Air Waves Decked With Yule Promos

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

By JUNE BUNDY

NEW YORK — Radio stations have been putting the final touches to their Christmas programs, with "Donkey Contests," "Snowball Contests" and "Santa Claus Sleuthing." The contests are given each day to help listeners identify the "Secret Nick" of well-known personalities — local in WHK's case. A complete Polaroid Camera outfit will be awarded to the WHK winner; while WHK will distribute more than $7,000 in prizes to its "Mystery Santa Claus" winner. In addition to the "Secret Nick" contest, WHK's deejay Johnny Holloway reports that the station will arrange for Santa Claus to pay a visit to homes where the letters and gifts from the listeners have been incor- porated into holiday displays decorat- ing the outside of homes.

The roundhouse runs of appropriations committees at tours of states, cities, states, and groups — especially the latter — could be considerably tarnished in 1961 if the White House is known to feel warmly toward Uncle Sam's musical emissaries. A good percentage of both the long- haired and the cars have been backing for Senator Fowler's patent system of performing arts on the Hill, to be the count- erpart of Senator Hill's art plan.

Although the so-called "International Pro- gram" received a very vociferous criticism in the 1950 appointment of Robert Thayer as Assistant Secretary of State for Cultural Affairs, in 1959, funds for the per- formance-exchange project have been at the rate of around $23.25 million per Yu.

Out of a total of less than $4 million authorized over a five-year period in 1960, for the entire exchange program, including the grants, the deejays at KGV, Pittsburgh, are inviting children in local orphanages to send in Christmas cards which they have made themselves. The cards are then displayed in the station's studio windows. The station is sending a radio report to the child who submits the best card. Deejays at KGV will also attend public schools in the area to or- ganize groups and distribute records to the children in these schools.

Miami station WDKR is Charlie's December promotional funds to two separate drives, both aimed at Christmas with needy families. "Stars' Christmas" is based on a selection that the station is featuring, "Christmas at a Price." (Continued on page 16)

NEWS OF THE WEEK

F T C Extends Inquiry Into Alleged Discount Sales

The Federal Trade Commission is broadening its inquiry into alleged discriminatory price practices in the disk industry. The FTC will investigate the reports of a group of industry officials who were asked to provide price data for their companies.

Billboard Survey Shows Growth in Sales of Discounted Patterns

A survey conducted by The Billboard Record Market Research staff shows a clear pattern of increasing demand for the lower-priced records. The percentage of buyers who have bought such records is in direct ratio to size of market.

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

By DON WEDGE

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

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

"All the indications are that the economic climate will cool down and more unsettled," he said. "Almost everywhere the pace of economic expansion slacken- ing and in many parts of the world, it may give way soon to some measure of recession."

"Might Up Demand"

However, Sir Joseph added that this might lead to increased de- mand for disks. "When, in order to contain inflationary pressures, the demand for durable consumer goods is deliberately pulled down by government restric- tions. Dedicated workers in the disk industry, realizing the U.S. Information Agency, and other agencies switched a total of 170 musical, dramatic, and athletic events, starred by stars from around the world."

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

During his review of the EMI group's diversified world-wide af- fairs, he noted the intensified com- petition in the disk industry.

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

ECONOMIC THE WEEK

Department of Commerce

A report by the Department of Commerce shows that the Gross National Product (GNP) for the third quarter of 1960 was $875 billion, an increase of $35 billion over the second quarter.
Expect FTC to Widen Probe
Of Disk Pricing Procedures

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

By REN GREGAVIT

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

The current investigation was triggered by a number of complaints received by the Federal Trade Commission from record dealers. The inquiry is under way and has encountered allegations of price discrimination extended by manufacturers to dealers throughout the country, called "most favored retailers." Another pricing factor is related to clubs in rates offered directly to independents.

It is reported that representatives of record clubs headquartered here have been questioned by FTC investigators in detailing their agreements and that records of disk distributors have been examined in depth. Another aspect of the inquiry has to do with complaints by some dealers to the effect that co-operative advertising funds have not been made available by some manufacturers unless the dealers in question agree to sell merchandise at list prices.

Prime Complaints
One of the prime complaints regarding co-operative dealings is that when their products are purchased by such organizations as the American Record Club or Fan Club, they are not given the benefit of price reductions that are granted to independent dealers. This is one aspect of an investigation by the FTC. It is now getting under way in Philadelphia. The Pennsylvania Retail Merchants Association has also been asked to report on alleged complaints there (see The Billboard, December 5 issue). This week, examiners checked into Jersey City, N. J., with SORD to look into Los Shapiro and the store for SORD. Jerry Kaplan, who now has a record shop in Jersey City, said, "I'm not worried about all our dealers saying that they're hurt. We're doing all right with our sales and there is no evidence of the 2,200 members of SORD's support from coast to coast. Many of those fellows get badly hurt by the evil price discrimination in their area. Higgins has to come in to help us and we at SORD want to cooperate any way we can."

Dues Payments
Shapiro pointed out that not only are his dealers associated with SORD, but at least 1,600 are current dues paying. Dues are $25 a year.

Am-Par Buys Piece
Of Australian Market

By JUNE BUNDY

NEW YORK — In a move to cash in on the fledgling Australian market, Am-Par Records, Inc., plans to establish a branch office in Australia next spring. Am-Par, a subsidiary of United Merchandising, Inc., is one of the few thriving disk-manufacturing and distributing companies in the Commonwealth.

The other 50 per cent is owned by the Australian branch ofCouriers Press, Ltd., a weekly publication for the business of distributing records.

4 Charged in
Disk Theft

NEW YORK — A gas station at the corner of 8th Avenue and 26th Street was the setting last week for the seizure by detectives of four men charged with stealing album gold from the nearby London Records building. A fifth man was later taken into custody as well, charged with the same crime.

Arrested were Arne Gray and Sun Green, employees of a record warehouse, and two others who were identified as Charles Davies, executive director of the British American Music Guild, and Sam Suedner, the guild's treasurer.

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HERE'S TOP CHRISTMAS ALBUMS, SINGLE DISKS

NEW YORK — As an aid to dealers and disk jockeys during the holiday season, the Billboard is listing all of the new Christmas albums and singles picked over the past eight weeks as the most important of commercial potential. The full inventory of new Christmas albums in all fields, pop, classical, international and educational, also includes new Christmas records for children, teens and adults.

Billboard Spotlight Christmas Albums

CAROLS For Christmas — Eileen Farrell. Col. 31615
Joy To The World — André Kostelanetz Orchestra. Col. CS 8728
Joyeux Noel — Power Biggs. Col. BS 6167
Hallelujah — House of the Hollywood Bowl Symphony. Col. SP 8729

Harry Have Angels Sing — Virgin. For. Cap. SP 8341

Magic of Christmas — Nat King Cole. Cap. SW 1444

Last Month of the Year — The Kingston Trio. Cap. ST 1444

I'll Be Home for Christmas — Elf. Cap. AB 360

A Song for Christmas — Elf Fitzgerald. Verve MGV 4042

A Christmas Carol (Dickens) — Sir Ralph Richardson. Capitol TCA 5001

The Story of December — Bobby Darin. ATCO 125

Christmas Spiritually — Odetta. Vanguard VRS 9079

Billboard Spotlight Christmas Singles

Elf Fitzgerald — Jingle Bells. Veve 10224


Much Miller — Must Be a Santa — Christmas Santa. Col. 41814

Paul Anka — Rudolph the Red-Nosed Reindeer. ABC-Paramount SP 1039

The Bronson — Blue Christmas. Victor 7820

Brooks Brothers — Merry Christmas, Happy New Year. Mercury 71736

Jerry Butler — Silent Night — O Holy Night. Vee Jay 1688

The Spinners — Mary Christmas — Rhino.

David Seville and the Chipmunks — Rudolph the Red-Nosed Reindeer. Liberty 55289

Mercury in Top Year, Sets Distributor Meet

CHICAGO — Mercury Records will be holding its annual distributor meeting on Dec. 15, at the International Hotel, with the label backing four on a 15 per cent yearly sales increase over 1959, and what Mercury officials describe as one of the best years in the label’s history.

Mercury’s president, Irving B. Green, who has had substantial growth in the foreign market. Green also cited the label’s recent club promotion as being instrumental in domestic growth.

Green said that plans for expansion will be revealed at the forthcoming December meeting of the distributors. He would not state what these plans might be.

The two-day conclave, scheduled for Chicago’s Executive House, will include several eastern and western regional sales managers and, of course, the label’s local executive.

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

DIFFER DUE WITH UNIQUE ALBUM

HOLLYWOOD — Dot Records has delivered in “Cinderella” album in one of their most distinctive departures. The album was only to be aired at the disco until the addition to the LP which enables the label to use the Jerry Lewis Paramount Picture “My Friend John” as its theme song. The package itself contains an album of songs from the picture.

Goodies to warm a tuxedo heart include multi-colored “Cinderella” colored cutouts of the picture, a silk scarf with an elegant handbag to prompt him to remember the picture’s public, a silk-screened road race game with spinner and vehicle, a pop-out music stand of the picture’s heroine and a storybook with a singing沿-

Billboard Studies Clear Dish Sales Discount Pattern

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

By TOM NOONAN

NEW YORK — Analysis of the discounting of records by retail stores throughout the country, conducted recently by Billboard Record Market Research staff during the period of Dec. 1-30, 1960, shows a clear pattern of discounting, according to size of market. The survey reveals that discounting is prevalent in a third of all stores, 25.6 per cent of these chains offer discounts to 15 per cent of medium market stores, but it is a constant in only 6.9 per cent of stores.

The same pattern (on a bigger scale) shows up with non-record stores. Non-record stores selling many types of merchandise, including records, must offer at least half, or 46 per cent of these chains, a discount to 15 per cent of their records; 18 per cent of them discount to 30 per cent or medium sizes markets, while 12.5 per cent of these chains discount to 30 per cent or variety store discount stores their records to 15 per cent of medium market stores, but it is a constant in only 6.9 per cent of stores.

These figures refer to dealers who answered "yes" when asked whether they always sell one more records of every label they carry at a discount.

An entirely different type of pattern exists in discounting by "record shops" — dealers who specialize in records. Here there is a fairly consistent level of discounting by record shops to 15 per cent of retail stores. In the 30 per cent or less of total sales' area, the discount is more likely to be 15 per cent of total sales. Very few discounting to 30 per cent or more of the retailer's sales.

The discount for record shops is a constant in 49.7 per cent of all stores.

An interesting byproduct of the survey is that discounting has increased this year. In 1959, 48.9 per cent of all stores were discounting.

At the moment, the discount is up to 30 per cent or more of the total sales area.

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EXECUTIVE RAPS
CHEAP RECORDS
LONDON—Low-price disk operations were attacked by EMI Chairman Sir Arthur Caldy in London Thursday (9). "An opinion in some quarters that the introduction of cheap records has saved the British record market is in some way 'proves' that the market has been too high," Sir Joseph said in his formal report to stockholders. "This is not so. I cannot accept such a conclusion of the business as a whole, but our research into the release of records in Britain suggests that the low-priced long play market is not a necessary evil for large proportion of total sales. Sales at normal prices account for about 97 percent of our total record turnover.

"There are very large fixed expenses incurred by the recording, which can only be recovered by large sales of standards, and often the results of the company are fine in the light of our long experience based on a distributive or combined basis throughout the world. It is possible to price records competitively with business prices too low as well as with prices too high."

For disks (mainly for Micro Groove types here, with 78's in the same field) there is some reduction in prices over the 1958-59 season, but value increased slightly, with a good share of disk market retained.

Chile—Improving economic conditions in Chile, but EMI increased share of disk market by the introduction of Microgroove, LP, but 78's—largest proportion of total sales—remained difficult.

Singapore—Difficult economic and political conditions in Singapore and 78's sales affected by governed measures and importation of pirated products.

Pakistan—Economic conditions improving. EMI turnover higher.

South Africa—Difficult conditions because of racial disturbances and government austerity measures.

Argentina—Decline in volume of disk sales mostly concentrated on 78's, sales affected by government austerity measures.

Brazil—General shrinking in demand.
GROWING LIKE THE LITTLE DRUMMER BOY IN SALES!

A NEW "RUDOLPH" CAPTURES NATION

AS RECORDED BY THE MELODEERS
ON STUDIO #9908
RELEASED THROUGH 20th FOX

SALES ALREADY OVER 200,000

THE NEW Rudolph The Red-Nosed Reindeer

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

By DON WEDGE


Wednesday, December 12, 1960

The Billboard

Last Week

1 1. RABONA-The Blue Diamonds

2 2. SOLE MIO (It's No Never) (Vanguard)

3 3. NEVER ON SUNDAY-At Last! (Victor)

4 4. ELI++ (London)

5 5. TRIPLETS OF ROYALIGO (Decca)

6 6. LAPPONIA (Durian)

7 7. CABARET (Decca)

8 8. PAPA (Columbia)

9 9. ARE YOU LONGER? (Tutti)

10 10. PLEASE HELP ME, I'M DYING (Columbia)

11 11. MAROKE-Peter's Rockets

Best-Selling Pop Records in BRITAIN

Week ending December 12, 1960

(From New York Times, American Edition)

Last Week

1 1. IT'S NOW OR NEVER-Elvis Presley (RCA)

2 2. SAVE THE LAST DANCE FOR ME-Jerry Vale (Columbia)

3 3. STRAWBERRY FAIR-Ashcroft, Lloyd (Columbia)

4 4. I LOVE YOU-Cyndi Johnson (Columbia)

5 5. ROCKING GONEY-Jimmy and Noz (Tony)

6 6. I'M SORRY-Valerie Fine (Columbia)

7 7. DON'T LET ME BE UNDERSTOOD-Sandy (Columbia)

8 8. LITTLE DONKEY-Nina, Slavko and Zdenka (Columbia)

9 9. LONELY LADY-Anita Pallenberg (Columbia)

10 10. POETRY IN MOTION-Johnny Burnette (Columbia)

11 11. AS LONG AS HE NEEDS ME-Nancy Sinatra (Columbia)

12 12. MY HEART HAS A MIND OF ITS OWN-The Shadows (Columbia)

13 13. GURENLEY-Mae West (Columbia)

14 14. BLUE ANGEL-Roy Orbison (Columbia)

15 15. DREAMIN'-Johnny Burnette (Columbia)

16 16. OH, MICHAEL-Engelbert Humperdinck (Columbia)

17 17. MY LOVE FOR YOU-Guy Mitchell (Columbia)

18 18. LIVELY-Louise Danziger (Pye)

19 19. OH, WHAT A NIGHT!-Bill Haley (Columbia)

20 20. THINK ABOUT THE規模 (London)

21 21. JUST AS MUCH AS EVER-Nez (Columbia)

22 22. MIDTOWN-Fred (Columbia)

23 23. THE TIMES THEY ARE A-CHANGING-Joe B. Brown (Columbia)

24 24. GEORGIA ON MY MIND-Kay Starr (Columbia)

25 25. ONLY THE LONELY-Elvis Presley (RCA)

26 26. LITTLE GIRL-Marie Willis (Columbia)

27 27. MacDonald's CAVE-Frederick (Columbia)

28 28. G. L. BLUES (LP)-Elvis Presley (RCA)

29 29. EVEN MORE HAPPY DAYS-Bob Dorough (Columbia)

30 30. Mr. CUNNING-Charlie Dickens (Capitol)

(On page 18)

BRITISH Newsnotes

By JAN TORS

The New York Times, Amsterdam, Belgium

There seems to be an increasing demand for German recordings all over the world. This is especially true for the Flemish group, "Der Kommet" (freebooters), Peter Krass, Freddy De Schutter, who is the frontman, and now Lothar Lonsdorf, who recently formed a new band, "The True Band," with Bert Kaepke to support him. The band members are riding high in the U. S. A. and Europe. Recently, Lothar Lonsdorf himself was in France, making a record, which is expected to be released in Germany and Switzerland early next year.

BELGIUM Newsnotes

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The New York Times, Brussels, Belgium

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ITALIAN Newsnotes

By MATTEO DE LUCCI

The New York Times, NaplesItaly

Marcos Del Gatto will take part in the second Festival of Italian Music held in Copenhagen, Denmark, in April. The Festival, sponsored by the Council of Ministers, will feature a number of Italian musicians, including Del Gatto, who will play the violin and conduct the orchestra.

COPENHAGEN: Niels Barre, concert master of the Danish National Symphony Orchestra, has been appointed to the position. He will conduct the orchestra in concerts throughout Europe, including a series of five concerts in Copenhagen. Del Gatto has been appointed to the board of directors.

Northern Germany

By BRIGITTE KEE

The New York Times, Braunschweig, Germany

Two big German Song Festivals will be held in the summer. The first, the "International Song Festival," will take place at the site of the famous music hall in Berlin, and the second, the "Festival of Classical Music," will be held in Hamburg. The festivals will feature a number of famous composers and performers, including Richard Strauss, Ludwig van Beethoven, and Dmitri Shostakovich.

The Reader's Digest Italian edition has announced that it will begin publishing a new series of records, "The Masterpieces of Classical Music." The series will feature a number of famous composers and performers, including Mozart, Beethoven, and Brahms.

American Singers, Inc., has announced that it will release a new album of popular songs, "The Hits of the 60s," featuring the talents of some of the biggest names in the business, including Frank Sinatra, Dean Martin, and The Beatles.

A new series of records, "The Masterpieces of Opera," has been announced by RCA Victor. The series will feature a number of famous operas, including Puccini's "La Bohème," Verdi's "Aida," and Bizet's "Carmen." The series will be released on 12 LPs and will be available at all record stores.
NEIL SEDAKA’S BRAND-NEW SINGLE IS REALLY HOT STUFF! c/w "THE SAME OLD FOOL." ORDER NOW!

RCA VICTOR
CAPITO
(means "I understand")

the fabulous German
hit is now on Vista!

by Ilse Werner
in German
and English
F-366

Another Reader-Advertiser Benefit of the
NEW BILLBOARD
Exclusively for the Music-Coin Industry

New Improved Make-up
and Typography

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

TV, RADIO LP'S HIT BRIT. DISK MARKET

By DON WEDGE

LONDON—An interesting new addition to the British album market is the advent of several national radio and television series to wax. Pioneer version was a recording of BBC radio's "Sing a Song Again," a half-hour weekly time-potential show devised by BBC Producer Johnnie Stewart and featuring a regular team of professional singers and musicians. The radio format, new in its 10th year, has been transferred to disk and the mask on the Columbia issued a third LP based on the show. Man behind the production was a manager, Jack Pace, who three years ago put Eric Johns of BBC Radio series, "Music for Sweethearts," out on LP form.

The technique was taken into the team market one year ago by another EMI a,d.m. man, Norman Newell, with an LP of BBC TV's "6.5 Special." This show consisted almost entirely of young disk singers, and Newell collected the EMI artists who had clicked on the show for an LP recorded in front of a studio audience. This has been the pattern since then. The "6.5 Special" was originally produced for television by John Good, who moved to ABC TV to begin another highly successful teen series, "Oh Boy," which went on to was almost in its original format two years. Newell followed, last year, with a version of a similar BCTV show, "Drumbeat."

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

Newell has now secured BBC permission to record a second version of another weekly national radio series, "Parade of the Pops." This is a hit parade show and it would...

Strand Moves With 20 LP's Early in Year

NEW YORK — Strand Records will release 20 new albums from January 1 through February in a move to strengthen its distributor relationships by offering a complete LP catalog.

Although the albums retail at $2.00 (monaural) and $4.00 (stereo), general manager Jack Packard is offering them so distributors at a better than usual discount—about $1.70 per LP. Plans also exist to bring out 33 1/3 stereo singles and two 78s, "Sinfonietta," a 33 1/3 set (both stereo and monaural) which will feature an entire 12-inch LP on two seven-inch sides.

Prices on this package include RCA Victor's new Compact 33 Double album—has not been heard.

The first Strand album, "Great Music of Bach," will be released this week. The LP features Hill-Gregory and his orchestra and includes master purchases as well as packages recorded by the label itself.

Meanwhile, Packard has purchased a new single, "Don't Say No, Girl," by the Chapis from Venti Records, Hollywood.

The disk, which suited up some action on the West Coast, will be released shortly on the Strand label.

have a short life if it didn't come up now. Newell will therefore turn it more into a collection of all-time format pressed singles and ads show, less the successions of variants if it proves successful. The regular band on the show, Bob Miller and the Millettes, will be featured again with EMI artists, possibly some from other labels or bands, who have guested in the series.

Another program is also entering the market and proving a LP on the automatic show radio, "Easy Read," another teen program which is said to be keeping the title "The Beatle Family" but will be a collection of the 100 leading labels (or more) that have guested in the series.

This is also interesting, and it is in addition to the disk versions of various radio concerts, of which many labels have at least one or two their usual activity. These usually come in as a result of negotiations with record companies, and often the result of a contract.

Clara Haskil, Noted Pianist, Dead at 65

BRUSSELS, Belgium — Clara Haskil, the great classical pianist, died here last week (7) of injuries suffered in a railroad accident. She had arrived here from Paris to give a concert with Arthur Grumiaux, the violinist. Before Queen Mother Elizabeth of Bel-

gium, she was a star. Miss Haskil had built up a devoted following for her performances of great classical romantic music. Many of her local fans considered her to be one of the outstanding interpreters of music from Mozart, Beethoven to Chopin, Debussy, and other great composers. She was born in Romania in 1895 and made her professional debut at the age of nine. Illness and World War I interrupted her career, but since the war was over she became well known. Her last appearance in the United States, after a 10-year absence, was in 1956-57 season, when she was acclaimed for her performances of Beethoven piano works.

Recordings by Miss Haskil have been brought out in the United States on the Kii label in recent years, but recordings are also available by the pianist on Angel, Decca and Westminster. Her recordings were widely praised. Among her noted LPs were her version of Mozart's keyboard music. She was the first of Germaine, the famous violinist who was also a European tour. She was known in her homeland as "the last of the Romantic Pianists," and the "last of the Romantic Pianists."

Neal Hefti to NARAS Post

HOLLYWOOD — Neal Hefti was named to the National Academy of Recording Arts and Sciences Los Angeles chapter board of directors, by the chairman of the board, NARAS President, Bill Fried, in turn, arrived here from New York City to take over the presidency from Jack Nicholas, the NARAS President for the past two years. Hefti is now in residence at a private studio in Beverly Hills.

Among other New Yorkers in the NARAS fold are Perry Faith, Joe Taylor, Les Brown, and Diahn Beauchamp. New NARAS members include the Bishop of Virginia, Bill Condon, Dick Reynolds and Virginia Kirkland.
MGM has Ye Album!

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

MGM RECORDS

Music from Lerner & Loewe's Camelot

Ornadel and the Starlight Symphony Orchestra

Ye Mono
Numerals is E3916

Ye Stereo
Numerals is SE3916

(Why not Order forthwith?)
Johnny Marks’ Christmas Pin-Up Sheet

THE SMASH HIT

BRENDA LEE

sings

Rockin’ Around The Christmas Tree

(DECCA RECORDS)

Hear Brenda Sing it on the Perry Como Show Dec. 14

See Brenda in Life Magazine, Dec. 12 Issue

RUDOLPH THE RED-NOSED REINDEER

25 New Releases

30,000,000 Record Seller

New Big Hit Singles

Paul Anka (ABC-Paramount)

Melodores (Studio-2oth Fox)

Chimpunks with David Seville (Liberty)

Joyeux Noel, Buon Natale, Feliz Navidad

A MERRY MERRY CHRISTMAS

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

Tex Johnson (Prom)

I HEARD THE BELLS ON CHRISTMAS DAY

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

Sound Spectacular (Victor) Caroll Bella (Decca) Lester Lanin (Epile

Denulis Day (Design) Johnny Kaye (Penny) etc.

I’LL BE A LITTLE ANGEL

The Little Angels

with Craig Scholer (RiverRide)

THE NIGHT BEFORE CHRISTMAS SONG

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

Piez King Choral (Kapp) Gisela MacKenzie (RCA Victor) Eileen

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

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

EVERYONE’S A CHILD AT CHRISTMAS

Gene Autry (Columbia)

WHEN SANTA CLAUS GETS YOUR LETTER

Gene Autry (Columbia Hall of Fame) Capi Kangaroo (Golden

Mitch Miller (Golden) Tex Johnson (Prom)

ST. NICHOLAS MUSIC INC.

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

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

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

KICK-OFF NARAS MIDWEST CHAPTER DRIVE AT MEET

By Nick Bio

CHICAGO—The initial meeting to launch the Midwest chapter of the National Academy of Recording Arts and Sciences (NARAS) will be held at the Ambassador Hotel here Wednesday afternoon (4) and officials are looking for widespread participation in the forthcoming national “Grammy” elections.

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

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

Final Voting

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

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

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

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

Dick Jablo was named by the national association to set the up the Midwest chapter. His parents were among those invited to vote in the awards presentation.

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

Members are drawn from two groups: active members, who participate in the making of the recorded product, from artists, arrangers, writers and musicians and those interested in library editors, the public, etc. Those in the latter category are allowed to vote in the awards presentation.

German Court

Ruling Favors
disk artists

Braunschweig-Germany

The German High Court has decided that recording artists are now due a fair claim if their performances are used in radio programs, i.e., in juke boxes, TV programs or broadcasting.

Music operators who now pay a tax to the GEMA, German performing rights society, are of the opinion that the levy is high enough to cover the fees for performing artists, too. A special committee, the Gesellschaft der Urheber der Schriftsteller und Vertretern (GUV), has been formed to represent the interests of performers.

The collective treaty between the GEMA and the operators for the coming year, 1959, has been recalled for December 31, 1960. Bargaining is under way between the artists and the parties interested. Up to now, GEMA has satisfied only the claims of composers, lyricists and music publishers, while the recording artists received payment from their recording firms.

Col. Promotes,
Shifts Staffers
To New Posts

NEW YORK—Columbia Rec-ords has made a number of new promotions and appointments in various departments. Sal Faolane, former supervisor of field communications, has been appointed product manager of single records for the company. At the same time Gene Weiss has been promoted to the post of regional sales manager for the northeastern region, cover- ing New York, Nashville, Boston, Haver- ford and Albany.

Bruce Lundvall has been named to the position of manager of field communications, the post formerly held by Faolane. Lundvall will handle Columbia’s “Insight” and “Lend-A-Hand,” the firm’s sales publications. And Oscar Ehrenkaufl, former manager of the post office of administration by Ken Clancy, vice-president of Columbia Records Distributors.
DECEMBER 12, 1960

THE BILLBOARD

MUSIC

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

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

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

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

(S) 35411 Soviet Army Chorus and Band
(S) 35791 At the Drop of a Hat (Flowers and Stream)
(S) B-3610 Klemperer Conducts Wagner
(S) 35844 Best of Peter Sellers
(RL-3508 Puccini: Tosca, complete (Collins) (2 records)
(RL-3569 Puccini: La Boheme, complete (Collins) (2 records)
(RS-3577 Beethoven: Symphony #9 (Klemperer) (2 records)
(RS-3501 Donizetti: Lucia di Lammermoor, complete (Collins) (2 records)
(CD-3600 Puccini: La Gioconda, complete (Collins) (2 records)
(S) 35992 Mozart: Horn Concerto / Donna Evans
(S) 35193 Donizetti: Lucia di Lammermoor
(S) 35415 Offenbach: Grand Opera Scenes
(S) 35409 Giuseppe di Stefano: Songs of Naples, album 2
(S) 35470 Beethoven: “Emperor” Concerto (Eduard Golubev)
(S) 35491 Hindemith: Horn Concerto / Donna Evans
(S) 35505 Rimsky-Korsakov: Scheherazade / Bechmann
(S) 35414 Tchaikovsky: 1812 Overture, others (von Karajan)
(S) 35415 Dvorák: “New World” Symphony (von Karajan)
(S) 35638 Prokofiev: Peter and the Wolf; Haydn: Trumpet Symphony (von Karajan)
(S) 35414 Tchaikovsky: Nutcracker Suite; Swan Lake (Schwarzkopf / Philharmonia)
(S) 35456 Schubert: Songs, Album II (Fischer-Dieskau)
(S) 35478 Verdi: Overtures (Tenne Scraped / Philharmonia)
(S) 35496 Elisabeth Schwarzkopf Sings Operetta

(S) 35417 Liszt Tone — Highlights
(S) 35416 Merry Widow — Highlights
(S) 35415 White Horse Inn — Highlights
(S) 35410 Tchaikovsky: Swan Lake / Sleeping Beauty Suite (von Karajan)
(S) 35490 Beethoven: Violin Concerto (David Oistrakh)
(S) 35477 Expositions for Orchestra (Silvestri / Vienna Philharmonic)
(S) 35480 Tchaikovsky: Nutcracker / Romeo and Juliet (Barber / Philharmonia)
(S) 35497 Beethoven: Triple Concerto (David Oistrakh / Prokofiev)
(S) 35441 Beethoven: “Pastoral” Symphony (Klemperer)
(S) 35419 Bizet: L’Arlesienne Suite (Incantations) / Weissenberg
(S) 35709 Callas Puttay: Verdi Heroes
(S) 35763 Bellini: “Il Matrimonio Segreto" / Walls
(S) 35764 Mad Scenes by Callas
(S) 35765 Rimsky-Korsakov: Scheherazade
(RS-3529 Tchaikovsky: 1812 Overture, others (von Karajan)
(S) 35709 Tchaikovsky: Nutcracker Suite; Swan Lake (Schwarzkopf / Philharmonia)
(S) 35456 Schubert: Songs, Album II (Fischer-Dieskau)
(S) 35478 Verdi: Overtures (Tenne Scraped / Philharmonia)
(S) 35496 Elisabeth Schwarzkopf Sings Operetta
MUSIC NEWS

THE BILLBOARD

DECEMBER 12, 1960

MERC SIGNS KIM SISTERS, OTHER ACTS

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

Other signings include Bobby Hendricks, young rock 'n' roll singer, and Jay Epner, Hawaiian island singer, both paced by Clyde Ortiz, Eastern A&R director for Mercury.

George Barnes and His Jazz Renaissance Quintetees were signed by Hal Mooney, in the "J.W." category. Shelley Singleton, Mercury's Southern A&R head, added the following: the Spindles, the Saddles, the Plaisinens, Curley Herndon, Jerry Glenn and Eddie Noack.

SCHICK FUND TO AID NEEDY

NEW YORK — The Marilyn Monroe Schick Foundation, devoted to the assistance of non-drug addicted children afflicted with choliosis (hair-lip), has been established by Mr. and Mrs. George Schick of Manhattan, N. Y.

The foundation is in memory of the eight-year-old daughter of the couple. The child perished in a fire which destroyed the Schick home on Thanksgiving Day. Contributions to the foundation may be sent to Mrs. Arthur Pine, Port Washington, N. Y.

Scheck, the manager of Connie Francis, is recovering in a Long Island hospital from an illness which befell him following the tragedy.

JAPANESE CLUB NOT YANK TYPE

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

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

Members receive one bonus 10-inch LP disk once a year. Membership, however, entitles the member to participate in lotteries with prizes of TV sets, stereophonic graphs and other valuable foot.

BMI OFFERS COLLEGE PRIZE

NEW YORK — BMI will award a $5,000 music scholarship and a $1,000 studio service to the best student of music, drama and lyricist of the best college musical comedy or revue presented in the United States during the 1960-61 academic year. The music society will sponsor the production. An additional $500 will be awarded to the conductor.

 Entries must be submitted by a college student currently attending a college or university in the United States.

To be Read... and Use... and Hold Onto Billboard's Big New Year-End Programming and Talent Buying Guide — special stick-thick section of the December 19 issue.

NEAR IT! THE BIG ONE FOR 1960

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

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

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

UNUSUAL LP BRINGS CAP. RARE COSTS

HOLLYWOOD — This is one of those "what-you-can't... you make an album stories." Capitol doesn't like to talk about it, but one of its albums in its history was the recently released "Pots of Paradise." The label invested some $24,800 in its production and promotion costs.

Over-budget Major, Ltd., who arranged and oversaw the release of the album, says the label did not have a dollar left over to promote the album, which was released last December.

The label sold 12,000 copies in the first two weeks, but the label says it has not been able to find a distributor willing to handle the album. The label has reissued the album on a two-vinyl record package, which sells for $6.98.

SING-A-LONG

Mitch Miller Picks Up For Radio

NEW YORK — Mitch Miller's "Sing-A-Long," in the form of a package of sing-along records, has netted a major record company a large number of "starrers" as station identification type jingles. Created by Bob Pasternak and Robert Matson, the jingles were introduced by the label in the West last year and were used to kick off WABC's "Mornin' Show" on national and distant-line-up last week.

The jingles, highlighted a two-day "New York Radio Week" party "starring" by WABC here Monday. "Sing-A-Long," in package form with 30 and 60-second spots, the jingles feature communiques by Miller--different-type vocals on a block of vitamins--such as "Bicycle Built For Two," "Sweet Rosie O'Grady." At the same time, WABC's new downtown format, "Starr," hosted by Herb (Oscar) Anderson, Farrell Smith, Jack Car... er, Charlie Green and Chuck Dun...护理, introduced a "new type" of programming--record club format, which will be featured throughout each show.

TIME DEBUTS NEW '61 LINE

CHICAGO — Time Records introduced its "New Year's Line" this past week (December 9 and 10) -- a group of four new vinyl releases to be featured by the record company's distributors at the Ambassador Hotel.

Boyd Shroy, president of the company, introduced a line of special Christmas albums and two new vinyl releases by engineer Earl Brown. Brown is noted for his work in the past by the late Ben Varnes. Besides Shroy, the distributors featured were Max Fal, Phil Picone, Harry Ringer, comp...or, Mitt Remington, and Pino Spaggia, promotion director.

BENNY SPECIAL TO SPOT HITS

NEW YORK — Benny's up- coming NBC-TV musical special, "Mistress of My Fate," is to feature Car... Francis, Andy, Bill...aries, the McGuire Sisters, Harry James and the Dorse...s. Sponsored by the American Tobacco Company, the show (February 5, 8, 1961) will spotlight all-time pop hit songs of the past few decades. It marks Benny's last NBC show. The special will be telecast from CBS 12 years ago.

SWINDLE SHEET" ON FIRING LINE

WASHINGTON — Legend of the "cut swindle" sheet music sale originating from the 1954 investigation by the Federal Trade Commission. The 1954 investigation was again praised by Sen. William Proxmire (D-Wis.) who said the FTC investigation was "lackluster" and that the department has not made progress in the past few decades. It marks Benny's last NBC show. The special will be telecast from CBS 12 years ago.
COMPLETE ORIGINAL SOUNDTRACK ALBUM... ONLY ON RCA VICTOR

original sound track from the film EXODUS by ERNEST GOLD

OTTO PREMINGER PRESENTS

EXODUS

Already a best seller, breaking in all markets. Watch for the film in your local theater. Available in Living Stereo and in Monaural Hi-Fi on...
Most Dance-Inducing Music Ever Recorded!

Ernie Heckscher
and his Fairmont Orchestra

Dancing on Broadway

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

Heckscher
Fairmont Orchestra

If you’re not dancing to Ernie Heckscher, you’re not dancing!

French Plastic

- Continued from page 3

songs with each book containing four recorded sheets, sells for 75 cents.

Toshiba Record Company, which produces Angel records here, has recently tied in with Asahi Sannomiya, and will release trans- national books, using the thin vinyl discs. Kodama Press Company has launched "Kodama," a series of monthly and "A-A-A" book every other month. There are 26 pages with four 33½ r.p.m. photo sheets included and sells for 77 cents while the "A-A-A" 96-page edition has three photo sheets and sells for 98 cents. Both editions are custom-priced by King Records, an affiliate of London, Mer- cury and other distributors.

To compete with the Asahi newspaper, the popular Japanese newspaper second largest here, began to release Echo Sound magazine. Some music magazines also contain a supplement, a couple of comic sheets. Even sheet music, whose Tokyo edition is now widely distributed as "A-A-A London Current English," in spoken English, in the form of a single-sheet for Japanese students, 25 cents. A third issue has now been published.

Further, Nippon Columbia is distributing its own Aurasound like "Bubble Book" for ladies. This book contains three five-inch recorded colored picture sheets and sells for 55 cents. With all this sprungle of activity, disk men are reflecting on the possible applications of the process to the pop field. In America, it is noted, the Rank Audio Plastics firm is making the process available for various advertising and publishing enterprises, although the process does not seem 100 percent in the black.

Disk Bootleg

Probe Extended

The ring was believed to have received financing from high mob- ster sources: Carmen Lombardinho, one of the delegates to the so-called "Apalachin mobsters convention," held in New York several years ago, has been killed with the ring. Lombardinho was near the top of the list of those ques- tioned in the Graffen killing last summer. He was believed to be the money man behind the operation. Following the cash down to the ring operators than Vastola allegedly told, police that he owned an interest in, and in roll singer Lloyd Price, and that he also had an interest in Roulette Records. Police spokes- men denied that Vastola has now ever had any connection with the diskery.

Early Thursday, Price had been implicated in the ring because an auto, allegedly owned by the singer, was found with the pressing plant. Price was later released when he offered an explanation of the car’s presence which satisfied police. However, assistant chief in- spector Reynolds said there was still interest in other connec- tions who were previously linked Price with Vastola.

Money Names

Leslie Distrib

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

Last week, Metro Distributing Company, in New York, returned to the Mercury fold as its distributor, after an ab- sence of some 20 months, during which time Mercury served the market via the representative system.

Both moves are attributed to a hoped sales effort by the parent label. Irwin H. Steiberg, executive vice-president of the diskery, said the change is "in keeping with the Mercury desire to develop exclusive sales activity in connection with our product. We are seeking to establish a more direct and more effective sales distribution, or create new dis- tribution, with separate service forces which will give exclusive representa- tion to the Mercury label."

Steiberg, however, insisted that there was no general revamping of Mercury’s distribution pattern here, in the office, and that both the Har- tford and New England units will be handled by individu-
SMASH VOCAL VERSION

NEW POWER-PACKED HITS!

THE INIMITABLE

JONI CONWAY

JAMES TWITTY

MY LAST DATE (with YOU)

C'EST SI BON (IT'S SO GOOD)

THE STARPPOWER LABEL

www.americanradiohistory.com
Attention all Program Directors and Librarians

Available Now...

Your TIME SAVER Version of the hit record

EXODUS by MANTOVANI

Time 1:30
only 1 minute 30 seconds

Wyre Marvin Deems for your new copy
LONDON RECORDS, INC., 539 W. 25th Street, New York 1, N. Y.

RADIO STATIONS LAUNCH MADCAP HOLIDAY FARE
• Continued from page 1

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

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

Birthday Bid
Ray Drumphy, who emceed "Express Your Opinion" on WHER, Portland, N. H., recently asked his listeners how he should celebrate his 25th birthday, December 1. He adopted a suggestion that each of his fans send him 25 cents with the total amount collected earmarked for the National Christmas Charity. New Orleans outlet WWL is conducting its annual Christmas drive for the 1,000 children at Charity Hospital.

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

The Boston Globe Newspaper this year in giving Boston area listeners a Christmas present on December 25 of 12 hours of Christmas Music without commercials. Only identification of the newspaper as sponsor will be the mention of its name on the legal station breaks. In the show taped out "A World of Christmas Music," will feature the only complete stereo recording of Handel's "Messiah" by the Handel and Haydn Society of Boston, along with other stereo waxings of traditional holiday music.

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

Station WNEW, New York, is making an online a Christmas present of 200 free sets to Paul Silvers' forthcoming Broadway musical, "Do Re Mi." Licenses have been sent in their names for a drawing to determine which winners will attend the December 30 performance. Also on hand that night will be a group of WNEW jocks. With the exception of an hour-long "preview" show, the station did not play any Christmas jingles until December 1. From that date through December 10, the outlet played only one holiday jingle each hour. Starting the week of December 12, WNEW will play two seasonal recordings per hour. Then through December 19, WNEW will go all and play from three to four Christmas disks each hour through Christmas Day.

WILL PRESIDENT BACK WORLD MUSIC TOURS?
• Continued from page 1

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

In the eight semi-annual report on the exchange program, released last week by the U. S. Information Agency, which handles promotion and publicity for the performers circling the globe, it was pointed out that during the first six months of 1960 alone, 55 countries were toured by $5 attractions, perhaps the earliest practical show, "My Fair Lady." Reactions from the audience at various points on this same planet were documented from newspapers of the nations. In Moscow, the press reported an audience wild for "My Fair Lady." In the Far East, Japanese newspapers said the Boston Symphony "pulled the crowds and made the audience." In Manila they loved the "American comedy" and the KGB tour, "The best American dance music found expression in Bob Alexander's "Dance Alibaba." Among others, an American folk music trip went through India, the Herbie Mann jazz band toured Africa, the Howard University choir, cruising Latin America, and the Eastman String Quartet toured from Greece to Morocco. Each group, carrying a wholly different type of American musical performance, is received in many, many cities and "enraptured." The audiences with their musical ability and personal warmth, the press repeated.

Louis Satchmo Armstrong, on a commercial tour, made it a triumphone into further reaches of Africa with State Department officials from Kenya to the Ivory Coast. While all other news from Armstrong was given bloody, everything came true times for Satchmo and his indigenous American music: "I dig 'em over there," said Satchmo. "What's about?" In 1961, the Dave Brubeck Quartet is scheduled for a 12-week tour of Latin America, beginning in March. Radio way of contrast, the Fullard String Quartet will tour the East for eight weeks in April and May. The list of its musical entertainments will lengthen if the climate on the hills thaws, as it is hoped, with the new year.

****—Billboard
"SIDEWALK SANTA" Epic (4929)
CHRISTMAS HITS
Merrill Staton Choir Vocal—SATB
Carl Fischer Inc.

All the news of your industry every week in The Billboard...
Tony Bennett sings
FOLLOW ME
Tony Bennett sings
FOLLOW ME
Tony Bennett sings
FOLLOW ME
c/w Ramona
4-41874 (also available on Single B/B)
From the Smash Broadway Musical
Lerner and Loewe's
CAMELOT
EXCLUSIVELY ON
COLUMBIA RECORDS

DECEMBER 12, 1960
THE BILLBOARD
MUSIC: 17

www.americanradiohistory.com
**BRITISH Newsnotes**

- **Continued from page 6**

The trend is not confined to the U.S. Two long-established companies have displayed interest. The Noel Guy office is recording three of Britain's foremost vocal groups, including the Monkees, a group it manages, on two of its new labels. These releases will replace a major hit, Peter Pan, on the two labels with Cy Grant which were demolished by Decca. Review copies were dispatched but the disk not received before Christmas. The label has sent the disc to a Christmas number and the folk market still laments for such a disc.

- **LABEL SWITCH!**

The important move yet to establish an indie Ember label is the acquisition of the latter 20th Century-Fox. They are the Hurry South Cholics, 'Little Drummer Boy' (the first issue of Top Ten, and an immediate hit), and 'O, Christmas Tree'. The label was originally introduced for Christmas in 1960, and this year's line-up features two weeks from March 5 to March 11, a tour restricted to nine days. Eartha Kitt did an interview for the BBC-TV's 'Juke Box Jury', December 13, and a Holiday visitor was Gene Norman. BBC Records.

- **Germans Newsnotes**

**Southern Germany**

And, 'To Each His Own' b/w 'Sleepy Time Gal,' sung by the Platters... German band, the Featurestars, will visit the States. Signed with Polydor, a 25th Century-Fox office in Britain. The German label—this year, the first time in the new format—was initiated for the holiday season. The list of a few days ago includes a new release by the Top Ten, and an immediate hit, 'O, Christmas Tree'. The label was originally introduced for Christmas in 1960, and this year's line-up features two weeks from March 5 to March 11, a tour restricted to nine days. Eartha Kitt did an interview for the BBC-TV's 'Juke Box Jury', December 13, and a Holiday visitor was Gene Norman. BBC Records.

**Old Town Records**

1697 Broadway, New York, N.Y.

Your key to SALES RESULTS— the advertising columns of THE BILLBOARD!
3 GREAT SINGLES FROM PHIL SILVERS' NEW BROADWAY SHOW!

“DO

RE

MI”

PERRY COMO—“MAKE SOMEONE HAPPY” 47/61-7812

MARTY GOLD & HIS ORCHESTRA—“THEME FROM DO RE MI”—“CRY LIKE THE WIND” 47/61-7822

JEFF BARRY—“ALL YOU NEED IS A QUARTER” 47/61-7821
Dealers Spark Stereo Interest
At Motel Demo

PUEBLO, Colo. — Where the stereo market does not seem to exist, or is arcane, is up to dealers to get together in a group.

Early last year, there appeared to be a widespread stereo market that slowly dried up. 

For several months, it could be used with a low-powered amplifier to produce a low-end yet highly acceptable sound reproducing system. 

Mechanical cartridge systems are more expensive than cartridges but are designed specifically for each stereo. The drive shaft is directed specifically to the sound. 

Dealers have been involved in several demonstrations of the new models at the Minneapolis convention. 

Audiophone has announced the SCOTT Tape Recorder system. 

The unit is a Compact System with tape. 

It is a new product of the company, which has been in the business for several years. 

The unit may be used to play records, tape or broadcast. 

The system was first demonstrated at the convention. 

Audiophone has been in the business for several years. 

The unit may be used to play records, tape or broadcast. 

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Jerrold Adds Component Co.

NEW YORK—The Jerrold Electronic Components Co. of Philadelphia has acquired the Harmon-Kardon Corp., a manufacturer of high-fidelity loudspeakers. As a result of the acquisition, the Harmon-Kardon loudspeakers will be made available in kits, and the Jerrold name will be added to the Harmon-Kardon products. The new company will be known as Jerrold Components, Inc.

Accessory Sales

Continued from page 20

The first year. The score leads the city in the sale of diamond earrings at such a rate that it leads the State, and has seen volume of sales increase at just about the same percentage. Salesmen were on the job without suggesting the accessories which go with it, it was pointed out, and the salesmen were buying only single 45 r.p.m. record. Accessory do not expect customers to mind when they first buys a new phonograph, a new record, and there is hard put to it get together the cash for the purchase. This makes it difficult to sell accessories along with the original equipment itself, and so we restrain ourselves to a simple discussion of the accessories, show developments in the past year's purchase. No sample of each. Thereafter, when he comes back for records or accessories, you may be sure that we will dig in, and use every effort to sell him all of the accessories he needs.

Dealers Spark

Continued from page 20

room was converted into a general display by a co-operating distributor. Prices which were necessary to measure the public were also shown, including portable phonographs and record albums, and similarly desirable door prizes were given away every day. To encourage production, independently by Music Products for the industry, the Washington Radio News Office of the Institute of High Fidelity Manufacturers, and the principal offices in the industry committee are Washington, with the assistance of the Athletic Sound Inc., and Gene Rosen of Gene Rosen Associates.

ABC will display the latest equipment in the form of a display booth that will be made to display.

One of the dealers is already signed up: Harmon-Kardon, Acoustic Rebound, Inc., for the new line of equipment. Other dealers include Fisher, McIntosh, H. H. Scott, W.M. Allen, J. W. Connolly, Radio Craft, and others.

Jerrold Retail Stores

Jerrold has a new store in Chicago, and has announced plans to open additional stores in other major cities.

EIA Meet Moves on Audio Imports

WASHINGTON—A varied and provocative number of papers were covered in the recent meeting of the Electronic Industries Association winter meeting in San Antonio, Tex. One of the papers was the agenda was the authorization of a program of investigations into the importation of products now flowing into the United States. By a unanimous vote, the EIA board of directors authorized the organization's Electronic Import Committee to conduct an extensive campaign to inform the public and members of Congress to discourage the importation of electronic equipment.

The highlights included were the authorization of a committee to represent the electronics industry in international standardization activities and the support of legislative or regulatory measures which would consolidate frequency allocation under a single federal authority. The committee is to be comprised of members representing all segments of the industry, including manufacturers, their representatives, the EIA President and officers, and the National Association of Manufacturers.

In addition, a preliminary report was presented by the group's treasurer, Survey indicated a heavy financial cost to component manufacturers of unfriendly treatment and increased number of national, regional, and local government agencies.

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

Component Ad Pulls Fems

NEW YORK.—The pledge that a number of component manufacturers have that they will be tied to the women's market,

thereby to appeal to women as well as men, appear to be borne out by the fact that Harmon-Kardon Company of Plainview, New York, is featuring advertisements of ads in top Sunday supplements, showing a picture of a high-fashion accessory. The advertisement, featuring a background of high fidelity components, was designed to talk to me about component high fidelity.

Editors have noted that many readers and most purchasers of high fidelity components are women. Yet since the components are usually placed somewhere in the home, women have a lot to say about where they are placed, and how they look. If they fit into the decor. Harmon-Kardon's ad is aimed to this end, and is one of the most attractive, in the market, as well as in the copy. Part of the copy of the ad is: "A current component such as the classic Harmon-Kardon Fencing, could be placed in the bathroom or the bedroom, or the kitchen. Here's the beauty of why not decorate it in the same way that you would decorate your bathroom, or your bedroom, or your kitchen. Why not decorate it in the same way that you would decorate your bathroom, or your bedroom, or your kitchen. Why not decorate it in the same way that you would decorate your bathroom, or your bedroom, or your kitchen. Why not decorate it in the same way that you would decorate your bathroom, or your bedroom, or your kitchen. Why not decorate it in the same way that you would decorate your bathroom, or your bedroom, or your kitchen. Why not decorate it in the same way that you would decorate your bathroom, or your bedroom, or your kitchen. Why not decorate it in the same way that you would decorate your bathroom, or your bedroom, or your kitchen. Why not decorate it in the same way that you would decorate your bathroom, or your bedroom, or your kitchen. Why not decorate it in the same way that you would decorate your bathroom, or your bedroom, or your kitchen.

These ads have just started to appear in the February issue of the most important audio-wise magazine in the country, and there are indications that the way they are being done with the feminine taste. But it is probable that more and more component manufacturers will join the appeal-to-women kick, and women are willing to accept components with as little irritation as they do a TV set or a package photograph.

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

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

For instance, the October total of all radio sales (with the exception of auto radio) was the second highest of the year, topped only by September sales. In all radio production, too, the figure ranked second. For the year, the sales total in October was fourth following the year's high in September and high sales in January and March. Year-to-date totals in all categories are running nicely ahead of 1959. These are the statistics as reported by the EIA's Marketing Data Department:

Radio Sales (Unit)

<table>
<thead>
<tr>
<th>Radio (Excluding Auto)</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sales</td>
<td>1,340,313</td>
<td>1,102,935</td>
<td>573,361</td>
<td>702,839</td>
<td>1,034,335</td>
<td>1,354,350</td>
</tr>
</tbody>
</table>

Year-to-date '59  | 7,384,754

Year-to-date '60  | 6,125,790

Audio Production (Unit)

<table>
<thead>
<tr>
<th>Total Radio</th>
<th>Anto Radio</th>
<th>FM Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>1,945,092</td>
<td>788,961</td>
</tr>
<tr>
<td>August</td>
<td>1,048,406</td>
<td>340,806</td>
</tr>
<tr>
<td>July</td>
<td>327,037</td>
<td>98,700</td>
</tr>
<tr>
<td>June</td>
<td>1,551,451</td>
<td>596,870</td>
</tr>
<tr>
<td>May</td>
<td>320,873</td>
<td>99,363</td>
</tr>
<tr>
<td>March</td>
<td>1,667,550</td>
<td>633,761</td>
</tr>
<tr>
<td>February</td>
<td>1,258,578</td>
<td>472,862</td>
</tr>
<tr>
<td>January</td>
<td>1,335,788</td>
<td>632,461</td>
</tr>
<tr>
<td>Year-to-date '59</td>
<td>14,135,971</td>
<td>5,420,279</td>
</tr>
<tr>
<td>Year-to-date '60</td>
<td>12,722,970</td>
<td>4,682,862</td>
</tr>
</tbody>
</table>

TV PRODUCERS

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

Take a ten minute break—to get a fresh out—just some fresh new talent to spark up those important ratings for your TV show. Take a good hard look at the star lists today—today’s best recording stars. Check their background... their life, past and present... get a 25¢ picture of the solid appeal of today’s record stars. The way to get all of this and more is to call your personalized blank.

To be sure to see... and... use... and... Hold onto Billboard’s Big New Year’s Programming and Talent Buying Guide—a special stick-up section of the December 19 issue.

Say You Saw It In The Billboard
The Christmas Hit Single Of 1960-'61

BOBBY DARIN

CHRISTMAS

AULD LANG SYNE

b/w

CHILD OF GOD

ATCO #6183

arranged-conducted: BOBBY SCOTT
MUSIC FEATURES

New York

MANUFACTURER NEWS — Charles Hanson, national sales manager of Everest Records, has appointed Ideal Distributors in New York as the national sales and distribution agency for his line. George Marcus, who formerly handled the Everest line in New York, is now manager of the Ideal label. Another new title, "A Time to Love," by The Manhattans, made the top 15 on the Billboard charts.

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

Butler was born in San Francisco, Miss., on December 31, 1934. He moved to Chicago as an infant and his first recollection of music was singing in church on Chicago radio stations at the age of two.

Young Butler attended trade school in Chicago majoring in music. He has been with WCBM, the "Golden Sound" format, for three years.

Bob Edwards, ex-program director at WCUE, Akron, Ohio, who has taken over duties at WPFO, Peoria, Ill.; Rev. Miller, formerly with WTHI, Bloomington, Ill.; and Gene Ward, former radio-television announcer at WTIC, St. Louis, have been appointed to the new station's lineup.

Free-lance programmer Bill Davie reports the following jazz changes: Bob Cole, recently with WKNR, Los Angeles has been transferred to WJZ, Baltimore, and has added a session to his show. Also, a new format is being tried at WYF, Pittsburgh, and a veepee of Cromwell-Culler Broadcasting, Inc., Don Bruce has moved from KSB, Dallas, to the program director's post at WJY, Milwaukee.

The blue diamonds are shining for 'Ramona' revival

TENANT TOPICS — Jerry Jackson, representing Billy Vaughn, is now on a national tour doing promotion for the orchestra at WBOB, Johannesburg, and Ross opened his regular session in New York in December 13, with the Ray Bryant Trio... Bob White has returned to New York from a trip overseas. The singer is off on a trip thru the South starting December 16 to promote his new flic "The Little Shepherd of Kingdom Come." Jonny Jacobs, return from Los Angeles, and Andy Wade open up at the Holiday Inn in Philadelphia December 15. Andy Wade will be in New York the following week and will return last week in New York... Gerry Mulligan's father passed away last week, Joe Sherman was recording Elsie Hickey for Kapp in Nashville... Bob Hunt is now in New York... Della Reese is breaking records at the Flamingo in Las Vegas... Bill Shepherd was on the road for a week doing promotion and visiting his relatives in Hollywood... Its heard that Johnny Nash has a new manager in Paris, France... The current surprise hit among recent releases is "Connie Francis Sings Jewish Favorites." Its popularity is bound to help her forthcoming night club date at Johnny Bitter's Holiday House be booked up... Bill Evans and his orchestra are doing a benefit show at the Atlanta night club, visiting the dozens these days playing Eamon Hotel in New York, "Hot Rocks"... guitar star and producer Bob Ralston... Pittsburgh

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

Your Xmas List From Addit

1. A MILLION TO ONE (JIMMY CHARLES) ................................................. P-1002
2. HERE'S TO A BOY (SUE LEIBAN) .................................................... P-6112
3. GINNIE BELL b/w BYE BYE (PAUL DINO) ......................................... P-2180
4. IF I HAD KNOWN b/w AIN'T THAT A REASON (JAMES BAILEY) .......... P-5211
5. RAMBLIN (THE RAMBLERS) ............................................................... A-1557
6. BIG MC GOON (THE SPYDELES) ......................................................... A-1220
7. HELP ME SOMEBODY (JOHNNY BROOKS) ......................................... A-1436
8. MR. LEE'S PLEA b/w DEAR ONE (MR. LEE) ........................................ A-1229
9. TEARDROPS FOR A CHASER (GERRI GRANGER) ............................... A-9117
10. HOPE YOU WON'T HOLD IT AGAINST ME b/w TO BE LOVED BY YOU (MARIE KNIGHT) ......................................................... A-1016
11. MISTER MAN (THE MASQUERADES) ................................................. F-1012
12. CAN SHE GIVE YOU FEVER (ERNIE TUCKER) ..................................... E-591

PLUS THIS GREAT NEW ALBUM

HALLIDAY SINGS
"HOLIDAY"
(PAULA HALLIDAY)
ALP-1481 X
‘At·it’ again!!!

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

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

PLUS—Especially for Xmas

- I SAW MOMMY (MY BABY) KISSING SANTA CLAUS
  b/w Santa Won't Be Blue This Christmas (J. Charles) P-1004

- A LITTLE WHITE MOUSE CALLED STEVE
  b/w Xmasville U. S. A. (Charles) P-1005

Corp.
165 W. 46 STREET, N. Y. 36, N. Y.
Phone: JUdson 6-3202
THE BILLBOARD
DECEMBER 16, 1960

FROM THE BILLBOARD SALES DEPARTMENT

FRANKIE AVALON has been an invaluable part of this week’s Billboard chart action. He’s got that “good time” sound that this week seems to be wanting. Both sides of his new single are biggies at radio. Frankie has just finished a new album release by Cameo-Parkway. The album should be on the market any day now, and it’s got the same sound as his single. Frankie can currently be heard on some of the evening commercials in “Francie.”

DANA RYAN, the young singer whose first single was a chart success last year, is releasing his second single this week. The single is a cover of the Everly Brothers’ “Cupid.” Dana has been working hard on this one, and it’s sure to be a hit. His first single, “The Twist,” was a hit earlier this year.

PEGGY LEE is back in her Earl Scruggs role, and it’s a delight to see her. She’s been working hard on her character and it shows. She’s been working with theScruggs family, and it’s been a great experience for her. She’s also been working on a new album, which should be out soon.

JOHNNY MATHEWS has been working hard on his new album, and it’s sure to be a hit. He’s been working with a new producer, and the results are amazing. He’s also been working on a new single, which should be out soon.

JANE MORGAN is currently working on a live album at Hollywood’s Capitol Records. It’s going to be a huge success, and she’s been working hard on it. She’s also been working on a new single, which should be out soon.

MIRE NICHOLS AND ELAINE MAY are two new artists who are making their mark in the music industry. They’ve been working hard on their new album, and it’s going to be a huge success. They’re also working on a new single, which should be out soon.

JIMMY RODGERS is currently working on a new album, and it’s going to be a huge success. He’s been working with a new producer, and the results are amazing. He’s also been working on a new single, which should be out soon.

This week’s new Money Records:

SINGLES

AGE OF LOVE—Johnny Charles
CALENDAR GIRL—Niki Sela
CHRISTMAS AULD LANG SYNE—Decca Victor
FOLLOW ME—Terry Brown
PEACE—Dee Mou
RUDOLPH, THE RED-NOSED REINDEER—The Maltbys
WHAT WOULD I DO—Davy Jones and the Dovetail Singers

ALBUMS

CAMELOT—Orchestrated by Victor Young, Orchestrator, Inc.
FRIENDS—Original Sound Track, RCA Victor

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

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

MUSIC AS WRITTEN

Cincinnati

Jacques Fodi, French-Hungarian singing pianist, has been selected as the new manager of Emperor’s and Mr. Bill’s in Cincinnati, Ohio. He will become general manager of these operations, and he will also be in charge of the Emperors of America’s largest night clubs, including the Cincinnati, Chicago, and New York clubs.

Nashville

RCA Victor’s Chet Atkins was joined by the label’s Ben Rossner on a promotional trip to Milwaukee. Nashville’s RCA Victor’s Nashville studio is undergoing new construction to expand its facilities. Label’s Roy McCary and Allen Stevens were in from New York last week to see the new facilities. The studio will be completed in December 1961.

With Berns cut a session recently for Decca under Warren G. Jones, a new label session November 22.

John Tuvell, formerly of Decca, opened a new label for Don Pierce’s Stage label and is scheduled for around yule time. John will join the CBS roster of artists and will be backed by a new label to be announced shortly.

Billboard's TV

Floyd Robinson was pleasantly surprised recently in a Goodyear TV spot with Nashville. He was able to make a successful appearance on the show and was able to reach the audience.

Torino

Gary Ferrill of CHUM’s announcing staff has a new record on the air. His name is Crofton and his record is “Can’t Stop Loving.” He has been working hard on this one and it’s sure to be a hit.

Toronto

Mr. Zimmerman of MacKay Record Distributing reports that “Oklahoma” Around the World” has been selling well in Canada. The album has been selling well in the United States and is expected to be a big success in the country.

“Retailers in the Toronto area report that a Crofton singles has started a major movement. The single is a big hit and is expected to be a big hit in the country.

Determined to have sales of Time’s “Carole” album, Quality’s Ontario promotion manager Bill Edes dressed himself up as a cowboy and went to the Alberta Country Club to sell the album. The club manager was impressed with the presentation and ordered 10 copies of the album.

Hollywood

Joe Presley, the one-time studio and Coral’s coast manager, has rejuvenated from his recent heart attack, and is now ready to take over at Los Angeles. He will return to the office on the 15th. His address is 8498 Pacific Ave.

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

Continued from page 25

Distles, Dec. Clark, Jerry Butler, the Isley brothers, B.B. King, the Spencer Davis Group, and the Doc Dog orchestra.

Leonard Mendonca

(Billboard)
DUANE EDDY
At His GREATEST
"PEPE"
A GEORGE SIDNEY—POSA FILMS INTERNATIONAL PRODUCTION—A COLUMBIA PICTURES RELEASE

"LOST FRIEND"
JAMIE #1175

b/w

www.americanradiohistory.com
### MONO ACTION ALBUMS —— on the charts 39 weeks or less

<table>
<thead>
<tr>
<th>Week</th>
<th>Title, Artist, Label, and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. I, G. I, BLUES</td>
<td>RCA Victor 1293</td>
</tr>
<tr>
<td>2</td>
<td>2. BUTTON-DOWN MIND OF BOB NEWHART</td>
<td>RCA Victor 1293</td>
</tr>
<tr>
<td>3</td>
<td>3. BUTTON-DOWN MIND STORIES BACK</td>
<td>RCA Victor 1293</td>
</tr>
<tr>
<td>4</td>
<td>4. NICE AND EASY</td>
<td>Capitol 1187</td>
</tr>
<tr>
<td>5</td>
<td>5. STRING ALONG</td>
<td>RCA Victor 1293</td>
</tr>
<tr>
<td>6</td>
<td>6. JOHNNY'S MODOS</td>
<td>Columbia 1293</td>
</tr>
<tr>
<td>7</td>
<td>7. EDGE OF SHELLY BERMAN</td>
<td>RCA Victor 1293</td>
</tr>
<tr>
<td>8</td>
<td>8. DARIN AT THE CORNER</td>
<td>Columbia 1293</td>
</tr>
<tr>
<td>9</td>
<td>9. WILD KING</td>
<td>Columbia 1293</td>
</tr>
<tr>
<td>10</td>
<td>10. GENTLE HITS THE ROAD</td>
<td>RCA Victor 1293</td>
</tr>
<tr>
<td>11</td>
<td>11. THIS IS BRENDA</td>
<td>Columbia 1293</td>
</tr>
<tr>
<td>12</td>
<td>12. TWIST</td>
<td>Columbia 1293</td>
</tr>
<tr>
<td>13</td>
<td>13. BALLADS AND RHYTHMS OF BROADWAY</td>
<td>Columbia 1293</td>
</tr>
<tr>
<td>14</td>
<td>14. MEMORIES SING ALONG WITH MITCH</td>
<td>Columbia 1293</td>
</tr>
<tr>
<td>15</td>
<td>15. MACK THE KNIFE...ELLA IN BERLIN</td>
<td>Columbia 1293</td>
</tr>
<tr>
<td>16</td>
<td>16. PAUL ANKA SINGS HIS BIG 15</td>
<td>ABC-PARAMOUNT LP 1233</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Title, Artist, Label, and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. I, G. I, BLUES</td>
<td>Columbia CV 1293</td>
</tr>
<tr>
<td>2</td>
<td>2. STRING ALONG</td>
<td>Columbia CV 1293</td>
</tr>
<tr>
<td>3</td>
<td>3. MEMORIES SING ALONG WITH MITCH</td>
<td>Columbia CV 1293</td>
</tr>
<tr>
<td>4</td>
<td>4. PROVOCATIVE PERCUSSION, VOL. II</td>
<td>Columbia CV 1293</td>
</tr>
<tr>
<td>5</td>
<td>5. WILD IS LOVE</td>
<td>Columbia CV 1293</td>
</tr>
<tr>
<td>6</td>
<td>6. LOOK FOR A STAR</td>
<td>Capitol SP 1293</td>
</tr>
<tr>
<td>7</td>
<td>7. NICE AND EASY</td>
<td>Columbia CV 1293</td>
</tr>
<tr>
<td>8</td>
<td>8. CAN CAN</td>
<td>Capitol SP 1293</td>
</tr>
<tr>
<td>9</td>
<td>9. G. I, BLUES</td>
<td>Columbia CV 1293</td>
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<td>10</td>
<td>10. BALLADS AND RHYTHMS OF BROADWAY</td>
<td>Columbia CV 1293</td>
</tr>
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<td>11</td>
<td>11. JOHNNY'S MODOS</td>
<td>Columbia CV 1293</td>
</tr>
<tr>
<td>12</td>
<td>12. BONGOS, FLUTES AND GUITARS</td>
<td>Columbia CV 1293</td>
</tr>
<tr>
<td>13</td>
<td>13. MACK THE KNIFE...ELLA IN BERLIN</td>
<td>Columbia CV 1293</td>
</tr>
</tbody>
</table>

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

<table>
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<tr>
<th>Week</th>
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</tr>
<tr>
<td>12</td>
<td>12. JOHNNY'S MODOS</td>
<td>Columbia CV 1293</td>
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<tr>
<td>13</td>
<td>13. BONGOS, FLUTES AND GUITARS</td>
<td>Columbia CV 1293</td>
</tr>
<tr>
<td>14</td>
<td>14. MACK THE KNIFE...ELLA IN BERLIN</td>
<td>Columbia CV 1293</td>
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</table>

### ESSENTIAL INVENTORY —— (STEREO ALBUMS) on the charts 30 weeks or more

<table>
<thead>
<tr>
<th>Week</th>
<th>Title, Artist, Label, and Number</th>
<th>Weeks on Chart</th>
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<tr>
<td>1</td>
<td>1. I, G. I, BLUES</td>
<td>Columbia CV 1293</td>
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<td>2</td>
<td>2. GENTLE HITS THE ROAD</td>
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<td>3</td>
<td>3. THIS IS BRENDA</td>
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<td>4</td>
<td>4. BALLADS AND RHYTHMS OF BROADWAY</td>
<td>Columbia CV 1293</td>
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<td>5. MEMORIES SING ALONG WITH MITCH</td>
<td>Columbia CV 1293</td>
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<td>6. WILD IS LOVE</td>
<td>Columbia CV 1293</td>
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<td>7</td>
<td>7. LOOK FOR A STAR</td>
<td>Capitol SP 1293</td>
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<td>8</td>
<td>8. NICE AND EASY</td>
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<td>9. CAN CAN</td>
<td>Capitol SP 1293</td>
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<td>10. G. I, BLUES</td>
<td>Columbia CV 1293</td>
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<td>11. BALLADS AND RHYTHMS OF BROADWAY</td>
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<td>Columbia CV 1293</td>
</tr>
<tr>
<td>14</td>
<td>14. MACK THE KNIFE...ELLA IN BERLIN</td>
<td>Columbia CV 1293</td>
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</table>
IN STORES & RACKS
MONOPHONIC CLASSICAL ALBUMS
1. SIXTY YEARS OF SONG HITS, VOL. 2… Assorted Artists, RCA Victor LM 6088
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1 Van Cliburn, Orchestra directed by Kirill Kondrashin, RCA Victor LM 2252
3. ROGERS: VICTORY AT SEA, VOL. 1 RCA Victor Symphony Orchestra, Bennett, RCA Victor LM 1779
4. TCHAIKOVSKY: 1812 OVERTURE: CAPRICE ITALIEN RCA Victor Symphony Orchestra, (Bennett), RCA Victor LM 50054
5. RACHMANINOFF: PIANO CONCERTO NO. 3 Van Cliburn, Orchestra of the Air (Kondrashin), RCA Victor LM 2355
6. THE LORD'S PRAYER… The Mormon Tabernacle Choir (Columbia), Columbia ML 5386
7. BRAHMS: SECOND PIANO CONCERTO… Sviatoslav Richter, RCA Victor LM 2466
8. LANZA SINGS CARUSO… Caruso Favorites Mario Lanza-Enrico Caruso, RCA Victor LM 2393
10. GROFE: GRAND CANYON SUITE… Morton Gould, RCA Victor LM 2433

STEREOPHONIC CLASSICAL ALBUMS
1. TCHAIKOVSKY: PIANO CONCERTO NO. 1 Van Cliburn, Orchestra directed by Kirill Kondrashin, RCA Victor LSC 2252
2. BRAHMS: SECOND PIANO CONCERTO… Sviatoslav Richter, RCA Victor LSC 2466
3. ROGERS: VICTORY AT SEA, VOL. 1 RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
4. TCHAIKOVSKY: 1812 OVERTURE: CAPRICE ITALIEN Minneapolis Symphony Orchestra (Bennett), Mercury SR 90054
5. TCHAIKOVSKY: 1812 OVERTURE: RAIEL BOLEDO Morton Gould Orchestra, RCA Victor LSC 2345
6. THE LORD'S PRAYER… The Mormon Tabernacle Choir (Columbia), Columbia ML 6068
7. TURANDOT Tebaldi, Nissen, Boerling, Taze, Rome Opera House Orch. Laidinoff, RCA Victor LSC 6149
8. ROGERS: VICTORY AT SEA, VOL. 2 RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
9. GROFE: GRAND CANYON SUITE… Morton Gould, RCA Victor LSC 2433
10. LANZA SINGS CARUSO… Caruso Favorites Mario Lanza-Enrico Caruso, RCA Victor LSC 2393

REVIEWS OF THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strangest 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 22, N.Y. However, singles should be sent to The Billboard Record Review Department, 5364 Broadway, New York 36.

Pop

SONGS OF THE WEST
The Norrman Lahoff Chole, Columbus CS 8220 (Stereo & Monoaural)--This follows in the tradition of earlier Lahoff albums with a handsome cover, descriptive in itself of the idea behind the album, with no written copy. Here, a colorful scene of the cowhands working with the herd appears. Inside, the music performs handomely 15 tunes associated with the West. Most of these have genuine folk roots, things like "Red River Valley," "Whoopee Ti Yo Yo," "Ciel Water," etc. A splendid performance that should find plenty of favor at the retail and jockey level.

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

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

Vanguard V-4043—This LP contains the three songs performed by the thrust in the Burt Ax/Shelly Winter film—"Vanguard 4043—This LP contains the three songs performed by the thrust in the Burt Ax/Shelly Winter film—"Vanguard 4043—This LP contains the three songs performed by the thrust in the Burt Ax/Shelly Winter film—"Vanguard 4043—This LP contains the three songs performed by the thrust in the Burt Ax/Shelly Winter film—"Vanguard 4043—This LP contains the three songs performed by the thrust in the Burt Ax/Shelly Winter film—"Vanguard 4043—This LP contains the three songs performed by the thrust in the Burt Ax/Shelly Winter film—"Vanguard 4043—This LP contains the three songs performed by the thrust in the Burt Ax/Shelly Winter film. Accompanied by pianist Paul Smith, Ella delivers stirring performances of such standards as "September Song," "One For My Baby," "I Cried For You," "Melancholy Baby" and "Who's Sorry Now." Nobody can sing them like this girl. Should be displayed in conjunction with the film showing. Must DJ programming.

PEEP

Sound Truck, Capitol CP 507—Studed with top-drawer artists and disk artists, this collection sound records the forthcoming Columbia Pictures flick "Peep," makes for both exciting and nostalgic listening. Directed by George Sidney, "Around the World in 80 Days," and starring Cotten, the picture has some K top personalities, none of whom are captured on wax here.

Best selling low price LP's

(List price $2.95 or less)

MONOPHONIC

1. Soul of Spain, Vol. 1… 101 Strings… Somerset P 6600
2. El Chico… Frank Chackfield… Richard M 2078
3. Good Housekeeping Reducing Off the Record… Harmony R 7143
4. Soul of Spain, Vol. 2… 101 Strings… Somerset P 9900
5. John McCormick Sings Irish Songs… RCA Camden CAJ 407
6. Silver Screen… 101 Strings… Somerset P 7100
7. Hawaiin in Hi Fi… Leo Adone Orchestra… RCA Camden CAJ 510
8. 101 Strings Play the Blues… 101 Strings… Somerset P 5800
9. You Do Something to Me… Mario Lanza… RCA Camden 430
10. 101 Years of Familiar Songs… 101 Strings… Somerset 2 RS

STEREO

1. Soul of Spain, Vol. 1… 101 Strings… Stereo Fidelity SF 6600
2. 101 Strings Play the Blues… Stereo Fidelity SF 5500
3. Soul of Spain, Vol. 2… 101 Strings… Stereo Fidelity SF 9900
4. 101 Years of Familiar Songs… 101 Strings… Stereo Fidelity SF 2 RS
5. El Chico… Frank Chackfield… Richard M 30078
6. Concerti Under the Stars… 101 Strings… Stereo Fidelity SF 6700
7. Symphony for Lovers… 101 Strings… Stereo Fidelity SF 4500
8. East of the Sun… 101 Strings… Stereo Fidelity SF 11000
9. The Music Man… Various Artists… Decca SF 70091
10. Silver Screen… 101 Strings… Stereo Fidelity SF 7000

E 2009-51

THE SOUND OF MUSIC—The Soun
dal Orchestra (Herbst, Perlman) PL 7858—This album features wonderful all-time favorites like "O.C.I. Song," "I Can't Help Lovin' Dat Man," "My Favorite Things," "Climb Ev'ry Mountain," etc. Directed by George Sidney, "Around the World in 80 Days," and starring Cotten, the picture has some K top personalities, none of whom are captured on wax here.

IRELAND, MY IRELAND—Eileen
Donaghy, PL 7872—Lively, jolly air, with a touch of Irish flair, "Molly Malone," "My Home Is Ireland," "In a Pasture Green," "Tender Rose," "Three Blind Mice," etc. Directed by George Sidney, "Around the World in 80 Days," and starring Cotten, the picture has some K top personalities, none of whom are captured on wax here.

(Continued on page 31)
RED HOT!

OH, HOW I MISS YOU TONIGHT
Jeanne Black
No. 4492

WINGS OF A DOVE
Ferlin Husky
No. 4406

OVER AND DONE WITH
c/w TROUBLE ON A DOUBLE DATE
The Royal Galaxies
No. 4488
JACK Myna * SPOTLIGHT RECORDS

Package also includes a special coupon to be used in the store’s ad for one free reed.

** SALVOS FROM A SALON **
Charley Young and His Banjo Boys
In the store’s ad for one free reed.

** ON THE TOWN WITH THE LION **

** LAMPET, HENDRICKS AND BONE **

** ALL WE’VE GOT FOR XMAS ARE HITS! **

** THE FRANK WEN QUARTET **

** TELL THE WORLD **

** THE JOKER **

** POP LP’s **

** MODERATE SALES POTENTIAL **

** JAZZ LP’s **

** SPOTLIGHT RECORDS **

** CL GUIDO **

** Audio Fidelity Records **

** Doctored For SUPER STEREO **

** The Rascal Style of the Everett Brothers **

** SWINGIN’ ON THE MOON **

** TONY BENNETT SINGS A STRING OF HARRY ARDEN **

** POP LP’s **

** MODERATE SALES POTENTIAL **

** SOUTH SIDE SOUL **

** SWINGIN’ AND SWINGIN’ **

** HAYMAR RECORDS **

** The Billboards Music Popularity Charts... PACKAGED RECORDS **

** December 12, 1960 **

** Spotlight Winners of the Week **

** Strongest sales potential of all albums reviewed this week. **

** Continued from page 20 **

** Spoken Word **

** Jack Paar TV show fame, has a witty, caustic sense of humor, which lends him the sick-slick style. This package, recorded live during his engagement at Manhattan’s Bon Soir nitey, should appeal to Douglas’ extensive following both from TV commercials and from records. **

** Candid Telephone **

Fiender, United Artists UAL 4075 — This could be a no-no in the comedy LP field. Adopting TV’s “Camera” technique to the telephone, comedy writer Hazelnd Fiender conducts a series of what sound like authentic phone calls on a variety of hilarious subjects. Standard hits are his call to a pet shop (to purchase a monkey for “cocking purposes”), to a bird doctor (to check on a neurotic lovebird) and to a book store (to buy a four-inch-thick volume to raise the height of a piano stool).

** Latin American **

** Everybody Loves the Trio Los Panchos **

El Trio Los Panchos, Columbia EX 5012 — The Trio Los Panchos, one of the hottest groups in Mexico as well as in many other countries in South America, contains them with wonderful performances of a group of well known Latin tunes. You’ll find “Quer Suea,” “Estrella,” “Sindney” and “La Paloma,” and the boys sing them in lovely fashion, featuring warm, melodic guitar backing. First-rate backing. Fine-rate wax for all Latin markets and one that could also get pop action.

** All We’ve Got For Xmas Are Hits! **

Busted Out in Chicago!

Wheels

The String-A-Longs

** M-603 **

** Telling T Reviews **

** The Genie’s Little Esther **

** Distinguished by United Telephone Records, Inc. **

** H. Craft, President **

** J. Seifert, Managing Editor **

** June 24, 1961 **

** Phonograph Records **

** 48 rpm. Assorted various labels, such as RCA, Motown, CMG, Arista, ABC 2 1/2, $1.00 per 48 **

** Extended Firsts **

** Aor 35, $1.25 per 45 **

** Rhythm 30, $1.35 per 45 **

** Rhythm 30, $1.35 per 45 **

** All records recorded and handled immediately. **

** Raymar Sales **

Jazzon 32, N.Y.
HOT POP!

Mickey & Sylvia

"What Would I Do" 47/61-7811

Stock up now on this great new record that's breaking big all over the country. It's the hottest! RCA Victor
The Original

"HEARTBREAK HOTEL"
BILL SMITH COMBO
Chess 1773

"GUNSINDER"
BO DIDDLEY
Chess 965

"BEST BET" Cash Box • "4 STARS" Billboard
Not Raucous, Not Blasting, Pleading for All Locations!
2 GREAT HIT INSTRUMENTALS
"66 ROCK" by IVAN WARD
"CONGO GLIDE" and The Swingsters
Savoy #1591

when answering ads...

Say You Saw It in The Billboard
OUT NEXT WEEK!

this is it!

this is THE BIG ONE FOR 1960

COMING DEC. 19!

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

COMING DEC. 19!

featuring...

Billboard's Big Annual DISK JOCKEY POLL RESULTS

COMING DEC. 19!

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

THE NATION'S TOP TUNES

For Week Ending December 18

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.

RECORDING AVAILABLE
(Beat Selling Record Listed in Bold Face)

1. LAST DATE—Floyd Cramer, Vi 7777, Secretar Davis, VV 7123, Jimmie Davis, Qu 7000, Lawrence Welk, Wat 8143.

2. ARE YOU LONESOME TONIGHT?—Elvis Presley, MGM 1275, Fred Prentice, FPL 7201.

3. WONDERTOWN BY NIGHT—Artists阵容, MGM 1273, Fred Prentice, FPL 7201.

4. A THOUSAND STARS—Randy Young and the Immaculate, Imperial 1453.

5. VIVID—Vivace and Ticking, United Artists 274, Monument, London.

6. SAILOR YOUR HOME IS IN THE SEA—Leslie Lees, Kep 281.

7. POETRY IN MOTION—Ben and the Orchestra, Scepter 152.

8. NORTH TO ALASKA—Philips—Pub. by Scepter (ASCAP).

9. HE WILL BREAK YOUR HEART—By Steven, Mergel and Career—Pub. by Capitol (ASCAP).


11. STAY—By Martha Williams—Pub. by Warner (ASCAP).


13. LET'S GO, LET'S GO, LET'S GO—By Guner.

14. ALONE AT LAST—By Lipton—Pub. by Pearl (BMI).

15. MY GIRL JOSEPHINE—By Foster, Imperial 1784.

16. YOU'RE SIXTEEN—By Guner, Imperial 1784.

17. SAVE THE LAST DANCE FOR ME—By Kay and E. King, Imperial 3078.

18. GEORGIA ON MY MIND—By Ray Bryant, MCA-Prominent 84.

19. SWAY—By Bobbie Rydell, Canon 181.

20. Gotta Know—By Dick Persico, Vi 7196.

21. PERIFIDA—By Press/Alberti/Alberti, MGM 4351, Fred Melcher, MGM 4351, Eddie Mele, MGM 4351, Cheeta Shulman, MGM 4351.

22. RUBBER BAND—By Archie—Pub. by Arch. (ASCAP).


25. LIKE STRANGERS—By Roger Keith, Cadence 1383.

WARNING: The title "HONOR ROLL OF HITS" is a registered trademark and the name of the list has been copyrighted by The Billboard. Use of either may result in the payment of royalty. Copying of the list or any of its contents is prohibited without the written permission of The Billboard at The Billboard, 146 Broadway, New York 7, N.Y.
<table>
<thead>
<tr>
<th>#</th>
<th>Artist</th>
<th>Song</th>
<th>Company/Label</th>
<th>Peak Position</th>
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<tbody>
<tr>
<td>1</td>
<td>Patti Page</td>
<td>The Night Has a Thousand Eyes</td>
<td>Mercury</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>The Platters</td>
<td>Only You</td>
<td>Mercury</td>
<td>2</td>
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<td>3</td>
<td>The Chordettes</td>
<td>Let's Stay Together</td>
<td>Decca</td>
<td>3</td>
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<td>4</td>
<td>The Orioles</td>
<td>Don't Be Ashamed</td>
<td>Columbia</td>
<td>4</td>
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<td>5</td>
<td>The Clovers</td>
<td>Love Potion Number Nine</td>
<td>RCA Victor</td>
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<td>The Everly Brothers</td>
<td>I'll Never Find Another You</td>
<td>Proper</td>
<td>6</td>
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<td>The Chiffons</td>
<td>One Fine Day</td>
<td>Imperial</td>
<td>7</td>
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<td>The Crickets</td>
<td>I'm Gonna Love You Just A Little Bit Longer</td>
<td>Columbia</td>
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<td>9</td>
<td>The Four-Tops</td>
<td>Baby Baby</td>
<td>Motown</td>
<td>9</td>
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<td>10</td>
<td>The Five Satins</td>
<td>Maybe</td>
<td>Decca</td>
<td>10</td>
</tr>
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<td>11</td>
<td>The Four Tops</td>
<td>Baby, I Need Your Lovin'</td>
<td>Motown</td>
<td>11</td>
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<td>12</td>
<td>The Platters</td>
<td>There Goes My Baby</td>
<td>Mercury</td>
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<td>13</td>
<td>The Orioles</td>
<td>I'll Be Your Valentine</td>
<td>Proper</td>
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<td>Love Will Keep Us Alive</td>
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<td>A Change Is Gonna Come</td>
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<td>16</td>
<td>The Chiffons</td>
<td>Come Love Me</td>
<td>Imperial</td>
<td>16</td>
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<tr>
<td>17</td>
<td>The Four-Tops</td>
<td>Why Did You Change</td>
<td>Motown</td>
<td>17</td>
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<tr>
<td>18</td>
<td>The Five Satins</td>
<td>The Tears of a Clown</td>
<td>Decca</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>The Four Tops</td>
<td>I'm Gonna Love You</td>
<td>Motown</td>
<td>19</td>
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<tr>
<td>20</td>
<td>The Orioles</td>
<td>Six O'Clock Place</td>
<td>Proper</td>
<td>20</td>
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**Notes:**
- The chart covers the most popular records in the U.S. during the week ending December 12, 1960.
- The chart ranks songs by their performance on the Billboard Hot 100 chart.
The Billboard's Music Popularity Charts... POP RECORDS

BEST BUYS

CHRISTMAS

LITTLE DRUMMER BOY
(Delaware-Shawnee, ASCAP) 20th Fox 121

WHITE CHRISTMAS
(Bing Crosby, ASCAP) Decca 23773

ROCKIN' ROUND THE CHRISTMAS TREE
(Brenda Lee, ASCAP) Decca 30776

CHIPMUNK SONG
(David Siville and Chipmunks, Monarch, ASCAP) Liberty 55165

JINGLE BELL ROCK
(Connie, ASCAP) Decca 30513

C&W

A WORLD SO FULL OF LOVE
(Terry, BMI) Liberty 55267

R&B

GONZO
(James Booker, Lion, BMI) Peacock 1697

SHOP AROUND
(Miracles, Bo-Dee, BMI) Tamla 54034

BUBBLING UNDER THE HOT 100

TOP 10

1. MR. LIVING
Larry Verne, Epic 3834
2. SILENT NIGHT
Bing Crosby, Decca 23777
3. (LET'S DO THE) Hully Gully
Bill Doggett, Warner Bros. 5181
4. WHITE CHRISTMAS
Clyde McPhatter and Drifters, Atlantic 1648
5. OH, (I'M NOT) LONESOME NO More
Bob Luman, Warner Bros. 5284
6. RUDOLPH, THE RED-HOSSED REINDER
David Siville and Chipmunks, Liberty 55289
7. BABY, IT'S (HOT) WINTER
Shulls, Johnson 104
8. I'LL BE HOME FOR CHRISTMAS
Bing Crosby, Decca 23779
9. TWISTIN' BELLS
Wanda Jackson, Capitol 3111
10. MERRY CHRISTMAS, BABY
Rudolph, BMI

HOT 100: A TO Z

REVIEWS OF THIS WEEK'S SINGLES

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

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

(Reviews appear elsewhere in this issue)

Pop

CONWAY TWITTY
C'EST SI BON (Leeds, ASCAP) (2:14) — DONT YOU DARE LET ME DOWN (Valley, BMI) (1:50) — Conway Twitty comes thru with stylish renditions here of a familiar standard and a new rocker. On "Cest Si Bon" the singer turns in a solid, driving performance and the flip is sold with excitement.

SONI JAMES
(MY) LAST DATE (WITH YOU) (Acuff-Rose, BMI) (2:20) — Soni James could tap back on the charts with this strong instrumental. The current instrumental hit with Floyd Cramer. She sings it with much expression and the backing is tasteful too. Flip is the standard "I Can't Give You Anything But Love" (Mills, ASCAP) (3:32)

LENNY MILES
DONT BELIEVE HIM, DONNA (Mills, BMI) (2:21) — Lenny Miles bow on the label with a rock performance on a fine rockabilly, aided by a solid vocal group. Laid with the tune with gusto. Flip is "Invincible" (Cady, BMI) (2:15)

Joe Eldridge

THEOFA KILCORE
CHAIN GANG (THE SOUND OF MY MAN) (Kags, BMI) (2:40) — Here's an answer to the Sam Cooke hit of a few weeks ago and it's sold by the thrust with a lot of sparkle over solid support. Could happen. Flip is "Later I'll Cry" (Kags, BMI) (2:21)

Country & Western

ROSE MADDOX
I WANT TO LIVE AGAIN (Central, BMI) (2:16) — KISSING MY PILLOW (Central, BMI) (2:12) — Rose Maddox handles the two tunes with much feeling, aided by strong arrangements and good backing from the orch. Both sides could get country action.

The Special Merit Spotlights

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

(Pop Talent)

LINDY ESTES
WILL I GO (Canyon, BMI) (2:18)

MARIA (Benjam, BMI) (4:18) (Fraternity 872)

Very Strong Sales Potential

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.
Around the Horn

Bill Anderson, accompanied by his wife June, visited Cincinnati by December 1-2 to promote his latest Decca release, "Walk Out Backwards," and his new single, "Miss Me," which Jim Reeves is waxing fast on the Columbia label. During their Cincinnati layover, the Andersons were guests at the home of c.w. singer Dottie Rambo in Fort Mitchell, Ky. Connie is also on the Decca label. On December 1, Anderson and Miss Hall were featured on Rudy Thacker's "Diamond Theater Jamboozle at the Brown Theatre. The flip side of Anderson's new release, "The Party Line of the Yellowbelly," is a drawing of considerable pop play.

Rudy Thacker, of "Rudy Acuff's Mountain Music" recently made his debut on De-Kay Records with a sentimental tribute to the late Johnny Horton titled "When Horton Went to Meet His Lord" in a pseudo ballad, "To Morrow Is My Last Day."

Ray Price shows his wares at the Terrance Club, Waco, Tex., December 15, and Cook's Stardom Club, Hunt- ton, December 16. June Lou and Her Pine Hedge Ranch band, vocal headliner on "Sandie Lake Jamboozle," presented a show Saturday night from the stage of the Penn Lake Theater, Sunday, Dec. 19. The Process Talent Management, Franklin, Pa. Other regulars on the show are the Jamboree Sweethearts, Tony, Nancy and Lindsey; Dixie, the Pea Pickin' Ranger, formerly with the York Brothers with WSM, Nashville; Ernie Skelton, and the Youngblood Sisters, Cowboy Howard, among others, will appear as guest on the show January 7.

Decca has put the new Ray Drusky single, "I'll Remember When," in the country market, which has been on the air for some time. "Three Hearts in a Tango" is the recent release. Deejay copy outlines a somewhat sentimental story about Kenny Center and His Cole Mountain Boys and the Western Virginia Boys have signed a one-year pact with WIFV-21, Aliquippa, Pa. Kenny and his boys are also on call each Saturday at the WQV Radio, Somerset, Pa.

The Johnnie Wright and Brothers play City Auditorium, Newcastle, Ms., December 12; Fort Smith, Ark., December 14, and Texarkana, Ark., 14, and Ellis Auditorium, Beaumont, Texas, December 17, and are taking off on a 15-day tour starting December 16. The Johnnie Wright and Brothers have completed recording sessions which will be released as an album.

George Hamilton IV has joined the Acuff-Rose Artists Corporation in a long-term management contract.

Marvin Rainwater this week wound up a long string of New Jersey dates for the Jim Denny Artists Bureau, Nashville. ... On a recent trek to California, Carl Smith made a series of television appearances for Information Film Distributors Corporation. Willie Nelson has just inked an exclusive writer's pact with Pamper Music, Inc., Nashville, Tenn. ... Ennie Records, new label headed by the principal in Greenwich, Bridgeport, Conn. ... Billboard, a trade periodical, has dropped its Sunday edition.

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**GOOD SALES POTENTIAL**

**THE CAPRIS**
- "Bobby's a Moon Over Tonight" - a charming adaptation skillfully handled by the boys. The style is of the "Eternamente" type, and could prove popular.

**Ivan Goff & Henry Stahl**
- "Tell Me a Story" - a new one, appearing in this week's soundie, "No More." It's a very pretty instrumental with a soft tenor saxophone solo.

**Johnny Ray**
- "Don't Be That Way" - the group really cuts up on this side which is presented with each regular mood effects.

**SANDY HAYES & THE CHANGERS**
- "The Little Red Hen" - another story about a hen and her chicks. The group really dominates this one.

**The VAILS**
- "The Vails" - the group really sets the pace for the rest of the album. The rest of the album is a bit weak.

**The Rondelles**
- "Why Is It Always Me?" - a new one and quite popular. The group really holds to their style on this one.

**The Penguins**
- "Wooly Bully" - a new one with a lot of rhythm and style. The group really gets into this one.

**The Platters**
- "Bus Stop" - a new one with a lot of rhythm and style. The group really gets into this one.

**The Silhouettes**
- "The Derelict" - a new one with a lot of rhythm and style. The group really gets into this one.

**The Tunesmen**
- "Whoa!" - a new one with a lot of rhythm and style. The group really gets into this one.

**The Four Aces**
- "I've Got a Woman That's Just Right" - a new one with a lot of rhythm and style. The group really gets into this one.

**The Ventures**
- "The Ventures" - a new one with a lot of rhythm and style. The group really gets into this one.

**The Saddles**
- "The Saddles" - a new one with a lot of rhythm and style. The group really gets into this one.

**The Moonglowers**
- "The Moonglowers" - a new one with a lot of rhythm and style. The group really gets into this one.

**The Platters**
- "Cherry-O" - a new one with a lot of rhythm and style. The group really gets into this one.

**The Penguins**
- "Up on the Roof" - a new one with a lot of rhythm and style. The group really gets into this one.

**The Rondelles**
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**Best Selling Sheet Music in U. S.**

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Last Week</th>
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<td>LAST DATE (Acuff-Rose)</td>
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<td>2.</td>
<td>THEME FROM THE APARTMENT (Mills)</td>
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<td>GREEN LEAVES OF SUMMER (Fest)</td>
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<td>ARE YOU LONESOME TONIGHT? (Bouwer-Greenwell)</td>
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<td>WONDERLAND BY NIGHT (Roosevelt)</td>
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<td>RUDOLPH THE RED-NOSED REINDEER (St. Nicholas)</td>
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<td>9.</td>
<td>WINTER WONDERLAND (Bregman)</td>
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<td>10.</td>
<td>CLIMB EVERY MOUNTAIN (Williamson)</td>
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<td>SILVER BELLS (Paragon)</td>
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<td>IT'S NOW OR NEVER (Glody)</td>
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<td>13.</td>
<td>SAVE THE LAST DANCE FOR ME</td>
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<td>14.</td>
<td>SAILOR (Your Home Is In The Sea) (Garland Music)</td>
<td>18</td>
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<tr>
<td>15.</td>
<td>I WANT TO BE WANTED (Leech)</td>
<td>19</td>
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**Reviews of New Pop Records**

*Continued from page 40*

**LIMITED SALES POTENTIAL**

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

**Popular**

The JERSEY SISTERS The Tuna Song—Boulevard Along With The Beaves. VEGAS NO.

COL. JUNIOR BURKE Another Heartbeat—Kentucky Colonies On Polar No. 45100.


JOE DOBBS—Rhumba ABC-Paragon 11172.

TONY LOVELLO Matt Morgan's Hop—Key Largo. ACAMA 121.

FRANK STARO In America—Holds A Spot. UP 112.

**The CENTURY FIVE**

La Debutante Kansas Boy Bua Cha Cha Cha—Red Tiger Shapes. BELMONT 109.

**HEDGER WIRE**

Without Your Love—In the Shadow of the Haynes. KAY RECORD 100.

**JERRY ROBERTS**

Routee—On Frey. KAY BE 6077.

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

JERRY HARELL That's My Motion—Everybody Knows. ALPANA 560.

DIANA DARRIN All American—Freedom Rider. M.G.M. NET 1061.

**THE DEMONS**

Rockin' With Mister Monte—Home of the M.F. P. Plan. MURRAY-7725.

CASTALERS

That's Why I Cry—My Baby's All Right. PLANET 4104 37.

**Country & Western**

**WEBB PIERCE**

Georgia Boy—Fired Love. KING 5329.

**BRETT ROGERS**


**NICK WILLIAMS**

Sorrows In Heaven—How Many Homes. SAVANNAH 11.

**THE VILLAINS TWAIN**

There's A Big Blue Midnight—With King. WOODCUT 1257.

**JACK TUCKER**

You'll Find Out What It's Like On The Topper 1030.

**Music City**

*Continued from page 2*

Sizit. An appreciable portion of the store's sporting space will be devoted to a newly opened organ and piano department. Music which is currently handling the Thomas organs, and will take on the Magnavox organs when it is introduced after the first of the month, is expected to be a very healthy selling item. Attendance was by invitation extended to the staff, dignitaries and the press corps. Particularly noteworthy among the store's new facilities is its stereo-equipped listening booth. All listening booths in the album department are equipped with new Magnavox stereo players.
Another Reader-Adviser Benefit of the

NEW BILLBOARD
Exclusively for the Music-Coin Industry

Greater Economy for "Spectacular" Advertising

Insert advertising in Billboard—a growing trend among the most aggressive companies—will be rewarding to music coin readers—will save as much as 25% in printing and production costs for insert advertisers.

Watch for the NEW Billboard
Coming January 9

BILLBOARD MUSIC WEEK

On Musicale Records
Tops In Polkas
(EP) Polish Folk Songs (LP) "A Thousand Kisses"

On Occasional Records
(EP) "Lullabies"
(EP) "Victorian" Classics

On Imperial Records
(EP) "Parisian" Piano Solos
(EP) "Piano Solos"

On MCA Records
(EP) "The Classics"
(EP) "The Romantic Classics"

**RECORD STORES**
Increase Selling Efficiency

In a growing return to "traditional" services. Listing of the more popular music coin holders in Billboard's market area is the nucleus of this new presentation. It is designed to reach a customer base numbering in thousands. The current Billboard mailing lists are used to ensure coverage. This is a "monthly" service.

For more information contact:

Talent Hunt
Rock and Roll Vocalist


No tapes, no submittal. Phone: Marcelle Cuneo

CoEd Records
1367 Broadway
New York 23, N.Y.

RECORDING STUDIO
203 S. 11th St.
Philadelphia 7, Pa.

DEC. 10, 1961

AD-A

CARLTON 557

"LAMONDALE"

WOODED

SOUND"

Times, tickets, and plans. Outside market area will be sold to advertisers by special arrangement.

Regarding the new "spectacular" advertising, it is worth noting that the Billboard Music Week will be restricted to music coin readers—will save as much as 25% in printing and production costs for insert advertisers.
**Cartridge Tips Prod Dealers**

Continued from page 29

prevention in cartridges from one year to another may have rendered obsolete cartridges in sets you should have considered.

The replacement market is a particularly important one, and it is now the present time because of the current interest in stereo. Although a monaural cartridge being sold now is not identical to the one that sold sound from a stereo record, it tends to serve as a superior one when tracings even after one playing. On the other hand, a stereo cartridge must be designed either with a monaural or a stereo recording with the same precision. Consequently, the owner of a monaural phonograph who wants to buy stereo records in anticipation someday of adding a stereo set might start by buying a stereo cartridge for his existing mono set. For an investment of from $2.50 for a low-priced crystal to $25 or $30 for a good magnetic, your customer can insure himself against damage to the stereo cartridges when he buys now and the time his stereo set arrives. If he buys an excellent quality stereo cartridge for this purpose, he may be able to transfer it to his new set.

**Conversions**

If the customer's word is worth. He may be able to follow up that sale with a complete conversion. In planning cartridge replacement, a general rule is: don't try to sell a monaural cartridge, replace it with a cartridge that can be-

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IN 5,000 LOTS

6 1/2 IN 1,000 LOTS

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POSTAGE PAID ON 100

Copy Negatives .99

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50 x 75...

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All sizes—categories—color or black and white. Post cards, mounted blow-ups. It will pay you to see samples and price list before ordering anywhere. Write today for lower prices, same size.

**PHOTOS FOR PUBLICITY**

QUALITY PHOTOS IN QUANTITY

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75 x 100...

**MUSOL STUDIO**

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Bridgeport, Conn.

**MSS PHOTO SERVICE**

550 W. 50 St., New York, N.Y. 

21530

**SANTA CLAUS HEADQUARTERS**

Greenwich Village, N.Y.

**THE BILLBOARD'S MUSIC POPULARITY CHARTS... POP RECORDS**

**MUSIC AS WRITTEN**

Continued from page 25

ingDefaults because he became a father for the third time last week when his wife presented him with a daughter, to be named Karen.

Norman Granz will tape Ella Fitzgerald concerts during her forthcoming European tour. Mr. Granz has already an engagement for her "Ella in Berlin." L.P. This will mark her eighth consecutive European tour, since she first appeared in Paris in 1957. Ella will make her debut in that country, kicks off March 29, and will feature Ella singing with the Nelson Riddle Orchestra, who take her into Turkey, Greece, and Iran for the first time

Bel Canto Stereo Tapes Precise Rino Molly is here for a week's work on labeling and Coast office head Dick Allen. Jerry Lewin has signed nineteen songsters Lilian Briggs for a part in his "The Ladies" film for Paramount.

Rendezvous Rodgers gets his first movie star billing in 20th Century-Fox's "The Little Sheherd of Kashmir." The film was filming the title song for the director, Preston Sturges.

Counting three Ed Sullivan guest shots Jane Morgan contracted last week (running into May), singer Sullivan appeared without number and kicked off the new year with a one-timer tour through Canada and the West consisting of 21 engagements. Before breaking the tour, he'll play three weeks at Chicago's Mister Kelly's, closing there New Year's Eve. This will be followed by a pay-TV appearance in the Toronto, January 3, and an Ed Sullivan shot January 15. He hits the one-shot path January 30 in Calgary, Canada, with the tour taking in Seattle, Washingon, Oregon, California, and Arizona, winding up in Panama, Calif., on February 25.

Kapp Prexy Dave Kapp is here recording Roger Williams... Scotty Moore, Farmer Joe with a new album, "Joshua," at the VIenna Music Festival in June. Serious work is somewhat of a contrast to his more recent film assignments, including "Suspicion," "The Spiral," and "The Ringer," prior to this Metro's "Cimarron."... Alex North, another movie maker with a serious side, recently recorded for his own label, "The Sea," in session with Benny Goodman and the New York City Symphony Orchestra, Leonard Bernstein conducting. North is now converting the work down to LP format for Everest Records. -Lee Zito.

**Chicago**

Big Miller makes it two in a row from Count Basie. Miller replaces Joe Williams as Basie's featured vocalist, when Williams leaves late in December. Both boys are Chicagoans, making their way to the top from the Basie band. First was Jimmy Rushing who left in 1954. Another one not in on an original recording, Joe added an exotic blend to the mix of Basie's enterprise—will be lead in native Ghana Arts. Plans for Janet's smart Alhambra boite, set to open last week, have been temporarily changed. The move of the daughter of Fred Waring, named Waring's stage manager, Al Wilson, to Detroit last week. -Bill Kray.

While we're recording Kirby Griffin, nephew of Ken Griffin, in an electric organ session, which will probably be paired with sides by his uncle in a joint album due next week from his own label. Kirby, who has a recording contract on the Ed Sullivan show, January 8, Prel. She'll play the Diplomat Hotel in Hollywood, Fla., January 20. Paul Fichtner has been appointed to Chicago's General Artists Corp, office after five years in New York. He heads the western operations.

The Diamonds will be on the Dick Clark show out of New York, December 12. The show will be taped ahead, as the group is slated to open the same day in Windsor, Canada.... In New York, the band has signed a recording contract with the Monument Records. He'll be competing with his dad, who is a member of Ed Sullivan's "Tonight Show Band." Ed Sullivan, father of the picture—he's interested in a singing career. The family is also negotiating for a TV series.... Bill Karzas of the Aragon ballroom has rented his home after six weeks in the hospital following a heart attack.

Carl Matlin, veteran Cleveland deejay promotion man, is moving back to New York. Matlin just waved his first side with Warwick. He previously cut one side, when he was with Mercury, back in 1953, inserting about the best session for a background music for a Swedish-produced film, Boy in the Treebog. - Ralph Runn has cut an L.P. for Poppy, "A Song for My Thelma," which he plans to promote. Ben Rosen, national radio-1 TV relations director for RCA-Victor, was overseas with the area's area chief, Stan Pat, last week. Ports of call included Milwaukee, Minneapolis and Chicago. The label holds in Midwest distributor meeting here at the hotel.

United Film & Recording Studios is expanding its office area in its Chicago studio headquarters. New staff appointments include Thomas O'Connell, assistant to the president, beginning January 28. "The Spice Is Right," and "Love Is A Ring-A-Ding Ding." Boy's currently at Dallas King's Club, will go on to the Aztec in Maryland. Wes Evans has been appointed assistant director for Jack Morton Productions, celebrated his birthday in Dallas recently.... Chicago record promoter named the year's outstanding record。Nick Bio.
CHICAGO—It was International Association of Fairs and Exhibitions will hold its 1961 convention in Chicago at the Hotel Sherman, November 27-29, it was decided at the annual board of directors' meeting here Saturday (3).

The decision will mark a return to the traditional meeting held in conjunction with the National Association of Amusement Parks, Pools & Beaches and the Society of America. For the first time in many years the IAEF held its 1960 meeting here in the Motor Hotel and Miss Schooler, who followed the meetings of the other two organizations.

The Michigan-Brosher convention saw the delegates elect J. C. Huskinson, Tuscaloosa, Ala., as assistant president of the IAEF. Huskinson is vice-president and manager of the W. H. Davis Fair, Tam.

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

List Directors

Directors named were Edward G. C. Allen, Geneva, William (Tina) Uhlrich, Marshfield, Wis; Douglas K. Baldwin, St. Paul; Leonard Rogers, Knoxville, Tenn.

INDIANAPOLIS—The Indiana State Fair tentatively approved new dates for 1962, awarded its major contracts to the Carnival Amusement Company for '61 and signed the Jack Koonce thrill show for next year's fair.

The new dates for '62, not yet official, would be August 27-September 3. This would be 10 days ending Labor Day. In recent years Labor Day was four days earlier than the Indiana fair.

Music Tariff Hike

IRKS CANADA FAIRS

Canada Fairs have increased their music tariff by 21 per cent.

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

EMERY BOUCHER, GOLDIE SCHIBBLE ELECTED TO IAFE HALL OF FAME

CHICAGO—Emery Boucher, manager of the Exposition Provincial, Quebec City, and Goldie Schibble, executive secretary of the Federation of State and Provincial Association of Fairs, Toronto, were inducted in the Hall of Fame here Saturday (3). Miss Schibble is also secretary-manager of the Montgomery County, Fair, Dayton O.

Another award was given to C. G. (Bill) Wynn, manager of the Mid-South Fair, Memphis, and new vice-president of the IAEF. Wynn received a constant when the committee met.

The committee was the successful bidder for the fun zone contract, won out over Cennial & Midway, Inc., and W. N. Billy Green's Mighty Hoosier State Shows.

CHICAGO—John Leahy, owner of the Emery (Conns) Fair, who collapsed during the fair convention here Thursday (1), was reported to have flown to his Danbury home.

Leahy said he had not suffered any serious injury, called it a "false heart beat" and after several days in the hospital, was released.

The attack came at the banquet of the International Association of Fairs and Exhibitions in the Morrison Hotel.

Rodeo Execs Form Assn.

COLORADO SPRINGS, Colo.—A number of rodeo executives from Colorado recently met here Sunday (4) and formed Rocky Mountain Rodeo Assn.

Ken Broshurt, president of the Piketon (Ohio) Rodeo Assn, said they hoped to have a strong organization and may start organizing a national management and production side of the sport which will have a stronger future in dealings with the Rodeo Cowboys Assn.

Rodeos represented at the meeting included those at Monte Vista, Durango, Boulder, Walsenburg, Pueblo and Colorado Springs in Colorado, and Cheyenne, Wyo.
**Fair Manager Job Created In Cobleskill**

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

COBLESKILL, N. Y. — T. Paul Kane, president of Schoharie County Agricultural Society, and Larry N. Holmes, vice-president, and Claude R. Platt, secretary-treasurer, have announced that a manager will soon be appointed to cobleskill Agricultural Society at its annual meeting held here Saturday (3). The new manager is expected to be able to open the doors of the board of management, at their

**Rides Sell Briskly**

Chi Show Keynote in Satisfaction

DE LAND, Fla. — Clyde Beatty and Cole Bros. Circus this season will also add a new spring circuit dates in the New York-Philadelphia area of the eastern seaboard. These bookings were made in Philadelphia at the rate of $25,000, 1960. The company's manager, Fred McGaffey and Walter Kerman.

The show will open March 30 at the Long Island Arena, Conn.

ESE's Potter Will Retire

LONG ISLAND, N. Y. — Walter Kerman, former manager of E. S. E. Potter, has announced that he is retiring from the circus business due to ill health since suffering a stroke

Beatty-Cole Signs 3-May Spring Dates

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April 9. Then the circus plays under canvas at Palisades Park in New Jersey from April 10 thru May 21. This will make use of the big top now under construction. The stand last year was played by Clyde Beatty and Cole Bros.

Third Beatty-Cole stand will be in Philadelphia May 22-30. This is the third in their ten-day run at Tompkins Field, where Samuel Morell and associates operate a large show, plus the famous Philadelphia circus. Beatty-Cole had this one under contract for a week.

The show, now in quarters in De Land, will have a few 150-foot horses with three 10-foot middles for next season. It is being built by the Leaf Tent Company, Sarasota, Fl.

Scheduling for the Beatty show this year means that it will play two full months with only two shows on two of the regular quarters. In addition, the show will have up and down the tent only twice.

General Agent Floyd King announced that the Beatty company as usual at the same time Co-Manager Walter Kerman said that the show will have one more show this season. It is also assumed that the company's excellent performance will include the Great Wallenda Troupe, and the Clyde Beatty wild animal act, the last show opening in March in Miami Beach, and others will be revealed.

Duran Joints Reed

CHICAGO—Tom Duran, veteran Chicago rider, has joined Bill Reed's International Auto Driving for the 1961 season. The start show is part of Jack Kucham's organiz-
Medicine Hat News, $8,472, 20 inks Siebrand

MEDICINE HAT, Alta. — Officers of the Medicine Hat Steamfitters and Exhibit Company have been returned to office as follows: President, Mack F. Wade, Vice presidents, Henry Caven and Louis Thompson; managing director, D. Siebeland. Siebeland Bro. Circus and Carnival will provide the midway and entertainment and will attend shows at the 1961 fair. The year’s net income for the exhibition organization was $472, down $3,091 from last year. The exhibition and stampede headquarters last year, was a third $41,654. The exhibit was $10,499 per ticket sale. Major expense was the cost of attractions and contracts at $34,367. Rodeo prize money was $3,366.

Kochman Sets E5E 9 Days Deal for Tires

WEST SPRINGFIELD, Mass. — Joe Kochman, owner of the works for Eastern States Exposition, calling for no automotive display other than a show of surplus military equipment. The Jack Kochman organization has an estimated twelve acres of municipal. In 1961, manager Jack Reynolds reported for the fair. Last season Kochman had the first four days, another thrill show had three days, and there were two more days. The Kochman show was also bolstered by the signing of an agreement by the Continental Rubber Company for 1961. Negotiated by Bill Reed, it calls for the office on the International Auto Daredevils and Hell Drivers units.

Melfort, Sask., Renames to Rex

MELFORT, Sask. — Walter J. Cochee has been named as manager for the Melfort Agricultural Society.

Dave Vansickle and Jack Campbell are vice-presidents. Honorary president is J. M. H. McKee and past president is George Lancaster. The society has 54 members at $5.245, compared with $5,516 last year. The year’s receipts were $41,045 in 1959, and expenditures were $45,645, compared with $53,629 last year.

Harry Kahn Marks 29th Year as Secy.

WAPAKONETA, O. — Harry Kahn, who was recently re-elected president of the Wapakoneta Fair Association in 1960, is preparing to begin his 29th year as secretary and treasurer. The association has set August 5-11 as dates for the 1961 annual. Kahn is second only to Wapakoneta mayor, phen and Paul Reihl, vice-president. Kahn was re-elected secretary and treasurer.

Unpaid Performers Close Programs in Texas, Canada

IN TWO RECENT CASES performers have refused to go on the show because they said they had not been paid. In Dallas the Vincent Escudero troupe of flamenco dancers began a performance Saturday night at the Municipal Auditorium. They walked off the stage from the last time out of the show. The show为何要不停止。Promoter Ted Rogers of Dallas, who has been paid $30,000 profit and offered a $520 check to the company manager, William Rabin. Barson said Fowler could accept only cash payment and operation of the show prompted the mayor to send Stephen T. King, director of the Civic Center, along with the city comptroller, to the latter company to study that show's operation. The mayor indicated that additional management personnel for the hall—a manager and a promotion director—might be sought.

Unpaid Performers Close Programs in Texas, Canada

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Seek National Park Bids; Plant Building 5,000 Karts

OFFER FROM FIRMS or individuals to provide overnight accommodations, a restaurant and related services in newly authorized Halaakaulani National Park on Maui Island, Hawaii, are being sought by Interior Department's National Park Service. Director Harold L. Weeks said that a minimum investment of $50,000 will be required to finance the construction. The first 10 months of this year, a total of 83,300 persons visited the park, compared with 59,300 visitors during the whole of 1959. Offers from potential developers will be accepted by the service before March 1.

Rutland, Vt., Muls Talent & Mutuels

RUTLAND, Vt. - Decisions on entertainment for the 1961 Rut- land Fair will be made following this week's annual election of officers. Two board positions will be filled. All seven of the large cattle, horse and swine shows as well as the 4-H building are in addition. The new board members were brought in to improve the area. Considerable talk is attending the question of pari-mutual racing, which has been discussed from time to time at the polls. The bill provides for a local referendum on the matter and for a vote in the Rutland area. The new board will be expanded to benefit fair, from racing receipts. Rutland has the races in the subject before the voters in next March's Town Meeting, and it is considered a leading factor in the general improvement of the Rutland area that the presence of pari-mutual racing would be faced with considerable renovation to make it suitable for mutuels.

Kehoe Park to Display Italian Ride Products

MIAMI — Two new kiddie land at shopping centers are in operation in Miami, due to the increased demand for amusement rides and products. The Kehoe Park, which opened recently in the Northland Center of the city, is the first of its kind in Florida. The Kehoe Park has a variety of rides, including a pony ride, a miniature train, and a Ferris wheel. It is expected to be a popular attraction for children in the area.

Kiddieland Turnout Grows in Chicago

CHICAGO — Response to the kiddieland sessions in Chicago was encouraging yesterday, with participation forecast for two days. Turnouts at all sessions were up from last year's, and the program was considered a good one. Ferdi Berner, director of Chicago's Crosstown Turnout, has been invited to meet with the Aldermen of Chicagoland. An indication of things to come is the fact that the Aldermen of Chicagoland have approved the project. The council met with several city officials yesterday to discuss the project.

The biggest profits come from the best rides

Nissen Earned 1916 During First Quarter

NEW YORK — Nissen Trampoline Company's first quarter earnings resulted in a profit of $191,000, an increase of 38% over last year's earnings of $140,000. The company's gross profit was $375,000, an increase of 25% over last year's profit of $297,000. The company's net profit was $191,000, an increase of 38% over last year's net profit of $140,000. The company's earnings were affected by the increased demand for trampolines.
This Is It!

A Colorful, Informative Weekly EXCLUSIVELY for a Colorful, Exciting Industry

Every Week... NEWS as it happens!
You have a front row seat for all that happens in every segment of the industry now covered by the Show News department of The Billboard and Funspot.

Every Week... SPECIAL REPORTS
Timely reports in depth of new industry developments researched by experts, profusely illustrated and edited for fast reading.

Every Week... SERVICE FEATURES
Complete lists of ROUTES, COMING EVENTS, FAIR MEETINGS, LETTER LIST, FAIR DATES.

Every Week... PERSONALS
News of people in the amusement industry including profiles and obituaries.

FASTER SERVICE
Subscriber copies will now be mailed from Cincinnati Saturday to be in your mailbox to begin your week on Monday morning. And a one year subscription will cost only $8.

Newstand copies will be dispatched from Cincinnati by fastest planes and trains to be at your corner newsstand Monday morning. Newstand price will be 50c.

Show Agent Copies will get same fast delivery service as newsstand copies. Wherever you are, your show will have copies available on Monday.

ABC Audited — Advertisers will have all details of Amusement Business paid circulation thru audits of the Audit Bureau of Circulation.

ONE BIG $2.8 BILLION MARKET
Now thru one authoritative weekly advertisers can reach all segments of the fast growing amusement market... whether they are permanently established funspots or travel to a new location every week.

Wherever people go, they create needs—and Amusement Business reaches the owners, managers and operators of the nation's amusements that more than three billion people will patronize this year.

The Amusement Market is unique in that its basic commodity is selling "fun to the public for a profit." Families everywhere are its customers. For the past three years its gross sales have been rising at the rate of 6 per cent each year. Its needs range from light plants to light bulbs, from a concession stand to a complete cafeteria, from a clown to a complete production to fill the nation's biggest stadiums.

Figures compiled by Professor Thomas Leo 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.

In a Bright Modern Format Designed for Fast Reading

NEW SIZE... Amusement Business will be standard news magazine size— the same as the cover on the opposite page.

NEW FORMAT... You will read Amusement Week from cover to cover as news stories, photographs and articles carry you from one interesting page to another.

NEW TYPE... Designed for easy, fast reading with stories edited to give you the important details at a glance.

NEW MAKEUP... Following closely the style of national news weeklies like Time, Newsweek with liberal use of photographs.

NEW PAPER... No more newsprint — Amusement Business will be printed on slick, white offset enamel by the most modern of web offset presses.

GREATIER EXPANDED STAFF
This is the team of experienced experts who will publish Amusement Business:
Publisher—Maynard L. Reuter
Editor—James W. McHugh
Publishing Policy Committee: Maynard L. Reuter, James W. McHugh, Robert E. Husted, Frank Joerling, B. A. Bruns
News Editor—Charles Byrnes
Feature Editor—Tom Parkinson
Eastern News Editor—Irwin Kirby
Assistant to the Publisher—Marjorie Tarsone
Assistant to the Editor—Stephen J. Trainan
Editorial Assistant—Elyce Bagus, Alice Letvin
Manager, Southwestern—Frank B. Joerling
Manager, Western—Sam Abbott
Washington Bureau—Ernest Hall, Delores Newcomb Poe
Market Research Director—Thomas L. Davidson
Art Directors—George Lundy, Erwin Lebowitz
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Advertising Sales—Robert Kendall, Cliff Stonn, William Hood (Chicago)
Robert Riedinger, Dermott O'Connell (New York)
Bry Raitus (Cincinnati)
Advertising Staff—Ray Pilkas, Allen Callaway
Circulation Director—B. A. Bruns

AMUSEMENT BUSINESS
The Communications Center of the Industry
188 W. Randolph Street
Chicago 1, Illinois
FORT WORTH — At all-time attendance record of 90,426 admissions was set by the 18th annual Municipal Temple Shrine Circus held in Will Rogers Coliseum here, closing November 27, figures released by Dr. A. Ward Hicks, circus chairman, show. Previous high was 84,081 last year.

Fifteen days of activity concluded this year, totaling 17, with several. scholars bringing the average up to 5,219 performance in the 7,500-seat arena. A new one.

season, the highest average of 30,000 was set by three shows given opening Saturday (19).

With the 1960 show barely completed, the Shrine estimated that by January 1, it will have sold 50,000 tickets in advance for next year’s show. Walter L. Dunning, public

relations chairman, said this represented contract sales to firms which have not booked for the four fall circus shows for 1961.

Performance for the last show included Terry Crewes, badger; grand entry; Malco and Zachani, flying riant acts in unique opening positions; Vaiho and Oly Jacobs elephant acts; Thorne and Dancers, the Manhattan Rocketts dancers; Triska Troop and the St. Louis Frontiersmen; wild wire acts; clowns, including George La-

Salle, Bill Fee, Eugene Lovelace, Charlie Franks, Garner Newton, Van Wells, Jeff and Peggy Murphy, Haypy Kelley, and Alfred Mike, Victor and Nino Landon.

Then came Hodgins Dogs, Cauti-

nee’s Steeplechase and Allen’s Bear’s, Hannaford, Three Edies and Riccardo, trampoline acts; production number with dancers plus the Robin high revolving cube, which, according to Dr. W. Wild Animals, Jus-

zy’s Cate, Georgie Trio (Hannaford, four dancers - two cubes and perch act, plus Diane Hannaford in a globe, Tieber’s Seals, the Bongos, the Butcher Brothers, comedy; Del-Ray Seals, the Bronco Charros, Hope and Shirley Peterson, serial; Lemke’s Chimps, Watkins’ Chimpanzee Band, the Krankies (Theron); Wazaars, Arabien act; clown and magic comedy fea-

ting Betty Peco on the single trapeze and Romani rings.

Circus president reported that most acts and production numbers used here made the new Tes-

ka arrangements, with the exception of Oakes, Austin, and Houston before coming

Fort Worth Circus Tops 90,000 Paid

C. S. Primrose

Dies; Tramped

65 Seasons

CHICAGO — C. S. Primrose, one of about 650 performers who had just completed the year's run, died at a rest home in Winfield, Ill., December 5. He was 65. He had been married three times, was the father of 13, Funeral services were held at Oel, Park, Ill., his former home, December 7.

Primrose began on the advance circus circuit in 1901, followed by other circuses after that. Following World War I, he was abroad the J. H. Foster Bros. circus, and in keeping with the custom of the times he had agitated shows during the war. From 1948 thru 1960 Primrose was with the Genie Bros. enterprise, latterly as an assistant manager. Philadelphia circus and publicized prison out this season as working designer. He had been attending the Fort Worth Circus. Al Dubrock was looking over the programs of the various circuses that had ended, and had the hands to the Palm House in September, and for import needs, Primrose had been attending for a year. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September, and for import needs, Primrose had been attending. As in the past 17 years of professional circus, he had visited numerous American circuses, performing at the Canadian and Mexican circuses and in parts of Europe in August and September,
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Merry Go-Round

'THE FINAL CURTAIN

LEVER.—Frederick E. Lever at Union Rock Park, at West Haven, Conn., November 24. He was among those who pioneered the profession about 1906, when he opened a box office at the Union Rock Theatre in West Haven. He was also in partnership in operation of the Kol dardam and Hagan Wall-Circus in New York at the time. Joseph Rodin of the firm which owns the Roller Coaster, He was an Old Friend and Real Man, as well as a Master of Enterprise, which was founded by a relative of his. Survivors include his brother, most of whom live in West Haven. Burial at West Haven, Mass.

FLANNIGAN.—Robert, former owner of the Kiddie Flying Rides, at Minneapolis, November 22. Survivors include his wife, Violet, two sons, Carl and Gordon, and his brother, Louis.

MERRY MIXER

One of the top "money-makers" on any midway.

Conarick Wheels
Chairswings
Flying Saucer
Kiddie Rides

GARRICK MFG. INC.
Lewis H. & Louis A. Garrick
204 South 3rd
Phone: 954-1030

MERRY-Go-ROUNDS
1960 jumping Carnivals, Kid-

cite size, 20 ft.; tween age, 50 ft.

dub., 32 ft. & 66 ft. rides.

TRELL MFG. CO.
Ph. MA 4-4351
Lansing, Michigan

LEWIS—Theodore, formerly of Iowa

ROLLER RUMBLINGS

by AL SCHNEIDER

THE ROLLER SKATING INDUSTRY, which has yet to add up all the benefits of its 1960 convention, already is laying plans for its 1961 gathering at the New Orleans Queen Court and business seminars which, the sponsoring Roller Skating Foundation of America promises will be even bigger and better. The publicity from parades, newspapers and radio and TV, not to mention the enormous benefits of the seminars industry, "we're already working on the 1961 convention which will top the 1960 affair both socially and industry hereinafter," says W. J. Rose, director of the R.S.A.

"Our shows will be left un-
Sixty

S. CLAYTON,

SHOW NEWS
Clawson Machine Co., Inc.
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100% HAND CARDED

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Circus Routes

Sells & Griny: Rains City, Fl., 32
Appoxica: 35; Unknown 27 Jan. 27
Sugar Stack: Smithsville, Tenn.

Lessens Shows

Most Mes.: Convention Hall, Tulsa, Okla., 12-17; (Municipal) Ohio City, Ky., 11-24.

Ice Shows

Holiday on Ice of 1964: (War Memorial) 13-16; (Veterans Memorial) 25 Jan. Los Angeles, 29 Jan.
Ice Capades, 26th Edition: (Arena) Victoria, B.C., 12-17; (Cincinnati) 22nd Edition: (Ice Capades, 21st Edition: (Collin) Charlotte, N.C., 13-18

Pleasure Island

Featuring Bumper Cars

merely held by New York business
man Harold Korda. The three
can very well be classified as an inter-
test in Pleasure Island, and Lin-
nual Exhibition, which is sponsored
by the National Recreation Corporation, Inc., holder of Freedom Land,
and one of the few original
owners took to cut the over-
laid them, the area
physical overhaul of the
park, creating a new picnic area near
an area and changing the
manner of roses to its tables. For
example Chilhowie Trail Show, Wreck
of the Hoosier Show are rides. They
built a new 5,000-seat show
ball with stage painting and
brightened up the
park with areas such
as Engine City, Horseless Carriage
Land, Magic Land and Baby
Animal Land.

Among acts headlined at the
park lights are those from 1959:
Noumi's globe, juggling and type
spinning; the Roberts, clowns who
instructed in the "Monkeyland"
and thrill show; Johnny Welsh's bear;
Arturo Turco's horse; Capt. Bob
Pony ride; and Capt. Bob's
dog and pony act; Capt. Bob's
elephant act; Connie Welch,
light-house, light; and Charles and
Speedy Baby, globe of death.

'61 Fair Meeting

Continued from page 44

speak on "The Civil War Conten-
tual Fair-Exhibition Management

C. M. Cutler, General Electric Corporation, Cleveland, showed colored
photographs of the actual events
of number of world's fairs and ex-
positions and John L. Campbell,
photographer, spoke on Public Exhibition
insurance. Douglas K. Baldwin, St.
Paul, took up the topic of the
"Inns of the IAEF" in a brief address
in which he made timely to many
leaders of the exhibition world.
Clyde Boyd, chairman of the
rermissions committee, which
was responsible for the pass-
for children. For the Fair, which
was the leader in the exhibit of the
same nature, the show to
meets in parks in 1961, and this news
spurred interest in the exhibit of the
because of the exhibits that were
made to $125,000 worth of
happiness and history.

Preceding Amusements was another
showing its two-story Dark Ride
mechanism. Several invitations
promise were noted. Million-Dol-
ler Pier in Atlantic City will be in-
stalling one of the units, and an-
other will be going to Atlanta, Leavon Campbell, manager. Thunder
Bird 3 rides also sold well.

Lighting Exhibitor Pleaded

Among the trade show suppliers
was the appearance and reception of Line Material Industries, lighting
equipment for the amusement
Kiddie and parks. More interest in
lighting efficiency through engi-
neering installations. One major
specialization, notably the building
of light towers, was also interested.
Following the Saturday night show
lighting specialists into the field.
It find it in a miniature
golf fair to provide its units as
part of the golf course package.
A number of Double Loop
Planes fielded in 1960 by Eyerly
Aircraft resulted in considerable
interest. Or a Roadster styled
tubs without the revolving feature,
the ride was amphibious and
one-man handling appealed to car-
nival operators.

The competition between the
trade show's two rooms was
occupied by Arnold's Amanda Water
Scouters, Perry Turquoise, and
Audio Tours' talking storybooks,
by which of which you could
check during the three and one-half
days. Jack Partch's Double Loop,
circlous train at the Marion
Hotel for the fairman's convention,
and Joe De Rito's Plane-18, X-2 N. Y.,
ordered one after watching it in its
as it had been at the Sheraton
in a suite.
Santa's Village reported at the
meetings that they will install three
carousel-like structures at
parks in 1961, and this news
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happiness and history.
**WEST COAST SHOWS SIGNS 5-YEAR CONTRACT WITH ORE. STATE FAIR**

SALEM, Ore. — West Coast Shows has signed a five-year contract with the Oregon State Fair and will install a theme ride, Kiddieland, Howard Maple, fair manager, told the International Association of Fairs & Expositions convention in Calgary.

West Coast had one more year to run on a five-year contract, but submitted its proposal as re-

**CARNIVAL CONFB**

**SCHAFER INKS FORT WILLIAM EXHIBITION**

Replaces Royal American Shows After 24 Years

CHICAGO.—W. A. Schaf er, 20th Century Shows, has signed to provide the midway attractions at the 1961 run of the Milwaukee State Fair and will install a theme ride, Kiddieland, Howard Maple, fair manager, told the International Association of Fairs & Expositions convention in Calgary.

West Coast had one more year to run on a five-year contract, but submitted its proposal as re-

**CONCESSIONS**

RIDE HELP

Cookhouse that is up to standards of state and will serve to show people what Bear Pitch, Glass Pitch and Henky Ponds of all kinds that work for merchandise.

SHOES can place any brand shoe of merit.

All replies: WM. T. COLLINS SHOWS

801 E. 76th Street

Minneapolis, Minnesota

**VIRGINIA BARNES writes from Big State Shows’ winter base in San Antonio that everything is okay after a good season. Bob and Anna Moore, owners, say business topped the previous tour and they have purchased a new Ford Country Squire. John and Cleo Graves tossed a free turkey dinner on Thanksgiving Day and said the attendance was fantastic. At one show as Moore’s trailer park are the Graves, Bells Evans, Mr. and Mrs. Jimmie Clifford, Mr. and Mrs. White Archer, Helen James, Bobby Cook, Rod Pew, and Mr. and Mrs. John Foster. Mark, Mark, Mark. Tony Gentry and Elbert Pitt, LaFeria, Tex.; Cutty and Betty Bly, Whedon, Tex.; Foulkes Reeves is confined in Broderick General Hospital, Ward 7.

Veteran agent Jack Dowdane is currently selling sewing machi nes in San Diego, ... Hp, Nettel is keeping busy selling State Farm Insurance.

The band of the 1961 Chicago World’s Fair will again have his concessions on the front end of Heth Shows, Andy Coltharp, concessions director, and his son, Jerry, will operate them in Las Vegas, Nv. ... Harry Hart, of the Club Line, which was on Royal America’s back-end the past season, enjoyed his Chicago engagement and has continued operating the show in Texas and include the Showmen’s League of America.

Carmelita Horon passes on the following sidelights that took place during the Chicago meetings of the Ladies Auxiliary of the Showmen’s League of America. Getting awards for the summer activities were Ed Mos, camera; Nancy McBride, transmitter radio, and Mrs. Mae Kay, of the Chicago innovation. On the dollar books were Left Grohs, electric percolator, Dotty Muncaratha, Scott Moskrid; Milled Mulfio, fruit cake. Mada Lee Drew was awarded the friendship award for his loyal cooperation during the show made them unique and memorable for their annual Christmas party on November 29. Present were Mac Taylor, Edgar Killing, Phoebe Crotz, Helen Hause, Louise Rom, Jeanette Maritine, Mrs. Frieda Rose and Carmelita Horon. Guests were Geraldine and Mae Muncaratha, Mada Drew, Mary Carter and Enola Reardon.

**FRANCIS JONES reports from the Tampa Ladies Auxiliary that Presi dent Wilbur Trimble has decided to show up at the Chicago show next spring in the Greater Gulf State Fair. Mr. Trimble will make his fifth consecutive year the show will be at the event.

The Tampa Ladies Auxiliary is sponsoring the general representative for the show, also announced to the show as the American Republic Circus, will make its fifth consecutive year the show will be at the event.

**MANUSCRIPTS**

**Barnes, Al**

**Kunz Inks Mobile, Batt**

**Books Wheels**

NORTH BIRMINGHAM, Ala. — Al Kunz, owner of Heth Shows, Inc., has signed again to provide the midway and carnival rides for the Greater Gulf State Fair. Kunz will make his fifth consecutive year the show will be at the event.

The Tampa Ladies Auxiliary is sponsoring the general representative for the show, also announced to the show as the American Republic Circus, will make its fifth consecutive year the show will be at the event.

**SHOES**

WANT FOR OUTSTANDING 1961 ROUTE

W. T. COLLINS SHOWS, 801 E. 76th St., Minneapolis, Minn.

W. T. COLLINS SHOWS, 801 E. 76th St., Minneapolis, Minn.

WM. T. COLLINS SHOWS

SUPERIOR, WIS., FAIR PACT

SUPERIOR, Wis.—The Douglas County Fair here has signed with William T. Collins Shows to play its August 8-13 fair in 1961, Virger Swanston, manager of the fair, announced.

The fair, which will operate Tuesday through Sunday, has been played by Royal American Shows for the past 24 years, but Swanston up the contract when it is signed to play the 1961 Wisconsin State Fair in Milwaukee.

Swanston said the fair board gave the nod to Collins after examining a number of bids, some of which they never had a chance to examine, but they definitely agreed that they should enter into the contract and had hired a consultant to examine the bids, and that they never definitely decided until they arrived back home here.

Grandstand attractions have not been signed but will be during the next couple of months, Swanston said.
SLA Fund Gets $1,790; ’61 Chairmen Appointed

CHICAGO — The Showmen’s League of America executive committee announced that the SLA fund was enriched to the tune of $1,790, most of it from parties held on various shows, Ed Sopena, new president, announced. The money, which was presented at the meeting, was accepted by James H. drew Shews, $400; Art B. Thomas Shows, $400; Johhny United Shows, $350; Heth Shows, $130, and Bobbe Cohn, $100. The chairmen and their committees who were appointed were Senopan in one of his first official acts following his installation as SLA president.

Home Shows

New York — Home showmen were appointed by Senopan in one of his first official acts following his installation as SLA president.


new merchandise for tomorrow's . . .

parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:

MODEL PLANE

TOTE PIN

Model plane eliminates costly crack-ups. Flight easiest, scaled
from a World War II model, is powered by an instant-starting
engine. In regular landing the plastic parts separate for rapid
reassembly with rubber bands.

Rewards for $9. - Thimble-Drome, 9538 Brighton Way,
Beverly Hills, Calif.

CHARMS

In line of charms includes ones for all purposes. Birthday cake at
S is typical. Includes Christmas theme charms, with an heart
shape. Santa Claus in the chimney at $6 and Santa in a sled at
$3.50. Com in both 14-carat gold or stainless steel. - Carlin, Inc.,
95 Chestnut, Providence, R. I.

POP GUN

Pop gun with a "bullet" that is attached to the gun. Shoots 12
with two easy bolts inside at $18; Santa Claus in the chimney at
$6 and Santa in a sled at $3.50. Comes in both 14-carat gold or
stainless steel. - Carlin, Inc., 95 Chestnut, Providence, R. I.

LABELS

Method of identifying crotches or sunglasses. Tiny gold engravings
are affected easily to the temples of the glasses. One strip shows
telephone number and phone name, the other the address. Retail
at $15 per set. - Fred S. Cumings,
3123 Boardman, St. Louis, Mo.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN
THE BILLBOARD PARADE OF HITS.
TO ALL WHO USE THE LETTER LIST

The Mail Forwarding Services of The Billboard are now consolidated in the Cincinnati office.

All mail sent to the Letter List for forwarding to showmen should henceforth be addressed:

c/o Mail Forwarding Service
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. It will be 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 travelling showmen and those trying to reach them by mail.

CHRISTMAS MAIL

In mailing Christmas greeting cards thru The Billboard's Mail Forwarding Department, please remember to use 4-cent postage to ensure forwarding. Postal regulations do not permit the forwarding of mail carrying 3-cent postage without payment of another postage fee.

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.
COMING EVENTS

MANUFACTURERS - WHOLESALERS
"BUY-MART"

MERCHANDISE DIRECTORY

IMPORTS OF THE YEAR
- SOUVENIRS & NOVELTIES - GEAR - PLUSH
- THOUSANDS OF ITEMS
Write for Free Catalog
GOLDFARB NOVELTY CO.

NATIONALLY ADVERTISED LINES - WHOLESALE NOVELTIES AND GENERAL MERCHANDISE
For Concentrators, Coin Machine Operators, etc., who have been in the business for many years, or are interested in starting a new coin machine business, a specially prepared mailing list is available. Write for information.

OKLAHOMA CITY
CHARLIE GIBSON
116 W. Washington
535-3571

INSTANT STORES
For Concentrators, Coin Machine Operators, etc., who have been in the business for many years, or are interested in starting a new coin machine business, a specially prepared mailing list is available. Write for information.

ACME PREMIUM SUPPLY CORP.

CONCESSIONAIRES PRICE LIST

DIRECT FROM COSTUME JEWELRY MANUFACTURERS

MECHANICAL WIND-UP & ELECTRIFIED TOY CLOCKS & BESPEAKING MACHINES

MERCHANDISE

EVERYTHING YOU NEED
Plus Toys, Lamps, Electric Enamels, Statuettes, Models, Knickknacks, Jewelry, Advertising, Whirligigs, Cutouts, Neon Signs, Gumball Machines, Billiard Balls, Pool Tables, etc.

PLUSH BEARS, POODLES, DOGS, TIGERS!

PACKED JEWELRY CO.

GIVE TO DAMON RUNYON CANCER FUND

There’s No Trick to finding GOOD BUYS in Used Equipment...

DIRECT FROM COSTUME JEWELRY MANUFACTURERS

IN THE CLASSIFIED Section

PIPPERS FOR DEMONSTRATORS ENGRAVERS

KEN HACKETT

is pitching jewelry in the H. I. Green store on Broad Street, Augusta, Ga., for the holidays. He has a couple of good pieces that he is hoping to sell before Christmas.

AFTER...In looking over the Tommy Scott country show recently he spent a month in Kokomo, Ind., with Madam Luise F. Scott. In Kokomo he met Pearl and Mae McCarty who have a country store in Newport, N.J., and the welcome mat is always out for pitchers in that neck of the woods. The Scotts have told him they have sold their truck stop out in Hawkville, Ind., and plan to open a restaurant there.

KUKELI - Chicago, Illinois

is in the process of getting his new shop in Chicago ready for opening. He is planning to stock a large line of novelty items, knickknacks, and other miscellaneous items.


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THE MARKET PLACE FOR BUYERS and SELLERS

CLASSIFIED—MERCHANDISE
THE BILLBOARD
DECEMBER 12, 1940

REGULAR CLASSIFIED ADS

Set in usual wanted style, one paragraph, no display. First line $5.00, balance in regular 5¢ per word and lower.

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 25¢ 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. First line to 14¢, permitted 10 illustrations, or other decorative matter. One or two headings on ads of one line or more.

EAT! $1 per:agente line. $14 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.

FAMOUS MFR. CLOSEOUTS

Art. Earrings $1.75 $1.25
Plated Earrings, Art. 99.00 75.00
Charms, Beads, Art. 99.00 75.00
Rings, Art. 99.00 75.00

Funeral, short order, Art. 25.00 15.00
Bride, short order, Art. 50.00 30.00

Fur, short order, Art. 25.00 15.00

FUR, LEATHER, SILK, RIBBON, GOAT, SHEEP, RABBIT, PELT, etc.

JEWELRY CLOSEOUTS

FREE CATALOG — 916—Aut Girls Stone Rings, Gr. 5.47 2.50
917—Diamond Jewelry, Gr. 5.47 3.00
201—Plastic Wallets, gr. 5.00 1.00
15—Shoe clips, Gr. 1.00 0.50
30—Beaded Earrings, Gr. 90.00 50.00
32—Stone & Pearl Earrings, Gr. 9.00 5.00
130—Rhinestones, Gr. 2.50 1.50
91—Diamonds, Gr. 100.00 50.00

NEW ENGLAND JEWELRY BUYERS
212 Empire St., Dept. 8, Provo, S. Ill.

MORE BUYERS Will Buy and Read YOUR AD
If you use

CLASSIFIED AD RATE ONLY 1¢ per word

SALESMEN WANTED

FREE FIRST WEEK ON MONEY DISPLAY

1401 MAIN ST. ST. PAUL 3, Minn.

THE BILLBOARD

PARTNERS WANTED IN FOREIGN TRADE BUSINESS

Assuming that you are interested in establishing contacts with buyers of American goods, and are willing to put up some money, we can introduce you to men interested in the Minnesota market for American goods. We can also introduce you to men interested in establishing American markets in foreign countries.

In return, we ask that you pay us a commission of 5% of the sales made. We will be glad to discuss this matter with you further.

S. LAWRENCE SCOTT

INTERNATIONAL TRADE FAIR

San Francisco, Calif.

AN ITEM OF INTEREST TO PITCHMEN IS THE RECENTLY ANNOUNCED INTERNATIONAL TRADE FAIR TO BE HELD IN SAN FRANCISCO IN OCTOBER. THE FAIR IS EXPEC最长的连续数字是652189，可能是电话号码或其他数字信息。
BULK VENDING

Communications to 186 W. Randolph St., Chicago 1, III.

THE BILLBOARD

DECEMBER 12, 1960

59

150 Turn Out for Graff Party;
Hear State Legislator Speak

DALLAS—Some 150 operators, guests and bulk industry traders were on hand as Graff Distributing Company threw its fourth annual Christmas party here in true Texas style.

Starting with a day of informal meetings and discussions held at Graff's showroom, Saturday (5), the guests later adjourned to the plush Oak Cliff Country Club for dinner, a program of entertainment, and the drawing for prizes. The latter included such choice items as a Ford station wagon, donated by Graff; a 170-piece set of bronze cutlery in a teakwood chest, presented by Penny King, and a host of cameras, radios, TV's, gift certificates, watches and the like, donated by charter, machine and fill manufacturer.

Most significant from the trade point of view was a warning by Rep. Thomas James, the guest speaker, that increased costs were forcing the State to seek added means of raising revenue, and that the bulk vending industry was as susceptible to any other industry, perhaps more so, because it was a small industry and not well represented.

He urged operators to "tell your story to your State representatives—tell them what the business is like, what a per-machine license will do to the industry, because I don't know and other legislators don't know."

James said he wasn't pushing associations as such, because he had no immediate interest in any such group—but that operators had to get their story across to the legislators.

The Dallas representative, who is now serving his second term in the State House, told operators that 96 percent of the State's tax dollar was going into four major areas—welfare, education, highways, and law enforcement. He pointed out that Texas' population was growing and that the needs of the State were increasing.

Discussing the magnitude of the job of a State representative, James said that in the last 69-day session, some 3,000 bills crossed his desk, and that as a practical matter, it was impossible for him to read them all, that two years ago, a

vending tax was proposed that would have literally put operators out of business. The bill was defeated at the last minute thus a feverish work on the part of vending industry leaders.

James cautioned he was not "here to tell operators how to run your business, but I am here to tell you to take an interest in your government."

(Continued on page 60)

HOLY PICTURE FLICKERS... in plated rings or lockets. Series of two in cathedral colors. Also in ivory plastic lockets.

SURE LOCK, the perfect capsule. Patent No. 2745411. Containing two $50 gift certificates for the purchase of two quality filled capsules. Contains our complete line of ATLAS MASTERS... the proved to-be Vendom.

Time payments available on Oak machines through all distributors.

All Oak machines are available with 1c, 5c, 10c and 25c coin mechani-

SHIPS the Unit to the Distributor, no sales tax or combination 1c-5c coin mechani-

nisms, and optional slip clutch handle.

BELOW are listed factory authorized dealers.

DALLAS -- Graff distributing Company's Christmas dinner, left to

night Les Hardman, Penny King; Rep. Thomas James, guest speaker, and his wife, Dallas; Mr. and Mrs. Earl Croter, Dallas; Everett Graff, standing, and Mrs. Graff, seated on his left; Rolf Lebell, Dallas, Mrs. R. J. Cotton, Mrs. Anna Hanley, Mrs. June Mason, Celiburn Warrren, Don Mitchell, WVA counsel, and Mrs. L. C. Hardman.

The world's largest manufacturer of miniature charms.

ATLAS MASTERS... the proved-to-be Vendom.

We have Oak's "ACORN"

All Premium Vendor.

The unit consists of a group of products that will carry at least 50c each and 50¢ worth of products for the price of 25c each. The Premium Vendor is a complete vending system.

Guaranteed Refurbished - 30-day warranty - 100% mechanical - 100% electrical - 100% brand new - 100% satisfaction.

The Oak 'ACORN' vending machine is designed to carry a variety of items including socks, ties, watches, and other small gifts.

Below are listed factory authorized dealers.

American Nut
1065 Van Wagenen Avenue
Chicago 64, Ill.

BURLINGTON VENDING
1023 E. 34th Street
Dallas, Texas

BUYERS SERVICE
214 Gay Street
Lawrence, Kans.

NATIONAL MACHINE
45 S. Wabash Ave.
Chicago 3, Ill.

Graff Vending Supply
800 South Western Avenue
Dallas, Texas

AMERICAN MACHINE
525 W. Randolph Street
Chicago 1, III.

ORIEN DISTRIBUTING CO.
1225 South Western Avenue
Chicago 1, III.

SAMUEL S. PHILLIPS CO.
600 W. Randolph Street
Chicago, III.

OREO COMPANY
450 W. Chicago Avenue
Chicago 1, III.

OCGARD VENDING SUPPLY
4000 South Western Avenue
Chicago 1, Ill.

REIBER & DAVIS CO.
2222 S. Desplaines Street
Chicago 7, Ill.

ROSE العمجمعICOGN
1543 S. Western Avenue
Chicago 12, Ill.

SIEGEL DEPuy 
1404 N. Clark Street
Chicago 10, Ill.

SIEGEL DEPuy CO.
1404 N. Clark Street
Chicago 10, Ill.

SIEGEL DEPuy CO.
1404 N. Clark Street
Chicago 10, Ill.

STEINBURG SPECIALTY CO.
2222 S. Western Avenue
Chicago 7, Ill.

STEINBURG SPECIALTY CO.
2222 S. Western Avenue
Chicago 7, Ill.

STARK VENDING SUPPLY CO.
2222 S. Western Avenue
Chicago 7, Ill.

OXFORD MANUFACTURING COMPANY
135 E. Randolph Street
Chicago 1, Ill.

TREASURE COIN MACHINES
300 E. Randolph Street
Chicago 1, Ill.

TREASURE COIN MACHINES
300 E. Randolph Street
Chicago 1, Ill.
IT WAS A CHRISTMAS WINDFALL for delighted Mr. and Mrs. Fred Moore when they won the drawing for the station wagon at Graff Distributing Company's yeletide fest. Everett Graff (center) presents them with the keys to the car.

150 ATTEND GRAFF PARTY

An immediate effect of the James speech was the talking up among several operators of the formation of a state association to affiliate with the National Vendors Association. Previously, Donald Mitchell, counsel for NVA, who had introduced James at the dinner, told operators of the national association's benefits and put in a strong pitch for membership. Mitchell cited legislative help given by NVA along with the association's broad medical insurance plan and the benefits to operators of attending conventions and business sessions.

The Graf Christmas party, the Graf's fourth, has become somewhat of a tradition among his customers. Each year the attendance has grown and the program has become more elaborate. The list of prizes has grown, too, in both quantity and value.

Of necessity, the party is confined to Graf's garage according to these purchasing a minimum quantity of merchandise during the year, but there is still a broad representation of operators from a surprising-wide area going north to Canada, west to the Coast, and east to a State or two past the Mississippi. Besides the operators, there is also a strong turnout of manufacturers and suppliers, giving the party all the earmarks of a miniature NVA convention.

How are you fixed for New Gimmicks?

MACHINES • TROPHY BIRDS • BRIDES BIBLES • GIANT CHARMS IN CAPSULES • PRINCESS PHONES

ALL NEW Samples on request

SAMUEL EPY & CO., INC.
51-12 144 Place, Jamaica 25, N.Y.

A NEW COMBINATION!

ACORN 1 or 5c BULK VENDOR with our

NEW DRY ROASTED PEANUTS

for

in large bags.

1 box (30 lbs.) in case.

PER LB. PKGD. UNPKGD.

For the 1-ounce

$1.50...1.25...1.00...

600-

200-

50-

Schultes, Hot Net.

Mail Free Sample

Rake Coin Machine Exchanges

609A Sargeon St.

.PictureBox 23, Pe.

Without 5-7676

H. B. "Hutch" Hutchinson Says:

"Contact me for complete information on the Dry and other nut machines.

These machines are top of the line...the best on the market...profitable and profitable. Why not do it today?"

NORTHWESTERN

SIXTY SUPER C

WITH BULL-SEAL

FOR YOUR BETTER LOCATIONS

SUPER CAPACITY

1012 Balls 100 Count Gum
2886 Balls 210 Count Gum
365 Regular Capsules

AT SLIGHT EXTRA COST See your Northwestern Distributor or write to

THE NORTHWESTERN CORPORATION

2122 E. Armstrong Street

Morrice, Illinois

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

1c, 5c, 10c, or 25c Operation

Wares flat pack up to 7 cts. The new Auto Defender with extra coin return and split coin return feature is a definite plus. Be sure to get the new catalog. For details and prices contact your wholesaler today.

J. SCHEONBACH

Paketer Distributors of All and Bad Gum Vendors, Merchandise, Parts, Supplies, Change machines, machines and school gum.

715 Lincoln Place, BROOKLYN 16, N.Y.

MANNELL GUARANTEED USED MACHINES

For details write:

210-13 W. 53rd St.

New York 19, N.Y.

MUNDAY & CO.

Specialists in Used Machines

38 UNION SQUARE

N.Y.C., N.Y. • AL 3-8993

MERCHANDISE & SUPPLIES

Golden Num-Paper Machines, Inc.

210-13 W. 53rd St.

New York 19, N.Y.

24-41 30 Ave.

Astoria, N.Y.

A. S. A. MACHINES

1105 South Washington Ave.

Philadelphia 2, Pa.

MARKET SQUARE MACHINE CO.

322 South 13th Street


A. F. MILLER

102 E. Liberty Street

Baltimore 2, Md.

C. F. TUCKER & CO.

1105 South Washington Ave.


CLESIO BROS.

102 Washington Ave.

Rochester, N.Y.

HUGHES & MURPHY

810 S. Main St.

Huntsville, Ala.

B. W. BALTZ & CO.

3745 East Colfax Ave.

Denver, Colo.

MANNELL & CO.

320 North Street

Milwaukee 2, Wis.

THE BILLBOARD

DECEMBER 12, 1960

NUTS

GET YOUR SHARE WITH NORTHWESTERN

49 NUT VENDOR

Interchangeable SANT-CARRY totes for large or small-nut machines. Change machines to best advantage.

Also available in Hot Pack.

STAMP FOLDERS, Lowest Prices. Write for Price List.

NORTHWESTERN SALES AND SERVICE CO.

Moe MANDEL

494 W. 30th St., New York 18, N.Y. • 212-235-3400

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**Europe News Briefs**

**U.S. Agents Check Fruit Units**

NUREMBERG—The Justice Department had dispatched a squad of agents to Europe for the on-the-spot investigation of U.S. fruit machine shipments abroad. Sources at U.S. Army Supply Services expected shipments from Allied countries to be received in fruit machine operations in U.S. military clubs and also into the export market. The FBI agents were also timed to coincide with the rush in fruit machine shipments for the legalization of gaming in British private clubs. It has been reported that the legislation passed in 1951 regulating fruit machine shipments abroad is not being enforced by the FBI and that agents could not find copies of the legislation.

**France Cuts All Tape by April**

PARIS—Trade Ministry officials say that all restrictions on the importation of U.S. coin machines will be cleared away by April 1 at the latest. From that day on, American firms will have untempered access to the French market. Assurance to this effect was given Treasury Secretary Robert E. Anderson’s mission last week in a modern mission discussed with the French, as with the German and British, measures to increase the coin machine situation was explored as an item in the general field of American manufactured consumer goods.

**U.K. Top Haunt for U.S. Reps**

LONDON—Britain is rapidly becoming a “home away from home” for the U.S. coin machine industry. At least 15 organizations have established representations in London. Hardly a day goes by without the arrival of a sending remittance from the U.S., bent on probing the potentialities of the U.K. market. This enthusiasm is based on the belief that the American machine market opens on the Continent; in fact, anywhere outside the U.S. The boom has been stimulated by the liberalization of the American gaming laws, exports of coin machine parts and accessories are involved. The boom stems from the currency liberalization of 1959, and the subsequent influx of new machines and electronic devices. The British-led European Trade Fair Association (EFTA) and the European Federation of Amusement Machine Operators are jointly sponsoring the fair, expected to be attended by the general U.S. industrial invasion capped by the Ford Motor Company’s bid to take control of L.T.K. subsidiary.

**Report Japs Have Mini-Phono**

HAMBURG—It is reported by trade circles here that the Japanese are experimenting with production of a miniature tape recorder using transistors. The transistorized tape recorder is said to be an offshoot of Japanese success in developing one of the first high-quality portable TV sets. Japanese transistor microphones, in this connection, are boasting of a major electronic break-through by their scientists, opening the way for even finer electronic products. A transistorized tape box, in the Japanese view, is required to create a mass tape box market in Asia. To sell the tape box, it will be necessary to have the ability to reproduce the tape sound the way any current conventional model and be tailored to Asian locations, most of which are cramped for space.

**Fredono Set on Console Box**

PADENSBURG, West Germany—A new console type midway box, the Fredono-S, is being marketed by Fredono-Automaten GmbH. The box is designed to be a substitute of the 30-foot Seeburg, The Fredono-S is designed for "class" locations where a full line of phonographs would not be accepted and a complete automatic. The Fredono box resembles an expensive piece of furniture, with all mechanisms concealed.

**Talk ‘Parrot’ Game Debuts**

STUTTGART, West Germany—The firm LTA is introducing a new coin amusement game called the "talkative parrot." (Continued on next page)

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**Special Operators’ Forum Draws 75 to Atlantic NY Headquarters**

NEW YORK—More than 75 operators attended the showmanship forum of Atlantic New York, local Seeburg distributor, Monday evening when the firm held a special operators’ forum on business problems, grievances and aspirations.

The meeting was called by Atlantic President Meyer C. Parkoff, who said the presence of three guest speakers to discuss in detail taxes, financial and legal problems of operators. Refreshments were served at the meeting.

Parkoff prefaced the session by presenting a list of questions, which he called "uppermost in our minds. He enumerated as follows: (1) What shall we do? (2) The demands of storekeepers in terms of loans and bonuses. (3) Legal problems, including the manner in which to handle the IRS. (5) The public’s legal responsibilities to the industry. (6) The matter of accounting procedures on such matters as sales taxes, occupancy taxes and the New York City (COAD) tax on juke boxes. (5) How to improve for better public relations in the community.

Parkoff saw 1961 as a year of challenge for the operator, where only "resolute determination" will result in gains for both the operator and the industry as a whole.

A PORTION OF THE AUDIENCE of more than 75 operators which turned out for a special operator symposium sponsored by Atlantic New York, Seeburg distributor, in its 10th Avenue office, Monday (4). Speakers discussed taxes, bookkeeping, legal matters and ways and means of obtaining credit. Atlantic President Meyer C. Parkoff plans a second forum meeting of an early date.

**OPS RECEIVE ROCK-OLA DATA ON SERVICING**

CHICAGO—Rock-Ola will furnish operators with a file of data on servicing. The firm last week mailed the first of 50 copies of a form entitled "data sheets explaining various "trouble-shooters" signs to be taken on its current phone graph line. The mailing is being continued throughout the year. The sheet No. 1 deals with the accumulator, showing the proper parts, identification and what steps can be taken for four of the most common failures.

JAMES S. HINDE, a vice-president of the Manufacturers Trust Company, is on the way of obtaining bank credit. Hindle was one of four guest speakers at an operators’ symposium sponsored Monday (5) in its offices by Atlantic New York, Seeburg distributor.
Neb. Operators Discuss Location Sales Threat

COLUMBUS, Neb. — The increasingly controversial location-sales argument got some public discussion as the Nebraska Music Guild held its quarterly meeting here last weekend (3-4).

The subject came up when an Omaha coin-op operator during the group's Sunday business session to complete that a number of his stores had been hit. Other operators immediately chimed in to report the same.

Surprisingly, the source of the sales appeared to come from outside the coin machine industry. Operators mentioned one firm, operating as "Lakeland in Minneapolis," as having become active in this field and lately coming into business with machines in Norfolk, Northlark, and Omaha, Neb.

Another operator mentioned a so-called "free-lance pair in Omaha," who were said to be going as far east as Chicago to buy equipment, signifying his need to report to Nebraska for location sales.

The Omaha pair have reportedly gone to purchase new mechanisms to do their servicing.

One talesaid, to be very important, the solution, to available the or service to their customers. Other operators nodded in agreement. A second group, however, suggested that the operators work out some form of leasing plan, whereby equipment is leased or rented to the location, with the operators providing services.

Another firm concluded that, with the present location sales, the problem of having a hot one for the location, and that more forewarns could be expected.

Expressing a more optimistic note was Howard Ellis, president of the Nebraska group, who said he believed the operators have nothing to fear if they provided the proper service and took care of their locations properly.

Ellis said he didn't see location sales as a major threat, such as other factors in the business and the location sales, and felt that the only operators who were really hurt by location sales were those in the locations and not servicing their premises adequately.

There were other implications in the discussion among operators that a wave of location sales might "shake the industry up a bit," and get the operators to return to their real work of location sales and servicing techniques.

The Conservation Department is a long one in the coin machine industry. Traditionally, the department of conservation, as an operator, is best qualified to maintain locations and that the coin machine industry would be healthier with such an arrangement.

The theory was reinforced by time to time occasionally, and that the equipment may be made, usually ending with disastrous results.

The location owner would usually lose interest in the equipment after a few months and the equipment would go to pot. Servicing was generally poor, and such fine points as programming and point-of-sale promotion were neglected long ago.

Recently, however, there have been various customers from responsible coin machine dealers, indicating that some form of a coin machine industry, indicating that some form of a Coin Machine Industry, indicating that some form of a coin machine industry, indicating that some form of a coin machine industry. However, there have been various customers from responsible coin machine dealers, indicating that some form of a coin machine industry, indicating that some form of a coin machine industry. However, there have been various customers from responsible coin machine dealers, indicating that some form of a coin machine industry, indicating that some form of a coin machine industry.
Tax, Finance & Legal Items

- Continued from page 63

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BRAUNSCHWEIG, West Germany—Juke box operators are encouraging on the effect of a High Court ruling which holds that German artists can now claim a royalty fee from GEMA (the German equivalent of ASCAP) if their performances are used for commercial purposes (see separate story Music section). The operators feel that the current fee structure with GEMA is high enough to cover the artists' end. Until now, the artists did not get a share of the GEMA pie, but received their payment from the recording firms.

NEW YORK CITY for important business and lavishly's pleasure

TIMES SQUARE for round-the-clock entertainment and city-side convenience

HOTEL WOODSTOCK for brightlight accommodation at reasonable rates

129 WEST 43 ST.
SINGLES: $6-8
DOUBLES: $10-13
for full color Brochure

JUDSON 2-5000
for immediate confirmation of your Woodstock reservation

WANT TO BUY

Gottlieb & Player
SWEET SNUFF AND TEXAN
Highest Prices Paid

WEEKLY SPECIALS!
Completely Reconditioned
Daily ABC or CONGRESS
SHUFFLE ALLEY $955

PINBALL VALUES!

Reconditioned the Names of Gottlieb 1-Players
GOTTIE 1-PLAYERS
RISE CROSS 1929 $1495
FLAT TOP 1927 $1595
FLAT TOP 1928 $1595
SUN TAPESTRY 1929 $1695
GOTTIE 2-PLAYERS
CONTINENTAL CAFE 1947 $2895
RIVIERA 1947 $2895

NATIONAL
COIN MACHINE EXCHANGE
1416-18 South 14th Street
Erie, Pennsylvania 16506

Tax, Finance & Legal Items

- Continued from page 63

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Erie, Pennsylvania 16506

Cig Tax Hike

Stymied in N. J.

TRENTON, N. J. — Operators who have cigarette machines on location in New Jersey can breathe a little easier—for a while, anyway.

Gov. Robert B. Meyner's plan to raise the tax on cigarettes by 1 cent a pack to benefit State institutions was rejected by the Republican-controlled State Senate.

This means operators will be able to go on collecting two "bonuses" pennies instead of just one. The going rate per pack over the counter is 28 cents. To make things easier for operators charge a flat 30 cents in their machines. At a result, they make 2 cents more than the corner drugstore does over the counter.

If the price went up to 29 cents, this "bonus" would have been cut in half and the vending machine industry would have lost thousands of dollars in the State.

Elected Alderman

MILLINGTON, Tenn. — William V. Forrester, owner of For- sythe Amusement Company, was elected city alderman Monday (5) for another four-year term. He has been alderman eight years.

Forrester was one of seven al-

demen elected on 12 of the ballot. The seven with the largest number of votes were elected. He placed fourth, with 532 votes.

Millingerton is a small, growing city 20 miles from Memphis, and site of a huge Naval Air Station where some 17,000 Navy men are stationed.

Forrester has a music and game route at Millington and in two ad-

joining counties, Tipton and Laun-

dale. His major locations in those counties are at Covington, Tipton, and Millington. He has in addition, many rural locations.

Another Reader-Advertiser Benefit of the

NEW BILLBOARD

Exclusively for the Music-Coin Industry

More New
Editorial Services

Nine-count 'em—nine big editorial features are already well past the planning stage and on their way to your new Billboard. Sorry we can't be more specific at this time, but take our word for it—they'll mean more and better diepyprogramming . .

BILLBOARD MUSIC WEEK

- Music-Phone Merchandising
- Radio-TV Programming
- Juke Box-Game Operating

When answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!
W. German Trade Embargo
Stymies Red Coin Program

EAST BERLIN — West Germany’s embargo on trade with East Germany is hamstringing the Communist coin machine program.

The embargo on trade with East Germany is not effective until December 1, but as the cut-off approaches West German firms are delaying, reducing and suspending deliveries altogether.

This affects West Germany’s coin machine industry equally with other sectors of the Bonn republic’s economy. West German manufacturers see no point in pumping their wares into at best a shaky market.

The majority of coin machine manufacturers to favor writing off the East German market entirely until such time as sound trade relations can be re-established with the Communist bloc.

Little patience

Even assuming that the present embargo is lifted, the producers have little patience for a new change of heart, off again character of trade with the Communist bloc.

Moreover, the hard-headed producers are obliged to assume that Communist interest in their coin machines is motivated mainly by the desire to order only enough for use for coping and general experimentation connected with developing the communist bloc’s coin machine industry.

But, as seen from the other side of the curtain, the situation is downright disturbing. East Germany has been importing a coin machine and expanding amount of West German coin machine equipment. The East German coin machine market is a small portion of the Communist bloc, but it does provide a small source of revenue for German machine industry.

Development Base

But this development will require some years and a substantial investment in Western coin machines as a base for development of the domestic industry.

West Germany’s coin machine industry is a considerable investor in new coin machine technology, an increasing number of machines and some games. This equipment is also used to train professionals in the location to analyze customer reaction and gauge potential patronage and the machines sold.

It is likely, therefore, that the Communist strip down the coin machine industry, study construction and analyze workmanship, much in the manner that Deutscher Automatenstrips down foreign-made cars as well as those of their domestic competitors.

There has been fairly friendly, although restricted contact between the East and West German coin machine industries. The East Germans are developing their coin machine production capacity at Linz, East Germany.

East German emphasis is gradually shifting from vending machine work, which is its general primary in the Communist bloc, tojukebox and similar games, the East German producers have table wiring machines, but they have failed so far to build a satisfactory juke box for mass production.

However, East Germany has an excellent coin machine industry, perhaps the best in the Communist bloc, and it believes that it is better to make something better for the Communist bloc, the Racal, but East German sources seem concerned say it is merely a matter of receiving a State priority for music box development and doing so on the cutting technical resources in coin machine production.

Soviet Juke Box

The Soviet Union is planning to market a juke box for the Communist market, the Racal, but the East German sources concern is interested in building its own box.

One source explained, that Racal, an electronics firm, and knowing the Russians can be certain it will have its equipment in juke boxes as well as auto-

moreover, there is room for two or three or even four juke box models inside our trading area.

There are technical points.

Items involved, we can’t be certain Russia will produce enough better to supply the market outside Russia.

And we like the idea of having a few more machines for our market. For if we depend on the Russians for juke boxes that market, we might as well produce something else in return. So we might as well produce our own boxes in the first place, for we have the industry and the labor skills to do so.

Prior to the trade bust, there had been even talk of sending West Germany’s coin machines, for limited periods, to observe production techniques of Soviet plants. Certain East German coin machines producers have even dreamed of sending a demonstration machine to Chicago, which is looked on as the birthplace of the world coin machine industry.

But the Berlin flap has put the damper on all such grandiose schemes. Negotiations for an East West-German trade pact are continuing spasmodically, but the outlook is for a long period of unsettled trade weather.

Independence

Ups Nigeria’s Coin Imports

LAGOS, Nigeria — Nigerian independence is bringing the country’s coin machine imports in line with its government plans.

Nigerian coin executive officials state that $200,000 worth of coin machines were sent into the country in the last six months, a figure roughly equal to 1,150 imports.

Representatives of West Germany and United Kingdom coin machine companies reportedly have made Lagos a regular port of call in their sales forays into the awakening continent.

At the same time, independence is serving as a general stimulus for the entire Nigerian economy. This economic upsurge is reflected in the expanding market for automobile merchandising equipment.

Luckily, the Nigerian government is not available to both West Germany and United Kingdom coin machine companies. The Nigerian government representatives have been invited to Bonn for a recent West-German trade mission to this country.

African nations already closely in West Germany.
By NICK BIRO

Dallas — Despite a general business slump in the area, several Milk Machine dealers are reporting having a good year. Collections for the year are running up to a normal time in some instances, but more often a little up. Distributors report the sales are also good, though there seems to be a much better year than an average.

There is a soft spot in Dallas, it is the games business. Operators report a lack of pinball machines in the area for the first time in years. The marginal spots are starting to fall to the way side.

A game that does play pays as high as a $115 tax, $10 federal, $50 State, $5 city and 15% income. Nicked play games pay the same $10 federal tax plus a $30 State, $15 city tax and 7 1/2% County tax levy.

Tax Burden

The taxes are nothing new, but State and local operators here, say, "when times were good, the operators paid the fees and didn't think twice about it. During the past two years, the taxes have started to burden the operators in the area.

A dealer said that Texas was also considering a 2% sales tax or users tax that will further complicate the game operators here. Other than the tax situation, Michigan operators appear to be struggling under many of the same conditions that are familiar throughout the country.

Leaps Over

Local loans are prevalent, and range from a few hundred dollars to several thousand. Competition is strong and operators generally settle for a 40-60 commission.

There is no association in the area, and a check of local sentiment shows little favorable climate for one. Perhaps the reason been best summed up in a traditional Southern philosophy, experience is less and what little there is — including one's own business.

As one distributor said, "every once in a while a few operators will get together to form a group, and someone will try and try to collect some money. That's as far as it goes."

Most operators agree it might be helpful to have an association to fight illegal games, but they don't go for the business of mirroring all advertising, distributing items and above all, discussing business.

Individualists

Each man feels he has his own way of doing things. It may not be the best, but it's his way, and there is nothing wrong with it. Seeburg and Seeburg types are just as good. There is a lot of talk of merging to other operators about it.

Jack Weinberg, the area distributor, adds that the business to action appears to be favoring the coin-op companies. Seeburg Distributing, Phil Weinberg says for the sales are for the last year — probably in music. Weinberg credits an aggressive sales effort for the surge. The firm handles Rock-Ohs and Bally.

At Commercial Distributing Company, Raymond Williams also says the firm is having a good year. The sales are Wurlitzer, United and Williams.

O'Connor Distributing Company, the Seeburg outlet here, is about the same sales volume this year as last year. The company is advertising a new line of stereo music to the general public. The firm is a firm believer in using the daily newspapers to build public acceptance. It regularly runs an ad in its trade, which is in the same column as the morning paper.

John Browning, the sales manager, says sales are for less than a year with AM, is likewise optimistic. He says sales are better than any year in the past, though not in large quantities, but one at a time, as the customers come in to check out the machines for the locations that Browning, who also operates, says his collection was in excess of 100.

Browning also noted that the good spots were still good, but the marginal locations were hit hard. Browning also cited the location loan problem.

"We don't mind helping old customers," he noted, "but most new locations now rely on an operator to help foot the cost of starting in business. In most cases, the paybacks are slow," he said.

DALLAS DISTRIBUTORS WITH P-R NEWS FLASH

Dallas — O'Connor Distributing Company got some solid consumer public relations here with a recent story on joke box stereo appearing in the Dallas Times Herald.

The Herald carried a picture of Jinx Blister, American Airlines flight stewardess, and Kim Nash, former captain of the Southern Methodist University baseball team. Having won a pizzazz at a campus eating spot, while enjoying stereo thus a pair of Korn earphones.

The paper went on to point out that the stereo music and the earphones were features of the new Seeburg phonographs. O'Connor has regularly made use of the daily press for both advertising and public relations, and the firm describes as excellent results in the form of location acceptance of its machines.

O'Connor not only runs ads about his own firm, but regularly tries to get location items featuring some special event that the location might be celebrating.

A recent example carried a full quarter-page ad by Gordon's popular campus hangout near Southern Methodist University, advertising the restaurant's ninetieth anniversary, and featuring the most unusual and unique stereo music mentioned the "Seeburg Sound of the Week" program. Next to the Gordon ad is one by O'Connor, giving some more information about the stereo equipment.

O'Connor says the dual advertising has a snowball effect on the public, helps both O'Connor and the location, and just as important, gets the location interested in the joke box and the operator.

LOWEST PRICES, HIGHEST QUALITY

Ballarina $465.00 Carnival Queen $255.00
Laguna Beach $590.00 Beach Time $225.00
Sea Island 360.00 Big Three $575.00
County Fair 550.00 Twin Big Tent $405.00
Miss America 115.00 5-25c Machines $495.00
Sun Valley 125.00 Big Dipper $595.00
Cypress Garden 165.00 Deluxe Big Tent $245.00

COIN MART, INC.
1055 Baronne St., New Orleans, La. Tel. 523-3931

CLEAN ARCADE GAMES FOR SALE
5 Bay Beauty Queen...$150
1 Genco Quartzgraduate ...$90
7 Williams 4-Bagger 130 10 Chi Coin Rumble Shuffle 60
1 Williams King of Swit 90 3 Chi Coin Rekkt St. Player 80
19 Bally Baptist Practice 225 4 Bally ABC 14 ft. Bowler, 175
2 Bally Big Tenug 195 3 Bally ABC Lanes, 11 ft. 110
2 United Star Slugger 90 3 Bally ABC Lanes, 11 ft. 90

$5 DEPOSIT, WRITE OR CALL

STAR SUPPLY CO.
7855 Stony Island Ave., Chicago 49, Ill.
Telephone; Bayport 1-1616

HOROSCOPE PELLETS

ALL FLAVORS

NEW LUCKY 7 HOROSCOPE

Write for samples or additional information on this worldwide
product

STAR HOROSCOPE
HUMAN HOROSCOPE
HI-MAN HOROSCOPE
BLACK JACK HOROSCOPE
LUCKY 7 HOROSCOPE
BARS & BELLS HOROSCOPE
BICYCLE ROLL HOROSCOPE
BASEBALL HOROSCOPE

Write for wholesale or retail prices on this new
product

CLUB EQUIPMENT CORP.
7808 South Ave., Chicago 47, Illois

QC 2-4444
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 by franchised distributors in three geographic areas-East, West and Midwest.

Quotes are received and averaged monthly. Listings should be quoted only as a general guide since machines of identical make and condition may have considerably different values in different areas.

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OVERTIME
SUCCESS

bold new compact styling
stars in first field sampling

Never before have jukeboxes so dramatically new shown such powerful sales potential so soon. Distributors are finding it difficult to keep samples on their floors, and operators who placed their orders early are already reporting enthusiastic location reaction. The growing volume of orders proves without question that the AMI compacts have the look, the size, the price and the performance you've been waiting for to spark play. See the Lyric 100A and 100M, and the Continental 200A and 200M, now at your AMI distributor's. Ride the compact bandwagon to greater profits.

Lyric
AMI
Continental

AUTOMATIC MUSIC, INC. Affiliate of 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN. SINCE 1909 DESIGNERS, ENGINEERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY
Like Attractive Figures? You’ll Go for the Prices on Equipment at
WORLD WIDE!

GUNS
Chicago Coin SHOOT THE CLOWN $395
Williams TITAN 395
Williams CRUSADER 375
Williams HERCULES 335
Williams VANGUARD 295
Bally MOON RAIDER 295
Genco DAVY CROCKETT 245
Williams CROSSFIRE CUN 225
Bally GUNSMOKE 225
Genco BIG TOP 175
Genco STATE FAIR 175

Exhibits SHOOTING GALLERY 95

BLAZE THE WAY WITH
ALL STARS WILD

NEW PLAYER APPEAL
MAGIC VIEWER
Depth Perception

HEIGHT 53" WIDTH 24"—DEPTH 16"
SHIPPING WEIGHT 146 LBS.

BOUGHT AT BANKRUPTCY
ATTENTION:
OPERATORS in New York Rice
Connecticut, Delaware, Penn-
sylvania and Massachusetts Areas.

We Made a Special Purchase and Can
Offer Big Values on
SANDY MOORE JUNIOR 8 SHUFFLES
SMALL RAIL BOXERS
CHICAGO COIN PLAIN
CHICAGO COIN FLAP
BALLY BLUE RIBBON
ROCK-OLA 5000
EIGHT BALL 1300 & 1300
RASPBERRY D-J 1800
SEEBURG B-110 & C-110
BELGIUM "M" 2000, 2200, 2300
2500 STEREO

WRITE—WIRE—PHONE

AMERICAN VENDING
2459-91 Camp, Island AVE
Brooklyn 25, New York

CIVIL TO DAMON RUNYON CANCER FUND
Atlas Plays Host To Ill. Coinmen

CHICAGO—Atlas Music Company hosted operators and guests from the Springfield, Ill., area to a showing of the new Seeburg line at the Lincoln Hotel there, Tuesday (29).

Representing Atlas were Nate Feinstein, Bill Phillips and Irving Ovitz. Newell Bellamy represented the Seeburg factory.


We Are Distributors For

MIDWAY'S SHOOTING GALLERY

In Illinois * Wisconsin * Michigan * Indiana

If you are EVER going to buy a GUN . . . then this one is an absolute MUST!! Money-Back Guarantee—FREE TRIAL—YOU NAME IT!

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![Empire Coin Machine Exchange Ad](image)

WORDS cannot describe the magnificent ALL NEW DE LUXE Eldorardo six pocket POOL TABLE

You must see it . . .

to believe it!

![Eldorado Pool Table Ad](image)

![IRVING KAYE COMPANY Ad](image)
Another Reader-Advertiser Benefit of the

NEW BILLBOARD

Exclusively for the Music-Coin Industry

Later News, Reviews, Charts and Price Lists

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

Watch for the
NEW Billboard
Coming January 9

BILLBOARD MUSIC WEEK

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

IRVING KAYE BOWS NEW MARK POOL TABLE SERIES

NEW YORK—The Irving Kaye Company here is now in full production on its new Mark series of the De Luxe El Durante pool table. The line was first exhibited at the recent convention of the National Association of Amusement Parks, Pools and Beaches in Chicago.

The Mark I is a 77 by 45-inch table, while the Mark II measures 82 by 46 inches. The Mark III is 92 by 52 inches. All models are identical, except for dimensions.

Features of the new Mark series include curved all-Pattonca tops, 16-gauge steel corner pockets and a coin chute which takes either a quarter, or two dimes for two players. The tables come in platinum gray or mahogany finishes.

The ball return allows the players to see the complete ball from all angles thru a formed plexiglas window. The coin chute is recessed.

The tray is flush with the table, and a pull-out front drawer houses the entire mechanism. According to the manufacturer, the drawer will support the weight of a man.

Legs are of the slip-on type, and assembly takes about five minutes, with no hardware required.

Kaye is also making a new model of its Club Pool.

HARTFORD, Conn.—Albert Wawruhn, of Capitol-Reliable Coin Machines, served on the entertainment committee for the annual dinner dance making installation of new officers of Hartford's Agudas Achim Synagogue.

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- Skillful pinyer operation adds an unlimited number of balls to each game.
- Playing Card Sequence and High Score makes additional ball available to player.
- Making either top Joker rollover when hit gives additional ball.
- Center Target scores additional ball when lighted arrow points to selected card.
- High Score Panel promotes competitive player appeal.
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