Coca-Cola Hits Spot With Record Labels

By JUNE BUNDY

NEW YORK — Coca-Cola has moved in on the record-radio-deejay field on an all-out, international basis. Utilizing more than 300 "Coca-Cola International Hi-Fi Club" deejays here and in Canada, Australia and Hong Kong, the company now provides a testing service on new record releases for manufacturers.

In addition to a flock of gimmicks, such as disc players and bang-up sound boxes, the company is pushing jocksmanship provided by Coca-Cola as part of its regular bi-monthly "Hi-Fi Club" package. Each recording is made in the country, and the jock becomes a member of the Hi-Fi Club.

Time Periods

Some of the "Hi-Fi Club" shows run as short as 15 minutes a week (the radio jockey's regular show), while some run as long as 18 hours a week, plus a weekly meeting, records, etc., are distributed in the "Hi-Fi Club" packages.

The service is utilized by practically every label, including RCA, CBS, Capitol, ABC, Paramount, MCA, Columbia, Decca, Buddy, London, Coral, Victor, Epic, Decca, Disneyland.

Coca-Cola also compiles a list of newsmakers and future shows, and on the basis of reports from "Hi-Fi Club" deejays, jocks, they are included in the bi-monthly packages.

Organized in January, 1959, the Hi-Fi Club has grown in more than 300 with more than 2 million members. The club is set up through local Coca-Cola Bottlers in each city who arrange for time on stations, select the "Hi-Fi Club" tape, and work closely with him.

Theme Music Provided, Too

NEW YORK — All Coca-Cola International "Hi-Fi Club" packages are provided with two recordings of "The Theme Music List Coca-Cola." "Arrangement No. 1" is a "big beat"-type treatment by arranger Frederick, "Arrangement No. 2" is a "big band" arrangement by Rutger Hahns.

The records may be played as the show's theme, while the Vitamin C Club may be played as a dance record or any other way the jocks wish. Hi-Fi Club deejays receive fresh copies of both versions about every seven weeks.

NEWS OF THE WEEK

Department Dealer Tie-Up Builds Interest in Old Rock Records

In various sections of the country, old rhythm and blues and rock records are experiencing significant revivals. In New York, a department store has succeeded in "breaking" old records to the point where record firms have been forced to release them. Nine Superhits, including the record by Frederick sees this trend as a reflection of what's really going on.

Vitamin C Club: Columbia Wins Album Crown

In the tabulation of records hitting the top 50 "Vitamin C Club" charts for the week, RCA Victor easily outdistanced all other labels with 23 records in the top 50. Columbia Records came in second, and RCA's Albert Williams, including The Billboard's "monetary action" charts than any other firm. A separate feature will be heard on The Vitamin C Club's regular shows.

RCA Victor and Mercury in Big Push

On Personnel Placement Packages - RCA Victor and Mercury Records will make major efforts in the stereo "sound" album field next year. RCA Victor will launch a new "sound" series, Stereo Action, featuring unusual and elaborate packaging. Mercury is releasing five new Perfect Presence Sound Package, and a new Living Presence Sound Package, and a new international series.

DEPARTMENT AND FEATURES

Assessment Pack

Artistic, Recording and Production Pack

All RCA Victor and Mercury Pack

Milk Man's Review

A report by a second anonymous waterfront deejay.

3 Federal Agencies Watch for Rumored Payola Resurgence

Lishman, Committee Counsel, Says Justice, FTC, FCC Can Do Job

By MILDRED HALL

WASHINGTON — The combined efforts of three government agencies should be enough to control any resurgence of payola, counsel for the poe Santa Watch Legislative Oversight Subcommittee told a press conference here last week. Counsel Robert Lishman noted that if payola, as rumored, is still "very much alive" it is the job of the Justice Department, the Federal Trade Commission, and the Federal Communications Commission to clamp down on it.

Lishman was asked if the three agencies, each of whom is directly responsible for both the public and commercial business interests from their respective fields, were doing a good job in enforcing the new anti-payola law. The counsel, who guided the subcommittee's probe of payola and TV quiz scandals, did not care to express an opinion. However, on another occasion, Lishman had already let it be known he felt the enforcement could use a good deal more vigor than shown so far.

When asked how he felt about the rapid fire remedies signed by the Federal Trade Commission, promising to give payola payers the boot, Lishman said, "I'd be more interested in the complaints than the remedies."

American Radio Conference

The press conference had been called to answer questions on the "Legislative Oversight Subcommittee and was formally released by Rep. Orea Harrill, attorney for the subcommittee, and the full House Commerce Committee. The staff report summarizes the findings of a four-year investigation of regulations. The report was released last week. The report, which is said to have resulted from some investigations that had not all been thoroughly heard, is available for a $3.75 charge. The report is available at a $3.75 charge. The report, which is said to have resulted from some investigations that had not all been thoroughly heard, is available for a $3.75 charge.

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RCA Tops Singles; Columbia Wins Year's Album Crown

Victor Lands Most Singles In Top 50's

By BOB ROLONTZ

NEW YORK — RCA Victor swept into a commanding lead in the singles record field in 1960 with more records in the top 50 of The Billboard's "Hot 100" chart than any other label. In fact, Victor was far out in front of any other firm, with 23 discs landing in the top 50 as against 17 for second place Mercury. Behind Mer-
cury was Columbia with 16, Victor, Mercury and Columbia finishing tied in third place. RCA's M-G-M-G Records with 15, ABC-Paramount with 14, Capitol with 12 and Decca with 8 placed in the top 50 of the "Hot 100," followed in that order by Capitol and Decca.

The trend in the music industry for 1960 has been continued in the trend in the number of records and more labels hitting the charts. A total of 91 labels, according to the report showed that the number of records hit the top 50 of the "Hot 100" with a total 251 different records. In 1959, a total of 88 labels made it with 277 in 1958 and a total of 72 labels made it with 283 records. In 1957 only 47 labels hit the top 50 positions.

Dot's Albany Branch Opens

HOLLYWOOD — Dot Records last week opened its own distribution facilities out of the 10th floor of the Fox building here with a 16,000 sq. ft. showroom floor. The firm opened a branch in Cleveland last year. The previous year (The Billboard, November 21, 1960), Dot will be a fully

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AFM Moves to Stop Tracking
Columbia Registers 13% Sales Increase

NEW YORK—Local 802 of the American Federation of Musicians (AFM) and the Columbia Records division of International Records, Ltd., ef-
fectively stop illegal taping in the recording industry.

Of the union at the beginning of the year, the musi-
cians’ union will begin to nego-
tiate a new form of contractual agreement whereby the musicians’ union will be
represented on all record producers’ technical activity taking place within their
studios. The agreement, which the union feels, would put a stop to all forms of tracking in of a similar nature or for an instrumental upon previously recorded and paid for instrumental background.

In essence, the new hoped-for arrangement would provide a method by which AFM
can mobilize the kind and amount of recording done in studios.

NEW YORK—Godfather Lieber-
man, president of Columbia
Records, stated last week that 1960
was the best ever in the history of the company. Columbia and Decca were 13 percent
over their 1959 total of $65,000,000, a
year ago, with $74,000,000. According to Lieberman, Columbia made ad-
nouncements in its division of operations both domestic and foreign.

Lieberman noted in his year-end statement that Columbia’s issuance of the first
two releases last summer in a move to “stimulate and sim-
ply record retailing,” has subse-
quent been adopted by all of the
major companies. He said that the
33 single would point the way toward more convenient and profit-
able releases. He also noted that all recordings, both albums and sin-
gle tracks, will begin coming in.

The Columbia president also mentioned the company’s first
major test, the disk that had launched Panarama, the new mail-
starring Patricia Laffan of the Record Club. Panarama packages offered the first ever color slides and recorded speeches by authorities on art, na-
ture, and music.

Columbia in 1961 also released and reorganized its eastern record division, which is now called Co-
lophia Records Production. The expansion was designed to reach the dis-
tribution of outside labels. And the east-
ern division is also designed to work with the United States government to centralize the interaction with all Federal agencies for a year. A special products department was organized to develop sales of pre-
miums and promos, and transcription.

On the foreign level, Columbia
(Continued on page 12)

Japan Swings To Top Jazz
Nurses ’61

YOKOHAMA — The jazz scene will be one of the big events of the year
as the nurses swing nurses with the famous Jazz Messengers make their
appearance.

The Messengers are also sched-
uled for concerts in Osaka, January 7 and 8, and in the neighboring Na-
kmashina, and the famous2 pianist, Toshiko Akiyoshi, make their appearance on the
Long Beach, California.

Stories (Continued from page 3)

Scand. Exec
Studies U.S.
Disk-Selling

NEW YORK — European disk
executive, Bjorn Fremer, promo-
tion manager of the Swedish Scandianovian Record Company, is studying the
U.S. disk market with an eye toward util-
ing the same methods and techniques.

Fremer has already set up ex-
tensive record-selling operations for
BASF’s “Silver Anniversary” Rou-
ette albums with dealers in Swe-

den, Norway, Finland and Den-
mark. The Roulette promotion in Sweden is handled by a “Roulette-
ator” who is the label’s version of World’s of Record-
burns albums.

Fremer, currently visiting the U.S., hopes to establish a broad scale promotion—built around one rep for each territory—to the Scandianovian countries.

In line with this, Fremer noted his label will place more emphasis on such all-out campaigns in the future. Roulette’s “Roulette Story” LP features elaborate packaging, with a special booklet and photo spread.

Scand. Exec

Tour TURN BACK THE CLOCK

Scand. Exec

Deejay-Dealer Team Brings Fresh Life to Dated Records

By BEN GREAVY

NEW YORK— Irving Rose, op-
erator of the Times Record Shop,
and a veteran of the jazz business, has
been brought in as co-owner to fill a
flux of old-timers and rock this to renewed prominence here.

Rose, who has been in the business for 13 years, is the brother of the late John Rose, one of the founders of the old Roulette Records.

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Sinatra Label Tag: ‘Reprise Records’

First Release Features Frank in Solo Album; Sammy Davis Jr. Slated Next

HOLLYWOOD — Frank Sinat- a’s new label will be called Reprise Records. The Billboard, Sinatra’s firm will start releasing produc- tics in early February (see Decem- ber 5) and December 12 issue. The label itself is in four colors and the company’s design is aimed at estab- lishing a unique identity for the firm.

The firm’s first album will fea- ture Sinatra and his duet with “Ring-a-Ding Ding,” deriving its name from an original tune com- posed for the album by Sammy Cahn and Jimmy Van Heusen. It was recorded last week at United Recording Studios with Johnny Mandel’s orchestra accompanied and Felix D’Aqui handling the artist and repertoire.

Originally, plans called for the initial release to include the above Sinatra album and a package fea- turing Sammy Davis Jr. Present thinking favors using the Sinatra album as a solo release, thereby allowing both distribu- tions to total efforts on the over- all album, which will be handled by the Davis package, and will include albums by other artists. The distribu- tions currently are under way with several artists to beef up the label’s roster.

Appointment of distributors is awaiting the naming of the firm’s national sales managers. This is ex- pected during the first week of January. Indications are the individ- ual has been chosen but is not present affiliated with another firm.

Once Sinatra’s Reprise Records starts rolling, the industry can ex- pect some interference from the established patterns. Sinat- ra has definite ideas as to the way he feels a label should oper- ate. For example, currently under consideration is the plan to release an album throughout the world on the same date. This has never been done in the record business. An- nex procedure has been to is- sue an album to the domestic mar- ket first, and then make it available to foreign markets several months after its U.S. release.

Sinatra feels that a record should reap increased sales impetus around the world if the same release date were used both here and abroad. Sales drive placed behind a given release, he feels, is bound to create interest in other lands but if the product is not available in those places, its po- tential benefits are lost.

Court Upholds Abruzzo Copyright Law Ruling

NEW YORK — The United States District Court for Connecticut on Thursday (12) upheld an earlier decision by Fed- eral Judge Albert C. Goar which has the effect of establishing the principle that no one will be pres- sing as a manufacturer within the purlview of the companies. The decision enables a publisher to sue for infringement not only the individual who takes steps ‘essential to manufacture, but a manufacturer within the intent and meaning of the Copyright statutes.’

The opinion continued, ‘Whether or not the separate action performed by each defendant contem- plates a different purpose, the two de- fendants acting in concert manufac- tured the infringing disks.’ A special master is now expected to compute the damages to which each of the defendants may be entitled.

New ASCAP Board Looks Like Old One

NEW YORK — The new board of the American Society of Com- posers, Authors and Publishers, to take office January 2 and to serve until March 31, 1963, will resemble closely the current outgoing board. Results of recent bal- loting for the posts have been certi- fied to ASCAP President, Stan- ley Adams, by election committee chairman, Dorothy Fields.

In the popular writer category, board members will include Stan- ley Adams, Howard Dietz, L. Wolfe Gilbert, Otto Harbach, Jimmy McHugh, Richard Rodgers, Arthur Schwartz, Nat Washington and Jack Yellen. Standard writers elec- ted are Paul Creston, Morton Gould and Don Taylor. All incum- bent writer members were re- turned to the Board.

In the publisher category, direc- tors named in the popular produc- tion category include: Louisa Bernstein, Shapiro-Bernstein; Jack Bregman, Seeburg Chas- 14, Conn; Irving Caesar, Irving Cas- mar Music; Max Dreyfus, Chapp- ell, Brown Goodman, Living- sion and Evans; Jack Mills, Milh Music; Edwin H. Morris, E. H. Morris; Maurice (Mickey) Scopp, Robbins, and Herman Starr, Harms. Standard publisher directors are Frank Conne of Carl Fischer; Ru- dolph Saul of G. Schirmer and Adolph Vogel of Elkan Vogel. Morris replaces Johnny Marks on the board.

Lengsfelder Back in U. S.

NEW YORK — Hans Lengsfelder, managing director of Reprise Re- cords, returned to the U.S. recently, after a 12-week tour through Por- tugal, Spain, Greece, Italy, Austria, Switzerland, France, the Scandi- navian countries, France and Eng- land. Lengsfelder was in Europe to make new recordings for the Reprise label, as well as to sign up new artists.

While in Europe, the Reprise chief set up arrangements with distri- butor and importers there, and the line is now set to be pressed or imported in most European na- tions. Along with his record activi- ties, Lengsfelder also engaged in business negotiations for his Pleasant Music firm, and acquired a number of new copyrights for the U.S. Pleasant Music is the subsidiary in the states of the Austrian firm, Ludwig Doblinger.

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 ele- ment which takes steps ‘essential to manufacture, is a manufacturer within the intent and meaning of the Copyright statute.”

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Copyrighted material
JACKIE WILSON
MY EMPTY ARMS
b/w
THE TEAR OF THE YEAR
55201

BRENDA LEE
EMOTIONS
b/w
I'M LEARNING ABOUT LOVE
31195

DECCA RECORDS
Kitty Wells

The Other Cheek
b/w
Fickle Fun
31192

Decca Records

Webb Pierce

Let Forgiveness In
b/w
There's More Pretty Girls Than One
31197

Decca Records
RED FOLEY
GEORGIA TOWN BLUES
b/w
THE END OF THE WORLD
31194

ERNEST TUBB
LITTLE OLE BAND OF GOLD
b/w
GIRL FROM ABILENE
31196

DECCA RECORDS
Beltone Ups
Own Label;
Stress R.B.B.

NEW YORK—Beltone Recording Corporation, prominent indie recording studio here, has opened its new own-label imprint, to be known as Beltone Records. The outfit will have headquarters at 1650 Broadway. The new label will be distributed by King Records, with King president Sid Nathan slated to serve as a member of the board.

The new label will concentrate heavily on rhythm and blues material which will have impact in the R&B market, according to conductor Joe Rene, will handle A&R for the label.

Beltone has been in existence as a recording facility for the past 14 years and has developed a large following in this field. It was Beltone, through its recording which worked with Design Records last year in implementing the devices which produced success in the record industry. Under the new set-up, Cale will become chairman of the board, with Ivy Greenbaum taking over Cohen’s former position as chief engineer at the studio. In addition, the board will also include Chubby Checker, president of Ansonia Records.

London's Disks
Made Available
To Diners' Club

HOLLYWOOD — London Records, long an outspoken foe of the disk clubs, has agreed to make its entire product available to the Diners' Club. The Bill-
ME GO UP? HELL NO! I JUST MADE A DEAL WITH CAPE CANAVERAL. THEY'RE USING OUR NEW RELEASES INSTEAD OF ROCKETS—THEY SAY THEY'LL SHOOT UP FASTER. THE HIGH FLIERS THAT ARE ZOOMING: "YOUR OTHER LOVE" BY THE FLAMINGOES, END 1081; "FLAMINGO EXPRESS" BY THE ROYALTONES, GOLDSIC 3011; AND "TEENAGE VOWS OF LOVE" BY THE DREAMERS, GOLDSIC 3015...WE'RE ALSO SHOOTING FOR THE MOON WITH "FORMULA OF LOVE" BY LITTLE ANTHONY AND THE IMPERIALS, END 1083.

END RECORDS 1650 BROADWAY NEW YORK, N.Y. GOLDSIC RECORDS
Who helps you to spot most of tomorrow's top 100 records in advance?

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

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

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

Cantinflas Stuck With Sticky Story

It's quite unlikely that "Pepe" will approach "Around the World in 80 Days" as a box-office draw, despite certain obvious similarities. George Sidney, who produced both, does a reprise on the use of numerous personalities playing themselves, some 35 of them being sprinkled throughout the film. Cantinflas, who charmed the entire world with his magnificent portrayal of Passepartout in the first film, has the title role in this one.

Unfortunately, the film lacks the freshness of "Around the World" and gets bogged down with a sticky Hollywood romance between Dan Dailey and Shirley Jones, with Cantinflas stuck with the role of the little man with the hopeless love and the illusion that the heroine loves him. Needless to say, he is disillusioned; however, in the end he finds happiness with his horse. For short order, this one has put few to shame with a theme that most adults thought went out when Hollywood began dumping its outdated product into TV.

Cantinflas is a genius and perhaps the brightest true comic in pictures today. He mixes comedy and tragedy in a manner reminiscent of Chaplin in his prime. Unfortunately, he gets too few opportunities to show his true talent in this three-hour film, mostly being bogged down in the recesses of the silly story, or playing the wide-eyed poodle rubbing elbows with big name stars. The latter, while they doubtless will help bring in customers, vary in quality considerably and few of their contributions prove sufficiently tasteful or truly entertaining.

Of the many performers, perhaps the most successful were Sammy Davis Jr., doing impressions; Bobby Darin singing "That's How It Went, All Right," and Debbie Reynolds dancing a comedy sequence with Cantinflas. Jimmy Durante in a comedy routine with the little Mexican star and Maurice Chevalier singing "September Song" were also among the better moments.

The picture's well-intentioned moral apparently is that the lovable little man of good will can win the love of everyone even if he winds up with a horse instead of his girl. This is hardly calculated to prove the most stimulating thought of the year. It's to be hoped that Cantinflas, hitherto an artist of superior taste, can revert to his former character in less elaborate and more honest efforts.

The Colpix soundtrack album should do a good business, however, on the strength of the nine names it includes from the film's full roster. At least a couple of singles also have been released so far, featuring the title song as rendered by Shirley Jones from the soundtrack and by Duane Eddy on Janie. The latter is already generating reports of action in several markets.

LEGIT REVIEW

Lucille Ball Tame in 'Wildcat'

The new Lucille Ball musical, "Wildcat," which opened at Broadway's Alvin Theater, December 35, drew mainly lukewarm-to-bad reviews from local critics, and by the time this reviewer caught it (December 22) the star was suffering from what sounded like a bad case of laryngitis.

Consequently, whatever radience and showmanship she displayed opening night was considerably dimmed. Since Miss Ball has repeatedly demonstrated on TV that she is a top performer with strong personal magnetism, it is difficult to understand how she allowed herself to be so badly miscast. The show is bad, direction untrained, costume unattractive, and characterization stereotyped.

The best thing about the show is the Carolin Leigh-Cy Coleman score, but even that isn't utilized to the best advantage. "Tell Hope," one of the top songs in the show and a natural for leading man Keith Andes' rich vocal talents, is handled instead by the male chorus. Miss Ball is seen and heard to best advantage on the bouncy "Hey Look Me Over" and "What Takes My Fancy." The latter number, though, is completely stolen by the standout performance of veteran musical comedy clown Don Altobini.

In spite of generally poor reviews, RCA Victor should do all right with the original cast album on the strength of Miss Ball's personal popularity and the show's score. The album could also come up with a couple of hit singles. Rosemary Clooney's waxing of "Hey Look Me Over" is getting plenty of play around the country, and "Tell Hope" by Slim Pickens has solid commercial potential.

Film Themes Link Trades

Continued from page 8

one Bennett's film score was too short (about 20 minutes) for an album, so no soundtrack LP was issued. However, UA has recently solicited so many requests for an LP as the result of the singles chart that a record producer is now planning to augment the soundtrack and bring out an album.

Among the forthcoming UA productions which have hit theme potential are Lana Turner's "By Love Possessed," for which Sammy Cahn is writing a special theme; "The Naked Edge," and the Gary Cooper-Debrah Farentz starer with score by William Alwyn. Also from Straiter's Essex Productions signed a $15 million pact with UA this month. His first film will star Dean Martin, Peter Lawford, Sam-

Another potent source of potential hit singles should be theme music featured in a $55 million Broadway production (including "By Love Possessed") set by the Mirisch Company in conjunction with UA (for 1961 and 1962). The Mirisch Company pro-

Movie themes on the charts this week include two versions of "Expo-

by Ferrante and Teicher (No. 2) and Mantovani (no. 79; "North of the Border") by Johnny Horton (No. 67; "Ballad of the Alamo," by Marty Robbins (No. 38); "Papa by Duane Eddy (no. 8); "Gloria's Theme from "Butterfield 8" by Adams Wade (No. 74); and "Ruby" (from an old Jennifer Jones movie) by Ray Charles (No. 32).
JOHNNY TILLOTSON'S
NEW RELEASE

JOHNNY TILLOTSON
JIMMY'S GIRL

CADENCE 1391
GERMAN Newsnotes

By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich


MERCURY PUSH
- Continued from page 3

ducted by Astal Doriati and features a full stereo effect with three orthophonic mics. "Vardi Rapiote" is the label's de luxe opera package, featuring the 25 best cuts from the 12 LPs conducted by Gianandrea Gavazzeni. Sinfonietta are Astal Krazi, Eelis Tippu, Ivan Vincel, and a chorus and orchestra of the Maggio Musicale Fiorentino.

MERCURY kicks off its new International Series with "The Toreador" operetta. Raimondu Neri conducts a band playing the "Piazzola, Mexico City's" hall in the International Series albums. Features its characteristic music by musicians of various countries.

In Mercury's regular (53-R) line the company has limited the edition of releases headed by the Platters, a vocal group in the "Cherries," Brock Kent, Golden Hits and Jazz Meets. The first will be presented in January featuring various marketing areas.

Belgian Newsnotes

By JAN TOERS
Juke Box Magazine, Mechelen, Belgium

PROMO PUSH: Steinem, Belgian publisher, released Johnny Tillotson's "Poetry in Motion" and "My Love's Alone." For the last, the company is pushing "All I Need to Stay in Love" with "It's Not Now or Never" number one on the hit parade. This is the first of 16 songs released by the label's record company, EMJ O. Still getting tremendous momentum, the label has a "Tiny hand with a Six" record on the charts.

NEW VOICE: New name on the Burclay label, Gillian Hill, 16 years old, already known in the French-speaking world in pictures, is included in the company's releases, alongside other artists. Two tunes from the label's "The Lovers' Make Love" in French.

PERSONALIZED: The well-known French producer, Camille Durand, who managed Connaisseur, was badly hurt in a car crash. Camille's wife, Mary, is currently playing the piano at the "Grotto du Piccin" in Paris. The band will be recorded by the label's new release, "La Ragazza n in Ventimiglia."

STILL ON TOP: In the music industry the "It's Now or Never" number one on the hit parade, "It's Not Now or Never" number one on the hit parade. This is the second of 16 songs released by the label's record company, EMJ O. Still getting tremendous momentum, the company has six "Tiny hands with a Six" records on the charts.

ROYALTIES: Associated to the Italian society of Authors and Editors, EMJ O, released a new hit song, "I'm a Man," written by Italian and foreign records of today and of the past. Record and instrument makers association of 10,000 members, including the 25 members of the company, is celebrating a full year. In addition to the EMJ O record, the company is releasing another 12 million juke plays.

FESTIVAL NEWS: With the ending of the new year, the German music industry is looking forward to the start of a new one. The company released a new hit, "It's Not Now or Never," written by Italian and foreign records of today and of the past. Record and instrument makers association of 10,000 members, including the 25 members of the company, is celebrating a full year. In addition to the EMJ O record, the company is releasing another 12 million juke plays.

ITALIAN Newsnotes

By SAMI STEINMAN
Piazza San Amedeo 1, Rome

MUSIC FAIR: An International Saloon of Music which will remain open from December 15 until December 16 at Permanents, the World Trade Center. In addition to the records provided by the British Council and one of Chopin's and the French Embassy, two music bars are available for guests to visit. Italian and foreign records of today and of the past. Record and instrument makers association of 10,000 members, including the 25 members of the company, is celebrating a full year. In addition to the EMJ O record, the company is releasing another 12 million juke plays.

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Columbia's 13% Sales Boost
- Continued from page 3

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VERSUS: The first of the Swiss Federal Radio which will be distributed in Italy is ready for sale. The company hopes that it will be seen and heard all over Italy, Modenico Madogalo, Giorgio da, Giorgio da, Torcchi, Sandy, the Torcche and the Morricone, are performing at the left RCA in Berlin with its own special concert program.

PERSONALIZED: Giorgio da, Giorgio da, Torcchi, Sandy, the Torcche and the Morricone, are performing at the left RCA in Berlin with its own special concert program.

Columbia Records in 1961 signed long-term deals with the Philadelphia Orchestra with Eugene Ormandy, the New York Philharmonic with Georg Solti, and the Liszt Academy of Music in Budapest. Lieberson also pointed out that Columbia had three of the top-selling albums of the year, "Bye Bye Birdie," "Irma La Douce" and "Canzoni." According to Lieberson, "Canzoni" has sold over 200,000 copies in sales in less than a month.

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD.

Columbia's 13% Sales Boost
- Continued from page 3

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when answering ads...

SAY YOU SAW IT IN THE BILLBOARD.
AND NOW...

Dot RECORDS presents

LAWRENCE WELK'S NEWEST SMASH ALBUM

CALCUTTA!

LAWRENCE WELK

CALCUTTA • SAILOR (Your Home Is The Sea) • BOMBAY APRIL IN PORTUGAL • CORRINE CORRINA • SAVE THE LAST DANCE FOR ME • RUBY • MAM'SELLE • PERFIDIA BLUE TANGO • MOUNTAIN KING • HUMORESQUE BOOGIE

DLP-3359

"THE NATION'S BEST SELLING RECORDS"
Postpone Allan Suit Against Tony Bellus

CHICAGO — A suit against Tony Bellus by his former co-manager, Jerry Allan, has been postponed by the court, pending Bellus’ release from the service.

Allan filed a second amended complaint in Cook County Circuit Court here, last week, seeking an accounting of funds from the collection of a $10,000 fee — playing rock and roll on the market for six different labels, has wrapped up plans for his own record company.

Following the hearing, the suit will be concluded.

New Redd Foxx release

LAFFARAMA


RED

FOXX

ALBUMS

HEAT

HOLIDAY

SALES

1960 CHART CHRISTMAS RECORDS

• NO 1 ROCKIN’ AROUND THE CHRISTMAS TREE
  BRENDA LEE (DECCA)

• NO 2 RUDOLPH THE RED-NOSED REINDEER
  PAUL ANKA (ABC)

CHIPMUNKS & DAVID SEVILLE (LIBERTY)

MELODEERS (STUDIO)

MY SINCERE THANKS TO EVERYONE

ST. NICHOLAS MUSIC INC.

1619 BROADWAY, N.Y.C.

CLGA ELECTS OFFICER SLATES

HOLLYWOOD—The Composers and Lyricists Guild of America elected the following as its officers on both Coasts: The Western slate was elected, including President Leslie Stevens, Second Vice-President Ira Berlin, Secretary-Treasurer Jerry Livingston, and special assistant to the president.

On the East Coast, Elie Slegensteiner was elected first vice-president, Bill Gott as third vice-president, and David Top as assistant secretary-treasurer, the post formerly held by Bart.

Fedderson in Ballroom Deal

HOLLYWOOD — Don Fedderson, the former broadcaster turned TV film producer, now will add ballroom operation to his multifaceted accomplishments when he acquires the going concern in the Hollywood Palladium. Negotiations have been under way between Fedderson and the present lessees, Southern California Enterprises, and papers are expected to be signed before the close of the first of the year.

Fedderson plans to continue operating the ballroom with the same staff it now employs, headed by Manager Sterling Way, and does not intend to make any changeable changes in its policies. The property itself is owned by The Los Angeles Times-Mirror Company.

Jingle Producers Form New Label

NEW YORK—FTP Records, a new label, has been formed here by Forei, Thomas and Pollock Associates, radio and TV jingle producer. Associated publishing firms will be FTP Music (ASCAP) and Roll-Your-Own Music (BMI). Jerry Field has been named president and general manager of all three firms.

Field has been associated with Cameo, Strand and other disk labels in sales promotion and advertisements. Already scheduled are a jazz LP and two children’s sets, from upcoming kids TV shows. Field announced that he is also looking for masters, artists and material, and will operate out of 1650 Broadway.

FieIsDesks Disks Teach Piano

NEW YORK — Pianist Irving Fields, with some two dozen LPs on the market for each of its eight different labels, has wrapped up plans for his own record company.

Following the hearing, the suit will be concluded.

Singer Denies FTC Charges

WASHINGTON — Stephen F. Singer, trading as Star-Crest Records, of Hollywood, has denied recent Federal Trade Commission charges that he uses false royalty claims and other deception to get fees from songwriters for recording their songs. Singer admits making the advertising claims challenged in the FTC complaint, but says they were made in a cost-cutting effort and “have assumed distorted meaning.” (The Billboard, November 23, 1960).

Singer also terms the FTC charges “vague and indefinite,” and asks dismissal. FTC merely repeats its earlier charges that the songwriters never actually collect royalties from Singer, that the recording talent is far from the “outstanding” type offered in Singer’s ads, and that his “Music of America” albums do not, as claimed, contain current hits. Singer has denied all allegations.

Copyrighted material
Start making it a
Happy New Year Now!
WITH
The Platters

IF I DIDN'T CARE
B/W
TRUE LOVER
71749

Celebrate the
New Year with
other new hits
from MERCURY

Before I Fall
In Love Again
CLYDE McPHATTER
71740

We Have Love
Dinah WASHINGTON
71744

Don't Read
The Letter
PATTI PAGE
71745

Guess Things
Happen That Way
JUNE VALLI
71750

Poor Me
JIVIN' GENE
71751

www.americanradiohistory.com
Fresh Life to Dated Records

Paper Does Disk Spread

COPENHAGEN — Politicians and business representatives have decided to publish an entire page of text and editorial in their December 18 edition of the Copenhagen paper. The big spread was headlined in two colors, "The New Order." The headline promised "An Hour of Music," "Plates of Christmas," and "Four Million Platters This Year.""}

Folk Showcase To Open in Philly

PHILADELPHIA — Flushed by the success of folk singers in selling records across the country, and in the local concert halls during the past year — growing bigger than we expected — Philadelphia is now ready to showcase folk talent. A showcase for folk talent will be opened here December 26. Dane Lisenba, who operates the popular Prenum Goldmine coffee house, has given out an invitation to all folk singers and musicians. He is also making arrangements to give a showcase for the room which will be open in the city for the remaining weeks of the year.

Victor Readies

Victor is issuing two new "Living Strings" sets on the Cafe Nova label. One features music of Hawaii, the other music from "Carnival." Other Camden sets spotlight the original cast recording of "Who You Were." Also issued are Frank Sinatra and His Sextet, Armande Trowijali, Frank Carl, Tommy Dorsey and his orchestra, and Frank Sinatra and Jo Stafford, George Beverly Shea, and Gerald and his orke.

Wayne Lashes

Wayne Lashes has a good word for his Band Box, "I believe the Band Box is a tremendous advantage to any radio station. It is a tremendous aid in getting the station's name out to the public and it is a good publicity tool. It is a good way to keep the station's name in the public's mind."}

MHz Makes Play It Cool

compact 33s will be issued by the batch Verve issued as part of its "Artists" 100th issue. These same discs have been made available for distribution for retail release. Other sides are due in the early part of 1961.

United Artists will issue six 33s in the early part of 1961, and it is anticipated that half of them will be of the jazz variety. Titles by Art Farmer and the Modern Jazz Quartet are to be included.

Both Columbia and RCA Victor are taking a cautious view of the compact 33s, as applied to jazz. John Hammond of Columbia feels it's too early to take a position. He feels that the industry as a whole must gear itself to the one speed. Victor has issued some big band jazz on 33s from the catalog, but has no plans for a special jazz singles program.

Another Reader-Advertiser Benefit of the

NEW BILLBOARD

Exclusively for the Music-Coin Industry

Later News, Reviews, Charts and Price Lists

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

Watch for the

NEW Billboard

Coming January 9
THANKS KNUZ, HOUSTON
FOR BREAKING THE BIG COMEDY ALBUM OF 1961!

THE HUMOROUS WORLD OF JUSTIN WILSON
AND TO STEVE PONCIO, UNITED RECORD DISTRIBUTORS
WHO HAS ALREADY SOLD
19,500 COPIES IN HOUSTON!!

Here's a big thanks to Radio Station KNUZ, Houston, who broke this new comedy album on our Ember Label and started the landslide of orders to Steve Poncio, our Houston distributor. He has sold 19,500 copies of THE HUMOROUS WORLD OF JUSTIN WILSON album since December 12th. Our thanks, too, to Rocky Rolfe of Pelican Distributors, who also is breaking the album real big in New Orleans with orders for 5,000. Frankly, we've been rushing to meet the demand and your distributor will have copies by the time you read this.

This is a different type of comedy album. You have to hear it to realize how funny it is. We're betting that air play on your local station will start the same excitement it did in Houston.

Justin Wilson will be the big comedy find of 1961. We're proud and grateful for the immediate reception to his first album.

Al Silver
EMBER RECORDS

THE HUMOROUS WORLD OF JUSTIN WILSON / EMBER LP 801 / SUGGESTED LIST $4.98

DEALERS: Order from your nearest Ember Distributor! • JOCKEYS: He has a copy for you!

ALBANY, NEW YORK
Data Dist. 1792 Broadway
ATLANTA, GA
Ska Dist. Co. 1320 Tallewood Drive, N.W.
BOSTON, MASS.
John Cotter 275 Commonwealth Ave.
BUFFALO, N.Y.
A & H Dist. 420 Washington Ave.
CHARLOTTE, N.C.
Sviron Stable Co. 2214 Maulhead
CHICAGO, III.
All Trade Dist. 1403 S. Michigan Avenue
CINCINNATI, OHIO
Cosnat Dist. 27 West 29th St.
Cleveland, OHIO
Cosnat Dist. 1320 W. 9th St.
DALLAS, TEXAS
General Trade Dist. 1227 Elm Street
DENVER, COLO.
Fong American Dist. 545 S. Santa Fe Dr.
DETROIT, MICH.
Brown Dist. 3731 Woodward Ave.
EAST HARTFORD, CONN.
Krupp Dist. 1377 East Avenue
EL PASO, TEXAS
M. B. Kreps 607 Park Avenue
FLORENCE, ALA.
S. B. Santa Fe St.
FORT WORTH, TEXAS
Great Falls, Mont. 302 E. St.
GREAT FALLS, MONT.
Royal Santa 304 E. St.
HOBOKEN, N.J.
Hoboken, N.J.
HOLLYWOOD, CALIF.
901 West Pico Blvd.
MARSHALL, TEXAS
Rocky Products Co. 1117 Union Ave.
MEMPHIS, TN.
Merle's Records 1043 Airways Blvd.
MICHIGAN CITY, IND.
West Pico Blvd.
MINNEAPOLIS, MINN.
Furniture Mart 1305 South 5th St.
MONTREAL, QUE.
Robert's Records 2657 Notre Dame Ave.
NEW ORLEANS, LA
Pelican Distributors 1217 Orleans Ave.
NEW YORK, N.Y.
Ember Dist. 301 West 40th St.
OKLAHOMA CITY, OKLA.
Garthand Bros. 2226 N. Broadway
OMAHA, NEBR.
Rocky Products Co. 3316 4th Street
PHILADELPHIA, PA.
Cosnat Dist. 1415 South 9th St.
PITTSBURGH, PA.
Cosnat Dist. 1475 West Street
PORTLAND, ORE.
Cosnat Dist. 2226 W. Burnside St.
SAN FRANCISCO, CALIF.
Ember Dist. 1135 Fulton
SEATTLE, WASH.
Ember Dist. 3711 2nd Ave. S.
SALT LAKE CITY, UTAH
Ember Dist. 1320 West 2nd St.
SANTA MONICA, CALIF.
Ember Dist. 1001 Fair Avenue
SOUTH BEND, IND.
Cosnat Dist. 1415 South 9th St.
TORONTO, CANADA
Ember Dist. 901 Granville St.
WASHINGTON, D.C.
Ember Dist. 901 Grand St.
WILMINGTON, DEL.
Ember Dist. 1001 Fair Avenue
WICHITA, KANSAS
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engulf the music business. The music business has been lamenting the low estate of competitive practices in music distribution, but until the subcom-
mittee's interest appeared, the Com-
mission was said to have done nothing. (Recent stories in The Billboard report increasing and continuing study of the economics of music busi-
ness practices by the agency.)

Here is how the popular music business looked to the subcom-
mittee as it reported in a probe: "Com-
plainits of corruption in the com-
pany, distribution, the sale of popu-
lar music..., printed a picture of a unique and colorful American in-
dustry of constantly growing eco-
omy that has been a direct beneficiary of the music business..."

CINCINNATI — Ruth Lyons, 33, a former model and TV actress, died Monday at 11:30 A.M. in the Children's Hospital of Cincinnati of a heart attack. Lyons had been in the hospital almost a month with a supposedly heart disease.

Lyons was born in Athens, Ohio. She was the daughter of Mrs. M. C. Lyons and the late Mr. Lyons.

Mr. Lyons will be buried in the family plot in Wilmington, Ohio.

NEW YORK — The Columbia Records Company has issued a new album of the music of Leonard Bernstein. The album, "Music for the Theatre," was recorded by the Philadelphia Orchestra conducted by Leopold Stokowski.

BERKELEY, Calif. — The record company said that it will release an album of the music of Leonard Bernstein, "Music for the Theatre," later this year.

The album is scheduled for release in the spring of 1960.

The Columbia album contains music from the following Bernstein works: "On the Town," "West Side Story," "The Age of Steam," and "Kaddish" (a movement from the large choral work "Kaddish"").

This is the first album of the music of Bernstein that has been recorded and released in the United States.

Among the composers whose music has been recorded and released in this country are: Aaron Copland, Charles Ives, George Gershwin, and Igor Stravinsky.

In addition to Bernstein, the Columbia album contains music from the following works: "West Side Story," "On the Town," "Kaddish," "The Age of Steam," and "Kaddish" (a movement from the large choral work "Kaddish"").

The album is available at record stores.

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NEW AUDIO PRODUCTS

Stereo With Your Coffee

A stereo coffee table has been introduced by the Dorrswell Electronics Company of Norman, Okla. The unit, which combines the usual table features with stereo capability, has a VM phonograph. It comes in blond, mahogany, or walnut finishes and sells for $239.

Tiny Tape From Japan

A compact-sized tape recorder from the Far East is Import Distributors of America, Cleveland. The unit is a transistorized model which may be used in a microphone, two-way telephone pickup, record plug and com- pound. The tape recorder has three speeds, a suggested list price of $129.95. Importers of the unit are MAN//(International Corporation of New York. This company is a division of Global Manufacturing Ltd., Tokyo.

Complete List of Components

A 151-page catalog has been issued by the Motorola Com- pany. It lists all of the major and subunit-type components. The listings include mechanical and electrical specifications, cross-reference charts and complete price list of the major parts used in the firm's television, receivers, home and car radios, and record changers dating back to 1949. The manual also lists the servicemen and technicians through local Motorola distributors.

Tape Plays Reel & Cartridge

A new tape recorder listed in Sears, Roebuck Christmas catalogue features a two-speed reel-to-reel or cartridge tape music. The new machine, which is marketed under the Sears Silveroice label, is of the RCA type; being either reel-to-reel or cartridge at any one of six speeds: two and three-quarter, or seven and one-half inches-per-second speeds. The machine is wholly electrical and is made by the Warwick Manufacturing Company, of which Sears is a controlling interest. The machine lists for $279.95.

Head Demagnetizer

Operating on AC current, the Radio Corporation of America has introduced a new tape head demagnetizer this past week. The unit is designed to sell at a suggested list price of $4.85.

Display Rack for Audio Accessories

The Audolox Manufacturing Company has announced the production of a display rack for the sale of audio-stereo accessories. The rack is said to be made upon less than four feet and contains accessories in the radio, phonograph, and music fields. It may be used for tape, record players, amplifiers, disk brushes and cleaners, and stylus gauges and microphones. The rack, which is made by the firm, a subsid of Telectronix, Inc., is Brownfield, Ill.

Phonotape on the Way

The Matthew Stuart Company of New York started a new line of magnetic recording tapes available from Phonotox tape recorder distributors. The new line is being marketed on television and radio, and is available in standard 150 foot, 300 foot, and 600 foot lengths. Phonotape 300 contains 300 feet of acetate base tape priced at a suggested list price of $1.05. The tape contains 120 feet per reel and this sells for $2.50. Both tapes are packaged in self-mailing boxes.

Transistor Radio Convertible

A new radio debited by the Grundig-Majestic Corporation is labeled as being convertible. The transistor set is titled the Miniglo and may be converted either into a portable or a table model. This is accomplished by the insertion of the small transistor set into a table-cabinet which has built-in-convertible speaker. The suggested list price of the set is $69.95.

Belden's Naming Keys Executive Expansion

FORT WAYNE, Ind.—Leading a string of new appointments in a reorganizing of executive personnel, the Belden Wire and Cable Company has announced that Jack S. Belden, former president and one of the original creators of the company, has been appointed marketing manager of its television, radio and phonograph division.

Belden's appointment is part of an organizational change which brings the executive level at Magnavox, Frank Frei- mann, president of Magnavox, has announced that James R. Ege, a former zone manager for the firm, has been elevated to the field sales management. Another RCA veteran, A. Robert Bugn, who was merchandising and radio phone product manager with Radio Corporation, has been tagged by Magnavox to take over the Bugn position of Magnavox manager of scientific products and marketing development of Magnavox. William H. Brown, Jr., has been named the new master of special- product. A former Bell and Howell public relations director, Paul Wagner, assumes that same post in Magnavox.

In explaining the new appoint- ments, Freemann noted that there could be no change in the firm's policy of restricted distribution. By expanding our executive line-up, we will create new sales opportunities within the existing policy. Freemann said.

Booklet Raps Cheap Buys

WASHINGTON — A booklet entitled "Plus Values" has been prepared and is being distributed by the Tube and Semiconductor Divisions of the Electronics Industries. The booklet will be distributed to some 30,000 elec- tronics dealers in the 1961 trade shows, and will feature the advantages of U.S.-made semiconduc- tors, semiconductors, and its distributors and facturers, it men- tioned that the electronics industry is not able to compete with the uncertainties of foreign transportation. It also notes the ready access American distributors and manufacturers have to the making of high-quality engineering and laboratory services.

Hoffman Sets Foreign Dept.

LOS ANGELES — Hoffman Electronics Corporation here has set up a new international trade department to help co-ordinate the firm's interest in the world market. This new department, under the new foreign trade section is Bruce L. Berghard, who before this new appointment was director of the company. His official title is Director of International Trade and he will report directly to H. Leslie Hoffman, president.

Personal

Bergman, recently active in the international area for Hoffman for some time, will be the department in setting up purchase and sales negotiations and making contracts with Asia, Latin America and Europe.

Disk Dealer Hikes Sales With Special Display Features

LONDON — One British rec- ord dealer has taken the con- tort to watch tape-top radio sales fall off to a trickle because of the advent of the Phonotape 300 of the Morris Radio Company, here. The firm is part of the same chain of events as occurs- red in the United States, said HRB. That includes the wide- wide broadcasting organiza- tion and the local radio stations of the once Indispensable "wire- less" that bought home over the air, particularly where small tape-top and portables were concerned.

Morris, however, is not con- cerned. Long the proprietor of one of London's largest record shops, he feels that the novelty of television would sell off soon, and that there is still plenty of ap- playing news over the radio waves every 15 minutes through most of the day would soon be missed by audio-visual viewers.

The shop worked exactly as Morris had prophesied. Within three weeks, two times, radio programme, tomorrow, twelve television viewers, pleased with some of the Phonotape 300, and eventually followed the American in with various programs rather than giving their sets another night.

Not Accidental

The name of the Phonotape shop was one of the first to build small radio sales back to post-television levels, whereas the Phonotape 300 crested its volume over the past three years was not merely a change in the popularity of television, however. Rather, it was the consolidation of extremely emer- geent merchandising methods plus the sort of leadership that a British American dealer would be proud to use.

The Morris shop was the first in London to use mass displays made up of one brand of tape-top radio. For example, when each Phonotape 300 contained 300 feet of acetate base tape priced at a suggested list price of $1.05. This tape contains 120 feet per reel and this sells for $2.50. Both tapes are packaged in self-mailing boxes.

Service Essential For Stereo Sales

BY ROBERT LATIMER

Bill and Manny Greenberg's brother partners in the Greenberg's Limited TV-Apparils in Denver, are sure to get along well with stereo phonograph profits.

Over-all store volume for July of this year was just about the same as in July of last year, and gross sales for the same month were only $1,000 less than the previous De- cember top. In both months, the clerks are trained directly to stereo phonographs, which, to date, are several times what the brokers expected when they first entered the field.

Service the Key

TV specialists for the past 10 years, the Greenbergs stayed out of stereo phonographs until two years ago, when Bill Greenberg moved a few television sets out in his store. He had a dozen moderately priced consoles along the side of the store. Within a month the first four had sold, nothing at all to stereo phonographs.

"Right away I noticed something," Bill Greenberg said, "which was that the fact that every customer who pays any attention at all to the stereo departments in most of the sets, take a look at our big service department, completely exposed as it is and then only, begin trudging with the tickets in hand, to ask the first question they would ask, no, whether they need any quire repair on service on any of the stereo phonographs. When the Greenbergs stayed out of stereo phonographs for a while the customer was a lot more likely to reach for his wallet.

Since then, service has been the key to a stereo phonograph volume of over $4,000 a month which the store has listed an adjoining shop and converted to a separate stereo showroom—as well as added to the selling of televisions. It is a that service is what brings the customer in, while care in selecting lines and pricing is "what keeps the sets selling" as the Greenberg brothers say.

As television retailers, the broth- er-have developed a double ari- era which each of the sets added to the inventory had to match. Every set had to be salable, the the American price range which the similarly merchanise surrounding areas would support. As a result the brothers have contracted nine brands which fit those stipula- tions and has been prorating all.

"We don't use gimmicks, we (Continued on page 29)
Credit Selling Can Increase Business

By ROBERT SCOTT

Selling almost anything on credit is considered good business. If you don't now offer customers credit plans for buying records, scenery, or phonographs, it would be worthwhile to investigate some of the credit plans available.

Charge Plans

There are several ways of extending credit to your customers through floor and display plans.

on 20, Fox

ALL YOU HEAR IS BEAUTY

Audio Books Sold!

Three Series
Religious
Great Literature
Children's

Great Literature in High-Fidelity

Audio Book Company
St. Joseph, Michigan

STORAGE-TESSED POINTERS FOR DEALERS

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MUSIC AS WRITTEN

New York
MANUFACTURER NEWS: Columbia Records has signed a number of VOCALISTS, both new and old. Faded recording star Muriel Grand, the 60-year-old member of the Original Dixieland Jazz Band, has joined the roster. According to the label, she was discovered by Columbia's President, Victor S. Grunder, during a recent visit to his mother's, suburban jazz spot, to play Tuesday thru Saturday nights on an engagement engagement.... Tony Richard Gordon, who for years worked in and out of the recording industry, has joined the staff of Columbia Records in New York.

Myers Music chief, Jimmy Myers, entertained Enrique Llobendler of Brazil and Peter Meisel of Germany recently. Llobendler, who booked the Myers Music spot in Berlin, Germany, for the new FTF records combine has appointed Jerry Field as general manager. Field is the new president of the firm. These and other things are just for the Herald-Examiner diskette which reports 10,000 copies of the new "Christmas Chorale" being sold in radio stations in various parts of the country. Similar kind of opinion at Valnor Records over KENOSHA, Jan. 21.

... TOP TUNES: The Robert Shaw Chorale starts a national tour at Pennsylvania State College, January 8. This follows their recent concerts in New York and Chicago.... Miles Davis has purchased the Jazz Club nightspot in Greensville, Va.... The Sahara in Las Vegas has signed Johnny Mathis for a month starting January 3.... Par Stanley has been signed to a multiple picture pact by Paramount. First flick is Jerry Lewis' "The Ladies Man." Metronome Magazine has joined with Grossinger's to present a College Jazz Band Competition at the Upper Newport Bay Club, San Bruno, July 23. Villagers' Art D'LaFog, Buin Street owner Ralph Watkins, Deep Jazz Ltd, and the magazine's editor Dave Solomon will judge.... Jerry Weintraub has directed Enterprise personal management firm. Jack Mort.

... Music Source has signed Howard Crawford, owner of the Crawford Award Records as assistant to Eunice Light. He will announce his new plans at Black Maria in New York. He has been the manager's post as man manager in the East for United Stereo Tapes, the Ampex subsidiary. He has several offers pending on which he will announce his new plans at Black Maria. The CBS radio and the Coast last week to confer with Verve execs Norman Graan and Jeffery Swann. There is talk of a new Max, M-G-M ploy, joined for the Coast for the talks. Rob Benowicz

Chicago
MANUFACTURER NEWS: Kenny Myers, Mercury sales rep, named as a member of the Bob Swanson Radio Council last week. Carl Cain, salesman for Zambotki Distributors, Baltimore, walked off with top honors—a new Mercury (auto not record). The award was in line with the firm's policy of recognizing winners of colored television sets were: Abe Chayet, Jackson Heights, Ill.; John and Edward Leach, Arnold Co., Chicago, and Richard M. Davis, Galloway, Ohio. Winners of portable television sets were: Lew Krause, Philadelphia; Gerald M. Alpert, Los Angeles; and Frank Buceta, Buffalo, N.Y.

... Riverside Records is sponsoring a bowling team in the Daddy-O-Daze Fun Bowling League, meeting every Sunday afternoon at South Shore Recreations. Also Bess, Riverside, is captain of the team that includes Johnny Pete, Autumn, and Arnold Brown. They are active in the Riverside scene with Richard McCann, public relations man. Last week, the bowlers made up some 300 Christmas baskets for distribution to needy families in Chicago. Olga Bloch, secretary here, is packaging the tapes of the "Chicago on the Line" radio program in the Riverside office for Weber and Elliott Yarns. The show is devoted to in-depth interviews with record personalities and is being aired from Chicago and several surrounding towns. There will be five tapes, with five stations under the name of Star Interviews. ... Jerry Allen, owner of the Chicago Amateur Records Publishing Enterprises, was in town last week to confer with advisors regarding his management suit against Tony Belue. With fellows in the Army, the case has been placed on the service men's calendar.

... Al Williams, of the banding "Step-brothers," is starting his own firm here to develop, manage, and package talent for night clubs, television, recording and industrial conventions. He will start with the Help Cirl Irving, producer and choreographer; Eddy Smith, Rehearsal Center, and George Jack, audio engineer. The firm will work with local bookers. ... Harold Harris Tru, managed by Al Williams, opens at the Playboy, Thursday (25).... Playboy also opens its new room, Frank's Penthouse (after its home at the same name) on New Year's Eve. The room is on the top floor of the new building at 1602 N. Clark Street. Talents will include Robert E. Grant, the Edmond Sisters, Paul Dooley and Bertie Reading.

Miles Davis open at the Cloister tonight (26). ... Nelson Dime, of the nightclub singing star at the Swing Base, brings his 14-piece group into the Sutherland Hotel Lounge January 12. Davis opens at the club, 2 weeks, at Burbank.... The Fat Belly is the name of a new club devoted to jazz music, expected to open at 323 North State street, Chicago.... The Cloister is stated to open the spot. Nick Biro

Cincinnati
TALENT TATLES: Bart Farber, musical director for the Metro's "Musical" series, is portrayed to hear the famed radio director (once a Cincinnati radio ear of a holiday visit with friends and relatives). The Modern Jazz Orchestrists, who in a recent contest here wound up at repeat as winners at the Metro, have moved to Cincinnati. They will make an appearance at Mother's, suburban jazz spot, to play Tuesday thru Saturday nights on an engagement engagement.... Tenor Richard Gordon, who for years worked in and out of the recording industry under the management of Dave O'Malley, is now in the public relations office of the Channel O'Malley (Continued on page 22)

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

VOX JOY

By June Bundy

DEEZIES LIKE BUFFALOES! Best-selling album comedien Bob Beals of "Bumper Sticker" fame and "Last Chance for Gary Owen" has been a "Buffalo," according to a recent article in Billboard. "The novelty — a spoof on radio commercials, etc., was once a pitchman for Buffalo Bill and his half paint now he's a newscaster!" A disk-jockey, like the buffalo, who once wore a white face and a red hat, now wears a white face and a red hat! Count the numbers (the buffalo roamed the plains, not the disk-jockey) is a vanishing breed.

"The more astute disk jockeys, reading the writing on the wall, have turned their broadcasting studio for the more lucrative field of real estate, used car sales, paper routes or rental libraries. Among these more astute souls is a friend of mine in Chicago, who has been involved in the movie business for over 10 years. He has now sold two real estate libraries, in a field which will, I believe, prove more lucrative than used car sales. I don't know this..."

DEEJAY-COP: Policeman George Thomas co-enseuses a weekly Saturday night (10 to 11 p.m.) "Teen-Age Canteen" show on WTVT, Superstar, St. Louis, the 16-year veteran of the local police department. Thomas started his "Teen-Age Canteen" a year and a half ago in St. Louis and Buffalo. The club is open to kids between 14 to 18 on Friday and Saturday nights from 7 to 11 p.m. and on Sundays from 6 to 11 p.m. Dr. Ted Herger of WTVT deejay Jim Fried as co-enzyme, originates from the club.

Thomas devotes practically all his off-duty time to the youth center activities and is a member of the school board. The program is wired with several speakers, and records are played constantly (from a huge juke box) for dancing. A live combo is also featured regulars, a "world music" band with a wide range of interest in the country, offering a great deal of young adult interest in the country, offering a great deal of the country.

CHANGE OF THEM: Ted Work has rejoined WWDC, Washington, as music director, replacing Joe O'Neill, who assumes the position of assistant music director. Joe A. Grady, former operations manager at WWWM, Philadelphia, will be named special managers at WWWM, Philadelphia, and WWWM, Baltimore, and WWWM, Columbus, Ohio, has been named program manager of WWRR-TC, Cincinnati.

Jack McDonald, a deejay for the past nine years in Boston, has joined WGBS, Miami, in the all-night slot. The station, notes McDonald, "has just gone independent and is exploring on the stronger craft promotion campaign that Florida has ever seen." ... Dick Stedman, ex-program director at KVO, Colorado Springs, Col., has returned to KSR, Liberal, Kan., as program chief. The Kansas outlet 's director,已經 become convinced of the unique kasu business to sponsor the hour-long program, which makes WTVT the only radio station in the country with a policeman as a time salesman, liberal efficiency.

TEXAS: Rex Miller has left KILT, Houston, to join WQXN, Atlanta.... Jerry Rice has taken over host duties on Coca-Cola's "Hi-Fi Club" on KNXU, Houston, 6:30 p.m., all weekends. Station, notes Rice, "keeps going. ... Bill Reis, former WZTV, Nashville, will host a new show, "Homeowners Protective League," on that outlet at 2:10 p.m. Dusta deejays contributed their services for the fourth consecutive year to the Salvation Army Christmas Kettle Campaign. The Campbell deejays, led by Dallas, "launched "Day Weave" at the Salvation Army Christmas Kettle House last week, and both Slater and Tom Perry, another WQXN deejay, worked the Salvation Army welfare offices, he added. His duties will be distributed among various members of the WQXN program department.

Station KAPI, Pueblo, Colo., is revamping its programming —sweeping out the ancient-bannting music format and adding a Spanish operation, effective January 1. ... The Broadcasters' News, is putting together a new line of programs, "The New California," designed to foster and promote the welfare of persons in need of assistance who are not child or engaged in working the field of radio broadcasting, for 20 years... to broadcast for 10 years or more, and to assist them in time of illness, emergency, or financial need."
MUSIC AS WRITTEN

CONTINUED FROM PAGE 21

Life Insurance Company, Phoenix, Ariz. Gordon, who has been heard on the Airplane Band, of the Chicago, St. Louis Municipal and St. Paul operas and for many years appeared the national network.

Musical trade members and displays from a four-state area gathered at the home of Syd Nathan, King Records president. There was an all-night (18 hour) Beau-Jonesbo-

muse party which attracted some 150 strong. The Mc-Geary-Donnelly show of the four states is a popular venture for a new situation comedy series. Written around the singing sisters, the new show will be interspersed with a librettist's episode. Donnelly will be the musical director, while Farber, a local artist by way of Brooklyn.

Hollywood

TALENT TOPICS: Stuart Woodruff, Warner Bros. Records former West Coast operations manager, was pre-

miered as an independent District Manager in California. He will headquartered in New York, handling labels and promotions.

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THE TEEN-AGE SINGING SENSATION OF '61!
Columbia's dynamic new discovery,
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Singing
POOR LITTLE GIRL c/w STRANGER
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Boston (Jan. 3-4) Detroit (Jan. 12-14)
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TWILIGHT TIME, THE THREE SUNS

HENRY MANCINI SHOWCASE

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THE STUNNING TWILIGHT TIME, THE THREE SUNS

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Neil Sedaka

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PLUS—LPC-100 ARTE SHAW: THE KING OF THE CLARINET • LPC-102 TOMMY DORSEY ORIGINS • LPC-103 SONS OF THE PIONEERS: TUMBLING TUMBLEWEEDS • LPC-105 FRANKIE CARLE: GOLDEN TOUCH • LPC-113 JEANETTE MACDONALD AND NELSON EDDY FAVORITES • LPC-114 BIG HITS BY PRADO • LPC-115 EDDY ARNOLD SINGS THEM AGAIN • LPC-116 HANK LOCKLIN'S GREATEST HITS • LPC-119 BUDDY MORROW: NIGHT TRAIN

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### MONO ACTION ALBUMS

<table>
<thead>
<tr>
<th>#</th>
<th>Last Week</th>
<th>Week</th>
<th>Title, Artist, and Label</th>
<th>Weeks on Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>16</td>
<td>16</td>
<td>MACK THE KNIFE—ELLA IN BERLIN</td>
<td>16 weeks</td>
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<tr>
<td>2</td>
<td>17</td>
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<td>STRINGS IN THE BATHROOM</td>
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<tr>
<td>3</td>
<td>20</td>
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<td>SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. III</td>
<td>20 weeks</td>
</tr>
<tr>
<td>4</td>
<td>21</td>
<td>21</td>
<td>THIS IS BRENDA</td>
<td>21 weeks</td>
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<tr>
<td>5</td>
<td>22</td>
<td>22</td>
<td>SAY IT WITH MUSIC</td>
<td>22 weeks</td>
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<tr>
<td>6</td>
<td>23</td>
<td>23</td>
<td>EDGE OF SHELLY BERNAN</td>
<td>23 weeks</td>
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<tr>
<td>7</td>
<td>24</td>
<td>24</td>
<td>STUDIO ORCHESTRA</td>
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<td>8</td>
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<td>25</td>
<td>WEST SIDE STORY</td>
<td>25 weeks</td>
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<tr>
<td>9</td>
<td>26</td>
<td>26</td>
<td>JANIS AT THE COPA</td>
<td>26 weeks</td>
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<tr>
<td>10</td>
<td>27</td>
<td>27</td>
<td>GENIUS HITS THE ROAD</td>
<td>27 weeks</td>
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<tr>
<td>11</td>
<td>28</td>
<td>28</td>
<td>PAUL ANKA SINGS HIS BIGGEST HITS</td>
<td>28 weeks</td>
</tr>
<tr>
<td>12</td>
<td>29</td>
<td>29</td>
<td>SOLD OUT</td>
<td>29 weeks</td>
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### ESSENTIAL INVENTORY (MONO ALBUMS)

<table>
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<tr>
<td>1</td>
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<td>THE SONG OF MUSIC, Original Cast, Columbia 1954</td>
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<td>2</td>
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<td>INSIDE SHELLY BERNAN, Volume 5000</td>
<td>52 weeks</td>
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<td>ENCORES OF GOLDEN HITS, Platinum, Mercury MG 20472</td>
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<td>JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia 1153</td>
<td>39 weeks</td>
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<td>5</td>
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<td>BELLYFILL AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6066</td>
<td>36 weeks</td>
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<tr>
<td>6</td>
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<td>SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. III</td>
<td>34 weeks</td>
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<td>7</td>
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<td>MY FAIR LADY, Original Cast, Columbia CL 5690</td>
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<td>SIXTIES SING WITH MITCH, Mitch Miller, Columbia CL 1160</td>
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<td>SOUTH PACIFIC, Original Cast, RCA OP 4160</td>
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<td>FROM THE MIRVLE Bumin Trio, Capitol T 1407</td>
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<td>11</td>
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<td>ITALIAN FAVORITES, Connie Francis, MGM EM 3791</td>
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<tr>
<td>12</td>
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<td>STEREO KNOCKERS, Billy Vaughn, Capitol CL 1120</td>
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<td>BONGOS, PAUL ANKA, RCA Victor EM 3791</td>
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<td>14</td>
<td>ESSENTIAL ENCRUDES, Week 1, Marnovi, London LL 1700</td>
<td>12 weeks</td>
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### STEREO ACTION ALBUMS

<table>
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<td>LAST DATE</td>
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<td>WILD IS LOVE</td>
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<td>CHAIRSHOW: 1821 OVERVIEW</td>
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<td>4</td>
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<td>CAN CAN</td>
<td>21 weeks</td>
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<td>BEARS CONCERTO</td>
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<td>JAILOUSY</td>
<td>23 weeks</td>
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<tr>
<td>7</td>
<td>24</td>
<td>24</td>
<td>MUSIC FROM EXODUS, AND OTHER GREAT THEMES</td>
<td>24 weeks</td>
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<tr>
<td>8</td>
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<td>25</td>
<td>THEME FROM &quot;THE SUNDOWNERS&quot;</td>
<td>25 weeks</td>
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<tr>
<td>9</td>
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<td>26</td>
<td>WEST SIDE STORY</td>
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<tr>
<td>10</td>
<td>27</td>
<td>27</td>
<td>GRAND CANYON SUITE</td>
<td>27 weeks</td>
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<tr>
<td>11</td>
<td>28</td>
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<td>WHITE SATIN</td>
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### ESSENTIAL INVENTORY (STEREO ALBUMS)

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<td>PERSUASIVE PERCUSSION, Volume 1, Terry Snyder</td>
<td>1 weeks</td>
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<td>SOUND OF MUSIC, Original Cast, Columbia LSO 2700</td>
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<td>SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032</td>
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<td>PERSUASIVE PERCUSSION, Volume 1, Terry Snyder</td>
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<td>ESSENTIAL ENCRUDES, Week 1, Marnovi, London LL 1700</td>
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<td>FROTH ENCRUDES, Week 1, Marnovi, London LL 1700</td>
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<td>WILD IS LOVE</td>
<td>7 weeks</td>
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<td>CHAIRSHOW: 1821 OVERVIEW</td>
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<td>CAN CAN</td>
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<td>BEARS CONCERTO</td>
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<td>JAILOUSY</td>
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<td>MUSIC FROM EXODUS, AND OTHER GREAT THEMES</td>
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<td>13</td>
<td>THEME FROM &quot;THE SUNDOWNERS&quot;</td>
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<td>WEST SIDE STORY</td>
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<td>15</td>
<td>GRAND CANYON SUITE</td>
<td>15 weeks</td>
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<tr>
<td>16</td>
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<td>16</td>
<td>WHITE SATIN</td>
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<td>17</td>
<td>BYE BYE BIRDS</td>
<td>17 weeks</td>
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<tr>
<td>18</td>
<td>18</td>
<td>18</td>
<td>ITALIAN FAVORITES</td>
<td>18 weeks</td>
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</tbody>
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For more information, visit www.americanradiohistory.com
MONOPHONIC CLASSICAL ALBUMS
1. ROGERS: VICTORY AT SEA, VOL. 1
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1
   Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. ANDREWS SISTERS: SOMETHING FOR THE LADIES
   Andrews Sisters, Orchestra, RCA Victor LM 6088
4. 1960 YEARS OF SONG HITS, VOL. 2...
   Assorted Artists, RCA Victor LM 6088
5. TCHAIKOVSKY: 1812 OVERTURE: CARAMELA ITALIAN
   Minneapolis Symphony Orchestra (Ormandy), Mercury GS 59054
6. BRAHMS: SECOND PIANO CONCERTO
   Switlovich Richter, RCA Victor LM 2466
7. GROFE: GRAND CANYON SUITE...
   Morton Gould, RCA Victor LM 2433
8. SIXTY YEARS OF SONG HITS, VOL. 1...
   Assorted Artists, RCA Victor LM 6074
9. THE LORD'S PRAYER...
   The Mormon Tabernacle Choir (Condie), Columbia ML 3836
10. LANZA SINGS CARUSO—Caruso Favorites
    Mario Lanza-Enrico Caruso, RCA Victor LM 2293

STEREOPHONIC CLASSICAL ALBUMS
1. TCHAIKOVSKY: PIANO CONCERTO NO. 1
   Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LCS 2252
2. GROFE: GRAND CANYON SUITE...
   Morton Gould, RCA Victor LCS 2433
3. LANZA SINGS CARUSO—Caruso Favorites
   Mario Lanza-Enrico Caruso, RCA Victor LCS 2293
4. ANDREWS SISTERS: SOMETHING FOR THE LADIES
   Andrews Sisters, Orchestra, RCA Victor LCS 6088
5. TCHAIKOVSKY: 1812 OVERTURE: CARAMELA ITALIAN
   Minneapolis Symphony Orchestra (Ormandy), Mercury GS 59054
6. RACHMANNOFF: PIANO CONCERTO NO. 3
   Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LCS 2335
7. BRAHMS: SECOND PIANO CONCERTO...
   Switlovich Richter, RCA Victor LCS 2466
8. THE LORD'S PRAYER...
   The Mormon Tabernacle Choir (Condie), Columbia ML 3836
9. ROGERS: VICTORY AT SEA, VOL. 1
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LCS 2235
10. SCHUMANN: CONCERTO IN A MINOR...
    Van Cliburn, RCA Victor LCS 2255

REVIEWS OF THIS WEEK’S LPs

(Monophonic)
1. 101 Years of Familiar Songs
   101 Strings...
   Stereo fidelity 2 RS
2. Soul of Spain, Vol. 1
   101 Strings...
   Stereo fidelity SF 6000
3. 101 Strings Play the Blues...
   Stereo fidelity SF 5300
4. Bob Ted Frank Castiedrich Richmond M 30078
5. Silver Screen
   101 Strings...
   Stereo fidelity SF 7000
6. Concerto Under the Stars
   101 Strings...
   Stereo fidelity SF 6700
7. Soul of Spain, Vol. 2
   101 Strings...
   Stereo fidelity SF 9900
8. Symphony for Lovers
   101 Strings...
   Stereo fidelity SF 4500
9. Pop of Soul
   101 Strings...
   Stereo fidelity SF 1120
10. The Music Man
    Various Artists...
    Lionel L 70091

(Pop)
1. Bob Ted
   Frank Castiedrich Richmond M 20078
2. Soul of Spain, Vol. 1
   101 Strings...
   Somerset P 6000
3. 101 Years of Familiar Songs
   101 Strings...
   Somerset 2 RS
4. You Do Something to Me No
   Mario Lanza...
   RCA Camden CAL 450
5. 101 Strings Play the Blues
   Somerset P 5800
6. Silver Screen
   101 Strings...
   Somerset P 7000
7. Concerto Under the Stars
   101 Strings...
   Somerset P 6700
8. Good claymores Reducing
   Off the Record...
   Somerset 7 143
9. John McCormack Sings Irish Songs
   RCA Camden CAL 407
10. Soul of Spain, Vol. 2
    101 Strings...
    Somerset P 9900

STHELPHONIC MOVIE PICTURE THEMES
Various Artists, United Artists UAS 3122, (Stereo & Monaural)—The Ferrante and Teicher versions of the theme from "Loose Ends" and "The Apostate" are featured in the collection. It should draw a good response, since they are the most popular theme versions collected here. The novelty item is "Never on Sunday," "The Magnificent Seven," "The Alamo," and "I Want to Live," "On the Beach," "Some Like It Hot," and a dozen others. Most are direct sound track products. Quality on all is excellent.

SPECIAL MERIT SPOTLIGHTS

The following albums have been picked out on the basis of their excellence in their various categories.

ITALIAN SONGS AND DANCES—Various Groups, MSL

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**Reviews and Ratings of New Albums**

**POP LP's**

- **STRONG SALES POTENTIAL**

**POPULAR**

- THE HOLLYWOOD ARGILES—"The Great American Song Book," featuring Tony Pastor (formerly Flip of Skip and Flip) and in fine exclusive vocal form to a group of bouncy Latin numbers, including their big hit single, "After Days." "Holly Golly," and "Vetver Vat." Commercial was with strong appeal for season.

- THE DON SHIRLEY TRIO—Covers C.P. C.G.—An interesting instrumented performance by the trio, made up of piano, cello and Paul in. In fact, the moving band, "Water Boy," is a thriller from the opening notes. Other selections are "Where's My Ben?" "Bliss Blues," "To a Moonlight Motherboard." There are just 104 sides and just the same for their appeal for season.

**JAZZ LP's**

- **STRONG SALES POTENTIAL**

**JAZZ**

- THE DICK LAKE & DR. SINGERS—"Holly On My Mind," the first of the season's hits, and a hit they have to the one of jazzy orchestra. This difference comes in the style of reproduction, which follows some Brown sets, which features authentic music of a hit kind. If it's a hit, they'll keep it. "I Don't Care," "Bebop Boat," and "Danish Dream," among others, are with strong appeal for season.

**SOUND**

- **STRONG SALES POTENTIAL**

**SOUND EFFECTS IN STEREO, VOLUME 4**

- Audio Fiddlers—"Sons & Nephews"—Here's something different for the housewife, who is looking for a good record to give to a child as Christmas gift. The album contains 104 sides of music, which is a hit number. The program contains a broad selection of music, including "Water Boy," "Bliss Blues," and "To a Moonlight Motherboard." There arejust 104 sides and just the same for their appeal for season.

**SACRED**

- **MODERATE SALES POTENTIAL**

**SACRED**

- "GOD IS MY SHEPHERD"—Harmonica Quartet, Skilful H.F.D., 1957—Even though this label is owned jointly by the Blackwood Brothers and the Stamps, other popular groups are also featured on this record. The album contains 104 sides of music, which is a hit number. The program contains a broad selection of music, including "Water Boy," "Bliss Blues," and "To a Moonlight Motherboard." There arejust 104 sides and just the same for their appeal for season.

**CHILDREN'S**

- **MODERATE SALES POTENTIAL**

**CHILDREN'S**

- "VOICE ROOM—NURSERY SONGS AND GAMES"—Harmonic Record Company, 1957—This album contains 104 sides of music, which is a hit number. The program contains a broad selection of music, including "Water Boy," "Bliss Blues," and "To a Moonlight Motherboard." There arejust 104 sides and just the same for their appeal for season.

**POP LP's**

- **MODERATE SALES POTENTIAL**

**POPULAR**

- AT THE WHIFF FLOOR—Dick and Kit Story, 60th Floor S.S. 941—This new label introduces a new style of music in the Hope--Dick and Kit. Their approach is very much in the tradition of other Hope--Dick and Kit, but this album contains 104 sides of music, which is a hit number. The program contains a broad selection of music, including "Water Boy," "Bliss Blues," and "To a Moonlight Motherboard." There arejust 104 sides and just the same for their appeal for season.

**POLISH RADIO**

- ENTERTAINS YOU—Polish Radio Orchestra, Bronze B.W. 901—A bit of a new touch for Brondwy is this recording by various of the Polish State Orchestra. This difference comes in the style of reproduction, which follows some Brown sets, which features authentic music of a hit kind. If it's a hit, they'll keep it. "I Don't Care," "Bebop Boat," and "Danish Dream," among others, are with strong appeal for season.

---

**America's Best Loved Folk Singers!**

**THE WEAVERS**

- At Carnegie Hall, Vol. 1—VHS 9018
- At Carnegie Hall, Vol. 2—VHS 9019
- At Carnegie Hall, Vol. 3—VHS 9021 & VHS 9025
- **NEW UNIQUE**
- **SOUND EFFECTS RECORD**
- **NHM 5006**

**A VANGUARD records**

**AUDIOPHILE**

- **NEW UNIQUE**
- **SOUND EFFECTS RECORD**
- **NHM 5006**

**101 Strings**

- **The World's First**
- **Stereo-Scoring Orchestra**

**35-345**

- **THE MODERN JAZZ QUARTET**
- **album that created such a great sensation in the musical world in 1960!**

**Other LP's by The Modern Jazz Quartet**

- 1325 Pyramidal
- 1299 The MUS at Music Inn, Vol. II
- 1284 One More Knows
- **1211 Fanfare**

---

**Atlantic records**

- **NEW UNIQUE**
- **SOUND EFFECTS RECORD**
- **NHM 5006**

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**December 26, 1960**

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**(Continued on page 9)**
In her return to Broadway, Lucille Ball has really struck oil! "Wildcat," with bright new songs by Cy Coleman and Carolyn Leigh, is a solid smash. The melodies and madness flow freely from overture to finale...and it's all here in this new album. Call now! Another great Original Cast Recording. In Living Stereo and Monaural Hi-Fi on... RCA Victor

"Don't just sit there... order now!"
SCORING!
(Europe’s biggest hit in 20 years hits in U. S.)

milord
Edith Piaf 4493

SOARING!
(On every popular and C&W chart)

wings of a dove
Ferlin Husky 4406

SHOWING!
(Looks like another chart buster for Jeanne)

oh, how I miss you tonight
Jeanne Black 4492
GREAT TO (Stereo)

DECEMBER years.

Church LET'S SING during fine MUSIC.

ABC-CLUB to Kansas.

Shelton with the set and saxophones during the.

of Bos. "Around Shoulder." (W.)

Easemäe.

"Around South." 

Her Majesty,叙述 the叙述 of the "North Pole". Miss Shelton has a collection of the "North Pole."  

SPIRITUAL ✯✯✯

"THE CHURCH ROLL ON THE Bible Way Church of God, King."

Performance. In the annual Performance.  

INTERNATIONAL ✯✯✯

"FATIGUES." The "Oklahoma." The "Swiss." The "Swiss."  

CHILDREN ✯✯✯


LIMITED SALES POTENTIAL

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

POPULAR

JUVENTA

Jovita Chais with Carol Wright and his Orchestra. GNP 3111.

THE PLAYBOY CLUB TONIGHT

Horn and Cello. ERA EL 103.

SEMI-CLASSICAL

GREAT MUSIC FROM EUROPEAN OPERETTA AND THE NIGHTINGALE.
<table>
<thead>
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<th>Week of</th>
<th>Chart Position</th>
<th>Title</th>
<th>Artist, Company</th>
<th>Record No.</th>
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<td>Elvis Presley, RCA Victor 7318</td>
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<td>2</td>
<td>3</td>
<td>WONDERLAND BY NIGHT</td>
<td>Roy Drusky, Decca 25161</td>
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<td>5</td>
<td>LAST DATE</td>
<td>Floyd Cramer, RCA Victor 7759</td>
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<tr>
<td>4</td>
<td>7</td>
<td>A THOUSAND STARS</td>
<td>Kitty Wells and the Ink Spots, Indie 187</td>
<td></td>
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<tr>
<td>5</td>
<td>9</td>
<td>NORTH TO ALASKA</td>
<td>Ray Peterson, Decca 2088</td>
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<tr>
<td>6</td>
<td>11</td>
<td>I'LL BE YOUR HEART</td>
<td>Jerry Byrd, Vee Jay 254</td>
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<td>LONELY TEENAGER</td>
<td>Donnie Vegan, Liberty 5207</td>
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<td>ROCKIN' AROUND THE CHRISTMAS TREE</td>
<td>Brenda Lee, Decca 2662</td>
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<td>PERFIDIA</td>
<td>Ventures, Delros 28</td>
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<td>RUBBER BALL</td>
<td>Bobby Vee, Liberty 55287</td>
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<td>Louis Prima, Decca 61805</td>
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<td>9 TO 5 POETRY IN MOTION</td>
<td>Andy Williams, Columbia 3064</td>
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<td>NEW ORLEANS</td>
<td>Slim Whitman, Decca 2619</td>
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<td>14</td>
<td>27</td>
<td>WILL YOU LOVE ME TOMORROW</td>
<td>Sherrie, Belpont 2211</td>
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<td>RUDOLPH, THE RED-NOSED REINDEER</td>
<td>David Seville and the Chipmunks, Liberty 51829</td>
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<td>16</td>
<td>31</td>
<td>MY GIRL JOSEPHINE</td>
<td>Pat Boone, Imperial 7156</td>
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<td>14 SWAY</td>
<td>June Christy, Capitol 382</td>
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<td>LITTLE BRUNNER BOY</td>
<td>Harry Belafonte, Capitol 5921</td>
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<td>19</td>
<td>37</td>
<td>BLUE TANGO</td>
<td>Bill Haley's Comets, Hi 2277</td>
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<td>39</td>
<td>WHITE CHRISTMAS</td>
<td>Blue Caps, Decca 23778</td>
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<td>41</td>
<td>WONDERLAND BY NIGHT</td>
<td>Ray Peterson, Decca 2088</td>
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<td>22</td>
<td>43</td>
<td>ALONE AT LAST</td>
<td>Jackie Wilson, Brunswick 5079</td>
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<tr>
<td>23</td>
<td>45</td>
<td>26 FLESH BURNT</td>
<td>Hank Ballard and the Midnighters, King 5060</td>
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</tr>
</tbody>
</table>

The Billboard's Music Popularity Charts... POP RECORDS

DECEMBER 26, 1960
These records, all those on the Hot 100, have begun to show NATIONAL sales breakthroughs this week for the first time. This is recommended to dealers, jikes has operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked "(!)."

POP

*CALCUTTA ......................................... Lawrence Walk
(Pincas-Symphony House, ASCAP) Dot 16161

*I COUNTER THE YEARS .................................. The Drifters
(Brenner, BMI) Atlantic 2087

*THE CALENDAR GIRL ........................................ Neil Sedaka
(Aldon, BMI) RCA Victor 7829

*A PERFECT LOVE .................................. Frankie Avalon
(Dehan, ASCAP) Chancellor 1065

*DANCE BY THE LIGHT OF THE MOON ............. The Olympics
(Arks, BMI) Arve 5802

CHRISTMAS

*CHRISTMAS AID LABYRINTH .......................... Bobby Darin
(Vornado, ASCAP) Atco 6183

R&B—No selection this week.

BUBBLING UNDER THE HOT 100

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

1. YES, I'M LONESOME TONIGHT .......... Dodie Stevens, Dot 16167
2. MISTLETOE AND MUD ........... Pat Hingle, Mercury 71745
3. CRY ME A RIVER ......... Conway Twitty, Hit-M-1 12699
4. VEAL AND LAMBS ....... Ricky Nelson, Imperial 5827
5. THE SLIDE ......................... Gudgee Gunes, Rendadora 134
6. OH, LONESOME ME .......... Johnny Cash, Sun 355
7. ALL IN MY MIND ................................ Maxine Brown, Norman 102
8. THERE'S A MAMA IN THE HOUSE .. Capitol, Old Town 1094
9. YES, I'M LONESOME TONIGHT ......... Thelma Carpentier, Coral 62241
10. WHY, WHY, WHY, EYE .......... Bob Luman, Warner Bros. 3284

Don't Miss the following this week:

11. I DON'T WANT NOBODY ........ Ella Johnson and the Buddy Johnson Ork, Mercury 71723
12. I AIN'T DOWN YET .......... Dinah Shore, Capitol 4476
13. ZING WENT THE STRINGS OF MY HEART .... Kala Twins, Deca 31169
14. DOMINICK, THE DONKEY ........... Lou Monte, Roulette 4308
15. JOVETE DOVELTY ............... Buddy Knox, Liberty 53920

REVIEW 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.

Don Costa
THE MISFITS (United Artists, ASCAP) (2:28)—It's a brains and appeal hit for this quartet group. It's a rhythm-organized pop ballad with some country flavor. 

Buddy Clinton
"EACH ME TO YOUR LADDER" (Sequence, ASCAP) (2:13)—An attractive and amusing novelty. The young man is singing the theme on the moon where the girls are 20 feet tall, requiring the use of a ladder. Well-conceived and executed material that could easily make out. Flip is "JUANITA" (Sequence, ASCAP) (2:38) ASCAP)

Webb Pierce
THERE'S MORE PRETTY GIRLS THAN ONE (Berdick, BMI)—LET FORGIVENESS IN (Cedarwood, BMI) Pierce has been doing well of late and here's another fine coupling. Top side, which has a solid vocal with an effective chart chorus, has a good Salvation Army band. The flip features the high Pierce tone and weepery fiddling giving it strong country flavor.

Phil Phillips
I LOVE TO LOVE YOU (Street, BMI) (2:47)—Philips has a substantial hit with a "Sea of Love" type tune and here's another bright, light-hearted effort that can easily draw ones and spots. It's buoyant and well-chanted. Watch it. Flip is "NO ONE ELSE BUT YOU" (Baxey, BMI) (2:30)

Brenda Lee
EMOTION (Cedarwood, BMI) (2:47)—"I'M LEARNING ABOUT LOVE" (Currim, BMI) (2:40)—Two great sides for the top thrust. On top is "Emotions," which is patterned closely on the idea of "I'm Sorry," her recent smash. The flip is a wild, happy rocker. Gal really shouts it out here. Either way.

Republic 1910

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) 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 highest 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.
**SPOTTLIGHT WINNER OF THE WEEK**

Strongest sales potential of all records released this week.

- **Country & Western**
  - **ROY DRUSKY**
    - "I'd Rather Loan You Out" (Moss Rose, BMI, B3-24)
    - "Three Hearts in a Tangle" (Sonlo, BMI, B3-44)

- **Special Merit Spotlights**
  - **FICKLE FUN** (Tree, BMI, B3-231)
  - **THE END OF THE WORLD** (Gods, ASCAP)
  - **RED FOLEY**
  - **HAPPY HANS** (Weimar, BMI, B3-268)
  - **DIZZY DIXON AND THE DRAGONS** (M-157)

**Reviews of New Pop Records**

**VERY STRONG SALES POTENTIAL**

**THE CAMBRIDGE STRINGS AND SINGERS**

- "Three From the "World of Smile"" by LIONEL HODGSON - "DAMN IF YOU DO, DAMN IF YOU DON'T" and "Make Someone Happy with Love" (At the request of the Billboard Music Staff, these records have been grouped toward the end of the list because the sales potential is not strong.)

**THE PICTURE**

- "3rd News" (Sun 314)
- "I'm Gonna Leave It All to You" (Jukebox, BMI, B3-117)

**THE VIBRATIONS**

- "Last Year Was CHECKER'S 9TH - This year, the band wants more, not only to win but to come out stronger. The group has a strong voice and will do well (Bund, BMI, B3-538)

**J. J. BARNER**

- "And If We Could Only" (AKA. 123) - a bright,ouncy performance of a disco hit. The first time in the field who wants more, not only to win but to come out stronger. The group has a strong voice and will do well (Bund, BMI, B3-538)

**THE CAMELBACK STRINGS AND SINGERS**

- "Three From "Tunes of Glory" - Rock bands blend with the strings and voices to deliver a musical performance that has a stirring musical quality. Tune comes from the United States piece of the same name. (United Artists, ASCAP) (231)

**THE CANADIAN STRINGS AND SINGERS**

- "Three From "The World of Smile"" - LIONEL HODGSON - "DAMN IF YOU DO, DAMN IF YOU DON'T" and "Make Someone Happy with Love" (At the request of the Billboard Music Staff, these records have been grouped toward the end of the list because the sales potential is not strong.)
GHOST RIDE
ERS IN THE SKY

THE RAMRODS

AMY 813

AMY RECORDS, 1650 BROADWAY, N.Y.

amy says:

Thank you all—
you darling dealers
and D.J.s— for
recognizing the sound
of my hip-swinging
smash.

I love you too...

Amy
FOLK TALENT AND TUNES 

BILL SACHS

Around the Horn

Top Rank's new Pee Wee King release, "Lonely," co-written by King and John D. Finch, of Olney, Ill., has been titled "Lonely Heartache." George Riddle, owner of the Pacific Northwest and Canada with a "Grand Opry," and his company, Dan Gibson, Hank Snow, George Jones, Jimmy Dickens and Smiley Burnette, are going strong these days. George Jones, "I Wonder Who's Crying," is being used by the Georgia in the streets of Texas with Georgia Jones. "I Wish You'd Be Here to Help Me Out," written by William Martin and of the Detroiters, is being used by Wilwik-TV, Jackson, Mich., for a low-sensational hit song tonight.


Among the cast are Roy Acuff and His Smoky Mountain Boys, Johnnie & Jack, and Hank Williams, and Western Swing Band, Astor Janan, Billy Grammer, the Wild West, Pat Brady, the Cokes, the Cates Sisters and Merlene Miller, to make up the 17-hour-old Miami girl, protege of Moe ("Heartbreak Hot 103") Austin.

Buck Owens, Capitol recording artist and president of Bluebonnet Publishing Co., will join RCA Bakersfield, Calif., announces that he has joined the firm as partner and president/manager. Owens has a Capitol album coming up soon. Deep samples of his latest Capitol recording are coming to Buck at 722 34th Street, Bakersfield.

Roy Acuff and His Smoky Mountain Boys will be joined by Melba Montgomery, returned to Nashville, Tenn., after an extended tour of American Records records in Europe, France, Germany and Italy.

This was Acuff's eighth annual trip abroad in the past five years, and he assured the American Armed Forces. Previous jaunts have taken the group to Korea, Japan, the Caribbean area and Alaska. This week Acuff and the band loaded a train of Midwestern States, including Ohio, Illinois, Kansas, W. Va., Kentucky. In late January the group embarked on a 19-city tour of California, Oregon, California, Washington, Oregon. Members of the Smoky Mountain Boys are Howdy Forrester, Junior Riddle, Louie (Pep) Wilson, Pete (Orwell) Kirby and Shot Jackson.

With the Jockeys

Tommy Good, formerly for four years at FPOX, Long Beach, Calif., is now whistling the country music at KCKC, San Bernardino, Calif., which recently signed him and his c&w programming to 18 hours a day. It is hoped to put the station on a 24-hour c&w. format in the near future. Good says, "The Ck News Show" has led off the country music programming on the station each night. A follow-up is being prepared by Lee Ross, writer of the Bob Wills-Tommy Ten Press theme, "Heaven to Heart Talk." Afternoon hours are filled by the Eiswasser hat, John McCloud, and holding down the nighttime slot. Station managers have the all-night slot. One record library is not all it should be," writes Good, "and we would welcome new releases from the artists and discoskie.

Recent visitors on the John- May Dubuque country record show on KWCO, Chickasha, Okla., were Moe Berson Aun- ton, of Jacksonville, Fla., and Billy Walker and his new publishing company, "The Walker Group of Olney, Oklahoma. Oklahoma man Bert Chico. Walker has chosen two tunes penned by Danna and his wife Debra for his next Co- lane company, "It's a Brand New Love." Tunes on Columbia by George Morgan and a RCA Victor by Montana Slim. Same copies or promo disks on RCA are designed to de- jays who will write to Tren Publishing, Inc., 330 Seventh Avenue North, Nash- ville. Written by Bill Anderson, the tune is taken from Miss Wells' "Seasons of My Heart" music, the song is being made this week.

Bill Maxilin, of CKYL, Peace River, Canada, has been hearing country and western music two- and half hours a day, six days a week, and with this schedule it takes a heap of country disks to make a good show. He is short reporting more than half the tunes each day. But he says his top 30 in country music. I say because from last week's tabulation he had less than half of the top 10 hits. My problem is that I don't receive demo tapes from the top diskies. I promote time air and label credit, and we do have all worthwhile. I also use releases and background material from the companies. My address is Box 1149, Peace River, Alta.

Buddy Morris, program director at KDAN, Eureka, Calif., has added a new daily show to his repertoire, billed as "Uncle Bud's Country and Western Hour." In this feature, he predicts that he is desperately in need of good c&w, disks, preferably 45's. He says the Sullivan family, blue- grass, gospel-singing group from Alabama, has a new LP release on Loma Records containing such gems as "Give Mother My Crown," "Traveling the Highway Home," "Hands Using My Bible for a Roadmap," and "My Gospel Calvary's Hill" and "Does the World See Jesus in You." Demo tapes of new LP's are available by writing to Loma Records, 101-206 Randall Street, Sheepshead, N.Y.

Rosaly to Col. Latin A&R Job

NEW YORK—Pedro J. Rosaly, Columbia's new co-ordinator of Latin-American sales for Columbia Records, Rosaly, formerly with CBS International sales division, was named to his new post by Nat Shapiro, director of Columbia's international office. In his new position Rosaly will assist in program- ming and scheduling Latin artists and product. In so doing, he will also promote U. S. artists in Latin America.

Stone in New WSAL Post
CINCINNATI—Robert C. Stone, acting program director of WSAL-AM, has been named permanent program director of WSAL-AM and Munic, Tae. Stone will be in charge of time sales for WSAL's separate news and music formats.

Sure-fire hit "Baby Look! You're Doing Me Wrong!" and is to tour "Baby Look! You're Doing Me Wrong!"


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

There are ranked in order of their current national sheet music popularity at the sheet music jobber house.

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<tr>
<th>Title</th>
<th>Last Week Rank</th>
<th>This Week Rank</th>
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<tbody>
<tr>
<td>1. EXODUS (Chappell)</td>
<td>3</td>
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<tr>
<td>2. THEME FROM THE APARTMENT (Milk)</td>
<td>23</td>
<td>2</td>
<td>21</td>
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<td>3. LAST DATE (Acuff-Rose)</td>
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<td>4. WONDERLAND BY NIGHT (Roosevelt)</td>
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<td>3</td>
<td>1</td>
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<td>5. WHITE CHRISTMAS (Berlin)</td>
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<td>5</td>
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<td>6. RUDOLPH, THE RED-NOSED REINDEER (Nichols)</td>
<td>6</td>
<td>4</td>
<td>2</td>
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<td>7. WINTER WONDERLAND (Bregman)</td>
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<td>8. SILVER BELLS (Paramount)</td>
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<td>9. GREEN LEAVES OF SUMMER (Feist)</td>
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<td>10. SAILOR (YOUR HOME IS IN THE SEA) (Garland Music)</td>
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<td>11. SANTA CLAUS IS COMIN' TO TOWN (Feist)</td>
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<td>2</td>
<td>13</td>
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<td>12. ARE YOU LOVESOME TONIGHT (Nichols)</td>
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<td>10</td>
<td>5</td>
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<td>13. NORTH TO ALASKA (Robinson)</td>
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<td>1</td>
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<td>14. CLIMB EVERY MOUNTAIN (Williams)</td>
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<td>15. SAVE THE LAST DANCE FOR ME (Rumbalero-Progressive)</td>
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**Reviews of New Pop Records**

- **Continued from page 34**

The five best:

- **Black Rock—SOMA 194**—The five beats come with a winking melody of a driving instrumental line that moves along to a break (Figaro, BMI) (2:13)
- **Mr. Fortune—Some costest-kev (Ogilvy, BMI) (3:25)**

DAVE BURGESS

- **Without You—CHALLENGE 1920**—Begins with a strong intro with a soft, breathy voice on a waltz ballad. Grt (BMI) (2:27)
- **Coughing in the Morning—MOUNTAIN 278**—A soft, folk-inspired melody on a country ballad._ascap (BMI) (2:30)

THE SEARCHERS

- **You and Me—MAC 111—Soulful vocals on a soft, mellow rhythm ballad. BMI (2:08)**

**Little Woman**—Soft singer and group work effectively on a soft, mellow rhythm ballad. BMI (2:04)

PAUL BRUND

- **Straight Ahead—CORAL 42242**—A soft, soulful rhythm and blues record on a soft, mellow rhythm ballad. BMI (2:30)
- **A Kiss from You—Figure 12**—A soft, soulful rhythm and blues record on a waltz ballad. BMI (2:15)

LINDA HOPKINS

- **12 in My Mind—BRUNSWICK 5798**—A soft, soulful rhythm and blues record on a soft, mellow rhythm ballad. BMI (2:15)
- **I'm Dalies—RCA Victor**—A soft, soulful rhythm and blues record on a waltz ballad. BMI (2:08)

COOKIE

- **A Part of Everything—MERCURY 7176**—Centra and the Capetians wade up a soft, soulful rhythm and blues record on a soft, mellow rhythm ballad. BMI (2:07)

**Mathis Has Finally Come Back—Frank Sinatra**—A soft, soulful rhythm and blues record on an instrumental bass line. BMI (2:06)

**Kidney Stone Trio**

- **The Longest Years From Today—SOMA 194**—Instrumental song with great scratch of how well harmonized 10 to 15 tracks from our repertoire. BMI (2:12)

**JAY FAY**

- **Patti Patti—MERCURY 7176**—A soft, soulful rhythm and blues record on a soft, mellow rhythm ballad. BMI (2:08)

**Great! Great! The Spiders**

- **You're The One**—Chappell Records 917

**'WHEELS**

By the String-a-Longs

Warwick M-603

United Telephone Records, Inc.

101 Seventh Ave., New York 36

**JODELLE 161272**

**Jo Ann Campbell**

- **Bull Maybe This Year**—BMI (2:10)

**Lollly Vegas**

- **I'm Comin' Cause We're Through—AUDIO INTL. 10**—The bass singers and vocals are a smooth, mellow vocal with a strong, mellow vocal with a strong, mellow vocal with a strong, mellow vocal with a strong, mellow vocal.

**The Spartans**

- **Love in Strength—AUDIO INTL. 102**—The bass singers and vocals are a smooth, mellow vocal with a strong, mellow vocal with a strong, mellow vocal with a strong, mellow vocal.

**One More Chance**

- **The boys and girls sing this rather rutted tune in the**

(Continued on page 38)

Say You Saw It in The Billboard
White City to Be Shop Center Site
Mass. Park Disposal Slated by Knobloch; 32 Rides, Other Units Going on Block

WORCESTER, Mass. — Year-and-a-half-old White City Race Track, next to the site of the old State Armory, is being converted into commercial real estate. The Knobloch Development Co. has acquired the property and plans to develop a shopping center.

Knobloch has operated White City since 1954 with a park run by George Hamil Jr., who has lost his interest in the establishment. The property, previously mortgaged, has been foreclosed and is now owned by the Trustee for the Benefit of Creditors of the late William P. Knobloch.

There are 17 1/2 acres involved, all of which are devoted to commercial property since Worcester residents have been taking to purchasing businesses in the nearby neighborhood—South Worcester, Avenue, Sherborn Street, and School Street. These dollars are invested in the area and is expected to increase within five years.

W. Daniel Knobloch, Jr., head of the company, is a member of the American Family Association and a Free Mason. He has been active in civic affairs and is considered a leader in the community. He is also a past president of the Worcester Chamber of Commerce.

Knobloch has announced plans to develop a shopping center that will include a variety of retail stores, restaurants, and other entertainment facilities. The center will be named “Janus,” a reference to the Roman god of beginnings and endings.

LeSourdsville Park Is Sold

MIDDLETOWN, Ohio—Sale of LeSourdsville Park, on the road between Middletown and Hamilton, Ohio, was announced Thursday (22) by Edgar Strensham, founder and president of the Middletown & Hamilton Real Estate Co.

New owners are Howard Berner and Frank Muro, who head up Berner & Muro, Inc., which operates concessions at Cedar Point, near Sandusky, Ohio. Purchase price was not released.

Officials of the new corporation will be announced early in January, and M. & H. will continue to operate the park. The new owners plan to expand and improve the amusement park.

Texas State Fair Sees $374,417 Net

Meets Obligations Totaling $366,084; Re-Elects 14 Members of the Board

DALLAS—The State Fair of Texas is showing, due to earnings from 1960 operations of $374,417. The fiscal year of the fair runs from September 1 to August 31.

Exceeding these earnings were total gross receipts, $454,242; operating expenses, $436,051; net profit, $18,191; and net deficit, $5,862.

The net profit was placed in the State Fair Foundation, which is held in trust for the benefit of the fair and its auxiliary enterprises.

The State Fair Foundation has an endowment fund of $366,084, which will be used to meet the fair's expenses for 1961.

The board of directors, which is elected annually by the fair's membership, re-elected 14 members for another term of office.

Palisades Combo Duct To Include Sky Wheels

PALISADES, N. J.—Next session will see what is probably first in a line of Sky Wheels to be included on a combination of the Palisades amusement park. Under construction and scheduled for an extensive promotion campaign Palisades Amusement Park is featuring the big unit on a 65-cent ticket which includes five other rides; front gate admission, and parking.

At Orange will return for the first time since 1960, the Sky Wheels. Ticket price will be 65 cents a ride, making the combination offer a very strong one. Irving Rosenthal said that 25,000-30,000 tickets will be sold and distributed, mainly through industrial organizations. Bobby Paulson has been handling bookings, results of which are good to date.

Another project which will benefit the park in more ways than one is the new moving-word sign facing the New York skyline. Replacement of the one, which is under construction, is 240 feet long and 24 feet high, costing an estimated $167,000. Its operation will open the door to a variety of client deals, Rosenthal said.

Advertising next season will again hammer away at new devices as well as the ever improving cable system. The Calypso and 35-foot German Merry-Go-Round will be a big hit through the Hot Rod organizations, and two other rides, replacement change booths and Antiques Auto, will be obtained from Arrow Development Company.
Arden, Auditorium
Newsletter

Clyde Kendall Dies; Ran Fair In Greensboro

GREENSBORO, N.C. — The Greensboro Fair was deprived of its annual show, the death of Clyde Kendall, its treasurer and secretary-manager, Nye Wilson. This will be Wilson's 11th year in this position. The Fair Palace announced the Grand National Junior Livestock Show, the Samui, N.C., Chowan County Livestock Exposition, Horse Show and Rodeo will be October 27-25. Among 1960 rentals of the Cow Palace, will be the Harlem Globetrotters, three; Jack Kramer's Pro Tennis, San Francisco National Sports and Boat Show, Bay Area Sports Association's California Boat Show, Ringling-Barnum circus, Speed-O-Rama Show, midget auto races, spaghetti, boys' baseball, Boy Scout exposition, stage shows and an auto dealer presentation show.

New Orleans Has 'Fiorello'; Yule Parties Mark Bookings

NEW ORLEANS Municipal Auditorium, managed by W. Ray Schrader, has another big month (30-32) and the first of the many Mardi Gras balls to come. Early December brings the Royal Ball, and shows, expositions, bookings, Don Johnston, Seattle Civic Ice Arena, reports December bookings that include much hockey and wrestling. Charles Bauer, Cincinnati Music Hall, reports that the Hall is noisier than ever, blooding, pianistic; many Christmas parties and concerts, plus use of the sold out December dates.

Kendall was a well-known sportsman as well as a fairman. He played football in high school and college, had been in a hunting group with a lodge near Lexington, and only a month ago was shown in the News-the-Next-Scot.

A majority of the service work held at Hors-Lincoln Chapel, with bands in New Garden Friends Cemetery. Kendall was a member of a staff for the Fair's committee, he was a member of a staff for the Fair's committee, he was a member of a staff for the Fair's committee, he was a member of a staff for the Fair's committee, he was a member of a staff for the Fair's committee, he was a member of a staff for the Fair's committee.

Shayon, John A., Rector of the Episcopal Church, was also a member of the staff for the Fair's committee, he was a member of a staff for the Fair's committee, he was a member of a staff for the Fair's committee, he was a member of a staff for the Fair's committee, he was a member of a staff for the Fair's committee, he was a member of a staff for the Fair's committee.

Los Angeles Officials Mull Show Managers' Protest

"SATISFACTORY PROGRESS" reported after two or three meetings of representatives of the Los Angeles Fire Department and Building and Safety Department. They met in answer to a protest by Show Managers' Association of Southern California of "harassment tactics" by the latter group. The meetings followed consideration of the show managers' request by the city council building and safety committee, and the police, fire and traffic committee. The issue was whether the first fireman that the department had jurisdiction over the control of convention, trade shows and sports events. H. Werner Buck, SMA president, said that the organization was notified by the fire department on law changes affecting shows of this type. Battalion Chief John DeJohn of the department's chief惊奇ind that several meetings had been held and "we are in good agreement on shows." After further study, a report will be made with the matter going back to the building and safety committee. The report contained as many problems and establishment of good practice for future control of events suggested by the department. Backing Buck other officials said that the present tactics in crowd control threatened an industry which brings $34,000,000 into the city each year. SMA has a membership of approximately 300 professional show promoters.

Yorkton Gate Dips 4,323

YORKTON, Sask.—Attendance at the 1-2 day's fair held here this weekend was down 16% from last year. The visitor count was 4,323 less than in 1958. Grain elevators were closed in Yorkton this year and was the lowest in 10 years. Midwinter has been a hard one last year and higher than the 10-year average, according to the man in charge, Mr. Recknock.

Recknock, who had presided for six years, resigned and was succeeded by Mr. Recknock. Recknock pointed out that the attendance was down this year and is planning to continue to expand our activities.

Maine Race Track To Be Sold Soon

GORMAN, Me. — Gormon Raceway, a half-mile harness track, was put on the auction block January 6. U. S. Referee in Bankruptcy Richard E. Paulson intends to open a track to handle the racing facility on that date.

The sale is part of Paulson's attempt to liquidate assets of the J. E. Chase & Sons Corp. formerly the Maine Raceway. The Maine Fairgrounds Co. is the owner directly related to its primary business interests.

Chase, president of the Maine Raceway, has opened the track commercially since 1945. Prior to this, the track operated as a fairground, and a track was not directly related to its primary business interests.

Chaseco has operated the track commercially since 1945. Prior to this, the track operated as a fairground, and a track was not directly related to its primary business interests.

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AMUSEMENT PARK OPERATION

Herschell in New Home; Davis Opens on Weekends

ALLAN HERSHEYCLL CO., INC., now is at home in its new plant at Buffalo, N. Y., having vacated the two units used at North Tonawanda, N. Y., for so many decades by this company and its predecessors. The new plant at North Tonawanda buildings in a round of 17 years, especially designed for housing Merry-Go-Rounds. The new plant is a modern building giving more and better facilities. . . . Pacific Ocean Park, now enjoying the holiday season, is again eagerly awaiting the return of all its friends. The boardwalk is well populated today, as the sun is shining brightly, and a large crowd is enjoying the changing weather. The park is open every day until January 2. Then it closes down until March 1. After the holidays, the park will be occupied in Bixler and Gulfpark Amusement Park, Bixler, Miss., write that they are open each weekend but closed on weekdays. Two shopping centers at one has the playground as a major work for the Davis park, which now has 12 rides. They may add an Octopus and that will occupy the last vacant land on the site.

POP Opens FM Radio Station

STATION KSRF went on the air from Pacific Ocean Park last week at Santa Monica, Calif. The station was founded by Fred Harrison, KSRF's owner, and its slogan is brightly humid plastic panels lighted by changing lights, making the station an attraction to the general public as well as to the enthusiasts. The station, located in the lobby of King Neptune's Kingdom, can operate without human assistance. The visible electronic control, having several thousand gallons of water, is ready to run 24 hours. Programming is specifically designed to serve the largest, highest income FM audience in the area and consists of music on high-fidelity systems. Programming also includes stock market and weather reports on regular schedule.

Tivoli Draws 4,213,939

THE ANNUAL MEETING of the stockholders of Copenhagen's Sommer Tivoli was held Tuesday evening (10). The annual report declared that the total pay-up attendance for the 1960 season, Mer. 21-Sept. 11, was 4,213,939, a decrease of 5.5 per cent from the 4,549,306 total of the prior year. The per capita average for 1960 was $1.64. Gross income for the fiscal year, November 1st, 1960, to November 1st, 1961, was $2,441,552.53, an increase of $76,140.70 above the 1959-1960 income. Expenditures for the year were $1,989,873.40.

Park to Sell More Stock

SHAREHOLDERS OF FRONTIER VILLAGE, scheduled to open near Sun Jose, Calif., next spring, are being asked to vote upon a move to sell a 15 per cent of common stock to give the company a higher authorized capital. Joseph Zokin Jr., Frontier Village president, has asked shareholders to take action on the issuance of 600,000 shares of common stock. The stock is authorized under the article the management is seeking to change. The new total, 300,000 shares will be common stock in the remainder of the company.

Wishing Well To Continue

HARTFORD, Conn.—The Wishing Well, a Connecticut State Park will have $3,000 in new money next year. The well was threatened with a dry-up some months ago. It was closed temporarily in the Connecticut Park and Forest Department in a dispute with State auditors over recording and handling of coins tossed into the well by visitors.

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Fire Damages Revere Beach

REVERE, Mass.—A three-alarm fire caused damage of $50,000 yesterday afternoon, the entire beachfront of this big amusement area (12). It destroyed the third Revere Beach landmark in a year. Most of the big concrete structure housed an amusement center, Skill-Ride, once the scene of dance marathons in the twenties. The big white building, which housed in the same block where the Beachview Building, another landmark, was destroyed last March, the beach's other dance landmark, the Moonlight on last December. The latest blaze started in the basement of a music company, which occupied the building along with a newspaper, a barroom and a bakery. The company will be closed as well as the amusement center. The flames spread rapidly and brought fire companies from four communities to fight the flames which could be seen for miles on the big boardwalk.

Magic Mountain Wins Okay to Reorganize

DENVER.—A new effort to get Magic Mountain amusement park out of its financial dilemma was approved in U. S. District Court here Tuesday (15). U. S. District Judge Alfred A. Arriaz gave the go-ahead signal to the park’s petition to reorganize its corporate structure under Chapter 11 of the Federal Bankruptcy Act.

Magic Mountain, a $3 million-plus venture, got into partial opera-

tion last June 30 and quickly postponed to Labor Day. Hard pressed financially almost since construction began in 1957, the park’s president, G. Morris Winter, testified later at a federal court bankruptcy hear-
in that the park’s financial position was “about zero.” The park grossed about $100,000 during its short season, but lost $18,000 on the opera-

tion. In its bankruptcy petition, filed October 3, park officials listed liabil-
ities of $1,810,779 and assets of $3,655,896.

Southwestland Changes Name Of Theme Park

DALLAS—Texas’ oldest amusement park, Southland, is to be known for the previously announced $10,000,000 amusement park designed by the firm of Gillette, for all of the Southwest.

The Great Southwest Corporation of Dall-
as along the super toll road.

Park officials, now open for business, have announced they will change the corporate structure about one year, to improve their financial position.

The new corporate structure is

Elect Cecil Stewart

OGEMA, Sask.—Cecil Stewart has been named president of the Ojibway County Agricultural Society, succeeding K. Wills and George Beer, vice-presidents.

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DAYTON 17, OHIO
N. Y. Fair's Notes
Seek $67,500,000

NEW YORK — The New York World's Fair is in the midst of a fundraising drive. The organization is offering to corporations and institutional investors a $57,500,000 issue of limited partnership interests in a limited partnership. The offering was announced in February 1966. John W. Hanes, chairman of the fund-raising committee, made the announcement.

The purpose of the issue is to finance pre-opening construction costs estimated at $90,000,000. Of this total, $60,000,000 will be raised through these notes, while the remaining $30,000,000 will be obtained from advance rentals, admissions and other sources, leaving a deficit of $10,000,000. Participation in the notes is limited to the 100,000 persons and corporations with whom the World's Fair has agreements.

Estimates of the proceeds of sale, total $25,500,000, while estimated expenditures, including the payment of the notes with interest, total $27,125,000. The estimated surplus of $23,200,000 will be paid over to the City of New York for restoration and improvement of Flushing Meadow Park and for educational purposes.

These estimates are based on the reports of Andrews & Clark, construction engineers, and Madigan, Hyland, revenues for the fair corporation.

In addition, Union Securities and Company will serve as financial representatives of the fair corporation, representing the fair in obtaining subscriptions for the revised World's Fair Notes. They have formed a group of New York investors who have agreed to become subscribers, a group which will be a member and manager.

The group has been authorized to obtain subscriptions to the notes at $1.00 per cent of their principal amount. It is contemplated that the subscribers will underwrite the sale of notes or make a general offering of the notes.

Included in the group of firms, in addition to Eastman Dillon, Blyth & Company; Dillon Read & Company; and Blyth; and Company; First Boston Corporation; Goldman, Sachs and Company; Lehman Bros.; Merrill Lynch, Pierce, Fenner, and Smith; American Express Company; and Webster Securities Corporation, and White, and Company.

Method of payment varies according to the amount subscribed. When the total subscribed is in excess of $100,000 (whether it is 100 or less), the payment on the closing date and one-third of the remainder on the first day of 1962, 1963, and 1964. The minimum subscription is $100,000 or less, the amount shall be paid in full on the closing date.

The group has expressed the opinion that every dollar invested in the fair will be repaid with interest at the fair and that the fair will remain to complete Flushing Meadow Park.

San Antonio
Rodeo Signs
Dale Robertson

SAN ANTONIO—Dale Robertson, star of the NBC television series, has been signed as the top attraction at the San Antonio Stock Show and Rodeo, to be held February 10-19.

Also signed is Johnny Murphy and his horse and pony, Millie, and sheep and dogs; the Powder Puffs, trick riding; and Frank Schumacher and the Kajam Kidd clown. Other acts are the Duncan Avery Knight riders.

The show is sponsored by the San Antonio Stock Show and Rodeo Committee.

PNE Doubles
Horse Racing
Sked for '61

VANCOUVER, B. C.—There will be 80 days of horse racing at Hastings Park this coming summer. The Pacific National Exhibition's board of directors approved the request from B. C. Turf, Ltd. and Aces Jockey Club to stage the season of racing at the PNE track.

Previous years there have been 60 days of horse racing at Hastings in June, the PNE track and 40 days at Lansdowne Park. The latter, which has been operated by B. C. Turf, Ltd. will be dark this year.

The Pacific National Exhibition and a number of racing organizations working together said Manager Jack Turner of the PNE said that if a double horse racing program is adopted the PNE will make the track an outstanding one. This will be a feature of the senior races at Hastings and B. C. Turf, Ltd. will make every effort to see that there are extended exhibition Park's track".

We can make it a six-furlong racing track, a half-mile track and club horse back. And we could have it all ready for the spring and then have the one and one-half furlong races," Turner said.

Lansdowne Park will be kept open next spring for a training track, under present plan.

London Shows
Tell Programs
For Christmas

LONDON — The Bertram Mills Circus has advertised an exciting Christmas program in the big holiday hall on December 29th and will again have Circus Schumann Liberty and high school horses as one of its features. At that time the world's only circus in the world will present Liberty horses and Liberty elephants. The riders are Burt and Kansas Dossenmeyer, a "Dance Cavalcade on Porthole at Roll." Kansas Dossenmeyer also will present a Roman riding number. The Carol of the Bells will be sung by a baritone horse on the bill.

Animal acts are the Circus Krone, the Tumblers of Philippe Graune, panther; Rudy Loeb with Mills' champs, and Danson's zebras.

Aerial and ring acts are Josephine Brocello, high wire; Three Americans, flying trapeze; Lilian Kenney, trapeze; Three Balcones, comedy on revolving ladder; Seven Brandts, teeterboard; Six Bertranis, free, trapeze; four Brandts, trapeze, roller and juggler, and Two Heren, comedy on the floor.

The Belle Vue Circus opens its winter season on December 23 in Bella Vue's King's Hall in Manchester.

Two major shows will be featured on Morris Bahman working with seven lions and two lions in their cage. While Pio and Alice Woodstock focus on high wire above the cage. Donough Marshall and his black cat works on trapeze, and Pio Noc and Max do clown bits.

The National Circus from Mills Circus are Phyllis Allen, Liberty horseman; Loyd Schokamous, elephant, and Joan Krause, brown bear. The Ivan Bratischek Troupe of harlequin sword, Revolving cylinder, trained pigeons, are on the bill.

Ground acts are Toinette and Lill wire; Four Preists, Western medicine; 25 Brownie Miller, Tanuls, unsupported ladder; Otharos Troupe of tumbling and pyramids.

N. D. Fairs
Meet Jan. 19

FARGO, N. D.—The North Dakota Association of Fairs will meet here January 19, in the Hotel here, A. D. (Bert) Scott, association secretary, announced.

One of the highlights of the program will be a panel on "High-lighting the Show," with a number of attractions people serving. Art Brine will moderate and the panel will include William T. Collins, Ernie Young, Art Swenson, Ed Figueroa, Wally Overland and Fred H. Kressman.

Theodore Debberg, Kentmore, is president of the association.

James Show Draws
California Crowds

SAN FRANCISCO — James Show, operated by the G. Kettler, has completed bookings through the first week of November, 1961. Following the Madison date, Colonel Mendel will fly back to the U. S. for a tour of 20 dates in the Shrine and Circus and then return to the continent by jet where he and partner, William T. Collins, will be at the Madison at the Shrine in Washington, D. C. Then they will go to St. Louis to join Circus Scott, which opens there the first week in April.

The Mendel show will be on Negro and Chinese dates.

Seven little people left New York for the Detroit opening Sunday night and will be in Detroit on Monday night. "How to Make a Man." They include Marjorie, Sarah, Eloise, Terry, Jeff, Robert and Charles, who are of about the same age and seven and one-half furlong racing. The show is using a drummer and accordionist on recordings this year.

The Kettler Family: Mark Anthony, Dave Twohig, George Kettler, Mrs. Kettler, and shoe elephants and elephants. Kirtman, the Magician; the Hoffmans, and Vo- cunts is a Kettler is a quartering director.

CIRCUS TROOPING

BY TOM PARKINSON

GEORGE HAMID IS ABOUT to announce an expanded roster of performers for his Miami based Hamid Bros. Circus, which is not yet ready to reveal the exact dates or names of sponsors, he has named the towns and there are some new ones. For example, Hamid-Morton is to open at Salt Lake City in January. It will be the first time the circus has played there; it is to follow the regular Milwaukee, Topaka, Kansas City and Washington, D.C. schedule. It is also due to open in Portland, Salem, Jacksonville, and San Diego, and declared by the Chamber of Commerce to be the most beautiful homes in southeastern Oklahoma, Miss. , Mr. and Mrs. Frank Schumacher, Dick, left his home in Portland, B. R. Maines, and Minnesota, and Phil and Bert Wartels, of Famous Colonies Circus, are scheduled to join the Hamid-Morton show party for kids. Wartels has been taking Masstone shows.

Look for Obert Miler to spring with a new small show for next season. It is still tentative but it is being discussed. · New construction under way around Hugo includes a new animal barn and a new ring barn at the Kelly-Miller winter quarters farm plus a barn at the Obert Miler winter quarters for use in the Hugo Ekke party.

Clarence D. Amskins, the vet- eran agent, who has been the one in charge of the sales, reports that he hasn't been in today for plans for 1961. He has been in charge of the sales and the shows that didn't open in Knoxville because of cold and snow.

Charles J. Schlarbarn, trumpet hand playing the West and recently in Chicago, will return for Christmas with Ramon Eckerson, Roy Short and Nick Alfrord, all with the St. Louis, and Bob Proctor's Big circus, will team with the Sells & Grey Circus for December. The team will then go on the road with using organ, trumpet and drums. He writes.

Cyder Krupp's Jangleland is in operation at North Miami Beach, Fla. Roy Backford, of the Circus Clown, has been on the road since he left his projects. . . Paul Christian reports he will stay in Florida and that Lucie, Berlton and Darrel Christian will go to Honolulu for the Fernandes dates. . . I. R. (Doe) Haltzemp writes to the billing job that Sells & Grey Circus has been on the road in Florida and has given 58 dates.

Joe Sullivan, the veteran bananer, wrote from Los Angeles to a friend, a lawyer, at Detroit, on the Detroit date. He is excited to acquire a new horse and return to the road. He has been with the show for many, many years.

The Selz-Menzel high-wire act, appearing with Circo Fiore in Madrid, Spain, has completed bookings through the first week of November, 1961. Following the Madrid date, Mendel will fly back to the U. S. for a total of 20 dates in the Shrine and Circus and then return to the continent by jet where he and partner, William T. Collins, will be at the Madison at the Shrine in Washington, D. C. Then they will go to St. Louis to join Circus Scott, which opens there the first week in April. Including their 1960 season with the California dates, the Selz-Menzel Circus and subsequent Shrine dates, they will be on the road 59 dates, more than any other act. They are scheduled to be in states before heading abroad.

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ROLLER RUMBLINGS
By AL SCHNEIDER

APPOINTMENT of a permanent RSROA field representative was
approved at the semiannual meeting of the Board of Control,
Roller Skating Rink Operators' Associations of America, meeting
for five days recently at the Detroit-Leland Hotel, Detroit. The proposal
was presented by Charles E. Cahill, secretary-treasurer, who said that
this representative will have as his goal a hard-hitting public relations
job with the existing membership, rapidly approaching 700 rinks, as well
as the expected 300 new members in the field. We antici-
patate that the field representative will be in a position to do the
RSROA and roller skating a tremen-
dous job at the grass roots level.

This was considered the most important step taken at the ses-
sions. A budget of $15,000 for salary and expenses was approved.
It is anticipated that this type of repre-
sentative will be on the job regularly within four years. Eight applications received for the pool
are being screened at national head
quarters.
Cabins will confer frequently
with the representative on the road,
so that he will be kept up to date
with the latest trends in roller skating.

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GOOD TENTS MAKES GREAT TIMES
3110 BURGESS AVENUE

BIG AND BRAND NEW

4219 IRVING—WICHITA, KANSAS
CHANCE MANUFACTURING COMPANY

IN MEMORIAM
IN living memory of
STANLEY W. WATHON
January 8, 1960
Winfield, Denver and family

IN LOVING MEMORY
of My Dear Husband
BENJAMIN H. PATRICK
who passed away
January 1, 1965
I cherish your memory
BESSIE A. PATRICK

THE MIDWAY'S TOP MONEY MAKER
FOR OVER 30 YEARS
THE MIDWAY'S TOP
MONEY MAKER
FOR OVER 30 YEARS

Circus Routes

Fitzsimmon, Roy: Rosewell, N. M., 26-Jan. 1
Hooton: "Erk, H. Handbook, Baton Rouge, La., 26-Jan. 1
Merchants Festival Rides: Nashville, Tenn.
Peter Paul Ames: "Peter Biceps" Sanford, Fla.
Santa Fe Expo.: "Wesley Clark" Animas, N. M., 26-Jan. 1
Scott's: "Turner's Rides" (College Park) Orlando, Fla., 26-Jan. 1
Sugar State: Eclectic, La., 26-Jan. 1

Circus Routes

Sells & Gray: Auburndale, Fla., 26
Barby Reno: Sarasota, Fla., 26; (24) 25; Sanford 30; Tinnsville 31; Ceech Jan. 4; Winter Garden 5; N. New Bed 3; Mel-
bourn 4; Vero Beach 5; Fort Pierce 6; Stuart 7; Indiantown 8; Okeechobee 9; Belle Glade 10; Jupiter 11.

Elegant Shows

Music Made (State Fair Music Hall) Dallas, Tex., 26-31; (Atid.) San Antonio, Tex.; (Music Hall) Houston
6-14.

Ice Shows

Holiday on ice of 1961: (Vets Mem-
orial Aud.) Des Moines, 1-29 Jan. 2; (Civic Center) Lansing, Mich., 4-9.
Ice Capades, 20th Edition: (Colo-
neum) Spokane, Wash., 25-31 Jan. 2; (Hee Seattle) 4-14.
Ice Capades, 21st Edition: (Garden) Boston, Mass., 27-Jan. 11.

Final Curtain

ember 1 in Newport, R. I. Surviv-
ed by three sons, three daugh-
ters, four brothers, one sister and 10 grandchildren.
HAYES—John F., 46, at the Montgomery County Home, Yonkers, N. Y., December 16. A former client performer with Ringling and Walter H. Main, he was sometimes billed as Billy the Bouncer and held a patent on the use of trampolines at trampoline dating from 1916.
LANGLY—Mrs. William H., wardrobe mistress at Lakewood Theater, Skowhegan, Me., December 8.
ROBINSON—Minnie A., 71, who left her surviving hus-
band, Leland, was connected with Alabamy Amusement Com-
pany, Jacksonville, Fla., in recent years. She died at Foley, Ala., after a brief illness. Also surviving are a daughter, Mrs. E. R. Crimino, Bay Harbor, Ark.; her sons, Glenn Alexander, Jacksonville, Fla., a sister, Mrs. Lee Perry, Bryan, Tex., and three grandchildren. burial De-
cember 11 in Pine Creek Cemet-
ery, Foley.
WHITE—Henry, 70, a director of the Kennedy Agricultural Society at Kipling, Sask., for many years and a
honorary Life member, December 11 in Fort Smith, Ark., survived by his widow, two sons and two
dughters, Burlas was in Regina.

THE MIDWAY'S TOP MONEY MAKER
FOR OVER 30 YEARS

TILT-A-WHIRL

Merry-Mixers

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

Garbrick Wheels
Chairwings
Flying Saucer
Kiddie Rides

GARRICK MFG., INC.
P. O. BOX 304
Farr West, Utah
PHONES: DOW-3838

IN MEMORIAM
IN living memory of
STANLEY W. WATHON
January 8, 1960

WINFIELD, DENVER AND FAMILY

IN LOVING MEMORY
OF MY DEAR HUSBAND
BENJAMIN H. PATRICK
WHO PASSED AWAY
JANUARY 1, 1965
I CHERISH YOUR MEMORY
BESSIE A. PATRICK

LYDIA POWELL
WE STILL MISS YOU SO MUCH
BETHEL

WHEN USESING ADS . . .
SAY YOU SAW IT IN
THE BILLBOARD!
SLA Hosts 300 Kids At Christmas Party

TOYS, ENTERTAINMENT PLEASE MOPPETS; SECOND EVENT HELD FOR RETARDED GROUP

WHILE THE SHOWMEN's League of America placed 300 underprivileged children into the care of the Department of Social Services in the city of Dallas, the antenna group, the Showmen's League of America, hosted a Christmas party at the Hotel Sherman for the children. The event was held on December 10 and included entertainment and a buffet lunch for the children.

The Showmen's League of America, also known as the Showmen's Association, is a group of entertainment industry professionals who work together to provide entertainment and assistance to underprivileged children. The group is known for its charitable work during the holiday season, providing gifts and food to children in need.

The Showmen's League of America was founded in 1928 and has been providing entertainment to underprivileged children ever since. The group is made up of individuals from all areas of the entertainment industry, including actors, musicians, and entertainers. The group works together to provide a safe and enjoyable environment for children during the holiday season.

The Showmen's League of America is a testament to the power of community and the ability of individuals to come together to make a positive impact on the lives of others. The group continues to provide assistance to underprivileged children every year, and is a source of inspiration for others who wish to make a difference in the lives of those in need.
Penn Premier Show Fields Third Unit
Keystone Expo Framed by Serfass; Add 6 Rides, 4 Searchlights Since Closing

DUNN, N. C. — Experience gained with a No. 1 carnival last year is prompting Lloyd Serfass to spring a third show this year. In 1961, Serfass, operator of the Penn Premier Shows, fielded Keystone State Shows last season. He managed Keystone State and had W. A. Godley as assistant, while Bob Gilmam handled the main show in association with Harry (Buster) Westbrook, concession manager.

In the coming season Keystone Exposition Shows will be touring with 10 rides. 5 shows and some 20 concessions, Serfass said. Recent additions and other units bring the total equipment now in winter quarters to 42 rides, giving Penn Premier the capability of al- terming its completion from year to year.

75 Weeks to Be Booked

With the dates already announced, Serfass said that the 75 shows are booked between April 10 and November 15. The schedule will be divided into two periods, the first running from the spring to Labor Day, and the second including Labor Day to November 15.

REDWOOD CITY, Calif. —20th Century-Fox Western-Golden Gate Shows will pay the annual Christmas tribute to the National Snow Show here under the auspices of the Peninsula Celebration Association, according to a statement by RCA president, who said here last week (20).

The contract had been awarded to Royal West and Golden Gate Shows was made 2 weeks ago by Alan Freedman, owner of these organizations.

Freedman also added that he had the contract under his existing booking. "The contract at the time had not been signed with any road." Crafts Show has played the show for the past five years. Ostrow N. Crafts, new owner, said that his organization had signed the contract on July 1st as income justified. "We thought what we had expected would come true," he said, adding that one of the ride features will be the Alka Fire Dolly Wheel which was purchased at the Chicago trade show earlier this month.

New Searchlight Shows

The association represents a group of civic organizations which annually sponsor a carnival during the fall. The date of any carnival is determined by the dates available for the association.

Regular tour started in the Virginias, moving up to Baltimore for December Day week, thence to Birmingham, Alabama, and the Hunkers, Pa. During this season they played separately until merging at the fair in Waynesburg, Pa., where the show can be seen several weeks in the South.

Mikes Units Acquired

Since closing the show he has purchased four new Rolo-Planes from Mike Brown, who has the Rock-Planes in the show and was also sensitive to the young performers with whom he is associated. The new planes were acquired from Ralph Cotter along with the new planes.

Nine shows are being built in Dunn, where the show is wintering because of better work facilities. Most of these either walk-over or walk-through shows, with an emphasis on getting the many hours needed to set up, tear down, and handle while in operation.erry-Gay has been re- placed and nine trailer sides have been repainted. It is the show's job to get lettered-on fair dates.

Tent frames were delivered last month by Johnny Canote and seven trailers from Graybeck Trailer Sales of Pittsburgh, Pennsylvania, for expansion of the show and the show considerable cable cost.

PCSA Banquet-Ball Pulled 300 Showfolk

LA GRANADA—Although there were more than 300 attendees the annual annual awards banquet and gala in the exercise room of the Ambassador hotel was not a record, the event was praised as one of the most successful ever.

The event was staged under the presidency of Fred Busa, chairman for Steve Vaughn, the show's president. Introductions were rendered by Russell Gont, Norman Carter, and the orchestra.

As usual, many of the speakers were represented by Bobby Cohn, George Phillips, Matt, Harmon, Harry Henry, Tom Brown, Sandy Brown, and several others.

Jack was a successful auctioneer, and the future of the nation was represented by Bobby Cohn, who was the keynote speaker.

A film of the entire event was presented on a movie screen, with a selection of the best music being played on the sound system.

SEVEN EVENTS RUN OFF

Benefits, Socials

Busy MSA in Dec.

MIAMI — Two of the busiest weeks undertaken by the Miami community were Thursday and Friday this week, with several major events transpiring. Ahead is the annual MSA convention, which will be held January 9 in the Hotel Fontainebleau.

Several of the recent events are notable ones in the club's history. The calendar reads as follows: December 10— Welcome Home Dance in the clubrooms, with more than 200 in attendance. The buffet was free, food, prizes and dancing to a five-piece orchestra. The orchestra and table service was used. Round out as usual was the main course. Joe Ross was chairman and Mike Roman, co-chairman.

December 11—Hello Miami—Banquet at the South Beach, a Bank meeting with a unit doing business at the South Beach. There were 366 pies of $500 processed out of which 26 were awarded. The club's total points, among the largest such banks in the country on a comical aspect: Members got $5 for their effort and of their blood was accepted, or $5 for their $5 and beef, for a rejection.

December 17—Annual Christmas Austerity Project, which is underprivileged, orphaned and handicapped kids were royally entertained. Kidde rides were set up for the kids to enjoy and have a good time.

DECEMBER 14—The Florida convention was again produced by Walter Lewis and Jimmie Martin, the chairman and Jimmy Mayo, the chairman, for the celebration of the show.


Byers Inks Cresco, Ia.

COUShattA, La. — Byers Bros. Shows has signed to provide the midway attractions at the 1961 Howard County Fair, Cresco, Ia. C. W. Byers, show owner, announced the deal recently.

The new ride arrived here soon after transportation for the week, and were moved to the midway towers and a new front end tower, which was constructed for next season, Byers said.
TO ALL WHO USE THE LETTER LIST

The Mail Forwarding Services of The Billboard are now consolidated in the Cincinnati office. All mail sent to the Letter List for forwarding to subscribers should be addressed to:

c/o Mail Forwarding Service
The Billboard Publishing Co.
2160 Patterson St.
Cincinnati 2, Ohio

Mail no longer will be held at the New York, Chicago or St. Louis offices. Mail addressed to Letter List in care of these offices will be forwarded to Cincinnati for handling.

For forwarding purposes, the community of residence should have their current address on file with the Mail Forwarding Service in Cincinnati. Any mail addressed to whom no address is on file will be published in this column for two issues only. If not claimed after 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 transients shown and those trying to reach them by mail.

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.
THE MARKET PLACE FOR BUYERS and SELLERS

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 25¢ 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 25¢ to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. Executive, reverse, or any decorative matter. One word require an ad of one inch or more.

RATE: $1 per age 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.

WANTED TO BUY

WE ARE WANTED TO BUY any type of Vintage, Antique, Collectible, Novelty Item, or Oddities. We will also purchase in the form of Cash, Checks, Money Orders, or Merchandise. Please call or drop by.

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY - ASSORTED EARRINGS, RINGS, BRACELETS, NECKLACES. 50¢ each.写道的珠宝店, 2444 Maple Ave., CINCINNATI 19.

MUSIC RECORDS

ACCESSORIES

Miscellaneous

WANTED - FOR NOVICE, PROFESSIONAL, PUNK, AND MORE. WE WILL PAY $100 FOR ANY FINISHING FURNITURE, ANY SIZE. POSTAGE PAID.

Photography/Photography

WEDNESDAY, JULY 1, 1964

DEADLINE WEDNESDAY, JULY 1.

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

   - Acts, Songs, Cos.
   - Advertising Specialties
   - Agents, Distributors Items
   - Animals, Birds, Snakes
   - Business Opportunities
   - Calligraphy and Band Organs
   - Collectors Items
   - Costumes, Uniforms, Wardrobes
   - Food & Drink Concession Supplies
   - Formulas and Parts
   - For Sale, Secondhand Goods
   - For Sale, Secondhand Show Property
   - Hair Wanted
   - Instructors and Schools
   - Location Wanted
   - Magical Supplies
   - Miscellaneous

   Talent Availabilities Headings

   - Agents and Managers
   - Anymosts
   - Miscellaneous

   1. Indicate below the type of ad you wish:

      - REGULAR CLASSIFIED AD=$20c a word. Minimum $4
      - DISPLAY CLASSIFIED AD—Per age line, 1 time, $1; 3 consecutive times, $2.50; 5 consecutive times, $3; 13 consecutive times, $5; Minimum 10 lines.
      - TALENT AVAILABILITIES AD—10c a word. Minimum $2.

   2. Classified and all Talent Availabilities ads must be paid for in advance.

   Amusement Business, 2160 Patterson St., Cincinnati 22, Ohio

   Please insert the above ad in...

   NAME

   ADDRESS

   CITY STATE ZIP

   GIVE TO DAMON RUNYON CANCER FUND
GRAFF GUESTS were presented with a sumptuous spread on the buffet tables, making it difficult, but not unpleasant, to choose from so much. The firm's Christmas party dinner was held at Oak Cliff Country Club, and was followed by an evening of fun, entertainment and prizes.

ROUTE MANAGEMENT
Los Angeles Operator Advocates Continuous Program of Upgrading

LOS ANGELES—"Never let the route grow static and volumes will take care of itself." That's the way Bill Wilson, of Metro Vending Company, Los Angeles, looks at route appearances— an argument for continuous upgrading program which involves 600 machines in the Los Angeles area.

Metro has had a lot of conspicuous firsts. For example, all but a small percentage of machines are mounted on handsome wrought iron and hardwood stands, which were introduced on the routes from the moment they first became available. Wilson was the first in his area to make use of 'selling posters, with samples of machine contents inside the gloom covers.

For years, Metro Vending has kept in contact with its suppliers, and is ready to run any test or newly developed fill items. All before they get general distribution. For example, Metro machines were among the first in California to offer 5-cent capsules, and later, 10-cent capsules, now an important part of over-all volume.

A few years back, 'tetro began the development of the long-size multiple-head stands, and now has many locations with six and eight machines on a single stand or on a clipped-together series of small stands. A representative location of this type is a Newberry Variety store which has one of largest bulk vending layouts in the city.

Service Stations
Multiple installations are used even in service stations, which account for most of locations of the California firm.

Most important from the standpoint of keeping collections up, according to Wilson, is the firm's willingness to do away with the obsolete, and to constantly replace machines with which other operators might quite logically keep in service for many more years.

Every Metro machine receives a thorough appearance reconditioning at least twice a year, often where vandalism or other cause necessitates repaint, and as soon as they are badly scratched up, or lose appearance value in any way, they are replaced.

Continually buying and selling machines, Metro believes in a "bright new front" for advertisement, and achieves this by selling a comparatively short service life for every machine and replacing it as soon as the time has passed.

Although the company is entirely within the Los Angeles city limits, it is one of the largest in lower California, requiring Wilson most of eight hours every day, driving steadily, from one stop to another. There have been very few instances in which Metro locations are more than a few blocks apart. However, 600 stops, and a steady service call on many of them means stop and go driving and a much closer than usual check on fill in every machine.

Wilson strives for commanding eye appeal, but never on possible, and usually gets results. The graceful wrought-iron styled stand being used for most prestige stops was a big help.

Sales Chart Aids Denver Operator
In Making Most of Season Trends

SALT LAKE CITY—Making up a simple graph, which shows sales results at every location in the city centuries a bit of time, but has proved a highly valuable system for making the most of seasonal trends, according to L. E. Miller, bulk operator here.

Miller makes up an 8 by 10-inch sheet on each location, which is a miniature reproduction of the past two weeks, covering each machine's sales activity over the space of a year. Running from top to bottom, the sheet covers sales percentages, from 0 to 100, in weeks.

As Miller services each machine, he opens a loose leaf binder kept in his car, to the page which pertains to that stop, and draws a line from the graph to the paper, showing the percentage of the figure to the current figure, which, of course, shows whether sales went up or down at a glance.

As the year progresses, the zigzag lines on the sheet show Miller the trend with each machine at a glance, and make it possible for him to "orchestrate the merchandising" much more effectively. For example, if the line representing sales on a machine in a neighborhood drugstore continues to go down even though the tourist season is at hand and sales should go up, Miller knows that it is time to change to another filler.

A sudden zoom in sales at a particular stop will whip out the proverbial sore thumb, and encourage Miller to go deeper into the market, and find out why. In a few places of a month, Miller can get a good picture of the general economic situation merely by whirring rapidly through the pages.

More Items

One has been the development of many more items than Miller offered before he went into the system. Another has been the addition of 5-cent and 10-cent capsules on numerous routes. He has been able to quickly determine which installations are borderline from the standpoint of making a profit, and he can study them more closely.

Bad Memory

Of course, the Utah operator could remember all three things without the paper work, but confesses to a faculty memory he prefers to use the simple graph to give him an instant picture of any machine's profits.

Incidentally, exhibiting his thick dossier of graphs is a highly effective means of selling a potential location, particularly in allowing a machine to be put in on a test basis.

"It convinces people who have a poor opinion of bulk vendors that these things are the answer to increased business," Miller said.

The graph system is only three years old, but has been a major factor in increasing profits evenly (Continued on page 51)
Southwest's Ops Notch Banner Year—Collections Climb High

By NICK BIRRO

DALLAS — Bulk vending operations throughout the Southwest are having a banner year, perhaps the best in the area's history. With various operators in the area, there are more and more diversified locations.

That's the consensus reached by the operators in a weekend of interviews and talks with operators while reviewing the annual Graff Distributing Company Christmas Meeting.

Close to 100 operators from the South West and Midwest were on hand and appeared quite optimistic. True, the sample was weighted, in that Graff's agents were his so-called key account—operators buying a certain minimum of merchandise. But their opinions are significant in that these are top operators or big operators and they make up the backbone of the bulk vending industry.

Typical of the group is Dallas Wick, San Antonio, Texas, operating with some 1,400 machines scattered around the South and Midwest area. Wick, who concentrates on 210 gum and charms, nickel and 23-cent cold machines, and candy bars, noted it had been an extremely busy year for him, especially in the South, with his wife, Margaret, who is a close-working partner.

"Business is up from last year anywhere from 20 to 25 per cent," Wick contends two major reasons for the improvement: (1) Modernization of equipment resulting in increased sales, (2) Multiple vending, setting four, five or six machines in a spot.

No Slump

Wick says he's heard talk of a recession in the area, but it hasn't affected him. Ours is primarily a child's business, he notes, and the children generally get their share of pennies, recession or not.

Wick, who will be busy over the holidays, turns his equipment as often as necessary to maintain sales. Wherever the machine is worn, it is exchanged, whether this is six months or several years of age. Everett Graff, head of Graff Distributing, Inc., said half of his firm's sales were up from last year between 25 and 30 per cent. Graff himself doesn't operate, but his firm's sales of machines and fill to other operators is generally a good barometer of the industry's health.

Graff stresses that the key to effective multiple vending and merchandising techniques by the operators is that they have an eye, and are responsible for the general pick-up in business.

The Dallas distributor services operators far north as Canada, west to California and up in the Rocky Mountain States, and throughout the Midwest and the Deep South. He said all indications are that 1961 will be even better than this year.

Along the lines of point-of-sale merchandising, Graff mentioned a Styro-foam plastic display panel that his firm had developed that operators were using successfully throughout his area.

The Styro-foam is a porous, plastic substance, much like that used in beer displays to simulate snow or ice. Charms are mounted on the panels and the entire assembly is fitted into the front of a machine globe.

A New Display

The display is bright and attractive. Quite a few of Graff's operators say they had success with the device. The panel is available in various sizes, shapes and sizes. All are eye-catching, and especially effective to show hard-to-display charm items. An example in Graff's showroom had some small, dark plastic charms mounted on the brilliantly white panel, creating an excellent effect.

Another operator, R. R. Laven and Laverne Byrum, Texarkana, Tex., said they had had a very good year, with collections "substantially up." The husband and wife operating team said their firm had added quite a few stops and was having excellent results with time capsules.

J. J. McDonald, a relative newcomer to the bulk vending business, operating for about a year, said he had no hesitation to compare to, but his sales had doubled up since he had come on board. McDonald operates a string of about 400 machines throughout Michigan, Minnesota, Wisconsin, and North Dakota.

Rob Graff, Everett Graff's brother, who runs a separate operating business throughout six states—Texas, Oklahoma, Missouri, Iowa, New Mexico and Colorado—said collections were up for most of his stops from 20 to 25 per cent.

Reasons, he felt, were twofold: (1) Dime and quarter capsule vending; (2) Opening up new territories.

Graff noted that point-of-sale merchandising had helped his firm considerably in boosting sales. He also had several operators in the show area that said their firm's sales had doubled effective. Another Graff tip—fill globes properly. As an example, take a dime and quarter capsule, and fill it for him when the machine is full. He runs them for 20 cents, and if you're hit, you get yourself a following.

Graff noted that in many areas that he had hit, the operators were letting their machines die on the spot with poor merchandising and unattractive machine set-ups.

His firm was using dime capsule machines in multiple installations especially supermarkets. The quarter capsule machines were especially popular in tourist cafes.

Graff said his firm operated his minimum of a 500 miles from Dallas—"the competition is not too heavy here and Dallas operators are the sharpest in the country.

He noted he had to keep a man out two weeks at a time, and cost him an estimated $50 to just send the man to and from the route, but he felt that once the man got there, the trip was worth it.

HOLIDAY GREETINGS

Sam, George and Sid Eypp

A NEW COMBINATION!

ACORN

or 5c BULK VENDOR

with our

NEW DRY ROASTED PEANUTS

No salt or fats used in processing.

Sulfur united sprouts. Excellent for the

remaining taste. Coat: 1341.—1520.

The Thrift, your closest friends and

SOSATIONAL NEW PEAISIN Item

5c per pound packed in Expand-

case 276.00.

Introductory DEAL

$19.25

J. Ace Vender

1 x 5 lbs. of peanuts. Only

(wednesday 1p or 2p when ordering)

1/4 dozen, demand C.O.D.

Rake Coin Machine Exchange

33 UNION SQUARE

N.Y.C. N.Y. AL 5-8032

H. B. "HUTCH" HUTCHINSON SAYS:

"YOU HAVE A GREAT CAPSULE MACHINE...BY FAR THE BEST ON THE MARKET"

QUOTE FROM LETTER IN OUR FILES

Johnson Boosts Route

MINNEAPOLIS—Harry Johnson's Company, here, has expanded its candy and cigarette routes in the nearby Lake Minnetonka area, buying out the route of the late Kelly Davidson.
CM COUNCIL PLAYS SANTA TO FLORIDA YOUNGSTERS

CHICAGO—It will be a Merry Christmas for countless thousands of children in the Miami area thanks to some devoted work by members of the Coin Machine Council.

Sparkled by Leonard Balder, business manager of the Amplified Machine Operators Association, juke box operators are working together with the Miami Herald and the Salvation Army to provide food, clothing and toys for underprivileged children.

The operators, by running, are picking up boxes from some 50 Miami juke box locations. The operators have even donated a warehouse as a collection depot and whole of the toys and clothing is repaired and cleaned by the operators and their mechanics.

All administrative and operating expenses for the project are being taken care of by the Coin-Machine Council members.

The trucks will distribute food boxes and other items during Christmas week. In some cases, the children are being taken to the holiday center to be outfitted with clothing and toys.

AMOA members who donated the warehouse space are L. (Lucky) Stockstark and William Blatt. Other Council members are contributing cash.

Every penny and pound of cash and merchandise will go to worthy people," Balder explains.

Helping Hands adds indigent cases ineligible for regular relief, usually because of residence requirements. It was formerly sponsored by The Miami Herald.

Club workers are sorting contributions, clothing, among other things donated by AMOA, into Shoppes which will include cigarettes donated by vending operators.

Students from Miami Beach high schools are collecting toys, and have sighed themselves to turn over 1,000 or more toys to the program.

Jack Dunwoody Named To Rowe-AMI Position


Dunwoody, who has been a member of the AMOA for over 30 years and has been active in the organization as a salesmen, is from the Pennsylvania area where he is active in the AMOA chapter.

He was elected to the position at the recent AMOA convention in Miami and now takes on the responsibility of representing the interests of the AMOA members to the industry.

The AMOA, which is the largest organization of machine operators in the world, is headquartered in New York City and has members in all 50 states.

The AMOA operates three main divisions: the Juke Box Division, the Coin-Operator Division, and the Coin-Operator Service Division.

The Juke Box Division is responsible for the promotion and sale of juke boxes, while the Coin-Operator Division is responsible for the sale and repair of coin-operated machines.

The Coin-Operator Service Division is responsible for the repair and maintenance of coin-operated machines.

The AMOA also provides training programs and educational materials to its members.

It is the largest and most influential organization of machine operators in the world, with over 50,000 members nationwide.

Pavesi Outlines PR Program

CARL PAVESI

PAVESI IN TOWN

CARL PAVESI, president of Consolidated Coin, was in New York recently to discuss the company's plans for the future.

Pavesi, who is the son of a pizza maker, took over the company from his father when he was 15 years old. Since then, he has built the company into one of the largest pizza companies in the world.

Pavesi's first priority is to increase the company's market share in the New York City area.

He plans to do this by opening new locations and by expanding the company's existing locations.

Pavesi also plans to increase the company's sales by offering new products and services.

This will be done through a combination of advertising and marketing efforts.

The company's advertising budget will be increased, and new marketing campaigns will be launched.

Pavesi also plans to open new locations in areas with high population density.

He has identified several potential locations that he believes will be successful.

These locations include areas near universities, hospitals, and other high-density areas.

Pavesi is confident that these new locations will be successful.

He believes that the high population density will ensure a steady stream of customers.

The company will offer a variety of products, including pizzas, salads, and other food items.

Pavesi is confident that the company will be successful in these new locations.

He believes that the company's reputation for quality and value will attract customers.

Pavesi is excited about the future of the company.

He is confident that the company will continue to grow and prosper.

He looks forward to seeing the company's success in the future.

Yule Standards Dominate Boxes; No New Hot Records Hit Scene

By NICK BIRD

NEW YORK—Chances are, you will be seeing a lot of yule-themed boxes this year. The reason is quite simple: the holidays are here, and no one can resist the temptation to buy something new and shiny.

The boxes will be appearing in all shapes and sizes, from small, decorative boxes to large, oversized ones. They will be filled with everything from toys to gifts.

The most popular yule-themed boxes will be those that feature holiday designs. These boxes will be decorated with images of Christmas trees, snowmen, and other holiday icons.

The boxes will be available in a variety of colors, including red, green, and gold.

The boxes will also be available in a variety of materials, including paper, plastic, and metal.

The boxes will be available at retail stores, gift shops, and online.

The boxes will be popular this year because they are a great way to give a gift.

The boxes will also be popular because they are a great way to give a gift to yourself. After all, who doesn’t enjoy receiving a new box?

The boxes will be available in a variety of sizes, from small to large.

The boxes will also be available in a variety of prices, from inexpensive to expensive.

The boxes will be available in a variety of designs, from simple to complex.

The boxes will also be available in a variety of materials, including paper, plastic, and metal.

The boxes will be available at retail stores, gift shops, and online.

The boxes will be popular this year because they are a great way to give a gift.

The boxes will also be popular because they are a great way to give a gift to yourself. After all, who doesn’t enjoy receiving a new box?
“the take on my new continentals has increased and stayed that way!”

Collections on this Jukebox look like the Good old days according to Earl Edwards of Michigan Amusement.

Saginaw, Michigan

Earl Edwards' experience seems to be typical. The compact Continentals and Lyrics are putting new life and new profit into the jukebox business. The unique, years-ahead styling has caught the fancy of the playing patron to the tune of over 100% increase in many locations. Why wait for the rest to catch up when you can be earning more with the AMI compacts, today!

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SINCE 1909 DESIGNERS, ENGINEERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY.

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Name DeAngelis Seeburg Picks To Pa. Op Post E. F. Claffey as Midwest Head

NORRISTOWN, Pa. — Si DeAngelis has been named business manager of the Eastern Pennsylvania Amusement Machine Association. He replaces Harry Szabolcs, who resigned.

DeAngelis was the first manager of the organization when it was formed five years ago. He re-
signed, however, to accept a four-year appointment as an assistant district attorney of Montgomery County.

His tenure in the d.a's office complete, DeAngelis, who is now practicing law, was available to once more serve the 33 operators in the group.

One of the last duties of Szabolcs before stepping down was to successfully see the completion of a merger with a group of operators in the Allentown, Pa., area. The 33 members now represent Montgomery, Bucks and Lehigh counties.

The new offices of the EPAMA will be at 30 West Arby Street, here. Meetings are the third Wednesday of each month at the General DeKalb Inn on the outskirts of town.

EDWARD F. CLAFFEY

CHICAGO—Edward F. Claffey, a veteran with both joke box and home phonograph experience, was named a division manager by Seeburg Corporation.

The appointment was announced last week by J. C. Gordon, Seeburg's vice-president in charge of phonograph sales. Claffey will cover Seeburg distributors in Minneapolis, Milwaukee, Chicago, Des Moines, St. Louis, Kansas City and Oklahoma City.

Claffey, 40, was formerly sales manager with Clauer-Smith Corporation, Newark, N. J., manufacturer of phonograph changers.

Prior to that, he held a similar post with Reeves Soundcraft Company, New York.

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Sand Island... 360.00 Big Three... 750.00
County Fair... 550.00 Twin Beauty... 400.00
Miss America... 115.00 5-25 sale... 349.00
Sun Valley... 125.00 Big Dipper... 595.00
Cypress Gardens... 165.00 Reader... 250.00

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REPORT FROM BRITAIN
Sykes Visits London

LONDON—Man on a mystery visit. Into London a few days before Christmas flew Morley Sykes, of Morley, Inc., which has the firm's U.K. rights to Jennings fruit machines, and the British rights to Seeburg's. With him was a well-known accountant associate. The purpose of his visit was unclear, as we were told, but it was apparent that it was concerned with the marking up of reports of fruits and up rights to Britain. A further announcement is expected shortly. Meanwhile, Jennings and Mills are fighting it out with the all-British Silver Queen fruit machine to be the firm with the largest number of tons in location January 1, D-Day for legal gaming machines in Britain. The winner in this rather battle was still anybody's guess at Christmas. The staffs, in all cases, were working right through the holiday season, but these were used on locations in time. Retail price for fruits are running at 325 pounds for the British Silver Queen, and 425 pounds for both Mills and Jennings.

Juke Box Sales Pick Up

LONDON—Juke boxes, which had suffered a slight setback during the past few months, when the main emphasis in buying was on gaming and amusement machines, are now going through a period of semi-boom. The all-British Bil-Ami New Yorker (with an AMI mechanism and an economy top) is doing particularly well. Seeburg's Automatic Loudspeaker, marketed for the past few months, has resulted in a seeking out of new juke box business, and it has been found that pubs are particularly receptive to the idea of a juke box unit, with all boxes to the various bars. All main American firms—AMI, Rock-ola, Wurlitzer, and Deмел —are selling very well. Many are being sold for the first time, and will be helped still further when, in the next session of Parliament, a bill is introduced by Hon. Secretary R. A. Weller extending and improving licensing hours for public houses and other licensed premises.

New Console Bows

Rutter and Walker Limited, of Battersea, London, one of the largest and longest-established coin machine firms in the business in the U.K., has introduced a new electronic console machine, the Acorn, which is said to be capable of being adapted to all types of Kings machine. Through a top window can be seen a curved race course—not unlike Royal Aces—with four horses racing for the starting gate. By turning two knobs, the player forecasts the first place in the race. Three results pays 12; first and second pays six; winner pays two. The race begins as soon as a coin is inserted. There is already a great deal of arcade interest in this simple machine, and it certainly looks like being another winner for Rutter and Walker.

Ainsworth Awards Prize

An unusual prize has been thought up by the Amusement Conso- lidated Industries (G.B.) Ltd., for sale of its Aristocrat range of fruit machines in the U.K. They call it a『bootique』. In fact, it is a round-trip ticket to the Ainsworth headquarters in Aus- tralia. It will be awarded to the distributor who puts up the best sales performance in sales of the firm's Aristocrat, Clubmaster and Sheerline fruit machines in the six months ending March 31, 1961. The winner will be assessed on the sales percentage figure achieved over and above the standard quota laid down as standard for the area, and based on population.

Amusement Trades Show

LONDON—Two exhibitor withdrawals are reported from the Amusement Trades Exhibition in January. They are Kor- ntainis and Liberty Coin. Additional withdrawals to the full list already published in The Billboard are Major Matic, Ltd., from the Hal Elisculp of Amusement Consolidated Industries (G.B.) Ltd.; A.B.C. Automatics, Ltd., of Romford: Automatic Machines Service, of Belper; Cougalley's Automatic Supply of Nottingham; Electronic Distributors of Cleveland; Ridgecord Pickering Company of Chertsey; and the Wico Corporation of Chicago.

Fee Schedule Set

BIRMINGHAM—The recently formed Midland Coin Opera- tors Association, at its December meeting, laid down the following fees for its members: Eight guineas per year for individual operators, and 15 guineas for companies, irrespective of the number of directors. It was also decided to defend the interests of members affected by site-poaching, and by "unfair" local authority actions. The chairman of the association is Brian West- buss, and the secretary-treasurer is Geoffrey Allan, both of Birmingham.

Water Damages Equipment

BATH—Friends have been a feature of the hunch winter that Britain has already been experiencing. Among the worst hit districts was the West Country, and among the coin machine men most affected was Peter Simper, the AMI and Jennings distributor in the area. For 36 hours, the whole of Peter's stock, in his Bath headquarters, was under four and a half feet of water. About 30 joke boxes, plus bingos, pin tables and fruits were affected. Peter puts his financial loss at about 12,000 pounds. Fortunately, it is covered by insurance.
Count 60,000 W. German Phonos

BONN—West Germany's juke box count now stands at 60,000, a net gain of around 5,000 boxes in 1960. This is the highest count recorded so far, but, considering the mature state now reached by the juke box industry, West Germany's 7,000 juke box count- down underlines the amazing vitality of the German music market. In 1951, when the U.S. had around 550,000 jukes and West Germany's jukes were numbered at a juck box was. In this year, there were fewer than 500 juke boxes in all Germany. In 1954, the count was high. At that time, when the juke box count still stood at under 1,000. But 1953, as events demonstrated, was the blast-off year for the juke box boom. In 1954, juk box increased to 4,900, and 1955 to 12,500. Since then, the increase has continued at an ever-rate. The forecast is for another big increase, with the industry facing a 30% or more raising rate of increase. The plateau is predicted for 1965, when the market is expected to stabilize at around 70,000 juke boxes. Although some industry analysts believe the market is even now close to saturation, the majority contends that there is still a large segment of the "literature" and "tuneable" market to be captured. Resistance to juke boxes is still strong in these quarters, but, once converted, they offer a promising reserve market.

Operators Complain of Tax Bite

WEST BERLIN—Coin machine operators in this Cold War outpost have launched a campaign to win "hardship status" recognition for the fixing of taxes and License fees. The majority of operators feel that they are being asked to accept unreasonable increases in the amount of taxes and fees assessed according to normal scales. Although West Berlin makes a fetish of trying to provide a level playing field, in the liquor business, the pressures of the Easter Lives gambler's existence and most operators feel it was time they faced the growing trend of increasing the cash paid is set to a bend with the collapse of the negotiations in Bonn for a new Bonn-Moscow trade agreement. The Berlin government was reported to have failed to obtain a new easing thrusts a new blackboard. In East Berlin, negotiations are dragging out for a new trade pact of the same kind as the one at the end of the war, the past which was canceled abruptly in September by Bonn in retaliation for Communist pressure. In addition, this year East Berlin has seen a huge influx of Communist East Germany is standing firm: it is refusing to let up on the pressure, and Berlin has not yet been able to play the cards with a hand that, according to January 1, if they refuse to back down and knock under. All of which means that the jock box operators will have to cut their losses, the men, including the coin machine operators. Moreover—and this point calls the common-Berlin's "Little Iron Curtain" cannot be crossed. The&rquo; recommended-occupied West Germans are not prevented from entering into East Berlin and beyond into Berlin's natural hinterland, as it existed previously.

Austrians Want Gaming Clarified

VIENNA—Amusement game operators have petitioned the government, and are calling for an clarification of the status of legal "games of chance," which are regulated by a law adopted last June. The petition states that local authorities are inordinately are labeling all coin games as gambling games, although no cash pay-in is involved. The operators also are asking for a strengthening of the State regulatory machinery. The gaming machine law, it is complained, takes operators through a sequence of hearings which are time-consuming and expensive. The Ministry of Finance must examine the machines proposed for installation and determine the applicability of the law. The Ministry may, in fact, usually does—require exhaustive demonstration of the equipment. Finally, the Finance Ministry hands the Gaming commission the Gaming machine Monopoly," which exercises extreme jurisdiction."

Wiegandt Pushes on UK Sales

LONDON—The amalgamated firm of Wiegandt and Deutsche Waggonbau, of West Berlin, is opening an all-out campaign for the British market. The West Berlin concern has appointed as its United Kingdom sole importer and distribution automatic machines, Ltd., of London, and Liverpool. Wiegandt is a pioneer German coin machine producer, its vending machines being famous in greatest Germany. Deutsche Waggonbau has emerged as a major postwar German vending machine manufacturer. Since the war, Wiegandt has branched into the large-box market. Wiegandt developed the Telemaster and Diplomat juke box line. The United Kingdom company, headed by Arthur Brown, has the full range of Wiegandt juke boxes and Wiegand-Dutsche Waggonbau automatic merchandising equipment.

Tunisia Totals $1.5 Million Import

TUNIS—Tunisia has imported coin machines in 1960 with a value of nearly $1.5 million, a record for this country. The machines include 150 games, and the remainder are coin-operated machines and slot boxes. Most of these machines in coin-operated machines and slot boxes. Most of the vending machines are being installed in Tunis and the Tunis region, and the machines are finding their way into even small settlements. The machines are serviced by firms in Tunis which are set up to handle the country. An increasing percentage of the stocks played in the Tunisian juke boxes are produced in Tunisia and feature Arabic and Tunisian folk music. Most of the vending machines are coin-operated machines, but the juke boxes are of varied origin. There are juke boxes of varied origin, and a sprinkling of new and used French juke boxes.

BOASBERG HITS ATTEMPTS TO AUGMENT JOHNS'N ACT

NEW ORLEANS—Louis Boasberg, head of the New Orleans Novelty Company, local Bally and Gottlieb distributor, scored the Justice Department for its attempts to enlarge the scope of the Johnson Act and for its efforts to eat down on American exports of fruit machines.

He cited a recent statement by an FBI spokesman to the effect that legislation would probably be introduced in the next Congress providing that certain types of pinball machines be included in the import restrictions. For these reasons, he alleged that the proposed legislation will be aimed at easing restrictions.

While the shipment of fruit machines to overseas buyers is not illegal, federal agents have been attempting to block such shipments.

Last month, 430 fruit machines were held in New Orleans. After the ships were sold on the grounds that the shipper failed to register them for overseas delivery.

Registration Laws

The Justice Department, which favors legislation making the shipment of fruit machines overseas illegal, has been using the registration laws to thwart such shipments.

Boasberg made the following five points with regard to the game situation:

1. "Our gold reserves are low because of the differential between exports and imports. The government is striving to build up our exports, and yet pin games and other coin-operated devices, new and used, are enjoying a tremendous export business. In the first six months we have shipped games practically all over the world.

2. "There have been very little actual proof of pin games being operated by gangsters in the underworld. The truth of the matter is that such games are not done in the various pin games that gangsters find labor and sports infiltration much more to their liking.

3. "There are thousands of small businessmen throughout the country who see nothing wrong in awarding a prize on a pin game. There can be no comparison of making a living would certainly work a hardship on them.

4. "England has seen fit to legalize all types of coin machine, and the exporting of this equipment to England has helped American manufacturers and American labor.

5. "There are thousands of American laborers making their living either directly in the manufacture of coin-operated machines, or indirectly in making the parts—the steel, glass, cabinets, etc.—that go into the making of these machines.

"Congress and the attorney general should have learned by now that it is impossible to make the business types of racket good people by eliminating slot machines, pin games and similar equipment. A more logical thing would be to make dice, phonographs, and cards, and other such gambling equipment 100 per cent illegal.

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The Billboard's Coin Machine Price Index

Listings represent used machines in average condition introduced from December 26, 1960, and quotes represent 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.

### Coin Machines

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### THE BILLBOARD

December 26, 1960

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**Hoosier Op Personal Property Tax Based on Coin Market Evaluation**

**By JOSEPH KLEIN**

**INDIANAPOLIS – Market valuations will determine the personal property taxes to be paid on coin-operated machines, bowling machines, shuffleboards, pinball machines and similar coin-operated equipment, the Indiana State Board of Tax Assessment has last week.**

**The contents of vending machines, the Board indicated further, are assessable in the same manner as the machines themselves.**

**Additionally, pinball machines, slot machines and similar games of skill or chance, whether installed illegaly or otherwise, are subject to assessment as other personal property, the Board declared.**

**From Producers**

To be assessed by the manufacturers and distributors of equipment, the market valuation will be published annually by the Board and released in the form of a bulletin.

**The new assessing arrangement is authorized by a law passed in the 1959 session of the Indiana General Assembly. The statute will be applicable to the evaluation of property to be made in 1962, upon which taxes will be payable in 1963.**

**Under an Indiana law enacted in 1919, coin equipment is assessable at 100 per cent of “true cash value,” less depreciation.**

**In practice, however, the 100 per cent provision retained only a typographical existence on Indiana statute books. Had it been applied potentially, it would have left the State barren of coin-operated machines. The property tax rate in many Hoosier counties now exceeds and will continue to rise above the level at which the tax is $10 per $100 of assessed valuation.**

**That means that the operator would be required to pay $100 for each piece of equipment assessed at $10,000. If the "true cash value" provision was to be applied. A hundred such machines would bring a prohibitive $100,000 worth of tax assessments on his head.**

**1959 Law**

As stipulated in the 1959 law, "the true cash value" assessment will be replaced by one which involves an evaluation at 33 1/3 per cent of cash value.

**Indiana operators feel that this "tax reduction" will prove to be deceptive and, in fact, that it will become a tax increase.**

**For the truth is even though the law permitted the imposition of a 100 per cent valuation, coin equipment in Indiana has not been assessed at 100 per cent—or even at 33 1/3 per cent of cash value.**

**Indian taxing officials have been complaining for years about the omission of these machines from the tax rolls. They have been demanding legislation which would enable them to trace and ascertain ownership. Not until 1957, after many rejections, was the law given to the Definiton.**

After defining a vending machine as equipment which dispenses goods, wares or merchandise upon the deposit of a coin or which can deliver goods to the depositor the statute placed on the face of such machine an identifying device which will accurately reveal the owner’s name and address.

“In the absence of the identifying device, the machine is assessed against the location owner.”

**The Board, noted, however, that machines which do not dispense goods or merchandise are not vending machines and are, therefore, exempted from the penalties.**

**As interpreted by the Board, the law further provides that the excise of each item of property, owned and operated by any Young Men’s Christian Association, Knights of Columbus, Young Men’s Hebrew Association, Young Women’s Christian Association, Camp or United Spanish War Veterans posts of American Disabled Veterans, or any of the National, War Veterans of Foreign Wars, or American Legion, chapters posts of the Grand Army of the Republic, or American War Veterans was used exclusively...”
BARGAINS FOR THE WEEK

Bonn — West German coin machine exports reached new all-time highs in 1960, according to preliminary figures. Total exports amounted to about DM 24,500,000 (approximately $6 million), a gain of nearly 11 per cent over 1959, which established the previous high.

In general, the German export totals confirm that the industry, after four years of fantastic boom, has reached a plateau. This year's gain of 11 per cent over 1959 compares with a fall of 17 per cent over 1958, which in turn, posted a gain of nearly 30 per cent over 1957.

Juke boxes continue to do phenomenally well on the export market. Vending equipment recovered in 1960 some of the ground it lost last year, and games were slightly improved.

Of 1959 total exports amounting to DM 21,700,000 (approximately $5 million), juke boxes accounted for DM 13,300,000, vendors DM 7,000,000, and games DM 1,251,000.

The 1960 total of DM 24,500,000 shows advances all along the line: jukes advanced to DM 13,750,000; vendors to DM 9,250,000, and games to DM 1,500,000.

West German expanded exports from 30 to 42 countries. The Germans now are exporting to all continents, with greatest emphasis on Britain and Africa. So far, the exports to the U.S. and Canada have been disappointing, although industry pundits continue to talk of an imminent "breakthrough" into this market.

The Germans also are dissipating the "anti-Canteen" streak showing in Latin America and Asia. There are doing well on both countries, but not as well as they expected. In both markets, they are badly handicapped by high freight costs.

There was a series of important developments in the German coin machine field in 1960:

1. The domestic market switched from a new-box to primarily a reconditioned-box.
2. U.S. Juke boxes continued to compete strongly in the German market, despite some boasting by the German industry that domestic production would establish its primacy over the import market in 1960.
3. On the contrary, the German juke box seems to have lost ground slightly in 1960, evidenced by the industry-wide shift of emphasis to vending equipment over juke boxes and games.
4. American manufacturers continued to strengthen their links to the German market, both because of the opportunities offered by this market and the country's position as a base of operations in the European Common Market.

The consensus of German industry leaders is that the Germans have failed in their challenge to the American box, but that the U.S. box has strengthened its competitive position as the world's No. 1.

Certainly, despite alarmist outcry to the contrary, the U.S. juke box will continue to overshadow the German juke box world export market in 1961. This seems certain to be true for neighboring markets such as Britain, France and Italy. A recent poll which finds the rate of favor U.S. manufacturers.

From the German point of view, the trouble with American juke boxes is that they have a world reputation as prestige juke boxes, with the West German juke box in no position to be considered as a prestige box.

(Continued on page 69)

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. . . Coin Machine Operating

Caneine Acquires 3 Foreign Firms

CHICAGO—A major move to strengthen its overseas operation was made by Automatic Canteen Company of America last week when it acquired firms in England, Germany and Sweden.

In Hamburg, Germany, Canteen completed negotiations to acquire Helmut Rehbach, GMBH, which now is a distributor for AML equipment. In England, Canteen acquired full control of Rowe Automatic Merchandising Company, London. In Sweden, Canteen acquired full control of Automatforsaljning AB.

Announcement came from Noel B. Rader, president of Canteen International, a subsidiary of Automatic Canteen Company of America.

$4 Million Sales

Rader, who just completed a 16-day tour of the Canteen operations in England and the Continent, predicted foreign sales topping $4 million in 1961.

Rehbach is one of the major coin machine firms in Europe. This firm will expand to include a complete vending operation in the Hamburg area.

Other Canteen plans in Germany said Rader, include establishment of a new operation in Bonn and Stuttgart. Canteen International already has operations in Frankfurt, Weisbaden and Koln.

Stock Deal

Canteen took full control of Rowe Automatic Merchandising Company, England, when Canteen paid 50 per cent interest held by Camp Bird Holdings; in an exchange of stock transactions. The Rowe company was established in 1959 as a joint venture between Camp Bird and Canteen.

Canteen already owns 30 per cent interest in Automatic Merchandising AB, Stockholm, and has agreed to acquire a 15 per cent stake.

Rader said that Automatic Canteen Company recently established branch of Canteen International in Antwerp, Belgium, is now offering complete full-line vending services throughout Belgium, with plans for expansion into Holland.

According to Rader, Canteen International operations are currently producing revenues at the annual rate of $4 million. "We expect the acquisition, the growth of Canteen International, will further the operations expanding at an increasing rate in the booming common market economy."
Coin Talent Exodus Hits East Germany

By OMER ANDERSON

EAST BERLIN — A call went east recently from Luebeck, Germany's coin machine manufacturing center, to State Radio exchange, for which machine engineers and technicians.

Luebeck phone line didn't actually expect to get trained technicians, the coin machine plants were being loaded with technicians and engineers who could be trained in coin machine production.

It was a modest request, for East Germany has a plentiful small coin supply, and output numbers tripled in industry numbers only half a dozen plants, which means counting on vending machines.

Their output this year is expected to be 100 percent of that in the previous year — and that's the story of the East German coin machine industry, in fact, that industry is marching ahead of the State labor exchange. It's a promise of a market for skilled labor.

The exodus of coin machine technicians and engineers began immediately after the war, and it has continued unabated ever since. It is estimated that fully 40 percent of personnel employed in the West German coin machine industry are refugees from East Germany.

The term "refugee" applies to anybody once a resident of East Germany who later applied for the war to settle in West Germany. These East Germans are often indispen-

sible to the Bonn boom in coin machines. They encompass not merely technicians and workers but manufacturers, designers, and operators.

Perhaps the most talked-about East German refugee is Walter Talk, an animated toy manufacturer who has established his new plant at Magdeburg, near Stuttgart. Talk's Uta concern produces a Brumm toy machine. It is a new and complex box-like module with coin and games. It has just brought out a talking parrot and a tape recorder playground apparatus contained in a wall.

Talk literally took off from East Germany to put his marks in the new life, but the clothes on his back. His capital was his skill at design, and his skill in design, and the West German boom gave full scope to his talent.

He became an overnight success with his Brumm Box, a standard among models of toys, and the world it in stores and other juvenile loca-

tions. Brumm sold an unprecedented 52,000 box and 52,000 children's game books. The toys grow in size and intricacy with an animal orchestra which produces a pantomime of the tapes played.

Cola Legion

And there is he sat between the legs of another model, the propitators of the Otto Welschel coin machine is about the only who can be seen in Leipzig.

The firm, whose present proprietor is Thea Welschel, was founded in 1929 and is located in Homburg.

The firm prospered, and in 1936, it was the first to build a Welschel in the world. It is a German product of the Welschel.

A Welschel family tried unsuccessfully to re-

Site their coin machines. It is seen approaching that East Germany was to be boiled out of the Soviet Union, and there would be no future for private enterprises of any type, large or small.

The Welschel family made a

COVERS ROUTE BY AIR

Bay State Operator Often Up in Air, But His Feet Are Ever on Ground

GREENFIELD, Mass. — Arthur Strahan of Mohawk Music Company flies often up in the air about his business a good deal of the time, but his feet are ever on ground.

He's obviously convinced the air is here to stay now since he's had experience in flying for the company in a wide variety of covering Massachusetts, Vermont, and New Hampshire, with an occasional foray into other states.

"There's scarcely a small town among the New England hills and mountains that doesn't boast of some sort of airstrip," says Strahan, "and I've always made a point to keep in touch with the customer.

Solved Problems

"A customer has a problem — whether parts, service or something else in a phone or coin is made, the plane is in the air in minutes. It's met at the airstrip by the customer and the problem is taken care of within a half hour even when it's miles away," explained Strahan. He added, "and I'm sure they never come back.

And he hasn't been satisfied with the usual type of small plane. His present one is a Bellanca Cruis-

raider, the sports model of the most popular of aircraft, more maneuverable than the previous ones. And by air, says Strahan, "I can do what no restaurant operator is never more than an hour away from a problem. In other words, the customer knows he can have the service he needs by air, and he doesn't bother with trouble.

While Strahan has speeded up his operation by air, he hasn't neglected his ground work. Strahan said, "I've offered a Eureka to the national electrical society, and I hope to have it fitted with a small plane. He added, "as I said, by air, says Strahan, "I can do what no restaurant operator is never more than an hour away from a problem. In other words, the customer knows he can have the service he needs by air, and he doesn't bother with trouble.

Mich. Cig Pricing Up to Operators

DETOUR — Cigarette vending machine operators face a new problem in Michigan, January 1, when the State sales tax is boosted from 3 to 4 per cent. However, they appear to have the proper arrangement from the Michigan Cigarettes, and Michigan Cigarettes, and Michigan Cigarettes, and Michigan Cigarettes, and they may establish any prices per pack that they wish.

Present pricing policy, it was stated, is to operate machines at the 35 cent rate, and to use two or three pennies in the pack to change the price to bring down to 32 or 33 cents.

Diversification

While music is Strahan's chief business, he's not averse to a little diversification in its proper place. About a year or so ago he was "talked into" taking over the distributorship for the Hilsom line of stamp vending and Coin Mail machines. He did very little with it until last year, when he worked the business, and they have found a successful stamp machines working profitably in many big hotels and hotels around his territory. He is now giving more thought to the popcorn machines and hopes to come up with new angle.

Speed is so much a part of Strahan's life that he is expected to find that he might take it easier in his personal means of transportation. But such isn't the case, for the company operator finds a German sports car, a Porsche, is just right for pleasure driving as well as for business he might have to conduct on the ground.
German Exports

- Continued from page 38

ing to get into vending machines. This rush is a reflection of the shifting of the German market from a new machine to a replacement market; but it is spurred perhaps even more by the tremendous surge of automation in German industry.

Labor Problem

The fantastic German labor dearth (there are five unfilled jobs for every jobless person) has compelled forced-study automation.

American industrial efficiency engineers firms are doing a lousy office business in this country, running automation surveys. The usual first ingredient of such a survey is the recommendation for a mandatory arms race: vending machine food sales.

German houseswives, moreover, are buying increasing quantities of food from vending machines, mainly because store proprietors are shortening hours of operation because of the labor shortage.

Many experts regard West Germany as nearly a virgin territory for automatic merchandising; they view Germany as being 30 years behind in the vending field.

The German industrial boom combined with the critical labor shortage literally is propelling the Germans into modern American-type automatic merchandising and food sales.

Forecast

The forecast for 1962 is for the continued considerable expansion from a box to vending machine food production. Juke box production should continue on about the same level, Game production could increase, but this year's forecast is for a continuation of the 1960 pattern.

There is no talk of a recession in West Germany, in contrast to the gloomy prophecy emanating from America. The Germans can't be known to be on a round at full throttle.

German coin machines producers look for 1962 to establish new export records, although at a similar rate of increase than was established in 1960.

There is just this hidden factor which could dramatically alter the trend forecast for 1961--Africa. It is just possible that this market will open up next year as a major German export market.

The Germans have been boosting exports to Africa, and some German wire-service reported that the industry had the same outlook for the continent as the United States, which was predicted for the U.S. industry last year.

It is expected that a number of German industrial companies will get into this market. There is every indication that this market will continue to grow.

The report further said that there were no signs of a recession in West Germany, in contrast to the gloomy prophecy emanating from America. The Germans can't be known to be on a round at full throttle.

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Claffey Named

- Continued from page 8

For the past few years, he entered the juke box business in 1948 as a salesman with the Atlantic - New York Corporation, rising from branch manager to district manager.

Claffey is a graduate of the University of Rochester and served in the Marine Corps in World War II, rising from private to captain, and earning a Presidential Unit Citation for heroism under enemy fire. He is single and will live in Chicago.

MILWAUKEE MENTIONS

January 9 is the date set for the first meeting in the new year for the Milwaukee Coin Merchants Association. The meeting will be held at the Ambassador Hotel. On the agenda will be election of officers.

The 20-foot-long Bowl-A-Rama is stirring good interest among State and local experts. Export Distributing Company, .... Continued shortage of top hits on 33 1/3 disks is a "pain in the neck," according to Mr. Fink, owner of the North Shore branch.

No definite date has been set as yet for the showing of the new model 2300 Wurlitzer juke box, says Harry Jacobs Jr., president, United Electronics, Inc. Showroom in the Juke Box section of Leo Kowinski, Ottawa Sales, Iron River, Mich.; John Joslini and Terry Zow, both of Sheboygan, and Don Billard, Madison.

Harry Beckerman, Garimco Distributing of Wisconsin, reports excellent juke box coverage with the Ferrante and Teicher "Eskimo" single on the United Artists label.... Perry London, Seebus distributor, got good reviews as a member of the "New Faces of 1960" musical review. The show was put on by the local Council of Jewish Women. Holiday route takes are "considerably under a year ago," according to Glenn Goodrich, L. W. Novelty Company, South Milwaukee.

Orville Carnes, Carl Happel and staff kept busy during the final days of the year moving to the new Rock-ola headquarters two doors south of present location. "A lot of stuff can accumulate after 25 years in one place," says Carnes. Business visitors during the holiday season included Les Reeks, Chicago, Rock-ola sales promotion manager, and operators Chet Manhardt, Hazelhurst, and Matty Wolf, Westauka.

Bill (Tex) Hecht is the new servicer on the H. & O. Amusement Company staff, joining Louason to Lepone when these men are being packed by the Rocket Shurff and Bally baseball games.... One of the town's top music locations, the Alton Cudahy American Legion Post, now sports 31 1/2-inch juke box equipment. Initial reports have "been good" according to operator Doug Opper, Wisconsin Novelty Company.

Al Wagner, equipment maintenance man at P. & P. Distributing Company, was married December 17. ... Up-State operators are still maintaining their demand for good, used music and games equipment.... No new locations as a report of San Humanities, Hasting Distributing Company, checking the Hastings offerings this week were Fred Schmidt, Westfield; Tony Hirt, Sheboygan and Carl Borrow, Milwaukee.

OUT MINNESOTA WAY

Salander Distributing Company, Minneapolis, recently received its first shipment of the Ray Gun from Chicago Dynamics. Operators have been selling the gadget for about a week and have been having a hard time keeping up with the crowd who came in to look at the floor sample bought the gadget, according to Sal Salander, sales manager of Salander. In fact, Rose pointed out that the firm can't meet the demand for the gun.

Ray Brown of Brown Bros., Inc., Minneapolis-one-stop, and his wife will fly to Pasadena, Calif., for the Bowl Game Saturday, L. A. at Texas Christian. His wife, who is a former rock-and-roll singer, says she will buy her husband a new pair of shoes at the post-game party, including the big game. ... Earl Hammer, East Grand Forks, Minn., operator, spent several days in Minneapolis visiting his daughter. He also has a home in Golden Valley.

Midwest Automatic Photo, Minneapolis, is distributing the Auto Test. The machine has been doing "sensationally well" in two test locations, according to Dean Young, manager of Midwest Automatic Photo. The firm also is distributing the first color-tested 35-mm recording machine.


ST. LOUIS LOG

Ben Axelrod of Morris Novelty Company expects to enter Jewish Hospital in St. Louis January 3 for a gill bladder operation. He will be there for three weeks, however, and would like to hear from all his friends.

The Morris Company has been active with the new Gottlieb games, and bingo has been moving fairly well "which has been a surprise," Axelrod reported. The machines have been rating gaming devices per so by the Internal Revenue Service and require the $250 gambling stamp on each machine.

Recently the Morris firm purchased the routes of Holcomb Arthur Weinschlie, who subsequently moved to Fort Lauderdale, Fla., and William Krolls, who later fended for himself. The St. Louis firm has taken up residence in Centralia, Ill. Weinschlie's route was fairly large as compared with Kelly's small route, but both fished in with what the Morris Company.

Another item of interest concerning the firm was its annual Christmas party for employees. The affair was held December 17, with facilities starting at the company headquarters and including a lunch at the nearby Claridge Hotel.

Joseph McCormick once again is operating Musical Sales Company alone. His former partner, Dow Tobiaci, has gone with a fi-
MANny Of Varied Talents

Juke Box Service Chief Is Tropical Fish, Radio Expert

CHICAGO — Manny Herman, head of Manny & Leo's Arcade in Chicago, is a man of many talents. Besides being an expert on Airlift full line of music and vending equipment, Manny takes tropical fish, has a stereo and electronic rig, and operates an active citizens band radio station in his home with his family.

The latter hobby, which is really more than a hobby since Manny uses the radio in his business, recently came in for some attention by CB News and Views, trade magazine of the citizen band radio industry. The magazine did a profile story on Manny, his family, their use of the radio station and gave some excellent public relations to the coin machine industry, in the process, mentioning Manny's work on coin-operated music and vending equipment.

Manny's station is called 18W-9509, and is jointly operated by him, his wife, Leo, and their seven-year-old son, Jerry. "Manny's main personalities" writes CBN V, "enjoys the fact that he was a Japanese prisoner of war for three years in the prison, and told some of the stories he heard in the camp in our home.

The other members of the family are Jimmie, 17-year-old, and "too young to use the microphone."

COLUMBIA, S.C.—A three-day Billy service school will be held for Southern operators at Peach State Trading Company headquarters, Palm Springs, Fla., Jan. 19-21.

Jim Faulk, Peach State manager, and Paul Carney, Billy field engineer, will conduct the sessions. Emphasis will be on Billy's current game, along with other current Billy models.

DEANER DOINGS

Visiting Denver distributors were Ralph Rivera, who recently purchased the assets of Harry Deckenhoff, Denver, and the assets of Howard N. Deckenhoff, Rivera, who will operate in an area which has a population of 60 per cent or more. Normally, the company went to work modernization of many stereo phonographs planned. Deckenhoff, an expert on the field, and a partner in the DML Coin Machine Company in the State capital, suffered a shoulder injury December 14 when he stepped on an icy sidewalk. It happened while he was buying his birthday present. Takeda, picked by The Billboard last year as one of the top 10 newsmakers in the industry, reported his arm was "all wrapped up" for the New Year's Day celebration.

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DAVE Manna Doings

HARRISBURG HAPPIENINGS

Leon Takan, the popular manager of the Amusement Machine Operators Association and a partner in the DML Coin Machine Company in the State capital, suffered a shoulder injury December 14 when he stepped on an icy sidewalk. It happened while he was buying his birthday present. Takan, picked by The Billboard last year as one of the top 10 newsmakers in the industry, reported his arm was "all wrapped up" for the New Year's Day celebration.

LEON NEGI, of Drago Sales Company, is on a several weeks' vacation. Drago is headquartered up in Denver, Colo., Farmington, N. M., and the Four Corners area. Negi is concentrating on well-engineered sales stations where he goes.

Tom Bean, dean of Denver phonograph operators, bought a new Wurlitzer 200 stereo phonograph recently for addition to his route. An avid collector of music, Bean immediately went to work modernizing the machine with many stereo phonographs planned. Deckenhoff, an expert on the field, and a partner in the DML Coin Machine Company in the State capital, suffered a shoulder injury December 14 when he stepped on an icy sidewalk. It happened while he was buying his birthday present. Takan, picked by The Billboard last year as one of the top 10 newsmakers in the industry, reported his arm was "all wrapped up" for the New Year's Day celebration.

ROBERT PROSH, veteran coin machine mechanic, has been added to the Denver staff of the company. Despite a general slowdown in new coin and new amusement machine sales, Bean has added this and many others to the Denver service department to face the future.

Several dealers are operating build-ons used equipment sales since November, which indicates that numerous phonograph route operators who formerly would sell new equipment are switching instead to near-new equipment, and stocking up the routes at a lower investment.

Willie Schlegel, Attleboro-born former ski instructor in this mountain center, has bought a route of amusement and vending machines in the Glenwood, Fagosa Springs, and Agness area. Schlegel has considerable experience in Gurnee coin machine operations in Illinois before emigrating to the United States.

Bob Latimer
MEMPHIS — End-of-the-year figures on the number of phonographs licensed in the city show a decline of six machines compared to the end of 1959, Sloan O. Craig, collector of licenses and privileges, said last week. Games show a gain of 20.

At the end of 1959 there were 856 phonographs on location, and 864 at the end of 1959. There were 624 games on location this year and 624 at the end of 1959.

The trend for the past five years, according to figures in Craig's office, shows a decline in machines. Main reason for this has been the city's expressway, urban renewal and street widening programs in recent years.

To obtain rights-of-way, the city has had to condemn or buy land on which many restaurants or night spots were situated.

Charles V. McDowell, general manager of Southern Amusement Company, said, for example, that his company had lost seven locations which were torn down in the Continent.

Takens said the membership drive of the Pennsylvania AMOA is coming along "very nicely." He said it is gradually building up.

Universal Firms Mulling Merger

CHICAGO — Officials of Universal Match Corporation and Universal Controls, Inc., have been conducting merger negotiations according to a Wall Street Journal report last week.

The Journal quoted John L. Wilson, president of Universal Match, saying that the talks are "still continuing," but that he could give no indication of what terms are being discussed.

For almost a year, added the Journal, it has been rumored that Universal Match and Universal Controls officials were interested in merging the two companies, but until this time, officials of neither company would confirm that actual discussions were taking place.

Last month, the two companies announced that Universal Match will produce 2,000 of its automatic currency-changing devices for use in Universal Controls' theater ticket and other vending machines.

Pa. Operators Plan Arthritis Donation

HARRISBURG, Pa. — The Amusement Machine Operators Association of Pennsylvania is going to aid the Arthritis Drive by giving a donation, according to Leon Takes, manager.

The decision to donate to this fund was made at the December board of directors meeting at the Penn Harris Hotel. About 40 persons attended from all sections of the state.

Takens said the membership drive of the Pennsylvania AMOA is coming along "very nicely." He said it is gradually building up.

COIN TALENT

BILLY WILSON

Abe Susman
STATE MUSIC DISTRIBUTORS, INC.
3100 Main St., Dallas, Texas

Anchors Aweigh!

"You're off to a career in Universal Music Corporation...now meet the man who can make it happen."

When answering add SAY YOU SAW IT IN THE BILLBOARD!

WORLD WIDE
Wishes You All
A Happy, Prosperous, Healthful New Year!

PHONOS

NATIONAL

GUNS

GUN DEPOT 200-300

Cable Address "GAMES" Chicago

Terms: 4½ months.

Balance Sight Draft.

Phone: TV-Op-4-2300

Memphis License Total: Games Up, Music Drops

Faster Distribution

Big-city readers will continue to enjoy Monday morning delivery of Billboard. But now this valuable early-buying benefit will be extended to hundreds of important gross-root markets—cities that add up to important sales volume but which are visited only infrequently by manufacturer or distributor salesmen.

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

WORLD WIDE

Music-Phono Merchandising
Radio-TV Programming
Coin Machine Operating

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"Billboard's Defender Dow News depart-
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Terms: 4½ months.

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Phone: TV-Op-4-2300

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Phone: TV-Op-4-2300
WANTED
Experienced Bingo Mechanic.
Must be honest and reliable.
Steady work: Write
BOX 115, The Billboard
188 W. Randolph Street
Chicago, Ill.

For 1961
A Happy
Healthy
And
Prosperous
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To All

DAVID ROSEN
Gaming & Music
135 N. Howard Street, Philadelphia, Pa.
Phone Center 2-1295

GIVE TO DAMON RUNYON
CANCER FUND

Soldier's Field:
When More Than Just a Game

Int. Amusement
Moves Next Door

PHILADELPHIA — The Int. Amusement
Company has moved to larger quarters at 806
North Broad Street, next door to the
old showroom.

The building was formerly oc-
cupied by the Sandy Moore Cor-
poration of Pennsylvania and later
the All-Vend Equipment Company.

"We just needed more space," is
the way Jack Painter put it, "and
the new building gives us 1,500
square feet more. In addition to
the main floor, we also now have
a mezzanine.

Howard Ellis
* Continued from page 52

Ellis suggested that where loca-
tion sales did make inroads, opera-
tor neglect of the location was
usually the cause. "Operators will
often go along for years, getting a
good income from the spot, and
then try to take it for granted. We
often forget that personal serv-
vice means quite a bit to the small
merchant..."

Sometimes, said Ellis, the rea-
son is that most operations are
getting bigger and bigger, and the
operator has less and less time to
devote to business details. When
this happens, he points out, it's
time for the operator to make a re-
appraisal of what's going on, or
he'll lose what he's got.

Yule Standards Top Boxes
* Continued from page 52

"Round-Robin" Scoring and Futuristic Styling
Lead the Way to Greater Play! More Profit!

This Baby's really got it! High, wide and handsome canted light box stands out in any
location. The ageless beauty and durability of Stainless Steel moldings provide an
appealing new and clean appearance permanently. Sparkling appearance of plated
tags and front door panel adds beauty beyond description. Hard chrome finish
corner casting furnishes a comfortable, clean grip for players.

Ask your distributor to demonstrate these terrific features:
* "Round-Robin" scoring feature has rotating disc over holes
that indicates point values.
* "Round-Robin" holes scores 100, 200 or 300 points.
* Step-up bonus feature scores up to 200 points when ball goes out.
* Top bumper and 2 side contacts increase bonus value.
* Top recesses score 15 times value when lit.
* Rollover buttons light pop-bumpers for high score.
* 2 super-powered skill flipper.
* Coin box with locking cover. Plus a host of other fine features.

THE BILLBOARD
COIN MACHINES 63

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M100G
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270 E. 48th Street, New York, N. Y., U. S. A.
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When analyzing ads... SAY YOU SAW IT IN THE BILLBOARD!

SEASON'S GREETINGS

New Magic From Research!
"Hard-Core" playboard finish makes wear-resistant quality that earned playboard life far in
all time high.

New as Tomorrow!
Gottlieb's 2 Player
Merry Go Round

Syracuse License
* Continued from page 52

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* Top recesses score 15 times value when lit.
* Rollover buttons light pop-bumpers for high score.
* 2 super-powered skill flippers.
* Coin box with locking cover. Plus a host of other fine features.
"PERSONALLY" we all wish you the most prosperous New Year!