DECEMBER 31, 1960

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

SIXTIE-SIXTH YEAR

Stores' Unit Record
Sales Up 31 Per Cent

Purchases of Singles Up 26 Per Cent;
LP's Rocket 44 Per Cent Above 1959

By BOB ROHNTZ

NEW YORK—The past year is expected to go down as a banner one for the records sales. For December 3, 1960, unit sales of records were running 31 per cent ahead of 1959.

Broken down into categories, of December 3, single records were up 26.1 per cent in units as against the first 48 weeks of 1959, while LP unit sales were a whopping 44 per cent.

Only LP disks had failed behind, with the extended play of off 10 per cent in unit sales in 1959, thanks to the embargo in December of 1959. It was expected that Christmas business would make the LP and single unit sales go even higher by the time all the rest were tabulated.

LP records accounted for 73 per cent of dealer dollar sales in 1960, and 67.6 per cent of all unit sales were up 77.7 per cent in re-tailed stores as against 1959 while mono unit sales topped 1959 by 37.3 per cent.

Big Four Weeks

The period from November through December was one of the best four weeks for dealers since the start of 1960, in both LP's and singles. A total of 6.7 million singles moved across dealer's counters in these four weeks, while a total of 4.5 million LPs were pur chased in retail stores. Of these 4.5 million LP units, one million were stereo disks.

Usually the four-week period in November is a slow time for dealers. But in November 1960, unlike November 1959 or 1958, sales soared. Singles in November of this year were up 91.1 per cent over November 1959, and LP's were up 67.6 per cent as against 1958.

These statistics are derived from the current record analyzing national trends of record sales in all record categories as prepared by The Billboard's every four weeks under the editorship of Jules Redstone. The New York University School of Retailing has included the Billboard's reports to its readers in the last few weeks and has made a survey of record dealers across the nation.

The percentage used in these columns are based on gross sales of records in retail stores across the country. They give a picture of a category of sales, not an individual one per dealer. It is obvious that with price-cutting, discounting, etc., in individual dealer's unit sales can be up and yet total income for that dealer in 1959 as against 1958 can be less. At the same time, it is possible to have less unit sales—at a higher price.

(Continued on next page)

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OWN BUSINESS! Get the
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How 1961 Disk Year Looks—

From Trade’s Varied Angles

Mfr. Competition Up; Majors Strong
In Singles; Distrb Group Expands

By BOB ROLONTZ

NEW YORK—As the new year starts, many segments of the record industry, manufacturers, distributors, and retailers, are wondering what 1961 will bring. The questions about the record industry concern such things as the nature of single records, price-cutting, record clubs, trends in music, trends in records and all of the myriad problems that have been localized for the record business over the past few years.

From the manufacturer's point of view, according to trade observers, competition will heighten in 1961. Competition has been evident for the past five years; it is not expected to make it tougher on the smaller firms, and will call for new and novel ideas from the larger record firms in the way of marketing promotion and advertising campaigns. More and more manufacturers are expected to turn to 45-rpm in a concerted effort to sell sales not only of albums, but all of singles. Especially the new compact 33. Album packages will grow more elaborate and will be replicated by the RCA Victor packaging of its new Stereo Action line.

Distributors
Agency to Do
Monthly Plugs

PHILADELPHIA—Bob Heller says that the Philadelphia Regional Recording Distributing Company here, have listed Rothstein Advertisers and a new promotion-exploitation scheme every month of the new year. The entire plan is designated "New Frontiers in Record Distribution.

Although no one is sure the idea of a new art into the field the plan is to be the move into FM. The FM move will depend upon how many of these clubs can be converted into men. The plan is to sell more of the singles for to have a converted rate and to be of interest to all the new FM stations. The plan will be to sell more of the singles for to have a converted rate and to be of interest to all the new FM stations.

A. Kaminstein
U.S. Register
Of Copyrights

WASHINGTON—Abraham Kaminstein has been appointed Register of Copyrights, according to an announcement by Attorney General of Congress L. Quinton Mummford. Christmas Eve. Kaminstein has been designated as register of rights since the death of Arthur Fisher.

Kaminstein has been connected with the copyright office for 13 years. He is a member of "Division of Copyrights," one of the studies made in preparation for the proposed revision of the present Copyright Law.

NEW MERC LP HAS BIG SOUND

NEW YORK—Mercury Records' latest album is its new Living Presence Sound Series in Recording history, "Lincoln's Victory" by Anal Donald and the Minneapolis Symphony Orchestra. The label's long-time best seller "1812 Overture," the new LP features 188 cannon shots, plus extensive firing by muskets.

The "1812 Overture" album, also cut by the Minneapolis Symphony and Darrari, has been on The Billboard's best-selling classical album charts since it was first released in 1961, and is noted for its authentic cannon firing sounds.

The new package, produced under the supervision of Mercury's classical chief William Lovelace, spotlights even more gunplay—utilizing three different cannon sets of different sizes and a set of flint-lock muskets—all early 19th century museum pieces. The firing sounds were recorded at West Point as part of the semi-old special old time muskets and gunplay.

"Wagon Train" will be released in January and is expected to carry the theme of "The Great American West in Song," as it is expected to feature the voice of "The Man I Love" in radio tempo, and it is cut from three successive shows before it finally became a hit in Paris, and in London, it became popular in the U.S.

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**TELEVISION • MUSIC • RADIO**

**COMMUNICATIONS TO 1956 Broadway, New York 36, N. Y.**

**DECEMBER 31, 1960**

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WALLACH’S CHARTS CAP LABEL’S 1961 POLICIES

HOLLYWOOD—Capitol Records will adhere to a “quality up, quantity down” policy during the forthcoming year, according to Jack Wallach, president of Capitol, and Tommy Wallichs, Caps chief executive set the new year’s goals in light of his firm’s past year’s gains as follows:

Retail Repertoire

“For 1961, our basic aim will be to give dealers increased sales through a decreased number of releases. Under the leadership of Wallach and Wallichs, our vice-presidents, and our staff, our executives, our a&r, our producers, and our recording engineers, we will work to provide the greatest selectivity with the fewest number of artists and the material they record. We shall view each album we produce in 1961 with the idea that a definite need exist for that album in the marketplace, and that all the time and effort spent in producing our albums on more or less an experimental basis, as though they were ‘test’ pressings, is wasted unless that album is ready to be filled at the dealer’s counter. We shall, at all times, ensure that our dealer can put every album out by our company, and very many albums that do not achieve the exposure they deserve.

In 1960, Capitol was able to maintain its position of prominence on the charts and to give the industry albums like Nat Cole’s ‘Wild Is Love’, which achieved chart status in a remarkable five-week period. In addition, we were pleased to offer original-record cast recordings of two of the season’s outstanding Broadway shows, ‘Tenderloin’ and ‘The Unsinkable Molly Brown’, and we have enjoyed success with albums like ‘Paras of Brabant’, ‘Latin Is A Love’, various replica Trio albums, ‘This Is the Hollywood Bowl’ and ‘Ernie Ford’s specially packaged album, ‘Song of the West’. ‘Spirituals: Sing a Hymn With Me’. In 1961, we shall endeavor to produce more albums of this kind—again, as part of our philosophy of quality up, quantity down.”

Single Records

“The year 1960 proved an important year for Capitol in singles, sales of singles and doubles. The development of the industry drive to bend the record business toward a one-speed foundation through the ‘59 single and double may well be considered an important step in the fulfillment of that drive. The support of that drive to a one-speed industry worldwide because we feel it is the natural and logical development of the industry’s best interests. We expect the ‘63 to win back to singles many album buyers who have, over a period of years, lost interest or no longer possess the time to enjoy the larger packages of the ‘59 singles; and at the same time we expect singles and doubles to pick up at least a percentage of the younger buyers. Right now, a number of ‘53 singles and doubles are being released by Capitol for release early in the new year. We think that several of our first releases will be a great deal of excitement among dealers and win broad consumer acceptance, but at the same time, we expect that in the long run, singles and doubles will lay great stress on the development of Listen-to-the-record, but at the same time, we shall continue to do our best with our established favorites.”

Stereo

Wallach found Capitol’s stereo sales during the past year showing a steady advance in sales. He predicts that the forthcoming year will show further increases in stereo’s share of the record market.

International

The record business of the past several years has become increasingly global, Wallach said. “Capitol’s aim,” he said, “is to further a greater integration of our domestic and foreign activities for the dual purpose of giving our domestic artists greater international exposure with increased sales abroad, and of expanding in this country the talents of new artists from abroad. Through our EMI organization, we are in a position to show the importance of our business—an aspect which we believe will become increasingly important to our entire industry in the Sixties.”

Illegal Practices

“Our industry continues to be beset by a number of major problems. Most serious of these at this time, I believe, the counterfeiting of records and the bootlegging operation of a New York City record-bootlegging operation on an extremely large scale and operating with business-like organization and methods. This operation is enabled by the activities of cut-out industry. I firmly believe the steps be taken without delay to establish and enforce Federal State and local laws to combat this menace and to stamp out the operations which flank it. State laws designed to combat counterfeiting, bootlegging, pirating, and other such unethical practices.

Dealer Relationships

‘Capitol has never been a company itself a ‘dealer-oriented’ company; and we foresee no change in that philosophy during 1961.’ Thomas Wallichs continued. ‘We believe that we have overcoded the dealer to the point where it has been impossible for him to become familiar—really familiar—with any product. As such, he loses a large part of the product. As such, he loses a large part of the retail trade. As such, he loses a large part of the retail trade. As such, he loses a large part of the retail trade. As such, he loses a large part of the retail trade.

‘Taste is still the key to success in this business—ingenuity in packaging, in album concept, in merchandising”

KFWB Asks Advance Disks for Special Show

HOLLYWOOD—Crowd-Collin-5’s Station KFWB here has asked various labels for a three-day advance copy of albums to be used as part of the outlet’s third anniversary deal. The albums will be marked by a three-day special programming format to be used during 1960’s final weekend.

According to the station’s chief, Chuck Blore, the idea is based on the chronological order of the discs that made its “Fabulous Forty” play during the station. KFWB claims that a 20-minute insert at quarter-hour intervals, a disk which in the station’s opinion. will be a hit during the forthcoming year. This single will be followed ""
1960's Unit Sales of Records In Stores Run 31% Over '59

Singles Jump Ahead 26%; LP's Up 44%

Continued from page 1

section. National figures concern-

Addressing the issue of unit sales, how they can be analyzed according to a new

tunity's store location, as well as local

In this era of price cutting, it is
evident that unit sales and dollar

sales are rising, net income may be

lower for many dealers today when

record prices were at full retail.

When unit sales are figured at

the retail price, the average dollar

volume has increased even more

than the unit sales.

Perhaps because of, or in spite of,

discounting, the unit sales of records

is roughly 20 to 30 per cent

lower than it is usually reported.

There are many dealers who do not

report the number of albums sold at

retail prices; this increase made 1960

the best year ever in unit sales of rec-

dards in retail stores.

Chicago Bears
31 Jan. Albums

NEW YORK — There are 13

popular, 13 classical, three jazz

and 15 blues albums on the

tia Records' 31-LP package for

January.

Leading the pop album output is

the original cast album of "Chicago,"

starring Richard Burton, Jerry

Marnau's Hamlet, the late October

Horn zipper, The New Dean, The Four,

and Roy Conniff Orch and Chorus.

Other pop album releases include

in the series of the San Francisco

Jr., the Banjo Barons, Marty Marn-

ning's go, Mahalia Jackson, Vic

Damone's and Tony Mitchell.

Works by Mozart (conducted by George

Suguio, and the late Dimitri Mitropoulos),

and Beethoven's Middle Quarter

played by the Budapest String

Quartet are also provided.

The Beethoven Quartets are avail-

able, in either mono or stereo, in

both the single and double form.

Works by Riesg, Lester Trim-

bird, John Philip Sousa, Skinn, Picas,

Prokojiev, Tchaikovsky and Vivaldi

among others are also being made

available.

Maurer Does Album Covers

NEW YORK—Persuasive Pack-

aging Corporation, a new outfit de-

signed to produce a one-stop-

album-cover production serv-

cing to discounters, has been an-

nounced by Sid Maurer, who will also

offers promotion and point of sale

merchandising services, will soon open

in Chicago and Hollywood offices and

has already blueprint plans for one

store in the United States and Italy.

D. BERNAUX

COMPOSER, DEAD

PARIS—Desire Ber-

nix, 91, composer of

popular songs, chamber

music, operas, choruses

in the French operatic

company, died in Decem-

ber.

He was born in Belgium

but resided in Paris for a long

time and composed many of the

songs that Miss Mignonneau, Maur-

the other record labels

of the dollar sales volume in stores

in the year 1960. All of the other

record labels confirmed the

dollar sales volume in stores.

The top 34 labels enjoyed sales of

5 per cent or better of total dollar

sales in stores during the year.

Among these were 28 labels that had

5 per cent or more of total dollar

sales in stores in 1959, when only 32

labels held this top position. Of

those 32, 24 had a gain in position in

1960, while five additional

labels jumped into this select

category, bringing the total up to

the 34 leaders for 1960.

Of the 29 firms that remained

top four both 1959 and 1960,

upgraded their total dollar sales,

while six registered decreases.

The increase in dollar volume

racked by approximately 24 per

cent to 15.7 per cent, with sales

of little less than 1 per cent, to a

high of 152.4 per cent.

Canadian Board Hears

Copyr Fe Fees Proposals

By HARRY ALLEN JR.

TOKYO — Hearings began

in Ottawa last week before

the Copyright Board on music

performance fees.

The submission by Broadcast

Music Inc., Ltd., was received

within 15 minutes of the opening

of the hearings. There were no

further submissions within the

first week.

The submission of the Composers,

Authors and Publishers As-

sociation of Canada, however,

brought forth much discussion.

Tenn. Certifies

New Nashville

Record Firms

NASHVILLE — The Secretar

of State has issued certificates of

incorporation to the following new

 firms:

Action Records, Inc., 310 Sev-

enth Avenue, N., is a record-

selling, purchasing, distributing and

leasing of phonograph records, employ-

ing and managing a booking talent;

initial capital, $1,000; incorporat-

ors: Jack H. Killen and Joyce L. Bush.

Nashville Productions, Inc., 146

Seventy Ninth Avenue, is a record-

distribution, exhibition, release, au-

thorizing, controlling exploitation and

distribution of motion pictures, ac-

tivity in the field of television, sound and

talking films; initial capital, $1,000;

Incorporators: James W. Guys, C. Rea-

Smith and Mary Claire Rhodes.

Shelby Enterprises, Inc., 310 Thirty-

ninth Avenue, N., publishes,

buying, selling and music and musical

tones making, purchasing and selling

records of all types, managing and employ-

ing and making and booking talent;

initial capital, $1,000; incorporat-

ors: Jack S. Strop, William D. Killen and

Joyce L. Bush.

CAPAC offered a number of

changes and improvements

in the transmission of music to the

commercial, industrial and profes-

sional fields.

These include cabinets and rec-

orders, record players, records and

models, stores, factories, commer-

cial and advertising offices, offices

of the various operators, of

stations, airports, and bus and

airway offices and stations.

Counsel for the Musical Pro-

duction Corporation,了个

many of the music users, said the

fee revision is unwarranted and

unlawful.

An increase was also coming

from officials of the post office

and transport departments, cov-

ering the fees on musical paper

for the postage, offices and

railways.

CAPAC also seeks a tariff cov-

ering stearines and airplanes.

For steamships.

(Continued on page 17)

RANK AUDIO PLASTICS’

U.S. DISK SALES CLIMB

NEW YORK — Rank Audio

Plastics, which produces TUP (tuba-

knock plastic), has enjoyed a

steady climbing sales curve since

the product was first introduced

in the United States just a year

ago.

The process was developed by

the French firm Plasform, and

has since been franchised by a

firm in France to a number of

countries.

In England and the U.S., produc-

tion is jointly owned by the Rank

Organisation and Librairie Hachette.

In France, it is available under a

name most closely identified with

the magazine, Sonora, which

includes Rank Audio Plastics

data sheets. All pressing equipment

is manufactured in France.

The American firm, under gen-

eral manager, Harold Friedman, and

sales manager, Richard Quinn,

has concentrated largely on com-

mercial use and some edu-

cational applications of the prod-

uct, and according to Quinn, this

approach has paid off with business

written in the past three months

to the tune of 100 firms, 90 of

which offered not only broadcast-

ing services but all types of mer-

chandising as well.

Rank Audio Plastics also enjoys a

sales volume of 32% up from 10%

in 1959.

(Continued on page 26)

Audio Fidelity Cuts Listings

on Album Series

NEW YORK — Audio Fidelity

Records has announced a cut in

suggested list prices of a portion

of its album line, effective today

January 2.

The LP series currently peg-

ged at $5.95 now carry a suggested

price of $4.95. All elements

in the new Apt, FSC, series, now

listed at $9.95 will be tabbed at

$9.55. Suggested list prices of

all other albums, including DFM,

Persp-ray, Audio Radics and ASU

Masterpieces, remain unchanged.

Special dealer and distributor

prices have been set up to make

these price adjustments possible

without risk of loss of profit.

MUSICIANS GET BONUS ON KING RECORDS DATE

NEW YORK — Some members

of the American Federation of Mu-

sicians, Local 802, got an un-

usual bonus on Sunday, December

16, when King Records came

through with the largest payment

in its history of a disputed contract

signed several years ago.

The disk included an album of

music of Cuban origin, and was

signed to the union by the manufac-

turer for vocalist Frances Faye.

The State Department, through Bethbem,

had requested the tracking job be

wished it to distribute the

track to foreign countries where

native singers might record over

the track in their mother tongues.

Meric Man, who played flute

and saxophone on the date, en-

tering to the radios for some

months, then different tracks, were

being recorded for the record of

Loz Irene Alexandria. Some investiga-

tions on their part unearthed the

fact that King Records had been

signed to the original tapes in the

mention, had recorded these disks

over the tape originally made for

Miss Faye.

The disk was notified by the

union that triple dating scale and

the winners will be deter-

mined by Charlie Fuch, the

label's national sales promo-

tion manager.

MERCIFETOEARYDEALERS

CHICAGO — Mercury is plan-

ning a window-shading contest

for dealers with its new line of

Electrical. Evening With Nich-

ol & Me album. The con-

test is being held in nine key

cities. There will be two-round

tickets to New York, two tickets

to a favorite restaurant dinner for

two at a "tongue restaurant" in

Chicago; and two tickets to a

favorite restaurant dinner for

two at a "tongue restaurant" in

New York. Contest enters be-

come as early as January 1.

Dealers must submit photos of

their windows and the winners will

be determined by Charlie Fuch, the

label's national sales promo-

tion manager.
THE GOL-DUNEST TWO-SIDED SMASH!

I LOVE TO MAKE LOVE TO YOU &

SHOW FOLK

PAUL EVANS

SID BASS ORCHESTRA & CHORUS/ CARLTON 539
BRITISH Newsnotes

By DON WEDGE

News Editor, Replay Express

As expected, Elvis Presley's "New Orleans" has set a new record for the fastest million-selling disk in British history - six and one-half weeks and during that period it broke the record held by the previous fastest million-selling disk, here was Harry Belafonte's "Mary's Boy Child," which was certified a gold mark in eight weeks in 1956. "New Orleans" was certified a million in Britain alone the same year but took longer. Presley is getting a lot of promotional help from his label, LP, "I. I Blues," which is selling fast in the States and the UK.

A million sale in Britain is an occasion. English Decca is proud of its 250,000 sale of another RCA disk, "All Shook Up," by "Will He Have To Go." Issued January 22, it passed the quarter-million mark in month. Continuance pushing for most of the long period.

MOVIE BUSINESS: Two Decca Day films and two starring Frank Sinatra are in release. The former, "Meet Me in St. Louis," starring Peter Alexander to mark the opening of another remake, the financial future of the picture is not certain. There are three new LPs of the picture on the market.

TO THE U. S. Lalita got an invitation to tour the States for six weeks (she performed at Carnegie Hall "By Night") Keypnert will visit New York.

RECORDING SESSION: Polyn. recored an LP in Berlin featuring "Yoko" Tsurumaki and the album was released by Polydor. It is being scheduled for next spring.

VISIT-OUT: Helmut Zacharias will be in Sweden this week. The German rock singer is on tour in Spain, featuring an orchestra of 90 and a brand new "Scheherazade," an engangement, the Goya group, the label will be a visit for a Goya in the Goya group. A successful recording session is scheduled for next spring.


LEGIT: Most popular operas in the UK this season are "Fidelio," which was first performed in 1819-1960 was "The Fidelio" again. It played 725 days in 15 years.

NEW RELEASES: Warner Bros. issued an EP of "Jive Blues" spent four days of talent discussions with his London representative, Harold Davidson. Another Deutsche also issued an EP of "Singing at the Top of the World," Judy Garland's agent. Gower Champion was auditioning hopefuls for new tour of "Flowers." TO THE U. S. Santa Hollywood film for Dave King is "Pi- edmont" which will go into distribution to 20th-Century-Fox, January 25. "Two on the Town," which is back at the original mid-February for a third picture.

Best-Selling Pop Records in ITALY

Week ending December 29, 1960

(Contemporary Music & Drama, Milan)

BRITISH Newsnotes

By JIMMY JUNGERMANN

Producer, Bayerischer Randklinik, Munich

Elvis Presley's "Wooden Heart," according to chart information, is at the top all over Germany.

FILM MUSIC: Polydor and Columbia Records in the US got "Jungle Book," starring Peter Alexander to mark the opening of another remake, the financial future of the picture is not certain. There are three new LPs of the picture on the market.

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DANISH Newsnotes

By TED WOLFRAM

Copenhagen

A new LP by Danish jazz composer, Niels Vinge Bendt, was offered in a concert at the Old Folks' Hospital in Copenhagen on December 20, conducted by Gosta Ohlen, Ahne. "Jealousy," with an LP featuring "A Night in Tunisia," by Niels Vinge Bendt, who has been one of the major jazz composers in Denmark for the last 20 years, released his new LP entitled "Jealousy." The LP is being recorded by the Big Band that accompanies Niels Vinge Bendt in his concerts.

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SILENT NIGHT: Hibernation is the annual panic story in Copenhagen during most of Christmas week, when the days are short and the nights long. The majority of its residents spend the week in the towns from which they come, and few tourists are on vacatio in the city, an annual Christmas concert called "Silent Night," will be held on Christmas Eve, when night light gets going again later.

PERSON: Few recording stars were in evidence excepting a few who have been invited to the Christmas charity concerts and shows. Svend Asmussen, of the Danish popularity at the piano, backed by Columbia's orchestra and choir.

Vice Offers LP Discount

HOLLYWOOD: Vice Offers is launching its "81 Prep Pack" series. A ten-week re-reprocessing program aimed at retail outlets, the "81 Prep Pack" will offer an LP for $1.50. The label will offer a 15 per cent discount on all of its entire catalog of more than 80 LPs (all mean, all mean). The program goes into effect January 1 and closes the 31st of the month.

VICTOR PRICES STEREO ACTIONS

NEW YORK -- RCA Victor's Stereo Action line (The Buster Brown line) is priced at $5.98. All of the al-

brums released in the series will be in stereo, and the discs will be in stereo with, separate liner notes.
"the BIG ONE for 61"

DID YOU EVER SEE A DREAM WALKING

b-w Baby, Where You Are

Randy Lee

EVEREST RECORDS

A DIVISION OF SELNECK INSTRUMENT CORP. PRINTED IN U.S.A.

300 Livingston Ave., New York 17, N. Y.
Roulette Wins Suit Against Canadian-Am.

NEW YORK — Roulette Records has won its suit against Canadian-American Records Ltd. The suit was filed earlier this year by Roulette, charging that the Canadian-American sound track album of "Murder Inc," which featured Sarah Vaughan's voice, and her photo on the cover, was an infringement of the label's exclusive contract with Miss Vaughan. A temporary injunction was granted a few months ago which restrained the defendants from any further manufacturing and marketing of the album.

Last week, Judge Abraham D. Levy, in the New York Supreme Court, awarded Roulette the decision by enjoining the defendants from making any albums with Miss Vaughan's likeness on the cover or her voice on the album. Roulette was also awarded damages of $8,000 to cover their loss on albums distributed prior to the court action and decision.

WHAM-MAK-AND JLP

Welk Album Due From Dot

HOLLYWOOD — Dot Records will issue a Lawrence Welk "Cuttin'" album (no cash in on the market created by his strong-selling singles). According to Dot President Randy Wood, the label will hit the market with 200,000 copies of the album, scheduled for release December 30.

Wood further added that he placed an additional pressing order for "Cuttin'" singles last week, which will hit the million pressing mark for the single. If the sales curve continues upward, this will be Welk's first hit single, indicating he may be creating a following in the teen-age set.

M-G-M Gives Singles Line January Hypo

NEW YORK — M-G-M Records kicks off the new year with a heavy emphasis on singles, with the home sales force consisting of sales chief Leon Schachter, Sol Greenberg and Harry Anger all hitting the road on selling tours.

The label currently has two new singles both of which are moving up on the charts. Joni James with her vocal version of the hit "Last Date," titled "My Last Date With You," shines in the 69 slot, while Conway Twitty hit the Hot 100 for the first week with "C'est Si Bon," in the 72 position.

Meanwhile, the label is about to release two new singles, including Connie Francis' "Where the Boys Are," and David Rose's instrumental of the theme from "Cimarron." Both are pic tunes.

Two London Promos Going On Packages

NEW YORK — London Records has kicked off two separate special promotion efforts on package merchandise, effective at once. A story in last week's Billboard newspaper indicated that only one program was under way.

A program designated as SP-64 contains such features as an extra 10 per cent discount on the general London catalog, with clipped billing and local advertising allowances. The second of the two deals is designated "Surplus Stereo Stock Programs" and refers to a special half price plus on 65 selected stereo albums from the catalog. Joe Hartstone, vice-president of London Records, stressed that the two are entirely separate programs.

M-G-M's Choice for Inaugural: Classical Fare

WASHINGTON — President-Elect John F. Kennedy has chosen the concert program for the 1962 Inaugural Concert, according to the 1961 Inaugural Committee.

The concert, one of the few musical functions of inaugural activities, has been part of inaugurations since Washington's time. The one to be held January 19 in Washington's Constitution Hall will feature Howard Mitchell and the National Symphony Orchestra, violin soloist Mischa Elman, pianist Earl Wild, and the Georgetown and Howard University Male Choruses.

Four programs were submitted to the President-Elect by Howard Mitchell. The programs chosen emphasize American music and composers. John La Montaine, young American composer and Pulitzer Prize winner, has been commissioned to write an orchestral overture to begin the concert.

In attendance will be President-Elect and Mrs. Kennedy, Vice-President and Mrs. Lyndon B. Johnson, former President and Mrs. Harry S. Truman, Mrs. Woodrow Wilson, Mrs. Eleanor Roosevelt, members of the new cabinet, Maris Callas and Mert Sahil, among others.

Bess Music in Copy Action

NEW YORK — Bess Music Inc. filed suit in federal court against Consolidated Music Publishers Inc. for alleged infringement of the copyright, "Today I Sing the Blues." The suit seeks an injunction, an accounting and a declaration that plaintiff is the rightful owner of the publishing and recording rights.

According to the complaint, prior to October 1947, Curtis Lewis and Carley Hamner wrote the song and assigned their rights to Medallion Music Corporation, who assigned to plaintiff in 1952.

The complaint charges that in or about the past year defendant has published the tune and sold the recording rights without the consent of the plaintiff.

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Meanwhile, the label is about to release two new singles, including Connie Francis' "Where the Boys Are," and David Rose's instrumental of the theme from "Cimarron." Both are pic tunes.

Translation: For Cryin' Out Loud! A Novelty Smash to Start the New Year! BUZZ CLIFFORD singing BABY SITTIN' BOOGIE Exclusively on Columbia® Records.

Jack Crawford, Recording Vet, Feted by RCA

NEW YORK — The Sky Garden Room at the Park Lane Hotel was the festive scene of a retirement banquet for RCA Victor recording engineer Jack Crawford this past Thursday (29).

Crawford, who has also marked 45 years with RCA, started with the company in 1915. During his tenure with Victor, he has held the position of singer, recording technician and has been recording engineer since 1940. He has waxed such fabled names as Wanda Landowska, Heifetz, Horowitz, Van Cliburn and Artur Rubinstein.

Rubinstein and his wife, Arthur Fedder and a number of other top recording names were in attendance at the special banquet which was emceed by recording manager Don Kershaw. Among the speakers at the occasion were George Marek, vice-president and general manager; Norman Racin, vice-president and operations manager, and W. W. Bullock, vice-president, business affairs.

Roulette Buys Coast Disks

NEW YORK — Roulette Records has purchased two West Coast masters last week—"Till the End of Time" by Miles and Andrew Davis. The new title was released by the Coat Tails label of the Coast label.

On the international scene, Roulette signed opera singers, Donald Singer, reports that Roulette and its Tito subsidiary will also be handled exclusively in Italy by G. Ricordi. Roulette has signed with Polydor of Athens, for manufacture and distribution of its product in Greece.

THE NEW BILLBOARD IS COMING NEXT WEEK....
NEW DELLA HIT

"THE MOST BEAUTIFUL WORDS" c/w "YOU MEAN ALL THE WORLD TO ME"
Available in Monaural, 47-7833, Stereo, 61-7833 and Compact 33 Single-37-7833
NEW YEAR'S RESOLUTIONS!

“I DON'T KNOW WHY”
CLARENCE (frogman) HENRY
ARCO 5378

“WATUSI”
the VIBRATIONS
CHECKER 965

“GUNSLINGER”
BO DIDLEY
Chess 965

“AT LAST”
ETTA JAMES
ARCO 5380
ALREADY ON THE CHARTS
CHESS 1771 ET TA and HARVEY
2120 So. Michigan Ave., Chicago 16, Ill.
(Phone: CA 5-2770)

Cap Issues 34
Continued from page 3

I'm going to stay in January. This month will feature only one package of instrumental music. (Carmen Dragon) with the remaining in opera. Release is a madame Butterfly recording featuring the late Ennio Pizzetti. In addition, the label is issuing a single L.P. "Highlights" version of the complete Pizzetti "Butterfly" plus Volume I in the projected three-album series, "The Beloved Pizzetti," then, a full half of the label's January lineup is devoted to the late tenor. Remaining two L.P.'s are "highlight" versions of previously issued complete "Parsifal" and "La Traviata" recordings.

Angel Sets
Similarly, opera grants the insight of Angel's share of the release with a complete recording of "Marriage of Figaro" and featuring Elisabeth Schwarzkopf. Other albums include soprano Annes Moffs in a set of selected trios, and a package by the Kuborikien Children's Choir. Release includes pianist Claudio Arru's recording of the Beethoven Emperor Concerto. The fourth Beethoven Concerto he has recorded for the label in his projected series of the complete five concerti. Another opera-flavored L.P. features the Scott's Guards Regimental Band in a performance of opera overtures. Two of this month's three albums are Angel's "Great Recordings of the Century" series are similarly devoted to opera in reissued recordings by Turandone Maria Battistini and Tito Schipa. Third features harpsichordists Wanda Landowska in an album of Scarlatti works.

Liberty Launches
Continued from page 3

etiquette. In addition, it will supply specially prepared "story line notes" to disk jockeys as suggested two copies on all the artists and albums in the release.
Merchandising aids will include browser box headers, display kits and other point-of-sale material for dealer use. The campaign will be supported by distributor meetings and will be held this week by the label's executives. Don Behland and Bud Dalm will cover distributors in the East, Kenneth Storey in the Southwest, Joe Seid in the Midwest, Bob Staff for the South, and Don Blacker will cover the West Coast.

Lanin Album
Continued from page 3

Division of the Lanin set, will be subject to a 10 per cent discount during January. All stereo sets will be subject to a 20 per cent discount. These discounts will be available to Epic distributors until January 31. The same discount schedule will apply to all Perfect L.P.'s. An additional Epic is offering distributors a 16 per cent discount on all four-track tapes.
To back up the sales plan, Epic has conceived a number of merchandising aids for dealers. They include a mounted Lanin counter card, ad mats, counter banner boxes, and stands of Epic and Perfect album products.

Columbia Bows
Continued from page 4

available among the classical selections for January.
Columbia has also signed and is issuing its first album by the Chico Hamilton Quintet; there are also two side by Andre Previn's trio and Dave Brubeck with singer Jimmy Rushing in its jazz release.
The two sound albums feature "100 Guitar," and "Les Grandes Chansons—Volume IV" with Jacques Francoeur.
IMPORTANT ANNOUNCEMENT!

TO AUDIO FIDELITY RECORD DEALERS...

In celebration of our Seventh Anniversary we are pleased to announce a price reduction in the suggested list prices of Audio Fidelity's LPs and Stereodiscs.

Many millions of Audio Fidelity records have been sold... thanks to you, The Record Dealer... making these price reductions possible.

Dealers, not Record Clubs, are our only sales outlet to the consumer.

As of January 2, 1961, and just in time for your January selling, the following revisions in our Suggested List Prices will be in effect:

<table>
<thead>
<tr>
<th>SUGGESTED LIST PRICES</th>
<th>CURRENTLY</th>
<th>NOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL AFLP SERIES (Monaural)</td>
<td>5.95</td>
<td>4.98</td>
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<tr>
<td>ALL AFSD SERIES (Stereo)</td>
<td>6.95</td>
<td>5.95</td>
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<tr>
<td>ALL FCS SERIES (First Component Series)</td>
<td>6.95</td>
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NOTE: SUGGESTED LIST PRICES ON DFM, DFS, PERSONALITY AND AUDIO RARITIES SERIES AND AUDIO FIDELITY STEREO MASTERTAPES REMAIN UNCHANGED.

AND HERE IS THE MOST IMPORTANT NEWS FOR YOU!

- UNLIKE OTHER RECORD COMPANIES, AUDIO FIDELITY, CONSISTENT WITH ITS POLICY OF MAXIMUM DEALER SUPPORT... THAT NO DEALER MIGHT BE FINANCIALLY HURT BY THIS REVISION... MAKES IT POSSIBLE FOR YOU TO ADJUST PRICES WITHOUT LOSING ONE CENT OF YOUR VALUABLE PROFIT MARGIN OR INVENTORY VALUE OF AF RECORDS AND, IN FACT, MAKES IT POSSIBLE TO EARN ADDITIONAL EXTRA PROFITS.

SEE YOUR DISTRIBUTOR AT ONCE FOR COMPLETE DETAILS ON THIS PRECEDENT-SETTING PROGRAM!

AND REMEMBER WHAT AUDIO FIDELITY MEANS TO YOU AND YOUR CUSTOMERS...

- THE HIGHEST STANDARD IN HIGH FIDELITY—UNSURPASSED SOUND REPRODUCTION
- WORLD FAMOUS ARTISTS AND PERFORMANCES
- BRILLIANT EXCITING PACKAGING
- CONCENTRATED CONSUMER ADVERTISING TO BRING CUSTOMERS TO YOUR STORES
- NO RECORD CLUB AFFILIATIONS
- FREE DISPLAYS—MERCHANDISING AIDS

For Maximum January Sales At Full Profit STOCK! SUGGEST! DISPLAY! PROMOTE!

AUDIO FIDELITY RECORDS!

AUDIO FIDELITY INC. 770 ELEVENTH AVE., NEW YORK 19, N.Y. • Plaza 7-7111
Play it smart!

order these
big new ones for '61
from
RCA Camden

All the great songs from the new Lerner-Loewe musical! CAS/CAL-657.

Another Living Strings special! Lush Hawaiian favorites. CAS/CAL-661.

Original Cast Recording of this Broadway musical hit! CAL-621.

32 Berlin all-timers in a great, brimming dancers' set! CAS/CAL-652.

Songs, dances, jokes from a live minstrel show! CAS/CAL-651.

A Dorsey treasure chest! Vocals by Sinatra, others. CAL-650.

Sacred Hymns by America's favorite gospel singer. CAL-653.

promotional push! Ads in
Redbook and Cosmopolitan/
Blinker Box Cover / Window Display / Streamer / Mailer /
Back-up Cards
How 1961 Disk Year Looks

*Continued from page 2*

Possibly the largest firms will continue to exert every effort to expand the disk market in other ways. One of the slingshots along this line is RCA Victor's tie-up with The Reader's Digest — reported in several Billboard stories.

End of the year will see the field of record distribution. It does not take much more than a glance at last year's increase in the number of distributors in major markets to predict that young record men with backing are finding the field of jobbing records more and more attractive. Almost a score of new distributors opened their doors in 1960, most of them helmed by young men untainted by the payola probes. Through hard work and energy, new distributors have emerged among the number two or three distributors in their towns, a substantial rise in a short time.

Youngsters Arise

As the record business has expanded on the label front, there has been a real need for new distributors. This need is also being filled by the setting up of new branches on the part of already established distributors. Connies, the country's largest distribution chain, expanded to the West Coast in 1960. Milk Sales of M & S in Chicago set plans for a branch in Cleveland. Herb Cohen of Pittsburgh gave backing to new distributors in New York and Chicago.

As the number of distributors grows, the pressure on the one-stops grows too. Last year saw the opening of the key one-stops in the U.S. Underwood reorganization. There is little doubt that the new distributors and the old distributors facing new competition will be even more active in 1961 in wooing the dealer and winning him back to distributors for his purchases.

From the dealer point of view, things may not get any better in 1961 but they are not expected to get any worse. In spite of the fact that discounting has increased rather than decreased, many dealers have not only learned to live with discounting but have even learned how to fight the discount stores with the same weapons. Even more, many dealers have discovered that when service is deleted, the record shop with a full line of LP's in all fields, attractively displayed, can pull custom out of those who don't enjoy discount store shopping. Stereo records and percussion records, which usually have to be heard to be appreciated, have brought record buyers back to the legitimate retail disk store.

There will be more and more percussion and sound albums in 1961. It can be expected that eventually all albums will be "sound" albums, whether with chickens or vocals. And it can also be expected that there will be more product issued than can be sold, most of which will wind up in discount stores as 99 cent LP's. Last year more records were sold in retail stores than in any year ever. If this year resembles an even keel it can be safely estimated that dealer business will rise again in 1961.

A. Kaminstein

*Continued from page 2*

In recent years, Kaminstein supervised the copyright registry system set up in the Copyright Law. He also assisted in preparing the U.S. proposals for the Universal Copyright Convention and was adviser to the U.S. delegation at the Paris meeting in 1951, at which the preliminary draft of the Convention was prepared. The Convention was signed in 1952 and ratified by the U.S. in 1954. This was the first time the U.S. became an adherent to a world-wide copyright treaty.

Kaminstein is a member of the New York Bar, the Federal Bar Association, and of various copyright committees of the American Bar Association.

***

**TRANSLATION**

User: Hi! I dig the Baby Sounds on BABY SITTIN' BOOGIE by BUZZ CLIFFORD

Exclusive on Columbia 18 Records
Zenith Debs
New Stereo
And TV Lines

NEW AUDIO PRODUCTS

Turntable Has 45 Spindle

One feature of the new Ze- nith Stereo line (see separate story that is included in this issue of the Home Console rec ord changer that has a plas tic case. The tone arm is built into the turn table. The new changer is now used and is easy to operate when needed. Other features of the new changer include: complete, modernized "screw" type drive to replace the rubber to separate and "Heat"

The components of the changer for quicker ranging.

Dealer Battery Display

A transistor radio battery merchandiser has been devised by the Union Carbone and Carbon consumer products division for the display and sale of its Eveready battery types. Included in the display is five of the company's Ever ready products which are applicable for use in 95 per cent of all transistor radio requirements. The display has a removable parent front and a label on each of the drawers gives the battery number, National Electric Distributor Association number, dealer's name, and also a plastic insert of disastrous to all combinations of streamers, envelope stuffers and line cards of related accessories. The merchant with the batteries sells it for $7.98.

Hi-Fi, Stereo on the Move

The George Koch and Sons Company of Evanston, Ill. has introduced a new line of radio consoles that certainly will get some stereo fans on the move. The firm has a new caster-wheel cart that moves easily and smoothly. The cart has a built-in record rack for 100 large albums and the set is of all-welded construction, 27 inches high, 24 inches wide and 19 inches deep. The suggested price is $37.

Stereo Tape Consoles

The "Rotoberta" is the name of the new stereo tape console which was introduced by the Roberts Electronics Corporation of Los Angeles. The set retails for about $1,095 and features a four-tube FM AM receiver with separate AM-FM tuner. The set comes in a solid Danish walnut cabinet.

FM-AM Stereo Receiver

The Fisher Radio Corporation has added a new stereo receiver to its basic line. This set is designated five of the company's new models. The set is available in both complete sets and dealers will have to order these two styles in order to receive the set. The suggested price is $70.

NEW AUDIO NEWS BRIEFS

The Stromberg-Carlson Consumer Products Division has announced that Robert W. Frin beraton is its new regional sales manager for the Midwest territory. Mr. W. Roberson has been promoted to the post of assistant director of public relations for the Zenith-Sonora Corporation's international division.

PMG's Have been opened to the Philco Corporation's Palo Alto, Calif., development laboratory. Prior to his new assignment, Mr. Graham was the regional sales manager for the Philco Corporation.

Telestar has appointed the Sunnen Company of Chicago as the representative of the company's line of electronic equipment. The firm in turn was appointed by the Zenith-Sonora Corporation to act as the exclusive source for the company's line of electronic equipment.

Arvin to Clip Model Prices

COLUMBUS, Ind. — Three Arvin models will shortly be introduced by Arvin Industries at the Chicago Housewares Show, February 16, will bear impressive price reductions. Due, the company says, to cost saving manufacturing techniques, a six-transistor and two seven-transistor portables will earn the new tag of $15 to 20 per cent less than comparable products.

A six-transistor willine will be retail-priced at $24.95 which is $12 lower than a comparable model which retails at $39.95. In addition, the three-transistor transistor radio will be reduced from $29.50 to $20.95. A three-transistor portabie in the $15 range will be introduced, however, on the rest of the company's line. This includes a shortwave, three-band portable that has a bulb-in logo that will continue in the $100 category.
DECEMBER 31, 1960
THE BILLBOARD
MUSIC

BREAKING INTO '61 WITH A REPEAT HIT

HERALD RECORDS

MAURICE WILLIAMS
AND THE ZODIACS

With His SMASH FOLLOW-UP TO "STAY"

"I REMEMBER" "ALWAYS"

Herald 556

and HERE'S HIS HIT ALBUM

MAURICE WILLIAMS

Including STAY • ALWAYS • I REMEMBER
I GOT A WOMAN • BUT NOT FOR ME
and 9 others

ORDER NOW . . .

HERALD HLP 1014
Suggested List $3.98

Heading for the Charts
and Breaking Big in Philadelphia, Detroit, N. Y. C.,
Cleveland, Washington, Albany and Norfolk.

"WHAT BROUGHT US TOGETHER"
by The Edsels

TAMMY 1010
Distributed Nationally by Ember

A Happy, Healthy and Prosperous New Year to All Our Friends in the Industry.

Al Silver
President
Herald-Ember Records

Copyrighted material
POST YULE: Stan Richards, WINS, New York, is running a "Christmas Tie Exchange" on his morning show. Those who are able to send out a tie-gift-sized item will send them one of the items one at a time to the storehouse of the exchange. It may get a bit better or worse this year. Richard has no guarantees, but who can judge individual tastes. There is no charge for this service.

RICHARD RCAF VICTOR LP A CHARTOPHOMER

Ritcher's RCA Victor LP a chartopher

The Honolulu Advertiser's manager of the program. He has been programmed to be a busy Christmas season. He earned 10 record hits in 12 days, in addition to his regular p.d. chores and a daily four-hour show.

BAREFOOT SANTAS: Two KPOI, Honolulu deejays -- Ed Gearty, "Shore Monkey" (tourists) and Tom Wade, "Gary Holmes," have been full of cash at the end of every tourist dollar. They have paid themselves full of money from passing motorists. At the same station, KPOI played and dedicated records to every donor who dropped by with $1 or more.

The jocks held a contest to see who could collect the most, and by midnight they needed to be at 6 a.m. They had collected a total of $3,414.54. A local restaurant, Coco's, gave donors free coffee. Both Moffatt and Wade were tired, but the time, with high city traffic, was still early. Matthew T, Sasaki said, sauntering with the most from the tropical heat. Moffatt occasionally hopped aboard a bus and collected passengers before jumping off a block away and walking back. In a page-one feature story in The Honolulu Advertiser, Wade said it was "a quick trip" to find four four-wheelers, and everyone would stay at the redheaded native in a messy way, out a wastebasket and would throw a quart of cash at this way. I'd go over and call the fund and call $4 or $5.

CHANGE OF THEMES: Chuck Daugherty, former all-night deejay at WXYZ, Detroit, is changing his hours and taking over the morning slot (6-10 a.m.) at WJRT, Detroit. WJRT is the new home for the air from 6 to noon on Sundays. William T. McKibben, assistant to the v.p. of the Balham Stations, has been appointed to the North County Branch of YMCAs Managers... Gordon Haynes, formerly manager of KOME, Honolulu, has been succeeded by Charles W. Lenox, who has joined WNEW, St. Louis, a newly acquired Franklin Broadcasting property. Station KOME is also a Franklin station.

Richard Hayes' "Big Beat" record hop show on WNEW-TV, New York, is being mailed with a remote broadcast. Formerly aired daily, 5:30-6:00 p.m., Monday through Friday, and 8-9 p.m. on Saturday, the "Big Beat" will now only be telecast as an hour feature on WNEW, Lorain, Ohio, has moved to WNCO, Ashland, Ohio, effective December 28.

John Trotter, formerly program director and deejay at KABC, Hollywood, has replaced Joel Spivak at KILT, Houston. Spivak has moved to WPRO, Providence, R.I. His new assignment is the 4-7 a.m. group on WXYZ, New York, and Walter Neilson will be acting program director in the absence of Elliott M. and Eleanor Sanger, who ordinarily head the KABC-Midnight to 5 a.m. group. Trotter moved hastily to make his post to become general manager of The New York Times International Edition in Paris.

GAB BAG: Free-lance programmer Bill Gavin writes, "Retro-spectacular-1960: This was the year for the "spectaculars"--the last of the big film packages were driven into the theaters. Others are now devoting less than 25 to 50 per cent of their players to former hits. As a result, the difficulties are already facing the adequate exposure of new releases have been multiplied. Single sales have dropped to less than 50 per cent of their former volume. That's a bad report, but an investigated, but the fact that only first run theater has been untested and prosecution of the access has been undertaken. Public acceptance of new sound from both the showman and the theater is growing. At the same time there has been a growing trend in favor of the more conventional instrumental sounds."

"THIS 'N THAT: Jerry Lewis has lined up a flock of big-time Hollywood displays to appear in his new movie "Ladies Man." The upholders include Ernie Cook, Peter Potter, Dick Williams, and Dick Hayes.

CANADA: George Balcaen, CKOC, Hamilton, Ont., is sending out a weekly newsletter which on the basis of the show. Retaining his style, as well as O.C.'s top 10, and "yocks for jocks." Twenty per cent of English-speaking Montrealeans who live in the area over 125,000 listeners, according to a survey by the executive producers of CKVL-FM, Verdun. It's estimated that there are more than 350,000 Zbin FM sets in the area in Montreal, Ottawa, and Toronto, all of which are tuned into CKVL-FM, St. Thomas, Ont. According to the early stages of the annual Rotary Music Festival. -- Program manager of CHUM, Toronto, Allan Sheu, reports more than 10,000 letters were received with a contest held in connection with "Johnny Mathis Day." Three Mathis records per hour were played over a 24-hour period, while listeners were invited to send in the titles of any 10 record played. Prizes were awarded to Mathis and 13 albums.

BRIGHTSTON: Tony Wells, WINS, Washington, D.C., is running a "Christmas Tie Exchange" on his morning show. Those who are able to send out a tie-gift-sized item will send them one of the items one at a time to the storehouse of the exchange. It may get a bit better or worse this year. Richard has no guarantees, but who can judge individual tastes. There is no charge for this service.

Talent TALENTS: Violist Jaime Laredo will make his first New Year's appearance at Carnegie Hall, January 4 with the Philadelphia Symphony Orchestra. Elina Vlasova, a German conductor, is writing a column for the New York Amsterdam News, "Classical Music in the City." Vlasova has been a member of the National Symphony Orchestra, London. She is a member of the Chicago Symphony, New York City, and the Philadelphia Orchestra.

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The Four Preps

With the first vocal rendition of the smash hit...

"CALCUTTA"

Record No. 4508

Available Now on

Capitol Records
The Billboard - December 31, 1960

**MUSIC AS WRITTEN**

- Continued from page 16

sessions will be Stuart Woodruff (East), Dick Tahan (South), Bob Summer (Midwest), and Fran Holmsley (West).

You can expect an announcement from Dot Records that it has passed the $12,000,000 sales mark during 1960. Immediate and future album announcements will be made as the new year begins, and Dot's next project will be the recording of "Cameo" in the stores just two days before Christmas.

TALENT TOPICS: CRS carried on a TV network interview with Hurry Belafonte about his start in show business, his social and political beliefs, his ambitions and his views on racial problems in the United States. The Canadian Music Publishers Association re-elected Wilfred Crockett (President) and for 1961, its Toronto members are Earle Ross, Dan DiSanto, and Fred Carisse. The recording of "Cameo" was in the stores just two days before Christmas.

**CAMELOT**

A weekly column of latest copyright material on the record and popular recording fields—shown "illuminated" by Billboard's review staff, it will be those featured by the best in music promotion in the major Billboard promotions.

**THE BILLBOARD SALES DEPARTMENT**

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

**PAC EVANS**

Drumshaker champion from Jamaica, Queens, has switched from the now-Guaranteed to the Capitol label for his latest release, "I Love To Make You Love Me" from his latest studio, paralleled with other platinum drums and complex composition: I Love To Make You Love Me.

**BRENDA LEE**

Born on December 11, 1944, Brenda Lee made her first appearance at age five in a talent contest. The petite Miss Lee began her musical career from the time of her first appearance on ABC-TV's "Odd Jobs" where she impressed audiences with her vocal persona. This marks a full-fledged hit on the Juvenile in addition to many other guest shots on other TV名家 shows. Brenda recorded guest stunts on ABC. "I'm Knowing About Love" from her latest Billboard Stalkone, since Miss Lee's earlier hits were January 1. One Stop At A Time, Sweet Nola's and Bachelor's Ride. Brenda Lee is currently riding high on the charts.

JOHNNY TELLISSON

Cain Station, Cain Station, Cain Station, was born on April 20, 1895 in Jackson, Florida. He attended high school in Santa Fe, Florida, where he was a singer with the high school band. Tubb's first professional appearance was a TV guest shot on the old "Foxy Rodney Show." Johnny was as well established he was signed to a regular contract. A "big break" came when he moved to Noggin, owner of the Southern Blue Music Company hired him sing on a Pat Hinkle radio show in Jacksonville. In 1935 he auditioned for the band with Andre Hall, Confederate and the Noggin Show was over, to the label. His current hit Poetry in Motion is still in the country while his latest release Jimmie's Girl received a Billboard spotlight.

WWE PERECK

one of Dusty's top e.d.s, has been on a road tour. West Micon, La., since June 1956. Since then he has had more than 50 shows in a row and this tour release Three's Most Pretty Girls Than One. ew spanglted the Billboard spotlight. With also had his version of Fallen into Light on the Country & Western chart. His big hit is at Durango, Tex. in The Jailhouse Rock, Back Street Affairs. Slowly, Even These, More and More, Three Streets The Goo, I'm Free and Hokey Tock Song.

LAWRENCE WELLK

the Composer Lawrence Wells, from North Dakota, has just released his latest Dot album, Celotex. The single of the same name, taken from the album, secured a Pop Par-
Dot Records presents
ANOTHER GOLDEN RECORD BY
BILLY VAUGHN
and his orchestra

"WHEELS"

"ORANGE BLOSSOM SPECIAL"

#16174
### Mono Action Albums

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
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<th>Week</th>
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<tr>
<td>1</td>
<td>6:0 L BLUES</td>
<td>Elkie Furness</td>
<td>10</td>
<td>Dec 3/45</td>
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<tr>
<td>2</td>
<td>BUTT-DOWN MIND OF BOB NEWHART</td>
<td>Warner Bros.</td>
<td>34</td>
<td>Nov 23</td>
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<tr>
<td>3</td>
<td>BUTT-DOWN MIND STRIKES BACK</td>
<td>Warner Bros.</td>
<td>33</td>
<td>Nov 16</td>
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<td>4</td>
<td>STRONG ALONG</td>
<td>Capitol T 1497</td>
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<td>NICE AND EASY</td>
<td>Capitol T 1497</td>
<td>20</td>
<td>Nov 2</td>
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<td>SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL II</td>
<td>Capitol T 1497</td>
<td>19</td>
<td>Oct 19</td>
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<tr>
<td>7</td>
<td>MUSIC FROM EXODUS, AND OTHER GREAT TUNES</td>
<td>Capitol T 1497</td>
<td>18</td>
<td>Oct 12</td>
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<td>8</td>
<td>THIS IS BRENDA</td>
<td>Decca DL 1430</td>
<td>17</td>
<td>Oct 5</td>
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<td>9</td>
<td>MERRY CHRISTMAS RugaiCreed/Andrews Sisters</td>
<td>Decca DL 1420</td>
<td>16</td>
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<td>Decca DL 1430</td>
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<td>BARN AT THE CAFE</td>
<td>Decca DL 1420</td>
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<td>SAY IT WITH MUSIC</td>
<td>Columbia OL 1520</td>
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<td>15</td>
<td>JOHNNY'S MINDS</td>
<td>Columbia OL 1520</td>
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<td>Columbia OL 1520</td>
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<td>18</td>
<td>BREDA LEE</td>
<td>Columbia OL 1520</td>
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<td>Aug 9</td>
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<td>19</td>
<td>KNOCKIN' UPS</td>
<td>Warner Bros.</td>
<td>6</td>
<td>Aug 2</td>
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<td>20</td>
<td>DATE WITH THE EVELYNN BROTHERS</td>
<td>Warner Bros.</td>
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### Stereo Action Albums

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<td>MICE AND EASY</td>
<td>Frank Sinatra</td>
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<td>5:6:0 BLUES</td>
<td>Elkie Furness</td>
<td>18</td>
<td>Nov 6</td>
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<tr>
<td>3</td>
<td>BONOSOS</td>
<td>Los Americanos</td>
<td>17</td>
<td>Nov 6</td>
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<td>4</td>
<td>STRONG ALONG</td>
<td>Kingco, Trio</td>
<td>16</td>
<td>Nov 2</td>
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<td>SENSATIONAL SING ALONG WITH MITCH</td>
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<td>CHRISTMAS SING ALONG WITH MITCH</td>
<td>Mitch Miller</td>
<td>14</td>
<td>Oct 19</td>
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<tr>
<td>7</td>
<td>PROVOCATIVE PERCUSSION, VOL II</td>
<td>Command All Stars</td>
<td>13</td>
<td>Oct 12</td>
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<td>8</td>
<td>PERSUASIVE PERCUSSION, VOL II</td>
<td>Terry Snyder and the All Stars</td>
<td>12</td>
<td>Oct 5</td>
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<tr>
<td>9</td>
<td>SAY IT WITH MUSIC</td>
<td>Ray Conniff</td>
<td>9</td>
<td>Sep 21</td>
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<td>10</td>
<td>LOOK FOR A STAR</td>
<td>Billy Vaughn and His Del &amp; PLS</td>
<td>19</td>
<td>Sep 21</td>
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<td>11</td>
<td>MUSIC FROM EXODUS, AND OTHER GREAT TUNES</td>
<td>Various Artists</td>
<td>19</td>
<td>Sep 21</td>
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<td>12</td>
<td>BONOSOS, FLORES, AND GUITARS</td>
<td>Los Americanos</td>
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<td>13</td>
<td>JAZZCOUS</td>
<td>Percy Faith</td>
<td>6</td>
<td>Jun 9</td>
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<td>CHRISTMAS WITH CONNIE</td>
<td>Ray Conniff</td>
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### Essential Inventory (Mono Albums)

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<td>3</td>
<td>SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL II</td>
<td>Mitch Miller</td>
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<td>Harry Belafonte</td>
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<td>6</td>
<td>NATURE'S CALL</td>
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<td>Oct 29</td>
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<td>7</td>
<td>LAST JULY</td>
<td>Kingco, Trio</td>
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<td>MERRY CHRISTMAS</td>
<td>Kingco, Trio</td>
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### Essential Inventory (Stereo Albums)

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<td>PEARL OF PERCUSSION, VOL I</td>
<td>Count Basie and the All Stars</td>
<td>19</td>
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<td>SONG OF MUSIC</td>
<td>Original Cast</td>
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<td>SOUTHERN PACIFIC</td>
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<td>CHRISTMAS WITH MITCH</td>
<td>Mitch Miller</td>
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**Note:** The above data is from the Billboard charts for the week ending January 8, 1960.
IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

1. SIXTY YEARS OF SONG HITS, VOL. 1... Assorted Artists, RCA Victor LM 6088
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1 Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. RODGERS: VICTORY AT SEA, VOL. 1 RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICcio ITALien Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
5. BRAHMS: SECOND PIANO CONCERTO... Sviatoslav Richter, RCA Victor LM 2466
6. LANKA SINGS CARUSO—Carmen Favorites Marie Lanza-Enrico Caruso, RCA Victor LM 2593
7. HANDEL: THE MESSIAH Mormon Tabernacle Choir (Condie), Philadelphia Orchestra, RCA Victor LM 605B
8. GRACE: GRAND CANYON SUITE Morton Gould, RCA Victor LM 2433
9. LANKA SINGS CARUSO—Carmen Favorites Marie Lanza-Enrico Caruso, RCA Victor LM 2393
10. SIXTY YEARS OF SONG HITS, VOL. 1... Assorted Artists, RCA Victor LM 6074

STEREOPHONIC CLASSICAL ALBUMS

1. TCHAIKOVSKY: 1812 OVERTURE; CAPRICcio ITALien Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1 Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
3. BRAHMS: SECOND PIANO CONCERTO... Sviatoslav Richter, RCA Victor LSC 2466
4. RODGERS: VICTORY AT SEA, VOL. 1 RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2353
5. HANDEL: THE MESSIAH Mormon Tabernacle Choir (Condie), Philadelphia Orchestra (Ormandy), Columbia MS 605B
6. GRACE: GRAND CANYON SUITE Morton Gould, RCA Victor LSC 2433
7. LANKA SINGS CARUSO—Carmen Favorites Marie Lanza-Enrico Caruso, RCA Victor LSC 2393
8. THE LORD’S PRAYER The Mormon Tabernacle Choir (Condie), Columbia MS 6068
9. SCHUMANN: CONCERTO IN A MINOR... Van Cliburn, RCA Victor LSC 2455
10. RODGERS: VICTORY AT SEA, VOL. 2 RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

REVIEWS OF THIS WEEK’S LP’s

BEST SELLING LOW PRICE LP’s

(STEREOPHONIC)

1. Soul of Spain, Vol. 1 101 Strings...Stereo Fidelity SF 6400
2. 101 Songs of Familiar Singers 101 Strings...Stereo Fidelity 2 RS
3. Soul of Spain, Vol. 2 101 Strings...Stereo Fidelity SF 9900
4. Why Obie Frank Chacksfield, Richmond S 30078
5. Backbeat Symphony 101 Strings...Stereo Fidelity SF 11500
6. Silver Screen 101 Strings...Stereo Fidelity SF 7000
7. Concerto Under the Stars 101 Strings...Stereo Fidelity SF 6700
8. 101 Strings Play the Blues...Stereo Fidelity SF 5800
9. Symphony for Lovers 101 Strings...Stereo Fidelity SF 4500
10. East of Suez 101 Strings...Stereo Fidelity SF 11200

(MONO)

1. Soul of Spain, Vol. 1 101 Strings...Somerset P 6600
2. Why Obie Frank Chacksfield, Richmond M 20078
3. Soul of Spain, Vol. 2 101 Strings...Somerset P 9900
4. 101 Years of Famous Songs 101 Strings...Somerset 2 RS
5. 101 Strings Play the Blues...Somerset P 5800
6. You Do Something to Me Maria Lanza, RCA Camden CAL 450
7. Good Harvesting Reducing Off The Record...Somerset MS 7143
8. Silver Screen 101 Strings...Somerset P 7000
9. Hawaii in Hi-Fi Leo Aldea Orchestra...Somerset CAL 260
10. Concerto Under the Stars 101 Strings...Somerset P 6700

SPOTLIGHT WINNERS OF THE WEEK

(In order to speed reviews of LP’s, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1584 Broadway, New York 36.)

In order to identify a string of best-selling LP’s. The following LP’s are outstanding and are selected on a "wholesome" approach. Each disc is rated on its own merits. A seven-star rating signifies that the record is being recommended without reservation, five stars indicates that the record is good overall, but has some reservations, three stars signifies that the record is passable, but does not have much going for it, and one star signifies that the record is not recommended.

THE BROTHERS FOUR

Philadelphia CS 8378. (Stereo & Monaural)—The Brothers Four have become popular college concert favorites and this package idea is aimed to that type. An effective cover shows photo of each of the lads, introducing them by name. Inside, there’s a fine selection of material including a recent single, "The Green Leaves of Summer." Other strongly folk-inclined items are "I Am a Roaming Gambler," "St. James Infirmary," "Beautiful Brown Eyes." Splendid performances throughout.

CIRCULATE

Columbia CS 8378. (Stereo & Monaural)—Well Gather, RCA Victor LPX 2317—Sendak, who has a big following in the teen set, should pull adult fans with this collection of poetry classics and standards. His expressive readings are appropriate to this type of LP. Themes include "Smiles," "All the Way," "He and You in My Woman," etc. Solid backing by arranger-conductor Stan Applebaum.

CLASSICAL

ALBUM COVERS OF THE WEEK

—the pick of the new releases:

CHOPIN: FOUR BALLADES; LISZT: SIX CHANTS POLONAISE Ruth Slenczynska, Piano. Decca DL 710629. (Stereo & Monaural)—This disc contains excellent performances of brilliant pianistic material. The Chopin Ballades include "No. 1 in G Minor," "No. 2 in F Major," and the six Liszt pieces include "Soufle d’Un Feu Follet," "Printemps," etc. Ruth Slenczynska’s playing is in the great tradition, impeccable in technique, and containing power and subtlety.

PROKOFIEV: PETER AND THE WOLF New York Philharmonic-Lexander Bernstein, Columbia MS 6193. (Stereo & Monaural)—Here is easily one of the most recorded of all works in the classical repertoire. It’s one of at least four on this label, yet the magic of Bernstein-story-telling touch, familiar to many TV viewers, makes this a winning effort. He is extremely telling in his role of the narrator of the familiar kiddy story and kids—of all ages-will enjoy the performance. The selection of the Tchaikovsky work on side 2 is an admirable choice for the children’s field, too. Altogether delightful packaging.

TCHAIKOVSKY: NUTCRACKER SUITE New York Philharmonic-Leonard Bernstein, Columbia MS 6193. (Stereo & Monaural)—This is the second recording by 19-year-old Ilie Laredo, the Balkan violinist, in the Queen Elizabeth competition in Brussels two years ago. The recording combines two familiar concertos, the Bruch No. 1 and the Mozart No. 3 for violin. Laredo plays them both in lovely fashion, stressing his warm tone, with fine accomplishment from the National Symphony Orchestra under Howard Mitchell. The combination of the two concertos on one record plus the name value of Laredo should help this disc grab a lot of sales.

BRUCH: CONCERTO NO. 1; MOZART: CONCERTO NO. 3 Elise Laredo, Violin, National Symphony Orchestra (Mitchell), RCA Victor LM 2472. (Stereo & Monaural)—This is the second recording by 19-year-old Ilie Laredo, the Balkan violinist, in the Queen Elizabeth competition in Brussels two years ago. The recording combines two familiar concertos, the Bruch No. 1 and the Mozart No. 3 for violin. Laredo plays them both in lovely fashion, stressing his warm tone, with fine accomplishment from the National Symphony Orchestra under Howard Mitchell. The combination of the two concertos on one record plus the name value of Laredo should help this disc grab a lot of sales.

(Continued on page 22)

ALBUM COVERS OF THE WEEK

HIGHLIGHTS FROM MADAME BUTTERFLY De Los Angeles, Birmingham. RCA Victor LM 2441. (Stereo & Monaural)—A fine reading of the opera in stereo with a fine arrangement of the opera in black and white. Classy here for classical concert.

LESTER LAININ'S
EPIC
5th Anniversary Special

$ 298
Regular or Stereo

For a limited time only!
Call your distributor today!

LESTER LAININ PLAYS LATIN

Regular LN 3761 Stereo BN 592

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

*Continued from page 21*

PROKOFIEFF: CONCERTO NO. 3; MAC DOWELL: CONCERTO NO. 2
Van Cliburn: Chicago Symphony Orchestra (Hendl). RCA Victor LM 2507, (Stereo & Monaural)—Here's an album that ought to keep dealers happy for a long time. It features Van Cliburn in mighty attractive performances of two well-known concertos, with solid accompaniment from the Chicago Symphony Orchestra under Walter Hendl. The recording is excellent, eye-catching cover and the Cliburn name should help this album turn into a sock killer.

MOZART: PIANO CONCERTO NO. 24, K. 491; RONDO IN A MINOR, K. 511
Arthur Rubinstein (piano); Symphony Orchestra (Krips). RCA Victor LM 2461, (Stereo & Monaural)—Rubinstein turned out memorable performances of the Five Beethoven piano concertos. Now they are partnered on Mozart's broad and hauntingly beautiful Piano Concerto No. 24, filled out on the same disk by the A Minor Rondo, which is in much the same mood. Alas! Rubinstein has never specialized in Mozart's keyboard works. This one previous Mozart concerto is long out of the catalog; this should be one of the great pianist's very successful disks, based on a deeply moving and sensitive performance.

Puccini: MADAME BUTTERFLY (EXCERPTS)
Virgillio de los Angeles, José Börling, Maria Solis, Orchestra & Chorus of Rome Opera House (Santill). Capitol SG-7235, (Stereo & Monaural)—The combination of the late José Börling's tenor and the soprano of Victoria de los Angeles will make this one-disk selection of highlights from "Madame Butterfly" an important addition to the opera inventory. Both are fine voices, and this becomes a fitting memorial to Börling's art. Opera fans will certainly be interested in this one.

THE BELOVED BöRLING, VOL. 1; OPERA ARIAS
1936-1948
José Börling: Stockholm Concert Association Orchestra (Börlings). Capitol G 7239, (Stereo & Monaural)—This collection of opera arias by the late tenor shows off Börling at the height of his powers. The recordings were made from 1936 through 1948, and they feature the singer in selections from "Carmen," "Mozart," "La Bohème," "Rigoletto" and "I Pagliacci." The sound is not up to that of current recordings, but the great lyrical instrument that was Börling's voice is heard again in all its beauty, and that overcomes matters of recording quality. An album with potent appeal to opera fans.

Jazz

BRUBECK AND RUSHING
The Dave Brubeck Quartet. Columbia CL 1552—This is surely a most intriguing jazz package. Brubeck provides the background for the great, gravel-voiced blues artist, who sings mostly ballads with a bluesy touch here. It's a swinging affair, with spaciousness and zest, and Brubeck is to be commended for being able to provide such a proper showcase for the vocalist.

Comedy

THE HUMOROUS WORLD OF JUSTIN WILSON
Ember LP 801—Justin Wilson is a comic from Louisiana who tells his gags humorously and rather pleasingly old-fashioned stories in a Cajun dialect. The comedy is warm and friendly-like, untouched by Broadway, and Wilson's style helps matters along in a rather ambling manner. An album that could grab sales through the Southern and Southwestern states, and even interest Northern big city comedy fans.

Children's

A TREASURY OF GREAT STORIES
Larry Storch (Narrator). Capitol 266—Larry Storch is usually associated with more of a comedy approach but he proves himself here as a highly effective story teller for kids. He narrates four great stories here and takes parts in dramatic settings as well. Selected and prepared by the editors of Children's Digest Magazine, the stories include "Treasure Island," "Pinocho," "Robin Hood (June)" and "Tom Sawyer." A most effective set, which will hold kids' attention time and again.

Specialty

BLITZKRIEG
Walter Cronkite. Columbia ML 5511—This dramatic collection of events leading up to and including the early days of World War II (1933-1940) is a fine addition to the annals of historical wax. The voices of Hitler, Roosevelt, Churchill, Goering, King George, Mussurah, Chamberlain and Petofi are heard, plus the harrowing sounds of Blitzkrieg. Excellent narration by Walter Cronkite. "Blitzkrieg" was edited and produced by Dan Bloom from CBS Radio News show.

(Checked on page 24)

(Continued from page 21)
January

Concerto Month

at RCA Victor

LIVING STEREO

RCA VICTOR

RUBINSTEIN

Heart of the Piano Concerto

This special Rubinstein album at a low $2.98* price—a limited time offer—means big excitement and big sales.

Other important new concerto releases packed with profit power:

Guitar Concerto
Julian Bream

Van Cliburn

Chopin Concerto No. 1
Mendelssohn Capriccio Brilliant
Graffman/Munch
Boston Symphony

Van Cliburn

Prokofiev
Concerto No. 3
Maximilien
Concerto No. 2
Chicago Symphony
Walter Hendl

Rubinstein

Mendelssohn Capriccio Brilliant
Brahms/Munch
Boston Symphony

Jaime Laredo

Bruch Concerto No. 1
Mozart Concerto No. 3
National Symphony Orch.
Walter Hendl

Dvořák Cello Concerto
Piatigorsky/Munch
Boston Symphony

Theodore Kupper

Mozart Concerto No. 24
Josef Krips

Lalo Symphonie Espagnole

 see your
RCA Victor
distributor
for details

LM/LSC-2487
LM/LSC-2907
LM/LSC-2468
LM/LSC-2472
LM/LSC-2490
LM/LSC-2461
LM/LSC-2456

*398 stereo ■ manufacturer's nationally advertised prices—optional with dealer.

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**CAPITOL'S HOT HITS**

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

**4412**
Frank Sinatra
"Billboard's "Hot 100" "
Cash Box "Top 100" "
Music Vendor "Top 100" "
WLIB Phila. "Top 99" "

**4413**
"A World So Full of Love" 
Press Young
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4414**
"Oh, how I Miss you Tonight" 
Jamey Black
Billboard "Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 100" 

**4415**
"What Will I Do" 
Barry White
Cash Box "Top 50 C&W" 
Music Vendor "Top 100" 

**4416**
"The World's Greatest Hits" 
Judy Scott
Cash Box "Top 50 C&W" 
Music Vendor "Top 100" 

**4417**
"Get Back" 
Paul McCartney
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**Ganged-up on Hits!**

Ringo Starr
"Here, There and Everywhere" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4419**
"Dear Gay Old Gal" 
Bob Bechard
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4420**
"Love Is a Tightrope" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4421**
"Love Is Only A Dream" 
Bob Bechard
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4422**
"Love Is Like A Bitchin'" 
Billboard's "Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 100" 

**4423**
"Love Will Grow" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4424**
"Love Is A Tightrope" 
Bob Bechard
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4425**
"Love Will Grow" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4426**
"Love Will Grow" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4427**
"Love Will Grow" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4428**
"Love Will Grow" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4429**
"Love Will Grow" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
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**4430**
"Love Will Grow" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4431**
"Love Will Grow" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4432**
"Love Will Grow" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4433**
"Love Will Grow" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W" 

**4434**
"Love Will Grow" 
Mike Sammes Singers
"Hot 100" 
Cash Box "Top 50 C&W" 
Music Vendor "Top 50 C&W"
VERVE'S '61 PREP PLAN!

FULL 15% DISCOUNT
ON VERVE'S
ENTIRE ALBUM
CATALOG

THIS MONTH

ONLY

Now! — Beef up your profit projection for 1961! All Verve Mono & Stereo albums subject to full 15% discount on orders placed before Jan. 31st!
this wouldn’t strike a happy note with Dan Birchard!

Misfit work just won’t go with Hollywood’s RCA Custom man, Dan Birchard. Like all RCA Custom sales representatives, Dan takes meticulous care to give “indies” of the record business top quality service.

RCA Custom has complete record manufacturing facilities at three strategically located plants across the country. Each of these plants can provide you with the records you need, exactly when you need them, and have them shipped overnight to your distributors in all major markets.

Your RCA Custom representative is always glad to discuss your record needs with you. For information, call or write the office nearest you. Do it today!

RCA CUSTOM RECORD SALES

In New York:
155 East 24th Street
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In Hollywood:
1510 North Vine Street
Olzfield 4-4060

In Nashville:
800 17th Avenue South
Alpine 5-6691

In Canada:
RCA Victor Company, Ltd.
1001 Lenoir St., Montreal
225 Mutual St., Toronto
MGM sends Ye Greetings!

Greetings? 'Tis to laugh... for MGM also sends ye Camelot to truly Start Off Ye New Year with a Bang! Sir Ornadel & His 65 Symphonic Knights create ye Giant Sound, which, with Ye Lovely Score by Sir Lerner & Sir Loewe doth woo the Ears surpassingly well. Ye Sales? Astounding. Think MGM. Think Camelot. 'Tis Good Business. 'Tis Show Business!

Ye Mono
Numeral is E3916

Ye Stereo
Numeral is SE3916

[End of text]
announcing

COLUMBIA'S SINGLE RECORD

BONUS TO SELL

IMITATION IS THE HEIGHT OF FLATTERY...Columbia's album "Bonus To Sell" has met with your acceptance for the past three years. A concrete measure of its success is the adaptation of our principle by many of the other majors in the industry.

Now we offer you the same benefits on our Single Record Product: More Protection, Greater Profit, and Guaranteed Turnover from the #1 Company in the Industry.

YOUR COLUMBIA SALESMAN WILL TELL YOU ABOUT OUR NEW SINGLE RECORDS "BONUS TO SELL" POLICY
REVIEWS OF THIS WEEK’S SINGLES

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

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

ROY HAMILTON

YOU CAN HAVE HER (Big Bill, BMI) (2:46)—This chancer has one of his finest in a good while here. It’s an exciting, gospel-styled song with solid chorus and hook effects in addition to Hamilton’s fine warbling. Flip is a ballad, “Abide With Me,” (Big Bill, BMI) (2:37).

Score: 9.4

TITUS TURNER

FRIEND OFF (Shapeshifters-Bernstein, ASCAP) (2:03)—Turner had a hit sometime back with “We Told You Not to Marry.” This is another good one of a familiar old theme, well handled by Turner and chorus. This can grab lots of action. Flip is “I'm Not and My Lonely Telephone,” (Shapeshifters-Bernstein, ASCAP) (1:58).

Score: 9.2

JIMMY REED

CLOSE TOGETHER (Conrad, BMI) (2:27)—Laughing at the Blues (Conrad, BMI) (1:58)—Two mighty interesting sides. On top is a fine, uptempo, down-home blues with a good message. The flip is a blues that’s basically instrumental, punctuated by wild, laughing shouts in the background. Both sides can score.

Score: 9.0

VERY STRONG SALES POTENTIAL

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Score: 9.0

VERY STRONG SALES POTENTIAL
IT'S HERE! THE NEWEST, MOST EXCITING SOUND IN STEREO RECORDING...

STEREO ACTION

Now...direct from the research laboratories of RCA Victor comes an exclusively new kind of stereo to keep your sales records spinning! It's stereo that moves. Voices, instruments, entire sections of the orchestra spring to life...sweep with dramatic motion from one side of the room to the other. It's sound you can actually follow with your eyes...and sound to move your customers to buy. It's stereo with an exciting new profit potential...exclusive new Stereo-Action by RCA Victor.

Stir up action in your stereo sales...start stocking, and start selling new Stereo-Action now. Here are the first two releases in this bold new sound. Each comes in a deluxe new slide-jacket...and each is a can't-miss seller. Order today!

RCA VICTOR

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IT'S HERE! THE NEWEST, MOST EXCITING SOUND IN STEREO RECORDING...

STEREO ACTION

Now, direct from the research laboratories of RCA Victor comes an exclusively new kind of stereo to keep your sales records spinning! It's stereo that moves. Voices, instruments, entire sections of the orchestra spring to life... sweep with dramatic motion from one side of the room to the other. It's sound you can actually follow with your eyes... and sound to move your customers to buy. It's stereo with an exciting new profit potential... exclusive new Stereo Action By RCA Victor.

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Stewart, TAI SISON, 1000...

RCA Victor

www.americanradiohistory.com
### Reviews of New Pop Records

**Comes from page 31**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td><strong>The Tennessee Two and Friend</strong></td>
<td><strong>Blue For Two</strong> - Columbia 41972</td>
<td>This is an instrumentals version of the old track, played in a bouncy way, but I prefer the original. (E.A. Thomas, ASCAP)</td>
</tr>
<tr>
<td><strong>The Terrors</strong></td>
<td><strong>I Love Being Here With You</strong> - Epic 1006</td>
<td>A fine pop record. The old tune gets a checkered delivery</td>
</tr>
<tr>
<td><strong>Country &amp; Western</strong></td>
<td><strong>Copperhead</strong> - My Home - King 11272</td>
<td>The Copperhead bit is on this record; it's a fine record, but I prefer the original. (Bennett, ASCAP)</td>
</tr>
<tr>
<td><strong>Spiritual</strong></td>
<td><strong>Suggs Brothers Quartet</strong></td>
<td>Jockey &amp; Company Billings - BEVERLY 758 - This record is a fine one, but I prefer the original. (Bennett, ASCAP)</td>
</tr>
<tr>
<td><strong>Latin American</strong></td>
<td><strong>Acercina Y Su Danzona</strong></td>
<td>This record is a fine one, but I prefer the original. (Bennett, ASCAP)</td>
</tr>
</tbody>
</table>

### Limited Sales Potential

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Johnny Horton</strong></td>
<td><strong>I'm Sorry</strong> - Polydor 1031</td>
<td>This record is a fine one, but I prefer the original. (Bennett, ASCAP)</td>
</tr>
</tbody>
</table>

### SACRED

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ted Mullins With Bob Stanley &amp; Queen City Harmonies</strong></td>
<td><strong>Calling All The Boys On The Other Side</strong> - WONDER 104</td>
<td>This record is a fine one, but I prefer the original. (Bennett, ASCAP)</td>
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</tbody>
</table>

### Epic LP's Set:

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Notes</th>
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</table>
| **Pops, Classics** | **New York** - A four-class set and three popular sets make up the Epic Records release for January. | Set by actor Burgess Meredith and dance-olark leader Lester Lamon top the pop tunes. In the classical, George Scott conducts the Cleveland orchestra in Dvořák's Symphony No.2, and Edvard Van den Bergh does a sweeping waltz with the Royal Concertgebouw Orchestra of Amsterdam, including some fine Ravel, Mahler, and David and Major D. The Vienna Symphony performs works by Liszt and Kaballé and the Cleveland Symphonists with Bizet Maurice Sharp's best-known piece of the symphony, Honegger, Hansgen, and Griffo.

### Zenith Lines

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Notes</th>
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<tbody>
<tr>
<td><strong>Continued from page 14</strong></td>
<td><strong>Roland</strong> - In the 1970s, Zenith carried an improved &quot;Cobra&quot; custom tone arm and a new record &quot;leveler&quot; for which, functioning properly, is the only edge of the recordings when compared to others. In both the TV and the stereo line, Zenith offered many choices in wood cabinet styles that included Danish and Scandinavian, modern, French provincial, Italian Renaissance, and Early American and traditional. Among the 39 TV models are TVs for the most critical of consoles, table models, and consoles. Three of the 39 are portable in the $100 to $199 range, and 16 are single cabinet consoles. Five of the 39 are equipped to handle sound reverberation... (Don Carter, ASCAP)</td>
<td>...the company's &quot;confidence&quot; model, a tabletop model, and clock radios.</td>
</tr>
</tbody>
</table>
RING IN THE NEW YEAR WITH 2 BRAND NEW HITS

JOHNNY CASH

A BRAND NEW ARTIST WITH A SMASH INSTRUMENTAL!

BOBBY SHERIDAN

"OH LONESOME ME" c/w "LIFE GOES ON"

Sun 355

"SAD NEWS" c/w "RED MAN"

Sun 354
FOLK TALENT AND TUNES
By BILL SACHS

Around the Horn
The new Pee Wee King unit opened at the Golden Nugget, Las Vegas, January 5 and follows with dates in Texas, New Mexico and Kansas before returning to Louisville in time for the annual Sports Show. The Fairgrounds Convention February 18-21, King is reportedly negotiating with Jim Halley, of Thunderbird Artist, Independent, for the 1961 season. The debate is one of the more important cakewalks in Tennessee history. King will be in Nashville around January 15 the jads do their cocnut remote for a date at the Fashion of Institute of Technology, New York. Ray Drusky does his own show in Cleveland January 17. "String-bean," "Grand Ole Opry" comes Gainesville, Fla., January 30; Tallahassee, Fla., March 20; Panama City, Fla., February 1; Pensacola, Fla., Feb. 2; Gulfport, Miss., 3, and Biloxi, Miss., 4. Faron Young is set for a January 13 date in Minneapolis. The Creek Sisters, Mary and Career, heard on SVN, KTMB, Jonesboro, Ark., the last two and a half weeks, report that they have formed their own diskery known as Market Records, headquartered in Joplin. The sister team is also heard on the air in St. Louis, where they are sponsored by the Old Judge Coffee Company.

William Otha (Slim) Smith, 55, Nashville fiddler and guitarist, formerly with WSM's "Grand Ole Opry" for nearly 20 years, died in a Nashville hospital December 23 after a lengthy illness. Born in Waco, Texas, he retired from the entertainment field five years ago because of ill health. A native of Manning, Ky., Smith moved to Nashville in 1935, where he appeared on stations WQCW and WEAK. He joined "Grand Ole Opry" the following year and spent most of the time there as a member of Ray Acuff's unit. Surviving are his widow, Mrs. Myrtle Wallance a daughter, Mrs. Agnes Emmett; a granddaughter, G. G. Thomas, and a stepson, John W. Wallace, all of Nashville. Burial was in Spring Hill Cemetery, that city.

Will Carter, better known to his American fans as Montanta Slim, was due in Nashville last week to discuss a Canadian tour with Hank Snow who is expected to arrive in the Snow, recovered from his recent heart surgery, has a new RCA Victor release in "Man Behind the Gun" b/w "I'm Asking for a Pardon." Those who have seen the new film starring Slim will recognize the Canada's Grand Ole Opry singer. Snow has an RCA Victor release on "Man Behind the Gun," b/w "I'm Asking for a Pardon." Those who have seen the new film starring Slim will recognize the Canada's Grand Ole Opry singer. Snow has a new RCA Victor release in "Man Behind the Gun," b/w "I'm Asking for a Pardon."

Jim Reeves has teamed with New York Yankees star Mickey Mantle, a new bowing alley in Henderson, Tex., Jim and Mary spent Christmas with his folks in the Texas, with Jim spending last week hunting on the King Ranch in the Lone Star State. This is a trip for the summer. Linda Lee, Reeves' first wife, had his first release on the Starrylab label, "One-Eyed Bed" b/w "This Fool Belongs to You Anywhere." This is a trip for the summer. Linda Lee, Reeves' first wife, had his first release on the Starrylab label, "One-Eyed Bed" b/w "This Fool Belongs to You Anywhere." This is a trip for the summer. Linda Lee, Reeves' first wife, had his first release on the Starrylab label, "One-Eyed Bed" b/w "This Fool Belongs to You Anywhere." This is a trip for the summer. Linda Lee, Reeves' first wife, had his first release on the Starrylab label, "One-Eyed Bed" b/w "This Fool Belongs to You Anywhere."

Cousin Jody and His Country Cousins, also of the "Grand Ole Opry," have a new manager in Jim Billard, of Chattanooga. For a while the "Grand Ole Opry" rappers were reported signing with Columbia Records, but they have formed their own diskery known as Market Records. The sister team is also heard on the air in St. Louis, where they are sponsored by the Old Judge Coffee Company.
Toronto, in news of their current national selling importance at the sheet music jockey level.

**Canadian Board**

- **Continued from page 4**

$288.75, for vessels of over 3,000 passengers. With airplanes, where capacity is $50 or less, annual fee requested is $50, and where it is over, the fee is a dollar for each seat.

For shopping centers, with less than 10 stores the annual fee is $50, and for each where there are more than 10, the fee is based on $1 for each store.

The submission for tariffs covering exhibitions, fairs, trade shows, motor shows, racing meets, ice skating or roller skating revues or shows, was also contentious. The tariff is based on one-fifth of one cent for each passenger. The same fee is also sought for circuses, carnivals and rodeos, with a minimum of $5.

Formerly, the former group paid one-tenth of a cent per person, although larger exhibitions paid on a graduated scale, with a top figure of five cents per person over 500,000 attendance.

Counsel for the larger Canadian Association of Exhibitions sought a one-year delay in board action. He said there was no evidence to warrant the increase.

**RESULTS OF GERMAN JUKE BOX DISK POLL**

**BRAUNSCHWEIG, Germany—** The results of the Second Annual German Operators Poll, conducted by Automatic-Markt, showed these artists as the most popular on Germany's juke boxes for 1960:


The top juke box tunes of 1960, according to Automatic-Markt, were:


10. "Ich Zahle Zicklich Meine Serger." (Hootches by the Number) by Peter Alexander.

**Kapp Boosts Classic Disk Prices Jan. 1.**

**NEW YORK—** Kapp Records is increasing prices on its line of classic disks effective January 1. The increase is prompted by growing costs of production and recording, according to general sales manager, Jack Lasker.

Monaural classical LPs, now $3.98, will become $4.98 while stereo sets, now $4.98, increase to $5.98. "Kapp Records," Lasker noted, "has resisted the almost industry-wide price rise until this time, and it is one of the very last recording companies to bring its classical division into line with the prices now generally prevalent.

**MUSIC AS WRITTEN**

the group, Lou Applethorn, music consultant to the Cana-

dian Broadcasting Corporation, spoke at the annual meeting.

... Lois Marshall, the soprano, will give two concerts during the next season of the 1961 Stratford Festival. She will share the stage on each occasion with Glenn Gould, pianist; Oscar Shumsky, violinist; and Leonard Rose, cellist. Bobbi Curtola, who hosts 36 fan clubs, and records for

Tartan, of Port Arthur, was visiting in Toronto from his Fort Arthur holidays. The record label is owned by the Burden Brothers.

**Philadelphia**

**MANUFACTURER NEWS:** Dave Van Ronk, ethnic folk-

singer who records for Folkways, and Don Fardon, a local lad de-

voted to the same kind of songs, are first in for newly opened The 2nd Fret, jazz-love-mix, ..., Anne Helen Sillers, who has been

been named to mem-

bership in ASCAP. ... Singer George Shaw, who had been managing the Trade Winds mity, has moved across the street to host the HI-Fi and Lo-Fi Rooms in the Rittenhouse Hotel. ... Liberty Thea-

ter, Stanley-Warner neighborhood house, which is undergoing a major remodeling program, plans to bring in rock and roll stage shows to compete with the nearby and very successful Uptown Theater with the same police. ... Ben Kress, the clothing tycoon, turned crooner, recorded four standards on his own indie label, appropriately enough called Kraus records. Johnny Rosen, RCA Victor record exploiter in this area, hosted dealers and disk jockeys among others in the trade for a three-night preview of "The World of Silly Goose" movie at the Paramount exchange complete with Oriental catering. Morrie Orondekin.

**RADIO BOOSTS COMEDY ALBUM MATERIAL USE**

- **Continued from page 1**

hour interview with Phyllis Diller (of the Jack Paar TV show), and will feature the comedians on his show in a series of similar "bits" over a period of weeks. Thus, Roddy points out, he is able to make his program truly original, since all of the "bits" are exclusive on his show.

Roddy, who plans to record a comedy LP of his own shortly, believes the personality display is due to evolve a comeback. However, says Jack opined the new personality spinner will also feature formula precision, she has developed the best of the two heretofore opposing formats—Top 40 and "person-

ality." He himself plans the top hits, and limits between-wax chatter to one minute. At the same time, however, he says, he will be more personal, and he broadcasts his top show from a big picture window and draws audiences by wearing different comedy costumes—A Roman toga, an explorer suit, a surgeon's uniform.

Also active in the comedy comedy field, is Johnny Quinn, WSBC-TV, Chicago, who featured a special tape of one of his shows on his New Year's Eve show at 9 p.m.

It's interesting to note that "The Burton Down Mind of Bob New-

hart," was No. 4 on the top 10 "vocal" album chart in The Bill-

board's 1960 Record Artists Popula-

ty Poll, based on a survey of deejays and station librarians across the nation. (The Billboard, December 19, 1960).

**Spoken Word Albums**

In addition to comedy LP's, spoken word albums of all types are becoming more and more in airplay. St. John's Station KTUL, Tulsa, Okla., recently launched a series of pre-

formed programs tagged "KTUL Sunday Night Special," which feature doc-

dumentary-type albums, plus certain dramatic readings. The show fea-

tures such albums as "Don Juan in Hell," "Study of Winston Church-

ill" by Ed Murrow, "Victory at Sea," by his own hands, "Not So Long Ago" by Bob Hope, and "The Presidents" by Walter Brennan.

"sounds of the Twentieth Century," a multi-record album, is aired by WREM-FM, New York, en-

sioned by Gordon Spencer, spot-

lights poetry, music and comment on our times expressed by great humorists, and draws heavily on spoken word albums.
**Reviews and Ratings of New Albums**

*Continued from page 34*

Peter Paetz and Benjamin Britten. Paetz signs the release with taste and feeling, assisted by Britten's piano accompaniment. A very interesting, if limited, audience will want this here.

---

**CLASSICAL LP’s**

### MODERATE SALES POSSIBLE

Peter Paetz & Benjamin Britten, London 1968. (Britten & Mooser) - This fine performance of the Schubert song cycle will take no small其实是。

---

**PROKOFIEV; CONCERTO NO. 2; CHIARIKOVSKY; BERENZAI NELAN; COLOMBO; EISENBERG; RAYNABEY; LOKSHIVIN; KASIMOV; VITEBSK; STATE ORCHESTRA OF KOPENHAGEN; MUSICAL 1961.** The fine Soviet violinist of Moscow plays three works of which the most important is the brilliant "Gavottes," and the musical monologues which he has composed for the violin of the same name. The Peerfokow work was only related by Mosker to a different group, with Richter playing the Barret Concertos No. 5 on the piano.

---

**JAZZ LP’s**

### STRONG SALES POTENTIAL

**THE LATEST SMASH! TAKE ME BACK**

BY AL BROWN AND HIS TUNETOPIERS

**Latest Release**

JO ANN CAMPBELL

Sing

Brad Mayhew This Year

Lacy Daisy

KING 21072

---

**CLASSIC LP’s**

### MODERATE SALES POTENTIAL

Peter Paetz & Benjamin Britten, London 1968. (Britten & Mooser) - This fine performance of the Schubert song cycle will take no small...
**Reviews and Ratings of New Albums**

**SPECIALTY LPS**

**VERY STRONG SALES POTENTIAL**

**INTERNATIONAL**

- **#1 REMEMBER GERMANY, VOLUME 7**
  - With Schonauer, Piano FLP 1326—Rudy Schonauer does 12 tracks here, most of them being typical to the German-born, large orchestra and chorus make a fine background on each side. "Heimatlied," "Berglied Heimatlied," and "Die Fahne--" are typical. Set was recorded in Munich.

**SPECIALTY LPS**

**MODERATE SALES POTENTIAL**

**THE FAITH OF LINCOLN**

Dick Dow Hall, Martin Jones, Joe Graham and the Wondering Minstrels, Sierra 3500—An interesting package wherein the wonderful singing of the Great White are reflected in a collection of the hits.

- **#24 29 WOODSTOCK, quart.**
  - Dick Dow Hall, Martin Jones, Joe Graham and the Wondering Minstrels, Sierra 3500—An interesting package wherein the wonderful singing of the Great White are reflected in a collection of the hits.

**SPOKEN WORD**

- **#30 KAPPA'S LAST TAPE (The Samuel Butler)**
  - Donald Cash, Spoken Arts 810—Samuel Butler's "Kapital's Last Tape" has been engaging in some listeners over the past year. The story of an old man's life is told in a way that is unique and evocative.

**GERMAN Newsnotes**

- **#16 25 HLOOR'S LAST TAPE (The Samuel Butler)**
  - Donald Cash, Spoken Arts 810—Samuel Butler's "Kapital's Last Tape" has been engaging in some listeners over the past year. The story of an old man's life is told in a way that is unique and evocative.

**RISING STARS**

- **#8 14 GUTE Nacht, Alte Nacht**
  - Alfred Stolz, Victor 55175—Alfred Stolz's "Gute Nacht, Alte Nacht" is a stirring and beautiful work. The melody is simple yet profound.

**Top Selling LPS**

- **#17 29 HLOOR'S LAST TAPE (The Samuel Butler)**
  - Donald Cash, Spoken Arts 810—Samuel Butler's "Kapital's Last Tape" has been engaging in some listeners over the past year. The story of an old man's life is told in a way that is unique and evocative.

**SAVOY RECORDS**

- **#26 18 HLOOR'S LAST TAPE (The Samuel Butler)**
  - Donald Cash, Spoken Arts 810—Samuel Butler's "Kapital's Last Tape" has been engaging in some listeners over the past year. The story of an old man's life is told in a way that is unique and evocative.

**SPECIALTY LPS**

- **#6 11 HLOOR'S LAST TAPE (The Samuel Butler)**
  - Donald Cash, Spoken Arts 810—Samuel Butler's "Kapital's Last Tape" has been engaging in some listeners over the past year. The story of an old man's life is told in a way that is unique and evocative.

- **#11 20 HLOOR'S LAST TAPE (The Samuel Butler)**
  - Donald Cash, Spoken Arts 810—Samuel Butler's "Kapital's Last Tape" has been engaging in some listeners over the past year. The story of an old man's life is told in a way that is unique and evocative.

**TOP TALENTS**

- **Bill Ramsey, former G.I. and now a singer and film artist here, has signed an exclusive contract with Melody-Jackie Roch, with Radio Luxembourg.**

**Holliday, Dean**

- **With I Chus Such an Old Song, RCA 6346—Holliday, Dean**
  - "Old Song" has been creating quite a stir with its catchy melody and powerful vocals.

**THELMA CARPENTER**

- **Sings "Yea, I'm Lonesome Tonight"**
  - 62421

**TALENT HUNT Rock and Roll Vocalist**

- **15-16-20 Top Boys**
  - 71410

**FURR RECORDS**

- **16-17 Top Boys**
  - 71410

**BROADWAY RECORDS**

- **16-17 Top Boys**
  - 71410

**VILLAGE RECORDS**

- **16-17 Top Boys**
  - 71410

**TOP SPOKEN WORD**

- **#1 HLOOR'S LAST TAPE (The Samuel Butler)**
  - Donald Cash, Spoken Arts 810—Samuel Butler's "Kapital's Last Tape" has been engaging in some listeners over the past year. The story of an old man's life is told in a way that is unique and evocative.
Allentown Retains Harris and Leidig
Gate Revenue Up; Grandstand Gross Second Only to Rogers’ 1959 Visit

J. LENTON, Pa.—William T. Harris, executive vice-president of the Lehigh County Agricultural Fair, has announced that the 1961 Leidig has been awarded to the James White Memorial Auditorium in Allentown. In the annual election held at the fairgrounds, Dr. L. T. Ritter, first vice-president; Harvey W. Muth, second vice-president; Robert Mot- er, third vice-president; Clarence Szenn, fourth vice-president; Philip H. Storck, secretary; Edward G. Leidig, treasurer; Harry S. Libbey, executive director; Good, chairman; Alvin Buz, geolog- ist and Joseph Gackenheim, fest-

A change in the by-laws was approved by stockholders, creating directorships in each of the six counties adjoining Lehigh County. When approved by the Lehigh County Agricultural Fair Board, the decision turned back the professionalization plan, the society, for the first time, will have directors from Bucks, Berks, Carbon, Montgomery, Northampton and Northampton Countys. This was described by one county president as “an area-wide aspect of the fair.”

Robert R. King, chairman of the executive committee described the innovations during the past year, including increasing the fair to a nine-day duration, obtaining space, vacating and Boat Show, and An early model of the proposed television show was described by Mayor Danas. He said the audienc- um is scheduled to be completed and ready for opening in late summ-

President Singher Appoints Chairman of 17 NAAPB Committees

Louisville—Appointments to committees of the 17 NAAPB Committees will be subject to the reviewing of the committee members. The new appointments were announced last week by NAAPB President John Singher.

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FAIR-EXHIBITION MANAGEMENT

Texas Assn.-Completes February Meeting Sked

TEXARKANA, Tex.—The program for the 34th Annual Convention of the Texas Association of Fairs and Exhibitions, February 2-4, in Dallas, will again feature the sharing of ideas and experiences. Included in the two-day program are such topics as “Entrance and Exit Control,” “Of Interest to Women,” “Improving Livestock Exhibits,” “Building Bashoo and Good Will,” “How We Sell Exhibit Space,” “Tootin’ Your Own Horn” (publicity), “Youth Programs for Your Fair,” “Festival Singing,” “Our Other Activities,” “Color in your Fair,” “The Standout—Paying Patrons.”

The headquarters will be at the Baker Hotel and registration will be from 2 to 6 p.m., February 2, and from 8:30 to 9:30 a.m., February 3.

A meeting of all convention representatives will be held at 9:15 a.m., February 4. The program will include a drawing from the names of those with 10 per cent attendance at all meetings during the convention.

PNE Maps $408,000 Improvement Program

VANCOUVER, B. C.—The Pacific National Exhibition has mapped out a $408,000 winter works program which includes construction of the 85th annual fair buildings and improvements at the P.N.E. Grounds.

In addition, the provincial and federal government have endorsed the program, P.N.E. officials said. Projects planned include complete renovation of the Peter Fasho Building at a cost of $167,600, perimeter landscaping, $40,000; construction of a self-contained year-round police academy for $125,000 if city council agrees; retiring Empire General and Edison theatres; and several others.

The $400,000 for landscaping is a step in a five-year program designed to transform Exhibition Park and its acres of parking lots into views of shade trees, shrubbery and turf-filled picnic areas.

Renewing of the stadium is expected to begin as soon as possible. P.N.E. officials said the project will cost about $60,000 and the Board of Directors has allocated $60,000 for wages. Officials say the building would be a year-round complement to the Pacific Showboat.

Permanent State Event Planned for Hawaii

HONOLULU—The possibility that the Hawaiian State Fair may be taken over by the State was seen here last week when the sponsoring Jaycees apparently asked the switch. The letter organization has operated the Fair here since its inception in 1903.

G. Walter Glass, former general manager of the National Orange Show, San Bernardino, Calif., has been here for several weeks to study the event.

Charles Hennes, Jaycee vice-president, said he thought it was a good idea if the fair could be run by the State, that his organization would continue to participate on a smaller scale.

It is figured here that a permanent site may result. At the 1949 fair the Jaycees grossed $240,000 with a net of $25,000 to $30,000.

Lethbridge, Alta., Event Shows Net of $11,798

LETHBRIDGE, Alta.—The Lethbridge and District Exhibition showed a net profit of $11,798 on the year’s operations, about $8,000 below the 1939 mark. Helping to make up the profit figure were federal, provincial and local government grants totaling $4,300.

Revenue from storage, rentals, interest earned, city grants, household entertainments and cattle, sheep and swine sales was $72,194. Exhibits, profit amounting to $22,266 brought the total profits to $37,880. Exhibition profit this year was about $4,000 lower than the 1939 profit.

Wages of $9,055, attendance costing $24,693, prize money of $7,317, and general administrative expenses of $5,604 brought the total exhibition cost up to $46,697.

Revenue from ticket sales, concessions, entrance fees, advertising and the like equaled $44,369, or about $3,000 in excess of the $41,365 that was spent on these items.

Erickson said the structural steel contract had been let and construction started on the 150,000-seat stadium planned for the 1961 fair. The building will be completed and a dedication ceremony will be held in月份 in that it can be used during the exhibition and rodeo July 5 to 8.

ALFONSO—The Lethbridge and District Exhibition has been somewhat disappointing with the 1960 grandstand show, Erickson said, both the midway and grandstand show in 1961 will be provided by Sunlands Bros. Circus and Carnival.

Secretary-Manager C. E. Parry reported that $6,952 was spent on grounds and building improvements, including renovation of the front of the grandstand.

MILLER GRADS SPRING TWO SHOP UNITS

NEW YORK.—During the past 12 months two new retail jewelry center units have been announced by people who together own the Millers, C. R. and C. W. Miller, which appears to be making a strong move into jewelry retailing. The Stein Bros. Circa was debuted by Billy and Hyatt in November, and a second one was to be opened at the holidays. Now ‘Shoppers’ will join the jewelry ranks with the Miller Bros., Blake, who agents the Miller Bros. at the East Los Angeles, in which Joe Miller opened up at El Centro, in which Joe Miller has been handling the jewelry department. The Miller Bros. unit is located in downtown L.A. in January. Prof. Bill May’s for sale of one unit shows by a feature house is featured.

Pearly Houser, Tent Veteran, Dies in Ohio

WAVERLY, O.—Charles Pearly Houser, 87, lifelong veteran of fairs and expositions and an old hand at the Ohio State Fair, died in Columbus recently, November 30, according to word received here.

Houser had been on top in the show business for nearly 70 years. He began with the Ringling Bros. in 1897 and he toured with the Animals and the Santa Fe Bill show at the turn of the century. Off and on over the years he worked with tent factories and the Virginia Dare Tent Co., until he moved to Columbus, Ohio about 1908. He was a member of the tent business and is survived by his wife, Ella.

Two sons, Charles, dies in Ohio, and John Houser, reside in this area.

Inks Robertson

MERCEDES, Tex.—Dale Robertson, of the TV show, “Tales of the Montana,” has been signed as the feature attraction at the 15th annual Mercedes Livestock Show and Rodeo. Dates are February 19-21.

Robertson will also play the San Antonio Stock Show and Rodeo February 10-19.

PRUETT DAY BOWLS OVER GA. FAIRMAN

MACON, Ga.—By the time Joe Pruett’s birthday rolled around last week, Macon Grand Fair officials got “Joe Pasteur Appreciation Day” rolling. Pruett, secretary of the fair, was largely responsible for the growth of agricultural fair, was announced by the mayor, and was presented with a lifetime membership in the Macon Junior Fair Association and it was a matter of knowledge that he had been well received in advance, without his knowledge.

There were 611 letters from 34 States between the covers, written by the friends of the fair’s secretary. Among the letters were those of his first president, the late S. E. Freeze, and many other friends. He is secretary of the Georgia Farm Association and his work is highly regarded by the Georgia State Exchange Club, in addition to operating an advertising and publishing business. According to the testimonial, Pruett is 21, 39, or 70 years old.

Swenson Inks Tulsa Fair

SPRINGFIELD, Mo.—Anders Myhre, president of Swenson’s Thrillside, announced that the firm will provide that firm will provide the entertainment for the Tulsa State Fair.

The stunt organization will give a show on October 30 and three on November 1. This will make the fourth consecutive year the Swenson show has played the fair.

PERRY ROBERTSON

300 Apply for Vancouver Auditorium Manager Post

NEARLY 300 APPLICATIONS have been received for the position of Queen Elizabeth Auditorium manager at Vancouver, B. C. This is almost double the number submitted the first time the job was filled in December. 1967. The first manager, John Patenaker, was fired, effective last September. He has since been charged by police with theft and charged with theft.

The new applications are from Canada and the United States. City personnel director B. P. Petersen and audition committee chairman John Ross have interviewed the applicants. The new manager is expected to take over the position in March. The job pays $720 to $849 a month, depending on the time of year.

The new job is one of the few in the province to offer an attractive picture of police court, without any indication of when he will go on trial. He was remanded with bail continuing at $10,000.

San Antonio, Houston, Dallas Walk-Around Shows Tell Plans

THE HOUSTON INTERNATIONAL Trade & Travel Fair will move next year from the Shamrock Hilton Hotel to Exhibits to the San Antonio Convention Center. Porter P. Perrine, president of the fair, said the move will allow a four-fold increase in the size of the event. The seven year old fair has always been held at the Shamrock Hilton Hotel of Exhibits.

San Antonio’s national Food and Beverage Show, the first major show of its type in Texas, will stage a five-day run, January 18-22, at La Villa Assembly Hall, it was announced by the Grocers Manufacturers Representatives Association. The big South and Central Texas attraction is expected to over the position in the March. The job pays $720 to $849 a month, depending on the time of year.

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Ringling TV Program Set; After Route

NEW YORK — Ringling Bros. and Barnum & Bailey Circus will be televised in May, using a tap that will be made again this year during the Ringling Bros. and Barnum & Bailey Circus. Arthur Godfrey is scheduled to be in this year's TV program. Mayor John F. Wollam of St. Paul, Minn., said the pro-New York route has been changed. It now calls for the show to play Madison Square Garden, Hiawatha, Madison, S.C., February 2022, and Williamsburg, Va., May 24-26. These dates replace Charleston, S.C., and Huntsville, Ala. The Washington and Haddonfield, N.J., stands have been transferred, making it Washington March 14-19 and Haddonfield March 25-26. The New York Garden date is March 31 thru May 14.

Cotton Bowl Parade to Use Gray Calliope

DALLAS—Gil Gray Circus furnished its steam calliope in the Dallas area during the holidays and garnered considerable favorable publicity.

A four-column photo picture nearly half the Dallas Times Herald front page yesterday (28th) showing Johnny Herriott driving the sixhorse calliope in the calliope campaign "playing" for participation in the Cotton Bowl Parade Saturday (29th) in the football bowl game January 2, in the only circus part of the parade.

Acts appearing Friday (21) at the Lone Star Showroom, I.C. & St. L. Christmas party given at Fair Park for some 300 children invited by the Salvation Army included elephant, pony drill, unicycle and unicycles at a recent circus. Bill Zabel, general manager, Gilm Gray's three elephants, Johnny Herriott worked the pony drill, and David G-Yoopy's (Joe, Peggy, Yolanda, Ricke, Roger and Denis) worked their unscary, but not having room for bareback riding. Mall Hall had his White Kidneys unicycles act included in the show.

Reading Opens USAC Sprints
On March 26

READING, Pa.—Reading Fairgrounds has been selected to host a USAC sprint car race season in the East, starting today, March 24.

Race director Ross Meyer said the track was allocated four sprint dates: March 26, April 30, May 21, and June 29, all planned to be run in Indiana. Others are May 7, September 17 and October 22.

3—Phone Salesmen—3

In our association promotion program we are pleased to report that three members of the Association Promotion Committee have been successful in securing new phone salesmen. They are:

M. S. MURRAY, TROY, N.Y.

MR. J. BANKENDORF

Can use 5 promoters, top producers

Big King and Wife. Team yard around.

HARRY E. BECK

Gen’l Agent, KING BROS.

Wrote 300 N. McNeal on phone to call Miss and Mrs. J. O. L. R. Jones, Ten.

P. R. P. Dick Williams and Ray Clark, call Mist.

WANTED

Long season experience in handling calliope, should like to work during holiday season, will go to work Tuesday, January 3, 1961.

H. F. BARRETT

P. O. Box 149, Colora, Md.

Call Meet on Merchandise
For Inaugural

WASHINGTON—The constellations of products at the Palomar, Manassas, and Ralston, Va., convention will play South American arenas this spring. That recalls the annual talk of some seasons ago that Ringling would go to Venezuela when the Carnegie was used. This year it will be the same, indoor and played a winter route. The new show will be separate from the regular Big Ring.

Herriot, in his present acts to Kelly-Miller Circus, is taking now of breaking a new group of midget cats and working them from hometown.

As the recent Fort Worth Street and Smith opening display had been more than usual in this area, and Zaninchi, Joe Hodges, who had his dog act there, raised the question of when a show last played with acts and show at this area. Later it is expected. All that are known is that Christmas dates in New York were Victory Julian's Days, Four Kelpies, Joe Phillips and Smoking the Horses, Six Cy-Fi-Ring, Curs the Warnings, Trappe, Frankie Salo, Binks Burch, Slim Collins, and Joe Balsam's band. Also in the New York area for the holidays were Dick Barrow, Louis Nage, Morton Kron, John Holley, Ward Hall and Harry Leonard.

Ringling Barnum show, Chuck Barnes writes that Bob and Ed Keck gave a party at a Telescopic Trailer Park for eight showpeople. Later they went to Paris for Christmas. Barnes caught the Saiy & Gray Circus and Sox, and acquired their equipment. Ringling Christmas dates in New York were Victor Julian's Days, Four Kelpies, Joe Phillips and Smoking the Horses, Six Cy-Fi-Ring, Curs the Warnings, Trappe, Frankie Salo, Binks Burch, Slim Collins, and Joe Balsam's band. Also in the New York area for the holidays were Dick Barrow, Louis Nage, Morton Kron, John Holley, Ward Hall and Harry Leonard.

Weyburn, Sask.,
Owes $100,000 Fair Building

WEYBURN, Sask—Decision was made at the annual meeting of the Weyburn Board of Trade last night (19th) to go ahead with plans for an allpurpose building on the grounds to cost more than $100,000. Construction may start next spring. The building to be used for circus with Wallace Bros. Circus, of Dallas, is to be built on a concrete pad. Tentative plans are for it to be 90 by 200 feet.

The society reported a successful carnival last summer, with receipts $20,300. The board has to pay all expenses, and have $4,700 due in grants. No decision was reached on whether or not harness races will be continued at the Labor Day fair.

Ed and Helen Wilson have returned home to Bloomfield, N.J., after playing Georgia with Scott Bros. Circus. Miss Wilson, in her degree, earned Christmas dates for Dorothy Boyle's agency out of Columbus, Ohio, and the world, and spent the holidays in Boston with an aunt, her husband, W. B. Berkel, contracting agent for King Bros. Circus.

The circus the past two seasons, is the only one in the world to have Kinko, the telephone, since in New York after a large junket tour in Canada, the Carnival of the World's Fair, and a trip to New Orleans, with her husband Detlev and family, and friends with the Fair in North Beach, and with show clubs in Los Angeles, and her daughter Rachel, now in New York, where she works in the Zoo. It is at Robert's Museum.
"AMUSEMENT PARK OPERATION"

Park Planned in Delaware; Jersey Shore Groups Busy

A 1,000,000 SHOPPING and amusement center has been started at Park Del, operated by Albert A. Gilbert, realtor and developer. The store will be ready for easy spring and the amusement features will be completed during the summer. It will include a 50-station Monorail, a skating rink and a restaurant. . . . The Greater Wildwood Hotel and Motel Association, according to a convention held in the city, expects to have the Widefoot, a new amusement park, in operation by Saturday, June 20, with plans to have the hotel open by the end of the season. . . . Nathaniel C. Smith, mayor of Ocean City, N.J., was appointed executive vice-president of the New Jersey Resort Association by the group's president, Mayor Smith, who has been instrumental in the organization's fight to maintain the Pennsylvania-Reading Seashore Line's passenger service, replaced Carl Youngberg of Cape May. . . . Requests for state aid totaling $1,410,136 to combat beach erosion were submitted to New Jersey officials by 53 county and municipality officials. Under the state fund programs, funds allocated by the State must be matched by the municipality. Thus the cost of projects proposed by the municipalities would be divided four ways; the state, directors of the Delaware, and the Mad Hatters and others—were featured during the holidays. The park will be open daily through January 8.

"Disneyland Stages Festival As Part of Holiday Events"

DISNEYLAND'S CHRISTMAS FESTIVAL, which annually presents colorful holiday customs from around the world, drew an attendance of $15,200 from 5:400, when it was previewed at Anaheim, Calif., Sunday (18) as part of the "Parade of All Nations." The park's 40,000 spectators started Christmas Day and continue their New Year's Day. The Disneyland carolers, dressed in Dickens era costumes and singing holiday songs, and the 40,000 visitors and 300,000 Daisy Mouse, Chip and Dale, Scrooge Mcduck and the Mad Hatters were featured during the holidays. The park will be open daily through January 8.

"Savannah, Ga., Names Maddox Fair Prexy"

SAVANNAH, Ga.—The Coast Empire Fair Association, elected J. Arthur Maddox as president and James L. Benton as the retiring president. As Ellis Kitchens was the only new vice-president elected. Vice-presidents who will continue in office are C. K. Bell, E. R. McClanahan and H. C. Merrison. Hunter Leaf was re-elected general secretary of the association. Robert S. Farris, corresponding secretary; Louis W. Davis, accountant, and also were re-elected. Charles P. McMillan succeeded Maddox as treasurer.

"Mortgage Holder Buys Magic Mount Site at Tax Sale"

DENVER—Joseph Bachman, holder of a mortgage on the land occupied by Magic Mountain, has purchased the tax title to the property for $1,345.33. The Jefferson County delinquent tax sale.

Bachman's bid of $12,845 represents the highest percentage of the delinquent taxes plus 6 per cent interest. The highest $3,000,000 amusement park was given permission to reorganize its corporation. The move was made to reorganize the park's corporate finances.

Judge Arrat has set February 16 as the date for the first hearing concerning property in the park's efforts to stay in business.

"Longer Monorail to Link Disneyland With Hotel"

ANAHEIM, Calif.—The Disneyland-Abseg Monorail system will be extended at a cost of $1,000,000 by June and the park, the Walt Disney, head of the park, and Jack Wrather, Disneyland Hotel president, announced here Wednesday afternoon.

The length of the Monorail will be extended from its present three-quarters of a mile to nearly 2½ miles. The new line will be routed on Disneyland property to the new Walt Disney Festival Tower. Hotel guests will be able to board the new Monorail at a station to be erected at the Disneyland Hotel and be carried to the park at a top speed of 45 miles per hour. Since the Disneyland-Abseg Monorail opened in June, 1959, it has transported 3,854,600 passengers.

Hotel guests will be able to board the new Monorail at a station to be erected at the Disneyland Hotel and be carried to the park at a top speed of 45 miles per hour. Since the Disneyland-Abseg Monorail opened in June, 1959, it has transported 3,854,600 passengers.

"Gas Firm and C. of C. Honor Eddie Carroll"

AGAWAM, Mass.—Eddie Carroll, owner-manager of Riverside Park, has a civic "daily double." He has been selected for "salute" at the annual New Year's Breakfast Club meeting of the Greater Springfield Chamber of Commerce at Hotel Sheraton-Kimball on Wednesday and an award was expected at the affair. The award is being made for his first prize "Denis victory Dance Award" for program presentation at the recent NAAPP convention in New York.

In October, Carroll was named "Neighbor of the Month" by the house organ of Riverside Park Company. Every month the utility company selects a civic leader for the award and title. A special prize of $100 was given in the monthly bill of the company and distribution of the amount equal to 5000 mailings to those of the utility service in Western Massachusetts.

"Ind. Tax Rate Set for Rides"

INDIANAPOLIS—The Indiana State Board of Tax Commissioners has announced the facilities and incentives of amusement parks will be assessed at one-third of cash value for local tax purposes. To affect taxes payable in 1963, the new formula will be used in the evaluation of such property next year. All machinery or equipment used in the operation of amusement parks is subject to the tax.

"GARBRICK RIDES"

42 Ft. Ferris Wheel 36 Ft. Ferris Wheel
70 Ft. Walt Disney 18 Ft. Swing
18 Ft. Chair Swing 18 Ft. Chair Swing
FLYING SABER 15 Ft. Swing
Merri Widow
Trailer Mounted Kiddie Rides
GARBRICK MFG. INC.
Lena M. & Lewis A. Garbrick
1201 S. Damen Ave.
Chicago 7, Ill.
Phone: South 7-1800

"GOOFY-GOLF"

A PREPAIDED MINIATURE GOLF course in which the player is provided with his own clubs and balls, has been sold to the Nichols family of Chicago by Rt. 66 Golf
7200 W. Roosevelt Road
Crestwood, Ill.
Phone: 666-2300

"PHILLIPS AMUSEMENTS, INC." 5,000 G diss model 30 ft. x 10 ft. field, 50 ft. x 10 ft. field, 60 ft. x 10 ft. field
1201 S. Damen Ave.
Chicago 7, Ill.
Phone: South 7-1800

"ALLAN HERSHEY MFG. CO., INC. — EST. 1919."
1165 Charles St.
Buffalo 6, N. Y.
FR. 5-4200
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES."

"GIVE TO DAMON RUNYON CANCER FUND"

"INDOOR-OUTDOOR"

"ACTION MINIATURE GOLF"

"BUY 1 ANIMATED ARCHERY RANGES NOW"

"TEE OFF GOLF DRIVING RANGES"

"DAMON RUNYON CANCER FOUNDATION"

"CUSTOM BUILT & QUICKLY INSTALLED ON YOUR LOCATION."

"INDOOR-OUTDOOR"

"PHILLIPS AMUSEMENTS, INC." 5,000 diss model 30 ft. x 10 ft. field, 50 ft. x 10 ft. field, 60 ft. x 10 ft. field
1201 S. Damen Ave.
Chicago 7, Ill.
Phone: South 7-1800

"MINIATURE TRAINS"

5 famous dismall models...1855's...1945's...2003's...new Trackless Train...new G Scale Train...""DAMON RUNYON CANCER MINIATURE TRAIN"" by Allan Herschell Co.
1160 Clinton St.
Phone: 839-9494
Buffalo, N. Y."
ROLLER RUMBLINGS
by AL SCHNEIDER

THE NAMES of 25 operators, representing 15 roller rinks, have been added to the membership of the Professional Association of America, it was announced recently at Detroit headquarters by Charles E. Calhoun, secretary-treasurer. The operators and the rinks they represent are Mr. and Mrs. Charles F. Stahl, Pioneer Rinkowners, 5850 Cypress Avenue, Oakland, Calif.; Bob Forrester and Markie Marden, Street, Bob Stahl, Operators’ Headquarters, 1325 Jefferson Highway, New Orleans; Fred Readhead, Mount Holly Roller Rink, 50 Main Street, Mount Holly, N. J.; Mr. and Mrs. Ronald Ludwig, Crystal Beach Rink, R. R. 2, Beaver Dam, Wis.; Mr. and Mrs. Donald J. Roux, Sandwich Roller Rink, Route 34, Box 64, Sandwich, Ill.; Mr. and Mrs. George Fryer, Rolla Rink, Route 5, Rochester, Ind.; Brooke Akinson, Silver Skate Rink, 700 Seventh Avenue, S.W., North St. Paul; Mr. and Mrs. Anton Zacha, Aligmo Roller Rink, 1410 Broadhead Road, Aligmo, Pa.; Mr. and Mrs. Robert Kennedy, Roll-A-Way Rink, Broadway and Muske, Shawano, Oka.; Perkins, and Dce Exxuned, Holiday Roller Rink, 6048 Port Street, Tuba, Oka.; and Paul E. Allsbro, Wheel Roller Rink, Mohawk Park, Tuba, Oka.

The operators have been represented for long periods in the industry, they continue to actively representing the interests of the American Rink Operators’ Association.

High Quality KIDDE RIDES
KIDDIE RIDES
ADULT RIDE
MINIATURE TRAINS
ROLLER COASTER
FEERER
MERRY-GO-ROUNDS
SHOWBOATS
FUN HOUSES
CONCERTED TRAYS
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Fast service available at any time.
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MERRI-MIX RIBBON RIDE
1965 Jumping Carousel, Kiddie size, 20 ft.; twin age, 30 ft.; 36 ft.; 25 ft.; Kiddie Rides, The Finswer Auto, Auto, Airplane, Pony Cart, Boat Rides, Buscaw, Ferris Wheels, Carnival Booths. We also custom build.

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ONE-OF-A-Kind KIDS RIDE
KIDDIE RIDE
In Stock
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A New Creation for Over 30 Years
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AT ALL TIMES
NEW SHOW RENT MADE TO ORDER
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AMERICA'S FINEST SHow TENTS
by J. TENNANT - 150 are FINEST IN the U.S.

UNITED STATES TENT
150 Years of Quality Tents

INSURANCE
For the Amusement Industry
For 10 Years

IN MEMORIAM
WILLIAM T. COLLINS... DECEMBER 14, 1960

WANTED
by J. TENNANT - 150 are FINEST IN the U.S.
San Francisco Club Skeds Banquet-Ball

Tampa Club Treats 1,300 Youngsters

Dallas Club Hosts Moppets For Christmas

CARNIVAL CONFAB

Notes from the Mississippi Gulf Coast: Wintering in the Gulf area are the Lenox Hotel, the Ritz-Carlton, and the Hotel Pontchartrain. Snowbirds and many other visitors have already arrived. The Hotel Pontchartrain was opened on November 1st. It is a six-story building with 150 guest rooms. The hotel is located on the beachfront, about two miles south of Biloxi. It features 15,000 square feet of meeting space, a full-service spa, and a fitness center. The hotel also has a pool, a restaurant, and a bar. The management team consists of Mr. and Mrs. Robert Jones, who have been managing the hotel for 20 years. They are planning to open a new wing next year, which will add an additional 50 guest rooms. The hotel is expecting a busy season with many weddings and conferences scheduled.

San Francisco Club Skeds Banquet-Ball

Tampa Club—The Tampa Club's annual Christmas party was held on December 1st. Several hundred guests attended the event, which was hosted by John and Mary Smith. The party featured a variety of activities, including a talent show, a raffle, and a Silent Auction. The proceeds from the event went to local charities. The Tampa Club is a private club in Tampa, Florida, with a long history of hosting events for the local community.

Hot Springs Fem Club Plays Santa

S & W Pacs Bloomfield, la.

DECEMBER 31, 1960
THE BILLBOARD
SHOW NEWS

DALLAS—Over 200 area youngsters had a merry Christmas as the result of the annual party held here Friday (23) by the Loose Star Showmen's Club of Texas. Held on the fairgrounds there were six rides in operation by Karl Little and associates and a Turnpike erected by Tom Wells Jr.

Each of the youngsters, gathered by the local Salvation Army, was filled with fill their fill of midnight food including hot dogs, soft drinks, cotton candy and ice cream.

They were then presented with a suitcase filled with fruit, nuts and candy and five big Christmas gifts.

Entertainment was provided by members of the Gil Gray Circus which included elephants, ponies, llamas and clowns. In addition, Officer Friendly, a local TV puppeteer, and Ebo Burke and his trained dogs were on hand.

Additionally, the club, aided by the Salvation Army, distributed 100 baskets of food to needy families.

S & W Pacs Bloomfield, la.

Hale Signs Neb. Fair

LENEX, la. — Hale's Shows of Tomorrow has signed to provide the midway entertainment for the Cass County Fair, Wapakoneta, Neb. (Feb. 12-26) Hale, manager, announced.

This will make the 14th consecutive year the Hale group has worked in the area. The shows are expected to attract all ages and are expected to draw large crowds.

The group will present a variety of entertainment, including rides, games, and animal acts. The shows are a popular attraction for families and children alike.

The Cass County Fair is expected to draw thousands of visitors from the surrounding area. The fair will include a variety of exhibits, including agriculture, crafts, and art displays. There will also be a variety of food vendors, including the well-known Hale's Concessions.

The fair is scheduled from Friday, July 23, to Sunday, July 25, with the grand finale on Sunday evening. The fair is free to the public and is expected to be a major highlight of the summer season in the Cass County area.
3 New Fairs Among 20 for Portemonts

GANTT, Ala.—Route for John-
y's United Shows now shapes up with exactly 20 fairs, it is reported, and three of them are new. Re-
ported signed by the Portemont family are Pudhomme, Key, Carmi, Ill., and Laschwomen, Tenn.

Fair opener is June 26 and the final date is November 11. Along the route this year will be three sales, with the activities of the show's annual July Fourth date at 2 p.m., Ind. Most engagements are reported from June 26 to July 30. The Woodford Fair will be held July 22, and the Three Counties Fair is set for July 23.

Johny's United will be rep-
resenting Gantt, Ill., the meeting in Springfield, Ill., Indianapolis, In-
Dian, Nashville and Montgomery, Ala. A 10-truck and other directions of Ted Woodward will be operating the Show for June in Mobile, Ala., starting February 2.

San Antonio

San Antonio Celé Expects 27G Revenue

SAN ANTONIO — The Fiesta San Jacinto Association is preparing to receive the largest share of the $27,000 expected from the sale of the carnival and concessions, the Fiesta San Jacinto Press announced.

The association, which had received $1,000,000, announced that it would collect $1,000,000, plus $75,000 of the total income for its activities.

The director of the board directed $6,000 for general overhead expenses, including street decorations, pool for float, advertising, insurance, salaries and administrative expenses. A fund of $500 was set up for street dancing, to be used on special occasions.

San Antonio city, 27G Revenue

Mr. Concessionaire

We have everything you need, come to The Mr. Concessionaire. All equipment for fairs and carnivals. A. H. Edwards Company

JOHNNY CASH

703 E. 11th St. (Central)
Tampa, Fla. Phone: 361-1888

MR. CONCESSIONAIRE

We have everything you need, come to The Mr. Concessionaire. All equipment for fairs and carnivals. A. H. Edwards Company

JOHNNY CASH

703 E. 11th St. (Central)
Tampa, Fla. Phone: 361-1888

AGENT

To book trains in Boston Center and Community Fairs by A. L. Gilchrist

E. H. Ewart

205 S. Main St.
Chicago, Ill.
Phone: 800-880

WANT

For Commerical, Live, Fair, Commissions of all, Coastwise, Coastwise, and other States. Ask for us. Make your plans early.

CARL BURKART

Phone: 4125

RIDE SUPERINIENT

Can use for 1951 season as operating Superintendent for medium-sized fairs. Must be capable of running any ride and keep them in condition. Also able to work on larger rides.

FIELDING GRAHAM, HOLIDAY AMUSEMENT CO.

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FACTORY REPAIRS


CALL 5 P.M. Gladstone 5-5730, Lowell, Mass., or write

DAGLIE'S

BEAVERTON MILL, BURLINGTON, Vt.
LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be forwarded to them as soon as possible. If you are having mail addressed to you on care of name, be sure to indicate UNION, 5950 Madison Ave., Cincinnati 8, Ohio, for your convenience.

TO ALL WHO USE THE LETTER LIST

The Mail Forwarding Service of The Billboard is now consolidated at the offices of the Cincinnati headquarters.

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

The Billboard Publishing Co.
2160 Patterson Street
Cincinnati 22, Ohio

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

For prompt forwarding of all mail, subscribers should have their old address on file with The Mail Forwarding Service in Cincinnati.

As in the past, mail addressed to those for whom no address is on file will be returned published in this column for two issues only.

If not claimed one week after second publication, mail will be returned to sender.

It is expected that the concentration of this service in Cincinnati will speed communications between transient subscribers and those trying to reach them by mail.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

COMING EVENTS

Alabama
Birmingham—Birmingham Auto Show (Motorcars, Auditors, Photo), Feb. 15-19, Frank Parrish.

California
Los Angeles—Los Angeles Auto Show (Motorcars, Auditors, Photo), Feb. 15-19, Frank Parrish.

Michigan
Detroit—Detroit Auto Show (Motorcars, Auditors, Photo), Feb. 15-19, Frank Parrish.

Massachusetts
Boston—New England Boat Show (Conventions, Exhibits), Feb. 15-19, Frank Parrish.

(Continued on page 49)

ATTENTION

Grind Store Agents—Conceivers People with class

Have deal for you where there's plenty of money to be made if you get out and hustle.

A first-time offer to beauty salons. Exclusive territories to those who qualify.

Address all inquiries to MANAGER,
P.O. Box 716, South Bend 24, Ind.

TWO PERRY-80-ROUNDS FOR SALE

Due date, 1960. Semi-automatic. 8-shot. $125.00, D. W. Schrader, 2419 Summit St., Toledo, Ohio.

(Continued on page 50)

BLUE GRASS SHOWS

Can place for 8 bona fide Florida Fairs opening at Sebring, Fla., week Jan 16-21, followed by Fairs at Palmetto, Fort Myers, De Land, Large, Plant City, Eustis and Sarasota.

CONCESSIONS: Hanky Panky Prize—Every-Time games of all kinds. Aikli Stotes if you have Hanky Panks to no use. Reese, 1-19-60. Also AMES TOWNSEND. Cars, & Lamp Pitchers, Derbys, Grab, Cookshines, Fists, Candy Apples, Popcorn and Cigarette Concessions of all kinds. No exclusive.

SHOWS: Any good Grind or Bally Shows now to Florida with own equipment. No Cook or Skee. Those who have made previous commitments with our office, please confirm amount of space required.

Wanted: A man and second man for 24 offices owned in Florida for Trains in Sarasota and 16-car Caterpillar. Also Foremen and Second Men for all other major and kiddie rides. Many positions offered. Florida Fairgrounds Winter Quarters not later than Thursday, January 19. Also can place Man for Towers and Scenic Searchlight. Send reference to above.

All inquiries, write or phone C. C. GROSCURTH, GEN. MGR., 7 Treasure Drive, Tampa, Fla., or phone REdwood 7-3867, or phone J. T. "WHITNEY" RICHARDS, S.E.CY., Phone: Tappan 61942, or call in person at our Show Office on Fairgrounds at Winter Quarters, Large, Fla.

WANT FOR DE SOTO COUNTY FAIR

ARCADIA, FLORIDA—JANUARY 15 THRU 21

RIDES—SHOWS—CONCESSIONS

RIDES: Major Rides of all kinds, especially want Scrambler and Scooter. Set of Kiddie Rides (must be first class). Mrs. Works, answer.

SHOWS: Fun House, Glass House, Animal Slide Show, any Grind Show with own equipment. (Roberto with Abe Show and Octopus, answer.)

CONCESSIONS: Popcorn, Candy Apples, Floss, Pronto Pops, Ice Cream, Bingo, Photos, Digesters, Bear Pitch, Glass Pitch, Jewelry, Fish Pond, Ball Games and Arcade. Any kind of Prize Everytime Concessions. All answer, write or call local distance.

AGNES SADDLEMIRE

Phones: Miami, Fla., Wilson 2-2306, or La Belle, Fla., Orange 5-2131.

Address: P. O. Box 345, La Belle, Fla.
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FANTASTIC RABBITS! 27.00
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Two in every box only 27.00
FREE WHOLESALE CATALOG
CONTAINING
- Expansion & Photo Idents
- Heart & Diam. Pendants
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- Rigs & Pins & Pearl Clasps, etc.
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3028 W. North Ave., Chicago 47, Ill.
(600) 634-4118
FREE WHOLESALE CATALOG
CONTAINING
- Expansion & Photo Idents
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SEND FOR YOUR COPY TODAY!
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(600) 634-4118

WE SELL MANUFACTURERS ALL KINDS FULL TICKET CARDS
BASEBALL BOOKS
PHOTO BOOKS
JEWELRY BOOKS
FREE 35 CENT SENSATIONAL OFFER
BUY ONE BOOK OF CITY NAMES FREE DELIVERED TO YOUR DOOR;
(Baseball Books, photo books, jewelry books)
MEN'S & WOMEN'S
NEW STYLE WATCHES
Special Choice Lot
$9.50
Cello-bration Sale
MEN'S & WOMEN'S
NEW STYLE WATCHES
Special Choice Lot
$9.50
Cello-bration Sale

NEW MERCHANDISE FOR TOMORROW'S HITS
parade of hits
FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1, Illinois.

COINWRAP
CLOWN DOLLS

To facilitate counting or wrapping of small change, stores, churches, schools, vendors can use the items. One Coinwrap can stack and count rolls of 50 cents in pennies and nickel rolls in dimes. Retail for $1.25.-Sterling Rosn, P. O. Box 626, Dana, Ill.

Themed baby feeders. One shown comes with music and retail at $3.95. Models without music at $2.95. Third model has cry of a baby kitten. Detachable nipples for easy cleaning, keep milk at feeding temperature for many hours—International Bargain Center, P. O. Box 93, Rockford, Ill.

TINTER
For tinting window glass and skylights. Is made of light-proof plastic, flows on application. Sold to cut costs by two-thirds. Nine transparent cardboard, three frosted tints available, each with a different combination of heat and glare-free resistance. —Acorn Glass Tint, 1123 West Century Boulevard, Los Angeles 5.

TAY TRAY
Combination table and planter. Made of brass-plated wire, the table comes complete with wood grain inset and plastic plant pot. Least is sturd and burn resistant; cleans with a wipe. Tray table stands 21 x 8 inches high. Retail for $5.98.—Artistic Wire Products Company, Ziff-Davis, Conlon, New York.

THE MARKET PLACE FOR BUYERS and SELLERS

REGULAR CLASSIFIED ADS

Set in usual wanted style, one paragraph, no display. First line set in 3 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reversed or other decorative matter. One pt. rule border on ends of one inch or more.

RATE: $1 per column inch, 14 inches wide. 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.

HAPPY HOLIDAYS TO ALL our loyal readers. We wish everyone a Merry Christmas and a Happy New Year.

WE WISH ALL OUR FRIENDS A MERRY CHRISTMAS AND A HAPPY NEW YEAR.

MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL OUR FRIENDS.

DO YOU HAVE A WANTED OR FOR SALE AD TO RUN IN THIS ISSUE? TRY OUR AD RATES.

WANTED, FOR SALE, RENTAL, and lost and found notices can be placed in the Classified Section of THE BILLBOARD for 25c per word. Minimum $2.00. Displayed notices only.

COIN MACHINES

Positions Wanted

WANTED, Positions Available. All occupations. Also want to buy. S. J. Founders, 1151 Providence Rd., North Providence, R. I.

HARD ORDER FORM FOR YOUR CLASSIFIED AD IN FIRST ISSUE OF AMUSEMENT BUSINESS DATED JAN. 9, 1961 DEADLINE WEDNESDAY, JAN. 4.

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:
   - Acts, Songs, Gags
   - Advertising Specialties
   - Agents, Distributors Items
   - Animals, Birds, Snakes
   - Business Opportunities
   - CASH CASH CASH
   - Collection of MACHINES
   - Collectors Items
   - Food and Drink Concessions Supplies
   - Photo Supplies and Developing
   - Medical Instruments and Accessories
   - Motion Pictures Films & Accessories
   - Printing
   - Instruction and Schools
   - Magical Supplies
   - Salesmen Wanted

3. Indicate below the type of ad you wish:
   - REGULAR CLASSIFIED - 35c a word. Minimum $4
   - DISPLAY CLASSIFIED AD - 50c per column inch, 14 inches wide. 85c 6 consecutive lines, 95c 12 consecutive lines, 130c 18 consecutive lines.
   - TALENT AVAILABILITIES AD - 10c a word. Minimum $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... Issue

NAME

ADDRESS

CITY

STATE

GIVE TO DAMON RUNYON CANCER FUND
Detroit Operator Outlines Formula for Successful Bulk Vending Route

By HAL REVES

DETOIT — Taxes and rising costs are the most important problems faced by bulk vending operators, but there is not too much each individual can do about either so the practical operator concentrates upon analyzing and finding solutions for lesser but bothersome problems encountered in his route operation.

That is the philosophy of Michael J. Garden, a veteran operator in Detroit since 1926.

Garden was a part-time operator most of his business career. He worked at the Packard Motor plant for 33 years, until that company discontinued Detroit operations about five years ago, and now, at 60, he is operating virtually full-time.

It has been a one-man business, like most bulk vending routes, so he is close to his problems.

He operates about 250 machines in about 100 locations, widely scattered. That wide geographic spread in an area about 25 miles across the city is a bit of a problem, but, he says, “I’d rather have them scattered — because the locations are good. Most places I have been for years — and they, in turn, refer me to others. This means a far-spread operation.”

The wide spread results partly from Garden’s own moves across town over the years and an historic accident. Actually, he recommends, “The closer together your locations are, the less traveling time is required.” But with good planning, he finds that he averages about 25 miles of driving daily.

The solution to a scattered route, he has found, is to solicit locations to fill in the route — to have a number of stops in the same area.

Multiple Machines

Small multiple locations offer better profits than single machines, which mean much reduced time in transit. Most of his machines are penny-vendlers — only a handful are nickel or dime units. His aim is three, but he’ll settle for two in a spot — typically a gum, peanuts, and pistachio or other nuts. He states out:

“You are bound to get a little revenue from the three combined. You may have to take a loss on one, but you can make it up on the others.”

“The proper approach is necessary. First, you have to size up the man and the location, the kind of individual you are talking to. If he happens to be in a bad mood,”

(Continued on page 51)
5-Cent Cashew Nuts Pay Off

KANSAS CITY, Kan.—Picking a specific market and applying the sort of merchandising methods which insure maximum attention to the machines has added a lot of additional revenue from cashews for E. C. Breeding, bulk route operator here.

While milling over the extra expense and hours of labor which had arisen, the Kansas operator had an inspiration. Why not, he asked himself, instead of manning a machine in some busy location turn it into a vending machine with retail sales in variety stores, candy stores and other places such as delicatessens to make sure that every customer is getting his full nickels' worth. Because of the small quantity, the machines require refilling only at about the same span of time as the penny machines, and there is thus no additional load, while return from the machines is at least five times as profitable as from the fastest moving penny machines.

"Cashews are strictly an adult proposition," Breeding said. "Where I have used cashews in the vending machine on each two-head stand, there is a disappointingly slow turnover, since few adults are interested in cashews of any sort. If, however, I counter-week the cashews with ball gum, particularly exotic flavors such as grape, cherry, lime, the ball gum moves rapidly, proving that the customer gets a nickel for 10 cents, a penny for a half of gum as a master of hubb." Breeding would like to know whether more of his cashews are consumed by the employees in his own service stations than in other locations. Currently, he suspects that the ratio is 50/50, with maximum expansion potential lying in putting the machines outside in the ball gum stands, so service station customers can see them.

Since that time, the cashew stops have increased a hundred fold, and have become Breeding's number one profit source. He keeps a close eye on the amount of cashews vended per machine checking with retail sales in variety stores, candy stores and other places such as delicatessens to make sure that every customer is getting his full nickels' worth. Because of the small quantity, the machines require refilling only at about the same span of time as the penny machines, and there is thus no additional load, while return from the machines is at least five times as profitable as from the fastest moving penny machines.

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Amusement Machine Makers
Post Slim '60 Production Year

By KEN KNAUF

NEW YORK—Inroductions of new amusement machine models and
automat sales were down sharply in the first half of 1960. Sales of
juke boxes, however, showed a marked rise compared to the first half of
1959.

According to preliminary results, sales of juke boxes were up
approximately 50% in the first half of 1960 compared to the same period in 1959.

In the amusement machine industry, the production of juke boxes has
been increasing steadily in recent years. The demand for juke boxes has
been driven by the growing popularity of rock and roll music, and the
increasing number of people who want to enjoy this music at home.

A variety of factors have contributed to the growth of the juke box
industry. These include the increasing availability of affordable juke boxes,
the development of new and innovative juke box technologies, and the
continued popularity of rock and roll music.

In addition to juke boxes, the amusement machine industry has
produced a variety of other types of machines, including pinball machines,
slot machines, and arcade games. However, juke boxes have been one of
the most popular and enduring types of amusement machines, and their
sales have continued to grow over the years.

The success of the juke box industry is a testament to the enduring
popularity of music and the desire of people to enjoy it in a variety of
comfortable environments. As technology continues to advance, the
juke box industry is poised to continue its growth and innovation, offering
even more ways for people to appreciate the power of music.
LONE STAR ROUND-UP
Bowling Alleys and Bumper Pools Are Bright Spots in Texas Outlook

By O. R. ALLEN
Dallas, Texas

With the advent of a new year, a cross-section poll of distributors and operators in the Dallas area shows no undue pessimism over the "recession." It might be said, however, that the outlook is stronger among the distributors than among the operators. For instance, J. Fred Barber, director of sales for Walcot Distributors, Inc., stated that his company has not noticed the recent retail sales recession, and in fact has been up to the point that operators were "complaining to some extent.

"One of the reasons," Barber said, "are better than in 1959 in music and games in general, with music being especially good." Music, he estimated, was up by about 10 percent in the past year. Barber also had a very good year, he said. So did almost every pool and space gun machine, with the arcade business itself showing an overall increase.

A big boost to the arcade business, Barber said, is the fact that the monumental building boom in Dallas has been almost in all cases, made provision for an arcade in their locations. A nearly complete list of these arcades for these arcades is 25 by 30 feet, with the space including the coin-operated 1-4 foot bowling machine, an eight-foot shuffle game and perhaps two pinball mills or two.

He added that the enthusiasm of the buying audience has over these arcades, pointing out that their trials in such widely scattered locations as San Antonio, Dallas, Houston and Odessa have shown they draw the bowler as well as the non-bowler. In other words, where it might be that the bowler is the only one that can be sure that they can entertain themselves in the arcade.

On the other hand, Dallas, Texas, is a city that has always been a leader in the house, and he can bring his family, friends and even his children who they can entertain themselves in the arcade.

Unlike some operators as well as distributors, he takes a rather optimistic view of the entertainment scene in a city, such things as heavy ball and football team. With the advent of a two professional football teams in Dallas, Barber predicts, for instance, that one of his locations near the Cowboy Bowl (where both teams play) has its filled in business. Before pro football started it was about 10 per week. Now it is taking in about $500 a week.

As for loans, Vandersand said, "We've got a lot of them, just like any other machine company." He added that these would average about $600 a week.

"You have to pay loans to get locations in many cases," he said. "But on the other hand, there are some awful good locations where loans are never mentioned." He plays bowling much too, not being too free with them, but giving them if the location is warranted and if it is the only way to secure a desired location. He said that he has been pretty fortunate in getting his money back in the last two years.

Vandersand said that out of 55 locations, he had this year, and that they are not paying off. It is his opinion that the public is still very up on this, plus the fact that the desired record is not available. He said that some locations want the more financial to make sure that we can be used in an unavailable, while records for the stops which like progressive jazz sound are too high for the location.

On the brighter side, he said that there is no easier time of year in this business than that of playing music, more than anything else in most of his locations.

In spite of the favorable opinions, though, he is certain that music will continue to be a feature of the business, the distribution of music, though the movie theaters may advertise heavily in the press.

FRANKFURT — West Germany's coin machine operator association is making a campaign against the so-called "double standard," which attempts to make转 coins machines in a stimulus to juvenile delinquency.

Industry surveys have revealed that the majority of publications, both daily and weekly, which attack coin machines also carry lurid advertising for sex and other objectionable items.

There are even cases where the same publication would publish articles praising the coin machine industry on the same page with advertisements promoting the selling set.

A coin machine spokesman explained, "We do not challenge the daily press to publish objective stories about our industry, even when these stories are unfavorable. But we are going to fight stubbornly and vigorously against attempts by irresponsible segments of the press whose only interest is the creation of spurious sensations."

The coin industry is increasingly to the view that if the press attacks coin machines as a stimulus to juvenile delinquency, it is not common to small communities. For the operators' opinion of these locations, he said that it was about the same as their opinions of collections; some report good results, others not so good.

Browning finds that operators are buying less stereo than last year because good stereo records are simply not available. For some manufacturers the stereo records are just not turning out the records that are popular, at least not in sufficient quantity.

A look at business from a slightly different viewpoint, that of the operators, gives a somewhat gloomier picture.

N. D. Vandervander, Dallas operator, estimates that collections are down 10 percent over last year. Machines have been down, he adds, attributing some of the slump to the election and voicing the caution that things will pick up now that the election is over.

Vandermark, who handles music, shuffle alleys, bowlers, and pinball, also believes that money will run with the screw in the cities and larger towns, but that they are not common to small communities. Vandervander admits that this will make for an upsurge in the business.

Unlike some operators as well as distributors, he takes a rather optimistic view of the entertainment scene in a city, such things as heavy ball and football team. With the advent of two professional football teams in Dallas, Vandervander predicts, for instance, that one of his locations near the Cowboy Bowl (where both teams play) has its filled in business. Before pro football started it was about 10 per week. Now it is taking in about $500 a week.
Classified Ads Prove Effective for Boosting Holiday Juke Box Rentals

By ROBERT LATIMER
DENVER — Plain, ordinary classified newspaper advertisements, at an average of $1.21 per day, are far and away the most effective means of building phonograph rental profits during the holidays, according to a consensus of operators in Mountain States cities.

"The rental market has slipped quite a bit this season," said a large Denver operator said. "About 10 years ago, we could count on positioning anywhere from 25 to 33 machines, profitably enough so that we could take several of them out of low-traffic locations for the purpose. Now, we rent between 15 and 18 every Christmas season."

This operator feels that tape recorders and long-play phonographs have largely usurped what used to be the rental market, inasmuch as they give the same sort of uninterupted, loud volume music which was the juke box's principal advantage. "People want an evening of stimulating music without having to pay anything for the privilege," he said. In this instance, the operator said, "Now, everyone in the party always has to have such equipment."

In using classified ads, half a dozen Denver operators depend upon such sprightly headlines as "Rent Alacabos for Christmas!" or "Free Phonograph and 100 Records!" or "Need Music for Your Holiday Party? Rent Our Booking Service in Nearby Towns and Streets."

"Our ads are $2.50 a figure which the usual operator feels is going to be a delivery cost, which usually includes spotting the phonograph exactly where it is to be used, consuming a lot of that amount."

The ads are handled, according to the number of days on which the phonograph will be used. Included are such offers, involving either Christmas Eve or New Year's Eve which are involved.

Old Customers

An Albuquerque operator thanks the production of such ads for the fact that 12 of his Christmas-list customers are the same who have rented his phonographs for the better part of a week in early November calling back to past customers to set up the contract. In almost all instances for leads to other prospects at the end of December.

Making personal calls, pointing out that the group can choose a phonograph that will be used on "that day the phonograph can be selected and a word recorded, without attention, strikes a responsive chord, particularly with small operators who will rent a phonograph for a holiday party."

Suggesting that the music can be deliberately programmed to add a certain element of fun to soaking walls at the evening's close and includes music which sells a lot of extra customers.

Little Vandalism

Vandalism is usually a much smaller problem today than it was only a few years ago. Many phonographs were rented more or less indiscriminately. One Colorado Springs, Colo. operator solved this problem by constructing a knock-down cabinet just like the phonograph itself. He painted the cabinet with any sort of color that is likely to be used when the phonograph is in use and which is a station of the right price. This is often by the city's clerk's office.

Personal Call

It takes a personal call, and a suggestion to the owners, to make sure that the phonograph is put away in a place where it will be usable. The phonograph is a very important item of the household's entertainment. It is easy to take in a music rental contract to stipulate that the phonograph is to be kept in storage, but if the phonograph is not usable, then it is easier to be obtained from the city clerk's office.

Canteen denies Bank Purchase

CHICAGO — Rumors that Automatic Canteen Corp., a Michigan company, which might acquire the Mercantile National Bank of Chicago, were vigorously denied by the company's officials on Monday.

Director of Mercantile held a special meeting of the board, and it was decided not to accept the offer of the bank. The directors, meeting on Monday, held the meeting in a bid to move the bank from the West Side to the Loop.

Cantinelli

Cantinelli, a prominent lawyer, was appointed by the Urban League to handle the matter. The Urban League has been unsuccessful in its bid to move the bank from the West Side to the Loop.

Barbary

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Chicago B Lake Company

Chicago B Lake Company, Inc., a Chicago-based company, is going to reopen its financial businesses in the Loop. The company has been in the Loop for years and has been in the Loop for years.

Lake Company

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Coin Machine Exports
September, 1960

<table>
<thead>
<tr>
<th>Country</th>
<th>New Volume</th>
<th>Used Volume</th>
<th>New Phonographs</th>
<th>Used Phonographs</th>
<th>Assessment Games</th>
<th>Value</th>
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<td>387</td>
<td>248,670</td>
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<td>3,125</td>
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<td>10</td>
<td>1,600</td>
<td>36</td>
<td>12,614 48 18,799</td>
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<td>719</td>
<td>$258,097</td>
<td>2,736</td>
<td>$665,888 4,821 $1,788,689</td>
</tr>
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</table>

September Exports Above '59 Level

NEW YORK—U. S. exports of games and coin games ran well ahead of last year in the September period, topping a total volume of $1,788,689 compared to $1,560,289 in the 1959 month. Figures are from the U. S. Department of Commerce. Belgium led all markets in September, taking a volume of $483,346. The United Kingdom, on the strength of game imports, moved closely behind with a $424,647 run during the month. Only other market above the $100,000 mark was West Germany, which notched $330,208. Filling out the top 10 markets during the month were Australia, Switzerland, Canada, Venezuela, the Netherlands, the Nan Islands (Pacific base), and Italy. By comparison, a year previous the following markets, in order, led the coin machine import trade: Belgium, West Germany, Venezuela, Switzerland, Canada, United Kingdom, Sweden, Italy, the Netherlands, and Cuba.

Belgium, the over-all leader this September, also led in the category of used jike box imports with a figure of 518,460, and placed second in new jike boxes.

West Germany took honors in the new jike box field, importing $266,946 worth of new U. S. photographs.

The big markets for games, in order, were: United Kingdom ($315,722), Australia ($57,138), Brazil ($52,250) and West Germany ($42,476).

OPERATE UNITED'S BOWL-A-rama

Welcome Everywhere

WRITE FOR DETAILS

UNITE MANUFACTURING COMPANY
3401 N. California Ave.
Chicago 18, Ill.

THIEF PREFERS MUSIC TO CASH

SAN ANTONIO—Police were looking for a thief who prefers music to money. The thief broke into the juke box at the L.M.D. Laundromat and stole 35 records. No attempt was made to break into the money box, according to police who investigated the robbery.

Portland Tables Move to Set Up Game Authority

PORTLAND, Ore.—An amendment to the city amusement licensing code has been stalled temporarily. The new rule would establish a committee to pass on the legality of games and approve or disapprove license applications.

Several coin machine firms retained Franch E. Harrington, attorney, to represent them. They are Danis Amusement Company, N. W. Salters Company, Super Amusement Company, Mystery Amusement Company and the Stan Terry Amusement Company.

According to Harrington, the proposal legislation “would grant to this committee the authority to legislate in the criminal field.” He added that the phrase is “likely to be used for gambling” could be construed to mean almost anything.

One commissioner asked Harrington if he thought such an ordinance could prohibit football games on TV since they contributed to the establishment of football pools.

“As a father of eight children,” Harrington replied, “I am not qualified to answer that—I’m protected against television.”

The basic problem of operators, explained Harrington, is that patrons turn to games rapidly and play faith or. The industry must introduce new games frequently.

The proposed amendment, he added, would give the committee the authority to outlaw new machines, even though such machines had not been classified as gambling devices by courts. Action on the amendment has been postponed for two weeks.

Harry Brown, Club Equipment, Dies in Chicago

CHICAGO—Harry H. Brown, long-time coin machine veteran and owner of Club Equipment Corporation, operators and jobbers, died here last Monday (26). Brown was 54 years old.

His wife, Freda, will continue to operate the firm. Brown has been in various phases of the coin machine business for some 35 years. He was taken to Weiss Memorial Hospital, Saturday (24) after suffering a heart attack. The second, and fatal attack, came Monday morning.

Funeral services and burial were in Philadelphia, Brown’s original home, last week.

The Chicago operator was active in numerous civic and philanthropic organizations, including B’nai B’rith and The Loyal Order of Moose. Beside his wife, he is survived by his son, Stanley, and two grandchildren, Bennett and Leslie.

START THE NEW YEAR RIGHT SEND FOR NEW LISTINGS TODAY

DAVID ROSEN

Music-Phonograph Merchandising • Radio-TV Programming • Coin Machine Operating

THE NEW BILLBOARD IS COMING NEXT WEEK

January 9, 1961

50 Cents

Copyrighted material
ON DISPLAY NEXT WEEK AT
YOUR WURLITZER DISTRIBUTOR

WURLITZER 2500
The Ultimate in Automatic Music

The Absolute
ALL TIME HIGH
IN EARNING
POWER

MORE
beautiful to see
MORE
enjoyable to hear
MORE
dependable to operate
MORE
profitable to own

THE WURLITZER COMPANY
Est. 1888
NORTH TONAWANDA, N. Y.
Chicago — Herbert M. Beitel, well-known legislative counsel of the National Automatic Merchandising Association, is resigning his post.

The surprise announcement came late last week from Thomas B. Hamburger, executive director of the association, who said that Beitel is planning to join a private business enterprise on the East Coast in which he has an interest.

A successor to Beitel is expected to be named within the next few weeks. Hamburger said that all of Beitel's assignments in NAMA's legislative department will continue.

Beitel has been with the NAMA legal staff for the past five years. He has been particularly active in fighting discriminatory vending legislation on both the state and national levels. A frequent traveling companion of Beitel was a familiar figure at various local and state association meetings throughout the country.

Praising Beitel's work with NAMA during the past years, Hamburger said, "He's done an outstanding job for the vending industry and will be sorely missed not only by our staff and myself but by many hundreds of members throughout the country whose interests he has served so capably and effectively."

Hamburger said that Beitel is leaving in order to accept a position with a qualified successor and that Beitel will be succeeded in accounting to NAMA's legislative problems and activities.

In explaining his decision to leave, Beitel said that his new activity, which he has substantially important applications in the vending industry. He declined to go into further detail.

"I have reached the decision to leave very reluctantly," he said. "It is my hope to be able to serve the vending industry in one of my new positions. To the many

\(^{\text{Continued on page 60}}\)

Detroit Op Gives Formula

Continued from page 51

finds new business places or places under new management as likely prospects. Sometimes he calls for new locations.

He likes to fill in his route notes with a regularity that is not surprising. As he goes down a business street he looks for the appropriate store windows nearby to see if they have machines. When he finds a machine, he then goes in and makes a quiet investigation of the opportunity of seating of "bouncing out" a competing operator who has the spot.

"When you first go in, put in the best machine you have on that location, that clean, that appeals to the eye, and will not crash the machine," he says. "When you go back for your first service call, make sure the machine is in good shape, and the proprietors have not allowed anyone to mess with it. Often you run into a proprietor who tries to get something else out of the machine for nothing."

"When trouble like this is encountered, I don't just pull out the machine, but replace it by another."

Machine Switches

It may be best to replace by another machine—Gardens makes up to five or six such replacements when necessary before giving up. "As long as you are breaking even and doing a little better all the time, finally getting down to the machine, you'll go without much trouble—then you can start making money."

Trouble arises when someone at the location finds out how to pull or shake the machine. Or the location owner may be lazy and the machines will be damaged—but replacement with a different type of machine may solve the problem and keep a worthwhile location.

A Northwestern vendor finds it a typical example—two weeks after placement, it is found broken, with a nail file inside. He replaced it with a Columbus unit, but it is equally bad—but the experience could have happened with a Northwestern, replacing a Columbus, according to the location. Garden notes. He accounts for this instance of damage from the Northwestern's not taking a washer, while the Columbus machine will.

The location owner catches partners with the washers and puts a stop to it while the first machine just involved vandalism—by some patron by refitting with the washers.

Coin Mechanism

Another point in connection with this was noted by the older Northwesterners, who insist that machines must be

The problems of a difficult location is location. When a machine is put in, it's almost certain that the machine should be replaced. In such cases, the machine is replaced. The operator then says, "This is where personal understanding of people pays off."

Finally, the case of the location where the machines are turned around to the wall when the nightly clean-up is made. The operator discovers this, this is not to come to a regular call. This is the time to call the location owner's attention to the fact that he may never notice it—and both operator and location will gain by it. It is a little point easily overlooked, and needs to be called to the attention of the location owner. You may have to call the location owner's attention to the fact that he may never notice it—and both operator and location will gain by it. It is a little point easily overlooked, and needs to be called to the attention of the location owner.

A variety of problems—from operational difficulties to failures of good salesmanship and management—but Garden's 34 years of experience have supplied conditions encountered by the industry with and powered by the industry.

OUT OF THIS WORLD BINGO!

Laguna Beach $595.00 Twin Big Tents, County Fair $50.00 5c and 25c play, $495.00
Ballina 465.00 Sun Valley 125.00
Sea Haven 325.00 Carnival Queen 255.00 5c play 245.00
Bucaneer 225.00 Beach Time 295.00
Miss America 115.00 Miss America 575.00

The leading exporters of the South

CART MINT, INC.

No Other Phonograph

Looks So Much Like a Phonograph or

Acts So Much Like a Phonograph

as the ROCK-OLA REGIS

When you buy a phonograph, you want modern design to keep the machine up to date for years to come, but you also want a phonograph to look as a phonograph should look. With the Regis, you get both contemporary styling and that elegant customer pleasing phonograph look.

You expect your phonographs to act like a phonograph and of course the Regis does, for it is the most versatile phonograph available today!

You get Rock-Ola's exclusive "Tri-Fonic" flexibility to play either stereo or monaural music at the flip-of-a-switch.

You get Rock-Ola's 33 1/3 and 45 RPM Dual Speed Intermix Changer.

With a Rock-Ola you are protected now and in the future against all possible changes. Only Rock-Ola offers you this protection.

Available in 120 and 200 Selections

ROCK-OLA'S "TRI-FONIC" FLEXIBILITY

Gives either monaural, stereo or reinforced stereo at the flip-of-a-switch with no add-on parts needed.

POSITION 1* delivers the finest high fidelity monaural music through the three built-in main unit speakers. Extra speakers may be used.

POSITION 2* delivers two channel stereo music through the stereo extension speakers. No matter where the customer sits, he hears Rock-Ola's flawless stereo sound.

POSITION 3* combines the stereo extension speakers with the main unit speakers for reinforced stereo sound. In any location Rock-Ola provides the finest stereo sound.

The Truly Distinguished Phonograph
HORATIO ALGER STORY

Years of Hard Work Pay Off for Pete Gurley, Little Rock Operator

By ELTON WHISENHEART
LITTLE ROCK — This is the success story of a young man who came off a farm at the age of 15, went to work in the coin machine business with nothing but the clothes on his back and today is a prosperous and successful route owner at 35. He is Pete Gurley, happily married and the father of four children, and owner of Ace Music Company with 41 good locations to which he gives first class service and gets good returns for his work and investment.

But it was not an easy job to do as it is to say that it has been done. It took hard work, sometimes 16 to 18 hours a day, to get off the ground. And it took bitter disappointment in learning about human nature.

Here's the story:

Pete began work for a few dollars a week for an operator and later, because he had applied himself well and learned the business, was hired away with an offer of better pay.

The Promise

His new employer also told him if he turned out well and made the owner some money, in 10 years he, the owner, would give Pete a half interest in the business.

Pete worked hard for 10 years. He built the route up. He kept it in good shape. He had the money rolling in. The boss had a lucrative business and could afford trips to Miami, Texas, Chicago, about any place he wanted to go. And he went with periodic frequency because he was honest, capable and the route was in good hands.

Pete looked forward to the end of the 10 years. When they were up, he could enjoy some of the profits. He had worked hard for them and, with profit-sharing, he could get a good rest and enjoy an occasional vacation trip himself.

Quit Job

But when the 10 years were up the owner asked him to "give me a little more time." Pete did. Pete gave him a year. The owner would not keep his promise. So Pete resigned.

Pete had worked himself into a good wage at the time he resigned. He was making $200 a week. That was one of the arguments the owner used in refusing his former promise.

"You're making more than any route manager in town," the owner had said.

Not Enough Cash

But Pete decided to try it on his own. He had $6,000 saved up. He went to a distributor and told him he wanted to begin a route. The distributor encouraged him, would not carry Pete's notes while he got started and told him it would "take you $50,000 to get started in this business."

But what happened next was that Pete learned there is a good side to human nature. He found it in George Sammons, president of Sammons - Pennington Company, Memphis, leading distributor in the Mid-South.

"You can have anything you want," Sammons told Pete. "We'll carry you till you can make the note payments."

So Pete was in business. He started out small, made it pay and each year added a few pieces of equipment to his route. His profits increased each year, so he re-invested some in more machines.

Today he has machines at 41 locations and is still acquiring a new location here and there from time to time and is one of the most successful "rags to riches" stories in Arkansas.

"I couldn't have done it without George Sammons," said Pete. But Sammons is a modest fellow and attributes Pete's success to his hard work and sound operating principles.

Herbert Beitel

THE NEW BILLBOARD IS COMING NEXT WEEK...

January 9, 1961

50 Cents
Stout Blasts Record Firms on Failure to Supply Stereo Disks

CHICAGO — Gordon Stout, president of the World Distributors of Coin Machines, called the majors of the coin machine business, and a director of Music Operators of America, on the record industry for its failure to supply juke boxes to operators with enough stereo singles.

Stout, who operates in Pierre, S.D., is one of the few who is in the manufacture of coin machines. The majority of coin machine manufacturers are located in various cities in the United States and abroad. The Trier machine is made in Canada, and the Trier company is located in Montreal.

The coin machine business, active in the United States and abroad, is being forced to operate with a great deal of uncertainty. The Trier company, which was founded in 1860, is one of the most successful in the United States. The company has a long history of success and is well known throughout the world.

At present, the coin machine business is facing some difficult problems. The Trier company is one of the major manufacturers in the world, and it is facing some challenges in the current market. The company is working hard to overcome these challenges and continue to provide a high-quality product to its customers.

Danish Juke Box Imports Up

COPENHAGEN—There has been a substantial increase in West German coin machine exports to Denmark in 1960, with jackets packing the field. The trade here estimates German juke boxes as having been imported here in large quantities. Danish juke boxes are now in virtually every city, town and hamlet in this country with juke boxes. There has also been a corresponding gain in American boxes, proving the trade is jolting, that U.S. and German can coexist. The U.S. versus Germany battle lines are drawn in the sales competition for sales of Kastner Drumm (Wellington), Knud Petersen (Tournos) and Trier (All A S IMI) in the new sales campaign. The per capita income of Hans Jürgen (Symphonik and Fanfare), Knud Petersen (Tournos) and Trier (All A S IMI) in the new sales campaign.

The Danish coin machine business is expanding and becoming more and more popular. Danish juke boxes are now found in virtually every city and town in this country, with juke boxes found in virtually every city, town and hamlet in this country with juke boxes. There has also been a corresponding gain in American boxes, proving the trade is jolting, that U.S. and German can coexist. The U.S. versus Germany battle lines are drawn in the sales competition for sales of Kastner Drumm (Wellington), Knud Petersen (Tournos) and Trier (All A S IMI) in the new sales campaign.

Russo-German Trade

Bonn—The export of West German coin machines to Russia will be placed under substantial difficulty with expiration of the trade agreement at the end of the year. Bonn and Moscow negotiated a new pact but were unable to reach an agreement. The negotiations on the agreement are not expected to be completed before July 1. The trade agreement expired at the end of the year, and negotiations are currently underway to extend the agreement.

The agreement expired at the end of the year, and negotiations are currently underway to extend the agreement. The agreement is expected to be extended for another three years, which will continue to benefit both countries. The agreement has been in place for over 20 years and has contributed to the economic development of both countries.

Ball-Point Pen Vender Termed Gaming Device

CALGARY, Alta.—A precedent-setting trial in Calgary this week, in which a man convoluted of operating a gaming house was charged with operating a ball-point pen vending machine, is being closely watched. The trial is expected to set a precedent for similar cases in other jurisdictions.

The defendant, a man in his 30s, was charged with operating a ball-point pen vending machine. The machine was installed in a hotel lobby and sold pens for 50 cents each. The defendant was charged with operating a gaming house, as defined by the Gaming Control Act.

The prosecution argued that the machine was operating a gaming house, as it was providing a game of chance to the public. The defense argued that the machine was simply a pen vending machine and did not constitute a gaming house.

The trial is expected to last for several days. The outcome of the trial will set an important precedent for similar cases in other jurisdictions.
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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 legs 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
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- Step-up bonus feature scores up to 200 points when ball goes out
- Top bumber and 2 side contacts increase bonus value
- Top rollovers score 19 times value when hit
- Relever buttons light pop-bumpers for high score
- 2 super-powered skill flippers
- Coin box with locking cover + Plus a host of other fine features

New Magic From Research!

"Lead-Cast" phosphate finish adds wear-resistant qualities that shield playfield 10x as all time high.

Game Makers

- Continued from page 32

Answering Service

- Continued from page 33

which item the location owner was likely to get a bit hot under the collar.

Now, before starting out on the day's chores, which may involve 200 miles of driving, Rogers checks with his answering service located in Colby, gives the operator a rough itinerary for the day and departures, knowing that he will usually get one or two calls during the day.

The answering service takes all incoming calls, of course, and, if the subject is a machine breakdown it will immediately start the telephone search for Rogers. Usually two or three calls will locate him swiftly, particularly since Rogers makes a point of telling every location owner where his next stop will be, whether it is for lunch, a service call up the road a few miles or a garage stop to have his car serviced.

Well aware of the importance of maintaining every location in this sparsely settled section of the State, Rogers goes to it that he arranges for all emergency calls as fast as the highway will permit, dropping collections and routine service calls in order to get the emergency repaired promptly.

Since most of his location owners are aware of his answering service and that he may be miles away when the call comes in, he gets excellent appreciation and good will. This is highly important in these days of intense competition for every profitable spot, Rogers avers.

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