

The Billboard

In The Slick-Stock Pages of This Issue:

FAMOUS YEAR-END PROGRAMMING GUIDE

FEATURING Results of the 13th ANNUAL RECORD ARTISTS POPULARITY POLL

HIGHLIGHTING TOP TALENT SHOWCASE FOR 1961

PRICE: 50 CENTS

DECEMBER 19, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY ABC

Germans Fired Up Over Coin Theory

Proposals for Switch in Coin Machine Industry Structure Draws Op. Mfr. Ire

By OMER ANDERSON

FRANKFURT, Germany—The Billboard story proposing changes in the role of the juke box and amusement game operator has become the most widely discussed views of the year in Germany.

The story offered the views of a prominent but unnamed industry spokesman to the effect that the operator's future function should be primarily that of service, and that the location should own its equipment.

This story was followed up by publication in The Billboard (December 5) of a letter of strong dissent from Gordon Stout, of Pierre, S. D., long-time board member of the Music Operators of America.

German Stand

There is no doubt about the opinion of German operators; they are solidly behind Stout and entirely opposed to location ownership of equipment. Surprisingly—or perhaps not surprisingly—German manufacturers are lining up with the operators against the theory of location ownership.

There is frank wonderment here at publication of the story, which advocates what German operators deem their greatest present problem. The Central Organization of German Coin Machine Operators is on record:

"The greatest fallacy of all would be to encourage location ownership of equipment. The operator is the cornerstone of the industry, and he can only exercise influence on the industry when he owns as well as services equipment."

Controversy?

Friedrich Kerby, a Baden operator, wondered, "What does the sponsor of this idea really have in mind? Is he merely trying to stir controversy? Or is he trying to wreck the industry? There can only be these two possibilities."

At Hamburg a leading figure of the West German coin machine industry commented acidly, "The fact that the statement is made anonymously speaks for itself. I will take the privilege of replying in kind. It is a crackpot idea which would solve none of the industry's problems, but, on the contrary, would deliver the industry into the hands of fly-by-night manipulators."

This source continued, "I happen to be involved in the manufacture of equipment, and, there-

fore, I am supposed to stay out of controversies like this. We are supposed to be neutral in whom we sell to. But there is no doubt in my mind that the operator is the bulwark of the industry, and the only effective operator is one who owns his equipment."

Parallel U. S. Problems

Problems plaguing the German industry parallel those prevailing in the U. S. But the sentiment here is that an operator is an operator only when he owns his equipment. This is important, because the German operator is the pillar of the industry.

West Germany has approximately 1,500 location-owned juke boxes—enough to provide a comparison with operator-supplied boxes. The location-owned equipment has uniform characteristics: It is generally antiquated, poorly serviced, and stocked with random records.

As the Central Organization points out, "The location owner is primarily interested in his main line of business at his location. The juke box is a sideline—something he thinks about when he has time, which isn't often. The operation of music boxes is a specialized business, and it requires a specialized, full-time businessman."

In West Germany, these are the complaints cataloged against location-owned equipment:

1. The equipment tends to be rickety, the location owner hesitating to invest in new equipment.
2. The owner, not being a main-

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and a big 1961 to all our friends everywhere from all of us at

The Billboard

SONGFEST BAN ON LOTTERY ROCKS ITALY

By SAMPL STEINMAN

ROME — Americans may find it difficult to understand how a song festival can upset a nation, but that is just what is happening in Italy with the San Remo event this year.

Excitement and turmoil have reached a point where key government figures are involved and resignations are threatened.

In order to offset the Italian Society of Authors and Editors' ban on all festivals which select winners, San Remo has come up with a national prize pool wherein everyone can vote by investing 10 cents for a particular selection. Each entrant has a chance of winning thousands of dollars.

The entire lottery is to be administered by ENAL, a government agency in charge of providing recreational activities for workers.

Despite the fact that there are four annual Italian lotteries, including the big "Canzonissima" currently on TV

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Deejays Tab Payola Probe as Bootless Political Football

Jocks Feel Federal Inquiry Hurt Industry, But Changed Very Little

By JUNE BUNDY

An editorial concerning the subject matter of this story appears on Page 3 of this issue.

NEW YORK — The majority of deejays across the country are of the opinion that the Washington payola probe was more of a political football than a practical clean-up weapon, according to a recent survey conducted by The Billboard, in conjunction with its 13th Annual Record Artists Popularity Poll.

Bob Wery, WGAS, Gastonia, N. C., writes: "I think the shortsightedness of the Congressional hearings on payola have done much in the way of undermining public confidence in the broadcast industry as a whole. The ridiculous 'credit - announcements' were a final tribute to the confused and senile thinking of a Congress 20 years behind the times."

Heads in Sand

Bob Knight, WNOP, Newport, Ky. appraises the effect of the payola probe as follows: "Since the payola scandals brought the radio-recording fraternity to the very brink of self-destructive head-in-the-sandism, the aftermath and repercussions of that blow to self-styled geniuses has taken some pretty ridiculous, short-sighted and non-professional turns.

"What really has changed?" he asks. "The quick buck boys are still trying to make their quick buck; true, it's harder than heretofore, but possibly only because bucks are scarcer than a year ago. The hot air, promotion-minded hypo artists are still trying to elbow their 'big in Philadelphia' idiocy into every jockey or music programmer, never realizing that that particular piece of news is meaningless to the jockey who no longer has programming rights. There are still too many records. And payola still flourishes (so we're told) although now it's cash or some other devious method of getting through to the interested party.

"After an agonizing self-appraisal (accompanied by 90 degree turns in most cases) radio music programming has settled back to the usual lazy man's approach to the job which typified the era on the 'Top 40' madness."

Rod Ellis, chief announcer-pro-

(Continued on page 4)

FTC Makes Payola Claim

WASHINGTON — Payola charges were made last week by separate government agencies against three Hollywood record manufacturers and two stations. The Federal Trade Commission charged Herbert Newman, Louis J. Bedell and Max Newman with payola in connection with Era Records, jointly owned until May 1959. The three now manufacture records individually, FTC notes.

The Federal Communications Commission ordered Radio Stations WAOK, Atlanta, Ga., and WRMA, Montgomery, Ala., to answer payola charges and to appear at a hearing not yet scheduled. Accusations against the stations, which are under common ownership, are based on their own written acknowledgments submitted in the agency's famous payola questionnaire on December 2, 1959, the FCC points out. Chairman Ford said he would have preferred a license revocation order to the "cease and desist" order issued by the FCC last week (14).

NEWS OF THE WEEK

Artist Pressure
Changing Disk Pacts . . . Record contracts are undergoing serious changes due to pressure by artists and artist managers on record companies. [Page 2](#)

Columbia Library Tested
In Five Eastern Areas . . . Columbia Records' "Home Music Library," the firm's experiment in door-to-door selling, is now being tested in five areas along the East Coast. [Page 3](#)

Holiday Hits Score Top Run
On "Hot 100" Chart This Week . . . Christmas records became a key factor in pop chart activity this week, with 14 sides showing in The Billboard's "Hot 100" chart,

twice the number of holiday-slanted disks as have appeared in any of the past four years. [Page 3](#)

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1960-A RECORD YEAR FOR RCA VICTOR

SEE PAGES 33 THROUGH 36

Artist Pressure Liberalizing Standard Record Contracts

Managers Fight to Up Royalties, Cut Deductions; Study, Alter Pacts

By BOB ROLONTZ

NEW YORK — What might be called an unofficial artists' protective association, similar in function to the songwriters' protective association, appears to be developing among record artists managers. This unofficial association has grown as more and more record artists managers have begun to scrutinize and gradually alter what have long been standard provisions of record artists' contracts. It can safely be stated that the assault on the standard artist contract, over the past two years especially, has been profound. Many traders are of the belief that in a few more years there might be a new record artist contract drawn up by an unofficial artist managers' association, rather than the record company.

The attacks on the standard artist pact, as used by almost all record firms, large and small, cover many provisions. Among them are: (1) Royalty payments, usually limited to 5 per cent of list; (2) the 90 per cent clause, where royalties are payable on only 90 per cent of records sold; (3) the minimum sides provisions; (4) the option clauses; (5) recording costs clauses which charge these costs to the artist; (6) the question of who chooses the material; (7) the method by which guarantees are paid. To this list many managers have added some new provisions of their own which concern record

clubs, freebies, and unreleased masters.

The royalty provision, which limited pop artists to 5 per cent of the list price of a record, has been under fire for a long time. Over the past two years, close to a dozen artists have broken this long-standing limitation, and a number of these are earning royalties of 6 and 7 per cent of list price. It is possible that more and more name artists will be able to obtain this figure.

'Archaic' Provision

Artists, and artists' managers claim that the payment of royalties on 90 per cent of records sold, rather than 100 per cent, is an archaic provision. They note that the 10 per cent privilege used to be given to distributors and dealers for breakage, but that since breakage is no more, the provision ought

to go. They say that returns are usually deducted from the royalties paid to artists anyway, adding to the reasons for eliminating the 90 per cent clause. Some firms have already eased this provision.

Artists have been complaining for years, and so have lawyers, about contracts that call for a minimum number of sides or LP's, but not for a maximum. Here again, many artists have had contracts rewritten so that there is a maximum as well as a minimum recording clause.

Option clauses in many cases allow a record company to pick up an artist's contract at the same terms, for another year, without allowing the artist to do anything with record companies contain two-to-four one-year options. A number of managers feel that

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FTC Probes Philly Recording Business

Quizzes Key Philly Disk Dealers, Extends Investigation to Four Areas of Industry

By MAURIE ORODENKER

PHILADELPHIA — Investigators for the Federal Trade Commission, led by Richard B. Lavine, New York attorney, have launched a full-scale investigation of the business side of the recording industry. After interrogating key record dealers in the area, FTC agents arranged to come back for more note-taking. It was learned that the FTC investigation here has branched out into four different areas of business practice.

Originally, the FTC acted on complaint of the Pennsylvania Re-

tail Record Dealers Association against the one-stop record shops. Testimony taken by Lavine reached into: (1) Alleged malpractices of rack jobbers and one-stops; (2) the record clubs promoted by manufacturers; (3) co-operative advertising; and (4) the suggested list price posted by manufacturers.

Flow of information to the FTC indicated that the distributors are siding with the dealers rather than the manufacturers, and are feeding the retailers queried by the FTC with pertinent information relating to the trade practices of record manufacturers in those disputed areas. As one leading distributor whispered: "The dealers are the backbone of the record business, but the manufacturers won't let us get off the hook. Maybe this will clear the air and return the record business to where it really belongs."

As for the one-stops and rack jobbers, the FTC investigators gathered information on their so-called "illegal relations" with distributors and the functional discounts allowed by the record man-

Kapp Begins With Distributions

NEW YORK — Kapp Records will kick off its initial 1961 package release with special distributor meetings at the Hotel St. Moritz here Monday (6), and at the Beverly Hilton, Hollywood, Wednesday (8).

The product to be introduced, according to general sales manager, Jay Lasker, "is by far the most extensive and comprehensive collection of pop and classical LP's that Kapp has ever marketed."

Victor Slates Recordings of Original Casts

NEW YORK—RCA Victor will record three original cast albums in the next three weeks. The firm has the rights to "Wildcat," the Lucille Ball starrer, which opened on Broadway Friday (16); "Do Re Mi," which stars Phil Silvers and is set for a December 26 opening, and "Hail the Conquering Hero," with Tom Poston, which is due in New York in January.

Joe Linhart, Victor a.&r. director, is involved in the recording of the three albums. He recorded the first of the three, "Wildcat," on Sunday (18), and Victor expects to have albums out by the end of this week (24). Victor will record the "Do Re Mi" score the first week in January, and then will wax the "Conquering Hero" original cast set on January 15.

MITCH AWARDED MORE GOLDIES

NEW YORK — Mitch Miller is still picking up those gold disks. He was awarded two more gold disks for better than 500,000 in album sales each for his "Christmas Sing Along With Mitch," and his "Still More Sing Along With Mitch." He had already garnered two gold disks for his first two other Sing Alongs, "Sing Along With Mitch," and "More Sing Along With Mitch."

Cole Regroups Musical Show

NEW YORK — Nat King Cole is regrouping forces here with the intention of reopening his recently folded legitimate musical production. The show, originally titled "I'm With You," and co-produced with Cole by Paul Gregory, closed recently in Detroit, following a road tour of several months. Capitol Records financed the original production to the tune of \$150,000.

Cole told a press conference Friday (16) at his Hotel Havarro suite here, that a new book is being prepared by Bob Wells and Johnny Bradford, with Joe Sargeant named the new director and Lee Scott named to handle choreography. The original score by Ray Rasch and Dotty Wayne will be retained intact.

New title will be "Wandering Man," with Cole acting the title part and appearing as a narrator and singer. Barbara McNair, Cole's co-star in the original version, will again co-star. Additional financing required is being put up by private sources, not by Capitol. Rehearsals open here January 10, with a late February date set for Broadway opening. There will be pre-Broadway engagements in New Haven and Philadelphia.

When the original show reached Detroit, Cole decided the job of rewriting was too much to handle while the show was still playing and petitioned Equity for permission to close with the promise of reopening early in 1961, retaining many of the original players. Permission was granted.

Manufacturers, mindful of the suit pending by dealer Sam Goody against Columbia Records, much data was collected here on the alleged unfair business practices brought about by the record clubs sponsored by manufacturers.

Dealers were also queried in great detail over co-operative ad-

(Continued on page 14)

CAP CAPTURES HONORS IN DISK JOCKEY POLL

NEW YORK—Capitol Records again walked off with top honors in The Billboard's 13th Annual Disk Jockey Poll. The label took six first-place honors, as compared to RCA Victor with three and Columbia, Kapp and Dolton, with two. (See insert in this issue for complete results of poll.)

The remaining first-place slots were divided among Decca, Verve, M-G-M, Dot, Liberty and Coed. Three of the first-place positions were won by Frank Sinatra, again acclaimed favorite and most played male vocalist by the spinners. His album, "Nice 'N Easy," was the No. 1 vocal LP.

Capitol also placed more artists in the top 10 listings for each category. The label took 38 positions (some repeats). However, Columbia ran a close second with 33, followed by RCA Victor with 22.

Dot was represented on the poll 11 times; Mercury, 9; Warner Bros., 7; Atco, U. A. and Jamie, 6; Roulette, Kapp, Liberty, M-G-M and Dolton, 5; Carlton, Hi and ABC-Paramount, 4; Decca, Canadian-American and Coral, 3; Big Top, Argo, Command, Verve and Signature, 2; Brunswick, Imperial, Cameo, Coed, Era, Monument, Vista, Lute, Laurie, Eldo, Mohawk, Shell, Original Sound and Madison, 1.

Cleveland Dot Office Opened

HOLLYWOOD — Dot Records last week opened a company-owned branch in Cleveland, giving the label its eleventh owned distribution operation. Benart Distributing had handled the Dot line in the Cleveland market. Bob Greeson was placed in charge of Dot's Cleveland branch.

Dot President Randy Wood told The Billboard his firm will continue its policy of opening company-owned branches in those markets where it feels an indie distributor is not exhausting his area's full potential for the Dot line. Wood refused to indicate where he plans to open his next branch. He said that as of now he is thoroughly pleased with the job being delivered by the firm's remaining indie distributors.

Other markets covered by Dot's company-owned distributorships include Dallas, Houston, Oklahoma City, New Orleans, Memphis, Nashville, Miami, Atlanta, Pittsburgh, and Buffalo. The latter two, plus the new Cleveland operation, mark Wood's first steps into the Northern market areas. Heretofore, Dot's branches centered in the Southern sectors of the country.

Wood indicated that a substantial share of the label's sales success this year, as reflected in an \$11 million annual reported total carried earlier by The Billboard, can be attributed to increased sales reaped by Dot's own branches.

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EDITORIAL

Truth Vs. Generalities

It is traditional in our way of life to strongly support a person's right to speak his mind—even though we may oppose his point of view.

Many in the record business would disagree with the opinions expressed by a sampling of the nation's jockey's (see story, Page 1) who view the payola probe as a political football which damaged the industry while failing to cure its evils. Few—even among those who disagree—would dispute the jockey's right to be heard.

We are of the opinion that broad generalizations are rarely entirely correct. Most often the truth lies somewhere between the extremes. This is certainly applicable to a consideration of the probe. Some of its results were good, some were bad.

On the credit side, it can be stated that the probe undoubtedly put an end to the more blatant forms of record plugging by some jockeys and/or stations.

Let us not forget that payola had become so widespread that it was regarded as an accepted industry practice rather than a sub-rosa matter.

On the debit side is the fact that in some instances the probe had the effect of driving payola underground. Some labels who are operating in an ethical manner are bitter about this, contending they are at a disadvantage because of their honest intent.

It is also true, unfortunately, that a stigma was cast over the entire jockey field. Spinners have not yet regained their former eminence. In many cases, programming has been taken out of the hands of jockeys and placed under the supervision of a management panel. There are disadvantages to such a mode of operation, particularly in an industry which places importance upon such factors as personality, individualism and programming flavor. Yet, few would deny that in times of stress, drastic measures are often necessary.

Certainly, it is harder to kick off a new release today through legitimate channels, since stations are understandably cautious about going all out on a new platter.

It is too early to assay fully the effects of the payola probe. Surely, in many ways it has changed the facade of the music business. While it has cleared the air, it has also posed problems, and while it has posed problems it has also spurred the search for new promotional approaches.

One thing is certain: The rug had to be lifted.

It is important now—and in the immediate future—for every segment of the business to help rebuild and bring to full efficiency the closely knit interrelationship of the music and broadcasting industries. The jockey is the key to this achievement.

Rules Group Pact Doesn't Bind Artist

CHICAGO—A ruling that individual members of a recording group are not bound by the group's exclusive recording contract, was handed down in Federal District Court here, last week. The decision is of much import and has particular relevance to artist-diskery recording contracts.

The case was between Tony Williams, lead singer of the Platters, who had signed a stock agreement with Mercury Records Corporation. The court ruled, in essence, that Williams is free to appear as a soloist or member of another group, without violating his pact with Mercury, and that Williams is bound to Mercury as a member of the Platters only.

Mercury has had an exclusive 5 per cent royalty contract with the Platters since February, 1959. The

ruling was handed down by Judge Michael L. Igoe, on a declaratory judgment sought by Williams and his attorney, Richard M. Shelton.

Williams sought merely to gain court approval to record as a soloist or member of another group for a firm other than Mercury. No damages were sought or involved.

The case developed when Irving B. Green, Mercury president, wrote all five members of the Platters, referring to a story in The Billboard (June 6) stating that Wil-

(Continued on page 16)

DECCA RINGS THE BELL

Holiday Hits Score Top Run On This Week's Hot 100 List

By REN GREVATT

NEW YORK — Christmas records became a key factor in pop chart activity this week with 14 sides showing in The Billboard Hot 100 chart, twice the number of holiday-slanted disks as have appeared in any of the past four years.

Decca Records swept into second place behind RCA Victor for total number of chart entries during the week and easily took the holiday honors among all diskeries with five Christmas sides actually on the chart and another very close on the Bubbling list.

Nine of the 14 on this week's Hot 100 are repeaters, disks which were released during the past Christmas seasons. Three of the repeaters, "White Christmas," "Silent

Night" and "Adeste Fidelis," are by Bing Crosby, while a fourth by Crosby, "I'll Be Home for Christmas," placed second on the Bubbling chart.

Possibly the hottest Christmas disk of this year is "Rockin' Around the Christmas Tree," by Decca's pint-sized hit-maker, Brenda Lee, originally released several seasons back. The disk, which placed highest of the holiday entries so far in the 26 slot, was one which highlighted one of the biggest Christmases yet for St. Nicholas Music's Johnny Marks. A more famous Marks tune, "Rudolph, the Red-Nosed Reindeer," which annually gets new recorded versions, shows on the charts in two new versions by the Chipmunks (No. 62) on Liberty, and the Melodeers (74) on

Studio Records. Another version by ABC-Paramount's Paul Anka, fourth in the Bubbling section.

This spurge of activity for Christmas 1960 compares with at least three previous lean years in the Christmas disk derby. Last year in the corresponding Billboard issue, for example, only five made it with none showing even as high as the top 50. Christmas 1958 found seven holiday disks in chart contention. This was the year the Chipmunks burst on the scene and their original dinking of "The Chipmunk Song," was in the top spot. Among the other six on the chart at that time, none finished as high as the first 50. In 1957, when The Billboard hit single chart was car-

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Columbia Tests Its Sell-to-Homes Plan

Door-to-Door Record Sales Experiment Launched in Five East Coast Areas

By BOB ROLONTZ and MILDRED HALL

NEW YORK — Columbia Records' experimental program in "broadening the base of the record industry" with its "Home Music Library" is now being tested in approximately five areas along the East Coast. Initial tests were first reported in The Billboard last year. The Home Music Library (HML) is Columbia's experiment in door-to-door selling of a complete record and phonograph library to families that do not now have a modern phonograph. The HML is being tested in a variety of ways in such cities as Washington, Baltimore, Hackensack and Bergen County, New Jersey and various areas of Connecticut.

This plan, one of several that Columbia has worked to help broaden the base of the record market, is aimed at getting people interested in records who are not now record purchasers. To this end the company has built into the plan a number of gimmicks to lure HML purchasers into record shops. According to Brad Hammond, who is the manager of HML for Columbia, the plan will be in the testing stage for a long time, until all

kinks are ironed out and the company has come up with what it considers the best possible method to interest non-record purchasers in records.

The HML grew out of research by Columbia Records over the past two years which indicated that only 25 per cent of American fami-

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Omegatape Offers Bonus

BLOOMFIELD, N. J. — The Omegatape Company has instituted a special deal to hypo sales of its line of "60-Minute Four-Track Spectaculars." Each of the 60-minute tape packages contains a bonus box containing a gift certificate which entitles the dealer's customer to \$5 towards the purchase of one of the firm's 30-minute tapes. These retail nationally at \$6.95.

Inside the bonus box, packaged with the 60-minute item, is a catalog of the 30-minute pieces included in the special offer. After

(Continued on page 16)

Starday Sets Disk Catalog's Foreign Push

MADISON, Tenn. — Starday Records prexy Don Pierce spent several days in New York last week working with Paul Marshall, of Rank International, in connection with overseas exploitation of the expanding Starday catalog. Certain changes are in the making, Pierce says, which will strengthen the Starday overseas set-up. Pierce reports that he is co-ordinating the efforts of his London publishing companies with the various overseas record manufacturers to assure a greater number of Starday releases abroad.

Pierce last week announced the signing of Justin Tubb, formerly on Decca, to a recording pact. His initial release on the Starday label is due early in January. Other recent additions to the Starday artists stable are Moon Mullican, the Willis Brothers and Bill ("All-American Boy") Parsons.

New Starday LP's for December include albums by George Jones, the Sunshine Boys, the Oak Ridge Quartet and a country music jamboree package entitled "Nashville Saturday Night." Pierce estimates that within 18 months Starday will have 100 LP's and 150 EP's in its catalog.

Como Show To Run High With Artists

NEW YORK—The Perry Como NBC-TV Wednesday evening outing has scheduled a raft of disk artists, some of them closely identified with the teen singles field, in upcoming weeks. The slotting is considered an extra plum among many disk artists due to its regular showing in England as well as the United States.

Two weeks ago, for example, highlights of the seg were the Kingston Trio and Steve Lawrence. Last Wednesday (14) both Brenda Lee and Brook Benton were featured. The December 28 program will offer Connie Francis.

The new year gets moving January 4 with Bobby Rydell, while two weeks later, Paul Anka, already something of a global phenomenon in his own right, appears. On January 25, Peggy Lee and Shelly Berman will be seen, while the February 1 show features Harry Belafonte. Set for later appearances are Eydie Gorme on February 8; Caterina Valente on February 15; and Ray Charles on February 22.

BB Study Indicates Dealers Handle 60% of Record Sales

Dealers' Share of Disk Sales Rise, As Trade Total Points to \$500 Mil.

By TOM NOONAN

NEW YORK — As predicted by The Billboard three months ago, 1960 is shaping up as the best year ever in the history of the record business. It is expected that sales through dealers, clubs and racks, will top the \$500 million mark in 1960. And dealers will handle about 60 per cent of this total.

The dealer picture is as follows: As of November 5, or the first 44 weeks of 1960, sales of records through stores totaled 24 million more units than in the same period of 1959. From January 1, 1960, to November 5, a total of close to 112 million records have moved

across dealer counters, as against only 88 million for the same period in 1959, or an increase of 27.3 per cent.

The breakdown of the 112 million records sold by dealers up to November 5, 1960, is: 68 million singles, 41 million LP's, and 2 million EP's. Singles in 1960, as against 1959, are up 21.7 per cent; LP's are up 42 per cent, and EP's are off 15 per cent.

Singles

It is also interesting to note that single records, for the first 44 weeks of 1960, are accounting for 61 per cent of dealer unit sales; LP's for 36.9 per cent, and EP's for 2.1 per cent. These percent-

ages, of course, may be changed over the Christmas buying season, the most important four weeks of the entire year for the record dealers.

If the increased sales up to November 5 can be used as a guide, the coming two weeks should mark a new high for dealers in both unit and dollar volume. All indications point to an extremely heavy LP Christmas season. With phonograph sales running much ahead of last year, sales of stereo Christmas LP's should also be very strong.

Stereo unit sales for the first 44 weeks of 1960 are 72.7 per cent ahead of the same period last year

(Continued on page 10)

OFF YEAR FOR SUMMIT MEETS

HOLLYWOOD — This has not been the year for summit meetings — not even at the record dealer - manufacturer level of affairs. Last July, the Society of Record Dealers Board of Directors invited the heads of the various labels to meet with it in an industry summit gathering to discuss the problems plaguing record seller and maker alike. Last week, SORD President Howard Judkins Sr. revealed that the society received a few favorable replies from record manufacturers. Major labels, however, turned down the bid, saying their legal departments nixed the meeting.

Deejays Knock Payola Probe As Bootless Political Football

• Continued from page 1

gram director-musical director of WDXI, Jackson, Tenn., opines: "The payola scandals have had no effect on stations and jockeys in this area. In my opinion there is more payola among politicians and others outside of the radio business. I am still at a loss and question why such a big play was made on the broadcasting industry."

'Little Effect'

Stan Delahoyde, KGLN, Greenwood Springs, Colo., comments succinctly (on the payola probe): "Much public interest but very little effect." Jimmy Deer, WDAK, Columbus, Ga., reports: "No effect. Stations are following law to the letter. Jocks are wondering if suspicion hasn't dampened their commercial believability. Eventual outcome (of the probe?) Washington will remain the undisputed payola capital of the world."

"Payola," writes Frank Pingree, WKXL, Concord, N. H., "provided a good committee plaything. It might be suggested that the investigators of the probe clean out their own backyard before crossing over the fence."

"In regard to payola," writes Wall Thornton, KRAK, Sacramento, Calif., "I don't think one jock or even a group of jocks distributed across the country can make a record that doesn't have 'it.' Also, the probe is way out of proportion. I've only been offered payola once in eight years in four fair-sized markets. Didn't take it."

Johnny Rowe, KTLN, Denver, thinks "the payola scandal hurt just a few of those it should have hurt. But I also feel that the industry keeps bringing it up. Why not forget it. Although we all should remember it as a warning to what can happen, it's really silly to keep bringing it up. This, of course, delights the newspapers that run competition to deejays and radio stations."

Payola Increase?

Ron Elz, KXYZ, Houston, believes there is "more payola now than before." At KGRT, Las Cruces, N. M., Steve Crosno's only comment is "Payola is turning into a joke." Jack Ellsworth, WALK, Patchogue, N. Y., complains: "Some guys got off easy. 'Taint fair! Also, it (the payola probe) was too much of a stigma on deejays as a whole."

John Callarman, KTUE, Tula, Tex., who "was at the No. 1 rated 'Top 40' station, KIXZ, Amarillo, Tex., at the time the (payola) scandals broke," reports: "I saw very little evidence of payola in the first place or effect of the scandals as a result. . . . Personally I feel the payola thing will die down soon if we play along. I get the impression the thing is a political football, where one factor can say 'This government department is doing wrong so we gotta make political hay playing watchdog.' And they have! So I think the FCC clamp-down is primarily because the FCC members themselves are running pect a few of the record companies used the payola thing as an excuse to stop sending gratis records to the smaller stations." This theory was echoed by several other jocks. "As far as payola is concerned," comments Christopher B. Salmon, program director of WUVA, Charlottesville, Va., "the only thing the scared!"

Callarman adds: "I rather sus- investigations have accomplished is the cut-back of releases we small stations used to receive and now can't afford in our budget." Phil Ladd, WOND, Atlantic City, N. J., writes: "The payola scandals brought out into the open a suspected practice, and now some of the jocks who were left out orig-

inally are looking for that payola now. Also, stations now ride over the jocks in their selections of music, especially the newer releases."

One of the frankest comments on payola was submitted by Dick Thomas, KBUR, Burlington, Ia., who said: "By working in smaller stations throughout my career I haven't had the opportunity to get in on the payola, but it was a goal that I was striving for. We in the smaller stations do not get the fabulous salaries that larger stations can afford, nor do we get a chance for outside money, which success brings. In my opinion, the payola scandals sort of eliminated a lot of my desire to push harder."

Thomas continued: "Payola is practiced in practically every business that I know of. The biggest and most glaring example I can think of is 'lobbying' in government."

Pubs, Writers Eye Rising Sheet Sales

NEW YORK — Publishers and songwriters are taking a cautiously optimistic view of the pop sheet music business. Written off for years as an appreciable factor in publisher-writer income, pop sheet music sales have taken a definite upturn in the last several months.

Tip-off on this comes from several important sources. Dave Kuperman, of the music printing firm of Kuperman & Del Guercio, a leader in the field, stated that his print orders on pop material have bounced upward markedly. Here are some examples:

"Wonderland By Night" (Roosevelt), 25,000 copies; "Sailor" (Garland Music), 10,000; "You Talk Too Much" (Ron), 10,000; "Hey Look Me Over" (E. H. Morris), 10,000; "Wait for Me" (Planetary), 5,000; "Many Tears Ago" (Roosevelt), 5,000; "Old MacDonald Had a Farm" (Shaw), 10,000. It is interesting to note that "Hey Look Me Over" is from "Wildcat," which has not yet opened on Broadway. Kuperman stated that he has

Flanagan Signs Coral Disk Pact

NEW YORK — Bandleader Ralph Flanagan has signed a long-term pact with Coral Records, according to Milton Rackmil, prexy of Decca Records, parent firm of Coral. The announcement disclosed that Flanagan comes to Coral with plans for a "new concept in dance music." Most recently, Flanagan and his band recorded for RCA Victor Records.

FESTIVAL LOTTERY BAN ROCKS ITALIAN NATION

• Continued from page 1

and weekly numbers drawings and pools based on soccer and lottery numbers, Interior Minister Mario Scelba vetoed the San Remo plan as a threat to public order. The remaining members of the President's cabinet went along, but the chief of ENAL is now threatening to resign in protest. Newspapers throughout the country are giving the story huge headlines.

No less impressive has been the meeting of the selection jury which is locked in the Castel San Angelo (Hadrian's Tomb) trying to choose

If not payola, how about a minimum wage for announcers and broadcasters? I started just eight years ago for \$45 a week and have toiled in the smaller markets through a medium wage scale up until my present position at a small market station where I make a comfortable living thanks to an employer that realizes the cost of living."

In a more optimistic mood, John Ademy, WBIG, Greensboro, N. C., opines: "Now that the payola big wind has died down with the seasonal hurricanes and left damage to a select few in the business I believe it's time to rebuild—not a brand new music foundation—but an enlargement of the old. After all, I thought the record firms, distributors and deejays were doing a fine job in making these United States more musically minded."

printed 110,000 copies of "Theme From the Apartment" (Mills) since July, when the film was released. Larry Richmond and Al Ashley, music jobbers, stated they believed the tune could hit a figure of a quarter-million sales.

Strong Pops

Richmond and Ashley stated that other good pop sheet sellers are "Are You Lonesome Tonight" (Bourne - Cromwell), "Sumbalero - Last Dance for Me" (Rumbalero-
(Continued on page 8)

Chicagoans Launch Chapter of NARAS

By NICK BIRO

CHICAGO—A small but enthusiastic group of artists, writers and other record industry traders officially organized a Chicago chapter of the National Academy of Recording Arts and Sciences (NARAS) here last week.

Dick Schory, who has led the preliminary organizing effort, was elected president, heading a temporary officer slate and an 11-man executive board. Bob Yorke, member of NARAS' national board of directors, directed the initial launching ceremony.

The group also approved a series of resolutions paving the way for membership in the national organization. The Chicago chapter is the fourth for NARAS, itself organized some two years ago with a New

York chapter, followed shortly with groups in Hollywood and Nashville, Tenn.

Vote

Altho not yet officially possessing a charter, Chicago members will be able to vote in the finals of the coming "Grammy" awards, which again are to be presented on a nationally televised show. NARAS is shooting for an hour and a half program, instead of the hour session, held last year.

Funds from Chicago member-
(Continued on page 27)

24 winners of the 430 numbers which have been submitted. Meanwhile, the lottery prizes for "Canzonissima" have now mounted to \$544,000, with numbers to be drawn against songs just as they are pulled against horses in the Irish sweepstakes. Sorrisi and Canzone, pop music weekly, as cashing in on the excitement by running its own election, having divided all of the recording names into eight parties—melodists, singing composers, singing actors, Neapolitans, modernists, operatic, extremist and juke box favorites.

RECORD FANS, WE PRESUME

COPENHAGEN — Whistle while you work. Safe-crackers who broke into the premises of a firm in Skjern, Thursday (8), scooped up 7,000 "crowns" (1,050 pounds) from the firm's safe, and then celebrated by playing the office phono while munching hot dogs and toasting their luck with soda water.

Japan Notes Drops in Disk Sales Totals

YOKOHAMA—Japanese single disks and the writers who turn out material designed for this special field, are having increasingly difficult times, according to sources here. In prewar days, it is noted, a hit song on a single record could go as high as 500,000 in sales. Today, a sale of 50,000 is considered a success.

In Japan, unlike the United States and most other countries, a composer is usually contracted exclusively to one recording company. His works are designed only for his employer and are not permitted to be recorded by any other companies. The writer does not enjoy the advantage of cleffers in other countries whose sources of employment are limited only by a writer's ability to contact many publishers and record companies.

The sale of singles has been affected here by many factors in the life of the people. Among these are listed the advent of commercial radio and TV (there was but one government controlled radio station prewar); a growing fascination on the part of the people with horse
(Continued on page 27)

WB Disks Hold Foreign Appeal

HOLLYWOOD — Overseas sales of U. S. disks closely parallel their domestic acceptance, according to what Warner Bros. Records is experiencing. Bobby Weiss, WB's international director, reported to label President Jim Conkling that the firm's releases which made the strongest showing abroad were its best sellers in this country. Weiss' report preceded his own arrival here after an 18-month absence from the U. S. He's due here December 28 for a series of conferences with Conkling.

Unusual case in point in comparing foreign with U. S. sales, according to Weiss, is Bob Newhart's popularity in Australia and England. Weiss reported that Newhart's first "Button-Down Mind" LP currently is the third best-selling album in England. This shows an interesting departure from that market's usual reluctance to accept American comics on disks. Differences in style, accent, delivery and what is considered to be funny have kept the U. S. comedy-on-disk rage from making any appreciable impression on overseas buyers. Newhart, Weiss contended, is different, and currently is in demand for TV and personal appearances in England.

Other WB releases which Weiss listed as having enjoyed sales success abroad included the Everly Brothers' "Cathy's Clown," which,
(Continued on page 27)

Carlton Haney On WRVA-TV

RICHMOND, Va. — Carlton Haney's "New Dominion Barn Dance" Saturday night feature at the WRVA Theater in downtown Richmond the last three years and aired over 50,000-watt WRVA Radio, goes local television via WRVA-TV starting December 31. A 45-minute seg. 8-8:45 p.m., will be televised each week. The show will continue to be aired over WRVA Radio.

This will be the first country music show to originate on Richmond television in more than four years and will feature the regular "Barn Dance" cast, including Barbara Allen, the Trailblazers, the Country Cavaliers, Dewey Ritter, Gene Boggs, the Bent Mountain Boys, the Blue Grass Partners, Chief Powhatan, plus weekly guests. Tentative plans call for Reno and Smiley to guest the January 7 show, with Little Robert, Mac Wiseman and the Osborne Brothers set for succeeding weeks, in that order.

Capitol Names Separate Cap, Angel Ad Agencies

HOLLYWOOD — Capitol last week named separate ad agencies to handle the Cap and Angel accounts heretofore jointly handled by Young & Rubicam. Capitol's ad billing, estimated at \$500,000 per year, goes to Carson-Roberts of Beverly Hills. Angel's \$100,000 annual ad budget will be handled by Grant Advertising, of New York and Los Angeles. The change goes into effect January 15. Cap and its subsid operations will now have four ad agencies, including New York's Frank Voss & Company handling the Record Club, and Los Angeles' Neal Advertising handling the phono line.

Capitol notified Y&R of its intention to drop the agency approximately 10 weeks ago. At that time, the label called on seven different agencies to make presentations showing how they would solve the

label's various ad problems. The diskery decided to appoint separate agencies for the Capitol and Angel labels because of its desire to create different images for the two lines. Even when Y&R handled the two labels, separate accounts groups at the agency were assigned to each.

Carson-Roberts agency is particularly noted for injecting a highly creative flavor in its ad campaigns. It handled the Warner Bros. label until a year ago. Ralph Carson is the agency's company executive in charge of the Capitol account, and Cy Schneider will service as account executive.

At Grant, the agency's creative Vice-President Dave Fenwick will be the agency executive in charge of the Angel account. Grant's account executive handling the label
(Continued on page 27)



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ORIGINAL
BROADWAY
CAST

RICHARD BURTON JULIE ANDREWS

In A New Musical
Camelot

Book and Lyrics by **ALAN JAY LERNER** Music by **FREDERICK LOEWE**

Production Staged by
MOSS HART

co-starring
RODDY McDOWALL
and
ROBERT COOTE
and
ROBERT GOULET
with **MEL DOWD**

Choreography and
Musical Numbers by
HANVA BOLM
Musical Director
FRANZ ALLERS

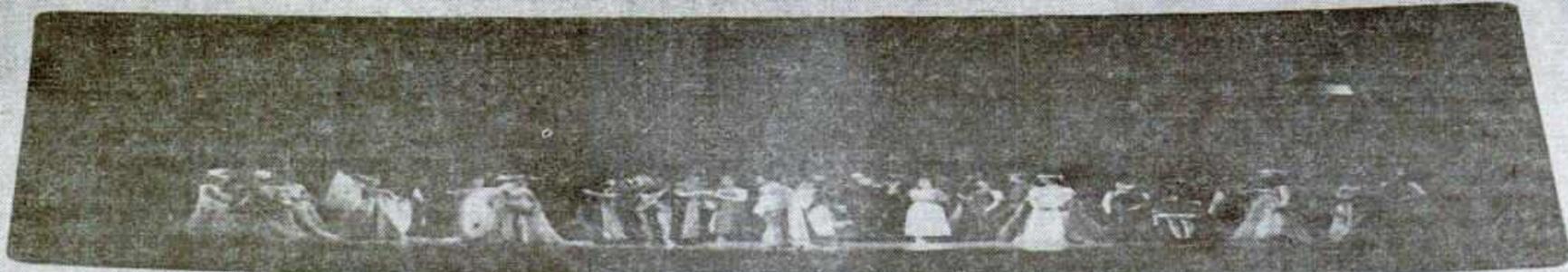
Sound Production by
OLIVER SMITH

Costumes Designed by
ADRIAN and Tony DUQUETTE

Lighting by
FEDER

Orchestrators by **ROBERT HANSALL HENRETT** and **PHILIP J. LANE** Dance Arrangements by **THOMAS RITTMAN** Film Score by **ROBERT ABLER**
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"'CAMELOT' is magnificent...a thrilling work of art..." **Chapman, N.Y. Daily News**

"The inspired creators of 'My Fair Lady'...appear to have passed another miracle."

Taubman, N.Y. Times

"Rich musical melange..."

Kerr, N.Y. Herald Tribune

"Handsome musical play...There is so much that is rich and moving..." **Watts, Jr., N.Y. Post**

"The most beautiful and resplendent show in the whole world..."

McClain, N.Y. Journal-American

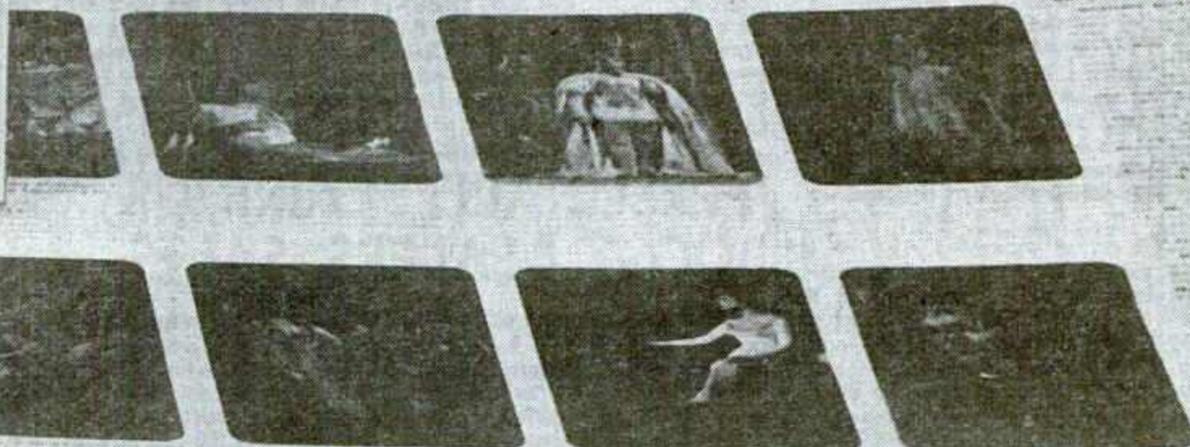
"It can't miss...'CAMELOT' has gaiety and grandeur. Its beauty is almost unbelievable."

Aston, N.Y. World-Telegram and Sun

"...the most lavish and beautiful musical ever produced anywhere...a triumph."

Dorothy Kilgallen, N.Y. Journal-American

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Court Upholds Abruzzo Copyright Law Ruling

NEW YORK — The United States Court of Appeals for the Second Circuit on Thursday (15) upheld an earlier decision by Federal Judge Abruzzo in a case which has the effect of establishing the producer of a stamper and/or pressing as a manufacturer within the purview of the copyright law. The decision enables a publisher to sue for infringement not only the individual record company, but any person or corporate entity having any part in the manufacture of the final record product.

The original action was brought by the Harry Fox Office through attorney Julian T. Abeles on behalf of Reeve Music and Robbins Music. Targets of the suit were Crest Records, Inc., and Shelley Products, Ltd., both of Huntington Station, N. Y. The specific songs involved in the case were "I'm in Love Again" and "Too Young to Go Steady."

Originally, the defendants failed to seek a license under the compulsory licensing provision of the Copyright Act, nor did they file a notice of use. They were therefore sued for copyright infringement. Each defendant claimed, however, that it was acting as a subcontractor for Solitaire Recording Company, Inc., of Toronto, which was not a party to the plaintiff's action, and that neither manufactured the infringing record within

the meaning of the Copyright Act. Judge Abruzzo held, however, and was backed up by the Appeals Court in the decision, that any defendant "who takes steps 'essential' to manufacture, is a manufacturer within the intent and meaning of the Copyright statute."

The opinion continued, "Whether or not the separate act performed by each defendant constituted manufacture, the two defendants acting in concert manufactured the infringing disks." A special master is now expected to compute the damages to which each of the defendants may be entitled.

BIG WEEK FOR 2D WAXING

Multi-Version Hot 100 Hits No Longer a Chart Rarity

NEW YORK — Music publishers are happy these days because multi-versions of the same tune are hitting the "Hot 100" with increasing frequency.

Not so long ago it was considered a rarity for a second waxing of a hit disk to hit the charts, but this week there are four different versions of one tune—"Last Date"—on the "Hot 100," and three recordings of another—"Wonderland By Night."

In addition there are two different waxings on the chart of the following tunes: "Exodus," "White Christmas," "Save the Last Dance for Me" and "Rudolph the Red-Nosed Reindeer," with a third version of "Rudolph" coming up on "Bubbling." Last week's "Hot 100" also listed dual versions of "Alabama," "Ballad of the Alamo," and "Ruby Duby Du," although some of the covers dropped off this week.

Answer songs (utilizing the same melody but changing the lyric) and lyric versions of instrumental hits are major contributing factors to the new multi-version trend. For example, Floyd Cramer's instrumental "Last Date" is No. 2 this week; Lawrence Welk's "Last Date," also instrumental, is No. 24; while two vocal versions of the same tune (tagged "My Last Date With

WB Foreign

• Continued from page 4

he said, sold 500,000 in England alone. Others were Connie Stevens' "Sixteen Reasons," the Everly's "So Sad" and "Lucille," Bob Luman's "Let's Think About Loving," Tab Hunter's "Apple Blossom Time," Edd Byrnes' "Kookie," plus the Bing Crosby, Swe-Danes, George Greeley LP's.

Weiss, who recently marked his eighth year in residence abroad, wound up a tour of WB affiliates in the various European countries discussing production and promotion plans to be followed during the first quarter of 1961. He visited London, Hamburg, Helsinki, Stockholm, Oslo, Copenhagen, Amsterdam, Brussels, Zurich, Vienna and Milan. Warners is the sole American non-major diskery which retains its trade-mark identity in all foreign markets. Its product is sold in England, Switzerland, Norway, Denmark, Finland, Germany, Austria, Holland, Belgium, Italy, South America, Australia, New Zealand, the Philippines, Mexico, Hong Kong and Japan.

BUD & TRAVIS IN FINAL FLING

HOLLYWOOD—Bud (Dashiell) and Travis (Edmunson), currently appearing at New York's St. Regis, will go their separate ways after this engagement. Liberty Records' folk-singing duo is splitting up at the peak of its career—at a time when it's riding The Billboard's "Hot 100" with "Ballad of the Alamo" and getting its top dollar for personal engagements.

Those close to the pair have given up trying to get them to patch up their differences, and say the rift is irreconcilable. Bud, who will henceforth work with his wife Carmen, is starting a trio.

Barrett Is Guaranteed A.&R. Post

NEW YORK—Carlton Records has announced the signing of Richie Barrett to the a.&r. staff of its Guaranteed subsid. The signing of Barrett, who is well known in the rock and roll and rhythm and blues fields, keys a desire on the part of the company to beef up teen-oriented product for its Guaranteed label. A number of acts will join the Guaranteed stable through Barrett; among them are the Chantels and Sam Hawkins.

In another move the company has moved Paul Evans from this same Guaranteed wing to the parent label. The switch will take effect with Evans' next release due this Wednesday (21). Tunes on the new disk are "Show Folk," a novelty, and "I Love to Make Love to You," a ballad. Promotion on the new single will be meant to stimulate new interest in two new Evans albums due in February.

Christmas Carol In 14th Broadcast

NEW YORK—For the 14th consecutive year, the M-G-M Lionel Barrymore album performance of Charles Dickens' "A Christmas Carol," will be aired via network radio. The production has been broadcast each since the release of the album. This year's airing will be on Christmas Day (25) on 300 stations of ABC Radio beginning at 5 p.m., EST.

Labels Okay Hits for KFVB LP to Boost Scholarship Fund

HOLLYWOOD — Station KFVB (Crowell-Collier) here has obtained permission from a dozen labels to include their hit singles in an LP the station will issue to raise money for the recently founded KFVB Scholarship Fund. The album will be called "KFVB Disc-Overies" and will include records introduced by the station which later became hits. It will be sold in the Los Angeles area only and is scheduled for release in February.

KFVB Vice-President - Program Director Chick Blore told The Billboard he agreed to pay a 2-cent royalty for each artist's track, and that he will make the necessary financial arrangements with the various publishers. Most of the artists, Blore said, offered to contribute their royalties to the scholarship fund. The publishers have reduced their take to a fraction of their usual royalty to help the cause. Liberty Records has agreed to press and package the LP at cost, and aid in its distribution throughout this market. Dealers will get their regular mark-up on the standard priced package.

Blore said there are far too many deserving youngsters who do not get the benefit of a college education. It will be the aim of this fund to alleviate this situation. The fund was started in conjunction with the Boys' Clubs, and the special LP sales will be one of several money-raising devices to be employed. Another is the KFVB-sponsored "Fabian Holiday Hop" at the Hollywood Palladium during the yuletide week.

If the album proves to be a successful money-raiser, Blore said he will issue "Volumes Two, Three, etc." as part of a continuing series. Tunes to be included will be drawn from the three-year period that Crowell-Collier has operated KFVB in this market. The station, of course, will focus its promo-

tional powers on touting the LP's sales. Blore said the project is local and he knows of no other Crowell-Collier station planning a similar undertaking at this time. However, should it prove successful, it is reasonable to assume that sister stations in other areas may duplicate the public service effort.

Singles to be included in the "KFVB Disc-Overies" package are Connie Francis' "Among My Souvenirs" (M-G-M), Edd Byrnes' "Kookie, Lend Me Your Comb" (Warner Bros.), Four Preps' "Big Man" (Capitol), Pat Boone's "With the Wind and the Rain in Your Hair" (Dot), Ernie Fields' "In the Mood" (Rendezvous), Coasters' "Yakity Yak" (Atco), Martin Denny's "Quiet Village" (Liberty), Andy Williams' "Hawaiian Wedding Song" (Cadence), Roy Hamilton's "Don't Let Go" (Epic), the Cuff-Links' "So Tough" (Challenge), the Todds' "Chanson D'Amour" (Era), and Jimmy Darren's "Gidget" (Colpix).

'PERSONALITY' AIRINGS BOOST DEALERS' SALES

CHICAGO—A new radio show devoted exclusively to in-depth interviews with currently popular record personalities is providing some excellent promotional mileage for Southern Illinois record dealers. The show, "Chicago on the Line," is being aired from Streator, Ottawa and Champaign, Ill. and Marion, Ind.

Emceed by Ted Weber and Don Tillman, the show sticks to the personalities only — no plugs for current labels. Record dealer reaction has been very enthusiastic, many comparing an artist's appear-

Bootleg Jury Begins Hearing

BROOKLYN—A special Kings County Rackets Grand Jury began hearing testimony this week in connection with an alleged disk bootlegging and counterfeiting ring, uncovered last week in a series of police raids. (See The Billboard, December 12 issue.)

Altogether, 17 arrests were made here and in Utica, N. Y., of persons believed involved in the ring. They were charged with attempted grand larceny, conspiracy and counterfeiting of registered trademarks. A hearing set for last Tuesday (13) was adjourned to January 9 because of the blizzard conditions which prevailed here at the time.

Meanwhile, assistant district attorney Aaron Koota, of the Kings County district attorney's Rackets Bureau, began presenting evidence to the Grand Jury Wednesday (14). Another assistant district attorney involved in the case, William Sonenshine, who appeared at the brief Tuesday session, informed the court that evidence would be presented to the Grand Jury with the hope of obtaining indictments against all 17 persons, prior to the new January hearing date.

Pubs, Writers

• Continued from page 4 •

Progressive), the "Exodus" theme (Chappell), the theme from "The Dark at the Top of the Stairs" (Witmark), "The Sundowners" (Witmark), and "Calcutta" (Siegel).

Kuperman pointed out that "these orders are uncanny for this time of the year... normally only Christmas music sells at this time... and most of these songs are just starting and there will likely be follow-up orders... There's undoubtedly a market for good songs."

Richmond and Ashley estimate that a good song currently has an expectancy of 150,000 in sheet sales, with a class item like "Apartment," hitting a quarter-million.

It is admittedly difficult to find reason for the pop up-surge. Joseph J. Murphy, manager of G. Schirmer's retail store operation, pointed out that the increased pop sheet sales may reflect the interest of young people in playing the guitar. Guitar sales are high, and publishers now print guitar chord markings on the sheet music.

Some tradesters note that a good many of the above mentioned songs are quality instrumentals, some of them derived from film scores. "Sales of good songs," Ashley added, "are really on the way up." He added that sales of orchestration are also in a healthy state, as was gospel and sacred music.

The standard and educational field, of course, has been lush for a long time. Kuperman noted that he recently concluded his biggest printing order ever — 3 million choral copies for Fred Waring's publishing operation.

FCC Orders Grant Clarify \$10,000 Gain

WASHINGTON — Washington deejay Milton Grant has been ordered by a Federal Communications Commission examiner to account for a \$10,000 payment made to Grant when he and a partner withdrew from application for an AM station in Laurel, Md. Interurban Broadcasting Company, of Laurel, paid \$10,000 to Milt, and only \$10 to his partner, Bonfils, presumably to compensate them for the expense of applying for the station which Interurban wants. Grant and Bonfils traded as Laurel Broadcasting Company.

The brand new Harris (D., Ark.) Anti-Payola Bill, passed by the 86th Congress, also provides that in such "buy-off" transactions the fees paid to the withdrawing applicant must be based on "legitimate and prudent" expense, such as legal fees incurred. FCC examiner James D. Cunningham has required more proof of the deejay's compensation in this case.

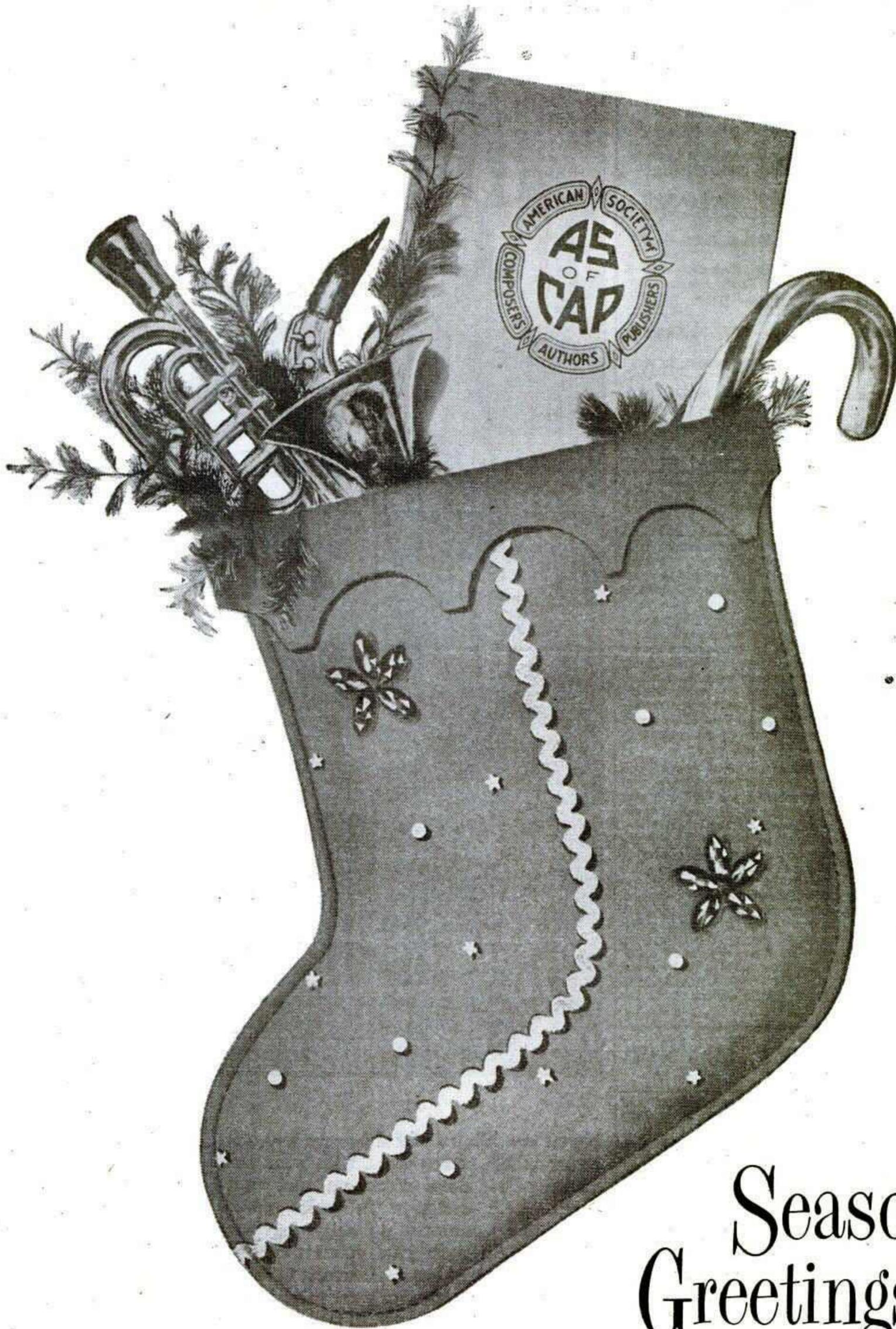
Also brand new, is the authority of examiner Cunningham to "rule" on this type of case, subject to further review of the commission. The agency recently assigned such powers to its examiners to ease the workload on the commissioners, and speed proceedings.

Comer Sells Valley Firm

KNOXVILLE — Jack Comer, who recently sold one music publishing business, announced December 9 that he will now devote full time to another music firm, Valley Records. Comer sold Valley Publishers, Inc., to Hill and Range. He had owned the Valley Publishers firm since 1956. The firm's biggest song hit was "Crying in the Chapel."

LATE BILLBOARD SPOTLIGHT: THE PLATTERS' "IF I DIDN'T CARE" B/W "TRUE LOVER"

THE PLATTERS: IF I DIDN'T CARE (Chappell, ASCAP) (3:10); TRUE LOVER (Argo, BMI) (2:14)—The Platters should have one of the biggest hits with this classy performance of the old Ink Spots hit. Should be very big. The flip is a swifty, bouncy tune, sung brightly by the boys. Mercury 71749.



Season's Greetings

to all our friends

in the entertainment world

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, NEW YORK

HOT 100 ADDS 16

NEW YORK—The Hot 100 chart added 16 new sides this week. They are:

62. **Rudolph, the Red-Nosed Reindeer** (St. Nicholas, ASCAP)—David Seville and the Chipmunks, Liberty.
64. **Silent Night** (PD)—Bing Crosby, Decca.
74. **Rudolph, the Red-Nosed Reindeer** (St. Nicholas, ASCAP)—Melodeers, Studio.
77. **I Count the Tears** (Brenner, BMI)—Drifters, Atlantic.
78. **Twistin' Bells** (Trinity, Climax, BMI)—Santo & Johnny, Canadian-American.
82. **Your Other Love** (Home Folks, BMI)—Flamingo, End.
89. **Christmas Auld Lang Syne** (Vernon, ASCAP)—Bobby Darin, Atco.
90. **(My) Last Date (With You)** (Acuff-Rose, BMI)—Joni James, M-G-M.
91. **Utopia** (Arch, ASCAP)—Frank Gari, Crusade.
93. **Baby O' Baby** (Figure, BMI)—The Shells, Johnson.
95. **Pepe** (Shapiro-Bernstein, ASCAP)—Duane Eddy, Jamie.
96. **White Christmas** (Berlin, ASCAP)—Clyde McPhatter and Drifters, Atlantic.
97. **Blue Christmas** (Choice, ASCAP)—The Browns, RCA Victor.
98. **Lovely Dovey** (Progressive, BMI)—Buddy Knox, Liberty.
99. **Mr. Livingston** (Pattern, ASCAP)—Larry Verne, Era.
100. **Calendar Girl** (Aldon, BMI)—Neil Sedaka, RCA Victor.

Dealers Handle 60% of Disks

• Continued from page 3

In record stores. Approximately 9.5 million stereo records have moved across counters to November 5, 1960, as against 5.5 million in the same period in 1959. In this same 44-week period dealers have sold 32 million monophonic LP's, as compared to 23 million mono LP units in the first 44 weeks of 1959.

Solid Gains

The four-week period from October 10 through November 5 registered solid gains for both singles and LP's as against the same period in 1960. Singles were up by 50 per cent in this four-week spread over 1959. There were 6.2 million singles sold by dealers in this four-week period in 1960 as against 4.8 million in 1959. However, the October four-week period was down 1.1 million singles from the September four-week period in 1960.

LP's were up 29.2 per cent in units sold by dealers in October 1960 as against October 1959. Dealers moved 4.2 million LP's in October 1960 as against 2.8 million in October 1959. And LP's were up 100,000 units in October, as against September 1960. The total units moved by dealers in Oc-

tober, all speeds combined, came to 10.6 million records, compared with 7.8 million records in October 1959, or an increase in 1960 of 35.9 per cent.

It can be expected that business will be shown to have dropped off a little bit in November as against October. November is traditionally a slow month prior to the key Christmas business weeks. But the last four weeks of the year usually represent 11 per cent of the entire year's unit sales by dealers, as they did in 1958 and 1959.

(These statistics are derived from the 11th four-week report of 1960 analyzing national trends of record sales in retail record stores as prepared by The Billboard every four weeks under the supervision of the New York University School of Retailing. The complete confidential reports, issued only to subscribers of this service, also provide competitive figures by label, broken down by speed, price, mono vs. stereo. The reports are compiled from diaries of actual cash-register sales made by a scientifically selected, rotating sample of record dealers across the nation.)

Holiday Hits Score Top Run

• Continued from page 3

ried to only 50 places, only three Christmas disks showed up, with the highest in the 36 spot.

The difficulty of ever hitting paydirt with a Christmas song is highlighted by a glance at the chart activity this year over the past three Christmas periods. Of 14 Christmas disks hitting the chart this year nine are old records, two are new versions of an old tune, "Rudolph," while yet another, Bobby Darin's "Christmas Auld Lang Syne," is merely a rewrite on the familiar New Year's Eve theme song. Santo and Johnny's "Twistin' Bells," is based on "Jingle Bells." A tune called "Blue Christmas," by the Browns on RCA Victor, appearing in the 97 slot, is the only truly new idea of the year.

In 1959, the only new efforts to hit the chart were "The Happy Reindeer," by Dancer, Prancer and Nervous on Capitol, and "This Time of Year," by Brook Benton on Mercury. Neither has repeated this season. Two years ago, new entries were the Chipmunks' "Chipmunk Song," "Donde Esta Santa Claus," by Augie Rios on M-G-M, "Run Rudolph Run" and "Merry Christmas Baby," both by Chuck Berry on Chess, and "The Little Drummer Boy," by Harry Simeone's Chorale on 20th Fox.

Only "The Chipmunk Song" and "The Little Drummer Boy," have been heard from again.

In 1957, there were two new chartmakers, Bobby Helms' "Jingle Bell Rock," on Decca and "Santa and the Satellite," produced by the erstwhile team of Buchanan and Goodman. "Jingle Bell Roc" was the sole survivor.

A recap of this year's Christmas hit parade for last minute programming and selling, follows: "Rockin' Around the Christmas Tree," Brenda Lee, Decca (26); "Little Drummer Boy," Harry Simeone Chorale, 20th Fox (28); "White Christmas," Bing Crosby, Decca (32); "The Chipmunk Song," David Seville and the Chipmunks, Liberty (45); "Jingle Bell Rock," Bobby Helms, Decca (46); "Adeste Fidelis," Bing Crosby, Decca (58), and "Rudolph the Red-Nosed Reindeer," David Seville and the Chipmunks, Liberty (62).

Also "Silent Night," Bing Crosby, Decca (64); "Rudolph the Red-Nosed Reindeer," the Melodeers, Studio (74); "Twistin' Bells," Santo and Johnny, Canadian-American (78); "The Christmas Song," Nat King Cole, Capitol (80); "Christmas Auld Lang Syne," Bobby Darin, Atco (89); "White Christmas," the Browns, RCA Victor (97).

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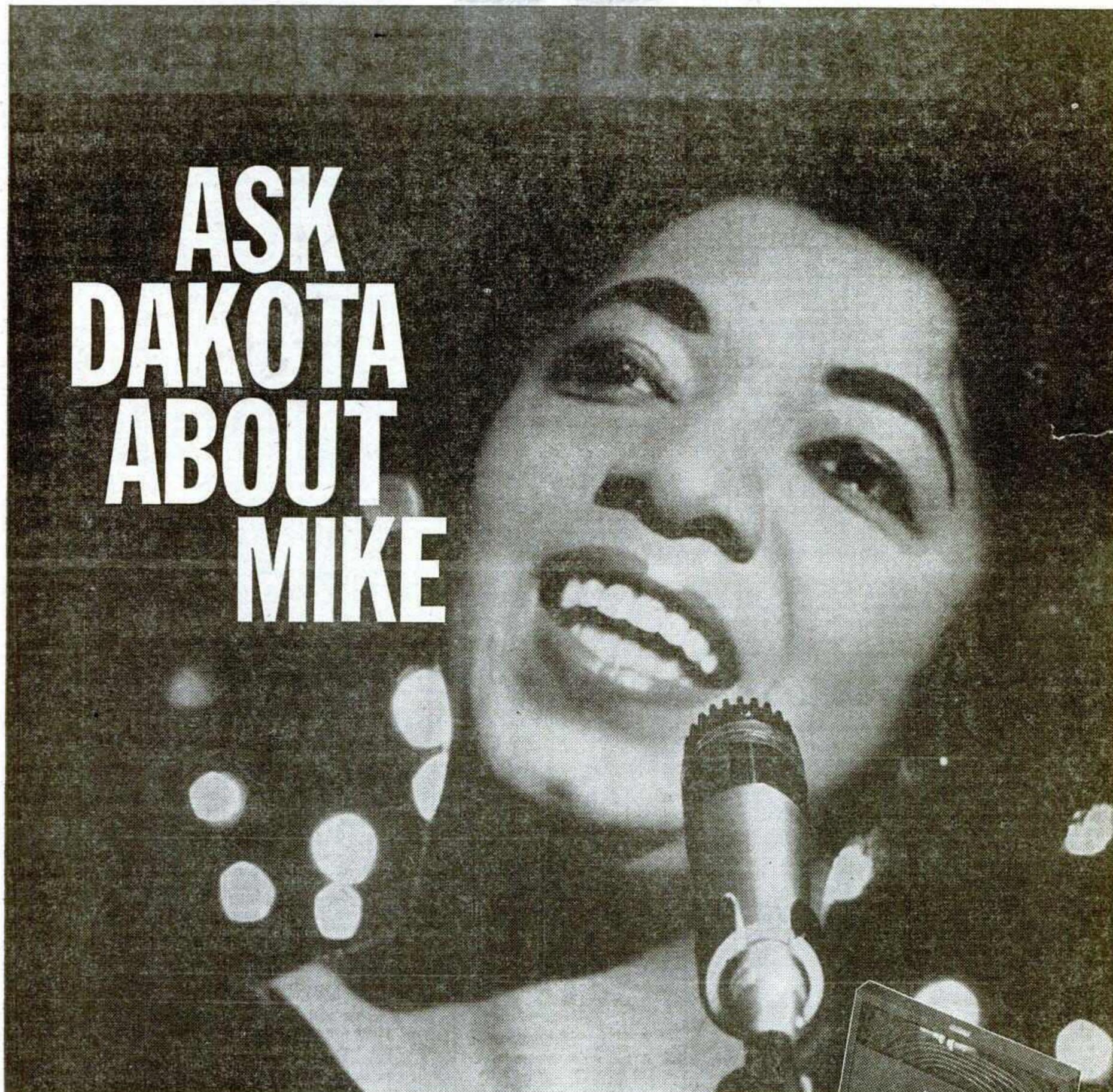
*Total limit for costs usually paid by the artist: \$5,000.00. If you're under contract to a label, money can be paid directly to contractual recording company.

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ASK DAKOTA ABOUT MIKE

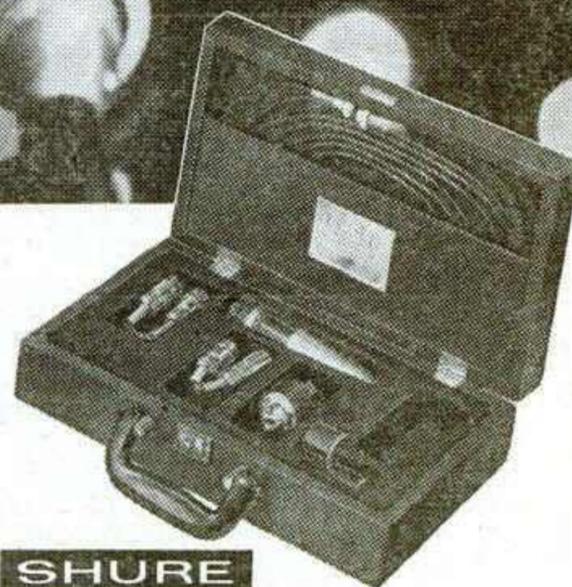


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Dakota can't take chances with an unfamiliar (or poor quality) opening night microphone...her rare combination of style, technique and power—coupled with the wide dynamic range of her repertoire—depend on a perfect partnership between performer and P.A. system. Because she knows just exactly what her personal UNIDYNE III unidirectional* microphone can (and can't) do, she

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Performer's Personal

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You CAN (and should) take it with you. Superb UNIDYNE III microphone complete with holder, cable and adaptors to hook into any club or auditorium P. A. system, or into better quality home or professional tape recorders. All in handy case (about the size of a clarinet case). On special order only—see your sound consultant or write to Shure. Only \$75.00, professional net, complete.

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222 Hartrey Ave., Evanston, Illinois

GERMAN Newsnotes

Southern Germany

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk, Munich

The Variety Orchestra of the Bayerischer Rundfunk, conducted by Schmidt Boelcke, broadcast a program of U. S. musicals featuring "Show Boat" by Jerome Kern, "Oklahoma!" by Richard Rodgers, and "My Fair Lady" by Lerner and Loewe. . . . The German TV is producing a ballet featurette, "Finale," with the recorded music by Stan Kenton. . . . German hit "Banjo Boy" is really a world hit! After the success in the States, France reports there are 20 different versions of this hit on the market, among them Annie Cordy (Pathe), Betty and Suzy (Barclay), Les Alcarson (Philips), Paul Mauriat (Bel Air), Orlando (Barclay), Dario Moreno (Fontana), Georges Guetary (Pathe), Aimable (Vogue), Jan and Kjeld (President).

It started with "Never on Sunday." Now the public waits for another hit from Greece. It seems to be "Maro Maro." Greek singer Jimmy Makulis will sing it for the Ariola label. . . . German Vogue issues a Durium record featuring the prize-winning song of the Neapolitan Song Festival, "Professore E Carulina," sung by Mario Marini.

(Continued on page 169)

Northern Germany

By BRIGITTE KEEB

Music Editor, Automaten-Markt-Braunschweig, Germany

Lale Anderson has reached half a million sales of her comeback hit "Ein Schiff Wird Kommen" (Never On Sunday) which is still much in demand. December 23 she will star in a TV-life show "Christmas With the Sailors" in the harbor of Bremen. Another show is being prepared for January 7 on German TV, entitled "Wie am Schurchen." . . . Coming up strong here are the Indonesian born singing Brothers the Blue Diamonds with their modern version of the oldie, "Ramona," which sold more than 100,000 records within a few weeks. . . . December 17, Paul Kuhn will do the first of a series of three new TV shows. It is considered as a sort of German Perry Como show. Paul Kuhn will feature popular artists on each of his shows. . . . Radio SFB is to start the 7th stereo test program December 26. Music will be broadcast over two stations, SFB I and SFB II. This radio station has done pioneer's work in the field of stereo broadcasting. . . . Violinist Helmut Zacharias will play in the Belgian TV show "Ma Rue" (My Street) in Brussels December 18. . . . The record series "Capitol Pre-

sent," introduced during the fall by Electrola, the German representative for Capitol, is getting favorable sales. Albums such as "Frank Sinatra," "Party Music," "Western Music," and others have generated sales levels never before reached with any Capitol production here. New albums are in preparation. . . . Lou Neefs, from Belgium, and U. S. star, Jimmy West, have been introduced here by the Belgian record firm Palette, "Schau Nicht Weg" and "For Ever," while West sings "Einsamer Sonntag" "Alabama," (both records are in German). . . . SFB television is cur-

Best Selling Pop Records in ITALY

Week Ending December 17, 1960
(Courtesy Musica e Dischi, Milan)

Last Week	This Week	Title	Artist
1	1	IL CIELO IN UNA STANZA—Mina (Italdisc)	Mina (Italdisc)
3	2	WHAT A SKY—Nico Fidenco (RCA)	Nico Fidenco (RCA)
2	3	LES ENFANTS DU PIREE—Dalida (Barclay)	Dalida (Barclay)
6	4	NOTTE DI LUNA CALANTE—Domenico Modugno (Fonit)	Domenico Modugno (Fonit)
5	5	SE CI SEI—Umberto Bindi (Ricordi)	Umberto Bindi (Ricordi)
8	6	MILORD—Edith Piaf (Columbia)	Edith Piaf (Columbia)
4	7	IT'S NOW OR NEVER—Elvis Presley (RCA)	Elvis Presley (RCA)
19	8	SUMMER'S GONE—Paul Anka (Columbia)	Paul Anka (Columbia)
9	9	TELL LAURA I LOVE HER—Ricky Valance (Columbia)	Ricky Valance (Columbia)
10	10	YOU MEAN EVERYTHING TO ME—Neil Sedaka (RCA)	Neil Sedaka (RCA)
7	11	NESSUNO AL MONDO—Peppino Di Capri (Carisch)	Peppino Di Capri (Carisch)
11	12	GABBIE—Eddie Calvert (Columbia)	Eddie Calvert (Columbia)
13	13	LIEBELEI—Rolf Bauer (Voice del Padrone)	Rolf Bauer (Voice del Padrone)
12	14	IL NOSTRO CONCERTO—Umberto Bindi (Ricordi)	Umberto Bindi (Ricordi)
14	15	PITAGORA—Adriano Celentano (Jolly)	Adriano Celentano (Jolly)
15	16	MULE SKINNER BLUES—Fenderman (Top Rank)	Fenderman (Top Rank)
16	17	IL BARATTOLO—Gianni Meccia (RCA Camden)	Gianni Meccia (RCA Camden)
17	18	LOOK FOR A STAR—Garry Mills (Top Rank)	Garry Mills (Top Rank)
—	19	THE APARTMENT—Ferrante and Teicher (London)	Ferrante and Teicher (London)
—	20	SASSI—Gino Paoli (Ricordi)	Gino Paoli (Ricordi)

introduced during the fall by Electrola, the German representative for Capitol, is getting favorable sales. Albums such as "Frank Sinatra," "Party Music," "Western Music," and others have generated sales levels never before reached with any Capitol production here. New albums are in preparation. . . . Lou Neefs, from Belgium, and U. S. star, Jimmy West, have been introduced here by the Belgian record firm Palette, "Schau Nicht Weg" and "For Ever," while West sings "Einsamer Sonntag" "Alabama," (both records are in German). . . . SFB television is cur-

(Continued on page 169)

Best Selling Pop Records in GERMANY

Week Ending December 17, 1960
(Courtesy Automaten Markt, Braunschweig)

Last Week	This Week	Title	Artist
—	1	WOODEN HEART (Muss I Denn Zum Stadtele Hinaus)—Elvis Presley (RCA)	Elvis Presley (RCA)
—	2	ROSALIE, MUSST NICHT WEINEN—Caterina Valente (Decca)	Caterina Valente (Decca)
—	3	RAMONA—Blue Diamonds (Fontana)	Blue Diamonds (Fontana)
—	4	DAS ENDE DER LIEBE (Tell Laura I Love Her)—Rex Gildo (Electrola)	Rex Gildo (Electrola)
—	5	TRAUMEN KANN MAN WAS MAN WILL—Jan and Kjeld (Ariola)	Jan and Kjeld (Ariola)
—	6	SCHNAPS, DAS WAR SEIN LETZTES WORT—Willy Millowitsch (Ariola)	Willy Millowitsch (Ariola)
—	7	AUCH DU WIRST GEHN—Ted Herold (Polydor)	Ted Herold (Polydor)
—	8	WEIT IST DER WEG—Freddy (Polydor)	Freddy (Polydor)
—	9	WENN DIE ELISABETH—Billy Mo (Decca), Peter Kraus (Polydor)	Billy Mo (Decca), Peter Kraus (Polydor)
—	10	EIN SCHIFF WIRD KOMMEN (Never on Sunday)—Caterina Valente (Decca), Lale Andersen (Electrola)	Caterina Valente (Decca), Lale Andersen (Electrola)

DANISH Newsnotes

By TED WOLFRAM
Care of American Express, Copenhagen, Denmark

COMINGS & GOINGS: The popular Sve-Dane trio (Svend Asmussen, Alice Babs, Ulrik Neumann) arrived here, from tour in U. S., on Monday (12). . . . The Viking Line's boats, plying Copenhagen-Sweden route, using pop singers Berthe Wilke and Gustav and Jorgen Winckler, plus the bands of Harold Mortensen, Ove Suppe and Peter Adelvard. Nina & Frederick back from London, to play dates in Germany. Papa Bue's Viking Jazz band back from England, with dates here and in Germany.

IN PERSON: Kenneth Spencer, American bass, sang "White Christmas" and other pop tunes on Danish TV, Tuesday (13), with Hans Peder Ase band. The Julliard Quartet was on Wednesday (14) night program. Edmondo Ros ork, from London, feature of TV show on Sunday (11). Russian "Culture" group, including Katja Masiennikova and Georgej Pankov, of the Bolshoi Theater Opera Company, and pianist Nikolej Misonov, in concerts and on radio, here. . . . Eartha Kitt drawing card at the Berns Restaurant Cabaret, in Stockholm, and Nan Merriman, American opera star, clicking in concerts in that city.

ITALIAN Newsnotes

By SAM'L STEINMAN

Piazza San Anselmo, Rome

TALENT: Tony Dallara has returned to the Gurtler recording label and Johnny Dorelli has signed for two more years with CGD. . . . Marco Del Conte is new press chief for Saar. . . . Filiberto Guala, who was top director of RAI-TV for two years and created considerable fuss with his censorship of Abbe Lane and others, has become a Trappist monk. . . . Aldo Piga is doing the music for "The Hawk of the Caribbean" in which Johnny Desmond and Yvonne Monlaur are starring.

Christmas: Because most of the Christmas songs heard in Italy come from the U. S., Como sponsored a Festival of Italian Christmas songs in which a Dampar-Rampoldi tune, "Merry Christmas, Bambino" sung by Gene Colonello came off as the winner. Other top titles sounded less American, runners-up being "Notte di Natale" (Christmas Night) by Coppa and Prandi sung by Flo Sandons, who has a winner in almost every festival she enters these days, and "Lettera a Babba Natale" (Letter to Santa Claus) by Proos and Maiocchi, sung by Rossella Masegaglia.

Personalities: American soprano Anna Moffo sang lead in TV's production of Donizetti's "Daughter of the Regiment." She is now pondering role in Broadway production, "Elly." . . . Ligurian resort of Diano Marina will hold a "Golden Disk"

festival December 28-30. . . . Betty Curtis and Johnny Dorelli have recorded the score of hit musical, "A Tangerine for Teo's" on CGD label. . . . Buscaglione's heirs are suing the producer for whom he did an t uced show with 18 tunes which have never been used. . . . Hearings on Mario Riva's accidental death have been completed and decision as to responsibility is now awaited. . . . RCA Italiana continues to outdo other companies in snaring original sound tracks of hit films. It has also started a "Jazz in Italy" series and is now offering a variety of Christmas music: religious, with Bruno Nicolai on the organ of the Church of Santa Francesca Romana; rock, with the Flippers and Tony Del Marco, and accordion by Francesco Grassi. . . . Fonit's big Christmas number is Domenico Modugno's "Buon Natale a Tutto il Mondo" (Merry Christmas to the Whole World). . . . Sedit has published four new tangos with the colorful titles of Train, Western, Witches and Hurricane.

Visitors: Bobby Rydell, who made his American rep with Italian tunes, will be a guest in January on the new "Winter Garden" TV show. . . . Maria Callas, at the La Scala, opening did a switch in welcoming photographers onstage as she took her bows until she noticed they were concentrating on Princess Grace of Monaco in a stage box, whereupon she shoed them off.

BELGIAN Newsnotes:

By JAN TORFS

Juke Box Magazine
Mechelen, Belgium

Comings and Goings: Caterina Valente, the international Decca recording star, was in Brussels once more to record several new sides. . . . The Francis Bay band and its female singer Jo Leemans have been invited by the King to play the receptions, held in honor of his marriage to Dona Fabiola. New sides recorded by Francis Bay on Philips include "Rio Rita Boogie" and "Fascination."

New Wax: The instrumental version of "White Christmas" by Vic Barell, now also on sale in the U. S. on Atlantic, is a Belgian recording on the Ronnex label. . . . "Bloodshot Eyes" and "We're Gonna Dance" have been recorded by English singer Lorne Lesley for Ronnex Records. . . . Thinking of a well-known leader in the Belgian Congo, Bob Milan and His Typical Boys recorded "Kasavubu Cha Cha" on Olympia. . . . Never Let Me Go" got a Flemish version on Palette, recorded by newcomer Anny Ranke.

Hot Wax: Presley's newest disk, "Are You Lonesome Tonight," is very much in demand, while "O

Sole Mio" is still selling very good. We think that a coupling of "Wooden Shoes" with "Tonight's All Right For Love," both tracks from his album, "G. I. Blues," could become a big seller as well. . . . The South American tune, "Sucu Sucu," currently on our Top 10, sung by Alberto Cortez on Moonglow (a Belgian recording), has been recorded by Caterina Valente on Decca.

Personalities: A fan club for Paul Anka has been set up for the Benelux countries.

In Person: Art Blakey and His Jazz Messengers will be in Belgium for two concerts on December 18.

Best-Selling Pop Records in FRENCH BELGIUM

Week ending December 17, 1960

Last Week	This Week	Title	Artist
2	1	O SOLE MIO—Elvis Presley (RCA)	Elvis Presley (RCA)
1	2	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Dalida (Barclay)	Dalida (Barclay)
8	3	VERTE CAMPAGNE—Les Compagnons de la Chanson (Columbia)	Les Compagnons de la Chanson (Columbia)
7	4	APACHE—The Shadows (Columbia)	The Shadows (Columbia)
5	5	I'M SORRY—Brenda Lee (Brunswick)	Brenda Lee (Brunswick)
3	6	LES ENFANTS DU PIREE—Dalida (Barclay)	Dalida (Barclay)
15	7	KILL WATCH—The Cousins (Palette)	The Cousins (Palette)
—	8	ECRIT DANS LE CIEL—Bob Azzam (Barclay)	Bob Azzam (Barclay)
—	9	BANJO BOY—Jan at Kjeld (CNR)	Jan at Kjeld (CNR)
4	10	SAG WARUM—Camillo (Electrola)	Camillo (Electrola)
14	11	TETE DE BOIS—Gilbert Beaud (VSM)	Gilbert Beaud (VSM)
9	12	BRAS DESSUS, BRAS DESSOUS—Les Compagnons de la Chanson (Columbia)	Les Compagnons de la Chanson (Columbia)
6	13	TU T'LAISSES ALLER—Charles Aznavour (Barclay)	Charles Aznavour (Barclay)
13	14	ALLEZ SAVOIR POURQUOI—Les Compagnons de la Chanson (Columbia)	Les Compagnons de la Chanson (Columbia)
—	15	NOTRE CONCERTO—Dario Moreno (Philips)	Dario Moreno (Philips)
10	16	MON BEAU CHAPEAU—Sacha Distel (Philips)	Sacha Distel (Philips)
—	17	C'ETAIT MOI—Gilbert Beaud (VSM)	Gilbert Beaud (VSM)
16	18	ONLY THE LONELY—Roy Orbison (London)	Roy Orbison (London)
—	19	RAMONA—The Blue Diamonds (Decca)	The Blue Diamonds (Decca)
—	20	JE SUIS SEULE CE SOIR—Lucienne Delyle (Barclay)	Lucienne Delyle (Barclay)

BRITISH Newsnotes

By DON WEDGE

News Editor, New Musical Express

British Decca had to get permission from M-G-M before the latest Max Bygraves single, "When You Come to the End of a Lollipop," could be issued. Decca

Best Selling Pop Records in BRITAIN

Week Ending December 17, 1960
(Courtesy New Musical Express, London)

Last Week	This Week	Title	Artist
1	1	IT'S NOW OR NEVER—Elvis Presley (RCA)	Elvis Presley (RCA)
2	2	SAVE THE LAST DANCE FOR ME—Drovers (London)	Drovers (London)
4	3	I LOVE YOU—Cliff Richard (Columbia)	Cliff Richard (Columbia)
3	4	STRAWBERRY FAIR—Anthony Newley (Decca)	Anthony Newley (Decca)
8	5	LITTLE DONKEY—Nina and Frederik (Columbia)	Nina and Frederik (Columbia)
5	6	ROCKING GOOSE—Johnny and the Hurricanes (London)	Johnny and the Hurricanes (London)
10	7	POETRY IN MOTION—Johnny Tillotson (London)	Johnny Tillotson (London)
7	8	GOODNESS GRACIOUS ME—Peter Sellers and Sophia Loren (Parlophone)	Peter Sellers and Sophia Loren (Parlophone)
12	9	GURNEY SLADE—Max Harris (Fontana)	Max Harris (Fontana)
9	10	LONELY PUP—Adam Faith (Parlophone)	Adam Faith (Parlophone)
6	11	MAN OF MYSTERY—The Shadows (Columbia)	The Shadows (Columbia)
12	12	MY HEART HAS A MIND OF ITS OWN—Connie Francis (M-G-M)	Connie Francis (M-G-M)
16	13	MY LOVE FOR YOU—Johnny Mathis (Fontana)	Johnny Mathis (Fontana)
20	14	PERFIDIA—Ventures (London)	Ventures (London)
14	15	BLUE ANGEL—Roy Orbison (London)	Roy Orbison (London)
19	16	THE STRANGER—Shadows (Columbia)	Shadows (Columbia)
24	17	GEORGIA ON MY MIND—Ray Charles (HMV)	Ray Charles (HMV)
11	18	AS LONG AS HE NEEDS ME—Shirley Bassey (Columbia)	Shirley Bassey (Columbia)
15	19	DREAMIN'—Johnny Burnette (London)	Johnny Burnette (London)
18	20	LIVELY—Lionie Donegan (Pye)	Lionie Donegan (Pye)
17	21	OL' MACDONALD—Frank Sinatra (Capitol)	Frank Sinatra (Capitol)
22	22	MILORD—Edith Piaf (Columbia)	Edith Piaf (Columbia)
26	23	LITTLE GIRL—Marty Wilde (Philips)	Marty Wilde (Philips)
—	24	COUNTING TEARDROPS—Emile Ford (Pye)	Emile Ford (Pye)
28	25	G.I. BLUES (LP)—Elvis Presley (RCA)	Elvis Presley (RCA)
21	26	JUST AS MUCH AS EVER—Nat King Cole (Capitol)	Nat King Cole (Capitol)
23	27	KOMMOTION—Duane Eddy (London)	Duane Eddy (London)
29	28	EVEN MORE PARTY POPS—Russ Conway (Columbia)	Russ Conway (Columbia)
27	29	MACDONALD'S CAVE—Pitdown Men (Capitol)	Pitdown Men (Capitol)
30	30	MR. CUSTER—Charlie Drake (Parlophone)	Charlie Drake (Parlophone)

wanted to release a recording of the number as Bygraves performed it in the October 9 "Sunday Night at the London Palladium" telecast. It's a novelty, much helped by audience reaction. ATV agreed to their tape of the show being used and the Musicians' Union gave its blessing. But the musical director of the Palladium TV show, Cyril Orndel, is contracted to M-G-M. Finally this approval was granted and Decca claims to have started pressing the disk within 30 minutes of being cleared. The number was written for Bygraves by Dick Manning and the late Al Hoffman.

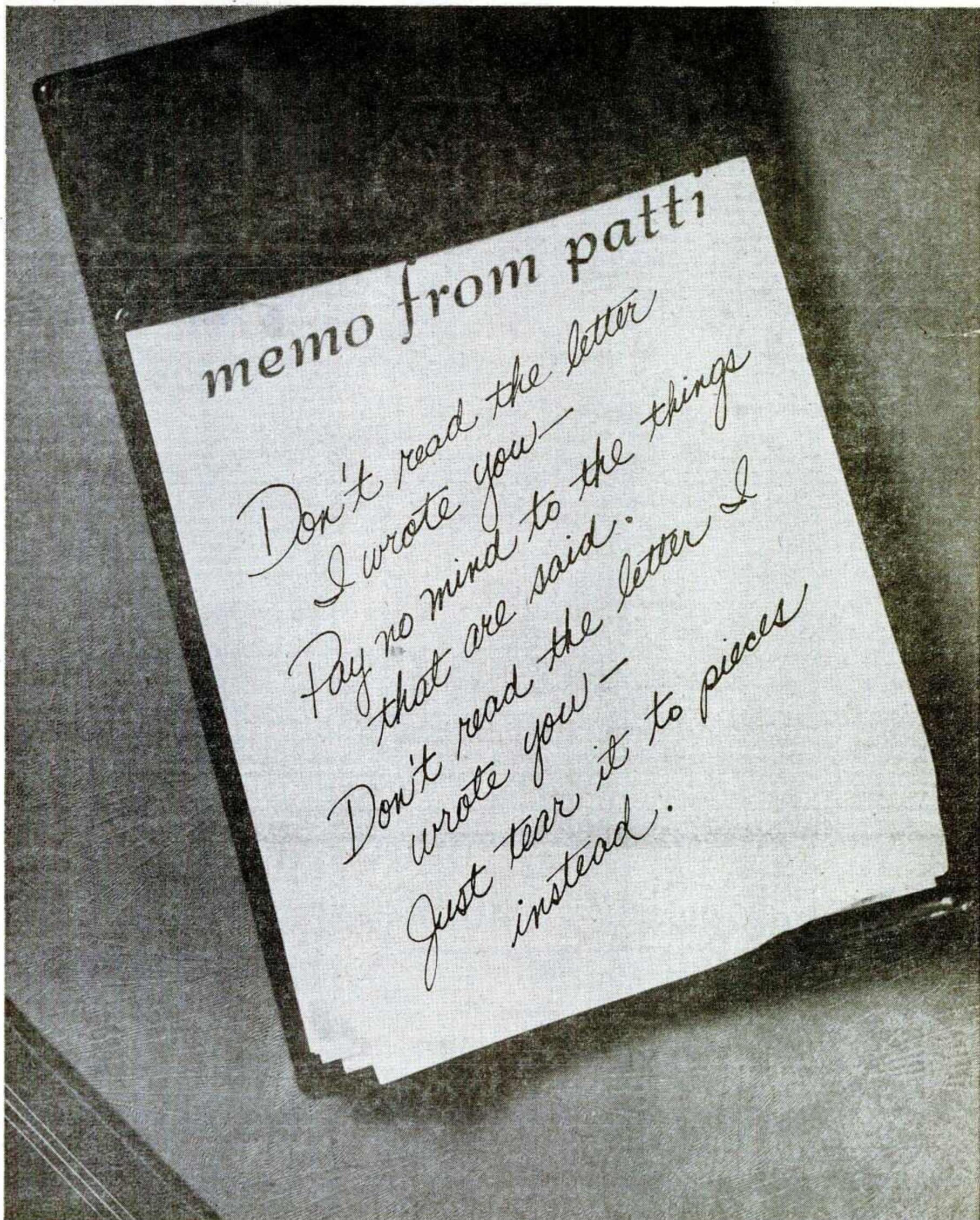
EMI MEETING: Several U. S. stockholders of Electrical and Musical Industries were at the firm's annual meeting here December 8. It was revealed that there are now about 12,000 American holders of stock. Chairman Sir Joseph Lockwood, adding to his previously circulated statement, said that in the first four months of the firm's current fiscal year, turnover had risen 5 per cent on 1959-1960 and earnings were also higher.

PARTIES: EMI had a reception for the Barry Sisters (Roulette) December 8 to mark the end of their season at the Pigalle, and the following day the BBC staged a welcome party for Kathryn Grayson, here for two TV shows. . . . Philips launched the annual round of Christmas parties December 14. Pye followed the next day while EMI's is scheduled for tomorrow (20). . . . EMI also had a reception December 14 when Sir Joseph Lockwood made presentation to mark strict-tempo dance king Victor Silverste's sales of 250,000 LP's and 30 million singles.

QUOTE: "I am always on the verge of tears when I hear you sing 'Over the Rainbow'" — the Queen Mother to Judy Garland after the Royal Variety Gala at the London Palladium, December 1.

INDUSTRIAL RELATIONS: A specially written song, "Come on Gal," recorded by Peggy Seeger, is being played over factory public address systems, sponsored by the National Union of Tailors and Garment Workers as a recruiting drive.

(Continued on page 167)



ANOTHER HIT FROM A PAGE OF RECORD HISTORY!

PATTI PAGE

"DON'T READ THE LETTER"

B/W "THAT'S ALL I NEED TO KNOW"

MERCURY 71745



Artist Pressure Liberalizing

Continued from page 2

options should be mutual, or else that artists should at least be allowed to seek or be offered better terms with each new option. Some diskeries have gone along with this by stepping up the royalty rate for each new option.

Artists' Debit

When recording costs are charged against an artist's royalties, as they have been for years, an artist is usually in a debit posi-

tion with a firm until he has a hit. If he goes long enough, and makes enough sides, he is usually so far in a debit position that even a hit doesn't clear his account. As soon as an artist gets strong enough to demand it, he usually has the recording costs transferred to the diskery. A number of managers believe that when all recording costs are charged against the artist, it gives the a.&r. director too much freedom. If the a.&r. man arranges for an expensive recording date, and then is dissatisfied with the results, he can junk the entire session and call another one, but all costs are borne by the artist. What many managers want is a sharing of recording costs so that sessions could be kept in bounds.

It is true that over the past few years, more and more artists have secured veto power over their material. Gone is the day when a.&r. men could command an artist to record a specific song. But there are still many quarrels about material, and more and more artists seek a mutual agreement clause on song material in their contract if they can't get full control. In addition to wanting the right to choose material, there are many artists who now demand the right to okay their recordings before release.

A few important managers have complained about the method employed by some record firms concerning guarantees. An artist with a \$25,000 per year guarantee for instance, may only earn \$20,000 in royalties. Some firms then debit the artist \$5,000, so that he has to earn \$30,000 the next year to receive his \$25,000. There are now contracts that call for the full guarantee to be paid each year no matter how much the artist may or may not earn.

The new provisions that man-

agers have worked into contracts for artists cover some interesting aspects of recording. The ideas concerning unreleased sides have been spurred by contractual and legal hassles between artists and record firms and record clubs. More and more managers are demanding some sort of clause either prohibiting the issuing of any unreleased masters after an artist has left the label, without express permission, or else calling for the return of any unreleased sides to the artist. Since the artist has often paid for the cost of recording the sides, the managers feel this is not an unfair demand. And it can be stated that there are now contracts that call specifically for the return of these unissued sides after the contracts end.

The record clubs have caused the breaking down of negotiations for talent by the major labels in specific cases. There are artists and managers who object to having their records in a club, and object even more strongly to receiving only 50 per cent of their usual royalties from records sold through clubs. As more and more labels start their own or become part of major clubs, there will be more and more hassles over the 50 per cent provision. Some managers want their artists to decide both the amount and the records he wants to go in a club. However, the fact that record clubs sell a great amount of merchandise, has been more of a lure than a deterrent to artists coming with a firm.

There are now clauses in artist contracts which limit the amount of freebies the record firm can give out on any record by that artist. The figure of 10 per cent is the one most often mentioned. The almost unlimited amount of freebies given away a while back by some labels helped inspire this freebie limitation clause. Since record companies have slowed down on freebies, the demand for limitation on the part of the artist has not met with much resistance.

It is obvious that a new and unknown artist is not going to obtain the same terms in a contract that will be given to an established name. But what an important group of managers and artists are asking is a basic contract for any artist, large or small, that will give the artist a fair shake in proportion to the number of records he sells for the diskery. And they would like this new basic pact to apply to all record firms. Since managers talk to each other, and artists do the same, this is actually happening right now, and is causing a lot of re-writing of record contracts.

FTC Probes

Continued from page 2

vertising procedures, particularly where dealers lost out on co-op money because they wouldn't go along with the listing prices they charged were either "unrealistic" or "phony." Again alleging unfair trade practices, some dealers showed how distributors covered up on co-op money denied by manufacturers because cut prices were quoted in the ads.

Question of co-op ad practices led to full-scale inquiry on the "suggested list price" issued by manufacturers. FTC investigators, it was learned, are interested in finding out if the suggested list price is a means of price-fixing, which it frowns upon.

Information given by dealers to the FTC showed that virtually nobody uses the "suggested list price" and that it actually misleads the public. The list prices, dealers charge, are "fictitious." The distributors, they contend, use the list price as a basis for dealer sales when actually nobody sells records at the suggested list price. As a result, dealers contend, the public is misled when records are offered at a discount price as against the suggested list price—when the discount price given is in fact the manufacturers' list price.

The phony list prices, the deal-

Columbia's Sell-to-Homes

Continued from page 3

lies own modern playing equipment. And Columbia also discovered that despite the growth pattern of record sales in the past 10 years, the consumer market has not broadened in the same ratio. According to Columbia's research, an almost static number of record buyers has been responsible for the growth pattern during the past 10 years. Thus Columbia execs came up with the idea of bringing records to people who did not visit record stores, in order to create new customers.

Sold Like Britannica

Columbia's HML is sold to customers as the Encyclopedia Britannica is sold. Customers are found via door-to-door canvasses, via direct mail, and via leads and mailing lists. The stress is on classical records since Columbia feels this is a strong selling point from a cultural aspect.

Here is the way the HML works. A prospective customer is offered a stereo phonograph, either table model or console (made by Columbia) plus a library of 50 classical records (from the Columbia catalog), and an "Encyclopedia of Great Music," which tells about the great composers, styles of music, periods of music, etc. (There are also semi-classical and jazz packages offered as well). The cost of the table model set and the 50 records is \$475. The cost of the console player and the 50 records is \$618. The purchaser pays \$25 as a down payment, and pays a stipulated sum every month thereafter for 36 months, at no interest or carrying charges. He also receives a storage rack, and albums to store the LP's.

Although Hammond would not reveal the number of customers who have purchased the HML, it is understood that to date the firm is satisfied with the progress of the tests on the plan.

With each purchase of a HML, customers receive a certificate enabling them to receive, free, a new Columbia record from any co-operating dealer in their vicinity. (A list of co-operating dealers—those who are willing to co-operate with the plan—is given the purchaser when he buys the HML). Purchasers can take this certificate to the local dealer to get their free record. (Dealers are reimbursed via another copy of the record and a check to cover the difference between their cost price and the list price by the local Columbia distributor.

Creates Customers

Hammond stresses that the object of the HML is not to take away business from dealers but to help give them more business by creating new record customers. He says that more than two-thirds of all HML purchasers are people who do not have phonos in their homes and do not purchase records. He also claims that nine out of every 10 HML purchasers have bought at least one record from a dealer within 30 days of purchasing the library.

According to Hammond, Columbia is not attempting to make money on the HML deal. As he puts it, commissions to salesmen (which can run between 40 and 50 per cent) cut into the gross, so that Columbia is selling the package for little more than cost. It is not, Hammond says, primarily a money-making project, but a culturally oriented plan that Hammond hopes will pay off for Columbia and the entire record indus-

try over years to come. Columbia does not deny the value of getting its records into homes that have no records at all, and expects this to prove a strong public relations point with HML purchasers in the future.

Hammond also stated that purchasers of the HML can only buy the basic library one time. They cannot get another 50 records from the HML, and he stated that no prospective purchaser can buy only the records or only the phonographs, but buy both together.

In launching its program in various test areas, Columbia explains the HML plan to dealers in the area prior to its start. Firm has a booklet for dealers, with an explanation of HML, called "Columbia's New Customer Program," plus a picture of the table phonograph, record storage cabinet and albums, and a copy of the free record certificate. Hammond says that the majority of dealers talked to have expressed approval of the plan in the various test areas.

Hammond stated that this was only one of Columbia's plans to try to expand the record market base, but a very important one. He said that gradually more and more cities or areas will be tested, but that dealers will be told about it before it happens in their areas. Those dealers who wish to co-operate with the plan will be listed as being able to redeem the free record coupon. Hammond said that every customer who comes in to redeem an HML coupon is a probable steady record buyer via the record dealer from then on.

Continuing as the
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ELVIS'
"ARE YOU
LONESOME TONIGHT?"
... and all the answers:
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A Hit Single Becomes a Hit LP
'HE WILL BREAK YOUR HEART'
Jerry Butler, Vee Jay LP 1029

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

VEE JAY Records, 1449 S. Michigan, Chicago 5

NEW AUDIO PRODUCTS

Tape Recorder Features Transistors

An import from Japan is the new Butoba transistorized tape recorder. The unit, which is distributed in the United States by the Turning of America Corporation of New York City, operates on two speeds: three and three-quarter and one and seven-eighths inches per second. The machine carries a power pack that consists of eight flashlight batteries, or operates through a converter. It is currently retailing at \$249.50.

Organ Maker in Phono Act

Moving from chord organs to portable phonographs, the Emence Industries, Inc., of New York City, has introduced a low-price line of disk players. The new line kicks off with a multi-speed player labeled the Twin-Phonic. The machine has two detachable speakers and retails for \$29.95. Two other portable units are also in the new line.

Spot That Wear

Robins Industries of Flushing, N. Y., has introduced a new "Syl-A-Scope," which allows for close examination of phonograph needle stylus wear. The unit comes in two versions and operates through the use of an illuminated ground glass screen upon which the image of the stylus is magnified and reflected. The unit uses penlite batteries for illumination.

Two versions of the unit are available, the SG-33, which lists at \$6.75; and SG-66, designed for servicemen and other professionals, sells for \$19.95.

European Cartridge Debs

A phono cartridge that has been used for some time in the broadcasting studios of Europe is being imported and put on the American market by Benjamin Electronic Sound Corporation of Corona, N. Y.

The new electromagnetic phono cartridge for stereo only is called the Stereotwin Studio and is being made by the ELAC firm which also makes the Miracord record changer. The new unit is the model ST-310D and will sell for \$45.

The firm also has announced a change in price of the Stereotwin ST-210D. The cartridge now sells for \$29.50.

MRIA PREXY MARKS 1960 TAPE GROWTH

SAN FRANCISCO — "In 1960, the prestige and acceptance of tape by the dealers and the public grew enormously," according to Herbert L. Brown, president of the Magnetic Recording Industry Association. Brown's remarks were contained in a special year-end statement of accomplishment by the industry.

"It was the first full year of performance for four-track stereo sound on tape," Brown said. "Following a decision by the industry in 1959 to put aside small differences and to accept the challenge of the stereo disk.

"How successful this has been can be measured by the fact that by mid-1960, all major music companies were producing music and entertainment on tape," Brown continued. "The list was completed in mid-summer when Capitol, RCA Victor and, finally, Columbia, announced the move to tape. There are now a total of 40 active music companies producing four-track tapes."

Highlighting the growth in the last year, Brown noted that in 1960, about 1,000 different tape selections were placed on the market, at a retail value of nearly

\$5,000,000. In the previous year of 1959, less than 100 selections were introduced with a value of less than \$1,000,000. "The forecast for 1961 is 2,000 tape selections and total retail sales of \$10,000,000," Brown concluded.

MRIA Names 2 to Board

SAN FRANCISCO — Two leading executives of the music industry were nominated to the board of directors of the Magnetic Recording Industry Association this past week. William Gallagher, vice-president in charge of sales at Columbia Records, and John Ireg, executive vice-president of Webcor of Chicago, are the two new members. They have been named to fill posts vacated by Hugh J. Daly and E. Ted Wallerstein, who left the MRIA member companies. In addition the association announced that Daniel E. Dunham, general sales manager at Minnesota Mining has accepted the position of chairman of the MRIA public relations committee.

Other business put through by the organization included the naming of 10 subcommittees to watchdog magnetic tape recorder standards. Reason for the naming of these subcommittees was outlined by C. J. LeBel, who chairs the MRIA's Standards Committee. LeBel said that rapid growth of tape industry has dictated need for constant check and review of tape recorder standards. Engineers make up the committees which include such technical aspects as frequency response, measurement of distortion, tape head characteristics, and head, reel, and track dimensions.

Cabinet Labels Hit by FTC

WASHINGTON — Nine major manufacturers of phonos, TV and radio sets, have signed agreements with the Federal Trade Commission to disclose the true nature of cabinet materials finished to simulate wood. FTC Chairman Kintner said the action will prevent unfair competition among manufacturers, and will give the consumer a true picture of what he's getting in the way of a cabinet. Kintner said the manufacturers were most co-operative.

Companies named were: Admiral Corporation; General Electric; RCA; Motorola, Inc.; Westinghouse Electric Corporation; Emerson Radio and Phonograph Corporation; Philco Corporation; Zenith Radio Corporation, and Sylvania Electric Products, Inc.

Stipulations signed by the companies require all to label properly cabinets which resemble wood so closely as to be able to fool the public. Firms using descriptive terms "suggestive of wood" to describe non-wood cabinets must stop the practice unless the description includes a clear disclosure of the real material of the cabinet.

FTC said eight of the companies, with Zenith the exception, have used such terms as "mahogany grained finish" and "blond oak grained finish" to describe cabinets made of hardboard or metal, finished to look like wood. Stipulations entered into by the companies do not constitute admission of guilt, FTC points out.

3-M Confirms Cartridge Date

ST. PAUL — Predictions that Minnesota Mining & Manufacturing Company is aiming to have its new tape cartridge player on dealers' shelves for the Christmas selling season of 1961 (The Billboard, November 28) were confirmed this week by H. P. Buetow, president of 3-M. Stating that development of the system "is being carried forward aggressively," Buetow said that 3-M's "present timetable calls for players and pre-recorded cartridges to be commonly available by the end of 1961 and we are quite optimistic about achieving this goal."

Buetow admitted that "additional development work remains to be done," but lauded the technical and production skill of Revere Camera Company, which 3-M bought earlier this year, as proving "very valuable in carrying forward the development of production models incorporating the basic system demonstrated in the laboratory machine which was shown at the IRE meeting in New York last spring."

P. R. Mallory Adds Dept.

INDIANAPOLIS — Development and production of micro-miniature electronic components will be the function of a new department of P. R. Mallory and Company.

Formed after a six-month exploration of trends and requirements in the micro-miniaturization field, the department will be managed by S. M. Stuhlberg, G. Barron Mallory, the firm's president, announced.

The project is expected to aid system manufacturers with micro-components and production processes. It will also provide a full micro-miniaturization capability, including component manufacture, circuit design, component interconnections and systems packaging.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Audio Rentals May Up Sales & Traffic

By ROBERT SCOTT

One of the more profitable areas for dealers to explore these days is that of equipment rental. Here's one way of getting extra mileage out of floor models, publicizing the name of your store, and letting people throughout your community know of the products you sell.

What to Rent

Dealers throughout the United States rent just about every conceivable item in their shops—from complete public address systems and console phonographs to accessory items and records themselves. If you're contemplating extra profits by renting equipment, it's a good idea to begin by taking stock of what you have to offer, and who in your community is likely to want it. Tape recorders, for example, are always in demand—for the recording of PTA meetings, a wedding ceremony, or for taking notes at important business conferences. If you're in the high-fidelity component business, you'll find you can do a lively business in amplifiers and record changers to provide music between periods at high school basketball games. Or the same equipment may be used to boost the sound during local concert appearances or at dances where fidelity is important. Even the console and portable phonograph can be rented—the former to hotels or to church groups for use in a parish house or recreation hall. And in almost every case, you have a valuable edge in selling the unit afterward.

Although you may be able to rent anything in the shop, you'll find more demand for some items than others. Tape recorders, for example, are extremely popular with groups not able to buy them outright, yet recognize their value in preserving information or memories. Public address equipment, if you stock it, is always in demand by civic groups, high schools, or auditorium managements. And records are often in demand by teen-agers or by members of other groups. Generally speaking it's not a good idea to rent records because they may be damaged easily. And while your customers may not object to buying a slightly used tape recorder—if the price is right—they may well balk at a record used to provide dance music at a school record hop. Unless you're set up specifically for record rental, it's wise to stay away from it.

Looking for Business

The local newspaper lists the regular meetings of Kiwanis, Rotary and other business groups, as well as such civic meetings as PTA, Red Cross and others. Most groups will welcome the suggestion that special meetings be taped, and others may agree that electrical recording saves wear and tear on the recording human secretary. Your local newspaper lists schedules of high school basketball games and other sporting and social affairs. It's an invaluable chronicle of meetings and affairs where sound-reproducing equipment can add to the intelligibility or the enjoyment. Local newspapers also include wedding announcements, together with the name and address of the bride. Why not suggest to her father that he tape the entire wedding ceremony, whether or not the couple has a recorder? They can always buy a recorder at a later date, but a recording of the ceremony must be done at the time.

There are other places to look for business—your existing customers, for example. Some of them are members of the groups listed

above. Others may want to borrow a tape recorder or a console for some personal reason. Let them know that these items are for rent—through a notice to those on your mailing list, and by mentioning it to those who come into the store. Your mailing list should contain the names of doctors, dentists and the leading businesses in your area. These men can use tape recorders in their work in a number of ways. Many of them can also use background music—even if it's nothing more elaborate than a table FM radio tuned to a background music service.

Rental Fees

There are any number of ways to fix rental fees. Some dealers have a flat rate of \$10 or \$15 per day for a tape recorder or phonograph, regardless of selling price or make. Others take a percentage of the selling price—usually about 10 per cent for items up to \$150, 5 per cent for more expensive items—as a daily rate. Weekly charges should be substantially less than renting by the day—perhaps four times the daily rate. In fixing your rates, remember that if you sell the equipment, the customer will expect a discount. Make sure that you charge enough in rental to cover anything you'll have to give away to sell a piece of used equipment.

A wise policy in fixing the fee is to allow the customer to apply his entire rental fee toward the purchase of the equipment, in the event he decides to keep it. Such a technique may well convert rentals to sales, and costs you nothing.

Rental does not normally include delivery, and unless you're

(Continued on page 16)

Jensen Hikes Needle Drive

CHICAGO — Audio accessory dealers are being confronted with a new "Mon-ster" as Jensen Industries swings into the first stages of a special promotion to push sales of their diamond and sapphire needle products. The name is being applied to special needle kits and is drawn from the first syllables of "monaural" and "stereophonic." The special promotion will last through February 1 and will include something like 90 per cent of the Jensen needle product line. Kits are composed of mono and stereo needles that are packaged in all-sapphire and all-diamond groupings. They will be sold at special low prices to dealers.

DENVER TRADE EYES '61 SHOW

DENVER — The city's audio dealers are enthusiastically considering another hi-fi show for 1961, following the success of their November 25-27 fete at the Albany Hotel here with 14 exhibitors and some 7,000 attendance.

Backing for the November conclave came largely from the dealers themselves plus a scattering of manufacturers and their representatives. Norm Murfield, who produced the show, indicated that stereo tape appeared to be the prime drawing card at the consumer level.

The recent local show was staged by Denver retailers late in the year as an informal protest against the failure of any national hi-fi organization coming into the area.

Smollin Outlines Record Process

NEW YORK — Alvin Smollin, of Allied Record Manufacturing, gave an account of the record manufacturing processes from acetate to finished product at the first winter technical meeting of the Audio Engineering Society, which was held this past Thursday (15). Smollin took into account all the different facets of record manufacturing from the initial master to the disk that appears on the market. He touched upon the making of studio tapes, masters and the disk that appears on the dealer's shelf.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Sales Scoreboard A Selling Incentive

By ROBERT LATIMER

Continually posting all sales figures for every salesman in the store, including daily totals, weekly totals, the individual average for the week, and accumulative averages, is a simple way to step up selling efficiency, according to John Newboldt, of Broadway Music, big record and stereo equipment dealer in Salt Lake City.

Since no man wants to be low man on the sales totem pole, Newboldt posts a tote sheet on a bulletin board in the business office at the rear of the store.

How It's Done

In the upper left-hand corner the form gives the "Individual Amount for the Week." Below is the "Individual Average for the Week." In the upper right-hand corner is the "Accumulative Total Sales Figure" and in the lower right, "Accumulative Average Sales" since the same date of the week before.

A typical week's bulletin shows

individual sales for a week ranging from \$129.72 for one salesman, to \$551.06 for another. (One entry of only \$17.13 covers a salesman who was assigned to custom installation for all but one afternoon of the week.) Under individual averages, daily sales per man extend from \$49.12 to \$91.84. Under accumulative sales, since a new sales period was launched on the 19th of September, figures ranged from \$1,854.95 to \$2,887.40. Posting still another entry, in the form of the accumulative average since September 19, 1960 (this bulletin appearing at the end of the first week in November), one salesman showed \$180.49 average sold daily for 16 days, one \$154.68 for 18 days, another \$109.11 for 17 days, another \$107.17 for 7 days, and another \$99.45 for 22 days.

"The figures take into consideration the actual opportunity for sales which each person had," Newboldt said. "Since we do a lot of outside installation, the salesman, naturally, is not on the floor, to build his actual accumulative sales. This doesn't affect his individual average for a week, or the accumulative average, so that a man who apparently is selling the lowest amount in one column may very well turn out to be the top man from the standpoint of the average sales which he has accomplished per day on the sales floor."

In posting each bulletin Newboldt always adds a remark or two, indicating how a salesman's average has jumped from No. 4 on the list to No. 3 on the list, in a single week; how an average sales figure has grown for a new employee, as he gains selling proficiency, etc.

Builds Incentive

The store regularly pays bonuses for extra sales effort, basing them on all four of the headings listed above, with both the stimulation of a possible bonus, and a desire to keep their names at the top of each list, salesmen "dig in" much more strenuously than if they didn't know where they stood sales-wise, as individuals, and as a group. "Since we started the system, every salesman has been at the top of every list at least once, and whoever falls to the bottom, is, of course, moved to get 'on the ball,' and build up his standing, even from the standpoint of actual cash sales for any given day, or from the unit average which he scores, even though he may have limited selling time. The system lets us pay bonuses, cash rewards, etc., without creating prima donnas or 'scars'—always a discouraging situation in any kind of saleswork."

Broadway Music, headed by three young men, in their late 20's, did a volume of more than \$250,000 last year, has a staff of 15 employees, and covers the entire record and stereo field. Aggressively merchandised, with direct mail, radio advertising, newspaper advertising, personal calls, and many other avenues, the store moved from its first-year location to the largest stereo and record dealership in the state, in September.

Omegatape Bonus

Continued from page 3

making his selection, the customer returns the box and \$2 to the dealer. The dealer keeps 75 cents and sends the order form and \$1.25 to Omegatape. Latter sends the bonus tape directly to the customer.

A wide assortment of dance, background and stereo percussion music is included in the assortment of both the 60-minute and 30-minute lists. Offer is good until January 31.

NEW SALES REP FOR ADMIRAL

CHICAGO — Henry Goldsmith, pioneer in hi-fi and audio promotion, has joined Admiral Corporation here as a sales representative for the commercial electronics division.

Goldsmith, who started Rigo Enterprises' nationwide series of hi-fi shows in 1955, was at one time the exclusive promoter of hi-fi shows nationally. His series included over 20 shows, running from coast to coast. The venture was dropped in 1960.

Cap Gives Phono Wing Bigger Role

HOLLYWOOD — Capitol last week elevated its phono operations to the full status of a division of Capitol Records, Inc. Such facets of the phono operations as design, engineering, manufacture, and marketing, heretofore scattered in various sectors of the company, will now be organized under the newly formed Home Instruments Division. This comes under the wing of CRI Administrative and Finance Veepee Dan Bonbright, with Bud Schuster to serve as the division's general manager. Schuster, who now reports to Bonbright, formerly served as Capitol Records Distributing Corporation's veepee in charge of distribution.

Bonbright told The Billboard that the division will be in charge of other home instruments which may be introduced in the future in addition to Cap's console and portable phonos. Bonbright refused to indicate what other instruments the firm is contemplating.

Schuster's newly named home division exec staff includes national sales manager, Oris Beuchler; Manufacturing Department Director Bill Mathis; Merchandising Director Wally Powell, and Administrative Services Director Richard Zuchowski. Mathis will headquarter at Capitol's chief manufacturing base in Scranton (Pa.). Others will headquarter at the Capitol Tower here.

Rentals May Up Sales, Traffic

Continued from page 15

set up to make deliveries, it's not a good idea to offer. In the case of large equipment, some form of shipping is obviously necessary. Let your customer make the arrangements, and let him pay whatever charges may be necessary. Becoming involved in shipping and delivery can eat up whatever profit you might make on the rental, and in addition may take up valuable time on your part. With smaller items such as tape recorders, loudspeakers, amplifiers, record changers or portable phonographs, the customer should be able to pick up and return them himself.

If you're renting public address equipment or some types of audio equipment, it may be necessary for a member of your staff to set up the equipment, perhaps even operate it during the rental period. You'll have to charge for his time, of course—and the charge should be made at a straight hourly rate from the time he leaves your shop until the time he returns. If a rental involves this expense, be sure to mention it to the customer in advance, giving him as accurate as possible an estimate of the total cost.

Selling Used Units

You can sell the equipment once it's been used, but, as we've indicated, it should be at a special price. Your best prospect is the man who rented it. If he's satisfied and can afford to buy, you

should have no trouble making a sale. Other possibilities are those who have heard the equipment or seen it in use. When renting equipment, it's wise to request credit either on the program of the group using it, or through the use of placards on the equipment itself. This free advertising reminds people that they're hearing audio equipment, and that you sell it. It's something like a free public demonstration.

In computing a price, use the same formula you would for computing the sale price of a floor demonstrator—but bear in mind that the price you get, together with the rental you've charged, must equal or exceed the price you'd get for the piece if it were new.

Equipment has become increasingly popular in most areas of the country, together with the increasing popularity of background and dance music, the use of electronic business aids and the upswing of interest in serious music listening. You can take advantage of it without adding a single item to your existing inventory—and now's the time to do it.

Fidelitone To Debut Tape Heads

CHICAGO — Fidelitone, following successful introduction of its quarter-track magnetic tape recording and playback head to manufacturers, is now eyeing the consumer market. The firm has indicated it will introduce a tape and playback head, along with a companion magnetic erase head early in 1961.

W. R. (Bill) Anton, vice-president of Fidelitone, said the firm was experimenting with new sales and merchandising techniques. Fidelitone has previously sold phonograph needles and record accessories to the consumer trade. Anton added that Fidelitone would also enter the export market with its product.

Magnavox Shows Gain

NEW YORK—While sales of its consumer products remained approximately the same, the Magnavox Company announced that its gain in government and industrial electronics divisions were responsible for a 17 per cent increase in sales for November of this year as opposed to the same period last year.

Frank Frieman, president of the company, said that there has been tremendous upsurge in consumer items since Thanksgiving in the sales of the firm's TV and stereo phonograph sets.

CINCINNATI—Don McCarty, former program director at WSAI here, returns to the station in the same capacity January 2. He returns to Cincinnati after 18 months as program director-operations manager of WTVN, Columbus, O. Bob Stone, who has been acting program director at WSAI, is being transferred to the station's all-classical FM Heritage Music operations.

royalty guarantee in the contract, saying "it is significant that the guarantee is in one sum, not specifically allocated to the individual members of the group."

Summing up, the court said "there is no language obligating the plaintiff to perform in his individual capacity, nor is there any language restricting him in his individual capacity."

3M Halting Merger With Warner-Lambert

CHICAGO — Action aimed at merging Minnesota Mining and Manufacturing Company and Warner-Lambert Pharmaceutical Company, has been halted, pending clearance from the U. S. Department of Justice.

In a joint statement, William L. McKnight, MMM board chairman, and Elmer H. Bobst, Warner-Lambert chairman, said they have requested the government to investigate the proposed combination before the firms take further action.

"Realizing that any action by the department subsequent to the actual joining of the two firms could result in lengthy litigation, we decided to ask the department for clearance before taking final action," McKnight and Bobst said.

Group Pact Isn't Binding

Continued from page 3

Williams was leaving the Platters and would be replaced by Sonny Turner.

Williams was told that he could not perform with any other group during the existence of the Mercury pact. Williams had agreed to continue recording with the Platters for Mercury, so the only legal question was whether he was free to perform individually with another company.

In granting the judgment, the court noted that the recording contract began, "Recording Agreement, Mercury Record Corporation," giving rise to the assumption that the defendant (Mercury) drafted the contract, and that the "contract should be construed most strongly against the defendant."

The court said that use of the name, the Platters, throughout the contract, showed that the "defendant intended to contract with the group, not with the individual members," despite the fact that each of the five members of the group were identified in the contract.

"Had the parties intended this to be a contract for the individual services of each member of the group, they would have specifically so stated. Nowhere in the contract

is found any language which could be construed as binding Williams individually."

The contract called for a minimum of 18 phonograph record sides during each six-month period, and the court noted "It would be impossible to divide 18 records to be recorded among the five individual members of the group. It obviously," said the court, "refers to 18 sides to be recorded by the group."

The court added that at one time, Williams, as well as another member of the group, Paul Robi, had had solo performance contracts with Mercury, and that "the defendant recognized the dual artistic talents of the plaintiff (Williams) and is now estopped in denying the construction it (Mercury), itself, placed on the contract."

The court says the "law is clear that in construing a contract, the courts will look to and adopt the interpretation which the parties themselves have placed upon it," and that by repeatedly mentioning the Platters as a collective group throughout the pact, it was apparent that it was the intention of the parties to contract only for the services of the group.

The court also mentioned the

on 20th FOX

ALL YOU HEAR IS BEAUTY

this wouldn't squeeze by Walter Alshuk!

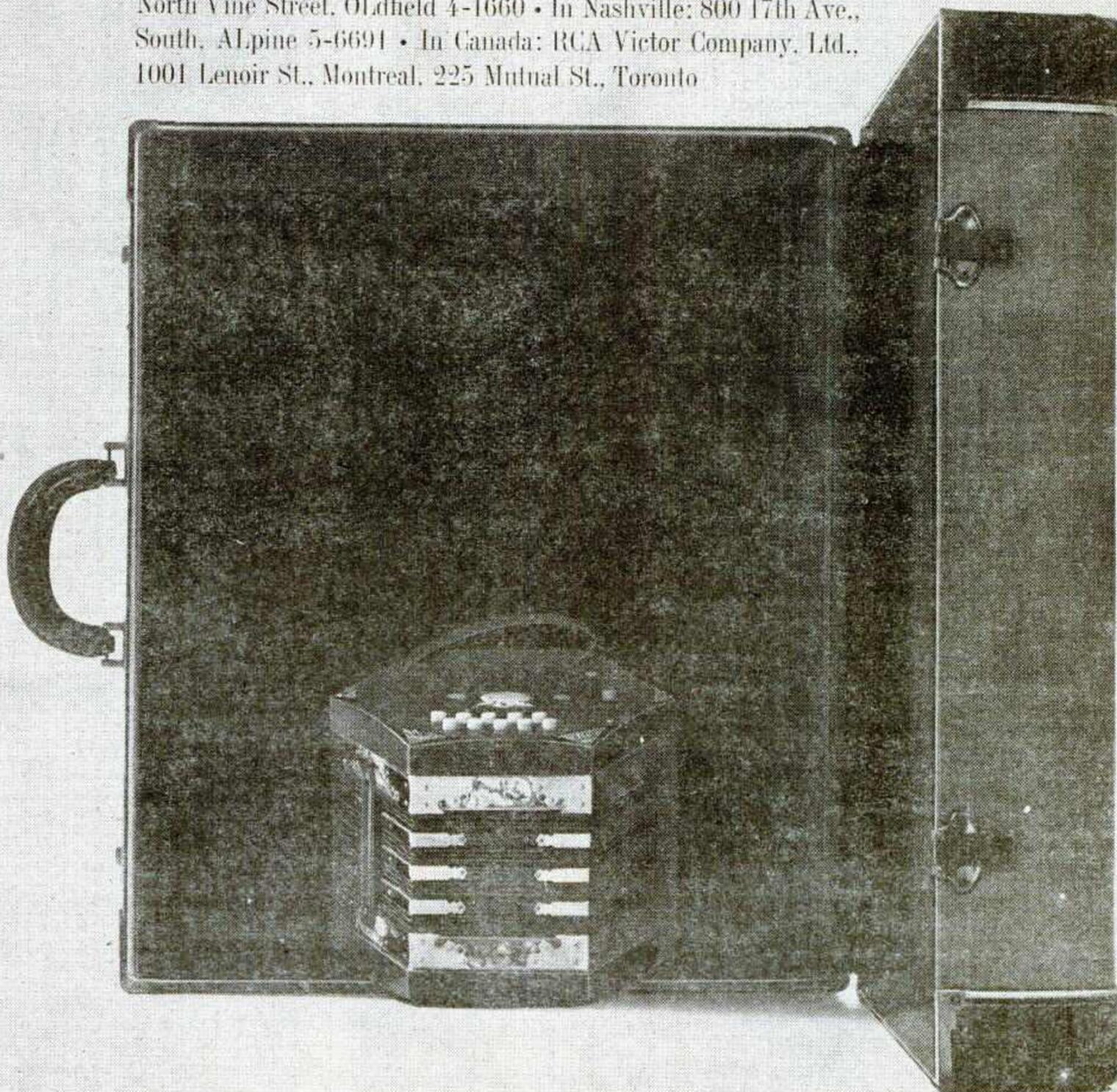
Absolutely no misfit work for "indies" of the record business, is the order from Walter Alshuk. Like all RCA Custom men, Walter delivers accurate work through careful, personalized Custom service. He follows through on every job—from placing the order in the studio to auditioning the completed master.

"Indies" get use of the latest electronic equipment for stereo and monophonic recording, re-recording, editing and mastering—because all four strategically located RCA Custom studios have been ideally re-built and re-equipped.

Your RCA Custom sales representative is always glad to discuss your record needs and answer your questions. Why not call or write for details? Do it today.

RCA CUSTOM RECORD SALES

In New York: 155 East 24th Street, MUrray Hill 9-7200 • In Chicago: 445 N. Lake Shore Drive, WHitehall 4-3215 • In Hollywood: 1510 North Vine Street, OLdfield 4-1660 • In Nashville: 800 17th Ave., South, ALpine 5-6691 • In Canada: RCA Victor Company, Ltd., 1001 Lenoir St., MontreAl, 225 Mutual St., TorOnto



VOX JOX

By JUNE BUNDY

CHURCH HOP: Father Emery is attracting teen-agers to St. Michael's in Brooklyn, with regular record hops, which draw about 2,000 kids every Friday night. A couple of weeks ago, TV deejay Clay Cole, WNTA-TV, Newark, N. J., visited the hop, and brought along a flock of record artists. Other disk names who have made personal appearances at the hops include Annette, Brian Hyland and Neil Sedaka. Father Emery needs records for his library and is also happy to have platter stars drop in at the hops in person.

MORE YULE STUNTS: Bob Powers, who recently moved from WGST, Atlanta, to WYDE, Birmingham, introduced himself to WYDE's afternoon dialers by giving away \$5 every hour to the first person who called when he played a Christmas record. Powers, incidentally, reports a "dire need" for LP's. . . . Bill Sanders, WDXB, Chattanooga, is giving away 10 overseas calls to servicemen on Christmas Day. A drawing (from names of local overseas G. I.'s and their families) was held on Thanksgiving. Sanders' station is bypassing the usual holiday give-away promotion this year. Instead, WDXB is distributing Christmas food baskets to the "25 neediest families." Names of the "neediest" are not used on the air.

Chicago Station WAAF is making its listeners a present again of a noncommercial schedule on Christmas Day. The outlet will feature Christmas music and stories uninterrupted by commercials. Deejay patter will be restricted and hourly news broadcasts cut from five to three minutes. . . . Deejays at KDKA, Pittsburgh, are conducting their annual "Penny a Month" campaign for Children's Hospitals. Listeners are asked to send contributions of 12 cents—1 cent for each month of the year. The stunt—part of The Pittsburgh Press Old Newsboys drive for crippled children—has drawn nearly \$18,000 over the past two yule seasons.

GIMMIX: Dub Murray, promotion manager-deejay at KLUE, Longview, Tex., stages a weekly "Name It and Claim It" marathon. . . . Al (Jazzbo) Collins, KSFO, San Francisco, emceed a special 90-minute program at KLGH, Letterman Hospital, December 7. The closed-circuit station is operated by two G. I.'s for Letterman's 840 patients. . . . Raoul Gripenwaldt, music critic of The Santa Monica (Calif.) Evening Outlook newspaper, covered the opening of the San Francisco Opera Company season in Los Angeles, via helicopter, to circumvent the journey through traffic from Santa Monica to L. A. The trip—at least 45 minutes by car—took 10 minutes.

PROGRAMMING TIPS: Deejays should study Tennessee Ernie Ford's January 5 NBC-TV show for a good programming tip. Ford will salute "American men whose names have been perpetuated in song." Line-up will include "Davy Crockett," "Jesse James," "Steamboat Bill," "John Henry," and "Casey Jones."

CHANGE OF THEME: Bob Robin, ex-WGHQ, Kingston, N. Y., has moved to WAMS, Wilmington, Del., in the 9-midnight slot. . . . Volney Lamb Jr., is new program director at WIRL, Peoria, Ill. . . . Al Rohla, recently discharged from the Army, has replaced Paul Junior, at WWOW, Conneaut, O. Rohla formerly worked for KRAH, an AFRT station and for KSBK, a commercial station broadcasting in English from Okinawa. Bob Allen, manager-program director of WWOW, notes that the station recently "made a slight alteration in format—swinging from near complete 'Top 40' to a better balance along the lines of middle-of-the-road programming."

Another format change took place in mid-October, when WCWU, WCUE, Akron, O., switched from "Top 40" to a "Million Dollar Music" schedule, described by veepee-station supervisor Bill Clark as "Carefully programmed concept of middle-of-the-road pops with accent on gold records." At the same time, the following staff changes have taken place at WCUE: Bob Martin, recently released from active duty with the U. S. Army, is in the early morning spot; Mark Scott, ex-WADC, Akron, O., handles the 9 a.m.-noon and 3 p.m.-sign-off segs and longtime WCUE jock Chick Watkins is in the noon-3 p.m. time period.

Ray Curtis, veteran KPHO, Phoenix, Ariz., deejay-production supervisor, was appointed chief announcer for that outlet. . . . Nick Barry, co-manager of WTIG, Massillon, O., has resigned from that station to join the Member Service Department of the Radio Advertising Bureau of New York City. . . . Action Records and Argo Records are co-sponsoring "Jazzville, U.S.A." emceed by Reggie Lavong on WRFM, New York, on Saturdays from 4 to 6 p.m. Ralph Petti, operations manager of KROY, Sacramento, has joined T. R. Productions, as assistant to prexy Ted Randal. T. R. Productions acts as programming consultant for 30 radio stations in the U. S. and Canada. Petti will continue his chores at KROY.

TEXAS: Joseph R. Fife, manager of KYOK, Houston, has been named a veepee of the O.K. station group. . . . Bob Murphy has rejoined KONO, San Antonio, in the mid-night-to-dawn time slot. . . . Dan McGraw will replace afternoon soap operas on KRLD, Dallas. . . . New all-night jock at KILT, Houston, is Bill Slater, formerly with KTRK-TV. Bill Vance has moved to the 7 p.m.-midnight segment at KILT, succeeding Dennis James. James has resigned to become program director of KICN, Denver. . . . Paula Reese is emceeding a new show "Just Between Us" on KXYZ, Houston, from 9:05 to 9:20 a.m. The program integrates household hints with music.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Charles' Follow-Up Disk Scores on Promo

Jimmy Charles was born in Paterson, N. J., the oldest child in a family of four. He began singing in his church choir at the age of 11.

The young singer was always in demand for church and civic affairs and at the age of 16 he won the New York's Apollo Theater Talent Contest for four consecutive weeks. Charles' uncle, convinced the boy had a singing career ahead of him, brought him to songwriter Phil Medley. Medley agreed and penned "A Million to One," a solid chart maker, especially for Jimmy Charles.

The Promo recording artist now has a follow-up wax called "Age of Love," that looks like it will steadily climb the chart.



Snyder's Percussion LP's Solid Sellers on Charts

Terry Snyder started playing drums when he was in high school. He went to work at 16, playing with such name bands as Paul Whiteman, Jimmy Dorsey, Benny Goodman and others.

In 1940, Snyder returned to New York, got married, and settled down at radio Station WNEW as featured vibie and drum player. In 1943 he joined Perry Como, an association which still exists.

Snyder came to believe that percussion should play a more important role in music. Through these musical experiments he developed his "Persuasive Percussion" sounds on the Command label that have become such big selling LP's.

Recently Snyder signed with the new Ultra Audio label, a record company designed to primarily utilize sound. His new LP on U. A., "Mister Percussion," should be another big album for him.

YESTERYEAR'S TOPS—

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

DECEMBER 24, 1955

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

DECEMBER 23, 1950

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

MUSIC AS WRITTEN

New York

MANUFACTURER NEWS: New addition to the Big Top promotional staff is "Pokey," the polka dot clown. "Pokey" is actually a 24-inch stuffed clown, who reports to Danny Davis, national promotional manager for Big Top, and "Pokey" will represent the firm at trade functions as well as visit jockeys. . . . Caedmon Records is issuing its fourth album in its series of Shakespeare recordings in January. Fourth album is "A Winter's Tale" and it will feature Sir John Gielgud and Peggy Ashcroft. . . . Danny Davis of Joy Records (not related to Danny Davis of Big Top) has purchased a master from publisher George Wiener and cleffer Johnny Brandon. Disk features singer Willie Hawkins. . . . Roulette Records will cut an album with Jackson Teagarden live at the Tidelands Club in Houston, December 19. . . . A number of labels won French Grand Prix Du Disque awards this year. Capitol Records won one for its three-LP waxing of "Carmen," and another for its Samson Francois waxing of Ravel's "G Major Piano Concerto" and the "D Major Piano Concerto for the Left Hand." RCA Victor won one for its Soria series recording of the Berlioz "Requiem." France makes her annual awards to noteworthy new recordings of French works, French artists, or recordings made in France. . . . Meanwhile the Hot Club of France awarded a Grand Prix Du Disque De Jazz to an Everest recording by the Jo Jones Trio, as well as one to the same label for the best jazz soloist record of the year for its Charlie Shavers' LP. Everest also picked up a Grand Prix for its album of Lili Boulanger's works performed by the Lamoureux Orchestra.

TALENT TOPICS: Bob Newhart embarks on his first concert tour in January. He will play one-night stands in Canada, Oregon, California and Arizona. Newhart is now at Mr. Kelley's in Chicago until January 1. . . . The Platters will play night clubs, theaters and auditoriums in Mexico through December. . . . Adam Wade opens at the Celebrity House in Pittsburgh December 19. . . . Lillian Briggs opens at the Holiday House in Pittsburgh January 2. . . . A new club, Joe Howards Place, opened in New York last week. Current attractions are Pat Paterno and Donna Lee plus Louis Metcalf's Combo. . . . A new jazz room in Gotham, the Tack Room, opens December 19. . . . The Modern Jazz Quartet was featured in a concert at Carnegie Hall in New York, December 14, and at New York University on December 17. Meanwhile John Lewis of the MJQ has penned the forthcoming Art Farmer-Benny Golson Jazztet date on Argo. . . . Milton Karle, vet promotion man, has added Ivan Mogull's music firm as a client. . . . The Maynard Ferguson ork will play New Year's weekend at the Red Hill Inn in Pennsauken, N. J. . . . Jerry Vale plays the Shell House in Long Island on New Year's Eve. . . . Horace Silver and his combo will be heard playing at the Jazz Gallery in New York starting January 3. . . . Gene Krupa is recovering nicely from his recent heart attack. He will leave Michael Reese Hospital in Chicago by Christmas. . . . The Cannonball Adderly Combo opens at Baker's Keyboard Lounge January 16. Bob Rolontz.

Chicago

MANUFACTURER NEWS: Dorothy Deere leaves her public relations post with Mercury to concentrate on feature writing assignments and several free-lance public relations accounts. Her successor is Steve Schickel, a music and publishing veteran, who among other things, has been record editor for The Chicago Tribune, deejay for three years on WGN, free-lance promotion man, music and coin reporter for The Billboard, and even a recording artist with releases on Mercury and Foremost. . . . Ewart V. Abner Jr., unable to attend last week's initial meeting of NARAS at the Ambassador West, was nevertheless elected in absentia to the group's executive committee—a real tribute to his standing in the industry.

Pinnacle Recordings, a new label, has been formed by Franz Jackson, a regular on the Thursday night scene at Jazz Ltd. with his Dixieland Original Jazz All-Stars. Jackson will use the label as a springboard for national distribution of his own waxings. . . . Bob Budler, who writes Record Roundup, syndicated nationally by The Copley News Service, has resigned his post as city editor of The Aurora Beacon-News. He'll join Thor Power Tool Company, Aurora, Ill., as public relations director.

Soma Records, headed by Amos Heilicher, Minneapolis, is pressing several new releases, including sides by the Kidney Stone Trio, "100 Years From Today"; the 5 Spots, "Black Rock"; Billy Samuels, "Stompin' The Blues," which incidentally, has never been put on wax before, and "I'm Glad There Is You." Soma also plans a new Fendermen disk shortly after the Christmas rush. . . . Among RCA Victor record division brass in town for the label's Midwest meeting here last week at the Ambassador were George Marek, vice-president and general manager; Bob Yorke, vice-president in charge of the creative department, and Jack Burgess, merchandising vice-president. . . . Charley Cole, scion of the late M. M. Cole music publishing family, re-enters the music business with his own label, Cole International, whose first releases will be sacred music. Arnold Records is distributing here. . . . Ralph Bass, the Chess a.&r. exec, married Shirley Hall Saturday (17) in Chicago.

TALENT NEWS: Peggy Lee gets a music salute tonight (19) on Sig Sakowicz's "Sig's Show," WGN, 11:05 to midnight. . . . Irwin (Professor) Corey, currently at The Playboy with thrush Bertice Reading, is doing an art-type short movie with Arch Obler in Toronto, December 28-January 9. Irwin plays the part of an insurance actuary who sees a book of statistics showing that the average man has had affairs in his life with three women. Irwin spends the movie trying to be average, never quite succeeding. The wind-up has a moral gimmick.

Finis Henderson, talent co-ordinator for the Urban League Jazz Festival here last fall, is working on a tribute to Martin Luther (Continued on page 20)

Walk a mile for Camelot?

Nay, not when MGM has Ye Big Album. Art a Thinking Man? Consider then Ye Facts: Orders Pouring in like Crazy ...People pouring Out with Albums like Crazy. Ye MGM Sales Department greeteth One Another with "Merry Camelot" instead of you-know-what. And Why Not, Sir Man? Does Not ye Album truly Make It? Ye Big Lush Sound...Ye Big Lush Score...not to mention Ye Saleability. Good Knight!



Ye Mono Numeral is E3916
Ye Stereo Numeral is SE3916
(Why not Order forthwith?)

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

IN THIS ISSUE! Your Winter Programming and Top Talent Guide, announcing the winners of Billboard's 12th Annual Disk Jockey Poll, is contained in this issue... pull the section out for ready programming information. Frank Sinatra has again been voted Favorite Male Vocalist of 1960 and Most Played; Ella Fitzgerald was selected Favorite Female Vocalist and Connie Francis, Most Played. The complete list of winners can be found in the slick-stock pages.

TONY BENNETT: The word from Columbia Records' artist Tony Bennett is Follow Me, his newest single from the Broadway musical Camelot. Tony gives it a winning rendition aided by Glenn Osser and his orchestra. Flip is a fine oldie, Ramona. Born Anthony Dominick Benedetto in Long Island City, N. Y., he will open at the Copa in N. Y. C. January 5 for a two-week engagement.

JIMMY CHARLES, who scored with A Million To One, is on the scene with a swingin' release, Age For Love b-w Follow The Swallow. The young man from Patterson, N. J., also has a Christmas offering, I Saw Mommy (My Baby) Kissing Santa Claus b-w Santa Won't Be Blue This Christmas and A Little White Mouse Called Steve b-w Xmas-ville U. S. A., on Fromo Records.

BIRTHDAYS OF THE WEEK: Dec. 22, Hawkshaw Hawkins, Andre Kostelanetz. Dec. 24, Cab Calloway, Ralph Marterie. Dec. 25, Tony Martin, Little Richard.

BOBBY DARIN, newly married Bobby Darin that is, turns up on Billboard's Hot 100 this week as a fast climber with his Atco release, Christmas Auld Lang Syne. Bobby ends his engagement at the Latin Casino, Merchantsville, N. Y., early this week and heads for an opening at the Deauville Hotel, Miami Beach, December 23.

TOMMY EDWARDS, M-G-M recording star, will perform his latest wax, Suzie Wong b-w As You Desire Me, during his stint at the Town House in Pittsburgh, December 23 through 31. Tommy hit the million-seller list with It's All In The Game.

CONNIE FRANCIS: The story of Connie Francis, the nation's top girl vocalist and the hottest entertainer in show business today, is well illustrated in an eight-page section in the Winter Programming & Talent Guide, the slick-stock pages of this issue. You'll want to keep it as a reference on the girl you deejays voted Most Played Female Vocalist in 1960. Just turned 22, Connie's home town, Newark, N. J., paid tribute to her this month with a "Connie Francis Day." She will appear on Perry Como's TV show December 28 and folk in the Philadelphia area can see her perform at Sciullo's, January 19 through 28.

JONI JAMES comes through with a fine performance of the current instrumental hit, My Last Date (With You). Billboard rates it a Spotlight Winner. Flip is the standard, I Can't Give You Anything But Love. Joni opened at the Caribe Hilton Hotel, Puerto Rico, January 10-18.

BUDDY KNOX, the singer who holds degrees in Psychology and Business Administration from West Texas State College, appears on Billboard's Hot

100 this week with his first since signing with Liberty Records, Lovey Dovey.

ROD LAUREN: Born in Fresno, Calif., on March 26, 1940. Rod Lauren never dreamed of being a singer. His first love was acting, and his parents' intention was for Lauren to become a dentist. Currently, Rod is one of the most promising singers at RCA Victor, and his movie career is off to a flying start. Latest release from RCA is a swingin' album titled I'm Rod Lauren. He is presently performing at the Sahara Hotel, Las Vegas, till December 22.

MICKEY & SYLVIA: "They Never Sounded So Good!" is the way Hugo & Luigi (RCA Victor's production team) feel about the new release of Mickey & Sylvia. It's titled What Would I Do, a bright r.&r. ditty with solid backing. Flip is This Is My Story, an old r.&b. hit chanted with sincere effectiveness by the team.

ELVIS PRESLEY finds himself in a new milieu via his new album, His Hand In Mine. This is in the spiritual-gospel field. Presley lends his warm, reverent, deep down tone voice to His Hand In Mine, I'm Gonna Walk Them Golden Stairs. He is ably assisted by his familiar vocal sidekicks, the Jordanaires.

FLOYD ROBINSON has a cute novelty tune in his latest for RCA, Out Of Gas. Writer is Johnny Loudermilk, well-known Nashville musician. Flipside, The Magic Lamp, is handled with verve and feeling and was penned by Floyd.

BOBBY RYDELL, a consistent hit-maker, has collected his biggest hits and put them on LP, Bobby's Biggest Hits, on Cameo. Selections include Kissin' Time, Swingin' School, Sway, Volare, Ding-A-Ling, Wild One, We Got Love, etc. Bobby will play the Brooklyn Paramount Theater, December 23, 25 and January 1.

DAVID SEVILLE AND THE CHIPMUNKS are around again this Christmas with a winning effort, Rudolph The Red-Nosed Reindeer, a Star Performer on the Hot 100 this week.

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

Rudolph has never been done in quite this way before and the clever novelty treatment makes it a good contender as the holiday disk of the year.

BILLY VAUGHN, musical director for Dot Records, was elected Most Played Band in Billboard Deejay Poll covered in this issue of Billboard. He is represented on Billboard's Top LP Chart with Theme From A Summer Place, a steady climber. His latest single is Theme From The Sundowners b-w Old Cape Cod, both are done in the usual melodic sweet-stringed instrumental Vaughn treatment.

ADAM WADE will receive his award plaque for having been selected Most Promising Male Vocalist of 1960 in Billboard's Poll on "Saturday Prom" on NBC-TV December 24. The Pittsburgh-born singer is represented on the Hot 100 with Gloria's Theme, a climber. Coed is the label.

PROMOTION DAYS & WEEKS: December 21 winter begins at 3:27 p.m. Eastern Standard Time. It's also Forefathers' Day... observed mainly in New England in commemoration of landing at Plymouth Rock on this day in 1620. December 25 is Christmas Day.

The entire staff of The Billboard and your humble writer wish you A

MERRY CHRISTMAS AND PROSPEROUS NEW YEAR.

Tom Rollo.

THIS WEEK'S NEW Money Records

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

SINGLES

DON'T READ THE LETTER—Patti PageMercury

ALBUMS

CAMELOT—Ornadel and the Starlight Symphony OrchestraM-G-M

CAMELOT—Broadway CastColumbia

HIS HAND IN MINE—Elvis PresleyRCA Victor

WORLD OF SUZIE WONG—Sound TrackRCA Victor

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

MUSIC AS WRITTEN

Continued from page 18

King Jr., at New York's Carnegie Hall, January 27, with the bill to feature the so-called "Sinatra Clan": Frank Sinatra, Sammy Davis Jr., Peter Lawford, Joe Bishop and Dean Martin. . . . Shecky Greene, another in a long line of comics who started in Chicago, returned to the Windy City last week, guested on Johnny Quinn's WSBC-FM show from the Delaware Towers, and signed for a July 10 date at Mister Kelly's. . . . Quincy Jones brings his big 18-piece band into the Birdhouse, Wednesday (21). . . . Miles Davis is slated to open at the Cloister, the following Monday (26), playing thru New Year's. Nick Biro

Cincinnati

TALENT TATTLES . . . Will Mercer, currently entertaining with his folk-song crooning to his own banjo accompaniment at the Sheraton-Gibson Hotel's Yeatman's Cove here, cuts his initial session for Capitol Records soon. One item up for consideration is an album of folk songs, the package to be pitched at the Sheraton chain of hotels coast to coast. Mercer is presently on leave from the Sheraton-French Lick Hotel, French Lick, Ind., where he has been doubling as entertainer and promotion man. . . . Lee Records, local label, is netting considerable action locally with its recent release of Charles Martin's tune, "That's What I Like About Christmas," as waxed by Goble Pollock.

Jack Larson, who put in the last three months on club dates in the Pacific Northwest, arrived here Sunday (18) to work several radio and TV guest shots before departing for Nashville, where Friday (23) he cuts a Fraternity session at the Owen Bradley Studio. He will be accompanied on the Nashville jaunt by Fraternity prexy Harry Carlson and a.&r. man Ed Labunski. . . . Local 1, AFM, and Crosley Broadcasting execs have settled their differences over a new two-year contract involving 30 employees of WLW radio and television and which for a time threatened to break out into a strike. According to a union spokesman, settlement provides a pay raise and increased job security.

Fraternity Records this week issues its first rhythm and blues release, "Old Rockin' Man" b-w. "If You Were Mine," as done by a trio of 18-year-olds who bill themselves as the Charmaines (Marian Jackson, Irene Vinegar and Dolores Watkins). Ed Labunski, Frat's a.&r. man, did the arranging and directing on the session cut recently at the King Records studio here. Also, at King's Monday (12), Fraternity boss Harry Carlson and Labunski cut three r.&b. sides on Mary and King, popular Louisville club act. John Young, Louisville songwriter, sat in on the session. On Sunday (11), Carlson and Labunski were at the Owen Bradley Studio in Nashville to cut two sides with new talent, Marty Mack. . . . Bobby Bare waxes two sides for Fraternity at the United Artist studio in Hollywood this week under direction of Barry De Vorzan. Bill Sachs

Toronto

MANUFACTURER NEWS: Canadian Music Sales' St. Clair Low announces the first pressing of "Children's Crusade" by Gabriel Pirney on Beaver using the Mendelssohn Choir, the Toronto Symphony Orchestra conducted by Walter Susskind, has been sold out. The two-disk set sells for \$7.98 for both the stereo and monaural versions. Recording was done at a Massey Hall concert last spring. . . . Quality Records' Wray Rutledge will a.&r. with CKOC's Randy Ferris a session of teen-age songs by the Teen Lords of Peterboro at RCA's Mutual St. Recording Studio in the city. Top single will be "Restless One." . . . Whitey Haines, ad-pubster of Capitol, was snowbound in London, Ont., when he handled a p.a. there of Leonard Pennario who visited the Words and Music Store there. . . . Children's records are moving fast and furious, reports Canadian Music Sales. . . . RCA Records has brought out an LP with Toronto singer Wishart Campbell, "A Campbell Comes Home." Music background is provided by Lucio Agostino and album cover shows Campbell shaking hands with the Duke of Argyle. Campbell made special trip to Scotland to obtain picture and obtain special material for his album.

TALENT TOPICS: Canadians Carl Tapscott and Ivan Romanoff are hoping to replace the Norman Luboff Choir on Columbia. Both of the former have made recordings on Columbia for Frank Jones here. . . . Peter Appleyard has returned with his group to the Plaza Room at the Park Plaza Hotel after his sojourn in New York. . . . Ron Collier and his quintet went into the Town Tavern. . . . O'Keefe Center will have its first week with no booking following the appearance of Johnny Mathis there. Following the gap, the Mermaid company direct from England comes in with "Treasure Island." . . . Bill Butler and Frank Jones were Montreal-bound to push Butler's newest for Columbia, and were received with great success. . . . Johnny Mathis will be host to a number of Columbia dealers from all over the province when he appears at the O'Keefe Center. He will also be guest of honor at a party. Window posters and 10,000 postcards were distributed by Columbia dealers before Mathis' appearance here.

Toronto Musicians' Union elected J. Alan Wood president, replacing George Anderson, who's held the post for three years. Other officers are Sam Levine, James (Trump) Davidson, Bill Richards, Harry Burgart, Mickey Shannon and Lew Lewis. On the executive board are Bernie Rowe, Dalton Russell, J. A. Richardson, Albert Pratz, Anthony Gioseffito and Al Aylward. . . . Executive Secretary Norman Harris had a heart attack after the elections and is in Wellesley Hospital. Harry Allen Jr.

Nashville

Tree Music's exclusive writer, Bill Anderson, cut 16 demos on original songs at Bradley Studio last week. He also penned Jim Reeves' current hit, "I Missed Me," on RCA Victor. . . . Columbia's Don Law is escorting his mother about Nashville. She is on her first

Continued on page 168

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

This MILLION DOLLAR Promotion Means \$\$ For You

THEME FROM SWISS FAMILY ROBINSON

(My Heart Was An Island)

Written by Terry Gilkyson

A Romantic Duo-Piano Instrumental

with

Orchestra Conducted by **CAMARATA**

F-365



THIS MIGHTY MUSIC PROMOTION . . .

- . . . launched last night on full one-hour ABC-TV Network show over 170 stations
- . . . Walt Disney's biggest local TV spot campaign to date
- . . . weekly exposure on "Walt Disney Presents" network show through end of January
- . . . biggest newspaper and magazine publicity and advertising campaign yet
- . . . thousands of radio plugs for this beautiful theme via enormous DJ mailing and distributor in person promotion

Children's Records From Walt Disney's Swiss Family Robinson



12" LP Storyteller plus Music. The Greatest Adventure Story of Them All! Narrated by Kevin "Moochie" Corcoran.

Suggested retail price only \$1.98.
Disneyland ST-1907.



Musical Adventures with Monkeys, Elephants and Pirates on Disney Big Record. Four wonderful songs for the kiddies. Suggested Retail 49c.

Disneyland DBR-94.

★



Two Songs from Walt Disney's Swiss Family Robinson. Walt Disney Little Gem Record. LG-713. Suggested Retail 29c.

Buena Vista — and —

DISNEYLAND RECORDS

Burbank, California

FOR WEEK ENDING DECEMBER 25

The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	2	6. I. BLUES Elvis Presley RCA Victor LPM 2256	8
2	1	BUTTON-DOWN MIND OF BOB NEUHWART Warner Bros. W 1379	32
3	3	BUTTON-DOWN MIND STRIKES BACK Bob Newhart Warner Bros. W 1393	6
4	4	NICE AND EASY Frank Sinatra Capitol W 1417	18
5	5	STRING ALONG Kingston Trio Capitol T 1407	19
6	6	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II Assorted Artists RCA Victor LM 6088	8
7	15	THIS IS BRENDA Brenda Lee Decca DL 4082	5
8	8	EDGE OF SHELLEY BERMAN Verve MGV 15013	22
9	13	SAY IT WITH MUSIC Ray Conniff Columbia CL 1490	11
10	7	JOHNNY'S MOODS Johnny Mathis Columbia CL 1526	17
11	9	DARIN AT THE COPA Bobby Darin Atco 122	10
12	18	MEMORIES SING ALONG WITH MITCH Mitch Miller Columbia CL 1542	6
13	16	TWIST Chubby Checker Parkway P 7001	7
14	10	WILD IS LOVE Nat King Cole Capitol WAK 1392	8
15	22	THEME FROM A SUMMER PLACE Billy Vaughn Dot DLP 3276	35
16	19	MACK THE KNIFE—ELLA IN BERLIN Ella Fitzgerald Verve MGV 4041	15
17	11	GENIUS HITS THE ROAD Ray Charles ABC-Paramount ABC 335	11
18	14	REJOICE DEAR HEARTS Brother Dave Gardner RCA Victor LPM 2083	26
19	20	PAUL ANKA SINGS HIS BIG 15 ABC-Paramount LP 323	25
20	26	THE ALAMO Sound Track Columbia CL 1558	3

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21	12	BRENDA LEE Decca DL 4039	18
22	23	WEST SIDE STORY Original Cast Columbia OL 5230	7
23	24	KICK THY OWN SELF Brother Dave Gardner RCA Victor LPM 2239	17
24	25	KNOCKERS UP Rusty Warren Jubilee JLP 2029	7
25	21	SOLD OUT Kingston Trio Capitol T 1352	35
26	—	EXODUS Mantovani London LL 3231	1
27	17	BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis Columbia C2L17	10
28	—	BRAHMS CONCERTO Sviatoslav Richter; Chicago Symphony Orch./Leinsdorf RCA Victor LM 2466	1
29	27	MORE ENCORES OF GOLDEN HITS Platters Mercury MG 20591	6
30	33	LAST MONTH OF THE YEAR Kingston Trio Capitol T 1446	2
31	—	MERRY CHRISTMAS Bing Crosby/Andrew Sisters Decca DL 8128	1
32	29	SOLID AND RAUNCHY Bill Black Combo Hi Records HL 12003	5
33	—	FIORELLO! Original Cast Capitol WAO 1321	22
34	—	PERSUASIVE PERCUSSION, VOL. I Terry Snyder All Stars Command LP 800	32
35	—	WHY NOT Dayton Allen Grand Award 424	1
36	36	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller Columbia CL 1457	25
37	28	LAUGHING ROOM Woody Woodbury Stereoditties MW 2	26
38	30	MY NAME IS JOSE JIMENEZ Bill Dana Signature SM 1013	21
39	34	BEN-HUR Rome Symphony Orch./Savina M-G-M IEI	35
40	37	IRMA LA DOUCE Original Cast Columbia OL 5560	3

ESSENTIAL INVENTORY

(MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	3	THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	53
2	2	INSIDE SHELLEY BERMAN, Verve MGV 15003	87
3	1	ENCORES OF GOLDEN HITS, Platters, Mercury MG 20472	41
4	4	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133.138	
5	7	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160.127	
6	6	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	59
7	8	MY FAIR LADY, Original Cast, Columbia OL 5090	246
8	5	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. I, Assorted Artists, RCA Victor LM 6074	56
9	9	SOUTH PACIFIC, Original Cast, Columbia OL 4180	341
10	11	FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	97
11	10	ITALIAN FAVORITES, Connie Francis, M-G-M E 3791	46
12	16	KINGSTON TRIO, Capitol T 996	79
13	14	GIGI, Sound Track, M-G-M 3641 ST	129
14	12	HEAVENLY, Johnny Mathis, Columbia CL 1351	66
15	23	FAITHFULLY, Johnny Mathis, Columbia CL 1422	49
16	21	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	143
17	13	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	101
18	15	KINGSTON TRIO AT LARGE, Capitol T 1199	79
19	24	THE MUSIC MAN, Original Cast, Capitol WAO 990	147
20	17	HYMNS, Tennessee Ernie Ford, Capitol T 756	170
21	18	OUTSIDE SHELLEY BERMAN, Verve MGV 15007	56
22	—	OKLAHOMA, Sound Track, Capitol SAO 595	216
23	—	OLDIES BUT GOODIES, Assorted Artists, Original Sound S-001	65
24	19	KING AND I, Sound Track, Capitol W 740	207
25	25	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	68

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1	NICE AND EASY Frank Sinatra Capitol SW 1417	17
2	2	STRING ALONG Kingston Trio Capitol ST 1407	18
3	3	BONGOS Los Admiradores Command S 809 SD	17
4	7	SAY IT WITH MUSIC Ray Conniff Columbia CS 8282	7
5	8	MEMORIES SING ALONG WITH MITCH Mitch Miller Columbia CS 8342	8
6	11	6. I. BLUES Elvis Presley RCA Victor LSP 2256	5
7	5	WILD IS LOVE Nat King Cole Capitol SWAK 1392	9
8	4	PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All Stars Command RS 808 SD	18
9	9	PROVOCATIVE PERCUSSION, VOL. II Command All Stars Command SD 810	14
10	13	JOHNNY'S MOODS Johnny Mathis Columbia CS 8326	16
11	—	LAST MONTH OF THE YEAR Kingston Trio Capitol ST 1446	2
12	—	CHRISTMAS SING ALONG WITH MITCH Mitch Miller Columbia CS 8027	1
13	14	BONGOS, FLUTES AND GUITARS Los Admiradores Command S 812	9
14	—	TCHAIKOVSKY: 1812 OVERTURE Minneapolis Symphony Orch. (Dorati) Mercury SR 90054	26
15	—	YOUNG AT HEART Ray Conniff Columbia CS 8281	1

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16	6	LOOK FOR A STAR Billy Vaughn Ork Dot DLP 25322	17
17	20	BRAHMS CONCERTO S. Richter; Chicago Symphony Orch./Leinsdorf RCA Victor LSC 2466	2
18	10	CAN CAN Sound Track Capitol SW 1321	22
19	15	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller Columbia CS 8251	22
20	—	THEME FROM "THE SUNDOWNERS" Billy Vaughn Dot DLP 25349	1
21	18	DARIN AT THE COPA Bobby Darin Atco S 112	10
22	—	CHRISTMAS MUSIC Mantovani London PS-142	1
23	—	TEMPTATION Roger Williams Kapp KS 3217	1
24	16	WEST SIDE STORY Original Cast Columbia OS 2001	5
25	17	GRAND CANYON SUITE Morton Gould RCA Victor LSC 2433	23
26	19	WHITE SATIN George Shearing Capitol ST 1334	14
27	24	BYE BYE BIRDIE Original Cast Columbia KOS 2025	4
28	27	BERNSTEIN PLAYS BRUBECK, BRUBECK PLAYS BERNSTEIN Dave Brubeck Quartet/Bernstein Columbia CS 8257	2
29	—	LAST DATE Lawrence Welk Dot DLP 25350	1
30	21	JEALOUSY Percy Faith Columbia CS 8292	4

ESSENTIAL INVENTORY

(STEREO ALBUMS)

on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1	PERSUASIVE PERCUSSION, VOL. I, Terry Snyder and the All Stars, Command RS 800 SD	48
2	2	SOUND OF MUSIC, Original Cast, Columbia KOS 2020	50
3	3	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	83
4	4	PROVOCATIVE PERCUSSION, VOL. I, Command All Stars, SD 806	48
5	10	THEME FROM A SUMMER PLACE, Billy Vaughn, Dot DLP 25276	34
6	8	BEN-HUR, Rome Symphony Orch./Savina, M-G-M IEI	31
7	7	MY FAIR LADY, Original Cast, Columbia OS 2015	83
8	6	BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	57
9	5	FILM ENCORES, VOL. I, Mantovani, London PS 124	71
10	11	MUSIC MAN, Original Cast, Capitol SWAO 990	65
11	13	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	79
12	14	FLOWER DRUM SONG, Original Cast, Columbia OS 2009	39
13	15	GIGI, Sound Track, M-G-M SE 3641	76
14	12	SOLD OUT, Kingston Trio, Capitol T 1352	34
15	17	KING AND I, Sound Track, Capitol SW 740	70
16	—	FIORELLO! Original Cast, Capitol SWAO 1321	30
17	—	GEMS FOREVER, Mantovani, London PS 106	51
18	16	HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	58
19	18	MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	40
20	19	MR. LUCKY, Henry Mancini, RCA Victor LSP 2198	33

BEST SELLING STEREO PHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF SONG HITS, VOL. 2 . . . Assorted Artists, RCA Victor LM 6088
2. TCHAIKOVSKY: 1812 OVERTURE: CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
3. BRAHMS: SECOND PIANO CONCERTO . . . Sviatoslav Richter, RCA Victor LM 2466
4. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
5. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
6. HANDEL: THE MESSIAH
Addison, Oberlin, Lloyd, Warfield, Westminster Chorus, Williamson (director)
Philadelphia Symphony Ork. of New York, L. Bernstein, Columbia MZL 263
7. SIXTY YEARS OF SONG HITS, VOL. 1 . . . Assorted Artists, RCA Victor LM 6074
8. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
9. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
10. SCHUMANN: CONCERTO IN A MINOR Van Cliburn, RCA Victor LM 2455

STEREOPHONIC CLASSICAL ALBUMS

1. BRAHMS: SECOND PIANO CONCERTO . . . Sviatoslav Richter, RCA Victor LSC 2466
2. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
3. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
4. TURANDOT
Tebaldi, Nilsson, Bjoerling, Tozzi, Rome Opera House Ork. Leinsdorf,
RCA Victor LSC 6149
5. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
6. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
7. GROFE: GRAND CANYON SUITE Morton Gould, RCA Victor LSC 2433
8. HANDEL: THE MESSIAH
Mormon Tabernacle Choir (Condie) Philadelphia Orchestra (Ormandy),
Columbia MS 6058
9. THE LORD'S PRAYER . . . The Mormon Tabernacle Choir (Condie), Columbia MS 6068
10. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345

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

(Stereophonic)

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

(Monophonic)

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

Reviews of THIS WEEK'S LP'S

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

Strongest sales potential of all albums reviewed this week.

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

Pop

AT LAST



Etta James. Argo LP 4003—A real triumph for Miss James, who has recently had a great return to the pop parade after a dry spell of several years. This album showcases the gal at her wildest and most expressive in a splendid set of numbers, including "Trust in Me," "Sunday Kind of Love" and "All I Could Do Was Cry. Possibly the best of all is "Tough Mary," a pounding side that should definitely be put out as a single. This package can stir up a lot of noise.

WONDERLAND BY NIGHT



Louis Prima. Dot DLP 3352—Prima has the No. 2 hit single on the sentimental instrumental theme "Wonderland by Night." The side is included in this package along with similar schmaltzy trumpet solos on a group of nostalgic standards. Dreamy wax for jocks.

Jazz

THE RAMSEY LEWIS TRIO IN CHICAGO



Argo LP 671—Recorded at the now defunct Blue Note club in Chicago, the Ramsey Lewis Trio makes exhilarating jazz on this set. The group sounds tighter and more explosive than ever, and Lewis' piano is sharp and percussive. While touches of Jamal are still evident, Randy seems to be touching something else as well, an earthiness that becomes evident in the moving gospel-like "Folk Ballad," "Delilah," "Carmen," and the "C.C. Rider" theme. All should get lots of play. A strong set from Lewis.

Spoken Word

HENRY VI, PART II



The Marlowe Society and Professional Players. (4-12") London OSA 1410. (Stereo & Monaural)—One of a continuing series of ambitious London packages, dealing with the Shakespeare drama catalog. This is one of the few known versions available of this lengthy work and the handsome, crisp readings by this polished group will keep this in the class of top merchandise no matter who comes

along as a competitor. For collectors this is a must and dealers focussing on this kind of high-toned material should certainly feature it.

Rhythm & Blues

MUDDY WATERS AT NEWPORT



Chess LP 1449—It fell to Muddy Waters to wrap up the Newport scene in a final concert last summer, following the riots which broke up the musical weekend. This is that last concert, delivered by the soulful blues chanter from Chicago's South Side, with his group. Some of this is really down-to-earth stuff—"I Got My Brands on You," "I'm Your Hoochie Koochie Man," etc., and there's an interesting departure in the Langston Hughes original "Goodbye Newport Blues," sung by pianist Otis Spann. A fine set of the mother blues delivered in great r.&b. fashion.

Spiritual

JESUS IS WAITING



Highway QC's. Vee Jay LP 5007—Vee Jay, a label which knows how to record spiritual performances, has another great package here. The sides are full of soul, and the group is great technically, too. Although intense, the character of the performances is always in exquisite taste. "We're Working Hard," "Great Trumpet" and "The Milky White Way" are included.

Children's

THE STORY AND MUSIC FROM "THE THREE WORLDS OF GULLIVER"



Original Sound Track Recording. Colpix CP 414—This is the original sound track from the forthcoming flick for children, "Gulliver's Travels." But it is more than just the musical score; it also features a lot of the actual script, as portrayed in the movie. Children who have not seen the picture will be able to make sense out of the record, and children who do see the movie will surely want the LP. The musical score by Bernard Hermann contains two songs that could be pop hits.

POP LP'S

*** STRONG SALES POTENTIAL

*** TONIGHT'S THE NIGHT

The Shirelles. Scepter S 501—The Shirelles, currently riding with their singles hit, "Tonight's the Night," follow the traditional pattern with this album release, carrying the identifying title of the hit single disk. Much of the rest of the material is of the same general teen-slanted ballad groove, featuring the gals in their pleasant brand of harmony. They can grab good play with a number of these bands.

*** CAMELOT

Ornadel and the Starlight Symphony Orchestra. M-G-M E 3916 — Lighthearted

pleasant instrumental treatments are offered by Ornadel and the Starlight Symphony on the charming Lerner and Loewe tunes from "Camelot." Nice jockey wax. The package features 11 tunes, including the lovely "Follow Me" and "If Ever I Would Leave You." Eye-catching cover.

*** DRESSED TO THE NINES

Various Artists. M-G-M E 39410C — One of the best of the Julius Monk shows, now playing to packed houses at the Upstairs at the Downstairs in New York, has

(Continued on page 24)

GLAD RECORDS IS GLAD and proud to present... the brilliant new teenage 'beau girl' JO ANN PERRY



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b/w
"WHEN YOU'RE IN DOUBT"
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• Reviews and Ratings of New Albums

• Continued from page 23

been recorded in first-rate style here by the original cast. The artists include Cell Cabot, Gordon Connell, Bill Hinnant, Gerry Matthews, Pat Ruhl and Mary Louise Wilson. They sing their pieces of special material with the same sparkle and enthusiasm that they give in the show, and the audience applause adds to the appeal of the disk. Could rack up a good sale.

POP LP's
★★★ MODERATE SALES POTENTIAL

★★★ MORE LITTLE MISS WONDERFUL
 Shirley Temple, 20th Fox 3045—A collection of 18 more songs from Shirley Temple's childhood films, rounded up in a second LP by 20th Fox. Inasmuch as the first group contained the cream, it is not surprising that this batch does not quite measure up to its predecessor in the fame of its contents. Nevertheless, it has a sufficient number of examples of the charm that made Shirley Temple the greatest child star ever. Current airings of her old films on TV should help sales.

★★★ WILD: WILDWOOD
 Various Artists. Chancellor CHL 5017—Wildwood, N. J., attracts crowds of teenagers in the summer, and this LP captures some of their youthful exuberance. Recorded live at three Wildwood niteries, the package spotlights rocking rock and vocal treatments of such swingable items as "Fly-in' Home," "Oh Marie" and "One for My Baby" by the Playboys, the Nite-trots, the Cousins, George Young Group, etc.

★★★ BO DIDDLEY IS A GUNSLINGER
 Checker LP 2977—A typical Bo Diddley package—which means solid, rocking blues

vocals, backed by Bo's typical guitar stylings. Included are "Gunslinger," "Ride On, Josephine," and "16 Tons."

★★★ GREENWICH VILLAGE U. S. A.
 Original Cast. 20th Fox FOX 405—This sprightly off-Broadway revue, which received generally good notices, but is closing this month, spotlights clever lyrics and a youthful exuberant cast. Unfortunately, there is only one good voice in the group—Dawn Hampton—so the revue doesn't have as much audio appeal as it did visually.

JAZZ LP's
★★★ MODERATE SALES POTENTIAL

★★★ SPEAKIN' MY PIECE
 Horace Parlan Quintet. Blue Note 4043—Here is a new group put together for this recording, which has a most virile sound. Young pianist Parlan shows some mighty interesting ideas both as to line and as to chordal development. He gets the most vigorous kind of propulsive support from the Turrentine Brothers, Tommy on trumpet and Stanley on tenor. The program consists of six numbers and the three players move about them with a lot of agility. George Tucker is heard on bass with Al Harewood on drums.

★★★ PLEASE, MR. ORGAN PLAYER
 Milt Buckner. Argo LP 670—Very fine indeed is this package, done with elan and musicianship by Buckner. Jazzophiles will appreciate "Don't Let the Sun Catch You Crying," and the fine blues, "Gee, Baby Ain't I Good to You." There are also "Cry Me a River" and the bouncy title song. With Buckner are his regular sax and drummer, plus a bass and guitar. Supervisor Jack Tracy did a solid job.

★★★ INTRODUCING ROLAND KIRK
 Argo LP 669—Roland Kirk is a young tenor man from Columbus, O., who in addition to playing tenor, also plays mazzello (related to the soprano sax), strich (related to the alto sax), and at times he plays the three instruments simultaneously. In spite of this Kirk is not a freak, but a capable musician, who on this disk comes thru with some interesting blowing on some familiar tunes and standards. Kirk is in the modern idiom, but he also plays with a lot of unsophisticated enthusiasm. Best sides are "The Call," "Soul Stations" and "Our Waltz."

★★★ CAPUCHIN SWING
 Jackie McLean. Blue Note 4038—Moderate alto saxophonist McLean contributes some soul-searing solos on this album, especially on "Condition Blue." Five of the six tracks feature McLean along with trumpeter Blue Mitchell, while one track is given over to the rhythm trio featuring pianist Walter Bishop Jr., Paul Chambers and Art Taylor are the bassist and drummer. Set should do as well as most of McLean's others.

SPECIALTY LP's
★★★★ STRONG SALES POTENTIAL

INTERNATIONAL ★★★★★

★★★★ ITALIAN SONGS AND DANCES
 Various Groups. Monitor MF 345—This is a unique disk that deserves special attention even among the considerable number of LP's collecting Italian music in recent months. It is based on tapes cut by the Italian CGD label featuring tarantella mazurkas and waltzes of such lilting gaiety that they will prove irresistible to almost anyone. In addition to the lively dances, four selections have lyrics which are printed in literal translations on the album cover, and which are as charming as the music. Demonstrations will sell this LP to people who enjoy lusty, vital music.

★★★★ COCKTAIL HOUR IN ISRAEL
 William Gunther. Request RLP 10043 (Stereo & Monaural)—An excellent album in the tradition of George Feyer sets. It features the European pianist, William Gunther, playing the current pop tunes of Israel. Most of the melodies are delightful and the whole collection makes for a very listenable hour. Sure to get good play in the large cities.

CHILDREN'S ★★★★★

★★★★ WORLD'S FAMOUS FAIRY TALES
 Marla Ray and Tony Mottola. Sea Horse CSH 7003—This is a fine collection of fairy stories for children, well performed by Marla Ray and cast with background music by Tony Mottola. The stories include "Jack the Giant Killer," "Beauty and the Beast,"

"Cinderella" and "The Pied Piper of Hamelin." They are well told and well acted and the music fits the stories neatly. Could get sales over the Christmas period.

LATIN AMERICAN ★★★★★

★★★★ 1960 CHA CHA CHA
 Tinaro and his Orchestra. Montilla FMS 2064 (Stereo & Monaural)—Tinaro and his orchestra offer danceable subtle Cuban and Latin-American selections ranging in rhythm from cha cha, and congos to guarachas and chunas. Strong—both vocally and instrumentally—performances should help sales on this package.

SPECIALTY LP's
★★★ MODERATE SALES POTENTIAL

INTERNATIONAL ★★★★★

★★★ VENGA JALEO!
 Miguel De Los Reyes and His Gypsy Ballet. Montilla FM 154 (Stereo & Monaural)—This is a very fine example of fiery Spanish flamenco gypsy singing and playing, complete with group clapping and stamping. The gypsy flavor is authentic, the excitement is electric and continuous, and the rhythms are contagious. A fine stereo demo disk.

(Continued on page 169)



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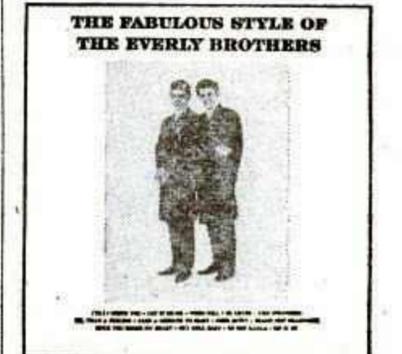
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 (Goodnight, Johnny Boy) by Marlene Stolz PZ-5069 Palette Records 1733 Broadway, N. Y.

SUZIE WONG!

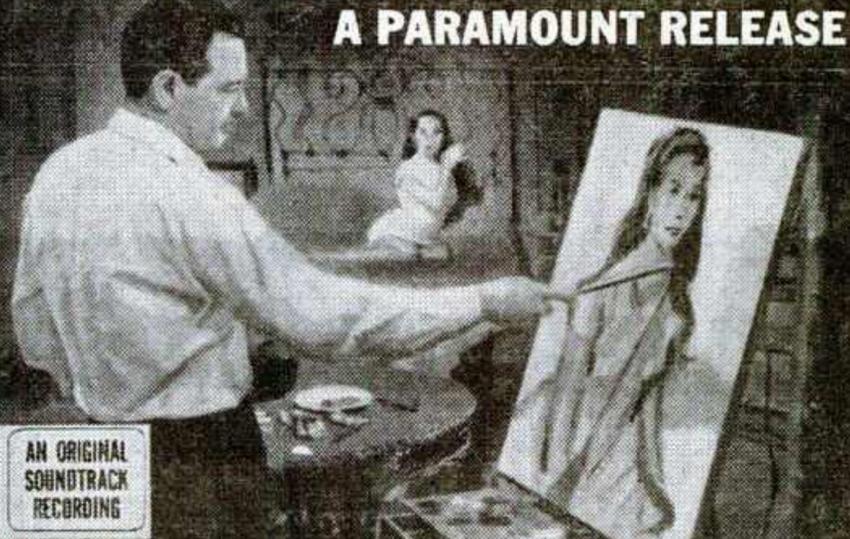
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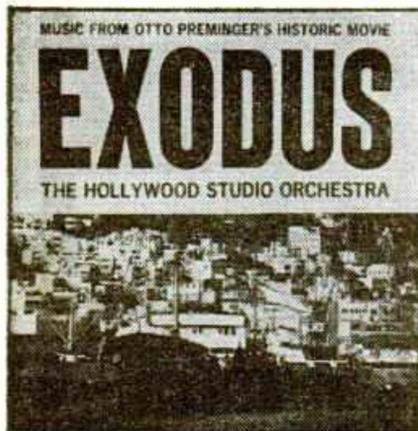
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"Potentially strong sale for this one"

BILLBOARD



EXODUS

The Hollywood Studio Orchestra. United Artists UAS 6123 (Stereo) UAL 3123 (Monaural)—Ernest Gold's lush and dramatic score for the forthcoming film, "Exodus," is given a strong performance. As one of the big upcoming pictures, there is certain to be much promotion surrounding it with consequent benefit to recordings, with two singles already climbing the charts. Potentially strong sale for this one.

"This could be the sleeper in the comedy field"

BILLBOARD



"CANDID TELEFUN"—Harold Flender—United Artists UAL 4075

Flender's Candid Telefun can be likened to a phone version of Candid Camera. With a rigged phone he calls various business establishments to make unusual requests, managing to keep the people on for a couple of minutes trying to logically answer his zany questions. This album contains his hilarious attempts to buy a monkey for soup, purchase a "drop dead" card from a greeting card shop, borrow two dollars from a bank, and others. The most laugh-provoking response is received from a woman (who called him accidentally) trying to have her 15-year-old fur coat remodeled. Can be a big comedy album.

CASH BOX

ORIGINAL SOUND TRACKS AND HIT MUSIC FROM
GREAT MOTION PICTURE THEMES

THEME FROM **EXODUS** FERRANTE & TEICHER
NEVER ON SUNDAY DON COSTA
THEME FROM **THE APARTMENT** FERRANTE & TEICHER
THE MAGNIFICENT SEVEN CAIOLA
THE GREAT ESCAPE OF SUMMER YEARS
THE ALAMO NICK PERLES
THE BIG COUNTRY
I WANT TO LIVE
THE VIKINGS THE UNFORGIVEN
ON THE BEACH
SOME LIKE IT HOT GOD'S LITTLE ACRE
SOLOMON & SHEBA THE WILD WEST
THE WONDERFUL COUNTRY
SMILE

SELLING LIKE A HIT SINGLE!

ORIGINAL SOUND TRACKS AND HIT MUSIC FROM

GREAT MOTION PICTURE THEMES

UAS 6122 (Stereo)

UAL 3122 (Mono)

DREAM CONCERTO (Chopin's 2nd Piano Concerto)
LOVE AFFAIR (Bartok's 2nd Piano Concerto-3rd Movement)
FANTASY D'AMOUR (Chopin's Fantasia Impromptu)
DREAMS (Shostakovich's 3rd Piano Concerto)
LORENZO'S HEART (The Godfather's 2nd Piano Concerto)
LIVER'S SYMPHONY (Tchaikovsky's 4th Symphony)
THE WORLD'S GREATEST THEMES
FERRANTE & TEICHER
DUO PIANISTS WITH ORCHESTRA AND CHORUS
LOVERS IN PARADISE (Bach's Minuet in G)
DREAM BELONGS (Bach's 2nd Piano Concerto 1st and 2nd Movements)
ROMANCE (Bach's Minuet in G)
FOREVER LOVED (Tchaikovsky's Romeo and Juliet)
COVERS BY STARLIGHT (Tchaikovsky's 3rd Symphony)
LOVES GAMENT (Bach's Minuet in G)

THE WORLD'S GREATEST THEMES

Featuring THE THEME FROM THE APARTMENT
Ferrante & Teicher

UAS 6121 (Stereo) UAL 3121 (Mono)

Ferrante & Teicher also available on a new release . . . Dynamic Twin Pianos on Ultra Audio

WWS 8504 (Stereo) WW 7504 (Mono)

ORIGINAL SOUND TRACK MUSIC
NEVER ON SUNDAY
FEATURING DON COSTA'S VICTOR RECORDING "NEVER ON SUNDAY"
DYNAMIC TWIN PIANOS

 The album cover for 'NEVER ON SUNDAY' features a black and white photograph of a woman in a light-colored dress, possibly a singer or dancer, in a dynamic pose.

Smash Album
Seller In New York

NEVER ON SUNDAY

UAS 5070 (Stereo) UAL 4070 (Mono)

NOW WITH THE PICTURE OPENING ALL OVER THE NATION . . . WATCH FOR SALES TO SOAR!

IT'S UNITED ARTISTS ALL THE WAY!

 The United Artists logo, featuring the words 'UNITED ARTISTS' in a stylized font inside a dark, rounded rectangular shape.

LEGIT REVIEW

'Camelot' Is Disappointing

There's no use kidding anybody about "Camelot," the latest Broadway potione offered up by Alan Jay Lerner, Frederick Loewe and Moss Hart. The long-heralded "successor" to the fabulously successful "My Fair Lady" is a keen disappointment in many respects.

Primarily, the fault lies with an unusually weak book, adapted from the T. H. White novel, "The Once and Future King." The story of King Arthur's Round Table, Sir Lancelot and the lovely Guinevere has its romantic and mildly amusing moments, but like a tired and typical old-time operetta (the kind where the scene was set in an imaginary European country) the subject matter is just not enough to sustain interest for a Broadway audience circa 1960 (the applause was embarrassingly mild).

Secondly, the score is almost as devoid of memorable melodies as "My Fair Lady" was full of them. The title song is pleasant and the ballad "How to Handle a Woman" is pretty enough to stand the test of time (a Johnny Mathis version is showing some early action), otherwise there is little.

Perhaps the most favorable part of the production is the vivid coloring of costumes and sets and the earnest efforts of Julie Andrews, Richard Burton, Robert Goulet and Roddy McDowall in principal roles. All prove themselves real professionals as they wrestle with a script that's definitely stacked against them.

Miss Andrews, original star of "My Fair Lady," is as beguiling as ever both vocally and in her appearance as Guinevere. Burton does his best as King Arthur, Goulet contributes some pleasant vocal moments as Lancelot and McDowall brings considerable spark to Modred, the King's unwanted son.

This production will coast for a good while on the strength of advance sales, and Columbia will, in like manner, benefit from advance cast album orders. This is due to the high esteem in which Lerner, Loewe and Julie Andrews are held, although their reputations will not be markedly improved by this production. **Ren Grevatt.**

Chicago Chapter of NARAS

• Continued from page 4

ship are temporarily being forwarded to the New York chapter, until the Chicago group is officially granted a charter. A minimum of 50 members are needed. Schory announced some 35 are now on the rolls.

Dick Jablow, attorney for the national group, has been authorized to set up the Chicago group as a non-profit corporation in Illinois.

Cap, Angel

• Continued from page 4

was not named at this time. Fenwick is no newcomer to the Capitol operation. More than a decade ago, he was a partner with Lloyd Dunn (now Capitol vice-president in charge of marketing) in the Dunn-Fenwick agency which handled the Capitol account. With the exception of the three-year period during which Young & Rubicam had the Capitol account, Fenwick was associated with the various agencies which handled Capitol's advertising in the past.

Capitol Records Distributing Corporation Merchandising Vice-President Stan Gortikov, also a former member of the old Dunn-Fenwick agency, will direct both ad agencies in their work, along with CRDC's newly appointed ad manager, Perry Mayer. Gortikov said Carson-Roberts' unusual creative strength determined its selection for the Capitol account. Fenwick's grasp of the classical disk market, Gortikov added, made the Grant agency particularly well-suited to win the Angel billing. Most of Angel's ads will be placed by Grant's office here with some coming from its New York wing. Gortikov explained that the Eastern market's strength in the longhair field will at times make it necessary for the New York office to place some of Angel's space.

Japan Drops

• Continued from page 4

racing, cycle racing, motor boat racing and pachinko (pinball). At present, disk sales are being affected by a sales boom in cameras and a host of new and novel games, it was said.

Another tradester remarked that "Profuse daily broadcasts and telecasts of popular songs have also made it unnecessary to buy short-living popular song records."

The group has also adopted in full the provisions of the national constitution of NARAS.

Elections

The temporary officer slate and executive committee is in office until the members themselves decide to hold a new election, after the charter is officially received from the national group. September, 1961, has been set as a deadline for new elections.

The executive board* has set a Wednesday (28) meeting date at Ballantines Restaurant here, 1 p.m. to develop a program of boosting membership and additional plans to make the Chicago chapter an active arm of NARAS.

Yorke kicked off the meeting last Wednesday (14) with a rundown on NARAS, describing its aims, purposes and how the entire organization was originally the brainchild of Paul Weston, who he described as the real "father of the group."

Cite Movies

Yorke noted the good work done by the motion picture academy for that industry, and said that NARAS had similar plans and aspirations for the record industry.

He added that the "Grammy" awards were only a small part of what the group hoped to do over the long haul, mentioning also scholarship funds, scholastic programs on the record industry in colleges, expanded record libraries in city libraries and an effective public relations program to show the public that "payola wasn't the only side of the record business."

He noted that NARAS' founders were a very dedicated group of men—dedicated to music and the record industry—and he hoped that the Chicago chapter would continue in this tradition. Yorke emphasized that the record industry as a whole should be considered and that he was confident the new group would not engage in partisan promoting of its own cause, but would look to the good of the industry.

Besides Schory, president, other officers included David Carroll, vice-president; James P. McCormack, secretary, and Bernie Clapper, treasurer. Members of the executive committee included the four officers and Willis Charkovsky, Jack Tracy, Bobby Christian, Don S. Bronstein, Autry McKisack, Paul Severson, E. V. Abner Jr. and Joe Wells.

**THE NATION'S TOP TUNES
HONOR ROLL OF HITS**

TRADE MARK REG.

FOR WEEK ENDING DECEMBER 25

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

This Week	Last Week	Title	Composer-Publisher	Weeks on Chart
1	2	ARE YOU LONESOME TONIGHT	By Roy Turk-Lou Handman—Published by Bourne-Cromwell (ASCAP)	5
2	3	WONDERLAND BY NIGHT	By Kaempfert—Published by Roosevelt (BMI)	4
3	1	LAST DATE	By Floyd Cramer—Published by Acuff-Rose (BMI)	8
4	8	NORTH TO ALASKA	By Phillips—Published by Robbins (ASCAP)	8
5	5	EXODUS	By Gold—Published by Chappell (ASCAP)	3
6	4	A THOUSAND STARS	By Pearson—Published by Bryden (BMI)	7
7	6	SAILOR (YOUR HOME IS IN THE SEA)	By Scharfenberger-Busch—Published by Garland Music (ASCAP)	5
8	11	MANY TEARS AGO	By Scott—Published by Roosevelt (BMI)	5
9	7	POETRY IN MOTION	By Kaufman & Anthony—Published by Meridian (BMI)	9
10	10	HE WILL BREAK YOUR HEART	By Butler, Mayfield and Carter—Published by Conrad (BMI)	6
11	13	LONELY TEENAGER	By Tepper-DePaola Faraci—Published by Schwartz (ASCAP)	3
12	9	NEW ORLEANS	By Guida-Royster—Published by Pepe (BMI)	7
13	12	STAY	By Maurice Williams—Published by Windsong (BMI)	10
14	17	YOU'RE SIXTEEN	By Sherman-Sherman—Published by Blue Grass (BMI)	4
15	20	SWAY	By Gimbel-Ruiz—Published by Peer (BMI)	5
16	22	PERFIDIA	By Domenquez-M. Leeds—Published by Peer (BMI)	5
17	16	MY GIRL JOSEPHINE	By Domino-Bartholomew—Published by Travis (BMI)	3
18	14	LET'S GO, LET'S GO, LET'S GO	By Hank Ballard—Published by Lois (BMI)	9
19	15	ALONE AT LAST	By Lehman—Published by Pearl (BMI)	8
20	26	BLUE TANGO	By Leroy Anderson—Published by Mills (ASCAP)	2
21	27	RUBBER BALL	By Arch—Published by Arch (ASCAP)	2
22	—	WHITE CHRISTMAS	By Irving Berlin—Published by Berlin (ASCAP)	1
23	28	RUBY DUBY DU	By Charles Wolcott—Published by Robbins (ASCAP)	2
24	—	(WILL YOU LOVE ME) TOMORROW	By Carol King-Jerry Goeffin—Published by Aldon (BMI)	1
25	—	ANGEL BABY	By Rose Hamlin—Published by Figure (BMI)	1
26	18	SAVE THE LAST DANCE FOR ME	By Pomus-Schuman—Published by Rumbalero-Progressive (BMI)	14
27	—	ROCKIN' AROUND THE CHRISTMAS TREE	By J. Marks—Published by St. Nicholas (ASCAP)	1
28	—	CORINNA, CORINNA	By Parish-Chapman-Williams—Published by Mills (ASCAP)	1
29	—	LITTLE DRUMMER BOY	By Simeone-Davis-Onorati—Published by Delaware-Slawnee (ASCAP)	1
30	—	SAD MOOD	By Sam Cooke—Published by Kags (BMI)	1

RECORDING AVAILABLE
(Best Selling Record Listed in Bold Face)

- 1. ARE YOU LONESOME TONIGHT** — Al Jolson, Dec 27043; Jaye P. Morgan, M-G-M 12752; Elvis Presley, Vic 7810.
- 2. WONDERLAND BY NIGHT** — Anita Bryant, Carlton 537; Bert Kaempfert, Dec 31141; Louis Prima, Dot 16151.
- 3. LAST DATE**—Floyd Cramer, Vic 7775; Skeeter Davis, Vic 7825; Joni James, M-G-M 12933; Lawrence Welk, Dot 16145.
- 4. NORTH TO ALASKA** — Johnny Horton, Columbia 41782.
- 5. EXODUS** — Ferrante and Telcher, United Artists 274; Mantovani, London 1953; Medallion Strings, Medallion 602.
- 6. A THOUSAND STARS** — Kathy Young and the Innocents, Indigo 108.
- 7. SAILOR (YOUR HOME IS IN THE SEA)**—Lolita, Kapp 349.
- 8. MANY TEARS AGO** — Connie Francis, M-G-M 12964.
- 9. POETRY IN MOTION** — Lloyd Reese, Coral 62225; Johnny Tillotson, Cadence 1384.
- 10. HE WILL BREAK YOUR HEART** — Jerry Butler, Vee Jay 354.
- 11. LONELY TEENAGER** — Dion, Laurie 3070.
- 12. NEW ORLEANS**—Big Boy Myles, Ace 605; U. S. Bonds, Legrand 819.
- 13. STAY**—Little Joe and Thrillers, Okeh 7136; Maurice Williams and Zodiacs, Herald 552; Marsha Winters, Stephany 1805.
- 14. YOU'RE SIXTEEN**—Johnny Burnette, Liberty 55285.
- 15. SWAY**—Bobby Rydell, Cameo 182.
- 16. PERFIDIA**—Four Aces/Al Alberts, Dec 27987; Ahmad Jamal, Okeh 6889; Metropolitan Jazz Quartet, M-G-M 50111; Glen Miller Ork/Modernaires, Vic 0035; Andy Rose, Coral 62142; Rene Touzet, Gene Norman Presents 152; Ventures, Dolton 28.
- 17. MY GIRL JOSEPHINE** — Fats Domino, Imperial 5704.
- 18. LET'S GO, LET'S GO, LET'S GO** — Hank Ballard and the Midnighters, King 5400.
- 19. ALONE AT LAST**—Jackie Wilson, Brunswick 55170.
- 20. BLUE TANGO**—Bibi Black Combo, Hi 2027; Lester Lanin, Epic 9426.
- 21. RUBBER BALL** — Bobby Vee, Liberty 55287.
- 22. WHITE CHRISTMAS**—Vic Barrel, Atlantic 2083; Big Maybelle/E. Wilkin Ork, Savoy 1541; Carmea Cavallaro, Dec 24141; Jesse Crawford, Dec 9056; Bing Crosby, Dec 23778; Drifters — Clyde McPhatter, Atlantic 1048; Al Hibbler/J. Pleis Ork & Chorus, Dec 30127; Ink Spots, Dec 24140; Joni James, M-G-M 12368; Guy Lombardo, Dec 28409; Guy Lombardo, Dec 23738; Mulcays, Cardinal 1024; Ravens, Savoy 1540; Cmdr. Shea School Boys' Choir, Cadence 1375; Ethel Smith, Dec 24142; Kate Smith, M-G-M 10096; Statues, Liberty 55292; Ray Stevens, National Recording Corp. 063; Sister Rosetta Tharpe, Dec 48119; Ernest Tubb, Dec 46186; Beto Villa, Falcon 821; Fred Waring, Dec 24500; Hugo Winterhalter, Vic 0875.
- 23. RUBY DUBY DU** — Tobin Matthews, Chief 7022; Pepper Pots, Panlin 7320; Joanie Sommers, Warner Bros. 5183; Charles Wolcott, M-G-M K12944.
- 24. (WILL YOU LOVE ME) TOMORROW**—Shirelles, Scepter 1211.
- 25. ANGEL BABY** — Rosie and the Originals, Highland 509.
- 26. SAVE THE LAST DANCE FOR ME**—Drifters and Ben E. King, Atlantic 2071.
- 27. ROCKIN' AROUND THE CHRISTMAS TREE** — Brenda Lee, Dec 30776.
- 28. CORINNA, CORINNA**—Ray Peterson, Dunes 2002.
- 29. LITTLE DRUMMER BOY**—Beverly Sisters, London 1862; Johnny Cash, Col 41481; Eric Jay, Bullseye 1021; Harry Simeone Chorale, 20th Fox 121; Henry Snow Singers, Whitewall 30005.
- 30. SAD MOOD**—Sam Cooke, Vic 7816.

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FOR WEEK ENDING DECEMBER 25

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	1	ARE YOU LONESOME TONIGHT	Elvis Presley, RCA Victor	7810	S	6
2	2	2	2	LAST DATE	Floyd Cramer, RCA Victor	7775	S	11
3	4	13	20	WONDERLAND BY NIGHT	Bert Kaempfert, Decca	31141	S	6
4	5	6	7	NORTH TO ALASKA	Johnny Horton, Columbia	41782		14
5	6	9	12	SAILOR (YOUR HOME IS IN THE SEA)	Lolita, Kapp	349		9
6	10	30	40	EXODUS	Ferrante and Teicher, United Artists	274	S	6
7	3	5	5	A THOUSAND STARS	Kathy Young and the Innocents, Indigo	108		9
8	8	11	14	MANY YEARS AGO	Connie Francis, M-G-M	12964		7
9	12	17	21	YOU'RE SIXTEEN	Johnny Burnette, Liberty	55285		8
10	7	7	11	HE WILL BREAK YOUR HEART	Jerry Butler, Vee Jay	354		8
11	9	3	4	POETRY IN MOTION	Johnny Tillotson, Cadence	1384		11
12	18	21	32	LONELY TEENAGER	Dion, Laurie	3070		10
13	11	4	3	STAY	Maurice Williams and the Zodiacs, Herald	552		12
14	14	16	16	SWAY	Bobby Rydell, Cameo	182		7
15	23	53	67	RUBBER BALL	Bobby Vee, Liberty	55287		4
16	22	41	75	BLUE TANGO	Bill Black's Combo, Hi	2027		4
17	19	19	18	PERFIDIA	Ventures, Dolton	28		8
18	13	8	6	NEW ORLEANS	U. S. Bonds, Legrand	819		10
19	17	14	24	MY GIRL JOSEPHINE	Fats Domino, Imperial	5704		9
20	25	51	78	WONDERLAND BY NIGHT	Louis Prima, Dot	16151	S	6
21	16	12	8	ALONE AT LAST	Jackie Wilson, Brunswick	55170		11
22	33	58	73	(WILL YOU LOVE ME) TOMORROW	Shirley, Scepter	1211		5
23	40	—	—	ANGEL BABY	Rosie and the Originals, Highland	1011		2
24	21	39	70	LAST DATE	Lawrence Welk, Dot	16145	S	5
25	15	10	9	LET'S GO, LET'S GO, LET'S GO	Hank Ballard and the Midnighters, King	5400		14
26	64	—	—	ROCKIN' AROUND THE CHRISTMAS TREE	Brenda Lee, Decca	30776		2
27	42	71	84	CORINNA, CORINNA	Ray Peterson, Dunes	2002		5
28	53	—	—	LITTLE DRUMMER BOY	Harry Simeone Chorale, 20th Fox	121		2
29	51	69	—	SAD MOOD	Sam Cooke, RCA Victor	7816		3
30	20	27	34	I GOTTA KNOW	Elvis Presley, RCA Victor	7810	S	6
31	27	22	29	I'LL SAVE THE LAST DANCE FOR YOU	Damita Jo, Mercury	71690		9
32	55	—	—	WHITE CHRISTMAS	Bing Crosby, Decca	23778		2
33	26	24	31	FOOLS RUSH IN	Brook Benton, Mercury	71722		6

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	34	40	48	BALLAD OF THE ALAMO	Marty Robbins, Columbia	41809	A	10
35	29	18	13	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic	2071		16
36	35	45	61	RUBY	Ray Charles, ABC-Paramount	10164		5
37	30	23	22	LIKE STRANGERS	Everyly Brothers, Cadence	1388		8
38	24	20	15	HUCKLEBUCK	Chubby Checker, Parkway	813		11
39	31	37	33	AM I LOSING YOU	Jim Reeves, RCA Victor	7800		9
40	39	38	50	NATURAL BORN LOVER	Fats Domino, Imperial	5704		8
41	65	72	86	DOLL HOUSE	Donnie Brooks, Era	3028		4
42	59	62	79	WINGS OF A DOVE	Ferlin Husky, Capitol	4406		4
43	58	84	—	HOOCHIE COOCHIE COO	Hank Ballard and the Midnighters, King	5430		3
44	49	59	64	ONCE IN A WHILE	Chimes, Tag	444		8
45	66	—	—	CHIPMUNK SONG	David Seville and Chpmunks, Liberty	55168		2
46	69	—	—	JINGLE BELL ROCK	Bobby Helms, Decca	30513		2
47	57	89	—	WONDERLAND BY NIGHT	Anita Bryant, Carlton	537		3
48	54	67	81	WALK SLOW	Little Willie John, King	5428		4
49	28	15	10	GEORGIA ON MY MIND	Ray Charles, ABC-Paramount	10135	S	11
50	45	54	62	EXODUS	Mantovani, London	1953	S	5
51	50	43	49	GONZO	James Booker, Peacock	1697		7
52	32	25	17	I WANT TO BE WANTED	Brenda Lee, Decca	31149		15
53	43	32	37	AM I THE MAN	Jackie Wilson, Brunswick	55170		9
54	52	56	59	GEE WHIZ	Innocents, Indigo	111		5
55	36	74	72	DON'T GO TO STRANGERS	Etta Jones, Prestige	180		7
56	60	68	76	SEND ME THE PILLOW (THAT YOU DREAM ON)	Browns, RCA Victor	7804	S	6
57	84	—	—	I'M HURTIN'	Roy Orbison, Monument	433		2
58	79	—	—	ADESTE FIDELES (O COME ALL YE FAITHFUL)	Bing Crosby, Decca	23777		2
59	71	—	—	SHOP AROUND	Miracles, Tamla	54034		2
60	75	87	—	MAGNIFICENT SEVEN	Al Carlola, United Artists	261		3
61	74	82	93	BUMBLE BEE	La Vern Baker, Atlantic	2077		6
62	—	—	—	RUDOLPH, THE RED-NOSED REINDEER	David Seville and Chpmunks, Liberty	55289		1
63	38	29	23	SLEEP	Little Willie John, King	5394		16
64	—	—	—	SILENT NIGHT	Bing Crosby, Decca	23777		1
65	95	—	—	CALCUTTA	Lawrence Welk, Dot	16161		2
66	47	31	25	OL' Mac DONALD	Frank Sinatra, Capitol	4466		7
67	41	36	27	BLUE ANGEL	Roy Orbison, Monument	425		14

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	73	70	74	THE BELLS	James Brown, King	5423		6
69	72	90	—	DANCE BY THE LIGHT OF THE MOON	Olympics, Arvee	5020		3
70	37	26	28	TO EACH HIS OWN	Platters, Mercury	71697	S	11
71	44	49	53	I MISSED ME	Jim Reeves, RCA Victor	7800		6
72	77	80	87	RAMONA	Blue Diamonds, London	1954		4
73	78	88	—	RAMBLIN'	Ramblers, Addit	1257		3
74	—	—	—	RUDOLPH, THE RED-NOSED REINDEER	Melodeers, Studio	9908		1
75	88	—	—	A PERFECT LOVE	Frankie Avalon, Chancellor	1065		2
76	80	86	94	GLORIA'S THEME	Adam Wade, Coed	541		5
77	—	—	—	I COUNT THE TEARS	Drifters, Atlantic	2087		1
78	—	—	—	TWISTIN' BELLS	Santo and Johnny, Canadian-American	120		1
79	98	—	—	(MY) LAST DATE (WITH YOU)	Skeeter Davis, RCA Victor	7825		2
80	100	—	—	CHRISTMAS SONG	Nat King Cole, Capitol	3561		2
81	86	—	—	PUPPET SONG	Frankie Avalon, Chancellor	1065		2
82	—	—	—	YOUR OTHER LOVE	Flamingos, End	1081		1
83	46	35	30	RUBY DUBY DU	Tobin Matthews, Chief	7022		8
84	87	92	100	HAVE YOU EVER BEEN LONELY	Teresa Brewer, Coral	62236		4
85	96	—	—	YOU DON'T WANT MY LOVE	Andy Williams, Cadence	1398		2
86	89	97	—	AGE FOR LOVE	Jimmy Charles, Promo	1003		3
87	92	100	—	ROCKIN', ROLLIN' OCEAN	Hank Snow, RCA Victor	7702		3
88	93	—	—	HAPPY DAYS	Marv Johnson, United Artists	273		2
89	—	—	—	CHRISTMAS AULD LANG SYNE	Bobby Darin, Atco	6183		1
90	—	—	—	(MY) LAST DATE (WITH YOU)	Jonl James, M-G-M	12933		1
91	—	—	—	UTOPIA	Frankie Gari, Crusade	1020		1
92	94	—	—	I IDOLIZE YOU	Ike and Tina Turner, Sue	735		2
93	—	—	—	BABY, O' BABY	Shells, Johnson	104		1
94	99	99	—	WABASH BLUES	Viscounts, Madison	140		2
95	—	—	—	PEPE	Duane Eddy, Jamie	1175		1
96	—	—	—	WHITE CHRISTMAS	Clyde McPhatter and the Drifters, Atlantic	1048		1
97	—	—	—	BLUE CHRISTMAS	Browns, RCA Victor	7820		1
98	—	—	—	LOVEY DOVEY	Buddy Knox, Liberty	55290		1
99	—	—	—	MISTER LIVINGSTON	Larry Verne, Era	3034		1
100	—	—	—	CALENDAR GIRL	Neil Sedaka, RCA Victor	7829		1

& TOMORROW'S TOPS

BEST BUYS

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

POP

- *DOLL HOUSE Donnie Brooks
(Bamboo, BMI) Era 3028
- HOOCHIE COOCHIE COO... Hank Ballard and Midnighters
(Stebrite, BMI) King 5430
- I'M HURTIN' Roy Orbison
(Acuff-Rose, BMI) Monument 433
- *SHOP AROUND Miracles
(Jobette, BMI) Tamla 5403

CHRISTMAS

- SILENT NIGHT Bing Crosby
ADESTE FIDELES
(PD) Decca 23777
- *RUDOLPH, THE RED-NOSED REINDEER... David Seville
(St. Nicholas, ASCAP) Liberty 55289
- RUDOLPH, THE RED-NOSED REINDEER... Melodeers
(St. Nicholas, ASCAP) Studio 9908
- TWISTIN' BELLS Santo and Johnny
(Trinity-Climax, BMI) Canadian-American 120
- CHRISTMAS SONG Nat King Cole
(Morris, ASCAP) Capitol 3561

C&W—No selections this week.

R&B—No selections this week.

BUBBLING UNDER THE HOT 100

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

- (LET'S DO THE) HULLY GULLY.....
Bill Doggett, Warner Bros. 5181
- I'LL BE HOME FOR CHRISTMAS. Bing Crosby, Decca 23779
- OH, HOW I MISS YOU TONIGHT.....
Jeanne Black, Capitol 4492
- RUDOLPH, THE RED-NOSED REINDEER.....
Paul Anka, ABC-Paramount 10169
- ALL IN MY MIND..... Maxine Brown, Nomar 102
- WHY, WHY, BYE, BYE... Bob Luman, Warner Bros. 5284
- THERE'S A MOON OUT TONIGHT... Capris, Old Town 1094
- YES, I'M LONESOME TONIGHT.....
Thelma Carpenter, Coral 62241
- OH, LONESOME ME... Bob Luman, Warner Bros. 5184
- DON'T READ THE LETTER... Patti Page, Mercury 71745
- I DON'T WANT NOBODY.....
Ella Johnson and the Buddy Johnson Ork, Mercury 71723
- ANGEL ON MY SHOULDER... Shelby Flint, Valiant 6001
- TALK TO ME BABY..... Annette, Vista 369
- C'EST SI BAN..... Conway Twitty, M-G-M 12969
- HOW TO HANDLE A WOMAN.....
Johnny Mathis, Columbia 41866

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(O Come All Ye Faithful)	88
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Sway	14
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REVIEWS OF THIS WEEK'S SINGLES

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

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

Pop

THE CRESTS



REMEMBER (IN THE STILL OF THE NIGHT) (Angel, BMI) (2:35)—**GOOD GOLLY MISS MOLLY** (Venice, BMI) (1:50)—The boys have been hot for a good spell and they have two more winners here. Top side is a ballad with a strong lead performance, while the flip is a listenable up-dating of the Little Richard hit. Watch both. Coed 543

MOON MULLICAN



FAREWELL (Starday, BMI)—**NEW JOLE BLON** (Starday, BMI)—Mullican has a powerful instrumental effort with "Farewell," a sort of answer to "Last Date," and styled along similar piano lead lines. Very effective effort. Flip is a re-creation of an earlier Mullican hit which can get strong play in country marts. Starday 527

MUDDY WATERS



GOT MY MOJO WORKING (Arc, BMI) (2:40)—This was recorded live at last summer's Newport jazz festival and Waters really generates a lot of fervor and excitement. He also had a hit with the same material three years ago. A wild, uptempo effort. Flip is "Woman Wanted" (Arc, BMI) (2:38). Chess 1774

JOHNNY CASH



OH, LONESOME ME (Acuff-Rose, BMI) (2:25)—**LIFE GOES ON** (Clement, BMI) (1:56)—Cash has two solid sides here with strong commercial potential in both the c.&w. and pop markets. "Oh, Lonesome Me," the old Don Gibson hit, is accorded a lively reading, and the flip, a weeper, features a moving vocal. Watch both sides. Sun 355

Rhythm & Blues

LITTLE JUNIOR PARKER



STAND BY ME (Lion, BMI) (2:26)—The chanter offers a bluesy ballad with considerable appeal. The performance is full of the church style and the side carries an interesting backing. Parker can move chartward with this. Flip is "I'll Forget About You" (Lion, BMI) (2:12). Duke 330

BUSTER BROWN



DOCTOR BROWN (Fast-Big Billy, BMI) (2:54)—Brown contributes a showmanly vocal stint on a swinging blues with effective harmonica work on the backing. Flip is "Sincerely" (Regent, BMI) (2:48). Fire 1032

ELMO JAMES



FINE LITTLE MAMA (Fast, BMI) (2:32)—James shouts out exuberantly on a sharply accented arrangement of an authentic-sounding blues. Flip is "Done Somebody Wrong" (Fast, BMI). Fire 1031



VERY STRONG SALES POTENTIAL

POPULAR ★★★

JOHNNY CASH
★★★★ Locomotive Man — COLUMBIA 41920—This one has the wonderful, steady beat of the train sound. It's a strong hunk

of material about an engineer who has girls wherever he goes. Watch this one. It's good. (Cash, BMI) (2:49)

★★★★ Girl in Saskatoon—Another fine folksy effort by Cash. It has the quality of
(Continued on page 30)

MUSIC PUBLISHER INFORMATION:

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

Reviews of THIS WEEK'S SINGLES

Reviews of New Pop Records

Continued from page 29

one of those old Robert Service poems about the Far North. Solid chanting and it can go. (Music, BMI) (2:12)

HELEN BRYANT

★★★★ I've Learned My Lesson—FURY 1042—Thrush sings this ballad with a nod to the church style of delivery. There's a chorus contributing to the same effect. (Newmark, BMI) (2:40)

★★★ That's a Promise—Uptempo blues. Chick and a chorus give this a lively reading. (Newmark, BMI) (2:49)

ROY MONTRELE

★★★★ The Montrell—MINIT 619—Another instrumental, unusual in melody line, and containing a violin part contrasting with the bluesy guitar passages. Very, very attractive. Watch it. (Minit, BMI) (2:23)

★★★ Mudd—Instrumental full of true blues quality. Horns and rhythm blend into a series of smart figures. Watch it. (Minit, BMI) (2:30)

JOHNNY ADAMS

★★★★ Closer to You—RIC 976—Inspirational side. Chanter has a big voice and technical facility. Tasteful violins and piano are in the backing. Watch it. (Ron, BMI) (2:27)

★★★ You Can Make It If You Try—The old hit gets a powerful reading by the chanter, backed with smartly arranged violins and piano. (Conrad-Babb, BMI) (2:24)

ERIC ROGERS AND HIS ORK

★★★★ March From "Camelot"—LONDON 1957—Rich pageantry flavor of the Broadway hit "Camelot" is wrapped up in attractive instrumental treatment. Fine jockey item. (Chappell, ASCAP) (2:07)

★★★ Follow Me—Lushly orchestrated instrumental treatment of the "Camelot" theme, spotlighting good organ solo work. Nice jockey side. (Chappell, ASCAP) (2:07)

THE JON DEAUX TRIO

★★★★ Tupelo County Jail—FELSTED 8611—The boys have a solid Kingston Trio sound on this attractive folk item. Spinable. (Cedarwood, BMI) (2:13)

★★★ Not Wisely, But Too Well—Folk saga version of "Othello" makes for effective country-flavored wax. Unusual jockey wax. (Studio-Jack, BMI) (2:32)

JOHNNY FERGUSON

★★★★ No One Can Love You (Like I Do)—M-G-M 12960—A strong performance by Johnny Ferguson on a first-rate teen-age ballad with a country flavor. The backing from orchestra and chorus is excellent, too. Strong side. (Cedarwood, BMI) (2:33)

★★★ The Valley of Love—Slight novelty tune, with a catchy melody is also handed a warm reading by Ferguson, but the flip is stronger. (Cedarwood, BMI) (2:20)

CHARLIE GRACIE

★★★★ Scenery—ROULETTE 4312—Gracie espouses a theory about how his girl is better scenery than the Grand Canyon et al. Good support from a fem group. Cute effort that could pull some play and sales action. (Shapiro-Bernstein, ASCAP) (1:53)

★★★ Sorry for You—A slow, triplet-backed ballad. Gracie turns in a stylish vocal and he could also grab play here. Gracie is the co-writer here. (Shapiro-Bernstein, ASCAP) (2:24)

CAMARATA

★★★★ Swiss Family Robinson Theme—VISTA 365—Here's the theme music from the new Walt Disney flick, due to open shortly. The effort has much of the classical concerto feel and the melody is retentive. Very programmable and the side could grab coin. (Wonderland, BMI) (3:05)

★★★ The Golden Years—Camarata wrote this pretty tune, which has a strong concerto feel, without marked rhythm effects. Piano leads with strings in the backing. Nice jock wax. (Walt Disney, ASCAP) (2:53)

BANDY NELSON

★★★★ Cool Operator—IMPERIAL 5708—Tympani and drums open this instrumental medium tempo side which rocks on to a jumping drum solo near the close. Instrumental could get some play because of its unusual use of percussion and Nelson's previous hits. Watch it. (Travis, BMI) (2:09)

★★★ Jive Talk—Driving instrumental here has guitars and tenor out front over drumming that keeps the pulse going. (Travis, BMI) (2:10)

DICK LORY

★★★★ Broken Hearted—LIBERTY 55393—The chanter explains how much sorrow losing his girl has caused him, and he tells the story with sincerity over warm support. Tune has a chance, watch it. (Jackson, BMI) (2:27)

★★★ My Last Date—Another strong vocal version of the current instrumental hit, this

time by Dick Lory. The other versions of the tune will give this rough competition, but this could get some of the loot. (Acuff-Rose, BMI) (2:23)

CLARENCE (FROGMAN) HENRY

★★★★ I Don't Know Why—ARGO 5378—The Frogman reappears after a long absence and it's a strong side. A good tune with a great beat and the vocal is delivered in winning style. This has a chance. (Arc, BMI) (2:15)

★★★ Just My Baby and Me—Here's another good medium rockin' side, delivered in much of the Fats Domino quality. This one moves, too. (Arc, BMI) (2:25)

★★★

GOOD SALES POTENTIAL

POPULAR ★★★

LOU PAYNE

★★★ The Congo Twist—FEDERAL 12387—Interesting blend of the "Twist" rhythm with hip-swinging congo tempo makes this a spinnable instrumental side. (Stebrita, BMI) (2:17)

★★★ Hand Out—Hard driving r.&r. instrumental side with catchy tempo and strong sax solo work. (Stebrita, BMI) (2:25)

THE TORNADOES

★★★ Like a Frog—ABC PARAMOUNT 10174—A bright rockin' effort on the upbeat side. There's a touch of the Latin approach here with something that approaches the mambo grunts at the end of the phrases. Colorful, hand-clapping wax. (Sigo, BMI) (2:00)

★★★ Cora—A slow and compulsive rock rhythm is heard here. Harmony saxes take the lead, abetted by a chorus. Side has a good, big sound and it's worthy of play. (Sigo, BMI) (2:32)

BOYD WHITE

★★★ Secret Love—MERCURY 71714—The tune that was a great hit for Doris Day is done in rocking style by White. He gives it a good reading and he gets a strong, persistent rhythm backing. Worth a hearing. (Remick, ASCAP) (2:33)

★★★ Angel—A nice rockaballad reading by White, who has a good teen sound. Material could be stronger, but the artist has a good sound. (Tulane-MRC, BMI) (2:41)

THE GEM TONES

★★★ Hawaiian War Rock—SCARLET 4219—Pounding r.&r. instrumental version of "Hawaiian War Chant" with driving tempo. (Miller, ASCAP) (2:21)

★★★ Man With the Golden Arm—Solid instrumental wrap-up of the swinging movie theme hit of a few years ago. (Maraville, ASCAP) (2:35)

BUDDY KILLEN

★★★ Thank You for Calling—SCARLET 4008—Feelingful reading by Killen on wistful Cindy Walker theme. (Blackwood, BMI) (2:15)

★★★ 'Til You Come Back Again—Pretty tune is warbled pleasantly by Killen. Two good sides. (Tree, BMI) (2:25)

THE CRESCENDOS

★★★ Let's Take a Walk—SCARLET 4007—Exuberant reading by lead singer and group on bouncy folk-styled ditty. (Commar, BMI) (2:00)

★★★ Strange Love—Lead warbler registers strongly on catchy teen-appeal r.&r. item. (Combo, BMI) (2:00)

JERRY LEE LEWIS

★★★ When I Get Paid—SUN 352—Bright chunk of material gets an exciting Jerry Lee Lewis performance here, aided by a solid beat from the combo. Side could help the chanter grab sales again. (Buff City-Knox, BMI) (2:45)

★★★ Love Made a Fool of Me—Jerry Lee Lewis sings this listenable rockaballad with feeling, playing triplets on the piano while backed by orchestra and chorus. May interest the chanter's fans. (Hi Lo, BMI) (2:45)

IRA JAY II

★★★ You Don't Love Me Anymore—SUN 351—Ira Jay sells this bright rocker with a lot of charm aided by a bright string arrangement. A record that has a chance if it gets exposed. (Hi-Lo, BMI) (2:30)

★★★ More Than Beautiful—Another very attractive performance by the singer helped by a bright arrangement, well performed by chorus and ork. (Knox-Tuneville, BMI) (2:16)

DAVID CARROLL

★★★ Everything's Coming Up Roses—MERCURY 71750—A swinging rhytha version of the tune from the hit musical "Gypsy" receives a driving performance from the David Carroll crew here. Sure to get a lot of air play. (Chappell, ASCAP) (2:08)

★★★ By Heck Cha Cha Cha—The oldie is all dressed up here in a cha cha arrangement and the ork hands it a bright reading. Two sides that could gain deejay exposure. (Marks, BMI) (1:56)

GINNY ARNELL

★★★ Look Who's Talkin'—DECCA 31190—Ginny Arnell handles this rhythmic effort in a cute, baby-voice style, somewhat in the manner of Teresa Brewer here. Side could get spins. (Aldon, BMI) (2:15)

★★★ Tell Me What He Said—Thrush works hard on this tale of teen-age trouble, boy-girl trouble of course. It's a bright rhythmic effort and the lass sings it satisfactorily. (Marks, BMI) (2:00)

KEN LYON

★★★ Don't Believe Everything You Hear—DOT 16163—Rockaballad is handed a good go by the young singer aided by triplets in the backing and a femme vocal group. (Wemar, BMI) (2:25)

★★★ The Big White House—Attractive tune with a bit of country flavor is sold neatly by the lad here. He tells of love between a poor boy and a rich girl. Lyon has a good style. (Wemar, BMI) (2:05)

THE EMBERS

★★★ My Dearest Darling—DOT 16162—The Embers sing this light novelty smartly, both in Spanish and in English, with one of the chanters explaining the Spanish words. Good wax with a chance. (Republic, BMI) (2:03)

★★★ Please, Mr. Sun—The Johnny Ray hit of a number of years ago receives a first rate performance from the group with the lead singer sounding a lot like Tommy Edwards. This has possibilities. (Weiss & Barry, BMI) (2:03)

GARY "ALLEY-OOP" PAXTON

★★★ You Been Torturing Me—PAXLEY 752—Gary Paxton tells all the horrible things he is thinking of doing to his girl because she is so untrue to him. He talks the story and the group backs him along with a rhythm section. Watch this one. (American, BMI) (2:20)

★★★ The Grubble—This wild dinking features a rhythm section playing a driving twist type rhythm over exciting chattering and shouting and whistling backing by a crowd of kids. Could get coins. (Maverick, BMI) (2:04)

GUNTHER FISHER

★★★ The Sad Musician—STRAND 25024—Interesting instrumental effort is handed a good go by the orchestra with an unusual solo instrumental lead mouth organ. Tune has a memorable quality and could get spins. (Kryder, BMI) (2:37)

★★★ A Day Never Ends—Another attractive tune is performed smartly here by the combo, again with the mouth organ, in lead. Two listenable sides. (Kryder, BMI) (2:24)

JOHN GAVIN

★★★ Just to Be in Love—CORAL 62240—The chanter comes thru with a happy performance on a light, bright novelty tune. He is aided here by a vocal group and rhythm support. (Northern, ASCAP) (2:04)

★★★ Don't Wish Your Life Away—Gavin turns in an attractive performance on a warm ballad, aided by big-stringed backing. Worth deejay spins. (Northern, ASCAP) (2:48)

TONY ROSSINE

★★★ I Gotta Know—SUN 349—A wild rocker receives a solid performance from the young chanter, aided by some wild stringed rock and roll support. Lad can sell a song, and side has a chance. (Knox, BMI) (2:28)

★★★ Is It Too Late—The young lad comes through with a tender touching reading of a listenable rockaballad here, aided by a stringed ork. He has a warm and sincere sound and this side, too, can happen. (Knox, BMI) (2:28)

BILL PARSONS

★★★ Guitar Blues—STARDAY 526—A country-styled talking novelty with a good guitar backing. This has appeal and could grab spins. Watch it. (Starday, BMI)

★★★ Hot Rod Volkswagen—The "All American Boy" cat has an interesting teen-styled blues here which moves right along. Subject matter is strongly slanted to the juvenile trade. (Starday, BMI)

BOBBY GEE AND THE CELESTIALS

★★★ Little Miss Fantasy—XYZ 611—Gee has a teen-age quality on this rock-styled ballad. Fair wax for the market. (Conley, ASCAP) (2:45)

★★★ Sealed With a Kiss—A rockaballad by the boys with a long harmony intro, followed by the solo stint by Gee. Moderate potential. (Conley, ASCAP) (2:58)

MARGIE RAYBURN

★★★ I've Tried So Hard Not to Love You—CHALLENGE 59100—A soft and whispery ballad by Miss Rayburn. The song has a strong country flavor and it's backed by organ and a male chorus. (Lansdowne, ASCAP) (2:22)

★★★ Try Me—A cute and bright medium rocker effort by the gal. She does it dual-track style and it's effective. (Jat, BMI) (2:14)

MARGIE DAY

★★★ It Started All Over Again—COED 544—A pleasant revival of the nice ballad standard. Miss Day sings it with style over a smooth backing. (Embassy, BMI) (2:30)

★★★ Send for Me—A blues, and the gal hands it a good, easygoing reading. A spinnable effort. (Winneton, BMI) (2:24)

JAN AUGUST

★★★ What Is This Thing Called Love—MERCURY 71743—Accompanied by rhythm and bongos, pianist August swings the Porter standard nicely with vigorous touches of jazz. (Harns, ASCAP) (2:12)

★★★ Me and My Shadow—The pianist does an interesting job with the oldie, adding touches of Erroll Garner to his cocktail delivery. He is backed by a bank of strings. (Bourne, ASCAP) (2:21)

JAMES HARWOOD

★★★ When the Village Goes to Sleep—20TH FOX 9733—Moody piece about the Greenwich Village scene is the subject matter sung by Harwood, accompanied by the vocal chorus. Both sides are from the original-cast albums, "Greenwich Village, U. S. A." (Sunbeam, BMI) (2:30)

DAWN HAMPTON

★★★ We Got Love—Rhythm-oriented side by Dawn Hampton is humorous and in a jazz groove. Tenor sax, bongos and rhythm accompany. (Sunbeam, BMI) (2:35)

EDMUNDO ROS & HIS ORCHESTRA

★★★ Have You Met Miss Fandango—LONDON 1959—Vigorous cha-cha in a medium tempo treatment is the order for this disk. Tune is from the new movie, "Where the Boys Are." (Young, ASCAP) (2:20)

★★★ Climb Ev'ry Mountain—The "Sound of Music" tune gets a nice Latin-styled instrumental rendition by the Ros orchestra. Unusual effect comes from the use of harp in solo spots. (Williamson, ASCAP) (2:25)

KEY LARSEN

★★★ A Little Lovin'—LAWN 106—Heavily accented in rhythm, this middle tempo tune sung by Larsen rocks along nicely. Rhythm combo and voices energetically accompany. (Conley, ASCAP) (1:58)

★★★ Web of Lies—Rockaballad on the flip has the boy telling how he got caught lying. Combo and large chorus accompany. (Conley, ASCAP) (2:22)

E. C. BEATTY

★★★ Tarzan—COLONIAL 7009—Amusing story of the film and comic strip character is sung here by Beatty with appropriate jungle yells and rocking combo backing. (Bentley, BMI) (2:12)

★★★ Little Blue Eyes—Country-styled rocker is sung in a rather routine way by Beatty on flip. Good guitar licks and small combo accompany. (Bentley, BMI) (2:25)

MARIE KNIGHT

★★★ To Be Loved by You—ADDIT 1016—Expressive thrushing by gal on bluesy

tune. Good jockey side. Dual market wax. (Embassy, BMI) (2:23)

★★★ Hope You Won't Hold It Against Me—Canary sings with feeling and sincerity on this okay ballad. (Dorsey, ASCAP) (2:01)

CARL MADURI

★★★ The Joker—WARWICK 604—This is a big ballad in the vein of a number of tunes by the Platters, and Maduri sells it with emotion over good chorus and ork support. Side could grab coins if exposed. (Angel and Seibon, BMI) (2:21)

★★★ A Miracle—Pleasant ballad, with triplets in the arrangement, is intoned with warmth here by the chanter. (Selma, BMI) (2:31)

JERRY GLENN

★★★ Just Because—MERCURY 71707—The familiar oldie is done in bright rocker style by Glenn. Spins possible. (Leeds, ASCAP) (1:50)

★★★ Honky Tonk Man—Okay vocal job by Glenn on a slower rhythm tune. (Golden West, BMI) (2:07)

JOE D'AMBRA

★★★ Don't Forget to Write—MERCURY 71725—A slow and pulsing rockaballad performance by D'ambra. He's accompanied by wild celestial type vocal sounds and pounding triplets. This has a chance for plays. (Big Bopper, BMI) (2:14)

★★★ Please Come Home—A slow ballad, again done in rock style. D'ambra bleeds on this weeper material. Quite a dramatic performance. (Big Bopper, BMI) (2:22)

Jazz

★★★★

NAT ADDERLEY

★★★★ That's Right—RIVERSIDE 447—Interesting trumpet solo work on mournful theme with hypnotic tempo. Good jazz juke wax. (Upam, BMI) (2:10)

★★★★ The Old Country—Plaintive trumpet solo stint on Latin-flavored theme. Both sides are from album. (Upam, BMI) (3:54)

ART BLAKEY & THE JAZZ MESSENGERS

★★★★ Hi-Fi—BLUE NOTE 1788—Effective instrumental blend on pleasant theme. Merits exposure. Both sides are from a recent LP. (Melotone)

★★★★ Chicken an' Dumplings—Swinging theme is handed tasteful instrumental treatment. Good deejay side. (Groove, BMI)

★★★★

LOU DONALDSON

★★★★ The Truth—BLUE NOTE 1773—Sultry sax solo work on attractive instrumental theme. (Groove, BMI)

★★★ Goose Grease—Good natured ork work on catchy rhythm ditty with strong sax solo stint. (Groove, BMI)

THE THREE SOUNDS

★★★★ Tammy's Breeze—BLUE NOTE 1792—Exotic theme is accorded tasteful instrumental treatment with nice piano solo work. (Groove, BMI)

★★★ I'm Beginning to See the Light—Sprightly piano solo version of the oldie with infectious hand clapping on backing. Coinnable. (Alamo)

MANGIONE BROTHERS SEXTET

★★★★ Struttin' With Sandra—RIVERSIDE 446—The Mangiones open here in the style of Horace Silver. Side swings nicely in a medium tempo groove, and there are nice solos on tenor sax, piano and trumpet. (4:20)

★★★ Something Different—Swinging medium tempo modern jazz from the brothers on this side. Good solos are contributed on tenor sax and trumpet. Both sides are from the LP "The Jazz Brothers." (4:57)

Country & Western

★★★★

THE OSBORNE BROTHERS

★★★★ Fahr and Tender Ladies—M-G-M 12970—A first-rate reading by the boys of a story about wicked men and virtuous girls. It's a strong piece of material and the Brothers sing it solidly. Could get sales and coins. (Acuff-Rose, BMI) (2:31)

★★★★ At the First Fall of Snow—The Osborne Brothers come thru with a touching performance on a rhythmic weeper here,

(Continued on page 31)

Charts don't lie!
THE ORIGINAL HIT
"ONCE IN A WHILE"
 by
THE CHIMES
 TAG #444
 Breaking Big
"ALL IN MY MIND"
MAXINE BROWNE
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• Reviews of New Pop Records

• *Continued from page 30*

as they tell the tale of man whose daughter is now in Heaven. Strong wax for country markets. (Milene, ASCAP) (2:36)

(LITTLE) JIMMY DICKENS

★★★★ **John Henry**—COLUMBIA 41916—The little man from Nashville chants the well-known work song. Dickens puts plenty of heart into this reading and his friends will like it. From the recent album, "Big Songs of Little Jimmy Dickens." Worth plenty of plays. (2:48)

★★★★ **Fire Ball Mail**—A fine train song in the country blues tradition. Dickens hands it a lot of spirit and color and the backing has a great traditional sound. Two fine sides. (Milene, ASCAP) (2:09)

★★★

RENO AND SMILEY

★★★ **Bringin' in the Georgia Mail**—KING 4696—Here's an interesting train blues by the boys that was a big hit for Roy Acuff in the 1940's. This one has the fine, hoe-down, hill quality with a great hunk of banjo pickin' that is a trademark of this act. A good side in the great tradition. (Milene, ASCAP) (2:00)

★★★ **Please Remember That I Love You**—The boys are joined by Ronnie Reno to form a vocal trio here. It's a blue grass styled ballad by the three and it's delivered in the familiar hill style. (Lois, BMI) (2:21)

RUSTY YORK

★★★ (1) **Little Rosewood Casket** (2) **Pretty Polly** (3) **Roving Gambler**—BLUE GRASS SPECIAL 600—The three tracks of interesting hoe-down music featuring bright picking and pleasant vocals may help sales on this disk in the country marts. (Skinner, BMI)

★★★ (1) **Girl in Sunny Tennessee** (2) **Little Magie** (3) **East Virginia Blues**—same comment. (Skinner, BMI)

LARRY THORNTON

★★★ **You and Yesterday**—SAGE 335—A country weeper in the traditional style. Thornton does a good, straightforward vocal. (Sage & Sand, SESAC)

★★ **Honky Tonk Ties**—She won't find the answer in a glass of beer or wine. This is his advice to the erring girl. A typical weeper in the traditional style. (Vidor, BMI)

Rhythm & Blues

★★★★

OTIS RUSH

★★★★ **You Know My Love**—CHESS 1775—A bluesy ballad. Chanter sings it with a good flair for the church-styled technique. (Arc, BMI) (2:35)

★★★★ **I Can't Stop Baby**—Blues, slow and soulful Effective falsetto breaks. (Arc, BMI) (2:10)

★★★

DETROIT JUNIOR

★★★ **Too Poor**—CHESS 1772—A documentary on the effect of money, or its lack, on true love. Chanter sings it distinctively in a high-pitched style, to a bouncy blues backing. (Arc, BMI) (2:28)

★★★ **You Mean Everything to Me**—True r.&b. style here, in the repeating figure in the instrumental backing. Side is a bouncy one. (Arc, BMI) (2:40)

JEANETTE (BABY) WASHINGTON

★★★ **Too Late**—NEPTUNE 121—A good rocker by the gal. She had a good feeling for the rhythmic material. Dual track spots feature the side. (Shaw, BMI) (2:41)

★★★ **Move On**—The couple are speeding down the highway at 90 miles per hour but she says, move on baby. Persistent rhythm side. (Shaw, BMI) (2:00)

MARTHA NELSON

★★★ **I Don't Talk Too Much**—RIC 979—This is the rebuttal to the charge of talking too much. Chick sings it well to a relaxed, slow-tempo backing with plenty of beat and horns. (Ron, BMI) (2:10)

★★★ **Bless You Darling**—A blues ballad with triplet figure. Considerable feeling in the vocal. (Ron, BMI) (2:14)

BOBBY AND LUCY

★★★ **It's Nothing**—CHIEF 7025—Emotion-packed duo vocal work on moving rockaballad. Merits exposure. (Melva) (2:20)

BOBBY STONE

★★ **I Feel So Strange**—Stone chants in okay fashion on bouncy r.&b. item with gal on backing. (Melva) (2:25)

Latin American

★★★★

PACHECO Y SU CHARANGA

★★★★ **El Guiro De Macorina**—ALERE 3045—Fine singing and fine rhythm make up this bouncing pachanga. Singer is accompanied by vocal chorus and combo of violins and flute backing.

★★★ **Oyeme Mulata**—A bit slower, this charanga gets an equally excellent performance from the group both singing and playing.

RENE SALINAS

★★★★ **Mandame Buscar**—CORONA 2274—Lovely ballad-type bolero is sung here by Salinas to the accompaniment of vocal chorus and standard Spanish rhythm combo. Might have good sale in Latin-speaking areas.

★★★ **Los Aretes De La Luna**—Another ballad, again in the bolero style, has pop touches and is again well sung by Salinas with vocal group. This group, incidentally, uses very modern harmonies on both sides. (2:12)

★★★

LOS PAVOS REALES

★★★★ **Ya Somos Dos**—CORONA 2272—Quick-stepping ranchera sung by a duet accompanied by guitars, and accordion and rhythm. Might move some in Spanish markets. (TNT, BMI) (2:26)

★★★ **Vanas Husiones**—Same comment. (2:29)

RAY MONSIVAIS

★★★ **Cuando Tu Quieras**—CORONA 2273—Pleasant singing in Spanish and bolero tempo make this an acceptable side, especially for areas with heavy Spanish concentration. (2:19)

★★ **Sabelo Bien**—Singing not quite as good on this side but might move in Spanish areas. (2:36)

KAKO Y SU COMBO GIGANTE

★★★ **El Sabio**—ALERE 3042—Sparkling trumpets and good singing might make this mambo a good buy for dealers in Spanish-speaking areas. It's a dancing natural.

★★ **El Candao Y La Liave**—Flip is a guaguano, sung well and played well, which should have the same kind of appeal.

(Continued on page 32)

IN THE **HOT 100**

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

HANK BALLARD and the Midnighters
 KING 5400

SLEEP

LITTLE WILLIE JOHN
 KING 5394

WALK SLOW

LITTLE WILLIE JOHN
 KING 5428

HOOCHI COOCHI COO

HANK BALLARD and the Midnighters
 KING 5430

THE BELLS

JAMES BROWN
 KING 5423

ANGEL BABY

and
BABY OH BABY
CHARLES BROWN
 KING 5439

KING

Thanks, Disk Jockeys, for Making 1960 a Great Year for Me!



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Latest Hit Single:

"CALENDAR GIRL"

RCA Victor 47/61-7829

Personal Management:
Nevins-Kirschner Associates

Booking:
MCA

Exclusively:
RCA Victor

CAPITOL'S HOT HITS

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

- 4466—OL' MacDONALD Frank Sinatra
 - Billboard "Hot 100" #47
 - Cash Box "Top 100" #34
 - Music Vendor "Top 100" #22
- 4406—WINGS OF A DOVE Ferlin Husky
 - Billboard "Hot 100" #59
 - Music Vendor "Top 100" #63
 - Billboard "Hot C&W Sides" # 1
 - Cash Box "Top 50 C&W" # 1
 - Music Vendor "Top 50 C&W" # 1
- 4412—EXCUSE ME Buck Owens
 - Billboard "Hot C&W Sides" #3
 - Cash Box "Top 50 C&W" #3
 - Music Vendor "Top 50 C&W" #5
- 4463—WORLD SO FULL OF LOVE Faron Young
 - Cash Box "Top 50 C&W" #14
 - Music Vendor "Top 50 C&W" #12
- 4463—FORGET THE PAST Faron Young
 - Cash Box "Top 50 C&W" #23
 - Music Vendor "Top 50 C&W" #27
- 4454—IT'S GOT TO BE A HABIT Hank Thompson
 - Cash Box "Top 50 C&W" #27
 - Music Vendor "Top 50 C&W" #34
- 4412—I'VE GOT A RIGHT TO KNOW Buck Owens
 - Music Vendor "Top 50 C&W" #48
- 4386—SHE'S JUST A WHOLE LOT LIKE YOU Hank Thompson
 - Music Vendor "Top 50 C&W" #50

PICKED TO BE HITS

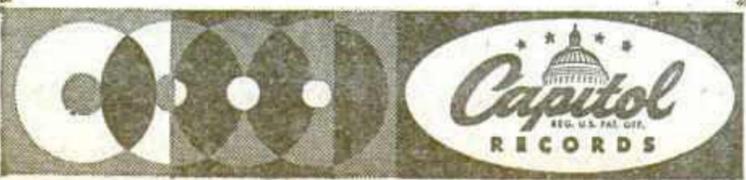
ACTUAL SELECTIONS BY THE INDUSTRY'S LEADING TRADES

- 4487—I WANT TO LIVE AGAIN Rose Maddox

Billboard "Spotlight Winner"—"Rose Maddox handles these two country weepers (Kissing My Pillow) with much feeling, aided by strong arrangements and good backing from the orch. Both sides could get country action."
- 4491—A YEAR AND A DAY Judy Scott

Cash Box "Best Bet"—"Label's new thrush makes a fine first impression as she sincerely warbles the pretty lost-love plaintive. Lush rock-a-string & femme chorus backing directed by Stan Appelbaum."
- 4489—PEPE Les Baxter

Variety disc-pick. "Pie title song, is a catchy melodic side executed nicely by orch and chorale ensemble. 'DOLCE FAR NIENTE' from the 'Unsinkable Molly Brown' score, gets a first rate rendition due for wide plays."



Reviews of New Pop Records

Continued from page 31

Sacred

★★★★

JIMMY SKINNER
 ★★★★★ The Hem of His Garment—MERCURY 71719—Jimmy Skinner sings his

oldie, which he recorded many years ago, with sincerity and reverence over simple country combo and chorus support. (Stamps-Baxter, BMI) (2:25)

★★★★ God's Mansion in the Sky—Another fine performance by the country singer, on a serious gospel tune. Both sides should appeal strongly to his many, many fans. (Skinner, BMI) (2:16)

LIMITED SALES POTENTIAL

Popular

CHUCK DOCKERY
 Knock on My Door — Rock While We Ride. NEW SONG 130

PRESTON AND THE PACEMAKERS
 Ebb Tide — Stop and Go. NEW SONG 127

TONY MARCONI
 Yesterday — Cumanah. NEW SONG 125

THE SHADOWS
 Tell This Lonely Heart Goodbye—Wonder Why. DOTTIE 1006

FRANKIE REDMOND
 Make Believe World — Anytime Anywhere. IMPERIAL 5718

THE HOT TAMALES
 The Mexican Twist — The Pony. ALPINE 68

DAVE KENNEDY
 B-L-U-E.

SUPER-PHONICS
 Me, Neither. LINDY 2131.

LINDA LANE
 Look to the Rainbow — If I Loved You. HILLTOP 2011.

THE DIALS
 Wondering About Your Love — Sorrento. HILLTOP 2010.

Jazz

IKE QUEBEC
 I've Got the World on a String — What a Difference a Day Made. BLUE NOTE 1802

Country & Western

JOE E. MAY
 Don't You Fool With Me — I Nearly Lost My Mind. COVER 60111

ROGER SMITH
 Pikes Peak — No Greater Bounds. ROXIE 245

JACK BARLOW
 Walk With Me Baby — Where There's a Will, There's a Way. DOLLIE 3371

MARY CLAMP
 More Than Ever — Let's Fall in Love Again. CAYCE 1002

ANN CHRISTY
 Only One Love — Love Me By the Good Book. ARCO 4628.

Polka

DON PEACHEY
 Dixieland Polka — Last Night on the Back Porch. CADET 136

Ellis Forms Indie Diskery

NEW YORK — Ray Ellis, former M-G-M a.&r. head, has formed an independent record producing firm with Aubrey L. Mayhew. They will produce disks with established names as well as with new artists. The first of the artists to be waxed by the pair are the Kane Sisters. The girls' first release will be issued in January.

Ellis will arrange and conduct all sessions, with Ellis and Mayhew co-producing the disks. Mayhew is a show business vet, and Ellis, prior to his stint at M-G-M and Columbia, was one of the East's hottest indie arrangers.

J. Elliott Joins Kapp Records

NEW YORK—Jack Elliott has joined Kapp Records as a staff conductor, arranger and a.&r. man. For a considerable period, Elliott has been active as arranger-conductor with Kapp on an indie production basis and he already enjoys credits on the Kapp stereo sound series on the Medallion label.

Elliott has been an accompanist for Jacqueline Francois, has been a conductor for Patti Page, did dance sequences for "Fiorello," and has accompanied Jane Morgan in night club stints. He has also been active in both classical and jazz fields.

Trencher Opens Disk Promo Hdq.

NEW YORK — Irv Trencher, formerly Eastern sales and promotion manager for Rank Records of America, has opened his own indie disk promotion office. He'll continue to represent Top Rank and its subsidiary lines, Jaro and Noble, in the Eastern sector on a freelance basis. He has also taken on Vassar Records and will announce other clients soon. Prior to his stint with Rank, Trencher was with Southern Music.

LATEST RELEASE
LIKE A FROG
 By
THE TORNAOES
 #10174
 ABC PARAMOUNT
 FULL COLOR FIDELITY

THELMA CARPENTER
 Sings
"YES, I'M LONESOME TONIGHT"
 62241
 CORAL RECORDS

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 b/w Found A Woman



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RANK RECORDS OF AMERICA

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LP'S

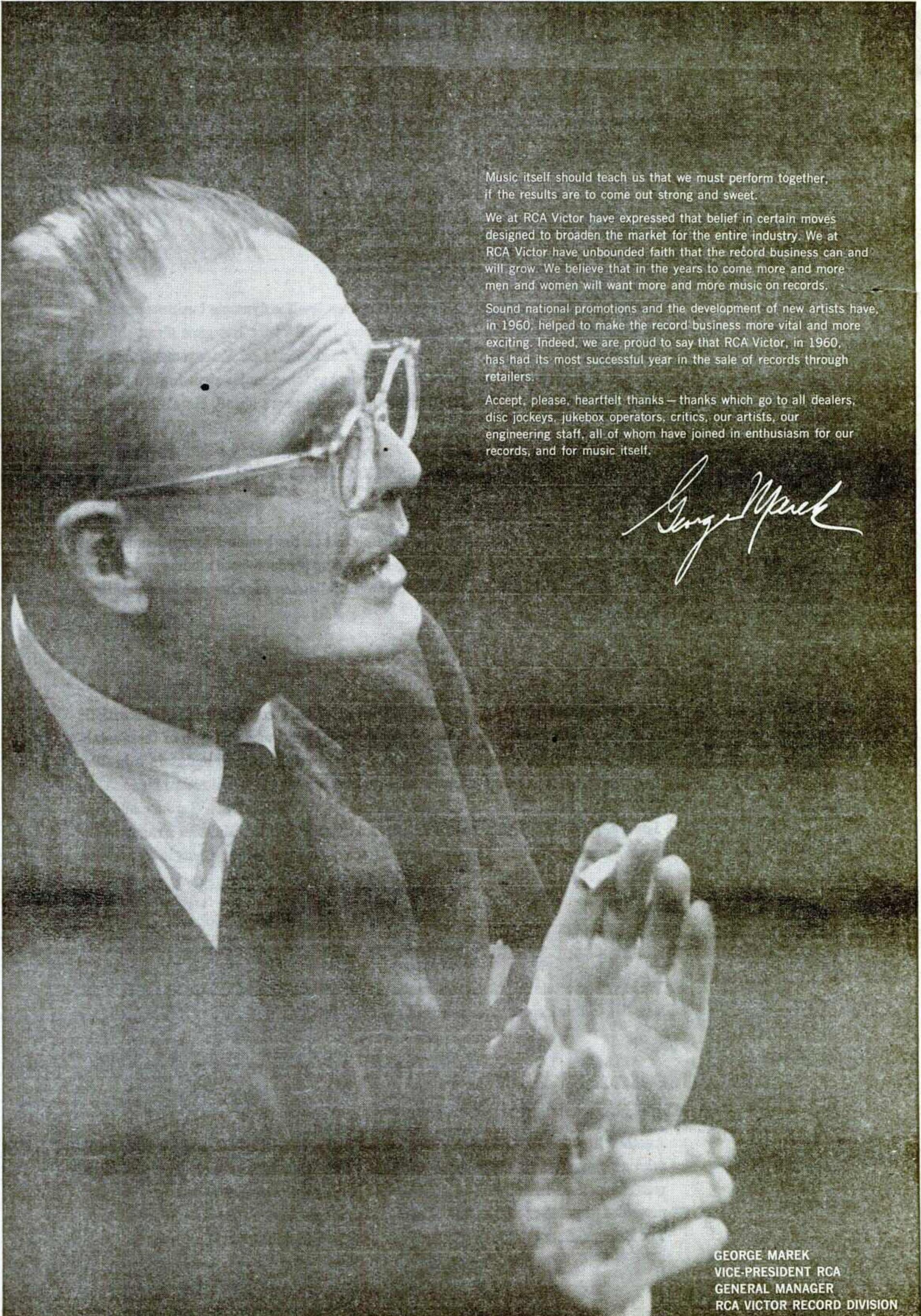
\$2.47—\$3.10—\$3.71

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SINGER ONE STOP

45's—65¢

Free Strips material



Music itself should teach us that we must perform together, if the results are to come out strong and sweet.

We at RCA Victor have expressed that belief in certain moves designed to broaden the market for the entire industry. We at RCA Victor have unbounded faith that the record business can and will grow. We believe that in the years to come more and more men and women will want more and more music on records.

Sound national promotions and the development of new artists have, in 1960, helped to make the record business more vital and more exciting. Indeed, we are proud to say that RCA Victor, in 1960, has had its most successful year in the sale of records through retailers.

Accept, please, heartfelt thanks — thanks which go to all dealers, disc jockeys, jukebox operators, critics, our artists, our engineering staff, all of whom have joined in enthusiasm for our records, and for music itself.

George Marek

GEORGE MAREK
VICE-PRESIDENT RCA
GENERAL MANAGER
RCA VICTOR RECORD DIVISION

1960—A RECORD YE

RCA Victor Leadership

More than ever, in 1960 RCA Victor has proven itself a dynamic business organization dedicated to building the record industry. RCA Victor has gone about this job with care and creativity. Through the combined efforts of Management, A & R, Advertising, Promotion and Sales, RCA Victor has taken major steps toward putting the record business on firm footing for the growth years ahead. Here's how.

Quality Releases have been an A&R Contribution

The RCA Victor A & R Department, the hottest in the business today, has brought forth a continuing flow of top-notch sales producing product—both albums and singles. The impressive list of chart merchandise on the following page bespeaks the quality of this work.

First Rank Artists

World-renowned artists on the RCA Victor label have continued to set the artistic standards for the industry. Sales records show the continued strength of these established names. But bright new talents must also be developed to maintain a healthy industry. RCA Victor has many of the exciting new names in the record business. In the popular field, Neil Sedaka, Dick Schory, Floyd Cramer, Dave Gardner and Rod Lauren. In the classical area, Julian Bream, Rosalind Elias, Malcolm Frager, Maureen Forrester, Jaime Laredo, Anna Moffo, Leontyne Price, Georgio Tozzi, Jon Vickers.

Record Sales in Singles

We have had a total of 43 singles on the charts with million sellers that have brought new life to this important segment of our business.

New National Advertising and Promotion Developed for Singles

Another first for RCA Victor was the Remington Rand tie-in featuring six single releases promoted in conjunction with the Remington typewriters. These releases were advertised in national magazines and on network television and were heavily promoted at point-of-sale by record and typewriter dealers. Of the six songs featured, The Browns, Sam Cooke, Della Reese and Neil Sedaka had top selling records.

AR FOR RCA VICTOR

New Advertising and Promotion Developed for Albums

Famous throughout the industry for its album advertising and promotion, RCA Victor in 1960 had many impressive campaigns, among them: the Rosemary Clooney Tabasco tie-in, the Boston Pops "Everything But the Beer" package, the "New Sound America Loves Best" tie-in with Breck Hair Preparation, and currently, the greatest Christmas Promotion ever, "Give the Christmas Gift America Loves Best," featuring seven important manufacturers' products along with best-selling RCA Victor albums.

Dynamic Field Operations

The most effective distribution system in the industry coupled with highly efficient Field Sales representation and Broadcast Promotion activity, have molded the diverse record marketing elements into a potent selling force. Result—the largest consumer sales in history.

And More to Come in '61

In 1961 RCA Victor will continue its dynamic growth policy with more exciting new product featuring great established artists and bright new talent. New directions in imaginative advertising, promotion and marketing will set new sales records for RCA Victor and help stimulate activity throughout the entire industry.

Dramatic Introduction of Compact 33

Basic to the growth of any industry is new product. RCA Victor starts 1961 with the all-important introduction of the Compact 33 single and double. Over a million homes will be introduced to this exciting new kind of record by a Special Compact 33 made for a promotional tie-in with Dr. West toothbrushes, supported by a far-reaching national advertising and promotional campaign. This pre-selling of Compact 33 will open new marketing vistas for both Popular and Classical music for the entire industry.

Rebuilding the "Red Seal Singles" Market on Compact 33

RCA Victor believes that the once profitable classical "singles" market of 78 RPM days can be built into an important segment of the business with the Compact 33. Repertoire will feature popular classics performed by favorite concert artists.

Our Responsibility for the Future

RCA Victor is keenly aware of the responsibilities upon it as the leader of the record industry. We pledge continued efforts in all phases of our business for improvement, innovation and new advances for the betterment of the entire industry.

RCA VICTOR CHARTMAKERS OF 1960

SINGLES*

"A Mess of Blues"—Elvis Presley—47-7777
 "Am I Losing You"—Jim Reeves—47-7800
 "And Now"—Della Reese—47-7784
 "Are You Lonesome To-Night"—Elvis Presley—47-7810
 "Chain Gang"—Sam Cooke—47-7783
 "China Doll"—Ames Brothers—47-7655
 "Delaware"—Perry Como—47-7670
 "Don't You Know"—Della Reese—47-7591
 "Fame and Fortune"—Elvis Presley—47-7740
 "Far, Far Away"—Don Gibson—47-7762
 "He'll Have to Go"—Jim Reeves—47-7643
 "I'm Gettin' Better"—Jim Reeves—47-7756
 "(I Can't Help You) I'm Falling Too"—Skeeter Davis—47-7767
 "I Gotta Know"—Elvis Presley—47-7810
 "I Know One"—Jim Reeves—47-7756
 "I Know What God Is"—Perry Como—47-7670
 "I Missed Me"—Jim Reeves—47-7800
 "If I Had a Girl"—Rod Lauren—47-7645
 "It's Now or Never"—Elvis Presley—47-7777
 "Just Come Home"—Hugo & Luigi—47-7639
 "Just One Time"—Don Gibson—47-7690
 "Last Date"—Floyd Cramer—47-7775
 "Many a Wonderful Moment"—Rosemary Clooney—47-7754
 "Mr. Lucky"—Henry Mancini—47-7705
 "Not One Minute More"—Della Reese—47-7644
 "Oh, Carol"—Neil Sedaka—47-7595
 "Old Lamplighter, The"—The Browns—47-7700
 "One Mint Julep"—Chet Atkins—47-7684
 "Please Help Me, I'm Falling"—Hank Locklin—47-7692
 "Rockin' Rollin' Ocean"—Hank Snow—47-7702
 "Run Samson Run"—Neil Sedaka—47-7781
 "Sad Mood"—Sam Cooke—47-7816
 "Scarlet Ribbons"—The Browns—47-7614
 "Send Me the Pillow (You Dream On)"—The Browns—47-7804
 "Someday"—Della Reese—47-7706
 "Stairway to Heaven"—Neil Sedaka—47-7709
 "Stuck on You"—Elvis Presley—47-7740
 "Sweet Dreams"—Don Gibson—47-7805
 "Teenage Sonata"—Sam Cooke—47-7701
 "Teen-Ex"—The Browns—47-7700
 "Teensville"—Chet Atkins—47-7684
 "Tell Laura I Love Her"—Ray Peterson—47-7745
 "You Mean Everything to Me"—Neil Sedaka—47-7781

*According to The Billboard's Hot 100 Charts.

ALBUMS*

"Arthur Fiedler Conducts a Boston Pops Concert (Everything But the Beer)"
 —Boston Pops Orchestra—LM6082, LSC6082
 "Belafonte at Carnegie Hall"—LOC6006, LSO6006
 "Della"—Della Reese—LPM2157
 "Elvis Is Back"—Elvis Presley—LPM2231, LSP2231
 "Elvis' Golden Records"—Elvis Presley—LPM1707
 "Elvis' Gold Records, Vol. II"—Elvis Presley—LPM2075
 "For the First Time"—Mario Lanza—LM2338, LSC2338
 "G. I. Blues"—Elvis Presley—LPM2256, LSP2256
 "Grove: Grand Canyon Suite"—Morton Gould—LM2433, LSC2433
 "He'll Have to Go"—Jim Reeves—LPM2223
 "Kick Thy Own Self"—Dave Gardner—LPM2239
 "Mario Lanza Sings Caruso Favorites"—LM2393, LSC2393
 "Lanza Sings Christmas Carols"—LM2333, LSC2333
 "Mr. Lucky"—Henry Mancini—LPM2198, LSP2198
 "More Music from Peter Gunn"—Henry Mancini—LSP2040
 "Music for Bang Baa-Room and Harp"—Dick Schory's New Percussion
 Ensemble—LSP1866
 "Music for Reading"—Melachrino Strings & Orch.—LSP1002
 "Music for Dining"—Melachrino Strings & Orch.—LSP1000
 "My Lord What a Mornin'"—Harry Belafonte—LPM2022
 "Offenbach: Gaité Parisienne; Khachaturian: Gayne Ballet Suite"—
 Boston Pops (Fiedler)—LM2267, LSC2267
 "Peter Gunn"—Henry Mancini—LPM1956, LSP1956
 "Porgy and Bess"—Harry Belafonte and Lena Horne—LOP1507, LSO1507
 "Rachmaninoff: Concerto No. 3"—Van Cliburn—LM2355, LSC2355
 "Ravel: Bolero"—Boston Symphony Orchestra (Munch)—LM1984
 "Rejoice, Dear Hearts!"—Dave Gardner—LPM2083
 "Rodgers: Victory at Sea—Vol. I"—RCA Victor Symphony Orch. (Bennett)
 —LM2335, LSC2335
 "Rodgers: Victory at Sea—Vol. II"—RCA Victor Symphony Orch. (Bennett)
 LM2226, LSC2226
 "Schumann: Concerto in A Minor"—Van Cliburn—LM2455, LSC2455
 "Season's Greetings from Perry Como"—LPM2066
 "Sixty Years of Music America Loves Best"—Assorted Artists—LM6074
 "Sixty Years of Music America Loves Best—Vol. 2"—Assorted Artists
 LM6088
 "Song of India"—Boston Pops (Fiedler)—LM2320, LSC2320
 "South Pacific"—Sound Track—LOC1032, LSO1032
 "Student Prince"—Mario Lanza—LM2339, LSC2339
 "Tchaikovsky: Nutcracker Suite"—Boston Pops (Fiedler)—LM2052, LSC2052
 "Tchaikovsky: 1812 Overture; Ravel: Bolero"—Morton Gould—
 LM2345, LSC2345
 "Tchaikovsky: Piano Concerto No. 1"—Van Cliburn—LM2252, LSC2252
 "Teensville"—Chet Atkins—LPM2161
 "Turandot"—Tebaldi, Nilsson, Bjoerling, Tozzi, Rome Opera House Orch.
 (Leinsdorf)—LSC6149

*According to The Billboard's Album Charts.

...and more to come in '61!



EVERYTHING GOOD TO ALL OF YOU

Elvis and the Colonel

ASOLID GOLD HIT

JIMMY BELL'S SHE WEARS MY RING

HICKORY 1136

Busting Wide Open!

A PERFECT LOVE

by **FRANKIE AVALON**

C-1065

Chancellor

Distributed by AM-PAR Record Corp.

Breaking for a Smash!

THEME FROM "THE YOUNG ONES"

Cameo #184

C.A.M.F. RECORDS

1403 Locust St., Philadelphia, Pa.

Main Theme from

EXODUS

45 #1953

MANTOVANI

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JOE JONES' "ONE BIG MOUTH"

R-4316

Another Hit from

ROULETTE RECORDS

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Showing Strong Action!

WHEELS

by **THE STRING-A-LONGS**

WARWICK M603

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FOLK TALENT AND TUNES

By **BILL SACHS**

Around the Horn

Lonnie Irving, who gained considerable recognition some months ago with his recording of "Pinball Machine" on the Starday label, died December 2 in a Leaksville, N. C., hospital of leukemia. . . . Curley Gardner, country singer now serving as chief engineer at WCSS, Amsterdam, N. Y., is currently appearing on persons in that sector with the Dusty Miller group. . . . Lester Flatt and Earl Scruggs and their Foggy Mountain Boys are featured in a two-page spread in the January issue of TV Radio Mirror. On January 15, Lester and Earl will do a concert, no less, at New York's Fashion Institute of Technology. . . . More than 1,500 country and western fans witnessed "Holiday Jubilee of 1960" presented at the CCHS Gym, Fort Wayne, Ind., December 4, under sponsorship of the Association of Country Musicians and Entertainers. Nearly 100 musicians and entertainers from Indiana, Michigan and Ohio participated.

Abbie Neal and Her Ranch Gals, who have toured the West extensively the last three years, are current at Harrah's Club, Reno, Nev., on a five-week engagement. They moved there after concluding a four-week stand at Harrah's Stateline at Lake Tahoe. . . . Dave Dudley, heard on both the King and Starday labels, is in the critical ward at Methodist Hospital, 6500 Excelsior Boulevard, Minneapolis, with injuries sustained recently when struck by a hit-run driver. His injuries include a broken leg, a crushed pelvis, internal injuries and a possible skull fracture. Friends are urged to drop him a line.

Thurston Moore, publisher of country music scrapbooks, next month launches a weekly program data sheet to go to radio and TV stations programming country music. It will contain special news, biogs and interesting highlights on c.&w. artists and will be mailed to stations gratis. Deejays wishing to be put on Moore's mailing list for the service sheet may contact him at 686 S. Pearl, Denver 9. . . . Billy Deaton's new TNT Records waxing couples a Bill Anderson tune, "Two Hearts at the Altar," and a Jack Newman ditty, "Until I Met You." Deejay samples are available by writing to TNT Records, 1422 W. Popular, San Antonio.

Ted Mullins, songwriter-artist, formerly associated with Mac Wiseman and the Charlie Monroe show, is manager of Wonder Records, new label with headquarters at 2105 Central Avenue, Cincinnati. New firm made its bow last week with two sacred songs, "Sunshine On the Other Side" b.w. "Sermon on the Mount," both penned by Mullin, who invites deejays to write in for samples. Mullins is also the writer of Jimmie Skinner's new release on Mercury, "Reasons to Live." . . . Action Records last week released two sides by 13-year-old Cheri Robbins, "High School Love" b.w. "Please Don't Call Me Lonesome," penned and produced by Joe Poovey and Jim Shell. The same two lads also wrote "I Dreamed About the Blues" and "The Secret Me," which Poovey has just cut as his initial release for Azalea Records. They also did "Lonely Nights," Jimmie Patton's new release on Simms Records.

With the Jockeys

"We are trying to promote c.&w. music as much as possible along the Central Coast of California," writes Dee Corby, who heads the Dude Ranch Cowboys and spins the country wax on KVEC, San Luis

Obispo, Calif. "We have two c.&w. radio shows on the air now and one or two more are slated to be added within the next few months," continues Dee. "We have a daily show, Monday thru Friday, at 6 in the morning, and we have just started a new c.&w. show on Sunday mornings from 8:30 to 11. Our problem is the same one I read about in The Billboard each week—no records! Please tell them they can help us by letting us help them. We'll give any records sent to us a good, fair play." Corby's address is P. O. Box 14, Shell Beach, Calif.

"I've always wanted a c.&w. show and I've finally acquired one," writes Earl Richards, of Station KDLM, Detroit Lakes Minn. "Being new at the game, I'm badly in need of spinning material," concludes Earl, "so, please help!" . . . Lefty Williams, heard on CFOR, Orillia, Ont., each night from 7-10 o'clock, with his "Hill-billy Jamboree," shoots us an S.O.S. for c.&w. and gospel disks. Lefty says they're throwing 10,000 watts around. . . . Other c.&w. and gospel jocks crying for service from the various labels are Dave White, WAGY, Forest City, N. C.; Emerson Lay, WLBN, Lebanon, Ky.; Vern Brewer, WKOA, Hopkinsville, Ky.; John Cawood, WMK, Middlesboro, Ky.; Murvel Hall, WMOR, Morehead, Ky.; A. E. Stone, WMJA, Central City, Ky., and Homer L. Jackson, WBVL, Barbourville, Ky.

After a summer's vacation, Red Howard is back on the air nightly with a new country music show on WIBM, Jackson, Mich. Red phones that he's in need of spinning material and artist biogs. . . . Deejays who may have been missed on the new Liberty Records releases, "Sad Singin' and Slow Ridin'," by Shirley Collie, and "The Image of Me," by Bob Wills and Tommy Duncan, may obtain copies by writing to Slick Norris at Highlands, Tex. Slick also has available copies of Webb Pierce's "Fallen Angel" and Bob Gallion's "Loving You." . . . Pat Boyd, fem c.&w. deejay at WMAX, Grand Rapids, Mich., journeyed to Kalamazoo, Mich., recently for a guest shot on WKZO with Rem Wall and His Green Valley Boys (Glenn Records). She also accompanied the group for an appearance at the Dixie, near Wayland, Mich., where Rem holds forth each Saturday night.

B-W Music, Inc., P. O. Box 337, Wooster, O., Quentin W. Welty, manager, invites deejays to write in for a sample of its latest release, "I Can't Love Somebody New" b.w. "After We Said Good-bye," by Jack and the Drifters. . . . Dave Livingston, of Azalea Records, 2327 Ann Arbor Street, Dallas, issues the same invitation on behalf of the firm's "I Dreamed About the Blues" b.w. "The Secret Me," as done by Joe Poovey. . . . If you've missed your copy on Pal Brady's new one on the Lucky label, "When You're Gone" b.w. "Love (Is Just That Way)," drop a line to El Rader at Countryfied Music Promotions, 2252 Wheeler Street, Cincinnati 19. . . . Don Macleod, the Scotch hillbilly, out of radio the last several years, is now programming 12 hours of country music weekly on KSLY, San Luis Obispo, Calif. His program is billed as "Ranch House Jamboree." Macleod is planning a six-hour broadcast of country and western tunes from 1940 thru 1960 for New Year's Day and says he's in need of help recordwise.

The **Billboard**

HOT C&W SIDES

FOR WEEK ENDING DECEMBER 25

TITLE, Artist, Company, Record No.

THIS WEEK	WEEKS ON CHART			TITLE, Artist, Company, Record No.	WEEKS ON CHART
	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO		
1	1	1	1	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	16
2	2	4	7	NORTH TO ALASKA, Johnny Horton, Columbia 41782	6
3	3	2	2	EXCUSE ME, Buck Owens, Capitol 4412	14
4	5	7	5	I MISSED ME, Jim Reeves, RCA Victor 7800	8
5	8	11	16	FALLEN ANGEL, Webb Pierce, Decca 31165	6
6	4	3	3	ALABAM, Cowboy Copas, Starday 501	25
7	7	5	6	I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767	12
8	6	6	4	BEFORE THIS DAY ENDS, George Hamilton IV, ABC-Paramount 10125	11
9	18	17	24	AM I LOSING YOU, Jim Reeves, RCA Victor 7800	5
10	9	9	13	I THINK I KNOW, Marion Worth, Columbia 41799	6
11	11	12	14	WINDOW UP ABOVE, George Jones, Mercury 71700	7
12	21	21	19	SWEET DREAMS, Don Gibson, RCA Victor 7805	4
13	10	8	9	YOU CAN'T PICK A ROSE IN DECEMBER, Ernest Ashworth, Decca 31156	9
14	14	19	—	POLKA ON A BANJO, Lester & Earl Scruggs, Columbia 41786	3
15	17	15	15	LAST DATE, Floyd Cramer, RCA Victor 7775	7
16	16	20	22	HERE I AM DRUNK AGAIN, Clyde Beaver, Decca 31173	9
17	13	23	20	LITTLE GUY NAMED JOE, Stonewall Jackson, Columbia 41785	7
18	20	29	29	WORLD SO FULL OF LOVE, Ray Sanders, Liberty 55267	5
19	15	13	11	WANTING YOU, Jimmy Newman, M-G-M 12945	7
20	22	22	21	YOU DON'T WANT MY LOVE, Roger Miller, RCA Victor 7776	7
21	12	10	8	I DON'T BELIEVE I'LL FALL IN LOVE TODAY, Warren Smith, Liberty 55248	16
22	19	16	17	THE MOON IS CRYING, Allan Riddle, Plaid 1001	7
23	28	—	—	ARE YOU LONESOME TONIGHT, Elvis Presley, RCA Victor 7810	2
24	26	—	27	I WISH YOU LOVE, Billy Walker, Columbia 41763	6
25	24	14	10	BALLAD OF WILD RIVER, Gene Woods, Hap 1004	11
26	—	—	—	I CAN'T TELL MY HEART THAT, Kitty Wells & Roy Drusky, Decca 31164	1
27	—	—	—	BEST OF ALL MY HEARTACHES, Wilburn Brothers, Decca 31152	1
28	27	25	25	LOVING YOU, Bob Gallion, Hickory 1130	4
29	—	—	—	IT JUST TEARS ME UP, Floyd Tillman, Liberty 55280	1
30	—	—	—	CARELESS LOVE, Jimmie Skinner, Mercury 71704	1

Sure-fire Hit!

BABY LOOK WHAT YOU'RE DOIN' TO ME

and

IS IT TOO LATE BABE

ROScoe SHELTON

Excella 2192

NASHBORO RECORDS, Nashville, Tenn.

Latest Smash!

WHAT AM I GONNA DO b/w AM I

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ON MY KNEES and STAY

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Phillips International #3562

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JAMIE

THE JORDAN BROTHERS

Chartbreaking Smash!

"THINGS I DIDN'T SAY"

Jamie #1169

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The Billboard HOT R & B SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING DECEMBER 25		WEEKS ON CHART
				TITLE, Artist, Company, Record No.		
1	1	2	1	HE WILL BREAK YOUR HEART, Jerry Butler, Vee Jay 354	9	
2	2	1	2	LET'S GO, LET'S GO, LET'S GO, Hank Ballard and the Midnighters, King 5400	11	
3	3	6	8	STAY, Maurice Williams, Herald 552	13	
4	19	—	—	SHOP AROUND, Miracles, Tamla 54034	2	
5	10	12	9	NEW ORLEANS, U. S. Bonds, Legrand 819	8	
6	4	3	10	ARE YOU LONESOME TONIGHT, Elvis Presley, RCA Victor 7810	4	
7	11	5	5	GEORGIA ON MY MIND, Ray Charles, ABC-Paramount 10135	13	
8	7	23	—	GONZO, James Booker, Peacock 1697	4	
9	8	7	7	MY GIRL JOSEPHINE, Fats Domino, Imperial 5704	6	
10	13	19	19	DON'T GO TO STRANGERS, Etta Jones, Prestige 180	5	
11	15	14	12	TODAY I SING THE BLUES, Aretha Franklin, Columbia 41793	9	
12	16	22	21	FOOLS RUSH IN, Brook Benton, Mercury 71722	4	
13	9	11	16	CRY, CRY, CRY, Bobby (Blue) Bland, Duke 327	11	
14	25	—	—	GEE BABY, Joe & Ann, Ace 577	2	
15	5	8	4	LAST DATE, Floyd Cramer, RCA Victor 7775	9	
16	26	—	—	RUBY, Ray Charles, ABC-Paramount 10164	2	
17	23	—	—	HAPPY DAYS, Marv Johnson, United Artists 273	2	
18	12	17	13	A THOUSAND STARS, Kathy Young, Indigo 108	6	
19	18	15	14	AM I THE MAN, Jackie Wilson, Brunswick 55170	5	
20	—	13	6	MY DEAREST DARLING, Etta James, Argo 5368	13	
21	14	25	18	NORTH TO ALASKA, Johnny Horton, Columbia 41782	5	
22	20	26	28	ALONE AT LAST, Jackie Wilson, Brunswick 55170	5	
23	—	—	—	SAD MOOD, Sam Cooke, RCA Victor 7816	1	
24	6	4	3	SAVE THE LAST DANCE FOR ME, The Drifters, Atlantic 2071	12	
25	—	—	—	I IDOLIZE YOU, Ike & Tina Turner, Sue 735	1	
26	29	—	—	WONDERLAND BY NIGHT, Bert Kaempfert, Decca 31141	2	
27	17	18	15	HUCKLEBUCK, Chubby Checker, Parkway 813	5	
28	27	10	11	FOOL IN LOVE, Ike & Tina Turner, Sue 730	21	
29	—	—	—	BYE BYE BABY, Mary Wells, Motown 1003	1	
30	28	27	—	HUSH HUSH, Jimmy Reid, Vee Jay 357	8	

BRITISH Newsnotes

Continued from page 12

VISIT-IN: Latest young American disk-star being sought for a tour in a package with British artists is **Brian Hyland**. He is likely to do a tour for **Larry Parnes**, starting early in February. Also due to take part is an Italian who had some success here early this year, **Little Tony**. . . Philips flew in **Heidi Bruhl**, a young German star, December 12, to cut English titles of two of her Continental hits. They will be issued early in January to precede her appearance in BBC-TV's "Showtime" January 15.

VISIT-OUT: **Garry Mills** flew to Denmark, December 10 for stage, radio and TV dates in Copenhagen. . . **Lita Roza** is due for her first American night club dates since finding stardom here 10 years ago when she plays the Flamingo, Las Vegas, next month.

NEW D-J'S: During his summer visit, **Bing Crosby** promised BBC-radio a show based on the deejay artists he has worked with in his career; the tapes are through and scheduled as a major item on Boxing Day. . . BBC-radio has several other foreign stars scheduled as jockeys. Germany's **Caterina Valente** has done three shows, with a similar format. There will be a weekly series in the New Year called "International Startime"; this already has shows promised by **Connie Francis**, **Frankie Vaughan** and **Gracie Fields** and the BBC is negotiating with several Americans.

TV: For the first time in the history of British television, a major variety show is being transmitted in the morning. This will be on Christmas Day—a Sunday—and by the BBC at that! Chosen is the special "Perry Como Music Hall" which is being rush-edited for screening here only four days after being seen in the U. S. . . Another BBC-TV Christmas Day screening will be the recent "Tonight With **Harry Belafonte**" show seen in America last month. It will be Belafonte's third consecutive BBC Christmas show—the previous two having been taped in London. . . TV cowboy **Ty Hardin** stars in ATV's "Sunday Night at the London Palladium" — as a singer—January 1 and tapes a spectacular during his visit. . . **Frankie Laine**, as a "Rawhide" guest actor, is scheduled for December 27.

LEGIT: "Most Happy Fella" closes its London run at the Coliseum January 21, being followed by a Japanese revue. . . "The Music Man," with **Van Johnson** starring, opens at the Adelphi March 16. . . **Hugh Beaumont** will present "Camelot" at Drury Lane, with **Julie Andrews** and **Richard Burton** starring, after "My Fair Lady."

TOKENS: EMI Records is taking television advertising time in a new move to stimulate its Christmas sales of disk gift-tokens. Dealers have also been warned by managing director **L. G. Wood** that the tokens are only to be exchanged for EMI group disks. This has not always been observed in the past.

HOME FRONT: Newcomer **Eric Parkes** takes over as publicity manager of Philips Records January 1, succeeding **Mary Flood**, who moves to Philips Electrical. . . **Mantovani** has a 14-city British concert tour arranged for February.

NEW RELEASES: Only nine new singles releases on all British labels last weekend. The Christmas holidays are the reason and no more issues are planned anywhere until January 6. This week's titles included an instrumental

cover of "Wonderland By Night" by **Eddie Calvert** (Columbia). . . On RCA, Decca issued **Jim Reeves'** "Am I Losing You?"—at the same time the label announced a 250,000 sale on his previous disk, "He'll Have to Go," one of its longest-selling records, first issued January 22. . . Also from Decca,

on London, was **Ray Charles'** "Come Rain or Come Shine" (from Atlantic).
CHARTS: "Little Donkey" revived this year by Denmark's **Nina** and **Frederik** (on Columbia) seems to be going through as the year's main Christmas hit, this week up to No. 5.

ATCO HOT LIST

The Christmas Record of the Year

CHRISTMAS AULD LANG SYNE

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6183

FIRST TASTE OF LOVE

and

SPANISH HARLEM

BEN E. KING
6185

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AND HIS GUITAR
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CHRISTMAS PROGRAMMING

**Bobby Booker's
"GONZO"**
Peacock 1697

**Bobby Bland's
"CRY,
CRY,
CRY"**
Duke 327

**Little Jr. Parker's
"STAND BY ME"**
Duke 330

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AND MOST PLAYED CHARTS!

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Houston 26, Texas

BIG, BIG, BIG, BIG, BIG!
"OH, WHAT A FOOL"
"I LOVE YOU, OH DARLING"
 Big Jay McNeely
 Swingin' #627


MUSIC AS WRITTEN

Continued from page 20

U. S. A. visit from England. . . Gardner Agency's Noel Digby was at the Bradley Studio last week for jingle sessions.

Don Law directed sessions at the Bradley Studio last week on Johnny Humbird, the Chuck Wagon Gang and Jim and Jessie and the Virginia Boys. . . Stonewall Jackson cut a Columbia session at Bradley's last week, along with Larry Collins, of the Collins Kids. . . Jim Ed, Maxine and Bonnie Brown were at the RCA Victor Studio last week for sessions for the label. Trio cut an album. . . Andy and the Bey Sisters also waxed an album at RCA Victor Studio last week for the label. . . Floyd ("Last Date") Cramer has a new album out on RCA Victor titled, of course, "Last Date." . . . Chet Atkins is ready, willin' and able to cut a new Dave Gardner album for RCA Victor if Dave can be located.

Chet Atkins keeps telling everybody that credit for the many RCA Victor Nashville-recorded hits should be properly given to RCA Victor engineer Bill Porter. Porter has engineered every Victor hit to come out of Nashville, along with several other chart songs on other labels which have been recorded at the firm's Nashville RCA Victor Studio. . . New find, Robin Clark, 10-year-old Nashville youngster, is skedded to have her first Capitol record released January 9. Robin appears on Eddy Arnold's "Today on the Farm" January 14. . . Acuff-Rose Publications is excited over the first Hickory release of Jimmy Bell, new find for the label.

Pat Twitty

Hollywood

MANUFACTURER NEWS: You can expect a special dealers' plan from Capitol after the first of the year. Label has been considering several approaches to boosting dealer orders by easing credit. Insiders indicate Capitol is favoring a six-month plan. . . Also on the deferred billing kick. Cosnat introduced its "DSBA" five-month plan to the Coast through its recently opened branch here. Plan, identical to one Cosnat has used in the East, extend five-month billing benefits to dealers who place a minimum of \$300 album order on all lines the distrib carries. Dealer signs non-interest bearing notes, assuring payment over the five-month period.

Columbia Records still is waiting for Doris Day to sign her new contract. Terms have been agreed upon. She has the pact but hasn't yet returned it with her signature. Meanwhile, contract or no, she reports this week for a recording session. . . Bob Skaff, Liberty's former Eastern promotion manager who recently was upped to national promotion director, takes his Eastern replacement for a swing around that market area to introduce him to contacts. Skaff moved

Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. LAST DATE (Acuff-Rose)	1	6
2. THEME FROM THE APARTMENT (Mills)	2	22
3. EXODUS (Chappel)	3	4
4. WONDERLAND BY NIGHT (Roosevelt)	7	2
5. WHITE CHRISTMAS (Berlin)	5	4
6. RUDOLPH THE RED-NOSED REINDEER (St. Nicholas)	8	3
7. GREEN LEAVES OF SUMMER (Feist)	4	7
8. WINTER WONDERLAND (Bregman)	9	2
9. SILVER BELLS (Paramount)	11	2
10. ARE YOU LONESOME TONIGHT (Bourne-Cromwell)	6	4
11. RUBY DUBY DU (Robbins)	—	1
12. CLIMB EVERY MOUNTAIN (Williamson)	10	44
13. BALLAD OF THE ALAMO (Feist)	—	3
14. SAVE THE LAST DANCE FOR ME (Rumbalero-Progressive)	13	5

to the Coast to replace Don Blocker as the label's national promotion chief. Blocker was promoted to assistant to Prexy Al Bennett.

RCA Victor will invest \$50,000 in kicking off the Limelights, the vocal group, this January. First album will be "Tonight, In Person!" recorded here last summer at the Ash Grove, but its release was held up until after the yule rōsh to permit the label to give the group the full 21-gun send-off. Group was presented in person last week at Victor's Western regional distributors conference held in San Francisco and attended by the label's top Eastern brass. Victor brass, and the vocal group left for a similar Midwestern distrib meet in Chicago. Display ads in consumer mags (New Yorker, Esquire, Playboy, etc.) will be part of the campaign. Also, a Chevy Show appearance is being set for the Limelights during January as campaign capper.

Louis Prima and Keely Smith will cut short their present run at Las Vegas' Desert Inn so that they, along with Sam Butera and the Witnesses, can appear in President-Elect Kennedy's Inaugural Ball, January 19. . . Singer-actor Theodore Bikel is taping five shows for ABC-TV's "Directions '61" series to be shown consecutively starting January 1.

Band leader Harry James will take a top role in Jerry Lewis' "The Ladies' Man" Paramount film. . . Col. Tom Parker, Elvis Presley's mentor, told The Billboard he'll continue to keep Elvis off the TV tube for some time to come. Sole exception is a charity spec during the holiday season. He feels that if Presley fans can see him for nix on TV, they won't be as anxious to lay their money down at the movie box-office.

Lee Zhitto.

Pittsburgh

MANUFACTURER NEWS: Bill Lawrence, Inc., has been named the distributor for four new Mayflower label albums, produced by Frank Metis and Randy Starr for Pittsburgher Walter Volkwein. The first two LP's just released are "In Love in France" and "In Love in Spain," both instrumentals by a group billed merely as the Mesta Orchestra. The Metis and Starr affiliation with Volkwein began with their "Pittsburgh: Biography of a City" during the city's Bicentennial celebration last year, and continued with "The Enchanted Sound of the Islanders." Two future LP's scheduled in February are "In Love in Italy" and "In Love in England."

Tom McCaffrey, local Dot salesman, has been transferred to the new office now being organized in Cleveland by Robert Greeson of the Los Angeles home office. Greeson recently helped set up the Pittsburgh branch for Dot. . . Ben Herman's Standard Distributors is agog with the huge sale which greeted "The Impossible Pirates," a history of Pirate baseball over a 60-year span.

A group of 60 area deejays attended the Christmas party tossed by Bill Lawrence, at the Penn-Sheraton. Top prize was a casket, full of goodies. . . Charles Bell, and his quartet, all local musicians, will have their first Columbia LP released in January. Bell recently completed a stint at New York's Birdland, and has joined the staff of Nick Lomakin's three downtown music stores in Pittsburgh.

TALENT TOPICS: The worst weather in Pittsburgh's history put a crimp into Christmas shopping, but certain record items have already indicated they are going to be prime holiday favorites. Capitol branch manager Nick Albarano reports a brisk demand for "The Unsinkable Molly Brown," which he considers a strong rival to his company's "Music Man." Another Cap favorite is "The Last Month of the Year" by the Kingston Trio and the Dinah Shore single, "I Ain't Down Yet."

Another LP taking off big is Mantovani's LP, "Exodus," as reported by Vern Cupples, who also handles Decca. The two top Decca singles are yuletide items, "Jingle Bell Rock" by Bobby Helms and "Rockin' Around the Christmas Tree" by Brenda Lee. "Wonderland by Night" continues to set a torrid pace also.

Leonard Mendlowitz.

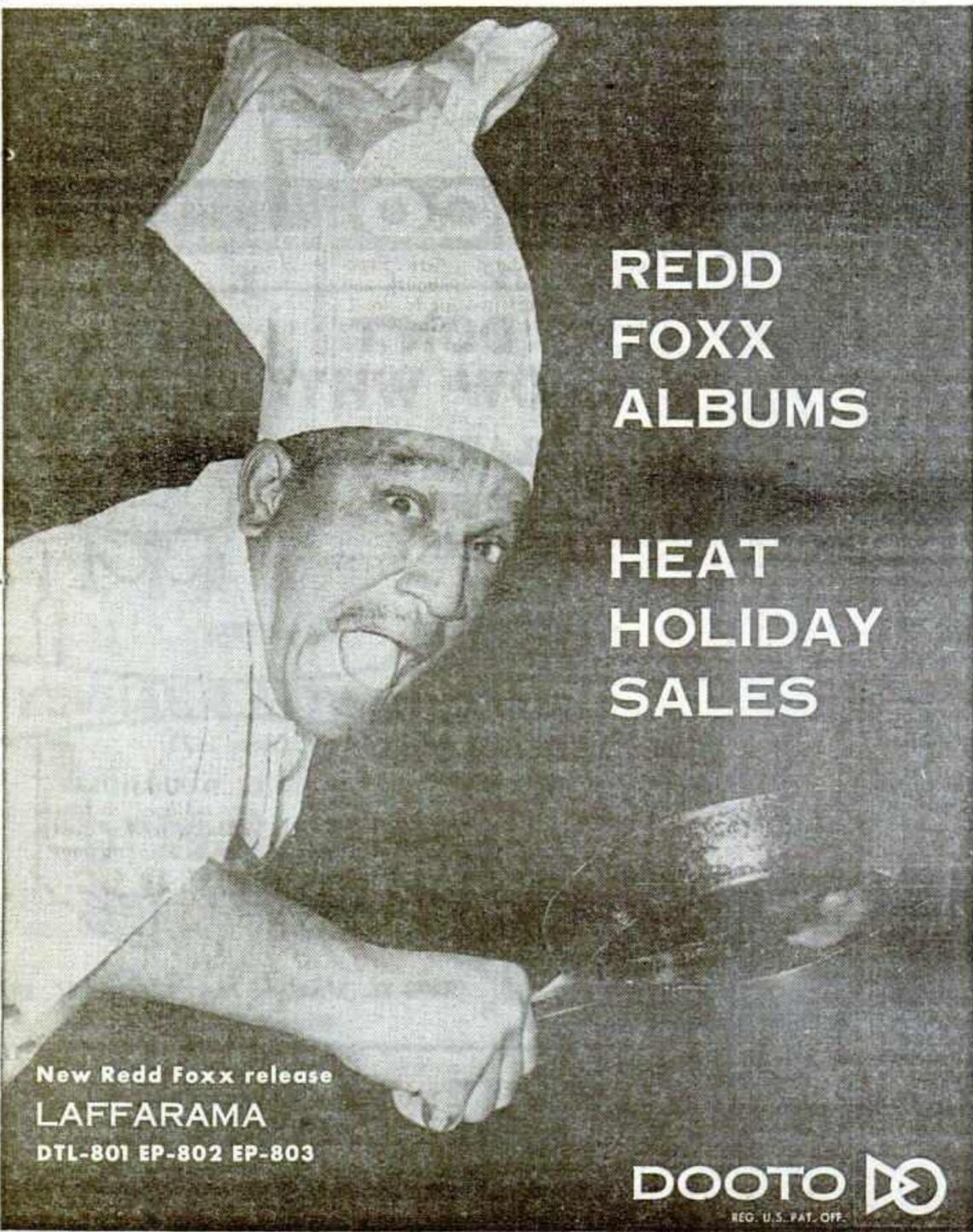
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HEAT HOLIDAY SALES

New Redd Foxx release
LAFFARAMA
 DTL-801 EP-802 EP-803

DOOTO 
 REG. U.S. PAT. OFF.

Reviews and Ratings of New Albums

Continued from page 24

★★★ **COCKTAIL HOUR IN BERLIN**
William Gunther. Request RLP 10044.
(Stereo & Monaural)—Accompanied by guitar and bass, pianist Gunther instrumentally presents an enormous number of tunes in medley form here. The set is full of old

THE SMASH VOCAL OF THE SONG OF THE YEAR

ANITA BRYANT'S

"WONDERLAND BY NIGHT"

CARLTON 537

BREAKING FOR A SMASH

TEENAGE VOWS OF LOVE

The Dreamers

Goldisc 3015

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favorites that will be more familiar to listeners of German origin, but a few, like "Lili Marlene," will be familiar to all.

★★★ **VOLCANIC TANGOS**
Maestro Fallabrino. Vesuvius LP 1303—The Spanish tango gets the Italian treatment on this LP by accordionist Gianni who in reality is named Fallabrino. Along with guitar, flute and rhythm he does a number of unusual things with the tango varying its somewhat repetitious meter. As a result the likes of "Rock Tango," and "Cha Cha Cha Tango" make for interesting listening. Set was recorded in Milan, Italy.

CHILDREN'S ★★★

★★★ **A TREASURY OF GREAT STORIES**
Children's Digest Magazine. Colpix CP 206—Larry Storch narrates these four condensed versions of children's stories on this disk. The stories include "Treasure Island," "Pinocchio," "Robinson Crusoe" and "Tom Sawyer." The condensations, however, offer so little story scope that it is doubtful if they will be of much interest to children except as an outline.

LATIN AMERICAN ★★★

★★★ **FIRE: FIRE: CHA CHA CHA**
Timaro and his Orchestra. Montilla FMS 2065 (Stereo & Monaural)—The eight-man band on this set features a good bit of brass work from the twin trumpets plus the usual percussion sounds of the timbales, tumbas and maracaos. The performances have an authentic ring and feature solo and group vocal in Spanish. Good sound on a program of a dozen numbers basically of the cha cha school.

★★★ **DANCING ON THE SUNSET STRIP**
Eddie Cano and Jack Costanzo with Tony Martinez and his Ork. GNP 44 — As indicated by the title, this disk was fashioned primarily for dancing. But its Latin contents are not the result of a string-heavy society band for the Tony Martinez ork has bite and bounce and more than a hint of jazz orientation. Eddie Cano's piano is heard to advantage in the famed "Rhumba Rhapsody," and Jack Costanzo provides a strong rhythm pulse on bongo and conga drums. Other fine tracks include "S Wonderful," "Babalú," "Blue Moon" and "Besame Mucho."

★★★ **THE TIMELESS ONES A LA TOUZET**
Rene Touzet. GNP 52 — Here are a dozen standards, arranged with Latin-flavored backgrounds, in Rene Touzet's distinctive style. There are voices in addition to the full instrumentation. "Poinciana," "Embraceable You," and "Imagination" are included.

★★★ **THE INCENDIARY PIANO OF PERUCHIN**
GNP 50—Besides being a fine Latin dance set, this LP of pianist Peruchin also has some unusual moments. One of them occurs in his performance of "Rhapsody in Blue," which is done in a cha-cha rhythm. The rest of the set is pretty evenly divided between Latin American and U. S. standards all to the accompaniment of a Latin rhythm section. The pianist shows a sensitivity and taste throughout.

RHYTHM & BLUES ★★★

★★★ **HOME OF THE BLUES**
Various Artists. Mint LP 0001—Flavorful blues vocals by Jessie Hill, Aaron Neville, Lee Diamond and Ernie K-Doe. Material includes "Ooh Poo Pah Doo," "Every Day," "High Head Blues." Cover is an attractive delineation of New Orleans architecture in the evening light.

LOW-PRICED SPOKEN WORD ★★★

★★★ **JUDY CANOVA**
RCA Camden CAL 662—With comedy packages doing very well, dealers should seriously consider stocking this one—it has a lot of talent in the grooves, and it is perhaps one of the few such packages in the low-priced field. With mountain gal Judy Canova are such comics and actors as Mel Blanc, Hans Conried, Verna Felton, Joe Kearnes and Sheldon Leonard. The skits are loaded with mountain and Western humor.

RELIGIOUS ★★★

★★★ **PATTERNS IN SONG**
The JM Choral Group. Empire 401—Composed of novices, postulates and nuns of the Congregation of Jesus and Mary, this is a truly unusual religious album. The female chorus sings with a moving sincerity on most every track. Repertoire not only includes liturgical music like Gregorian chants and an unusual version of "Ave Maria" by Kodaly, but English and French folk songs and even "The Little Drummer Boy." Group is under the direction of Mother Marie Latitia.

LIMITED SALES POTENTIAL

CHILDREN'S

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REVISIONS OF APRIL 25, 1960, ISSUE

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GERMAN Newsnotes

Continued from page 12

Northern Germany

rently preparing a program to be broadcast at the beginning of next year, which informs of interesting news from record studios, song festivals, etc., by interviews with well-known personalities of the German record business.

Dr. Gilbert Obermair of Melodie Der Welt publishing house reports that Sam Cook's "Chain Gang" will get a German version entitled "Haul Aus, Legionar" (Stand It, Legionnaire) sung by Die Teddies on Polydor. He also announced that the Presley hit "Are You Lonesome Tonight?" has a German lyric version by Kurt Feltz entitled "Bist Du Einsam Heut' Nacht?" and will be released on Polydor soon, with Peter Alexander as well as with Wyn Hoop on Decca. . . . Atlantic Metronome has issued an LP "For Teen-Agers Only" with Bobby Darin, and another with Annette, titled "Hawaiianette." They have also released "Think of Me" by the Hollywood Flames. For jazz fans they have issued waxings of "Harlem Washboard" with Chris Barber, which was recorded on his tour through the States.

Electrola is to release a new single with Marlene Dietrich, the titles of the tunes being "Marie, Marie," composed by France's Gilbert Becaud and lyrics by the singer herself, backed with "Wenn Ich Mir Was Wunschen Durfte" (If I Could Wish Something). Her recently issued LP is selling well here. The firm plans to bring out more singles featuring her most famous songs.

Humphrey Littleton, the famous British jazz trumpeter, is on a tour through Europe currently on which he will also have performances in Germany. . . . Elvis Presley's "Wooden Heart" has developed as an absolute best seller within less than three weeks' time, being among the most selected numbers in the juke boxes, the most demanded title in the retail shops as well as the most requested by radio listeners. Especially in Radio Luxembourg and Radio Frankfurt the title is No. 1. The Polydor version by Gus Backus is very successful, too. In the list of Radio Luxembourg, Elvis is followed by Connie Francis' German sung hit "Die Liebe Ist Ein Selt-sames Spiel" (Everybody's Somebody's Fool) in No. 2 position.

On the way to the top and expected to become hits are the following titles: Brenda Lee's "I'm Sorry" and a German version by Danish teen-age songstress Gitte on Electrola. "Vya Con Dios" by the Virtuos on Electrola; Billy Vaughn's "Blueberry Hill" on London; the newly recorded "Capri-Fischer" by teen-age star Peter Kraus (tune had been a top hit here about 14 years ago sung by Rudi Schuricke, who is now trying a comeback on Polydor); "Das Ende Der Liebe," German version of "Tell Laura I Love Her" by Rex Gildo on Electrola; and "Traumen Kann Man Was Man Will" (You Can Dream What You Want) by the Danish duo Jan and Kjeld, who made "Banjo Boy" a success on Ariola. . . . And also the sailors' tune "Einen Ring Mit Zwei Blutroten Steinen" (A Ring With Two Blood Red Stones), composed by Heinz Kuck, and sung by Caterina Valente, is expected to go for the top. Tune won the third prize in the German Song Festival 1960, sung by same artist. Following were the most aired

Southern Germany

. . . Noten Notizen is a new music paper edited by Music Production West Kurt Feltz & Company in Cologne. . . . Th. O. Seeger of Peer's Music imported the new dance, "La Pachanga." The first record will be sung by Andrea Arno, played by Hazy Osterwald for the Polydor label. . . . Sacha Distel was guest star in the Peter Krause Show of the German TV. . . . Ines Taddio will guest star at the "Festival della Canzone Svizzera" next year in Lugano.

Elvis Presley's "Wooden Heart" is No. 1 again at the Hit Parade of Radio Luxembourg this week. . . . A new singing group, Les Girls, sings "Jet" and the "Lufthansa Cha Cha" on the Ariola label. . . . Top Rank issues two singles in Germany! Grandma Merrill with "The Sheik of Araby" and "Yes Sir, That's My Baby," and Freddy Cannon with "My Blue Heaven" and "Humdinger." . . . Chris Barber and his jazz band play on a new Metronome disk these selections: "Bohemia Rag," "St. George's Rag," "Swanee River," and "Swipesy Cake Walk."

tunes in the American Forces Network during the last two weeks:

1. Many Tears Ago—Connie Francis
2. Poetry in Motion—(Johnny Tillotson)
3. Georgia on My Mind—(Ray Charles)
4. North to Alaska—(Johnny Horton)
5. Are You Lonesome Tonight—(Elvis Presley)
6. Save the Last Dance for Me—(The Drifters)
7. A Thousand Stars—(Kathy Young)
8. I Want to Be Wanted—(Brenda Lee)
9. New Orleans—(U. S. Bonds)
10. Wait for Me—(Playmates)

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Iowa Seeks Bingo, Mutuels; Nixes State Fair Date Change

Assn. Opposes Earlier Des Moines Run; C. I. Redfern Elected '61 President

By CHARLIE BYRNES

DES MOINES—The Fair Managers Association of Iowa last week approved legalized pari-mutuel wagering at race tracks, urged legalization of bingo and voiced strong opposition to changing the 1962 dates of the Iowa State Fair.

The actions were taken in the form of resolutions at the association's 53d meeting here Monday and Tuesday (12-13) in the Hotel Fort Des Moines.

Change of the dates of the '62 State fair were being talked about with tentative plans to open a week earlier than usual, moving from the present run of 10 days ending the Sunday before Labor Day. The county fair association pointed out that their fairs would be at a disadvantage and that earlier opening of schools was not the real reason for the State fair problem.

The resolution in favor of pari-mutuels, which has been made before on several occasions, was said

to be one answer to the deficits shown by 81 county fairs during 1960. The resolution further asked that bills be introduced in both houses of the State Legislature in favor of the wagering and bingo.

C. I. Redfern, Donnellson, association vice-president who has served as acting president, was elected to the latter post for 1961. George E. Janssen, Eldora, was named vice-president. E. T. Alcorn, West Union, and Eugene Moore, Tipton, were re-elected to the board of directors.

Redfern presided at the business sessions of the county fairs. Speakers on the program included Don Muhm, farm editor of The Des Moines Register and Tribune, who spoke on "The County Fair." John W. Besanceney, Des Moines Convention Bureau, welcomed the delegates, and Loren Hickerson, Alumni Association, State University of Iowa, spoke on "The Great State of Iowa." Open discussions on many problems were also a feature of the sessions.

The meeting closed with the annual sellout banquet in the hotel's ballroom with Redfern as toastmaster. A program of acts followed the supper.

Gosh Does Okay In Kentucky

LOUISVILLE—By Gosh's All-American Circus is playing to good business in Louisville suburbs and also did well at a showing on the Fort Knox military base.

The show made 10 high schools for the Louisville Board of Education. At a suburb, Fern Creek, the show got 2,300 for the afternoon and 1,900 at night. The W. S. Jackson Family visited.

At Fort Knox the show got capacity business, according to Gosh. At New Albany, Ind., 4,000 seats were sold in advance by the three sponsors. There was an afternoon turnaway and good night house. New Augusta, Ky., did well.

The show will close for the holidays and reopen to play its 12th season in the South. The show, which operates without phones, is doing well, Gosh said. Acts which it recently included Rinehardt and Company, Wright's Dogs, Rosie Ann Webb, the Four Turners, Alfonso Loyal, and Donald Cotton.

Pat Ford Dies at 63

LITTLE ROCK—Funeral services were held here Thursday (14) for E. M. (Pat) Ford, concessions manager of the Arkansas Livestock Exposition, who died December 13 at his home.

Ford, who was 63, was a veteran in the fair business and was well known in the outdoor amusement industry.

Survivors include his mother, Mrs. Minnie Ford, and a sister, Mrs. Emmett Haney.

Neb. State Fair May Cut Back To Six-Day Run

LINCOLN, Neb. — The 1961 Nebraska State Fair may go back to a six-day operation as the result of a recent meeting of the seven-man board of managers.

The latter board will recommend to the 29-man board of directors that the fair open on Saturday and close on the following Thursday. This would be September 2-7. In recent years the fair has operated Saturday thru Friday.

The recommendation to the big board will be made at the January 22 meeting.

Barnum Fest Committee Set for 1961

BRIDGEPORT, Conn. — David E. Cunningham, president of the Barnum Festival Society, has named the following executive committee for 1961:

Joseph W. Ganim, Leonard E. Gilbert, Kenneth A. Maloney, Frederick R. Newport, William S. Simpson and Alderman John D. Ward. Cunningham will serve as chairman.

DEAN PASSES

Pa Strieder, Vet Fairman, Dies at 84

TAMPA—Funeral services were held here Friday (15) for Paul T. (Pa) Strieder, 84, veteran manager of the Florida State Fair and active in the fair business since he was 17. Death came Tuesday (13).

Often called the "Dean of Fair-



PAUL T. STRIEDER

men," Strieder was born in Fort Wayne, Ind., and as a youth of 17 worked at the Chicago World's Fair in 1893. In 1904 he joined the staff of the Fort Wayne fair and later was manager.

In 1917 he moved to Jacksonville, Fla., for his wife's health and became an entry clerk and later manager of that annual. In 1919

he was hired as an entry clerk at the Florida State Fair and in 1920 was moved into the manager post, where he remained until 1953. Strieder was credited with building the fair up over the years to where today it ranks with the major events of the country.

In the depression days he served as a consultant at the Alabama State Fair, Birmingham, and in 1925 he managed an All-Florida Exposition staged by John Ringling in New York's Madison Square Garden. He was also active in the fair at Everglades City, Fla., and served in an executive capacity at the 1948 Cook County Fair in Chicago.

Strieder was a life member of the Fort Wayne Elks Lodge and the Tampa Elks Lodge was in charge of the funeral services.

Three daughters survive, Elizabeth, Mrs. Genevieve Martin and Mrs. Agnes Williams, and two brothers, August and Otto.

R. A. Goodson Elected

DALLAS—Richard A. Goodson, a director of the State Fair of Texas, the First National Bank in Dallas, and associated with numerous other concerns, has been elected to the board of directors of Dallas Federal Savings & Loan Association.

S. CALIF. EXPO INKS ERNIE FORD

Set for Seven Grandstand Shows; Anita Bryant, Four Preps Support

DEL MAR, Calif.—The Southern California Exposition has signed a grandstand show topped by Tennessee Ernie Ford, D. Robert Jones, new manager, announced. Jones, former manager of the Ohio State Fair, Columbus, recently was named manager of the fair here.

Ford will head up seven shows in three days, June 30 thru July 2 for

near future. Selection of a carnival also will be made early in 1961, Jones said.

Last year the fair had a number of name attractions. Included were Jay ("Dennis the Menace") North, Spike Jones and his troupe, Kirby ("Sky King") Grant and Rex Allen.

FORD BOOKING OPENS ACTION

CHICAGO—The signing of Tennessee Ernie Ford by the Southern California Exposition in Del Mar, marks the first top name booking for the '61 fair season.

A number of fairs are in the market for names to top their programs, but thus far few of the artists have announced they would be available for outdoor dates.

Talent agencies handling TV, movie and record stars, report much inquiry from fairs but actual bookings are still pending.

a flat \$40,000. Supporting cast will include Anita Bryant, Bill ("It Could Be You") Leyden, Four Preps, Professor Backwards and the Half Brothers. Booking was through the Music Corporation of America.

The grandstand shows will be at 4 and 8 p.m. daily with one special show, Jones pointed out. The latter will be for underprivileged children as well as youngsters and adults from hospitals and homes of most denominations. In addition, some servicemen from hospitals will be invited.

Another innovation this year will be Youth's Day on the first day, June 30. The outside gate will be free to the age of 18, an extension of this year when it had a lid of 12 years. And during the rest of the fair, children under five will be free and those between five and 12 will be charged 25 cents.

The rest of the grandstand program at the fair, which runs June 30-July 9, will be booked in the

Foreign Govt. Okays Cited By N. Y. Fair

NEW YORK — Returning representatives of 1964-1965 World's Fair issued enthusiastic statements last week about their dealings with foreign governments over exhibiting here. A definite commitment was reported by Russia, first major power which is a signatory of the International Bureau of Expositions. The IBE has forbid its members to participate in the New York event, favoring instead Seattle Century 21 Exposition (The Billboard, November 28).

New York fair officials were confident that Russia's lead will be followed by other IBE members. The logic they are using is that signers of the IBE pact are on a lower level than heads of state, to which they are appealing.

Angier Biddle Duke said Central American nations are working toward a common pavilion for all. Ex-Ambassador Gross said Venezuela, Colombia and Ecuador are all anxious to exhibit on an individual basis. Charles Poletti reported definite commitments from Argentina, Chili, Paraguay and Uruguay, and enthusiasm from Peru and Bolivia.

Thomas Deegan, who just returned from Russia, said the verbal promise made this year by Premier Khrushchev was confirmed during his visit. Poland extended an enthusiastic commitment also, and in both cases, as in others, actual lease signing awaits the change in administration in Washington.

Calif. Mid-Winter Fair Puts Shows on Percentage

IMPERIAL, Calif.—The California Mid-Winter Fair will be one of the first West Coast expositions to put its stagemore production on a percentage basis, the same profit basis as concessions.

William Dumond, manager appointed earlier this year and a veteran motion picture showman, said that the entertainment features will include auto races, thrill show and a musical jamboree. All will work on a split of the gate, as contrasted with the straight package price traditional with fairs on the Pacific Coast. The change, Dumond added, is the result of pressure from the Governor's office to get more fairs on a paying basis.

Dumond, who spent many years as a show executive with 20th Century-Fox, said: "If the stage attractions are good enough and publicized highly they ought to pay their own way and even make money. We plan expensive personal appearances, service club, local radio, newspaper and television tie-ins to let the people know they have a once-a-year opportunity to see good entertainment in the flesh. Producers must be confident enough to gamble with us on a percentage basis that customers will pay to see live entertainment available only at fair-time."

Dick Washburne Associates have been named to handle publicity for the fair, Dumond said.

FAIR-EXHIBITION MANAGEMENT

81 Iowa County Events, State Fair End in Red

DES MOINES—Only 22 of the 103 county fairs in Iowa showed a profit for 1960 and the Iowa State Fair also operated at a loss. This information was announced at the annual meeting of the Fair Managers' Association of Iowa.

Figures released by C. I. Redfern, association president, showed that 81 of the county and district fairs lost money. In 1959, 25 of the 103 district and county events held showed profits.

Combined loss for the fairs, excluding the Iowa State Fair, amounted to about \$90,000. A year ago the figures indicated a deficit of more than \$100,000. The State Fair, which had a loss of \$2,900.80 in '59, this year dropped \$16,808.30. The '59 loss was the first since 1941.

The importance of State and county aid was pointed out as a help to the fairs. Aid from the State in 1960 to the county events totaled \$206,064, while the total county aid was \$710,782.

Two of the more successful fairs were pointed out. The Clay County Fair, Spencer, had one of its best years, reaping a profit of \$27,000 for '60 compared with roughly \$10,000 a year ago.

Another winner was the Black Hawk County Fair at Waterloo, which actually operates as the National Dairy Cattle Congress. The event hit a new attendance high and racked up a net of \$49,000 for this year. This topped last year's net of \$37,000.

Fairs that showed a profit from '60 runs were those at Corning, Waterloo, Waverly, Alta, Cherokee, Spencer, DeWitt, Denison, Burlington, Britt, Humboldt, Iowa City, Monticello, Cedar Rapids, Winterset, Oskaloosa, Red Oak, West Liberty, Clarinda, Afton, Keosauqua and Washington.

Tennessee Assn. Sets Annual Meeting Program

MEMPHIS — Featured speaker at the annual meeting of the Tennessee Association of Fairs, January 26-27, in Nashville, will be G. W. (Bill) Wynne, manager of the Mid-South Fair and vice-president of the International Association of Fairs & Expositions. He will talk on the future of fairs.

Meeting headquarters will be at the Noel Hotel and a special registration for associate members will be held January 25 from 5 to 7 p.m., Mrs. Malinda Granberry, association secretary-treasurer, announced. It is being held to give the attraction people more time to prepare display rooms and register their room numbers on the lobby bulletin board. In addition, the Thursday business meeting will be adjourned a half hour earlier so that fairmen will be able to spend more time with the associate members.

The association has 45 entries in the State-wide beauty contest, an all-time high.

Indiana Assn. to Pick Grand Champion Event

INDIANAPOLIS—Selection of a "Grand Champion Fair" for 1960 will be a highlight of the 41st annual convention of the Indiana Association of County and District Fairs here January 1-3.

To be picked from four finalist fairs, the "grand champion" will receive the William H. Clark Memorial Award, an honor bearing the name of a long-time secretary of the Indiana Fair Association. This is the first time that a "best fair" contest will have been sponsored by the Association.

Serving as contest judges will be Carlton H. Hough, Sandwich, Ill., president of the Illinois Association of Agricultural Fairs; Henry White of Somonauk, Ill., past-president of the Illinois association and former Illinois State Fair manager, and Charles J. (Pat) Murphy of Indianapolis.

TALENT ON THE ROAD

Japanese Spec on NBC-TV; Warsaw Orch to Premiere

The "Japanese Spectacular" unit imported and toured by Jimmy Hetzer will be on the Dinah Shore TV show over NBC-TV, Christmas night. Group is rehearsing in Burbank, Calif. Hetzer is on tour with the Ashland Oil and Refining Company's holiday show. . . . Mickey Sullivan's band is repeating on the Wirth arena circus route in the spring —Hempstead, N. Y.; Hartford, Conn.; Springfield, Mass., and Syracuse, N. Y.—his 30th year with Frank Wirth. Band dates coming up are North Brookfield, Mass., on the 22d, Putnam, Conn., Town Hall on the 28th and Fort Devens (Mass.) Officers' Club for New Year's Eve.

Warsaw Philharmonic Orchestra makes its U. S. debut January 9 at Carnegie Hall, the Hurok office announces. A 24-city tour is projected, ending in Boston on February 12. Witold Rowicki and Stanislav Wislocki will share the podium. . . . Ed Sullivan's Christmas TV show will have Alfred Drake, Roberta Peters, ice skater Marjii Lee, the Baird Puppets, and folk singer Odetta. . . . The 1961-'62 season will see these National Concert and Artists Corporation groups touring: Ana Maria Spanish Dancers, Continental-Aires vocalists, New York Opera Festival, Les Freres Jacques satirists, Pennsylvania's Singing Boys, Piccolo de Podrecca puppets, Royal Winnipeg Ballet, Caledonia! Scotch singers and dancers. Irwin Kirby.

Ia. State Fair Mulls Civil War Theme

Re-Elect Cory, All Directors At Annual Meet

DES MOINES—Tentative plans to theme the 1961 Iowa State Fair to tie in with the 1961-'65 Civil War Centennial celebration were discussed here last week at the annual meeting of the board.

The board re-elected John Cory Jr., Spencer, to the post of president, along with Lyle Higgins, Harlan, vice-president. Board members renamed were Harry Duncan, Columbus Junction; Chris Wagler, Bloomfield; James Nutter, Rockwell City, Price Nanatt, Audubon, and Ray Albers, Spirit Lake.

It was announced that the '60 fair showed a loss of \$16,808.30, compared with the '59 deficit of \$2,900.80.

Toledo Arena Wins Increase With 'Holiday'

TOLEDO—Toledo Sports Arena grossed \$128,106.50 with its successful nine-day run of "Holiday on Ice," which closed December 4. This was revealed last week by building manager Andy Mulligan, who said that the gross represented an increase over last year, except that one company block sale was out.

Mulligan said that much of the business this year came from out of the city. Three men were assigned to work the area outside of the county in which Toledo is located.

Sports Arena said that plans are shaping up well for the third annual Auto Show, January 14-22. They have signed the Chordettes to headline the show.

Mulligan said that hockey attendance is ahead of last year, partly because the home team is doing well.

Superior, Wis., Fair Elects Green Prexy

SUPERIOR, Wis. — The Tri-State Fair Association elected John G. Green president at the annual membership meeting Monday (12). He succeeds E. E. Dixon, who was elected treasurer. P. G. McGill, who has been serving as treasurer, was elected vice-president, succeeding Green. Seegar Swanson was re-elected secretary.

The association set August 8-13 for the 1961 dates and announced that the William T. Collins Shows will replace the Royal American Shows, which have been an attraction at the fair for the last 24 years.

Cardston Shifts Dates

CARDSTON, Alta. — Because the two-day professional rodeo has been losing money for the past four years, the Cardston Agricultural Society has decided to try a one-day amateur rodeo, with a parade, in 1961. It was also felt the dates have been too close to the Calgary Stampede. A new date will be decided.

Attraction Reps Out In Force at Iowa Meet

DES MOINES—Attraction and carnival representatives and salesmen for fair supply houses were out in good numbers at the meeting here of the Fair Managers' Association of Iowa.

Included were Mr. and Mrs. Alva Merriam, Merriam's Midway Shows; Myrtle Caldwell, Caldwell Booking Agency; Bill Postelwaite, Marion Calton, King Amusement Co.; Emil Guldenzopf Sr., Kurt Kuehn, Frank Sharp, Bill Lindemann, Regalia Mfg. Co.; Jim McConnell, Top Talent, Inc.; Mr. and Mrs. Bob Hammond, Bob Hammond Shows; Mr. and Mrs. Jerry Smith, radio and TV performers; Tom Durant, International Auto Daredevils; Frank Duffield, Art Briese, Thearle-Duffield Fireworks, Inc.; Ernie Young, Frank Taylor, GAC-Hamid Agency; Hal Garven, Handy Henderson, Hal Garven Productions.

Sherman Poska, Midwest Sports Attractions; M. H. Lines, Stanley Swan, E. G. Staats Co.; W. E. Mahaffey, Mahaffey Tent and Awning Co.; Scotty and Maggie Swan, Culbert-Swan Productions; Venita Rich, Venita Rich Talent Contest Revue; Mr. and Mrs. Ross Sinderson, Bob Hill, Ross Amusements; Frank Prystas, Fair Publishing House; Carl Marlo, Marlo Show Productions; L. Rosenberg, Triangle Poster Co.; Frank Westphal, Cliff McCauley, Tri-State Shows; Jerry Wald, Wald Fireworks; Ben Truex, Harry Peebles, Truex-Peebles Entertainment.

Sam J. Levy Sr., Sam L. Levy Jr., Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprises; W. T. Hale, Hale's Shows of Tomorrow; Mel Hummintsch, Mel Hummintsch Theatrical Agency; Elaine Myers, Bill Dillard, Ted and Dollie Dillard, Mable Carolus, Sonny Myers Amusements; Russ Bigelow, RB Speedways; Carl Burkhardt, Carl Burkhardt Shows; J. O. Greene, Blue Grass Shows; Mr. and Mrs. Ken Garman, Sunset Amusement Co.; Ruby Smith, Smith Entertainment Agency; Jonny Rivers, Horse Troupe and Diving Mules; Kenneth Allenda, Ottumwa Tent & Awning Co.;

Plan Repeat Of Newport's Jazz Festival

BOSTON—Despite problems of mob violence last summer at the Newport Jazz Festival, the event is being planned for next year by the same board of directors and management. It was expected that Louis L. Lorillard, president, would obtain the necessary license this week. Lorillard is presently in Newport, R. I., conferring with city fathers.

Meanwhile, the city itself, in the person of Mayor James L. Maher, was in the process of arranging to cope with the situation for next summer. Plans are for the jazz festival to run from June 30 to July 4, and the folk festival to be staged from July 7-9.

Maher is in the process of recruiting men from communities in Rhode Island and Massachusetts to ensure an orderly event. At Fall River, Mass., the police chief will allow some 20 officers to work at the festival. Maher is attempting to recruit about 50 policemen to augment the Newport force. Newport residents complained that if sufficient police had been available the riots would not have broken out.

John M. King, Auto Thrill Circus.

Carl Turner, Arthur Padwich, Turner Sound Systems; Johnny Coon, Maxine Coon, Johnny Coon Agency; Louis J. Berger, Olson Shows; William Garrett, Garrett Sound Systems; Lyle Wells, J. Stanley, S & W Shows; Al Berg, King Auto Thrill Circus; Aut Swenson, Bob Smith, Swenson Thrillcade; R. E. Thomas, Funland Shows; Roger Dick, Crash Dick Daredevils; Buss Carson, Hollywood Western Thrill Show; Earl Backer, Heth Shows; Earl Dunn, Helen Dunn, Adventures on Ice; Leo Overland, Tournament of Thrills; Peg and Jenny Longnecker, Associated Agents.

Al Sweeney, Bill Clark, National Speedways; Floyd Shorter, Sheldon Shorter, John Poe, Shorter Shows; Jack Lindahl, George Ferguson, Attractions, Inc.; Frank Winkley, Auto Racing, Inc.; D. E. Davidson, Larry Robbins, Davidson United Speedways; Roy Green, Illinois Fireworks; Tom Drake, Hazel Randall, Harry Rawls, Tom Drake Agency; Carl W. Byers, Clem Smith, Byers Bros. Shows; Vernon Reiter, Reiter Tent & Awning Co.; John Lempert, showmen's supplies and equipment.

Weather Cuts Swift Current Fair Revenue

SWIFT CURRENT, Sask.—Bad weather was blamed for reduced receipts at the Frontier Days Fair and Rodeo in 1960, the annual meeting of the Swift Current Agricultural and Exhibition Association was told by Irving Hansen, managing director.

The grandstand show was rained out on two nights, and one afternoon was lost to rain.

Because capital projects have not been completed, the association's financial standing for 1960 has not been decided.

Major expenditures during the year included: Sewer and water, \$9,037; fencing, \$11,718; exhibit and 4-H building, \$244,300, for a total of \$265,045. Of this, \$188,756 has been paid.

The remainder will be paid by a federal government grant of \$44,582; provincial grant of \$10,000; sale of bonds, \$10,000; curling rink payment, \$10,287, and the building account balance, \$1,844.

The association reported difficulty in getting enough good cowboys to fill the rodeo program, and consideration is being given to reducing the event to two or three days in 1961.

As an experiment, harness races were run in conjunction with the rodeo in 1960. Pari-mutuel betting was not up to expectations, so the races will be dropped.

George Roth was elected president, with John Minor and Judge H. E. Keown as vice-presidents. Peter Myhr is chairman of the board of directors, with Ken Lewis vice-chairman. R. G. Desbrisy is recording secretary, and Irving Hansen is secretary-treasurer and managing director.

New Auditorium

INDIANAPOLIS — The new auditorium at Indiana Central College will carry the name of Harper J. Ransburg, industrialist and a member of the ICA board of trustees. The board's executive committee announced Monday (6) that Ransburg Auditorium will stand as a monument to Ransburg's long-time support of the college.

L. I. Fair Starred Business, Industry

WESTBURY, N. Y. — Last season's Long Island Fair was the largest volunteer, co-operative venture ever staged in this suburb of New York City. There were a tremendous number of civic and industry leaders active in the event, and the variety of meetings, dinners and symposiums earned publicity on the basis of legitimate news happenings. Paid attendance was down during the 10 days, exhibit revenue was up 70 per cent, and valuable experience was gained for future editions.

The meeting feature for this fair, formerly known as the Mineola Fair, was new. Designed to provide a daily platform for local and national organizations, it consisted of a number of programs. Sponsors included the Long Island Association, Business and Professional Women's Clubs, Air Force Association, American Ordnance Association, Civil Air Patrol, American Rocket Society, Joint College Convocation, and Long Island Development and Association.

CAP Workshop a Success

About 5,000 business leaders came to the fair to attend Town Hall meetings, according to Lou Davis, assistant to president J. Alfred Valentini. Some 1,000 from Gotham alone turned out for the AFA's "Survey of Astronautics," LIEMC's "Space Presidents Meet the Press." The Civil Air Patrol produced a post-graduate workshop for teachers, about 400 of whom attended an instructional lecture on space by Capt. Joseph W. Kittinger Jr., of the USAF Aero-Medical Section. A joint college convocation drew 200 educators from all Long Island colleges.

One innovation undertaken as an experiment was the display of business and personal aircraft. Two planes were sold and about 60 new flight students enrolled, resulting in encouragement expressed by the exhibitors.

The goal of 200,000 paid admissions was missed, with the final total being 130,000. There were about 27,000 pass-holders, however, and a Friday school day when all students from high schools and secondary schools were admitted free. Admission revenue decline kept total receipts from exceeding last year's, despite commercial space sales being far ahead.

Orange Show Rodeo Gets Sanction

SAN BERNARDINO, Calif. — Official sanction by the Rodeo Cowboys of America has been received for the Sheriff's Championship Rodeo which will again wind up the National Orange Show's 11-day run April 29-30. Event is sponsored by the San Bernardino County Sheriff's Employees Benefit Association.

Rodeo co-chairmen are Jim Holloway and Jack Miller. As in the past, the two-day event will feature top rodeo circuit performers and specialty acts.

Selection of a Rodeo Queen will start soon after the first of the year, with the Sheriff's Posse handling this portion of the event. A "Western Weekend" is being planned, with Western attire to be the style.

65 Attend IAFE Ladies' Chi Doings

CHICAGO — A total of 65 ladies from the fair and attraction end of the business turned out for the annual meeting of the IAFE Fair Women's Affiliate during the Chicago conventions.

Those attending the luncheon included Mrs. Tom Allen, Mrs. Boyd Arthur, Mrs. R. E. Allingham, Mrs. M. Adolphe, Wilma Bedell Ball, Mrs. Tom Barrineau, Mrs. Earl Bailey, Mrs. John Bushell, Lorraine Belmont, Alice Belmont, Vikian Clark, Mrs. W. L. Clark, Ida Cohen, Mrs. Alma Davis, Mrs. Ralph Davis, Mrs. Alfred Delor, Mrs. Harry Dix, Mrs. Andre Dumas, Mrs. John Dempwolf, Joan Desplenter, Mrs. Maurice Fager, Mrs. H. L. Fitton, Mrs. Fred Fredell, Joyce Gooding, Mrs. Malinda Granberry, Mrs. George Hamid Sr., Mrs. Arthur K. Hale, Mrs. J. C. Huskisson, Mrs. Ruth Hartkopf, Mrs. Edna Ikemire.

Also Mrs. C. D. Junkin, Mrs. H. B. Kelley, Mrs. J. C. Keller, Mrs. Katherine T. Keys, Mrs. Robert King, Mrs. Ray LaPorte, Mrs. Ed Leidig, Mrs. John Libby, Mrs. Louis London, Mrs. H. McKenna, Mrs. Willard Masterson, Mrs. K. S. McMullen, Mrs. Francis Merchant, Mrs. C. H. Mitchell, Mrs. J. T. Monsour, Mrs. Moxie Mulrooney, Mrs. Nick Nachicas, Mrs. B. O'Brien, Mrs. Alvin Olson, Mrs. Duncan Renaldo, Mrs. Eldon Rosegart, Mrs. Fred Rehmeier, Mrs. Doris Relyea, Mrs. James Stewart, Marie T. Sullivan, Mrs. Donald Swanson, Mrs. Lester Schrader, Mrs. Egle Sedlmayr, Mrs. P. H. Storch, Mrs. C. L. Teachworth, Darlene Walstrom, Fern Woods, Mrs. Frank Winkley, Mrs. Owen A. Wright, Mrs. Allan Williams, Mrs. W. R. Walker, Mrs. Robert Wade, Mrs. C. J. Wasung and Mrs. Peter Yegen.

Mrs. Maurice (Dorothy) Fager was named president, as reported earlier; Mrs. W. (Betty) Walker was named vice-president, and Mrs. John (Colleen) Libby, secretary-treasurer.

Paul Miller Show Providing Free Gastonia Fair Circus

GASTONIA, N. C. — The Paul A. Miller Circus, which has played shopping centers for several years, has contracted to provide grandstand entertainment at next season's Spindle Center Fair, it is reported by Jack Partlow, fair manager.

Miller's combined carnival and circus will split up during the fair week, September 18-23. O. C. Buck Shows has the midway contract here.

The arrangement calls for an

80-by-120-foot plastic top to be located inside the fair entrance and used as a free menagerie. Grandstand entertainment will also be free and the front-gate price increased from 70 to 75 cents to offset the cost of the program. Partlow stated. Parking is 50 cents and children pay 50 cents.

The menagerie will contain Miller's lions, elephant, tigers, leopard, deer, buffalo, hippo, kangaroo and bears and other animals, including the working acts.

100G Waxworks Being Planned For Vancouver

VICTORIA, B. C. — A \$100,000 waxworks museum, on the lines of the celebrated Madame Tussaud's in London, will open here next April in the lower ballroom of the Empress Hotel's Crystal Gardens.

It will be operated by the Royal London Wax Museum, said managing director John Steele. The figures will be made in London by the Josephine Tussaud Company.

First figure to come here will be that of Queen Victoria—and it is believed "she" will come first-class with a regular seat aboard an airliner. There will be about 60 figures to start with but there will not be a copy of the celebrated and gruesome "Chamber of Horrors" which is a big feature of the London display.

Original Canadian subjects will include Prime Minister Diefenbaker, Captain Vancouver and Sir James Douglas. The \$100,000 museum will be the only one on the West Coast. Another at Niagara Falls, Ont., attracted so many visitors it repaid its capital cost within 55 days.

Swimming and catering at the Crystal Garden will carry on as usual.

Inaugural's Souvenir Rules Set

WASHINGTON — The concessions committee of the 1961 Presidential inaugural announced Friday (16) that it is prepared to consider sample merchandise to be sold as inaugural souvenirs.

Items to be considered for approval include pins, buttons, key chains, pennants and other souvenirs of the occasion. The committee must approve all items to be sold along the parade route and in other prescribed areas during the inaugural period of January 15-24. All vendors must have a special inaugural vending license.

The committee has set up offices in the Liberty Loan Building, under the supervision of Charles W. Hughes, executive director of the concessions committee.

Minn. Fair Pacts Dean

BLUE EARTH, Minn. — The Fairbault County Fair has signed Jimmy Dean as the name attractions at its August 7-9 fair. Dean will be featured at the RCA rodeo to be produced by Bob Barnes. Booking was thru GAC-Hamid Agency.

Also on the bill will be two night shows by Leo Overland's Tournament of Thrills and one afternoon of harness racing.

Bob Hammond Shows will provide the midway attractions.

Re-Elects Rennie

NOKOMIS, Sask. — C. G. Rennie was re-elected president of the Nokomis Agricultural Society at the annual meeting. Walter Konshub and Glenn Hobman are vice-presidents, Mrs. Ruby Stevenson secretary-treasurer, and Bob Edwards, honorary president.

The 1960 fair was regarded as the best in years. It was reported the society now has \$8,899 in assets. The 1961 fair will be August 9.

ARENA, AUDITORIUM NEWSLETTER

Miami Beach Books Graham; 'Holiday,' Shrine Combine

MIAMI BEACH AUDITORIUM and Convention Hall had "Queen for a Day" broadcasts for five days this month. Coming up is a busy schedule of basketball, wrestling and boxing. Principal events for coming months include a gift show in January; Jose Greco, January 21-22; Ringling-Barnum circus, January 25-29; Liberace concert for guests of hotels participating in the Shower of Stars series, February 6; International Fashion Festival, February 21-28, and Harlem Globetrotters, March 1-2.

Billy Graham opens a crusade at the building March 4 and continues thru March 27. In April there will be the convention of the American Academy of General Practise (13-21). "Holiday on Ice" has a novel situation coming up in Miami Beach in June. That show opens June 15. On June 18 a Shrine Convention starts and from June 19 thru June 21 "Holiday" will operate in the Convention Hall for Shriners only while the Shrine convention will continue in the Auditorium. After the Shriners leave, "Holiday" will be back in public business June 22-July 2. The building follows with the Miss Universe Beauty Pageant, July 9-16, and the Luther League International Convention, August 15-20. In addition to these major events, Manager Claude Ritter has many routine bookings.

Boucher Honored; Stark Busy; Jewell Counts; Myers Racing

EMERY BOUCHER, MANAGER of the Colisee, at Quebec, has been named to the Hall of Fame of the International Association of Fairs and Expositions. . . . John Angeles, formerly with the International Amphitheater at Chicago, now is handling the exposition and convention cartage business for Willett truck company. . . . American Seating Company has reported its 1960 sales are up but the earnings probably will be off somewhat. . . . Bill Stark reports from Onandaga County Memorial at Syracuse that lots of snow, industrial Christmas parties and basketball came at the same time. . . . Stamford, Conn., is to have a \$25,000, 800-seat outdoor theater named for the late Ezio Pinza. . . . Harlem Globetrotters play the Atlantic City Convention Hall December 27, using the ballroom. Main auditorium has public ice skating currently. . . . Milwaukee county officials are debating a proposal to prohibit customers from bringing their own beer to the county stadium, where the Milwaukee Braves play. . . . With one month of operation gone by, Portland, Ore., Memorial Stadium has had attendance of 218,535, according to Manager Don Jewell. Basketball keeps the new building busy this month. . . . Indoor racing by go-karts, micro-midgets, and quarter midgets will be conducted at Allen County Memorial Coliseum, Fort Wayne, Ind., in conjunction with the annual Rod, Custom and Sports Car Autorama, December 16-18. Show is produced by Billy Lipkey and Nord Krauskopf. Dan Myers is the building manager.

Miami Opera Gets Cash Help; Chicago Fair Alters Appeal

WHEN THE STAGEHANDS and musicians refused to go on for a performance of the Light Opera of Miami, at Dade County Auditorium, an announcement was made that the show could not go on. But the cast took up a collection and got \$200. The audience took up another collection and raised \$300. Then the show did go on. But Producer William Mount-Burke still had troubles. His box office was attached that night and the night before. . . . Chicago's Association of Commerce and Industry has realigned the International Trade Fair it sponsors each summer. This year they will seek U. S. exhibitors as well as foreign. And plans for stressing foreign cars have been dropped after the Chicago auto show objected to a plan for U. S. dealers to be included in that phase.

Oakland to See Marceau; Trotters to Grand Rapids

OAKLAND AUDITORIUM will have a busy December schedule of holiday parties, post office rental and concerts. In January, Manager Lin Lueddeke reports, there will be Marcel Marceau (12), while "J. B." comes in February and "Andersonville Trail" in April. . . . Grand Rapids (Mich.) Civic Auditorium has scheduled meetings, parties and other routine events plus Harlem Globetrotters (8), Michigan Farm Equipment convention (13-15), Western Michigan Livestock Show (20-22), and "Grand Ole Opry" (31), advised Manager Fred Barr. . . . Harry H. Niebruegge, manager of the Atlanta Memorial Auditorium, says his building has booked industrial and fraternity dances and parties this month, plus the regular boxing, sings and wrestling. . . . Harry Schreiber's Franklin County Memorial Auditorium at Columbus, O., is another spot that's busy with Christmas parties. . . . Lincoln (Neb.) Pershing Memorial Auditorium, managed by Richard Wagner, has "Grand Ole Opry" (28), Wesleyan Holiday Basketball Tournament (29-30), and a series of parties and public skating sessions. Globetrotters will be on hand January 1. . . . Houston's Music Hall, managed by Francis R. Deering, has seen the Royal Ballet, Glen Miller orchestra, "Fiorello!" and the Caledonia Dancers this month. Due in January are "Music Man," Goose Tatum, Victor Borge, Golden Gloves and several other principal events. . . . At Lansing (Mich.) Civic Center, Manager Chuck Ziogas reports a busy month, with 133 events bringing in an estimated 53,558 persons. In January he will have "Holiday on Ice" (4-9), Auto Show (13-15), and basketball, wrestling, dances, and sports show.

AMUSEMENT PARK OPERATION

Plarr to Paris for NAAPPB; Uzzell Is Honorary Member

OUTGOING PRESIDENT Bob Plarr has been delegated to represent the National Association of Amusement Parks, Pools and Beaches at the seventh annual Congress des Forains in Paris during February. This is an organization representing European amusement business. The invitation was extended during the recent NAAPPB convention in Chicago by several park operators from Italy. . . . R. S. Uzzell, veteran ride manufacturer and leader in park activities, as well as in AREA, has been named an honorary member of NAAPPB. He has been ill at his New York home for several years. . . . NAAPPB is aiming at January 15 for reaching its goal of \$50,000 with which to finance a large public relations campaign. . . . Noel's Foods, Inc., of San Diego, operates a somewhat unusual combination. It has a delicatessen shop and a miniature golf course. . . . Jefferson Kart Speedway is being organized at Metairie, a part of New Orleans, at a cost of \$20,000. . . . Fibercraft, Inc., at Lyons, Kan., is building horses of thermo-plastic material. The units will be used on coin-operated rides.

Son Born to the John Batts; Huedepohls Reach Portland

A SON WAS BORN to Mr. and Mrs. John Batt, of Pontchartrain Beach, New Orleans, Tuesday (13). . . . Ola and Paul Huedepohl are in Portland, Ore., for their annual visit. They were delayed a day and a half on the way out by blizzards. After January 1 they will head for Los Angeles and San Diego. . . . Ed Schott, of Coney Island Park, Cincinnati, and Harry Batt, of Pontchartrain, New Orleans, were in Florida last week on a combined business and pleasure trip. . . . NAAPPB Executive Director John S. Bowman was in Louisville last week to confer with Jack Singhiser, president of NAAPPB, at Fontaine Ferry Park.

Carriagecraft Makes Coaches; Guadagno Buys Nu-Pike Rotor

BUSINESS PROMISES TO expand sharply for Carriagecraft, the Winnetka, Ill., maker of horse-drawn vehicles. Owner John R. Danley said that orders include a number of stagecoaches for amusement parks. . . . A Rotor which was operated at the Nu-Pike in Long Beach, Calif., for five years has been sold to John Guadagno, of the Angelo Rotor Corporation. The ride presently is in storage, but Guadagno expects to book it into a park next summer.

Association Prepares Model Trampoline Control Measure

A SUGGESTED ORDINANCE for the regulation of trampoline centers has been prepared by the Trampoline Rebound Tumbling Association of Los Angeles. J. R. Farrar, executive director, said that while trampolines have been used for years "in 10,000 schools, colleges and athletics," the recent commercial innovation found cities without precedent for adequate controls. The association conferred with operators, coaches and city authorities on the West Coast, where the popularity began, to prepare the ordinance now suggested for other cities. Farrar said copies would be sent on request of city authorities anywhere.

Tulsa Fairgrounds Work Cuts Profits

TULSA—The Tulsa State Fair's 1960 profits were lower than a year previous due to increased expenses and improvements to the growing fairgrounds.

Net profit of the fair was \$8,495.49 with a deficit of \$1,228.67 for the year-round operation, it was announced at the recent board meeting.

Treasurer Whitley Cox announced that fair-week expenses totaled \$325,503.46. Of this, \$17,893 went for advertising, \$27,537 for grounds upkeep, \$68,773 for entertainment at the pavilion, \$55,863 for premiums, ribbons and awards, and \$20,640 for administrative salaries.

During October, the month of the fair, income totaled \$336,869.12. Altho income for fair week was close to \$5,000 below the previous year, Manager Clarence Lester and President G. C. Parker

pointed out the major improvements made during 1960.

Included were new permanent wiring of the dairy section of the livestock building, new poultry, rabbit and children's barnyard buildings, painting of the pavilion (coliseum), educational, dormitory and livestock buildings, paving of a walkway in the swine barns and an extension to the sewer system on the independent midway.

The fair also revamped the International Petroleum Exposition facilities and major improvements were made to the administration building and cafeteria.

For 1960 up to the date of the meeting, the fair board's income was \$498,093.86 from rental property and transfers of funds. It expended a total of \$499,322.53, a deficit for the year of \$1,228.67. Revenue of \$4,968.95 from prior years, however, kept the board in the black to the tune of \$3,740.28.

AREA Joining NAAPPB Fund For Publicity

CHICAGO — The American Recreation Equipment Association has pledged support of the new \$50,000 public relations fund which is being raised by the National Association of Amusement Parks, Pools and Beaches.

AREA's proposal to underwrite approximately 10 per cent of the goal was approved at a joint conference of the AREA and NAAPPB executive committees at the Hotel Sherman following the close of the NAAPPB 42nd annual convention and trade show. According to the plan submitted by AREA, its members will be assessed on a proportionate share basis, with the minimum amount to be according to the size of exhibit space taken at the NAAPPB show. Non-member exhibitors at the show also will be contacted by NAAPPB, according to John S. Bowman, NAAPPB executive secretary.

Counting both signed pledges and verbal commitments, approximately 50 per cent of the goal has already been subscribed, Bowman revealed.

Copenhagen Tivoli Declares Dividend

COPENHAGEN — Shareholders of Copenhagen's Summer Tivoli, who hold their annual meeting during December, will note, in the annual report, that the park had a successful season, and they will get dividends of 9 per cent.

They will also find that one of the park's most popular band leaders, Elo Magnussen, has recently given notice that he is retiring because of ill health. During 25 years he has lead the Promenade orchestra, which plays in the band shell near the park's main gate, and also plays in the pit of the Pantomime-Ballet theater.

Magnussen and his son operate the Groften Restaurant in the park. He has been on sick leave the past two seasons, and was replaced by Ivan Leith, who has now been named as permanent leader of the orchestra.

Prince Albert Fair Profit Under 1959

PRINCE ALBERT, Sask.—R. J. Stevenson was re-elected president at the 77th annual meeting of the Prince Albert Agricultural Society. Ray Frith and Harold Pearman were returned as vice-presidents. George K. Ross continues as manager, with Mary Ross as secretary-treasurer.

A net surplus on the year's operations of \$4,447 was reported, compared with \$9,004 in 1959. Revenue, including grants and donations of \$13,082, totaled \$67,664. In 1959, the revenue figure, with the same grants, was \$70,782.

Summer fair revenue percentages were: Grandstand, 14.1; gates, 20; donations, 2.8; grants, 15.6; commission, 17; other, 1.7; concessions, 27.7; entries, 7.3; pari-mutuels, 6.3; advertising, 1.2; membership, 1.1.

The race meet pari-mutuel gross was down 11 per cent from last year's record \$31,000 but equal to 1958.

Prize money paid out totaled \$7,891, compared with \$7,560 in 1959. Of the total, \$5,645 went to livestock exhibitors.

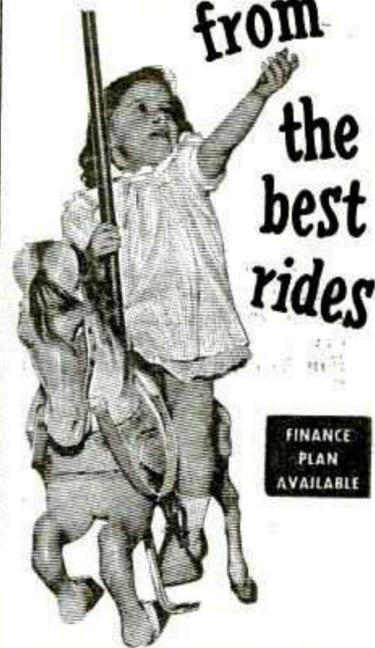
Decision has been made to discontinue Indian exhibits and the annual six-week youth training school.

Faucett Again Secy. at Bath

BATH, N. Y. — J. Victor (Buzz) Faucett has been reelected to a 25th consecutive term as secretary of the Steuben County Fair. Also elected were Gatton H. Brundage, president, Bruce W. Tetor, treasurer, and L. E. Gundermann, general superintendent. Next season's dates will be August 30-September 4, with Reithoffer Shows on the midway.



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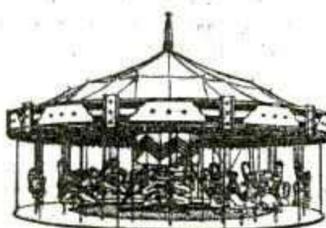
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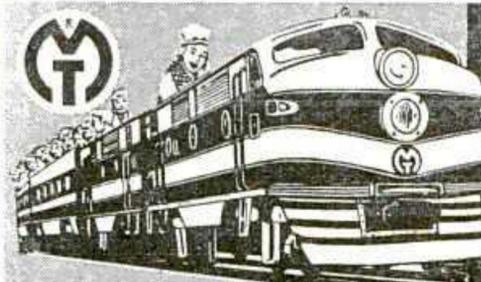
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RINGLING ROUTED 2 MONTHS IN SOUTH BEFORE NEW YORK

VENICE, Fla.—Ringling Bros. and Barnum & Bailey Circus will get back in action January 25-29 at Miami Beach Convention Hall. The show now is in winter quarters here.

Subsequently, the circus will go to Jacksonville, Fla., February 2-5; Montgomery, Ala., 7-8; Columbus, Ga., 10-12; Charleston, S. C., 14-16, and Huntsville, Ala., 25-26.

In March the circus will go to Charlotte, N. C., 1-5; Raleigh, 6-8; Greensboro, 9-12; Haddonfield, N. J., 16-19, and Washington, D. C., 21-26.

The annual Madison Square Garden run at New York will be March 31-May 4.

Clyde's Business Okay At Mexico City Start

MEXICO CITY—First week of the Clyde Bros.' Circus engagement at the bull ring outside this city brought nice business that was limited somewhat by rain and fog. When the sun shines, business is big, according to Howard Suesz.

The show will be in the bull ring for two or three weeks, depending

upon business, and then will make Guadalajara for another two or three weeks, he said.

Clyde Bros. crossed the border after a delay and played Torreon for a week, then Monterrey for a tremendous weekend which was followed by cold weather that killed business. A few days at San Luis Potosi also drew cold weather.

New Wallace Quarters Open; Cristiani, Kernan to Europe

TAMPA—Pete Cristiani has established quarters at a former dairy farm on route 301 near here and has started to build his new Wallace

Bros.' Circus. The location has about 20 acres and four buildings.

Cristiani revealed that he and Walter Kernan, co-manager of the Beatty-Cole circus, will leave December 27 for an 18-day tour of Europe that will take them to see circuses in Lisbon, Madrid, Rome, Paris, Switzerland, London and Copenhagen.

He said that Wallace Bros. will use a new big top, a 100-foot round top with three 40's, using cable construction. It is being built by the Leaf Tent Company at Sarasota.

Wallace Bros.' Circus

Wants to buy Six-Pony Drill, complete with trappings; Six-Horse Liberty Act; 2 good work harness Elephants, gentle. Also want Concert People. Chief Pierce and Prince Chichi. Johnny Wright, contact us.

Pete Cristiani

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Area Reports Spur Hunts' Cost-Cutting

1961 Version to Be Similar Product, But Streamlined

BURLINGTON, N. J. — Next season's Hunt Bros. Circus will be traditional on the inside but different on the back lot, as the organization continues to trim all possible overhead. To this end there will be labor-saving devices such as more seat wagons, and elimination of excess rolling stock, such as the doubling-up evident in new sleeping trailers.

Harry Hunt reports the family has been influenced by concern over the season ahead, citing increasing unemployment and distress areas in the East. A mound of correspondence from committees and friends played a part in the decision.

The Hunts make no bones about their admiration for the way Ringling faced a situation of rising costs by drastically altering its operation. The Hunts' nut will be cut sizably without affecting the presentation.

Another diesel generator is being sent to Beers-Barnes Circus, the second sold them by Hunt. At winter quarters, which the recent blizzard submerged under a blanket of white, a new snowplow attachment has been acquired for the Jeep stake-driver. Charley Hunt is awaiting delivery of a new car before returning to Florida.

Between 65-100 people will partake of the annual Christmas dinner, which the family puts on for its staff, workers and friends. Holiday decorations went up last week and a generator was installed to power the illumination.

Other winter quarters notes: Several animals are again working in the Radio City Music Hall (New York) Christmas Fantasy stage-show. The "History of the American Circus in Miniature" unit has been working a Trenton shopping center. Paul Nelson is working the stock. A couple of older-model tractors are being replaced.

Rodeo Opens Dallas Sales

DALLAS — Two box offices opened Monday (5) for the second annual National Finals Rodeo here in Texas State Fair Livestock Coliseum December 26-January 1 after mail-order sales had been under way five weeks.

Sixty-seven cowboys, tops among 2,850 Rodeo Cowboys Association contestants, and 255 head of horses and bulls, tops from some 4,800 head in sanctioned rough stock strings, will come here for the NFR contest during Cotton Bowl Week, ending on Sunday before the Cotton Bowl Football game between Arkansas and Duke on Monday, January 2.

Revnes Quits Chicago Fair

CHICAGO — Richard Revnes, managing director of the Chicago International Trade Fair since 1959, has resigned, effective December 17.

In 1957 Revnes was managing director of the Chicagoland Fair, predecessor to the international event. He plans to enter private business.

CIRCUS TROUPEING

By TOM PARKINSON

PINITO DEL ORO made her farewell appearance in a circus at Las Palmas, Canary Islands, December 4. It was the Zoo Circus, in which she and her husband, Juan de la Fuente, have an interest. They operate a small hotel in Las Palmas also. After the show on December 2 a party was held in the tent to honor her. Messages were sent to her by the governor of the islands and by Generalissimo Francisco Franco. On hand as a guest was Tom Smallwood, American circusgoer and world traveler. Pinito Del Oro was a star of the Ringling circus for several years.

O'Leary Bros.' All-Irish Circus is the title used on promotions of Jack McCarty in the past several months and few of them have been successful. Those were in Michigan and Indiana for the most part. Other dates in Indiana and Illinois have been failures, and in most cases, few, if any, acts have appeared. Federal and local authorities, as well as sponsors, are investigating. They have not been able to locate McCarty.

Circuses may consider raising the price of their advertising program booklets if the experience of the recent Fort Worth Shrine Circus is indicative of a trend. For 17 years the price was 25 cents. This year, after much discussion, it was doubled. Dr. A. Ward Hicks, general chairman, said in the first 13 performances this year they sold more programs at 50 cents than in all 16 performances last year at 25 cents. The 404-page program this year was about par for revenue and pages.

★ ★ ★

When Ralph and Mary Green, who work as Kayo Green and Her Friends, visited Floyd and Mary Jane Henton at Omaha, The Omaha World-Herald ran a half page of photos showing reaction of pedestrians when they saw the Greens' spotted "leopard" roaming the streets without apparent cage or leash. The Greens also have goats, monkeys, bear and kangaroo. Floyd Henton operates the Omaha Zoo.

Among those around the Central Hotel at Macon, Ga., recently have been Walter Nealand, Mr. and Mrs. Charles T. Underwood, Elmer Kaufmann, Herb Knight, Ralph Brodwin, Ed Hiler, Tom Kennedy Sr., O. C. Cox, Dub Duggan, Jack and Beth Arnott, Gene Christian, Jack Burke, Joe Gilligan, Carl Wyche and Bobby Chalfin. . . . Wallace Bros.' Circus has applied for a permit to show Macon April 16.

Eddie Howe, after completing work on the "Alamo" movie in Texas, jumped to St. Louis to handle "Spartacus." There he used an outdoor campaign which he believes is the largest ever put on there for a movie. It was handled by Bill Oliver and Joe Bernstein. They used 1,000 three-sheets, 1,000 one-sheets, 50 six-sheets, and 28 24-sheet stands, all as snipe and daubs. They also had 70 contracted three-sheet boards. Still to be added were 1,700 cards. Howe says the advance sale was "tremendous" and that similar billing may be used when he switches to "Exodus" movie promotion after January 1.

Kelly-Miller people are mostly in Hugo, but many have returned to homes elsewhere. Among them are Charles Mason, Palo Alto, Calif.; Robert T. Bullock, El Paso, Tex.; E. H. Turner, Columbus, O.; Joe Pressly, Venice, Fla.; David Hill,

Cincinnati; David McIntosh, Troy, Mich.; Ovila and Hazel LeBouef, Tampa; Glenn B. Shearer, Woodward, Okla.; R. H. Voss Jr., Orange, Tex.; Louis F. Grabs, Gibsonton, Fla.; Dempsey Condor, Dyersburg, Tenn.; Fred and Ora Logan, Watonga, Okla.; Geraldine Pressly, Salamanca, N. Y., and Chief Eagleman and his Indians, Watonga, Okla.

J. F. (Jimmie) Crabtree, who was with Kelly-Miller, Cole, Beatty and Cristiani, is at the Our Lady of Perpetual Help Free Cancer Home on Washington Street in Atlanta, Ga., and asks friends to write him there. He had surgery about a year ago and now has had a recurrence and is incapacitated.

Nat Green is vacationing from his Chicago office visiting relatives in California after a stopover at Denver. . . . Carson & Barnes has a new brochure for soliciting auspices for next season. . . . Bob Corbin, who has an air calliope, is back in Dayton, O., after a Christmas parade tour in the South. He had a successful season.

From Hubert's Museum in New York, R. C. Lucas, emcee, writes that the current acts at the museum include Prof. Roy Heckler's Trained Fleas; Hall and Leonard, impalement and vent; Congo the Jungle Creep, Seal the Seal Boy; Sylvia Jackson, girl with the largest feet; Joe Allen, human corkscrew; Jimmy Ball, sword swallower; Harold Smith, musical glasses, and Princess Wagon and Laddue, dancers.

Fred C. Landrus writes that he and his son were guests of Scott Bros.' Circus at Augusta, Ga., recently. The program included Helen Wilson, Chiki and Her Canines, Duke's Riding Dogs, Kit Carson Noble; Kit and Kim (Noble), rolabola and globes; Pauline Duke, Allen and Lee, the Royal Duke Family, Billy Orwell, and Ralph's Military Ponies.

Howard King, former circus owner, is to enter Memorial Hospital at Long Beach, Calif., for surgery on December 21. . . . Billy Barton's biography, "Catch," is in the hands of a literary agent. Text is half finished, writes Barton, who stopped off in Kansas City to write new sketches for Rae Bourbon, who is playing clubs there. . . . Bill Ryan of The Hartford Times wrote a column recently about Terrell Jacobs Jr. and his wife, Juanita, pointing out that both were from circus families. . . . The giraffe at the Fresno, Calif., zoo died. . . . Fan Verne Cox, of Tulsa, will be vacationing in Chicago at Christmas time. . . . Pete Cristiani advises that he has purchased two bannerline trucks for use on Wallace Bros. Circus. They are similar to those on the Beatty show.

PHONEMEN

Houston, New Orleans, Austin, Lafayette. Save this ad. Year-round work. Top deals in 10th year; taps and renewals; book, ads, tix. 25% paid daily. No lush! Permanent offices. No advances or collect calls; no drinking. Sober, reliable men, come on in. Clip and keep ad in wallet. Contact: Jim Bennett, Harold Hicks, 904 Ruth, Houston, JA 9-8705.

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ROLLER RUMBLINGS

By AL SCHNEIDER

RINK OPERATORS who have been groping, sometimes rather futile-ly, it seems, for a formula by which they can publicize their rinks locally and roller skating nationally over the TV airwaves, might well adopt the pattern used by Cincinnati's Price Hill Roller Rink in staging its second annual TV roller skating show Saturday night (10). Moreover, says the Price Hill management—Lou and Charles Myers, operators, and C. V. (Cap) Sefferino, manager—the formula is a simple one and relatively inexpensive to the operator; one that can be used by any rink in any town that boasts TV facilities. The ingredients for a successful show, the management points out, are the TV station, a sponsor to pick up the station's time-cost tab, the amateur skating talent, a well known and respected charitable campaign, and a charity-minded operator who is willing to give (his night's receipts) in order to receive, knowing that the publicity the rink receives as a result of the telecast will likely repay him fiftyfold at the box office over a span of months in the future. In the case of the Price Hill rink the charity was the Mile of Dimes, a local campaign to buy Christmas toys for needy children, for many years a joint undertaking of firemen and The Cincinnati Post and Times-Star. The sponsor was the local Pepsi-Cola Bottling Company whose parent firm is known nationally for its interest in sponsoring roller skating activities. However, many firms in other lines would be equally suitable as potential sponsors. As in the past, the Price Hill show was telecast by WCPO-TV, an outlet owned by Scripps-Howard, which also owns The Cincinnati Post and Times-Star. However, that link of ownership was unimportant in the over-all co-operation received by the Price Hill rink. Most TV stations, regardless of ownership, would likely grab at the chance to offer TV viewers something different in the way of programming after several years of cowboy and private eye screenings. WCPO-TV brought its equipment into the rink for the telecast, along with Tod Hunter, who emceed the show. Six acts were offered in the half-hour airer, which was sanctioned by the Roller Skating Rink Operators' Association of America, and all talent carried RSROA cards. High spot was a nifty fours routine done by the intermediate American fours champs of Cleveland's New Roller Skating Rink, operated by Joseph Costanzo. Other talent, members of the Price Hill club, included Jerry Ray, an Ohio junior champ, and six background skaters; Kevin Roach, a moppet in a Russian dance number; Carrol Mitchell, backed by a group of little girls, in "Tiptoe Thru the Tulips"; Donna Roach, Price Hill pro, and Fred Hutchinson, a local school teacher, in an "Old Smooth-

ies" dance routine, and a finale featuring Carroll Huddelson, backed by a cast of 160 in a snow queen presentation. Between acts there was a plug for the local sponsor and introduction of its president, James Somerall; a presentation of the night's rink receipts by operator Charles Myers to Fire Chief Kuhn and Stanley Dahlman, promotion manager of The Cincinnati Post and Times-Star, and introduction of Judge Benjamin Schwartz, Cincinnati Juvenile Court judge, who operates a private rink for children under his jurisdiction. For many years Judge Schwartz has been actively interested in roller skating as a means of directing youth activities into proper channels. At the close of the show Chief Kuhn and Dahlman presented to the Myerses and Sefferino plaques in appreciation of their efforts on behalf of the Mile of Dimes campaign.

That the show will be a powerful box-office stimulant to roller skating in Cincinnati there is no doubt. That was the report of the Price Hill management after the telecast of last year's skating show. In fact, it was reported in The Billboard that the telecast completely reversed a downward trend at the Price Hill box office, the rink closing its season with a gross slightly ahead of that of the preceding year. The management also points out that the rink benefits from advance newspaper and TV publicity in hosting such charity shows.

"In summary," said Sefferino, "if a show of this type is to be successful it is necessary that the services of a creative and co-operative professional be used. It is also essential that the people participating in the show be members of the amateur group which is affiliated with the operator's association. Still other essentials are the support of civic leaders, newspapers and parents of participating skaters. It is my opinion that this is the type of promotion that is sorely needed if roller skating is to assume its place in modern recreational activities."

Fair Meetings

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 1-3. Robert L. Barnet, Muncie Star, Muncie, Ind., secretary.

Minnesota Federation of County Fairs and Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, St. James, secretary of the Federation.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 7-8. Mrs. Paul D. Kiepfel, Route 4, Box 77, Crafton, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 9. Joe F. Pruett, 155 Riverside Drive, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 9-11, Everett E. Erhart, Stafford, secretary.

Georgia Association of Agricultural Fairs, Atlanta, January 10. J. F. Pruett, 550 Riverside Drive, Macon, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 10-12. Win Eldridge, 315 1/2 East Mill, Plymouth, secretary.

Ohio Fair Managers Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 1043 South Main, Dayton 9, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 11. Tom Moore Craig, Piedmont Interstate Fair, Spartanburg, secretary.

North Carolina Association of Agricultural Fairs, Jack Tar Hotel, Durham, January 12-13. Corbin Green, P. O. Box 776, Hickory, secretary.

Missouri Association of Fairs & Exhibitions, Governor Hotel, Jefferson City, January 12-13. Victor M. Gray, Box 630, Jefferson City, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 14-15. William E. Finch, Danville, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, secretary-treasurer.

Massachusetts Agricultural Fairs Association, Bradford Hotel, Boston, January 16-17. Paul Corson, Topsfield, secretary.

(Continued on page 176)

THE FINAL CURTAIN

DALE—William Sherman, 79, a member of Morrison's Tent Show, November 29 in McDade, Tex., of a heart attack. He was born in Chattanooga and entered show business when 14 years old. Since then he had trouped with many shows and in later years toured with the family's show. Survived by his widow, Pansy, Los Angeles; two daughters, Mrs. Joe A. Brown, Houston, and Mary Dale, Los Angeles; two sons, Henry, of the Merchant Marines, and Mike, Tucson, Ariz., and several children by a previous marriage. Services December 1 in Elgin, Tex., and burial in Elgin City Cemetery.

FORD—E. M. (Pat), 63, concessions manager of Arkansas Livestock Show, Little Rock, December 13 of a heart attack at his home in that city. He was a Navy veteran of World War I and a member of Show Folks of America, Showmen's League of America, the American Legion, Hot Springs Showmen's Club and Billposter's Alliance of Oklahoma City. Survived by his widow, Nora; his mother, Mrs. Minnie Ford, Atkins, Ark., and a sister, Mrs. Emmett Haynie, Atkins.

door show business. Survivors include his daughter, Sis; two sons, James Jr. and Shirl; three sisters, Evelyn Pash, Cecil Davis and Bernice Fontini, and six grandchildren.

SIMONDS—Patricia, 45, wife of Harry (Murphy) Simonds, long-time Arcade and concession operator, December 9 in Long Beach, Calif.

VINNICK—Jacob (Jack) 76, novelty dealer, in Ocean Park, Calif., following a long illness. Born in Bradford, Pa., he had lived on the West Coast for a number of years. Burial in non-member plot of Pacific Coast Showmen's Rest, Los Angeles.

WILKINSON—George, 77, a director of the Portage la Prairie, Man., fair board and a major exhibitor of Red Poll cattle on the Western Canadian fair circuits, December 6 in Portage la Prairie. Survived by his widow, a daughter and seven sons.

BIRTHS

MORRIS, A daughter, Susan, December 8 in Encino Hospital, Encino, Calif., to Doug and Dottie Morris. Mother is a professional ice skater, formerly with "Holiday on Ice" and "Ice-Capades." Father is lighting director with CBS Television in Hollywood and lighting consultant for the Ringling Bros.-Barnum Circus and "Holiday on Ice" shows.

In Memoriam MELVIN D. HILDRETH

Died December 23, 1959
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and its people.
There is Gladness
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LATHAM—Alberf, 55, veteran concessionaire on Alamo Exposition Shows, December 10 in Denver after a long illness. Burial was in Denver under supervision of the Showmen's League of America.

SAKOBIE—James Sr. 61, concessionaire and legal adjuster for 40 years, December 4 in Miami. Death came suddenly following a heart attack. He was a member of clubs in Chicago, Miami and Tampa, and was the first of three generations in out-

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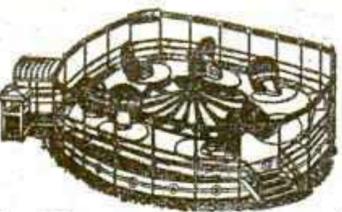
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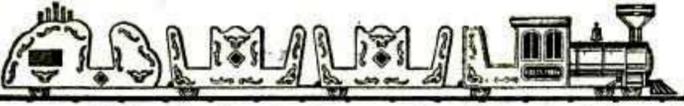
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Scott's, Turner, Rides: (College Park) Orlando, Fla., 19-Jan. 15.
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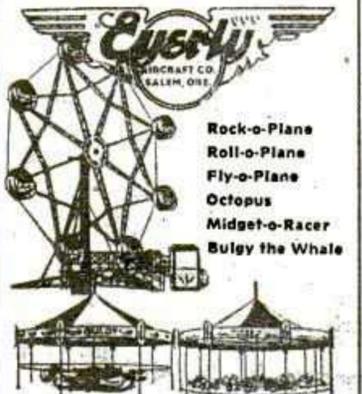
Music Man: (Municipal Aud.) Oklahoma City, Okla., 19-24; (State Fair Music Hall) Dallas, Tex., 26-31.

Miscellaneous

Kriels' Kats & Klowns: Evanston, Ill., 19-24.
O'Day, Marie, Palace Car: Thorn-dale, Tex., 19-20; Taylor 22-24.

Ice Shows

Holiday on Ice of 1961: (Memorial Aud.) Des Moines, Ia., 29-Jan. 2; (Civic Center) Lansing, Mich., 4-9.
Ice Capades, 20th Edition: (Coliseum) Spokane, Wash., 25-Jan. 2; (Ice Arena) Seattle 4-14.
Ice Capades, 21st Edition: (Garden) Boston, Mass., 27-Jan. 11; (Auditorium) Providence, R. I., 12-22.
Shipstads & Johnson's Ice Follies of 1961: (Arena) Philadelphia, Pa., 25-Jan. 8; (Garden) New York 10-22.



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FAIR MEETINGS

• Continued from page 175

Association of Alabama Fairs, Whitley Hotel, Montgomery, January 16-17. Christie W. Summers, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 18-19. William Arthur Morris, Box 912, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 19-20. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary.

New York Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 22-24. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany 1, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Room 612, County Building, Oklahoma City, secretary.

Florida Federation of Fairs and Livestock Shows, Thomas Hotel, Gainesville, May 14-16. T. L. Bar-rineau, State Department of Education, Tallahassee, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 20-21. Roy E. Symons, Skowhegan, executive secretary.

Ontario Association of Agricultural Societies, King Edward-Sheraton Hotel, Toronto, February East Block, Parliament Buildings, 22-23. F. A. Lashley, Room 4508, Toronto, secretary.

Midwest Fair Association, February 23-24, Kansas City, Mo. Clarence C. Lester, Tulsa State Fair, Tulsa, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. C. C. Hunter, 707 W. Vine, Taylorville, secretary.

New Jersey Association of Agricultural Fairs, Hotel Stacy-Trent, Trenton, January 25. William C. Lynn, Room 611, 1 West State Street, Trenton, secretary.

Tennessee Association of Fairs, Noel Hotel, Nashville, January 26-27. Mrs. Malinda Granberry, Mid-South Fair, Box 3808, Memphis 14, secretary-treasurer.

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Western Pennsylvania Association of Fairs, Hotel Penn Albert, Greensburg, January 28. H. W. Churns, 524 Alexander Street, Greensburg, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, 102 East Locust, Tyler, secretary.

Arkansas Fair Managers Association, LaFayette Hotel, Little Rock, February 6-7. Clyde E. Byrd, Box 907, Little Rock, Ark., secretary.

Oklahoma Association of Fairs, Huckins Hotel, Oklahoma City, February 13-14. Harry F. James,

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SASKATOON, Sask. — S. N. MacEachern, manager of the Saskatoon Exhibition, has been elected 1961 chairman of the Saskatchewan March of Dimes.

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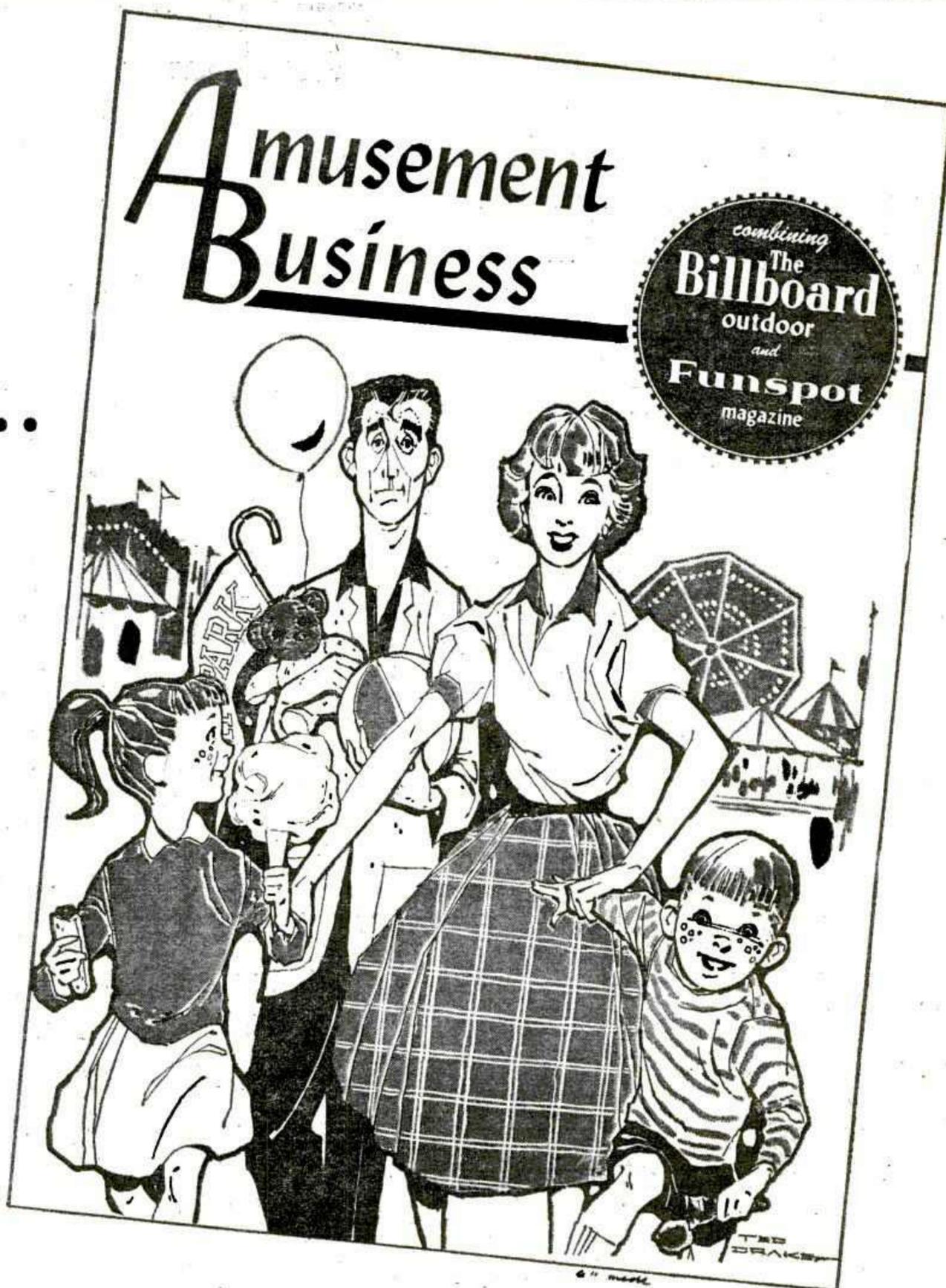
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CARNIVAL CONFAB

PACIFIC PATTEN. Scalemen Bob Clark and mule trainer Si Otis are on the sick list in Los Angeles. Clark is a patient in Ward 5800, General Hospital, while Otis is confined to St. Joseph's Hospital in nearby Glendale. . . . Larry Lindell is wondering how things are going in Kansas City. He would like to hear from some of his friends at the Heart of America Showmen's Club there. Lindell can be reached at the Pacific Coast Showmen's Association, Los Angeles. . . . Ewell (Slim) Harrison, Great Western Shows concession manager, will leave after Christmas to visit his mother in Texas. He will miss the festivities of the Show Folks of America in San Francisco. . . . Eddie Snobar, son of Sam Snobar, had a leading part in the Christmas pageant, "The Messiah," at the Morningside High School in Inglewood, Calif.

Hugh Warren is reported to have bought property in Norco, Calif., which is becoming a "show folk city." Others there are Gene Holter with his trained wild animals and H. E. Ewart, ride broker and manufacturer. . . . John Guadagno, ride operator in Virginia Park in Long Beach, is back on the job following a trip to Chicago for the trade show. . . . New members at Show Folks of America in San Francisco include Ray Garland, Ada Harvey, Chester R. Ollson, James Starrick, Bernardine Walsh, and Roseanne Marie Cohen.

Louie Leos with Harry and Isabelle Myers of the West Coast Shows are sojourning in Greece for six weeks during the holidays. . . . Charlie Goss is back on the job with the Velare Bros. attractions at Pacific Ocean Park, Santa Monica, Calif., following a visit to Chicago to the Showmen's League of America events and the trade show.

★ ★ ★

The word from the Coolidge, Ariz., winter base of Capell Shows is that much work is being done on the rides and equipment. The four Capells, Doc, Jack, Bob and Bill, are supervising a crew in preparation for the Scottsdale, Ariz., Lion's Club doings late in January. The show will then hit the road for a tour of shopping centers. The three sons recently returned from Los Angeles where they bought a Rock-o-Plane, Tilt-A-Whirl and office trailer from Babcock Shows. In addition, Bill purchased a Paratrooper from Mrs. James Barber. A new semi has been added plus new light towers and a stage is being built for the circus unit. On December 8, Mr. and Mrs. Doc Capell marked the 41st anniversary of their marriage.

Allen Callaway

News from the Russellville, Ky., winter base of Page Bros. Shows indicates that W. E. (Shotgun) Page and Norman Littlefield arrived back after the Chicago meetings where they purchased two rides from W. O. King Amusement Company and also brought back several fair contracts for 1961. The Page organization will spring May 1 in Nashville, Tenn. Visitors included Howard Hazelwood and Jim Bean of the Hagen Circus, and Charles Garvin, Beach Bend Park, Bowling Green, Ky. . . . Colonel and Mrs. Lew Alter, Side Show ops, are spending the holidays with their son, Mr. and Mrs. Thomas Alter, at their home in Webster City, Ia.

Caravans, Inc., installed their officers with much festivities, with Margaret Levine as femsee and Veronica Potenza doing the installation rites. Taking office were Josephine Haywood, president; Theresa Dundee, Frieda Rosen and Lillian Pano, vice-presidents; Wanda Derpa, secretary, and Lillian Lawrence, treasurer. Attending the festivities were Phoebe Carsky, Malinda Drew, Eula Drew, Esther Groscurth, Winona Woodward, Idele Huline, Essie Tate, Kitty Glosser, Jane Tubis, Martha Butler, Bess Hamid, Marguerite Anderson, Rita Link, Frances Shue, Margaret Davis, Marcelyn Cantrill, Betty Carroll, Mae Sopenar, Patricia Gallagan, Ann Gallagan, Veronica Potenza, Pearl McGlynn, Pat Seery, Joan Sullivan, Edith Streibich, Elizabeth Josh, Edna

Burrows, Gladys Dowswell, Sophia Carlos, Helen Hoffmeyer, Betty Broderick, Marie Broughton, Rose Jarboe, Betty Mann, Mildred Maniloff, Mary Stutzke, Geraldine Muscarello, Mae G. Taylor, Belle Williams, Violet Slovich, Marianna Slovich, Lucille Hirsch, Catherine M. Dutha, Jean Suwinski, Sue Potenza, Antoinette Rohr, Catherine Potenza, Lucy Metz, Anna Schmidt, Anna E. Winter, Helen Wettour, Lorraine Downs, Jay Dundee, Anna Graebert, Nora C. Heglund, Anne Giuffre, Nora V. Heglund, Eva Shine, Alda L. McCue, Lois J. McCue, Irene E. Young, Margaret Levine, Irene Coffey, Wanda Derpa, Lillian Pano, Frieda Rosen, Theresa Dundee, Josephine Haywood and Lillian Lawrence.

Carmelita Horan passes on the info that the Ladies' Auxiliary of the Showmen's League of America in Chicago made a donation to the men's club for its annual Christmas party for underprivileged children. Named to assist at the party were Jeannette Martindale, Agnes Smith, Evelyn Hock and Mrs. Carmelita Horan. The Auxiliary Christmas party was held Tuesday (15) in the Hotel Sherman, with a pot luck supper. Mrs. Agnes Smith was chairman of the event.

Charlie Byrnes

Midwest Club Sets Banquet For Jan. 5

MINNEAPOLIS—The Midwest Showmen's Association will hold its annual banquet and ball January 5 in the Radisson Hotel.

The club's Memorial Services are scheduled for January 4 in the same hotel at 2:30 p.m. Following the services members will be transported by bus to the club's cemetery plot in Lakewood Cemetery where the new monument will be unveiled.

The annual meeting and installation of officers is set for the afternoon of January 5 in the Radisson Hotel.

★ ★ ★

FLASHBACKS: 15 Years Ago—The Showmen's League of America annual banquet and ball broke all past records when a post-war crowd of 1,200 came out for the event. Fred H. Kressmann was installed as the new president of the organization. . . . Max Goodman announced that his Wonder Shows of America would enlarge and go out on 40 cars for the 1946 season. George (Whitey) Golden was named concession manager of the rail show. . . . Sammy Corenson was re-elected president of the San Francisco Chapter of Show Folks of America.

LEAGUE AWARDS 25-YEAR PINS TO 14 MEMBERS

CHICAGO—The Showmen's League of America has awarded pins to 14 of its members who have been in the organization for 25 years.

Receiving the lapel buttons are Bernie Mendelson, Ned Torti, Oscar Blum, Joe Bula, Harry Hennies, Jake Jacobson, Roger S. Littleford Jr., Charles Owens, Dave Picard, Maurice Richby, L. E. Roth, Ralph W. Smith, O. J. (Whitey) Weiss and Harry Wingfield.

NOMINEES

Red Dauer Tops PCSA '61 Slate

LOS ANGELES—J. B. (Red) Dauer seemed scheduled for the presidency of the Pacific Coast Showmen's Association. Nominations will be closed at the meeting Monday night (19).

Dauer, who is concession manager with Fair Time Shows, Inc., is currently first vice-president.

Other nominees on the regular ticket are Sam Dolman, first vice-president; Jack Kent, second vice-president; Joe Blash, third vice-president; Harry Phillips, treasurer, and Al Weisman, secretary. Phillips is up for re-election.

Edward Tait was nominated to serve on the Cemetery Board for five years and Harry Hargraves on the board of trustees for the same length of time.

Named for the board of governors were Charles Austin, Sam Ansher, John T. Backman, Bob Barnard, Harry Baron, Chester Barker, Louis Cecchini, L. G. Chapman, Bobby Cohn, William Davis, Dan Dix, LaMotte Dodson, M. H. Ellison, E. S. Fitzgerald, Alex Freedman, Ralph Christianson Jr., Charles Goss, Ed Hellwig, Matt Herman, Lloyd Hilligoss, Arthur Hockwald, Rudy Jacobi, Jack Lee, Harry Lewis, H. D. (Bob) Matthews, C. E. (Candy) Moore, Fred Mortensen, Harry Myers, E. Roth, Jack Shaffer, Sam Shaphran, James Smith, John Snobar, Lee B. Smith, George Surtees, F. M. (Pete) Sutton, Sam Steffin, Arthur Thompson, Elmer Velare, and Charles Walpert.

Joe Glacy was chairman of the nominating committee. Committee members included Charles Austin, William Davis, C. E. Moore, John Snobar, Matt Herman, Arthur Thompson, LaMotte Dodson, Sam Shaffer, and Harry Lewis.

NAME HOWARD THIRD V.-P.

M. Vivona Offered For NSA President

NEW YORK—Morris Vivona will be 1961 president of the National Showmen's Association if the precedent of recent years is followed. Vivona heads the regular ticket presented at Wednesday's (14) meeting; it was posted and the election will be held at the December 28 meeting. He will succeed Max Tubis.

Other officers were moved up one notch and a new face in the line of succession is that of Al Howard, offered for third vice-president. His former slot, assistant treasurer, will be occupied by Dominic Vivona if the slate is voted into office. Installation would normally be January 11, which conflicts with the South Carolina fair meeting.

Also brought in was a list of 50 governors on which 10 new names are noted. The nominating committee was headed by Al McKee, representing the trustees. Members from the board of governors were D. D. Simmons, Morris Brown and Charley Davenport; from the general membership, Dan Edelman, Anthony Varone and Abe Rapps.

Complete Slate Listed

This is the complete list as offered by the nominating group:

Morris Vivona, president; Charles Rubenstein, E. J. Strates and Al Howard, vice-presidents; Leo Willens, secretary; Frank Rappaport, treasurer. The posts of counsel, physician and treasurer are appointive rather than elective, and will be decided by the new administration.

Governors — David E. Brown, Morris Brown, Al Camin, Issy Cetlin, Norman Y. Chambliss Sr., Francis Coleman, J. W. Conklin, Charles Davenport, Al Dorso, Dan Edelman, Louis Elias, Maurice Elk, Paul Goldfarb, Simon Hadgi, Ben Herman, Ben Hoff, Aaron Hymes, Henry Kaufman, Irwin Kirby, Lou Dufour, John Leonard, Seymour Levin, Roger Littleford Jr., Angelo Longo, James McHugh, Richard J. Coleman.

Hy Malek, Cliff Mullins, Harold Nevins, Harry Nelson, Howard Parker, Sam Peterson, Abe Rapps, Pat Razzano, George Regan, Louis Reiben, Pat Reithoffer Jr., Irving Rosenthal, Sam Rothstein, Max Shaffer, Claude Sechrest, Joe Sherman, D. D. Simmons, George Soltenberger, Rocco Trupiano, Joe Uknis, Anthony Varone, John Vivona, Sam Weisser, and Joseph Weissman.

Hammond Invades Minn. Fair Area

HOUSTON—Bob Hammond Shows, which moved into new northern territory during 1960, will cut a farther swath during the '61 fair season.

Owner-Manager Hammond disclosed that he has signed three Minnesota fairs for '61, marking the first time the show has played that State. The fairs are at Blue Earth, New Ulm and Jackson. In addition, Hammond closed with the Manchester, Ia., fair for next season, the first time the show will play that event.

Other fairs on his route, all repeats, include Coffeyville, Kan.; Enid, Okla., and five fairs in Texas at Wharton, Rosenberg, Angleton, Liberty and Pasadena.

Hammond will play Belton, Tex., for July 4 and has signed a race meet in Anthony, Kan. Early dates will include Buccaneer Days at Corpus Christi and the Battle of Flowers for Jack Ruback.

Line-up will include 18 major and kid rides, 5 shows and upward of 50 concessions, Hammond reported.

Mrs. Harry Simonds Passes Away at 45

CHICAGO—Mrs. Harry (Patricia) Simonds, wife of Arcade operator and concessionaire Harry (Murphy) Simonds, was buried here last week in the cemetery plot of the Showmen's League of America. Mrs. Simonds, who was 45, died December 9 in Long Beach, Calif., and the body was shipped here for interment. She and her husband had long operated an Arcade here on State Street. Two sisters also survive.

Hale Bows In April

LENOX, Ia.—Hale's Shows of Tomorrow will open its '61 season here in April and will play much the same route as last year, according to Tubby Hale, manager.

Show will carry 11 rides for fairs and will also have three Army 60-inch searchlights.

Staff will include Fern Hal, owner; C. G. Hale, office, and Jim Gordon, ride superintendent.

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N. E. Club Frolics At Revere Nitery

REVERE, Mass. — With more than 200 persons joining in the festivities, the New England Showmen's Association held a successful banquet Sunday (11) at the Frolics Club. It was one of two significant events of recent weeks for this organization, the other being a decision to seek larger quarters.

With the coming of the new year the club will move across Tremont Street to No. 261, where space has been leased for 1961. Total area is about three times that in the current rooms.

The Frolics night club revue was well-received, comic Jackie Jay and Italian crooner-comedian Enrico getting plenty of laughs. It was an early night, starting around 7 p.m. and ending, for many of the revelers, before 1 a.m. But the mood was fittingly pleasant, despite the knowledge that the season's first blizzard was building up outside.

Jeff Harris was toastmaster, and additional remarks were delivered by King Reid. Both Larry Carr, outgoing president, and Frankie Allen, his successor, were lavishly praised. Carr was given an engraved gavel and striking block, and observed that he would donate them to the club to be passed along to successive presidents.

There was a choice of lobster or steak, and the first-rate meal and revue were a bargain at \$7.50 per person.

Half Dozen Gold Cards

With Harris at the microphone, the NESA went on the "gold standard," with six persons receiving the metallic life member cards.

They went to Estelle Nathanson, Charles Tampone, Dick Marchant, Marion Carr, who has been president of the Ladies' Auxiliary, Larry Carr and Frankie Allen.

Threat of bad weather kept a number of people from venturing to the shore, and by the time the affair broke up swirling snow blanketed the entire district. With some three dozen people attending, Lawrence Carr Shows was the most heavily represented.

Thought is being given to tying the next banquet in with the New York or Massachusetts fair meeting, when a number of amusement people will be in the neighborhood. By that time also, the Revere Beach membership drive is expected to produce more partygoers. Irwin Kirby.

Ontario SLA Installs Marco As President

TORONTO — Pat Marco was installed as president of the Ontario Chapter of the Showmen's League of America at the recent regular meeting. Marco, the second president of the new organization, succeeds J. W. (Patty) Conklin in the top position.

Also taking office were E. H. Brown, J. P. (Jimmy) Sullivan and Howard Jones, vice-presidents; Kin Rifkin, treasurer; M. N. (Neil) Webb, secretary, and Harry Shore, recording secretary.

Louis Herman served as installing officer. Conklin, in turning the gavel over to Marco, thanked his officers and Herman for their efforts in organizing the chapter, thanked Howard Jones for his work on the banquet and ball and singled out Al Brown and his program chairman.

Leo Alberts reported final plans for the December 17 Christmas party.

Merriam Inks Minn. Sauer Kraut Fete

OGDEN, Ia.—Merriam's Midway Shows will play two stands new to its route in 1961, Alva Merriam, owner-manager, disclosed here last week. The new ones are the Henderson, Minn., Sauer Kraut Days and the Worth County Fair, Northwood, Ia.

The show will open May 3 in Boone, Ia., and most of its route will be similar to last year when the show toured Iowa, Nebraska and Minnesota.

Mrs. Alva (Edna) Merriam, again will be office secretary. Their son, Dale, will take over as ride superintendent this coming season and their daughter, Margaret, will serve as agent for The Billboard.

Hot Springs Fems Install Officers At Festive Party

HOT SPRINGS — Mrs. Al Rinaldi was installed as president of the Ladies' Auxiliary of the Hot Springs Showmen's Association, attended by over 100 members here recently.

Mrs. Daisy Fritts, mother of Harry Hennies, and club mother, served as installing officer. Also

PCSA Pays Tribute to Deceased

LOS ANGELES — Tribute was paid 28 members of the Pacific Coast Showmen's Association and Ladies' Auxiliary who died in 1960 at the annual Memorial Service held at Showmen's Rest here Sunday (11).

The services, held under fair skies, were directed by President Steve Vaughn, with Sam Dolman as chairman and Ed Harris and La-motte Dodson, co-chairmen. A crowd of 150 attended the services in Evergreen Cemetery.

William (Bill) Sherwin, PCSA counsel, was the principal speaker. Following the Pledge of Allegiance and the singing of "The Star-Spangled Banner," the invocation was delivered by Rev. William S. Meyer, pastor of Immanuel Presbyterian Church. He also delivered the Lord's Prayer. The traditional wreaths were placed on the respective monuments by Vaughn and Elsie Kennedy, Auxiliary president. The planting of the Showman's Tree, symbolizing eternal life, was featured as was the recitation by Opal Manly, past L. A. president, of "The Rose Beyond the Wall." The services were concluded with the salute to the flag and the group singing of "God Bless America."

Members lost this year include James, J. Dunn, Archie Clark, Harry D. Jones, Joe Miller, Bill Clark, David Kann, Jack Linn, J. Ed Brown, S. E. Jones, Doc McCullough, Tony Bertoni, William Z. Smith, Bob Tuttle, Robert Jones, Bill Stathos, A. W. Brown, Al R. (Red) Cohn, Harry Gordon, Patrick P. Ryan, Ralph A. Ward, and Harry O. Wallace of the parent organization. Deceased members of the Auxiliary were Lillian Schue, Allie Wrightsman, Katherine Oliver, Elsie Sheldon, May Campbell and Esther Carley.

Davidson Will Play Nebraska

DES MOINES — Davidson United Shows will invade Nebraska for the first time in 1961, it was announced here by Bernie Davidson, manager.

Davidson also announced that he had signed six fairs in Iowa at Harlan, Ryan, Knoxville, Esterville, Merville and Dunlap in addition to the July 4 celebration at Exira, Ia.

Show will open in mid-May in Cedar Rapids with a new Roller Coaster and Looper, and a light plant purchased from George Grable, former owner of Twin City Shows.

In addition to the fair unit, Davidson will have another show playing picnics and celebrations.

Work is under way here at winter quarters on a Mechanical Show and a Negro revue.

taking office were Mrs. William F. Wilcox, first vice-president; Mrs. Norman Schlossberg, second vice-president; Mrs. Dwight Bazinet, third vice-president; Mrs. T. Robbins, secretary; Mrs. Harry Hennies, corresponding secretary, and Mrs. Jack Ogle, treasurer. Mrs. Pearl Weydt stood in for Mrs. Schlossberg who was unable to attend.

Mrs. Bonnie Wheatley was toastmistress. Music was provided by Mrs. Pauline Ragland. Mrs. Ella Brill is the new tyler, succeeding Mrs. George Powell.

1,200 Dine, Dance At Tampa Club Party

TAMPA—Over 1,200 relaxed, dined and danced at the 10th annual homecoming barbecue of the Greater Tampa Showmen's Association here Sunday (11). The event was held around the clubhouse.

Special guests were county and city officials as well as representatives from press, radio and television. Publicity for this affair was carried over all local communications media.

Feature of the evening's program was a musical comedy produced and presented by members of the Ladies' Auxiliary with some 25 participating.

The entire day's activities were under the supervision of the outdoor events committee, spearheaded by Chet Fowler, chairman, assisted by Whitey Sutton, Leroy Bickford, W. T. Kelley, Cliff Bolivet, Archie Feathers, A. Detwiller, Harold Brocies, Jack Norman, W. Mitchell, Wm. Thompson, Eddie Yeager, and Jack Galluppo.

The reception committee was chaired by Ben Gibson and Roy Tobin and assisted by Mrs. C. C. Groscurth and Mrs. Harry Julius.

Rene Zacchini served as master

of ceremonies. The Ray Lucas orchestra provided music both afternoon and evening.

Gene Nadreau is confined to St. Joseph Hospital after surgery, but doing nicely and should be out soon. Charles Cohen was well enough to attend the celebration after a trip to the hospital.

Garman Inks Bethany, Mo.

DANVILLE, Ill. — Sunset Amusement Company will return to the Northern Missouri State Fair, Bethany, next season after being away from the event for one year, K. H. Garman, Sunset owner-manager, announced.

Show will open April 20 in its winter base at Excelsior Springs, Mo. Route will also include Rochester, Minn., for the 10th year and Caruthersville, Mo., for the seventh year. The remainder will be much the same as in 1960.

Garman and Mrs. Garman left last week to spend the winter in Florida.

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For prompt forwarding of all mail, showmen should have their current address on file with the Mail Forwarding Service in Cincinnati.

As in the past, mail addressed to those for whom no address is on file will be published in this column for two issues only. If not claimed one week after second publication, mail will be returned to sender.

It is expected that the concentration of this service in Cincinnati will speed communications between transient showmen and those trying to reach them by mail.

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- De Franco, (Clown)
- Dearing, Fifi
- Deering, Morn
- Deering, Peaball Slim
- Decker, Joseph
- Del Mar, Lisa
- Dell, E. M.
- Delph, Tommy
- Bengler, George
- Deutsch, George P.
- Dial, Roy

- Diaz, Mrs. Kathleen
- Diaz Sr., Luis
- Dickerson Jr., Andrew J.
- Dickerson, Sonny
- Dillon, John F.
- Dixon, John (Dixie)
- Dobson, Darby
- Donnelly, Russell
- Downing, Wilbur E.
- Drake, Bob
- Driggers, W. W.
- Duggan, George
- Dunbar, Roy
- Dunn, Chester A.
- Elliott, Walter
- Ellis, Mrs.
- English, Wm. J.
- Evans, Bob & Claude
- Evans, Merl
- Evans, Sam
- Evans, Thomas & Mrs.
- Ewell, Peggy
- Farrell, Joe
- Farrell, Sharron
- Fay, Jimmy
- Feldman, Bernie
- Feldman, Jean
- Fletcher, Lennie
- Finn, Charles J.
- Fleming, Tom
- Floyd, Don
- Followell, Leonard
- Forkum, William M.
- Francis, Russell
- Frederick, Henry
- Freeman, Freddie & Mrs.
- Frieday, John & Mrs.
- Gable, Joseph
- Gallagher, Russell
- Garfield, Larry
- Garfield, Major
- Garner, R. S.
- Gartner, Mrs. Stella
- Gelger, Rose
- Gilbert, Jack
- Glascoc, S. C. & Mrs.
- Gloth, Louis & Mrs.
- Good, Floyd R.
- Good, Troy-Lee
- Goodman, George
- Gorec, James & Mrs.
- Gosh, Byron
- Graham, Pat
- Gray, Carol
- Gray, Carol & Mrs.
- Green, Robert R.
- Greene, Beulah
- Griffin, N. W.
- Guest, Kenneth
- Guest, Leonard & Mrs.
- Haag, Ruby
- Hackett, (Dog Act)
- Hagerman, J. & Mrs.
- Hall, Ed L. or Louise
- Hamid, Al
- Hamilton, George & Mrs.
- Hannigan, Jimmie
- Hardin, L. H. & Mrs.
- Harrison, James H.
- Harrison, Johnny
- Hayes, Lester & Mrs.
- Hayes, Bob
- Haywood, Lee & Mrs.
- Hecker, Roy
- Heller Jr., Leo
- Henderson, E. G. & Mrs.
- Henry, Fred T.
- Henry, Harry
- Hightower, H. D.
- Hillis, Nellie E.
- Hilliard, Dr. Wm. J.
- Hills, Sandra
- Hinckley, A. Lee
- Hirschberg, Sylvan
- Hodgson, G. D.
- Hogue (Hoge), Mac
- Holt, Robert W.

PCSA Honors Past Prexies At Meeting

LOS ANGELES — Nearly 40 years of progress of the Pacific Coast Showmen's Association was reviewed here at the annual Past Presidents' Night festivities held in the clubrooms Monday night (12). Joe Steinberg was chairman of the event.

Fourteen past presidents were on hand with Joe Glacy, who led the organization in 1941, the toastmaster. He gave each of the former presidents an opportunity to spin yarns or cite accomplishments of his administration.

The activities were turned over to the past presidents following a dinner prepared by Earl A. Stolze.

On the rostrum were Harry Fink who served in 1932; Theo Forstall, 1936; C. F. (Doc) Zeiger, 1938; Harry Hargrave, 1939; Dr. Ralph Smith, 1940; Glacy; Mike Krekos, 1942; Ted LeFors, 1944; E. W. (George) Coe, 1948; Moe Levine, 1953; Hunter G. Farmer, 1954; Edward Harris, 1956; Bob Downie, 1957; and Arthur E. Andersen, 1959.

Steve Vaughn, incumbent, conducted a brief business meeting following the function. He read a financial report that showed that the club has cash assets of nearly \$40,000.

In attendance were Earl Leonard, Show Folks of America, San Francisco, president; Ed Hellwig, past SFA president; Ben Morrison, Michigan Showmen's Association past president, and F. M. (Pete) Sutton, Regular Associated Troupers past president.

Byers Pacts La. Fairs for Late Route

DES MOINES — Byers Bros. Shows will play much the same route as it did in 1960 but has added two new fairs to its Southern route, Carl Byers, owner-manager, disclosed here last week.

New for '61 are fairs at Farmersville and Oak Grove, La. Other fairs on its late route include Marksville and Russton, also in Louisiana, plus Benton and Camden in Arkansas and three other Louisiana fairs, Coshatta, Leesville and Nachitoches.

Return engagements at fairs in Iowa include those at Independence, Osage, Humboldt, Jefferson, Rockwell City, Dubuque and Monticello. Fair will split for July 4 celebrations in that State at Osceola and Red Oak, and will also return to the fair at Menominee, Wis.

Show will open early in April in Orange, Tex., with a new Dodgem and Paratrooper, both of which were recently delivered to winter quarters.

An outstanding set of kid rides has been booked on for the '61 tour, Byers said. He and Clement Smith, general agent, represented the show at the recent Iowa fair meetings here.

Pincher Creek Fair Shows Deficit

PINCHER CREEK, Alta. — A deficit of \$530 was reported on the year's operations of the Pincher Creek and District Agricultural Society, but when all accounts receivable are in hand, including a government grant, a surplus of \$287 is expected.

The fair in August showed a sur-

Three Mdse. Licensing Companies in Merger

NEW YORK — Jay Emmett Associates, Stone Merchandising Associates and Syd Rubin Enterprises are merging their companies to form Licensing Corporation of America. The move is expected to make the new firm the largest independent character merchandising company in the nation. New York headquarters will be located in the new Time and Life Building.

Principals of LCA include Jay Emmett, chairman, who has been active in merchandising for 12 years, representing Superman, Pat Boone, Brigitte Bardot, Dobie Gillis, and other personalities and TV properties; Allan Stone, president, who was involved in the successful Howdy Doody merchandising and also handled the "Ben Hur" motion picture product promotion; Syd Rubin, vice-president, creator of character licensing divisions for both NBC and CBS, and Leon Newman, secretary - treasurer, a stone associate for several years and a radio-TV producer.

LCA divisions will include a design, packaging and art department, a promotion and publicity department and account executives

who will specialize in such fields as soft goods, toys, toiletries, food and hard goods.

Some of the personalities and properties Licensing Corporation of America represent include:

Television Programs — "Dobie Gillis," "Hennessey," "The Rifleman," "The Real McCoys," "Superman," "The Rebel," "Sea Hunt," "General Electric College Bowl Quiz," "The Racer," "Rocky and His Friends," "King Leonardo and His Short Subjects."

Publishers — American Heritage Magazine, Grolier Society's Book of Knowledge, Random House, Golden Press.

Personalities — Pat Boone, Brigitte Bardot, Carol Heiss, Hayes Allen Jenkins, Guy Lombardo, Steve Lawrence, Eydie Gorme, Arnold Palmer, Gussie Moran, Floyd Patterson, John Zacherly, Jackie Robinson, Sam Levenson. Also, Rodgers and Hammerstein's "Sound of Music," the film's "Ben-Hur" and "Pepe," and trade names, The Diners' Club, General Mills Twinkles (elephant), Trix (rabbit), Frosty-O (bear).

COMING EVENTS

- Alabama**
Birmingham—Birmingham Auto Show (Municipal Aud), Jan. 26-29.
- California**
Fresno—Fresno Boat & Vacation Show (Fairgrounds), Jan. 13-15. Bob Klemm, 3199 W. Madison.
Los Angeles—General Motors Motorama (Pan Pacific Aud), Jan. 29-Feb. 5.
Los Angeles—Southern Calif. Boat Show (Great Western Exhibit Center), Jan. 20-29. Jack Lockwood.
Oakland—Better Living Expo (Auditorium), Feb. 1-5. Patrick J. O'Toole.
San Diego—San Diego Marine Exposition (Westgate Park), Feb. 18-26. San Diego Marine Assn.
San Francisco—General Motors Motorama (Civic Aud), Jan. 7-13.
San Francisco — San Francisco National Sports & Boat Show (Cow Palace), Feb. 3-12. Thomas Rooney.
San Jose—Santa Clara Valley Boat, Travel & Sports Show (Fairgrounds), Jan. 6-8. Bob Barkhimer, 2032 N. Pacific Ave., Santa Cruz.
- Connecticut**
Hartford — National Autorama (State Armory), Feb. 22-26. Joe Kizis, Autorama Corp., 2 Meadow Park Drive, Milford.
- Florida**
Kissimmee — Kissimmee Valley Livestock Show, Feb. 22-26. James B. Smith, P. O. Box 193.
Madison—North Fla. Livestock Show & Sale, Feb. 27-28. O. R. Hamrick Jr.
Miami—Intl. Foreign & Sports Car Show (Dinner Key Aud), Feb. 3-8.
Miami—International Boat Show (Dinner Key Aud), Feb. 17-22. Peggy Leshon.

- Georgia**
Atlanta—Southeast Boat, Sports & Vacation Show (Municipal Aud), Feb. 24-March 3. Martin P. Kelly.
- Illinois**
Chicago—Chicago Auto (Chi Expo Center), Feb. 18-28.
Chicago—Hobby Industry Trade Show (Hotel Morrison), Feb. 12-16. William L. MacMillan Jr.
Chicago—International Sports, Boat & Vacation Show (Navy Pier), Jan. 14-22. Frank Hogan.
- Indiana**
Indianapolis — Food-A-Rama Exposition, March 28-April 2, 1961. Phil A. Irwin Jr., 430 W. 13th St.
- Kansas**
Wichita—Kansas Sports, Boat & Travel Show (Forum Bldg.), Feb. 7-12. R. G. Langenwalter.
- Kentucky**
Louisville—Kentucky Sports, Boat & Vacation Show (Ky. Fair & Expo. Center), Feb. 18-26. William H. King.
- Louisiana**
Cameron—Louisiana Fur & Wildlife Festival, Jan. 13-14. Jerry Wise, Box 126.
Franklin—St. Mary Parish Fair & Livestock Show, Feb. 18. F. A. Swann Jr., P. O. Box 323.
Lake Charles—Southwest Dist. Livestock Show & Rodeo, Feb. 23-27. John E. Jackson, Box 1414.
- Massachusetts**
Boston—New England Boat Show (Commonwealth Armory), Feb. 17-25. Frank Farrell.

(Continued on page 182)

CLUB ACTIVITIES

National Showmen's Association

NEW YORK — Morris Vivona, first vice-president, presided over the December 14 meeting in the absence of Max Tubis, president. All officers attended with the exception of Frank Rappaport, treasurer, E. James Strates, third vice-president, and Dr. Jacob Cohen, physician.

The slate of 1961 officers was reported by the nominating committee and was posted. Election will be the night of December 28. A change was voted in the nominating process. Instead of nominations being held the first regular meeting in January (11) it was decided to hold a special meeting for this purpose on January 4. Reason given was a conflict with the South Carolina fair meeting on January 11, which will call several members and officers out of the city.

plus, but the horse show in July ended with a deficit.

Officers were re-elected as follows: President, Shirley Hinman; vice-presidents, Doug Buchanan and Mrs. G. W. Cummings; secretary-treasurer, Mrs. Jean Lynch-Staunton.

Ladies' Auxiliary

NEW YORK — Installation of officers will take place January 9 at Rosoff's, 147 West 43d Street, with Virginia Leonard as chairman and Ethel Shapiro, co-chairman.

This is the new slate: Jeanette Finkel, president; Stella Wilna, first vice-president; D. Florence Van Raalte, second vice-president; Erma Bernard, secretary; Jai-Lita, recording secretary; Ruth Adelman, treasurer; Ann Dinsmore, assistant treasurer; Catherine Camin, chaplain; Ann Rosenberg, auxiliary hostess. Chairman and vice-chairman of the board of governors are Mildred Peterson and Bunny Kasow.

Highlight of the December 7 Christmas party was a "basket of cheer" donated by Anna Cook and won by Joe Rinaldi. The well-attended event featured dinner plus entertainment by Lenny Brown, son of Ann and Morris Brown, and by a quartet from New Jersey, courtesy of treasurer Mary Pendrake. Bess Hamid's cake and candy table was a financial success, as were the gift table by Margaret McKee, liquid refreshment stand by Frances Simmons, and the huge grab bag.

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CLOWN DOLLS



Clown doll has suction cups at feet which enables it to adhere to any smooth surface. Arms and legs are flexible, hands and head are of soft vinyl. Eleven inches high. Six assorted styles and colors.—Enco, Inc., 242 Fourth Avenue, New York 3.

BABY FEEDERS



Thermos baby feeders. One shown comes with music and retails at \$3.95. Models without music at \$2.95. Third model has cry of a baby kitten. Detachable nipples for easy cleaning, keep milk at feeding temperature for many hours.—International Bargain Center, P. O. Box 93, Rockford, Ill.

PITCH ITEM

Kopecfun is cartoon magic. Rub magic paper with magic stick to make thousands of cartoons. Complete kit retails at 49 cents. Refills 25 cents.—Embree Manufacturing Company, 10 West Mravlag Place, Elizabeth, N. J.

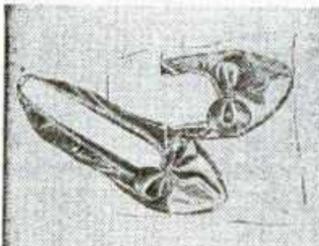
LONG FILTER

Cigarette that has the longest filter. Has three-quarters of an inch of tobacco, the rest of the cigarette is filter. Contains a hint of vermouth for a not-too-dry cigarette. Packaged in white, gold and aqua soft pack. Retail for \$1.50.—Poynter Products, 7 Arcadia Place, Cincinnati 8.

TINTER

For tinting window glass and skylights. Is made of liquid plastic with flow-on applicators. Said to cut costs by two-thirds. Nine transparent and three frosted tints available, each with a different combination of heat-glare-fade resistance.—Acorn Glass Tint, 1123 West Century Boulevard, Los Angeles 5.

SLIPPERS



Folding toe slip-ons with leather sole and gold bow and trim. Individually packed for self-selection selling. Come in a reusable vinyl carrying case with snap button. Packs in 12-dozen carton, assorted colors, assorted styles.—Self-Serve Promotions, 350 Fifth Avenue, New York 1.

TRAY TABLE

Combination table and planter. Made of brass-plated wire, the table comes complete with wood grain inset and plastic plant pot. Inset is stain and burn resistant; cleans with a wipe. Tray table stands 21 1/2 inches high. Retail for \$5.98.—Artistic Wire Products Company, Taftville, Conn.

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Clewiston—Hendry Co. Fair & Livestock Show, Feb. 28-March 4. Mrs. Dorothy Moore, Box 1356.

Dade City—Pasco Co. Fair Assn. Feb. 18-18. Lee Maxwell, Box 211.

Eustis—Lake Co. Fair & Flower Show, March 18-18. Karl Lehmann, Chamber of Commerce Bldg., Tavares.

Fanning Springs—Suwannee River Fair & Livestock Show, Feb. 22-24. L. C. Cobb, Trenton.

Fort Myers—Southwest Florida Fair, Jan. 30-Feb. 4. Raymond Beckler, 1300 Shadow Lane.

Largo—Pinellas Co. Fair & Horse Show, Feb. 27-March 4. H. J. Brinkley.

Miami—Southeast Fla. & Dade Co. Youth Show, Jan. 26-28. Ralph Buffaker, 2680 N.W. 7th Ave.

Naples—Collier Co. Fair Assn., March 14-15. Charles P. McCool, Box 604, Route 1.

Orlando—Central Florida Fair, Feb. 27-March 4. H. H. Parrish, Expo Park.

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NICKEL SILVER Key Pro-
tectors. Samples of either
50¢ with your name, address
and Social Security number.
Catalog free.
GENERAL PRODUCTS
Dept. 55-152, 11 N. Pearl St.
Albany 7, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 3 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

Miscellaneous

AGENTS, LOOK—I WRITE HIT SONGS. IF you can't sell to recording companies contact Don "Garry" Garrison, Box 250, Hapeville, Georgia.

ATTENTION, ALL BANDS

We have a nice selection of good, clean BUSES FOR SALE. All makes and sizes, priced reasonably, ready to go. PERFECT FOR TRAVELING BANDS. Contact:

AUTOTRAC EQUIPMENT CO.
905 Queen & Crescent Bldg.
New Orleans 12, La. Ph.: JA 5-3101

FAMOUS COLE CIRCUS 1960 ROUTE AND Program including personnel. One Dollar. Ted La Velda, 200 W. Clayton, Hugo, Okla.

MASKS, STAGE PROPERTIES, PARADE Items, etc. Papier Mache to your order and specifications. Mid-City Studios, Wonder Lake, Ill. de19

Musical Instruments and Accessories

FOR SALE—CABINET AUTOMATIC REGINA, 27 in. disc, \$485. Electric coin operated automatic Regina player, 27 in. disc, \$585. Want band organ to restore. Wm. P. Leese, Lexington, Nebr.

Partners Wanted

STRONG GIRL FOR ACRO-TUMBLING maybe trapeze. Write Marc Zoffero, 25 45th Ave., Apt. 3, Lachine, Que., Canada.

Personal

ANYONE KNOWING THE WHEREABOUTS of Guy E. Smith, who was with the Royal American Shows past season, call Mr. Murphy collect at Warren, Ohio, Victor 70067. Reward.

JOY OR DUKIE—URGENT! CALL BILLY or Rose Allen, c/o Coffee Trailer Park, Augusta, Ga.

TRAVEL TRAILERS—DESIGNED AND built to your specifications. Order now for spring delivery. Send your requirements for free analysis. Joslin Bros., Box J, Adrian, Mich.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames; everything for direct positive photography. Write for our low prices. P/Q Camera Co., 1546 W. Cortez, Chicago 22, Ill.

Printing

BUSINESS CARDS, CALENDAR BACK, \$3.25 per thousand. Send copy. \$1 deposit. LaSalle Printing Co., 5727 LaSalle, Chicago, Illinois. de19

DRAWINGS AND CUTS MADE TO ORDER. \$1 brings pencil sketch, deductible on first order. Leo Cressman, Washington, N. J. de26

Salesmen Wanted

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill.

TELEPHONE SALESMEN—YEAR AROUND work, radio campaign. Clean cut men only. Phone Chattanooga, Tenn. AMberg 6-4249; East Hampton, Conn., Andrew 7-9092. Best deal cooperation U. S.

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B 307 North Michigan, Chicago 1. ch-1in

Tattooing Supplies

TWO OUTSTANDING WINDOW DISPLAYS, size 8½x11, in colors, \$1 each. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Buy

OLD-TIME COIN ROLLING SOUVENIR Machine or Dies. Must be in working order. Send description and price. B. Gill, Building 24, Port Newark, N. J. de19

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY—ASSORTED EARRINGS, \$5 gross; Neck Pendants, \$7.20 gross; Solitaire Rings, \$4.75 gross; Cuff Links, \$14.40 gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. de26

MUSIC RECORDS ACCESSORIES

Miscellaneous

100 COMBINATION PHONOGRAPH RECORDS of your song, \$49.95. Melody composed without additional charge. Free particulars. Star-Light Enterprises, 1620 Edgewood, Racine 2, Wis.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allows six words for address and include additional 25c to cover cost of handling replies.

Agents and Managers

CARNIVAL AGENT AT LIBERTY WHO can contract Street, County and 4-H Fairs, Special Events and Shopping Centers in Indiana, Ohio and Michigan. Address Agent, 1020 E. Main St., Muncie, Indiana.

Miscellaneous

AT LIBERTY—AGENT CAN BOOK ESTABLISHED Horror Show on good circuit. No fly-by-night. Will work on percentages. Contact Chick Franklin, 285 Midlane Dr., Hilliard, Ohio. de19

Musicians

BASS FIDDLE DOUBLE TUBA. EXPERIENCED. Age 48. Cut or no notice required. L. Harris, 900 S. Denver, Eldorado, Kan.

BEST STRING BASS, TUBA DOUBLE REFERENCES. Guaranteed satisfactory. Any type music including Viennese. Frank Robyns, 476 W. Forest, Detroit, Mich. de26

DRUMMER-VOCALIST AVAILABLE—DESIRES location spots with combo. Play any style, dependable. Write, wire John Bonino, Gen. Del., Jackson, Miss. ja9

TRUMPET-TROMBONE, SOME VOCALS—arrange. Read, fake, transpose. All-round experience. Appearance, reliable, sober. Have car. Trumpet, Rip Tide Club, Montgomery, Alabama.

COMING EVENTS

Continued from page 180

Michigan

Bay City—Bay City Poultry Show, Jan. 12-14. Ben W. Mau, 2009 Second St.
Bay City—Bay City Pigeon Show, Jan. 20-22. Robert Rieleg, 901 S. Arbor.
Detroit—Detroit Boat Show (Artillery Armory), Feb. 11-19.
East Lansing—Michigan Swine Breeders Show (Mich. State University), Feb. 10. E. C. Miller, 203 Ag Hall, MSU.
Grand Rapids—West Mich. Livestock Show, Dec. 20-22. Wm. Rupp, 728 Fuller, N.E.
Grand Rapids—West Mich. Sports & Boat Show (Civic Aud), Feb. 20-25. Jack Locks.

Minnesota

Minneapolis—Upper Midwest Auto Show (Aud), Jan. 6-15. Max Winter.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Municipal Aud), Jan. 27-Feb. 5.
St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 17-26. Wendell Emrick.

Nebraska

Omaha—Omaha Boat, Sports & Travel Show (Municipal Aud), Feb. 21-28. F. W. Kohler.

New Jersey

Asbury Park—Jersey Coast Boat Show (Convention Hall), Feb. 18-26. Jerry Gasque.

New York

Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 18-26. Kearn E. McGroder.
Hempstead—Marine Recreation Show (Island Garden), Feb. 4-13. Russ Crandall.
New York—National Outdoor Expo. (Colliseum), Feb. 18-25. Sidney Panzer and Jim Hurley.
Rochester—Rochester Auto Show (War Memorial Aud), Jan. 28-Feb. 4.
Syracuse—Syracuse Auto Show (War Memorial Aud), Jan. 14-21.

North Carolina

Charlotte—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Colliseum), Feb. 21-26. H. F. Van Horn.

Ohio

Cleveland—Mid-America Boat Show (Public Hall), Jan. 21-29. Irving Gray.
Columbus—Columbus Dispatch-Star Boat Show (Veterans Memorial Bldg.), Feb. 22-27. Thomas F. Shutt.
Toledo—Toledo Home & Travel Show (Civic Aud), Feb. 4-12. Milt H. Tarloff, 443 Spitzer Bldg.

Oklahoma

Oklahoma City—Midwest Boat, Sport & Travel Show (Fairgrounds), Feb. 5-12. Jack Wright, 2719 N.W. 47th St.

Oregon

Portland—Portland Boat & Sports Show (Pacific Intl. Expo. Bldg.), Feb. 11-18. Jack Matlack.
Portland—Portland Boat, Travel & Sports Show (Memorial Coliseum), Feb. 17-26. Tom O'Loughlin.

Pennsylvania

Allentown—Allentown Fair, Sports, Boat & Vacation Show (Fairgrounds), Feb. 17-26. Wendell Emrick.
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), Feb. 6-11. John Altland.
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 24-March 4. Clinton W. Smullen.
Pittsburgh—Pittsburgh Sports, Boat, Travel & Vacation Show (Hunt Armory), Jan. 14-22. Paul M. Waters.

Rhode Island

Cranston—Farm & Home Show (Armory), March 16-19. Rhodes Exposition Co., 208 Crown Hotel, Providence 3.
Cranston—Home Progress Show, Feb. 19-26. Rhodes Exposition Co., Inc., 208 Crown Hotel, Providence 3.

Texas

Donna—South Texas Lamb & Sheep Expo., Jan. 19-21. James McQueen, 421 N. 11th St.
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5. Raymond E. Buck, P. O. Box 150.
Houston—Houston Fat Stock Show & Rodeo, Feb. 22-March 5. Herman Engel, 2033 Tennessee Bldg.
Laredo—Washington Birthday Celebration, Feb. 18-March 5.
San Antonio—San Antonio Stock Show & Rodeo, Feb. 10-19. A. B. Johnson, P. O. Box 1748.

Virginia

Richmond—WLEE Home Show (Arena), Jan. 25-29.

Washington

Aberdeen—Better-Living Exposition, Feb. 27-March 2. Patrick J. O'Toole, Winthrop Hotel, Tacoma.
Tacoma—Better-Living Exposition, March 14-19. Patrick J. O'Toole, Winthrop Hotel.
Seattle—Seattle Boat, Trailer & Sports Show (Natl. Guard Armory), Feb. 4-12. Tom O'Loughlin.
Spokane—Spokane Boat Show (Interstate Fairgrounds), Feb. 8-12. Wally C. Vawter.

CANADA

Ontario

Toronto—Canadian Boat Show (Automotive Bldg., Exhn. Park), Feb. 2-11. Loyal M. Kelly.

Houston Distrib Preps Local Operators in New Technique

By VIRGINIA McCONNELL

HOUSTON — W. M. (Dub) Wilson, a bulk vending operator before he opened the Star Vending Company—a local distribution outlet—is regarded by Houston operators as a father confessor of sorts. Wilson, at one time or another, has been confronted with every type of problem which besets the bulk vending operator, and he serves as a willing counsellor to the local trade.

One of the problems which bother Houston area operators is competition from "blue-sky" salesmen, peddling inferior equipment to locations and working a financial

hardship on both operator and location owner.

Here is the action Wilson advises his customers to take:

Wilson's Argument

To prevent inroads in his territory, the alert operator will, long before the arrival of the blue-sky salesman, point out the advantages which his locations receive from the operator's services: income in return for no cash outlay—the store buys nothing, no machine, no stock. Hence he has no storage or maintenance problems; no bookkeeping or paper work. Money comes in but none goes out. That's

the kind of business every businessman would like to have.

On the other hand, if the store owner buys the machine outright, the operator will tell his customer he will probably pay an inflated price for it. Stock will cost him more than it does the operator because he will have to buy it in smaller quantities. Maintenance and storage problems are his; so is bookkeeping and paper work. He will lose stock through deterioration, which will adversely affect his profits, if any.

In other words, the operator convinces the owner that he, the operator, is a specialist from whom the store owner has everything to gain, nothing to lose.

Quite the reverse happens when the owner buys outright. The operator can point out that invariably the machine is soon relegated to the garage and is written off as loss by the owner who has learned the facts too late.

In complete accord with Wilson's views are many of Houston's successful operators. Charles Kanak, with 10 to 15 years of experience as a full-time operator, serves Houston and a 15-mile radius surrounding area. Operating some 1,200 machines, Kanak was one of the first to install the multiple set—four to six machines—on the bi-level stands. He has further improved his route by adding 10-cent charms.

Bi-Levels

Bi-level stands are quite new. Functional and simple in design, they support four to six machines, usually uniform in size, design and color, making the whole set an added attraction to any manager's store. The variety of choices which this multiple set affords satisfies everyone—the customer, who likes selections; the operator and manager, who like increased profits.

In the bulk vending business, profits are figured in pennies. The smart operator utilizes every practical time-saving short cut he can. Kanak has found that filling heads before he starts on his route saves time. He carries 50 heads with him. At each store location he just exchanges the empties and partial empties for ready-for-service heads.

Kanak's earnings are highest in this order: first, from ball gum and charm mixes; next, from century gum; and third, from the 5-cent and 10-cent capsules; and fourth, from assorted flavors.

J. A. Barron, also for many years a successful full-time operator in the Houston area, is now starting a part-time operation in Louisiana. He will cover Baton Rouge, Alexandria, Lake Charles and other points. "Servicing one of two heads only in many locations is too time-consuming, too costly," says Barron, "I intend to install multiple sets where I can." He will also add 10-cent charms, which appeal to older children.

Best Sellers

Barron has found that his best sellers are the 1-cent small gum and charm mixes, with enough charms distributed so that a child gets one charm for each 5 cents he spends; otherwise he is apt to abandon that machine. His next best seller is the 5-cent capsule.

Ludwig Orsak, who started his operation in the Houston area about six months ago, has found, like the others, that carrying filled heads with him in his car saves time and bother on locations. His station wagon is equipped with sun screens which protect his merchandise. After stocking up at the Star Vending Company, Orsak said,

"I'm off to have some of my machines repainted—red. Customers like red and red paint is always easy to get."

Most of the operators in this area service, refill, collect and pay commissions on each visit. Where operators carry extra heads, little refilling, of course, at the store is necessary. Each operator weighs the money on his own scales and pays whatever commission is due his client for heads completely emptied or partially emptied.

The operators do not find it economical to break down profits by machines, only by location. They carry a route book containing a standard route card for each location, giving the name and address.

(Continued on page 195)

BONGOS!

HOT! HOT! HOT!

Kids, Teens, Adults, they all want BONGOS! 2-color plastic

1 to 4m \$8.75 per thou.
5m and up 7.75 per thou.
vacuum plated with white heads!
1 to 4m \$12.50 per thou.
5m and up 11.00 per thou.

at your distributor

Karl Guggenheim INC.

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393



W. M. (DUB) WILSON, owner of the Star Vending Company, Houston, gives expert advice to local bulk vending operators.



J. A. BARRON plans a new Louisiana route. He will install the six-unit bi-level stand arrangement. The battery includes penny mixed charm and ball gum, nickel charm and dime charm machines.

GOING STRONGER THAN EVER!
Repeat orders are pouring in!

HOT! HOT!
STICK 'EM LIPS
(Patent Pending)

They're hot — they'll empty machines like mad. Kids can apply them to their foreheads, cheeks, shirts, etc., and they'll become the most popular lovers in their groups.

ONLY \$10.00 per M
Labels available. Vends well in all machines.

SEASON'S GREETINGS
to all our friends

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

A NEW COMBINATION!

ACORN
1¢ or 5¢
BULK VENDOR
with our
NEW DRY ROASTED PEANUTS
(No oils or fats used in processing. Slightly salted splits. Excellent for the vending trade. Count: 1450 - 1500.)
Use these dry roasted peanuts and avoid greasy mechanisms and globes.
SENSATIONAL NEW PEANUT ITEM
45¢ per pound, packed in 5-pound airtight poly-lined bags.
Send \$3.50 for sample bag prepaid.

Introductory DEAL
1 Acorn Vendor \$19.25
1¢ or 5¢
with 5 lbs. of peanuts. Only
(Specify 1¢ or 5¢ when ordering)
½ deposit, balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St.,
Philadelphia 23, Pa. WALnut 5-2676

Time payments available on Oak machines through all distributors. All Oak machines are available with 1c, 5c, 10c and 25c coin mechanisms or a combination 1c - 5c coin mechanism, and optional slip clutch handle.

WE HAVE
oak's "LI'L LEAGUER"

Ball Gum Vendor
The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The machine provides a fun filled game while it vends ball gum. Adaptable to any seasonal game and also to present Oak equipment.

Below are listed factory authorized dealers.

<p>AMERICAN NUT 1061 Tremont Street Boston 20, Massachusetts</p> <p>BIRMINGHAM VENDING 540 2nd Avenue, North Birmingham 4, Alabama</p> <p>BUYMORE SALES #6 Bayview Avenue Lawrence, L. I., New York</p> <p>DALE DISTR. (B.C.) LTD. 1168 Seymour Street Vancouver 2, B.C., Canada</p> <p>GRAFF VENDING SUPPLY 2817 West Davis Dallas, Texas</p> <p>H. B. HUTCHINSON CO. 1784 N. Decatur Road, N.E. Atlanta 7, Georgia</p> <p>IMPRONTO VENDING 300 North Gay Street Baltimore 2, Maryland</p>	<p>LOGAN DISTRIBUTING CO. 1850 West Division Street Chicago 22, Illinois</p> <p>SAMUEL J. PHILLIPS CO. 4372 Lindell Boulevard St. Louis 8, Missouri</p> <p>OAK SALES COMPANY 2033 Fifth Avenue Pittsburgh, Pennsylvania</p> <p>OAK SALES OF FLORIDA 1121 - 71st Street Miami Beach, Florida</p> <p>OPERATORS VENDING 1023 South Grand Avenue Los Angeles 15, California</p> <p>QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada</p>	<p>RAKE COIN MACHINE EXCH. 609 Spring Garden Street Philadelphia, Pennsylvania</p> <p>JACK SCHOENBACH 715 Lincoln Place Brooklyn, New York</p> <p>SIEGEL DISTR. CO. LTD. 753 Chatham St. Montreal, Quebec, Canada</p> <p>SOUTHERN ACORN SALES 526-30 Bruns Avenue Charlotte 8, N. C.</p> <p>STANDARD SPECIALTY CO. 1028 44th Avenue Oakland, California</p> <p>STAR VENDING SUPPLY CO 6327 Calhoun Road Houston 21, Texas</p>
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OAK MANUFACTURING COMPANY, INC.
11411 Knightsbridge Ave., Culver City, California

H. B. "HUTCH" HUTCHINSON SAYS:

"Contact me for complete information on the Sixty and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit. Why not do it today?"



We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

H. B. HUTCHINSON, JR.

1784 N. Decatur Road, N.E. Atlanta 7, Ga.
Phone: DRaka 7-4300

JUST CARDBOARD & GLUE

Arty Kansas Op Does Own Charm Display Poster Job



HOME-MADE PANELS do a big selling job for the Kansas operator.

HILL CITY, Kan.—Taking the trouble to make up individual sample display posters for use inside the globe of 5 and 10-cent charm machines has tremendously boosted sales volume for S. A. Brown, bulk route operator here.

Instead of using manufacturer or distributor - provided white cardboard squares, such as is usually the case, Brown makes his own. He uses a stiff, soil-resistant white artboard, and a new glue, which will stick equally well to plastic, wood, rubber, metal, glass, or other typical charm materials.

Anywhere from 15 to 25 charms are displayed on the white panel boards, which are held in place by invisible clips, and show popular charms such as miniature dice, miniature padlocks, magnifying glasses, chattering teeth sets, six-shooters and holsters, rings, earrings.

In the 10-cent machines, usually coupled with 5-cent machines in the same locations, elaborate costume jewelry rings, better style of miniature padlocks, tiny compasses, perfume containers, are similarly mounted.

The special glue used requires a long time to dry, usually 10

hours or more, but holds like iron, according to the Kansas operator. Because there are very few rough surfaces involved, the sample panels in the front of the machine uniformly boosted charm sales at every location by at least 35 per cent and often as much as 100 per cent.

Brown's locations extend along major highways in Western Kansas.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxe 1¢ or 5¢ Comb.	12.00
N.W. 10-Col. 1¢ Tab Gum Machine	18.00
N.W. Model 23, 1¢ Porc. Con-verted for 10¢ B.G.	6.50
Silver King 1¢ B.G. or Mds.	8.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. or Mds.	10.00

MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb. vac. pack tins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, White	.58
Pistachio Nuts, Large Tulip	.70
Pistachio Nuts, Vendor's Mix	.43
Cashew, Whole	.72
Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chick	.30
Rainbow Peanut	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 ct.	.47
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	.80
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bin Ball Gum, 100 ct., 300 lb. minimum prepaid on all Rain-Blo Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

Minimum order, 25 Boxes, assorted. Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the Operator. One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY on the New *Northwestern* GOLDEN 60



This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LQngue 4-6467

Season's Greetings
and our very best wishes for a healthy, happy and prosperous
1961
J. SCHOENBACH
715 Lincoln Place, BROOKLYN 16, N. Y.
PResident 2-2900



If you pride yourself on being able to pick a winner - take a long, deep look at this new Northwestern Cabinet Stand with dazzling **SIXTY'S** outshining anything on the market. Here is merchandising at its best. Try a **SIXTY** 4-in-a-Row today, it's Hot!

See Your Northwestern Distributor or Write

THE NORTHWESTERN CORPORATION
2123 Armstrong Street Morris, Illinois



HERE IS HOW Brown sets up a typical location.

Bulk Banter

Cruising around Graff Distributing Company's recent Christmas shindig: Jane Mason, Leaf Brands sales exec, and newly named executive secretary of National Vendors Association was receiving congratulations on her new post. Jane just returned from a swing thru Canada before going down to the Dallas party. She was accompanied by Leaf's sales veep, Rolfe Lobell. . . Mr. and Mrs. Les Hardman came up from Puerto Rico for the affair, and spent several days visiting with Everett and Maple Graff.

The Graffs just returned from a hunting weekend in South Texas, between Johnson City and Fredericksburg. Everett got two deer and a wild turkey in fast time. He started hunting at 4 o'clock in the afternoon, made his first kill an hour later. The entire Graff family love sports. A month earlier Maple came home with a golf trophy and daughter Robin is also busy taking golf lessons. . . It'll be the 25th anniversary for Rema and Laverne Byrom, Texarkana husband-and-
(Continued on page 195)

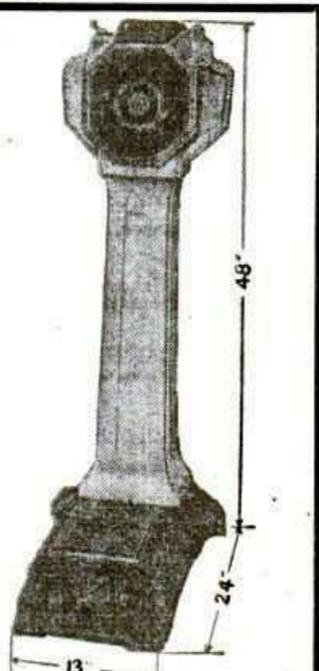
BEST SELLER . . . 1960

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Thanks, much, for giving this creditable Series your greatest confidence.

SAMUEL EPPY & CO., INC.
91-15 144 Place, Jamaica 35, N. Y.

GIVE TO DAMON RUNYON CANCER FUND



\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON, PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES
Invented and Made Only by
WATLING
Manufacturing Company
4541 W. Lake St. Chicago 24, Ill.
Est. 1839—Telephons: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Merry Christmas from all of us . . . to all of you

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The PENNY KING Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

ATLAS MASTER . . . The proved 1c-5c Vendor

Ask About Our ATLAS Finance Plan



Vend . . . the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

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VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year \$3 3 years \$11
(Foreign rate, one year \$10)

Name.....
Address.....
City..... Zone..... State.....
Occupation.....

747



ENGLISH ROYALTY in the person of Queen Elizabeth, the Queen Mother, looks over a new Rock-Ola juke box installed recently in a new youth center at St. Peter's Church, St. Helier, Surry. The Queen Mother was on hand for the opening of the club and stopped to get an explanation of the phonograph from one of the youth club members. Ruffler and Walker made the installation.

Chi Tradesters Feel Switch To 33 Singles to Be Gradual

By NICK BIRO

CHICAGO — Twin problems of a city juke box licensing crack-down and operators' concern over the future of 33-speed stereo singles are currently the big topics of discussion in the trade here.

Both came in for extensive and sometimes heated floor debate during the recent meeting of Recorded Music Service Association, local juke box operator association.

RCA Victor's recent entry into the 33-single field is the biggest indicator that the business is going in that direction, as far as most operators are concerned. The consensus is that 33-singles are coming, it's just a question of how fast. Most, however, think the change will be a gradual one—maybe as long as five years.

Decal Problem

The licensing problem, however, is not gradual and is the cause of no little concern to the industry. It developed when Chicago police

recently began giving out tickets to operators for not having licenses "decaled" to their machines. The ordinance says the licenses must be "affixed," and Chicago police are interpreting the word to mean "affix by decaling."

The problem, however, is not quite as simple, and goes back to the basic structure of the juke box licensing code. Chicago operators pay a \$25 yearly fee per machine. The ordinance makes no provision for transfer of the license or pro-rata issuance of the license. Thus an operator who buys a machine in December would theoretically still have to buy a full \$25 license for the remainder of the year.

Likewise, an operator trading in a juke box in December for a new machine, would have to buy a \$25 license for the new machine and could not use the license from his old one.

In the past, city officials have construed the ordinance liberally.

Operators were allowed to place the decal inside the machine in a transparent envelope or holder. If a machine was traded in for a new one, or the operator switched the machine with one in another area where different licenses were needed (the suburbs or county area, for example), he could transfer the license right along with it.

Now, however, the police crack-down has put a halt to all this. Operators feel they have one of two alternatives: seek a more liberal interpretation from the city's law enforcement officials or seek to have the license code amended. With traditional hostility generally suffered by the coin machine industry from legislative and law enforcement officials, neither prospect appears bright.

Operators point out that the current license is both unfair and detrimental to the industry. They cite other licenses, such as automobile

(Continued on page 195)

European News Briefs

German Law Aids Disk Venders

BONN—West Germany's Parliament has enacted a law boosting the sale of automatic-merchandised phonograph records in this country. The Bundestag's measure exempts disk vending machines from shop closing hour laws and from the requirement that such machines be owned and operated by the location proprietor. This means that disk vending machines can now be operated freely through the country without respect to store hours or location regulations. The Bundestag's go-ahead coincides with the appearance of several new platter merchandising machines on the German market. The most popular at the moment is MEFA, produced in Baden Baden and offering a choice of 40 tunes. However, bigger machines are on the way. One West German diskery is reported working on a 200-selection machine. Meantime, record companies are jumping to cash in on the Bundestag bonanza. Some firms are ordering as many as 1,000 platter machines for sale or leasing to locations, with the stipulation the machines be supplied with the specific firm's platters.

Austrian Juke Box Levy Set

VIENNA—The provincial government of Lower Austria has drafted legislation levying a special tax on juke boxes for the "support and encouragement of popular music." The measure aims at raising two million Austrian shillings by the special tax on the province's 1,500 juke boxes. Each juke box will be taxed 200 shillings per month or about \$4. The special tax would be in addition to present taxes. The money thus raised would be used to "stimulate the growth and development of popular music." Provincial cultural authorities regard juke boxes as the logical source of revenue for this purpose, but the juke box operators call it a case of adding insult to injury, their taxes already being among the highest in Western Europe. The Austrian measure is in line with the European conception of the State as being responsible for the promotion of "Kultur" among the citizenry.

Background System for Hotels

COPENHAGEN—A new background music system is being offered to Copenhagen hotels, restaurants and cafes by Metronome Music A-S. A special type of telephone cable pipes the music from the Metronome studios to each individual location. Musical programs will be available from 8 a.m. until 5:30 p.m. Eventually the schedule will be extended until 1 a.m. It is planned to expand the system to general business and industrial establishments and even to private homes, and Metronome also plans to expand into other Scandinavian cities. The Metronome Record Company has put two years into the Copenhagen background music system. The firm has been assisted by the Danish Post and Telegraph and the technical staff of the Copenhagen city telephone service, KTAS. A major problem has been the development of the special cable required to pipe the music from the studio to the locations.

N. German Ops' Anniversary

HAMBURG—The North German Coin Machine Operators Association is observing the 30th anniversary of its founding. President Carl-Heinz Wende welcomed four co-founders of the association to an association gala evening. The North German association, taking in all coin machine operators in the Hamburg area, has grown from a handful of coinmen to one of the largest

(Continued on page 198)

TENNESSEE BULL SESSION

Memphis Operators Feel Ballads Are Replacing Big Beat Records

By ELTON WHISENHUNT

MEMPHIS—A group of operators were informally discussing the trend of records last week with The Billboard correspondent at the monthly meeting of the Memphis Music Association.

Consensus was that the position of rock and roll as king has declined and now the trend is to a smoother, more ballad-like record.

The big beat records are not completely out, the group agreed, but are not on the ascendancy as they had been since 1955 when Elvis Presley hit so big.

And if the rock and roll records are not on the ascendancy, that means that they are either only holding their own or are on the decline.

On Decline

The group agreed that, locally, at least, they were on the decline, and from what they've heard that seems to be the national trend as well.

Present during the discussion were Parker Henderson, affiliated

with Rainbow Amusement Company; Charles V. McDowell, general manager of Southern Amusement Company; Alan M. Dixon, general manager of S & M Sales Company; H. K. Perry, accountant, S & M Sales Company.

"I think the trend is gradually going back to the ballad-type music," said Henderson. McDowell spoke up to say that the trend was in that direction, but the artists with a combo backing them up were still going.

Big Orks Out

"Most recording companies can't afford big orchestras for a record nowadays, so they still use combos," said McDowell.

Dixon cited the example of Presley's current hit, "Are You Lonesome Tonight," being of the soft, ballad type, as was his last hit, "It's Now or Never," based on an operatic score as a reason for the new trend.

Other hit records which have slowed down from the fast jump beat of recent years were these current hits the group cited:

"Last Date" by Floyd Cramer, "Many Tears Ago" by Connie Francis; "He Will Break Your Heart" by Jerry Butler; "Corinna, Corinna" by Ray Peterson; "You're Sixteen" by Johnny Burnette, and the remake of the ballad hit of 20 years ago, "Fools Rush In."

Md. Court Test On Pinball Rule Set Next Month

WASHINGTON — Eight men from nearby Prince Georges County, Maryland, will be tried next month on charges that they used pinball machines for gambling purposes. The men were arrested more than a year ago.

States Attorney William L. Kahler said if a conviction is handed down, he will go ahead with further arrests "regardless of whether or not there is an appeal."

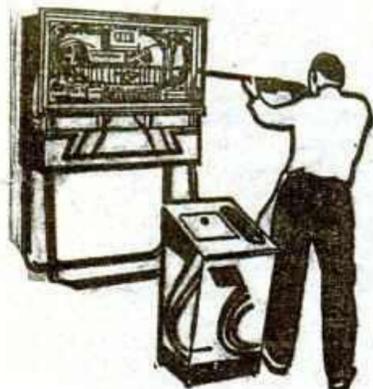
The attorney defending the eight tavern owners and employees, Blair H. Smith, said the defendants would appeal if convicted. Smith, who is a former State's attorney, said he was "very much surprised" by the opinion

(Continued on page 198)



JOE MUNVES, of the Mike Munves Corporation, New York coin machine and Arcade outlet, receives the D. S. Humphrey Award for the "Most Meritorious Exhibit Dealing in Games, Mechanically or Manually Operated and/or Arcade Equipment" at the recent convention of the National Association of Amusement Parks, Pools and Beaches. Presenting the award is D. S. Humphrey, chairman of the NAAPPB exhibit awards committee.

SEE IT NOW



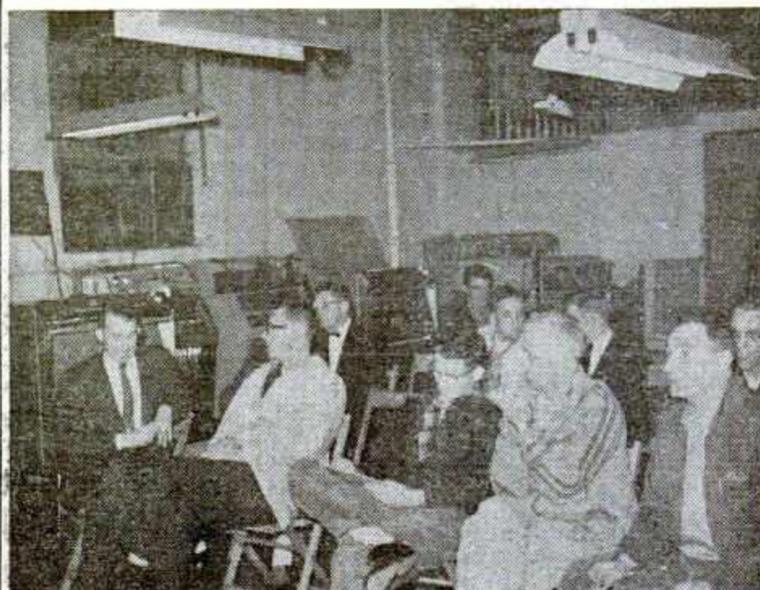
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Shaffer Sponsors Service Schools for Ohio Operators



INFORMAL TRAINING SCHOOLS will be held twice monthly by Shaffer Music Company and continued indefinitely. One will be devoted to vending equipment and the other to music machines. Pictured above are some of the operators and servicemen who attended the session this month.

CLEVELAND — A program of monthly service schools for operators of vending and music equipment was set in motion this month by Shaffer Music Company, Seeburg distributor here.

Each month Shaffer will sponsor a nighttime seminar-lecture for vending apparatus and music machines for operators throughout Northern Ohio.

The initial vending meeting drew enthusiastic responses by mail, but heavy snows held down attendance to about 20 operators and servicemen. The music school drew about 35 last Thursday (15).

"We feel that well-informed

servicemen are more confident of their own capabilities and of the equipment, and that service schools directed by factory-trained technicians are the best means to accomplish it," said Larry Hornbeck, president.

Mel Shone, Shaffer's Northeastern Ohio representative, said: "Some servicemen take it on themselves to become well-versed, but qualified men from the Seeburg factory and our own factory-trained men make the learning process much easier and quicker."

Both of the first schools stressed elementary and basic principals of the equipment. A blackboard, par-

Gottlieb's Merry-Go-Round Bows: Multi-Player Machine

CHICAGO — Merry-Go-Round, Gottlieb's first multiple-player pin game in the firm's new cabinet design, was unveiled last week. Previously, Gottlieb had bowed its new cabinet for single-player pin games with Flipper (The Billboard, November 21.)

Merry-Go-Round has a round-robin scoring feature with rotating discs over holes that indicate scores of 100, 200 and 300 points. Players can also earn bonus scores which in turn can be increased by top bumpers and two side contacts. Top rollovers score 10 times value when lit, with the rollover buttons lighting pop-bumpers for high score.



MERRY-GO-ROUND

The new cabinet design, first major change made by Gottlieb in many years, is similar to the firm's single-player Flipper, with the same redesigned light box resting on a raised pedestal at the rear of the game instead of being mounted directly on the cabinet.

Other features include stainless steel moldings, coin box with locking cover, stainless steel legs, steel door, and Gottlieb's new "Hard-Cote" playboard finish.

tially dismantled units and question-and-answer periods are a part of every meeting.

Shaffer officials agree that response to the series has been exceptional. Invitations are mailed well in advance and explain what each meeting will cover.

"This way operators and servicemen have plenty of notice and attendance should be good," said Shone.

Leading the sessions for Shaffer are President Larry Hornbeck; V. Greene, background manager; C. Sorber, service manager; W. Bemeduk, assistant service manager; J. Rothman, parts manager, and T. Elliott, general help.

Attending were: Harold Verbelun, Lee Callahan, George Roby and Alex Nagy of Ace Cigarette Service Company; Paul Tuttle and John Hiatt of Paul Tuttle Music & Vending Company; James Hobbler, Anthony Young and Frank Falkman of Advance Cigarette Company.

Leo Kissel, Ron Weaver and H. W. Luzuis of Kissel Vending Company; Sam Cipolla of Lorain Music Company; Dwain Houston of Canalos Vending Company and J. S. Palazz and Carl Murca of Atlas Cigarette Company.

Next schools scheduled are for vending, January 5, and music; January 19.

Coin Industry Mourns Death Of Joe Young

NEW YORK — Joseph Young, well known in the coin phonograph trade here, died last week at the age of 64. A wake was held Thursday (15) at Gleason's Funeral Home, 150th Street and 10th Avenue, Whitestone, Queens. Funeral services were Friday morning (16).

For a number of years, Young was an active Wurlitzer distributor in Cleveland, Detroit, Baltimore and New York. In New York, he was the company's distributor just prior to the period of the Sandy Moore distributorship.

More recently, Young was a distributor for the American Hand Dryer, and at the time of his death he maintained a large string of self-service vacuum tube testers. One of the best-liked men in the industry, Young was once feted as guest of honor at the annual coin industry United Jewish Appeal dinner. He is survived by his widow, Mrs. Jenia Young.

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Haldeman and Ehlert Named Vice-Presidents by Rock-Ola



ARTHUR A. EHLERT



WILLIAM F. HALDERMAN

CHICAGO — The Rock-Ola Manufacturing Corporation has named two new vice-presidents. They are Arthur A. Ehlert, in charge of financing, and William F. Haldeman.

Haldeman joined the company in 1945 as production control manager and three years later he headed the planning department. In 1950, he was appointed director of purchases.

Last year he was elected a director of the Peerless Weighing and Vending Machine Corporation, Long Island City, N. Y.

Ehlert has been treasurer and controller of the company since 1953. Last year he was elected treasurer and vice-president of the Fred Hebel Corporation, Rock-Ola's vending machine division. Before joining Rock-Ola Ehlert had been with the Electro-Snap Switch

and Manufacturing Company. Haldeman had been with the N. A. Woodworth Company and the Motor Products Corporation.

Haldeman is an electrical engineering graduate of the University of Detroit, while Ehlert majored in accounting at Northwestern University.

Memphis Distrib SAYS Insurance Firm Welched

MEMPHIS—The S & M Sales Company, Inc., filed suit in Chancery Court last week against U. S. Fidelity & Guaranty Company for \$1,200, charging the insurance company refused to pay that amount S & M lost in a burglary.

S & M, a distributing and operating firm, said in the bill that its office at 1704 Union was burglarized May 10, 1960. Taken from the safe was a total of \$2,166.58, the bill said.

The petition said the insurance company paid \$966.58 but refused to pay \$1,200. The reason was that the burglary policy states that records must be kept of moneys or items covered by the policy.

The insurance company took the position that the record of the \$1,200 was improper or insufficient for coverage under the policy.

S & M's lawsuit states that a memorandum in the safe stated that the money was "cash on hand from sale of junk machines," old phonographs, etc."

Alan Dixon, general manager of S & M, said the money was from transactions not yet completed, more money was coming in on sales and transaction not yet recorded on the accounts receivable book.

The suit said that on the memo \$800 was crossed through and \$1,000 written under it, that crossed through, \$1,100 written down, then later \$1,200, which reflected the true and accurate amount in the safe when it was burglarized.

The bill said H. K. Perry, bookkeeper and office employee, counted the money the day before the burglary, had given an affidavit to the insurance company, other proof of loss was submitted, but the company still refused to pay the claim.

S & M also sued for 25 per cent of \$1,200, which is allowed under Tennessee law as a penalty against insurance companies who refuse to pay claims and have to be sued in court.

Frank Smith is president of S & M. Earl Montgomery is secretary-treasurer. Their attorney is Caruthers Ewing. S & M's position is that the memo in the safe was a sufficient record to abide by the policy.

Seaway Boosts U. S. Coin Industry

ANTWERP—The St. Lawrence Seaway is improving substantially the competitive position of American coin machine manufacturers in the European market.

Trade sources report a 20 per cent increase in two-way traffic to Great Lakes ports since opening of the Seaway. The Seaway saves shippers an average \$10 per unit (juke box or coin game) between Antwerp and Chicago or adjacent ports as compared with shipments routed thru New York and trucked the rest of the way.

Altho the Seaway has enabled European producers to increase their share of the U. S. market, particularly the Midwest, it is American manufacturers who have benefited most.

The Seaway, extending miles into the North American continent, is thru its second full season of operation. The canals closed November 30 as winter overtook parts of the waterway.

Greater Variety

Export-import firms here report that they are receiving a greater variety of U. S. equipment, and from more varied sources, than ever before, thanks to the Seaway. As one importer remarked, "The Seaway gives us just the margin of savings on shipping costs that we need to be competitive in the European market. This margin still isn't large enough to benefit European exporters fully, but it's really helping our imports of used equipment."

At Chicago, Cleveland, Duluth and other Great Lakes ports, trucks simply load up coin machines, drive a few miles to the nearest

port and stevedores stow the equipment directly into deep-draft ocean-going vessels anchored there.

The equipment stays on the same vessel until unloaded here at Antwerp or at Rotterdam or Hamburg. Prior to opening of the Seaway, these shipments were routed thru the ports of New York, Baltimore or New Orleans.

At the port here this reporter watched a freighter unloading a shipment of coin machines originating at Chicago and Cleveland. This particular freighter, the Bukle-fjell, was discharging 50 new juke boxes, 125 used boxes, 75 new games and 100 used games.

Captain's Sketch

The ship's captain, Jan Rijksturm, sketched the Seaway's significance:

"The Seaway carries ocean shipping 2,342 miles into the North American continent from the Atlantic Ocean. That puts Chicago 4,854 miles from Antwerp.

"This is a long haul, but its a one-ship seal haul, and that means a big savings to shippers. Not only is the haul longer by ship to New York, Baltimore or New Orleans and then by truck to Midwest destination, but it is much more expensive because of the additional cargo-handling charges.

"What it means to shippers is shown by the traffic thru the Seaway. About 8,000 ships a year use the Seaway, of which over 2,000 are foreign-flag vessels like mine.

Firms here deal with American concerns not only in Chicago and Cleveland but also Detroit, Green Bay and Duluth. Altho the

Seaway is closed nearly a third of the way, the importers here report that it is proving possible to compress up to 60 per cent, and even 75 per cent under the most favorable conditions, of the year's shipping into the Seaway season.

The Seaway puts Chicago, for example, within 5,000 miles of any major European shipping center, Copenhagen being 5,168 miles away. Captain Rijksturm summarized, "There are 15 locks that raise ocean-going vessels a total of 552 feet above sea level before they get to the interior.

"The first season a lot of things went wrong, but the second season—just closed—was much better. The delays were nominal, and I personally had no real trouble at all."

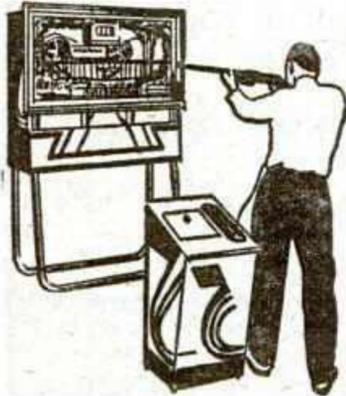
Nastasi Robbed by Duo

NEW ORLEANS—Two armed thugs robbed Jacob Nastasi, manager of Vac-Key Amusement Company here, of \$4,500. The two are still sought by police. Nastasi said two Negroes backed him into the warehouse section of the building and into the office, forcing him to open the safe.

Hurvich in Hospital

BIRMINGHAM — Harry Hurvich, of the Birmingham Vending Company, distributor of juke boxes, games, bulk vending machines and supplies, is recuperating satisfactorily from a recent operation in St. Vincent's Hospital here.

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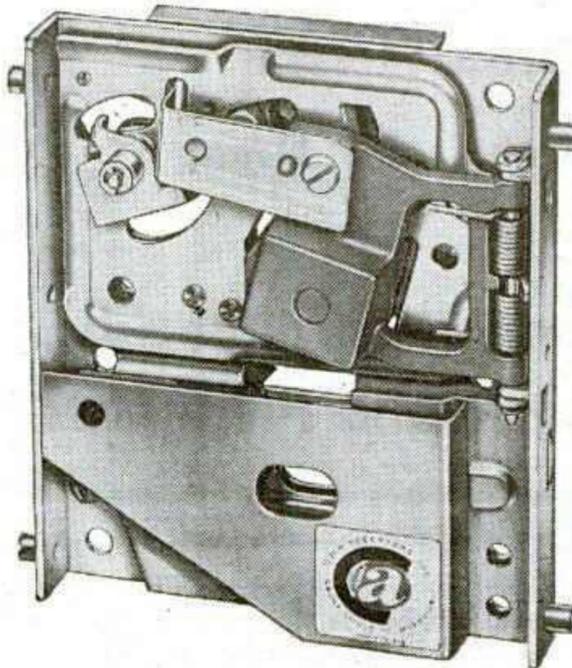
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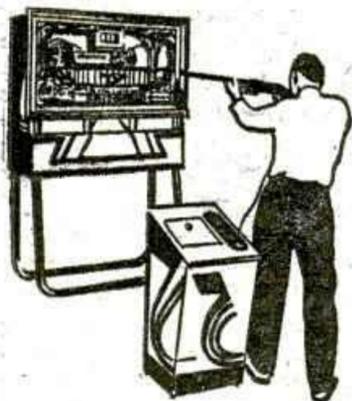
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POPULATION BOOM IS BOON FOR ARIZONA OPS

By **BOB LATIMER**

PHOENIX, Ariz.—Booming population increases, which have confounded the experts year after year, have led to an extremely healthy situation in both phonograph and amusement machine operation in this Valley of the Sun capital, according to reports from leading operators and distributors.

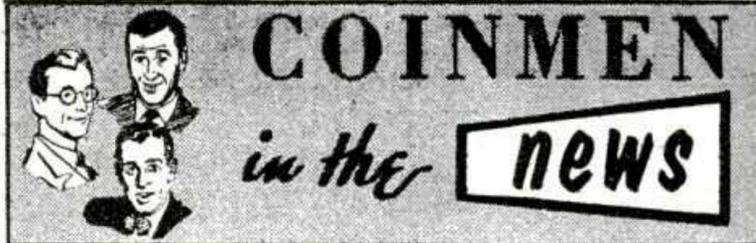
Seven major operators have increased their routes by from five to 25 machines since early 1950. As has been the case in other parts of the country, few of the stereo boxes are being fully utilized as twin-channel systems, but operators, who largely regard monaural phonographs as things of the past are installing them with the intention of going into full stereo later on. Such leading distributors as Canyon States Distributing Company, Garrison Sales Company, and Arizona Stereophonic Sound Systems have not sold a monaural box this year.

New locations, for the most part, have come from brand-new construction, according to operators, such as Ben Berman. For example, on the prairie east of Phoenix some 30 miles, where only two years ago there was nothing but sand and cactus, the new Apache Junction community has sprung up. It includes two large shopping centers, a greyhound racing track, plots for more than a thousand homes, amount to at least 30 juke box and amusement machine locations. Near Phoenix, a similar desert prairie has become Papago Parkway, planned for 10,000 homes, and replete with brand-new shopping centers, bars, restaurants, bowling alleys, theaters, and other worthwhile locations.

"Actually, the prime contractors on big new residential or commercial developments are the best source of location leads today. I spend half of my time calling upon real estate men who are selling the ground for shopping centers, bowling alleys, and even new residential developments, merely to get a line on the buyers who will be location prospects," one operator indicated.

"You have to get to them early, and make sure that enough space is provided for a phonograph in the original planning."

One point which has contributed to this need for early contacts is the predominance of custom-engineered phonograph installations everywhere in the Phoenix area. Since the city depends heavily upon tourists for its income, most new commercial buildings have a heavy Western atmosphere, which means that the phonograph must not be a jarring note with regard to decor. The result has been an extensive number of custom installations, of custom remoted installations, refinishing of brand-new stereo boxes to match their surroundings, and even enclosing them in shells of knotty pine, mahogany, or other materials. This trend got its first start around three years ago, and is a definitely solid factor in most large operating firms' planning.



South

MEMPHIS MEMOS

Two S & M Sales Company officials who won a trip to Acapulco, Mexico, recently, by selling their quota of juke boxes, had quite a time. **Frank Smith**, president, and **Earl Montgomery**, secretary-treasurer, and their wives, did some deep sea fishing. Smith caught a 10-foot 6-inch sailfish and Montgomery caught one 8 feet 8 inches long. They're having them mounted to hang on the wall of their offices. . . .



Parker Henderson

Parker Henderson, affiliated with Rainbow Amusement Company, reports he received quite a few letters from operators around the country after the recent Billboard story about him forming a surplus record company to package and sell overproduced hit records at a low price. . . . **Bill Forsythe**, Forsythe Music Company at nearby Millington, getting congratulations from fellow operators after his recent re-election to his third four-year term as a city alderman. . . . Three operators seen up-dating their routes recently for the winter season were **Henry Trigg**, Rebel Hi-Fi Music Company; **Herbert Bridges**, Bridges Amusement Company, and **Carl Cannon**, Cannon Amusement Company. . . . **Jake Kahn** and his son, **Charles Kahn**, operators of Tri-State Amusement Company, recently obtained a beer license to operate a cafe. . . . **Joe Cuoghi**, Poplar Tunes Music Service, reports a trend to calmer music in recent months, and less of the hectic big beat tunes. . . . Several of the smaller operators expanding their routes recently. They include: **Luther Dickens**, Dickens Music Service; **E. T. Luckett**, Luckett Music Company; **Eugene Ballard**, City Music Company. . . . Those who didn't show for the Memphis Music Association meeting last week (it was cold, raining) missed the best steak this correspondent has ever enjoyed. Among those attending: **Drew Canale**, **Parker Henderson**, **Charles V. McDowell**, **Alan Dixon**, **H. K. Perry**, **Eddie Bodenheimer**, **Robert Harbin Jr.** and **Guy Canipe**, Canipe Amusement Company.



C. McDowell

ARKANSAS NOTES

At other points: **M. L. Armstrong**, Armstrong Amusement Company, Brinkley, was deer hunting in the White River bottoms when The Billboard scout called. . . . **Olan Jackson**, Jackson Amusement Company, Brinkley, sold his coin-operated laundry, is devoting full time to his music and game route. . . . **Charles Cole**, Melody Music Company, Paragould, and his wife were in Memphis for Christmas shopping recently. *Elton Whisenhunt*

Midwest

DETROIT TOPICS

Many changes have been made this year at Angott Distributing. **Carl Angott's** daughter, **Judy**, who works for the company, recently married **Joe Harper**, also employed there as a serviceman. Angott's one-stop, a few months ago, was completely remodeled and reorganized to provide better service to Michigan operators. Local operators are finding the complete self-service set-up a big help to them. This division of the business is headed by **Carl J. Angott Jr.**

MILWAUKEE MENTIONS

Harry Jacobs Jr., United, Inc., boss, reports that the Wurlitzer distrib headquarters will be open on Saturdays for the remainder of the year. Plans call for an early January showing of the new Wurlitzer line, he adds. . . . **C. B. Ross**, Wurlitzer factory service engineer, held solo service schools recently for the C. S. Pierce Music Company in Brodhead, Wis., and the Lock City Music Company, Sault Ste. Marie, Mich. **Dick Wraight** and **Ivan Cox**, C. S. Pierce Music Company route foremen, attended the sessions at the United headquarters. . . . **Sam Hastings**, Hastings Distributing Company, notes a healthy demand for good used games. Operators are asking for recent vintage shuffle alleys and bowling games. Route takes, adds Hastings, climbed nicely during November, and the holiday outlook appears bright. . . . **Frank Bartnik**, Banaco Music Company, just back from a flying hunting trip to Aberdeen, S. D., got his limit of pheasants in short order, he claims. Visiting him here recently was his brother-in-law, **A. W. Witalis**, Western Music Company, Cleveland. . . . **Joe Pelligrino**, P. & P. Distributing Company, reports music and games takes on a good level. "There are very few calls this year for juke box rentals during the holiday season," says Pelligrino. . . . Reaction continues strong for the new AY160 Seeburg juke box, according to **Perry London**, S. L. London Music Company. Visitor at the London headquarters last week was **Freeman Woodhall**, Chicago, Seeburg service engineer. . . . **Bibs De Rusha**, De Rusha Vending, Fond du Lac, Wis., is in the hospital, according to reports. His brother, **Floyd**, visited distributors here while shopping for equipment and records. . . . Other trade visitors included **Tony Zore**, Sheboygan, and **Don Millard**, Madison.



Harry Jacobs Jr.



Sam Hastings

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BILLBOARD MUSIC WEEK

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- . . . Radio-TV Programming
- . . . Coin Machine Operating

Watch for the **NEW Billboard** Coming January 9

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

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MARKET TURNS WHITE

There's Gloom in Andorra; French Free Coin Imports

By OMER ANDERSON
 ANDORRA—There is gloom over Andorra.

It is the product of the French decision to free coin machines from import quotas. With the fall of import quotas in France, there follows automatically the fall of the market for Andorran-supplied coin machines, mainly juke boxes but also a fair market in coin games.

Andorran coin machine "exports" to France have developed into a respectable prop of the Pyrenean paradise's economy. For obvious reasons, statistics are hard to come by in Andorra, but it is estimated that in 1960 this enclave between Spain and France has funneled 3,600 American juke boxes and 4,000 games into France.

Inventories

A rush is now under way to "clean out inventories" prior to the abolition of all French import quotas. Andorrans, somewhat sadly, are forecasting their almost com-

plete withdrawal from the coin machine trade by early spring of 1961.

Trading in coin machines—for Andorra—has been a case of doing what comes naturally. Andorrans prefer to call their national industry "freight forwarding," but the rest of the world, more candidly, calls it "smuggling."

It is revealing no trade secrets to state that Andorra's coin machine shipments were smuggled into the mountain from Spain and then "forwarded" into France. The machines were disassembled for transit thru the Pyrenean gorges, more often than not on mule back.

Tangier

The great source of supply was Tangier, in its freewheeling heyday which ended 18 months ago with its handover to Morocco. The traffic in coin machines flourished, inevitably, as an offshoot of the fantastic, Tangier-based smuggling traffic in American cigarettes.

Licit or illicit, this traffic has been a boon to French coin machine operators. Even producers of French equipment concedes that American machines have stimulated the whole French industry. Therefore, nobody in the trade—in Spain, Andorra, or France—has any apologies for the Andorran "freight forwarding" activity; they have only regrets for its pending demise.

There is particular distress in Andorra because the coin machine "forwarding" was a splendid complementary activity to normal contraband flow. It added, so to speak, an "extra dimension" to the flow of Andorran commerce.

Andorra, as any encyclopedia states, has always lived from smuggling. Currently, however, the smuggling works one way only, because of Spanish import restrictions—into Spain. Nylons, lingerie, drugs, spare car parts—all are hot black market items in Spain, and Andorrans have been riding this traffic hard.

However, there has been relatively little "commerce" flowing the other way—from Spain into France, owing to increasing liberalization of the French economy.

Accordingly, Andorrans have been overjoyed to have the coin machine "account." They could move coin machines into France and then smuggle the staple contraband items back to Spain. It made for a smooth two-way flow.

It was no work at all, as Andorran contraband running goes. Even cars often are dismantled in Andorra and then carried on smugglers' backs across the mountainous frontier.

But times change, and Andorrans are reconciled to loss of their coin machine traffic—gloomy tho they be. They are hoping to recoup on their coin machine setback by booming tourism, improbable as this may sound.

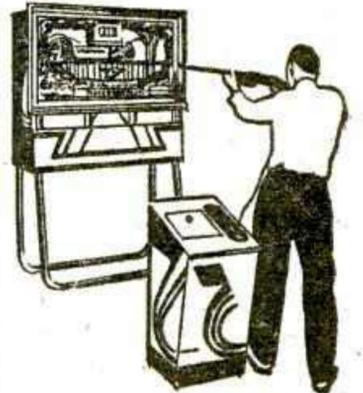
In fact, tourism seems to hold rosy promise for Andorra. Four years ago, hardly anyone was willing to venture into this "out of the world" enclave. But last year, Andorra lured 600,000 tourists.

Andorra is now the least ex-

pensive holiday resort in Europe. It is largely tax and duty free, and practically anything can be bought there cheaper than anywhere else.

Good hotel accommodations, including three meals a day—plus wine—cost as little as \$3 a day, while imported cigarettes work out at under 20 cents a pack and liqueurs, to continue in the vein of gracious living, cost little more than a Coke.

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EXISTING RATES 'PROHIBITIVE'

Vending Machine Coverage Difficult to Get in Indiana

INDIANAPOLIS — Increasing difficulties in obtaining insurance for vending machines and their contents in Indiana were re-emphasized last week when the Indiana Rating Bureau permitted the exclusion of such equipment from

all-risk commercial property policies.

In approving a revised commercial property coverage plan, the Bureau, an organization kept up by Indiana insurance companies, did not flatly prohibit the inclusion of coin-operated machines. It simply informed the State's agencies that vending equipment could be excluded without violation of the program as sanctioned by the Bureau.

Inevitably, however, the Bureau's decision augurs even higher premium rates on such insurance which may still be available on automatic devices.

Existing rates are prohibitive in the opinion of many Indiana operators—and many are without insurance.

Frequent acts of vandalism, break-ins, theft and abuse of equipment render the risks too hazardous, insurance men say.

"It is not stable property," one explained. "It is not fixed as a store is. It is portable. It can be shaken, it can be tilted, it can be banged, it can be broken. And in the case of small equipment, like gum ball and peanut machines, it can be removed. It's not the kind of thing you like to insure."

Vending operators may find some dubious comfort in the fact that while exclusion of their equipment is only optional, the Bureau has ruled theatrical properties wholly ineligible for protection under the property coverage plan.

Seattle Levies 5% Gross Tax On Game Take

SEATTLE — Beginning January 1, Seattle amusement game operators will be taxed 5 per cent of their total collections. The measure was approved last week by the city council.

The new city tax will be tacked onto the 20 per cent bite taken by the State. It is expected to bring the city \$110,000 a year.

To sugar-coat the effect of the new levy, the city council reduced the annual location license fee—generally paid for by the operator—from \$37.50 to \$5. However, the \$500 annual license fee for operators still stands.

The new tax measure—calculated to make it extremely difficult to operate—is an outgrowth of a disagreement between Seattle's Mayor Clinton and the city council. The mayor wanted the machines banned, but the Council voted 8-1 to study a means of improving regulations.

Coinmen agree that short of an actual ban, the new tax structure comes pretty close to outlawing the machines.



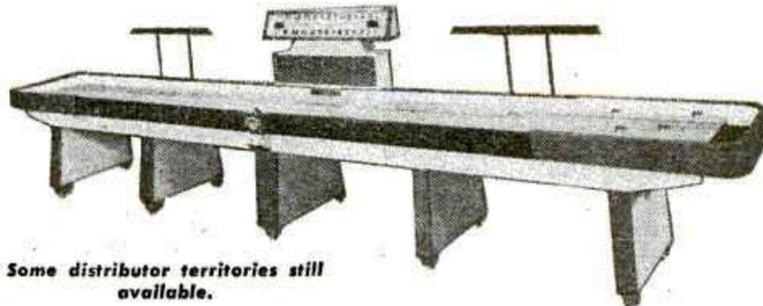
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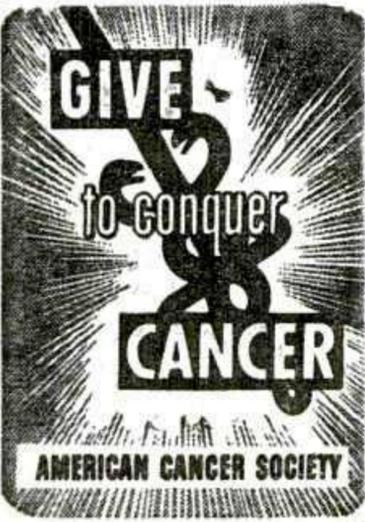
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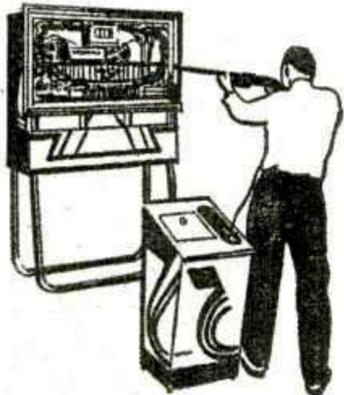
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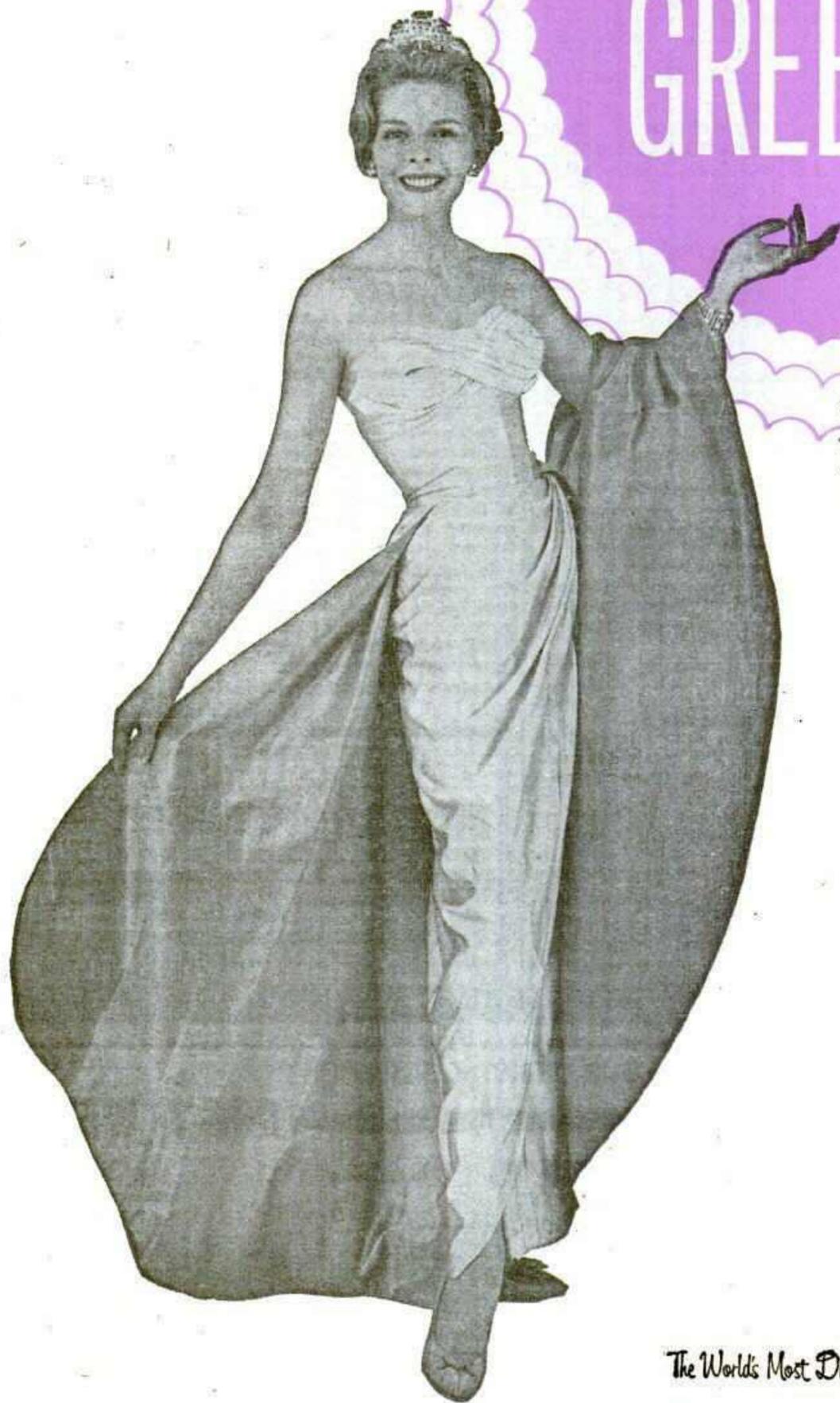
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Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

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

Main table containing categories: MUSIC, BOWLERS & SHUFFLES, CHICAGO COIN, PINBALLS, WILLIAMS, ARCADE & NOVELTIES, and various machine models with their prices.

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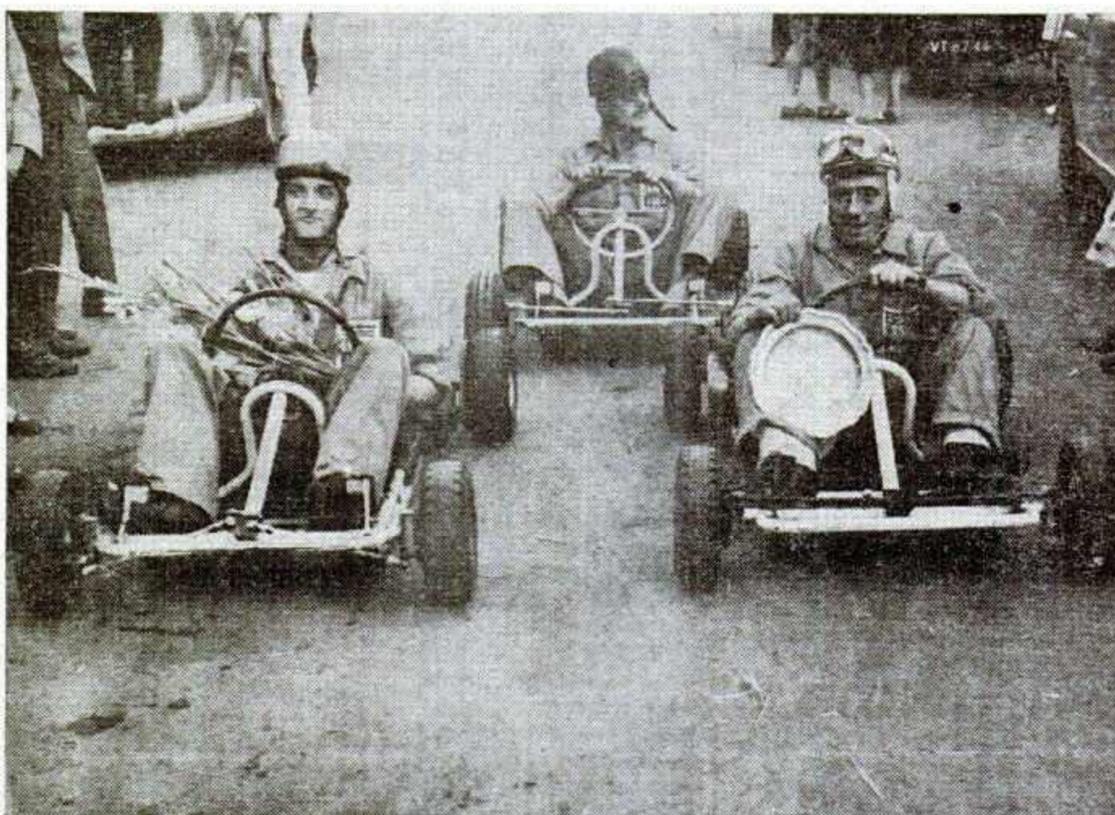
CRISS CROSS	175
SUNSHINE	175
SITTIN' PRETTY	175
HI-DIVER	175
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GO-KART RACING has become a popular pastime in Europe, and Rock-Ola's Belgian distributor, George Charlier, Brabo Corporation, has received some excellent public relations mileage out of the sport by entering Brabo-Rock-Ola teams in races thruout the Continent.



THE ROCK-OLA-BRABO GO-KART team of Belgium parades after a recent meet in which two of the members placed in the race. The teams, sponsored by Rock-Ola distributor George Charlier, competed in international competition with French, German and British teams. Except for the slower speed of the karts, the races are run as major speedway races, complete with pit stops and fast tire changes.

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Aussies Bid for U.K. Fruit Mkt.

LONDON—The Australians are making a strong bid to capture a fair share of the fruit machine market in the United Kingdom from January 1. The first manufacturing firm from Down Under to set up its own organization in London is Ainsworth Consolidated Industries Pty. of New South Wales. The firm has formed a British subsidi-

ary of the same name and is now showing its full range of equipment (vending machines as well as slots) in extensive, attractive premises at Grays Inn Road, London. In charge in London is sales director Hal F. Eldridge from Sydney.

Managing director Lennie Ainsworth has been in London for the past two weeks and superintended a conference of 20 newly appointed U.K. "probationary" distributors in the Society Restaurant in London's West End. For four hours the Ainsworth executives demonstrated the firm's equipment and explained sales policy.

Fruit machines available in Britain from the Ainsworth range include the latest, modern-styled Sheerline, plus the more conventional Acemaster and Clubmaster. Ainsworth claims to be the only firm that guarantees its clock for five years. The rest of the machine has a one-year guarantee.

Ainsworth Consolidated was founded in 1933, primarily for the production of dental goods, then a new Australian industry. Then followed the manufacture of scientific equipment, precision equipment and fractional H.P. electric motors.

In 1953 Ainsworth became aware of a demand for good-quality coin machines. It now claims to lead the field as the largest coin machine organization in the Southern hemisphere, and has established patents and registered designs, some of which are said to represent the first basic improvements of their kind in coin machines for 30 years.

Fruit machine expert technician from the Australian factory, Ron Bryant, has also flown in to assist in Britain.

Meanwhile two other Australian manufacturing firms specializing in fruits are carrying out surveys of the U.K. market prior to appointing area distributors.

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C. C. Drop Ball	150.00
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LOCATION-TAILORED MUSIC

Salt Lake Operator Merchandises Music to Patrons and Employees

SALT LAKE CITY—There are many ways of boosting play in cocktail-lounge locations, according to J. H. Rutter, veteran juke box operator here.

Rutter probably has the largest percentage of first-line cocktail lounges on his route of any operator in Utah. Because there are literally scores of them in the Mormon capitol, he has developed specialized merchandising techniques which produce a consistently higher return per locations.

Some of the ideas which Rutter has put into use require active co-operation on the part of the location owner, bartenders, cocktail waitresses, and other employees. More are simple mechanical touches, which make it easier for a bar customer to find and play his favorite with a minimum amount of effort.

For example, in one large downtown cocktail lounge Rutter has one wall box, mounted on the bar, for every three and one-half seats—which means that almost no customer is any farther than arm's reach from the box. Moreover, all of the bar signs, menus for food service, and decals point out that the cocktail lounge is equipped with a 200-play stereo machine, and encourage the bar customer to hear his favorite in two-dimensional sound.

Position Important

Next, instead of recessing the juke box back in a corner where it is out of sight, Rutter worked with the location owner in spotting the box half way back through the long lounge, projecting into the hail, where everyone is bound to

pass it. Here, in this permanent spot, around six out of ever 10 people stops to scan the music menu on the phonograph.

Because of the almost belligerent prominence of the juke box, Rutter uses plenty of selling signs. As each record change is made, he inserts a small sign which lists the new numbers which have been added conveniently by the selector number, with the suggestion that brand-new hits will be provided every few days. One or two old favorites are always listed as well, for the benefit of older customers who want a touch of nostalgia with their refreshments.

In this and many other similar locations, the Salt Lake City operator uses a bulletin-board type of sign directly above the phonograph, on which are shown at least four record sleeves, always brand-new hit numbers or novelties, which remind cocktail-lounge customers of a tuneful melody which they have heard on radio or television.

Play is always outstanding on whichever records are thus featured by their cartons, on the sign above the juke box, to prove that Rutter is on the right track.

Employee Co-Operation

Rutter works closely with the barmaids in such cocktail lounges, inviting them to name selections which they would like placed on the box themselves, making sure that all such requests are honored, no matter how much effort it takes to locate the record.

Then, the bar personnel are furnished with quarters at each record-changing call, with which to

"match" their customers for the music. Whenever there is a lull in phonograph play, it is a certainty that the bartender or barmaids will approach a customer and offer to match for whose quarter goes into the juke box. There are seldom any refusals, and since by the law of averages, the "house will win around 50 per cent of the time" this adds substantially to juke box revenue.

If the barmaid wins, she can be dependend upon to pick the numbers she wants to hear herself, usually her own requests, and this helps to create more familiarity with such numbers among patrons.

Bartender Important

When Rutter gets a record which he feels will be a hit in the near future, he doesn't hesitate to advise his customers of the fact. Spending a minute or two in demonstrating the record to a bartender, for example, will usually keep the bartender conscious enough of it that he will mention it to his bar customers, as he hands them change in dimes, quarters, and half-dollars.

Often, a number which would get only moderate play until it actually does become a hit is already in a tavern location, because of personal suggestion such as this.

It doesn't hurt to visit popular cocktail lounges frequently and introduce yourself among regular customers, with the information that you are the owner of the coin phonograph, according to the Salt Lake City operator. Asking his customers what they would like to hear, and playing a few free records during the evening is always a potent volume-builder.

None of these ideas, by themselves, are enough to make a spectacular increase in volume. Put together, however, they are outstandingly successful.

Memphis Ops Told to Report All Burglaries

MEMPHIS — Drew Canale, chairman of the Memphis Music Association's committee which was so successful last year in getting additional police help to reduce coin machine break-ins, wants Memphis operators to:

1. Promptly report all machine break-ins to police.
2. Remember that after three break-ins at one location, Detective Chief Charles Young will put a still-watch there to nab the culprit next time.

Canale says he believes some operators have been lax in reporting break-ins and losses and he wants to keep those figures current so police will realize that the break-in problem is still one which requires constant vigilance.

Canale, who is president of the association this year, and his committee, got the police last year to set up a special squad to work on coin machine burglaries. They went into action January 1, 1960, an' have, with co-operation of operators and location owners, cut break-ins in half.

Canale said he also wanted the word out because this is the time of year when break-ins sharply increase and extra precautions have to be taken.

It's a sad commentary on human nature, Canale said, but police have informed him that some men commit burglaries to get money for Christmas presents.

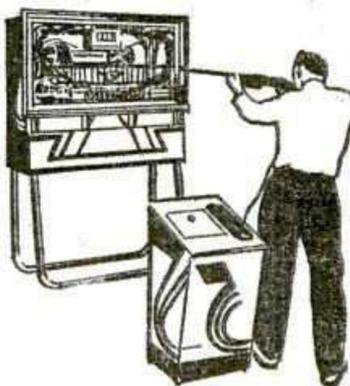
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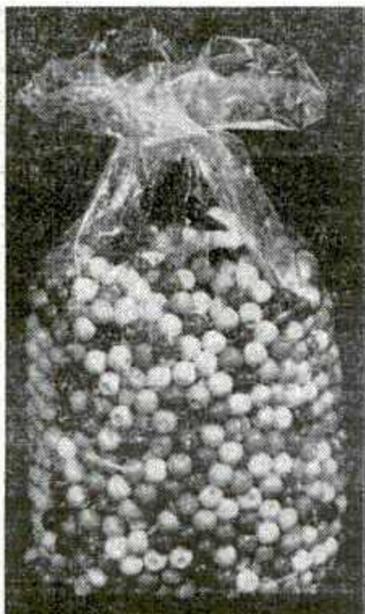
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Tab Italy as Big 1961 U. S. Phono Market

By OMER ANDERSON

TURIN, Italy—This is the year that Italy came of age as a major market for American juke boxes. Trade sources estimate that U. S. juke box sales will reach 4,000 units this year. U. S. boxes now account for about 85 per cent of the new box market in Italy.

The West Germans, who have been pushing hard for the Italian market, have lost ground in the last year to American boxes. Not only do U. S. boxes dominate the Italian market, but they have become a showcase example of Italo-American economic co-operation.

Leading Brands

The overwhelming majority of U. S. boxes sold in this homeland of grand opera are from A.M.I. and Wurlitzer. For altho U. S. business often is accused of lacking initiative to compete for foreign markets, the two American firms have outclassed all competition in this country.

This has been achieved, primarily, by the location of factories on the spot. A.M.I. is produced here in Turin and Wurlitzer in Livorno. The two concerns thus rank as Italian industries.

The West Germans, who pride themselves on being a keen trading nation, have fallen behind in Italy mainly because they made no effort to establish locally based production.

In All Areas

American juke boxes are now in service in every area of this country. There are few trattorias in the larger towns and villages without a U. S. box. And few Italians find this strange—for they tend to regard the juke box as being synonymous with America in much the same way the Coke is identified with America.

Many factors have blended to entrench the U. S. box in Italy. Italian currency liberalization was the first great step; as soon as

(Continued on page 197)

REPORT FROM BRITAIN

Gilbert-Ditchburn Huddle

LONDON—Seeburg Vice-President George Gilbert, who is spending several weeks in Europe following the highly successful "get together" of international distributors in Switzerland, was in London and Blackpool last week for discussions with the Ditchburn Organization, the Seeburg distributor in the U. K. He is now traveling the Continent again, but will be back in England before Christmas.

Bal-AMI Names Southmatics

LONDON—Bal-Ami has announced an important main distributorship for its juke boxes and Silver Queen fruit machine. A new firm, Southmatics, located at 9-13 Bourdon Place, Berkeley Square, London W.1., has been given the important territory of South London, Surrey, Sussex, Dorset, Hampshire, and West Kent. Directors of the new company are W. Fox, G. Cornelius, and A. S. Beaufort, all of them well known to the trade, with long experience in the coin business. This appointment followed a number of area changes in the Bal-Ami distributor network. A.M.I. (G.B.) Ltd., Managing Director Cecil Jones says: "Now that energetic and effective distribution of our equipment is being assured in areas south of London, no further addition to our distributorship network is contemplated. There will be a distributors' conference in January to discuss sales policy and other matters."

Amusement Trades Hall Full

LONDON—Bookings have opened and closed for the 1961 Amusement Trades Exhibition, to be held, as usual, in the New Royal Horticultural Hall, Westminster, London, from January 31 to February 2. As expected, the show was a complete sell-out before booking opened. Even after cutting down stand sizes and squeezing more exhibitors into the hall, the organizing company, Amusement Trades Exhibitions, Ltd., has had to turn down 10 of a total of 76 initial applications. Last year's show was also overbooked, and criticisms voiced at that time by most of the large juke box and games firms are certain to be raised even more strongly this year. It was contended that a larger hall should be taken, even if costs per stand were higher, but the organizing body rejected this, following an investigation of alternative accommodation.

List A.T.E. 1961 Exhibitors

LONDON—The following firms will exhibit at this year's A.T.E.: Ainsworth Consolidated Industries (Great Britain) Ltd.; Amusement Equipment Company Ltd.; Autobars Company; Automatic Musical Industries (G. B.) Ltd.; Beard and Manning Ltd.; Brecknell, Dolman and Rogers Ltd.; Bryan's Works; Chadwick; Chantal; Chicago Automatic Supply Company; Coin Operated Instruments and Novelties; Crompton and Bates Ltd.; Ditchburn Equipment; High Fidelity Sound; Hobea Ltd.; Juke Box Distributors Ltd.; Koromatics Ltd.; Krafts Automatics Ltd.; Liberty Coin; Lovett of Burnham Beeches; Las Vegas Coin; M. B. Automatics; A. J. Matthews of Ramsgate; Medway; Mills Novelty Company Ltd.; Mike Munves of U. S. A.; Parkers Automatic Supplies Ltd.; Phonographic Equipment Company Ltd.; Photomatics of Manchester; Ruffler and Walker Ltd.; Samson Novelty Company Ltd.; Morris Shefras and Sons Ltd.; Philip Shefras (Sales) Ltd.; Peter Simper; Streets Automatic Machine Company Ltd.; Telefortune Company Ltd.; Waldorf Engineering Company; Oliver Whales; Wondermatics; Edwin Hall; Robinson Partners (London) Ltd.; and Vale Amusements of Rhyl.

New R&W Policy Set

LONDON—Ruffler and Walker, Ltd., main Rock-Ola distributor in the U.K., and also Gottlieb and Williams distributor, will follow the American pattern in pin table sales to operators. The firm will demonstrate the latest American flippers to operators at the earliest possible moment so that orders can be placed for deliveries at the same time as deliveries are being effected in the States. This policy began with the Gottlieb new-styled Foto Finish, and will continue on all future Williams and Gottlieb machines.

Fesjian to Visit U.K.

LONDON—Suren Fesjian, who heads Mondial Commercial Corporation in New York, the firm which has sole U.K., and certain European rights for Gottlieb and Williams equipment, will visit Britain in January, when he is expected to appoint several additional main area distributors. It is felt that there will be a boom in flipper pin tables in the New Year, when the strict operation of the new law will force many hundreds of German wall payouts and other illegal equipment out of cafes and other open sites. Juke boxes, pin tables, shuffles and bowlers are then expected to move legally into many more sites than at present.

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BALLY & FISCHER POOL TABLES, SLATE TOP
MIDWAY SHOOTING GALLERY
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Model 1458, 120 Sel.	500.00
Model 1465, 200 Sel.	350.00
Model 1468, 120 Sel.	425.00
Model 1475, 200 Sel.	695.00
Model 1478, 120 Sel.	745.00
Model 1485, 200 Sel.	875.00

SEEBURG

Model M-100-B	\$195.00
Model M-100-C	245.00
Model M-100-D	325.00
Model M-100-R	395.00
Model KD-200	400.00
Model V-200	225.00
Model 12W-1	49.50
Wall Boxes	49.50

WURLITZERS

Model 2000	\$345.00
Model 2100	395.00
Model 2150	395.00
Model 2200	545.00
Model 2300	695.00
Model 2304	645.00
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Deluxe (like new)	\$175.00
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Bowler	525.00
Bally Jumbo	
Bowler	625.00

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Wms. Golden	
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Wms. Reno	65.00
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Action	225.00
Gott. Brite Star	150.00
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Gott. Race Time	225.00
Gott. Rolo Pool	125.00
Gott. Criss Cross	150.00
Gott. Flagship	100.00
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Auto Bell County	
Fair	110.00
Keeney Criss Cross	
Diamond	400.00

ARCADE

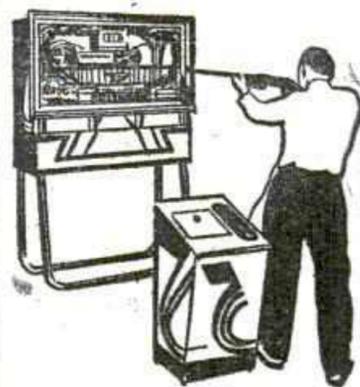
Bally Heavy Hitter	\$225.00
Bally Target	325.00
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Genco Big Top	
Gun	175.00
Wms. Jet Fire Gun	95.00
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Gun	395.00

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**SAY YOU SAW IT IN
THE BILLBOARD!**

Houston Distrib Preps Ops

Continued from page 183

dress of the location, the kind and number of machines installed.

Locations are visited approximately every six weeks, perhaps once a month where business is particularly heavy. Each operator is a handy repairman, doing minor repairs in his car; the rest at home. Some operators carry a few extra machines, thus cutting time down on the in-the-car maintenance work. The operator's income in this area rises during the summer when there are more good days, fewer rainy ones.

Supers Best

The best locations are the su-

permarkets, the large and small grocery stores, drugstores, variety stores, bowling alleys, cafes, drive-ins, truck stops. Approximately 90 per cent of the machines are placed in supermarkets, where traffic is heaviest, the spot air-conditioned.

Many bowling alleys, which are good stops, have been surveyed here and found to have one or two units scattered about haphazardly through the building. It is in these alleys that a wonderful job of multiple set installations could be done.

The worst locations in general are those which remain open all night or where the machines must be located outside. Vandalism is high in laundrettes which operate around the clock; hence no machines are placed in them, as far as Wilson knows. Drive-ins, which bring in a fair return and hence are too good to pass up, also invite vandalism. Machines and contents both suffer from weather beating.

The best place to set machines is near the cashier. As Barron pointed out, "children have learned that the best time to ask for coins is when mama has her purse open paying for her groceries."

Next best place is inside the door where they can be seen by traffic going and coming. To the owner who is thinking of placing the machine outside, the alert operator can point out unused space inside the store, which perhaps the owner has not noticed. If the machine must be placed outside, the operator should try to get the owner's promise that he will bring it indoors at closing time.

On the counter or shelf is not a good place; machines can easily fall off and break, the place is more accessible to insects, and for some children too high to be reached comfortably.

The best way to improve business in the locations you already have is to maintain your route in first-class condition; keep the machines new, clean, bright; change charms frequently and display them attractively, on styrofoam backgrounds, putting the better ones at the top. Add new equipment. Do an informed job of communicating.

The operator must canvass his territory for new locations, be on the lookout for new businesses moving in. He should, however, never approach a location where another operator already has machines installed. He must get there first with the most. His own satisfied customers will often refer him to their friends. The operator must make personal contact with new store owners and managers. As an informed communicator he will steadily expand his business, for "income for no cash outlay, with no risks involved, is good news to every store owner."

See Gradual Switch to 33

Continued from page 185

stickers, that are transferable, and feel there is unjust discrimination against the coin machine industry. Logic bears them out.

As one operator points out, the average juke box firm turns over anywhere from 10 to 25 per cent of its machines a year. Under the present code, the firm must pay a dual license for any such machines, or wait and buy all its new machines at the beginning of the year. The latter is impractical from the general economic standpoint of doing business.

Operators also feel the dual licensing prohibits them from properly upgrading and moving machines around their routes—one of the biggest advantages that an operator has—making his business economically more feasible than location ownership.

Most operators have stops not only in the city, but in various suburbs, where the licensing regulations vary. Under the present system, interchange of machines between city and suburbs is impossible, unless the operator again resorts to buying two licenses.

The entire crackdown was prompted by an article in the daily press earlier in the year, in which a reporter posed the rhetorical question: Why don't juke box operators obey the law and properly affix their licenses to their machines?

Since then operators have appealed to William Prendergast, city collector, as well as other legislative and law enforcement officials, but with little success.

With licenses coming up for renewal January 1, and the city traditionally hungry for new revenue, the prospects for relief are not too bright.

The 33-single question is not as severe to most operators, possibly because most feel the transition will be a gradual one, "faster than the change from 78's to 45's, but not by much."

At the recent RMSA meeting, clippings of The Billboard articles on the entry of various major record companies into 33-speed single production, were passed out prior to the discussion.

The RCA Victor entry was generally considered to be the overwhelming indication that the industry was going to one speed, and that 33 r.p.m. would be it. It was pointed out that RCA Victor led the original move to 45-r.p.m. disks and even introduced a low-priced home phonograph to speed the trend.

Home 33-Singles

RCA's announcement that it again might produce a low price home phonograph playing 33-singles, was thought to be significant, as was the tremendous publicity

and advertising that RCA normally uses in its general promotion of disks to the consumer market.

Operators were encouraged by the fact that new juke boxes all have provision for playing either 33 or 45-singles. Seeburg now plays them intermixed, AMI and Rock-Ola offer adaption kits that are optional on new models. Wurlitzer, one of the major opponents, is expected to bring out a 33-speed adaption kit on its new phonograph, as is United.

As one operator pointed out, "we generally fear conversion of any type, not because we're against progress, but because it always costs us extra money and seldom results in increased play or collections."

EP Fiasco

The operator cited EP's, "which were a bust," and stereo, "which is a good talking point with locations, but has led to no increase in collections while increasing considerably the cost of making an installation."

Even the original change from 78's to 45's, say operators, brought no improvement in collections, though they generally concede it did spur public interest in records in general, and did make the burden of carrying records for servicemen a bit lighter.

As the operators did, however, agree, "we're still the tail, not the dog. If the industry goes to 33-singles, we have to be prepared to play them." And that seemed to be the consensus.

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- Auto Bell Mermaid..... 175
- Auto Bell Horoscopes (fl. samp.).... 145

MUSIC

- Rock-Ola 1432 (45 rpm).....\$ 75
- AMI C-40 (45 rpm)..... 65
- Seeburg V-200 (conv. to VL with speed read program holder).... 275

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- Bally Official Jumbo Shuffle, 8 1/2' (floor sample).....\$545
- Bally Lucky Alley, 11' & 14'..... 395
- Bally Trophy Bowler, 14'..... 345
- Bally Strike Bowler, 14'..... 225
- Bally Jet Shuffle Bowler, 8 1/2'.... 65
- Wms. Super World Series..... 45
- Bally Twin Pony (floor sample).... 445

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JUNIPER 8-1814

Bulk Banter

Continued from page 184

wife operating team. The date is March 17.

J. J. McDonald, one of the area's newest operators, was attending his first Christmas party with Graff. McDonald covers some 3,000 miles going into Iowa, Missouri, Minnesota and North Dakota on his route. He just recovered from a painful bout with pleurisy, but is back at work enjoying good health.

... Bob and Margie Graff don't go out together on the route as in days past. Reason: a new son, and is the couple ever delighted. Marge is a former stewardess with American Airlines and used to take an active interest in the vending business. ... Dalton and Margaret Wick are still chuckling about a Billboard typo some three years ago. Margaret was described as "Dalton's 22-year-old wife," instead of wife of 22-years. She promptly got a "birthday greeting" from Everett Graff and another a year later.

TIME FOR

Season's Greetings

Time for work
Time for play
Time for inspiration
Time even for exasperation . . .

...but of all the Times that come our way the best of all is the Time near year's end when we pause to forget our triumphs as well as our troubles . . . and concentrate on thoughts that put friendship and good will in full command!

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British Operators Prepare for Legalization of Fruit Machines

By BINGO BEAUFORT

LONDON — With D-Day for fruit machines (January 1) now looming, many distributors are preparing to work around the clock, if necessary, to effect installations in thousands of clubs that have been waiting for the signal. As the date nears, it is becoming apparent that a considerable proportion of the locations concerned propose to jump the gun by a week and install their machines to cash in on the Christmas and New Year's trade, which is extensive throughout the U.K. It seems likely, therefore, that many coin machine firms will be working throughout the Christmas weekend to cope with the demand.

Now that the British law has been clarified as far as gaming and amusement machines are concerned (following several decades of ambiguity), directives are going out from Scotland Yard to local police stations throughout the country, clearly defining which machines are legal and where.

A demonstration, covered by press and TV, has also been given at Scotland Yard by the Commissioner of Metropolitan Police, Sir Joseph Simpson. This featured legal and illegal equipment.

Chief target of the police appeared to be multi-coin machines, which are illegal in Britain in all locations. Cafes were also warned not to install gaming machines, which are legal only in clubs.

The British Parliament has also been showing anxiety over the

large number of gaming machines imported from America and Germany, and the types of locations in which they are being installed. Home Secretary R. A. Butler has revealed in the Commons that, between August 1 and November 21, there were 125 prosecutions in the London area, all of which led to the destruction of illegally sited gaming machines.

He pointed out that the Betting and Gaming Act, which comes into force January 1, "Does not permit the use of such machines in premises to which the public have access, and their use would render the proprietors liable to prosecution."

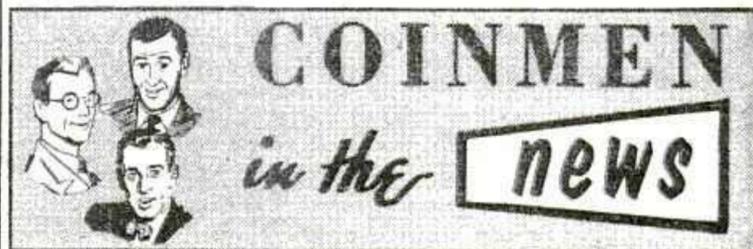
He added: "The conditions are, firstly, that not more than two gaming machines may be installed in any one building or part of a building in separate occupation (as applied to clubs, this means not more than two machines per club); secondly, that each 'go' does not cost more than sixpence; and thirdly, that the takings of a machine are used for purposes other than private gain."

Scotland Yard's Criminal Investigation Bureau has already set up a special section to deal with the problems expected when the Betting and Gaming Act comes into force. The Bureau has disclosed that a check is being kept on im-

ports of the machines and on people buying them.

Although the law from January will smile on fruit machine distributors, all is not easy sailing. Many clubs that would benefit from having two machines installed are being pressured by official bodies not to have anything to do with them. This is chiefly because of unfair adverse publicity in the form of stories about "American gangsterism threatening Britain" and other such nonsense.

The latest organization to join "the opposition" is the National Executive of the Club and Institution Union, which, at its December meeting, decided to advise its 2 million members (who comprise 3,000 working men's clubs) to have nothing to do with fruit machines. This is, of course, only advice, and some individual clubs are expected to go their own way in the matter. It is, nevertheless, disturbing to the trade.



West

DENVER ROUND-UP

A near-tragedy was averted in late November, when Jerry Harris, of Mountain Distributors, AMI distributing firm in Denver, was rushed to the hospital with a serious eye complication. Harris, who has had some trouble with his eyes before, was successfully operated on, and will be back on the job when the ailing orb heals. . . . Sales of new equipment are at a standstill, and even used-equipment sales are slowing down badly during the pre-Christmas period, according to Pete Geritz, of Mountain Distributors, here.

Probably the most closely related family in juke box operation is the combination of Zoltan Gancz and Eugene Zigman, partners in a juke box and amusement route in Cheyenne, Wyo. Both are refugees from Eastern Europe, and each married the other man's sister. With this unique family tie, the Ganczes and the Zigmans form one of the most tightly knit operating teams in the Western juke-box industry.

R. F. Jones Company, Seeburg distributors here, will take over the operation of American Amusement Company shortly, it is rumored. American Amusement is headed by Jack Arnold, president of the Colorado Music Merchants, Inc., State operator's association. . . . Jim Hall, owner of Rocky Mountain Coin Machine Company, with headquarters in Pueblo, is sending out his Christmas calendars early this year. Featuring three-dimensional sports scenes, the calendars are some of the most elaborate in the industry, and have been much sought after, according to Hall.

Charles Flowers, Denver operator, has put in his seventh consecutive year without a vacation, but plans to "take a little time off in 1961." . . . One operator who has a "captive market" as such is Herschel Berger, phonograph and vending machine operator in Canyon City, Colo. Included on Berger's route is the huge Colorado State Penitentiary, where Berger operates several varieties of vending and amusement machines in the prison commissary. Included is even a cup vender, several candy venders, cigarette machines, and toilet article venders. There has been a surprisingly small amount of vandalism!

Pete Vandenberg, who operates Modern Music Company, in Colorado Springs, Colo., hopes he won't lose long-time employee Barbara Ayres. Barbara, a young veteran of both vending and phonograph operations, may follow her husband to a new job in Memphis. . . . Wyoming operators are feeling the "pinch" of slow volume a bit less than Colorado, reports Bert Orr of Laramie, Wyo., and Lou Manders, of Casper, visiting in Denver recently. With no large-scale industry to have ups and downs, collections have stayed at a more even keel in the sister State. A considerable boost has been brought about in some sections of Wyoming since the U. S. Air Force began construction of its huge missile bases at Cheyenne and other locations throughout Wyoming.

A new face at Denver one-stops this month was Bill Dunnigan, of Dunnigan Music Company, in Lordsburg, N. M. Dunnigan covers a remote section of the State, but is expanding into larger towns. . . . No plans for the annual meeting of the Colorado Music Merchants, Inc., has been announced by the association, which formerly held its election of officers after the turn of the year. Jack Arnold, of American Amusement Company, has been president of the group the past two years.

Bob Latimer

South

NEW ORLEANS

Nicholas Carbajal, Coin Mart, Inc., New Orleans, became a grandfather for the fourth time last month, with the birth of Nicholas Carbajal IV. Proud parents are Julius (Butch) and Rosilee Carbajal —both are doing fine. . . . Al Calderon, Calderon Distributing Company, Indianapolis, is proudly displaying the trophy he received for catching the largest sailfish during the recent Rock-Ola distributor fiesta in Mexico. The fish was a whopping 9 feet 6 inches long and weighed 145 pounds.

Nick Biro

MUSIC

SEEBURG 222 DHR (Stereo)	\$850.00
AMI J-200 (Stereo)	745.00
AMI D-80	175.00
AMI E-120	195.00
Wurlitzer 2150	425.00
Wurlitzer 2100	395.00
Wurlitzer 1700	275.00

GAMES

BALLY BEAUTY CONTEST	\$195.00
BALLY TROPIC QUEENS	275.00
C.C. DROP BALL	195.00
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UNITED LEAGUE B/A	625.00
C.C. CLASSIC B/A	350.00
UNITED JUMBO B/A	350.00
UNITED NIAGARA S/A	375.00
BALLY TOURNAMENT	250.00
BALLY CHAMPION	350.00
UNITED ATLAS S/A	375.00
C.C. TV BOWLER B/A	295.00
DELUXE 57 BASEBALL	245.00
BALLY HEAVY HITTER	285.00
BALLY BIG INNING	185.00
UNITED DELUXE BASEBALL	285.00
CENCO GUN CLUB	325.00
CENCO WILD WEST	225.00
CENCO CIRCUS GUN	275.00
C.C. PONY EXPRESS	495.00

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E120	140.00

ROCK-OLA

1448	\$325.00
1438	200.00

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PHONOS

SEEBURG 222 SH	\$845	ROCK-OLA 1448-120	\$275
WURLITZER 2300 STEREO	675	ROCK-OLA 1438-120	225
ROCK-OLA 1478-120	775	SEEBURG HF-100 G	375
ROCK-OLA 1468-120	675	SEEBURG M-100 C	275
SEEBURG 1458-120	525	SEEBURG M-100 B	225
SEEBURG HF-100 L	475	A.M.I. G-120	345
SEEBURG HF-100 R	445	A.M.I. F-120	275
SEEBURG KDH-200	495	A.M.I. E-120	145
WURLITZER 2150	395	A.M.I. E-80	145
WURLITZER 2104	445	A.M.I. D-90	125
ROCK-OLA 1448-120	375	ROCK-OLA 1454-120	425

GUNS

Wms. TITAN GUN	\$375
Wms. HERCULES	345
Wms. CRUSADER	325
Wms. VANGUARD	295
Wms. CROSSFIRE	225
Genco DAVEY CROCKETT	225
Genco BIG TOP GUN	175
Exhibit SHOOTING GALLERY	95
Chi Coin SHOOT THE CLOWN	425
Bally MOON RAIDER	325
Bally GUN SMOKE	175

BALL BOWLERS

United 13' SIMPLEX	\$425
United 16' BONUS	445
United 16' JUMBO	345
United 13' JUMBO	345
Bally 14' LUCKY	545
Bally 14' TROPHY	295
Bally 14' TOURNAMENT	325
Keeney 14' TRUE SCORE	125
Chi Coin 14' BOWLING LEAGUE	145
Chi Coin 16' T.V.	275

6-POCKET POOLS

Fischer IMPERIAL VII	\$275	Fischer PARTY POOL	\$145
Fischer IMPERIAL VI	245	Irving Kaye FLEETWOOD	225

BASEBALLS

Wms. OFFICIAL BASEBALL	\$425
Wms. PINCH HITTER	295
Wms. SHORTSTOP	225
Wms. 1957 BASEBALL	175
Wms. 4-BAGGER	125
Bally HEAVY HITTER	245
Bally BIG INNING	175

SPECIAL!

BALLY CONGRESS SHUFFLES	\$175
CHI COIN CHAMPIONSHIP	175

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WORLD WIDE DISTRIBUTORS

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Tab Italy as Big Phono Mart

Continued from page 194

Italian operators could get the dollar exchange they hastened to buy American boxes and unloaded their German boxes.

Music, moreover, is taken seriously in this country; more so than in any other country. This is the land of grand opera, and while the Italians dig their pop as well as longhair, they insist on giving all music the grand-opera treatment.

Biggest & Best

Which, in the case of juke boxes, means the biggest and the best boxes available—which translates, at least to Italian, as American boxes, and the de luxe models at that. Stereo with all the trimmings, is the order of the day in Italy.

And there is the subtle factor of Italy's traditional ties with America. Politicians may hark back to, and harp on, the Berlin-Rome Axis of Hitler and Mussolini. But the facts are, American brand goods sell effortlessly in Italy, the

most popular among foreign brands. The U. S. industry has taken still another farsighted action in Italy—it has urged a fair shake for the Italian operator. The industry pundits say the Italian industry is in such good shape because the Italian operator is in better shape than in almost any other country in Europe.

Die Scale

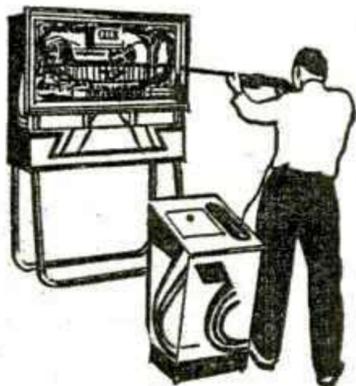
The per-play price has been set near 10 cents, which is top scale for Europe, or three plays for 25 cents. Commissions have been held to 25 per cent. It can be argued that, given this scale, the Italian operator is better off than his American counterpart.

But this margin has proved to be sheer economic wisdom. For the Italian operator pays more for his equipment than the American operator—more for American equipment. The profit edge enables the Italian operator to buy new American equipment instead of hunting cheaper foreign boxes or used U. S. boxes.

The representative of a U. S. firm told me proudly:

"We've done a swell job here in Italy, if I may say so. This is one country in which our industry has displayed real wisdom. We've goofed elsewhere, plenty and often, but here in Italy, at least I like to think, we have been statesmen as well as businessmen."

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Radical Proposals by 'Mr. X' Draw Fire of German Trade

Continued from page 1

tenance and operating specialist, permits the equipment to fall into disrepair. It stands idle for long periods and patronage is discouraged.

3. Location owners are seldom abreast of customer tastes in top tunes, and usually aren't interested.

The Germans feel it is more than happenstance that the two countries with the world's largest coin machine industries—the U. S. and West Germany—are also the two countries with the most highly organized operator organizations.

In this country, the operators have close links to the manufacturers, and they supply the major production stimulus. The Germans have built their thriving export trade on the domestic operator base.

As a businessman, the operator appreciates the money wisdom of keeping his equipment new and in peak working order.

Switching to the positive, the Germans couldn't agree more that the operator, in America and on the Continent, is caught in a vicious costs-profits squeeze. But the feeling here is that much can be done to improve the situation without throwing in the towel to the location proprietors.

Starting with first things first, the Germans believe there are too many operators, and that the inefficient and fast-buck artists among this plethora should be weeded out.

By trimming the operator lists the entire trade would benefit from greater efficiency and savvy in operations, and such an operator shape-up would pave the way to point 2: the operator image. The Germans feel much can and should be done to improve the operator image in the public eye. Respect and efficiency, argue the Germans, tend to produce profits in business.

Greater Efficiency

And the Germans contend that much can be done to promote greater efficiency in coin machine operation. They mean primarily the expansion of the individual operator's bailiwick, both geographically and numerically, but also by types of machine.

Fewer but sharper operators should be operating far more machines covering larger areas, and these machines should span the gamut—juke boxes, games and vending machines.

The one-stop operation offers promise for expansion, according to the German view. Juke box operators should get a better price on phonograph records, and they should pool purchasing for vending machines, wherever feasible.

Operating Combines

Briefly, the Germans see the trend toward giant coin machine operating combines which will

either produce their own equipment or have it produced on contract by a manufacturer. The Germans see increasing operator pressure on location owners to grant a coin machine monopoly on his premises to a single operator, who

would site juke boxes, games and vending machines, and service all machines on the premises on a one-stop basis.

The problem is big, and the Germans are thinking big, but they believe they are thinking positively.

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Reconditioned

Red Hitchcock Buys Hermitage

NASHVILLE — C. V. (Red) Hitchcock has bought back Hermitage Music Company, juke box and game distributorship here, from Nathan Wall and Ollie Travenitch, to whom he sold the firm about a year ago.

Hermitage is a distributor for AMI, Chicago Coin, Williams and Fischer. Wall and Travenitch will continue to operate a sizable coin machine and cigarette route in the area.

Hitchcock is a veteran of the coin machine business, having started in 1928. He said his firm plans no policy or personnel changes. An open house will be held in mid-January. Hitchcock said the firm will be looking for new and larger quarters in the immediate future.

Besides Hitchcock, president, employees include William H. Burks, secretary - treasurer; John H. Dunn, vice-president; Helen Hall, manager of the firm's record-sales department; H. B. Crowell, Jatho Hardin, Samuel Smith, Lewis Brown, Warren G. Vanderminde, mechanics; Gary L. McCulloch, parts; Marie Silcox and Margie Dixon, record sales; Edwin J. (Jack) Williams, coin machine sales and Mavis Kruse, books.

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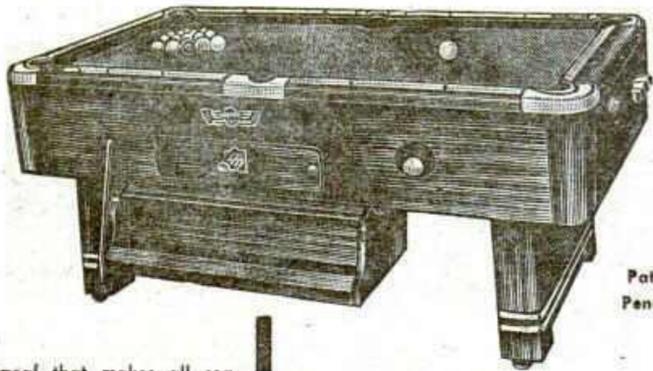
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European News Briefs

• Continued from page 185

operator groups on the Continent. The anniversary was in line with the policy of German coinmen to promote "togetherness" in their branch. The policy aims at expanding the social agendas of the State operator groups, promoting the local operator groups as social as well as business organizations. The idea is that greater operator solidarity can be achieved by working on the social as well as business level. This new approach attaches great importance to anniversaries, be they anniversaries of the organization, of its officials or even wedding anniversaries of members. Thus, the North Rhine Westphalia operators organization, Deutscher Automaten-Verband, held a dinner dance at the Park Hotel, in Dortmund, marking the association's 15th anniversary. At Mannheim, the Rhineland-Palatinate operators association organized a winter festival in Worms, which was attended by operators and their wives from all of the State.

TMOA Meet Set For Jackson Fri.

JACKSON, Tenn. — The meeting of the Tennessee Music Operators Association set Monday (12) and postponed has been reset to Friday (16) at the New Southern Hotel here.

It will be a dinner meeting with a business session to follow. H. A. Waller, Ideal Music Company president, will preside.

Alan M. Dixon, treasurer of the organizing association, said reason for the postponement was the holiday season. He said the group will continue its work toward expanding the association into Middle and East Tennessee and will invite some Nashville operators to attend this meeting.

Md. Court Test

• Continued from page 185

given recently by Circuit Judge Philip H. Dorsey.

The opinion, which opened the way for a trial, upheld the validity of the county's Wheatley Law, which makes possession of \$250 federal gaming stamp prima facie evidence that a pinball machine is being used for gambling. (The Billboard, December 12.)

Kahler said he would make no more arrests until the pending cases are decided. He said earlier he would ask the county delegation to the State Assembly to plead for a law that would ban gaming pinballs from the county. Kahler fears the Wheatley Law will not be effective enough to bring in convictions.

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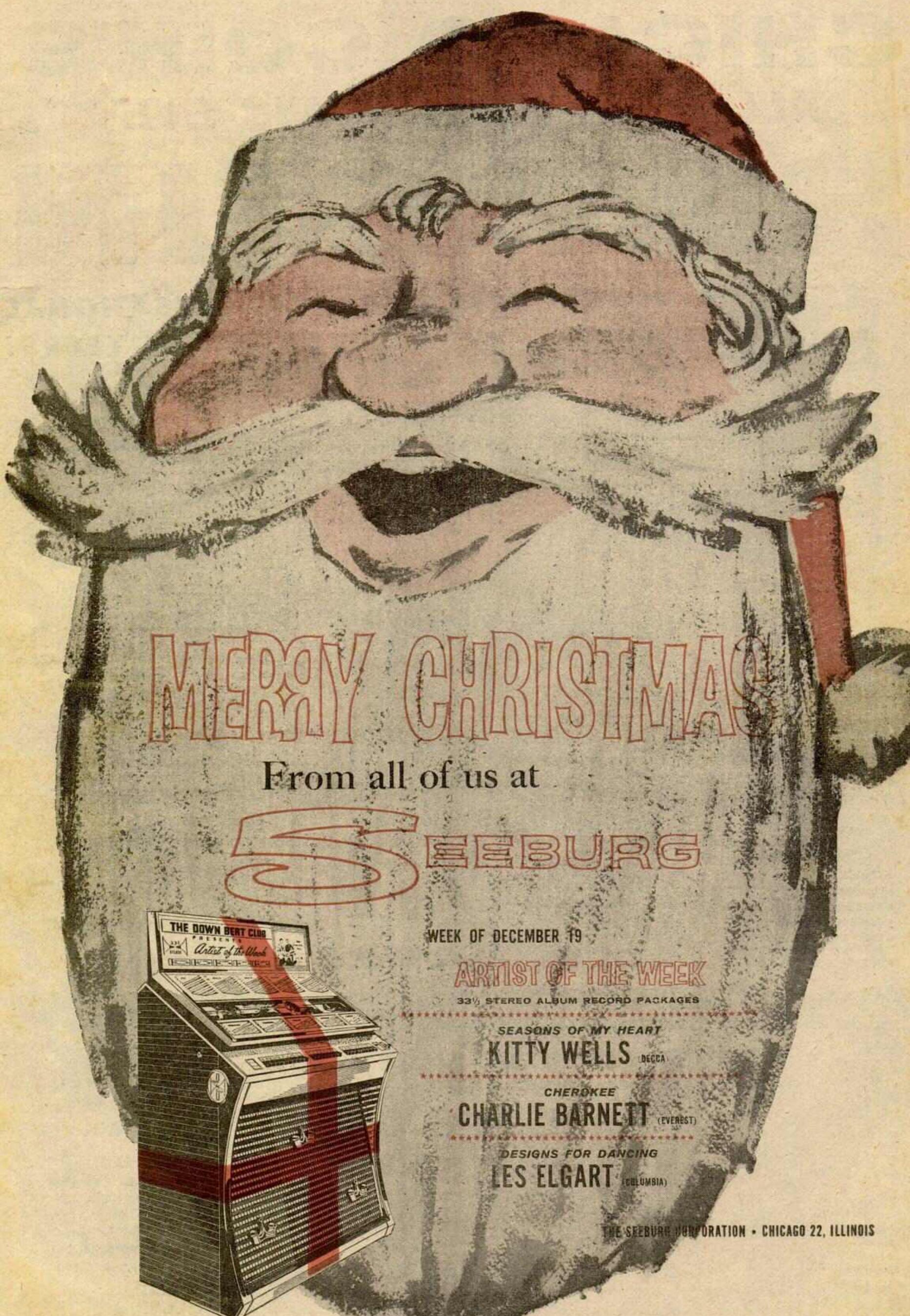
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