidentally, is adding a bleachers to accommodate more aficionados of the progressive jazz fare it's featuring. The Modern Jazz Quartet opens there Tuesday (29). . . . The Four Winds label is planning to issue a disk of the Illinois Veterans of Foreign Wars official song, "Kiss Those Shores Again for Me." . . . Bill Black and his combo kicked off a week stint at the Regal Theater Friday (25). Nick Biro

Hollywood

In Guy Lombardo's "Belly Up to the Bar, Boys" (one of seven Capitol singles based on the "Molly Brown" score), label features the singing voices of three batoners: Billy May, Nelson Riddle and Stan Kenton. Out-of-character vocal is one of the rare times Capitol has pulled a turnabout talent stunt. Last time was 14 years ago when Dave Dexter recorded a group tagged Ten Cats and a Mouse on a tune called "One Thirty o'Clock Jump," and featured songstress Peggy Lee on drums, guitarist Dave Barbour on trumpet, saxman Dave Cavanaugh on guitar with trumpeter Billy May on trombone, batoner Frank DeVol on string bass, among other switch-arounds.

Imperial's Jimmy Dodd is on a two-week deejay tour to push his "Swing-a-Spell" album, co-featuring the Bob Mitchell vocal aggregation. Dodd, TV's former "Mickey Mouse Club" emcee, will hit Cleveland, Cincinnati, Philadelphia, and New York. . . . Liberty has acquired national distribution rights to "Church Key" by the Revels on

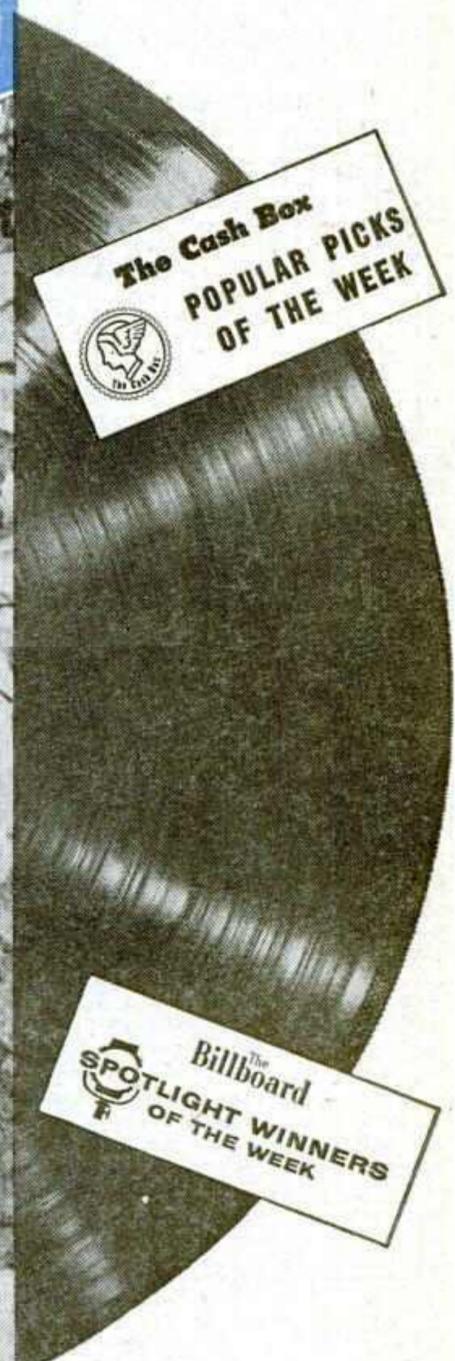
(Continued on page 28)

MANTOVANI

plays music from

EXODUS

and other great themes



- Song Without End
- Irma La Douce
- The Sundowners
- A Summer Place
- The Sound Of Music
- Green Leaves Of Summer
- 76 Trombones
- I Love Paris
- Mr. Wonderful
- The Carousel Waltz



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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.

BILL BLACK: Probably few people remember Bill Black as the bass man of the original Elvis Presley Trio, even tho he made 21 records with Elvis, appeared in three movies, and has been on stage for millions when he played with Tommy Dorsey. Most record fans will remember him and his combo, however, as the group that recorded the record, Smokie, a two-sided instrumental hit. White Silver Sands followed next and reached the million seller mark. By the time Bill's third single, Josephine, came out the public was well acquainted with Bill Black's Combo. Their latest for Hi Records is Willie, a fine Kansas City style blues wrapped up in a solid instrumental treatment. The flip side, Blue Tango, is a fast climbing Star Performer on Billboard's Hot 100 this week.

The COASTERS, Carl Gardner, Billy Guy, Cornelius Cunter, Dub Jones, and guitarist Adolph Jacobs, make up this group currently swingin' with a new Atco LP, One By One. A collection of their greatest hits, which includes Poison Ivy, Yakety Yak and Charlie Brown, is available on their album The Coasters' Greatest Hits.

NAT KING COLE, who is scheduled to open on Broadway in the musical "I'm With You" in February, is on the scene with a single from the new Meredith Willson musical The Unsinkable Molly Brown. Title is If I Knew, a lovely ballad, b-w World In My Arms, an attractive theme with Latin-ish backing. Current Capitol Records' album from the "King" is Wild Is Love, a climber on Billboard's LP Chart.

BIRTHDAYS OF THE WEEK:
Nov. 28, Jose Iturbi, Dec. 1, Mary Martin, Dec. 2, Ed. Sauter (Sauter-Finegan Band), Dec. 3, Connee Boswell, Jaye P. Morgan, Sylvia Syms, Andy Williams, Fred Assunto (Dukes of Dixieland), Dec. 4, Freddy Cannon.

SAM COOKE's follow-up to his RCA hit Chain Gang is an emotion-packed rockaballad titled Sad Mood. Flip is a poignant ballad, Love Me. Chicago-born, Sam closes a successful engagement at the Twin Coaches Club, Pittsburgh, tonight (28). Sam sold a million copies of You Send Me for Keen Records.

The FLEETWOODS, who scored with Come Softly To Me and Mr. Blue, are with us via a new Dolton Records single, Confidential, a soft, crooning ballad effort, b-w I Love You So, somewhat in the tradition of their earlier hits. The trio get their name from the Olympia, Wash., Telephone exchange Fleetwood.

CONNIE FRANCIS, a Star Performer on Billboard's Hot 100 this week because of her fast climbing release Many Tears Ago, is getting special promotion from M-G-M Records in connection with her opening in N. Y.'s Copacabana Dec. 1. For the Copa tables, MGM is readying five-inch cutouts of the singer as souvenirs for the nitery customers and special life-size figures of Miss Francis will be displayed in dealer windows. Highlights of her appearance will be an on-the-spot recording for an LP to be titled Connie Francis At The Copa.

ANDRE KOSTELANETZ, one of America's top recording conductors, captures the boisterous enthusiasm and the lusty spirit of Colorado's gold-mining days in an exciting instrumental version of Meredith Willson's new musical. The Unsinkable Molly Brown, on the Capitol label. Russian-born, Mr. Kostelanetz's music is characterized by resplendent orchestrations, singing strings, variety of color and wonderful

tonal balance. He gives us some of the most pleasant listening we know.

JOHNNY & THE HURRICANES, Johnny Paris, the leader and saxophonist; Paul Tesluk, organist; Dave Yorke, guitarist; bass-player, Lionel (Butch) Mattice; and the newest member of the group, drummer Lynn Bruce, are on the scene with a new album, The Big Sound Of Johnny And The Hurricanes, a collection of tunes done in their unique exciting style. Recently signed to record for Big Top Records, the boys also have a single working for them, You Are My Sunshine, a rocking version of the old country hit. They are currently touring various colleges and are planning a trip thru Mexico within the next month as well as a European tour sometime in Feb. Incidentally, their recording of Rocking Goose is No. 5 on British charts and climbing.

BRENDA LEE's newest is a Christmas offering, Rockin' Around The Christmas Tree, written especially for Brenda by Johnny Marks, who gave us Rudolph, The Red-Nosed Reindeer. One of the new sensations in the record business, 15-year-old Brenda has learned how to make her voice do wonderful things like cajole, coax and caress until other people's hearts turn emotional flip-flops. And she's been doing it since she was six.

MANTOVANI, England's foremost conductor, offers a beautifully performed album, Music From Exodus And Other Great Themes, of current and past movie and stage themes. The London Records' recording artist is currently on his sixth consecutive annual concert tour of the States.

CYLDE McPHATTER, who started his career as lead singer with Billy Ward and the Dominoes, has a new wax for Mercury Records, One More Chance b-w Before I Fall In Love Again. Belford Hendricks did the arranging and conducting. Clyde's biggest hit was A Lover's Question. Latest Mercury album is Ta-Ta.

GEORGE SHEARING, pianist, composer, who has given serious study to the harmonic links between jazz and the classics, offers an unusual

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

disking for Shearing. Honeysuckle Rose, featuring the pianist in a Fats Waller type of rendition of the standard, on Capitol Records.

BOBBY VEE, young singer born in North Dakota, has bounced back strong on the charts via his newest for Liberty, Rubber Ball, a fast climbing Star Performer on Billboard's Hot 100 this week. Bobby made it big with Devil Or Angel. He also has a new LP, Bobby Vee Sings Your Favorites.

MAURICE WILLIAMS and The ZODIACS are topping the charts via their Herald Records' single, Stay. Pianist Williams wrote the hit tune, their first for the label. Henry Gasten, Willie Bennet and Charles Thomas make up The Zodiacs, and all the boys hail from South Carolina.

TOMMY ZANG's newest from Hickory Records (the Acuff-Rose label) is Hey, Good Looking, the fine Hank Williams' tune sung by Tommy with a lot of spirit over a smart, rhythmic backing. Flip is With Love (For You), the familiar Latin tune La Paloma freshened up with new lyrics.

PROMOTION DAYS & WEEKS:
Nov. 28 is Independence Day in Albania, the beginning of National Prosperity Week and the Vegetable growers Association of America Annual Convention begins. Dec. 1 is Independence Day in Portugal, the start of Give and Serve Meat for Christmas Month. Dec. 2 is Pan-American Health Day.

Have a good week.

Tom Rollo.

THIS WEEK'S NEW Money Records

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

SINGLES

A LITTLE BIT LONELY—Jeanne BlackCapitol
BEFORE I FALL IN LOVE AGAIN—Clyde McPhatterMercury
CHERRY PINK AND APPLE-BLOSSOM WHITE—
Jerry Murad's HarmonicatsColumbia
MIL-DI-MIDINETTE—Bob LumanWarner Bros.
MILK-COW BLUES—Ricky NelsonImperial
ONE MORE CHANCE—Clyde McPhatterMercury
OH, HOW I MISS YOU TONIGHT—Jeanne BlackCapitol
RUDOLPH THE RED-NOSED REINDEER—
The MelodeersStudio
SWEET DREAMS—Don GibsonRCA Victor
THEME FROM EXODUS—Ferrante and TeicherUnited Artists
TROUBLE IN MIND—Nina SimoneColpix
WHY, WHY, BYE, BYE—Bob LumanWarner Bros.

ALBUMS

PEPE—Original Sound TrackColpix
EXODUS—MantovaniLondon
WONDERLAND BY NIGHT—Bert KaempfertDecca

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 26

Tony Hilder's Impact label. It's being issued under the Impact banner to retain its identity. . . . Keelou Corporation disk promotion director George Sherlock left on a 30-day tour of key markets in the nation to push the new Louis Prima-Keely Smith Dot releases, including "A Keely Christmas" and "On-Stage" albums, plus the Keely single, "Silent Night" b-w "Christmas Island," and Prima's single, "Wonderland by Night" b-w "Ole Man Mose."

Challenge signed a long-term pact with Don Reed, producer of "Kartunes on Wax," for a series of novelty disks featuring Reed's "Donald Drums and His Band," with the first to be "Merry Christmas Window" b-w "There's Something About a Hometown Band," in the toy instrument sounds Reed has created. . . . Donald Graham leaves C & C Distributing of San Francisco to rejoin Warner Bros. Records as Western promotion manager, reporting to the label's Western region's sales chief Fran Howell. . . . Jimmie Darren is recording two tunes for Columbia Pictures "Gidget Goes Hawaiian," film's title tune, and "Wild About That Girl," both penned by Fred Karger and Stanley Styne. Lee Zhitto

Cincinnati

With ducats scaled from \$2 to \$3.50, Johnny Mathis drew an estimated 3,300 persons to Cincinnati Gardens Saturday night (19). Appearing in his support were Andre Tahon, marionette artist, and the Hermes Pan Dancers. Local press heaped praise upon the show. Promotion was handled by Bob Frames, Dayton, O., public relations man, who earlier in the week set the unit in Columbus, O., and the Hobart Arena, Troy, O., both stands netting fair business. . . . Peggy Rogers, who the last four years handled the on-air promotion for WLW and WLW-T, has been named promotion director of WKRC-TV here. . . . Alvin H. Roehr, 66, who for many years jobbed with his band in the Cincinnati area, died at his home here November 18 after a lengthy illness. He retired some 15 years ago. . . . Lila Lambert has been appointed to the newly created post of promotion and publicity manager of the Taft Broadcasting Company to handle corporation promotion projects for all Taft TV and radio stations.

J. W. McGough resigned Wednesday (23) as general manager of WKRC-TV here as a result of long-standing disagreement over station operating policies. McGough, who said the parting was amicable, gave no indication of future plans. Charles P. Dwyer, assistant general manager, still serves as acting manager of WKRC-TV pending announcement of a permanent replacement for McGough. . . . Edward (The Duke) Doucette III has joined the platter-spinning staff at WKRC to reign for a four-hour stretch each afternoon, Monday thru Friday. . . . Deejay Vern Sevy is new at WCKY here, where he joins Will Lenay and Leo Underhill in rounding out the 6 a.m. to 6 p.m. record programming. Bill Sachs

Nashville

University Records' Harold Sadler is due in town this week for sessions by Freddie North and Jim Jennings. Latter is six-foot-seven college student on a basketball scholarship at Murray (Ky.) State College. . . . Tree Music vice-prexy Buddy Killen has purchased a new home off Franklin Road. . . . Jim Reeves stars on Prince Albert portion of "Grand Ole Opry" December 10. . . . Harry (Decca) Silverstein's wife Clare presented him with son, David Scott, Friday (18). . . . Colonial Records' Cile Turner was at the RCA Victor Studio here last week for sessions. . . . Osburn Brothers cut a session for M-G-M at the Bradley Studio. . . . Decca's Jack Pleis was in town from New York last week directing Lennie Dee sessions with Owen Bradley. . . . M-G-M's Conway Twitty recorded at the Bradley Studio Monday night (21). . . . June Valli cut a session for Mercury at Bradley Studio Sunday (20).

Noel Digby winged in from Gardner Agency, St. Louis, Friday (25) for jingle sessions at the Bradley Studio. . . . The Jordonaires (Gordon Stoker, Neal Matthews, Hoyte Hawkins and Ray Walker) appeared at the National Press Club Black-Tie Ball in Washington Saturday (26). Also appearing on the BMI-produced show were Peggy King, Lionel Hampton, Bruce Catton and Alec Wilder. . . . The Browns' new RCA Victor Christmas release is "Blue Christmas b/w "Green Willow Christmas." . . . Porter Wagoner recorded at the RCA Victor Studio here Wednesday (23). Pat Twitty

Pittsburgh

Dot Records, formerly handled here by Ben Herman's Standard Distributors, now being handled direct by the company. Bob Vogel, a local salesman, is the branch manager and Ralph Greeson of the Hollywood office is regional director. . . . Lenny Martin hopes to have the album on his Robbee label ready for the holidays, starring Pirate baseball stars, Hal Smith and Elroy Face, singing and playing guitars. Booker George Claire, who put Smith and Face into Holiday House for their nightclub debut, has set the duo into the same club for the Thanksgiving holidays. The LP was waxed at that club.

RCA Victor hosted a party for Sam Cooke, currently at the Twin Coaches nightclub. The same label, thru its Hamburg Bros. distributors, is setting up a press-deejay affair for Sam Fletcher, plugging his "Tall Hope" single from "Wildcat" . . . Bill Lawrence, local record distributor, is high on "Everybody Knows," a single cut on the Alanna label by Jerry Sharrell from nearby Farrell, Pa.

Vern Cupples, Decca head here, predicting that the German import "Wonderland by Night," featuring Bert Kaempfert, will be one of the season's major hits in this area, where it took off like "Volare" a few years ago. . . . Singing Tony Vallo, who completed a week at the Horizon Room nightclub last week, stayed

(Continued on page 53)

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.

MAKING IT BIG!

THEIR FIRST COLUMBIA SINGLE

JERRY MURAD'S HARMONICATS playing

CHERRY PINK AND

APPLE BLOSSOM WHITE

4-41816 (also available on 33)

NOW... EXCLUSIVELY ON COLUMBIA  RECORDS



© Columbia - Jerry Murad's Harmonicats in 1960

FOR WEEK ENDING NOVEMBER 27

The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. BUTTON-DOWN MIND OF BOB NEUHWART Warner Bros. W 1379	29
2		3. G. I. BLUES Elvis Presley RCA Victor LPM 2256	5
3		2. NICE AND EASY Frank Sinatra Capitol W 1417	15
4		4. STRING ALONG Kingston Trio Capitol T 1407	16
5		5. BUTTON-DOWN MIND STRIKES BACK Bob Newhart Warner Bros. W 1393	3
6		6. JOHNNY'S MOODS Johnny Mathis Columbia CL 1526	14
7		8. ENCORES OF GOLDEN HITS Platters Mercury MG 20472	38
8		7. SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II Assorted Artists RCA Victor LM 6088	5
9		9. EDGE OF SHELLEY BERMAN Verve MGV 15013	19
10		12. SAY IT WITH MUSIC Ray Conniff Columbia CL 1490	8
11		10. DARIN AT THE COPA Bobby Darin Aico 122	7
12		21. THIS IS BRENDA Brenda Lee Decca DL 4082	2
13		13. BRENDA LEE Decca DL 4039	15
14		18. REJOICE DEAR HEARTS Brother Dave Gardner RCA Victor LPM 2083	23
15		11. WILD IS LOVE Nat King Cole Capitol WAK 1392	5
16		17. SOLD OUT Kingston Trio Capitol T 1352	32
17		16. MACK THE KNIFE—ELLA IN BERLIN Ella Fitzgerald Verve MGV 4041	12
18		14. GENIUS HITS THE ROAD Ray Charles ABC-Paramount ABC 335	8
19		19. PAUL ANKA SINGS HIS BIG 15 ABC-Paramount LP 323	22
20		20. KICK THY OWN SELF Brother Dave Gardner RCA Victor LPM 2239	14

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		15. BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis Columbia C2L 17	7
22		25. KNOCKERS UP Rusty Warren Jubilee JLP 2029	4
23		22. BEN-HUR Rome Symphony Orch./Savina M-G-M IE1	32
24		29. TWIST Chubby Checker Parkway P 7001	4
25		24. MORE ENCORES OF GOLDEN HITS Platters Mercury MG 20591	3
26		27. MY NAME IS JOSE JIMENEZ Bill Dana Signature SM 1013	18
27		23. MEMORIES SING ALONG WITH MITCH Mitch Miller Columbia CL 1542	3
28		— TIME OUT Dave Brubeck Quartet Columbia CL 1397	1
29		26. RAY CHARLES IN PERSON Atlantic LP 8039	18
30		28. CAN CAN Sound Track Capitol W 1301	31
31		30. SONGS TO REMEMBER Mantovani London LL 3149	17
32		36. WOODY WOODBURY LOOKS AT LOVE AND LIFE Stereoditties MW 1	39
33		37. THEME FROM A SUMMER PLACE Billy Vaughn Dot DLP 3276	32
34		— YOUNG AT HEART Ray Conniff Columbia CL 1489	10
35		35. SENTIMENTAL SING ALONG WITH MITCH Mitch Miller Columbia CL 1457	22
36		39. LAUGHING ROOM Woody Woodbury Stereoditties MW 2	23
37		— SOLID AND RAUNCHY Bill Black Combo Hi Records HL 12003	2
38		32. DOWN TO EARTH Jonathan Winters Verve MGV 15011	11
39		— WEST SIDE STORY Original Cast Columbia OL 5230	4
40		— PERSUASIVE PERCUSSION, VOL. I Terry Snyder and the All Stars Command LP 800	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		2. THE SOUND OF MUSIC , Original Cast, Columbia KOL 5450	50
2		1. INSIDE SHELLEY BERMAN , Verve MGV 15003	84
3		3. JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1133	135
4		4. SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. I , Assorted Artists, RCA Victor LM 6074	53
5		6. SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1160	124
6		9. FROM THE HUNGRY I , Kingston Trio, Capitol T 1107	94
7		11. ITALIAN FAVORITES , Connie Francis, M-G-M E 3791	43
8		12. SOUTH PACIFIC , Original Cast, Columbia OL 4180	338
9		14. BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LOC 6006	56
10		5. SOUTH PACIFIC , Sound Track, RCA Victor LOC 1032	140
11		8. MY FAIR LADY , Original Cast, Columbia OL 5090	243
12		10. OUTSIDE SHELLEY BERMAN , Verve MGV 15007	53
13		7. HEAVENLY , Johnny Mathis, Columbia CL 1351	63
14		15. MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1243	98
15		13. KINGSTON TRIO , Capitol T 996	76
16		18. GIGI , Sound Track, M-G-M 3641 ST	126
17		21. KING AND I , Sound Track, Capitol W 740	204
18		16. OLDIES BUT GOODIES , Assorted Artists, Original Sound 5-001	63
19		17. FAITHFULLY , Johnny Mathis, Columbia CL 1422	46
20		19. THE MUSIC MAN , Original Cast, Capitol WAO 990	144
21		22. KINGSTON TRIO AT LARGE , Capitol T 1199	76
22		20. PARTY SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1331	49
23		23. FLOWER DRUM SONG , Original Cast, Columbia OL 5350	79
24		— OPEN FIRE, TWO GUITARS , Johnny Mathis, Columbia CL 1270	65
25		24. OKLAHOMA! Sound Track, Capitol SAO 595	215

BEST SELLING STEREO PHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. NICE AND EASY Frank Sinatra Capitol SW 1417	14
2		3. BONGOS Los Admiradores Command S 809 SD	14
3		2. STRING ALONG Kingston Trio Capitol ST 1407	15
4		9. JOHNNY'S MOODS Johnny Mathis Columbia CS 8326	13
5		5. PROVOCATIVE PERCUSSION, VOL. II Enoch Light and the Light Brigade Command RS 810 SD	11
6		11. WILD IS LOVE Nat King Cole Capitol SWAK 1392	6
7		4. PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All Stars Command RS 808 SD	15
8		10. LOOK FOR A STAR Billy Vaughn Ork Dot DLP 25322	14
9		12. SAY IT WITH MUSIC Ray Conniff Columbia CS 8282	4
10		13. G. I. BLUES Elvis Presley RCA Victor LSP 2256	2
11		6. BEN-HUR Rome Symphony Orch./Savina M-G-M IE1	28
12		8. BONGOS, FLUTES AND GUITARS Los Admiradores Command S 812	6
13		14. GRAND CANYON SUITE Morton Gould RCA Victor LSC 2433	20
14		7. MEMORIES SING ALONG WITH MITCH Mitch Miller Columbia CS 8342	5
15		16. CAN CAN Sound Track Capitol SW 1321	19

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		28. WEST SIDE STORY Original Cast Columbia OS 2001	2
17		19. BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis Columbia C2S 863	9
18		21. WHITE SATIN George Shearing Capitol ST 1334	11
19		15. PARTY SING ALONG WITH MITCH Mitch Miller Columbia CS 8183	29
20		17. STEREO CONCERT Kingston Trio Capitol ST 1183	11
21		18. ELVIS IS BACK Elvis Presley RCA Victor LSP 2231	12
22		25. DARIN AT THE COPA Bobby Darin Aico S 112	7
23		— TILL Roger Williams Kapp KX 1081	28
24		20. SENTIMENTAL SING ALONG WITH MITCH Mitch Miller Columbia CS 8251	19
25		22. OPEN FIRE, TWO GUITARS Johnny Mathis Columbia CS 8056	29
26		23. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico Caruso RCA Victor LSC 2393	29
27		24. WITH THESE HANDS Roger Williams Kapp KS 3030	27
28		26. LATIN A LA LEE Peggy Lee Capitol ST 1290	23
29		— BYE BYE BIRDIE Original Cast Columbia KOS 2025	1
30		— JEALOUSY Percy Faith Columbia CS 8292	1

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	45
2		2. SOUND OF MUSIC , Original Cast, Columbia KOS 2020	47
3		3. PROVOCATIVE PERCUSSION, VOL. I , Enoch Light and the Light Brigade, Command RS 806 SD	45
4		4. SOUTH PACIFIC , Sound Track, RCA Victor LSO 1032	80
5		5. BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LSO 6006	54
6		6. FILM ENCORES, VOL. I , Mantovani, London PS 124	68
7		9. COME DANCE WITH ME , Frank Sinatra, Capitol SW 1069	76
8		7. MY FAIR LADY , Original Cast, Columbia OS 2015	80
9		10. SOLD OUT , Kingston Trio, Capitol T 1352	31
10		11. GIGI , Sound Track, M-G-M SE 3641 ST	73
11		13. MUSIC MAN , Original Cast, Capitol SWAO 990	62
12		19. IT'S THE TALK OF THE TOWN , Ray Conniff, Columbia CS 8143	31
13		20. BLUE HAWAII , Billy Vaughn, Dot DLP 25165	61
14		16. MORE SING ALONG WITH MITCH , Mitch Miller, Columbia CS 8043	44
15		14. FLOWER DRUM SONG , Original Cast, Columbia OS 2009	36
16		15. HEAVENLY , Johnny Mathis, Columbia CS 8152	62
17		17. KING AND I , Sound Track, Capitol SW 740	67
18		— THEME FROM A SUMMER PLACE , Billy Vaughn, Dot DLP 25276	31
19		— KINGSTON TRIO , Capitol ST 996	31
20		— HERE WE GO AGAIN , Kingston Trio, Capitol ST 1258	55

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF SONG HITS, VOL. 2 . . . Assorted Artists, RCA Victor LM 6088
2. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
3. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
4. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
5. GROFE: GRAND CANYON SUITE Morton Gould, RCA Victor LM 2433
7. RAVEL: BOLERO . . . Boston Symphony Orchestra (Munch), RCA Victor LM 1984
7. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345
8. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
9. THE LORD'S PRAYER . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
10. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

STEREOPHONIC CLASSICAL ALBUMS

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

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

(Stereophonic)

1. Soul of Spain, Vol. 1
101 Strings . . Stereo Fidelity SF 6600
2. 101 Years of Familiar Songs
101 Strings . . . Stereo Fidelity 2 RS
3. Soul of Spain, Vol. 2
101 Strings . . Stereo Fidelity SF 9900
4. Ebb Tide
Frank Chacksfield. Richmond S 30078
5. 101 Strings Play the Blues
. Stereo Fidelity SF 5800
6. Concerto Under the Stars
101 Strings . . Stereo Fidelity SF 6700
7. The Music Man
Various Artists Lion SL 70091
8. Silver Screen
101 Strings . . Stereo Fidelity SF 7000
9. Symphony for Lovers
101 Strings . . Stereo Fidelity SF 4500
10. Quiet Hours
101 Strings . Stereo Fidelity SF 10200

(Monophonic)

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

Reviews of THIS WEEK'S LP'S

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

Strongest sales potential of all albums reviewed this week.

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

Pop

CAMELOT



Percy Faith and His Orchestra. Columbia CL 1570—Lush, warm instrumental treatments of the music from the forthcoming Lerner & Loewe musical "Camelot" by Percy Faith and his ork. All of the tunes are here, including "Camelot," "If Ever I Would Leave You," "How to Handle a Woman," "Then You May Take Me to the Fair," "Follow Me" and "The Simple Joys of Maidenhood." A lovely album, tastefully handled, that could be a sock seller.

Sound

FORTISSIMO—JETS



Riverside XK 8001 (Stereo & Monaural)—A brilliant study in sound, which will please the most demanding sound-o-phile. Reproduced here are sounds of taxiing, take-offs and high and low overhead passes of a variety of jet fighters and bombers. Also, there's a fascinating section of control tower talk between pilots and tower personnel. On still another section, the sound of a Gatling gun is reproduced with startling clarity. Play this from inside out. Package is part of Riverside Records new super-sound series and this particular one can cause quite a pitch of excitement.

Jazz

HORACE-SCOPE



The Horace Silver Quintet. Blue Note 4042—The tightly knit Silver Quintet plays a fine set of tunes here. There are seven tracks in all and each carries the stylistic stamp that has made Horace one of the better jazz sellers thru the last few years. "Without You," "Nicca'a Dream" and "Me and My Baby" should get lots of play from jazz jocks. Besides Silver on piano, the group contains Junior Cook and Blue Mitchell, tenor sax and trumpet; drummer Roy Brooks and bassist Gene Taylor.

MUSIC FROM THE CONNECTION



Howard McGhee Quintet. Felsted FL 7512—The controversial off-Broadway drama (with music), "The Connection" (about dope addiction) sparked this hauntingly effective treatment of Freddie Redd's compelling score. Fine performances by Osie Johnson, Milt Hinton, McGhee, Tina Brooks (on tenor sax) and I. Ching.

Classical

STRAUSS: DIE FLEDERMAUS (3:12")



Soloists; Vienna Philharmonic Orchestra (Von Karajan). London OSA 1319—This is really a gala performance of the tuneful Strauss opera, for in addition to fine performances by stars Hilde Gueden, Erika Koth, Regina Resnik, Giuseppe Zampieri, Waldemar Kmentt, it also features guest performances by top opera names. These include Renata Tebaldi, Birgit Nilsson, Jussi Bjorling, Mario Del Monaco and others. The set runs three LP's instead of the usual two, but the work of the Vienna Philharmonic under Von Karajan, the excellent soloists, and the de luxe packaging, make it a strong bet for the holidays.

Classical Low Price

BACH: ST. MATTHEW PASSION



Kathleen Ferrier. (3-12"). Richmond BA 43001 — This is a boxed set of three disks containing the entire recording by the late great contralto who recorded for London. The Bach Choir, the Jacques Orchestra and various male and female soloists of note are included. This is an outstanding buy in the low-priced field. The review package, while handsome, lacks notes, and that is unfortunate.

Spoken Word

ROWAN AND MARTIN AT WORK



Trey TLP 901 — TV appearances have built a sizable following for the nitery comedy team, Rowan and Martin, and the pair should have a solid sales click in their first Trey package. The boys do three satirical bits here—funniest of which is a Bob Newhart-type item tagged "The Payola Problems of Hoge Scott Key."

THE HUMAN VOICE



Ingrid Bergman. Caedmon TC 1118—Miss Bergman gives a superb performance in Jean Cocteau's one-woman play. She is sensitive, touching and warm as a woman—who in a series of phone conversations gives up her long-time lover. A must for Bergman fans and students of the theater.

(Continued on page 32)

ALBUM COVER OF THE WEEK



HORACE-SCOPE—The Horace Silver Quintet, Blue Note 4042. Cover is cute tie-in with title of the LP. Eye-catching item in bright orange, yellow and black. Good display item for the jazz section.

BREAKING BIG!

BEN E. KING's

2 SIDED HIT!

FIRST TASTE OF LOVE
and
SPANISH HARLEM



Produced by Leiber & Stoller
6184

ATCO 157 W. 57th Street
New York 19, N. Y.

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 31

Religious

JUST A CLOSER WALK WITH THEE
Patti Page, Mercury SR 60233 (Stereo & Monaural)—Patti Page turns to an album of religious and inspirational tunes here and handles them in the warm, tender style that is the Patti Page trade-mark. She is backed by a full choir here, under the direction of Malcolm Dodds, who also handled all of the arrangements.

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ **LOVE LETTERS**
Clyde Otis and His Orchestra, Mercury SR 60230 (Stereo & Monaural)—Some warm and lush orchestral stylings, somewhat off the usual Clyde Otis norm of rock-oriented pop material. The set shows Otis in a strictly mood setting, playing the fine arrangements of Fred Norman. Tunes include "Ruby," "Stella by Starlight," "Gone With the Wind," and several Otis-Corso originals. Superior mood wax with a fetching cover.

★★★★ **TWILIGHT TIME**
Eddie Barclay and His Orchestra, Mercury SR 60167 (Stereo & Monaural)—A sparkling set of danceable mood music. The lush arrangements were scored by Quincy Jones, well-known jazz cat, and performed by one of France's best-known maestros. Pleasant mixture of American familiar tunes like "Moonlight Serenade" is blended with "Come Prima," and some Barclay and Jones originals. Recording was made in Paris and it has a standout sound. Classy cover.

★★★★ **CHRISTMAS SONGS**
★★★★ **THE REGENSBURGER CATHEDRAL BOYS CHOIR SING CHRISTMAS SONGS**

Decca DL 74062 (Stereo & Monaural)—The well-known Boy's Choir of Regensburg Cathedral, with a history dating back over 1,000 years, sings beautifully. The rendition of beloved Christmas songs by the youthful group has a touch of the celestial. The words are in German, the songs are universally sung and will be enjoyed as much by those unfamiliar with the language. Stereo sound has special validity on choral groups such as this.

SOUND ★★★★★

★★★★ **BONGOS**
Los Muchachos Locos, Grand Award GA 252 SD (Stereo & Monaural)—Here's another of Enoch Light's exciting sound packages. Willie Rodriguez and Ray Barreto perform solidly on bongos in a series of verveful Latin treatments of such nostalgic standards as "Love Walked In," "Stormy Weather," "Night and Day," etc. Bongo players are urged (by the liner notes) to play along with the LP.

★★★★ **FORTISSIMO—BANJO POLKA**
Various Artists, Riverside XK 8004 (Stereo & Monaural)—The new Riverside entry in the sound race is impressive indeed. From the time the needle goes down (in the inside groove, since the disk plays from inside

to out) the listener will find a recording about as close to the original sound as has yet come along. This is a happy, bouncy program of polkas neatly played by a band with banjo solo spots. More important than the repertoire itself, however, is the superior sound quality achieved. Splendid production and good packaging.

★★★★ **TESTING, TESTING, TESTING**
Westminster AWS 2507 (Stereo Only)—One of the most exhaustive and valuable disks for testing high-fidelity equipment, this test record should have great appeal to owners of such equipment as well as to sound hobbyists and kit constructors. Among the tests that can be made with this disk are frequency response, phasing, wow, flutter, channel separation, tracking, transient response, depth, motion, mixing and blending. Attractively packaged, too.

CLASSICAL ★★★★★

★★★★ **PROKOFIEV: PIANO CONCERTOS 1 & 5, SONATA NO. 9**
Richter, piano; Moscow National Symphony (Kondrashin), Bruno BR 14042—The hottest classical pianist of the day is heard in three works by Prokofiev, in which he specializes. The youthful first concert, the complex fifth and the composer's final piano sonata constitute an interesting program. Other versions are available of Richter playing all these works, making for strong competition. However, the packaging of all three on a single disk will attract many Richter enthusiasts.

★★★★ **BACH: CONCERTO NO. 1 IN D MINOR; SCHUMANN; CONCERTO IN A MINOR**
Sviatoslav Richter, piano, U.S.S.R. State Radio Orchestra (Gauk-Sanderling), Monitor MC 2050—Here's another in the spate of recordings by the Russian pianist Sviatoslav Richter, currently on his first U. S. concert tour. It features the pianist in excellent performances of the Bach Concerto No. 1, and the Schumann Concerto in A. The Schumann is performed more excitingly, and the set will undoubtedly be of much interest to Richter's many American fans. Good cover adds to the sale value.

LOW PRICED CLASSICAL ★★★★★

★★★★ **ENESCO: ROUMANIAN RHAPSODIES NOS. 1 & 2; LISZT: HUNGARIAN RHAPSODIES NOS. 5 & 6**
Vienna State Opera Orchestra (Golschmann-Elstouarl), Vanguard Stereo-Lab SRV 119 (Stereo & Monaural)—An outstanding recording of familiar rhapsodies by Enesco and Liszt, played with brilliance by the Vienna State Opera Orchestra. The item that raises this waxing over many others of the same material is the crispness with

(Continued on page 34)

COMING JAN. 9

The NEW Billboard

Exclusively For The

Music-Coin* Industry

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

Beginning with the January 9 issue, you'll see a new Billboard—a Billboard as new and bright as the New Year itself. The first thing you'll notice is the cleaner, fresher, brighter look. But then, as you move through its pages, you'll see an editorial consistency in the form of pin-pointed services that stick really close to your business interests—closer than has ever before been possible in The Billboard. For the new Billboard—now labeled Billboard Music Week—is exclusively for and about people who work at the business of

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

A whole host of reader-advertiser benefits—the result of more than 6 months of preparatory work—will herald this important move. Watch for Billboard Music Week . . . the new Billboard for Music-Phono Merchandising . . . for Radio-TV Programming . . . for Juke Box-Game Operating . . . beginning January 9.



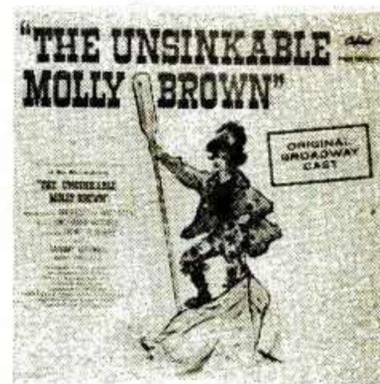
BILLBOARD MUSIC WEEK

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

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

titanic! ...that's the way the critics described Capitol's Original Broadway Cast album of "The Unsinkable Molly Brown" and the seven singles from the show that are blowin' up a sales storm.

I AIN'T DOWN YET *Dinah Shore* • Record No. 4476 BELLY UP TO THE BAR, BOYS *Guy Lombardo* Record No. 4477 I'VE A' READY STARTED IN *The Four Preps* • Record No. 4478 ARE YOU SURE *Tex Williams* • Record No. 4479 KEEP A HOPPIN' *Jack Marshall* • Record No. 4480 IF I KNEW *Nat King Cole* • Record No. 4481 DOLCE FAR NIENTE *Gordon MacRae* • Record No. 4483



(No. (S)WAO-1509)





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THE MOST DISTINGUISHED
RELIGIOUS RECORDING OF OUR TIME

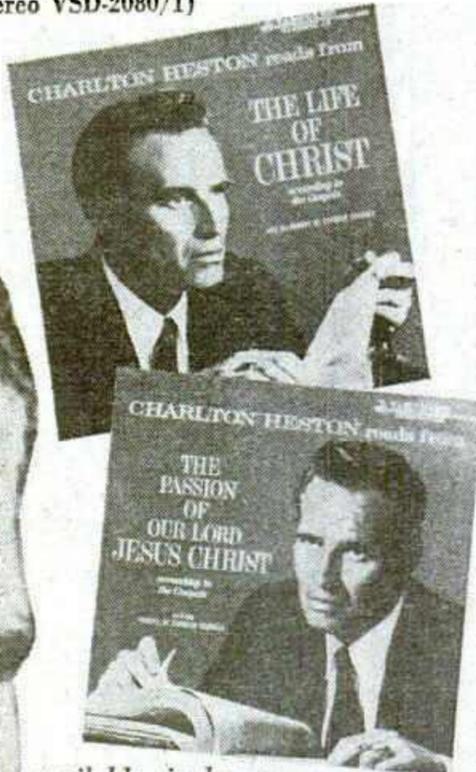
CHARLTON HESTON

reads from The New Testament

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with the ROBERT DeCORMIER CHORALE

2-12" VRS-9080/1 (Stereo VSD-2080/1)



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Vanguard Recording Society
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New York 11, N. Y.

• Reviews and Ratings of New Albums

• Continued from page 32

which the orchestra has been recorded. And the fact that the performances are excellent only adds to the value of this low price disk.

★★★★ BEETHOVEN: PIANO CONCERTO NO. 3 IN C MINOR

Wilhelm Backhaus, Vienna Philharmonic (Bohm). Richmond B 19063—A glowing performance of the Beethoven Piano Concerto No. 3 by Wilhelm Backhaus and the Vienna Philharmonic Orchestra under the baton of Karl Bohm. At this low price the disk is a solid buy, both for the performance, which is equal to Backhaus' version of the work on regular price labels, and for the sound quality. Artist name could help it sell.

★★★★ TCHAIKOVSKY: SLEEPING BEAUTY (2-12")

Paris Conservatory (Fistoulari). Richmond BA 42001—This low-price twin-LP pack could be a strong seller, for it contains the complete "Sleeping Beauty" as originally issued on London. It is a sparkling waxing, and it is packaged well here, with an excellent cover and good liner notes. Worth display space due to its bargain price.

★★★★ BACH: BRANDENBURG CONCERTOS

Stuttgart Chamber Orchestra (Munchinger). (2-12"). Richmond BA 42002—This package includes the six concertos in a book-type cover. Solo violinist is Rheinhold Barchet, with Andre Pepin and Alphonse Roy, solo flutes; Heinz Kirchner and Franz Beyer, violas, and Siegfried Barchet, cello. Fine performances. An uncommon value in the low-price field.

SPOKEN WORD ★★★★★

★★★★ HENRY IV—PART I (4-12")

The Marlowe Society and Professional Players. London OSA 1409 (Stereo & Monaural)—A well-produced, handsomely packaged album. Here's another by the British Shakespearean troupe. Complete and uncut, the four-LP set should be a valuable aid to schools and students of the Bard.

POLKA ★★★★★

★★★★ WALCZYKI LUDOWE (FOLK WALTZES)

Walt Dana-Stas Jaworski and Harmony Bells Orchestra. Dana DI 1281—An attractive cover gives this package good display value. Stas Jaworski's expressive vocals (singing in Polish) are spotlighted on a group of attractive folk waltzes with danceable tempos.

LOW-PRICED CHILDREN'S ★★★★★

★★★★ POPEYE'S ZOO

Jack Mercer. Noble NOM 100—Jack Mercer, who plays Popeye in a syndicated series of cartoon features on TV, tells funny stories and sings some bouncy original tunes. The video exposure of the veteran cartoon character should help sales. Backing is unusually elaborate. Tunes are all pegged on a sizz theme—"The Camel Ride," "The Penguin Song," "The Bouncy Kangaroo," etc.

★★★★ GRIMM'S FAIRY TALES

Various Artists. Noble NOM 103—A group of Grimm's best-known fairy tales are narrated and dramatized with pleasant simplicity, against harmonicist Eddy Manson's excellent original backing. Stories include "Rumpelstiltskin," "Hansel and Gretel," "Snow White and the Seven Dwarfs" and "The Frog Prince."

COUNTRY & WESTERN ★★★★★

★★★★ COWBOY COPAS

(1-EP). Starday SEP 146—This EP contains Copas' big hit, "Alabam," plus "South Pacific Shore," "I Can" and "Mom and Dad's Affair." Package should do well in view of his current hit activity.

★ ★ ★
**GOOD SALES
POTENTIAL**

POPULAR ★★★★★

★★★★ IT'S EASY TO DANCE WITH FLORIAN ZaBACH

Florian ZaBach and His Orchestra. Mercury SR 60107 (Stereo & Monaural)—The veteran violinist contributes his usual showmanly solo work on a group of danceable medleys of oldies and standards. The nostalgic line-up—29 tunes in all—include "Rain," "June Night," "You Were Meant for Me." All 29 songs are Robbins, Feist and Miller copyrights.

★★★★ PLAY EMERY PLAY

ABC-Paramount ABC 354—Rich, schmal-

tzy violin solos by the veteran Emery highlight this dream collection of mood music. Selections include "This Love of Mine," "Besame Mucho," "These Foolish Things," and other memorable oldies. Fine mood music for jocks.

★★★ A SENTIMENTAL JOURNEY HOME

Ben Homer. Dot DLP 3344—This is a pleasant, and amiable journey home, accomplished here in song by the Ben Homer ork. The album starts out with "Sentimental Journey," and some of other songs are: "Show Me the Way Home to Go Home," "Flying Home," "Like My Old Kentucky Home" and "Home." The arrangements are full and listenable, featuring large ork and the sound is good, too. Enjoyable wax.

★★★ AN AMERICAN IN ROME

Phil Brito. Warwick W 2017—Baritone Brito sings a set of standard-type American song on Side 1 in Italian. The unusual album has Italian lyrics for a number of fine ballads like "Tenderly," "Autumn Leaves," "Misty," etc., on which Brito's voice and style excel. But the up-tempo "Cherokee," "Jersey Bounce," "Perdido" and other three up-tempo tracks on Side 2 don't seem to be Brito's piece of pizza; even with lyrics sung in Italian.

★★★ THE COASTERS—ONE BY ONE

Ateo 33-123—Coasters fans used to such hits as "Charlie Brown" and "Yakety Yak" have a surprise in store here. Instead of the group Coasters' sound, the boys give out with individual solos on a flock of lushly-arranged tunes, mostly of the standard variety. The bass man, Will Jones, is especially distinctive with his remarkable depth of tone, but the other lads, Carl Gardner, Billy Guy and Cornell Gunter, perform with style, too.

★★★ ROBESON

Paul Robeson, Orch and Chorus. Verve MGV 4044—The veteran basso has been making a disk comeback during the past couple of years. This release should generate business among his admirers, for it contains several songs closely identified with Robeson, such as "Mah Curly Headed Baby," "Mah Lindy Lou" and "Just A-Wearyin' for You." He also sings such other selections as "Some Enchanted Evening," "The Skye Boat Song" and "The Riddle Song" with sincerity and tenderness.

CHRISTMAS ★★★★★

★★★★ LOVE CAME DOWN AT CHRISTMAS

Frank Boggs. Word WST 8080—Boggs, who is a well-known British personality, sings a set of Christmas carols in a truly inspirational manner. Besides medleys of better known carols like "The First Noel" and "Silent Night," Boggs also sings such beautiful but less known carols as, "Once in Royal David's City," "The Birthday of a King," "What Child Is This" and the title song. Set is very nicely recorded for stereo.

★★★ HARK, YE SHEPHERDS—CAROLS AT CHRISTMASTIDE

Alfred Deller and the Deller Consort. Vanguard VRS 1062—The unique voice of counter-tenor Alfred Deller, supported by the Deller Consort, is heard on a new collection of Christmas carols, their second. Many old favorites are included, such as "Deck the Halls," "Hark the Herald Angels Sing," "Joy to the World," "O Come All Ye Faithful," and "The Twelve Days of Christmas." An out of the ordinary presentation which will satisfy those who want a more musical presentation, as well as Deller's enthusiastic following.

SOUND ★★★★★

★★★ FORTISSIMO—PIPE ORGAN

Paul Renard. Riverside XK 8002 (Stereo & Monaural)—This double-fold package should please sound fans, offering, as it does, a variety of sound experiences. Playing a Wurflitzer organ, a somewhat smaller version of the Radio Music Hall organ, Renard simulates the sound of various instruments on a group of George M. Cohan songs—"So Long Mary," "Harrigan," "Yankee Doodle Dandy," etc.

★★★ FORTISSIMO—RACING CARS

Riverside SK 8003 (Stereo & Monaural)—This is one of the Riverside label's new Fortissimo series, and it features an imaginary race between five famous cars in the Mercedes Benz racing series. Sound effects are good and the liner notes and technical data are fullsome. However, only one side of the disk is used on the record, the other side is blank. It is doubtful that half an LP will interest any but the most hardy car fans at these prices.

JAZZ ★★★★★

★★★ THAT'S RIGHT

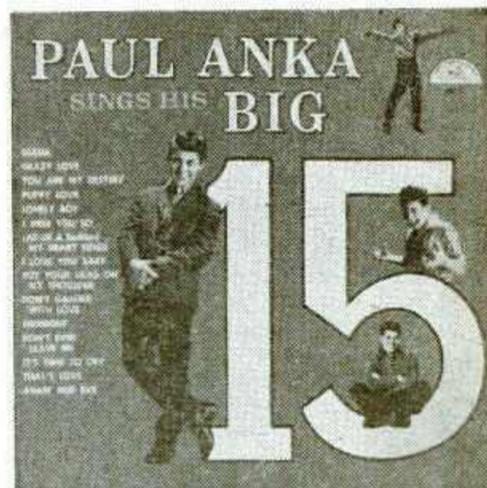
Nat Adderley and the Big Sax Section. Riverside RLP 9330 (Stereo & Monaural)—This album swings. Nat Adderley blows cornet here with a strong assist from his more publicized brother, "Cannonball," on alto, and Yusef Lateef, Jimmy Heath and
(Continued on page 36)

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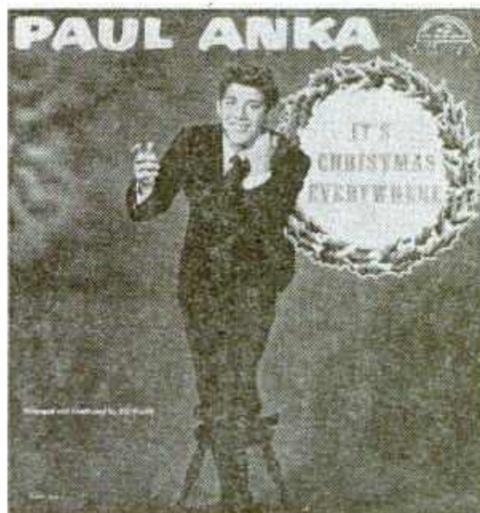
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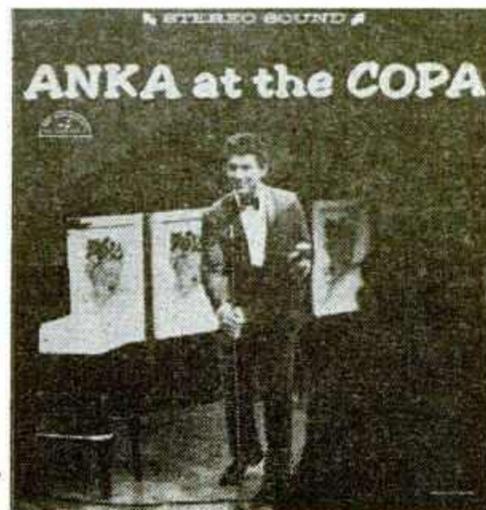


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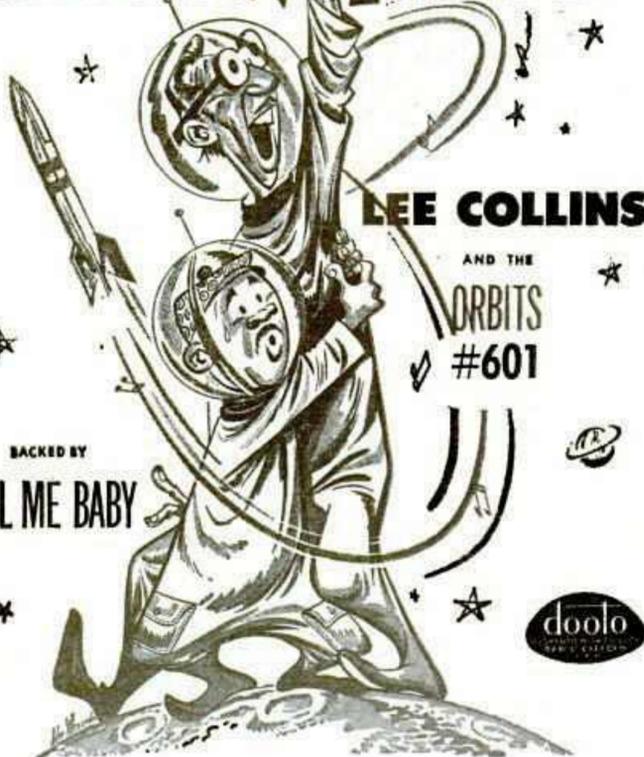
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• Reviews and Ratings of New Albums

• Continued from page 34

Charlie Rouse all on tenor. Tate Houston is heard on baritone. The group develops a lot of sound and a lot of rhythm from such tunes as Adderley's own "The Old Country," a medium swinger, and the standard "The Folks Who Live on the Hill." Plenty of excitement here.

★★★ SPELLBOUND
Clifford Jordan Quartet, Riverside RLP 9340 (Stereo & Monaural) — The fast-fingered tenor saxist Jordan and a rhythm team of Cedar Walton, piano; Spanky De Brest, bass, and Al Heath, drums, charge for the most part thru seven tracks here that show their talents in excellent light. The album has a nice variety of tempos and tunes which show off Jordan's clipped attack and explosive style to good advantage. Walton also contributes some exceptional solos.

★★★ LOOK OUT
Stanley Turrentine, Blue Note 4039—Blue Note introduces another young jazzman as leader of a recording group of his own—tenor saxist Stanley Turrentine. The set of six tracks features a variety of material in the way of tempo. One of the better tracks is an unusual ballad "Journey Into Melody." The up and medium tempo tunes which make up the rest of the set show that Turrentine has a brisk technique and hard variety of sound that puts him in the current swim. Horace Parlan, George Tucker and Al Harewood make up the piano, bass and drum team.

★★★ SO TALL, SO COOL, SO THERE
The Guitar of Lloyd Ellis, Trey TLP 902 —The Lloyd Ellis guitar is double-tracked on this listenable jazz waxing, giving the guitarist a chance to be his own lead section. He handles the standards in this set in satisfactory style, tho his arrangements are less cool than most these days. Songs include "Undecided," "When Your Lover Has Gone," "Take the 'A' Train" and "Lover Come Back to Me."

CLASSICAL ★★★
★★★ BACH: VIOLIN CONCERTO NO. 1 IN A MINOR; MOZART: SINFONIA CONCERTANTE IN E FLAT MAJOR
Oistrakh, violin; Barshal, Viola; Moscow Chamber Orchestra (Barshal)—Artia ALP 165—David Oistrakh is featured on these two sides, along with Rudolf Barshal conducting the Moscow Chamber Orchestra. As is to be expected, Oistrakh plays them with his remarkable musical taste and fluidity making for memorable performances. The sound is excellent, and the disk is packaged well by the label. Should have a steady sale.

★★★ AKSEL SCHIOTZ SINGS
Dyer Bennet 10—This is a brand new recording by the great Danish baritone Aksel Schlotz, who is now teaching at the University of Toronto. It features the singer in a program of Schubert, Bellman, Wolf and Brahms songs, with Paul Ulanowsky on piano and Richard Dyer-Bennet on guitar. Schlotz sings them with much insight and warmth, in a voice that could be called a lyric baritone.

★★★ HANDEL ORGAN CONCERTOS, OP. 4 NOS. 4-6
Kohler, organ; Leipzig Gewandhaus String Orchestra (Thomas), Epic LC 3737—Three of Handel's finest organ works from the six in the popular Opus 6 are given crisp, bright and attractive performances by Johannes Ernest Kohler. These are good-humored works that move briskly along and rate high in the organ repertory. This version will have a couple of strong ones to buck, but may make a dent.

★★★ A PROGRAM OF ARIAS
Zara Do'ukhanova, Artia ALP 169—The Russian mezzo-soprano scored a substantial success when she made her U. S. bow some months ago. In this collection, she's in top form and the results will interest all fans of vocal music. These selections all date from the 17th and 18th centuries and include two Bach arias, two by Handel, and songs by Pergolesi, Marcello, Stradella, Caldera, Giordani and Carissimi. Her beautiful, lustrous voice is heard to real advantage.

★★★ RACHMANINOFF: PIANO CONCERTO NO. 2; RIMSKY-KORSAKOFF: PIANO CONCERTO
Moscow National Symphony (Kondrashin) Bruno 14040—One of Bruno's new entries in the Sviatoslav Richter sweepstakes is this combination of Rachmaninoff's most popular concerto and the seldom-played Rimsky-Korsakoff work. Two other versions are available of Richter on the Rachmaninoff and one other on Rimsky's effort, but Bruno should be able to a cut of the Richter pie.

★★★ VIVALDI: LA CETRA, OP. 9 (3-12")
Vienna State Chamber Orchestra (Golschmann), Vanguard BG 607-9 (Stereo & Monaural)—Some of Vivaldi's loveliest writing is contained in the dozen brief violin concertos grouped together under the overall title "La Cetra"—The Lyre. As performed by Swedish violinist Paul Makano-witsky, the music truly is lyrical and graceful but with some occasionally surprisingly

advanced tonal techniques for 1728, when these were published. Only one competitive set exists here, and that is available only in mono, so stereo fans will doubtless want this one.

LOW PRICED CLASSICAL ★★★

★★★ MOZART: REQUIEM
Soloists, Vienna Hofmusikkapelle (Krips), Richmond B 19077—This issue of the most highly respected recorded performances of Mozart's great final work, now reissued as a low-priced disk. Conductor Josef Krips here used boys instead of the two customary female soloists and the result is almost ethereal. A real bargain at the price.

★★★ MUSSORGSKY-RAVEL: PICTURES AT AN EXHIBITION; RAVEL: LA VALSE
L'Orchestre de la Suisse Romande (Ansermet), Richmond B 19073—Another fine value in the low price Richmond line is this recording of "Pictures at an Exhibition" and Ravel's "La Valse," played tastefully by the L'Orchestre de la Suisse Romande. The latter composition is performed by the Paris Conservatory Orchestra under Ernest Ansermet. At the price the record is a good buy for the new collector.

★★★ SIBELIUS: SYMPHONY NO. 1
London Philharmonic (Collins), Richmond B 19069—A dynamic and glistening clear performance of one of the composer's less celebrated works. Three other current editions are available but this is the only known package in the low-price field. A good cover; can catch attention on the racks. For those followers of the composer who want his complete works, this can be a worthwhile addition.

★★★ BEETHOVEN: PIANO CONCERTO NO. 5
Vienna Philharmonic (Krauss), Richmond B 19072—This is easily one of the most recorded works of all the classical repertoire. The performance is fair enough but the sound quality is definitely not up to others on the market today. Some rack sales perhaps can be expected but dealers should order with caution.

★★★ MUSIC OF JOHANN & JOSEF STRAUSS
Vienna Philharmonic (Krauss), Richmond B 19066 — Pleasant program of typical Strauss material—"Tales From the Vienna Woods," "Pizzicato Polka," and seven others. Interesting cover shows a different side of Vienna than is usually seen on album covers. Much competition on this kind of material exists but some sales can be expected here, too.

INTERNATIONAL ★★★

★★★ HUNGARY AND HER GYPSIES VOLUME 6
Hungarian Gypsy Orchestra of Budapest, Bruno BR 50125—Of the numerous packages put out by Bruno styled along the
(Continued on page 45)

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CONCERT REVIEWS

Ormandy Red Carpet for 'Bluebeard'

Eugene Ormandy and the Philadelphia Orchestra offered a concert version in New York this week of Bartok's seldom-performed opera, "Duke Bluebeard's Castle," with Jerome Hines and Rosalind Elias in the two singing roles. The same forces have also recorded the work for Columbia Records, which is planning to release the disk in the near future.

If the record comes up to the quality of the concert performance, Columbia will have a strong competitor to the recently issued Deutsche Grammophon waxing, which stars Dietrich Fischer-Dieskau. One of the strengths in the domestic market of the Columbia waxing, however, is the use of English instead of the traditional Hungarian or German.

In any event, the singing was truly outstanding in a work which offers little opportunity for bravura work, but rather is an introverted mood piece for the most part. As for the orchestral playing, in this work it amounts to far more than mere accompaniment, Bartok having given the major dramatic expression to the orchestra. Maestro Ormandy and his players responded at the very peak of their abilities, which made them an unbeatable aggregation. In all, the work seems likely to achieve new popularity with the forthcoming waxing, in which a good English translation brings out the subtleties of Bartok's intent.

The program opened with two Beethoven works, the Leonore Overture No. 1, and the first symphony. Both received stirring performances by the Philadelphians. Sam Chase.

★ ★ ★

Triumphal Cherkassky Return

For some years Shura Cherkassky's performances of the two Tchaikovsky piano concertos have been staples of the Decca Gold Label series. Altho the Cliburn version of the first concerto has tended to snow under most competition recently, the Cherkassky still is generally regarded as pre-eminent in the less popular Concerto No. 2. Now, on the strength of the pianist's first New York recital in 12 years, Decca may wind up with a newly hot property in its stable.

Cherkassky, who has been one of the most popular pianists in Europe since he left these shores, made a triumphant return that had Carnegie in a turmoil. The packed fans refused to let the pianist quit, and brought him back for repeated bows and encores, with enthusiasm that exceeded even that shown for Sviatoslav Richter. If he can transmit this electricity in other recitals around the country and repeat here the success he has enjoyed abroad, Cherkassky may yet wind up in the top bracket of disk-selling pianists.

His is the kind of pianism that seems popular with the American public. It is an extroverted, technically brilliant brand that is somewhat reminiscent of the late Simon Barere or even of Vladimir Horowitz. If his interpretations are sometimes inclined to be original, as in the case of the Schubert Grand Sonata No. 2 in A, or the Rameau Gavotte, they at least can never be called dull.

All the other selections of this concert were geared to show off the pianist's extreme digital skill, and that they did. A group of Chopin works, the Paderewski "Variations and Fugue" and Stravinsky's "Petroushka Suite" all glittered under fabulous fingerwork. The encores, too, were designed to knock the audience dead, and they did.

This was not a concert for one who wished to be moved emotionally. But taken at the level of surface enjoyment of a virtuoso technician, it was one of the prime events of the year. Decca should consider hustling Cherkassky to a studio to wax some of this excitement. Sam Chase.

★ ★ ★

Kingstons Click in Carnegie Stint

Carnegie Hall (New York) went collegiate last Wednesday night (23) when the Kingston Trio presented two sellout concerts for a wildly enthusiastic young audience.

The "Boola-Boola" spirit prevailed onstage as well as off. Performing with their usual air of artful spontaneity, the Trio—at the midnight show—exuberantly warbled a flock of folk sagas—whacking guitars, banjos and bongos—and generally behaving as if the huge Carnegie stage were one big frat house.

The boys generated considerable vocal excitement on "Biminy," "They Call the Wind Maria," "Bad Man Blunder" and other familiar items. Dave Guard's poignant solo, "Manuela," was particularly effective. The Trio closed with a sock rendition of "When the Saints Come Marching In" for maximum audience impact.

Unfortunately, the concert's production wasn't up to the performance standard set by the Kingston Trio. The lighting was faulty and the acts were brought on in an amateurish fashion. The two opening acts—young West Coast comic Ronnie Shell and excellent concert guitarist Jorge Morrel—were at a decided disadvantage, since the crowd audibly expressed its disappointment that the Kingstons didn't appear until more than an hour after the concert first started. June Bundy.

Write Mr. K Is Joy Plug

NEW YORK — Joy Records is plugging its waxing, "Open Letter to Mr. Khrushchev" (featuring the sailor who jumped ship from the Russian liner Baltica) with a "Write a Letter to Mr. Khrushchev" contest in co-operation with deejays and stations across the country.

The idea was sparked by Ken Garland, program director of WHIM, Providence, R. I., who

started playing the disk on a round-the-clock basi earlier this month. An audience survey indicated dialers thought the platter should be played (e. g., some stations think it's too controversial.)

Working with a local Ford agency, WHIM is currently running a contest asking listeners to write what they would say to the Russian leader. Winner receives a weekend for two in New York City. Joy execs have passed the idea along to other outlets and stations in Pennsylvania, Michigan, Seattle and other areas are setting up similar letter-competitions.

THE NATION'S TOP TUNES
HONOR ROLL OF HITS
TRADE MARK REG.

FOR WEEK ENDING DECEMBER 4

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	LAST DATE	By Floyd Cramer—Published by Acuff-Rose (BMI)	5
2	9	ARE YOU LONESOME TONIGHT	By Paul Evans-Mat Williams—Published by Bourne-Cromwell (ASCAP)	2
3	2	STAY	By Maurice Williams—Published by Windsong (BMI)	7
4	3	POETRY IN MOTION	By Kaufman & Anthony—Published by Meridian (BMI)	6
5	8	A THOUSAND STARS	By Pearson—Published by Bryden (BMI)	4
6	11	NORTH TO ALASKA	By Phillips—Published by Robbins (ASCAP)	5
7	5	NEW ORLEANS	By Guida-Royster—Published by Pepe (BMI)	4
8	4	SAVE THE LAST DANCE FOR ME	By Pomus-Shuman—Published by Rumbalero-Progressive (BMI)	11
9	13	ALONE AT LAST	By Lehman—Published by Pearl (BMI)	5
10	7	GEORGIA ON MY MIND	By Hoagy Carmichael and Stewart Gorrell—Published by Peer International (BMI)	8
11	6	I WANT TO BE WANTED	By Gannon-Spotti, Testa—Published by Leeds (ASCAP)	10
12	15	SAILOR (YOUR HOME IS IN THE SEA)	By Scharfenberger-Busch—Published by BIEM	2
13	10	LET'S GO, LET'S GO, LET'S GO	By Hank Ballard—Published by Lois (BMI)	6
14	24	HE WILL BREAK YOUR HEART	By Butler, Mayfield and Carter—Published by Conrad (BMI)	3
15	12	YOU TALK TOO MUCH	By Joseph Jones and Reggie Hall—Published by Kahl Music (BMI)	8
16	25	RUBY DUBY DU	By Charles Wolcott—Published by Robbins (ASCAP)	2
17	17	BLUE ANGEL	By Roy Orbison-Nelson—Published by Acuff-Rose (BMI)	6
18	28	SWAY	By Gimbel-Ruiz—Published by Peer (BMI)	2
19	20	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	16
20	27	MANY TEARS AGO	By Scott—Published by Roosevelt (BMI)	2
21	14	DEVIL OR ANGEL	By Blanche Carter—Published by Progressive (BMI)	12
22	18	HUCKLEBUCK	By Gibson and Alfred—Published by United (BMI)	3
23	21	SLEEP	By E. Leibel—Published by Miller (ASCAP)	7
24	29	PERFIDIA	By Domenezquez-M. Leeds—Published by Peer (BMI)	2
25	—	LIKE STRANGERS	By Bryant—Published by Acuff-Rose (BMI)	1
26	16	MY HEART HAS A MIND OF ITS OWN	By Greenfield-Keller—Published by Aldon (BMI)	14
27	—	WONDERLAND BY NIGHT	By Kaempfert—Published by Roosevelt (BMI)	1
28	—	PETER GUNN	By Henry Mancini—Published by Northridge (ASCAP)	1
29	—	YOU'RE SIXTEEN	By Sherman-Sherman—Published by Blue Grass (BMI)	1
30	—	ARTIFICIAL FLOWERS	By Bock and Harnick—Published by Sunbeam (BMI)	1

RECORDING AVAILABLE
(Best Selling Record Listed in Bold Face)

1. LAST DATE—Floyd Cramer, Vic 7775.
2. ARE YOU LONESOME TONIGHT—Al Jolson, Dec 27043; Jaye P. Morgan, M-G-M 12752; Elvis Presley, Vic 7810.
3. STAY—Little Joe and Thrillers, Okeh 7136; Maurice Williams and Zodiacs, Herald 552; Marsha Winters, Stephany 1805.
4. POETRY IN MOTION—Johnny Tillotson, Cadence 1384.
5. A THOUSAND STARS—Kathy Young and the Innocents, Indigo 108.
6. NORTH TO ALASKA—Johnny Horton, Columbia 41782.
7. NEW ORLEANS—U. S. Bonds, Legrand 819.
8. SAVE THE LAST DANCE FOR ME—Drifters and Ben E. King, Atlantic 2071.
9. ALONE AT LAST—Jackie Wilson, Brunswick 55170.
10. GEORGIA ON MY MIND—Ray Charles, ABC-Paramount 10135.
11. I WANT TO BE WANTED—Brenda Lee, Dec 31149.
12. SAILOR (YOUR HOME IS IN THE SEA)—Lolita, Kapp 349.
13. LET'S GO, LET'S GO, LET'S GO—Hank Ballard and the Midnighters, King 5400.
14. HE WILL BREAK YOUR HEART—Jerry Butler, Vee Jay 354.
15. YOU TALK TOO MUCH—Frankie Ford, Imperial 5685; Joe Jones, Roulette 4304.
16. RUBY DUBY DU—Tobin Matthews, Chief 7022.
17. BLUE ANGEL—Roy Orbison, Monument 425.
18. SWAY—Bobby Rydell, Cameo 182.
19. THEME FROM THE APARTMENT—Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.
20. MANY TEARS AGO—Connie Francis, M-G-M 12964.
21. DEVIL OR ANGEL—Bobby Vee, Liberty 55270.
22. 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.
23. SLEEP—Little Willie John, King 5394; Eddie Peabody, Dot 15100.
24. PERFIDIA—Four Aces/Al Alberts, Dec 27987; Ahmad Jamal, Okeh 6889; Metropolitan Jazz Quartet, M-G-M 50111; Glen Miller Ork/Modernaires, Vic 0035; Andy Rose, Coral 62142; Rene Touzet, Gene Norman Presents 152; Ventures, Dolton 28.
25. LIKE STRANGERS—Everly Brothers, Cadence 1388.
26. MY HEART HAS A MIND OF ITS OWN—Connie Francis, M-G-M 12923.
27. WONDERLAND BY NIGHT—Bert Kaempfert, Dec 31141; Louis Prima, Dot 16151.
28. PETER GUNN—Ray Anthony Ork, Capitol 4041; Duane Eddy, Jamie 1168; Shelley Manne and His Men, Contemporary 367; Page Boys, Hamilton 50025.
29. YOU'RE SIXTEEN—Johnny Burnette, Liberty 55285.
30. ARTIFICIAL FLOWERS—Bobby Darin, Atco 6179.

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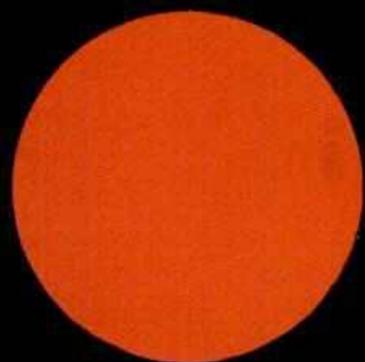
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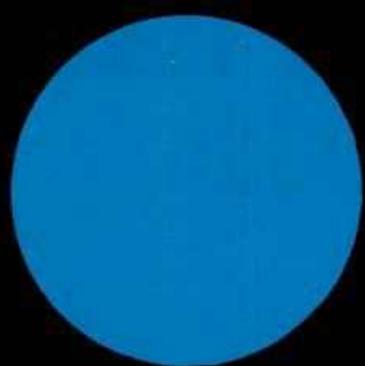


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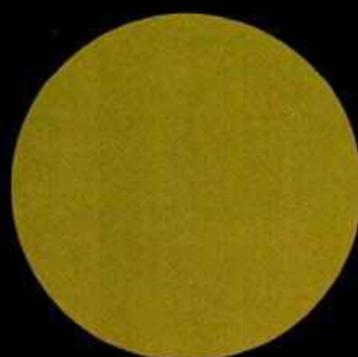
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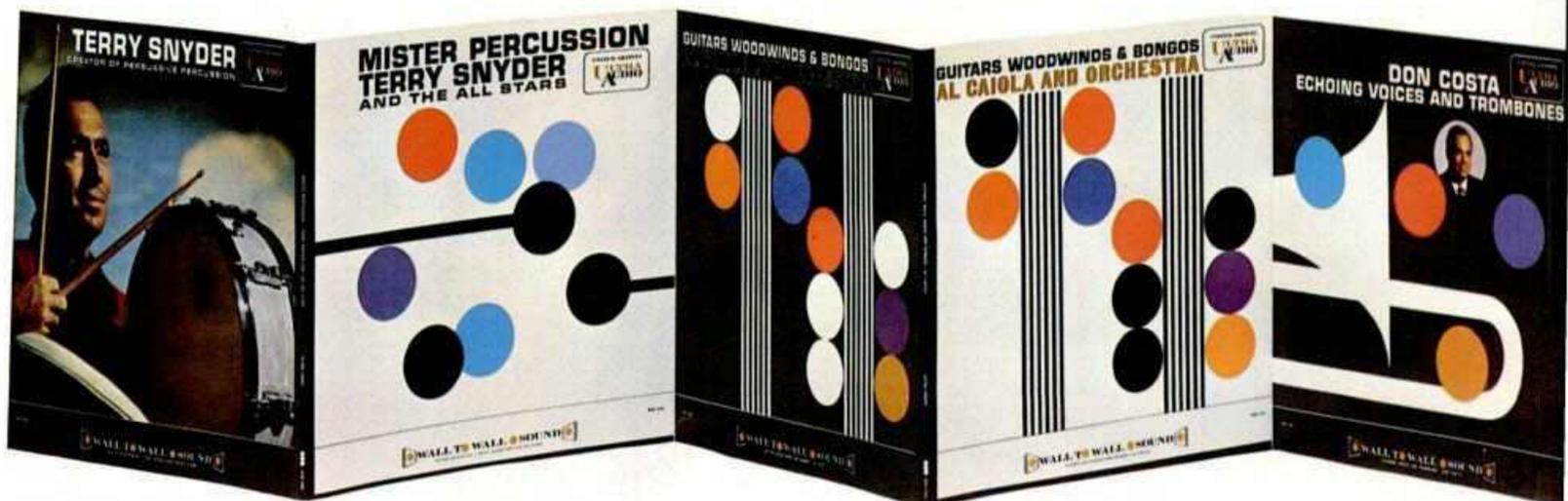
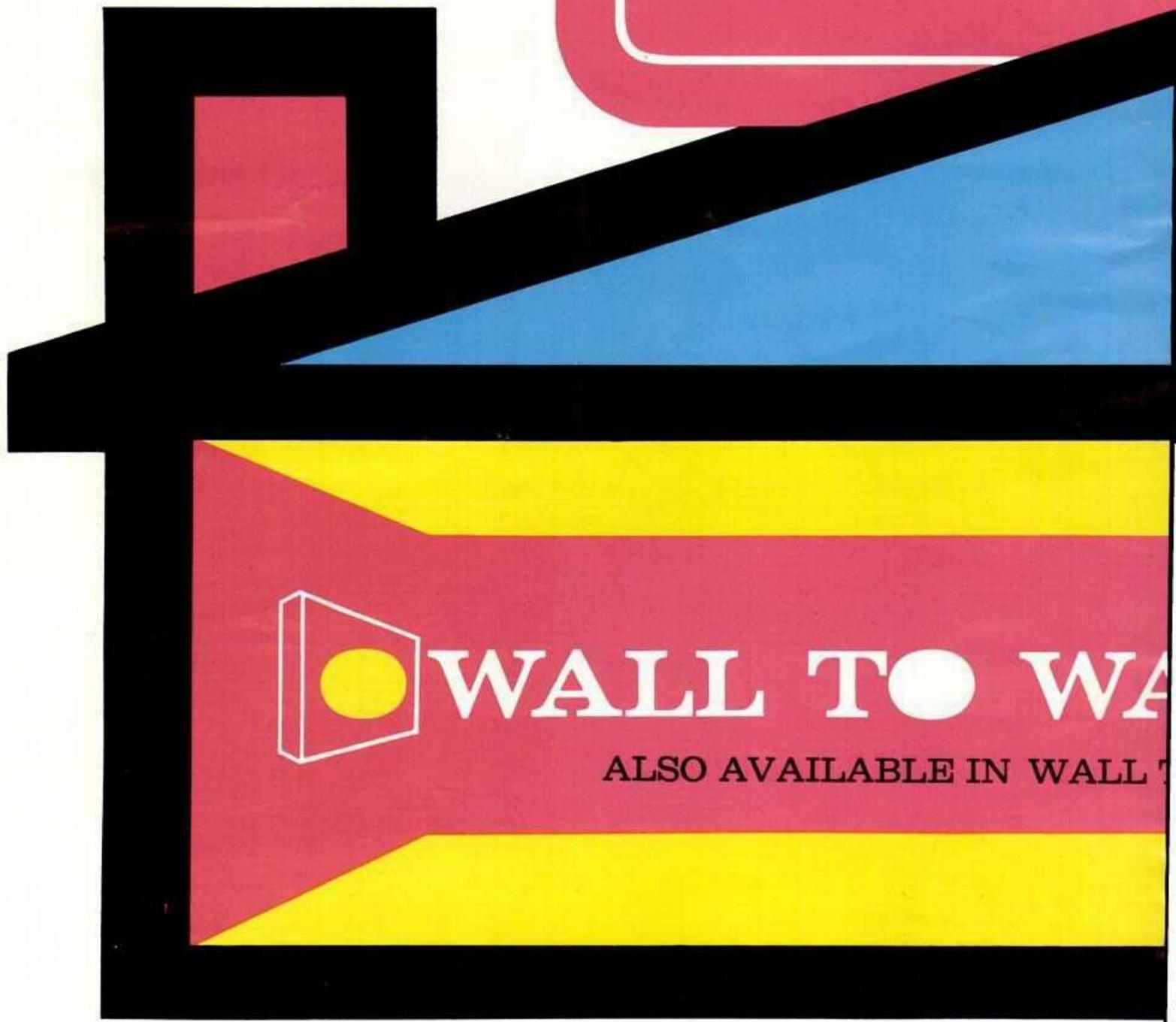
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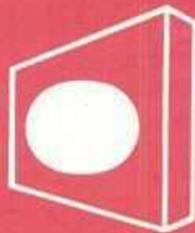


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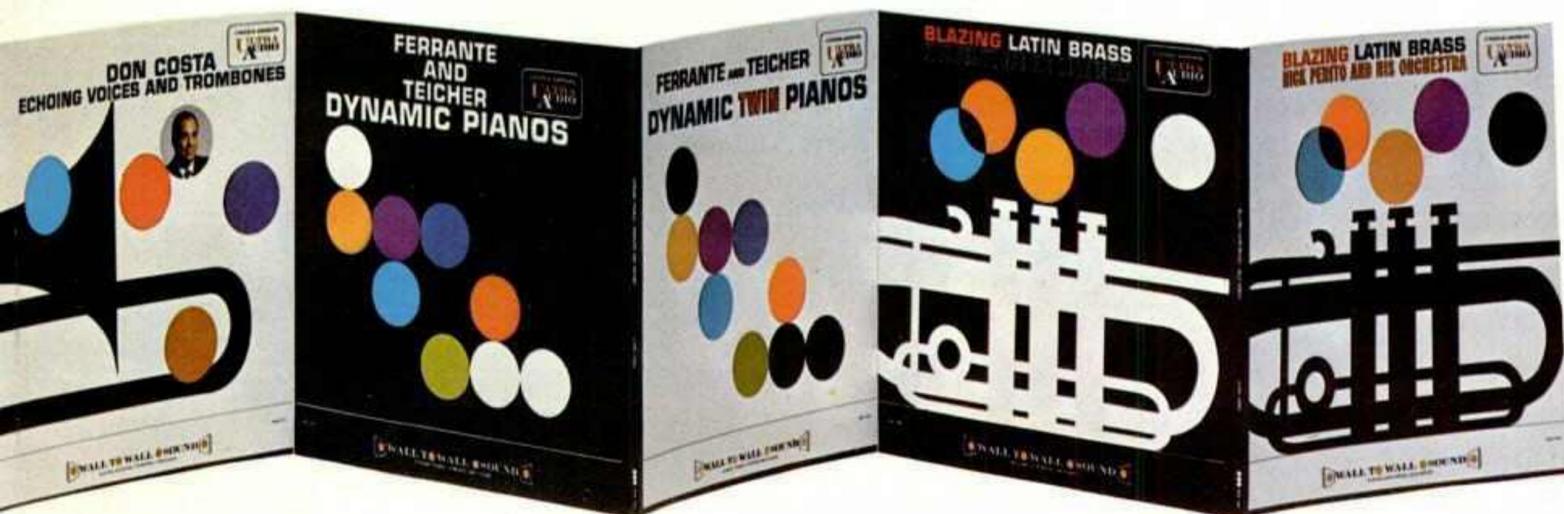
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ALL ● STEREO



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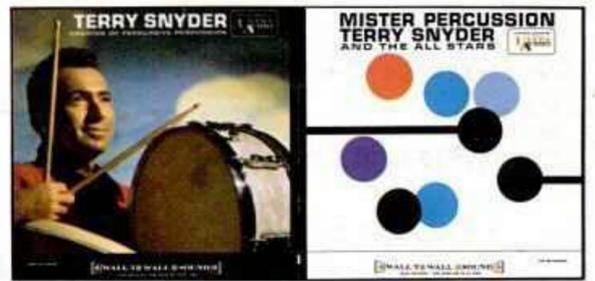


5



NEW SOUND ADVENTURES

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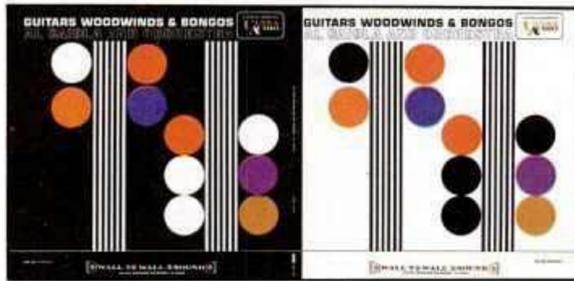
ECHOING VOICES AND TROMBONES—DON COSTA An exotic interweaving of tone colors and rhythms by the master arranger and conductor, Don Costa, utilizing twenty-five thrilling voices blended against a satin-smooth background of 5 trombones. A new adventure in musical genius. **WW 7501 (Mono.) WWS 8501 (Stereo)**



DYNAMIC TWIN PIANOS—FERRANTE AND TEICHER A startling portrayal in duo piano sound—performed by the nation's outstanding piano team—each note full, distinct, and vibrant in a thrilling two-channel bounce interpretation of striking music, amazingly performed. **WW 7504 (Mono.) WWS 8504 (Stereo)**

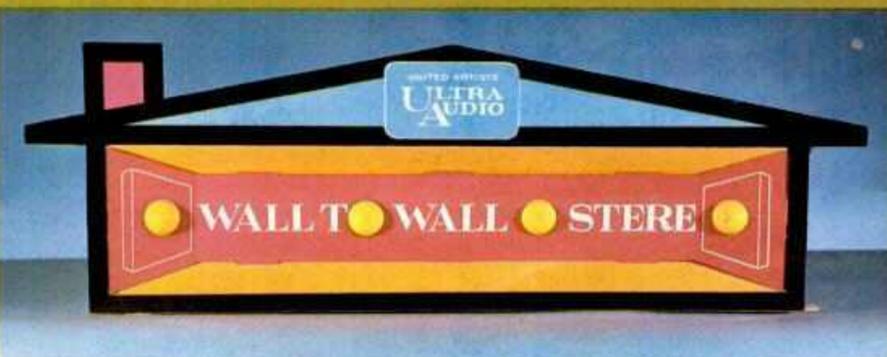


BLAZING LATIN BRASS—NICK PERITO Rich, brilliant brass powered by the haunting beat of full percussion breaks loose in a succession of fiery Latin performances by America's most sensational new weaver of musical magic. **WW 7502 (Mono.) WWS 8502 (Stereo)**



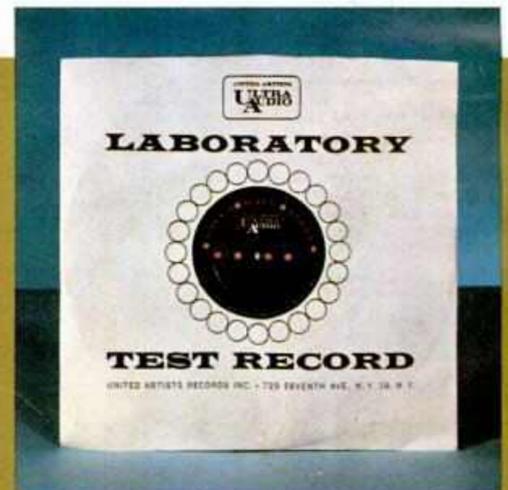
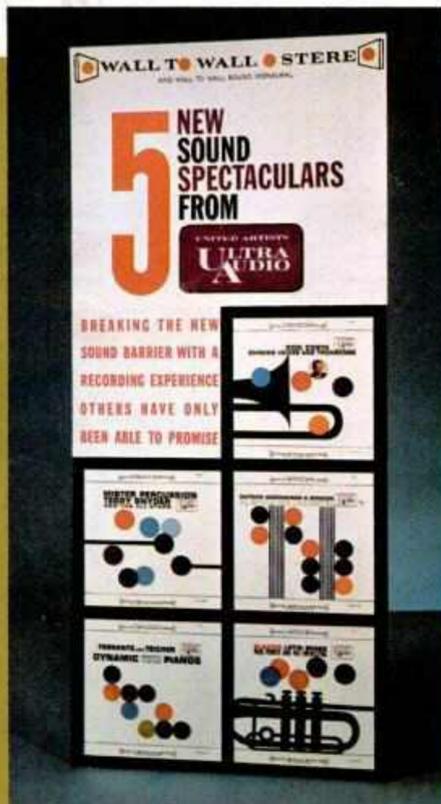
GUITARS, WOODWINDS & BONGOS—AL CAIOLA Explosive musicianship masterminded by Caiola, featuring the texture of five guitars, highlighted by warm, subtle woodwinds and stirring bongo rhythms, in a program of rich, breathtaking melodies magnificently framed in the ultimate In Audio Sound. **WW 7503 (Mono.) WWS 8503 (Stereo)**

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PLUS A sensational "Album Cover Design" contest, including 27 individual prizes, open to all dealers and their personnel, disk jockeys and radio station personnel. Just use the brilliantly-colored dots and layout to design your own idea of an **ULTRA AUDIO** album cover. Win an all-expense trip for two to Las Vegas, a magnificent color television set, or any one of the other 25 prizes offered. It's easy—it's fun—and it's another major **PLUS** in the gigantic over-all introduction of **ULTRA AUDIO**.

• Reviews and Ratings of New Albums

• Continued from page 36

Middle European gypsy lines, this is easily one of the best. There's rollicking gaiety and tearful emotion in this neatly produced set. Some vocalists are heard to advantage on various bands. Also heard in the program are performers of the Hungarian National Folk Song and Dance Ensemble. An entirely agreeable set which can be sold within its relatively narrow market.

★★★ ITALIAN MEMORIES

Various Artists. Dana DL 8025—A string of 15 Italian melodies appears in this set played and sung by native Italian artists. A number of less known, but none the less lovely melodies are grouped with established favorites like "O Sole Mio" and "Ciri-biri-bin." This LP might sell in areas where records of Italian origin or of an international flavor normally sell well.

★★★ BYELORUSSIA IN SONG AND DANCE, VOLUME 2

Byelorussian Folk Ensembles of Minsk. Bruno BR 50148—This second set of White Russian folk songs as sung by native groups of that portion of the USSR, are movingly performed. There are 15 tracks in all, almost all of which are performances by large singing ensembles with varying soloists. As in the case of most albums slated for international markets, this set should do well in areas that have strong foreign-born populations.

★★★ RUMANIA AND HER GYPSIES IN HI-FI—VOLUME 5

Barbu Lautaru Folk Orchestra of Bucharest. Bruno BR 50147—A number of folk orchestras and choruses play and sing a wild and high flying set of native Rumanian melodies. Most of the music is interesting for its use of unusual instruments (like pipes of Pan, Cymbalon, Torgoata clarinet, etc.) besides the usual woodwinds, brass and strings.

★★★ SONG OF NAPLES

Ugo Uguro. Dana DIL 8027—Dana, long-time specialists in the polka field, are expanding their coverage, and here is one of their first efforts. Uguro sings (in Italian) in rich romantic fashion on a group of sentimental Italian themes—"Santa Lucia," "O Sole Mio," etc.

RELIGIOUS ★★★

★★★ HE REACHED DOWN HIS HAND FOR ME

Bette Stalneck. Comfort LP 19601—Contralto Bette Salneck, wife of a Baptist Minister of Music, has a rich, cultivated voice. Her vocal talents are well showcased here on a group of moving sacred themes "He'll Understand," "Just a Closer Walk," "What a Morning, Lord," etc.

SACRED ★★★

★★★ GOD WILL BLESS YOU ALL

Florida Boys Quartet. Skylite LP 5971—The Florida Boys Quartet is a good gospel group and they show off their strong harmony here on a group of listenable sacred tunes. Best sides are "What a Morning," "I Don't Mind" and "Wonderful Love." The singers are well known down South, where they played many concerts and the disk will do best there; it could also sell in other regions where they are now making concert appearances.

LOW-PRICED CHILDREN'S ★★★

★★★ ALICE IN WONDERLAND AND THROUGH THE LOOKING GLASS

Mimi Benzell. Noble NOM 101—Here are two attractive musical versions of the Lewis Carroll Classics. Miss Benzell—the Mat thrush—sings delightfully, and the Merrill-Larks warble in a bouncy pop vein on Robert Campbell's score. The story is told by narrator Gilbert Mack with Marla Ray as Alice.

POLKA ★★★

★★★ JOHNNIE BOMBA AND HIS BOMBARDIERS PLAY AND SING

Dana DL 1280—Five polkas, two oboreks, two waltzes and two tangos are the fare in this mixed bag. Johnnie Bomba's group features good rhythm and an accordion which lends a festive sound to the music. Many of the tunes have a familiar sound altho the titles make them seem originals. Polka fans should be exposed to this one.

(Continued on page 51)



THREE CHRISTMAS PRESENTS FOR YOU...

NOVEMBER 21 SPOTLIGHT WINNER OF THE WEEK—The Billboard

WALK SLOW b/w YOU HURT ME LITTLE WILLIE JOHN

KING 5428

NOVEMBER 26 PICK OF THE WEEK—Cash Box

NOVEMBER 28 SPOTLIGHT WINNER OF THE WEEK—The Billboard

THE HOOCHI COOCHI COO

b/w THINKING OF YOU

HANK BALLARD

and THE MIDNIGHTERS KING 5430

JAMES BROWN THE BELLS

b/w

I'LL DO JUST WHAT I WANT

KING 5423



RECORDS

1540 Brewster
Cincinnati 7, Ohio

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COMING JAN. 9



The *NEW* Billboard Exclusively For The Music-Coin* Industry

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

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

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

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

A whole host of reader-advertiser benefits—the result of more than 6 months of preparatory work—will herald this important move. Watch for Billboard Music Week . . . the new Billboard for Music-Phono Merchandising . . . for Radio-TV Programming . . . for Juke Box-Game Operating . . . beginning January 9.

BILLBOARD MUSIC WEEK

Music-Phono **MERCHANDISING**
Radio-TV **PROGRAMMING**
Juke Box-Game **OPERATING**

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

FOR WEEK ENDING DECEMBER 4

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	2	35	—	ARE YOU LONESOME TONIGHT	Elvis Presley, RCA Victor	7810	S	3
2	4	8	16	LAST DATE	Floyd Cramer, RCA Victor	7775	S	8
3	1	6	7	STAY	Maurice Williams and the Zodiacs, Herald	552		9
4	3	2	3	POETRY IN MOTION	Johnny Tillotson, Cadence	1384		8
5	7	9	22	A THOUSAND STARS	Kathy Young and the Innocents, Indigo	108		6
6	8	11	17	NEW ORLEANS	U. S. Bonds, Legrand	819		7
7	12	12	18	NORTH TO ALASKA	Johnny Horton, Columbia	41782		11
8	13	15	19	ALONE AT LAST	Jackie Wilson, Brunswick	55170		8
9	6	7	8	LET'S GO, LET'S GO, LET'S GO	Hank Ballard and the Midnighters, King	5400		11
10	5	1	4	GEORGIA ON MY MIND	Ray Charles, ABC-Paramount	10135	S	8
11	15	23	35	HE WILL BREAK YOUR HEART	Jerry Butler, Vee Jay	354		5
12	24	34	65	SAILOR (YOUR HOME IS IN THE SEA)	Lolita, Kapp	349		6
13	10	5	1	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic	2071		13
14	19	49	79	MANY TEARS AGO	Connie Francis, M-G-M	12964		4
15	14	18	29	HUCKLEBUCK	Chubby Checker, Parkway	813		8
16	20	40	54	SWAY	Bobby Rydell, Cameo	182		4
17	11	4	2	I WANT TO BE WANTED	Brenda Lee, Decca	31149		12
18	21	31	44	PERFIDIA	Ventures, Dolton	28		5
19	9	3	5	YOU TALK TOO MUCH	Joe Jones, Roulette	4304		11
20	26	50	—	WONDERLAND BY NIGHT	Bert Kaempfert, Decca	31141	S	3
21	32	41	62	YOU'RE SIXTEEN	Johnny Burnette, Liberty	55285		5
22	50	66	70	LIKE STRANGERS	Everly Brothers, Cadence	1388		5
23	18	13	14	SLEEP	Little Willie John, King	5394		13
24	27	37	41	MY GIRL JOSEPHINE	Fats Domino, Imperial	5704		6
25	43	51	92	OL' Mac DONALD	Frank Sinatra, Capitol	4466		4
26	23	17	10	DEVIL OR ANGEL	Bobby Vee, Liberty	55270		18
27	17	10	9	BLUE ANGEL	Roy Orbison, Monument	425		11
28	22	22	21	TO EACH HIS OWN	Platters, Mercury	71697	S	8
29	30	28	39	I'LL SAVE THE LAST DANCE FOR YOU	Damita Jo, Mercury	71690		6
30	33	38	64	RUBY DUBY DU	Tobin Matthews, Chief	7022		5
31	40	54	—	FOOLS RUSH IN	Brook Benton, Mercury	71722		3
32	34	36	50	LONELY TEENAGER	Dion, Laurie	3070		7
33	41	53	58	AM I LOSING YOU	Jim Reeves, RCA Victor	7800		6

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	56	65	—	I GOTTA KNOW	Elvis Presley, RCA Victor	7810	S	3
35	16	14	11	DON'T BE CRUEL	Bill Black's Combo, Hi	2026		12
36	36	33	27	TOGETHERNESS	Frankie Avalon, Chancellor	1056	S	11
37	49	42	61	AM I THE MAN	Jackie Wilson, Brunswick	55170		6
38	31	21	23	ARTIFICIAL FLOWERS	Bobby Darin, Atco	6179		10
39	37	44	48	WAIT FOR ME	Playmates, Roulette	4276		6
40	51	71	—	EXODUS	Ferrante and Teicher, United Artists	274	S	3
41	65	92	66	RUBY DUBY DU	Charles Wolcott, M-G-M	12944	S	5
42	38	43	43	MY DEAREST DARLING	Etta James, Argo	5368		11
43	29	16	13	LET'S THINK ABOUT LIVIN'	Bob Luman, Warner Bros.	5172		13
44	46	52	56	DEAR JOHN	Pat Boone, Dot	16152	S	6
45	28	19	6	MY HEART HAS A MIND OF ITS OWN	Connie Francis, M-G-M	12923		16
46	25	20	12	CHAIN GANG	Sam Cooke, RCA Victor	7783	S	16
47	44	30	38	LOVE WALKED IN	Dinah Washington, Mercury	71696		9
48	53	55	60	BALLAD OF THE ALAMO	Marty Robbins, Columbia	41809	A	7
49	60	77	86	GONZO	James Booker, Peacock	1697		4
50	58	57	52	NATURAL BORN LOVER	Fats Domino, Imperial	5704		5
51	39	24	15	SUMMER'S GONE	Paul Anka, ABC-Paramount	10147	S	10
52	35	27	30	PETER GUNN	Duane Eddy, Jams	1168		8
53	68	89	—	I MISSED ME	Jim Reeves, RCA Victor	7800		3
54	59	75	68	ALABAM	Pat Boone, Dot	16152		6
55	61	69	82	WHOLE LOT OF SHAKIN' GOIN' ON	Conway Twitty, M-G-M	12962	S	5
56	52	29	24	TWIST	Chubby Checker, Parkway	811		18
57	55	46	37	DIAMONDS AND PEARLS	Parsons, Milestone	2003		15
58	45	25	20	THEME FROM THE APARTMENT	Ferrante and Teicher, United Artists	231		19
59	67	—	—	GEE WHIZ	Innocents, Indigo	111		2
60	47	26	25	KIDDIO	Brook Benton, Mercury	71652	S	17
61	64	—	—	RUBY	Ray Charles, ABC-Paramount	10164		2
62	71	—	—	EXODUS	Mantovani, London	1953	S	2
63	54	45	40	TONIGHT'S THE NIGHT	Shirelles, Scepter	1208		12
64	72	83	94	ONCE IN A WHILE	Chimes, Tag	444		5
65	78	82	90	GREEN LEAVES OF SUMMER	Brothers Four, Columbia	41808	A	5
66	73	—	—	HARD HEARTED HANNAH	Ray Charles, ABC-Paramount	10164		2
67	—	—	—	RUBBER BALL	Bobby Vee, Liberty	55287		1

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	81	59	51	THEME FROM THE SUNDOWNERS	Billy Vaughn, Dot	16133	S	9
69	82	76	63	ALABAM	Lloyd (Cowboy) Copas, Starday	501		10
70	94	—	—	LAST DATE	Lawrence Welk, Dot	16145	S	2
71	79	87	100	CRY, CRY, CRY	Bobby (Blue) Bland, Duke	327		4
72	76	85	99	DON'T GO TO STRANGERS	Etta Jones, Prestige	180		4
73	87	—	—	(WILL YOU LOVE ME) TOMORROW	Shirelles, Scepter	1211		2
74	84	91	—	THE BELLS	James Brown, King	5423		3
75	—	—	—	BLUE TANGO	Bill Black, Hi	2027		1
76	83	99	—	SEND ME THE PILLOW (THAT YOU DREAM ON)	Brown, RCA Victor	7804	S	3
77	86	94	—	LAST OF THE BIG TIME SPENDERS	Corabread and Biscuits, Maske	102		3
78	88	88	—	WONDERLAND BY NIGHT	Louis Prima, Dot	16151	S	3
79	—	—	—	WINGS OF A DOVE	Ferlin Husky, Capitol	4406		1
80	48	39	28	A MILLION TO ONE	Jimmy Charles, Promo	1022		15
81	—	—	—	WALK SLOW	Little Willie John, King	5428		1
82	75	78	80	NIGHT THEME	Mark II, Wye	1001		7
83	66	72	78	HAVE MERCY, BABY	Bobbettes, Triple X	106		8
84	96	—	—	CORINNA, CORINNA	Ray Peterson, Dunes	2002		2
85	77	64	76	BALLAD OF THE ALAMO	Bud and Travis, Liberty	55284		7
86	—	—	—	DOLL HOUSE	Donnie Brooks, Era	3028		1
87	—	—	—	RAMONA	Blue Diamonds, London	1954		1
88	69	63	42	WHOLE LOT OF SHAKIN' GOIN' ON	Chubby Checker, Parkway	813		8
89	93	95	—	GEE	Jan and Dean, Dore	576		3
90	91	—	—	STRANGER FROM DURANGO	Richie Allen, Imperial	5683		2
91	92	—	—	SERENATA	Sarah Vaughan, Roulette	4285		5
92	—	93	72	THEME FROM THE SUNDOWNERS	Felix Slatkin, Liberty	55282		8
93	95	96	—	BUMBLE BEE	La Vern Baker, Atlantic	2077		3
94	100	—	—	GLORIA'S THEME	Adam Wade, Coed	541		2
95	—	—	—	COME RAIN OR COME SHINE	Ray Charles, Atlantic	2084		1
96	97	97	—	SWEET DREAMS	Don Gibson, RCA Victor	7805	S	3
97	—	73	88	PSYCHO	Bobby Hendricks, Sue	732		3
98	80	70	81	THEME FROM THE DARK AT THE TOP OF THE STAIRS	Ernie Fretman, Imperial	5693		6
99	70	47	32	IT'S NOW OR NEVER	Elvis Presley, RCA Victor	7777	S	20
100	—	—	—	HAVE YOU EVER BEEN LONELY	Teresa Brewer, Coral	62236		1

& TOMORROW'S TOPS

BEST BUYS

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

POP

GONZO Little Booker
(Lion, BMI) Peacock 1697

***RUBBER BALL** Bobby Vee
(Arch, ASCAP) Liberty 55287

***BLUE TANGO** Bill Black's Combo
(Mills, ASCAP) Hi 2027

C&W

***SWEET DREAMS** Don Gibson
(Acuff-Rose, BMI) RCA Victor 7805

R&B

DON'T GO TO STRANGERS Etta Jones
(Prestige, ASCAP) Prestige 180

BUBBLING UNDER THE HOT 100

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

1. YOU BETTER KNOW WHAT YOU'RE DOING..... Lloyd Price ABC-Paramount 10162
2. WONDERLAND BY NIGHT... Anita Bryant, Carlton 537
3. WABASH BLUES..... Viscounts, Madison 140
4. HAPPY DAYS..... Marv Johnson, United Artists 273
5. SIXTY-MINUTE MAN.... Unfouchables, Madsion 139
6. PLEASE, PLEASE, PLEASE James Brown, Federal 12258
7. GOOD NEWS..... Eugene Church, Rendezvous 132
8. GEE WHIZ..... Bobby Day, Rendezvous 136
9. JAGUAR AND THUNDERBIRD.. Chuck Berry, Chess 1767
10. LET'S DO THE HULLY GULLY..... Bill Doggett, Warner Bros. 5181
11. MAGNIFICENT SEVEN... Al Caiola, United Artists 261
12. CINDERELLA..... Classics, Darl 1015
13. BABY O'BABY..... Shells, Johnson 104
14. PLEASE, PLEASE, PLEASE..... Five Royales, Home of the Blues 112
15. MR. LIVINOSTON Larry Verne, Era 3034

REVIEWS OF

THIS WEEK'S SINGLES

HOT 100: A TO Z

A Million to One	80
A Thousand Stars	5
Alabam (Boone)	54
Alabam (Copas)	69
Alone at Last	8
Am I Losing You	33
Am I the Man	37
Are You Lonesome Tonight	1
Artificial Flowers	38
Ballad of the Alamo	65
(Bud & Travis)	48
Ballad of the Alamo (Robbins)	74
Bells (The)	27
Blue Angel	75
Blue Tango	93
Bumble Bee	46
Chain Gang	83
Come Rain or Come Shine	84
Corinna, Corinna	71
Cry, Cry, Cry	44
Dear John	26
Devil or Angel	57
Diamonds and Pearls	86
Deaf Mouse	25
Don't Be Cruel	72
Don't Go to Strangers	40
Exodus (Ferrante and Teicher)	62
Exodus (Manfrovani)	31
Fools Rush In	89
Gee	59
Get Whiz	10
Georgia on My Mind	94
Gloria's Theme	49
Gonzo	65
Green Leaves of Summer	66
Hard Hearted Hannah	100
Have You Ever Been Lonely	83
Have Mercy, Baby	11
He Will Break Your Heart	15
Hucklebuck	34
I Gotta Know	53
I Missed Me	17
I Want to Be Wanted	29
It's Now or Never	99
Kiddio	60
Last Date (Cramer)	70
Last Date (Welk)	77
Last of the Big Time Spenders	9
Let's Go, Let's Go, Let's Go	43
Let's Think About Livin'	22
Like Strangers	47
Lonely Teenager	14
Love Walked In	42
Many Tears Ago	24
My Dearest Darling	45
My Girl Josephine	50
My Heart Has a Mind of Its Own	82
Natural Born Lover	7
New Orleans	25
Night Theme	64
North to Alaska	18
Ol' Mac Donald	52
Once in a While	97
Petridia	87
Peter Gunn	61
Poetry in Motion	30
Psycho	41
Ramona	12
Rubber Ball	13
Ruby Doby Du (Matthews)	74
Ruby Doby Du (Wolcott)	91
Sailor (Your Home Is in the Sea)	23
Save the Last Dance for Me	90
Send Me the Pillow (That You Dream On)	51
Serenata	16
Sleep	96
Stay	98
Stranger from Durango	58
Summer's Gone	92
Sway	68
Theme From The Dark at the Top of the Stairs	26
Theme From The Apartment	63
Theme From The Sundowners (Slatkin)	56
Theme From The Sundowners (Vaughn)	39
To Each His Own	81
Togetherness	88
Tonight's the Night	55
Twist	79
Wait for Me	29
Wonderland by Night (Kaempfer)	19
Wonderland by Night (Prima)	21
Whole Lot of Shakin' Goin' On (Checker)	8
Whole Lot of Shakin' Goin' On (Twitty)	55
(Will You Love Me) Tomorrow	73
Wings of a Dove	79
Wonderland by Night (Kaempfer)	29
Wonderland by Night (Prima)	29
You Talk Too Much (Jones)	19
You're Sixteen	21

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

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

Pop

HANK BALLARD AND THE MIDNIGHTERS

THE HOOCHI COOCHI COO (Stebrita, BMI) (2:30) — Ballard and his combo turn in a swinging, driving rendition of a danceable rhythm-novelty with a great r.&r. beat. Watch it. Flip is "I'm Thinking of You," (Lois, BMI) (2:50) King 5430

FRANKIE AVALON

A PERFECT LOVE (Debmar, ASCAP) (2:19)—**THE PUPPET SONG** (Debmar, ASCAP) (2:20)—The lad turns in an attractive vocal performance on "A Perfect Love," a lighthearted, happy tune. Flip is an unusual song with effective lyrics. Watch both sides. Chancellor 1065

BRIAN HYLAND

LOP SIDED OVER-LOADED (AND IT WIGGLED WHEN WE RODE IT) (Sheldon, BMI) (2:12)—**I GOTTA GO (BECAUSE I LOVE YOU)** (Acuff-Rose, BMI) (2:24) — Hyland may have a follow-up hit to his "Bikini" smash in the cute novelty "Lop Sided Over-Loaded." He sells the clever lyric with sharp showmanship. Flip, a nice, teen-appeal ditty, is also sung with youthful charm. Both sides are strong items. Kapp 363

BOB LUMAN



WHY, WHY, BYE, BYE (Acuff-Rose, BMI) (1:50)—**OH, LONESOME ME** (Acuff-Rose, BMI) (2:26)—Here's a strong follow-up to Luman's current smash single. "Why, Why, Bye, Bye" is a solid rhythm tune penned by the Bryants with a catchy tempo. Flip is Don Gibson's old hit. Luman warbles in sock fashion on both sides. Either side could go. Warner Bros. 5184

LAWRENCE WELK



CALCUTA (Pincus-Symphony House, ASCAP) (2:13)—A delightful and somewhat familiar melody is handed a very sprightly performance by Welk and company here. Disk could move out fast. Flip is "My Grandfather's Clock," (Von Tilzer, ASCAP) (2:13). Dot 16161

DAVE APPELL



THEME FROM THE YOUNG ONES (Lowe, ASCAP) (2:09) — A lovely instrumental theme is played here with warmth and style by the ork over infectious support. Strong side. Flip is "September Song," (DeSylva, Brown, Henderson, ASCAP) (2:23). Cameo 184

FRANK GARI



UTOPIA (Arch, ASCAP) (2:15)—A first-rate performance by a young singer in the Frankie Avalon tradition, who sells a rhythm ballad with style. Strong wax. Flip is "I Ain't Got a Girl" (Harvest, ASCAP) (2:04). Crusade 1020

Christmas

PAUL ANKA



RUDOLPH THE RED-NOSED REINDEER (St. Nicholas, ASCAP) (2:32)—A real swinging version of the old hit by Paul Anka that could be a big seller over the holidays. Flip is "It's Christmas Everywhere," (Spanka, BMI) (3:05). ABC-Paramount 10169

THE BROWNS



BLUE CHRISTMAS (Choice, ASCAP) (2:08)—The familiar Christmas tune is handed a mighty pretty reading by the Browns and it should get much Christmas action. Flip is "Greenwillow Christmas," (Frank, ASCAP) (1:59). RCA Victor 7820

(Continued on page 49)

MUSIC PUBLISHER INFORMATION:

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

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FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Tillman Franks, mending from injuries sustained in the recent auto crash that took the life of his friend and business associate, Johnny Horton, reports that every effort will be made to continue with the Johnny Horton Enterprises, with headquarters in Shreveport, La. Billie Jean Horton is president of the firm, with Franks as vice-president and general manager. . . . Joe Maphis and Rose Lee returned to "Town Hall Party," Compton, Calif., Saturday (26) after two weeks in Hawaii on Armed Forces dates. Little Jimmy Dickens will be "Town Hall's" special guest this Saturday (3). Definitely slated for a "Town Hall" appearance January 21 next are Roy Acuff and His Smokey Mountain Boys, June Webb, Margie Bowes and Shot Jackson.

J. Herschel (Smitty) Smith, Atlanta, has joined Walter Fowler Enterprises, Nashville, to handle the bookings on the Wally Fowler all-night sings. Smith was formerly associated in a similar capacity with the LeFevre Trio and the Singing Speer Family. . . . Vi Muszynski, of Bandera Records, Chicago, infos that H. E. Pounds has leased the label's ballad, "Do You Wonder," by Betty Foley, and "Save the Last Dance for Me," as done by Merle Ray and the Southern Rockets. The latter is a cover of the Drifters' tune of the same name. . . . George Hamilton IV is jumping with joy over two recent important happenings. In the first, his wife presented him with a new son November 11; in the second he inked a pact with Chet Atkins to record under his direction for RCA Victor at the Nashville studio.

Millard Guy and Nels Potter are currently making personal along the West Coast while appearing regularly at Charlie Aldrich's Movie Ranch, Agoura Calif., on Sundays. Their new release on the Chris label, "Christmas Without Daddy" b.w. "Just Let Me Go," is available to deejays who'll write them at 13344 Herron Street, Sylmar, Calif. . . . Biff Collie, deejay at KFOX, Long Beach, Calif., infos that some of the charts (not The Billboard's) are listing "Here I Am, Drunk Again" by Shirley Collie and Clyde Beavers. Clyde, of course, has the tune on Decca, but Shirley's new one on Liberty is "Sad Singin' and Slow Ridin'" b.w. "I'd Rather Hear Lies."

From Vienna, Austria, comes word from Connie (Tex) Hat, who says he is still rolling along successfully with his nationwide country and western music program which he instituted in that country more than two years ago. "It was not an easy task to make up a c.&w. program in German," Connie typewrites. "I succeeded because I injected a different angle, that of featuring western history along with the c.&w. music. That the program is popular is proved by the fact that four major West Germany stations recently asked me to make my c.&w. program available to them, too, thru the International Program Exchange. As a result of my program, c.&w. record sales in Austria have been on the increase. However, I have no co-operation from the major American record companies. This sometimes gets me down, as it is very difficult to purchase records with good, original country and western music, especially the latest releases. I also have difficulty on getting

biographies on the various country and western artists." Hat's address is Hernstorferstrasse, Wien 14, Austria.

Harry Silverstein, Decca's hustling member in Nashville, and his lovely better half are making with the baby pater over the arrival, November 18, of a son, David Scott. . . . Roger Miller, riding handsomely these days with his RCA Victor waxing, "You Don't Want My Love," did a telethon November 19 on WPSD, Paducah, Ky., along with emcee Merv Griffin, Molly Bee and Dorothy Olsen. . . . Don Pierce, Starday Records chief, is mailing deejay copies on "Christmas Is Near," by the Stanley Brothers, and "Christmas Doll," by Jim Eaves. If you've been missed in the mailing, drop Don a line at Box 115, Madison, Tenn.

Ralph G. Wuest, well known in the country music field thru his long association with The Billboard's advertising department in Cincinnati, has joined Down Beat magazine in Chicago as circulation manager. Wuest worked on circulation promotion for The Billboard prior to his resignation some eight months ago. . . . Tall Paul Charon works the San Diego, Calif., Navy Base December 4, along with Marty Robbins and Smokey Rogers. . . . Officers of Cedar Valley Country Music Association, formed recently in Cedar Rapids, Ia., are Bill Tyler, Mount Vernon, Ia., president; Ernest Courtney, Cedar Rapids, Ia., vice-president, and Ozark Sally, Cedar Rapids, secretary. Board members are Jerry Smith, Joe Chila and Bob Hysell. The new group will work in conjunction with the Mississippi Valley Country Music Association, Moline, Ill.

With the Jockeys

La Verne Wright, president of Happy Hearts Music, 2213 Christine Street, Wayne, Mich., says his firm will put on its mailing list all deejays who write in. The Happy Hearts label has just signed the Gospel Tones, of Chattanooga, now out with "Teach Me Lord to Wait" b.w. "I'll Fly Away"; Jimmy Williams and Red Ellis, due out soon with "There'll Be No Depression in Heaven" b.w. "That Beautiful Home"; the Country Gospel Singers, coming out soon with "When the Lord Comes Knocking" b.w. "The Keeper of My Heart"; country artists Bud Titus and the Rambling Boys, whose upcoming release is "Mr. Jukebox" b.w. "Don't Torture Me," and the Big Sandy Boys, coming soon with "Blue Snowflakes" b.w. "Crazy Love."

Uncle Joe Johnson, now with WWOD, Lynchburg, Va., typewrites that he's booking c.&w. talent into both the 2,500-seat E. C. Glass Auditorium and the 1,500-seat Armory there on a regular basis. . . . Mac McGuire, program director at KBRN, Brighton, Colo., just outside of Denver, reports that country music is going big in that sector, with only two stations pushing the product. "We program c.&w. music from 10 a.m. to 6 p.m.," McGuire writes, "using The Billboard to select our Top 30 chart, but we are having trouble getting some of the records listed. We are the only station programming c.&w. music using a Top 30 chart in the Denver area, so you can well imagine the size of our audience."

The Billboard HOT C & W SIDES

FOR WEEK ENDING DECEMBER 4

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART
1	1	2	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	13
2	2	3	EXCUSE ME, Buck Owens, Capitol 4412	11
3	3	1	ALABAM, Cowboy Copas, Starday 501	22
4	4	5	BEFORE THIS DAY ENDS, George Hamilton IV, ABC-Paramount 10125	8
5	6	17	I MISSED ME, Jim Reeves, RCA Victor 7800	5
6	7	6	I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767	9
7	9	20	NORTH TO ALASKA, Johnny Horton, Columbia 41782	3
8	5	7	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248	13
9	17	17	YOU CAN'T PICK A ROSE IN DECEMBER, Ernest Ashworth, Decca 31156	6
10	10	8	BALLAD OF WILD RIVER, Gene Woods, Hap 1004	8
11	11	22	WANTING YOU, Jimmy Newman, M-G-M 12945	4
12	8	4	(I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767	14
13	18	24	I THINK I KNOW, Marion Worth, Columbia 41799	3
14	14	25	WINDOW UP ABOVE, George Jones, Mercury 71700	4
15	21	12	LAST DATE, Floyd Cramer, RCA Victor 7775	4
16	15	15	FALLEN ANGEL, Webb Pierce, Decca 31165	3
17	26	27	THE MOON IS CRYING, Allan Riddle, Plaid 1001	4
18	12	11	CRUEL LOVE, Lou Smith, Top Rank 2069	16
19	—	—	SWEET DREAMS, Don Gibson, RCA Victor 7805	1
20	16	18	LITTLE GUY NAMED JOE, Stonewall Jackson, Columbia 41785	4
21	28	—	YOU DON'T WANT MY LOVE, Roger Miller, RCA Victor 7776	4
22	22	13	HERE I AM DRUNK AGAIN, Clyde Beaver, Decca 31173	6
23	13	10	HEART TO HEART TALK, Bob Wills & Tommy Duncan, Liberty 55260	15
24	30	—	AM I LOSING YOU, Jim Reeves, RCA Victor 7800	2
25	—	—	LOVING YOU, Bob Gallion, Hickory 1130	1
26	25	26	THIS OLD HEART, Skeets McDonald, Columbia 41773	5
27	29	30	I WISH YOU LOVE, Billy Walker, Columbia 41763	4
28	19	9	LET'S THINK ABOUT LIVIN', Bob Luman, Warner Brothers 5172	8
29	—	—	WORLD SO FULL OF LOVE, Ray Sanders, Liberty 55267	2
30	20	23	THIS OLD HOUSE, Wilma Lee & Stony Cooper, Hickory 1126	12

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Reviews of THIS WEEK'S SINGLES

the pick of the new releases:



SPOTLIGHT WINNER OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 47

THE OLYMPICS



DANCE BY THE LIGHT OF THE MOON (Aries, BMI) (2:14) — The boys are in exuberant vocal form on a rocking item based on the p.d. oldie, "Dance With the Dolly With the Hole in Her Stocking." Dual market wax. Flip is "Dodge City," (Xenophon, BMI) (2:48).

Arvee 5020

BROOK BENTON



MERRY CHRISTMAS, HAPPY NEW YEAR (Play, BMI) (2:10) — Brook Benton comes thru with a warm and tender performance on a lovely Christmas song that could pull sales. Flip, which was issued last year, is "This Time of the Year" (Vanessa, ASCAP) (2:23). Mercury 71730

JERRY BUTLER



SILENT NIGHT (PD)—O HOLY NIGHT (PD)—Butler has a strong single now in "He Will Break Your Heart," and either of these wonderful performances on traditional carols can gather much holiday play. Watch them. Vee Jay 1688

THE STATUES



WHITE CHRISTMAS (Berlin, ASCAP) (2:38) — The rockin' group stays in its familiar groove with an unusual and clever rock treatment of the nostalgic tune by Irving Berlin. Can collect loot. Flip is "Jeannie With the Light Brown Hair," (Metric, BMI) (2:24). Liberty 55292

Country & Western

GEORGE HAMILTON IV



IT'S JUST THE IDEA (Cedarwood, BMI) (2:12) — Hamilton has been hopping on the c.&w. charts recently and this pretty ballad performance with an intriguing guitar and chorus backing can continue the string. Flip is "A Walk on the Wild Side of Life," (Cedarwood, BMI) (2:18). ABC-Paramount 10167

CLAUDE GRAY



I'LL HAVE ANOTHER CUP OF COFFEE (Tree-Mixer, BMI) (2:07) — **I WANT TO BE ALONE** (Glad, BMI) (2:20)—Gray, a strong contender recently on another label, has his first for Mercury. A pair of stylish weeper ballad offerings and both have a chance, with a nod to the first side. Mercury 71732

Rhythm & Blues

AARON NEVILLE



OUT OF MY LIFE (Minit, BMI) (2:10) — **SHOW ME THE WAY** (Arc, BMI) (2:15) — A fine pair of performances by the chanter. Top side is a rocker done in rousing fashion with chorus in a church-like technique. Flip is an inspirational item done with much heart. Two good, contrasting sides and both have a chance. Minit 618



SPECIAL MERIT SPOTLIGHTS

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

(Reviews appear elsewhere in this issue)

MARLENE STOLZ

★★★★ **GUTE NACHT, JOHNNY BOY** (Goodnight, Johnny Boy) (Zodiac, BMI) (2:21)

★★★ **NACH DEM SERVUS GIBT'S EIN WIEDERSEHN** (Farewell Is Not Goodbye) (Zodiac, BMI) (2:35) Palette 5069

* The correct number of the Little Willie John record of "You Hurt Me" and "Walk Slow" which was a Billboard Spotlight last week, is King 5428. The correct title of the Gene Pitney record on Muscor 1002 which was a Talent Spotlight last week is "(I Wanna) Love My Life Away."

★★★★ VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

CARLA THOMAS

★★★★ **For You** — ATLANTIC 2086 — An up-tempo rhythm tune is handled neatly by the lass here. This could break thru with exposure. (East, BMI) (1:50)

★★★★ **Gee Whiz (Look at His Eyes)** — Lass sells this listenable ballad with feeling over warm backing. Song has a good melody and side has a chance. (East, BMI) (2:15)

RUSTY DRAPER

★★★★ **Jealous Heart**—MERCURY 71706 —The old country-oriented hit is sung with virile appeal by Draper. It has a chance for strong action. (Acuff-Rose, BMI) (2:11)

★★★★ **Ten Thousand Years Ago**—Exuberant chanting by Draper on an imaginative r.&r.-styled item with infectious backing. Two potent sides. (Shapiro - Bernstein, ASCAP) (3:10)

MARLENE STOLZ

★★★★ **Gute Nacht, Johnny Boy** — PALETTE 5069 — Feelingful thrashing by the German canary on a wistful U. S. tune. Lyrics are sung in both English and German. Merits exposure, and it could break big. (Zodiac, BMI) (2:21)

★★★ **Nach Dem Servus Gibt's Ein Wiedersehen** — Pretty piping in German by the fraulein on a plaintive ballad with fem chorus on backing. Interesting deejay wax. (Zodiac, BMI) (2:35)

PAUL CLAYTON

★★★★ **Wings of a Dove**—MONUMENT 432—Fertin Husky has a smash with this in the country field and this side by Clayton in exciting, line-out technique can also go. Solid background features banjo. Watch this. It can go. (Bee Gee, BMI) (2:18)

★★★ **The Convent at Ronda** — A folksy effort, neatly chanted by the artist, has a ranchero feel. Chorus is featured against the talk-sing styled vocal. Listenable. (Combine, BMI) (3:10)

JOE JONES

★★★★ **One Big Mouth** — ROULETTE 4316 — Here's Jones' follow-up to "You Talk Too Much," hi. current solid hit. It's in the same rhythm styling and is somewhat of an answer song effort. Watch

this one. It has the beat and the sound. (Tyro-Peanuts, BMI) (2:12)

★★★ **Here's What You Gotta Do**—Here's a good outing in much the same tempo as the flip and the earlier hit. Good chanting with an edge to the flip. (Lloyd-Logan-Kahl, BMI) (2:36)

EYDIE GORME & STEVE LAWRENCE

★★★★ **I'm a Girl, You're a Boy** — UNITED ARTISTS 282 — A smart, stylish hunk of wax which finds the duo answering each other with neatly contrasting phrases. This could get a lot of play and sales. (Warwick, ASCAP) (2:37)

★★★ **The Facts of Life** — The pair sing this rhythmic tune behind the credits of the Bob Hope picture of the same title. Cute display here by the couple on their first release together on the label. (Commander, ASCAP) (2:18)

THE GOODTIMERS

★★★★ **Ponytime** — ARNOLD 6901 — An exciting r.&b.-oriented side which bears traces of "The Twist" and "Finger Poppin' Time." The boys do an enthusiastic job. Side is worth watching. (Alan K., BMI)

★★★ **Loveboat** — An interesting instrumental blues featuring down guitar and honking horn. Good dance fare. (Alan K., BMI)

NINA SIMONE

★★★★ **Trouble in Mind** — COLPIX 175 — A sock reading of a traditional tune by Nina Simone aided by her combo and her fine, driving piano work. One of her best in months and it has a chance. Watch this. Side was cut at Newport. (Leeds, ASCAP) (2:05)

★★★ **Cotton Eyed Joe** — This side, featuring the traditional ditty, is also from the thrush's album, "Nina at Newport." It shows off some tender singing. (PD) (2:51)

VINCE MAURO

★★★★ **If Ever I Would Leave You** — DECCA 31188 — Expressive reading by Mauro of the lovely "Camelot" ballad. Vic Damone and Gordon MacRae also have versions, but this one stacks up as strong competition. (Chappell, ASCAP) (2:57)

★★★ **Oh, What a Difference You Made**—Plaintive lament with piano triplets on the backing is sung attractively. (Leeds, ASCAP) (2:42)

★★★

GOOD SALES POTENTIAL

POPULAR ★★★

BIG BEN'S BANJOS

★★★★ **Toot Toot Tootsie**—KING 4968—Rousing reading of the standard, with banjos lending a pleasant, old-timey touch. The vocal is forthright. (Feist, ASCAP) (1:36)

★★★ **Stephen Foster Medley**—The immortal melodies, well-sung. Again, the banjo backing lends effect. (3:14)

LITTLE ANGELS

★★★★ **Olympia**—CAPITOL 4490—A calypso tune by the group. The young trio sells with a good share of showmanship. They performed it on a recent Dinah Shore outing. (2:15)

★★★ **Says You**—The youngsters have gotten a load of TV exposures lately, and the bouncy little ditty gets over with plenty of juvenile charm. It's a moderate rocker and it has appeal. (2:10)

DARWIN AND THE CUPIDS

★★★ **Goodnight My Love**—JERDEN 9—Harmony vocalizing by the group against a Latinized beat, with a muted trumpet blowing taps-type sounds in the backing. A pleasant effort. (Robertson, ASCAP) (2:30)

★★★ **Won't You Give Me a Chance**—Pretty harmonizing here with a ballad that's arranged with an echoey guitar in the backing. A rather dreamy effort. (Snapper, BMI) (2:10)

THE CLOVERS

★★★★ **Burning Fire**—UNITED ARTISTS 263—A rousing, rocking, gospel-spiritual styled effort. The boys have a good sound and they get a pounding and happy backing. Side has a chance. (Sheldon, BMI) (2:12)

★★★ **Yes, It's You**—An interesting ballad side which features a nice bit of lead chanting. Listenable. (Progressive, BMI) (1:58)

THE H-I-L-O'S

★★★★ **Five Foot Two, Eyes of Blue**—COLUMBIA 41867—Bouncy, spirited reading of the bouncy oldie with infectious tempo. Merits spins. (Feist - Warock, ASCAP) (2:19)

★★★ **The Trolley Song**—Group accords the great oldie a zingy, unusual vocal treatment. Spinnable. (Feist, ASCAP) (2:07)

AL TOUSAN AND HIS PIANO

★★★ **Naomi** — SEVILLE 110 — Pleasant bar-room-styled piano solo treatment of catchy instrumental theme. (Tideland, BMI) (2:09)

★★★ **Back Home in Indiana** — Bright honky-tonk-styled piano treatment of the oldie. (Shapiro-Bernstein, ASCAP) (2:08)

AL HIBBLER

★★★ **Strawberry Hill**—TOP RANK 2089 —The Marty Robbins tune receives a first-rate performance from Al Hibbler over attractive backing by the ork. It has a good flavor and it could move. (Marizana, BMI) (2:22)

★★★ **Stranger**—The chanter sells a pretty ballad in his usual style over tender support by the ork and chorus. One of the better Hibbler disks of recent vintage. (Marks, BMI) (2:36)

THE GIGOLO'S

★★★★ **Night Creature**—DAYNITE 2 — A hard-driving instrumental version of "Honey" makes this side strong. Pulsing tenor and gimmicked guitar are featured in front of a pounding rhythm section. Given some kind of exposure this side could go. (Malipi, BMI) (2:10)

★★★ **Swingin' Saints**—Hard rocking guitar and tenor with shouting chorus build the excitement on this instrumental version of "When the Saints Go Marching In."

GRANDPA JONES AND HIS GRANDCHILDREN

★★★★ **I Don't Love Nobody** — MONUMENT 430—Bouncy ditty is chanted with good humor by Jones and chorus. Spinnable. (G-J, BMI) (1:45)

★★★ **Hip Cat's Weddin'**—Amusing country item with catchy tempo is sung with showmanship by Jones. (Acuff-Rose, BMI) (2:18)

JERRY BYRD

★★★★ **Dancing Under the Stars**—MONUMENT 429—Pretty theme is wrapped up in melodic ork and chorus treatment, with island guitar effect on backing. Nice deejay side. (Joy, ASCAP) (2:49)

★★★ **Dayream**—Same comment. (Acuff-Rose, BMI) (2:42)

THE BLUE FLAMES

★★★★ **Bowling U.S.A.**—STRAND 25023—Bowling sounds punctuate this bouncy rhythm-novelty with exuberant delivery by lead singer. (Wyndham, BMI) (2:07)

★★★ **Possom**—Effective instrumental side with catchy tempo and nice guitar work. (Wyndham, BMI) (2:12)

THE BLONDE BOMBER

★★★ **Strolche Bun**—HULL 2068—Exuberant chanting by artist on catchy r.&r. ditty. Dual market side. (Keel, BMI) (2:20)

★★★ **I Am to Blame**—Feelingful reading by singer on fervent rockaballad. (Keel, BMI) (1:50)

MAX BYGRAVES WITH CHILDREN'S CHORUS

★★★ **When You Come to the End of a Lollipop** — LONDON 1958 — Amusing little children's side sung by Bygraves in delightful style with the English star with assist of a children's chorus and strings. (Topper, ASCAP) (2:50)

★★★ **The Teddy Bears' Picnic**—Another children's side sung by Bygraves in delightful manner. Tune outlines the doings at the Teddy's picnic. Arrangement for large ork and chorus add much to the side. (Witmark, ASCAP) (2:17)

THE THREE G'S

★★★ **She's Mine** — COLUMBIA 41868—The three boys with vocal chorus sing this strong rocking rhythm tune that tells of all the fine things about the girl. Arrangement adds much excitement to the side. (Camarillo, BMI) (2:31)

★★★ **Take My Love**—Soft ballad by the boys gets a fine reading. Piano figures and vocal chorus add much to the sound of the side. (Camarillo, BMI) (3:06)

BOBBY GUY

★★★★ **Good Enough**—APT 25052—Singer knocks out a blistering reading here. Powerful combo backing and vocal group add to side. (Pamco, BMI) (2:12)

★★★ **A Vow**—Rocker ballad gets a wailing performance by the lass on the flip. Vocal group and combo again do a fine assisting job.

DEE ERVIN

★★★★ **Rubin, Rubin** — HULL 2071 — Dee Ervin sells this rockaballad with feeling aided by triplets in the ork backing. The tune is the old folk tune, and the arrangement is intriguing enough to get it some action. (Keel, BMI) (2:18)

★★★ **I Can't Help It (I'm Falling in Love)**—Once again the chanter comes thru with a meaningful rendition of a pretty ballad, again over interesting backing by the ork. Both sides have a chance. (Keel, BMI) (2:30)

DEE DON

★★★ **You Took Back Everything**—CHALLENGE 59096—Gal packs plenty of feeling and sincerity into moving rockaballad. (Cedarwood, BMI) (2:15)

★★★ **Out in the Cold Again**—Pretty piping by canary on the plaintive oldie. Merits exposure. (Joy, ASCAP) (2:41)

JIMMY BELL

★★★★ **She Wears My Ring**—HICKORY 1136—Attractive ballad penned by Bodeaux and Felice Bryant is handed a sock reading by Jimmy Bell. Lad has a potent vocal style and disk could take off. Ditty is based on "La Golladrina." (Acuff-Rose, BMI) (2:50)

★★★ **Going Down to the River**—He's goin' to the river and he might jump in cause he's a square, sings Bell on the swinging side. Flip is better. (Acuff-Rose, BMI) (2:18)

BOB GROSSMAN

★★★ **Chesapeake Bay**—This is taken from the new album by the lad and he shows off his warm style with a folk ballad on this interesting side. May get spins. (Landgold, BMI) (2:56)

(Continued on page 50)

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"PUSH PUSH" AUSTIN TAYLOR LAURIE 3067

THE BELLS OF ST. MARY

By TERRY AND THE MELLOES

AMY #812 AMY RECORDS, 1650 Broadway, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

Reviews of New Pop Records

Continued from page 49

*** O-Susie—The folk singer sings this ballad about a lost love with feeling accompanying himself on guitar. (Laudgold, BMI) (2:05)

SAL RAIMONDI

*** How Deep Is the Ocean—CORAL 62234—Sal Raimondi comes thru with a strong version of the Irving Berlin standard here, backed in big style by ork and chorus. (Berlin, ASCAP) (2:39)

*** Lovers—The baritone turns in a listenable reading of the new ballad aided by string ork and chorus support. Worth spins. (Lorob, BMI) (2:23)

THE NEPTUNES

*** So Little Time—CHECKER 967—Attractive tune is handed a good reading by the lead singer and group on this listenable ballad. Worth spins. (Duchess, BMI) (2:05)

*** She'll Understand — Boys sells this medium tempo effort neatly over good support. Flip is stronger. (Arc, BMI) (2:30)

THE MERRI-MEN

*** St. Louis Blues—APT 25051—An instrumental quartet gives the old W. C. Handy standard a hard rocking treatment that's even bluesier than the original. Tenor sax takes the lead all the way. (Handy, ASCAP) (2:12)

*** Big Daddy—The combo on this side plays in the Bill Doggett groove. Tune is a rocking medium tempo blues that spots some strong tenor. (Tinker, ASCAP) (2:17)

THE MARY D'S

*** Brrr-Um—PRESIDENT 430—Rocking side with some blues orientation has an amusing idea at its base about the coldness of the boy-friend. (Mills, ASCAP) (2:13)

*** Billy Boy—Tune here is not the old "Billy Boy" but rather a walking tempo ballad in which the girls plead for his love. (Golden, ASCAP) (1:55)

GEORGIA BROWN

*** Mildred — LONDON 1956 — Current European hit gets a music hall opening and then eases into ballad-like reprise. Miss Brown belts the tune with great enthusiasm and a large ork accompanies. (Alamo, ASCAP) (3:06)

*** Blue-Eyed Boy—Tune here has something of a "Mack the Knife" flavor, both tempo and melody are vaguely similar. A large ork accompanies Georgia Brown. (Tin Pan Alley, BMI) (2:27)

WINIFRED ATWELL AND HER PIANO

*** Nicolette (Calcutta)—LONDON 1949—The pianist does a fine job on this bright-stepping instrumental that has something of the "Crazy Otto" sound about it. (BIEM, Pincus-Symphony House, ASCAP) (2:10)

*** Melody in G—The famous classical piece gets a boogie-woogie, honky-tonk version on this side by the pianist and her rhythm section. (Ivy, ASCAP) (2:01)

JIMMY LOUIS

*** Your Fool — PHILLIPS 3565 — A very swinging country-type tune sung by Louis that tells how the chick makes a fool of him. Semi-gospel feeling develops from organ and chorus which accompany. (Jack, BMI) (2:16)

*** Gone and Left Me Blues—Country weeper about loneliness is sung by the boy with authentic country guitar dominated background. (MoJo, BMI) (2:11)

PETE ROBERTS

*** Twinkle Lee—RENDEZVOUS 124—The swinging up-tempo, blues-based rocker is sung by Roberts in strong style. Lyric praises Miss Lee with whom he is smitten. (Robin Hood, BMI) (2:29)

*** Hold Me—The oldie gets a fair reading in as a bouncing ballad. Vocal chorus and combo assist. (Robins, ASCAP) (2:29)

NORMAN MAINE AND HIS ORK

*** Babylon 3-9970—COLUMBIA 41865—Catching hip-swinging Latin instrumental with amusing phone dialog inserts. Funny jockey wax. (Leeds, ASCAP) (2:38)

*** Abugluba Abugluba — Swinging Latin instrumental side with solid temp. (Editorial MRT) (2:30)

THREE ACES AND A JOKER

*** Booze Party—GRC 104—This is the old tradition of drinking records as it tells about everybody drinkin' that red cherry wine. It has a lot of life and it rocks. May get spins on r.&b. shows. (Wooten, BMI) (2:18)

*** Sleigh Bell Rock—Swinging tale of Santa Claus doing the lindy, twist, etc., is sold with spirit by the boys here. Two rockin' sides. (Wooten, BMI) (1:48)

MILLARD WOODS

*** (I'm Just a) Country Boy—DEL-FI 4150 — Effective jazz-type singing from Woods here with an easy ballad beat sells this record. Vocal group of girls fills in the background nicely. (Folkway, BMI) (2:43)

*** Don't Put Me Down — Very hip arrangement backs up Millard's jazz-influenced singing. Medium tempo swinger has a chorus of chicks doing the backing. Flip is better. (Maravilla, BMI) (2:05)

BOBBY AND THE DEMONS

*** The Woo—MCI 1028—A pounding rocker with down guitar and growling horn intermingled with Bobby's rockabilly vocal. Good dance side. (Desert Palms, BMI) (1:58)

*** Oh, Dale—A slow rockaballad with Bobby Handling the lead and backed in fair style by the Demons. Flip is better. (Desert Palms, BMI) (2:08)

Christmas

MODERN JAZZ QUARTET

*** England's Carol (Parts I & II)—ATLANTIC 2085—The group is heard with an orchestral complement directed by Gunther Schuller. Lewis wrote this jazz-symphonic effort, based on an adaptation of the carol "God Rest Ye Merry, Gentlemen." Ork contributes a flowing string sound behind the rhythmic efforts of the vibes and piano. An unusual piece of work that's offbeat enough to get seasonal spins. (MJQ, BMI) (3:04, 3:21)

THE ROCKIN' STOCKIN'S

*** Yuleville, U.S.A.—SUN 1960—The same group swings a number of Christmas songs at rocking tempo on the flip. "Jingle Bells," and "Rudolph the Red-Nosed Reindeer" are two that are included. (2:10)

BLUE NOTES

*** Winter Wonderland — VALUE 215 — A bouncy r.&r. version of the lovely oldie done to a catchy Latin tempo. (Bergman, Vocco & Conn, ASCAP) (2:10)

*** O Holy Night — Moving reading of the reverent Christmas theme. (PD) (2:55)

SANTO & JOHNNY

*** Twistin' Bells — CAN-AMER 120 — A rocking and ranting version of "Jingle Bells." A lot of pounding excitement on this new effort and the boys could easily cash in with it. Watch this. (Trinity-Climax, BMI) (2:15)

*** Bullseye — The twin guitar men kick off an interesting Latin-tinged instrumental. The side has a lot of beat and it could step out. Flip has a better chance, however. (Trinity-Climax, BMI) (2:17)

DORINDA DUNCAN

*** It's Christmas Time—GLENDALE 1004—Simple, melodic lines are sung with charm by the chick, who is of high school age. Sound of bells enhances the Christmas touch. (Babbes, BMI) (1:40)

*** Happy Little Star — The poignant story of a little star who couldn't twinkle, but the Lord gave him a light. Has a country quality. (Glendale, BMI) (3:06)

LOU MONTE

*** Christmas at Our Home — ROULETTE 4308—There's a friendly, neighborhood flavor to this Christmas song. Monte does it with real feeling, with his usual touch of Italian phrasing. (Queensberry-Romance, BMI) (2:22)

*** Dominick the Donkey—A novelty, telling of an Italian Christmas donkey. There's a bouncy rhythm here and a lot of charm. (Queensberry-Romance, BMI) (2:27)

RON JENSEN

*** Ellen — MOHAWK 130 — Chanter does a very competent vocal with this melody, which has a nostalgic-laden flavor about it. (Famous, ASCAP) (1:54)

*** Mr. Santa, Bring Me a Doll—A bouncy melody. The cat wants a real live doll for Christmas, about five feet-two. There's a tap-dancing routine, and the side has the touch of old-time vaude. (Famous, ASCAP) (2:18)

The Billboard HOT R & B SIDES

FOR WEEK ENDING DECEMBER 4

TITLE, Artist, Company, Record No.

Chart table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO. Rows 1-30 listing record titles, artists, and record numbers.

Latest Smash! WHAT AM I GONNA DO b/w AM I JIMMY CLANTON ACE RECORDS 804 Vincent Bldg., Jackson, Miss.

Billboard's Spotlight Winner Cash Box Pick of the Week "BELLS RING" b/w "PLEASE TELL ME" Milestone #2005 FEATURING THE PARADONS arde Allied Record Distributing Co. 1811 N. La Palms Ave Hollywood 38, Calif.

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

HIS SPOTLIGHT WINNER! Bobby Vee "RUBBER BALL" b/w "EVERYDAY" #55287 LIBERTY

Reviews and Ratings of New Albums

Continued from page 45

★★★ MARUSIA-RUSSIAN GYPSY SONGS

Monitor MP 565—Marusia is a veteran exponent of Russian gypsy songs. For years she sang at a New York Russian-type nitery and also toured with her own troupe. In these 14 songs, which include some of the best-known of the type, Marusia's dark and expressive voice proves highly effective, making this one of the more interesting collections of gypsy songs.

SPECIALTY ★★★

★★★ GAME CALLING IN HI FI VOL. I
Art Mercier. Mercury GC 100 — A valuable album for the hunter who wishes to improve his game-calling technique. The narration by Art Mercier on the use of calls for such game as fox, geese, ducks, etc., is crisp and clear. An expert, Russ Gaede, does the calling on the various instruments. Hi fi bugs will also find this an interesting novelty package.

JAZZ ★★★

★★★ OPEN SESAME

Freddie Hubbard. Blue Note 4040 — This is spirited jazz, featuring Hubbard's trumpet,

with Tina Brooks on tenor; McCoy Tyner, piano; Sam Jones, bass, and Clifford Jarvis on drums. Hubbard is only 22, yet has a forceful attack and impressive technique. Watch him.

CLASSICAL ★★★

★★★ SUPPE OVERTURES

London Philharmonic (Solti). Richmond B 19064 — These flamboyant and romantic pieces (like "hurry" and "chase" music in silent films) are done to the hilt here, and many will enjoy this wax. Included are "Light Cavalry," "Poet and Peasant," "Pique Dame" and "Morning, Noon and Night in Vienna." Full of dash and spirit.

★★★ MOZART: PIANO CONCERTO NO. 24

Bashkurov, Piano; USSR State Radio Orchestra (Gauk). Artia ALP 168 — A handsome package meriting display just on this aspect alone. The performances are of a high order, the pianist displaying a clean and facile technique in the grimly dramatic Mozart work and the Chopinesque piece of Scriabin. Good notes by Herbert Glass. Cover is book-form.

Reviews of New Pop Records

COMPO VERDE AND HIS ORK

★★★ The Carillon—TOP RANK 2022—Full strings with bells make this slightly "Latinized" ballad an easy listening piece of material. Side should prove a boon to jocks looking for pretty wax.

★★★ Chanson de Bleu—Like the flip, this side falls into a category of instrumental music that derives its appeal from strings, accordion and simplicity of arrangement. Very listenable.

WEBSTER WEBFOOT

★★★ Who Will Take Me Home for Christmas? — DEL-TONE 5015 — Amusing disk outlines the plight of a poor little duck who wants to be taken home as a Christmas gift. Voice is something like that of Donald Duck. Accompaniment is piano and rhythm. (Aut-Winston, ASCAP) (2:08)

★★★ Rinky Dink Blues—Tinny piano and ragtime band makes this side swing in its own medium tempo style. Odd novelty effects could easily make it go, with the proper amount of exposure. (Aut-Music, ASCAP) (2:00)

THE PETE KING CHORALE

★★★ Little Shepherd Boy—KAPP 360—Tony Ellis, accompanied by the Pete King Chorale, tells this Christmas tale of shepherd boy who saw the Three Kings the night before the Christ child was born. (Garland, ASCAP) (2:22)

★★★ My Favorite Things—From the Pete King Chorale's album of the music from "The Sound of Music" comes this delightful version of the happy Rodgers and Hammerstein tune. Strong jock wax. (Williamson, ASCAP) (2:44)

CRAZY OTTO AND HIS HONKY TONK PIANO

★★★ Sleigh Ride; Winter Wonderland; White Christmas — DECCA 31185 — Crazy Otto is heard here on honky tonk versions of the Christmas songs, and they are played very happily indeed. Good wax for dealers and deejays during the holiday season. (Berlin, ASCAP)

★★★ Rudolf the Red Nosed Reindeer; I Saw Mommy Kissing Santa Claus; Jingle Bells—Same comment. (St. Nicholas-Harman, ASCAP) (2:20)

THE HONEY DREAMERS

★★★ Jingle Bell Fells—DECCA 31183 —Nonsense-type novelty side with chorus singing "Jingle Bells" in "goose Latin." Off-beat yule disk.

★★★ Show Me the Way to Go Home—The oldie is wrapped up in "Goose Latin." Good programming item for jocks with rany-type shows. (Campbell-Connelly, ASCAP)

VIC BARREL

★★★ White Christmas—ATLANTIC 2083 —Smart ork treatment of the yule standard with swiny beat and non-lyric vocalizing by chorus. Hip Holiday wax. (Berlin, ASCAP) (2:28)

★★★ Footing—Swinging instrumental side with tasteful arrangement and fine beat. Nice jockey side. (Mills, ASCAP) (2:28)

DON RALKE CHORUS

★★★ Keep Christmas in Your Heart—STARDISC 100—Foxtrot tune is pleasantly turned out by the chorus. Side has inspirational overtones about the joys of Christmas. Spinnable holiday wax. (Origatunes, BMI) (2:28)

Crackerjack Christmas—A happy, upbeat side with a novelty approach to Christmas. Also listenable. (Berry, BMI) (1:49)

LITTLE BOBBY REY

★★★ Rockin' J Bells — ORIGINAL SOUND 08—Rocking instrumental version of "Jingle Bells" with solid play potential on stations with audience that dig r.&r. (Drive-In, BMI) (2:15)

★★★ Corrio De Auld Lang Syne — A South of the Border instrumental treatment of the holiday standard. Something different for jocks this season. (Drive-In, BMI) (1:58)

SANTA'S PIXIE HELPERS

★★★ The Christmas Song—PRI 320—The familiar old tune is done cha cha style by the chorus of chipmunk styled voices. Certainly it's a different treatment, and it could grab some holiday spins. (Morris, ASCAP) (3:35)

★★★ The Animal's Christmas Song—The small, speeded up vocal chorus has the quality of the chipmunks. Side has a cute sound which might appeal to kiddies tho they'll have competition from the Chipmunks themselves. (Pell Mell, ASCAP) (2:33)

RAMSEY LEWIS TRIO

★★★ Winter Wonderland—ARGO 5377—Lewis tinkles the keys with some neat improvisations on this familiar theme. Tune lends itself well to the jazz treatment. A hip side that could get plenty of holiday plays. (Bregman, Vocco and Conn, ASCAP) (2:08)

★★★ Santa Claus Is Coming to Town—Slow, slow jazz-inspired wax with Lewis playing the familiar holiday item as a slow, bluesy ballad. Interesting treatment. Both these sides are worthy of play. (Feist, ASCAP) (2:24)

REGINALD OWEN

★★★ The Stranger—CORAL 62237—This is the tale of the life of Jesus, as told by Reginald Owen on this Christmas side. It could get deejay spins during holiday week. (2:50)

BOB & DOLORES HOPE

★★★ Silver Bells—Bob and Dolores Hope sing the Christmas standard in warm style over pleasant support. (Paramount, ASCAP) (2:20)

BILL ROBBIN

★★★ White Christmas—PINK 708—Here is a Bill Black Combo type waxing of the Irving Berlin standard. The boys rock the piece in swinging style on this bright record that could pull juke coins over the next month. (Berlin, ASCAP) (2:15)

★★★ Rockin' Bells—And on this side it's a swinging version of "Jingle Bells" that the boys come up with. Two good instrumental sides for the next 30 days. (Walmay, BMI) (2:10)

EDDY GREGORY

★★★ Underneath the Christmas Tree—AZTEC 001—Novel record numbers gifts under the Christmas tree each is a different musical instrument. A small group of adults and children sing the lyric with good spirit. (Avenue) (2:05)

★★★ Merry Christmas (Everybody)—Gregory sings the three-quarter time ballad that wishes all a Merry Christmas. Vocal chorus and rhythm section assist. (Avenue, ASCAP) (1:56)

DONALD DRUMS

★★★ Hometown Band — CHALLENGE 59099—A martial air is sung by a chorus with an assist from the small speeded-up vocal group. Primarily for kiddies. (Duchess, BMI) (2:01)

★★★ Merry Christmas Window—Chris, Curt and the Toytones are more of the speeded-up voices and they apply themselves to a moderate-speed tune all about toys under the tree, etc. Moderate potential. (Jat, BMI) (1:51)

LITTLE LANCE AND HIS FRIENDS

★★★ Santa's Coming In a Whirlbird—SILVER SLIPPER 1006—This has a fresh, youthful charm. Lance and the kid chorus give the effect of enthusiastic, untrained voices. (Scottsdale, BMI) (1:58)

★★★ Daddy's Christmas Train—The youngster talks to Santa on this side, sans the kid chorus which enlivens the flip. (Jandee, BMI) (1:55)

AUGIE RIOS

★★★ Feliznavidades—M-G-M 12966—The youngster had a Christmas side for the label last year and here's another cute effort that could get some kiddie attention. (Brighton, ASCAP) (1:48)

★★★ Gypsy Boy—A Latinish ode is chanted expressively by the young artist. Fair wax. (Ragtime, ASCAP) (2:45)

DENVER DUKE AND JEFFREY NULL

★★★ A Babe, a Star, a Manger—A BLUE HEN 223—The story of the nativity is told in true country accent by the two boys to the accompaniment of a c.&w. string and guitar band. Might do well in rural areas. (Vokes, BMI) (2:35)

★★★ Christ Who Came to Bethlehem (May Soon Come Again)—Warning of the second coming forms an integral part of this side which the two boys sing nicely. (Vokes, BMI) (2:10)

Jazz

★★★★

CHARLES MINGUS

★★★★ Wednesday Night Prayer Meeting (Parts I & II) — ATLANTIC 5006 — From his Atlantic LP comes this shoutin', gospelish side by Charlie Mingus and his Jazz Workshop, featuring resounding solos by each member of the combo, especially the saxist, as well as solid work by Mingus on bass. For boxes in jazz and many other locations. (Jazz Workshop, BMI) (3:12 & 2:40)

THE JACK McDUFF QUARTET

★★★★ Yeah, Baby (Parts I & II) — PRESTIGE 184—The McDuff Quartet, with the leader on organ and Jimmy Forrest on tenor, handle this rocking effort neatly, with both taking listenable solos. Brightest is Side II which features a long and vital solo by Forrest, and solid support from McDuff. An enjoyable side for jazz fans that should pull coins on jazz boxes. (Prestige, BMI)

ORNETTE COLEMAN

★★★★ Una Muy Bonita (Parts I & II)—ATLANTIC 5008 — Ornette Coleman gets a chance to turn in his own very special reading here of a moving hunk of jazz material which he penned himself. It features the saxist almost all the way on Side I and gives him a chance for some interesting solos. The two sides are taken from his most recent Atlantic album, and the side swings. For jazz jukes. (MIQ, BMI) (3:00 & 3:08)

MOSE ALLISON

★★★★ The Seventh Son — PRESTIGE 150 — Mose Allison turns in a bright vocal and piano work on this happy reading of a sprightly tune that has a chance for pop as well as jazz exposure.

★★★ Do Nothing Till You Hear From Me — The Duke Ellington classic is handed a warm reading by Allison here, aiding his vocal with some pretty piano work.

HERBIE MANN'S AFRO JAZZ

★★★★ High Life — ATLANTIC 5009 — A wonderfully bright tune is performed stylishly here by the Herbie Mann crew and the side has a chance for action on both jazz and pop shows. It has a Latin as well as an African touch. Strong side. (Mann, ASCAP) (2:10)

★★★ Uhuru — Herbie Mann and his Afro-Jazz combo turn in a warm performance on a rocking jazz effort that lets the

(Continued on page 52)

THE PUPPET SONG

by FRANKIE AVALON

C-1065



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• Reviews of New Pop Records

• Continued from page 51

maestro solo and also features some fine drums in the backing, as well as a wild vocal chant. (Mann, ASCAP) (3:01)

★★★ **STAN GETZ AND STRINGS**
★★★ Nature Boy—VERVE 89193—Stan Getz turns in a very pretty reading of the backing. A disk that should get a lot of plays on jazz boxes. (Crestview, ASCAP) (2:56)

★★★ **'Round Midnight**—The Thelonious old hit here, aided by mass strings in the Monk tune is handed a pleasing reading by Getz, again aided by the strings. Two listenable jazz sides. Both are from the album "Cool Velvet." (Advanced, ASCAP) (3:02)

★★★ **BETTY CURTIS**
★★★ Mi Arrendo — KING 5411 — Miss Curtis, Italian singer on the label's International Series album line, does the Italian lyric version of "Dark Eyes." Fine vocal, with exciting backing. (La Canzone) (2:19)

★★ **Nessuno**—Miss Curtis does a competent vocal with this ballad. The lyric is Italian. (Melodi) (3:48)

★★★ **EDDIE (LOCKJAW) DAVIS**
★★★ Christmas Song—PRESTIGE 186—A slow, breathy tenor sax treatment by the horn man of Mel Torme's standard tune. The sax is heard against a weaving organ backing. Moody wax.

★★ **Santa Claus Is Coming to Town**—An interesting rhythm figure is set up by the organ here with the horn man joining in, in the bouncy rhythm effort. Flip has a better chance for spins. (Feist, ASCAP)

★★★ **Are You Teasing Me?**—A catchy medium-beater written by the Louvin Brothers and sung with feeling by Miss Bowes. Gal can catch spins with this one. (Acuff-Rose, BMI) (2:15)

★★★ **Carl Butler**
★★★★ **For the First Time**—COLUMBIA 41869—Lovely country ballad by Butler here has an "I'm getting over you" theme. The boy sings well and a large chorus supplies the backing. (Marty's, BMI) (2:30)

★★★★ **I'm a Prisoner of Love**—The familiar lost love theme is equated with the just as familiar prisoner metaphor on this well-sung lyric by Butler. (Acuff-Rose, BMI) (2:51)

★★★★ **REF SOVINE**
★★★★ **NO MONEY IN THIS DEAL**—STARDAY 521—A bouncy country ditty which bears a touch of "Ballin' the Jack" in the melody. It has a snappy hoedown sound and Sovine hands it a snappy reading that moves along nicely. (Starday, BMI) (2:14)

★★★ **If I Could Come Back**—A slow and pretty ballad with strong weeper quality. Sovine is in solid form on these two sides. (Cedarwood, BMI) (2:33)

★★★ **JIMMY SNYDER**
★★★ **For the First Time**—TOPPA 1025—A potent reading of a strong country weeper by Jimmy Snyder that has a chance for coins. Good wax for country marts. (Mixer, BMI) (2:42)

★★★ **Welcome to My Home**—Jimmy Snyder sells this weeper with feeling over traditional country support. Worth spins. (Mixer, BMI) (2:32)

★★★ **CARYER-THOMPSON COMBO**
★★★ **I'm a Victim (Of My Last Love Affair)**—CRITT 2001—Plaintive vocal lament by Thompson on okay weeper. (Clay-Lick, BMI) (2:34)

★★★ **Love Bug**—Bouncy instrumental treatment of fast-moving rhythm item. (Clay-Lick, BMI) (2:21)

PAUL WILLIAMS
★★★ **Deep River**—DECCA 31186—This is not the spiritual "Deep River," but rather it's a place where the chanter is going to dive and lose himself if things don't work out in the romance department. Fine chanting effort with a persistent backing. Side is worth hearing. (Champion, BMI) (2:35)

★★★ **What Was I Supposed to Do**—A good weeper ballad by Williams, with a weepy fiddle in the backing. A talented cat is Williams. (Champion, BMI) (2:40)

★★★ **JANET McBRIDE**
★★★ **Can You Love Us Both**—TOPPA 1029—A mother seeks a husband for herself and a daddy for her little boy. The song is full of marital tragedy and heart-break. Traditional sound here and it could move in those markets. Miss McBride makes it all sound very real. (Mixer, BMI) (2:30)

★★★ **Sweethearts by Night**—A tale of slipping around the backstreets. A lot of guilt feeling comes thru here as she outlines the tale of lovers married to someone else. Good material. (Mixer, BMI) (2:25)

★★★ **PAMELA LAW**
★★★ **Just Like You Like It**—BOYD 1986—Thrush is a good belter and she offers an exciting blues styled effort here. She has Brenda Lee touches in the rocker and she gets a fine backup from the band. A spinnable side. (Tree, BMI) (2:20)

★★ **What Did You Do?**—A slow ballad, sung with a touching quality by the gal. Flip has more appeal. (Cedarwood, BMI) (2:13)

★★★ **EDDIE (SAXIE) LAWRENCE**
★★★ **Celito Lindo**—SHASTA 144—The Spanish tune is rocked by the saxophone man. He blows against a rocking, shuffle rhythm. Listenable and danceable side. Good box wax for the Western territories. (Riverside, ASCAP) (2:15)

★★ **Cattle Call**—This side features sax harmony in the upper register. It's done to a similar upbeat rhythm beat. A chorus is featured here, too, without lyrics. (Forster, ASCAP) (2:09)

★★★ **POLLY TUCKER**
★★★ **Jack I Want You Back**—TOPPA 1026—Miss Tucker has a deep quality voice on this pleader tune. She has a good sound and the side gets an interesting multi-guitar accompaniment. Listenable. (Mixer, BMI) (2:10)

★★ **I'd Like to Have Your Name**—A frank appeal by the gal. She sings that he wants her near him but he cannot spare

his name. A message that talks turkey. (Mixer, BMI) (2:06)

★★★ **HUGH LEWIS**
★★★ **Nothing But Time**—FERN 805—A nice, easygoing rhythm tune by Lewis. The chanter has a good sound and deserves a chance to be heard, perhaps with stronger material. (Burchett, BMI) (1:59)

★★ **Bingo**—A bouncy country ballad. Lewis has a nice vocal quality with a good bit of the nasal sound. (Burchett, BMI) (2:00)

★★★ **EARL KING**
★★★★ **Come On (Parts I & II)**—IMPERIAL 5713—He loves the chick like a miner loves gold. King chants this theme in compelling style, to a backing full of funky flavor. Side I is best. (Travis, BMI) (2:30, 1:55)

★★★ **JOE TEX**
★★★★ **I'll Never Break Your Heart (Parts I & II)**—ANNA 1124—Tex' hoarse singing on this strong Latin rocker makes for an appealing disk. Novel opening catches attention. Part II is not as strong but has Tex talking his plea to keep the chick, from leaving him. This is an answer to the current Jerry Butler hit. (Ro-Gor, Gor and Conrad, BMI) (Ro-Gor, BMI)

★★★ **LARRY DEAN**
★★★ **Misery Blues**—BALBOA 102—The boy sings this pleasant, tho it's not a blues at all, but rather a medium tempo Latin tune. Small group accompanies. (True Blue, ASCAP) (1:48)

★★ **We're Gonna Go Steady**—Lyric theme here is just what the title says. Dean sings it fairly and accompaniment is nice, but side suffers from a lack of definition. (True Blue, ASCAP) (1:44)

★★★ **JOEL MOORE**
★★★ **Rhumatz**—VALIANT 10006—Frantic vocalizing by Moore on bluesy theme about an affliction which doesn't seem funny to those who have it. However, could pull spins. (Tune-Kelm) (2:43)

★★ **Seeking**—Okay reading by Moore on attractive blues theme. (Valiant) (2:08)

Rhythm & Blues

Latin American

★★★ **MARIANO LOZANO**
★★★★ **Tu Boda**—CORONA 2275—A ranchera, with what seems to be an inspirational lyric suited to the holidays. A fine performance. (A. Salas) (2:52)

★★ **Ayudame Dios Mio**—A bolero, done in soulful style, with Spanish lyric. (2:28)

★★★ **LOS TAJUARINES**
★★★★ **Mu Ultima Carta**—CORONA 2268—A ranchera in slow tempo. Melody is pretty, and the lead singer has a fine lyric style. In Spanish.

★★★ **Te Perdono**—A bolero on this side, with haunting melody.

★★★ **LOS TRES REYES**
★★★★ **A La Ru Ru Nino**—CORONA 2269—Ranchera, with authentic style and sound.

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This Week	Last Week	Weeks on Chart
1. LAST DATE (Acuff-Rose)	3	3
2. THEME FROM THE APARTMENT (Mills)	1	19
3. GREEN LEAVES OF SUMMER (Feist)	2	4
4. IT'S NOW OR NEVER (Gladys)	4	16
5. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)	5	16
6. EXODUS (Chappel)	—	1
7. I WANT TO BE WANTED (Leeds)	12	2
8. MR. CUSTER (Bamboo)	8	9
9. POETRY IN MOTION (Meridian)	14	2
10. CLIMB EVERY MOUNTAIN (Williamson)	6	42
11. SAVE THE LAST DANCE FOR ME (Rumbalero-Progressive)	—	2
12. ARE YOU LONESOME TONIGHT (Bourne-Cromwell)	—	1
13. ARTIFICIAL FLOWERS (Sunbeam)	—	1
14. WHITE CHRISTMAS (Berlin)	—	1
15. MISTY (Octave)	11	30

• Reviews of New Pop Records

★★★ **Unwanted Heart**—A weeper, essentially in the traditional style. (Pamper, BMI) (1:58)

JIMMY WILLIAMS AND RED ELLIS
★★★ **No Depression in Heaven—HAPPY HEARTS 113**—A mountain styled effort by the boys. Fiddle and guitar provide the traditional backing to the hill harmonies.

★★ **That Beautiful Home**—A waltz rhythm sacred effort by the boys. Nice chanting in the down home hill style.

International

★★★

DAMIRON AND CHAPUSEAUX
★★★ **Listen to My Piano—SEECO 6071**—A fetching keyboard instrumental, to a Latin rhythm. Deejays will find it uncommon. (Bronjo, BMI) (2:35)

★★★ **Que Dios Te Bendiga**—This side is a bolero, authentic as the flip. A good one for Tex-Mex. programming, and dealers in specialized markets. Spanish lyric.

Sacred

★★★★

ELSIE WARREN
★★★★ **I Love My Jesus — JAMBOREE 899**—A bright sacred effort. Thrush's lively vocal is backed by honky-tonk-styled piano and rhythm backing. Strong for c.&w. markets. (Pamper, BMI) (2:11)

KORAFAS AND ORCHESTRA
★★★ **It Is Written in the Sky (C'est Ecrit Dans Le Ciel)**—The lyric is in French, and the melody has an Eastern quality. The rhythm is of the handclapping variety. (Carousel, BIEM) (2:20)

Religious

★★★★

THE JOHNNY MANN SINGERS
★★★ **The Hand of the Lord—EUREKA 1202**—A spiritual-styled offering by the group. A good bass takes the lead spot with the chorus lending a good backup. Well produced side for this market. (Forecast, BMI) (2:20)

★★★ **Lord Help Me**—A rhythmic religious side, again with the bass spotted in the lead. Spiritual-type effort has a hand-clapping rhythm with modulations up. (Forecast, BMI) (2:00)

LIMITED SALES POTENTIAL

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

Popular

BOB ANTHONY
Can't — Never Before. MAGNET 1001

GENE AND RUTH
It Shouldn't Happen to a Dog — (You Got Your) Freedom. KING 4941

THE THREE DOTS
Snow Dreams — White Silver Sands. RICH 1003

RAY BAKER
Can It Be Real? — Losing You Would Hurt Me More. MANCO 1009

JOY LAYNE
Moments to Remember — Yellow Bird. PHILTONE 1104

DON PEACHEY
Dixieland Polka — Last Night on the Back Porch. DOMINO 2937

THE CAPRIS
There's a Moon Out Tonight — Indian Girl. LOST NITE 101

THE CHIEFS
Climax — Shufflin' Clarinets. PONTIAC 104

THE ROMANCERS
Take Me to Paradise — Meet Me at the Altar. MARQUEE 701

ROBERT (CHICK) WILLIS
Pleading — Yes, I Do. BAY TONE 104

BIG JIM WYNN
Let's Rock (Cha Cha Cha) — Rubber Legs. GREAT 101

LEE CLARK ORCHESTRA
Sayonara — Walk Sweetly. COASTAL 102

LARRY BENNETT
Marilyn or Carolyn — Helen, Give Your Heart to Me. COASTAL 101

JOEY ANTHONY
My Saturday Date — Sunbeams. MYERS 112

TONY LANG
Begin the Beguine — There's No Tomorrow. MARLO 1505

THE COACHMEN
Every Joe Needs a Jane — Gonna Take a Chance. PICO 522

Christmas

DANNY JANSSEN
Christmas All Alone — Winter Wonderland. STEPHENY 1843

EDDY GREGORY
Merry Christmas (Everybody) — Underneath the Christmas Tree. AZTEC 001

PEPE PENA
The Greatest Gift — The Story of Christmas. EUREKA 1203

GOBLE POLLOCK
Let's Make This Christmas the Merriest of All — That's What I Like 'Bout Christmas. LEE 506

LARRY KINSMAN
Ho-Ho — The Miracle of Christmas. AUDAN 110

Latin American

BETO MORALES
Perdoname Vida — La Boa. CORONA 2271

MARIO SAUCEDA
Si Acaso Dudas — No Dilates. SARGENTO 1006

International

TONY VALLO
Just Say I Love Her (Te Vogli Bene) — The Story of Pavel Arico (Ma Ma). MASTER 14

Rhythm & Blues

J. C. GENT AND THE KEYSTONES
Bad Gal Blues — Wonder Why. MARLO 1501

"STREAMLINE" EWING
Soul Time — Let's Go Home. EDSEL 784

Country & Western

BILLY COX
Date With the Blues — I Can't Wait Till Saturday Night. GLENDALE 1007

KARMAN GALE
You're the Cutest — One Part Love, One Part Sympathy. GLENDALE 1003

RAY PHILLIPS
I'd Be a Fool to Keep on Loving You—Our Tomorrow Ended Today. VELLEZ 1507

THE WRIGHT BROTHERS
Darlin', I'm So Blue — I Hate to See It End This Way. GOLDEN LEAF 110

GEORGE GREEN
I Don't Love You Anymore — Be a Little Angel. ZEYLON 3182

DICK ROBINSON QUARTET
Cool Enough — Okmulgee Blues. DICKY 1000

GOLDIE FIELDS
Climbing This Mountain — Blue Roses. SAGE 334

BILL TYLER
Heartful of Tears — Bottomland Blues. BANDERA 1307

JOHNNY TYLER
County Fair — Lie to Me, Baby. RURAL RHYTHM 515

KITTY SKELETT
Alekok-Bells — The New Cimarron. RURAL RHYTHM 535

ORVILLE CLARIDA
Second Best — Have a Little Sympathy for Me. R-V-B 301

EMMET AND THE JADES
Hit the Road — They Tell Me. RUSTONE 1404

SLIM WAKEFIELD
Never (It's a Long, Long Time) — It's Your Life (You're Ruining). WALCO 742

Religious

GREG LOREN
The Mighty Power of His Word — My Lord Is Mighty. WORD 688

• Reviews and Ratings of New Albums

• Continued from page 31

LIMITED SALES POTENTIAL

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

CLASSICAL

TCHAIKOVSKY: CAPRICCIO ITALIEN; WALTZ FROM SERENADE FROM STRINGS
Wilhelm Von Luden conducts Hamburg International Philharmonic. AMERICAN HOME LIBRARY 6005

BEETHOVEN: SYMPHONY NO. 5; ROSINI: WILLIAM TELL OVERTURE; MOZART: ABDUCTION FROM SERAGLIO OVERTURE
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A PROGRAM OF TCHAIKOVSKY, GLINKA & UKRAINIAN FOLK SONGS
Ivan Kozlovsky. ARTIA ALP 161

SACRED

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The Harmoneers. SKYLITE SRLP 5972

INTERNATIONAL

RUMANIA AND HER GYPSIES IN HI FI—VOLUME 4

Barbu Lantaru Folk Orchestra of Bucharest. BRUNO BR 50124

ARMENIA AND HER GYPSIES—VOLUME 3
Armenian Folk Song and Dance Ensembles of Yerevan. BRUNO BR 50139

BYELORUSSIA IN SONG AND DANCE
Byelorussian Folk Ensembles of Minsk. BRUNO BR 50118

THROUGH CHINA IN SONG AND DANCE
National Folk Ensembles of China. BRUNO BR 50114

POLK

POLKA IN HI FI
Various Artists. BRUNO BR 50126

CHRISTMAS

POLISH CHRISTMAS CAROLS—SING ALONG
DANA DL 1285

A RUSSIAN CHRISTMAS
St. John's Russian Orthodox Choir. COOK 1095

MUSIC AS WRITTEN

• Continued from page 28

on in Pittsburgh an extra week to plug his Master label recording of "The Story of Pavel Arico."

Frank Sinatra's hit single of "Ol' McDonald" and Sinatra's LP "Nice and Easy" are delighting Capitol branch manager, Nick Albarone. . . Cee Cee Joy, Pittsburgh high school student recently signed by Columbia, appeared on Channel 11's "Luncheon at the Ones" telecast. . . Anita Bryant, who just finished a week at the Twin Coaches, reaped a lot of press coverage during her date at that club. Lenny Mendlowitz.

Toronto

The Hi-Los have been booked to appear on the Jack Kane Music 60 TV show. Frank Jones of Columbia is lining up newspaper interviews. . . Turnaway crowds were the order of the day when Andre Kostelanetz, appeared with the Toronto Symphony Orchestra Pops Concert. On the night before the Kostelanetz p.a., CFRB played two hours of his music in tribute. . . Discount retailer Sam Sniderman has added to his outlets with a concession at the Golden Mile Shopping Plaza with records sold at list. . . First teen-age party for the city's newest TV station, CFTO-TV, will feature Quality Records artists the Beau Marqs. show will be videotaped. The group is known for its "Billy, Billy Went A-Walking," being released south of the border on the Shad label. . . George Offer, Decca Ontario sales manager, reports "Wonderland by Night" has moved into the hit circles.

Harry Allen.

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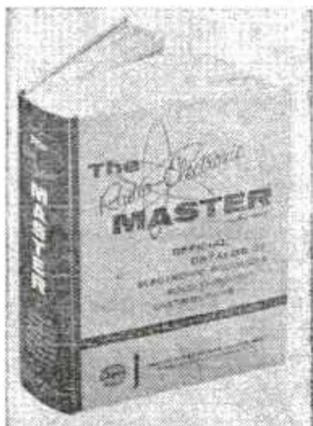
NEW AUDIO PRODUCTS

Continued from page 21

'61 Edition of Parts Catalog

The Silver Anniversary Edition of Radio - Electronics Master, reference book, has been published by United Catalog Publishers of Hempstead, N. Y. Standard audio, radio, TV, and electronics products are included which are sold thru regular distributorships. This 1961 edition of the book has 1,600 pages and more than 12,000 illustrations. It is believed that this is the largest catalog of standard electronic products ever published.

The book is framed for fast reference with some 330 manufacturers organized into 32 product sections. And a detailed index pinpoints the



thousands of products mentioned.

Guide to Hi-Fi

The confusions of hi-fidelity recording and reproduction are explained and diagrammed in a new booklet being issued by the Electronic Instrument Company (EICO) of Long Island City, N. Y. The booklet is available for 25 cents and purchasable from the company's main office. The booklet has been authored by Mannie Horowitz of the firm's engineering department and at-

tempts to explain the "nature of sound," and the problems that a sound reproducing system has to contend with; things like harmonics, distortion and interference. Also included are the basic parts of a hi-fi system, the meaning of stereo, how to save money when buying equipment and how to convert a monophonic system to stereo.

Sill, Hazlewood Prep Folk Album

HOLLYWOOD — Lester Sill and Lee Hazlewood are preparing an original album titled "Trouble Is a Lonesome Town," containing a narrated story combined with eight songs. All material, song and story, is original, created specifically for the disk medium. The recording will be issued under the Trey label owned by Sill and Hazlewood and released thru Atlantic Records.

The album deals with characters who live in a town tagged "Trouble." Sanford Clark will handle narration and vocals. Sill and Hazlewood will cut the package in Hollywood and Atlantic will release the package in January.

Mills Inks Chavez

NEW YORK — Contemporary classical composer Carlos Chavez has signed a 10-year Mills Music contract. One of Mexico's leading composer-conductors, Chavez inked the Mills contract this past week just before guest conducting the New York Philharmonic November 18-21.

Mills already has a substantial Chavez catalog which includes "Toccatà for Percussion" (recorded on M-G-M, Urania and Capitol), and "Sinfonia No. 5 for String Orchestra" (recorded on M-G-M). Seven works for piano and a large choral opus should be published soon.

Phillips Does Flick Music

NEW YORK — Colpix Records a.&r. director Stu Phillips has been signed to do the composing and the musical direction on the forthcoming Columbia Pictures flick, "Mad Dog Coll." Picture is about the life of the infamous gangland desperado, Vincent (Mad Dog) Coll. Picture is to be produced by Ed Schreiber. The sound track from the film will be released on the Colpix label and at least one single will be taken from the pic's track.

Phillips, who joined the Colpix staff about a year ago, was musical director and arranger for Jimmie Rodgers before joining the disk firm.

Other new singles releases from Colpix include a Nina Simone single, "Trouble in Mind," and Hal Waters' "Sonny Boy." Another due out soon is an etching of Toni Richards and the Twilighters.

Weinstroer Adds New Lines; Names Promot'n Manager

ST. LOUIS — Norm Weinstroer, prexy of Norman Distributing Company here, has announced the acquisition of a number of new lines and the appointment of Jim Saltzman as promotion manager. Saltzman will operate thruout the Missouri, Kansas, Illinois territory covered by Norman.

The firm has just taken over distribution for Duke-Peacock here and is also promoting new singles from such indie labels as Johnson, Impat, G & H and Beacon. The company has recently taken on LP lines of Artia, Parliament, MK, Supraphon and the Lectern Educational Series.

Titus Haffa Gets Dormeyer Stock

CHICAGO—All of the capital stock of Dormeyer Corporation has been acquired by Titus Haffa, chairman of Webcor, Inc., here. The Dormeyer stock, valued at \$3,625,000, was acquired thru an exchange of 290,000 shares of Webcor stock. A controlling interest in Dormeyer has been held by Haffa and his family previously. Dormeyer's divisions make mixers, blenders and other small electrical appliances, electric and hand garden tools, office staplers, general screw machine products and precision molded plastic parts. Haffa could not be reached for comment at press time.

3 New Pkgs. Set

NEW YORK — Distinguished Recordings has announced three new package releases for the month, in addition to a heavy advertising and promotion campaign which ties in existing Distinguished label product featuring the late Polish pianist, Ignaz Jan Paderewski with the centennial month (November) of Paderewski's birth.

The label currently features two albums by the artist in its catalog. The ad campaign will run in High Fidelity, the Saturday Review and Schwann Catalog. Meanwhile, the label identified its new releases as "Alfred Cortot," "Josef Hofmann" and "Liszt Rhapsodies."

A Space Saved

Continued from page 21

"conversation piece" than a ready-assembled set.

The Worcester dealer puts as much selling effort into his cabinet sets as his component rigs, according to the individual situation.

The High-Fidelity House will do a complete design job on any components installation, but only after Stewart is convinced that an actual sale was in the offing. Too many people today are inclined to "shop" the market and to give the job to the dealer who quotes the lowest price on the same components, and using someone else's carefully drawn plans.

Carrying a complete stock of pre-recorded tape, records, etc., and pointing out to the prospect that the store sells not only the where-withal to present beautiful music, but the music itself, has in many cases helped to put over the sale. "We present ourselves as complete dealers in fine music," the Massachusetts expert said, "and we don't propose to overlook any point which will win the customer's good will and confidence."

FM Radio Helps

Continued from page 23

vision Sales Corporation. "We expected it to do a moderate business. But instead, we sell more of these units than we do AM-only and AM-FM consoles combined. We underestimated the public's interest in stereo." Schwartz feels that the reason is that the public prefers to spend the small difference in price for a set which won't be obsolete in the foreseeable future. "And if they don't want to listen to stereo, they can use two sections of the tuner to provide entirely different programs in two rooms in the house," he says.

Selling FM requires that you know you merchandise and the broadcasting facilities available in your community. Combining the two into an effective demonstration can also persuade many buyers to move up from AM to FM.

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It's the telephone number of The Billboard's two Servicenters at the outdoor conventions to be held in both the Hotel Sherman and the Morrison Hotel, Chicago.

This year there'll be one in the Hotel Sherman for the meetings of the National Association of Amusement Parks, Pools & Beaches and the Showmen's League of America. This Servicenter will be open from Sunday, November 27, thru Wednesday, November 30, and will be located in the lobby in co-operation with the Showmen's League booth.

Then on Thursday, December 1, it will move to the Morrison Hotel for the convention of the International Association of Fairs and Expositions. At the Morrison it will be located on the mezzanine floor near the Venetian Room, where most of the fair sessions will be held.

The number above is important. Anyone calling you at that number will be able to have you paged over a special public-address system.

Anyone leaving a message at that number will know that the message will be held until you pick it up.

Otherwise, The Billboard's Servicenter will serve to make your convention stay as enjoyable as possible.

House phones will be set up to enable you to locate people at the hotels.

Another valuable service will be The Billboard's convention directory, listing room number of carnivals, booking agencies, etc.

McCORMICK PLACE OPENS IN CHICAGO

Big Exhibit Hall Hosts 'Summit Meet'; Modern Living Exposition Fills Area

CHICAGO—McCormick Place, Chicago's multimillion-dollar exhibition hall, opened Friday (18) with a preview of the Modern Living home and garden show by 500 industrial and business leaders attending a "summit" conference on the future.

The giant hall got into full swing the next day with the doors opened to the public for the home show. Modern Living Exposition is operated by Grover McDonald and previously was at Navy Pier.

Edward J. Lee, general manager of the exhibition hall, declared all was operating smoothly. He said the building had enjoyed "a real good experience" and fine public reaction. Publicity in Chicago and nationally has been very extensive.

A surprise was that the Hilton Hotel's restaurants in the new building served about 2,000 Thanksgiving dinners, a time they expected would be relatively light.

Lee said the move-in was carried out efficiently by home show exhibitors. As many as 50 trucks were backed up to the doors at a single time. Lee said there had been no significant labor tangles.

STOCKTON, CALIF., FAIR TO SPEND \$1,100,000

STOCKTON, Calif.—An ambitious five-year improvement program for the San Joaquin County Fair was announced as approval was given for a 1961 budget of \$689,610, up 16 per cent over 1960.

R. E. Walker, secretary-manager, said the proposed features of the \$1,100,000 building program will include new horse barns, two new exhibit halls and several other buildings, an amphitheater, paved parking lot and a golf course on the track infield.

He explained that the long-range plan was developed at the request of the State Department of Finance in keeping with its program for all fairs thru 1965 to guide appropriations.

Most of the increase in the budget for 1961 is for construction under the proposed expansion and improvement plan. Walker predicted that despite the increased expenditures the fair should end up the 1961 run with a balance of \$124,588 compared with an estimated balance of \$112,268 in 1960.

200 ATTEND

Tubis, McKee Are Honored At NSA Fete

NEW YORK — About 200 persons, a surprisingly large total in view of the early response to announcements, gathered last week to honor Max Tubis and Al McKee, two key figures in the National Showmen's Association. The Park Sheraton Hotel's new Corinthian Room was the setting for an entertaining evening.

Tubis, NSA president, and McKee, past president, were presented with jeweled cufflinks, and the president received an additional gift from Mayor Stanley Tunney, of Seaside Heights, N. J., on behalf of the New Jersey Amusement Men Board of Trade. This was for his part in the State's games legislation under which concessions operated for the first time under legal definition. Tubis passed most of the credit to Joe Weisman and the

(Continued on page 59)

Jacksonville Hits 139,618 Fair Record

JACKSONVILLE, Fla. — A final count of 139,618 persons was recorded for the Greater Jacksonville Agricultural and Industrial Fair, far ahead of previous seasons. Running 11 days this time, it benefited from ideal weather and a favorable decision on Sunday operations.

Last year's attendance was about 20,000 persons less than this time. Wrapped up in the offerings were five nightly football games, three fireworks shows, square dancing and a fashion show. At the wind-up Saturday (19) the Ronnie Lewis Trio, aerialists, gave two free performances.

Cetlin and Wilson Shows provided the midway, as it has since this fair was activated.

Orange Show Spent 614G During Year

SAN BERNARDINO, Calif.—The National Orange Show here spent \$614,460.03 during the 1959-1960 fiscal year, A. B. Drake, exposition president, announced. Of this, 68 per cent or \$416,828.04, was channeled into the immediate area with the balance spread over adjacent communities in the Riverside-San Bernardino metropolitan area.

Included in the figures were executive orders for capital expenditures as well as certain operating monies received from the State Division of Fairs and Expositions. Other sources of Orange Show income came from interim use rentals, commercial and concession space sales and admissions during the annual citrus exposition.

Dates for the 1961 show are from April 20 thru 30.

NSA Whoops It Up With Annual Ball

600-Plus Attend Well-Run Program; Many Unaware as Hotel Darkens at 2

By IRWIN KIRBY

NEW YORK—By virtually every standard the National Showmen's Association tossed its most successful shindig last week. And while the turnout of 600-odd persons was not a record, and the entertainment program was lacking some of the top names identified with the NSA in the past, there was a long list of credits for the event.

On the bright side were a fine roast beef dinner, brief speeches, satisfying performers and the marvel of a well-behaved audience. Veteran observers of the NSA banquet, held again in the Hotel Commodore, were hard put to recall a similarly attentive gathering. It was a big, satisfied and relatively prosperous crowd this time, and they had a fine time...

Harry Herschfield returned as toastmaster and provided his usual supply of rib-ticklers. It was, incidentally, the time of his 75th birthday and he displayed all the sharp wit for which he is noted. His best lead for humor came at 2 a.m. after he had left, when the hotel's lights went out. Civic representatives on the dais included State Sens. Jeremiah Bloom of New York and Harold Sandman of New Jersey. In the audience with the Strates family was Agricultural Commissioner Wickham.

A sprinkling of fair representatives was noted, in addition to the carnival, amusement park, talent, supply and other elements involved in outdoor showdom.

Plaques Honor Service

Max Tubis, president, awarded several members with plaques for

their efforts, and a club pendant to Bess Hamid, first time the club has so honored a woman. Leo Willens, Charles Rubenstein and Dan Edelman, all members from the coin machine industry, got plaques for their part in the club-room refurbishing. Similar service awards went to Howard Parker, of the James E. Strates Shows, and Harry Koretsky.

Jane Tubis, president of the Ladies' Auxiliary, presented life membership awards to Ann Rosenberg and Flo Thompson. Joe McKee and his banquet committee came in for applause, and a rising ovation responded to the introduction by George Hamid of Mrs. James E. Strates, as the "first lady of the carnival world."

Several persons unable to attend sent congratulatory wires, among them Jack and Irving Rosenthal, Joan Crawford, Joe and Agnes Grosso, Showmen's League of America, Marilyn and Lou Perry, and the SLA Ontario Branch.

The assembly was entertained by the Four Lads, Lew Parker and Betty Kean, Johnny Nash, Conway Twitty, the Cerneys, Maria Neglia, Lou Nelson, Cathalas Duo, and the Rassos.

Among the fairmen present were Blight Dodd, of Gouverneur, N. Y.; Ed Hardeman, of Elmira, N. Y.; H. K. Leworthy of Dunkirk, N. Y.; Charley Bouchert, of Mineola Fair, N. Y.; Swante Swenson, of Troy Hills, N. J.; John Leahy and C. Irving Jarvis, of Danbury, Conn., and a delegation from Albany, Ga., attending with the Strates party.

(Continued on page 59)

Coliseum Shaping For Seattle Expo

SEATTLE — Foundation work and supporting members are in for Century 21's key structure, the Coliseum Century 21, and it is rising rapidly. Covering four square blocks and measuring 400 by 400 feet, it will offer 129,000 square feet of unobstructed exhibit space. After the fair, which is scheduled to open April 21, 1962, it will become an 18,000-seat convention-sports facility. During the exposition it will house a "World of Tomorrow" display.

Also striking will be the fair symbol, a 550-foot-high Space Needle tower topped by a horizontally revolving restaurant with 360-degree view of Seattle, its harbor and mountains. The U. S. Government's participation includes a Science Pavilion.

Century 21 started with \$15,000,000 in capitol funds and has a \$3,000,000 promotion budget to keep it rolling until the official debut. This latter amount was raised by local businesses in Seattle. The Federal Government's \$9,000,000 appropriation is reportedly the largest it has made for any domestic exposition. Total investment will be \$70,000,000.

The grounds will become a permanent civic center. Work is 35 per cent complete on the Coli-

seum. Seventy-five per cent of the buildings will remain permanently.

Monorail, Ski-Lift Set

Only amusement devices definitely set so far are a commercially operating Monorail linking the grounds with the hub of Seattle a mile away, and a Von Roll ski-lift bucket ride. The Monorail is being designed by Olveg International of Sweden, will cost about \$3,500,000, and will carry visitors over the route in 96 seconds at a capacity rate of 8,000 persons hourly.

The fair's location will have a number of strikingly modernistic buildings but a couple of facilities will be face-lifted old ones. On the grounds are a 12,000-seat stadium which will be landscaped and refurbished, and a large auditorium-arena also being renovated.

Largest employer in the State of Washington is Boeing Airplane Company, and it will co-operate with the Federal Government in presenting a Spacearium in which spectators will have a swift simulated voyage to outer space. This will be in part of the U. S. Science Pavilion. Foreign governments from both sides of the Iron Curtain will also exhibit, Canada and Yugoslavia being named as examples. About 50 per cent of the industrial exhibit space is committed already.

Paris Order Caps N. Y. Fair Hassle

Bureau Favors Seattle Expo, Barring Member Nations From 1964-'65 Event

NEW YORK — There is agitation and defiance expressed here over the reigning world body's failure to approve the 1964-'65 New York World's Fair. The International Bureau of Expositions has instructed its 30 member nations to participate in no American fair for the next 10 years, other than the Century 21 Exposition scheduled for 1962 in Seattle, Wash.

An angry statement of intent was issued by the New York group, in which it says it is "absurd" to operate under jurisdiction of a commission in Paris. The United States does not belong to the IBE, whose announcement has no bearing on private, commercial displays.

The judgment in Paris was acclaimed by Century 21 officials who saw in it encouragement to many foreign governments to exhibit in Seattle.

Require Free Govt. Space

Major points of disagreement included the New York fair's running time and space rentals. The bureau cited its rule that only a total of six months of exhibition can be allowed, whereas New York intends to run for two six-month seasons. Also under contention is the sale of space to governments, which the IBE says should get free space. The federal government has already appropriated \$9,000,000 for its participation in Seattle.

"A one-year fair in New York is impossible," the executive committee declared. "This was fully and frankly explained to the commission appointed by President Eisenhower to select a fair city among competing cities in the United States. We stated the fair must continue for two years to justify the huge investments, amounting to a total of \$700,000,000, to ac-

Melfort, Sask., Fair Nets 4G

MELFORT, Sask.—A profit of \$4,675 on the three-day summer fair and a loss of \$7,267 on the year's operations were reported at the annual meeting of the Melfort Agricultural Society.

The fair's receipts totaled \$25,473, including \$8,798 at the gate, \$6,238 grandstand, \$4,966 midway, \$1,455 concessions and \$1,057 pari-mutuels. Fairtime expenses were \$20,798.

The year's receipts totaled \$38,378, and expenditures were \$45,645.

Losses were recorded on the fall swine show and sale and the 4-H stock show and sale.

York, Pa., Fair Set 285,189 Gate Mark

YORK, Pa. — Final attendance count for the York Inter-State Fair confirmed what was evident in September, that the 1959 record of 272,819 persons had been exceeded. The board of managers was told the audited total is 285,189, which was 12,370 more than last year.

John A. Dempwolf, chairman of the ticket committee, made the report, with Horace B. Faber, president and general manager, presiding over the meeting. Attending his first meeting was M. Ebert Rutter, named a manager last month to fill the unexpired term of the late John M. Rudisill.

commodate the numbers anticipated and to provide sound financing.

"There are many other rules, regulations and orders of the IBE which we could not follow, such as giving away a huge amount of free space. In 1939-'40 (when the last New York fair was held) the United States did not become a member of the IBE and did not follow its rules and orders.

"Aside from the absurdity of operating a fair here under control and direction from a bureau in Paris, there is no sentiment here at this time for joining treaty organizations of this sort, and debate on this subject would surely do nothing to promote peace and harmony."

Several Nations Accepted

New York's fair already has commitments to exhibit from the governments of the Soviet Union, Vatican City, Nationalist China, Bulgaria, Italy and Mexico. It has had delegations roving the globe to stimulate such decisions, and a group of influential citizens departed this month for South America for this purpose.

"The New York World's Fair will be held in 1964-'65," the executive committee said, tersely.

PAID GATE CLICKS

Los Angeles Livestock Show Gets Record Gate

LOS ANGELES — A new attendance record of 25 per cent more than the 1959 high mark was set at the seven-day Great Western Exhibit and Livestock Show which closed here Tuesday (22). Harry McGruder, manager, announced. The mark included a top day of more than 60,000 on Sunday (20).

The show used a front gate admission for the first time but it seemed to help the attendance. A scale of 50 cents for adults, 25 cents for juniors and children under 12 admitted free was in effect. The admission included the daily free shows of Gene Holter's racing ostriches and camels along with his wild animal show. Local talent shows were given thruout the grounds and the program also included an Appaloosa horse show. The Rodeo Cowboys of America-sanctioned rodeo staged by Lyle Greenman and Andy Juaregi drew record crowds for the two performances on Saturday and Sunday afternoons with a top of \$2.50.

Kimmerling's Shows were featured on the midway.

Harley Earl Joins NASCAR Racing Staff

DAYTONA BEACH, Fla.—Harley J. Earl, former General Motors executive and veteran sportsman, has accepted the appointment as commissioner of the National Association for Stock Car Auto Racing (NASCAR), filling the vacancy left by the death of E. G. (Cannonball) Baker last day, according to announcement today by Bill France, president of NASCAR.

Earl, who retired in 1959 as vice-president of General Motors in charge of the styling staff, will assume his new duties immediately with the racing organization. He presently divides his time between his residence in Grosse Pointe Farms, Mich., and Palm Beach, Fla.

A native of California who on November 22 will be celebrating his 67th birthday, Earl has been associated with the automatic business since childhood. He gained his early training and practical experience when his father operated the Earl Carriage Works in Los Angeles. He attended public schools in California and studied Arts and Sciences at Leland Stanford University.

Publicity was handled for the fifth consecutive year by Norman and Shirley Carroll. The exploitation included metropolitan and community newspapers along with a stunt on Sunday when disk jockeys participated in the ostrich races. Also stressed were kid shows and giveaways.

Livestock auctions were the highlights on the closing two days.

Myrtle Caldwell Renames Agency

CEDAR RAPIDS, Ia.—Myrtle Caldwell, who has operated her booking office here under the name of Adams Booking Agency, has changed the title. The new name is Caldwell Booking Agency, with the address of P.O. Box 66 the same.

McCLURE FOR McCLURE AT CALIF. FAIR

ROSEVILLE, Calif.—Robert McClure, former manager of the Southern California Exposition and San Diego County Fair in Del Mar, has been named to succeed his brother, Les McClure, as secretary-manager of the Placer County Fair here. Les McClure recently resigned to enter the insurance business.

The new manager is 43 years old, has been in fair work for more than 15 years. Formerly he was with the Dixon, Calif., May Fair and assistant co-ordinator of the new State fairground site in Sacramento before taking the Del Mar post. He is married and the father of two children. Presently residing in Del Mar, the Bob McClures will move here where he assumes his new duties December 1.

Herschell Sky Wheel Debuts at Phoenix

PHOENIX, Ariz.—The first Sky Wheel built by Allan Herschell Company made its debut here on the Siebrand Bros.' Circus and Carnival at the Arizona State Fair under the operation of E. D. McCrary of 20th Century Rides, Inc. The wheel, designed and originally built by Velare Bros., Long Beach, Calif., was the top grosser on the midway for the 10-day event.

Gross for the first five days thru Tuesday (8), halfway mark of the fair, which closed Sunday (13), was reported "satisfactory" despite the fact that much of the opening day, Friday (4), was lost due to electrical line difficulties. Wheel did not get into operation until shortly after 6 p.m., when most of the kids admitted for a dime and a gift for the Marines' "Toys for Tots" program had gone home.

Despite the time loss on the opening Friday, crowds on that weekend set records and helped to establish an all-time mark of 311,738 at the 10-day event.

The ride went for 50 cents. During the heavy days of the first weekend lines were on hand thruout the day and night.

Curtis and Elmer Velare, who also designed and built the double Space Wheel, were on hand opening night to lend a hand. Elmer Velare took over the loading ramp to actually load and unload customers.

McCrary's organization also had a Mad Mouse and a Twister in operation on the Siebrand lot for this date. McCrary said that the Mouse got the largest sustained revenue days in its history. He explained that there had been larger days but this time the money

flowed in for three straight days over the first weekend. While no figures were available on the Twister, it was indicated that it had garnered its fair share of the ride money.

Fred Heitman, Allan Herschell service manager, spent the first weekend here with McCrary and his staff.

Natl. Ticket Expands, Adds New Factory

SHAMOKIN, Pa.—A new factory building is being built by National Ticket Company adjacent to its present facilities, giving the firm greater and more varied capabilities. Two stories high, it has 20,000 square feet of space and incorporates an offset printing department for commercial and poster work.

Jack Conway reports the new facilities will be in operation by April. Location is on the southwest corner of the plant.

La Porte Fair Rejects Bids

LA PORTE, Ind.—All bids for building of facilities at the new La Porte County Fairgrounds were rejected Monday (21) by the La Porte County Board of Commissioners.

Two reasons were given by the commissioners for turning down the bids. One was that the prices were too high; the other, that an excessive number of alternate provisions left the bids without the necessary clarity.

The commissioners decided to reopen the bidding December 12.

About \$200,000 will be spent for the construction of six buildings.

Moose Jaw, Sask., Elects

MOOSE JAW, SASK.—J. C. (Cec) Poston has been named president of the Moose Jaw Exhibition company, succeeding Gordon B. Smith. Vice-presidents are Ezra McKenzie, Jack Bremner and Lloyd Johnstone.

Alta. Rodeo Loop Elects Haskayne

FORT MACLEOD, Alta.—Stan Haskayne, of Bassano, was elected president of the Southern Alberta Rodeo Circuit.

Other officers are: E. S. Neils, Lethbridge, and J. B. Cross, Calgary, honorary presidents; Charles Hale, Brooks, vice-president; Herman Linder, Cardston, general manager; Bert Gibb, Cardston, secretary.

The circuit includes Taber, Brooks, Fort Macleod, Raymond, Claresholm, High River, Coleman, Cardston and Lethbridge.

Members decided to once again hold a rodeo in the Claresholm-Fort Macleod area. The 1961 date has been set for June 30 and July 1 at Fort Macleod.

Saskatoon Ex Re-Elects, Earns \$104,303 Profit

SASKATOON, Sask. — R. H. Howes has been re-elected president of the Saskatoon Industrial Exhibition, Ltd.

Also returned were Vice-Presidents C. M. Graham and W. P. Noble, Treasurer R. D. Munro, and 21 directors.

In his presidential report, Howes said the exhibition established 11 records, including a new high attendance.

He said directors will carefully analyze the matter of combining the afternoon race program with a rodeo as was done this year.

The combined rodeo and racing program drew a record grandstand attendance, but wagering dropped 16.4 per cent below last year.

Howes said it was a matter of opinion whether the drop was due to inclusion of the rodeo or to economic circumstances, but both likely had a bearing.

He said any time an exhibition the size of Saskatoon's had an operating surplus of about \$100,000, it must be considered a successful year. The operating surplus this year was \$104,303, but the records show this to be the lowest profit in the last seven years. The highest surplus in the seven-year period was in 1959—\$131,470.

The extension and replacement reserve last year was \$338,000 and the exhibition spent \$297,000 of this to erect two horse barns, a sheep and swine barn that doubles as a curling rink, and on paving. The reserve has now been boosted to \$178,000 by the inclusion of the \$104,000 surplus this year, \$20,000 from the federal government to put the Stadium in order after having been used by the Army for several years, and a \$13,000 government grant toward the cost of the new buildings.

FAIR-EXHIBITION MANAGEMENT

CNE \$1 Million Sheep-Swine Barn to Be Ready for '61 Run

TORONTO—Three levels of government have approved a new \$1,000,000 two-story sheep, swine and exhibition building for the north-east corner of the Canadian National Exhibition. The building is to be finished in time for next year's show.

Demolition of the old sheep and swine pavilion began immediately after the Royal Winter Fair.

The structure to stand by the Strachan Avenue approach to the CNE, is described by architects as a functional and bold addition to the buildings in the agricultural corner of the park. A permanent canopy will be erected above the entrance forecourt.

With 121,000 square feet of floor space, the pavilion will house 400 sheep pens on the first floor, and 324 swine pens and a 200-seat judging ring on the second floor.

All equipment will be portable to allow transformation of both floors into open space for general exhibition space.

Fargo Event Re-Elects Sondrall for Fourth Term

FARGO, N. D. — Oscar Sondrall was re-elected president of Red River Valley Fair Association and other officers were named at a recent board meeting.

Sondrall, who has been active in fair work for many years, was renamed to the top spot for his fourth consecutive year.

Claire Berg was elected vice-president, succeeding L. C. Devener. Joe Cook was renamed secretary-treasurer for the second term.

Royal Berstler was re-elected executive secretary. Sondrall, Berg and Berstler will represent the fair at the Chicago meetings of the Showmen's League of America and the International Association of Fairs and Expositions. They will select grandstand attractions for the 1961 fair which is set for July 8-14.

Official attendance at the 1960 fair was 61,617. Net profit, before capital improvements was \$5,525.68. Capital improvements on the grounds and buildings amounted to more than twice that of last year and were \$4,267.16, resulting in a net profit of \$1,258.

Western Canada Racing Assn. Elects MacEachern

EDMONTON, Alta.—S. N. MacEachern, manager of the Saskatoon Exhibition, has been named president of the Western Canada Racing Association. He succeeds T. H. McLeod, manager of the Regina Exhibition.

Other officers are: A. J. Anderson, Edmonton, first vice-president; M. E. Hartnett, Calgary, second vice-president; T. H. McLeod, third vice-president.

E. J. Courtney, C. W. Adams, L. E. Wilson and E. R. Bell remain on the board of directors for another term. Lou Davies continues as general manager.

Under management of the Western Canada Racing Association, which took over the sport in 1957, thoroughbred racing in Alberta and Saskatchewan has shown great strides, it was reported at the annual meeting. New records in attendance and mutuel handle were established last season.

Santa Ana, Calif., Sets Five-Year Improvements

SANTA ANA, Calif.—The Orange County Fairgrounds will, over the next five years, take on a new and improved look, providing sufficient funds are allocated from pari-mutuel racing.

The five-year plan, according to Irvin C. Chapman, president, will cost \$635,510. It would include such major improvements as an agriculture exhibits building, floriculture pavilion, crafts center exhibit building, horse show arena and enlargement of the amphitheater.

Also included will be picnic tables, barbecue shelters and playground equipment for the 7½ acre picnic area; renovation of horse barns; stucco of wood-frame buildings; public parking entrance floodlights and paving; additional fencing of the property; landscaping, and resurfacing of streets.

A recent Public Works Board allocation of \$50,000 will make possible the completion of the new 70 by 220 foot junior exhibits building for use during the '61 fair. The latter will be held July 11-16.

Vegreville, Alta., Gets \$135,000 Community Arena

VEGREVILLE, Alta.—An early start is planned on a \$135,000 community arena, to be built on the fairgrounds.

The building will be 200 by 130 feet, with floor space of 185 feet by 85, with seating entirely on one side.

An agricultural grant of \$50,000 will be made by the federal government, and a recreational grant of \$25,000 will come from the provincial government, leaving a balance of \$60,000 to be raised by the community.

The arena will be used for fairtime exhibits, spring and fall livestock activities and skating and hockey.

Death Claims Slade, 73, of Hamburg Fair

HAMBURG, N. Y. — The big Erie County Fair in Hamburg, second largest in New York State, has lost one of its guiding figures with the death of Frank A. Slade. Secretary of the sponsoring agricultural society since 1941, he passed away Friday (18) at the age of 73 in Mercy Hospital.

Slade was Erie County treasurer since 1943 and one of his county's Republican leaders. The



FRANK A. SLADE

misfortune occurred at a time when fair directors were moving to honor him with the title of permanent secretary. In political circles he devoted more than a half-century of service to the county GOP.

His civic and fraternal activities were numerous, and included service as West Seneca police commissioner, secretary of the County Judges and Police Executive Conference, president of the West Seneca Union Volunteer Company, founder and president of the West Seneca Historical Society, secretary of the Country Club of Gardenville, and membership in the Odd Fellows, Masonic Lodge, Greater Buffalo Advertising Club, Little Mayors of Erie County, and other groups.

Slade lived at 1859 Union Road, West Seneca, living his life in the house of his birth. He was a bachelor. Burial was Monday (21) in the Gardenville cemetery of St. John's Lutheran Church in West Seneca, with fair directors serving as honorary pallbearers. He is survived by two nephews and two nieces, all of Gardenville.

Swedish Fairs Set '61 Dates

STOCKHOLM—Sweden has a large number of annual commercial and industrial fairs, but the following are those of the highest international interest, with the dates set for 1961:

International Boat Exhibition, February 9-10, Gothenburg; Swedish Industries Fair, May 8-14, Gothenburg; European Agricultural and Industrial Fair, May 25-June 4, Jonkoping; 43d Scania Fair, Swedish Trade and Industries Fair, July 29-August 6, Malmo; Maritime Trade '61, International Exhibition, August 15-27, Helsingborg, and St. Erik's Fair, August 30-September 10, Stockholm, A floating exhibition, with exhibitors and goods from the EFTA countries, will visit principal ports of Sweden, March 24-April 15.

BROWNWOOD, Tex. — Walter Fry, Brownwood rancher, has been elected 1961 president of the Brown County Fair Association. He succeeds C. Q. Davis, retired Brownwood businessman. Directors have set January 12-14 as dates for the annual Brown County Youth Fair.

FAIR MEETINGS

Canadian Association of Exhibitions, Lord Simcoe Hotel, Toronto, November 28-29. Emery Boucher, Quebec Provincial Exhibition, Quebec City, secretary.

International Association of Fairs & Expositions, Morrison Hotel, Chicago, December 1-3. Frank H. Kingman, 777 Arbor Road, Wintson-Salem, N. C., secretary.

Northwest Colorado Fair Association, Akron, December 8. Edwin Amend, Extension Service, Office Court House, Akron.

Washington State Fairs Association, Leopold Hotel, Bellingham, December 8-9. Wendell W. Prater, Route 1, Box 72, Ellensburg, secretary.

Fair Managers Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-14. Eugene Moore, Tipton, secretary.

Indian Association of County and District Fairs, Hotel Severin, Indianapolis, January 1-3. Robert L. Barnett, Muncie Star, Muncie, Ind., secretary.

Minnesota Federation of County Fairs and Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, St. James, secretary of the Federation.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 7-8. Mrs. Paul D. Kieffel, Route 4, Box 77, Crafton, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 9-11. Everett E. Erhart, Stafford, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 10-12. Win Eldridge, 315½ East Mill, Plymouth, secretary.

Ohio Fair Managers Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 1043 South Main, Dayton 9, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 11. Tom Moore Craig, Piedmont Interstate Fair, Spartanburg, secretary.

North Carolina Association of Agricultural Fairs, Jack Tar Hotel, Durham, January 12-13. Corbin Green, P. O. Box 776, Hickory, secretary.

Missouri Association of Fairs & Exhibitions, Governor Hotel, Jefferson City, January 12-13. Victor M. Gray, Box 630, Jefferson City, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, secretary-treasurer.

Massachusetts Agricultural Fairs Association, Bradford Hotel, Boston, January 16-17. Paul Corson, Topsfield, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 18-19. William Arthur Morris, Box 912, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 19-20. L. Doc

INDIANAPOLIS — Carl Bowman of Converse is the new president of the Indiana State Fair Board.

Succeeding Chester Hackleman, of Connersville, Bowman was chosen Wednesday (16) at the annual reorganization meeting of the board.

Elected with Bowman were Hal Royce, of Austin, vice-president, and Joseph Schermerhorn, of Wawaka, secretary.

Named to the executive committee were Hackleman and Homer Schuman, of Columbia City.

The board also voted to retain Earl Bailey, of Lowell, as secretary-manager, and Jesse Stuckey as grounds superintendent.

Cassidy, Kentucky State Fair, Louisville, secretary.

New York Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 22-24. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany 1, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. C. C. Hunter, 707 W. Vine, Taylorville, secretary.

Tennessee Association of Fairs, Noel Hotel, Nashville, January 26-27. Mrs. Malinda Granberry, Mid-South Fair, Box 3808, Memphis 14, secretary-treasurer.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, 102 East Locust, Tyler, secretary.

Arkansas Fair Managers Association, LaFayette Hotel, Little Rock, February 6-7. Clyde E. Byrd, Box 907, Little Rock, Ark., secretary.

Oklahoma Association of Fairs, Huckins Hotel, Oklahoma City, February 13-14. Harry F. James, Room 612, County Building, Oklahoma City, secretary.

Florida Federation of Fairs and Livestock Shows, Thomas Hotel, Gainesville, May 14-16. T. L. Barrineau, State Department of Education, Tallahassee, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 20-21. Roy E. Symons, Skowhegan, executive secretary.

Ontario Association of Agricultural Societies, King Edward-Sheraton Hotel, Toronto, February 22-23. F. A. Lashley, Room 4508, East Block, Parliament Buildings, Toronto, secretary.

3 Firms Pool Talents for World's Fair

NEW YORK — Three prominent exhibition firms have joined in a new enterprise geared to the coming New York World's Fair. Involved in the new V-E-K Associates are Ebasco Services, Vandeburg-Linkletter Associates and Walter Kiddie Constructors.

In V-E-K they are pooling their experience in exposition planning, management, design and construction. The new organization is offering all-inclusive exposition services and facilities for World's Fair exhibitors. It is jointly owned by Vandeburg-Linkletter and Electric Bond and Share Company, the parent company of Ebasco. Electric Bond and Share recently bought controlling interest in Walter Kiddie Constructors.

President of V-E-K is C. M. Vandeburg. Other principals of Vandeburg-Linkletter are Art Linkletter of radio and TV, and Adm. Robert B. Carney, former Chief of Naval Operations. Executive vice-president is William A. Barrett Jr. of Ebasco, and other vice-presidents are A. Kingsley Ferguson of Kiddie and John D. Cassidy of Ebasco.

At the V-E-K offices, 600 Fifth Avenue, Vandeburg stated the firm's policies include "creation of a novel, workable theme, program and structural concepts tested against feasibility, economy and esthetic standards. Another basic practice will be for V-E-K to study most thoroughly, and identify itself with, each client's particular image, dimensions and requirements."

Cobo Sees Loss on \$900,000 Gross; Rents Set, Facilities Described

DETROIT—Revenue from newly dedicated Cobo Hall is projected at \$900,000 for its first operating year — some \$200,000 less than enough to meet operating expenses. But it is expected that the deficit can be overcome during the second year as the backlog of event bookings is built up.

Rental scales have been set at a basic 20 cents per square foot for the four main halls over a two-week period. In the case of the National Automobile Show, the rental fee was \$79,000 for virtually the entire facilities, including 54 meeting rooms. Individual rooms will rent from \$15 to \$150 per meeting session, with special prices for certain rooms.

Rental for the 13,500-seat Convention Arena, to be opened in March, is to range from \$1,000 to \$3,000 a day. A discount of about one-third is given to events which charge no admission.

Executive director Stephen T. Kish said conventions and shows are to be encouraged at Cobo Hall, with preference for those events that draw people from out of town, those that run several days rather than one-nighters, and those that include at least one meal in their program.

Cobo Hall was formally dedicated recently in ceremonies that drew civic, State and national dignitaries. Presiding was Benson Ford, of the Ford Motor Company, who noted that the present structure is largely an outgrowth of plans made for a permanent memorial of the city's 250th Birthday Celebration in 1951. The Capital Gifts Committee of that celebration raised \$7,500,000 by subscription as the principal start of financing for the hall.

A special guest of honor was Mrs. Ethel Cobo, widow of the late Mayor Alfred E. Cobo, who died suddenly in 1957. He had been the key official leader in the construction of the Civic Center where the hall is located.

Cobo Hall is operated by the Civic Center Commission, which also has jurisdiction over the Henry and Edsel Ford Auditorium and the Veterans Memorial Building. Formally opened in October, it is among the world's largest exhibition buildings, with 1,632,990 square feet of usable space. With the adjacent Convention Arena, to be opened in March, 1961, it cost \$54,000,000.

It is located on the Detroit River — incidentally, accessible by boat or ship — in Detroit's new Civic Center in the downtown district. A major expressway tying in with the Interstate system leads right into the building, and to an 1,150-car parking area on the roof, with parking nearby for 9,000 more cars.

The roof also provides a helicopter landing.

The building is about 480 by 1,000 feet, with four main exhibit halls. Three may be joined into a 300,000-square-foot hall, broken by only 10 columns, with ceiling heights of 30 and 24 feet. The clear span between the two rows of columns is 240 feet, the main room about 405 by 715. Floor loading limit is 400 pounds per square foot. This single main room may be altered into two or three halls as needed in 60 seconds.

The separate Hall D on the lower level has an 18½-foot height, with octagonal columns at 60-foot intervals. Loading here is 600 pounds to the foot. Separate entrances, exits, and loading docks serve the exhibit halls on each of the two main levels. Because of slope of the land, each is at street level.

It has 32 meeting rooms, seating from 80 to 1,250 people. Facilities include a banquet hall seating 2,800, cafeteria seating 1,500, and an always-open coffee shop for 200. The banquet hall may also be used as a ballroom or as an auditorium seating 4,500. The kitchen equipment, costing \$379,600, is equipped to deliver 4,000 steaks per hour on a continuous basis.

The power system is supplied by under-floor cables carrying 10,000 KVA. Lighting is white fluorescent with a minimum 100-foot candles, supported by 500-watt incandescent spots at eight and 15-foot intervals. Water, compressed air, gas and drainage are provided in each of 470 service-outlet boxes for exhibitors.

A five-position multiple panel manual switchboard provides maximum telephone flexibility. Initial installation provides for 500 extensions with 60 trunk lines. Some 350 of the 500 phones are designed for exhibitor use; a total of 3,400 could be installed if required. There are 835 permanent outlets, spaced so that each 20 square feet of floor area could be served with four telephones. Floor outlets are sealed against water and debris. The communications system also includes 140 pay telephones, and special connections for press, radio and television.

Ramps with easy grades, stairways, elevators and escalators are used for traffic flow. Two ramps are wide enough for the largest motor vehicles. About 90,000 square feet of storage space is available.

ARENA, AUDITORIUM NEWSLETTER

Metropolitan Opera Company Signs O'Keefe Center Dates

ANNOUNCEMENT that the Metropolitan Opera Company will this year play at the O'Keefe Centre for the Performing Arts is considered a major coup for this new auditorium. The 3,200-seat house, built at a cost of \$12,000,000 by the O'Keefe Brewing Company, opened auspiciously with "Camelot" October 1, selling out all seats for the three-week run. The Lerner-Loewe production was followed by a fair week with Marlene Dietrich. Three weeks of "My Fair Lady" were SRO, while Harry Belafonte's two weeks' opening, November 21, were a sellout even before his arrival.

For the Met, the Centre has guaranteed Rotary Club of Toronto, the sponsor, a minimum of profit of 20 to 30 per cent over last year's receipts. When Rotary first sponsored the Met in Toronto, it was to raise money for charitable purposes.

Drawing upon profits from the endeavor and other ventures, it has paid out a total of more than \$148,000 during the past five years. The first question to arise is whether this will be still possible with the smaller seating capacity of the O'Keefe Centre.

Admission prices to the Met this year will be increased to the top of \$12.50, compared to \$10 at Maple Leaf Gardens, and a \$4 bottom, formerly \$2. The cost of the Met to Toronto this year will be \$170,000.

O'Keefe Centre has a two-week subscription series with the American Theater Guild-American Theater Society. Even before the house opened there was \$600,000 in the till, with over 12,000 members. There are now over 18,000. The capacity of the house can be adjusted with the use of an acoustic curtain which partitions off the area below the balcony. When no musicians are required in the orchestra pit, it can be raised flush with the auditorium floor. Seats already mounted, can then accommodate another 83 people. The stage covers an area of 128 by 60 feet, with a receiving door leading directly from street level so that trucks may be driven on stage for the unloading of scenery. The proscenium opening, normally 60 by 30 feet, can be reduced for smaller attractions to 36 by 18 feet. Stage air conditioning and lighting take advantage of the modern ingenuity. Lighting, controlled by an electronic board, can be preset for as many as 10 scenes.

Loan Keeps Indianapolis Plan Going Despite Legal Tangle

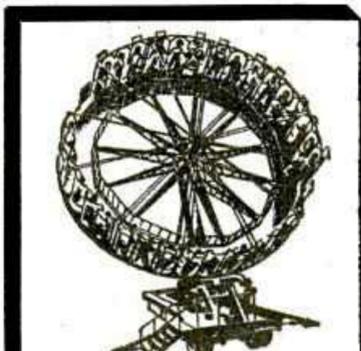
INDIANAPOLIS WILL MOVE forward with plans for construction of a civic auditorium even tho public funds are unavailable at the present. Unraveling of a legal snarl which has brought the undertaking to a virtual halt will have to await action by the Indiana General Assembly when it convenes in January. In the interest of time, however, four organizations have offered to advance \$20,000 to the architects for basic architectural expenses. The Indianapolis Chamber of Commerce, Merchants Association, Civic Progress Association and the Convention and Visitors Bureau are the organizations. Until the issue is resolved thru an amendment in the Legislature, the \$20,000 will cover out-of-pocket expenses by the architectural firm of Shook, Bohlen, Burns and Foster. W. W. Harris, executive secretary of the Civic Progress Association, explained. Mayor Charles H. Boswell said last week that he has been led to understand that "one or two modern hotels" would be built near the auditorium site once construction of the center is assured.

Bozeman Announces Booking; Jordan Visits in Chicago

MONTANA STATE COLLEGE Fieldhouse at Bozeman has booked Mahalia Jackson for a February date, reports Manager Bud Purdy. This month and next he has several basketball events. . . . Clyde Reaves has been succeeded as executive consultant at the Kentucky Fair and Exposition Center, Louisville, by James W. Browitt. Reaves now is president of the Kentucky Independent College Foundation. . . . Robert L. Jordan, San Francisco show producer, has been in Chicago several days and inspected the new McCormick Place, where the Modern Living Exposition is going strong. Jordan also visited in Houston this trip and expected to stop over in Denver on his way back to the Bay area. . . . Charleston (W. Va.) Civic Center has raised the question locally of why it doesn't have the Shrine Circus, which never has moved from the city's older Auditorium. . . . Dr. Bernard B. Goldner, consulting editor for Sales Meetings Magazine, will be a keynote speaker for the International Convention Planning Exposition at Las Vegas Convention Center starting November 29. . . . December 11 issue of This Week Magazine will include a feature about "Holiday On Ice," Morris Chalfen, and their world-wide activities as "ambassadors of good will."

'Holiday's' Portland Coliseum Receipts Exceed \$300,000

COMPLETED RUN OF "Holiday on Ice" at the new Portland (Ore.) Memorial Coliseum attracted 119,592 spectators and grossed \$306,917, according to Don Jewell, Coliseum manager. There were 10 night shows and six matinees November 3-13, and "Holiday" was the first event in the new \$8,000,000 building. Average attendance was 7,400 persons per show. The city and the Coliseum have just published a 154-page brochure for sale during the first weeks of operation. The building had the Portland Auto Show in both the arena and exhibit hall sections November 23-27. There also was a Modern Living Exposition (16-20).



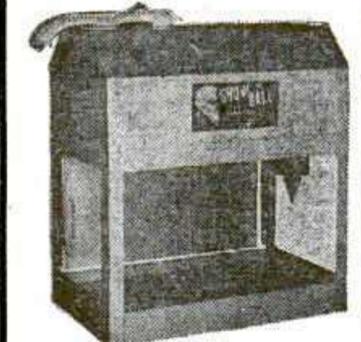
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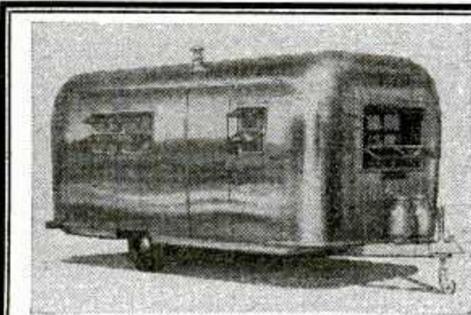
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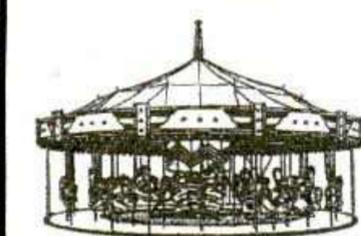
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Bowling Green, O., Fair Inks Swenson, Powelson Midway

BOWLING GREEN, O.—The Wood County Fair has signed part of its attraction program for 1961, John Clarke, secretary, announced. Dates are August 7-12.

Powelson Rides again will provide the midway attractions for the 11th consecutive year. Also set to return is the Swenson Thrillcade to do two shows on the evening of August 10.

Horse racing, parades and contests are also planned, Clarke said.

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AMUSEMENT PARK OPERATION

NAAPPB Names Games Panel For Monday Night Session

PANELISTS FOR THE evening sessions of the NAAPPB convention today (28) include these in the games section: Ray Oakes, Nathan Faber, John Allen and Jimmy Miller. . . . The Los Angeles City Recreation and Park Commission will appeal the court decision that knocked out their plan to lease out operation of their proposed new zoo. . . . Kiddieland pioneer Art Fritz returned a few days ago from a trip thru Europe. . . . Bellevue Ice Plaza, Inc., at Bellevue, Wash., has been formed to operate ice rinks. . . . Wealthy M. Allen has formed a company to operate trampoline centers at Goldendale, Wash. . . . Paul M. Fogel, who was the founder of the Pla-Mor recreation center in Kansas City, died recently. . . . Buddha Distributing Company, Richmond, Va., has been organized to build, sell and manage amusement parks and similar establishments.

Christmas Merry-Go-Round Sports Reindeer, Sleighs

SIXTEEN ALUMINUM Reindeer have been shipped to Charles R. Cooke, of Jersey City, N. J., by A. K. Brill, Peoria, Ill., ride equipment maker. Cooke plans to use the reindeer on his Allan Herschell Merry-Go-Round during the Christmas season. He plans to exchange the chariots for sleighs, also. After the string of shopping center dates he has for Christmas time, Cooke will put the horses back on the M-G-R. Brill says he has perfected his system for making casts so that the original models are not damaged. New plastics have made his operation possible, but it still takes three casts in plastic and aluminum to arrive at a usable pattern. Brill points out that Theel Manufacturing, King Amusement and San Antonio Roller Works are using his aluminum patterns.

NSA Whoops It Up at Ball

Continued from page 55

Illness kept several banquet "regulars" from making it this time. Norman Chambliss, the North Carolina fairman, called off his trip when one of his group representing the Greenville, N. C., Fair, became indisposed. The O'Donnells could not make it because Gene O'Donnell has been ill. Onalee Jones was also indisposed.

Insurance Firms Attend

Three major insurance firms serving outdoor show business were well represented. Clem Schmitz of New York was present as usual. The Charles Lenz office had Phil Cook on hand, and Robert Wohlberg, of Haas-Wilkerson-Wohlberg, came in from the Midwest.

On the dais were club officers Max Tubis, Morris Vivona, Charles Rubenstein, E. J. Strates, Leo Wilens, Frank Rappaport, Al Howard, Louis D. King, Dr. Jacob Cohen, and Harry Alexander. Also, State Sens. Jeremiah Bloom (N. Y.) and Charles Sandman (N. J.); John Leahy, of the IAFE; Max Cohen, of American Carnivals Association; Morris Batalsky for SLA; John Vivona for Miami club; Sam Glickman for Hot Springs club; Harry Sandler for Pacific Coast club; Maurice Altner for New England club; Mickey Hughes for SLA (Ontario); Rev. Allen Claxton; president emeritus George Hamid, past presidents Oscar C. Buck, Jeff Harris, Art Lewis, Al McKee, Joe McKee, John Weisman, and Irwin Kirby, The Billboard.

Among the many out-of-towners were young Jon Eyerly, son of West

High River Revives Rodeo

HIGH RIVER, Alta.—Frontier Days will be celebrated at the rodeo grounds in 1961, after having been dropped this year when it was expected the site would be taken over by the town for urban development.

The High River Rodeo Association is still seeking a new location to present its show in future years but is being confronted with high land prices.

The two-day 1961 event will be held during the first week in July.

Coast ride manufacturer Jack Eyerly, and operator Gil Ramagosa, of Wildwood, N. J. Ramagosa's normal pattern does not include the festivities, he admitted, but "Max Tubis strong-armed me into it."

Early Campers

Staking first claim for the week-long festivities in New York were Roy Jones and George Franklin, of Pepsi-Cola. They got in early and hosted fair and amusement folks right from the start.

R. R. Executive Attends

Ed Hill was one of the dignitaries at the banquet. Not widely known outside of railroad unit circles, he heads the Eastern Railroad Conference and has a big say in rate adjustments. Fortunately for showmen he is an old fairgrounds fan who hates to see the number of rail shows diminish.

Club Is in the Dark

Early party poopers missed the fun. Entertainment ended on the stroke of midnight and was followed by dancing, but ballroom folks were unaware that at 2 a.m. the rest of the hotel was plunged into darkness for three hours due to a generator switch-over. Candles were handed out in the lobby. Most suites where entertaining was in progress were caught without warning. Hallways went dark, too, but the elevators stayed in service.

200 Attend

Continued from page 55

Hon. Arnold Smith, who were also present.

Club presentations were made by George Hamid and John Weisman. The committee came up with a spirited entertainment program, and a chicken dinner with all the trimmings. Numerous out-of-town faces were there, responding to the three-day club festivities kicked off by the testimonial. Committeemen were Dave Brown, chairman; D. D. Simmons, co-chairman; Charley Davenport, Louis Elias, Hy Malek, Johnny Leonard, Henny Kaufman, Simon Hadji and Joe Uknis.

Al Rickard helped prepare the program, which consisted of Nick Francis' band, emcee Lou Nelson, violinist Maria Neglia, the Zerneys, dancers, and Fran Carroll, vocalist.

CNE to Construct 517G Hockey Hall of Fame

TORONTO—A Hockey Hall of Fame to be constructed on the Canadian National Exhibition grounds, is being financed by the City of Toronto and paid for by the National Hockey League.

The building, to be ready for occupancy before the opening of the CNE in 1961, will cost \$517,000. Under terms of an agreement, the City of Toronto raises the debentures, pays the interest, and the N.H.L. pays the cost back in yearly installments. When all N.H.L. pay-Show News 11-28 HOCKEY Donments have been made, the building will become the property of the city.

The building interior will be shared by the Hockey Hall of Fame and the Sport Hall of Fame. If and when the Hockey Hall exhibits need the entire space, the City of Toronto is responsible for any additions that maybe needed to look after the Sports Hall of Fame exhibits.

A committee, made up of representatives of the N.H.L., the CNE and the City of Toronto will operate the building.

The Building will contain a library in which all types of sports records and other types of books will be kept.

A small theater for movies, for either the public during the time the CNE is open, or to special groups for instructional purposes, will be included.

The Sports Hall of Fame was established at the CNE in 1955. In that year and in 1956, the displays were set up in an old barracks building on the grounds. This included all activities except hockey because a hockey hall of fame was in existence in Kingston, Ont.

In 1957, the Sports Hall of Fame was moved to new quarters in the old Administration building at the CNE, where Robert (Bobby) Hewitson was appointed curator.

Nat'l Rodeo Finals Names Announcers For Dallas Events

DENVER—The National Finals Rodeo Commission today named three announcers for professional rodeo's "world series" playoffs at Dallas in late December. Event again will be in the Coliseum of the State Fair of Texas.

They are Cy Taillon, Denver; Pete Logan, Medford, Ore., and Clem McSpadden, Nowata, Okla.

The week-long finals, December 26-January 1, is the annual goal of the contesting cowboy. At its conclusion annual world champions are named, with \$57,500 prize money division. Top bucking animals are hand-picked from stock contracting strings thruout the United States and Canada for the sport's seasonal finale.

The trio of announcers have between them some 60 years of rodeo background. Taillon and Logan were at the finals premier in 1959. McSpadden makes his initial appearance there this year.

Nipawin, Sask., Fair Contracts Gayland

NIPAWIN, Sask.—E. (Tiny) Nicholls has signed Gayland Shows for the 1961 Nipawin fair, opening August 2.

The Nipawin Agricultural Society's fall grain and poultry show, an annual event, has been canceled this year because of lack

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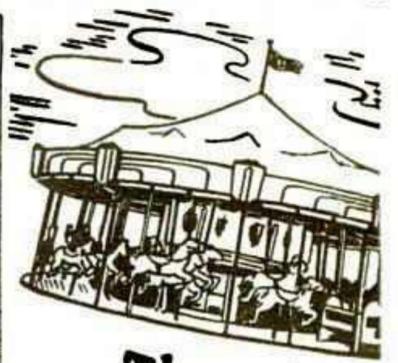
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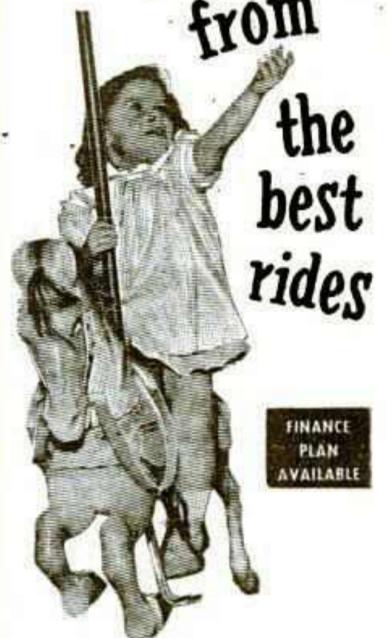
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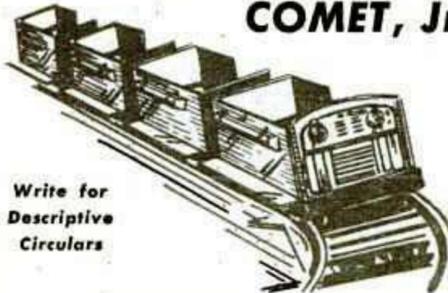


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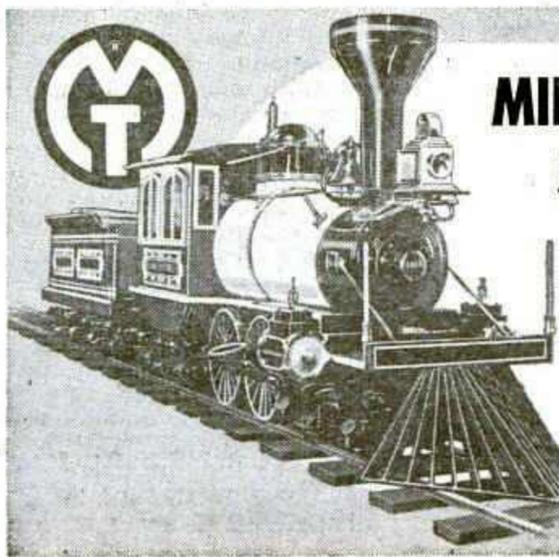
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Figures compiled by Professor Thomas Lea Davidson, School of Business, University of Connecticut, and Amusement Business' Research Director, establish the annual gross sales volume at a conservative \$2.8 billion. Sources for these figures are three annual surveys he has conducted for Funspot Magazine plus figures recently released by the U. S. Department of Commerce.

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Hunt to Add Sleeper, Blues; Hosts 150 CFA's

BURLINGTON, N. J. — Hunt Bros. Circus will mothball one reserved seat wagon in favor of hauling more blues next season. And it will build a 40-foot sleeper truck. The show is in quarters here and has done much of the work in preparation for the 1961 season.

A 14-man crew is maintained on an all-year basis. They are taking their month's vacation at this time, Harry Hunt said. More than 150 fans turned out on Sunday (20) for a day at the grounds, which included showing of films and slides, talks, and buffet dinner. The Hunts dedicated the former dining hall building as "CFA Hall" and have furnished it as an assembly hall for the fans.

Taking a leading part in the festivities were William Hall, of Willow Grove, Pa., District 3 director, and Sam Brown, of Bridgeton, N. J., Eastern vice-president.

Discuss Palisades Date

The question of the Hunts' return to Palisades (N. J.) Amusement Park was discussed publicly, altho many of the show's close friends had known they will not appear there in 1961. Both timing and health factors were cited. It was explained that the required opening is much too early in the spring, exposing humans and ani-

mals to difficult weather conditions and affecting the traditional schedule's first three weeks. Harry Hunt stated the circus was forced to decline another early engagement, and that both parties — the park and the circus — remain good friends.

The 1960 season was exceptional, it was reported, but several observations made toward the end caused the decision to leave a reserved seat wagon off the road unless needed. Harry Hunt said on a number of occasions there were empty reserves but the blues remained jammed. As for the sleepers, two buses and a trailer had been used for this purpose. The new unit can sleep 28 men in compartments of six. All blues will be carried on the two flatbeds which convert into reserves.

All seating more than 10 years old is being replaced. Work is complete on a new tandem bull trailer with 60,000-pound capacity for the four big bulls. Four others will travel in the single-axle job.

Junior Unit Did Okay

Season closed officially over the Labor Day weekend, but a smaller edition then went out for two weeks more in Southern Maryland and Virginia. This unit did okay. For 1961 there will be two full tents available, made possible by ordering end sections and an extra middle piece for the long tent fielded only at the park date. Cable is being used from one of the older tents, Hunt said. U. S. Tent and Awning is handling the job.

Work completed to date makes the show ready for its scheduled opening, April 29 in Dover, Del., Hunt said. All mechanical and paint work is finished. In addition, winter quarters buildings and homes are repainted and new metal roofs are on the ring stock and bull barns.

Charles and Mildred Hunt had been in Miami a couple of weeks but returned for the holiday season. A camel and Arabian horse are booked into Radio City Music Hall, New York, for the Christmas stagshow for the fourth year.

Moscow Circus Playing Paris

PARIS—The Moscow company is comparatively small, with personnel of 45, including close to 40 performers. Most spectacular number was the wild riding of Mikhail Touganov's Cossack Cavalry. The Dourovs scored with a novel presentation of sea lions, dogs, cats and white mice—some of which worked in the ring, while the cats and mice also climbed ropes and performed on aerial riggings.

Also on the bill were the Do Re Mi Trio, musical zanies; Polena Tchernago and Stephen Razoumov, aerial novelty; Logatcheva, dance on tight wire; Olkovikov, juggling on horse back; Ossinski, equilibrist on pedestal; Minalov, unsupported ladder, and the Tumbling Doveikos, who executed somersaults on stilts.

Circus Moscow replaced "Holiday on Ice," which terminated its run October 23. A French circus is being assembled to make a tour of Russia.

Government Puts New Quarantine On Horses, Zebras

WASHINGTON — The U. S. Department of Agriculture announced last week a minimum 30-day quarantine of zebras, horses, donkeys and mules being brought into this country from countries of Asia, the Mediterranean area and Africa.

Restriction at the port of entry is a safeguard to prevent entry of African Horse Sickness into the U. S. Importers must hold the animals in insect-proof facilities approved by Agricultural Research Service. Previously, imported horses and other equines were not detained after passing physical examinations.

Presence of the sickness was diagnosed outside Africa for the first time late in 1959, in West Pakistan and Afghanistan. The disease since then has established itself in seven countries of the Near East and Middle East, in an area stretching from Turkey to India. Agriculture says there is a "serious threat" of spread thruout the Mediterranean area. A vaccine has been found effective in Africa, and several other kinds are now being used in affected countries.

CIRCUS TROUPEING

By TOM PARKINSON

IT IS OPEN SEASON ON RUMORS in the circus business again, and there is a good crop to start off with. For example, West Coast sources wonder if the Wallace & Clark Circus of Pat Graham is to be reopened by Hugo, Okla., people. Or will Franco Richards open a new show? Or will Obert Miller? And will Sells & Gray trade its name for that of another show? Probably only spring can tell.

Emmett Kelly Jr. writes that an agreement has been reached between him and Leonard Green, New York agent who represents Emmett Kelly Sr., and now Green will be manager for both of them.

Jack Moore opened a "Grand Ole Opry" show shortly after closing his Carson & Barnes season, but he shuttered the music show after four days. . . . Ruben Ray has a circus troupeing under canvas for Hit Parade Foods. . . . Wayne and Marge Newman, last summer with Famous Cole, will go with Sells & Gray. . . . Buckles Woodcock pulled into La Grange, Tex., fairgrounds with the Woodcock Elephants after closing with the Houston Shrine show. June Plunkett is booking Christmas dates for the Woodcock Elephants. . . . D. R. Miller has been hospitalized with an attack of asthma.

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Paul A. Miller shopping center show played Springdale Plaza, Mobile, Ala., thru Sunday (20). Set-up includes rides and games plus these circus acts: Swede Johnson, cats; Kayo Family, Great Arturo, Flying LaForms, Bumpy Anthony, and Phineas Newborn Sr.

Stanley Paul will be in New York for the holidays and then goes ahead of a circus. . . . Berni Miller caught Polack in Charleston, W. Va., and visited with personnel. At Springfield, Ill., he visited with the George Westerman crew. He has done some work for Apex Attractions. . . . The Daily Oklahoman of November 14 carried a feature story about Hugo, Okla., and the shows that winter there.

Charlie Cox, who is operating shows in the Netherlands Antilles of Central America, is back in Fort Worth for a short stay. He has plans for opening new units in Central America. . . . Marjorie Towson, having been in Detroit most of the summer, while her horses raced at tracks there, now is visiting the Gaffagini family in New Orleans. She caught Beatty and Cristiani during the season. . . . Hal Haviland's dog act, Hal's Pals, has been signed for Polack Bros. of 1961.

Sailor Circus, the Sarasota high school annual, announces its new dates are March 17, 18, 23, 24 and 25. Director Bill Lee reports there will be 34 acts, several of them new. . . . By Gosh's All American Circus is playing indoor dates in Kentucky schools. It will make 10 high schools in Louisville as well as others. The show also is to play New Albany and Jeffersonville, Ind.; Huntsville Ala.; Grenada, Miss., and Fort Knox, Ky. Acts now on the unit include Qualman Family, Farmer Redwood Jones' Animals, John Friday, Lucky O'Days, Raymond and Kelsey, and Howard Guthrie.

Ringling's first showing in the Des Moines (Ia.) Veterans' Memorial Auditorium attracted 3,591 persons. The show had two more days to go there. . . . Kaneohe Junior Chamber of Commerce had a circus November 17-20 at a Honolulu shopping center. Among the clowns were Lawrence Cross, Billy Burke and Buck Leahy. . . . Jack Smith got back into Kelly-Miller quarters with a truckload of newly acquired seals and expects to book them in an act worked by Dallas Snow.

From Ringling-Barnum, clown Chuck Burnes writes that the show had its first snow of the season at Green Bay. . . . that Monte and Juana DelMoral are back after illnesses. . . . that Trevor Bale's family has a new car which they drive overland. . . . that Hugo Zaccini closed in Des Moines because the doors at Cleveland and Birmingham buildings are too low for his cannon. He, Duina, Edmundo and their families sail December 1 on the Queen Mary for a three-

weeks booking at a festival at Deutschlandhalle, Berlin. They are taking the double cannon. . . . that Fred White's wardrobe department keeps the floats in good shape. . . . that visitors included Kitty Dean, Ray McCarthy, Earl Tegge, the Warren Langloises, Dezn Morrow, Judy Richards, the John Grim family, George Lutz, the Mitch Gorrows, Bud Valier, and the Don Wilsons.

Dale and Lois Madden have closed their Toby circus and are wintering at Wichita, Kan., where they are playing club dates. Dale is playing the organ at one club and Lois is working her animals acts at several. Their circus had a successful season in Iowa, Wisconsin, Minnesota, Missouri and Kansas, including the old Madden-Stillian route.

Fort Worth Press columnist Jack Gordon recently wrote about clown Happy Kellems. Same paper recently carried a boost for Cantinflas, the famed Mexican comedian.

Al Antonucci has a costum-built truck built by ALF-Herman of St. Louis, and the company is using the fact in its advertising and publicity. Truck combines a well-equipped home plus quarters for the animals. . . . Don Marcks writes that he did his clown juggling turn at a railroad convention in San Francisco.

Hi-Brown Bobby Burns writes from Singapore, Malaya, that he and Mrs. Burns are on an around-the-world jet plane trip and saw snipe for circuses in India. He has been agent for circuses, with minstrels, and advance man for the Indianapolis Clowns, baseball attraction.

Lion Escapes

HOUSTON—A circus lion escaped for a short time in the Sam Houston Coliseum Sunday (13). The cat escaped when handlers Jim Heeck and Herman Barry tried to get him to change cages. Only circus people were in the coliseum at the time. The lion leaped to some windows, but fell back into the arena after breaking several window panes. Eventually it was herded back into a cage.

TERREON, Mexico — Clyde Bros. Circus crossed the U. S.-Mexico border several days ago and also passed check points at 18 and 60 miles within the country. The show was delayed at the border for some time.

In Mexico the Clyde organization is contracted to play with a Mexican organization. It was playing Terreon November 19-22. Next stand is to be November 24-29, at Monterrey. On November 30 the show is scheduled to play at Sattilo. The impresarios still have hopes of playing Mexico City, despite opposition.

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THE FINAL CURTAIN

FAULBER—George, for many years a sheetwriter associated with Associated Trade Press, Inc., of Chicago, recently in Land O'Lakes, Wis. Survived by his widow, Pearl.

HOAGLAND—Roy (Red), 67, who formerly trouped with the Rubin & Cherry, Cetlin & Wilson, Royal American and T. J. Tidwell shows, October 31 in Waukegan, Ill., after a long illness. Survived by his widow, Dell.

JACKSON—James (Billboard), 83, former negro columnist for

The Billboard and one-time minstrel performer, at New York, November 15 after a long illness. He was a public relations man for Esso Standard Oil Company for 21 years. He helped Negroes set up service stations and one in Louisiana was named Billboard Esso Station in his honor. When he was with The Billboard he wrote a column about Negro performers. He was a pioneer Negro in the U. S. Department of Commerce, Grand Commissioner of Economics in the Elks' lodge, member of the American Marketing Association, former vice-president of the Southern Life Insurance Company, and trustee of Friendship Baptist College. During World War I he was in military intelligence. Survivors include his widow, a son, two sisters and a brother.

JARBOE—Claude, 67, husband of Rose Jarboe, Chicago clubwoman formerly associated with a number of circuses, October 29 in Chicago. Death came after a stroke. Funeral services were conducted by the American Legion and burial was in Graceland Cemetery.

LORENZEN—Charles E., 82, former leader of orchestras playing on steamers running from Detroit to Belle Isle and Bob-Lo parks, November 18 in Adrian, Mich. He was president of the Detroit Federation of Musicians from 1910 to 1912. His widow, Lucy, survives. Interment in Woodmere Cemetery, Detroit.

MOREY—Henry A. (Whitey), 52, veteran carnival concessionaire, November 15 at his home in Ludowici, Ga. Survived by his widow, Cennia; a son, daughter, three stepsons and a stepdaughter.

POST—Mrs. Linnie, 82, wife of J. I. Post, veteran treasurer of the Hillsdale (Mich.) County Fair, November 27 in Hillsdale. Her husband has been on the fair board for most of his adult life and served as treasurer for over 30 years. Burial was in North Adams, Mich.

STEIN—August F., 70, former vaude and circus performer, November 18 in Milwaukee. In 1915 he and his brother, Arnold, did a comedy acro act with Bevering Bros. Circus and later they added Ben Mundt to tour in vaude as Moreno, Nevaro and Moreno. He retired from the profession in 1924. Survived by a daughter, three brothers and a sister. Services November 21 and burial in Forest Home Cemetery.

WILLIAMS—Frank (Arkie), former circus man, November 22 in Gonzales, Tex. Since 1949 he

(Continued on page 66)

Carnival Routes

Fitzsimmon, Roy: Roswell, N. M., Dec. 5-Jan. 3.
 Merchants Festival Rides: Nashville, Tenn.
Peter Paul Ams.: 'Peter Bicio; Sanford, Fla.
Santa Fe Expo.: *Bess Harris; Hebronville, Tex.
 Scott's, Turner, Rides: (Hillside & E. Colonial) Orlando, Fla., 27-Jan. 1.
 Southland Ams.: (Fair) Plant City, Fla., 30-Dec. 3.
 Sugar State: Baldwin, La., 29-Dec. 4.

Circus Routes

Delock's: *W. K. Delock; Ripley, Tenn.
King Bros.: *Danny Kelly; Live Oak, Fla., 28; Lake City 29; Crystal River 30; Dade City Dec. 1; Fort Meade 2; Punta Gorda 3. (Season ends.)
Sells & Gray: Valdosta, Ga., 29; Quitman 30; Thomasville Dec. 1; Perry, Fla., 2; Ocala (mat.) 4; Williston 5; Inverness 6; Brookville 7; Zephyrhills 8; Claremont 10; Haines City 12; Apopka 13; Eustice 14.

Ice Shows

Holiday on Ice of 1961: (Sports Arena) Toledo, O., 28-Dec. 4; (Aud) Canton 6-11; (Memorial Arena) Green Bay, Wis., 13-18. Ice Capades, 20th Edition: (PNE Forum) Vancouver, B. C., Dec. 1-10; (Arena) Victoria 12-17.

(Continued on page 66)

ROLLER RUMBLINGS

By AL SCHNEIDER

A NEW RUMBLE may be heard in roller skating soon—caused by the advent of power skating. After several years of development, motor-powered skates are shortly to be placed on the market by the Motorized Roller Skate Company of Detroit. The inventor is Antonio Pirrello, who has been working on the skates for some years. The company is now being incorporated, with Kenneth Secunda as secretary.

The Pirrello skate is powered by a one-horse power gasoline motor carried on the skater's back. Speeds up to 35 miles per hour may be obtained. The device in its experimental stage has received wide publicity in television and periodicals. The power skate is viewed as a competitor to the current fad of go-kart tracks by Kenneth Secunda, secretary of the company. Motorized skating has been presented on a competitive basis with go-karts at the 500 Junior Track in Northwestern Detroit with marked acceptance, he said. The new idea in skating was slated to appear in the televised Hudson Thanksgiving Day parade in Detroit. The company views the motorized skate as an answer to the transportation problem of college students, in place of cars. Another commercial development is expected to be the rental of them on an hourly basis, in place of bicycles. The unit is compact, so that three can be placed in a car trunk. Fueled by gasoline, it cannot be used for long periods indoors, but short demonstrations have been given in roller rinks. Secunda is developing a plan to

promote the motorized skate as a prize in roller rinks to stimulate business. The unit retails for \$249.50 and develops normal speeds up to 17 miles per hour, altho higher speeds are possible. Fuel is provided for a 30-mile run. The skates have rubber tires. It is said most standard skates can be converted to motor drive. The skates are to be promoted for use in exhibitions, races, derbies, rental operations, amusement parks and skating rinks.

Hackensack (N. J.) Arena, with 78 points, holds the team lead in inter-rink league roller racing in the America on Wheels chain. It was announced recently at AOW headquarters in Elizabeth, N. J. In close pursuit, with 74 points, is the Twin City Arena team of Elizabeth. Well down in the list are Boulevard Arena, Bayonne, N. J., 34 points; Florham Park (N. J.) Rink, a non-AOW rink participating in league action, 24; Mount Vernon (N. Y.) Arena, 20; Levittown (N. Y.) Arena, 12, and Capitol Arena, Trenton, N. J., 6.

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CARNIVAL CONFAB

PACIFIC & PHOENIX PATTEN: Art Frazier has renewed his ties with Siebrand Bros. Circus and Carnival for five more years as general representative. . . . Cecil (Peanuts) Kistler, who trouped with John A. Strong Circus last season, made the Arizona State Fair with Blash & Hilligoss. He worked one of the Funhouses. . . . Earl Salter, who was with the Siebrands for 22 years, did not troupe this year, but handled the billing in Phoenix for the State Fair. . . . Gene Love, food concessionaire, returned to his home in Rocky Comfort, Mo., following the close of the Arizona fair. . . . Harrauld Harper, and his wife, Betty, represented the Arizona State Fair at the Western Fairs Association convention held at the Disneyland Hotel in Anaheim, Calif. At the Arizona State Fair, Harper was the over-all co-ordinator assisting Charles Garland, secretary to the Fair Commission. The Harpers left following the fair for New Orleans on their way to the conventions in Chicago. . . . Emil Pallenberg left his game concession at the Arizona State Fair Sunday (6) for Hawaii to appear in the Wally Yee Circus with his Pallenberg Bears.

Katherine Turpin, of Kemp-Turpin Shows, in Missouri was with Bill Wolfson, who brought his candied apple concession down from Walla Walla for the Phoenix fair. . . . Her husband, John, assisted on one of the rides. . . . Ray and Alice Devaney, of the Alex Freedman Concessions, off to Rhode Island for a rest and a visit with relatives. It was his first visit to his native R. I. in eight years. . . . Eddie Maki was at the Arizona State Fair as right-hand man to Joe Blash, of Blash & Hilligoss. . . . Loren Towers, of Blash & Hilligoss, is not letting anyone forget that his offspring is a daughter and not a son as reported here previously. . . . Harry Lucas, veteran showman, was on the job with Siebrand Bros. . . . Harold Janoi, who had the riverboats, expects to become a father for the third time on November 21. . . . Fred Heitman returned to North Tonawanda, N. Y., to the Allan Herschell Company factory, where he is service manager. He was at the Arizona State Fair to assist E. D. McCrary in setting up and operating the Sky Wheel, the first made by his company.

Jack Bertolin had food concessions under the grandstand at the Arizona State event. . . . Evelyn Lantz, wife of Jimmy Lantz, formerly with Crafts Shows, suffered a broken bone in her foot recently when she tripped over a telephone cord in their San Fernando, Calif., home. Patsy Duran of the Crafts Shows is assisting Mr. Lantz with her household duties now that she is incapacitated. . . . Lee B. Smith is wintering in Long Beach, Calif., following a season on the road for Blash & Hilligoss. He ended the season at the State Fair in Phoenix. . . . Altho Norman Schue is in Alaska on a hunting trip, his Derby was booked on the Siebrand lot. . . . William R. Siebrand reported good business for his new Umbrella ride and the Scrambler. . . . Les and Vi Howells will winter near Phoenix as usual. They were with Warren and Flora McMensus, who had seven cookhouses and food stands, including peanuts, at Phoenix. Irene McSweyn cashiered in one and Dee Coleman in the other. . . . Lee Ritter winters in Phoenix after closing the bingo stands with Siebrand. . . . Joe Steinberg, who trekked with Foley & Burk Combined Shows but made the date in Phoenix, back in Los Angeles for the winter. *Sam Abbott*

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The Midwest Showmen's Association Auxiliary had its annual fried chicken dinner and giveaway party recently in its Minneapolis club-rooms. Awards were given as follows: Whitie Farcum, \$25 bond; H. L. Wallace, steam iron; Venatta Staley coffeemaker; Warren Fleming, steak knives; Dawmy Higgins, dinner ring; Blanche Litke, \$10; Harold Rector, pressure cooker; Bill Sparks, \$25 bond; Mrs. Allen Tapper, electric blanket; Jack Shore, portable mixer; Edna Ball, relish server; Ann Lehto, toaster; M. J. Paul, toaster; Mildred Yahr, \$25 bond; Mickey Collins, travel case; Bob Crumley, clock; Ray Downing, \$10; William T. Collins, lamp; Harvey Lee, kitchen linen; June Wilkerson, deep fryer; H. J. Tetreault, ring; Mrs. Lloyd Kilber, children's set; Beverly Gryz, cuckoo clock; Mrs. Henry Hingst, steam iron; Phillip Walsh, \$25 bond; Emerson Bennett, electric fryer; Mrs. Walt Duffy, cuckoo clock; Jerry Dixon, hair dryer; Evelyn Spence, coffee maker; Pearl Connolly, barbecue grill; Dorothy Keen, \$10; Leo Overland, \$25 bond; Gladys Edin, knife sharpener. Peggy Junkins won the sales award.

Brodbeck-Schrader Notes: B. Smitt passes on the word that the Kansas town of Kinsley perked up when the entire show returned there to its winter base. Equipment of Junior Schrader, Lionel Straite and Bill Woods all came in on the same day followed shortly by

Fred Howey's six trucks and concessions. . . . Winter quarters opened immediately and a skeleton crew will be on hand until the holidays. Considerable change in routing for '61 is planned. . . . Arnie Vomberg, son of Mr. and Mrs. Jack Vomberg, owners of Badger State Shows, was elected sheriff of the county and Leonard Carlson, local park ride owner, is undersheriff. . . . Bill Lee is in a veteran's hospital. . . . Billy Smith purchased a business of his own. . . . Steve Carbone, agent and assistant mailman of Brodbeck-Schrader, is back in school in Albuquerque. . . . Mary and Benny Reese celebrated their first anniversary. . . . Scheduled to arrive in Kinsley are Charlie Kieckhaefer and Dick Speth.

Bob Flannigan, who recently arrived back in the U. S. after working in Okinawa for 10 years, is seriously ill in Room 207, USAF Hospital, Travis, Calif., where his wife is at his side. . . . The Chicago chapter of Show Folks of America will hold its annual Christmas dinner and installation of officers on December 11 in the North Park Hotel. Entertainment is also planned. . . . Circus Leo, tattoo artist, has joined the Vancouver, B. C. Arcade operated by the O. K. Coin Machines. Leo was out with Playland Shows the past two seasons. . . . Columnist Jack Gordon, writing in The Fort Worth Press, recently acknowledged his first calendar of the season. It came from *(Continued on page 66)*

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FLASHBACKS: 10 Years Ago—Royal American Shows announced it would replace all regular fluorescent lights with slimline and install AB brakes on all cars of its train. . . . Les Springfield reported his retirement. . . . Bobby Cohn was named general agent for Mike Krekos' West Coast Exposition Shows. . . . State Fair of Texas awarded a long-term contract for rides and concessions to Joe Murphy, Jack Lindsey and Mrs. Margaret Pugh. . . . New members of the Showmen's League of America included Paul Huedepohl, Jack Reynolds, Erwin Weiner, Tom Jones and William J. Buras.

MIAMI POSTS ALLEN ATOP 1961 SLATE

Dodson Declines; Schreiber V.-P., 63 on Directors

MIAMI — A second vice-president is being jumped into the presidency of the Miami Showmen's Association next year, as Mel G. Dodson declined the nomination to the top position. Dodson, citing doctor's orders, withdrew from the slate and the board of directors made the necessary revisions, which included inserting Harry Schreiber as third vice-president. Also brought in were the names of 63 men as directors. Bernard (Bucky) Allen, concession manager for the World of Mirth Shows and current second vice-president, now heads the ticket. It has been posted and the new officers will take office after the annual banquet January 2. The slate is as follows:

Bernard Allen, president; Max Sharp, first vice-president; Newell Taylor, second vice-president; Harry Schreiber, third vice-president; Phil Cook, secretary, assisted by Dave E. Fineman; Alton Pierson, treasurer, assisted by William J. Tucker.

Club Honors Mel Dodson

Dodson, a popular club figure, was unanimously voted the recognition due to past presidents, including membership on the board of trustees and gold life membership card. He is retired after a long tenure in show business, during which he operated the Dodson's World's Fair Shows with his late brother, Guy.

On the nominating committee were Harry Modele, chairman; John Miller Sr., Jack Essner, Johnny Hoffman, Jimmy Essner, Burnam (Whitey) Pelley and Barney Tassell. Their suggestions for the board of directors were:

The seven nominating committee

Fair List Growing On Vivonas' Route

NEW YORK — Virtually all of the 1961 fair season is safely tucked away for Amusements of America, and three additional contracts are pending. John Vivona reported several building projects are scheduled for winter quarters in Sumter, S. C., where Tony Mason is in charge.

The show has signed Brockton, Mass., the fair which switched with success to a July 4 week this year; the Hammonton, N. J., Italian feast, always the week of July 16; Hughesville, Pa.; Hagerstown and Cumberland, Md.; Kutztown, Dallastown, Gilbert and Lehigh, Pa. (Labor Day); Frederick, Md.; Florence, Sumter, Lancaster and Charleston, S. C. It will split into two units for Dallastown and Gilbert, which coincide.

John (Tiny) Dempsey, builder, is creating 36 brand-new Ferris Wheel seats of steel and aluminum. When quarters start humming March 1 Pete Hendricks will overhaul the diesels and supervise the

building of 12 moderate-sized towers for back-end illumination. John Vivona said these will be easy to handle and cast plenty of light.

Mason is working on the truck fleet, most of which is in Sumter. Ten rides of the No. 2 unit are based in Irvington, N. J. Also in Sumter are Tarzan Banks, painter; Frank Peternel, carpenter, and Herb Rogers, assistant scenic artist. The projects will also see the Roll-o-Plane reworked, with new tubs built in quarters. Last year the show, with Stacy Johnson on hand, built a large new Dark Ride on the road.

The office wagon will be turned over to Babe Vivona for the No. 2 unit and a new one will be constructed for the main show. While most equipment is stored, a Ferris Wheel and Tilt-a-Whirl are working atop Burdine's store roof in Miami, for Eddie Riechert.

Troupers Set Winter Events

LOS ANGELES — Regular Associated Troupers will hold its annual banquet and ball again at Larry Potter's Supper Club in North Hollywood the night of January 3. Cocktails will be served from 6 to 8:30 p.m. with the dinner starting at 8:30.

The winter schedule started Thursday (17) with the Homecoming Party and Chuck Wagon Dinner in the clubrooms. Other events include a Hobo Party, December 1; election of officers, December 8; regular meeting and special party, December 15, and Christmas Party on December 22 at which time gifts for underprivileged children will be accepted.

Officers for 1961 will be installed on December 29 with the New Year's Party on December 31.

RIDES FOR SALE

- ★ 7-CAR TILT, factory rebuilt and new paint.
- ★ TWO-ABREAST MERRY-GO-ROUND, new in 1957.
- ★ #5 BIG ELI WHEEL, new in 1957.

ALSO SEVERAL RIDE ENGINES AND ELECTRIC MOTORS—ALL H.P.

YOU CAN INSPECT THESE A-1 RIDES

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WE CAN PLACE SEVERAL GOOD, CLEAN, ENTERTAINING SHOWS FOR 1961. GREATEST PROVEN MONEY-MAKING ROUTES IN THE U. S. MAKE PLANS EARLY.

ALL SHOWS MUST BE FIRST CLASS. HAVE OWN EQUIPMENT, SELF-TRANSPORTED.

ALWAYS LOOKING FOR NEW IDEAS IN SHOWS

ATTENTION!

RIDE OPERATORS—CONCESSIONAIRES—SHOWMEN

CHOICE SPACE AVAILABLE—CONEY ISLAND, N. Y.

50,000,000 VISITORS ANNUALLY

Top Corner Location Available for SCOOTER RIDE. (Year-round operation.) RIDE must have Modern Cars and all-round GOOD FLASH. This location can be used for any SIMILAR RIDE or SHOW requiring 50'x100' Space. Percentage or Flat Rental.

WORLD'S BEST SPOT FOR A SKY WHEEL! AND ADDITIONAL SPACE AVAILABLE FOR OTHER MAJOR RIDES. Must be outstanding and attractive and proven money-makers. Percentage or Flat Rental.

TERRIFIC OPPORTUNITIES FOR ALL TYPES OF CONCESSIONS Games, Food & Drink, Age & Scales, Floss, Candy, etc., and Merchandising Concessions of all kinds. What Have You?

WRITE—WIRE—PHONE

DAVID ROSEN

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ESplanade 2-2178

Siebrands Click Big At Ariz. State Fair

PHOENIX, Ariz. — Siebrand Bros. Circus and Carnival had its biggest opening day during its four years at the Arizona State Fair and the gross was reliably reported to have been 32 per cent over 1959.

Also the lot was moved, the new site proved a money-maker, giving the show more space both in width and length. Despite the increased area, the record crowds on the first weekend jammed the midway to such extent that both rides and game concessions suffered.

The layout included 20 major and 10 kid rides along with the first Sky Wheel made by Allan Herschell Company. Spotted near the end of the lot, the ride was operated by E. D. McCrary of the Twentieth Century Rides, Inc.

The show had its strongest back end since it started on its four consecutive years of playing this midway. Shows included Pete Kortez' Side Show, Harry Clark and his hippo, Jack Gordon's snake and Blash & Hilligoss Glass and Funhouses and two other shows.

Siebrand, in addition to furnishing the midway, supplied the big top, 580 by 100 feet, used for the Merchandise Mart on the independent midway, and booked the free grandstand show. Excluded in the deal, however, was the appearance of Ginny Tiu and her brother and sisters, which the fair bought direct. The show featured Wilder Brothers, Don Rice, Kayletta, Four Step Brothers, Cliff Henry's chimps, Tony Madison's dogs, and Willie Keo.

Bill Postelwaite Buys W. O. King Ride Unit

DETROIT — William Postelwaite, veteran carnival operator, has bought the equipment of the Deluxe Ride Company from W. O. King, head of King Amusement Company of Mount Clemens, Mich.

Postelwaite has managed the Deluxe operation for the past five years, owning the show title, but leasing the equipment from King.

Two other show units were operated for a time under the Deluxe banner, but the No. 2 unit was changed in 1959 to the King Exposition Shows, under the management of W. O. King Jr.

Postelwaite's purchase includes six 1960 rides—Merry-Go-Round, Frolic and four kiddie rides—Combination, Boat, Jet Fighter and Horse and Buggy. He also bought

the four-unit 60-kw. gasoline-powered electric plant and spotlights. Postelwaite is also negotiating for acquisition of a new Ferris Wheel and two other rides in the spring. Equipment has been stored at winter quarters at Cadillac, Mich., following repainting, continuing his colors of blue and white.

Deluxe will play mostly shopping centers and sponsored stands in Michigan next summer, Postelwaite said. The unit will include rides only, except for the popcorn and cotton candy concessions, which he also owns.

Postelwaite is back at his home after a deer hunting expedition to Manistee, Mich. Reported he saw plenty of deer at night, but did not get his buck.

Pat Marco Elected Prez Of Toronto SLA Branch

TORONTO — Pat Marco has been named president of the Ontario Branch of the Showmen's League of America, succeeding J. W. (Patty) Conklin in the top position. Conklin was the first president

of the organization, which is a branch of the Chicago club.

E. H. Brown was named first vice-president; Howard Jones, second vice-president; J. P. (Jimmy) Sullivan, third vice-president; Kin Rifkin, treasurer; M. N. (Neil) Webb, secretary, and Harry Shore, recording secretary.

The club will hold its annual banquet and ball on Monday evening, November 28, in the King Edward Hotel Paul Olson, current president of the parent organization, will be on hand.

The banquet will be held during the annual meeting of the Canadian Association of Exhibitions, which will be in the Lord Simcoe Hotel November 28 and 29.

Strates Show Retains Fair In Athens, Ga.

NEW YORK — The fair in Athens, Ga., will be played again by the James E. Strates Shows, after an earlier report that it vacated the late-fall date in booking Rock Hill, S. C.

Athens ran longer than a week this year. In 1961 it will run the week of October 30 to November 4. In this way, general agent Allen Tavers announced here, the railroad show will play successive full-week fairs as follows, after Raleigh, N. C.: Rock Hill, S. C., Athens, then Albany, Ga.

Detroit Fem Club Installs Jan. 14

DETROIT—The Ladies' Auxiliary of the Michigan Showmen's Association has scheduled its annual installation banquet for Saturday, January 14, at the Hotel Pick-

Powelson Adds Three '61 Fairs

COSHOCTON, O. — Powelson Amusements, Inc., recently booked three Ohio 1961 fairs, Richard (Dick) Criley, general agent, disclosed.

Set for next year are the Gallia County Fair, Gallipolis; Summit County Junior Fair, Tallmadge, and the Wood County Fair, Bowling Green.

Fort Shelby, according to Edna Burd, secretary. The banquet will be the kick-off event for the annual convention of the Michigan Association of Fairs, to be held for the three following days.

MIAMI SHOWMEN'S ASSOCIATION

17th ANNUAL BANQUET & BALL

JANUARY 2, 1961
 FONTAINEBLEAU HOTEL
 MIAMI BEACH, FLORIDA

THE FAMOUS
 LA RONDE ROOM

ALL-STAR SHOW, DINNER & DANCE

Please make reservations early

BANQUET COMMITTEE

MAX SHARP, Chairman, NATE FARBER, Co-Chairman
 SY DANIELS, LEW LANGE, JACK WEISS

SCHAFER 20TH CENTURY SHOWS

WANT FOR THE COMING SEASON, COMMENCING IN JUNE

Good Shows, capable of getting money on a good Fair Route. Will finance building Shows if you are capable of handling. Will book Penny Arcade, Diggers. Some Concessions open.

Want good Foremen for late model rides, who know how to take care of them. Salary to your satisfaction if you can produce.

WILL BE AT THE CHICAGO CONVENTION OR CONTACT

W. A. SCHAFER, MGR.

731 Parkwood Dr., Dallas, Texas.

ALL THIS WEEK

Jay Cee's Festival-Soldier's Payday, Ft. Stewart, Ludowice, Ga. Followed by Peanut Festival, Waycross, Ga. Then Florida for all winter's work.

CONCESSIONS: Want Cookhouse, Popcorn, Candy Apples, Floss, French Fries and Hanky Panks.

Will Buy Octopus in good condition.

Write or Wire
ROX GATTO
 Ludowice, Ga.

ATTENTION, FAIR SECRETARIES of Maryland and Virginia

Try us for your 1961 Carnival needs. No Fair too big or too small. New ideas, new rides featuring a real traveling Kiddieland and Bozo the Clown to entertain your patrons at no cost to you. This is a clean family show. Act now, get the best.

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FOR SALE OR TRADE

1956 Spinaroo, 1955 Round-Up. Both in perfect shape. Also 1959 Funhouse.

ROD LINK
 Sherman Hotel, Chicago, Ill., Nov. 26-30; then 7931 S.W. 16th St. Miami 55, Fla.

FOLEY and BURK COMBINED SHOWS

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18-Car CATERPILLAR, completely overhauled, new tunnel, all new cables, new catwalks, new aristolite bally, large fluorescent floodlights.

LIGHT PLANT—CATERPILLAR DIESEL, 75 kw., just completely overhauled. Special-built semi, opens all sides. Perfect condition.

HERSCHELL MERRY-GO-ROUND: 2 abreast, horses solid but need repairs, painting. No top; loaded in semi; electric motor. Good buy if you have time to do some work.

WILL BE AT THE SHERMAN HOTEL, CHICAGO, Sunday, November 27; Wednesday, November 30.

J. L. KEEF
 Phone: CH 2-9913
 BOX 201 VALDOSTA, GA.

PETER PAUL AMUSEMENT

This week, Sanford, Fla. Will book Pitch-Till-You-Win, Cork Gallery, Set Spindle, Novelties, any Prize-Every-Time Concessions and Diggers. Also can use Glass Pitch. Want any family-type Shows. Would like to book or lease low coaster with transportation for season with option to buy.

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WANTED TO BUY SCRAMBLER

Late model. Complete for cash.

J. A. BLASH
 2805 Peyton Road, La Verne, Calif.

FOR SALE

One No. 12 Ell Wheel; one Allan Herschell 36-foot two-abreast Merry-Go-Round, 1949 model. Both priced to sell and in excellent condition. Contact **G. S. McLaughlin** at The Billboard's Hotel Sherman Servicenter at the Chicago convention, November 27-30, or at 9258 Trumbull, Evergreen Park, Ill.

WANTED TO BUY FLYING SCOOTER

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 Tubs not necessary
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CLUB ACTIVITIES

National Showmen's Association

NEW YORK — The annual memorial services and open house were managed excellently this season. On Tuesday night (22) the club had its rites upstairs, then the members and many friends adjoined to the main hall for a roast chicken plate with all the trimmings.

The tables were cleared in quick order and the annual drawing was then conducted. In all, the night's activities were timed well and with a minimum of inconvenience.

Louis D. King, chaplain, supervised the services, at which candles were lit for the following members of the parent association and its Ladies' Auxiliary: Sol Nuger, John (Duke) De Noia, Edward Sanseverino Jr., Louis Kaufman, Herman Moskowitz, John C. Cantoli, Jack Stern, Dave Solti, Jack J. Perry, Isidor Biscow, Edward Cohen, Kate Benet Vessely, Vergie Everett, Irene Gilles and Dolly U. Bender.

Dr. Allen E. Claxton, of Broadway Temple Methodist Church, offered a Catholic liturgy and delivered the principal address. Also speaking was Rabbi Samuel, director of the Maspeth Jewish Center. King delivered the invocation, memorial tribute and closing remarks. Max and Jane Tubis called the roll of those departed, Joe Basile's

buglers played taps, and vocal numbers were offered by the Broadway Temple Quartet. Catherine Camin read the benediction.

Committeemen for both affairs came in for praise during the night, which started on time and moved efficiently. A women's committee did the serving work. More than 200 persons turned out.

At the season's second meeting there were 211 persons in attendance and Bernard (Bucky) Allen presided. Several additional fund-raising results were announced, including \$932 from Pete Norman for Happyland Shows, over \$1,000 coming from Jimmy Stabile; \$504 from Blackie (Salami Sam) Camerota for Smiley's Amusements, and \$271 from Harry Weiss, raised at a Cetlin & Wilson Shows jamboree in Jacksonville, Fla.

Greater Tampa Showmen's Association

TAMPA — President Richard Gilsdorf called the first regular meeting to order with 182 present. Also present were Roland Page, second vice-president; Jack Flynn, third vice-president, and Harry Julius, treasurer. H. Jacobson was elected secretary to fill the vacancy left by the death of Vernon Korhn.

A total of 50 new members were added to the rolls. Various chairmen appointed included Maury Brod, house; Ernie Wenzik, sergeant at arms; C. J. Sedlmayr Jr., cemetery; Jack Wright, press; William Stophel, sick and burial and chaplain; Harry Julius, cocktail bar and lounge; Harry (Irish) Gaughan, Christmas party; O. J. (Whitey) Weiss, welfare; Rene Zacchini, entertainment; Chet Fowler, outdoor events; Ben Gibson, reception; Harry Julius, banquet and ball; Eddie Zacchini, New Year's Eve party; Joseph Sciortino, membership, and Eddie LeMay, advisory council. George Leonard was named editor of the year book.

Membership was saddened by the death of Sammy Smith, who was trainmaster on several shows. He died November 12 and was buried November 15 in Showmen's Rest in Tampa.

Howard Piercy, ailing for several months, was able to attend the meeting. Earl Newberry still confined in St. Vincent's Hospital, Jacksonville, Fla.—J. D. Wright Jr.

Ladies' Auxiliary

TAMPA—The first meeting of the season was called to order by President Egle Sedlmayr. Chaplain Ella Stophel delivered the invocation.

Juanita Strousburg reported for the membership committee and Flo Venner for ways and means. Theme of the December 10-11 bazaar will be "China Town." Ella Stophel reported Elsie Owens and Lucille Marks on the sick list.

The clubhouse has a new kitchen as the result of work by Bertie Perrot and her committee. Isis Caughy, president of the Clover Garden Club, asked for magazines for the Drew Park Home for Retarded Children. The Auxiliary's bowling league is in full swing with eight teams.

Esther Groscurth will represent the club at the installation of Caravans and Egle Sedlmayr at the Showmen's League Auxiliary doings, both in Chicago.

Ruth Grimsol, sergeant at arms, announced 136 members were present. **FRANCINE JONES**

Miami Showmen's Association

MIAMI — Club finances are in very good shape, it was announced at the November 14 meeting by Bill Cowan, finance chairman. Other committee reports included the statement by Whitey Tara, chairman, and Charley Wright, co-

TUBIS LIKES CUFFLINKS—LACKS CUFFS

NEW YORK — The biggest bellylaugh in years livened the NSA testimonial last week when President Max Tubis was given a costly set of cufflinks. He announced, "Thank you, but I got a beef."

He pulled off his jacket and elevated a bare left arm. "I haven't owned a shirt with sleeves for the last 40 years," he said, and brought the house down. Emsee Lou Nelson picked up the subject later in the night when he suggested that Tubis pierce his wrists. "I'll consider it," was the answer.

Concession Ops Get Brisk Biz At Phoenix

PHOENIX, Ariz. — Concessionaires at the Arizona State Fair did record business as the event set a new attendance mark of 311,738 during the 10-day run.

Alex Freedman had the novelty contract for the 13th consecutive year and reported that his business was "most satisfactory." A change in the arrangement of stands, removing them from the Avenue of Flags, curtailed some sales during the first weekend when the fair had a new high for the opening day, Friday (4).

Warren and Flora McMenus had seven stands including two sit-down food concessions. He said that the increase in attendance was reflected in his business.

Ed and Bert Lang again had the baby stroller and wheel chair service under their title of Mom's Aid. On the first Saturday and Sunday (5-6), there were waiting lines at both stands.

One of the picturesque and colorful concessions on the independent midway was the Gingerbread Shop of Bob and Betty Chapman. They specialize in hot gingerbread and pineapple upside down cake, baked in their ovens in the A-framed, gaily decorated trailer. Business was reported as "brisk."

Gene Love had two sit-down eating stands on the Siebrand Bros. Circus & Carnival midway. In addition to these, Love did good business at 16 other stands with ice cream, soft drinks and other items.

chairman, that 585 pints are credited to the blood bank.

Yearbook progress shows more than \$6,000 raised up to meeting time. Harry Schreiber is chairman and Newell Taylor, co-chairman. Joe Ross, entertainment chairman, said plans are complete for every-Saturday dances at the club. Sydney Daniels and Willie Lish are chairman of the annual Christmas party at which many children are royally treated. Christmas baskets will again be distributed to needy families of Dade County.

Midwest Showmen's Association

Ladies' Auxiliary MINNEAPOLIS — Elected to membership at the recent meeting were Flo Nachicas, Dorothy Reiter, Lela Hickman, Flo Grant, Betty Bellows and Ginger L. Murray.

Ben Blikas, husband of Elsie, is in Doctors' Hospital, Omaha. It was suggested that the Christmas baskets go to Indian relief in the Twin City area. Gloria Fechter was named chairman, assisted by Marge Duffy.

CARNIVAL CONFAB

Continued from page 64

Bill Hames Shows and Gordon wondered what became of the girls. The '61 calendar is decorated with monkeys.

George Davis writes from Aransas Pass, Tex., that Howard Deason will work the town for a 12-day run on a special event by the Elks and merchants. . . . Howard and Frank Deason, Tim Eastman and Ed Hall all report a good season in Texas and New Mexico. . . . Bill Gunner, who was out with Bob Hammond, is back in Aransas Pass with a new trailer. . . . Pistol Pete is another returnee. . . . Cora Suggart, wife of Star Suggart, is in a Corpus Christi hospital. . . . Mrs. Irene Elssosser would like to receive mail from Herman Elssosser.

Charlie Byrnes

Al Zeller and son, concessionaires, recently closed their season in Georgia. . . . Prof. J. Wesley Blair, magician, recently closed with the Thomas Joyland Shows and returned to his home in Parkersburg, W. Va. Shortly after he entered St. Joseph Hospital. He would like mail from friends. . . . F. O. (Tarzan) Banks, painter and operator of the Unusual World and Old Red Barn attractions on Amusements of America, was rushed to a hospital in Sumter, S. C., recently for several blood transfusions, to be followed by two operations. He would like to hear from friends.

Al Schneider

Leo Bistany went to Nassau, B. W. I., on business. He may again operate a midway there. . . . Sam Goldstein made the first meeting in Miami, then went back to Southeast Tuberculosis Hospital, Lantana, Fla. He expects to be fully recovered in four to five months. . . . Aaron Hymes is back North after closing his fair season in Jacksonville, Fla., where business wasn't bad, he said. . . . Sol Cook will get his gold membership card in Miami for membership recruiting. (Brother Phil was a big help.)

It's a girl for Hy and Adele Stein, born November 8 in Tampa. . . .

Kunz Signs Seven Fairs; '60 Up 10%

NORTH BIRMINGHAM, Ala. —Heth Shows have already signed seven fairs for 1961, Al Kunz, owner-manager, announced here at his winter base.

Signed last week were the Mississippi-Alabama Fair, Meridian, Miss.; Coosa Valley Fair, Rome, Ga., and the West Tennessee Fair, Jackson. As announced earlier, the show will return in 1961 to fairs at Springfield, Mo.; Huntsville, Ala.; Laurel, Miss., and Peoria, Ill.

The show ended in good shape and had the best season since Kunz assumed ownership. New records were chalked up at Rome, Ga.; Mobile, Ala.; Laurel and Meridian, Miss.; Springfield, Mo., and Jackson, Tenn., he disclosed.

The season produced a 10 per cent increase in over-all gross, much of this attributed to the greater earning power among the rides and shows.

The Heth Shows came off the road from Augusta, Ga., and the Space Wheels joined after closing at Dallas. Kunz has stored his 50 tractor-trailer units under roof in a large building in the city of Birmingham, but will retain his winter headquarters here in North Birmingham.

Martin (Slim) Barry, former concessionaire, died November 18 and was buried at Showmen's Rest, Miami, with about 150 persons attending the rites. . . . Nat Golden is in Mount Sinai Hospital, Miami Beach, and Rich Bill Norton is in Veterans' Hospital, Coral Gables, Fla. . . . Butch Plas is seriously ill at Parakeet Trailer Park, Jacksonville, Fla. . . . Johnny Vivona has joined the ranks of Miami homeowners.

Out-of-towners at the New York open house included Morris Levy, of the Bill Lynch Shows of Canada, and Frankie Allen, president of the New England Showmen's Association. . . . There were some award books left over before the prizes were given but these were sold quickly by John Weisman, the club's chief "dingmeister." Frankie Schillizzi, long on the World of Mirth, did more hop-scoching this year than ever. . . . Dotty Anderson sported a soft scoop hat in New York. Just the thing for the road, she quipped.

Col. Art Lewis is going out with Amusements of America again as business manager, Johnny Vivona reports, as are Joe Ross, lot superintendent, and Al Dorso with his bingo and cookhouse. . . . Big Al Howard was making it to Chicago again without a reservation, trust-in fate. One way or another he's always found a berth at the Sherman. . . . Mrs. Grais Nelson, mother of Lloyd G. Johnston (photography joint), is critically ill in Minneapolis. *Irwin Kirby*

Final Curtain

Continued from page 63

and his wife, Ruby, managed the Plaza Hotel there. Also surviving are two stepdaughters. Services and burial were November 25.

BIRTHS

SHAFFER—A daughter, Julie Ann, November 20 in Franklin, Ind., to Melvin and Lola Shaffer. Father is a girl show operator on Blue Grass Shows.

STEIN—A daughter, Loretta Valerie, November 8 in Tampa to Hy and Adele Stein. Father operates mechanical shows on fairs and shopping center lots, in the East and on the Canadian "A" circuit of fairs.

Ice Shows

Continued from page 63

Ice Capades, 21st Edition: (Coliseum) Springfield, Mass., 28-Dec. 4; (War Memorial) Rochester, N. Y., 6-11; (Coliseum) Charlotte, N. C., 13-18.

Shipstads & Johnson's Ice Follies of 1961: (Sports Arena) Hershey, Pa., 28-Dec. 3; (Arena) New Haven, Conn., 4-11.

Miscellaneous

Kriel's Kats & Klowns: Evanston, Ill., 28-Dec. 5.

Paige, Kiki: (Bimbo's 365) 28-30. Sun Players: Danville, Ky., 28-30.

Legitimate Shows

Music Man: (Music Hall) Kansas City, Mo., 28-Dec. 3; (Forum) Wichita, Kan., 5-10.

RIDES FOR SALE

12 Car Bumper Car, good.....	\$12,500
3 Ell No. 5, 5500.....	7,500
1 Ell No. 16, like new.....	10,500
1 32 Ft. 2-Abreast Spillman.....	5,000
1 36 Ft. 2-Abreast Allan Herschell, new top.....	9,000
1 42 Ft. 3-Abreast Spillman, like new.....	10,000
1 Sea Cruise with Transportation.....	7,500
2 Sunshine Choo Choo, 900....	1,000

Also Complete Kiddie Park

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1814 Third Ave., Rock Island, Ill.
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Will be in Chicago November 29 and 30. Leave word at Billboard Booth.

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DROP FRAME VAN

32 ft. Side Door, single axle. Good condition. Chev. Tractor, low mileage. Old but mechanically perfect. \$1,975 outfit. Will be at Chicago Convention.

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Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

WINKING DOLL



A stuffed, plush toy doll that has clinging arms. It winks and blinks its magic eyes. The item is 12 inches tall. Retail at \$2.98. — Ace Toy Company, 536 Broadway, New York.

AUTO ENGINE

Four different types of model automobile motors that are assembled by the purchaser. Each retails at \$2.98. Included are the Chevrolet V-8, stock engine, drag strip engine, competition engine. Parts are interchangeable.—Monogram Models, Inc., Chicago 32.

SPACE HELMET



Space helmet is made of white plastic. Equipped with a lift-up transparent plastic face shield, movable bar that clamps the shield into place and a microphone with voice vibrator. Has official Air Force emblem. Adjusts to fit all head sizes. Retail at \$3.98.—Ideal Toy Corporation, 200 Fifth, New York 10.

LUNCH BOXES

For all ages. Hopalong Cassidy themed for the little cowboy; Zorro, Disneyland, Steve Canyon, Gunsmoke, etc. Brightly colored.—Aladdin Industries, 703 Murfreesboro, Nashville.

FOUNTAIN PLANTER

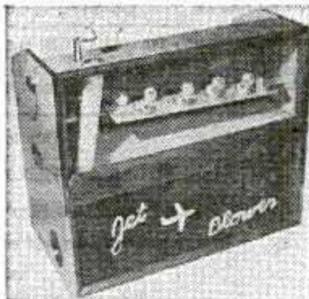


Indoor-outdoor fountain planters. Complete unit. Has all necessary fittings. Same water is used again and again. Made of laminated plastic. Available in white, black, turquoise and coral, with shiny gold inlay.—General Plastics Corporation, 2260 Centinela Avenue, Los Angeles 64.

LADDER

Aluminum ladder with many safety features for use in the home. Tubular safety rail frames come in four, five and six-foot sizes. Retail at \$9.95 and up.—R. D. Werner, Greenville, Fla.

GAME BLOWER



Portable, electric bingo blower complete with ping pong balls. For use in the home. Full instructions included. — Lipka Manufacturing Company, 617 East 11th Street, New York 9.

SHOO-FLY

Made of plastic. Has ducks on either side. Safety belt, tray, play beads and combination rocker and floating spring action.—Delphos Bending Company, Delphos, O.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

XMAS SPECIAL

5 LADIES' & GENTLEMEN'S Wrist Watches
ELGIN, BULOVA, BENRUS, GRUEN
1961 Styles
Guar. Like New
\$32.95

Sample 7-J, \$7.95
15-J \$9.95 17-J \$10.95
21-J \$12.95 ea.
Write for price list.
JACK JOSEPH
(Southern Watch Co.)
So. Wabash
Chicago 3

ALUMINUM XMAS TREE

\$4.90 Each
6 1/2 foot
complete with stand
46 TRIPLE LOCK FRINGE BRANCHES
25% Dep., Bal. C.O.D., F.O.B. Chi.
J & N COOK, Inc. 763 W. Taylor
Chicago 7, Ill.
Operated & Managed by Jim & Nat Cook. Our only location.
GIVE TO DAVID RUNYON CANCER FUND

CHRISTMAS MERCHANDISE

22" Santa . . . \$10.80 dz.
24" Reindeer . . . 7.20 dz.
Dept. Store Santa 4.00 dz.

36 Asstd. Toys only \$22 FOB.

24" Clown Doll bagged. Stiff-like turn head plush. Rooted Hair Dancing Dolls. **50c** ea.

36 Asstd. Toys only \$18 FOB.

Giant 36" Reindeer. Big, Big Comic Tiger. Giant 22" TV Dog. 34" Taffeta Clown Doll. **\$1.00** ea.

24 Big, Big Toys only \$24 FOB.

Boy on Bike with Bell. Dept. Store Santa. Santa on Bike with Bell. **33c** ea.

40 Asstd. Action Toys, \$20 FOB or \$36 per gross—FANTASTIC.

FREE CATALOG—1,000 New Toys—Push, Friction, Mech. & Battery. COMMISSION REPS WANTED.

ACE TOY 836A Broadway N. Y. C. WO 6-5627

A BORN PUBLICITY MAN

Young Idea man, live wire, likes to travel, to publicize a nationally known food product. Write for interview, enclosing resume, Personnel Department, Gray & Rogers, 12 S. 12th Street, Philadelphia 7, Pa.

SEND FOR New CATALOG

OUR GREATEST LINE OF SENSATIONAL PROFIT MAKERS.

WATCHES
PREMIUMS
PROMOTIONS
NOVELTIES
COSTUME JEWELRY

WRITE TODAY

CEL-MAX, Inc.
582 SOUTH MAIN
MEMPHIS, TENN.

DIRECT FROM Costume Jewelry Manufacturer

JEWELRY FOR GRAB BAGS
Beautiful, stylish Rhinestone Necklaces, Bracelets, Rings.

TERRIFIC FLASH
Real Jewelry. No Gum.
Guaranteed \$1.00 Retailers.
Dozens of Styles. Immediate Delivery.
Only \$18.00 per gross.

Other Sensational Values Doz.
Miracle Prayer Crosses, boxed . . . \$3.50
Men's 3-Rhinestone Rings, boxed . . . 2.00
Ladies' Bridal Ring Set, individual boxed 3.00
Deluxe Hollywood Styled Earrings 3.00
Scatter Pins, boxed . . . 3.00
Necklace Earring Sets, boxed . . . 6.00
Necklace, Bracelet & Earring Sets, boxed . . . 9.00

SEND FOR FREE CATALOG
48 illus. Pages. 25% Dep. on C.O.D.'s.
PACKARD JEWELRY CO.
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

GIGANTIC PROFITS

New Tarnish Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliance! In Natural Gold Color—or White!

1/2 Ct. Sim. Diamond Gr. Min. order 1 Gross
Also same ring in 1 Ct. center. Gr.
Complete line of other stones!

Send **\$2.00** for complete Sample Line and Catalog.

STERLING JEWELERS, INC.
1978 E. Main St. Columbus, Ohio

WORLD'S GREATEST HEARING AID VALUES!

The Sensational New **Toshiba** 4-TRANSISTOR HEARING AIDS

Special Introductory Money-Saving Offer! Limited Time Only!

List Price \$34.95 **29⁹⁵** MODEL THA-1001
With Battery, Earphone, Case

Engineered by the world's largest manufacturer of transistors. Endorsed by leading audiology specialists. Lowest maintenance costs . . . uses one low cost penlite battery. Check these super-quality performance features . . . found only on the most expensive hearing aids.

- 4 QUALITY TRANSISTORS
- SENSITIVE MICROPHONE
- TELEPHONE SWITCH
- 2 POSITION TONE CONTROL
- 10 VOLUME SETTINGS
- 3 EAR INSERT SIZES

DELUXE MODEL THA-1004 List 54.95 **44⁹⁵**
With 2 position tone control, 10 assorted contour-fit earmolds and super-sensitive earphone.

SUPER MODEL THA-1002 List 74.95 **59⁹⁵**
With 3 position tone control, 10 assorted contour-fit earmolds, super sensitive earphone, Jewel case.

SOLD WITH A 10 DAY MONEY BACK GUARANTEE!

MAIL TODAY!
Share In The Big Introductory Savings

ELECTROPHONE CORP., DEPT. B,
1133 BROADWAY, NEW YORK 10, N. Y.
Enclosed is my payment for the Toshiba Hearing Aid checked. It is understood that my money will be refunded in full if returned within 10 days. We pay postage.

\$29.95 MODEL THA-1001 \$44.95 MODEL THA-1004 \$59.95 MODEL THA-1002

NAME _____
ADDRESS _____
CITY _____ STATE _____

Nationally Advertised

FREE with your order for 6 watches

GENUINE DIAMOND In the Rough NECKLACE
Hand set—24 karat gold-plated chain. Limited time only

MEN'S and WOMEN'S NEW STYLE WATCHES

Special 6 for **\$39.50** | Choice Lot 6 for **\$40**

New Cases! New Faces! All Standard Brands. Rebuilt to run like new! Complete with expansion bands. 25% cash with order—balance C.O.D.

WEINMAN'S
162 S. Main St. Memphis, Tennessee

SPECIAL CLOSEOUT!

BOXED CROSSES— **\$12.00** DOZEN
Reg. \$24.00 Doz.—NOW . . .

- Diamond set gold filled.
- Diamond set sterling silver.
- Cloisonne finish yellow silver.
- Gold filled.
- Two-tone gold filled.

ASSORTED STYLES TO A DOZEN.

Send for latest FREE Catalog and information on SPECIAL SPINDLE DEAL

Frisco Pete Enterprises, Inc.
2048 W. NORTH AVE. CHICAGO 47, ILLINOIS EVERGLADE 4-0244

BUYERS' GUIDE

Gellman BROS.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Messocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

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

PARTY FAVORS
FOR ALL OCCASIONS
HALLOWEEN—NEW YEAR'S
ST. PATRICK'S

FREE 2 NEW 1960 ILLUS. PARTY FAVOR & DECORATION CAT.

SENSATIONAL OFFER
#5901—26 pc. Xmas dimen. decor. paper kit. Signs, Santa Faces, Red Bells, Trees, Tissue Santas, etc. Ideal for Stores and Home decor. Sample—\$6.30 per kit. DOZ. LOTS—\$5.25 each kit. 25% Dep., Bal. C.O.D., F.O.B. Chl.

RODIN NOVELTY CO.
1102 W. Washington Blvd. Chicago 7, Ill. Phone: CH 3-8080

CORRECTION! !
Due to an error in type-setting, the incorrect price was used on the Chas Shear ad on page 84 of the Nov. 21, 1960 issue. It should have read as follows:

REINDEERS
w/Bow Tie & Squawker
19" Deer. \$4.80 dz.
25% dep. with all orders.
FREE XMAS LIST

Also Write for Free Price List of Complete Carnival Line, Novelties, Hats, etc.

CHARLES SHEAR, Inc.
150 Park Row New York 7, N. Y.

PIPES FOR DEMONSTRATORS ENGRAVERS

PITCHMEN

AFTER . . .
eight days of good business at the recent Dairy Cattle Congress in Waterloo, Ia., pitch folks took time out on the final night to frolic at the local Kit Kat Club, writes James E. Miller. Among those noted at the club were Mr. and Mrs. Jack Flowers, Al Miller, Mr. and Mrs. Charlie Halligan, Agnes Kelly, Mr. and Mrs. Billy Newcomb, Mr. and Mrs. Bob McDonald, Chet Marine, Mr. and Mrs. Al Waliene, Mr. and Mrs. Joe Kloss, Mr. and Mrs. Solly Fields, Arthur Mace and Jubilee Jones. Others who worked the cattle show included Gaby Fields, Mrs. Pete Ramsey, Mr. and Mrs. Sinderson, Mr. and Mrs. Ralph Redden, Viola Glenn, Gladys Wilson, Mr. and Mrs. Mike Gunn, Mr. and Mrs. Jack Walsh, Irving Isenberg, Danty Barbario, Joe Becket, Mr. and Mrs. Teddy Jones, Rocky Harris, Ray Jacobs, Mr. and Mrs. John Morton, Mr. and Mrs. Ascher and Ray

Jenson and family. "Not a j.o.l in the entire list," Miller comments. Visiting the show were Art Nelson and Tony Tracer, the latter en route to Mexico for the winter.

DISILLUSIONED . . .
over the problems involved in handling the advance promotion of shows, Eddie Diebold plans to return to his San Diego, Calif., diggings following a December 10 promotion in Gary, Ind. Previously Diebold had put in four and a half years in the Harbor of the Sun City as an advertising salesman after many years on the road. His EWD Advertising Company will headquarter at 255-7 Spreckels Building in the Western city. "It will sure be good to be back with old friends like Helen Gagen; Doc, Irv and Ruth Livingston; the Griffiths, and my old friend, Bill Crosby, who just moved to San Diego from Cleveland," writes Diebold.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

TIP BOOKS
BASEBALL BOOKS
at very, very reasonable prices. Phone Wheeling—CEDAR 34282

Columbia Sales Co.
302 Main St. Wheeling, W. Va.

FREE! CATALOG ADULT GAMES

JAR TICKETS

- MATCH-PAKS
- TIP BOOKS
- SALESBOARDS
- PUSH CARDS
- BINGO and CASINO EQUIPMENT
- Complete Supplies

ACE GAMES Manufacturing Company
2241 So. Indiana Ave. Chicago 16, Illinois

You Can't Beat BRODY For Merchandise 1960 CATALOG

72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY ITEMS. Send for FREE COPY.

Just Out
WRITE FOR NEW 1960 CHRISTMAS AND NEW YEAR'S MERCHANDISE FLYER.

M. K. Brody & Co., Inc.
914 S. Halsted Chicago 7, Illinois
L. D. Phone: MONROE 6-9520-9524
—In Business in Chicago for 46 years—
Open Sundays till 1 p.m.
VISIT OUR SHOWROOMS

SPECIAL WATCH SALE

FREE WATCH with order of 12.

6 Ass'd Watches
Wlains, Bulovas, Gruens, etc.

\$39.45

Rebuilt, guaranteed like new—in BRAND NEW 1961 style cases. Expansion band included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.

SAMPLE \$7.95.
Single Watches: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95.
Write for free catalog.

MIDWEST WATCH CO.
5 S. WABASH AVE., CHICAGO 3, ILL.

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY
Dept. B, 819 S. Jefferson Blvd. South Bend 17, Indiana

SLUM PLUSH MEMPHIS TOBACCO CO. INC.

320 MONROE AVE., MEMPHIS, TENN.
NOVELTIES—TOYS—GAMES—SUNDRIES

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

COMEDY CATALOG LOADED WITH SAMPLES Professional Jokes, Gags, One Liners. Send only 25¢. K. O. Harris, Box 550, Palm Springs, Calif. no28

COMEDY FOR DEEJAYS—"DEEJAY MANUAL" a complete gagfile containing bits, adlibs., gimmix, letters, patter, etc., \$5. Show-Biz Comedy Service, Dept. B-16, 65 Parkway Court, Brooklyn 35, N. Y.

DJ'S—FREE RECORDS TO YOU SEND station letterhead. Ballads, R & B, Country, Sacred. Sound Songs, Box 35833, Miami, Florida.

GEMS OF WIT—ROBUST LIFE OF THE party adult humor. Over 300 one-liners, jokes, ad libs., etc. Send one dollar bill or check. Don Miner's Comedy Service, Box 785, Portsmouth, Va. np-de12

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogues, Parodies, etc. Money-back guarantee. Laughs Unlimited, 106 W. 45 St., New York, New York. no28

THE ENTERTAINER: TOPICAL GAGS, stories, one liners, risque jokes. Published monthly. Sample copy, \$2. 12 back issues (2,400 gags), \$7. 6 back issues (1,200 gags), \$4. Eddie Gay, 242 W. 72nd St., New York 23, New York. no28

25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-Bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. de26

Agents, Distributors Items

BORDEAUX NARCISSUS, UNFORGETTABLE, full half ounce; 24-carat Atomizer, \$3.50 doz., \$1 each. Sells \$2.19. Bordeaux, Box 56, Buffalo 22, N. Y.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings \$1.75 & \$3.00 Dz.
Pierced Earrings, Asst. . . \$1.25 & \$1.75 Dz.
Charm Bracelets, Asst. . . \$1.50 & \$2.50 Dz.
Tie & Cufflinks Sets . . . \$3.75 & \$5.00 Dz.
Asst. Boxed Sets \$4.50 & \$6.00 Dz.

Send for descriptive literature on other terrific values jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

JEWELRY CLOSEOUTS

FREE CATALOG

R16—Asst. Girls' Stone Rings, Gr. \$ 4.75
E102—Asst. E/rags. Gr. 6.00
201—Plastic Wallets, asst. Gr. . . 10.80
E5—Stone E/rags, etc., asst. Gr. . . 12.00
E1—Tailored E/rags, asst. Gr. . . . 18.00
E2—Stone & Pearl E/rags, asst. Gr. 21.00
E130—Rhinstone E/rags, asst. Gr. 30.00
O1—Odd Lot Brace & Neckls, Gr. 15.00

Sample Regular Price
25% Deposit Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS . . .

stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Protectors. Samples of either \$1.50 with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS
Dept. BB-149, 11 N. Pearl St. Albany 7, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

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

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

CLOSEOUT—51-PC. UNBREAKABLE DIN-nerware, service for 8, reg. \$39.50, lots of 6, \$8.50 each. Christmas Tree, 7 ft., with stand, storage box, 32 decorations, reg. \$29.97 each. 21-pc. Waterless Cookware, reg. \$80, lots of 3, \$14.50 each. 9-pc. Stainless Waterless Cookware, lots of 6, \$12 each. 50-pc. Silverware Service for 8, lots of 6, \$12.85 each—name-brand mfr. name on request. 3x5 Throw Rugs, lots of 6, \$2 each. \$x12 Oriental or solid color Rug, \$21 each. All first quality in original cartons. Davis Co., owned and operated by H. B. Davis, Davis Bldg., 587 Springfield Ave., Newark N. J.

Did This Ad
ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH
Rule border permitted when using one inch or more.

HOSIERY—LOW PRICES: LADIES, CHILDREN, Men. Men's Stretch packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tennessee. no28

REAL DIAMOND RINGS—NATIONALLY advertised; sell direct; make big middle-man's profit; no investment; experience unnecessary. Free catalog, details. Gleamlight, 111-P13 North Columbus, Mount Vernon, N. Y.

Animals, Birds, Snakes

DALE LOGSTON DEPARTING DECEMBER 1 for an around-the-world collecting tour. Special orders are now being accepted for Elephants, Chimpanzees, Leopards, Tigers, Black Panthers, Hippos, Zebras, Ostriches, Crocodiles and Pythons. Animals can be shipped direct to you from country of origin; live arrival guaranteed. For African and Asiatic Fauna, contact Animals International, 4704 Jean Ave., Fort Worth, Tex. Phone: Jefferson 4-2592. Telegraphic address, Logston. no28

LEOPARD CUBS, TAME. \$350. HYENA, \$175. Talking Java Mynah. \$125. Learners, \$75. Orangutans. Biddle, 328 Manheim St., Philadelphia, Pa.

Business Opportunities

COMPLETE ARCADE NEAR NAVY LAND-ing including two No. 11 Noll Autophotos. Virginia Park Arcade, 415 W. Seaside, Long Beach 2, Calif. no28

FOR SALE: ONE OF THE GREATEST single Dog Acts in the business. Away from ordinary routine. J. D. Morrow, R.D. 1, Walton, N. Y.

HOW TO FRAME AND BOOK MONEY-getting Concessions at Carnivals. New illustrated book describes in detail Attendance principal fairs, etc. Postpaid \$1. Globe Pub. Co., Macon, Ga. ap-de12

FOR SALE
Factory of manufacturing Shooting Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner who wishes to retire.

H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

JAPAN DIRECTORY: 148 JAPANESE MAN-ufacturing exporters, Japan and Hong Kong trade journal information. Asia opportunities. Just \$1 today. Nippon Annal, Box 1150-B, Spokane 10, Wash. no28

This is a
DISPLAY CLASSIFIED AD
Your Advertisement Display
In a space this size will cost
only
\$14 per insertion

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CAR-amel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn. 120 S. Halsted, Chicago, Ill. de26

For Sale—Secondhand Show Property

ADULT AND KIDDE RIDES FOR SALE—Garbrick 36 ft. Wheel, Roll-A-Widrl, King Kiddie Wheel, Coaster and Rocket Swing Ride. P&J Amusements, P. O. Box 45, Massillon, Ohio. de5

BUILD KIDDE RIDES—TESTED PLANS: Flying Horses, Carousel, Airplane, Dry Boat, Sloping Rocket, \$5 each. Free 112-page plan catalog. Brill, Box 875, Peoria, Ill.

FOR SALE, LEASE

Or will trade for other equipment.
Schiff Portable
WILD MOUSE
Used one season, like new condition.
941 N.E. 176th St., N. Miami Beach, Fla.
Phone: Wilson 5-3806

FOR SALE—ROLLER COASTER, LOW MOD-el Schiff Road Roller Coaster, with truck, \$3,500. E. Campbell, 4329 Ravenwood, St. Louis 20, Mo. (EVergreen 3-7307.) de5

FOR SALE

Spitfire (no planes) \$3,250
Bisch-Rocco Flying Scooter . . . 4,500
Super Roll-O-Plane 2,750
1950 Chev and 30 ft. Trailer . . . 650
Long Range Gallery 1,250
No. 146 Wurlitzer Band Organ 1,250
11 Junior Tractors 150

DON McELHINNY
Box 207 Marion, Iowa
Phone: DR 7-2885

FOR SALE
GMC TRACTORS
6 cylinder, 2 1/2 ton, Model #370. Also trailer-mounted Auto Ride, \$995.

R. E. HENN.
Route 2 Warren, Ohio
Phone: TA 4-2853

FOR SALE—4 KIDDE RIDES: BOATS, 5 boats, steel tank; Street Car; Airplane, 8 planes; large Train, 750 ft. track. Factory made. Must sell. Make offer. See at Park City Gift Shop, Longview, Tex. PL 36532.

FOR SALE—5 FERRIS WHEEL WITH tractor and trailer, all in good operating shape, \$3,300. Frank Dickerson, Box 221, Orange Lake, Fla.

FOR SALE: 1955 2-TON CHEV. TRACTOR with 32-ft. Semi Portable Stage for fairs and celebrations. For details write Bill Smith, 707 Plymouth Ave. No., Minneapolis 11, Minnesota.

MONOGRAMMED HAT TRAILER—COR-nelly machine. Will teach. \$750. Six Midget Racers, complete track, like new. Contact Noels, R. D. #4, Allentown, Pa.

ONE ADULT SIZE ROCKET TRAIN, MUST sell; cash \$1,000. Phone: Hickory 4-6923, Columbus, Ohio.

MORE BUYERS
Will Stop and Read
YOUR AD
if you use a
DISPLAY CLASSIFIED AD
RATE ONLY \$14 per inch

SPILMAN THREE-ABREAST MERRY-GO-Round, located in amusement park. Needs repairs. First reasonable cash offer takes it. Other major Rides, Attention, Curley Reynolds, Write Box 1339, c/o Billboard Pub. Co., St. Louis, Mo. no28

TRAINS—ALL SIZES, GAUGES, TYPES: new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. de12

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. fe13

Miscellaneous

BINGO SUPPLIES OF ALL KINDS: BLOW-ers, Cages, Heavy Cards, Double Cards, Special, Plastic Markers, etc.; also Heavy Blower Balls, some odd lots of Cards on hand. Write for prices. Amusement Industries, P. O. Box #2, Dayton 1, Ohio.

BOARDWALK EXHIBIT BUILDING

Entire or part of 15,000 sq. ft. exhibit space directly on ocean on popular Jersey Coast. 50 mi. from N. Y. 1,000,000 pass doors every season. Inquiries invited from exhibitors of collectors items, wax museum, animals, aquarium, skin diving show, etc. 122,000-gallon tank in building. Salt water from ocean supplied. Contact

JACK GASSNER
1806 Monmouth Blvd., Glendola, N. J.
MU 1-1871

MASKS, PROPERTIES—DECORATIVE papier mache to order. Mid-City Studios, Wonder Lake, Ill. no28

PORTABLE STAGE—SMOOTH, STRONG floor, easy to set up and move. All legs, screw jacks, 3 or 4 feet high. Any size. Precision built. Thomsen's, Glenbrook, Conn.

Personal

TRAVEL TRAILERS—DESIGNED AND built to your specifications. Order now for spring delivery. Send your requirements for free analysis. Joslin Bros., Box 4, Adrian, Michigan.

WANT TO KNOW WHAT DAY OF THE week you were born? Send year, month, date, \$1 for each day requested. H. J. Jolek, 623 Roscoe St., Chicago 13, Ill.

37¢ REWARD FOR ADDRESS OF DWIGHT Chapin! Valuable friend, lost in the vicinity of New York City on or about December, 1957. Finder, please write Hal Shaner, Box 1566, Lubbock, Tex.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames; everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

Ponies

10 BEAUTIFUL REAL FOR TRUE SHET-land Ponies, \$100 each. 10 new Texas Pony Saddles, \$50 each. Delivery for small fee. Scott Furr, Magnolia, Miss. Phone 6481.

Printing

CIRCULARS, HERALDS, PROGRAMS, created with showbiz know-how; 3,000 for \$35 including art, layout, offset printing! Maurice Fischer, 711 So. Blvd., New York 55, New York.

200 8 1/2 X 11 LETTERHEADS, 200 6 1/2 ENVELOPES, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovia Ave., Flushing Michigan. de9

Salesmen Wanted

STUFFED TOY MFR.

Wants Man with strong following CARNIES-PARKS-FAIRS

We make a major line Plush Toys and Rag Dolls. 100% co-operation and liberal commission.

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling.

Talent Wanted

WANTED TALENT - FAMILY STAGE Show. Emcee, Assistant, Accordion, Dancer, Singer, Agent. Write Bert Dean, 1073 W. Hill Rd., Flint 7, Mich.

Tattooing Supplies

JOIN THE INTERNATIONAL TATTOO Club. Information from all over the world. \$3 per year. Zeis, 728-A Leslie, Rockford, Ill.

Wanted to Buy

OLD-TIME COIN ROLLING SOUVENIR Machines, Dies, or quantity of Rolled Coins. Must be in working order. Send description and price. J. Gill, Building 24, Fort Newark, New Jersey.

WANTED TO BUY-YOUR NAME IN HEADLINE. Wild Animal Farm, Box 118, Richmond Hill, Ga.

WANTED: USED MERRY-GO-ROUND, RAILROAD, Kiddie Rides. Must be in good condition. T. E. Dartt, Cameron, N. Y.

COIN MACHINES

Help Wanted

GRADE "A" MAINTENANCE MAN. MUST have complete knowledge of Rowe equipment - Coffee, Candy, Cigarette, Cold Drink and Sandwich Machines. Wages open. Contact Canteen Service, 619 9th St. North, St. Petersburg, Fla.

Parts, Supplies

CAPSULE JEWELRY - ASSORTED EARRINGS, \$5 gross; Neck Pendants, \$7.20 gross; Bolted Rings, \$4.75 gross; Cuff Links, \$14.40 gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I.

Used Equipment

FOR SALE: GOOD USED PINBALLS READY for location: Three Deuces, Classy Bowler, \$40 each; Gay Paree, Harbor Lights, World Champ, \$60 each; Turf Champ, \$85; Roto Pool, Rocket Ship, Four Star, Silver, \$115 each; Golden Bells, \$150; Big Ben, \$25. Send 1/2 deposit. Frank Guerrini, 1211 West 4th St., Lewistown, Pa.

FOR SALE-USED CIGARETTE MACHINES: 8-column Rowe, \$35; 8-column Leigh, \$45; 8-column Rowe Electric, \$45; 12-column DuGrenier, \$135; 14-column Rowe, like new, \$150; 25c or 30c. Send one-half deposit to Frank Guerrini, 1211 W. 4th St., Lewistown, Pa.

FOR SALE: WURLITZER 1400, \$65; converted to 45 RPM. Used Cigarette Machines, \$25 to \$150. Will buy used Lotia Fun. Write Frank Guerrini, 1211 West 4th St., Lewistown, Pa.

500 VENDERS HAVE GOT TO GO. NEW Latex Machines, one column, \$17.50; two column, \$29.50. Silver King, 5c; Hot Nut, \$12.95; Pop-Up Pill Venders, 5c or 10c, \$5.50. Suncoast Vending, Inc., P. O. Box 10595, St. Petersburg, Fla.

40 POPCORN SEZ VENDORS, GOOD OPERATING condition, \$35 ea. in 10 lots. 25 Aspirin Vendors, \$5 ea. ABC Coin, 2509 S. Pears, San Antonio, Tex.

Wanted to Buy

HIGHEST PRICES PAID FOR YOUR MUTATED Coins. The Numismatic Bank of Fort Worth, 3925 Mattison, Fort Worth 7, Tex.

MUSIC RECORDS ACCESSORIES

Miscellaneous

CLAUDE McLIN COMBO-HIS NEWEST RELEASE: Happy Hop b/v Swinging Bag Pipes. Allegro Records, P. O. Box 11371, Los Angeles 11, Calif.

TALENT AVAILABILITIES

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

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

Miscellaneous

DANCE TROUPE-AUTHENTIC SPANISH, also Hawaiian. Fits into any type show. Reliable. Taggart, 1602 National, Rockford, Ill. WO 42789.

DOG ACT SUITABLE FOR RADIO. NIGHT club, fairs, schools, shopping centers; any entertainment. Permanent address: Rose Washington, 3107 West Place, Sarasota, Fla.

FOR AUDITORIUMS AND ARENAS - Giant stage productions for gigantic grosses, best in existence. Horror, Mystery, Science Fiction and Illusion Shows from the largest producer of weird effects in the world. Units available for every Continent. Each Unit completely different with more advertising and timely "Gimmicks" than any competitor. We are growing competitors diminishing. No misrepresentation. All as advertised in good taste. All units carry portable stages, lights, etc. Smaller units available for theaters. Write for colorful samples of advertising and information. Kara-Kum Attractions, P. O. Box 949, Hollywood 28, Calif. Telephone: Hollywood 4-1222.

This is a DISPLAY CLASSIFIED AD Your Advertisement Display in a space this size will cost \$14 per insertion

Record Pressing

100 COMBINATION PHONOGRAPH RECORDS of your song, \$49.95. Melody composed without additional charge. Free particulars. Star-Light Enterprises, 1620 Edgewood, Racine 2, Wis.

Sound Equipment Components

FOR SALE: FOUR B40 HAMMOND SPEAKERS, perfect, reasonable, suitable for skating rink. Martin Thomas, Box 23, Key West, Fla.

This is a DISPLAY CLASSIFIED AD

Your Advertisement Display in a space this size will cost only \$14 per insertion

Musicians

BASS DOUBLING GUITAR. COMBO Preferred. Sober, reliable. Lloyd Adams, Rt. 4, Box 680, LO 59263, Little Rock, Ark.

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

Outdoor Acts and Attractions

HIGH DIVE EXTRAORDINARY - BESIDES winning talent award trophies and whatnot in U. S. A., it has been featured by Fox Movietone and the C. B. S. coast to coast in "Person" program, combined with international exposure in far-off places. All this means that patronage is pretty well assured for Super Markets, Drive-In Theaters, Parks, Fairs, Celebrations or any outdoor money-raising endeavors. A. G. V. A. member. good standing. Contact Mac Productions, 456 Lamphier, Warren, Ohio. Phone: EX 9-1479.

Vaudeville Artists

HUSKY DOGS AND PONIES AT LIBERTY. Outstanding acts. E. L. McCall, Rt. 5, Mexico, Missouri. JU 1-2631-5 p.m.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only if you are having mail addressed to you in our care, look for your name EACH WEEK Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

TO ALL WHO USE THE LETTER LIST

The Mail Forwarding Services of The Billboard will be consolidated in the Cincinnati offices beginning with the December 4 issue.

All mail sent to the Letter List for forwarding to showmen should henceforth be addressed:

c/o Mail Forwarding Service The Billboard Publishing Co. 2160 Patterson Street Cincinnati 22, Ohio

Mail no longer will be held at the New York, Chicago or St. Louis offices. Mail addressed to Letter List in care of these offices will be forwarded to Cincinnati for handling.

For prompt forwarding of all mail, showmen should have their current address on file with the Mail Forwarding Service in Cincinnati.

As in the past, mail addressed to those for whom no address is on file will be published in this column for two issues only. If not claimed one week after second publication date, mail will be returned to sender.

It is expected that the concentration of this service in Cincinnati will speed communications between transient showmen and those trying to reach them by mail.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Adair, Robert Adams, W. J. (Candy) Aldorf, James Allen Harold Armstrong, Jimmy Asher, Charles Baker, Tom L. Barchinger, Linn Bassett, Dennis (The Welsman) Beall, Don Beardsley, Nora Beck, Bob Beckwith, Gerard Bedwell, Ralph Bejano, Paul

Bellows, Alan Bennett, Fibert M. Bernard, Nadine Biddle, William J Boardman, Walter A. Boothe, Dallas Brisentine, J. R. Brown, Robert J. Rust, Kenneth J. Bryan, Mrs. Cathy Bryant, Oliver H. Bumgardner, William A. Burns, Wm. E. Butts, Claude S. Calella, Tippy Carlisle, George Carter, Clayton G. Carter, Chloe Carter, T. J. Caudill, Sarah E. Clark, F. & Mrs. Church, Amelia Cole, Marian Cook, Jack Cooper, Richard Cooper, Stanley Cooper, Quey Cowan, William Cristiani Bros' Circus Cusson, Joe Daves, Louis Edgar Day, Charles E. Dempsey, Mrs. John Diamella, Phil Dickerson, Andrew Jack, Jr. Digs, E. L.

Doneho, Thomas Franklin Doyle, Ed Dunbar, Roy Eagles, Nate Everidge, Wylie Farquharson, Mrs. Mary Louise Fletcher, Lennie Flood, J. C. Ford, Doc & Borghild (Dog & Goat Act) Francke, George Frestanlo, Porky Frieday, John & Friedenheim, Morris Gallup, Jack Garfield, Major Godley, W. A. Griffin, Billy Gray, Willie R. Green, J. O. Grignon, N. Connie Gross, Charles Hackett, Edward J. Hale, Zack Hamid, Al Hamrick, Howard Hawkins, Bill & Viola Hecker, Roy Hoban, Robert A. Holdbrook, Speck Homan, Steve & Mrs. Howard, John & Molly Hockenberry, Robert Horowitz, Eddie Ivey, James W. Johnson, Romie Joseph Esq., Herman Kalbaugh, William Kats, Harry Keeler, Charles O. & Mrs. Kinard, Kathleen Klein Jerry (or Kline) Kuhn, Eddie & Charlene Kuns, Mrs. Martha La Rue, Leo Lane Sherri Lento, Tony Lester, Mrs. Harold (Buddy) Levy, Martin Lewis, Joe Lunde, Russell McDermott, Dee D. Mc Dermott, William McKelvey Ed McLister, William Mace, Herbert Marcus, Helen Matthews, Sport & Mrs. Meador J. Patrick Mearns, Thomas Meggs, Joe Middleton, Col. O. (Zooland Exhibit) Miller, Forrest L. Miller, Paul A. Mitchell, M. R. & B. Monahan, Vincent Monroe, George Moran Billy Moran, Mrs. Evie Motola, Spotsie Nasser, James L. Nelson Jim Nelson, Mitchell Newcomer, Lewis E. Nichols Jr. William A. (Romeo) Nichols, Mrs. R. L. Nicolini, Juan Nixon, Eddie Nolan, Mrs. Eileen Nubson, Ted O'Hara, Bill & Mickey Olski, A. & Mrs. Palmatier G. Richard Parker, Tom (Theatrical Ent.) Parrish, Dale Paton, Michael P. Patterson, Mrs. Pat Peek, Richard Penton, Mary Peplardo, Joseph Petterson, Gregg Peyton, Blackie Phillips, Frank R. Poore Kenneth T. Foreca, Robert T. Powers, Mrs. Nellie Prestle, Frank Price, Dec Robert Price, Ella Reed, Juanita Richards, Franklin Rigby, Douglas Harrison Ristick, Louis Ritro, Ed Roberts, Anna Mae Roney, Kenneth Rotroff's All-Girl Auto Thrill Show Seebert, E. W. Shaffer, Jimmie Sheprado, John Shinnars, John Siegel, Irving Sloane, Merle (Pete) Smiga, Joe Somers, Bob Stairs, Bob Starr, Hedy Jo Stanley Mrs. Jay Starr Belle Stein, Mrs. Jack Steiner, George Earhardt Stepany Sherry Strickland, Myrtle Sutton, Mrs. Margaret Swann, Walter Switishnow, Esc. Wm. Switty, Wm. Taylor, Connie Thompson Hope Tobel, Alice Townsend, Cal Tuttle, Freda Travis, Jimmie Truesdale, Helen Twanta, Prince Viers, Steve Vinson, Jack E. Vonderheide George Wagner, Buddy Wallace, John A. Westbrock, John Westwood Harry Westman, Harriet A. Wilcox, Wesley Wilder, Orin A. Wilson, James R. Williams, L. L. & Mrs. Withers, Ed T. Wright, Joe John Wallace Young, Cary G. Young, Roger

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Ackley, James W. Allen, Henry S. Ames Sr., Jack Anderson, John Armstrong, Matt Barnett, George Beezley, Fern Bishop, Brownie Boseley, Lake Bouillon, Mrs. Betty Bozza, Tom Brown, Phyllis Marie Graham Morgan, Mrs. Tweedy Brown, Roy Bullock, Mrs. Nita Caloian, C. A. Carpenter, Chick & Helen Carter Jr., Bryant Clark, Fred Collins, Robt. Cooper, Ray Davis, Larry Del Mar, Robert (Robt) Donovan, James Dornier, Paula Dover, J. M. Duffy, John D. Duffy, Roy T. Ely, Mrs. Kate Fowellwell, Blackie Francis, John Crawford Fulton, James Griggs, Charles Hall, Mr. & Mrs. Wilson Harmon, Mrs. Lenora Harn, Daniel H. Helms, William Hershey, Geo. L. Hester, Robert Hickman, Raymond Hinds, Kenneth Hopkins, Mrs. Rose Howard, James Martin White, Mr. & Mrs. Humphrey, James J. Hunter, George Jeffries, E. C. (Jeff) Lancaster, Louie M. Lane, Sherri Leahy, Chas. Littlefield, Norman Litter Sr., James L. McGuire, John A. McWhorter, Ted Malbin, Dorothy Mansueto, Wm. Manson, Jeanne Matthews, Sport Messina, Phillip Michael, David Mitchell, Patsy Moore, Mrs. Mabel Moran, Sabor Morgan, Mrs. Katherine S. Morris, Ray Noble, J. & Ruth O'Day, Wm. Alker Osbourne, Walter A. Petterson, Mary W. Peterson, P. M. Pierson, Don Poteet, Steamer Powers, L. D. Regan, Mrs. Lou Reed, Raymond L. (Smokey) Roberts, Curley & Mrs. Romero, Mr. & Ricky Rudy Bros.' Circus Schneider, C. E. Schwab, Vernon (Don) Selvey, Maurine Silcox, Jo Ann Spina, Frank Stack, Dick Star, Hedy Jo Steinberg, John Swan, Walter L. Taylor, Alton Taylor, Charles Vinson, Jack Webb, Mrs. Mary Wedge, Henry C. & Mrs. E. Wheatley, James White, Mr. & Mrs. Williams, Jim & Chip Young, Charles Zantini, Emma Kingsley, Patricia Kroll, Herman Levy, Sam Loucier, Dick McDermott, H. H. Milanese, Joseph Miller, Tom Moore, Jersey Jack Muller, E. Schuler, Charles E. Weinberg, David Zero, Frank Zulli, Clifford A.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Ayers, Maurice C. Ayers, Trobie Bucher, H. C. Chatfield, Nelson Evans, Sam Farrell, Joe Farrell, Sharron Gilbert, Jack Kobacker, Robert Lea, J. Manning, Ross Martz, Kenneth A. Parsons, John Sawcow Turner, Lou Ward, Alice Zeld



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

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

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

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Sound Equipment-Components
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M P Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD-20c a word Minimum \$4
DISPLAY CLASSIFIED AD-\$1 per agate line One inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD-10c a word. Minimum \$2.

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

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in _____ Issue

NAME _____
ADDRESS _____ I enclose remittance of \$ _____
CITY _____ STATE _____

BULK VENDING

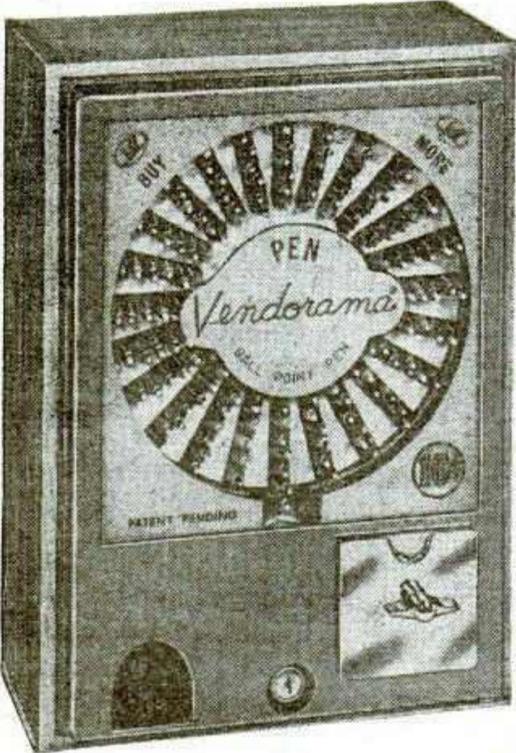
Communications to 188 W. Randolph St., Chicago 1, Ill. NOVEMBER 28, 1960

YOUR AUTHORIZED VICTOR DISTRIBUTOR

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .

TWO GREAT PROVEN MONEY-MAKERS
WANTED BY THOUSANDS OF LOCATIONS

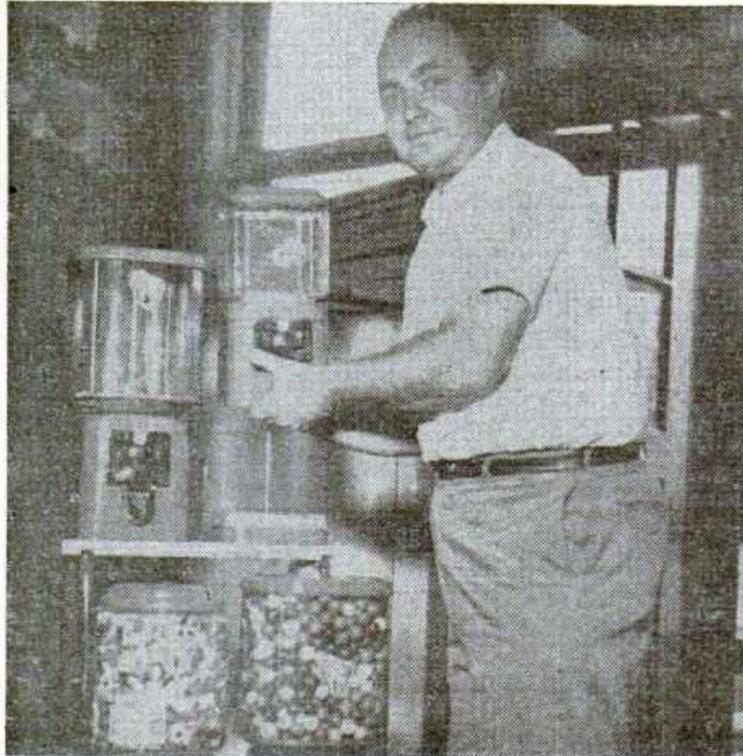
PEN VENDORAMA®



Victor's revolutionary and unique method of selling ball point pens. The revolving action displays all pens and assures positive delivery. Capacity 168 ball point pens, vending at 10c each.

KATZ FORMULA

Supers Are Backbone For 2,000-Unit Route



IRV KATZ, servicing the major portion of his stops himself, believes in replacing complete globe units rather than fill machines on the spot. Savings in time, plus sanitation, are cited. Most machines are in supermarkets and Katz is a firm believer in multiple-unit installations of at least four machines per location.

By JOHN HICKS

ST. LOUIS—Irvin Katz, owner of S P Distributing Company here, is a young, energetic bulk operator, who like other successful businessmen in any field, knows and understands the fundamentals of his industry and likes what he is doing. More than that, he wants to improve what already is good.

Unlike a great many other St. Louis area operators, the backbone of his 2,000-machine route is his

supermarket stops. Of course, he says, the operator cannot rely entirely on supermarkets, he must have other stops, too.

About 300 to 400 machines are placed in supermarkets, Katz said. The result is that his receipts are

(Continued on page 78)

The Cat's Meow For All
YOUR MACHINES.



CAT'S
EYE
RINGS

"THEY STARE RIGHT THROUGH YOU"

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

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

\$9.50 per M (faceted eyes)

\$17.00 per M (jeweled eyes)

Order from your distributor or:

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



NEW! NEW! NEW!

Kids, Teens, Adults,
they all want BONGOS!

2 color plastic

1 to 4m. \$8.75 per thou.

5m and up. 7.75 per thou.

vacuum plated with white heads!

1 to 4m. \$12.50 per thou.

5m and up. 11.00 per thou.

at your distributor

Karl Guggenheim
S.M.C.

33 UNION SQUARE

N. Y. C. 3, N. Y. • AL. 5-8393

SENSATIONAL VALUE!



FOLDER TYPE STAMP MACHINE

2 columns
Two 4¢ stamps for
10¢ and four 1¢
stamps for 5¢. ABT
Coin Mechanism.

\$24.50 ea.

3-column model,
\$34.50.

4-column model,
\$44.50.

5-column model,
\$54.50.

(10,000 Stamp
Folders—\$6.00)



5c HOBBY and TRADING CARD VENDOR

(2 column)
Vends package of
6 cards for 5¢.
19¢ "x13" "x9" 1/2"
Slug Proof ABT
Coin Mechanism.

\$39.50 ea.

CARDS: \$2.25 per
100 (6 varieties).

1/3 deposit required on all
orders, balance
C.O.D. Write
for free catalog.

Rake Coin Machine Exchange

609-A Spring Garden St.,
Philadelphia 23, Pa. WALnut 5-2676

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLux 1¢ or 5¢ Comb.	12.00
N.W. 10-Col. 1¢ Tab Gum Machine	18.00
N.W. Model #33, 1¢ Porc. Con- verted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. or Mdse.	8.50
ABT Guns	38.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb.	.85
vac pack fins, per lb.	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.61
Pistachio Nuts, Vendor's Mix	.61
Cashew, Whole	.72
Cashew, Butts	.64
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 ct.	.47
Hershey-ets	.47

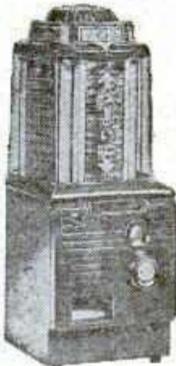
Rain-Blo Gum, 72 ct.	.30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Blo Ball Gum	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate,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

Minimum order, 25 Boxes, assorted.
Complete line of Parts, Supplies, Stands,
Globes, Bracelets, Charms. Everything
for the Operator.
One-Third Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH
Northwestern



PACKAGE GUM VENDOR

This amazing
vendor is a sure
bet for big gum
profits. A ro-
tating merchan-
dise drum with
five columns
vends a total of
95 standard
nickel packs.

"Visidome" dis-
play top attracts
sales.

STAMP, FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING
MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St. New York 18, N. Y.
LONgacre 4-6467

GIVE TO DAVID RUNYON CANCER FUND

BIG NEWS NOW! FOR THE 1st TIME

we are able to offer to the Vending Trade

JUMBO RED PISTACHIO NUTS

in 5 lb. Vacuum Pack Tins at a price of 74c per lb.—The count is approximately 525 to the lb. Packed 6 5 lb. tins to a shipping case. Save on your freight by ordering 100 lbs. or more to take advantage of the minimum rate. There is no loss due to high humidity or stale merchandise.

KING & CO.

2700 W. Lake St., Chicago 2, Ill.

Phone: KE 3-3302

VICTOR

2
0
0
0

Capacity 2000 balls of
100-count gum . . .
300 V-1 10c or 25c
capsules. Large capacity
and very attractive ap-
pearance creates larger
and more sustained
profits.



ACT NOW! YOUR FUTURE GUARANTEED!

See Your VICTOR Distributor for Prices and Details

BERNARD K. BITTERMAN 4711 E. 27th St. Kansas City, Mo. WA 3-3900 Iowa, Neb., Mo., Kan., Colo.	GRAFF VENDING SUPPLIES 2817 W. Davis, Dallas 2, Tex. WHitehall B-7117 Okla., Ark., Tex., Miss., La., N. M., Ariz.	VEEDCO SALES CO. 2124 Market St. Phila. 3, Pa. LOcust 7-1448 Pa., N. J.
LOGAN DIST. CO. 1850 W. Division Chicago 22, Ill. HUMboldt 6-4870 Ill., Ind., Ohio, Wis., Mich., Ky.	STANDARD SPECIALTY CO. 1028 44th Ave., Oakland 1, Calif. AN 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands	PARKWAY MACHINE CORP. 715 Ensor St. Baltimore 2, Md. EAStern 7-1021 Va., Md., W. Va., Del.
NORTHWESTERN SALES & SERVICE CO. 446 W. 36th St., N. Y. 18, N. Y. LONgacre 4-6467 New York State	H. B. HUTCHINSON, JR. 1784 N. Decatur Rd., N.E. Atlanta 7, Ga. DRake 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.	
CHAMPION NUT CO. 1194-1198 Tremont St. Boston 20, Mass. HI 5-8935 Mass., Conn., R. I., N. H., Vt., Me. Ed Flanagan	ELLINGWORTH SUPPLY CO. 659 Adams St., N.E. Minneapolis 13, Minnesota SUNset 8-6972 Minn., N. D., Mont., S. D., Wyo.	

VICTOR VENDING CORPORATION

Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c
Combination

Weights \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial projects pointer when in use.

\$22.00

Complete With Sturdy Carrying Case

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N.Y. Distributors, Write for Prices. We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH

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

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

Graff to Throw 4th Annual Christmas Conclave Dec. 3

DALLAS — Graff Distributing Company will hold its fourth annual Christmas party here, Saturday, December 3, and as usual it

promises to be in the true Texas tradition.

Some 200 bulk vending traders will be on hand, including charm, machine and fill manufacturers plus operators from about eight Southwestern States.

Graff will hold open house at his showrooms all day Saturday (3), with the party shifting that evening to the Oak Cliff Country Club for a program of entertainment and prizes.

The prizes themselves are enough to make any Texan proud. At the top of the list is a Ford or Chevrolet stationwagon, donated by the Graff organization.

Others include such gems as a teakwood chest with 170 pieces of bronze cutlery, donated by Hardfield Corporation; a television set, donated by Leaf Brands; a polaroid camera from Paul Price, and a man's wrist watch from Guggenheim.

Oak, Victor and Northwestern are each contributing prizes of vending machines, and two manufacturers, Eppy and Becker, are keeping their donations under wraps.

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors. Centers and Coatings.

Direct Low Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size27¢ lb.
Chicle Ball Gum, 130 ct.35¢ lb.
Clor-a-Vend Ball Gum40¢ lb.
Clor-a-Vend Chicks, 320 ct.40¢ lb.
Chicle Chicks, 320 & 500 ct.36¢ lb.
Bubble Chicks, 320 & 520 ct.28¢ lb.
Tab (short stick), 100 ct.38¢ box
5-Stick Gum, 100 packs\$1.90

F.O.B. Factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS

36 years of manufacturing experience.
4th & Mt. Pleasant • Newark 4, N. J.

W. Bolen Jr. New Prexy of Northwestern

CHICAGO — Control of the Northwestern Corporation will remain in the Bolen family, with Waldo E. Bolen Jr. being elected to succeed his late father, Waldo Bolen, as president of the firm. The elder Bolen died at his Morris, Ill., home last month (The Billboard October 31). No other personnel changes will take place.

Waldo E. Bolen Jr. assumed the presidency following a stockholder meeting held after the senior Bolen's death. The move was not unexpected since the majority of Northwestern stock is held by the Bolen family.

Bolen will headquarter at the new Northwestern plant being erected. The former plant burned to the ground last April. Sales offices, directed by Ray Greiner, sales manager, presently located at a nearby shopping center, will likewise move shortly to the main plant.

KING MIX... Buy and Save...

a complete bargain mix containing 30% good feature items, balance bright vacuum plated bulk charms. Only \$2.75 per M in 5M lots.

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.

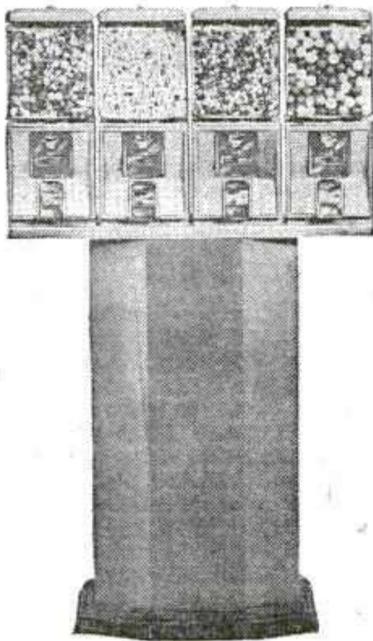
FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The
PENNY KING
Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Mintature Charms

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



If you pride yourself on being able to pick a winner — take a long, deep look at this new Northwestern Cabinet Stand with dazzling SIXTY'S outshining anything on the market. Here is merchandising at its best. Try a SIXTY 4-in-a-Row today, it's Hot!

See Your Northwestern Distributor or Write

THE NORTHWESTERN CORPORATION

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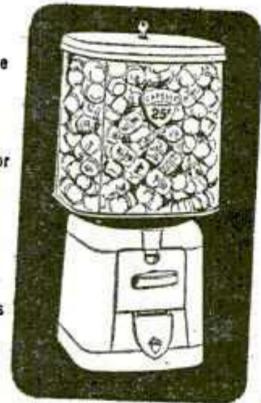
Chicago 44, Ill.

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BUYMORE SALES
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DALE DISTR. (B.C.) LTD.
1168 Seymour Street
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GRAFF VENDING SUPPLY
2817 West Davis
Dallas, Texas

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

IMPRONTO VENDING
300 North Gay Street
Baltimore 2, Maryland

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

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

OAK SALES COMPANY
2033 Fifth Avenue
Pittsburgh, Pennsylvania

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

OPERATORS VENDING
1023 South Grand Avenue
Los Angeles 15, California

QUEBEC VENDING CO.
109 Commissioner St. West
Montreal, Quebec, Canada

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

JACK SCHOENBACH
715 Lincoln Place
Brooklyn, New York

SIEGEL DISTR. CO. LTD.
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Montreal, Quebec, Canada

SOUTHERN ACORN SALES
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Charlotte 8, N. C.

STANDARD SPECIALTY CO.
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STAR VENDING SUPPLY CO
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Houston 21, Texas



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SALES RESULTS—
the advertising columns of
THE BILLBOARD!

Order to Send Families Home Is Blow to Europe's Coinmen

By OMER ANDERSON

NUREMBERG — President Eisenhower's order to "bring the girls home" threatens the European coin machine industry with at best a mild recession.

Some industry experts predict a major trade slump.

The facts are that West Germany, France, England and Italy will bear the brunt of the reduction "dependent" strength. There are 200,000 military wives in West Germany and France, an additional 100,000 in England, and smaller colonies in Spain, Italy and at other Mediterranean installations.

Service Clubs

With departure of families (or, as is planned, their reduction by attrition), military community activities will be sharply curtailed.

This will affect primarily officer and noncommissioned officer clubs.

These activities will not necessarily be abandoned, but they will be severely reduced in scope. Surveys show that 80 per cent of officers and 75 per cent of NCO's are married and have their families overseas.

Officer and NCO club activities have expanded progressively to accommodate the expansion in dependents. These activities have involved the purchase of a large amount of coin machine equipment. There is big buying of juke boxes, substantial buying of coin games, and, of late, the fruit machine rush signalled by the recession of the ban 18 months ago.

Military wives and teen-agers are rated as even better coin machine patrons than the servicemen. Their

patronage will be sorely missed. But this is not all.

Dollar Spending

The President's order is designed to reduce dollar spending overseas, and, in the case of the families, it will do this by obligating the serviceman to maintain his household in the U. S. There will be a great deal less money for coin machine patronage.

On the other hand, the President's order to "buy American" will not help the coin machine industry overseas. The military has never purchased foreign-made coin machine equipment.

The long-term effect on the U. S. coin machine industry will be a cut-back of roughly 50 per cent in juke box, coin game and fruit machine sales. Analysts in the U. S. Army's Special Services section estimate that dependents generate at least 50 per cent of the coin machine business, directly or indirectly.

Not all dependents will be withdrawn from this theater, but remaining wives will be those of high ranking officers who normally have a minor role in supporting military community activities. "The girls going home are those who keep our coin machines jingling and jangling," a sergeant at Frankfurt's Casino Club summarized.

No Official Figures

The military keeps no official figures on coin machines. But it is estimated that the U. S. forces on this side of the Atlantic operate 2,500 juke boxes, in all—from England and Iceland to Saudi Arabia and Ethiopia. The figure

(Continued on page 83)

COINMEN SHOWING AT CHI OUTDOOR MEETING

CHICAGO—While the outdoor amusement people will monopolize the spotlight at the annual convention of the National Association of Amusement Parks, Pools and Beaches which ends its four-day run at the Sherman Hotel here Wednesday (27), the coin machine industry will also be represented at the conclave.

Coin machine exhibitors include the Auto Photo Company, Los Angeles; Capitol Projector Corporation, New York; Chicago Dynamic Industries, Chicago; J. F. Franz Manufacturing Company, Chicago; Irving Kaye Company, Brooklyn; Mike Munves Corporation, New York; Redd Distributing Company, Boston Seeburg outlet; Tusko Manufacturing Company, Thousand Oaks, Calif., and the Williams Manufacturing Company, Chicago.

Auto Photo makes photo machines; Capitol and Tusko are ride manufacturers; Chicago Dynamics and Williams make games; Kaye makes pool tables; Franz makes counter games, while Munves and Redd are distributors.

A fair turnout of coin machine operators and distributors from all over the country are expected to attend the event.

COIN IMAGE

CMC Hypos Effort, Adds Staffer & Launches Drive

CHICAGO—The Coin Machine Council, public relations arm of the coin machine industry, is stepping up its public image-building effort, and it plans to embark shortly on its first direct-mail campaign for added members from the coin machine ranks.

The Public Relations Board, counsel for CMC, has also added a full-time staffer who will work on the CMC account. He is Earl Finberg, 41, former managing editor of The Evansville (Ind.) Sunday Courier & Press. He'll work with PRB's Ben Rogers, who has up to now been handling the coin machine account singlehanded.

Finberg is a veteran newspaper reporter and editor. As managing editor of the Evansville paper for three and one-half years, he supervised a staff of 20, and the editing and production of the local magazine. He also planned and executed special promotions.

He was associated with The Duluth (Minn.) Herald and News-Tribune for 12 years, handling assignments ranging from general reporting to his own column and special features.

For his last six years with The Tribune, he served as Sunday and feature editor, editing the local magazine supplement and the mid-week feature section.

Finberg spent two years in the Army before beginning his newspaper career, during which time he prepared training aids, speeches, lectures and orientation material, as well as writing for the division newspaper.

He holds a B.A. degree in fine arts and history and an M.A. degree in philosophy and fine arts, both from the University of Minnesota. He later taught philosophy at the same school.

Exhibit Bows Card Machine

CHICAGO—"Compacts" are the thing now, so Exhibit Supply is entering the field with a new mechanical, vacuumatic, card vender, to be shown for the first time at the National Association of Parks, Pools and Beaches show (see separate story).

The unit is a take-off of Exhibit's Model 306, electrical vender, except that it utilizes the mechanical operating feature. The vender can accommodate either penny or 2-cent play without optional equipment; loads 500 cards and furnishes storage for an additional 1,500 cards.

Exhibit is also offering 3,000 cards, of 50 different series, in a package deal with the machine.

The unit is all steel, fits on counter, stand or wall and comes with a tubular base that telescopes to hold one or more units. Measurements are 10 inches wide, 11 inches deep and 23½ inches high.

St. Joe Assn. Hosts Dinner

SOUTH BEND, Ind.—Joe Mac Quivey was elected president, heading a new officer slate, as the Music Operator's Association of St. Joseph Valley held its annual banquet here October 12.

Besides Mac Quivey, Albert Miller was named vice-president, and Noble Heidrich was named secretary-treasurer. The evening, featuring cocktails and dinner, was held at Irvin's Dining Room here.

Attending the session were Mr. and Mrs. Al Evans, Mr. and Mrs. Vern Daley, Mr. and Mrs. Jim Diltz, Mr. and Mrs. Richard Diltz, Mr. and Mrs. Joe Mac Quivey, Mr. and Mrs. Sol Silvers, Mr. and Mrs. Carl Zimmer, Mr. and Mrs. Joe Batters, Mr. and Mrs. Tom Truaz, Mr. and Mrs. Kamerer, and Mr. and Mrs. Noble Heidrich.

PR COUP SCORED BY G. SAMMONS

MEMPHIS—George Sammons, president of Sammons-Pennington Company, Seeburg distributor, has scored a public relations coup here. During the recent showing of the new Seeburg phonograph line, The Memphis Press-Scimitar featured a news story in which Sammons described for the public the new juke box which plays both 45 and 33½ speed records. Sammons, expecting to market about 50 of these juke boxes in the Memphis area alone within the next 30 days, said the public can expect a greater variety of music than ever before.

European News Briefs

Bowling Booms in France

PARIS—There is a boom thruout France in 60-foot bowling alley coin games. The French have discovered bowling, it seems, with a vengeance. It is estimated that 800 new bowling alley games have been installed in France up to October 1, and installations for the year may reach 1,000. In addition, about an equal number of used games have been imported into the country. The bowling boom almost literally has bowled over coin machine traders, who heretofore insisted doggedly that a loyal Frenchman would never desert his soccer game. The bowling upsurge is attributed to the arrival in France of the American Machine & Foundry Corporation, which has built a factory in this country to produce its automatic pin-setting machine for bowling alleys. The McCoy has popularized the miniaturized coin version as well.

Jukes Join Food Venders

KIEL, West Germany—Juke box wholesalers and operators are pressing a campaign to site juke boxes with food vending machines—so-called "in-plant feeding" installations. The paper curtain which in theory separates vending machines from the rest of the coin machine family has been dismantled, and the jukemen are going all-out to pair off their boxes with plant automats. Prime examples of the lucrative field beckoning are the Howaldt shipyard here and at Hamburg and the Volkswagen work at Wolfsburg. In fact, the food vending men, after reading the latest studies on the subject, seem only too glad to share their locations with the music boxes. For it develops that the paper curtain has been mainly a myth. Latest German studies show that juke boxes reinforce food vending. The studies show that locations with juke boxes sell more food than those without. And studies show, furthermore, that music combined with food boosts production higher than food alone. This is not surprising to the Germans, who regard the juke boxes sited at in-plant feeding installations as operating on the principal of background music. It is also true—in fact, it accounts for increased patronage of food service facilities—that plant personnel spend more time in automatic canteens equipped with juke boxes. But they also apparently work more efficiently when on the job.

U. S. Imports Up in Britain

LONDON—U. S. coin machine exports to Britain are increasing constantly, to the surprise of the American trade representatives in the United Kingdom. On the basis of imports so far this year, the British will import around \$4 million worth of machines, perhaps more if fruit machines are included. The \$4 million estimate includes such fruits as have flowed in thru normal trade channels. But it is known that a large number of machines are being withheld from trade channels pending the January 1 recession of the ban. It has been nearly 18 months since U. S. coin machine imports were free of import quotas, but the boom is continuing full tilt. Experts say the potential U. K. new box and game market was grossly underestimated. The size of the potential market was calculated in terms of British and used American equipment. But the new American equipment arriving after liberalization has had a far greater impact on the British market than was visualized. The British passion for coin games, in particular, was sorely underestimated. Stimulated by the new American games, the British market has become by far the largest importer in the world of amusement machines.

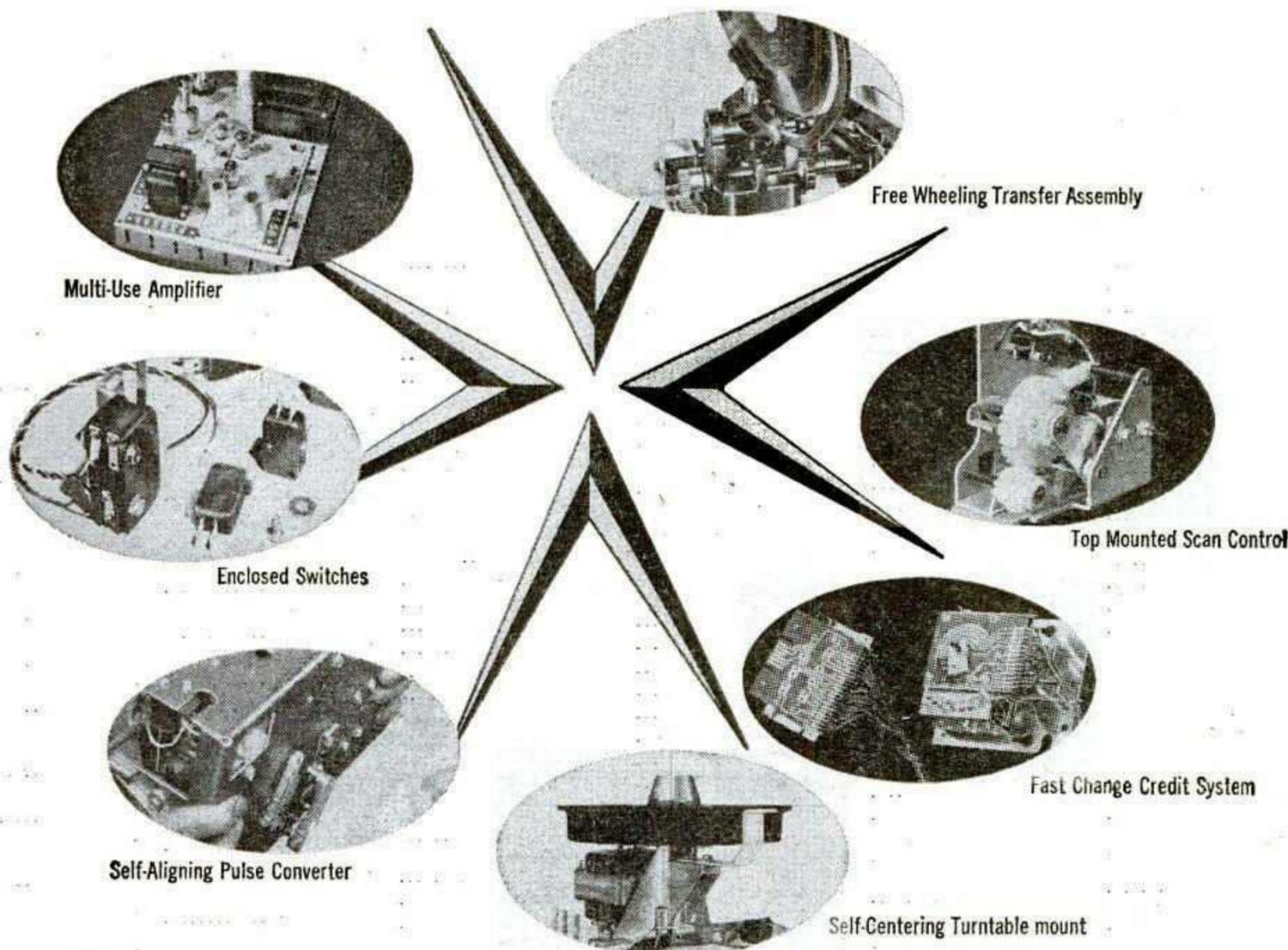
Morocco Imports Up 27%

CASABLANCA, Morocco—The importation of coin machines is rising year by year in Morocco, and imports this year are expected to exceed \$3 million, a gain of 27 per cent over 1959. Imports in 1958 rose 20 per cent over 1957, and in 1959 a further 22 per cent. Thus, there has been a gain of 69 per cent since 1957. Trade sources in Rabat, the Moroccan capital, forecast a continued steady rise, particularly in vending machine imports. Juke boxes are selling well, and games are beginning to find popularity. The forecast for steadily rising imports is based on Casablanca's position as a gateway to the North African market, together with the stabilization of economic and political conditions in the North African countries. The revolutionary strife of the postwar years has ended in all the area save Algeria. The economies of Morocco and Tunisia are prospering. The French influence especially favors expansion of the North African juke box market. North African cities, thanks to the French, are crowded with bistros, each a prospective location for a juke box.

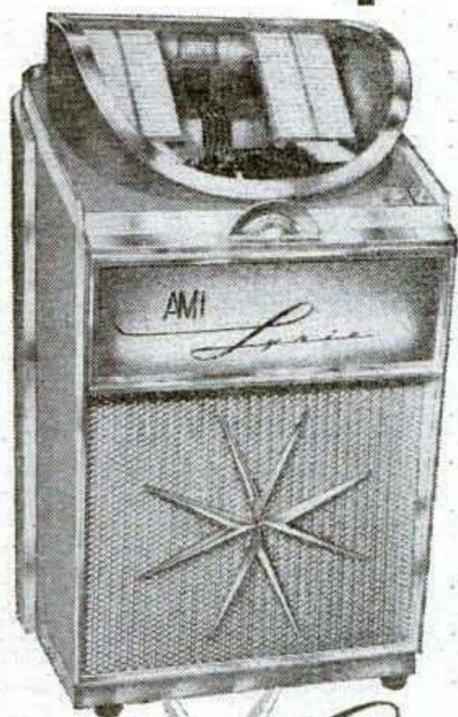
Scots Cherish Vintage Jukes

HAMBURG—There is more truth than poetry after all in that old saw about the canny Scotsman and his super-thrift. A German juke box industry survey shows that the Scots have the greatest amount of vintage coin machine equipment in service of any area in Western Europe and the United Kingdom. Scotch operators, the survey shows, replace equipment only with the greatest reluctance. Scotland is the happy hunting ground of collectors for coin-operated equipment museums. However, optimistic German producers believe that the Scots' tendency to husband their coin machines is as much the product of deficient salesmanship as thrift. For it has been demonstrated that when

(Continued on page 83)



all this quality and lower prices, too!



AMI compacts set new standards of value

Any way you judge them, the AMI Lyric and Continental lead the field. They have bold, new compact styling that's years ahead. They have every one of the famous AMI amplifier, mechanism and service features for top performance. And, they have price tags that are lower than ever. It's a potent combination that is opening up new, more profitable locations everywhere.



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The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

Table listing music machines with columns for model number, year, and price. Includes models like D-40, E-40, F-40, etc.

ROCK-OLA

Table listing Rock-Ola music machines with columns for model number, year, and price. Includes models like 1436, 1438, 1442, etc.

SEEBURG

Table listing Seeburg music machines with columns for model number, year, and price. Includes models like M100B, M100C, 100W, etc.

WURLITZER

Table listing Wurlitzer music machines with columns for model number, year, and price. Includes models like 1250, 1400.

UNITED

Table listing United machines with columns for model number, year, and price. Includes models like 1500, 1500A, 1600A, etc.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowling and shuffle machines with columns for model number, year, and price. Includes models like ABC Bowler, ABC Bowling Lanes, etc.

CHICAGO COIN

Table listing Chicago Coin machines with columns for model number, year, and price. Includes models like All Star Team, Blinker, etc.

PINBALLS

BALLY

Table listing Bally pinball machines with columns for model number, year, and price. Includes models like Ballerina, Balls-A-Poppin, etc.

GOTTlieb

Table listing Gottlieb machines with columns for model number, year, and price. Includes models like Ace High, Add-A-Line, Annabelle, etc.

WILLIAMS

Table listing Williams machines with columns for model number, year, and price. Includes models like Arrow Head, Casino, Circus Wagon, etc.

RENO

Table listing Reno machines with columns for model number, year, and price. Includes models like 10/57, Rocket, Satellite, etc.

ARCADE & NOVELTIES

Table listing arcade and novelty machines with columns for model number, year, and price. Includes models like All-Star Baseball, Aqua Duck, Auto Photo Model, etc.

DEUCES WILD (KAYE)

Table listing Deuces Wild (Kaye) machines with columns for model number, year, and price. Includes models like 10/58, Dodge City, etc.

ST. CHRISTOPHER (MUTO)

Table listing St. Christopher (Muto) machines with columns for model number, year, and price. Includes models like 12/58, Satellite Tracker, Scramball, etc.

SHOOTING GALLERY

Table listing shooting gallery machines with columns for model number, year, and price. Includes models like 8/58, 5th Inning, Golf Champ, etc.

SKY RAIDER (UN)

Table listing Sky Raider (Un) machines with columns for model number, year, and price. Includes models like 10/58, Sky Rocket, Heavy Hitter, etc.

L. A. Operators View '61 Seeburgs



JACK LA RUE, Seeburg factory engineer (center), chats with Marvin and Ginger Jones at the Seeburg Distributing Company showing in Los Angeles. Jones has been an operator for nearly 25 years.



THAT CERTAIN feline of pride was present at the showing of the new models AY100 and AY160. Congratulating Minnie upon winning high honors in the Household Pets Division at the Pacific Cat Fanciers Show in Long Beach, Calif., is Marilyn Milder, of the Seeburg secretarial staff, and Sherman Arps, head of the parts department. Minnie, a veteran of the animal shelter, has been with Seeburg for more than a year.



FRANK ROBINSON (right), head of R & H Music in Los Angeles, where he has been an operator for nearly 30 years, inspects a new phonograph. With him (right to left) are his wife, Dorothy, and Fred Hodgson and Herb Hodgson, also of the firm.



CLIFF JONES and Jack Goodman (left to right), of Jones Music in Long Beach, Calif., visit with Ralph Cragan and John Ruggiero. Ruggiero, with R. F. Jones Company in San Francisco for more than 10 years, is manager of the Seeburg branch.



DEAN BROWN and his wife, Marie (left to right), look over the new Seeburg model with Stan Googins. Brown is a veteran operator in the Glendale, Calif., area.



OIL RUSSELL (left), of the Seeburg Distributing Company in Los Angeles, gets a charge out of Seeburg's new earphone setup as he listens with Leonard Rubin, of BBC Amusement Company, Los Angeles. The demonstration took place in the Jazz Room, which Seeburg had set up to show its machines.

Ark. Op Sells Due to State Taxation Law

CONWAY, Ark. — The 1959 Arkansas Act imposing high taxation and stringent regulations on coin machine operators last week claimed another victim as C. L. Townsley, Townsley Music Company, sold his route. Townsley, owner of 15 locations in Conway and three in nearby Morrilton, Ark., said the high taxes forced him out of business.

Robert Riedmatten, a Conway taxi company owner, bought the phonographs and games on location in Conway. Name of his route will be Riedmatten Music Company. Paul Hurst, Hurst Amusement Company, Atkins, bought the machines on location at Morrilton.

Between 30 and 35 machines changed hands for a reported figure of approximately \$20,000. Townsley said he would go into the radio and TV repair business.

The 1959 State law requires that a nonresident of Arkansas cannot operate in the State. It further provides that each operator must get a certificate from the State to operate. To do this, he must post a performance bond of \$3,000, which costs \$54.

In addition, city tax on each juke box and game is \$5, county tax on each is \$5 and State tax is \$5. Federal tax is \$10, except on bingo-type pin games, which is \$250.

A case, attacking the law as unconstitutional, confiscatory, and in violation of free trade, is now pending in Chancery Court. The lawsuit had been remanded from the State Supreme Court.

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2 AMI E120	ea. 150.00
4 AMI D40	ea. 75.00
1 United UPA, 100S	\$95.00
5 Shuffle Rebounds, Like New	ea. 50.00
UNITED AND BALLY SMALL BALL BOWLERS (As Is)	135.00
C. C. 2-Player ROCKET	140.00
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West

DENVER ROUND-UP

An unexpectedly warm and pleasant Indian summer made for better than usual collections in October, members of the Colorado Music Merchants, Inc., report. Collections for both phonographs and amusement machines were anywhere from two to five times as great during the similar period last year when Denver was hampered by tremendous snowstorms which caused millions of dollars' worth of damage to trees and property.

Visiting in Denver recently were two Wyoming operators, Paul Scott, Lander, and Homer Wampler, Riverton. Scott, after much ribbing, has turned in his station wagon on which were painted reproductions of bank coin bags on a new car. The bank bags had been used by Scott to emphasize earnings possible for location owners. . . . Leo Negri, partner at Draco Sales Company, returned from a short vacation in California. Once a resident of Los Angeles, Leo has many connections and friends in California's coin machine industry.

Barbara Ayres, who aids Pete Vandenberg and Blanche Jones in the management of Modern Music Company in Colorado Springs, has a serious problem these days. Her husband, in the building industry, is planning to enter the booming field in Memphis, which, of course, will take Barbara to the Southern city. . . . Frank Huber and Glenn Pierce, of Century-Supreme Music Company, have put a new truck in service, replacing one which was stolen and wrecked a couple of months ago. The new unit, with hydraulic-lift gate and radio communication, will solve a lot of everyday operating problems for the partners.

Don Akins, route manager of Continental Music Company, has recovered from a bout with the flu. Continental, one of Denver's biggest users of true stereo installations, has increased its routes substantially in 1960 and plans to continue building. . . . Celebrating a birthday October 16 was Stan Bennett, music operator from Sterling, Colo., who covers the northeast corner of the State. Another birthday celebrant was Margaret Scranton (October 25), who collaborates with her husband, Fritz, on the phonograph routes. Another feminine member of the coin machine fraternity, Margaret Doctor, wife of Don Doctor, owner of Century Amusement Company, Greeley, rang up another notch on the calendar last month.

An intense interest in aviation has made Herb Roggow, phonograph operator from Las Vegas, N. M., a prominent figure in Rocky Mountain States' aviation. Owing several airplanes and operating a flying and rental service at Las Vegas along with his far-flung coin machine routes thruout the State, Roggow is now servicing most of the routes by air, which has proven surprisingly economical and efficient. . . . Betty Ferguson, bookkeeper at Draco Sales Company, Denver Wurlitzer distributorship, will soon celebrate her 13th year in the field. Incidentally, word has been received from Johnny Scarvada, former office manager at Draco Sales, that he is happy with a similar post at a Wurlitzer distributorship in Los Angeles.

Many seldom-seen faces turned up at the special meeting of the Colorado Music Merchants, Inc., held at the Kearney Hotel September 30. . . . Howard Hold, of Monte Vista, Colo., was a visitor at Draco Sales Company last week. Hold was formerly a partner in the firm, but prefers operating in the high Colorado Rockies. . . . Sam Pacino, of Trinidad, Colo., was up toward the end of September visiting local operators. . . . News from Colorado Springs—I. V. Smith, of S & S Amusement Company, has bought out the interest of partner Roy Schoenberg, Schoenberg, in turn, has bought in with Paul Mueller, of Ace Amusement Company, Glenwood Springs, Colo.

Wyoming visitors in Denver last week were Fitz and Marge Scranton, of Powell. This husband and wife team is one of the most active in Northern Wyoming. . . . Sam Keys, of Apollo Music Company, Denver, is vacationing briefly at Albuquerque, N. M. Brother Dan, who is minding the store, has not taken a vacation for several years and apparently doesn't plan to. . . . Leo Negri, partner in Draco Sales Company, Wurlitzer distributorship here, is vacationing briefly in California. . . . Herb Roggow, New Mexico's flying juke box operator, dropped in at Stapleton Field the other day after flying to North Dakota to visit his family in his four-place Cessna airplane. Roggow covers his widely spread routes in Northern New Mexico almost entirely by air, arranging with location owners to pick him up and return him to the airport after making service calls, and even flies in to tiny high-altitude dirt-strip airports merely to change records. . . . Bill Burbank, of Montrose, Colo., bought several new pieces of equipment in Denver recently.

Dan Keys, of Apollo Music Company, entertained his mother, visiting from Oakland, Calif., in mid-October with a sight-seeing trip thru the Colorado Rockies and central points of interest. . . . Another pilot in the Colorado coin machine industry is H. E. Hackett, who recently joined the staff of American Amusement Company as a mechanic. A licensed pilot, Hackett divides his time between phonograph and amusement machine repairs and the controls of rented airplanes. He is planning to buy a plane of his own, possibly next spring.

Bob Latimer

East

CONNECTICUT CAPERS

Ralph Colucci, of Seaboard Distributors, East Hartford, plans a brief vacation in one of his favorite respite points, San Antonio, later this year.

Allen M. Widem

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U. S. PRESTIGE SKIDDING?

Claim American Exporters Losing Potential Customers

ANTWERP — American Presidential campaign charges that U. S. prestige abroad has skidded are eliciting an odd echo from this crossroads of the European coin machine trade.

Americans, especially American coin machine entry, still rate as "nice people," and the reputation of American coin machine equipment has risen measurably in recent years.

It used to be that Europeans complained that American exporters were inundating them with "as is" cast-off equipment which proved to be junk. But such complaints are relatively rare today. By and large, American used equipment is respected as honest merchandise.

Note Sag

Nevertheless, U. S. business prestige has sagged—some say badly—in Europe, and the sag is noted particularly by the coin machine export-import trade here.

It used to be that while Europeans complained about being victimized with vintage equipment, they nonetheless respected the American businessman as a "hard-drive, hard-sell guy," perhaps not

London Hosts Wisconsin Ops

MILWAUKEE—A strong turnout of local and up-State operators attended the S. L. London Music Company's day-long showing of the new 1961 line of Seeburg phonographs Sunday, November 13.

According to Perry London, sales director, operator response to the 160 and 100-selection units was very warm. Operators also showed enthusiasm over the commercial possibilities of the Koss individual earphone set-up for location use.

A partial list of guests included: Harvey Bartsch, Badger Music & Amusement Co.; and Mr. and Mrs. Joe Volk, Madison; George Brizius, George's Coin, Manitowoc; Mr. and Mrs. Fred Braun, Jr., Suburban Music Co., Menominee Falls; Mr. and Mrs. J. Hottat, Delavan; Mr. and Mrs. Ben Ludwig, Oshkosh; Mr. and Mrs. Frank Sawejka, Beaver Dam; Mr. and Mrs. C. G. Stoll, Waupaca; Mr. and Mrs. H. Sublisky, American Music & Novelty Company, Kenosha, and Bud Wegner, G. & W. Vendors, South Milwaukee.

Local guests included: Wally Brown and Chris Lamee, Metropolitan Coin; Harry Cislis Jr., Cislis Music Company; Mory's Amusement; P. & P. Distributing Company; Doug Opitz and daughter Janet, Wisconsin Novelty Company; Mr. and Mrs. Casper Reda and Mr. and Mrs. Ben Zukrow.

Also on hand were Karl Karlman, The Seeburg Corporation, and Alvin Gottlieb of D. Gottlieb Company, both of Chicago. S. L. London Music Company staffers included Sam London, Perry London, Nathan Victor and James Metzler.

Seeburg Shown To Houston Trade

HOUSTON—The Seeburg Corporation featured its new phonograph, Irresistible, at a showing held here Sunday (13) as H. A. Franz, president of the distributing concern, and Hans Von Reydt, vice-president, hosted the affair. Earl Hoot of the service department explained and demonstrated features of the new machine.

Von Reydt was also host of Seeburg showings in Beaumont, November 14-15, and in Lake Charles, La., November 17-18.

always a "nice guy" but an efficient businessman.

But the hard sell has been replaced in the U. S. coin machine export trade by the soft sell, and the criticism here is that the sell indeed has become so soft in fact as to be, in too many cases, an innocuous sell.

A senior official of a big export-import concern with strong links to the U. S. industry delivered this doleful judgment:

"For want of a pen—a multi-lingual pen—it would appear that many American coin machine firms are losing out on potential sales to the European market, and to other foreign markets as well.

"You would be amazed at how hard it is to get a satisfactory correspondence from some American firms, even when you're practically trying to dump orders in their laps."

The complaint here is that the U. S. coin machine exporter tends to expect foreign customers to beat a path to his door—and then wait until he finds it convenient to receive them.

There are exceptions, a notable one being the Davis World Export Company. Davis has transit warehouses in Antwerp, Rotterdam and Amsterdam. It is dedicated to the persistent if not hard sell.

But still the common complaint in Europe is that American firms don't answer their correspondence promptly and fully, and that they are hobbled linguistically to English.

The general manager of a medium-sized export-import firm in Brussels elucidated, "The American businessman tends to be pretty helpless when it comes necessary to operate in any language except English. American firms, and we notice this particularly in the coin machine business, lose a lot of business simply because they assume—and most falsely—that the rest of the world either speaks English or is obligated to translate from English into the local language."

In point of fact, there are many European businessmen who know little or no English, and who are firmly opposed to learning English merely as a convenience to the American businessman.

The complaint is that too many American businessmen strike the "if you want to do business with me you'll have to speak English."

A tandem complaint is that Americans make little or no effort to adjust their operating techniques to the local mores and traditions. "All Americans act like they were from Texas," still another coin machine exporter-importer sourly sounded off.

The picture that emerges here is not that of the "ugly American" but rather the "ineffectual" or "bumbling American."

The majority of coin machine export-import traders polled here on the subject of U. S. business efficiency in foreign markets agreed that simply by concentrating on correspondence, U. S. coin machine firms could increase sales to Europe by 15 per cent or more.

"Maybe the idea of an 'ugly American' is not so bad," reflected a veteran Antwerp coin machine importer, "if by the term you mean a hard-sell guy with respectable business ethics. It might be better to be disliked than ignored."

Some Belgian importers offer the West Germans as a case in point. The Germans are widely criticized as tactless, arrogant and often boorish. But they are efficient, persistent hard-drive salesmen, and they get the orders.

As the veteran Antwerp coin machine importer summarized, "You don't have to love a guy to do business with him. I do the most business with types I detest. That's why we say, 'business is business.'"



MR. AND MRS. C. G. STOLL came all the way from Waupaca, Wis., Sunday (13) to attend showings of the new Seeburg line by S. L. London Music Company in Milwaukee. Nathan Victor (right), S. L. London's office manager, points out features of the new machine.



"IT TICKLES" could well be the caption for this photo, but it's just young Janet Opitz getting her first exposure to stereo sound thru a pair of Koss earphones at the recent S. L. London showings held in Milwaukee. Janet's father, Doug Opitz, Wisconsin Novelty Company, stands behind her, while Perry London (left) points out some features on the new Seeburg machine.

DOT UPS LP'S FOR JUKE BOX

HOLLYWOOD—Dot Records, long a hold-out in the Seeburg "artist of the week" album juke box program, is coming aboard with six packages. A half dozen items will be released within a month. Albums include Louis Prima's "Wonderland by Night," Louis Prima - Keely Smith's "Together"; Pat Boone's "Great, Great, Great"; Lawrence Welk's "Last Date," Mills Brothers' "Great Hits," Johnny Maddox's "Crazy Otto Piano."

Federal Officers Seize Cal. Games

LAMESA, Calif. — Thirteen alleged gambling machines were seized by federal officers in this San Diego suburb when eight bars were raided simultaneously.

Virgil G. Crabtree, assistant chief of the Intelligence Division of the Department of Internal Revenue, Los Angeles, said the pinball-type machines were seized following several weeks of undercover investigations by special agents of the Treasury Department of the Internal Revenue Service. He said that the machines awarded customers cash pay-offs rather than free plays. Owners of the bars, he added, had failed to purchase the \$250 stamps per machine for their operation.

Crabtree said that the operators could petition for return of the machines. The matter will be referred to the U. S. Attorney to see if criminal action should be taken. If the Internal Revenue Department

Bally Boosts Production on Kiddie Rides

CHICAGO—Bally Manufacturing Company is enjoying one of its better years in kiddie ride sales and has acquired additional space outside of the main plant for expanded production.

Bill O'Donnell, Bally general sales manager, credits rapid growth of market playlands in supers, shopping centers and discount houses as one of the main reasons for the firm's sharp end-of-year increase in demand.

Two rides, Pony Twins and Toonerville Trolley, will be continued at the normal rate of production, but output of The Champion horse will be greatly expanded.

Bally is also going back into production on its Model T, miniature early model roadster, introduced in 1955, and discontinued last summer. Bally officials are currently predicting that 1961 will be one of their biggest years in kiddie ride sales.

pursues the matter further, it will come before a federal grand jury for indictments.



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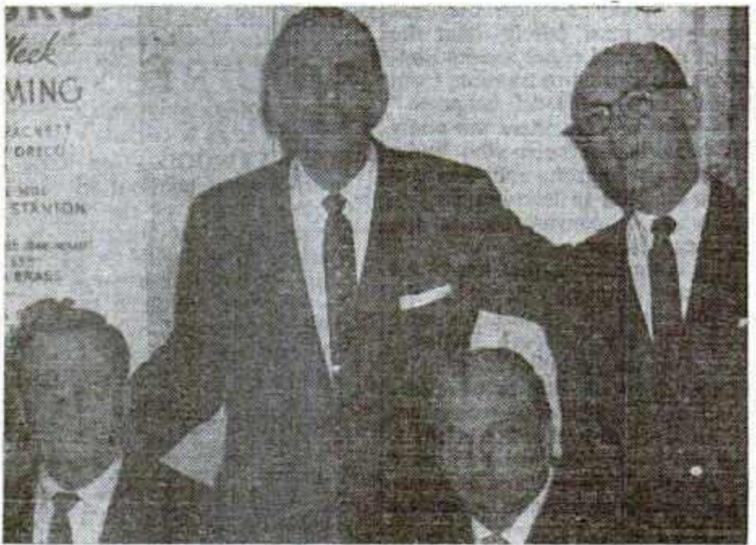
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FAST, PLEASANT SERVICE with a smile? Pretty Lorraine Query is one of the best examples of it as she writes up an order with Dick Mitchell at Dick's Records, Inc., one-stop disk outlet in Redd Distributing Company's headquarters.



GETTING SOME POINTERS on the new Seeburg line at Redd Distributing Company during recent showings are: Ray Bourque, Springfield; Denny Dolvin, Springfield (third from left), and John Banas, Warren (right). Bob Jones, Redd sales manager, gives them the word.



A HAPPY FOURSOME at Redd Distributing Company's recent showing of the Seeburg line are (standing) Al Levine, Redd sales; Earl Westray, Boston; (sitting) Hugo and Louis Cappouccio, Boston.

BRIGHTON BRIGHTENED

Redd Stages Double Show At Opening for New Bldg.

BRIGHTON, Mass.—More than 300 operators and guests flocked to the double showing staged by Redd Distributing Company Monday and Tuesday (12-13) to introduce music men to the new Seeburg lines of phonographs and vending equipment as well as to christen its new quarters. Redd recently became New England distributor for the Seeburg line.

The spacious new building, three times larger than the previous location, was decked with flowers and ornamental effects. A large buffet and refreshment bar was set up for the guests, many of whom came early and stayed to examine the Seeburg, Bally, Chicago Coin, Kee-

ney and other lines of games and amusement equipment.

A new and enlarged parts department was opened and Dick's Records, Inc., which is housed in the new building, was gaily appointed for the occasion. Guests and operators were taken on a tour of the new premises.

Jerry Vale, Columbia recording artist, sang for the visitors.

On hand to welcome the operators for the Redd firm were: W. S. (Si) Redd; Bob Jones, sales manager; Hugh Sears, parts manager; Joe Maggioni, comptroller; Al Levine and Julius Jacobi, sales; and Edith Green, secretary. Dick

(Continued on page 80)

Katz Formula

Continued from page 70

pretty near stable the year-round, instead of fluctuating with seasonal changes in the vending industry.

The S P Distributing firm operates in Missouri and within a 100-mile radius of St. Louis in Southern Illinois. The machines used on the route consist primarily of penny ball gum and charms and 5-cent charms.

"I keep other confections, but only in the St. Louis area because of the problems of servicing," Katz said. Among other products vended by the company are 5-cent cashews, Boston baked beans and 10-cent pens.

Penny gum and charm machines make up about 50 per cent of the total operated by S P. The 100-count gum machines represent another 35 per cent and 5-cent charms account for the rest, except for a scattering of machines which vend miscellaneous confections. "These are put in locations chiefly for accommodation, depending on the stop," Katz explained.

One of the secrets of Katz' success is the fact that he is a stickler for cleanliness, and for perfect arrangement of merchandise in globes before they go out on locations. In servicing the route, prefilled heads are used, eliminating the chore of cleaning and filling from Katz' station wagon or in the location. About 40 to 50 prefilled heads are taken out and exchanged at stops each day. When the machines are put on stands, Katz asserted, "I feel that a child will want to go up to the equipment and spend his money."

Supermarket stops are serviced once monthly. If a machine is less than half filled, the head is pulled and a fresh one put on, Katz said. These locations have anywhere from two to six machines on a stand. In fact, most of the company's stops are multiple installations. "The one-installation locations are a thing of the past," the bulk operator said.

Katz said he had no specific problem in handling his route. "There is nothing out of the ordinary," he said. He stated that actually supermarkets are the cleaner service stops.

The operator recalled that during his seven years in the industry, his business has undergone a change. The company at the start, he continued, had no supermarket stops on his route.

Katz praised Mrs. Evelyn Fairris, who has been with him since he started in the business. Mrs. Fairris cleans and fills the machines, waits on customers calling at the company and fills in for the firm owner when he is not there. Also working for the S P Company is part-time employee Ben Fliasher, who started about six months ago. Fliasher, who is 34, services equipment on the street, does maintenance work on machines and also helps prepare equipment before it goes out on location.

Another aspect of the S P business is its wholesale distributing activity. This includes selling charms, gum and machines to other operators. "I have been taking in a lot of used machines from customers," Katz said. The company also handles a full line of parts and stands.

The company owner said he would rather sell a few machines and let a man start out small in the business. By selling about 15 machines to a new operator, the man doesn't feel it as much as putting out \$1,500 or \$1,600 at once. Katz said his wholesale operation is on a small scale but in time it will be built up.

One interesting thing Katz discussed was the company's early use of multiple installation. "I would like to believe that S P Distributing Company was the beginner of multiple vending," Katz said. The company makes its own step stands, called Vendicade.

(Continued on page 80)

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	Bally 597 (like new) ..	2 Jet
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Brass Sees Fruit Machines As Boost to Morale of GI's

By OMER ANDERSON

PARIS — The U. S. military forces in Europe are championing the fruit machine as an aid to morale for servicemen and their families.

The military's fruit machine enthusiasts say the machines have been maligned, and that fruits could be employed in many U. S. civilian communities to finance worthwhile civic undertakings.

It was 18 months ago that the military admitted fruit machines to service clubs. There are now around 7,500 machines in military clubs in West Germany, France, Italy, England, Libya and other Mediterranean areas.

\$10 Million Take

The machines take in at least \$10 million annually. The military explains that each club does its separate bookkeeping, and that, therefore, there is no official figures on the total take. Some experts calculate the total take at as high as \$20 million.

Few machines return less than \$175 a month, and numerous machines ring up monthly profits of \$600. There are between 3,000 and 4,000 machines in West Germany and France alone. They are factory-set to pay off 84 to 86 per cent to the player. The average machine costs the military club between \$700 and \$900.

Fruit-generated profits are used to buy entertainment and facilities for the members of the military clubs housing the machines. Clubs use the fruit take to offer less-than-cost dinners, free entertainment and lavish parties.

Improved Morale

Military authorities are firm—and apparently unanimous—in their conviction that the fruits have been a boon to military morale; that they have improved service clubs and made them a vital force in overseas military communities.

Military accountants monitor income and outgo of fruit machine revenue. They contend there is little if any dishonesty involved.

An Air Force club supervisor capsuled the military view toward fruit machines:

"They are the lifeline of the clubs. They mean funds for refurbishing, for better and cheaper food and service, and lower dues.

"It's no secret some of the clubs wouldn't be able to continue without the fruits."

Building Fund

A sergeant who manages a big Air Force club added, "We had almost nothing in the bank before the fruits were authorized. Now we are spending a good couple of thousands on rebuilding."

Military authorities and club managers agree that none of the usual criticism of fruit machines can be justified on the basis of the military's vast European operations.

The provost marshal at U. S. Army headquarters for Europe, in Heidelberg, said it has had not a single complaint in the last six months and only a few minor complaints prior to that.

No Criticism

A spokesman for U. S. Air Force European headquarters, in Wiesbaden, concurred: "I haven't heard a word of criticism in 16 months. And the reason I set this time qualification is because that is how long I've been connected with the clubs."

The chief of Army chaplains reported, "I have had no reports from the field of wives complaining that husbands waste too much money in the machines. If there were such a problem I certainly would have heard of it."

Sgt. Ted Dixon, manager of the Toppers NCO Club in Frankfurt, gave this rundown on a typical club operation:

"We keep 10 machines in play.

We have two masters at arms in the game room. We're strict on them here. If a man gets under the weather we don't let him play. I've never had any wife complain her husband spends too much on the machines and no GI has ever asked for taxi fare because he had spent it on the fruits."

Master Sgt. Forrest McAtee is equally enthusiastic about fruits. McAtee manages the Stateside Enlisted Men's Club at Gutleut Kaserne in downtown Frankfurt.

Shot in Arm

"The machines have been a shot in the arm for our club. Our business is up to \$10,000 a month and the fruit profits range from \$2,800 to \$4,700 monthly.

"With that kind of money we have been able to bring our club up to Stateside standards and provide a nice place for the men to bring their wives and girl friends."

The Army restricts the number of machines per club to 10, but the Air Force permits "good taste" to determine the number.

Rocker Club

One of the largest military fruit machine operations is that at the U. S. Air Force's NCO Rocker Club in Wiesbaden. This club has 1,900 members and does \$60,000 worth of business monthly, of which its 20 fruit machines contribute \$17,000.

Maj. Ben T. Ellis, of the Frankfurt Casino Club, one of the poshest of military clubs, summarized:

"Sure, we would have been able to operate without the machines. But look at that newly decorated room. The fruits were the only way we were able to finance the decoration.

"The machines make the difference between an up-to-date, first-class club and one that depreciates steadily."

Military club managers insist it isn't merely decor that is purchased with the fruit machines. The manager of an enlisted men's club explained:

"Since we put in the machines our business has more than doubled. Our guys are mostly single. They go to the movies on post at night and then come here afterward. It keeps them off the street. The way I see it, that's what a club is for.

"I give them a steak, roast beef or chicken dinner for 45 cents. Some of them never go to the mess hall at night.

"And thanks to fruit machine profits, we can offer fantastic steak dinners. I pay \$1 a pound wholesale for T-bones and more than 80 cents a pound for sirloin, and I give them a 16-ounce steak with potatoes, salad and a hot vegetable for \$1.50."

All of the clubs are now spending lavishly for entertainment. For example, Sergeant McAtee says his club spends up to \$3,000 of its monthly \$10,000 gross receipts for entertainment.

Finally all club managers agree that the fruit machines have boosted their attendance as well as income. The manager of a typical NCO club said, "We have \$72,000 in fruit machine money and we're going to have to enlarge this place so we can get all our members in. We have to turn them away now at 9 o'clock Saturday nights."

Income from fruit machine operation is listed in each club's monthly statement and goes to the sponsoring unit's commanding officer. Financial records are checked regularly by Army auditors and are posted in each club for the members to examine.

City Council Bans Pinball Machines

SANDERSVILLE, Ga.—A city ordinance outlawing pinball machines has been passed by the city council here.

Owners and operators have been given until December 1 to "get rid of the devices." The new ordinance provides for a \$100 fine or 90 days' imprisonment for violators.

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Games Inc. Wild Cat..... 295
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Auto Bell Circus Wagon Wheel... 145
Auto Bell Galloping Dominoes... 165
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Too Many German Operators? Industry Probes 'Next Step'

By OMER ANDERSON

FRANKFURT — The trouble with German juke box operators is that there are too many of them. This is the view being taken by West German operator associations. If the operator organizations have their way—and indications are that they will—the future German operator will enjoy considerable prestige in his community, and his income will rise in proportion to his prestige.

But it will be extremely difficult to become an operator.

The background to the present dissatisfaction with the German

operator situation traces back to the early occupation period. The Western allies, especially the United States, insisted on the so-called "Gewerbefreiheit," meaning the right of anybody to engage in any calling of his choice, subject to nominal regulation.

It was an effort to transplant to Germany the American system of untrammelled free enterprise. And it worked—up to a point. The net result, as concerned the juke box business, was that as juke boxes boomed operators kept pace.

There are now around 5,000 operators and 35,000 boxes in West Germany. About half of the operators are organized into affiliates of the Central Organization of Coin Machine Operators. The remaining 2,500 disdain the operator association. They are mainly small operators with varied business interests.

Most of them merely dabble in juke boxes and have other major occupations. Because they are not overly dependent on juke boxes for their living, they take little interest in the problems of the trade.

An operator association official complained, "Our ethics and standards often are not as high as we would like, but it is impossible to obtain responsibility without controls and regulation."

What most of the critics have

in mind is something akin to the German craft tradition—the "meister" tradition. German trades and crafts are highly stratified. An apprenticeship of five years is usually mandatory before the apprentice begins ascending the ladder toward the coveted "master" status.

It is a restrictive practice, but one which produces high caliber craftsmanship. The tailor, the barber, the bartender—all are "masters" who have invested many years in qualifying to operate their shops.

Something similar is what the leaders of the German coin machine operator association are recommending for their industry. The details remain to be filled in, but the idea is to screen out irresponsible operators and promote competence and responsibility within the branch.

This can only be done by restricting the number of operators, it is claimed by proponents of regulation. Exclusion is necessary to guarantee competence—and adequate revenue to attract high-type men to the trade.

The operator association official explained, "It is hard for an operator to make a living now because there are too many in the business. As long as the field is overcrowded, it will be impossible to attract the type of men we need."

Redd's Showing

Continued from page 78

Mitchell of Dick's Records, Inc., and Loraine Query, assistant, also were on hand.

Attending also were: Mr. and Mrs. Fleming, Bill Prutting and Bill Beckett, the Seeburg Corporation; Mr. and Mrs. William O'Donnell, Bally Manufacturing Company; William Weikel, Fischer Sales and Manufacturing Company, and Mort Seore, Chicago Dynamic Industries. Mrs. Vale accompanied singer Jerry Vale.

Among operators attending were: from New Hampshire, John LaZaar, Bill Hamel, Dino Donati, Manchester; and Bob Smith, Berlin; from Rhode Island, Manuel Rodriques and Anthony Joseph, Cranston, and John Conte, Providence. From Connecticut were Joe Daniels and Martin Rosa, Waterbury, and Frank Marks, New London. From Maine, Joe Ferris, Madison and Thomas Yokedis, Waterville.

From Massachusetts: John MacKenzie, Hyde Park; Jim Giarusso, Lawrence; Lee Bessett, Newton; Ed Beale, Needham; Cy Jacobs, Roxbury; Sal Marciano, Beverly; Paul McCann, Lowell; Gene Sweeney, Buzzard's Bay; John Banas, Warren; Raymond Goland, Athol; Ralph Lackey, Milton; John Fiore, Medford; Henry Levine, Milton; Dave Gropman, Mattapan; Ralph Ridgeway, Springfield; Bill Tiernan Somerville; P. Wolkowski, Malden; Arthur Strahan, Greenfield; Dennis Dolvin, Springfield; Harold Harwich, Newton and Ray Brooks, Brockton.

Katz Formula

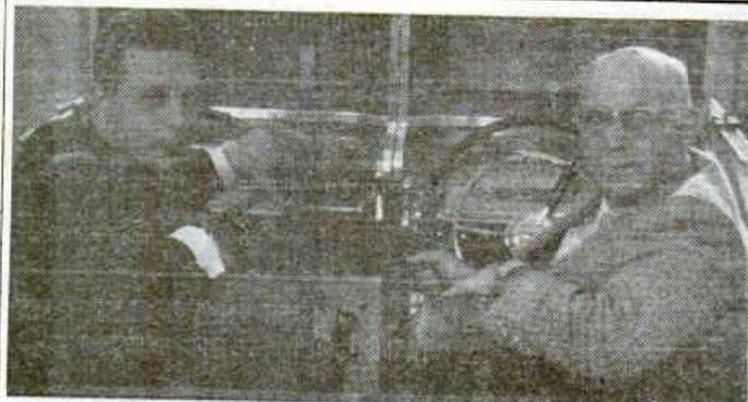
Continued from page 78

Katz, 31, is married and has three children—Debra, 6; Richard, 4, and Lawrence, 18 months. His wife, Toby, is not active in the business, but "she attends all the conventions with me," the operator remarked. He is secretary of the National Vendors' Association and attends all meetings and conventions of the association with his wife.

The operator started in the bulk business by purchasing with his brother-in-law the route of Samuel J. Phillips. Katz' former partner subsequently got out of the business about a year and a half ago.

Katz likes to bowl and play golf when he has time. He is active in the Blackberry Lane School Parent-Teachers Association and take an interest in a variety of other things. He and his wife are taking education courses in night school at Washington University.

As to the future, he said, "I want to continue putting out machines and keep up the quality of maintenance and servicing." He said he would like to do more from the office in order to try out new plans for the business. "It's getting to the point now where I spend more and more time in the office taking care of things that need to be done there."



SAM TARAN, right, head of Miami's Taran Distributing Company, goes out for a spin with Ralph Cravitz, who is in charge of Taran's London office. Cravitz visited the United States during the recent National Automatic Merchandising Association show in Miami.

Plan for Statewide Operator Assn. in Tenn. Takes Shape

NASHVILLE—Five West Tennessee operators and Charles Stewart of Little Rock, executive secretary of the Arkansas Music Operators Association, met with a key group of Nashville operators and distributors last week to explain the advantages of a statewide operators association.

Purpose of the meeting was to interest the Nashville group in organizing into an association which could later merge into a statewide association with the West Tennessee and East Tennessee groups.

A group of West Tennessee operators have begun organizing the Tennessee Music Operators Association. Later the plan developed to get the Nashville group to organize into a Central Tennessee Association, East Tennessee operators to form into an association and later all three merge.

"The reason for this," said Alan M. Dixon, general manager of S & M Sales Company, Memphis distributor, and treasurer of the organizing Tennessee Music Operators Association, "is because West Tennessee operators do not have close contact with Nashville operators and it will take someone there to organize their group."

Dixon attended the Nashville meeting at which Stewart spoke, along with Jack Canipe Jr., Canipe

Amusement Company, Memphis. Also attending were three Jackson, Tenn., operators, who met them in Nashville.

They were Earl McDaniel, McDaniel Amusement Company, Teno Hankins, Jackson Amusement Company, and Sidney Rush, Rush Amusement Company.

The group first called on Kenneth Brake, leading distributor in Nashville, and made other calls and arranged a meeting that night, Monday, at Alamo Plaza Courts. Some eight key men in the Nashville industry attended.

Stewart explained the success of the Arkansas Music Operators Association, the advantages in working together as a group for betterment of the business, improved public relations and how concerted group action was more successful on issues than individual or separate action not unified.

The Nashville group received the suggestion with favor and said they would call a meeting of Nashville operators. They said they would invite the West Tennessee group back for the meeting when it is set.

Date for the meeting has not been set yet. Dixon said he and the other West Tennessee operators who attended the Nashville meeting would go back for the next meeting if the Nashville group wanted them to.

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Occupation

Saar Coinmen in Tough Shape

SAARBRUECKEN, West Germany—Coin machine operators in the Saar have been hit hard by the return of the Saar to West Germany.

It was a year ago that France handed back the Saar. But the economic problems involved in switching the Saar from the French to the German economies are still acute.

An overwhelming majority of Saar operators would return gladly to the French economy. For most Saarlanders the German prosperity "miracle" has proved more myth than miracle.

The Saar operators association, Automaten-Verband des Saarlandes, is neck-deep in the financial problems of its membership. Several hundred new juke boxes purchased on credit have had to be returned to the wholesalers.

Used Equipment

Dozens of medium and small locations supplied with new boxes after the Saar "came home to the Reich," as the political propaganda had it, have had to relinquish new boxes and return to used equipment.

Aggravating the operators' plight, the Saar local government is seeking to boost the entertainment tax on juke boxes as a straight revenue-producing measure.

The Saar situation is complicated still more by the fact that the amusement tax is levied in the Saar on the basis of the location, and not the box: floor area, decor, class of clientele. This means that the same box is taxed double or triple in a ritzy location than in a tavern.

Tax Problem

The operators' association is trying to get the amusement tax pegged at a flat 15 marks a box per month pending detailed consideration of the entire tax problem by the State government.

Juke box operators have been hit by a general recession, which has many Saarlanders wishing they never had elected to "return to the Reich." For the Saar enjoyed a privileged economic status while attached to France, a status it has hand to surrender to rejoin Germany.

On the other hand, West Germany, once return of the Saar became a fact, has reneged on many of its promises of economic assistance and has reduced the scale of the rest of the promised assistance.

Gloomy Prospect

The consensus of operators is that depressed economic conditions will continue in the Saar for at least another year and perhaps two years. Most operators are digging in behind this gloomy forecast; they are deferring purchase of new equipment, curtailing routes and service, and generally embracing austerity to the maximum degree.

Neb. Assn. Plans Meet December 3-4

OMAHA—The Music Guild of Nebraska is planning a December 3-4 meeting at the Evans Hotel, Columbus, Neb., and association officials hope to have a new insurance plan to present to the membership.

The meeting will follow the same pattern as the previous session in Norfolk, Neb. A cocktail hour, dinner and entertainment will be held Saturday (3) evening and business conducted the following morning. The group is shooting for an early adjournment Sunday to permit everyone to get an early start home.

Hosts for the event will be Mr. and Mrs. Frank Holys and Mr. and Mrs. (Doc) Stroh.

possible without damaging their business.

When Saar operators dream of buying new boxes, as indeed they all do—even those who have had boxes repossessed—they dream of U. S. equipment. Nearly all say there is no substitute, from the standpoint of prestige and durability, for a U. S. box.

Therefore, Saar operators are hoping, amid all the speculation surrounding the London "gold rush," that the U. S. dollar will be devaluated. They theorize that devaluation would reduce the price of

American boxes on the European market and stimulate their sale.

\$ Devaluation

With perhaps the wish being father of the thought, Saar operators generally are predicting dollar devaluation of as much as 25 per cent, with the price of U. S. boxes being reduced, in terms of the German mark, by a proportionate amount.

This speculation is not supported by information from any reliable source outside the Saar, but within the Saar the devaluation rumors are noisy and persistent.

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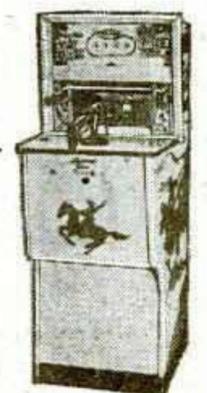
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Single-Speed Phono Seen for 33 Play

Continued from page 2

market. Much emphasis has been placed by manufacturers on stereo and high-priced units. Yet, in the past two or three years, millions of youngsters have moved into the disk-buying age bracket. These are the ones to hit with a spanking new, inexpensive 33 player, claim many record men.

Regarding the 33 single disk, Sydney N. Goldberg, veepee of Decca Distributing Corporation, said that his company has no present plans for getting on 33's. "We are not convinced that this is the answer to the industry's so-called woes," Goldberg stated. "If it proves out that the public wants 33-speed singles, it's no problem. We'll put 'em out. But we'll wait and watch for awhile."

On the other hand, Cadence prexy, Archie Bleyer, indicated a strong feeling for the 33. "We did a lot of checking," said Bleyer, "and we found that few cheap players have been put out for several years. I would say that now is the time some company should do that. Let's have an end to the 45 spindle. We live in a button-pushing society and I think people would prefer not to have to bother with that special spindle."

Bleyer, however, does not believe there is anything wrong with the record business that good records will not cure. "There's nothing wrong with the business today," he asserted. "We need good imaginative records, that's all. We don't get enough of them to create real excitement."

At London Records, Veepee Lee Hartstone pointed out that his company has co-operated with the Seeburg artist-of-the-week cam-

paigned with selected disks. "We made them available to our distributors if they wanted them," said Hartstone. "But nobody wanted them. What we need to clear the bottleneck is a real merchandising drive on phonographs. I think the industry has forgotten about that important aspect of the record business."

A spokesman for Kapp Records saw no immediate advantage in a 33 single. "But if a company like RCA Victor would produce and merchandise a machine that would play that speed and no other speed, then maybe the whole industry would get a shot in the arm," he said.

Vender Test

Continued from page 1

the need to redesign the exterior of the equipment, Allen said. Number of prospective customers mistook his disk vender for a jukebox. Industrial design firm is now at work re-styling the exterior so as to make it more of an eye grabber, and one which would more readily convey to the consumer the vender's function. Upcoming test, however, will be conducted with the same machines used in the previous experiment since Allen does not want to hold up the test until the machine's new look has been fashioned.

Now on U. S. Chemical's drawing boards are extensive plans calling for the possible expansion of the vender's line-up from the top 10 to 20 or 40 disks. Equipment's sales volume, it is believed, will multiply with the increased selec-

tion it offers. Also, Allen foresees the vender use in conjunction with juke boxes, allowing listeners to purchase disks they favor after hearing them played on the music machines.

Allen said U. S. Chemical is convinced, following its initial test run, that a vast market exists for disks sold via a vending machine and that the firm is pursuing development of the project at full steam ahead.

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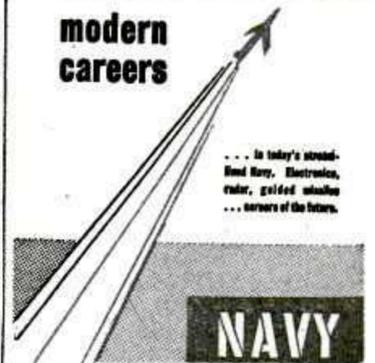
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Beginning with the January 9 Issue, you'll see a new Billboard—a Billboard as new and bright as the New Year itself.

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

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

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

A whole host of reader-advertiser benefits—the result of more than 6 months of preparatory work—will herald this important move. Watch for Billboard Music Week... the new Billboard for Music-Phono Merchandising... for Radio-TV Programming... for Juke Box-Game Operating... beginning January 9.



BILLBOARD MUSIC WEEK

Music-Phono **MERCHANDISING**
Radio-TV **PROGRAMMING**
Juke Box-Game **OPERATING**

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

U. S. Army Order Hits Ops

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for coin games is 1,800, and for fruit machines, around 5,000.

Altho all of the equipment is U. S. much of it is obtained thru local agents, who also provide service. This means that curtailment of the military market will have repercussions for the various local economies.

This is more than ever the case because of the rapid expansion of U. S. coin machine production abroad. Rock-Ola, for example, sells machines in Europe which are almost entirely produced at Hamburg, only the mechanism coming from the U. S.

Local Market

However, the problem is not only one of new box sales. It is likely that many juke boxes and coin games will be put up for sale on the local market. Such used American equipment competes directly with new locally manufactured products.

This is particularly true in West Germany, France and England. It means that the market will be depressed for the sale of locally made new equipment.

The Germans already have had experience in this respect. When the U. S. military rescinded the ban on fruit machines, service clubs jettisoned coin games to make room for the fruits.

Market Off

This was 18 months ago, but even today the coin game market in West Germany still remains depressed. The distributor for a

major U. S. game producer phrased it: "The fruits resulted in the flooding of the German market with so many games that we're still swamped. It knocked out the new game trade."

Optimists argue, however, that, with adequate foresight and planning, there need be no sudden great hardship thrust on the local market.

The plan is to reduce the dependents by the simple process of not sending them overseas in the first place. In fact, most of the "girls" now here will remain until their husbands' normal tours of duty are completed.

Normal Rotation

Normally, the military services ship 15,000 wives to Western Europe and England monthly under normal rotation procedures. The shipment of these dependents will be suspended, and in time the overseas housekeeping arrangements for the troops will be closed out.

This means that about 18 months will elapse before the families have been reduced to target levels. With proper planning, the coin machine industry can cushion the shock with relatively little damage to any segment.

These are the optimists speaking—but they don't speak for the entire industry overseas. The Continental industry has its pessimists, too, and they are filled with forebodings of doom.

The gloomy point out that the Continental coin machine trade has been leveling off for the last six months or even a year. The new box market has reverted to a replacement market. It is feared that the loss of the U. S. troop spending, via the dependent pullout, will be all that is needed to send the industry into a downward spiral.

European News Briefs

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a Scotsman installs new equipment he inevitably increases his per machine average earnings, and few Scotsmen lament their switch to modern equipment after the figures from the new machines are on the books. German producers of "thrift equipment" are mapping sales campaigns in what some believe is the great unexplored sales territory for new coin machines.

Bow Table Soccer Game

MUNICH—A table soccer game, "Teleskop," is being promoted for export by a Bavarian firm, Automatenbau Foerster. "Teleskop" has several innovations in design. It permits play from both sides, and it is jam-proof. The table is sound insulated. Foerster claims "Teleskop" is the fastest soccer game on the market.

Germans Eye Ghana Market

HAMBURG—West Germany's coin machine industry is establishing a beachhead for a sales invasion of Africa in Ghana. Major German coin machine manufacturers are either establishing sales missions in Accra, the Ghananan capital or are dispatching salesmen to Accra on periodic sales missions. The Germans have sold Ghana about \$8 million worth of coin machines since the former British colony gained independence. This is quadruple the amount of German coin machines sold in the same period anywhere else in Africa. There is a big coin machine market in Ghana (relatively speaking), and the former Gold Coast is even more important as a commercial center. Nearly all coin machines exported from West Germany to the States and colonies of West Africa enter Africa thru Accra. Accra boasts 650 juke boxes and 425 games in the Ghananan capital alone, the largest concentration of juke boxes and games in any African city excepting South Africa.

New Units for U. K. Market

WEST BERLIN—Wulff-Apparatebau is bringing out two new payout machines, Jupiter and Bingolux, timed for export to Britain when the payout-machine liberalization takes effect January 1. Jupiter features three illuminated balls whose color combinations spell out winning patterns. It is a variation of the fruit machine, and the producers believe it stands a good chance of cutting into fruit sales in the U. K. As the Germans see it, the fruit machine is being over-promoted in the U. K., and most club proprietors will welcome more variety in games. The second Wulff game is a refinement of its successful Bingolett Automatic.

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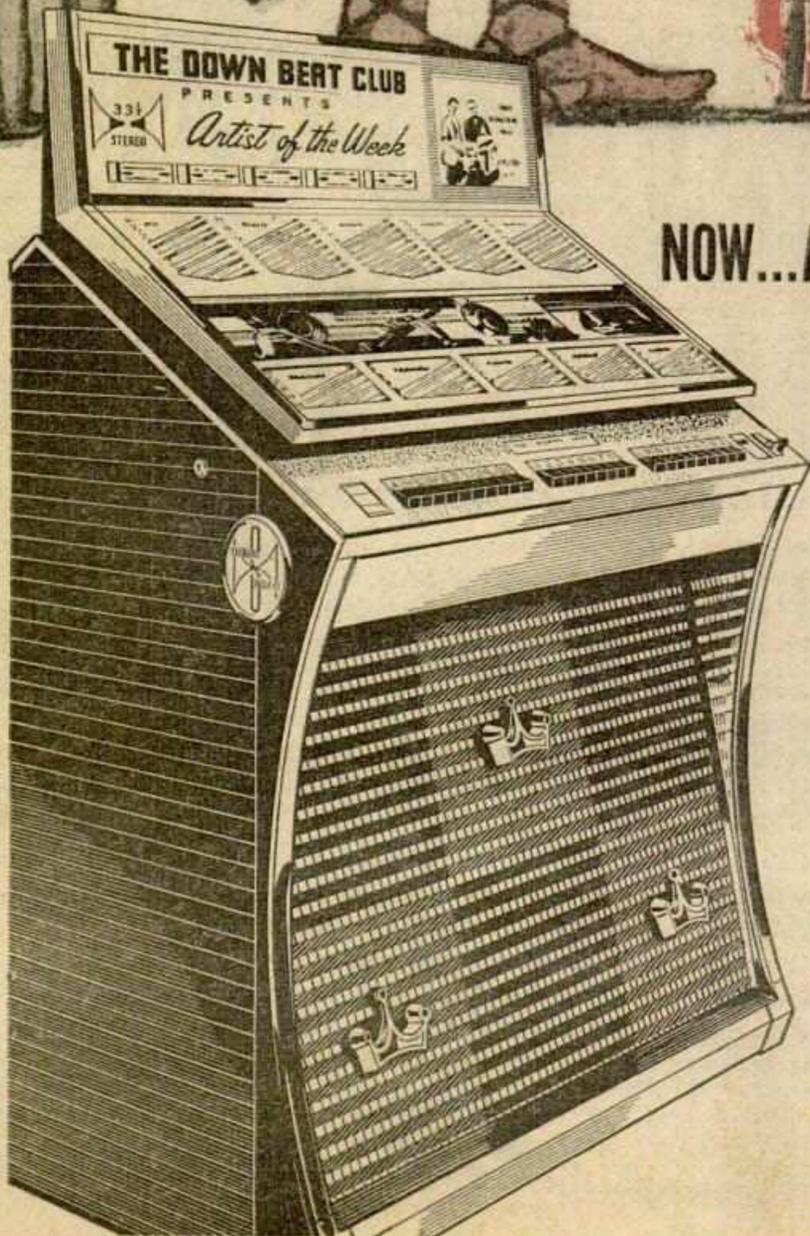
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